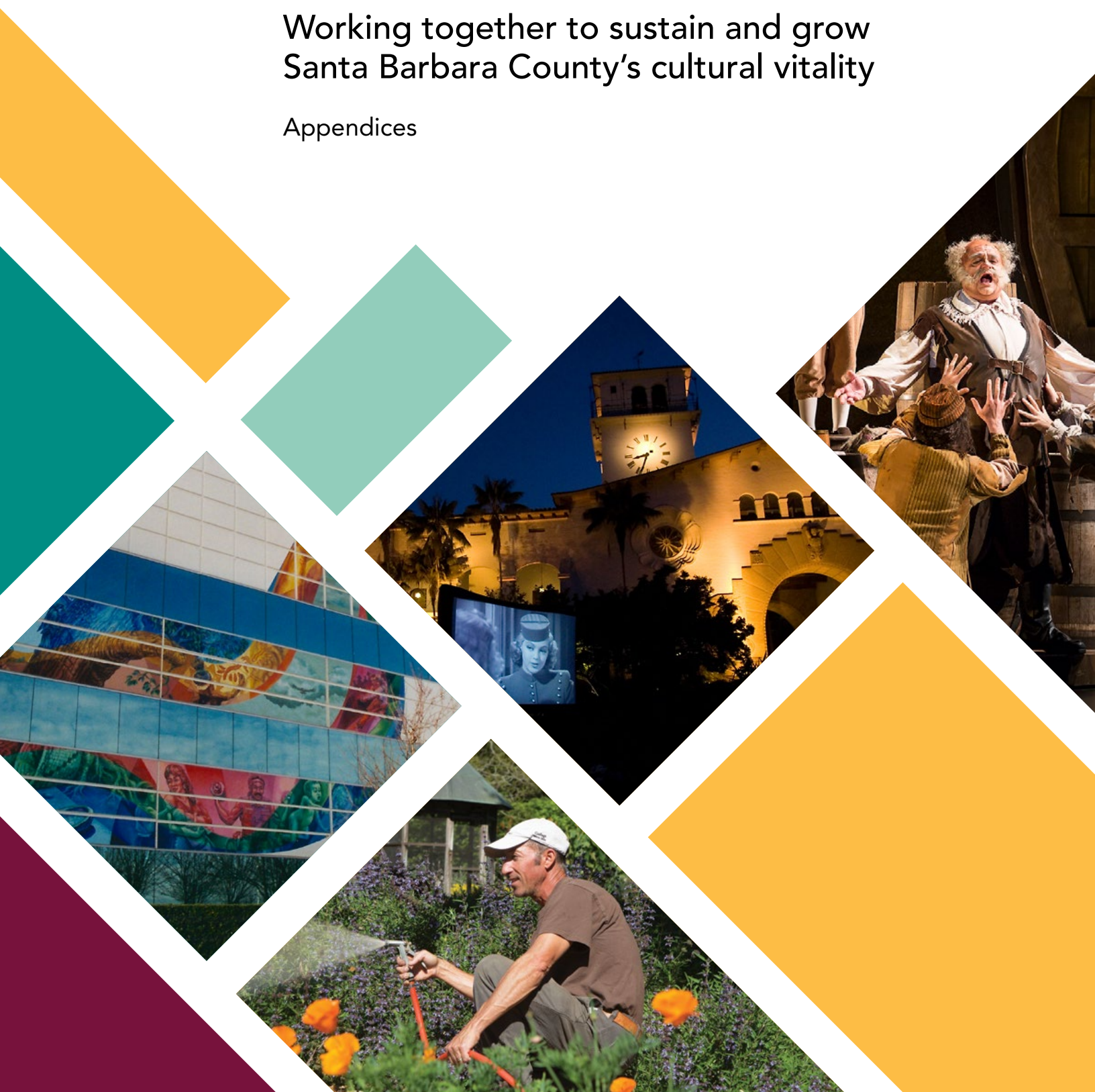


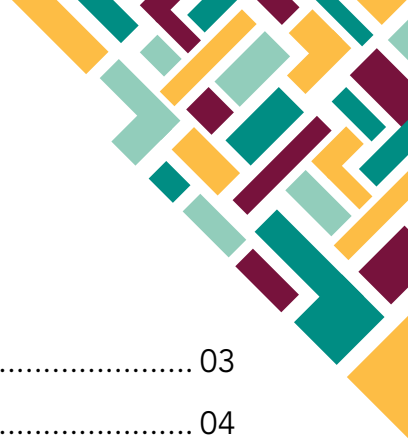


Santa Barbara County  
**CREATIVE  
COMMUNITIES  
PROJECT**

Working together to sustain and grow  
Santa Barbara County's cultural vitality

Appendices





# TABLE OF CONTENTS

- 1. List of survey locations ..... 03
- 2. Survey questions ..... 04
- 3. Survey findings: All charts ..... 26

# SURVEY LOCATIONS

(IN ALPHABETICAL ORDER)

1. Albertsons, Buellton
2. Buellton Holiday Bazaar
3. Carpinteria Avocado Festival
4. Casa de la Raza Community Event, Santa Barbara
5. Casa de la Raza Dia de los Muertos Event, Santa Barbara
6. First Friday at Carpinteria Arts Center
7. Gymnastics North, Lompoc
8. Health Fair at the Carpinteria Children's Project
9. Holiday event at Solvang Park
10. Holiday Parade of Lights, Santa Maria
11. La Purisima School, Lompoc
12. Little Saints Preschool, Lompoc
13. Lompoc Farmers Market
14. Marshalls, Santa Barbara
15. Mexican Independence Day event, Lompoc
16. New Cuyama Family Resource Center
17. PCPA performance, Santa Maria
18. Santa Barbara Farmers Market
19. Santa Barbara Zoo
20. Santa Maria Discovery Center
21. Santa Maria Mall
22. Solvang Farmers Market
23. Solvang Farmers Market
24. Southside Coffee, Lompoc
25. State Street, Santa Barbara
26. UCSB
27. Vandenberg Village Farmers Market
28. Viva el Arte Event, Guadalupe



# SURVEY QUESTIONS

Santa Barbara Creative Communities Project- Community Survey

Creative Communities - Arts and Culture Survey

Hi,

I'm working with an organization called Santa Barbara Creative Communities. We want to understand what people think about things happening locally like movies, theater, arts, crafts, and music events. Can you take 3 to 5 minutes to tell us what you like and don't like? If you do, you can choose either a [PREMIUM #1] or [PREMIUM #2] plus we will enter you into a raffle for tickets to local shows and events. We are going to use what we learn to create improvements to what's available locally.

Hola,

Yo trabajo con una organización llamada Comunidades Creativas Santa Bárbara. Queremos entender mejor lo que la gente piensa sobre las obras artísticas que ocurren localmente como películas, presentaciones teatrales, artesanías y eventos musicales. ¿Podrías darnos de 3 a 5 minutos de tu tiempo para decirnos lo que te gusta y lo que no te gusta? Si lo haces, podrías elegir entre [PREMIO # 1] o [PREMIO# 2] además de entrar en un sorteo para ganar boletos de admisión para espectáculos y eventos locales. Utilizaremos toda la información que aprendamos a través de tus respuestas para mejorar el tipo de presentaciones artísticas actualmente disponibles localmente.

\* 1. Interviewer

- |                                |                              |
|--------------------------------|------------------------------|
| <input type="radio"/> Angelica | <input type="radio"/> Casey  |
| <input type="radio"/> Josefa   | <input type="radio"/> Damian |
| <input type="radio"/> Maribel  | <input type="radio"/> Jan    |
| <input type="radio"/> Sylvia   |                              |

2. Interview language

- English
- Spanish



**3. Are you a resident of Santa Barbara County?**

- Yes
- No (end survey here)

**4. What is your primary home zip code?**

**5. How old are you?**

- |  |                               |
|--|-------------------------------|
| <input type="radio"/> Under 18 (end survey here) | <input type="radio"/> 41 - 60 |
| <input type="radio"/> 18-25 (emerging adult)     | <input type="radio"/> 61 - 80 |
| <input type="radio"/> 26-40                      | <input type="radio"/> Over 80 |

Our questions are about activities that are creative, cultural, or artistic. Think about these as any of a wide range of things—music, creative writing or cooking, crafts, arts, dance, and gardening. They also include live performances such as acting, stand-up comedy or theater. With that in mind...

**6. Can you tell me what types of creative, cultural, or artistic activities you have done in the past 12 months? (check all that apply)**

- Singing
- Making music
- Crafting or Do It Yourself projects (sewing/quilting, making a table, scrapbooking)
- Painting or drawing
- Creative writing
- Dancing
- Acting and other theatrical performance
- Gardening for pleasure
- Creative cooking
- Taking a class or receiving training on an artistic activity
- Nothing
- Other (please specify)

**7. Would you like to do these types of activities more, less, or about the same amount as you do now?**

- More
- About the same amount
- Less

**8. What, if anything, stops you from doing more? (select 3 or fewer)**

- Not enough time
- Need to make money doing it
- Too few opportunities to get involved
- Don't know how to get involved
- There is no place to do it.
- Transportation
- I don't have enough knowledge or talent
- Need someone to teach me or some way to learn
- Too expensive
- Family or friends disapprove
- Not a priority
- What I want to do is not offered
- Nothing
- Other (please specify)



**9. Think about all the creative, cultural, and artistic activities or events you have attended over the past 12 months. Tell me what things you attended. (check all that apply)**

- Movie
- Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)
- Live music concert or performance (such as student recitals , concerts or going to the symphony)
- Museum or historic site
- Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)
- Botanic garden or zoo
- Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?
- Event that featured the work of authors, poets, rappers or storytellers
- Nothing
- Other (please specify)

**10. What motivates you to go to these events? (select 3 or fewer)**

- Socializing with family/friends
- Supporting family or friends that are performing
- Seeing an exhibit or performance at a venue I like
- Learning something new
- Giving my children or grandchildren a fun/educational experience
- Seeing new or high-quality art
- Supporting a local organization or event
- Seeing a specific artist's performance or artwork
- Low cost or free admission
- Celebrating or learning about my own culture/heritage
- Nothing
- Other (please specify)

**11. What, if anything, are the main things that stop you from attending these events? (select 3 or fewer)**

- Cost to get in
- Additional costs of going out (babysitter, eating out, parking, etc.)
- Lack of time
- Lack of transportation
- Events are too far away
- Not aware of available offerings
- Nothing to do in my community
- No one to go with
- Not hearing about events in time
- Traffic or difficulty finding parking
- Safety concerns
- Feeling out of place at the events
- Lack enough knowledge of the arts
- Lack of interest
- Takes too long to travel to an event
- Nothing
- No venues available in community
- Other (please specify)

**12. How important are these creative, cultural, and artistic activities to you? Would you say not at all, somewhat, or a lot?**

- Not at all important
- Somewhat important
- Very important

**13. Think about all the creative, cultural, or artistic activities you have gone to in the past 12 months. About how often did you do these things?**

- Never
- Once
- Less than once a month
- Once a month
- Once a week or more

**14. How important do you think creative, cultural, and artistic activities are to a person's quality of life. Would you say not at all, somewhat, or very important?**

- Not at all important
- Somewhat important
- Very important

**15. How much do you think creative, cultural, and artistic activities contribute to a community? Would you say very little, a moderate amount, or a lot?**

- Very little
- A moderate amount
- A lot

**16. What new types of creative, cultural, and artistic activities would you like to see offered in your community? (select 3 or fewer)**

- Art in public places
- Free events
- New or special exhibits
- Museums
- Galleries
- Community Arts and Cultural Center, Makerspace
- Opportunities to interact/engage with art or artists
- Programs that are more relevant to me culturally
- Arts education for kids
- Arts education for adults
- Lectures/seminars
- Gardens
- Theater
- Neighborhood events
- Historic sites and programs
- Outdoor fairs and festivals
- Nothing
- Other (please specify)

**17. How many opportunities are there to attend creative, cultural, and artistic events in your community. Would you say very few, a moderate amount, or a lot?**

- None
- Very few
- A moderate amount
- A lot

**18. Do you make any income as an artist or performer?**

- Yes
- No

**19. What language do you primarily speak at home?**

- English
- Spanish
- Other

**20. Are you currently raising children?**

- Yes
- No

**21. How would you describe your racial/ethnic background?**

- |  |  |
|--|--|
| <input type="checkbox"/> African-American, Black, or African                 | <input type="checkbox"/> Latina, Latino, or Hispanic               |
| <input type="checkbox"/> American Indian, Native American, or Alaskan Native | <input type="checkbox"/> Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> Asian or Asian-American                             | <input type="checkbox"/> White, Caucasian, or European             |
| <input type="checkbox"/> Other (please specify)                              |  |

**22. How would you describe your gender?**

- Female
- Male
- Transgender
- Other (please specify)

**23. What is your current employment status?**

- |  |   |
|--|---|
| <input type="checkbox"/> Unemployed    | <input type="checkbox"/> Employed part-time |
| <input type="checkbox"/> Student       | <input type="checkbox"/> Employed full-time |
| <input type="checkbox"/> Self employed | <input type="checkbox"/> Retired            |

**24. How far have you gone in school?**

- |  |   |
|--|---|
| <input type="radio"/> 8th grade or less                | <input type="radio"/> Associate Arts degree (2 year or AA degree) |
| <input type="radio"/> 9th to 11th grade                | <input type="radio"/> Four-year degree                            |
| <input type="radio"/> High school graduate or GED      | <input type="radio"/> Graduate degree                             |
| <input type="radio"/> Some college or technical school |   |

**25. After you've paid for your living expenses, how much money do you have leftover to spend on creative, cultural and artistic activities, would you say none, some or plenty?**

- Almost none - I don't have extra resource money to spend on these activities
- Some - I have limited resources / have some money to spend on these activities
- Plenty - I have plenty of money to spend on these activities

**26. Would you like to give your email address so you can be entered into a raffle to win opportunities to attend creative or cultural events or other prizes?**

(Enter email address)

**27. Imagine an ideal future of arts and culture in your community, what would that look like for you?**

**28. Please describe your most memorable creative, cultural or artistic experience.**

29. ¿Usted vive en el Condado de Santa Bárbara?

- Si
- No (termina la encuesta aquí)

30. ¿Cuál es tu código postal principal?

31. ¿Qué edad tienes?

- |   |  |
|---|--|
| <input type="radio"/> Menos de 18 años (termina la encuesta aquí) | <input type="radio"/> 41 - 60 años     |
| <input type="radio"/> 18-25 años (adulto emergente)               | <input type="radio"/> 61 - 80 años     |
| <input type="radio"/> 26-40 años                                  | <input type="radio"/> Mayor de 80 años |



Nuestras preguntas son sobre actividades creativas, culturales o artísticas. Piensa en estas actividades como parte de una amplia gama de categorías - música, escritura creativa, arte culinario, pinturas, artesanías, danza, y la jardinería. También incluye actividades en vivo como teatro, comedia improvisada, y actuación. Con eso en mente...

**32. ¿Puedes decirme qué tipo de actividades creativas, culturales o artísticas has realizado en los últimos 12 meses?**

- Cantar
- Crear música
- Artesanías o elaboración de proyectos por cuenta propia (tejer/bordar, hacer una mesa, libros de recortes)
- Pintar o dibujar
- Escritura creativa
- Danza / Bailar
- Actuación y otras actividades teatrales
- Jardinería por placer
- Cocina creativa
- Tomar una clase o capacitación en una actividad artística
- No hay opción
- Otras actividades artísticas (rellena el espacio en blanco)

**33. ¿Te gustaría hacer este tipo de actividades más, menos, o aproximadamente la misma cantidad que haces ahora?**

- Más
- Aproximadamente la misma cantidad
- Menos

34. ¿Qué, si hay algo, te impide hacer más de este tipo de actividades?

- No hay tiempo suficiente
- Necesidad de ganar dinero haciéndolo
- Muy pocas oportunidades para participar
- No sé cómo involucrarme
- No hay lugar para hacerlo
- Transporte
- No tengo suficiente conocimiento o talento
- Necesito que alguien me enseñe o alguna manera de aprender
- Demasiado caro
- La familia y los amigos lo desaprueban
- No es una prioridad
- O, lo que quiero hacer no se ofrece
- No hay opción
- Otro (rellena el espacio en blanco)

**35. Piensa en todas las actividades creativas, culturales y artísticas o eventos a los que has asistido durante los últimos 12 meses. Dime a donde has asistido o que has hecho.**

- Película
- Feria o festival de arte y cultura (como una feria de artesanías, un festival de música o un espectáculo presentado por artistas)
- Conciertos p espectáculos con música en vivo (tales como recitales estudiantiles, conciertos, o ir a la sinfonía)
- Museo o lugar histórico
- Exhibición de artes visuales (como pinturas, escultura, cerámica, diseño gráfico o fotografía)
- Jardín botánico o zoológico
- Presentaciones de danza en vivo (como grupos de danza profesional, baile callejero y recitales de danza estudiantil)
- Evento de exhibición de obras literarias creadas por autores, poetas, raperos o narradores
- No hay opción
- Otro (rellena el espacio en blanco)

**36. ¿Qué te motiva a ir a estos eventos?**

- Socializar con la familia/amigos
- Apoyar familiares o amigos que están participando
- Ver una exposición o presentación en un lugar
- Me gusta aprender algo nuevo
- Dar a mis hijos o nietos una experiencia divertida/educativa
- Ver arte nuevo o de alta calidad
- Apoyar a una organización o evento local
- Ver el desempeño del elenco de una obra en específico
- Los bajos precios de admisión o entrada gratuita
- Celebrar o aprender acerca de mi propia cultura/patrimonio
- No hay opción
- Otro (rellena el espacio en blanco)

**37. ¿Qué, si hay algo, es lo que más te impide asistir a estos eventos??**

- Costo para entrar
- Los costos adicionales de salir (niñera, comer fuera, estacionamiento, etc)
- Falta de tiempo
- Falta de transporte
- Los eventos están demasiado lejos
- Falta de información sobre los eventos disponibles
- No eventos disponibles en mi comunidad
- No tengo con quien ir
- No escuchar sobre los eventos a tiempo
- Tráfico o dificultad para encontrar estacionamiento
- Seguridad en el lugar de los eventos
- Sentirse fuera de lugar en los eventos
- Falta de conocimiento sobre las artes
- Falta de interés
- Toma demasiado tiempo para transportarse a un evento
- No hay opción
- No hay lugares disponibles para los eventos
- Otro (rellena el espacio en blanco)

**38. ¿Qué tan importantes son estas actividades y eventos para ti?**

**¿Dirías que nada, algo, o muy importantes?**

- Nada importante
- Algo importante
- Muy importante

**39. Piensa en todas este tipo de las actividades y eventos a las que has asistido en los últimos 12 meses. ¿Con qué frecuencia hiciste las siguientes?**

- Nunca
- Una vez
- Menos de una vez al mes
- Una vez al mes
- Una vez a la semana o más

40. **¿Cuán importante crees que son las actividades creativas, culturales y artísticas para la calidad de vida de una persona. ¿Dirías que nada, algo, o muy importantes?**

- Nada importantes
- Algo importantes
- Muy importantes

41. **¿Cuánto crees que las actividades creativas, culturales y artísticas contribuyen a una comunidad? ¿Dirías muy poco, una cantidad moderada o mucho?**

- Muy poco
- Una cantidad moderada
- Mucho

42. **¿Qué nuevos tipos de actividades creativas, culturales y artísticas te gustaría que ofrecieran en tu comunidad?**

- Arte en lugares públicos
- Eventos gratuitos
- Exposiciones nuevas o especiales
- Museos
- Galerías
- Centro Comunitario de Arte y Cultura
- Centro de Oportunidades para interactuar con artistas
- Programas que sean culturalmente más relevantes para mí
- Educación artística infantil
- Educación artística para adultos
- Conferencias/seminarios
- Jardines
- Teatro
- Eventos en el vecindario
- Lugares y programas históricos
- Ferias y festivales al aire libre
- No hay opción
- Otros (rellenar el espacio en blanco)

43. **¿Cuántas oportunidades hay para asistir a eventos creativos, culturales y artísticos en tu comunidad. ¿Dirías que muy pocos, una cantidad moderada, o muchas?**

- Ninguna
- Muy pocas
- Una cantidad moderada
- Muchas

44. **¿Recibes ingresos por desempeñarte como artista?**

- Sí
- No

45. **¿Qué idioma hablas principalmente en casa?**

- Inglés
- Español
- Otro

46. **¿Actualmente estás criando a tus hijos pequeños?**

- Sí
- No

47. **¿Cómo describirías tu origen racial/étnico?**

- Afroamericano, negro o africano
- Indio americano, nativo americano, o nativo de Alaska  
American Indian, Native American, or Alaskan Native
- Asiático o asiático-americano
- Otro (rellena el espacio en blanco)
- Latino(a), hispano(a)
- Nativo de Hawai o de otras islas del Pacífico
- Blanco, caucásico o europeo

**48. ¿Cómo describirías tu identidad de género?**

- Femenina
- Masculina
- Transgénero
- Otro (rellena el espacio en blanco)

**49. ¿Cuál es tu situación de empleo actual?**

- Desempleado
- Empleado de medio tiempo
- Estudiante
- Empleado de tiempo completo
- Empleado autónomo
- Ex-empleado de tiempo completo - jubilado

**50. ¿Hasta que nivel académico llegaste?**

- 8º grado o menos
- Licenciatura de artes asociadas (2 años - certificado AA)
- 9º a 11º grado
- Licenciatura de 4 años
- Graduado de escuela preparatoria o GED
- Graduado con licenciatura
- Asistí a la universidad o escuela técnica

**51. ¿Después de haber pagado por tus gastos de mensuales, cuánto dinero te sobra para para gastar en actividades creativas, culturales y artísticas? ¿Dirías que casi nada, algo, o mucho?**

- Casi nada - no me queda ningún dinero extra para gastar en estas actividades
- Algo- tengo recursos limitados, pero si me sobra algo de dinero para gastar en estas actividades
- Mucho - tengo mucho dinero para gastar en estas actividades

**52. ¿Te gustaría proporcionar tu dirección de correo electrónico para que puedas participar en un sorteo y tengas la oportunidad de ganar entradas para asistir a eventos creativos y culturales, entre otros premios?**

(Indica tu correo electrónico o numero de teléfono)

**53. Open-ended Question #2**

2. Please describe a memorable creative, cultural or artistic experience. Why was it memorable?

2. Por favor describe tú recuerdo o experiencia mas memorable cultural, artistica o creativa. ¿Por qué fue memorable?

**54. Open-ended Question #1**

1. Imagine an ideal future of arts and culture in your community. Describe for me what that looks like for you.

1. Imaginate un futuro ideal de la cultura y artes en tú comunidad. Como se miraría?



**That's all the questions. Thank you so much for sharing and for your time!!**

**¿Esas son todas las preguntas. ¡Muchas gracias por compartir tus respuestas y tu tiempo!**

**Santa Barbara County Creative Communities Project**  
**Phase 2: Findings from a community survey**  
**Data Tables<sup>123</sup>**

**Participant Demographics**

Region	N	%
North County	164	47%
South County	188	53%
Total	352	100%

Home Language	N	%
English	228	62%
Spanish	129	35%
Other	9	3%
Total	366	100%

Children at home?	N	%
Yes	196	54%
No	169	46%
Total	365	100%

Leftover Income for CCAs	N	%
Almost none - I don't have extra resource money to spend on these activities	130	36%
Some - I have limited resources/have some money to spend on these activities	202	56%
Plenty - I have plenty of money to spend on these activities	30	8%
Total	362	100%

Age	N	%
17-25	67	18%
26-40	148	40%
41-60	101	27%
Over 60	52	14%
Total	381	100%

<sup>1</sup> \* = Finding is statistically significant. In this document, we have used asterisks to report when an observed difference between subgroups is outside the margin of error. Hence, only findings with an asterisk can be considered to subgroup differences that truly exist in the county. Differences without an asterisk may be due to chance, and should not be considered true differences. We have set the margin of error according to the generally accepted scientific practice that a difference have less than a 5% chance of being due to chance factors. In the tables below, “p” indicates chi-squares to assess significance, “M-W” indicates that we used the Mann-Whitney test to assess significance, and “K-W” indicates that we used the Krustal-Wallis test to assess significance.

<sup>2</sup> \*\* = Finding is statistically significant, but sample sizes were too small to validly assess significance.

<sup>3</sup> Respondents were not required to answer any questions. As such, the overall sample size shifts across questions.

**How important are creative, cultural or artistic activities to you?**  
(Survey question 12)

	N	%
Not at all important	5	1%
Somewhat important	139	40%
Very important	220	60%

	North County	South County	P (M-W)
Not at all important	1%	1%	.016*
Somewhat important	31%	44%	
Very important	68%	55%	
	Home Language - English	Home Language - Spanish	P (M-W)
Not at all important	1%	2%	.911
Somewhat important	39%	37%	
Very important	61%	61%	

	Raising Children - Yes	Raising Children - No	P (M-W)
Not at all important	1%	2%	.539
Somewhat important	40%	36%	
Very important	59%	63%	

	Leftover Income - Almost None	Leftover Income - Some	Leftover Income - Plenty	P (K-W)
Not at all important	2%	1%	3%	.043*
Somewhat important	33%	44%	20%	
Very important	65%	55%	77%	

	17-25 yrs	26-40	41-60	Over 60	P (K-W)
Not at all important	3%	1%	1%	2%	.021
Somewhat important	52%	38%	31%	35%	
Very important	45%	62%	68%	63%	

**How important are creative, cultural or artistic activities to a person's quality of life?**  
(Survey question 14)

	N	%
Not at all important	3	1%
Somewhat important	101	28%
Very important	258	71%

	North County	South County	P (M-W)
Not at all important	1%	1%	.198
Somewhat important	24%	31%	
Very important	75%	68%	

	Home Language - English	Home Language - Spanish	P (M-W)
Not at all important	1%	1%	.986
Somewhat important	28%	28%	
Very important	71%	71%	

	Raising Children - Yes	Raising Children - No	P (M-W)
Not at all important	1%	1%	.462
Somewhat important	30%	25%	
Very important	70%	74%	

	Leftover Income - Almost None	Leftover Income - Some	Leftover Income - Plenty	P (K-W)
Not at all important	0%	1%	3%	.572
Somewhat important	28%	30%	17%	
Very important	72%	70%	79%	

	17-25 yrs	26-40	41-60	Over 60	P (K-W)
Not at all important	0%	1%	0%	2%	.672
Somewhat important	34%	28%	26%	25%	
Very important	66%	71%	75%	73%	

**How much do creative, cultural or artistic activities contribute to a community?  
(Survey question 15)**

	N	%
Very little	31	9%
A moderate amount	94	26%
A lot	239	66%

	North County	South County	P (M-W)
Very little	7%	10%	.250
A moderate amount	26%	27%	
A lot	68%	63%	

	Home Language - English	Home Language - Spanish	P (M-W)
Very little	8%	11%	.257
A moderate amount	25%	27%	
A lot	68%	63%	

	Raising Children - Yes	Raising Children - No	P (M-W)
Very little	8%	10%	.221
A moderate amount	30%	21%	
A lot	62%	70%	

	Leftover Income - Almost None	Leftover Income - Some	Leftover Income - Plenty	P (K-W)
Very little	14%	6%	7%	.210
A moderate amount	25%	28%	17%	
A lot	62%	66%	76%	

	17-25 yrs	26-40	41-60	Over 60	P (K-W)
Very little	10%	8%	6%	14%	.465
A moderate amount	30%	28%	23%	19%	
A lot	60%	64%	71%	67%	

**Which of these creative, cultural, or artistic activities have you done in the past 12 months?  
(Survey Question 6)**

	N	%
Creative cooking	172	45%
Dancing	169	44%
Gardening for pleasure	138	36%
Crafting/DIY	116	30%
Singing	87	27%
Painting/Drawing	104	27%
Making music	56	15%
Creative writing	48	13%
Taking a class/receiving training on artistic activity	43	11%
Acting/Other theatrical performance	36	9%
Nothing	19	5%
Other	3	1%

	North County	South County	P
Creative cooking	50%	46%	.484
Dancing	52%	40%	.025*
Gardening for pleasure	38%	38%	.961
Crafting/DIY	38%	26%	.013*
Singing	23%	34%	.036*
Painting/Drawing	28%	30%	.658
Making music	16%	15%	.898
Creative writing	16%	8%	.025*
Taking a class/receiving training on artistic activity	12%	12%	.956
Acting/Other theatrical performance	7%	14%	.049**
Nothing	5%	4%	.784
Other	1%	1%	.495

	English	Spanish	P
Creative cooking	41%	57%	.005*
Dancing	43%	52%	.087
Gardening for pleasure	41%	32%	.091
Crafting/DIY	39%	18%	.000*
Singing	30%	27%	.668
Painting/Drawing	35%	16%	.000*
Making music	18%	11%	.073
Creative writing	16%	6%	.008*
Taking a class/receiving training on artistic activity	15%	6%	.014*
Acting/Other theatrical performance	11%	8%	.327
Nothing	4%	5%	.657
Other	1%	1%	.919

	Children No	Children Yes	p
Creative cooking	42%	50%	.071
Dancing	47%	45%	.684
Gardening for pleasure	35%	40%	.349
Crafting/DIY	32%	32%	.990
Singing	33%	25%	.172
Painting/Drawing	25%	33%	.078
Making music	19%	13%	.096
Creative writing	18%	8%	.005*
Taking a class/receiving training on artistic activity	18%	7%	.001*
Acting/Other theatrical performance	10%	10%	.965
Nothing	5%	4%	.560
Other	1%	1%	.472

	Income Leftover None	Some	Plenty	p
Creative cooking	50%	48%	33%	.271
Dancing	49%	45%	40%	.649
Gardening for pleasure	29%	43%	40%	.044*
Crafting/DIY	33%	33%	23%	.565
Singing	25%	29%	39%	.371
Painting/Drawing	31%	27%	33%	.602
Making music	11%	16%	27%	.084
Creative writing	9%	14%	17%	.396
Taking a class/receiving training on artistic activity	14%	9%	13%	.449
Acting/Other theatrical performance	9%	9%	17%	.432
Nothing	9%	3%	0%	.031**
Other	2%	0%	0%	.167

	17-25yrs	26-40	41-60	Over 60	p
Creative cooking	51%	48%	48%	37%	.437
Dancing	46%	49%	44%	39%	.557
Gardening for pleasure	16%	39%	37%	62%	.000*
Crafting/DIY	39%	31%	34%	19%	.138
Singing	20%	28%	26%	44%	.087
Painting/Drawing	37%	30%	23%	19%	.083
Making music	12%	15%	13%	23%	.318
Creative writing	19%	11%	11%	14%	.321
Taking a class/receiving training on artistic activity	18%	7%	11%	17%	.080
Acting/Other theatrical performance	10%	8%	11%	12%	.843
Nothing	6%	5%	3%	8%	.603



**Would you like to do these types of activities more, less, or about the same amount as you do now?**  
**(Survey Question 7)**

	N	%
Do More	215	59%
Do About the Same	138	38%
Do Less	10	3%

	North County	South County	P (M-W)
Do More	61%	57%	.402
Do About the Same	38%	39%	
Do Less	1%	4%	

	English	Spanish	P (M-W)
Do More	60%	58%	.751
Do About the Same	38%	40%	
Do Less	3%	2%	

	Children Yes	Children No	P (M-W)
Do More	57%	62%	.620
Do About the Same	42%	34%	
Do Less	2%	4%	

	Income None	Income Some	Income Plenty	P (K-W)
Do More	59%	58%	70%	.406
Do About the Same	38%	40%	30%	
Do Less	4%	2%	0%	

	17-25	26-40	41-60	Over 61	P (K-W)
Do More	58%	63%	55%	60%	.581
Do About the Same	37%	37%	44%	32%	
Do Less	5%	1%	2%	8%	

	Do More	Do About the Same	Do Less
Acting/Other theatrical performance	83%	17%	0%
Making music	73%	22%	6%
Singing	65%	32%	4%
Crafting/DIY	64%	34%	2%
Taking a class/receiving training on artistic activity	63%	37%	0%
Creative cooking	62%	36%	2%
Painting/Drawing	62%	37%	1%
Dancing	60%	37%	2%
Creative writing	60%	38%	2%
Gardening for pleasure	58%	41%	2%

**Which of these creative, cultural, and artistic activities or events have you attended over the past 12 months?  
(Survey Question 9)**

	N	%
Movie	246	65%
Live music concert or performance (such as student recitals, concerts or going to the symphony)	201	53%
Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)	193	51%
Museum or historic site	175	46%
Botanic garden or zoo	146	38%
Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)	120	32%
Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?	117	31%
Event that featured the work of authors, poets, rappers or storytellers	44	12%
Nothing	7	2%
Other	4	1%

	North County	South County	P
Movie	67%	69%	.737
Live music concert or performance (such as student recitals, concerts or going to the symphony)	52%	57%	.282
Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)	45%	62%	.002*
Museum or historic site	52%	43%	.077
Botanic garden or zoo	47%	32%	.006*
Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)	38%	26%	.021*
Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?	31%	31%	.960
Event that featured the work of authors, poets, rappers or storytellers	13%	10%	.301
Nothing	2%	2%	.841
Other	2%	1%	.384

	Home Language - English	Home Language - Spanish	P
Movie	72%	59%	.012*
Live music concert or performance (such as student recitals, concerts or going to the symphony)	64%	40%	.000*
Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)	52%	53%	.925
Museum or historic site	51%	40%	.055
Botanic garden or zoo	40%	39%	.768
Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)	37%	24%	.013*
Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?	34%	27%	.167
Event that featured the work of authors, poets, rappers or storytellers	14%	9%	.125
Nothing	2%	2%	.708
Other	0%	2%	.104



	Raising Children - Yes	Raising Children - No	P
Movie	69%	66%	.587
Live music concert or performance (such as student recitals, concerts or going to the symphony)	50%	61%	.036*
Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)	51%	54%	.454
Museum or historic site	48%	47%	.906
Botanic garden or zoo	44%	33%	.028*
Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)	23%	44%	.000*
Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?	30%	34%	.458
Event that featured the work of authors, poets, rappers or storytellers	8%	17%	.014*
Nothing	1%	3%	.178
Other	1%	1%	.881

	Leftover Income - Almost None	Leftover Income - Some	Leftover Income - Plenty	P
Movie	62%	71%	73%	.171
Live music concert or performance (such as student recitals, concerts or going to the symphony)	46%	60%	67%	.021*
Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)	55%	51%	53%	.808
Museum or historic site	37%	52%	63%	.005*
Botanic garden or zoo	35%	42%	43%	.398
Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)	28%	37%	33%	.240
Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?	27%	36%	30%	.244
Event that featured the work of authors, poets, rappers or storytellers	12%	13%	7%	.623
Nothing	4%	.5%	3%	.081
Other	2%	1%	0%	.747



	17-25 yrs	26-40	41-60	Over 60	P
Movie	66%	71%	64%	62%	.547
Live music concert or performance (such as student recitals, concerts or going to the symphony)	57%	51%	59%	52%	.606
Arts and cultural fair or festival (such as a crafts fair, a music festival or a festival with performing artists)	54%	52%	53%	48%	.938
Museum or historic site	45%	44%	48%	60%	.260
Botanic garden or zoo	16%	47%	44%	39%	.000*
Visual arts exhibit (such as paintings, sculpture, pottery, graphic design or photography)	45%	23%	31%	48%	.001*
Live dance performances (such as professional dance troupes, street dancing, and student dance recitals)?	28%	31%	31%	39%	.679
Event that featured the work of authors, poets, rappers or storytellers	16%	12%	10%	10%	.583
Nothing	0%	3%	2%	2%	.613

**How many opportunities are there to attend creative, cultural, and artistic events in your community.**  
(Survey Question 17)

	N	%
None	7	2%
Very few	159	44%
A moderate amount	148	41%
A lot	48	13%

	North County	South County	P (M-W)
None	3%	1%	.000*
Very few	56%	35%	
A moderate amount	35%	46%	
A lot	6%	19%	

	Home Language - English	Home Language - Spanish	P (M-W)
None	0%	5%	.000*
Very few	35%	61%	
A moderate amount	51%	22%	
A lot	14%	12%	

	Raising Children - Yes	Raising Children - No	P (M-W)
None	3%	1%	.001*
Very few	52%	34%	
A moderate amount	33%	50%	
A lot	12%	15%	

	Leftover Income - Almost None	Leftover Income - Some	Leftover Income - Plenty	P (K-W)
None	5%	1%	0%	.000*
Very few	61%	35%	30%	
A moderate amount	20%	53%	47%	
A lot	14%	11%	23%	

	17-25	26-40	41-60	Over 60	P (K-W)
None	0%	3%	3%	0%	.361
Very few	47%	48%	41%	35%	
A moderate amount	47%	35%	42%	49%	
A lot	6%	15%	14%	16%	

Think about all the creative, cultural, or artistic activities you have gone to in the past 12 months. About how often did you do these things?  
(Survey Question 13)

	N	%
Never	5	2%
Once	15	6%
Less than once a month	74	29%
Once a month	111	44%
Once a week	49	19%

	North County	South County	P (M-W)
Never	3%	1%	.870
Once	5%	5%	
Less than once a month	28%	33%	
Once a month	41%	46%	
Once a week	20%	19%	

	English	Spanish	P (M-W)
Never	2%	0%	.861
Once	6%	4%	
Less than once a month	29%	42%	
Once a month	44%	25%	
Once a week	19%	29%	

	Children Yes	Children No	P (M-W)
Never	2%	2%	.973
Once	7%	5%	
Less than once a month	28%	32%	
Once a month	45%	40%	
Once a week	18%	21%	

	Income None	Income Some	Income Plenty	P (K-W)
Never	6%	1%	0%	.115
Once	8%	7%	0%	
Less than once a month	23%	33%	29%	
Once a month	43%	44%	36%	
Once a week	20%	16%	36%	

	17-25	26-40	41-60	Over 60	P (K-W)
Never	2%	3%	0%	2%	.219
Once	9%	6%	6%	2%	

Less than once a month	33%	27%	25%	37%	
Once a month	43%	44%	38%	42%	
Once a week	17%	20%	31%	17%	

**What motivates you to go to CCA events?  
(Survey Question 10)**

	N	%
Socializing with family/friends	256	73%
Learning something new	115	30%
Giving my children/grandchildren a fun/educational experience	109	29%
Supporting family/friends that are performing	110	29%
Supporting a local organization or event	91	24%
Seeing an exhibit or performance at a venue I like	81	21%
Low cost or free admission	51	13%
Seeing new or high-quality art	36	9%
Seeing a specific artist's performance or artwork	29	8%
Celebrating or learning about my own culture/heritage	24	6%
Nothing	4	1%
Other	2	1%

	North County	South County	P
Socializing with family/friends	69%	81%	.009*
Learning something new	24%	35%	.027*
Giving my children/grandchildren a fun/educational experience	35%	25%	.034*
Supporting family/friends that are performing	34%	27%	.153
Supporting a local organization or event	24%	26%	.704
Seeing an exhibit or performance at a venue I like	22%	22%	.974
Low cost or free admission	13%	14%	.778
Seeing new or high-quality art	6%	12%	.040**
Seeing a specific artist's performance or artwork	10%	6%	.243
Celebrating or learning about my own culture/heritage	8%	4%	.089
Nothing	1%	1%	.891
Other	0%	1%	.284

	Home Language - English	Home Language - Spanish	P
Socializing with family/friends	77%	73%	.406
Learning something new	29%	34%	.270
Giving my children/grandchildren a fun/educational experience	30%	29%	.753
Supporting family/friends that are performing	32%	28%	.468
Supporting a local organization or event	26%	23%	.421

Seeing an exhibit or performance at a venue I like	26%	16%	.023*
Low cost or free admission	18%	7%	.005*
Seeing new or high-quality art	9%	9%	.828
Seeing a specific artist's performance or artwork	11%	2%	.003**
Celebrating or learning about my own culture/heritage	6%	8%	.559
Nothing	1%	2%	.562
Other	1%	0%	.286

	Raising Children - Yes	Raising Children - No	P
Socializing with family/friends	77%	73%	.376
Learning something new	28%	34%	.162
Giving my children/grandchildren a fun/educational experience	44%	13%	.000*
Supporting family/friends that are performing	31%	28%	.571
Supporting a local organization or event	20%	30%	.023*
Seeing an exhibit or performance at a venue I like	14%	32%	.000*
Low cost or free admission	11%	18%	.053
Seeing new or high-quality art	5%	15%	.001**
Seeing a specific artist's performance or artwork	5%	12%	.011**
Celebrating or learning about my own culture/heritage	6%	7%	.707
Nothing	1%	1%	.818
Other	1%	1%	.916

	Leftover Income – Almost None	Leftover Income – Some	Leftover Income – Plenty	P
Socializing with family/friends	71%	77%	81%	.372
Learning something new	31%	32%	27%	.856
Giving my children/grandchildren a fun/educational experience	35%	29%	17%	.134
Supporting family/friends that are performing	33%	28%	30%	.642
Supporting a local organization or event	18%	26%	43%	.009*
Seeing an exhibit or performance at a venue I like	19%	23%	30%	.414
Low cost or free admission	18%	13%	3%	.114
Seeing new or high-quality art	9%	11%	7%	.563
Seeing a specific artist's performance or artwork	6%	10%	3%	.290
Celebrating or learning about my own culture/heritage	5%	7%	10%	.636
Nothing	2%	1%	3%	.321
Other	1%	1%	0%	.865

	17-25	26-40	41-60	Over 60	p
Socializing with family/friends	67%	76%	82%	67%	.089
Learning something new	39%	29%	26%	35%	.284
Giving my children/grandchildren a fun/educational experience	12%	35%	32%	31%	.006*
Supporting family/friends that are performing	27%	34%	27%	27%	.560
Supporting a local organization or event	18%	18%	38%	27%	.002*
Seeing an exhibit or performance at a venue I like	31%	18%	20%	27%	.106
Low cost or free admission	25%	12%	10%	12%	.025*
Seeing new or high-quality art	18%	5%	8%	15%	.015**
Seeing a specific artist's performance or artwork	13%	5%	7%	10%	.218
Celebrating or learning about my own culture/heritage	10%	7%	5%	2%	.250
Nothing	0%	2%	1%	0%	.469

**What, if anything, stops you from doing more CCAs?  
(Survey Question 8)**

	N	%
Not enough time	248	75%
Too few opportunities to get involved	69	18%
Need to make money doing it	60	16%
Family or friends disapprove	62	16%
Don't know how to get involved	55	14%
There is no place to do it	55	14%
Transportation	41	11%
Need someone to teach me or some way to learn	36	9%
I don't have enough knowledge or talent	32	8%
Too expensive	32	8%
What I want to do is not offered	24	6%
Nothing	12	3%
Not a priority	7	2%
Other	9	2%

	North County	South County	p
Not enough time	74%	81%	.179
Too few opportunities to get involved	19%	18%	.926
Need to make money doing it	13%	18%	.174
Family or friends disapprove	1%	2%	.496
Don't know how to get involved	17%	15%	.671
There is no place to do it	9%	14%	.157
Transportation	13%	4%	.003*
Need someone to teach me or some way to learn	6%	10%	.098
I don't have enough knowledge or talent	11%	10%	.863
Too expensive	18%	17%	.721

What I want to do is not offered	2%	4%	.141
Nothing	3%	3%	.872
Not a priority	4%	7%	.115
Other	0%	1%	.345

	English	Spanish	p
Not enough time	81%	72%	.080
Too few opportunities to get involved	15%	23%	.081
Need to make money doing it	19%	9%	.016**
Family or friends disapprove	2%	2%	.674
Don't know how to get involved	14%	18%	.340
There is no place to do it	8%	16%	.037*
Transportation	4%	17%	.000*
Need someone to teach me or some way to learn	8%	10%	.391
I don't have enough knowledge or talent	11%	9%	.462
Too expensive	16%	19%	.450
What I want to do is not offered	4%	1%	.058
Nothing	3%	2%	.859
Not a priority	7%	5%	.372
Other	0%	1%	.183

	Children Yes	Children No	p
Not enough time	81%	73%	.095
Too few opportunities to get involved	18%	20%	.662
Need to make money doing it	12%	20%	.050**
Family or friends disapprove	2%	2%	.553
Don't know how to get involved	13%	18%	.170
There is no place to do it	10%	12%	.489
Transportation	10%	6%	.192
Need someone to teach me or some way to learn	7%	10%	.224
I don't have enough knowledge or talent	11%	9%	.576
Too expensive	21%	13%	.066
What I want to do is not offered	2%	4%	.235
Nothing	2%	3%	.563
Not a priority	5%	7%	.410
Other	1%	0%	.355

	Income None	Income Some	Income Plenty	p
Not enough time	73%	79%	89%	.199
Too few opportunities to get involved	14%	20%	27%	.205
Need to make money doing it	23%	12%	7%	.014**
Family or friends disapprove	2%	3%	0%	.594
Don't know how to get involved	19%	14%	10%	.321
There is no place to do it	16%	7%	17%	.032*
Transportation	13%	6%	3%	.070
Need someone to teach me or some way to learn	8%	9%	7%	.856
I don't have enough knowledge or talent	6%	14%	7%	.045**
Too expensive	24%	15%	7%	.022**
What I want to do is not offered	5%	3%	0%	.323
Nothing	1%	3%	7%	.139

Not a priority	6%	6%	7%	.993
Other	0%	1%	0%	.669

	17-25	26-40	41-60	Over 60	p
Not enough time	79%	79%	74%	76%	.796
Too few opportunities to get involved	15%	18%	22%	19%	.707
Need to make money doing it	24%	14%	16%	12%	.204
Family or friends disapprove	0%	2%	3%	2%	.587
Don't know how to get involved	24%	14%	12%	14%	.152
There is no place to do it	9%	8%	18%	8%	.072
Transportation	5%	7%	11%	14%	.273
Need someone to teach me or some way to learn	8%	9%	8%	12%	.865
I don't have enough knowledge or talent	8%	12%	7%	14%	.453
Too expensive	9%	20%	19%	14%	.178
What I want to do is not offered	3%	2%	3%	8%	.262
Nothing	2%	3%	4%	0%	.463
Not a priority	16%	6%	3%	2%	.002**

**What, if anything, are the main things that stop you from attending CCA events?  
(Survey Question 11)**

	N	%
Lack of time	224	59%
Cost to get in	143	38%
Events are too far away	85	22%
Not aware of available offerings	61	16%
Not hearing about events in time	54	14%
Lack of transportation	47	12%
Nothing to do in my community	37	10%
Additional costs of going out	35	9%
No one to go with	36	9%
Lack enough knowledge of the arts	29	8%
Traffic or difficulty finding parking	26	7%
Takes too long to travel to an event	11	3%
Nothing	10	3%
Feeling out of place at the events	8	2%
Lack of interest	8	2%
No venues available in community	4	1%
Safety concerns	4	1%
Other	0	0%

	North County	South County	P
Cost to get in	44%	56%	.046**
Additional costs of going out	10%	9%	.819
Lack of time	58%	62%	.471
Lack of transportation	12%	13%	.736
Events are too far away	27%	19%	.065
Not aware of available offerings	17%	17%	.889
Nothing to do in my community	15%	5%	.003*
No one to go with	12%	7%	.165



Not hearing about events in time	15%	14%	.707
Traffic or difficulty finding parking	4%	11%	.013**
Safety concerns	1%	1%	.484
Feeling out of place at the events	1%	3%	.216
Lack enough knowledge of the arts	9%	7%	.568
Lack of interest	1%	3%	.216
Takes too long to travel to an event	4%	2%	.132
Nothing	2%	3%	.672
No venues available in community	2%	0%	.031**
Other	0%	0%	n/a

	Home Language - English	Home Language – Spanish	P
Cost to get in	49%	53%	.538
Additional costs of going out	8%	12%	.107
Lack of time	62%	57%	.331
Lack of transportation	10%	16%	.064
Events are too far away	25%	21%	.384
Not aware of available offerings	17%	16%	.925
Nothing to do in my community	10%	10%	.896
No one to go with	11%	8%	.327
Not hearing about events in time	18%	9%	.027*
Traffic or difficulty finding parking	8%	5%	.190
Safety concerns	0%	2%	.269
Feeling out of place at the events	2%	3%	.409
Lack enough knowledge of the arts	7%	10%	.238
Lack of interest	2%	2%	.935
Takes too long to travel to an event	4%	2%	.208
Nothing	4%	1%	.081
No venues available in community	2%	0%	.130
Other	0%	0%	n/a

	Raising Children - Yes	Raising Children - No	P
Cost to get in	47%	53%	.340
Additional costs of going out	14%	5%	.003**



Lack of time	65%	54%	.034*
Lack of transportation	11%	14%	.393
Events are too far away	19%	28%	.058
Not aware of available offerings	13%	21%	.041*
Nothing to do in my community	8%	12%	.241
No one to go with	7%	13%	.061
Not hearing about events in time	15%	14%	.767
Traffic or difficulty finding parking	7%	7%	.988
Safety concerns	2%	1%	.390
Feeling out of place at the events	3%	1%	.222
Lack enough knowledge of the arts	9%	7%	.346
Lack of interest	2%	3%	.353
Takes too long to travel to an event	2%	4%	.242
Nothing	1%	5%	.030**
No venues available in community	1%	1%	.881
Other	0%	0%	N/A

	Leftover Income – Almost None	Leftover Income – Some	Leftover Income – Plenty	P
Cost to get in	58%	50%	13%	.001*
Additional costs of going out	15%	6%	7%	.022**
Lack of time	52%	66%	60%	.038*
Lack of transportation	19%	8%	10%	.013*
Events are too far away	24%	22%	33%	.376
Not aware of available offerings	12%	21%	3%	.011*
Nothing to do in my community	17%	6%	7%	.004*
No one to go with	10%	10%	7%	.816
Not hearing about events in time	14%	15%	20%	.695
Traffic or difficulty finding parking	2%	10%	10%	.027**
Safety concerns	1%	2%	0%	.692
Feeling out of place at the events	1%	4%	0%	.183
Lack enough knowledge of the arts	6%	10%	3%	.290
Lack of interest	2%	2%	7%	.215
Takes too long to travel to an event	0%	5%	7%	.034**
Nothing	1%	4%	0%	.125
No venues available in community	1%	2%	0%	.692
Other	0%	0%	0%	n/a

7040 AVENIDA ENCINAS, SUITE 104, CARLSBAD, CA 92011  
 PHONE: 505.463.1127 E-MAIL: INFO@EVALUATIONSPECIALISTS.COM



	17-25 yrs	26-40	41-60	Over 60	P
Cost to get in	45%	47%	53%	57%	.621
Additional costs of going out	2%	14%	9%	8%	.029**
Lack of time	60%	70%	52%	50%	.012*
Lack of transportation	22%	8%	10%	17%	.016*
Events are too far away	25%	20%	24%	27%	.726
Not aware of available offerings	12%	16%	17%	21%	.604
Nothing to do in my community	13%	8%	8%	12%	.624
No one to go with	15%	7%	13%	4%	.107
Not hearing about events in time	19%	12%	17%	14%	.418
Traffic or difficulty finding parking	8%	5%	7%	14%	.213
Safety concerns	5%	0%	1%	0%	.025**
Feeling out of place at the events	0%	3%	2%	4%	.496
Lack enough knowledge of the arts	5%	8%	9%	10%	.696
Lack of interest	2%	3%	1%	4%	.639
Takes too long to travel to an event	3%	2%	3%	6%	.602
Nothing	0%	4%	3%	2%	.389
No venues available in community	3%	0%	0%	4%	.034**

**What new types of creative, cultural, and artistic activities would you like to see offered in your community?  
(Survey Question 16)**

	N	%
Free events	244	64%
Museums	167	44%
Community arts and cultural center, makerspace	143	38%
Art in public places	33	36%
Arts education for kids	136	36%
New or special exhibits	127	33%
Outdoor fairs and festivals	101	27%
Galleries	99	26%
Arts education for adults	99	26%
Neighborhood events	98	26%
Gardens	88	23%
Theater	81	21%
Opportunities to interact/engage with art or artists	55	14%
Lectures/seminars	53	14%
Historic sites and programs	50	13%
Programs that are more relevant to me culturally	32	8%
Nothing	6	2%

Other	0	0%
-------	---	----

	North County	South County	P
Art in public places	27%	49%	.052
Free events	65%	64%	.782
New or special exhibits	35%	32%	.494
Museums	49%	43%	.242
Galleries	26%	27%	.747
Community arts and cultural center, makerspace	43%	34%	.075
Opportunities to interact/engage with art or artists	19%	12%	.060
Programs that are more relevant to me culturally	10%	5%	.076
Arts education for kids	40%	35%	.327
Arts education for adults	23%	30%	.162
Lectures/seminars	15%	14%	.829
Gardens	23%	23%	.851
Theater	26%	18%	.087
<b>Neighborhood events</b>	<b>32%</b>	<b>22%</b>	<b>.035*</b>
Historic sites and programs	17%	10%	.055
Outdoor fairs and festivals	32%	23%	.063
Nothing	1%	2%	.511
Other	0%	0%	n/a

	Home Language - English	Home Language – Spanish	P
Art in public places	38%	42%	.716
Free events	66%	66%	.949
New or special exhibits	36%	31%	.303
Museums	43%	48%	.397
Galleries	29%	23%	.244
Community arts and cultural center, makerspace	43%	33%	.073
Opportunities to interact/engage with art or artists	19%	9%	.009*
Programs that are more relevant to me culturally	7%	9%	.350
Arts education for kids	34%	42%	.150
Arts education for adults	25%	32%	.141
Lectures/seminars	15%	13%	.653
Gardens	21%	29%	.104
Theater	23%	20%	.560
Neighborhood events	28%	26%	.612
Historic sites and programs	17%	8%	.018*
Outdoor fairs and festivals	33%	19%	.003*
Nothing	2%	1%	.317
Other	0%	0%	N/a

	Raising Children - Yes	Raising Children - No	P
Art in public places	32%	53%	.059
Free events	65%	67%	.678
New or special exhibits	26%	45%	.000*
Museums	43%	47%	.447
Galleries	18%	37%	.000*
Community arts and cultural center, makerspace	35%	44%	.076
Opportunities to interact/engage with art or artists	11%	20%	.012*
Programs that are more relevant to me culturally	5%	12%	.012**
Arts education for kids	44%	28%	.002*
Arts education for adults	25%	29%	.331
Lectures/seminars	10%	20%	.005*
Gardens	22%	27%	.296
Theater	17%	28%	.016*
Neighborhood events	28%	26%	.745
Historic sites and programs	11%	17%	.139
Outdoor fairs and festivals	25%	31%	.143
Nothing	1%	2%	.313
Other	0%	0%	n/a

	Leftover Income – Almost None	Leftover Income – Some	Leftover Income – Plenty	P
Art in public places	50%	40%	17%	.311
Free events	72%	66%	14%	.004*
New or special exhibits	37%	32%	47%	.225
Museums	49%	43%	47%	.542
Galleries	27%	27%	27%	.997
Community arts and cultural center, makerspace	41%	37%	40%	.792
Opportunities to interact/engage with art or artists	16%	14%	20%	.635
Programs that are more relevant to me culturally	11%	8%	3%	.375
Arts education for kids	39%	37%	27%	.475
Arts education for adults	29%	27%	20%	.641
Lectures/seminars	14%	14%	20%	.681
Gardens	29%	22%	20%	.329
Theater	28%	19%	23%	.165
Neighborhood events	27%	27%	30%	.931
Historic sites and programs	12%	15%	10%	.603
Outdoor fairs and festivals	28%	28%	27%	.982
Nothing	2%	2%	3%	.754
Other	0%	0%	0%	n/a

	17-25	26-40	41-60	Over 60	P
Art in public places	36%	37%	39%	50%	.846
Free events	72%	67%	61%	62%	.501
New or special exhibits	40%	26%	40%	39%	.076
Museums	61%	44%	34%	48%	.006*
Galleries	39%	20%	27%	33%	.021*
Community arts and cultural center, makerspace	40%	40%	35%	40%	.822
Opportunities to interact/engage with art or artists	12%	13%	19%	17%	.492
Programs that are more relevant to me culturally	13%	7%	9%	4%	.263
Arts education for kids	24%	43%	37%	37%	.074
Arts education for adults	15%	26%	33%	31%	.070
Lectures/seminars	13%	15%	11%	21%	.390
Gardens	27%	25%	19%	27%	.548
Theater	31%	16%	28%	17%	.022**
Neighborhood events	33%	26%	26%	23%	.622
Historic sites and programs	24%	10%	12%	14%	.050**
Outdoor fairs and festivals	36%	28%	25%	21%	.288
Nothing	0%	2%	1%	4%	.376