

Pure Demographics:

Table I. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
VOTER REGISTRATION	Yes	38%	65%	89%	88%	94%	94%	94%	77%	78%	78%
	No	62%	35%	11%	12%	6%	6%	6%	23%	22%	22%
Total	n=	44	59	64	78	61	53	59	184	240	424
IDEOLOGY	Very Liberal	20%	8%	10%	7%	15%	8%	10%	13%	9%	11%
	Somewhat Liberal	22%	20%	20%	15%	20%	17%	14%	13%	24%	19%
	In Between/Unsure	15%	34%	17%	18%	16%	11%	13%	16%	23%	20%
	Somewhat Conservative	29%	32%	43%	38%	31%	39%	27%	43%	28%	35%
	Very Conservative	13%	5%	11%	21%	17%	25%	37%	16%	15%	15%
Total	n=	42	59	64	78	60	52	59	181	239	420
INCOME	< \$20K	20%	11%	4%	5%	6%	15%	25%	5%	15%	10%
	\$20 to 40K	53%	21%	20%	17%	13%	30%	40%	25%	25%	25%
	\$40 to 60K	17%	26%	21%	23%	25%	11%	25%	25%	18%	22%
	\$60 to 80K	10%	13%	18%	18%	18%	21%	6%	18%	13%	15%
	\$80 to 100K	0%	20%	14%	18%	12%	12%	4%	13%	14%	13%
	\$100 to 150K	0%	4%	14%	15%	22%	11%	0%	10%	9%	9%
	> \$150K	0%	6%	10%	6%	4%	0%	0%	5%	5%	5%
Total	n=	33	54	54	69	49	40	43	159	186	345

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Pure Demographics:**

Table I. A2.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
AREA	South City	16%	16%	17%	14%	11%	14%	12%	19%	11%	15%
	North City	16%	32%	23%	28%	21%	21%	16%	23%	25%	24%
	South Burbs	13%	9%	11%	10%	3%	9%	13%	10%	10%	10%
	East Burbs	22%	16%	4%	16%	27%	16%	10%	14%	16%	15%
	North Burbs	20%	12%	14%	6%	16%	16%	19%	15%	13%	14%
	North Coastal	13%	7%	17%	13%	14%	14%	18%	12%	14%	13%
	East County	0%	7%	14%	12%	7%	10%	12%	6%	11%	9%
Total	n=	44	59	64	78	61	53	59	184	240	424
CITY VS. NON CITY	City	41%	52%	39%	47%	41%	43%	36%	44%	43%	44%
	Not City	59%	48%	61%	53%	59%	57%	64%	56%	57%	56%
Total	n=	44	59	64	78	61	53	59	184	240	424

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Pure Demographics:**

Table I. A3.		AGE							Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	
GENDER	Male	58%	47%	48%	48%	51%	42%	35%	48%
	Female	42%	53%	52%	52%	49%	58%	65%	52%
Total	n=	44	59	64	78	61	53	59	424

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

Pure Demographics:

Table I. B1.	VOTER REGISTRATION		IDEOLOGY					INCOME							Total	
	Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K		
AGE	18-24	7%	41%	27%	17%	11%	12%	12%	26%	28%	10%	9%	0%	0%	0%	15%
	25-34	18%	32%	16%	23%	37%	19%	7%	25%	19%	27%	20%	35%	27%	21%	22%
	35-44	25%	11%	20%	24%	19%	27%	15%	9%	18%	22%	27%	24%	33%	44%	22%
	45-54	19%	9%	12%	14%	16%	19%	24%	8%	12%	19%	21%	24%	28%	20%	17%
	55-64	12%	3%	13%	11%	8%	9%	11%	6%	5%	11%	11%	8%	23%	9%	10%
	65-74	10%	2%	6%	7%	5%	9%	13%	11%	8%	4%	10%	7%	8%	0%	8%
	75+	8%	2%	7%	5%	5%	5%	17%	15%	10%	7%	2%	2%	0%	0%	7%
Total	n=	342	76	44	78	76	140	76	39	87	72	53	44	33	14	418
GENDER	Male	48%	49%	56%	33%	38%	58%	48%	25%	50%	58%	59%	48%	53%	51%	48%
	Female	52%	51%	44%	67%	62%	42%	52%	75%	50%	42%	41%	52%	47%	49%	52%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

Competitive Edge Research & Communication, Inc.  
2170 Fourth Avenue  
San Diego, CA 92101

Pure Demographics:

Table I. B2.	VOTER REGISTRATION		IDEOLOGY					INCOME							Total	
	Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K		
AREA	South City	15%	13%	12%	22%	13%	13%	14%	16%	18%	15%	13%	9%	17%	11%	15%
	North City	23%	28%	24%	25%	34%	23%	10%	14%	21%	23%	30%	33%	17%	29%	24%
	South Burbs	10%	11%	2%	12%	12%	11%	10%	21%	17%	9%	5%	6%	8%	4%	10%
	East Burbs	15%	16%	11%	12%	19%	14%	20%	13%	20%	12%	13%	17%	14%	5%	15%
	North Burbs	14%	14%	10%	9%	9%	17%	21%	18%	7%	20%	10%	12%	16%	0%	14%
	North Coastal	13%	15%	24%	14%	11%	9%	17%	12%	10%	12%	24%	20%	13%	7%	13%
	East County	10%	4%	16%	6%	2%	12%	8%	6%	6%	9%	5%	3%	15%	45%	9%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424
CITY VS. NON CITY	City	44%	43%	39%	53%	51%	39%	34%	51%	51%	44%	37%	51%	35%	35%	44%
	Not City	56%	57%	61%	47%	49%	61%	66%	49%	49%	56%	63%	49%	65%	65%	56%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

Competitive Edge Research & Communication, Inc.  
2170 Fourth Avenue  
San Diego, CA 92101

**Pure Demographics:**

Table I. B2.		VOTER REGISTRATION		Total
		Yes	No	
IDEOLOGY	Very Liberal	10%	14%	11%
	Somewhat Liberal	18%	22%	19%
	In Between/Unsure	18%	28%	20%
	Somewhat Conservative	37%	29%	35%
	Very Conservative	18%	7%	15%
Total	n=	346	74	420
INCOME	< \$20K	8%	17%	10%
	\$20 to 40K	22%	36%	25%
	\$40 to 60K	22%	20%	22%
	\$60 to 80K	16%	14%	15%
	\$80 to 100K	14%	9%	13%
	\$100 to 150K	11%	2%	9%
	> \$150K	6%	2%	5%
Total	n=	287	58	345

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Pure Demographics:**

Table I. B3.		INCOME							Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
IDEOLOGY	Very Liberal	10%	8%	10%	13%	12%	16%	13%	11%
	Somewhat Liberal	24%	23%	21%	16%	18%	15%	20%	19%
	In Between/Unsure	32%	23%	15%	24%	12%	8%	20%	20%
	Somewhat Conservative	11%	33%	42%	38%	34%	47%	31%	35%
	Very Conservative	24%	12%	12%	9%	25%	15%	17%	15%
Total	n=	39	86	72	54	45	32	14	420
VOTER REGISTRATION	Yes	67%	71%	82%	82%	86%	96%	91%	78%
	No	33%	29%	18%	18%	14%	4%	9%	22%
Total	n=	39	87	73	54	45	33	14	424

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Pure Demographics:**

Table I. C1.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
AGE	18-24	16%	10%	20%	22%	21%	15%	0%	14%	16%	15%
	25-34	23%	28%	19%	23%	19%	11%	17%	25%	18%	21%
	35-44	25%	21%	23%	6%	22%	28%	34%	20%	24%	22%
	45-54	16%	20%	18%	18%	8%	17%	23%	18%	16%	17%
	55-64	8%	9%	3%	18%	11%	11%	8%	9%	11%	10%
	65-74	7%	7%	8%	9%	9%	8%	9%	8%	8%	8%
	75+	6%	5%	9%	5%	10%	10%	9%	6%	8%	7%
Total	n=	50	106	55	54	48	70	35	181	237	418
GENDER	Male	63%	45%	48%	45%	52%	44%	33%	49%	47%	48%
	Female	37%	55%	52%	55%	48%	56%	67%	51%	53%	52%
Total	n=	50	107	56	55	49	72	35	183	241	424

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Pure Demographics:**

Table I. C2.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
VOTER REGISTRATION	Yes	81%	74%	76%	77%	78%	76%	90%	78%	78%	78%
	No	19%	26%	24%	23%	22%	24%	10%	22%	22%	22%
Total	n=	50	107	56	55	49	72	35	183	241	424
IDEOLOGY	Very Liberal	9%	11%	3%	8%	8%	20%	19%	10%	12%	11%
	Somewhat Liberal	28%	20%	23%	15%	12%	20%	13%	23%	16%	19%
	In Between/Unsure	17%	29%	23%	25%	13%	16%	5%	23%	17%	20%
	Somewhat Conservative	32%	34%	37%	32%	43%	25%	49%	32%	38%	35%
	Very Conservative	15%	7%	15%	20%	24%	19%	14%	12%	18%	15%
Total	n=	50	105	56	55	48	71	35	180	240	420
INCOME	< \$20K	11%	6%	19%	9%	15%	9%	7%	11%	9%	10%
	\$20 to 40K	31%	22%	39%	34%	13%	17%	18%	28%	22%	25%
	\$40 to 60K	21%	21%	19%	18%	35%	18%	22%	21%	22%	22%
	\$60 to 80K	13%	19%	8%	13%	12%	26%	9%	13%	17%	15%
	\$80 to 100K	8%	19%	7%	15%	13%	19%	5%	15%	12%	13%
	\$100 to 150K	11%	7%	6%	9%	12%	8%	16%	7%	11%	9%
	> \$150K	4%	6%	2%	2%	0%	2%	25%	4%	6%	5%
Total	n=	40	86	50	43	34	62	30	153	192	345

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Performance/Visual Arts Visitation Demographics:**

Table II. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
PERFORMANCE/VISUAL ARTS VISITATION	Never	31%	39%	24%	36%	40%	43%	41%	36%	34%	35%
	Once or Twice	34%	38%	26%	22%	18%	17%	13%	27%	26%	26%
	Three to Five Times	20%	18%	32%	25%	18%	17%	23%	19%	26%	23%
	Five to 10 Times	3%	4%	10%	9%	17%	11%	17%	9%	8%	9%
	11 to 20 Times or	11%	1%	1%	4%	7%	7%	6%	6%	3%	4%
	More than 20 Times?	0%	0%	7%	3%	0%	5%	0%	3%	3%	3%
Total	n=	63	88	92	70	42	32	28	202	219	421

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Performance/Visual Arts Visitation Demographics:**

Table II. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
PERFORMANCE/VISUAL ARTS VISITATION	Never	33%	43%	34%	30%	31%	35%	40%	41%	39%	50%	30%	20%	23%	19%	35%
	Once or Twice	27%	24%	11%	32%	28%	29%	24%	33%	30%	16%	33%	37%	23%	35%	26%
	Three to Five Times	24%	19%	28%	24%	26%	21%	21%	19%	15%	25%	23%	30%	23%	30%	23%
	Five to 10 Times	10%	5%	14%	6%	9%	9%	9%	5%	9%	6%	5%	5%	21%	16%	9%
	11 to 20 Times or	3%	8%	6%	6%	5%	4%	1%	1%	6%	1%	8%	1%	5%	0%	4%
	More than 20 Times?	3%	2%	6%	3%	0%	2%	5%	0%	2%	1%	1%	6%	5%	0%	3%
Total	n=	329	92	45	79	82	147	65	36	86	75	53	47	33	17	421

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Performance/Visual Arts Visitation Demographics:**

Table II. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
PERFORMANCE/VISUAL ARTS VISITATION	Never	31%	34%	46%	38%	33%	31%	35%	36%	34%	35%
	Once or Twice	27%	29%	15%	27%	30%	25%	26%	26%	27%	26%
	Three to Five Times	24%	18%	28%	27%	15%	27%	30%	22%	24%	23%
	Five to 10 Times	12%	9%	11%	7%	8%	8%	6%	9%	9%	9%
	11 to 20 Times or	1%	8%	0%	2%	9%	6%	0%	4%	5%	4%
	More than 20 Times?	5%	2%	0%	0%	5%	4%	3%	4%	2%	3%
Total	n=	63	101	42	64	59	56	36	185	236	421

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Performance/Visual Arts Visitation Attitudinals:**

Table II. A4.		VOLUNTEER TIME OR DONATE MONEY?		Total
		No	Yes	
PERFORMANCE/VISUAL ARTS VISITATION	Never	48%	10%	35%
	Once or Twice	27%	27%	26%
	Three to Five Times	16%	36%	23%
	Five to 10 Times	5%	15%	9%
	11 to 20 Times or	3%	8%	4%
	More than 20 Times?	2%	5%	3%
Total	n=	269	142	421

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Art Improvement Opinion Demographics:**

Table III. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
ARTS IMPROVE COMMUNITY QUALITY OF LIFE	Strongly Disagree	2%	3%	2%	4%	5%	2%	5%	4%	2%	3%
	Somewhat Disagree	6%	3%	10%	4%	5%	7%	0%	8%	3%	5%
	Unsure	5%	0%	0%	2%	1%	5%	5%	1%	3%	2%
	Somewhat Agree	32%	22%	17%	25%	33%	25%	28%	27%	22%	25%
	Strongly Agree	55%	72%	71%	65%	55%	62%	61%	59%	70%	65%
Total	n=	63	88	92	71	42	33	29	203	221	424
ARTS IMPROVE CHILDRENS ACADEMIC PERFORMANCE	Strongly Disagree	2%	0%	0%	3%	5%	2%	5%	3%	1%	2%
	Somewhat Disagree	10%	3%	0%	5%	4%	8%	0%	5%	3%	4%
	Unsure	2%	0%	0%	2%	3%	8%	19%	3%	3%	3%
	Somewhat Agree	22%	18%	25%	17%	24%	14%	32%	25%	18%	21%
	Strongly Agree	63%	79%	75%	73%	65%	68%	43%	65%	75%	70%
Total	n=	63	88	92	71	42	33	29	203	221	424

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Art Improvement Opinion Demographics:**

		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
Table III. A2.																
ARTS IMPROVE COMMUNITY QUALITY OF LIFE	Strongly Disagree	3%	3%	4%	1%	1%	4%	2%	8%	2%	2%	0%	7%	2%	0%	3%
	Somewhat Disagree	5%	6%	10%	5%	5%	4%	4%	7%	4%	9%	8%	2%	0%	10%	5%
	Unsure	2%	4%	0%	4%	2%	1%	6%	2%	6%	1%	0%	2%	0%	0%	2%
	Somewhat Agree	22%	33%	15%	15%	28%	27%	32%	37%	23%	18%	29%	10%	21%	40%	25%
	Strongly Agree	68%	54%	71%	76%	64%	63%	57%	46%	64%	71%	63%	79%	77%	50%	65%
Total	n=	330	94	45	79	83	147	65	36	87	76	53	47	33	17	424
ARTS IMPROVE CHILDRENS ACADEMIC PERFORMANCE	Strongly Disagree	2%	1%	5%	1%	0%	2%	2%	5%	2%	3%	0%	1%	0%	0%	2%
	Somewhat Disagree	4%	5%	7%	2%	1%	5%	5%	10%	2%	1%	4%	7%	4%	0%	4%
	Unsure	3%	3%	2%	3%	1%	2%	7%	4%	3%	3%	0%	2%	6%	0%	3%
	Somewhat Agree	19%	27%	13%	21%	24%	19%	26%	20%	23%	21%	16%	14%	7%	32%	21%
	Strongly Agree	72%	65%	73%	73%	74%	72%	59%	61%	71%	73%	80%	76%	83%	68%	70%
Total	n=	330	94	45	79	83	147	65	36	87	76	53	47	33	17	424

Competitive Edge Research & Communication, Inc.  
2170 Fourth Avenue  
San Diego, CA 92101

**Art Improvement Opinion Demographics:**

		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
Table III. A3.											
ARTS IMPROVE COMMUNITY QUALITY OF LIFE	Strongly Disagree	3%	2%	3%	1%	0%	7%	6%	2%	4%	3%
	Somewhat Disagree	5%	7%	4%	0%	5%	9%	8%	6%	5%	5%
	Unsure	4%	1%	1%	4%	2%	1%	2%	2%	2%	2%
	Somewhat Agree	24%	26%	27%	33%	25%	14%	23%	21%	27%	25%
	Strongly Agree	64%	64%	65%	62%	68%	69%	61%	69%	62%	65%
Total	n=	63	101	43	64	60	56	38	185	239	424
ARTS IMPROVE CHILDRENS ACADEMIC PERFORMANCE	Strongly Disagree	2%	3%	0%	2%	0%	2%	2%	2%	2%	2%
	Somewhat Disagree	2%	4%	0%	7%	6%	4%	2%	4%	4%	4%
	Unsure	6%	3%	1%	0%	6%	3%	4%	4%	2%	3%
	Somewhat Agree	16%	19%	27%	24%	16%	27%	21%	18%	23%	21%
	Strongly Agree	74%	71%	72%	67%	73%	64%	72%	72%	69%	70%
Total	n=	63	101	43	64	60	56	38	185	239	424

Competitive Edge Research & Communication, Inc.  
2170 Fourth Avenue  
San Diego, CA 92101

**Art Improvement Opinion Attitudinals:**

Table III. A4.		VOLUNTEER TIME OR DONATE MONEY?		PERFORMANCE/VISUAL ARTS VISITATION					Total
		No	Yes	Never	Once or Twice	Three to Five Times	Five to 10 Times	More Than 11 Times	
ARTS IMPROVE COMMUNITY QUALITY OF LIFE	Strongly Disagree	4%	0%	6%	3%	0%	0%	0%	3%
	Somewhat Disagree	7%	2%	10%	4%	2%	3%	0%	5%
	Unsure	2%	2%	4%	0%	3%	0%	0%	2%
	Somewhat Agree	26%	23%	30%	31%	15%	19%	17%	25%
	Strongly Agree	60%	73%	50%	62%	80%	78%	83%	65%
Total	n=	270	144	147	110	97	37	30	424
ARTS IMPROVE CHILDRENS ACADEMIC PERFORMANCE	Strongly Disagree	3%	0%	4%	1%	0%	3%	0%	2%
	Somewhat Disagree	3%	4%	3%	9%	2%	0%	0%	4%
	Unsure	3%	3%	5%	1%	2%	3%	2%	3%
	Somewhat Agree	25%	13%	25%	21%	18%	22%	6%	21%
	Strongly Agree	65%	80%	62%	68%	78%	72%	92%	70%
Total	n=	270	144	147	110	97	37	30	424

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Art Participation Demographics:**

Table IV. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
VOLUNTEER TIME OR DONATE MONEY?	Donated Money	18%	4%	12%	20%	18%	27%	21%	17%	13%	15%
	Volunteered Time	6%	10%	12%	7%	14%	2%	13%	9%	9%	9%
	Both	3%	9%	12%	11%	16%	6%	9%	10%	9%	10%
	Neither/Unsure	73%	77%	64%	62%	52%	66%	57%	63%	69%	66%
Total	n=	63	88	92	71	42	33	29	203	221	424

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92101

**Art Participation Demographics:**

		VOTER REGISTRATION		IDEOLOGY					INCOME							Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K		
Table IV. A2.																	
VOLUNTEER TIME OR DONATE MONEY?	Donated Money	16%	12%	23%	11%	17%	17%	7%	9%	13%	7%	19%	15%	27%	36%	15%	
	Volunteered Time	10%	7%	4%	11%	8%	11%	8%	12%	11%	13%	6%	7%	11%	4%	9%	
	Both	12%	4%	16%	16%	10%	6%	9%	0%	9%	14%	6%	12%	10%	17%	10%	
	Neither/Unsure	63%	77%	57%	62%	65%	66%	76%	78%	67%	67%	68%	66%	52%	43%	66%	
Total	n=	330	94	45	79	83	147	65	36	87	76	53	47	33	17	424	

Competitive Edge Research & Communication, Inc.  
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San Diego, CA 92101

**Art Participation Demographics:**

		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
Table IV. A3.											
VOLUNTEER TIME OR DONATE MONEY?	Donated Money	12%	17%	11%	14%	17%	12%	18%	13%	16%	15%
	Volunteered Time	10%	8%	11%	9%	5%	14%	11%	9%	10%	9%
	Both	12%	9%	2%	11%	14%	12%	6%	9%	10%	10%
	Neither/Unsure	66%	66%	76%	66%	63%	61%	66%	69%	64%	66%
Total	n=	63	101	43	64	60	56	38	185	239	424

Competitive Edge Research & Communication, Inc.  
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San Diego, CA 92101

**Art Participation Attitudinals:**

		PERFORMANCE/VISUAL ARTS VISITATION					Total
		Never	Once or Twice	Three to Five Times	Five to 10 Times	More Than 11 Times	
Table IV. A4.							
VOLUNTEER TIME OR DONATE MONEY?	Donated Money	4%	18%	23%	26%	18%	15%
	Volunteered Time	4%	12%	13%	16%	7%	9%
	Both	2%	4%	17%	18%	33%	10%
	Neither/Unsure	90%	66%	47%	40%	42%	66%
Total	n=	147	110	97	37	30	424

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**Art Tax Support Demographics:**

Table V. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
ARTS TAX SUPPORT	Not Willing to Pay, Definitely	19%	23%	22%	35%	29%	24%	31%	29%	22%	26%
	Not Willing to Pay, Probably	18%	9%	10%	5%	17%	2%	10%	11%	9%	10%
	Unsure	21%	6%	3%	10%	3%	5%	9%	6%	10%	8%
	Willing to Pay, Probably	20%	31%	19%	21%	12%	31%	18%	21%	23%	22%
	Willing to Pay, Definitely	22%	31%	47%	29%	39%	38%	31%	33%	36%	35%
Total	n=	63	88	92	71	42	33	29	203	221	424

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92101

**Art Tax Support Demographics:**

Table V. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
ARTS TAX SUPPORT	Not Willing to Pay, Definitely	26%	24%	14%	17%	20%	28%	45%	14%	30%	24%	15%	32%	18%	31%	26%
	Not Willing to Pay, Probably	9%	12%	16%	11%	10%	8%	9%	16%	13%	4%	10%	11%	8%	16%	10%
	Unsure	6%	14%	4%	7%	9%	8%	6%	11%	7%	10%	10%	2%	4%	9%	8%
	Willing to Pay, Probably	21%	28%	16%	24%	19%	25%	22%	27%	23%	25%	24%	20%	30%	6%	22%
	Willing to Pay, Definitely	38%	23%	51%	41%	42%	30%	17%	32%	27%	37%	41%	35%	40%	37%	35%
Total	n=	330	94	45	79	83	147	65	36	87	76	53	47	33	17	424

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**Art Tax Support Demographics:**

Table V. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
ARTS TAX SUPPORT	Not Willing to Pay, Definitely	34%	24%	31%	24%	13%	29%	26%	28%	24%	26%
	Not Willing to Pay, Probably	8%	13%	9%	9%	13%	7%	6%	13%	7%	10%
	Unsure	8%	5%	5%	8%	12%	9%	11%	8%	8%	8%
	Willing to Pay, Probably	27%	16%	22%	23%	25%	20%	28%	20%	24%	22%
	Willing to Pay, Definitely	23%	42%	32%	36%	36%	35%	29%	31%	37%	35%
Total	n=	63	101	43	64	60	56	38	185	239	424

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**Art Tax Support Attitudinals:**

Table V. A4.		VOLUNTEER TIME OR DONATE MONEY?		PERFORMANCE/VISUAL ARTS VISITATION					Total
		No	Yes	Never	Once or Twice	Three to Five Times	Five to 10 Times	More Than 11 Times	
ARTS TAX SUPPORT	Not Willing to Pay, Definitely	28%	22%	31%	24%	25%	21%	17%	26%
	Not Willing to Pay, Probably	10%	9%	13%	13%	3%	7%	10%	10%
	Unsure	8%	7%	7%	12%	5%	4%	8%	8%
	Willing to Pay, Probably	24%	18%	23%	25%	19%	23%	16%	22%
	Willing to Pay, Definitely	30%	45%	26%	27%	47%	45%	49%	35%
Total	n=	270	144	147	110	97	37	30	424

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