

# TEMPE CENTER FOR THE ARTS STUDY

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Prepared for  
City of Tempe  
Tempe Center for the Arts

Prepared By  
Behavior Research Center, Inc.  
45 East Monterey Way  
Phoenix, Arizona 85012  
(602) 258-4554



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## INTRODUCTION

This study was commissioned by the City of Tempe and conducted by Behavior Research Center (BRC). The primary purpose of the study was to measure awareness, usage and attitudes toward Tempe Center for the Arts (TCA).

The results of this study are based on 600 in-depth interviews with Tempe residents. Residents selected for this study were proportionate to the actual residential distribution in three major study areas:

- Ray to Southern
- Southern to Apache, and
- North of Apache

After concluding the interviewing, the data was weighted to reflect actual age and ethnic distribution in the City.

All interviewing for this study was conducted between November 17 and 26, 2011, by professional interviewers at BRC's state-of-the-art Computer-Assisted Telephone Interviewing (CATI) facility in Phoenix. Prior to beginning the interviewing, the interviewers were trained on a) the purpose of the study, b) administration of the questionnaire, c) sampling procedures, d) probing protocols for open-ended questions and e) other project-related issues. Interviewers worked under the direct supervision of BRC supervisory personnel who randomly monitored interviews to assure proper protocols were followed and to maintain tight quality control.

When analyzing the results of this study, it must be kept in mind that all surveys are subject to sampling error. Sampling error, simply stated, is the difference between the results obtained from a sample and those that would be obtained by surveying the entire population under consideration. The overall sampling error for this study at a 95 percent confidence interval is approximately +/-4.1 percent.

BRC has presented all the data germane to the basic research purposes of the project. However, if City of Tempe or TCA management requires additional data retrieval or interpretation, we stand ready to provide such input.

**BEHAVIOR RESEARCH CENTER**

## EXECUTIVE SUMMARY

Tempe residents are extremely supportive of Tempe Center for the Arts, with fully two-thirds describing it as “very important” to the quality of life in Tempe. In addition, they appear willing to back that support with their pocketbooks, favoring making the Tempe arts tax permanent by over a two-to-one margin.

Other major findings from this study include:

- Four in ten (42%) Tempe residents have visited Tempe Center for the Arts at least once since it has been open.
- Those who have visited TCA rate it extremely positively on the quality of the events, on the quality of the facility and on the quality of the overall experience.
- Virtually all (97%) residents who have visited TCA would recommend it to friends and family.
- When asked what they would suggest by way of improvements, two-thirds (66%) of those who have visited the facility have no suggestions for making it better.
- Only 24 percent are aware of the 1/10-cent arts tax and the funding mix currently in use to support TCA.
- Respondents favor offering a broad range of alternative choices in performances rather than limiting the options to Tempe-based arts groups.
- At the same time, however, half of respondents reject eliminating the tax if doing so means Tempe groups would have to pay more to use TCA; and two-thirds oppose elimination of the tax if doing so meant Tempe groups would be forced to reduce or eliminate their use of TCA because of increased costs.

## DETAILED FINDINGS

### VISITATION AT TEMPE CENTER FOR THE ARTS

Impressively, four in ten (42%) Tempe adults report having visited TCA since it opened and two in ten of those (19%) have visited six or more times. Moreover, TCA has been effective in attracting several demographics which are often atypical of visitors to performing arts centers and art museums: younger adults, renters, and minorities.

TABLE 1

*“To begin, have you ever visited the Tempe Center for the Arts on Rio Salado Parkway? To save time, I’ll refer to it simply as the TCA for the rest of the interview.”*

*“About how many events, in total, would you say you have attended since TCA opened?” (If “CAN’T REMEMBER, ASK FOR AN ESTIMATE) ”*

	% Yes	NUMBER OF EVENTS			
		N = 251			
		1 to 5	6 to 10	11 to 15	16+
Total	42%	81%	14%	3%	2%
<u>GENDER</u>					
Male	44	83	12	3	2
Female	39	79	16	4	1
<u>AREA</u>					
Ray-Southern	45	86	10	3	1
Southern-Apache	34	83	6	6	5
North of Apache	42	65	33	0	2
<u>AGE</u>					
Under 30	37	91	9	0	0
30 to 49	44	79	15	4	2
50 to 64	41	81	14	2	3
65+	46	77	15	6	2
<u>RESIDENCE</u>					
Own	45	78	16	4	2
Rent	30	98	1	1	0
<u>INCOME</u>					
Under \$30K	28	91	9	0	0
\$30K to \$59.9K	33	91	8	1	0
\$60K to \$89.9K	41	74	21	1	4
\$90K+	55	91	3	5	1
<u>ETHNICITY</u>					
Caucasian	45	85	9	4	2
Hispanic	28	69	29	2	0
Other	25	82	18	0	0

## RATING OF TEMPE CENTER FOR THE ARTS

Next, we asked residents who have visited TCA to rate their experience on three dimensions: the quality of the (most recent) event, the quality of the facilities and the quality of the overall experience. The ratings, which are displayed below, are nothing short of phenomenal, in our experience. Indeed, in mean ratings on a ten-point scale, where ten would be the highest rating possible, residents give the TCA facilities a rating of 9.3 and the quality of their overall experience an 8.9. In addition, the ratings are remarkably consistent across demographic categories.

TABLE 2

*“Thinking about your most recent experience at TCA, how would you rate the quality of the event on a 10-point scale, where 10 means very superior and one means very Poor?”*

*“And in the same vein, thinking about your most recent experience at TCA, how would you rate the quality of the TCA building and facilities, again on a 10-point scale, where 10 means very superior and one means very poor?”*

*“And using the same scale, how would you rate the quality of your overall experience at the events you have attended at TCA?”*

	MEAN ON 10-POINT SCALE		
	Quality of Event	Quality of TCA Facilities	Quality of Overall Experience
N = 251			
Total	8.6	9.3	8.9
<u>GENDER</u>			
Male	8.4	9.2	9.0
Female	8.9	9.4	8.9
<u>AREA</u>			
Ray-Southern	8.8	9.3	9.0
Southern-Apache	8.3	8.9	8.8
North of Apache	8.4	9.6	8.7
<u>AGE</u>			
Under 30	8.6	9.0	9.3
30 to 49	8.6	9.5	8.8
50 to 64	8.6	9.3	8.9
65+	8.6	9.1	8.7
<u>INCOME</u>			
Under \$30K	9.2	9.0	9.2
\$30K to \$59.9K	8.4	8.9	8.9
\$60K to \$89.9K	8.5	9.4	8.8
\$90K+	8.6	9.5	8.8
<u>ETHNICITY</u>			
Caucasian	8.5	9.2	8.9
Hispanic	9.0	9.7	9.1
Other	8.6	9.0	9.0

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## RECOMMENDATION OF TEMPE CENTER FOR THE ARTS

Among those who have visited TCA, virtually all (97%) would recommend events at the facility to friends and family.

TABLE 3

*“Based on your own experiences, would you recommend events at TCA to your friends and family?”*

|                  | <u>% Yes</u> |
|------------------|--------------|
| N = 251          |              |
| Total            | 97%          |
| <u>RESIDENCE</u> |              |
| Own              | 97           |
| Rent             | 100          |
| <u>ETHNICITY</u> |              |
| Caucasian        | 98           |
| Hispanic         | 100          |
| Other            | 82           |

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The facility itself is more an inducement for recommending TCA to friends and family than the quality of the events held there. As may be seen in Table 4, the facility itself (51%), general positive comments about the place and its atmosphere (35%), its location (21%) the environment and scenery (18%) and the friendly, helpful staff (6%) all relate to the TCA facility.

TABLE 4

*"As specifically as possible, what are the main reasons you would recommend events at TCA to family and friends?"*  
(PROBE AND CLARIFY; RECORD ALL MENTIONS)

N = 244

|                                                    |              |
|----------------------------------------------------|--------------|
| <u>FACILITY (NET)</u>                              | <u>(51%)</u> |
| Beautiful/modern building                          | 44           |
| Good sound system                                  | 7            |
| Easy access                                        | 3            |
| Parking good/convenient                            | 2            |
| Comfortable seating                                | 2            |
| No bad seats                                       | 2            |
| Well lit/well maintained                           | 2            |
| Versatile venue                                    | 1            |
| <u>EVENTS/PERFORMANCES (NET)</u>                   | <u>(36%)</u> |
| Interesting/quality events                         | 26           |
| High quality performances                          | 4            |
| Good variety                                       | 3            |
| Family events                                      | 3            |
| Children's events                                  | 2            |
| <u>GENERAL POSITIVE COMMENTS (NET)</u>             | <u>(35%)</u> |
| Great place/atmosphere/enjoyable/<br>good for City |              |
| <u>LOCATION (NET)</u>                              | <u>(21%)</u> |
| Convenient/in Tempe/easy to find                   |              |
| <u>ENVIRONMENT/SCENERY (NET)</u>                   | <u>(18%)</u> |
| Beautiful setting/lake/etc.                        |              |
| Friendly/helpful staff                             | 6            |
| Not sure                                           | 2            |
| Total exceeds 100% due to multiple responses       |              |

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## RECOMMENDATIONS FOR IMPROVEMENT

Those who have visited TCA were asked on an unaided basis what recommendations they have for improvement of the TCA facility. No single suggestion is mentioned by more than eight percent of respondents. More publicity of upcoming events (8%) and more variety and quality in the event mix (7%) are the two recommendations mentioned most often. However, the most striking finding here is that two-thirds (66%) cannot think of an improvement they would recommend.

TABLE 5

*“What specific recommendations would you make to the City for improvement at the TCA facility?” (PROBE & CLARIFY; RECORD ALL MENTIONS)*

N = 251

|                                                  |              |
|--------------------------------------------------|--------------|
| <u>FACILITY (NET)</u>                            | <u>(17%)</u> |
| Improve/light/pave parking                       | 4            |
| Café – re-open/better hours/better food          | 3            |
| More concession stands                           | 2            |
| Expand/add more things                           | 1            |
| Clean the pond                                   | 1            |
| Other single mentions                            | 7            |
| <u>MARKETING (NET)</u>                           | <u>(8%)</u>  |
| More publicity on events                         |              |
| <u>EVENTS (NET)</u>                              | <u>(7%)</u>  |
| More variety/higher quality                      |              |
| <u>COST (NET)</u>                                | <u>(4%)</u>  |
| Lower ticket/food/parking prices                 |              |
| More friendly staff                              | 2            |
| Miscellaneous single mentions                    | 3            |
| <b>No improvements needed/can't think of any</b> | <b>66</b>    |

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## REASONS FOR NOT VISITING TEMPE CENTER FOR THE ARTS

Respondents who have not visited TCA were asked why they have not. Four in ten (38%) indicate they never knew it was there. Several of the other responses (no programs that interest me, don't go to facilities like that, event costs too high, and no time/too busy) are, in our experience, little more than different ways of indicating that they are not arts consumers and not in the realistic potential market for TCA.

TABLE 6

### Asked of Those Who Have Not Been to TCA

*"Which of the following best represents why you have never attended an event at TCA?"* (READ EACH; RECORD ALL MENTIONS; ASK IF THERE ARE ANY OTHER REASONS)

| N = 343                          | Total | AREA            |                    |                 |
|----------------------------------|-------|-----------------|--------------------|-----------------|
|                                  |       | Ray to Southern | Southern to Apache | North of Apache |
| Never knew it was there          | 38%   | 43%             | 20%                | 47%             |
| Never invited to an event        | 16    | 19              | 11                 | 14              |
| No programs that interest me     | 16    | 12              | 27                 | 14              |
| Don't go to facilities like that | 10    | 10              | 13                 | 4               |
| Invited but unable to attend     | 8     | 7               | 3                  | 17              |
| Event costs too high             | 4     | 4               | 9                  | 0               |
| <u>Other:</u>                    |       |                 |                    |                 |
| No time/too busy                 | 14    | 9               | 28                 | 14              |
| Not aware of events there        | 3     | 5               | 0                  | 0               |
| Bad health                       | 1     | 1               | 1                  | 0               |

Totals exceed 100% due to multiple responses

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### IMPORTANCE OF TEMPE CENTER FOR THE ARTS TO QUALITY OF LIFE IN TEMPE

All respondents, whether or not they have been to TCA, were asked how important they feel the facility is to the quality of life in Tempe. As may be seen in Table 7, TCA enjoys overwhelming community support, with two-thirds (66%) indicating it is "very important." Put another way, about one and one-half times as many residents rate it as "very important" as have visited TCA.

**TABLE 7**

*"Whether or not you attend any events at Tempe Center for the Arts, do you think having a facility like that is very important, somewhat important, not very important or not at all important to the quality of life in Tempe?"*

|                    | Very Important | Some-what Important | Not Very Important | Not at All Important | Not Sure | Net Important/ Not Important |
|--------------------|----------------|---------------------|--------------------|----------------------|----------|------------------------------|
| Total              | 66%            | 28%                 | 3%                 | 1%                   | 2%       | <b>+90</b>                   |
| <u>GENDER</u>      |                |                     |                    |                      |          |                              |
| Male               | 63             | 30                  | 2                  | 2                    | 3        | <b>+89</b>                   |
| Female             | 71             | 25                  | 3                  | 1                    | 0        | <b>+92</b>                   |
| <u>VISITED TCA</u> |                |                     |                    |                      |          |                              |
| Yes                | 82             | 15                  | 2                  | 1                    | 0        | <b>+94</b>                   |
| No                 | 55             | 38                  | 3                  | 1                    | 3        | <b>+89</b>                   |
| <u>AREA</u>        |                |                     |                    |                      |          |                              |
| Ray to Southern    | 69             | 24                  | 3                  | 1                    | 3        | <b>+89</b>                   |
| Southern to Apache | 62             | 36                  | 1                  | 1                    | 0        | <b>+96</b>                   |
| North of Apache    | 64             | 31                  | 2                  | 1                    | 2        | <b>+92</b>                   |
| <u>AGE</u>         |                |                     |                    |                      |          |                              |
| Under 30           | 59             | 38                  | 0                  | 0                    | 3        | <b>+97</b>                   |
| 30 to 49           | 73             | 21                  | 4                  | 0                    | 2        | <b>+90</b>                   |
| 50 to 64           | 65             | 26                  | 3                  | 5                    | 1        | <b>+83</b>                   |
| 65+                | 63             | 28                  | 5                  | 2                    | 2        | <b>+84</b>                   |
| <u>Residence</u>   |                |                     |                    |                      |          |                              |
| Own                | 65             | 28                  | 3                  | 2                    | 2        | <b>+88</b>                   |
| Rent               | 67             | 30                  | 2                  | 0                    | 1        | <b>+95</b>                   |
| <u>INCOME</u>      |                |                     |                    |                      |          |                              |
| Under \$30K        | 64             | 28                  | 5                  | 1                    | 2        | <b>+86</b>                   |
| \$30K to \$59.9K   | 79             | 21                  | 0                  | 0                    | 0        | <b>+100</b>                  |
| \$60K to \$89.9K   | 58             | 34                  | 2                  | 1                    | 5        | <b>+89</b>                   |
| \$90K+             | 67             | 23                  | 6                  | 2                    | 2        | <b>+82</b>                   |
| <u>ETHNICITY</u>   |                |                     |                    |                      |          |                              |
| Caucasian          | 67             | 28                  | 3                  | 1                    | 1        | <b>+91</b>                   |
| Hispanic           | 67             | 26                  | 2                  | 0                    | 5        | <b>+91</b>                   |
| Other              | 70             | 21                  | 4                  | 1                    | 4        | <b>+86</b>                   |

## INTEREST IN VARIOUS TYPES OF EVENTS

Respondents were then asked to rate their interest in a list of possible events at TCA in two ways: events they would like to see scheduled, then events for which they would buy tickets and attend. In this case, they were asked to rate their interest using a five-point scale. Thus, in the table below, a mean of 3.0 would be the midpoint. With a few variations, the hierarchy of events is fairly consistent between overall interest and willingness to buy tickets.

TABLE 8

*“Next, I’m going to read you a list of possible events at TCA and as I read each, please tell me how much you would like to see such an event scheduled, using a five-point scale where five means you would like it to be scheduled very much and one means you do not care at all whether it is scheduled.” (READ EACH; ROTATE SEQUENCE)*

*“Now I’m going to read you the same list of possible events at TCA and as I read each, please tell me how likely you would be to buy a ticket and attend such an event, using a five-point scale where five means you would be very likely to do so and one means you would be completely unlikely to buy and attend.” (READ EACH; ROTATE SEQUENCE)*

### Mean on 5-Point Scale

|                                          | <u>Would Like<br/>to See<br/>Scheduled</u> | <u>Would Buy<br/>a Ticket<br/>and Attend</u> | <u>Deviation</u> |
|------------------------------------------|--------------------------------------------|----------------------------------------------|------------------|
| Music festivals                          | 4.00                                       | 3.45                                         | -.55             |
| A Broadway play or musical               | 3.97                                       | 3.57                                         | -.40             |
| Comedy                                   | 3.91                                       | 3.48                                         | -.43             |
| Drama                                    | 3.73                                       | 3.22                                         | -.51             |
| Arts shows or exhibitions                | 3.70                                       | 3.31                                         | -.39             |
| Classical music with symphony orchestras | 3.66                                       | 3.16                                         | -.50             |
| Films                                    | 3.65                                       | 3.16                                         | -.49             |
| Children’s theater                       | 3.47                                       | 2.70                                         | -.77             |
| Dance                                    | 3.37                                       | 2.89                                         | -.48             |
| Jazz                                     | 3.29                                       | 2.86                                         | -.43             |
| Pop rock                                 | 3.13                                       | 2.66                                         | -.47             |
| Lectures                                 | 2.98                                       | 2.45                                         | -.53             |
| Opera                                    | 2.81                                       | 2.32                                         | -.49             |
| Country and western music                | 2.58                                       | 2.32                                         | -.26             |
| Rap                                      | 2.22                                       | 1.98                                         | -.24             |

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## PRIMARY FOCUS OF EVENT SCHEDULING

Overwhelmingly, residents favor opening TCA to events from outside Tempe to give customers a broader base of alternatives, rather than focusing primarily on Tempe-based groups.

TABLE 9

*“Thinking about events at TCA in general, some people have told us they think the facility should be used primarily for events by Tempe-based artistic groups, while others have told us the facility should offer events from outside groups to give customers a much broader base of alternatives. Which of these comes closest to your own opinion at this time?”*  
(READ EACH)

	<u>Tempe Groups Only</u>	<u>Broader Base of Alternatives</u>	<u>Not Sure</u>
Total	5%	91%	4%
<u>GENDER</u>			
Male	6	90	4
Female	3	94	3
<u>VISITED TCA</u>			
Yes	7	89	4
No	3	93	4
<u>AREA</u>			
Ray-Southern	4	93	3
Southern-Apache	3	94	3
North of Apache	9	83	8
<u>ETHNICITY</u>			
Caucasian	4	93	3
Hispanic	9	87	4
Other	1	94	5

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## AWARENESS OF FUNDING SOURCES

Only one-fourth (24%) of respondents were aware of the funding mix being used currently to support the activities of TCA. Not surprisingly, awareness is significantly greater among TCA visitors, homeowners and longer-term residents of Tempe.

TABLE 10

*"The Tempe Center for the Arts was constructed using a 20-year, one-tenth of a cent sales tax and operations and maintenance costs are paid for using a combination of that one-tenth cent sales tax and revenue generated from users of TCA. Were you aware of TCA's funding sources before I just read this to you?"*

|                       | Yes,<br>I Knew | No, Did<br>Not Know | Not<br>Sure |
|-----------------------|----------------|---------------------|-------------|
| Total                 | 24%            | 75%                 | 1%          |
| <u>GENDER</u>         |                |                     |             |
| Male                  | 23             | 76                  | 1           |
| Female                | 26             | 73                  | 1           |
| <u>VISITED TCA</u>    |                |                     |             |
| Yes                   | 38             | 61                  | 1           |
| No                    | 14             | 85                  | 1           |
| <u>AREA</u>           |                |                     |             |
| Ray-Southern          | 24             | 75                  | 1           |
| Southern-Apache       | 20             | 79                  | 1           |
| North of Apache       | 31             | 67                  | 2           |
| <u>AGE</u>            |                |                     |             |
| Under 30              | 12             | 88                  | 0           |
| 30 to 49              | 25             | 74                  | 1           |
| 50 to 64              | 39             | 59                  | 2           |
| 65+                   | 25             | 74                  | 1           |
| <u>RESIDENCE</u>      |                |                     |             |
| Own                   | 29             | 70                  | 1           |
| Rent                  | 11             | 89                  | 0           |
| <u>YEARS IN TEMPE</u> |                |                     |             |
| 5 or less             | 7              | 93                  | 0           |
| 6 to 10               | 13             | 86                  | 1           |
| 11 to 20              | 24             | 76                  | 0           |
| 21+                   | 37             | 61                  | 2           |
| <u>ETHNICITY</u>      |                |                     |             |
| Caucasian             | 25             | 75                  | 0           |
| Hispanic              | 14             | 79                  | 7           |
| Other                 | 18             | 82                  | 0           |

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## SUPPORT FOR CONTINUATION OF THE ARTS TAX

Almost two-thirds (64%) are comfortable with the arts tax to fund TCA, while just 24 percent prefer that it develop a new funding plan.

TABLE 11

*“Would you prefer continuing the existing Arts Tax to fund TCA or would you prefer it develop a new plan of operation?”*

	Continue Tax	New Plan	Not Sure
Total	64%	24%	12%
<u>GENDER</u>			
Male	63	28	9
Female	65	19	16
<u>VISITED TCA</u>			
Yes	74	17	9
No	57	29	14
<u>AREA</u>			
Ray-Southern	62	25	13
Southern-Apache	68	26	6
North of Apache	66	22	12
<u>AGE</u>			
Under 30	65	26	9
30 to 49	65	23	12
50 to 64	60	29	11
65+	61	18	21
<u>RESIDENCE</u>			
Own	63	25	12
Rent	65	24	11
<u>ETHNICITY</u>			
Caucasian	66	24	10
Hispanic	54	29	17
Other	55	31	14

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If continuing the arts tax meant that Tempe groups would continue to use the facility, reducing the available dates for broader-based groups and performances, support for continuing the tax erodes marginally, but still rests at almost two-to-one.

TABLE 12

*“If continuing the Arts Tax meant that Tempe-based arts groups would continue to use the facility, but that it would also result in the reduction of available dates for broader-based groups and performances, would you support continuing the tax?”*

|                    | Yes | No  | Not<br>Sure |
|--------------------|-----|-----|-------------|
| Total              | 57% | 30% | 13%         |
| <u>GENDER</u>      |     |     |             |
| Male               | 57  | 33  | 10          |
| Female             | 58  | 24  | 18          |
| <u>VISITED TCA</u> |     |     |             |
| Yes                | 64  | 27  | 9           |
| No                 | 52  | 32  | 16          |
| <u>AREA</u>        |     |     |             |
| Ray-Southern       | 60  | 26  | 14          |
| Southern-Apache    | 60  | 31  | 9           |
| North of Apache    | 43  | 43  | 14          |
| <u>AGE</u>         |     |     |             |
| Under 30           | 62  | 29  | 9           |
| 30 to 49           | 57  | 27  | 16          |
| 50 to 64           | 50  | 40  | 10          |
| 65+                | 58  | 22  | 20          |
| <u>RESIDENCE</u>   |     |     |             |
| Own                | 57  | 30  | 13          |
| Rent               | 55  | 31  | 14          |
| <u>ETHNICITY</u>   |     |     |             |
| Caucasian          | 61  | 27  | 12          |
| Hispanic           | 44  | 35  | 21          |
| Other              | 54  | 35  | 11          |

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Respondents were then asked to choose between two statements: that the City made a commitment to Tempe arts groups to provide a facility for their use when the arts tax was adopted, and the City should keep its word; and that times have changed and Tempe can no longer afford to operate TCA primarily for Tempe groups. Here, respondents are split.

TABLE 13

*“Some people have told us that the city made a commitment to Tempe-based art and theater groups to provide a facility for their use when the tax was adopted and the city should keep its word. Others have said times have changed and city taxpayers can no longer afford to pay the cost of operating the facility primarily for Tempe groups. Which of these statements best reflects your belief at this time?”*

	City Should Keep its Word	Times Have Changed	Not Sure
Total	43%	48%	9%
<u>GENDER</u>			
Male	40	51	9
Female	47	44	9
<u>VISITED TCA</u>			
Yes	45	44	11
No	41	52	7
<u>AREA</u>			
Ray-Southern	39	54	7
Southern-Apache	50	41	9
North of Apache	49	39	12
<u>AGE</u>			
Under 30	56	41	3
30 to 49	39	50	11
50 to 64	35	57	8
65+	36	52	12
<u>RESIDENCE</u>			
Own	42	50	8
Rent	47	44	9
<u>ETHNICITY</u>			
Caucasian	42	48	10
Hispanic	39	58	3
Other	64	31	5

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Half (50%) of respondents reject eliminating the arts tax if that means Tempe arts groups would have to pay more for the use of TCA.

TABLE 14

*“Would you support a new revenue plan for TCA that eliminated the Arts Tax if it meant Tempe art groups may have to pay more for their use of the facility?”*

|                    | Yes | No  | Not<br>Sure |
|--------------------|-----|-----|-------------|
| Total              | 35% | 50% | 15%         |
| <u>GENDER</u>      |     |     |             |
| Male               | 42  | 48  | 10          |
| Female             | 26  | 53  | 21          |
| <u>VISITED TCA</u> |     |     |             |
| Yes                | 29  | 58  | 13          |
| No                 | 39  | 44  | 17          |
| <u>AREA</u>        |     |     |             |
| Ray-Southern       | 38  | 46  | 16          |
| Southern-Apache    | 29  | 52  | 19          |
| North of Apache    | 31  | 64  | 5           |
| <u>AGE</u>         |     |     |             |
| Under 30           | 29  | 55  | 16          |
| 30 to 49           | 39  | 49  | 12          |
| 50 to 64           | 42  | 45  | 13          |
| 65+                | 28  | 47  | 25          |
| <u>RESIDENCE</u>   |     |     |             |
| Own                | 34  | 50  | 16          |
| Rent               | 34  | 55  | 11          |
| <u>ETHNICITY</u>   |     |     |             |
| Caucasian          | 31  | 54  | 15          |
| Hispanic           | 43  | 31  | 26          |
| Other              | 54  | 33  | 13          |

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Reinforcing the previous finding (Table 14), two-thirds (65%) reject eliminating the arts tax if it means Tempe groups may be forced to reduce or eliminate their use of TCA because of rising costs.

TABLE 15

*“And would you support a new revenue plan for TCA that eliminated the Arts Tax if it meant Tempe art groups may be forced to reduce or eliminate their use of TCA because the costs become too high for them?”*

	Yes	No	Not Sure
Total	23%	65%	12%
<u>GENDER</u>			
Male	28	64	8
Female	18	66	16
<u>VISITED TCA</u>			
Yes	20	67	13
No	27	62	11
<u>AREA</u>			
Ray-Southern	29	57	14
Southern-Apache	12	80	8
North of Apache	19	74	7
<u>AGE</u>			
Under 30	14	83	3
30 to 49	28	58	14
50 to 64	32	56	12
65+	18	58	24
<u>RESIDENCE</u>			
Own	24	64	12
Rent	19	71	10
<u>ETHNICITY</u>			
Caucasian	22	67	11
Hispanic	29	47	24
Other	25	62	13

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## PREFERRED FUNDING OPTION

After all the choices and alternatives have been explored, respondents were asked whether they favor extending the arts tax (currently 20 years) permanently or eliminating the tax when it is scheduled to expire. By a two-to-one margin overall, respondents prefer extending the tax permanently. Women and TCA visitors are most supportive of making the tax permanent.

TABLE 16

*"After all the things we have discussed, which of the following options for funding TCA do you prefer?" (READ EACH; ROTATE SEQUENCE)*

|                    | Extend the One-Tenth Cent Sales Tax Permanently to Fund the Operations and Maintenance of TCA | Eliminate the One-Tenth Cent Sales Tax and Require TCA to Become Self-Funding Through an Increase in Rental Fees, Ticket Sales and Other User Fees | Neither | Both | Not Sure |
|--------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|------|----------|
| Total              | 60%                                                                                           | 27%                                                                                                                                                | 3%      | 4%   | 6%       |
| <u>GENDER</u>      |                                                                                               |                                                                                                                                                    |         |      |          |
| Male               | 54                                                                                            | 32                                                                                                                                                 | 4       | 4    | 6        |
| Female             | 67                                                                                            | 20                                                                                                                                                 | 2       | 4    | 7        |
| <u>VISITED TCA</u> |                                                                                               |                                                                                                                                                    |         |      |          |
| Yes                | 71                                                                                            | 18                                                                                                                                                 | 4       | 2    | 5        |
| No                 | 52                                                                                            | 33                                                                                                                                                 | 4       | 5    | 6        |
| <u>AREA</u>        |                                                                                               |                                                                                                                                                    |         |      |          |
| Ray-Southern       | 56                                                                                            | 28                                                                                                                                                 | 3       | 6    | 7        |
| Southern-Apache    | 67                                                                                            | 25                                                                                                                                                 | 2       | 1    | 5        |
| North of Apache    | 66                                                                                            | 21                                                                                                                                                 | 6       | 2    | 5        |
| <u>AGE</u>         |                                                                                               |                                                                                                                                                    |         |      |          |
| Under 30           | 62                                                                                            | 26                                                                                                                                                 | 7       | 3    | 2        |
| 30 to 49           | 61                                                                                            | 25                                                                                                                                                 | 2       | 5    | 7        |
| 50 to 64           | 53                                                                                            | 33                                                                                                                                                 | 2       | 6    | 6        |
| 65+                | 62                                                                                            | 21                                                                                                                                                 | 2       | 1    | 14       |
| <u>RESIDENCE</u>   |                                                                                               |                                                                                                                                                    |         |      |          |
| Own                | 58                                                                                            | 27                                                                                                                                                 | 3       | 4    | 8        |
| Rent               | 66                                                                                            | 23                                                                                                                                                 | 5       | 5    | 1        |
| <u>ETHNICITY</u>   |                                                                                               |                                                                                                                                                    |         |      |          |
| Caucasian          | 60                                                                                            | 26                                                                                                                                                 | 4       | 4    | 6        |
| Hispanic           | 44                                                                                            | 35                                                                                                                                                 | 1       | 7    | 13       |
| Other              | 72                                                                                            | 18                                                                                                                                                 | 3       | 2    | 5        |

Finally, respondents were asked why they feel as they do about extending the tax. As may be seen below, supporters most often mention that the arts are important and worthy of public support (49%), that they are already paying the tax, so why change? (31%) and that the artists cannot afford to pay for the facility (14%). Those who feel the tax should be eliminated mention that they already pay too many taxes and that taxes should be used for more important things.

TABLE 17

*"As specifically as possible, why do you feel that way?"* (PROBE & CLARIFY)

AMONG THOSE ANSWERING:

EXTEND THE TAX N = 357

|                                        |              |
|----------------------------------------|--------------|
| <u>GENERAL POSITIVE (NET)</u>          | <u>(58%)</u> |
| Arts important/should support          | 49           |
| Don't want to lose TCA/cultural events | 7            |
| More profitable for city               | 3            |
| Good idea/plan                         | 1            |

|                                  |              |
|----------------------------------|--------------|
| <u>FAVOR TAX (NET)</u>           | <u>(38%)</u> |
| Already paying it/why change it? | 31           |
| City should keep its word        | 7            |

|                                    |              |
|------------------------------------|--------------|
| <u>FACILITY/PERFORMERS (NET)</u>   | <u>(18%)</u> |
| Artists/performers can't afford it | 14           |
| Broader selection of programs      | 3            |
| Outside groups should pay          | 1            |
| Keep prices low/use will increase  | 1            |
| TCA needs to advertise more        | 1            |

|                               |   |
|-------------------------------|---|
| Need mix of funding sources   | 1 |
| Oppose tax                    | 1 |
| Miscellaneous single mentions | 1 |
| Not sure                      | 3 |

ELIMINATE THE TAX N = 159

|                                                |              |
|------------------------------------------------|--------------|
| <u>OPPOSE TAX (NET)</u>                        | <u>(73%)</u> |
| Too many taxes already                         | 27           |
| Should be self-sustaining                      | 26           |
| Taxes should be used for more important things | 20           |
| Not that important                             | 5            |
| Shouldn't be a permanent tax                   | 2            |
| Tempe doesn't use money wisely                 | 1            |
| Other                                          | 1            |

|                                   |              |
|-----------------------------------|--------------|
| <u>FACILITY/PERFORMERS (NET)</u>  | <u>(12%)</u> |
| Get broader selection of programs | 8            |
| TCA needs to advertise more       | 5            |
| Raise ticket prices               | 2            |

(CONTINUED)

TABLE 18

|                                       |     |
|---------------------------------------|-----|
| Already paying tax/why change?        | 5   |
| Arts are important                    | 2   |
| Need mix of funding sources           | 1   |
| Miscellaneous single mentions         | 5   |
| Need more information                 | 4   |
| Not sure                              | 3   |
| <br>                                  |     |
| <u>NEITHER</u> N = 21                 |     |
| Tax should not be permanent           | 33% |
| Need other funding sources            | 11  |
| Performers can't afford it            | 9   |
| Need broader selection of programming | 6   |
| Too many taxes                        | 3   |
| Miscellaneous single mentions         | 55  |
| Need more information                 | 1   |
| Not sure                              | 22  |
| <br>                                  |     |
| <u>BOTH</u> N = 24                    |     |
| Broader selection of programming      | 52  |
| Need mix of funding sources           | 26  |
| TCA needs to advertise more           | 22  |
| Arts important to community/good idea | 17  |
| Miscellaneous single mentions         | 1   |
| Need more information                 | 3   |
| Not sure                              | 4   |

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