

Dear Attendee/Visitor/Audience Member:

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is part of a study to measure the economic and social impact of arts and culture on Northwest Minnesota. * **Your answers are anonymous.** Please complete both sides of the page, then return the survey. Thank you!

THE TABULATION WHICH FOLLOWS REPRESENTS THE CONCLAMERATE RESPONSES OF 50 PERSONS SURVEYED BY A MEMBER OF THE BOARD OF THE NORTHWEST MINNESOTA ARTS COUNCIL AT THE 42ND ANNUAL CHAUTAUQUA AND ARTS FESTIVAL AT OLD CROSSING, HUOT MN AUGUST 24 & 25 2024.

Total attendance at this event is estimated to have been 300.

This tabulation and place of origin by county and city done by Virgil Benoit. This is not an official tabulation.

1. Including yourself and your immediate travel party, how many people are here with you? Include only your immediate travel party. For example, do not include an entire school group or tour group.

Adults (18 or older): 87

Children (younger than 18): 27

2. List the total amounts of money that you and the members of your immediate travel party will spend in Northwest Minnesota specifically as a result of your attendance at this performance, event, exhibit, venue, or facility. Remember to include money spent before, during, and after this activity. If exact figures are not available, simply provide your best estimates.

- a) Admission, tickets, or membership for your travel party’s attendance to this activity \$ 720
- b) Food or drinks purchased *while attending* this activity..... \$ 1 684
- c) Food or drinks purchased *before or after* this activity (e.g., at a local restaurant/bar) \$ 1 323
- d) Groceries or supplies purchased specifically as a result of attending this activity \$ 1 690
- e) Retail shopping (including souvenirs, gifts, books, recordings, art) \$ 1 926
- f) Clothing or accessories purchased specifically to attend this activity \$ 441
- g) Local transportation such as parking, fuel, tolls, taxi/rideshare, bus (exclude airfare) \$ 1 586
- h) Child-care specifically to attend this activity \$ 100
- i) Paid lodging such as hotel, inn, Airbnb, private vacation rental (*include one night only*) . \$ 2 086
- j) Miscellaneous/not listed above (briefly describe): camping & donations. \$ 390

3. What is the ZIP Code or Postal Code of your primary home address? If you are currently staying in a second residence or vacation property that you own, provide the ZIP code for that second residence.

ZIP Code or Postal Code: 55433 (1) 56716 (13) 55014 (1) 55112 (1) 56750 (13) 56701 (1) 56581 (2) 56568 (2) 56548 (2) 56540 (1) 56721 (1) 58367 (1) 58271 (1) 56474 (1) 56523 (1) 56748 (1) 58051 (1) 56510 (1) 56560 (1) 56636 (2) 58504 (1) 06831 (1) 56601 (1) See zip code locations below.

4. Which of the following best describes your primary reason for being in Northwest Minnesota today? (Check only one)

- I am a full-time resident (e.g., I live here, or I go to school here) 29
- I am a part-time resident (e.g., I have a second residence here) 1
- I am here specifically to attend this performance, event, exhibit, venue, or facility 14
- I work here, or I traveled here for a work-related reason, but I live somewhere else 1
- I am here on a vacation, holiday, or personal trip (not specifically related to this activity) 4
- Not listed above (briefly describe): _____

5. **If today's arts or cultural activity was not available in Northwest Minnesota, would you have traveled to a different community to attend a similar activity?** (*Check only one*)

- No, I would have skipped the arts or cultural activity altogether 9
- No, I would have replaced it with a different activity in Northwest Minnesota 20
- Yes, I would have traveled to a different community to attend a similar arts or cultural activity 20

* Northwest Minnesota is defined as Kittson, Marshall, Norman, Pennington, Polk, Red Lake, and Roseau Counties.

6. **Is today your first time attending this specific activity or visiting this specific venue?** (*Check only one*) Yes 9 No 39

6. **How many nights away from your primary residence will you spend in Northwest Minnesota *specifically as a result of your attendance at this activity or venue*.** If you are a full-time or part-time resident, and you will not spend any nights away from your home, respond with "0".

Nights: 88

7. **Indicate your level of agreement with each of the four statements below regarding your attendance at this arts or cultural performance, event, exhibit, venue, or facility.** (*Check one for each statement*)

- a) "This venue or facility is an important pillar for me within my community."
 Strongly Disagree (3) Disagree Neutral (6) Agree (18) Strongly Agree (22)
- b) "I would feel a great sense of loss if this activity or venue were no longer available."
 Strongly Disagree (2) Disagree Neutral (2) Agree (18) Strongly Agree (26)
- c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."
 Strongly Disagree (1) Disagree Neutral Agree (15) Strongly Agree (29)
- d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
 Strongly Disagree (1) Disagree Neutral (2) Agree (14) Strongly Agree (30)

The following questions are for research purposes only. This survey is completely anonymous.

8. **Which of the following ranges includes your annual household income?** (*Check only one*)

- Less than \$30,000 (4)
- \$30,000 to \$59,999 (12)
- \$60,000 to \$99,999 (24)
- \$150,000 to \$199,999 (1)
- \$100,000 to \$149,999 (6)
- \$200,000 or More (1)

9. Which of the following ranges includes your age? (Check only one)

- Younger than 18 (27) [See question 1] 18-25 (0) 26-41 (11)
42-57 (7)
58-76 (24) 77 or Older (5)

10. What is the highest level of education that you have completed? (Check only one)

- Less than high school Technical or associates degree (11) High school graduate (12)
Bachelor's degree (15) Master's degree (6) Doctoral degree (4)

11. Do you identify as a person with a disability? (Check only one) Yes (4) No (44)

12. Which of the following best describe you? (Check all that apply)

- (3) American Indian or Alaska Native or Indigenous or First Nations
 Arab or Middle Eastern or Northern African
 Asian or Asian American
 Black or African American
 Hispanic or Latino/Latina/Latinx or Spanish origin
 Native Hawaiian or Pacific Islander
 (41) White or Caucasian or European American
 (3) I prefer to self-identify:

This research study is being conducted by the Northwest Regional Arts Council in partnership with Americans for the Arts. These questions were developed in consultation with the AEP6 Equity Task Force. To learn more, visit www.AEP6.AmericansForTheArts.org.

Counties and cities of origin of 50 attendees surveyed in 2024

56750 Red Lake County/Red Lake Falls, MN	(13)
56748 Red Lake County/Plummer, MN	(1)
56716 Polk County/Crookston, MN	(13)
56568 Polk/Neillsville, MN	(2)
56540 Polk/Fertile, MN	(1)
56721 Polk/East Grand Forks, MN	(1)
56523 Polk/Climax, MN	(1)
56701 Pennington, Thief River Falls, MN	(1)
56581 Norman/Shelly, MN	(2)
56548 Norman/Halstad	(2)
56510 Norman/Ada	(1)
56560 Clay/Moorhead, MN	(1)
56601 Bemidji/Bemidji, MN	(1)
56636 Itasca/Deer River, MN	(2)
58051 Cass/Kindred, ND	(1)
56474 Cass/Pine River, MN	(1)
55433 Anoka/Coon Rapids, MN	(1)
55014 Anoka/Circle Pine, MN	(1)
55112 Ramsay/St. Paul, MN	(1)
58271 Pembina/Pembina, ND	(1)
58367 Rolette/Rolla, MN	(1)
58504 Burleigh/Bismarck, ND	(1)
06831 Fairfield/Greenwich, CT	(1)