

Executive Summary: Zoo, Arts and Parks Public Opinion Survey

Salt Lake County Resident Survey

Conducted: February 26-27, 2007

Sample size: 201 completed interviews Error: +/- 7.0%

1. Are you aware of the Zoo, Arts & Parks program often called ZAP? (*funded by a 1/10th of one percent countywide sales tax,*)

Yes	56%
No (SKIP TO Q. 5)	41%
Don't know (DO NOT READ)	3%

2. IF YES ON Q.1: Do you know what the program does? (*Number responding – 117*)

Yes (SPECIFY)	78%
No (SKIP TO Q.6)	18%
Don't know (DO NOT READ)	4%

3. IF YES: Do you know how the program is funded? (UNAIDED) IF NO, ASK: Would you say from ...(ROTATE)? (*Number responding – 117*)

SL County taxes	57%
Corporate contributions	3%
Ticket sales	2%
State government	9%
Other (SPECIFY)	20%
Don't know (DO NOT READ)	10%

5. How important to do you think ZAP support of art, cultural, zoological, park facilities and museums is?

Not at all important	2%
Somewhat important	37%
Very important	58%
Don't know (DO NOT READ)	3%

6. Have you attended a dance or music concert, art show, museum, zoo or dramatic presentation in Salt Lake County?

Yes	84%
No	16%
Don't know/refuse (DO NOT READ)	0%

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7. IF YES ON Q.6: What was the last event you attended? (Number responding – 176)

(COMMENTS TYPED VERBATIM)

Zoo	30%
Concert	7%
Play	11%
Symphony	6%
Museum	4%
Hale Center Theater	4%
Ballet	4%
Art Exhibit	4%
Aquarium	2%
Opera	2%
Dance	3%
Theater	2%
Musical Production	2%
Cultural Event at library	1%
Rieu at E-Center	1%
Arts Festival	1%
Miscellaneous	7%
Don't know	10%

8. IF YES ON Q.6: When was the event? Was it.... (Number responding – 176)

In the past month	22%
In the past six months	42%
Six months to a year ago	18%
1-2 years ago	7%
More than 2 years ago	10%
Don't know (DO NOT READ)	0%

9. How many times a year do you attend performing and visual art events?

Never	18%
1-3 times	44%
3-10 times	29%
11-20 times	4%
Over 20 times a year	4%
Other (DO NOT READ – SPECIFY)	0%
Don't know (DO NOT READ)	2%