



One Survey: Valuable Findings from CAC's Community Survey

Background and Methodology

Cuyahoga Arts & Culture partnered with TRIAD Research Group to conduct a telephone public opinion survey with 600 Cuyahoga County residents in December 2014. This is the first time that CAC has conducted a survey of this scope, gathering information from residents beyond our cultural partners' audiences.

The calls were distributed across the county in proportion to the total number of registered voters in each city or village and ward for the City of Cleveland. Twenty percent of the 600 calls were with cell phone only households. The survey has a margin of error of no more than +/- 4% at the 95% confidence level.

Survey Goals

The goals of the project were to test public awareness and opinion of CAC and public funding for arts and culture, and to gather data about arts and cultural perceptions and participation in Cuyahoga County.

Key Findings

- **Cuyahoga County residents have very positive attitudes toward arts and cultural organizations and activities.** 80% think arts and culture activities are extremely or very important to making Cuyahoga County an attractive place to live. Only the lakefront and Metroparks rated this high (82%). 66% think the availability of arts and culture activities in the county is very good.
- **Many residents regularly attend arts and cultural activities; they also frequently go to parks and libraries.** Three-fifths (61%) go to arts and culture activities in the county once every three months or more often. A large majority also visit Cleveland Metroparks (86%) or the library (74%).
- **Residents rely on traditional media for news.** Residents rated TV (51%) and The Plain Dealer (41%) as the main sources of their local news and information.
- **Many residents believe local arts and culture organizations should receive public funding.** Over two-thirds (68%) think it is important to provide some public funding to arts and culture organizations in Cuyahoga County.
- **Awareness of Cuyahoga Arts & Culture is low, but several facts will help increase public awareness and build positive perceptions of CAC.** A third (31%) have heard of Cuyahoga Arts & Culture. Awareness was higher among those who attend arts and culture activities monthly (45%).
 - **CAC's key messages tested well.** Residents find it very important that CAC supports: children's educational programs and field trips (75%); economy through spending/jobs (65%); free programs for residents (64%); programming in nearly every community in the county (61%).
 - **Accountability, public benefit and transparency are important to residents.** Residents find it favorable that CAC requires organizations to: account for how they spend the money (80%) and demonstrate how they will benefit the community (78%); as well as uses an open and transparent process that provides funding for large, medium and small organizations (74%).