



## Great Lakes Arts, Culture, and Heritage Participation Survey Report

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## INTRODUCTION

Understanding consumer markets is essential to achieving success in our 21<sup>st</sup> Century global economy. Some expect the renaissance of Michigan's economy will be fueled in part by cultural consumers who are making "non-traditional" employment, investment, residency, entertainment, and education decisions. It is believed that cultural consumerism and increased public and private investment in cultural enterprises and attractions will create a new and vibrant cultural economy which will further enhance Michigan's quality of life. The opportunities afforded by a more dynamic cultural economy will enhance Michigan's appeal as a place to live and locate new knowledge and service-based businesses. However, while cultural consumerism is on the rise across the country, many in the cultural sector continue to lack access to requisite scientific information and analyses that could help them better understand cultural consumer behavior and perceptions and respond to opportunities. There is also a shortage in benchmark information with which to assess the effectiveness of cultural economic development and efforts to market cultural products and opportunities.

The Great Lakes Arts, Culture and Heritage Participation Survey Report offers Michigan a comprehensive view of cultural consumerism in our state and the other Great Lakes states. The Recreation Industries Research Center at Michigan State University designed and implemented the survey to provide baseline information that would allow the state's cultural sector and stakeholders to better understand consumer behaviors across disciplines and demographics. The survey offers a foundation from which other innovative cultural economic development research initiatives, currently under development, can evolve. It is anticipated this survey will be routinely implemented on a multi-year cycle in the future.

The growing cultural marketplace is spurring revitalization throughout our state. The Great Lakes Arts, Culture and Heritage Participation Survey Report identifies our areas of strength and vulnerability and presents us with opportunities for community and cultural sector growth. The Office of Cultural Economic Development believes we have only seen the "tip of the iceberg" of the economic potential of our sector, and we offer our gratitude to Dr. Edward Mahoney and Doo Syen Kang at Michigan State University, along with the many organizations and individuals who helped make this invaluable report possible.

Betty Boone, Director  
Office of Cultural Economic Development  
Department of History, Arts and Libraries  
August 30, 2007

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In addition, we would like to acknowledge the outstanding support from our many Michigan State University colleagues who diligently provided their expertise, time, and effort, including Lori Langone and Carla Barbieri.

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## BACKGROUND

The Michigan Department of History, Arts and Libraries (HAL) is actively engaged in implementing a comprehensive Cultural Economic Development Strategy. According to Dr. Bill Anderson, Director of HAL, "Michigan's current challenges demand that every sector share its resources toward strengthening the state's economy and enhancing our quality of life. Culture, broadly defined, is an untapped economic development resource. When appropriately engaged at local, regional, and statewide levels, our state's cultural resources can leverage significant new tax revenue, provide good paying jobs, and create sustainable enterprise."

Cultural economic development entails encouraging Michigan's creative talent and cultural assets to spur economic growth and community prosperity. The strategy includes the following components: (1) research-based practice and management, (2) support of cultural magnets, (3) growing entrepreneurship and jobs, (4) fostering cultural economic development in the community, (5) building human capital, and (6) growing the number and diversity of partnerships and collaborations with the cultural community. A basic tenet of HAL's economic development strategy is that on-going market and economic research is essential to setting priorities, making decisions, and evaluating results. Scientific analysis and insightful interpretation *must* play a critical role in determining the effectiveness and impact of the Cultural Economic Development Strategy.



The purpose of the Great Lakes Arts, Culture, and Heritage Participation Survey was to collect information from residents of Michigan and the surrounding Great Lakes states concerning their participation (e.g., volunteer service, donations) in arts and cultural activities, programs, and organizations. Specific purposes include the collection of: (1) base-line information on participation in arts and cultural activities; (2) data to identify and profile various arts and cultural market segments; (3) information on various aspects of cultural consumerism, including the purchase of art and the employment of artists, musicians, and design, heritage preservation and restoration professionals; and (4) data related to cultural tourism and resident, as opposed to non-resident, perceptions of Michigan's cultural opportunities. The emphasis was on gathering information to be used in identifying market(ing) opportunities and evaluating the contribution and performance of the Cultural Economic Development Strategy over time.

The Department of History, Arts and Libraries' (HAL) Office of Cultural Economic Development is also working in partnership with Michigan State University to develop a Cultural Economic Development Online Tool (CEDOT) to enable the state to fully articulate the market and non-market value(s) of arts and culture. CEDOT, the first online tool of its kind in the nation, is designed to provide an accessible, uniform, scientific-based method for collecting, measuring, managing, analyzing, and reporting data related to the cultural sector.

As an integral component of CEDOT, the Great Lakes Arts, Culture and Heritage Participation Survey provides information that will ultimately be incorporated as a part of the online tool for cultural sector economic impact analysis. The report provides preliminary analyses of the survey data, which will be followed by a series of specialized reports.

## RESEARCH METHODS

The survey was conducted in November 2006 using a web-based data-driven survey instrument. A web-based survey was utilized because: (1) it provided the ability to efficiently and conveniently collect a large amount of complicated information; (2) it provided the capacity to develop surveys tailored to different respondents; (3) most of the costs associated with conducting this type of survey are fixed, and there is declining marginal cost with large samples; (4) this method allows for savings in time and cost of preparing data for analysis; and (5) HAL intends to repeat the survey every other year to assess market trends and gather information to assist in evaluating the results of programs and strategies to encourage cultural economic development.



A unique survey was developed for each respondent from a set of 700 possible questions, but a data-driven system allowed people to skip certain questions based on their previous answers. The survey was divided into a series of modules focusing on these topics: (1) attendance at music, dance, and theatrical performances; (2) participation in various arts; (3) art purchases and employment of artists and design professionals; (4) membership, donations, and volunteer service to arts and cultural organizations; (5) use of libraries; (6) participation in arts education as children and adults; (7) exposure to arts as a child; (8) cultural tourism; (9) professional artists; and (10) demographics. Each module began with filtering questions (e.g., Have you attended any theatrical performances within the last 12 months?) which determined the number sequence of questions posed to each respondent.

The process of designing the survey, which began in April 2006, included a thorough review of previous arts and cultural surveys with an emphasis on Michigan and other Great Lakes states. The purpose was to identify the types of questions that comprised previous arts and cultural surveys, specifically those conducted on a continuing basis. Since one of the purposes of the survey was to produce base-line information to assist in evaluating the Strategy's effectiveness, a wide variety of questions was available to each respondent, and many questions had multiple levels of depth. The survey questions were designed with the help of significant input from a wide representation of Michigan arts and cultural organizations. A series of meetings were held with different arts and cultural stakeholders to determine the nature of the participation and market information they had available, as well as to learn more about their information needs. Drafts of different survey instruments were reviewed by HAL staff. A functioning version of the web survey was pre-tested (e.g., functionality of the web survey, understandability of the questions) by nearly 300 students, staff, and professors at Michigan State University in November. The results of this testing were used to fashion a final instrument which was reviewed by Michigan State University's Social Science/Behavioral/Education Institutional Review Board (SIRB) to insure it met all requirements (e.g., confidentiality) for protecting human subjects.

Survey Sampling Incorporated (SSI), one of the leading providers of samples, sent invitations to complete the survey to a sampling of households represented on their pre-recruited Internet panel. The objective was to receive at least 5,000 completed surveys – 2,000 (40%) from Michigan residents and the remaining 3,000 from the residents of Illinois, Indiana, Ohio, Minnesota, and Wisconsin. These states are widely viewed as comprising Michigan's most important cultural tourism market. A total of 6,110 completed surveys were returned, of which 5,987 respondents provided information on their state of residence. The numbers and percentages of responses from Michigan and five other Great Lakes states were distributed as follows: Michigan - 2,092 (35%), Illinois - 1,012 (17%), Indiana - 595 (10%), Ohio - 1,205 (20%), Minnesota - 523 (9%), and Wisconsin - 560 (9%).



This, the first in a series of reports that will present findings from this survey, focuses on arts participation and cultural consumerism of Michigan residents and the residents of the other Great Lakes states.

## FINDINGS

The results of the survey are presented in 26 tables. The tables include the findings for all survey respondents, Michigan respondents, and respondents of the other Great Lakes states. Because a data-driven survey was utilized, some of the tables include elaborate footnotes to better insure the correct interpretation of the tables. Table 1 provides a breakdown of the responses for the primary screening questions and shows the number of responses (N) for each of them. Although 6,110 persons completed the survey, for certain questions (e.g., Do you consider yourself to be a professional artist?) there are too few respondents to perform additional breakdown analyses. In most cases, there are a sufficient number of respondents to make additional segmented analyses possible, and they are provided in the tables. More in-depth analyses of various market segments will be provided in future reports.

### Attendance at Theatrical Performances - (Table 2)

A series of questions focused on attendance at theatrical, dance, and music performances, including the number of attendances and ticket purchases. More than a third (37%) of all respondents and 36 percent of Michigan respondents attended a theatrical performance of some type during the previous 12 months (Nov. 2005 - Oct. 2006). This might have included performances at performing arts centers, community theaters, colleges, and schools. On average, the theater-going respondents attended three performances during the previous 12 months. There was not much difference between the Michigan respondents and the respondents of other Great Lakes states in terms of attendance.



Eighty percent of theater-going respondents and 82 percent of Michigan theater-going respondents purchased at least one ticket to a theatrical performance. Nineteen percent of theater-going respondents and 16 percent of Michigan theater-going respondents attended at least one free theatrical performance. The average ticket price paid by theater-going respondents for a theatrical performance was \$38, and the highest price paid was \$250.

### Attendance at Dance Performances - (Table 3)

A smaller proportion of all respondents (14%) attended dance performances, as compared to theatrical performances (37%), and they averaged two performances (including performances by children enrolled in various types of dance classes) during the previous 12 months. Among the dance-going respondents, an unexpectedly high percentage (40%) attended at least one ballet performance, while 37 percent of them attended modern dance performances.

Over half (58%) of the dance-going respondents purchased at least one ticket to a dance performance, and one third (33%) attended one or more free dance performances. The average ticket price paid by those who purchased at least one ticket was \$30, with \$250 being the highest price paid for a ticket.



### Attendance at Music Performances - (Table 4)

A higher proportion of all respondents (44%) attended at least one music performance (e.g., concerts, band and orchestra performances, vocal recitals), as compared to theatrical performances (37%) and dance performances (14%), and those respondents averaged three performances during the previous 12 months. These performances included those performed by children and produced by public and private schools.



Nearly three quarters (73%) of the music-going respondents purchased at least one ticket to a music performance during the previous year, and one third (33%) attended at least one free music performance. The average ticket price paid by music-going respondents for a music performance was \$44, while the highest price paid was \$380. Michigan respondents paid slightly less (\$42) on average for their tickets than respondents living in the other Great Lakes states (\$45).

### Participation in Performing Arts, Visual Arts, and Arts-related Disciplines - (Tables 5, 6 and 7)

The survey also included a sequence of questions pertaining to participation in performing arts, visual arts, and arts-related disciplines. Performing arts include: playing musical instruments, performing in a band/orchestra, solo singing, group singing, dancing, acting, performing comedy/magic, and storytelling. A relatively high percentage of respondents from Michigan (13%) and the other Great Lakes states (13%) participated in at least one type of performing art during the previous three years.

The most popular performing arts among respondents who participated in at least one performing art included: being a member of a vocal group (45%), playing a musical instrument (40%), and acting (31%). Similarly, the most popular performing arts among Michigan respondents who participated in at least one performing art were included: being a member of a vocal group (43%), playing a musical instrument (39%), and acting (33). Clearly, participation in performing arts is an important pastime for many Michigan residents, and this supports a significant economy (e.g., purchases of instruments and music, lessons, travel to performances).



A quarter of all respondents (24%) and of Michigan respondents (25%) participated in some form of visual art during the previous three years. Visual arts include: drawing, painting, printmaking, sculpting, producing textile arts, practicing photography, producing crafts, producing folk/traditional arts, producing media arts, and writing.

The most popular visual arts among respondents who participated in at least one type of visual art during the previous three years are photography (68%), crafts (59%), and writing (46%). Similarly, the most popular visual arts among Michigan respondents who participated in at least one type of visual art during the previous three years are photography (66%), crafts (62%), and writing (47%). Again, these artist consumers represent significant spending (e.g., purchases of cameras, film, craft supplies) which supports many different types of businesses. They also support other artists through their purchases of works of art.



Twelve percent of all respondents and of Michigan respondents engaged in at least one of the following arts-related disciplines during the previous three years (either as a practicing professional or hobbyist): architecture, landscape design/architecture, fashion design, graphic design, interior design, industrial design, historic preservation, genealogy, and archaeology.

Among the respondents who engaged in arts-related disciplines during the previous three years, genealogy (45%), landscape architecture (31%), and interior design (27%) were the most popular arts-related disciplines. Similarly, the most popular arts-related disciplines among Michigan respondents who engaged in arts-related disciplines during the previous three years included: genealogy (44%), landscape architecture (31%), and interior design (28%).

A small percentage of the respondents who participated in performing arts, visual arts, and arts-related disciplines earned money from their participation. The following percentages of Michigan respondents actually earned money from their participation in these types of arts during the previous 12 months: crafts (9.3%), musical instruments (8.8%), graphic design (7.4%), solo singing (5.1%), drawing (4.7%), band/orchestra (4.5%), and painting (4.4%).

### Professional Artists - (Table 8)

Not surprisingly, only slightly more than three percent of all respondents (3.4%) view themselves as professional artists. Since there is no universally accepted definition of what constitutes a "professional artist", no definition of professional artist was provided as part of the question. Respondents classified themselves as professional artists using self-determined definitions of "professional".

More than three quarters (78%) of the Michigan professional artists responding to the survey have received some formal arts-related education or training, as compared to nearly 69 percent of the professional artists from other Great Lakes states. Seventy-five percent of the Michigan professional artists who have received formal education or training received it from a college or university, while nearly 23 percent of them received it from an art or music school.



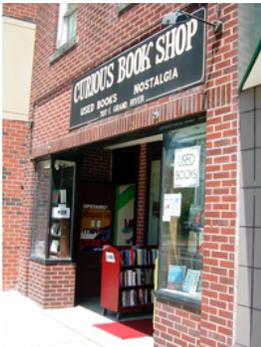
More than a quarter (27%) of the self-identified professional artists responding to the survey did not earn any arts-related income during the previous 12 months, while 19 percent of them earned \$20,000 or more from

their artistic endeavors during that time. A slightly higher proportion (22%) of Michigan's self-identified professional artists earned at least \$20,000 from their art during that time period, compared to 17 percent of the self-identified professional artists from other Great Lakes states.

Interestingly, for 27 percent of self-identified professional artists, arts-related income was their only source of income, while only 16 percent of them indicated that they can support themselves with their arts-related income. Seventy percent of them would like to support themselves with their arts-related income.

A higher percentage of Michigan's self-identified professional artists (37%) reported that their arts-related income was their only source of income, while 22 percent of them indicated that they can support themselves with their arts-related income. Three quarters of Michigan's self-identified professional artists have hopes of supporting themselves in the future with their arts-related income. The major barriers to realizing this aspiration include: financing (e.g., equipment, studio, supplies, marketing) (36%), marketing know-how and resources (28%), credentials (28%), and location (e.g., relative to markets) (24%).

#### Purchases of Visual Arts, Books, Videos/DVDs, CDS, Records, Tapes, and Music Downloads - (Tables 9 and 10)



A higher percentage of respondents than expected (28%) purchased some type of visual art during the previous 12 months (Nov. 2005 - Oct. 2006). Thirty percent of Michigan respondents purchased some type of visual art during that time.

Books (51%), crafts (49%), prints (40%), and paintings (39%) were purchased by the largest proportion of those who purchased visual arts. An unexpectedly high percentage (39%) of the respondents who purchased visual arts purchased them from an art fair, while more than a third (36%) of them bought from an art gallery.

Those who purchased visual arts averaged \$365 in total purchases, whereas Michigan respondents averaged \$322. The highest price paid for one piece of art was \$153, and in Michigan it was \$125.

Seventy-five percent of all respondents purchased books; videos/DVDs; and CDs, records, tapes, and music downloads during the previous 12 months, spending an average of \$138 on books, \$123 on videos and DVDs, and \$89 on CDs, records, tapes, and music downloads. Activity by Michigan respondents was very similar during that time period with slightly more spending on CDs, records, tapes, and music downloads (\$97).

#### Employment of Performing Artists, Architects, Designers, and Heritage-related Services - (Table 11)

The literature review conducted in preparation for the design of this survey failed to identify any recent studies which collected information on the employment of artists in Michigan or surrounding states. Therefore, several questions were added to provide some information on the percentages of persons who employ artists and art-related professionals.

During the previous 12 months, 2.2 percent of all respondents hired a performing artist. Performing artists include solo musicians, bands/groups, solo singers, singing groups, acting or theatrical companies, comedians, dancers, disk jockeys, magicians, storytellers, and others.

Architectural and design services provided by architects; landscape architects; and graphic, interior, fashion, and industrial designers were retained by 1.4 percent of those responding to the survey. Less than one percent (0.8%) of all respondents hired historic preservation/restoration, archaeological, or genealogical services.



#### Use of Libraries - (Tables 12 and 13)

A high percentage of all respondents (69%) and of Michigan respondents (67%) hold at least one card which allows them to borrow books and other materials (e.g., CDs, videos) from libraries. This was not surprising,

given the high educational attainment of the respondents. On average, persons who hold at least one library card average 1.3 such cards.

Sixty-one percent of all respondents and 59 percent of Michigan respondents have visited a library at least once during the last 12 months. Respondents who visited libraries during the previous 12 months averaged nearly ten visits annually. Twenty percent of those library-visiting respondents visit a library only once a year, but there are some persons who visit as many as 260 times a year.



As expected, the most common reason for visiting libraries was to borrow books (77%), followed by borrowing CDs/videos (36%), and conducting research of various types (33%). One quarter of all respondents who visited a library during the previous 12 months utilized computers or accessed the Internet during their visits.

Not surprisingly, the vast majority (98%) of all respondents who hold at least one library card utilize public libraries, followed by university/college libraries (15%). Of the respondents who visited libraries during the previous 12 months, 95 percent paid a visit to a public library, followed by 18 percent who visited a university/college library, and five percent who visited a school library. Michigan respondents exhibited a similar pattern, except that a slightly higher percentage (19%) of them utilized a university/college library.

More than half (58%) of all respondents accessed a library online at least once during the previous 12 months. It is important to recognize that since this was a web-based survey, that percentage is very likely higher than among the general public.

#### Affiliation With, Donations to, and Volunteer Service to Arts, Heritage, and Cultural Organizations - (Tables 14, 15, 16, and 17)

Eight percent of all respondents and nine percent of Michigan respondents were affiliated with an arts, heritage, or cultural organization during the previous 12 months. Affiliated means that they were a member, officer, or employee of a national, state, or local membership-based organization that supports, sponsors, or implements arts, heritage, or cultural activities. This includes organizations focused on visual and performing arts, arts education, public art, library services, heritage preservation, and public awareness and advocacy of the arts.

More than a quarter (27%) of the Michigan respondents who were affiliated with an arts, heritage, or cultural organization were members, officers, or employees of a heritage preservation organization, while 25 percent of them were affiliated with a performing arts organization, and 16 percent were affiliated with an arts public awareness organization. Nearly 15 percent of Michigan respondents made some type of donation to an arts, heritage, or cultural organization during the previous 12 months. This included donations to school, youth, advocacy, performing or visual art, historic preservation, and/or museum organizations.

Half of the Michigan respondents who made a donation contributed less than \$100, while 20 percent of them made contributions between \$100 and \$199. Conversely, slightly fewer than three percent (2.7%) of them contributed \$1,000 or more to one or more of these organizations.

Eight percent of all respondents volunteered time to one or more arts, heritage, or cultural organizations focused on visual or performing arts, arts education, public art, libraries, heritage preservation, or public awareness of the arts.



Thirty percent of the respondents who volunteered during the previous 12 months provided one to five hours of service to arts, heritage, or cultural organizations, while almost ten percent provided 66 hours or more of volunteer service. Seventy percent of volunteers provided 20 or fewer hours of service during that time period.

As expected, the vast majority of Michigan respondents who donated (80%) and volunteered (90%) during the previous 12 months did so with local arts, heritage, and cultural organizations, while a much smaller number of

them donated (21%) and volunteered (10%) with statewide organizations. A similar pattern exists among the respondents of the other Great Lakes states.

### Arts Education and Exposure to the Arts During Childhood - (Tables 18, 19 and 20)

Persons involved with arts education and programs intended to expose children to the arts contend that these childhood experiences can encourage a life-long interest and involvement in the arts, including as arts consumers and supporters (e.g., donors, volunteers). Recognizing this, and because of growing concerns about reduced support for arts education, respondents were asked a sequence of questions relating to whether they had taken any visual (e.g., painting and drawing), performing (e.g., dance, singing, and musical instruments), or literary arts or crafts lessons as children and during the previous 12 months, and similarly whether any children living in their household had been involved in these types of arts education classes during the previous 12 months.



Sixty percent of Michigan respondents participated in some type of visual, performing, or literary arts or crafts lessons or classes as children, while only six percent of them participated in those types of lessons or classes during the previous 12 months. Nearly half (48%) of the Michigan respondents who took lessons or classes during that time took classes in visual arts, followed by performing arts (31%) and music (24%) classes.

Nearly 17 percent of Michigan respondents lived in households where children had taken any type of art lessons or classes during the previous 12 months. The vast majority of those children had taken music classes (63%), followed by performing arts (37%), visual arts (29%), and crafts (23%) classes.

Almost 70 percent of all respondents were exposed to the arts as children. Respondents were asked to assess their exposure to arts as children on a six-point scale from 1 (never) to 6 (very frequently). The average level of childhood exposure to the arts was 2.6. Slightly more than two percent of respondents had been exposed to the arts very frequently during childhood.

Respondents were asked to assess the importance of support for arts education funding on a scale from 1 (not at all important) to 7 (very important). The average importance rating was 5.4. Twenty-nine percent of all respondents and 31 percent of Michigan respondents agreed that it is very important that arts education is financially supported. Only four percent of all respondents and three percent of Michigan respondents felt that it was not at all important to support arts education funding.



Michigan respondents who had taken any type of art lessons or classes during the previous 12 months spent \$701 on average (e.g., fees, materials, equipment, rentals), with the highest amount reported being \$10,000. Michigan respondents who had children in their households taking any type of art lessons or classes spent an average of \$462 on this instruction.

### Arts and Culture-related Tourism - (Tables 21, 22, 23, 24 and 25)

Some key elements of Michigan's Cultural Economic Development Strategy are to encourage the development and packaging of cultural tourism attractions and to stimulate and support cooperative marketing partnerships that are aimed at promoting culture-related pleasure trips to and within the state. In recognition of these goals, the survey asked a number of questions to help HAL develop a better understanding of cultural tourists. The findings verify the importance of emphasizing cultural tourism and the great degree to which cultural activities and attractions shape the nature of pleasure trips.

Approximately 62 percent of all respondents and 64 percent of Michigan respondents took a pleasure trip to a destination more than 50 miles from their home during the previous 12 months (Nov. 2005 - Oct. 2006). Respondents who took pleasure trips averaged about four trips.

More than half (55%) of the trip-taking respondents took at least one of their pleasure trips within their state of residence, averaging 1.9 in-state pleasure trips. A greater proportion (66%) of the Michigan trip-taking respondents took at least one of their pleasure trips within their state of residence, averaging 2.3 in-state pleasure trips. Nearly 71 percent of Michigan respondents who took a pleasure trip visited another state on at least one of their trips, compared to 78 percent of all respondents and nearly 83 percent of respondents residing in the other Great Lakes states.



Among respondents who took a pleasure trip during the previous 12 months, more than half (52%) of them visited some type of historical attraction or site during at least one of their pleasure trips, followed by 40 percent who visited a museum and 40 percent who visited a festival. This pattern was fairly consistent among Michigan and non-Michigan survey respondents.

Respondents were also asked to provide more detailed information about their last pleasure trip during the previous 12 months. Among respondents who took a pleasure trip, nearly 18 percent indicated that cultural tourism including: visiting arts, cultural, or heritage-related attractions, participating in programs, or attending festivals/performances, was the only purpose for their last trip. Seventeen percent of respondents chose pleasure trip destinations based only on the availability of cultural attractions and programming. These results were likely influenced by the time of year the survey was administered, and these percentages would likely have been lower if the survey had been administered during the summer months. Forty percent of the last pleasure trips involved visiting historical sites, followed by visiting museums (26%), attending festivals (24%), and visiting zoos/aquariums (19%).



As might be expected, Michigan was the most popular destinations for pleasure trips of more than 50 miles from home for Michigan respondents. Other popular destinations among Michigan respondents were Florida, Illinois, Ohio, and North Dakota.

Respondents were asked to rate the importance (1=not at all important, 7=very important) of various cultural attractions and programs when selecting destinations for pleasure trips more than 50 miles from home. The results (Table 24) confirmed the significance of cultural attractions and programs in destination decisions. The cultural attractions and programs assigned the greatest average importance by all respondents were: gardens, zoos and aquariums (4.8 on a 7-point scale); historical attractions (4.7); museums (4.4); cultural fairs/festivals (4.3); and customs and ways of living (4.1). The opportunity to buy local arts and crafts (4.1) was considered to be important to very important (5-7 on a 7-point importance scale) by 44 percent of the respondents.

It is also interesting to note that a relatively high percentage of respondents considered the opportunity to purchase products grown locally (39%) and agricultural attractions and events (34%) to be important to very important (5-7 on a 7-point importance scale) in selecting pleasure trip destinations. And, relatively small percentages of respondents assigned no or very low (1-2) importance to cultural attractions or programs when making trip decisions.

Respondents were also asked the degree (1=strongly disagree and 7=strongly agree) to which they agreed or disagreed with statements concerning cultural attractions and programs available in Michigan. Table 25 reveals significant differences in the perceptions of Michigan respondents as compared to the respondents of other Great Lakes states. Michigan respondents were generally more favorable concerning Michigan cultural attractions and programs, suggesting that more effort needs to be invested in highlighting and marketing Michigan arts and culture at the state and local level. In this case, promoting tourism will also benefit the sale of art produced in Michigan.

Michigan respondents, as well as the respondents of other Great Lakes states, generally had positive perceptions concerning Michigan's cultural attractions and programs. All respondents, both Michigan residents and non-residents, were generally most positive concerning the following attractions and programs: (1) Michigan has significant historical/heritage attractions, sites and districts (mean of 4.9 on a 7-point scale), (2) Michigan has exciting and lively cultural fairs/festivals/events (mean of 4.8), (3) Michigan has a variety of

places to buy local art/crafts including shops, galleries, etc. (mean of 4.8), (4) Michigan has many products grown or processed locally (mean of 4.8), and (5) Michigan has quality performing arts (mean of 4.7).

Of some concern is that the largest discrepancy in perceptions between Michigan respondents and the respondents of the other Great Lakes states occurred with regard to cultural attractions and programs that greatly influence the selection of pleasure trip destinations including: (1) Michigan has significant historical/heritage attractions, sites and districts (mean 5.5 vs. 4.6), (2) Michigan has many interesting museums (mean 5.2 vs. 4.3), and (3) Michigan has exciting and lively cultural fairs/festivals/events (mean 5.5 vs. 4.5). Respondents of other Great Lakes states have a less positive perception of Michigan, possibly due to a lack of awareness and exposure.



### Socioeconomic Characteristics of the Survey Respondents - (Table 26)

Sixty-three percent of those who responded to the survey were women. The higher percentage of female respondents is consistent with responses to other web-based surveys and to many other types of general household surveys. The average age of respondents was 45.



On average, respondents lived in households with 2.6 persons. Approximately 39 percent of respondents were single persons. Thirty-seven percent of respondents had children living at home, while 27 percent had children not living at home.

The sampling plan was designed to so that one-third of the respondents would be from Michigan households. Nearly 35 percent of the respondents resided in Michigan, while 65 percent resided in neighboring Great Lakes states.

The respondents had higher education levels on average (i.e., than the populations of these states) with approximately one-third (33%) of the respondents having a degree from a four-year college, some graduate study, or an advanced degree. Approximately 45 percent had some college or a degree from a two-year college.

Nearly ninety percent (89.8%) of all respondents identified themselves as Caucasian or White, while nearly six percent of them (5.7%) were African American or Black, 1.2 percent of them were Asian or Pacific Islander, and 1.1 percent of them were Native American. Additionally, slightly more than two percent (2.4%) of respondents identified themselves as being of Hispanic origin or descent.

Thirty percent of all respondents had household incomes of less than \$30,000, while 33 percent had incomes of \$60,000 or more, and nearly 10 percent had incomes of \$100,000 or more.

Table 1: Responses to key screening questions that determined the sequence of questions comprising the surveys answered by respondents.

	All Respondents <sup>b</sup>	Michigan Respondents <sup>c</sup>	Respondents of Other Great Lakes States <sup>d</sup>
<b>Total Responses</b>	6,110 <sup>e</sup> (5,987) <sup>f</sup>	2,092	3,895
			OH: 1,205 (30.9%) IN: 595 (15.3%) WI: 560 (14.4%) MN: 523 (13.4%) IL: 1,012 (26.0%)
<b>Screening Questions<sup>a</sup></b>	<b>N (%)</b>	<b>N (%)</b>	<b>N (%)</b>
<b>Attendance at Performances</b>			
Have you attended any live theater performances (e.g., plays, musicals or operas) during the last 12 months?	2,285 (37.4%)	752 (35.9%)	1,473 (37.8%)
Have you attended any live dance performances (e.g., ballet, jazz or modern) during the last 12 months?	861 (14.1%)	320 (15.3%)	517 (13.3%)
Have you attended any live music concerts during the last 12 months?	2,701 (44.2%)	956 (45.7%)	1,681 (43.2%)
<b>Participation in the Arts</b>			
During the last 3 years, have you been engaged in any performing arts, such as theater, dance, or music?	803 (13.1%)	276 (13.2%)	507 (13%)
During the last 3 years, have you been engaged in any visual arts, such as drawing, painting, printmaking, writing, textiles, photography, and/or sculpture?	1,464 (24.0%)	522 (25.0%)	904 (23.2%)
During the last 3 years, have you engaged in any art-related or cultural disciplines; architecture; landscape architecture; fashion, graphic, interior or industrial design; historic preservation or restoration; genealogy; or archaeology?	733 (12.0%)	259 (12.4%)	453 (11.6%)
<b>Consider Themselves to be Professional Artists</b>			
Do you consider yourself to be a professional artist?	209 (3.4%)	67 (3.2%)	141 (3.6%)
<b>Purchased Art During the Previous 12 Months</b>			
Have you purchased any visual arts including drawings, paintings, writings, prints, graphic designs, crafts or photographs during the last 12 months?	1,719 (28.1%)	621 (29.7%)	1,050 (27.0%)
Have you purchased or rented any books, videotapes, DVDs, CDs, records, tapes, or music downloads during the last 12 months?	4,603 (75.3%)	1,594 (76.2%)	2,912 (74.8%)

Table and footnotes continue on the next page...

**Table 1: Responses to key screening questions that determined the sequence of questions comprising the surveys answered by respondents.**  
(Continued)

	All Respondents <sup>b</sup>	Michigan Respondents <sup>c</sup>	Respondents of Other Great Lakes States <sup>d</sup>
Screening Questions <sup>a</sup>	N (%)	N (%)	N (%)
<b>Employment of Artists and Cultural Professionals</b>			
Have you hired any performing artists including musicians/bands, actors, comedians, mimes/performance artists during the last 12 months?	132 (2.2%)	42 (2.0%)	86 (2.2%)
Have you hired any architects or designers during the last 12 months?	88 (1.4%)	34 (1.6%)	51 (1.3%)
Have you hired any historic preservation/restoration, archaeological, or genealogical services during the last 12 months?	48 (0.8%)	17 (0.8%)	27 (0.7%)
<b>Participation in Cultural Tourism</b>			
Have you taken any pleasure trips to destinations more than 50 miles from your home during the last 12 months?	3,804 (62.3%)	1,346 (64.3%)	2,377 (61.0%)
Have you taken any pleasure trips to destinations more than 50 miles from your home during the last 12 months on which you participated in any of the following arts or cultural activities?			
- Theatrical performance (musical, play or opera)	814 (21.4%)	261 (19.4%)	532 (22.4%)
- Museum	1,510 (39.7%)	499 (37.1%)	973 (40.9%)
- Festival	1,511 (39.7%)	565 (42.0%)	905 (38.1%)
- Historical site, attraction or community (heritage parks, lighthouses, monuments, landmarks, archaeological sites, cultural centers or historical communities)	1,965 (51.7%)	695 (51.6%)	1,225 (51.5%)
- Zoo, aquarium, botanical garden or arboretum	1,374 (36.1%)	471 (35.0%)	873 (36.7%)
- Library	883 (23.2%)	297 (22.1%)	562 (23.6%)
<b>Use of Libraries</b>			
Do you currently have a valid library card?	4,199 (68.7%)	1,396 (66.7%)	2,709 (69.6%)
Have you visited a library during the last 12 months?	3,733 (61.1%)	1,235 (59.0%)	2,414 (62.0%)

Table and footnotes continue on the next page...

**Table 1: Responses to key screening questions that determined the sequence of questions comprising the surveys answered by respondents.**  
(Continued)

	All Respondents <sup>b</sup>	Michigan Respondents <sup>c</sup>	Respondents of Other Great Lakes States <sup>d</sup>
Screening Questions <sup>a</sup>	N (%)	N (%)	N (%)
<b>Arts and Culture Related Membership, Donations and Volunteering</b>			
Are you affiliated (e.g., member, officer, and employee) with a national, state or local membership-based organization that supports, sponsors, or implements arts, heritage or cultural activities. This could include artist organizations that fundraise and sponsor cultural activities and facilities (e.g., concerts, art shows, heritage preservation, and community libraries)?	509 (8.3%)	187 (8.9%)	308 (7.9%)
During the last 12 months, have you donated any money to an arts, heritage or cultural organization (or cause) including but not limited to organizations of which you were/are a member?	891 (14.6%)	305 (14.6%)	562 (14.4%)
During the last 12 months, have you volunteered any time to an arts, heritage or cultural organization (or cause) including but not limited to organizations of which you were/are a member?	498 (8.2%)	171 (8.2%)	308 (7.9%)
<b>Art Education</b>			
When you were a child, did you take any type of visual (e.g., painting and drawing), performing (e.g., dance, singing, and musical instruments) or literary arts or crafts lessons or classes?	3,525 (57.7%)	1,247 (59.6%)	2,195 (56.4%)
During the last 12 months have you taken any type of visual (e.g., painting and drawing), performing (e.g., dance, singing, and musical instruments) or literary arts or crafts classes or lessons?	337 (5.5%)	131 (6.3%)	191 (4.9%)
During the last 12 months, have any children residing in your household taken any type of visual (e.g., painting or drawing), performing (e.g., dance, singing, or musical instrument), or literary arts or crafts classes or lessons?	892 (14.6%)	349 (16.7%)	528 (13.6%)

**Notes:**

- This was a data-driven survey, meaning that unique surveys were developed for each respondent based on their responses to the various screening questions.
- This includes all respondents that completed the different questions.
- This only includes Michigan respondents who completed various questions.
- This only includes respondents of other (non-Michigan) states who completed various questions.
- 6,110 respondents completed the survey.
- 5,987 respondents provided their state of residence and were included in the Michigan and other Great Lakes states analyses.

Table 2: Information concerning attendance at theatrical performances during the previous 12 months (Nov. 2005 - Oct. 2006).

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Attended at Least One Theatrical Performance</b>	37.4%		35.9%	37.8%
	Among respondents who attended at least one theatrical performance	Among all Respondents	Among Michigan respondents who attended at least one theatrical performance	Among respondents of other Great Lakes states who attended at least one theatrical performance
<b>Purchased At Least One Ticket to a Theatrical Performance</b>	79.7%	29.7%	82.4%	78.6%
<b>Attended At Least One Free Theatrical Performance</b>	18.6%	6.9%	16.1%	19.4%
<b>Types of Theatrical Performances Attended</b>				
Play	68.8%	25.7%	68.8%	68.5%
Musical	64.1%	24.0%	64.4%	64.0%
Opera	8.3%	3.1%	6.9%	8.6%
Other Types of Performances	10.0%	3.7%	9.8%	10.1%
<b>Number of Theatrical Performances Attended</b>				
Max.	38		38	30
Mean <sup>a</sup>	3		3	3
Mode <sup>b</sup> (Mode % <sup>c</sup> )	1 (40.3%)		1 (42.3%)	1 (39.9%)
<b>Number of Out-of-state Theatrical Performances Attended<sup>d</sup></b>				
Max.	15		15	15
Mean <sup>a</sup>	2		2	2
Mode <sup>b</sup> (Mode % <sup>c</sup> )	0 (62.5%)		1 (63.6%)	1 (63.0%)
<b>Average Ticket Price Paid for Theatrical Performances</b>				
Max.	\$250		\$200	\$250
Mean <sup>a</sup>	\$38		\$37	\$39
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$50 (9.8%)		\$50 (10.9%)	\$50 (9.5%)

**Notes:**

- This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .
- The mode is the most frequently provided response to the question, but it does not necessarily represent the majority of the respondents.
- The mode percentage is the percentage of persons who provided this (mode) response, so 62.5% of those who attended at least one theatrical performance did not attend any out-of-state theatrical performances.
- This information is only for persons who attended at least one out-of-state performance.

Table 3: Information concerning attendance at dance performances during the previous 12 months (Nov. 2005 - Oct. 2006).

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Attended at Least One Dance Performance</b>	14.1%		15.3%	13.3%
	<b>Among respondents who attended at least one dance performance</b>	<b>Among all Respondents</b>	<b>Among Michigan respondents who attended at least one dance performance</b>	<b>Among respondents of other Great Lakes states who attended at least one dance performance</b>
<b>Purchased At Least One Ticket to a Dance Performance</b>	58.4%	8.2%	57.8%	58.6%
<b>Attended At Least One Free Dance Performance</b>	33.4%	4.5%	30.7%	34.5%
<b>Type of Dance Performances Attended</b>				
Ballet	39.7%	5.6%	40.6%	39.3%
Modern dance	37.3%	5.3%	38.8%	36.6%
Jazz	20.1%	2.8%	22.2%	18.2%
Ethnic dance	19.4%	2.7%	16.9%	20.3%
Folk dance	10.8%	1.5%	7.8%	12.2%
Other	15.9%	2.2%	16.6%	15.3%
<b>Number of Dance Performances Attended</b>				
Max.	32		14	32
Mean <sup>a</sup>	2		2	2
Mode <sup>b</sup> (Mode % <sup>c</sup> )	16 (2.2%)		16 (2.2%)	16 (2.9%)
<b>Number of Out-of-state Dance Performances Attended<sup>d</sup></b>				
Max.	9		6	8
Mean <sup>a</sup>	2		2	2
Mode <sup>b</sup> (Mode % <sup>c</sup> )	16 (2.3%)		16 (2.9%)	16 (0.8%)
<b>Average Ticket Price Paid for Dance Performances</b>				
Max.	\$250		\$125	\$250
Mean <sup>a</sup>	\$30		\$27	\$32
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$25 (10.1%)		\$10 (10.9%)	\$20/25 (9.8%)

**Notes:**

- This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .
- The mode is the most frequently provided response to the question, but it does not necessarily represent the majority of the respondents.
- The mode percentage is the percentage of persons who provided this (mode) response.
- This information is only for persons who attended at least one out-of-state performance.

Table 4: Information concerning attendance at music performances during the previous 12 months (Nov. 2005 - Oct. 2006).

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Attendance</b>	44.2%		45.7%	43.2%
	Among respondents who attended at least one music performance	Among all respondents	Among Michigan respondents who attended at least one music performance	Among respondents of other Great Lakes states who attended at least one music performance
<b>Purchased At Least One Ticket to a Music Performance</b>	73.1%	32.3%	70.9%	74.2%
<b>Attended At Least One Free Music Performance</b>	33.4%	14.4%	33.6%	33.1%
<b>Type of Music Performances Attended</b>				
Folk and ethnic	11.9%	5.3%	12.9%	11.2%
Jazz	13.4%	5.9%	13.8%	12.8%
Blues	10.0%	4.4%	10.4%	9.6%
Symphony	17.9%	7.9%	16.4%	18.5%
Country	22.3%	9.9%	21.8%	22.9%
New and experimental	3.8%	1.7%	2.8%	4.2%
Rock	45.4%	20.0%	44.7%	46.0%
Hip Hop	7.7%	3.4%	8.6%	7.0%
World	2.5%	1.1%	2.2%	2.6%
Other	20.9%	9.2%	20.4%	21.1%
<b>Number of Music Performances Attended</b>				
Max.	50		50	50
Mean <sup>a</sup>	3		3	3
Mode <sup>b</sup> (Mode % <sup>c</sup> )	1 (38.8%)		1 (40.9%)	1 (37.9%)
<b>Number of Out-of-state Music Performances Attended<sup>d</sup></b>				
Max.	30		25	30
Mean <sup>a</sup>	2		2	2
Mode <sup>b</sup> (Mode % <sup>c</sup> )	1 (59.3%)		1 (54.2%)	1 (61.5%)
<b>Average Ticket Price Paid for Music Performances</b>				
Max.	\$380		\$225	\$380
Mean <sup>a</sup>	\$44		\$42	\$45
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$50 (10.7%)		\$50 (10.9%)	\$50 (10.7%)

**Notes:**

- This is the arithmetic average of the answers provided by respondents,  $6+4+5/3=5$ .
- The mode is the most frequently provided response to the question, but it does not necessarily represent the majority of the respondents.
- The mode percentage is the percentage of persons who provided this (mode) response.
- This information is only for persons who attended at least one out-of-state performance.

**Table 5: The percentages of respondents who participated in performing arts during the previous three years and the previous 12 months, the type(s) of performing art(s) they participated in, and whether they earned money from these performing arts.**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Participated in Any Type(s) of Performing Art(s)</b>	13.1%	13.2%	13.0%
	<b>Among respondents who participated in at least one performing art</b>	<b>Among Michigan respondents who participated in at least one performing art</b>	<b>Among respondents of other Great Lakes states who participated in at least one performing art</b>
<b>Type(s) of Performing Art(s)</b>			
Musical instrument			
During the last 3 years	40.1%	38.8%	40.6%
During the last 12 months	34.1%	31.9%	35.5%
Earned money	9.2%	8.8%	9.5%
Band/Orchestra			
During the last 3 years	21.7%	20.3%	22.5%
During the last 12 months	15.6%	13.8%	16.8%
Earned money	4.9%	4.5%	5.2%
Solo singing			
During the last 3 years	27.3%	24.6%	28.4%
During the last 12 months	21.2%	19.2%	22.3%
Earned money	4.4%	5.1%	4.2%
Group singing			
During the last 3 years	44.7%	43.1%	45.0%
During the last 12 months	34.2%	30.4%	36.1%
Earned money	3.4%	3.4%	3.5%
Dance			
During the last 3 years	25.8%	27.9%	23.9%
During the last 12 months	15.6%	17.7%	14.2%
Earned money	2.1%	2.0%	1.9%
Acting			
During the last 3 years	31.0%	33.3%	29.8%
During the last 12 months	16.4%	15.9%	17.0%
Earned money	1.9%	1.7%	2.1%

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Table 5: The percentages of respondents who participated in performing arts during the previous three years and the previous 12 months, the type(s) of performing art(s) they participated in, and whether they earned money from these performing arts. (Continued)

	Among respondents who participated in at least one performing art	Among Michigan respondents who participated in at least one performing art	Among respondents of other Great Lakes states who participated in at least one performing art
<b>Type(s) of Performing Art(s)</b>			
Comedy/Magic			
During the last 3 years	9.6%	6.9%	11.0%
During the last 12 months	6.7%	4.4%	8.3%
Earned money	1.8%	1.2%	2.2%
Storytelling			
During the last 3 years	17.8%	18.5%	17.8%
During the last 12 months	13.9%	14.5%	14.0%
Earned money	1.5%	1.7%	1.3%
Other			
During the last 3 years	18.9%	16.3%	20.3%
During the last 12 months	7.1%	6.5%	7.5%
Earned money	1.1%	1.2%	1.1%

**Table 6: The percentages of respondents who participated in visual arts during the previous three years and the previous 12 months, the type(s) of visual art(s) they participated in, and whether they earned money from these visual arts.**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Participated in Any Type(s) of Visual Arts(s)</b>	24.0%	25.0%	23.2%
	Among respondents who participated in at least one visual art	Among Michigan respondents who participated in at least one visual art	Among respondents of other Great Lakes states who participated in at least one visual art
<b>Type(s) of Visual Art(s)</b>			
Drawing			
During the last 3 years	39.5%	41.2%	38.8%
During the last 12 months	33.9%	35.8%	33.4%
Earned money	3.9%	4.7%	3.5%
Painting			
During the last 3 years	35.1%	36.6%	34.3%
During the last 12 months	27.7%	29.5%	27.1%
Earned money	4.2%	4.4%	4.2%
Printmaking			
During the last 3 years	7.8%	7.1%	8.1%
During the last 12 months	5.4%	4.8%	5.5%
Earned money	1.2%	1.2%	1.2%
Sculpture			
During the last 3 years	9.4%	10.2%	8.8%
During the last 12 months	6.8%	8.1%	5.9%
Earned money	1.2%	1.8%	1.0%
Textile arts			
During last 3 years	14.4%	14.8%	14.2%
During last 12 months	11.2%	11.5%	11.0%
Earned money	2.5%	2.8%	2.3%
Photography			
During the last 3 years	68.0%	66.3%	68.9%
During the last 12 months	62.3%	59.8%	63.7%
Earned money	4.9%	3.5%	5.7%

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**Table 6: The percentages of respondents who participated in visual arts during the previous three years and the previous 12 months, the type(s) of visual art(s) they participated in, and whether they earned money from these visual arts. (Continued)**

	Among respondents who participated in at least one visual art	Among Michigan respondents who participated in at least one visual art	Among respondents of other Great Lakes states who participated in at least one visual art
<b>Type(s) of Visual Art(s)</b>			
Crafts			
During the last 3 years	59.0%	62.3%	57.6%
During the last 12 months	46.9%	50.0%	45.4%
Earned money	8.2%	9.3%	7.5%
Folk/Traditional art			
During the last 3 years	10.5%	9.4%	11.2%
During the last 12 months	8.3%	7.3%	8.9%
Earned money	1.7%	0.9%	2.1%
Media Arts			
During the last 3 years	13.7%	11.9%	14.6%
During the last 12 months	6.5%	4.60%	7.2%
Earned money	1.1%	0.92%	0.9%
Writing			
During the last 3 years	45.9%	46.9%	44.7%
During the last 12 months	29.6%	31.2%	28.3%
Earned money	2.3%	1.8%	2.6%

**Table 7: The percentages of respondents who practiced an arts-related discipline during the previous three years and the previous 12 months, the type(s) of discipline(s) they participated in, and whether they earned money from the practice of these disciplines.**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Participated in Any Type(s) of Arts-related Discipline(s)</b>	12.0%	12.4%	11.6%
	<b>Among respondents who participated in at least one arts-related discipline</b>	<b>Among Michigan respondents who participated in at least one arts-related discipline</b>	<b>Among respondents of other Great Lakes states who participated in at least one arts-related discipline</b>
<b>Type(s) of Arts-related Discipline(s)</b>			
Architecture			
During the last 3 years	12.8%	10.4%	13.9%
During the last 12 months	9.7%	8.1%	10.6%
Earned money	2.8%	1.7%	3.6%
Landscape architecture			
During the last 3 years	30.9%	30.9%	30.3%
During the last 12 months	26.8%	27.4%	25.7%
Earned money	3.9%	3.2%	3.8%
Fashion design			
During the last 3 years	11.5%	13.1%	10.4%
During the last 12 months	10.4%	11.6%	9.8%
Earned money	2.0%	1.1%	2.5%
Graphic design			
During the last 3 years	20.9%	20.5%	21.0%
During the last 12 months	18.2%	17.0%	18.6%
Earned money	8.2%	7.4%	8.3%
Interior design			
During the last 3 years	26.7%	28.2%	26.0%
During the last 12 months	22.7%	24.0%	22.7%
Earned money	3.8%	4.0%	3.8%
Industrial design			
During the last 3 years	3.8%	3.5%	3.8%
During the last 12 months	2.5%	2.3%	2.5%
Earned money	1.0%	0.9%	1.1%

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**Table 7: The percentages of respondents who practiced an arts-related discipline during the previous three years and the previous 12 months, the type(s) of discipline(s) they participated in, and whether they earned money from the practice of these disciplines. (Continued)**

	Among respondents who participated in at least one arts-related discipline	Among Michigan respondents who participated in at least one arts-related discipline	Among respondents of other Great Lakes states who participated in at least one arts-related discipline
<b>Type(s) of Arts-related Discipline(s)</b>			
Historic preservation			
During the last 3 years	21.6%	17.8%	23.2%
During the last 12 months	17.7%	15.5%	18.2%
Earned money	1.1%	0.7%	1.1%
Genealogy			
During the last 3 years	44.5%	44.4%	44.9%
During the last 12 months	40.4%	41.3%	40.1%
Earned money	1.2%	1.1%	1.2%
Archaeology			
During the last 3 years	6.4%	5.8%	6.9%
During the last 12 months	4.8%	4.3%	5.2%
Earned money	0.4%	0.3%	0.4%

**Table 8: The percentages of respondents who viewed themselves as professional artists, their arts-related formal education, the amount of their arts-related income earned during the previous 12 months, their professional expectations and barriers to supporting themselves and their families from their art.<sup>a</sup>**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Consider Themselves Professional Artists</b>	3.4%	3.2%	3.6%
	<b>Among respondents who considered themselves professional artists</b>	<b>Among Michigan respondents who considered themselves professional artists</b>	<b>Among respondents of other Great Lakes states who considered themselves professional artists</b>
<b>Formal Education/Training<sup>b</sup></b>	71.8%	77.6%	68.8%
<b>Type(s) of Formal Education/Training They Have Received</b>			
College/University	68.8% <sup>a</sup>	75.0%	65.1%
Art/Music school	26.6% <sup>a</sup>	22.7%	28.9%
Apprenticeship	4.7% <sup>a</sup>	2.3%	6.0%
<b>Development Program(s) They Have Participated in During the Previous 12 Months<sup>c</sup></b>	38.0%	31.3%	40.7%
<b>Developmental activities</b>			
Apprenticeship	8.6% <sup>b</sup>	5.6%	9.8%
Mentoring	21.4% <sup>b</sup>	27.8%	19.6%
Educational classes	70.0% <sup>b</sup>	66.7%	70.6%
<b>Amount of Arts-related Income Earned During the Previous 12 Months</b>			
No income	26.7%	21.9%	29.2%
Less than \$2,000	27.2%	28.1%	27.0%
\$2,000 - \$3,999	9.9%	6.3%	10.9%
\$4,000 - \$5,999	6.4%	9.4%	5.1%
\$6,000 - \$7,999	0.5%	1.6%	0.0%
\$8,000 - \$9,999	4.0%	1.6%	5.1%
\$10,000 - \$12,499	2.5%	4.7%	1.5%
\$12,500 - \$14,999	1.0%	1.6%	0.7%
\$15,000 - \$17,499	2.0%	1.6%	2.2%
\$17,500 - \$19,999	1.0%	1.6%	0.7%
\$20,000 - \$39,999	11.9%	10.9%	12.4%
\$40,000 - \$59,999	4.0%	6.3%	2.9%
\$60,000 - \$74,999	1.0%	1.6%	0.7%
\$75,000 - \$99,999	1.0%	1.6%	0.7%
\$100,000 - \$149,999	1.0%	1.6%	0.7%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 or more	0.0%	0.0%	0.0%

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**Table 8: The percentages of respondents who viewed themselves as professional artists, their arts-related formal education, the amount of their arts-related income earned during the previous 12 months, their professional expectations and barriers to supporting themselves and their families from their art.<sup>a</sup> (Continued)**

	Among respondents who considered themselves professional artists	Among Michigan respondents who considered themselves professional artists	Among respondents of other Great Lakes states who considered themselves professional artists
<b>Contribution of Arts-related Income to Their Total Income</b>			
Only income source	27.3%	36.8%	23.2%
Supplemental	72.7%	63.2%	76.8%
<b>Percentage of Professional Artists Who Can Support Themselves With Their Arts-related Income</b>	16.3%	22.4%	13.5%
<b>Percentage of Professional Artists Who Would Like to Support Themselves With Their Arts-related Income</b>			
Yes <sup>d</sup>	70.2%	74.5%	68.1%
Uncertain	20.5%	19.6%	21.0%
<b>Barriers to Them Supporting Themselves with Arts-related Income</b>			
Skill	18.2%	19.4%	17.7%
Financing	40.7%	35.8%	43.3%
Race/Gender/Age	3.8%	1.5%	5.0%
Credentials	26.8%	28.4%	26.2%
Networks	18.7%	14.9%	20.6%
Location	23.4%	23.9%	23.4%
504/ADA access	6.7%	6.0%	7.1%
Product quality	1.9%	3.0%	1.4%
Facilities/Equipment	15.8%	14.9%	16.3%
Communication	7.2%	6.0%	7.8%
Marketing	32.5%	28.4%	34.8%
Business acumen	11.0%	9.0%	12.1%
State environment	11.0%	10.4%	10.6%
Other	13.9%	9.0%	16.3%

**Notes:**

- a. Respondents were asked whether they consider themselves professional artists. No definition of professional was provided.
- b. Percentage of respondents who received some form of formal arts-related education.
- c. Percentage of respondents who were engaged in some form of arts-related professional development activities.
- d. 70.2% of professional artists do not support themselves from arts-related revenue.

**Table 9: The percentages of respondents who purchased visual art during the previous 12 months, the types of art they purchased, the channels they purchased art from, the amount they spent on art, and the highest price they paid for a piece of art.**

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Purchased Visual Arts During the Previous 12 Months</b>	28.1%		29.7%	27.0%
	<b>Among respondents who purchased any visual arts during the previous 12 months</b>	<b>Among all respondents</b>	<b>Among Michigan respondents who purchased any visual arts during the previous 12 months</b>	<b>Among respondents of other Great Lakes states who purchased any visual arts during the previous 12 months</b>
<b>Types of Visual Arts Purchased</b>				
Paintings	39.0%	11.0%	36.6%	40.1%
Books	50.8%	14.3%	52.0%	49.5%
Photographs	28.7%	8.1%	29.3%	27.7%
Drawings	11.0%	3.1%	11.4%	10.9%
Prints	39.7%	11.2%	38.8%	40.4%
Sculptures	7.5%	2.1%	8.1%	7.1%
Crafts	48.7%	13.7%	52.0%	46.4%
Folk or traditional	9.7%	2.7%	9.3%	9.9%
Other	3.3%	0.9%	1.9%	3.9%
<b>Purchase Channels</b>				
Art fair	38.6%	10.9%	44.0%	34.9%
Auction	11.1%	3.1%	10.3%	11.6%
Art gallery	36.1%	10.2%	32.9%	37.3%
Museum	12.3%	3.5%	12.4%	12.1%
Catalog	10.6%	3.0%	12.1%	10.0%
Web	21.5%	6.0%	21.4%	21.6%
Direct from artists	22.3%	6.3%	21.9%	22.2%
Commissioned	1.7%	0.5%	1.4%	2.0%
Other	16.3%	4.6%	14.5%	17.9%
<b>Average (Mean) Amount Spent on Visual Arts During the Previous 12 Months (USD)</b>				
Mean <sup>a</sup>	\$365		\$322	\$395
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$50 (8.8%)		\$100 (12.3%)	\$100 (11.6%)

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**Table 9: The percentages of respondents who purchased visual art during the previous 12 months, the types of art they purchased, the channels they purchased art from, the amount they spent on art, and the highest price they paid for a piece of art. (Continued)**

	Among respondents who purchased any visual arts during the previous 12 months	Among all respondents	Among Michigan respondents who purchased any visual arts during the previous 12 months	Among respondents of other Great Lakes states who purchased any visual arts during the previous 12 months
<b>Highest Price Paid for One Piece of Visual Art During the Previous 12 Months (USD)</b>				
Mean <sup>a</sup>	\$153		\$125	\$170
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$50 (8.8%)		\$50 (8.7%)	\$50 (9.1%)

**Notes:**

- a. This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .
- b. The mode is the most frequently provided answer to the question, but it does not have to represent the majority of the respondents.
- c. The mode percentage is the percentage of persons who provided this (mode) response.

Table 10: The amounts respondents spent during the previous 12 months on books; videos/DVDs; and CDs, records, tapes, and music downloads.

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Purchased Books; Videos/DVDs; and CDs, Records, Tapes, and Music Downloads</b>	75.3%	76.2%	74.8%
	Among respondents who purchased any books; videos/DVDs; and CDs, records, tapes, and music downloads during the previous 12 months	Among Michigan respondents who purchased any books; videos/DVDs; and CDs, records, tapes, and music downloads during the previous 12 months	Among respondents of other Great Lakes states who purchased any books; videos/DVDs; and CDs, records, tapes, and music downloads during the previous 12 months
<b>Amount Spent on Books (USD)</b>			
Mean <sup>a</sup>	\$138	\$138	\$138
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$50 (14.8%)	\$100 (15.4%)	\$50 (15.5%)
<b>Amount Spent on Videos and DVDs (USD)</b>			
Mean <sup>a</sup>	\$123	\$122	\$125
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$100 (16.9%)	\$100 (16.6%)	\$100 (17.0%)
<b>Amount Spent on CDs, Records, Tapes and Music Downloads (USD)</b>			
Mean <sup>a</sup>	\$89	\$97	\$85
Mode <sup>b</sup> (Mode % <sup>c</sup> )	\$50 (18.3%)	\$50 (18.6%)	\$50 (18.2%)

**Notes:**

- a. This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .
- b. The mode is the most frequently provided answer to the question, but it does not have to represent the majority of the respondents.
- c. The mode percentage is the percentage of persons who provided this (mode) response.

**Table 11: The percentages of respondents who hired performing artists, architects, designer services and heritage-related services (e.g., restoration and preservation).**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
Hired a Performing Artist <sup>a</sup>	2.2%	2.0%	2.2%
Hired an Architect or Designer <sup>b</sup>	1.4%	1.6%	1.3%
Hired Heritage-related Services <sup>c</sup>	0.8%	0.8%	0.7%

**Notes:**

- a. Performing artists include solo musicians, bands/groups, solo singers, singing groups, acting or theatrical companies, comedians, dancers, disk jockeys, magicians, storytellers, and others.
- b. Architectural and design services include architects, landscape architects, graphic designers, interior designers, fashion designers, and industrial designers.
- c. Heritage-related services include historic preservation/restoration, and archaeological or genealogical services.

Table 12: Respondents' use of libraries, including whether they hold library cards, and the numbers and types of their visits to libraries.

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Respondents Who Held at Least One Library Card</b>	68.7%	66.7%	69.6%
<b>Respondents Who Visited a Library</b>	61.1%	59.0%	62.0%
<b>Frequency With Which Respondents Access Libraries Online<sup>d</sup></b>			
1 (never)	42.0%	43.4%	41.6%
2	14.2%	13.7%	14.5%
3	8.7%	8.2%	8.9%
4	18.6%	19.9%	17.9%
5	8.1%	7.9%	8.2%
6 (very frequently)	8.3%	6.9%	9.0%
Mean <sup>a</sup>	2.6	2.6	2.6
	<b>Among respondents who have any library cards</b>	<b>Among Michigan respondents who have any library cards</b>	<b>Among respondents of other Great Lakes states who have any library cards</b>
<b>Number(s) of Library Cards Held</b>			
Max.	12	11	12
Mean <sup>a</sup>	1.3	1.3	1.3
Mode <sup>b</sup>	1	1	1
	<b>Among respondents who visited any libraries during the previous 12 months</b>	<b>Among Michigan respondents who visited any libraries during the previous 12 months</b>	<b>Among respondents of other Great Lakes states who visited any libraries during the previous 12 months</b>
<b>Number(s) of Visits</b>			
Max.	260	260	250
Mean <sup>a</sup>	9.8	9.3	10.0
Mode <sup>b</sup> (Mode <sup>c</sup> )	1 (20%)	1 (20%)	1 (20%)

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Table 12: Respondents' use of libraries including whether they hold library cards, and the numbers and types of their visits to libraries. (Continued)

	Among respondents who visited any libraries during the previous 12 months	Among Michigan respondents who visited any libraries during the previous 12 months	Among respondents of other Great Lakes states who visited any libraries during the previous 12 months
<b>Reasons for Visiting Libraries</b>			
Borrow books	77.0%	76.8%	77.1%
Borrow CD/video	35.7%	28.3%	39.4%
Business meeting	2.6%	2.3%	2.6%
Employment	6.6%	7.1%	6.1%
Computer/Internet	24.5%	25.8%	23.6%
Newspaper/magazine	10.2%	8.9%	10.9%
Attending a program	11.2%	11.7%	11.1%
Research	33.1%	33.8%	32.9%
Information search	22.6%	22.8%	22.4%
Shelter	0.6%	0.4%	0.6%
Community meeting	4.3%	4.0%	4.3%
Other	8.7%	9.4%	8.2%

**Notes:**

- a. This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .
- b. The mode is the most frequently provided answer to the question, but it does not have to represent the majority of the respondents.
- c. The mode percentage is the percentage of persons who provided this (mode) response.
- d. Persons were asked about how often they accessed libraries on-line. They were asked to respond using a Likert scale ranging from 1 (never) to 6 (very frequently).

Table 13: The types of libraries respondents used during the previous 12 months.

	All Respondents				Michigan Respondents		Respondents of Other Great Lakes States	
	Among respondents who hold at least one library card	Among all respondents	Among respondents who visited libraries during the previous 12 months	Among all respondents	Among Michigan respondents who hold at least one library card	Among Michigan respondents who visited libraries during the previous 12 months	Among respondents of other Great Lakes states who hold at least one library card	Among respondents of other Great Lakes states who visited libraries during the previous 12 months
<b>Type of Library Used</b>								
Public library	97.6%	67.1%	94.9%	58.0%	97.2%	94.4%	97.8%	95.2%
University/College	14.6%	10.0%	17.9%	10.9%	16.5%	19.0%	13.5%	17.1%
School library	2.1%	1.5%	5.1%	3.1%	2.5%	5.7%	1.8%	4.8%
Other	0.8%	0.5%	1.2%	0.7%	1.2%	0.9%	0.6%	1.2%

Table 14: Membership in arts, heritage, and cultural organizations during the previous 12 months.

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Membership in Arts, Heritage and Cultural Organizations During the Previous 12 Months</b>	8.3%		8.9%	7.9%
	<b>Among respondents who were affiliated<sup>a</sup> with any organizations</b>	<b>Among all respondents</b>	<b>Among Michigan respondents who were affiliated<sup>a</sup> with any organizations</b>	<b>Among respondents of other Great Lakes states who were affiliated<sup>a</sup> with any organizations</b>
<b>Purpose and Mission of the Organizations of Which They Are Members</b>				
Visual arts	13.2%	1.1%	16.0%	12.1%
Performing arts	25.7%	2.1%	25.4%	25.5%
Libraries	8.0%	0.7%	6.6%	8.2%
Arts education	4.4%	0.4%	3.3%	5.2%
Public art	4.0%	0.3%	4.4%	3.6%
Heritage preservation	26.7%	2.2%	27.1%	27.1%
Public awareness	16.4%	1.3%	14.9%	17.3%
Film	1.6%	0.1%	2.2%	1.0%

**Notes:**

- a. Affiliated means that they are a member, officer, or employee of a national, state, or local membership-based organization that supports, sponsors, or implements arts, heritage, or cultural activities.

Table 15: Donation to arts, heritage, and cultural organizations during the previous 12 months.

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Donated to Arts, Heritage, and Cultural Organizations During the Previous 12 Months</b>	14.6%		14.6%	14.4%
	<b>Among respondents who donated during the previous 12 months</b>	<b>Among all respondents</b>	<b>Among Michigan respondents who donated during the previous 12 months</b>	<b>Among respondents of other Great Lakes states who donated during the previous 12 months</b>
<b>Amount of Donations During the Previous 12 Months</b>				
Less than \$100	47.3%	6.9%	49.5%	46.5%
\$100 - \$199	22.7%	3.3%	20.1%	24.2%
\$200 - \$299	11.9%	1.7%	11.6%	12.0%
\$300 - \$399	5.3%	0.8%	6.9%	4.1%
\$400 - \$549	5.2%	0.8%	5.6%	5.2%
\$550 - \$699	2.4%	0.3%	2.0%	2.5%
\$700 - \$849	0.7%	0.1%	1.3%	0.4%
\$850 - \$999	0.6%	0.1%	0.3%	0.7%
\$1,000 - \$1,499	1.6%	0.2%	1.7%	1.4%
\$1,500 - \$1,999	0.5%	0.1%	0.0%	0.7%
\$2,000 - \$4,999	1.2%	0.2%	0.7%	1.4%
\$5,000 - \$9,999	0.6%	0.1%	0.3%	0.5%
\$10,000 - \$19,999	0.1%	0.0%	0.0%	0.2%
\$20,000 or more	0.1%	0.0%	0.0%	0.2%

Table 16: Volunteer service to arts, heritage, and cultural organizations during the previous 12 months.

	All Respondents		Michigan Respondents	Respondents of Other Great Lakes States
<b>Provided Volunteer Service in Arts, Heritage, and Cultural Organizations During the Previous 12 Months</b>	8.2%		8.2%	7.9%
	<b>Among respondents who volunteered during the previous 12 months</b>	<b>Among all respondents</b>	<b>Among Michigan respondents who volunteered during the previous 12 months</b>	<b>Among respondents of other Great Lakes states who volunteered during the previous 12 months</b>
<b>Hours Volunteered During the Previous 12 Months</b>				
1 - 5	29.6%	2.4%	28.8%	29.3%
6 - 10	19.6%	1.6%	18.2%	19.9%
11 - 15	9.3%	0.8%	10.0%	9.1%
16 - 20	11.7%	0.9%	12.4%	12.1%
21 - 25	2.4%	0.2%	2.4%	2.6%
26 - 30	2.8%	0.2%	4.1%	1.6%
31 - 35	1.6%	0.1%	1.2%	2.0%
36 - 40	4.4%	0.4%	3.5%	5.2%
41 - 45	1.0%	0.1%	1.2%	1.0%
46 - 50	3.2%	0.3%	3.5%	2.9%
51 - 55	1.4%	0.1%	1.2%	1.6%
56 - 60	2.6%	0.2%	2.9%	2.6%
61 - 65	0.6%	0.0%	0.0%	0.7%
66 hours or more	9.7%	0.8%	10.6%	9.4%

Table 17: The levels of arts, heritage, and cultural organizations to which respondents donated and provided volunteer service.

	All Respondents		Michigan Respondents		Respondents of Other Great Lakes States	
	Among respondents who donated during the previous 12 months	Among respondents who volunteered during the previous 12 months	Among Michigan respondents who donated during the previous 12 months	Among Michigan respondents who volunteered during the previous 12 months	Among respondents of other Great Lakes states who donated during the previous 12 months	Among respondents of other Great Lakes states who volunteered during the previous 12 months
<b>Levels of Organizations</b>						
Local	79.3%	89.2%	79.7%	90.1%	79.4%	88.6%
State	20.3%	10.4%	20.7%	9.9%	19.8%	10.1%
National	21.2%	8.0%	19.0%	8.2%	21.9%	7.5%
International	5.1%	4.2%	3.6%	4.7%	5.9%	4.2%

Table 18: Participation in various arts education classes by all respondents and their children.

	All Respondents					
	As a Child		Currently		Their Children	
Participated in Arts Education	57.7%		5.5%		14.6%	
	Among respondents who took any type of art lessons or classes when they were a child	Among all respondents	Among respondents who took any type of art lessons or classes during the previous 12 months	Among all respondents	Among respondents who had any children residing in their household taking any type of art lessons or classes during the previous 12 months	Among all respondents
<b>Types of Arts Education Classes Attended</b>						
Visual arts	33.0%	19.0%	44.2%	2.4%	30.2%	4.4%
History/Appraisal	0.0%	0.0%	5.3%	0.3%	0.0%	0.0%
Performing arts	35.8%	20.7%	28.2%	1.6%	38.0%	5.5%
Music	79.7%	46.0%	26.1%	1.4%	65.4%	9.5%
Literary arts	15.3%	8.8%	7.7%	0.4%	6.5%	0.9%
Applied arts	0.0%	0.0%	10.1%	0.6%	3.3%	0.5%
Crafts	35.5%	20.5%	0.0%	0.0%-	22.6%	3.3%
<b>Arts Education Sources</b>						
Public school system	71.6%	41.3%	20.8%	1.1%	61.2%	8.9%
Community recreation	15.5%	8.9%	12.5%	0.7%	12.3%	1.8%
Arts school	3.9%	2.3%	7.7%	0.4%	4.1%	0.6%
Arts camp	4.3%	2.5%	2.4%	0.1%	3.3%	0.5%
Museum/Gallery	4.8%	2.7%	8.0%	0.4%	2.4%	0.3%
Private instructor	43.3%	25.0%	44.2%	2.4%	26.0%	3.8%
Performing art center	4.8%	2.7%	8.6%	0.5%	7.5%	1.1%
Youth or religious organization	16.0%	9.2%	2.1%	0.1%	7.6%	1.1%
Parental lessons	8.3%	4.8%	1.5%	0.1%	6.8%	1.0%
Library	6.9%	4.0%	3.6%	0.2%	4.8%	0.7%
Cultural center	2.6%	1.5%	4.2%	0.2%	1.7%	0.2%
Other	5.6%	3.2%	0.0%	0.0%	8.7%	1.3%

**Table 19: Participation in various arts education classes by Michigan respondents and their children, and by respondents of other Great Lakes states and their children.**

	Michigan Respondents			Respondents of Other Great Lakes States		
	As a Child	Currently	Their children	As a Child	Currently	Their Children
<b>Participated in Arts Education</b>	59.6%	6.3%	16.7%	56.4%	4.9%	13.6%
	Among Michigan respondents who took any type of art lessons or classes when they were a child	Among Michigan respondents who took any type of art lessons or classes during the previous 12 months	Among Michigan respondents who had any children residing in their household that participated in any type of art lessons or classes during the previous 12 months	Among respondents of other Great Lakes states who took any type of art lessons or classes when they were a child	Among respondents of other Great Lakes states who took any type of art lessons or classes during the previous 12 months	Among respondents of other Great Lakes states who had any children residing in their household who participated in any type of art lessons or classes during the previous 12 months
<b>Types of Arts Education Classes Attended</b>						
Visual arts	33.9%	48.1%	29.2%	32.5%	41.9%	31.4%
History/Appraisal	0.0%	4.6%	0.0%	0.0%	5.2%	0.0%
Performing arts	38.8%	30.5%	36.7%	34.2%	26.2%	39.4%
Music	77.2%	23.7%	62.5%	80.8%	27.7%	67.2%
Literary arts	16.2%	6.1%	5.7%	14.5%	8.9%	7.2%
Applied arts	0.0%	5.3%	2.6%	0.0%	13.1%	3.8%
Crafts	38.4%	0.0%	23.2%	33.8%	0.0%	22.2%
<b>Arts Education Sources</b>						
Public school system	73.1%	22.9%	62.2%	70.8%	20.4%	60.4%
Community recreation	17.9%	13.0%	10.0%	14.0%	12.0%	13.8%
Arts school	3.0%	7.6%	4.0%	4.5%	7.9%	4.4%
Arts camp	4.7%	3.1%	3.4%	4.1%	2.1%	3.0%
Museum/Gallery	4.4%	4.6%	1.7%	4.8%	9.9%	2.8%
Private instructor	42.1%	46.6%	23.8%	44.0%	42.9%	27.8%
Performing art center	5.2%	9.2%	8.6%	4.4%	7.9%	6.8%
Youth or religious organization	17.1%	1.5%	6.6%	15.3%	2.6%	8.3%
Parental lessons	7.9%	1.5%	6.3%	8.6%	1.0%	7.4%
Library	6.5%	4.6%	3.2%	6.9%	3.1%	6.1%
Cultural center	3.0%	0.8%	1.7%	2.4%	5.2%	1.7%
Other	5.9%	0.0%	7.7%	5.3%	0.0%	9.7%

**Table 20: The extent to which respondents were exposed to the arts in childhood, their current support of arts education funding, and their current arts education spending for themselves and their children.**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Childhood Exposure to the Arts<sup>a</sup></b>			
1 (never)	30.7%	30.6%	31.0%
2	22.3%	23.1%	21.9%
3	14.1%	12.8%	14.9%
4	23.5%	24.4%	22.8%
5	7.2%	7.1%	7.3%
6 (very frequently)	2.1%	2.1%	2.1%
Mean	2.6	2.6	2.6
<b>Current Support of Arts Education Funding<sup>b</sup></b>			
1(not at all important)	4.1%	3.4%	4.5%
2	1.8%	1.1%	2.1%
3	4.4%	4.6%	4.3%
4	10.4%	9.5%	11.0%
5	23.4%	23.0%	23.7%
6	26.9%	27.5%	26.5%
7 (very important)	29.0%	30.8%	27.9%
Mean	5.4	5.5	5.4
<b>Current Amount Spent for Arts Education for Self and Children (USD)</b>			
<b>For yourself now<sup>c</sup></b>			
Max.	\$10,000	\$10,000	\$10,000
Mean <sup>e</sup>	\$546	\$701	\$450
Mode <sup>f</sup> (Mode % <sup>g</sup> )	\$200 (5.6%)	\$20, \$40, \$200, \$300 (6.8%)	\$100 (10.5%)
<b>For your children<sup>d</sup></b>			
Max.	\$21,000	\$15,000	\$21,000
Mean <sup>e</sup>	\$500	\$462	\$527
Mode <sup>f</sup> (Mode % <sup>g</sup> )	\$100 (8.1%)	\$100 (8.9%)	\$200 (8.2%)

**Notes:**

- a. 6-point Likert scale ranging from 1 (never) to 6 (very frequently).
- b. 7-point Likert scale ranging from 1 (not at all important) to 7 (very important).
- c. Among respondents who had taken any type of visual (e.g., painting and drawing), performing (e.g., dance, singing, and musical instruments) or literary arts or crafts lessons or classes during the previous 12 months.
- d. Among respondents who had any children residing in their household who participated in any type of visual (e.g., painting and drawing), performing (e.g., dance, singing, and musical instruments) or literary arts or crafts lessons or classes during the previous 12 months.
- e. This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .
- f. The mode is the most frequent answer to the question, but it does not have to represent the majority of the respondents.
- g. The mode percentage is the percentage of persons who provided this response.

Table 21: Pleasure trips taken during the previous 12 months (Nov. 2005 - Oct. 2006).

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
Took a Pleasure Trip of More Than 50 miles During the Previous 12 Months	62.3%	64.3%	61.0%
	Among respondents who took any pleasure trips during the previous 12 months	Among Michigan respondents who took any pleasure trips during the previous 12 months	Among respondents of other Great Lakes states who took any pleasure trips during the previous 12 months
<b>Number of Pleasure Trips Taken</b>			
Max.	80	55	80
Mean <sup>a</sup>	4.0	4.1	3.9
Mode <sup>b</sup> (Mode % <sup>c</sup> )	1 (26.1%)	1 (24.7%)	1 (27.1%)
Percentage Who Took a Pleasure Trip Within Their State of Residence	54.7% (1,891 <sup>d</sup> /3,457 <sup>e</sup> )	65.7% (811 <sup>d</sup> /1,234 <sup>e</sup> )	48.3% (1,041 <sup>d</sup> /2,156 <sup>e</sup> )
<b>Number of Pleasure Trips Within Their State of Residence</b>			
Max.	75	48	75
Mean <sup>a</sup>	1.9	2.3	1.6
Mode <sup>b</sup> (Mode % <sup>c</sup> )	0 (45.3%)	0 (34.3%)	0 (51.7%)
Percentage Who Took a Pleasure Trip to Another State	78.0% (2,692 <sup>f</sup> /3,450 <sup>e</sup> )	70.7% (871 <sup>f</sup> /1,232 <sup>e</sup> )	82.5% (1,774 <sup>f</sup> /2,151 <sup>e</sup> )
<b>Number of Pleasure Trips Taken to Another State</b>			
Max.	38	21	38
Mean <sup>a</sup>	1.9	1.5	2.1
Mode <sup>b</sup> (Mode % <sup>c</sup> )	1 (34.6%)	1 (35.6%)	1 (34.5%)
Percentage Who Took a Pleasure Trip to Another Country	12.6% (433 <sup>g</sup> /3,446 <sup>e</sup> )	13.2% (162 <sup>g</sup> /1,231 <sup>e</sup> )	12.2% (262 <sup>g</sup> /2,149 <sup>e</sup> )
<b>Number of Pleasure Trips Taken to Another Country</b>			
Max.	23	23	9
Mean <sup>a</sup>	0.2	0.3	0.2
Mode <sup>b</sup> (Mode % <sup>c</sup> )	0 (87.4%)	0 (86.8%)	0 (87.8%)

**Notes:**

- This is the arithmetic average of the answers provided by respondents,  $6+4+5/3=5$ .
- The mode is the most frequently provided answer to the question, but it does not have to represent the majority of the respondents.
- The mode percentage is the percentage of persons who provided this (mode) response.
- Number of respondents who took a pleasure trip within their resident state.
- Number of respondents who took a pleasure trip.
- Number of respondents who took a pleasure trip to another state.
- Number of respondents who took a pleasure trip to another country.

**Table 22: Percentage of respondents who visited cultural attractions and participated in cultural activities on pleasure trips during the previous 12 months.**

	Among Respondents Who Took Any Pleasure Trips During the Previous 12 Months	Among All Respondents	Among Michigan Respondents Who Took Any Pleasure Trips During the Previous 12 Months	Among Respondents of Other Great Lakes States Who Took Any Pleasure Trips During the Previous 12 Months
<b>Cultural Tourism Attractions Visited</b>				
Theatrical performances (mean of the number of visits on any pleasure trips <sup>a</sup> )	21.4% (2.0)	13.3%	19.4% (1.6)	22.4% (2.2)
Museums	39.7% (2.0)	24.7%	37.1% (1.6)	40.9% (2.2)
Festivals	39.7% (1.8)	24.7%	42.0% (1.5)	38.1% (1.9)
Historical sites	51.7% (1.9)	32.2%	51.6% (1.8)	51.5% (1.9)
Zoos/aquariums	36.1% (1.3)	22.5%	35.0% (1.3)	36.7% (1.2)

**Notes:**

- a. This is the arithmetic average of the answers provided by respondents,  $6+4+5/3= 5$ .

Table 23: Characteristics of the last pleasure trip taken by respondents during the previous 12 months.

	Among Respondents Who Took Any Pleasure Trips During the Previous 12 Months	Among Michigan Respondents Who Took Any Pleasure Trips During the Previous 12 Months	Among Respondents of Other Great Lakes States Who Took Any Pleasure Trips During the Previous 12 Months
<b>Cultural Tourism<sup>a</sup> Was The Only Purpose for Trip</b>	17.6%	17.2%	17.6%
<b>Cultural Tourism Was Only Reason for Destination Decision</b>	17.0%	16.0%	17.0%
<b>Top Five Destinations of Their Last Pleasure Trip</b>			
Michigan	19.6%	45.2%	--- <sup>b</sup>
Illinois	8.6%	6.1%	9.9%
Wisconsin	7.6%	--- <sup>b</sup>	10.6%
Ohio	7.4%	5.4%	8.6%
Florida	7.3%	7.5%	--- <sup>b</sup>
North Dakota	--- <sup>b</sup>	3.4%	--- <sup>b</sup>
Minnesota	--- <sup>b</sup>	--- <sup>b</sup>	8.2%
Indiana	--- <sup>b</sup>	--- <sup>b</sup>	7.0%
<b>Cultural Activities and Attractions Visited During Their Last Pleasure Trip</b>			
Theatrical performances	14.7%	12.8%	15.6%
Museums	25.8%	23.6%	26.8%
Festivals	24.1%	25.3%	23.3%
Historical sites	39.6%	39.9%	39.5%
Zoos/aquariums	19.4%	17.7%	20.5%
Libraries	9.6%	8.5%	9.9%

**Notes:**

- a. Cultural tourism includes trips in which they visited arts, cultural, or heritage-related attractions; participated in programs; or attended festivals or performances.
- b. Not a top 5 destination for this category.

Table 24: The importance respondents assigned to various cultural programs and attractions when selecting destinations for pleasure trips.

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
	Attributes <sup>a</sup>		
<b>Museums</b>			
1 (not at all important) <sup>a</sup>	9.7%	9.6%	9.7%
2	6.6%	7.0%	6.5%
3	7.8%	8.0%	7.6%
4	20.8%	20.5%	21.1%
5	28.5%	28.9%	28.1%
6	16.6%	17.0%	16.4%
7 (very important)	10.1%	9.0%	10.6%
Mean	4.4	4.4	4.4
<b>Cultural Fairs/festivals</b>			
1 (not at all important) <sup>a</sup>	9.2%	8.4%	9.6%
2	6.6%	6.9%	6.6%
3	8.5%	8.3%	8.5%
4	23.2%	21.5%	24.2%
5	29.4%	29.8%	29.0%
6	15.6%	16.7%	15.0%
7 (very important)	7.5%	8.3%	7.1%
Mean	4.3	4.4	4.3
<b>Performing Arts</b>			
1 (not at all important) <sup>a</sup>	12.5%	11.8%	12.9%
2	9.2%	9.9%	9.1%
3	9.8%	9.3%	9.9%
4	29.4%	28.7%	29.7%
5	20.6%	21.3%	20.0%
6	12.1%	12.8%	11.9%
7 (very important)	6.4%	6.3%	6.3%
Mean	4.0	4.0	4.0
<b>Places to Buy Local Arts/crafts</b>			
1 (not at all important) <sup>a</sup>	11.7%	10.4%	12.4%
2	8.4%	8.1%	8.7%
3	10.4%	10.2%	10.3%
4	25.8%	25.4%	26.1%
5	25.1%	25.8%	24.7%
6	13.1%	13.8%	12.8%
7 (very important)	5.4%	6.4%	5.0%
Mean	4.1	4.2	4.0

Table and footnotes continue on the next page...

Table 24: The importance respondents assigned to various cultural programs and attractions when selecting destinations for pleasure trips.  
(Continued)

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
	Attributes <sup>a</sup>		
<b>Historical Attractions</b>			
1 (not at all important) <sup>a</sup>	7.8%	7.7%	7.8%
2	4.1%	4.1%	4.2%
3	6.6%	6.1%	6.9%
4	18.7%	18.1%	19.1%
5	29.6%	30.3%	29.2%
6	21.0%	21.6%	20.8%
7 (very important)	12.1%	12.2%	12.0%
Mean	4.7	4.7	4.7
<b>Gardens, Zoos, Aquariums</b>			
1 (not at all important) <sup>a</sup>	6.3%	6.0%	6.4%
2	3.5%	3.3%	3.7%
3	6.4%	6.0%	6.6%
4	18.8%	18.1%	19.2%
5	28.5%	29.6%	27.8%
6	22.6%	22.8%	22.7%
7 (very important)	13.8%	14.2%	13.6%
Mean	4.8	4.9	4.8
<b>Agricultural Attractions and Events</b>			
1 (not at all important) <sup>a</sup>	13.9%	13.5%	14.0%
2	11.6%	10.3%	12.2%
3	12.1%	10.8%	12.7%
4	28.5%	28.8%	28.6%
5	18.1%	19.8%	17.1%
6	10.7%	11.3%	10.5%
7 (very important)	5.1%	5.5%	4.9%
Mean	3.8	3.9	3.7
<b>Purchasing Products Grown Locally</b>			
1 (not at all important) <sup>a</sup>	13.0%	12.0%	13.5%
2	10.2%	9.9%	10.4%
3	11.1%	10.1%	11.7%
4	27.0%	25.7%	27.6%
5	20.6%	22.0%	19.8%
6	11.8%	13.5%	11.1%
7 (very important)	6.3%	6.9%	5.9%
Mean	3.9	4.0	3.9

Table and footnotes continue on the next page...

**Table 24: The importance respondents assigned to various cultural programs and attractions when selecting destinations for pleasure trips.  
(Continued)**

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
	Attributes <sup>a</sup>		
<b>Architecture and Buildings</b>			
1 (not at all important) <sup>a</sup>	12.7%	12.4%	12.8%
2	10.0%	9.9%	10.2%
3	11.2%	10.1%	11.7%
4	28.6%	29.3%	28.4%
5	21.1%	21.7%	20.9%
6	11.0%	11.9%	10.5%
7 (very important)	5.3%	4.7%	5.6%
Mean	3.9	3.9	3.9
<b>Customs and Ways of Living</b>			
1 (not at all important) <sup>a</sup>	10.6%	9.8%	10.9%
2	8.2%	8.7%	8.0%
3	10.2%	9.2%	10.5%
4	26.6%	25.9%	27.1%
5	23.0%	23.3%	22.9%
6	14.5%	16.4%	13.4%
7 (very important)	7.0%	6.7%	7.1%
Mean	4.1	4.2	4.1
<b>Libraries, Literary Events</b>			
1 (not at all important) <sup>a</sup>	14.2%	13.3%	14.6%
2	11.5%	11.5%	11.6%
3	10.9%	11.0%	10.8%
4	26.1%	25.2%	26.7%
5	15.7%	17.0%	14.9%
6	11.8%	12.5%	11.4%
7 (very important)	9.8%	9.5%	9.9%
Mean	3.9	4.0	3.9

**Notes:**

a. The importance of each attribute of cultural tourism when selecting tourism destinations, measured by a 7-point Likert scale ranging from 1 (not at all important) to 7 (very important).

Table 25: Image of Michigan regarding the availability of cultural programs and attractions.

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
	Image of Michigan <sup>a</sup>		
<b>Museums - Michigan has many interesting museums.</b>			
1 (strongly disagree) <sup>a</sup>	2.0%	1.7%	2.1%
2	1.9%	1.9%	1.9%
3	3.8%	5.4%	2.9%
4	48.2%	17.7%	64.9%
5	19.5%	30.1%	13.8%
6	17.5%	29.0%	11.4%
7 (strongly agree)	7.0%	14.3%	3.1%
Mean	4.6	5.2	4.3
<b>Cultural Fairs/festivals - Michigan has exciting and lively cultural fairs/festivals/events (art, ethnic, culture).</b>			
1 (strongly disagree) <sup>a</sup>	1.7%	1.2%	1.9%
2	1.7%	1.7%	1.6%
3	2.9%	3.5%	2.5%
4	40.3%	11.1%	56.3%
5	23.5%	29.7%	20.0%
6	20.3%	32.5%	13.7%
7 (strongly agree)	9.7%	20.3%	3.9%
Mean	4.8	5.5	4.5
<b>Performing Arts - Michigan has quality performing arts (opportunity to see/attend/participate).</b>			
1 (strongly disagree) <sup>a</sup>	1.9%	1.5%	2.0%
2	1.6%	1.5%	1.6%
3	3.1%	3.6%	2.8%
4	47.2%	17.0%	63.9%
5	18.7%	25.2%	15.0%
6	18.6%	32.2%	11.3%
7 (strongly agree)	8.9%	19.1%	3.4%
Mean	4.7	5.4	4.4

Table and footnotes continue on the next page...

Table 25: Image of Michigan regarding the availability of cultural programs and attractions. (Continued)

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
	Image of Michigan <sup>a</sup>		
<b>Places to Buy Local Arts/crafts - Michigan has a variety of places to buy local art/crafts including shops, galleries, etc.</b>			
1 (strongly disagree) <sup>a</sup>	1.7%	1.3%	1.8%
2	1.4%	1.7%	1.2%
3	2.8%	4.5%	1.9%
4	41.5%	15.2%	55.9%
5	22.5%	28.3%	19.4%
6	20.4%	30.2%	15.3%
7 (strongly agree)	9.5%	18.8%	4.5%
Mean	4.8	5.3	4.5
<b>Historical Attractions - Michigan has significant historical/heritage attractions, sites and districts.</b>			
1 (strongly disagree) <sup>a</sup>	1.8%	1.4%	1.8%
2	1.3%	1.3%	1.2%
3	3.1%	4.0%	2.6%
4	36.9%	12.5%	50.5%
5	22.6%	25.7%	20.7%
6	22.0%	31.5%	16.9%
7 (strongly agree)	12.3%	23.6%	6.1%
Mean	4.9	5.5	4.6
<b>Gardens, Zoos, Aquariums - Michigan has appealing gardens, zoos, aquariums</b>			
1 (strongly disagree) <sup>a</sup>	2.0%	2.1%	1.8%
2	2.0%	2.6%	1.7%
3	4.6%	7.4%	3.0%
4	44.9%	15.1%	61.1%
5	21.2%	29.3%	16.8%
6	17.2%	27.1%	11.9%
7 (strongly agree)	8.1%	16.4%	3.6%
Mean	4.7	5.1	4.4

Table and footnotes continue on the next page...

Table 25: Image of Michigan regarding the availability of cultural programs and attractions. (Continued)

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
	Image of Michigan <sup>a</sup>		
<b>Agricultural Attractions and Events - Michigan has diverse agricultural tourism attractions and events.</b>			
1 (strongly disagree) <sup>a</sup>	2.2%	2.4%	2.0%
2	2.3%	3.4%	1.8%
3	5.2%	7.7%	3.7%
4	49.2%	25.5%	62.2%
5	19.9%	26.0%	16.6%
6	14.7%	22.3%	10.6%
7 (strongly agree)	6.5%	12.7%	3.2%
Mean	4.5	4.9	4.3
<b>Architecture and Buildings - Michigan has important architecture and buildings.</b>			
1 (strongly disagree) <sup>a</sup>	2.2%	2.2%	2.0%
2	2.7%	3.5%	2.2%
3	6.1%	8.5%	4.7%
4	49.3%	25.5%	62.6%
5	19.8%	27.5%	15.5%
6	13.5%	20.7%	9.6%
7 (strongly agree)	6.5%	12.4%	3.3%
Mean	4.5	4.8	4.3
<b>Customs and Ways of Living - Michigan has interesting and varied customs and ways of life.</b>			
1 (strongly disagree) <sup>a</sup>	2.6%	2.9%	2.3%
2	3.7%	4.5%	3.2%
3	7.1%	10.7%	5.2%
4	47.5%	23.8%	60.4%
5	19.7%	26.8%	15.7%
6	13.3%	19.4%	10.0%
7 (strongly agree)	6.3%	11.9%	3.3%
Mean	4.4	4.7	4.3

Table and footnotes continue on the next page...

Table 25: Image of Michigan regarding the availability of cultural programs and attractions. (Continued)

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
Image of Michigan <sup>a</sup>			
<b>Purchasing Products Grown Locally - Michigan has many products grown or processed locally.</b>			
1 (strongly disagree) <sup>a</sup>	1.9%	1.5%	1.9%
2	1.7%	2.0%	1.6%
3	3.5%	4.5%	2.8%
4	43.5%	16.3%	58.5%
5	20.0%	25.1%	17.1%
6	19.2%	29.6%	13.5%
7 (strongly agree)	10.3%	20.9%	4.6%
Mean	4.8	5.3	4.5
<b>Libraries, Literary Events - Michigan has a variety of libraries, literary events and bookstores.</b>			
1 (strongly disagree) <sup>a</sup>	1.9%	1.5%	2.0%
2	1.7%	1.5%	1.8%
3	3.6%	4.1%	3.2%
4	47.9%	17.5%	64.6%
5	19.5%	28.4%	14.8%
6	17.2%	29.8%	10.3%
7 (strongly agree)	8.2%	17.2%	3.3%
Mean	4.7	5.3	4.3

**Notes:**  
a. The image of Michigan for each attribute of cultural tourism, measured by a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Table 26: Socioeconomic characteristics of the respondents.

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Gender</b>			
Male	36.8%	26.5%	42.4%
Female	63.2%	73.5%	57.6%
<b>Family Status</b>			
Single without children	23.0%	21.2%	23.7%
Single with children	7.7%	9.0%	6.8%
Single with children not at home	8.1%	7.8%	8.1%
Married without children	12.9%	11.2%	13.9%
Married with children	29.5%	31.0%	29.0%
Married with children not at home	18.9%	19.7%	18.5%
<b>State of Residence</b>			
Michigan	34.9%		
Great Lakes	65.1%		
<b>Sexual Orientation</b>			
Straight/heterosexual	94.0%		
Gay/lesbian	2.5%		
Other	3.5%		
<b>Education</b>			
Less than high school	0.4%	0.5%	0.4%
Completed some high school	2.0%	2.1%	2.0%
Completed high school	19.5%	19.9%	19.5%
Some college	33.5%	34.9%	32.8%
2-year college degree	11.4%	12.2%	11.0%
4-year college degree	18.4%	17.1%	19.2%
Completed some graduate courses	5.3%	4.5%	5.5%
Master's degree	7.6%	7.3%	7.6%
Doctoral degree	1.9%	1.6%	2.0%
<b>Age</b>			
Mean	45.4	44.9	45.6
<b>Number of Residents</b>			
Mean	2.6	2.7	2.6
Mode	2	2	2

Table continues on the next page...

Table 26: Socioeconomic characteristics of the respondents.

	All Respondents	Michigan Respondents	Respondents of Other Great Lakes States
<b>Employment</b>			
Full time outside the home	40.2%	37.0%	42.1%
Part time outside the home	14.0%	15.3%	13.3%
Self employed outside the home	3.0%	2.9%	3.1%
Self employed at home	6.3%	6.4%	6.3%
Home maker	13.0%	15.6%	11.9%
Unemployed	9.1%	9.7%	8.8%
Retired	16.9%	16.0%	17.5%
Student	7.0%	8.3%	6.3%
<b>Race</b>			
Caucasian or White	89.8%	89.8%	90.8%
African American or Black	5.7%	6.2%	5.3%
Asian or Pacific Islander	1.2%	1.0%	1.2%
Native American	1.1%	1.1%	1.2%
<b>Hispanic Origin or Descent</b>			
No	97.6%	98.0%	97.5%
Yes	2.4%	2.0%	2.5%
<b>Income</b>			
Less than \$25,000	20.1%	22.1%	19.0%
\$25,000 - \$29,999	10.0%	10.2%	9.8%
\$30,000 - \$39,999	14.3%	14.1%	14.5%
\$40,000 - \$49,999	12.1%	11.7%	12.2%
\$50,000 - \$59,999	10.3%	10.2%	10.4%
\$60,000 - \$74,999	12.4%	11.5%	13.0%
\$75,000 - \$99,999	11.0%	10.6%	11.2%
\$100,000 - \$124,999	5.0%	5.0%	5.0%
\$125,000 - \$149,999	2.0%	1.8%	2.2%
\$150,000 - \$174,999	1.1%	1.0%	1.2%
\$175,000 - \$199,999	0.7%	0.8%	0.7%
\$200,000 or more	1.0%	1.1%	0.9%