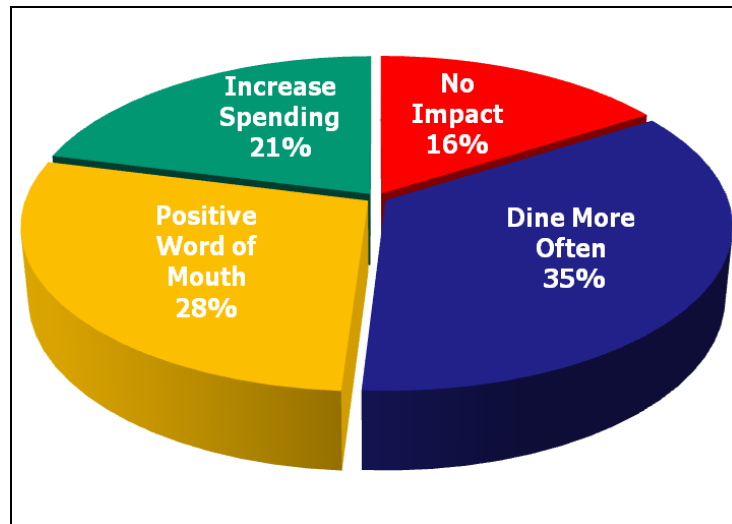




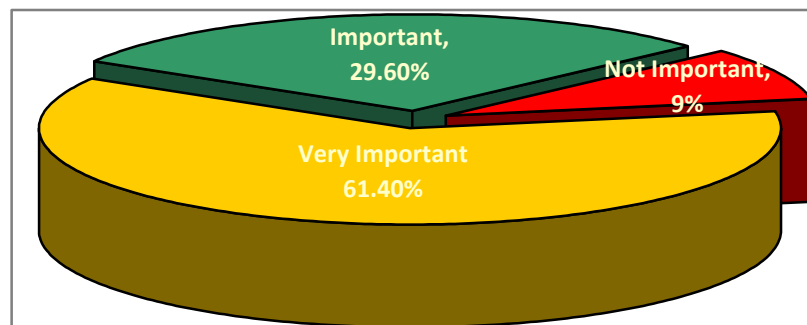
CULTURAL CONSUMER SURVEY

DINING

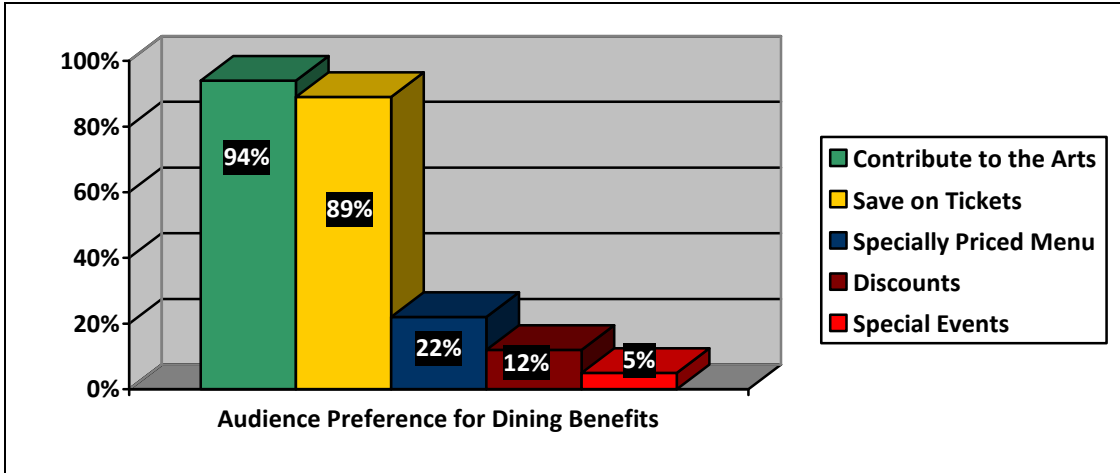
1. How would a restaurant's decision to support the arts influence your dining habits? More than 85% said Patron Rewards would influence them to change their dining habits.
 - a. 35.6% – Would dine more often
 - b. 28.4% – Would recommend the restaurant to friends and family
 - c. 21.2% – Would spend more
 - d. 15.8% – No impact



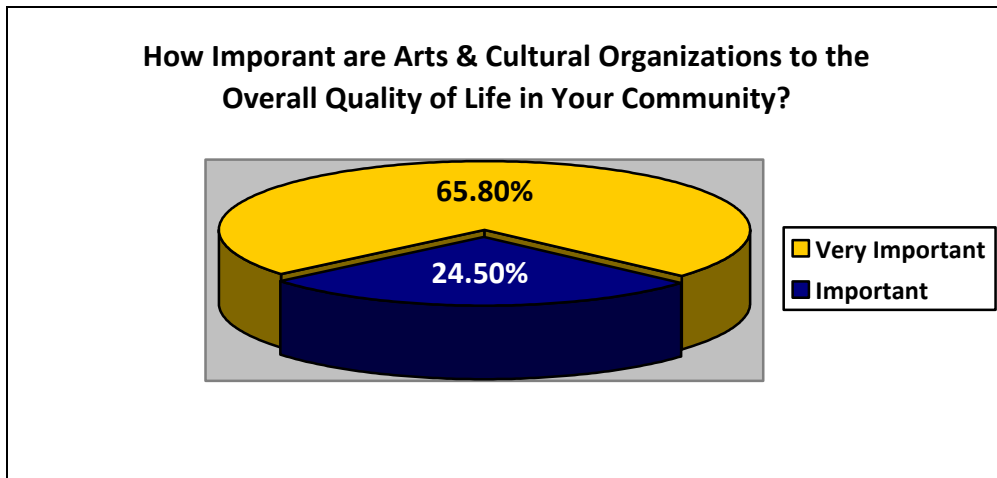
2. How important is it for local restaurants to support the arts in your community? Nine out of ten people believe it's important for local restaurants to support the arts.
 - a. 61.4% – Very Important
 - b. 29.6% – Important
 - c. 9.0% – Not Important



3. If arts organizations offered you dining benefits at local restaurants, which of the following would you prefer?
- a. 94% – Donate a percentage of your check to your favorite arts group.
 - b. 89% – Save on performing arts tickets or subscriptions.
 - c. 22% – Special menu for audience members.
 - d. 12% – Discount on your meals.
 - e. 5% – Special events like wine tasting or cooking classes

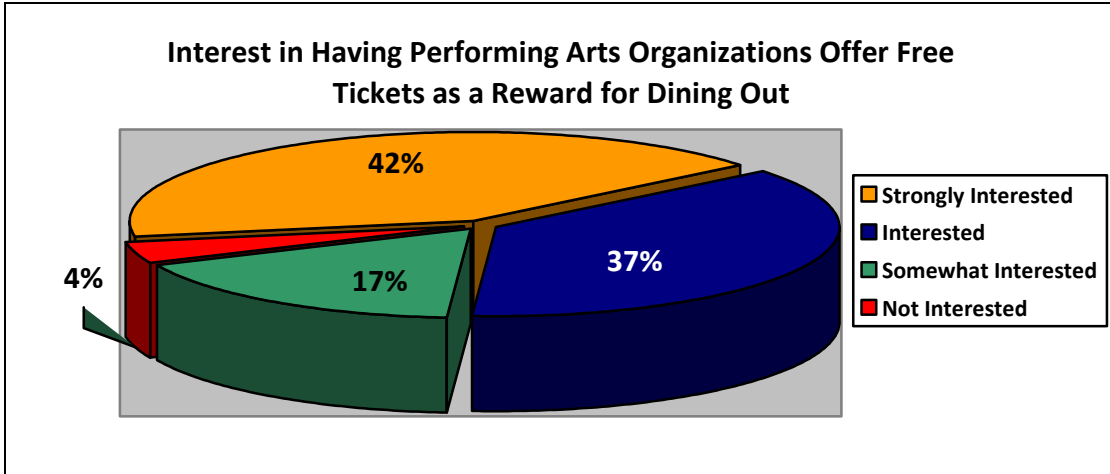


4. How important are local arts and cultural organizations to the overall “quality of life” in your community?
- a. 90.3% – Arts and cultural organizations are important or very important to their community’s quality of life.
 - b. 65.8% – Very Important
 - c. 24.5% – Important

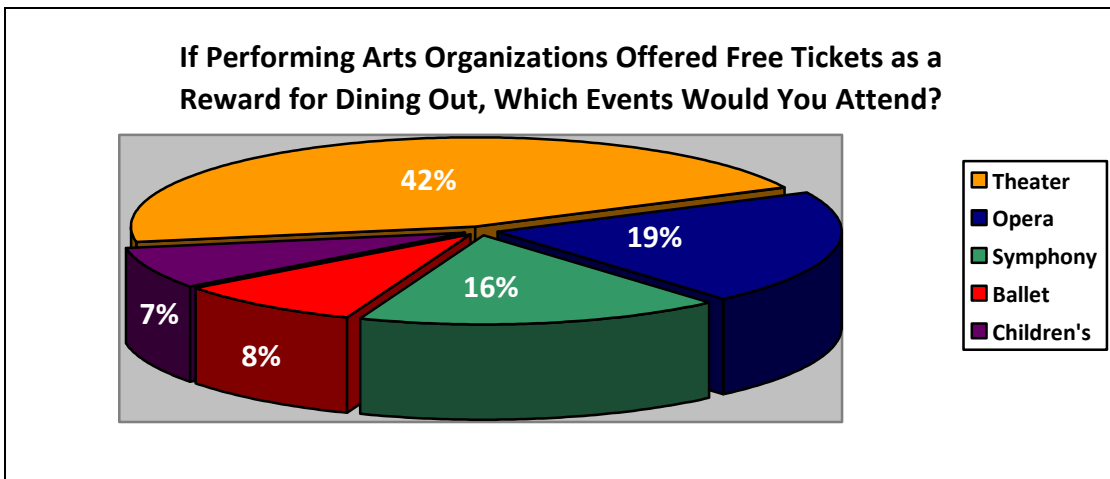


INTEREST IN JOINING PATRON REWARDS

1. If performing arts organizations offered free tickets as a reward for dining at your favorite restaurants, would you be:
 - a. Strongly Interested – 42%
 - b. Interested – 37%
 - c. Somewhat Interested – 17%
 - d. Not Interested – 4%

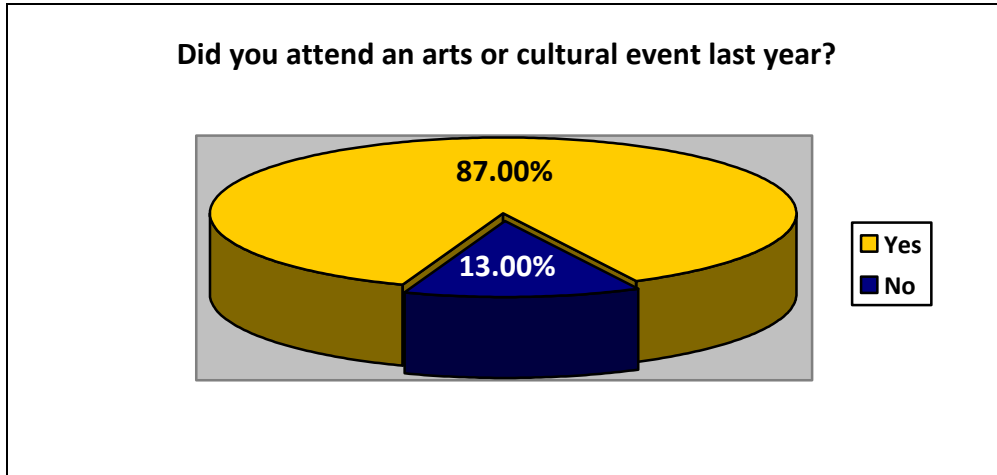


2. If performing arts organizations offered free tickets as a reward for dining out, which events would you want to attend?
 - a. Theater – 50%
 - b. Opera – 19%
 - c. Symphony – 16%
 - d. Ballet – 8%
 - e. Children’s Events – 7%

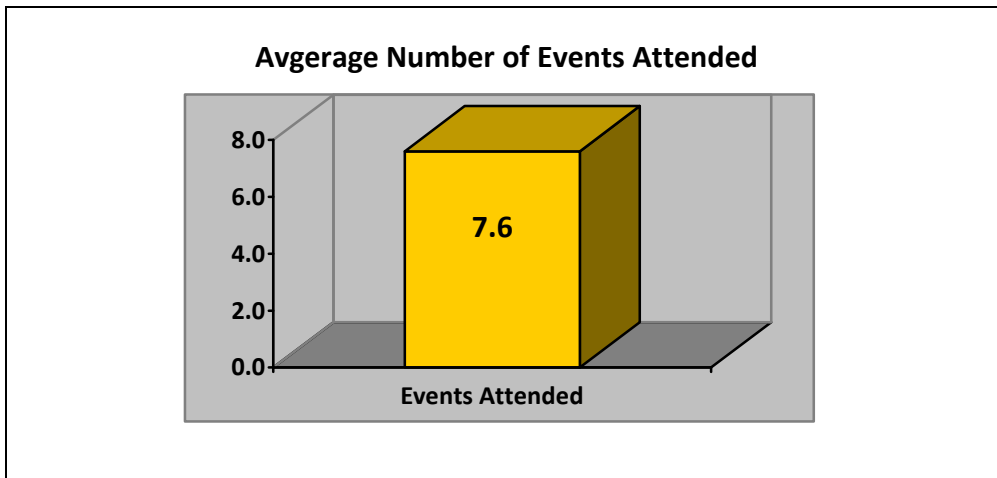


ARTS AND ATTENDANCE

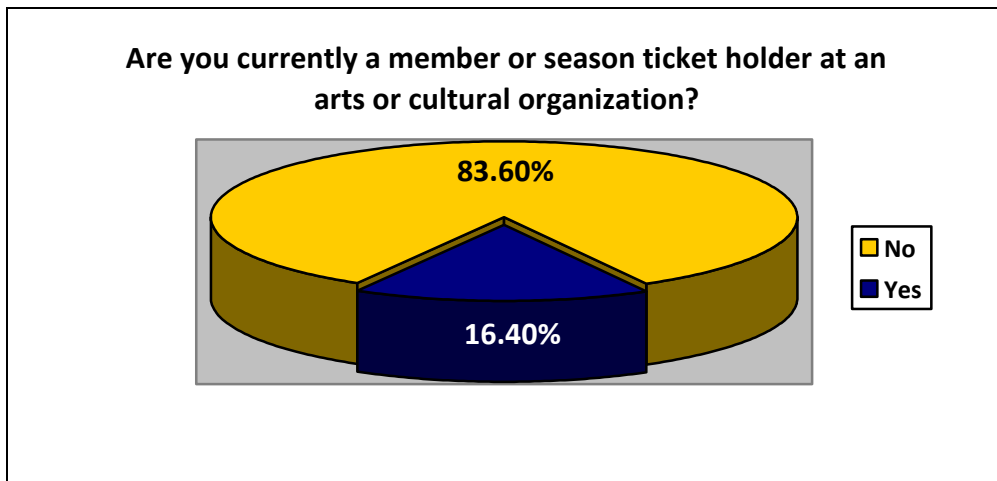
- 1. In the past year, have you attended an arts or cultural event such as the theater, symphony, opera, or dance – or gone to a museum, zoo or aquarium?
 - a. Yes – 87%
 - b. No – 13%



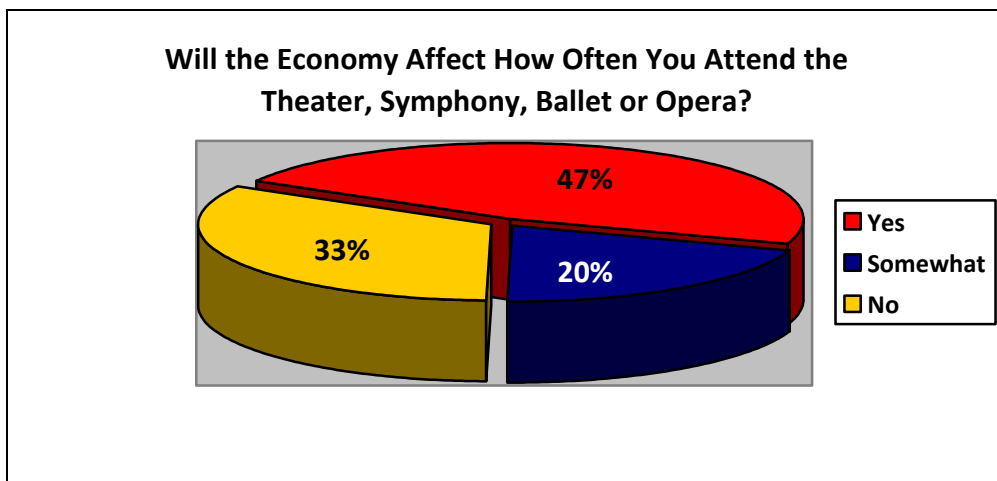
- 2. If yes, how many events did you attend?
 - a. Respondents attended an average of 7.6 events annually.
 - b. Note: According to the National Endowment for the Arts, 40% of adults attend at least 1 performing arts event annually. The average American attends just over 3 events a year.



- 3. Are you currently a member or season ticket holder at an arts or cultural organization?
 - a. Yes – 16.4%
 - b. No – 83.6%



- 4. Will the economy affect how often you attend the theater, symphony, ballet or opera?
 - a. Yes – 47%
 - b. Somewhat – 20%
 - c. No – 33%



5. If it were more affordable to attend theater, symphony, ballet or opera, would you go more often?
- a. Yes – 77%
 - b. No – 23%

