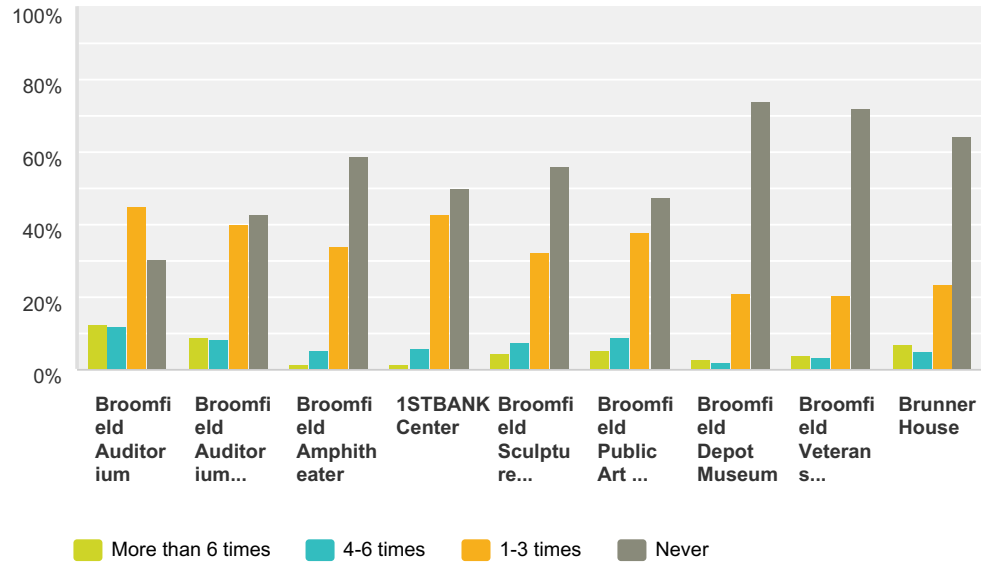


Q1 How often in the past year have you or your family attended events or activities at the following arts, entertainment and cultural venues in Broomfield?

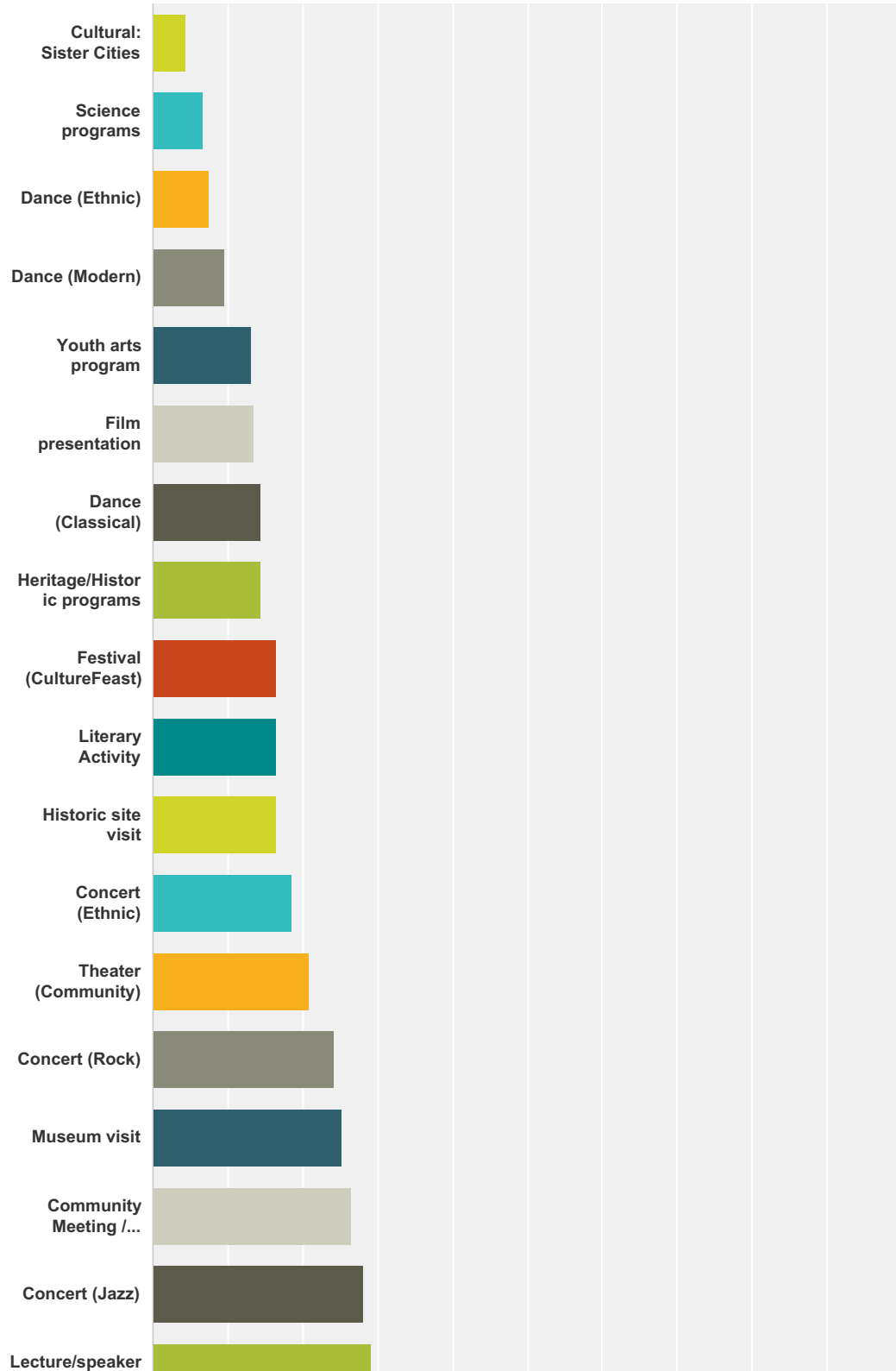
Answered: 504 Skipped: 7



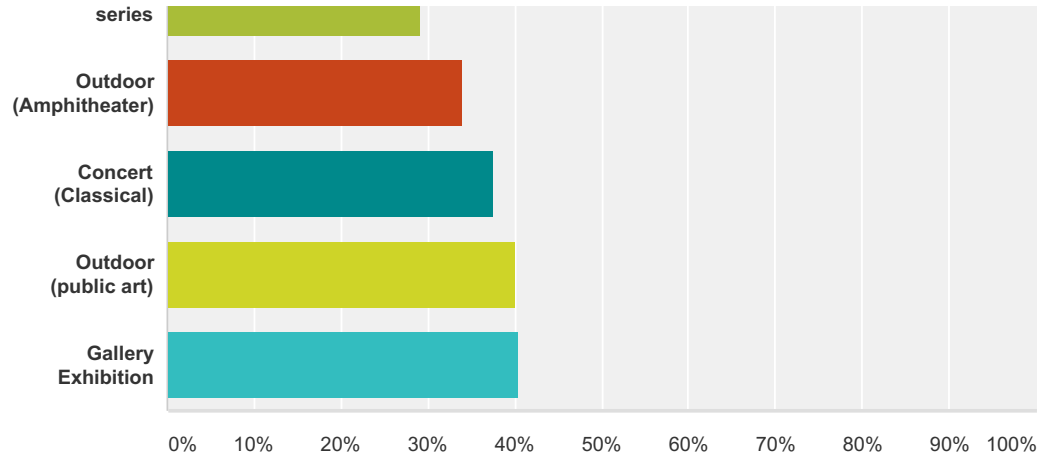
	More than 6 times	4-6 times	1-3 times	Never	Total
Broomfield Auditorium	12.45% 62	11.85% 59	44.98% 224	30.72% 153	498
Broomfield Auditorium Gallery	8.77% 42	8.35% 40	40.08% 192	42.80% 205	479
Broomfield Amphitheater	1.69% 8	5.27% 25	34.18% 162	58.86% 279	474
1STBANK Center	1.47% 7	5.88% 28	42.86% 204	49.79% 237	476
Broomfield Sculpture Trail	4.28% 20	7.28% 34	32.55% 152	55.89% 261	467
Broomfield Public Art in Parks	5.70% 27	8.86% 42	37.76% 179	47.68% 226	474
Broomfield Depot Museum	2.97% 14	2.12% 10	21.02% 99	73.89% 348	471
Broomfield Veterans Memorial Museum	4.02% 19	3.38% 16	20.51% 97	72.09% 341	473
Brunner House	6.82% 32	5.12% 24	23.67% 111	64.39% 302	469

Q2 Which events or activities have you attended at arts, entertainment and cultural venues in Broomfield? (Check all that apply.)

Answered: 439 Skipped: 72



SURVEY FOR ARTS AND CULTURE MASTER PLAN 2014



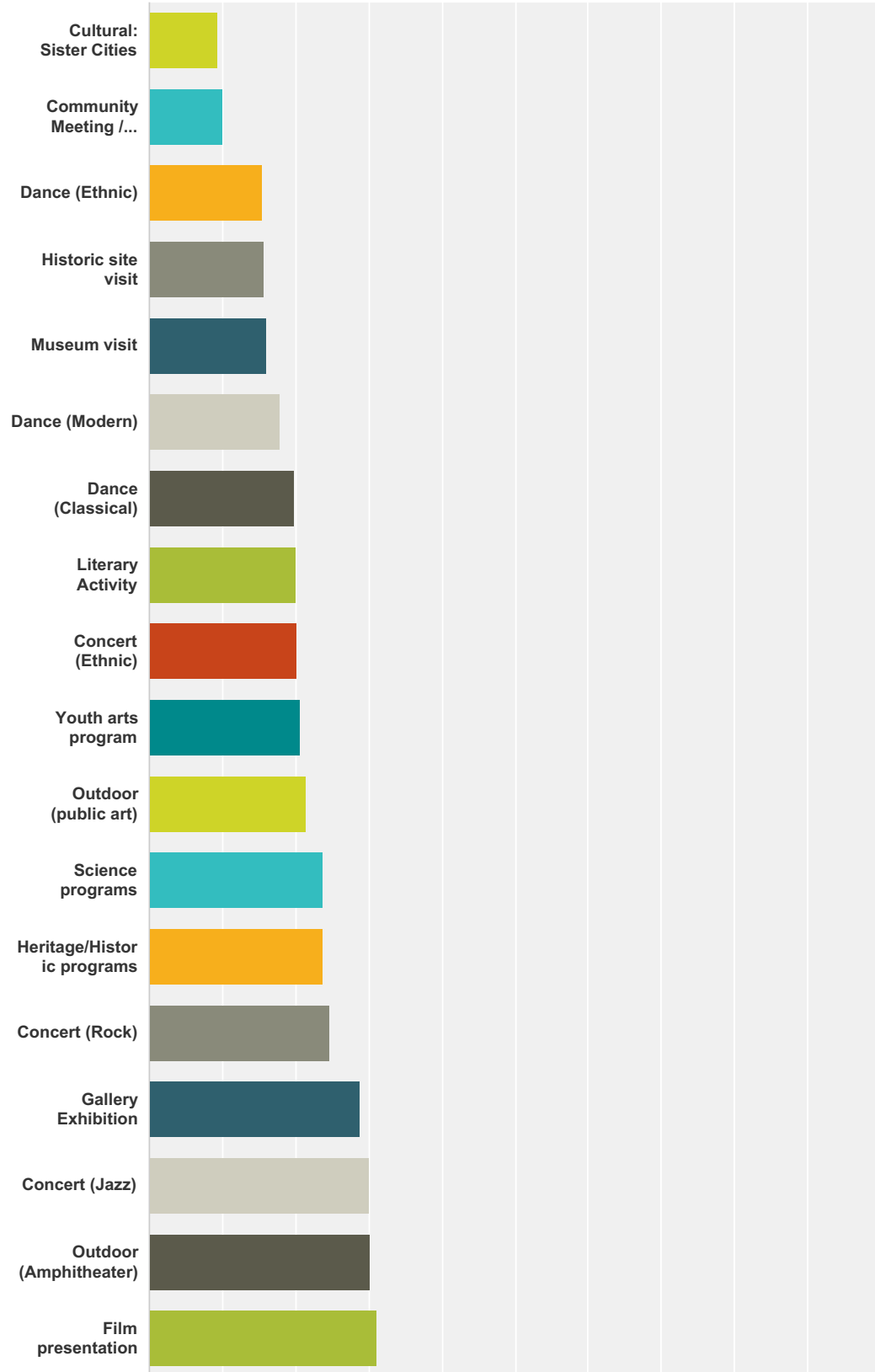
Answer Choices	Responses	
Cultural: Sister Cities	4.33%	19
Science programs	6.61%	29
Dance (Ethnic)	7.52%	33
Dance (Modern)	9.57%	42
Youth arts program	13.21%	58
Film presentation	13.67%	60
Dance (Classical)	14.35%	63
Heritage/Historic programs	14.35%	63
Festival (CultureFeast)	16.40%	72
Literary Activity	16.40%	72
Historic site visit	16.40%	72
Concert (Ethnic)	18.68%	82
Theater (Community)	20.96%	92
Concert (Rock)	24.15%	106
Museum visit	25.28%	111
Community Meeting / Gathering	26.42%	116
Concert (Jazz)	28.25%	124
Lecture/speaker series	29.16%	128
Outdoor (Amphitheater)	33.94%	149
Concert (Classical)	37.59%	165
Outdoor (public art)	40.09%	176
Gallery Exhibition	40.55%	178

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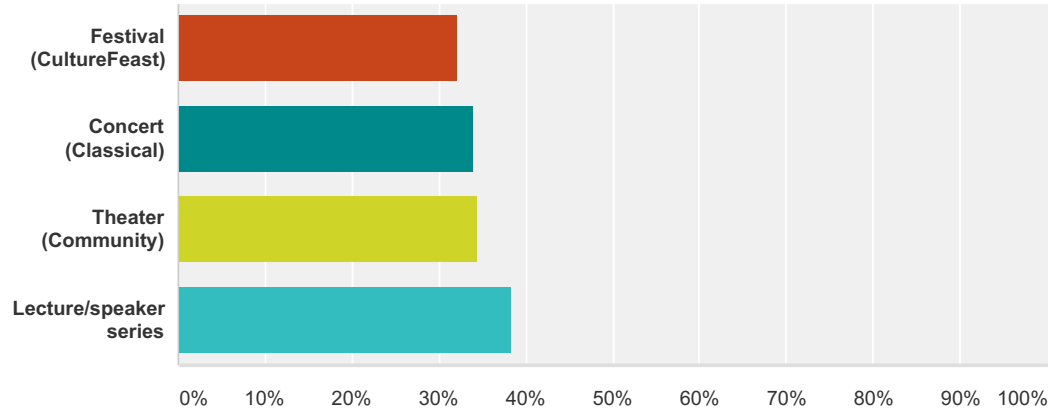
Total Respondents: 439

Q3 Which events and activities would you like to see more of in Broomfield? (Check all that apply.)

Answered: 419 Skipped: 92



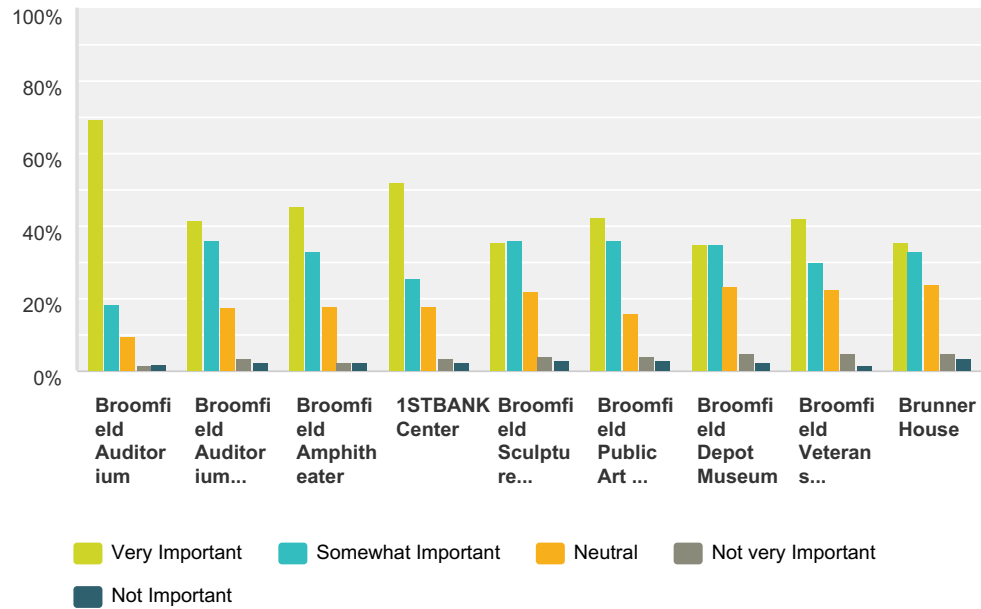
SURVEY FOR ARTS AND CULTURE MASTER PLAN 2014



Answer Choices	Responses	Count
Cultural: Sister Cities	9.31%	39
Community Meeting / Gathering	10.02%	42
Dance (Ethnic)	15.51%	65
Historic site visit	15.75%	66
Museum visit	15.99%	67
Dance (Modern)	17.90%	75
Dance (Classical)	19.81%	83
Literary Activity	20.05%	84
Concert (Ethnic)	20.29%	85
Youth arts program	20.76%	87
Outdoor (public art)	21.48%	90
Science programs	23.87%	100
Heritage/Historic programs	23.87%	100
Concert (Rock)	24.58%	103
Gallery Exhibition	28.88%	121
Concert (Jazz)	30.07%	126
Outdoor (Amphitheater)	30.31%	127
Film presentation	31.03%	130
Festival (CultureFeast)	32.22%	135
Concert (Classical)	34.13%	143
Theater (Community)	34.37%	144
Lecture/speaker series	38.42%	161
Total Respondents: 419		

Q4 How important to the quality of life in Broomfield are the following arts, entertainment and cultural venues?

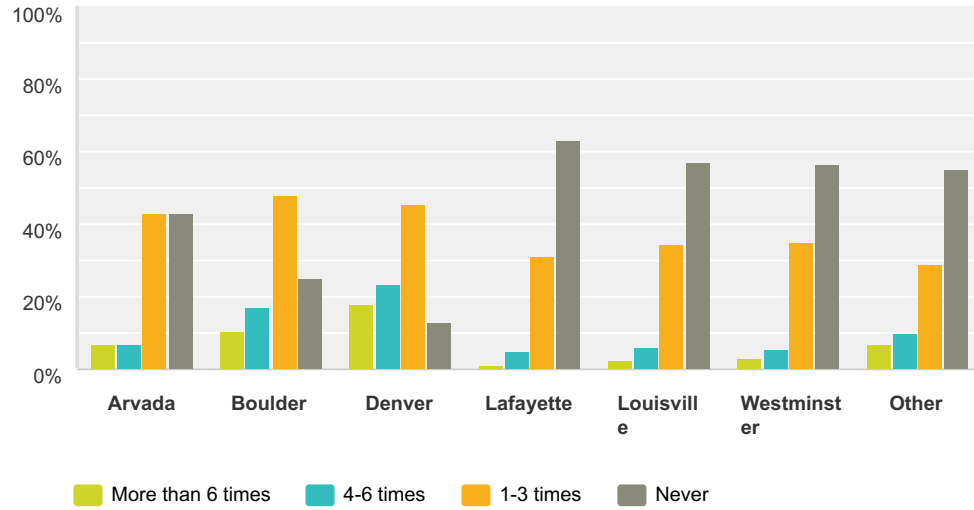
Answered: 487 Skipped: 24



	Very Important	Somewhat Important	Neutral	Not very Important	Not Important	Total Respondents
Broomfield Auditorium	69.44% 334	18.71% 90	9.36% 45	1.46% 7	1.87% 9	481
Broomfield Auditorium Gallery	41.36% 194	36.03% 169	17.70% 83	3.62% 17	2.35% 11	469
Broomfield Amphitheater	45.57% 211	32.83% 152	17.93% 83	2.38% 11	2.38% 11	463
1STBANK Center	52.25% 244	25.27% 118	17.99% 84	3.64% 17	2.36% 11	467
Broomfield Sculpture Trail	35.64% 165	36.07% 167	22.25% 103	4.10% 19	2.81% 13	463
Broomfield Public Art in Parks	42.61% 199	35.76% 167	16.06% 75	3.85% 18	2.78% 13	467
Broomfield Depot Museum	35.22% 162	35.00% 161	23.48% 108	5.22% 24	2.39% 11	460
Broomfield Veterans Memorial Museum	42.21% 195	30.09% 139	22.29% 103	4.76% 22	1.73% 8	462
Brunner House	35.59% 163	32.97% 151	23.80% 109	5.24% 24	3.49% 16	458

Q5 How many times in the past year have you or your family attended arts, entertainment or cultural events in the areas surrounding Broomfield? (Check all that apply.)

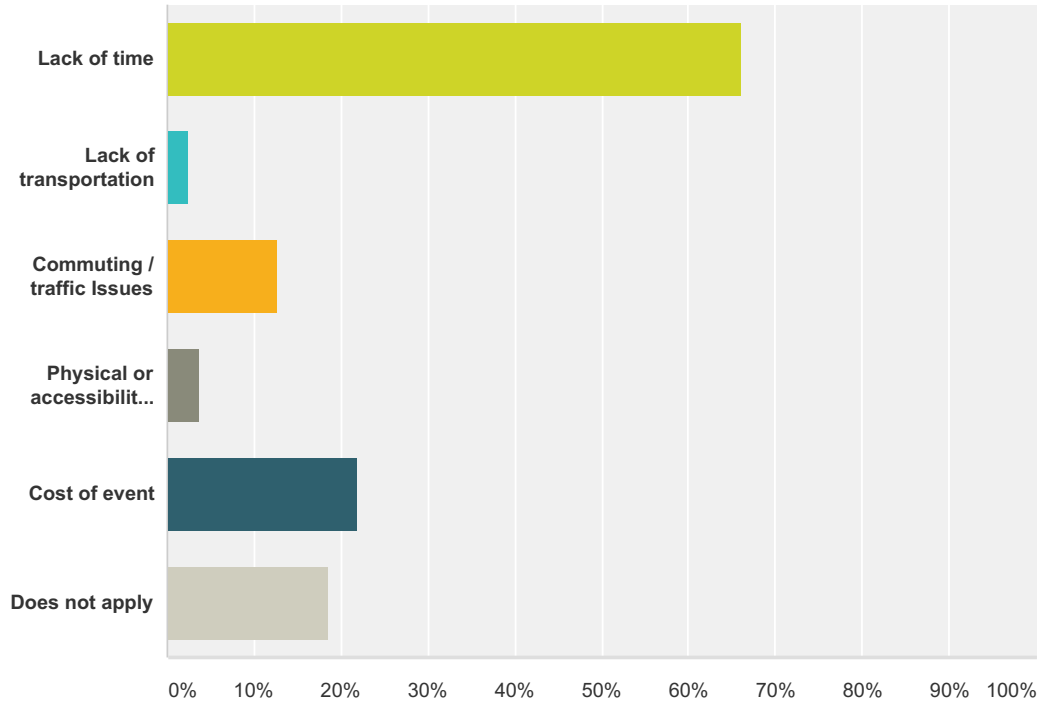
Answered: 497 Skipped: 14



	More than 6 times	4-6 times	1-3 times	Never	Total Respondents
Arvada	7.13% 29	7.13% 29	43.24% 176	42.75% 174	407
Boulder	10.30% 45	16.93% 74	47.83% 209	24.94% 109	437
Denver	18.14% 82	23.45% 106	45.35% 205	13.05% 59	452
Lafayette	1.02% 4	4.82% 19	31.22% 123	62.94% 248	394
Louisville	2.72% 11	6.17% 25	34.32% 139	57.04% 231	405
Westminster	3.21% 13	5.68% 23	34.81% 141	56.30% 228	405
Other	7.07% 14	10.10% 20	28.79% 57	55.05% 109	198

**Q6 What prevents you from attending more arts or cultural events in Broomfield?
(Check all that apply.)**

Answered: 391 Skipped: 120

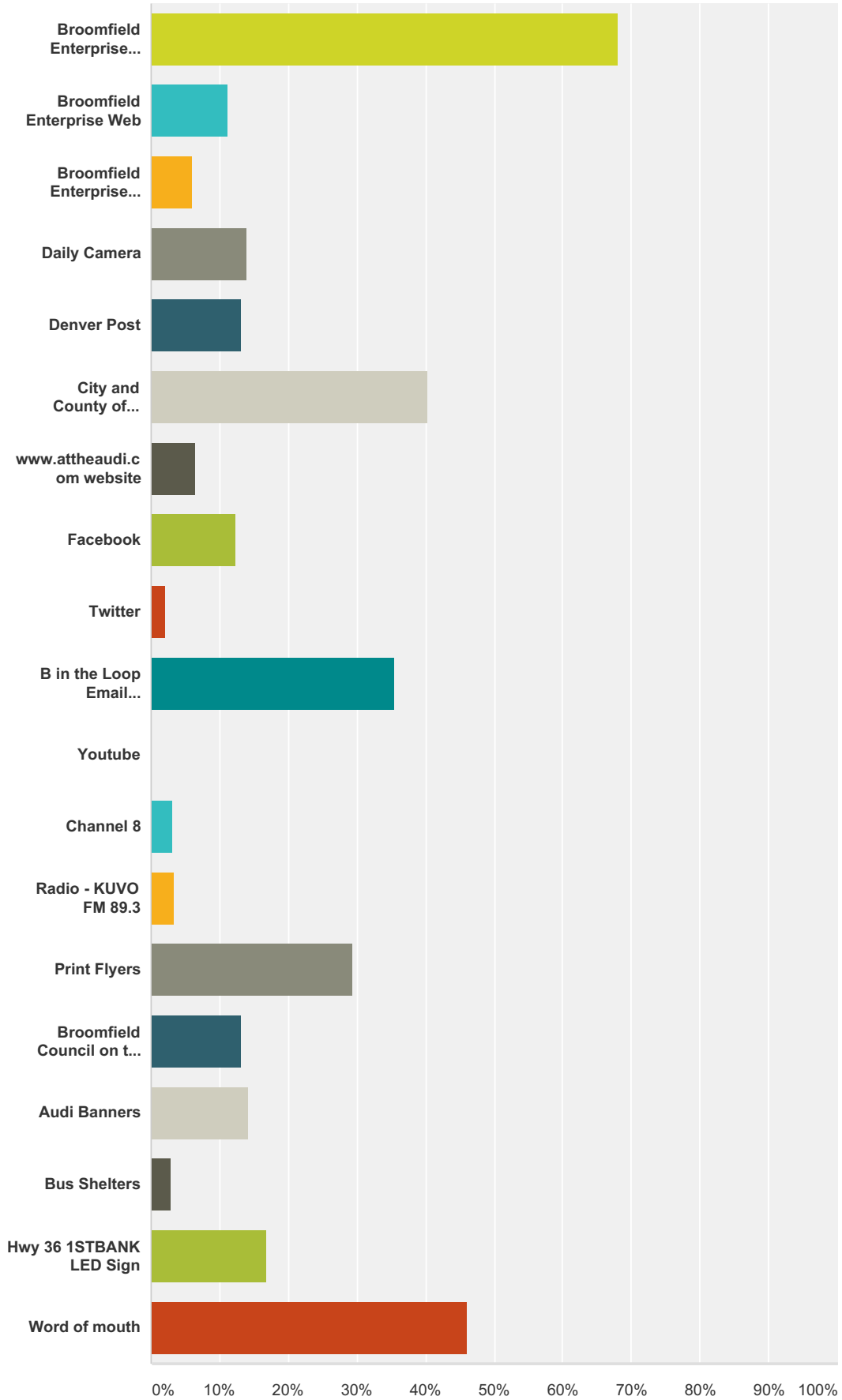


Answer Choices	Responses
Lack of time	66.24% 259
Lack of transportation	2.56% 10
Commuting / traffic Issues	12.79% 50
Physical or accessibility barriers	3.84% 15
Cost of event	21.99% 86
Does not apply	18.67% 73
Total Respondents: 391	

**Q7 How do you hear about arts,
entertainment or cultural events in
Broomfield? (Check all that apply.)**

Answered: 477 Skipped: 34

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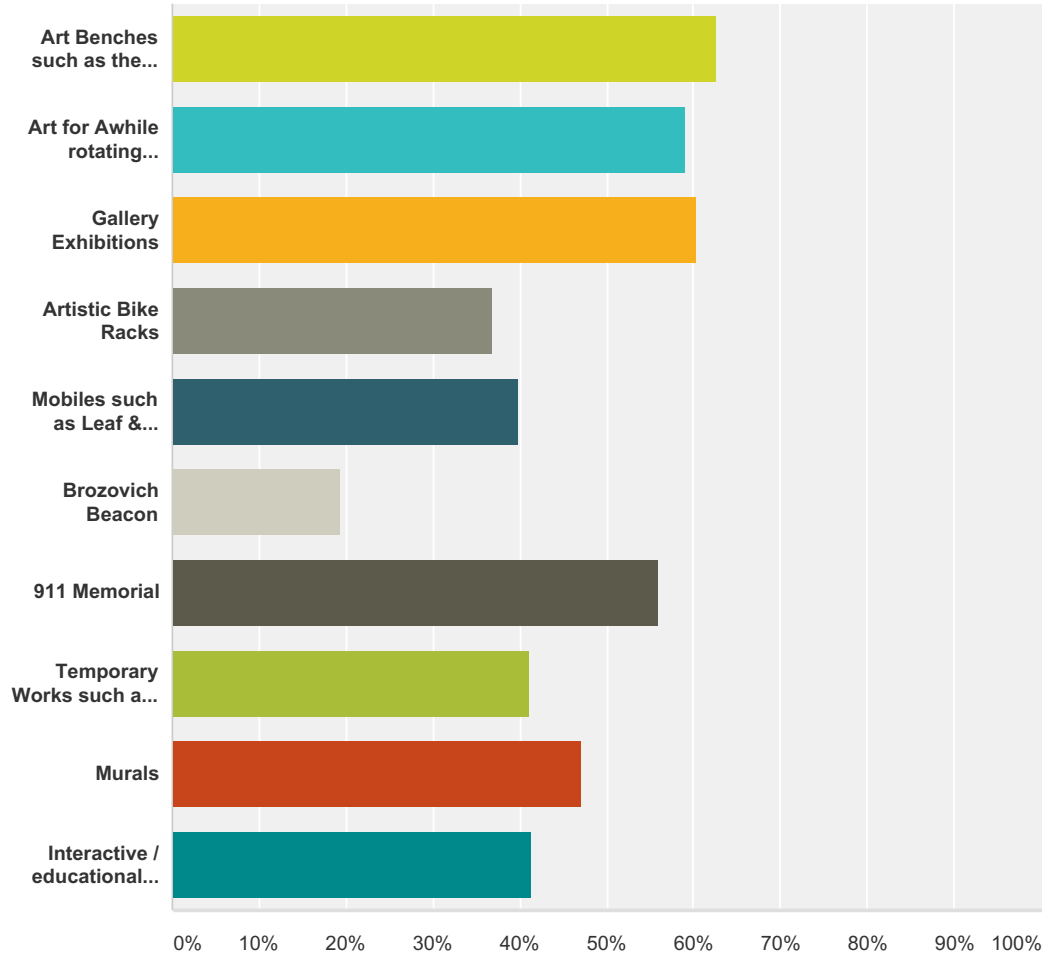


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Answer Choices	Responses	
Broomfield Enterprise Print	68.13%	325
Broomfield Enterprise Web	11.32%	54
Broomfield Enterprise Social Media	6.08%	29
Daily Camera	14.05%	67
Denver Post	13.21%	63
City and County of Broomfield website	40.25%	192
www.attheaudi.com website	6.50%	31
Facebook	12.37%	59
Twitter	2.10%	10
B in the Loop Email Newsletters	35.43%	169
Youtube	0.21%	1
Channel 8	3.14%	15
Radio - KUVU FM 89.3	3.35%	16
Print Flyers	29.35%	140
Broomfield Council on the Arts and Humanities (BCAH) Newsletter	13.21%	63
Audi Banners	14.26%	68
Bus Shelters	2.94%	14
Hwy 36 1STBANK LED Sign	16.98%	81
Word of mouth	46.12%	220
Total Respondents: 477		

Q8 Please complete the following statement: "I would/do appreciate the following types of public art in Broomfield"? Click here to view Public Art (Check all that apply.)

Answered: 432 Skipped: 79



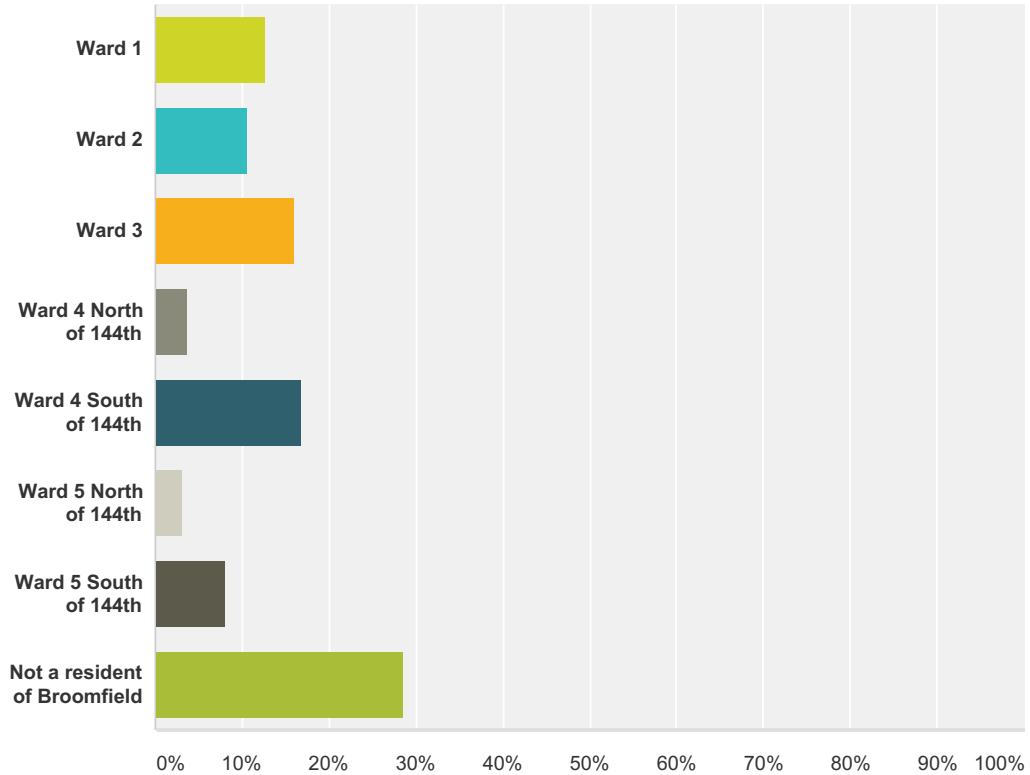
Answer Choices	Responses
Art Benches such as the Lotus Bench	62.73% 271
Art for Awhile rotating sculptures	59.03% 255
Gallery Exhibitions	60.42% 261
Artistic Bike Racks	37.04% 160
Mobiles such as Leaf & Feather located at the George Di Ciero City & County Building	39.81% 172
Brozovich Beacon	19.44% 84
911 Memorial	56.02% 242

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Temporary Works such as Chalk Art	41.20%	178
Murals	47.22%	204
Interactive / educational works such as Our Solar System: Myths & Matter or Stranger Reduction Zone	41.44%	179
Total Respondents: 432		

Q9 Are you a resident of Broomfield? If so, what ward do you live in? Click here to view the ward map.

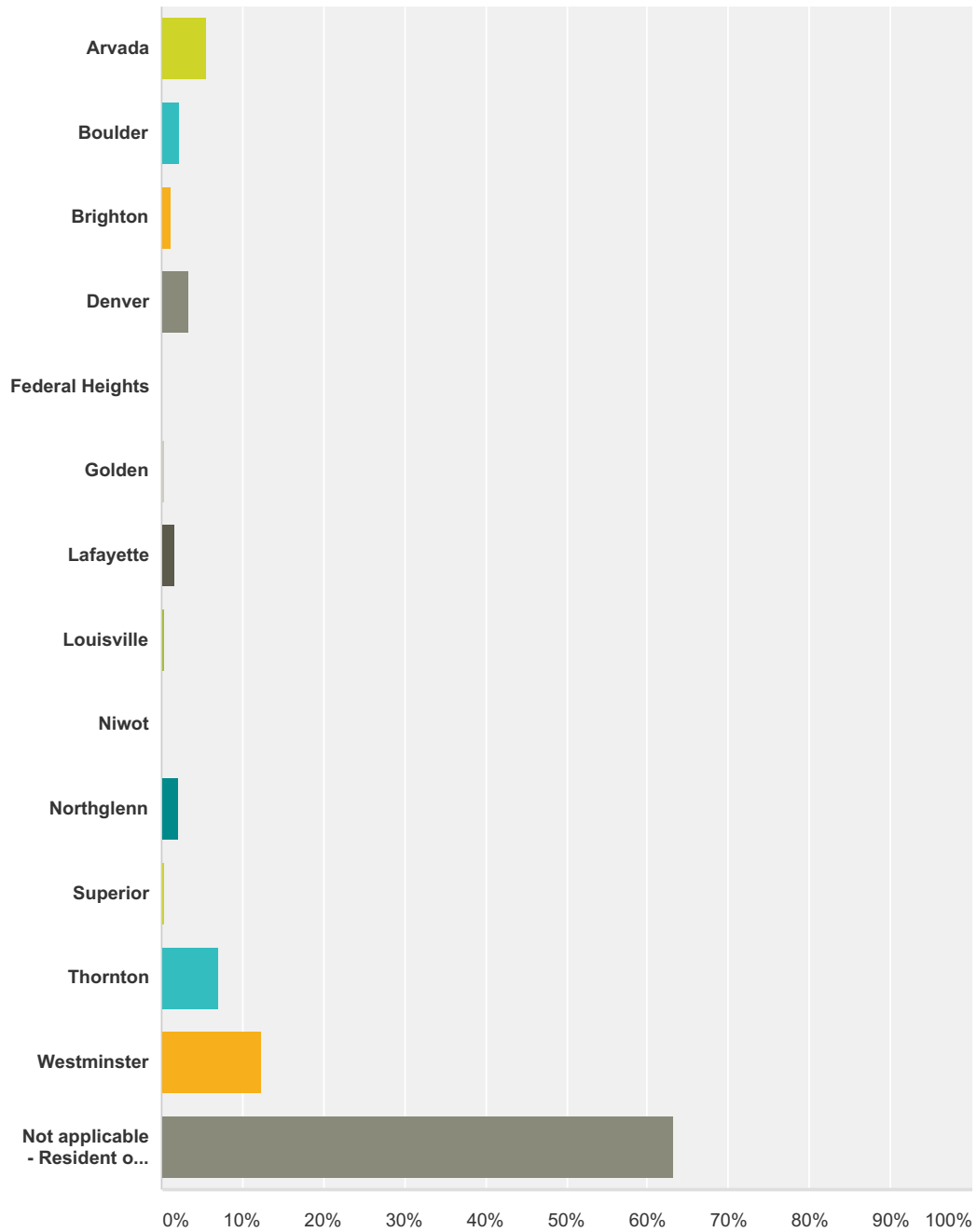
Answered: 479 Skipped: 32



Answer Choices	Responses	
Ward 1	12.73%	61
Ward 2	10.65%	51
Ward 3	16.08%	77
Ward 4 North of 144th	3.76%	18
Ward 4 South of 144th	16.91%	81
Ward 5 North of 144th	3.13%	15
Ward 5 South of 144th	8.14%	39
Not a resident of Broomfield	28.60%	137
Total		479

**Q10 Are you a non-resident of Broomfield?
If so, in which city do you live?**

Answered: 300 Skipped: 211



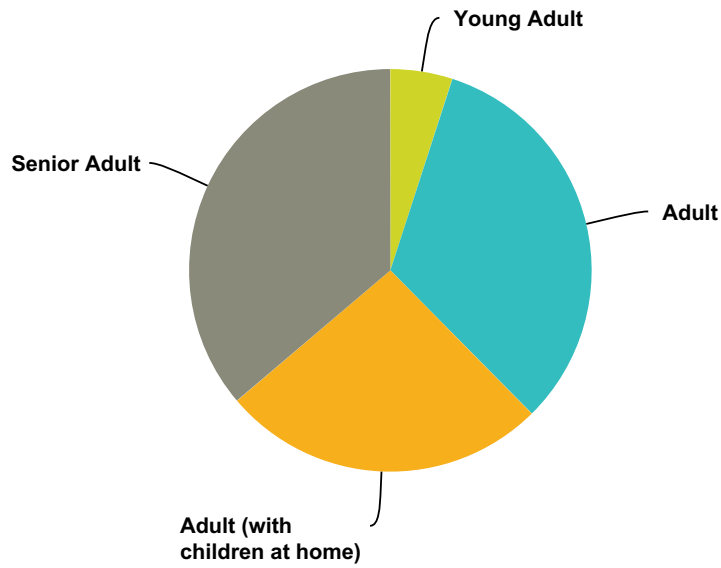
Answer Choices	Responses
Arvada	5.67% 17
Boulder	2.33% 7
Brighton	1.33% 4

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Denver	3.33%	10
Federal Heights	0.00%	0
Golden	0.33%	1
Lafayette	1.67%	5
Louisville	0.33%	1
Niwot	0.00%	0
Northglenn	2.00%	6
Superior	0.33%	1
Thornton	7.00%	21
Westminster	12.33%	37
Not applicable - Resident of Broomfield	63.33%	190
Total		300

Q11 Which of the following groups do you most identify with? (Check only one)

Answered: 500 Skipped: 11



Answer Choices	Responses	
Young Adult	5.00%	25
Adult	32.60%	163
Adult (with children at home)	26.20%	131
Senior Adult	36.20%	181
Total		500

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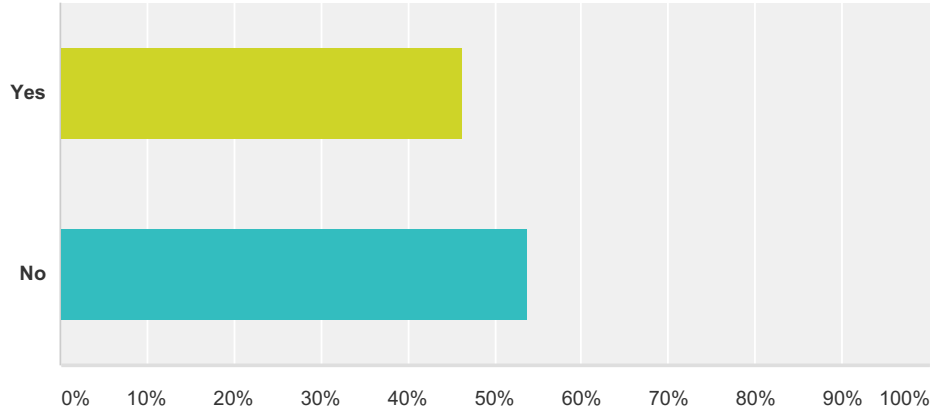
Q12 Do your children currently attend schools in Broomfield? If so, which schools?

Answered: 439 Skipped: 72

Answer Choices	Responses	
Does Not Apply	82.00%	360
Aspen Creek K-8 School	2.28%	10
Beautiful Savior Lutheran School (Preschool-8)	0.00%	0
Birch Elementary School	0.23%	1
Broomfield Academy (Preschool-8)	0.23%	1
Broomfield Heights Middle School	2.51%	11
Broomfield High School	6.15%	27
Centennial Elementary School	0.46%	2
Chariot Christian School (K-12)	0.00%	0
Coyote Ridge Elementary School	0.23%	1
Emerald Elementary School	0.68%	3
Holy Family High School	0.23%	1
Jefferson Academy	0.68%	3
Kohl Elementary School	2.05%	9
Legacy High School	3.87%	17
Mandalay Middle School	0.23%	1
Meridian Elementary School	0.91%	4
Mountain Range High School	0.00%	0
Mountain View Elementary School	0.91%	4
Nativity of Our Lord Catholic School (K-8)	0.46%	2
Peak to Peak Charter School	0.23%	1
Prospect Ridge Academy	0.46%	2
Ryan Elementary School	0.23%	1
Silver Hills Middle School	0.23%	1
Total Respondents: 439		

Q13 Do you currently work or have a business in Broomfield? If so, which business?

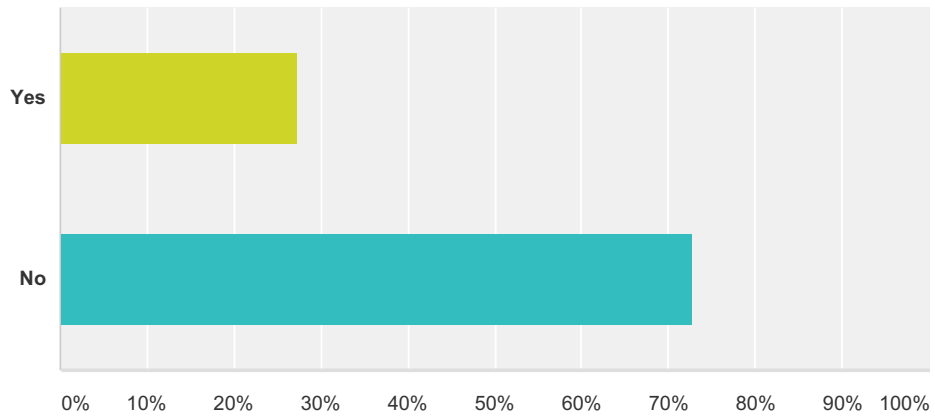
Answered: 392 Skipped: 119



Answer Choices	Responses	
Yes	46.43%	182
No	53.83%	211
Total Respondents: 392		

Q14 Are you an artist or performer?

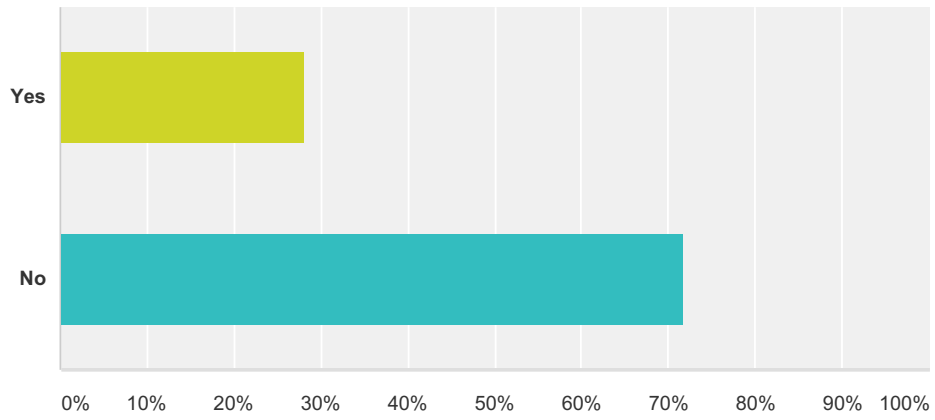
Answered: 493 Skipped: 18



Answer Choices	Responses	
Yes	27.38%	135
No	72.82%	359
Total Respondents: 493		

Q15 Are you or have you been a City and County of Broomfield employee?

Answered: 497 Skipped: 14



Answer Choices	Responses
Yes	28.17% 140
No	71.83% 357
Total	497

**Q16 Do you have any other comments,
questions, or concerns?**

Answered: 114 Skipped: 397