AHA! Visitor Survey
2006

Prepared by the

CENTRAL FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH

October 2006
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**Polling and Program Evaluation Research Series No. 47**
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Executive Summary

The City of New Bedford is implementing a downtown revitalization strategy that incorporates tourism and cultural assets as a key business development cluster. As part of that strategy, the City, cultural nonprofits and participating businesses sponsor a monthly, second Thursday arts and culture night called AHA! (Art, History, Architecture). The mission of AHA! is to establish downtown New Bedford as the region’s hub for art and culture and to contribute to the sustainability of downtown nonprofit organizations and businesses.

The Center for Policy Analysis (CFPA) was retained by AHA! to conduct a visitor survey of the program. The survey was conducted to achieve four objectives:

- To develop a basic profile of AHA! visitors, including where they live and what they do when they attend AHA!
- To determine the reasons that people come to AHA! and to use this data to optimize the visitor experience.
- To determine if AHA! Night is attracting new, first-time visitors.
- To determine how much money visitors spend downtown during AHA! events.

A total of 405 surveys were completed during the May, July, August, and September events. Results include:

- Respondents rate AHA! highly, with nine in ten respondents (90.3%) rating that night’s AHA! as a seven or higher and a third of respondents (33.0%) rating the event as a 10. The average rating is 8.5.
- The highest percentages of respondents live in New Bedford (37.0%), Dartmouth (13.6%), and Fairhaven (9.4%). Over seventy-percent of respondents (71.9%) live in Bristol County, while 28.1 percent live outside of Bristol County. There are several respondents who live out of state including respondents from Rhode Island, Georgia, New Jersey, Pennsylvania, Texas, Ohio, and Washington, D.C.
- Respondents are most likely to have heard about AHA! by word of mouth (48.1%) and the newspaper (32.8%). Smaller percentages of respondents indicate that they heard about AHA! from a poster/card (10.1%), the radio (7.9%), and by email (4.9%).
- More than a third of respondents (35.3%) indicate that they are attending AHA! for the first time, while 64.7 percent indicate that they have previously attended an AHA! event.
- The average number of venues attended by respondents each AHA! night is 5.4.
- Eighty-three percent of respondents (82.9%) attend AHA! more than once a year, while 48.2% of respondents attend AHA! four or more times a year.
- More than two-thirds of respondents (69.2%) patronized or planned to patronize one of New Bedford’s downtown restaurants or cafes that night, while half of respondents (50.8%) shopped or planned to shop at one of the downtown retail establishments that night.
- More than half of respondents (51.6%) spent or planned to spend money at the event.
## 1.00 Introduction

### 1.10 AHA! - Arts, History, Architecture

AHA! is New Bedford’s collaborative cultural organization. AHA! received a John and Abigail Adams Grant from the Massachusetts Cultural Council (MCC) to assist the organization in promoting cultural economic development. This grant has been received for two years consecutively. In 2006, the grant funded six “Super AHA!” Nights. These nights included an increase in marketing and promotion, as well as various new initiatives around weekends and Open Studios.

The project's core program is held on the second Thursday of each month from 5:00 - 9:00 PM and involves over forty museums, galleries, arts organizations, merchants, and restaurants in historic downtown New Bedford (see list below). On any given AHA! Night, there are numerous gallery openings, free admittance to museums, several live music venues, family activities, talks, book signings, or film screenings. In addition, AHA! often works with a collaborative of partners and guests to create a focal point around the month’s theme. Themes are listed on the next page.

<table>
<thead>
<tr>
<th>Museums &amp; Attractions</th>
<th>Galleries &amp; Studios</th>
<th>Retail Shops</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford Whaling Museum</td>
<td>ArtWorks!</td>
<td>bejeweled</td>
</tr>
<tr>
<td>New Bedford Art Museum</td>
<td>Arthur Moniz Gallery</td>
<td>Calico</td>
</tr>
<tr>
<td>New Bedford Whaling National Park Visitors Center</td>
<td>Centre Street Gallery</td>
<td>Celia’s Boutique</td>
</tr>
<tr>
<td>Rotch-Jones-Duff House &amp; Garden Museum</td>
<td>Gallery X</td>
<td>The Crystal Garden/</td>
</tr>
<tr>
<td>Zeiterion Theater</td>
<td>Pegasus Artisans</td>
<td>Doll’s Closet</td>
</tr>
<tr>
<td></td>
<td>Tatlock Gallery</td>
<td>Elaine’s T-Shirt</td>
</tr>
<tr>
<td></td>
<td>The Tryworks Collection</td>
<td>NBAM Gift Shop</td>
</tr>
<tr>
<td></td>
<td>UMass Dartmouth CVPA</td>
<td>Whaling Museum Store</td>
</tr>
<tr>
<td></td>
<td>up/stair/fine/art</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Wilson Gallery</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Restaurants</th>
<th>Cultural Organizations</th>
<th>Supporting Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Café Arpeggio/Open Mic*</td>
<td>First Unitarian Church</td>
<td>Bank of America</td>
</tr>
<tr>
<td>Catwalk Bar &amp; Grill</td>
<td>New Bedford Friend’s Meeting House</td>
<td>The Bristol Building</td>
</tr>
<tr>
<td>The Green Bean*</td>
<td>New Bedford Preservation Society</td>
<td>Centre Street Realty</td>
</tr>
<tr>
<td>Freestone’s City Grille</td>
<td>New Bedford Free Public Library</td>
<td>Market Street Condos</td>
</tr>
<tr>
<td>On a Roll</td>
<td>Pilgrim United Church of Christ, UCC</td>
<td>Domino’s Pizza</td>
</tr>
<tr>
<td>Slices</td>
<td>Serlingpa Meditation Center</td>
<td>Lee’s Market</td>
</tr>
<tr>
<td>Spicy Lime</td>
<td></td>
<td>Salon Lola *</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SouthCoast Hospitals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sovereign Bank</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Union Street Lofts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Whaling City Sound/Fiber Optic, Inc.</td>
</tr>
</tbody>
</table>

* Indicates that this restaurant/business is a regular programming partner for Second Thursdays.
2006 AHA! Night Calendar Themes

JANUARY 12th “The AHA! Coffee House” — "Mug Up" at your favorite venue for live music, cultural presentations and talks.

FEBRUARY 9th “Heart to Heart” — Bring a friend, a partner, a family member, or a new acquaintance for a night of cultural passion.

MARCH 9th “Collectors’ Night” — Local culturally inclined residents bring their collections ranging from fine arts to the truly funky! AHA! also hosts experts for free appraisals.

* APRIL 13th “Emergence” sponsored by Domino’s — A spring celebration of UMass Dartmouth CVPA year-end exhibitions, cultural presentations from New Bedford Public Schools and The Greater New Bedford Earth Eve Celebration.

* MAY 11th "Changing Facade 2" sponsored by Market Street Condos, The Bristol Building and Union Street Lofts — AHA!'s 2nd Annual Night devoted to discovering the latest new developments in downtown New Bedford. Tour new building renovations, explore new shops and restaurants and be a part of the city's ongoing urban renaissance.

JUNE 8th “AHA! Scavenger Hunt” — Visit famous and not so famous downtown sites, trawl for clues and rack up cultural answers to qualify for prizes donated by AHA! partners.

* JULY 13th "Summer Sounds" sponsored by Sovereign Bank — Enjoy an evening of music as partners host a variety of performers on indoor and outdoor stages.

* AUGUST 10th "KIDS RULE" — Every August AHA! goes all out for kids with a creative participatory activities and performances spotlighting local youth talent.

* SEPTEMBER 14th "A Night of Walking Tours" sponsored by Bank of America — Presented by the National Park Service, the Historical Society, the Preservation Society and AHA! Partners.

OCTOBER 12th “Museum Night” — Get an insider's peak at New Bedford's museums, their collections and programs.

* NOVEMBER 9th “CHILL OUT” sponsored by SouthCoast Hospitals — Welcome in the holiday season with a night of cultural experiences that foster health & wellness.

DECEMBER 14th “The JOY of Giving Art” — Enjoy cultural tidings from Historic Downtown New Bedford venues with Handel’s Messiah, Santa, creative crafts, a cookie baking contest, carolers and a wealth of creative gifts to suit all tastes.

* Designates a Super AHA! Night level of marketing/sponsorship.
1.20 Visitor Survey

The Center for Policy Analysis (CFPA) was retained by AHA! to conduct a visitor survey of AHA! The survey was conducted to achieve two objectives:

- To develop a basic profile of AHA! visitors, including where they live and what they do when they attend AHA!
- To determine the reasons that people come to AHA! and to use this data to optimize the visitor experience.
- To determine if AHA! Night is attracting new, first-time visitors.
- To determine how much money visitors spend downtown during AHA! events.

Student Research Assistants from CFPA conducted face-to-face interviews in downtown New Bedford during the May, July, August, and September AHA! events at locations determined by AHA! staff. Staff from the Center for Policy Analysis trained the interviewers intensively before they began interviewing, including practice interviews. Interviews were conducted between 6:00 pm and 9:00 pm. A total of 405 surveys were completed by AHA! visitors over these four nights. A copy of the survey can be found in Appendix A.
2.00 Visitor Survey Results

2.10 In which city/town do you live?

The highest percentages of respondents live in New Bedford (37.0%), Dartmouth (13.6%), and Fairhaven (9.4%). Over seventy-percent of respondents (71.9%) live in Bristol County while 28.1 percent live outside of Bristol County. There are several respondents who live out of state, including visitors from Rhode Island, Georgia, New Jersey, Pennsylvania, Texas, Ohio, and Washington D.C.

<table>
<thead>
<tr>
<th>In Which City/Town Do You Live?</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bedford</td>
<td>150</td>
<td>37.0%</td>
<td>Brockton</td>
<td>1</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>55</td>
<td>13.6%</td>
<td>Brookline</td>
<td>1</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>38</td>
<td>9.4%</td>
<td>Cranston</td>
<td>1</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>13</td>
<td>3.2%</td>
<td>Dover, ME</td>
<td>1</td>
</tr>
<tr>
<td>Acushnet</td>
<td>12</td>
<td>3.0%</td>
<td>Foster</td>
<td>1</td>
</tr>
<tr>
<td>Westport</td>
<td>11</td>
<td>2.7%</td>
<td>Franklin</td>
<td>1</td>
</tr>
<tr>
<td>Fall River</td>
<td>10</td>
<td>2.5%</td>
<td>Garden City, NJ</td>
<td>1</td>
</tr>
<tr>
<td>Freetown</td>
<td>7</td>
<td>1.7%</td>
<td>Greentown, PA</td>
<td>1</td>
</tr>
<tr>
<td>Rockland</td>
<td>7</td>
<td>1.7%</td>
<td>Harwich</td>
<td>1</td>
</tr>
<tr>
<td>Falmouth</td>
<td>6</td>
<td>1.5%</td>
<td>Houston, Tx</td>
<td>1</td>
</tr>
<tr>
<td>Providence</td>
<td>6</td>
<td>1.5%</td>
<td>Kingston</td>
<td>1</td>
</tr>
<tr>
<td>Marion</td>
<td>5</td>
<td>1.2%</td>
<td>Kingstown</td>
<td>1</td>
</tr>
<tr>
<td>Boston</td>
<td>4</td>
<td>1.0%</td>
<td>Leeds, England</td>
<td>1</td>
</tr>
<tr>
<td>Brewster</td>
<td>4</td>
<td>1.0%</td>
<td>Little Compton</td>
<td>1</td>
</tr>
<tr>
<td>Marshfield</td>
<td>4</td>
<td>1.0%</td>
<td>Long Island</td>
<td>1</td>
</tr>
<tr>
<td>Taunton</td>
<td>4</td>
<td>1.0%</td>
<td>Middleboro</td>
<td>1</td>
</tr>
<tr>
<td>Walpole</td>
<td>4</td>
<td>1.0%</td>
<td>Milton</td>
<td>1</td>
</tr>
<tr>
<td>Lakeville</td>
<td>3</td>
<td>0.7%</td>
<td>Narragansett</td>
<td>1</td>
</tr>
<tr>
<td>Somerset</td>
<td>3</td>
<td>0.7%</td>
<td>Newton</td>
<td>1</td>
</tr>
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<td>Attleboro</td>
<td>2</td>
<td>0.5%</td>
<td>Norfolk</td>
<td>1</td>
</tr>
<tr>
<td>Deerfield</td>
<td>2</td>
<td>0.5%</td>
<td>Oxford</td>
<td>1</td>
</tr>
<tr>
<td>Duxbury</td>
<td>2</td>
<td>0.5%</td>
<td>Pawtucket</td>
<td>1</td>
</tr>
<tr>
<td>North Kingston</td>
<td>2</td>
<td>0.5%</td>
<td>Plainville</td>
<td>1</td>
</tr>
<tr>
<td>Rehoboth</td>
<td>2</td>
<td>0.5%</td>
<td>Plymouth</td>
<td>1</td>
</tr>
<tr>
<td>Rochester</td>
<td>2</td>
<td>0.5%</td>
<td>Portland</td>
<td>1</td>
</tr>
<tr>
<td>Tiverton</td>
<td>2</td>
<td>0.5%</td>
<td>Rockport</td>
<td>1</td>
</tr>
<tr>
<td>Valdosta, GA</td>
<td>2</td>
<td>0.5%</td>
<td>Sharon</td>
<td>1</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>2</td>
<td>0.5%</td>
<td>Stoughton</td>
<td>1</td>
</tr>
<tr>
<td>Athol</td>
<td>1</td>
<td>0.2%</td>
<td>Stow</td>
<td>1</td>
</tr>
<tr>
<td>Barrington</td>
<td>1</td>
<td>0.2%</td>
<td>Waltham</td>
<td>1</td>
</tr>
<tr>
<td>Bourne</td>
<td>1</td>
<td>0.2%</td>
<td>Weymouth</td>
<td>1</td>
</tr>
<tr>
<td>Bridgewater</td>
<td>1</td>
<td>0.2%</td>
<td>Youngstown, OH</td>
<td>1</td>
</tr>
<tr>
<td>Brighton</td>
<td>1</td>
<td>0.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Towns in bold are in Bristol County.
2.20  Where did you hear about AHA!?

Respondents are most likely to have heard about AHA! by word of mouth (48.1%) and the newspaper (32.8%). Smaller percentages of respondents report that they heard about AHA! from a poster/card (10.1%), the radio (7.9%), and by email (4.9%).

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>word-of-mouth</td>
<td>195</td>
<td>48.1%</td>
</tr>
<tr>
<td>newspaper</td>
<td>133</td>
<td>32.8%</td>
</tr>
<tr>
<td>saw a poster/card</td>
<td>41</td>
<td>10.1%</td>
</tr>
<tr>
<td>radio</td>
<td>32</td>
<td>7.9%</td>
</tr>
<tr>
<td>received an email</td>
<td>20</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Other ways that respondents heard about AHA! are:

- artist
- artwork
- ArtWorks!
- been before (N=4)
- Cafe Arpeggio
- children
- Craig’s list
- Daughter in art show
- daughter is student (N=2)
- driving by (N=3)
- family
- flags
- friend (N=8)
- girl scouts (N=12)
- graduate art student
- have participated for years (N=2)
- Helped organize AHA!
- I have performed (N=2)
- I live here
- Internet (N=3)
- library
- my son
- my wife
- newbeford360.com
- owner
- parents
- school (N=4)
- Southcoast Magazine
- student (N=5)
- teacher
- UMass Dartmouth (N=4)
- Visitors Center
- volunteer
- web search re: New Bedford
- website
- Whaling Museum flyer
2.30 Have you previously attended AHA!?

More than a third of respondents (35.3%) report that they are attending AHA! for the first time, while 64.7 percent indicate that they have previously attended an AHA! event (see Table 3). The percentage of respondents who indicate that they have previously attended AHA! increases from 57.4 percent in May, to 62.2 percent in July, to 68.4 percent in August, and to 82.4 percent in September (see Figure 1).

Table 3

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>262</td>
<td>64.7%</td>
</tr>
<tr>
<td>no</td>
<td>143</td>
<td>35.3%</td>
</tr>
</tbody>
</table>

Figure 1

2.31a If so, how often do you come to AHA!?

More than eighty-percent of respondents (82.9%) attend AHA! more than once a year. Almost half of respondents (48.2%) attend AHA! four or more times a year, while 34.6 percent attend two or three times a year.

Table 4

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>once a year</td>
<td>48</td>
<td>17.1%</td>
</tr>
<tr>
<td>2-3 times a year</td>
<td>97</td>
<td>34.6%</td>
</tr>
<tr>
<td>4 or more times a year</td>
<td>135</td>
<td>48.2%</td>
</tr>
</tbody>
</table>
2.40 Overall, how would you rate tonight’s AHA! event on a scale of 1 to 10, with 1 being poor and 10 being excellent?

Respondents rate AHA! highly, with nine in ten respondents (90.3%) rating that night’s AHA! as a seven or higher and a third of respondents (33.0%) rating the event as a 10. Only 4.9 percent of respondents rate the event as a 5 or below (see Figure 2). The average rating is 8.5. (Note: there were 64 respondents who had not seen enough to rate the AHA! at the time they filled out the survey).

![Figure 2](chart.png)

2.50 Do you plan to/or have you patronized one of the downtown restaurants or cafes tonight?

More than two-thirds of respondents (69.2%) patronized or planed to patronize one of New Bedford’s downtown restaurants or cafes that night.

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>278</td>
<td>69.2%</td>
</tr>
<tr>
<td>no</td>
<td>124</td>
<td>30.8%</td>
</tr>
</tbody>
</table>
2.60  Do you plan to/or have you shopped at one of the downtown retail establishments?

More than half of respondents (50.8%) shopped or planned to shop at one of the downtown retail establishments that night.

Table 6

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>202</td>
<td>50.8%</td>
</tr>
<tr>
<td>no</td>
<td>196</td>
<td>49.2%</td>
</tr>
</tbody>
</table>

2.70  How many AHA! programs/venues have you attended tonight?

The average number of programs/venues attended by respondents is 2.8. Almost three-quarters of respondents (73.6%) attended 1 to 3 events, while 26.4 percent attended four or more events. However, there are a significant number of respondents who planned to visit other venues (see Section 2.70a).

Table 7

<table>
<thead>
<tr>
<th># Venues Attended</th>
<th># Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>99</td>
<td>27.8%</td>
</tr>
<tr>
<td>2</td>
<td>89</td>
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<tr>
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<td>74</td>
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</tr>
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<td>46</td>
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<tr>
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</tr>
<tr>
<td>8</td>
<td>4</td>
<td>1.1%</td>
</tr>
<tr>
<td>9</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>10</td>
<td>3</td>
<td>0.8%</td>
</tr>
<tr>
<td>20</td>
<td>1</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
2.70a How many other AHA! programs/venues do you plan to attend tonight?

The average number of other programs/venues that respondents planned to attend is 2.9. Just fewer than 10 percent of respondents (9.9%) did not plan to visit any other programs that evening.

Using data from the previous section that asked respondents how many programs/venues they had already attended, it is estimated that the average number of venues attended by respondents each AHA! night is 5.4 venues.

<table>
<thead>
<tr>
<th># Venues Attended</th>
<th># Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>28</td>
<td>9.9%</td>
</tr>
<tr>
<td>1</td>
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<td>27.8%</td>
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<tr>
<td>2</td>
<td>67</td>
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<td>0.7%</td>
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<td>0.4%</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

Table 8

2.80 Have you or do you plan to spend any money downtown tonight? If so, approximately how much?

More than half of respondents (51.6%) spent or planned to spend money in downtown New Bedford. Of these, almost 70% percent (69.5%) spent or planned to spend $20.00 or more downtown during the AHA! Night.

<table>
<thead>
<tr>
<th>Less than $10.00</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10.00 to $19.99</td>
<td>21.8%</td>
</tr>
<tr>
<td>$20.00 to $49.99</td>
<td>43.8%</td>
</tr>
<tr>
<td>&gt; $50.00</td>
<td>25.7%</td>
</tr>
</tbody>
</table>

Table 9
2.90 What is the main reason that you enjoy attending AHA!

Respondents indicate many reasons that they enjoy AHA! These are grouped into the themes listed below. A detailed list of responses can be found in Appendix B.

- the topic of art/culture (N=80)
- attending to see a specific program/exhibit (N=68)
- the setting/atmosphere/seeing downtown busy and alive (N=58)
- a fun night out (N=39)
- live music (N=33)
- community spirit/feeling part of a community (N=29)
- social/meeting people (N=21)
Appendix A – Survey Instrument

Below is a short survey that is being conducted by AHA! to measure the success of the event. Your responses are very important. This information is confidential and will only be reported in aggregate. No individual data will be reported.

1. In which town/city do you live?

2. Where did you hear about AHA!?
   - newspaper
   - radio
   - saw a poster/card
   - word-of-mouth
   - received an email
   - other

3. Have you previously attended AHA!?  
   - yes
   - no

4. If so, how often do you come to AHA!?  
   - once a year
   - 2-3 times a year
   - 4 or more times a year

5. Overall, how would you rate tonight’s AHA! event on a scale of 1 to 10, with 1 being poor and 10 being excellent? (please circle)
   1 2 3 4 5 6 7 8 9 10
   - please check here if you have not seen enough to rate the event

6. Do you plan to/or have you patronized one of the downtown restaurants or cafes tonight?
   - yes
   - no

7. Do you plan to/or have you shopped at one of the downtown retail establishments?
   - yes
   - no

8. How many AHA! programs/venues have you attended tonight? ______

9. How many other AHA! programs/venues do you plan to attend tonight? ______

10. Have you or do you plan to spend any money downtown tonight? If so, approximately how much?

11. What is the main reason that you enjoy attending AHA!?
Appendix B - What is the main reason that you enjoy attending AHA!

Comments include:

- A beautiful summer night outside
- A couple of my friends recommended the event
- Activities
- Adds a bit of culture to our city
- African drumming (N=2)
- All of the different music and art offered
- Art (N=30)
- Art and arts community
- Art and outdoor music
- Art and people (N=2)
- Art development
- Art galleries
- Art of the Portuguese community
- Art rocks my socks
- Art/History/Architecture
- Arts and culture
- Arts and history
- ArtWorks!
- Atmosphere (N=3)
- Attended for the girl scouts program (N=4)
- Babes in Limbo
- Beautiful New Bedford.
- Beautiful work here (N=2)
- Because all the galleries are open at the same time
- Because I can express my appreciation for the arts
- Because Margie Butler is so great
- Because of the different people
- Being able to speak with artisans (N=2)
- Being out
- Being outdoors with arts and crafts (N=2)
- Being part of community
- Blue sky
- Bring back downtown
- Came for the African dance
- Children's entertainment
- Children's themes.
- Community focused.
- Community makeup
- Community spirit.
- Concerts
- Cool things to see.
- Creative energy
- Cultural activities/events (N=13)
- Cute girls with freckles.
- Daughter has Girl Scout project on exhibit.
- Daughter in school
- Daughter was in show
- Decided to check it out after work. (N=2)
- Diversity
- Diversity of events
- Diversity of music
- Diversity of programs
- Downtown is alive
- Downtown New Bedford is great with creative people out and about
- Eating out
- Educational events
- Energy downtown is incentive to come downtown.
- Enjoy entertainment
- Enjoy the arts and meeting people
- Enjoyed art of water biffles
- Enjoying the activities
- Entertaining
- Events
- Everything (N=2)
- Everything is open, and open later than usual.
- Excellent spot to display all of the student's works.
- Family centered
- Family events and entertainment
- Family night out
- Family time
- Festa movie (N=2)
- Food (N=3)
- For a night out
- For fun
- For fun and learning
- For the Children
- For the kids
- For the museums
- Free (N=2)
• Freedom
• Friendly people
• Friendly/Peaceful
• Friends (N=2)
• Fun (N=15)
• Fun to see what people are working on
• Fun to walk around downtown and see people and their art.
• Galleries (N=4)
• Get city going again.
• Get exposure to free arts and entertainment and meeting people
• Get to bring family to local museums for free
• Gets us out and about downtown
• Getting out
• Getting out downtown with other people at night
• Girlfriend
• Girlfriends senior jewelry show (N=2)
• Good energy downtown
• Good entertainment
• Good events
• Good for Downtown
• Good people
• Good time
• Good times
• Grandchildren
• Granddaughter is student
• Great evening of fun and entertainment
• Great programs for children
• Having people gathered downtown
• Heather Beck
• History
• I am an artist.
• I enjoy downtown
• I enjoy seeing downtown busy and alive
• I enjoy the entertainment
• I love art
• I love New Bedford
• I love seeing New Bedford expand culturally.
• I love the historic district
• Increase knowledge of local history a
• Intellectual stimulation.
• Interested in arts
• Interesting and brings downtown to life
• Interesting new things.
• It is great seeing what our young people can create.
• It is local, inexpensive, cultural, and child friendly (N=2)
• It is open late so possible to come after work.
• It was great.
• It's my town
• It's nice to see people out and about
• Kids
• Kid's night
• Lasse Antonsen's exhibition (N=2)
• Learning experience
• Learning more about culture in New Be
• Learning more about the city and what it has to offer.
• Learning the history of whaling.
• Like how people come together in the street to celebrate art.
• Listening to music
• Live bands
• Live entertainment
• Live music
• Living in New Bedford
• Local arts (N=2)
• Lost of activity
• Lots of attractions
• Lots of people
• Lots of activity and entertainment
• Love downtown and enjoy the crowd
• Love downtown New Bedford
• Love New Bedford!
• Love seeing people downtown
• Love the atmosphere
• Love the community camaraderie.
• Meet lots of people we know
• Meeting people
• Meeting people
• More stuff happening on the street.
• Music (N=15)
• Music (N=2)
• Music (N=8)
• Music and art
• Music at Cafe Arpeggio
• Music people
• My child performing at ArtWorks!
• My daughter's artwork.
• My friend lives here.
• My friends
• My kids
• My work is in one of the galleries. (N=2)
• never been
- New Bedford Art Museum lecture
- New talent
- Nice evening out.
- Nice evenings with nice weather
- Night out
- Open mike
- Open Mike 100th session
- Opportunity to enjoy city and the arts.
- Outdoor evening activities
- Outdoors
- People (N=8)
- People in the streets
- People living downtown at night
- Please more for the under 10 crowd. (N=2)
- Possibilities
- Programs and music
- promote New Bedford downtown
- Public atmosphere
- Public participation
- Pumpkinhead Ted
- Revitalizing downtown
- See art, history, and architecture
- See students artwork
- See the art
- See the city
- Seeing a variety of people using downtown
- Seeing art students work
- Seeing friends
- Seeing friend’s gallery
- Seeing galleries
- Seeing my friends work
- Seeing other people downtown.
- Seeing people and art.
- Seeing people out and about
- Seeing the artwork
- Seeing the creativity
- Seeing what's downtown
- Semeaya MacCord
- Sense of community (N=2)
- Show kids art and culture
- Sisterhood, Brotherhood, and the arts
- Sjops
- Social blast
- Social Events
- Socializing
- Something to do (N=2)
- Something to do in this boring town.
- Something to do with friends
- something to do with grand-daughter
- Something to do.
- Sometimes lectures
- Summer entertainment
- Summer nights
- Support community
- Support for art
- Support local up and coming musical groups.
- Support the community
- Support the development of the city
- The art (N=3)
- The art is good
- The arts and seeing downtown active
- The atmosphere
- The film
- The friendliness of the people
- The lecture of Zach Martin
- The magic guy
- The people
- The pleasant atmosphere
- The sense of community
- The student’s art
- To be outside in the fresh air
- To check it out
- To enjoy the evening’s events
- To enjoy the programs.
- To get out and see people and talk
- To learn and have new experiences
- To look around and be outside
- To see displays
- To see New Bedford alive.
- To see the art.
- To see the different things going on
- To see what’s here
- To socialize
- to support New Bedford and arts
- To support our city’s culture
- UMass Dartmouth shows
- Variety
- Variety of events
- Variety of venues
- Very interesting and entertaining
- Very interesting.
- Viewing the art
- Visiting family
- Visiting friends
- Visiting from out of town
- Way to enjoy local art/music community
- Whaling Museum