



TARGET®

**Key Findings
A Survey About Arts & Culture**

The Love of the Arts & Music:

About two-thirds (65%) of parents report that arts and music is among their children's favorite hobbies or activities; 51% included drawing and 33% stated playing a music instrument was also listed;

- Art/Music (Net) – 65%
 - Drawing or painting (51%)
 - Playing a musical instrument (33%)
- Reading books – 71%
- Watching TV – 66%
- Playing a sport – 62%
- Playing a video game – 54%
- Building model airplanes or cars – 14%
- Other – 12%

**Multiple responses were allowed*

Nearly nine in ten parents (87%) said that their children really enjoy art and music, and the vast majority (94%) said that education is important to a child's intellectual development.

	Strongly/Somewhat Agree	Strongly Agree
• Arts & music is important to child's development	94%	76%
• Child really enjoys art & music	87%	61%
• Parents wish they knew more about arts, Music, and theater programs in area	67%	31%

About three-fourths (72%) of parents claimed that their child has dreamed of going into arts-related professions when he/she grows up.

- Music (singing, playing an instrument) – 45%
- Art (drawing, painting) – 38%
- Dance (ballet, choreography) – 25%
- Theater (acting, directing) – 24%
- Movies (acting, directing) – 22%
- Writing (poetry, screenwriting) – 21%
- Other – 5%

Art & Cultural Institutions:

One out of five parents have never visited an art or cultural institution with their child; Parents cited distance (51%), time (48%) and cost (28%) among reasons why they do not attend art and cultural institutions with their children more often.

- Any – 95%
 - *Lack of interest (Sub-Net)* – 68%
 - There are other activities prefer to do with child – 59%
 - Child is not interested – 28%
 - Parent is not interested – 18%
 - Location/Distance – 51%
 - *Time (Sub-Net)* – 48%
 - Not enough time – 37%
 - Not open during the times available – 27%
 - Cost – 28%
 - Lack of cultural knowledge – 13%

**Multiple answers were allowed*

Family Weekend Activities:

Parents also report that they go out to restaurants (97%) and movies (88%) with their children on the weekends almost always. Only 47% of parents stated that they sometimes/often visit art and cultural institutions, such as museums and dance or musical performances.

	<i>Ever</i>	<i>Sometimes/Often</i>
• Eat out at restaurants	97%	79%
• Go shopping or go to the mall	93%	70%
• Go to movies	88%	59%
• Visit art or cultural institutions	79%	47%
• Participate in extra-curricular sports	79%	63%
• Play video games	62%	41%

School and the Arts:

About four out of five parents (83%) estimate their child's school only offers field trips to cultural institutions a few times per year or less often.

- *At least once a year (Net)* – 79%
- *At least once a month (Sub-Net)* – 14%
 - More than once a month – 5%
 - About once a month – 9%
- A few times per year – 40%
- About once a year – 25%
- Less than once a year – 9%
- Never – 9%

Parents reported that their children took a sports/gym class (79%) and computers or typing (68%) as part of his/her school curriculum.

- *Arts/Music/Dance (Net)* – 86%
 - Art – 67%
 - Music – 64%
 - Dance – 26%
- Health – 47%
- Foreign language – 38%
- Home economics – 20%
- Shop – 18%
- Other – 5%

**Multiple answers allowed*

Three out of five parents (59%) said that their child's school's music and art programs were under-funded, and more than one in four (28%) said that the programs were severely under-funded.

Methodology:

Harris Interactive® conducted the telephone survey on behalf of Target between June 1 and June 5, 2006 among a nationwide cross section of 409 U.S. adults ages 18 and over who are parents or guardians of a child in pre-school through high school. Figures for age, sex, race, and region were weighted where necessary to align them with their actual proportions in the population. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a sampling error of plus or minus 5 percentage points of what they would be if the entire U.S. adult population had been polled with complete accuracy.

About Target:

Minneapolis-based Target serves guests at 1,418 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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