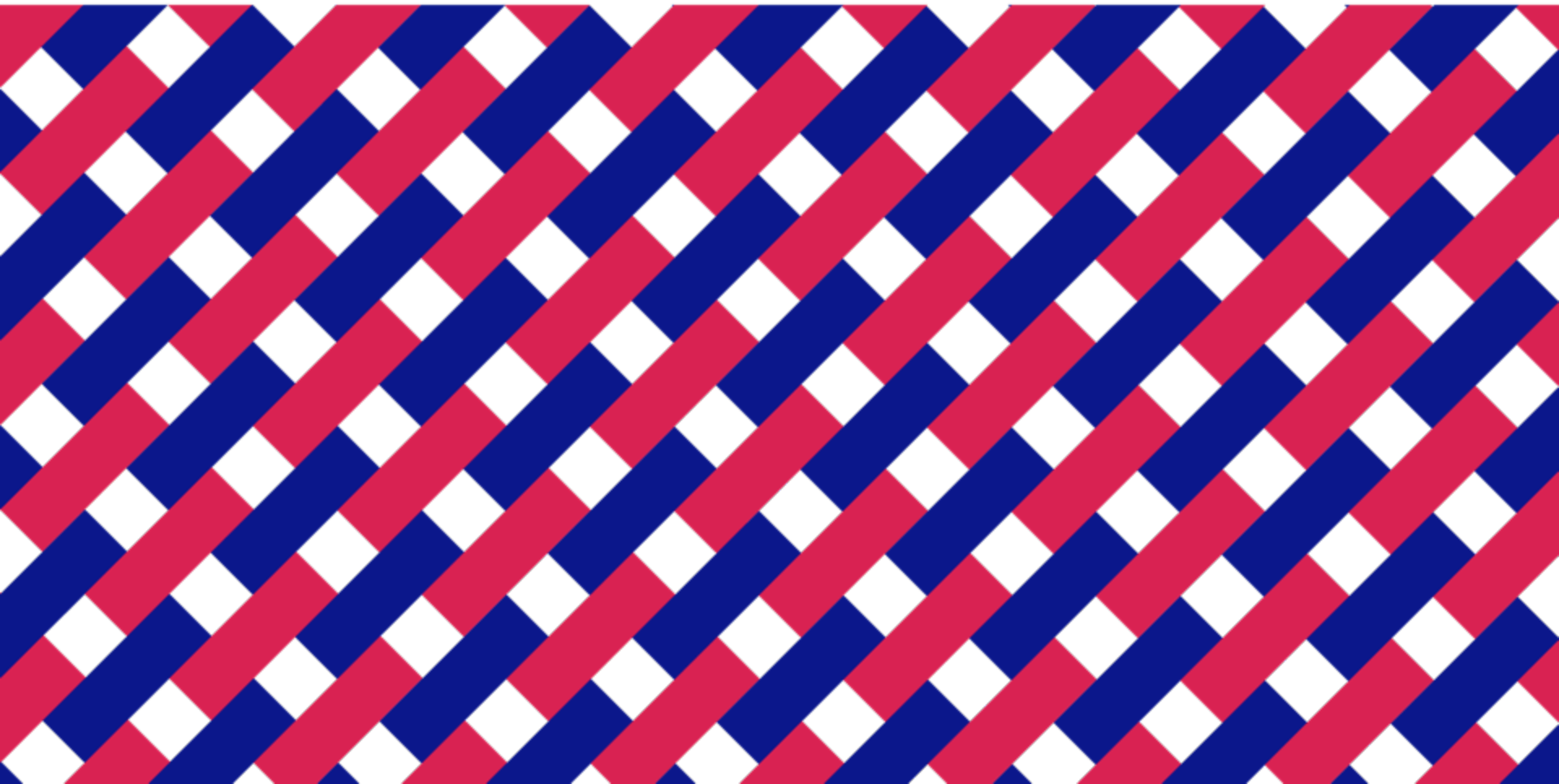


March 2017

# Summary of The Woodlands Cultural Arts Survey

Prepared for the Economic Development Board



# About the Survey

## Format

- \* 24 multiple choice and free-text questions

## Marketed On...

- \* Facebook + Instagram
- \* The Woodlands Township Website
- \* Press Release
- \* Talk of the Town eNewsletter
- \* Other Local News Coverage (*Woodlands Online, Community Impact Newspaper, The Paper Magazine, Houston Chronicle*)

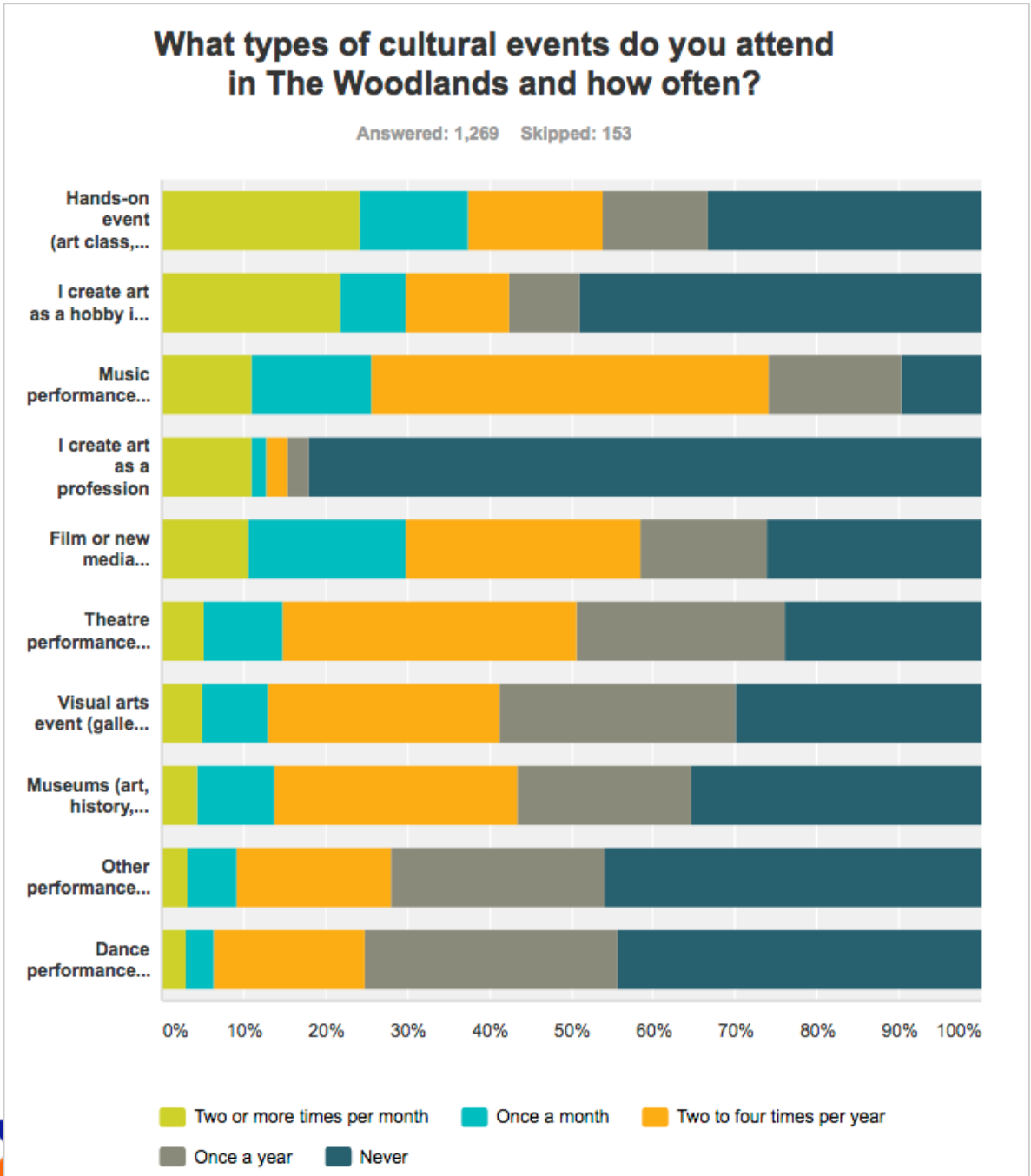
## Responses

- \* **Total Usable Responses:** 1,270
- \* **Total Response from The Woodlands Zip Codes:** 1,165
- \* **Other Frequent Zip Codes:** Spring, Conroe, Montgomery



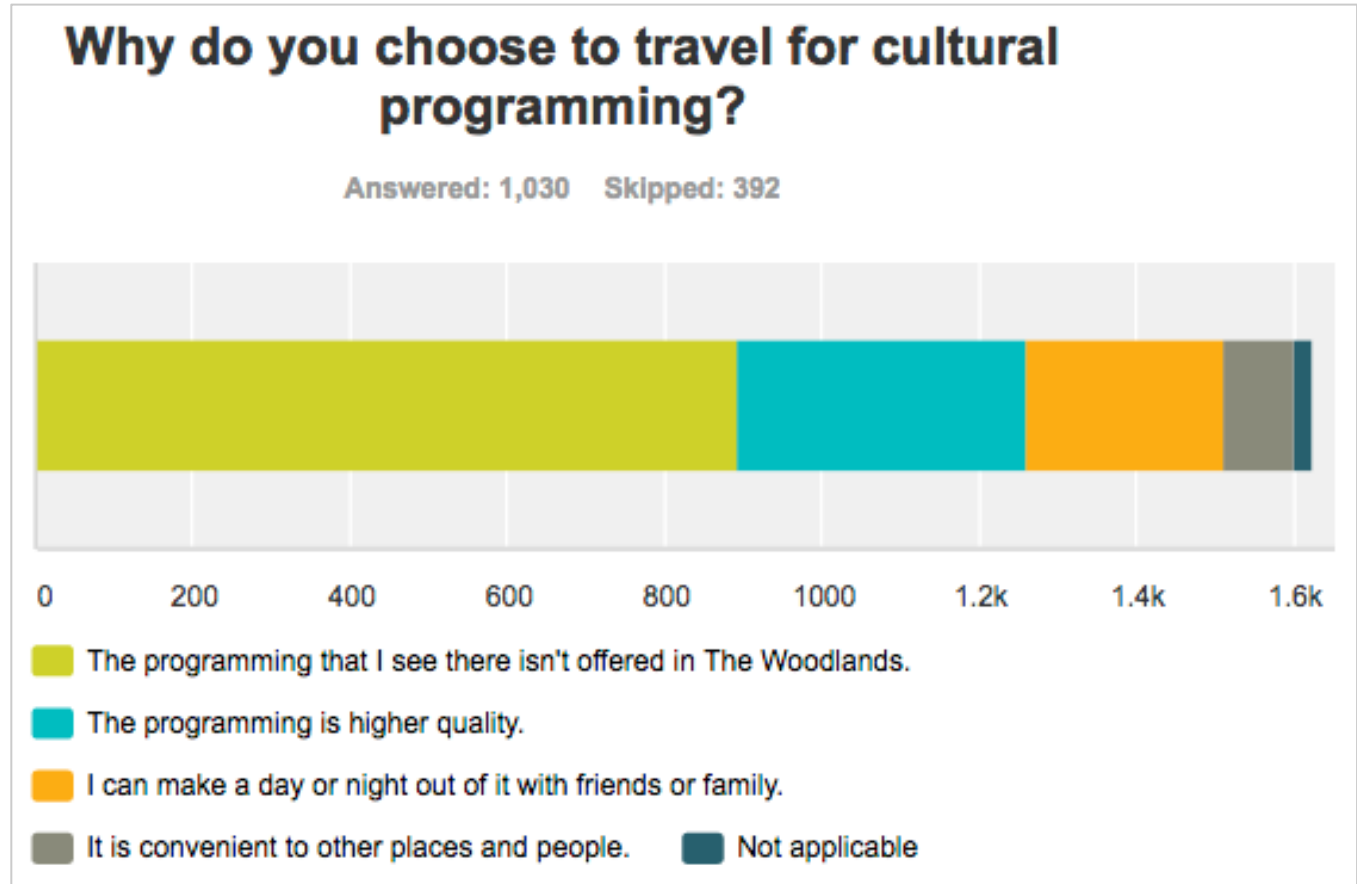
## Results: Arts Participation in The Woodlands

- \* 48.52% of survey respondents attend a **music performance** two to four times per year.
- \* 35.85% of survey respondents attend a **theatre performance** two to four times per year.
- \* 81.99% of survey respondents indicated that they never **create art as a profession**.
- \* The majority of respondents indicated that they participate in these events in the following venues:
  - \* Cynthia Woods Mitchell Pavilion (88.54%),
  - \* Market Street (62.85%),
  - \* Woodlands Waterway Art Festival (62.26%).



# Results: Arts Participation Outside of The Woodlands

- \* 84.26% of respondents indicated that they attend cultural programming outside of The Woodlands.
- \* Of those:
  - \* 50.76% indicated that they attend cultural programming outside of The Woodlands **2 to 4 times a year**; and,
  - \* 23.24% indicated that they attend cultural programming outside of The Woodlands **once a month**.
- \* The majority of respondents choose to travel for cultural programming because it isn't offered in The Woodlands (86.80%).

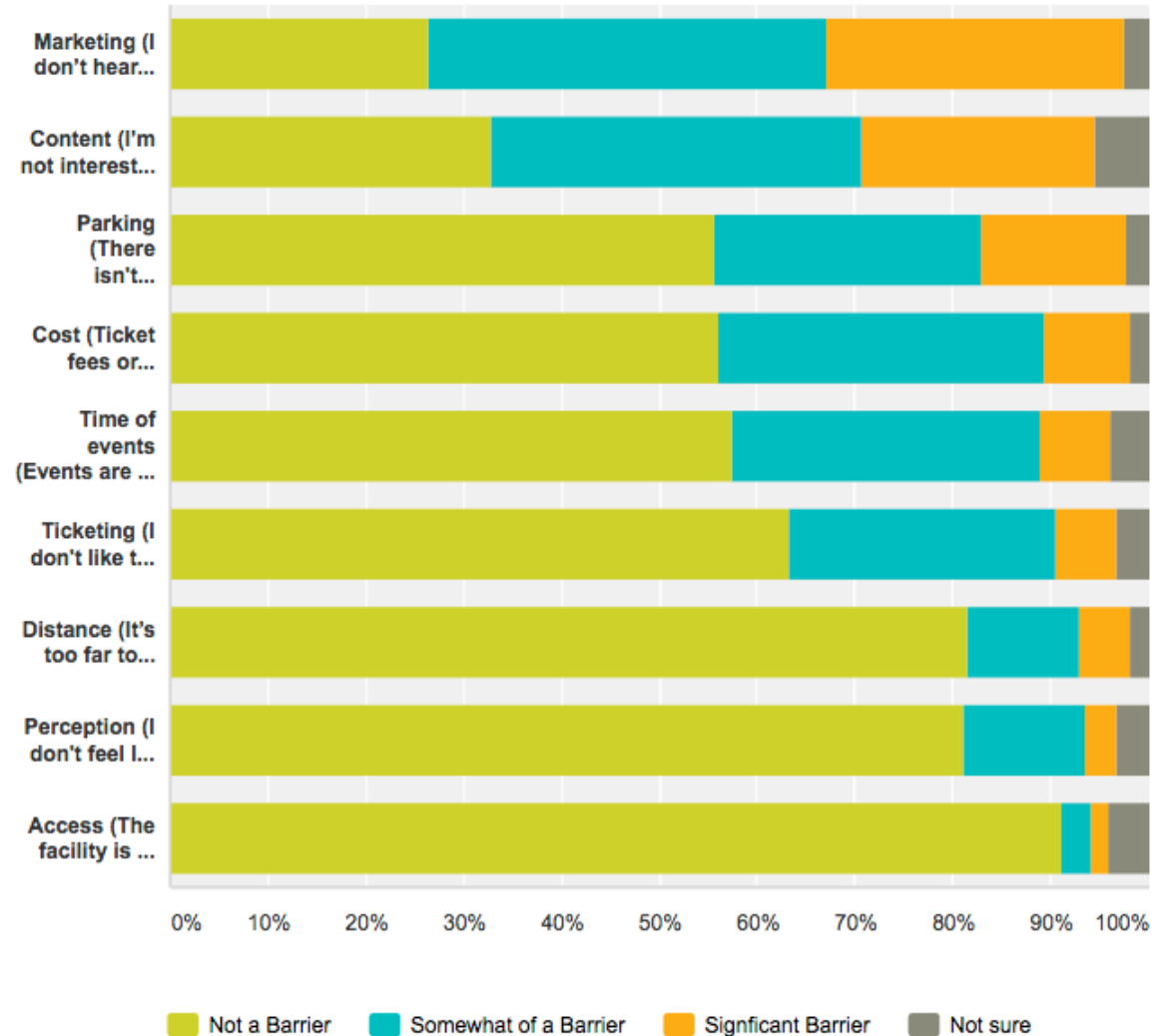


## Results: Barriers to Participation

- \* 30.50% of survey respondents indicated that ‘**Marketing** (I don’t hear about events at all or until it’s too late to plan)’ is a **significant barrier** to their participation in the arts, and 40.74% indicated that it is somewhat of a barrier.
- \* 23.67% of respondents indicated that ‘**Content** (I’m not interested in what is offered)’ is a **significant barrier** to participation, and 38.00% indicated that it is somewhat of a barrier.
- \* ‘**Access** (The facility is not ADA compliant...),’ ‘**Distance** (It’s too far to drive...),’ and ‘**Perception** (I don’t feel like the space is for me...)’ are not barriers to participation.

### To what extent do the following factors pose a barrier to your participation in arts and cultural programming in The Woodlands?

Answered: 1,217 Skipped: 205



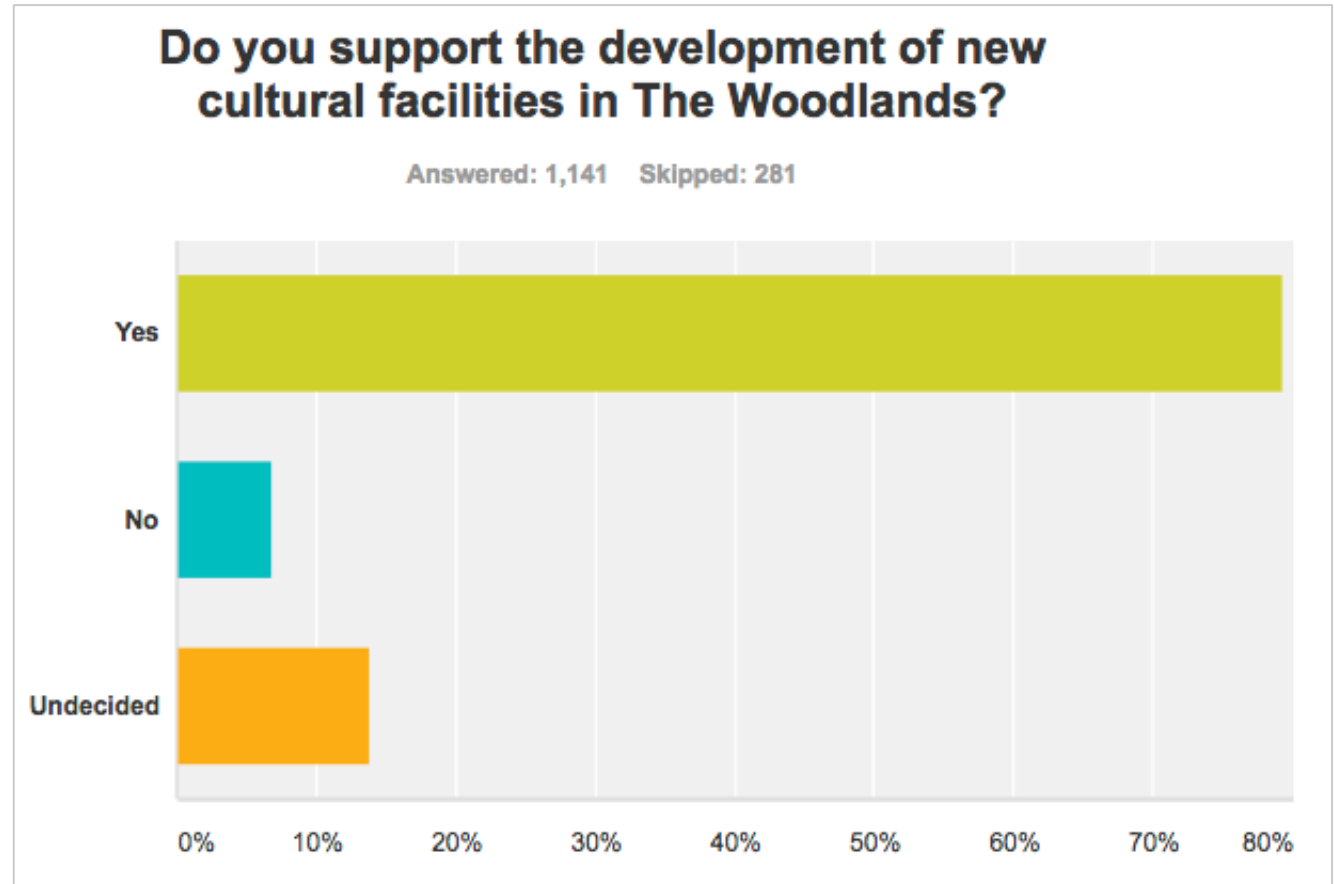
## Results: Cultural Development in The Woodlands

- \* 60.09% of survey respondents **strongly agree** with the following statement: The Woodlands would benefit from additional arts and cultural programming.
- \* When asked what types of cultural offerings and activities or arts education programs are needed in The Woodlands, respondents answered that the following are **definitely needed**:
  - \* Plays (52.98%)
  - \* Broadway on Tour (51.61%)
  - \* Musical Theatre (48.51%)
  - \* Music (45.56%)
  - \* Local and/or Regional Theatre Companies (44.17%)
  - \* Museums—Science + Nature (41.80%)
  - \* Work by Local Artists (39.91%)
  - \* Community-wide Festivals + Events (38.07%)
  - \* Visual Art Exhibitions (36.72%)
  - \* Family Events (36.15%)
  - \* Museums—History (36.15%)



# Results: Cultural Development in The Woodlands

- \* 79.40% of survey respondents **support** the development of new cultural facilities in The Woodlands .
- \* However, free text responses indicate that :
  - \* Respondents are not in favor of a tax increase, and
  - \* Their support is dependent on the costs and benefits of the project.

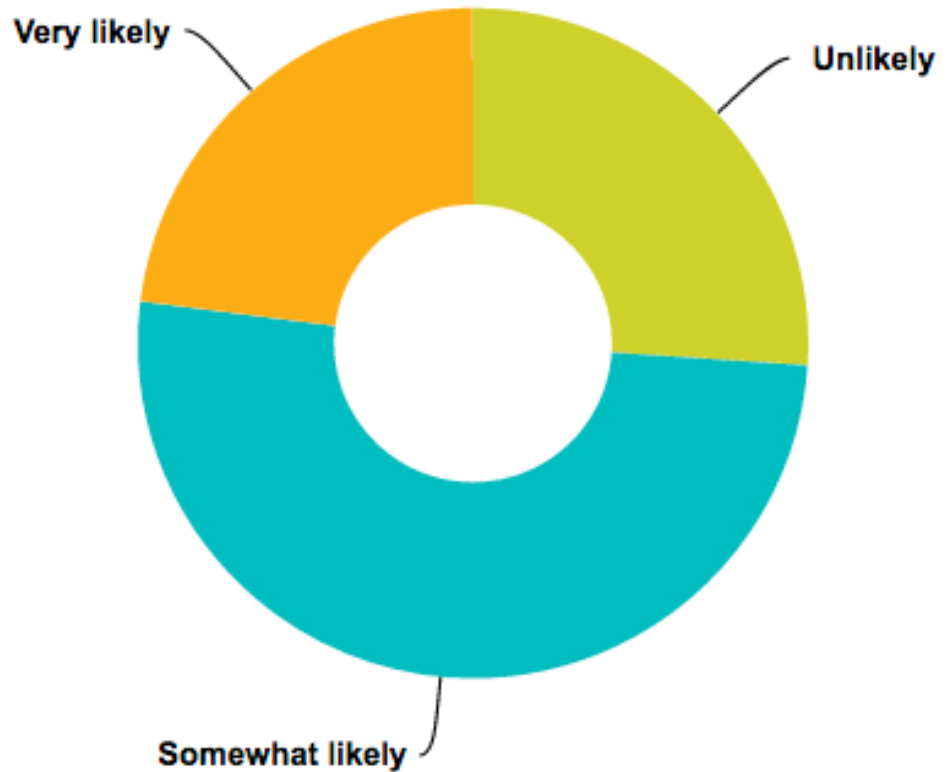


## Results: Cultural Development in The Woodlands

- \* 50.96% of survey respondents are **somewhat likely to financially contribute** to the development/ construction and/or ongoing operation of new arts and cultural facilities.
- \* 26.05% are **unlikely to financially support** such a project and 22.98% are very likely.

**If the development of new arts and cultural facilities in The Woodlands is found to be feasible, how likely would you be to contribute financially to their development/construction and/or ongoing operation?**

Answered: 1,140 Skipped: 282



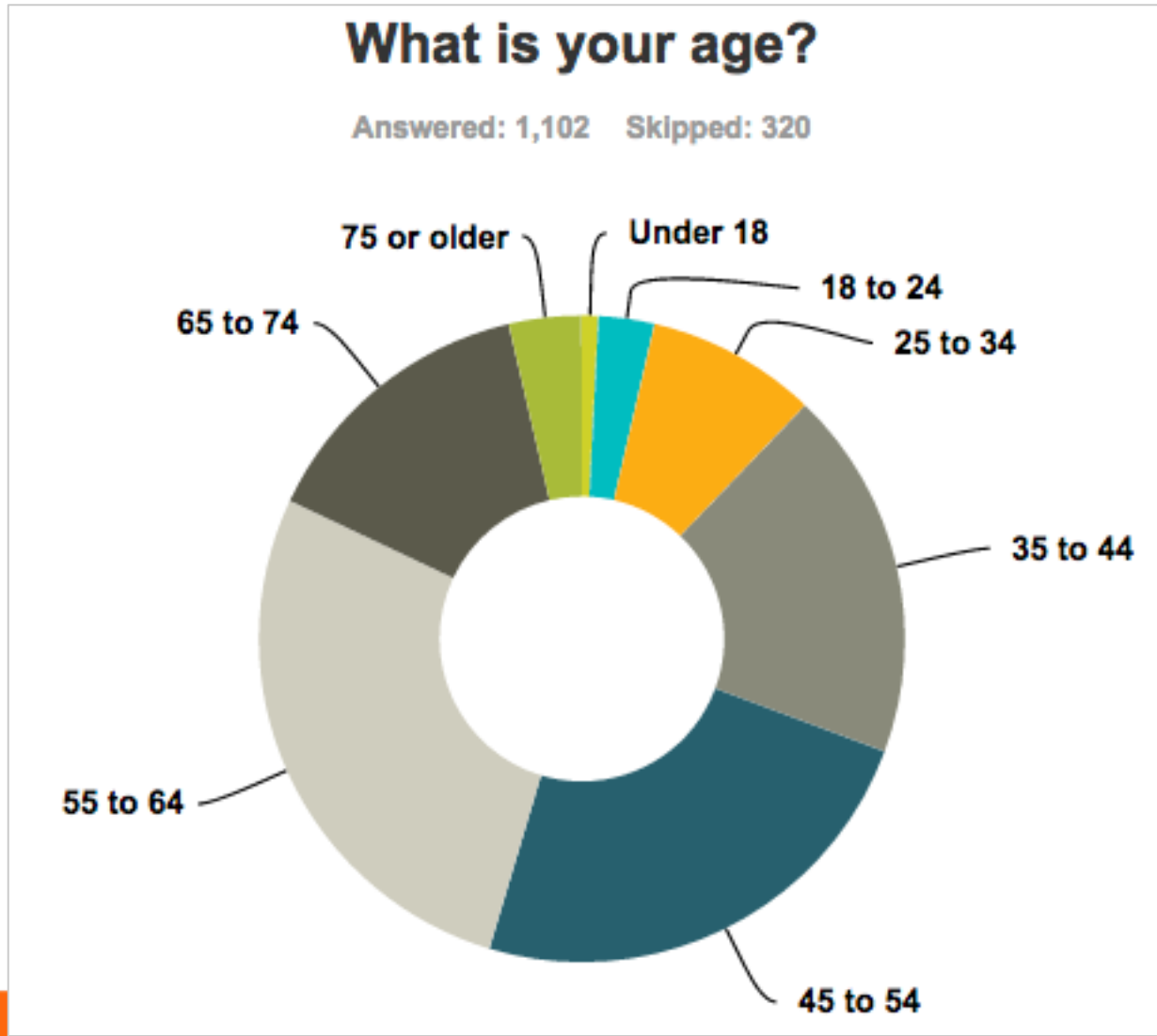


## Results: Cultural Development in The Woodlands

- \* 63.90% of survey respondents are in support of developing facilities and services that **support the creative process of artists and arts organizations**. (18.01% are not in support of such development and 18.09% are unsure.)
- \* 59.23% of survey respondents are in support of developing facilities and programs that focus on **multi-media arts and technology**. (18.81% are not in support of such development and 21.96% are unsure.)
- \* It is very important to survey respondents that arts and cultural activity in The Woodlands support 'Quality of Life/Livability' (62.36%), 'Social Interaction' (47.55%), 'Our Arts Reputation' (46.37%), 'Community Identity' (46.00%), 'Local Artists' (43.08%), and 'New Artists' (40.47%).



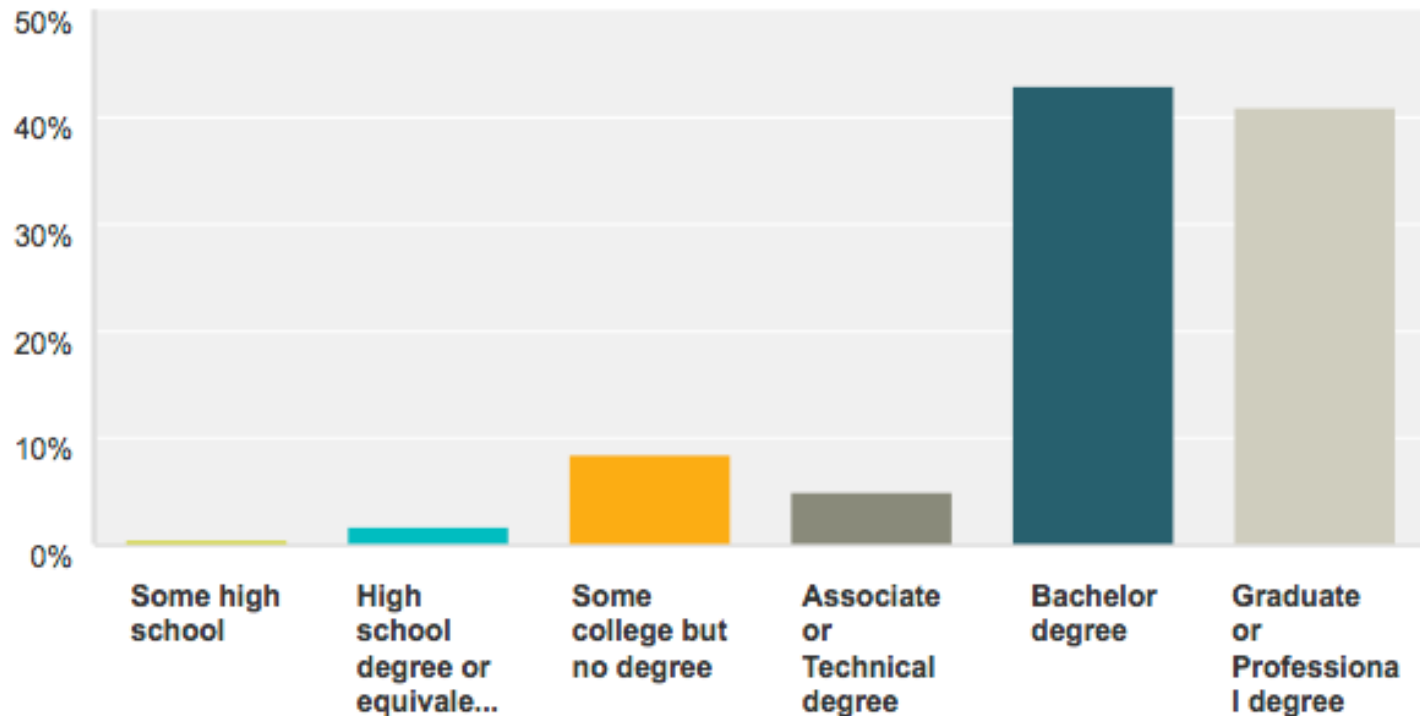
# Results: Respondent Characteristics



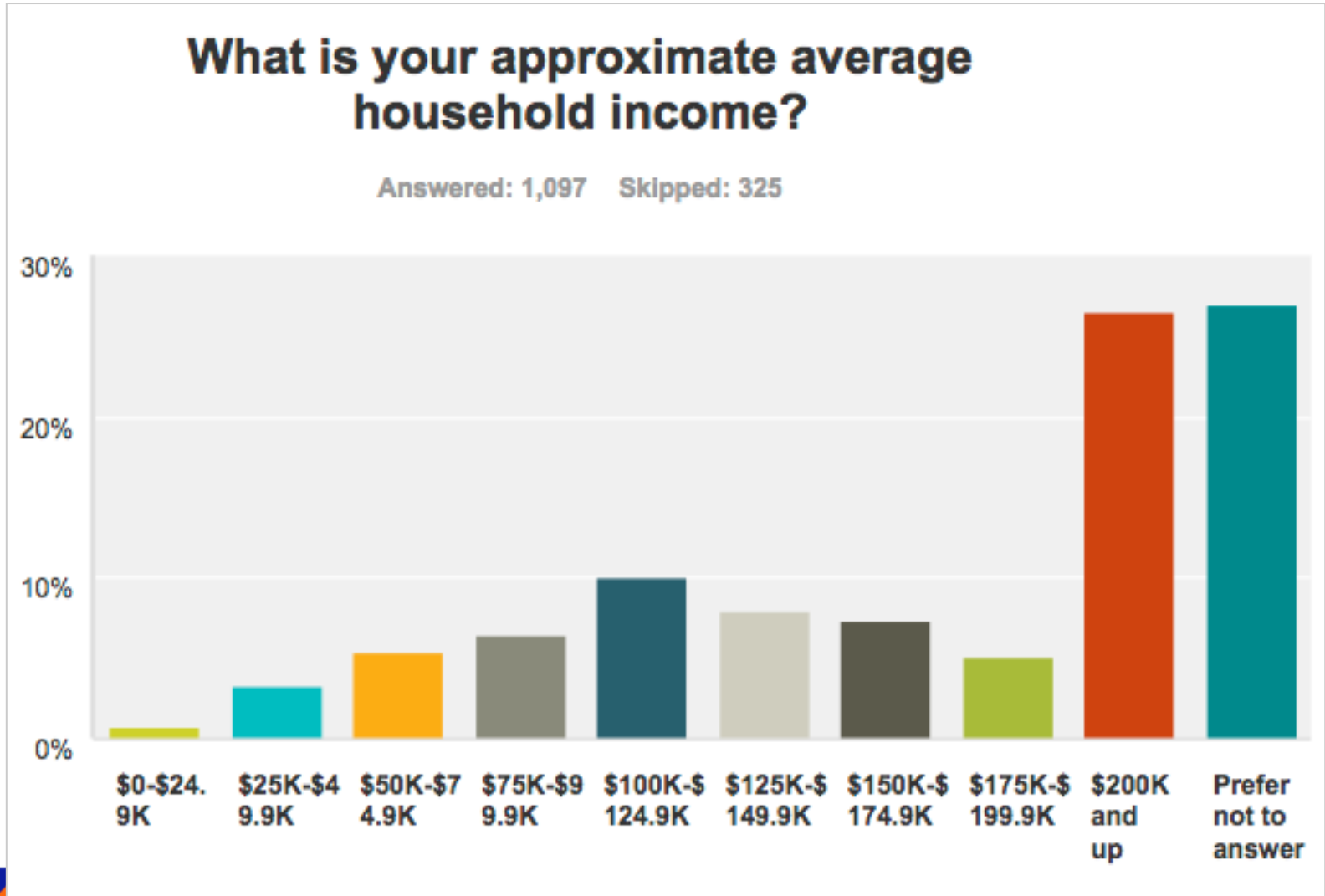
# Results: Respondent Characteristics

## What is the highest level of school you have completed or the highest degree you have received?

Answered: 1,103 Skipped: 319



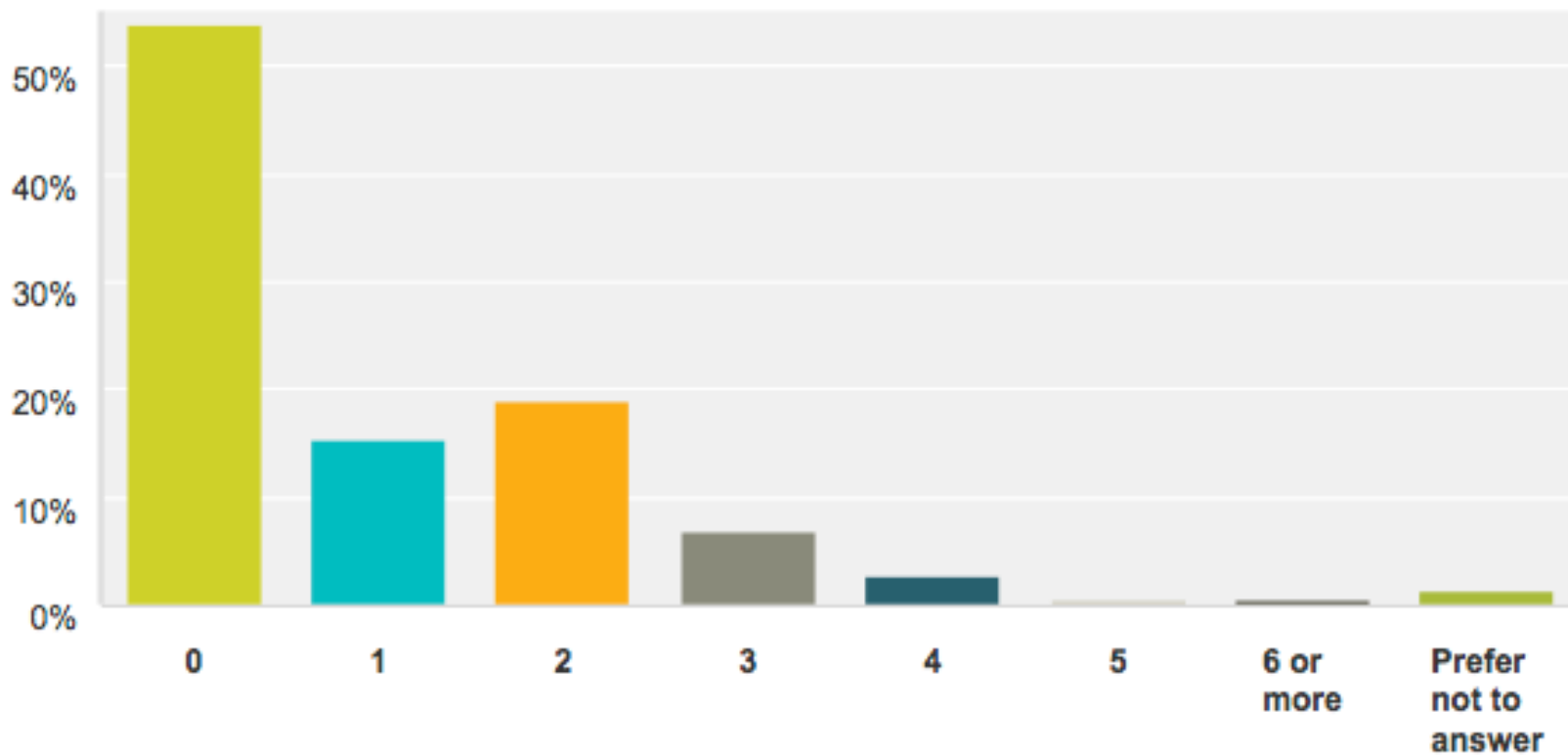
# Results: Respondent Characteristics



# Results: Respondent Characteristics

## How many individuals in your household are under the age of 18?

Answered: 1,107 Skipped: 315



# Results: Respondent Characteristics

## What is your ethnicity? (Please select all that apply.)

Answered: 1,094 Skipped: 328

