

City of Houston Arts and Cultural Plan Advisory Committee Meeting

February 11, 2015



Houston Symphony at Miller Outdoor Theatre

Mayor's Office
of Cultural Affairs





Community Engagement

Advisory Committee		38 Members
Kickoff Event	347 Acceptances	~ 200 Attended
Individual Interviews/Meetings		83 Completed
Focus Groups (5)	197 Invited	50 Participants
Public Meetings (2)	60 – 80,000 Invited	58 Participants
Targeted Database		757 and Growing



TOTAL TRAFFIC
Unique Visitors

 **1,730**

Page Views

 **8,457**

Participants

TOTAL

237
Participants

GENDER

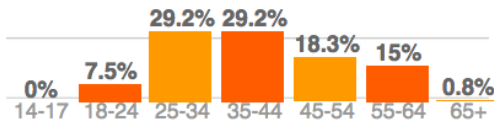


36%
Male

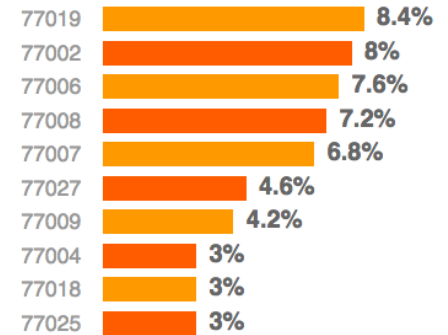


64%
Female

AGE



POSTAL CODE



Engagement

DETAILS

6
Total Topics

ACTIVITY

1147
Interactions

41
Comments



3
Open



3
Closed

69
Shares

Top Ideas

Ensure long term financial support for the arts in Houston

279 Stars
5 Comments

Dean G8 | Nov 15, 2014

All children in Houston should have equal access to fine arts.

144 Stars
3 Comments

Sarah L52 | Nov 12, 2014

Protected bike lanes

119 Stars
5 Comments

Evan O | Nov 09, 2014

Big improvements in public transportation and sidewalks.

110 Stars
0 Comments

Regina B6 | Nov 16, 2014

Art on the freeways

90 Stars
2 Comments

Lauren T22 | Nov 10, 2014



THE HOUSTON ARTS SURVEY: Participation, Perceptions, and Prospects

The Houston Arts and Cultural Plan Community Advisory Committee

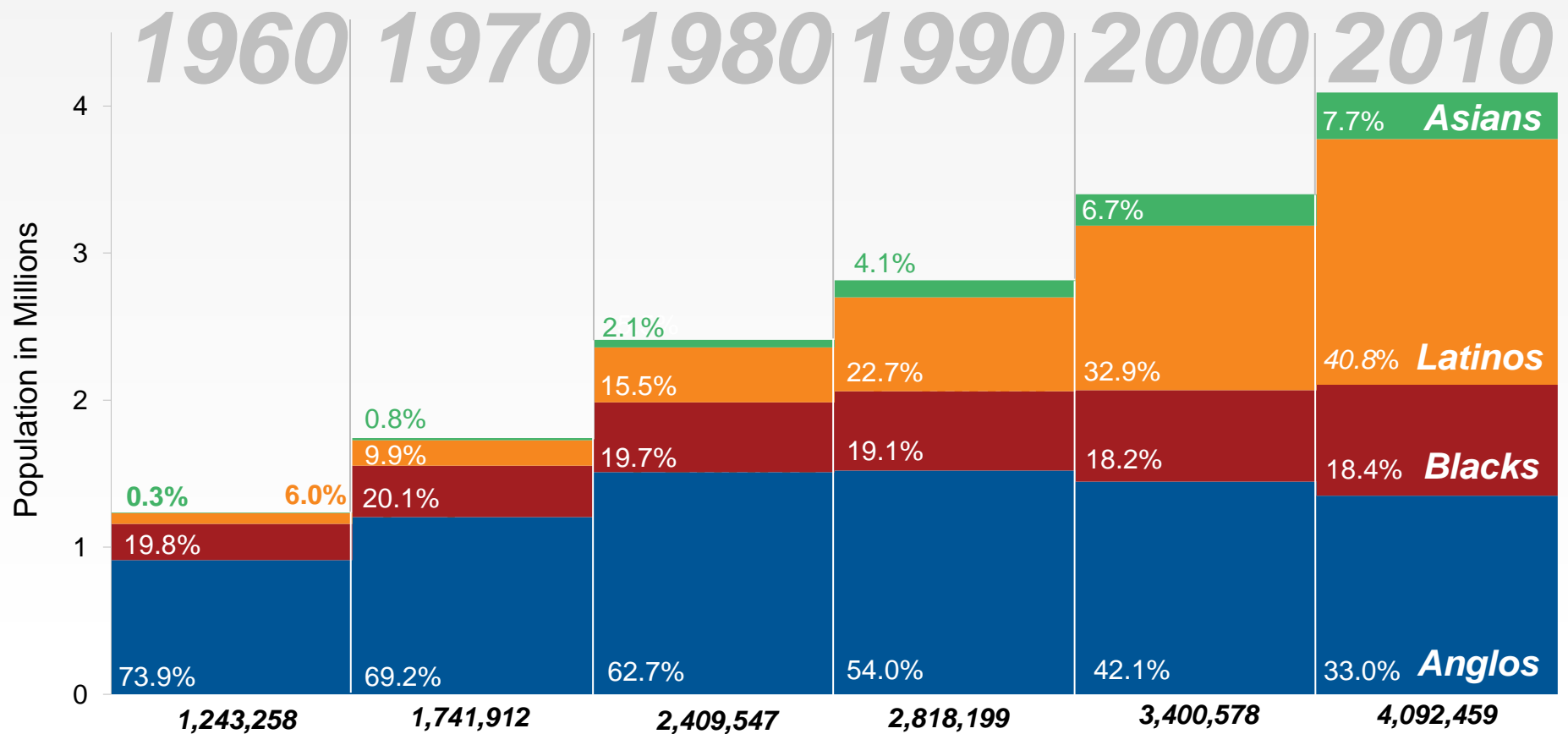
11 February 2015



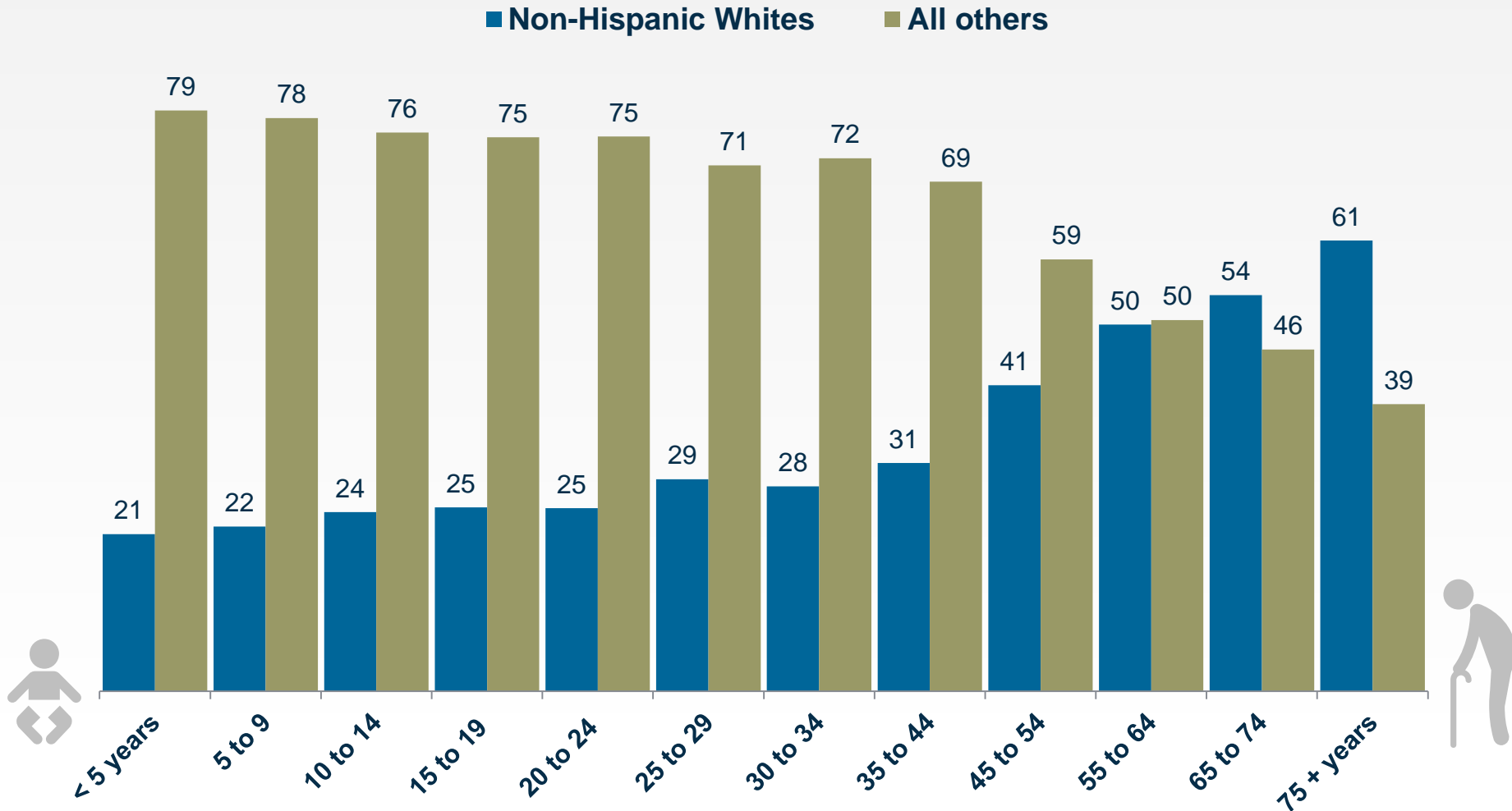
The Kinder Institute Houston Area Survey (1982-2014)

More than three decades of systematic interviews with representative samples of Harris County residents, focused on three central issues:

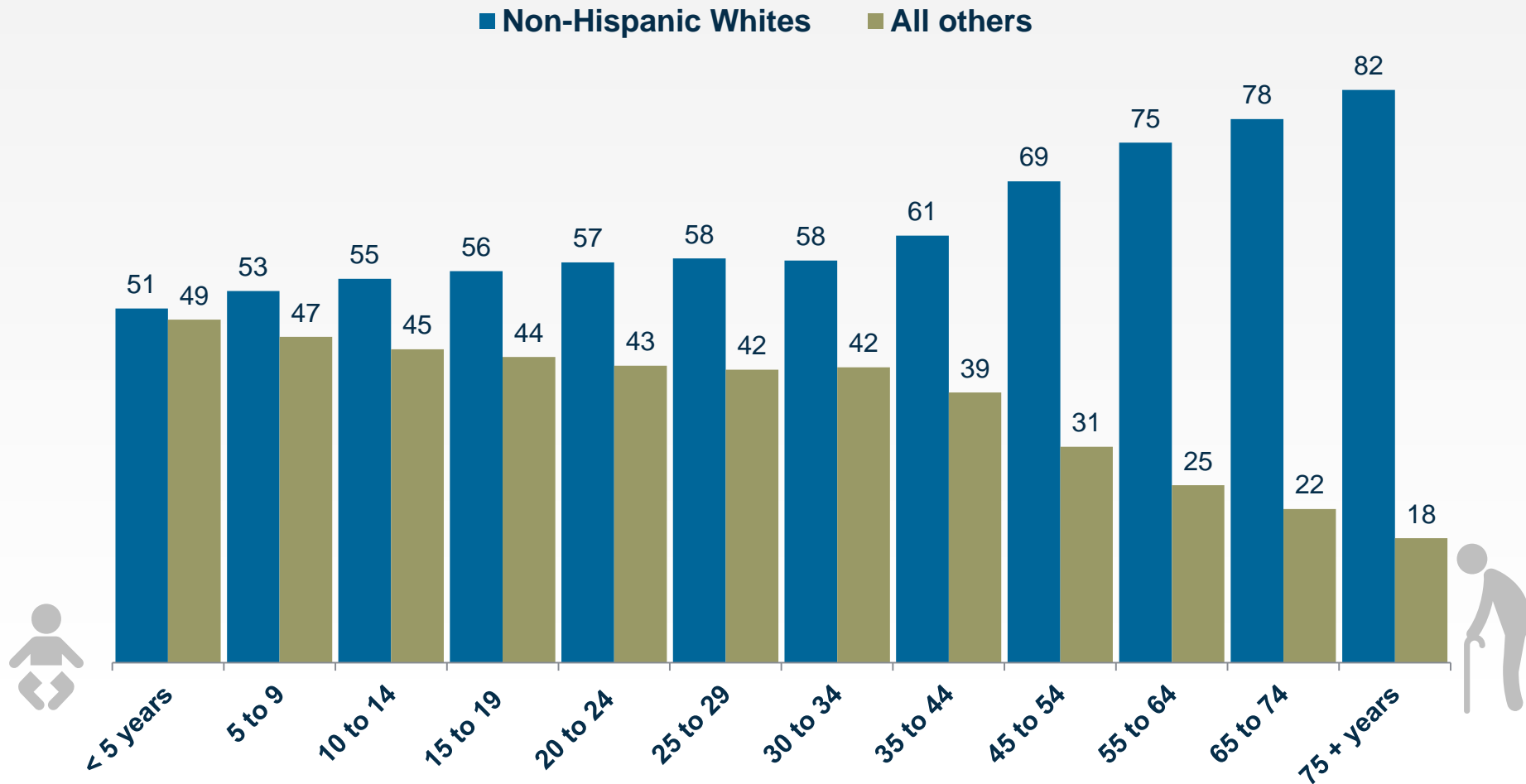
The demographic transformations of Harris County



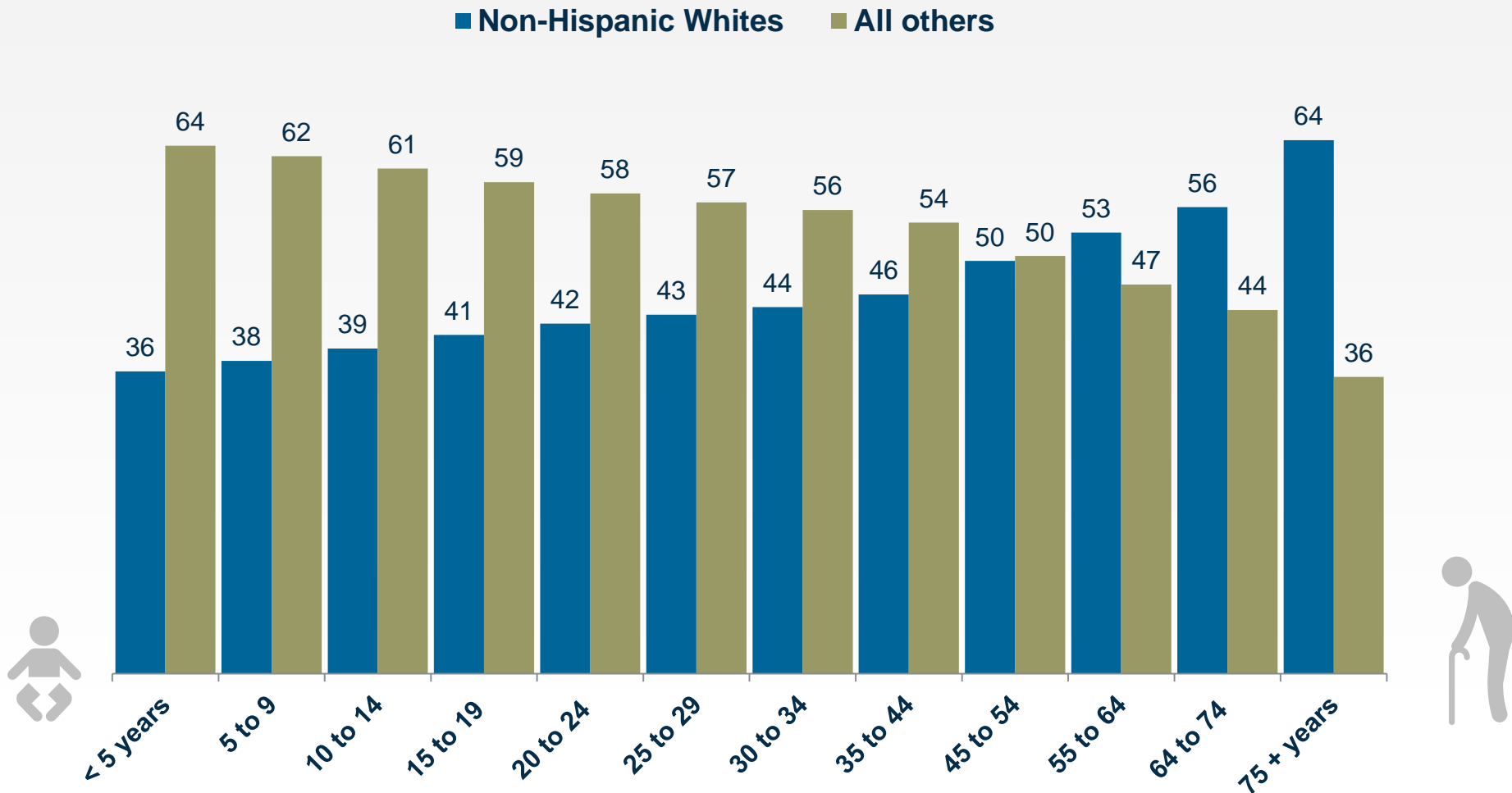
Percent of the population by age group and ethnicity in Harris County in 2012



Percent of the population by age group and ethnicity in the United States in 2012



Percent of the population by age group and ethnicity in the United States in 2050



THE HOUSTON ARTS SURVEY

- ❑ **Supported by a special grant from Houston Endowment Inc., the Houston Arts Survey was developed during 2011 through periodic meetings with local arts leaders and national experts.**
- ❑ **Between November 2011 and January 2012, 1,200 scientifically-selected Harris County residents were interviewed, with 70% reached by landline and 30% by cell phone.**
- ❑ **Weights were assigned to the data to ensure that the final distributions are in close agreement with the actual Harris County distributions with respect to ethnicity, age, gender, education, home ownership, and geographic information.**
- ❑ **The results presented here reflect the weighted data.**

FAVORITE FREE-TIME ACTIVITIES

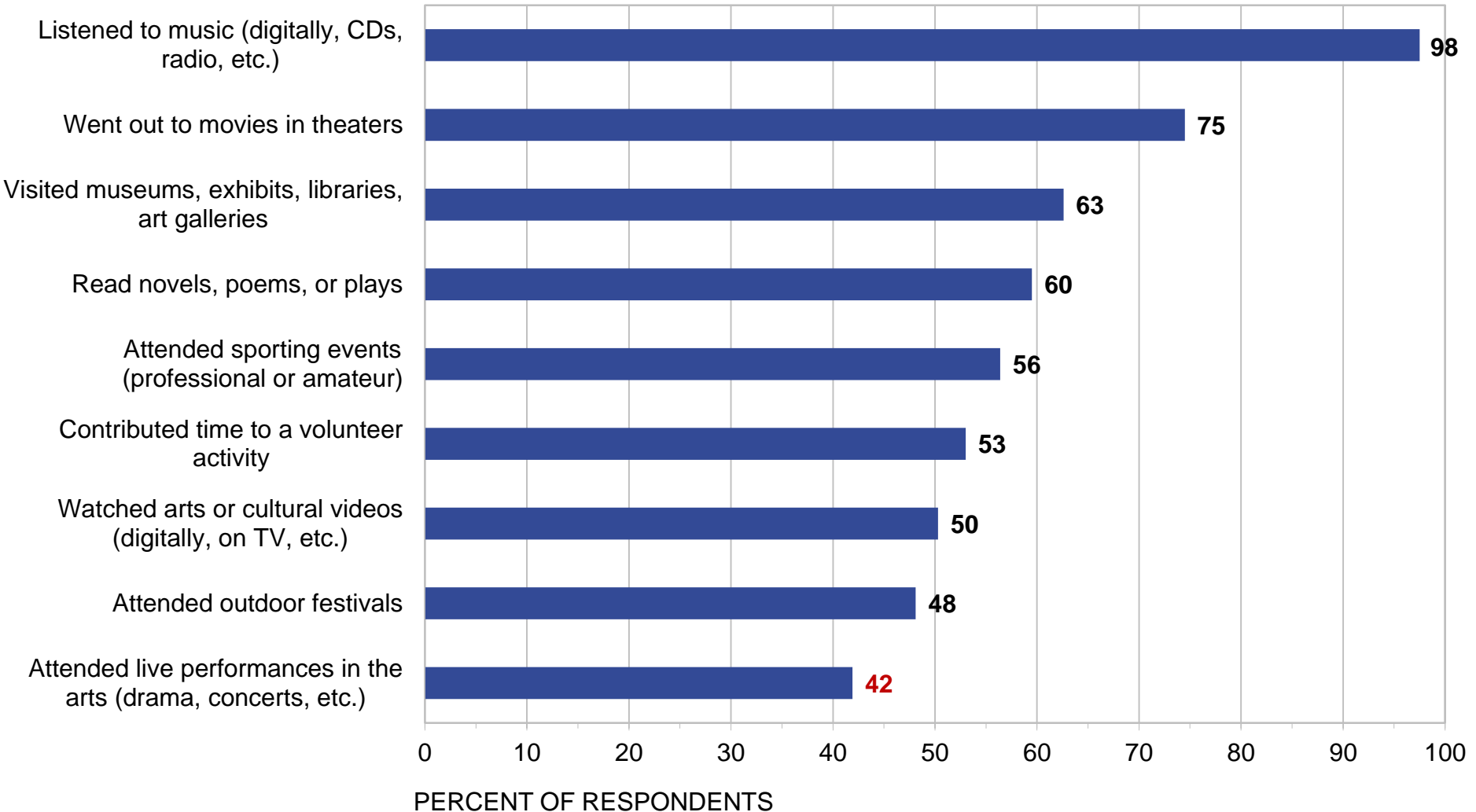
❑ “First of all, a question about your free-time activities. Thinking about all the different things you do when you’re not at work, or taking care of family chores, or sleeping – which one is your overall favorite free-time activity?” (Open-ended.)

❑ The most frequently mentioned favorite leisure activities*:

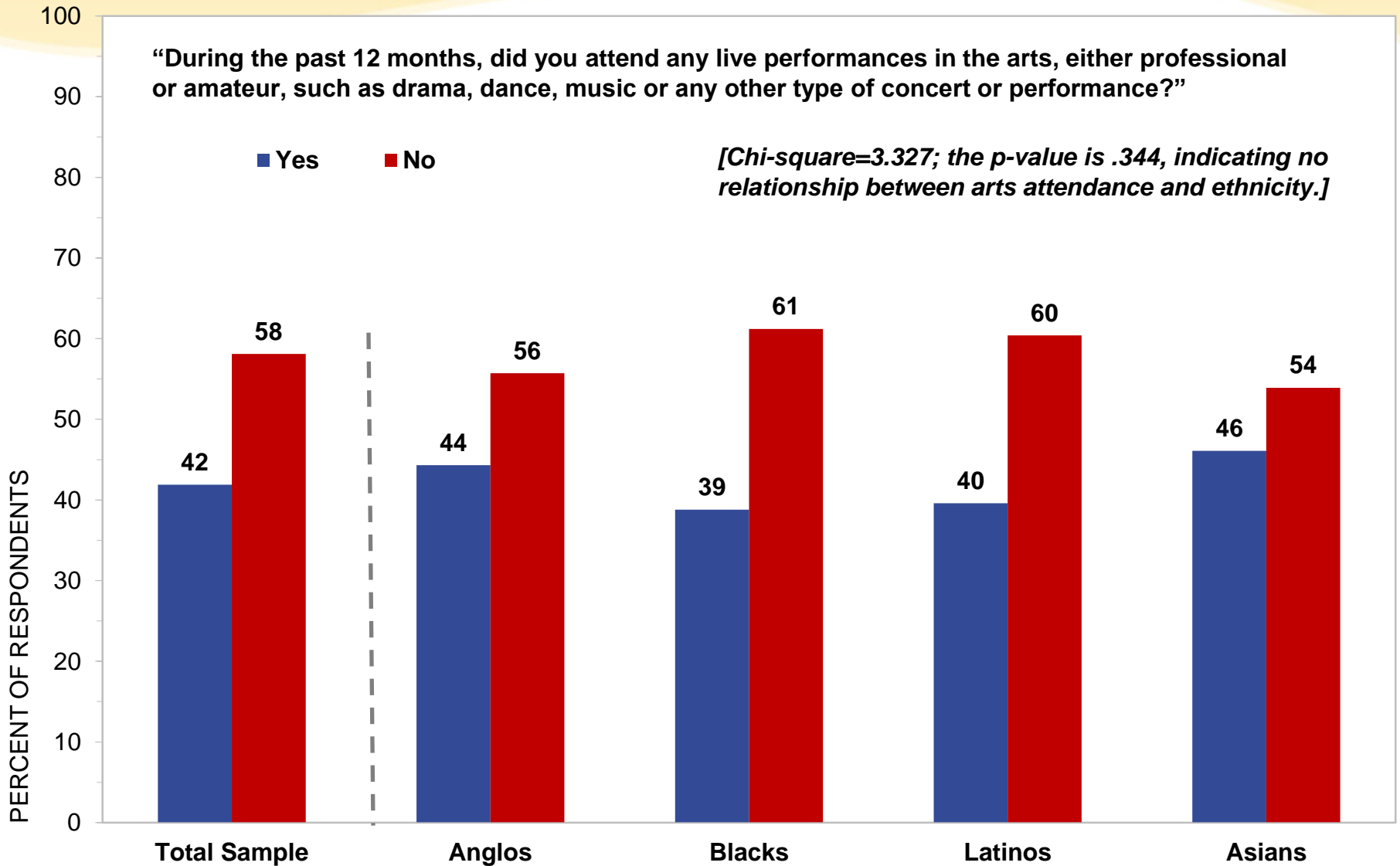
Sports (attending or playing, including outdoor sports)	17.0%
Watching TV or recorded videos	12.2%
Reading	11.3%
Social activities, with friends and family	11.3%
Arts (attending, performing, or creating)	10.3%
Exercise, working out	8.3%
Relaxing, napping	5.9%
Watching movies	5.2%
Spending time on a computer, tablet, or smartphone	4.9%

* Note: For those who gave multiple answers, only the first response is presented here.

SPECIFIC ACTIVITIES ACTUALLY ENGAGED IN DURING THE PAST 12 MONTHS



ARTS ATTENDANCE: BY ETHNICITY

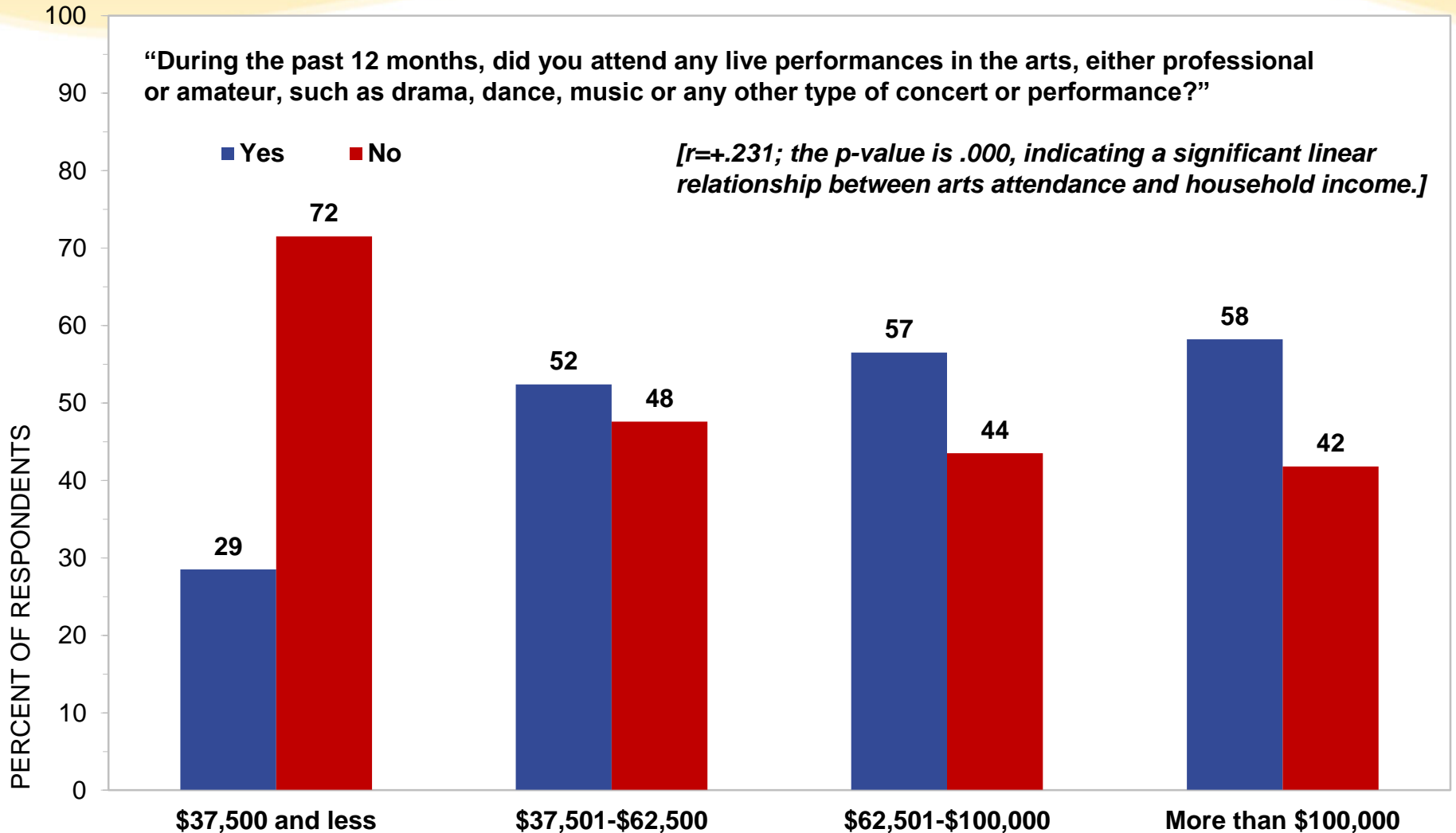


ARTS ATTENDANCE: BY HOUSEHOLD INCOME

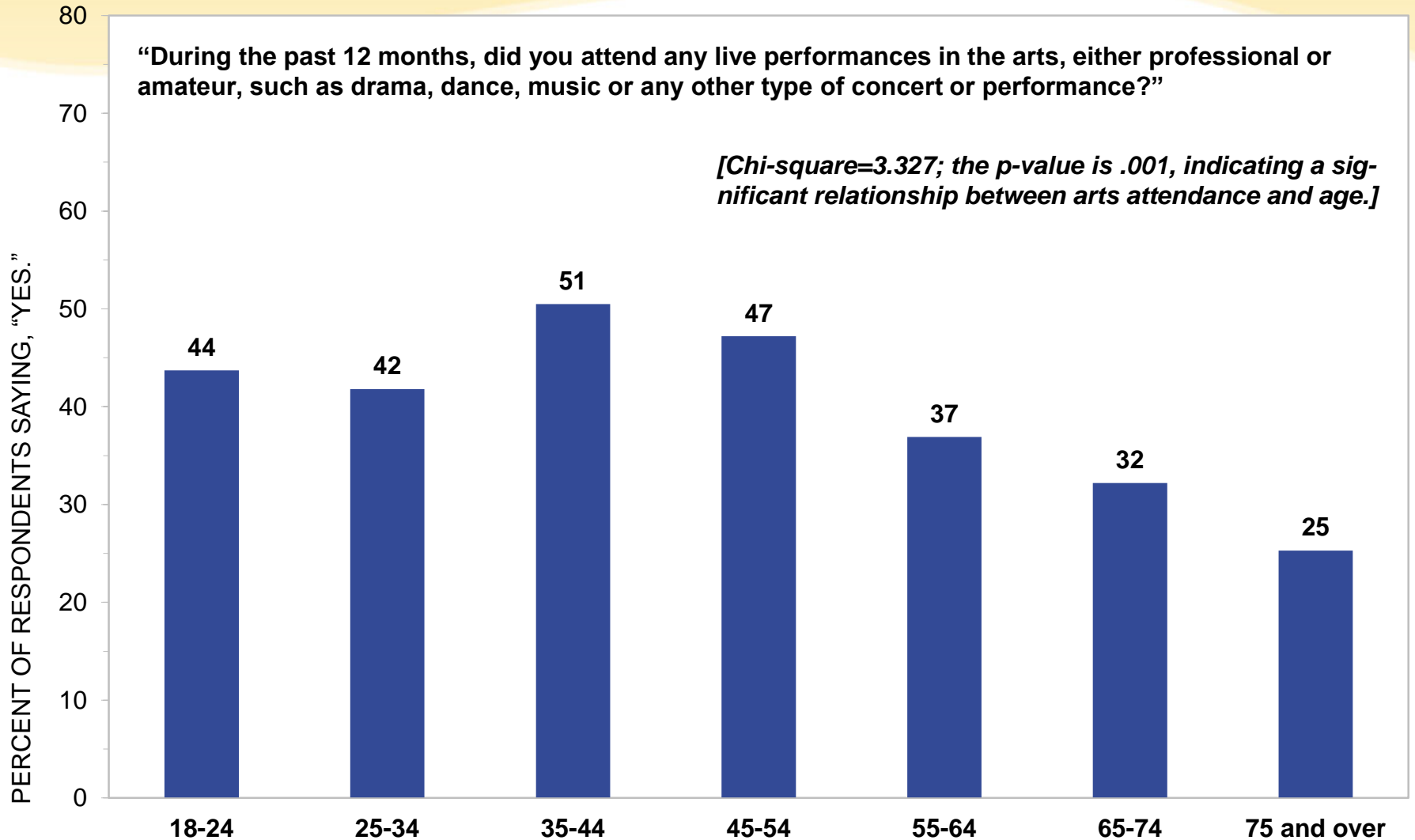
“During the past 12 months, did you attend any live performances in the arts, either professional or amateur, such as drama, dance, music or any other type of concert or performance?”

■ Yes ■ No

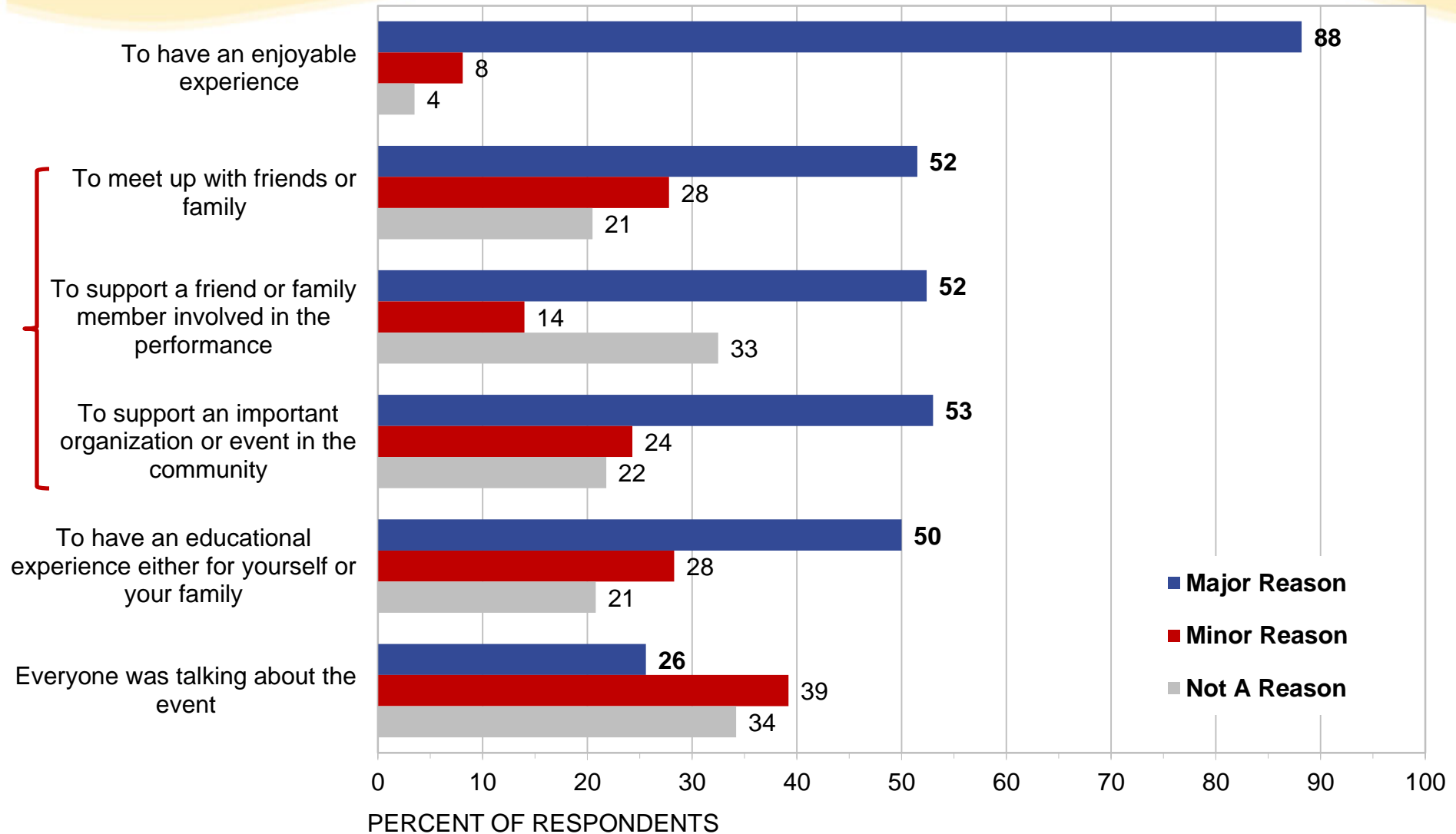
[$r=+.231$; the p -value is $.000$, indicating a significant linear relationship between arts attendance and household income.]



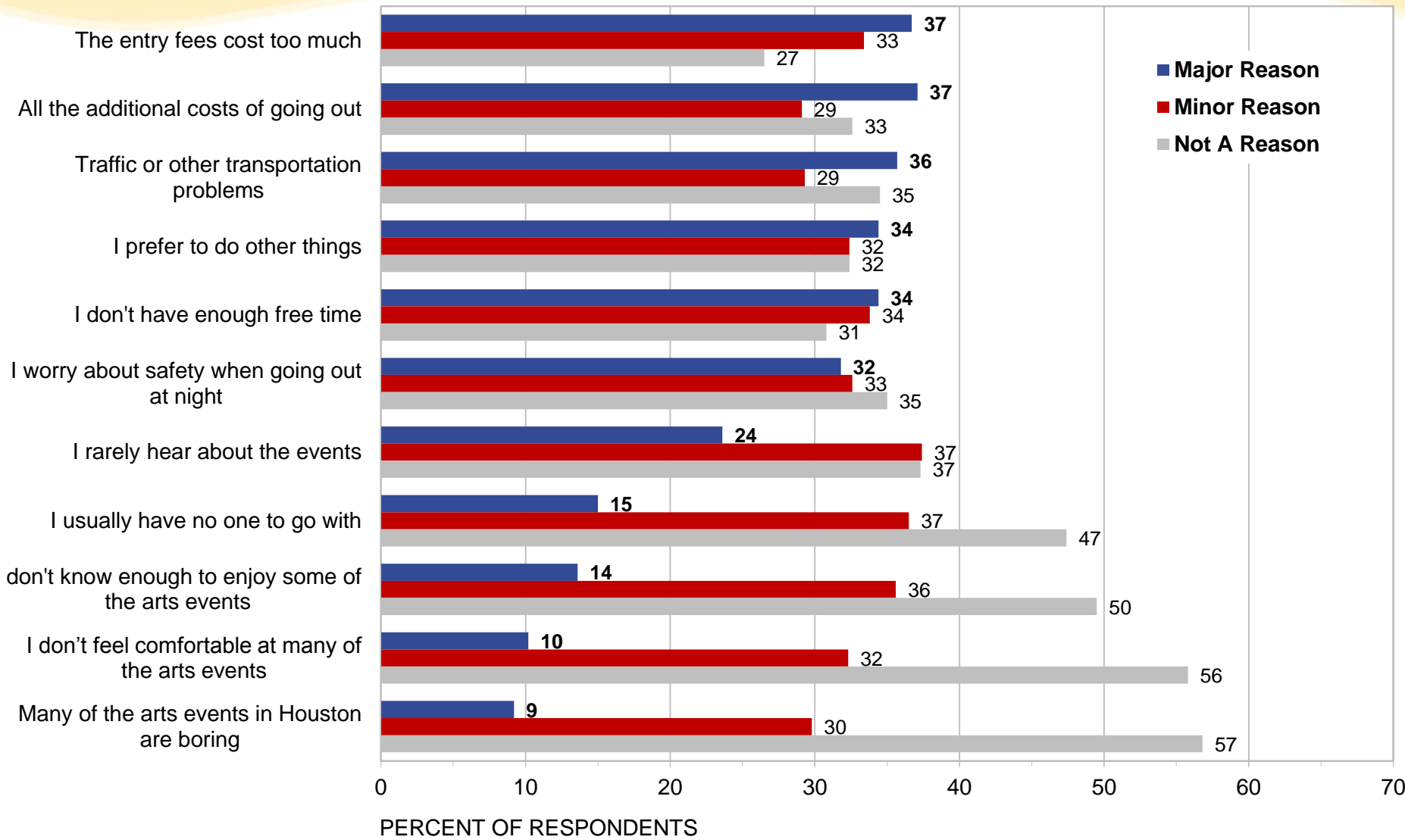
ARTS ATTENDANCE: BY RESPONDENTS' AGE



REASONS FOR ATTENDING A LIVE PERFORMANCE IN THE ARTS DURING THE PAST YEAR



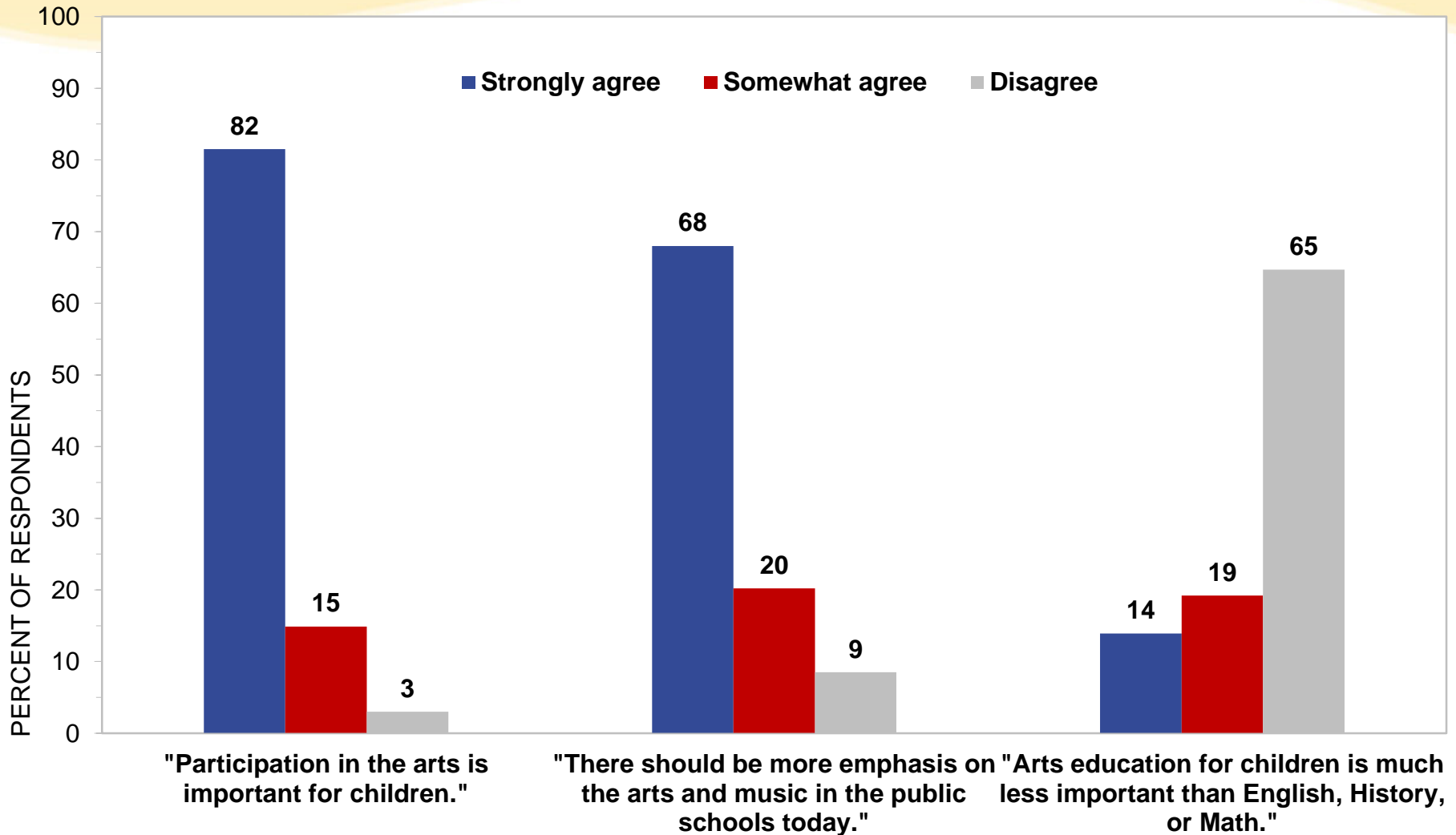
REASONS FOR *NOT* GOING OUT MORE OFTEN TO ARTS OR CULTURAL EVENTS



PERSONAL INVOLVEMENT WITH THE ARTS

- ❑ More than a third (37%) of all Harris County adults said that they were *actively participating* in the arts (e.g., performing, creating artistic objects, writing, and other creative endeavors). National surveys have found that only about 10% of all Americans report having any personal involvement with the arts.
- ❑ There was a clear relationship between respondents' *education* and their personal participation in the arts. Age was also a significant predictor. Respondents' *ethnic backgrounds* were generally unrelated to their personal participation in the arts.
- ❑ Of all the 445 respondents who reported being personally involved in the arts during the past 12 months, 31% said they were *currently taking classes* to improve their skills in one or more of these arts activities. This represents more than one in ten (11%) of the entire Harris County adult population.

THE IMPORTANCE OF PROVIDING ARTS EDUCATION IN THE PUBLIC SCHOOLS: THREE QUESTIONS

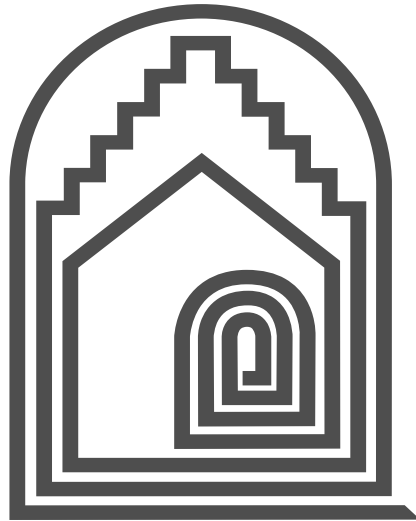


CONCLUSION: WIDESPREAD PARTICIPATION

- ❑ Harris County residents are more likely than Americans in general (SPPA, 2008) to report having attended a *live arts performance* in the past year and to be currently participating in arts activities.
- ❑ The most important predictors of attendance at arts performances are *education, income, and early exposure* to the arts in childhood. Ethnic background is not a significant predictor of the frequency of attendance at arts performances nor of childhood arts exposure.
- ❑ 60% reported *participating as a child in the arts* or other creative activities. Meaningful exposure to the arts in childhood is a major predictor of subsequent support for and involvement in the arts.

CONCLUSION: BROAD-BASED SUPPORT

- ❑ Across a variety of questions, area residents clearly believe that the arts are an essential component of Houston's quality of life and that exposure to the arts should be part of every child's education.**
- ❑ This first-ever survey of area residents' experiences with and attitudes toward the arts has documented an unexpected depth and pervasiveness in the public's support for the arts in Houston.**
- ❑ Given the significant role that the arts will play in this city's efforts to address its central educational, aesthetic, and demographic challenges, these findings bode well for the future of the region.**



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CULTURAL RESOURCE MANAGEMENT





STEWARDSHIP

WORKFORCE



ADVOCACY



IMPACTS





IDENTITY MATRIX