


Topline Findings: For Discussion

City of Round Rock Community Survey

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Introduction and Methodology

- The Round Rock Creates Community Survey was available to residents from June through August 2022. Survey distribution included email communications, social media, and other alerts to City community lists, organizational lists, Steering Committee member contacts, and sharing of the survey link by respondents.
- 2,205 people participated in the survey.
- The overall goals of this community survey are to understand how residents participate in and connect with arts, culture, and creative activities; learn what is important to residents; identify barriers to participation; and understand community aspirations for Round Rock's creative future.

Topline Findings

Participation

Priorities

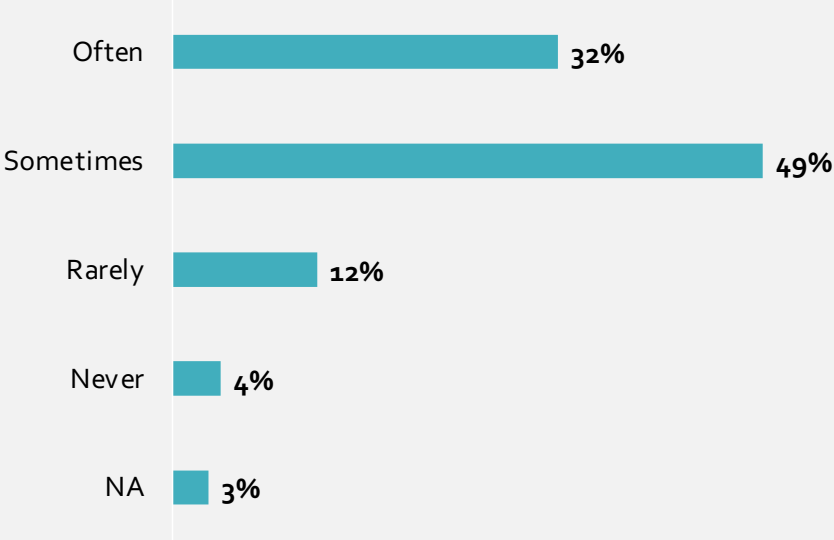
Opportunities

Barriers

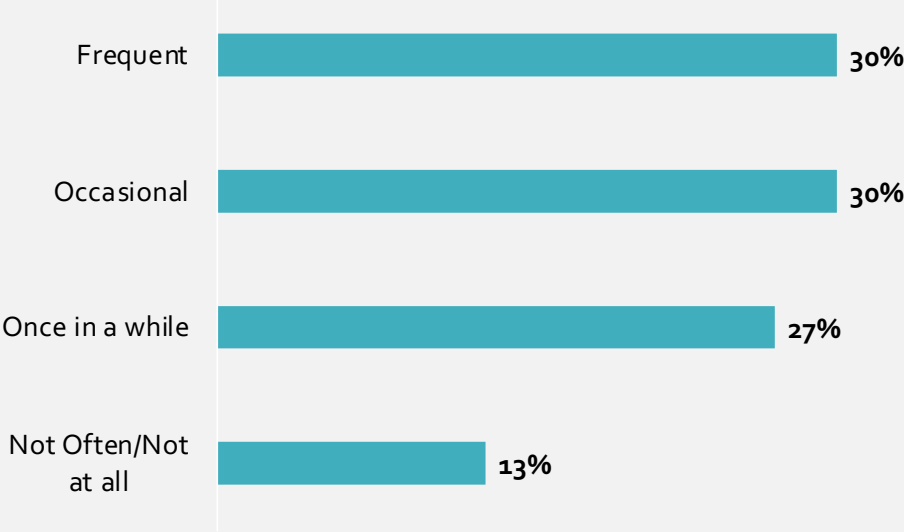
Demographics

Personal Participation

When you have friends or family visit, do you seek out arts or cultural activities to do with them?



Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?



Compared to similar communities, Round Rock residents participation is more varied and diverse.

Participation

Since COVID-19, 50% think creative activities are more important and 46% think they are about the same importance.

Over 90% of respondents report participating in one or more creative activities in the Round Rock area. The activities include:

- **56%** - Visual Arts (painting, drawing, or sculpture)
- **53%** - Music (playing an instrument, singing, rapping, or composing)
- **47%** - Crafts (such as jewelry, pottery, or woodworking)
- **44%** - Reading novels or poetry
- **43%** - Culinary arts (cooking creatively, taking classes, or other)
- **42%** - Performing arts (performing in plays, in a band, or other theatre arts)
- **29%** - Dance (such as classes, performing, traditional/folk dancing, or choreographing)
- **29%** - Fabric arts (sewing, beading, or other) Performing arts events (theatre, dance, opera)
- **29%** - Media arts (such as animation, technology arts, video, or graphic design)
- **24%** - Creative writing, storytelling, or poetry
- **24%** - Street art or mural arts

Participation

Favorite Places and Activities (*Top Comments in Alpha Order*)

4th of July events

Art shows in parks

Beaujolais Nights

Car Shows

Central Texas Philharmonic

Chalk Walk

Dia de los Muertos Festival

Diwali Festival

Downtown Round Rock

Festivals (general)

Juneteenth

Libraries

Music events

Music on Main

Parks and Open Spaces

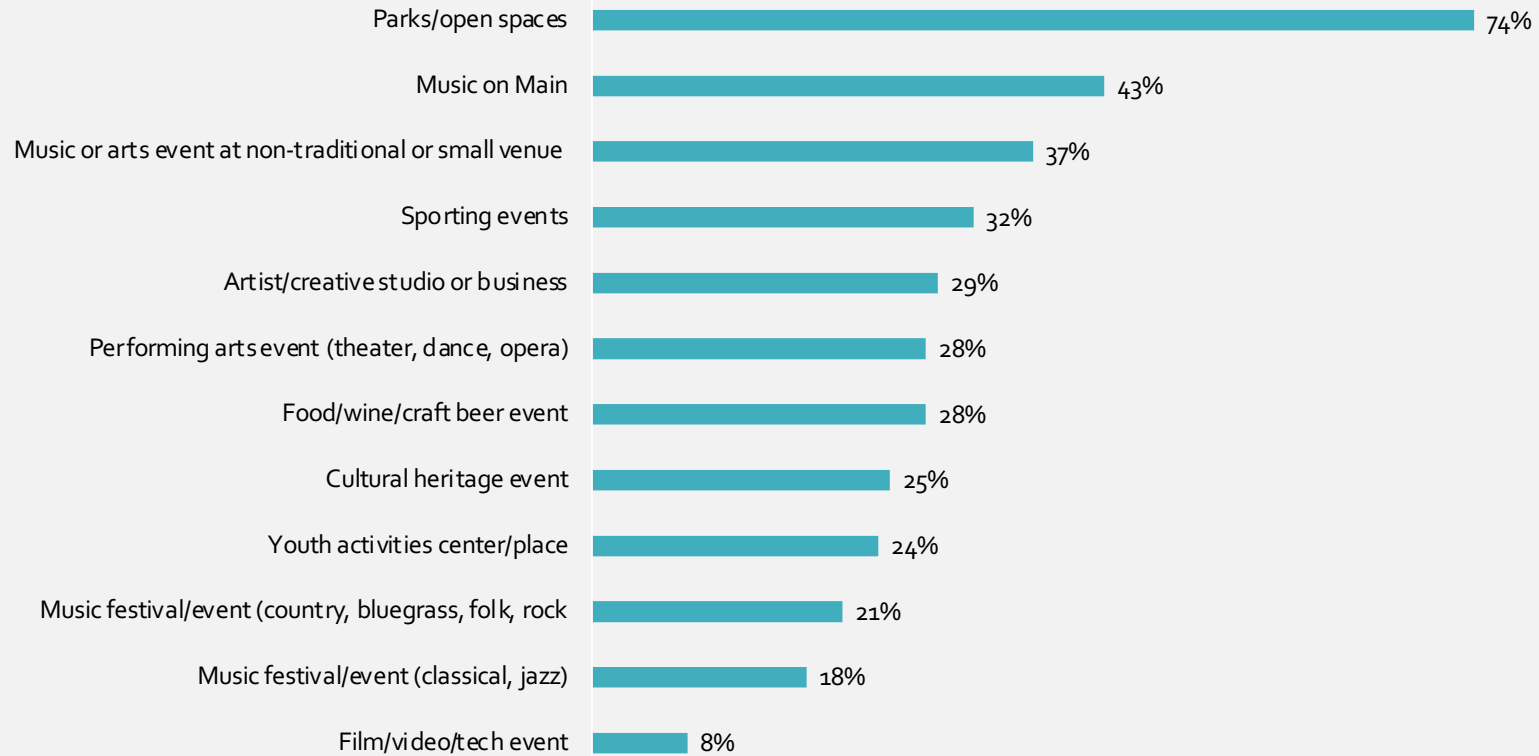
Penfolds Theatre events

Performing arts events

SculptFest

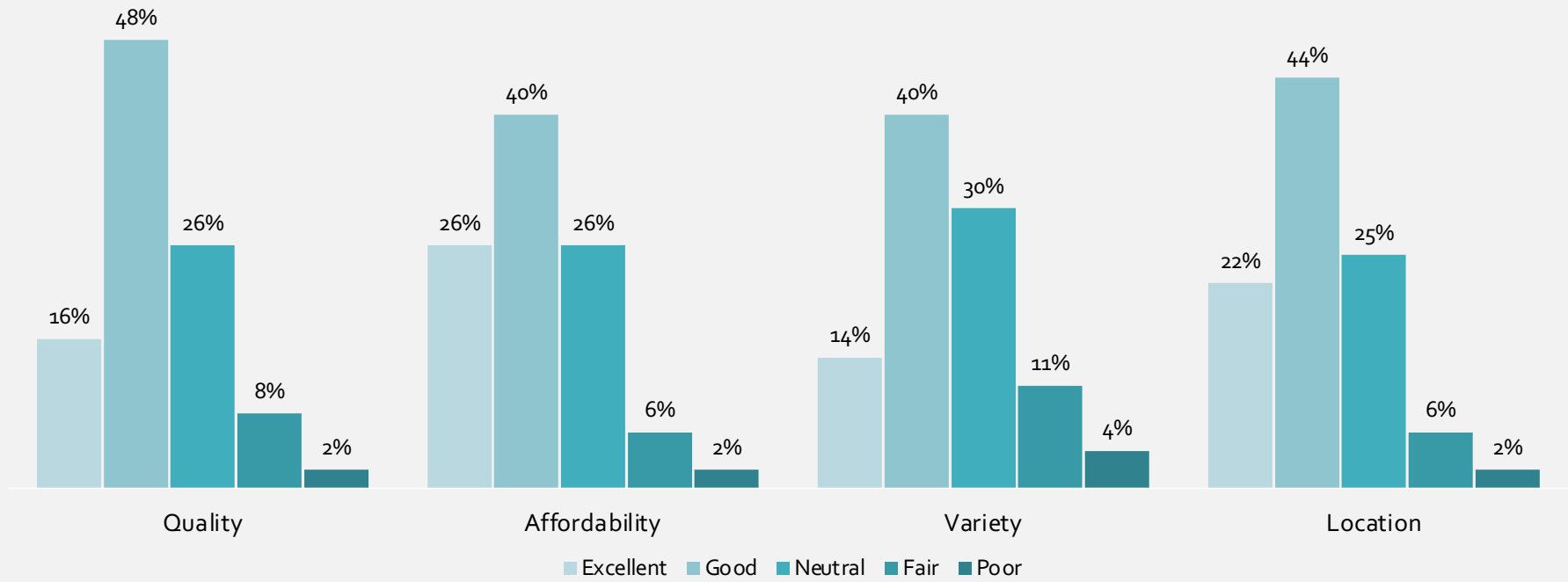
Sports events

Attendance in Round Rock



*In the last 6 months, which of the following did you attend or visit in Round Rock?
(Check all that apply.)*

Round Rock Creative Events/Opportunities Rating



How do you rate creative opportunities in Round Rock based on...?

51% of respondents believe creative activities and opportunities are more important to them since COVID-19.

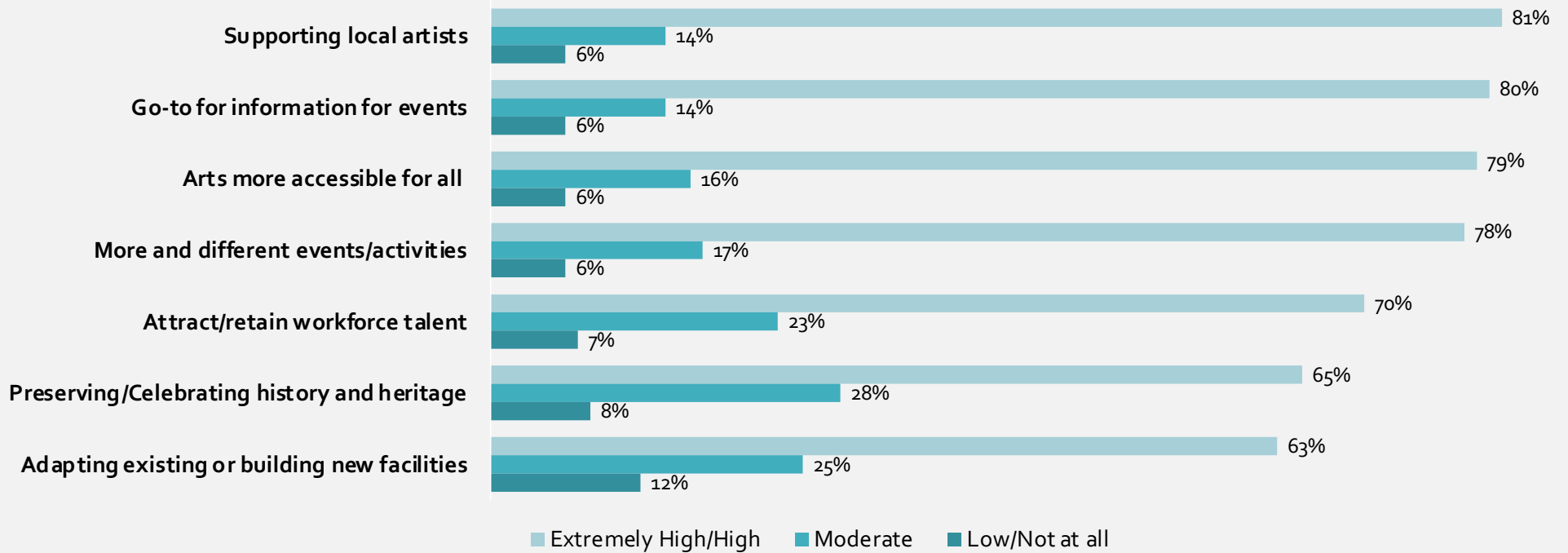
Priorities

94% of respondents consider arts and culture to be important to their community.

As a community, Round Rock residents consider arts and culture to be:

- extremely important (62%) or somewhat important (30%) **to their community**
- extremely important (60%) or somewhat important (30%) **to their own lives**
- extremely important (51%) or somewhat important (35%) **to their family**

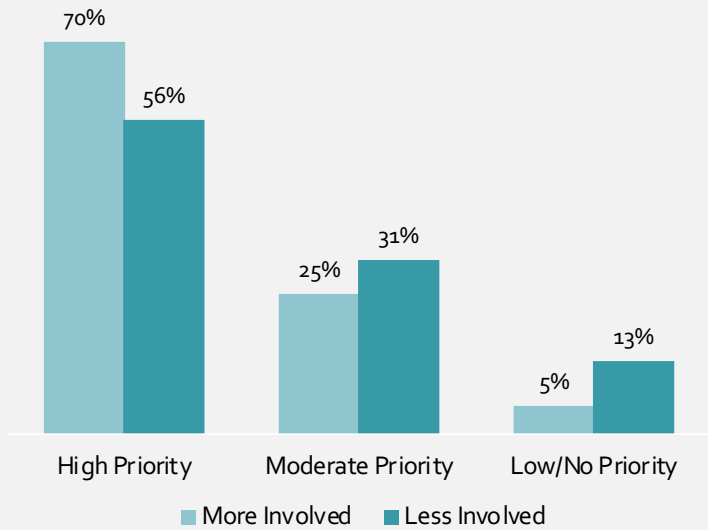
Community Priorities



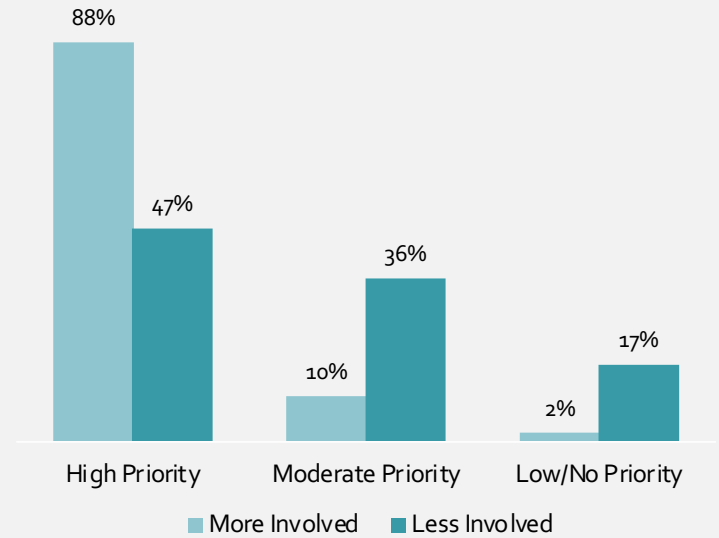
This plan is intended to enhance the quality of life for residents of Round Rock. Thinking about long-term priorities the plan should focus on, please rate the following.

Top Community Priorities by by Rate of Involvement in the Arts

Go to Information for events/activities



Support for Artists

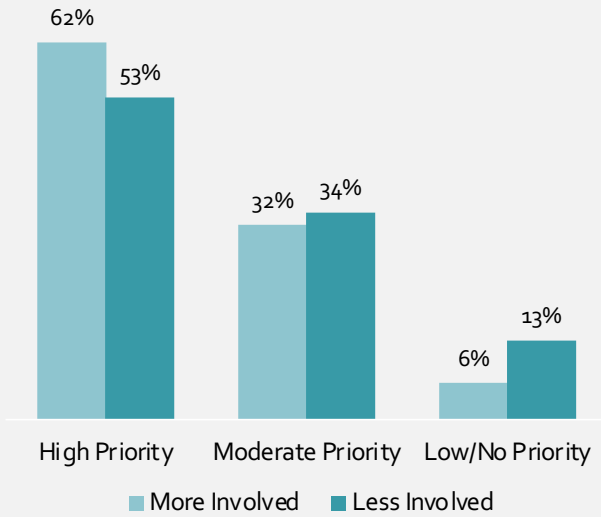


This plan is intended to enhance the quality of life for Round Rock. Thinking about long-term priorities the plan should focus on, what are your priorities?

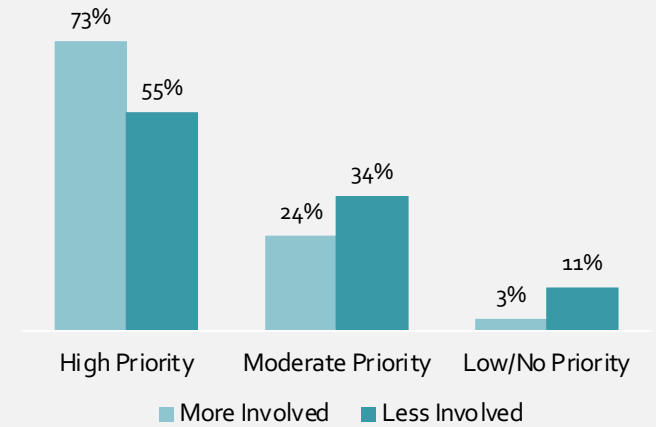
Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?

Top Community Priorities by Rate of Involvement in the Arts

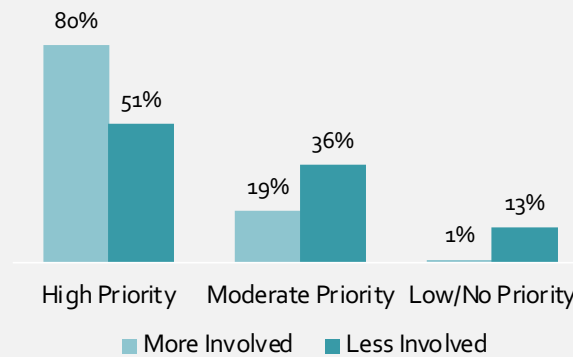
Attract/retain workforce talent



More/different events/activities



Arts Accessible for all

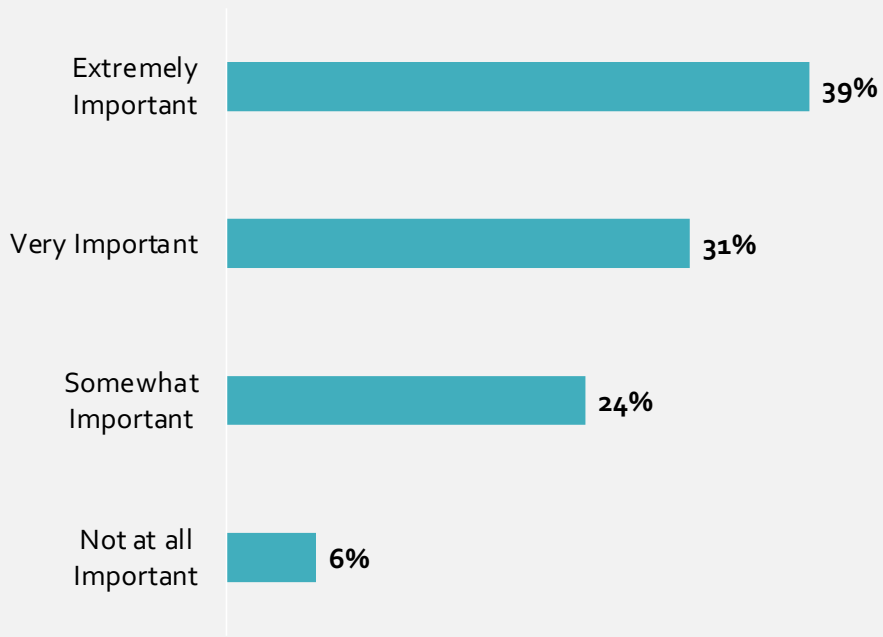


This plan is intended to enhance the quality of life for Round Rock. Thinking about long-term priorities the plan should focus on, what are your priorities?

Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?

Arts and Cultural Facilities

How important do you think it is that Round Rock have an arts and cultural facility for the community?



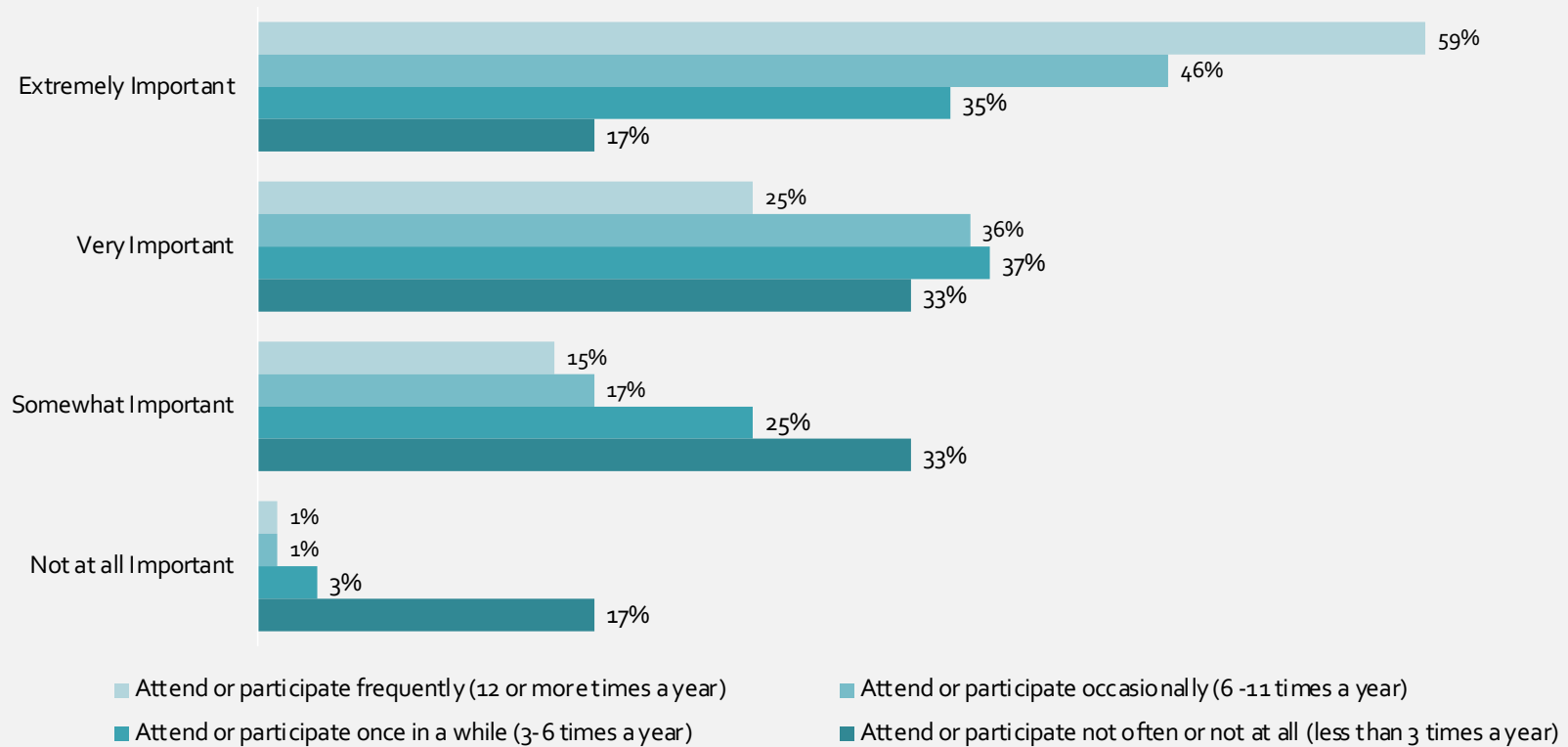
The facility should provide...

- 87% Community workshops/classes for people of all ages
- 70% Exhibition/gallery spaces
- 62% Performance and rehearsal spaces
- 45% Maker space areas and services
- 29% Commercial spaces for creative businesses

Arts and Cultural Facilities

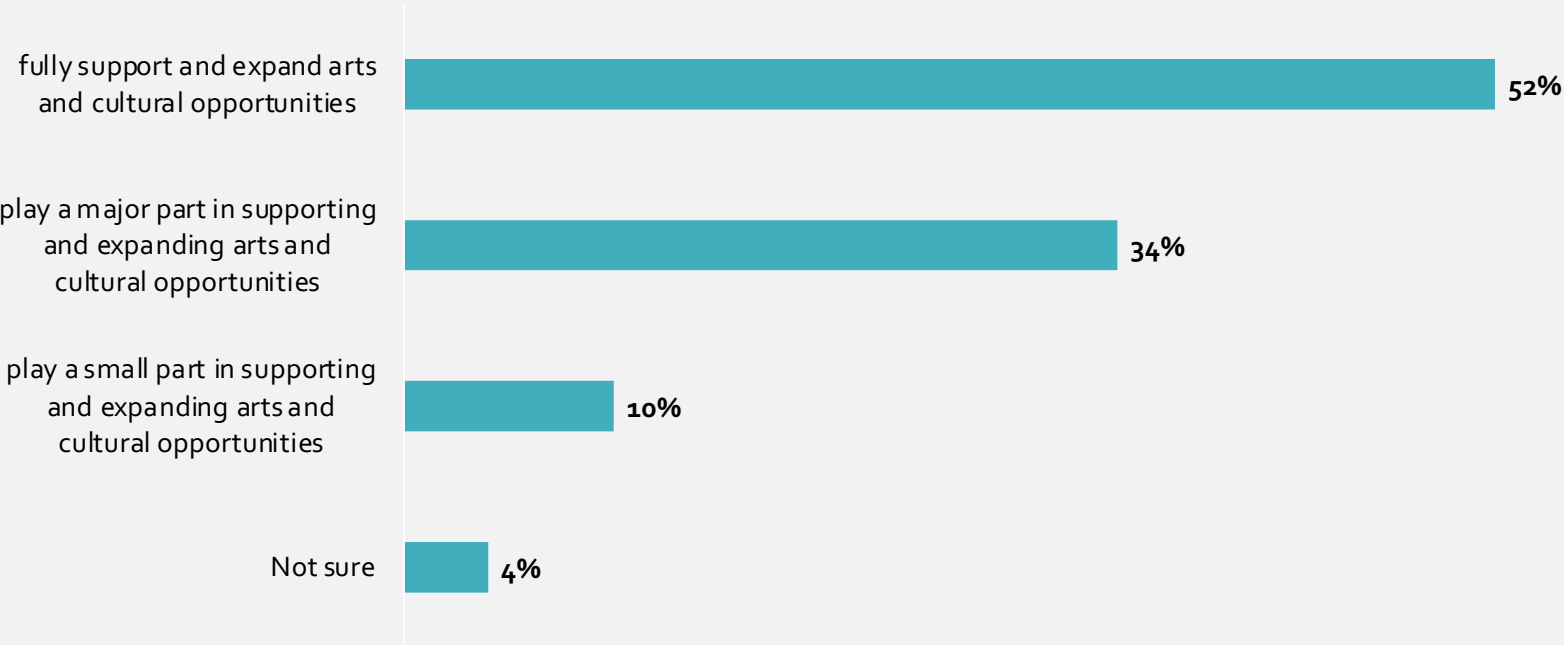
How important do you think it is that Round Rock have an arts and cultural facility for the community?

Thinking about how involved you are in arts/cultural events/activities, how would you rate your involvement?



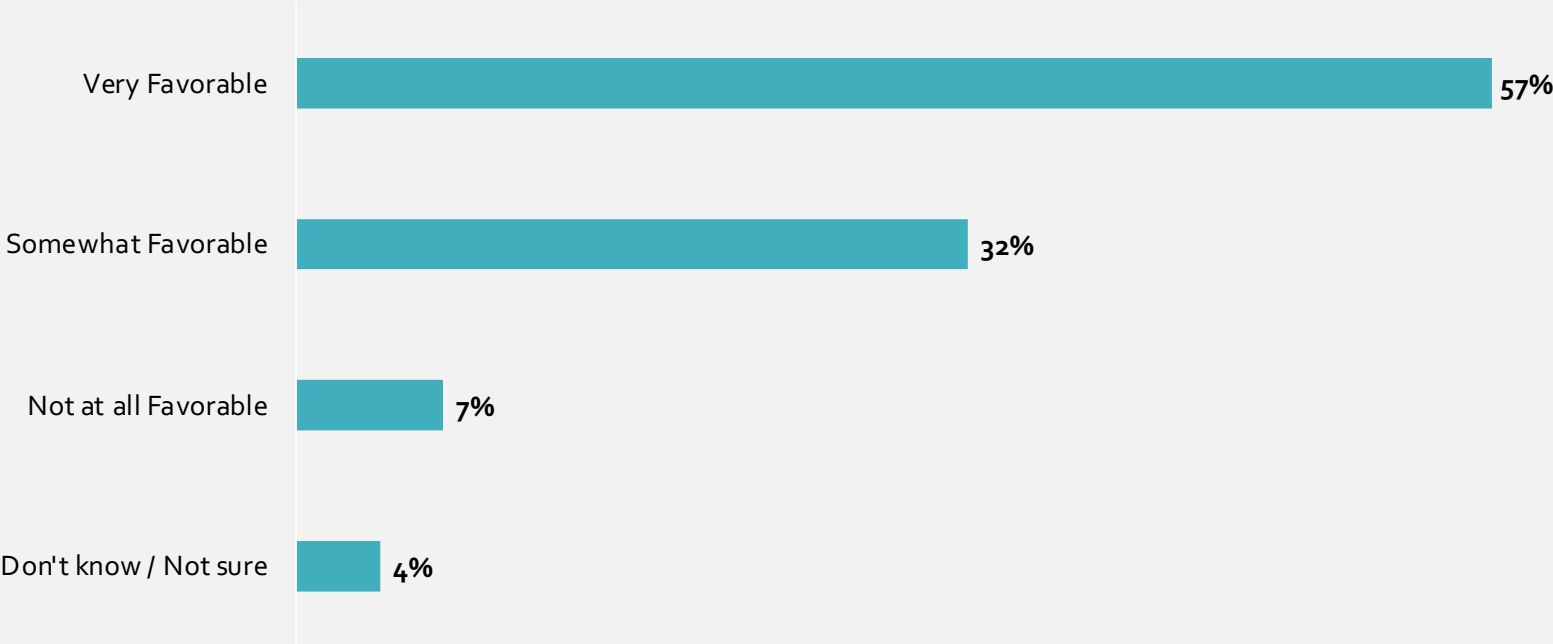
Arts and Cultural City Support

Please choose the statement that best describes your opinion. "I think that the City of Round Rock should..."



Arts and Cultural City Funding

How favorable would you be to increasing the funding to support arts and cultural activities, programs and facilities in Round Rock?



Opportunities

What Round Rock needs more of...

(Need more rating: above 70%)

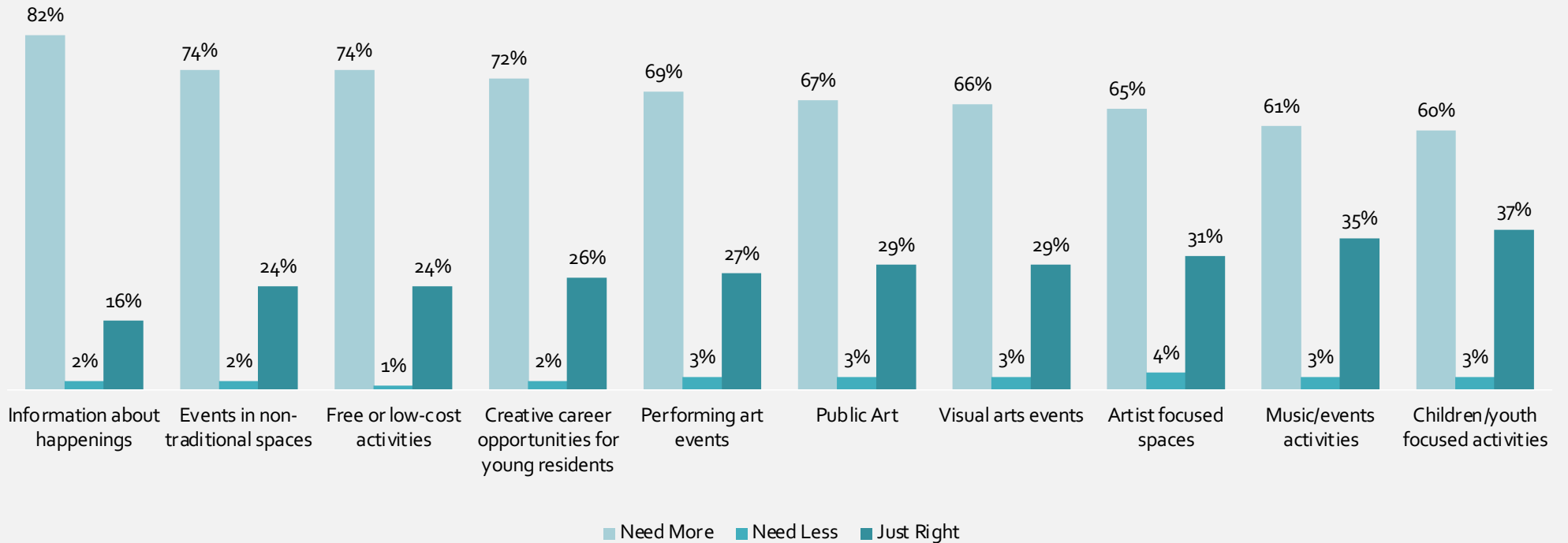
72% Creative career opportunities for young residents

82% Information about arts and cultural events/happenings

75% Free or low-cost creative opportunities/events for residents

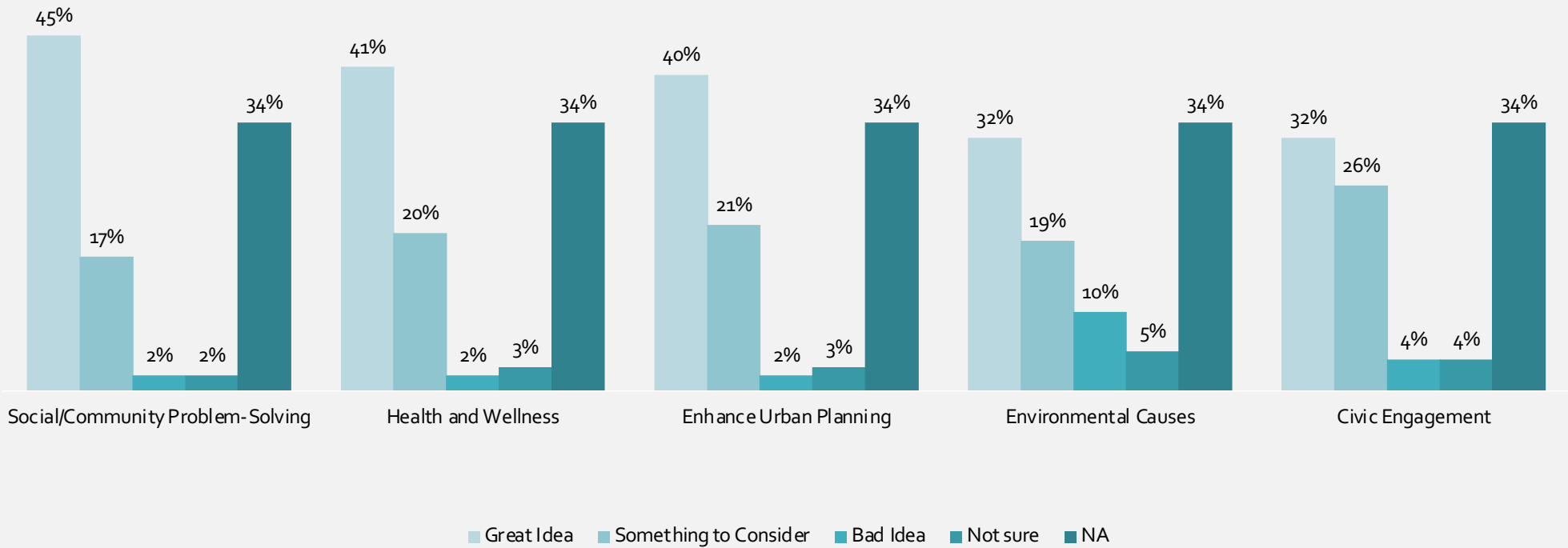
74% Events/activities in non-traditional spaces

Community Opinion on Need for Activity



Does Round Rock need more, need less, or have the right amount of the following?

Ideas for Artist Integration/Problem Solving



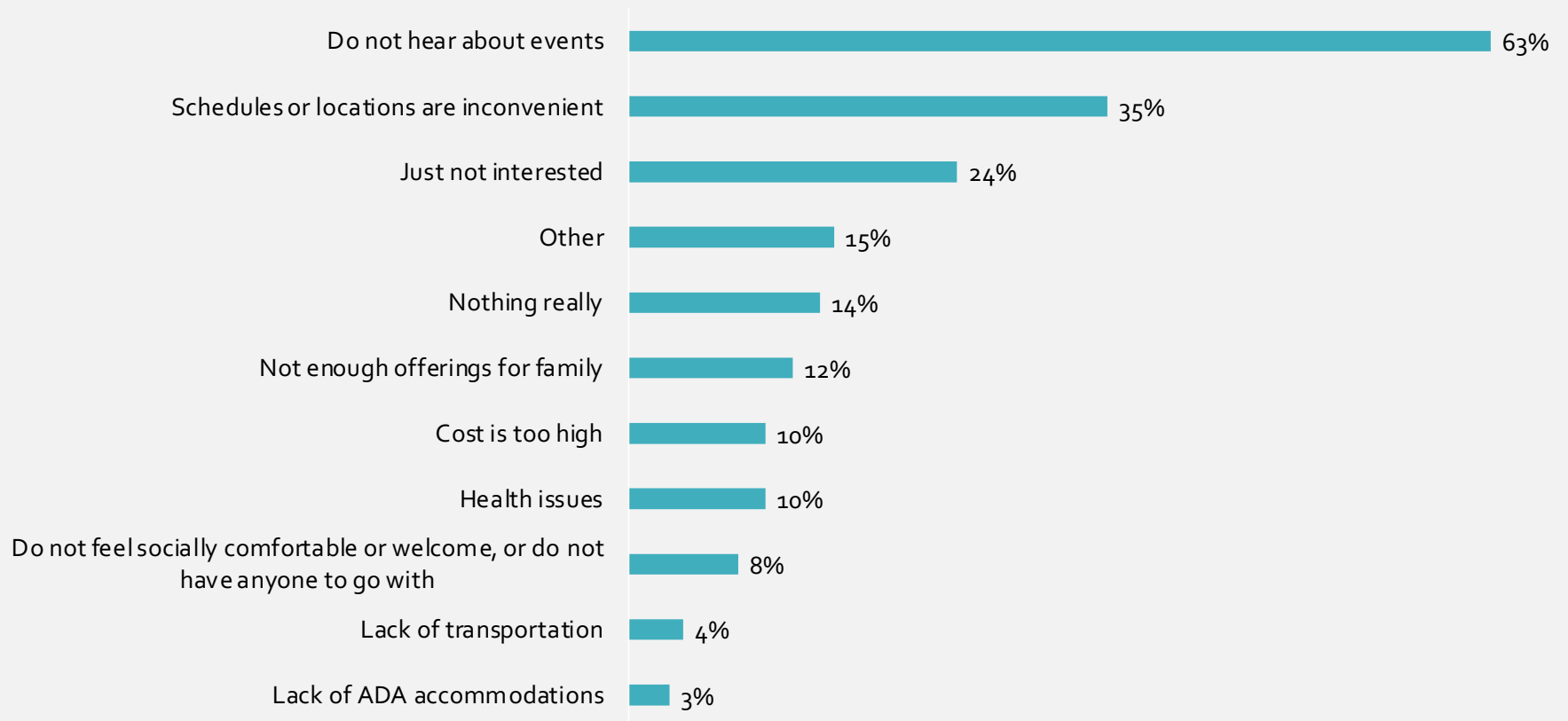
What do you think about the idea of using artists and arts activities to address issues such as

Barriers

The most-cited barriers to arts and cultural participation are not hearing about activities and opportunities (63%), and the inconvenience of schedules and locations (35%). 24% of respondents say they are not interested in what is currently being offered.

These findings align with what the team heard during the community conversations and stakeholder discussions.

What keeps respondents from participating...



What (if anything) keeps you or your family from attending and/or participating MORE in creative activities and arts and cultural events in Round Rock?

Artists in Round Rock

61% of those surveyed consider themselves an artist, craftsperson, or creative worker. Although, of those, **57% practice their art or creativity as a hobby or a leisure activity.**

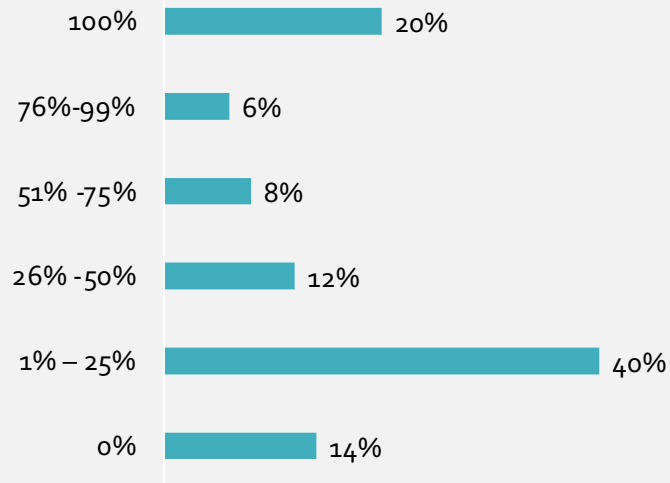
The remaining respondents are professional artists (14%), aspiring artists (9%), or professionals in the nonprofit arts sectors (3%) and creative sectors (5%), or educational sector (13%).

Professional and aspiring artist respondents' disciplines (n=230) (*may be multiple*):

Visual	39%
Craft	14%
Music	18%
Design	7%
Literary	8%
Theatre	3%
Media	4%
Dance	2%
Other/Interdisciplinary	4%

Artists in Round Rock

Approximately, how much of your individual annual income is derived from your creative work/artistic practice?

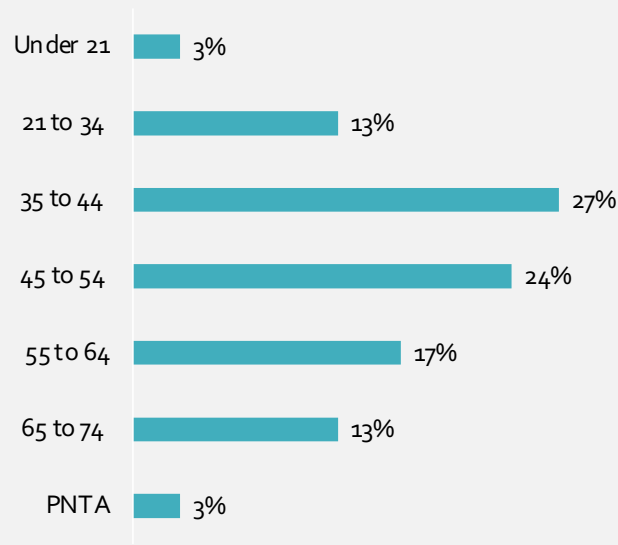


Please rank the following in order of priority for you as an artist.

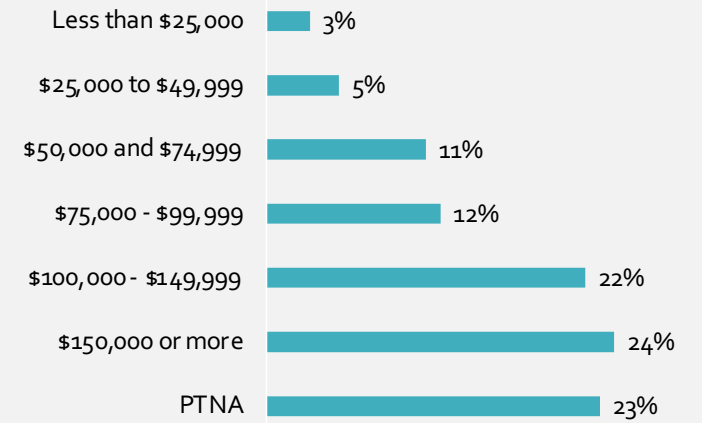
- #1: More exhibition, performance, and sales/work opportunities in Round Rock (92%)
- #2: Professional development assistance (69%)
- #3: More networking and connection opportunities with other local artists (68%)
- #4: Workspace and/or live/workspace (68%)
- #5: Opportunities for leadership in the community (64%)

Demographics of Sample

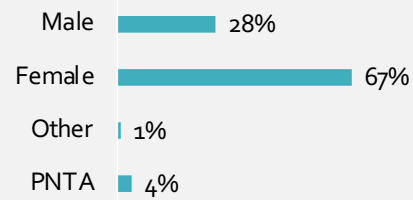
Age



Household Income



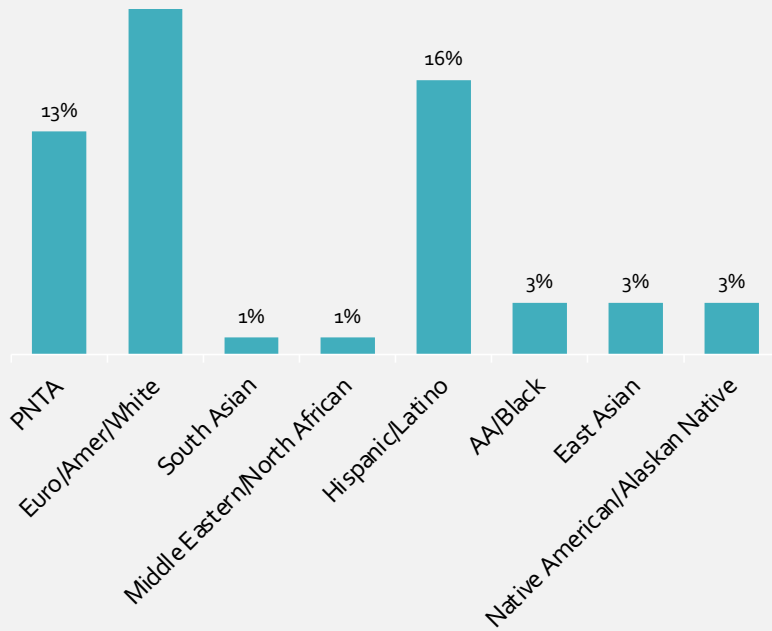
Gender



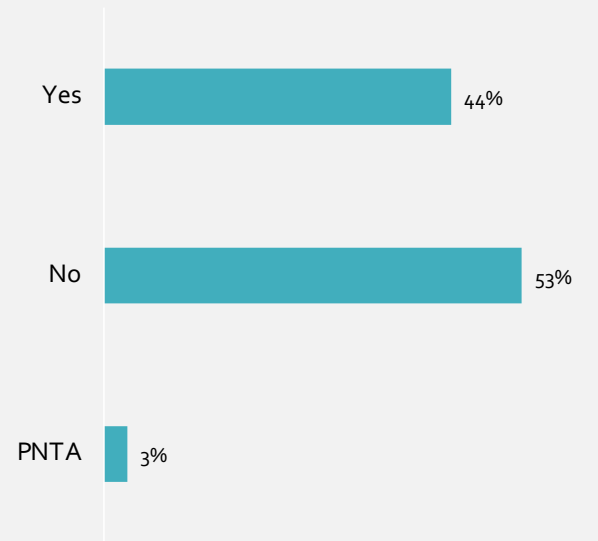
Demographics of Sample

(unweighted)

Background (Check all that apply)



Children in Household



Preliminary Observations

Overall Observations:

- Participation is high and varied. More diverse participation than other similar communities showing more participation for music, crafts, culinary arts, and media arts)
- 50% of respondents think that creative activities are more important since COVID-19.
- Overall, creativity is important to all respondents. Most respondents (92%) think arts and culture activities are extremely important (62%) or somewhat important (30%) to the Round Rock community.
- Opportunity exists to improve the ratings of creative events/activities. Less than 30% of respondents rate quality, affordability, variety, or location of activities as *excellent*.

Preliminary Observations

Overall Observations:

- The top community priorities rated highly by those involved in the arts and not involved in the arts are 1) information about events and activities 2) More and different events and activities in Round Rock 3) attraction and retention of workforce talent and 4) accessibility of arts for all residents.
- There is strong support for developing more creative career opportunities for youth and events and activities in nontraditional spaces.
- Support for artists to work in health and wellness and on social community issues (problem-solving with artists) provides potential for unique strategies.
- The alignment of initiatives supported by respondents who are highly involved in the arts and those less involved in the arts offer significant insight for plan (creative career, access, youth initiatives, better information).
- The needs of artists align with insight from interviews and discussion groups to date. The number one priority for artists are places and opportunities for exhibition, performance and sales.

Preliminary Observations

Arts and Culture Facilities and Funding Observations:

- There is strong support for an arts and cultural facility by those who are involved in the arts, but also by those who are less involved. As heard in the discussion groups, the primary function of this space is seen as an arts and cultural community facility with 87% supporting a facility that provides community workshops and classes for all, and 70% supporting exhibition and gallery spaces.
- Most respondents (91%) would support an increase in funding to support arts and cultural activities, programs and facilities.
- Most respondents think the City should either fully support or play a major part in supporting arts and culture in round Rock.