



# THE HOUSTON ARTS SURVEY: PARTICIPATION, PERCEPTIONS, AND PROSPECTS

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# INTRODUCTION: WHY THE ARTS MATTER

How do Harris County residents experience the arts in their lives? What issues most clearly determine their attendance (and non-attendance) at arts performances? How strongly do they support arts education in the public schools? How much importance do they attach to the arts in defining the quality of life in urban America? Which matters most to them – excellent music and theater or great sports teams and stadiums? How much support is there among Harris County residents in general for strengthening the quality and visibility of the arts in the Houston area? These are important questions to ask the general public, perhaps especially so today, at this remarkable moment in Houston's history.

Through 31 years of systematic survey research, the Kinder Houston Area Survey (1982-2012) has tracked the nation's fourth largest city in the process of fundamental transformation.<sup>1</sup> Houston recovered from the collapse of the oil boom in 1982 to find itself squarely in the midst of the three central trends that are reshaping all of American society.

***The restructured economy.*** The resource-based industrial-era economy, for which this city and state were so favorably positioned, has now receded into history, and with it the traditional "blue collar path" to financial security. In its place, an increasingly high-tech, knowledge-based, fully global economic system has been taking shape. The big employers in Houston during the 1970s were Hughes Tool Company and Cameron Iron Works. Those good blue-collar jobs have now basically disappeared. Gone forever are the days when a high school graduate could go to work in the oil fields or on an oil-field manufacturing assembly line, and expect to be able to earn a middle-class wage.

The combined effects of globalization and advances in science and technology have polarized the available jobs. The new "hourglass" economy offers rich opportunities for those with high levels of technical expertise and educational credentials. Workers without such skills are generally

consigned to poorly paid, dead-end service-sector jobs, which offer few benefits, low job security, and little opportunity for advancement through on-the-job training. Education has become the critical determinant of a person's ability to earn enough money to support a family. To the extent that early exposure to the arts enhances cognitive learning<sup>2</sup> and improves school performance,<sup>3</sup> incorporating arts education into the school curriculum may be a critical ingredient in preparing Houston's children for success in the knowledge economy of the 21st century.

***The new importance of quality of place.*** From now on, prosperity will have less to do with control over natural resources and more to do with human resources. This city's prospects will depend on its ability to nurture, attract, and retain the best and the brightest "knowledge workers," whose creativity and skills are the primary generators of wealth in the new economy. Talented individuals and leading corporations are freer today than ever before to choose where they would like to live. As a result, quality-of-life improvements have become significant determinants of Houston's success in today's economy.

To compete with other metropolitan areas across the nation, Houston will need to develop into a much more aesthetically and environmentally appealing urban destination. This city must continue to make significant improvements in its downtown centers, its green spaces and recreational areas, its air and water quality, its mobility and transit systems, the excellence of its venues in sports and culture, and the quality and visibility of the arts in all of their manifestations.

***The demographic revolution.*** The recent unprecedented immigration streams have transformed the ethnic composition of the Houston (and American) population. Virtually all the growth of the Houston region in the past 31 years has been non-Anglo growth and this traditionally biracial, Anglo-male-dominated Southern city is now the nation's single most ethnically and culturally diverse metropolitan

region, at the center of the trends that are refashioning the socio-political landscape across all of urban America.

If this city is to flourish in the new century, it will need to grow into a much more equitable, inclusive and united multiethnic society, one in which equality of opportunity is truly made available to all area residents and all communities are encouraged to participate as full partners in shaping the Houston future. Between 2000 and 2010, the Houston region was America's fastest-growing metropolitan area, having added more than 1.2 million people during that decade. The 2010 census counted 4.1 million now living in Harris County, of whom just 33 percent were non-Hispanic whites. The county's population in 2010 was 41 percent Hispanic, 18 percent African-American, and 8 percent from other ethnic backgrounds (primarily Asian).

Houston today looks like the census projections for the nation as a whole in 2040 to 2045. By 2045, the majority of Americans across the country will trace their ancestry to somewhere else on this planet than to Europe. The American future is here in Houston now. This city's ability to navigate the transition, to become a truly successful, equitable, inclusive, and united multiethnic society will be significant not only for Houston's future, but for the nation's future as well. This is where the American future is going to be worked out.

The Houston region is now a microcosm of almost all the world's religions, cultures, and artistic traditions. The emerging new audiences for the arts and their increasingly important participation

in shaping contemporary artistic expression will be central dimensions of the Houston and the American future. The vitality and reach of the arts in this city will help to define the kind of multiethnic society we will build together in the 21st century.

***The Houston Arts Survey.*** In sum, with regard to all three of these critical new realities, the state of the arts in Houston will have much to do with determining this city's success in the new century. Supported by a special grant from Houston Endowment Inc., researchers at Rice University's Kinder Institute for Urban Research met periodically during 2011 with local leaders and national experts to fashion the most germane and useful questions we could develop to ask a representative sample of 1,200 Harris County residents about their experiences with and attitudes toward the arts.

The first-ever "Houston Arts Survey" was conducted between November 21, 2011 and January 4, 2012, with 70 percent of the respondents reached by landline and 30 percent by cell phone. Listed in Appendix B, with deep gratitude, are the members of the Kinder Institute's "Arts Advisory Panel" and the many others who generously shared their time, advice and expertise to help us develop the survey instrument. Presented in Appendix C is a listing of all the items that were included in the survey, in their exact wording and organized by central themes, along with the weighted distribution of responses on each question.<sup>4</sup> What follows is a summary of the central findings from this research. ■



# ATTENDANCE AT ARTS EVENTS

***Favorite free-time activities.*** Before any mention of the arts, the opening question in the survey asked about the respondents' leisure 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?" As indicated in Figure 1, sports activities, either attending or playing, were most frequently mentioned in answer to this question.

Strikingly, however, more than 10 percent of all Harris County residents spontaneously named some aspect of the arts as their favorite leisure activity, with reference either to attending performances or participating in creative activities. This was almost as many as those who said their favorite leisure activity was watching TV, or reading, or getting together with friends and family. The arts are unmistakably an important part of the lives of large numbers of area residents.

***Actual attendance at different events.*** The next set of questions asked about the respondents' participation in a variety of specific activities. As seen in Figure 2, almost 42 percent of all the survey participants said that they had attended at least one live performance in the arts, either professional or amateur, during the past 12 months.

A nationwide survey conducted by the National Endowment for the Arts in 2008 (The Survey of Public Participation in the Arts, or SPPA) found that 35 percent of all U.S. adults said they had attended a live arts performance during the months prior to the interview—including jazz, classical music, opera, plays, and ballet, as well as visits to art museums and galleries.<sup>6</sup> In the central southern region, participation was lower: Only 27 percent of the survey respondents from Texas, Oklahoma, Arkansas, and Louisiana said they had attended an arts event. Houston's participation rate clearly surpasses both.<sup>7</sup>

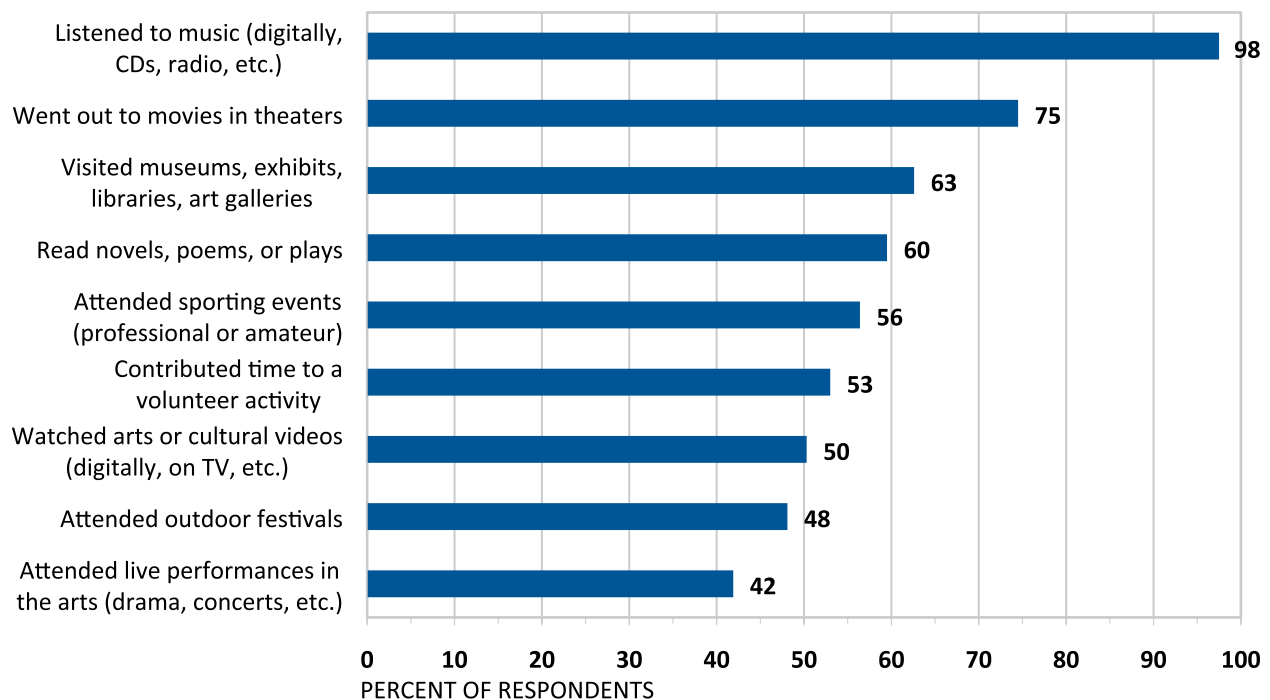
Figure 2 shows the percentage of area residents who participated in other specific activities during the past 12 months. Among all the leisure activities listed, listening to music had the highest participation rate. Almost everyone (98%) said they had listened to music at least once in the past year. Note also that half of the respondents said they had watched arts or cultural videos either digitally, online, or on television.

These are both higher than the rates of attending live performances, suggesting that the increasing accessibility to the arts through the media has helped to expand the audiences for the arts. We will ask below about the reported impact of such accessibility on the respondents' actual attendance at arts events outside the home.

**Figure 1 — The most frequently mentioned favorite free-time activities<sup>5</sup>**

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

**Figure 2 — Specific activities during the past 12 months**



Three of every four area residents said they went out to the movies during the 12 months preceding the interviews. Here, again, Houstonians seem to be more frequent participants than Americans in general. In a series of national studies, the proportion of Americans who said they had gone to a movie during the previous year ranged from 53 percent to 63 percent between 1982 and 2008.<sup>8</sup> The comparable figure was 75 percent for Harris County residents in 2011. Clearly, area residents tend to go out more often to many different kinds of events, including (but not limited to) arts performances.

Similarly, more than 60 percent of the survey participants indicated that they visited museums, exhibits, libraries or art galleries during the past 12 months. About 60 percent reported having read novels, poems or plays. More than half (56%) said they attended a professional or amateur sporting event, and 53 percent contributed their time to a volunteer activity. In addition, almost half (48%) attended an outdoor festival. Noticeably, Latinos (at 55%) were more likely to say that they had attended outdoor festivals than were non-Hispanic whites (44%), blacks (46%), or Asians (43%).

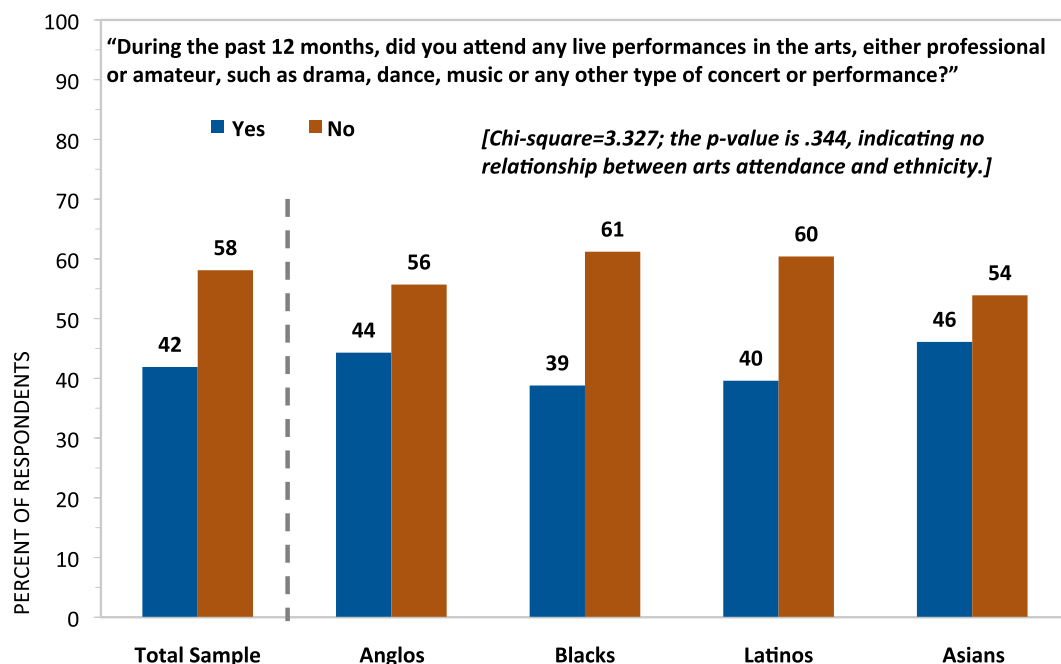
**Predictors of arts attendance.** The ongoing demographic transformations of Houston and America will change the ethnic composition of the audiences for arts events in the years ahead. It is therefore particularly important to note, as shown in Figure 3, that there appears to be no relationship whatsoever between the respondents' ethnic backgrounds and their arts participation. African Americans, Latinos and Asians are every bit as likely as Anglos to say that they attended at least one live performance in the arts during the year preceding the survey. As Houston becomes more ethnically diverse, arts participation is unlikely to decline as a result.

The slightly lower participation rate among blacks and Latinos, as shown in Figure 3, appears to be wholly due to differences in economic resources and educational attainment. When the survey participants were asked about the importance for Houston's overall quality of life "to have lots of music, theaters, museums, and other excellent arts venues in this city," the numbers saying that the arts in general are "very important" for the city were 75 percent for blacks, 75 percent for Latinos, 72 percent for Anglos, and 71 percent for Asians.

Education and income, not surprisingly, are strongly correlated with arts attendance among all ethnic communities. Of those who have graduate degrees, 59 percent said they had attended at least one live performance in the arts during the past year, compared to 56 percent of area residents with college degrees, 46 percent of those with some college education, and 30 percent of those with high

school diplomas or less. A similar relationship holds with regard to visiting museums or art galleries. Income is almost as predictive as education in this regard. As indicated in Figure 4, only 29 percent of Harris County residents who reported household incomes below \$37,500 said they had attended live arts performances, compared to more than half of all other income groups.

**Figure 3 — Percent attending arts performances, by ethnic background**



**Figure 4 — Percent attending arts performances, by household income**

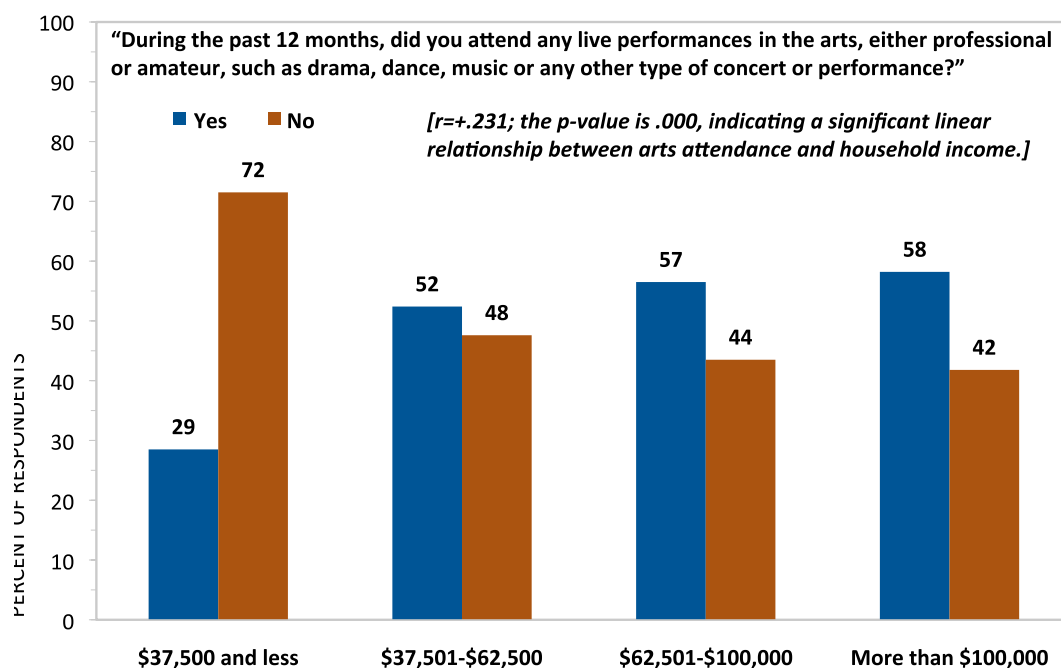
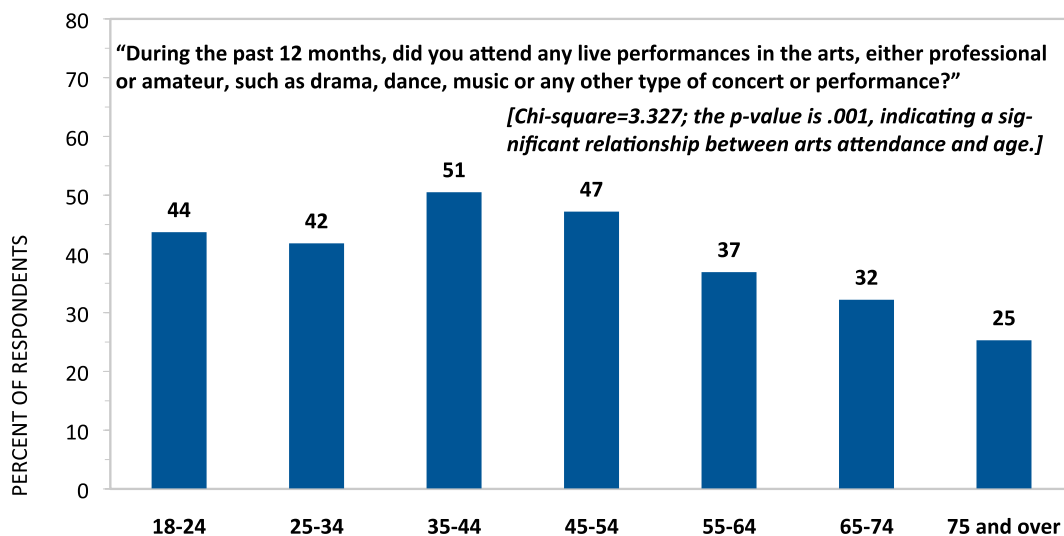




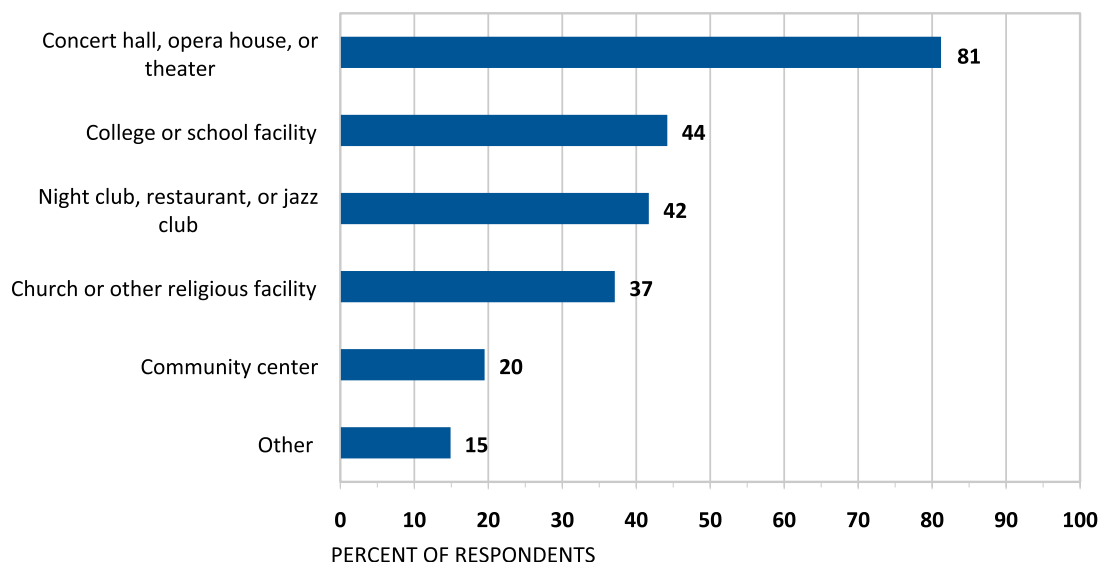
Figure 5 shows an interesting relationship between arts attendance and age. Harris County residents between the ages of 35 and 54 were more likely to report having attended arts performances than either younger or (especially) older respondents. Participation in the arts declines precipitously after age 55, and falls to just 25 percent among those aged 75 or older. We explore below what the surveys suggest about the most important barriers (such as lack of time, concerns about safety) that tend to discourage younger and particularly older adults from attending arts performances more often.

**Venues for the arts.** The respondents who said they had attended an arts performance during the past year were asked where the event was held. As indicated in Figure 6, more than 8 of 10 said they attended a performance in a traditional arts venue, such as a concert hall, opera house, or theater. More than 4 in 10 (44%) reported having attended an event presented in a college or school facility; and 42 percent (most of whom were under the age of 50) attended arts performances in a night club, restaurant, or jazz club. Note also that 37 percent attended an arts performance in a church or other religious facility.

**Figure 5 — Percent attending arts performances, by age**



**Figure 6 — Venues visited for arts performances in the past year**



Religious institutions may be even more important than this suggests. A national study of congregations has shown that the arts – or at least music – are an important part of most worship services.<sup>9</sup> This is confirmed in the present survey. Among the 60 percent of all survey respondents who said they had attended a religious service during the past 30 days, almost 80 percent said that the role of singing or music in the church was a “very important” part of the service; just 5 percent said music was “not very important” or “not at all important” in the religious service.

**Reasons for attending an arts performance.** The survey asked the respondents who had attended an arts performance during the past year about the reasons that led them to do so. By 88 percent, the overwhelming response was that they simply “wanted to have an enjoyable experience”; and 50 percent said they “wanted an educational experience either for yourself or your family.” At 64 percent and 56 percent, respectively, African American and Hispanic respondents were more likely than white respondents (44%) to cite “educational experience” as a major motivation.

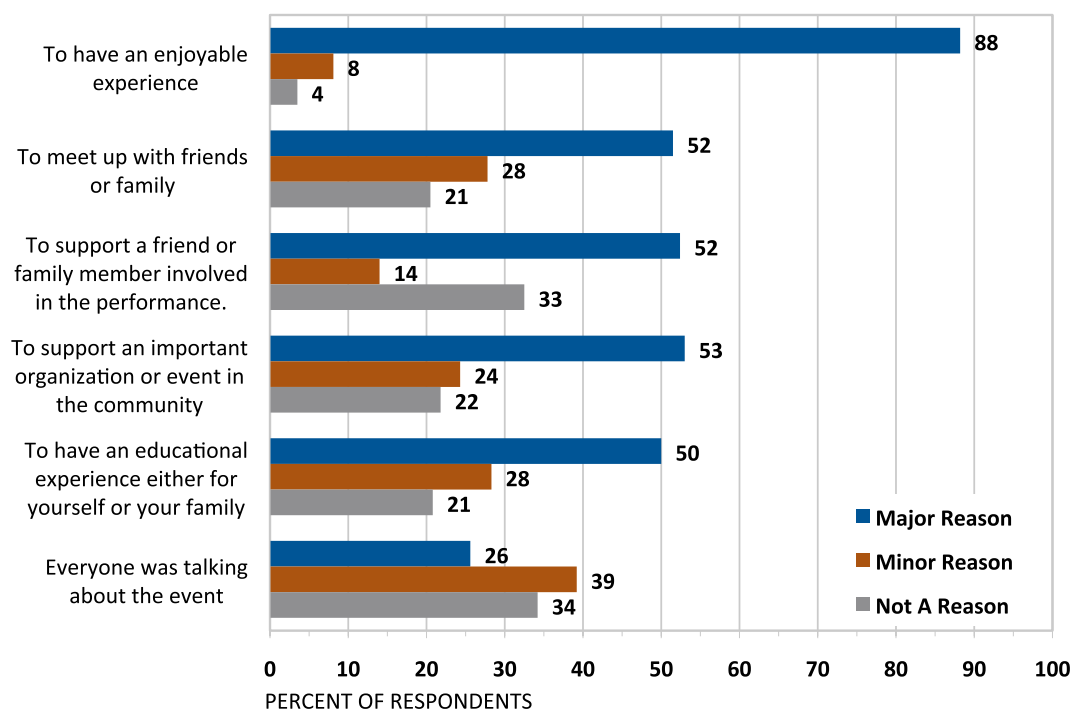
Social factors, as confirmed in other studies,<sup>10</sup>

also turn out to be important in people’s decisions whether or not to go out to an arts event. More than half of the survey respondents who attended an arts performance during the past year said that a major reason they did so was that they “wanted to meet up with friends or family,” or they “wanted to support a friend or family member involved in the performance,” or they “wanted to support an important organization or event in the community.”

**Reasons for not attending an arts performance.**

The survey asked all respondents about the factors that generally influence their decisions “about whether or not to go out to arts or culture events, such as museums, galleries, concerts, or theater performances.” As indicated in Figure 8, 37 percent said that high entry fees were a major reason they did not go out more often to arts events; the same percentage cited all the associated costs, such as hiring a baby-sitter, eating at a restaurant, and parking; 36 percent pointed to traffic or other transportation problems that make it difficult to get to the places where arts events are held; and 32 percent cited safety concerns. Comparable numbers said the problem was insufficient time or a preference for other activities.

**Figure 7 — Reasons for attending arts or cultural events**



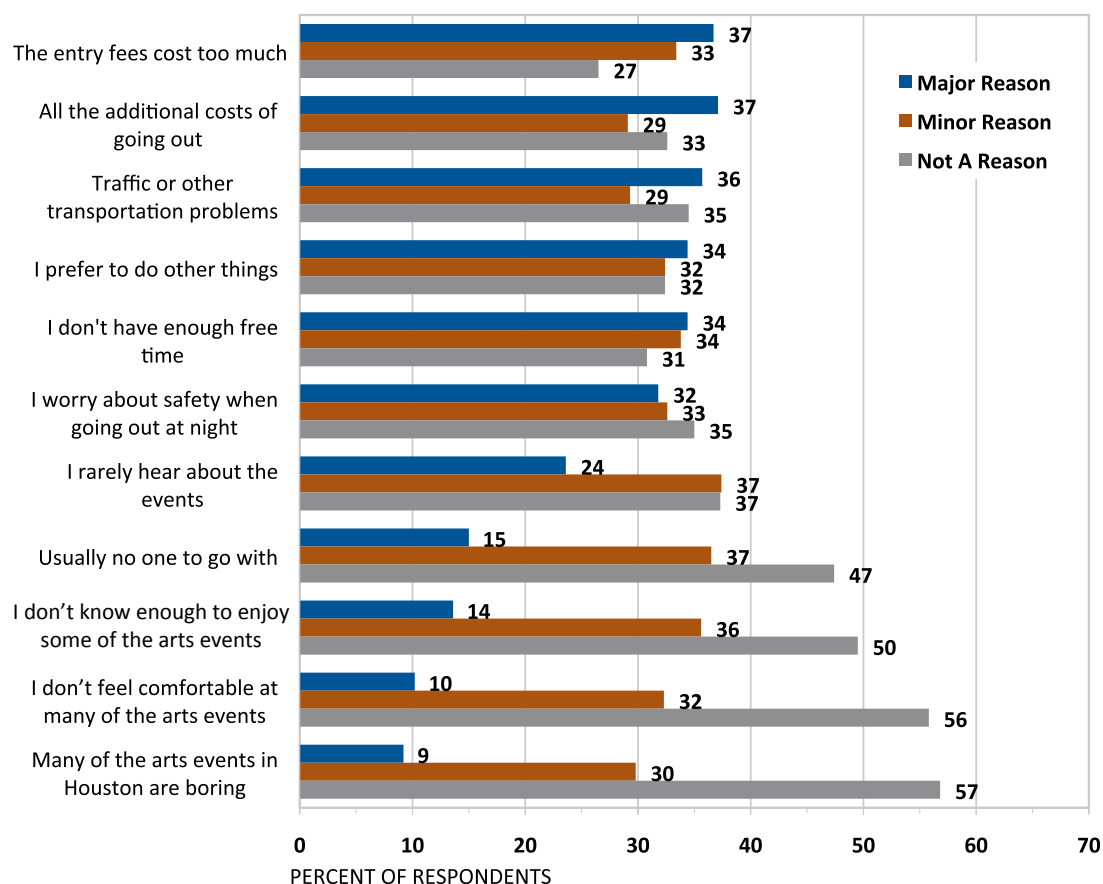
On the other hand, 57 percent said the suggestion that “many of the arts or cultural events in Houston are boring” was not a reason at all in their decision about whether or not to attend such events. Nor did more than a small minority of area residents cite discomfort at arts events or the lack of relevant knowledge as in any way a reason for their decisions. The barriers to attendance have mainly to do with economic costs and transportation issues, not with the nature of the performances themselves.

Younger and older respondents tended to report different sorts of barriers to their participation in the arts. Among adults under the age of 35, 79 percent reported “not having enough free time” as a reason they did not go out to more events, compared to a similar 75 percent of those aged 35-54, but to just 54 percent of those aged 55 and over. In addition, 71 percent of the younger adults said that “rarely hearing about the events in time” was a reason for

their not attending arts events, compared to 60 percent and 54 percent among the older groups. The data suggest that younger adults might be more likely to attend arts performances if they could be reached in a more effective and timely fashion with information about the events being offered.

At the other end of the spectrum, 71 percent of the survey participants aged 55 and over referred to safety concerns as a barrier, compared to 66 percent and 58 percent among the two younger groups. The older respondents (by 42%, in contrast to 28% among those aged 35 to 54) were also more likely to acknowledge that they found it difficult to get to the places where the arts events were being held. Houston’s elderly population is projected to double during the next quarter century; it will be increasingly important to find ways to reduce the concerns about safety and access that continue to discourage older residents from attending arts performances.

**Figure 8 — Reasons for not going out more often to arts events**

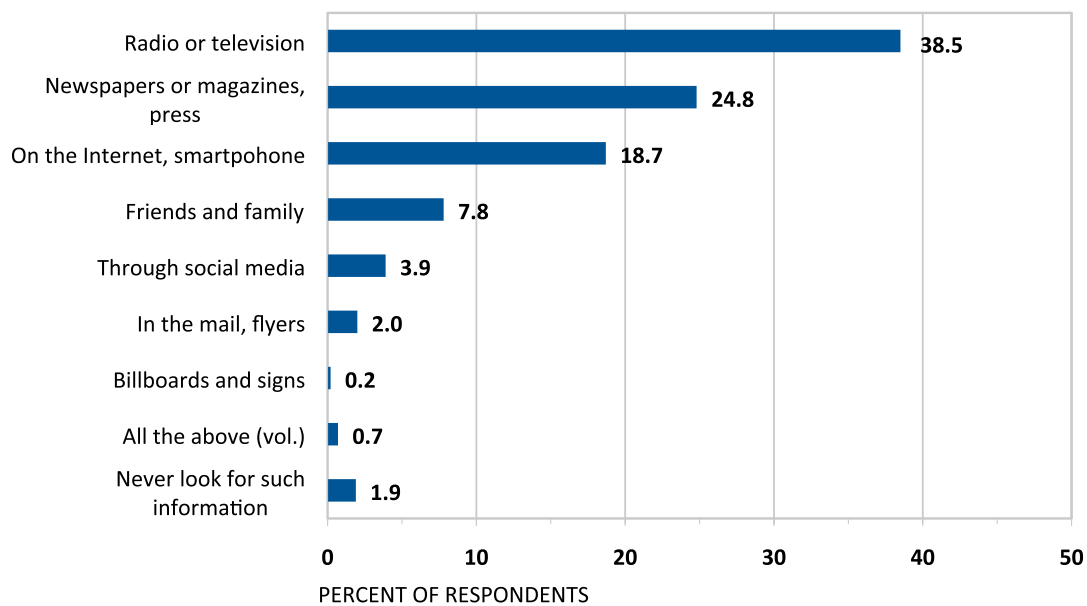


**Learning about arts events.** The survey also asked area residents how they generally hear about arts and cultural events in the Houston area. Figure 9 indicates that more than a third of the survey participants (39%) said that their primary source of information about such events comes from radio or television. Another 25 percent cited newspapers or magazines; 19 percent said they learned of impending arts events primarily from the Internet, 8 percent cited friends and family as

their primary source of information, and 4 percent named the social media.

Not surprisingly, there were age differences on this question as well: Respondents aged 60 and older were more likely to mention newspapers or magazines, whereas the younger adults relied more on social media, the Internet, and friends and family to learn about arts events. Note that only 1.9 percent of all area residents said they “never look for such information.” ■

**Figure 9 — Primary sources of information about arts events**



# PARTICIPATION IN ARTS ACTIVITIES

**Accessing the arts at home.** Contact with the arts increasingly occurs, as we have seen, not so much through attendance at live events, but through the media accessed from home. As noted earlier, 98 percent of the survey respondents said they listened to music during the past 12 months, and 50 percent watched arts or cultural videos. Rates of participation through the media are strongly correlated with educational attainment. Among the respondents with postgraduate degrees, 67 percent said they watched arts or cultural videos, compared to 41 percent of those with high school or less.

Also as noted earlier, only 42 percent of the survey participants said they had attended a live performance in the arts during the past year. Does the opportunity to access the arts at home tend to decrease the likelihood of attendance at live events? Not according to the respondents themselves.

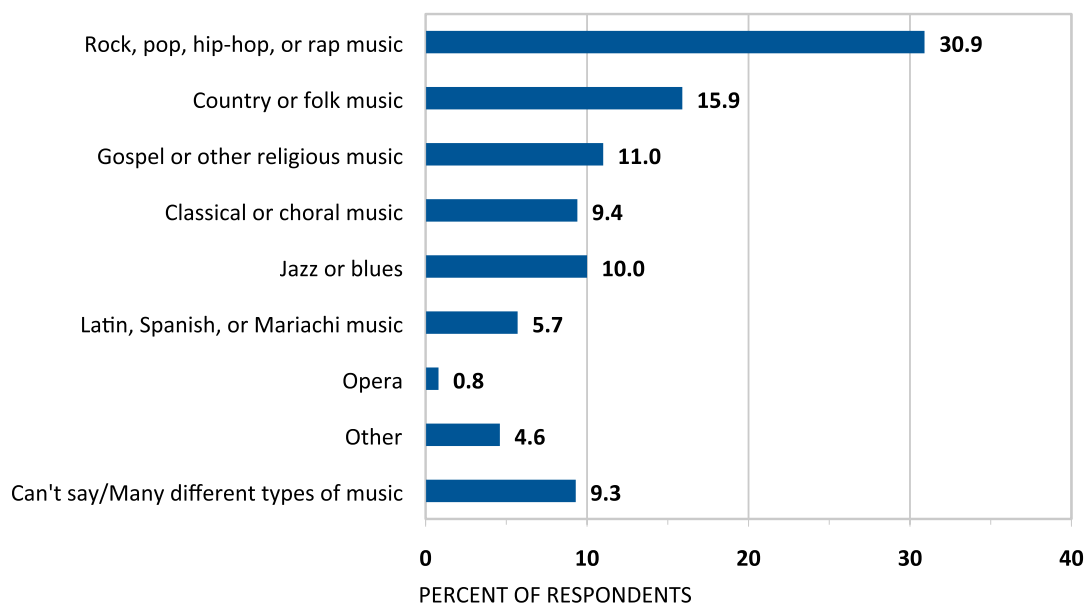
More than a third (36%) said that their ability to listen to music through the media actually increased their interest in attending live musical events; only 4 percent said it decreased their attendance, and 59 percent said it had no effect. Similarly, 47 percent of the survey respondents said that their ability to watch arts and cultural videos at home increased their interest in going out to such events in the wider community, while only 7 percent said it decreased the likelihood of their attending a live performance.

Exposure to the arts at home seems clearly to enhance rather than depress attendance at actual arts events. These findings are supported by the 2008 SPPA national survey, which also found that the most prevalent mode of arts participation was through the electronic media, and that those who participated in the arts through the media were, in fact, more likely to attend live arts performances.<sup>11</sup>

**Musical preferences.** The 98 percent of all respondents who reported listing to music during the past year were asked what type of music they most often listened to. Figure 10 indicates that almost a third of Harris County adults said they most often listened to rock, pop, hip-hop or rap music; 16 percent listened to country or folk music. Classical or choral music, jazz or blues, gospel or other religious music are each favored by approximately one in ten of Harris County adults. Six percent of the respondents reported that they most often listen to Latin, Spanish or Mariachi music. Six percent of the respondents reported that they most often listen to Latin, Spanish or Mariachi music.

Not surprisingly, there were predictable differences in music preferences by ethnic backgrounds. Whites tended to prefer country music, while African Americans more often listened to jazz, blues and gospel, and the Hispanic respondents were more likely to say they listened to Latin music.

**Figure 10 — What type of music do Houstonians most often listen to?**





**Personal involvement with the arts.** The survey asked respondents about their personal participation in the arts, either by performing for an audience or engaging in creative activities. Fully 17 percent of area residents reported that they had spent some time during the past 12 months performing or creating artistic objects to show to others; 14 percent said they had written poems, stories or blogs for others to read; and 29 percent were involved in other arts activities, such as playing a musical instrument, singing, dancing, painting, sculpture, photography, quilting, film making, or other creative undertakings. Overall, more than a third (37%) of all Harris County adults reported that they were actively participating in the arts or other creative endeavors.

In comparison, the 2008 SPPA found only 10 percent of respondents nationally who reported having any personal involvement with the arts,<sup>12</sup> and these rates were, once again, lower among those living in the central southern region. Here, too, with regard to personal participation, Houstonians appear to be considerably more actively involved with the arts than are Americans in general.

There was a clear relationship between the respondents' education and their involvement with both creative writing and participation in the arts. Age is also a significant predictor: 42 percent of the 18 to 29 year-olds said they were personally involved in the arts, compared to 34 percent for ages 30 and 44, 27 percent for those aged 45 to 59, and 25 percent of the respondents aged 60 or more. The respondents' ethnic backgrounds were generally unrelated to their participation in the arts, although African Americans were somewhat more likely than other ethnic groups to say that they had been involved in writing poems, stories, or blogs for others to read.

A substantial number of Harris County adults are also taking active steps to improve their abilities and skills in the arts. Of all the 445 respondents who reported being personally involved in the arts during the past twelve months, 31 percent 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. ■





# SUPPORT FOR THE ARTS

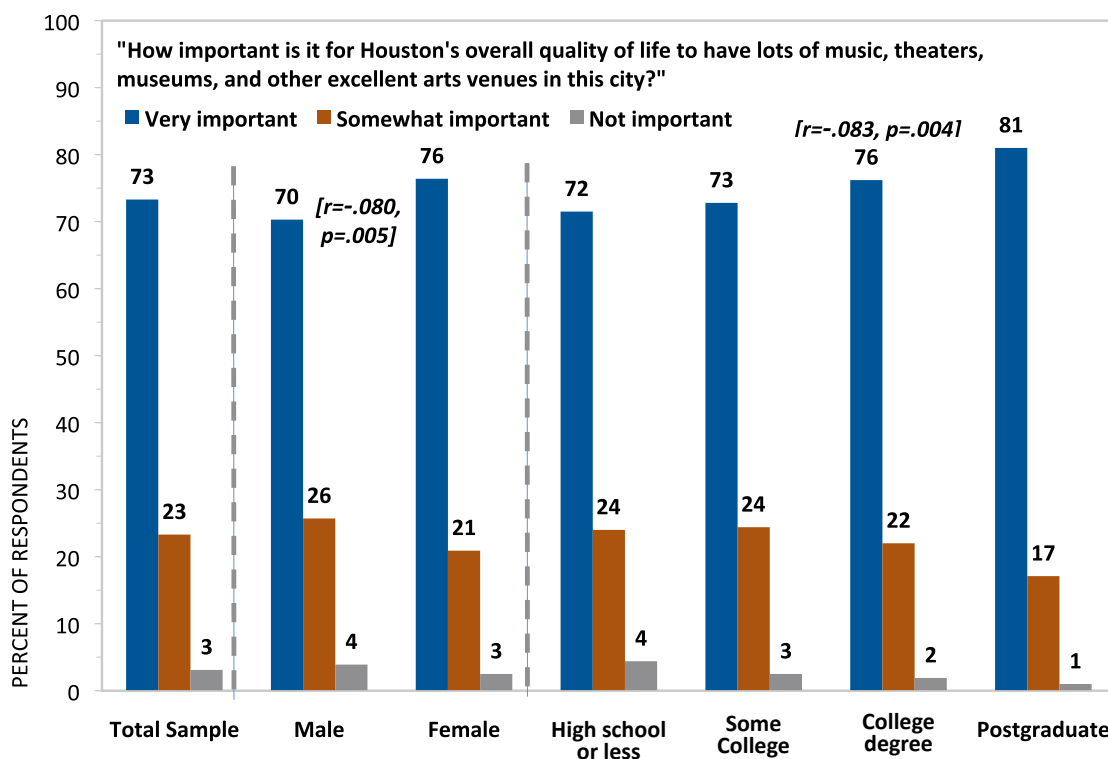
The Houston Arts Survey has revealed a strong commitment to the arts in Harris County and widespread support for investments that will strengthen the visibility and quality of the arts in the region, even if this means an increase in taxes. Across a variety of questions, the respondents consistently indicated that they thought the arts were important to Houston, that the availability and excellence of the arts contribute significantly to the quality of life in the community as a whole, and that arts instruction should be an essential part of every child's education.

**The perceived importance of the arts.** As indicated in Figure 11, 73 percent of all respondents asserted that it is “very important” for Houston’s overall quality of life to have “lots of music, theaters, museums, and other excellent arts venues in this city.” Only 3 percent thought the arts were not important. Women (at 76%) were more likely than

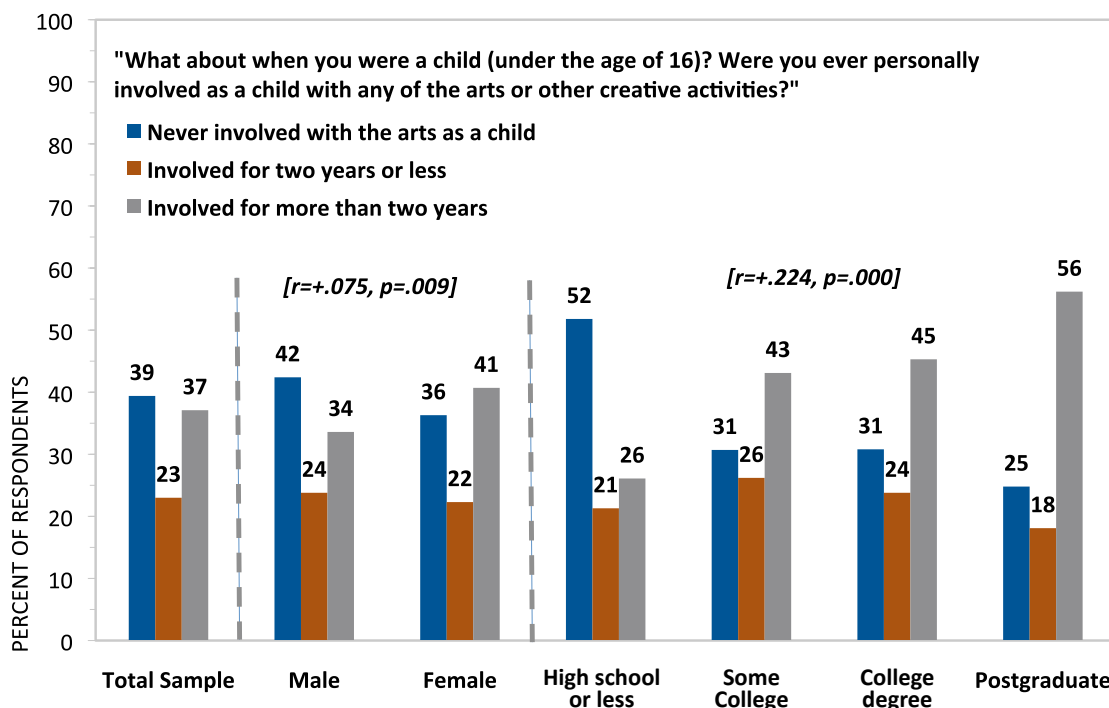
men (70%) to affirm the importance of the arts to Houston. That perception is also stronger among those with higher levels of education, reaching 81 percent among Harris County residents with postgraduate degrees, but note that even among the respondents with no more than a high school education, 72 percent affirmed that the arts were “very important” for Houston’s overall quality of life.

**Childhood exposure.** Having been involved with the arts as a child is an important predictor of arts participation in later life. This relationship has been emphasized in several national studies,<sup>13</sup> and it is fully corroborated by the results of the Houston research. Attending live performances in the arts, listening to music or watching cultural videos at home, and personal involvement with the arts through performing, writing or creating – all were strongly correlated with childhood exposure.

**Figure 11 — The importance of the arts in Houston, by gender and education**



**Figure 12 — Early exposure to the arts, by gender and education**



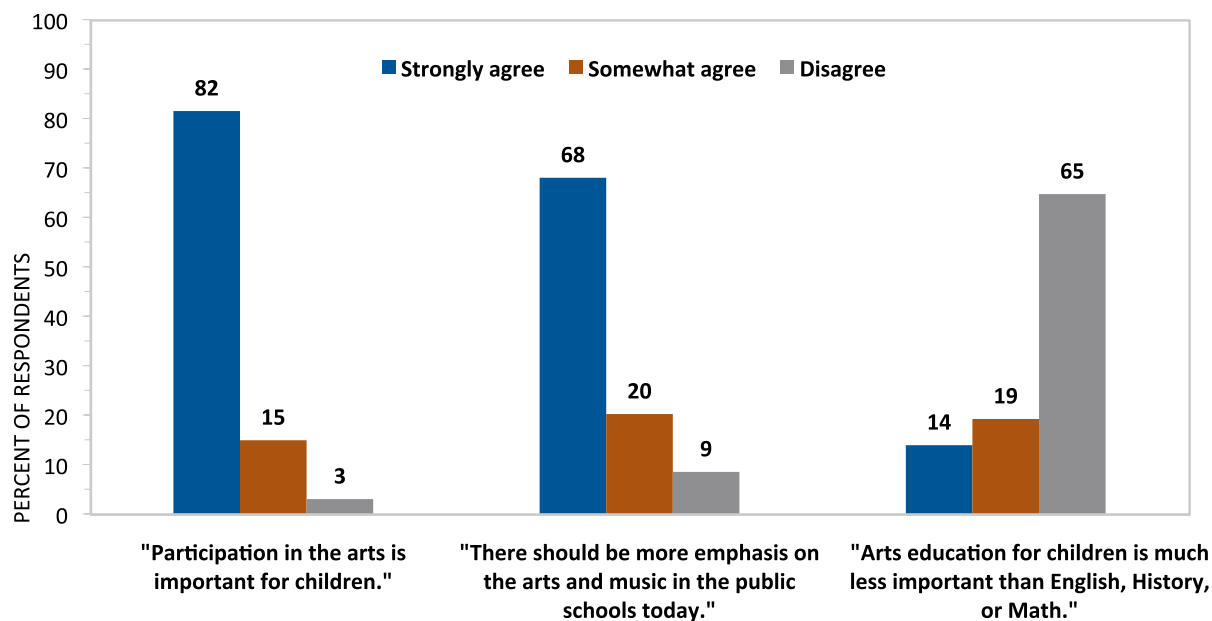
Early exposure to the arts, in turn, is shaped by a handful of now-familiar variables. As indicated in Figure 12, gender and education once again emerge as powerful predictors. By 34 to 41 percent, males were less likely than females to have been involved with the arts as a child. More than half (52%) of Harris County adults with high school educations or less had never been involved with the arts in childhood; this was the case for just 31 percent of those with college, and for 25 percent of the respondents with postgraduate degrees beyond college. Conversely, 56 percent of the postgraduates were involved for more than two years, compared to 26 percent of those with high school or less. It's worth noting once again that there is no relationship whatsoever between respondents' ethnicity and their exposure to the arts in childhood.

The most important context for childhood exposure to the arts is, of course, in the public schools. The relationship between arts education and arts participation in adulthood has been well-

documented in national surveys.<sup>14</sup> Early exposure to the arts predicts personal involvement with the arts, accessing the arts through the media, and pursuing additional arts education as an adult;<sup>15</sup> and these effects persist even after controlling for overall educational attainment.<sup>16</sup> In sum, early arts education is a powerful predictor of later arts participation, and in some studies, it has been shown to be more important than any other factor measured.<sup>17</sup>

**Arts education.** Figure 13 indicates clearly that area residents are strong supporters of arts education, regardless of the way the question is framed. Agreement was almost unanimous (at 97%) with the straightforward suggestion that "participation in the arts is important for children." When asked about the statement that "there should be more emphasis on the arts and music in the public schools today," 68 percent strongly agreed, another 20 percent somewhat agreed, and just 9 percent disagreed.

**Figure 13 — The importance of arts education in the public schools**



A remarkable 65 percent emphatically *disagreed* with the assertion that “arts education for children is much less important than English, History, or math.” Confirming these Houston figures, a nationwide survey of arts participation conducted by the Harris Poll in 2005 found that 79 percent of all Americans said that arts education was important enough for them to get personally involved in working to increase its amount and quality.<sup>18</sup>

In light of these attitudes, it is not surprising to discover that 79 percent of the survey participants are also in favor of “government support for the arts,” and 71 percent *disagreed* with the statement that “the government should *not* spend taxpayer money on the arts.” The respondents were also asked how arts courses in the public schools should be paid for: 21 percent said they should be paid for by those who participate in them; but 72 percent said they should be funded by the school district as part of the regular school budget, and 69 percent of these respondents said they would personally be willing “to pay slightly higher property taxes if that were needed to fund art and music courses in the public schools.” The two figures combined represent slightly more than half (53%) of the total population.

Funding for arts education in the United States has had ups and downs during the past several decades, but mainly downs. Such funding has waned in the face of the increased emphasis on reading and mathematics in standardized testing systems.<sup>19</sup> Beginning with the “back to basics” movement in the 1980s, many Texas legislators considered the arts to be a nonessential “enrichment” program, one that should be offered only after students have demonstrated mastery of reading and math.

Although the Texas Education Agency mandates that arts education in music, art, theater and dance be provided to all students,<sup>20</sup> current law does not specify how the schools should address this mandate, such as hours per week of instruction or art-teacher qualifications. As a result, the amount and quality of arts education varies dramatically among the districts and schools in Texas. In 2011, the Texas Legislature, facing a significant budgetary shortfall, slashed in half the state’s funding for the arts. Today Texas is spending about 11 cents per capita on arts funding – placing it in 48th place in the nation as a whole.<sup>21</sup>

As we have seen, the findings from the Houston Arts Survey confirm most national studies in suggesting that arts education in childhood fosters lifelong interest in the arts. Several studies have found that arts education is also linked to overall academic achievement. A study in New York found that children with low reading scores on standardized tests showed significant gains when they enrolled in an arts-centered program.<sup>22</sup> Another study found that students who had more exposure to the arts were more successful in a variety of academic fields. Psychological research has shown that instruction in the arts can directly stimulate cognitive development.<sup>23</sup> A solid program in arts education may contribute importantly to closing the achievement gap in low-performing schools.

Participation in the arts is correlated more generally with active, engaged involvement in social activities across the board. The survey respondents who attended arts events were more likely to attend religious services, to contribute time to a volunteer activity, especially in connection with an arts or cultural organization, and to donate money to arts organizations. They also attend sports events and outdoor festivals more often, and they are much more likely to go out to the movies and to museums and galleries.

Other research has further elaborated on these broader correlates of arts participation: High school students with arts-rich experiences were more likely than their peers to volunteer, vote, and engage with local or school politics.<sup>24</sup> Arts education is associated with increased collaboration, communication, social development, and participation in community service. Participation in the arts is an important contributor to a civically and culturally active life.

The Houston survey found that the overwhelming majority of Harris County residents believe that education in the arts is essential for children. Yet fully 39 percent of all the survey participants said that they themselves had had no involvement with the arts when they were children. National politics and local economic stress now appear to be pushing arts funding further toward the margins. Arts education in the public schools and government funding for the arts in general have been in steady decline. The most critical challenge Houston faces

in the coming years, as we all know, will be to find ways to greatly strengthen the education we provide to our children. Improving their access to quality arts instruction may well be integral to the success of that effort.

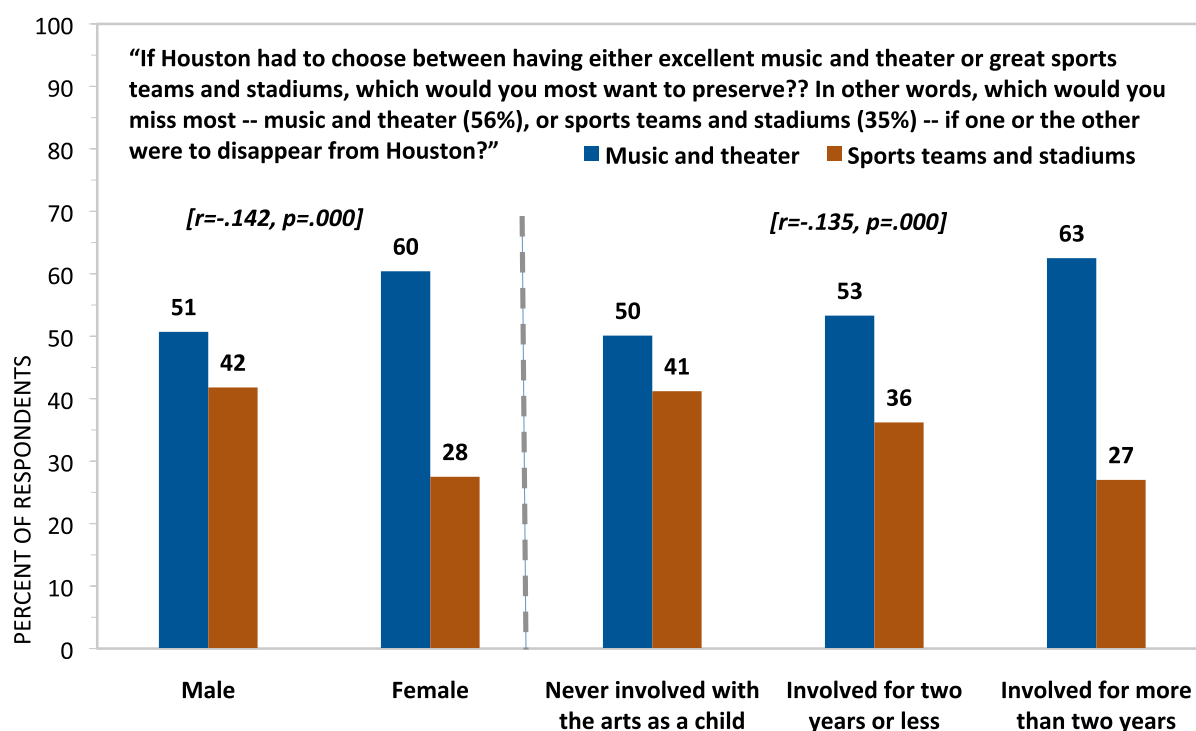
**Arts or sports.** Two-thirds of the way into the survey, the respondents were presented with the following question: “If Houston had to choose between having either excellent music and theater or great sports teams and stadiums, which would you most want to preserve? In other words, which would you miss most – music and theater, or sports teams and stadiums – if one or the other were to disappear from Houston?” Despite the far greater coverage of sports in the media, fully 56 percent of the survey respondents said they would choose music and theater; 35 percent chose the sports teams and stadiums.

Responses to this question are clearly affected by education, gender, and early exposure to the arts. The percent choosing arts over sports increases steadily from a low of 53 percent among those with high school or less, to 55 percent for those with some college, to 60 percent for college graduates, to 64 percent among respondents with graduate degrees beyond college. Figure 14 shows further that women are more definitive than men (by 60% to 51%) in their preference for the arts over sports, and involvement with the arts in childhood is once again a powerful predictor of support for the arts in adulthood.

Houstonians who were meaningfully involved with the arts as children were more likely than others to choose music and theater over sports teams and stadiums. Among the survey participants with no early exposure to the arts, the preference for arts over sports was 50 percent to 41 percent. The numbers choosing the arts increased to 53 percent for the respondents whose participation with the arts in childhood was for no more than two years, and to 63 percent when they had been involved for more than two years with the arts as a child.

It should be noted that this item was asked when the survey was well under way, after it had become clear that the interviews were concentrating on the perceived importance of arts and cultural participation. This may well have influenced the

**Figure 14 — Arts or sports, by gender and early exposure to the arts**



results. Note also that these attitudes do not fully align with the respondents’ reports of their personal free-time preferences or their actual participation. Recall that 56 percent of area residents said they had attended a sports event in the past year, compared to 42 percent who reported having attended a live arts performance. At the same time, the responses on this question are fully consistent with the strong support the survey participants express across the board for enhancing arts and culture in the life of the Houston region.

***The arts and the Houston economy.*** The importance of the arts for Houston goes well beyond their contribution to the quality of life the city offers its residents and visitors. The arts industry is also an economic powerhouse that contributes thousands of jobs and millions dollars to the local economy. Though often not recognized as such, arts and cultural organizations constitute an important local (and national) industry.

The Houston Arts Survey asked area residents if they had ever taken out-of-town visitors to arts or cultural

events. More than four out of ten (42%) reported that they had, and 17 percent said they had done so on several different occasions. This speaks to just one of the many roles of the arts in Houston: its importance to the city’s growing tourism industry. The Houston arts industry generates almost \$869 million annually. It is estimated to support more than 19,000 full-time-equivalent jobs, at competitive salaries.<sup>25</sup>

Every person who attends a play, concert, or exhibit in Houston contributes approximately \$33 to the local economy on each visit, just by purchasing meals, parking, and similar items. The jobs supported by these and other associated expenditures are estimated to generate \$45.6 million per year in local tax revenues and \$51.8 million in state taxes.<sup>26</sup> Houston also attracts more than 2 million arts and culture tourists annually, and these are visitors who generally stay longer and spend more than other types of tourists. Each arts tourist is estimated to contribute \$82 to the local economy per visit, for a total of \$132 million per year.<sup>27</sup> The arts industry in Houston is vital to the city’s continued economic well-being.



Houston is one of only a handful of U.S. cities with resident professional ballet, opera, symphony, and theater companies, all of which are of world-class quality. It is estimated that about 22,000 concerts, plays, exhibitions and other arts programs are presented in the Houston region each year, attracting more than 10 million customers annually.<sup>28</sup> The Theater District alone contains more than 12,000 seats, second only to New York City in the number of theater seats located in a specific area.<sup>29</sup>

***The arts and ethnic diversity.*** The arts may also help this city to grow into a successful multiethnic future. As political theorist Benjamin Barber observed, “The arts have... the capacity simultaneously to offer expression to the particular identities of communities and groups (including those that feel excluded from the dominant community’s space) and to capture commonalities and universalities that tie communities and groups together into a national whole.”<sup>30</sup> The Houston survey found that area residents are almost unanimous (at 91%) in agreeing that “arts and cultural activities in Houston generally help to bring people together, by emphasizing our common human experience.”

At the same time, the survey reminds us that

success in building a unified society through the arts is by no means assured. On another question, 32 percent of Harris County residents also agreed with the suggestion that “arts and cultural activities in Houston generally tend to separate people along ethnic lines.” Responses on this question reflect more generalized attitudes toward the ongoing demographic transformations. The respondents’ beliefs about the effects of the arts and cultural activities on ethnic relations tend to align with their overall attitudes toward Houston’s increasing ethnic diversity and toward immigration in general.

Arts participation has generally been shown to have positive effects on interethnic attitudes. One study found that community-based arts programs foster cross-cultural learning, enhancing participants’ interethnic understanding and tolerance.<sup>31</sup> A community mural project was shown to encourage participants to rethink their ethnic stereotypes.<sup>32</sup> These research findings suggest that the arts can play a vital role in helping to bridge the growing diversity in the region’s ethnic, religious, and cultural backgrounds. They can help to bring our diverse communities together and to shape new forms of artistic expression in the multiethnic world of 21st-century America. ■





# SUMMARY AND CONCLUSIONS

Houston today is a city that is self-consciously aware of the need to reposition itself for prosperity in the very different world of the 21st century. After the oil-boom collapse in the 1980s, the region recovered into a restructured economy, where education has become the critical determinant of a person's ability to earn enough money to support a family, and where quality-of-life issues are now central to the city's pro-growth agenda in today's "knowledge economy." At the same time, new immigration streams have transformed this traditionally biracial southern city into the single most ethnically and culturally diverse metropolitan area in America.

With regard to all three of these critical new realities, the vitality, quality and visibility of the arts will have much to do with determining this city's success in the years ahead. It is therefore particularly valuable at this juncture in Houston's history to undertake a scientific study among Harris County residents of their experiences with and attitudes toward the arts in all their various manifestations.

Supported by a grant from Houston Endowment Inc. and aided by an advisory panel composed of leading national and local experts, researchers at Rice University's Kinder Institute for Urban Research conducted a systematic survey reaching 1,200 area residents. Between November 2011 and January 2012, this scientifically selected representative sample of Harris County adults was asked about their free-time activities, their reasons for attending and not attending arts events, their personal involvement in creative activities, and the importance they attach to arts education and to the arts in general in defining Houston's overall quality of life.

***Attendance at arts events.*** The surveys document the remarkable extent to which Houstonians participate in and support the arts across the board. Area residents are more likely than Americans in general to attend live performances in the arts. Moreover, in light of Houston's ongoing demographic transformations it is particularly significant to note that there is no relationship whatsoever between respondents' ethnic

backgrounds and their arts participation. African Americans, Latinos and Asians are every bit as likely as Anglos to say that they attended a live performance in the arts during the year preceding the survey.

The most important predictors of arts attendance are educational attainment, household income, and personal involvement with the arts in childhood. Respondents under 35 and those over 55 are somewhat less likely than area residents in the middle years to report having attended an arts performance in the past 12 months.

What attracts them to such events? Those who attended arts performances in the past year said they were primarily seeking an enjoyable experience. Many others were attracted by social factors – to meet up with friends, to support friends or family members involved in the performance, or to back an important organization in the community. And the major reasons for not attending arts performances? Mainly costs, traffic, safety, and time – but none of these were perceived to be major barriers by more than a third of the respondents.

***Participation in arts activities.*** Americans today are far more likely to access the arts at home through the media than at live performances. Does such home entertainment compete with attending live events? According to the respondents themselves, viewing or listening to the arts at home is far more likely to increase than to decrease their interest in going out to live arts performances.

More than a third of all Harris County adults are actively participating in the arts and other creative endeavors, such as performing, painting, filmmaking, or writing. And 60 percent said they had been personally involved as a child with arts activities; for 37 percent of all area residents, that childhood involvement extended over more than two years. The surveys confirm that early exposure is a major predictor of subsequent participation in the arts.

***Support for the arts in general.*** The research documents a remarkably strong and pervasive

commitment among Harris County adults to strengthening the arts in the Houston area. The survey participants express broad-based support for investments that will enhance the visibility and quality of the arts in Houston, even if that means an increase in taxes. Across a variety of questions, the respondents are clear in their belief that the arts are important to Houston, that the availability and excellence of the arts are an essential component of the quality of life in the community as a whole, and that arts instruction should be a part of every child's education.

The survey participants were asked what they would choose if Houston could have either excellent music and theater or great sports teams and stadiums, but not both. By 56 to 35 percent, the respondents said they would give priority to the arts over sports. The survey's obvious focus on the arts at the time the question was asked may well have influenced these responses, but the results are fully consistent with the strong support the respondents express across the board for arts and culture in the Houston region.

The importance of the arts for Houston goes well beyond their entertainment value. The arts are also an economic powerhouse, a critical component along with energy, health, and trade in contributing to the prosperity of the Houston region. The Houston

survey confirms that early education in the arts fosters a lifelong interest, and other studies indicate that arts education strengthens children's overall cognitive development and improves educational outcomes in general.

In addition, a flourishing arts community in Houston will play a vital role in helping the region build a successful, equitable, inclusive, and united multiethnic future. The arts can contribute importantly to bridging the growing diversity of the region's ethnic, religious, and cultural backgrounds, to bringing all of our diverse communities together to shape the new forms of artistic expression that will enrich the multiethnic world of 21st-century America. The central question is whether Houston leaders can align public policies with the public attitudes the surveys have revealed to strengthen decisively the visibility and reach of this critically important dimension of urban life.

The Houston Arts Survey has documented an unexpected depth and pervasiveness in the public's appreciation for and support of the arts in Houston. Given the significant role 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. ■



# APPENDIX A: METHODOLOGY

The Survey Research Institute (SRI) at the University of Houston's Hobby Center for Public Policy administered the telephone interviews. Using “back translation” and the reconciliation of discrepancies, the questionnaire was translated into Spanish, and bilingual supervisors and interviewers were assigned to the project at all times. A list of all the items included in the questionnaire, organized by central themes and with the distribution of responses given for each question, can be found in Appendix C of this report.

**Response rates.** The SRI conducted the interviews between November 21, 2011 and January 4, 2012. Using random digit dialing, households were sampled in the Harris County area until the goal of 1,200 telephone interviews was achieved, with 835 (70%) of the respondents reached by landline and 365 (30%) by cell phone. In each household sampled, a person aged 18 or over was randomly designated as the eligible respondent, with initial preference given to an adult male.

The response rate (indicating the number of completed interviews in relation to all potentially eligible phone numbers) was 22.2 percent for landlines and 14.7 percent for cell phones, representing an overall response rate of 19.1 percent.

Among all the eligible respondents who were identified and contacted, the survey's cooperation rate (the ratio of completions to interviews plus refusals and break-offs) was 42.2 percent for respondents reached by landline and 26.5 percent for cell phones.

**The weighting process.** Social Science Research Solutions (SSRS), the Philadelphia-based research firm, conducted the weighting process, using census data to correct for nonresponse and coverage biases in the sample and assigning weights to ensure that the final distributions are in close agreement with the actual Harris County distributions with respect to such variables as age, gender, race and ethnicity, education level, and home ownership. The weighted figures provide a more accurate and reliable reflection of the actual attitudes and experiences to be found within the Harris County population as a whole. The results presented in this report used the weighted data.

The following chart shows the way the weights given to the survey responses make the (generally small) changes that bring the sample into closer alignment with the distributions as reported by the 2010 U.S. Census for Harris County.



The following chart shows the way the weights given to the survey responses make the (generally small) changes that bring the sample into closer alignment with the distributions as reported by the 2010 U.S. Census for Harris County.

|                                   | Survey Sample | Weighted Sample | Census 2010   |
|-----------------------------------|---------------|-----------------|---------------|
| <b><u>Gender:</u></b>             |               |                 |               |
|                                   |               |                 | (Adults only) |
| Male                              | 47.8%         | 50.3%           | 49.3%         |
| Female                            | 52.2          | 49.7            | 50.7          |
| <b><u>Race and Ethnicity:</u></b> |               |                 |               |
| Non-Hispanic White                | 37.5%         | 37.8%           | 37.8%         |
| African American                  | 21.8          | 18.2            | 18.6          |
| Hispanic, Latino                  | 31.3          | 34.9            | 36.3          |
| Asian/Other                       | 7.3           | 6.9             | 7.2           |
| <b><u>Age:</u></b>                |               |                 |               |
| 18-29                             | 22.3%         | 24.5%           | 25.6%         |
| 30-44                             | 21.2          | 22.7            | 30.9          |
| 45-59                             | 24.3          | 23.4            | 26.3          |
| 60-89                             | 27.8          | 25.4            | 17.2          |
| <b><u>Education:</u></b>          |               |                 |               |
| High school or less               | 30.3%         | 43.4%           | 45.7%*        |
| Some college                      | 26.4          | 29.6            | 26.8*         |
| College degree                    | 27.0          | 17.8            | 18.1*         |
| Postgraduate                      | 15.9          | 8.8             | 9.5*          |

\*Note: Questions about educational attainment were not included in the Census of 2010. These statistics are 3-year estimates provided by the 2010 American Community Survey for the Harris County population aged 25 years and over; the margin of error is +/- 0.2 to 0.3.

# APPENDIX B: LOCAL AND NATIONAL ARTS ADVISERS

|                       |   |
|-----------------------|---|
| Frederick Baldwin     | Chairman & Co-Founder, FotoFest   |
| Minnette Boesel       | Mayor's Assistant for Cultural Affairs, City of Houston   |
| Norman Bradburn       | Senior Fellow, Cultural Policy Center, NORC at University of Chicago                            |
| Janet Brown           | Executive Director, Grantmakers in the Arts   |
| June Christensen      | Executive Director & CEO, Society for the Performing Arts                                       |
| Randy Cohen           | Vice President of Research & Policy, Americans for the Arts                                     |
| Cecil C. Conner, Jr.  | Former Managing Director, Houston Ballet  |
| Cissy Segall Davis    | Managing Director, Miller Outdoor Theatre   |
| Maria Lopez De Leon   | Executive Director, National Association of Latino Arts & Culture                               |
| Mario Garcia Durham   | President & CEO, Association of Performing Arts Presenters                                      |
| Karen L. Farber       | Director, Cynthia Woods Mitchell Center for the Arts at University of Houston                   |
| Betty Farrell         | Executive Director, Cultural Policy Center at University of Chicago                             |
| J. Todd Frazier       | Executive Director, Young Audiences of Houston  |
| Robert Freeman        | Professor of Musicology, Professor of Fine Arts, University of Texas at Austin                  |
| Anthony Freud         | Former General Director & CEO, Houston Grand Opera  |
| Jonathon Glus         | CEO, Houston Arts Alliance  |
| John F. Guess, Jr.    | CEO, Houston Museum of African American Culture   |
| Maria Rosario Jackson | Senior Research Associate, Urban Institute  |
| Pat Jasper            | Director of Folklife & Traditional Arts, Houston Arts Alliance                                  |
| David Lake            | Grant Officer, Houston Endowment Inc.   |
| Perryn Leech          | Executive Director, Houston Grand Opera   |
| Rich Levy             | Executive Director, Inprint   |
| Peter Linett          | Chairman & Chief Idea Officer, Slover Linett Strategies   |
| Debbie McNulty        | Grant Officer, Houston Endowment Inc.   |
| James Nelson          | Managing Director, Houston Ballet   |
| Stephen Newman        | Founder & CEO, Mouth Watering Media, former CEO, CultureMap                                     |
| John Proffitt         | Performing arts consultant, former CEO, KUHF Public Radio                                       |
| Victoria Ramirez      | Education Director, Museum of Fine Arts – Houston   |
| Linda Shearer         | Executive Director, Project Row Houses  |
| Travis Springfield    | Counselor, High School for the Performing & Visual Arts   |
| Steven J. Tepper      | Associate Director of the Curb Center & Associate Professor of Sociology, Vanderbilt University |
| Gary Tinterow         | Director, Museum of Fine Arts - Houston   |
| Emily Todd            | Director, Independent Arts Collaborative  |
| Alice Valdez          | Founder & Executive Director, Multicultural Education & Counseling through the Arts (MECA)      |
| Wendy Watriss         | Artistic Director & Co-Founder, FotoFest  |
| Robert Yekovich       | Dean of the Shepherd School of Music, Rice University   |

# APPENDIX C: THE SURVEY ITEMS AND THE DISTRIBUTION OF RESPONSES

These are all the survey items, organized here by central themes, that were included in systematic telephone interviews with a scientifically selected representative sample of 1,200 Harris County residents, reached by landline (70%) and cell phone (30%) between 21 November 2011 and 4 January 2012. The distribution of responses on each question is based on the weighted data. The Ns given in parentheses indicate the actual number responding to each question, whenever they represent a subset of the sample. Note also that the percentages in the distributions may not add up to 100% because the “Don’t Know’s” and “Can’t Say’s” are not included unless they exceed 5%.

## LEISURE ACTIVITIES

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|          |   |
|----------|---|
| LEISURE1 | 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. (Top nine mentions. N=1,200) |
|          | Sports (attending and 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   |
| LEISURE2 | What else do you most enjoy doing, among your favorite free-time activities? Open-ended.  |
| SPORTS   | During the past 12 months, did you attend a sporting event of any sort, either professional or amateur?   |
|          | Yes. . . . . 56.4   |
|          | No. . . . . 43.4  |
| FESTIVAL | . . . Did you attend any outdoor festivals?   |
|          | Yes. . . . . 48.1   |
|          | No. . . . . 51.4  |
| READING  | . . . Did you read any novels, poems, or plays?   |
|          | Yes. . . . . 59.5   |
|          | No. . . . . 40.4  |
| MOVIES   | . . . Did you go out to any movies in theaters?   |
|          | Yes. . . . . 74.5   |
|          | No. . . . . 25.5  |
| MUSEUMS  | . . . Did you visit any museums, photo exhibits, libraries, or art galleries?   |
|          | Yes. . . . . 62.6   |
|          | No. . . . . 37.4  |

## ARTS ATTENDANCE

---

|          |   |
|----------|---|
| ARTSPERF | 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. . . . . 41.9   |
|          | No. . . . . 58.1  |



|          |  |
|----------|--|
| NUMPERFS | <p>If R did attend an arts performance in the past year (ARTSPERF): About how many different arts performances did you attend during the past year? Would you say one or two, 3 to 5, 6 to 10, or more than 10? (N=574)</p> <p>One or two. . . . . 40.7</p> <p>3 to 5. . . . . 35.5</p> <p>6 to 10. . . . . 15.8</p> <p>More than 10. . . . . 6.9</p>  |
| THEATER  | <p>Thinking about all the arts performances that you attended in the past year, were any of them held in a concert hall, opera house, or theater? (N=571)</p> <p>Yes. . . . . 81.1</p> <p>No. . . . . 18.7</p>   |
| SCHOOL   | <p>... Were any of them held in a college or school facility? (N=571)</p> <p>Yes. . . . . 44.1</p> <p>No. . . . . 55.7</p>   |
| CHURCH   | <p>... Were any of them held in a church or other religious facility? (N=571)</p> <p>Yes. . . . . 37.1</p> <p>No. . . . . 62.9</p>   |
| CENTER   | <p>... Were any of them held in a community center? (N=571)</p> <p>Yes. . . . . 19.4</p> <p>No. . . . . 80.4</p>   |
| NITECLUB | <p>... Were any of them held in a nightclub, restaurant, or jazz club? (N=571)</p> <p>Yes. . . . . 41.6</p> <p>No. . . . . 58.2</p>  |
| OTHPLACE | <p>... Other (specify). (N=571)</p> <p>Yes. . . . . 12.5</p> <p>No. . . . . 71.8</p> <p>Don't Know/Refused . . . . . 15.7</p>  |
| HOWHEAR  | <p>How, if at all, do you generally hear about arts and cultural events in the Houston area? Is it primarily from newspapers or magazines, radio or television, in the mail, on the internet, through the social media, talking with friends, some other way, or do you never look for such information?</p> <p>Newspapers or magazines. . . . . 24.8</p> <p>Radio or television . . . . . 38.5</p> <p>In the mail. . . . . 2.0</p> <p>On the Internet. . . . . 18.7</p> <p>Through the social media . . . . . 3.9</p> <p>Friends and family . . . . . 7.8</p> <p>Billboards and signs. . . . . 0.2</p> <p>Never look for such information . . . . . 1.9</p> <p>All the above (volunteered). . . . . 0.7</p> |
| WANTEDUC | <p>Was this a major reason, a minor reason, or not a reason at all for why you went to the arts performances you attended last year:</p> <p>... You wanted an educational experience either for yourself or your family. (N=571)</p> <p>Major reason. . . . . 50.0</p> <p>Minor reason. . . . . 28.3</p> <p>Not a reason . . . . . 20.8</p>  |
| WANTFUN  | <p>... You wanted to have an enjoyable experience. (N=571)</p> <p>Major reason. . . . . 88.2</p> <p>Minor reason. . . . . 8.1</p> <p>Not a reason . . . . . 3.5</p>  |

|           |  |
|-----------|--|
| SEEFRNDS  | ... You wanted to meet up with friends or family. (N=571)                                |
|           | Major reason . . . . . 51.7  |
|           | Minor reason. . . . . 27.8   |
|           | Not a reason . . . . . 20.5  |
| TALKEDUP  | ... You wanted to attend the event because everyone was talking about it. (N=571)        |
|           | Major reason . . . . . 25.6  |
|           | Minor reason. . . . . 39.2   |
|           | Not a reason . . . . . 34.2  |
| HELPPORGS | ... You wanted to support an important organization or event in the community. (N=571)   |
|           | Major reason . . . . . 53.0  |
|           | Minor reason. . . . . 24.3   |
|           | Not a reason . . . . . 21.8  |
| HELPPFRND | ... You wanted to support a friend or family member involved in the performance. (N=571) |
|           | Major reason . . . . . 52.4  |
|           | Minor reason. . . . . 14.0   |
|           | Not a reason . . . . . 32.5  |

## ARTS THROUGH THE MEDIA

|          |  |
|----------|--|
| MUSIHOME | During the past 12 months, did you listen to any music, either digitally, online, on CDs, or on radio or television?   |
|          | Yes. . . . . 97.5  |
|          | No. . . . . 2.5  |
| MUSITYPE | If “yes” (MUSIHOME): What type of music do you most often listen to? Open-ended.<br>Eight categories. (N=1,176)  |
|          | Classical or choral music. . . . . 9.6   |
|          | Opera . . . . . 0.8  |
|          | Jazz or blues. . . . . 10.2  |
|          | Rock, pop, hip-hop, or rap music. . . . . 31.7   |
|          | Country or folk music . . . . . 16.3   |
|          | Gospel or other religious music . . . . . 11.2   |
|          | Latin, Spanish, or Mariachi music . . . . . 5.9  |
|          | Other (specify) . . . . . 4.7  |
|          | Can’t say, many different types of music . . . . . 9.6   |
| MUSICOUT | Has your ability to listen to music through iTunes, the Internet, radio and other media increased or decreased your interest in attending live concerts or other musical performances, or has it had no clear effect on your attendance at such events? (N=1,176)          |
|          | Increased . . . . . 36.1   |
|          | No clear effect . . . . . 58.9   |
|          | Decreased . . . . . 4.1  |
| ARTSHOME | During the past 12 months, did you watch any arts or cultural videos, either digitally, online, or on television?  |
|          | Yes. . . . . 49.5  |
|          | No. . . . . 50.3   |
| ARTSOUT  | Has your ability to watch arts performances and cultural videos through these kinds of sources increased or decreased your interest in attending live arts events in the wider Houston community, or has it had no clear effect on your attendance at such events? (N=655) |
|          | Increased . . . . . 46.9   |
|          | No clear effect . . . . . 45.1   |
|          | Decreased . . . . . 7.0  |

## REASONS FOR *NOT* ATTENDING THE ARTS IN HOUSTON

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|          |   |
|----------|---|
| ENTRYFEE | Please tell me if this is a major reason, a minor reason, or not a reason at all in your own decisions about whether or not to go out to arts or cultural events, such as museums, galleries, concerts, or theater performances:<br>... The entry fees cost too much. |
|          | Major reason . . . . . 36.7   |
|          | Minor reason. . . . . 33.4  |
|          | Not a reason . . . . . 26.5   |
| OTHCOSTS | ... All the additional costs of going out, such as hiring a baby-sitter, eating at a restaurant, and parking.   |
|          | Major reason . . . . . 37.1   |
|          | Minor reason. . . . . 29.1  |
|          | Not a reason . . . . . 32.6   |
| NOTIME   | ... I don't have enough free time; I'm too busy.  |
|          | Major reason . . . . . 34.4   |
|          | Minor reason. . . . . 33.8  |
|          | Not a reason . . . . . 30.8   |
| NOESCORT | ... I usually have no one to go with.   |
|          | Major reason . . . . . 15.0   |
|          | Minor reason. . . . . 36.5  |
|          | Not a reason . . . . . 47.4   |
| NOHEAR   | ... I rarely hear about the events in time.   |
|          | Major reason . . . . . 23.6   |
|          | Minor reason. . . . . 37.4  |
|          | Not a reason . . . . . 37.3   |
| TRANSBAD | ... Because of traffic or other transportation problems, it's just too difficult to get from my home to the places where arts events are held.  |
|          | Major reason . . . . . 35.7   |
|          | Minor reason. . . . . 29.3  |
|          | Not a reason . . . . . 34.5   |
| NOTSAFE  | ... I worry about safety when going out at night.   |
|          | Major reason . . . . . 31.8   |
|          | Minor reason. . . . . 32.6  |
|          | Not a reason . . . . . 35.0   |
| NOTCOMF  | ... I don't feel comfortable at many of the arts events.  |
|          | Major reason . . . . . 10.2   |
|          | Minor reason. . . . . 32.3  |
|          | Not a reason . . . . . 55.8   |
| NOTKNOW  | ... I don't know enough to enjoy some of the arts events.   |
|          | Major reason . . . . . 13.6   |
|          | Minor reason. . . . . 35.6  |
|          | Not a reason . . . . . 49.5   |
| BORING   | ... Many of the arts or cultural events in Houston are boring.  |
|          | Major reason . . . . . 9.2  |
|          | Minor reason. . . . . 29.8  |
|          | Not a reason . . . . . 56.8   |
| OTHERFUN | ... I prefer to do other things with my free time.  |
|          | Major reason . . . . . 34.4   |
|          | Minor reason. . . . . 32.4  |
|          | Not a reason . . . . . 32.4   |

## IMPORTANCE OF THE ARTS FOR HOUSTON

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|           |   |
|-----------|---|
| HOUSOKAY  | Compared to most other cities in the country, would you say that the Houston area is a much better place, a slightly better place, a slightly worse place, or a much worse place to live?   |
|           | Much better . . . . . 49.0  |
|           | Slightly better . . . . . 41.3  |
|           | Slightly worse . . . . . 5.7  |
|           | Much worse . . . . . 1.3  |
| WHYBET1   | If “much better” or “slightly better” (HOUSOKAY): What is it about the Houston area that makes it a better place to live compared to most other urban areas in the country? Open-ended. (Top six mentions) (N=1,083)  |
|           | Economy, cost of living . . . . . 22.4  |
|           | Social atmosphere, community, friends . . . . . 20.6  |
|           | Activities, attractions, foods, shops . . . . . 19.1  |
|           | Location, convenience . . . . . 8.6   |
|           | Weather . . . . . 8.6   |
|           | Diversity . . . . . 8.2   |
| WHYBET2   | What else makes Houston a better place to live? Open-ended. (N=1,083)   |
| WHYWRS1   | If “much worse” or “slightly worse” (HOUSOKAY): What is it about the Houston area that makes it a worse place to live compared to most other urban areas in the country? Open-ended. (Top six mentions) (N=76)  |
|           | Crime, violence, gangs, drugs . . . . . 30.6  |
|           | Traffic, congestion, public transit . . . . . 21.2  |
|           | Lack of urban forms, plan and green spaces . . . . . 11.6   |
|           | Weather, climate . . . . . 9.5  |
|           | Pollution, environmental issues . . . . . 8.4   |
|           | Lack of activities . . . . . 5.6  |
| WHYWRS2   | What else makes Houston a worse place to live? Open-ended. (N=76)   |
| HOWBETTER | What one thing do you think Houston could do that would make it a better place to live? Open-ended. (Top six mentions)  |
|           | Improve mobility, better streets, parking . . . . . 32.9  |
|           | More safety, less drugs, less crime . . . . . 19.4  |
|           | More arts and recreational activities . . . . . 4.7   |
|           | More green spaces, trails . . . . . 4.4   |
|           | Better economy, more jobs . . . . . 4.4   |
|           | Less pollution, better environment . . . . . 4.3  |
| HOUSARTS  | How important is it for Houston’s overall quality of life to have lots of music, theaters, museums, and other excellent arts venues in this city?   |
|           | Very important . . . . . 73.3   |
|           | Somewhat important . . . . . 23.3   |
|           | Not very important . . . . . 1.9  |
|           | Not at all important . . . . . 1.2  |
| WHATMISS  | If Houston had to choose between having either excellent music and theater or great sports teams and stadiums, which would you most want to preserve? In other words, which would you miss most – music and theater, or sports teams and stadiums – if one or the other were to disappear from Houston? |
|           | Music and theater . . . . . 55.5  |
|           | Sports teams and stadiums . . . . . 34.7  |
|           | Don’t Know/Refused . . . . . 9.8  |

|          |  |      |
|----------|--|------|
| ARTGUEST | When you have had out-of-town visitors, have you ever taken them to an arts or cultural event in the Houston area? |      |
|          | Yes, several times . . . . .   | 16.7 |
|          | Yes, once or twice . . . . .   | 25.6 |
|          | No, not at all . . . . .   | 54.4 |
|          | Never have any out-of-town guests . . . . .  | 2.5  |

## PERSONAL INVOLVEMENT WITH THE ARTS

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|           |   |      |
|-----------|---|------|
| PERFORMS  | Thinking back over the past 12 months, did you spend any of your time:<br>... performing for an audience or creating artistic objects to show to others?                              |      |
|           | Yes. . . . .  | 16.6 |
|           | No. . . . .   | 83.4 |
| WRITING   | ... writing poems, stories, or blogs for others to read?  |      |
|           | Yes. . . . .  | 14.2 |
|           | No. . . . .   | 85.8 |
| OTHERARTS | ... being involved in arts activities, such as playing a musical instrument, singing, dancing, painting, sculpture, photography, quilting, film making, or other creative activities? |      |
|           | Yes. . . . .  | 28.7 |
|           | No. . . . .   | 71.3 |
| CLASSES   | If “yes” to any of the above (PERFORMS, WRITING, OTHARTS): During the past year, did you take any classes to improve your skills in one or more of these arts activities? (N=475)     |      |
|           | Yes. . . . .  | 30.8 |
|           | No. . . . .   | 69.1 |
| CHLDARTS  | What about when you were a child (under the age of 16)? Were you ever personally involved as a child with any of the arts or other creative activities?                               |      |
|           | No, not at all . . . . .  | 39.4 |
|           | Yes, once or twice . . . . .  | 8.3  |
|           | Yes, for less than a year . . . . .   | 2.6  |
|           | Yes, for one or two years . . . . .   | 12.1 |
|           | Yes, over many years . . . . .  | 37.1 |
| ARTSTHEN1 | If “yes” (CHLDARTS): What sort of artistic activities were you personally involved with?<br>Open-ended. (Top six mentions) (N=780)  |      |
|           | Playing a musical instrument . . . . .  | 23.6 |
|           | Acting. . . . .   | 18.3 |
|           | Singing. . . . .  | 13.8 |
|           | Dance . . . . .   | 12.6 |
|           | Drawing, painting . . . . .   | 7.6  |
|           | Music (unspecified) . . . . .   | 7.4  |

## ARTS PHILANTHROPY

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|         |  |      |
|---------|--|------|
| CHARITY | During the past 12 months, how often, if at all, did you personally contribute any of your time to a volunteer activity? Would you say not at all in the past year, once or twice, 3 to 5 times, 6 to 12 times, or more than once a month? |      |
|         | Not at all in the past year. . . . .   | 46.8 |
|         | One or two. . . . .  | 18.9 |
|         | 3 to 5. . . . .  | 12.8 |
|         | 6 to 10. . . . .   | 8.3  |
|         | More than 10. . . . .  | 13.0 |
| ARTSVOL | If “contributed” (CHARITY): Were any of these activities associated with an arts or cultural organization? (N=713)   |      |
|         | Yes. . . . .   | 23.6 |
|         | No. . . . .  | 75.8 |

|         |  |
|---------|--|
| DONATED | During the past 12 months, did you donate any money to an arts or cultural organization in the Houston area? |
|         | Yes. . . . . 25.7  |
|         | No. . . . . 73.9   |

## ARTS AND CULTURAL DIFFERENCES

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|           |   |
|-----------|---|
| ARTSDIV   | In general, how satisfied are you with the extent to which Houston's arts and cultural activities reflect the region's diverse cultures, including your own?                  |
|           | Very satisfied. . . . . 51.0  |
|           | Somewhat satisfied. . . . . 38.0  |
|           | Not very satisfied . . . . . 4.3  |
|           | Not at all satisfied. . . . . 2.1   |
| ETHSOK    | Do you think that the increasing ethnic diversity in Houston will eventually become [ROTATE:] a source of great strength for the city, or a growing problem for the city?     |
|           | A source of great strength for the city. . . . . 61.9   |
|           | A growing problem for the city . . . . . 26.0   |
|           | Don't Know/Refused . . . . . 12.1   |
| IMMCULT   | Does the increasing immigration into this country today have an overall positive or negative effect on American culture, or does it have no clear effect on American culture? |
|           | Positive effect . . . . . 37.6  |
|           | No clear effect on American culture . . . . . 25.8  |
|           | Negative effect. . . . . 27.2   |
|           | Don't Know/Refused . . . . . 9.4  |
| ARTUNITES | Agree/Disagree: Arts and cultural activities in Houston generally help to bring people together, by emphasizing our common human experience.                                  |
|           | Strongly agree . . . . . 59.3   |
|           | Somewhat agree . . . . . 31.6   |
|           | Somewhat disagree. . . . . 4.4  |
|           | Strongly disagree . . . . . 1.6   |
| ARTDIVIDE | Agree/Disagree: Arts and cultural activities in Houston generally tend to separate people along ethnic lines.   |
|           | Strongly agree . . . . . 10.2   |
|           | Somewhat agree . . . . . 21.8   |
|           | Somewhat disagree. . . . . 28.3   |
|           | Strongly disagree . . . . . 32.1  |
|           | Don't Know/Refused . . . . . 7.6  |

## ARTS EDUCATION

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|          |  |
|----------|--|
| ARTSEDUC | Agree/Disagree: There should be more emphasis on the arts and music in the public schools today.   |
|          | Strongly agree . . . . . 68.0  |
|          | Somewhat agree . . . . . 20.2  |
|          | Somewhat disagree. . . . . 5.2   |
|          | Strongly disagree . . . . . 3.3  |
| ARTASIMP | Agree/Disagree: Arts education for children is much less important than English, History, or math. |
|          | Strongly agree . . . . . 13.9  |
|          | Somewhat agree . . . . . 19.2  |
|          | Somewhat disagree. . . . . 34.9  |
|          | Strongly disagree . . . . . 29.8   |



|           |  |
|-----------|--|
| ART4CHLDN | Agree/Disagree: Participation in the arts is important for children. |
|           | Strongly agree . . . . . 81.5  |
|           | Somewhat agree . . . . . 14.9  |
|           | Somewhat disagree . . . . . 1.7                                      |
|           | Strongly disagree . . . . . 1.3                                      |

## ARTS FUNDING

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|          |   |
|----------|---|
| GOVARTS  | Are you generally in favor or opposed to government support for the arts?   |
|          | Very much in favor . . . . . 42.8   |
|          | Somewhat in favor . . . . . 36.5  |
|          | Somewhat opposed . . . . . 10.5   |
|          | Very much opposed . . . . . 5.0   |
|          | Don't Know/Refused . . . . . 5.2  |
| ARTSGOVT | Agree/Disagree: The government should not be spending taxpayer money on the arts.   |
|          | Strongly agree . . . . . 11.3   |
|          | Somewhat agree . . . . . 13.5   |
|          | Somewhat disagree . . . . . 36.1  |
|          | Strongly disagree . . . . . 35.1  |
| ARTSPAY  | Do you think that arts courses in the public schools should be paid for by the school district as part of the regular school budget, or should they be paid for by those who participate in them? |
|          | By the school district . . . . . 72.3   |
|          | By those who participate . . . . . 21.2   |
|          | Don't Know/Refused . . . . . 6.4  |
| ARTSTAX  | If "by the school district" (ARTSPAY): Would you personally be willing to pay slightly higher property taxes if that were needed to fund courses in arts and music in the public schools? (N=905) |
|          | Yes . . . . . 68.7  |
|          | No . . . . . 24.1   |
|          | Don't Know/Refused . . . . . 7.1  |

## FAMILY CIRCUMSTANCES

---

|          |   |
|----------|---|
| FAMSIZE  | Counting yourself, how many people in all live in your household?   |
|          | Median . . . . . 3.00   |
|          | Standard Deviation . . . . . 1.65   |
| MARRIAGE | Are you married, in a domestic partnership, separated, divorced, widowed, or have you never been married? |
|          | Married . . . . . 50.1  |
|          | Domestic partnership . . . . . 1.9  |
|          | Separated . . . . . 1.7   |
|          | Divorced . . . . . 11.6   |
|          | Widowed . . . . . 7.2   |
|          | Never married . . . . . 26.1  |
| ANYCHILD | Do you have any children?   |
|          | Yes . . . . . 70.8  |
|          | No . . . . . 28.5   |
| NCHLDN   | If "yes" (ANYCHILD): How many children do you have? (N=871)   |
|          | 1 . . . . . 17.9  |
|          | 2 . . . . . 39.0  |
|          | 3 . . . . . 23.9  |
|          | 4 . . . . . 11.2  |
|          | 5 or more . . . . . 7.8   |

|          |  |
|----------|--|
| CHLDHOME | If “yes” (ANYCHILD): How many of them are living at home? (N=867)                |
|          | None . . . . . 45.0  |
|          | 1 . . . . . 19.8   |
|          | 2 . . . . . 21.3   |
|          | 3 or more . . . . . 13.9   |
| YNGCHLDN | If “yes” (ANYCHILD): How many of your children are under the age of six? (N=867) |
|          | None . . . . . 79.8  |
|          | 1 . . . . . 11.6   |
|          | 2 . . . . . 7.0  |
|          | 3 or more . . . . . 1.6  |

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## SOCIOECONOMIC STATUS

|          |   |
|----------|---|
| EDUC     | What is the highest grade of school or year of college that you’ve completed? Open-ended:   |
|          | High school or less . . . . . 43.4  |
|          | Some college . . . . . 29.6   |
|          | College degree . . . . . 17.8   |
|          | Postgraduate . . . . . 8.8  |
| WORKING  | Are you working full-time, part-time, going to school, managing the house, or something else?   |
|          | Working full time . . . . . 44.8  |
|          | Working part time . . . . . 8.3   |
|          | Laid off, unemployed . . . . . 4.4  |
|          | Managing the house (and not working) . . . . . 8.2  |
|          | In school . . . . . 11.7  |
|          | Retired, disabled . . . . . 21.7  |
| SELFINC8 | If R is working full- or part-time (WORKING): Which of the following income categories includes the total salary that you personally earned from all jobs during the year 2010? Please stop me when I reach the correct category. (N=702) |
|          | Less than \$37,500 . . . . . 22.5   |
|          | \$37,501 to \$62,500 . . . . . 18.5   |
|          | \$62,501 to \$100,000 . . . . . 11.5  |
|          | More than \$100,000 . . . . . 11.1  |
|          | Don’t Know (DON’T READ) . . . . . 3.4   |
|          | Refused (DON’T READ) . . . . . 33.1   |
| INCOME9  | Please stop me when I reach the category that includes your total household income in 2010; that is, the income for all members of the household during the past year.  |
|          | Less than \$37,500 . . . . . 17.2   |
|          | \$37,501 to \$62,500 . . . . . 12.0   |
|          | \$62,501 to \$100,000 . . . . . 9.6   |
|          | More than \$100,000 . . . . . 12.7  |
|          | Don’t Know (DON’T READ) . . . . . 8.5   |
|          | Refused (DON’T READ) . . . . . 39.9   |
| OWNRENT  | Do you own or rent the place where you live?  |
|          | Own . . . . . 64.1  |
|          | Rent . . . . . 33.5   |

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## MIGRATION PATTERNS

|          |   |
|----------|---|
| HOWLONG2 | How many years have you lived in the Houston area? Open-ended.            |
|          | Median . . . . . 28.00  |
|          | Standard Deviation . . . . . 18.58  |
| CHLDPLA2 | Where did you live when you were growing up (when you were 16 years old)? |

|          |  |       |
|----------|--|-------|
|          | [If R says, "Mexico":] Which state is that? Open-ended.  |       |
|          | In the Houston area . . . . .  | 48.5  |
|          | Elsewhere in Texas . . . . .   | 18.0  |
|          | Other U.S. state (specify). . . . .  | 21.5  |
|          | Mexico (specify state) . . . . .   | 3.8   |
|          | Other country (specify). . . . .   | 7.6   |
| LASTPLA2 | Where did you live just before coming to the Houston area? [If R says, "Mexico":]<br>Which state is that? Open-ended.  |       |
|          | In the Houston area . . . . .  | 36.7  |
|          | Elsewhere in Texas . . . . .   | 22.7  |
|          | Other U.S. state (specify). . . . .  | 27.8  |
|          | Mexico (specify state) . . . . .   | 4.6   |
|          | Other country (specify). . . . .   | 7.7   |
| SELFBORN | Were you born in the United States?  |       |
|          | Yes. . . . .   | 84.3  |
|          | No. . . . .  | 15.7  |
| SELFHOME | If "no" (SELFBORN): What is your country of origin? Open-ended. (N=160)  |       |
|          | Mexico (specify state) . . . . .   | 39.6  |
|          | Other country (specify). . . . .   | 60.0  |
| YRSINUS  | If "no" (SELFBORN): How many years have you lived in the U.S.? Open-ended. (N=160)   |       |
|          | Median. . . . .  | 20.00 |
|          | Standard Deviation . . . . .   | 14.19 |
| PARSBORN | Were both of your parents born in the United States?   |       |
|          | Yes, both of them . . . . .  | 70.7  |
|          | Only one of them . . . . .   | 6.1   |
|          | No, neither of them . . . . .  | 22.4  |
| MOMSHOME | If a parent was not born in the U.S. (PARSBORN): Where does your mother's family come from?<br>[If R says, "Mexico":] Which state is that? Open-ended. (N=288) |       |
|          | In the Houston area . . . . .  | 2.3   |
|          | Elsewhere in Texas . . . . .   | 4.9   |
|          | Other U.S. state (specify). . . . .  | 1.8   |
|          | Mexico (specify state) . . . . .   | 39.1  |
|          | Other country (specify). . . . .   | 48.2  |
| POPSHOME | If a parent was not born in the U.S. (PARSBORN): Where does your father's family come from?<br>[If R says, "Mexico":] Which state is that? Open-ended. (N=287) |       |
|          | In the Houston area . . . . .  | 1.2   |
|          | Elsewhere in Texas . . . . .   | 4.1   |
|          | Other U.S. state (specify). . . . .  | 5.0   |
|          | Mexico (specify state) . . . . .   | 36.6  |
|          | Other country (specify). . . . .   | 46.6  |
|          | Don't Know/Refused . . . . .   | 6.5   |
| CITIZEN  | If "no" (SELFBORN): Are you an American citizen?   |       |
|          | Yes. . . . .   | 92.2  |
|          | No. . . . .  | 6.8   |
| FTRCITIZ | If "no" (CITIZEN): Do you think you will become an American citizen sometime within the next<br>ten years?   |       |
|          | Would you say: definitely yes, probably yes, probably not, or definitely not? (N=56)   |       |
|          | Definitely yes. . . . .  | 44.2  |
|          | Probably yes . . . . .   | 26.8  |
|          | Probably not . . . . .   | 19.1  |
|          | Definitely not . . . . .   | 3.3   |
|          | Don't Know/Refused (DON'T READ) . . . . .  | 6.6   |

|          |   |
|----------|---|
| WHERELIV | Do you live in the city of Houston or in the suburbs? |
|          | City of Houston ..... 47.1                            |
|          | Suburbs ..... 52.6                                    |
| ZIPCODE  | What is your home ZIP code? Open-ended.               |

## RELIGION AND POLITICS

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|          |   |
|----------|---|
| RELIG1   | What is your religious preference, if any? (Is it Protestant, Catholic, Jewish, some other religion, or no religion?) Open-ended.   |
|          | Protestant ..... 52.9   |
|          | Catholic ..... 27.5   |
|          | Other religion (specify) ..... 4.2  |
|          | No religion ..... 12.4  |
| DENOM5   | If “Protestant” (RELIG1): What specific denomination is that, if any? Open-ended: Nine categories. (N=577)  |
|          | Baptist ..... 37.3  |
|          | Church of Christ, Evangelical. .... 2.6   |
|          | Assembly of God, Pentecostal ..... 3.4  |
|          | Christian, non-denominational ..... 37.3  |
|          | Lutheran ..... 3.3  |
|          | Methodist ..... 7.9   |
|          | Presbyterian, Episcopalian ..... 5.2  |
|          | Other denomination (specify) ..... 0.7  |
|          | None ..... 1.4  |
| RELIMP   | How important would you say religion is in your life? Would you say: very important, somewhat important, or not very important?   |
|          | Very important ..... 67.6   |
|          | Somewhat important ..... 19.1   |
|          | Not very important ..... 10.5   |
| BIBLE    | Which one of these three statements comes closest to describing your feelings about the Bible?  |
|          | The Bible is the actual word of God, and it should be taken literally,<br>word for word. .... 41.8  |
|          | The Bible is the inspired word of God, but it was written by men and<br>contains some human errors. .... 40.4   |
|          | The Bible is an ancient book of history and legends; God had nothing<br>to do with it. .... 8.6   |
|          | Don't Know/Refused ..... 9.1  |
| CHURCH1  | In the past thirty days, did you attend a religious service, other than a wedding or funeral?   |
|          | Yes ..... 60.4  |
|          | No ..... 37.4   |
| RELMUSIC | If “yes” (CHURCH1): How important (if at all) is the role of singing or music in the church you attend? Would you say: very important, somewhat important, or not very important? (N=767) |
|          | Very important ..... 79.2   |
|          | Somewhat important ..... 15.0   |
|          | Not very important ..... 3.9  |
|          | Not at all important ..... 1.3  |
| PARTY    | Would you call yourself a Republican, a Democrat, an Independent, or something else?  |
|          | Republican ..... 26.6   |
|          | Independent ..... 24.7  |
|          | Democrat ..... 29.9   |
|          | Other ..... 6.4   |
|          | Don't Know/Refused ..... 12.3   |

|          |   |
|----------|---|
| LEANING  | If R does not name either major party (PARTY): Do you think of yourself as closer to the Republican Party or to the Democratic Party? (N=525)   |
|          | Republican. . . . . 19.0  |
|          | Both equally (VOLUNTEERED) . . . . . 15.6   |
|          | Democratic . . . . . 16.8   |
|          | Neither (VOLUNTEERED) . . . . . 24.6  |
|          | Don't Know/Refused . . . . . 23.9   |
| POLITIC7 | Do you think of yourself as conservative, moderate, or liberal in your politics? [If “conservative” or “liberal”:] Do you consider yourself to be very (conservative/-liberal) or only somewhat (conservative/liberal)? [If “moderate”:] Do you think of yourself as more like a conservative or more like a liberal? |
|          | Conservative . . . . . 42.2   |
|          | Moderate . . . . . 24.1   |
|          | Liberal . . . . . 17.8  |
|          | Don't Know/Refused . . . . . 15.9   |
| CANVOTE  | If “yes” (SELFBORN) or “yes” (CITIZEN): Right now, are you registered so that you can vote in the local or national election if you want to? (N=1,144)  |
|          | Yes. . . . . 87.5   |
|          | No. . . . . 11.8  |

## OTHER PERSONAL ATTRIBUTES

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|          |   |
|----------|---|
| AGE      | How old were you on your last birthday?   |
|          | Median . . . . . 45.00  |
|          | Standard Deviation . . . . . 18.41  |
| GEND     | Gender of the respondent, recorded by the interviewer.  |
|          | Male . . . . . 50.3   |
|          | Female . . . . . 49.7   |
| ETHGROUP | Are you Anglo (or non-Hispanic white), Black (or African American), Hispanic (or Latino), Asian, or of some other ethnic background? [IF R names more than one ethnicity:] Which ethnic group do you generally identify with? |
|          | Anglo, non-Hispanic white. . . . . 37.8   |
|          | Black, African American. . . . . 18.2   |
|          | Hispanic, Latino . . . . . 34.9   |
|          | Asian . . . . . 6.3   |
|          | Other/Mixed. . . . . 0.6  |
| LINGO1   | Language of the interview: English or Spanish.  |
|          | English . . . . . 94.4  |
|          | Spanish. . . . . 5.6  |
| ANYENGL  | If the interview is in Spanish (LINGO1): Do you speak any English?  |
| TALKENGL | If “yes” (ANYENGL): Would you say that you speak English very well, fairly well, or only a little?  |
| ANYSPAN  | If the interview is in English (LINGO1): Do you speak any Spanish?  |
|          | Yes. . . . . 39.9   |
|          | No. . . . . 59.9  |
| TALKSPAN | If “yes” (ANYSPAN): Would you say that you speak Spanish very well, fairly well, or only a little? (N=492)  |
|          | Very well . . . . . 43.8  |
|          | Fairly well . . . . . 18.2  |
|          | Only a little . . . . . 38.0  |

|          |   |
|----------|---|
| HOMELANG | What language do you speak (most often) at home? English, Spanish, or other language? |
|          | English..... 89.1   |
|          | Spanish.....7.4   |
|          | Other language (specify).....2.9  |

## THE INTERVIEW

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|          |  |
|----------|--|
| LANDCELL | Landline phone or cell phone. (with the actual number) |
|          | Land..... 69.6   |
|          | Cell..... 30.4   |





# ENDNOTES

<sup>1</sup> Publications and descriptions of the survey findings are available on the Kinder Houston Area Survey website at <http://has.rice.edu>.

<sup>2</sup> Asbury, Carolyn and Barbara Rich (editors), 2008. *Learning, Arts and the Brain, The Dana Consortium Report on Arts and Cognition*, Dana Press.

<sup>3</sup> Deasy, Richard J. (editor), 2002. *Critical Links: Learning in the Arts and Student Achievement and Social Development*, Washington, DC: Arts Education Partnership.

<sup>4</sup> A copy of the actual questionnaire used in the interviews can be found on the survey web site (<http://kinder.rice.edu/shear>). The weighting system works to adjust the responses obtained in the interviews to represent the characteristics of the actual population from which the sample was drawn. The weights give greater or lesser importance to the respondents' answers depending on whether their characteristics (education, ethnicity, age, etc.) were over- or underrepresented in the sample. For more details about the weighting process used in this study, see Appendix A.

<sup>5</sup> For those who gave multiple answers, only the first response is presented here.

<sup>6</sup> Williams, Kevin and David Keen, Nov 2009. "2008 Survey of Public Participation in the Arts." National Endowment for the Arts (NEA) Research Report #49, p. 1.

The 2008 Survey of Public Participation in the Arts (SPPA), a national survey conducted by NEA, touched on some of the same questions as the Houston Arts Survey. Comparisons with the 2008 SPPA can help to sketch the similarities and differences between Harris County residents and Americans nationwide. But care should be taken in drawing comparisons between the two studies because of considerable differences in their methodologies. The studies differ in the wording of the questions, the time periods during which the interviews were conducted, the modes of data collection, the context in which the surveys were presented to the respondents (the 2008 SPPA was conducted as a supplement to the U.S. Census Bureau's Current Population Survey), and the way sampling weights were calculated. For a complete summary of the methodology of the 2008 SPPA, see NEA Research Report #49.

<sup>7</sup> Unfortunately, the data do not permit direct comparisons across the major U.S. metro areas with regard to total arts attendance among their residents.

<sup>8</sup> Williams, Kevin and David Keen, Nov 2009. "2008 Survey of Public Participation in the Arts." NEA Research Report #49, p. 62.

<sup>9</sup> The National Congregations Study was conducted in 1998 by the National Opinion Research Center at the University of Chicago in conjunction with the General Social Survey.

<sup>10</sup> Walker, Chris and Stephanie Scott-Melnyk, with Kay Sherwood, 2002. *Reggae to Rachmaninoff: How and Why People Participate in Arts and Culture*, Washington, DC: Urban Institute.

<sup>11</sup> Novak-Leonard, Jennifer L. and Alan S. Brown, Feb 2011. "Beyond Attendance: A multi-modal understanding of arts participation." NEA Research Report #54.

<sup>12</sup> Williams, Kevin and David Keen, Nov 2009. "2008 Survey of Public Participation in the Arts." NEA Research Report #49, p. 43. As discussed in endnote #6, care should be taken in making comparisons to the 2008 SPPA figures.

<sup>13</sup> See, for example, Alan R. Andreasen and Russell W. Belk, September 1980. "Predictors of Attendance at the Performing Arts," *Journal of Consumer Research* 7:2, pp. 112-120; Richard J. Orend, 1989. "Socialization and Participation in the Arts." NEA Research Report #21.

- <sup>14</sup> Rabkin, Nick and E. C. Hedburg, Feb 2011. “Arts Education in America: What the declines mean for arts participation.” NEA Research Report #52.
- <sup>15</sup> Rabkin and Hedburg, Feb 2011. “Arts Education in America.” NEA Research Report #52.
- <sup>16</sup> McCarthy, Kevin F. and Kimberly Jinnett, 2011. *A New Framework for Building Participation in the Arts*, RAND Corporation.
- <sup>17</sup> Rabkin and Hedburg, Feb 2011. “Arts Education in America,” NEA Research Report #52.
- <sup>18</sup> Ruppert, Sandra S., 2006. *Critical Evidence: How the Arts Benefit Student Achievement*, National Assembly of State Arts Agencies.
- <sup>19</sup> Helig, Julian V., Heather Cole and Angelica Aguilar, Aug 2010. “From Dewey to No Child Left Behind: The Evolution and Devolution of Public Arts Education.” *Arts Education Policy Review*, 111, pp. 136-145.
- <sup>20</sup> Texas Administrative Code (TAC), Title 19, Chapter 74 and Chapter 117.
- <sup>21</sup> “State Arts Agency Legislative Appropriations Preview Fiscal Year 2013.” National Assembly of State Arts Agencies, June 29, 2012.
- <sup>22</sup> McGuire, Gary N., May 1984. “How Arts Instruction Affects Reading and Language: Theory and Research.” *The Reading Teacher*, 37(9), pp. 835-39.
- <sup>23</sup> Ives, William and Jeanne Pond, May 1980. “The Arts and Cognitive Development,” *The High School Journal*, 63(8), pp. 335-40.
- <sup>24</sup> Catterall, James S. with Susan A. Dumais and Gillian Hampden-Thompson, March 2012. “The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies.” NEA Research Report #55.
- <sup>25</sup> “Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences.” Americans for the Arts, 2010.
- <sup>26</sup> “Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences.” Americans for the Arts, 2010.
- <sup>27</sup> Lynch, Robert L. and Joseph C. Dilg, “The arts are Houston’s clandestine economic powerhouse,” in *Houston Chronicle*, Jan 13, 2012.
- <sup>28</sup> “Facts and Figures: Houston at a Glance.” The Official Visitor’s Site for Houston. (<http://www.visithoustontexas.com/travel-tools/about-houston/facts-and-figures/>)
- <sup>29</sup> “Arts and Museums.” The City of Houston: Official Site for Houston, Texas. (<http://www.houstontx.gov/about-houston/artsandmuseums.html>)
- <sup>30</sup> Barber, Benjamin, 1996. “Serving Democracy by Serving the Arts” (unpublished essay prepared for the President’s Committee on the Arts and the Humanities).
- <sup>31</sup> Clover, D. E., 2006. “Culture and antiracism in adult education: An exploration of the contributions of arts-based learning,” *Adult Education Quarterly*, 57(1), pp. 46-61.
- <sup>32</sup> Kang Song, Y. I. & Gammel, J. A., 2011. “Ecological mural as community reconnection,” *International Journal of Art & Design Education*, 30, pp.266-278.
- <sup>33</sup> Response rates were calculated based on the American Association for Public Opinion Research’s response rate formula RR3. Cooperation rates were calculated based on the American Association for Public Opinion Research’s cooperation rate formula COOP3.



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