



CITY OF SAN ANTONIO  
**DEPARTMENT OF  
ARTS & CULTURE**

# **Cul-TU-Art Survey Research**

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*Results of Quantitative Research  
Conducted among City Residents, Visitors and Arts Patrons  
Regarding Arts & Cultural Activities in San Antonio*

**-November 2017-**

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## Introduction

### Background

In keeping with the Department of Arts & Culture's mission to enrich the quality of life by leading and investing in San Antonio arts and culture, the Department commissioned this research to better understand what opportunities exist to stimulate growth and development while continuing to engage and connect with San Antonio's residents and visitors.

The purpose of this study is to gather data that will help guide the City's investment in two key areas, Delegate Agencies and Public Art, in order to continue providing equitable opportunities, maintain an inclusive environment, and enhance engagement and visits.

### Research Objectives

- Measure levels of awareness of various venues, events and programs offered by the city
- Understand the engagement and participation levels among the different segments
- Measure attitudes and perceptions of the various arts and cultural attractions in the city
- Focusing in on Delegate Agencies and Public Art, identify opportunities to enhance offerings
- Understand the various segments' purchase intent / participation intent for attractions
- Understand what programs will be successful and sustainable over time
- Identify any barriers to engagement or participation for any of the arts and cultural attractions
- Identify which arts and cultural attractions are underserved, but growing in appeal or those currently not available in the city

## Methodology

In order to obtain statistically significant data that is projectable to the surveyed populations as a whole, a quantitative survey methodology was used.

Three population segments were surveyed:

1. San Antonio Residents
2. Visitors to San Antonio in the past 12 months
3. Arts Patrons

## Questionnaire

The same set of survey questions was used to survey all three segments. Questionnaire development was a collaborative effort between the San Antonio Department of Arts & Culture and the Arts Community (Arts Agencies). This collaboration took place during a meeting at the Arts & Culture offices where many members of the Arts Community (Agency staff) provided feedback and direction regarding the questionnaire.

The survey was offered in two languages:

To begin, please tell us whether you would like to complete this survey in English or Spanish:

- English
- Spanish

Para comenzar, por favor díganos si desea completar esta encuesta en inglés o en español:

- Inglés
- Español

Surveys for all three segments were offered **online** to those who wanted to complete them on a computer or mobile device.

The Arts Patrons survey was also offered **on paper**, in order to ensure those without online access were included.



Resident and Visitor survey participants were surveyed such that the final counts were **representative of the population** of San Antonio Residents and Visitors based on US Census figures. (Arts Patron respondents were represented by members of Arts and Culture Agencies that chose to participate in the study.)

Residents and Visitors are demographically representative by:

- Gender
- Age
- Household Income
- Race/ethnicity
- Hispanic, Latino or Spanish origin

### **Timing**

The survey was in field for the following dates in 2017:

- Resident Survey: 10/16 - 11/7
- Visitor Survey: 10/16 - 10/31
- Arts patrons: 10/16 - 11/4



### **Survey Length**

The online surveys (Residents, Visitors and Arts Patrons) took an average of 14 minutes for participants to complete.

The paper survey is estimated to have taken about 12-15 minutes on average.



## Completed Surveys

A total of **3,002 surveys** were completed: 1,000 Residents, 423 Visitors and 1,579 Arts Patrons.

### Three Market Segments Surveyed




<p><b>San Antonio Residents</b></p> 	<p><b>Visitors to San Antonio in Past 12 Months</b></p> 	<p><b>Arts Patrons</b></p> 
<p>Research Now Survey Panelists</p>	<p>Research Now Survey Panelists</p>	<p>Online and Paper Surveys through Arts Agencies</p>
<p>1,000 Survey Respondents (100 per District)</p>	<p>423 Survey Respondents</p>	<p>1,579 Survey Respondents (1,160 Online; 419 Paper)</p>

**Total of 3,002 Survey Respondents!**

## Survey Participants

There are some differences by segment in terms of origin and ethnicity. (Note that the survey samples of Residents and Visitors were balanced demographically to mirror the population.)




- The majority of survey participants completed a survey in English.
- However, over half of the surveyed Residents and nearly as many Arts Patrons are of Hispanic, Latino or Spanish origin.
- Most survey participants are White, although there are more non-Whites within the Visitors and Arts Patrons segments.

		Residents	Visitors	Arts Patrons
	<b>Language (Qa)</b>			
	English	98%	98%	97%
	Spanish	2	2	3
	<b>Hispanic, Latino or Spanish Origin (Q7)</b>			
	No, not Hispanic/Latino/Spanish origin	45%	83%	57%
	Yes, Hispanic/Latino/Spanish origin	55	17	43
	<b>Race and Ethnicity (Q8)</b>			
	(includes Hispanic/Latino/Spanish)			
	White	82%	74%	77%
	Black or African American	6	14	2
	Indigenous/Native Amer or AK Native	1	1	5
	Other	11	10	11
Prefer not to answer	0	1	5	

The samples are being modeled to U.S. Census Figures for 2010 as a best practice recommended by Research Now.



Arts Patrons are different from other survey participants in terms of gender, age and their household.

- Arts Patrons are more likely to be female, older and without children.

		Residents	Visitors	Arts Patrons
	<b>Gender (Q5)</b>			
	Woman	53%	52%	68%
	Man	45	46	28
	Other/Refused	2	2	4
	<b>Age (Q6)</b>			
	16-24	14%	12%	3%
	25-54	57	56	39
	55 or older	29	32	58
	<b>Children in Household (Q9)</b>			
	None	59%	63%	77%
	One or more	41	37	23

There are also substantial differences by segment with respect to education and household income.

- Arts Patrons are more highly educated and have higher incomes than the other two segments.

		Residents	Visitors	Arts Patrons
	<b>Education (Q28)</b>			
	High school graduate or less	22%	17%	9%
	Some college or Assoc. Degree	37	34	17
	Bachelor's Degree or higher	41	49	74
	<b>Household Income (Q29)</b>			
	Less than \$50,000	46%	48%	30%
	\$50,000-\$99,999	34	31	37
	\$100,000 or more	20	21	33
	Median (\$000)	43.2	40.6	59.7



## Executive Summary & Conclusions

The survey methodology was highly inclusive and representative of the surveyed populations.

- The total number of survey responses is 3,002 which results in a range of error of +/- 1.8 percentage points at 95% confidence. This means that 95% of the time we can be confident that the research findings are within a range of +/- 1.8 percentage points.
- Residents and Visitors were balanced so that the demographics of these two segments mirrored the population of San Antonio Residents and Visitors to San Antonio.
- 100 Residents were surveyed in each of the ten districts.
- The Arts Patrons segment includes responses from patrons from 25 different Agencies. The Arts Patron surveys were collected both online and on paper - the latter to ensure that those who did not have online access could be included.
- All surveys provided each respondent with the option to take the survey either in English or Spanish.

 <p>Residents</p>	 <p>Visitors</p>	<p>Representative Demographics</p>	<p>English + Spanish</p>
 <p>Arts Patrons</p>		<p>25 Agencies Online + On Paper</p>	

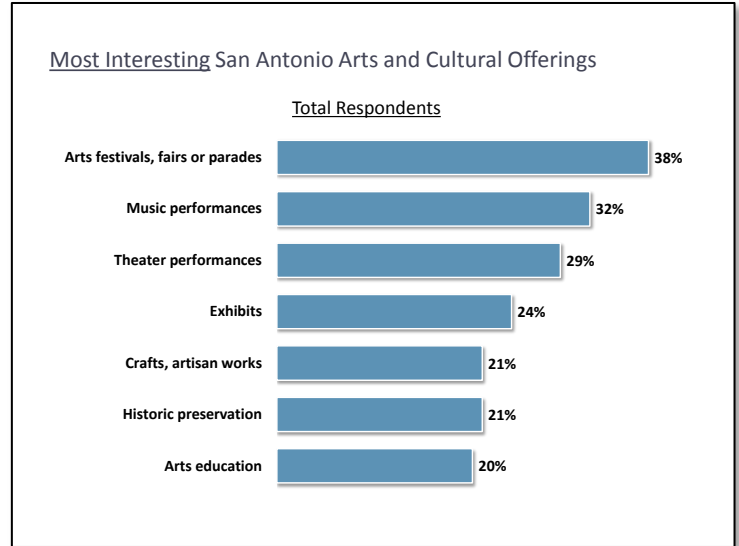
The populations surveyed, regardless of segment, are highly involved and supportive of arts and culture in San Antonio.

- A strong majority (76%) attend cultural or artistic events in the city once a year or more. Two out of five (43%) attend these events monthly or more often.
- Almost all of those surveyed (93%) believe that seeing and experiencing art in San Antonio is important; over half (55%) say that this is “very” important.
- Most are likely to recommend San Antonio arts and cultural activities to friends and family members (77% give ratings 7-10 on a 0-10 scale - 10=high).



**Awareness, interest and participation in arts and cultural events and activities is high.**

- Over a third of surveyed households participated in art classes (38%) or music lessons/played an instrument (35%) in the past year. This incidence is higher among households with children: 47% of households with children had a child participate in music lessons/played an instrument and 41% had a child take art classes.
- Seven of the cultural offerings tested in the survey are considered “most interesting” to 20% or more survey participants. (Fourteen different offerings were tested.)
- Slightly more survey participants consider art in San Antonio as “very important” or “important” (82%) compared to seeing and experiencing art in other cities (79%).



**Barriers to attendance at arts and cultural events and activities should be addressed. There are three barriers mentioned by more than three in ten survey respondents:**

1. Cost of events and activities (49%)

Selected open-ended comments:

- *“More free and accessible programming, not that artists won't be paid, but that groups providing programming have enough funding to pay artists and put on events without putting all or most of the cost on community members.”*
- *“Free events to pique people’s interest and possibly attract not only more tourism but inspire the locals to explore the city as well.”*



2. Inconvenient times and days (40%)

Selected open-ended comments:

- *“More daytime live music events - A community driven approach such as a variety of times for shows and range of locations.”*
- *“More daytime/weekend art fairs at various parks around the area where people would be able to gather and see San Antonio’s wealth of artists and art!”*



3. Difficult to access locations (31%)

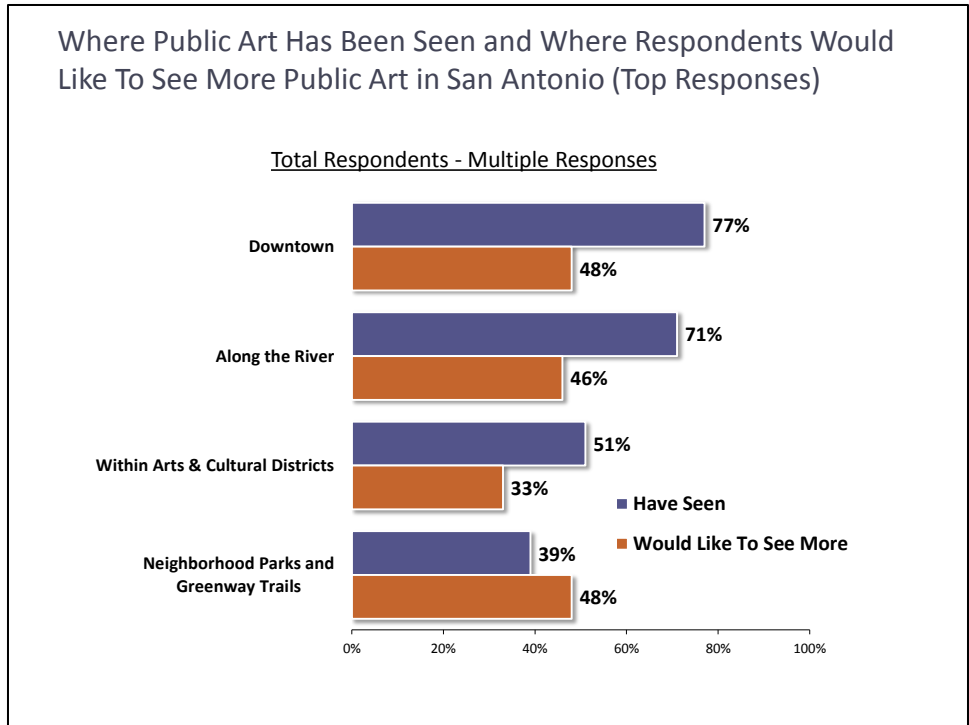
Selected open-ended comment:

- *“While I do feel that we have a pretty good diversity of events for people of all ages, I feel that most things are confined to the downtown area and I would like to have more available in areas that are easier to access.”*



Many respondents have seen or experienced public art in San Antonio. There are three areas where the most survey participants responded that they want to see more public art.

- A strong majority (90%) of those surveyed have seen or experienced public art in San Antonio.
- Downtown and Along the River are the places where the largest proportions of respondents have seen public art and the places where the most respondents would like to see more.
- Where they do want to see more, and where relatively fewer people have seen public art in the past is in the Neighborhood Parks and Greenway Areas.

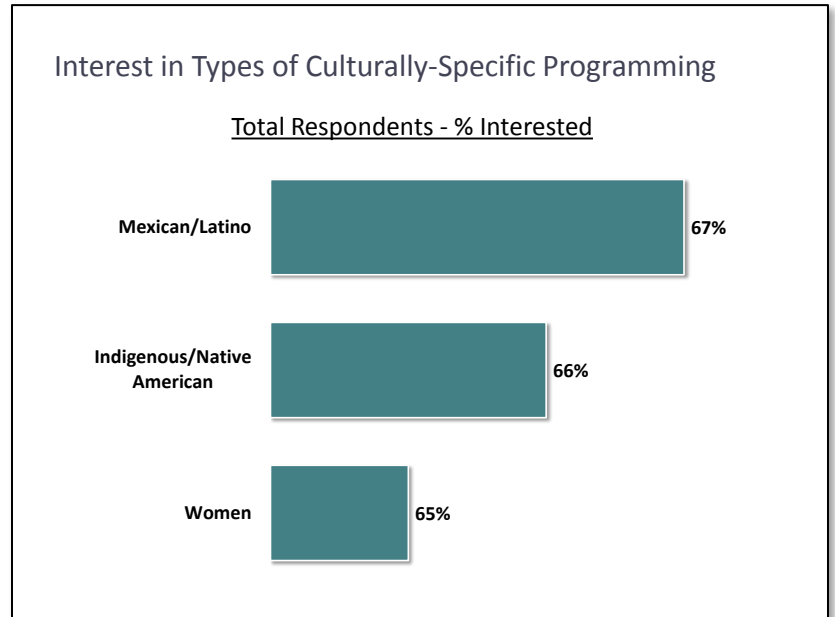


- The types of public art that the most people want to see Downtown and in Neighborhood Parks are:

Downtown		In Parks & Greenways	
Artwork accessible from Street Level	55%	Long-term public art installations that are permanently located	53%
Artwork accessible from River Level	52	Artwork accessible from Greenways Level	46
Pop-Up, temporary artworks that are seasonal	51	Pop-Up, temporary artworks that are seasonal	44
Long-term public art installations that are permanently located	49	Artwork accessible from Street Level	44

**Culturally-specific programming is important to many. Their interests should be kept in mind when funding new programs.**

- More than two-thirds of all survey participants are interested in programming and events that celebrate three specific cultures: Mexican/Latino (67%), Indigenous/Native American (66%) and women (65%).



**Differences by segment identify opportunities for marketing and communications strategies tailored to specific groups of individuals.**

- Awareness among Residents and Visitors is particularly low for publishing, cultural activities for older adults and classes, lectures and professional development which might benefit from more publicity.
- A differentiating barrier is uninteresting topics and venues, cited by Residents.
- Arts festivals, fairs and parades and music performances are most interesting to Residents. Many Arts Patrons express an interest in theater, while several other items are important to Visitors.
- Arts Patrons are the most open to Mexican/Latino offerings while Visitors have more of a preference for Indigenous.
- Arts Patrons want to see more public art Downtown and in Neighborhood Parks and Greenways, while they and Visitors would like to see more at the airport.

Differences by Segment

	Residents	Visitors	Arts Patrons
<b>Lack of awareness</b>			
Publishing books or periodicals	34%	39%	26%
Cultural activities for older adults	31	35	23
Classes, lectures, prof'l development	27	33	16
<b>Barriers to participation</b>			
Cost of events and activities	51%	41%	49%
Inconvenient times and days	42	30	41
Difficult to access locations	31	26	32
Uninteresting topics and venues	30	16	26
<b>Most interesting offerings</b>			
Arts festivals, fairs, parades	42%	37%	35%
Music performances	37	33	27
Theater performances	27	26	32
Historic preservation	23	27	17
Cultural activities for older adults	18	22	16
Art tours, art walks	16	21	15
<b>Interest in culturally-specific</b>			
Mexican/Latino	63%	61%	72%
Indigenous/Native American	61	67	69
<b>Where want to see more public art</b>			
Downtown	44%	46%	51%
Neighborhood Parks & Greenways	40	31	58
Airport	23	30	32

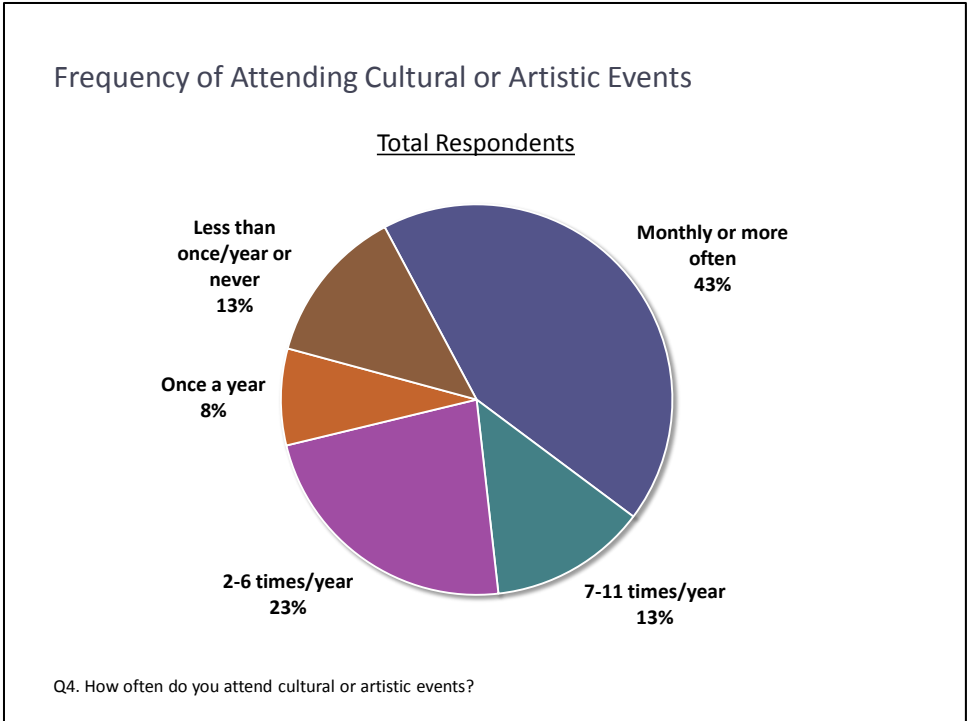
## Detailed Findings

### Engagement

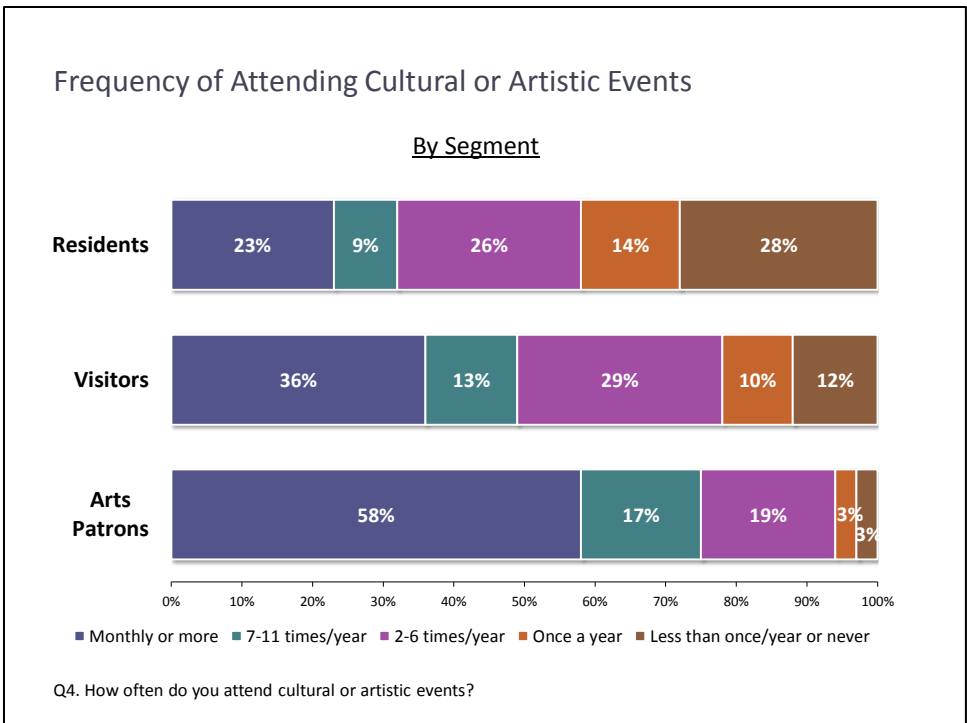
#### Attendance

Survey respondents attend cultural and artistic events quite frequently.

- Overall, two out of five attend these events monthly.
- 13% attend them less than once a year.



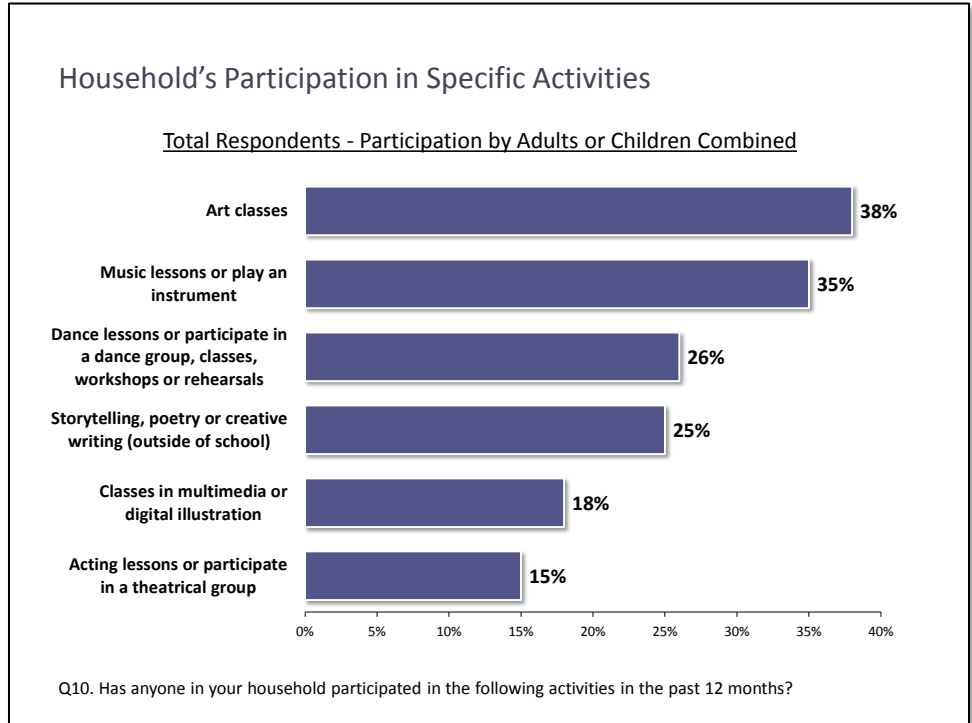
- Arts Patrons, as would be expected, attend events much more often. More than half of them attend cultural and artistic events once a month or even more often.
- Comparatively, Visitors are more active in this respect than Residents. Over a fourth of Residents do not attend events more than once a year.



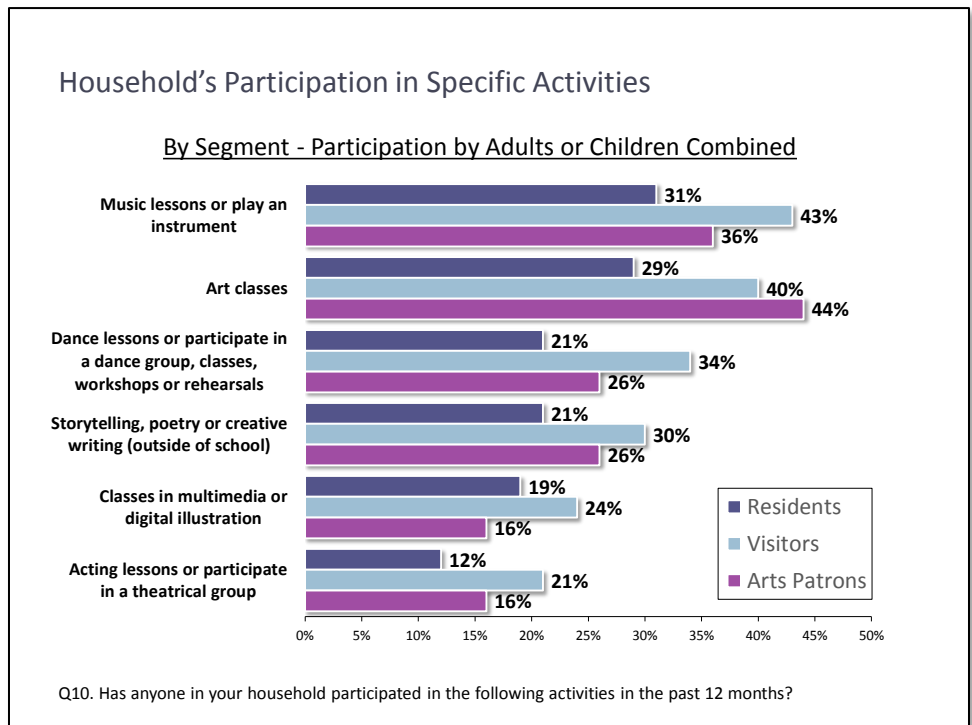
**Participation in Activities**

Many people actively participate in the arts activities offered in San Antonio.

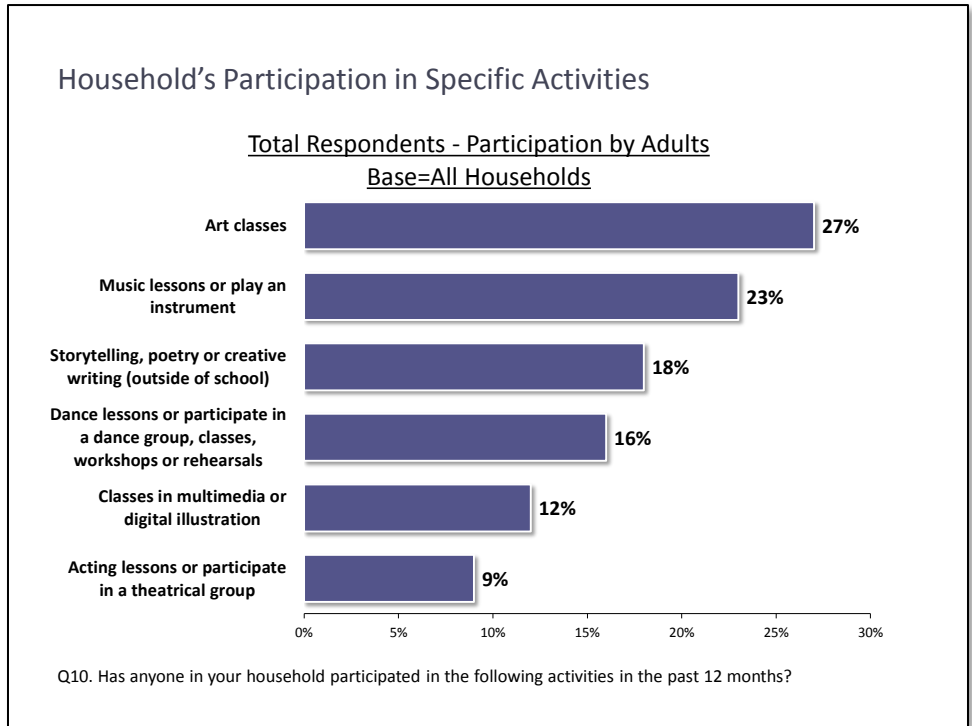
- Of the different activities tested, art classes and music lessons/play an instrument are what survey respondents participate in the most.



- Of the two most popular activities, more Visitors participate in music lessons/play an instrument and more Arts Patrons participate in art classes.
- About equal proportions of Residents participate in these top two activities.

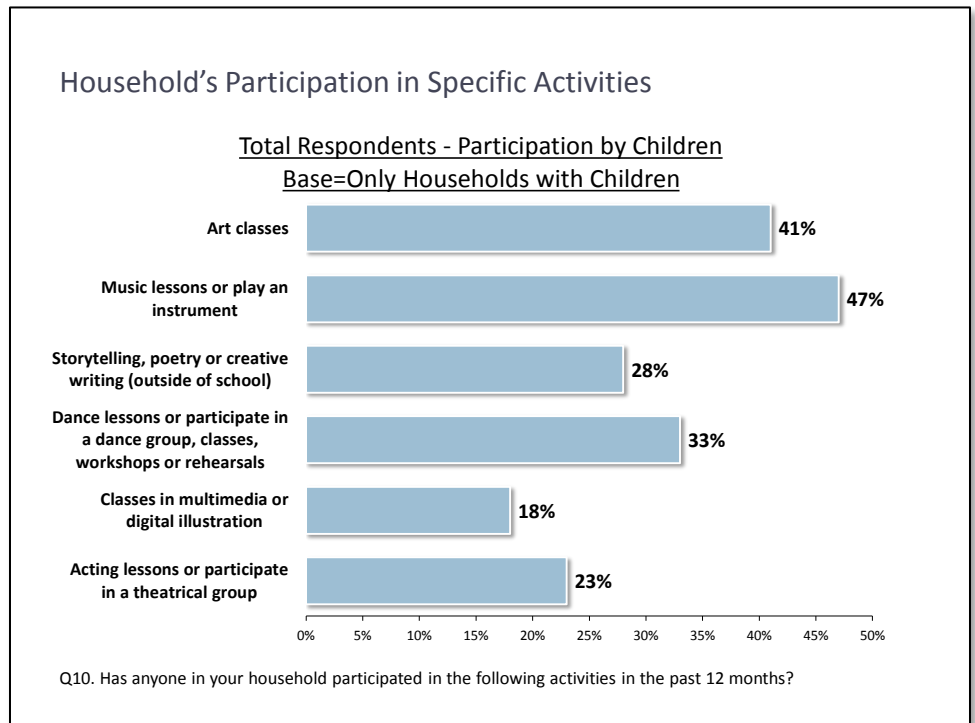


- Among all the households surveyed, adults are most likely to have participated in art classes.



Among those who reported having children, these were the results:

- In the households with children, the most common activity that children have participated in is music lessons/play an instrument.
- A larger proportion of children than adults have participated in each of the activities tested in the survey.



Survey respondents were asked to indicate their awareness of and participation in the following arts and cultural offerings:

**Arts education**

Offering classes, workshops, educational events or instruction in distinct artistic disciplines, such as dance, music, drama, folk arts, media arts and visual arts.

**Classes, lectures or professional development**

Presenting knowledge, insight, instruction, or guidance on a specific topic in Arts and Culture, either in-person or online.

**Crafts/artisan works**

Events for locally, hand-made artisan items and wares, such as pottery, textiles, and jewelry.

**Dance performances**

Various forms of dance to an audience.

**Cultural specific programming**

Arts programming and events that celebrate specific cultures like Mexican/Latino, Indigenous/Native American, African-American/ Black, Asian, Women's, LGBTQ, Youth, Older Adults, and others.

**Exhibits**

Displaying works of art, educational installations, or other items of interest in a gallery, museum, public site, or other visitation-based setting.

**Arts Festivals, fairs, or parades**

Gatherings which may involve performances, vendors, and other activities, generally in recognition or celebration of a particular occasion, theme, or constituency.

**Historic preservation**

Protection, conservation, reparation, or rehabilitation of buildings, objects, landscapes, or other artifacts of historical significance.

**Music performances**

Various forms of music to an audience.

**Public Art**

Art in public spaces, in any media, that is accessible to all. Includes murals, sculptures, memorials, community art, and creating engaging public places. Can be temporary or permanent pieces.

**Publishing books or periodicals**

Events for printed works, including paper and e-books, magazines, newspapers, and their internet equivalents.

**Theatre performances**

Various theatrical productions to an audience.

**Art tours/art walks**

Offering visits of an organization's exhibits, facilities, or grounds; or of a particular geographic area; to explain the significance, history, or relevance of the collection or site.

**Cultural activities for older adults**

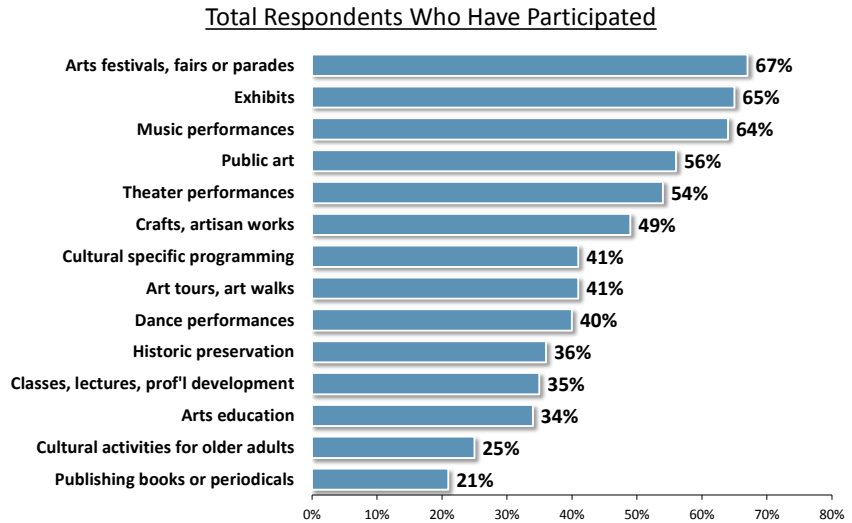
Offering classes, workshops, educational events, lectures or accessible exhibitions/performance for older adults in artistic disciplines, such as dance, music, drama, folk arts, media arts, literary arts, visual arts and art history.



**Participation in Offerings**

- About two out of three survey respondents have participated in one of three offerings: arts festivals/fairs/parades, exhibits and music performances.

Participation in San Antonio Arts and Cultural Offerings



Q13. Please indicate whether you are aware of or have participated in each of the following San Antonio Arts and Cultural offerings.

- These three offerings (arts festivals, exhibits and music performances) have been attended by the largest proportions of Residents, Visitors and Arts Patrons.
- In general, fewer Visitors and more Arts Patrons have attended each of the offerings listed compared to Residents.

Participation in San Antonio Arts and Cultural Offerings

By Segment

	Residents	Visitors	Arts Patrons
Arts festivals, fairs, parades	59%	43%	78%
Exhibits	54	44	77
Music performances	54	42	76
Public art	44	35	69
Theater performances	42	28	69
Crafts, artisan works	37	29	61
Dance performances	32	24	50
Art tours, art walks	31	35	49
Historic preservation	30	33	41
Cultural specific programming	28	19	56
Classes, lectures, prof'l development	18	15	51
Arts education	17	15	50
Cultural activities for older adults	14	17	35
Publishing books or periodicals	12	11	30

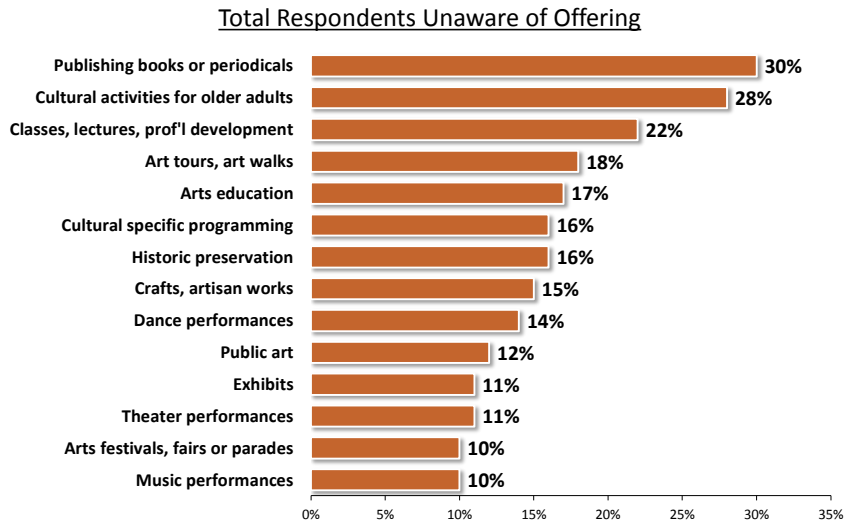
Q13. Please indicate whether you are aware of or have participated in each of the following San Antonio Arts and Cultural offerings.

**Awareness of Offerings**

Survey participants were asked to indicate their awareness of each arts and cultural offering. In general, most survey participants are aware of each of the offerings.

- The graph shows the proportion of survey respondents who indicated they were not aware of each arts and cultural offering. The largest proportions are not aware of publishing activities or cultural activities for older adults.

Lack of Awareness of San Antonio Arts and Cultural Offerings



Q13. Please indicate whether you are aware of or have participated in each of the following San Antonio Arts and Cultural offerings.

- Overall, Arts Patrons are more aware and Visitors less aware of each of the offerings listed.

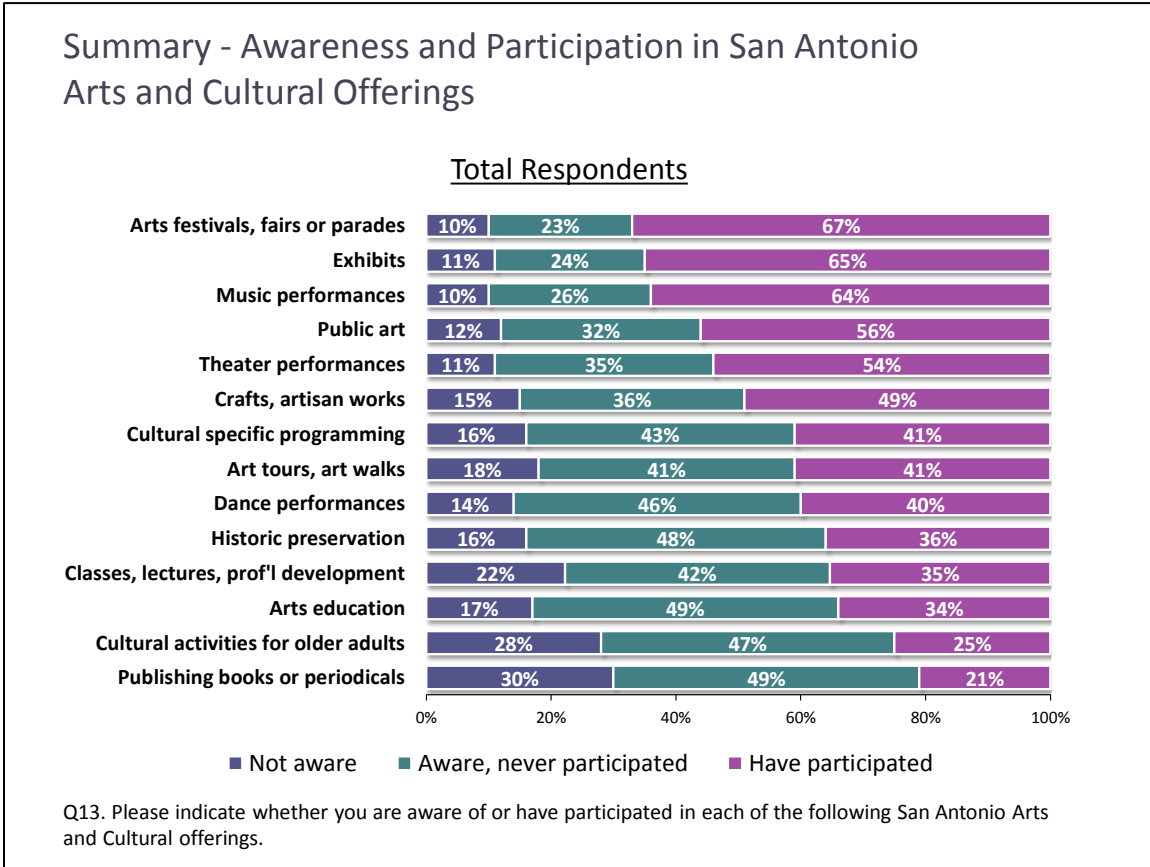
Lack of Awareness of San Antonio Arts and Cultural Offerings

% Unaware By Segment

	Residents	Visitors	Arts Patrons
Publishing books or periodicals	34%	39%	26%
Cultural activities for older adults	31	35	23
Classes, lectures, prof'l development	27	33	16
Arts education	21	29	10
Art tours, art walks	21	23	15
Cultural specific programming	20	28	10
Crafts, artisan works	19	21	10
Historic preservation	19	21	14
Dance performances	16	23	9
Public art	16	23	7
Exhibits	13	21	7
Theater performances	13	21	8
Arts festivals, fairs, parades	12	17	6
Music performances	12	16	6

Q13. Please indicate whether you are aware of or have participated in each of the following San Antonio Arts and Cultural offerings.

- To summarize, awareness and participation are correlated: activities with the highest levels of awareness are also the ones that the most people participate in.
- It is possible that, for some of the offerings with lower participation rates, that the reason for low participation is not a lack of interest but a lack of awareness.



## Importance of Art

Art in general is important to most survey participants. In open-ended comments, several survey participants explained why art is important to them.

### Selected Verbatim Comments



#### Importance of the Arts

*Many people are disconnected from their culture and their neighborhoods - art and cultural activities can help them reconnect.*

*There is a cultural significance of dance, music, food, art, and games. Continue to present them in a systematic manner that will encourage appreciation of the various cultural influences that comprise our society.*

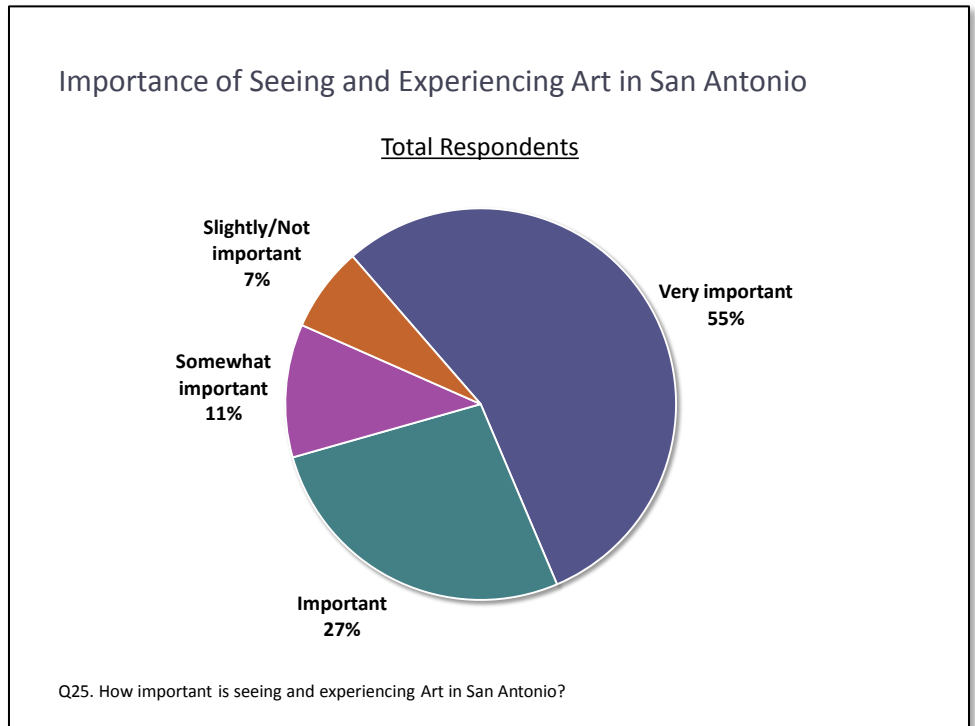
*We have great artists here. We are an important city and we need to show our great artists.*

*We have painting, sculpture, architecture, music for many types, the missions, churches, festivals for Spanish, Texas, Asian, German, etc., the Riverwalk, botanical gardens, etc. etc. etc.*

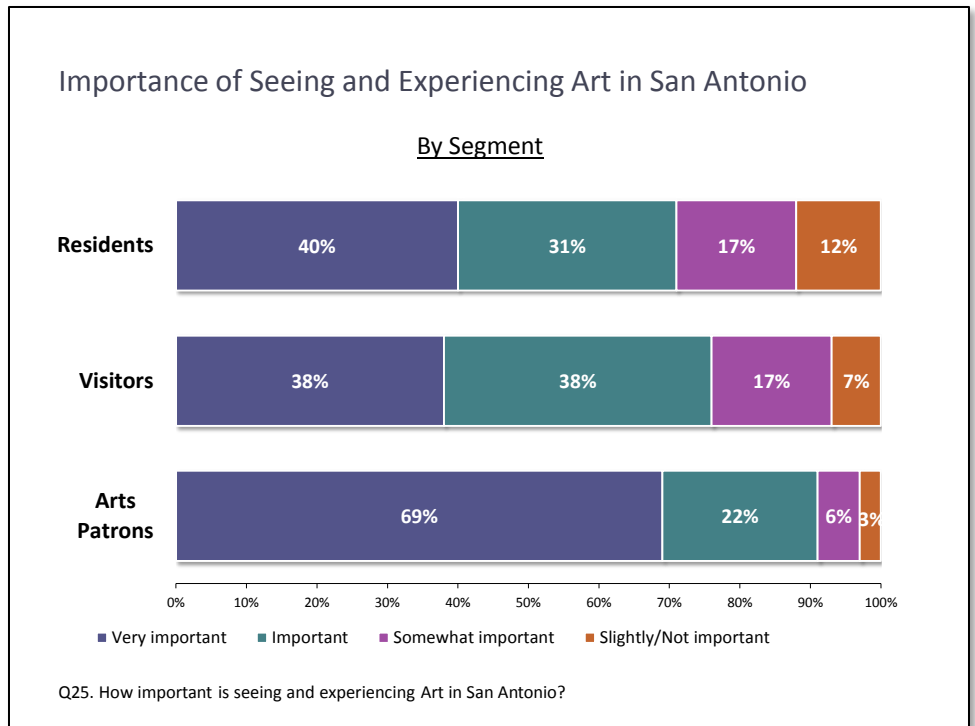
Q15. What other types of arts, cultural events and activities would you like to see offered by the City of San Antonio?

**Art in San Antonio**

- More than half of those surveyed consider seeing and experiencing art in San Antonio “very important.”
- A majority consider this “very important” or “important.”

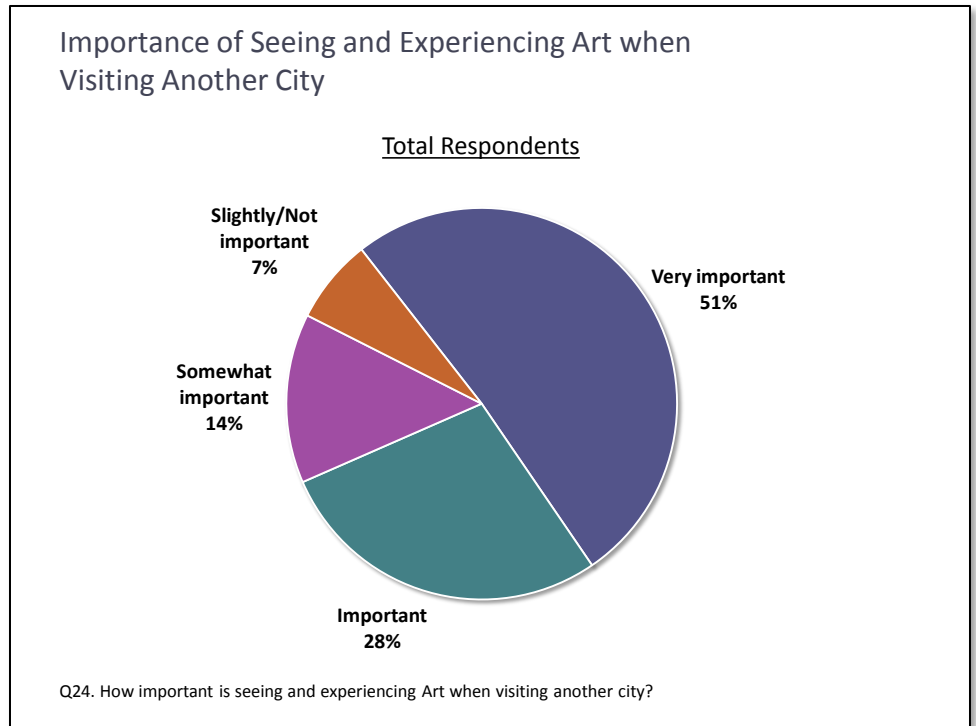


- Art in San Antonio is “very important” to about two out of five Residents and Visitors. It is “very important” to even more Arts Patrons.

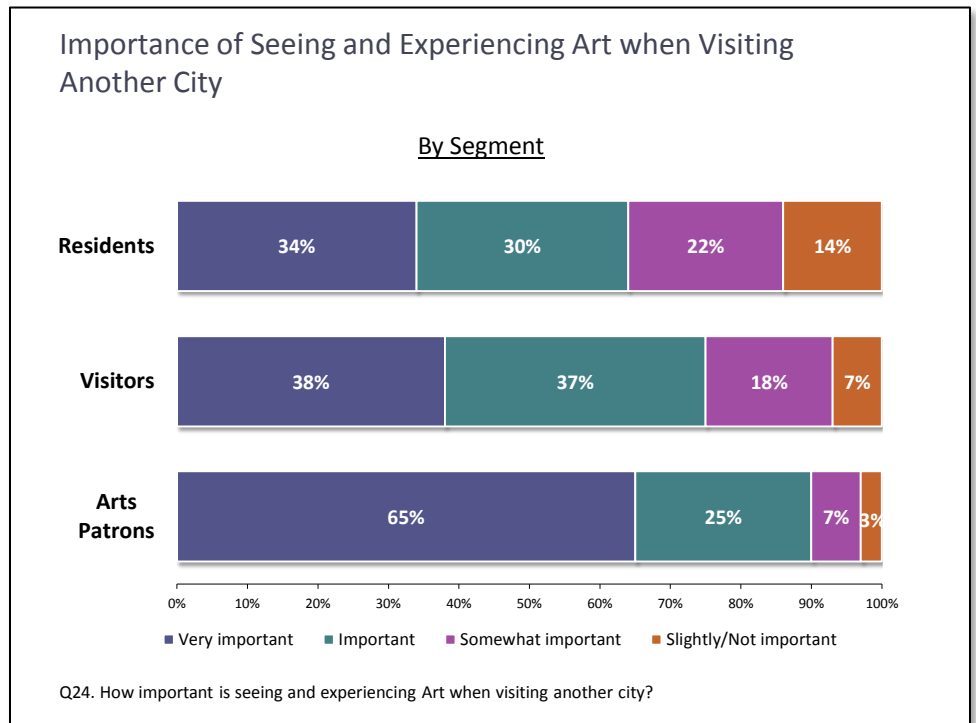


**Art in Other Cities**

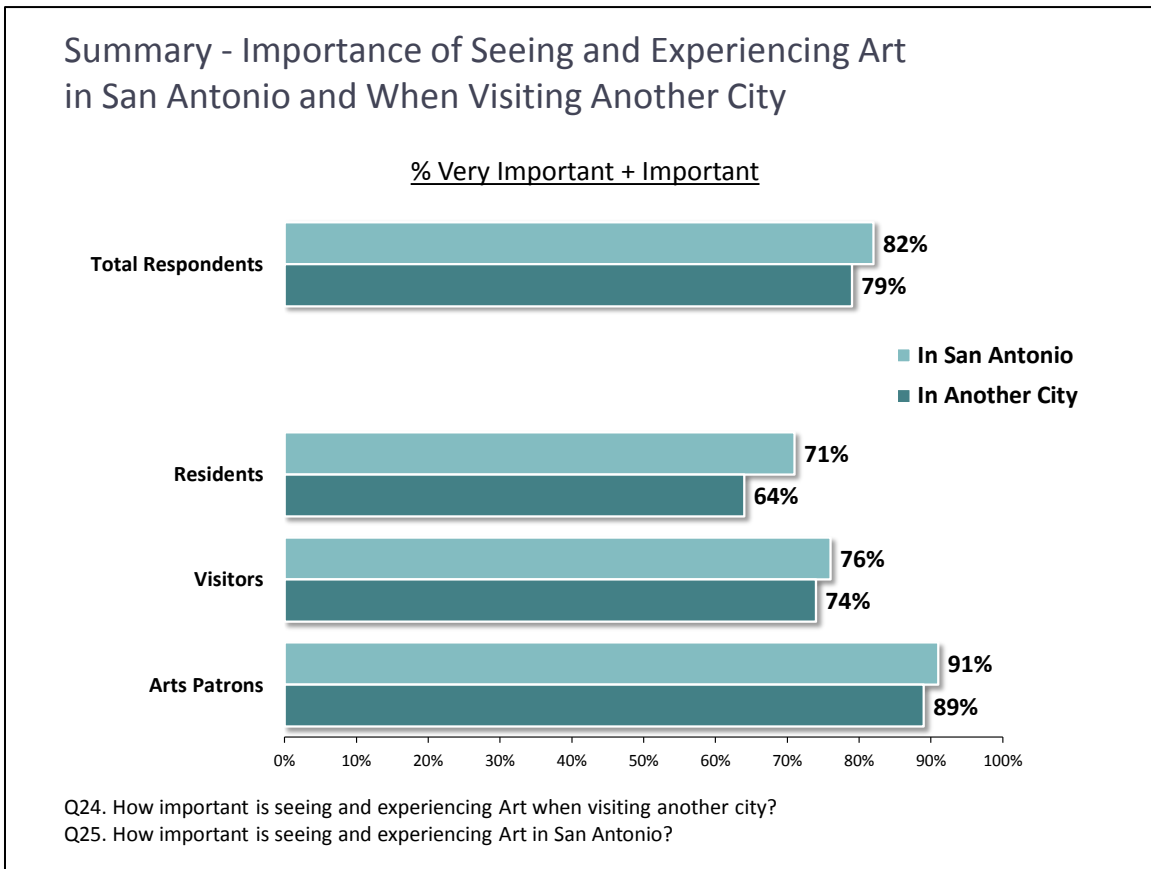
- Similar to the importance of art in San Antonio, many survey participants also believe that seeing and experiencing art when they visit another city is also “very important.”
- Most people consider it “very important” or “important.”



- Seeing and experiencing art in other cities is “very important” to over a third of Residents and Visitors and almost two-thirds of Arts Patrons.

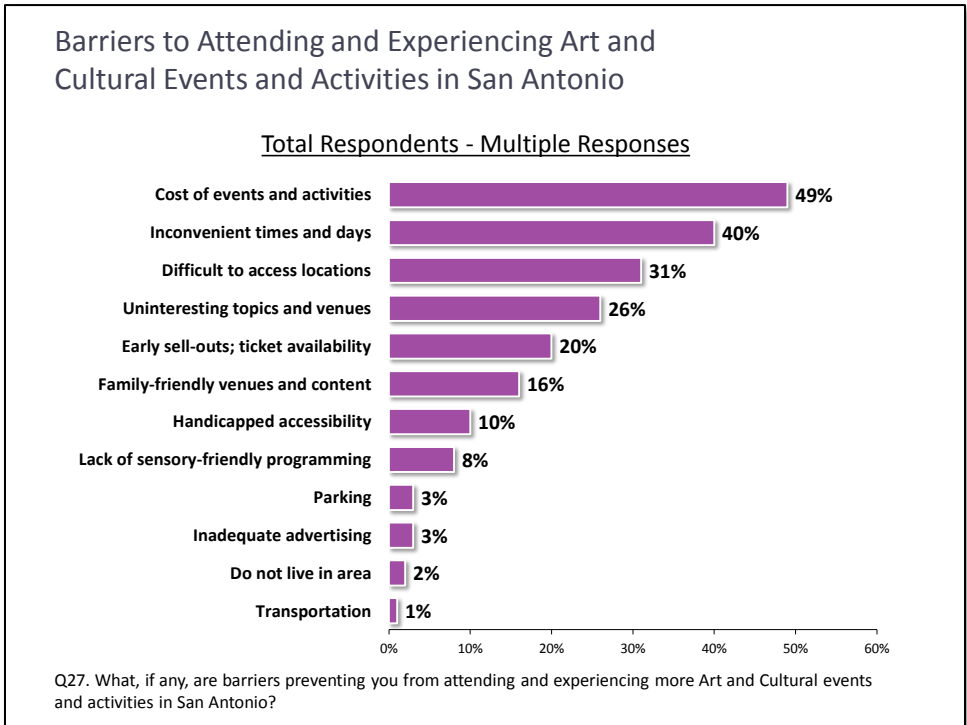


- Comparatively, seeing and experiencing art is “very important” or “important” to most of the people surveyed regardless of whether it is in San Antonio or in another city.
- Slightly more survey participants consider art in San Antonio important compared to other cities.



**Barriers**

- The primary barrier preventing survey participants overall from attending art and cultural events in San Antonio is the cost, followed by inconvenient days and times.



- Cost is a primary barrier for all three segments although it is a problem for fewer Visitors than Residents and Arts Patrons.
- More Residents also identify uninteresting topics as a reason for not attending events and activities.

### Barriers to Attending and Experiencing Art and Cultural Events and Activities in San Antonio

By Segment - Multiple Responses

	Residents	Visitors	Arts Patrons
Cost of events and activities	51%	41%	49%
Inconvenient times and days	42	30	41
Difficult to access locations	31	26	32
Uninteresting topics and venues	30	16	26
Early sell-outs; ticket availability	21	20	19
Family-friendly venues and content	17	18	15
Handicapped accessibility	11	11	9
Lack of sensory-friendly programming/accommodations	9	10	6
Parking	1	1	5
Inadequate advertising	1	1	4
Transportation	1	1	2
Do not live in the area	0	7	2

Q27. What, if any, are barriers preventing you from attending and experiencing more Art and Cultural events and activities in San Antonio?



- In open-ended comments, several survey participants mentioned issues such as lack of awareness, high cost and limited locations as barriers preventing them from participating in arts and cultural events and activities more often.

### Selected Verbatim Comments



**More Advertising, Better Marketing of Events**  
*I think we offer a lot - I would just like to see better marketing and further in advance so I can plan out. :-)*  
*A better, sustained, centralized information campaign for the cultural events and opportunities that do exist.*

**Lower Cost**  
*I'd like to see MORE FREE events, meaning that there isn't any ADMISSION charge to see the art - like a free art walk where people can go see it for free but are allowed to BUY the art at the same time and converse with the artist.*  
*I would like to see things that do not cost so much that too many people in this city cannot afford to participate.*

**Wider Range of Locations**  
*Would love to see events presented outside of Loop 410! Access to downtown is difficult and so many of our cultural events are there. BRING CULTURE TO THE PEOPLE!*  
*Diverse programming throughout city and not just concentrated in areas of town that will attend. I want to see inclusion of all communities with promotion in all areas of town. An open invitation to attend and collaborate with new communities who are new residents of our city.*  
*Too many things are Downtown. Transportation and parking are always an issue Downtown.*

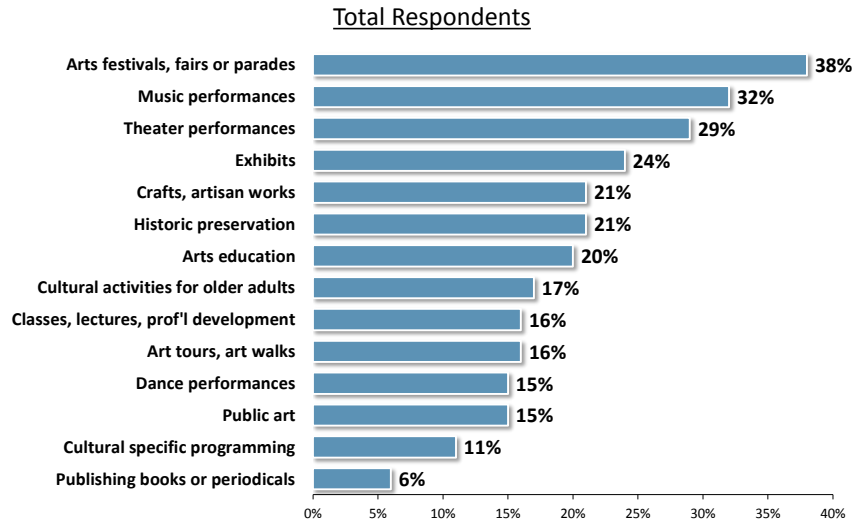
Q15. What other types of arts, cultural events and activities would you like to see offered by the City of San Antonio?

## Public Interest - What Do They Want?

Survey participants identified the arts and cultural offerings in San Antonio that they found most and least interesting.

- Arts festivals/fairs/parades is the offering rated highest in terms of interest to survey participants.

### Most Interesting San Antonio Arts and Cultural Offerings



Q14. You will be presented with five arts and cultural offerings from San Antonio and asked to indicate which would be most interesting to you and which would be least interesting to you.

- There are some notable differences by segment. For instance, more Residents than others find arts festivals and music performances interesting. Visitors are more interested in historic preservation, cultural activities for older adults and art walks. And more Arts Patrons find theater, exhibits, art education and classes more interesting.

### Most Interesting San Antonio Arts and Cultural Offerings

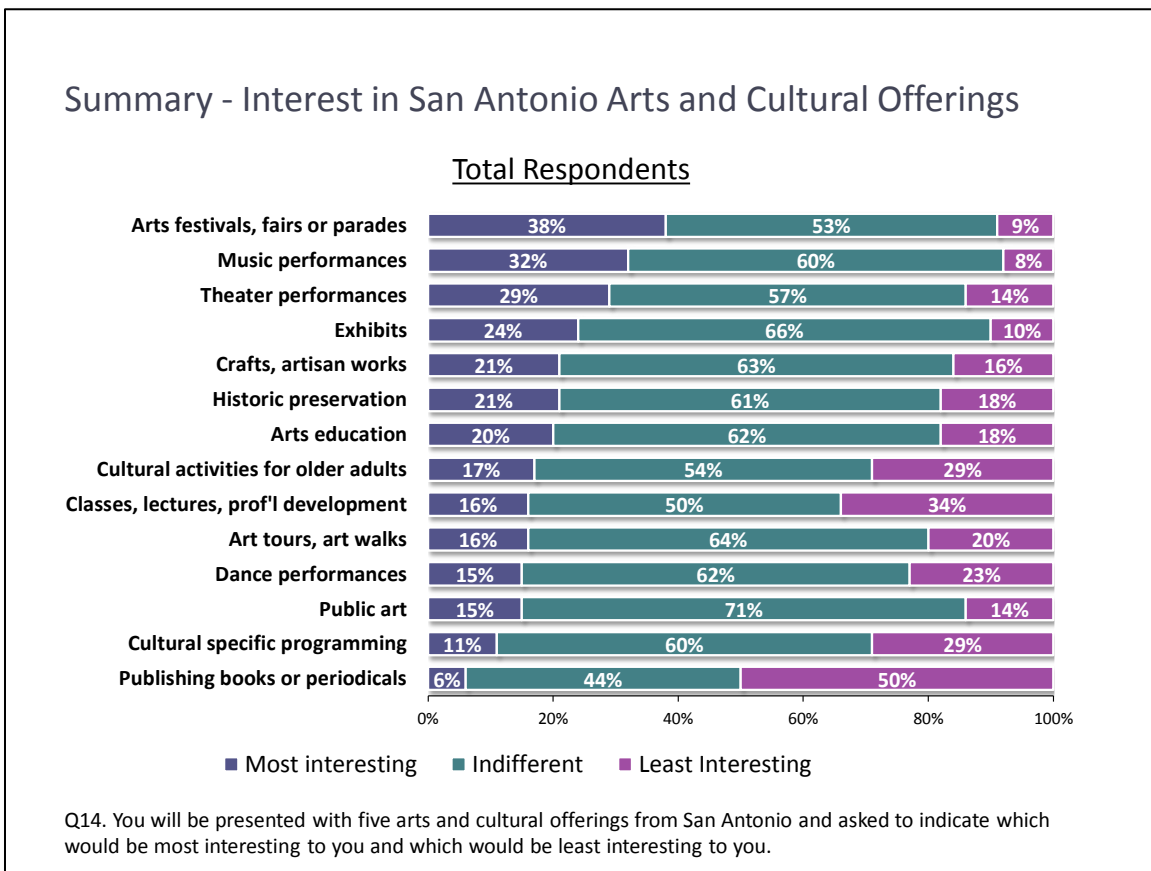
By Segment

	Residents	Visitors	Arts Patrons
Arts festivals, fairs, parades	42%	37%	35%
Music performances	37	33	27
Theater performances	27	26	32
Crafts, artisan works	24	23	17
Historic preservation	23	27	17
Exhibits	20	16	29
Arts education	18	18	23
Dance performances	18	18	11
Cultural activities for older adults	18	22	16
Art tours, art walks	16	21	15
Public art	14	13	17
Classes, lectures, prof'l development	12	13	19
Cultural specific programming	9	15	11
Publishing books or periodicals	5	5	6

Q14. You will be presented with five arts and cultural offerings from San Antonio and asked to indicate which would be most interesting to you and which would be least interesting to you.

Overall, the graph below shows how each arts and cultural offering is rated as either most interesting or least interesting or is not rated either way (indifferent).

- Least interesting are publishing and classes/ lectures/professional development.
- Near 30% favor performance based offerings.



- Survey participants suggested a wide range of other events and activities they would like to see offered by the City of San Antonio.

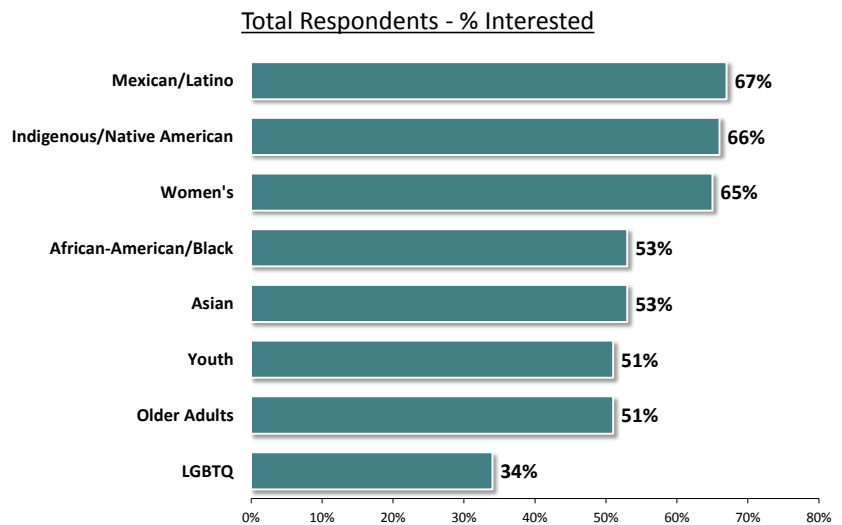
Other Types of Arts, Cultural Events and Activities that Respondents Would Like To See Offered by the City of San Antonio  
(Open-ended Response)



Q15. What other types of arts, cultural events and activities would you like to see offered by the City of San Antonio?

- Approximately two-thirds of surveyed respondents indicate that they would be interested in Mexican/Latino, Indigenous/Native American and Women’s culturally-specific programs.

### Interest in Types of Culturally-Specific Programming



Q16. How interesting to you is culturally-specific programming (programming and events that celebrate specific cultures) for the following groups?

- Visitors differ from Residents in that more Visitors are interested in Indigenous/Native American programming than Mexican/Latino.
- More Arts Patrons than others are interested in each of the programming types listed in the survey. Many Arts Patrons are particularly interested in both Mexican/Latino and Women’s programming. *(A high proportion of Arts Patrons are women.)*

### Interest in Types of Culturally-Specific Programming

By Segment - % Interested

	Residents	Visitors	Arts Patrons
Mexican/Latino	63%	61%	72%
Indigenous/Native American	61	67	69
Women’s	57	60	71
Youth	49	51	53
Asian	46	46	60
African-American/Black	43	47	61
Older Adults	43	49	55
LGBTQ	28	28	40

Q16. How interesting to you is culturally-specific programming (programming and events that celebrate specific cultures) for the following groups?

- In the open-ended question about what other events and activities they would like to see, some survey participants mentioned a broader cultural focus and more contemporary offerings.

### Selected Verbatim Comments



#### Broader Cultural Focus

*In San Antonio, there's only a celebration of Hispanic culture. Which is amazing and vibrant, however there are people in Texas from so many backgrounds like Germany, Poland, Italy and more that it would be great to have celebrations of those cultures as well.*

*Cultural based programming outside of Euro-centric or Hispanic cultures, such as African-American, Arab-American, Asian-American, etc. Most activities seem to focus on either Euro-centric or our Hispanic/Latino/Mexican culture. While these are important and relevant considering our population, these are not the only cultures represented in San Antonio. There needs to be a broader representation.*

#### More Modern and Contemporary Art

*More events, exhibits and fairs dedicated to contemporary textiles, ceramics, metals, wood, blacksmithing, and glass. There is too much focus on traditional and historical - bring the aesthetics, discussion, and awareness to the current generation of makers.*

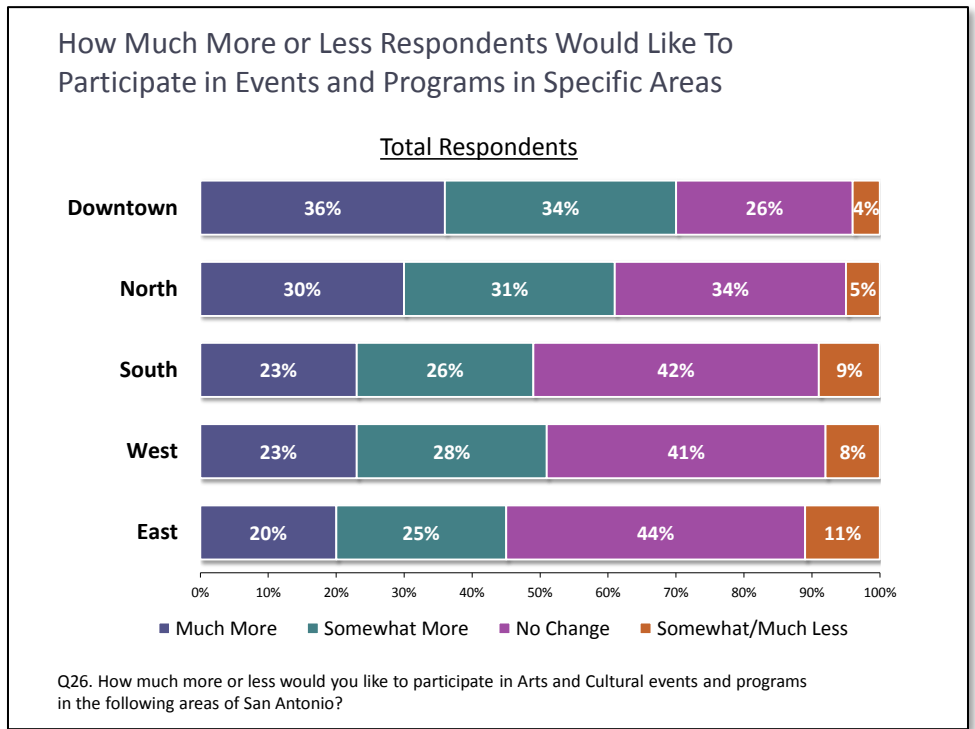
*More contemporary murals done by young emerging artists with the help of community members so that community members feel that they are really a part of something pretty permanent in their area.*

Q15. What other types of arts, cultural events and activities would you like to see offered by the City of San Antonio?

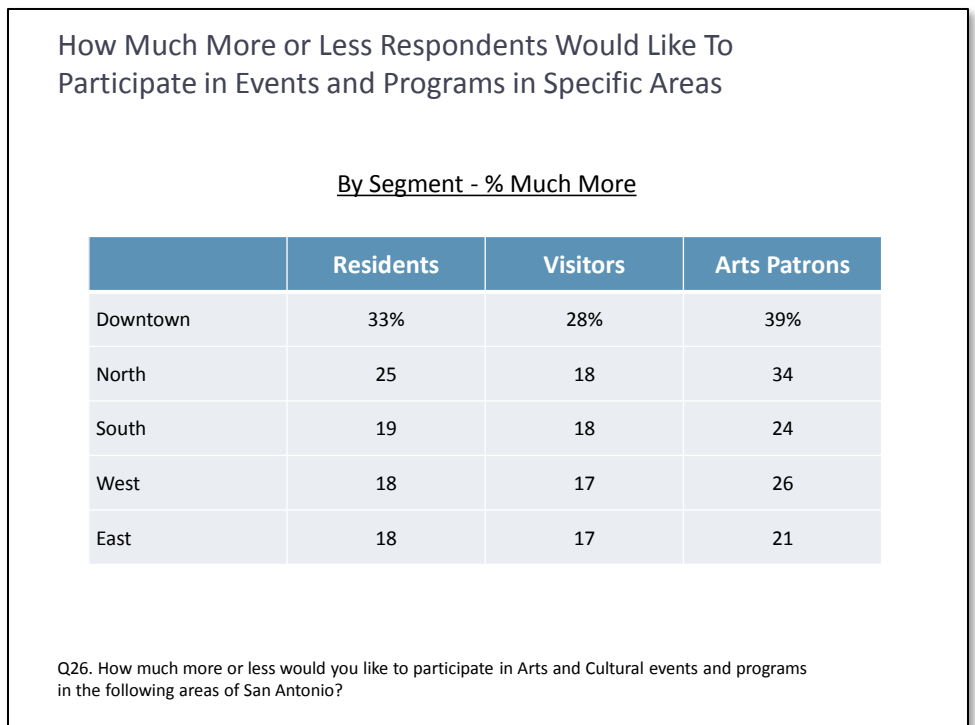
## Locations - Where They Want To Participate

Survey participants rated each of the five areas of San Antonio in terms of where they would like to see more offerings.

- Downtown is the location where the most survey participants would like to see more arts and cultural events and activities.
- The East is selected by the smallest proportion of respondents as the area where they would like to see more events and activities.



- Residents, Visitors and Arts Patrons agree that Downtown is the area where most of them would like to see more offerings.
- Visitors in particular would prefer Downtown to other areas.

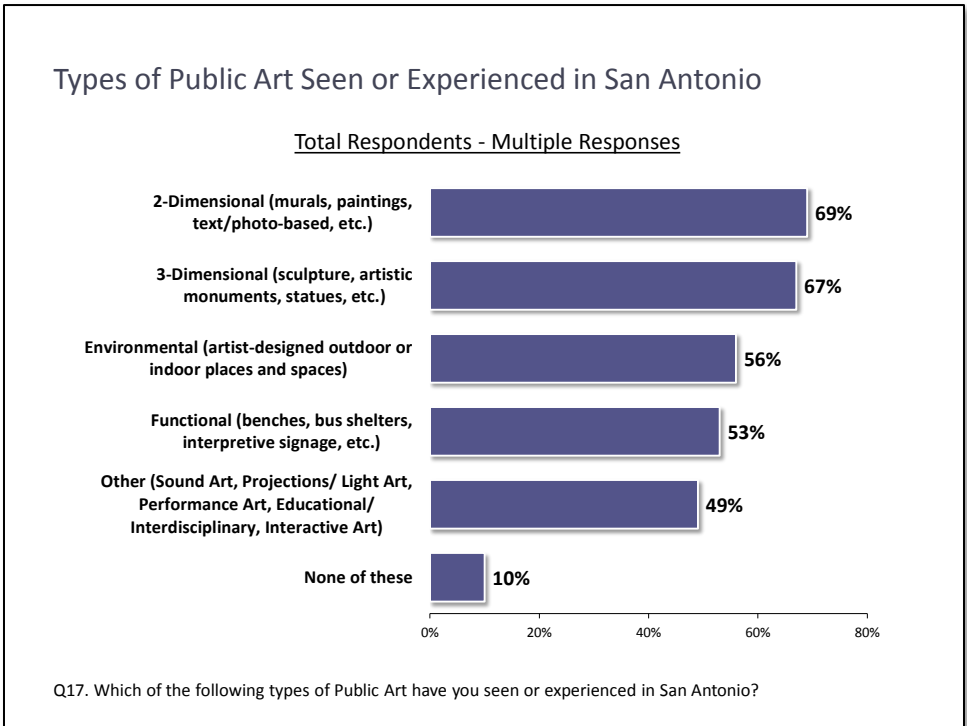


## Public Art

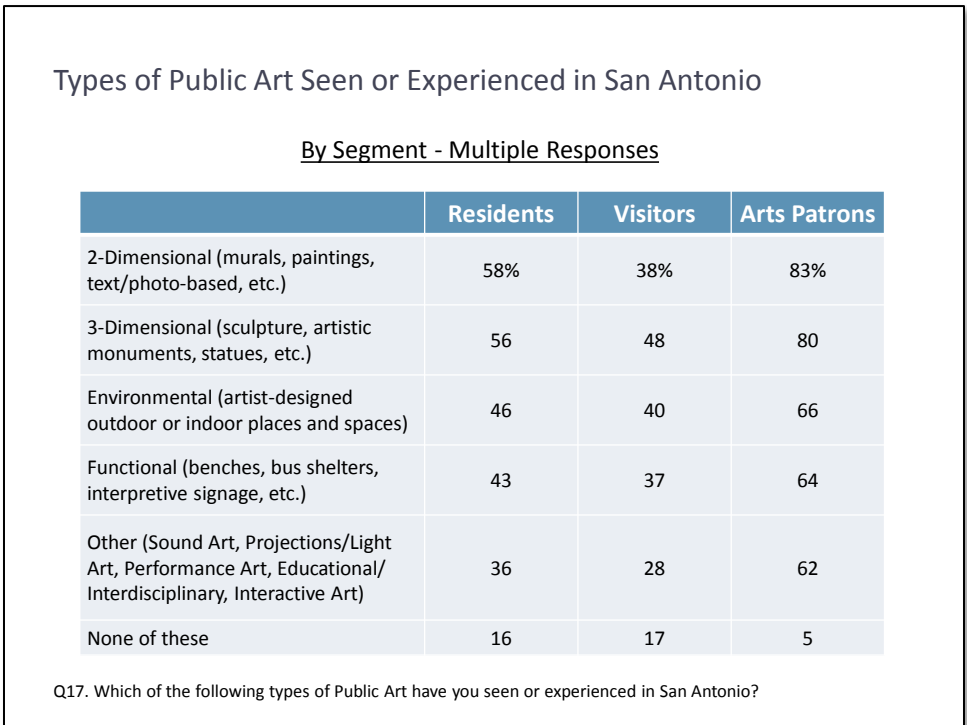
### Public Art Seen or Experienced

Overall, 90% of the people surveyed have seen or experienced some type of public art in San Antonio.

- 2-D and 3-D public art have been seen by over two-thirds of those surveyed.
- A majority have also seen environmental and functional public art.



- 95% of Arts Patrons have experienced public art in San Antonio, more than Residents (84%) and Visitors (83%).
- Arts Patrons are also much more likely to have seen or experienced each of the listed types of public art compared to the other two segments.

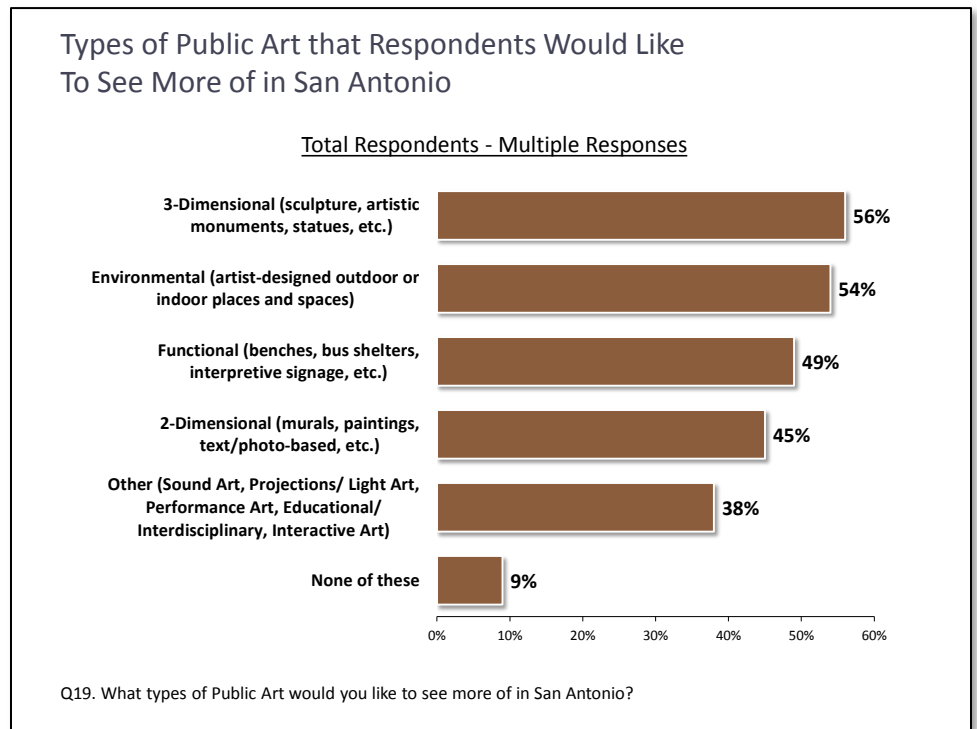




**Public Art They Would Like To See More Of**

Most survey participants (91%) would like to see more of some type of public art in San Antonio.

- A majority of survey respondents would like to see more 3-D and environmental public art.



- Arts Patrons are much more interested than others in each of the types of public art listed. The most Arts Patrons are interested in seeing more environmental art.

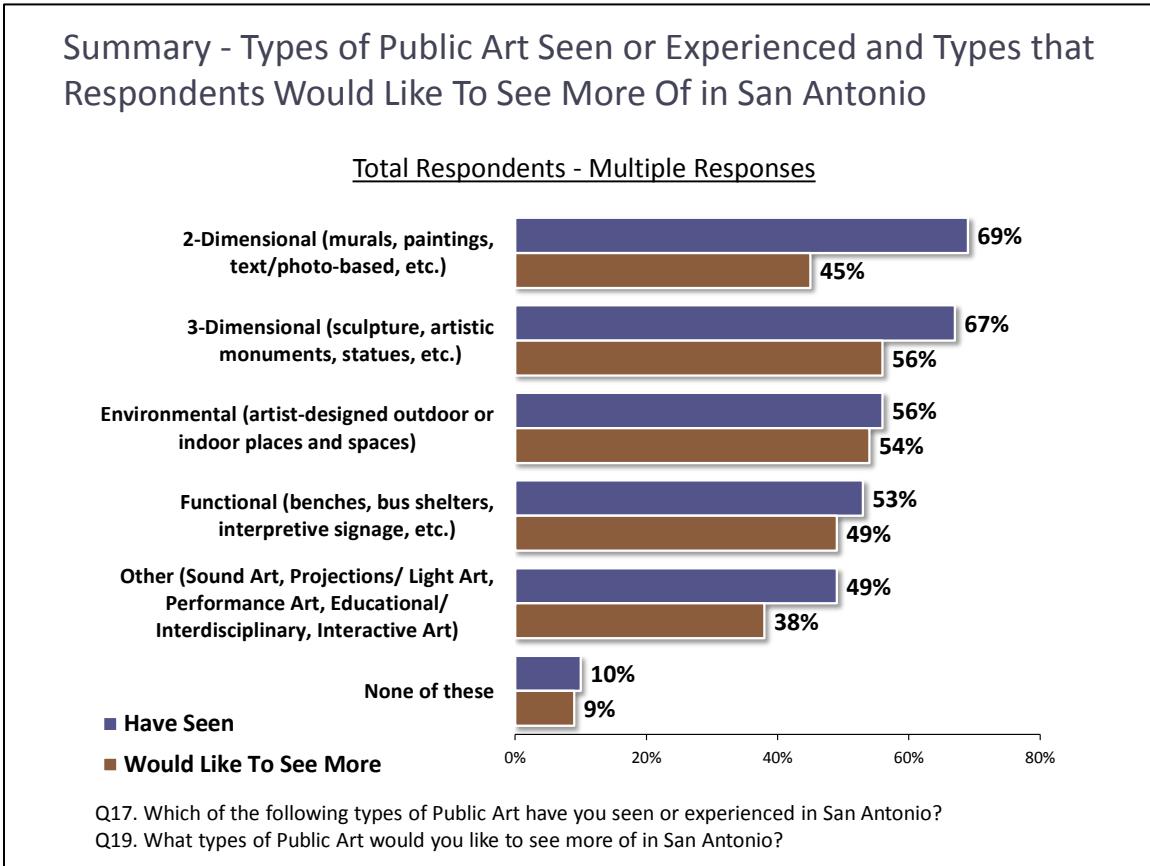
### Types of Public Art that Respondents Would Like To See More of in San Antonio

By Segment - Multiple Responses

	Residents	Visitors	Arts Patrons
3-Dimensional (sculpture, artistic monuments, statues, etc.)	47%	50%	62%
Environmental (artist-designed outdoor or indoor places and spaces)	42%	43%	65%
Functional (benches, bus shelters, interpretive signage, etc.)	40%	33%	59%
2-Dimensional (murals, paintings, text/photo-based, etc.)	35%	33%	55%
Other (Sound Art, Projections/Light Art, Performance Art, Educational/ Interdisciplinary, Interactive Art)	31%	26%	45%
None of these	16%	13%	4%

Q19. What types of Public Art would you like to see more of in San Antonio?

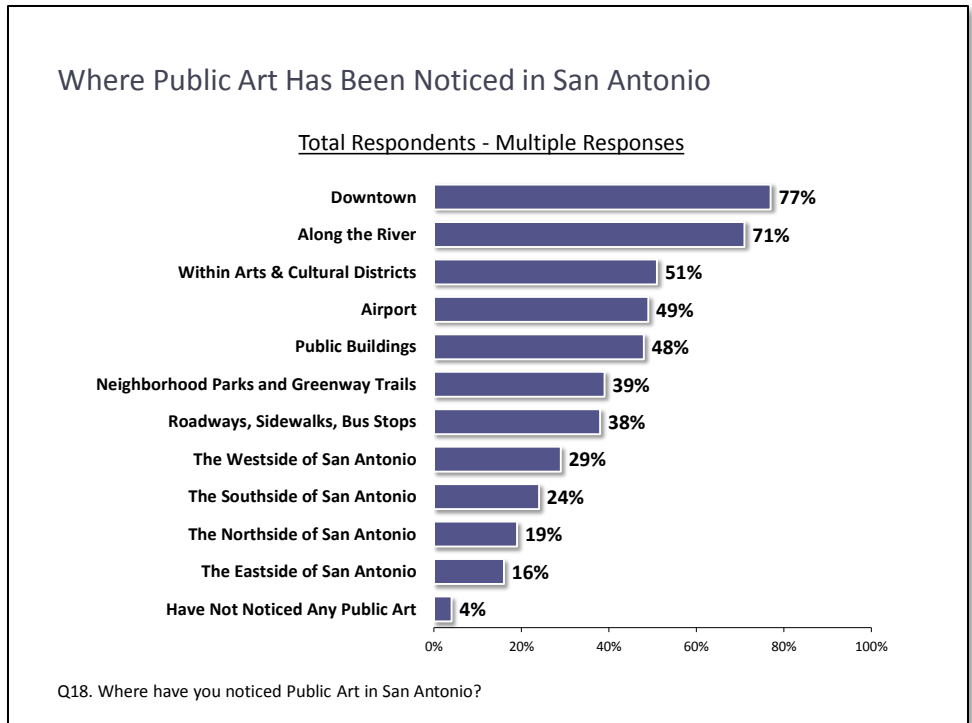
- Comparing the types of public art that survey participants have seen to what they want to see more of, more have seen each type of public art than those who said they wish to see more. There is a particularly large gap for 2-D art where many survey respondents have seen 2-D art in the past and relatively fewer want to see more.



**Public Art Locations**

Survey participants identified all the places where they have seen public art in San Antonio.

- Overall, 96% of all survey respondents say they have seen public art in at least one location.
- The most mentioned locations are Downtown and Along the River.



- Downtown and Along the River are the locations where most people in each segment have seen public art.
- While fewer Visitors than other have seen public art in each of the listed locations, they are particularly less likely to have seen public art in public buildings.
- Arts Patrons, on the other hand, are much more likely to have seen public art in all the listed locations than Residents and Visitors.

Where Public Art Has Been Noticed in San Antonio

By Segment - Multiple Responses

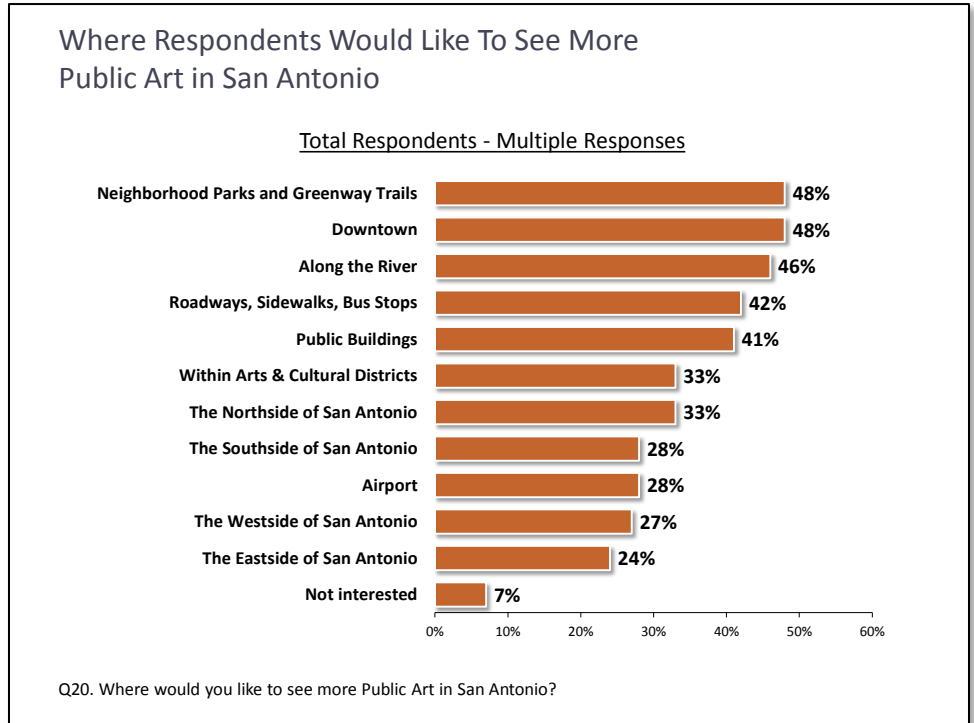
	Residents	Visitors	Arts Patrons
Downtown	75%	52%	84%
Along the River	60%	49%	84%
Public Buildings	40%	28%	58%
Within Arts & Cultural Districts	39%	30%	65%
Airport	34%	30%	63%
Neighborhood Parks and Greenway Trails	32%	20%	48%
Roadways, Sidewalks, Bus Stops	31%	27%	45%
The Westside of San Antonio	23%	9%	39%
The Southside of San Antonio	21%	11%	29%
The Northside of San Antonio	19%	10%	22%
The Eastside of San Antonio	11%	8%	21%
Have Not Noticed Any Public Art	6%	11%	2%

Q18. Where have you noticed Public Art in San Antonio?

**Where They Want To See More Public Art**

Overall, 93% of those surveyed identified places where they would like to see more public art in San Antonio.

- The most people would like to see more public art in the Neighborhood Parks, Downtown and Along the River.



- The largest proportions of Residents and Visitors would like to see more public art Downtown and Along the River.
- The most Arts Patrons, in contrast name the Neighborhood Parks as the location where they would like to see more. More Arts Patrons than Residents and Visitors would like to see more public art in each of the listed locations.
- Visitors are less likely than the others to name the directional areas: Northside, Southside, Eastside and Westside.

Where Respondents Would Like To See More Public Art in San Antonio

By Segment - Multiple Responses

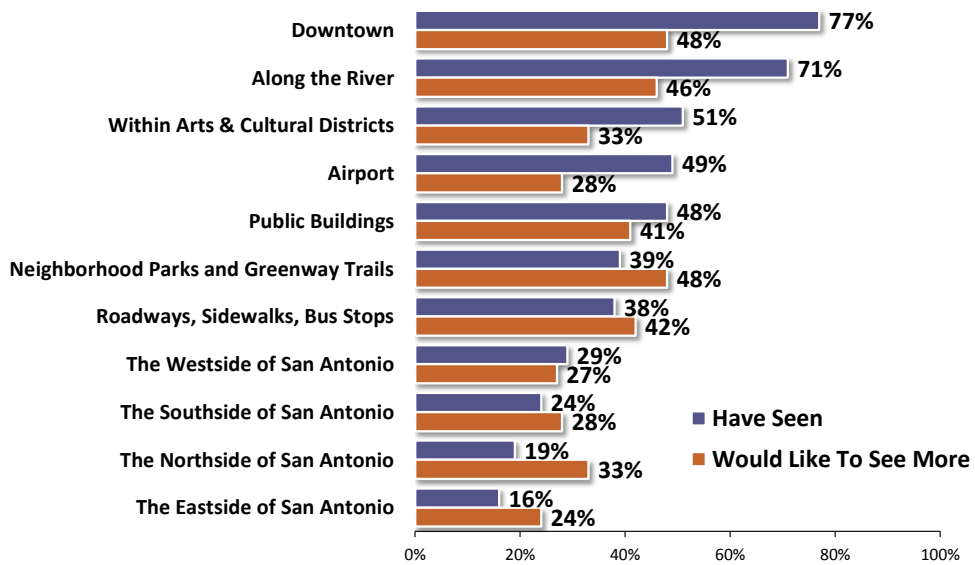
	Residents	Visitors	Arts Patrons
Downtown	44%	46%	51%
Along the River	42	46	48
Neighborhood Parks and Greenway Trails	40	31	58
Public Buildings	34	31	48
Roadways, Sidewalks, Bus Stops	33	28	50
The Northside of San Antonio	31	16	39
Within Arts & Cultural Districts	25	22	42
The Southside of San Antonio	23	15	34
Airport	23	30	32
The Westside of San Antonio	21	14	35
The Eastside of San Antonio	18	13	31
Not interested in seeing more	11	9	4

Q20. Where would you like to see more Public Art in San Antonio?

- Survey participants identify several areas of San Antonio where relatively few have seen public art in the past but would like to see more in the future. These include Neighborhood Parks and Greenway Trails, Roadways/Sidewalks/Bus Stops, Southside, Northside and Eastside.

### Summary - Where Public Art Has Been Seen and Where Respondents Would Like To See More Public Art in San Antonio

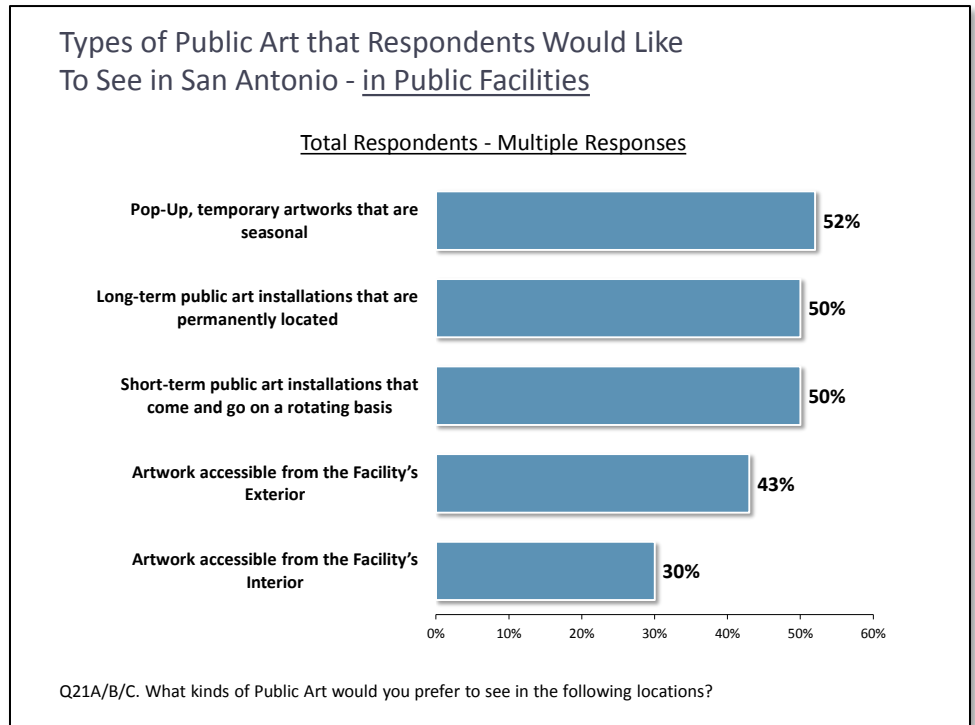
#### Total Respondents - Multiple Responses



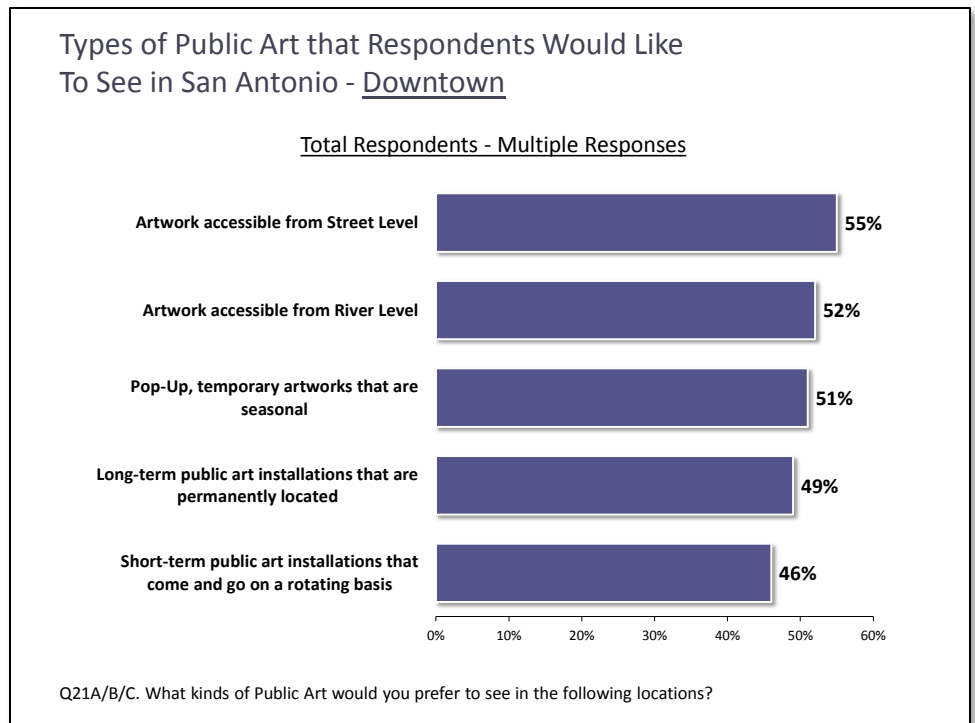
Q18. Where have you noticed Public Art in San Antonio?  
 Q20. Where would you like to see more Public Art in San Antonio?

Survey participants indicated which types of public art they would like to see in public facilities, Downtown and in Parks and Greenways. The type of public art preferred differs by location.

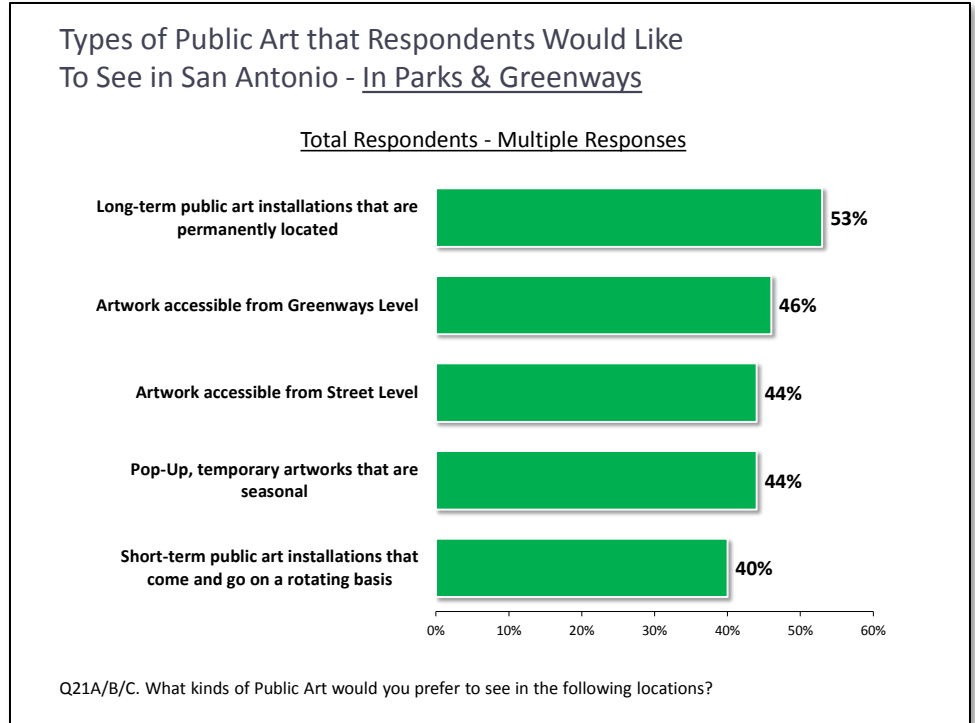
- About half of all survey participants would like to see pop-up, long-term and short-term public art in Public Facilities.



- In Downtown venues, the largest proportions agreed they would like to see street level, river level and pop-up public art.



- Most respondents said they would like to see long-term installations in Parks and Greenways.



- Comparatively, the highest proportion of respondents reported a preference to see pop-up displays in Public Facilities, street level accessible artwork Downtown and long-term installations in Parks and Greenways.
- *(Note: "--" in the table indicates that this was not a response option offered to survey participants for this location.)*

### Summary - Types of Public Art that Respondents Would Like To See in San Antonio - by Location

Total Respondents - Multiple Responses


	In Public Facilities	Downtown	In Parks & Greenways
Pop-Up, temporary artworks that are seasonal	52%	51%	44%
Long-term public art installations that are permanently located	50	49	53
Short-term public art installations that come and go on a rotating basis	50	46	40
Artwork accessible from the Facility's Exterior	43	--	--
Artwork accessible from the Facility's Interior	30	--	--
Artwork accessible from Street Level	--	55	44
Artwork accessible from River Level	--	52	--
Artwork accessible from Greenways Level	--	--	46

Q21A/B/C. What kinds of Public Art would you prefer to see in the following locations?

## Perceptions of Art in San Antonio

- Overall, perceptions of art in San Antonio are very positive. Below are some selected responses to the open-ended question that show how survey participants feel about art in San Antonio.

Selected Verbatim Comments



Positive and Supportive
<i>We have visited San Antonio often, always staying close to the Riverwalk. It's a wonderful place for cultural events and activities.</i>
<i>Dare I just say, the improvement over the past 18 years is EXCELLENT! Keep it up!</i>
<i>There is already so much to do I can barely keep up!</i>
<i>The city does a good job of bringing a diverse range of arts and events to San Antonio.</i>
<i>I think that San Antonio offers a lot of artwork and events. I love everything about the art and culture San Antonio already offers and I don't think I would change or add anything different. They are doing a great job!</i>
<i>I'm very happy with what is offered, and glad I live in San Antonio!</i>
<i>I believe the City of San Antonio offers something for everyone throughout the year.</i>
<i>I feel San Antonio is very diversified in its arts and cultural events.</i>

Q15. What other types of arts, cultural events and activities would you like to see offered by the City of San Antonio?

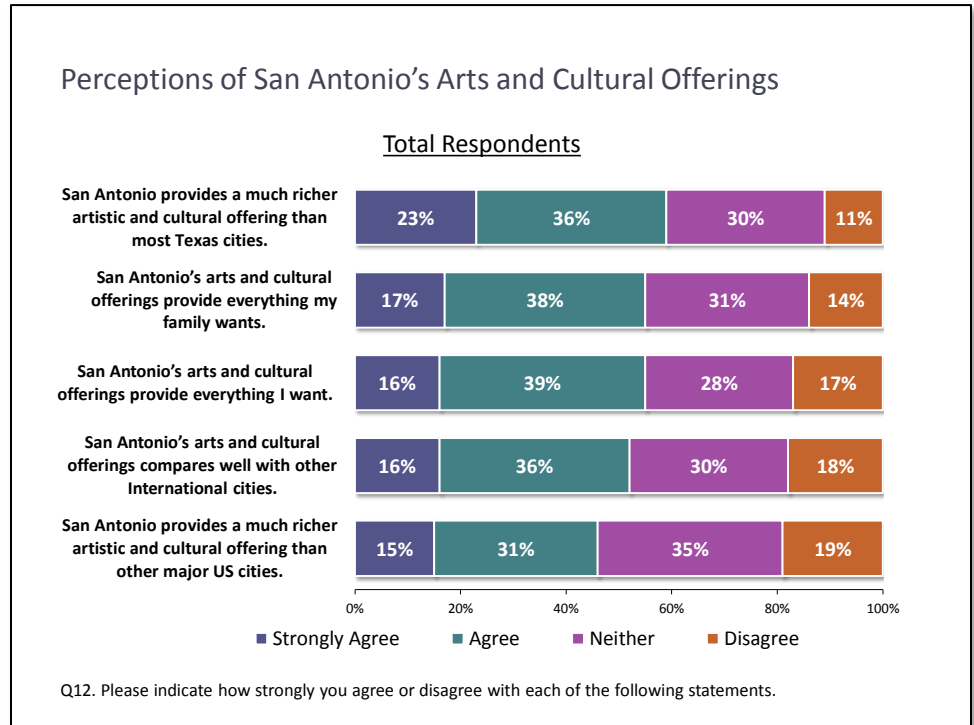
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**Perceptions**

Survey participants were asked the level to which they agreed or disagreed with five statements about San Antonio’s Arts and Culture offerings.

- A majority of survey participants “strongly agree” or “agree” with four of the five statements. They consider San Antonio’s offerings to be better than other Texas cities and better than other international cities. They also agree that San Antonio provides everything the respondent and the respondent’s family wants.



- The Visitor segment is the most positive towards San Antonio’s offerings with over half agreeing with each statement.
- Less Residents and Arts Patrons agree or agree strongly. Most Arts Patrons in particular do not agree that San Antonio’s offerings are richer than those of major US and international cities.

### Perceptions of San Antonio’s Arts and Cultural Offerings

By Segment - % Strongly Agree + Agree

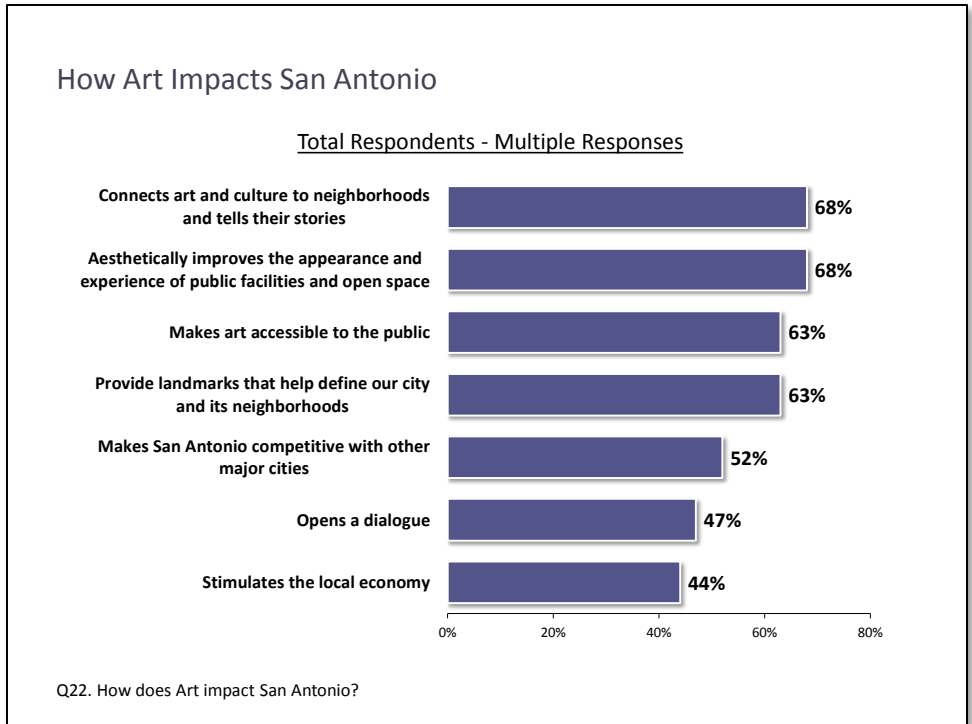
	Residents	Visitors	Arts Patrons
San Antonio’s arts and cultural offerings provide everything my family wants.	58%	61%	51%
San Antonio provides a much richer artistic and cultural offering than most Texas cities.	58	66	57
San Antonio’s arts and cultural offerings compares well with other International cities.	56	69	44
San Antonio’s arts and cultural offerings provide everything I want.	55	61	53
San Antonio provides a much richer artistic and cultural offering than other major US cities.	49	59	41

Q12. Please indicate how strongly you agree or disagree with each of the following statements.

**Impact of Art on San Antonio**

Art is perceived to have a great deal of impact on the city

- More than two out of three survey participants agreed with statement or believe that art connects art and culture to neighborhoods as well as aesthetically improves public facilities and open space.
- Most also agreed with the statement or believe that art is accessible, provides landmarks and makes the city competitive with other major cities.



- Most participants in all three segments say that art connects art and culture to neighborhoods, provides landmarks, and aesthetically improves public facilities and open space.
- Most Arts Patrons also cite each of the other statements as well, in particular believing that art is accessible to the public.

### How Art Impacts San Antonio

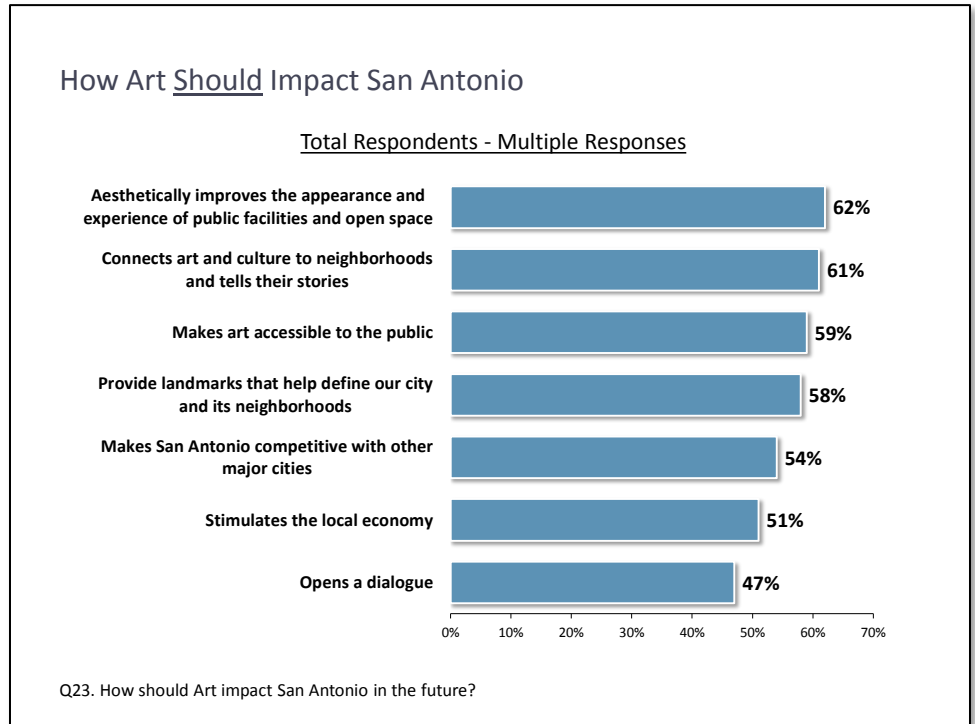
By Segment

	Residents	Visitors	Arts Patrons
Connects art and culture to neighborhoods and tells their stories	60%	53%	77%
Provide landmarks that help define our city and its neighborhoods	57	43	73
Aesthetically improves the appearance and experience of public facilities and open space	56	49	80
Makes art accessible to the public	48	45	78
Makes San Antonio competitive with other major cities	41	41	63
Opens a dialogue	35	31	58
Stimulates the local economy	31	36	54

Q22. How does Art impact San Antonio?

In contrast to how art does impact San Antonio, survey participants indicated how they thought art should impact the city.

- A majority of survey participants believes that art should impact San Antonio in all the ways listed in the statements except for “opens a dialogue.”



- Arts Patrons have the strongest feelings about how art should impact San Antonio. More Arts Patrons agreed most with the statement “aesthetically improves the appearance and experience of public facilities in open space.”

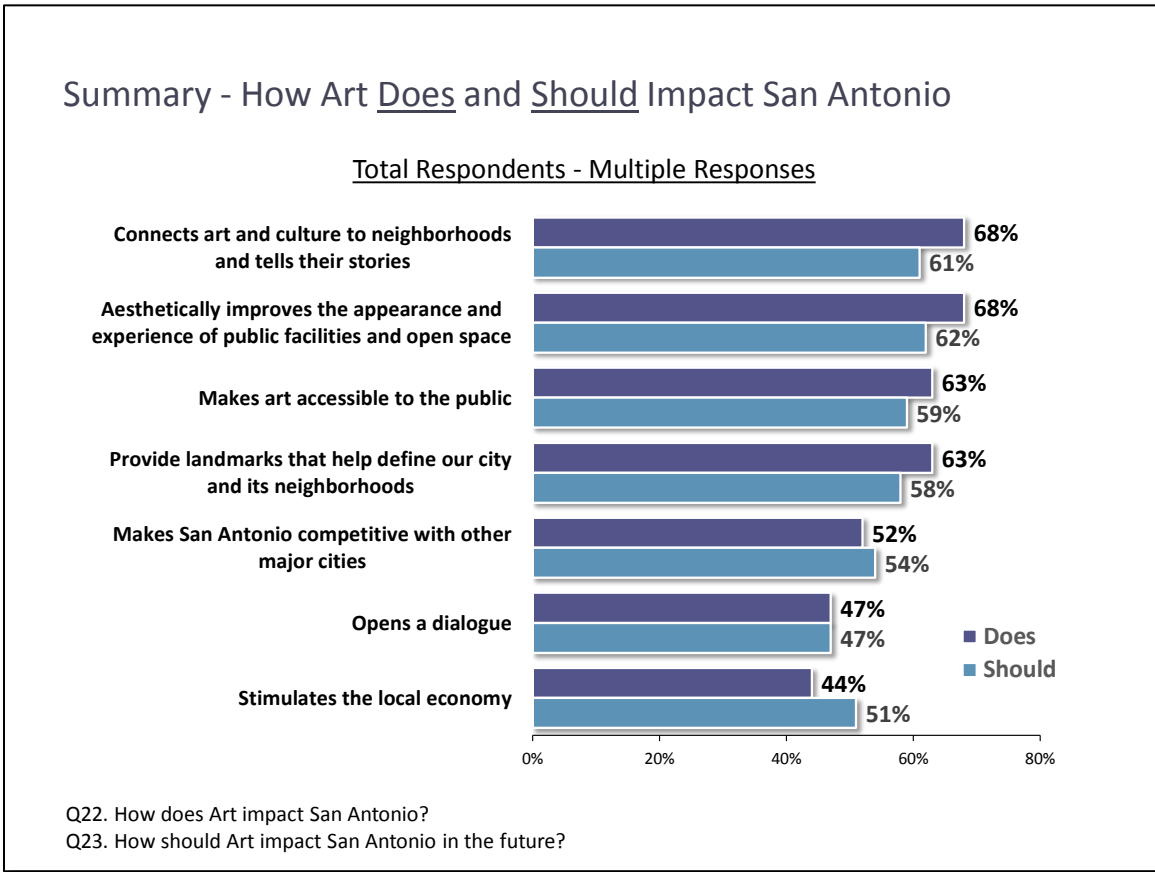
### How Art Should Impact San Antonio

By Segment

	Residents	Visitors	Arts Patrons
Connects art and culture to neighborhoods and tells their stories	56%	48%	69%
Aesthetically improves the appearance and experience of public facilities and open space	53	46	72
Provide landmarks that help define our city and its neighborhoods	53	44	64
Makes San Antonio competitive with other major cities	47	36	63
Makes art accessible to the public	46	46	70
Stimulates the local economy	41	42	60
Opens a dialogue	38	34	57

Q23. How should Art impact San Antonio in the future?

- Comparing responses regarding how art does and should impact San Antonio, the largest proportions believe that art does connect arts and culture to the neighborhoods and should do this, and also believe that art does aesthetically improve the appearance of public facilities and open space and should do this too.



**Appendix**

## Survey Sample

The source of participants for the Resident and Visitor surveys is an online panel of consumers who have indicated a willingness to take surveys online. These respondents are provided an incentive for completing surveys. The Research Now online panel was used.



Arts Patrons were contacted directly by the Arts Agencies and asked to complete a survey. The survey was sent to 51 Arts & Culture Agencies, and they were each provided with a link of the survey to distribute to their respective members to complete surveys. Paper surveys in English and Spanish were also provided upon request.

Completed surveys were received from Arts Patrons through the following agencies:

Artpace Inc.	National Western Art Foundation	Southwest School of Arts
Bihl Haus Arts Inc.	SA Chamber Choir	The Classic Theater of SA
Cactus Pear Music Festival	SA Choral Society	The Magik Theater
Centro Cultural Aztlan	SA Museum of Arts	The Opera of SA
Children's Chorus of SA	San Antonio Film Festival	The Playhouse of SA
Conjunto Heritage Taller	San Antonio Parks Foundation	Urban-15 Group
Contemporary Art for SA/Blue Star	Say Sí	Woodlawn Theater
Dreams Fulfilled Through Music	Sociedad Herencia Puertorriqueña	Youth Orchestra of SA
Esperanza Peace and Justice Ctr.		

## Survey Questionnaire - English Version



CITY OF SAN ANTONIO  
**DEPARTMENT OF  
ARTS & CULTURE**



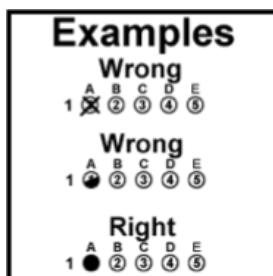
Thank you for participating in our survey. This study is intended to help us understand the needs of our community with regard to arts, cultural and other types of activities in San Antonio.

We are very interested in your opinion on this topic. Please be assured that all answers you give will be held in the strictest confidence and will be used for research purposes only.

Your data will be treated in accordance with data protection laws, and all analyses will be conducted anonymously on an aggregated level.

Thank you very much for participating!

Please fill in the circles completely when taking the survey.



1. Which of the following best describes you? *(Check one)*

- Live in the City of San Antonio, TX
- Do not live in San Antonio, TX, but have visited the city in the past 12 months
- Do not live in San Antonio and have not visited the city in the past 12 months

2. *(If you live in San Antonio, please skip this question)*

In which state or country do you currently live?

**US States**

- |  |                                      |                                     |
|--|--------------------------------------|-------------------------------------|
| <input type="radio"/> Alabama              | <input type="radio"/> Kentucky       | <input type="radio"/> North Dakota  |
| <input type="radio"/> Alaska               | <input type="radio"/> Louisiana      | <input type="radio"/> Ohio          |
| <input type="radio"/> Arizona              | <input type="radio"/> Maine          | <input type="radio"/> Oklahoma      |
| <input type="radio"/> Arkansas             | <input type="radio"/> Maryland       | <input type="radio"/> Oregon        |
| <input type="radio"/> California           | <input type="radio"/> Massachusetts  | <input type="radio"/> Pennsylvania  |
| <input type="radio"/> Colorado             | <input type="radio"/> Michigan       | <input type="radio"/> Rhode Island  |
| <input type="radio"/> Connecticut          | <input type="radio"/> Minnesota      | <input type="radio"/> S. Carolina   |
| <input type="radio"/> Delaware             | <input type="radio"/> Mississippi    | <input type="radio"/> South Dakota  |
| <input type="radio"/> District of Columbia | <input type="radio"/> Missouri       | <input type="radio"/> Tennessee     |
| <input type="radio"/> Florida              | <input type="radio"/> Montana        | <input type="radio"/> Texas         |
| <input type="radio"/> Georgia              | <input type="radio"/> Nebraska       | <input type="radio"/> Utah          |
| <input type="radio"/> Hawaii               | <input type="radio"/> Nevada         | <input type="radio"/> Vermont       |
| <input type="radio"/> Idaho                | <input type="radio"/> New Hampshire  | <input type="radio"/> Virginia      |
| <input type="radio"/> Illinois             | <input type="radio"/> New Jersey     | <input type="radio"/> Washington    |
| <input type="radio"/> Indiana              | <input type="radio"/> New Mexico     | <input type="radio"/> West Virginia |
| <input type="radio"/> Iowa                 | <input type="radio"/> New York       | <input type="radio"/> Wisconsin     |
| <input type="radio"/> Kansas               | <input type="radio"/> North Carolina | <input type="radio"/> Wyoming       |

**Other Areas**

- |   |                                      |  |
|---|--------------------------------------|--|
| <input type="radio"/> Puerto Rico         | <input type="radio"/> Canada         | <input type="radio"/> Other European country |
| <input type="radio"/> Guam                | <input type="radio"/> Mexico         | <input type="radio"/> Asia                   |
| <input type="radio"/> American Samoa      | <input type="radio"/> Germany        | <input type="radio"/> Other <i>(Specify)</i> |
| <input type="radio"/> Mariana Islands     | <input type="radio"/> Australia      | _____  |
| <input type="radio"/> U.S. Virgin Islands | <input type="radio"/> United Kingdom |  |

3. *(If you do not live in the United States, please skip this question)*

What is your five-digit zip code?

--	--	--	--	--



4. How often do you attend cultural or artistic events? (*Check one*)
- Never
  - Daily
  - Weekly
  - Monthly
  - 7-11 times a year
  - 2-6 times a year
  - Once a year
  - Less than once a year
5. With which gender do you most identify? (*Check one*)
- Woman
  - Man
  - Gender non-conforming
  - Prefer not to disclose
  - Prefer to self-describe (*Specify*) \_\_\_\_\_
6. Which of the following ranges includes your age? (*Check one*)
- Under 16
  - 16-17
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65-74
  - 75 or more
  - Prefer not to answer
7. Are you of Hispanic, Latino, or Spanish origin? (*Check one*)
- No, not of Hispanic, Latino, or Spanish origin
  - Yes, Mexican, Mexican Am., Chicano
  - Yes, Puerto Rican
  - Yes, Cuban
  - Yes, another Hispanic, Latino, or Spanish origin (Please specify) \_\_\_\_\_
8. Which of the following best describes your race and ethnicity? (*Check one*)
- White
  - Black or African American
  - Indigenous / Native American or Alaska Native
  - Native Hawaiian or Other Pacific Islander
  - Asian
  - Other (*Please specify*) \_\_\_\_\_
  - Prefer not to answer

9. How many children under 18 years of age are currently living in your household?

(Check one)

- 0 (None)                       3                                       6  
 1                                       4                                       7 or more  
 2                                       5

10. Has anyone in your household participated in the following activities in the past 12 months?

(Check all that apply for each activity)

	Adults	Children	Neither
Art classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music lessons or play an instrument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acting lessons or participate in a theatrical group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classes in multimedia or digital illustration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance lessons or participate in a dance group, classes, workshops or rehearsals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storytelling, poetry or creative writing (outside of school)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How likely are you to recommend San Antonio Arts and Cultural activities and events to your friends and family members? (Check one)

- | Extremely Likely      |                       |                       |                       |                       |                       |                       |                       |                       | Not at all Likely     |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 10                    | 9                     | 8                     | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     | 0                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. Please indicate how strongly you agree or disagree with each of the following statements.

(Check one response in each row)

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
San Antonio's arts and cultural offerings provide everything I want.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Antonio's arts and cultural offerings provide everything my family wants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

San Antonio provides a much richer artistic and cultural offering than most Texas cities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Antonio provides a much richer artistic and cultural offering than other major US cities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Antonio's arts and cultural offerings compares well with other International cities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please indicate whether you are aware of or have participated in each of the following San Antonio Arts and Cultural offerings. *(Check only one response in each row)*

	I am not aware of this	I am aware of this but have never attended/participated	I have attended/participated in this
<b><u>Arts education</u></b> Offering classes, workshops, educational events or instruction in distinct artistic disciplines, such as dance, music, drama, folk arts, media arts and visual arts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Classes, lectures or professional development</u></b> Presenting knowledge, insight, instruction, or guidance on a specific topic in Arts and Culture, either in-person or online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Crafts/artisan works</u></b> Events for locally, hand-made artisan items and wares, such as pottery, textiles, and jewelry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Dance performances</u></b> Various forms of dance to an audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Cultural specific programming</u></b> Arts programming and events that celebrate specific cultures like Mexican/Latino, Indigenous / Native American, African-American/ Black, Women's, Asian, LGBTQ, Youth, Older Adults, and others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Exhibits</u></b> Displaying works of art, educational installations, or other items of interest in a gallery, museum, public site, or other visitation-based setting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Arts festivals, fairs, or parades**

Gatherings which may involve performances, vendors, and other activities, generally in recognition or celebration of a particular occasion, theme, or constituency.

14. Please indicate whether you are aware of or have participated in each of the following San Antonio Arts and Cultural offerings. *(Check only one response in each row)*

	I am not aware of this	I am aware of this but have never attended/participated	I have attended/participated in this
<b><u>Historic preservation</u></b> Protection, conservation, reparation, or rehabilitation of buildings, objects, landscapes, or other artifacts of historical significance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Music performances</u></b> Various forms of music to an audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Public Art</u></b> Art in public spaces, in any media, that is accessible to all. Includes murals, sculptures, memorials, community art, and creating engaging public places. Can be temporary or permanent pieces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Publishing books or periodicals</u></b> Events for printed works, including paper and e-books, magazines, newspapers, and their internet equivalents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Theatre performances</u></b> Various theatrical productions to an audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Art tours/art walks</u></b> Offering visits of an organization’s exhibits, facilities, or grounds; or of a particular geographic area; to explain the significance, history, or relevance of the collection or site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Cultural activities for older adults</u></b> Offering classes, workshops, educational events, lectures or accessible exhibitions/performances for older adults in artistic disciplines, such as dance, music, drama, folk arts, media arts, literary arts, visual arts and art history.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Please tell us how interesting to you are each of the following arts and cultural offerings from San Antonio. *(Check only one response in each row)*

	Very Interesting	Interesting	Neither	Uninteresting	Very Uninteresting
<p><b><u>Arts education</u></b> Offering classes, workshops, educational events or instruction in distinct artistic disciplines, such as dance, music, drama, folk arts, media arts and visual arts.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Classes, lectures or professional development</u></b> Presenting knowledge, insight, instruction, or guidance on a specific topic in Arts and Culture, either in-person or online.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Crafts/artisan works</u></b> Events for locally, hand-made artisan items and wares, such as pottery, textiles, and jewelry.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Dance performances</u></b> Various forms of dance to an audience.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Cultural specific programming</u></b> Arts programming and events that celebrate specific cultures like Mexican/Latino, Indigenous/Native American, African-American/ Black, Asian, Women’s, LGBTQ, Youth, Older Adults, and others.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Exhibits</u></b> Displaying works of art, educational installations, or other items of interest in a gallery, museum, public site, or other visitation-based setting.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Arts festivals, fairs, or parades</u></b> Gatherings which may involve performances, vendors, and other activities, generally in recognition or celebration of a particular occasion, theme, or constituency.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p><b><u>Historic preservation</u></b> Protection, conservation, reparation, or rehabilitation of buildings, objects, landscapes, or other artifacts of historical significance.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Please tell us how interesting to you are each of the following arts and cultural offerings from San Antonio. *(Check only one response in each row)*

	Very Interesting	Interesting	Neither	Uninteresting	Very Uninteresting
<b><u>Music performances</u></b> Various forms of music to an audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Public Art</u></b> Art in public spaces, in any media, that is accessible to all. Includes murals, sculptures, memorials, community art, and creating engaging public places. Can be temporary or permanent pieces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Publishing books or periodicals</u></b> Events for printed works, including paper and e-books, magazines, newspapers, and their internet equivalents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Theatre performances</u></b> Various theatrical productions to an audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Art tours/art walks</u></b> Offering visits of an organization’s exhibits, facilities, or grounds; or of a particular geographic area; to explain the significance, history, or relevance of the collection or site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Cultural activities for older adults</u></b> Offering classes, workshops, educational events, lectures or accessible exhibitions/performances for older adults in artistic disciplines, such as dance, music, drama, folk arts, media arts, literary arts, visual arts and art history.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What other types of arts, cultural events and activities would you like to see offered by the City of San Antonio?

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18. How interesting to you is culturally-specific programming (programming and events that celebrate specific cultures) for the following groups? *(Check only one response in each row)*

	Very Interesting	Interesting	Neither Interesting nor Uninteresting	Uninteresting	Very Uninteresting
Mexican/Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indigenous / Native American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
African-American/Black	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LGBTQ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Older Adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Which of the following types of Public Art have you seen or experienced in San Antonio?

*(Check all that apply)*

- 2-Dimensional (murals, paintings, text/photo-based, etc.)
- 3-Dimensional (sculpture, artistic monuments, statues, etc.)
- Environmental (artist-designed outdoor or indoor places and spaces)
- Functional (benches, bus shelters, interpretive signage, etc.)
- Other (Sound Art, Projections/Light Art, Performance Art, Educational/ Interdisciplinary, Interactive Art)
- None of these

20. Where have you noticed Public Art in San Antonio? *(Check all that apply)*

- |   |  |
|---|--|
| <input type="checkbox"/> Along the River                        | <input type="checkbox"/> The Northside of San Antonio    |
| <input type="checkbox"/> Neighborhood Parks and Greenway Trails | <input type="checkbox"/> The Southside of San Antonio    |
| <input type="checkbox"/> Within Arts & Cultural Districts       | <input type="checkbox"/> Airport                         |
| <input type="checkbox"/> Roadways, Sidewalks, Bus Stops         | <input type="checkbox"/> Public Buildings                |
| <input type="checkbox"/> Downtown                               | <input type="checkbox"/> Have Not Noticed Any Public Art |
| <input type="checkbox"/> The Westside of San Antonio            | <input type="checkbox"/> Other Places <i>(Specify)</i>   |
| <input type="checkbox"/> The Eastside of San Antonio            | _____  |

21. What types of Public Art would you like to see more of in San Antonio?

*(Check all that apply)*

- 2-Dimensional (murals, paintings, text/photo-based, etc.)
- 3-Dimensional (sculpture, artistic monuments, statues, etc.)
- Environmental (artist-designed outdoor or indoor places and spaces)
- Functional (benches, bus shelters, interpretive signage, etc.)
- Other (Sound Art, Projections/Light Art, Performance Art, Educational/ Interdisciplinary, Interactive Art)
- Other types of Public Art *(Specify)* \_\_\_\_\_
- Not interested in seeing more

22. Where would you like to see more Public Art in San Antonio? *(Check all that apply)*

- |   |  |
|---|--|
| <input type="checkbox"/> Along the River                        | <input type="checkbox"/> The Northside of San Antonio  |
| <input type="checkbox"/> Neighborhood Parks and Greenway Trails | <input type="checkbox"/> The Southside of San Antonio  |
| <input type="checkbox"/> Within Arts & Cultural Districts       | <input type="checkbox"/> Airport                       |
| <input type="checkbox"/> Roadways, Sidewalks, Bus Stops         | <input type="checkbox"/> Public Buildings              |
| <input type="checkbox"/> Downtown                               | <input type="checkbox"/> Not interested in seeing more |
| <input type="checkbox"/> The Westside of San Antonio            | <input type="checkbox"/> Other Places <i>(Specify)</i> |
| <input type="checkbox"/> The Eastside of San Antonio            | _____  |



23. What kinds of Public Art would you prefer to see in the following locations?

*(Check all that apply)*

**A. In Public Facilities**

- Long-term public art installations that are permanently located
- Short-term public art installations that come and go on a rotating basis
- Pop-Up, temporary artworks that are seasonal
- Artwork accessible from the Facility's Exterior
- Artwork accessible from the Facility's Interior
- Other types *(Specify)* \_\_\_\_\_
- Not interested in seeing any

**B. Downtown**

- Long-term public art installations that are permanently located
- Short-term public art installations that come and go on a rotating basis
- Pop-Up, temporary artworks that are seasonal
- Artwork accessible from the Street Level
- Artwork accessible from the River Level
- Other types *(Specify)* \_\_\_\_\_
- Not interested in seeing any

**C. In Parks & Greenways**

- Long-term public art installations that are permanently located
- Short-term public art installations that come and go on a rotating basis
- Pop-Up, temporary artworks that are seasonal
- Artwork accessible from the Street Level
- Artwork accessible from the Greenways Level
- Other types *(Specify)* \_\_\_\_\_
- Not interested in seeing any

24. How does Art impact San Antonio today and how should it impact the city in the future?  
 (Check all that apply in each column)

	<b>How does Art impact San Antonio today?</b> <i>(Check all that apply)</i>	<b>How <u>should</u> Art impact San Antonio in the future?</b> <i>(Check all that apply)</i>
Connects art and culture to neighborhoods and tells their stories	<input type="checkbox"/>	<input type="checkbox"/>
Opens a dialogue	<input type="checkbox"/>	<input type="checkbox"/>
Makes art accessible to the public	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetically improves the appearance and experience of public facilities and open space	<input type="checkbox"/>	<input type="checkbox"/>
Provides landmarks that help define our city and its neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>
Stimulates the local economy	<input type="checkbox"/>	<input type="checkbox"/>
Makes San Antonio competitive with other major cities	<input type="checkbox"/>	<input type="checkbox"/>
Other ways <i>(Specify)</i>	<input type="checkbox"/>	<input type="checkbox"/>

	<b>Very Important</b>	<b>Important</b>	<b>Neither Important nor Unimportant</b>	<b>Unimportant</b>	<b>Very Unimportant</b>
25. How important is seeing and experiencing Art when visiting another city? <i>(Check one)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. How important is seeing and experiencing Art in San Antonio? <i>(Check one)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. How much more or less would you like to participate in Arts and Cultural events and programs in the following areas of San Antonio? *(Check only one in each row)*

	<b>Much more</b>	<b>Somewhat more</b>	<b>No change</b>	<b>Somewhat less</b>	<b>Much less</b>
North	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
South	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
East	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
West	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. What, if any, are barriers preventing you from attending and experiencing more Art and Cultural events and activities in San Antonio? *(Check all that apply)*

- Handicapped accessibility
- Family-friendly venues and content
- Cost of events and activities
- Difficult to access locations
- Inconvenient times and days
- Uninteresting topics and venues
- Early sell-outs; ticket availability
- Lack of sensory-friendly programming/accommodations
- Other reasons *(Specify)* \_\_\_\_\_

29. What is the highest level of education that you have had the opportunity to complete? *(Check one)*

- Less than high school diploma
- High school graduate or equivalent (e.g., GED)
- Some college, no degree
- Associates Degree (e.g., AA, AS)
- Bachelor's Degree (e.g., BA, BS)
- Master's Degree (e.g., MA, MS, Med, MFA)
- Professional Degree (e.g., MD, DDS, DVM)
- Doctorate (e.g., PhD, EdD)

30. Which of the following categories includes your total annual household income, before taxes? *(Check one)*

- Less than \$25,000
- \$25,000 - \$49,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000- \$149,999
- \$150,000 - \$199,999
- \$200,000 or more

Thank you very much for your input. We appreciate and value your feedback!

## Survey Questionnaire - Spanish Version



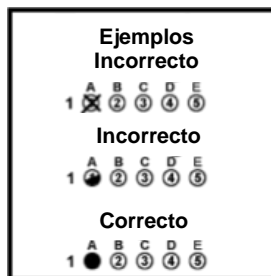
Gracias por participar en nuestra encuesta. El objetivo de este estudio es comprender las necesidades de nuestra comunidad con relación al arte, las actividades culturales y otros tipos de actividades en San Antonio, TX.

Estamos muy interesados en su opinión sobre este tema. Le aseguramos que todas las respuestas serán tratadas con estricta confidencialidad y solo se usarán para fines de investigación.

Sus datos se administrarán de conformidad con las leyes sobre protección de datos y todos los análisis se llevarán a cabo de forma anónima de manera conjunta.

¡Muchas gracias por participar!

Por favor rellene los círculos completamente al realizar la encuesta.



1. ¿Cuál de las siguientes opciones lo describe mejor a usted? (*Marque una opción*)

- Vive en la ciudad de San Antonio, TX
- No vive en San Antonio, TX, pero ha visitado la ciudad en los últimos 12 meses
- No vive en San Antonio, TX y no ha visitado la ciudad en los últimos 12 meses

2. (*Si vive en San Antonio, omite esta pregunta*)

¿En qué estado o país reside actualmente?

**Estados de EE. UU.**

- |  |  |   |
|--|--|---|
| <input type="radio"/> Alabama              | <input type="radio"/> Kentucky           | <input type="radio"/> Dakota del Norte    |
| <input type="radio"/> Alaska               | <input type="radio"/> Luisiana           | <input type="radio"/> Ohio                |
| <input type="radio"/> Arizona              | <input type="radio"/> Maine              | <input type="radio"/> Oklahoma            |
| <input type="radio"/> Arkansas             | <input type="radio"/> Maryland           | <input type="radio"/> Oregón              |
| <input type="radio"/> California           | <input type="radio"/> Massachusetts      | <input type="radio"/> Pensilvania         |
| <input type="radio"/> Colorado             | <input type="radio"/> Michigan           | <input type="radio"/> Rhode Island        |
| <input type="radio"/> Connecticut          | <input type="radio"/> Minnesota          | <input type="radio"/> Carolina del Sur    |
| <input type="radio"/> Delaware             | <input type="radio"/> Misisipi           | <input type="radio"/> Dakota del Sur      |
| <input type="radio"/> Distrito de Columbia | <input type="radio"/> Misuri             | <input type="radio"/> Tennessee           |
| <input type="radio"/> Florida              | <input type="radio"/> Montana            | <input type="radio"/> Texas               |
| <input type="radio"/> Georgia              | <input type="radio"/> Nebraska           | <input type="radio"/> Utah                |
| <input type="radio"/> Hawái                | <input type="radio"/> Nevada             | <input type="radio"/> Vermont             |
| <input type="radio"/> Idaho                | <input type="radio"/> Nuevo Hampshire    | <input type="radio"/> Virginia            |
| <input type="radio"/> Illinois             | <input type="radio"/> Nueva Jersey       | <input type="radio"/> Washington          |
| <input type="radio"/> Indiana              | <input type="radio"/> Nuevo México       | <input type="radio"/> Virginia Occidental |
| <input type="radio"/> Iowa                 | <input type="radio"/> Nueva York         | <input type="radio"/> Wisconsin           |
| <input type="radio"/> Kansas               | <input type="radio"/> Carolina del Norte | <input type="radio"/> Wyoming             |

**Otras áreas**

- |   |                                   |   |
|---|-----------------------------------|---|
| <input type="radio"/> Puerto Rico                   | <input type="radio"/> Canadá      | <input type="radio"/> Otro país europeo           |
| <input type="radio"/> Guam                          | <input type="radio"/> México      | <input type="radio"/> Asia                        |
| <input type="radio"/> Samoa Americana               | <input type="radio"/> Alemania    | <input type="radio"/> Otro ( <i>especifique</i> ) |
| <input type="radio"/> Islas Marianas                | <input type="radio"/> Australia   | _____   |
| <input type="radio"/> Islas Vírgenes de los EE. UU. | <input type="radio"/> Reino Unido |   |

3. (*Si no vive en los Estados Unidos, omite esta pregunta*)

¿Cuál es su código postal de cinco dígitos?

--	--	--	--	--

4. ¿Con qué frecuencia va a eventos culturales o artísticos? (*Marque una opción*)

- Nunca
- Entre 7 y 11 veces al año
- Todos los días
- Entre 2 y 6 veces al año
- Semanalmente
- Una vez al año
- Mensualmente
- Menos de una vez al año

5. ¿Con qué género se identifica más? (*Marque una opción*)

- Mujer
- Hombre
- No me identifico con un género específico
- Prefiero no decirlo
- Prefiero autodescribirme (*Especifique*)  
\_\_\_\_\_

6. ¿Cuál de los siguientes intervalos incluye su edad? (*Marque una opción*)

- Menos de 16 años
- Entre 45 y 54 años
- Entre 16 y 17 años
- Entre 55 y 64 años
- Entre 18 y 24 años
- Entre 65 y 74 años
- Entre 25 y 34 años
- 75 años o más
- Entre 35 y 44 años
- Prefiero no responder

7. ¿Es usted de origen hispano, latino o español? (*Marque una opción*)

- No, no soy de origen hispano, latino o español
- Sí, mexicano, mexicano-americano, chicano
- Sí, puertorriqueño
- Sí, cubano
- Sí, de otro origen hispano, latino o español (Por favor especifique)

8. ¿Cuál de las siguientes opciones describe mejor su raza y origen étnico? (Marque todas las opciones que correspondan)

- Blanco
- Negro u afroamericano
- Indígena o nativo norteamericano
- Nativo hawaiano o de otras islas del Pacífico
- Asiático
- Otro (Especifique)\_\_\_\_\_
- Prefiero no responder

9. ¿Cuántos menores de 18 años de edad viven actualmente en su hogar?

(Marque una opción)

- 0 (Ninguno)                       3                                       6  
 1     4                                       7 o más  
 2     5

10. ¿Alguna persona de su hogar ha participado en las siguientes actividades en los últimos 12 meses?

(Marque todas las respuestas que correspondan para cada actividad)

	Adultos	Niños	Ninguno
Clases de arte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clases de música o para tocar un instrumento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clases de actuación o participación en un grupo de teatro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clases de ilustración digital o multimedia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clases de baile o participación en un grupo de baile, clases, talleres o ensayos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Narración, poesía o escritura creativa (extracurricular)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. ¿Qué tan probable es que recomiende las actividades y los eventos artísticos y culturales en San Antonio a sus amigos y familiares? (Marque una opción)

Sumamente probable	10	9	8	7	6	5	4	3	2	1	0	Para nada probable
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

12. Indique qué tan de acuerdo o en desacuerdo está con las siguientes declaraciones.

(Marque una opción en cada fila)

	Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo
Las propuestas artísticas y culturales de San Antonio incluyen todo lo que quiero.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las propuestas artísticas y culturales de San Antonio incluyen todo lo que mi familia quiere.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



San Antonio tiene una propuesta artística y cultural mucho más rica que la mayoría de las ciudades de Texas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Antonio tiene una propuesta artística y cultural mucho más rica que otras ciudades importantes de los EE. UU.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las propuestas artísticas y culturales de San Antonio se comparan bien con las de otras ciudades internacionales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Indique si conoce o ha participado en cada una de las siguientes propuestas artísticas y culturales de San Antonio. *(Marque una opción en cada fila)*

	No conozco esta actividad	La conozco pero nunca participé/ atendí esta actividad	He participado/ atendí esta actividad
<b><u>Educación artística</u></b> Oferta de clases, talleres, eventos educativos o instrucción sobre distintas disciplinas artísticas, como baile, música, teatro, artes folclóricas, artes multimedia y artes visuales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Clases, seminarios o desarrollo profesional</u></b> Presentación de conocimientos, perspectivas, instrucción u orientación sobre un determinado tema en arte y cultura, en persona o en línea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Manualidades/artesanías</u></b> Eventos para artículos y objetos artesanales hechos a mano de forma local, como cerámicas, tejidos y joyas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Presentaciones de baile</u></b> Diversos tipos de baile ante un público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Programación sobre culturas específicas</u></b> Programación y eventos de arte que celebran determinadas culturas, como la mexicana/latina, indígena/nativa norteamericana, afroamericana/negra, asiática, mujeres, comunidad LGBTQ, jóvenes, adultos mayores y otros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Exposiciones</u></b> Exhibición de obras de arte, instalaciones educativas u otros objetos de interés en una galería, museo, lugar público u otras instalaciones con visitas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Festivales, ferias o desfiles de arte**

Reuniones que involucren presentaciones, vendedores y otras actividades, generalmente en reconocimiento o celebración de una ocasión, tema o población particular

14. Indique si conoce o ha participado en cada una de las siguientes propuestas artísticas y culturales de San Antonio. (Marque una opción en cada fila)

	No conozco esta actividad	La conozco pero nunca atendí /participé en esta actividad	He atendido/participado en esta actividad
<b><u>Conservación histórica</u></b> Protección, conservación, reparación o restauración de edificios, objetos, paisajes u otros artefactos con importancia histórica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Presentaciones de música</u></b> Diversos tipos de música ante un público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Arte público</u></b> Arte en espacios públicos, en cualquier medio, accesible para todos. Incluye murales, esculturas, monumentos, arte comunitario y creación de espacios públicos atractivos. Pueden ser obras temporales o permanentes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Publicación de libros o publicaciones periódicas</u></b> Eventos para trabajos impresos, incluyendo libros impresos y en formato electrónico, revistas, periódicos y sus equivalentes en Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Presentaciones teatrales</u></b> Diversas producciones teatrales ante un público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Visitas guiadas de arte/caminatas de arte</u></b> Oferta de visitas a exposiciones, instalaciones o predio de una organización o de un área geográfica en particular, para explicar la importancia, historia o relevancia de la colección o el sitio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Actividades culturales para adultos mayores</u></b> Oferta de clases, talleres, eventos educativos, seminarios o exposiciones/presentaciones accesibles para adultos mayores sobre disciplinas artísticas, tales como baile, música, teatro, artes folclóricas, artes multimedia, artes literarias, artes visuales e historia del arte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Indique qué tan interesante le parece cada una de las siguientes propuestas artísticas y culturales de San Antonio. *(Marque una opción en cada fila)*

	Muy interesante	Interesante	Ninguno	Poco interesante	Muy poco interesante
<b><u>Educación artística</u></b> Oferta de clases, talleres, eventos educativos o instrucción sobre distintas disciplinas artísticas, como baile, música, teatro, artes folclóricas, artes multimedia y artes visuales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Clases, seminarios o desarrollo profesional</u></b> Presentación de conocimientos, perspectivas, instrucción u orientación sobre un determinado tema en arte y cultura, en persona o en línea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Manualidades/artesanías</u></b> Evento para artículos y objetos artesanales hechos a mano de forma local, como cerámicas, tejidos y joyas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Presentaciones de baile</u></b> Diversas formas de baile ante un público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Programación sobre culturas específicas</u></b> Programación y eventos de arte que celebran determinadas culturas, como la mexicana/latina, indígena/nativa norteamericana, afroamericana/negra, asiática, mujeres, comunidad LGBTQ, jóvenes, adultos mayores y otros	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Exposiciones</u></b> Exhibición de obras de arte, instalaciones educativas u otros objetos de interés en una galería, museo, lugar público u otras instalaciones con visitas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Festivales, ferias o desfiles de arte</u></b> Reuniones que involucren presentaciones, vendedores y otras actividades, generalmente en reconocimiento o celebración de una ocasión, tema o población particular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Conservación histórica</u></b> Protección, conservación, reparación o restauración de edificios, objetos, paisajes u otros artefactos con importancia histórica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Indique qué tan interesante le parece cada una de las siguientes propuestas artísticas y culturales de San Antonio. *(Marque una opción en cada fila)*

	Muy interesante	Interesante	Ninguno	Poco interesante	Muy poco interesante
<b><u>Presentaciones de música</u></b> Diversos tipos de música ante un público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Arte público</u></b> Arte en espacios públicos, en cualquier medio, accesible para todos. Incluye murales, esculturas, monumentos, arte comunitario y creación de espacios públicos atractivos. Pueden ser obras temporales o permanentes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Publicación de libros o publicaciones periódicas</u></b> Eventos para trabajos impresos, incluyendo libros impresos y en formato electrónico, revistas, periódicos y sus equivalentes en Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Presentaciones teatrales</u></b> Diversas producciones teatrales ante un público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Visitas guiadas de arte/caminatas de arte</u></b> Oferta de visitas a exposiciones, instalaciones o predio de una organización o de un área geográfica en particular, para explicar la importancia, historia o relevancia de la colección o el sitio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Actividades culturales para adultos mayores</u></b> Oferta de clases, talleres, eventos educativos, seminarios o exposiciones/presentaciones accesibles para adultos mayores sobre disciplinas artísticas, tales como baile, música, teatro, artes folclóricas, artes multimedia, artes literarias, artes visuales e historia del arte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. ¿Qué otros tipos de eventos y actividades artísticas y culturales desearía que ofreciera la ciudad de San Antonio?

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18. ¿Qué tan interesante le parece la programación sobre culturas específicas (programación y eventos que celebran culturas determinadas) para los siguientes grupos? *(Marque una opción en cada fila)*

	Muy interesante	Interesante	Ni interesante ni poco interesante	Poco interesante	Muy poco interesante
Mexicana/latina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indígena/nativa norteamericana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afroamericana/negra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asiática	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comunidad LGBTQ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jóvenes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adultos mayores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otra (Especifique): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. ¿Cuáles de los siguientes tipos de arte público ha visto o experimentado en San Antonio? *(Marque todas las opciones que correspondan)*

- Bidimensionales (murales, pinturas, obras basadas en textos/fotos, etc.)
- Tridimensionales (esculturas, monumentos artísticos, estatuas, etc.)
- Medioambientales (lugares y espacios bajo techo o al aire libre diseñados por artistas)
- Funcionales (bancos, paradas de autobús, señalización informática, etc.)
- Otro tipo (arte con sonido, proyecciones/luces, arte escénico, educacional/interdisciplinario, interactivo)
- Ninguna de las opciones anteriores

20. ¿Dónde ha observado obras de arte público en San Antonio? *(Marque todas las opciones que correspondan)*

- |  |  |
|--|--|
| <input type="checkbox"/> Junto al río                                | <input type="checkbox"/> El sector norte de San Antonio        |
| <input type="checkbox"/> Parques de vecindarios y senderos verdes    | <input type="checkbox"/> El sector sur de San Antonio          |
| <input type="checkbox"/> Dentro de distritos artísticos y culturales | <input type="checkbox"/> Aeropuerto                            |
| <input type="checkbox"/> Calles, aceras, paradas de autobús          | <input type="checkbox"/> Edificios públicos                    |
| <input type="checkbox"/> Centro de la ciudad                         | <input type="checkbox"/> No he observado obras de arte público |
| <input type="checkbox"/> El sector oeste de San Antonio              | <input type="checkbox"/> Otros lugares <i>(Especifique)</i>    |
| <input type="checkbox"/> El sector este de San Antonio               | _____  |

21. ¿De qué tipo de arte público le gustaría ver más en San Antonio? *(Marque todas las opciones que correspondan)*

- Bidimensionales (murales, pinturas, obras basadas en textos/fotos, etc.)
  - Tridimensionales (esculturas, monumentos artísticos, estatuas, etc.)
  - Medioambientales (lugares y espacios bajo techo o al aire libre diseñados por artistas)
  - Funcionales (bancos, paradas de autobús, señalización informática, etc.)
  - Otro tipo (arte con sonido, proyecciones/luces, arte escénico, educacional/interdisciplinario, interactivo)
  - Otros tipos de obras de arte público *(Especifique)*
- \_\_\_\_\_
- No estoy interesado(a) en ver más

22. ¿Dónde le gustaría ver más obras de arte público en San Antonio? *(Marque todas las opciones que correspondan)*

- |  |   |
|--|---|
| <input type="checkbox"/> Junto al río                                | <input type="checkbox"/> El sector norte de San Antonio     |
| <input type="checkbox"/> Parques de vecindarios y senderos verdes    | <input type="checkbox"/> El sector sur de San Antonio       |
| <input type="checkbox"/> Dentro de distritos artísticos y culturales | <input type="checkbox"/> Aeropuerto                         |
| <input type="checkbox"/> Calles, aceras, paradas de autobús          | <input type="checkbox"/> Edificios públicos                 |
| <input type="checkbox"/> Centro de la ciudad                         | <input type="checkbox"/> No estoy interesado(a) en ver más  |
| <input type="checkbox"/> El sector oeste de San Antonio              | <input type="checkbox"/> Otros lugares <i>(Especifique)</i> |
| <input type="checkbox"/> El sector este de San Antonio               | _____   |

23. ¿Qué tipos de obras de arte público preferiría ver en las siguientes ubicaciones?  
(Marque todas las opciones que correspondan)

**D. En instalaciones públicas**

- Instalaciones de arte público a largo plazo con una ubicación permanente
- Instalaciones de arte público a corto plazo que rotan
- Obras de arte temporales y emergentes que se exhiben por temporada
- Obras de arte accesibles desde el exterior de las instalaciones
- Obras de arte accesibles desde el interior de las instalaciones
- Otros tipos (*Especifique*) \_\_\_\_\_
- No estoy interesado(a) en ver ninguna

**E. Centro de la ciudad**

- Instalaciones de arte público a largo plazo con una ubicación permanente
- Instalaciones de arte público a corto plazo que rotan
- Obras de arte temporales y emergentes que se exhiben por temporada
- Obras de arte accesibles desde el nivel de la calle
- Obras de arte accesibles desde el nivel del río
- Otros tipos (*Especifique*) \_\_\_\_\_
- No estoy interesado(a) en ver ninguna

**F. En parques y senderos verdes**

- Instalaciones de arte público a largo plazo con una ubicación permanente
- Instalaciones de arte público a corto plazo que rotan
- Obras de arte temporales y emergentes que se exhiben por temporada
- Obras de arte accesibles desde el nivel de la calle
- Obras de arte accesibles desde el nivel de los senderos verdes.
- Otros tipos (*Especifique*) \_\_\_\_\_
- No estoy interesado(a) en ver ninguna

24. ¿Qué impacto tiene el arte en San Antonio y qué impacto debería tener en la ciudad en el futuro?  
(Marque todas las respuestas que correspondan en cada columna)

	¿Qué impacto tiene el arte en San Antonio? (Marque todas las opciones que correspondan)	¿Qué impacto debería tener el arte en San Antonio en el futuro? (Marque todas las opciones que correspondan)
Conecta el arte y la cultura con los vecindarios y cuenta sus historias	<input type="checkbox"/>	<input type="checkbox"/>
Da lugar al diálogo	<input type="checkbox"/>	<input type="checkbox"/>
Hace que el arte sea accesible al público	<input type="checkbox"/>	<input type="checkbox"/>
Mejora la apariencia y experiencia estética de las instalaciones públicas y los espacios abiertos	<input type="checkbox"/>	<input type="checkbox"/>
Ofrece puntos de referencia que ayudan a definir nuestra ciudad y sus vecindarios	<input type="checkbox"/>	<input type="checkbox"/>
Estimula la economía local	<input type="checkbox"/>	<input type="checkbox"/>
Hace que San Antonio sea competitiva con otras ciudades importantes	<input type="checkbox"/>	<input type="checkbox"/>
De otras maneras (Especifique)	<input type="checkbox"/>	<input type="checkbox"/>

	Muy importante	importante	Ni importante ni poco importante	Poco importante	Muy poco importante
25. ¿Qué tan importante es ver y experimentar el arte al momento de visitar otra ciudad? (Marque una opción)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. ¿Qué tan importante es ver y experimentar el arte en San Antonio? (Marque una opción)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



27. ¿Cuánto más o menos le gustaría participar en eventos y programas artísticos y culturales en las siguientes áreas de San Antonio? *(Marque una opción en cada fila)*

	<b>Mucho más</b>	<b>Algo más</b>	<b>Igual</b>	<b>Algo menos</b>	<b>Mucho menos</b>
Norte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oeste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Centro de la ciudad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Según corresponda, ¿qué barreras le impiden atender y experimentar de más actividades y eventos artísticos y culturales en San Antonio? *(Marque todas las opciones que correspondan)*

- Accesibilidad para discapacitados
- Instalaciones y contenido aptos para la familia
- Costo de los eventos y las actividades
- Ubicaciones difíciles de acceder
- Horarios y días poco convenientes
- Temas e instalaciones poco interesantes
- Boletos/entradas agotadas con anticipación; disponibilidad de boletos/entradas
- Falta de programación/acomodación sensorial
- Otras razones *(Especifique)* \_\_\_\_\_

29. ¿Cuál es el nivel educativo más alto que usted ha tenido oportunidad de completar? *(Marque una opción)*

- Estudios secundarios incompletos
- Graduado de la secundaria o equivalente (p. ej., GED)
- Universidad incompleta, sin título
- Título universitario de dos años (p. ej., AA, AS)
- Título universitario de cuatro años (p. ej., BA, BS)
- Título de maestría (p. ej., MA, MS, Med, MFA)
- Título profesional (p. ej., MD, DDS, DVM)
- Doctorado (p. ej., PhD, EdD)

30. ¿Cuál de las siguientes categorías incluye el ingreso total de su hogar antes de impuestos?

*(Marque una opción)*

- Menos de \$25,000
- Entre \$25,000 y \$49,999
- Entre \$50,000 y \$74,999
- Entre \$75,000 y \$99,999
- Entre \$100,000 y \$149,999
- Entre \$150,000 y \$199,999
- \$200,000 o más

Muchas gracias por sus opiniones. Agradecemos y valoramos sus comentarios.