



# Arts & Entertainment Districts Perception Study

Online Survey

Fall 2019

**DRAFT**



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- ❖ In the fall of 2019, CNY Arts partnered with Research & Marketing Strategies, Inc. (RMS) to conduct an online survey to determine the awareness, interest, and expectations of proposed area Arts and Entertainment Districts throughout the CNY five-County region. The CNY Arts team wanted to better understand what is important to decision makers when choosing to visit an Arts and Entertainment District.
- ❖ RMS worked with the CNY Arts team to develop a 5-7 minute online survey script. A draft was created by RMS and then finalized with the CNY Arts team. The RMS team recruited the online survey respondents using the RMS ViewPoint Panel. The RMS ViewPoint Panel is made up of individuals who have opted in to participate in research opportunities. RMS strives to build a diverse panel of research participants but does not exclude anyone from joining. Participants are invited to participate only in research opportunities that they may be a match for. Participants were pre-screened to ensure they live, work or visit Auburn, Cortland, Oneida, Oswego, and/or Syracuse often. Those who indicated they do not live, work, or visit any of these locations often were excluded from the survey. Fieldwork lasted from **October 10<sup>th</sup>, 2019 to October 21<sup>st</sup>, 2019**. A total of 689 survey completes were obtained. Data analysis is provided in the aggregate as well as a separate analysis for Onondaga County respondents for select questions. If desired, RMS can perform additional demographic research on the participants, by providing available demographic information from within our database.
- ❖ The majority of responses came from within Onondaga County, which was an intentional focal point for CNY Arts. Each city's art district plan was made available in a public platform which allowed commenting in Cayuga, Cortland, Madison, & Oswego, but not in Onondaga County. This created the demand for a focus on Onondaga County opinions for this research. A general rule of thumb for research is that a minimum number of responses needed to be confident in the results is 400. This allows there to be margin of error of +/- 5% at the 95% confidence level. This means is if the survey were conducted with a random population 100 times, 95 out of the 100 times the results would be within +5% or -5% of the findings. With 591 responses from Onondaga County, CNY Arts can feel confident in the results received from this study.
- ❖ Any questions or comments regarding this market research study can be directed to Erica Winters, Manager of Analytics for Research & Marketing Strategies (RMS) at 1-866-567-5422 or email at [EricaW@RMSresults.com](mailto:EricaW@RMSresults.com).



70%

of Onondaga County respondents have visited an Arts & Entertainment District

### TOP ARTS & ENTERTAINMENT DISTRICT OFFERINGS DESIRED



Many Onondaga County respondents would be most likely to visit an Arts & Entertainment District in Syracuse anytime **(WEEKENDS OR WEEKDAYS)**



### FOOD / DINING

Many Onondaga County respondents would be most likely to visit an Arts & Entertainment District in Syracuse once per:

### DESIRABLE ARTS & ENTERTAINMENT DISTRICT ATTRIBUTES



Having many dining / entertainment options in close proximity



Energetic, vibrant atmosphere



### MUSIC / CONCERTS



MONTH



WEEK



QUARTER



Better marketing efforts for events



More affordable pricing



Affordable / easily accessible parking



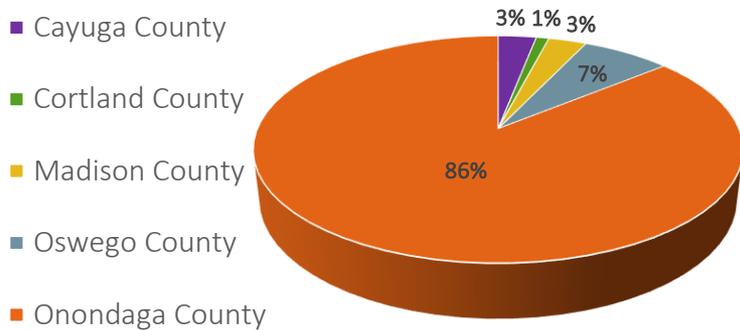
### SHOPPING



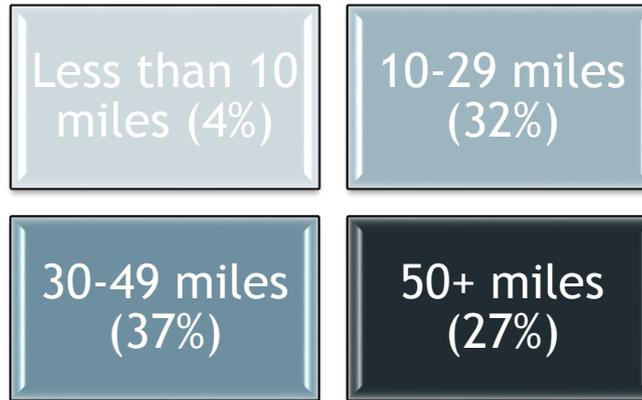
Many Onondaga County respondents would be most likely to visit an Arts & Entertainment District in Syracuse **ALL FOUR SEASONS**

This primary research study consisted of an online survey conducted amongst RMS ViewPoint members who reside in one of the five proposed Arts and Entertainment District areas. A total of 689 online survey respondents were analyzed. This Executive Summary highlights the key findings from the survey fieldwork.

**Online Survey Respondents County of Residence**



**To visit an Arts and Entertainment District, Onondaga County Respondents would travel...\***



**Respondents with a high level of awareness of the concept of an Arts and Entertainment District**

**By County of Residence (%8-10)\*\***

County	n	Percentage
Madison County	n19	(73%)
Onondaga County	n591	(60%)
Cayuga County	n21	(57%)
Cortland County	n4	(50%)
Oswego County	n54	(48%)

**Respondents who have visited an Arts and Entertainment District**

**By County of Residence (%8-10)\*\***

County	n	Percentage
Cortland County	n4	(75%)
Onondaga County	n591	(70%)
Madison County	n19	(63%)
Cayuga County	n21	(57%)
Oswego County	n54	(55%)

\*Minimal variation exists across all respondents.

\*\*On a scale from 1-10 where 1 means "not at all likely" and 10 means "very likely."

# Arts and Entertainment District Experiences

Those who have visited an arts and entertainment district...

Positive

## Enjoyed

1. Having many **dining / entertainment options in close proximity** (43%)
2. The **energy / vibrant atmosphere** (15%)
3. **Culture / diversity** (7%)
4. **Aesthetics** (clean, safe, beautiful) (5%)
5. **Easily accessible / easy to navigate** (4%)



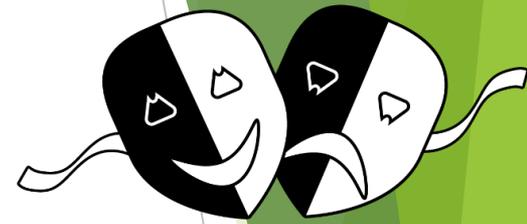
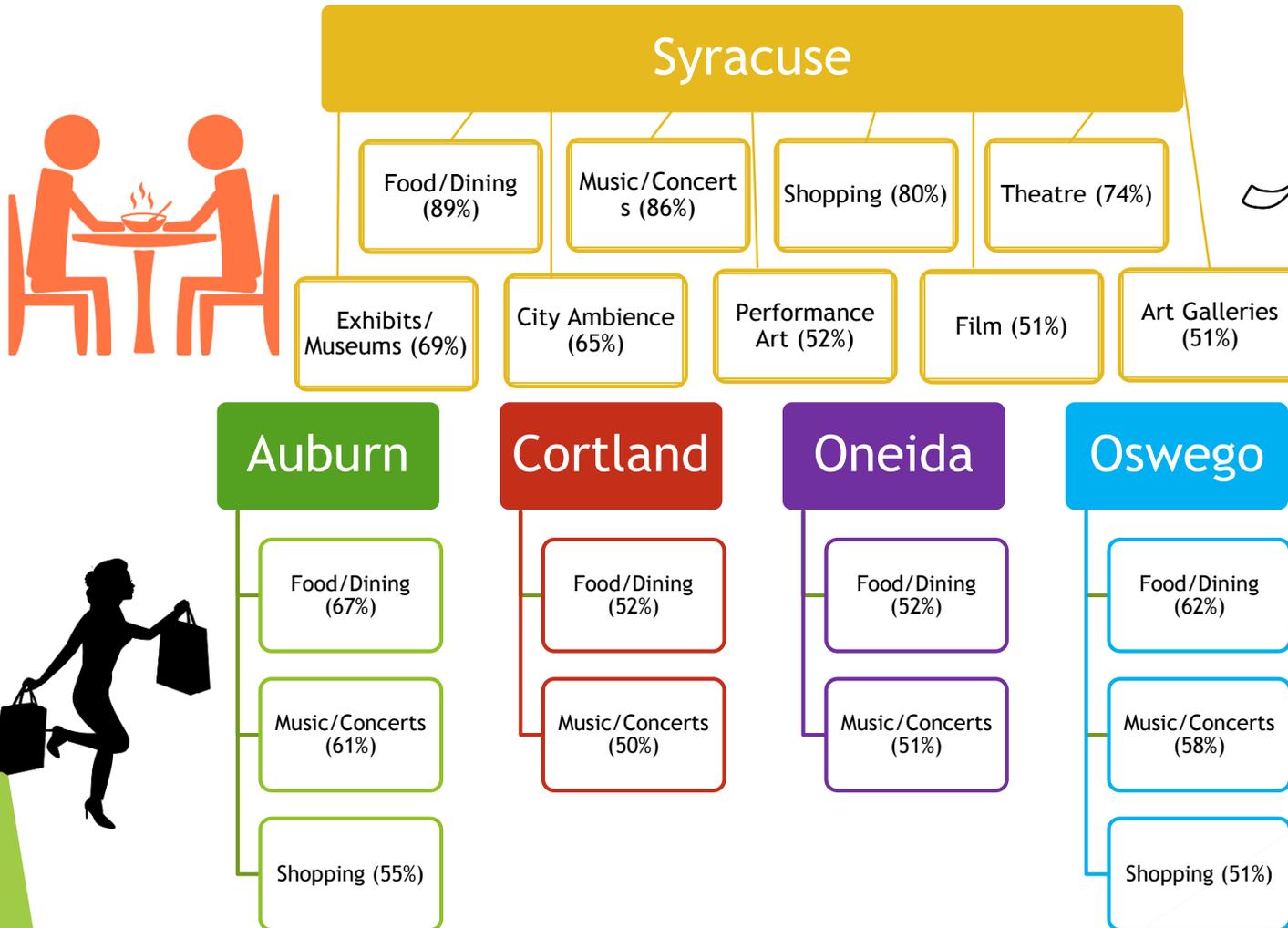
## Would have preferred

Negative

1. **Affordable / easily accessible parking** (16%)
2. **Better marketing efforts for events** (8%)
3. **More affordable pricing** (7%)
4. **More bars / restaurants in close proximity** (4%)
5. **Map / Guide** (4%)
6. **More variety** (4%)



# Respondents would be enticed to visit an Arts and Entertainment District in the following cities if it provided...\*



\*Responses are in the aggregate (across all respondents).

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Certified by:  Date: October 25, 2019  
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