



# Plano Metro Area Community Survey

November 2024





# Project Overview

## BACKGROUND & OBJECTIVES

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The City of Plano's Cultural Arts Commission, formerly the Cultural Affairs Commission, was established in 1982 to ensure arts and culture are incorporated into the civic infrastructure of the city. The purpose of the Commission is to make annual arts and events funding recommendations to Council during the regular budget process. The mission of the Cultural Arts Commission is to support arts and culture within the City of Plano by encouraging innovation in diverse programming, education, and community outreach. Specific goals in support of this mission involve the encouragement of recognition of Plano as an arts destination, the awareness of the arts in underserved communities, of art initiatives and events that enrich Plano's multicultural communities, and community outreach and education and participation in the arts. As of 2024, the Plano population is estimated at 291,450.

To ensure a comprehensive understanding of the needs, interests, and beliefs of the people in the Plano metro region and its related communities, the public opinion research firm Research America Inc., alongside the Cultural Planning Group (CPG) – a renowned national firm specializing in cultural arts plans – has been enlisted to conduct a statistically valid community survey. Designed in collaboration with CPG, this survey will serve to inform development of the plan, enabling community members to voice their perspectives and contribute to the vision, goals, and strategies of the region's arts and culture development.

## METHODOLOGY

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**Methodology:** 15-minute bilingual online web survey (available in English and Spanish)

**Sample Size:** N=300 completes

**Sample Population:** General Population of 18 plus years of age city residents of Plano, focused on Collin County, Dallas County, and Denton County, Texas

Qualified Plano area zip codes include:

**Plano Zip Codes**

75023 Plano, TX  
75024 Plano, TX  
75025 Plano, TX  
75026 Plano, TX  
75074 Plano, TX  
75075 Plano, TX  
75086 Plano, TX  
75093 Plano, TX  
75094 Plano, TX

**Outlying City Zip Codes**

75002 Allen, TX  
75010 Carrollton, TX  
75082 Richardson, TX  
75252 Dallas, TX



# Executive Summary

## Key Take-Aways: Music arts/cultural events are principal draws

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- **Within the last six months**, music festivals/events (as well as food/wine/beer festivals and events) have been the primary activities attended by respondents **in and outside of Plano**. These are **valued not only across ethnic groups** but also in the **later millennial generation** (35-44 years of age).
- Musical activities such as playing an instrument, singing, rapping, composing are the **most frequently performed creative activity**.
- **Over half** of respondents who identify themselves as artists, professional or aspiring, **claim music as their artistic discipline** – particularly those of **Hispanic, Asian, or Euro-American/White descent**, and **younger millennials** and those of **Gen Z** (34 years of age and under).
- ✓ ***MUSIC is a key draw for the community in terms of what they want to see and what activities they personally pursue and participate in and this genre represents a good choice for increased events.***



## Key Take-Aways: Dissemination of information is essential

- **Almost half of respondents** claim they **do not** attend artistic/cultural events because they **do not hear about such events or opportunities**.
- **Perceived arts/cultural needs** in Plano focus on **adequate information about events/happenings**. Additionally, residents desire **increased artistic/cultural opportunities** (e.g., creative opportunities for both younger residents and children, professional events/activities).
- In the long term, **over half** of respondents would like to see a **"go to" or hub for information** on creative events, activities, and arts and culture offerings – the development of a **robust, detailed cultural portal or website, mass email blasts, and an increase in physical communications and advertisements** can all help spread the word about artistic/cultural events happening within Plano.
- ✓ **Lack of information is a key barrier, but the good news is that it is 'easily' overcome.**



## Key Take Aways: Expansion of artistic/cultural offerings in terms of inclusivity and size in relation to the population can aid in increasing involvement

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- While respondents **primarily attend arts/cultural events in Plano**, over half **occasionally attend** similar events in **larger cities – Dallas is a heavy favorite**. Geographically, it is a **short distance away**, making it easier to get to, while also having a **significantly larger and more diverse population** than those of other large or similar sized cities, enabling respondents to have **less trouble finding events/activities that may interest them**.
- Most respondents freely cite **more or better events** as the reason why they attend artistic/cultural events **outside of Plano**, while also citing **long-term needs** for the offering of **more/larger events/activities** with a desired outcome of **increased diversity/inclusivity**.
- Not only is **support strong for government funding** of arts/cultural activities, **nearly half** of respondents would like to **see local artists stay in Plano** while also **developing more creative spaces throughout the city**. **Self-identified artists** agree and **want opportunities to network**, allowing for the formation of a **strong local artistic community**.
- ✓ **Nearby cities offer competition for Plano's cultural interests; residents want more/better/larger events in Plano which will serve to keep them local. Age specific (kids, older adults) events are also of interest.**

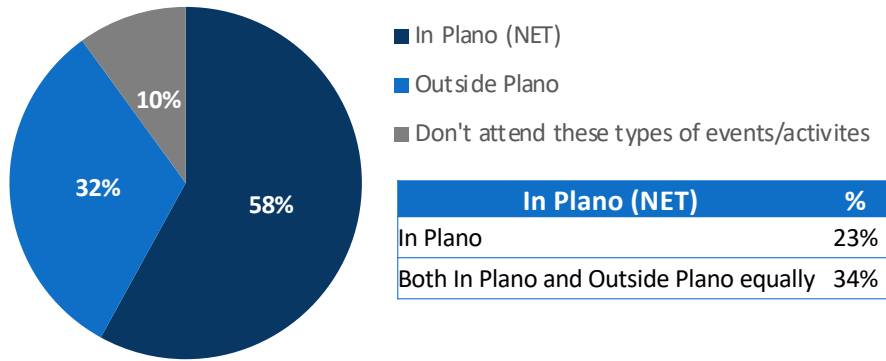


A close-up photograph of a person's hands playing an acoustic guitar. The person is wearing a bright yellow wristband on their left wrist and several rings on their fingers. The guitar has a light-colored wooden body and a dark fretboard. The background is blurred, suggesting an outdoor setting.

# Detailed Findings

Artistic/cultural events are typically attended in Plano, but are occasionally attended in bigger cities such as Dallas with its relatively close proximity and more diversely perceived population

### Where Arts and Cultural Events Are Most Often Attended (Total)

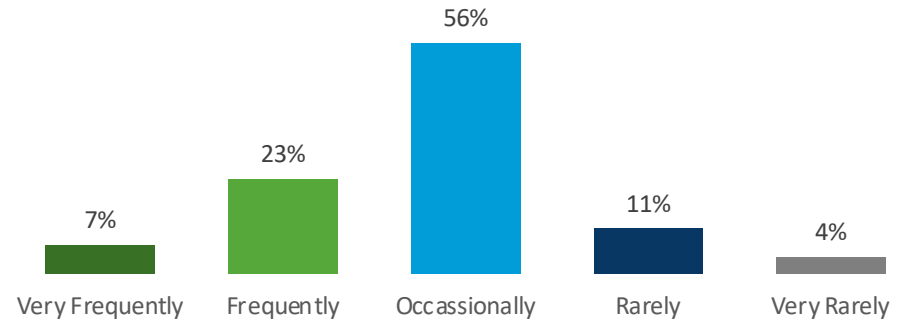


Outside Plano:

- Women > men
- HH with no kids
- Skews older (55-64)

In Plano (NET)	%
In Plano	23%
Both In Plano and Outside Plano equally	34%

### Frequency of Attending Events Outside Plano (Total)

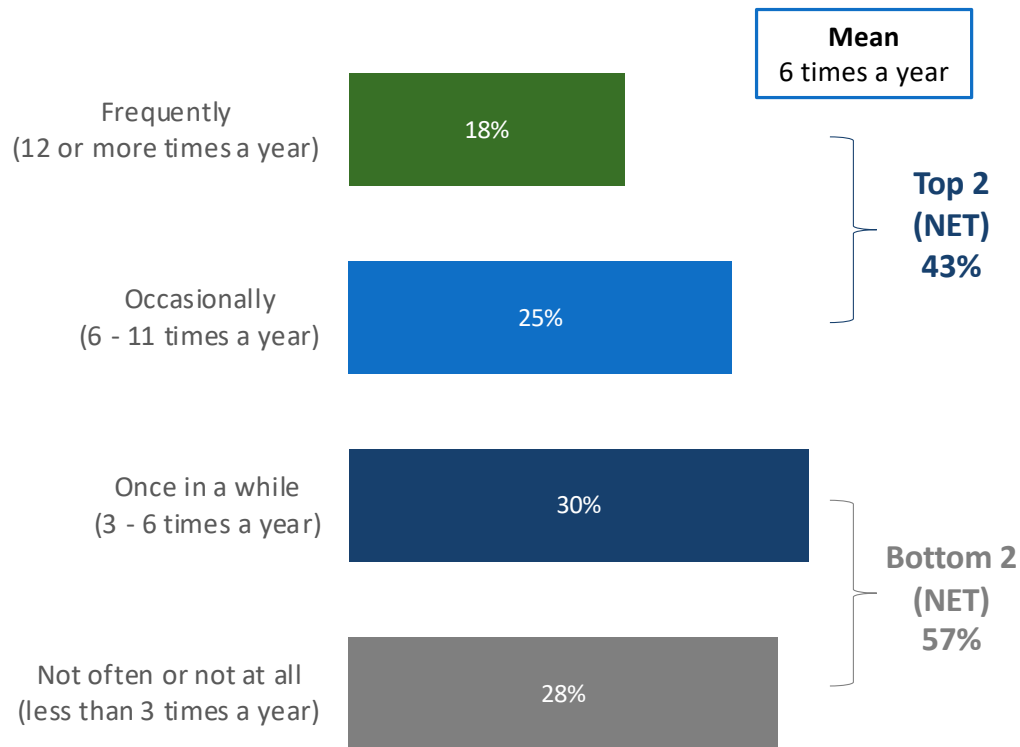


### Locations of Event Attendance Outside Plano (Total)

City of Event Attended	Population* (2023)	Approximate Distance from Plano	%
Dallas	1,302,868	20 miles	59%
Frisco	225,007	19 miles	14%
McKinney	213,509	14 miles	11%
Fort Worth	978,468	49 miles	5%
Richardson	117,435	6 miles	3%
Other City	-	-	9%

For most, involvement in the arts, cultural, or creative events/activities is sporadic throughout the course of a year

### Plano Tri-County Region Events/Activities Involvement (Total)



#### Age Implications

**34 years old & under** age group is significantly more likely to frequently or occasionally participate in arts/cultural activities than those **55 years of age & older** (Top 2 NET 55% vs. NET 69%, respectively)

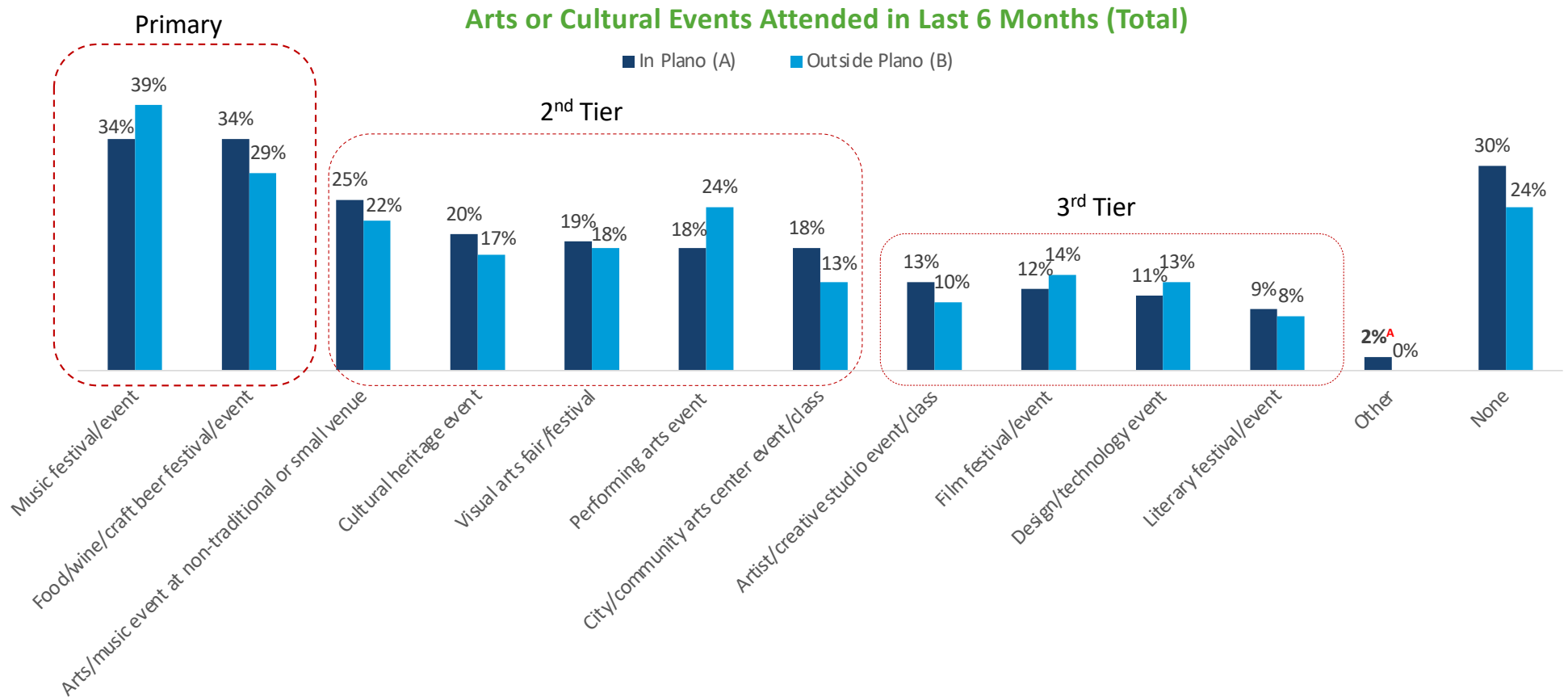
#### Travel Implications

Those primarily attending events/activities **outside of Plano** (Bottom 2 NET 66%) or are **Hispanic/Latino/a** (Bottom 2 NET 56%) often do so **less than 6 times a year**

#### Other Priorities

**Households without children** and **Euro-American/White** tend to participate less often – **fewer than 6 times per year** (Top 2 NET 65% vs. 62%, respectively)

## Music festivals/events and food/alcohol festivals/events were the primary draws for many respondents within the last six months



Despite some variation, *music festivals/events* and *food/alcohol festivals/events* dominated the top three arts or cultural events attended across ethnic groups in the last six months

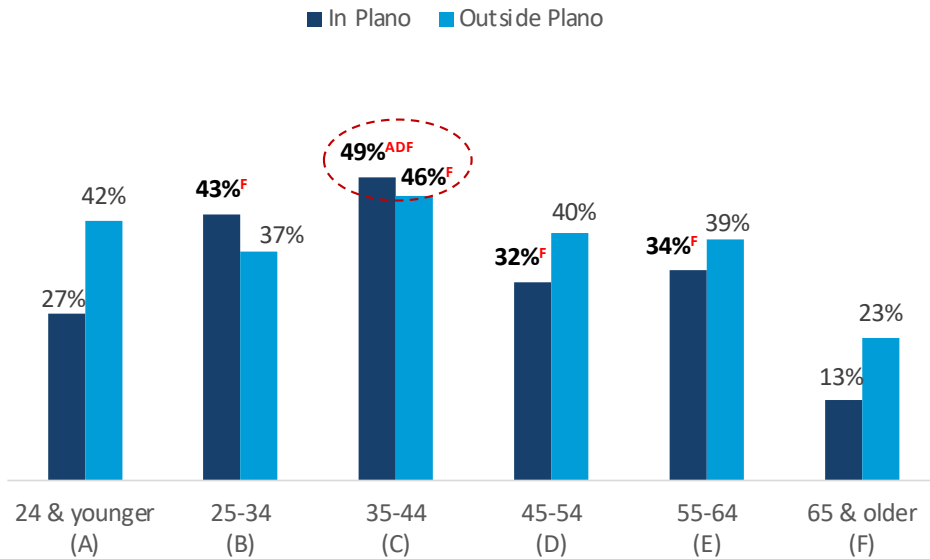
Top 3 Arts or Cultural Events Attended in Last 6 Months by Ethnic Group

Euro-American/White	African American/Black	Hispanic/Latino/a	Asian
<p><b><u>In Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Music festival/event (37%)</li> <li>2. Food/wine/craft beer festival/event (36%)</li> <li>3. None of the above (32%)</li> </ol> <p><b><u>Outside Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Music festival/event (40%)</li> <li>2. Food/wine/craft beer festival/event (31%)</li> <li>3. <b>Performing arts event (28%)</b></li> </ol>	<p><b><u>In Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Food/wine/craft beer festival/event (41%)</li> <li>2. Arts/music event at non-traditional or small venue (31%)</li> <li>3. Cultural heritage event (29%)</li> </ol> <p><b><u>Outside Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Music festival/event (35%)</li> <li>2. Food/wine/craft beer festival/event (33%)</li> <li>3. <b>Performing arts event (27%)</b></li> </ol>	<p><b><u>In Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Food/wine/craft beer festival/event (44%)</li> <li>2. None of the above (41%)</li> <li>3. Music festival/event (34%)</li> </ol> <p><b><u>Outside Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Food/wine/craft beer festival/event; Visual arts fair/festival (34%)</li> <li>2. Music festival/event (31%)</li> <li>3. <b>Performing arts event;</b> Arts/Music event at non-traditional or small venue; Design/technology event (28%)</li> </ol>	<p><b><u>In Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Music festival/event (48%)</li> <li>2. Visual arts fair/festival (33%)</li> <li>3. <b>Food/wine/craft beer festival/event;</b> Arts/music event at non-traditional or small venue; City/community arts center event/class (30%)</li> </ol> <p><b><u>Outside Plano</u></b></p> <ol style="list-style-type: none"> <li>1. Music festival/event (48%)</li> <li>2. <b>Food/wine/craft beer festival/event;</b> Film festival/event (25%)</li> <li>3. Arts/Music event at non-traditional or small venue; None of the above (23%)</li> </ol>

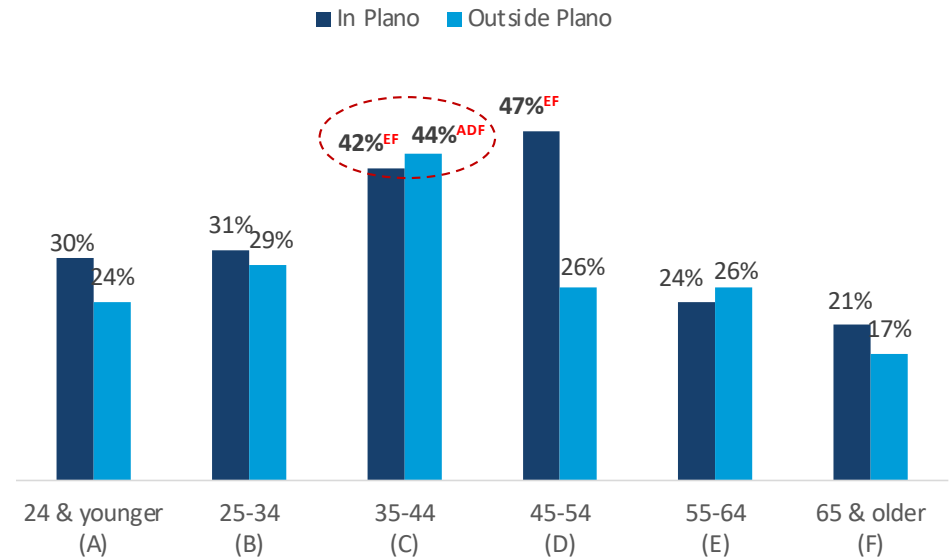
Performing Arts events are not among the top 3 events attended in Plano, but they are *outside* Plano... how can Plano offer more in this genre?

Both in and out of Plano, the 35-44 years of age range has attended significantly more *music festivals/events* and *food/alcohol festivals/events* more often than other age groups

Music Festivals/Events Attended in Last 6 Months by Age Group



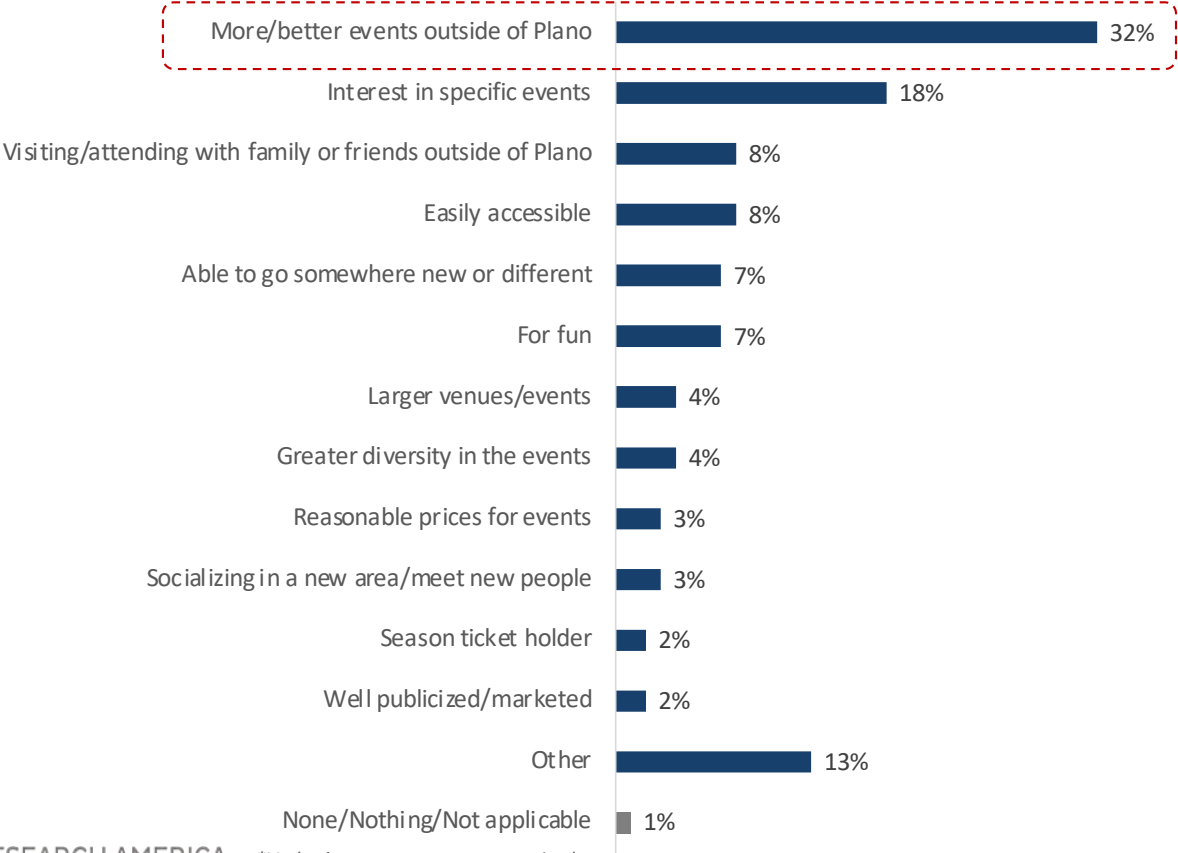
Food/Wine/Craft Beer Festivals/Events Attended in Last 6 Months by Age Group



Consider what can be done to broaden the attraction beyond the core 35-44 age group.

# As a result, the perception of more or better artistic/cultural events outside of Plano are the predominant reason many attend such events

## Verbatim Main Reason Events Attended Outside Plano\* (Total)



\*Verbatim responses are categorized.

### Not Entirely Satisfied

Those of **55-64 years of age** (46%) or of **Asian** self-identification (41%) are **more likely** to seek out **more or better events** outside of Plano

### Branching Out

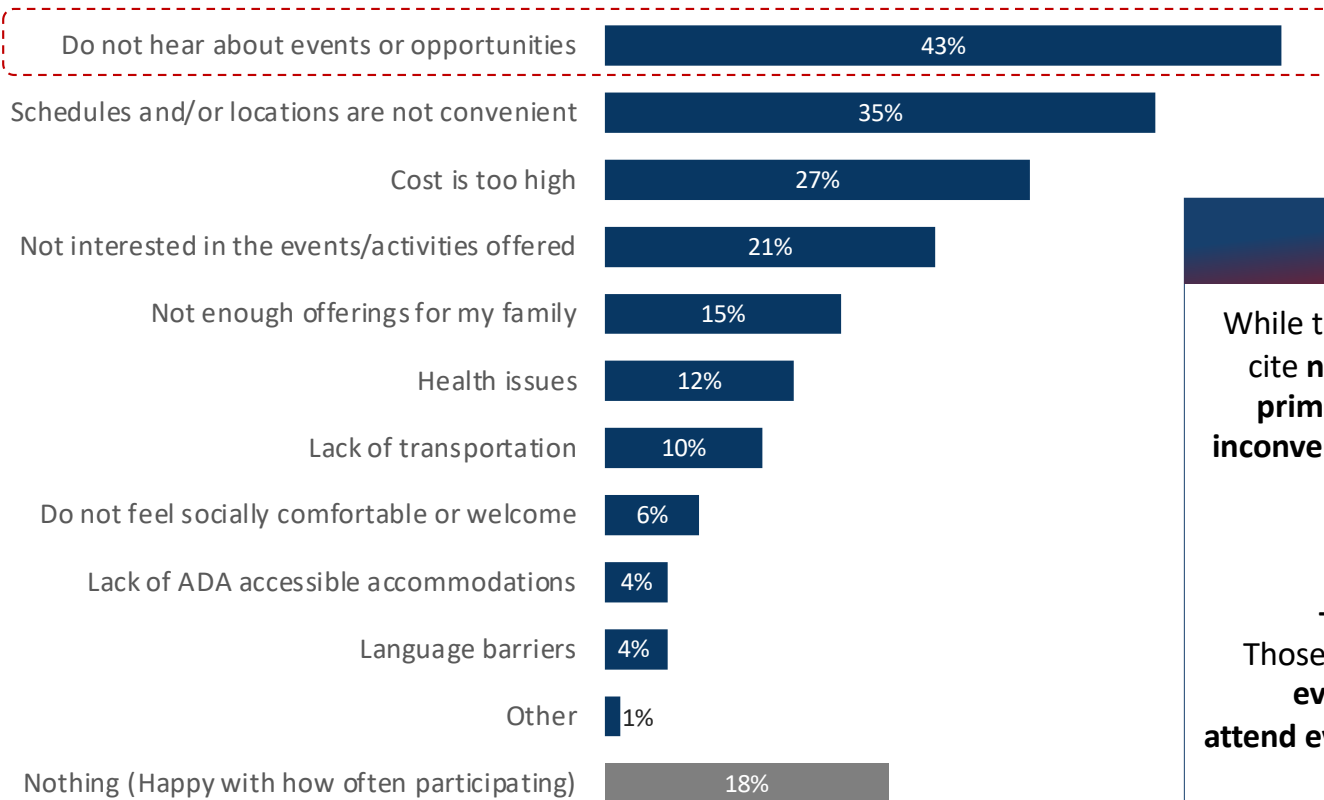
Often more **open to new experiences**, those **24 years & younger** are **most likely** to attend events outside Plano **for fun** when compared to others (30%)

### Potential Freedoms

**Less limited by constraints** such as children and thus **more willing to travel**, the **45-54 age** grouping is most likely to be **interested in specific events** outside of Plano (23%)

Lack of awareness is the top barrier to attending events in Plano, followed by inconvenient schedules/locations and affordability; communication obstacles can be 'easily' overcome

### Factors Prohibiting Arts or Cultural Events Attendance in Plano (Total)



### Conflict with Existing Plans

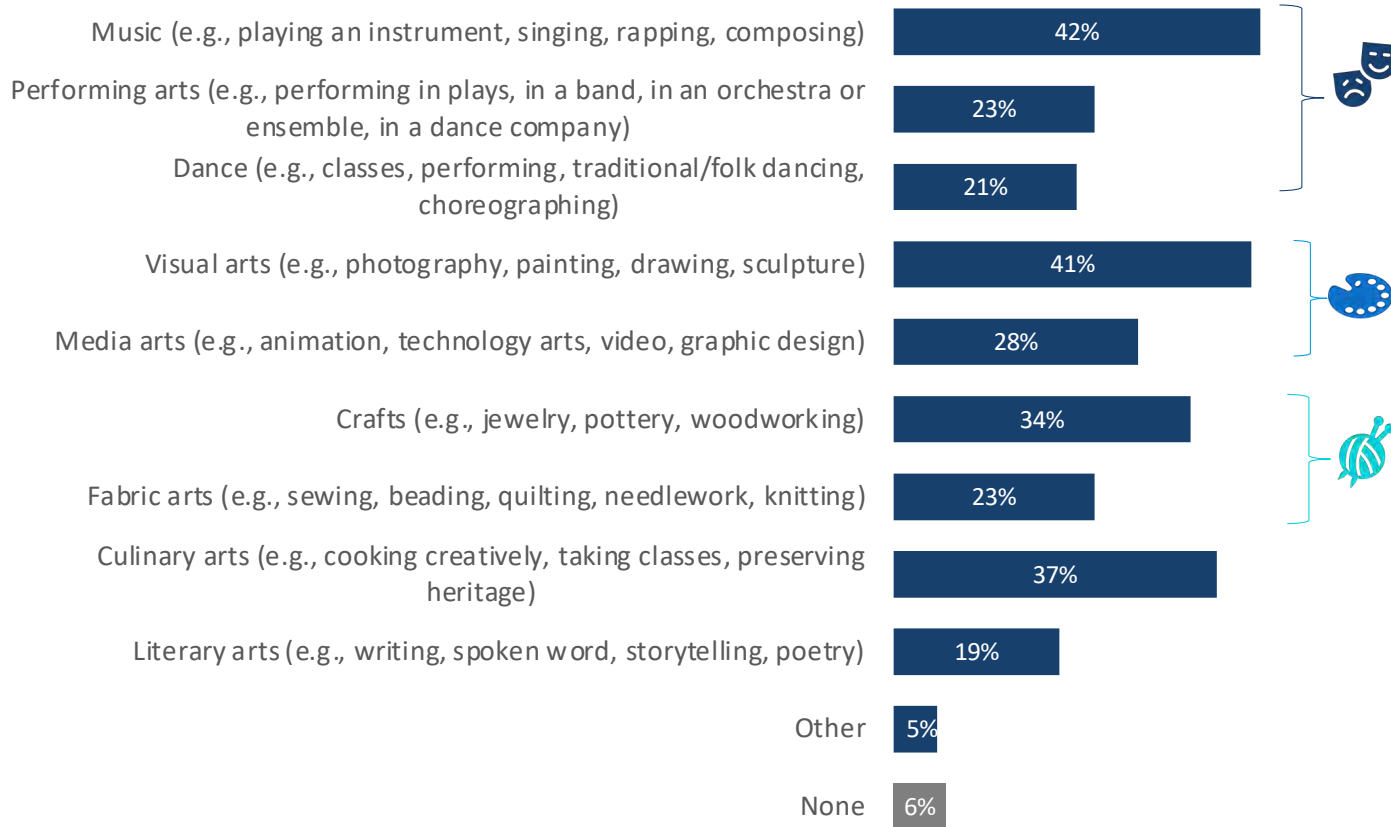
While the **vast majority** of demographic groups cite **not hearing about opportunities** as the **primary** reason they do not attend events, **inconvenient schedules or locations** is viewed as particularly problematic for

- **Hispanic/Latino/a** (44%),
- **24 years old & under** (42%),
- **Households with children** (37%)

Those who **occasionally attend arts/cultural events** (49%) and those who **typically attend events in Plano** (36%) cite similar concerns with prohibiting inconveniences.

The most frequently pursued creative activities are centered around performance and visual design; these align with the types of cultural events residents seek out and attend

**Creative Activities Performed (Total)**



**Performing (NET) 57%**  
Key Demographics in Music  
 24 & younger (52%)  
 35-44 (51%)

**Design (NET) 52%**  
Key Demographics in Visual Arts  
 Households with children (53%)  
 African American/Black (51%)

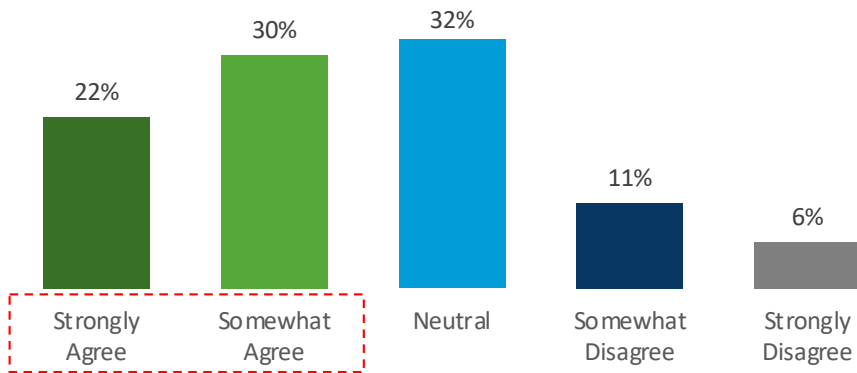
**Crafting (NET) 45%**  
Key Demographics in Crafts  
 Asian (38%)  
 55-64 (37%)

**Culinary Arts:**  
 Plays into residents' strong participation in food/beverage festivals

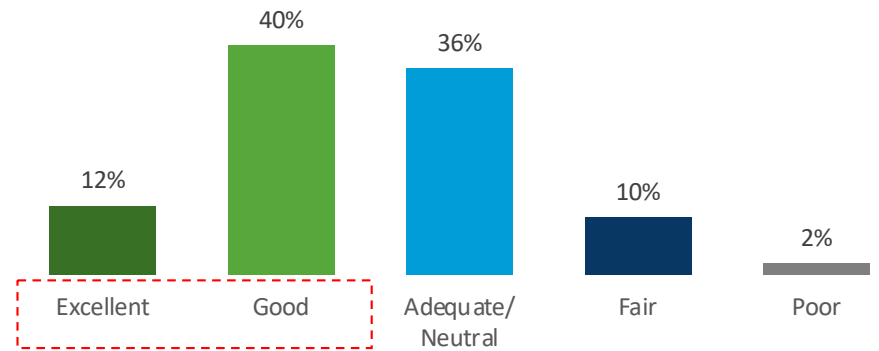
While respondents generally agree that having artistic/creative opportunities in Plano is important, their opinions on current offerings skew a bit more toward ambivalence

How much do you agree with the statement... (Total)

“Having arts and creative learning opportunities in Plano is essential to me and/or my family “



Current rating of arts, cultural, or creative activities in Plano



An Opportunity for Enrichment

Compared to other age groupings, those **24 & younger** and **65 & older** (Top 2 NET 30% vs 32%, respectively) are **less likely to view** arts/creative opportunities as **important**, while also ranking Plano’s **current cultural offerings** as simply **adequate** (Top 2 NET 39% vs 49%, respectively).

Involvement is Related to Satisfaction

Those **frequently/occasionally** attending events/activities are more likely to **value opportunities** and **agree** that Plano’s **current offerings** are **excellent** (Top 2 NET both 70%).  
 Those **attending outside of Plano** value opportunities **less** (32%) and are of more **neutral agreement** (45%).

# Providing increased information and promotion regarding artistic/cultural events and opportunities will meet a highly sought after need

## Youthful Outreach

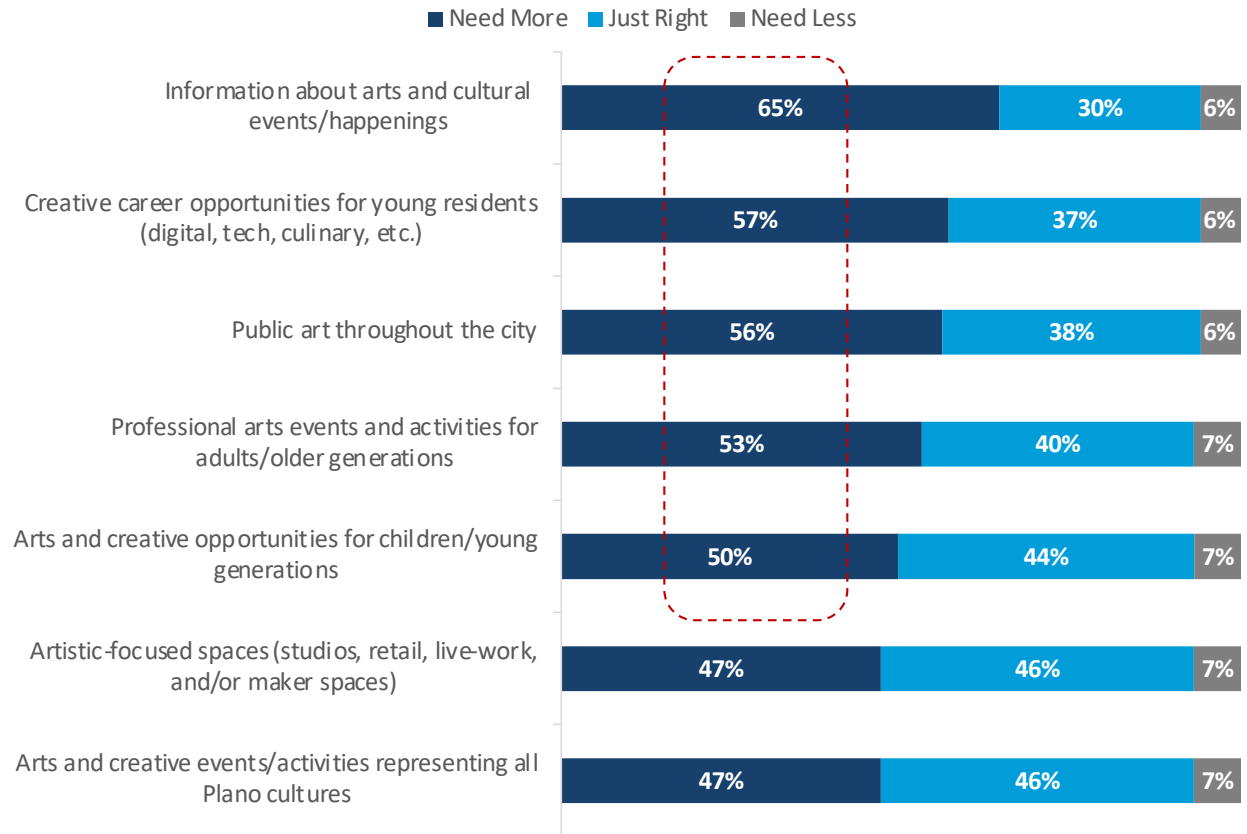
Significantly, 73% of adults **24 & younger** desire more **city-wide public art**, while 61% of those of **25-34 years** of age would like more **professional events/activities** geared towards adults.

**60%** of households with children would like to see **more arts/creative opportunities** for their children.

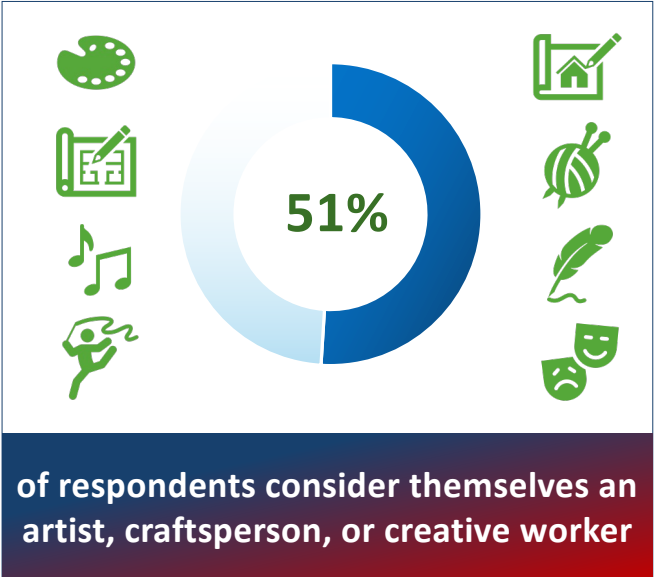
## Advance Planning

Those **45-54 age** (79%) and **Euro-American/White** (71%) are both **most likely to request more information** about potential events/activities.

## Perceived Plano Art and Culture Needs (Total)

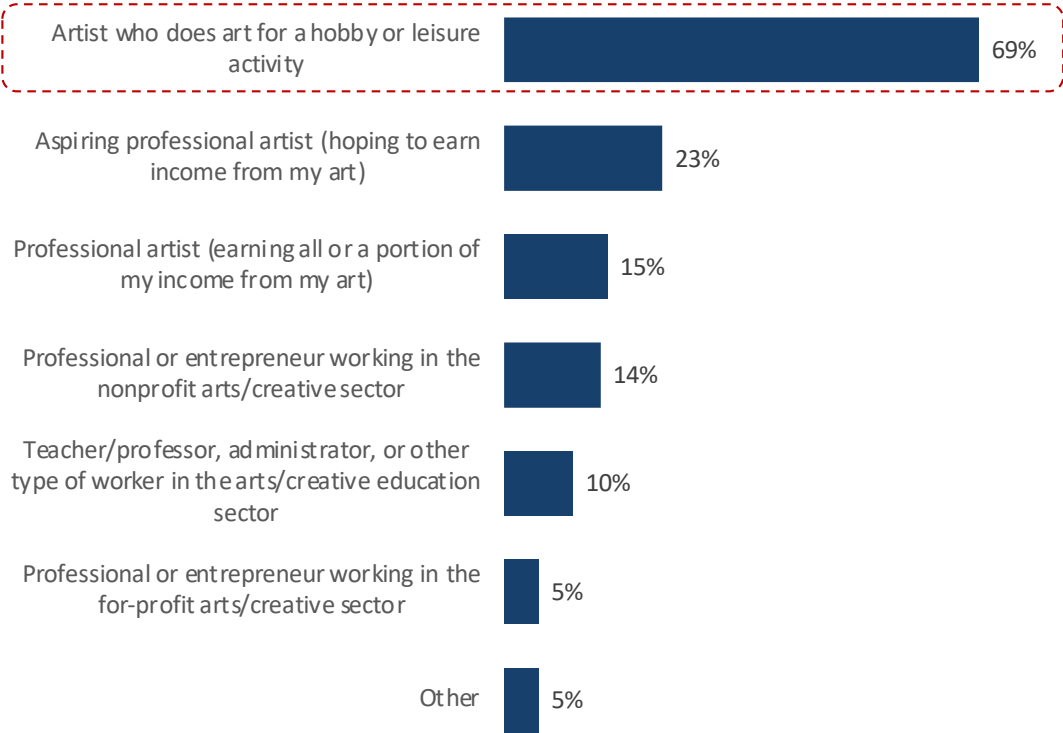


# Across demographics, the majority of artists consider themselves as hobbyists or do creative works as a leisure activity



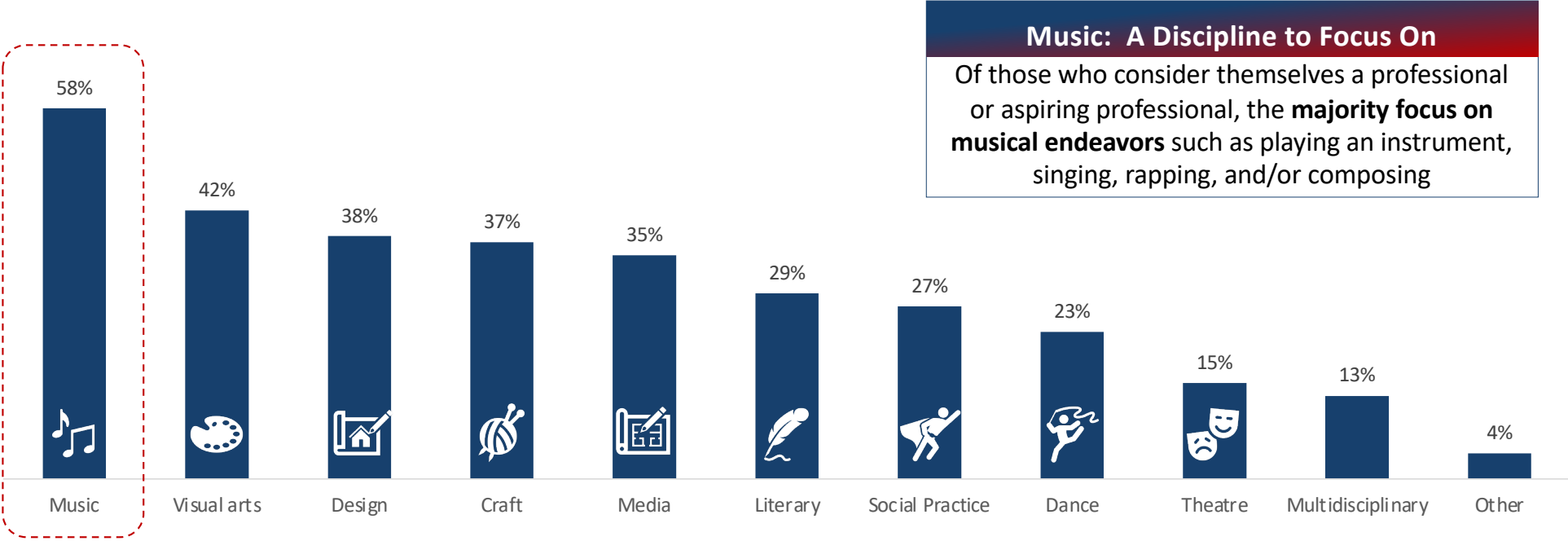
**A CREATIVE YOUNGER POPULACE:**  
 Those under 45 years of age (and particularly 24 and younger) are likely to consider themselves an artist versus older residents 55-64 years old

## Self-Described Type of Artist/Craftsperson/Creative Worker (Total)



# Most self-described artists practice in the music discipline, followed by visual arts, design, crafts and media

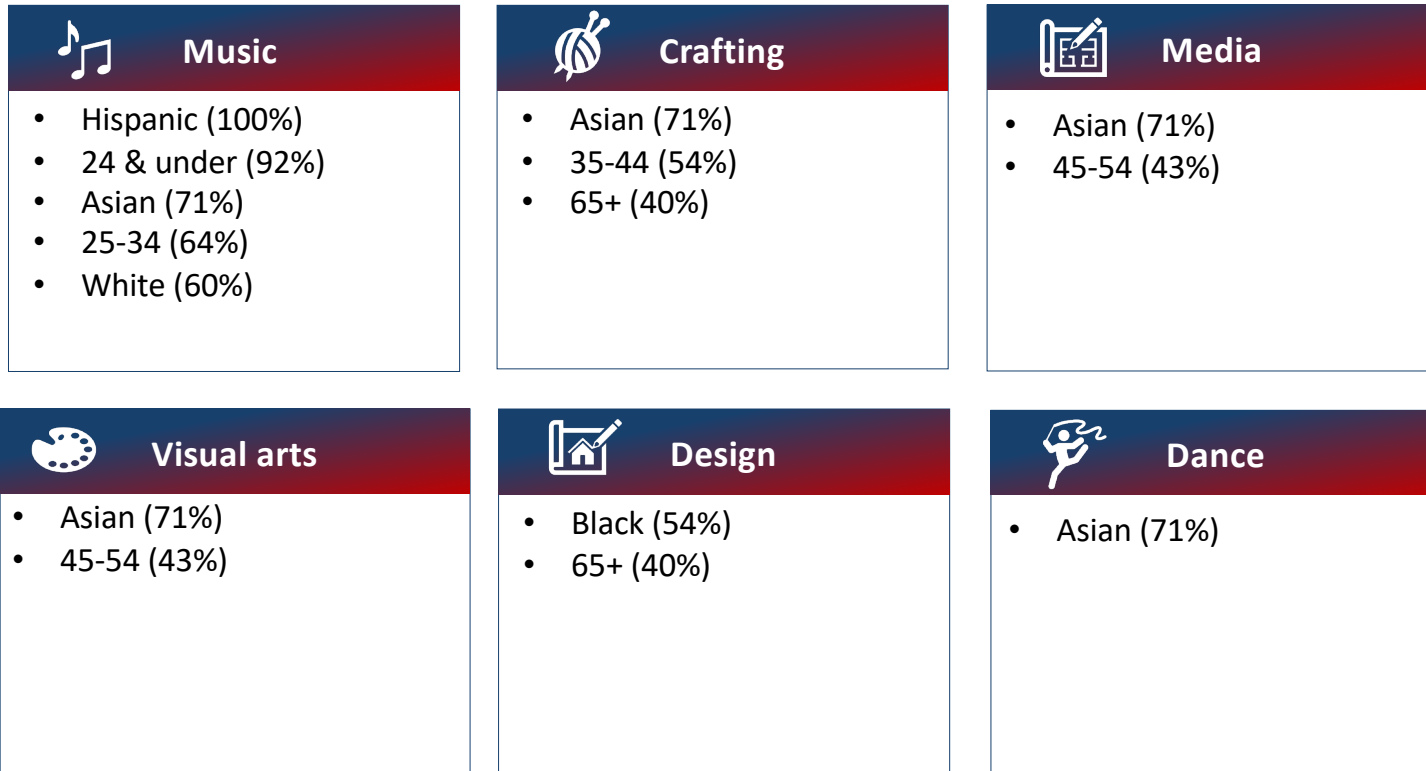
## Self-Described Artistic Discipline (Total)



## Demographically, those identifying themselves a professional or aspiring professional have a wide range of interests

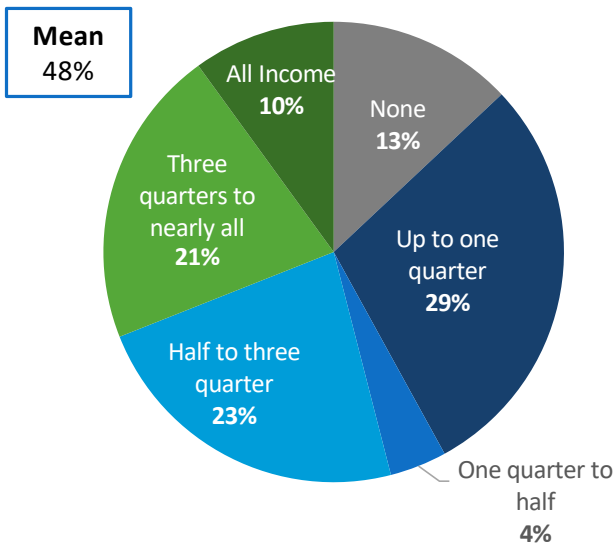
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### Trended Top Self-Described Artistic Discipline by Demographic\*

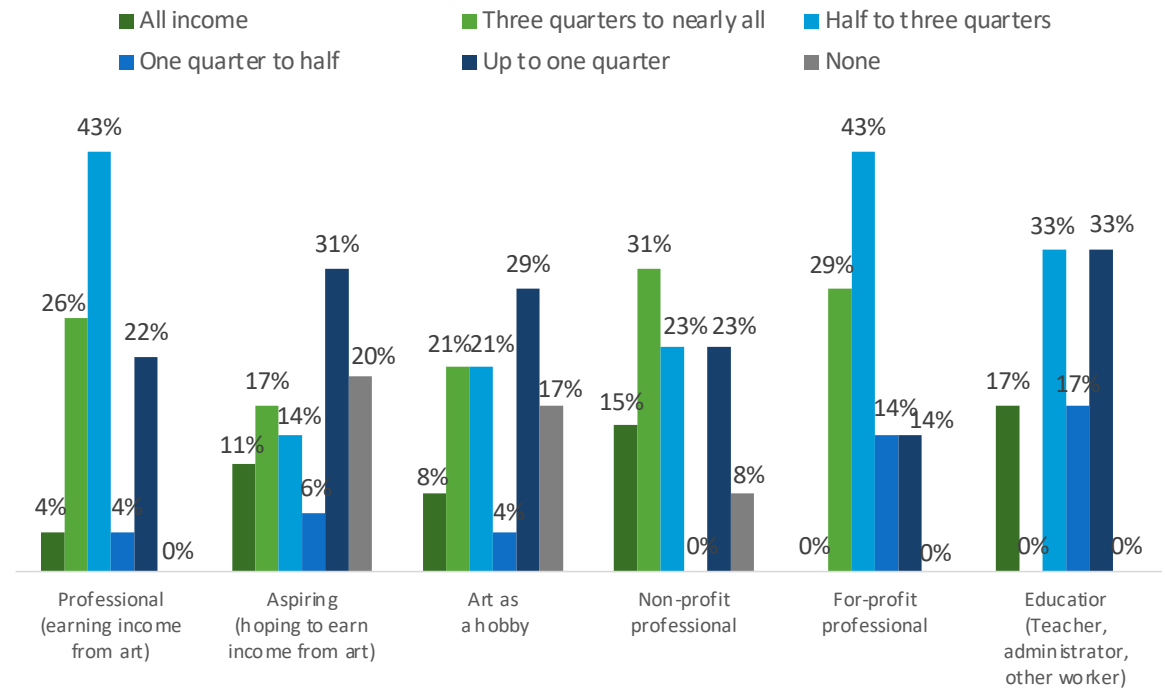


Although almost half of artists gain income through their work, and unsurprisingly, those who are professional garner a greater portion of their income come from their art

### Portion of Income from Creative Work (Total)



### Portion of Income from Creative Work by Artist Type



Mean	59%	42%	45%	60%	59%	48%
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\*Directional read only – small base sizes

# Networking opportunities and affordable work/living spaces are the top priorities for professionals or aspiring professionals in order to both create art and to grow careers

## Top Ranked Priorities Among Artists (Total)

- 27%**  Networking and connection opportunities with other artists in Plano
- 27%**  Affordable workspace and/or live/workspace
- 19%**  Exhibition, performance, and sales/work opportunities
- 15%**  Opportunities for leadership in the community (e.g., serving on boards or committees, advising organizations, working in social practice)
- 12%**  Professional development assistance (marketing, promotions, accounting, etc.)

## Fostering a Community

To **establish** themselves, **networking opportunities** are **quite important** for artists **35-44** (46%); such opportunities are also important to **younger adults aged 24 & under** (31%) and those **households without children** (30%)

## Affordability

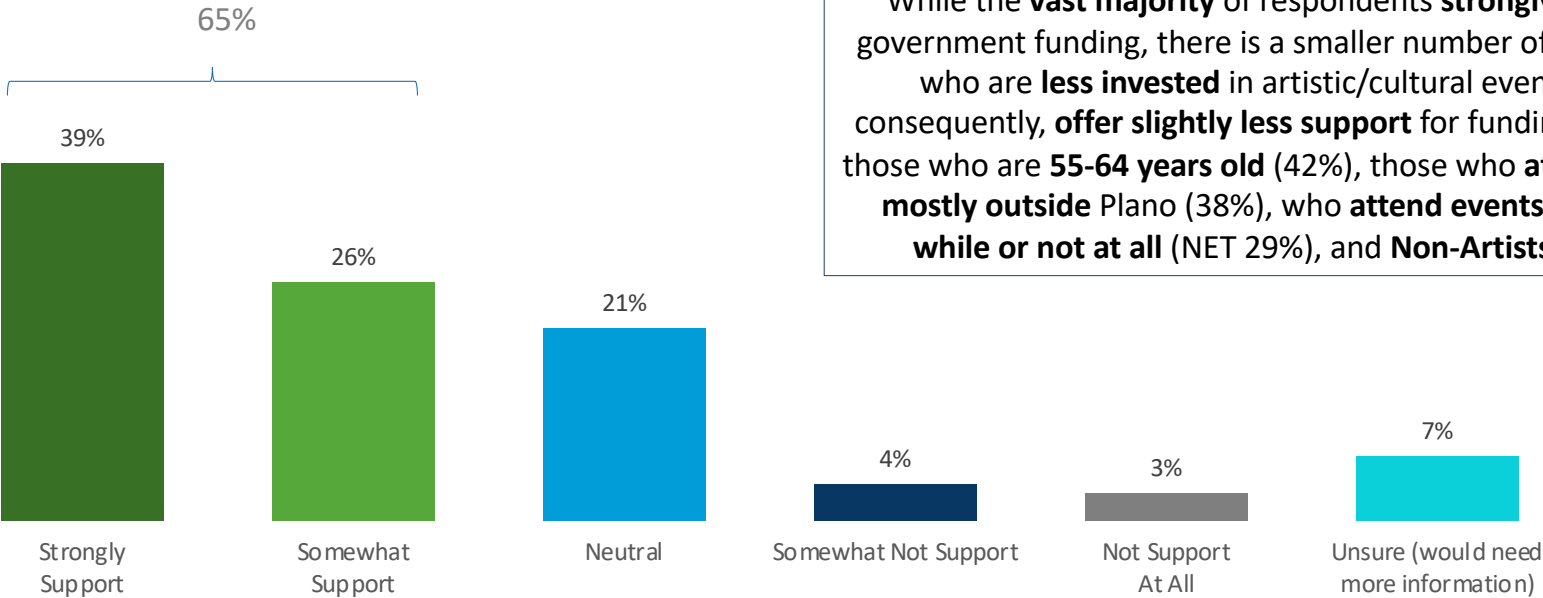
While they may potentially be budget restricted, artists **25-34** (36%) and **45-54 years of age** (43%), as well as those of **Asian** (43%) self-identification and those **with children** (29%), want **affordable spaces**

## Marginal Representation

Professionals and aspiring professionals of **Hispanic** (40%) and **African-American/Black** (38%) identification and those **65 years of age & over** (40%) would like to have **more opportunities** for **exhibition, performance, and work**

# Support for government funding of art, cultural, and creative growth in Plano is strong across all demographics

## Support for Government Funding of Arts, Cultural, and Creative Growth of Plano (Total)



### Strong Support versus Somewhat Support

While the **vast majority** of respondents **strongly support** government funding, there is a smaller number of individuals who are **less invested** in artistic/cultural events and, consequently, **offer slightly less support** for funding including those who are **55-64 years old** (42%), those who **attend events mostly outside Plano** (38%), who **attend events once in a while or not at all** (NET 29%), and **Non-Artists** (29%).

Plano's Cultural Plan should seek to provide a hub for artistic/cultural activities/events, enabling artists to stay local while also "spreading the word" about what the city has to offer

### Top Perceived Long Term Plan Priorities (Total)

- 51%**  Developing a "go to" for information on creative events, activities, and arts and culture offerings
- 46%**  Supporting local artists so they stay in Plano
- 41%**  Developing more creative spaces around the city
- 38%**  Enhancing and diversifying arts/creative events and opportunities for all
- 37%**  Increasing affordable spaces for artists and arts and cultural organizations

### A "Go To" Hub

Those **over 55 years old** (NET 67%), who identify as **Hispanic/Latinx** (63%) or **Euro-American/White** (58%), who primarily attending **activities outside Plano** (54%), and **Non-Artists** (54%) would value a "go to" for event/activity offerings

### Local Artists

Those of **45-54 years of age** (58%) are **significantly more likely** to support **retaining local Plano artists** in comparison to those younger than 24 and older than 65 years of age (33 vs. 36%, respectively)

### Creative Spaces

More than any other demographic group, the **24 years & younger** age range are **unique** in that they are **most likely** to want **more creative spaces** developed in the city of Plano (45%)

In the long term, respondents would like to see more/larger events/activities which focus on the diversity/inclusivity they can find from events/activities in nearby, larger cities

### Finding the Right Event to Suit a Need

Respondents aged **35-44** and **Asian self-identifiers** (both 18%), as well as those who **occasionally attend** arts/cultural events (17%), are particularly interested in **more/larger events**, while those **aged 45-54** (19%) and those **who did not often/at all attend events** (13%) look for **more diversity**

### Local Interests

The **55-64 age range** is particularly interested in seeing future **support of local artists** but are also interested in **established spaces to gather and share art** (both 13%) as are **Artists** themselves (10%)

### Reaching the Older Generation

While those who are **65 years of age and older** are **unsure** what the arts/cultural plan should **accomplish**, they are certain there should be improvements in **event promotion** (both 15%)

One Thing Want Plan To Accomplish	Percent
Offer more/larger events and activities	13%
More diversity/inclusivity	10%
Offer spaces for artists to gather and share their art	9%
Support local artists	7%
Promoting the events more/better	5%
Engage children the youth to gain appreciation	5%
Bring the community together	4%
Affordable options for the community	4%
Higher participation from artists and community members	3%
More creative venues	3%
Have more local art around the city	2%
Showcasing the city and its offerings	2%
Offer more funding for the arts	1%
Create revenue for the city	1%
Make more affordable	1%
Having a long-term vision for success	1%
Other	10%
Nothing/Not applicable	6%
Don't know/Unsure	5%

Verbatim Desired Outcome\* (Total)

A close-up photograph of a person's hands drawing a pair of eyes on a white sheet of paper held by a silver clipboard. The person is wearing a dark jacket and glasses. The background is blurred, showing a whiteboard with some faint red markings. The word "Demographics" is overlaid in large white text on the right side of the image.

# Demographics

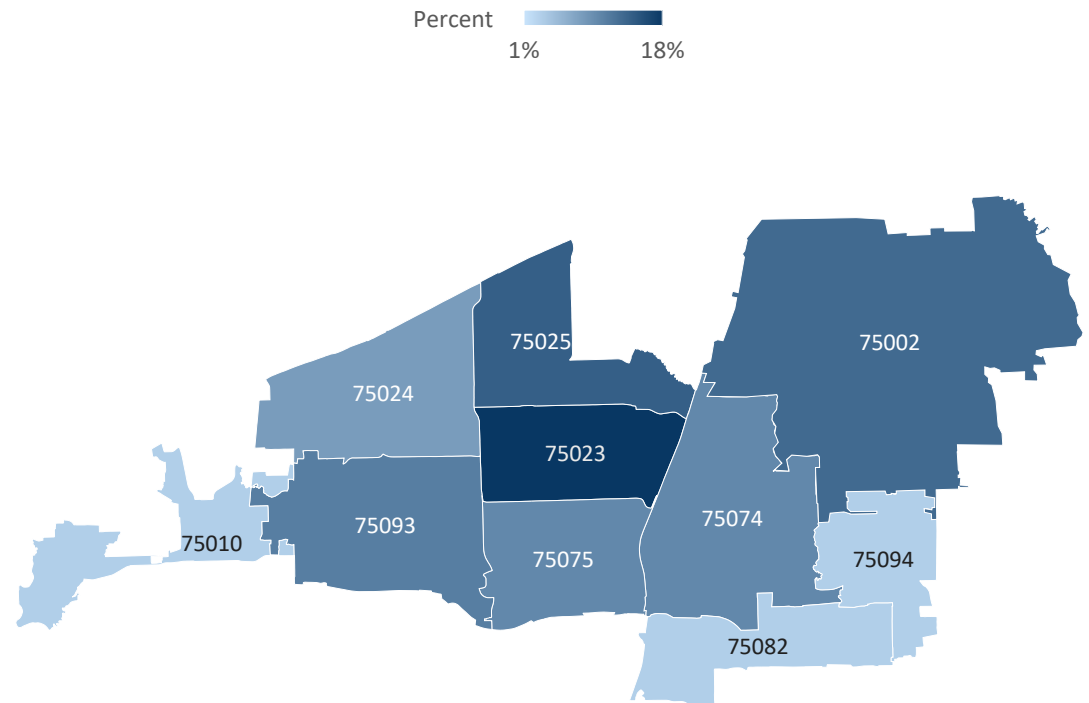
## Respondent Profile

County	%
75023 Plano, TX	18%
75024 Plano, TX	8%
75025 Plano, TX	14%
75026 Plano, TX	1%
75074 Plano, TX	10%
75075 Plano, TX	10%
75086 Plano, TX	1%
75093 Plano, TX	11%
75094 Plano, TX	3%
75002 Allen, TX	13%
75010 Carrollton, TX	3%
75082 Richardson, TX	3%
75252 Dallas, TX	7%

City of Plano Residency	%
Full-time resident	79%
Part-Time resident	3%
I live elsewhere	18%

Work for/Contracted by/Serve on board of any Plano arts or cultural nonprofit organization	%
Yes	8%
No	92%

Population Distribution (Zip Code)



Powered by Bing  
© TomTom

## Respondent Profile

Age	%
24 years old or younger	11%
25 to 34 years old	16%
35 to 44 years old	24%
45 to 54 years old	19%
55 to 64 years old	13%
65 years or older	16%
Prefer not to disclose	1%
<b>Mean Age</b>	<b>45</b>

Employment	%
Work part-time or full-time (outside of caring for home and family)	63%
Stay-at-home parent	9%
Retired or no longer part of workforce	16%
Part-time or full-time college student	5%
Currently seeking work	12%

Gender Identity	%
Man	54%
Woman	45%
Other	< 1%
Prefer not to disclose	< 1%

U.S. Military Status	%
Yes – Active Duty	2%
Yes – Veteran	7%
No	91%
Prefer not to disclose	1%

Children Under 18 in Household	%
Yes	36%
No	62%
Prefer not to disclose	2%

Have or Live with a Disability	%
Yes	15%
No	84%
Prefer not to disclose	2%

## Respondent Profile

Race/Ethnicity Identification*		%
European-American/White (e.g., German, Irish, English, Italian, French, Polish, and similar)		59%
African American or Black (e.g., African, Nigerian, Ethiopian, Somalian, Jamaican, Haitian, and similar)		16%
Hispanic or Latino/a (e.g., Mexican, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, Nicaraguan, and similar)		11%
Asian	East Asian (e.g., Chinese, Filipino, Vietnamese, Korean, Japanese, and similar)	7%
	South Asian (e.g., Indian, Nepalese, Bhutanese, Pakistani, Bangladeshi, and similar)	7%
Other	Middle Eastern or North African (e.g., Moroccan, Lebanese, Yemenis, Arab, Turkish, Iraqi, Iranian, and similar)	2%
	Native American/Alaska Native (e.g., Apalachee, Muskogee Creek, Cherokee, Hitchiti, Oconee, Miccosukee, Timucua Yamasee, and Guale)	2%
	Native Hawaiian or Pacific Islander (e.g., Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, and similar)	1%
Prefer not to disclose		3%

# Project Materials



City of Plano  
Community Survey

# THANK YOU

Jan Nash

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