CANVAS
Community Survey Report

BACKGROUND AND METHODOLOGY

To ensure a comprehensive understanding of the needs, interests, and beliefs of residents in Orange County and the City of Orlando, Cultural Planning Group (CPG) conducted this survey as part of the CANVAS cultural planning process.

Designed in collaboration with the project partners at the city and county, this survey will inform the development of the plan by enabling community members to voice their perspectives and contribute to the vision, goals, and strategies for cultural development.

Survey Details:

- Time Period: October 2024 - February 2025
- Total Responses: 825 valid responses
- Format: Online survey
- Length: Approximately 7 minutes
- Question Types: Multiple choice, ranking, rating, and open-ended
- Languages: Available in English, Spanish, and Creole
- Distribution: Municipality and county email lists, organizational email lists, steering committee promotion, social media, and word of mouth

Core Survey Findings

Value and Perception of Arts and Culture

Value to Community

- 88% view arts/creative learning as essential for families.
- 51% rate current offerings as excellent or good.
- 53% feel their culture is well represented in the arts and culture activities in their local area.

Participation in Arts and Culture

Participation in Orange County

- 90% attend events within Orange County, 70% in the community in which they live and 20% in another community in Orange County.
- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%
- 95% participate either frequently or occasionally (more than 6 times a year).
- The most popular creative activities are centered around visual arts (62%), literary arts (58%) and music (49%).

Participation in Arts and Culture

Participation in Orange County

- Where people participate depends primarily on ease of access, area amenities/safety/vibrancy, and feelings of community connection (open-ended response summary)
- Schedules and inconvenient locations are the third highest barrier to participation, behind lack of awareness and cost.

Support for Arts and Culture

Public Funding Support

- 84% favor increased local government funding to support arts, cultural, and creative growth in the county.
- 67% consider dedicated local arts funding a top priority for the plan.
- Of those respondents that participate in arts and cultural activities less than 6 times a year 57% support increased local government funding.
- Support for increased funding is strong among respondents residing in both the City of Orlando and elsewhere in Orange County.

Awareness of Arts and Cultural Events/Activities

Awareness

- 48% cite lack of awareness as a primary barrier to participation.
- Respondents who have lived in the area for 10 years or less and those under age 45 feel the least informed.
- 83% of respondents want more information about arts and cultural events/happenings.

Artists in Orange County

Needs and Plan Priorities

- 39% of professional artists earn all of their income from their creative work.
- 60% of respondents consider themselves “creatives”
- Affordable work/living spaces is the top priority for professional and aspiring artists.

Desire for More

Respondents desire <u>more</u>, in priority order

- Information about arts and cultural events/happenings
- Creative career opportunities for young residents
- Artistic spaces
- Cultural venues
- Diverse programming
- Variety of opportunities
- Public art

Overall Cultural Plan Priorities

Top Areas of Focus Identified by Respondents…

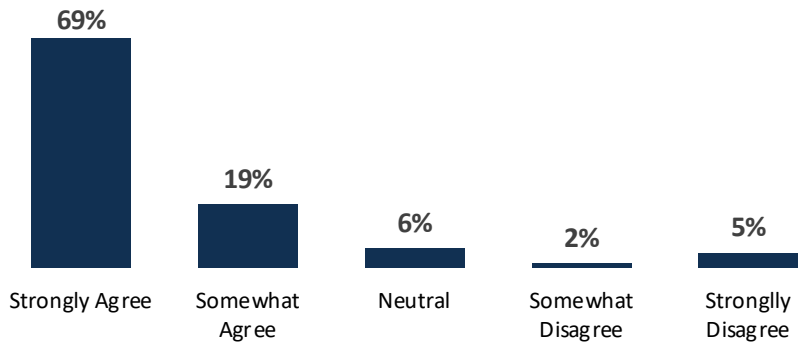
- Improving venue accessibility, infrastructure, and information
- Cultural diversity of events and activities and community development through the arts.
- Funding for the arts and cultural life of county residents, creative workers, and creative businesses.
- Expanded public programming and creative learning opportunities

Detailed Survey Data

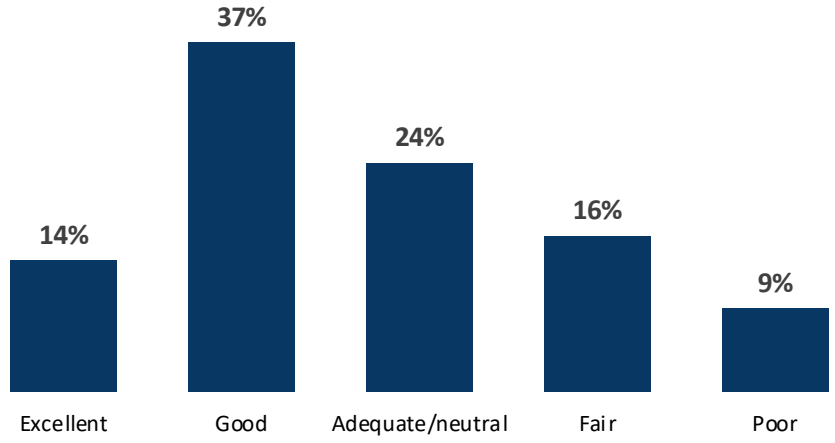
Value and Perception of Arts and Culture

There is strong community support for artistic and creative opportunities, with about half of respondents expressing satisfaction with current programming

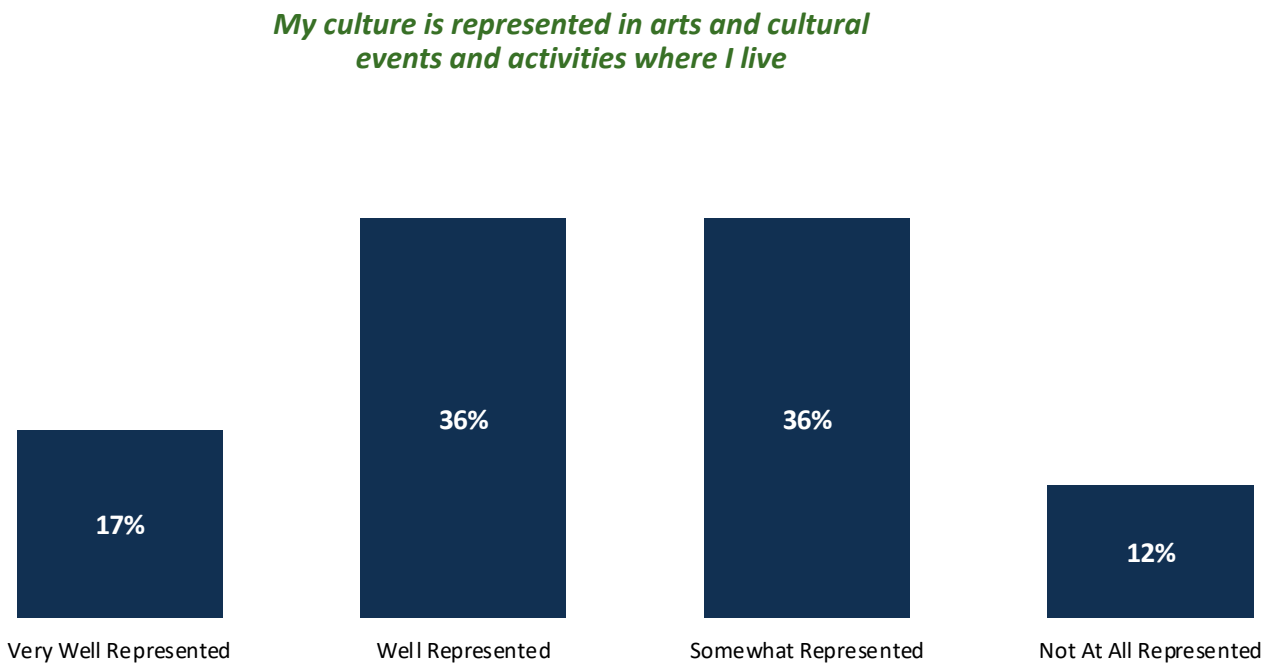
Having arts and creative learning opportunities available in my community is essential to me and/or my family



Current rating of arts, cultural, or creative activities in Orange County

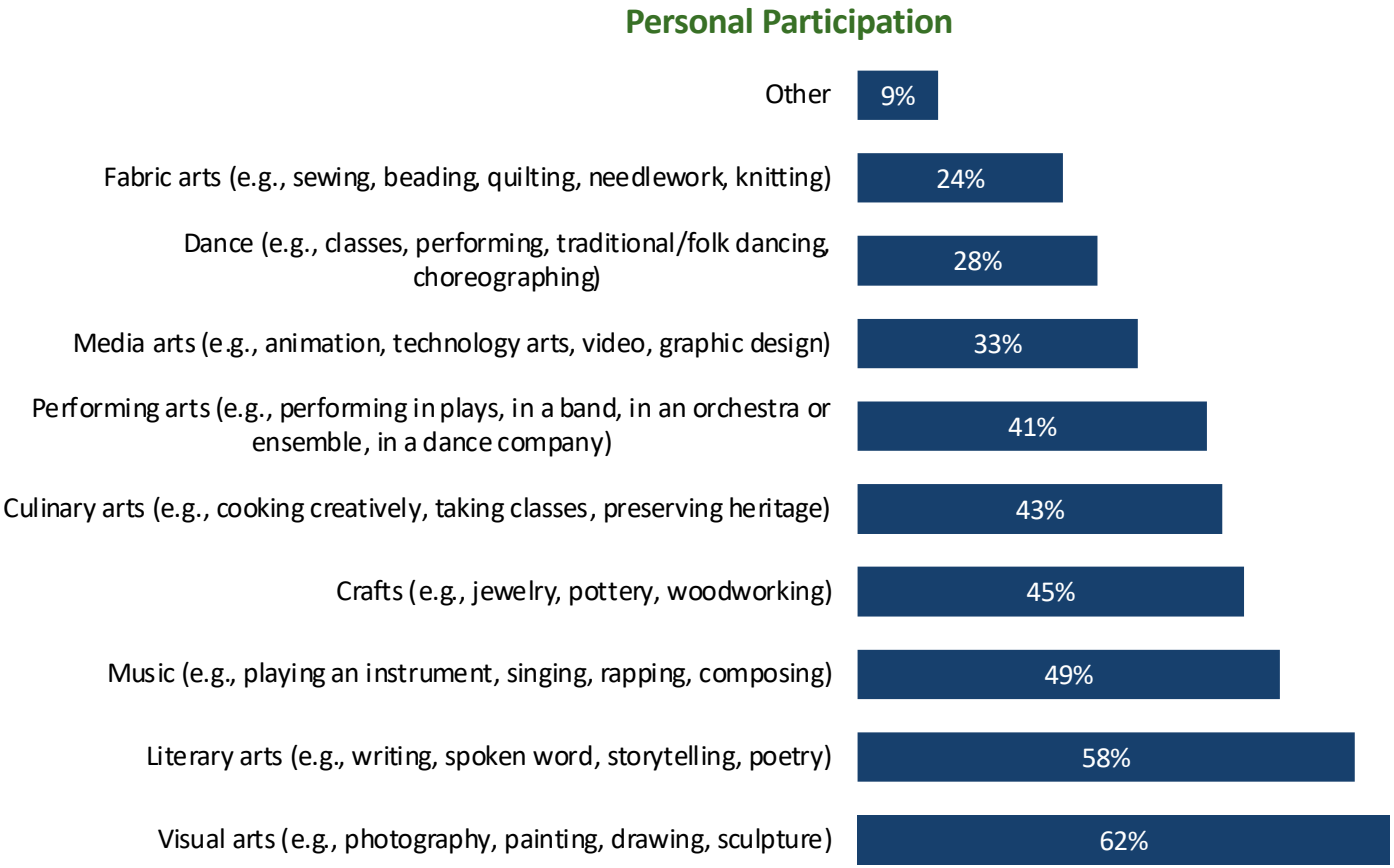


Participants feel that their culture is adequately represented in the arts and cultural events and activities in their local area

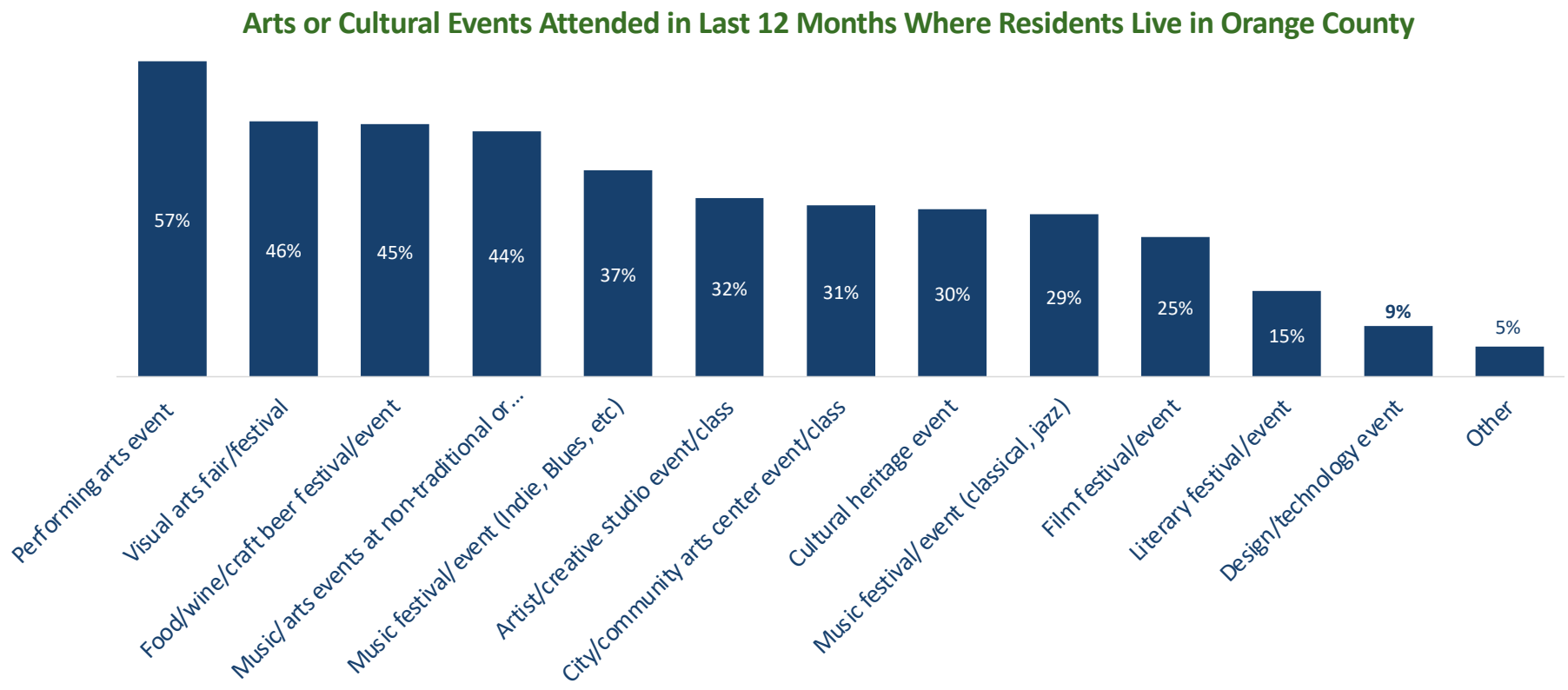


Participation in Arts and Culture

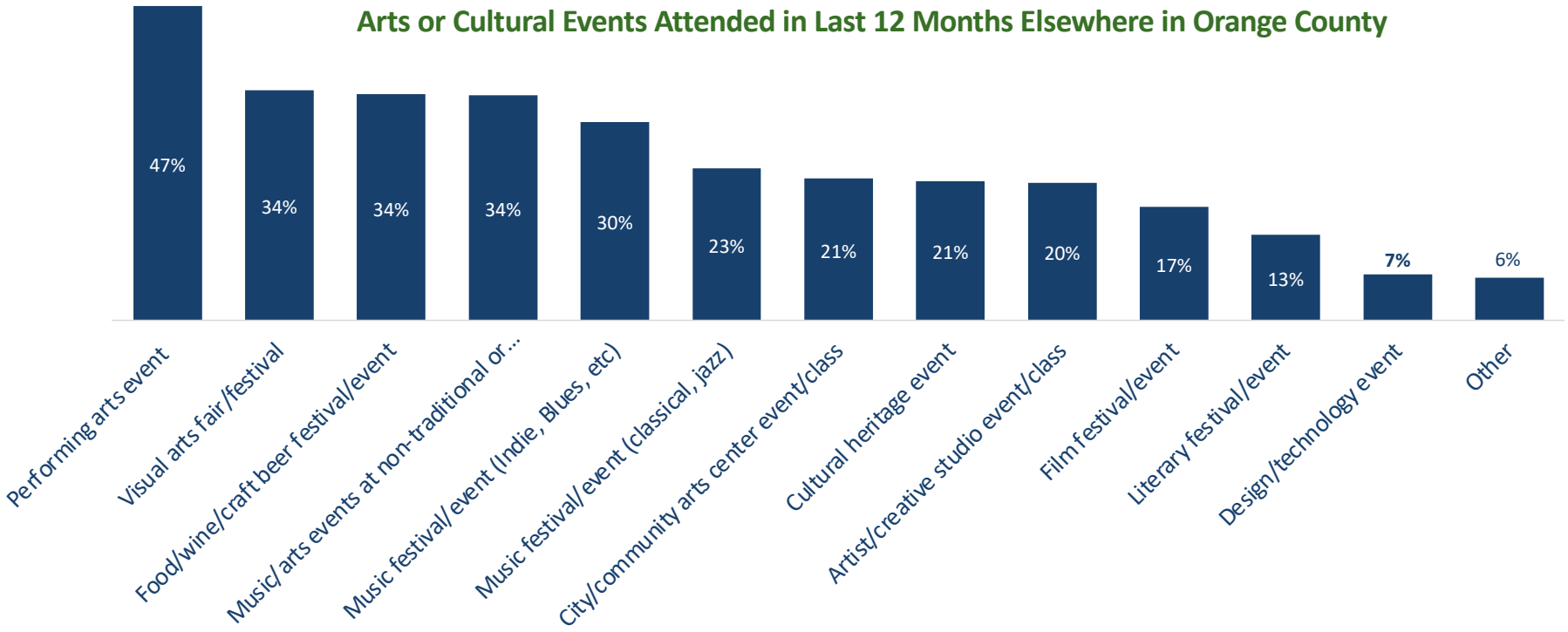
Orange County resident personal participation in arts and creative activities is diverse with visual arts, literary arts, and music topping the list



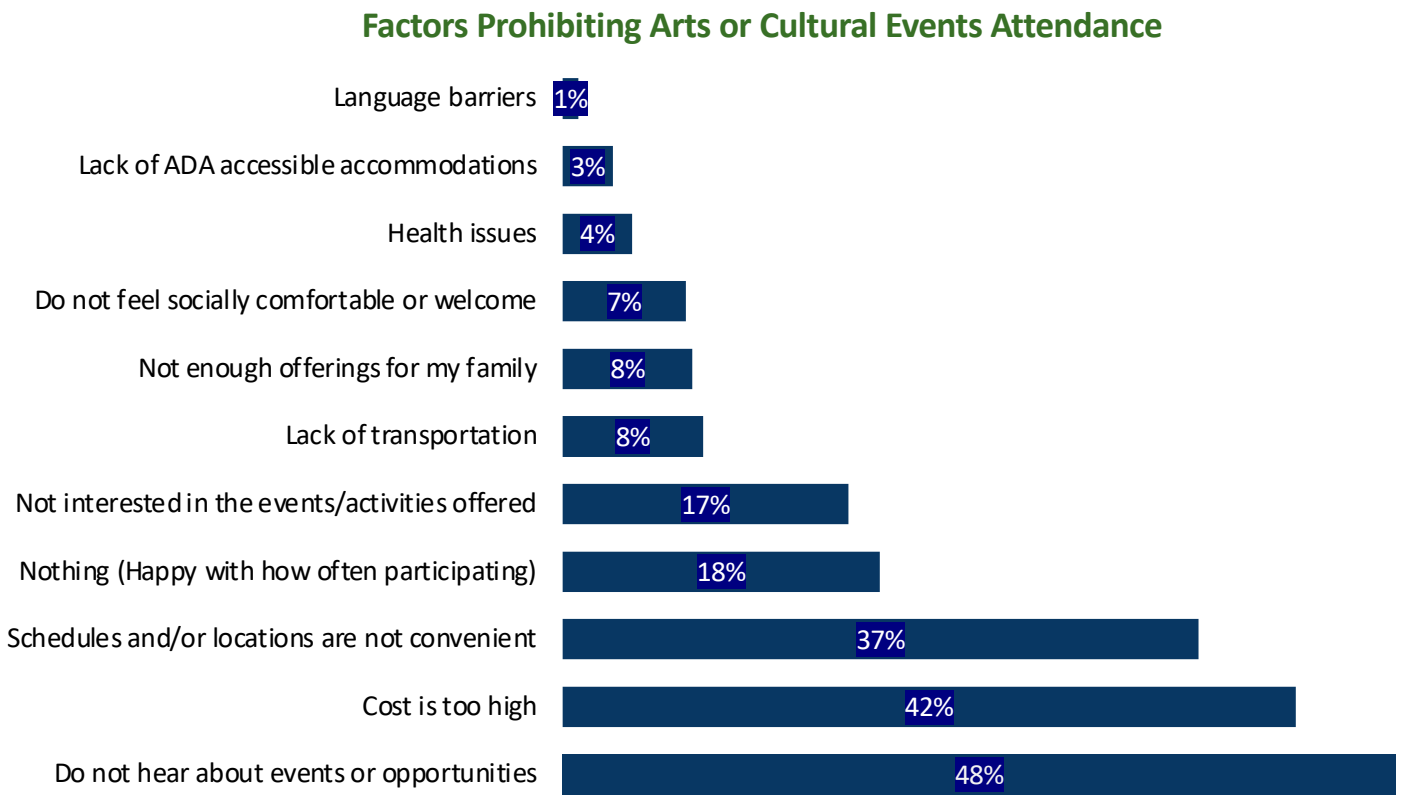
Performing arts, visual arts fairs/festivals, food/wine/craft beer festivals, and music/arts events at non-traditional places were the primary draws for many respondents within the last 12 months



Performing arts, visual arts fairs/festivals, food/wine/craft beer festivals, and music/arts events at non-traditional places were the primary events respondents attended elsewhere in Orange County (not where the live)

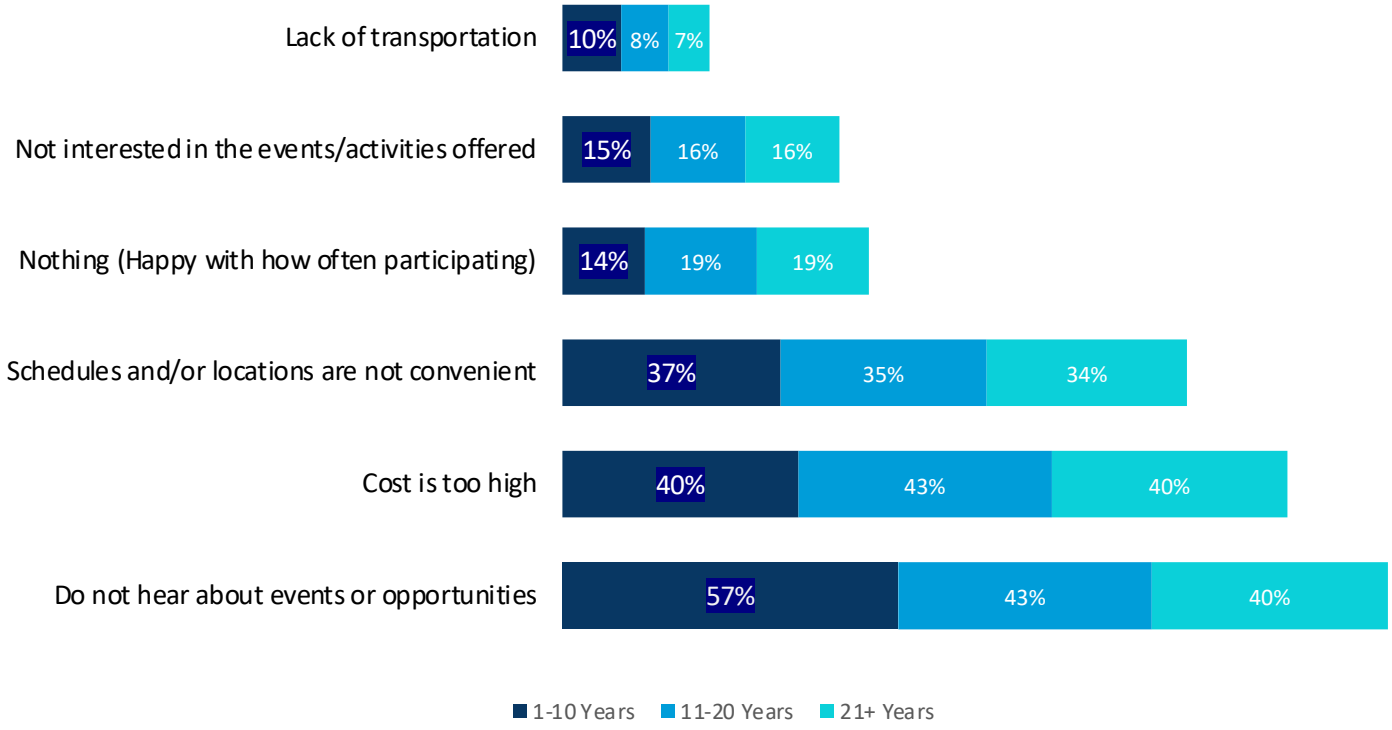


When asked about barriers to participation, respondents mainly cite lack of awareness, cost, and inconvenient schedules and/or locations

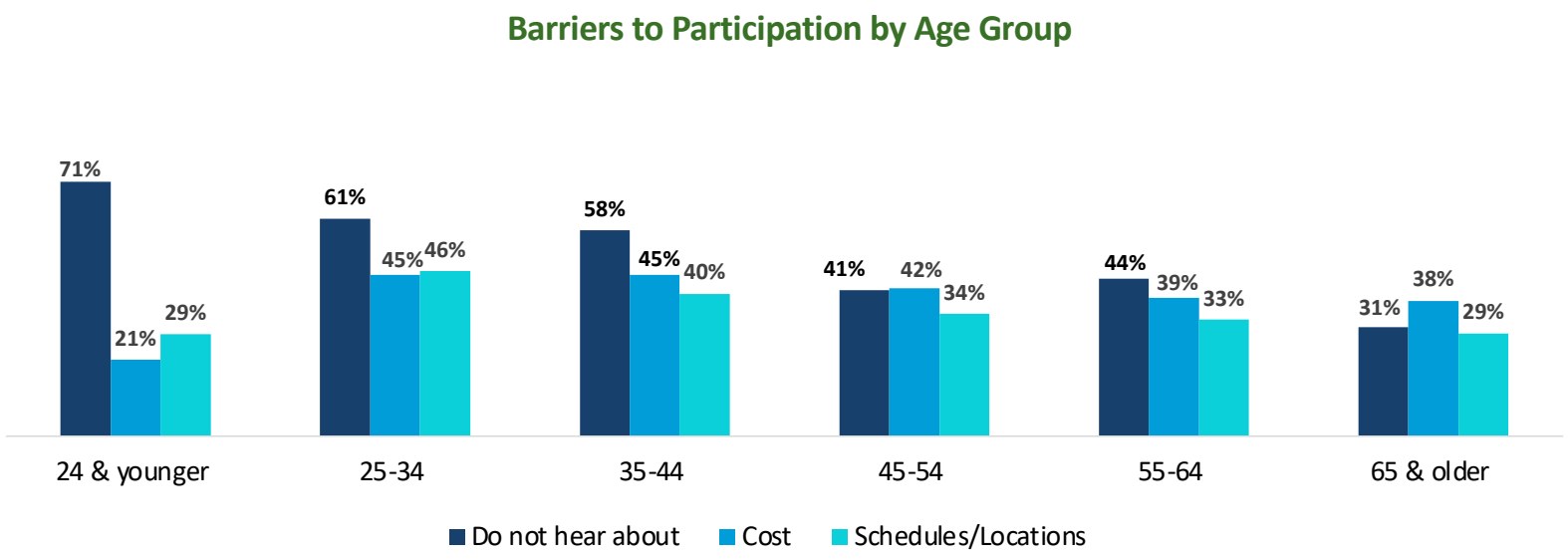


Lack of awareness about events and schedules and/or locations are slightly stronger barriers to participation among respondents you have lived in the area for 10 years or less

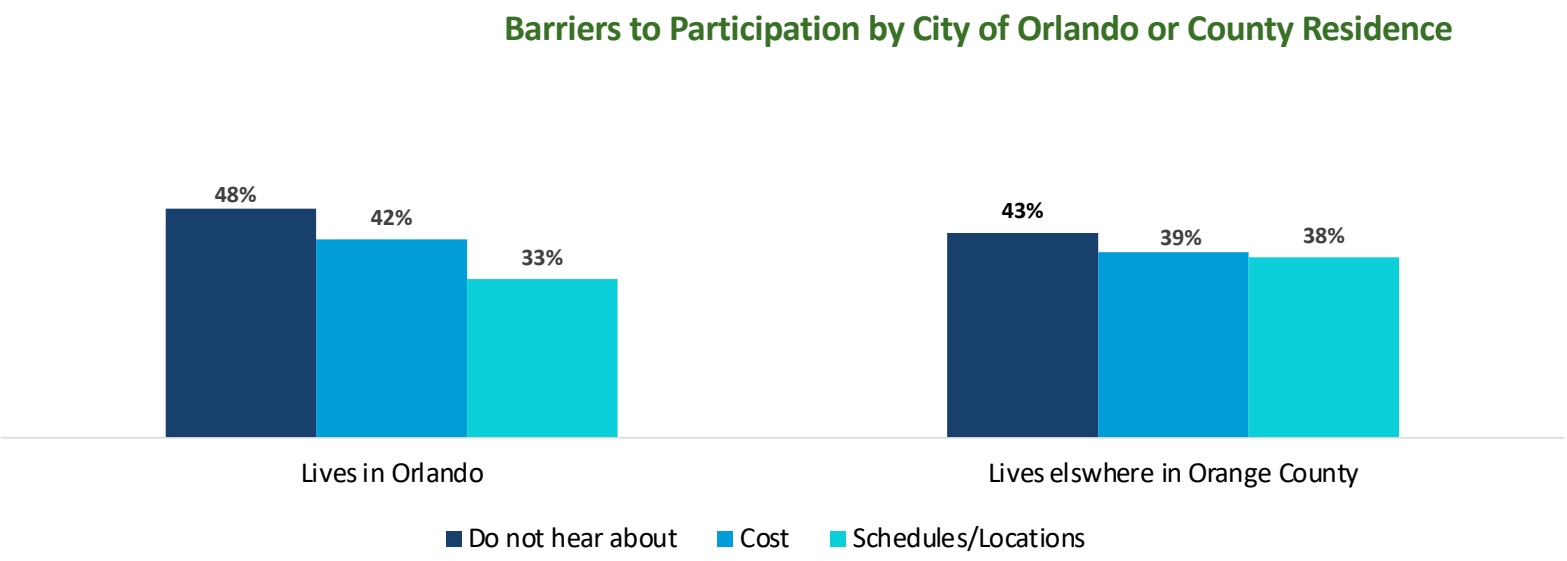
Top Factors Prohibiting Arts or Cultural Events Attendance by Length of Residence



Younger respondents cite higher issues with lack of information more than older respondents. Cost and schedules are higher issues for respondents between age 25 and 44 than other age groups .

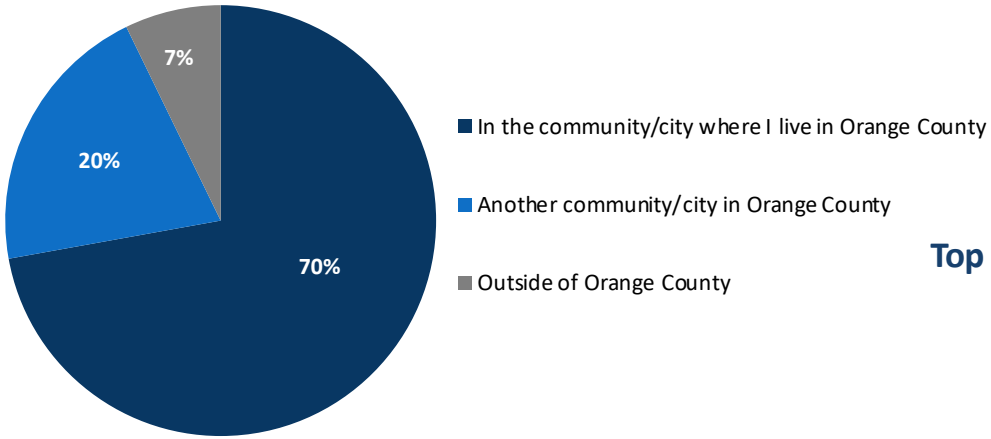


Issues of information and cost are slightly higher among respondents who live in Orlando and schedules/locations are more of a barrier to respondents living outside of Orlando



Residents primarily attend events such as theater, festivals, and music events close to home, with 2 out of 10 saying they attend in elsewhere in Orange County

Where Arts and Cultural Events Are Most Often Attended



Top Locations of Event Attendance in Orange County

City of Event Attended	%
Orlando	73%
Winter Park	11%
Winter Garden	4%
Unincorporated OC	2%
Maitland	2%
Lake Buena Vista	1%

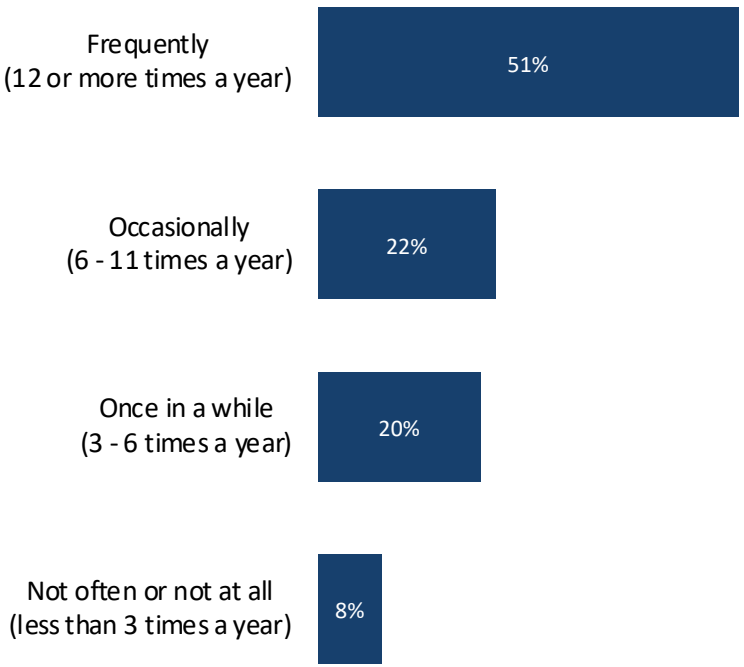
Where people attend events depends primarily on ease of access, area amenities, and community connections

Why Residents Attend and Participate Where They Do

- Geographic concentration of venues (e.g., Loch Haven Park, Winter Park)
- Major venues (e.g., Dr. Phillips, Orlando Museum of Art, Enzian)
- Parking availability (e.g., no or low cost)
- Walking, biking, and public transit accessibility (e.g., non-drivers)
- Cultural hubs with other activity (e.g., Winter Park, Lake Eola, Mills/Milk District)
- Economic factors (e.g., free events, senior discounts)
- Active arts (e.g., FusionFest, Winter Park Ballroom, Third Thursday at CityArts)
- Social opportunities and community feel
- Supporting neighborhood artists, community pride
- Family activities available
- Areas that that feel safe
- Diverse cultural program offerings
- Venue quality and amenities

Most people regularly participate in arts, cultural, and creative activities, with 73% attending events either frequently or occasionally

Arts/Cultural Events/Activities Involvement



Age Implications

Age is not a strong predictor of participation frequency

45 years and younger age group is **more** likely to participate **frequently** and/or **once in a while** compared with those over **45 years of age**

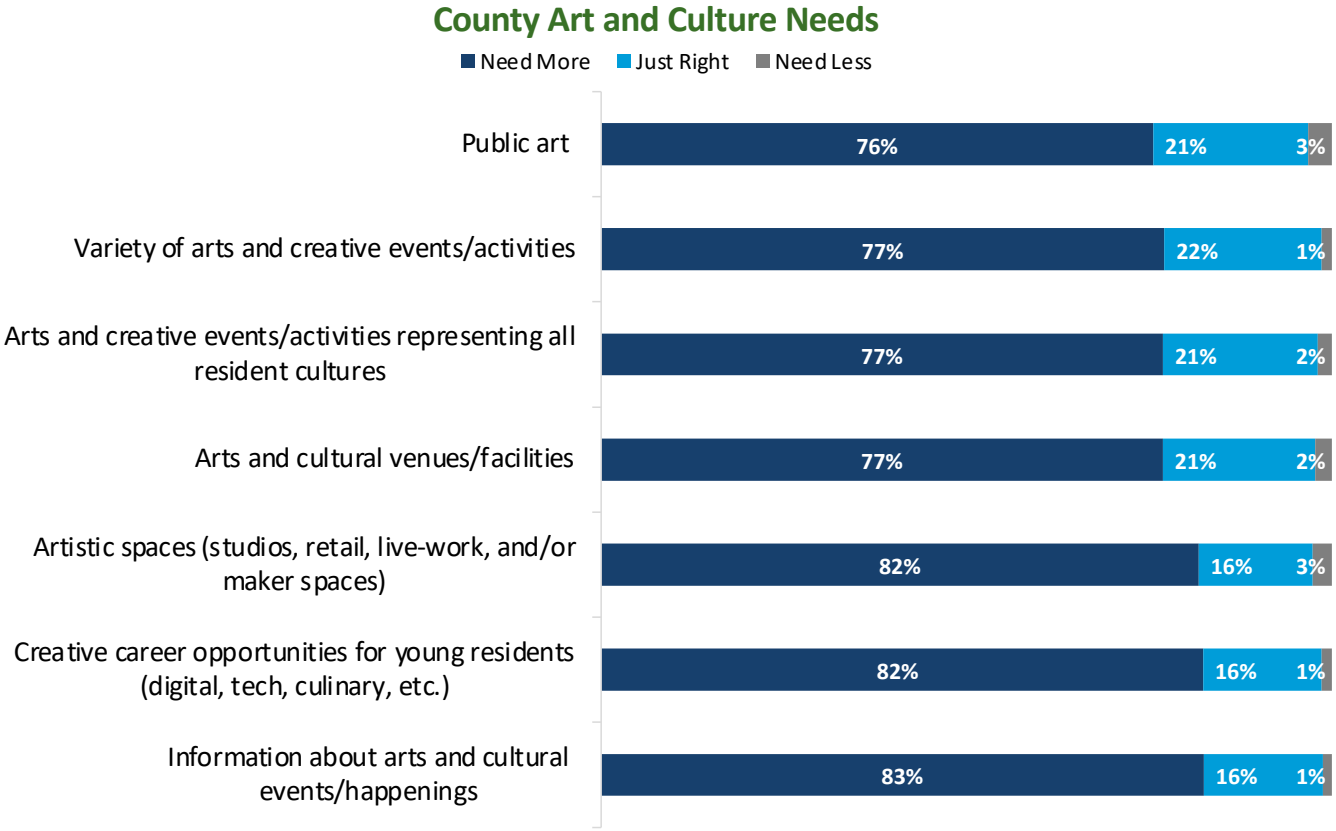
45 years and older age group is more likely to participate **occasionally** and/or **not often** compared with those **under 45 years of age**

Respondents want more of everything, but information about arts and cultural events/happenings, career opportunities and artistic spaces top the list

Other Implications

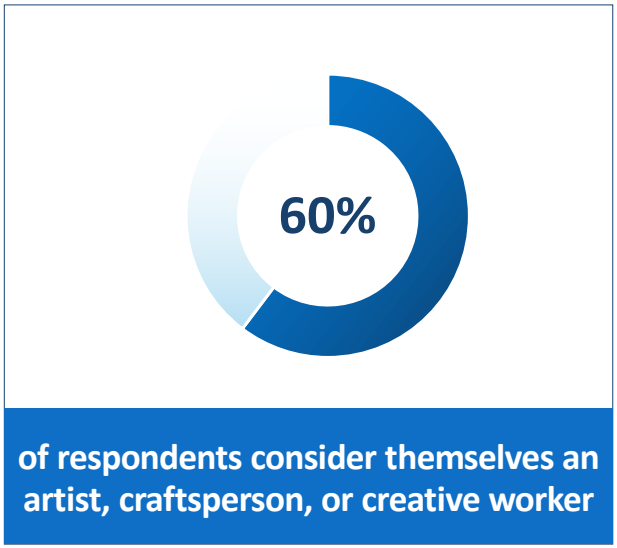
Age 34 and younger desire more **creative career opportunities** and **variety of activities** at a higher rate than other age group.

Artistic spaces are needed more by respondents who live in the City or Orlando compared to those who live elsewhere in Orange County



Artists in Orange County

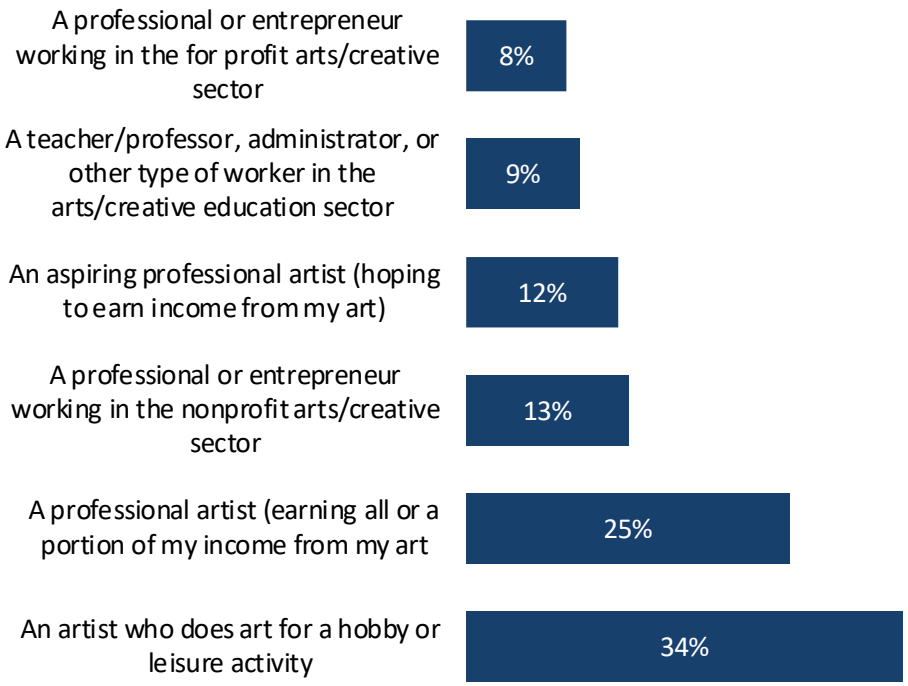
60% of respondents consider themselves “creatives”. Of those, 37% are aspiring or professional artists



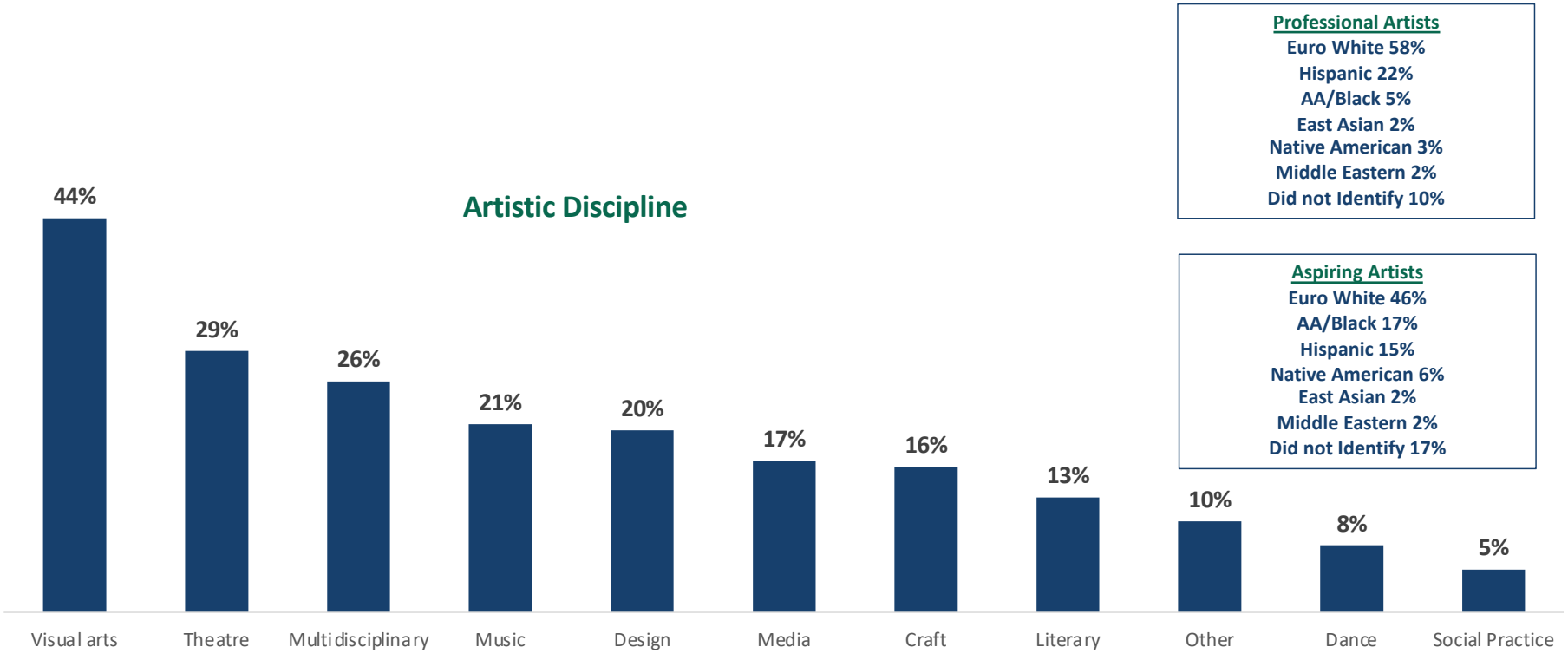
Those **under age 35 years** of age and those **over age 65** are more likely to identify as artists compared to other age groups.

Professional artists are concentrated in two age groups: **35-44** and **45-55** years of age

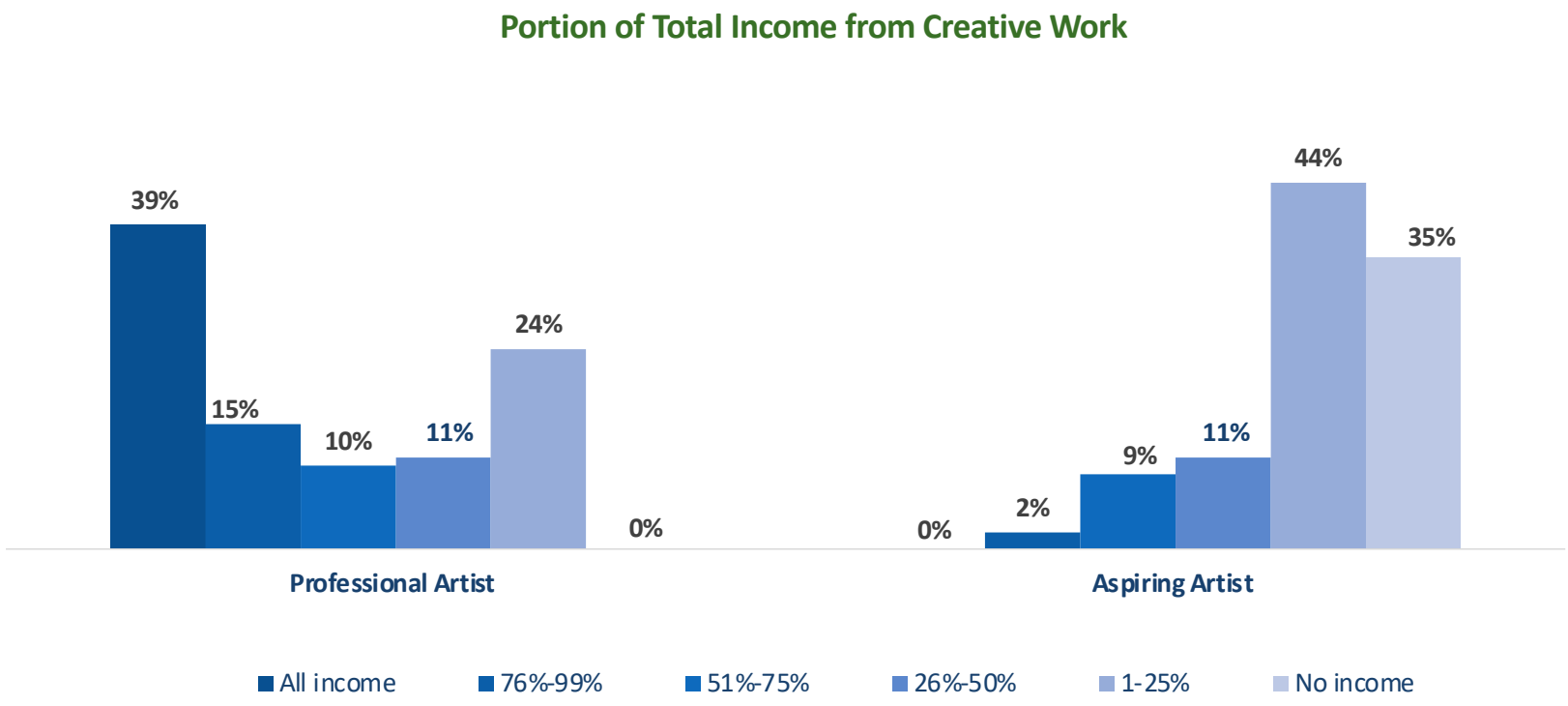
Self-Described Type of Artist/Craftsperson/Creative Worker



Most responding artists practice in the visual arts discipline, followed by theatre, multidisciplinary, music, and design



39% of professional artists generate their entire income through their creative work. In contrast, 35% of those in the early stages of their artistic careers derive no income and 44% derive 25% or less of their total earnings from their creative pursuits



Availability of affordable spaces for both living and working and spaces to show, sell and perform their work are the top priorities for professional and aspiring artists

Top Ranked Priorities Among Artists

#1 Affordable workspace and/or live/workspace

#2 Exhibition, performance, and sales/work opportunities

#3 Networking and connection opportunities with other artists in the area

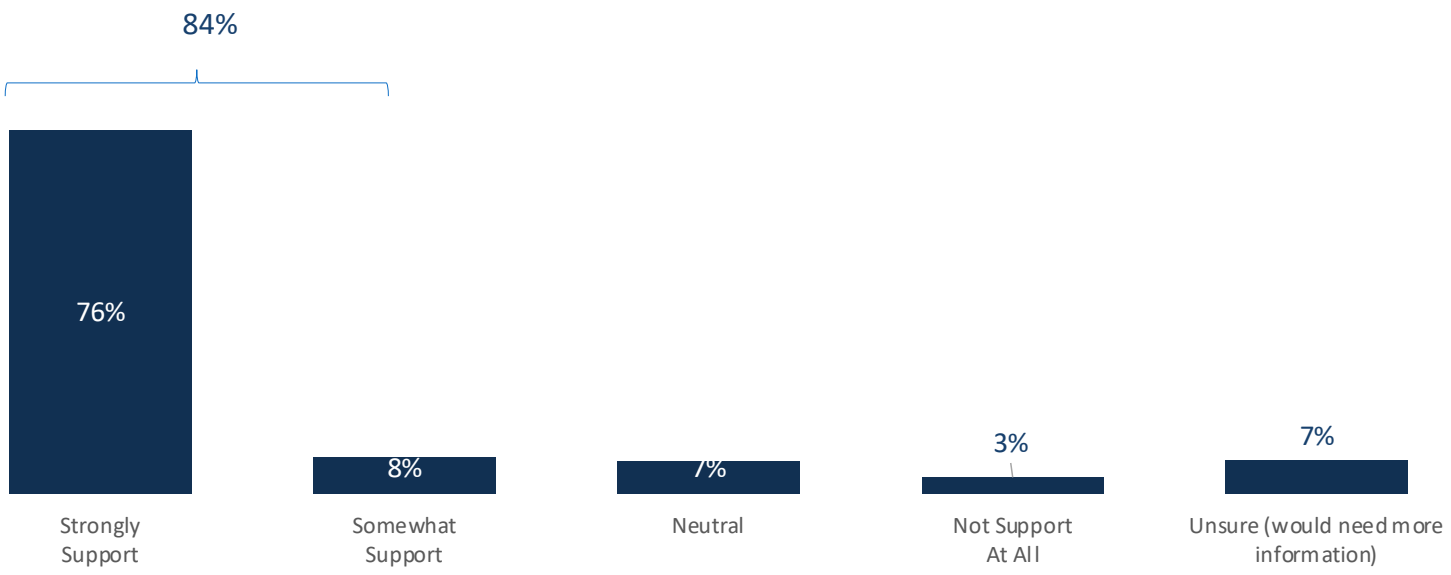
#4 Professional development assistance (marketing, promotions, accounting, etc.)

#5 Opportunities for leadership in the community

Funding Support and Plan Priorities

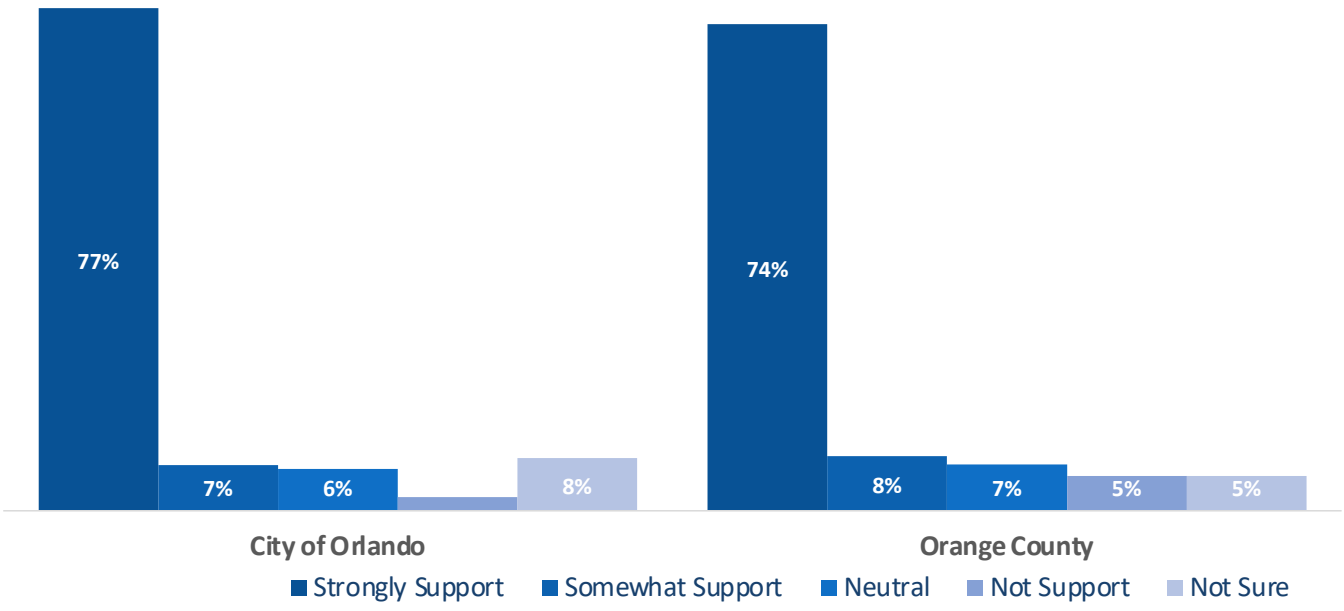
Support for increased government funding of art, cultural, and creative growth in Orange County is strong

Support for Increased Government Funding of Arts, Cultural, and Creative Growth of Orange County



Residents of both the City of Orlando and Orange County express strong support for government funding for arts, cultural, and creative growth of Orange County.

Support for Government Funding by City/County Residents



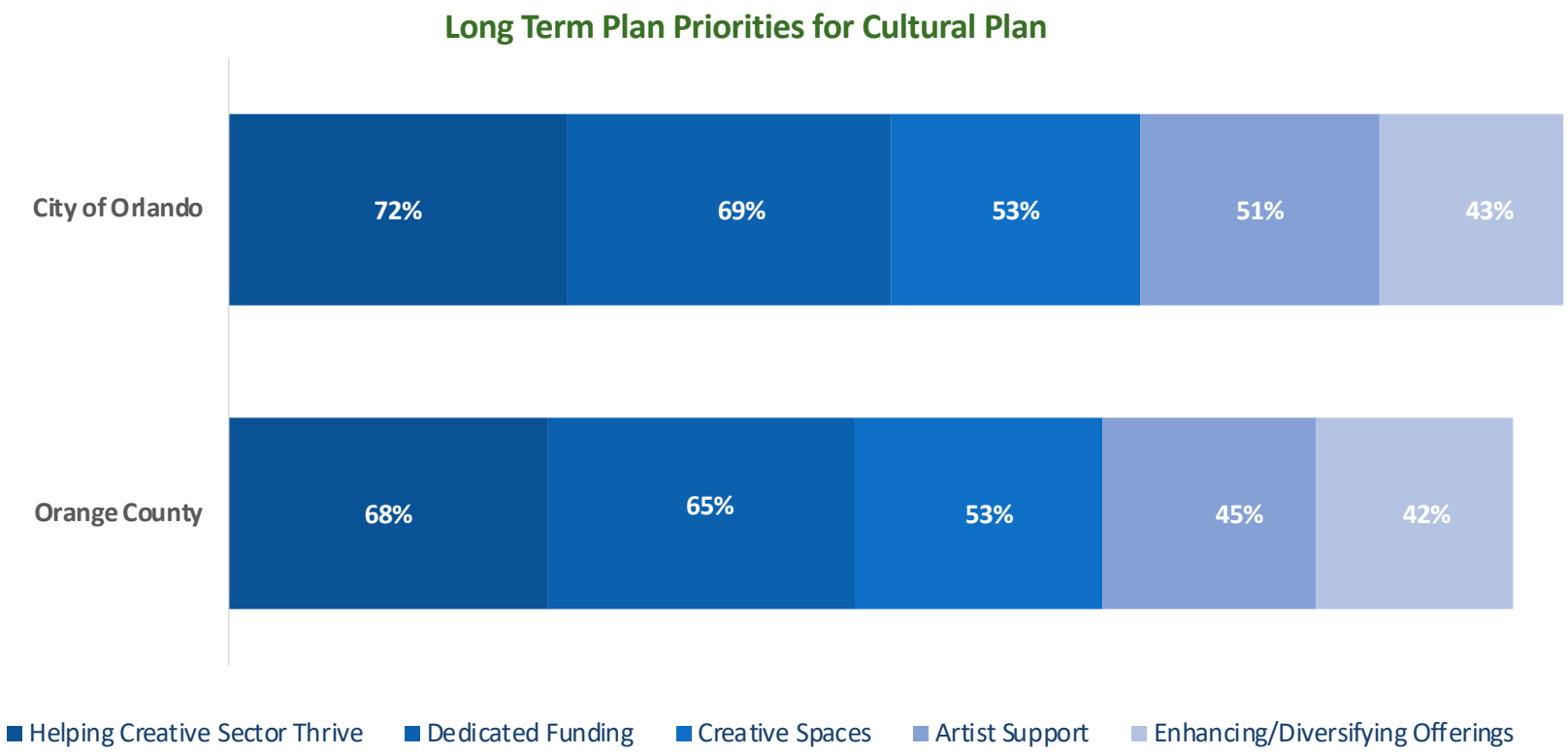
**Grouping: Knightdale, Wendell, Rolesville, Zebulon*

Respondents' top priorities for the County's plan are helping the creative sector grow and do well, providing dedicated funding for the arts, and developing more creative spaces/venues.

Top Long Term Plan Priorities

70%	Helping our local arts, culture and creative businesses grow and do well
67%	Providing dedicated funding for the arts
53%	Developing more creative spaces/venues
49%	Supporting local artists so they stay in the county
40%	Enhancing the diversifying arts/creative events and opportunities across the county

Priorities are similar for respondents from the City of Orlando and Orange County



The ONE THING respondents want this plan to accomplish (Open-ended Question)

Accessibility and Infrastructure (187 mentions)

- Creating and maintaining affordable art spaces such as low-cost studios and reduced rate rentals
- Expanding venue options by renovating and transforming vacant buildings
- Improving transportation access through public transit, parking solutions, and venues throughout the county

Community Development and Diversity (156 mentions)

- Celebrating cultural diversity by showcasing multicultural events, amplifying diverse voices, promoting inclusive events
- Empowering local artists by nurturing homegrown talent, developing professional opportunities and residencies
- Strengthening community bonds by fostering artistic collaborations and connections between neighborhoods

Funding and Sustainability (134 mentions)

- Investing in individual artists through grants, fellowships, and direct financial support
- Sustaining arts organizations by funding operational costs, venue maintenance, and program expansion
- Securing long-term stability through dedicated, reliable revenue streams

Arts and Education Programming (97 mentions)

- Expanding learning opportunities through workshops, mentorship programs, and creating youth academies
- Enriching public programming through festivals, public performances, and curated public exhibitions
- Connecting across generations with multi-generational family programming and engaging seniors and youth

Respondent Characteristics

Overall Responses
Orange County: 48%
Orlando: 52%

Orange County Distribution
Unincorporated Area: 14%
Winter Park: 7%
Winter Garden: 4%
Ocoee: 4%
Maitland: 3%
Not specified: 2%
Apopka: 2%
Windermere: 2%
Belle Isle: %
Oakland: 1%
Edgewood: 1%
Lake Buena Vista: <1%
Bay Lake: <1%
Eatonville: <1%

Orange County Residency
Full-time resident: 98%
Part-Time resident: 2%

Age Distribution
24 years old or younger: 2%
25 to 34 years old: 15%
35 to 44 years old: 21%
45 to 54 years old: 21%
55 to 64 years old: 18%
65 years or older: 19%
Prefer not to disclose: 4%

Gender Identity
Female: 60%
Male: 32%
Non-binary: 4%
Prefer not to disclose: 4%

Employment/Work Status
Work PT or FT: 73%
At home caregiver: 2%
Retired/not I workforce: 16%
PT or FT college student: 4%
Seeking work: 5%
Prefer not to disclose: 4%

Length of Residence
1-5 years: 16%
6-10 years: 15%
11-15 years: 11%
16-20 years: 9%
21+years: 49%

Race/Ethnicity Identification
European-American/White: 58%
Hispanic or Latinx: 16%
African American or Black: 11%
East Asian: 3%
Native American/Alaska Native: 2%
South Asian: 1%
Middle Eastern or North African: 1%
Native Hawaiian or Pacific Islander: <1%
Prefer not to disclose: 6%

Nonprofit Cultural Workers/Contractors
Works for/serves a nonprofit cultural organization in Orlando or Orange County: 22%

Disability Status
Have or live with a disability: 13%
Do not have or live with a disability: 82%
Prefer not to disclose: 6%

Children Under 18 in Household
Yes: 18%
No: 79%
Prefer not to disclose: 3%

U.S. Military Status
Veteran: 4%
No: 94%
Prefer not to disclose: 2%

Appendix