



Rio Claro Studio

Bridging the Gap Between Students and the Art District

Research Findings Report

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EXECUTIVE SUMMARY

The agency conducted a survey questionnaire to gain a better understanding of the way to assess student's of Texas State University knowledge of the San Marcos art community and use social media. With San Marcos being a college town, our goal is to gain knowledge as to why students do not seem to be very involved in the art community. To get a better idea of students' attitudes, we asked a variety of multiple choice and short answer questions in our survey. Survey results show that 71.4% of respondents have not visited any art galleries. When asked why they have not attended art galleries, the overwhelming response was that they have never heard of them. These findings indicate that our main goal should be generate greater awareness of art galleries by the student body.

When asked about social media use, over 90% said they use social media every day. Fifty-two percent of our respondents follow companies on Facebook; Instagram is the next platform on which they most follow companies. Additionally, 61% of the respondents also look to Facebook to find out about events happening in San Marcos. Rio Claro Studio has accounts on both Facebook and Instagram, so this is where we should find their voice with the student population. On social media, hashtags are one of the best ways to maximize a post's reach, so we looked into which ones students use. The two hashtags that our respondents follow most are #TXST and #SMTX, which can easily be incorporated into Rio Claro's social media posts.

The downtown area of San Marcos is an extremely popular area with students. The majority of the respondents listed food, bars, and the nightlife as the main reasons they visit downtown San Marcos. With Rio Claro being a downtown business, this is a great opportunity to attract students.

Although students go downtown for different reasons, we need to figure out how to make them stay for the art. Through our research, we have determined that students have a lack of knowledge of the art community. Given that Rio Claro Studio is already so active on social media, they can use the findings from this research to make a real connection with Texas State students.

Keywords: students, arts, studio art, influences, social media

INTRODUCTION

Over the past month, we have been researching where our primary audience gets their information and what their current relation is to the art world. In this research report you'll find our analysis of Texas State University students and their connection to the art community. Our research shows why students have or haven't visited an art studio. Additionally the research indicates the best way to reach students.

PRIMARY RESEARCH

The purpose of the research project is to assess the level of interest Texas State University students have in attending art gallery shows. Once correlations are made between the level of attendance and the students' interests in gallery shows, the client will be able to determine the most effective strategies to employ to increase the student attendance rate.

Research questions

- RQ1: What are the reasons students choose not to attend art studios?
- RQ2: What can art studios do to reach out to a younger audience?
- RQ3: How much money would students be willing to spend on art?
- RQ4: What attracts students to follow brands on social media?
- H1: Students won't take interest in something they can't afford.
- H2: Facebook is the best way for companies to get noticed by a younger audience.

Research objectives

Through this research, we intend to determine the most effective way for Rio Claro to communicate with students. With this knowledge, we will have a better understanding on how to

get a younger audience into the art studio and buy products. Through the survey, we will also determine how much a student is willing to spend on art, thus helping Rio Claro determine what products they need to advertise to students.

Methodology

Population

The target population, or N, was 38,000 (fall of 2015 “Texas State sets enrollment record”, 2015). We chose to make this the target audience on which to conduct our research because Rio Claro has expressed interest in connecting with the student population of San Marcos. We feel that this is the best audience to target since students make up well over half of the population of San Marcos, which was 60,684 in 2015 (“Annual Estimates”, 2016).

Sample & sampling technique

We derived a sample size, or n, of 42 respondents from a sampling frame of students we knew on social media, and classmates from our various other classes. After reaching out to multiple groups, this was the set of responses we gathered. When sharing the survey on social media, we disclosed that it was a survey intended to gather information from Texas State students. Once the survey itself was opened, it disclosed this once again.

Instrument

For this study, we used a quantitative sample to collect information to answer our research questions. We decided to use a survey questionnaire to obtain data. We felt that it would be the best way to obtain the information we needed because it could be administered in person

or via internet, at no cost to us or the client. Although, there are some disadvantages with surveys such as reliability of answers, harder to obtain in-depth responses, respondents leaving questions unanswered, survey must be self-explanatory, the surveys cannot be too long and people might experience technical difficulties. Some advantages are that questions can be answered quickly, there are no geographic limitations, there is no interviewer bias, there is a moderate response rate, and you can include audio-visual content. However, we collectively felt that the advantages of conducting surveys outweighed the disadvantages.

To collect the data, we used Google Forms to create a custom questionnaire, which included eight multiple choice questions, four short answer questions, and three demographic questions. The demographic questions were included to determine the average age of the respondents.

Data collection procedures

Once the questionnaire was completed, we shared the link to the survey on various social media accounts, such as Twitter and Facebook, and asked our friends who attend Texas State to retweet or share our survey link. We also included the link to the survey in mass emails to our classmates in separate classes. The distribution of the survey in this fashion created a nonrandom sample of Texas State students.

Data analysis

Google Forms automatically gathers responses and displays the data on charts and graphs, depending on the type of question. There is also an option to view single responses separately to analyze responses in more detail.

Findings

Our method of distributing the questionnaire resulted in the recording of 42 total responses. As previously mentioned, the results were automatically recorded and displayed graphically by Google Forms. There were certain instances that required respondents to skip some questions depending on their answers to others. These instances will be explained below.

Demographics

How old are you? (42 responses)

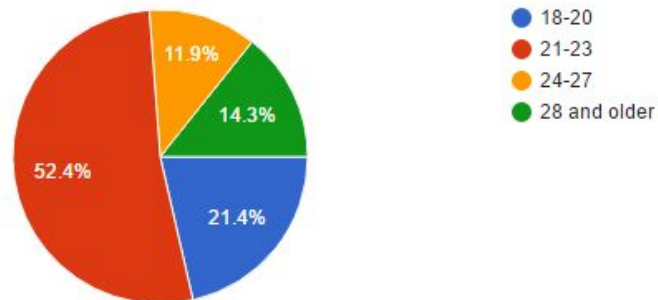


Figure 1

Of the all recorded responses, over half were between the ages of 21 and 23, 21.4% were 18-20, 14.3% were 28 and older, and 11.9% were 24-27.

What is your classification? (42 responses)

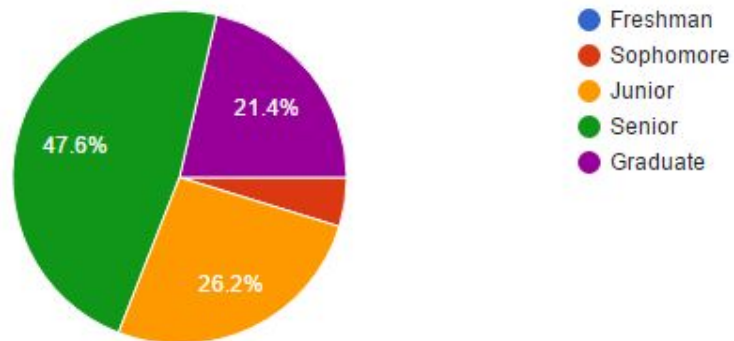


Figure 2

The breakdown of the respondents' classification is as follows: nearly half were seniors, 26.2% were juniors, 21.4% were graduate students, and 4.8% were sophomores; we received no responses from freshman students. We feel that these were the demographics because of the way we distributed our survey. Since we are all seniors, most of the people we sent it to were seniors as well; this is the downfall to using a non-random convenience sample.

What is your gender? (42 responses)

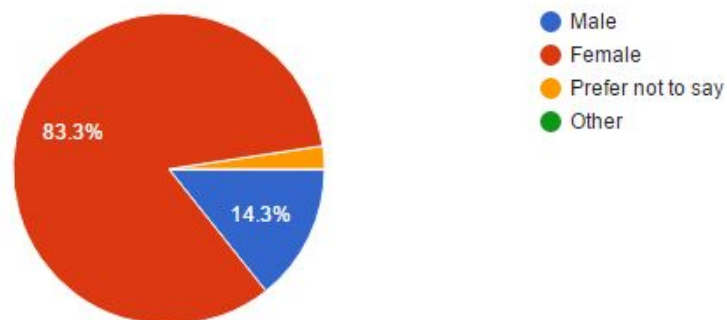


Figure 3

Females made up the majority of respondents at 83.3%, while 14.3% were male. Only one respondent opted not to disclose their gender.

Consumption of News & Browsing Habits

How do you get information about events in San Marcos? (36 responses)

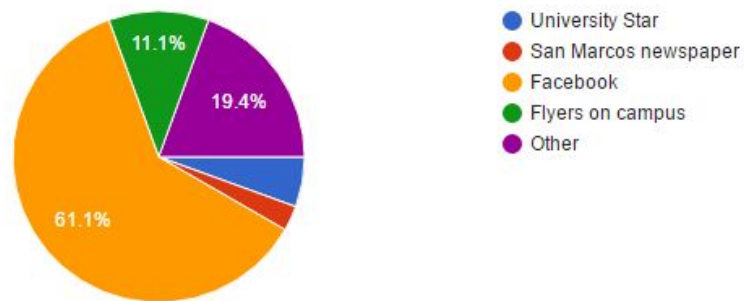


Figure 4

Of 36 recorded responses, 61.1% listed Facebook as their primary source of information about events in San Marcos; 11.1% receive information from flyers on campus; 5.6% get their information from the University Star; 2.8% gets information from the San Marcos newspaper; 19.4% get information from other sources.

How often do you use social media? (41 responses)

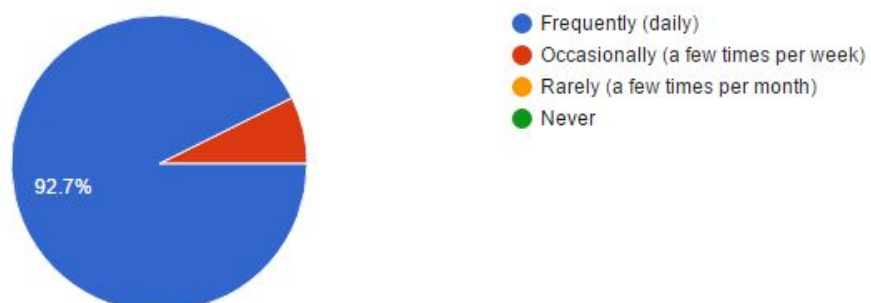


Figure 5

In response to the frequency of their social media consumption, an overwhelming 92.7% said that they use social media on a daily basis, and 7.3% reported occasional usage a few times per week.

What social media platform do you follow the most companies on?
(42 responses)

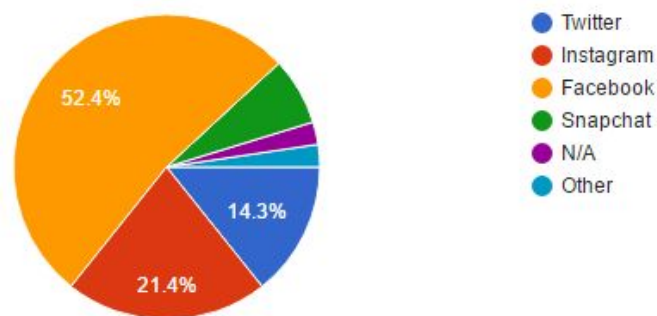


Figure 6

Just over half of the respondents said that they mostly follow companies on Facebook, 21.4% said Instagram, 14.3% said Twitter, and 7.1% said Snapchat. Two respondents either chose other or said they do not follow companies on social media.

What hashtags do you follow most? (27 responses)

#txst	
#txst	
#txst	
#txst	None specifically
#txst	Art, watercolor, nature, Japan, gypsy, bohemian, indie
#txst	Txst
None	Idk.
None	#atx
None	N/A
none	Education
none	#SMTX #TXST
#FDM16, #hiddentxst	Don't use twitter
I don't pay any attention to hashtags	#smtx
NA	Makeup
#TXST	

Figure 7

We also sought to record what hashtags respondents may follow on social media. Of 42 participants, 15 skipped over this question, which warrants the assumption that they do not follow hashtags at all. Of the 27 respondents who did answer, nine said they follow the university's official hashtag--#TXST. Only one said that they follow #art and other specific art-related hashtags, like #watercolor, #nature, #Japan, #gypsy, #Bohemian, and #indie. Two said they follow location-specific hashtags like #smtx for San Marcos and #atx for Austin. Four respondents follow hashtags we have considered miscellaneous to this project: #education, #makeup, #FDM--which is for a specific class at Texas State, and #hiddentxst--which only shows two results when it is searched on Twitter. Eleven respondents answered that they do not follow hashtags.

Current Attitudes & Behaviors

What normally brings you to the downtown San Marcos area?	
Family	The river, and the square
Family	The Marc and Rooftop
I don't really go downtown.	Friends and free food
I rarely go, but when I do it's for Stonewall	Shopping
Pokémon Go	the bars
Hair cut or other errands	Work
The Square	Food
The Square	I like the square
Friends	the river
Eating/Shopping	Food and Shopping
bars	I don't normally go down town.
Nothing	Parking spots/school
I have an errand to run	Personal Activities
Events, friends, etc.	The restaurants or night outs
Eating	work
Square	Food and bars
Food/beverages	Concerts

Figure 8

We asked respondents about to briefly describe reasons they visit downtown San Marcos. Ten listed The Square or locations in The Square; eight listed food or restaurants; five listed family or friends; two listed shopping; two listed the river; two said they go downtown to run errands; one said they visit to find parking; two said they do not frequent downtown San Marcos.

What time of day do you usually go to the downtown San Marcos area?
(41 responses)

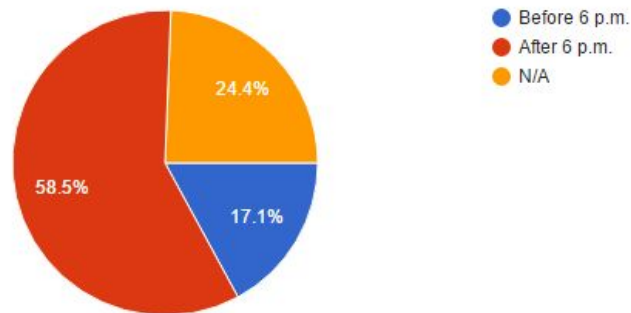


Figure 9

Over half of participants said they normally visit downtown San Marcos after 6 p.m.
Approximately 17% said they visit before 6 p.m.

Have you ever attended a San Marcos art gallery show? (42 responses)

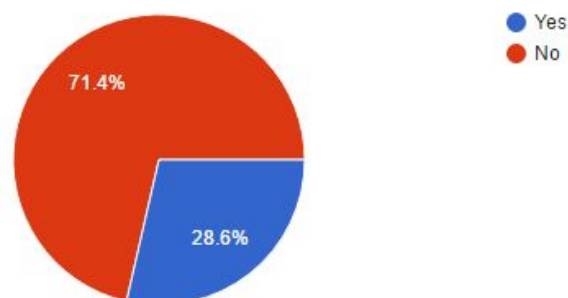


Figure 10

All 42 participants answered a question regarding whether they have attended an art gallery show in San Marcos. The vast majority, 71.4%, said they have not, while 28.6% said they had.

If you answered no, why? (29 responses)

I don't live in the area	
I don't live in the area	
I don't live in the area	
I don't live in the area	
I don't live in the area	Never heard about it
I don't live in the area	Lack of awareness
Didn't know about them	No time too busy
Didn't know about them	Haven't been here long enough
I've never been free time-wise to do so.	Because I don't know about them.
I didn't know it existed	Too busy
They're boring	Rather do something else
Never been interested	N/A
Not informed	No time
Not interested	The time normally clashes with other plans.
Not interested	Not in that circle
Haven't heard about it	Have never heard of any
I haven't heard of any events like that	

Figure 11

We asked the 29 respondents who said they have not attended an art show to specify their reasoning for not attending any. The majority, 11, said that they were not informed of any events; seven said that they are not interested in attending; six said that they do not live in the area; five said they do not have time to attend.

Have you ever had any art pieces featured in an art gallery showing?
(42 responses)

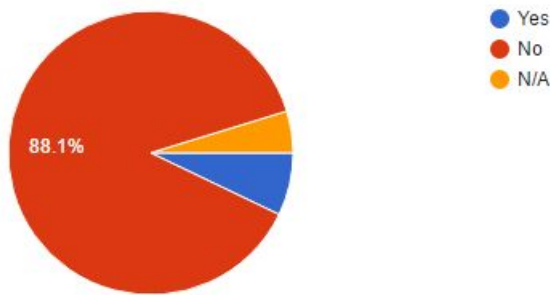


Figure 12

Of all participants, 7.1% have had their own works of art featured in a gallery showing.

If you have never been to an art show, please describe what would attract you to attend one.
(17 responses)

Free food
Free food
I'm very interested to see the art in general when I can get the chance.
It would have to directly relate to something I was interested in, because otherwise I wouldn't make time for it
It was at the University and I love seeing all the work students come up with.
Graphite art, abstract
The outside having something that catches my eye
Art that I like, Watercolors, Figure drawing, fantasy art
Decent priced artwork/jewelry
I'm an artist and I love art. I enjoy admiring other people's artwork.
Knowing when they happen
Maybe if it had music incorporated in it.
Types of art shown
A surreal art show
I don't know.
Free food/ raffles

Figure 13

We asked participants to briefly describe what would attract them to an art show; 17 responses were recorded. Three respondents said food or freebies, such as a raffle, would attract them; two said they are already genuinely interested in art; four suggested including specific types of art in the show, with some of the suggestions including graphite, abstract, watercolor, figure, and fantasy art; one said that the inclusion of student art at the gallery would attract them to a show; two said that knowing a detailed description of the event would attract them; one said that they would be attracted by some type of display outside the event; one said including affordable art would attract them; one said details about the date and time of the event would work; one said the incorporation of music would draw them; one respondent said they were not sure what would heighten their interest in attending.

How many times have you been to an art studio? (42 responses)

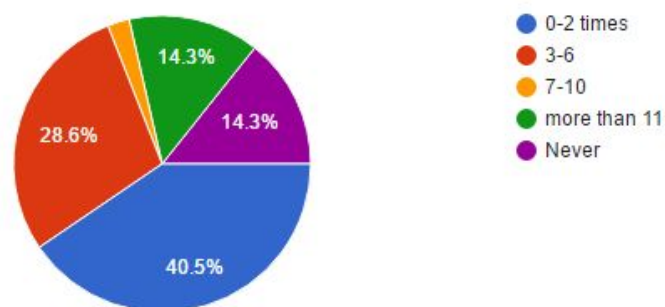


Figure 14

We asked participants how many times they have visited an art studio. Of 42 responses, 40.5% answered zero to two times, 28.6% said three to six times, 2.4% said seven to ten times, 14.3% said more than eleven times, and another 14.3% said never.

If you have gone to an art studio, how much would you be willing to pay for art?

(41 responses)

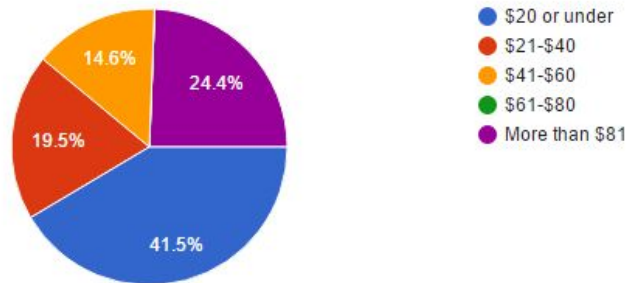


Figure 15

The final question we asked regarding art studios involved how much money participants are willing to pay to purchase art from a studio. Of 41 total responses, 41.5% listed \$20 or under, 24.4% said over \$81, 19.5% said \$21 to \$40, and 14.6% said \$41 to \$60.

Interpretation

Our demographics show our clients that the majority of the students that participated in our survey were in the age range of 21- to 23 year-olds. Although the majority of the participants were among this age range, it does not necessarily mean that these students are interested in spending money on art. A vast amount of participants were female and of the survey pool more than half had attended an art gallery before.

Although our survey generated data to help with our campaign, there were many limitations. For instance, an overwhelming majority of the participants were female because on many of our personal social media platforms, where we shared the link to the survey, females dominate our followers and friends lists. We found that we also had the largest amount of

participants in the age range that we fall under as individuals, which is 21 to 23. One major reason for this is that we are all classified as seniors, and since the survey was shared to our classes and to friends on social media, the participants were more likely to belong to the demographics we fall under. Recording more responses from the other age groups would have been more accurate and beneficial to our research. Other limitations with this survey were that the survey takers weren't able to personalize the survey. It had to be answered straight-forward of what was asked. The participants were not able to give their full opinion on the subject at hand.

We would recommend in future studies on "Bridging the Gap" that there might be focus groups to get a thorough opinion on how to find the best fitting audience that would boost revenue and attendance at local art shows. While conducting a focus group, there is the possibility of a bigger pool of participants, and a bigger age range to pool from.

REFERENCES

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APPENDICES



Bridging the Gap

We are conducting a survey on how to bridge the gap between students and the art community. You were selected to participate because you are a Texas State student.

-Procedures: If you agree to partake in this survey, you must complete the survey. The questions will ask you about what draws you to visit art studios. The questionnaire should take about 15 minutes of your time.

-Contacts and Questions: The organization responsible for conducting this study is Prosper, a public relations agency comprised of five Public Relations students at Texas State University. If you have any questions or concerns, email Prosper at prospertxst@gmail.com

-Survey Design: On the following page(s), you will have a series of questions that you will need to read and select or write the answer that you feel best describes your opinion.

How do you get information about events in San Marcos?

- ☐ University Star
- ☐ San Marcos newspaper
- ☐ Facebook
- ☐ Flyers on campus
- ☐ Other : _____

What normally brings you to the downtown San Marcos area?

Your answer _____

What time of day do you usually go to the downtown San Marcos area?

- ☐ Before 6 p.m.
- ☐ After 6 p.m.
- ☐ N/A

How often do you use social media?

- ☐ Frequently (daily)
- ☐ Occasionally (a few times per week)
- ☐ Rarely (a few times per month)
- ☐ Never

What social media platform do you follow the most companies on?

- ☐ Twitter
- ☐ Instagram
- ☐ Facebook
- ☐ Snapchat
- ☐ N/A
- ☐ Other : _____

What hashtags do you follow most?

Your answer

Have you ever attended a San Marcos art gallery show?

☐ Yes

☐ No

If you answered no, why?

Your answer

If you have never been to an art show, please describe what would attract you to attend one.

Your answer

Have you ever had any art pieces featured in an art gallery showing?

- ☐ Yes
- ☐ No
- ☐ N/A

How many times have you been to an art studio?

- ☐ 0-2 times
- ☐ 3-6
- ☐ 7-10
- ☐ more than 11
- ☐ Never

If you have gone to an art studio, how much would you be willing to pay for art?

- ☐ \$20 or under
- ☐ \$21-\$40
- ☐ \$41-\$60
- ☐ \$61-\$80
- ☐ More than \$81

How old are you? *

- ☐ 18-20
- ☐ 21-23
- ☐ 24-27
- ☐ 28 and older

What is your classification? *

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other : _____