



## Heath Cultural Council Community Survey 2023

Each year, Mass Cultural Council (MCC) requires local cultural councils to conduct community input surveys. These surveys are particularly useful when reviewing, evaluating and updating Heath Cultural Council's priorities prior to a grant cycle.

Following the MCC guidelines, Heath Cultural Council (HCC) conducted its community input survey from May 1 through May 31, 2023. The primary objective of the survey was to ascertain the public's programming preferences in order to verify HCC's funding priorities.

The survey, which was created using Google Forms, was distributed to approximately 100 Heath residents via email blast using the Town's mailing list. A follow-up email was sent 10 days after the initial mailing as a friendly reminder to participate in the survey. In addition, active links to the survey were posted on the HCC and Heath Herald Facebook pages; an announcement with active link was posted to the HCC page on the Town website; and hard copies were made available to complete on a table outside of the library at the Heath Municipal Building. To view the online survey go to:

[https://docs.google.com/forms/d/13Be9b7Fh2frqu9i8xCzFTAB\\_UL1GN5\\_QZNH17ZQ7neE/edit?pli=1](https://docs.google.com/forms/d/13Be9b7Fh2frqu9i8xCzFTAB_UL1GN5_QZNH17ZQ7neE/edit?pli=1)

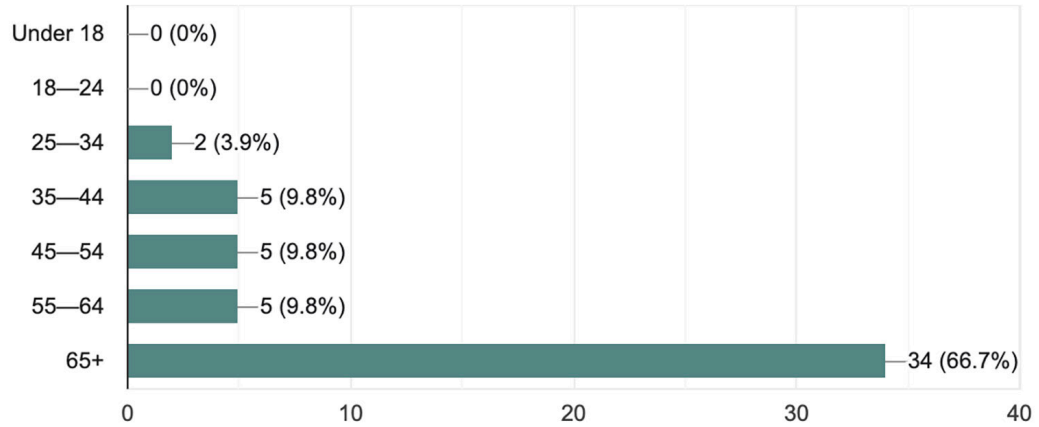
With 726 residents currently living in Heath (see Street Listing data attached), the Town's email list of 100 potential respondents does not qualify as a representative sample. And, of these 100 potential respondents, we received 52 responses to the survey—roughly a 50% response rate. Despite the fact that the survey results cannot be considered demographically representative, the following takeaways can be gleaned from the aggregated responses and considered when evaluating grant proposals for the next cycle:

- Respondents would rather attend more audience-oriented events (i.e., concerts, dances, theatrical performances, lectures) than participatory events (i.e., art workshops, exercise classes, etc.)
- The majority of respondents—including those over the age of 65 with no children living in their households—were extremely enthusiastic about supporting children's programs in the arts, sciences and humanities.
- Heath Cultural Council could improve its efforts to inform the community about available grant opportunities and the grant application process.

Following are the individual survey questions and aggregated responses for review and discussion by members of the Heath Cultural Council.

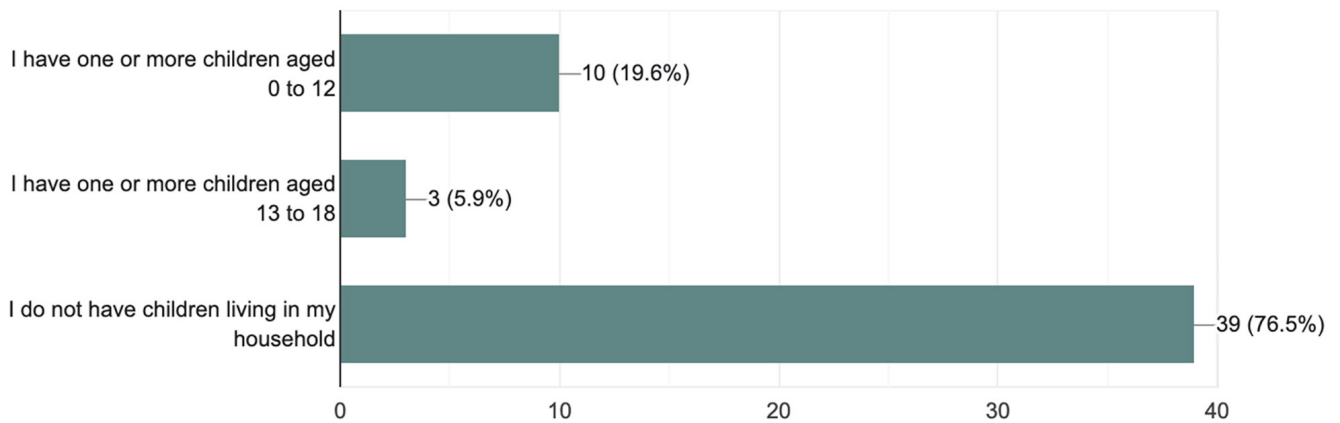
## What is your age?

51 responses



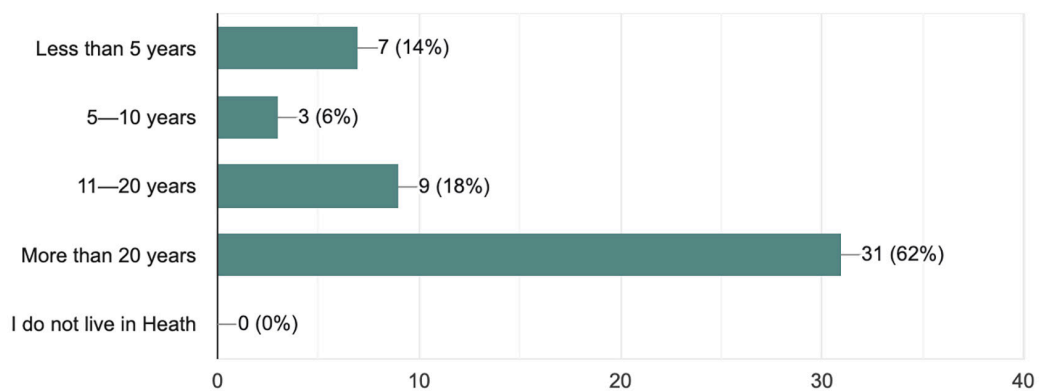
## Please tell us the ages of any children currently living in your household.

51 responses



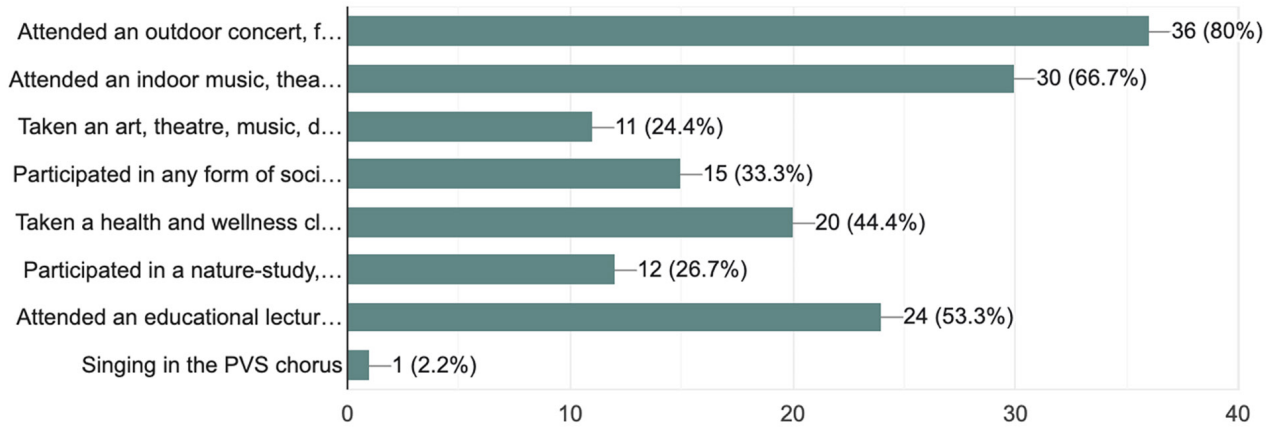
## How long have you lived in Heath?

50 responses



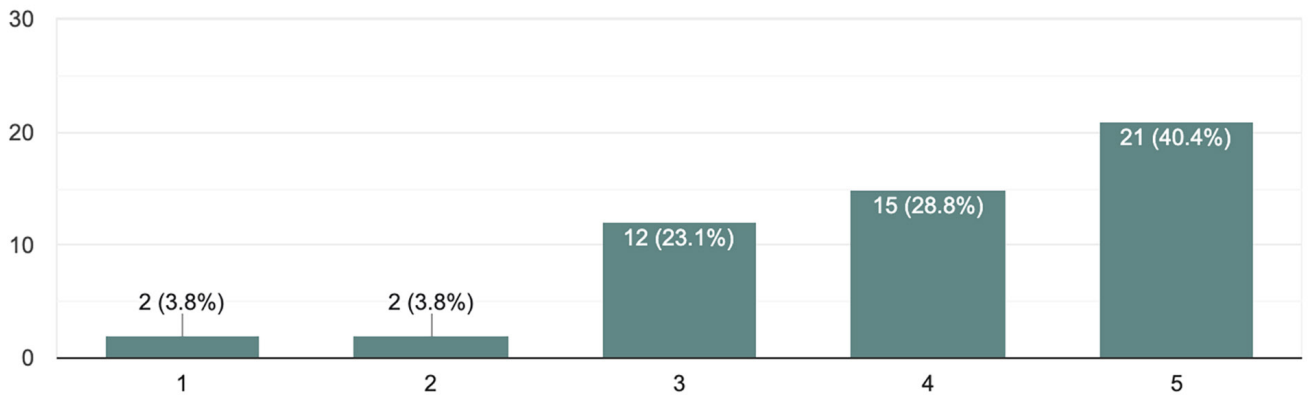
Have you, or a member of your household, participated in any of the following activities in the past year? Please choose all that apply.

45 responses



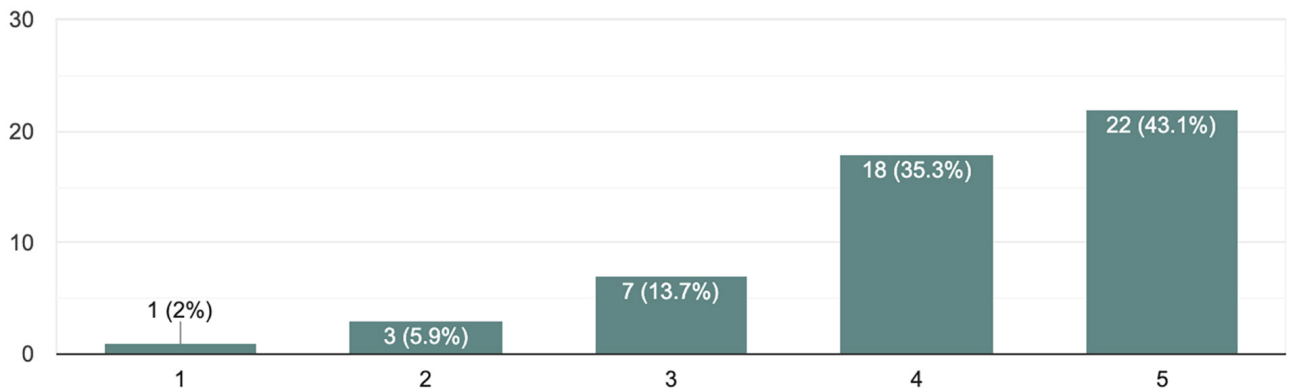
How important is funding for local artists to you?

52 responses



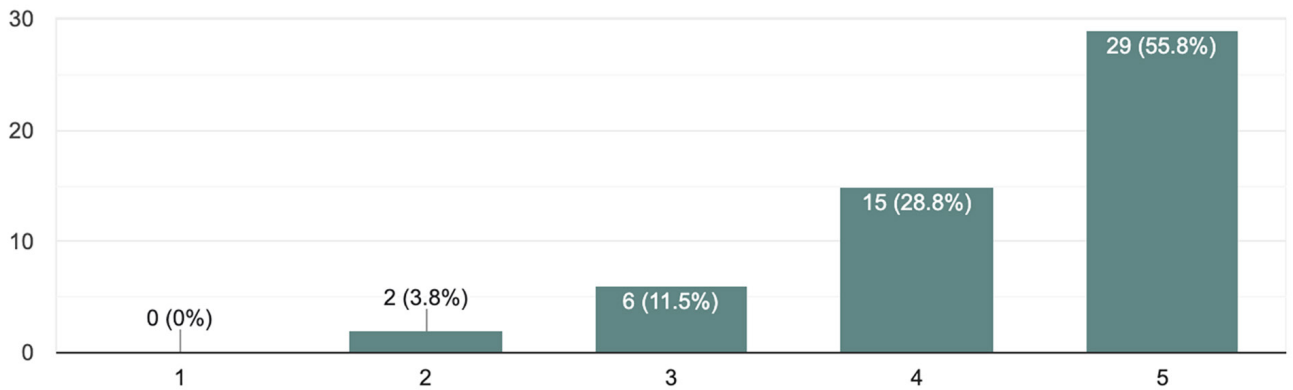
How important is funding for community arts and cultural organizations to you?

51 responses



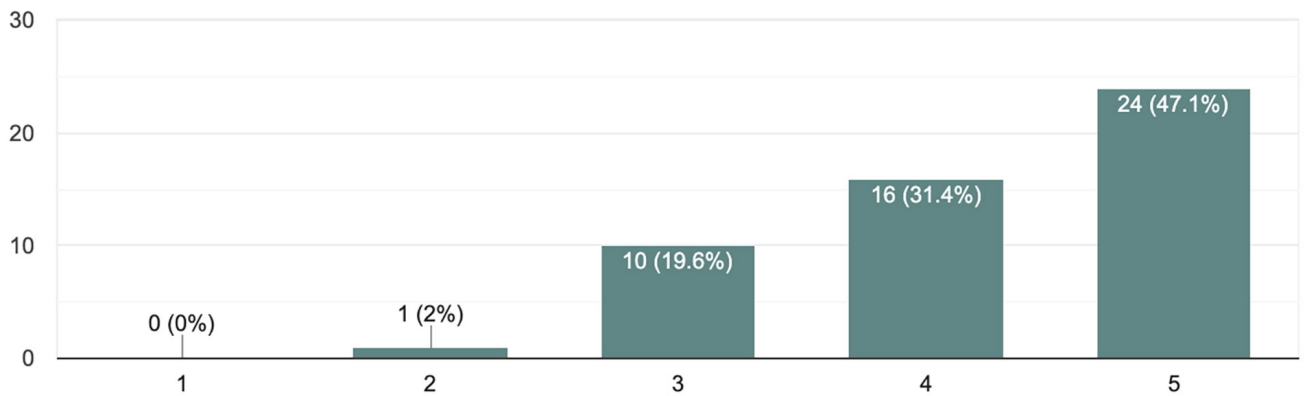
How important is funding for children's programs in the arts, sciences and humanities to you?

52 responses



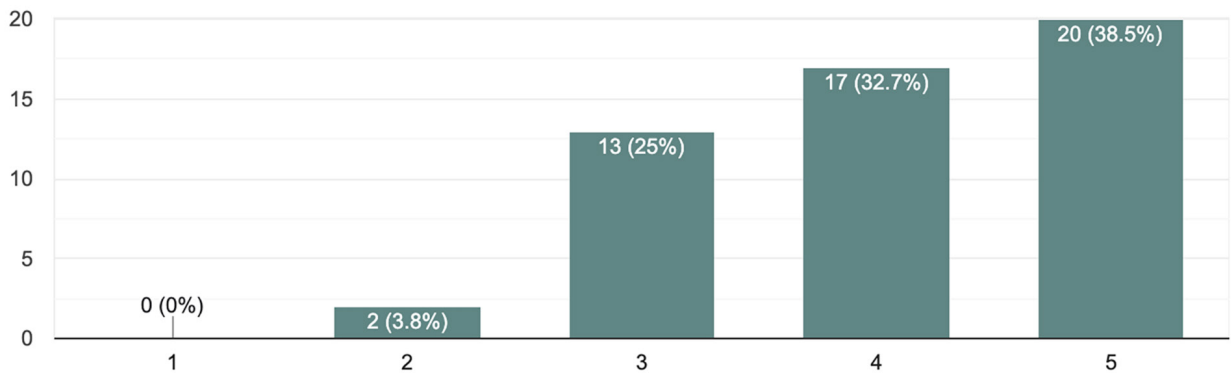
How important is funding for public events like concerts, festivals, fairs and exhibitions to you?

51 responses



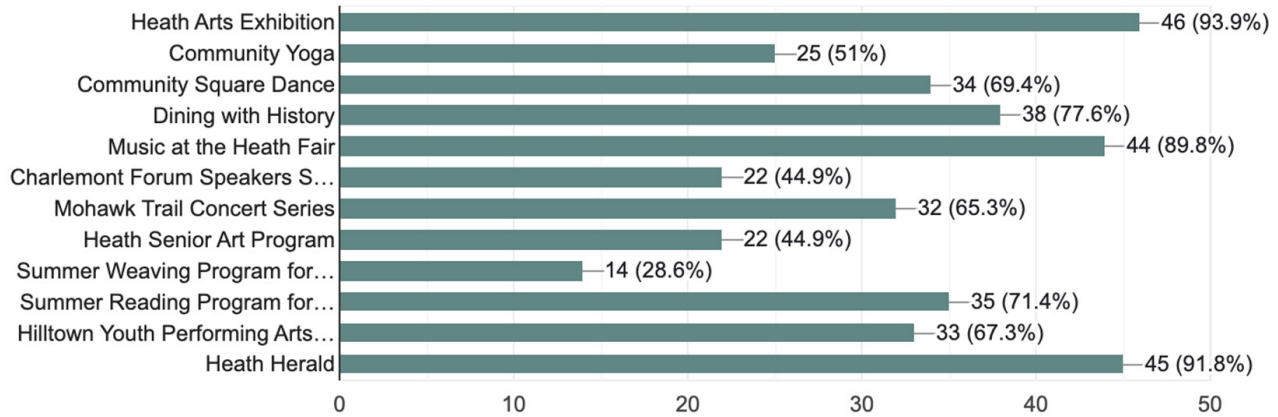
How important is funding for adult programs in the arts, sciences and humanities to you (i.e., workshops, classes, lectures, etc.)

52 responses



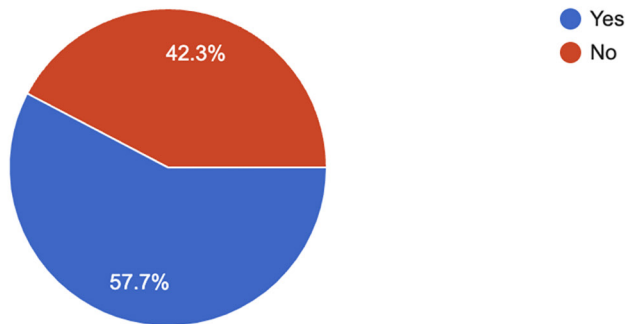
Are you familiar with any of the programs that Heath Cultural Council has funded?  
Please choose all that apply.

49 responses



Prior to this survey, were you aware that any individual, group or organization can apply to the Heath Cultural Council for a grant?

52 responses



An additional survey question was asked:

**How do you usually hear about local events and programs that interest you?**

52 responses

The top three sources for event information were:

- Town Emails
- Heath Herald
- Word of Mouth

Other sources included: Greenfield Recorder, West County Shopper, Town of Heath website, Notices posted around town, HCC Facebook page and other social media.

We also collected 21 email addresses from willing survey participants in order to begin compiling a dedicated HCC mailing list for future surveys, event promotions and other communications.

## HEATH DEMOGRAPHICS

Total Population: 726\*

<b>AGE</b>	<b>NUMBER OF RESIDENTS</b>
Less than 18 years (1/1/05—present)	115
18 to 24 years (1/1/99—12/31/04)	42
25 to 44 years (1/1/79—12/31/98)	161
45 to 64 years (1/1/59—12/31/78)	179
65+ years (1/1/23—12/31/58)	229
65 to 75 years (1/1/48—12/31/58)	150
75+ years (1/1/23—12/31/37)	79

*\*Source: Heath street listing forms 2023*