



Northborough Cultural Council
 63 Main Street / Town Hall
 Northborough, MA 01532

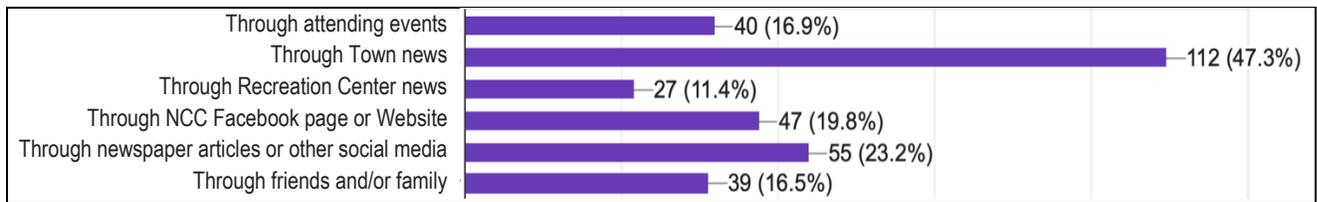
Power of Culture

2022-2023 Community Input Survey Results

Supporting the 2022-2023 Grant Cycle - 244 Respondents

Question 1: How did you first become aware of the Northborough Cultural Council? (Check all that apply)

- Through attending events
- Through Town news
- Through Recreation Center news
- Through NCC Facebook page or Website
- Through newspaper articles or other social media
- Through friends and/or family



Other responses:

- email of this survey
- receiving grants in past
- northborough mom's fb group
- working for other committees and other local groups

Question 2: The arts and cultural programs or services that are of most value to me are: (Check all that apply)

- Community-wide performances and events such as concerts, festivals, plays, etc.
- Art exhibits and programs such as murals, art walks, art in the parks, etc.
- Educational programs (in schools, at the senior center, at the library, etc.)
- Programs geared towards adults and the elderly
- Programs geared towards school age children

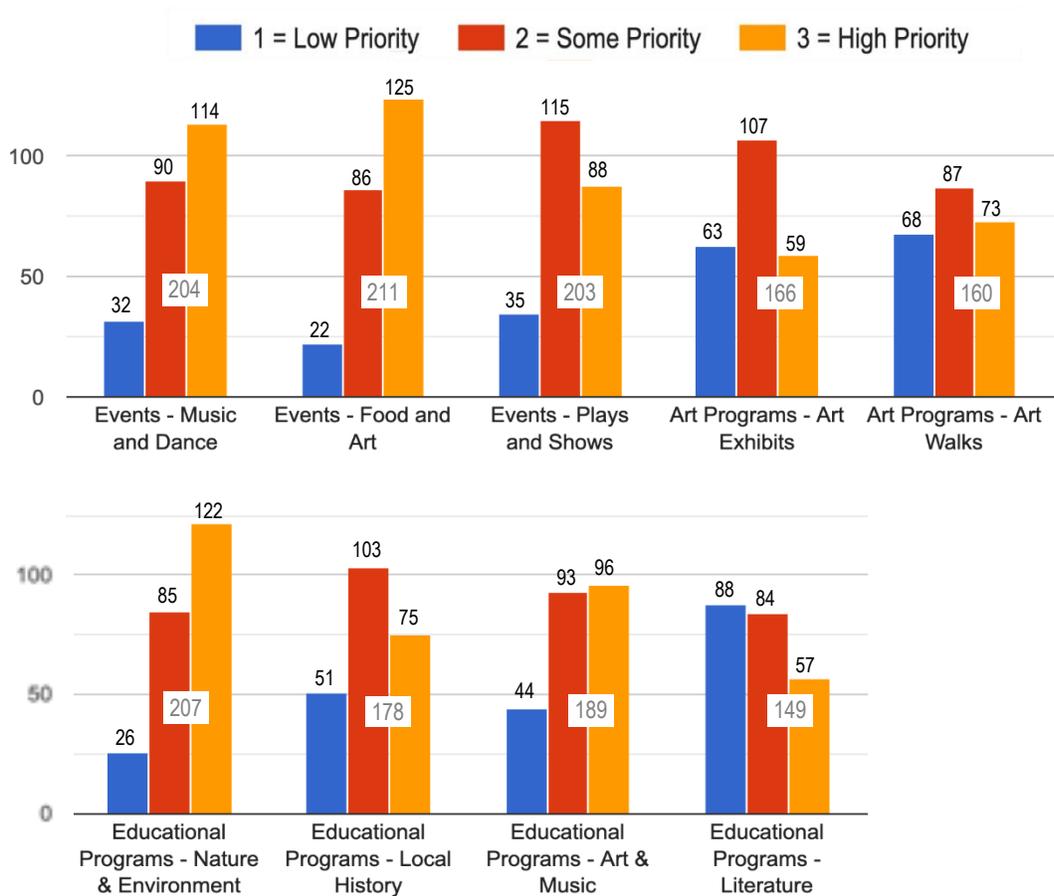


Other responses:

- I would like something geared towards the disabled of any age
- Grants from them for the Northboro Area Community Chorus
- Inclusion Events

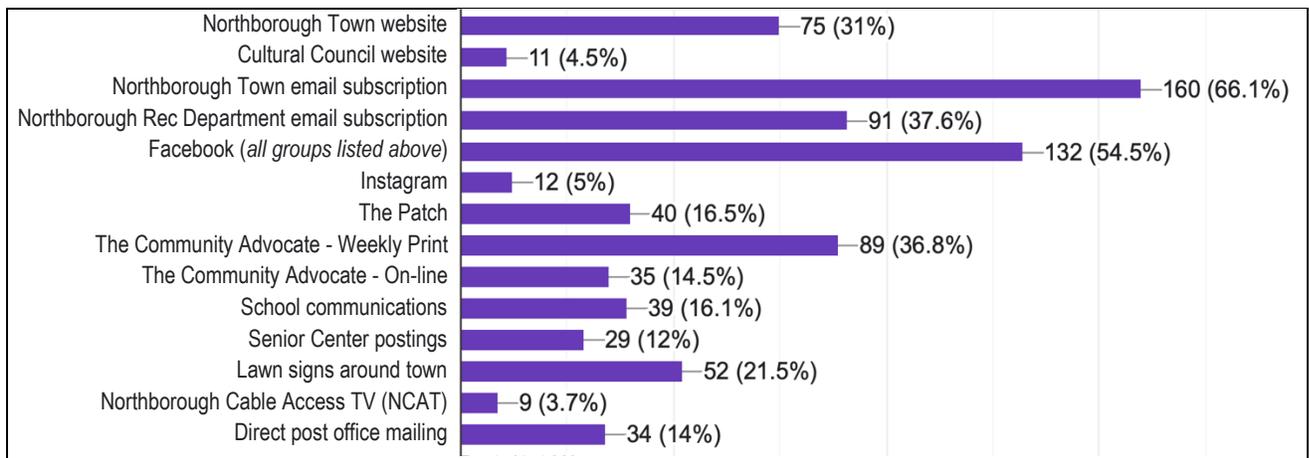
Question 3: Please rank the programming below by priority for the Northborough Cultural Council to fund next year. On the scale, 1 = low priority, 2 = some priority, and 3 = high priority. Select one rank for each line.

	1	2	3
Events - Music and Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events - Food and Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events - Plays and Shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Programs - Art Exhibits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Programs - Art Walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational Programs - Nature & Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational Programs - Local History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational Programs - Art & Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational Programs - Literature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Questions 4: What is your preferred method of finding out about events in Northborough? (Check all that apply)

- Northborough Town website
- Cultural Council website
- Northborough Town email subscription
- Northborough Rec Department email subscription
- Facebook (Personal, Town, Cultural Council, Moms Group, Dads Group, Community Groups, etc.)
- Instagram
- The Patch
- The Community Advocate - Weekly Print
- The Community Advocate - On-line
- School communications
- Senior Center postings
- Lawn signs around town
- Northborough Cable Access TV (NCAT)
- Direct post office mailing



Other Responses:

- Northborough Guide Print & Email
- Displays along main streets, i.e., Hwy 20, Hudson, South, Whitney, Church
- Posting in/around business

Question 5: As a town resident, what do you think defines Northborough? Think of fauna, flora, landscape, architecture, history, people, events or anything else that gives our town a unique character.

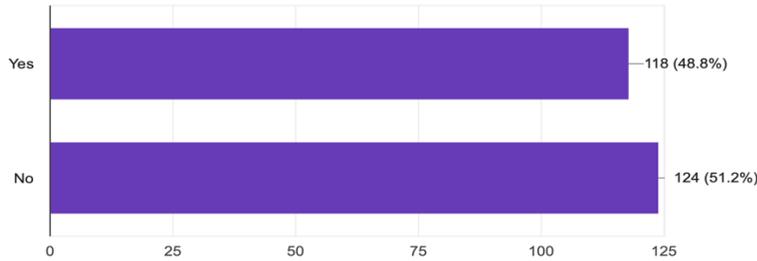
Summary of Major Themes Defining Northborough

Number of responses mentioning the following:

- **Community**, people, service, kindness, togetherness 67
- **Trails**, nature, nature walks, open space, green space, landscapes 36
- **History**, historical buildings, heritage 30
- **Applefest** 23
- **Aqueduct** 21
- **Downtown**, center of town, town center, gas stations (defines negatively) 20
- **Parks** 17
- **Apples**, apple farms, apple orchards, farms 16

Question 6: Prior to this survey were you aware that artists, community groups, and schools' organizations may apply for grants from the Northborough Cultural Council?

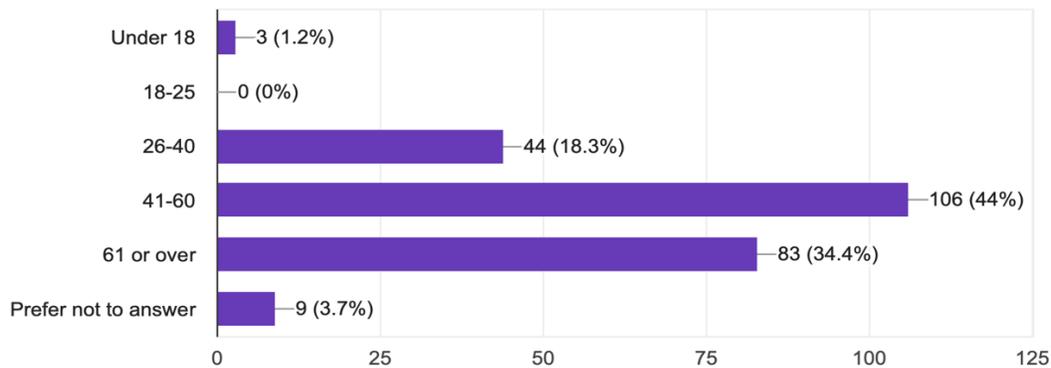
- Yes
- No



Question 7: To help us understand our programming audience, please select your age range.

Under 18

- 18-25
- 26-40
- 41-60
- 61 or over
- Prefer not to answer



Question 8: To help us understand our programming audience, please share the following.

- I do not have children
- I have one or more children ages 0-12
- I have one or more children aged 13-18
- I have one or more children over age 18
- Prefer not to answer

