

Jonesboro Auditorium Commission

Updated Jonesboro Auditorium Data



June 13, 2011

This is an updated version of the Jonesboro Auditorium Commission report (the original was dated May 26). This report presents additional data, including the responses of three groups: (1) self-identified Jonesboro residents (448 responses), (2) self-identified non-residents (32 responses), and (3) those who did not identify as either residents or non-residents (64 responses); the latter group undoubtedly represents a number of actual residents, as well as some non-residents. To provide a complete record of the data, there are appendices corresponding to each group (Appendices A, B, and C, respectively), as well as an additional appendix that lists the streets on which respondents live (Appendix D).

Overview of Results

All three groups of respondents almost unanimously agreed that the Forum is important for quality of life in Jonesboro (across groups, 97% to 100% said “yes”) and that it helps promote growth and industry in the city (97% to 98% said “yes”). Across the three groups, most (81% to 86%) also thought it is important for Jonesboro to have a community auditorium, but they tend to view the Forum as that auditorium: when asked whether to build a new auditorium or renovate the forum, the respondents showed a preference for renovating the forum (across groups, 55% to 57%). In addition, more residents would be willing to help fund the renovation of the Forum (48% to 64%) than to fund the building of a new auditorium (36% to 51%). There was a clear preference for funding to come from grants (68% to 75%) rather than other sources (e.g., from a sales tax: 26% to 31%).

As might be expected, Jonesboro residents would be a little more willing to help fund renovating the forum (64%) than would the other two groups (48% to 51%), or to help fund the building of a new auditorium (51% vs. 36% to 42%). All three groups also said that an auditorium should provide a theater, concert hall, and meeting space.

Conclusions

In general, the residents of Jonesboro and non-residents participating in this survey believe that the Forum (or its equivalent) is important for the community. Most favor renovating the Forum rather than building a new auditorium. Funding is a more contentious issue, although there is at least some support for everything from a sales tax to grants and private funding. Regardless which is done (renovation or construction), the respondents overwhelmingly want a community auditorium to remain downtown. Complete questions and responses are given in the Appendices.



This report was provided by the Office of Behavioral Research & Evaluation. If you have any questions about this report, please contact us at 870-972-2287 or at obre@astate.edu.

Appendix A1: The Forum Survey (2011) Responses from Jonesboro Residents Only

Survey Distribution Location:

Location	# of Participants
PEO	29
DFWC	16
Mall	88
Lion's Club	9
Business Expo	163
Chamber of Commerce Power Breakfast	11
Southwest Church of Christ	49
Rotary Club A.M.	34
Kiwanis Altrusa	15
Noon Rotary	34
Total	448

It should be noted that any given analysis on subsequent pages may vary slightly in number of respondents because of missing data (e.g., a few people may not have answered a given question). However, there are relatively few missing data.

Appendix A2: The Forum Survey (2011)

Responses from Jonesboro Residents Only

Are you familiar with the Forum? (please circle one)

Yes (%)	No (%)
92	8

	Yes %	No %
1. Have you attended an event at the Forum in the last year?	47	53
2. Do you think you will attend events at the Forum in the next year?	79	20
3. Do you think the Forum activities are important to promote growth and industry in Jonesboro?	98	2
4. Do you think the Forum activities are important for quality of life in Jonesboro?	98	2

	VERY IMPORTANT %	SOMEWHAT IMPORTANT %	NOT IMPORTANT %
5. How important do you think it is for Jonesboro to have a community auditorium?	86	14	0

	YES %	NO %
6. Do you think a community auditorium should be a priority for the City of Jonesboro?	89	11

	BUILD A NEW AUDITORIUM %	RENOVATE FORUM %
7. Which do you think Jonesboro should do, build a new auditorium or renovate the Forum? [some respondents chose both, some didn't choose either option]	43	55

Comments:

- Both
- Cost?
- Depends on cost to build v- renovate
- Downtown
- either
- Either
- Either would be an improvement
- Need more info.
- No opinion
- Not enough info – what is current seating capacity – cost of renovating – cost of new auditorium
- Not sure-more info needed
- So/So Depends on \$
- undecided
- Undecided
- Whichever is more cost effective

	YES %	NO %
8. Would you be willing to help fund the building of a new auditorium?	51	49
9. Would you be willing to help fund the renovating of the Forum?	64	36

Comments:

- I would be willing to attend fund-raising performances events.
- Maybe
- Not sure
- only to keep it useable as a performance lab or for small functions
- Sorry I can't. I am willing but not able.
- TAXES?

10. How should Jonesboro's community auditorium be financed? (circle all that apply below)

SALES TAX (%)	GRANT MONEY (%)	SHORT-TERM BONDS (%)	PRIVATE FUNDING (%)
30	71	29	57

11. What facilities should a community auditorium provide for the city? (circle all that apply below)

THEATER (%)	CONCERT HALL (%)	MEETING SPACE (%)	CLASSROOMS (%)	OTHER (%)
92	81	66	48	5

If other:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Art Studios Gallery • Banquet • Ceremonies • City touring exhibit • Convention coming here • Conventions • Fund raising location • [7 people wrote 'all' , 'all of the stated', etc – these were included in the data above] | <ul style="list-style-type: none"> • Gallery • Jonesboro doesn't need this • Movie and video screenings • Parties/Banquets • Rent out for events • Revival • Sporting • Theater/musical productions |
|---|---|

12. Should a community auditorium remain downtown?

YES (%)	NO (%)
84	16

IF NO, WHERE?

- An outdoor amphitheater should also be considered
- but if new one is built, need to ensure more parking.
- I like downtown, but someplace w/more parking would be nice.
- if parking could be there
- In close proximity toward Bono might be good
- ?
- ? (not sure)
- ? Needs parking
- any place w/more parking
- Anywhere with adequate parking
- Anywhere with more parking
- Area where parking is available
- ASU area
- because of parking
- Central Jonesboro
- close to hotels
- Closer to center of town
- Closer to the college
- Does not have to?
- doesn't matter
- Doesn't Matter
- Doesn't matter to me
- Don't care
- Don't think it matters
- Downtown
- Either downtown or another location
- High Traffic areas
- How about former fairground area
- If build new auditorium – look @ prop where Central Baptist Church was located.
- if possible
- Fowler Center is State of the Art
- Helps downtown
- If at all possible
- Mixed feelings
- Where is there room?
- Would be nice
- If possible. Central Jonesboro somewhere if possible.
- Little Rock
- More access & parking
- More Parking
- Near Mall
- New building near new fairgrounds
- No – out toward Valley View (It is the largest growing area in Jonesboro. It would just make sense.)
- No parking
- No room downtown
- No room dtown
- Not certain
- Not especially downtown "Either/or"
- Not necessarily, although downtown is cool
- Not particularly, should be in a central location
- Not sure
- Not Sure
- off Highland or Caraway
- Somewhere in middle of town
- somewhere that provides abundant parking
- somewhere with better parking
- Somewhere with better parking and access for the community.
- Somewhere with more space and more parking
- South of bypass
- Southeast
- Stadium area
- Stadium Blvd
- Too small
- Undecided
- Undecided – Where there's ample room for parking & space to do it right.
- Unsure, parking is a major issue.
- w/more parking
- Wherever land is available and parking is plentiful
- Yes, as close as possible but in an area that is attractive.

Note: 19 responses contained concerns about parking availability.

13. What is your Gender? (please circle one)

Male %	Female %
39	61

14. How old are you? Age ranged from 18 to 91

18-25 %	26-35 %	36-45 %	46-55 %	56-65 %	>65 %
10	19	21	19	21	9

15. What is your race/ethnicity (how do you identify yourself)? (please circle one below)

African American %	Asian American %	Caucasian %	Hispanic %	Native American %	Other %	I prefer not to answer %
12	>1	87	>1	>1	>1	0

If other, please specify:

- Human

Miscellaneous Comments:

- Work with ASU and use the Fowler Center. Why build or rebuild when the center could be utilized.
- I find it hard to answer these questions. I love the Forum, but I understand that Jonesboro needs a state-of-the-art auditorium...with better parking! I feel that all funding options should be considered – including sales tax and bonds. And I would support whatever the city decides.
- I have great memories of the old theater and the forum.
- My child used Forum for acting class as a child – she now teaches art in the same building!
- With the new performing arts centers at Jonesboro High and existing facilities at Valley View & Nettleton plus the facilities at ASU & St. Bernards, it is inappropriate to allocate resources to a new auditorium. Renovate!
- Jonesboro website, good job on the site it is very easy to navigate. The new fairground site will be a nice facility and The Forum built in that area would be a great idea. Main thing is parking at the new place should be a high priority consideration. With correct location and marketing the city should be able to find a private donor for the new building. The downtown area has really become a party spot for college age & older people looking to entertain, especially on the weekends. The Forum is mostly family oriented entertainment and would be better off moving out of that area.
- There is a need for the forum as well as a larger auditorium.

16. From which media do you most receive your entertainment news and information?
 (please circle one)

Newspaper	Specialty Publication	TV	Radio	Other
%	%	%	%	%
39	9	58	29	17

If other, please specify (+comments):

- ?
- 107.5 Radio
- All
- All the mentioned
- All, as well as social media
- Business Expo
- But, also there is mail & email... that are very important
- Chamber of Commerce
- Computer
- Email
- emails
- Facebook
- HMG Health and Fitness Expo.
- internet
- Internet
- Internet email, mail
- Lindsey Harrison and my husband
- Magazines
- Mail
- Mail
- NPR – KASU
- Online
- Online
- Out of town
- PC
- People
- Phone
- Social Media
- Social Network sites online
- Social Networking
- web
- word of mouth
- Work

Appendix B1: The Forum Survey (2011)

Responses from Non-Jonesboro Residents Only

Survey Distribution Location

Location	# of Participants
PEO	1
DFWC	0
Mall	2
Lion's Club	0
Business Expo	15
Chamber of Commerce Power Breakfast	2
Southwest Church of Christ	9
Rotary Club A.M.	2
Kiwanis Altrusa	1
Noon Rotary	0
Total	32

It should be noted that any given analysis on subsequent pages may vary slightly in number of respondents because of missing data (e.g., a few people may not have answered a given question). However, there are relatively few missing data.

Appendix B2: The Forum Survey (2011)

Responses from Non-Jonesboro Residents Only

Note: There were only 32 respondents in this group (non-Jonesboro residents), therefore each response represents 3%. For example, with number 3 below, only 1 person answered 'No'.

Are you familiar with the Forum? (please circle one)

Yes (%)	No (%)
93	7

	Yes %	No %
1. Have you attended an event at the Forum in the last year?	28	72
2. Do you think you will attend events at the Forum in the next year?	73	27
3. Do you think the Forum activities are important to promote growth and industry in Jonesboro?	97	3
4. Do you think the Forum activities are important for quality of life in Jonesboro?	100	0

	VERY IMPORTANT %	SOMEWHAT IMPORTANT %	NOT IMPORTANT %
5. How important do you think it is for Jonesboro to have a community auditorium?	81	19	0

	YES %	NO %
6. Do you think a community auditorium should be a priority for the City of Jonesboro?	81	19

	BUILD A NEW AUDITORIUM %	RENOVATE FORUM %
7. Which do you think Jonesboro should do, build a new auditorium or renovate the Forum? [some respondents chose both, some didn't choose either option]	39	55

	YES %	NO %
8. Would you be willing to help fund the building of a new auditorium?	42	58
9. Would you be willing to help fund the renovating of the Forum?	48	52

Comments:

- I do [help] by going.
- "Would make a donation"
- Would make a Donation

10. How should Jonesboro's community auditorium be financed? (circle all that apply below)

SALES TAX (%)	GRANT MONEY (%)	SHORT-TERM BONDS (%)	PRIVATE FUNDING (%)
31	75	16	50

11. What facilities should a community auditorium provide for the city? (circle all that apply below)

THEATER (%)	CONCERT HALL (%)	MEETING SPACE (%)	CLASSROOMS (%)	OTHER (%)
97	78	59	34	3

If other:

- Any

12. Should a community auditorium remain downtown?

YES (%)	NO (%)
87	13

IF NO, WHERE?

- College Territory

13. What is your Gender? (please circle one)

Male %	Female %
41	59

14. How old are you? Age ranged from 21 to 76

21-30 %	31-40 %	41-50 %	51-60 %	61-76 %
12	19	25	19	19

15. What is your race/ethnicity (how do you identify yourself)? (please circle one below)

African American %	Asian American %	Caucasian %	Hispanic %	Native American %	Other %	I prefer not to answer %
3	0	94	0	3	0	0

16. From which media do you most receive your entertainment news and information?
(please circle one)

Newspaper	Specialty Publication	TV	Radio	Other
%	%	%	%	%
50	3	50	34	13

If other, please specify:

- Business Expo
- Internet

Appendix C1: The Forum Survey (2011)
Responses from Those Who Did Not Answer
Residency Question



Survey Distribution Location

Location	# of Participants
PEO	0
DFWC	1
Mall	14
Lion's Club	0
Business Expo	24
Chamber of Commerce Power Breakfast	1
Southwest Church of Christ	14
Rotary Club A.M.	3
Kiwanis Altrusa	5
Noon Rotary	2
Total	64

It should be noted that any given analysis on subsequent pages may vary slightly in number of respondents because of missing data (e.g., a few people may not have answered a given question). However, there are relatively few missing data.

Appendix C2: Jonesboro Forum Survey (2011)

Responses from Those Who Did Not Answer Residency Question

Are you familiar with the Forum? (please circle one)

Yes (%)	No (%)
89	11

	Yes %	No %
1. Have you attended an event at the Forum in the last year?	48	52
2. Do you think you will attend events at the Forum in the next year?	74	26
3. Do you think the Forum activities are important to promote growth and industry in Jonesboro?	98	2
4. Do you think the Forum activities are important for quality of life in Jonesboro?	97	3

	VERY IMPORTANT %	SOMEWHAT IMPORTANT %	NOT IMPORTANT %
5. How important do you think it is for Jonesboro to have a community auditorium?	85	13	3

	YES %	NO %
6. Do you think a community auditorium should be a priority for the City of Jonesboro?	89	11

	BUILD A NEW AUDITORIUM %	RENOVATE FORUM %
7. Which do you think Jonesboro should do, build a new auditorium or renovate the Forum? <i>[some respondents chose both, some didn't choose either option]</i>	35	57

Comment:

I would think a new facility would be larger than the Forum, etc. I know the dressing rooms are very small from being involved with various activities there.

	YES %	NO %
8. Would you be willing to help fund the building of a new auditorium?	36	64
9. Would you be willing to help fund the renovating of the Forum?	51	49

Comments:

- Fundraising
- Not at this time
- Thru sales tax

10. How should Jonesboro's community auditorium be financed? (circle all that apply below)

SALES TAX (%)	GRANT MONEY (%)	SHORT-TERM BONDS (%)	PRIVATE FUNDING (%)
26	68	23	48

11. What facilities should a community auditorium provide for the city? (circle all that apply below)

THEATER (%)	CONCERT HALL (%)	MEETING SPACE (%)	CLASSROOMS (%)	OTHER (%)
86	76	55	39	3

If other:

- Recreation/Walking
- Wedding Banquets

12. Should a community auditorium remain downtown?

YES (%)	NO (%)
86	14

IF NO, WHERE?

- [yes] for current location; [if no] near hotels; [comment] I think the Forum has a purpose and is a great location for downtown. I also think a new auditorium would be great for Jonesboro.
- Anywhere
- Business District
- Depends
- don't know
- Old Cavanaugh lot or Central Baptist Lot.
- Old Fairgrounds?
- South of bypass
- Unknown

NOTE: All of the following data are missing—the back page of the survey was not filled out.

13. What is your Gender? (please circle one)

Male %	Female %

14. How old are you? Age ranged from 21 to 76

21-30 %	31-40 %	41-50 %	51-60 %	61-76 %

15. What is your race/ethnicity (how do you identify yourself)? (please circle one below)

African American %	Asian American %	Caucasian %	Hispanic %	Native American %	Other %	I prefer not to answer %

**16. From which media do you most receive your entertainment news and information?
(please circle one)**

Newspaper %	Specialty Publication %	TV %	Radio %	Other %

Appendix D1: Jonesboro Forum Survey (2011)

Jonesboro Residents

Street of Residency

@ the Links	Caraway Common
Aggie Rd (2)	Caraway Rd
Arlington	Carolyn Dr
Arlington Ct	Catharine
ASU Campus	Chapel Hill
Autumn Dr. (2)	Cherrywood
Balt Blvd	Church
Baybrook Cove	Church Street
Beaver Creek	Clay
Beaver Run	Clubhouse Dr
Bellview	Cooper Lane
Bennett Drive (2)	Coral Cove
Bermuda	Cordova LN
Beverly Dr.	Cottonwood
Big Creek Cove	Coulberhouse Kiersan Lane
Bob White Dr.	Country Club Terrace
Bonnie Circle	Country View
Bowden Dr.	County
Bowling Lane	County Rd.
Brentway	Courtney Cove
Bridge Rd.	Covey
Brittney Lane (2)	CR 155 (2)
Broadmoor	CR 304
BROOKLAND	CR 309 (2)
Brookstone	CR 342
Browns Lane	CR 369
Brownstone	CR 393
Burdyshaw	CR 403 (2)
Calion	CR 408
Caraway (2)	CR 421

CR 444
CR 457
CR 463
CR 727
CR 751
CR 752
CR 754
CR 759 JBORO
CR 780
CR912
CR 913
CR 951
Craighead Forest
Craighills Place
Crepe Myrtle
Crestfield Drive
Culberhouse (3)
dean st.
Deerfield (2)
Devon (2)
Dogwood
Dogwood Lane (2)
Dove (2)
Duckswater
Duncan
Duncan Rd.
Dunwoody
Dupwe Dr.
E. Nettleton
East St.
Ebbert
Eldorado Cove
Elm Street
Fair lane
Fairmount DR
Fairway Drive (2)
Farm Creek Rd.

Fernwood
Flat Rock
Flatrock Trail
Flint (2)
Forest Hill
Fox Run (2)
Fox Run Dr
Frank Hall
Fred St.
French
Friendly Hope
Galloway
Galloway Cove
Gee St
Gilbert Street
Gladiolus Dr (2)
Golf Course Drive
Grayson
Greenbriar (2)
Greene RD
Greenmeadow LN.
Greenwood
Greenwood St.
Harrisburg Rd (4)
Haven
Hazeltine
Hester
Hester St.
Hidden Cove
Hidden Hill Cr
Highland
Highmeadow Drive
Highway 349
Highway 351
Holly
Hunter Lane
Hunters Run Cove

CR 444
CR 457
CR 463
CR 727
CR 751
CR 752
CR 754
CR 759 JBORO
CR 780
CR912
CR 913
CR 951
Craighead Forest
Craighills Place
Crepe Myrtle
Crestfield Drive
Culberhouse (3)
dean st.
Deerfield (2)
Devon (2)
Dogwood
Dogwood Lane (2)
Dove (2)
Duckswater
Duncan
Duncan Rd.
Dunwoody
Dupwe Dr.
E. Nettleton
East St.
Ebbert
Eldorado Cove
Elm Street
Fair lane
Fairmount DR
Fairway Drive (2)
Farm Creek Rd.

Fernwood
Flat Rock
Flatrock Trail
Flint (2)
Forest Hill
Fox Run (2)
Fox Run Dr
Frank Hall
Fred St.
French
Friendly Hope
Galloway
Galloway Cove
Gee St
Gilbert Street
Gladiolus Dr (2)
Golf Course Drive
Grayson
Greenbriar (2)
Greene RD
Greenmeadow LN.
Greenwood
Greenwood St.
Harrisburg Rd (4)
Haven
Hazeltine
Hester
Hester St.
Hidden Cove
Hidden Hill Cr
Highland
Highmeadow Drive
Highway 349
Highway 351
Holly
Hunter Lane
Hunters Run Cove

Pleasant Grove
Pleasant View Drive
Prairie
Preston Oak
Prestwick Circle
Prospect Farm LN
Prospect Rd
Quail Drive
Quapaw (2)
Quarry Cove
Rains
Redbud
Redwood
Renee Drive
Rich Rd
Richard Cove
Richmond Ave
Ridge Pointe Cove
Ridgemont Rd
Riviera DR.
Robin Rd.
Rockport
Rockport Dr, Griffin Park
Rockwood Cove
Rogers
Rolling Forrest Dr
Rose St (2)
Rosemond
Rosewood Circle (3)
Royale
Rustic Cove
S. Caraway
S. Church
S. Church ST.
S. Culberhouse (2)
Sage Meadows (4)
Sage Meadows Blvd

Sage Oaks Cove
Samantha Ave.
Sandbrook
Sandbrook Dr.
Sandra
Sandra Lane
Sandstone
Savannah
Scott St
Shade Tree
Shadow Ln
Shadow Ridge
Shadow Ridge Drive
Shoshoni Dr. (2)
Silverstone
Skyline Pointe
Somerset
South Caraway Rd.
South Culberhouse (2)
South Hunter
Southern Hills Lane
Southwest J'boro
Spring Creek Cir
Spring Hollow Drive
Spring Valley Dr.
St. Andrews Cove (2)
St. Bernard's Village
Steele
Stephanie
Stonebridge
Strawn Ave
Stroud
Stroud City
Summit Ridge
Sun Ave
Sydney Cove
Tanglewood

Thrush
Thrush Rd
Timber Creek Ln (2)
Tony Drive
Turtle Creek Rd
Twin Oaks (4)
Village DR.
Vineyard Cove
Vintage
Vintage DR
W. Nettleton
W. Washington Ave.
Walker Place
Walnut Street
Warner
Washington
Wedgewood Cove
West Cherry
West Oak
West Washington (2)
Western Gales Dr

Whitehaven Ct. (2)
Wildwood Lane
Wilkins
Willow
Willow Oak
Windover
Windover Road
Windrew
Wingate Dr
Winged Foot
Winged Foot Lane (2)
Winterhaven St.
Wolf Chase Lane
Wood
Wood Springs
Wood Springs Rd
Wood Street (4)
Woodcrest
Woodduck Cove
Woodsprings (2)
Woodthrush Cir.

Appendix D2: Jonesboro Forum Survey (2011)

Non-Jonesboro Residents

Street of Residency

½ mile out of city of BONO (2)

BAY

BAY, AR

BONO

Business on Cate Live in Country

Cardinal Road

Cherry Valley

CR 118

CR 121

CR 418

CR 702

CR 7452

CR 753

Greene 707 RD.

Highway 141

Highway 49

in the country

Matthews

Miss. Co/MANILA

PARAGOULD (3)

Paragould-Carriage Hills

PARAGOULD,AR

SHERIDAN,AR

Appendix D3: Jonesboro Forum Survey (2011)
Those Who Did Not Answer Residency Question
Street of Residency

Amberwood Cove	Lawson Rd
Big Johns	Leslie Ann
Biscayne Ln.	Links Circle
Bolt Blvd. (2)	Lockmoar Circle
BONO, AR	Munos
Britton Cove	old dornick
Castle Dr.	Parkwood
CR	Quail Ridge
CR 338	South Culberhouse
CR 350	Southern Hills
CR 729	Stadium Blvd (2)
CR 750	Summit Oaks Cv.
Dara St.	Tanglewood
Fernwood Ct	Thousands Oaks
Flemon	Trinity Oaks
Golf Course DR	Turtle Creek Rd
Heem Dr. St. Bernard's Village	Twin Oaks
Henry St.	Valhalla
Hillridge Cove	Watertree
Hunters Ridge Dr.	West Oak
Lake City	West Washington Avenue
Lakewood DR (2)	Wood thrush