

Youth Engagement in Houston:

Trends in Teen Event Preferences

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Introduction, Summary and Abstract

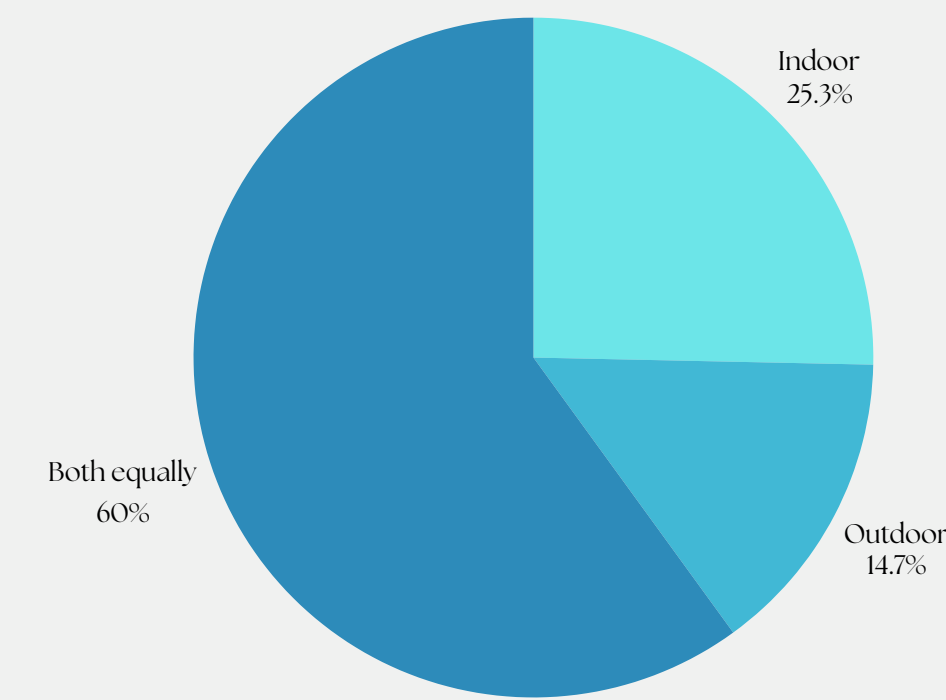
With marketing changing dramatically in the past couple decades, brands and marketing agencies alike adapt to an ever-converting digital climate. Following the covid-19 pandemic, marketing agencies quickly learned to assimilate to a new normal of marketing. Houston's own Strike Marketing has successfully accommodated to a new marketing landscape with their focus on Houston experience marketing, sporting well known clients such as the Houston Zoo, houston Botanical Gardens and Cirque Du Soleil. With many studies examining shifts in marketing as a whole, or separated into large sections such as geographic area or generation, it became clear that there was limited information that was survey based of what teenagers actually preferred when it came to events and activities to do in Houston. Overall, this survey highlighted trends within Fort Bend young adults that Strike can readjust makerting strategy to, such as a prefrence to TikTok and Instagram and Hosuton live sports.

Methodology

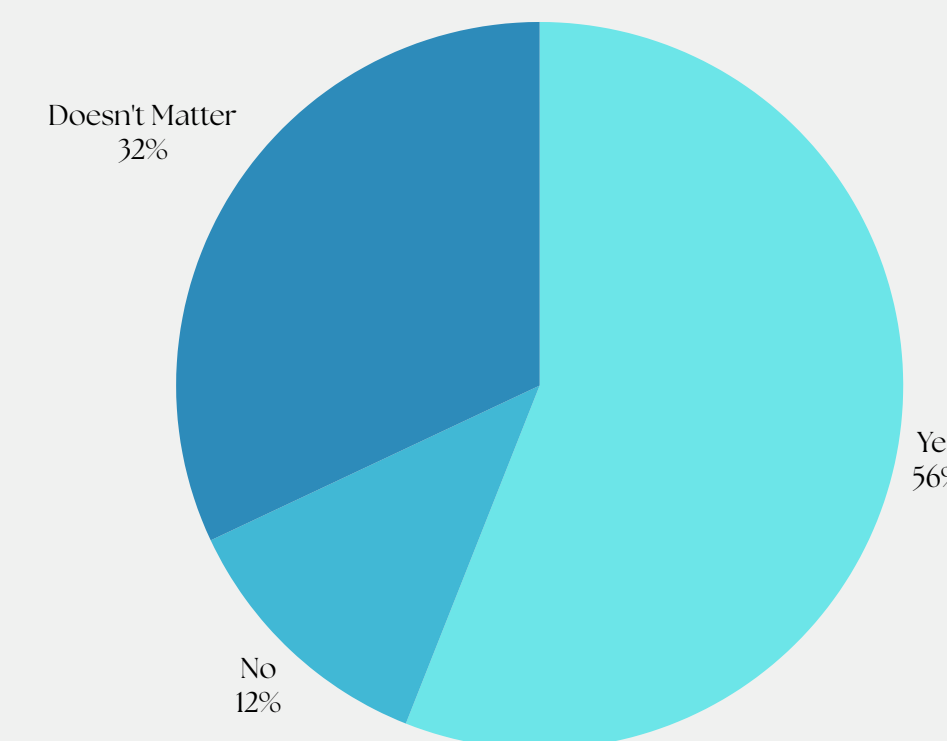
A survey was conducted asking 16-20 year olds living in Houston suburbs about their preferences for Houston activities. These questions included asking participants to rank 8 popular Houston attractions, ranking mediums of finding out about Houston activities, a preference of indoor or outdoor activities, questions regarding their feelings towards promotions via social media, and open-ended responses about personal suggestions and experiences of Houston activities. This survey was limited to young adults living in Houston suburbs due to the legal age of owning a driver's license or having access to transportation to visit Houston attractions. 75 young adults participated in this study and gave their personal testimony to their Houston experience preferences.

Results

Do you prefer indoor or outdoor attractions?



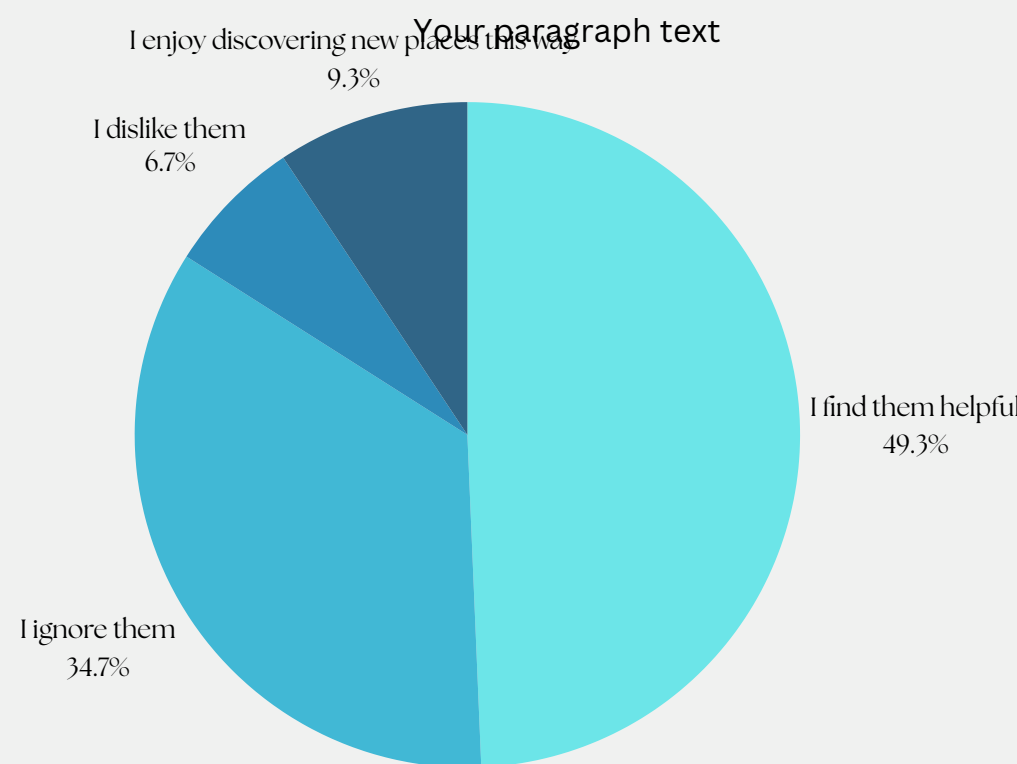
Do you trust recommendations from local influencers more than from large influencers (celebrities, for example)?



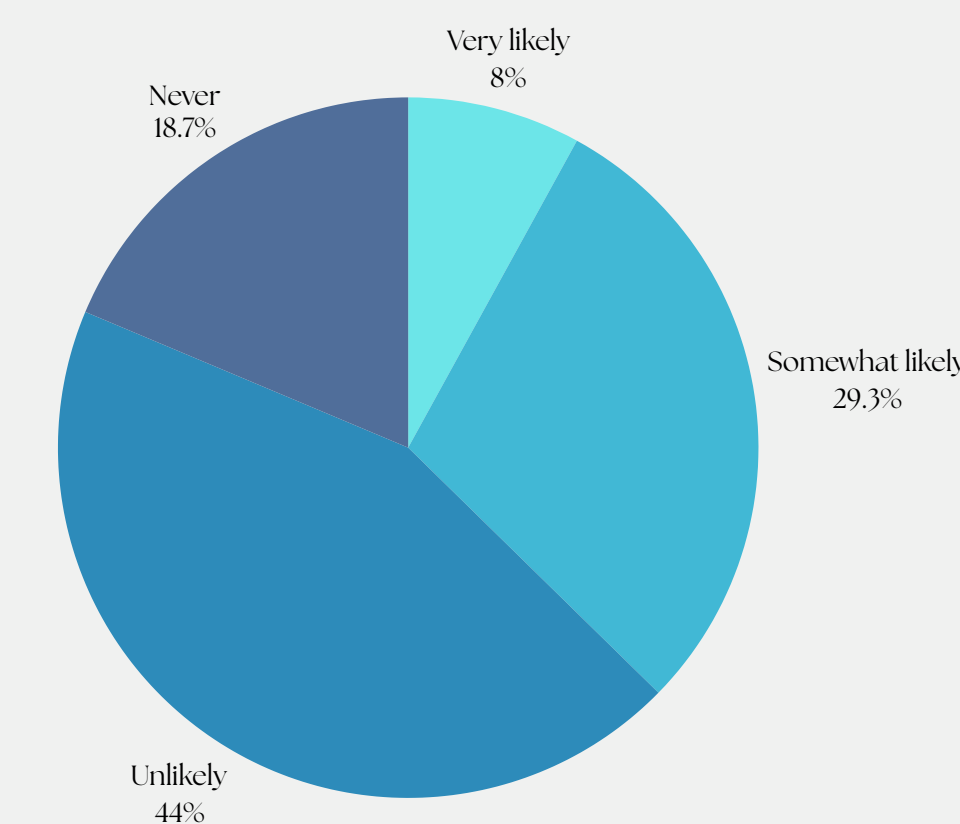
The percentage of participants who ranked the following activities in the first, second or third placement for interest in activity

- Houston Texans games- 60%
- Houston Astros games- 58.66%
- Houston zoo- 49.33%
- Museum of Fine Art- 33.33%
- Museum of Natural Science- 32%
- Downtown Aquarium- 25.33%
- Houston Symphony-22.66%
- Houston Botanical Gardens-18.66%

How do you feel about paid promotions (ads) on social media about local attractions?



How likely are you to share posts about local attractions or events on your own social media?



The percentage of participants who ranked the following advertisement mediums in the first, second or third placement

- Instagram- 74.67%
- TikTok- 73.33%
- Word of Mouth-73.33%
- YouTube-34.67%
- Newspapers/Articles-17.33%
- Streaming Service Ads- 13.33%
- Radio Segments- 8%
- Cable TV Ads- 5.33%

Findings

Following the collection and analysis of results, several trends emerged. As expected, many young adults placed social medias or word of mouth within their top 3 most common ways to find out about Houston Experiences. When asked to rank the options of Houston activities provided, the Houston sports teams Astros and Texans dominated activist places in the 1st 2nd or 3rd position. When answering questions about personal opinions of social media advertisements for Houston events, a majority of participants (58.6%) found them helpful or enjoyable, but contradicting data emerged when a majority of participants (62.7%) answered that they were unlikely or would never post about these attractions on the same social medias they found them on.

Discussion

These results highlight trends within teenage preferences for Houston events including a preference to action packed events like sports games, and a tendency to gravitate toward social media for event suggestion. The limitations to this survey include the very limited number of young adults willing to take the survey, and their geographical density to the Fort Bend area. If this survey had more efficient outreach, the data would be more assimilated to young adults all around Houston. With the data collected, Strike can further understand which events teens are more prone to engaging in and potentially target young adults with advertisement campaigns catered to their age demographic. Strike can also use this information by understanding which activities young adults show less interest to and either allocate budgets to advertise to more willing demographics or adjust brands to cater towards teens. Lasty, Strike can use information about how young adults find out about Houston experiences to utilize the most popular social medias for teens to discover activities.