



# CEI2010: Philadelphia Cultural Engagement Index

Public Presentation

May 19, 2011

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# Objectives of the CEI

- To provide the cultural community with a new, wider lens through which to see itself
- To create a measurement system that can detect changes in patterns of engagement over time
- To expose opportunities for increasing cultural engagement
- To stimulate innovation among arts and cultural organizations
- To focus public attention on culture as an indicator of quality of life

# How is the CEI different from other studies of arts participation?

1. It surveys the general population
2. It factors in both frequency & importance
3. It includes both audience-based and personal practice activities

# Methodology

- Geography: 20-Mile Radius of Center City
- 202 Zip Codes in 7 counties
- Consistent intercept locations in both years
- Over 3,000 residents surveyed, both online and in-person
- Substantial samples of African-Americans and Hispanics were gathered
- Worked with ArtsRising on additional questions and sampling of caregivers

# Questionnaire Design

- Demographics
- 52 arts, cultural and heritage activities
- Civic engagement
- Attitudes and values

# For each activity, both frequency and salience were measured.

Four Frequency Cohorts



On average, how frequently do you...		Never or Almost Never	At Least Once a Year	At Least Once a Month	At Least Once a Week
A.	Listen to music on a local radio station				
B.	Buy music for your own collection				
C.	Attend concerts by professional musicians (any style of music)				
D.	Hear music performed as part of a worship service				
E.	Sing				
F.	Play a musical instrument				
G.	Take music lessons or classes				
H.	Make up original tunes or compose music				

Which of these activities, if any, are very important to you?




One Salience Indicator



# Nine Components of the CEI

## Personal Practice

- Arts learning & skills acquisition
- Inventive engagement
- Interpretive engagement
- **Curatorial engagement**

## Audience-Based

- Attend live performing arts programs
- Visit art museums and art galleries
- Visit history and science museums
- Attend community cultural events
- **Media-based consumption**

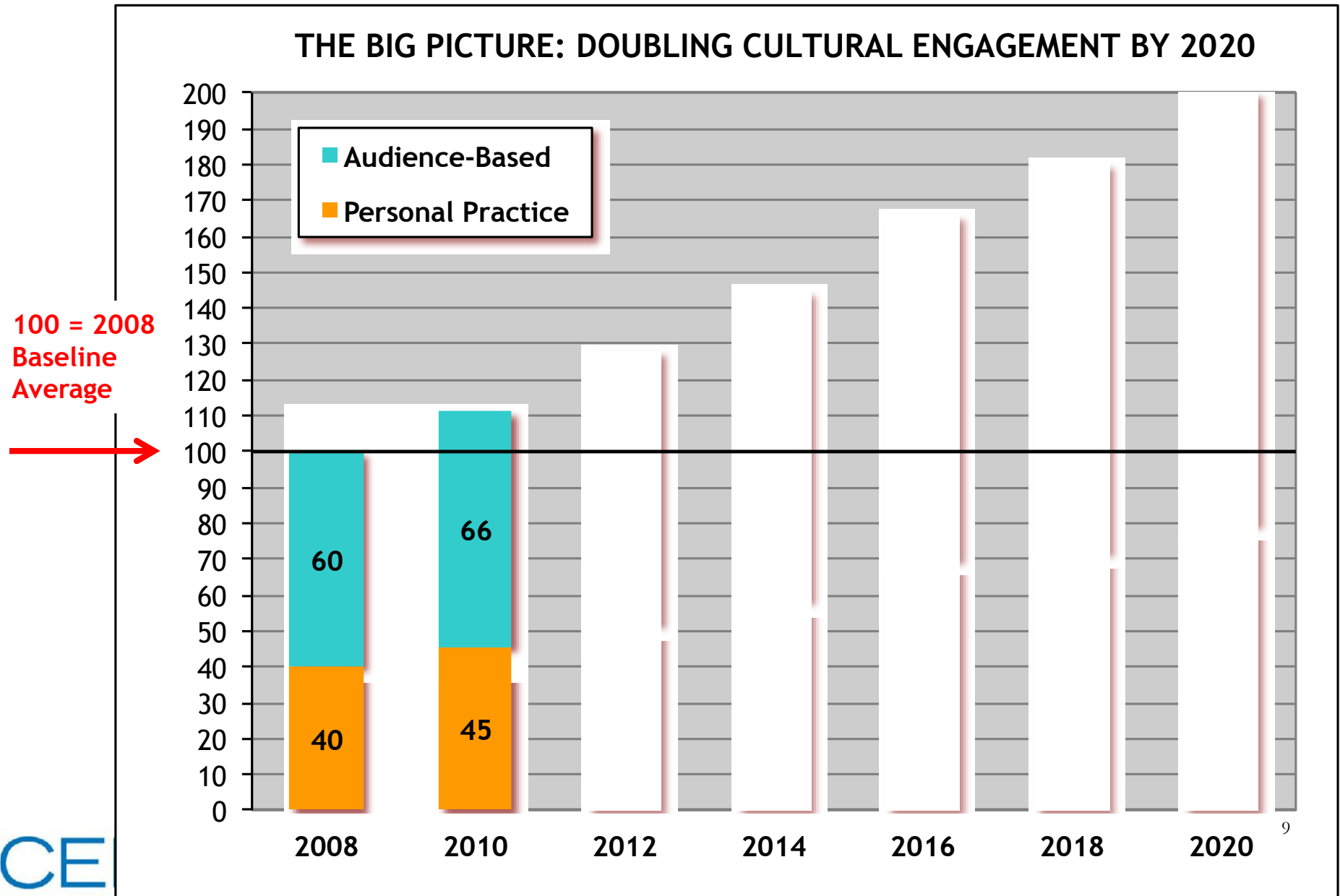


# Overall Results, 2008 - 2010





# The CEI went up by 11 points between 2008 and 2010



## Slide 9

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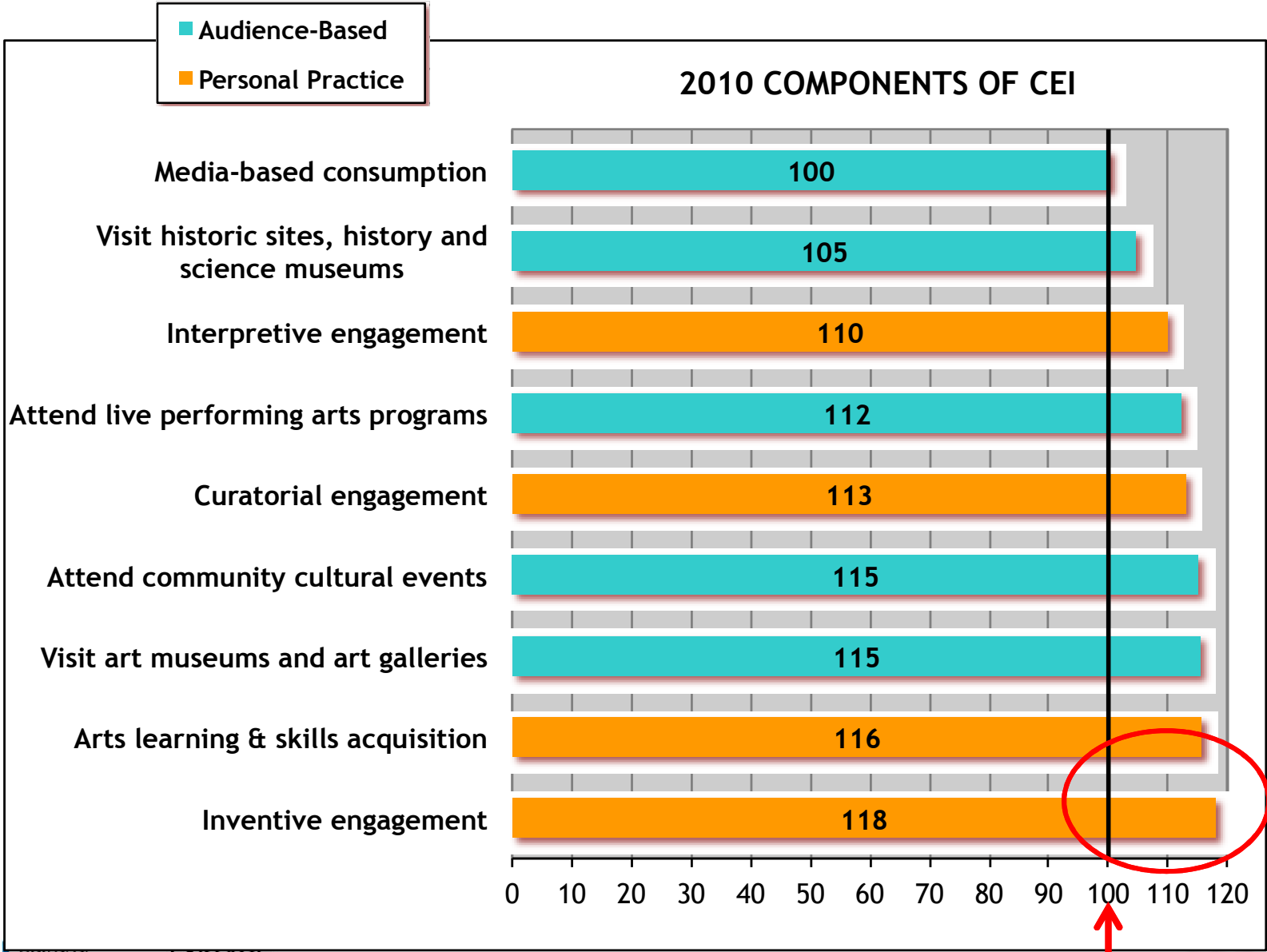
**JM22**

I think this actually looks less impressive. could we perhaps do it with the first year at the top, going down? conceptually this looks like a decline, because I read from top to bottom.

overall, I actually think this is one graph I would prefer to be vertical, going left to right, as originally done.

John McInerney, 5/11/2011

# Nine Components of the CEI - 2008 vs. 2010

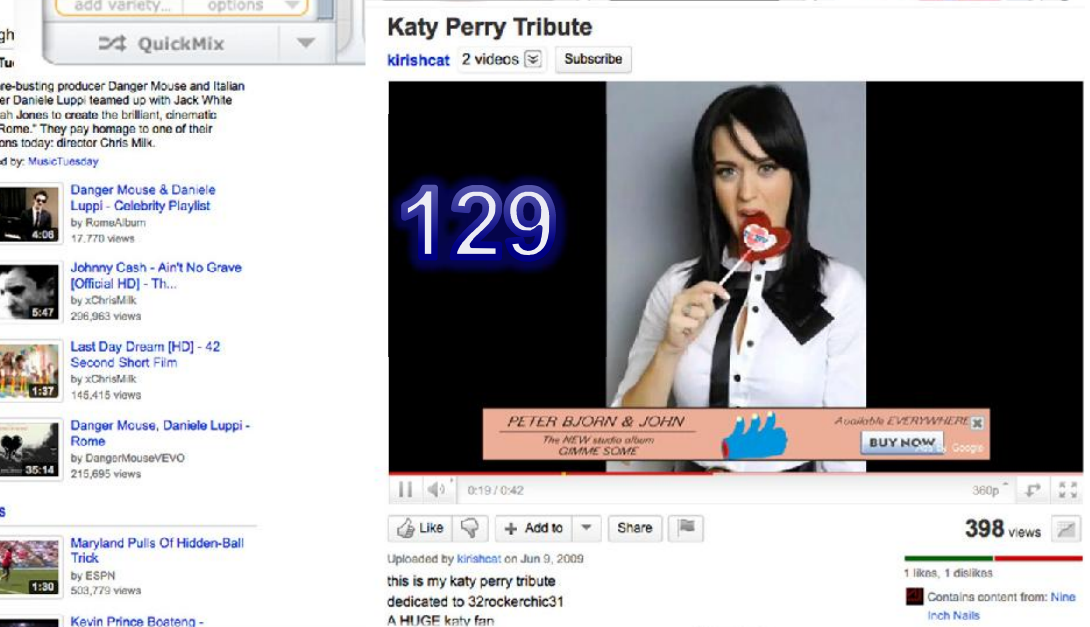
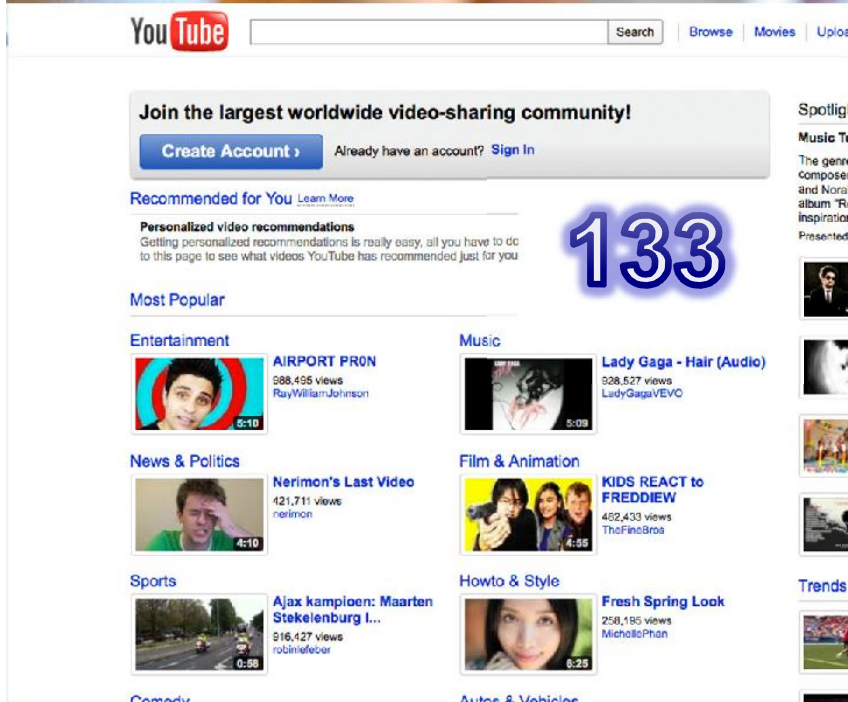


100 = 2008 Baseline Average

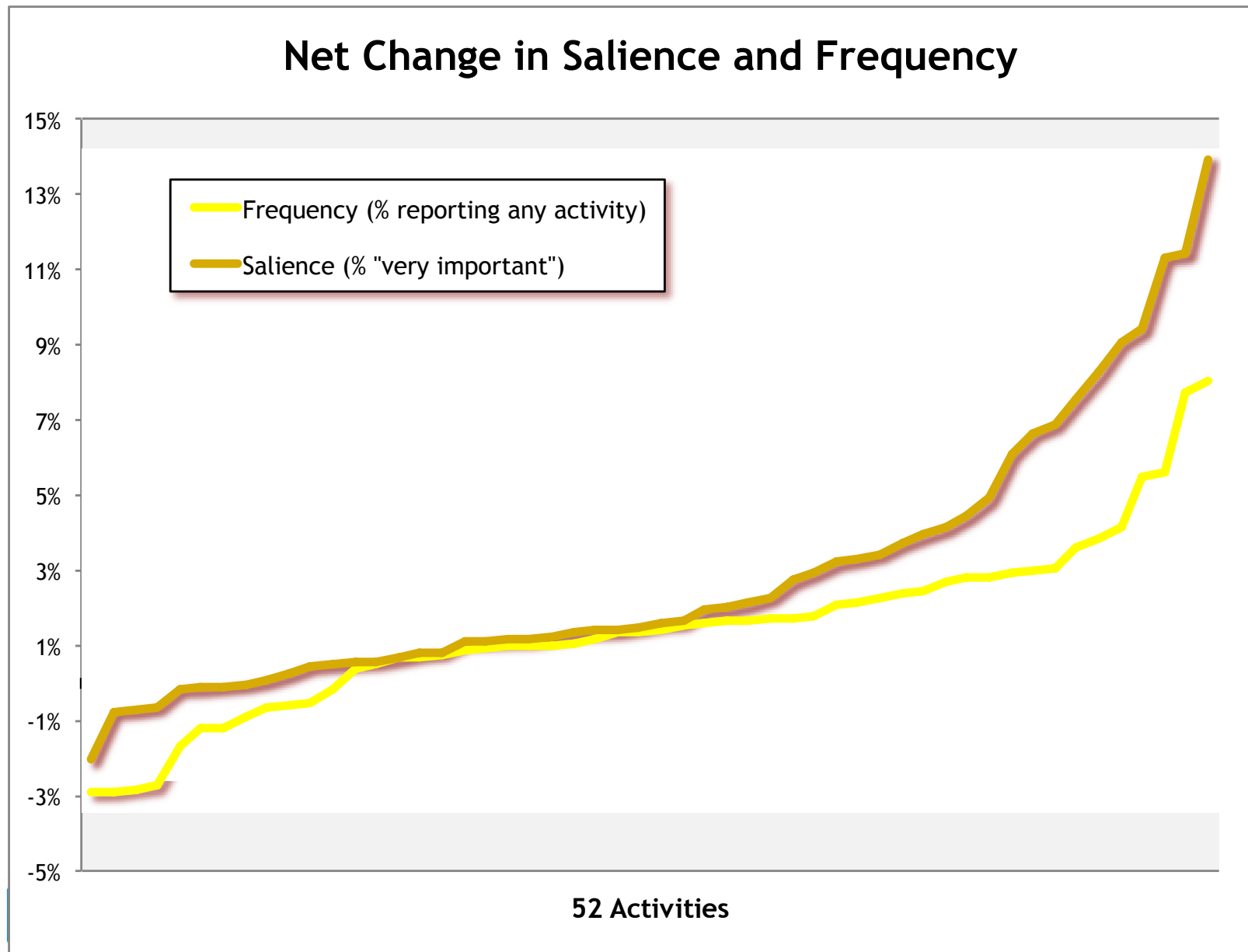
# Large increases were reported for participatory activities



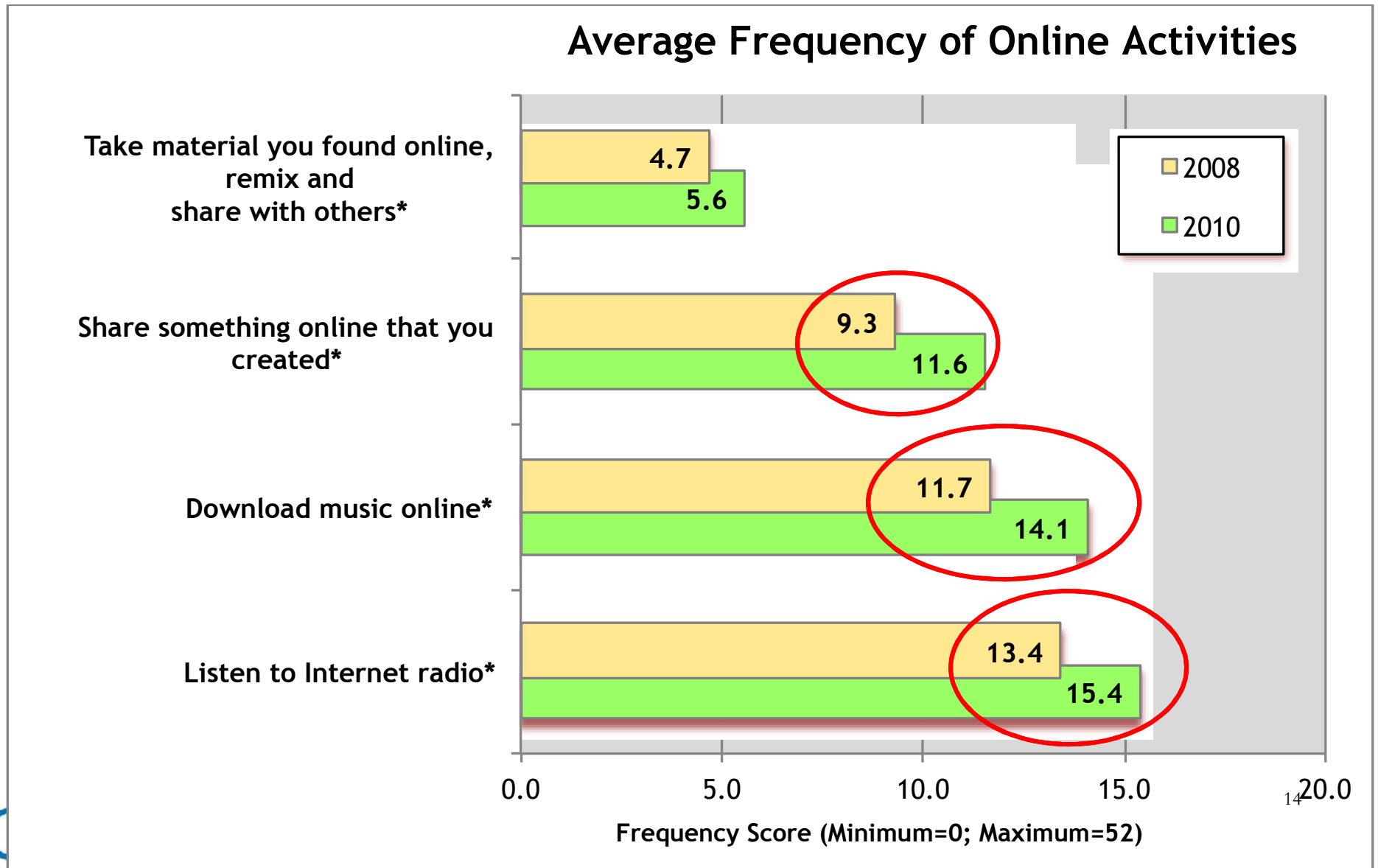
# But the largest increases were reported for online activities



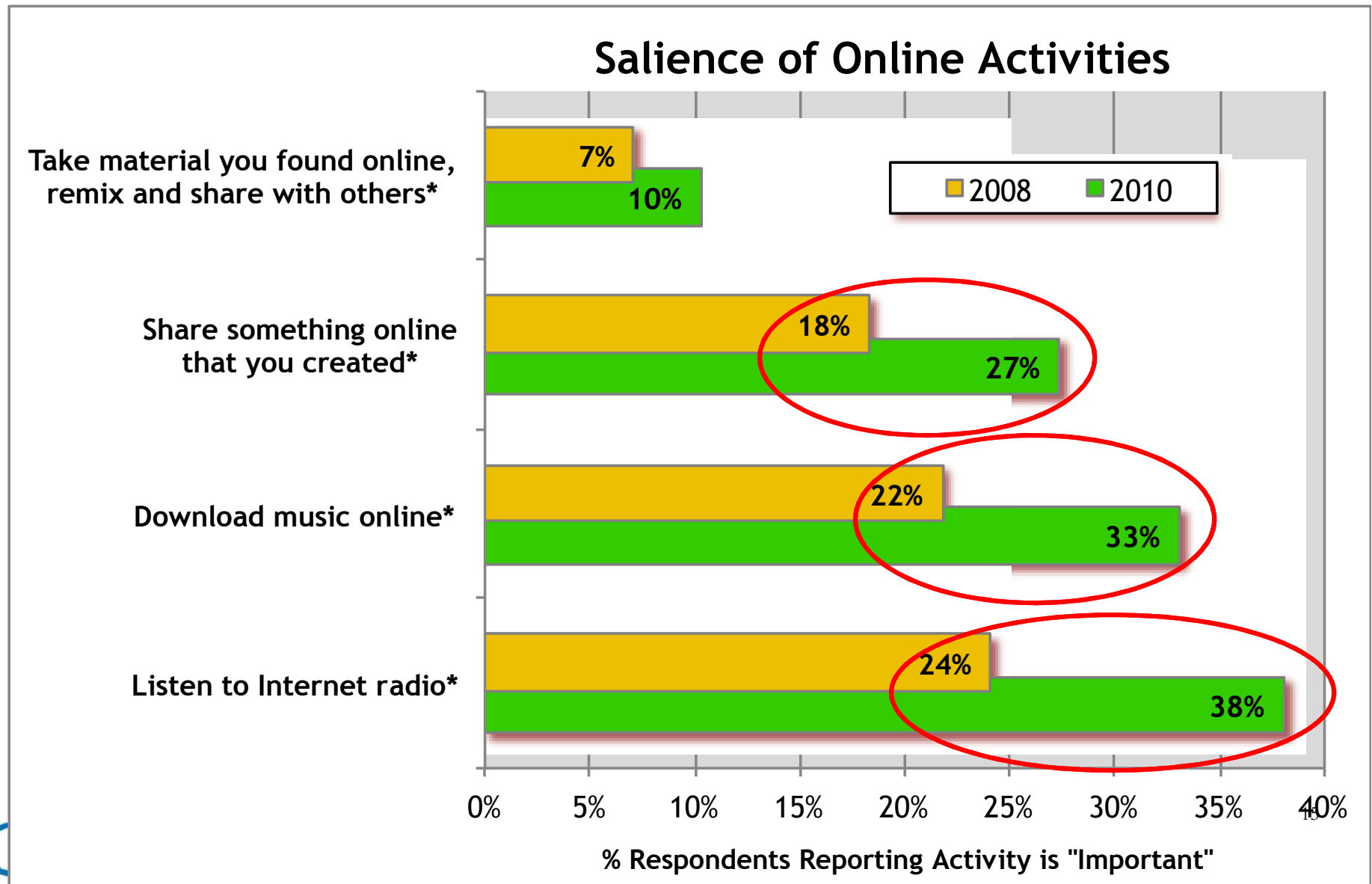
# Saliency increased at a higher rate than frequency, leading to overall increase in CEI



# Online creative activities are increasingly a part Philadelphia's creative life...



... and the salience of these activities also increased dramatically



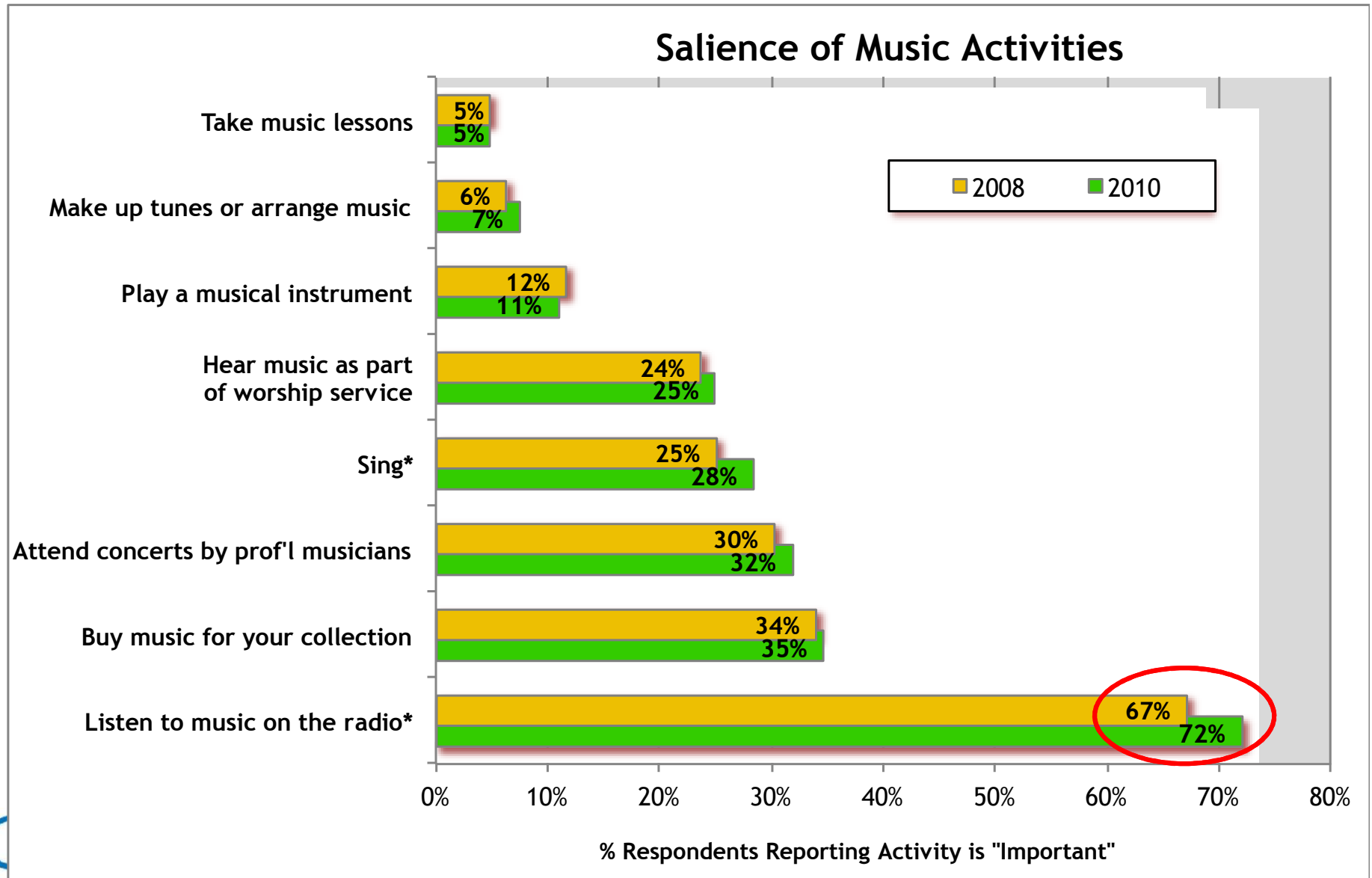




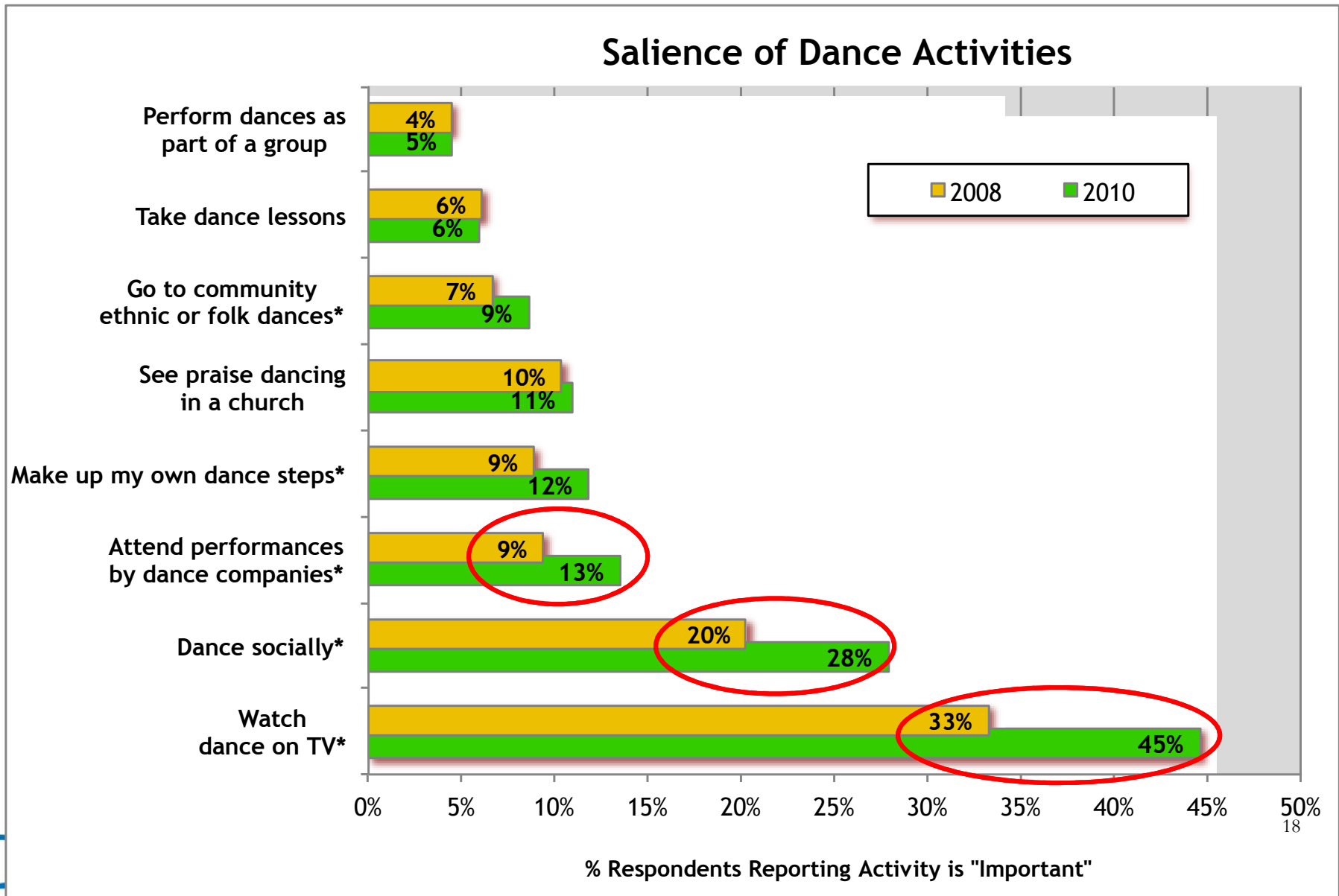
# Key Findings by Artistic Discipline



# Note the increase in importance for “listen to the radio”

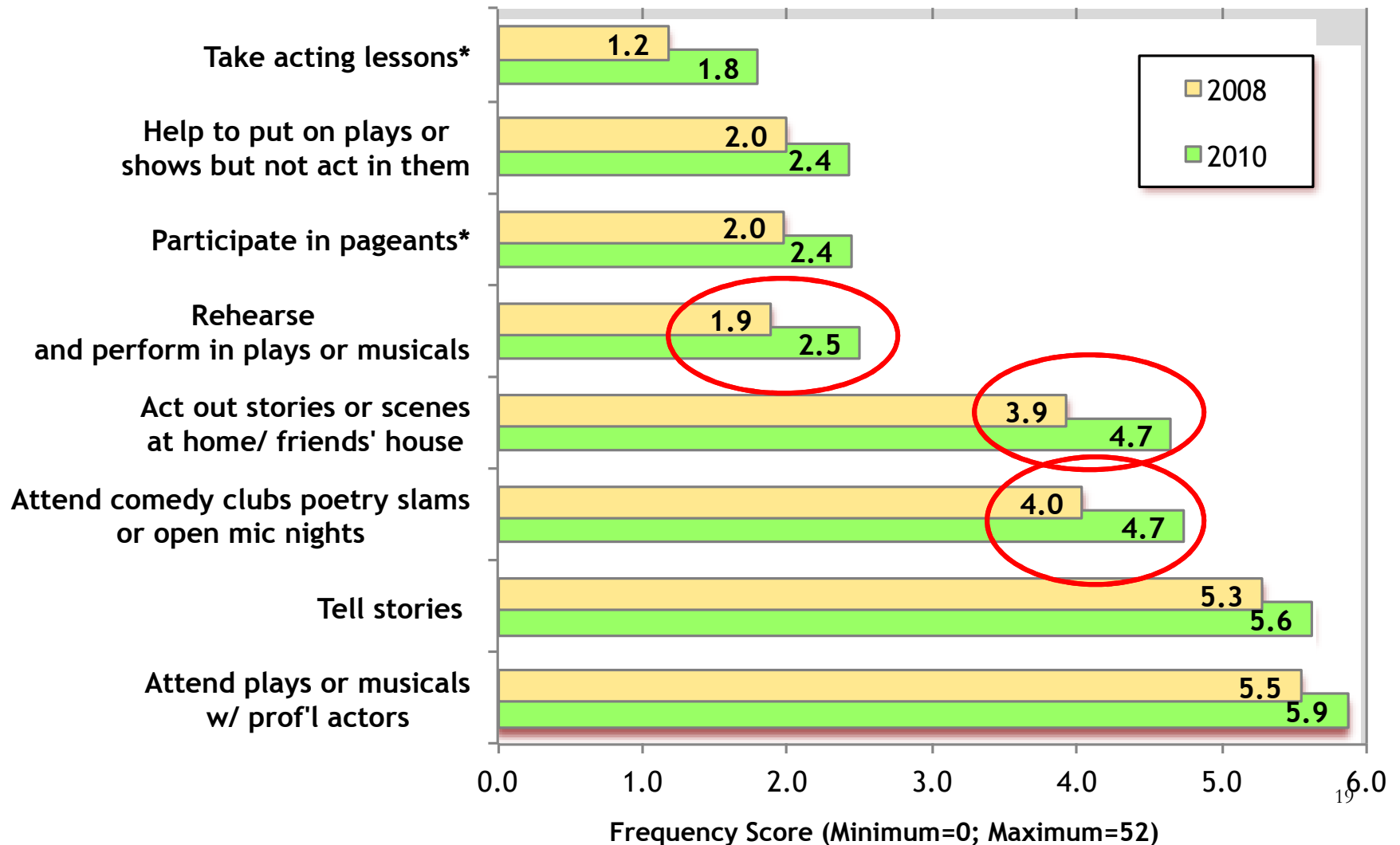


# The “salience” or importance of some dance activities increased significantly

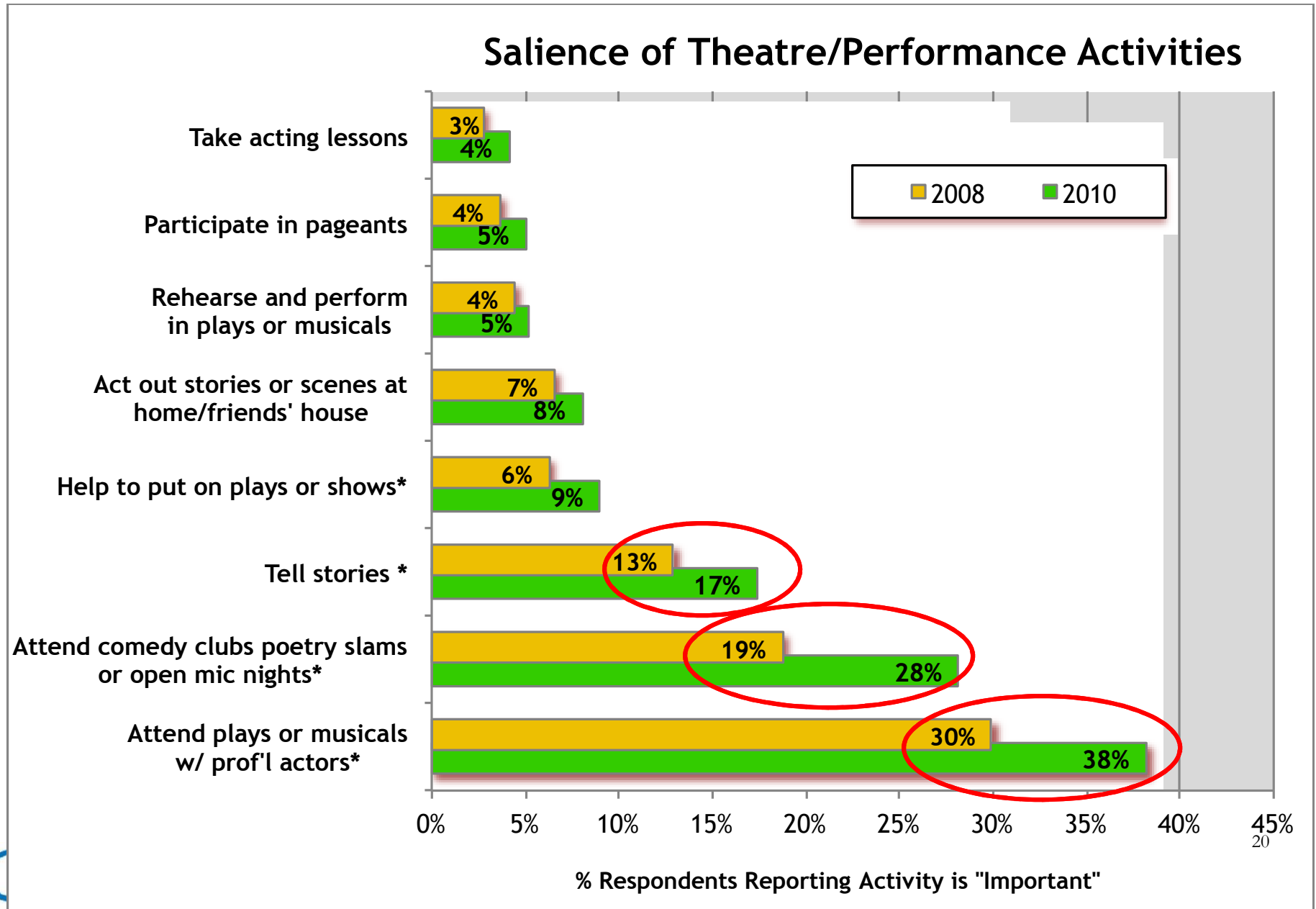


# Frequency increased slightly for Theatre and Performance activities...

## Average Frequency of Theatre/Performance Activities

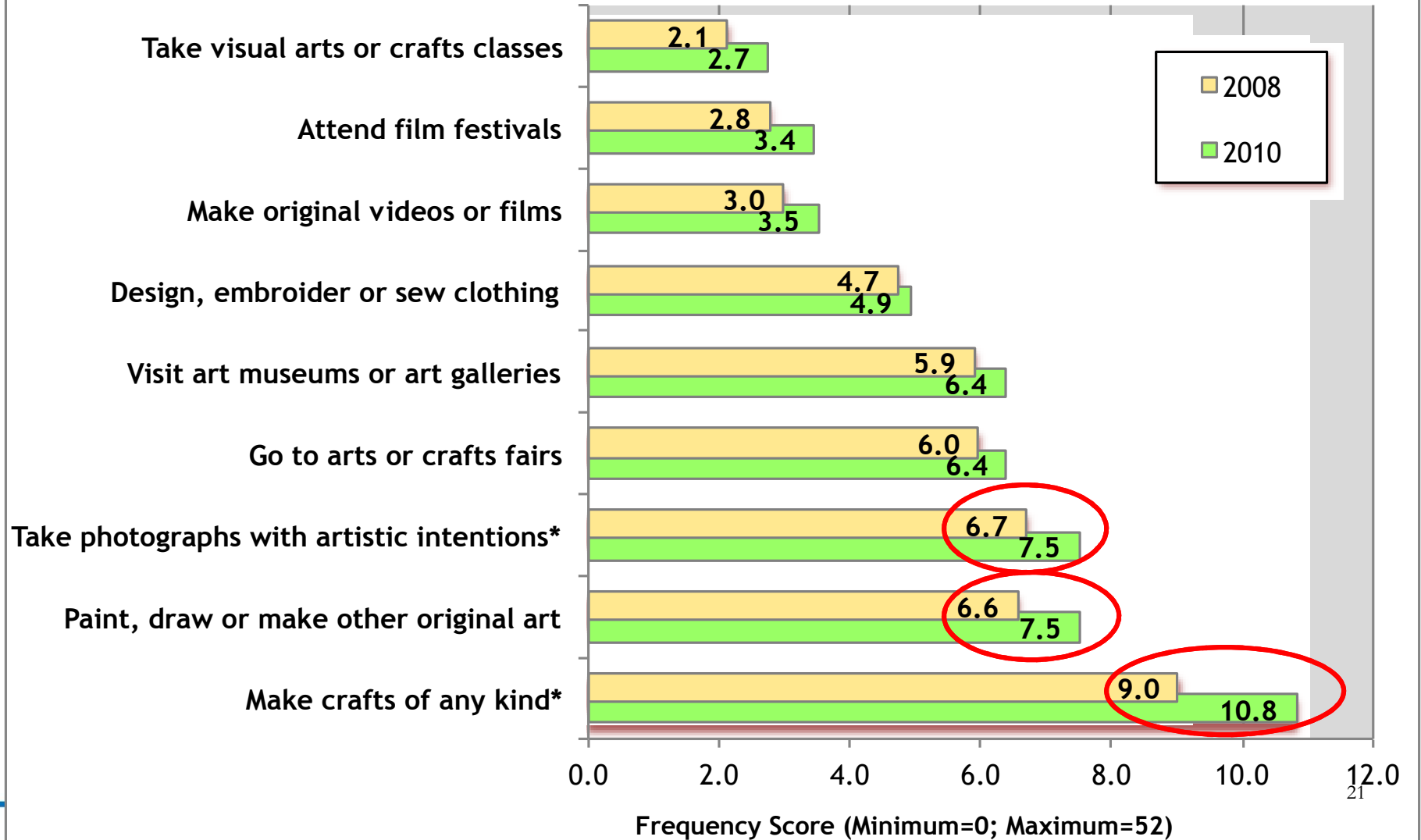


...while salience also rose dramatically

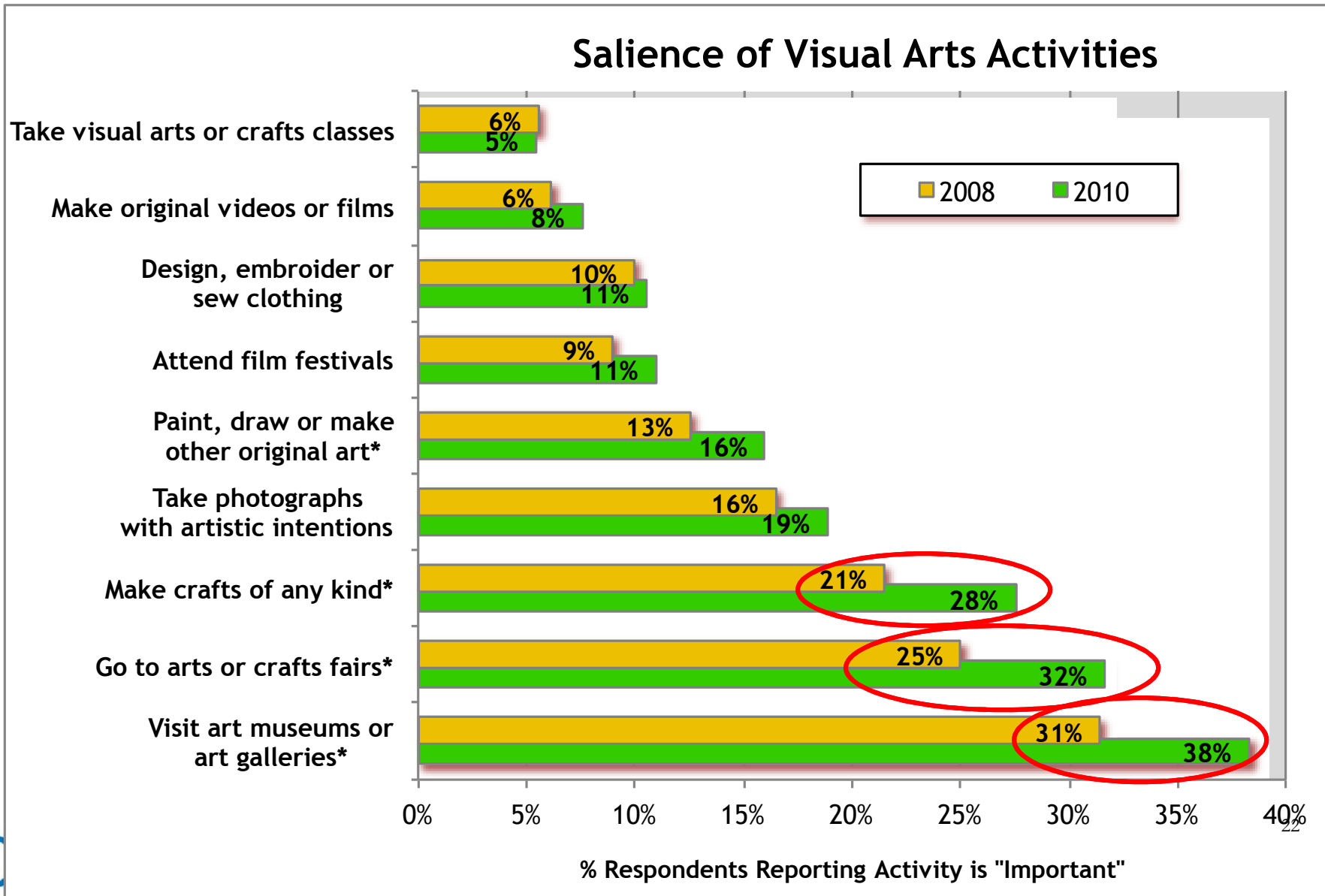


# Frequency rose for visual arts and crafts

## Average Frequency of Visual Arts Activities

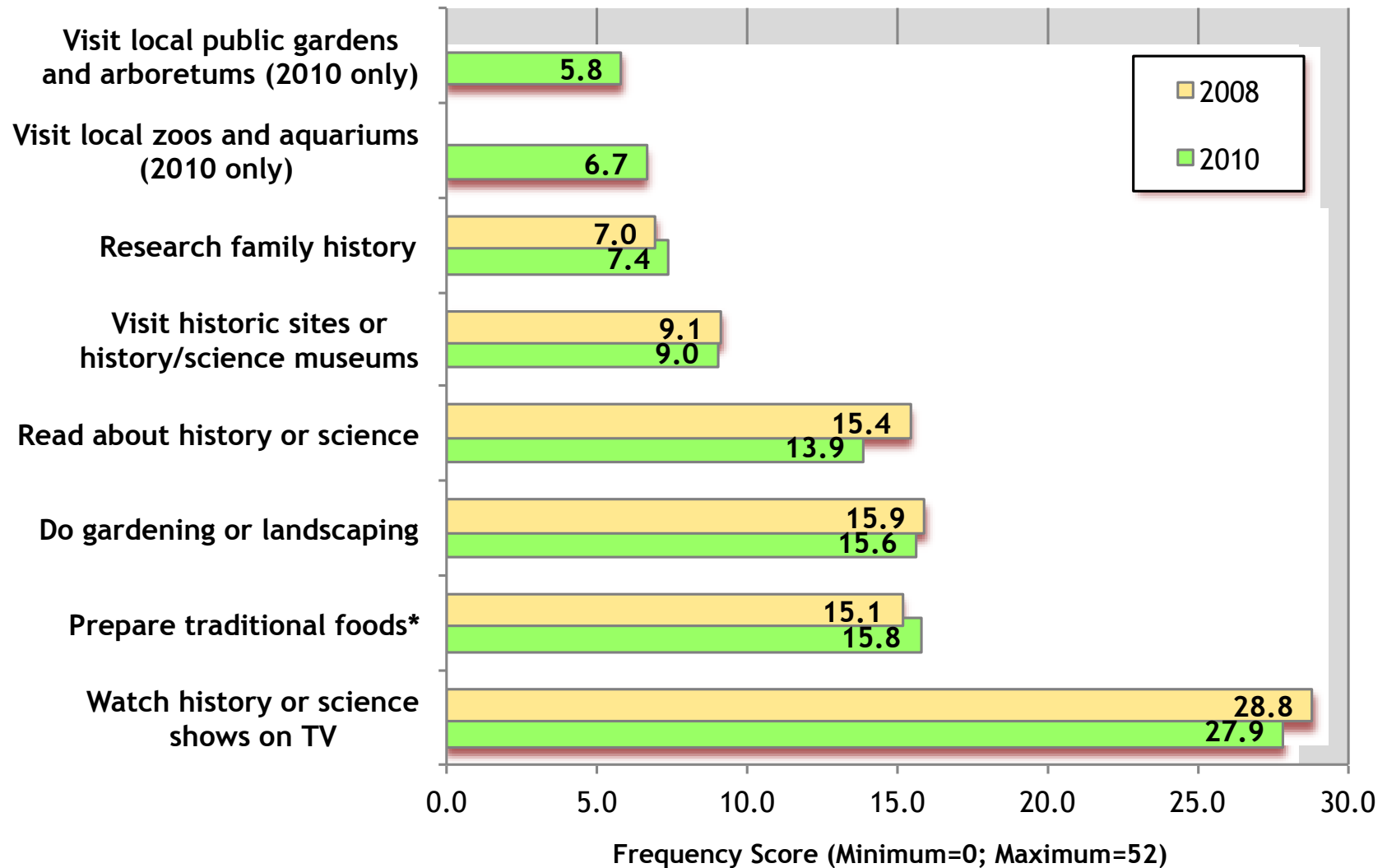


# The salience of visiting art museums and galleries and art/craft fairs increased



# Frequency remained constant from 2008 to 2010 for History and Science activities

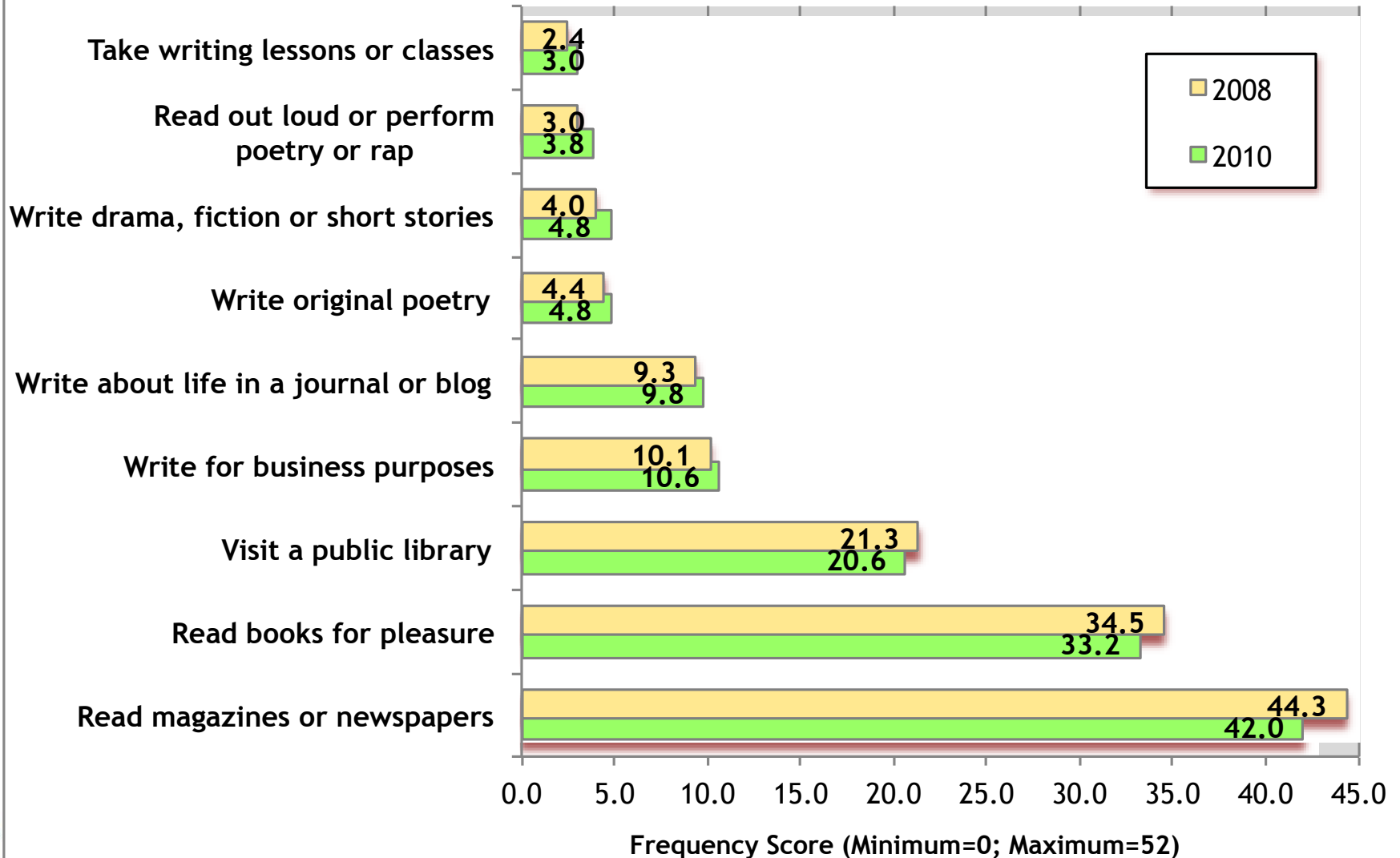
## Average Frequency of History and Science Activities





# ...and for reading and writing activities

## Average Frequency of Reading and Writing Activities

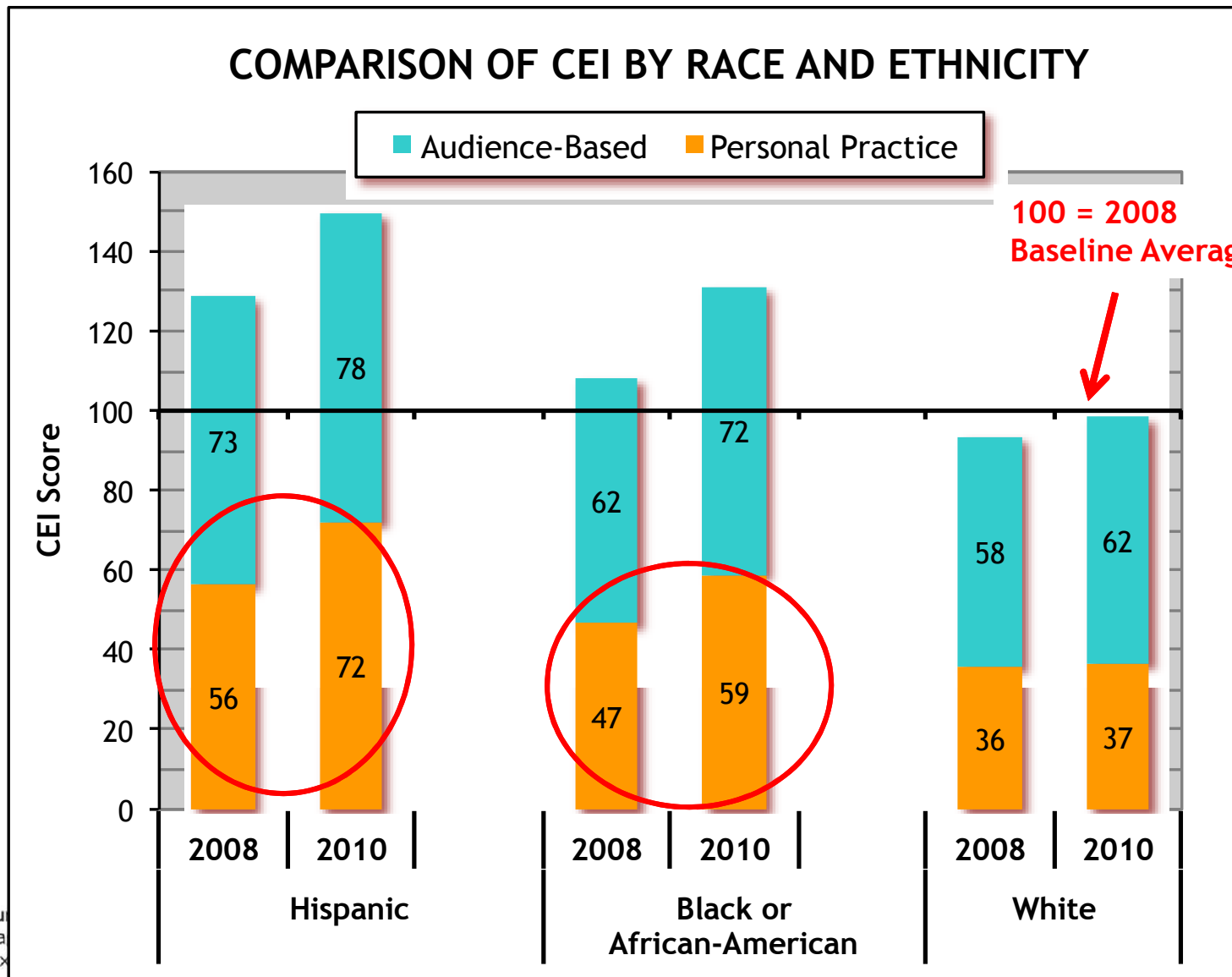




# Key Findings for Demographic Cohorts



Note the large increases in participatory engagement amongst African-Americans and Hispanics



**Slide 26**

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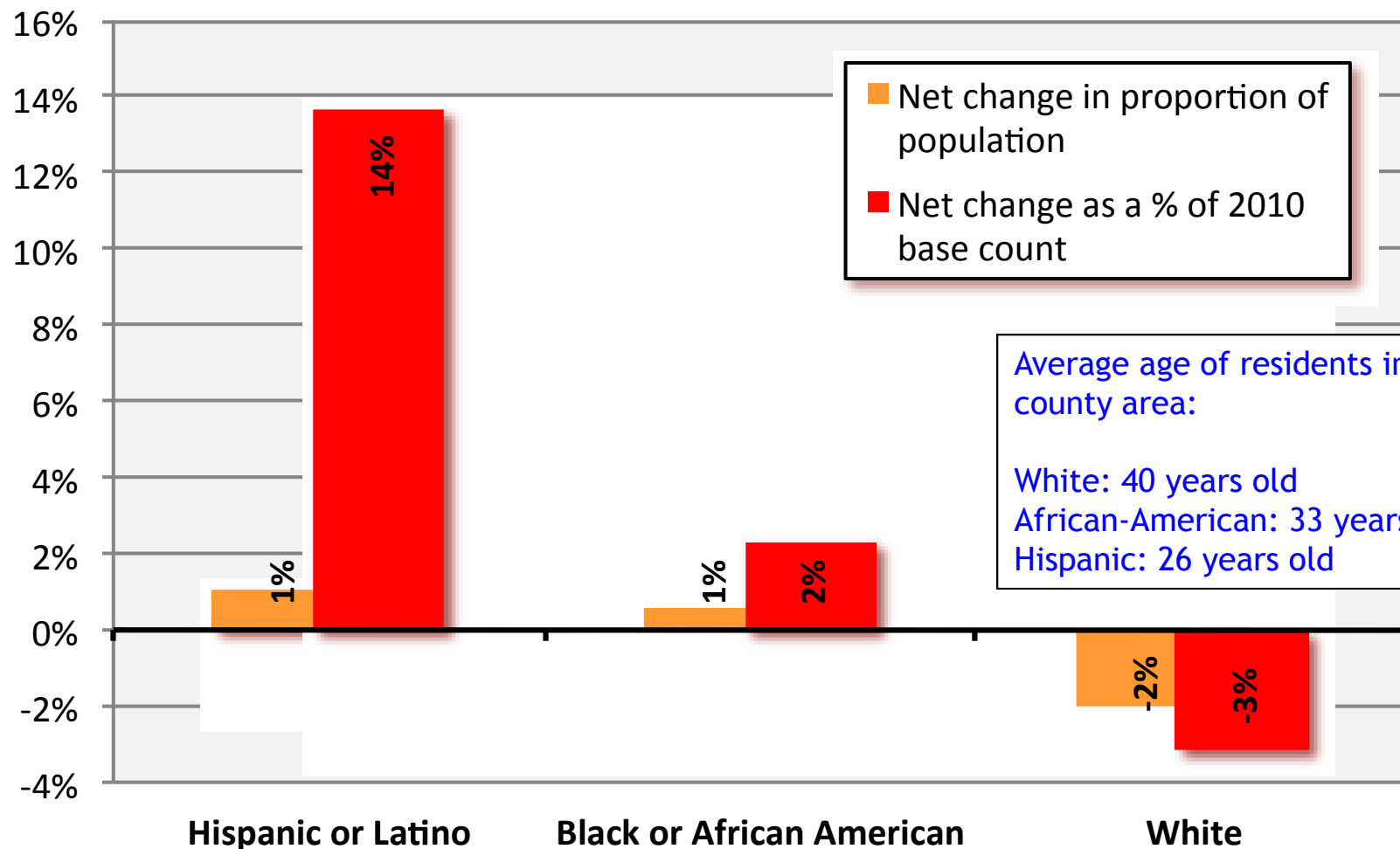
**RR3**

**C**

Rebecca Ratzkin, 5/12/2011

# ...and their population is growing (2010 vs. 2015 projection)

Net Change in Population of 20-mile Philadelphia Study Area by Race and Ethnicity, 2010 vs. 2015 Projections



Average age of residents in nine county area:

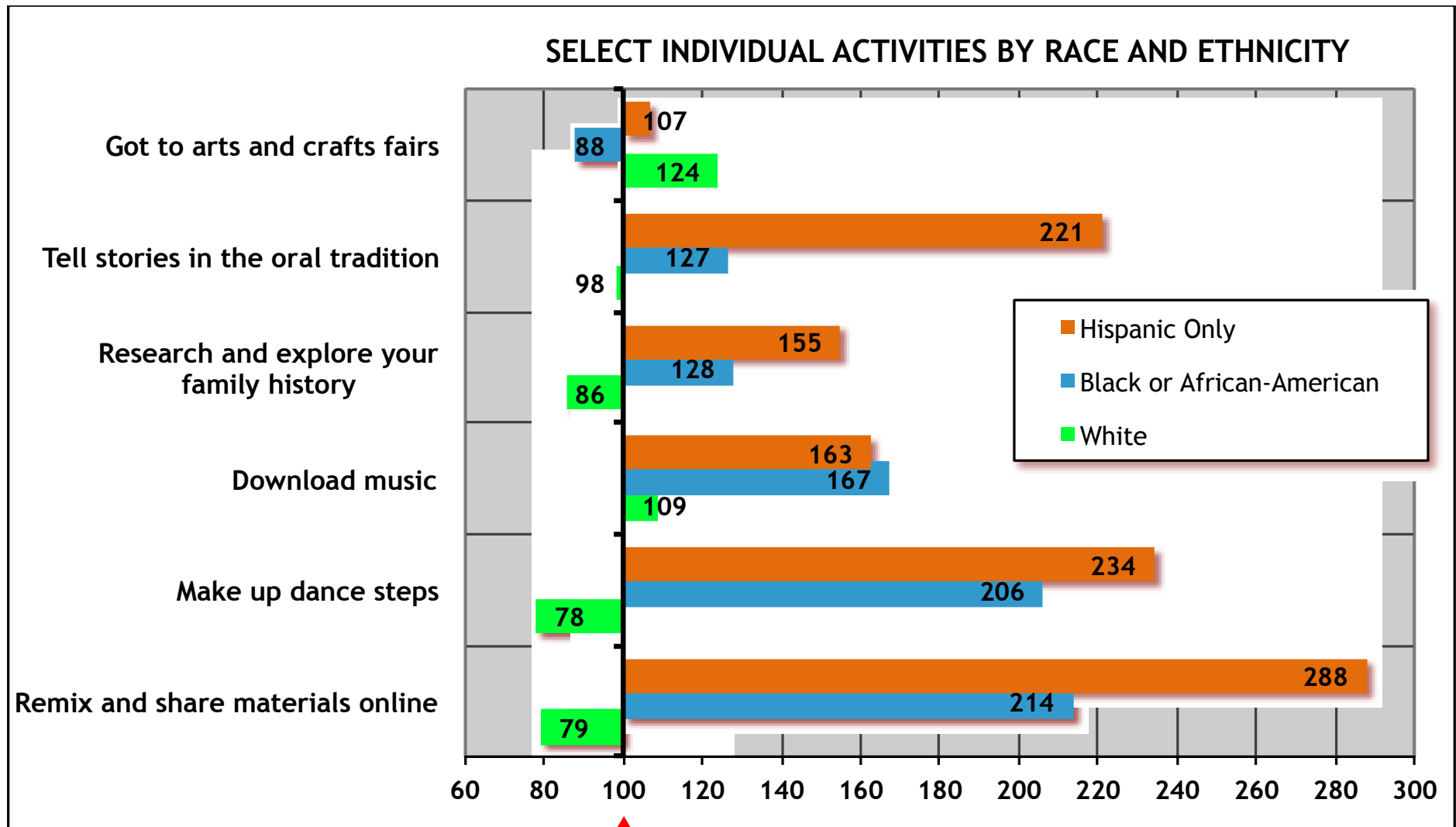
White: 40 years old

African-American: 33 years old

Hispanic: 26 years old

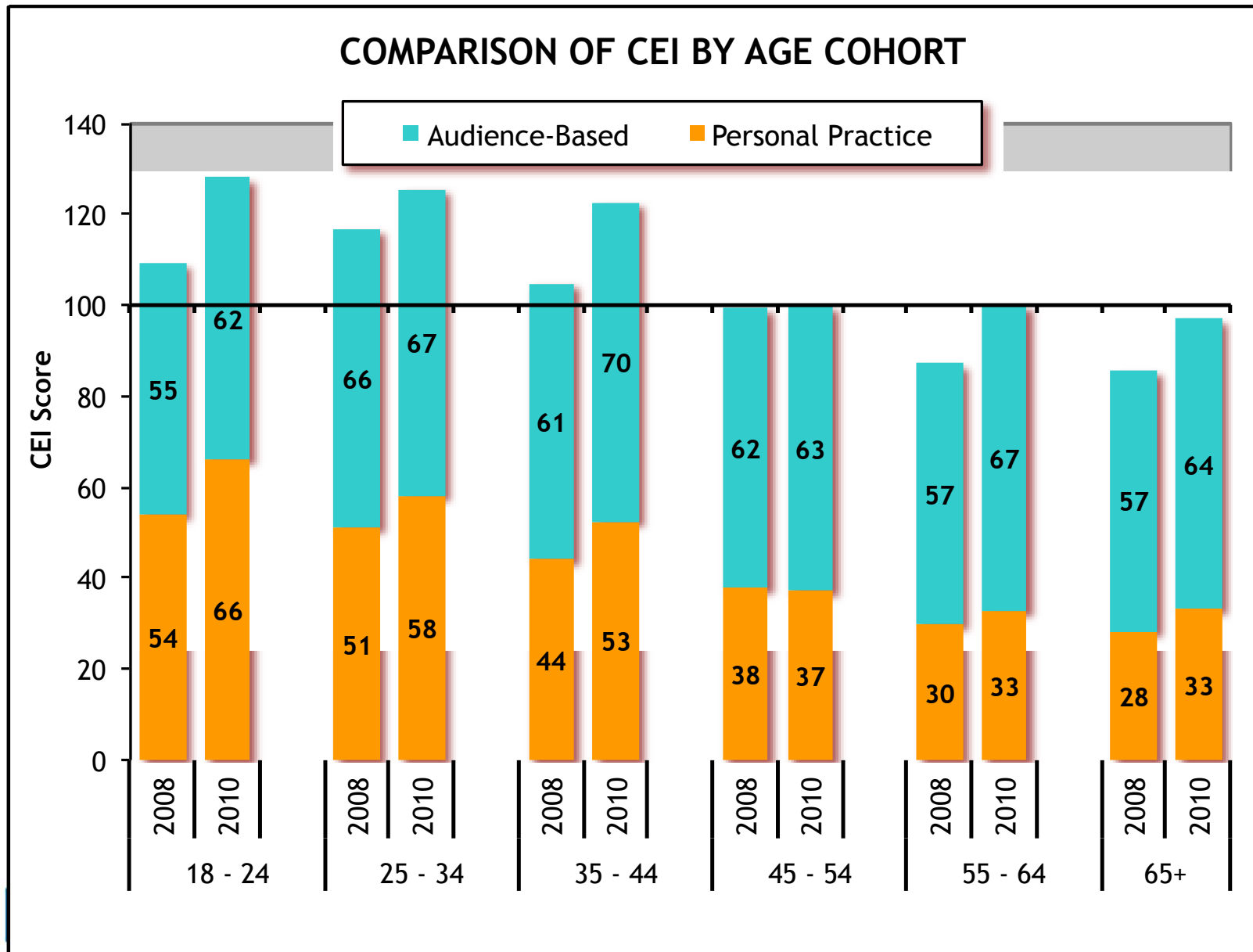


# Significant differences in CEI were observed across activities

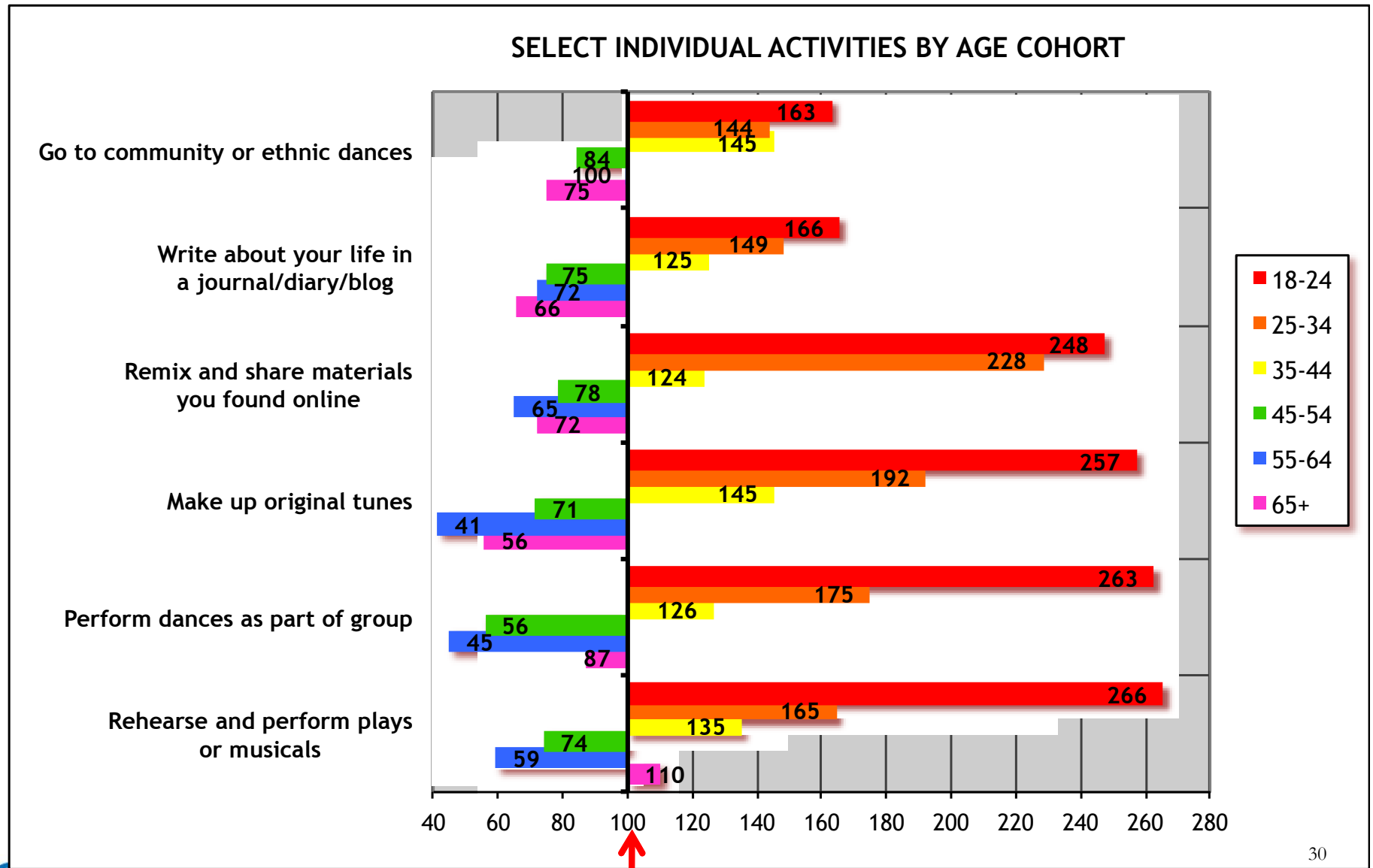


100 = 2008 Baseline Average

# Personal practice accounts for a larger share of overall activity for younger adults



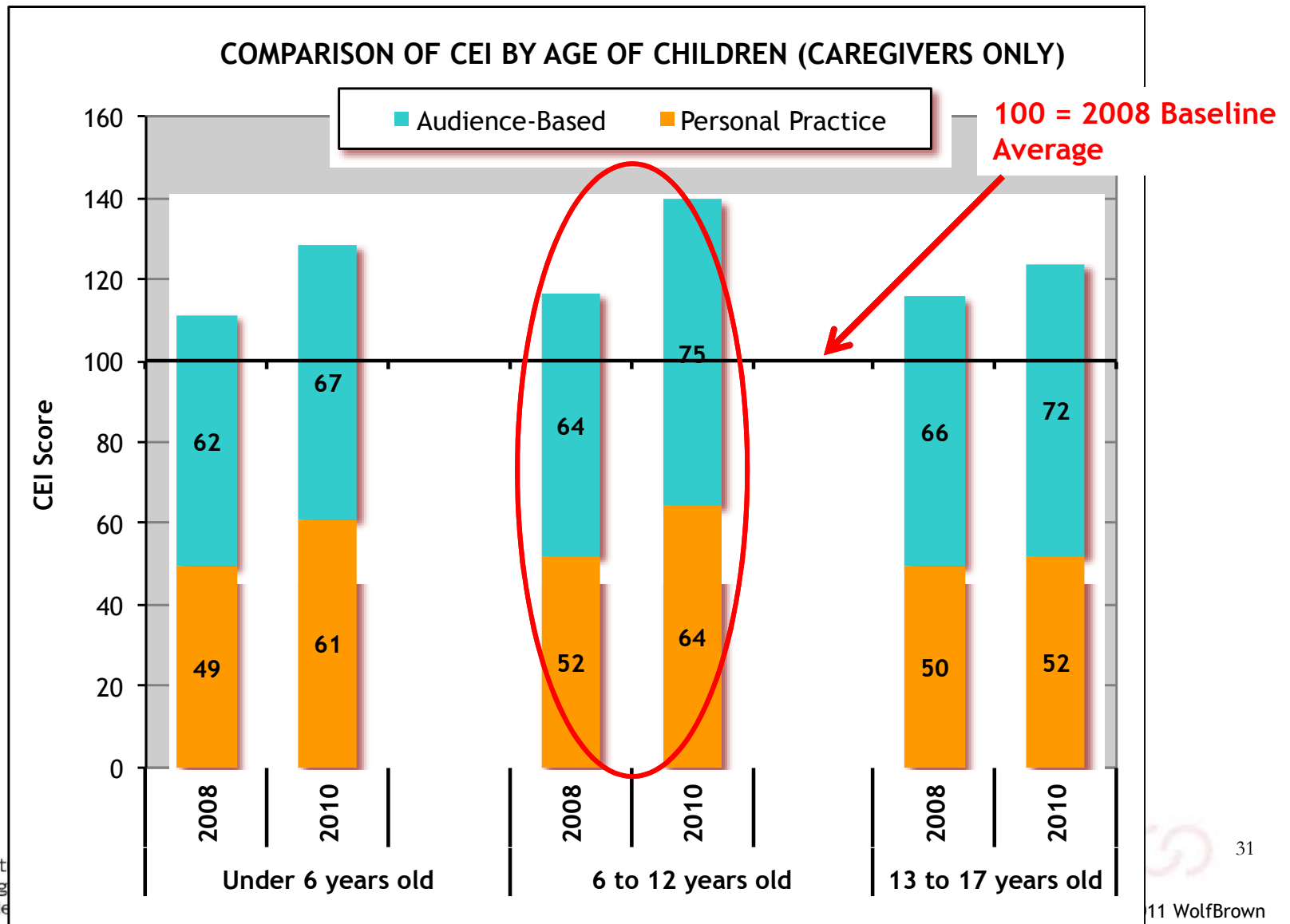
# Participatory activities are a pathway into the arts for young adults



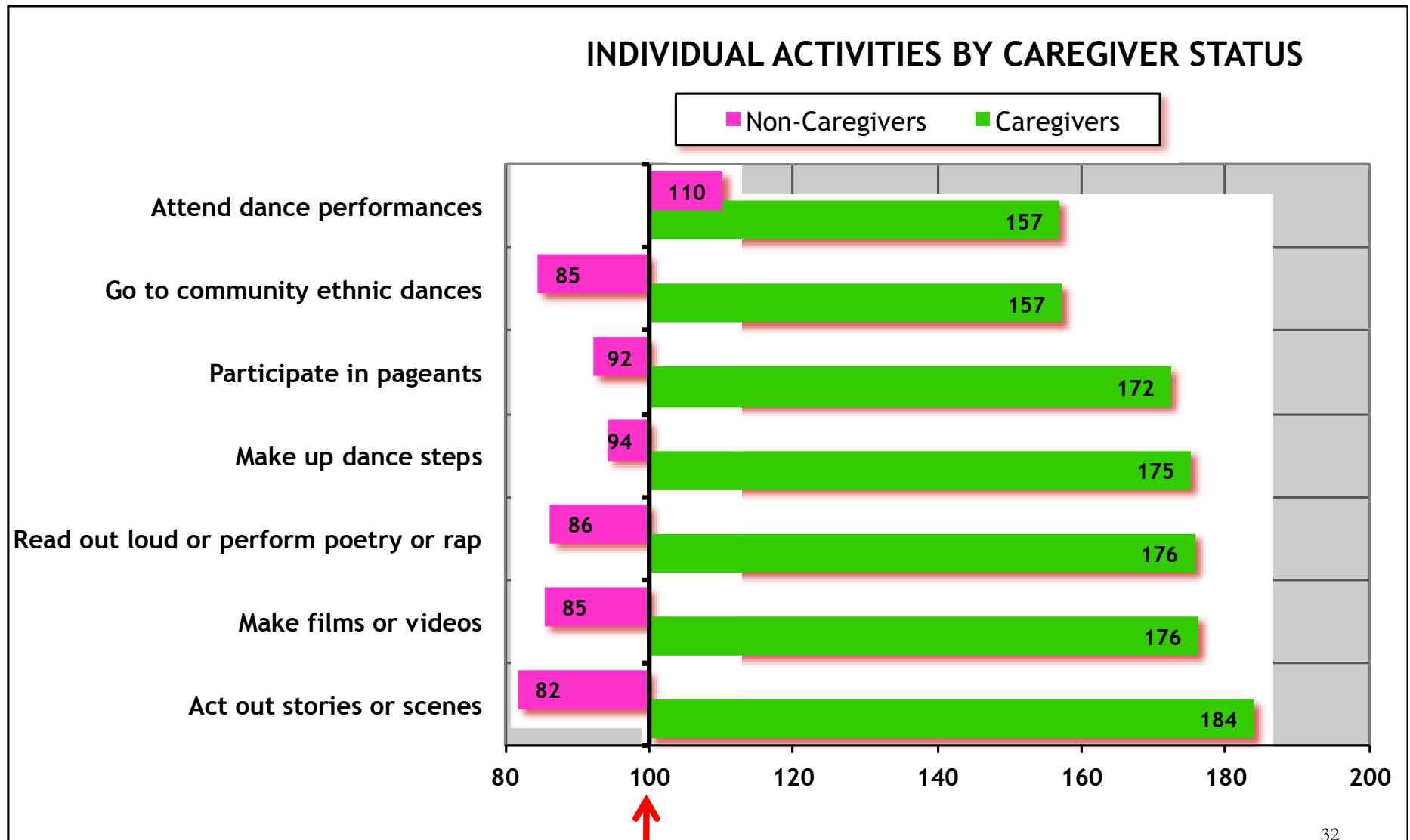
100 = 2008 Baseline Average



# Caregivers of young children show a spike in cultural engagement



# Note the higher levels of engagement for caregivers, across a range of activities





# Summary / Review of Key Themes



# Engagement in participatory activities is increasing...

HELLO, TODAY I WILL

be active, have fun  
and do what I love.





Participatory activities are a pathway into the arts for young adults.

The greatest increases in engagement were for online activities



**ERIC WHITACRE'S VIRTUAL CHOIR 2.0, 'SLEEP'**  
OVER 2,000 VIDEOS FROM 58 COUNTRIES

Caregivers with young children  
have more active creative lives.

**I ♥ the Arts**  
because...

it's fun to do  
together

Diverse audiences are highly engaged







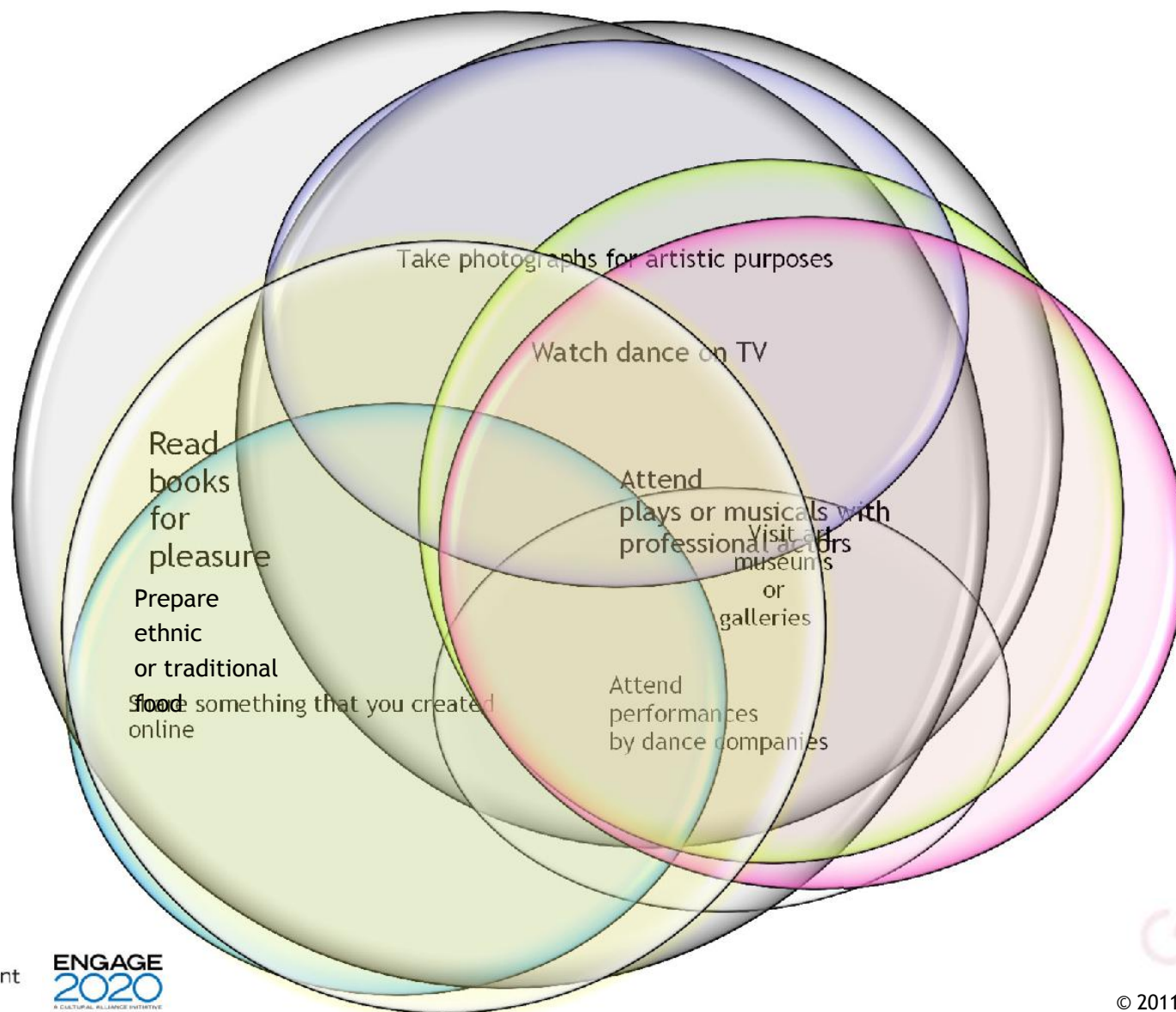
The live experience is highly valued... even if frequency is low



# Popular media is an entry point and lifeline to the arts, for some



# New audiences can be accessed at the intersections of art forms





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# Reactions from Panelists



# Special Guests

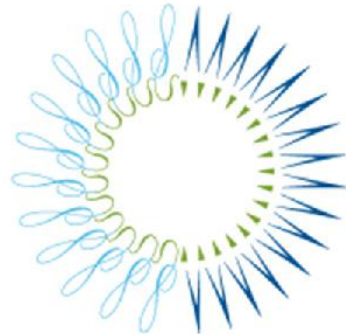
- Paul Levy, President & CEO, Center City District
- Margy Waller, Vice President, Strategic Communications & Research, ArtsWave (Cincinnati)
- Helen Haynes, Director of Cultural Affairs, Montgomery County Community College

# Lunch Roundtables

- Each table has been assigned one of the themes from the CEI
- Brainstorm ideas for implementing or re-focusing programming around the theme, referencing the included ‘intersections’
- Write down one idea for your table
- These will be collected and posted to the Cultural Alliance website

# FUNDERS

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