



CEI2010: Philadelphia Cultural Engagement Index

Public Presentation

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808A Oak St., San Francisco, CA 94117
tel 415.796.3060 wolfbrown.com

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

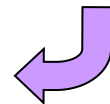
For each activity, both frequency and salience were measured.

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		Which of these activities, if any, are <u>very important</u> to you?
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					→	

One Salience Indicator



Nine Components of the CEI

Personal Practice

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

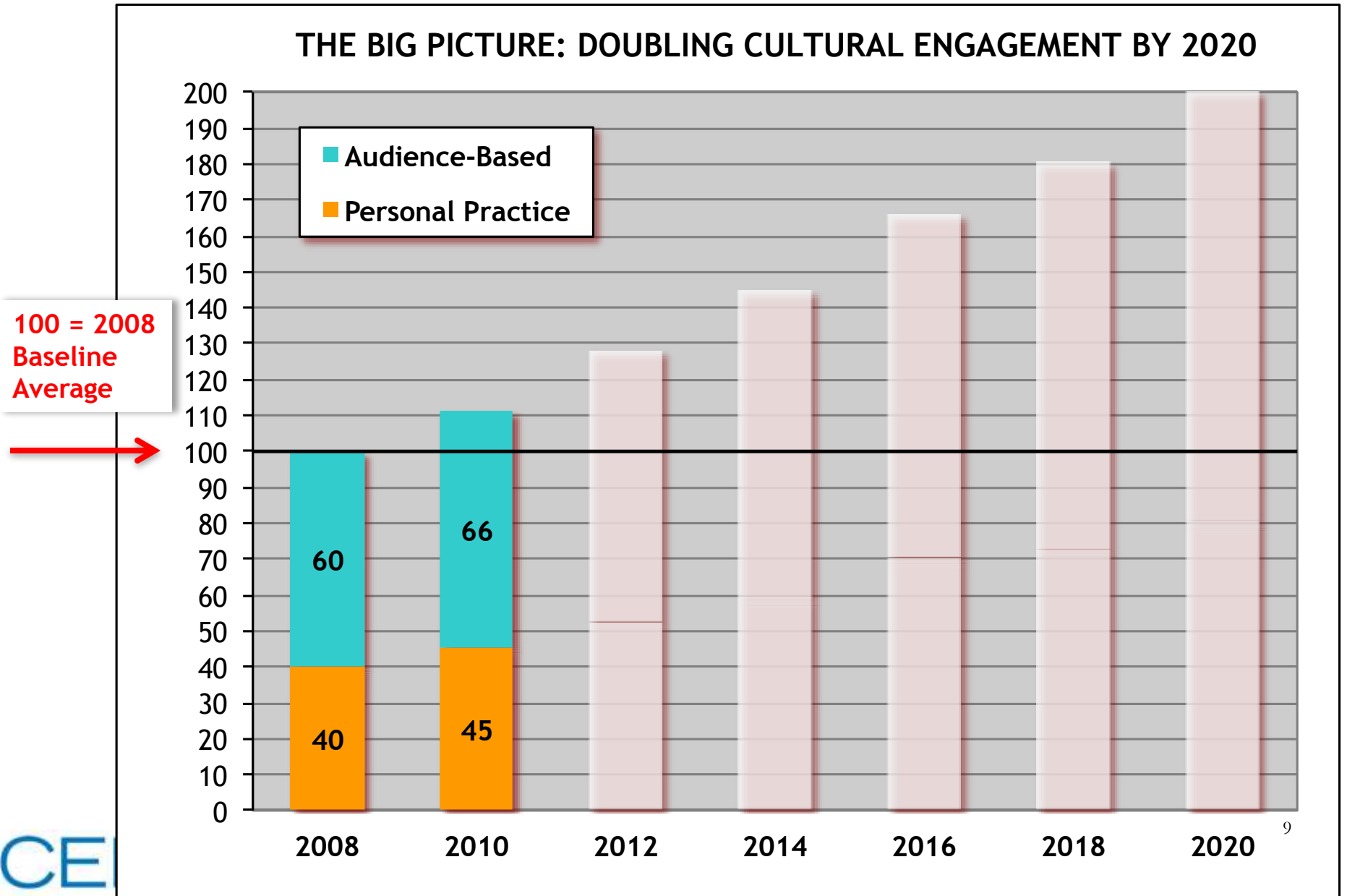
Audience-Based

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

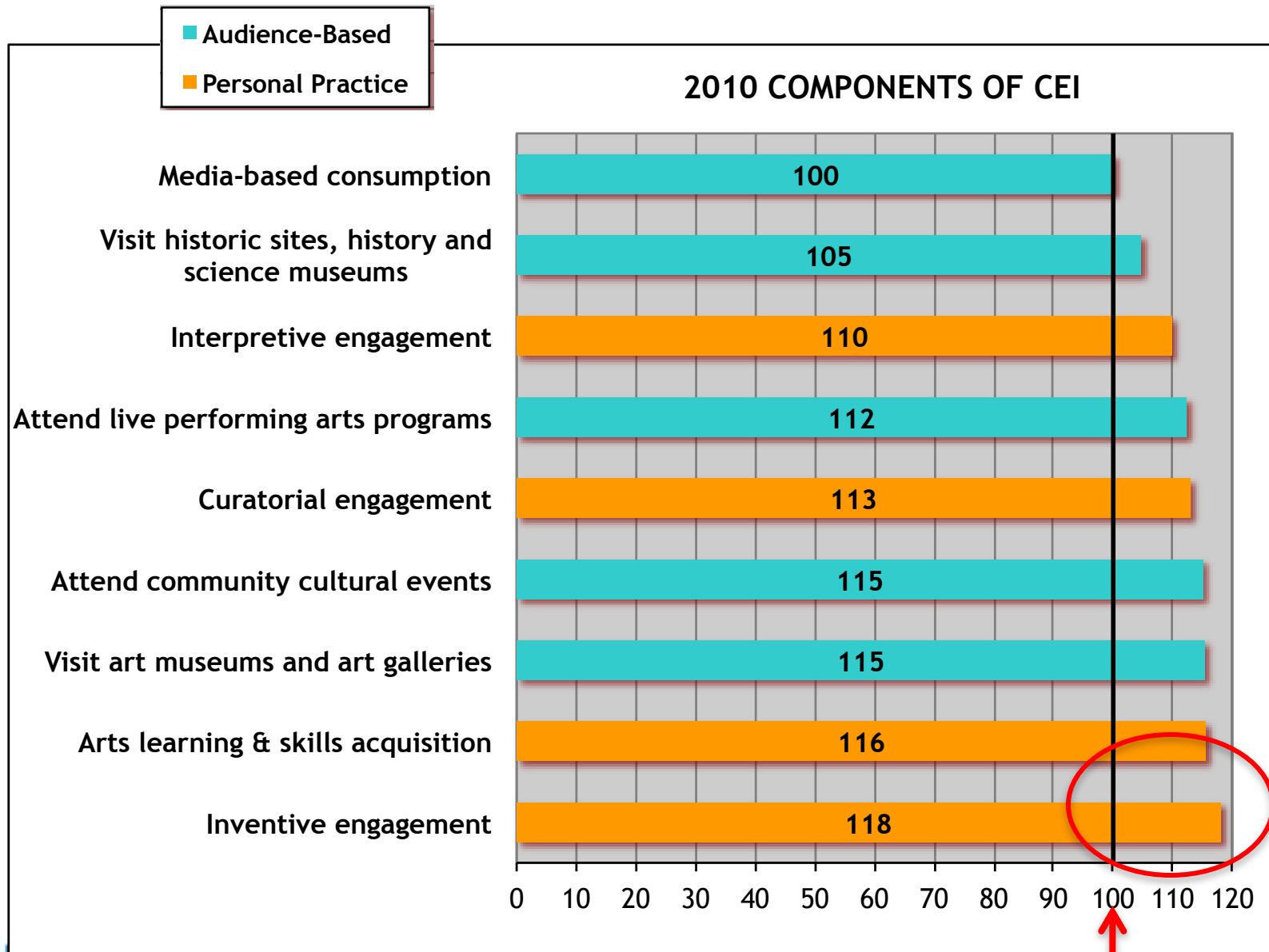


Overall Results, 2008 - 2010

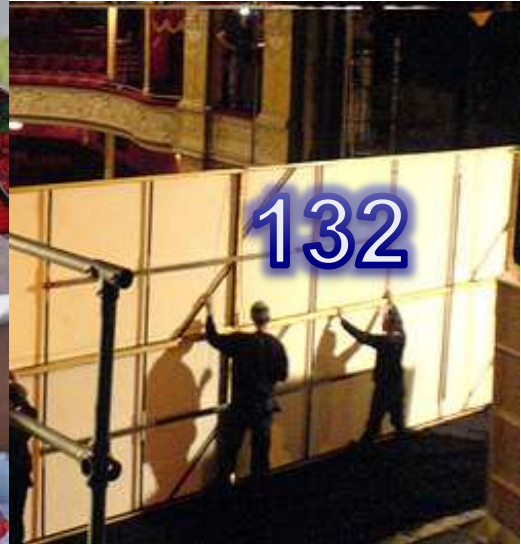
The CEI went up by 11 points between 2008 and 2010



Nine Components of the CEI - 2008 vs. 2010



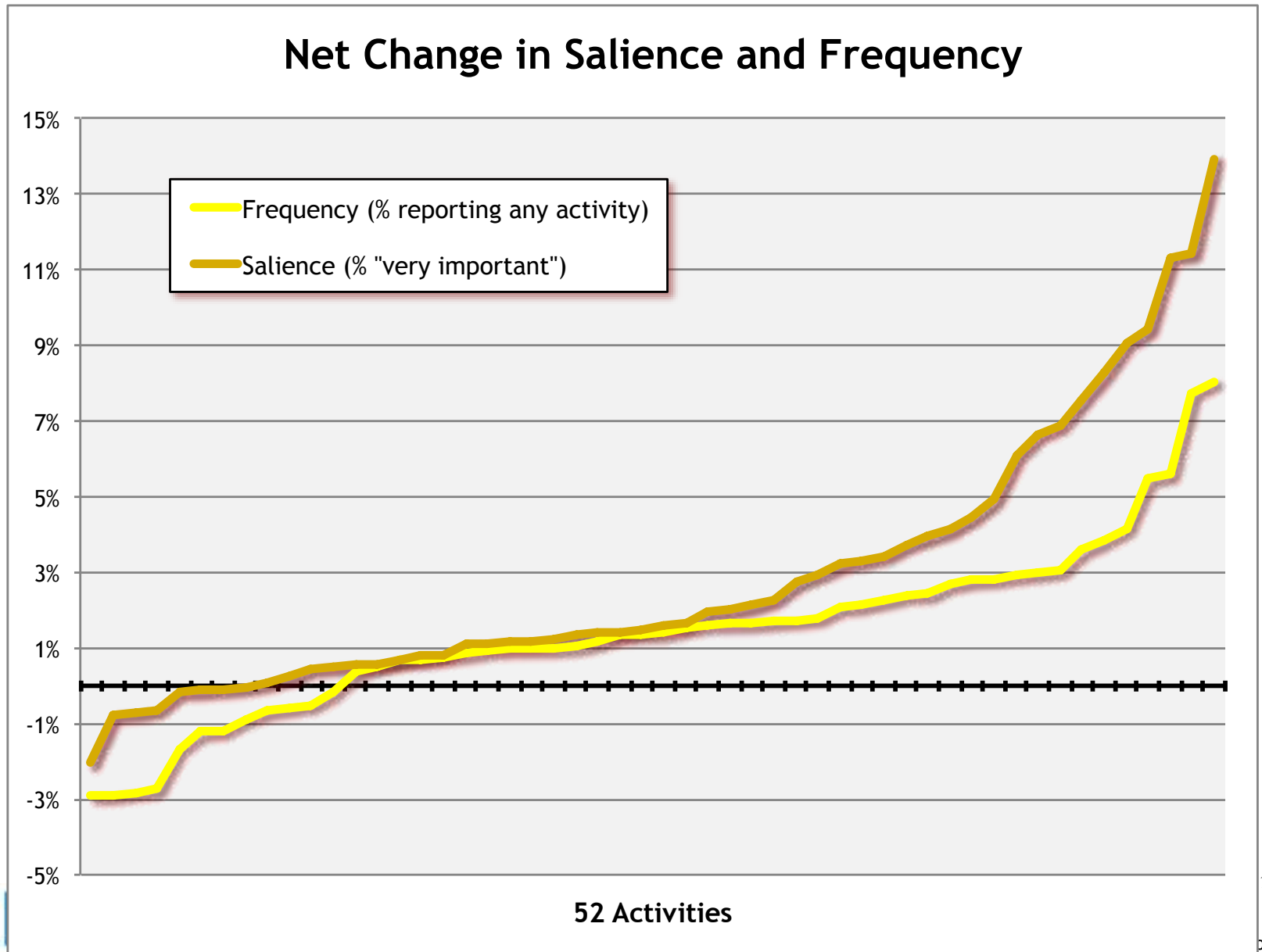
Large increases were reported for participatory activities



But the largest increases were reported for online activities

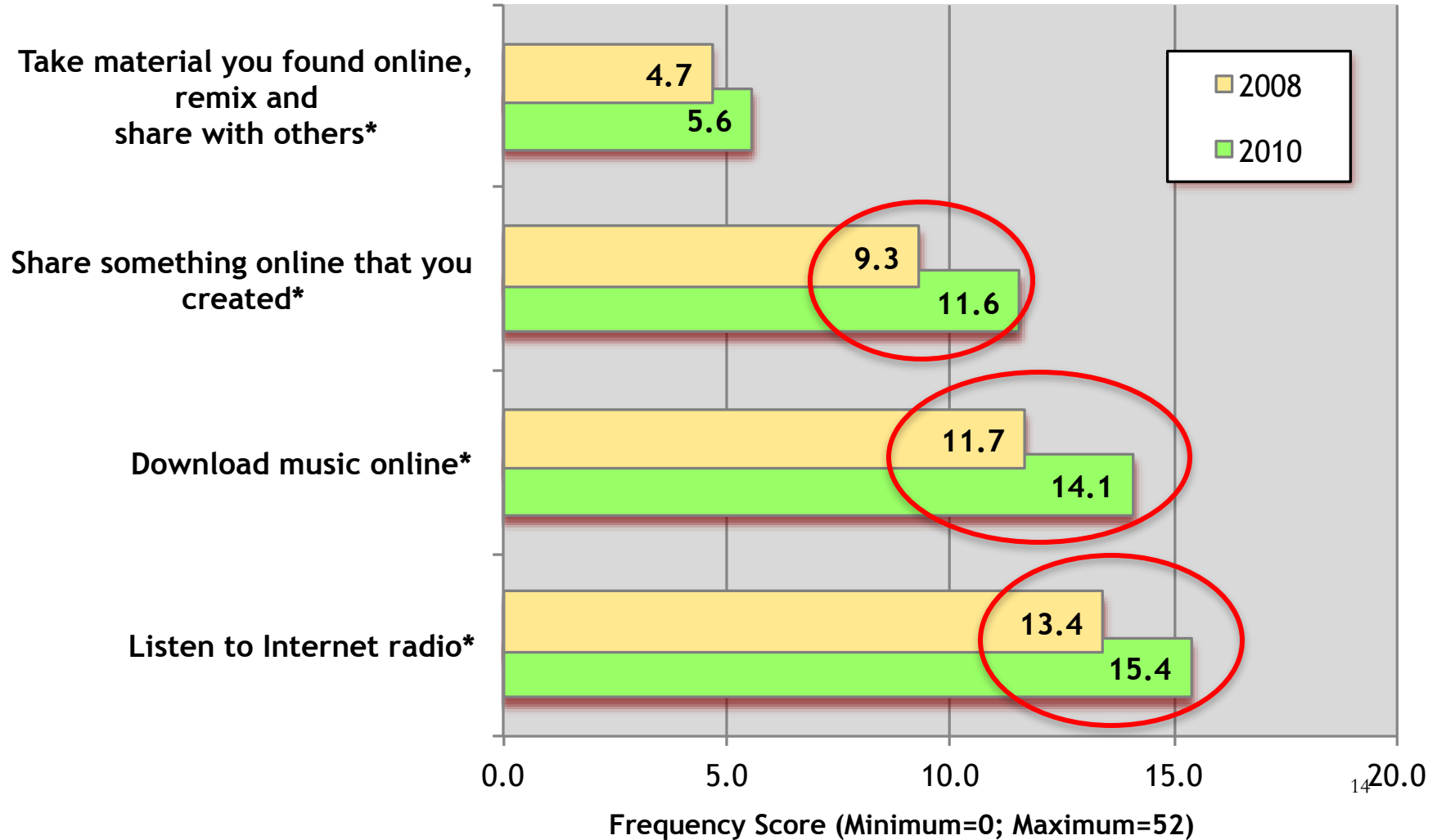


Saliency increased at a higher rate than frequency, leading to overall increase in CEI

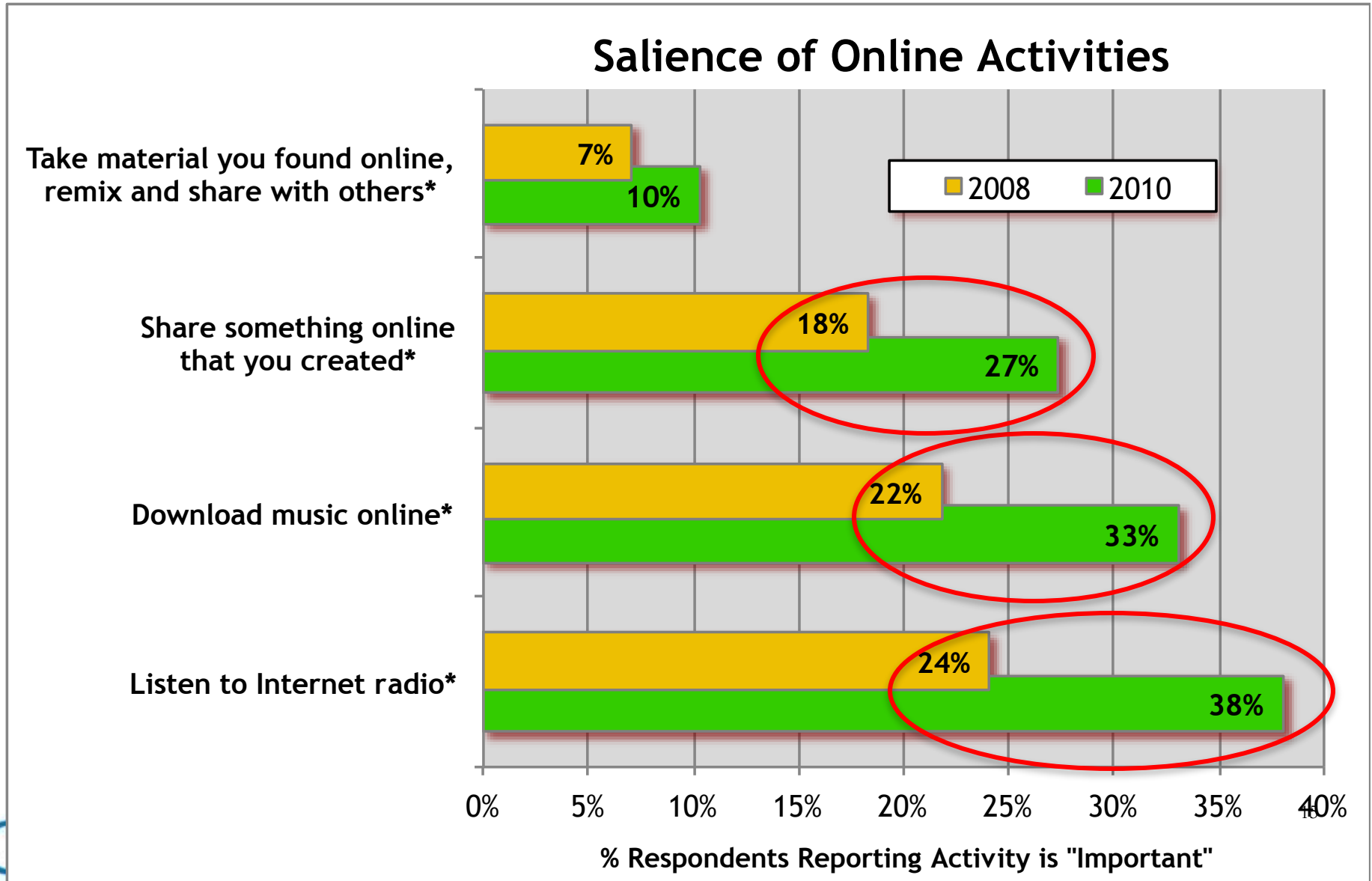


Online creative activities are increasingly a part Philadelphia's creative life...

Average Frequency of Online Activities



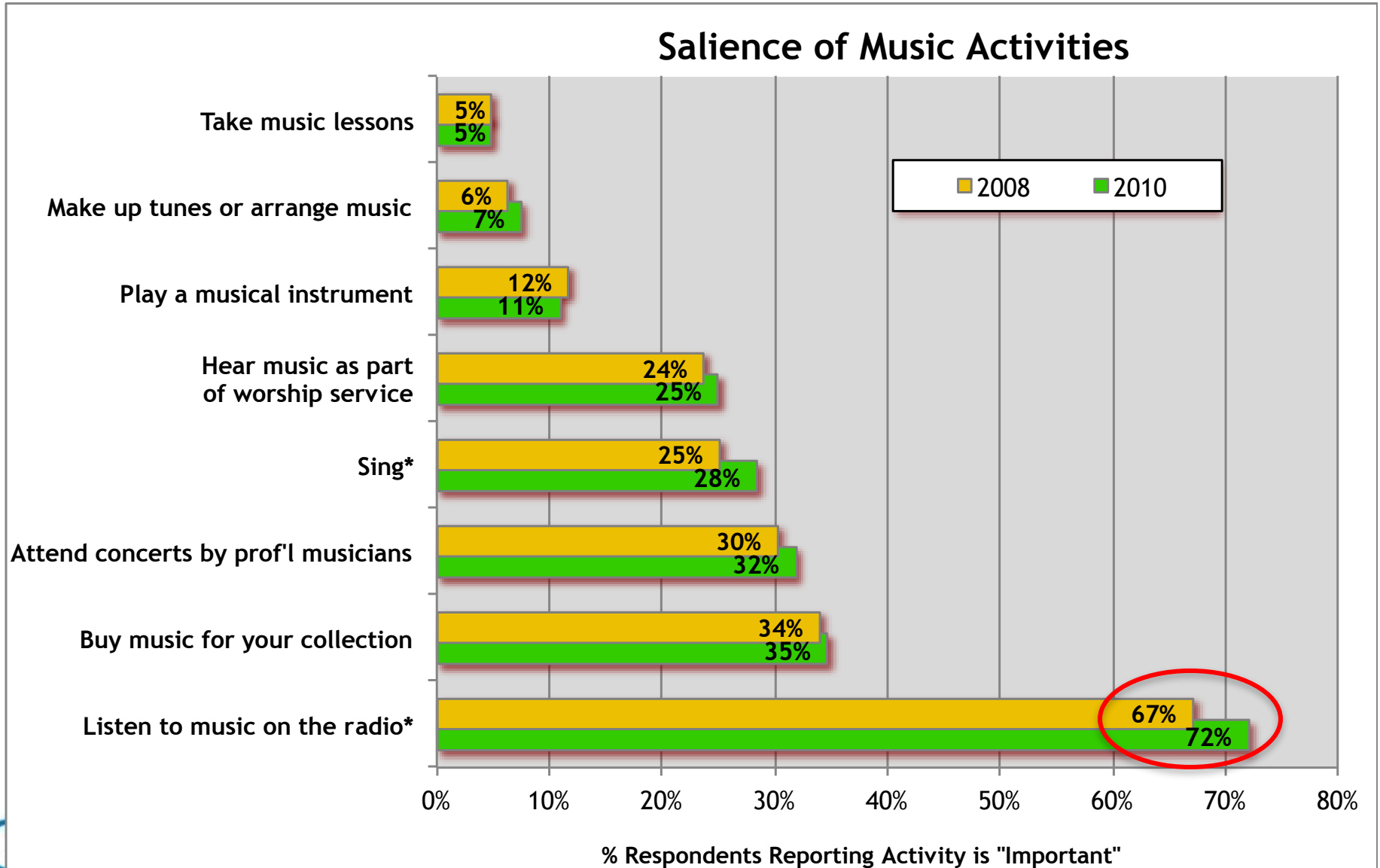
... and the salience of these activities also increased dramatically



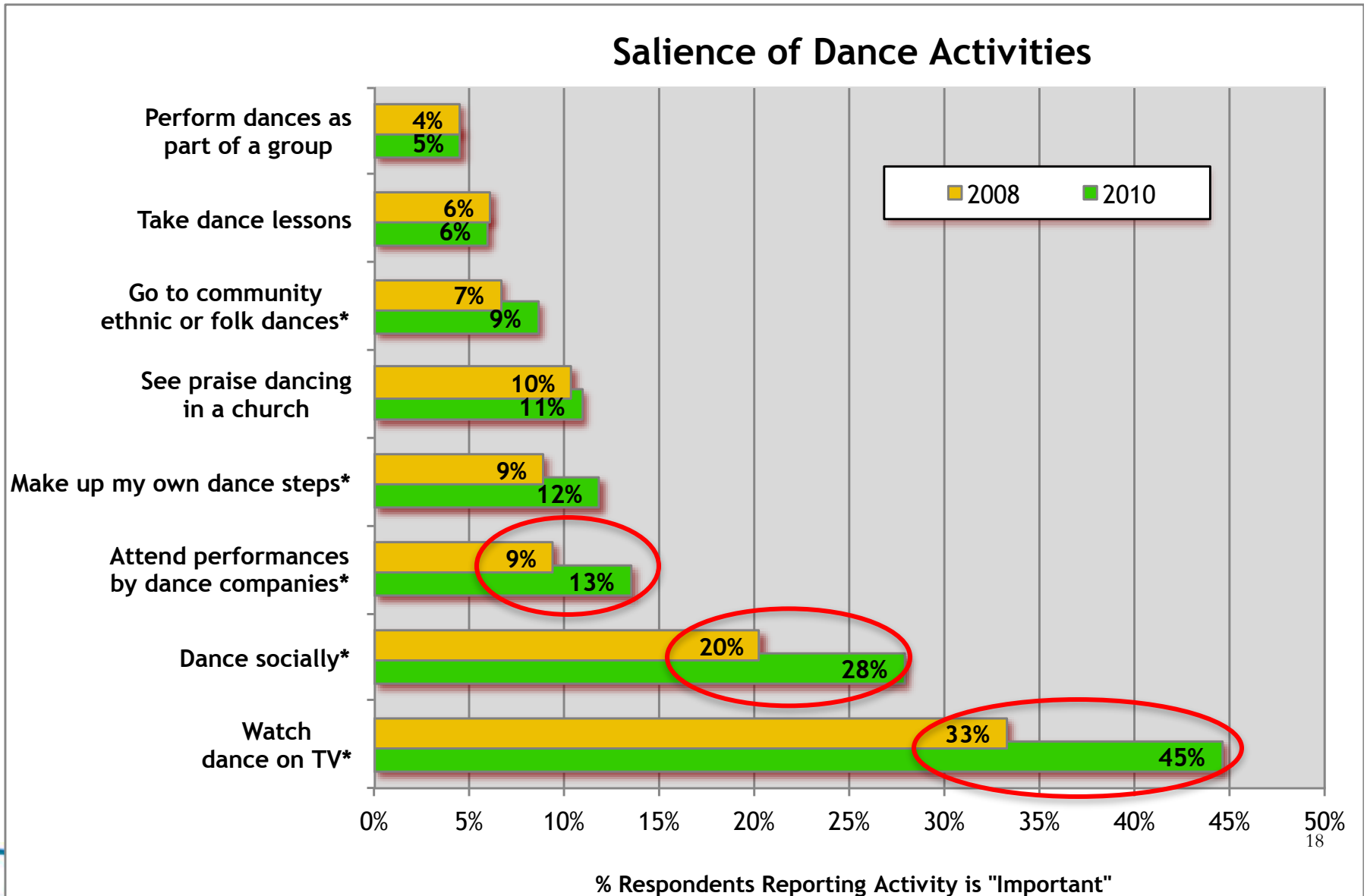


Key Findings by Artistic Discipline

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

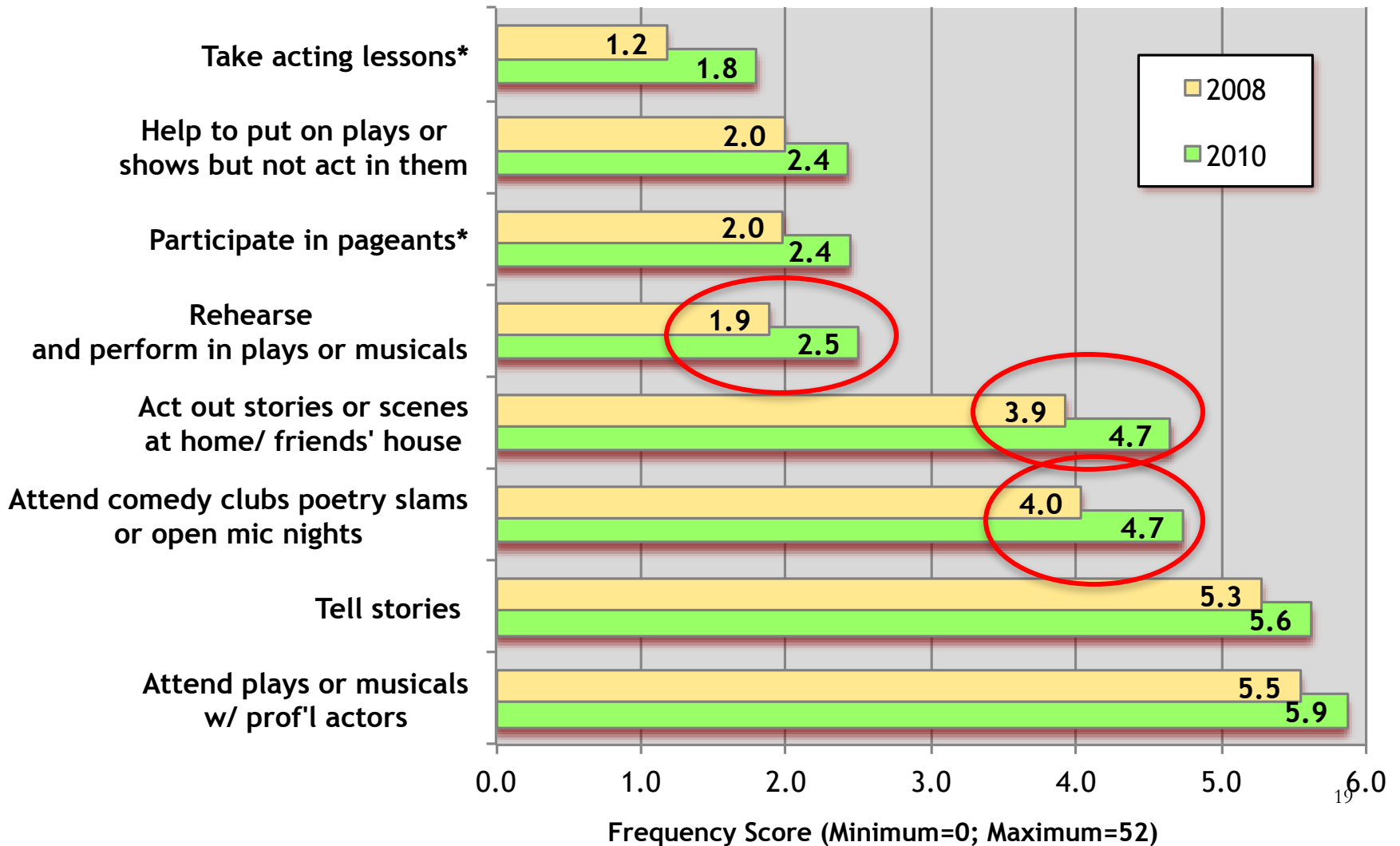


The “salience” or importance of some dance activities increased significantly



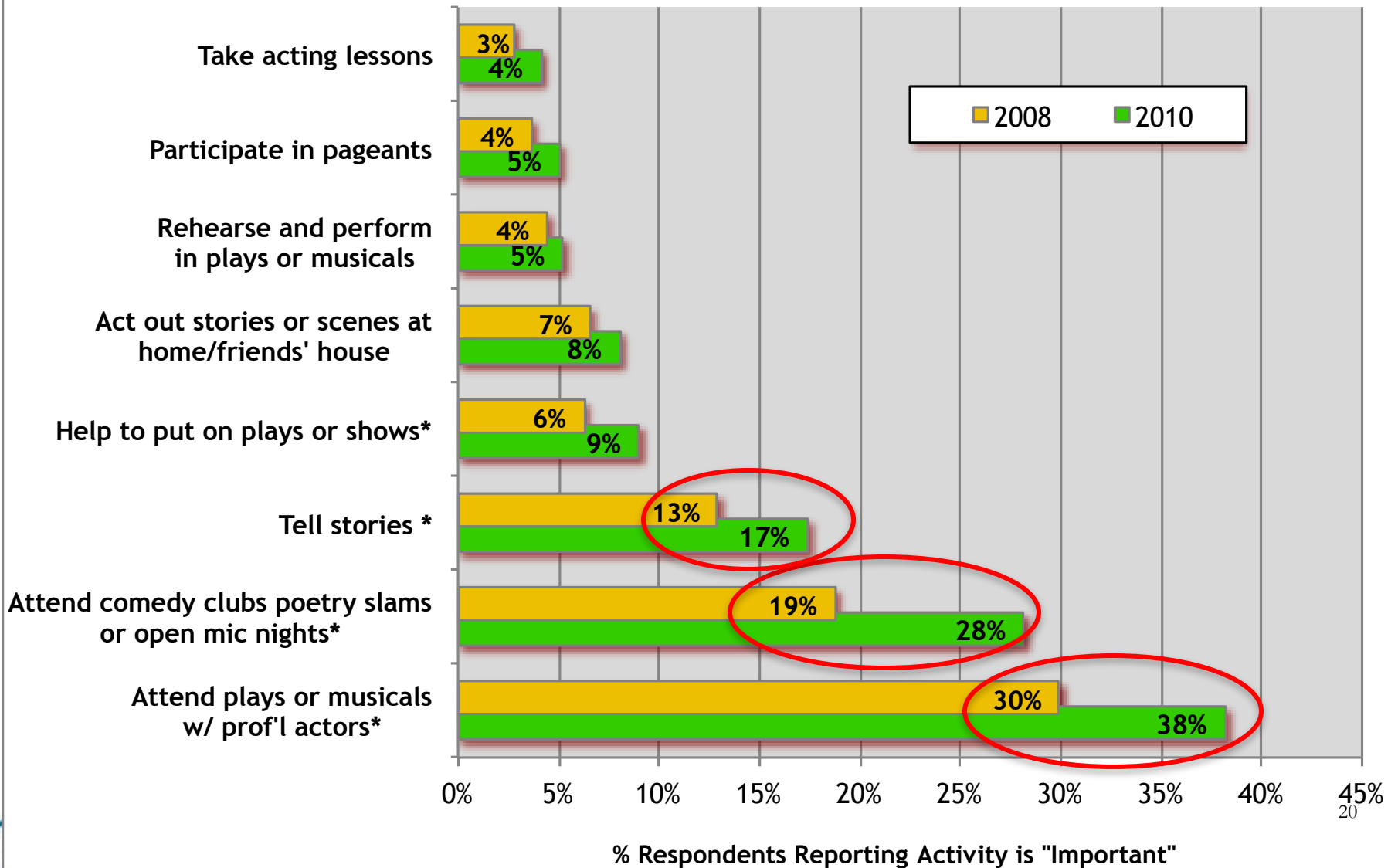
Frequency increased slightly for Theatre and Performance activities...

Average Frequency of Theatre/Performance Activities



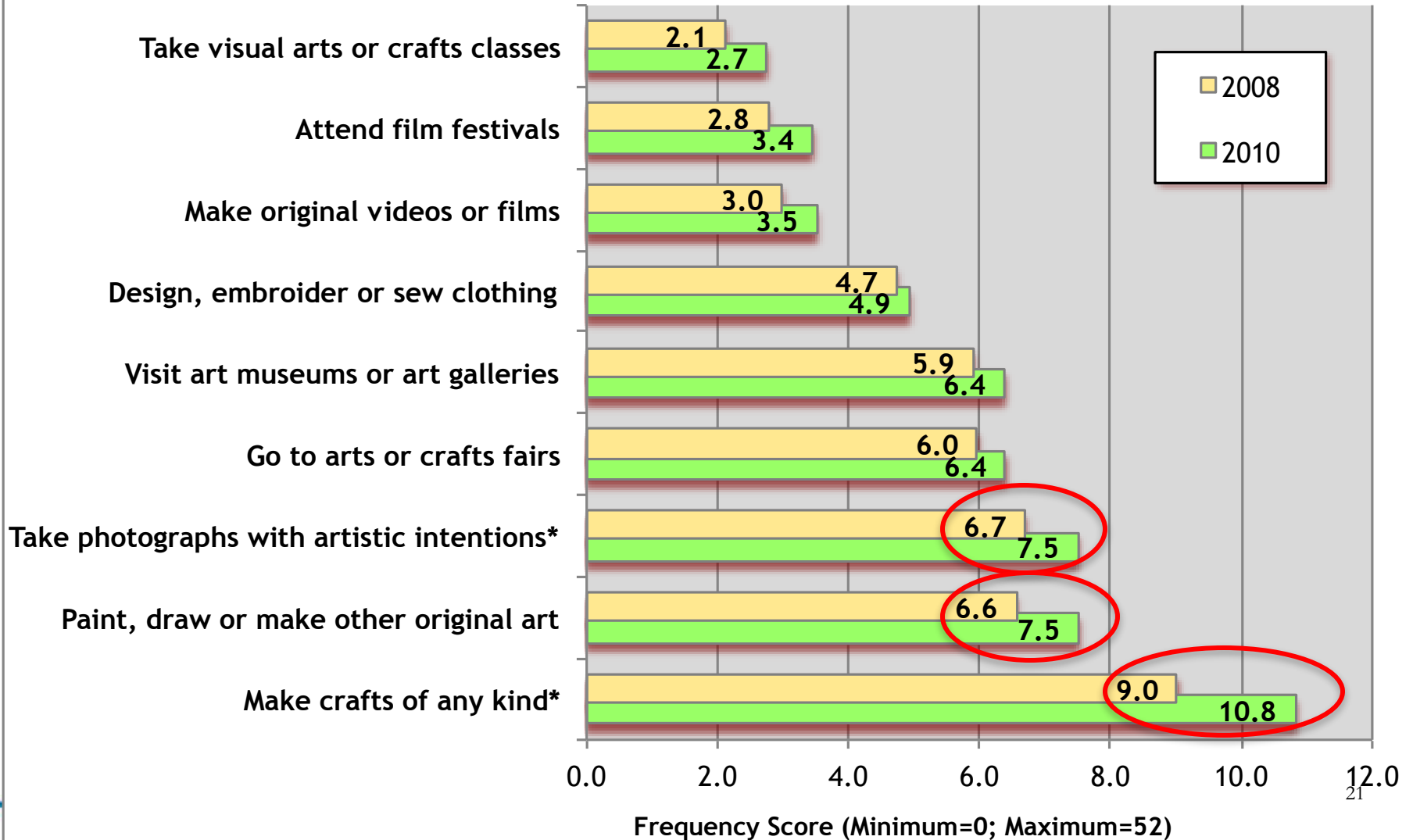
...while salience also rose dramatically

Salience of Theatre/Performance Activities



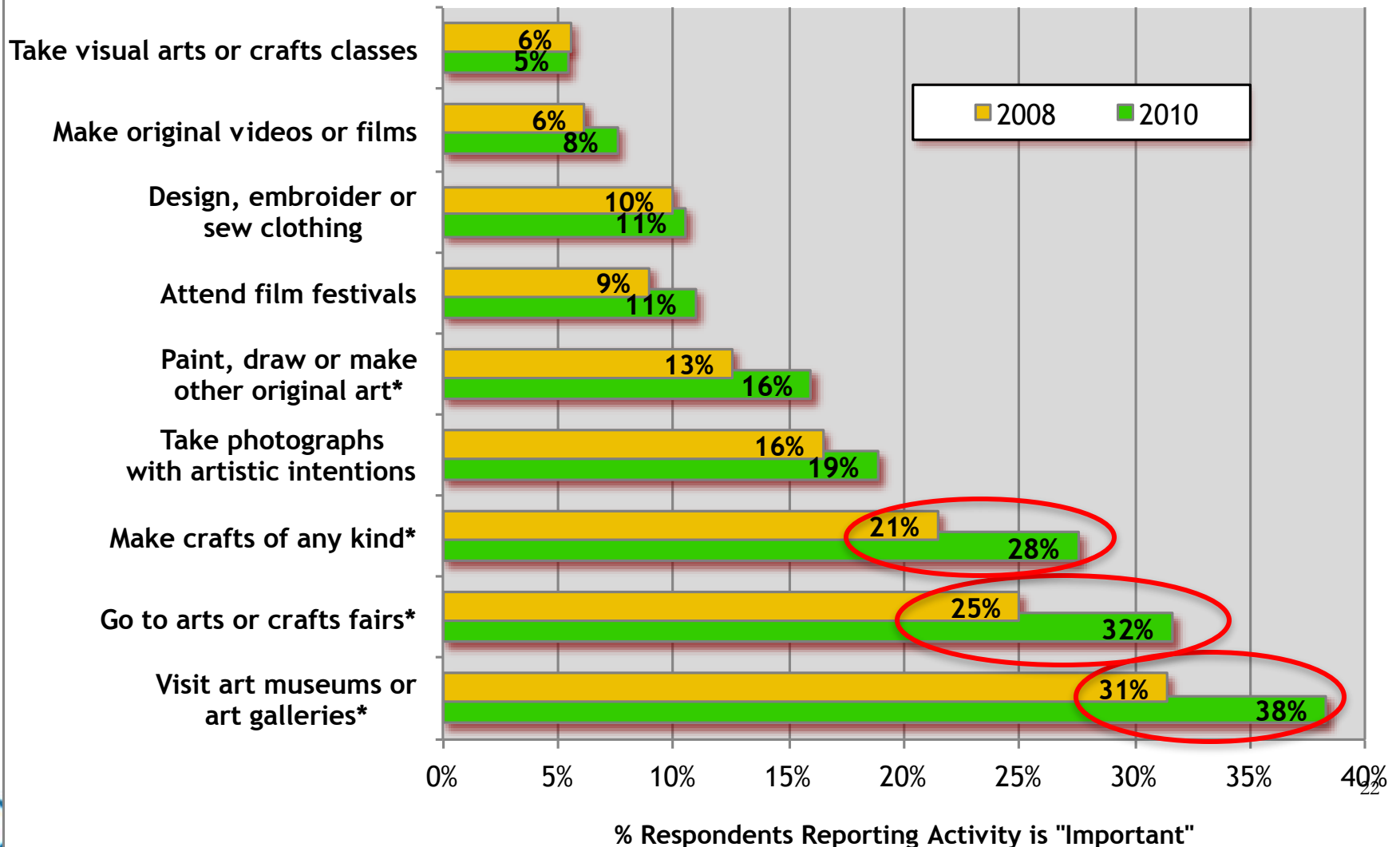
Frequency rose for visual arts and crafts

Average Frequency of Visual Arts Activities



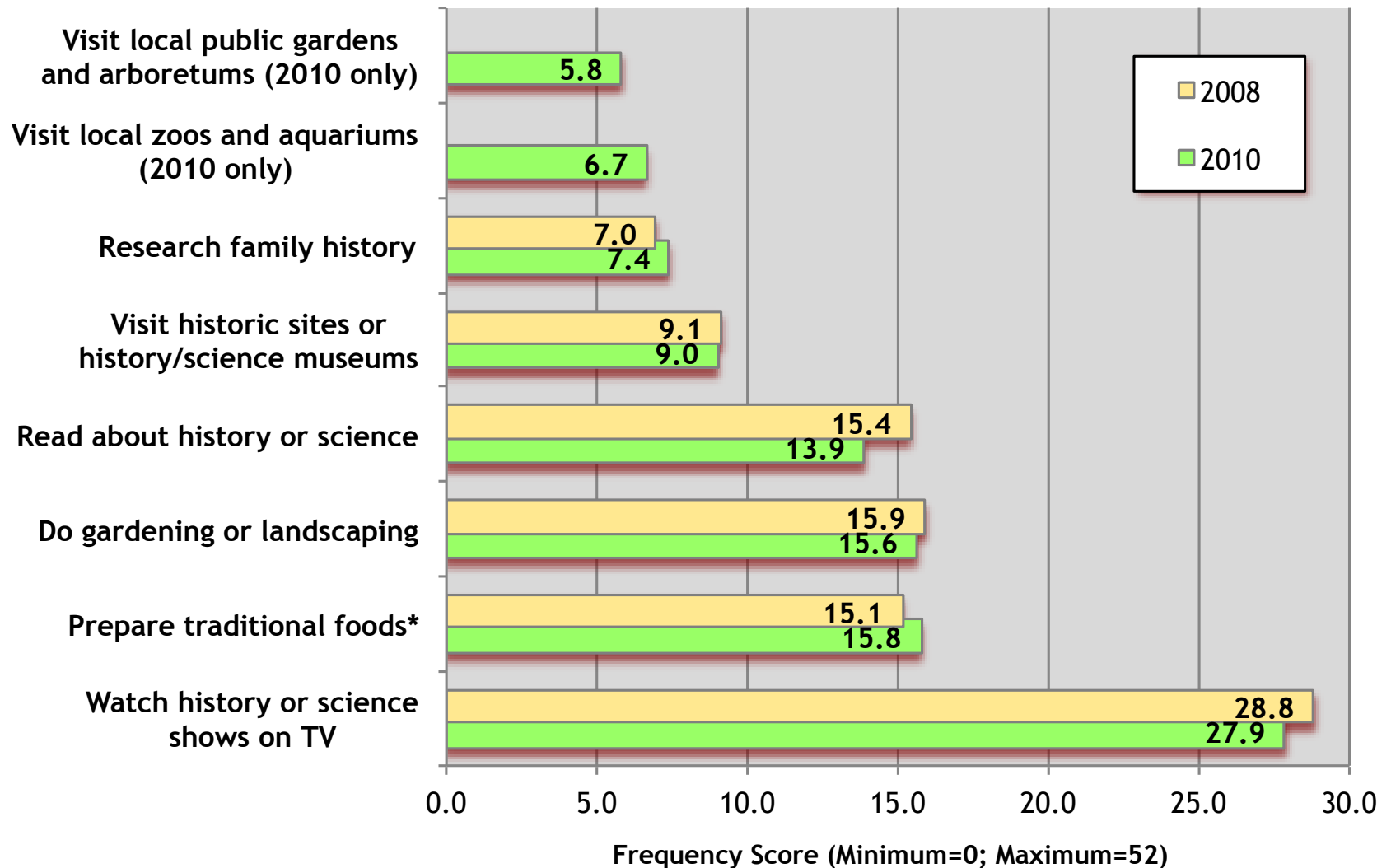
The salience of visiting art museums and galleries and art/craft fairs increased

Salience of Visual Arts Activities



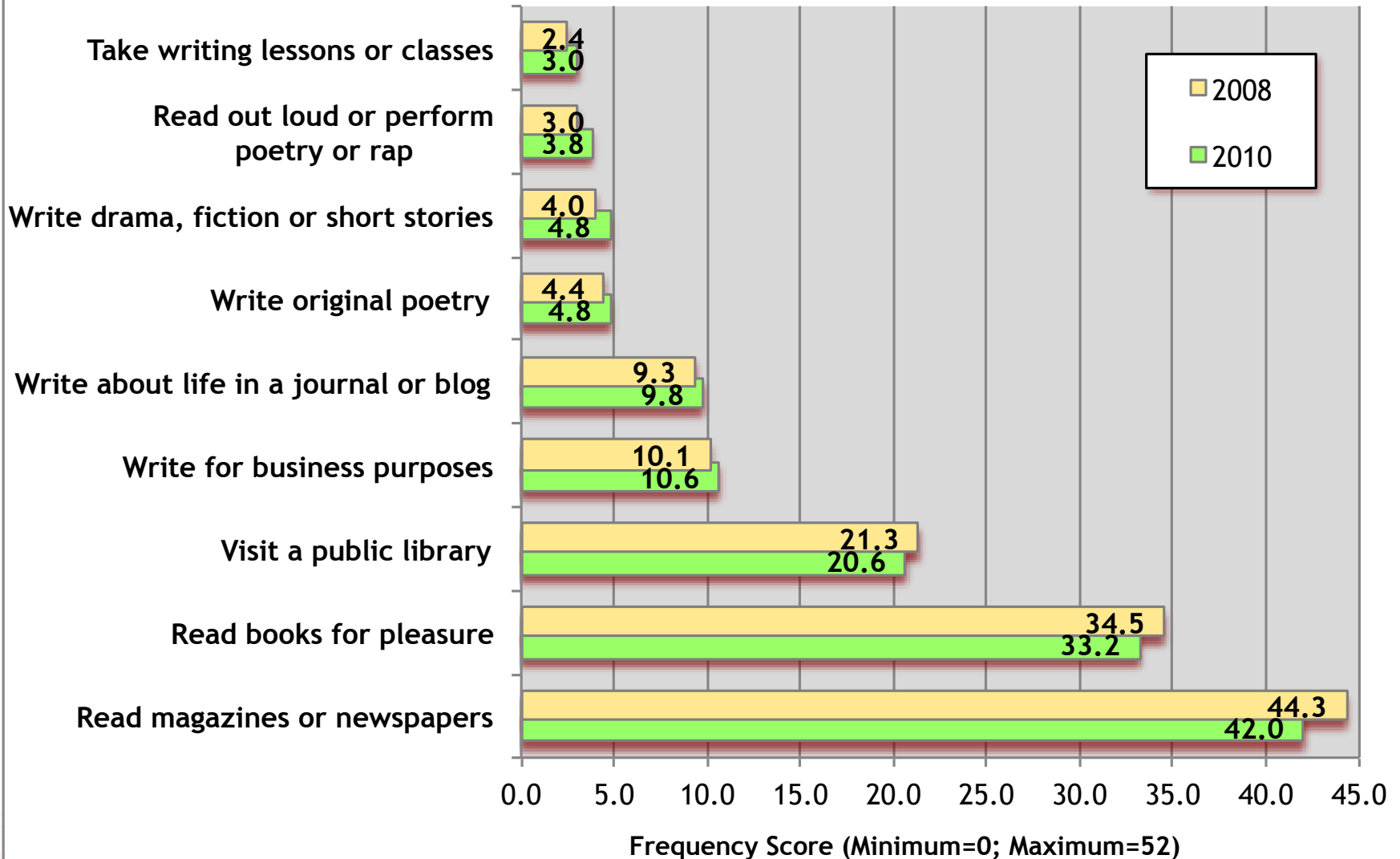
Frequency remained constant from 2008 to 2010 for History and Science activities

Average Frequency of History and Science Activities



...and for reading and writing activities

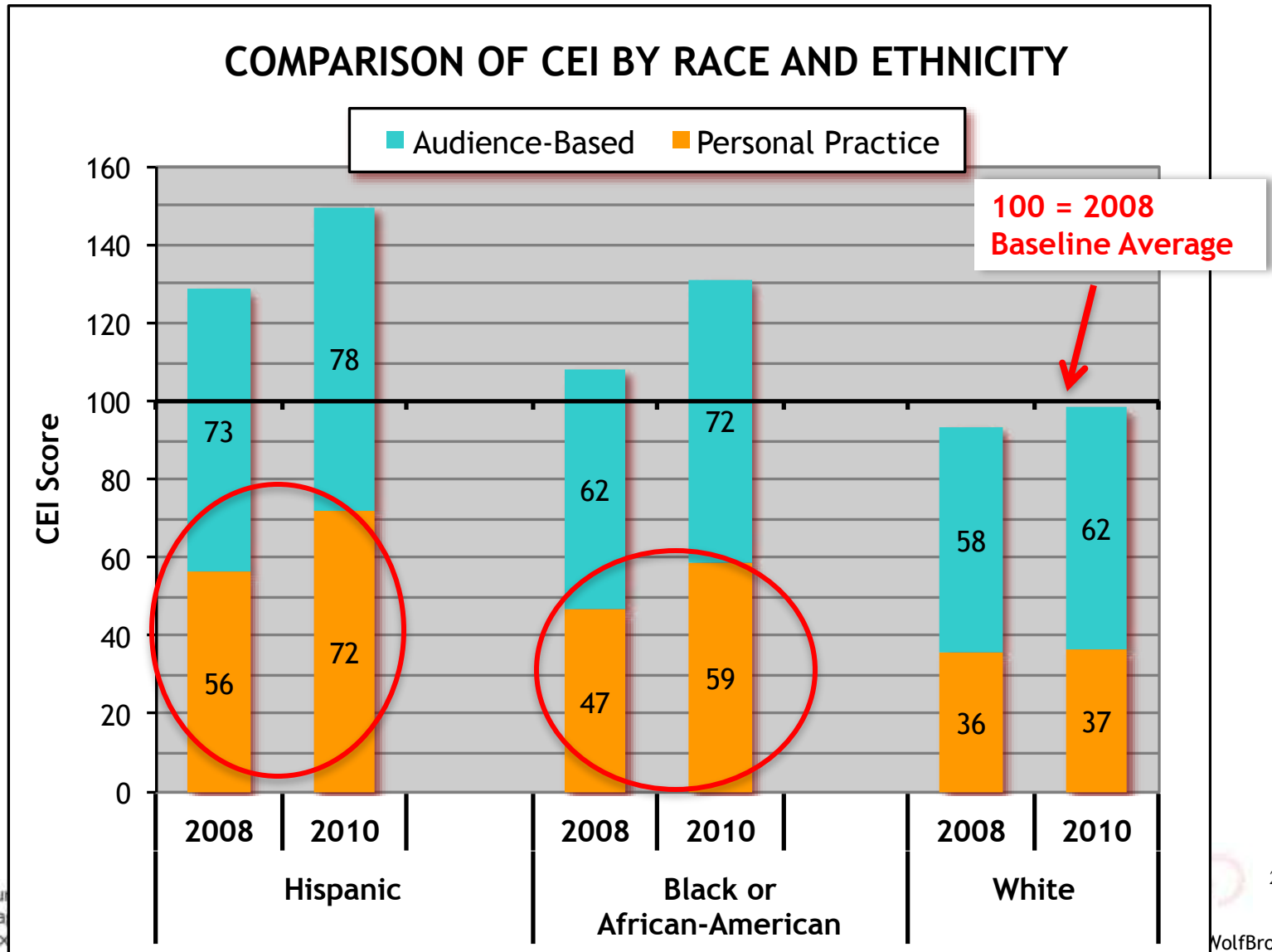
Average Frequency of Reading and Writing Activities





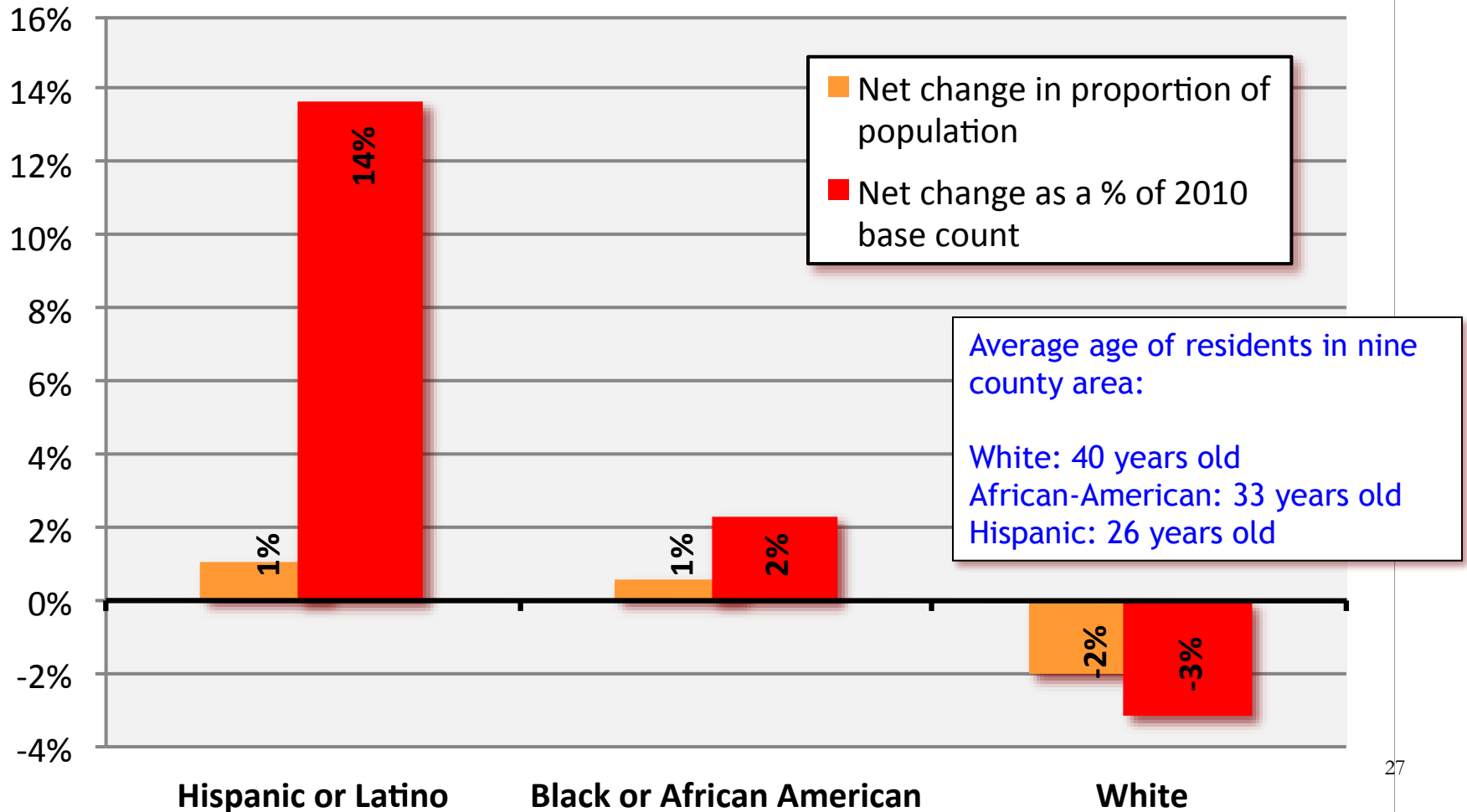
Key Findings for Demographic Cohorts

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

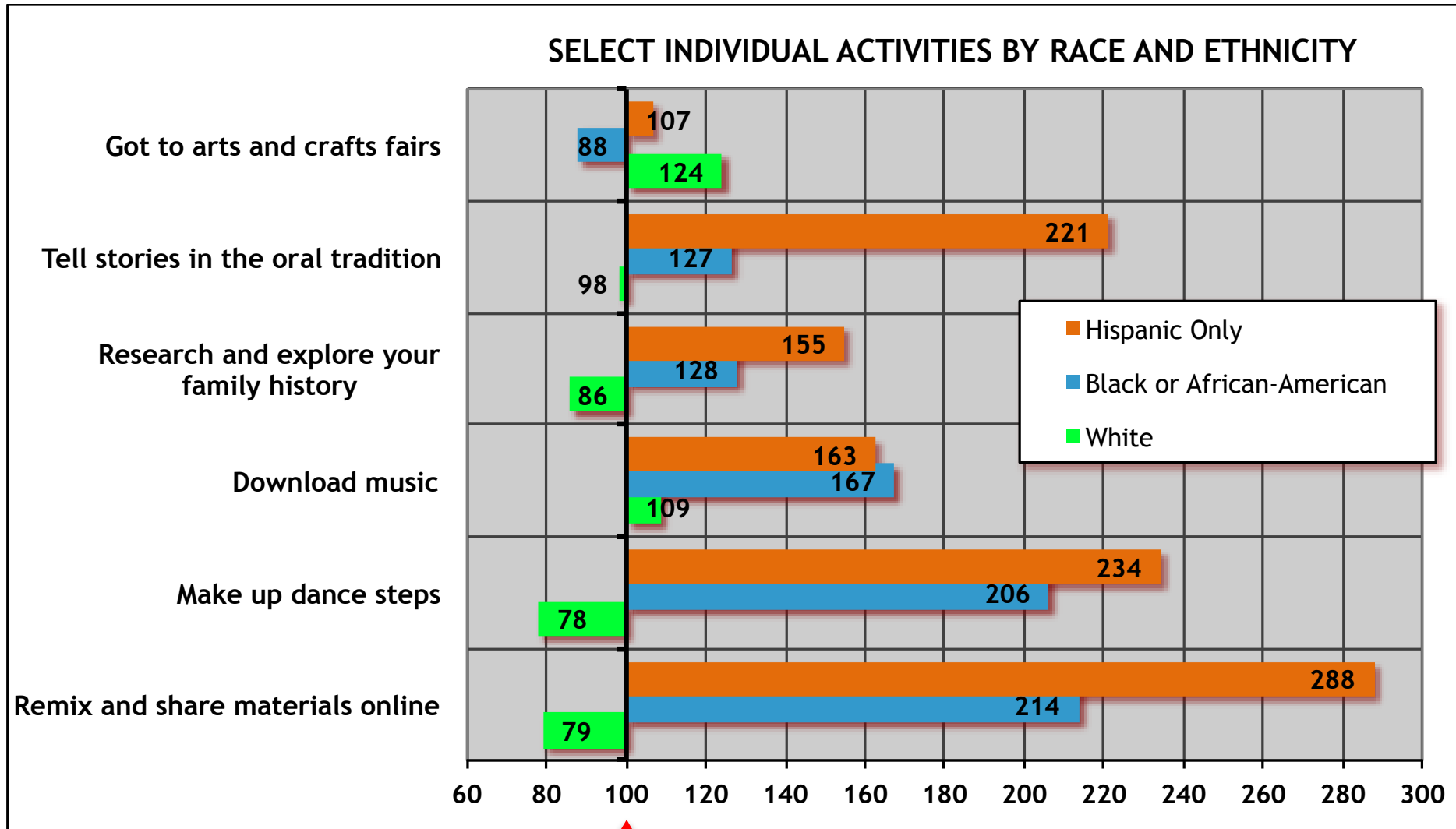


...and their population is growing (2010 vs. 2015 projection)

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



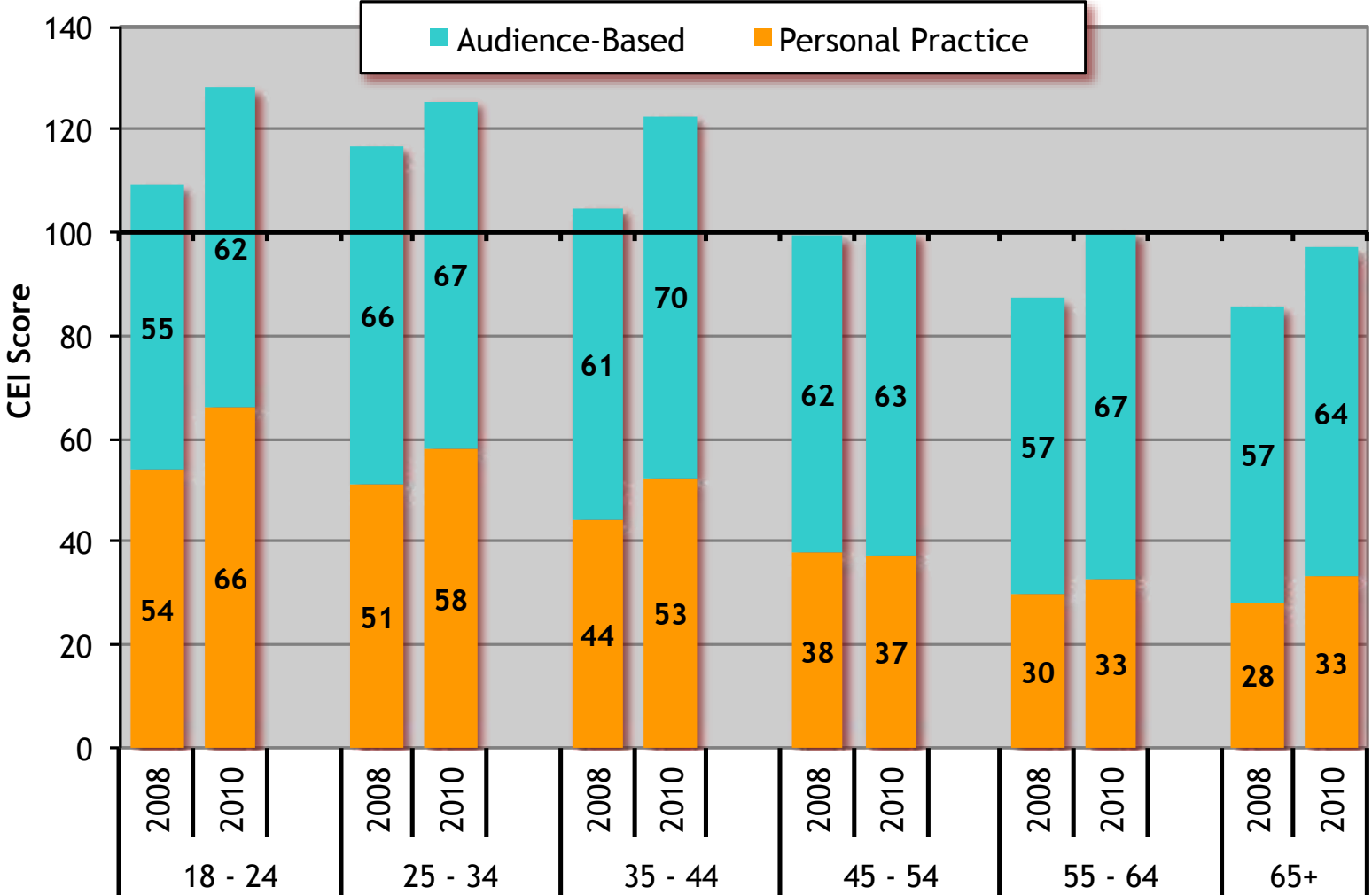
Significant differences in CEI were observed across activities



100 = 2008 Baseline Average

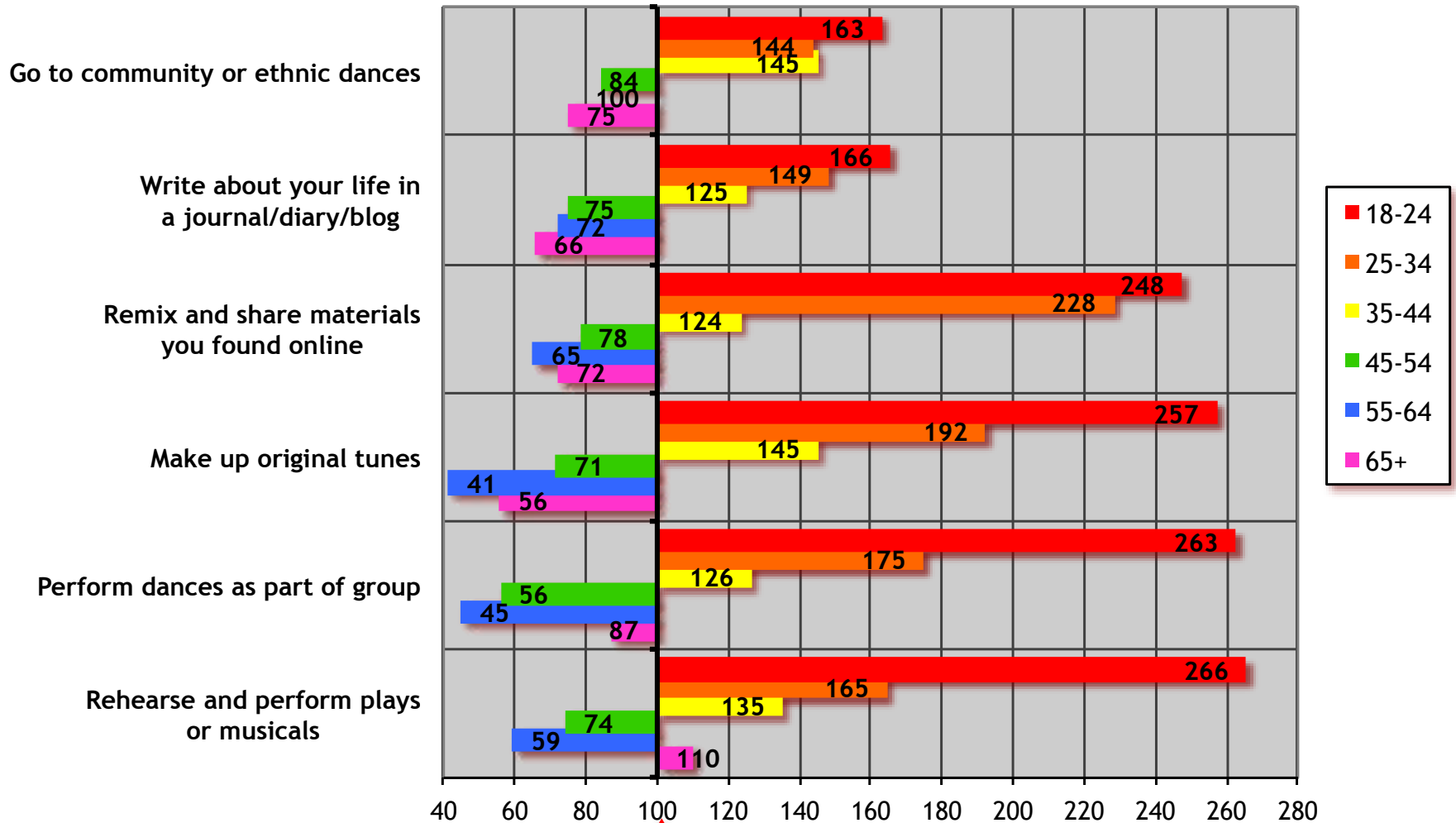
Personal practice accounts for a larger share of overall activity for younger adults

COMPARISON OF CEI BY AGE COHORT



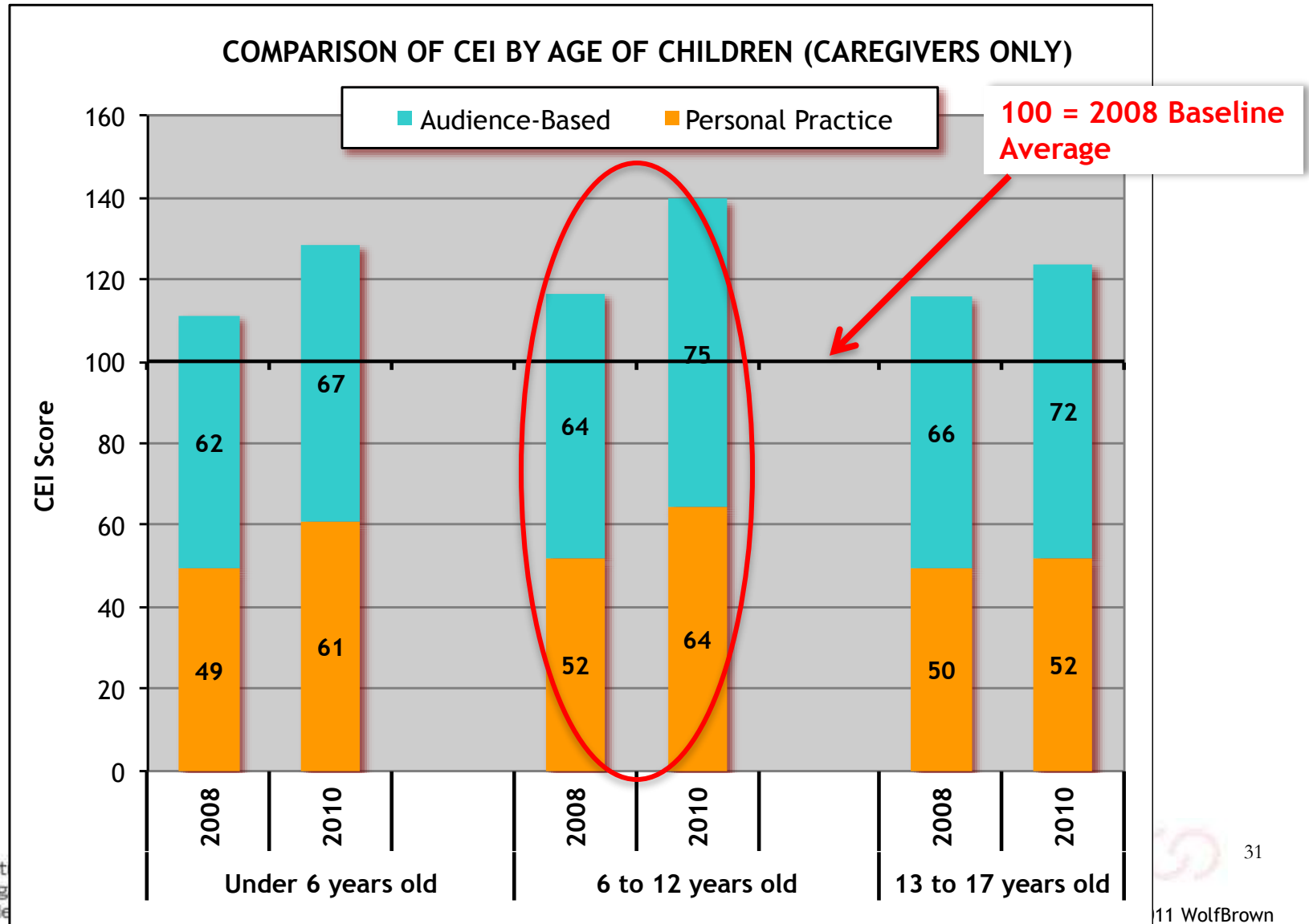
Participatory activities are a pathway into the arts for young adults

SELECT INDIVIDUAL ACTIVITIES BY AGE COHORT



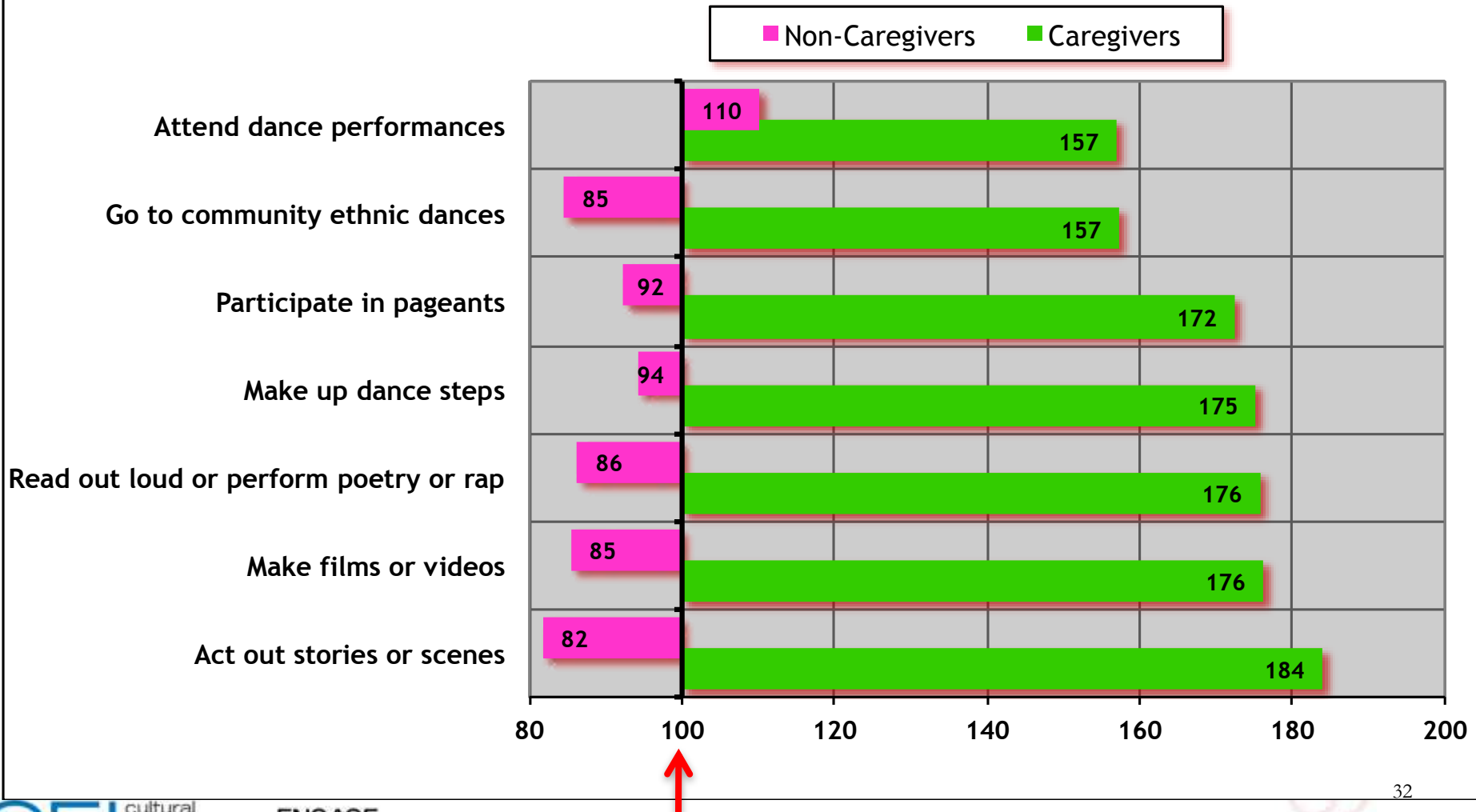
100 = 2008 Baseline Average

Caregivers of young children show a spike in cultural engagement



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

INDIVIDUAL ACTIVITIES BY CAREGIVER STATUS



100 = 2008 Baseline Average



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

A woman with long brown hair and sunglasses on her head is smiling and holding a young child. Both are holding up blue and pink mustache cutouts on sticks. They are standing in front of a white sign that says "I ♥ the Arts because... it's fun to do together". The background shows a busy outdoor event with people, buildings, and a purple balloon with the number "20" on it.

Caregivers with young children
have more active creative lives.

I ♥ the Arts

because...

it's fun to do
together

Diverse audiences are highly engaged





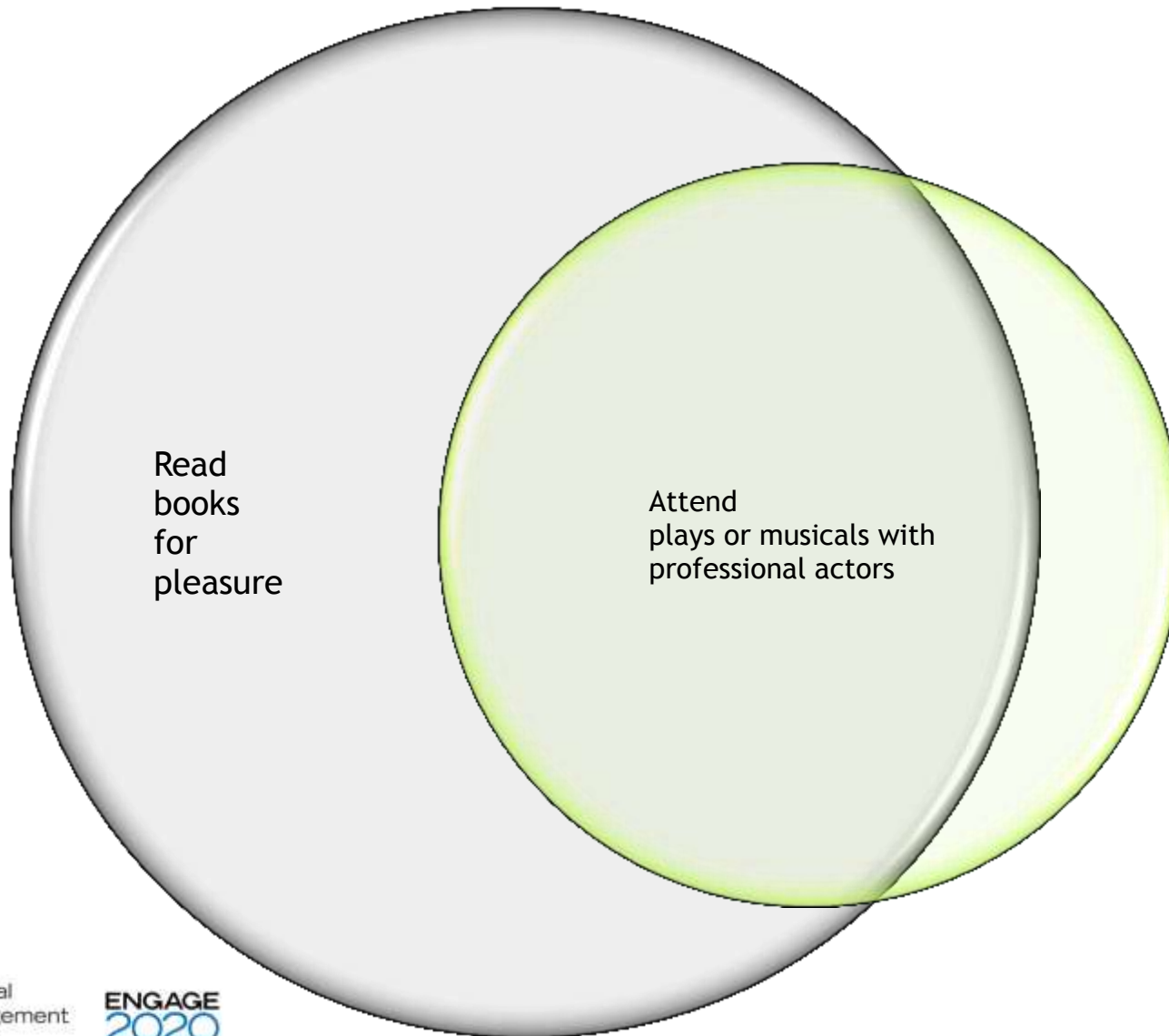
The live experience is highly valued... even if frequency is low



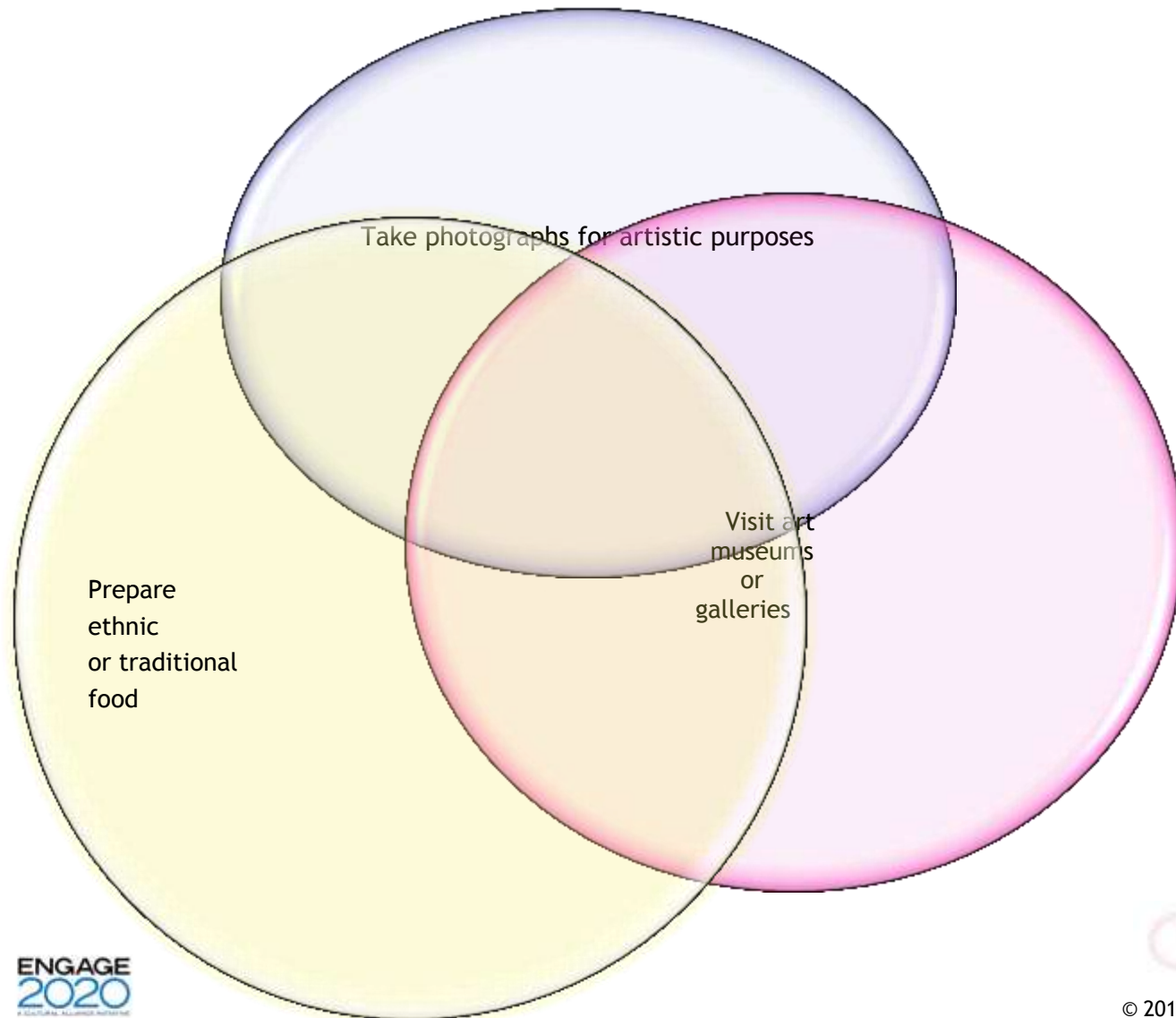
Popular media is an entry point and lifeline to the arts, for some



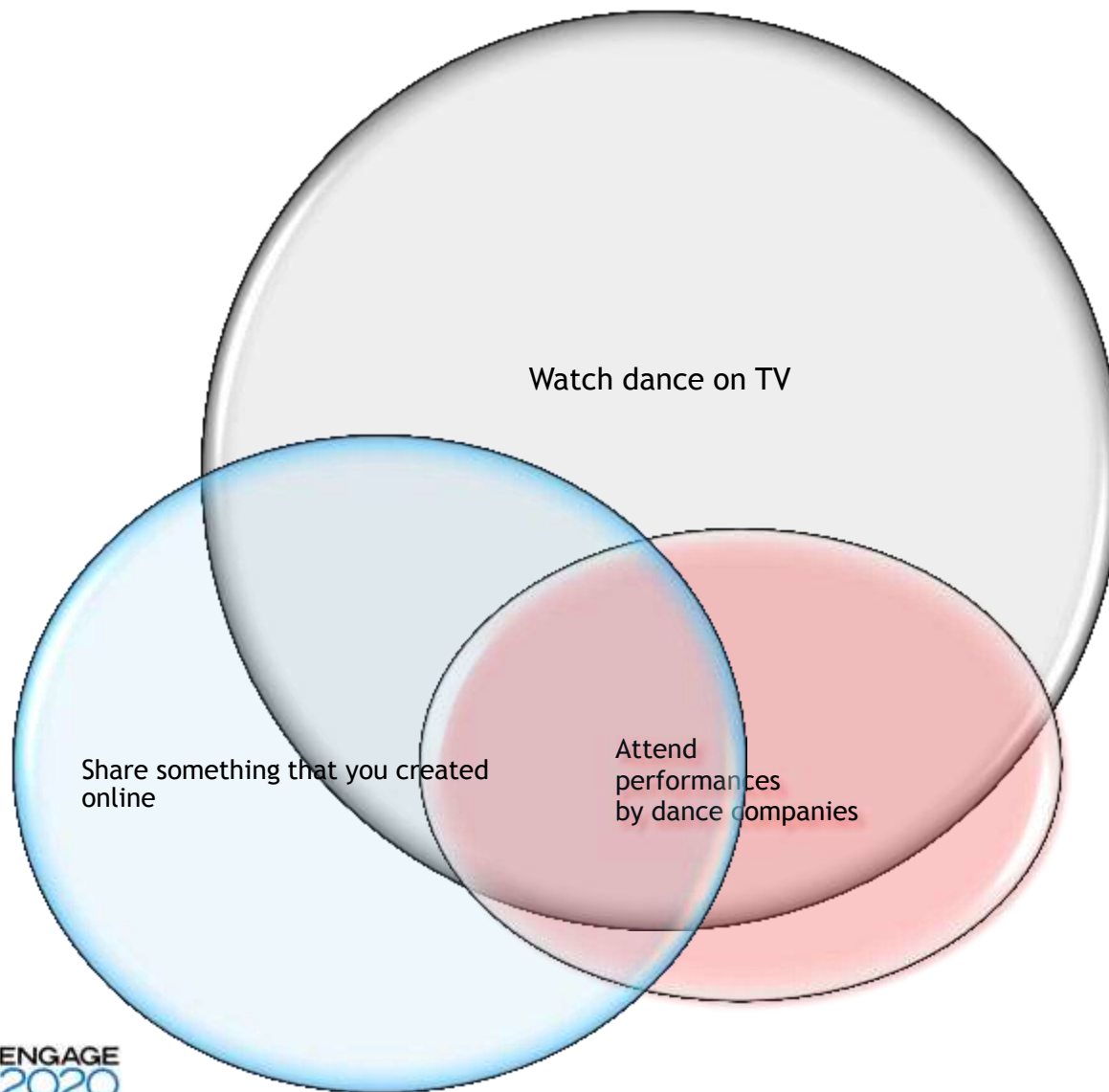
New audiences can be accessed at the intersections of art forms



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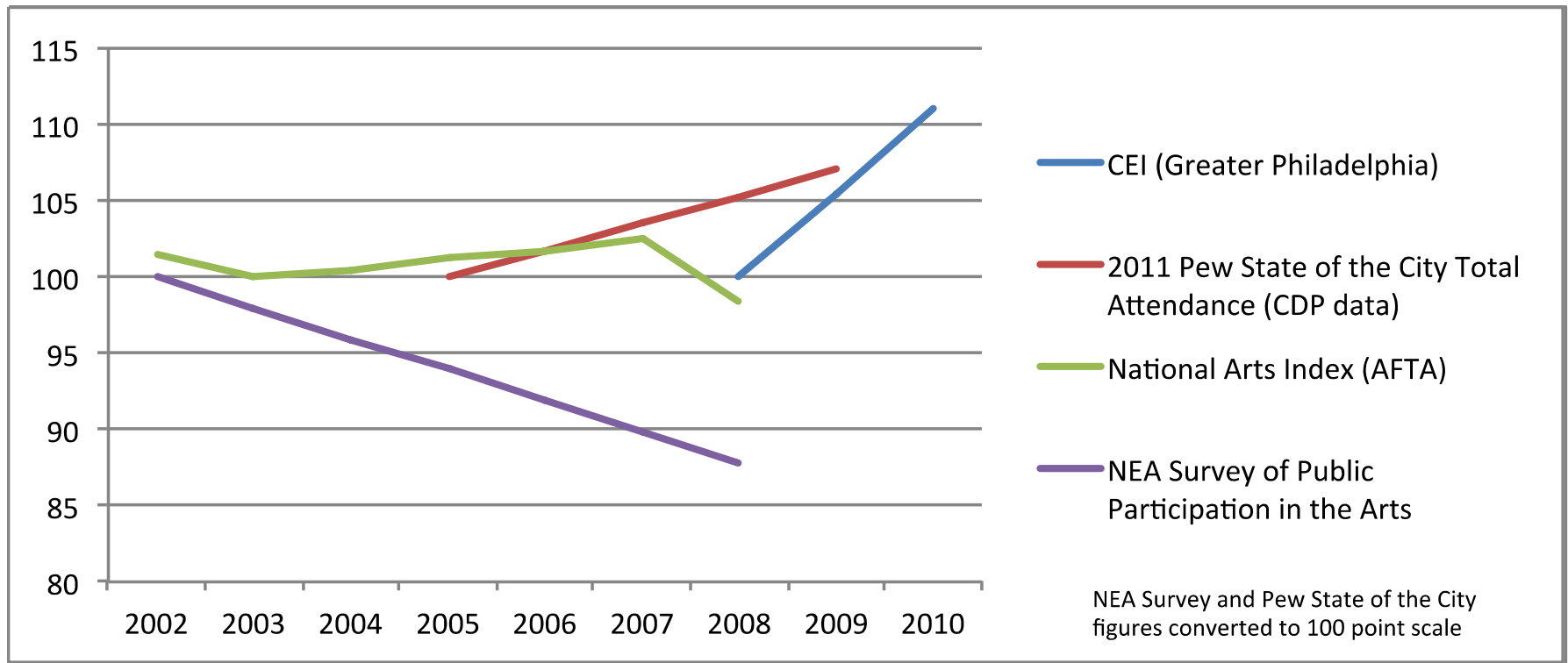




Reflections (Tom Kaiden)



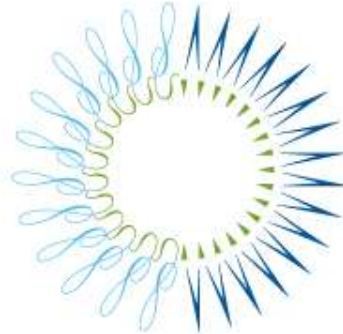
Philadelphia is more culturally vibrant than the nation as a whole



The increasing importance ascribed to cultural activities is an energizing call for activism



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