



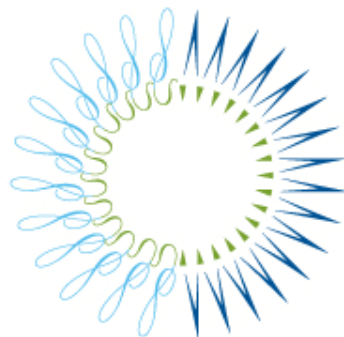
Philadelphia Cultural Engagement Index

Commissioned by The Greater Philadelphia
Cultural Alliance

March 20, 2009 Community Briefing



FUNDERS



THE
PEW
CHARITABLE TRUSTS

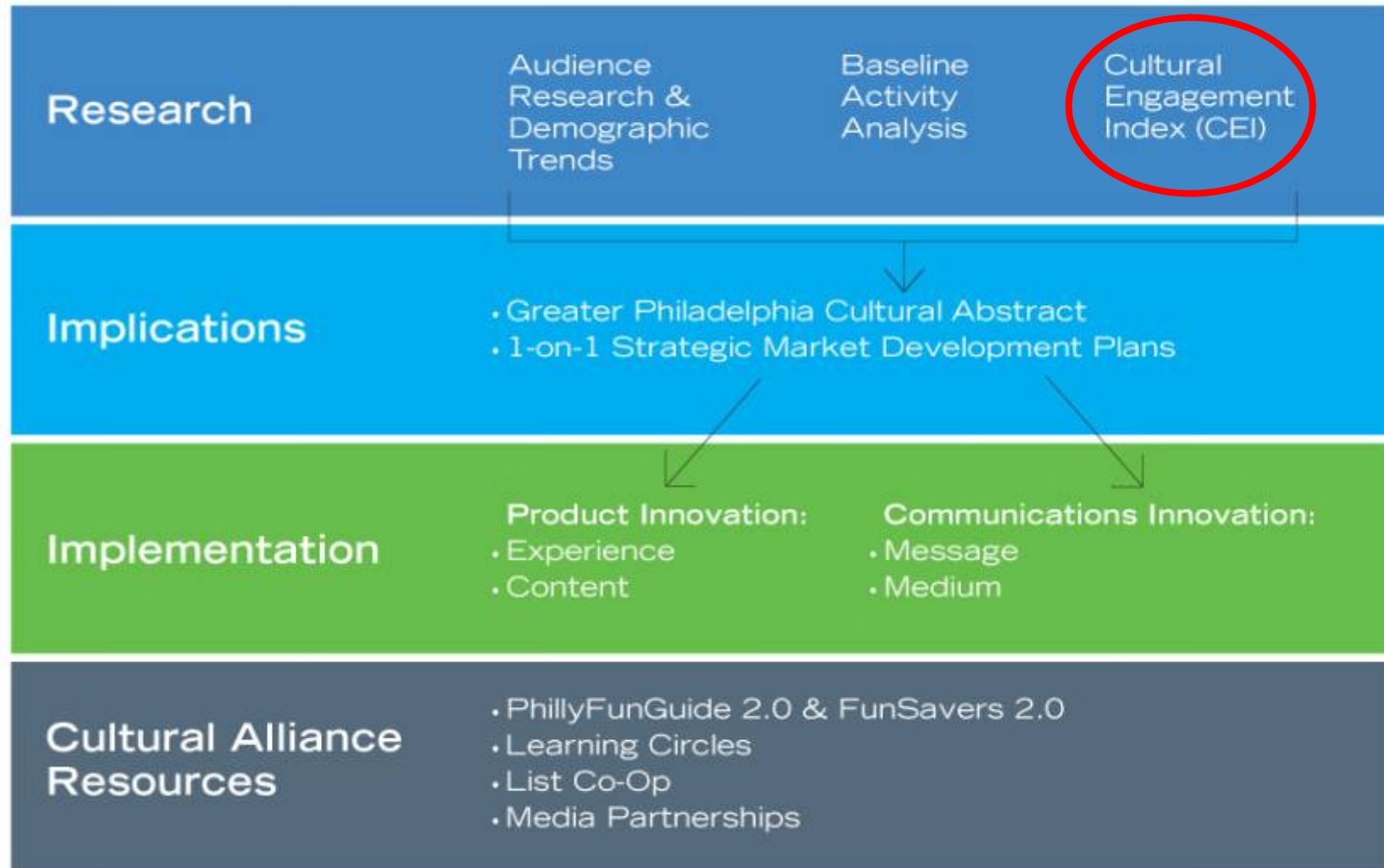


Today's Goals

1. Introduce CEI
2. Share Year One Findings



RESEARCH INTO ACTION MODEL



Objectives of the CEI

- Stimulate innovation
- Track engagement over time
- Inform cultural policy
- Reinforce culture as a recognized and valued component of a region's quality of life



**Alan Brown
Principal
WolfBrown**





Part I

Introducing the Cultural Engagement Index





The Cultural Engagement Index is a holistic, longitudinal measurement system of cultural engagement in Greater Philadelphia



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

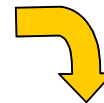
- Surveys the general population
- Factors in both frequency & importance
- Includes both audience-based and personal practice activities

Questionnaire Design

- Demographics
- Cultural activities
- Arts learning indicators
- Cultural role models
- Civic engagement

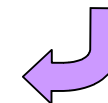
For each activity, both frequency and salience were measured.

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



Methodology

- Representative sample of all adults 18+ in Greater Philadelphia
- 202 ZIP codes within a 20-mile radius of downtown Philadelphia
- Data collected both online and on the ground
- 2,907 completed surveys
- Will replicate data collection in two years

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





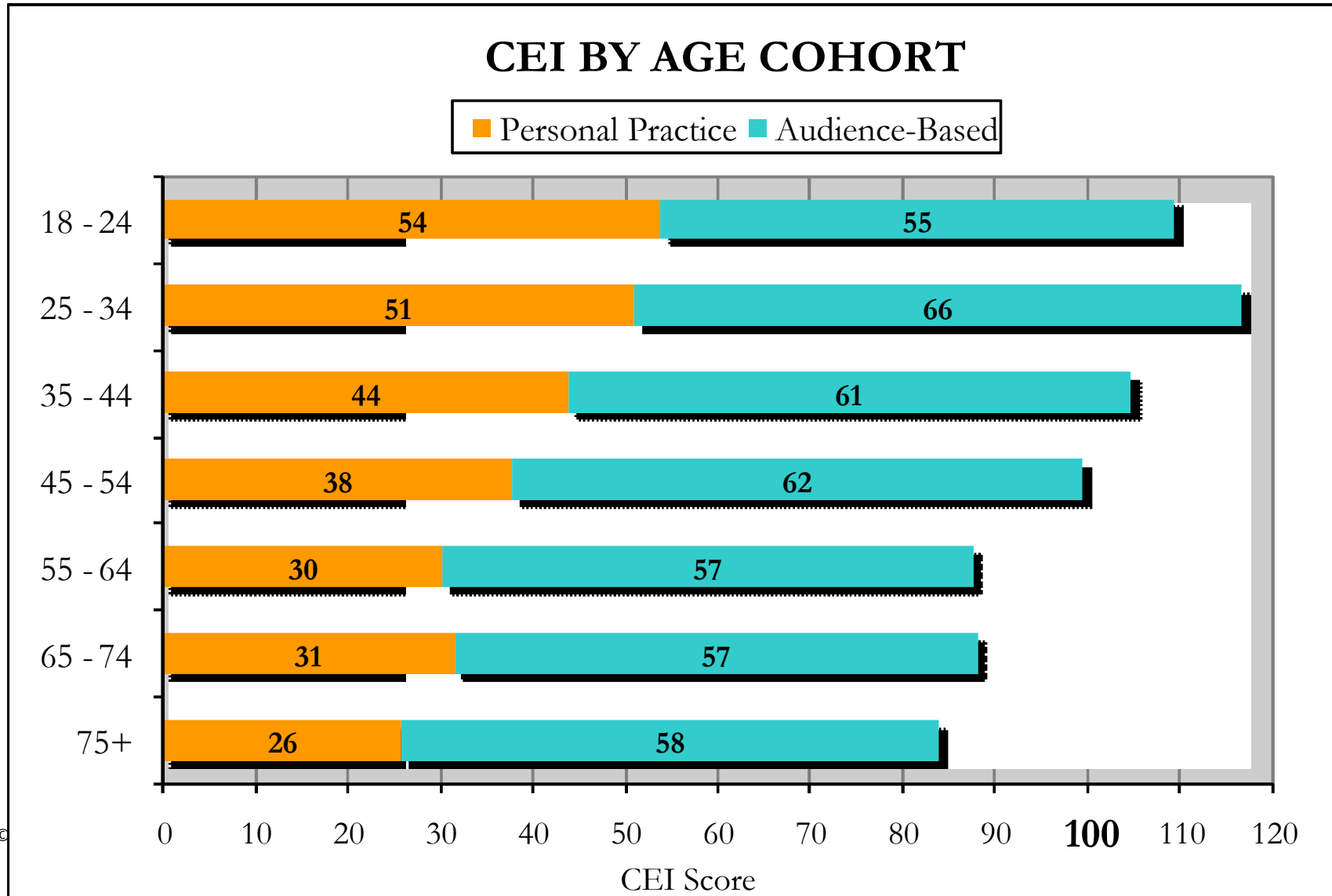
Part II

Key Observations from Year One

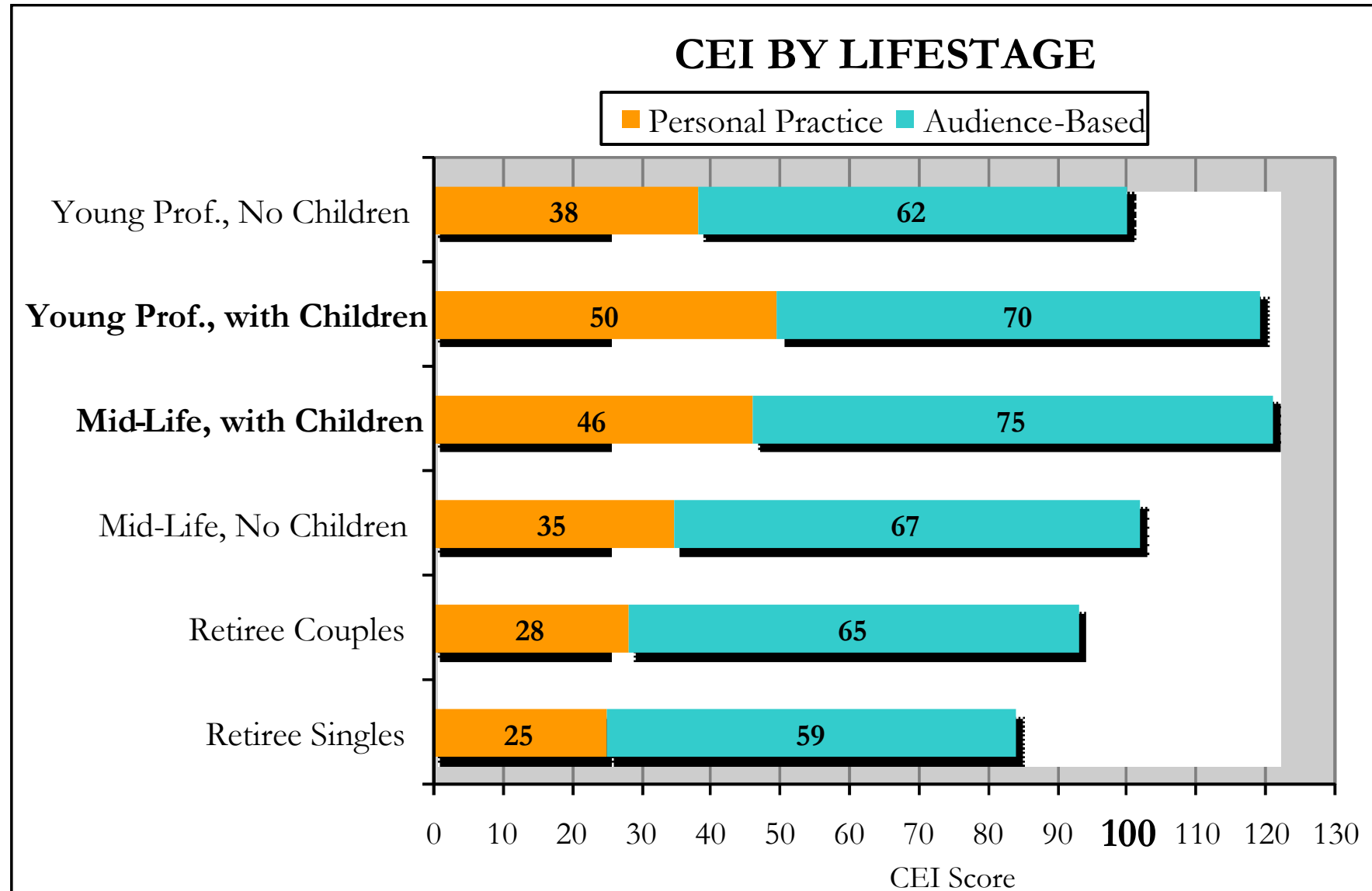


Patterns of cultural engagement vary based on age, life stage, education and race.

Personal practice is significantly higher among younger adults, but falls off sharply

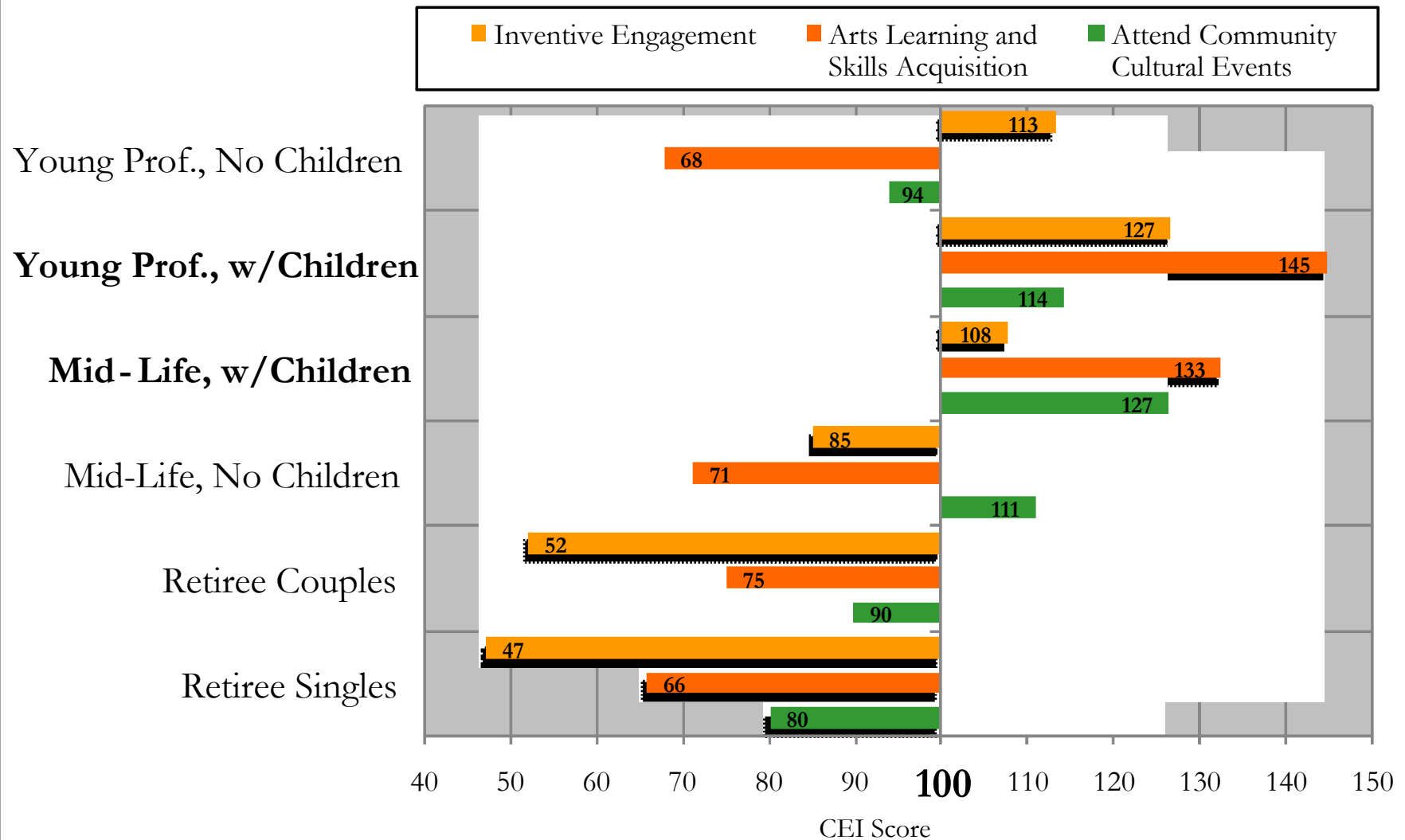


Adults with children tend to have more active creative lives

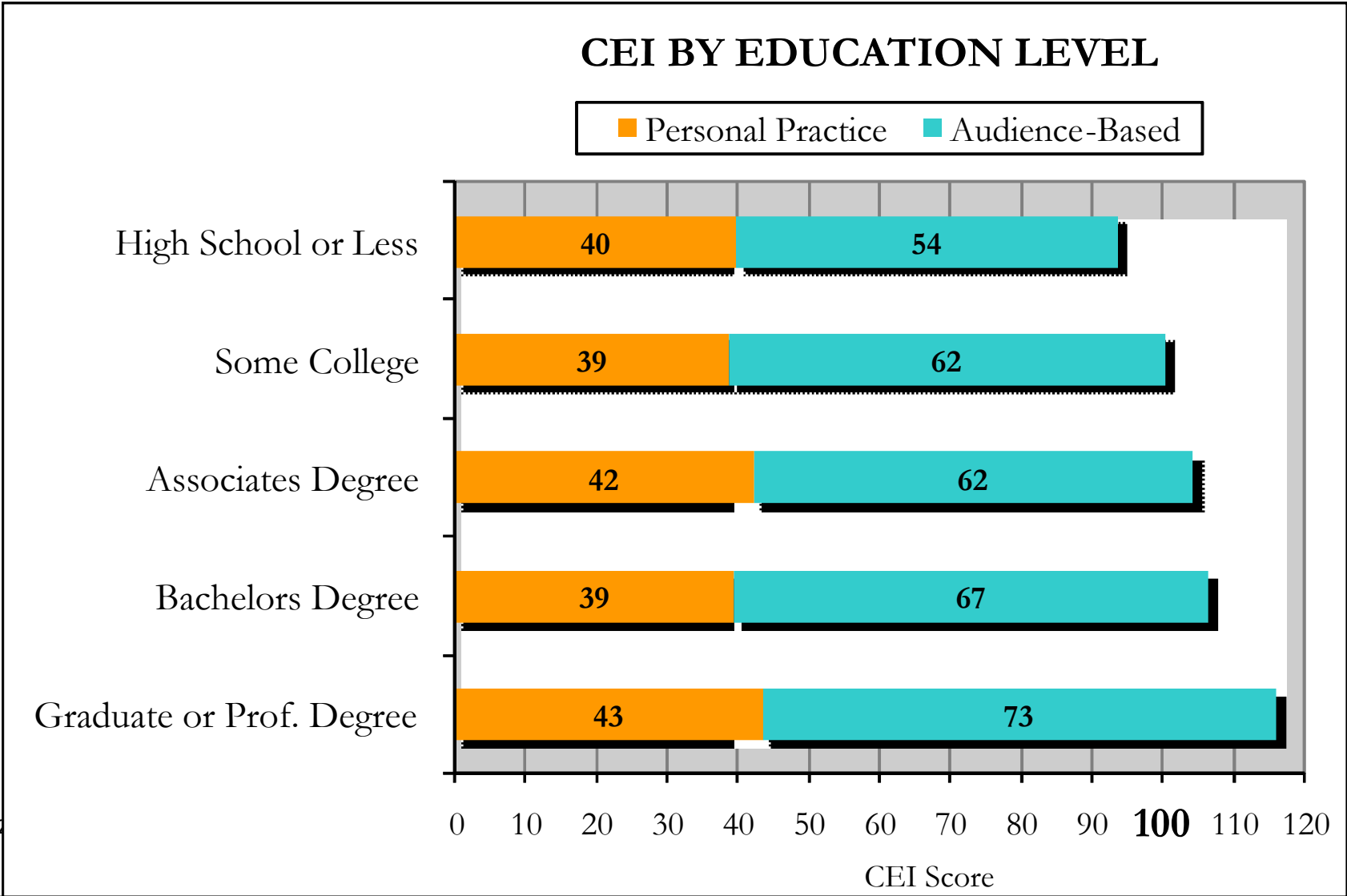


For example, adults with children report higher levels of inventive activities

CEI COMPONENTS BY LIFE STAGE



While audience-based engagement increases with education, personal practice is consistent



-
- Attend museums, galleries, comedy clubs, poetry slams
 - Social dancing
 - All forms of curatorial/digital engagement

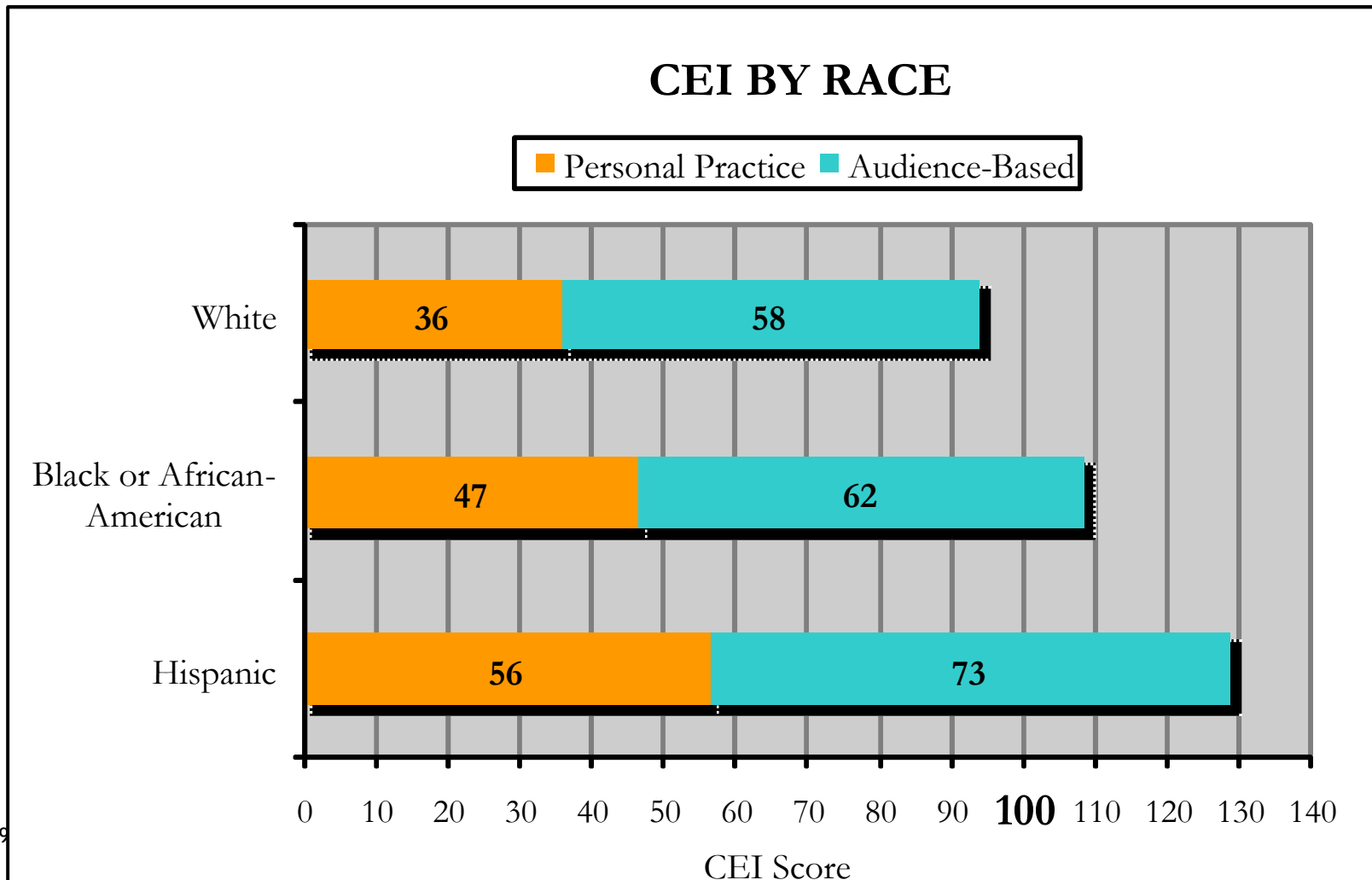
Young Professionals
w/out Children:
Social Objectives

Young Professionals
w/Children:
Learning/ Nurturing
Objectives

- Visit historic sites and museums
- Going to community ethnic or folk dances
- Make crafts, make videos

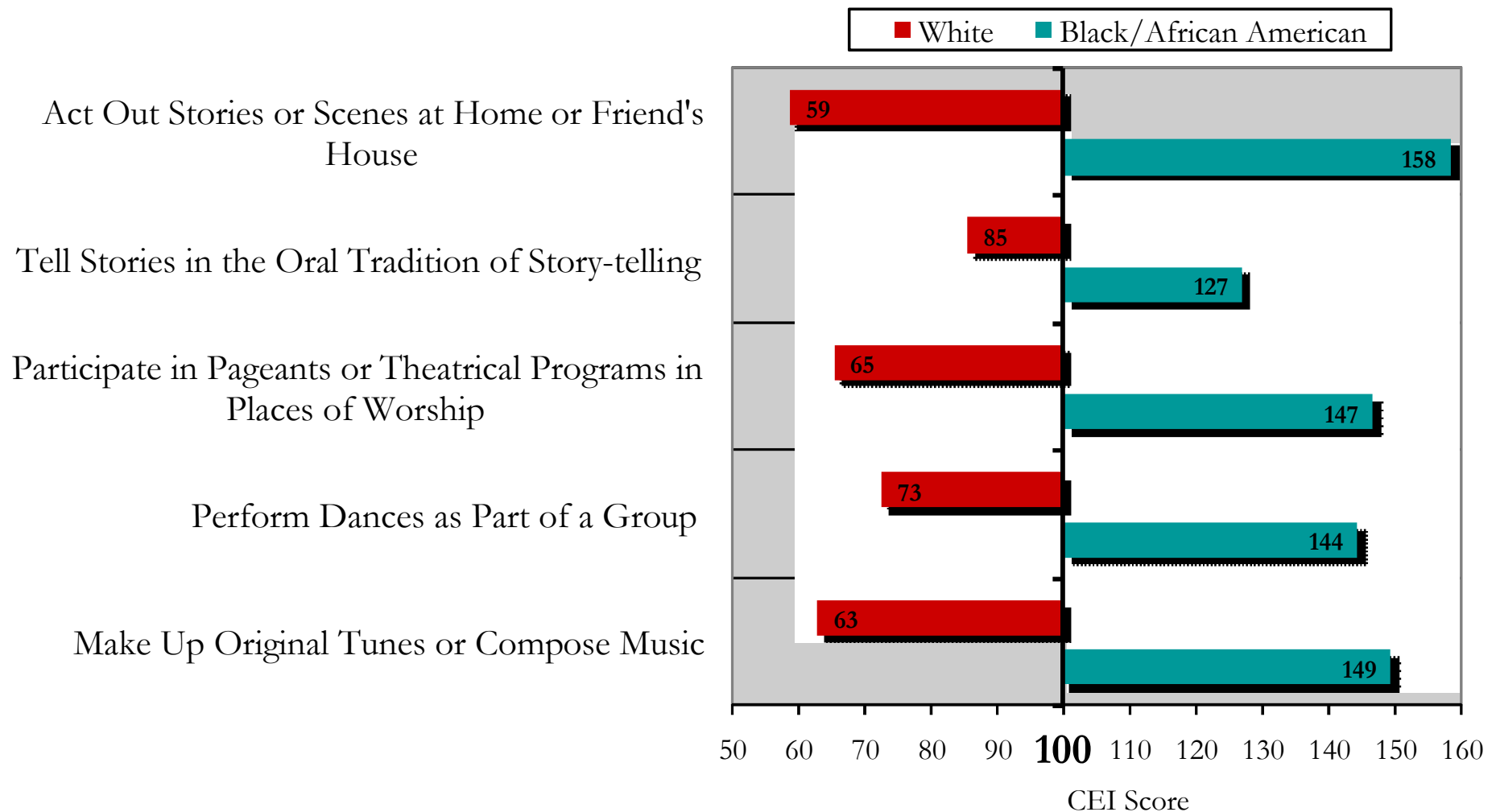
Engagement levels for African Americans and Hispanics were found to be higher than those for Whites

Much of the difference is accounted for by higher levels of personal practice



Some examples of significant differences between Whites and African-Americans

CEI SCORE FOR INDIVIDUAL ACTIVITIES BY RACE

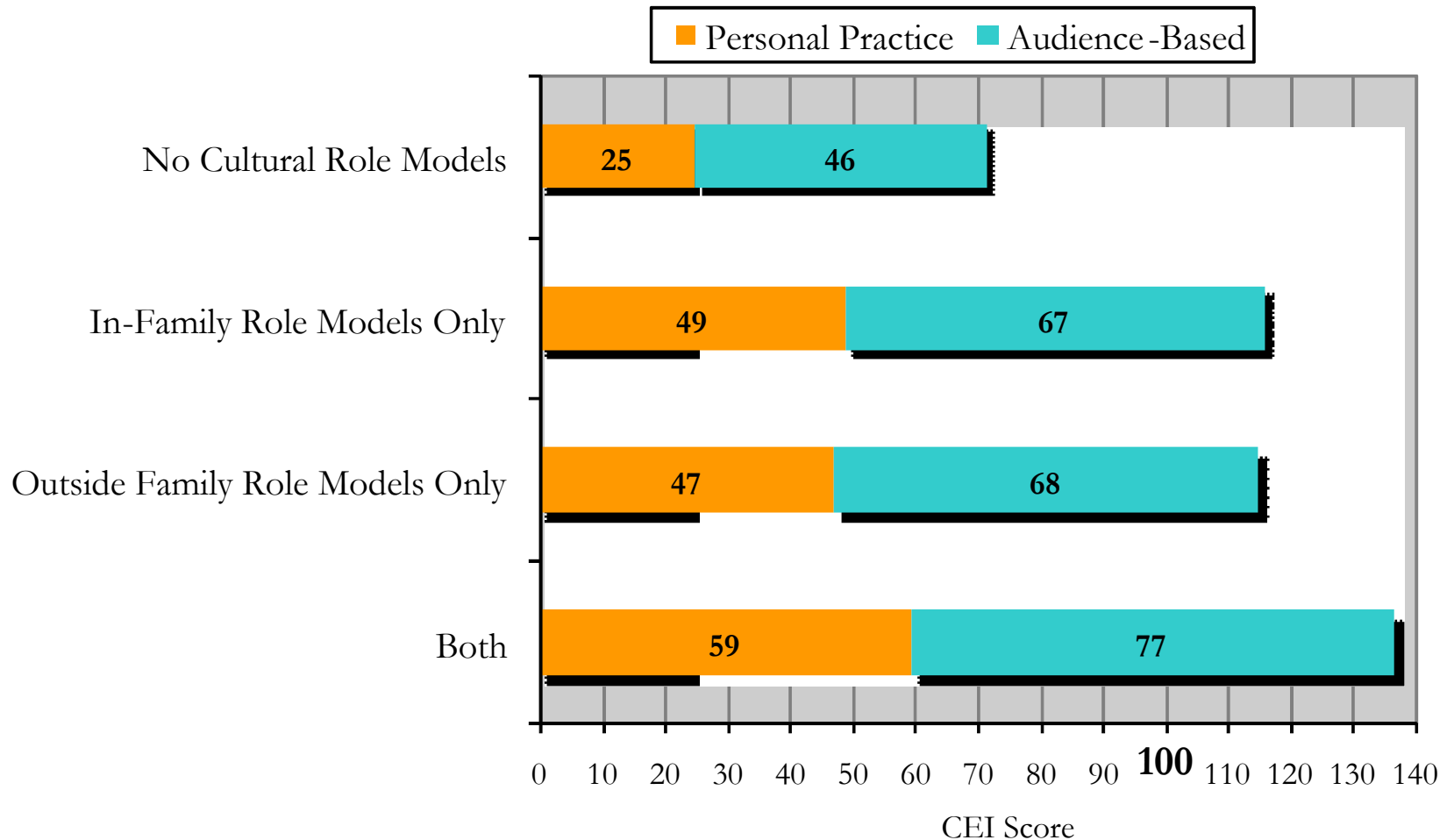


Cultural role models are a
linchpin in the cultural system



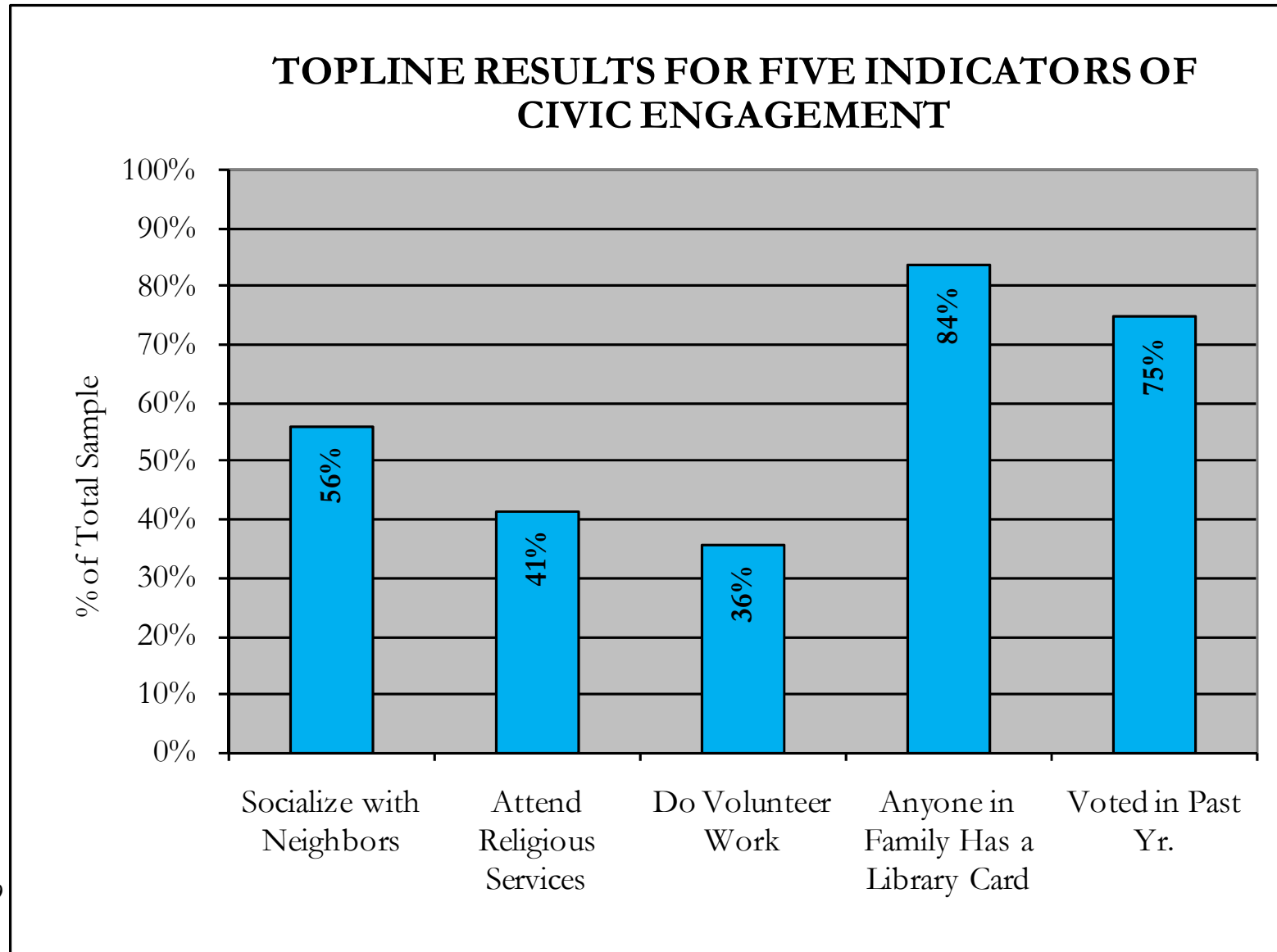
People who can cite both in-family and out-of-family cultural role models engage at twice the level of those with neither

CEI BY PRESENCE OF CULTURAL ROLE MODEL

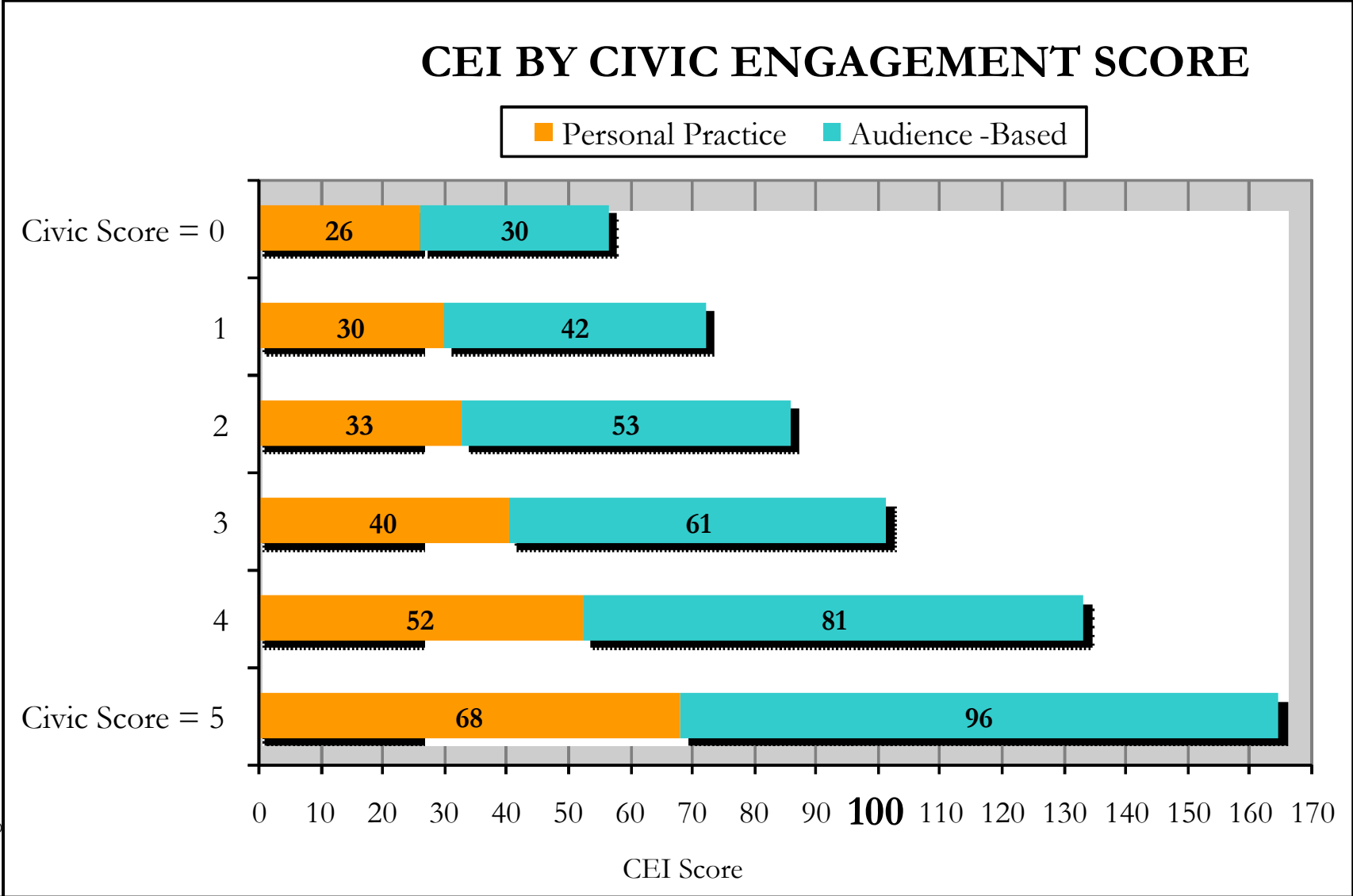


Higher civic engagement is
directly correlated with
higher cultural engagement

Five Indicators of Civic Engagement



Observe the dramatic relationship between the CEI and civic engagement scores

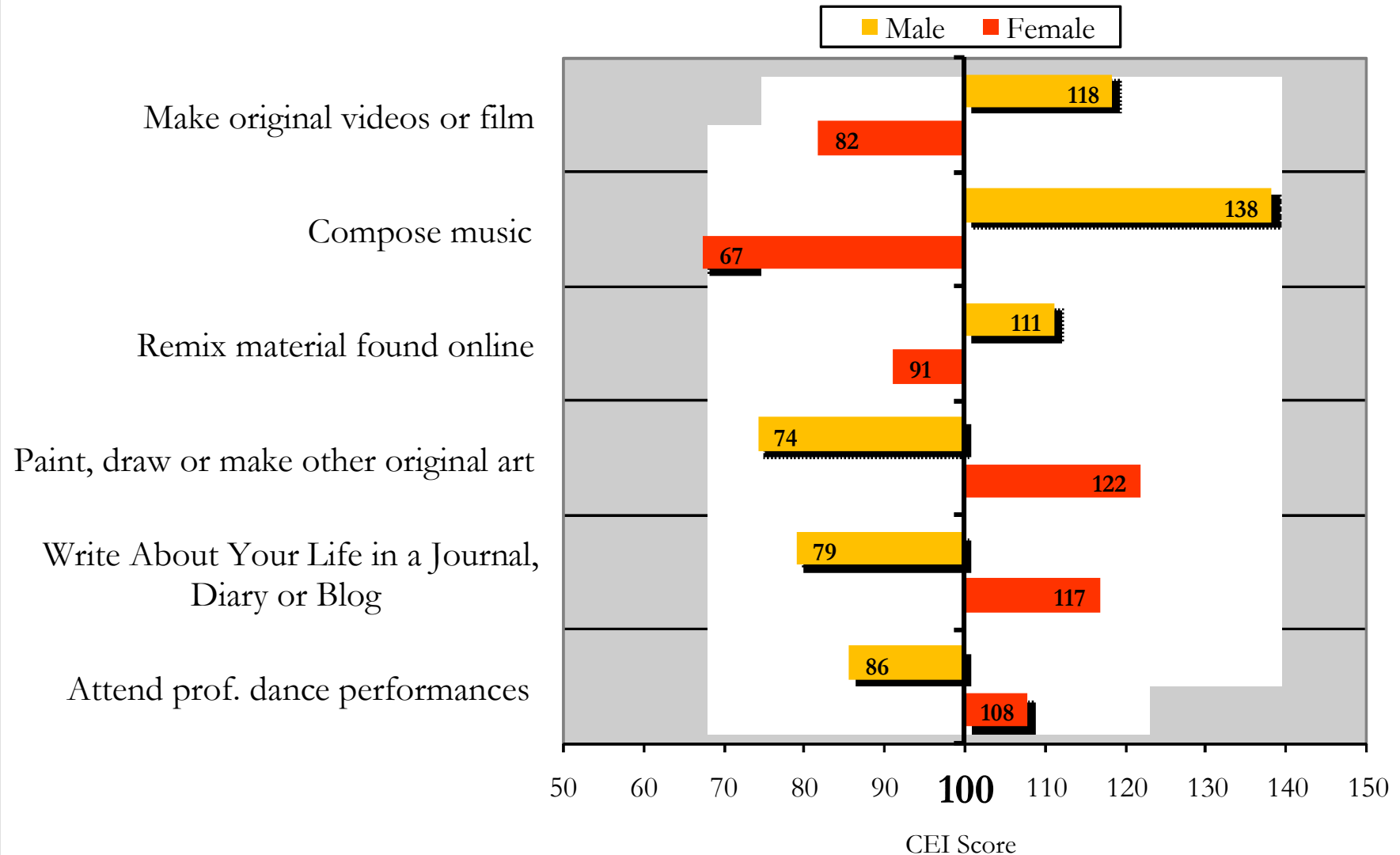


Results indicate different
engagement profiles for
males and females



A few of the significant differences between the sexes

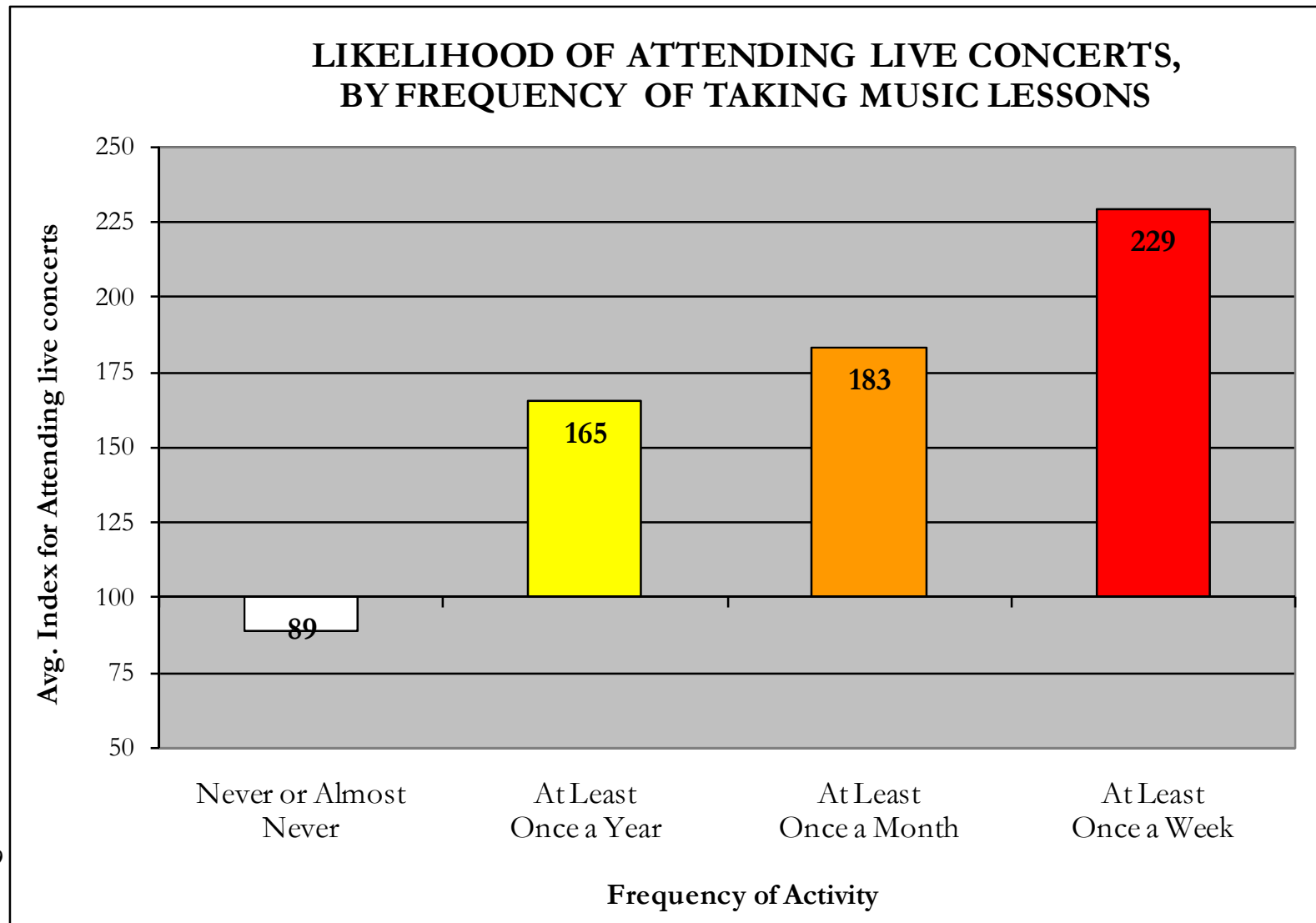
CEI SCORE FOR INDIVIDUAL ACTIVITIES BY GENDER



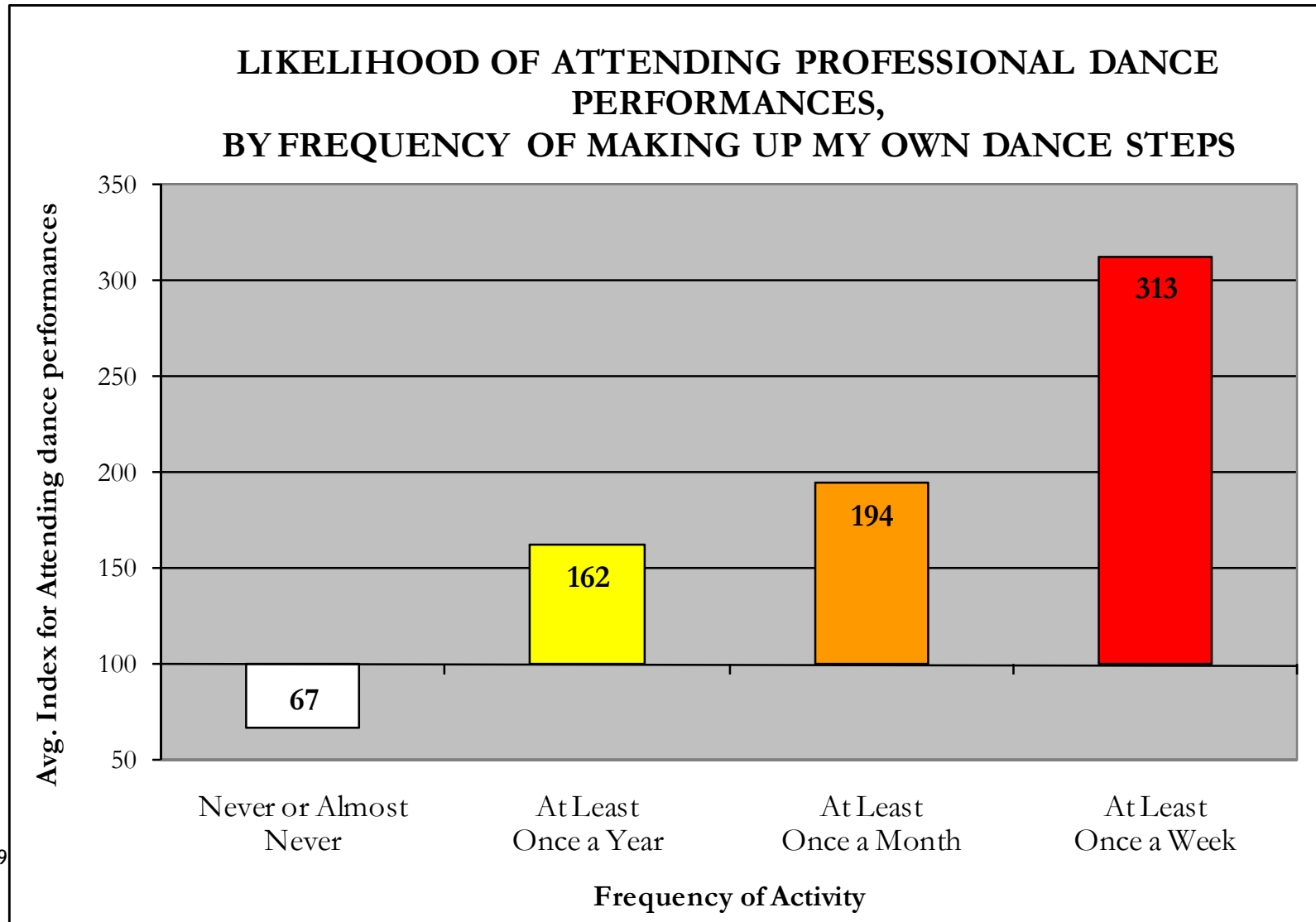
Higher levels of personal
practice are correlated with
higher levels of attendance



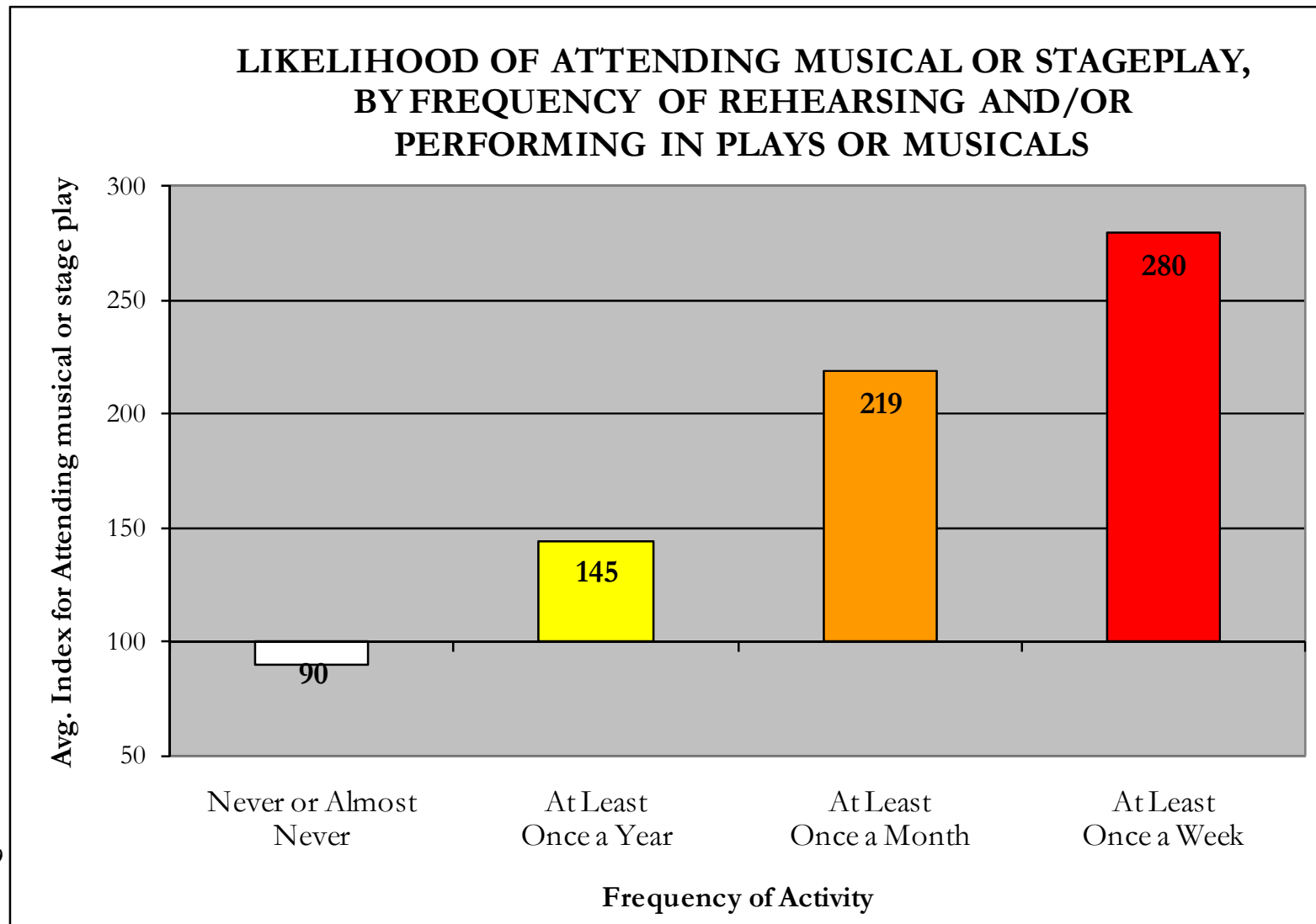
Taking music lessons is correlated with attending concerts...



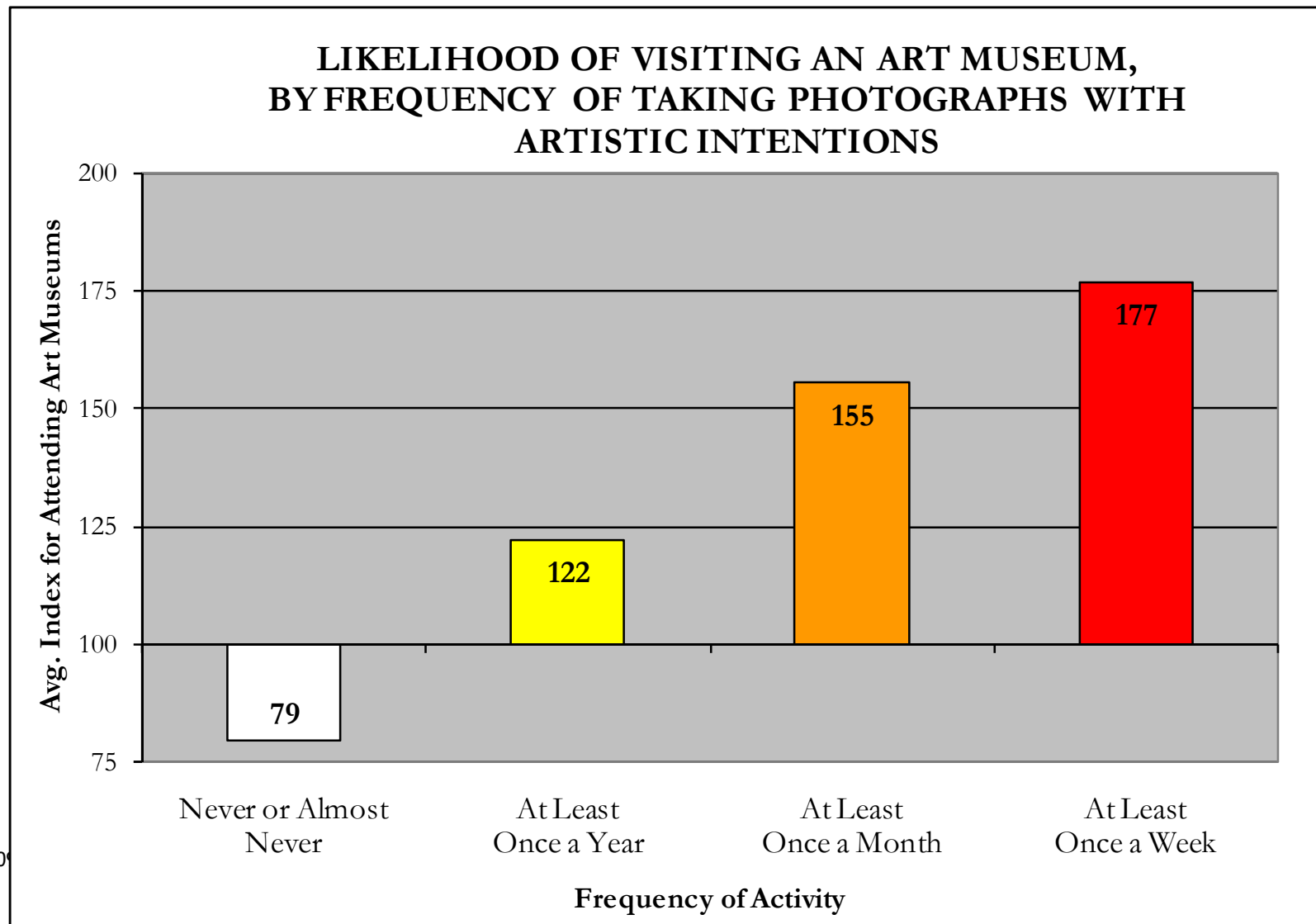
...and between 'making up my own dance steps' and dance attendance...



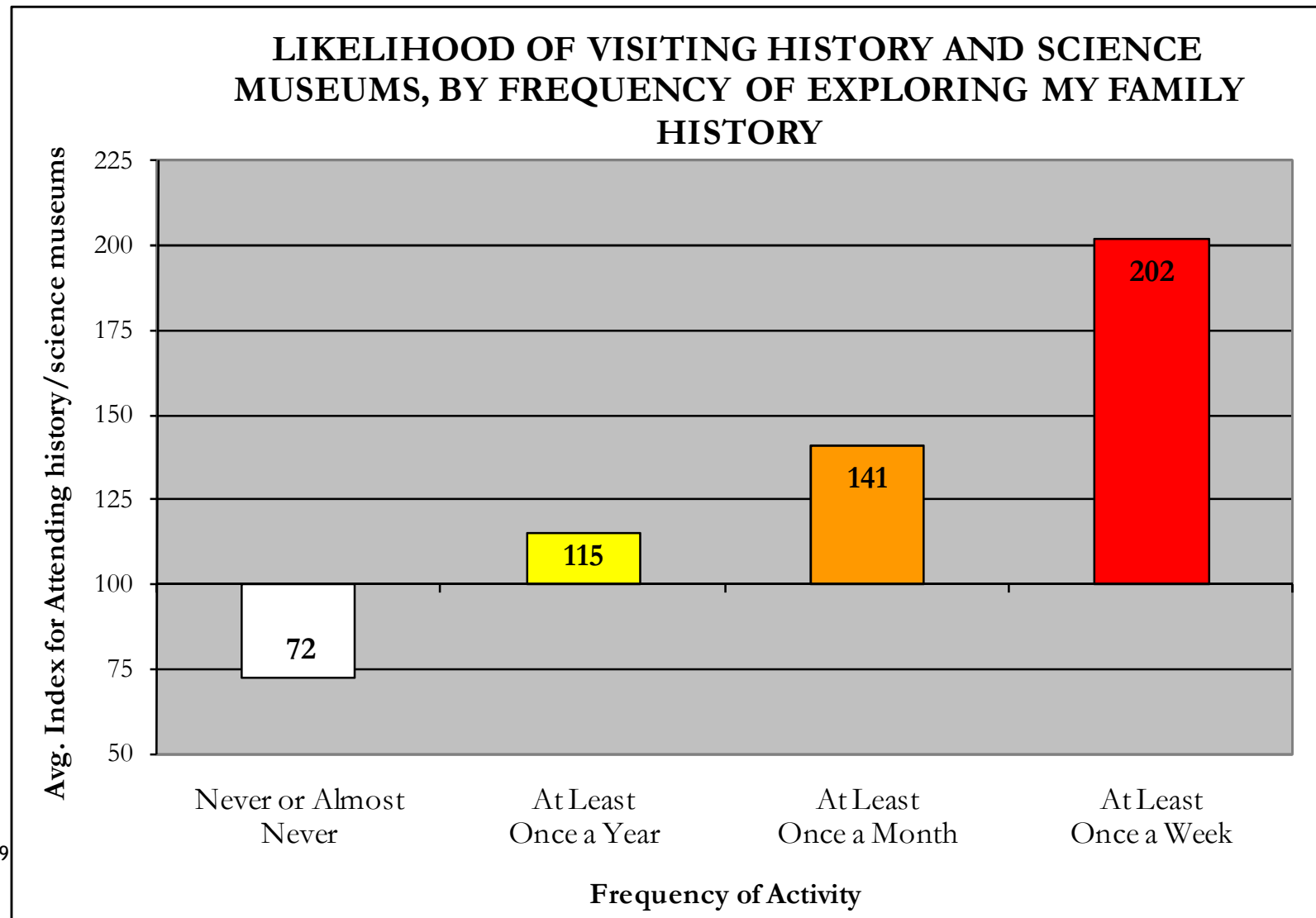
...and between 'rehearsing or performing in plays or musicals' and theatre attendance...



...and between 'taking photographs with artistic intentions' and museum attendance...



...and between 'exploring my family history' and visitation to history or science museums.





Summary Observations



Summary Observations

1. Investments in culture are also investments in civic engagement and quality of life
2. A richer picture of cultural engagement appears when a broader definition of culture is used
3. Personal practice correlates with higher levels of audience-based activity
4. Communities of color are vitally engaged
5. Engaging more adults with modest education levels suggests emphasis on personal practice activities
6. The presence of children in the household appears to increase, not decrease, cultural engagement
7. Keeping older adults engaged in personal practice is a key challenge
8. Cultural role models are a key to increasing cultural engagement

The CEI will enable us to
monitor, adapt to, and
initiate changes in creative
practice over time



How can the CEI benefit your organization?

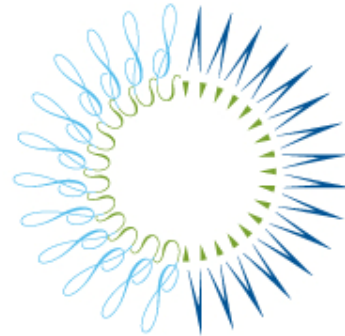
- Download the report from www.philaculture.org
 - Look under 'Research,' then 'Reports'
- Consider how to involve your board, staff and artists in a discussion of the results
 - Consider a structured reflection process
- Forward the report, and perhaps ask each person to write down what they think are the three or four most important implications for your organization
 - Then circulate everyone's reactions, and meet to discuss
- Contact Cultural Alliance staff with further questions and comments

Discussion Questions (handout)

- How can you capitalize on the surge of interest in personal creative expression?
- What other cultural programs should you nurture, advocate for, and collaborate with because they help to build a constituency for your own programs?
- Who are you not currently reaching? What programs, activities or partnerships would extend your reach?
- How do your choices about programming, venue and setting affect your likelihood of attracting different constituencies?
- What might you do to further differentiate your programs, or to develop different “product lines” geared for different audiences?
- What can your organization do to encourage and reward your constituents for introducing and involving *their* friends and family in creative and cultural activities?
- What additional questions would you ask of the public, or of your constituents, to further inform your thinking?



FUNDERS



THE
PEW
CHARITABLE TRUSTS



Thank You

Free Library of Philadelphia Foundation

Taller Puertorriqueño

The Food Trust

Pennsylvania Real Estate Investment Trust

