University of Pennsylvania
Social Impact of the Arts Project

Philadelphia-Camden Cultural Participation Benchmarking Project: Neighborhood Survey

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Research conducted by Alan S. Brown & Associates in association with Audience Insight LLC

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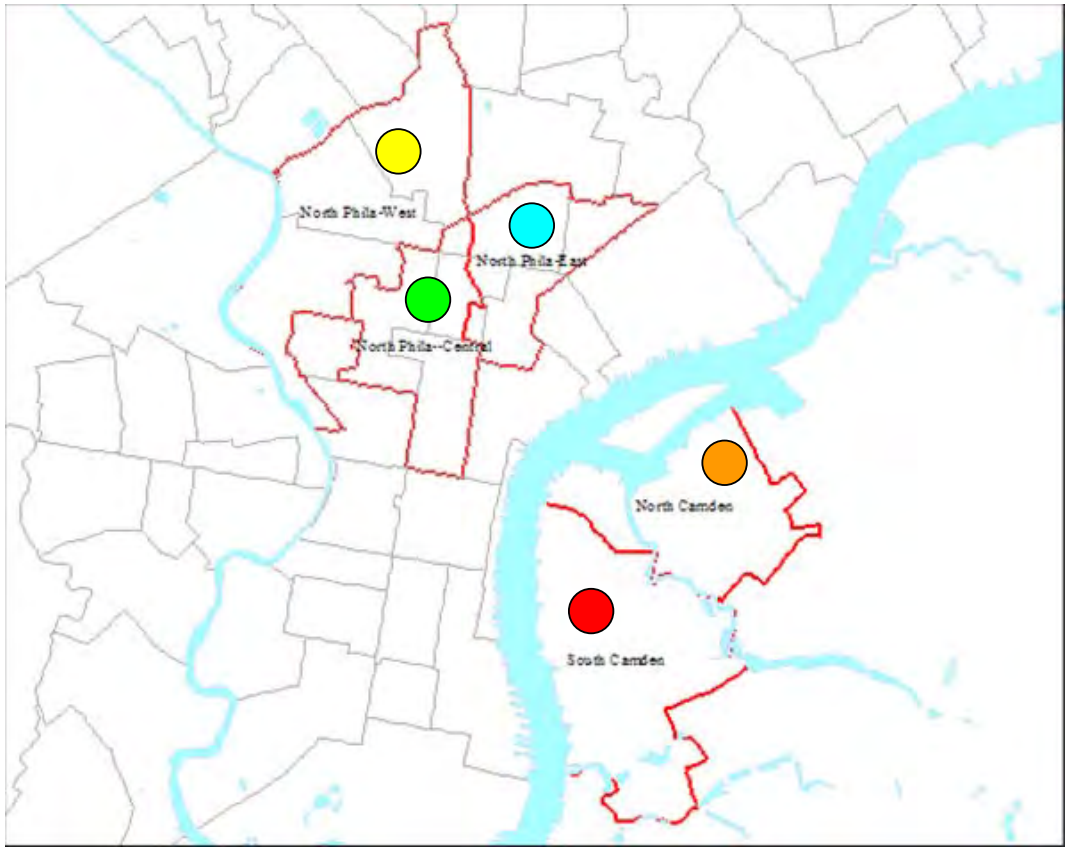
Study Background

- In 2003, the University of Pennsylvania's Social Impact of the Arts Project (SIAP) received a grant from the Knight Foundation to establish baseline information on patterns of cultural participation in two low-income areas of the Philadelphia region, North Philadelphia and Camden, New Jersey, under the direction of Professor Mark Stern.
- Knight Foundation had previously identified North Philadelphia and Camden as target areas for investment in cultural resources, with the long-term goal of increasing cultural participation. For the purposes of the Benchmark Project and, in particular, the community resident survey, SIAP identified five neighborhood clusters for investigation. The five survey neighborhoods are: 1) North Philadelphia – West, North Philadelphia – Central, North Philadelphia – East, North Camden and South Camden. A map of the five neighborhoods appears on the next page.
- In addition to the neighborhood survey, other aspects of the project included focus group research conducted by Research For Action (RFA), as well as small area participation estimates developed by SIAP.
- Designed to follow-up themes from RFA's focus group work, the neighborhood survey investigated a broad range of arts and cultural activities from gardening to social dancing, with the goal of building a participation profile of adults in the five survey neighborhoods.
- In comparison to previous studies of public participation in the arts, this study is somewhat unusual in its methodological approach (door-to-door intercept sampling) and in its breadth of questioning about a range of cultural activities.

Neighborhood Map



- At left is a rough map of the five neighborhoods investigated in this survey.
- Throughout this report, results for each of the five neighborhoods are color-coded, as indicated.
- 2000 Census population figures are as follows:

63,247	N. Phil. West
43,675	N. Phil. Central
55,495	N. Phil. East
34,148	Camden North
39,020	Camden South

Methodology

- The study employed a door-to-door intercept methodology using a random sample of addresses in each of the five neighborhoods.
- The sample was prepared by Mark Stern. For each of the five neighborhoods, three or four "routes" were identified to facilitate the field work. Each route consisted of 10 to 13 randomly-selected blocks, with 50 to 60 randomly selected addresses within each block area. In some case, listed addresses were vacant properties or otherwise unapproachable. Field workers used their own discretion in deciding whether or not to approach a listed address.
- Approximately 75% of all interviews were completed at listed addresses.
- Data collection was sub-contracted to the Point Breeze Performing Arts Center, a neighborhood-based arts education program located in South Philadelphia. Under the direction and guidance of Alfred Brown, Senior Vice President, a small team of Point Breeze interviewers did the field work. The interviewers were drawn from Point Breeze's family of students, alumni and staff, and all had experience in the arts and familiarity with the survey subject matter.
- The Point Breeze interviewers were predominantly African American, and several were multi-lingual. A total of 78 interviews were conducted in Spanish, or 13% of all interviews.
- A total of 602 interviews were completed between June and October 2004 – approximately 120 in each neighborhood.

Methodology - Continued

- Generally, the interviewers were successful in capturing data from a diverse cross-section of adults in the five neighborhoods. The typical respondent was African American, between the ages of 25-34, unmarried, working full-time, and had a high school education.
- For each neighborhood (n=120), margins of sampling error range from 4% to 9%, depending on the observed value.
- While every effort was made to ensure representative sampling, some amount of bias from respondent self-selection and other sources of bias may be present in the data.
  - *Our experience with cultural participation surveys is that people with an interest in the survey subject matter tend to complete at a higher rate, regardless of the sampling method.*
  - *Gender bias is a common phenomenon in this type of survey research (i.e., females are more likely to complete the interview, while males are more likely to refuse).*
  - *Clustering of homogeneous population groups within randomly selected block areas (e.g., senior housing) is another possible source of bias.*
- Throughout the report, results are cross-tabulated by neighborhood and other key variables to illuminate differences.

Methodology - Continued

- The following table compares 2000 census figures with sample statistics for certain race/ethnicity categories.
- Most differences are within margins of sampling error, although some are not.

	NORTH PHILADELPHIA			CAMDEN	
RACE/ETHNICITY FIGURES COMPARED	West	Central	East	North Camden	South Camden
2000 Census Figures					
% non-Hispanic White	2%	6%	10%	5%	9%
% non-Hispanic Black	95%	86%	24%	36%	64%
% Hispanic	1%	4%	62%	51%	24%
% Asian or Pacific Islander	0%	2%	2%	4%	1%
Sample Statistics, Knight Foundation study					
% non-Hispanic White	11%	12%	7%	18%	26%
% non-Hispanic Black	80%	71%	34%	26%	39%
% Hispanic & Mixed Race or Other	9%	13%	53%	52%	32%
% Asian or Pacific Islander	0%	2%	5%	3%	3%

Sample Demographics

SAMPLE DEMOGRAPHICS BY NEIGHBORHOOD	NORTH PHILADELPHIA			CAMDEN	
	West	Central	East	North Camden	South Camden
Sample Size	116	130	119	124	113
Gender					
Female	71%	65%	69%	67%	71%
Male	29%	35%	31%	33%	29%
Age Cohort					
18-24	8%	14%	22%	16%	7%
25-34	28%	36%	34%	42%	51%
35-44	24%	23%	23%	20%	29%
45-54	12%	12%	10%	16%	10%
55+	29%	15%	11%	5%	2%
Race					
Asian	0%	2%	5%	3%	3%
Black/African-American, not Hispanic	80%	71%	34%	26%	39%
Hispanic or Latino	2%	5%	29%	40%	22%
Mixed Race or Other	7%	8%	24%	12%	10%
Native American	1%	2%	1%	1%	0%
White, not Hispanic	11%	12%	7%	18%	26%
Country of Origin					
Born in the U.S. (Respondent)	100%	94%	87%	89%	94%
Born in the U.S. (Respondent's parents)	98%	91%	77%	77%	88%
Household Characteristics					
R. is parent of child in the HH	45%	49%	60%	52%	45%
Language other than English spoken in HH	13%	11%	45%	46%	25%
Average HH size (including R.)	3.4	3.1	3.1	3.2	3.3

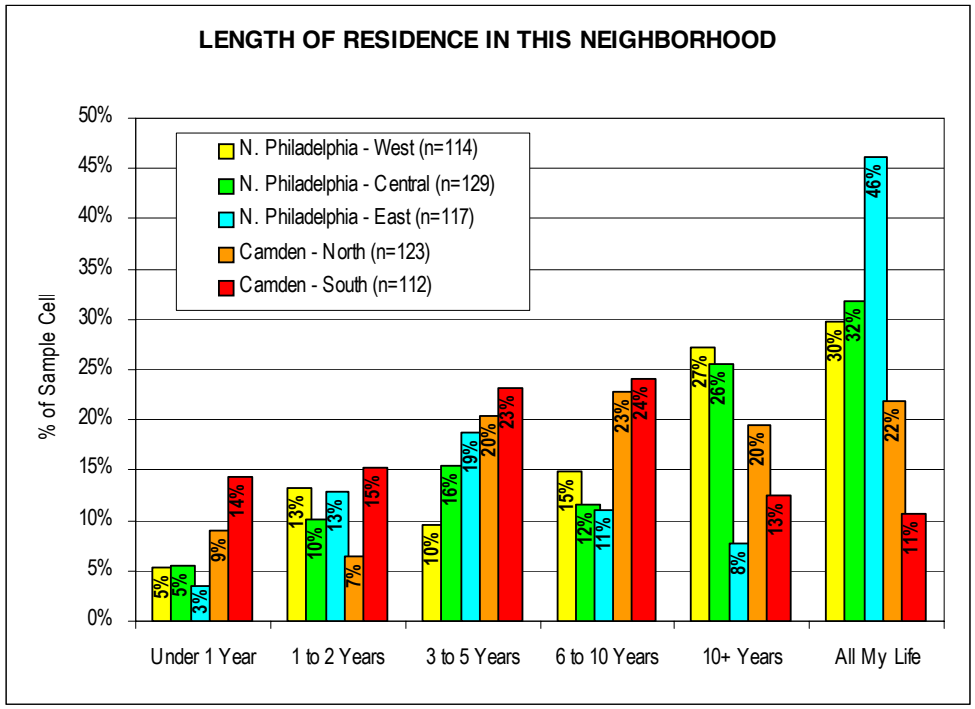
- Between 65% and 71% of respondents in each neighborhood were female, which is typical for surveys of this nature.
- The age profiles of respondents in each neighborhood vary substantially. Generally, respondents were most likely to fall in the 25-34 age cohort, with fewer respondents in the youngest (18-24) and oldest (55+) age cohorts, although there are exceptions
- African Americans dominate the North Phil. – West and Central samples, at 80% and 71%, respectively. Hispanics and those identifying as “Mixed Race or Other” dominate the North Phil. – East and North Camden samples, at 53% and 52%, respectively. The South Camden sample is more heterogeneous with respect to race/ethnicity.

Sample Demographics - Continued

SAMPLE DEMOGRAPHICS BY NEIGHBORHOOD	NORTH PHILADELPHIA			CAMDEN	
	West	Central	East	North Camden	South Camden
Sample Size	116	130	119	124	113
Student Status					
Currently enrolled in school	14%	5%	5%	10%	2%
Employment Status					
Working full-time for pay	37%	62%	61%	58%	72%
Working part-time for pay (less than 30 hrs.)	34%	22%	20%	22%	14%
Other/N.A.	28%	17%	18%	20%	14%
Marital Status					
Married or living with a partner	39%	54%	47%	48%	51%
Single, never married	42%	36%	42%	41%	45%
Divorced or separated	10%	6%	8%	8%	3%
Widowed	9%	4%	3%	3%	2%
Educational Attainment					
Grade School only	0%	5%	1%	7%	5%
Attended High School but did not finish	18%	10%	17%	13%	6%
Completed High School	57%	73%	75%	61%	83%
Attended some college	15%	10%	7%	17%	6%
Received a college degree	9%	2%	0%	2%	1%
Masters degree or post-graduate work	1%	1%	1%	0%	0%

- A majority of respondents work full-time, with the exception of NP-West respondents, who are more likely to work part-time or not work.
- In three of the neighborhoods, a majority of respondents are not married, while married respondents edge out unmarried respondents in the other two neighborhoods.
- Highest level of educational attainment was high school for a majority of respondents. Relatively few respondents completed any college work.

Length of Residence



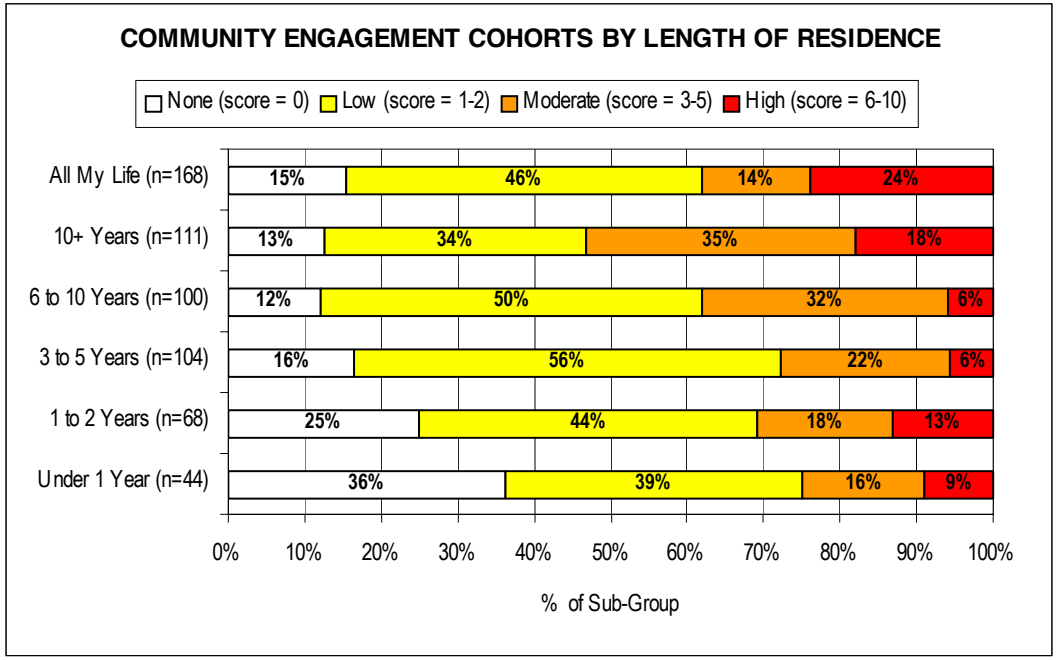
- Interesting variations were observed across the five neighborhoods in terms of length of residence.
- Respondents in the N.P. – East sample were most likely to report having lived in the neighborhood "all my life" (46%), in contrast to South Camden respondents, for whom the figure was just 11%.
- In general, however, a large majority of respondents reported having lived in their respective neighborhoods for at least three years, and typically much longer. Therefore, it is reasonable to assume that most respondents have knowledge of the various social and cultural programs and facilities in their neighborhood.

Community Engagement

INDICATORS OF COMMUNITY ENGAGEMENT, BY NEIGHBORHOOD	NORTH PHILADELPHIA			CAMDEN	
	West	Central	East	North Camden	South Camden
Sample Size	116	130	119	124	113
Behavioral Indicators of Community Engagement: % "Yes"					
Do you socialize with neighbors on a regular basis?	**79%**	**60%**	**85%**	**76%**	**71%**
If "Yes," have you done this within the past month?	66%	78%	92%	91%	85%
Do you attend religious services on a regular basis?	**49%**	**30%**	**32%**	**30%**	**12%**
If "Yes," have you done this within the past month?	76%	60%	79%	58%	62%
Do you do any volunteer work on a regular basis?	**23%**	**17%**	**34%**	**19%**	**4%**
If "Yes," have you done this within the past month?	75%	71%	94%	62%	75%
Did you vote in any election in the past year?	**81%**	**89%**	**87%**	**77%**	**84%**
Community Activities and Affiliations: % who participated in the past year					
Mean # of Affiliations Reported (range = 0 to 9)	**2.8**	**2.5**	**2.2**	**3.3**	**4.6**
Recreational or athletic programs	33%	23%	36%	43%	56%
Neighborhood association or a block group	48%	45%	52%	48%	58%
School or youth-oriented group	43%	34%	38%	48%	57%
Social service program for adults or seniors	43%	34%	38%	48%	57%
Library group or book club	33%	30%	25%	40%	53%
Community arts or cultural programs	**30%**	**28%**	**16%**	**41%**	**47%**
Community gardening, park, or nature group	30%	21%	16%	39%	52%
Political organization or campaign	25%	19%	7%	19%	42%
Business, union, or professional organization	27%	22%	8%	22%	46%

- A short series of questions was designed to measure behaviors associated with community engagement (e.g., voting, volunteering). Another question measured levels of participation in a variety of community activities, indicating affiliation and social bonds.
- The primary purpose of these questions was to allow for analysis of cultural participation patterns in terms of other forms of community engagement.
- Generally, respondents reported high levels of basic forms of community engagement (voting, socializing with neighbors), and lower levels of engagement through volunteering and attending religious services, although significant variations were observed across the five neighborhoods.
  - *Observe the higher levels of affiliation for North and South Camden respondents*

Relationship Between Length of Residence and Community Engagement



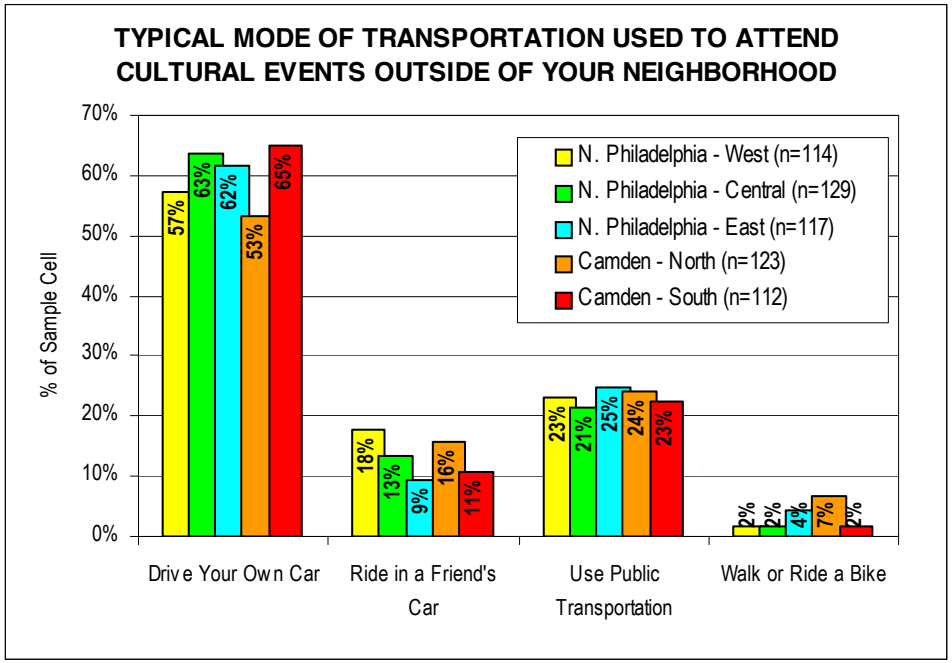
- To facilitate analysis, points were assigned to the behavioral indicators such that respondents who indicated no community engagement activities received a score of 0 and respondents who reported engaging in all of the activities received a score of 10. Four categories of engagement were then defined, and cross-tabulated by length or residence to examine what relationship exists, if any, between community engagement and length of residence.
- Although results vary across the five neighborhoods, one sees evidence of increasing engagement levels as length of residence increases.

Participation in Cultural and Religious Observances

PARTICIPATION IN CULTURAL AND RELIGIOUS OBSERVANCES	NORTH PHILADELPHIA			CAMDEN	
	West	Central	East	North Camden	South Camden
Sample Size	116	130	119	124	113
Percentage of Respondents who observed over the past year					
Mean # of Events Observed (range = 0 to 9)	**2.7**	**2.5**	**3.4**	**4.1**	**3.8**
Kwanzaa celebration	42%	45%	30%	40%	48%
Black History month in February	91%	98%	85%	72%	86%
Christmas or Easter religious services	90%	72%	57%	91%	97%
Three Kings Day on January 6	26%	26%	39%	70%	78%
Ramadan, the Muslim holy month	11%	20%	24%	9%	5%
Puerto Rican Day Parade	11%	7%	49%	46%	25%
Cinco de Mayo celebration	6%	1%	22%	37%	23%
Chinese New Year	6%	2%	2%	5%	1%
Latino Festival [Camden Only]				44%	26%
Feria del Barrio [North Philadelphia Only]	5%	6%	34%		

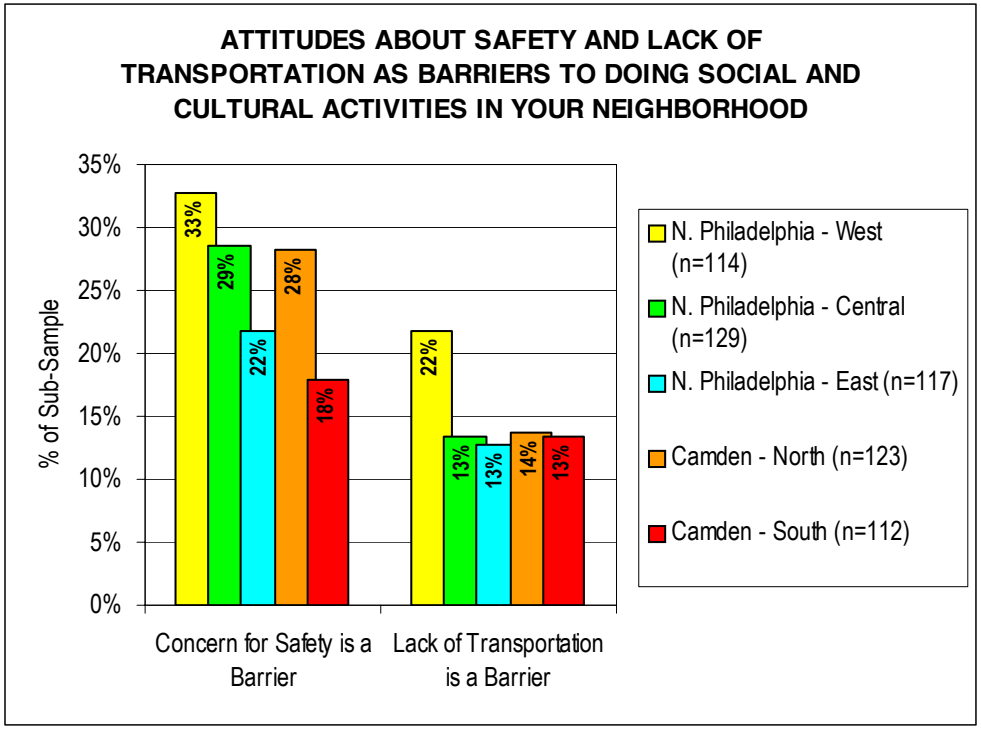
- Respondents were asked if they observed any of nine different religious and cultural occasions over the past year, in order to gauge the extent to which these observances play a role in the fabric of cultural participation in the five neighborhoods.
- Indeed, some of the observances are nearly ubiquitous, including Christmas or Easter religious services, Black History month (N.P. – West and Central), and Three Kings Day (North and South Camden)
- One can infer that annual cultural events and religious services play a key role in community cultural life in these neighborhoods.
  - *Camden respondents reported generally higher participation in these observances, especially North Camden respondents.*

Mode of Transportation Used to Attend Out-of-Neighborhood Events



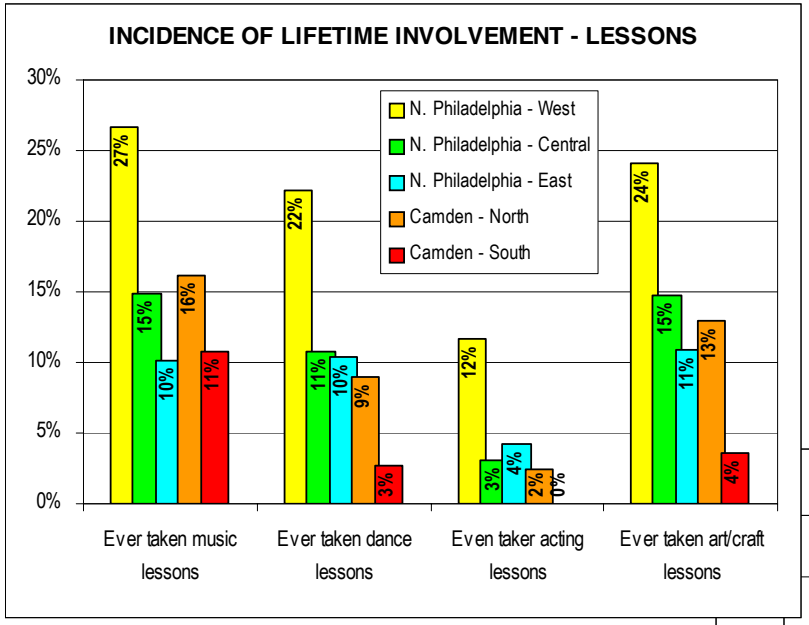
- Respondents were asked, "What transportation would you normally use to attend a social or cultural event outside of your neighborhood?" in order to assess likely transportation barriers.
- Between 53% and 66% of respondents indicated that they would normally drive their own car to out-of-neighborhood events, while another 11% to 18% said they'd normally drive in a friend's car.
- Just over 20% of respondents said they normally rely on public transportation to attend social or cultural events outside of their neighborhood.

Barriers to Participation

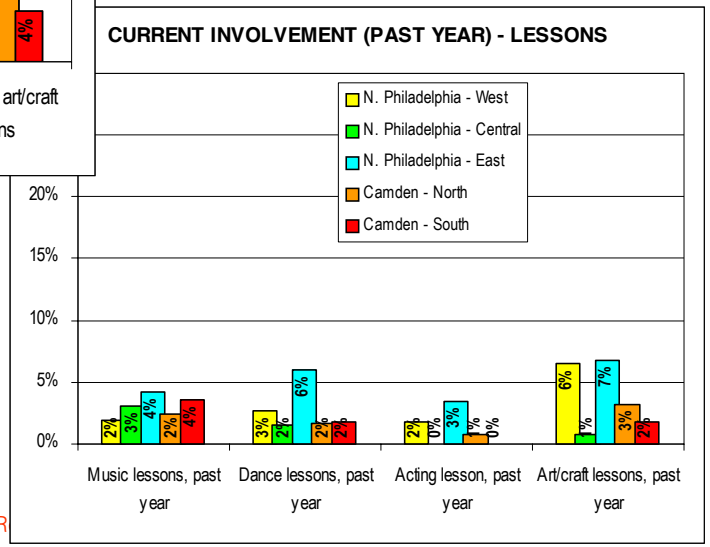


- These questions were worded as follows: "Does [concern for your safety] keep you from doing social or cultural activities in your neighborhood that you'd like to do?"
- Clearly, concern for safety is a bigger barrier to participation than lack of transportation.
- Both barriers were highest for N.P. – West respondents.
- Further analysis suggests that concern for safety is twice the factor for women as it is for men (31% vs. 15%, respectively), and also much higher for respondents in the highest age cohort (44% for respondent age 55+), compared to other age cohorts.
- South Camden respondents were least likely to cite safety as a barrier, at 18%.

Past and Current Involvement in Arts Lessons/Classes



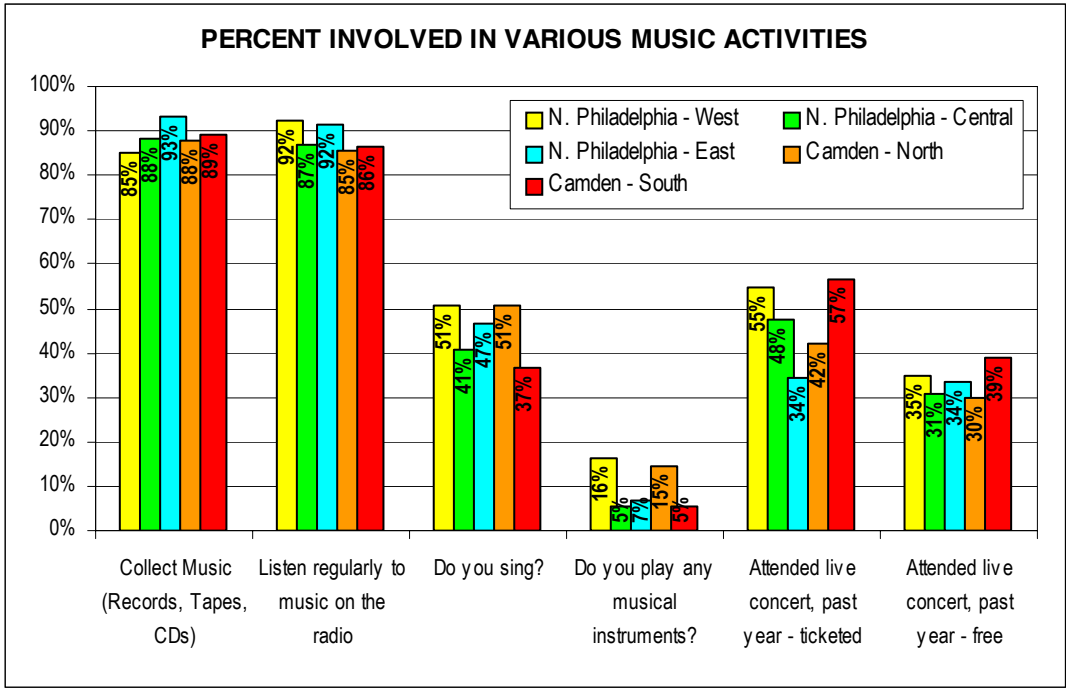
- Respondents across all five sites reported what might be considered to be low rates of lifetime involvement in various types of arts "lessons" (i.e., formal instruction).
- The exception is N.P – West respondents, who reported higher levels across-the-board. At the low end of the scale were South Camden respondents.
- A follow-up question asked those who reported any lifetime involvement if they had done the activity in the past year. Figures were in the single digits across all five neighborhoods.



Discipline-by-Discipline Analysis

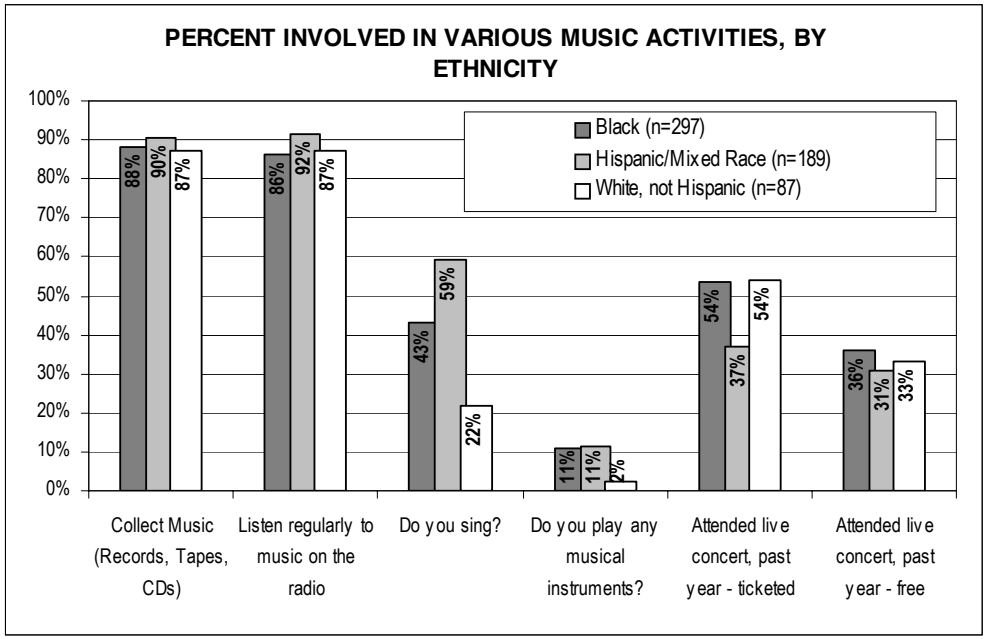
- The analysis that follows is organized by discipline:
  - *Music participation*
  - *Dance and theatre participation (includes film)*
  - *Visual arts and crafts participation*
  - *Reading and creative writing participation*
  - *Other outlets for artistic expression*

Participation in Music Activities



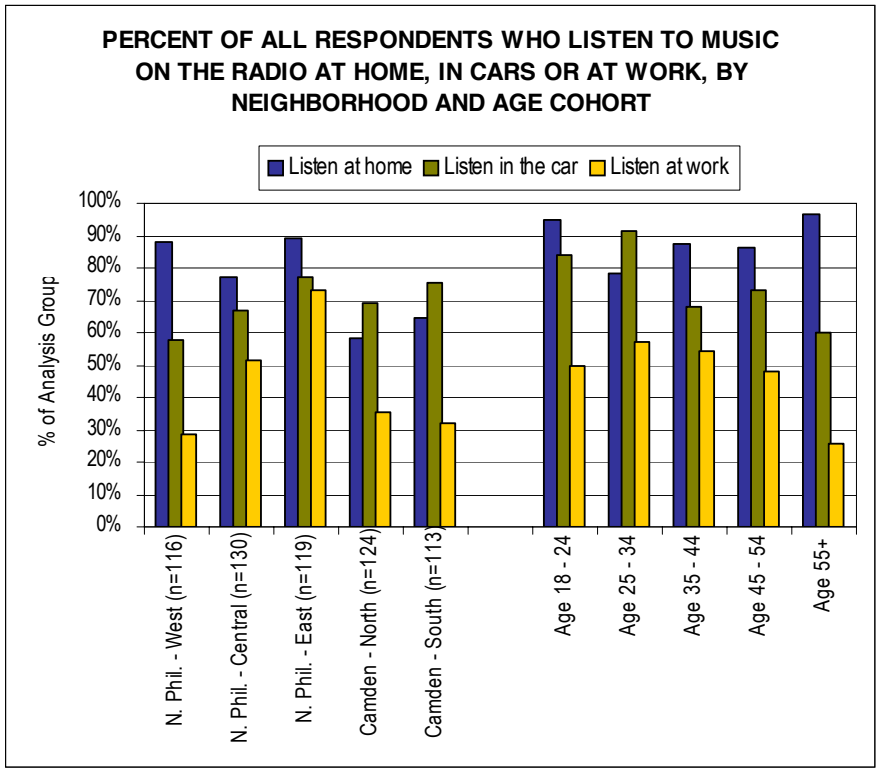
- Generally, respondents across the five sites reported strong involvement in some music activities, including collecting music and regularly listening to music on the radio.
- Between 34% (N.P. – East) and 57% (South Camden) reported attending at least one live ticketed concert of any sort in the past year, while approximate a third of respondents reported attending a free concert.
- Approximately 40% of all respondents indicated that they sing (see next slide for more discussion), which equals or exceeds the participation rates for concerts, in some cases.
- Very few respondents, on the other hand, say that they play a musical instrument.

Participation in Music Activities, By Ethnicity



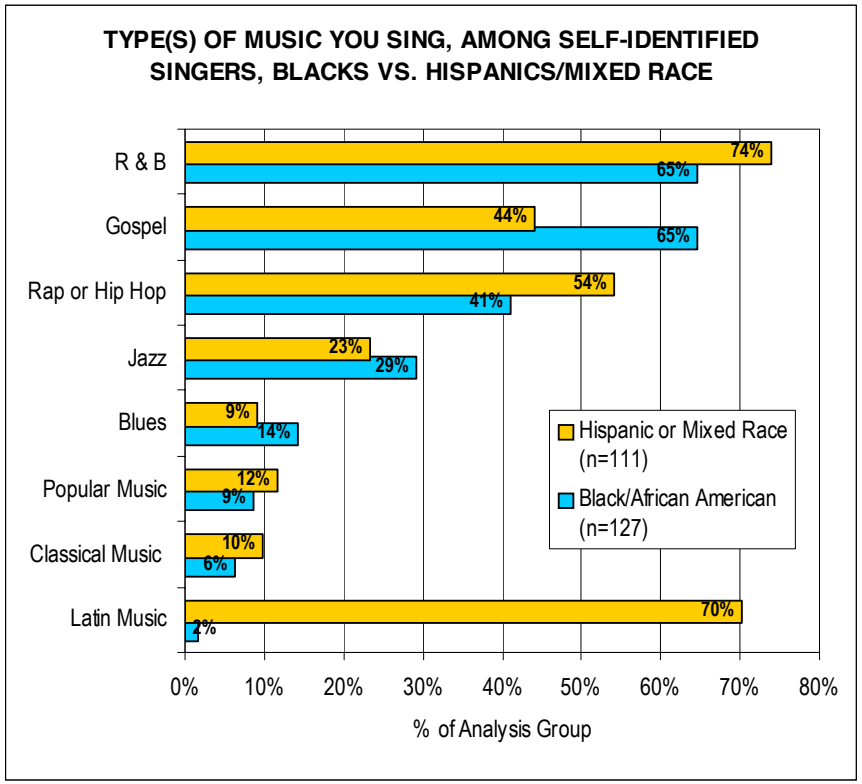
- Survey results suggest that all ethnic groups are equally likely to consume music via radio, and collect music recordings.
- Hispanic and Mixed Race respondents were significantly more likely than Blacks to say that they sing (59% vs. 43%, respectively), and Whites were half as likely as Blacks to identify as singers (22% vs. 43%, respectively).
- Hispanics and Mixed Race respondents were significantly less likely than Blacks and Whites to report attendance at ticketed concerts (37% vs. 54%, respectively), although Hispanic attendance at free concerts equals that of Black and Whites (about 30%).

Music Participation via Radio



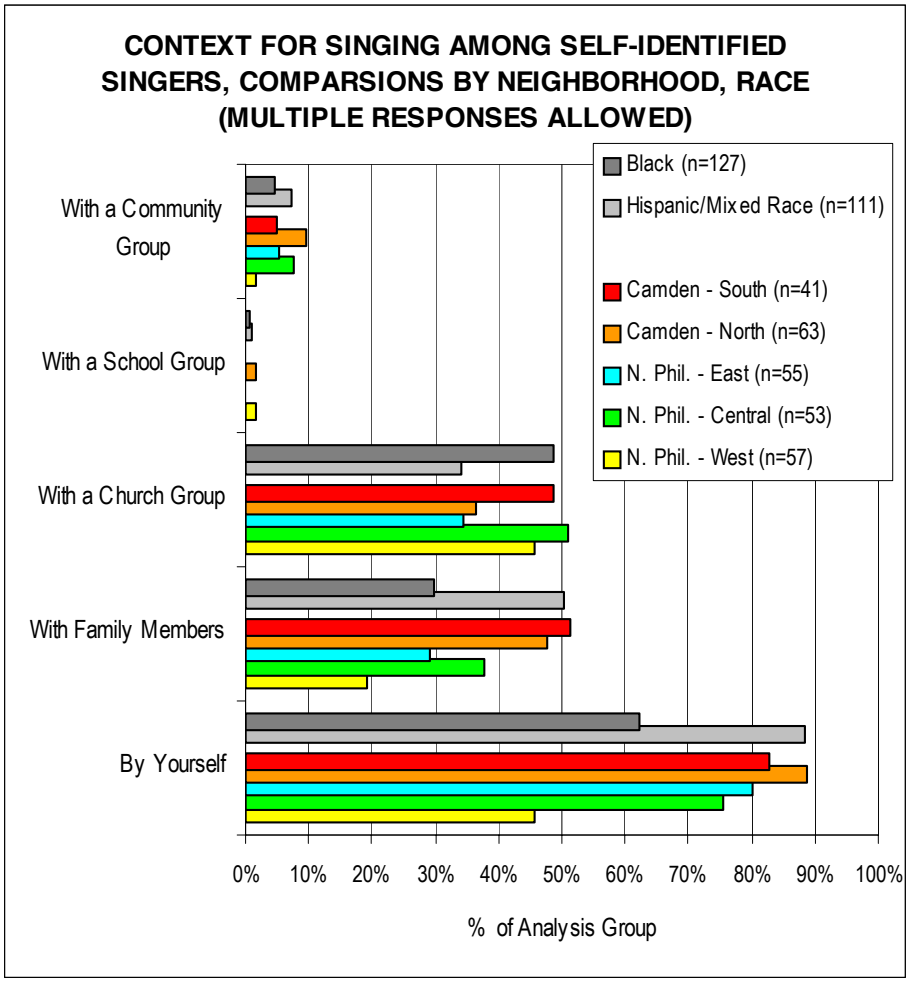
- Overall, music participation via radio is one of the dominant forms of cultural consumption in the five neighborhoods studied.
- At-home listening is more frequent, but in-auto listening is also prevalent.
- North and South Camden respondents report the auto as a venue for radio listening more often than the home.
- Moreover, many respondents also report listening to music on the radio at work, underscoring the accessibility of the medium in a range of settings.
- Music participation via radio is high across all age cohorts, and is highest among young adults.

Singing: Types of Music



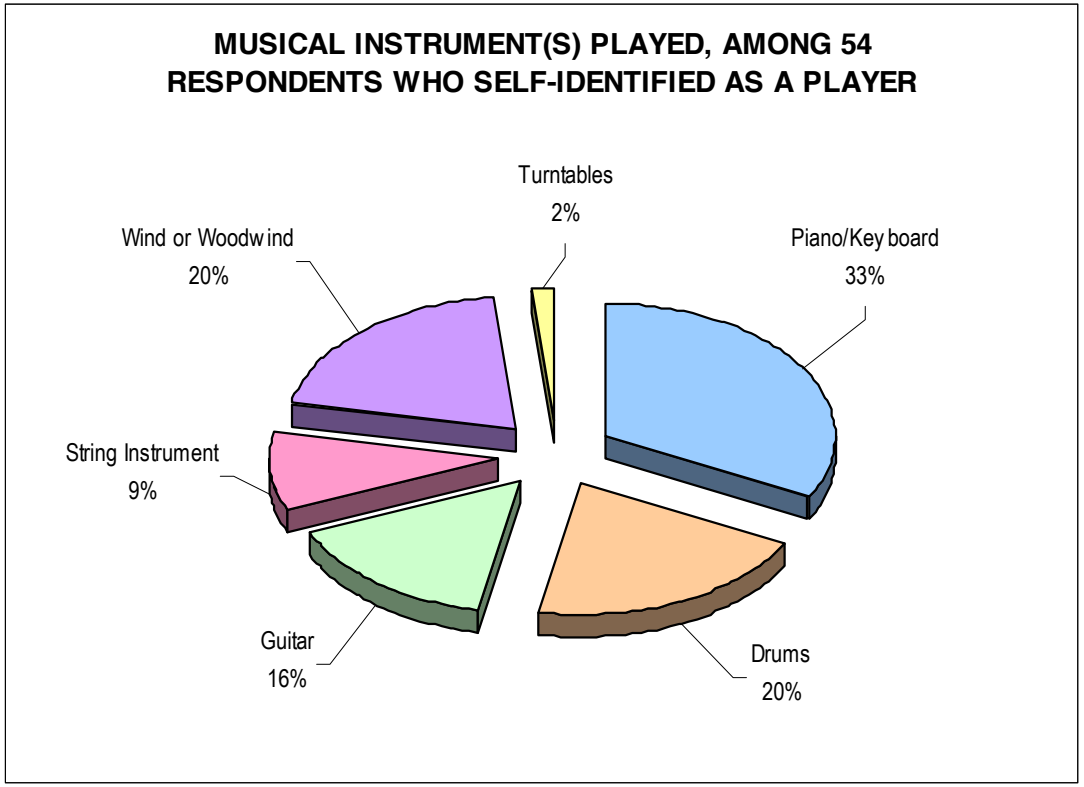
- Respondents who self-identified as singers were asked what types of music they like to sing. A list of eight types of music was provided. Results here are reported for Black/African American and Hispanic/Mixed Race respondents, as significant differences were observed.
- Among Black respondents, R & B and Gospel top the list by a large margin (65% for both), followed by Rap or Hip Hop (41%) and then Jazz (29%).
- Among Hispanic/Mixed Race respondents, R & B (74%) and Latin Music (70%) top the list by a wide margin, followed by Rap or Hip Hop (54%) and Gospel (44%).

Social Context for Singing



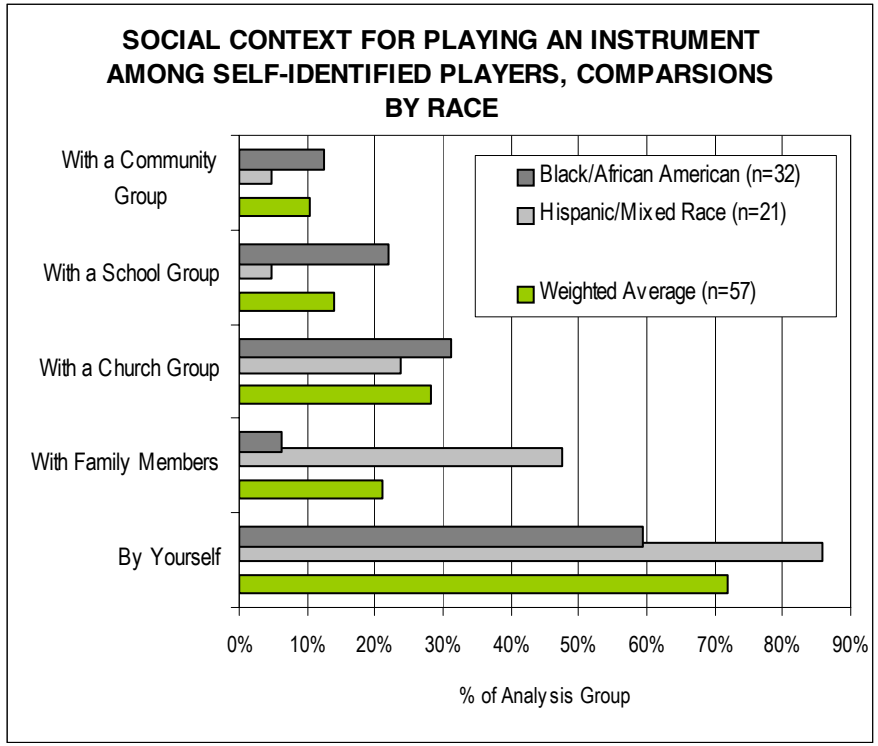
- Further questioning about singing reveals important differences in the social context surrounding singing.
- A large share of those who identify as singers say that they sing alone ("by yourself"). This suggests widespread awareness and use of the human voice as an avenue for artistic expression among respondents, and indicates potential for deeper engagement in vocal expression, but not necessarily in a social context.
  - *One could also infer from this a certain amount of latent demand for organized singing activities.*
- Approximately half of Black/African American respondents who self-identified as singers indicated that they sing with a church group, while nearly half of Hispanic/Mixed Race respondents reported singing with family members.
  - *Given the large percentages of respondent who sing, church-based and community-based choral/vocal programs are clearly indicated as existing access points to the cultural fabric.*
  - *Insufficient sample size for Whites*

Musical Instruments Played



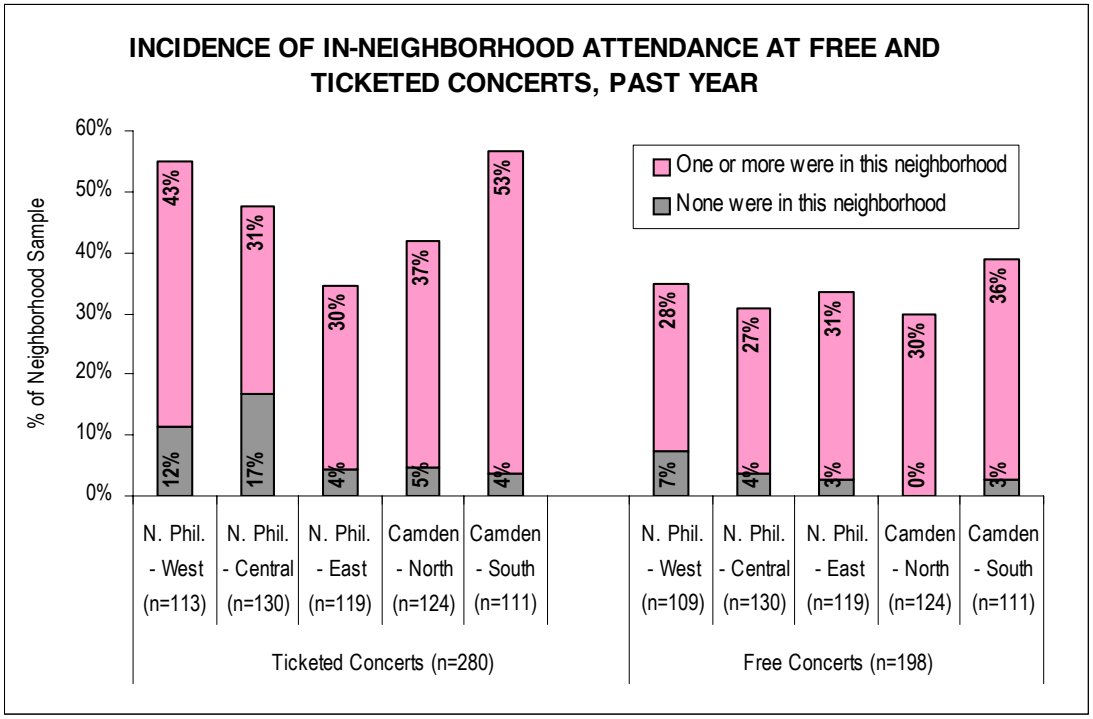
- Only 54 respondents out of 602 reported that they "play any musical instruments." Those who responded affirmatively were asked an open-ended follow-up question, "What instruments do you play?"
- A third of the answers related to keyboard playing (piano, organ), while 20% reported playing wind or woodwind instruments (flute, clarinet) and 9% reported playing a string instrument (violin, cello)
- Another 20% indicated they play drums, clearly a significant mode of musical expression, and 16% reported playing guitar.
- There are not enough responses here to cross-tabulate by age or ethnicity.

Social Context for Playing



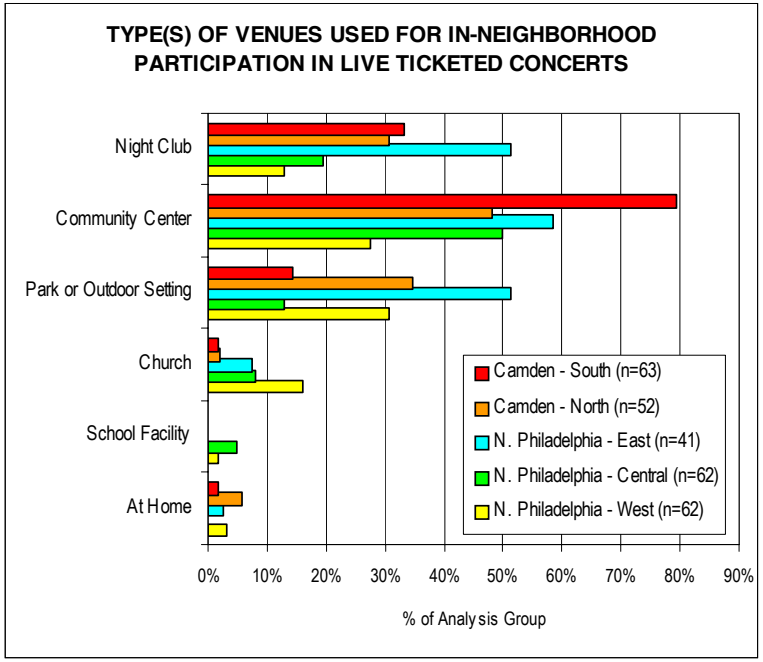
- Among the small number of respondents who play instruments, the social context for playing varies.
- The largest share of respondents reported no social context for playing. In other words, it's a solitary activity.
- As with singing, Hispanic/Mixed Race respondents were much more likely to report playing instruments with family members (48%, compared to 6% for Black/African American respondents)
- A third of Black/African American respondents who self-identified as instrument players reported playing with a church group, and 22% with a school group.
  - *Insufficient sample size for Whites*

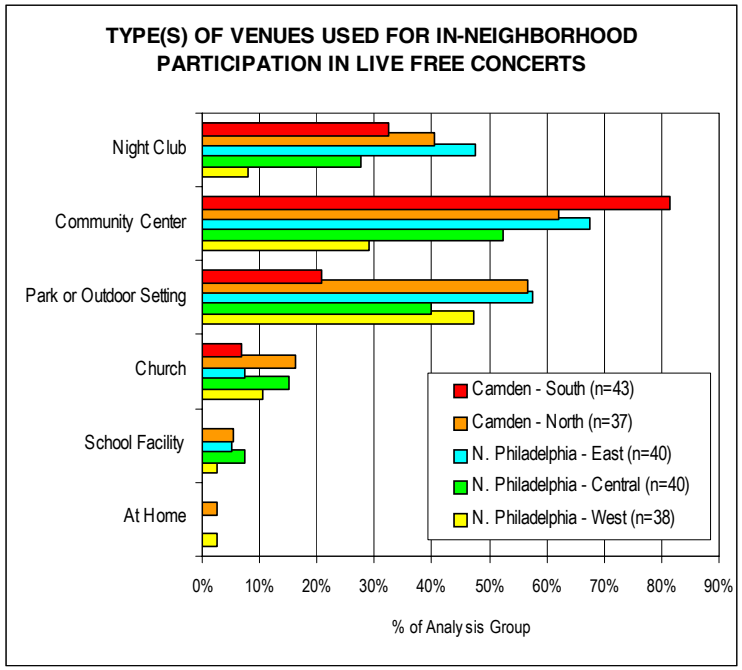
Attendance at Free and Ticketed Live Music Concerts



- Respondents who indicated that they had attended at least one free or ticketed live music concert over the past year were asked if any of these concerts took place "in this neighborhood."
- A large majority responded that at least one concert had taken place in their neighborhood.
  - *Please note that this does not mean that concert attendance did not also take place outside of their neighborhood.*
- Free concerts were more likely than ticketed concerts to take place within the neighborhood.

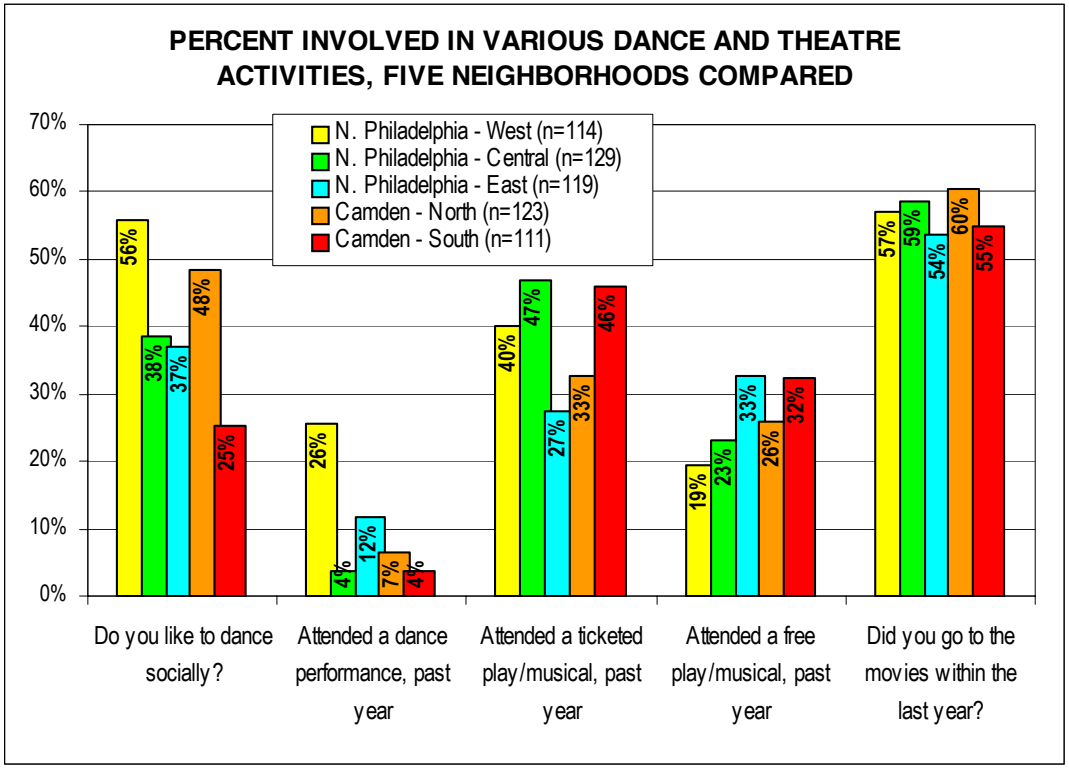
Types of Venues Used for In-Neighborhood Concerts





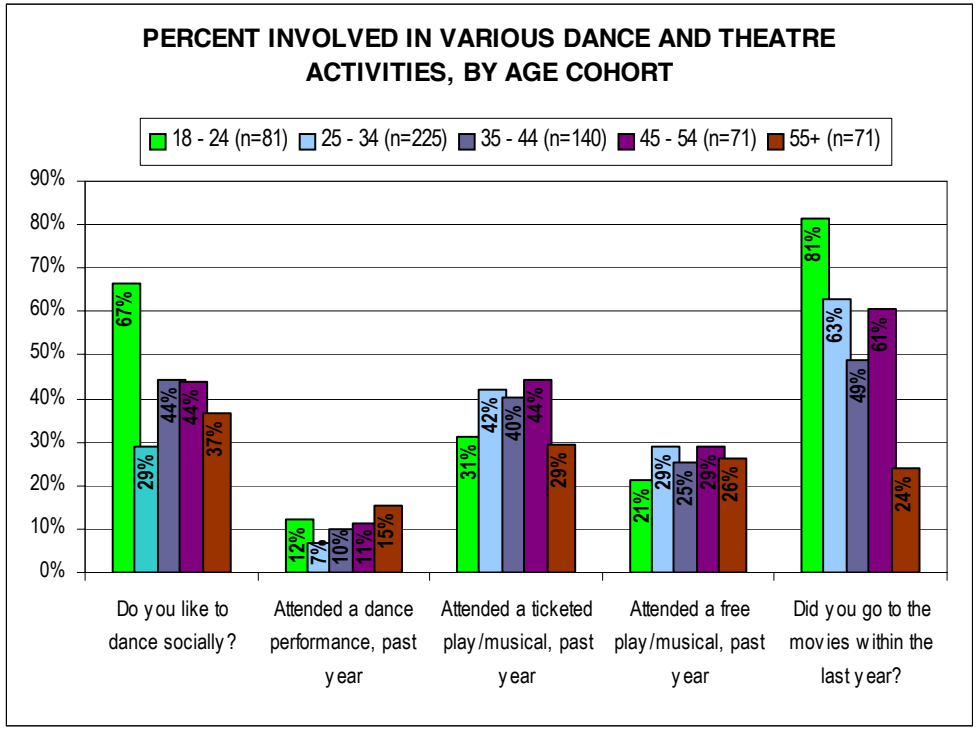
- Community Centers were cited most frequently as venues for in-neighborhood concerts, both free and ticketed, although figures varied substantially across the five neighborhoods. South Camden respondents were most likely to cite community centers (80%), while N.P. – West respondents were least likely (30%) – a significant gap.
- Parks or Outdoor settings were cited more frequently as in-neighborhood venues for free concerts, as might be expected, although South Camden respondents were much less likely to cite outdoor venues. Nightclubs also serve as venues for in-neighborhood music participation.

Dance and Theatre Participation



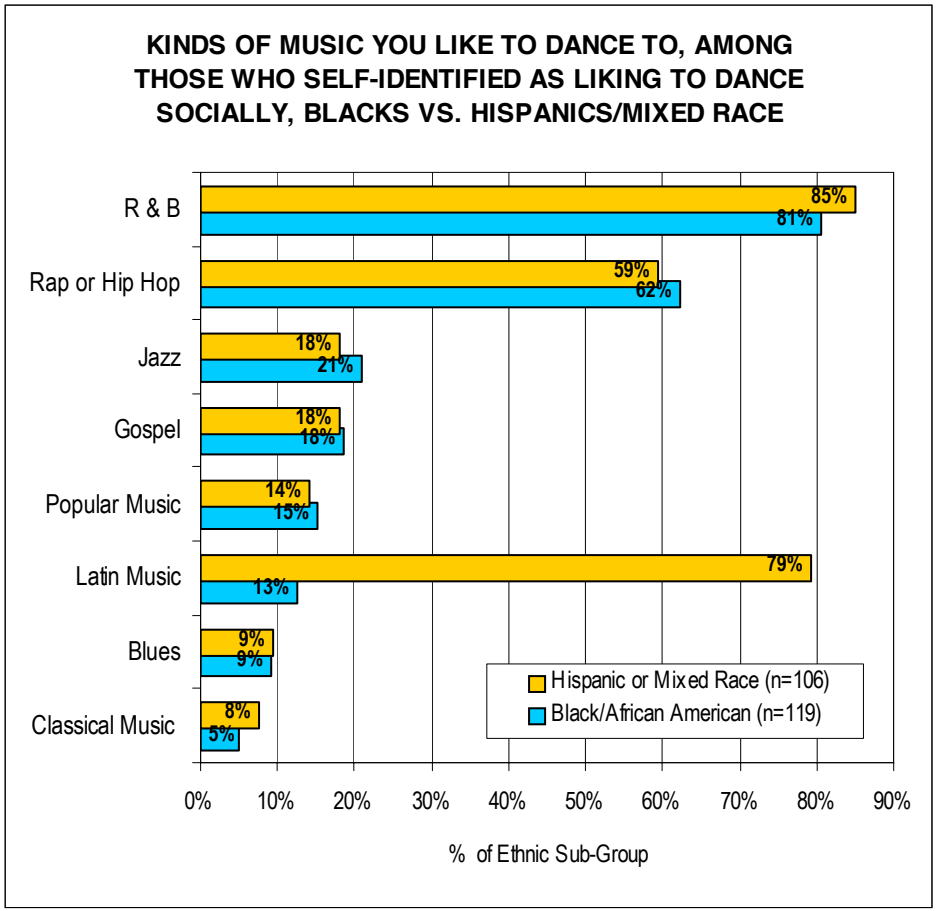
- Between 55% and 60% of respondents reported going to the movies at least once over the past year.
- Relatively high rates of participation were also observed for live theatre; rates of attendance for ticketed plays or musicals (past year) ranged from a low of 27% for N.P. – East respondents to a high of 47% for N.P. – Central respondents and 46% for South Camden respondents.
  - *Attendance at free plays or musicals was somewhat lower, ranging from 19% to 33%.*
- With respect to dance, many respondents expressed an interest in social dancing, with a low of 25% (South Camden) to a high of 56% (N.P. – West). Far fewer reported attendance at a live dance performance over the past year, except for N.P. – West respondents (25%).

Dance and Theatre Participation, by Age Cohort



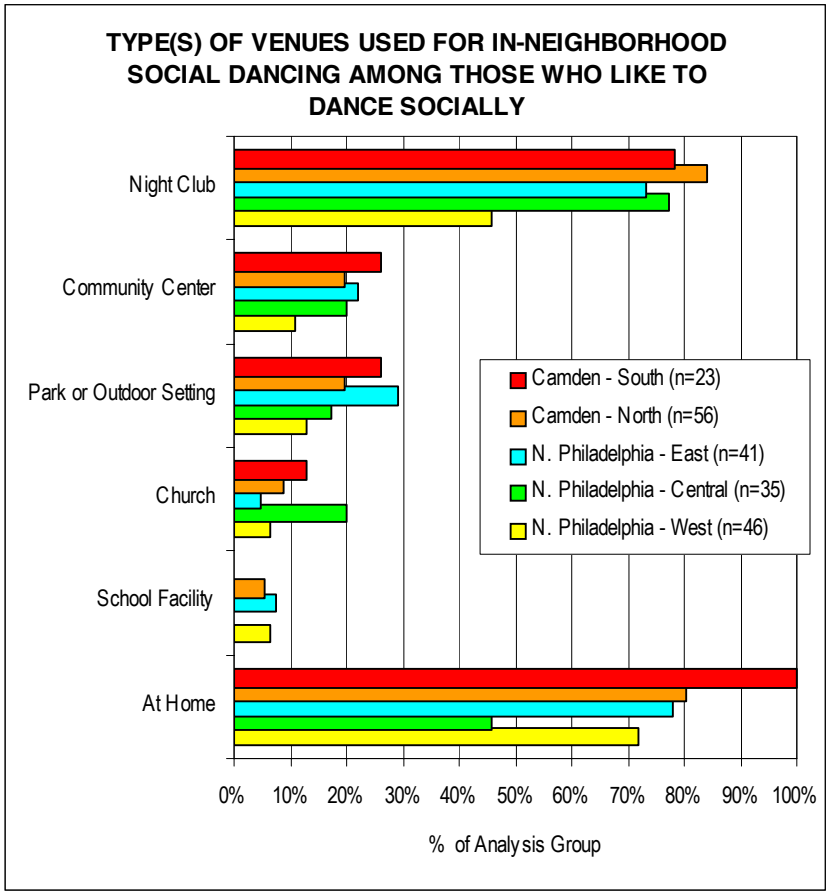
- Several interesting differences across age cohorts were observed for dance and theatre participation.
- Respondents in the youngest age cohort (18-24) were substantially more likely to report social dancing as something they like to do
- The youngest respondents were also most likely to report movie attendance in the past year (81%) compared to just 24% for those in the oldest cohort (55+).
- No significant differences were observed across age cohorts for attendance at ticketed or free plays or musicals, or for playing music instruments.

Social Dancing: Types of Dance

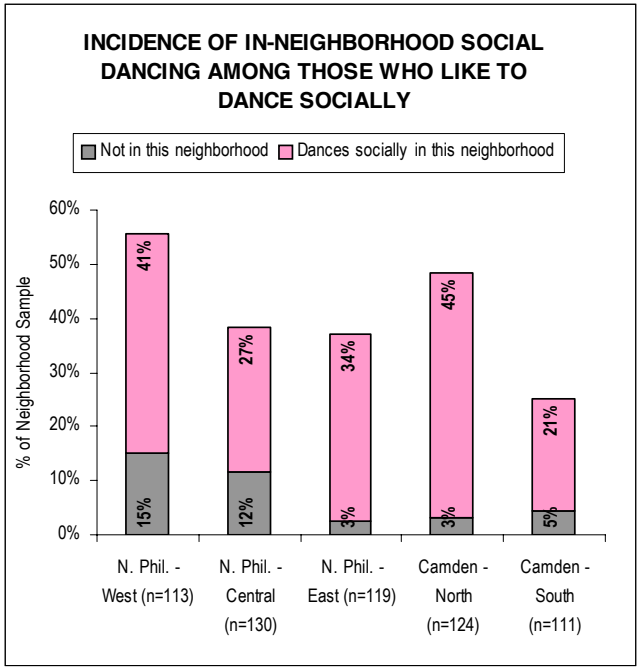


- Respondents who identified as liking to dance socially were asked what types of music they like to dance to. A list of eight types of music was provided. Results here are reported for Black/African American and Hispanic/Mixed Race respondents, as significant differences were observed.
- Among Black respondents, R & B (81%) and Rap or Hip Hop (62%) top the list.
- Among Hispanic/Mixed Race respondents, R & B (85%) and Latin Music (79%) top the list, followed by Rap or Hip Hop (59%).
  - *Insufficient sample size for Whites*

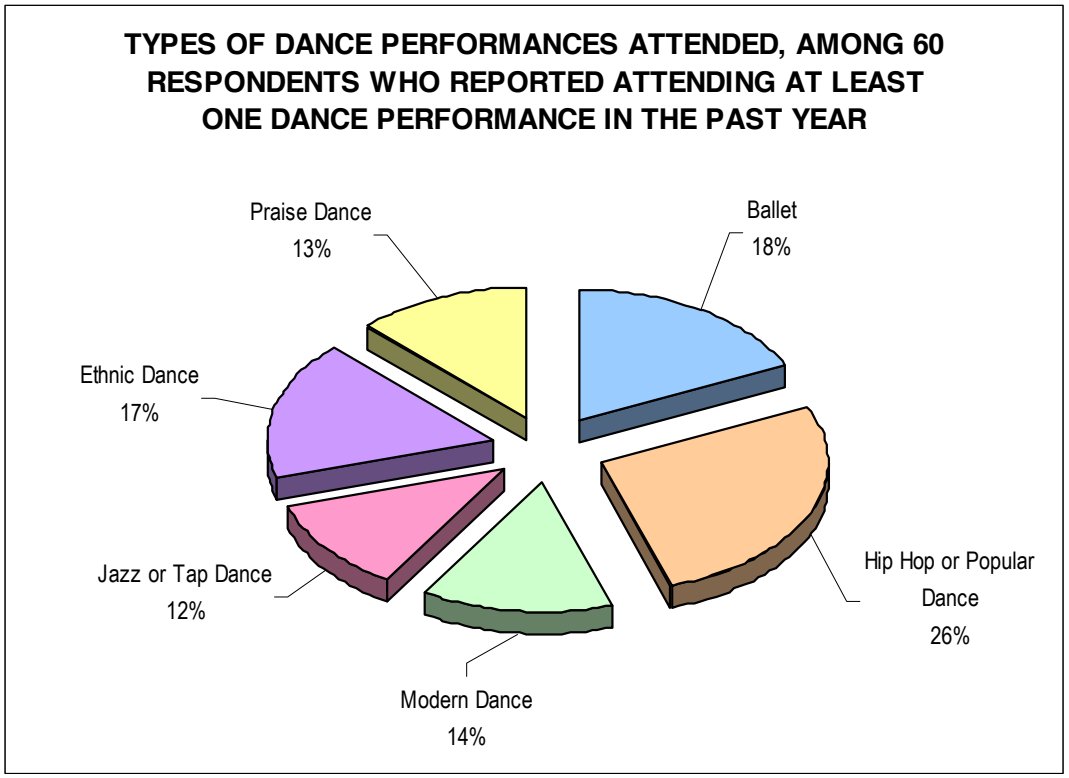
In-Neighborhood Social Dancing



- Among those who like to dance socially, dance participation is very likely to occur in the respondent's neighborhood.
- In terms of venues, social dancing is most likely to occur in private homes (except for N.P. – Central) and in nightclubs. Other venues for social dancing include community centers, outdoor facilities and churches.

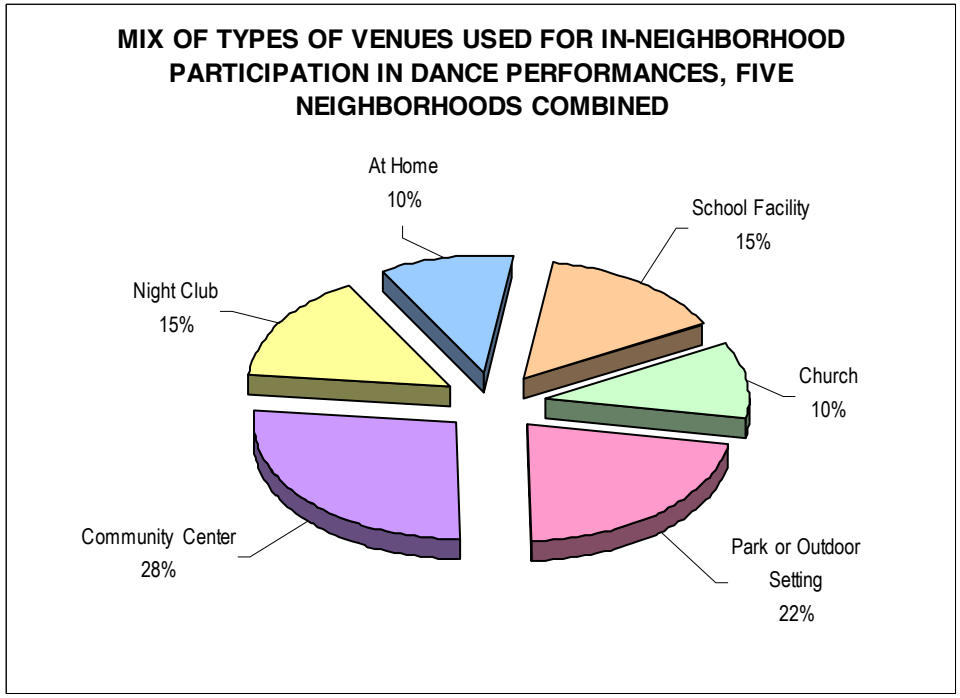


Types of Live Dance Performances Attended

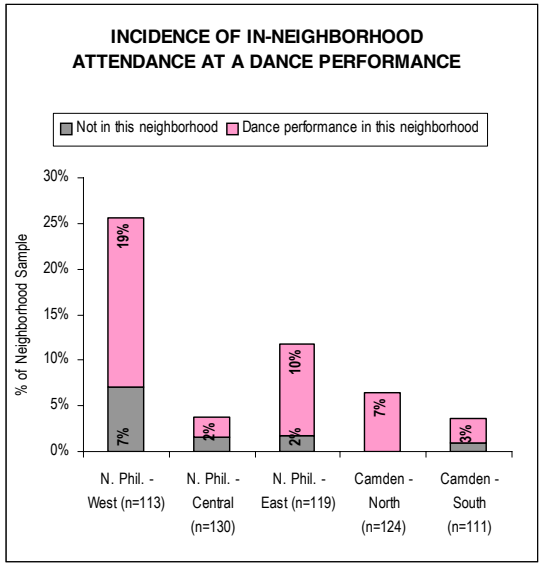


- Only 60 respondents out of 602 reported attending at least one dance performance over the past year. Those who did were asked a follow-up question about the types of dance they attended.
- The dominant style of dance attended was “hip hop or popular dance” (26%) followed by ballet (18%) and “ethnic dance” (17%). Modern dance (14%), Praise dance (13%) and Jazz or Tap Dance (12%) also were genres of interest.

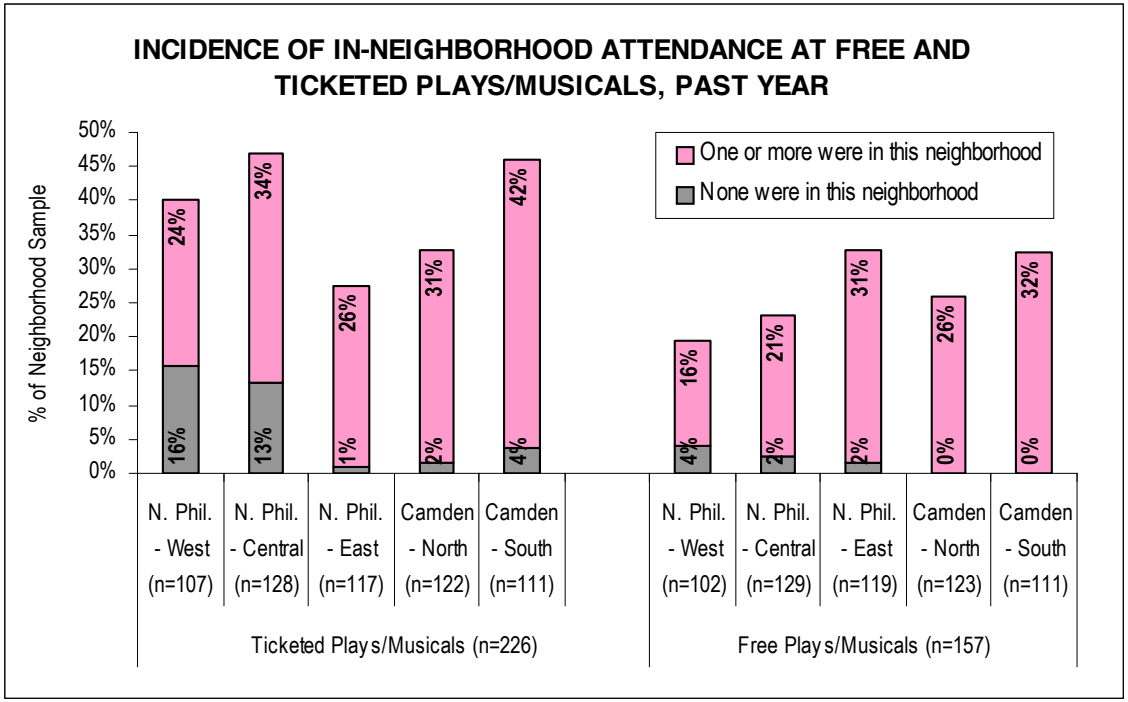
Venues for In-Neighborhood Attendance at Live Dance Performances



- Among those who reported attendance at a live dance performance over the past year (n=60), attendance was likely to occur in the respondent's neighborhood, at community centers, outdoor facilities and schools and night clubs.

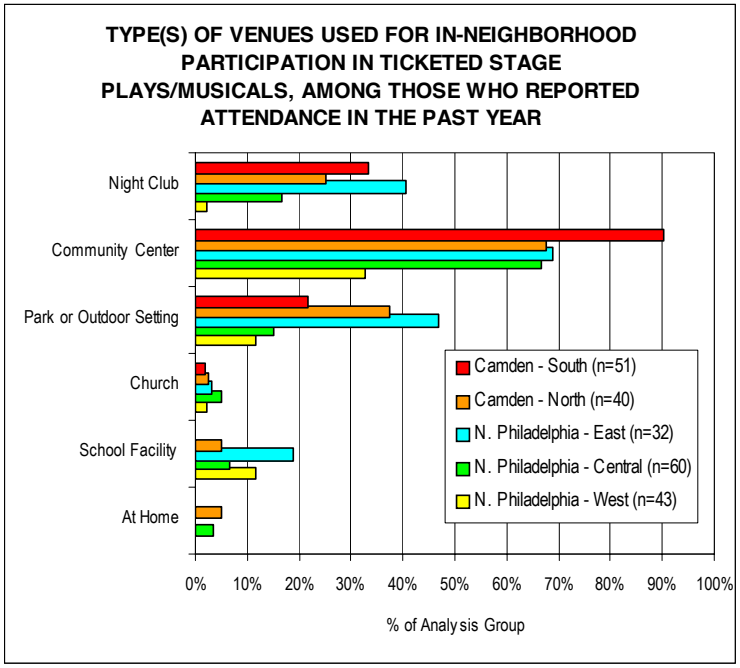


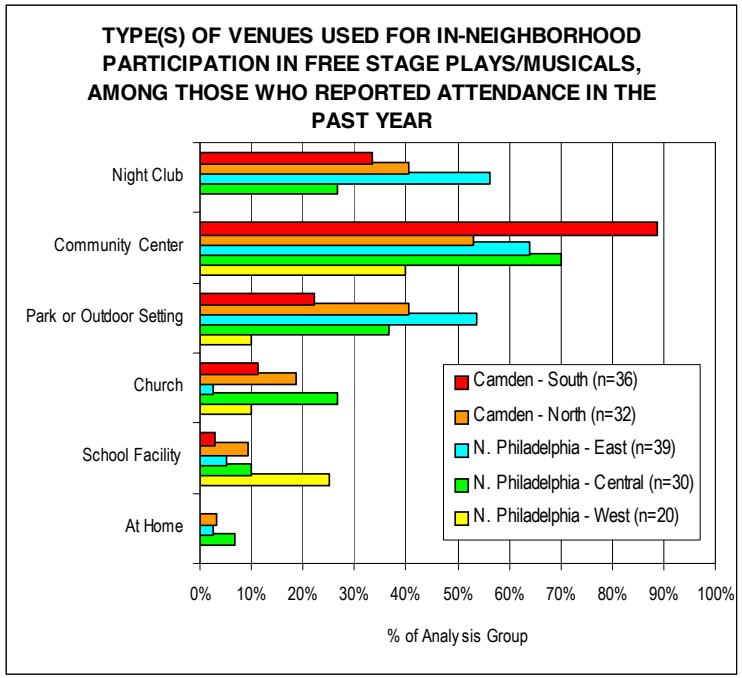
Attendance at Free and Ticketed Plays and Musicals



- Respondents who reported attending at least one ticketed play or musical over the past year were likely to have attended in a neighborhood venue. About a third of N.P. – West and Central respondents, however, did not use a neighborhood venue.
- Almost all respondents who reported attending at least one free play or musical over the past year attended in a neighborhood venue. (Attendance also may have occurred outside of the neighborhood.)
- Overall, results point to the importance of neighborhood venues in theatre participation.

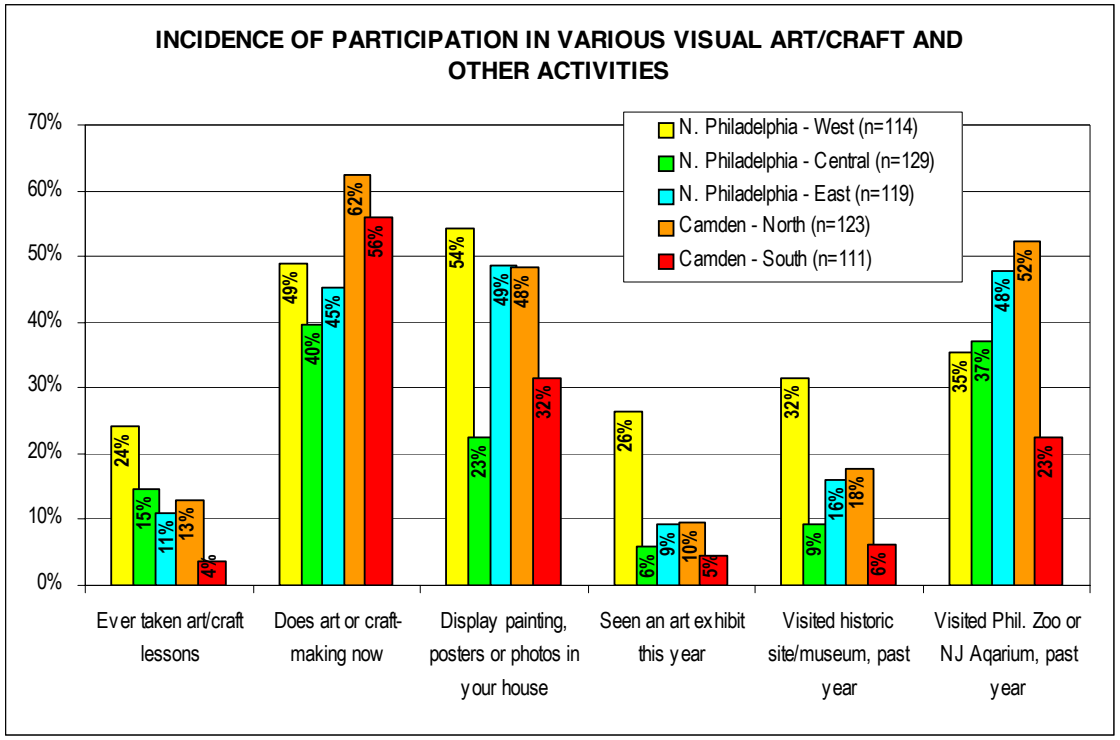
Types of Venues Used for In-Neighborhood Theatre Attendance





- Community centers were cited most frequently as in-neighborhood venues for free and ticketed plays and musicals. South Camden respondents were most likely to cite community centers, while N.P. – West respondents were least likely.
- Parks/outdoor settings were also cited by significant percentages (esp. for N.P. – West), as well as night clubs. In contrast, schools and churches were less likely to be cited, although they play a small role in the delivery system for free productions.

Museum Attendance, and Participation in Visual Art and Craft-making Activities

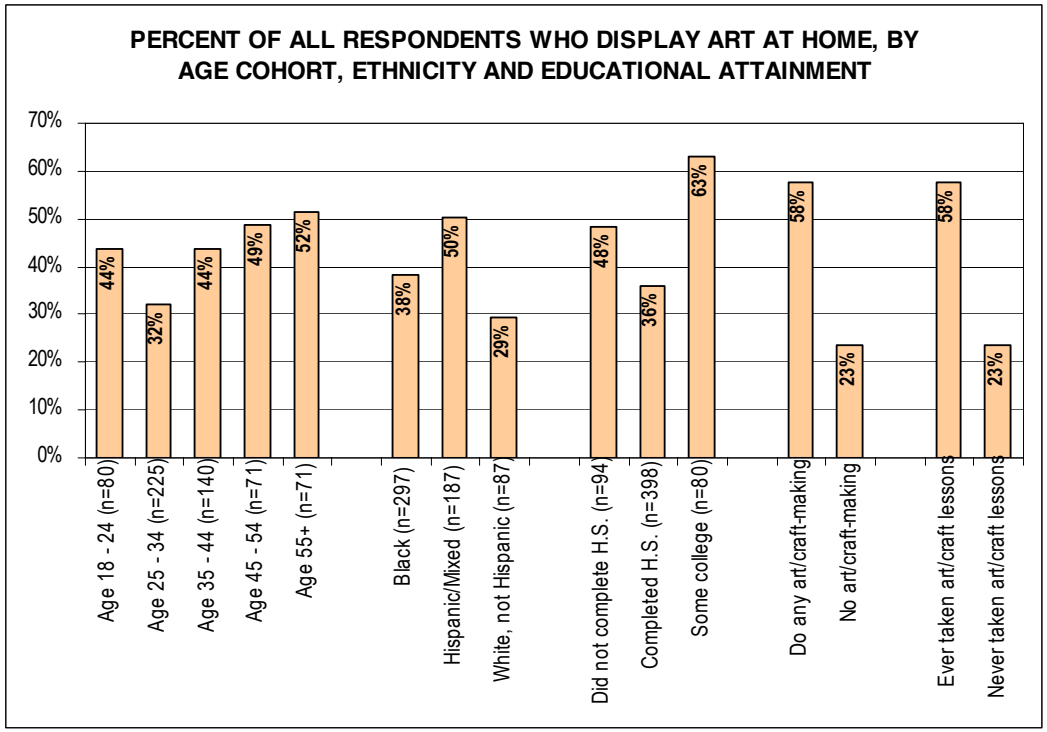


- While relatively few respondents reported that they've "ever taken art lessons or studied a craft," many more reported that they "do art or craft-making now." This is particularly true for North and South Camden respondents.
  - *The lack of formal training, clearly, has not stopped respondents from expressing themselves creatively through art and craft-making.*
- Between 23% (N.P. – Central) and 54% (N.P. – West) of respondents indicated that they display paintings, posters or photos in their homes. Further investigation is needed to understand differences across neighborhoods in this regard.
- Relatively few respondents reported attendance at art exhibits or historic sites, except for N.P. – West respondents.

Art in the Home

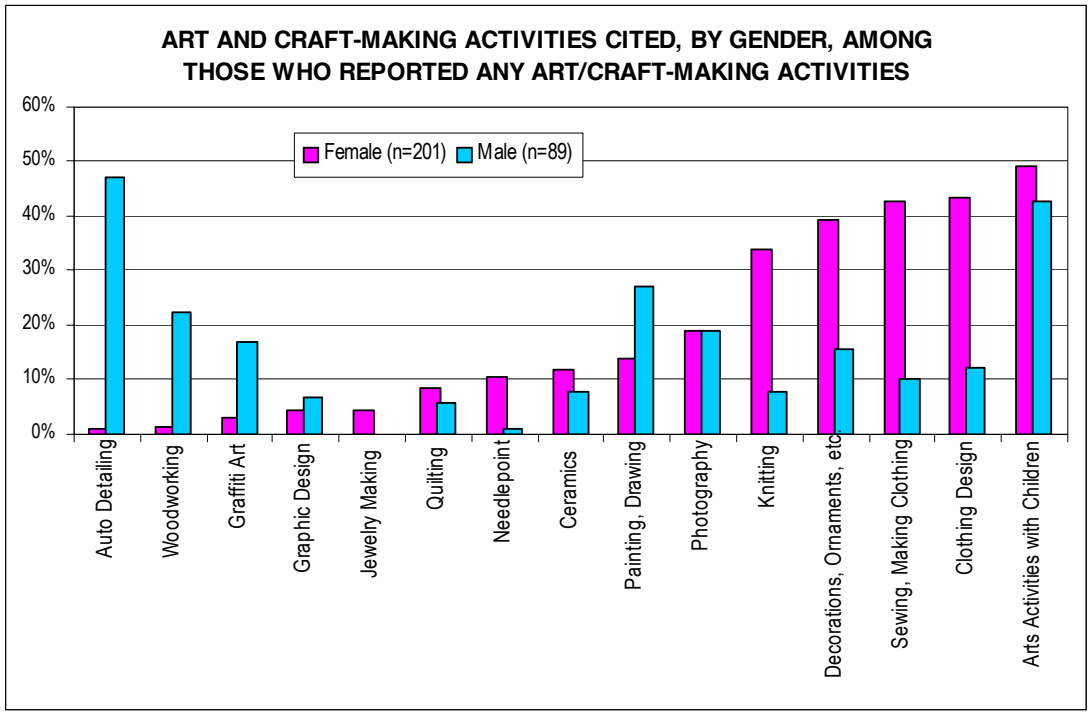
- Recall that approximately four in ten respondents across the five neighborhoods said that they "display paintings, posters, photographs, or other art in your house."
  - *This compares to one in ten respondents who saw an art exhibit (anywhere) in the past year, indicating that the home is the most common setting for experiencing visual art.*
- 224 respondents answered an open-ended follow-up question designed to elicit information about what types of art are most meaningful:
  - *"What's your favorite piece of art in the house?"*
- The most frequent responses, in descending order, are:
  - *Paintings, unspecified*
  - *Religious art (paintings, drawings, statues)*
  - *Family photos*
  - *Posters and photos of athletes and performers*
  - *Artwork by children*

Art in the Home – Continued



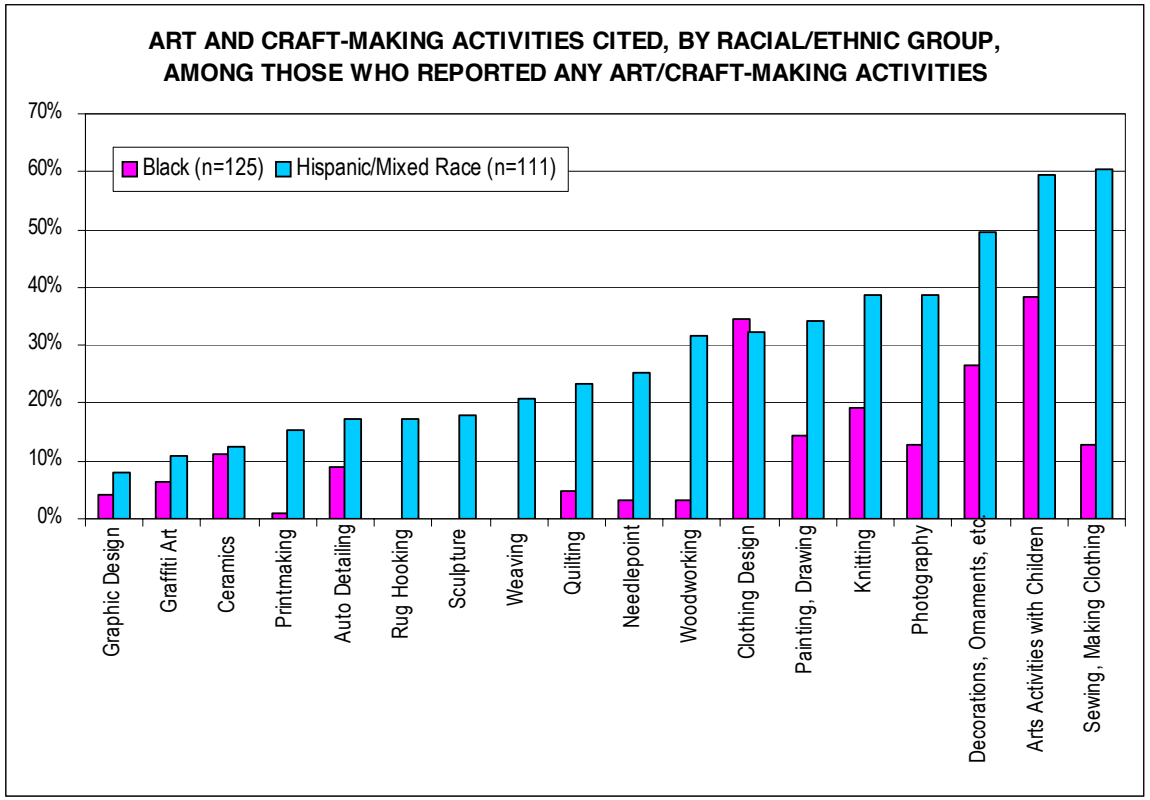
- One might expect that as people get older, they are more likely to display art (i.e., paintings, posters, photos) in the their home, but the data do not support this assertion. Younger adults 18-24 were about as likely as adults in the older cohorts to display art in their homes.
  - *It should be noted that decisions about displaying art in the home may involve others.*
- Hispanic/Mixed Race and Black respondents were more likely than Whites to say that they display art in the home.
- Respondents with the highest level of educational attainment were most likely to report art in the home, although respondents who had not completed high school were more likely to display art than those who had.
- Respondents who do art/craft-making activities, and those who've ever taken art lessons are two and a half times more likely to display art in their homes.

Specific Art and Craft-making Activities, by Gender



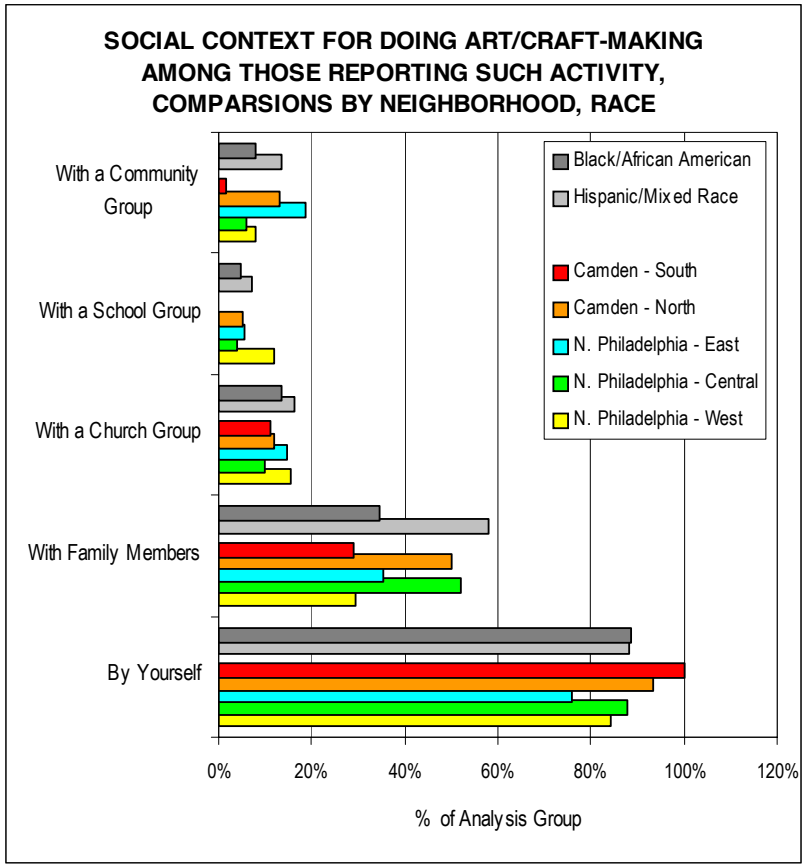
- Respondents were asked what specific types of art and craft-making they do. A pre-coded list of 22 activities was provided to the interviewer, to assist in categorizing responses.
- Males and females reported very different activities, as might be expected.
  - *The most common activity reported by males was auto detailing, followed by arts activities with children. Males were also more likely than females to report painting or drawing, woodworking and graffiti art.*
  - *Females were most likely to report arts activities with children, as well as creative expression through designing and making clothing and decorative/ornamental items.*

Specific Art and Craft-making Activities, by Ethnicity



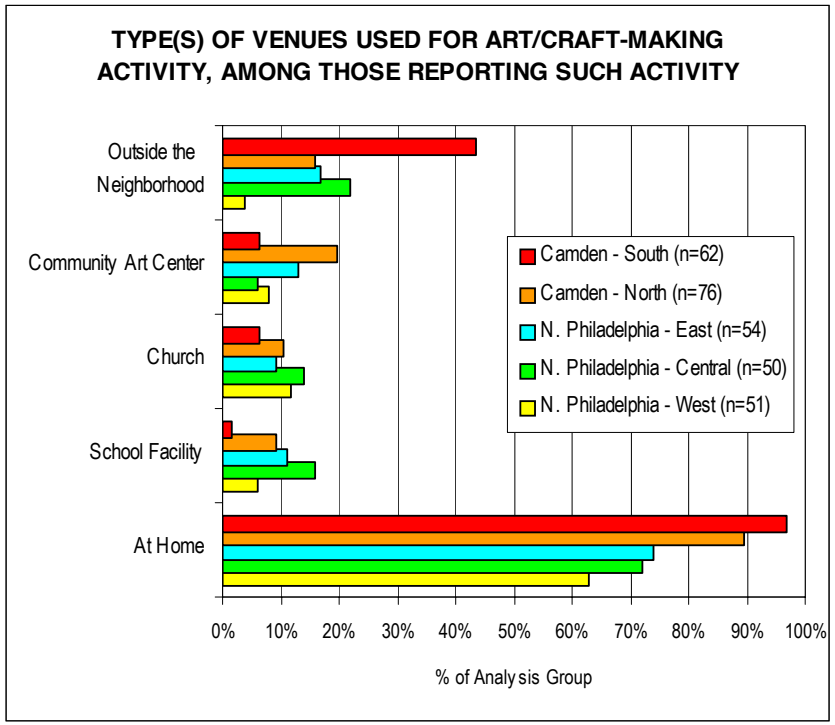
- Clear differences are also observed with respect to ethnicity.
- Generally, respondents who identified as Hispanic or Mixed Race were substantially more likely than Black/African-American respondents to report all types of art and craft-making activities, with the exception of clothing design.
  - *Holding other factors constant, one sees evidence here of different cultural norms.*

Social Context for Doing Art/Craft-making Activities



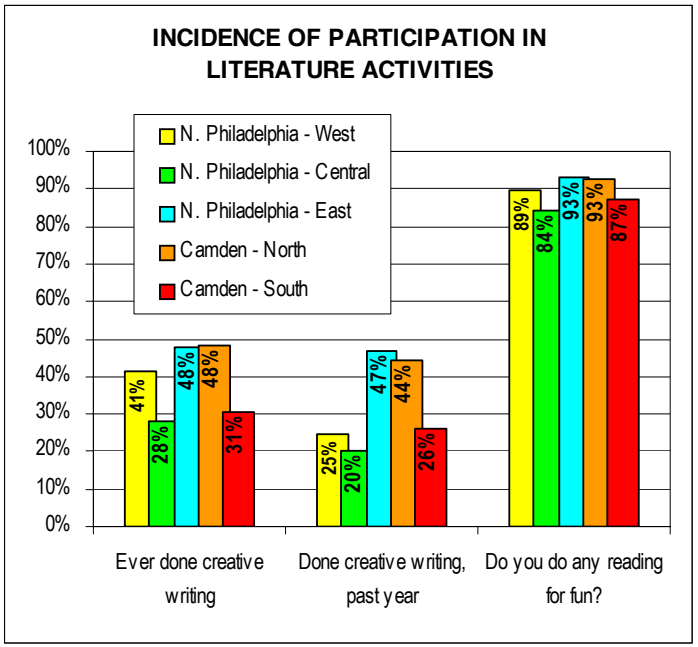
- A great deal of art/craft-making activity occurs on a solitary basis, without social context.
- For those who reported doing art/craft-making activities with others, family members were cited most frequently.
- Hispanics and Mixed Race respondents were much more likely than Black/African American respondents to report doing art/craft-making activities with family members (58% vs. 34%, respectively).

Venues for Doing Art/Craft-making Activities



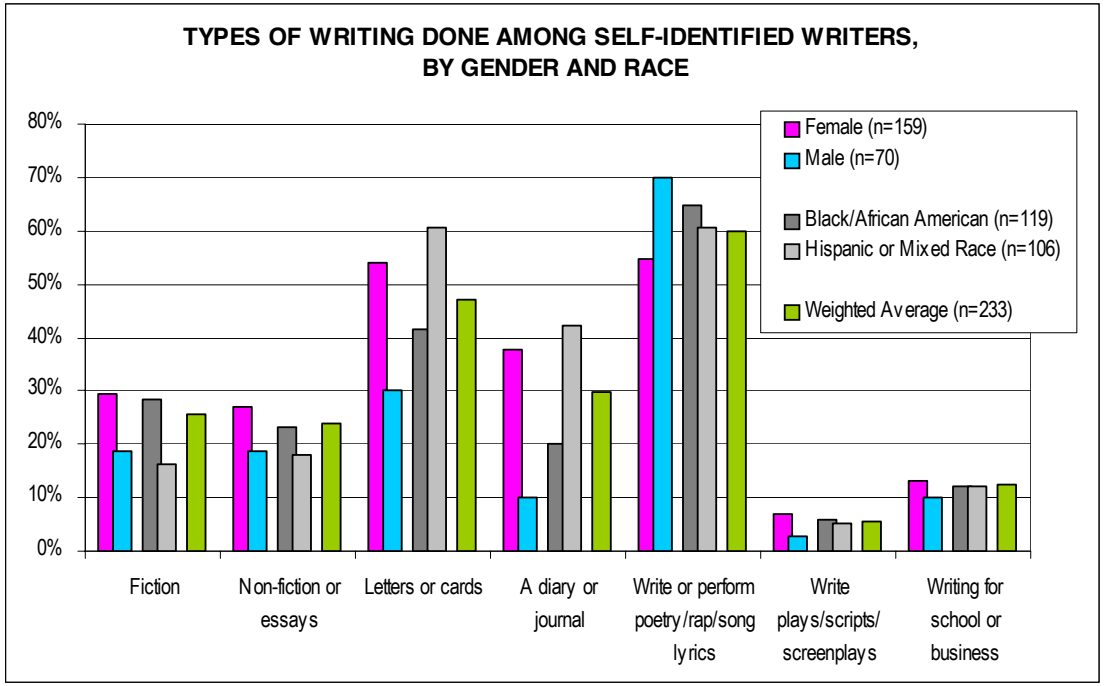
- Once again, we see the importance of the home as a venue for arts participation.
- Relatively small percentages of respondents reported doing art/craft-making activities outside of the home, with some exceptions.
  - *More South Camden respondents reported participating in these activities at venues outside of the neighborhood*
  - *Somewhat more North Camden respondents reported doing these activities at a community art center*

Participation in Reading and Creative Writing



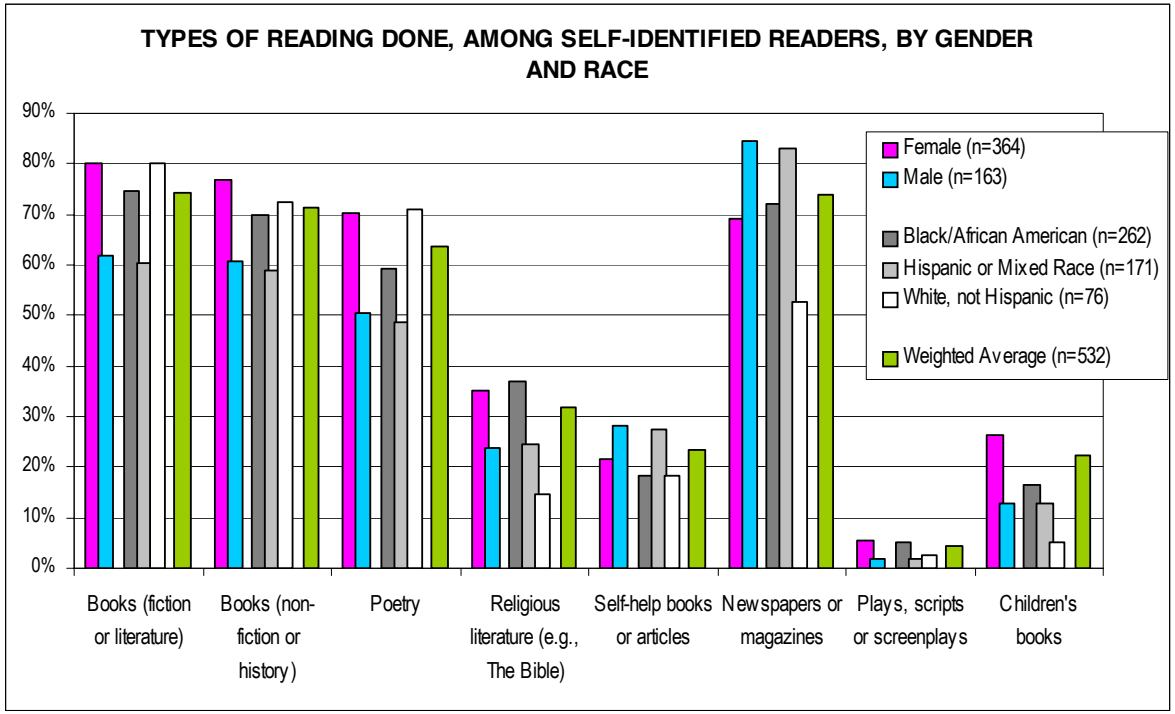
- Between 28% (N.P. – Central) and 48% (N.P. – East and North Camden) of respondents said that they've "ever done any creative writing."
- Of those who responded affirmatively, most had done so within the past year.
  - *In other words, creative writing is likely to be a current activity or not an activity at all.*
- A large majority of respondents – eight or nine in ten – said that they "do any reading for fun, the highest figure for any type of cultural participation measured in this survey.

Creative Writing Outlets



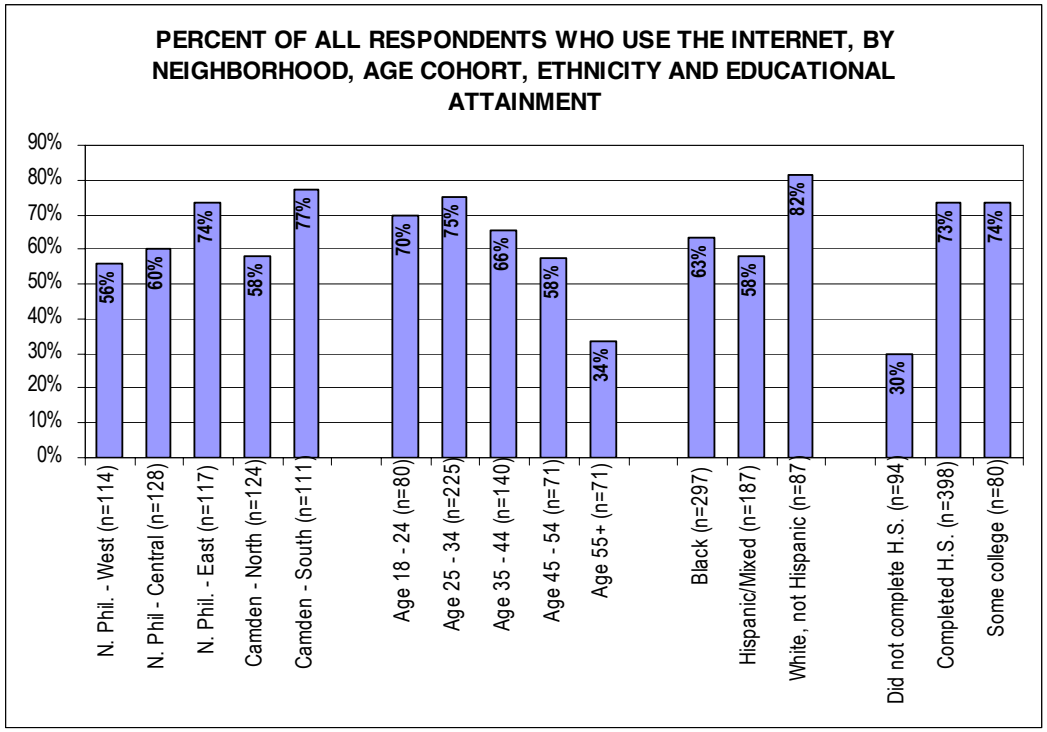
- Further analysis sheds light on who is writing what.
- The dominant mode of expression for creative writers is "writer or perform poetry/rap/song lyrics," with 60% participation among self-identified writers.
  - *Males were more likely than females to identify this activity.*
  - *Unlike other modes of participation, little difference was observed here across ethnic groups.*
- Writing "letters or cards" was cited by the next largest group of writers (48%).
- Females and Hispanic or Mixed Race respondents were more likely to write "letters or cards" and "a diary or journal."

Reading



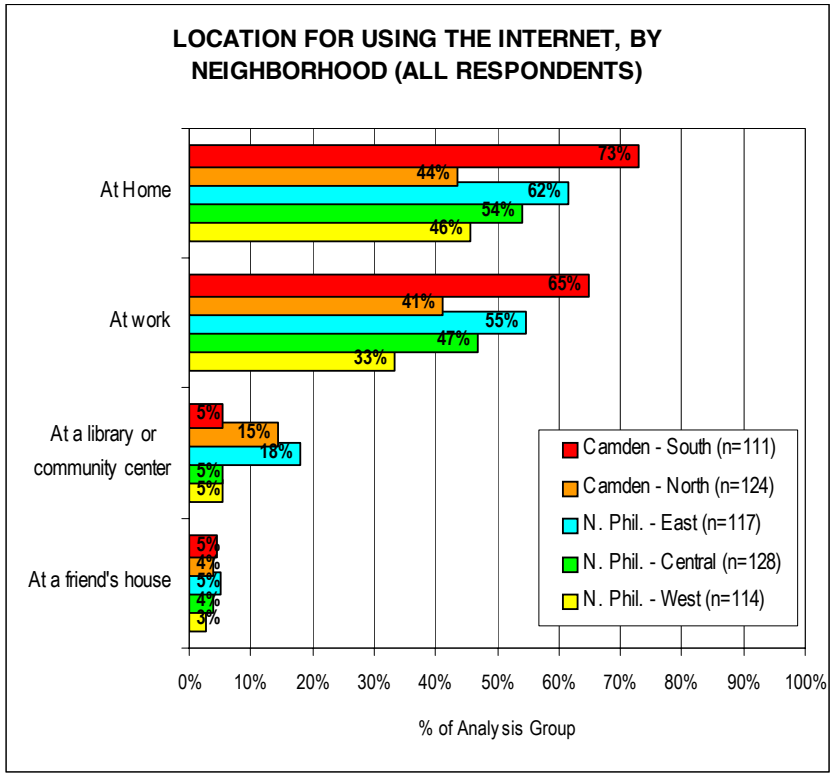
- Similarly, respondents who self-identified as readers (about 90% of all respondents, on average) were asked what they read.
- "Newspapers or magazines" was the most common response, along with "books (fiction or literature)", "books (non-fiction or essay," and "poetry."
  - *In relation to other forms of cultural participation, these figures are high.*
- Males were somewhat more likely than females to say that they read newspapers or magazines, while females were more likely to say that they read most forms of literature.

Use of the Internet



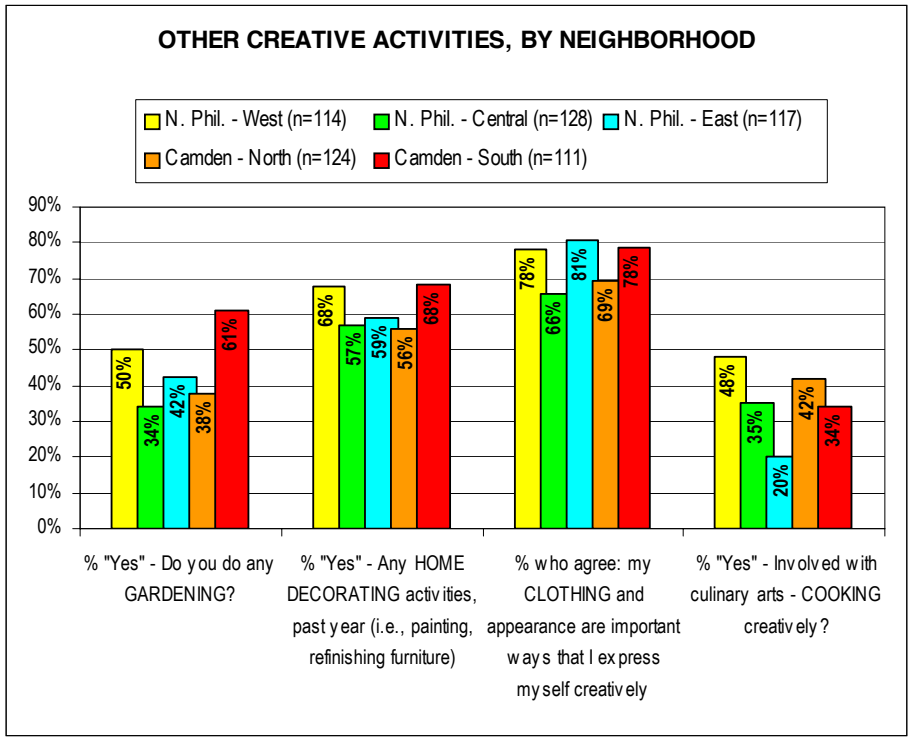
- In order to gain basic information about Internet access, respondents were asked, "Do you use the Internet?" If so, they were asked where they use it.
- Internet usage rates range from a low of 56% (N.P. – West) to a high of 77% (South Camden).
- Consistent with other research, Internet usage correlates to age, with respondents in the lowest age cohorts reporting the highest level of usage, dropping off significantly as age increases.
- Respondents who identified as White/Not Hispanic reported a higher rate of Internet usage (82%) compared to Blacks (63% and Hispanics and Mixed Race (58%).
- Incidence of Internet usage was less than half as high (30%) for respondents who did not complete high school, compared to those who did (73%).

Locations for Using the Internet



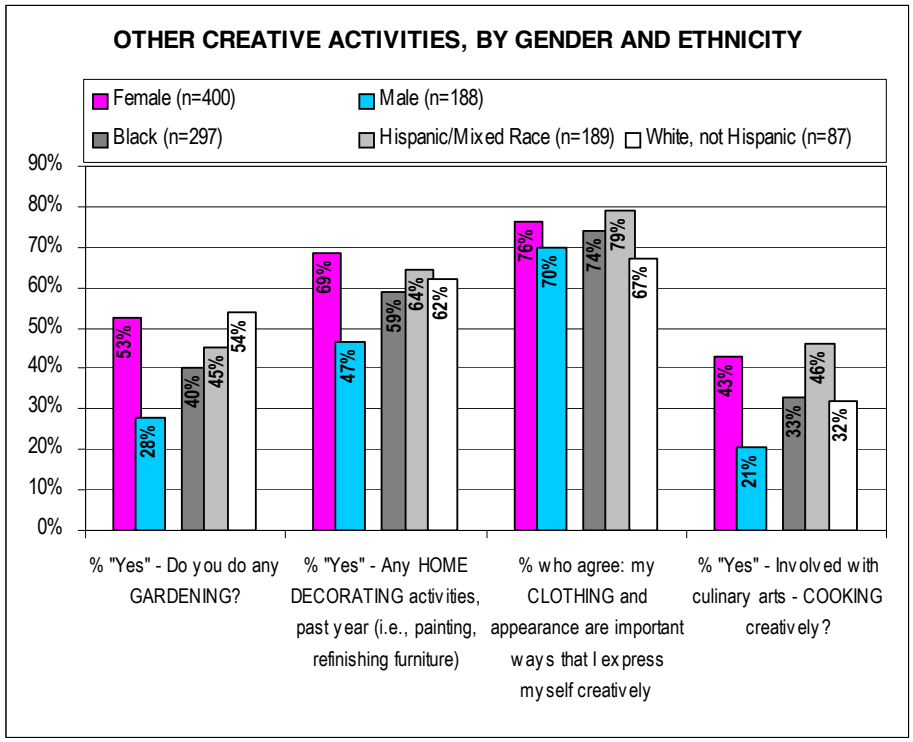
- The home edges out the workplace as the most common venue for using the Internet, although these results do not indicate frequency or intensity of usage.
- South Camden respondents were most likely to say that they use the Internet both at home and at work, while N.P. – West and North Camden respondents were least likely.
- N.P. – East respondents were most likely to use libraries or community centers for accessing the Internet (18%), although this figure pales in comparison to the percentage who access the Internet at home (62%) and at work (55%).

Other Outlets for Creative Expression



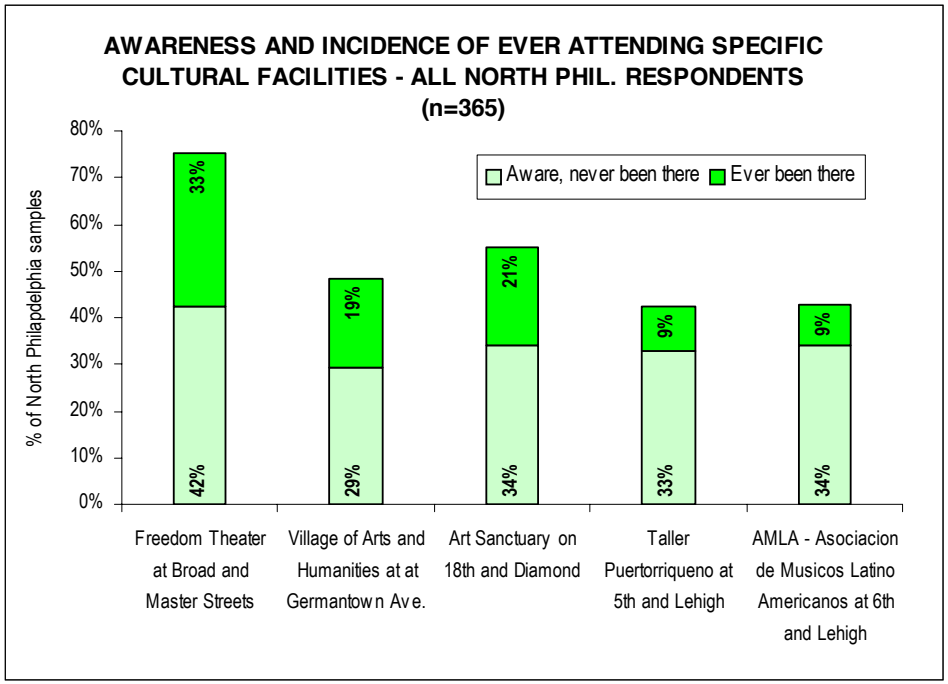
- To round out the cultural participation profile, several additional questions addressed other forms of creative expression.
- Seven in ten respondents across all five neighborhoods agreed that "my clothing and appearance are important ways that I express myself creatively," suggesting a widely held value.
- Home decorating activities such as painting or furniture refinishing are a common form of creative expression; about six in ten respondents across all five communities reported activity in this category over the past year.
- Gardening is another common form of creative expression, especially for South Camden respondents (61%).
- Across the five neighborhoods, involvement in culinary arts – or cooking creatively – ranges from a low of 20% for N.P. – East to a high of 48% for N.P. – West respondents.

Other Creative Outlets, Con't.



- Further analysis suggests what might seem obvious – that females are significantly more likely to participate in gardening (53% vs. 28%, respectively), home decorating (69% vs. 47%, respectively) and cooking activities (43% vs. 21%, respectively).
- The larger observation here is that home decorating activities (i.e., creating attractive living spaces) are indicated as a common mode of creative expression.
- Attitudes about creative expression through clothing and self-presentation are consistent across ethnic groups and gender.

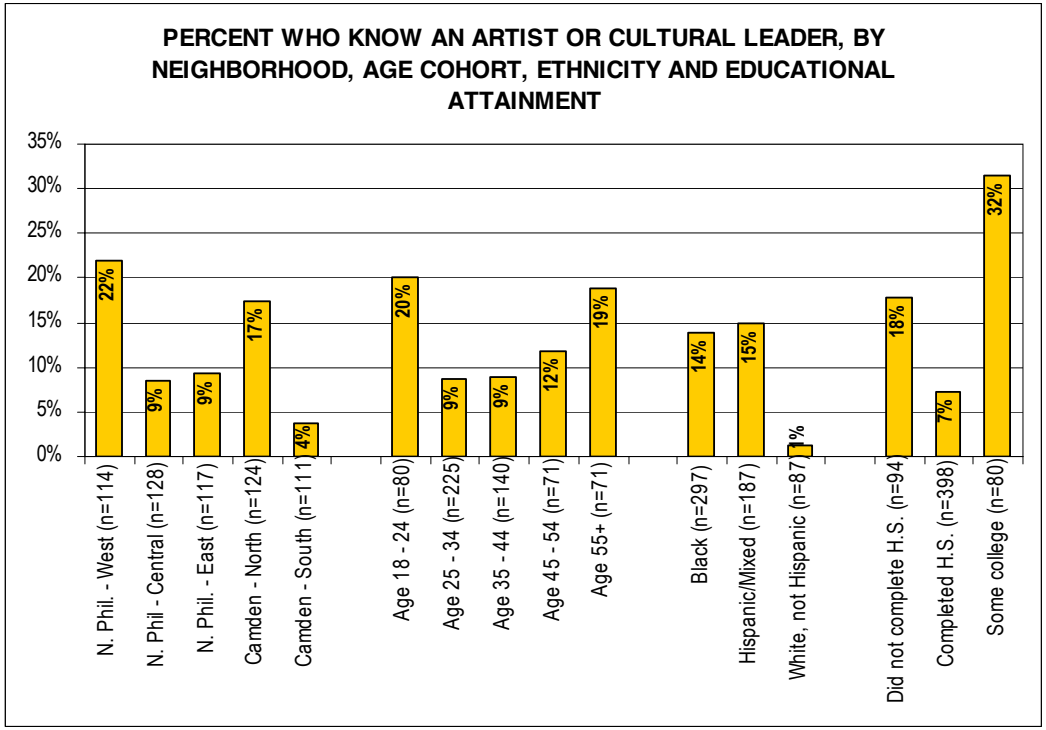
Awareness of Specific Cultural Facilities and Programs



** Data on awareness and use of Camden cultural organizations is not available, due to a mix up involving use of the wrong forms for a portion of the Camden interviews.*

- Among North Philadelphia respondents (three samples combined, n=365), overall awareness is highest for Freedom Theatre (75%), and ranges between 40% and 50% for the other four institutions.
- Much smaller percentages of respondents have ever attended a program at the respective facilities, ranging from 33% for Freedom Theatre to 9% for both AMLA and Taller Puertorriqueno.
- There are several possible interpretations of these data. One is that many respondents are aware of these facilities/programs, but have not taken advantage of them, for one reason or another. Another interpretation is that the "footprint" of these organizations in the three neighborhoods is substantial, using awareness and incidence of lifetime attendance as measures.

Personal Connections with Artists and Cultural Leaders

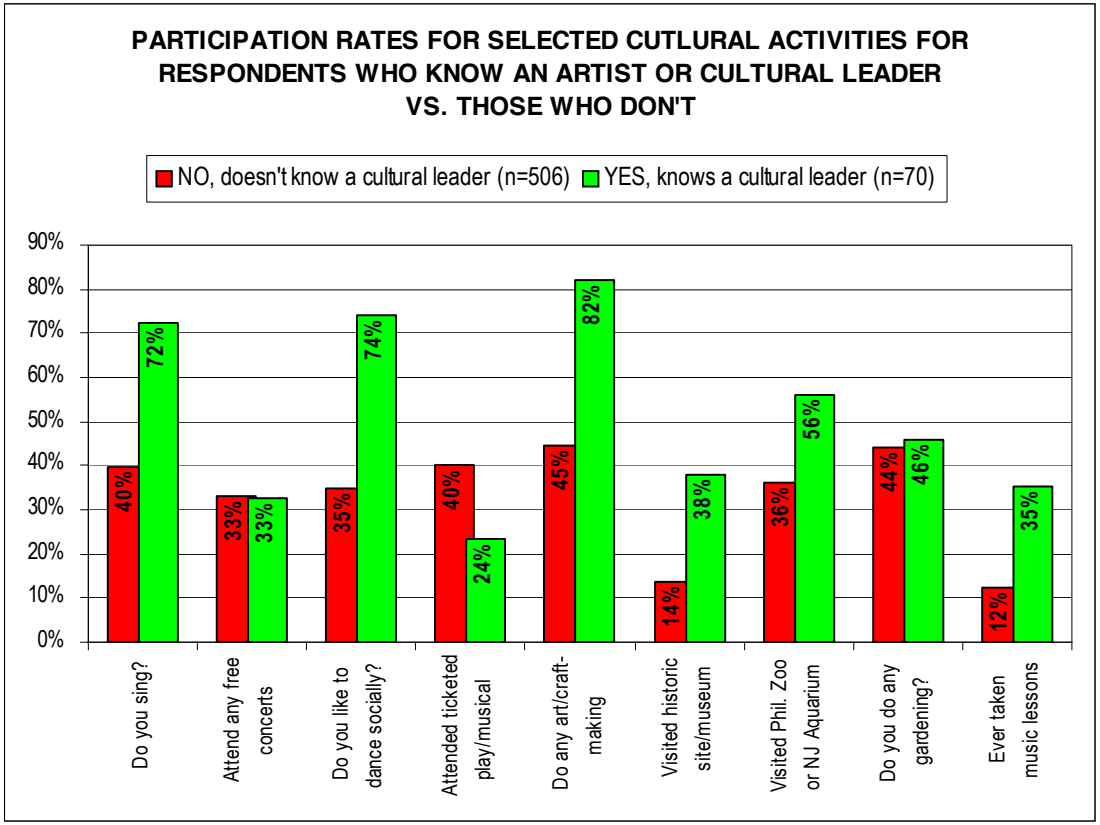


- On average across the five neighborhoods, one in ten respondents "knows anyone personally who you'd consider to be an artist or cultural leader in your community – someone who inspires other people to be creative?"
- N.P. – West respondents, who reported higher levels of participation in arts education and other activities, were significantly more likely to say they know an artist or cultural leader.
- Black and Hispanic/Mixed Race respondents were significantly more likely to respond affirmatively to this question, compared to Whites.
- Those with higher educational attainment were also more likely, by a wide margin.

Personal Relationships to Cultural Leaders

- 59 respondents answered a follow-up question: "What is your relationship to this person?"
- The most common answer was "myself" (39%), followed by various friendship and family relationships; only several respondents mentioned a teacher or a priest or pastor
- Although many are actively creative individuals, one might infer from these data that respondents in these five neighborhoods lack personal contact with artistic/creative role models, except those with the highest education levels. Other research suggests that personal contact with artists is a catalyst for arts participation, which is borne out in our data (see next slide)

Participation vs. Knowing a Cultural Leader



- Participation rates for a variety of cultural activities were figured for those who do and don't know an artist or cultural leader, as previously defined.
- Significant positive relationships were observed for participatory arts activities such as singing, dancing socially, and art/craft-making and art lessons, suggesting a strong correlation between having a creative role model and being personally engaged in artistic expression.
- Attendance rates for free concerts and plays/musicals were less likely to relate to knowing an artist or cultural leader.

Desired Additional Cultural Activities (open-ended)

- "Of all the things we've talked about, what are the one or two activities that you'd like to do more often, if you have the time and resources?"
- 98 responses were captured
- The most common theme related to more activities for children, rooted in the desire for a better community
  - *"More cultural activities for the kids"*
  - *"Help the community's kids do better in their lives"*
  - *"Counsel local youth"*
- A wide range of other desired activities were cited, ranging from auto detailing and graffiti art to social dancing and cooking
- A complete listing of verbatim responses may be found in the report appendix

Key Benchmarks of Cultural Participation

KEY BENCHMARKS OF CULTURAL PARTICIPATION IN 2004	OVERALL AGGREGATE RATE (weighted)	RATES FOR THE FIVE SAMPLE AREAS				
		N. Phil. - West (n=114)	N. Phil - Central (n=128)	N. Phil. - East (n=117)	Camden - North (n=124)	Camden - South (n=111)
OBSERVATIONAL PARTICIPATION						
Attended any music, dance, theatre or art exhibit, past year	**65%**	72%	66%	59%	61%	67%
Attended a music concert, past year (free or ticketed)	**54%**	61%	56%	43%	48%	58%
Attended any of these concerts in my neighborhood	**47%**	50%	43%	40%	45%	55%
Attended a dance performance, past year	**12%**	26%	4%	12%	7%	4%
Attended a play or musical, past year (free or ticketed)	**45%**	41%	54%	41%	40%	50%
Attended any of these performances in my neighborhood	**38%**	28%	41%	40%	38%	49%
Seen an art exhibit, past year	**12%**	26%	6%	9%	10%	5%
PERSONAL PARTICIPATION - WITH SOCIAL CONTEXT						
Current involvement in arts education activities*	**9%**	9%	5%	17%	8%	5%
Play musical instrument with a church, school or community group	**4%**	5%	2%	5%	7%	3%
Sing with a church, school or community group	**21%**	23%	23%	18%	20%	20%
**Taken any music, dance, acting or visual art lessons, past year*						
PERSONAL PARTICIPATION - ALONE OR WITH FAMILY						
Play musical instrument alone or with family	**7%**	10%	3%	4%	12%	4%
Sing alone or with family	**33%**	23%	33%	39%	47%	30%
Creative writing, past year	**32%**	25%	20%	47%	44%	26%
Display paintings/posters/photographs in your house	**41%**	54%	23%	49%	48%	32%

- Participation rates were figured for a variety of arts activities in representing both observational participation (e.g., attendance at or visitation) and personal participation – making art, either alone or in a social context. Figures for each of the five survey areas are presented along with the overall aggregate rates, to illustrate the variance across sites.

Participation vs. Community Engagement: Socializing with Neighbors

RELATIONSHIP BETWEEN COMMUNITY ENGAGEMENT ACTIVITIES AND KEY BENCHMARKS OF CULTURAL PARTICIPATION IN 2004	LEVEL OF SOCIALIZING WITH NEIGHBORS		
	Does not attend socialize with neighbors on a regular basis (n=150)	Socializes with neighbors"on a regular basis" (n=62)	Socialized with neighbors in the past month (n=328)
OBSERVATIONAL PARTICIPATION			
Attended any music, dance, theatre or art exhibit, past year	63%	52%	68%
Attended a music concert, past year (free or ticketed)	54%	41%	54%
Attended any of these concerts in my neighborhood	47%	33%	47%
Attended a dance performance, past year	7%	3%	10%
Attended a play or musical, past year (free or ticketed)	45%	35%	49%
Attended any of these performances in my neighborhood	38%	29%	44%
Seen an art exhibit, past year	11%	6%	11%
PERSONAL PARTICIPATION - WITH SOCIAL CONTEXT			
Current involvement in arts education activities*	7%	5%	10%
Play musical instrument with a church, school or community group	7%	1%	3%
Sing with a church, school or community group	12%	10%	25%
**Taken any music, dance, acting or visual art lessons, past year*			
PERSONAL PARTICIPATION - ALONE OR WITH FAMILY			
Play musical instrument alone or with family	6%	3%	7%
Sing alone or with family	20%	31%	40%
Creative writing, past year	28%	29%	36%
Display paintings/posters/photographs in your house	35%	28%	46%

- Participation rates for benchmark activities were compared against various community engagement activities, to explore what connections might exist.
- Here we look at socializing with neighbors as an indicator of community engagement.
- No clear correlation is apparent between socializing with neighbors and observational participation.
- Socializing with neighbors appears to be positively correlated with singing (both alone/with family, and in a social group), and other forms of solitary and family-based personal participation.

Participation vs. Community Engagement: Religious Services

RELATIONSHIP BETWEEN COMMUNITY ENGAGEMENT ACTIVITIES AND KEY BENCHMARKS OF CULTURAL PARTICIPATION IN 2004	ATTENDANCE AT RELIGIOUS SERVICES		
	Does not attend religious services on a regular basis (n=408)	Attends religious serivces "on a regular basis" (n=52)	Attended a religious service in the past month (n=107)
OBSERVATIONAL PARTICIPATION			
Attended any music, dance, theatre or art exhibit, past year	66%	65%	64%
Attended a music concert, past year (free or ticketed)	55%	52%	48%
Attended any of these concerts in my neighborhood	49%	24%	44%
Attended a dance performance, past year	9%	2%	14%
Attended a play or musical, past year (free or ticketed)	50%	36%	36%
Attended any of these performances in my neighborhood	44%	17%	32%
Seen an art exhibit, past year	8%	12%	23%
PERSONAL PARTICIPATION - WITH SOCIAL CONTEXT			
Current involvement in arts education activities*	9%	5%	13%
Play musical instrument with a church, school or community group	4%	2%	6%
Sing with a church, school or community group	14%	31%	38%
**Taken any music, dance, acting or visual art lessons, past year*			
PERSONAL PARTICIPATION - ALONE OR WITH FAMILY			
Play musical instrument alone or with family	5%	7%	9%
Sing alone or with family	27%	61%	45%
Creative writing, past year	33%	36%	36%
Display paintings/posters/photographs in your house	36%	52%	56%

- Regular attendance at religious services appears to be negatively correlated with various forms of observational participation (e.g., attendance at plays or musicals), although some activities are positively correlated (e.g., seen an art exhibit in the past year).
- As might be expected, singing is strongly correlated with attendance at religious services.
- Respondents who attend religious services regularly are also more likely to display art in their homes.

Participation vs. Community Engagement: Volunteering

RELATIONSHIP BETWEEN COMMUNITY ENGAGEMENT ACTIVITIES AND KEY BENCHMARKS OF CULTURAL PARTICIPATION IN 2004	VOLUNTEER WORK	
	Does not do volunteer work on a regular basis (n=473)	Does volunteer work on a regular basis (n=115)
OBSERVATIONAL PARTICIPATION		
Attended any music, dance, theatre or art exhibit, past year	64%	74%
Attended a music concert, past year (free or ticketed)	53%	59%
Attended any of these concerts in my neighborhood	45%	55%
Attended a dance performance, past year	8%	28%
Attended a play or musical, past year (free or ticketed)	45%	49%
Attended any of these performances in my neighborhood	38%	40%
Seen an art exhibit, past year	9%	27%
PERSONAL PARTICIPATION - WITH SOCIAL CONTEXT		
Current involvement in arts education activities*	9%	12%
Play musical instrument with a church, school or community group	4%	7%
Sing with a church, school or community group	18%	33%
**Taken any music, dance, acting or visual art lessons, past year*		
PERSONAL PARTICIPATION - ALONE OR WITH FAMILY		
Play musical instrument alone or with family	6%	11%
Sing alone or with family	33%	38%
Creative writing, past year	32%	42%
Display paintings/posters/photographs in your house	42%	48%

- Respondents who do volunteer work in their communities on a regular basis are more likely to report various types of arts participation.
- All correlations here are positive, though not all are statistically significant.
- Volunteers are somewhat more likely than non-volunteers report observational participation in music, dance, theatre and art exhibits (64% vs. 74%).
- Most notably, volunteer work is positively correlated with attending dance performances (8% vs. 28%) and attendance at an art exhibit in the past year (9% vs. 27%). Also, volunteers are almost twice as likely as non-volunteers to sing in a choir.

Participation vs. Community Engagement: Voting

RELATIONSHIP BETWEEN COMMUNITY ENGAGEMENT ACTIVITIES AND KEY BENCHMARKS OF CULTURAL PARTICIPATION IN 2004	VOTING	
	Did not vote in any election, past year (n=96)	Voted in any election, past year (n=493)
OBSERVATIONAL PARTICIPATION		
Attended any music, dance, theatre or art exhibit, past year	59%	67%
Attended a music concert, past year (free or ticketed)	45%	55%
Attended any of these concerts in my neighborhood	38%	48%
Attended a dance performance, past year	11%	11%
Attended a play or musical, past year (free or ticketed)	30%	48%
Attended any of these performances in my neighborhood	26%	41%
Seen an art exhibit, past year	14%	12%
PERSONAL PARTICIPATION - WITH SOCIAL CONTEXT		
Current involvement in arts education activities*	13%	8%
Play musical instrument with a church, school or community group	6%	4%
Sing with a church, school or community group	9%	23%
**Taken any music, dance, acting or visual art lessons, past year*		
PERSONAL PARTICIPATION - ALONE OR WITH FAMILY		
Play musical instrument alone or with family	13%	5%
Sing alone or with family	45%	31%
Creative writing, past year	38%	32%
Display paintings/posters/photographs in your house	48%	41%

- Voting is positively correlated with observational participation, and negatively correlated with personal participation, except for singing in a social context.
- Bear in mind that a large majority of respondents reported voting in at least one election in the past year (about 85%)
- The strongest positive correlations were observed for attending plays/musical (theatre is a venue for political discourse, so there many be a plausible explanation here).
- Overall the key benchmark of observational attendance was 59% for non-voters and 67% for voters.
- Negative correlations were observed for involvement in arts education activities and playing musical instruments.

Participation vs. Internet Use

RELATIONSHIP BETWEEN INTERNET USE AND KEY BENCHMARKS OF CULTURAL PARTICIPATION IN 2004	USE OF INTERNET	
	Does not use the Internet (n=205)	Uses the Internet (n=382)
OBSERVATIONAL PARTICIPATION		
Attended any music, dance, theatre or art exhibit, past year	55%	72%
Attended a music concert, past year (free or ticketed)	44%	60%
Attended any of these concerts in my neighborhood	36%	53%
Attended a dance performance, past year	9%	13%
Attended a play or musical, past year (free or ticketed)	31%	53%
Attended any of these performances in my neighborhood	25%	45%
Seen an art exhibit, past year	10%	14%
PERSONAL PARTICIPATION - WITH SOCIAL CONTEXT		
Current involvement in arts education activities*	6%	11%
Play musical instrument with a church, school or community group	4%	5%
Sing with a church, school or community group	25%	19%
**Taken any music, dance, acting or visual art lessons, past year*		
PERSONAL PARTICIPATION - ALONE OR WITH FAMILY		
Play musical instrument alone or with family	6%	7%
Sing alone or with family	41%	29%
Creative writing, past year	26%	37%
Display paintings/posters/photographs in your house	45%	41%

- Internet use is positively correlated most benchmark activities, especially attendance at various types of arts events.
- Overall, Internet users are 30% more likely than nonusers to have attended any music, dance, theatre or art exhibit in the past year (72% vs. 55%).
- Further analysis reveals that Internet use is positively correlated with educational attainment (not shown), which probably accounts for some of the difference. It may also be true that those who use the Internet have access to better information about cultural programs, leading to increased participation.

Summary: Key Themes and Observations

- The lack of formal training, the data suggest, has not stopped respondents from expressing themselves creatively through art and craft-making.
- One sees a clear emphasis on at-home cultural participation, including music activities, social dancing, reading and creative writing, visual art and craft-making activities and viewing art.
- Respondents in the five sample areas are active participants in the "living arts" (or the arts of living), including gardening, home decorating, displaying art in the home, creative self-presentation, etc.)
- In terms of singing and playing an instrument, the largest share do so with no social context – on their own, suggesting self-directed programs and programs designed to bring more of these people into organized activities involving social interaction.
- Family-based cultural participation is much more prevalent among Hispanics, while church-based participation is more prevalent among Blacks.
- People who personally know an artist or cultural leader are more likely to participate in all types of cultural activities, and are much more likely to get involved in art-making.
  - *This suggests an investment strategy that would build value around key individuals in the neighborhoods – artists and other "keepers of the cultural keys" – as a means of shifting the social norm further towards artistic expression.*
- Compared to the other four sample areas, North Philadelphia – West respondents reported much higher rates of participation in traditional arts programs. They were also twice as likely to have taken art lessons or classes at some point in their lives.
- Compared to Black/African American respondents, Hispanic and Mixed Race respondents reported higher levels of participation in art and craft-making in all activity areas, except clothing design.

Summary: Key Themes and Observations – Continued

- Music participation via radio is uniformly prevalent, both at-home and in the car. Radio is clearly indicated as the most widely-accessible medium for participation-building activities.
- "Writing or performing poetry, rap, song lyrics" is the predominant mode of language-based artistic expression. On average, six in ten adults in the five areas participate in this activity, and the figure is higher for males. One might infer that rap music has introduced an element of poetry into the lives of these respondents. which many recognize and use as a creative outlet.
  - *Lyrics to popular songs are the ubiquitous poetry of modern generations. Inculcated in the public consciousness through radio and recordings, this poetry lies hidden in the backwaters of the subconscious until it is unlocked by a musical cue.*
- The Internet is an accessible medium for participation-building activities for six in ten respondents.
- Neighborhood venues such as churches, community centers, nightclubs and parks play a crucial role in the delivery system for live performances, both ticketed and free. Nightclubs are the dominant venue for personal participation in dance (i.e., social dancing) and also serve as venues for in-neighborhood attendance at music concerts and dance performances.
  - *One can infer from the data that commercial venues, in addition to religious and social service venues, play a key role in facilitating some forms of arts participation*
- Various correlations – both positive and negative – between community engagement activities and rates of cultural participation; attendance at performances and exhibits is positively correlated with voting and volunteering, but negatively correlated with attendance at religious services, whereas attendance at religious services is positively correlated with personal involvement in art-making, especially singing.
- A common value among respondents is the need for more cultural activities for children, as a long-term investment in stronger communities.