

research into
action

pathways to new opportunities

greater
philadelphia **cultural**
ALLIANCE

The 5 Studies

What are the emerging forms of cultural engagement?

The Cultural Engagement Index

The 5 Studies

What will Philadelphia region's population look like in 2020?

Demographic Trends and Forecasts in the Philadelphia Region

The 5 Studies

How does our region's engagement compare nationally?

Culture & the Arts Survey

The 5 Studies

How do people migrate between cultural organizations?

Paid Patronage Study

The 5 Studies

Who and what influence the decision to participate culturally?

Engage 2020 Focus Groups

The 5 Studies

The Cultural Engagement Index

Demographic Trends and Forecasts
in the Philadelphia Region Study

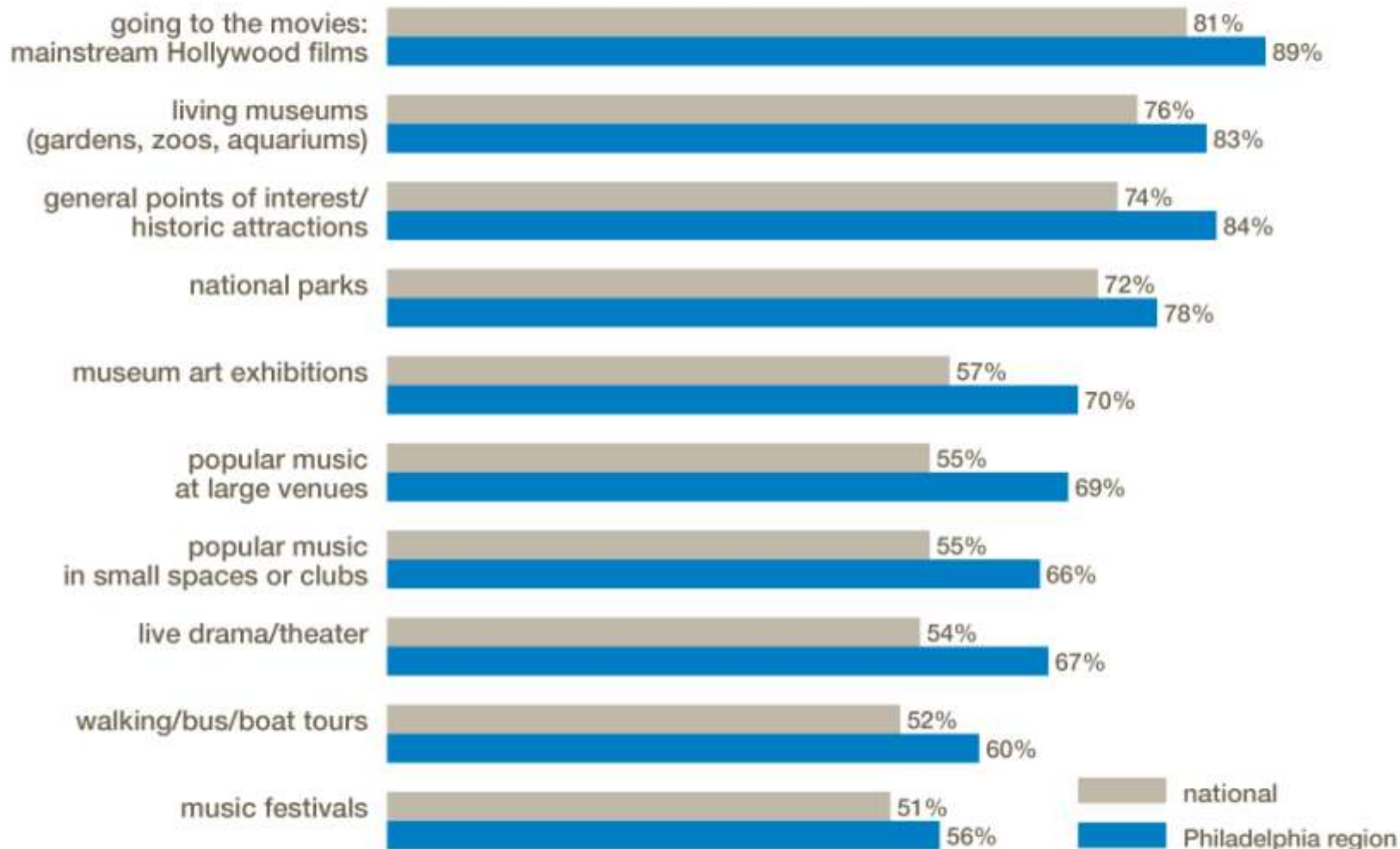
Culture & the Arts Survey

Paid Patronage Study

Engage 2020 Focus Groups

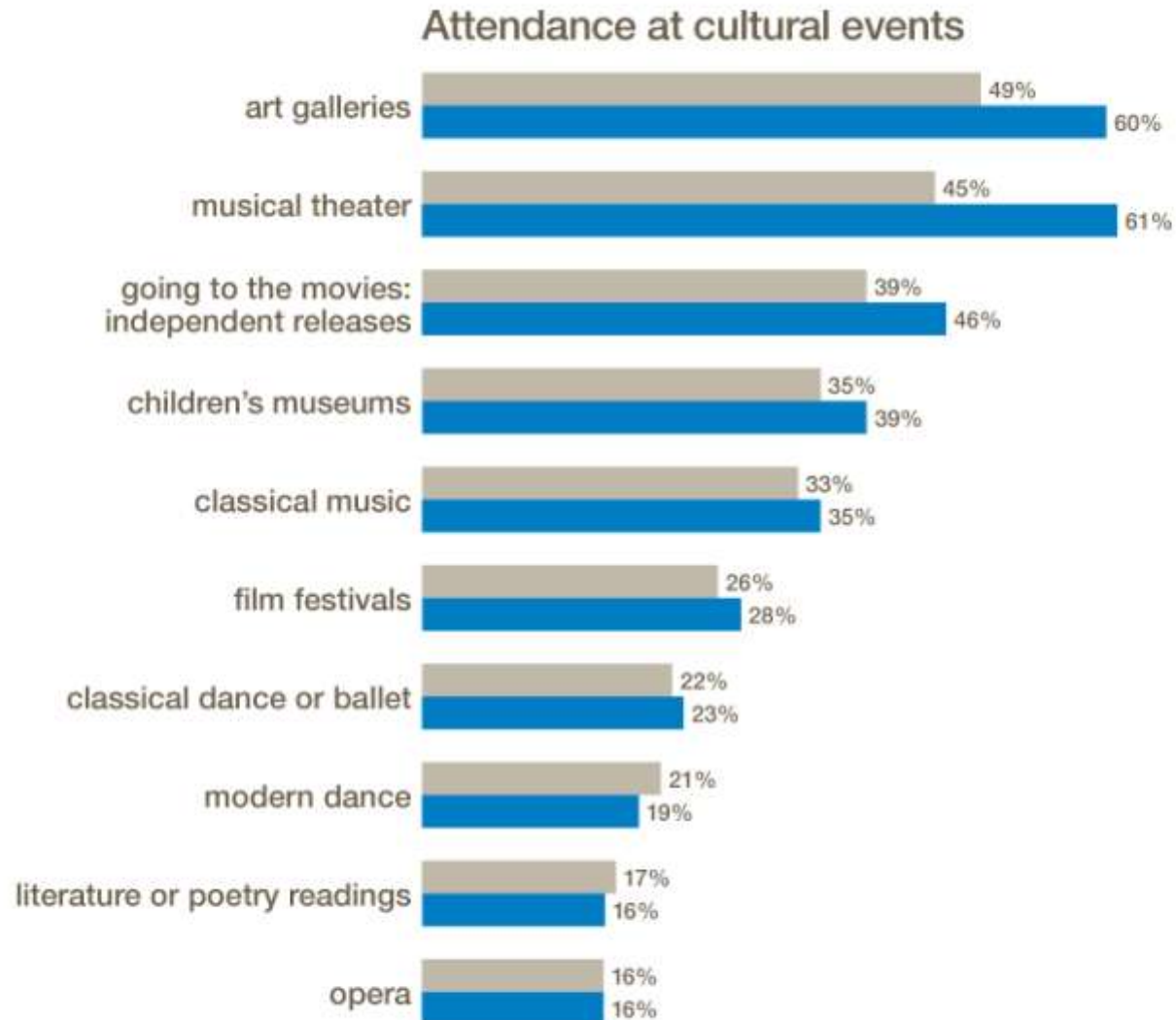
1 Philly scores well...

Attendance at cultural events



source: Culture & the Arts Survey

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2 Our bucket is leaking



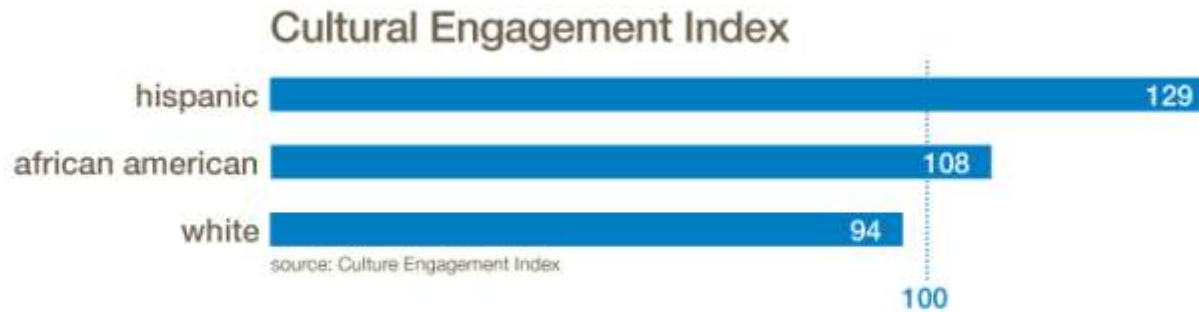
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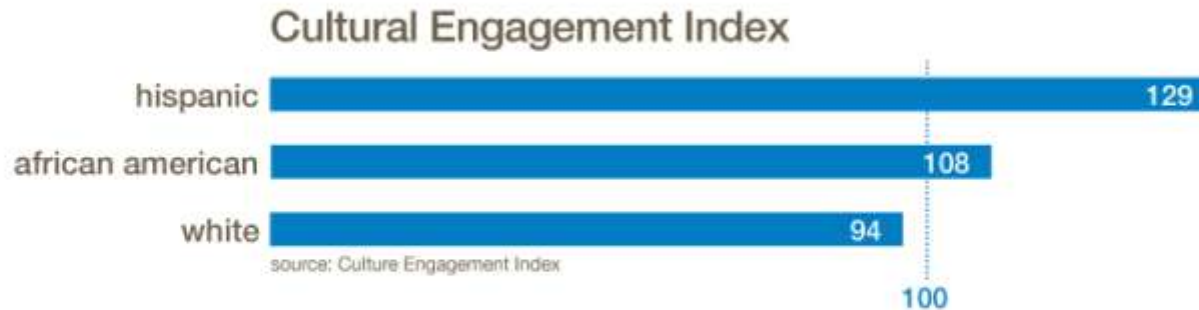
personal practice ↔ attendance



People of color...engaged & growing



4 People of color...engaged & growing

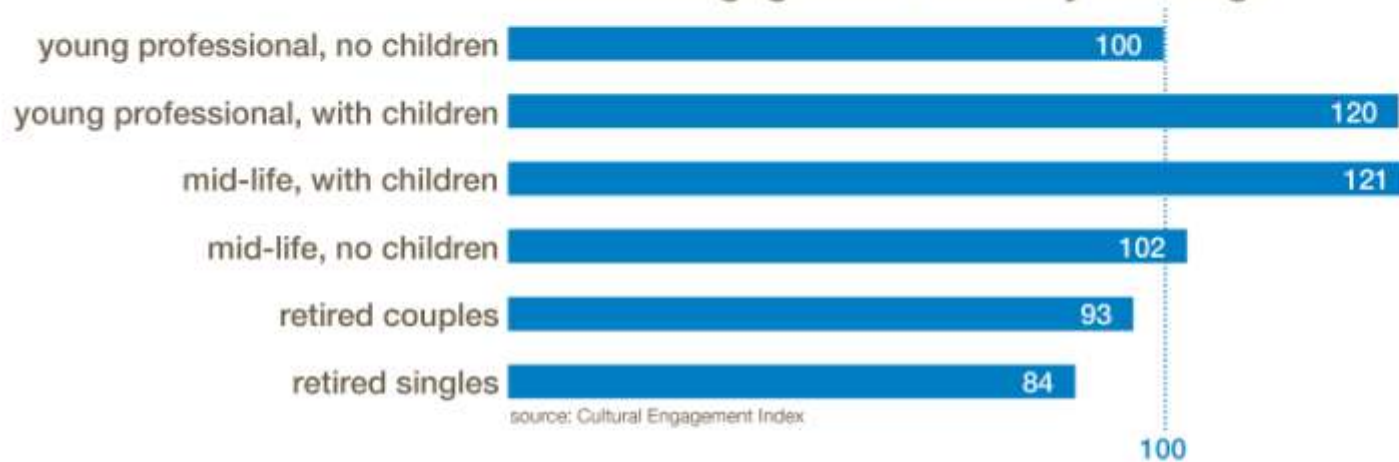


Greater Philadelphia's forecasted population change 2000-2020

	2000	2020	aggregate % change
total population	5,888,000	6,439,000	9%
non-whites	1,652,000	2,226,000	35%
whites	4,235,000	4,212,000	-1%

source: Demographic Trends and Forecasts in the Philadelphia Region

Cultural Engagement Index by life-stage



5 Families matter

Percentage of people who agree:

arts enrich children's understanding 88%

important to introduce arts at early age 84%



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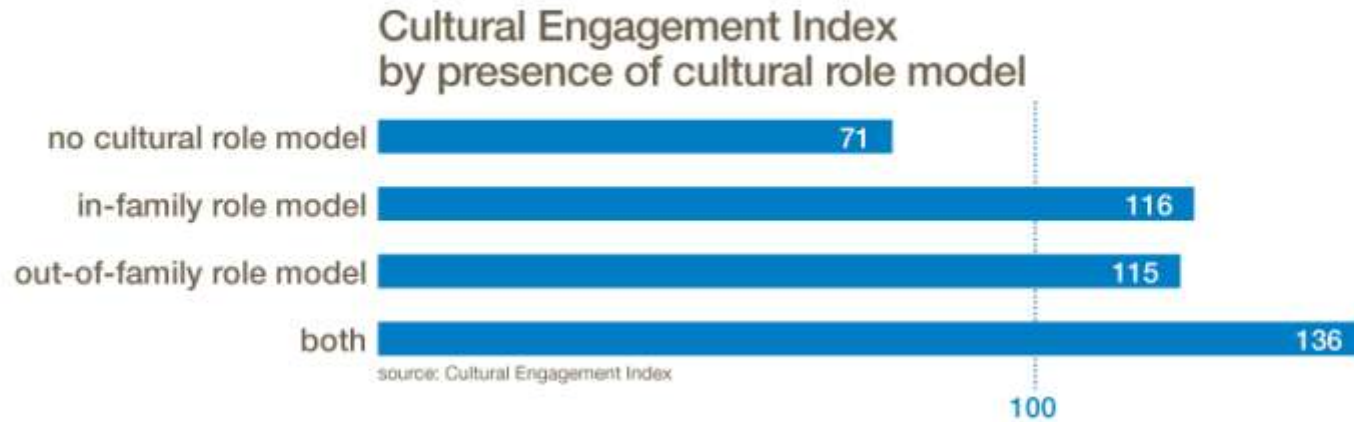
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source: Culture & the Arts Survey



6 Role models are key



7

Marketing is multi-channel



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Where do you get information about Cultural events?



source: Culture & the Arts Survey

8 Product matters

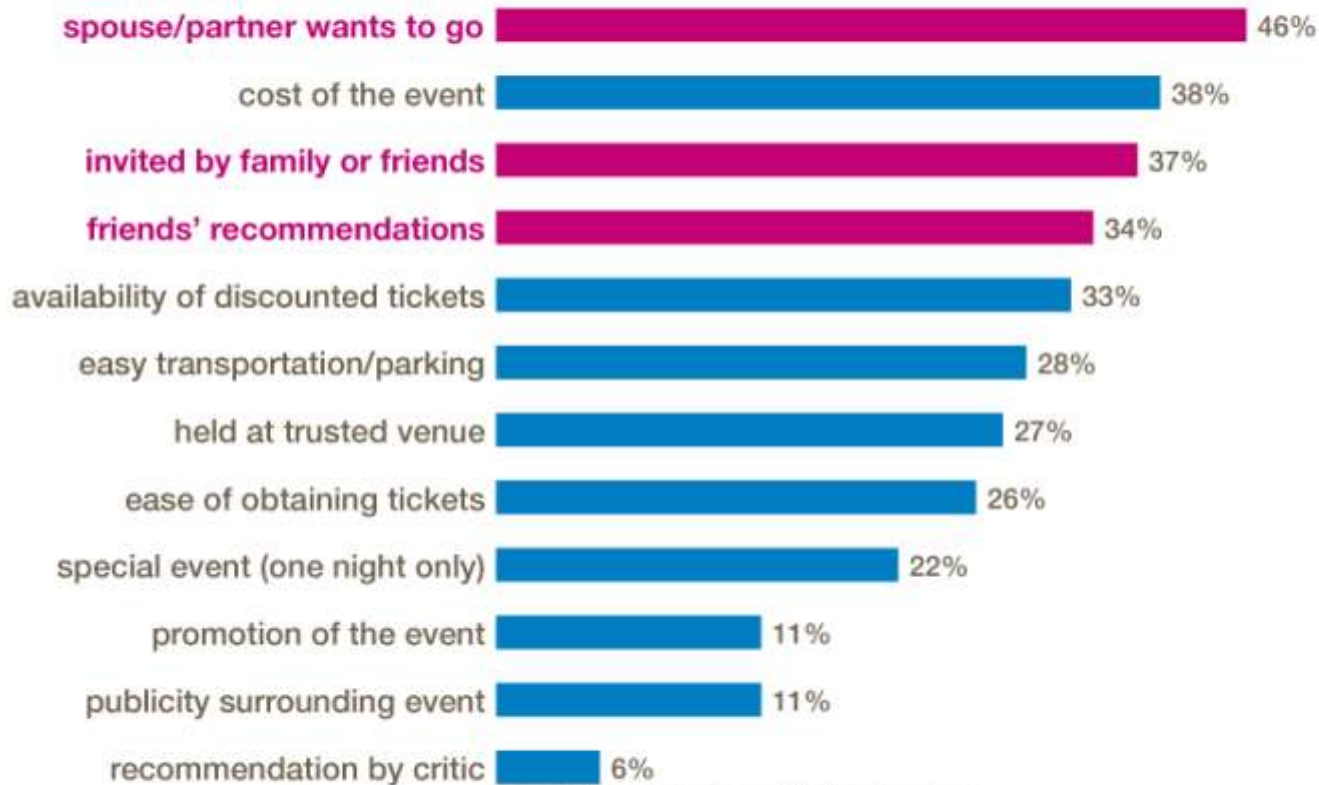
Top five motivations to participate in cultural activities

interest in particular exhibition or performance	75%
interest in the genre/period/style of the event	64%
convenient time or location	62%
cost of admission	55%
educational experience	50%

source: Culture & the Arts Survey; Philadelphia region only

Social connection is huge

Things that are very influential in deciding to attend cultural activities and events



source: Culture & the Arts Survey; Philadelphia region only

10 Service is central

product artistry + logistics competence =
quality experiences



Info gathering

Ticket purchase

Duration

Time of day

Customer service

Parking

Transit

Safety

Post-event gathering

10 key findings

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- 10) Service is central

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2) Share it

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- 4) I.D. opportunities that fit mission
- 5) Build one innovation element into next year's plan

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