



research into
action

pathways to new opportunities

greater
philadelphia **cultural**
ALLIANCE



Research Into Action

Pathways to New Opportunities

**Washington State Arts
Commission**

July 25, 2012



Cultural Participation Initiatives



Increase Institutional Capacity

Increase Awareness

Increase Attendance

Informed decision-making

Communication Innovation

Product & Experience Innovation

Butts in Seats



Minds Engaged

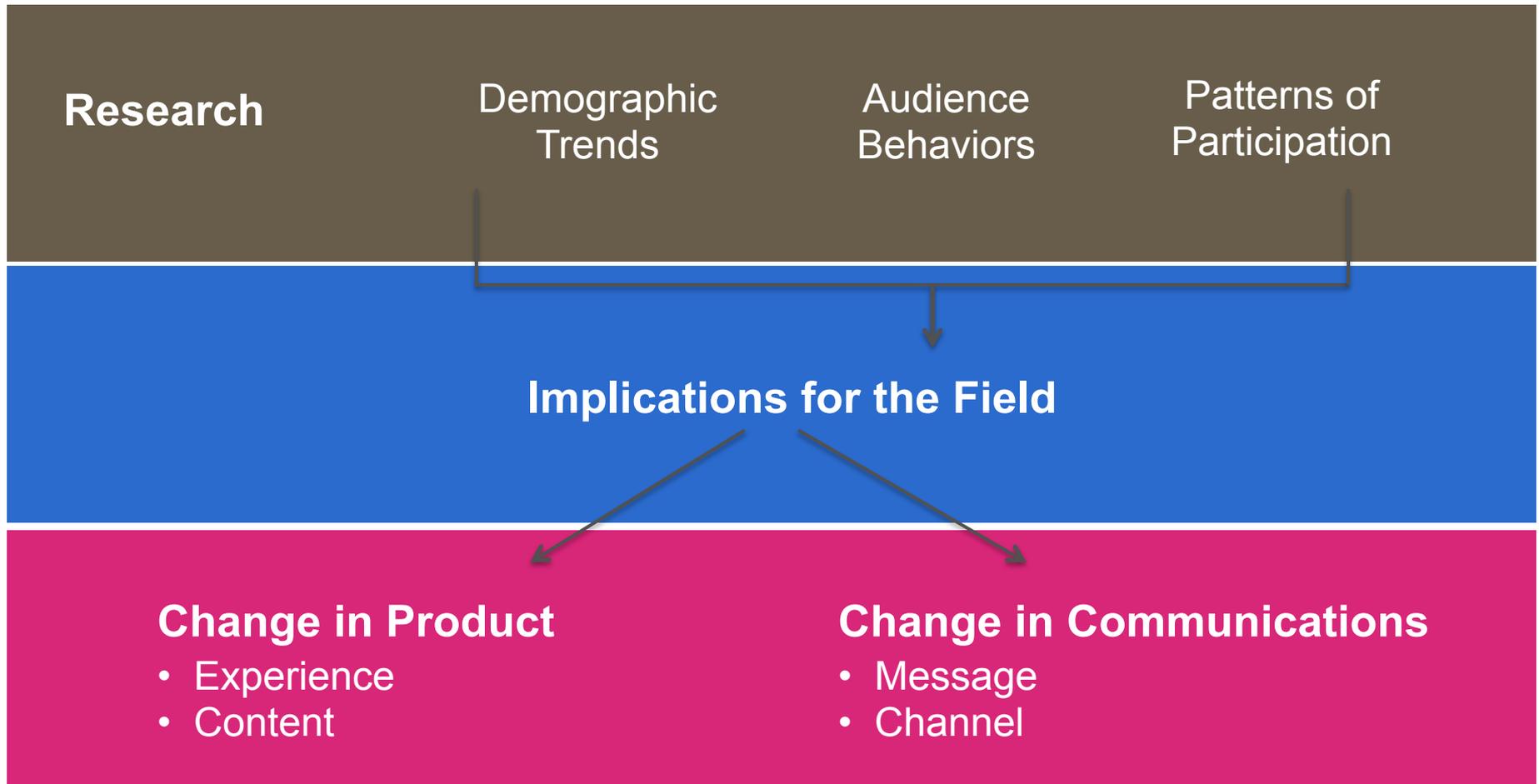
Our Framework

Research

Implications

Implementation

Our Framework



The 5 Studies

Demographic Trends and Forecasts
in the Philadelphia Region Study

Culture & the Arts Survey

Engage 2020 Focus Groups

Paid Patronage Study

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

Who and what influence the decision to participate culturally?

Engage 2020 Study Groups

The 5 Studies

How do people migrate between cultural organizations?

Paid Patronage Study

The 5 Studies

What are the trends in cultural engagement?

The Cultural Engagement Index



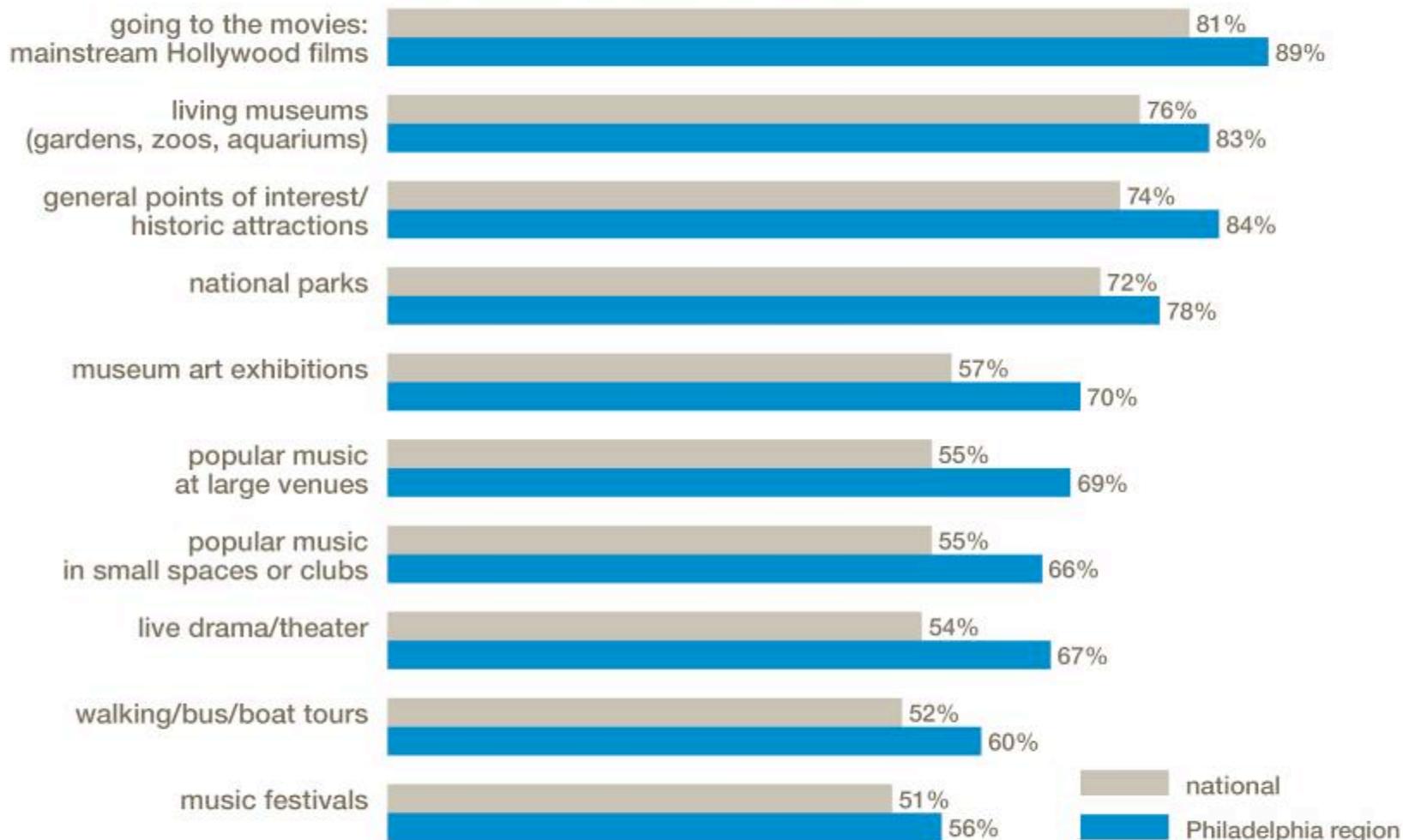
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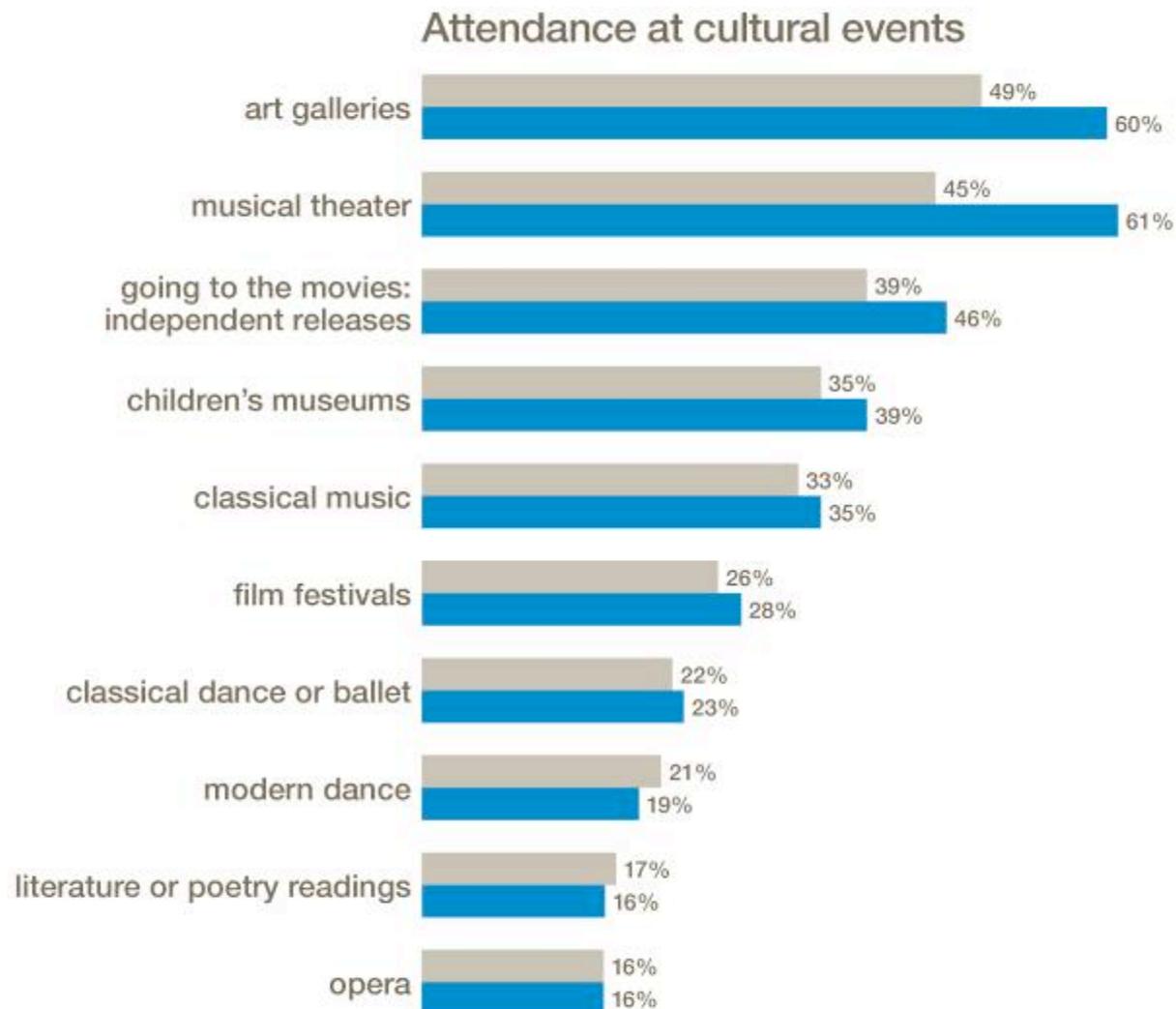
1 Philly scores well...

Attendance at cultural events



source: Culture & the Arts Survey

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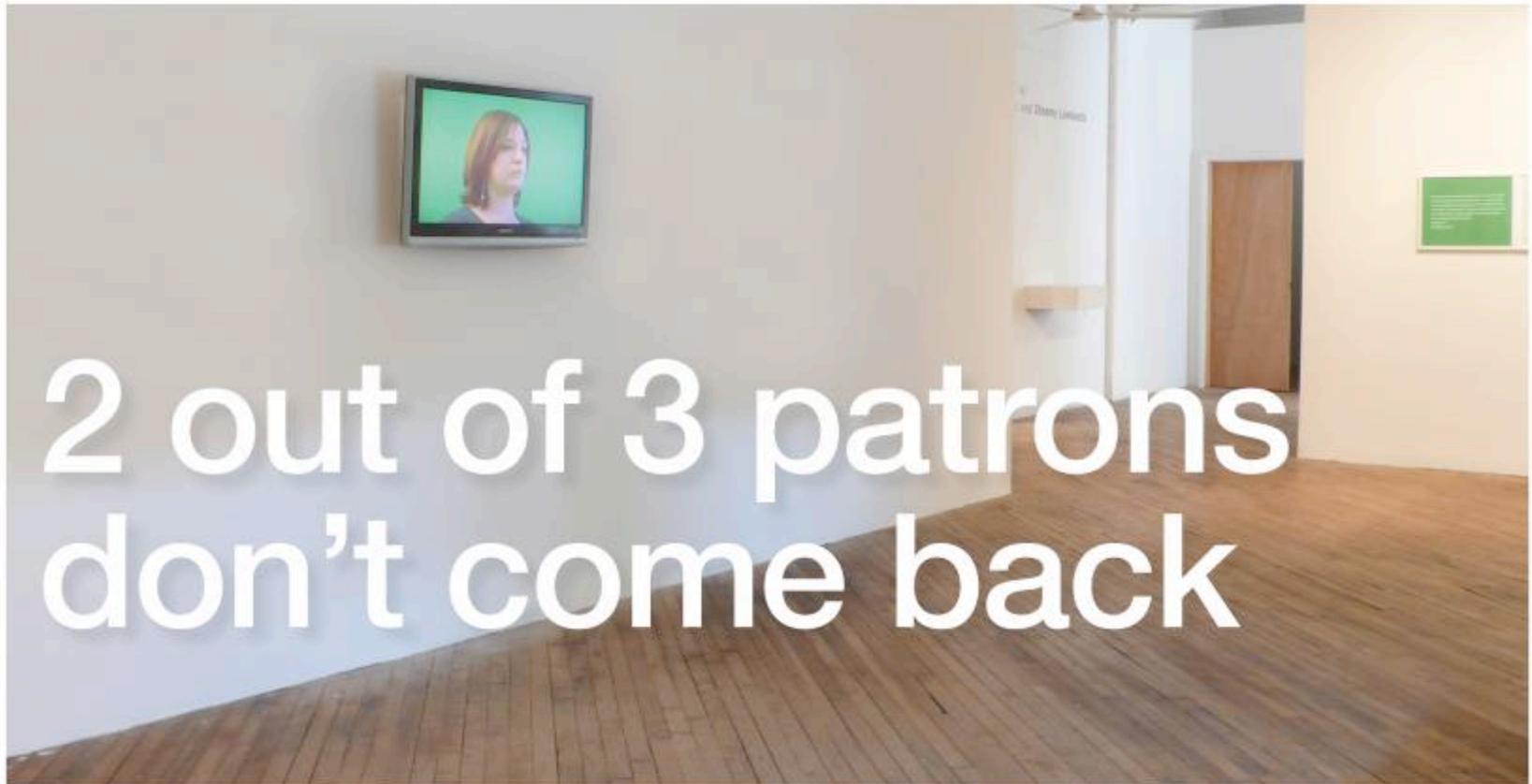


source: Culture & the Arts Survey

2 Our bucket is leaking



2 Our bucket is leaking



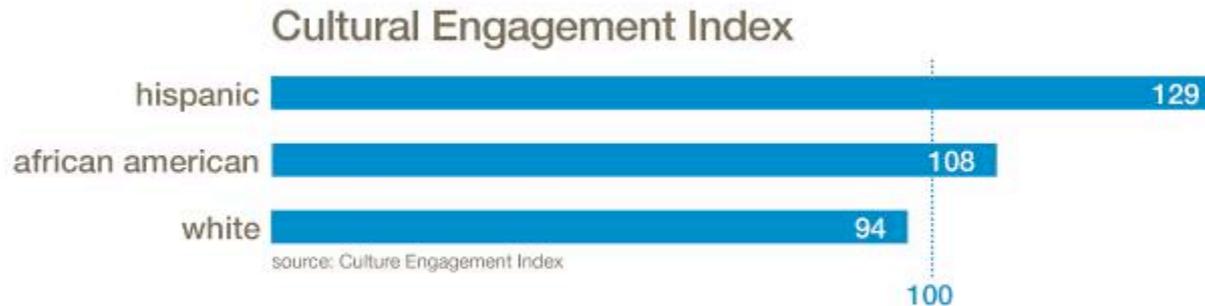
personal practice ↔ attendance



People of color...engaged & growing



People of color...engaged & growing

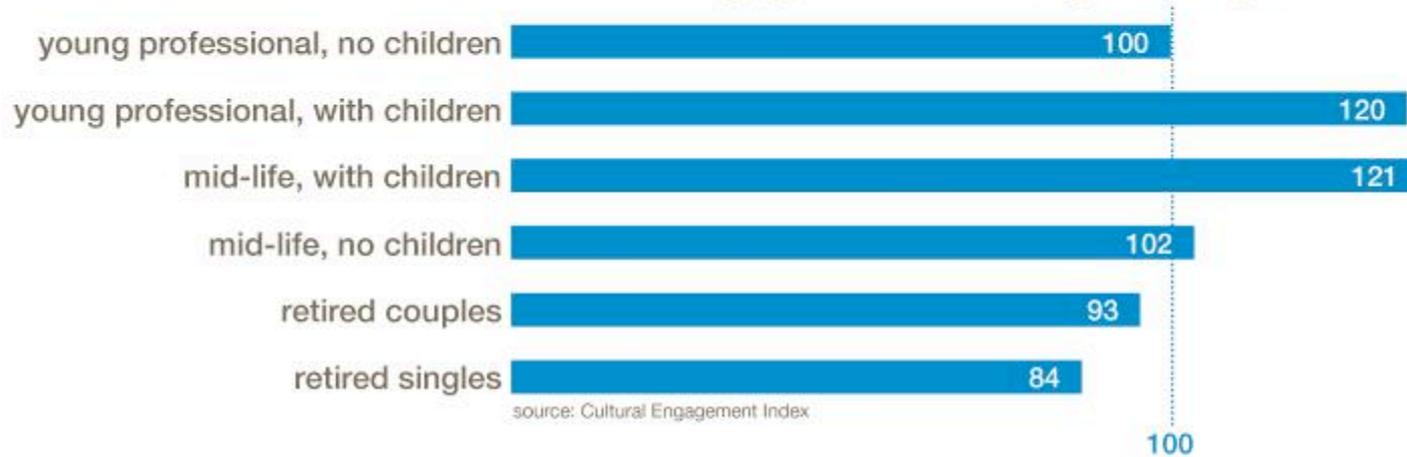


Greater Philadelphia's forecasted population change 2000-2020

	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%



5 Families matter

Percentage of people who agree:

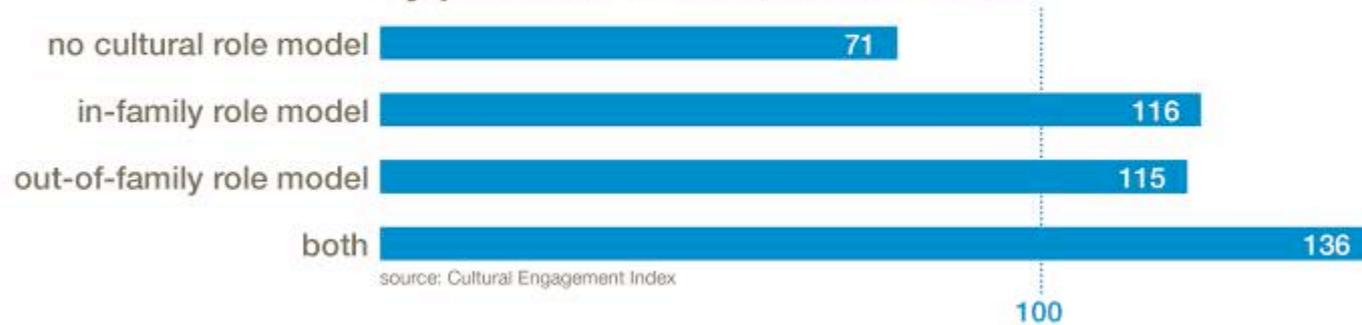


source: Culture & the Arts Survey



6 Role models are key

Cultural Engagement Index by presence of cultural role model





Marketing is multi-channel

Where do you get information about Cultural events?



source: Culture & the Arts Survey

8 Product matters

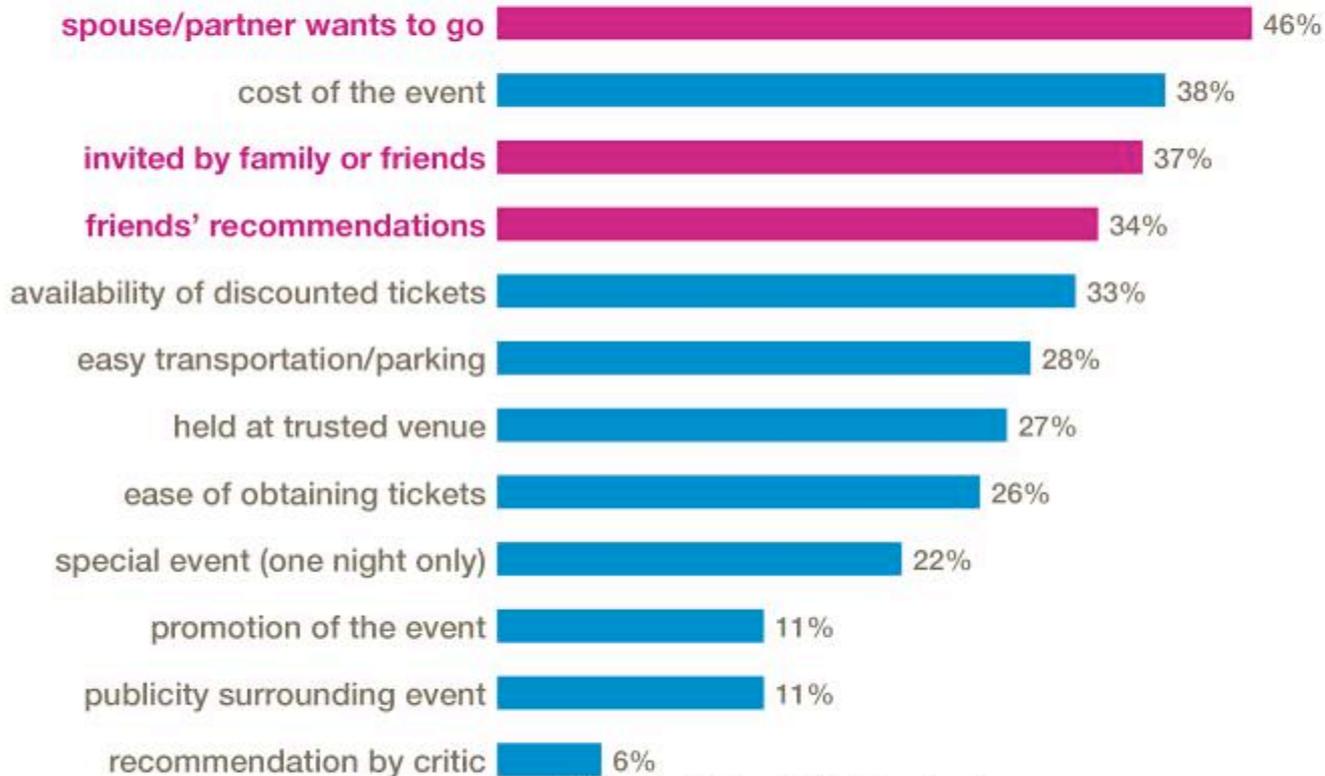
Top five motivations to participate in cultural activities

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

- 1) Philly scores well
- 2) Our bucket is leaking
- 3) Personal practice is a gateway
- 4) People of color...engaged & growing
- 5) Families matter
- 6) Role models are key
- 7) Marketing is multi-channel
- 8) Product matters
- 9) Social connection is huge
- 10) Service is central

Implications & Implementation

Implications

- Local & national workshops, presentations, & convening's

Implementation

- Engage 2020 Innovation Grant Program
 - 10 organizations
 - Grants up to \$75,000
 - Case Studies

Next steps

- 1) Read the report at philaculture.org
- 2) Share it
- 3) Read the 5 studies
- 4) Identify opportunities that fit mission
- 5) Build innovative elements into proposed work plan

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Questions?

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