

New York City Culture Survey

2017



Conducted by the
Siena College Research Institute

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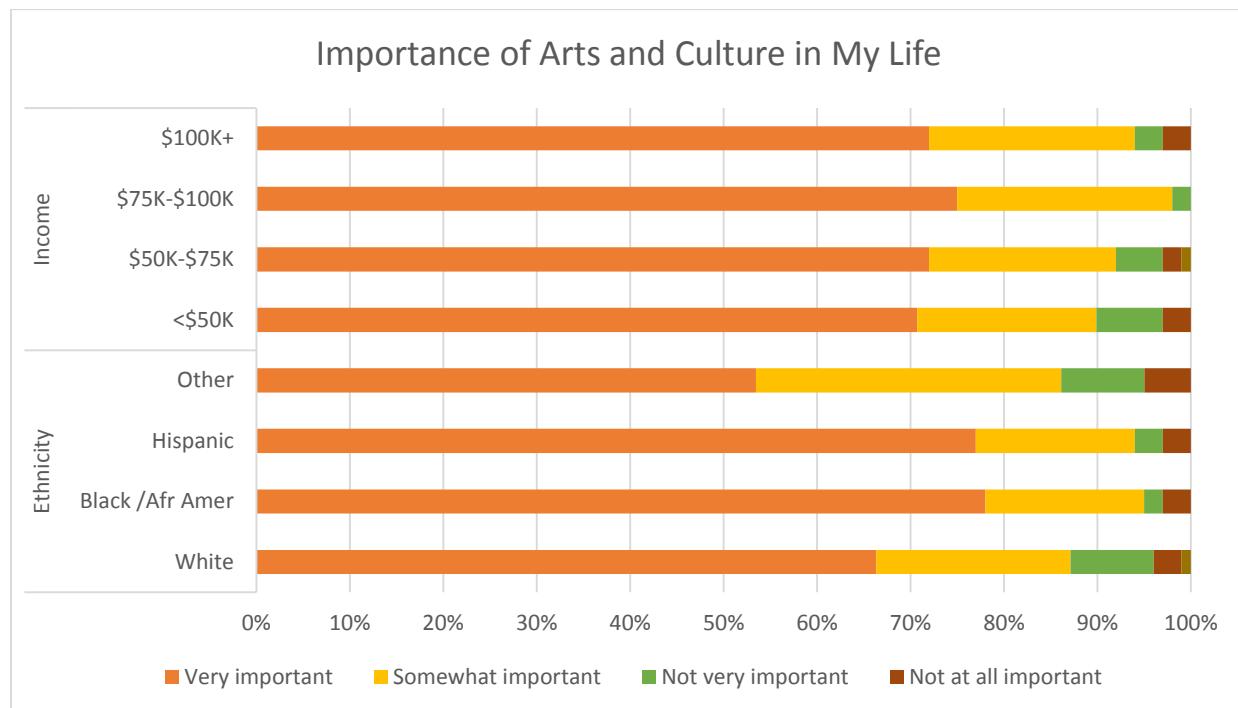
Methodology

The Siena College Research Institute (SCRI) conducted a survey of 800 residents of New York City between March 28th and April 17th, 2017 about their opinion of the importance of culture in New York City, their neighborhood and to them personally. Calls were conducted via random digit dialing to both landline and cell phone telephone numbers. A total of 568 calls were completed on a landline and 232 were completed on a cell phone. The project was sponsored by the Hester Street Collaborative for the New York City Department of Culture. This report highlights some of the findings from that survey and includes as appendices the cross tabulated data.

Data is reported at the 95 percent confidence interval with a margin of error of +/- 3.9 percentage points.

Importance of Arts and Culture

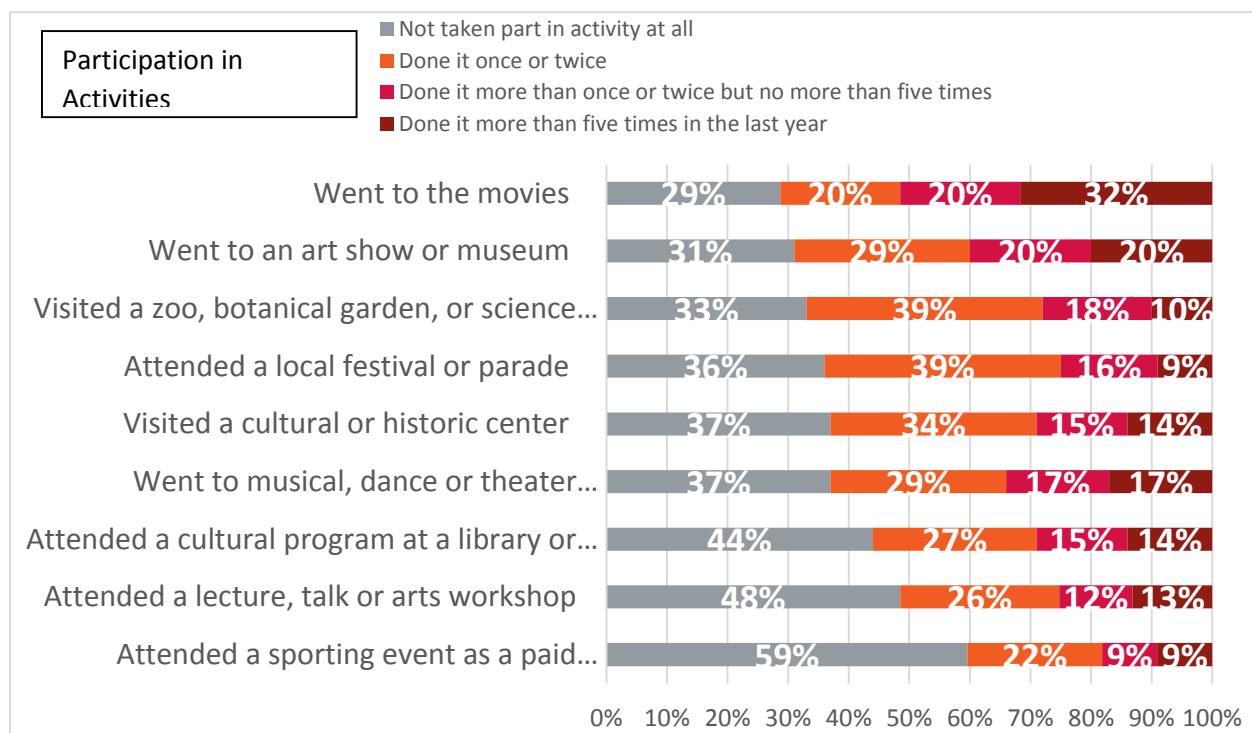
When asked how important are arts and culture to the overall quality of life in New York City, your neighborhood and in your life, the respondents agreed overwhelmingly that arts and culture were important with a large percentage indicating arts and culture are very important. Across all demographics including education, income, and ethnicity, respondents agreed and seem to understand that arts and culture are important to the quality of life in New York City. In looking at the importance to their neighborhood, those who live in Manhattan rank the highest in thinking arts and culture are important to their neighborhood while Staten Island at 26 percent of the respondents saying arts and culture are 'not very important' stands out as the lowest. When asked how important are the arts and culture in your life African-Americans and Hispanic respondents at a greater rate than white respondents said arts and culture are very important in their lives. Those with a graduate degree, at a slightly greater rate than less educated respondents, said that arts and culture were very important to them. It is important to note that across all demographics at least eighty-five percent of the population no matter what education level, income level or borough they lived in, said personally arts and culture are important to their lives.



Participation in Activities

We asked respondents to think about a variety of arts and culture activities and to tell us whether, over the past twelve months, they have taken part in that activity. We asked about two activities, movies and attending a sports event, that were not grouped in with the definition of activities that the Hester Street Collaborative gave us. We asked about these two activities to compare participation between movies and sports, more general activities, and activities that fall under the arts and culture definition. Going to the movies was the activity that was done to the greatest extent. Thirty-two percent of all respondents stated they went to the movies more than five times within the year. With a surprising swing in the other direction, attending a sporting event as a paid spectator was the activity that the greatest number of people (fifty-nine percent), reported not doing at all.

Of the activities that are considered more cultural in nature, twenty percent said they went to an art show or museum more than five times in the last twelve months, almost thirty percent said they went at least once or twice in the last year. Ten percent of respondents said they visited a zoo, botanical garden or science center at least five times in the last twelve months with thirty-nine percent reporting they had at least taken part in one of the three activities once or twice in the last twelve months. At least a quarter of all respondents said they visited a cultural or historic center, attended a cultural program at a library or school, attended a lecture, talk or art workshop or went to a musical, dance or theater once or twice in twelve months. Attending a parade or local festival was one of the activities that people do not participate in at a frequent rate of five times or more per year but a large number (thirty-nine percent participate) in that activity at least once or twice a year.



Additional Analysis

In an effort to understand the overall participation in cultural activities across various demographic groups in New York City as well as to determine which group characteristics tend to predict cultural participation, we performed two sets of data analysis.

In the first, we computed an activity score for each of the nine activities with a score of '0' being a collective expression of a complete absence of participation in that activity and a score of '3' indicating that all respondents engaged in that activity more than five times a year. Consequently, a score of '1' among all respondents or all respondents in a specific demographic group would indicate an average participation rate of once or twice a year and a score of '2' would indicate a mean participation rate of more than once or twice a year but no more than five times.

We computed the score for each activity for all respondents as well as by gender, age, borough, education, race/ethnicity, income and by income/education. Additionally, we computed a total activity score as well as a percent of the possible score for each category.

Secondly, we then ran two ordinary least squares regression models with first the total activity score (nine activities) as the dependent variable and then deleting going to movies and spectator sports from the dependent variable. Independent variables included race/ethnicity, income, presence of children in the household, age, education and borough.

We present here the tables of activity scores by demographic group and then the two regression models.

We find that across every activity those respondents that are among the highest education group (Bachelor's degree or higher) and the highest income group (annual income over \$75,000) are dramatically more likely to engage in each activity. In fact, in the regression model that included the seven cultural activities the only predictors that were statistically significant at the $p < .01$ level were education and income with the education coefficient double that of the coefficient for income.

| | | Education | | | |
|------------------|------|-------------|--------------|-------------------|----------|
| | All | High school | Some college | Bachelors' degree | Graduate |
| Total Activities | 9.60 | 6.56 | 9.12 | 11.14 | 12.56 |
| Movies | 1.54 | 1.05 | 1.60 | 1.78 | 1.81 |
| Art show | 1.29 | 0.76 | 1.19 | 1.55 | 1.82 |
| Theater | 1.14 | 0.63 | 1.08 | 1.38 | 1.61 |
| Zoo | 1.05 | 0.91 | 0.96 | 1.10 | 1.37 |
| Historic Center | 1.05 | 0.54 | 0.99 | 1.24 | 1.54 |
| Cultural Program | 0.98 | 0.78 | 0.94 | 0.95 | 1.31 |
| Festival | 0.98 | 0.74 | 0.97 | 1.19 | 1.05 |
| Lecture | 0.90 | 0.68 | 0.79 | 0.97 | 1.31 |
| Sports | 0.67 | 0.47 | 0.61 | 0.97 | 0.75 |
| Activity Score | 0.36 | 0.24 | 0.34 | 0.41 | 0.47 |

Regression Analysis:
Activity Scores by
Education, Age and
Income

| | | Age | | | |
|------------------|------|----------|-------|-------|------|
| | All | 18 to 34 | 35-49 | 50-64 | 65+ |
| Total Activities | 9.60 | 9.68 | 10.51 | 9.47 | 9.03 |
| Movies | 1.54 | 1.79 | 1.62 | 1.36 | 1.25 |
| Art show | 1.29 | 1.33 | 1.34 | 1.23 | 1.30 |
| Theater | 1.14 | 0.98 | 1.19 | 1.29 | 1.34 |
| Zoo | 1.05 | 1.13 | 1.20 | 1.00 | 0.87 |
| Historic Center | 1.05 | 0.98 | 1.24 | 1.01 | 1.04 |
| Cultural Program | 0.98 | 0.92 | 1.08 | 1.00 | 0.93 |
| Festival | 0.98 | 0.89 | 1.19 | 1.07 | 0.83 |
| Lecture | 0.90 | 1.04 | 0.83 | 0.77 | 0.95 |
| Sports | 0.67 | 0.61 | 0.83 | 0.72 | 0.53 |
| Activity Score | 0.36 | 0.36 | 0.39 | 0.35 | 0.33 |

| | | Income | | | |
|------------------|------|--------|-------------|--------------|---------|
| | All | <\$50K | \$50K-\$75K | \$75K-\$100K | \$100K+ |
| Total Activities | 9.60 | 8.13 | 9.63 | 11.15 | 12.31 |
| Movies | 1.54 | 1.35 | 1.50 | 1.94 | 1.79 |
| Art show | 1.29 | 0.96 | 1.35 | 1.68 | 1.73 |
| Theater | 1.14 | 0.91 | 1.15 | 1.34 | 1.58 |
| Zoo | 1.05 | 0.94 | 1.09 | 1.11 | 1.30 |
| Historic Center | 1.05 | 0.85 | 1.02 | 1.21 | 1.47 |
| Cultural Program | 0.98 | 0.97 | 0.92 | 0.91 | 1.11 |
| Festival | 0.98 | 0.93 | 1.06 | 1.13 | 1.13 |
| Lecture | 0.90 | 0.78 | 0.73 | 1.10 | 1.10 |
| Sports | 0.67 | 0.45 | 0.79 | 0.74 | 1.08 |
| Activity Score | 0.36 | 0.30 | 0.36 | 0.41 | 0.46 |

Ordinary Least Square Regressions

With Movies and Sports Included --- With Movies and Sports Removed

| Independent Variables | Coefficient | Significance | | Independent Variables | Coefficient | Significance | |
|-----------------------|-------------|--------------|----|-----------------------|-------------|--------------|----|
| White | -0.006 | 0.916 | | White | -0.024 | 0.665 | |
| Black | 0.036 | 0.499 | | Black | -0.002 | 0.973 | |
| Hispanic | 0.008 | 0.885 | | Hispanic | -0.016 | 0.777 | |
| Income | 0.202 | 0 | ** | Income | 0.157 | 0 | ** |
| Children | 0.042 | 0.273 | | Children | 0.069 | 0.078 | |
| Age | -0.102 | 0.009 | ** | Age | -0.054 | 0.176 | |
| Education | 0.330 | 0 | ** | Education | 0.315 | 0 | ** |
| Bronx | 0.153 | 0.015 | * | Bronx | 0.140 | 0.028 | * |
| Brooklyn | 0.082 | 0.242 | | Brooklyn | 0.099 | 0.166 | |
| Manhattan | 0.055 | 0.851 | | Manhattan | 0.089 | 0.179 | |
| Queens | -0.015 | 0.830 | | Queens | -0.003 | 0.966 | |
| R-squared | 0.208 | | | R-squared | 0.176 | | |

Regression Analysis

In the table below are activity scores broken down into Low Income/Low Education, Low Income/High Education, High Income/Low Education and High Income/High Education. Given that Low Income/High Education was the second highest average it is reasonable to consider that level of education is the strongest attribute of someone who participates in arts and culture.

| | Average | Low Income /Low Ed | Low Income /High Ed | High Income /Low Ed | High Income /High Ed |
|------------------|---------|--------------------|---------------------|---------------------|----------------------|
| Total Activities | 9.60 | 7.97 | 10.06 | 8.84 | 13.44 |
| Movies | 1.54 | 1.32 | 1.56 | 1.52 | 2.00 |
| Art Shows | 1.29 | 0.88 | 1.21 | 1.04 | 1.73 |
| Theater | 1.14 | 0.94 | 1.02 | 0.65 | 1.24 |
| Zoo | 1.05 | 0.94 | 1.39 | 1.30 | 1.92 |
| Historic Ctr | 1.05 | 0.78 | 1.20 | 0.89 | 1.62 |
| Cultural Program | 0.98 | 0.96 | 1.05 | 0.95 | 1.38 |
| Festival | 0.98 | 0.93 | 1.07 | 0.99 | 1.20 |
| Lecture | 0.90 | 0.51 | 0.61 | 0.72 | 1.09 |
| Sports | 0.67 | 0.70 | 0.96 | 0.78 | 1.26 |
| Activity Score | 0.36 | 0.30 | 0.37 | 0.33 | 0.50 |

Cluster Analysis

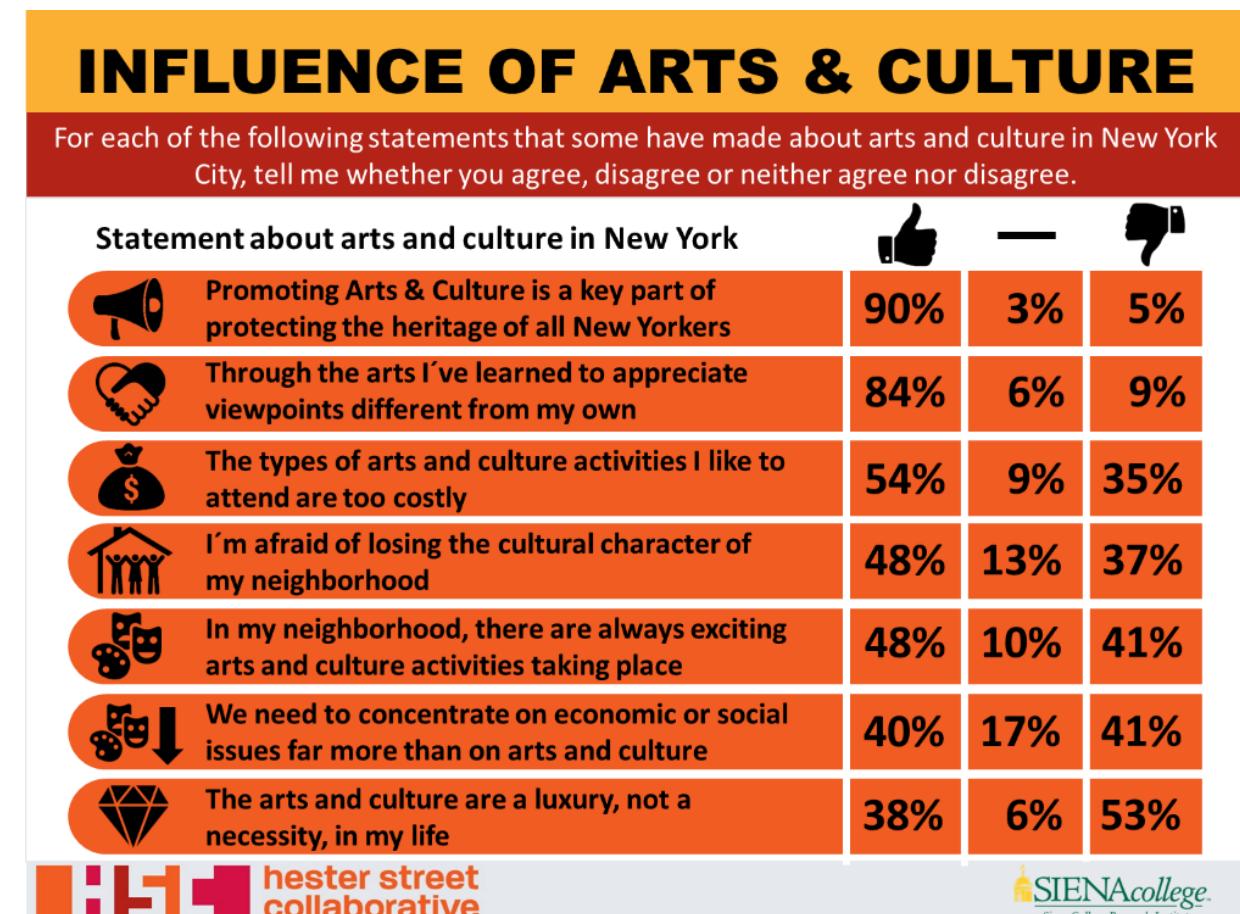
Finally, we conducted a cluster analysis in which we assembled three groups of cultural participants based on whether their participation was low (no more than 19 percent of the possible), medium (over 19 percent) of the possible but no more than 40 percent) or high (over 40 percent of the possible). We find that 31 percent of New Yorkers are in the low group, 41 percent in the middle group and 28 percent are in the high group.

Again, education and income show up as determinants in group membership. Those with graduate degrees or with incomes above \$100,000 show at a rate far greater than their representation in the overall population in the ‘high’ participation group.

| | | LOW (31%) | MIDDLE (41%) | HIGH (28%) |
|------------------|------------------------|-----------|--------------|------------|
| Borough | Bronx | 13% | 17% | 14% |
| | Brooklyn | 31% | 27% | 33% |
| | Manhattan | 16% | 22% | 27% |
| | Queens | 34% | 27% | 22% |
| | Staten Island | 6% | 8% | 4% |
| Age | 18-34 | 26% | 40% | 30% |
| | 35-49 | 24% | 21% | 29% |
| | 50-64 | 23% | 19% | 22% |
| | 65+ | 17% | 13% | 14% |
| Ethnicity | White | 30% | 35% | 39% |
| | Black/African American | 22% | 22% | 18% |
| | Hispanic | 25% | 25% | 20% |
| | Other | 23% | 19% | 24% |
| Education | High school or less | 36% | 23% | 10% |
| | Some college | 36% | 37% | 27% |
| | Bachelors' degree | 14% | 22% | 23% |
| | Graduate | 10% | 17% | 37% |
| Children | Yes | 32% | 37% | 42% |
| | No | 63% | 60% | 56% |
| Income | <\$50K | 44% | 38% | 25% |
| | \$50K-\$75K | 11% | 17% | 10% |
| | \$75K-\$100K | 9% | 10% | 15% |
| | \$100K+ | 11% | 19% | 32% |

Influence of Arts and Culture

When respondents were asked to comment on several statements some people have made about arts and culture in New York City we found that ninety percent said that promoting arts and culture is a key part of protecting the heritage of all New Yorkers. **Eight out of 10 New Yorkers, a meaningful number, said that through the arts I've learned to appreciate viewpoints different from my own.**



Half of all respondents say arts and cultural activities are too expensive. Nearly half say they are afraid of losing the cultural character of their neighborhood although the same number, forty-eight percent, say there are always exciting arts and culture activities taking place in their neighborhood.

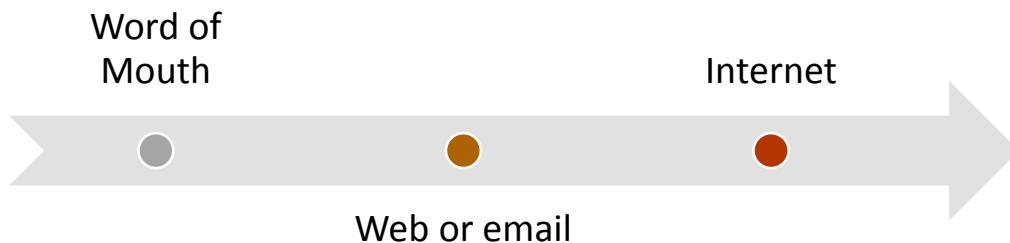
We found it interesting that only forty percent of respondents said we need to concentrate on economic or social issues far more than on arts and culture, indicating that the arts and culture in New York City are important to those who live there. A small majority, fifty-three percent, said that they disagreed with the statement that the arts and culture are a luxury, not a necessity, in my life. Thirty-eight percent agreed with the statement that they are a luxury.

Barriers to Attending Activities

When respondents were asked, "Do you attend arts and cultural activities as much as you would like to or do you wish you able to attend arts and cultural activities more often?" Seventy-seven percent wish they were able to attend more.

We then asked respondents, "Which of the following over the last twelve months have been a barrier for you in being able to attend arts and cultural activities?" Sixty-three percent said the location of the event was a barrier, fifty percent said the cost, thirty seven percent said they did not have enough information and a small percentage, thirteen percent said they did not feel welcome or safe.

How do New Yorkers get their information?

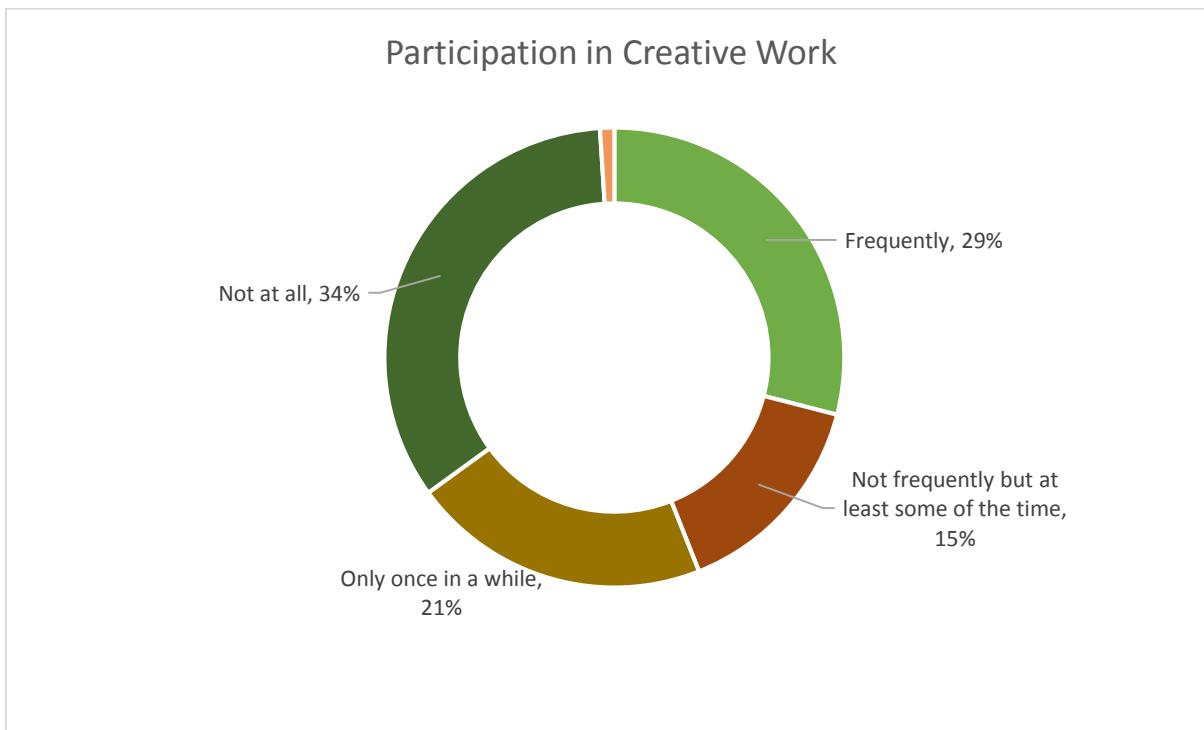


When respondents were asked how they get their information about arts and cultural activities

- 68% said word of mouth
- 68% said a website, mail or email
- 63% said internet searches
- 59% said social media
- 55% said radio or T.V.
- 54% said Newspapers or magazines

Participation in Creative Work

The Hester Street Collaborative was interested in understanding the rate at which New Yorkers participate in creative work. We asked how frequently have you over the past year engaged in any form of creative work that might include drawing or painting, writing, performing, filmmaking, or design?



Barriers to Participating in Creative Work

When asked, do you participate in creative work as much as you would like to or do you wish you were able to engage in creative work more often, sixty-five percent wish they were able to engage more.

Barriers to participating in creative work included:

- Not enough time (70%)
- Not knowing what is available (41%)
- Can't afford supplies/tools (37%)
- No place to go (34%)
- Not having anyone to go with (34%)
- No transportation (22%)

Conclusion

- With no ambiguity, New York City residents say that the arts and culture are important to the city, their neighborhood and to them personally.
- New Yorkers participate in a variety of arts and cultural activities at high rates.
- Participation is highest among those with the highest levels of education and income.
- Regardless of their current level of participation, over 70 percent of all New Yorkers wish they were able to attend arts and cultural activities more often.
- Location inconvenience and cost are the greatest barriers to participation.
- Given the recognized centrality of the arts and culture in the lives of New Yorkers as well as in the heritage and cultural character of the city, efforts to increase participation opportunities especially for lower income residents would be warmly received and effective.