



# New York City Culture Survey

**Dr. Don Levy**  
**May 2, 2017**

# METHODOLOGY



800 New York City Residents



March 28 - April 17, 2017



MOE +/- 3.9%

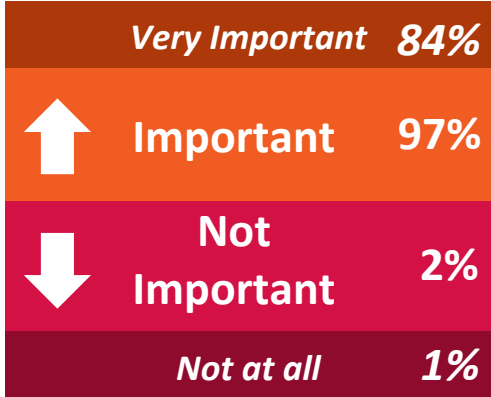


29% of completed surveys by cell phone

# IMPORTANCE OF ARTS & CULTURE

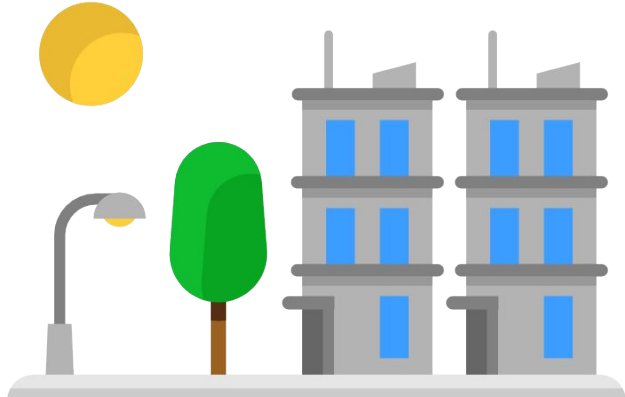
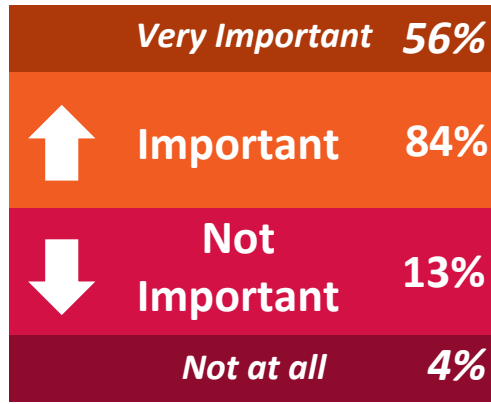
How important are arts and culture to quality of life...

How important would you say the arts and culture are to the overall quality of life in New York City?



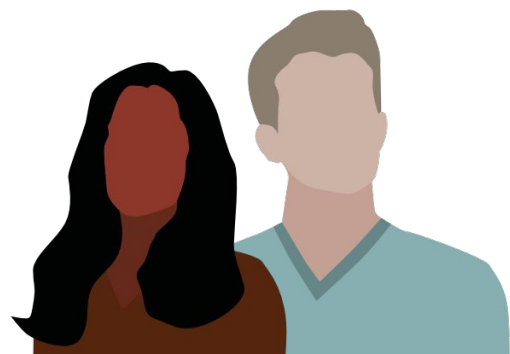
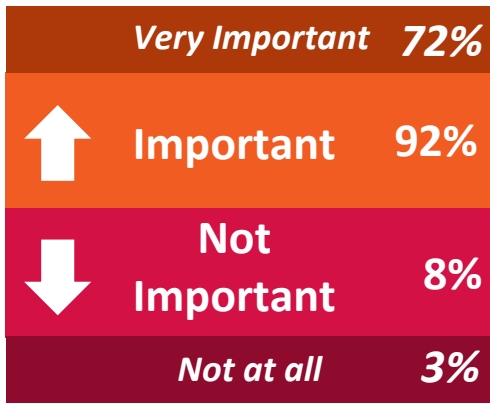
Important to the City

How important are the arts and culture in the overall quality of life in your neighborhood?



Important to the Neighborhood

How important are the arts and culture in your life?

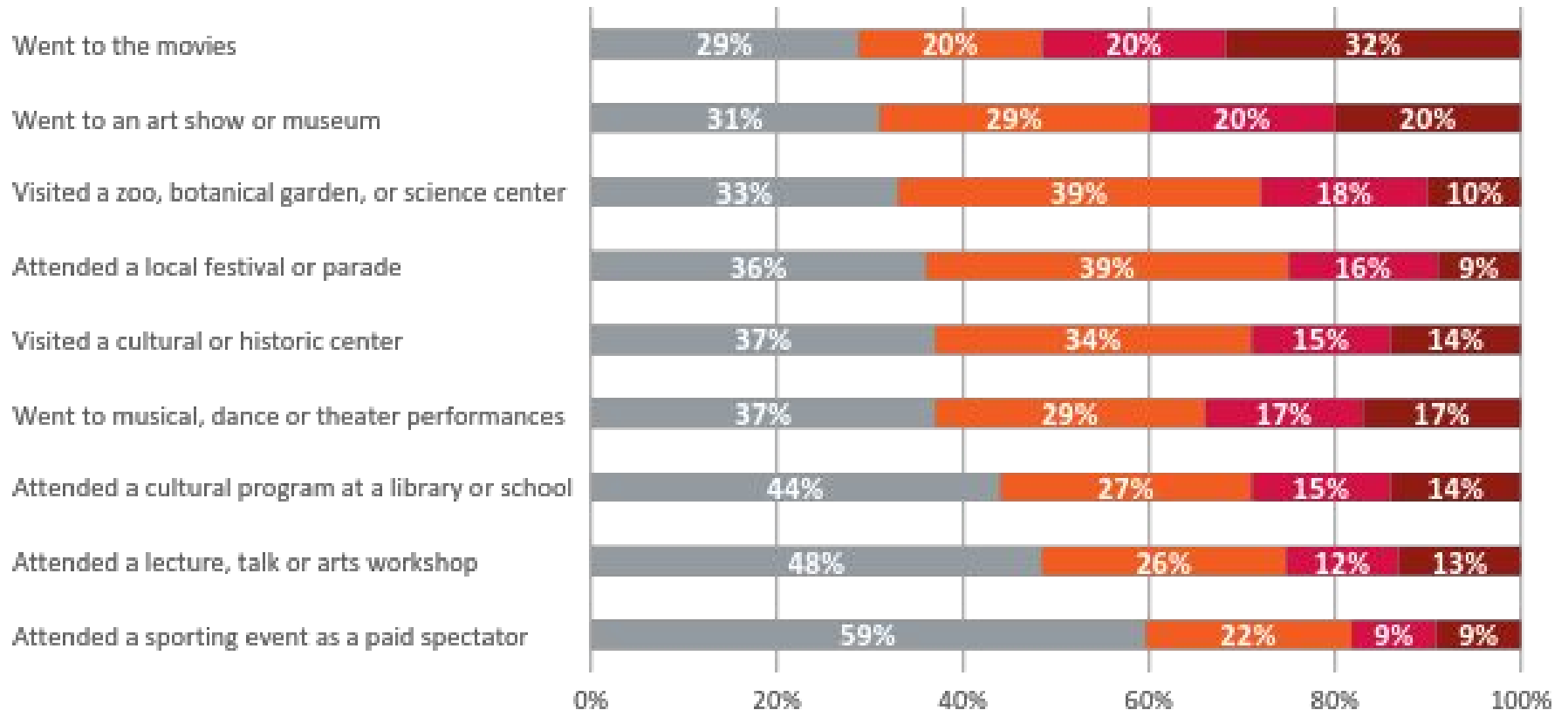


Important to You

# PARTICIPATION IN ACTIVITIES

Thinking about a variety of arts and cultural activities, for each tell me whether over the past twelve months, you have taken part in that activity.

- Not taken part in activity at all
- Done it once or twice
- Done it more than once or twice but no more than five times
- Done it more than five times in the last year



# PARTICIPATION IN ACTIVITIES

By Age

	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

# PARTICIPATION IN ACTIVITIES

By Borough

	Borough					
	All	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Total Activities	9.60	9.83	9.62	10.51	8.93	8.71
Movies	1.54	1.57	1.58	1.61	1.45	1.51
Art show	1.29	1.08	1.26	1.65	1.15	1.24
Theater	1.14	1.13	1.09	1.42	1.05	0.86
Zoo	1.05	1.11	1.05	1.01	1.09	0.94
Historic Center	1.05	0.88	1.13	1.27	0.90	0.91
Cultural Program	0.98	1.21	0.98	0.91	0.93	0.83
Festival	0.98	1.16	0.93	0.94	0.91	1.16
Lecture	0.90	0.82	0.97	1.10	0.80	0.53
Sports	0.67	0.86	0.64	0.60	0.66	0.74
Activity Score	0.36	0.36	0.36	0.39	0.33	0.32

# PARTICIPATION IN ACTIVITIES

By Education

	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

# PARTICIPATION IN ACTIVITIES

By Race/Ethnicity

		Ethnicity		
	All	White	Black	Hispanic
Total Activities	9.60	10.27	9.30	8.86
Movies	1.54	1.48	1.66	1.43
Art show	1.29	1.55	1.11	1.01
Theater	1.14	1.37	1.05	0.97
Zoo	1.05	1.12	0.99	1.13
Historic Center	1.05	1.19	0.98	0.85
Cultural Program	0.98	0.84	1.03	1.00
Festival	0.98	0.98	1.08	0.93
Lecture	0.90	0.95	0.75	0.85
Sports	0.67	0.79	0.64	0.69
Activity Score	0.36	0.38	0.34	0.33

# PARTICIPATION IN ACTIVITIES

By Income

		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

# CLUSTER ANALYSIS

Using first frequency of participation in all 9 activities and in the second model only those cultural activities other than movies or spectator sports, we ran a linear regression on those activity levels as dependent variables and used race, income, education, borough, age and children in the household as independent variables.

In both models, income and education were highly statistically significant predictors of cultural activity. In both models, living in the Bronx was significant at a lesser degree. In the first model that included all activities, age was significant and negatively correlated with activity. No other independent variables were statistically significant.

# REGRESSION ANALYSIS

## MODEL 1

Dependent Variable  
*All Activities*

Independent Variables	Coefficient	Significance	
White	-0.006	0.916	
Black	0.036	0.499	
Hispanic	0.008	0.885	
Income	0.202	0	**
Children	0.042	0.273	
Age	-0.102	0.009	**
Education	0.330	0	**
Bronx	0.153	0.015	*
Brooklyn	0.082	0.242	
Manhattan	0.055	0.851	
Queens	-0.015	0.830	
R-squared	0.208		

## MODEL 2

Dependent Variable  
*Remove Movies and Sports*

Independent Variables	Coefficient	Significance	
White	-0.024	0.665	
Black	-0.002	0.973	
Hispanic	-0.016	0.777	
Income	0.157	0	**
Children	0.069	0.078	
Age	-0.054	0.176	
Education	0.315	0	**
Bronx	0.140	0.028	*
Brooklyn	0.099	0.166	
Manhattan	0.089	0.179	
Queens	-0.003	0.966	
R-squared	0.176		

# DEMOGRAPHIC NATURE OF CLUSTERS

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

# CULTURAL IMPORTANCE BY CLUSTERS

How important would you say the arts and culture are to the overall quality of life in New York City?

	LOW	MIDDLE	HIGH
Very Important	69%	88%	95%
Somewhat important	23%	11%	5%
Not very important	3%	0%	0%
Not at all important	4%	0%	0%

# CULTURAL IMPORTANCE BY CLUSTERS

How important are the arts and culture in the overall quality of life in your neighborhood?

	LOW	MIDDLE	HIGH
Very important	48%	53%	69%
Somewhat important	28%	32%	23%
Not very important	11%	10%	6%
Not at all important	9%	3%	1%

# CULTURAL IMPORTANCE BY CLUSTERS

And to you personally, how important are the arts and culture in your life?

	LOW	MIDDLE	HIGH
Very important	51%	75%	88%
Somewhat important	28%	19%	12%
Not very important	11%	5%	0%
Not at all important	9%	0%	0%











# CULTURAL IMPORTANCE BY CLUSTERS

Do you attend arts and cultural activities as much as you would like to or do you wish you were able to attend arts and cultural activities more often?

	LOW	MIDDLE	HIGH
As much as like	24%	21%	17%
Wish able to attend more	71%	78%	83%

# INFLUENCE OF ARTS & CULTURE

For each of the following statements that some have made about arts and culture in New York City, tell me whether you agree, disagree or neither agree nor disagree.

Statement about arts and culture in New York			
 Promoting Arts & Culture is a key part of protecting the heritage of all New Yorkers	90%	3%	5%
 Through the arts I've learned to appreciate viewpoints different from my own	84%	6%	9%
 The types of arts and culture activities I like to attend are too costly	54%	9%	35%
 I'm afraid of losing the cultural character of my neighborhood	48%	13%	37%
 In my neighborhood, there are always exciting arts and culture activities taking place	48%	10%	41%
 We need to concentrate on economic or social issues far more than on arts and culture	40%	17%	41%
 The arts and culture are a luxury, not a necessity, in my life	38%	6%	53%

# INFLUENCE OF ARTS & CULTURE BY CLUSTER

Promoting Arts & Culture is a key part of protecting the heritage of all New Yorkers

	LOW	MIDDLE	HIGH
Strongly agree	63%	71%	83%
Agree somewhat	22%	20%	12%
Neither agree nor disagree	4%	3%	3%
Somewhat disagree	3%	2%	2%
Strongly disagree	6%	2%	1%

# INFLUENCE OF ARTS & CULTURE BY CLUSTER

Through the arts I've learned to appreciate viewpoints different from my own

	LOW	MIDDLE	HIGH
Strongly agree	46%	58%	74%
Agree somewhat	26%	26%	20%
Neither agree nor disagree	9%	7%	3%
Somewhat disagree	8%	4%	2%
Strongly disagree	7%	3%	1%

# INFLUENCE OF ARTS & CULTURE BY CLUSTER

I'm afraid of losing the cultural character of my neighborhood

	LOW	MIDDLE	HIGH
Strongly agree	21%	31%	33%
Agree somewhat	17%	20%	22%
Neither agree nor disagree	13%	13%	12%
Somewhat disagree	19%	19%	12%
Strongly disagree	26%	15%	20%

# INFLUENCE OF ARTS & CULTURE BY CLUSTER

In my neighborhood, there are always exciting arts and culture activities taking place

	LOW	MIDDLE	HIGH
Strongly agree	13%	27%	27%
Agree somewhat	26%	33%	33%
Neither agree nor disagree	13%	8%	8%
Somewhat disagree	20%	16%	16%
Strongly disagree	24%	16%	16%

# INFLUENCE OF ARTS & CULTURE BY CLUSTER

The types of arts and culture activities I like to attend are too costly

	LOW	MIDDLE	HIGH
Strongly agree	29%	23%	17%
Agree somewhat	23%	30%	42%
Neither agree nor disagree	10%	23%	9%
Somewhat disagree	24%	15%	23%
Strongly disagree	10%	0%	13%

# INFLUENCE OF ARTS & CULTURE BY CLUSTER

We need to concentrate on economic or social issues far more than on arts and culture

	LOW	MIDDLE	HIGH
Strongly agree	29%	18%	12%
Agree somewhat	27%	20%	17%
Neither agree nor disagree	13%	20%	17%
Somewhat disagree	17%	21%	28%
Strongly disagree	12%	19%	26%

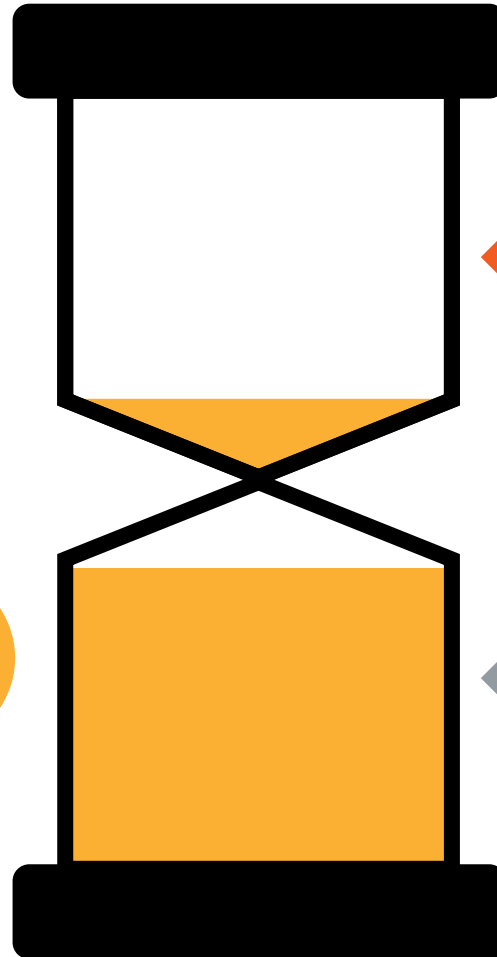
# INFLUENCE OF ARTS & CULTURE BY CLUSTER

The arts and culture are a luxury, not a necessity, in my life

	LOW	MIDDLE	HIGH
Strongly agree	24%	13%	10%
Agree somewhat	26%	23%	16%
Neither agree nor disagree	7%	7%	4%
Somewhat disagree	16%	23%	15%
Strongly disagree	23%	31%	55%

# TIME FOR ARTS & CULTURE ACTIVITIES

Do you attend arts and cultural activities as much as you would like to or do you wish you were able to attend arts and cultural activities more often?



How often do you attend?

21% As Much as I Like

77% Wish Able to Attend More

# BARRIERS TO ATTENDING ACTIVITIES


Which of the following over the last 12 months have been a barrier for you in being able to attend arts and cultural activities?



**63%** Location Inconvenient 

**50%** Cost 

**37%** Not enough information 

**13%** Not feeling welcome/saf 

# HOW DO YOU GET INFORMATION?

Which of the following are ways that you get information about arts and cultural activities that are available to you?



Word of mouth

68%



Social media 59%



Website,  
mail/email

68%



Radio or TV 55%



Internet  
searches

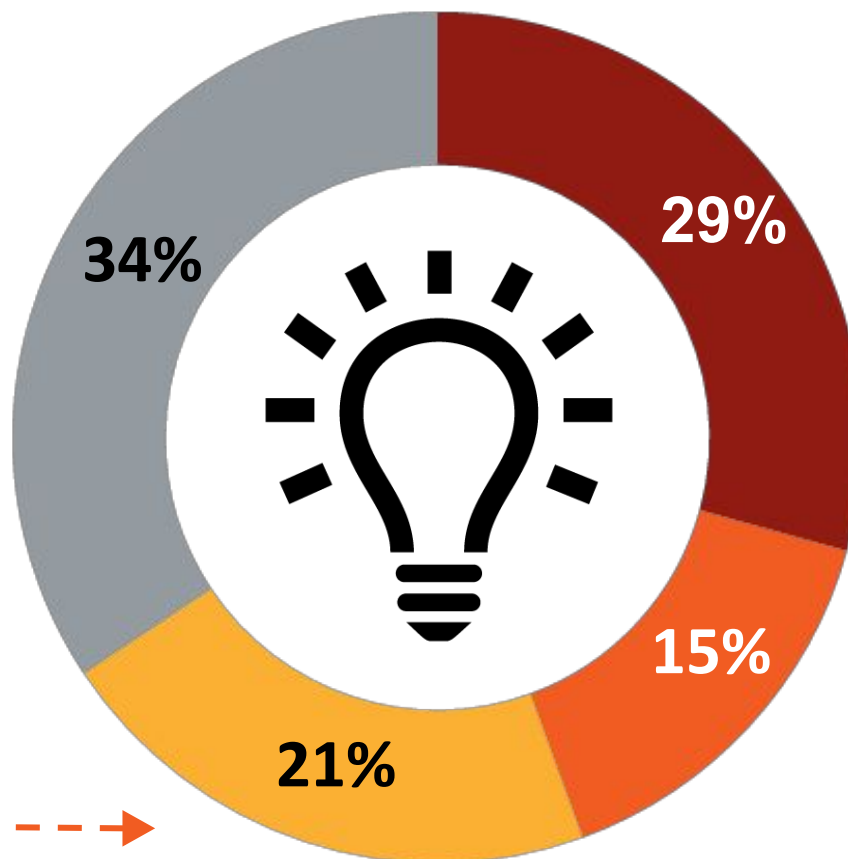
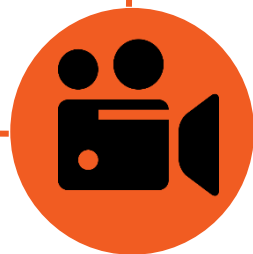
63%





Newspapers/  
Magazines 54%


# PARTICIPATION IN CREATIVE WORK


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? Would you say you are involved in creative work frequently, not frequently but at least some of the time, only once in a while or not at all?



 Frequently

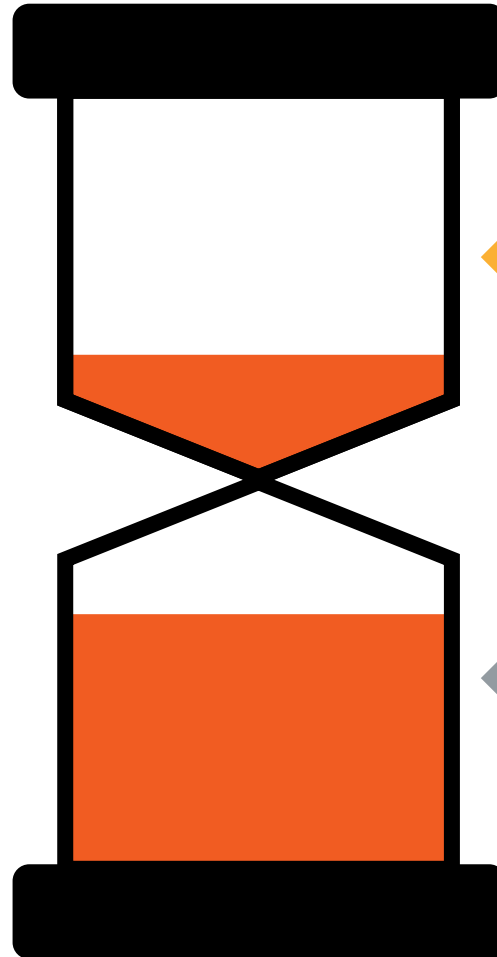
 Not frequently but at least some of the time

 Only once in a while

 Not at all

# TIME FOR CREATIVE WORK

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?



How often do you Engage?

32% As Much as I Like

65% Wish Able to Engage More

# BARRIERS TO CREATIVE ACTIVITIES

Which of the following over the last 12 months have been a barrier for you in being able to take part in creative activities?



70%

Not enough  
time



34%

No place to  
go



41%

Not knowing  
what is  
available



34%

Not having  
anyone to go  
with you



37%

Can't afford  
supplies/tools



22%

No  
transportation



# QUESTIONS

