TEMPLE UNIVERSITY
Institute for Survey Research

BeHeard Philly℠

Barnes Foundation: BeHeardPhilly℠ Survey Report

Project Background

The Barnes Foundation

Albert C. Barnes established the Barnes Foundation in 1922 to "promote the advancement of education and the appreciation of the fine arts and horticulture." The Barnes holds one of the finest collections of post-impressionist and early modern paintings. The Barnes is currently located at 2025 Benjamin Franklin Parkway in Philadelphia, PA.

Survey Project

Based on a new strategic plan in 2016, the Barnes Foundation commissioned a citywide survey through BeHeardPhilly℠ to better understand Barnes awareness, past experiences, perceptions of the Barnes as a museum or an accessible location, perceptions of marketing materials, barriers to visiting to the Barnes, and drivers/motivations to visiting the Barnes. The Barnes Foundation expressed interest in surveying people in the following zip codes: 19102, 19103, 19104, 19107, 19121, 19130, 19131, 19132, 19143, 19144, 19145, 19146, 19147 and 19148. Data collection occurred December 15, 2016 – January 3, 2017 with 630 Philadelphian residents.

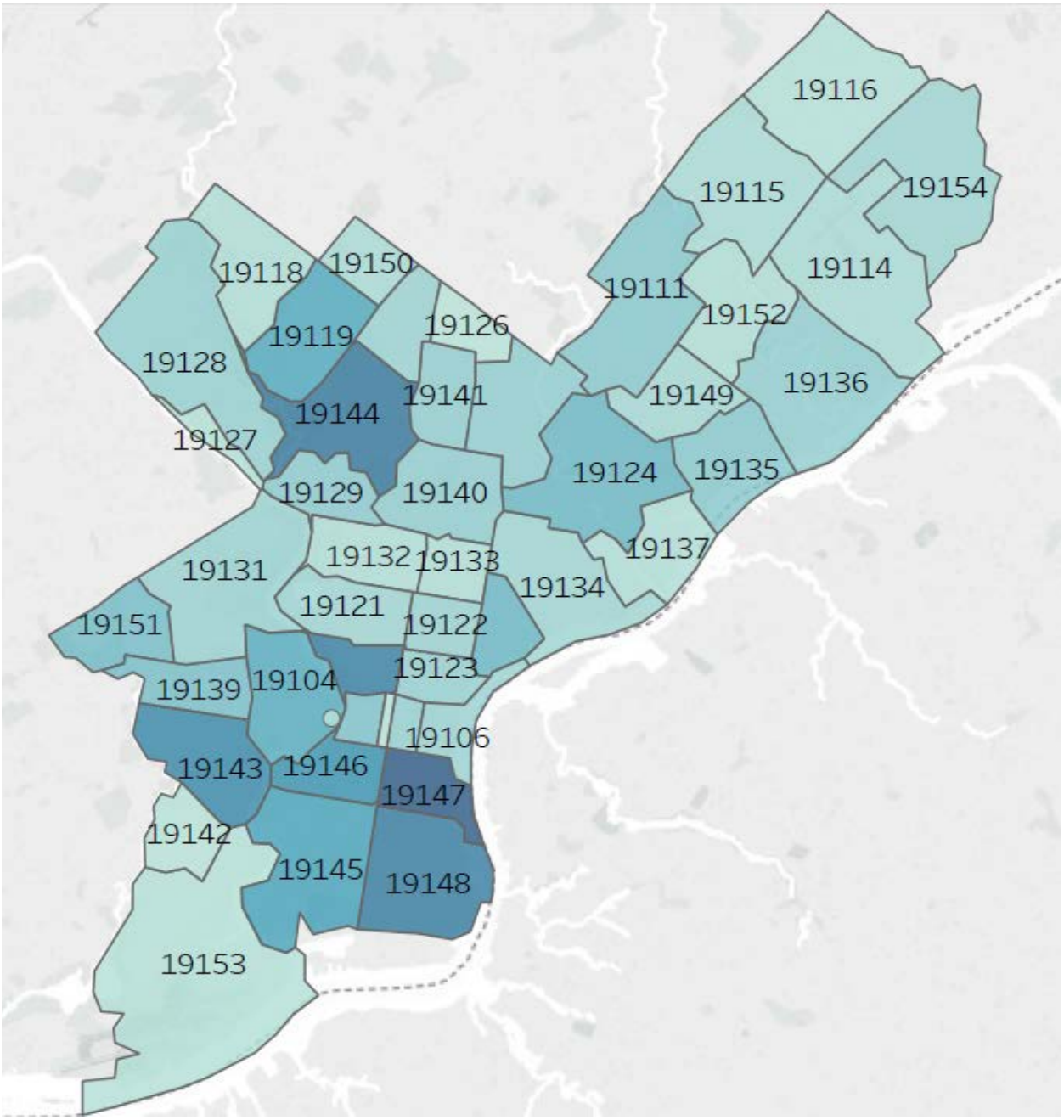
About BeHeardPhilly

BeHeardPhilly℠ is a civic engagement and community access tool used to understand the opinions, thoughts and activities of Philadelphia residents. BeHeardPhilly℠ is a group of community members who have "opted in" and agreed to take surveys and participate in ongoing research, driven by local government, and nonprofit organizations and initiatives. Each member of BeHeardPhilly℠ has initially shared his/her age, home zip code, gender, race and highest level of education. For those working in the social sector, it is a cost-effective and convenient resource for understanding community attitudes and perceptions, and conducting public opinion research in Philadelphia. BeHeardPhilly℠ is owned, managed, and operated by the Institute for Survey Research at Temple University.

About the Institute for Survey Research (ISR)

The Institute for Survey Research at Temple University is a nationally-renowned academic research organization based in Philadelphia. Over the course of the last 47 years, ISR has led or contributed to hundreds of projects on topics related to transportation, safety, crime, health, and education. The majority of these projects have involved working with urban and "hard-to-reach populations," particularly in Philadelphia, to better understand their opinions, behaviors, and actions. ISR is a leader in the field of data collection and also has expertise in focus group research, phone interviewing, database creation and management, and has pioneered studies using SMS text messaging a mode of data collection. ISR maintains a staff of highly trained field interviewers who specialize in field interviewing and field observations. ISR regularly collaborates with researchers across Temple University and at other institutions throughout Philadelphia and the nation.

Map 1: Philadelphia Zip Code Map of Surveyed Respondents



The map above shows the geographical location of survey respondents. Respondents represented every populated zip code within the city. Darker shading represents a higher number of respondents within the zip code.

Survey Results

Barnes Foundation

The survey results are based on the weighted responses from 630 respondents (see Weighting Methodology). The percentages below represent Philadelphia.

CONSTRUCT	QUESTION	SURVEY RESPONSES	
Section A- All Respondents			
A1 Frequency of Museum Visits	How often do you visit museums in Philadelphia (such as art, science or children's museums)? 1. Weekly 2. Monthly 3. Yearly 4. Every few years 5. Never (only when on vacation or in a different city) 6. Never (I never visit museums anywhere)[skip to Section E]		**Percentage**
		Weekly	1%
		Monthly	17%
		Yearly	37%
		Every few years	29%
		Never (only when on vacation or in a different city)	6%
		Never (I never visit museums anywhere)	10%
		Total	100%
A2 Awareness of Barnes	Have you heard of the Barnes Foundation? 1. Yes [go to Section B] 2. No [go to Section D] 3. Not sure [go to Section D]		**Percentage**
		Yes	68%
		No	26%
		Not sure	6%
		Total	100%
Section B- HAVE Heard of Barnes			
B2 Know Location	Do you know where the Barnes is located? 1. Center City 2. The Suburbs 3. Not sure		**Percentage**
		Center City	85%
		The Suburbs	3%
		Not sure	12%
		Total	100%
B4 Ever Visited Barnes	Have you ever visited the Barnes? 1. Yes 2. No		**Percentage**
		Yes	42%
		No	58%
		Total	100%
B5 Family/Friend Ever Visited Barnes	Do you have friends or family members that have visited the Barnes? 1. Yes 2. No		**Percentage**
		Yes	67%
		No	33%
		Total	100%

CONSTRUCT	QUESTION	SURVEY RESPONSES	
Section C- Have VISITED BARNES {{Display only if B4=YES}}			
C1 Frequency of Visiting Barnes	How many times have you visited? 1. Once 2. 2 – 5 times 3. 6 – 10 times 4. More than 10 times		**Percentage**
		Once	42%
		2 - 5 times	48%
		6 - 10 times	6%
		More than 10 times	4%
		Total	100%
C2 1st Time Reason for Visiting Barnes	What are the reasons that you visited the Barnes for the first time? (Check all that apply) 1. To see the permanent collection 2. To see a special exhibit 3. To attend a special event/activity (party, movie, lecture) 4. To spend time with friends 5. To spend time with family 6. To see art that I know and like 7. To see new art 8. To see the building/the space 9. I heard about it/it was recommended to me 10. Was required by an organization or school 11. Other (please specify): _____		**Percentage**
		To see the permanent collection	70%
		To see a special exhibit	24%
		To attend a special event/activity (party, movie, lecture)	21%
		To spend time with friends	29%
		To spend time with family	25%
		To see art that I know and like	24%
		To see new art	26%
		To see the building/the space	51%
		I heard about it/it was recommended to me	34%
		Was required by an organization or school	3%
		Other	11%
C3 Repeat Reason for Visiting Barnes	[Display if C1 is "2 – 5 times" or more] What made you want to come back again after visiting for the first time? (Check all that apply) 1. To see the permanent collection 2. To see a special exhibit 3. To attend a special event/activity (party, movie, lecture) 4. To spend time with friends 5. To spend time with family 6. To see art that I know and like 7. To see new art 8. To see the building/the space 9. I heard about it/it was recommended to me 10. Was required by an organization or school 11. Other (please specify):		**Percentage**
		To see the permanent collection	54%
		To see a special exhibit	32%
		To attend a special event/activity (party, movie, lecture)	24%
		To spend time with friends	46%
		To spend time with family	33%
		To see art that I know and like	38%
		To see new art	22%
		To see the building/the space	31%
		I heard about it/it was recommended to me	5%
		Was required by an organization or school	0%
		Other	4%

CONSTRUCT	QUESTION	SURVEY RESPONSES	
Section C- Have VISITED BARNES {{Display only if B4=YES}}			
C4 Ticket Purchasing Preferences	When you visit museums, do you prefer to buy your ticket in advance or at the door? 1. In advance (online) 2. At the door 3. Both		**Percentage**
		In advance (online)	29%
		At the door	43%
		Both	28%
		Total	100%
C5 Considerations for Museum Visiting	What are things you think about when deciding if you want to visit a museum? 4. How much it will cost 5. How easy it is to get there 6. How long it will take 7. If the content is interesting 8. Whether my kids will like it 9. Other (please specify): _____		**Percentage**
		How much it will cost	29%
		How easy it is to get there	7%
		How long it will take	3%
		If the content is interesting	51%
		Whether my kids will like it	2%
		Other	7%
		Total	100%
C6 Getting to the Barnes	Considering all of the times that you have been to the Barnes, what are the ways that you got there? (Check all that apply) 1. Bus 2. Subway/Trolley 3. Train 4. Walking 5. Biking 6. Personal Vehicle 7. Uber/Lyft 8. Taxi 9. Other (please specify): 10. [[END OF SURVEY]]		**Percentage**
		Bus	27%
		Subway/Trolley	20%
		Train	4%
		Walking	41%
		Biking	16%
		Personal Vehicle	42%
		Uber/Lfyt	10%
		Taxi	4%
		Other	4%

CONSTRUCT	QUESTION	SURVEY RESPONSES	
Section D- HAVE Heard of Barnes OR Have HEARD but NOT Visited {{Display only if B4=NO}}			
D1 **Drivers of Museum Visiting**	What are the reasons that you go to museums? (Check all that apply) 1. To see the permanent collection 2. To see a special exhibit 3. To attend a special event/activity (party, movie, lecture) 4. To spend time with friends 5. To spend time with family 6. To see art that I know and like 7. To see new art 8. To see the building/the space 9. I heard about it/it was recommended to me 10. Was required by an organization or school 11. Other (please specify): _____		**Percentage**
		To see the permanent collection	37%
		To see a special exhibit	58%
		To attend a special event/activity (party, movie, lecture)	31%
		To spend time with friends	29%
		To spend time with family	50%
		To see art that I know and like	33%
		To see new art	39%
		To see the building/the space	26%
		I heard about it/it was recommended to me	29%
		Was required by an organization or school	15%
		Other	11%
D2 **Ticket Purchasing Preferences**	When you visit museums, do you prefer to buy your ticket in advance or at the door? 1. In advance (online) 2. At the door 3. Both		**Percentage**
		In advance (online)	29%
		At the door	41%
		Both	30%
		Total	100%
D3 **Considerations for Museum Visiting**	What are things you think about when deciding if you want to visit a museum? 11. How much it will cost 12. How easy it is to get there 13. How long it will take 14. If the content is interesting 15. Whether my kids will like it 16. Other (please specify): _____		**Percentage**
		How much it will cost	27%
		How easy it is to get there	9%
		How long it will take	4%
		If the content is interesting	33%
		Whether my kids will like it	21%
		Other	5%
		Total	100%

CONSTRUCT	QUESTION	SURVEY RESPONSES	
Section D- HAVE Heard of Barnes OR Have HEARD but NOT Visited {{Display only if B4=NO}}			
D4 Getting to the Barnes (area)	If you were going to go somewhere at 20th Street and the Benjamin Franklin Parkway, how would you get there? 1. Bus 2. Subway/Trolley 3. Train 4. Walking 5. Biking 6. Personal Vehicle 7. Uber/Lyft 8. Taxi 9. Wouldn't go, it's too hard to get there 10. Other (please specify): _____ [END OF SURVEY]		**Percentage**
		Bus	42%
		Subway/Trolley	20%
		Train	11%
		Walking	11%
		Biking	4%
		Personal Vehicle	32%
		Uber/Lfyt	7%
		Taxi	2%
		Wouldn't go, it's too hard to get there	2%
		Other	4%
Section E- NEVER Go to Museums			
E1 Reasons for Not Visiting Museums	What are the reasons that you never visit museums? (Check all that apply) 1. Too expensive 2. Too hard to get to 3. Don't like museums 4. Don't have time 5. Don't have anyone to go with 6. Museums aren't for me 7. Other (please specify): _____		**Percentage**
		Too expensive	14%
		Too hard to get to	4%
		Don't like museums	26%
		Don't have time	50%
		Don't have anyone to go with	3%
		Museums aren't for me	25%
		Other	2%

* See Appendix for full text responses.

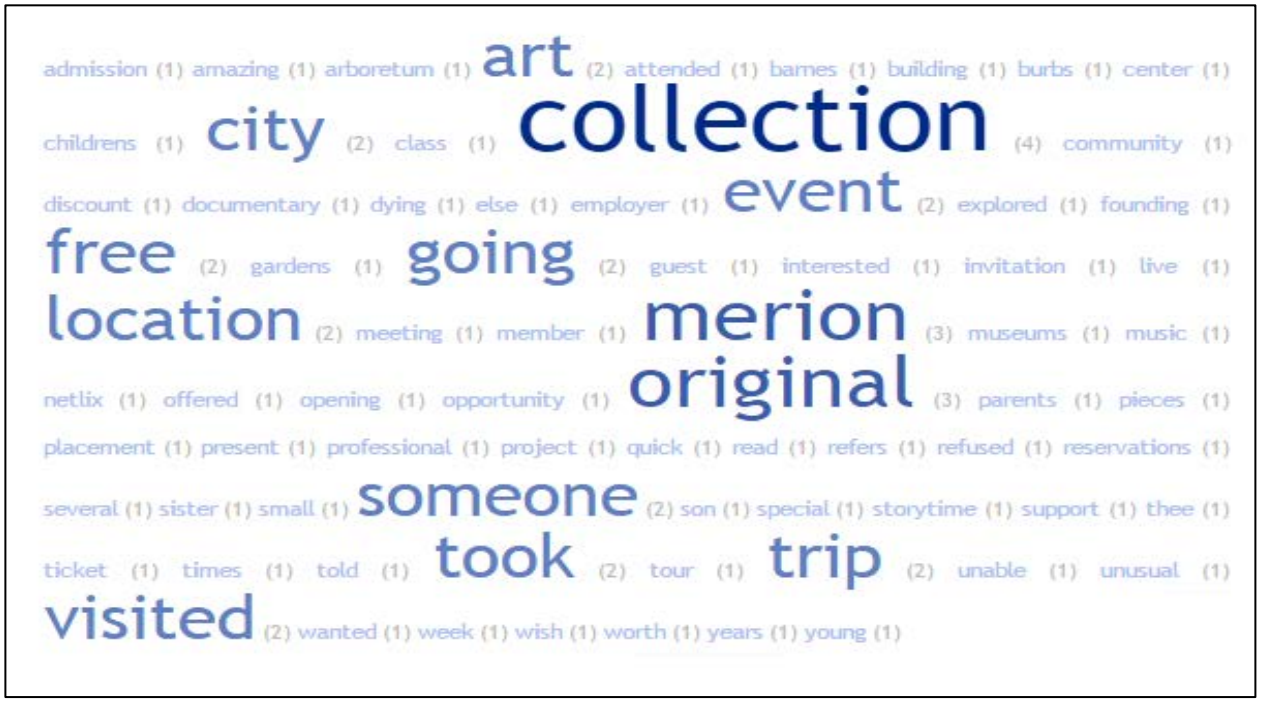
Findings

Majority (66%) of respondents visit local museums yearly or every few years. Survey results found 68% of respondents indicate awareness of the Barnes Foundation. When asked to describe the foundation in their own words, most respondents indicate some familiarity with the Barnes Foundation. The top ten descriptives include art, collection, museum, Barnes, foundation, impressionist, private, moved, parkway, and paintings. Most respondents indicated learning about the Barnes foundation through the news or word of mouth from family and friends who have visited.

Key drivers for museum visits of respondents whom have not visited the Barnes Foundation differ from the drivers for the initial visit to the Barnes. Non-visitor respondents ranked special exhibits and spending time with family at the museum as the top reasons for visiting a museum (items D1 vs C2). Barnes visitors ranked visiting the permanent collection and seeing the building/space as the top reason for the initial visit. Non-visitor respondents consider "whether their kids would like the museum" at a higher rate than museum visitors (items D3 vs. C5).

Image 2: Item B1- In your own words, what is the Barnes Foundation?

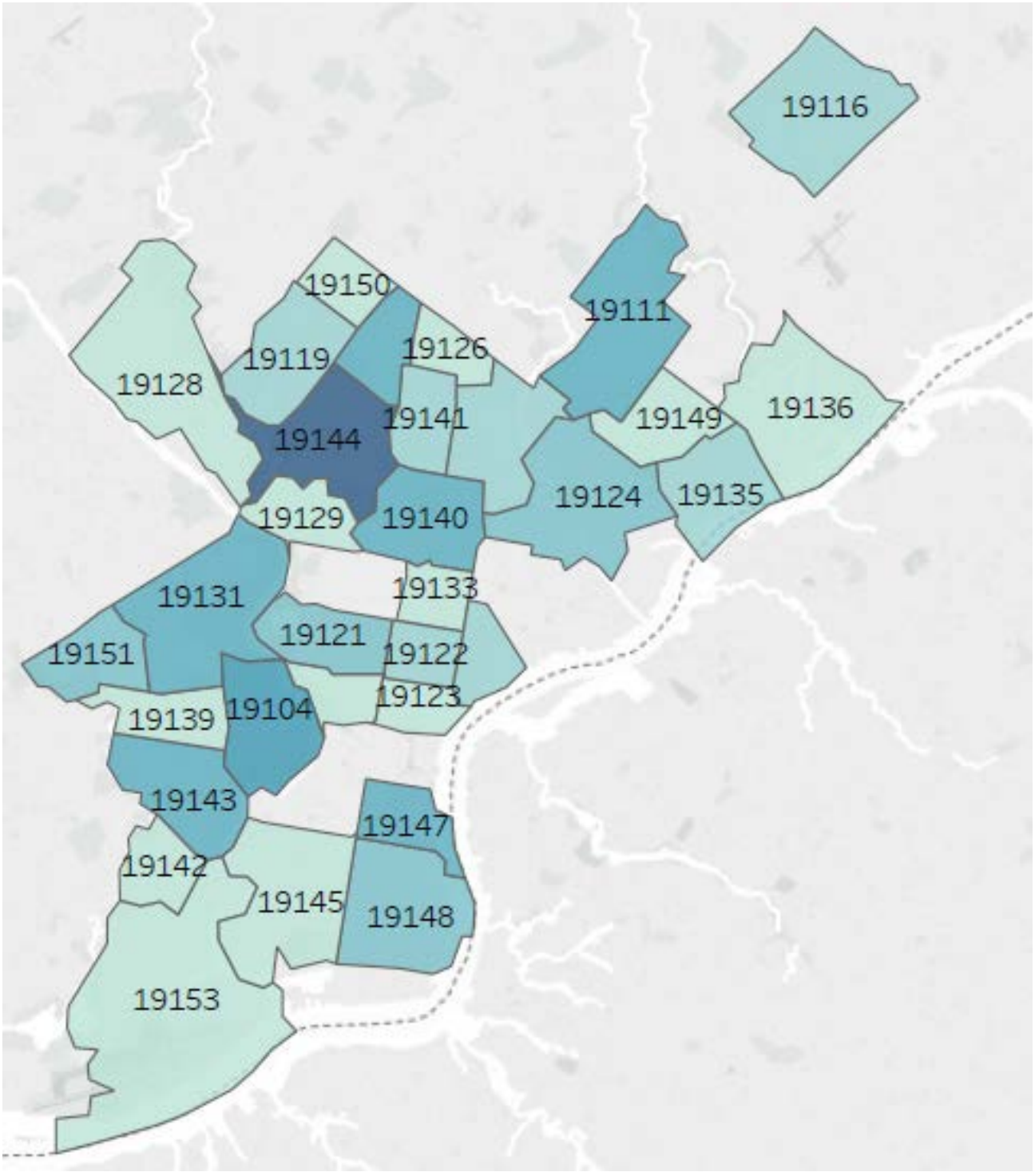
Image 3: Item B3- How did you hear about/learn about the Barnes?



WHO Has NOT Heard of the Barnes Foundation?

Survey results indicate approximately 32% of respondents are unaware of the Barnes Foundation. These respondents are located throughout the city of Philadelphia.

Map 4: Zip Code Map of Respondents Who Have NOT Heard of the Barnes Foundation

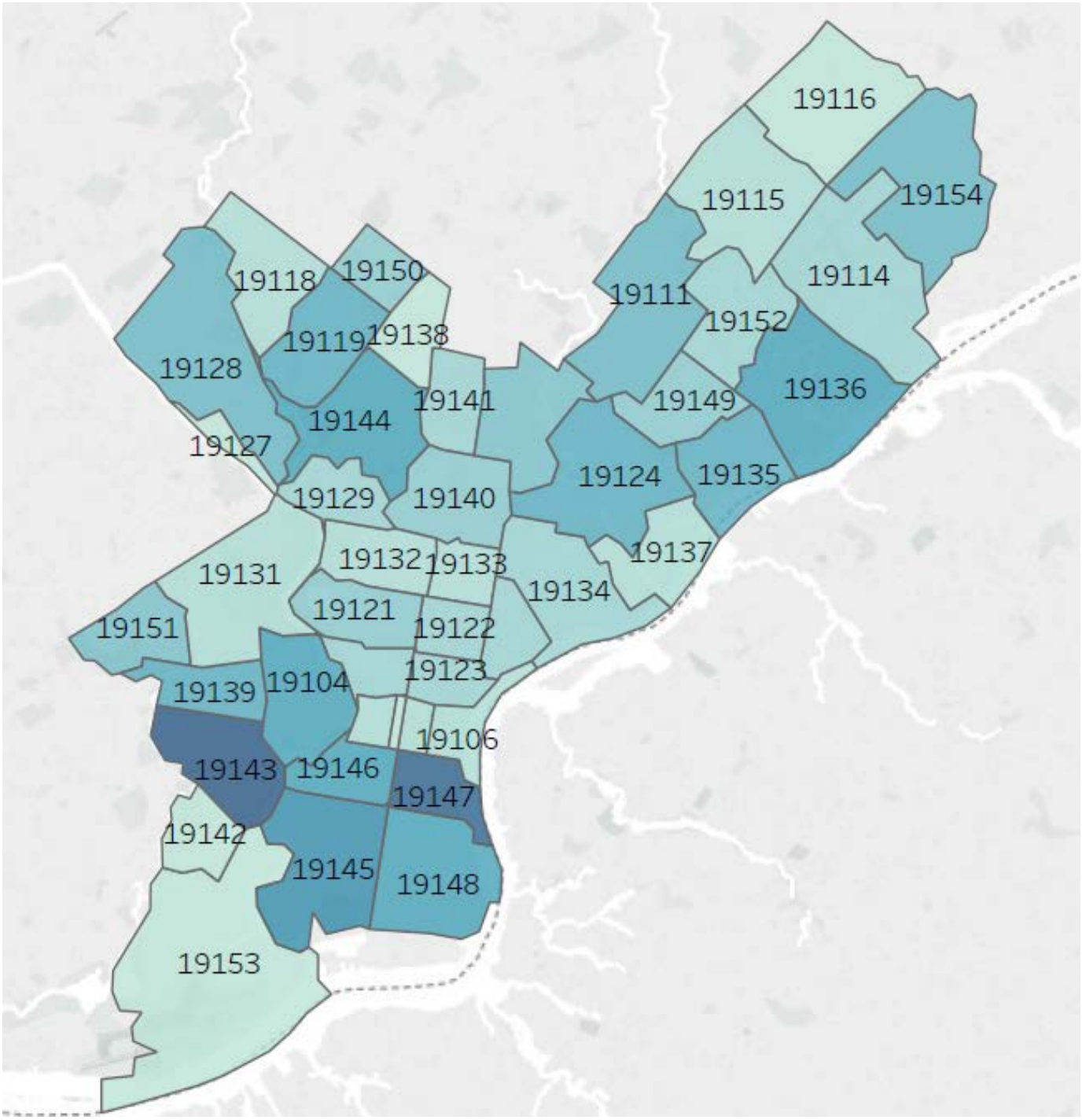


The map above shows the geographical location of survey respondents who have NOT heard of the Barnes Foundation. Darker shading represents a higher number of respondents within the zip code.

WHO Has Heard of the Barnes Foundation and NEVER Visited?

Survey results indicate approximately 58% of respondents are aware of the Barnes Foundation but have never visited. These respondents are located throughout the city of Philadelphia.

Map 5: Zip Code Map of Respondents Who Have Heard of the Barnes Foundation and NEVER Visited



The map above shows the geographical location of survey respondents who HAVE heard of the Barnes Foundation and NEVER visited. Darker shading represents a higher number of respondents within the zip code.

Table 6. Respondent Demographics Have NOT Heard of Barnes OR Have HEARD but NOT Visited

	Respondents		Philadelphia Population
	NOT Heard	**Heard - NOT Visited**	
Gender	**Percentage**	**Percentage**	**Percentage**
Male	35%	49%	45.9%
Female	65%	50%	54.1%
Other		1%	
Total	100%	100%	100.0%
	NOT Heard	**Heard NOT Visited**	
Age	**Percentage**	**Percentage**	**Percentage**
18-34	29%	33%	36.8%
35-44	27%	15%	16.4%
45-54	17%	14%	15.8%
55-64	15%	19%	14.9%
65+	12%	19%	16.1%
Total	100%	100%	100.0%
	NOT Heard	**Heard NOT Visited**	
Race	**Percentage**	**Percentage**	**Percentage**
White	20%	49%	39%
Black	51%	36%	40%
Other	29%	15%	21%
Total	100%	100%	100%
	NOT Heard	**Heard NOT Visited**	
Education	**Percentage**	**Percentage**	**Percentage**
HS or Less	94%	72%	51.1%
Some College	6%	25%	24.3%
Bachelor & Beyond	0	3%	24.5%
Total	100%	100%	**100.0%**
	NOT Heard	**Heard NOT Visited**	
Income	**Percentage**	**Percentage**	**Percentage**
Less than $25K	51%	23%	26.8%
$25K to $50K	13%	20%	26.0%
$50K to $100K	15%	32%	28.7%
$100K+	0%	7%	18.5%
Prefer not to say	20%	17%	
Total	100%	100%	**100.0%**

Weighting Methodology Report

Virtually, all survey data are weighted before they can be used to produce reliable estimates of population parameters. While reflecting the selection probabilities of sampled units, weighting also attempts to compensate for practical limitations of a sample survey, such as differential nonresponse and undercoverage. The weighting process for this survey essentially entailed three major steps. The first step consisted of computation of base weights to reflect unequal selection probabilities and selection of one adult per household. In the second step, base weights were adjusted so that final weights would aggregate to reported totals for the target population. In the third and final step, the resulting weights were examined to detect and trim extreme values to prevent undue influence that a handful of respondents may have on survey estimates.

For the second step, final weights were adjusted using the method of Iterative Proportional Fitting, which is commonly referred to as Raking. Specifically, design weights were simultaneously adjusted along the following raking dimensions using the WgtAdjust procedure of SUDAAN. It should be noted that survey data for some of demographic questions used for weighting included missing values. All such missing values were first imputed using a hot-deck procedure before construction of the survey weights. As such, respondent counts reflected in the following tables correspond to the post-imputation step. The needed population totals for weighting have been obtained from the American Community Survey (ACS).

Table 1. First raking dimension for weight adjustments by gender

Gender	Respondents		Population	
Male	235	37.3%	535,945	45.9%
Female	395	62.7%	630,438	54.1%
Total	**630**	**100.0%**	**1,166,383**	**100.0%**

Table 2. Second raking dimension for weight adjustments by age

Age	Respondents		Population	
18-34	181	28.7%	429,309	36.8%
35-44	105	16.7%	191,107	16.4%
45-54	109	17.3%	183,728	15.8%
55-64	130	20.6%	174,046	14.9%
65+	105	16.7%	188,193	16.1%
Total	**630**	**100.0%**	**1,166,383**	**100.0%**

Table 3. Third raking dimension for weight adjustments by race

Race	Respondents		Population	
White	381	60.5%	451,742	39%
Black	177	28.1%	466,976	40%
Other	72	11.4%	247,665	21%
Total	**630**	**100.0%**	**1,166,383**	**100%**

Table 4. Fourth raking dimension for weight adjustments by education

Education	Respondents		Population	
HS or Less	101	16.0%	596,282	51.1%
Some College	153	24.3%	283,924	24.3%
Bachelor & Beyond	376	59.7%	286,177	24.5%
Total	**630**	**100.0%**	**1,166,383**	**100.0%**

Variance Estimation for Weighted Data:

Survey estimates can only be interpreted properly in light of their associated sampling errors. Since weighting often increases variances of estimates, use of standard variance calculation formulae with weighted data can result in misleading statistical inferences. With weighted data, two general approaches for variance estimation can be distinguished. One method is *Taylor Series* linearization and the second is replication. There are several statistical software packages that can be used to produce design-proper estimates of variances using linearization or replication methodologies, including:

- SAS: http://www.sas.com
- SUDAAN: http://www.rti.org/sudaan
- WesVar: http://www.westat.com/westat/statistical_software/wesVar
- Stata: http://www.stata.com

An Approximation Method for Variance Estimation can be used to avoid the need for special software packages. Researchers who do not have access to such tools for design-proper estimation of standard errors can approximate the resulting variance inflation due to weighting and incorporate that in subsequent calculations of confidence intervals and tests of significance. With W_i representing the final weight of the i^{th} respondent, the inflation due to weighting, which is commonly referred to as *Design Effect*, can be approximated by:

$$\delta = 1 + \frac{\sum_{i=1}^{n} \frac{\left(W_i - \bar{W}\right)^2}{n-1}}{\bar{W}^2}$$

For calculation of a confidence interval for an estimated percentage, $\hat{p}$, one can obtain the conventional variance of the given percentage $S^2(\hat{p})$, multiply it by the approximated design effect, δ, and use the resulting quantity as adjusted variance. That is, the adjusted variance $\hat{S}^2(\hat{p})$ would be given by:

$$\hat{S}^2(\hat{p}) \approx S^2\left(\hat{p}\right)(\hat{p}) \times \delta = \frac{\hat{p} \times \left(1-\hat{p}\right)}{n-1}\left(\frac{N-n}{N}\right) \times \delta$$

Subsequently, the (100-α) percent confidence interval for P would be given by:

$$\hat{p} - z_{\alpha/2}\sqrt{\frac{\hat{p} \times (1-\hat{p})}{n-1}\left(\frac{N-n}{N}\right) \times \delta} \le P \le \hat{p} + z_{\alpha/2}\sqrt{\frac{\hat{p} \times (1-\hat{p})}{n-1}\left(\frac{N-n}{N}\right) \times \delta}$$