

# Barnes Foundation Awareness Survey Report

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## **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<sup>SM</sup> 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 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. For details about the demographics of the BeHeardPhilly panel contact the Institute for Survey Research at [isr@temple.edu](mailto:isr@temple.edu). Respondents to the survey include 630 Philadelphia area residents with 584 residents of the zip codes inside the city of Philadelphia.

### **About BeHeardPhilly**

BeHeardPhilly<sup>SM</sup> is a civic engagement and community access tool used to understand the opinions, thoughts and activities of Philadelphia residents. BeHeardPhilly<sup>SM</sup> 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<sup>SM</sup> 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<sup>SM</sup> is owned, managed, and operated by the Institute for Survey Research at Temple University.

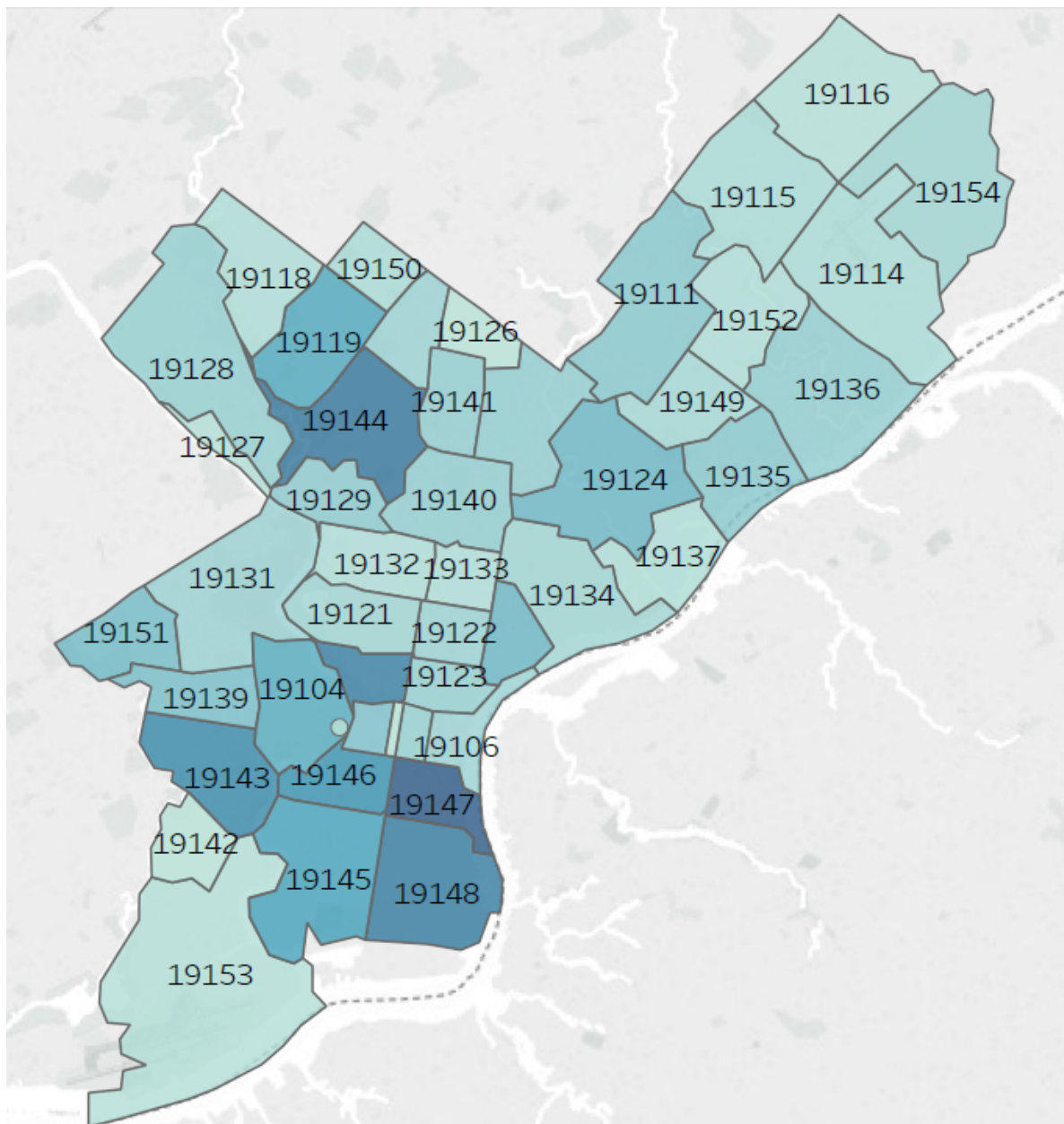
### **About the Institute for Survey Research (ISR)**

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.

## Results

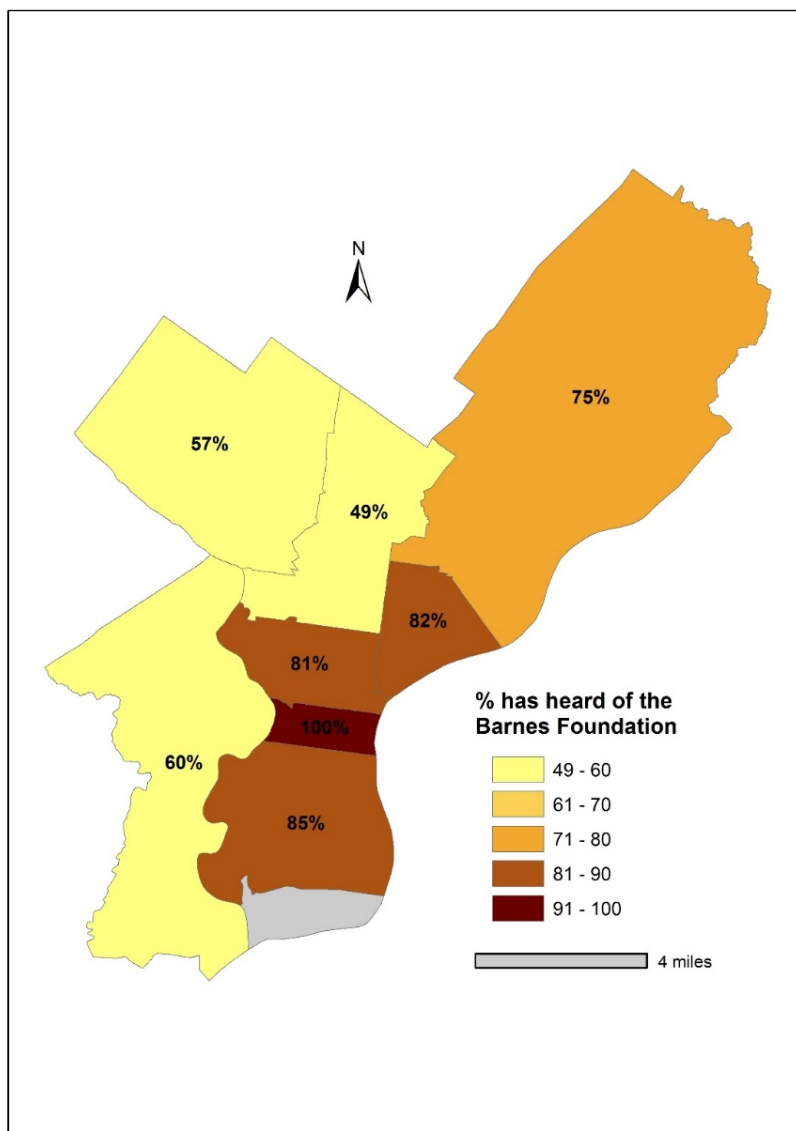
Map 1: Geographic Distribution of Unweighted Survey Respondents by Zipcode



The above map shows the unweighted 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.

Map 2: Percent of respondents who live in the city of Philadelphia who reported that have heard of the Barnes Foundation. (weighted)

49%	North Philadelphia (19140,19141,19120,19126,19138,19132,19133,19124)
57%	Northwest Philadelphia (19144,19129,19119,19127,19128,19138,19150,19118)
60%	West Philadelphia (19153, 19142, 19143,19139, 19151,19104,19131)
75%	Northeast Philadelphia (19137,19135,19136,19124,19149,19152,19114,19154,19115,19116,19111)
81%	Lower North Philadelphia (19130,19123,19122,19121)
82%	Fishtown, Kensington, Port Richmond (19125,19134)
85%	South Philadelphia (19122,19145,19148,19146,19147)
100%	Center City (19103,19102,19107,19106)



Map 3: Percent of respondents who live in the city of Philadelphia who report they have visited the Barnes Foundation. (weighted)

21%	Northeast Philadelphia (19137,19135,19136,19124,19149,19152,19114,19154,19115,19116,19111)
30%	North Philadelphia (19140,19141,19120,19126,19138,19132,19133,19124)
34%	West Philadelphia (19153, 19142, 19143,19139, 19151,19104,19131)
45%	Lower North Philadelphia (19130,19123,19122,19121)
54%	Northwest Philadelphia (19144,19129,19119,19127,19128,19138,19150,19118)
61%	South Philadelphia (19122,19145,19148,19146,19147)
71%	Fishtown, Kensington, Port Richmond (19125,19134)
71%	Center City (19103,19102,19107,19106)

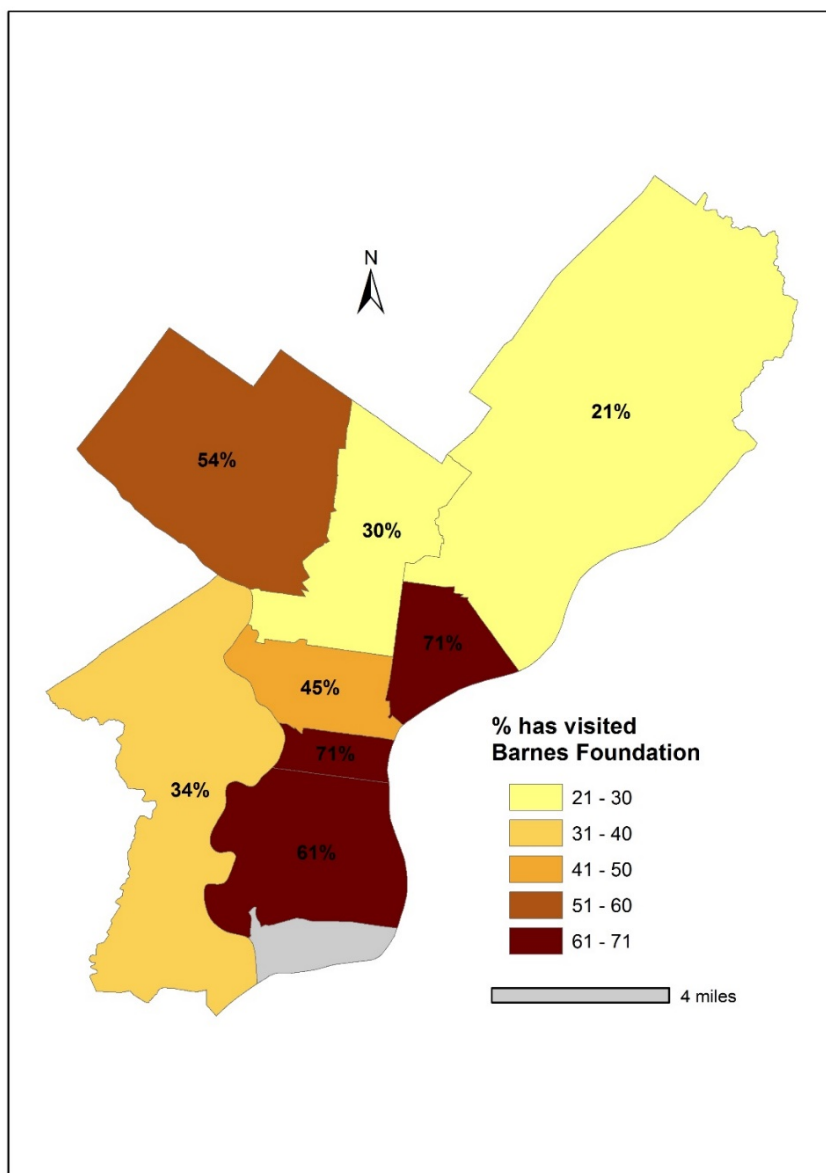


Table 1: Unweighted and Weighted Univariate Descriptive Statistics for each Survey Question

Results in Table 1 represent unweighted and weighted responses (see Weighting Methodology). Weighted percentages reflect the population of Philadelphia with respect to Gender, Race, Ethnicity, Income and Education. *Note: the denominator changes as you move down in the survey due to skip patterns.(see Appendix II for extended calculations)*

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)? <div>1. Weekly</div> <div>2. Monthly</div> <div>3. Yearly</div> <div>4. Every few years</div> <div>5. Never (only when on vacation or in a different city )</div> <div>6. Never (I never visit museums anywhere)[skip to Section E]</div>		Unweighted n=(630)	Weighted N=(1,166,383)
		Weekly	1%	1%
		Monthly	24%	17%
		Yearly	42%	37%
		Every few years	25%	29%
		Never (only when on vacation or in a different city )	4%	6%
		Never (I never visit museums anywhere)	5%	10%
		Total	100%	100%
A2 Awareness of Barnes	Have you heard of the Barnes Foundation? <div>1. Yes [go to Section B]</div> <div>2. No [go to Section D]</div> <div>3. Not sure [go to Section D]</div>		n=(599)	N=(1,049,745)
		Yes	85%	68%
		No	12%	26%
		Not sure	3%	6%
		Total	100%	100%
	Section B- HAVE Heard of Barnes **			
B2 Know Location	Do you know where the Barnes is located? <div>1. Center City</div> <div>2. The Suburbs</div> <div>3. Not sure</div>		n=(509)	N=(793,140)
		Center City	90%	85%
		The Suburbs	2%	3%
		Not sure	7%	12%
		Total	100%	100%
B4 Ever Visited Barnes	Have you ever visited the Barnes? <div>1. Yes</div> <div>2. No</div>		n=(509)	N=(793,140)
		Yes	54%	42%
		No	46%	58%
		Total	100%	100%
B5 Family/Friend Ever Visited Barnes	Do you have friends or family members that have visited the Barnes? <div>1. Yes</div> <div>2. No</div>		n=(509)	N=(793,140)
		Yes	77%	67%
		No	23%	33%
		Total	100%	100%

\*\* Note that skip patterns affect the denominator for each section– for example 68% of the total weighted sample responded Yes to “Have you heard of the Barnes Foundation”. 32% reported No or Not Sure.

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?		Unweighted n=(275)	Weighted N=(333,119)
	1. Once	Once	38%	42%
	2. 2 – 5 times	2 - 5 times	50%	48%
	3. 6 – 10 times	6 - 10 times	9%	6%
	4. More than 10 times	More than 10 times	3%	4%
		Total	100%	100%
C2 1 <sup>st</sup> Time Reason for Visiting Barnes	What are the reasons that you visited the Barnes for the first time? (Check all that apply)*		Unweighted n=(275)	Weighted N=(333,119)
	1. To see the permanent collection	To see the permanent collection	69%	56%
	2. To see a special exhibit	To see a special exhibit	19%	19%
	3. To attend a special event/activity (party, movie, lecture)	To attend a special event/activity (party, movie, lecture)	21%	16%
	4. To spend time with friends	To spend time with friends	25%	23%
	5. To spend time with family	To spend time with family	24%	20%
	6. To see art that I know and like	To see art that I know and like	25%	19%
	7. To see new art	To see new art	20%	20%
	8. To see the building/the space	To see the building/the space	49%	40%
	9. I heard about it/it was recommended to me	I heard about it/it was recommended to me	29%	27%
	10. Was required by an organization or school	Was required by an organization or school	3%	2%
	11. Other (please specify): _____			
		Other	11%	9%
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)*		Unweighted n=(171)	Weighted N=(193,209)
	1. To see the permanent collection	To see the permanent collection	53%	43%
	2. To see a special exhibit	To see a special exhibit	25%	25%
	3. To attend a special event/activity (party, movie, lecture)	To attend a special event/activity (party, movie, lecture)	26%	19%
	4. To spend time with friends	To spend time with friends	40%	37%
	5. To spend time with family	To spend time with family	32%	26%
	6. To see art that I know and like	To see art that I know and like	39%	30%
	7. To see new art	To see new art	19%	18%
	8. To see the building/the space	To see the building/the space	30%	25%
	9. I heard about it/it was recommended to me	I heard about it/it was recommended to me	1%	4%
	10. Was required by an organization or school	Was required by an organization or school	0%	0%
	11. Other (please specify): _____			

		Other	5%	3%
<b>CONSTRUCT</b>	<b>QUESTION</b>	<b>SURVEY RESPONSES</b>		
<b>Section C- Have VISITED BARNES {{Display only if B4=YES}}</b>				
<b>C4 Ticket Purchasing Preferences</b>	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		Unweighted n=(275)	Weighted N=(333,119)
		In advance (online)	24%	29%
		At the door	43%	43%
		Both	33%	28%
		Total	100%	100%
<b>C5 Considerations for Museum Visiting</b>	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): _____		Unweighted n=(275)	Weighted N=(333,119)
		How much it will cost	24%	29%
		How easy it is to get there	5%	7%
		How long it will take	1%	3%
		If the content is interesting	57%	51%
		Whether my kids will like it	3%	2%
		Other	10%	7%
		Total	100%	100%
<b>C6 Getting to the Barnes</b>	Considering all of the times that you have been to the Barnes, what are the ways that you got there? <b>(Check all that apply)*</b> 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]]		Unweighted n=(275)	Weighted N=(333,119)
		Bus	23%	21%
		Subway/Trolley	13%	16%
		Train	5%	3%
		Walking	44%	33%
		Biking	14%	13%
		Personal Vehicle	48%	34%
		Uber/Lyft	10%	8%
		Taxi	6%	4%
		Other	4%	3%



CONSTRUCT		QUESTION	SURVEY RESPONSES			
Section D- HAVE Heard of Barnes {A2 = NO or NOT SURE} 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): _____		Unweighted n=(324)	Weighted N=(795,940)		
		To see the permanent collection	43%	31%		
		To see a special exhibit	69%	49%		
		To attend a special event/activity (party, movie, lecture)	38%	27%		
		To spend time with friends	31%	25%		
		To spend time with family	49%	42%		
		To see art that I know and like	32%	28%		
		To see new art	41%	33%		
		To see the building/the space	29%	22%		
		I heard about it/it was recommended to me	35%	25%		
		Was required by an organization or school	13%	12%		
		Other	7%	9%		
		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		Unweighted n=(324)	Weighted N=(795,940)
				In advance (online)	26%	29%
At the door	41%			41%		
Both	33%			30%		
Total	100%			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): _____		Unweighted n=(324)	Weighted N=(795,940)		
		How much it will cost	32%	27%		
		How easy it is to get there	11%	9%		
		How long it will take	2%	4%		
		If the content is interesting	36%	33%		
		Whether my kids will like it	12%	21%		
		Other	7%	5%		
		Total	100%	100%		

CONSTRUCT	QUESTION	SURVEY RESPONSES		
Section D- HAVE Heard of Barnes {A2 = NO or NOT SURE) 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 20 <sup>th</sup> Street and the Benjamin Franklin Parkway, how would you get 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. Wouldn't go, it's too hard to get there 10. Other (please specify):  [END OF SURVEY]		Unweighted n=(324)	Weighted N=(795,940)
		Bus	32%	36%
		Subway/Trolley	19%	17%
		Train	10%	10%
		Walking	14%	9%
		Biking	6%	4%
		Personal Vehicle	39%	27%
		Uber/Lyft	9%	6%
		Taxi	1%	1%
		Wouldn't go, it's too hard to get there	1%	3%
		Other	2%	3%
		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):  		Unweighted n=(32)	Weighted N=(116,638)
		Too expensive	6%	12%
		Too hard to get to	3%	4%
		Don't like museums	34%	23%
		Don't have time	28%	45%
		Don't have anyone to go with	3%	3%
		Museums aren't for me	28%	22%
		Other	3%	1%

\* Check all that apply categories may not sum to 100%

\*\* See Appendix document for all text responses.

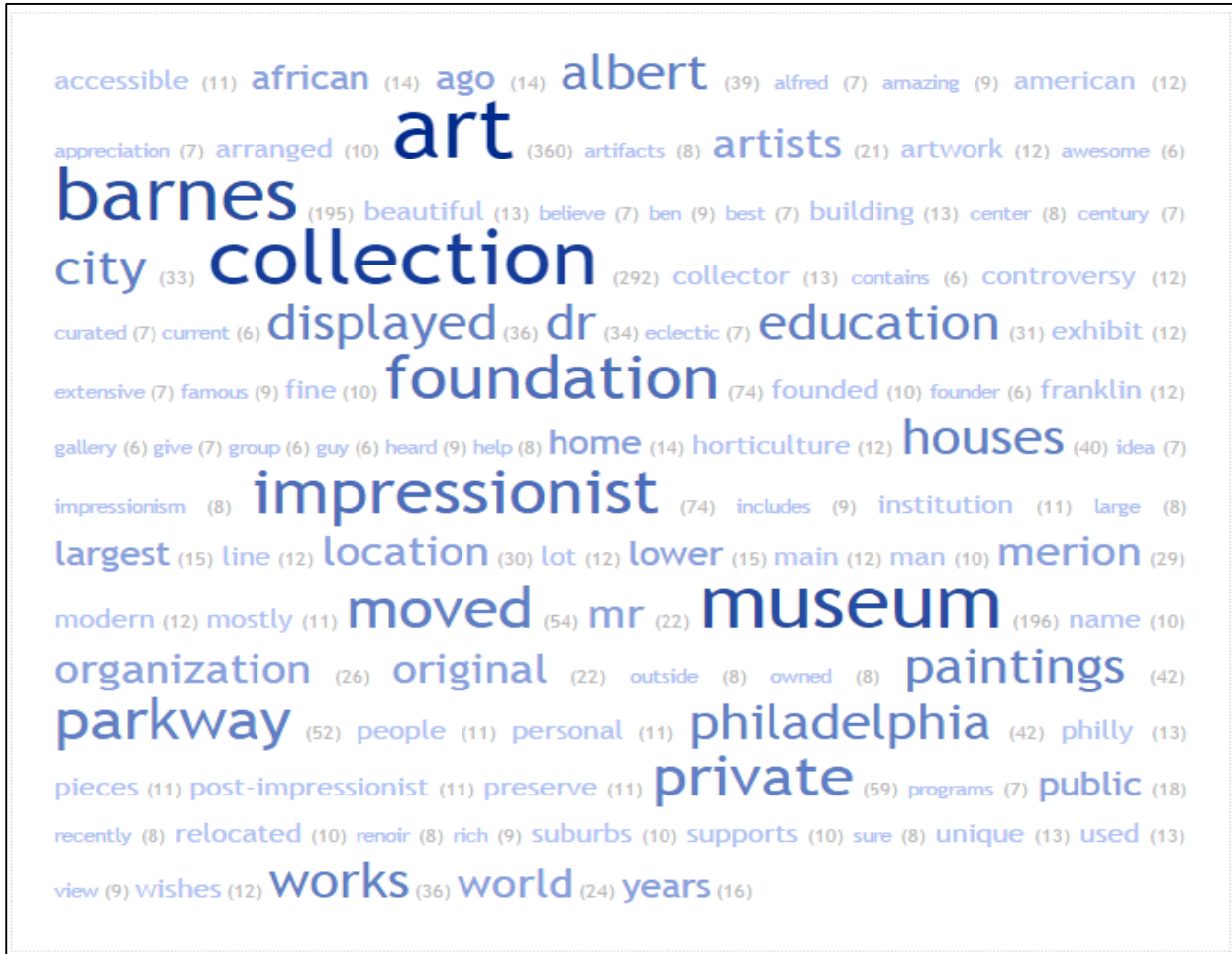


Image 2: Item B3- How did you hear about/learn about the Barnes?

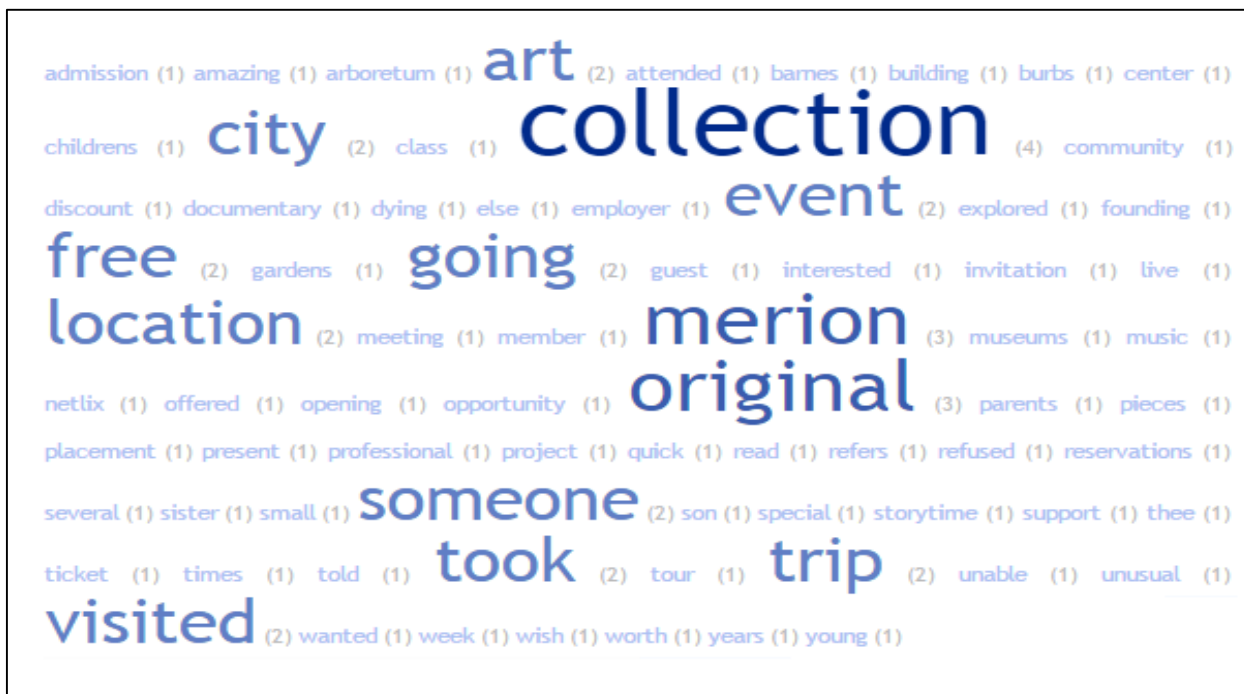


Table 2. Demographic Breakdown of Respondents who Answered “No or Not Sure” to Question A2 – Have you Heard of the Barnes.

<b>Gender</b>	Unweighted n= (88)	Weighted N=(308,662)*
Male	28%	35%
Female	72%	65%
<b>Total</b>	100%	100%
<b>Age</b>		
18-34	26%	29%
35-44	20.5%	27%
45-54	20.5%	17%
55-64	20.5%	15%
65+	12.5%	12%
<b>Total</b>	100%	100%
<b>Race</b>		
White	51%	20%
Black	26%	51%
Other	22.7%	29%
<b>Total</b>	100%	100%

<b>Education</b>		
HS or Less	41%	69%
Some College	24%	25%
Bachelor & Beyond	25%	6%
Total	100%	100%
<b>Income</b>		
Less than \$25K	42%	51%
\$25K to \$50K	17%	13%
\$50K to \$100K	18%	15%
\$100K+	2%	1%
Prefer not to say	21%	20%
Total	100%	100%

Note: Of the 32% of the total weighted respondents who reported they had not heard of the Barnes or weren't sure, 35% of them were Male, 65% were Female. Likewise with Age, Of the 32% of the total respondents who reported they had not heard or weren't sure, 29% were age 18-34.

Table 3. Demographic Breakdown of Respondents who Answered they “Had Heard” and “Had Heard – but Not Visited”.

	Respondents		Respondents	
	Unweighted Had Heard n=(509)	Unweighted Had Heard - NOT Visited n=(235)	Weighted Had Heard N=(793,140)	Weighted Had Heard - NOT Visited N=(460,021)
<b>Gender</b>				
Male	39%	41%	49%	49%
Female	60%	58%	50%	50%
Other	1%	1%	1%	1%
Total	100%	100%	100%	100%
<b>Age</b>				
18-34	30%	25%	38%	33%
35-44	17%	17%	14%	15%
45-54	17%	17%	13%	14%
55-64	20%	24%	16%	19%
65+	16%	17%	19%	19%
Total	100%	100%	100%	100%
<b>Race</b>				
White	68%	60%	55%	49%
Black	23%	32%	30%	36%

Other	9%	8%	15%	15%
Total	100%	100%	100%	100%
<b>Education</b>				
HS or Less	8%	14%	29%	72%
Some College	23%	31%	30%	25%
Bachelor & Beyond	69%	55%	41%	3%
Total	100%	100%	100%	100%
<b>Income</b>				
Less than \$25K	11%	12%	22%	23%
\$25K to \$50K	18%	19%	20%	20%
\$50K to \$100K	34%	37%	32%	32%
\$100K+	24%	14%	15%	7%
Prefer not to say	13%	18%	11%	17%
Total	100%	100%	100%	100%

Table 3 shows column percentages. Of the 509 unweighted respondents who had heard of the Barnes, 39% were male, 60% were female and 1% reported other. When the respondents are weighted to reflect the city, of the 793,140 respondents who had heard of the Barnes, 35% were male, 65% were female. Thus, females are weighted up and males are weighted down. Moving to the right in the table, of the 460,021 weighted respondents who had heard, but had not visited, 49% of this subset was male, 50% was female and 1% reported other.

#### Table 4: Unweighted Responses for: Have you heard of the Barnes? - Crosstabs of Philadelphia Region by Sex

For the purposes of the regional crosstabs please refer to the zip code table below:

West Philadelphia (19153, 19142, 19143, 19139, 19151, 19104, 19131)

South Philadelphia (19122, 19145, 19148, 19146, 19147)

Center City (19103, 19102, 19107, 19106)

Lower North Philadelphia (19130, 19123, 19122, 19121)

North Philadelphia (19140, 19141, 19120, 19126, 19138, 19132, 19133, 19124)

Fishtown, Kensington, Port Richmond (19125, 19134)

Northeast Philadelphia (19137, 19135, 19136, 19124, 19149, 19152, 19114, 19154, 19115, 19116, 19111)

Northwest Philadelphia (19144, 19129, 19119, 19127, 19128, 19138, 19150, 19118)

Philadelphia Surrounding (19004, 19026, 19038, 19050, 19067, 19086, 19096, 19473)

PHILADELPHIA REGION				Have you heard of the Barnes Foundation?			Total	
				Yes	No	Not sure		
WEST PHILLY	GENDER	Male	Count	30	4	1	35	
			%	40.5%	26.7%	25.0%	37.6%	
	Female	Count	42	11	3	56		
		%	56.8%	73.3%	75.0%	60.2%		
	Other	Count	2	0	0	2		
		%	2.7%	0.0%	0.0%	2.2%		
	Total	Count	74	15	4	93		
		%	100.0%	100.0%	100.0%	100.0%		
SOUTH PHILLY	GENDER	Male	Count	51	1	1	53	
			%	41.1%	16.7%	50.0%	40.2%	
	Female	Count	73	5	1	79		
		%	58.9%	83.3%	50.0%	59.8%		
	Total	Count	124	6	2	132		
		%	100.0%	100.0%	100.0%	100.0%		
	CENTER CITY	GENDER	Male	Count	14			14
				%	41.2%			41.2%
Female		Count	20			20		
		%	58.8%			58.8%		
Total		Count	34			34		
		%	100.0%			100.0%		
LOWER NORTH PHILLY	GENDER	Male	Count	18	3	1	22	
			%	36.0%	60.0%	50.0%	38.6%	
	Female	Count	32	2	1	35		
		%	64.0%	40.0%	50.0%	61.4%		
	Total	Count	50	5	2	57		
		%	100.0%	100.0%	100.0%	100.0%		
NORTH PHILLY	GENDER	Male	Count	9	3		12	

				%	33.3%	30.0%		32.4%	
				Female	Count	18	7		25
					%	66.7%	70.0%		67.6%
				Total	Count	27	10		37
					%	100.0%	100.0%		100.0%
FISHTOWN/KENSINGTON/PORT RICHMOND	GENDER	Male	Count	8	0	0	8		
			%	38.1%	0.0%	0.0%	34.8%		
		Female	Count	13	1	1	15		
			%	61.9%	100.0%	100.0%	65.2%		
	Total	Count	21	1	1	23			
		%	100.0%	100.0%	100.0%	100.0%			
	NORTHEAST PHILLY	GENDER	Male	Count	27	1	0	28	
				% within Have	40.9%	8.3%	0.0%	35.4%	
		Female	Count	38	11	1	50		
			%	57.6%	91.7%	100.0%	63.3%		
		Other	Count	1	0	0	1		
			%	1.5%	0.0%	0.0%	1.3%		
Total		Count	66	12	1	79			
		%	100.0%	100.0%	100.0%	100.0%			
NORTHWEST PHILLY	GENDER	Male	Count	31	6	1	38		
			%	38.3%	46.2%	25.0%	38.8%		
		Female	Count	50	7	3	60		
			%	61.7%	53.8%	75.0%	61.2%		
	Total	Count	81	13	4	98			
		%	100.0%	100.0%	100.0%	100.0%			
	PHILADELPHIA SURROUNDING	GENDER	Male	Count	9	2	1	12	
				%	32.1%	25.0%	25.0%	30.0%	
		Female	Count	18	6	3	27		
			%	64.3%	75.0%	75.0%	67.5%		
		Other	Count	1	0	0	1		
			%	3.6%	0.0%	0.0%	2.5%		
Total		Count	28	8	4	40			
		%	100.0%	100.0%	100.0%	100.0%			
Total	GENDER	Male	Count	197	20	5	222		



		%	39.0%	28.6%	27.8%	37.4%
	Female	Count	304	50	13	367
		%	60.2%	71.4%	72.2%	61.9%
	Other	Count	4	0	0	4
		%	0.8%	0.0%	0.0%	0.7%
Total	Count		505	70	18	593
		%	100.0%	100.0%	100.0%	100.0%

Percentages in Table 4 reflect column percentages so for example, in West Philadelphia, 74 people reported having heard of the Barnes, of those 74, 41% were male and 57% were female. One could easily calculate the row percentages by using the row totals in the last column. For example, Of the 35 males who responded from West Philadelphia, 30 reported they had heard of the Barnes ( $30/35 = 86\%$ ).

Table 5: Unweighted Responses for: Have you ever visited the Barnes? - Crosstabs of Philadelphia Region by Sex

PHILADELPHIA REGION				Have you ever visited the Barnes?		Total
				Yes	No	
WEST PHILLY	GENDER Male	Count		15	15	30
		%		44.1%	38.5%	41.1%
	Female	Count		18	23	41
		%		52.9%	59.0%	56.2%
	Other	Count		1	1	2
		%		2.9%	2.6%	2.7%
	Total	Count		34	39	73
		%		100.0%	100.0%	100.0%
SOUTH PHILLY	GENDER Male	Count		28	23	51
		%		34.1%	57.5%	41.8%
	Female	Count		54	17	71
		%		65.9%	42.5%	58.2%
	Total	Count		82	40	122
		%		100.0%	100.0%	100.0%

<b>CENTER CITY</b>	GENDER	Male	Count	9	4	13
			%	36.0%	57.1%	40.6%
		Female	Count	16	3	19
			%	64.0%	42.9%	59.4%
	Total		Count	25	7	32
			%	100.0%	100.0%	100.0%
<b>LOWER NORTH PHILLY</b>	GENDER	Male	Count	13	4	17
			%	38.2%	30.8%	36.2%
		Female	Count	21	9	30
			%	61.8%	69.2%	63.8%
	Total		Count	34	13	47
			%	100.0%	100.0%	100.0%
<b>NORTH PHILLY</b>	GENDER	Male	Count	3	6	9
			%	33.3%	37.5%	36.0%
		Female	Count	6	10	16
			%	66.7%	62.5%	64.0%
	Total		Count	9	16	25
			%	100.0%	100.0%	100.0%
<b>FISHTOWN/KENSINGTON/PORT RICHMOND</b>	GENDER	Male	Count	6	1	7
			%	42.9%	16.7%	35.0%
		Female	Count	8	5	13
			%	57.1%	83.3%	65.0%
	Total		Count	14	6	20
			%	100.0%	100.0%	100.0%
<b>NORTHEAST PHILLY</b>	GENDER	Male	Count	7	19	26
			%	50.0%	38.8%	41.3%
		Female	Count	7	29	36
			%	50.0%	59.2%	57.1%

				Other	Count	0	1	1
					%	0.0%	2.0%	1.6%
				Total	Count	14	49	63
					%	100.0%	100.0%	100.0%
NORTHWEST PHILLY	GENDER	Male	Count			17	12	29
			%			38.6%	37.5%	38.2%
		Female	Count			27	20	47
			%			61.4%	62.5%	61.8%
	Total		Count			44	32	76
			%			100.0%	100.0%	100.0%
PHILADELPHIA SURROUNDING	GENDER	Male	Count			3	6	9
			%			37.5%	30.0%	32.1%
		Female	Count			5	13	18
			%			62.5%	65.0%	64.3%
		Other	Count			0	1	1
			%			0.0%	5.0%	3.6%
	Total		Count			8	20	28
			%			100.0%	100.0%	100.0%
Total	GENDER	Male	Count			101	90	191
			%			38.3%	40.5%	39.3%
		Female	Count			162	129	291
			%			61.4%	58.1%	59.9%
		Other	Count			1	3	4
			%			0.4%	1.4%	0.8%
	Total		Count			264	222	486
			%			100.0%	100.0%	100.0%

Table 6: Unweighted Responses for: Have you heard of the Barnes? - Crosstabs of Philadelphia Region by Race

PHILADELPHIA REGION			Have you heard of the Barnes Foundation?			Total
			Yes	No	Not sure	
<b>WEST PHILLY</b>	Black/African American	Count	32	14	2	48
		%	43.2%	93.3%	50.0%	51.6%
	White	Count	36	0	1	37
		%	48.6%	0.0%	25.0%	39.8%
	Other	Count	6	1	1	8
		%	8.1%	6.7%	25.0%	8.6%
	Total	Count	74	15	4	93
		%	100.0%	100.0%	100.0%	100.0 %
	<b>SOUTH PHILLY</b>	Count	2	2	1	5
		%	1.6%	33.3%	100.0%	3.9%
<b>CENTER CITY</b>	Black/African American	Count	105	4	0	109
		%	86.1%	66.7%	0.0%	84.5%
	White	Count	15	0	0	15
		%	12.3%	0.0%	0.0%	11.6%
	Total	Count	122	6	1	129
		%	100.0%	100.0%	100.0%	100.0 %
	Black/African American	Count	3			3
		%	8.8%			8.8%
	White	Count	26			26
		%	76.5%			76.5%
	Other	Count	5			5

			%	14.7%			14.7%
Total			Count	34			34
			%	100.0%			100.0%
LOWER NORTH PHILLY	Black/African American	Count	5	3	1	9	
		%	10.4%	60.0%	50.0%	16.4%	
	White	Count	42	2	0	44	
		%	87.5%	40.0%	0.0%	80.0%	
	Other	Count	1	0	1	2	
		%	2.1%	0.0%	50.0%	3.6%	
	Total		Count	48	5	2	55
			%	100.0%	100.0%	100.0%	100.0%
NORTH PHILLY	Black/African American	Count	23	5		28	
		%	85.2%	50.0%		75.7%	
	White	Count	4	1		5	
		%	14.8%	10.0%		13.5%	
	Other	Count	0	4		4	
		%	0.0%	40.0%		10.8%	
	Total		Count	27	10		37
			%	100.0%	100.0%		100.0%
FISHTOWN/KEN SINGTON/PORT RICHMOND	Black/African American	Count	1	0	0	1	
		%	4.8%	0.0%	0.0%	4.3%	
	White	Count	17	1	1	19	
		%	81.0%	100.0%	100.0%	82.6%	
	Other	Count	3	0	0	3	
		%	14.3%	0.0%	0.0%	13.0%	
	Total		Count	21	1	1	23

		%	100.0%	100.0%	100.0%	100.0%
<b>NORTHEAST PHILLY</b>	Black/African American	Count	5	1	0	6
		%	7.6%	8.3%	0.0%	7.6%
	White	Count	58	8	1	67
		%	87.9%	66.7%	100.0%	84.8%
	Other	Count	3	3	0	6
		%	4.5%	25.0%	0.0%	7.6%
	Total	Count	66	12	1	79
		%	100.0%	100.0%	100.0%	100.0%
<b>NORTHWEST PHILLY</b>	Black/African American	Count	29	7	4	40
		%	35.8%	53.8%	100.0%	40.8%
	White	Count	44	3	0	47
		%	54.3%	23.1%	0.0%	48.0%
	Other	Count	8	3	0	11
		%	9.9%	23.1%	0.0%	11.2%
	Total	Count	81	13	4	98
		%	100.0%	100.0%	100.0%	100.0%
<b>PHILADELPHIA SURROUNDING</b>	Black/African American	Count	14	4	1	19
		%	50.0%	50.0%	25.0%	47.5%
	White	Count	10	1	0	11
		%	35.7%	12.5%	0.0%	27.5%
	Other	Count	4	3	3	10
		%	14.3%	37.5%	75.0%	25.0%
	Total	Count	28	8	4	40
		%	100.0%	100.0%	100.0%	100.0%

Total	Black/African American	Count	114	36	9	159
		%	22.8%	51.4%	52.9%	27.0%
	White	Count	342	20	3	365
		%	68.3%	28.6%	17.6%	62.1%
	Other	Count	45	14	5	64
PHILADELPHIA REGION			Have you heard of the Barnes Foundation?			Total
			Yes	No	Not sure	
Total	Other	%	9.0%	20.0%	29.4%	10.9%
Total	Total	Count	501	70	17	588
		%	100.0%	100.0%	100.0%	100.0%

Table 7: Unweighted Responses for: Have you visited the Barnes? - Crosstabs of Philadelphia Region by Race

PHILADELPHIA REGION			Have you ever visited the Barnes?		Total
			Yes	No	
<b>WEST PHILLY</b>	Black/African American	Count	7	24	31
		%	20.6%	61.5%	42.5%
	White	Count	23	13	36
		%	67.6%	33.3%	49.3%
	Other	Count	4	2	6
		%	11.8%	5.1%	8.2%
	Total	Count	34	39	73
		%	100.0%	100.0%	100.0%
<b>SOUTH PHILLY</b>	Black/African American	Count	2	0	2
		%	2.5%	0.0%	1.7%

	White	Count	66	37	103
		%	82.5%	92.5%	85.8%
	Other	Count	12	3	15
		%	15.0%	7.5%	12.5%
	Total	Count	80	40	120
		%	100.0%	100.0%	100.0%
<b>CENTER CITY</b>	Black/African American	Count	2	1	3
		%	8.0%	14.3%	9.4%
	White	Count	20	4	24
		%	80.0%	57.1%	75.0%
	Other	Count	3	2	5
		%	12.0%	28.6%	15.6%
	Total	Count	25	7	32
		%	100.0%	100.0%	100.0%
<b>LOWER NORTH PHILLY</b>	Black/African American	Count	0	4	4
		%	0.0%	33.3%	8.9%
	White	Count	33	7	40
		%	100.0%	58.3%	88.9%
	Other	Count	0	1	1
		%	0.0%	8.3%	2.2%
	Total	Count	33	12	45
		%	100.0%	100.0%	100.0%
<b>NORTH PHILLY</b>	Black/African American	Count	7	14	21
		%	77.8%	87.5%	84.0%
	White	Count	2	2	4
		%	22.2%	12.5%	16.0%



Total		Count	9	16	25
		%	100.0%	100.0%	100.0%
FISHTOWN/KENSINGTON/PORT RICHMOND	White	Count	12	5	17
		%	85.7%	83.3%	85.0%
	Other	Count	2	1	3
		%	14.3%	16.7%	15.0%
	Total	Count	14	6	20
		%	100.0%	100.0%	100.0%
NORTHEAST PHILLY	Black/African American	Count	2	3	5
		%	14.3%	6.1%	7.9%
	White	Count	11	44	55
		%	78.6%	89.8%	87.3%
	Other	Count	1	2	3
		%	7.1%	4.1%	4.8%
	Total	Count	14	49	63
		%	100.0%	100.0%	100.0%
NORTHWEST PHILLY	Black/African American	Count	13	14	27
		%	29.5%	43.8%	35.5%
	White	Count	25	16	41
		%	56.8%	50.0%	53.9%
	Other	Count	6	2	8
		%	13.6%	6.3%	10.5%
	Total	Count	44	32	76
		%	100.0%	100.0%	100.0%
		Count	3	11	14

PHILADELPHIA SURROUNDING	Black/African American	%	37.5%	55.0%	50.0%
	White	Count	5	5	10
		%	62.5%	25.0%	35.7%
	Other	Count	0	4	4
		%	0.0%	20.0%	14.3%
	Total	Count	8	20	28
		%	100.0%	100.0%	100.0%
Total	Black/African American	Count	36	71	107
		%	13.8%	32.1%	22.2%
	White/Caucasian	Count	197	133	330
		%	75.5%	60.2%	68.5%
	Other	Count	28	17	45

			Have you ever visited the Barnes?		
PHILADELPHIA REGION			Yes	No	Total
Total	Other	%	10.7%	7.7%	9.3%
	Total	Count	261	221	482
		%	100.0%	100.0%	100.0%

Tables 6 and 7 indicate that the cell counts become somewhat sparse when you look at regions by race. It is for this reason that we do not report weighted tables for Race and Sex. The cell counts are small, thus the weighted numbers are based on few respondents in those cells.

## Findings

The majority (66%) of respondents visit local museums yearly or every few years. Weighted survey results indicate that 68% of respondents report 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 reported text descriptions 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.

According to the weighted responses by region of the city, 100% of respondents from Center City reported hearing of the Barnes, followed by South Philadelphia, Fishtown/Kensington/Port Richmond and Lower North Philly. The West and far north of the city report less awareness with West Philadelphia at 60% followed by the Northwest at 57% and the lowest awareness reported in North Philadelphia at 49%. Still, the majority of respondents in each region report awareness. When it comes to visiting the Barnes, Center City, South Philadelphia and the Fishtown/Kensington/Port Richmond areas lead the way. The Northeast region reported the lowest percent of visiting the Barnes with only 21% reporting they had visited. In the Northwest, only 57% reported having heard, but 54% visiting, so almost everyone who had heard, had visited. For the high awareness rate in Lower North Philadelphia (81%), only 45% had reported they 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).

Overall those who report having not heard of the Barnes are overwhelming female vs. male; younger (majority were 18-44), black, less educated (less than HS) and fall into the lowest income bracket. Respondents report using the bus the most, followed by their personal vehicle and then the subway/trolley.

## Appendix I: 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%
<b>Total</b>	<b>630</b>	<b>100.0%</b>	<b>1,166,383</b>	<b>100.0%</b>

**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%
<b>Total</b>	<b>630</b>	<b>100.0%</b>	<b>1,166,383</b>	<b>100.0%</b>

**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%
<b>Total</b>	<b>630</b>	<b>100.0%</b>	<b>1,166,383</b>	<b>100%</b>

**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%
<b>Total</b>	<b>630</b>	<b>100.0%</b>	<b>1,166,383</b>	<b>100.0%</b>

#### **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](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  $i^{\text{th}}$  respondent, the inflation due to weighting, which is commonly referred to as *Design Effect*, can be approximated by:

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

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,  $\delta$ , and use the resulting quantity as adjusted variance. That is, the adjusted variance  $\hat{S}^2(\hat{p})$  would be given by:

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

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

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

## Appendix II: Extended Calculations Table 1

Table 1 (extended): Unweighted and Weighted Univariate Descriptive Statistics for each Survey Question  
Results in Table 1 represent unweighted and weighted responses (see Weighting Methodology). Weighted percentages reflect the population of Philadelphia with respect to Gender, Race, Ethnicity, Income and Education. *Note: the denominator changes as you move down in the survey due to skip patterns. This table provides the extended calculations.*

