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**CHOICE**

February 2019

**NATIONAL ENDOWMENT FOR THE ARTS**

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# PREFACE

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The mission of the National Endowment for the Arts is to “strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.” Even a casual reader will note the association being made between local arts activities and broader community development. And why not? For decades the agency has funded arts and design projects whose objective is nothing less than the transformation of cities, towns, and neighborhoods. By no means representing all grants that the agency supports nationwide, these community-conscious projects have coalesced in recent years into a portfolio called “Creative Placemaking.” The term describes Arts Endowment initiatives such as Our Town, the Mayors’ Institute of City Design, and the Citizens’ Institute on Rural Design programs.

Leaving aside the aims of creative placemaking, it becomes clear that the presence of arts activities in a community can have singular appeal for its residents. Previous research by the National Endowment for the Arts and others has shown that arts attendance is closely correlated with participation in a variety of social and civic activities—a finding that suggests an instrumental role for the arts in building social cohesion. Similarly, surveys reveal that the urge to socialize is often a main driver of arts attendance levels, just as the lack of someone with whom to attend such events is often cited as a chief barrier.

Quite apart from personal motives, attending arts events may offer measurable benefits for neighborhood businesses. Local economic impact studies of the arts have proliferated in the last few decades, but as recently as last year (2017), the National Endowment for the Arts partnered with the U.S. Department of Agriculture’s Economic Research Service to produce study findings showing that the clustering of performing arts centers in rural communities is positively linked with higher levels of design integration and innovative practices in nearby firms.

More research is needed to understand the mechanism of action in these instances, but meanwhile we have household surveys. A few years ago, the National Endowment for the Arts collaborated with researchers at the U.S. Department of Housing and Urban Development (HUD) to write supplemental questions that could be asked as part of the 2015 American Housing Survey (AHS). Conducted every two years by the Census Bureau, the AHS asks a large, nationally representative sample of U.S. householders about their housing and neighborhood characteristics. In 2015, through the research partnership between HUD and the Arts Endowment, the AHS asked a set of questions for the first time about housing residents’ perceptions of arts and cultural events as a factor in neighborhood choice.

In all, 38 percent of householders (representing 50.7 million households) affirmed through the survey the importance of living convenient to arts and cultural events. (Fifteen percent of all householders said this factor specifically had affected their present neighborhood choice.) Compared with householders who did not affirm this importance, these householders were more likely to be paying a premium for their housing. Of householders who affirmed the importance of living convenient to arts and cultural events, the large majority identified this proximity with community-wide benefits, social and economic.

But things soon get complicated. Of householders who affirmed the value of living near arts and cultural events, 88 percent reported satisfaction with their access to such offerings. Among this 88 percent, however, rates of satisfaction vary considerably by subgroup. Specifically, the demographic traits of householders who are the most likely to report satisfaction with their access to such neighborhood events are markedly different from the characteristics of householders who are the most likely to value the importance of this access. The discrepancy should alert arts organizations, arts funders, and cultural policymakers working at the neighborhood level. It validates another critical aspect of the Arts Endowment's mission: to provide all Americans with diverse opportunities for arts participation.

Sunil Iyengar  
Director, Research & Analysis  
National Endowment for the Arts

January 2019

# EXECUTIVE SUMMARY

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To better understand the impact of local arts and cultural events on Americans' choices about where to live, researchers at the National Endowment for the Arts worked with the U.S. Department of Housing and Urban Development (HUD) to ask a series of questions as part of the 2015 American Housing Survey (AHS). The AHS is a HUD-sponsored national household survey that the U.S. Census Bureau (Census) administers every two years. The questions were designed to measure the value that U.S. residents place on living convenient to arts and cultural events, householder satisfaction with access to such events, and householder perceptions of the social and economic impacts of these events on their neighborhoods.

For the purpose of the survey, examples of arts and cultural events included musical, theatrical, and dance performances, literary events, film screenings, museum and gallery exhibits, and crafts and performing arts festivals.

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## Key Findings

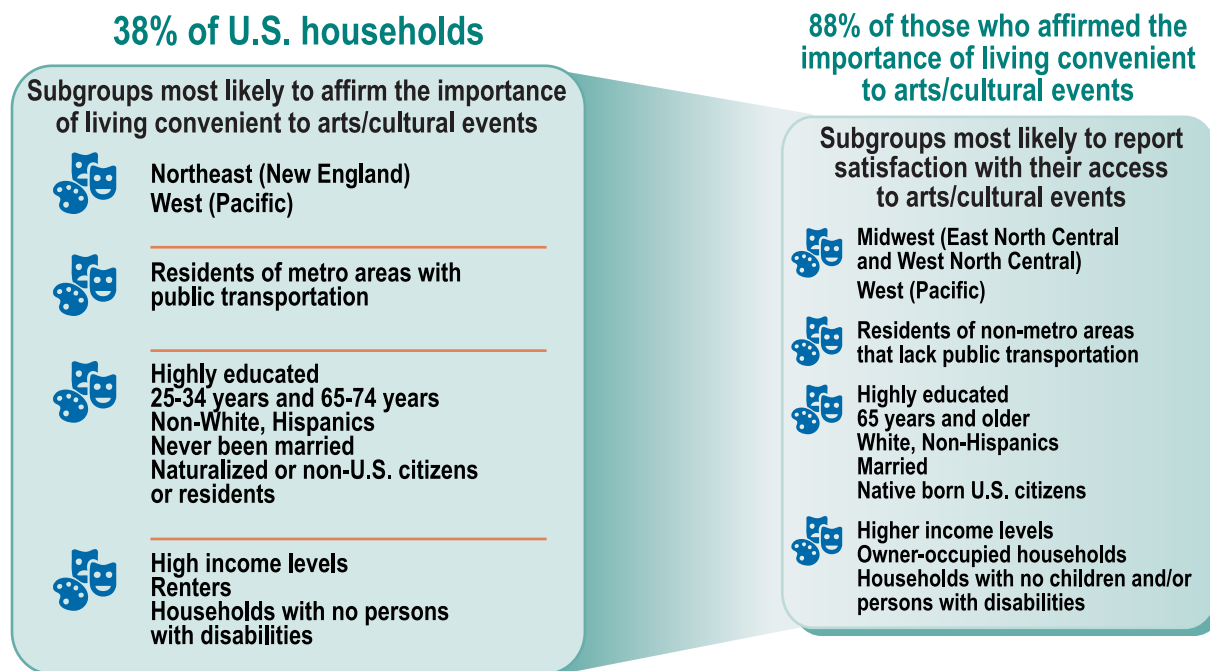
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- 1) Thirty-eight percent of U.S. householders (representing 50.7 million households) rated living convenient to arts and cultural events “important” (27 percent) or “very important” (11 percent).
- 2) Householders who affirmed the importance of living convenient to arts and cultural events were more likely to be paying a premium for their housing than those who did not affirm this importance.
- 3) Fifteen percent of U.S. householders (representing 20.4 million households) reported that convenient access to arts and cultural events played a role in their choice of neighborhood.
- 4) Eighty-eight percent of householders who valued living convenient to arts and cultural events were “satisfied” or “very satisfied” with their own access to these events from where they currently live.



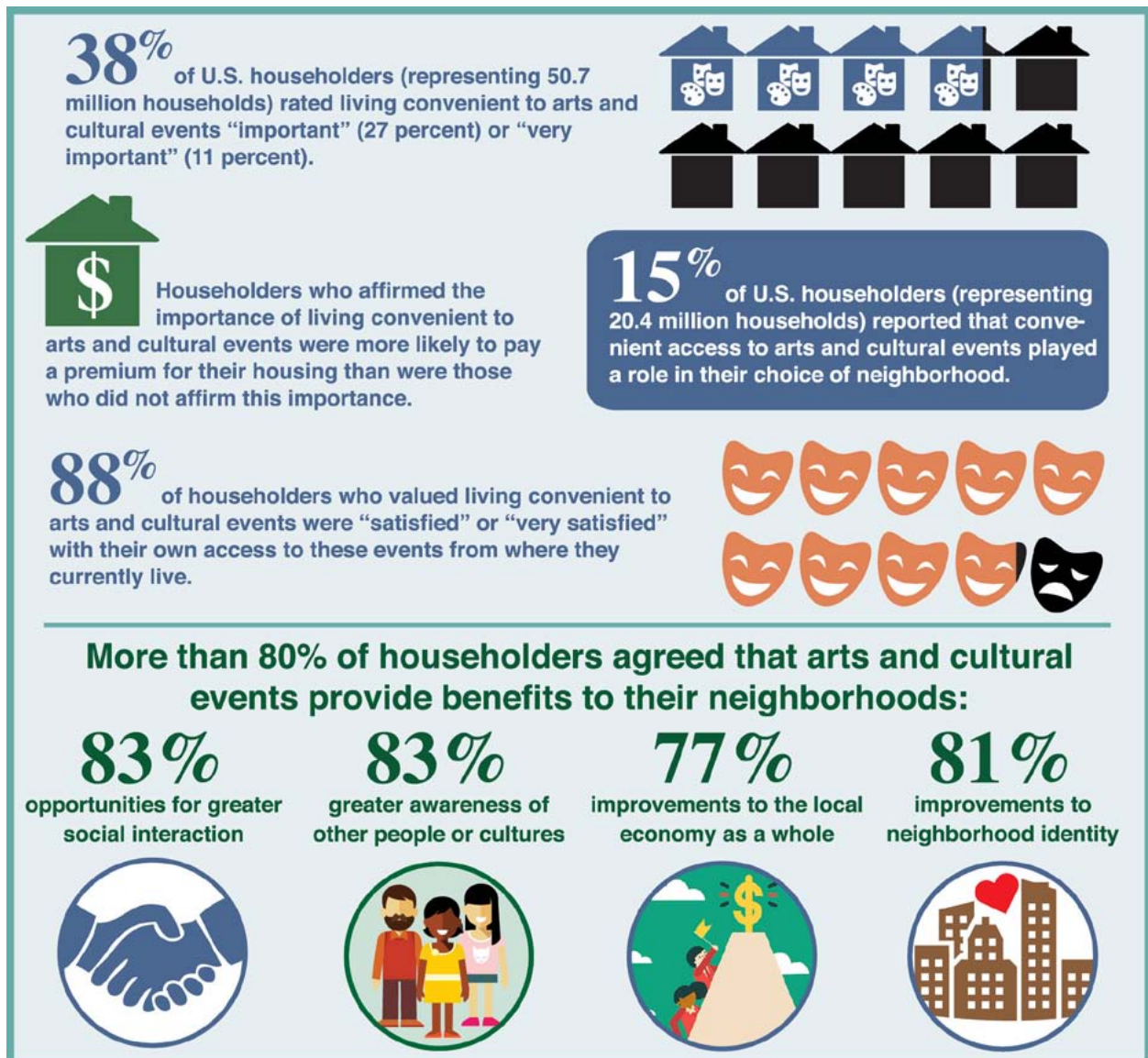
- The following graphic describes the characteristics of householders most likely to affirm the importance of living convenient to arts and cultural events and, within this group, the characteristics of householders most likely to report satisfaction with access to such events.

### Profile of Householders Affirming the Importance of Convenient Access to Arts and Cultural Events, and Those Satisfied with Access to These Events in Their Neighborhood



- 5) Of householders who affirmed the importance of living convenient to arts and cultural events, a large majority agreed that such events provide social and/or economic benefits to their neighborhoods.
- More than 80 percent agreed that arts and cultural events provide:
    - improvements to the *overall quality of the neighborhood* (88 percent);
    - opportunities for *greater social interaction* (83 percent);
    - greater *understanding and awareness of other people or cultures* (83 percent); and
    - improvements to the *identity of the neighborhoods* themselves (81 percent).
  - Seventy-seven percent of these householders agreed that the presence of such events in their neighborhoods is *improving the local economy* as a whole;
  - Sixty-eight percent of them agreed that the presence of such events in their neighborhoods is *creating employment opportunities*; and
  - Sixty-three percent of these householders agreed that such events *attract tourists*.

- 6) Mapping nonprofit, tax-exempt arts organizations to the 2015 AHS dataset revealed that the share of U.S. householders who rate access to arts and cultural events as a factor in neighborhood choice was increased as the distance to nonprofit arts organizations was reduced.
- Householders living *between one-half and one mile* from a nonprofit arts organization were more likely than those who lived farther away from such resources to report:
    - the importance of convenient access to arts and cultural events (54 percent of householders closer in, versus 34-44 percent of those farther out);
    - satisfaction with access to such events (91 percent of householders who had affirmed the importance of convenient access to arts and cultural events and who lived closer to such events, versus 85-88 percent of those who affirmed their importance but lived closer or farther out); and
    - a variety of positive impacts from arts and cultural events in their neighborhoods.



# INTRODUCTION:

## Study Rationale and Research Questions

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As part of its ongoing research agenda—to investigate the value and impact of the arts in American life—the National Endowment for the Arts worked with researchers at the U.S. Department of Housing & Urban Development (HUD) to introduce arts-related question-items to the 2015 American Housing Survey (AHS). The questions were designed to measure the value that U.S. residents place on living convenient to arts and cultural events, residents’ satisfaction with their access to such events, and residents’ perception of the economic and social impact of these events on their neighborhoods.<sup>1</sup> (See *Appendix A for the exact question wording*.) This research is intended to build knowledge about the role of local arts and cultural events in people’s housing and neighborhood choices.

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### Research Questions

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The AHS module, titled “Arts and Cultural Events,” asked questions about residents’ satisfaction with access to such events, and about the economic and community importance of those events, only if those residents had affirmed the importance of living convenient to them. Therefore, it is not possible to determine if residents who do not find this convenience important are nevertheless satisfied with their access to such events, or if they view the events as having a positive impact on their neighborhoods.

Still, one can evaluate whether residents who have considered access to the arts and cultural events in their neighborhood choice are differently satisfied from those who did not factor such access in their choice, and if the perceived level of importance (very important versus important) plays a role in their satisfaction with access, and in their perceptions about the economic and community benefits of those events.

The analysis in this report thus examines the following research questions:

1. Who considered living convenient to arts and cultural events to be important and where did they live? What were some of the characteristics of households and householders who found living conveniently to arts and cultural events to be important, what were the characteristics of their homes and neighborhoods, and what was the cost of their housing?
2. Did finding living convenient to arts and cultural events to be important and considering convenient access to these amenities in neighborhood choice correspond positively with reported levels of satisfaction with access to these events? If so, to what extent and under which conditions?

<sup>1</sup> It should be noted that cognitive testing of the items in the survey revealed that respondents tend to think of neighborhood and community differently, with most respondents defining their neighborhood to be a smaller area than their community. The AHS questions were phrased in the context of neighborhood and not community, so perceptions related to arts and cultural experiences available outside the respondents’ self-defined neighborhoods might not be captured in these data.



3. Did finding living convenient to arts and cultural events to be important and considering convenient access to these amenities in neighborhood choice influence perceptions of neighborhood economic and community development?
4. How did overall satisfaction with the neighborhood correlate with finding living convenient to arts and cultural events to be important and considering convenient access to these amenities in neighborhood choice? Were residents who considered living near these amenities to be important or considered convenient access to these amenities in their neighborhood choice likely to be more satisfied with their neighborhood choice?
5. More than one-quarter of recent movers (those who moved in the last two years) reported moving because they wanted a more desirable neighborhood. What was the relationship between a “desirable” neighborhood and finding living conveniently near arts and cultural events to be important and considering convenient access to these amenities in neighborhood choice?

To answer these questions, the analysis focused on the distribution of responses by various demographic groups. All group differences highlighted in the report are significant at the 95 percent confidence level.<sup>2</sup> Additional analyses were also conducted using partial correlations and regressions to identify associations and relationships between the different variables—these too were conducted at the 95 percent level of confidence. Overall, the report mainly discusses descriptive findings by the various demographic groups. Where appropriate, however, results from analysis of correlations and regressions are reported.

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## About the Data

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The U.S. Census Bureau collects the AHS data, on behalf of HUD, for the household and for each member within the household. (*For more details about the survey, see Appendix B.*) One person within the household is designated as the reference, but this person is not always the respondent to the survey. In this report, we present analysis at two main levels:

- **Household:** Some information presented for households, such as location of home, does not change based on who is responding to the question; and variables such as income are collected on each member of the household and are reported for the household as a whole. Analyses by these types of variables are conducted at the household level.
- **Householder:** In most cases (about nine out of ten), the respondent is the same person as in the household designated as the reference person (usually someone who holds the deed or the lease on the unit), but for a number of cases (about one in ten) they are different people. Anyone 16 years or older who is living in the household can be a survey respondent. As many of the questions in the “Arts and Cultural

<sup>2</sup> Significance was tested by using z-tests for categorical variables, which allows for the testing of difference within each category in an item across various groups. Also used were t-tests for numeric variables, to test if averages were significantly different across various groups.

Events” module ask about opinions, it was important to evaluate the responses based on the respondent and not the household-reference person’s demographic characteristics. For the purposes of this report, respondents’ demographic information was used in the analyses, and respondents will be referred to as “householders” or “residents.”

Overall, the 2015 AHS data represents 134.8 million households across the U.S. Slightly more than half the householders (53 percent) were women; 67 percent self-identified as White non-Hispanic, 13 percent as Black non-Hispanic and another 12 percent as White Hispanic; 49 percent were married; more than half (57 percent) were under the age of 55 years; and 85 percent were natural-born U.S. citizens. Sixty-three percent of the households were owner-occupied; 48 percent were married-couple households; about 30 percent consisted of children; 15 percent had someone with a disability living in it, and 15 percent of households consisted of at least one veteran. Most of the households (83 percent) were located in a metropolitan area. Overall, 46 percent reported access to public transportation. *(For more details, see Appendix C.)*



# IMPORTANCE OF

## Living Convenient to Arts and Cultural Events

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The 2015 AHS asked householders to rate the importance they placed on living convenient to arts and cultural events. Prior to these questions being asked, survey respondents were told that examples of arts and cultural events include “musical, theatrical, and dance performances, literary events, film screenings, museum and gallery exhibits, and crafts and performing arts festivals.”

Overall, nearly four in ten householders (38 percent, representing 50.7 million households) found living convenient to arts and cultural events to be important, with one-tenth (11 percent) saying “very” important. The majority of survey respondents (62 percent, representing 84.1 million households), meanwhile, rated the factor as unimportant.

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### Who Found This Convenience to Be Important?

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Previous research has shown that expressing interest in or participating in arts and cultural activities are closely linked to socioeconomic indicators. For example, data from the National Endowment for the Arts’ 2012 Survey of Public Participation in the Arts showed that a greater proportion of better-educated and higher-income adults, compared with less-educated and lower-income adults, attended visual arts or performing arts activities.<sup>3</sup> The responses in the AHS data corroborate those findings. Specifically, adults with higher household incomes and higher education levels were more likely than their less educated or lower-income counterparts to affirm the importance of living convenient to arts and cultural events.

For example, householders with a graduate degree (57 percent) or a bachelor’s degree (48 percent) were more likely to find living convenient to arts and cultural events to be important, compared with those who had completed some college (35 percent) or high school (27 percent). (See *Exhibit 1*). Similarly, nearly half of U.S. householders with annual household incomes exceeding \$150,000 (48 percent) found living convenient to arts and cultural events to be important, compared with just over one-third (34 percent) of householders in homes with incomes below \$20,000. (See *Exhibit 2*).

<sup>3</sup> National Endowment for the Arts. “A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012.” NEA Research Report #58, January 2015. Available at: [www.arts.gov/sites/default/files/2012-sppa-jan2015-rev.pdf](http://www.arts.gov/sites/default/files/2012-sppa-jan2015-rev.pdf).

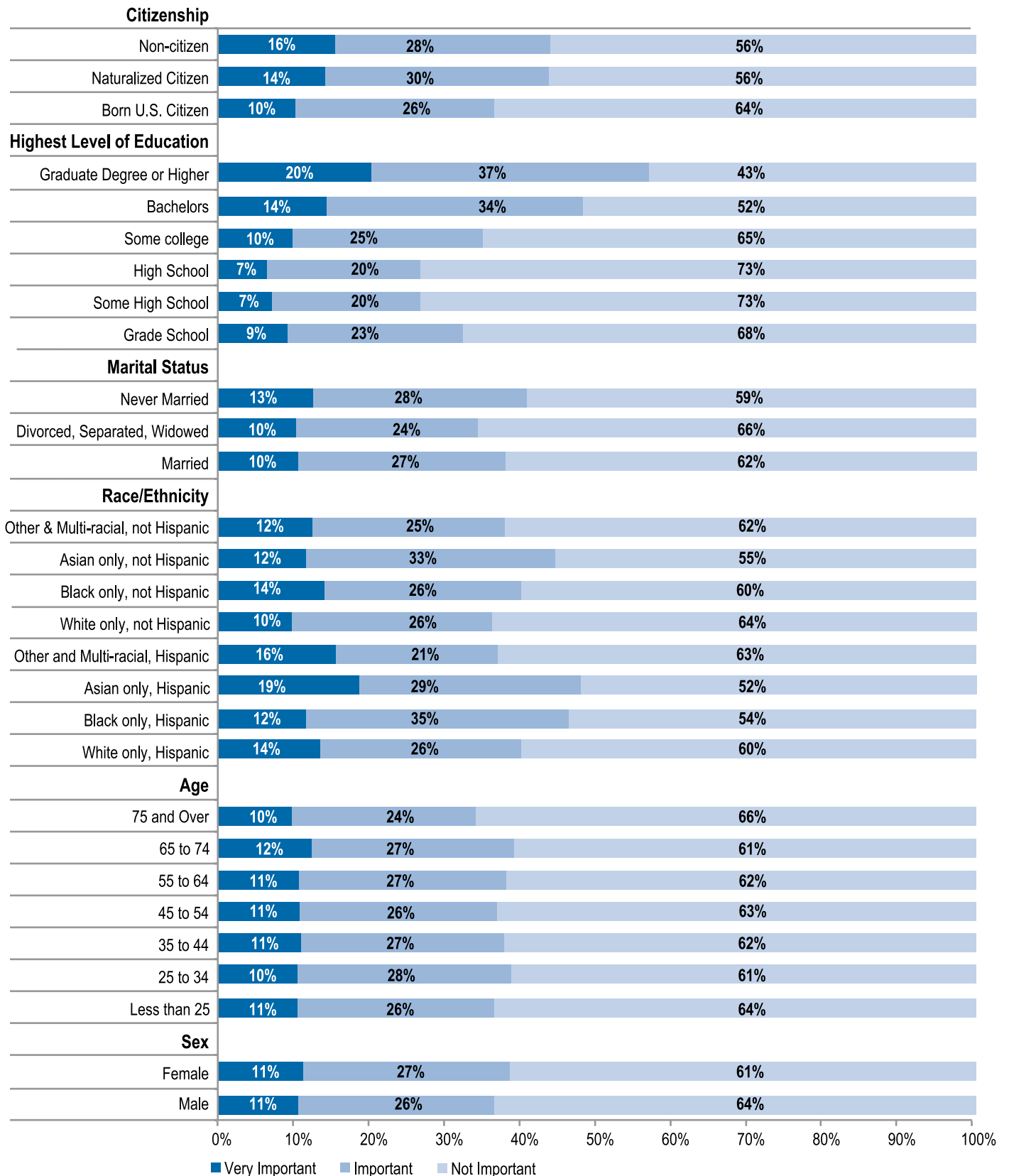
In addition to those with higher education levels, householders more likely to affirm this importance, as Exhibit 1 shows, were:

- Hispanic (40 percent) versus non-Hispanic (37 percent);
- African American (40 percent) or Asian only (45 percent), regardless of their Hispanic status, versus those who self-identified as White only (37 percent);
- Hispanic White only (40 percent) compared to Non-Hispanic White only (36 percent);
- Naturalized or non-U.S. citizens (44 percent each) versus U.S.-born citizens (36 percent);
- Never married (41 percent) versus 38 percent married and 34 percent divorced, separated or widowed;
- Women (39 percent) versus men (36 percent); and
- Those aged between 25 and 34 years old or between 65 and 74 years old (39 percent each) versus aged 75 years and older (34 percent).

Furthermore, as Exhibit 2 shows, householders who affirmed the importance of living convenient to the arts were comparatively more likely to come from the following types of households:

- Higher household incomes, especially those with household incomes of \$75,000 annually or more (41 percent of those with household incomes between \$75,000 to \$149,999 per year and 49 percent of those with household income of \$150,000 or more per year) compared to those with lesser household incomes ranging between 34-36 percent);
- Renter-occupied (39 percent compared to 36 percent of those in owner-occupied units);
- Containing no persons with disabilities (39 percent compared to 34 percent of those living in a household containing at least one person with a disability); and
- Containing no veterans (38 percent compared to 34 percent of those in households containing veterans).

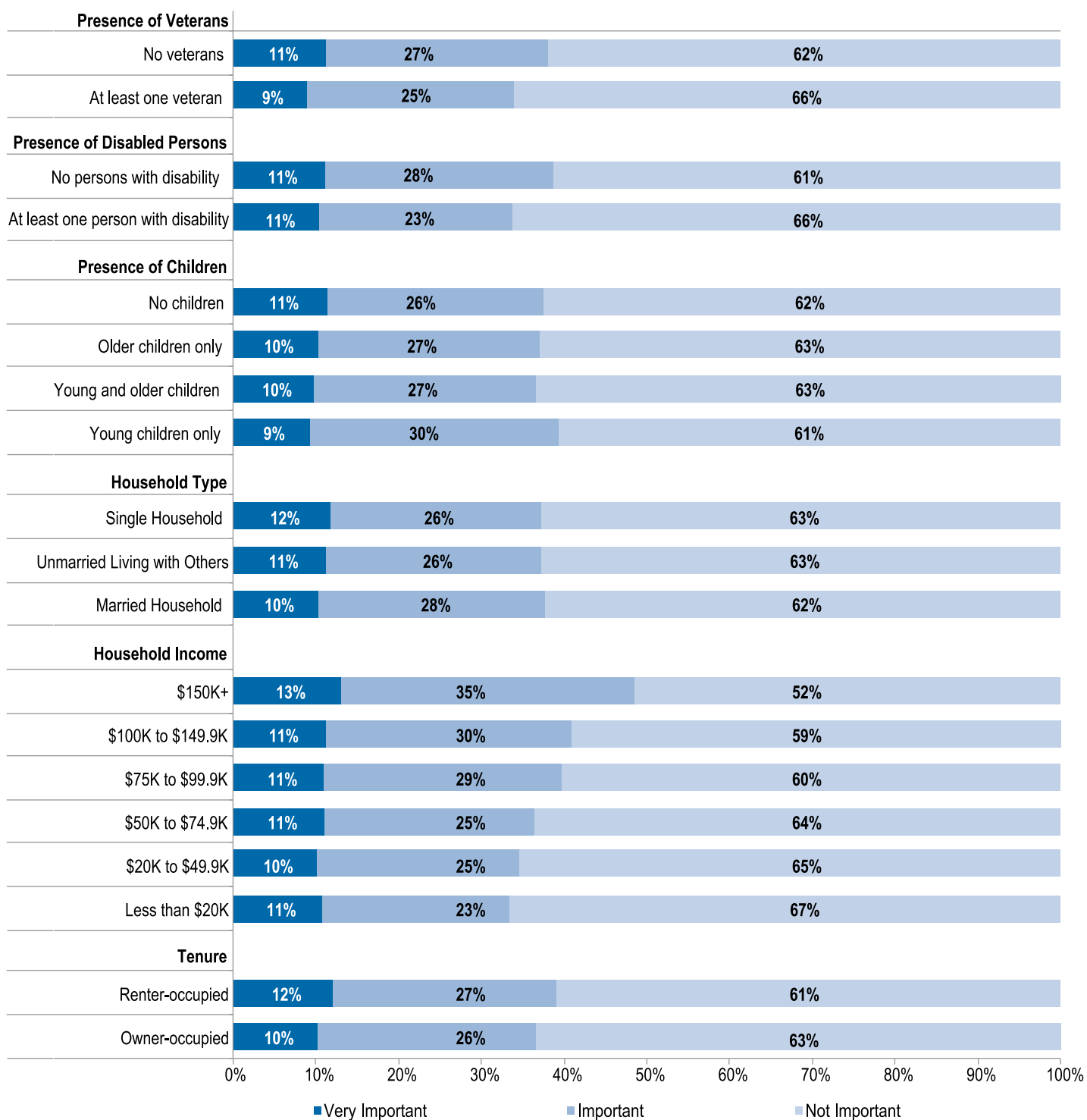
**Exhibit 1: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Householder Characteristics.**



Note, percentages may not add up to 100 percent due to rounding.



## Exhibit 2: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Household Characteristics



Note, percentages may not add up to 100 percent due to rounding.

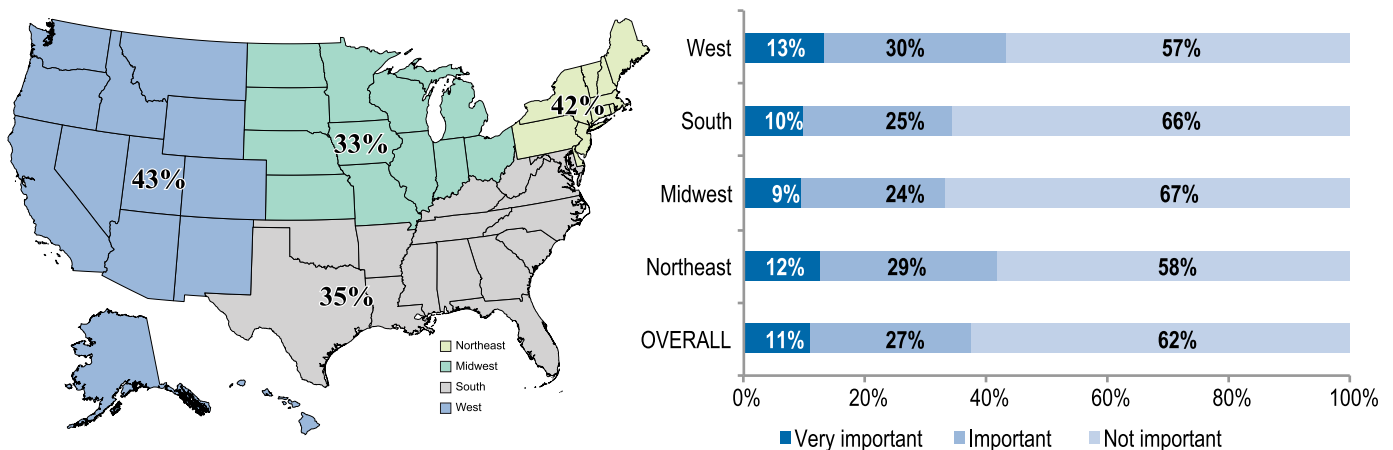
Results from a multivariate regression analysis show that when controlling for the householders' race/ethnicity, household income and the householder's level of education remain significant factors in predicting that the householder will affirm the importance of living convenient to arts and cultural events. Still, the relationship is not particularly strong.<sup>4</sup>

Among all U.S. households, the household's income, and the householder's highest level of education in combination with the householder's racial and ethnic identification, predicted 21.4 percent of variation in rating the importance of living convenient to arts and cultural events (that is,  $R=0.214^5$ ).

## Where Did They Live?

Census categorizes the country into four regions, with nine divisions within those regions.<sup>6</sup> As Exhibit 3 shows, householders in the West and the Northeast (43 percent and 42 percent, respectively) were the most likely to find living convenient to arts and cultural events to be important than were householders in the South (35 percent) or the Midwest (33 percent).

**Exhibit 3: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by U.S. Region**



Note, percentages may not add up to 100 percent due to rounding.

Within regions, residents of the Pacific division (45 percent) followed by those in New England (43 percent) were most likely to find living convenient to such events to be important, with those in the East South Central (26 percent) the least likely to affirm this importance (see *Exhibit 4*).

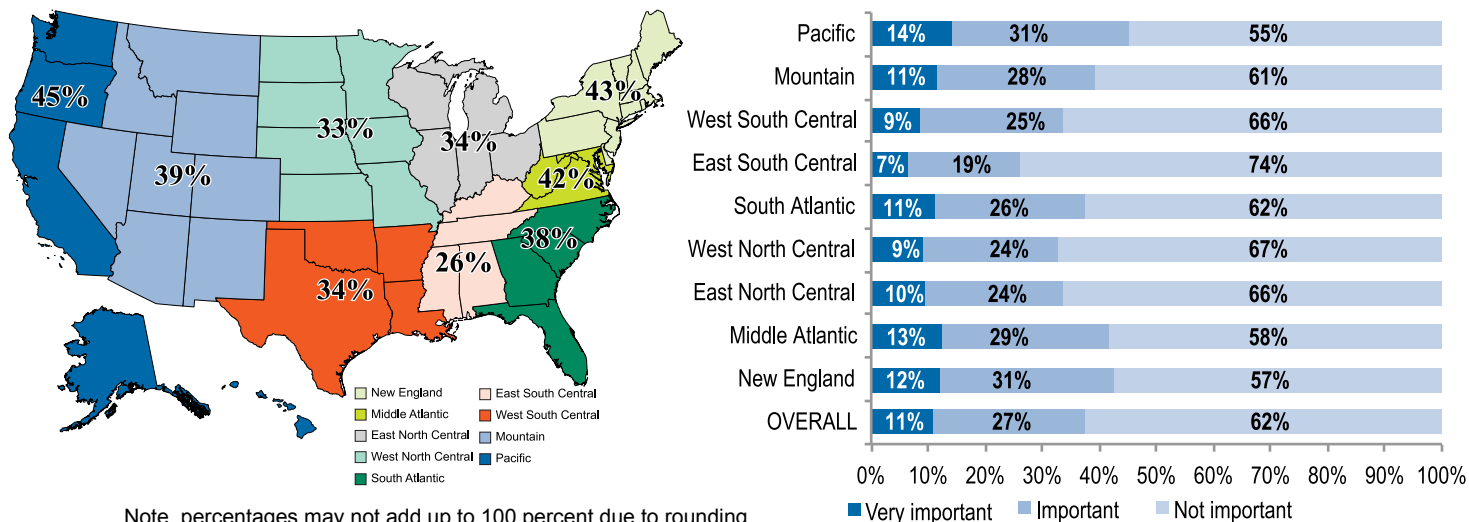
**Householders in the West and Northeast are relatively more likely to consider convenient access to arts and cultural events to be important, with those in Pacific and New England divisions being the most likely to do so.**

4 The zero-order correlation is 0.03 for income and education when controlled for self-reported racial or ethnic identity with  $p < 0.01$ .

5 The relationship was evaluated using linear regression at 95 percent confidence level ( $p < 0.01$ ).

6 The four regions are the Northeast, Midwest, South and West; and the nine divisions are: New England and Middle Atlantic (within the Northeast region); East North Central and West North Central (within the Midwest region); and South Atlantic, East South Central, and West South Central (within the South region); and Mountain and Pacific (within the West region). See [www.census.gov/geo/reference/gtc/gtc\\_census\\_divreg.html](http://www.census.gov/geo/reference/gtc/gtc_census_divreg.html) for more information.

#### Exhibit 4: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by U.S. Division



Householders living in more urban areas, such as metropolitan areas<sup>7</sup> (40 percent), compared with those in micropolitan or non-metropolitan areas (26 percent), were more likely to find living convenient to arts and cultural events to be important. Additionally, 44 percent of those reporting access to public transportation affirmed this importance, compared with 32 percent of those who reported no such access. Moreover, 14 percent of householders who had access to public transportation found having convenient access to arts and cultural events to be “very” important versus 8 percent of those with no such access.

Householders living in metropolitan areas with access to public transportation were the most likely to find living convenient to arts and cultural events to be important (45 percent). But, households in metropolitan areas with no access to public transportation and in micropolitan or non-metropolitan areas with access to public transportation were equally likely to rate living near such events as important (34 percent each). Those living in micropolitan or non-metropolitan areas with no access to public transportation were the least likely to find living convenient to arts and cultural events to be important, with fewer than one-quarter (23 percent) of householders in these areas giving that response (see *Exhibit 5*).

**Those living in large metropolitan areas with access to public transportation were most likely to find living conveniently to arts and cultural events to be important, while those in micropolitan or non-metropolitan areas with no access to public transportation were least likely to find such access to be important.**

<sup>7</sup> The U.S. Census Bureau defines metropolitan area as an urbanized area with a population of at least 50,000, and a micropolitan area as an urban cluster with a population of at least 10,000 but less than 50,000. See [www2.census.gov/geo/pdfs/reference/GARM/Ch13GARM.pdf](http://www2.census.gov/geo/pdfs/reference/GARM/Ch13GARM.pdf).

Additional results from a multivariate regression analysis show that the household's metropolitan status (inside or outside a metropolitan area) in combination with its access to public transportation and householder's highest level of education completed predicted the most variation (about 24 percent—that is,  $R=0.242$ ) in rating the importance of living conveniently to arts and cultural events, though the relationship is not particularly strong.<sup>8</sup>

Reviewed as a whole, along with previous data presented above, the following factors are the greatest predictors of a householder affirming the importance of living convenient to arts and cultural events: the household's metropolitan status, its access to public transportation, its overall household income, and the highest level of education completed by the householder. Households in metropolitan areas with access to public transportation, whose annual household income was \$75,000 or more, and where the householder had completed at least a bachelor's degree were more likely than their counterparts in less urban areas with lower household incomes and lower levels of education to affirm the importance of living convenient to arts and cultural events.

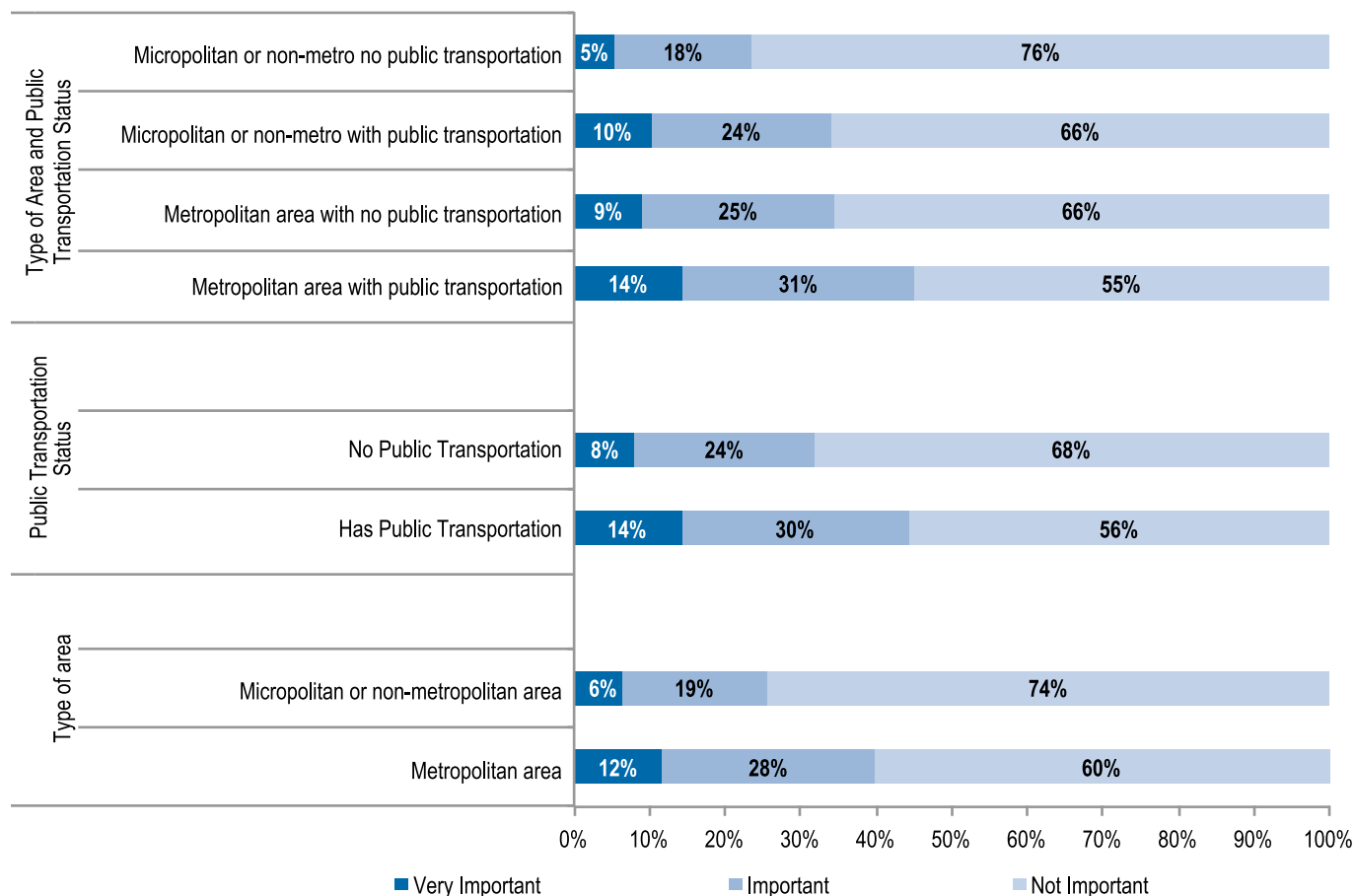
About 8 percent of households, representing approximately 10.2 million U.S. households, fell within this group that is most likely to value living convenient to arts and cultural events. Among this group, householders who were more likely than others to affirm the importance of living convenient to arts and cultural events were:

- women (64 percent versus 56 percent of men); and
- non-Hispanics (61 percent versus 50 percent of Hispanics).

Among the remaining 92 percent U.S. households, that is, those who live outside metropolitan areas or those who do not have public transportation or those households with annual incomes under \$75,000, or those where the householder has not completed at least a bachelor's degree, those most likely to affirm the importance of living convenient to arts and culture are very similar demographically to those affirming this importance among all U.S. households.

8 The relationship was evaluated using linear regression at 95 percent confidence level.  $R=0.242$

**Exhibit 5: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Household’s Area and Accessibility to Public Transportation**

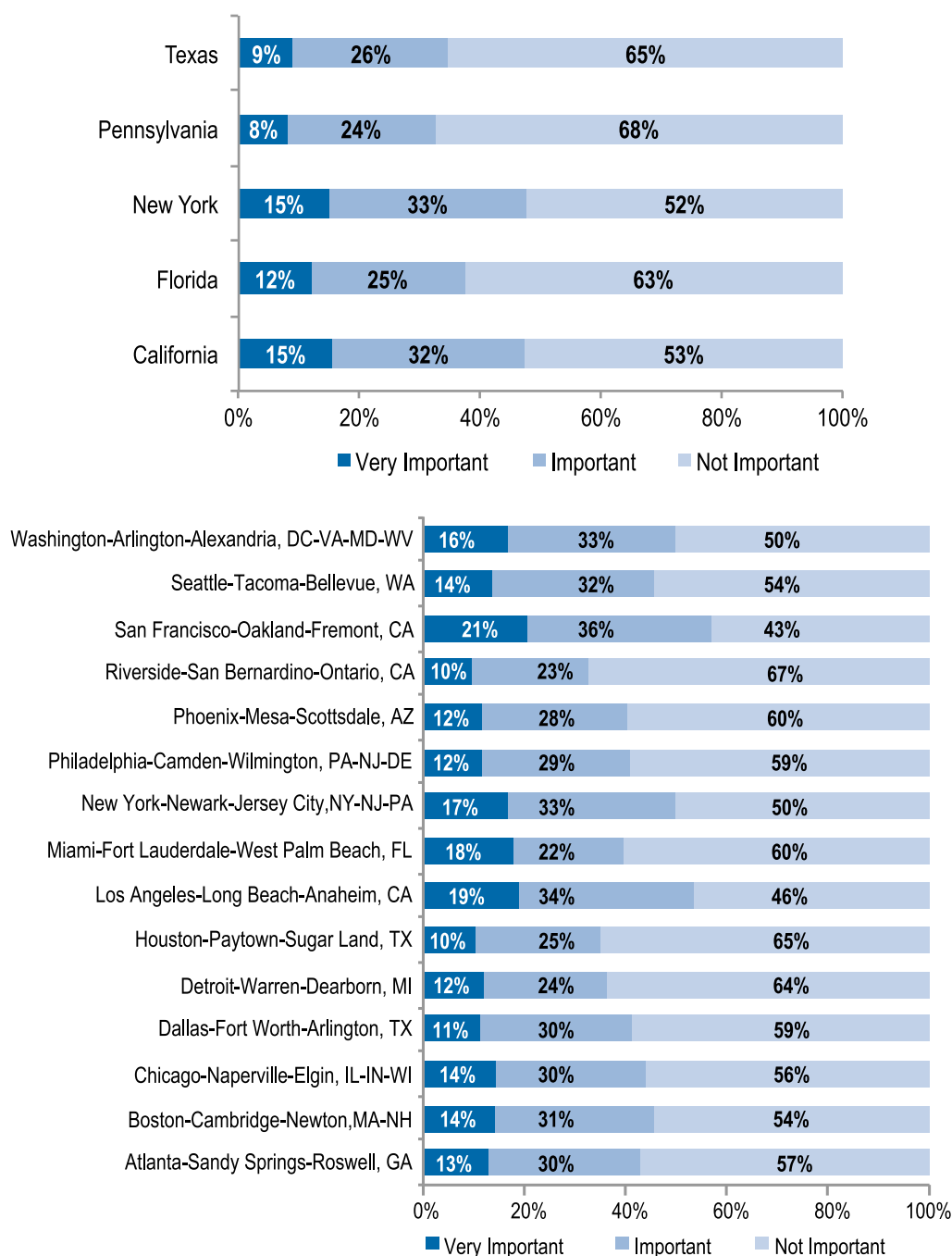


Note, percentages may not add up to 100 percent due to rounding.

State-level data, available for five states (California, Florida, New York, Pennsylvania, and Texas) showed some differences by state, with householders in New York (48 percent) and California (47 percent) more likely to consider it important to live convenient to arts and cultural events, compared to those in Florida (37 percent), Texas (35 percent), and Pennsylvania (32 percent). The 2015 AHS also collected data on 15 large metropolitan areas. Householders in the San Francisco-Oakland-Fremont, California metropolitan area (57 percent) followed by those in the Los Angeles-Long Beach-Anaheim, California (54 percent) metropolitan area were the most likely to find living convenient to arts and cultural events to be important (see *Exhibit 6*).



**Exhibit 6: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Selected States and Metropolitan Areas**



Note: percentages may not add up to 100 percent due to rounding.

## In Which Neighborhoods Did They Live?

Householders who found living convenient to arts and cultural events to be important resided in neighborhoods likely to have some negative physical neighborhood qualities as measured by the presence of buildings with bars on windows, buildings that have been abandoned or

vandalized, and trash in the neighborhood. These attributes are more likely to be present in urban areas than in micropolitan or non-metropolitan areas.<sup>9</sup> Overall, more than four in ten households with two to three of these negative physical neighborhood qualities, or neighborhoods that can be said to have “good” (41 percent) or “poor” (45 percent) physical qualities, reported finding such access to be important, compared with fewer than one in four (37 percent) households with none of these negative physical neighborhood qualities, or those that may be deemed physically “very good”. Those in neighborhoods with no buildings around, signifying less dense or less urban neighborhoods, were less likely than were other households to report living convenient to arts and cultural events as important (see *Exhibit 7 and Appendix D, Table 1 for more details*).

A similar response pattern is seen when viewing the social quality of the neighborhood, as measured by the lack of good schools, and by the presence of serious crime, and petty crime—attributes in common with many neighborhoods in urban areas.<sup>10</sup> More than one-third of households in neighborhoods with none or one of these negative social attributes, or those that may be considered to be have “very good” (37 percent) or “good” (36 percent) social quality, said living convenient to arts and cultural events was important, compared with 46 percent of those in “very poor” neighborhoods, meaning that they had none of these socially desirable qualities. It should be noted that the presence of other social characteristics of the neighborhood, such as the level of social interaction or awareness of other cultures—attributes that often are significantly affected by the presence of arts and cultural events, were not measured by this survey (see *Exhibit 7*).

Still, overall neighborhood rating (*1 = Poor and 10 = Excellent*) was slightly higher among those who rated living convenient to arts and cultural events as “important” (average = 8.23) compared with those who found such access not to be important (average = 8.18). Across most household income groups, the neighborhood rating was generally higher for householders finding it important to live convenient to arts and cultural events (see *Appendix D, Table 7*).<sup>11</sup>

**Householders finding living convenient to arts and cultural events to be important rated their neighborhoods more highly than did respondents who did not affirm this importance.**

Additionally, householders who had moved in the last two years—that is, those who are classified as recent movers—were asked to indicate why they moved. Among residents who mentioned having moved because of a more desirable neighborhood, 42 percent reported that living convenient to arts and cultural events was important, compared with 36 percent of recent movers who did not mention “a more desirable neighborhood” as a reason for moving (see *Exhibit 7*).

9 Four percent of households in metropolitan areas reported having two to three of these negative conditions, compared with 1 percent of households in micropolitan or non-metropolitan areas. *Source: 2015 AHS data.*

10 Eight percent of households in metropolitan areas reported two to three of these negative conditions, compared with 6 percent of households in micropolitan or non-metropolitan areas. *Source: 2015 AHS data.*

11 The relationship across categories of the highest level of education completed by the householder was, however, more mixed and did not vary significantly, even at the 90 percent level of confidence.

## Exhibit 7: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Neighborhood Characteristics

### Neighborhood Characteristics

Physical Quality of Neighborhood <sup>12</sup>	Very Important	Important	Important Total	Not Important
Very Good	10%	27%	37%	63%
Good	14%	27%	41%	59%
Poor	17%	28%	45%	55%
Very Poor	15%	22%	37%	63%
Social Quality of Neighborhood <sup>13</sup>	Very Important	Important	Important Total	Not Important
Very Good	10%	27%	37%	63%
Good	12%	25%	36%	64%
Poor	14%	27%	41%	59%
Very Poor	21%	26%	46%	54%
Householder's Rating of Neighborhood (1=Poor and 10=Excellent)	Very Important	Important	Important Total	Not Important
Average	8.18	8.23	8.21	8.18
Moved to be in More "Desirable" Neighborhood (recent movers only)	Very Important	Important	Important Total	Not Important
Mentioned	13%	29%	42%	58%
Not Mentioned	10%	26%	36%	64%
Rating of Current Neighborhood Compared to Old Neighborhood (recent movers only)	Very Important	Important	Important Total	Not Important
Better	11%	27%	38%	62%
Worse	12%	27%	38%	62%
About the same	11%	28%	38%	62%
Same neighborhood.	11%	24%	35%	65%

Note: percentages may not add up to 100 percent due to rounding.

## In Which Types of Homes Did They Live?

The finding that householders who rated living convenient to arts and cultural events as important were likely to reside in urban areas is supported by information about their type of residence. Multifamily units, condominiums, buildings with multifamily entry systems or those with windows covered with metal bars—all are more likely to be located in urban areas than in rural areas. Householders who affirmed in the 2015 survey that living convenient to arts and cultural events was important were more likely than other householders to report these

12 Physical quality of neighborhood measure was created based on responses to 1) presence of buildings with bars on windows within a half-block; 2) presence of abandoned or vandalized buildings within a half-block; and 3) presence of trash, litter, junk in streets, lots, or properties within a half-block. "Very Good" is when none of these conditions exist and "Very Poor" is when all of these conditions exist. *Source: 2015 AHS data.*

13 A measure for the social quality of neighborhoods was created based on responses to these statements 1) the neighborhood has good schools; 2) the neighborhood has a lot of serious crimes; and 3) the neighborhood has a lot of petty crimes. "Very Good" is when householders report a neighborhood as having good schools and no serious or petty crimes; "Very Poor" is when a neighborhood lacks good schools and has a lot of serious and petty crimes. *Source: 2015 AHS data.*

home characteristics.<sup>14</sup> For example, as Exhibit 8 shows, householders more likely to find living convenient to arts and cultural events as important were more likely to be living in apartments—for example, within buildings containing 10 or more apartments (45 percent)—compared with living in single-family detached homes (36 percent).

Householders finding such access to be important were also more likely to report living in condominiums (47 percent versus 37 percent who did not live in them) or in buildings with multi-family entry systems (48 percent versus 41 percent). They were also more likely to belong to a homeowner’s association (44 percent versus 36 percent) or to live in a subdivision or housing development (39 percent versus 35 percent). Finally, they were more likely to live in buildings with windows covered with metal bars (42 percent versus 36 percent). (See *Appendix D, Table 2 for details.*)

**Exhibit 8: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Home Characteristics**

Home Characteristics				
Building Type	Very Important	Important	Important Total	Not Important
Mobile, boats, RVs, other	6%	17%	23%	77%
Single family detached	10%	26%	36%	64%
Single family attached	14%	29%	43%	57%
2-9 apartments	13%	28%	41%	59%
10 or more apartments	16%	30%	45%	55%
Year Unit Built	Very Important	Important	Important Total	Not Important
1949 or before	15%	28%	43%	57%
1950s	11%	26%	37%	63%
1960s	11%	28%	39%	61%
1970s	10%	25%	34%	66%
1980s	10%	25%	35%	65%
1990s	9%	27%	36%	64%
2000s	10%	27%	37%	63%
Householder’s Rating of Home (1=Poor and 10=Excellent)	Very Important	Important	Important Total	Not Important
Average	8.30	8.30	8.30	8.23
Rating of Current Home Compared to Old Home (recent movers only)	Very Important	Important	Important Total	Not Important
Better	11%	27%	38%	62%
Worse	12%	29%	41%	59%
About the same	10%	26%	36%	64%

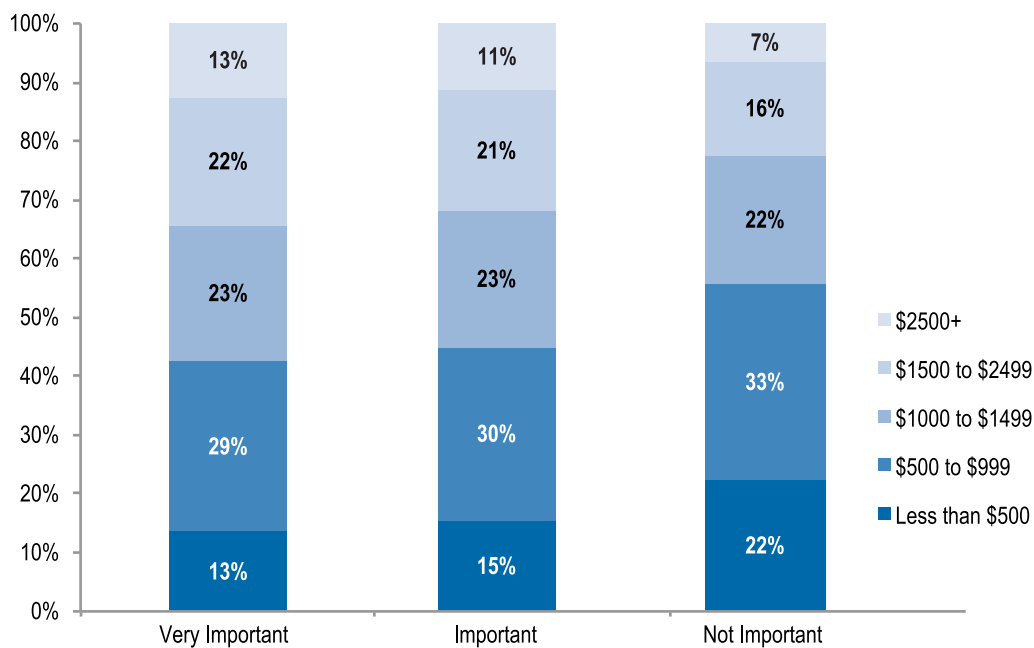
Note: Percentages may not add up to 100 percent due to rounding.

14 For example, 27 percent of apartment buildings are in metropolitan areas, compared with just 10 percent in micropolitan or non-metropolitan areas. Similarly, 7 percent of condominiums, 19 percent of homes with a homeowner’s association, 38 percent of homes with a multi-family entry system, and 3 percent of homes with windows covered with metal bars are in metropolitan areas, compared with just 2 percent, 6 percent, 13 percent and 1 percent, respectively, in micropolitan or non-metropolitan areas. Source: 2015 AHS data.

## Monthly Housing Costs

The AHS asks detailed questions about the cost of living in the home, including about factors such as the cost of rent or mortgages; utilities, such as water, electricity, gas and other fuels; and condo or homeowner association fees. Together these data are used to create the total cost of living in the home. As Exhibit 9 shows, householders finding that living convenient to arts and cultural events as important were more likely to report higher housing costs than did householders who do not affirm this importance. For example, 35 percent of householders, who said that living convenient to arts and cultural events was “very” important, reported housing costs of \$1,500 or more per month, as did 33 percent of those who found such access to be merely important. By contrast, 23 percent of householders who did not affirm the importance of living near arts and cultural events reported these total housing costs.

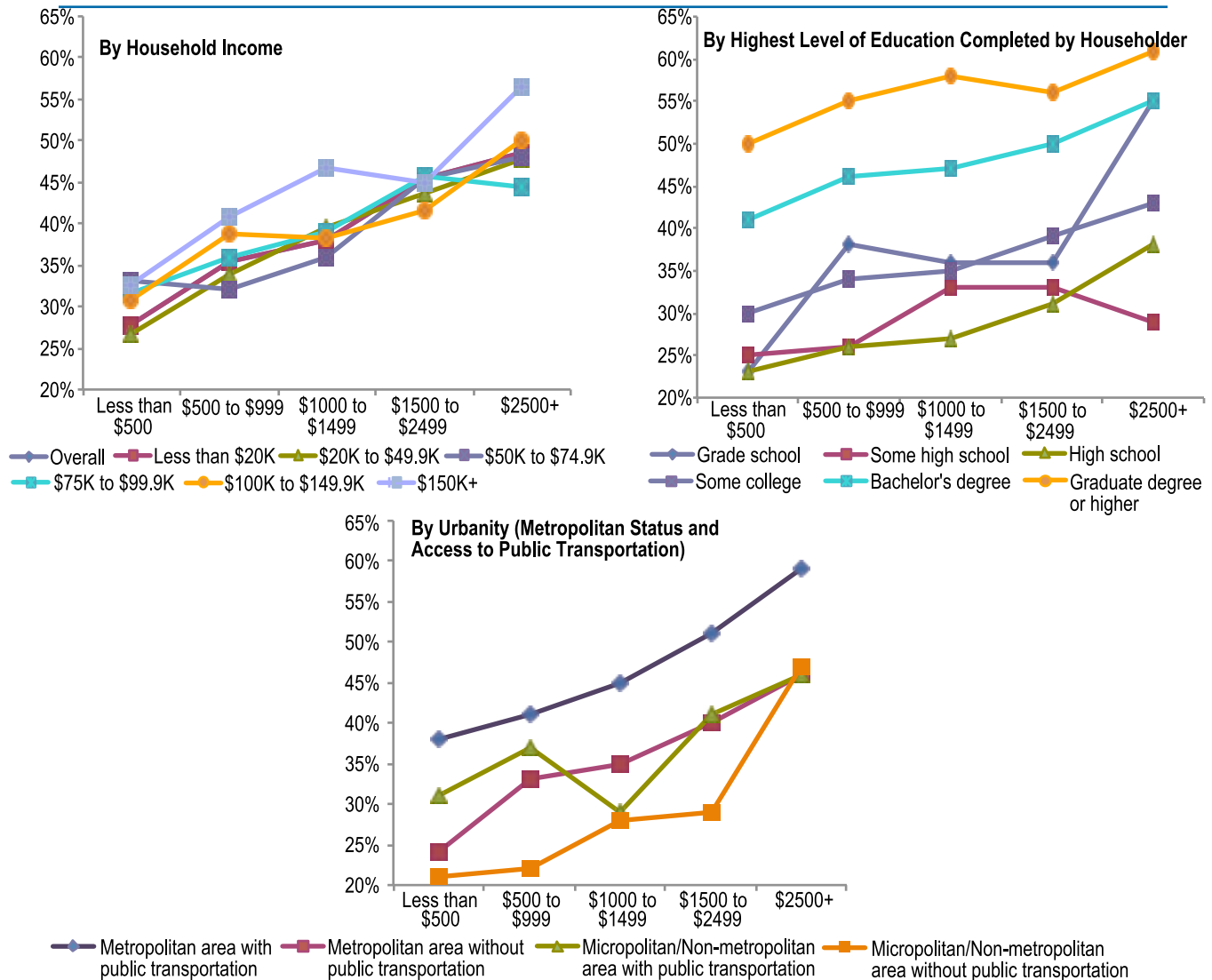
**Exhibit 9: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events, by Total Housing Costs per Month**



Further analysis shows that the relationship between higher housing costs and the importance of living convenient to arts and cultural events held, even after controlling for the household’s income, metropolitan location status, and the highest education completed by the householder. The implication is that households affirming the importance of living convenient to arts and cultural events may be willing to pay more for their housing (see *Exhibit 10*).



**Exhibit 10: Percent of Householders Affirming the Importance of Living Convenient to Arts and Cultural Events, by Household Income, Education and Metropolitan Status**



## Synopsis

Households in metropolitan areas, preferably with access to public transportation, and those reporting higher household incomes and education, along with householders who were renters, had never married, those who identified as Hispanic, particularly Asian and Black Hispanics, women householders, and those who were naturalized or non-U.S. citizens were the most likely to consider living conveniently near arts and culture to be important. Among these many variables, access to public transportation, the metropolitan status of the home's location, and the highest level of education completed by householders were the greatest predictors of a preference to live convenient to arts and cultural events. Additionally, households affirming the importance of living convenient to arts and cultural events were also more likely to pay more for housing, compared with their counterparts. Further analyses demonstrated that householders affirming this importance paid more for housing regardless of their household income, their level of education, or the urbanity of the area in which they live, as measured by metropolitan status and access to public transportation.

# SATISFACTION WITH

## Access to Arts and Cultural Events

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Householders who affirmed the importance of living near arts and cultural events (38 percent of all survey respondents) were asked about their level of satisfaction with access to such events.

Overall, 87 percent of householders who affirmed that living near arts and cultural events was important (a group representing, as has been shown, about four in ten of all U.S. households), reported being satisfied with their access to such events from where they currently live. Specifically, 33 percent of this sub-group were “very satisfied” and 55 percent were “satisfied.”<sup>15</sup>

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### Who Was Satisfied with Access to Arts and Cultural Events?

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Having affirmed the importance of living convenient to arts and cultural events, householders who expressed satisfaction with their access to such events tended to show different characteristics from householders who merely affirmed the importance of such access. Among householders who affirmed the importance of living near arts and cultural events, those who were more likely than other groups to be satisfied with access to such events, as Exhibit 11 shows, were:

- Older (about 90 percent of householders aged 65 years and older versus 84-85 percent of householders younger than 45 years);
- Better-educated (about 90 percent of those with a bachelor’s degree or higher, compared with 84 percent of those with only some college, for example);
- Non-Hispanics regardless of their race (88 percent compared to 81 percent of Hispanics);
- Non-Hispanic White only (90 percent) compared to Hispanic White only (81 percent), Hispanic Black only (72 percent), and non-Hispanic Black only (80 percent),
- Married (88 percent versus 85 percent of those who have never married); and
- U.S.-born citizens (88 percent versus 85 percent of naturalized citizens and non-citizens).

<sup>15</sup> As those who did not find it important to live conveniently near arts and cultural events were not asked about their satisfaction with access to arts and cultural events, reports of perceived access to such events are not available for that population sub-group. Note that discrepancy in percentages adding up is due to rounding.

Furthermore, as Exhibit 12 shows, these adults lived in the following types of homes:

- Owner-occupied (89 percent versus 85 percent of renter-occupied households);
- Containing no children (88 percent, versus 84 percent containing younger and/or older children);
- Higher annual-income households (92 percent of households with income of \$150,000 or more per year compared to 88 percent between \$50,000 and \$74,999, for example); and
- Containing no persons with a disability (89 percent versus 83 percent).



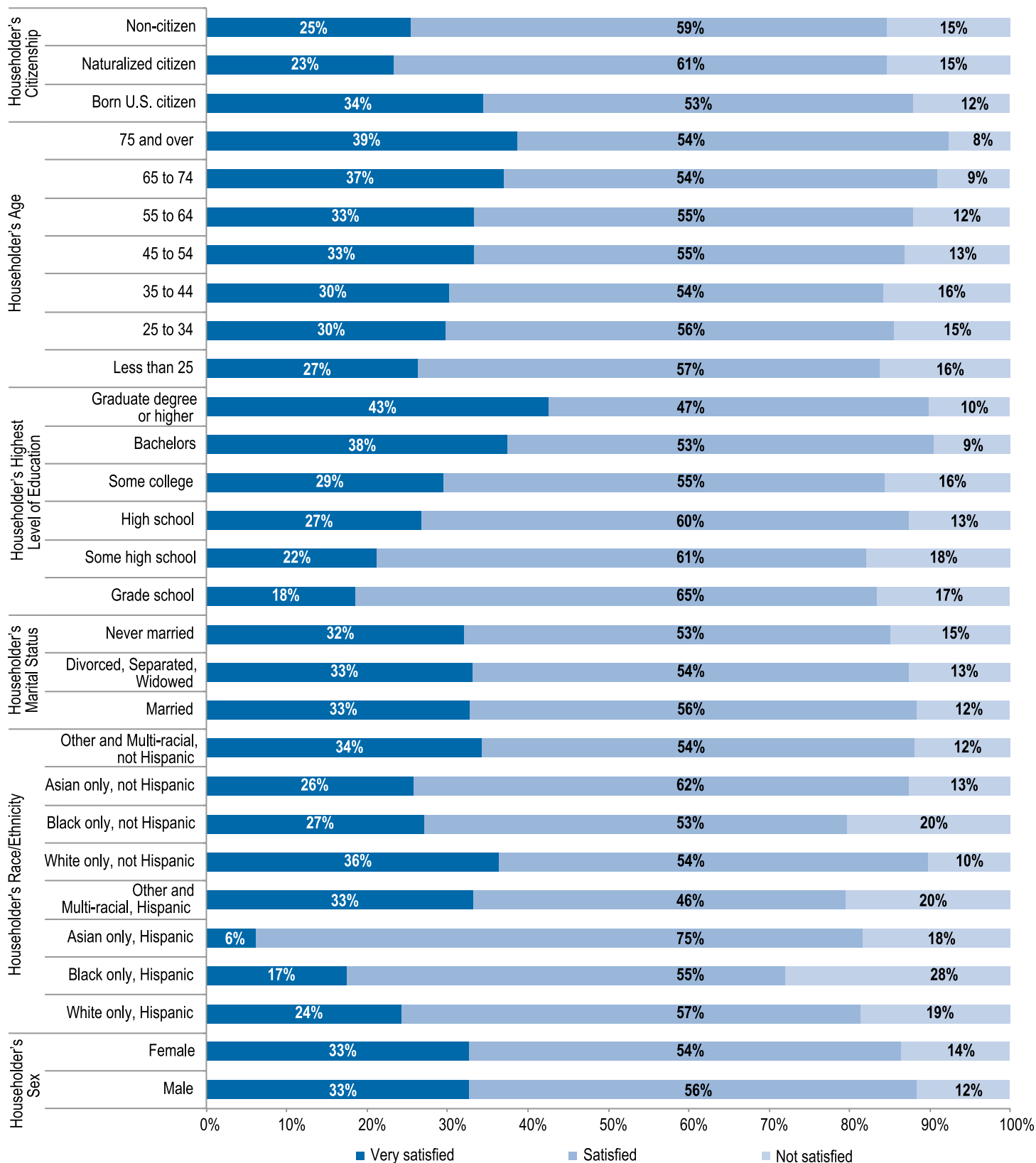
The demographic subgroups most likely to express satisfaction were thus different in several respects from those who found living convenient to arts and cultural events important. Non-Hispanic Whites, U.S.-born, married, and older Americans were more likely than other groups to express satisfaction.

Satisfaction with access to arts and cultural events in their neighborhoods was correlated with race, ethnicity, household income and the highest level of education completed by the householder. Racial/ethnic differences were still significant after controlling for the householder's highest level of education and household income, but the relationship was not strong.<sup>16</sup>

<sup>16</sup> This finding is based on partial correlations at the 95 percent level of confidence ( $p < 0.01$  and zero-order correlation was about 0.07).

## Exhibit 11: Percent of Householders Who Reported Satisfaction with Access to Arts and Cultural Events, by Householder Characteristics

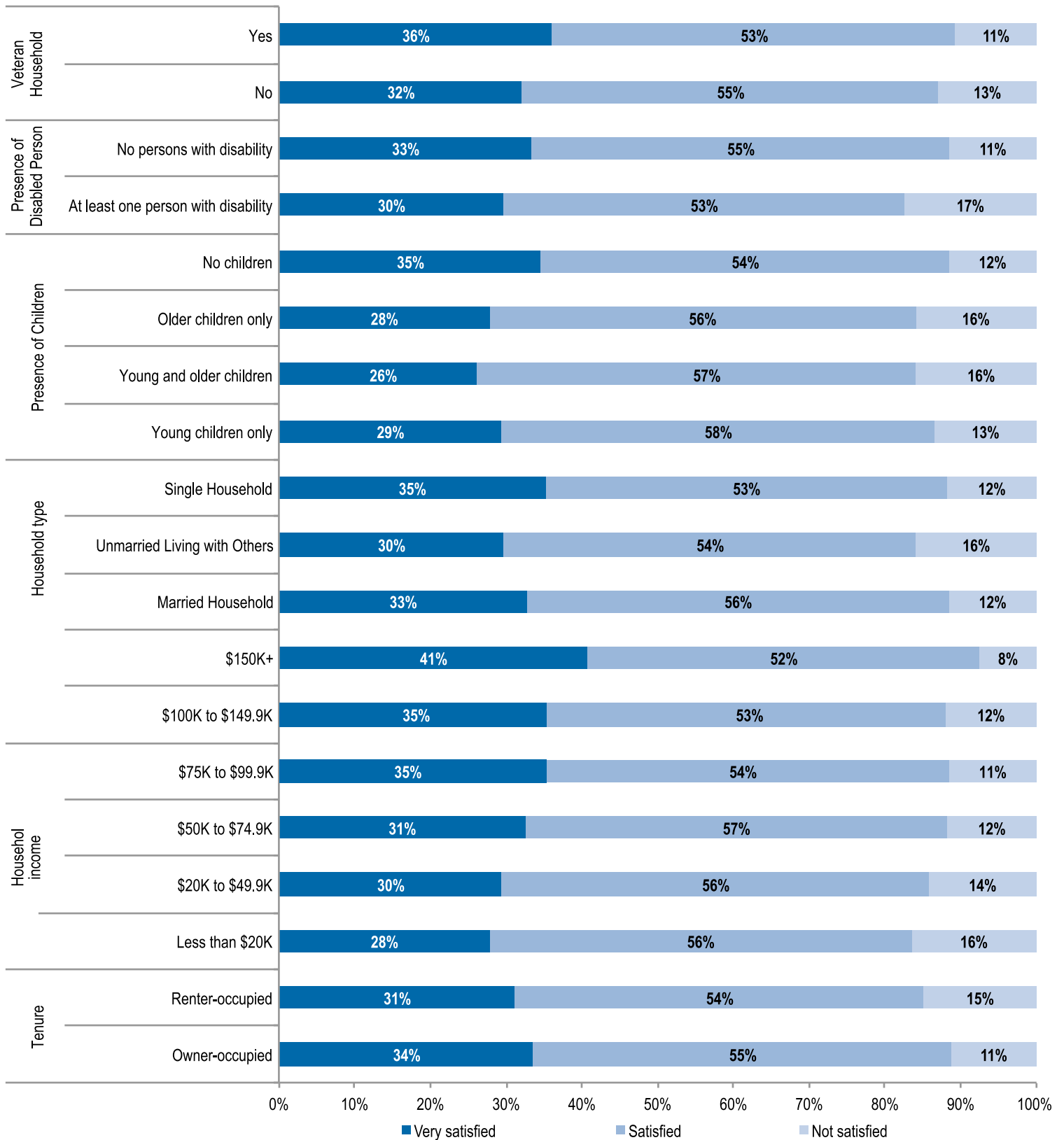
(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)



Note: Percentages may not add up to 100 percent due to rounding.

## Exhibit 12: Percent of Householders Who Reported Satisfaction with Access to Arts and Cultural Events, by Household Characteristics

(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)



Note: Percentages may not add up to 100 percent due to rounding.



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## Where Did They Live?

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Among householders affirming the importance of living convenient to arts and cultural events, those who were more likely to be satisfied with their access to such events lived in the Midwest and West (89 percent within each region) rather than in the South (85 percent)—87 percent of Northeastern households affirming the importance of living convenient to arts and cultural events also expressed satisfaction with their access to such events. As for the divisions, householders in the New England, East North Central, West North Central, and Mountain (89 percent each) divisions were the most likely to express satisfaction; and those in East South Central (81 percent) were the least likely to express satisfaction. Nevertheless, satisfaction with access was relatively high across all regions and divisions of the U.S. (see *Exhibit 13*).

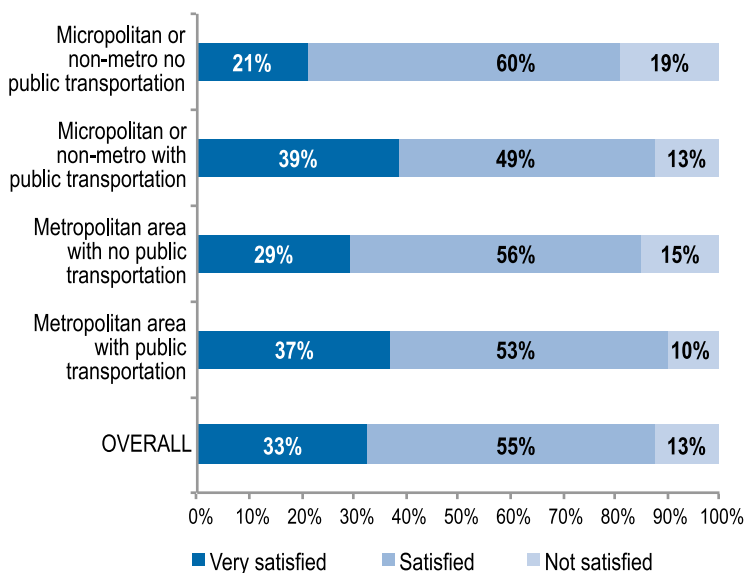
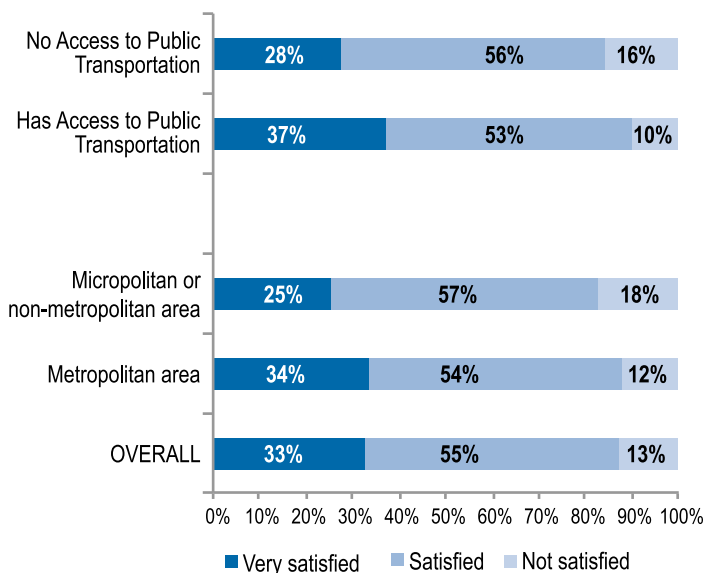
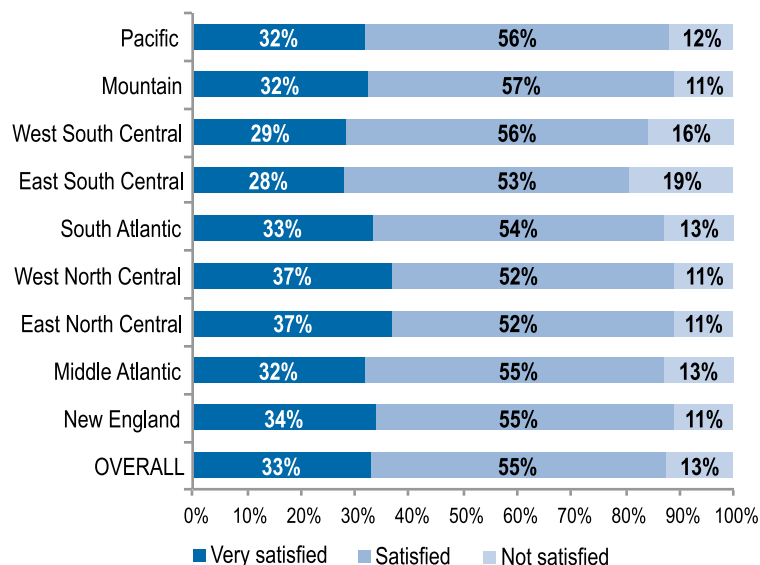
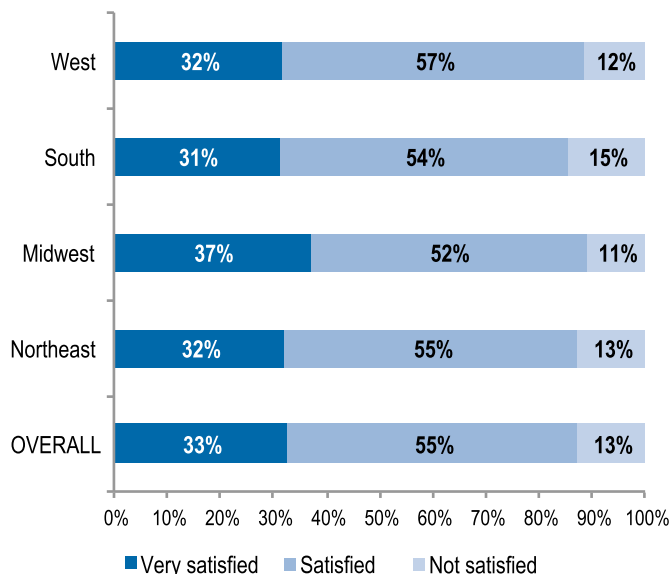
Householders affirming the importance of living convenient to arts and cultural events, and who lived in metropolitan areas, especially areas with access to public transportation, were the most likely to express satisfaction with their access to such events (90 percent), while householders in micropolitan or non-metropolitan areas, especially those lacking access to public transportation were the least likely to express satisfaction (81 percent). Still, in all locations, more than eight in ten households who considered living convenient to arts and cultural events to be important were satisfied with access to such events from their homes (see *Exhibit 13*).

**Households in metropolitan areas, especially those with access to public transportation, were most likely to express satisfaction with their access to arts and cultural events.**

Of the five states for which data were available, among householders for whom living convenient to arts and culture was important, Pennsylvanian householders (92 percent) were most likely to express satisfaction with their access to such events, followed by Californians (89 percent), while Texans (81 percent) were the least likely to be satisfied. Among the 15 large metropolitan areas for which data were available, householders in the Boston-Cambridge-Newton, Massachusetts metropolitan area (92 percent) followed by the San Francisco-Oakland-Fremont, California metropolitan area and Washington-Arlington-Alexandria, DC-Virginia-Maryland-West Virginia metropolitan area (91 percent each) were most likely to be satisfied with their access to arts and cultural events. Householders in the Houston-Payton-Sugar Land, Texas metropolitan area (78 percent) and in the Riverside-San Bernardino-Ontario, California metropolitan area (79 percent) were least likely to express satisfaction with their access to such events (see *Exhibit 14*).

### Exhibit 13: Percent of Householders Who Reported Satisfaction with Access to Arts and Cultural Events, by Region, Division, Metropolitan Status and Access to Public Transportation

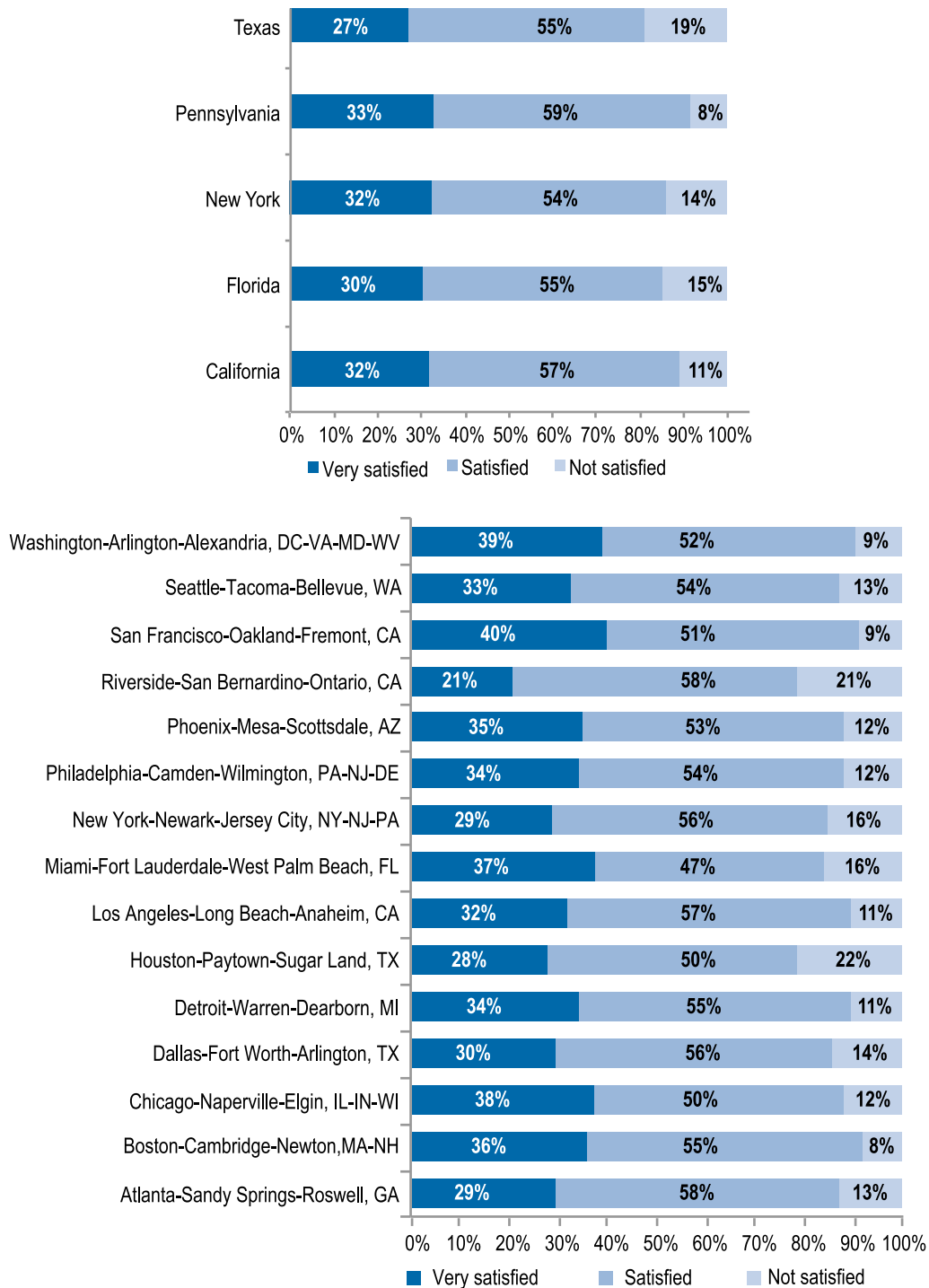
(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)



Note: Percentages may not add up to 100 percent due to rounding.

## Exhibit 14: Percent of Householders Who Reported Satisfaction with Access to Arts and Cultural Events, by Selected States and Metropolitan Areas

(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)



Note: Percentages may not add up to 100 percent due to rounding.

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## In What Kinds of Neighborhoods Did They Live?

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When it came to satisfaction with access to arts and cultural events, among householders affirming the importance of living convenient to arts and cultural events, those living in neighborhoods where the physical quality was “very good” (89 percent) were more satisfied with access to such events from their homes than were householders who rated the physical quality of their neighborhoods “good” (81 percent), as “poor” (72 percent), or “very poor” (74 percent). The social quality of the neighborhood and satisfaction with access to arts and cultural events also were positively associated. Householders who found it important to be convenient to arts and cultural events and who lived in socially “very good” (90 percent) neighborhoods were more likely to be satisfied with their access to such events, compared with those in socially “good” (82 percent), “poor” (77 percent), or “very poor” (57 percent) neighborhoods. (See Exhibit 15 and Appendix D, Table 3 for details.)

**Householders “very” satisfied with their access to arts and cultural events also rated their neighborhoods more highly than those expressing less satisfaction with such access.**

Among householders affirming the importance of living convenient to arts and cultural events, those who are satisfied with their access to such events also rated their neighborhoods more highly than did other householders.<sup>17</sup> It should be noted that across all household income groups and across householder education categories, the neighborhood rating generally was higher among householders who had expressed satisfaction with their access to such events than among householders who had not (see Appendix D, Table 7).<sup>18</sup>

Additionally, as shown in Exhibit 15, among recent movers who affirmed the importance of living convenient to arts and cultural events, those who rated their current neighborhood as “better” than their former neighborhood were more likely to express satisfaction with their access to arts and cultural events (88 percent) compared with householders who reported having moved to a “worse” neighborhood (76 percent).

17 The average rating of neighborhood was 8.66 among respondents “very satisfied” with their access versus 8.18 among respondents who were “satisfied” and 7.23 among respondents who were “not satisfied.”

18 This finding is based on partial correlations at the 95 percent level of confidence ( $p=0.000$  and zero-order correlation was about 0.21).

## Exhibit 15: Percent of Householders Reporting Satisfaction with Access to Arts and Cultural Events, by Neighborhood Characteristics

(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)

### Neighborhood Characteristics

Physical Quality of Neighborhood	Very Satisfied	Satisfied	Not Satisfied
Very Good	33%	55%	11%
Good	28%	53%	19%
Poor	29%	44%	28%
Very Poor	34%	40%	26%
Social Quality of Neighborhood	Very Satisfied	Satisfied	Not Satisfied
Very Good	35%	56%	10%
Good	28%	54%	18%
Poor	26%	51%	23%
Very Poor	21%	36%	43%
Householder's Rating of Neighborhood (1=Poor and 10=Excellent)	Very Satisfied	Satisfied	Not Satisfied
Average	8.66	8.18	7.23
Moved to be in more desirable Neighborhood (recent movers only)	Very Satisfied	Satisfied	Not Satisfied
Mentioned	37%	52%	10%
Not Mentioned	30%	57%	13%
Rating of Current Neighborhood (recent movers only)	Very Satisfied	Satisfied	Not Satisfied
Better	35%	53%	12%
Worse	23%	53%	24%
About the same	32%	57%	11%
Same neighborhood.	36%	51%	12%

## In What Types of Homes Did They Live?

Analysis of building characteristics indicates that householders who affirmed the importance of living convenient to arts and cultural events and who expressed satisfaction with their access to such events were more likely to live in single-family detached units (88 percent), especially in comparison to those living in mobile homes, boats, and other types of homes (81 percent). More than nine in ten of these householders living in condominiums (93 percent versus 87 percent of householders not in such living arrangements) expressed satisfaction with their access, as did householders who had multi-family entry systems (89 percent versus 85 percent of those in buildings without such systems). (See Exhibit 16 and Appendix D, Table 4 for more details.)

## Exhibit 16: Percent of Householders Who Reported Satisfaction with Access to Arts and Cultural Events, by Home Characteristics

(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)

### Home Characteristics

Building Type	Very Satisfied	Satisfied	Not Satisfied
Mobile, boats, RVs, other	23%	58%	19%
Single family detached	32%	56%	12%
Single family attached	33%	54%	13%
2-9 apartments	34%	52%	14%
10 or more apartments	36%	52%	13%
Year Unit Built	Very Satisfied	Satisfied	Not Satisfied
1949 or before	39%	49%	12%
1950s	31%	57%	13%
1960s	33%	56%	11%
1970s	29%	57%	14%
1980s	32%	56%	12%
1990s	31%	55%	13%
2000s	30%	57%	13%
Householder's Rating of Home (1=Poor and 10=Excellent)	Very Satisfied	Satisfied	Not Satisfied
Average	8.64	8.29	7.45
Rating of Current Home (recent movers only)	Very Satisfied	Satisfied	Not Satisfied
Better	34%	54%	12%
Worse	28%	53%	19%
About the same	32%	57%	11%

## Neighborhood Choice

People choose their neighborhoods based on a variety of factors, such as proximity to friends and family, commute time, quality of public schools, the crime rate of an area, and often the presence of specific amenities in or around the neighborhood. The 2015 “Arts and Cultural Events” module in the American Housing Survey asked specifically if convenient access to arts and cultural events had played a role in the householder’s choice of his or her current neighborhood.

For 15 percent of all households (approximately 20.4 million households), convenient access to arts and cultural events played a role in their choice of neighborhood. Similar to householders who said they find living convenient to arts and cultural events to be important, residents with higher household incomes and higher education were more likely to report considering convenient access to arts and cultural events when choosing a neighborhood. Householders more likely to consider this access as a factor when choosing a neighborhood were more likely to be (see *Appendix D, Table 5*):



- Renters (17 percent versus 14 percent of residents living in owner-occupied units);
- In households with no children (16 percent compared to 13 percent of residents in households with older children only);
- Non-Hispanic Asians (24 percent compared to 11 percent to 20 percent of other groups);
- Those who had never been married (17 percent compared to 14 percent of residents currently or formerly married); and
- Non-U.S.-born citizens and residents (about 20 percent compared to 14 percent of U.S.-born citizens).

Geographically, households in the Northeast and West (18 percent in each region) were more likely to consider convenient access to such events when choosing a neighborhood, compared with households in the Midwest and the South (13 percent in each region). Among divisions, households in the Pacific division (20 percent) were most likely to consider such access, followed by those in the Middle Atlantic (19 percent). (See *Appendix B, Table 5*.)

Of the five states for which data are available, householders in New York (22 percent) and California (21 percent) were most likely to report considering convenient access to arts and cultural events when choosing a neighborhood, while Pennsylvanians (12 percent) and Texans (11 percent) were the least likely. Among the 15 large metropolitan areas for which data were available, householders in the San Francisco-Oakland-Fremont, California metropolitan area (32 percent) were most likely to say they considered convenient access to arts and cultural events in their neighborhood choice, followed by those in the Los Angeles-Long Beach-Anaheim, California (26 percent) metropolitan area (see *Appendix D, Table 5*).

Moreover, similar to householders who affirmed the importance of living convenient to such events, residents of metropolitan areas (17 percent) were more likely to consider this factor in their neighborhood choice than were householders living in micropolitan or non-metropolitan areas (7 percent). (See *Appendix D, Table 5*.)

Access to public transportation was also strongly associated with householders who considered convenient access to arts and cultural events while choosing a neighborhood. Roughly one-fifth (21 percent) of householders who stated that their neighborhood had access to public transportation cited convenient access to arts and cultural events as a factor in choosing their neighborhoods (compared to 10 percent who did not have such access). In short, the proclivity to consider convenient access to arts and cultural events when choosing a neighborhood drops with the level of urbanity, and with less availability of public transportation (see *Appendix D, Table 5*).

Although 15 percent of all householders reported having chosen their current neighborhood at least in part because of access to arts and cultural events, a far greater percentage—38 percent, as was shown earlier—found living near such events to be important (regardless whether the factor had played a role in their current choice of neighborhood). Across all regions and divisions of the U.S., and among all demographic groups, residents were substantially more likely to report finding living convenient to such events to be important than to report it as a factor in their neighborhood choice (see *Appendix D, Table 6*). As discussed later in this section, this discrepancy may be attributable to the higher housing costs of those for whom such access played a role in choosing a neighborhood.

Still, it should be noted that householders who considered convenient access to arts and cultural events in their neighborhood choice rated their neighborhoods more highly compared with those who did not consider such access as a factor.<sup>19</sup> This relationship was consistent across all income and education categories (see *Appendix D, Table 7*).<sup>20</sup> Additionally a larger share of recent movers who mentioned having moved to a more “desirable” neighborhood said they considered such access (21 percent), compared with those who did not identify such access as a reason for having moved (14 percent).

Moreover, when the responses from the two questions were combined—that is, whether householders considered living convenient to arts and cultural events to be important, and whether they considered such access in their neighborhood choice—then the share responding affirmatively is 13 percent. Another 25 percent reported finding such access to be important but did not consider it in their neighborhood choice (see *Exhibit 17*).

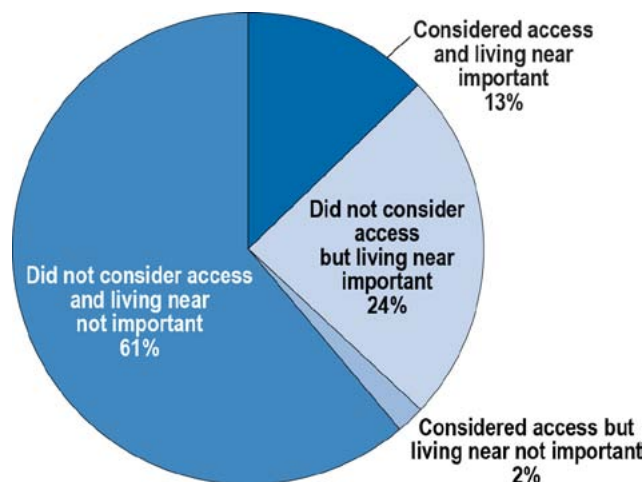


19 Those considering convenient access to arts and cultural events as a factor in their neighborhood choice gave their neighborhoods an average rating of 8.39 (median=9). Those who did not consider such access in their choice gave their neighborhoods an average rating of 8.16 (median=8).

20 This finding is based on partial correlations at the 95 percent level of confidence ( $p < 0.01$  and zero-order correlation was about 0.05).

**Exhibit 17: Percent of Householders Who Responded Positively and Negatively to Statements about the Importance of Convenient Access to Arts and Cultural Events, and Whether Such Access Had Played a Role in Their Neighborhood Choice**

*(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)*

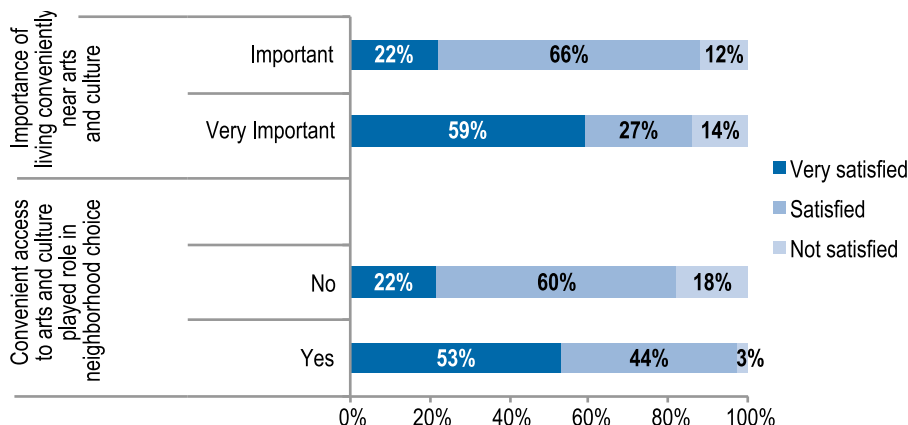


**Satisfaction with Access to Arts and Cultural Events, by Convenient Access**

Among householders affirming the importance of living convenient to arts and cultural events, nearly all who reported that this factor had played a role in their neighborhood choice also reported satisfaction with access to such events (97 percent, with 53 percent responding with “very satisfied”). By comparison, householders who reported not factoring considerations of such access into their neighborhood choice were less likely to express satisfaction (88 percent, with 22 percent reporting “very satisfied”). Moreover, of those who said it was “very” important to live convenient to arts and cultural events, 59 percent were “very” satisfied with their access to such events from their homes, compared with 22 percent of those who reported that such access was “important” but not “very important” to them (see *Exhibit 18*).

**Exhibit 18: Percent of Householders Who Affirmed the Importance of Living Convenient to Arts and Cultural Events and Who Cited Such Access as a Factor in Neighborhood Choice, by Perceptions of Importance and Satisfaction**

*(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)*

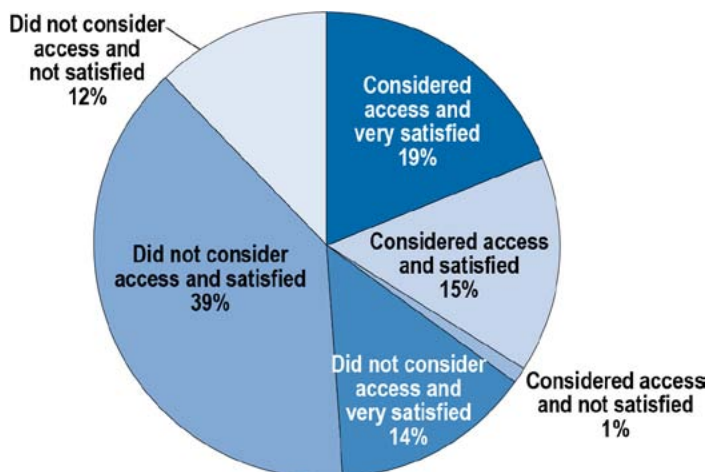


Note: Percentages may not add up to 100 percent due to rounding.

Overall, among the householders who found it important to live convenient to arts and cultural events, nearly one-fifth (19 percent) had considered such access in their neighborhood choice, and now were “very” satisfied with this access. Another 15 percent had considered such access in their neighborhood choice, and were satisfied with their current level of access. Only 1 percent had considered such access when choosing a neighborhood, but were dissatisfied with their current level of access. More than half of the householders (53 percent) had not considered convenient access to arts and cultural events as a factor in neighborhood choice, but nonetheless were now satisfied with their access to such events. More than one in ten (12 percent), however, reported not considering such access to arts and cultural events when choosing a neighborhood, and being dissatisfied with the level of access now available to them (see Exhibit 19).

**Exhibit 19: Percent of Householders Who Reported Satisfaction or Dissatisfaction with Access to Arts and Cultural Events, by Whether or Not Such Access Had Played a Role in Their Neighborhood Choice**

*(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)*

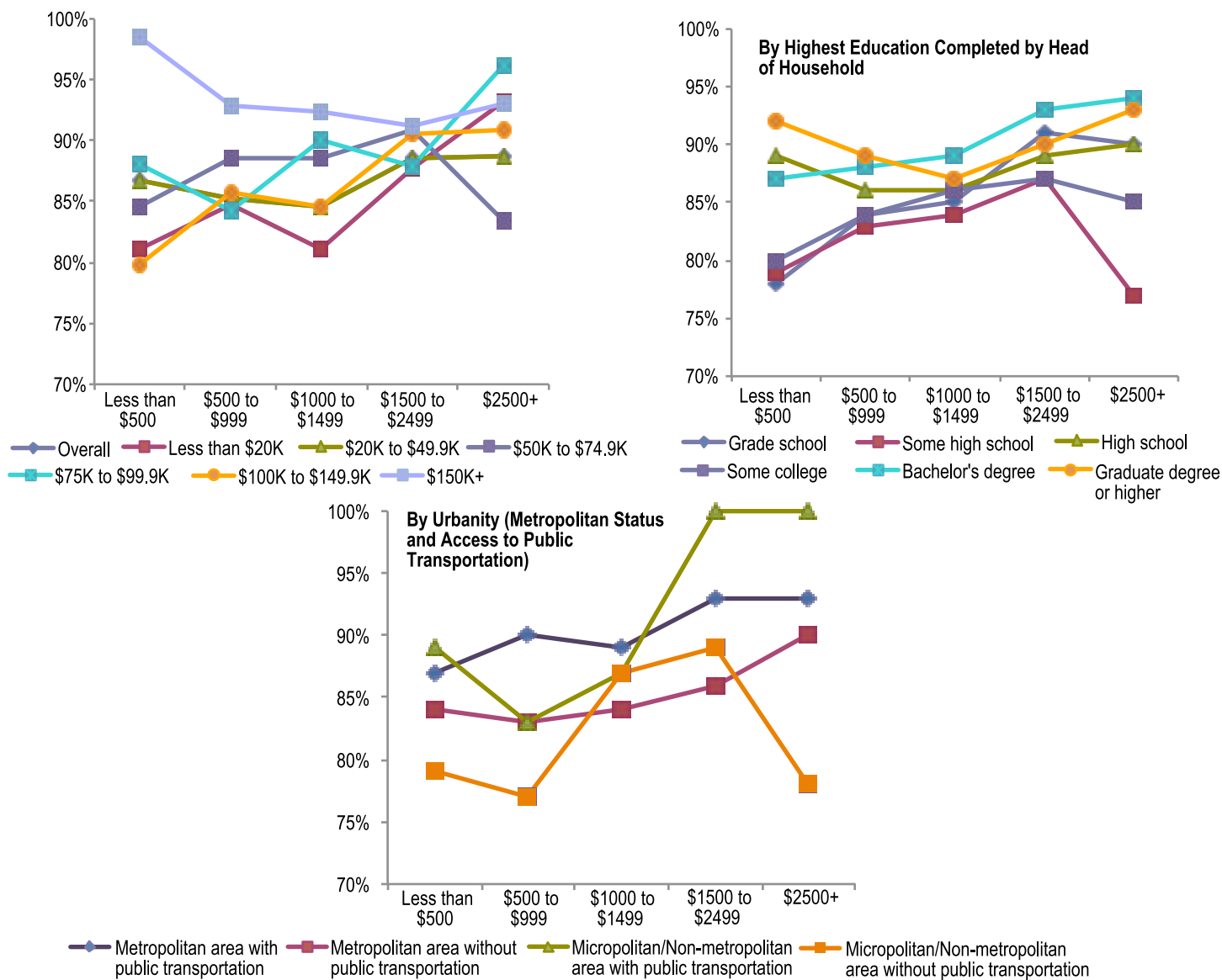


**Relationship of Monthly Housing Costs to Access and Satisfaction Concerning Arts and Cultural Events**

Satisfaction with access to arts and cultural events from one’s current home increased with the cost of housing—nine in ten householders who paid \$1,500 or more in monthly housing costs were satisfied, compared with 84 percent to 87 percent who had paid less for housing. This relationship between satisfaction with access to arts and cultural events and housing costs held even when controlling for household income, highest level of education completed by the householder, and the urban characteristics of the home’s location, as measured by metropolitan status and access to public transportation (see Exhibit 20).

## Exhibit 20: Percent of Householders Who Reported Satisfaction with Access to Arts and Cultural Events, by Monthly Housing Costs, Annual Household Income, Metropolitan Location Status, and Householder's Education

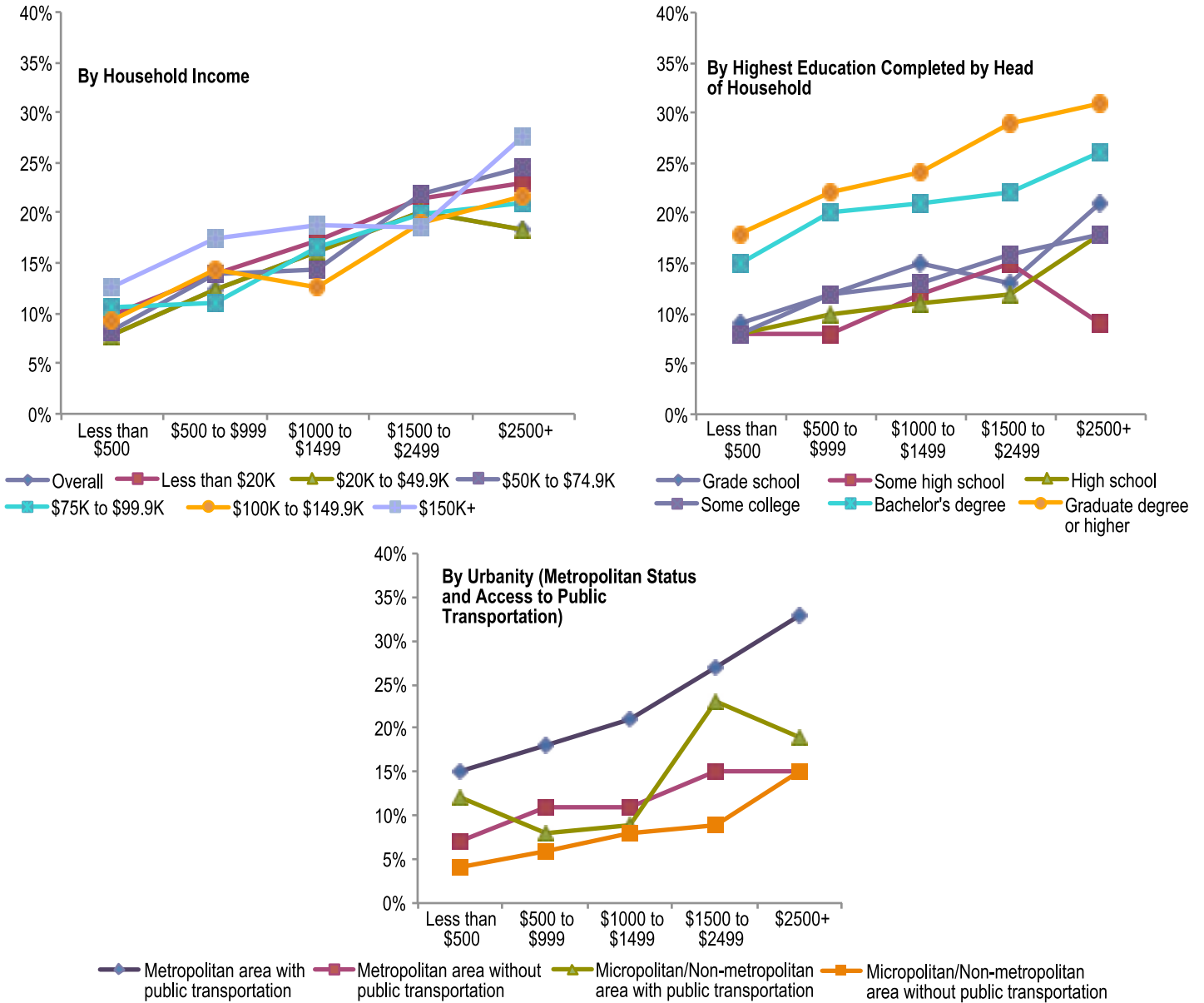
(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)



Furthermore, those who considered convenient access to arts and cultural events as a factor in neighborhood choice were also more likely to pay more for their housing—38 percent of those who considered such access had paid \$1,500 or more monthly for their housing, compared with 25 percent of householders who did not consider such access. Further analysis also demonstrated that the householders who said they considered such access as a factor were more likely to pay higher housing costs regardless of their household income, the highest level of education completed by the householder, or by the urbanity of their household, as measured by metropolitan status and the presence of public transportation (see *Exhibit 21*).

### Exhibit 21: Percent of Householders Who Reported That They Considered Access to Arts and Cultural Events as a Factor in Neighborhood Choice, by Monthly Housing Costs, Annual Household Income, and Metropolitan Location Status

(Asked Only Of Those Affirming the Importance of Living Convenient to Arts and Cultural Events)





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## Synopsis

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Households with higher household incomes and higher levels of education, those located in urban areas, especially those with access to public transportation, and householders who considered convenient access to arts and cultural events in their neighborhood choice, were among the most likely to be satisfied with their access to such events in their neighborhood. Among householders, non-Hispanic Whites, native-born and older Americans, and those living in owner-occupied homes were comparatively more likely to express satisfaction with their access to arts and cultural events. Additionally, householders who found living convenient to arts and cultural events to be “very important” were also more likely to be “very satisfied” with their access to arts and cultural events than were householders who did not hold this view about importance. Moreover, those satisfied with their access to arts and cultural events paid more for their housing than householders who were not satisfied, even after the analysis accounted for household income, education, and the urbanity of the area in which they lived, as measured by the metropolitan status of their home and their access to public transportation. Finally, those who considered convenient access to such events as a factor in neighborhood choice were also more likely than were householders who did not consider this factor to pay more for housing, regardless of their household income, the highest level of the householder’s education, or the urbanity of the area in which their home was located.



# PERCEPTIONS OF Economic and Social Impacts of Arts and Cultural Events on Their Neighborhood

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Householders who said it was important to live near arts and cultural events (38 percent of all householders) were asked to agree or disagree with three statements about the economic impact of such events on their neighborhoods and with four statements about the social impact of such events on their neighborhoods. The three statements about economic impact asked if householders agreed or disagreed that in their neighborhoods arts and cultural events a) improve the local economy; b) create jobs; and c) attract tourists. The four statements about social impact asked if householders agreed or disagreed that in their neighborhoods arts and cultural events a) improve neighborhood quality; b) provide opportunities for more social interaction; c) encourage awareness of other people’s cultures; and d) improve the identity of the neighborhood.

**Householders who considered convenient access to arts and cultural events in their neighborhood choice, and/or who considered living convenient to these amenities to be very important, and/or who were satisfied with their access arts and cultural events were the most likely to agree that arts and cultural events have a positive economic impact on the neighborhood.**

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## Economic Impact

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More than three-quarters of householders who affirmed the importance of living convenient to arts and cultural events agreed that such events in their neighborhoods “*improve the local economy*” (77 percent), more than two-thirds agreed that arts and cultural events “*create jobs*” (68 percent), and more than six in ten agreed that such events “*attracts tourists*” (63 percent). As Exhibit 22 shows, householders affirming the importance of living convenient to arts and cultural events, who considered convenient access to arts and cultural events in their neighborhood choice, those who considered living convenient to these amenities to be “very” important (compared with those who found it merely important), and those who were satisfied with their access to such events from their current homes, were more likely to agree that arts and cultural events have a positive economic impact on the neighborhood. For example, 89 percent of these householders considering access to arts and cultural events in their neighborhood choice agreed that such events improve the local economy, compared with 70 percent who did not consider such factors in their neighborhood choice. Similarly, 77 percent of these householders who found living convenient to those events to be “very” important agreed that these events create jobs, compared with 64 percent of those who said such access was merely important.

In addition, 52 percent of householders affirming the importance of living convenient to arts and cultural events agreed with all three statements on economic impact. Among them, householders who considered convenient access to arts and cultural events in their neighborhood choice, those who found living convenient to those events to be very important (compared with those who found it merely important), and those who were satisfied with their access to arts and cultural events from their homes were more likely to agree with all three statements (see Exhibit 23). For example, 67 percent of the householders affirming the importance of living convenient to arts and cultural events and who considered convenient access to such events in their neighborhood choice agreed with all three statements, compared with 48 percent of those who did not factor such access into their choice. Similarly, 56 percent of householders satisfied with their access to arts and cultural events agreed with all three statements, compared with 45 percent of those who were dissatisfied.

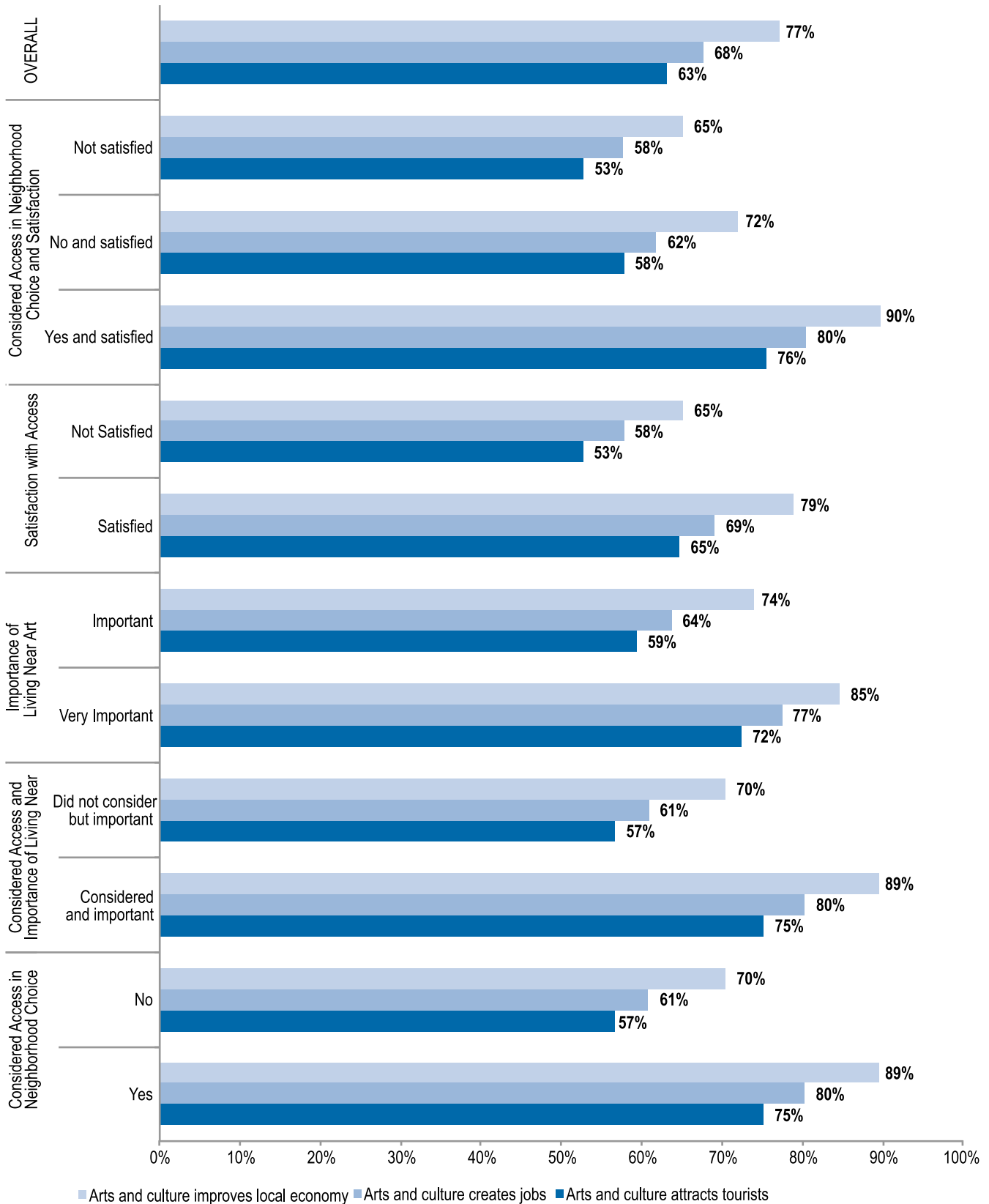
**More than half (52 percent) of householders affirming the importance of living convenient to arts and cultural events agreed with all three statements on the positive economic impact of arts and cultural events in their neighborhoods.**

Slightly fewer than one-quarter of these householders (23 percent) disagreed with all three statements. Householders who did not consider convenient access to arts and cultural events in their neighborhood choice or those who found living convenient to such events to be important (but not very important) or those dissatisfied with their access to such events were the most likely to disagree with the economic value statements.

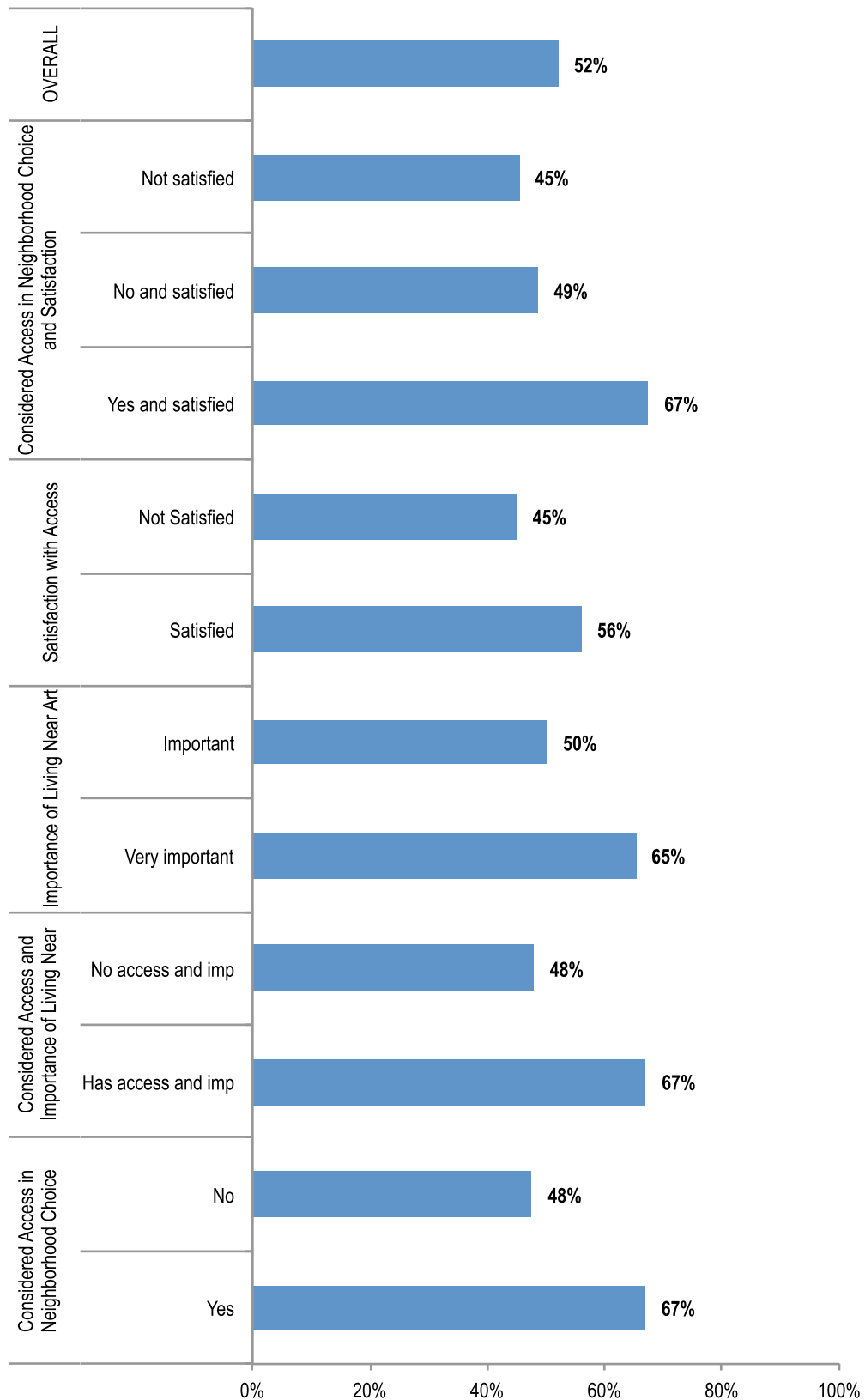
Additionally, when it came to the metropolitan location status of the home, there was little difference in householders' perceptions of the economic good of arts and cultural events based on where they lived. Nevertheless, householders with access to public transportation were more likely to agree with all three statements (58 percent versus 48 percent of those with no access to public transportation). Among Census divisions of the U.S., those located in the Pacific division were the most likely (58 percent) to agree with all three statements about the positive economic impact of arts and cultural events on their neighborhood.



**Exhibit 22: Percent of Householders Who Affirmed the Economic Impact of Arts and Cultural Events on their Neighborhoods, by Perceptions about Access Among Those Who Affirmed the Importance of Living Convenient to Arts and Cultural Events**



**Exhibit 23: Percent of Householders Who Agreed with All Three Economic Impact Statements, by Perceptions of Access to Arts and Cultural Events Among Those Who Affirmed the Importance of Living Convenient to Arts and Cultural Events**



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## Social Impact

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Householders who said it was important to live near arts and cultural events were asked to agree or disagree with four statements about the social impact of such events on their neighborhood. More than eight in ten of these householders agreed that arts and cultural events “improve neighborhood quality” (88 percent), “provide opportunities for more social interaction” (83 percent), “encourage awareness of other people’s cultures” (83 percent), and “improve the identity of the neighborhood” (81 percent). Overall, across all demographic groups, these householders were more likely to agree that arts and cultural events bestowed positive social impact on their neighborhoods, as compared to the economic impact such events confer.

Similar to householders’ opinions on the economic impact of arts and culture, among those affirming the importance of living convenient to arts and cultural events, householders considering convenient access to arts and cultural events in their neighborhood choice, those who found living convenient to such events to be “very” important (compared with those who found it merely important), and those who are satisfied with their access to these events from their homes, were more likely to agree that arts and cultural events have a positive social impact on the neighborhood. For example, 97 percent of those considering access to arts and cultural events in their neighborhood choice agreed that such events improve neighborhood quality, compared with 83 percent of those not considering such factors in their neighborhood choice. Similarly, 89 percent of those who found living convenient to arts and cultural events to be “very” important agreed that such events improve the identity of a neighborhood, compared with 77 percent of those who said such access was merely important (see *Exhibit 24*).

**Similar to householder’s opinions on the economic impact of arts and culture, householders considering convenient access to arts and cultural events in their neighborhood choice, and/or who considered living convenient to these amenities to be very important, and/or who were satisfied with their access to arts and cultural events were the most likely to agree that such events have a positive social impact on the neighborhood.**

In addition, 68 percent of householders affirming the importance of living convenient to arts and cultural events agreed with all four statements on social impact. Householders affirming the importance of living convenient to arts and cultural events, and/or who considered convenient access to such events in their neighborhood choice, and/or who considered living convenient to these events to be “very” important (compared with those who found it merely important), and householders who were satisfied with their access to such events from their homes were more likely to agree with all these statements (see *Exhibit 25*). For example, 87 percent of householders who considered convenient access to arts and cultural events in their neighborhood choice agreed with all four statements, compared with 62 percent of householders who did not factor such access into their choice. Similarly, 73 percent of householders satisfied with their access to such events agreed with all four statements, compared with 59 percent of householders who were dissatisfied.



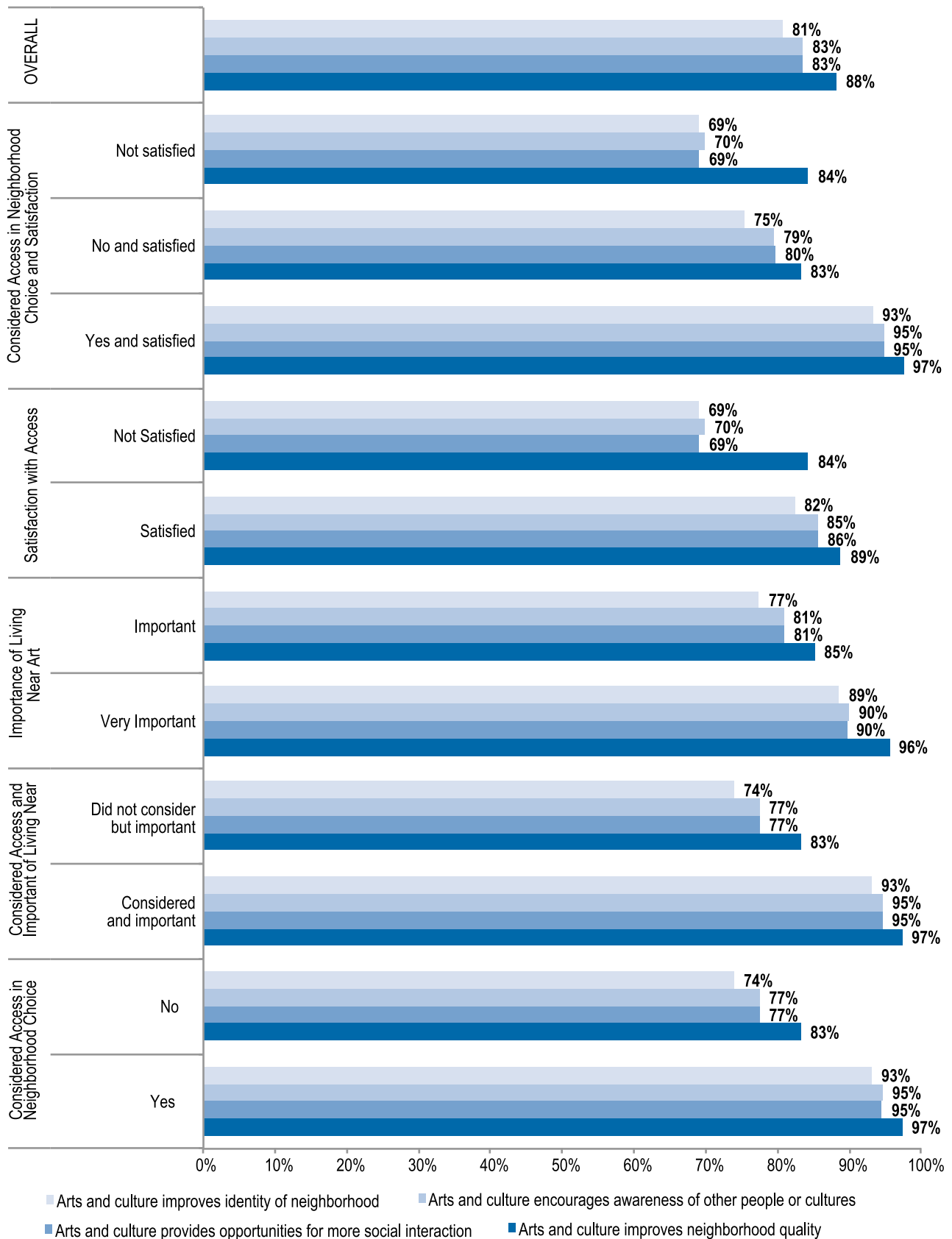
Slightly more than one-tenth of these householders (11 percent) disagreed with all four statements on social impact. Householders who did not consider convenient access to arts and cultural events in their neighborhood choice, or those who found living near these events to be merely important, or those dissatisfied with their access to such events from their homes were the most likely to disagree with the social value statements.

**Almost seven in ten householders (68 percent) affirming the importance of living convenient to arts and cultural events agreed with all four statements on the positive social impact of arts and cultural events in their neighborhood.**

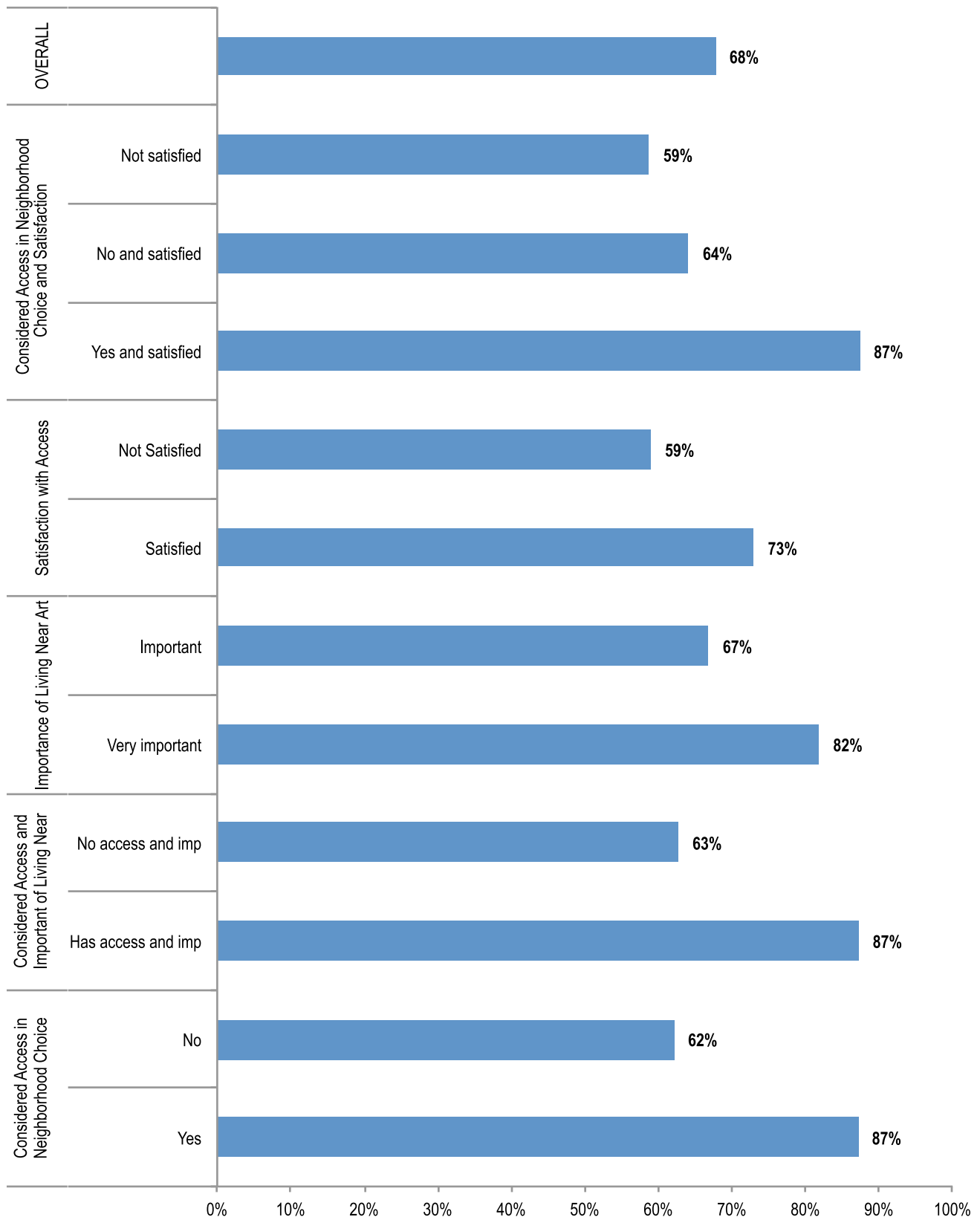
Furthermore, householders in metropolitan areas (68 percent versus 63 percent of those elsewhere), and those with access to public transportation (76 percent versus 63 percent of those without such access) were the most likely to agree with all four statements about the positive social impact of arts and cultural events on a neighborhood. Householders in the Pacific division (73 percent) were the most likely to agree with the beneficial social impact of arts and cultural events on their neighborhoods.



**Exhibit 24: Percent of Householders Who Affirmed the Social Impact of Arts and Cultural Events on their Neighborhoods, by Perceptions about Access Among Those Who Affirmed the Importance of Living Convenient to Arts and Cultural Events**



**Exhibit 25: Percent of Householders Who Agreed with All Four Social Impact Statements, by Perceptions of Access to Arts and Cultural Events Among Those Who Affirmed the Importance of Living Convenient to Arts and Cultural Events**



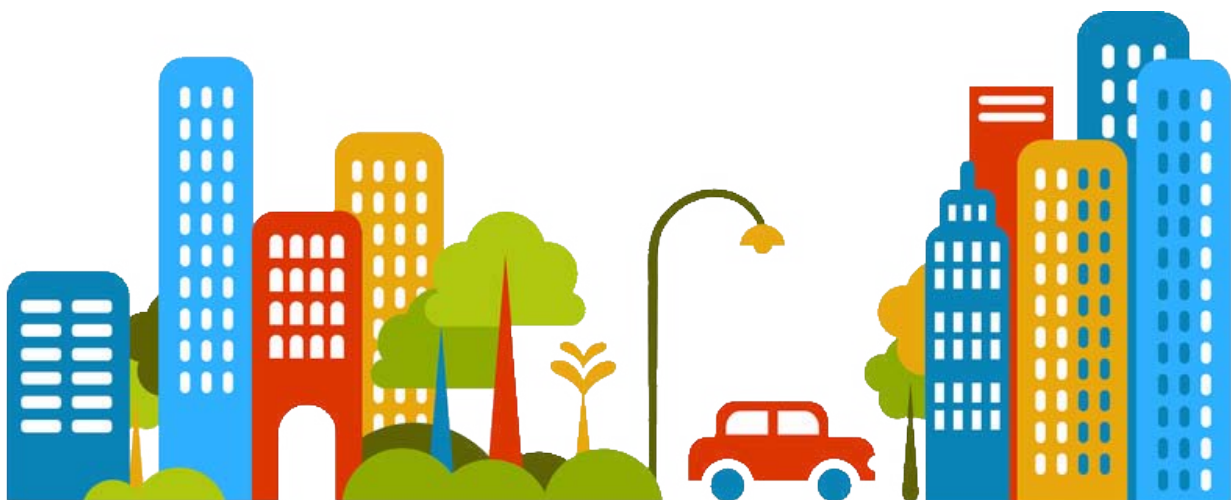
## Overall Impact of Arts and Cultural Events on Neighborhood

Almost half the householders (48 percent) who had affirmed the importance of living convenient to arts and cultural events agreed with all seven statements on the positive economic and social impact of arts and cultural events on their neighborhood. Another 23 percent of these householders agreed with five to six of those statements—10 percent of these householders did not agree with any of the seven statements.

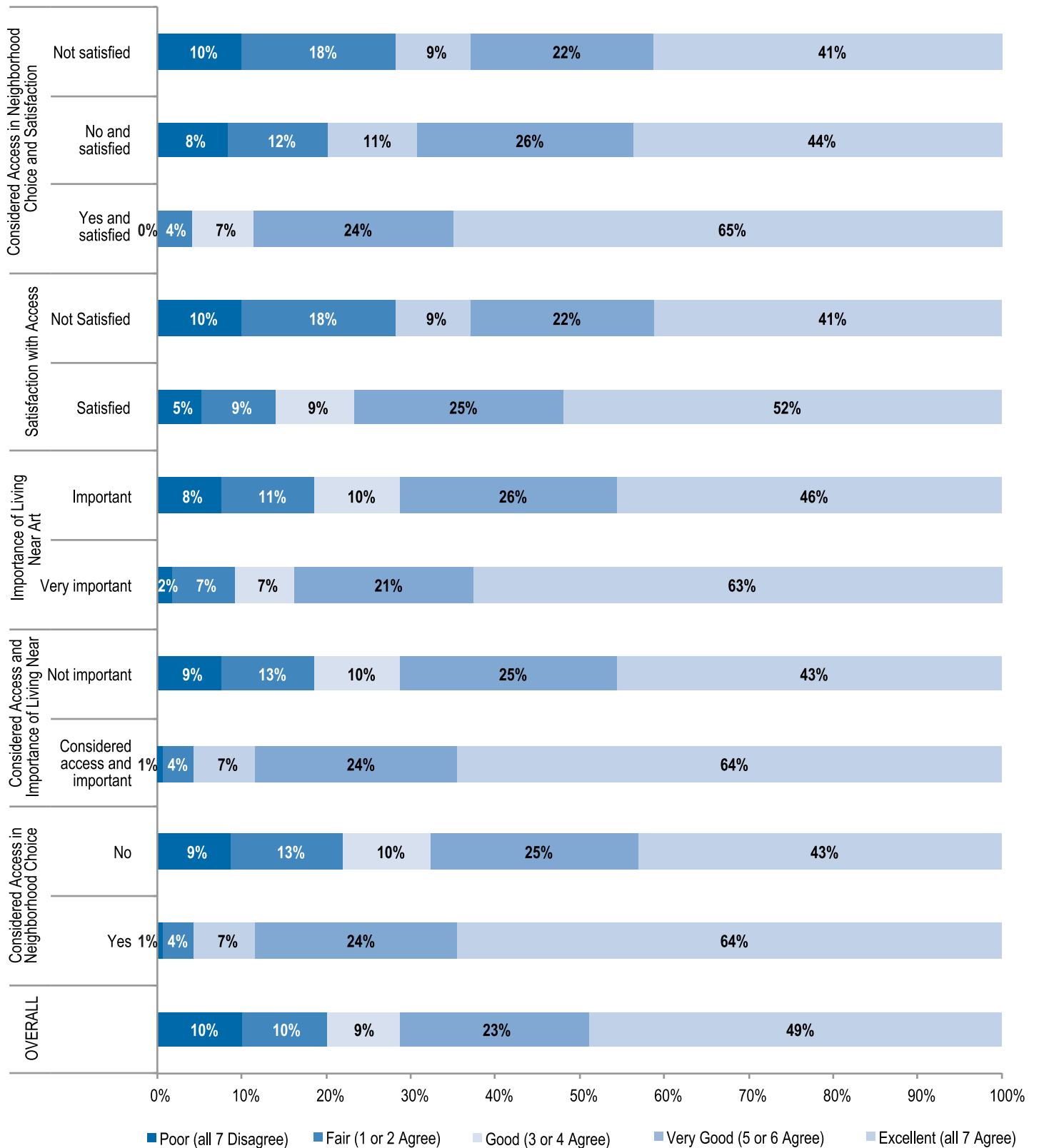
**Almost half the householders (48 percent), who had affirmed the importance of living convenient to arts and cultural events agreed with all seven statements on the positive economic and social impact of arts and cultural events on their neighborhood.**

Again, among those affirming the importance of living convenient to arts and cultural events, householders considering convenient access to arts and cultural events in their neighborhood choice, those who found living convenient to these events to be “very” important (compared with those who found it merely important), and householders who were satisfied with their access to such events were more likely to agree that arts and cultural events have a positive economic and social impact on their neighborhoods (*see Figure 26*). For example, 64 percent of householders who considered access to arts and cultural events in their neighborhood choice agreed with all seven statements on the positive impact of such events on their neighborhood, compared with 43 percent of those not who did not consider such factors in their neighborhood choice. On average, householders agreed with 5.12 of the seven statements, with the median being 6 statements.

Overall, householders from metropolitan areas, those with access to public transportation, and householders located in the Pacific division were more likely to agree with all seven statements about the positive economic and social impact of arts and cultural events on their neighborhoods.



**Exhibit 26: Percent of Householders Who Agreed with All Seven Impact Statements, by Perceptions of Access to Arts and Cultural Events Among Those Who Affirmed the Importance of Living Convenient to Arts and Cultural Events**



Note: Percentages may not add up to 100 percent due to rounding.

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## Synopsis

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More than two-thirds of householders who found living convenient to arts and cultural events to be important agreed with all four statements on the positive social impact of such events. More than half agreed with all three statements on the positive economic impact of arts and cultural events on the neighborhood. Overall, nearly half of these householders agreed with all seven statements. Householders who considered convenient access to arts and cultural events in their neighborhood choice, householders who considered living convenient to those events to be “very” important (compared with householders who found it merely important), and householders who were satisfied with their access to arts and cultural events from their homes were more likely than were others to agree that such events have a positive economic and social impact on the neighborhood. Considering access to arts and cultural events in choosing a neighborhood was the most likely predictor that householders would agree about the positive social and economic impact of such events. Furthermore, householders in metropolitan areas and those with access to public transportation were among the most likely to agree with these statements.





# PROXIMITY TO Non-profit, Tax-exempt Arts Organizations

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As reported so far, the 2015 American Housing Survey data show that nearly one in four U.S. households find living convenient to (what the survey calls living “conveniently near”) arts and cultural events to be important. One in seven consider convenient access to the arts and cultural events when choosing a neighborhood. But what does “convenient access” or to live “conveniently near” mean? Webster’s dictionary defines “convenient” as “being near at hand or close” or “suited to personal comfort or easy performance, to a particular situation or affording accommodation.” So, “convenient access” or living “conveniently near” can mean anything from proximity as measured by distance, to the ease of being able to get to a particular location, to being able to accommodate partaking of it easily, among other meanings. Still, is proximity, as measured by distance to an arts and cultural venue or organization, related to “convenient access” or living “conveniently near,” or are other factors in play?

To better understand the relationship between “convenient access” or living “conveniently near” and actual proximity to an arts and cultural events venue, as measured by distance, the National Endowment for the Arts worked with HUD researchers to map the address information of nonprofit tax-exempt arts organizations, which are organizations focusing largely on providing arts and cultural events, including arts education. For the analysis, the National Endowment for the Arts provided HUD and Census a list of 24,396 organizations, and their geo-coded locations, based on IRS Form 990 filing data collected in 2014 by the National Center for Charitable Statistics (NCCS), Urban Institute. Annual filings of Form 990/990EZ are required of most tax-exempt organizations with gross receipts greater than \$50,000. Staff at Census used the geo-coded locations of the AHS respondents to measure the distance between each AHS respondent and their nearest arts organization. HUD staff used this information to create a proximity variable showing how far the closest of these organizations was from the householder’s home, and provided tabulations of the “Arts and Cultural Events” module items by a categorized version of this proximity variable.

**To better understand the relationship between “convenient access” or living “conveniently near” and actual proximity to an arts and cultural venue, as measured by distance, a list of more than 24,000 nonprofit, tax-exempt arts and cultural organizations was analyzed.**

Prior research into neighborhood size and participation in arts was used to create proximity measure categories. An analysis of the 2009 AHS data, using using geographic information system or GIS techniques, had shown that U.S. householders generally considered their neighborhood range to be between 520 to 1,060 meters (one-third to two-thirds of a mile) from their home. Householders in condos and multi-family communities (with 50+ units) considered their neighborhood range to be smaller in comparison to householders in single-family home communities, and residents in the Midwest thought of their neighborhoods as a larger area, in contrast to the perceptions of residents in the South.<sup>21</sup> The October 2017 study conducted by

21 Donaldson, Kwame. “How Big is Your Neighborhood? Using the AHS and GIS to Determine the Extent of Your Community.” U.S. Census Bureau Working Paper, June 2013. Available at: [www.census.gov/content/dam/Census/programs-surveys/ahs/working-papers/how\\_big\\_is\\_your\\_neighborhood.pdf](http://www.census.gov/content/dam/Census/programs-surveys/ahs/working-papers/how_big_is_your_neighborhood.pdf).

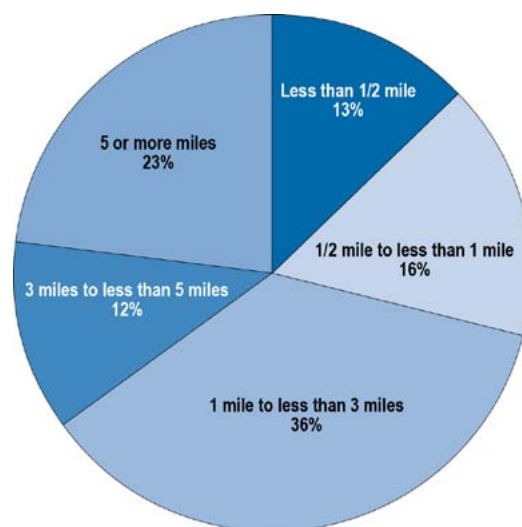
the National Center for Arts Research notes that attendance at arts and cultural events declines as the household's distance from the venue increases with patronage declining by about 80 percent at around one-mile distance from a venue in the average community.<sup>22</sup> Stern, *et al.*, have noted that cultural participation is strongly associated with artists as a percent of the labor force and with the number of nonprofit organizations offering arts and culture within a quarter-mile from a block group.<sup>23</sup> Based on this research, the following proximity measure categories were created:

1. Less than one-half mile;
2. One-half mile to less than one mile;
3. One mile to less than three miles;
4. Three miles to less than five miles; and
5. Five or more miles.

An analysis of these data show that more than one in eight U.S. households (13 percent) were located within one-half mile of a non-profit, tax-exempt arts organization; and another 16 percent were located between one-half and one mile. This means, as Exhibit 27 shows, that **nearly three in ten households** (29 percent) were **within one mile of at least one non-profit, tax-exempt arts organization**, a distance that is considered, as evidenced by the research discussed above, to be optimal for accessing arts and cultural events.

Additionally, 65 percent of households were located within three miles and 77 percent were located within five miles of such organizations. Roughly one-quarter of households (23 percent) were five or more miles from at least one non-profit, tax-exempt arts organization (*see Exhibit 27*).

**Exhibit 27: Percent of Households' Proximity to Non-Profit Arts Organizations**



22 Voss, Glenn, Voss, Zannie and Park, Young Woong. "At What Cost? How Distance Influences Arts Attendance." *National Center for Arts Research* (October 2017).

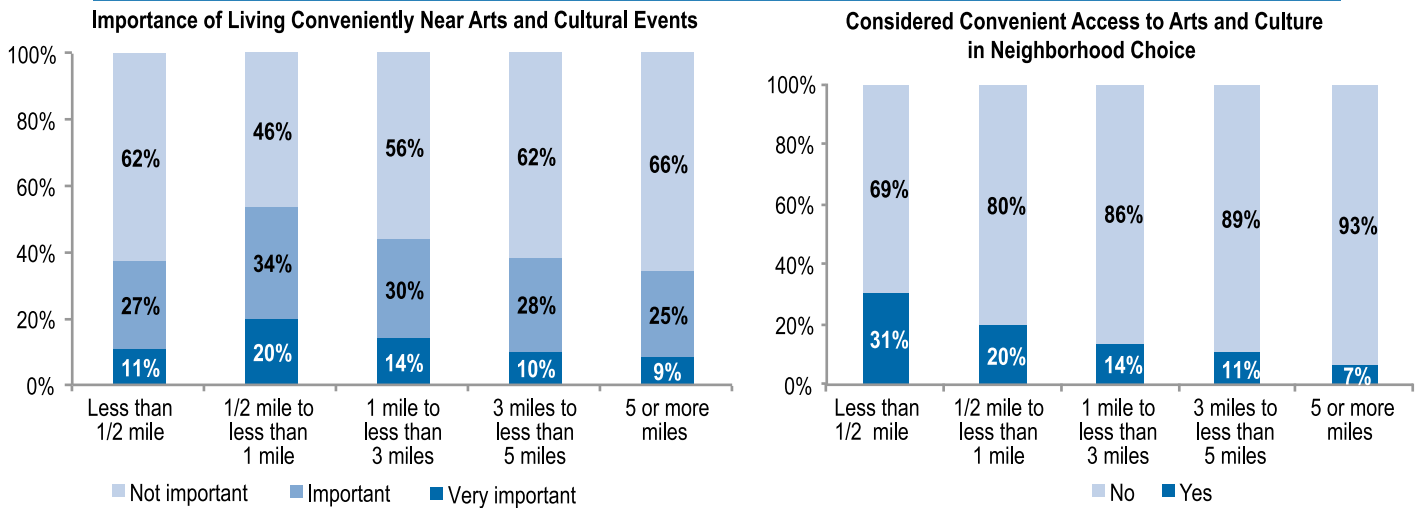
23 Stern, Mark J. and Seifert, Susan C. "The Social Wellbeing of New York City's Neighborhoods: The Contribution of Culture and Arts." Social Impact of the Arts Project, University of Pennsylvania, March 2017. Available at: [https://repository.upenn.edu/cgi/viewcontent.cgi?article=1001&context=siap\\_culture\\_nyc](https://repository.upenn.edu/cgi/viewcontent.cgi?article=1001&context=siap_culture_nyc) Note, a block group is a geographic area defined by Census. It is between a Census tract and a Census block and comprises of multiple Census blocks.

## Convenient Access to Arts and Cultural Events

Householders living between one-half mile and one mile of a nonprofit, tax-exempt arts and cultural organization were more likely to find living convenient to arts and cultural events to be important (54 percent), compared with householders living closer in (38 percent of those within one-half mile of such an organization) or living further out (44 percent of householders within one and three miles, 38 percent of those within three to less than five miles, and 34 percent of those living five or more miles away) from these organizations.

But the share of householders saying that they considered convenient access to arts and cultural events when choosing a neighborhood declined as the distance of their homes from the closest nonprofit, tax-exempt arts organization increased. For example, householders within one-half mile (31 percent) of a nonprofit, tax-exempt arts organization were more likely to have considered convenient access to arts and cultural events in their neighborhood choice than were householders residing within one-half to less than one mile out (20 percent) from these organizations. Fewer householders further away from such organizations considered convenient access to arts and cultural events in their neighborhood choice (see *Exhibit 28*).

**Exhibit 28: Percent of Householders Considering Access to Arts and Cultural Events, by Proximity to a Non-Profit Arts Organization**

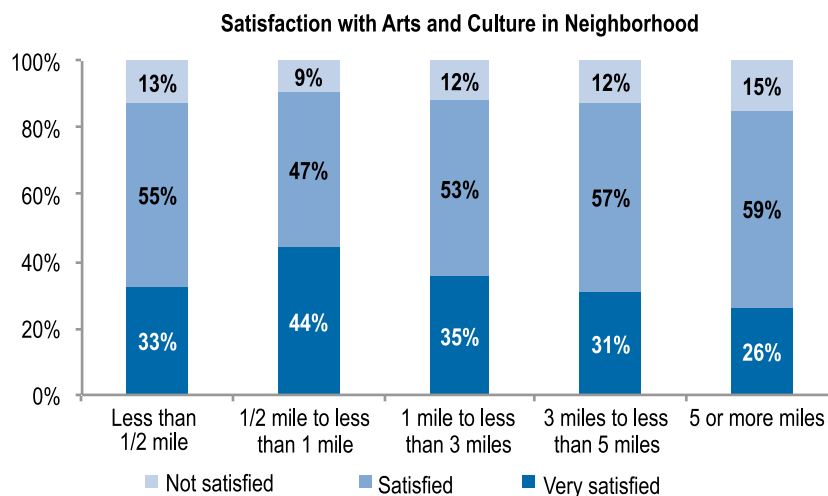


Note: Percentages may not add up to 100 percent due to rounding.

## Satisfaction with Access to Arts and Cultural Events

As Exhibit 29 shows, similar to householders finding it important to live convenient to arts and cultural events, householders living between one-half and one mile of a nonprofit, tax-exempt arts organization were more likely to express satisfaction with their access to these events (91 percent), compared with householders living within one-half mile (88 percent) and householders living further out (88 percent of those within one and three miles and 85-88 percent of those further out). Only householders who found living convenient to arts and cultural events to be important were asked to rate their satisfaction with their access to arts and cultural events, which may account for the similarity in responses.

**Exhibit 29: Percent of Householders Affirming the Importance of Living Convenient to Arts and Cultural Events, and Who Are Satisfied with Access to Such Events, by Proximity to a Non-Profit Arts Organization**



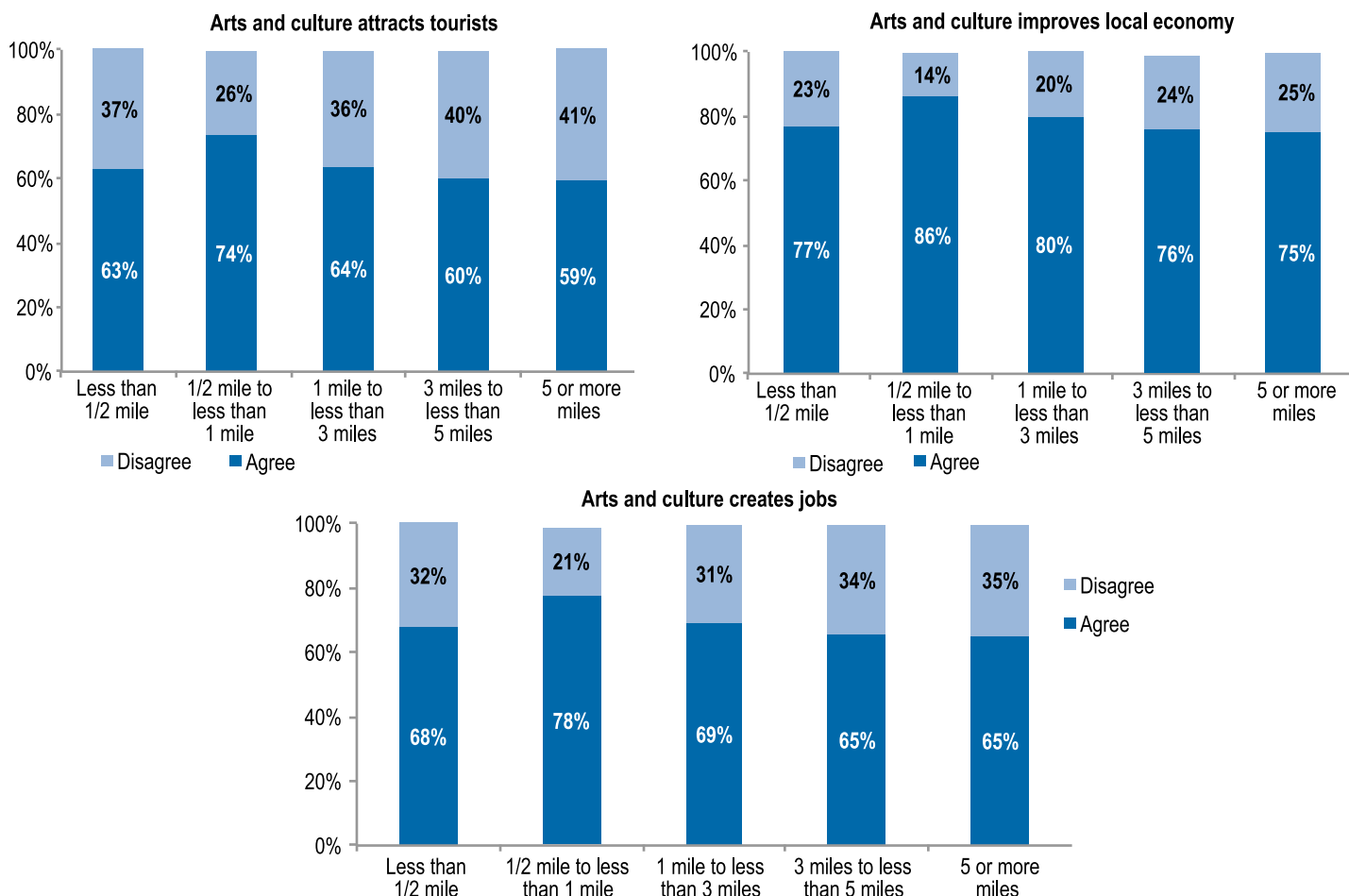
Note: Percentages may not add up to 100 percent due to rounding.

## Economic Impacts from Arts and Cultural Events

Householders who found living convenient to arts and cultural events to be important were also asked if they agreed with three statements on the positive economic impact of arts and cultural events on the neighborhood. Among these householders, those residing between one-half mile and one mile of a nonprofit, tax-exempt arts organization were the most likely to agree with these positive statements (see *Exhibit 30*).

More than seven in ten of the householders who affirmed the importance of living convenient to arts and cultural events and resided within one-half to one mile of a nonprofit arts organization agreed that arts and cultural events “*attract tourists*” and “*create jobs*,” compared with about six in ten of these householders who lived closer or further out. Among householders affirming the importance of living convenient to such events, those living within one-half to one mile were also more likely to agree that arts and cultural events “*improve the local economy*” (86 percent), compared to those living closer in or further out. Within the latter group, agreement with this positive statement ranged from 75 percent to 80 percent.

**Exhibit 30: Percent of Householders Affirming the Importance of Living Convenient to Arts and Cultural Events and Agreeing or Disagreeing with Economic Impact Statements, by Proximity to a Non-Profit Arts Organization**



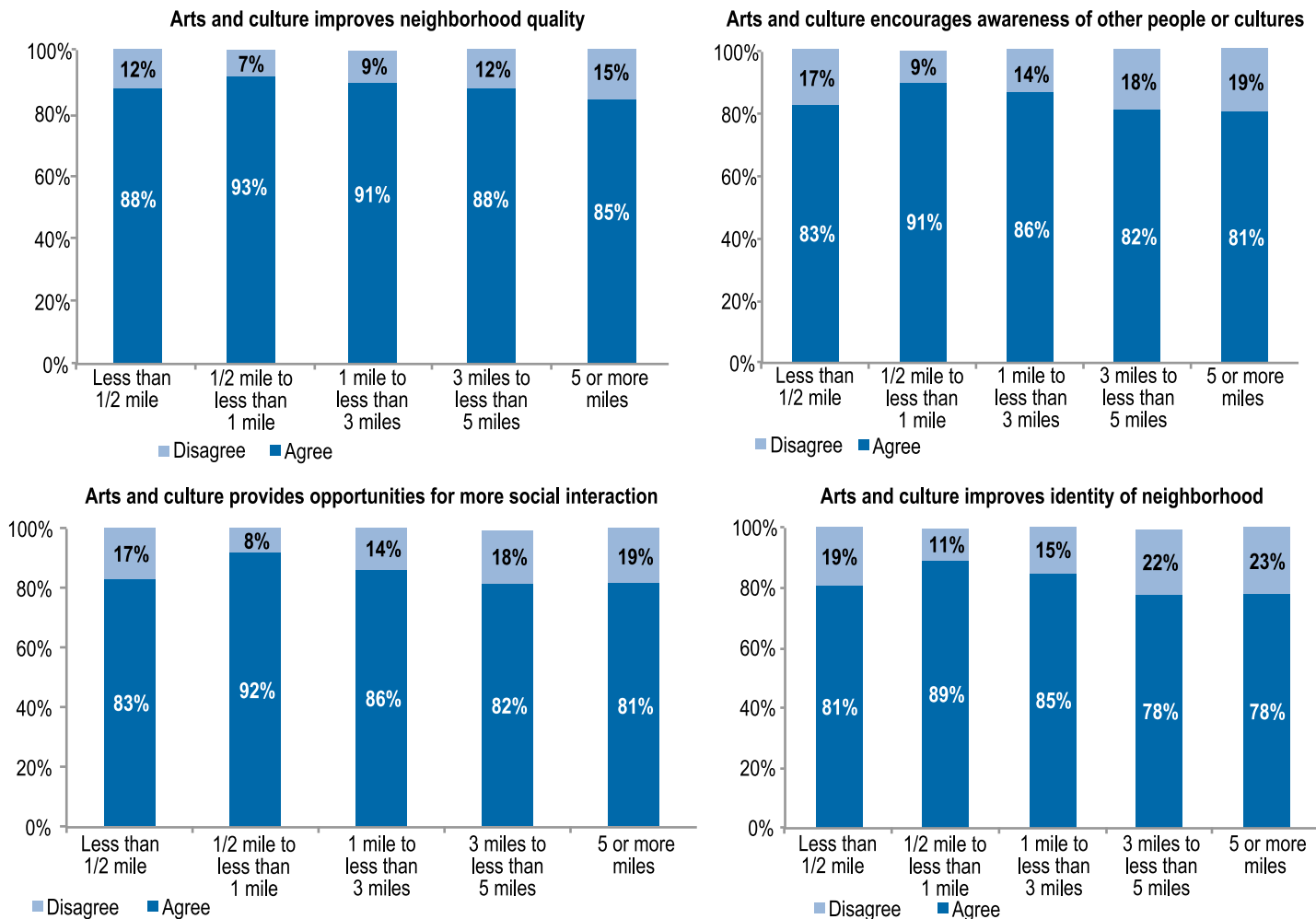
Note: Percentages may not add up to 100 percent due to rounding.

## Social Impacts from Arts and Cultural Events

As previously noted, householders who found living convenient to arts and cultural events to be important were also asked if they agreed with four statements on the positive social impact of arts and cultural events on the neighborhood. Again, among these householders, those residing between one-half mile and one mile of a nonprofit, tax-exempt arts organization were the most likely to agree with these positive statements (see Exhibit 31).

About nine in ten householders who affirmed the importance of living convenient to arts and cultural events and who reside within one-half mile to one mile of a nonprofit arts organization agreed that arts and cultural events “improve neighborhood quality” (93 percent), “provide opportunities for more social interactions” (92 percent), “encourage awareness of other people’s culture” (91 percent), and “improve the identity of the neighborhood” (89 percent). These rates represented higher levels of agreement than did rates for householders living closer in or farther out from one of these nonprofit arts organizations.

**Exhibit 31: Percent of Householders Affirming the Importance of Living Convenient to Arts and Cultural Events and Agreeing or Disagreeing with Social Impact Statements, by Proximity to a Non-Profit Arts Organization**



Note: Percentages may not add up to 100 percent due to rounding.

## Synopsis

The share of householders who had considered convenient access to arts and cultural events when choosing a neighborhood increased the closer they lived to a nonprofit, tax-exempt arts organization. But householders living between one-half and one mile from a nonprofit arts organization were more likely to find living convenient to arts and cultural events to be important and/or to be satisfied with their access to these events, and they were more likely to think that arts and cultural events have a positive economic and social impact on their neighborhoods than were householders living closer in or farther out from one of these nonprofit arts organizations.

# CONCLUSION

## and Research Recommendations

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Findings from the 2015 AHS show that nearly four in ten U.S. households considered convenient access to arts and cultural events to be important. These households tend to be of higher socio-economic status, as measured by their household income and the highest level of education completed by the householder.

Access to public transportation and also the urbanity of the neighborhood were highly associated with householders who found it important to live convenient to arts and culture. Householders in large metropolitan areas with access to public transportation were among the most likely to consider such access to be important.

Further evidence that householders who considered living convenient to arts and cultural events to be important resided in urban areas come from characteristics of their neighborhoods and of their neighborhood buildings. More of these households were located in neighborhoods with characteristics such as buildings with bars on windows, the presence of trash on the streets, and the presence of crime. In addition, more of these homes were located in multi-family buildings, within condominium buildings, or in buildings with multi-family entry systems, thus indicating that they are located in more densely populated or urban areas.

It is noteworthy that across all demographic groups, the share of householders who considered living convenient to arts and cultural events important was substantially higher than the share of householders who stated that they considered access to arts and cultural events when choosing a neighborhood. Overall, nearly one-quarter more householders affirmed the importance of living convenient to arts and cultural events than did householders who actually considered such access in their neighborhood choice. Further research is required to better understand this discrepancy. It is possible some of it may be attributed to the relatively higher housing costs of those who considered such access in their neighborhood choices, and also the poorer physical and social qualities of these neighborhoods. But, as other research in arts and neighborhoods has demonstrated, the presence of the arts can substantially mitigate many of these negative characteristics.

Still, households that consider convenient access to arts and cultural events to be important, and those who consider such access in their neighborhood choice, were more likely to pay higher housing costs, compared with their respective counterparts. While this may be a factor of the households earning higher incomes or that the homes were more likely located in metropolitan areas (which are generally more expensive than less urban locations), more in-depth analysis of the data indicate that across all income groups—and regardless of urbanity, as measured by the metropolitan status and access to public transportation of the home—residents valuing such access or considering such access in their neighborhood choice are likely to report paying more for their housing. This finding suggests that households valuing convenient access to arts and cultural events may be willing to pay a premium for their housing. Additionally, those

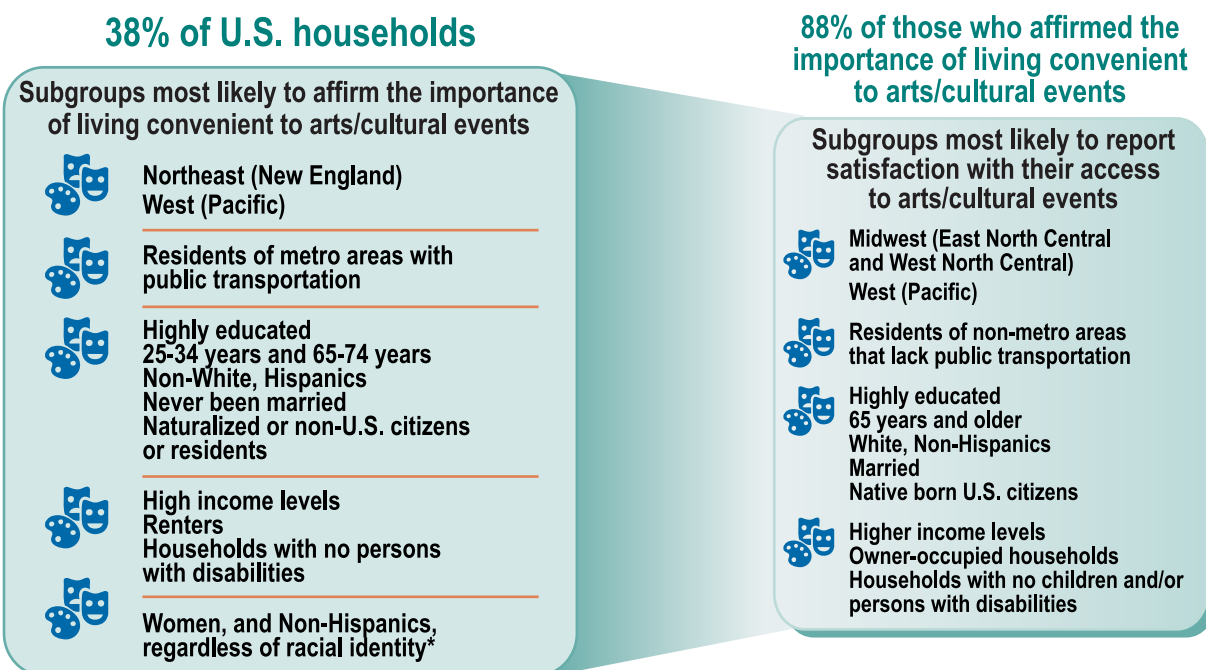


who expressed satisfaction with their access to arts and cultural events were also likely to pay more for their housing, a relationship that held across all income and education groups and regardless of the metropolitan location status of the home.

Furthermore, those who considered convenient access to arts and cultural events in their neighborhood choice were more likely to be satisfied with their access to arts and cultural events, as were householders who found living convenient to these events to be “very” important. But the demographic profile of this sub-group of householders, that is, those who affirmed the importance of living convenient to arts and cultural events and those who were satisfied with their access to such events, differed in key respects from the overall group of householders likely to affirm the importance of living convenient to such events.

For example, households reporting higher incomes, and householders who were better educated, never married, non-White Hispanic, women, non-U.S. born residents, or renters were more likely to affirm the importance of living convenient to arts and cultural events. Householders more likely to be satisfied with access to such events, however, were more likely to be White non-Hispanic, native-born and older Americans, and homeowners. This finding suggests that considering convenient access to arts and cultural events to be important does not necessarily explain satisfaction with access to those events. Still, householders who consider convenient access to arts and cultural events to be important and those who are satisfied with such access from their homes are similar in that they are more likely to live in urban, metropolitan areas, preferably with access to public transportation, and they are more likely to enjoy higher incomes and higher levels of education (see Exhibit 32).

**Exhibit 32: Profile of Householders Affirming the Importance of Convenient Access to Arts and Cultural Events and Those Satisfied with Access to These Events in Their Neighborhood**



Also, householders who considered convenient access to arts and cultural events to be important, and/or who considered such access in their neighborhood choice, and/or who were satisfied with their access to these events were among the most likely to agree that arts and cultural events have a positive economic and social impact on their neighborhood.

Additionally, recent movers (those who had moved in the last two years) who said they moved to be in a more “desirable” neighborhood were among the most likely to: a) affirm the importance of living convenient to arts and cultural events; and b) report that they had considered convenient access to these events in their neighborhood choice. Moreover, among recent movers who affirmed the importance of living convenient to arts and cultural events, householders who said they had moved to a “better” neighborhood compared to their previous neighborhood were more likely to express satisfaction with their access to such events, compared with householders who reported having moved to a “worse” neighborhood. This indicates that there may be some relationship between “desirable” or “better” neighborhood and convenient access to arts and culture, and overall satisfaction with one’s neighborhood may be influenced by such access. More research is needed to better understand the relationship between satisfaction with one’s neighborhood and the perceived or actual access to arts and culture.

Finally, matching the locations of more than 24,000 nonprofit, tax-exempt arts organizations to the 2015 AHS sample showed that the share of householders who had considered convenient access to arts and cultural events when choosing a neighborhood increased the closer the household’s location was to a nonprofit, tax-exempt arts organization. Householders living between one-half and one mile of a nonprofit arts organization were the most likely to find living convenient to arts and cultural events to be important, to be satisfied with their access to such events, and to report that these events have a positive impact on their neighborhoods economically and socially, compared with the views of householders living closer or farther out from one of these organizations. This finding suggests that perceptions of convenient access to arts and cultural events may be related to actual proximity of an arts organization to the household. But additional research needs to be done to further explore this relationship.

# APPENDICES

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# APPENDIX A: THE “ARTS AND CULTURAL EVENTS” MODULE QUESTIONS

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The 2015 AHS asked the following questions as a part of the “Arts and Cultural Events” module:

**ARTINTRO1.** Next, are questions about your local arts and cultural events and their relationship to your neighborhood choice, their convenience to your residence, and your assessment of their importance to your neighborhood. Examples of arts and cultural events include musical, theatrical, and dance performances, literary events, film screenings, museum and gallery exhibits, and crafts and performing arts festivals. 1.

Enter 1 to continue

**ARTACCESS.** Did convenient access to arts and cultural events play a role in choosing your current neighborhood?

1. Yes
2. No

**ARTNEARBY.** How important for you is living conveniently near arts and cultural events?

1. Very Important
2. Important
3. Not Important *[go to next module]*

**ARTSATIS.** In the place where you currently live, how satisfied are you with access to arts and cultural events?

1. Very satisfied
2. Satisfied
3. Not satisfied

**ARTIMPROVE.** Do you agree or disagree that the presence of arts and cultural events improves the overall quality of your neighborhood?

1. Agree
2. Disagree

**ARTINTRO2.** I am now going to list some reasons that people have given for why arts and cultural events can benefit a neighborhood. Please say whether you agree or disagree with each of these statements as they speak to arts and cultural events effect on your neighborhood.

1. Enter 1 to continue

**ARTATTRACTS.** In your neighborhood, arts and cultural events attract tourists.

1. Agree
2. Disagree

**ARTJOBS.** (In your neighborhood, arts and cultural events) create employment opportunities.

1. Agree
2. Disagree

**ARTECON.** (In your neighborhood, arts and cultural events) improve the local economy as a whole.

1. Agree
2. Disagree

**ARTSOC.** (In your neighborhood, arts and cultural events) provide opportunities for greater social interaction.

1. Agree
2. Disagree

**ARTAWARE.** (In your neighborhood, arts and cultural events) encourage greater understanding and awareness of other people or cultures.

1. Agree
2. Disagree

**ARTIDENT.** (In your neighborhood, arts and cultural events) improve the image and identity of your neighborhood.

1. Agree
2. Disagree

Source: U. S. Census Bureau at: <https://www.census.gov/content/dam/Census/programs-surveys/ahs/techdocumentation/2015/2015%20AHS%20Items%20Booklet.pdf>.

## APPENDIX B: ABOUT THE SURVEY AND ANALYTICAL APPROACHES

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The American Housing Survey (AHS) is a longitudinal survey sponsored by the U.S. Department of Housing and Urban Development (HUD) and conducted by the U.S. Census Bureau. It was first conducted annually between 1973 and 1981 and then biennially from 1983 onward. The purpose of the survey is to provide a current and continuous series of data on selected housing and demographic characteristics. The AHS collects data on occupied and vacant housing units and is conducted between May and September of odd-numbered years.

### ***The AHS Sample***

The survey uses computer-assisted in-person and telephone interviews to collect data from a nationally representative sample of approximately 60,000 housing units. The sample included about 5,200 HUD-assisted units nationwide, and an oversample of roughly 30,000 housing units in the 15 largest metropolitan areas. Because the AHS is a longitudinal survey, the same sample participates in multiple waves; new units are added with each wave to ensure a representative sample. The sample was redesigned in 2015, and hence it is not possible at this time to conduct any longitudinal analysis of the data.

The “Arts and Cultural Events” module was asked of a randomly selected sub-sample (SPLITSAMP=“1”) in occupied-unit interviews. Interviews were completed with respondents in 60,487 occupied housing units – 30,296 households in the split sample were eligible to be interviewed for this module. Interviews were completed with about 29,000 households, with just over 1,000 eligible households not responding.

### ***The AHS Questionnaire***

The survey asks detailed questions about each housing unit, including unit characteristics, equipment, and appliances; the cost, tenure, and financing of the unit; and neighborhood characteristics. The survey also asks recent movers about their move, including why and how they chose their new units; and it asks residents conducting home improvements about the nature and costs of those improvements. In addition, the survey collects detailed demographic data about each resident in each housing unit, including age, gender, race and ethnicity, marital status, highest level of education completed and income information.

Starting in 2013, the AHS began to include rotating topical modules. These modules are not asked during every iteration of the AHS, but every few years. Also in 2013, the AHS introduced a split-sample concept wherein topical modules are asked of a randomly selected sub-sample of the overall sample, to reduce respondent burden. The “Arts and Cultural Events” module was one such topical module included in the 2015 AHS. The National Endowment for the Arts worked with HUD to develop the module’s questions for cognitive testing. The questions then were refined prior to the survey being fielded. The “Arts and Cultural Events” module questions in the 2015 AHS are available in Appendix A.

## ***Weighting the AHS Data***

Statistics are weighted by SP1WEIGHT, the weighting variable for this module. All statistics generated for this report use this weighting variable. When statistics are reported for variables that are not part of the split sample, but which were asked of everyone in the total sample, then the weighting variable WEIGHT is used to adjust the data. These statistics typically provide background or comparative information for the reader.

The weights were created by U.S. Census Bureau and based on the AHS' complex, stratified sampling plan. They account for non-response and are designed to make the data more representative of U.S. households. Additionally, the weights have been adjusted to provide estimated counts of U.S. households based on responses from those completing the survey.

## ***Handling Missing and Edited Data***

As the “Arts and Cultural Events” module variables are opinion-related items, missing data were not imputed; instead, cases with missing data are excluded from the analysis. Additionally, the weighting scheme excludes cases not considered to be at least partially complete. However, the Census Bureau does provide imputed data for many AHS variables, such as demographic and housing cost variables. Where imputed data are available, they are reflected in the analyses.

## ***Analyzing the Data***

In analyzing the AHS data, it is important to recognize that demographic variables such as age, gender, highest level of education, race and ethnicity, marital status and citizenship status of the respondent all may differ from that of the reference<sup>24</sup> and may affect opinions reported through the “Arts and Cultural Events” module. In the module, for 11 percent of the households, the respondent was different from the reference person. For those 11 percent, the demographic information for the respondent from the person-level data were matched in to the household-level data. In this report the respondent, whether the reference person or another adult, is referred to as the householder. Additionally, the location of the home and the neighborhood and building characteristics are also considered in the analysis of the data.

The data were mainly analyzed using cross-tabulations. Z-tests and independent sample t-tests at the 95 percent level of confidence were used to test if observed differences were significant. Partial zero-sum correlations and linear regressions were also used to assay the relationships between variables, especially when controlling for other variables, such as income and education.

24 The householder is the first household member listed on the questionnaire who is an owner or renter of the sample unit and is 15 years or older. An *owner* is a person whose name is on the deed, mortgage, or contract to purchase. A *renter* is a person whose name is on the lease. The respondent can be any knowledgeable adult household member 16 years of age or older—that is, the one who is the most knowledgeable household member who appears to know, or might reasonably be expected to know, the answers to all or the majority of the questions. See <https://www2.census.gov/programs-surveys/ahs/2015/2015%20AHS%20Definitions.pdf>.

### ***Potential Sources of Error***

Questions answered by all of the approximately 29,000 respondents are subject to a sampling error of  $\pm 0.6$  percent at the 95 percent level of confidence. This means that in 95 out of 100 samples, such as the one used here, the results obtained should be no more than 0.6 percent above or below the figure that would be obtained from responses from all households in the United States. Where the answers of subgroups are reported, the sampling error would be higher. Because of non-response (refusals to participate, etc.), standard calculations of sampling error are apt to understate the actual extent to which survey results are at variance with the true population values, although given the high rate of completion for the survey (85 percent response rate overall), any error associated with non-response bias would be minimal. Surveys are also subject to errors from sources other than sampling. While every effort is made to identify such errors, they are often difficult or impossible to measure. Readers making use of the results are urged to be mindful of the limitations inherent in survey research.



## APPENDIX C: DESCRIPTION OF AHS SAMPLE

### Characteristics\*

Householder's Sex	Weighted Count	Actual Count	Weighted Percent
Male	55,354,645	27,711	47%
Female	62,932,514	32,775	53%
Total	118,287,159	60,486	100%
Householder's Race/Ethnicity	Weighted Count	Actual Count	Weighted Percent
White Hispanic	14,334,642	8,239	12%
Black Hispanic	719,954	330	1%
Asian Hispanic	94,760	56	0%
Other/Multiracial Hispanic	481,163	287	0%
White Non-Hispanic	79,282,142	37,971	67%
Black Non-Hispanic	15,293,103	8828	13%
Asian Non-Hispanic	5,419,865	3478	5%
Other/Multiracial Non-Hispanic	2,661,531	1297	2%
Total	118,287,159	60,486	100%
Householder's Marital Status	Weighted Count	Actual Count	Weighted Percent
Married	58,221,266	28,449	49%
Divorced, Separated, Widowed	33,796,575	17,610	29%
Never married	26,233,359	14,401	22%
Total	118,251,200	60,460	100%
Householder's Age	Weighted Count	Actual Count	Weighted Percent
Less than 25	5,590,935	2,873	5%
25 to 34	18,619,075	9,613	16%
35 to 44	20,190,826	10,522	17%
45 to 54	22,839,021	11,635	19%
55 to 64	23,395,903	11,538	20%
65 to 74	16,088,478	8,259	14%
75 and over	11,562,919	6,046	10%
Total	118,287,159	60,486	100%
Householder's Citizenship Status	Weighted Count	Actual Count	Weighted Percent
Born U.S. citizen	100,694,155	49,866	85%
Naturalized citizen	9,495,944	5,922	8%
Non-citizen	8,097,059	4,698	7%
Total	118,287,159	60,486	100%
Household Income	Weighted Count	Actual Count	Weighted Percent
Less than \$20K	22,963,765	13,252	19%
\$20K to \$49.9K	34,221,062	16,533	29%
\$50K to \$74.9K	20,504,311	9,803	17%
\$75K to \$99.9K	13,681,042	6,688	12%
\$100K to \$149.9K	14,837,771	7,594	13%
\$150K+	12,081,929	6617	10%
Total	118,289,879	60,487	100%

Household Type	Weighted Count	Actual Count	Weighted Percent
Married Household	56,728,490	27,641	48%
Unmarried Living with Others	28,475,629	15,252	24%
Single Household	33085760	17,594	28%
Total	118,289,879	60,487	100%
Presence of Children in Household	Weighted Count	Actual Count	Weighted Percent
Young children only	7,636,104	3,855	6%
Young and older children	7,114,155	3,801	6%
Older children only	20,626,533	10,751	17%
No children	82,913,087	42,080	70%
Total	118,289,879	60,487	100%
Presence of Veterans in Household	Weighted Count	Actual Count	Weighted Percent
No	100,681,370	52,080	85%
Yes	17,608,509	8,407	15%
Total	118,289,879	60,487	100%
Presence of Someone with a Disability in Household	Weighted Count	Actual Count	Weighted Percent
No	100,681,370	52,080	85%
Yes	17608509	8,407	15%
Total	118,289,879	60,487	100%
Tenure	Weighted Count	Actual Count	Weighted Percent
Owner-occupied	74,298,774	35,321	63%
Renter-occupied	43991106	25,166	37%
Total	118,289,879	60,487	100%
Metropolitan Status	Weighted Count	Actual Count	Weighted Percent
Metropolitan area	111,986,469	62,271	83%
Micropolitan or non-metropolitan area	22,803,475	7,222	17%
Total	134,789,944	69,493	100%
Region	Weighted Count	Actual Count	Weighted Percent
East	23,886,254	10,596	18%
Midwest	29,854,333	13,218	22%
South	51,652,828	26,892	38%
West	29,396,529	18,787	22%
Total	134,789,944	69,493	100%
Division	Weighted Count	Actual Count	Weighted Percent
New England	6,483,098	3,704	5%
Middle Atlantic	17,403,156	6,892	13%
East North Central	20,522,590	10,044	15%
West North Central	9,331,743	3,174	7%
South Atlantic	27,612,929	14,896	20%
East South Central	8,368,521	2,998	6%
West South Central	15,671,378	8,998	12%
Mountain	9,857,108	5,036	7%
Pacific	19,539,421	13,751	14%
Total	134,789,944	69,493	100%

Neighborhood Has Public Transportation	Weighted Count	Actual Count	Weighted Percent
Agree	57,343,280	32,889	46%
Disagree	67,387,866	31,300	54%
Total	124,731,146	64,189	100%

\* Note, number of households may add up to less than 134.8 million due to non-response either to the survey or the specific item. Additionally, in some cases percentages may not add up to 100 percent due to rounding.

## APPENDIX D: ADDITIONAL TABLES

**Table 1: Percent of Householders Reporting Importance of Convenient Access to Arts and Cultural Events, by Neighborhood Characteristics**

Neighborhood Characteristics*				
<b>Buildings with bars on windows within 1/2 block</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Not more than one building	18%	29%	47%	53%
More than one building	19%	28%	48%	52%
No buildings	10%	26%	37%	63%
<b>Buildings that are abandoned or vandalized buildings within 1/2 block</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Not more than one building	11%	28%	39%	61%
More than one building	12%	24%	37%	63%
No buildings	11%	27%	38%	62%
No buildings around	5%	17%	22%	78%
<b>Trash, litter, or junk in streets, lots, or properties within 1/2 block</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Small amount	15%	26%	41%	59%
Large amount	13%	26%	39%	61%
No trash	11%	27%	37%	63%
<b>Physical quality of neighborhood</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Very Good	10%	27%	37%	63%
Good	14%	27%	41%	59%
Poor	17%	28%	45%	55%
Very Poor	15%	22%	37%	63%
<b>Neighborhood has good schools</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Agree	11%	27%	38%	62%
Disagree	14%	25%	38%	62%
<b>Neighborhood has a lot of serious crime</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Agree	17%	26%	43%	57%
Disagree	11%	27%	37%	63%
<b>Neighborhood has a lot of petty crime</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Agree	13%	26%	39%	61%
Disagree	10%	27%	37%	63%
<b>Social quality of neighborhood</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Very Good	10%	27%	37%	63%
Good	12%	25%	36%	64%
Poor	14%	27%	41%	59%
Very Poor	21%	26%	46%	53%
<b>Respondent's rating of neighborhood (1=Poor and 10=Excellent)</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
<i>Average</i>	<i>8.18</i>	<i>8.23</i>	<i>8.21</i>	<i>8.18</i>

<b>Moved to be in more desirable neighborhood (recent movers only)</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Mentioned	13%	29%	42%	58%
Not Mentioned	10%	26%	36%	64%
<b>Moved to be in more desirable neighborhood (recent movers only)</b>	<b>Very Important</b>	<b>Important</b>	<b>Important Total</b>	<b>Not Important</b>
Better	11%	27%	38%	62%
Worse	12%	27%	38%	62%
About the same	11%	28%	38%	62%
Same neighborhood	11%	24%	35%	65%

\* Percentages may not add up to 100 percent due to rounding.

**Table 2: Percent of Householders Reporting Importance of Convenient Access to Arts and Cultural Events, by Home Characteristics**

Home Characteristics*				
Building type	Very Important	Important	Important Total	Not Important
Mobile, boats, RVs, other	6%	17%	23%	77%
Single-family detached	10%	26%	36%	64%
Single-family attached	14%	29%	43%	57%
2-9 apartments	13%	28%	41%	59%
10 or more apartments	16%	30%	45%	55%
Is a condominium	Very Important	Important	Important Total	Not Important
Yes	17%	30%	47%	53%
No	11%	26%	37%	63%
Has a multi-family entry system	Very Important	Important	Important Total	Not Important
Yes	18%	30%	48%	52%
No	13%	29%	41%	59%
Has windows covered with metal bars	Very Important	Important	Important Total	Not Important
Yes	15%	27%	42%	58%
No	10%	26%	36%	64%
Has a homeowner's association	Very Important	Important	Important Total	Not Important
Yes	13%	32%	44%	56%
No	11%	26%	36%	64%
Householder thinks the majority of neighbors 55 or older	Very Important	Important	Important Total	Not Important
Yes	13%	29%	43%	57%
No	13%	28%	41%	59%
Year unit built	Very Important	Important	Important Total	Not Important
1949 or before	15%	28%	43%	57%
1950s	11%	26%	37%	63%
1960s	11%	28%	39%	61%
1970s	10%	25%	34%	66%
1980s	10%	25%	35%	65%
1990s	9%	27%	36%	64%
2000s	10%	27%	37%	63%
Householder's rating of home (1=Poor and 10=Excellent)	Very Important	Important	Important Total	Not Important
Average	8.30	8.30	8.30	8.23
Rating of current home compared to previous home (recent movers only)	Very Important	Important	Important Total	Not Important
Better	11%	27%	38%	62%
Worse	12%	29%	41%	59%
About the same	10%	26%	36%	64%

\* Percentages may not add up to 100 percent due to rounding.

**Table 3: Percent of Householders Affirming the Importance of Living Convenient to Arts and Cultural Events and Reporting Satisfaction with Access to Such Events, by Neighborhood Characteristics**

<b>Neighborhood Characteristics*</b>			
<b>Buildings with bars on windows within 1/2 block</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Not more than one building	39%	47%	14%
More than one building	30%	48%	22%
No buildings	33%	56%	12%
<b>Buildings that are abandoned or vandalized buildings within 1/2 block</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Not more than one building	24%	51%	26%
More than one building	25%	47%	28%
No buildings	34%	55%	11%
No buildings around	29%	55%	16%
<b>Trash, litter, or junk in streets, lots, or properties within 1/2 block</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Small amount	19%	46%	35%
Large amount	29%	51%	20%
No trash	33%	55%	11%
<b>Physical quality of neighborhood</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Very Good	33%	55%	11%
Good	28%	53%	19%
Poor	29%	44%	28%
Very Poor	34%	40%	26%
<b>Neighborhood has good schools</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Agree	34%	56%	10%
Disagree	26%	42%	32%
<b>Neighborhood has a lot of serious crime</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Agree	24%	49%	28%
Disagree	34%	55%	11%
<b>Neighborhood has a lot of petty crime</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Agree	26%	53%	20%
Disagree	34%	55%	11%
<b>Social quality of neighborhood</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Very Good	35%	56%	10%
Good	28%	54%	18%
Poor	26%	51%	23%
Very Poor	21%	36%	43%
<b>Householder's rating of neighborhood (1=Poor and 10=Excellent)</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Average	8.66	8.18	7.23
<b>Moved to be in more desirable neighborhood (recent movers only)</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Mentioned	37%	52%	10%
Not Mentioned	30%	57%	13%



Rating of current neighborhood compared to previous neighborhood (recent mover only)	Very Satisfied	Satisfied	Not Satisfied
Better	35%	53%	12%
Worse	23%	53%	24%
About the same	32%	57%	11%
Same neighborhood	36%	51%	12%

\* Percentages may not add up to 100 percent due to rounding.

**Table 4: Percent of Householders Affirming the Importance of Living Convenient to Arts and Cultural Events and Reporting Satisfaction with Access to Such Events, by Home Characteristics**

Home Characteristics*			
Building type	Very Satisfied	Satisfied	Not Satisfied
Mobile, boats, RVs, other	23%	58%	19%
Single family detached	32%	56%	12%
Single family attached	33%	54%	13%
2-9 apartments	34%	52%	14%
10 or more apartments	36%	52%	13%
Is a condominium	Very Satisfied	Satisfied	Not Satisfied
Yes	43%	50%	7%
No	32%	55%	13%
Has multi-family entry system	Very Satisfied	Satisfied	Not Satisfied
Yes	40%	50%	11%
No	32%	53%	15%
Has windows covered with metal bars	Very Satisfied	Satisfied	Not Satisfied
Yes	24%	52%	24%
No	32%	56%	12%
Has homeowner's association	Very Satisfied	Satisfied	Not Satisfied
Yes	36%	54%	10%
No	32%	55%	13%
Is part of a subdivision or housing development	Very Satisfied	Satisfied	Not Satisfied
Yes	34%	54%	12%
No	32%	56%	12%
Householder thinks the majority of neighbors 55 or older	Very Satisfied	Satisfied	Not Satisfied
Yes	40%	48%	12%
No	35%	53%	12%
Year unit built	Very Satisfied	Satisfied	Not Satisfied
1949 or before	39%	49%	12%
1950s	31%	57%	13%
1960s	33%	56%	11%
1970s	29%	57%	14%
1980s	32%	56%	12%
1990s	31%	55%	13%
2000s	30%	57%	13%
Householder's rating of home (1=Poor and 10=Excellent)	Very Satisfied	Satisfied	Not Satisfied
Average	8.64	8.29	7.45
Rating of current home compared to previous home (recent movers only)	Very Satisfied	Satisfied	Not Satisfied
Better	34%	54%	12%
Worse	28%	53%	19%
About the same	32%	57%	11%

\* Percentages may not add up to 100 percent due to rounding.

**Table 5: Percent of Householders Reporting that Convenient Access Played a Role in Their Neighborhood Choice, by Householder, Home, Geographic, and Neighborhood Characteristics**

Household Characteristics*		
Overall	Played a Role	Did Not Play a Role
<b>OVERALL</b>	<b>15%</b>	<b>85%</b>
Household Income	Played a Role	Did Not Play a Role
Less than \$20K	13%	87%
\$20K to \$49.9K	13%	87%
\$50K to \$74.9K	15%	85%
\$75K to \$99.9K	16%	84%
\$100K to \$149.9K	16%	84%
\$150K+	21%	79%
Household Tenure	Played a Role	Did Not Play a Role
Renter-occupied	17%	83%
Owner-occupied	14%	86%
Household Type	Played a Role	Did Not Play a Role
Married household	14%	86%
Unmarried living with others	15%	85%
Single household	16%	84%
Presence of Children in Household	Played a Role	Did Not Play a Role
Young children only	16%	84%
Young and older children	13%	87%
Older children only	13%	87%
No children	16%	84%
Presence of Veteran in Household	Played a Role	Did Not Play a Role
At least one veteran present	13%	87%
No veterans present	15%	85%
Presence of Person with Disability in Household	Played a Role	Did Not Play a Role
At least one person with disability	12%	88%
No persons with disability	16%	84%
Householder's Sex	Played a Role	Did Not Play a Role
Male	15%	85%
Female	15%	85%
Householder's Race and Ethnicity	Played a Role	Did Not Play a Role
White only - Hispanic	15%	85%
Black only - Hispanic	20%	80%
Asian only - Hispanic	11%	89%
Other and multi-racial - Hispanic	15%	85%
White only – non-Hispanic	14%	86%
Black only - non-Hispanic	15%	85%
Asian only – non-Hispanic	24%	76%
Other and multi-racial – non-Hispanic	15%	85%
Householder's Marital Status	Played a Role	Did Not Play a Role
Married	14%	86%
Divorced, separated, widowed	14%	86%
Never married	17%	83%

Householder 's Highest Level of Education	Played a Role	Did Not Play a Role
Grade school	12%	88%
Some high school	9%	91%
High school	10%	90%
Some college	12%	88%
Bachelor's	21%	79%
Graduate degree or higher	26%	74%
Householder's Age	Played a Role	Did Not Play a Role
Less than 25	12%	88%
25 to 34	17%	83%
35 to 44	16%	84%
45 to 54	15%	85%
55 to 64	14%	86%
65 to 74	15%	85%
75 and over	16%	84%
Householder's Citizenship Status	Played a Role	Did Not Play a Role
Born U.S. citizen	14%	86%
Naturalized citizen	21%	79%
Non-citizen	20%	80%

#### Geographic Characteristics\*

Overall	Played a Role	Did Not Play a Role
<b>OVERALL</b>	<b>15%</b>	<b>85%</b>
Regions	Played a Role	Did Not Play a Role
Northeast	18%	82%
Midwest	13%	87%
South	13%	87%
West	18%	82%
U.S. Sub-Regions	Played a Role	Did Not Play a Role
New England	17%	83%
Middle Atlantic	19%	81%
East North Central	13%	87%
West North Central	12%	88%
South Atlantic	16%	84%
East South Central	9%	91%
West South Central	11%	89%
Mountain	14%	86%
Pacific	20%	80%
Type of area	Played a Role	Did Not Play a Role
Metropolitan area	17%	83%
Micro-politan or non-metropolitan area	7%	93%
Neighborhood has public transportation	Played a Role	Did Not Play a Role
Agree	21%	79%
Disagree	10%	90%

Type of Area and Public Transportation Status	Played a Role	Did Not Play a Role
Metropolitan area with public transportation	21%	79%
Metropolitan area with no public transportation	12%	88%
Micropolitan or non-metro with public transportation	11%	89%
Micropolitan or non-metro no public transportation	6%	94%
Selected States	Played a Role	Did Not Play a Role
California	21%	79%
Florida	16%	84%
New York	22%	78%
Pennsylvania	12%	88%
Texas	11%	89%
Selected Metropolitan Areas	Played a Role	Did Not Play a Role
Atlanta-Sandy Springs-Roswell, GA	18%	82%
Boston-Cambridge-Newton, MA-NH	23%	77%
Chicago-Naperville-Elgin, IL-IN-WI	19%	81%
Dallas-Fort Worth-Arlington, TX	15%	85%
Detroit-Warren-Dearborn, MI	14%	86%
Houston-Paytown-Sugar Land, TX	12%	88%
Los Angeles-Long Beach-Anaheim, CA	26%	74%
Miami-Fort Lauderdale-West Palm Beach, FL	20%	80%
New York-Newark-Jersey City, NY-NJ-PA	25%	75%
Philadelphia-Camden-Wilmington, PA-NJ-DE	16%	84%
Phoenix-Mesa-Scottsdale, AZ	16%	84%
Riverside-San Bernardino-Ontario, CA	11%	89%
San Francisco-Oakland-Fremont, CA	32%	68%
Seattle-Tacoma-Bellevue, WA	20%	80%
Washington-Arlington-Alexandria, DC-VA-MD-WV	24%	76%
Buildings with bars on windows within 1/2 block	Played a Role	Did Not Play a Role
Not more than one building	22%	78%
More than one building	24%	76%
No buildings	14%	86%
Buildings that are abandoned or vandalized buildings within 1/2 block	Played a Role	Did Not Play a Role
Not more than one building	15%	85%
More than one building	14%	86%
No buildings	15%	85%
No buildings around	7%	93%
Trash, litter, or junk in streets, lots, or properties within 1/2 block	Played a Role	Did Not Play a Role
Small amount	15%	85%
Large amount	17%	83%
No trash	15%	85%
Physical quality of neighborhood	Played a Role	Did Not Play a Role
Very Good	14%	86%
Good	19%	81%
Poor	21%	79%
Very Poor	19%	81%

<b>Neighborhood has good schools</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Agree	15%	85%
Disagree	13%	87%
<b>Neighborhood has a lot of serious crime</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Agree	18%	82%
Disagree	15%	85%
<b>Neighborhood has a lot of petty crime</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Agree	16%	84%
Disagree	15%	85%
<b>Social quality of neighborhood</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Very good	15%	85%
Good	14%	86%
Poor	18%	82%
Very poor	16%	84%
<b>Householder's rating of neighborhood (1=Poor and 10=Excellent)</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
<i>Average</i>	8.39	8.16
<b>Moved to be in more desirable neighborhood (recent movers only)</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Mentioned	21%	79%
Not Mentioned	14%	86%
<b>Rating of current neighborhood compared to old neighborhood (recent movers only)</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Better	17%	83%
Worse	13%	87%
About the same	17%	83%
Same neighborhood.	17%	83%
<b>Building type</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Mobile, boats, RVs, other	6%	94%
Single-family detached	13%	87%
Single-family attached	19%	81%
2-9 apartments	19%	81%
10 or more apartments	24%	76%
<b>Is a condominium</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Yes	25%	75%
No	15%	85%
<b>Has a multi-family entry system</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Yes	27%	73%
No	18%	82%
<b>Has windows covered with metal bars</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Yes	19%	13%
No	81%	87%
<b>Has a homeowner's association</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Yes	18%	82%
No	14%	86%

<b>Is part of a subdivision or housing development</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Yes	14%	86%
No	14%	86%
<b>Householder thinks the majority of neighbors are 55 or older</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Yes	16%	84%
No	16%	84%
<b>Year unit built</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
1949 or before	21%	79%
1950s	15%	85%
1960s	15%	85%
1970s	13%	87%
1980s	13%	87%
1990s	13%	87%
2000s	14%	86%
<b>Householder's rating of home (1=Poor and 10=Excellent)</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
<i>Average</i>	8.39	8.23
<b>Rating of current home compared to old home (recent movers only)</b>	<b>Played a Role</b>	<b>Did Not Play a Role</b>
Better	17%	83%
Worse	15%	85%
About the same	17%	83%

\* Percentages may not add up to 100 percent due to rounding.



**Table 6: Percent and Regional Characteristics of Householders Who Considered Convenient Access to Arts and Cultural Events as a Factor in Their Neighborhood Choice, and/or Who Affirmed the Importance of Living Near Such Events**

Region	Convenient Access Played Role in Decision	Important to Live Near	Difference
Northeast	18%	42%	-24%
Midwest	13%	33%	-20%
South	13%	35%	-22%
West	18%	43%	-25%
U.S. Overall	15%	38%	-23%

Sub-Region	Convenient Access Played Role in Decision	Important to Live Near	Difference
New England	17%	43%	-26%
Middle Atlantic	19%	42%	-23%
East North Central	13%	34%	-21%
West North Central	12%	33%	-21%
South Atlantic	16%	38%	-22%
East South Central	9%	26%	-17%
West South Central	11%	34%	-23%
Mountain	14%	39%	-25%
Pacific	20%	45%	-25%
U.S. Overall	15%	38%	-23%

**Table 7: Percent of Householders Reporting Satisfaction with Their Neighborhood, by Whether They Affirmed the Importance of Living Convenient to Arts and Cultural Events, Whether They Reported Their Satisfaction with Such Events, and/or Whether They Considered This Access as a Factor in Neighborhood Choice, by Household Income and Householder’s Level of Education**

**Satisfaction with Neighborhood**

Satisfaction with Neighborhood	OVERALL	Important to live near arts and culture	Not Important to live near arts and culture	Satisfied with access to arts and cultural events	Not Satisfied with access to arts and cultural events	Considered convenient access in neighborhood choice	Did not Consider convenient access in neighborhood choice
<b>Overall</b>	<b>8.19</b>	<b>8.21</b>	<b>8.18</b>	<b>8.36</b>	<b>7.23</b>	<b>8.39</b>	<b>8.16</b>
Household Income	OVERALL	Important to live near arts and culture	Not Important to live near arts and culture	Satisfied with access to arts and cultural events	Not Satisfied with access to arts and cultural events	Considered convenient access in neighborhood choice	Did not Consider convenient access in neighborhood choice
Less than \$20K	7.88	7.84	7.89	8.10	6.57	8.16	7.83
\$20K to \$49.9K	8.04	8.02	8.05	8.20	6.92	8.23	8.01
\$50K to \$74.9K	8.25	8.26	8.24	8.33	7.73	8.36	8.23
\$75K to \$99.9K	8.31	8.31	8.31	8.38	7.77	8.32	8.30
\$100K to \$149.9K	8.43	8.42	8.43	8.54	7.54	8.64	8.38
\$150K+	8.64	8.67	8.63	8.73	7.89	8.77	8.61
Highest Level of Education Completed by Householder	OVERALL	Important to live near arts and culture	Not Important to live near arts and culture	Satisfied with access to arts and cultural events	Not Satisfied with access to arts and cultural events	Considered convenient access in neighborhood choice	Did not Consider convenient access in neighborhood choice
Grade school	8.01	7.98	7.92	8.21	6.87	8.24	7.90
Some high school	7.89	7.86	7.92	8.09	6.79	8.08	7.88
High school	8.04	8.03	7.92	8.20	6.97	8.23	8.00
Some college	8.00	8.01	8.01	8.20	6.98	8.25	7.97
Bachelor’s degree	8.28	8.31	8.29	8.40	7.50	8.41	8.27
Graduate degree or higher	8.44	8.46	8.38	8.56	7.53	8.56	8.38