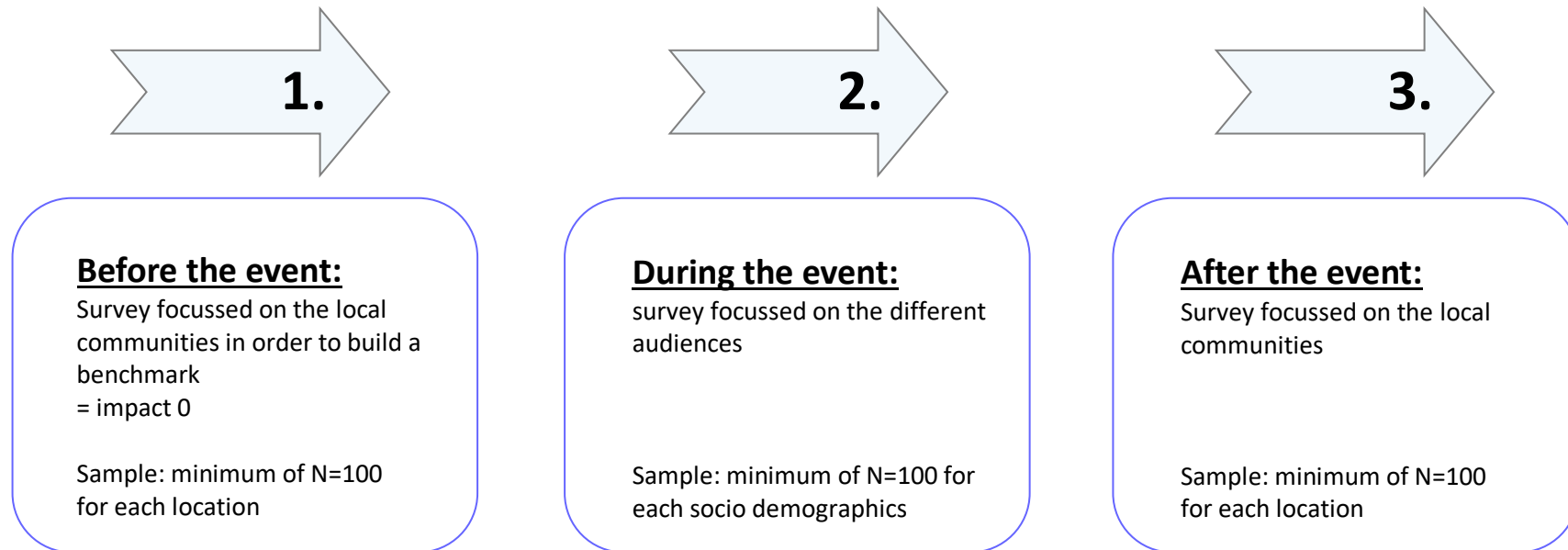# *The White Book*
Survey Plan

Meeting in the Cave: From Polarisation to Inclusion is a site-specific opera-installation and 21-day performance, starting on the Spring Equinox 2022 in a defined area in New York City. It spans from Midtown Manhattan to Brooklyn and involves, in the intervening area on a straight line, seven cultural institutions, the Nodal Partner transceivers. A multidimensional, multidisciplinary, multiplatform event, an artistic case study, with a survey during the event, as well as in the period leading up to it and immediately after, with a focus on the digital features of the installation.

The findings of the survey will be collected in *The White Book*, which will be presented by Spanda Foundation at *Awareness, Culture and Development in the Digital Age*, a UN General Assembly 77 side-event in September 2022. Through this presentation, Spanda Foundation will enact its purpose in creating awareness of the effectiveness and importance of culture as a major driver for the sustainable development of the common good and as an alternative to current established systems.

To measure the event's global impact, we will:

- measure the impact of the event on the audience, by gathering their impressions, thoughts, feelings, and insights, and by comparing the various socio demographic categories of the audience;
- measure the impact of the event on local cultural institutions and communities, by evaluating the relationship of each cultural institute with the local urban fabric and by evaluating their inter-collaboration;
- measure the digital impact of the event, in comparing the perspective of those physically in attendance versus that of the streaming audience, evaluating how in the digital age culture can enhance awareness for the common good.

Methodology in 3 steps

1.

Before the event:
Survey focussed on the local communities in order to build a benchmark
= impact 0

Sample: minimum of N=100 for each location

2.

During the event:
survey focussed on the different audiences

Sample: minimum of N=100 for each socio demographics

3.

After the event:
Survey focussed on the local communities

Sample: minimum of N=100 for each location

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2

Draft Survey for before and after the event (Steps 1 & 3)

In which neighbourhood do you live?

Which cultural institutions (like museums, theatres, libraries...)
do you know in your neighbourhood?

Which of the following cultural institutions in New York do you know?
- MoMA / Museum of Modern Art (Midtown, Manhattan)
- Rockefeller Center (Midtown, Manhattan)
- Morgan Library (Murray Hill, Manhattan)
- School of Visual Arts (Gramercy)
- The Orpheum Theatre (East Village)
- Tenement Museum (Low East Manhattan)
- Jane's Carousel (Dumbo Brooklyn)
- None of these

Today, do you feel a bond with?
- your local community, your neighbourhood
- New York city
- the USA
- humanity (global)
- other answer
- No

What type of event did you hear about or go to at this cultural institution?
- exhibition
- conference
- festival, seasonal event
- art performance, show
- services, facilities proposed
- entertainment
- local programme
- school trips
- business events
- other
- Nothing

How much do you agree with the following statements about this cultural institution?
...organises actions to develop the neighbourhood, is locally active
...is part of the neighbourhood identity, is a symbol for people living there
...creates a good image in the neighbourhood
...links people within the neighbourhood, is a place to meet and exchange
...is an open place where different kinds of people can mix
...engages the local community in topical societal issues
...supports and engages in the education of the local community

How much would you be ready to donate to preserve this cultural institution if it were in danger of closing?

Have you been to this cultural institution?
- never
- once
- a few time
- often
- don't know

Draft Survey for during the event (Step 2)

What are your thoughts regarding the Meeting in the Cave event you joined today? How do you feel about it?
Which of the following comments is the closest to what you think?
- this event brings up questions, favours reflection, discussions
- I learnt something at this event
- this event is a nice attraction, lively place to go to
- it is a place to meet people and have fun
- it made my emotions/ my feelings more intense
- I feel different after this experience
- I am lost, I don't understand such events
- Other
- don't know

Today, do you feel a bond with:
- the journey of the nodal couple from the event
- your local community, your neighbourhood
- New York city
- the USA
- humanity (global)
- other answer
- Nobody/nothing

What connects you the most with other people today?
- a feeling/empathy/resonance
- artist perspective
- topics/themes that arose
- being part of a live event
- meeting people/ joining among others
- New York cultural sites
- New York city in general
- Others

How deep is your connection with people today?
- a lot more intense than usual
- more intense than usual
- the same as usual
- less intense than usual
- a lot less intense than usual

In which areas?
- inclusion/polarisation
- rights
- gender
- equality
- respect
- ecosystem, environment, climate change
- artificial intelligence
- spirituality
- cooperation
- global
- development
- education
- identity
- differences
- other
- don't know

In which way?
What do you feel, what are your emotions?

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4

Local population
Socio Demographic Differences

Features of the boroughs

- Manhattan Midtown and Murray Hill populations are quite similar with a strong majority of white, employed, highly educated people, mostly without children. More Seniors than in the other boroughs.
- Grammercy also has a strong majority of white, employed and highly educated residents but with more children than in Manhattan Midtown and Murray Hill, and less Seniors.
- More Hispanic in East Village than in Midtown, Murray Hill, and Grammercy. More people with no or lower diploma
- Lower East, like East Village, has a greater Hispanic population than in Midtown, Murray Hill, and Grammercy. The population is majority Asian, with less employment than in the other boroughs, lower diploma rates than in the 4 other boroughs, and more young children

Data from the US Census Bureau
Updated on Sep 14, 2018

	Manhattan Midtown N=17109	Murray Hill N=11188	Gramercy N=57298	East Village N=66644	Lower East N=84821
Age	%	%	%	%	%
Senior (65+)	20,9	20,7	14,1	12	18,6
Older Adults (40-64)	27,4	31,3	27,5	29,4	33,2
Younger Adults (22-39)	43,9	37,7	42,9	42,6	30,6
College (18-21)	0,91	2,45	8,31	7,06	4,02
Children (0-17)	6,87	7,81	7,14	9,02	13,6
Ethnicity					
White	65,4	74,9	64,5	50	20,5
Hispanic	8,6	4,9	10,8	24,1	24
Black	5	2	4,8	8,8	9,3
Asian	17,6	15,1	16,4	13,9	43,1
Mixed	1,8	2,3	2,6	2,1	2,1
Other	1,6	0,7	0,8	1,1	1
Type of Household					
Married	22,4	23,3	22,2	17,5	27,6
Single Female	3,5	2,4	4,3	11,2	15,9
Single Male	1,9	0,3	1,3	2,4	5,6
One-Person	60,3	62,8	57,8	54,9	43,3
Other Non-Family	12	11,2	14,4	14,1	7,6
Employment status					
Employed	66,9	73	67,4	62	50
Unemployed	3,3	3,1	2,9	4,2	5,1
Other	29,8	24	29,5	33,7	44,9
Education Attainment					
Higher Degree (Post secondary degree)	78,6	83,7	79,9	61,7	36,6
H.S. Diploma (High School)	16,3	13,7	15,2	24,4	30,8
No H.S. Diploma (No High School)	5,1	2,7	4,8	13,9	32,7

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5

Methodology and survey concept by Estelle-Anne Spicq.

Estelle-Anne began working at the Spanda Foundation in December 2020.
She has more than 12 years' experience in market research as a project manager, developing surveys, analysing data, and making recommendations for the private sector, with clients such as Orangina-Schweppes, Danone, Eurostar, and Mastercard. After one year of specialisation in the cultural sector and a Master diploma in World Cultural Heritage for Development, she now develops cultural project strategies.

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