

Nebraska Arts Council Strategic Plan 2013-15

Summary of Key Findings

MSR Public Opinion Survey: *What Nebraskans Are Thinking About the Arts?*

METHODOLOGY:

- 14 minute telephone survey, October 9 and 10, 2012
- 300 households completed surveys with equal representation from the state's three congressional districts
- +/- 5.6% margin of error at the 95% confidence level

PARTICIPATION: 53% participated in a cultural event in the past 12 months as a participant, spectator, volunteer or donor.

- Arts participation in District 3 lags the other two.
- College-educated respondents are more likely to be involved.
- Those under 40 years of age and from 51-60 reported the highest levels of involvement.
- Those over 70 reported the lowest involvement, possibly due to their inability to attend arts venues.
- Of these, 57% reported that they were either involved in the arts as a child or had a child involved in the arts.
- Over 80% were likely to repeat attendance, indicating that first-time trial is a trigger to greater arts participation.
- In addition to the above participation, 46% have also engaged with the arts online.

PERCEPTION: When asked, 66% responded that they were aware of the NAC. Of those:

- 70% had a favorable opinion of the NAC, 30% neither favorable nor unfavorable, and 10% were unfavorable or didn't know.
- 88% reported that the NAC logo represents an assurance of quality for the event.
- 29% reported that involvement of the NAC made them more likely to attend an event; 67% reported it has no influence.
- The NAC is perceived primarily as an educational (85%) or not-for-profit (75%) organization.
- 61% described the NAC as a grant-making organization, and 41% as a Nebraska State Agency.

ARTS EDUCATION: 86% reported that it is important for Nebraska schools to offer arts education.

- Of all respondents, 95% were parents. Of those, 84% have children involved in arts education at school, and 66% have children involved in arts outside of school such as private music, dance or art classes.

ARTS IMPACT: Respondents reported that the arts have a positive impact on:

- LIVABILITY of their community (85%).
- ECONOMIC IMPACT in their community (77%).
- DIVERSITY within their community (84%).
- PERSONAL GROWTH & CONTINUED LEARNING (73%).

COMMUNICATIONS:

- 92% learned about arts activities primarily via traditional media, ex: TV, radio, newspaper, billboards.
- 88% from arts venue or arts organization newsletters, brochures or emails.
- 56% from friends or word of mouth.
- 40% from Facebook or Twitter posts.

DONOR INTENT:

- 43% had donated money to an arts organization.
- 47% said they were likely to make a charitable gift of any kind to an arts organization in the future.
- 36% were aware that tax dollars in the state of Nebraska were currently used to directly fund the arts.

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NAC Constituent Survey 2012

METHODOLOGY:

- Administered online via Survey Monkey, November 1 through December 7, 2012.
- Emailed invitation sent to 1268 constituents, 331 completed the survey for a 26% response rate.

DEMOGRAPHICS:

- Geography: District 1: 33%, District 2: 41%, District 3: 24%, Other: 2%.
- Age: 75% of all respondents were over 40 years of age. Largest single age group 51-60 (29%).
- Gender: 68% female, 32% male.
- Education: College (25%), graduate degrees (52%) or some graduate school (16%) – 98% post secondary.
- Race/ethnicity: 87% white, 2% African American, 2% Latino, 4% Multi, and 5% preferred not to answer.

PERCEPTION: 53% reported NAC involvement made them more likely to attend an event. 46% reported no influence.

- The NAC is perceived primarily as a grant making agency (38%) or educational organization (26%).
- 19% described the NAC as a not-for-profit organization, and 18% as a Nebraska State Agency.

SUPPORT & ENGAGEMENT: 55% participated in a cultural activity one or more times per month.

- Advocacy: 75% reported contacting an elected official in support of arts funding.
- NAC support for arts in your community is: Adequate 33%, Somewhat 50%, Not at all 6%, Don't Know: 11%
- 98% reported that it is important to have arts education in Nebraska schools.
- Multicultural arts programs are highly evident (37%) or somewhat evident (60%) in respondents' communities.
- Support for NAC efforts to increase multicultural arts opportunities is very important (63%) or somewhat important (33%).

ARTISTS: 54% identified themselves as artists, of those:

- 45% are visual artists, 22% musicians, 12% literary, 9% theatre, 1% dancers.
- 23% pursue the arts as sole employment, 35% also engage in non-arts employment, and 34% don't rely on arts for employment.
- Opportunities for artists have stayed the same (47%) or increased (36%) over the past three years.
- Major challenges facing artists are financial resources (44%) and exhibit/performance opportunities (18%).

ARTS ORGANIZATIONS: 58% identified themselves as representing an arts organization. Of those:

- 49% are on staff, 35% are board members, 15% volunteer.
- 32% are multidisciplinary, 22% visual arts, 18% music, 12% theatre.
- Attendance/participation has increased (52%) or stayed the same (31%) over the past three years.
- 74% reported organizational benefit from a grant or service from the NAC over the past three years.
- 96% reported that NAC funds are either very critical (78%) or somewhat critical (18%) to their organization.
- Respondents were very satisfied (76%) or somewhat satisfied (23%) with NAC programs and services.
- Major challenges facing organizations are funding (60%) and audience development (27%).

ARTS EDUCATORS: 39% identified themselves as arts educators. Of those:

- 34% teach in K-12 schools, 30% post-secondary, 23% for a nonprofit org., 23% are teaching artists.
- 46% are visual arts teachers, 19% music, and 12% multidisciplinary.
- Student enrollment in arts classes/workshops has stayed the same (50%) or increased (31%).
- Major challenges for arts educators: lack of time (35%), administrative support (23%), community support (22%).

Other Comments (n=57)

- Appreciative of NAC services (33), need for greater access (18), survey issues (11), more NAC visibility (5).

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The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Nebraska (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$95,764,864		\$78,624,668		\$174,389,532

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	4,042		2,431		6,473
Household Income Paid to Residents	\$101,411,000		\$56,457,000		\$157,868,000
Revenue Generated to <u>Local</u> Government	\$3,903,000		\$4,418,000		\$8,321,000
Revenue Generated to <u>State</u> Government	\$4,891,000		\$5,541,000		\$10,432,000

Event-Related Spending by Arts and Culture Audiences Totaled \$78.6 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	3,570,302		235,990		3,806,292
Percentage of Total Attendance	93.8%		6.2%		100%
Average Event-Related Spending Per Person	\$17.20		\$41.03		\$18.67
Total Event-Related Expenditures	\$36,250,369		\$42,374,299		\$78,624,668

Nonprofit Arts and Culture Event Attendees Spend an Average of \$18.67 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$8.77	\$15.60	\$9.19
Souvenirs and Gifts	\$2.41	\$3.53	\$2.48
Ground Transportation	\$2.04	\$5.99	\$2.29
Overnight Lodging (one night only)	\$1.64	\$11.90	\$2.28
Other/Miscellaneous	\$2.34	\$4.01	\$2.43
Average Event-Related Spending Per Person	\$17.20	\$41.03	\$18.67

* For the purpose of this study, residents are attendees who live within the State of Nebraska; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Nebraska*. For more information about this study or about other cultural initiatives in the State of Nebraska, visit Nebraskans for the Arts's web site at www.NebraskansForTheArts.org.

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