



Americans Speak Out About The Arts in 2018

Perceptions & Attitudes About the Arts in America

**NASAA-SAAN
November 3, 2018**

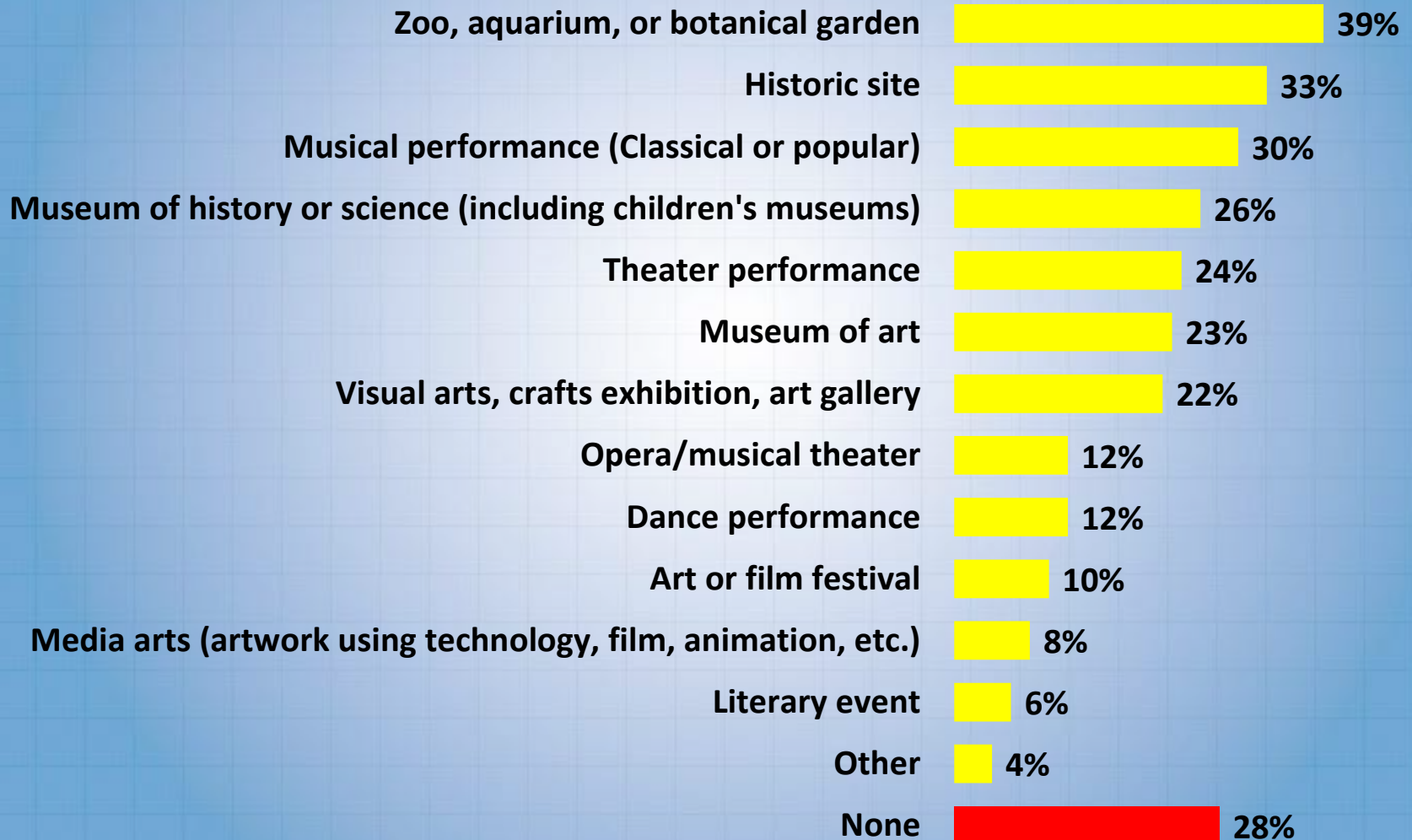
**Randy Cohen
Americans for the Arts**

@ArtsInfoGuy

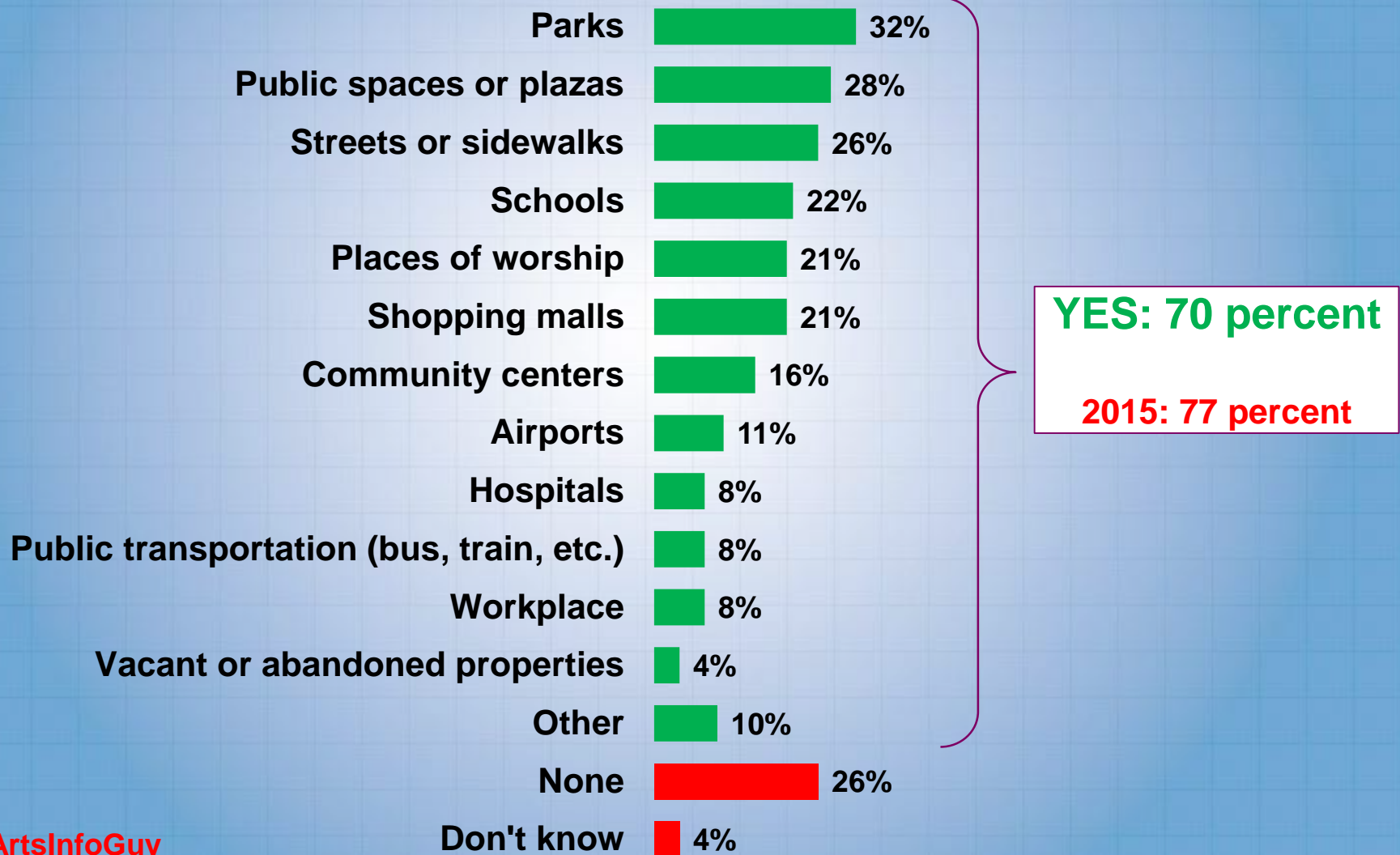


Personal Engagement with the Arts

Most Americans Attended an Arts or Cultural Event in the Past Year (72 Percent)



We Enjoy the Arts in Surprising Places Across the Community (70 Percent)



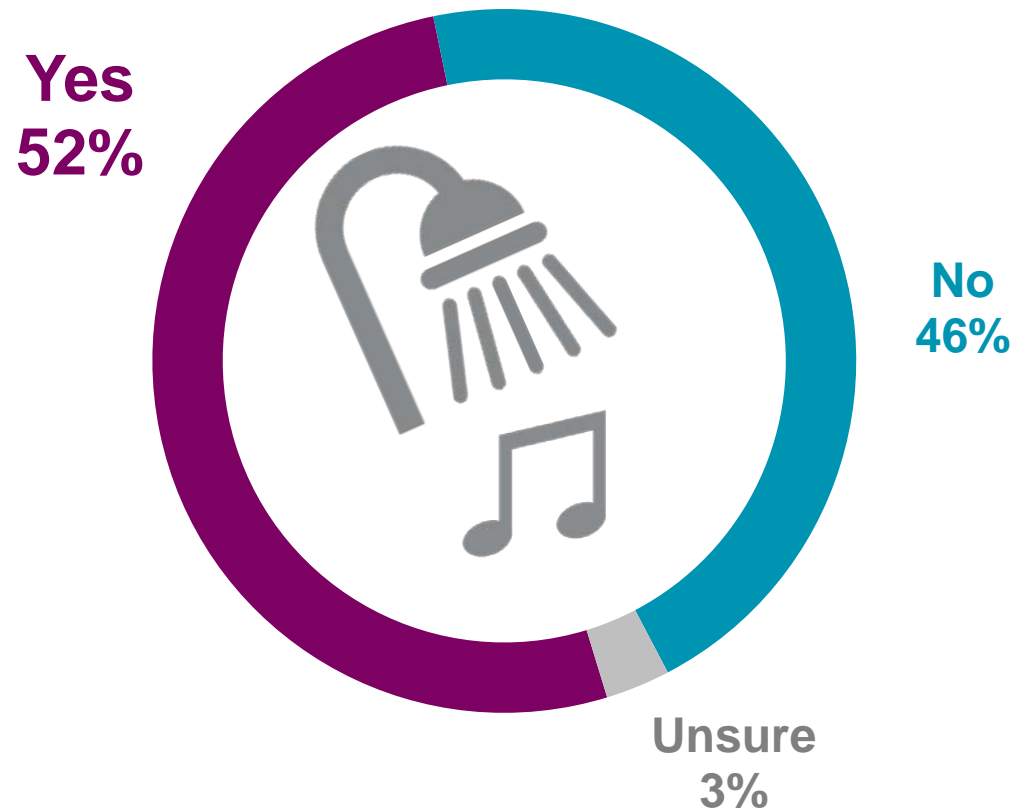
Opera in the Outfield



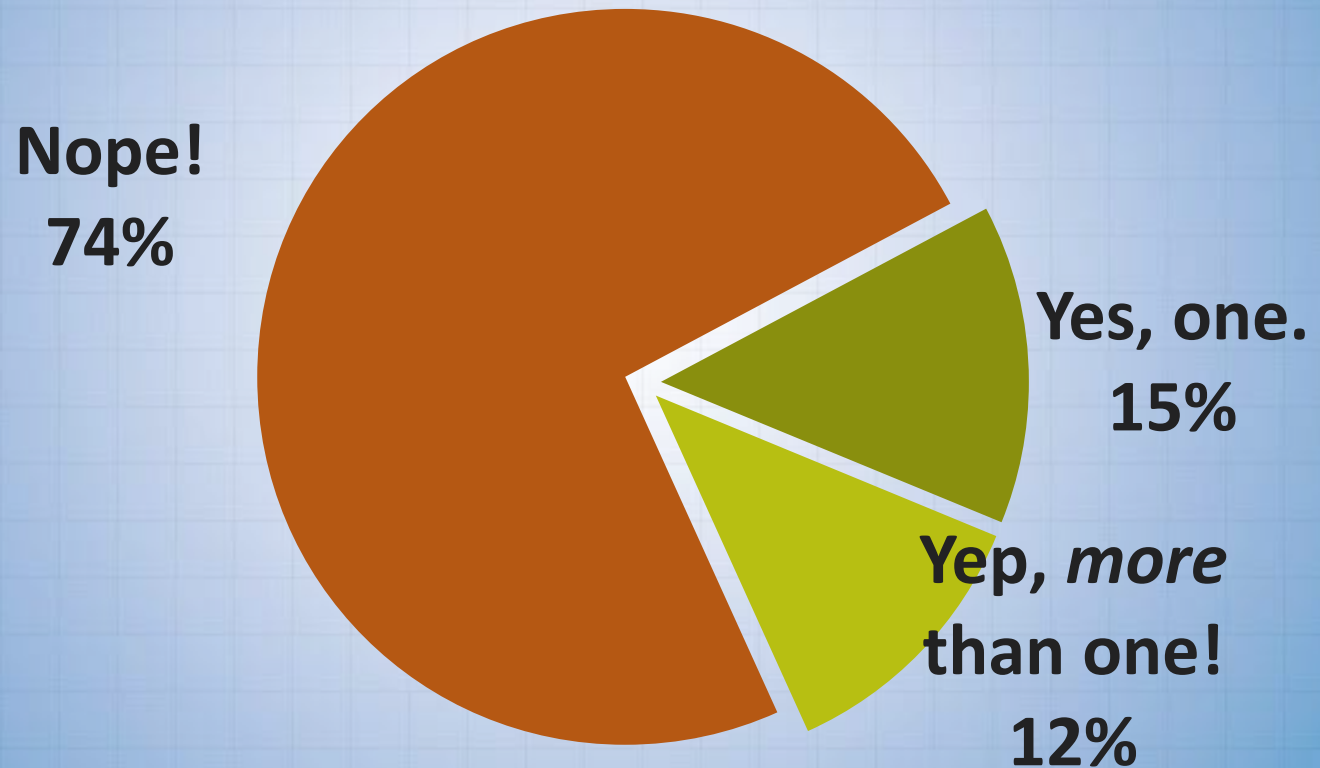
Nearly Half of Americans Are Hands-On Arts Makers



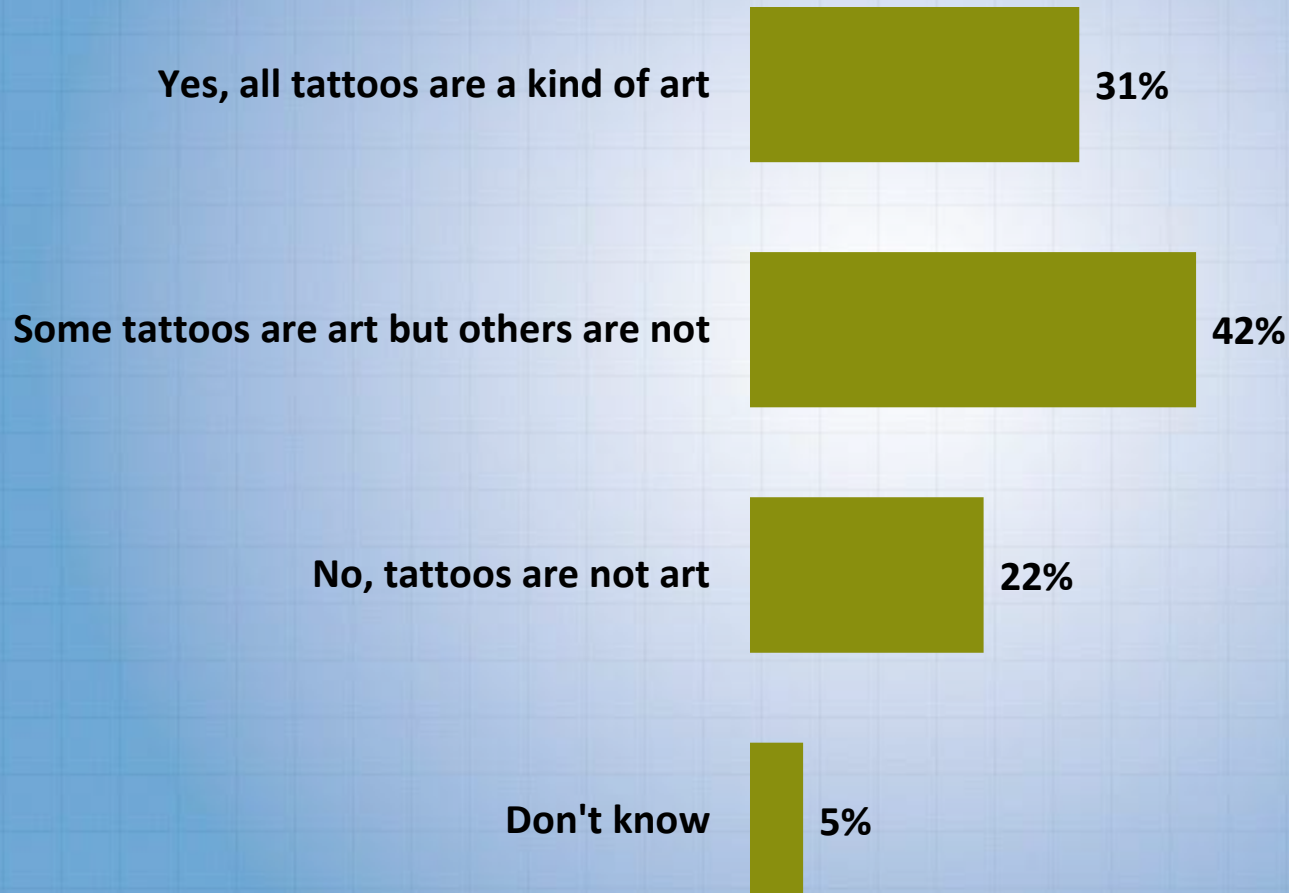
Just Over Half American Adults Sing in the Shower or When Nobody Else is Listening



A Quarter of Americans Have Tattoos

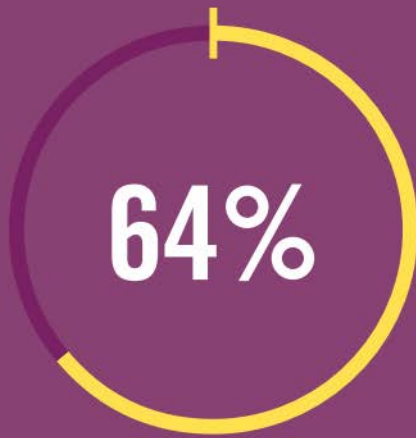


73 Percent of Americans Believe Tattoos are Art!



The Arts Make Us Feel Creative!

Nearly two-thirds of Americans believe the arts make them a more a creative person.



**64% of Americans believe
the arts make them a more
creative person**





Social Impact of the Arts

Arts & Cultural Facilities Seen as Vital to Business and Quality of Life

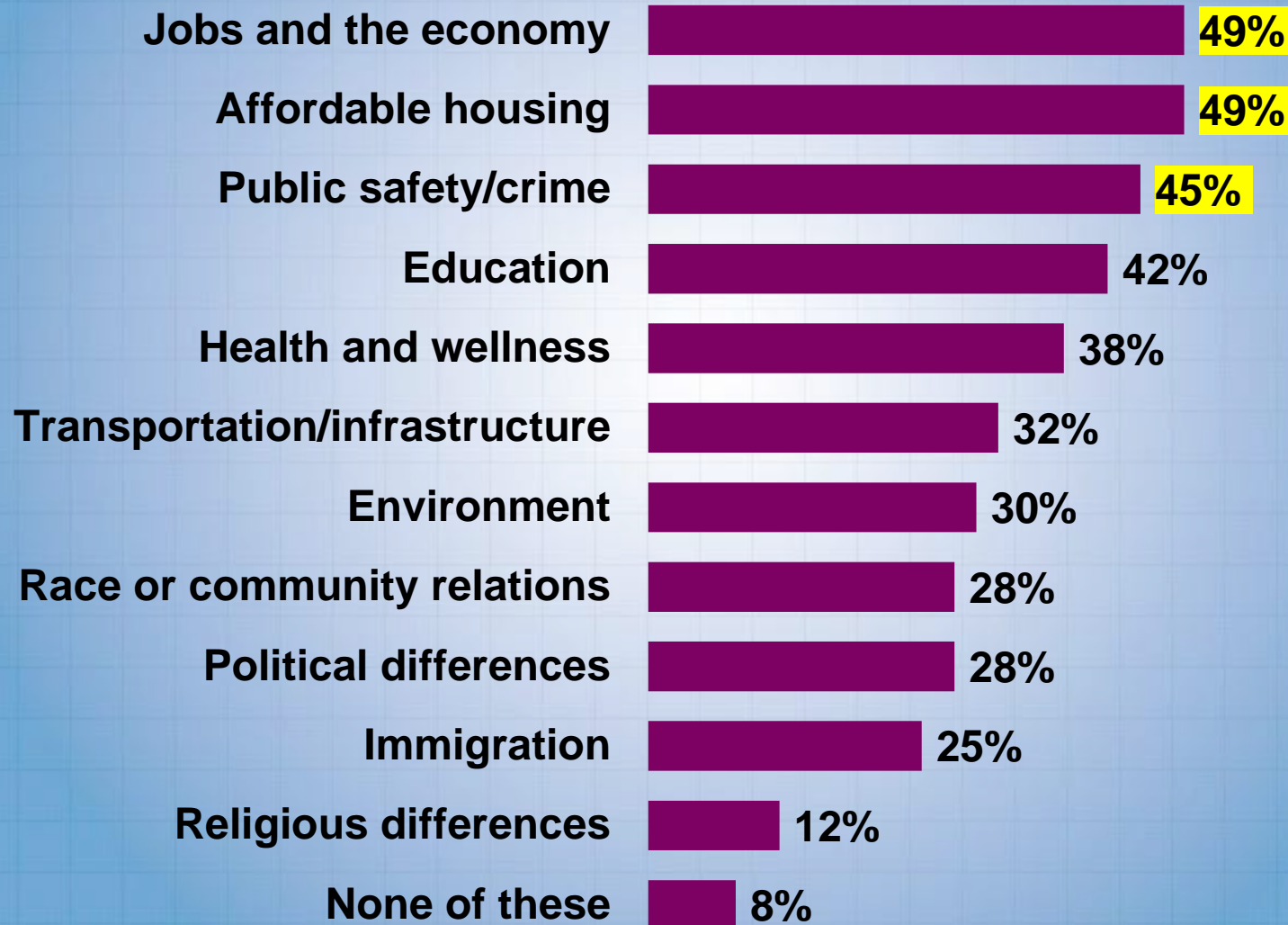


90% agree arts institutions are important to quality of life



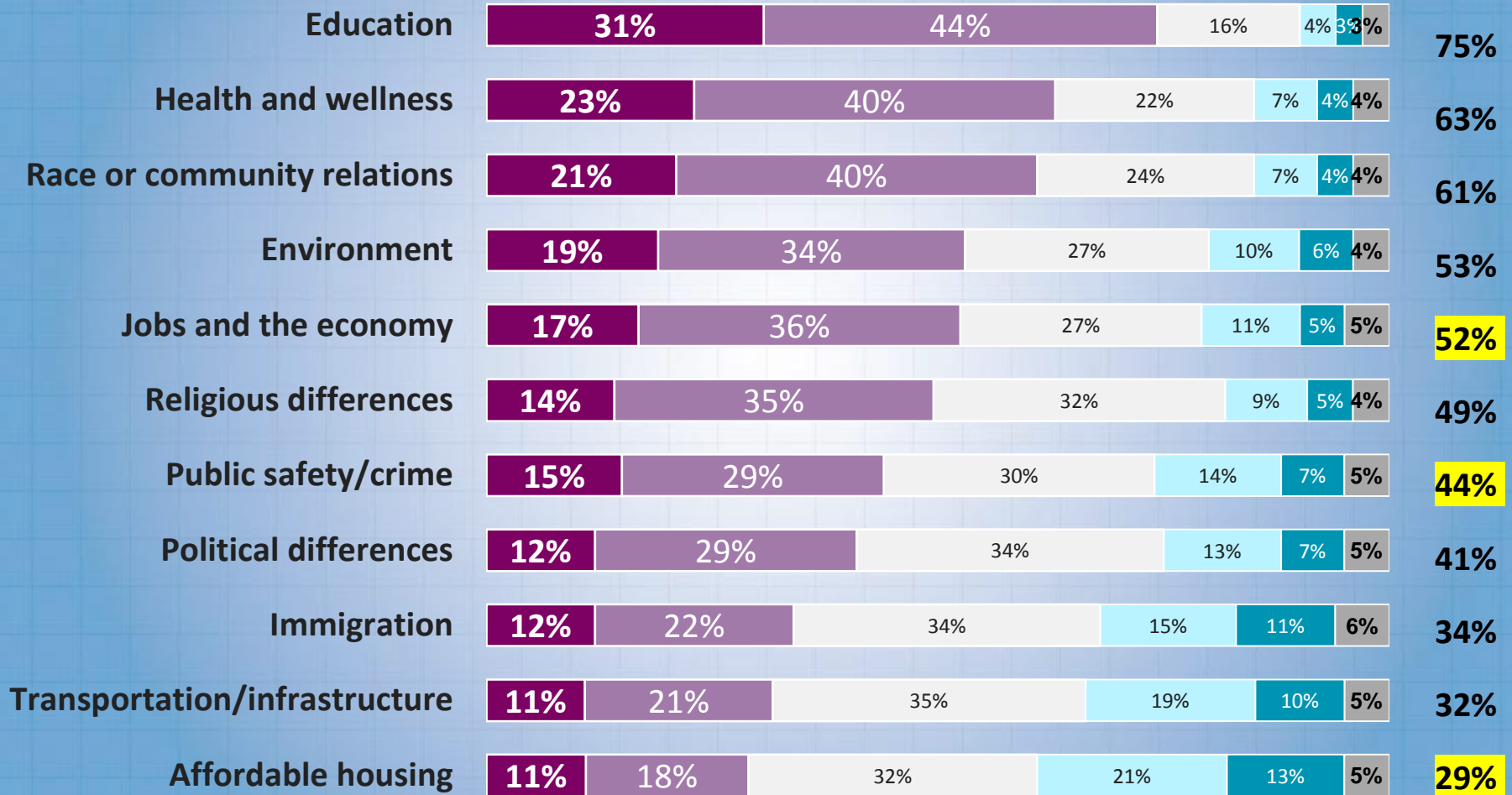
86% agree arts institutions are important to local businesses and the economy

The Most Important Issues Facing My Community



The Arts Offer Creative Strategies to Address Key Community Issues

% Agree



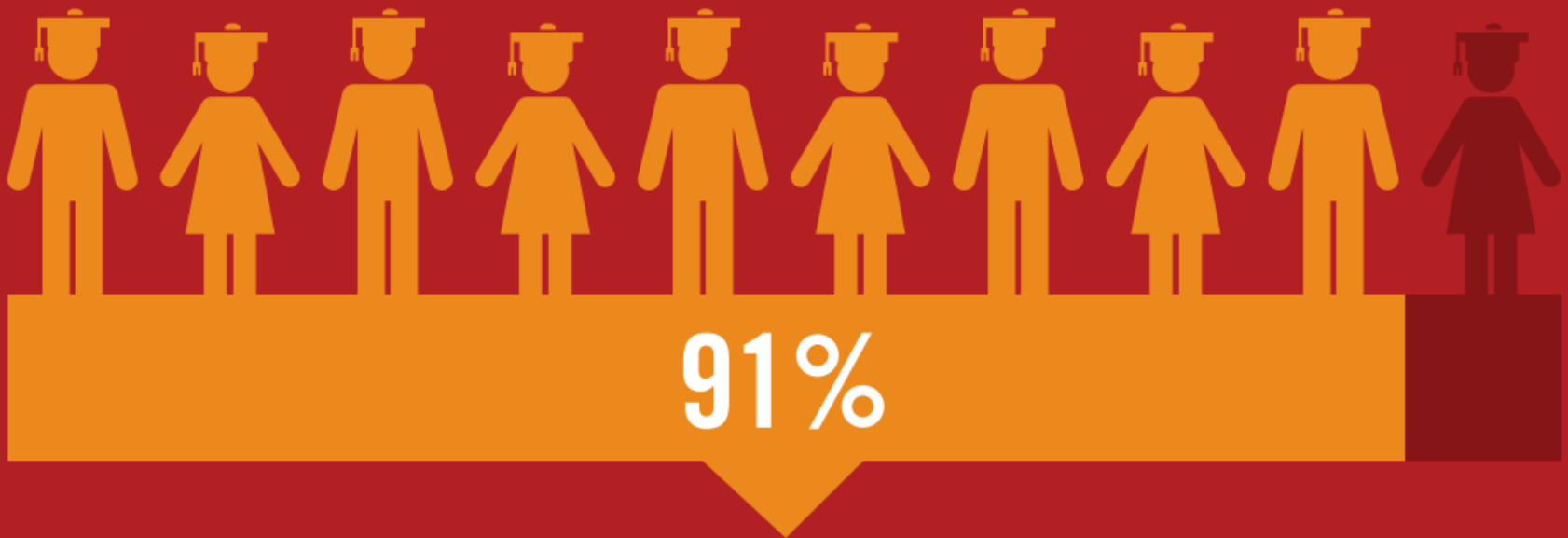
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
Don't know



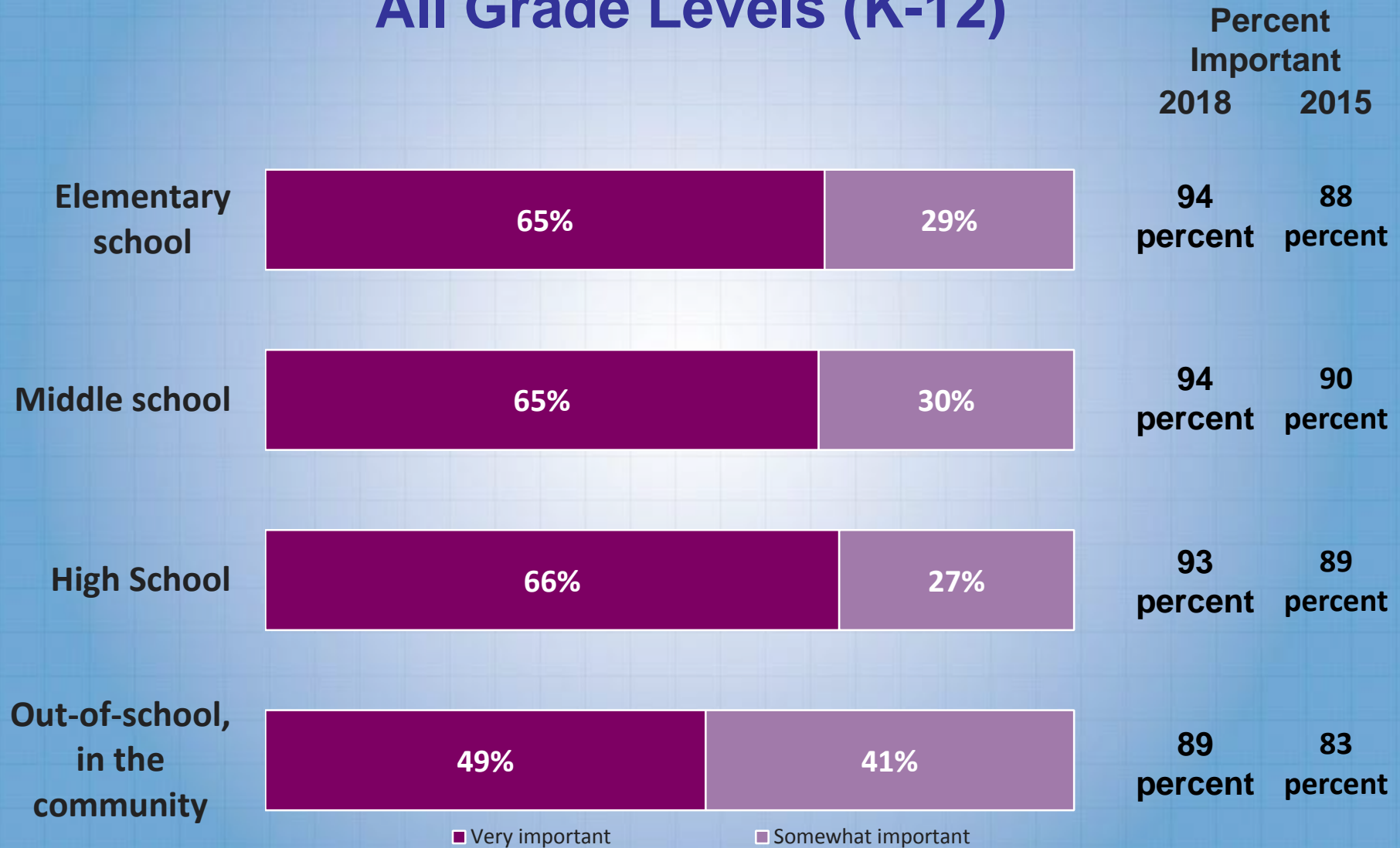
K-12 Arts Education

Americans Believe the Arts are Part of a Well-Rounded Education for K-12 Students

Nearly every American believes the arts are part of a well-rounded K-12 education.



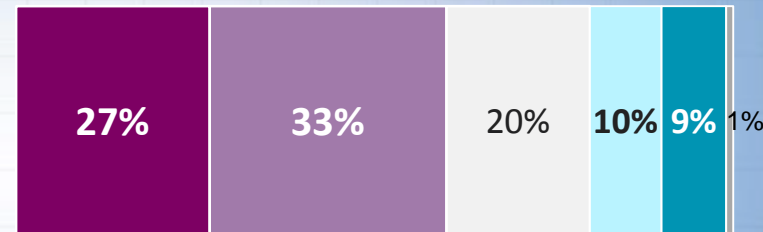
Arts Education is Deemed Very Important at All Grade Levels (K-12)



Creativity Boosts Professional Success in the Workplace

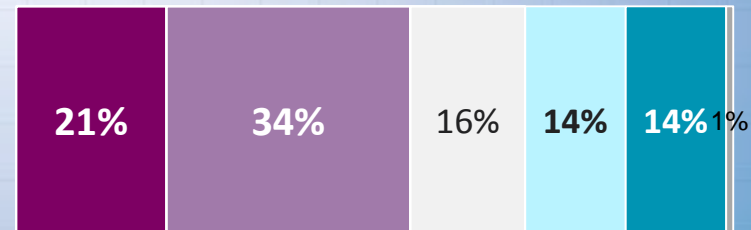
Percent Agree

The more creative and innovative I am at my job—individually or as part of a team—the more successful I am in the workplace.



60 Percent

My job requires me to be creative—either individually or as part of a team—and come up with ideas that are new or unique.



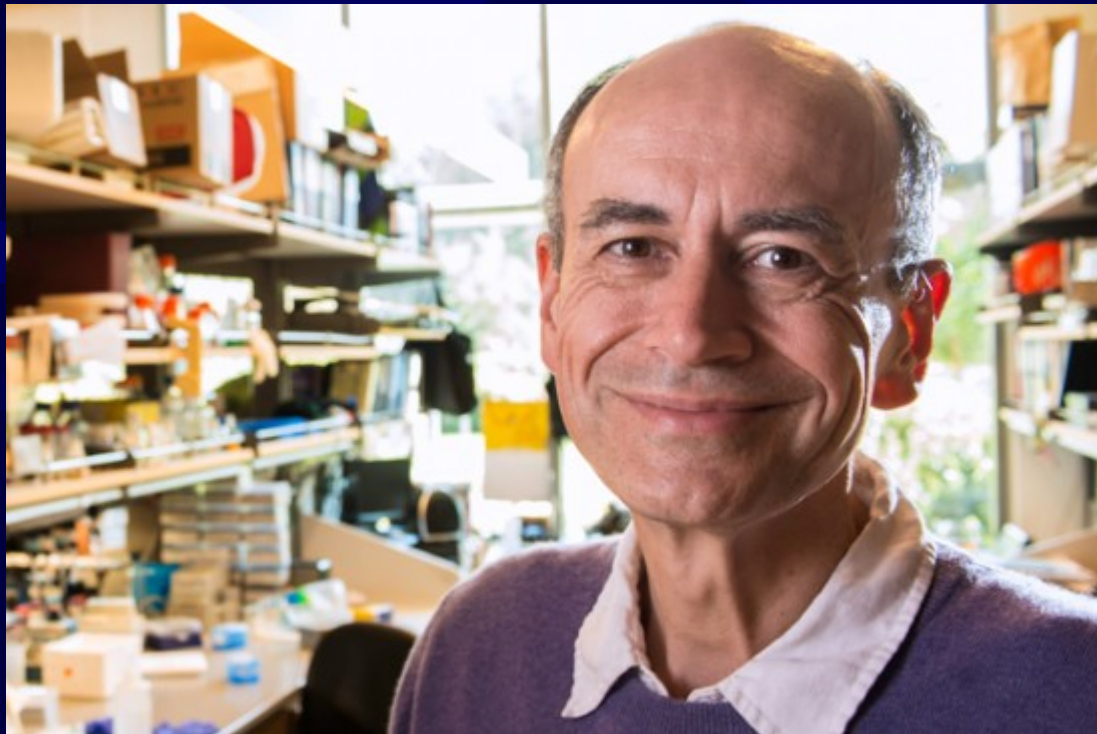
55 Percent

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know

Thomas Südhof

2013 Nobel Prize for medicine:

“I owe it all to my bassoon teacher”



Creative problem solving...drive for excellence...visual thinking...pattern recognition...perseverance

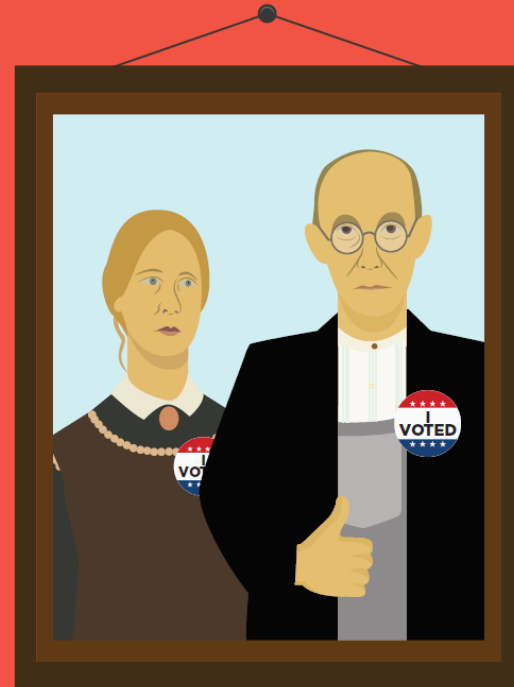


Government Funding of the Arts

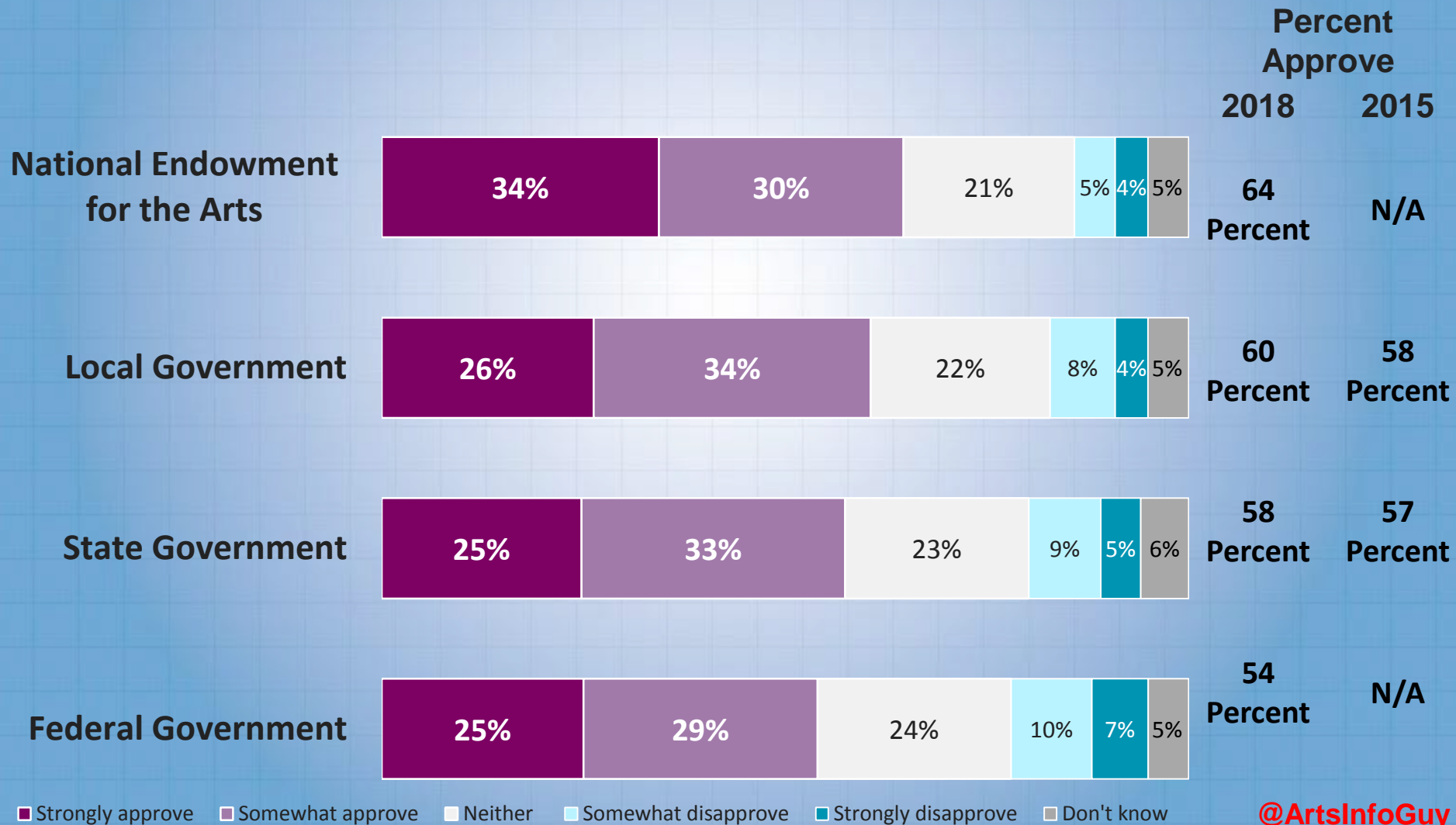


Arts Engagement = Civic Engagement

PEOPLE WHO PARTICIPATE
IN THE ARTS ARE **20% MORE**
LIKELY TO VOTE.

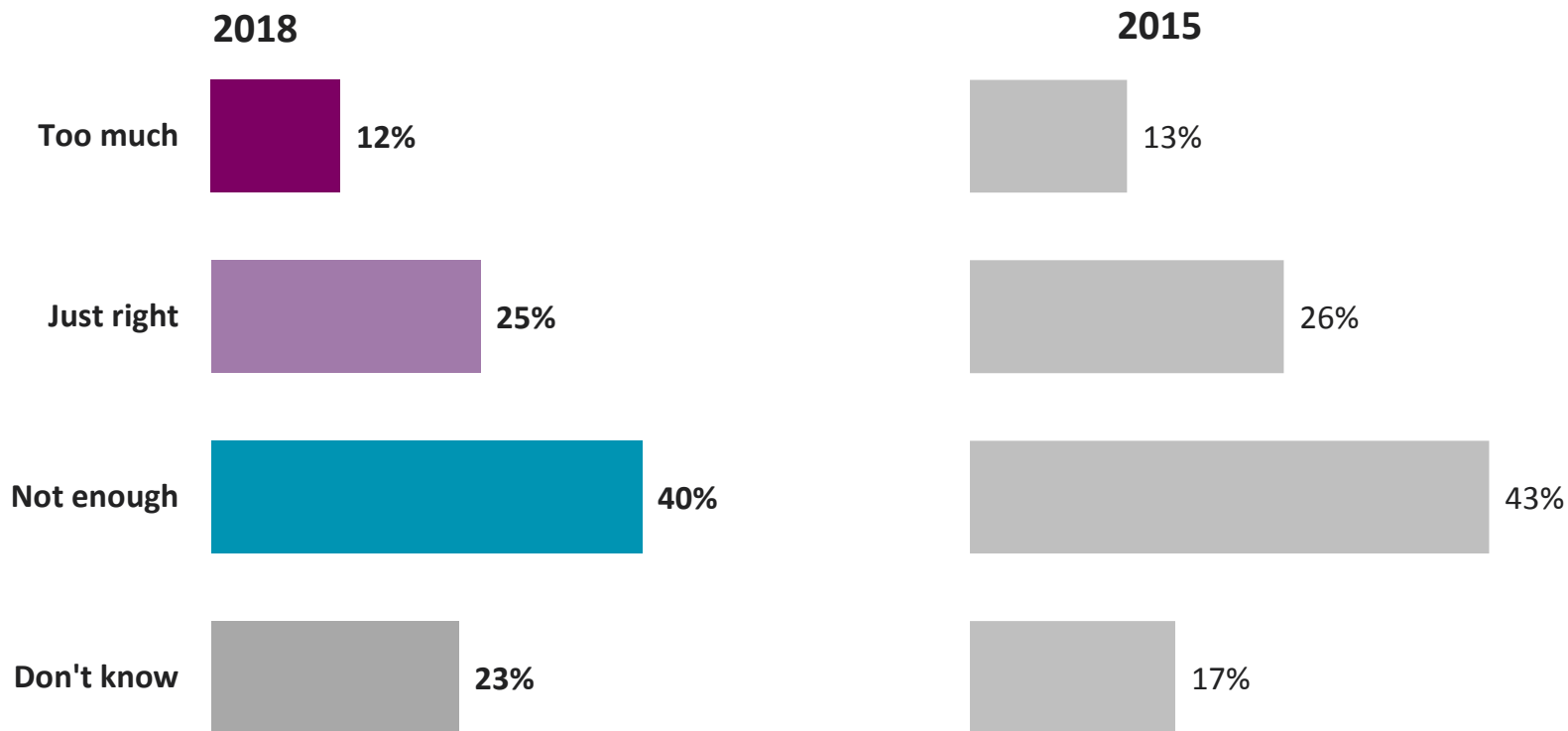


The Majority of Americans Approve of Government Arts Funding at All Levels



Federal Government Seen as Not Spending Enough on Nonprofit Arts Organizations

- Similar to results seen in 2015, 40 percent of Americans believe that the federal government’s current budget of 45 cents per person on nonprofit arts organizations in the U.S. is not enough only 12 percent who think this is too much. 25 percent believe this amount is just right. The percentages are largely unchanged from 2015.
- Women (44 percent vs. 35 percent of men), young adults (43 percent vs. 36 percent of those age 55+), the less affluent (43 percent vs. 37 percent of those earning more), and those who are not married (45 percent vs. 35 percent of married adults) are more likely to feel current government spending is *not enough*.

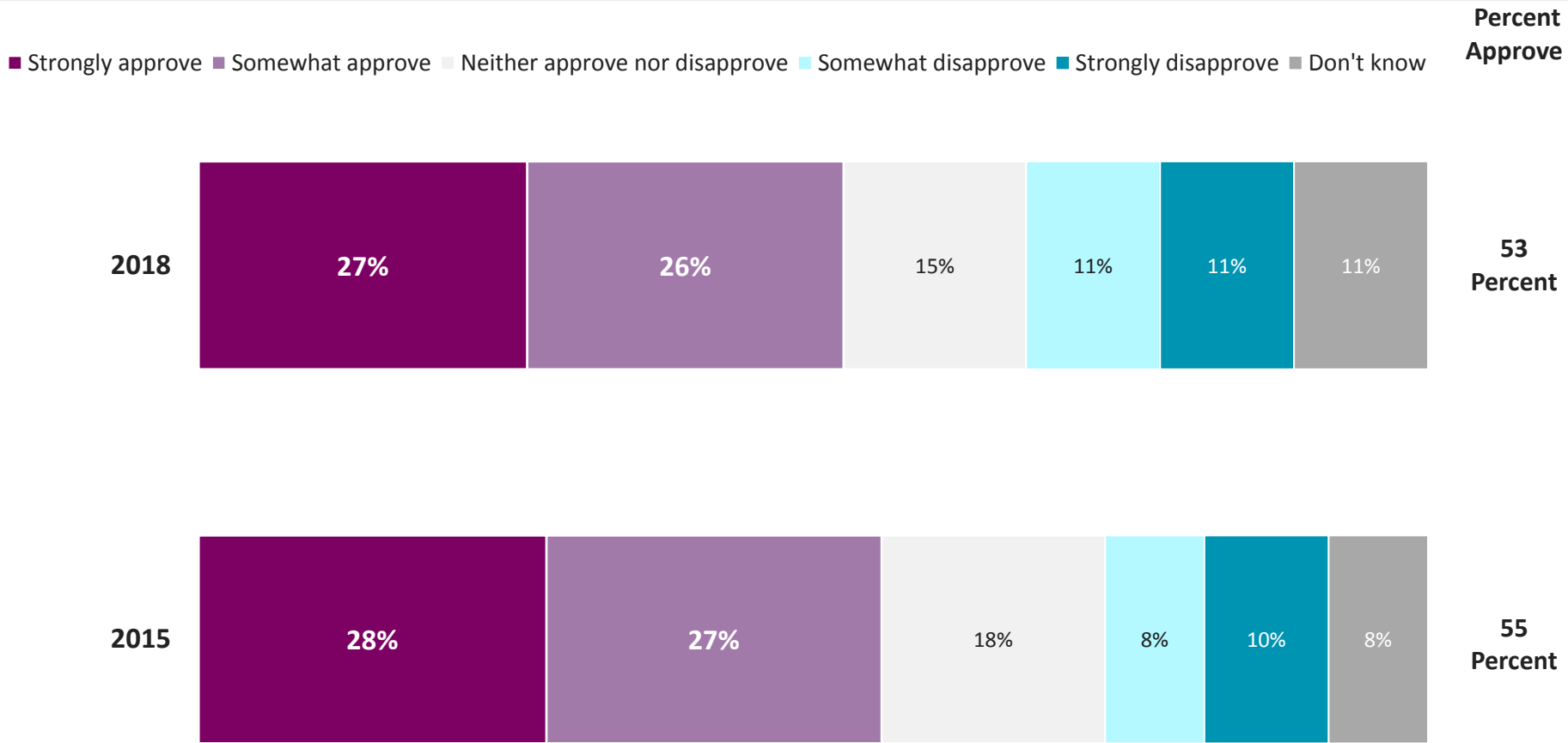


Q20. The federal government spends 45 cents per person on nonprofit arts organizations in the U.S. (such as museums, theaters, and community arts centers). In your opinion, is this...

Base: All Respondents (n=3,023); 2015 (n=3,020)

Majority of Americans Approve Doubling the Federal Government's

- Just over half of Americans (53 percent) would favor an increase in federal government spending on nonprofit arts organizations from 45 cents to \$1 per person. Approval is greatest among Millennials (61 percent of those born in 1981 or after), those with a college degree (57 percent), and Likely Voters (58 percent).
- Approval ratings remain on par with those seen in 2015.



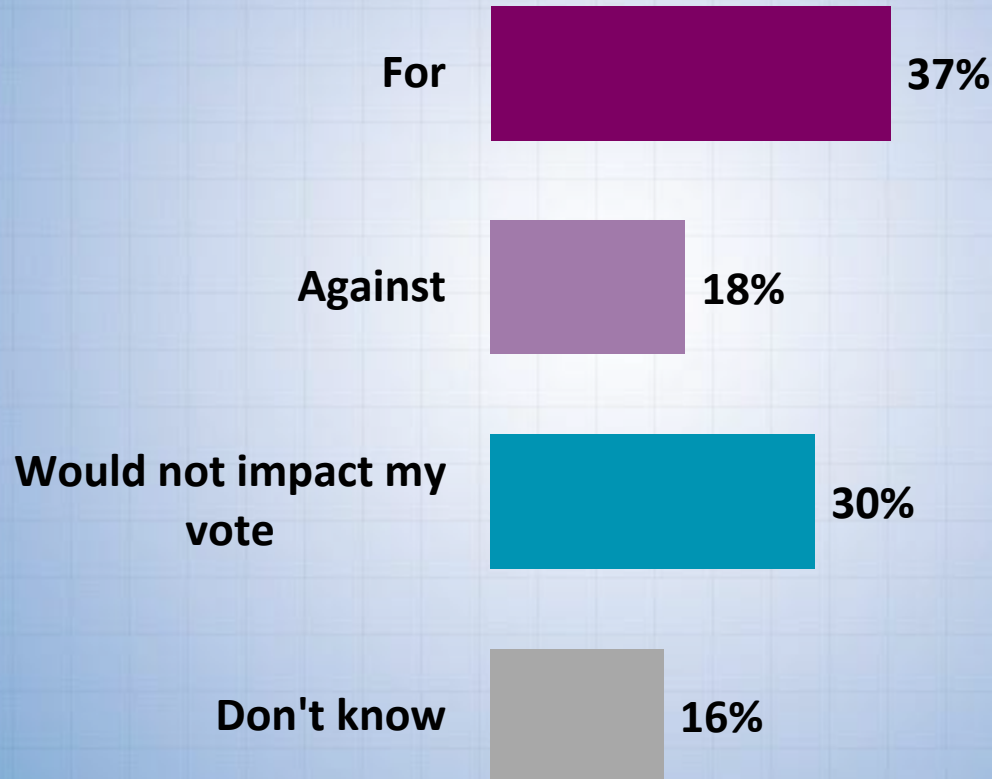
Q21. Would you approve or disapprove of the federal government increasing spending from 45 cents to \$1 per person on nonprofit arts organizations?
 Base: All Respondents (n=3,023); 2015 (n=3,020)

Community-Oriented Arts Funding has High Public Value

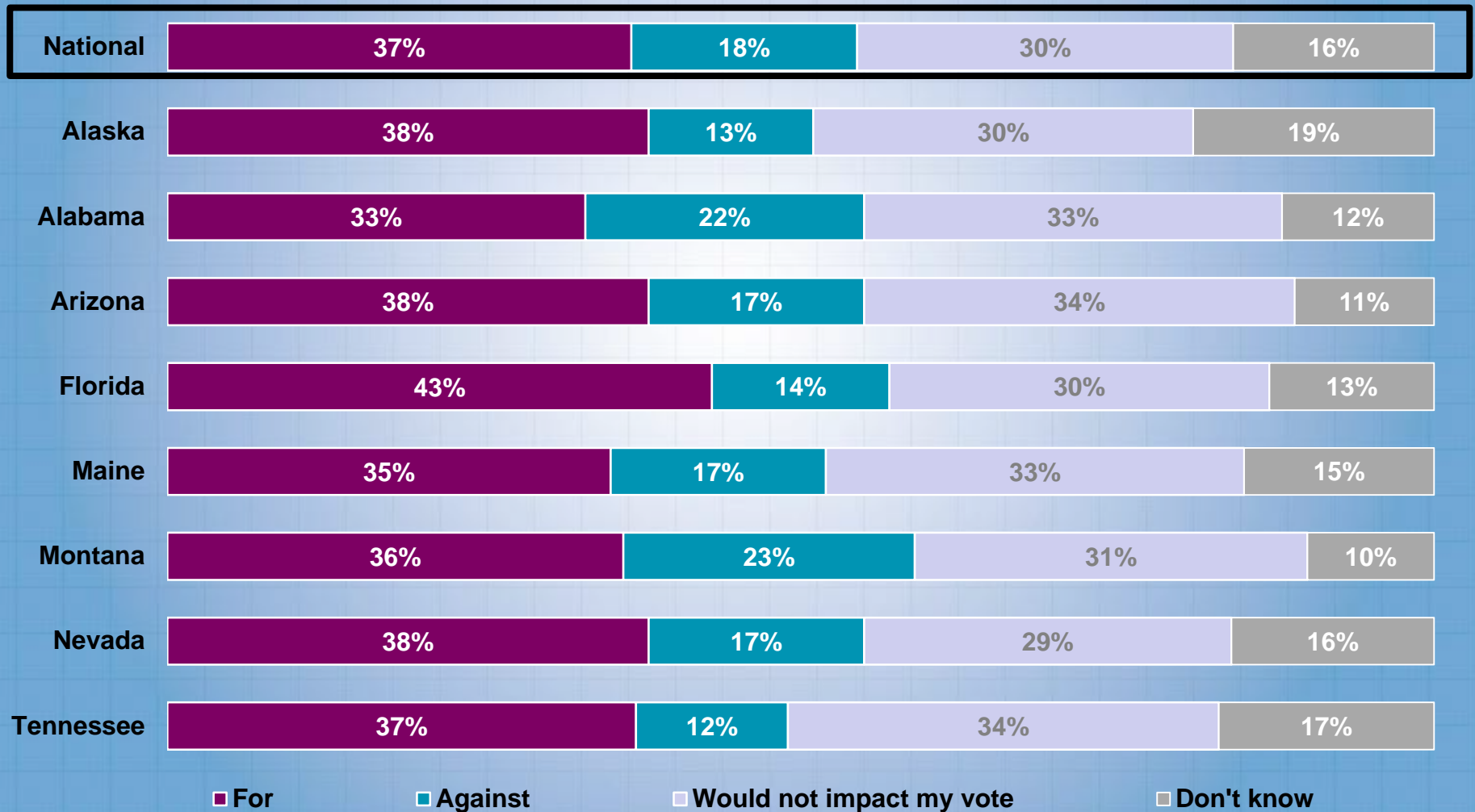


Arts Candidates Will be Supported at the Ballot Box

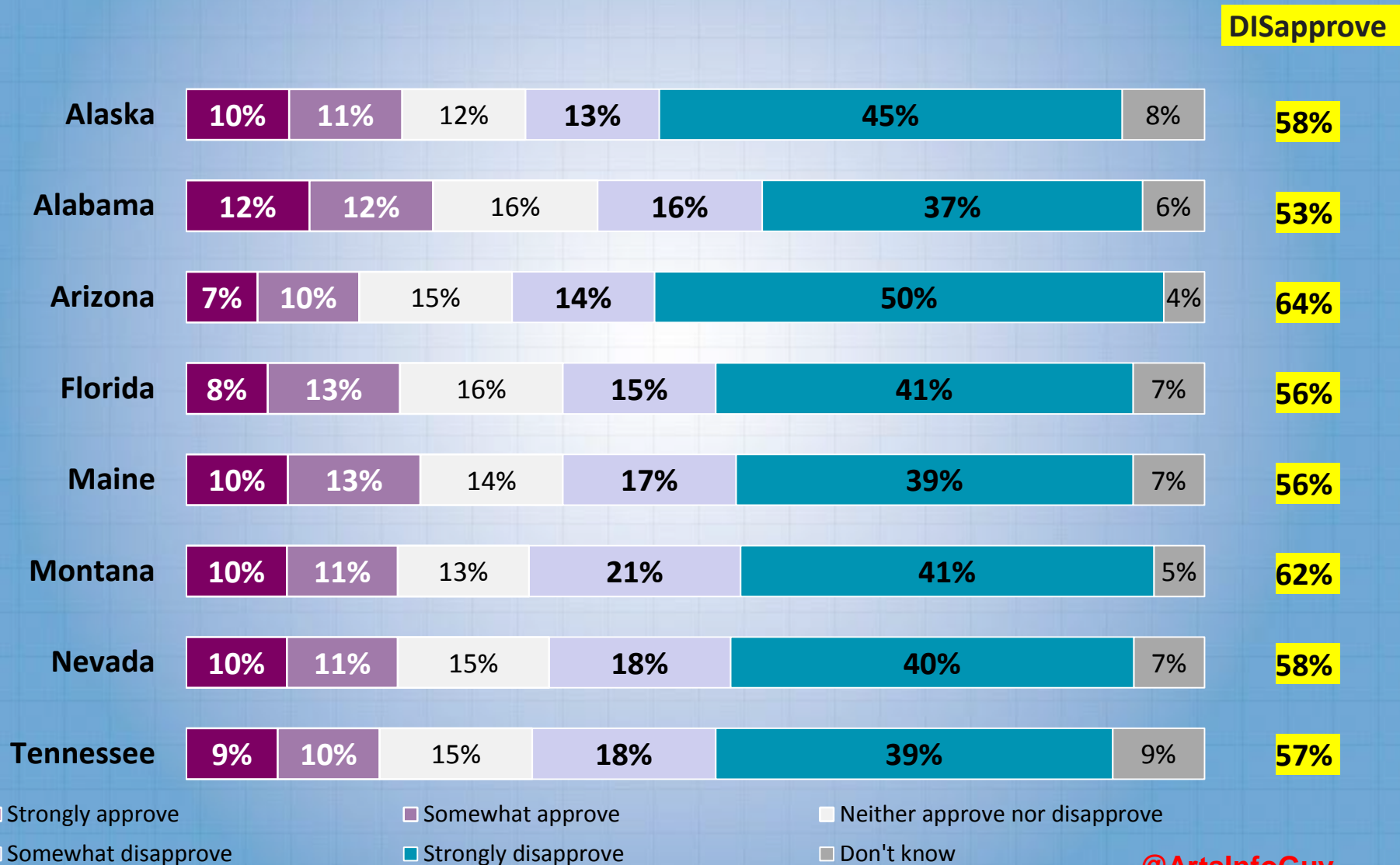
Candidates Who Want to Increase Federal Spending on Nonprofit Arts Organizations from 45 Cents to \$1 Per Capita



Support for Candidates Who Want to Increase Arts Funding



“Do you approve of eliminating the National Endowment for the Arts and other agencies that fund arts, culture, and public broadcasting?”





The Arts and Our Better Selves

The Arts Provide Meaning to Our Lives

A circular progress indicator with a yellow outer ring and a dark blue inner ring. The dark blue ring is filled with 81% of the circle, representing the percentage value shown in the center.

81%

81% believe the Arts are a “positive experience in the world”

A circular progress indicator with a yellow outer ring and a dark blue inner ring. The dark blue ring is filled with 73% of the circle, representing the percentage value shown in the center.

73%

73% believe the Arts give them “pure pleasure to experience and participate in”

A circular progress indicator with a yellow outer ring and a dark blue inner ring. The dark blue ring is filled with 69% of the circle, representing the percentage value shown in the center.

69%

69% believe the Arts “lift me beyond everyday experiences”

Arts Unify Our Communities



The Arts Unify Our Communities



73% believe the arts help them understand other cultures better



72% believe that the arts unify us regardless of age, race, and ethnicity

**“Everyone in my community
has equal access to the arts.”**

(Just 50 percent agree . . .)

Take the Data for a Spin

		Likely Voter		Type of Community			Race & Income				Political Party			
	Total	Likely Voter	Unlikely Voter	Urban	Suburban	Rural	White (Non-Hispanics) Under \$50k	White (Non-Hispanics) \$50k+	PoC (incl. all Hispanics) Under \$50k	PoC (incl. All Hispanics) \$50k+	DEM	REP	IND	Other
		A	B	C	D	E	F	G	H	I	V	W	X	Y
Yes (Net)	1435	766	117	359	424	652	333	552	155	191	557	467	288	45
	47%	48%	43%	47%	46%	49%	50%	43%	51%	47%	49%	47%	49%	50%
							G							*
Yes, I paint	410	198	25	86	131	194	90	128	61	62	164	143	70	12
	14%	12%	9%	11%	14%	14%	13%	10%	20%	15%	14%	14%	12%	14%
							G		FG					*
Yes, I take creative photographs	405	220	24	102	107	196	89	150	42	61	152	131	89	17
	13%	14%	9%	13%	12%	15%	13%	12%	14%	15%	13%	13%	15%	19%
		B												*
Yes, I play an instrument	384	202	25	94	118	172	73	162	31	51	137	140	82	11
	13%	13%	9%	12%	13%	13%	11%	13%	10%	13%	12%	14%	14%	13%
														*
Yes, I sew	356	213	36	59	114	184	109	135	29	22	131	111	71	12
	12%	13%	13%	8%	12%	14%	16%	11%	9%	5%	12%	11%	12%	13%
					C	C	GHI	I						*
Yes, I write or read poetry	351	162	42	100	104	147	80	103	64	64	166	65	87	10
	12%	10%	15%	13%	11%	11%	12%	8%	21%	16%	15%	7%	15%	11%
			A				G		FG	G	W		W	*

AmericansForTheArts.org/PublicOpinion



Thank You!

AmericansForTheArts.org/PublicOpinion

rcohen@artsusa.org