# What Americans Believe About the Arts

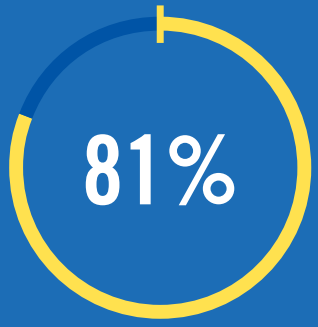
## Americans Speak Out About the Arts in 2018:

*An In-depth Look at Perceptions & Attitudes About the Arts in America*

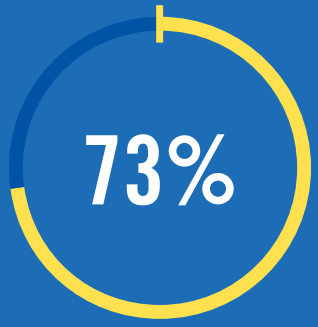
Americans are highly engaged in the arts and believe more strongly than ever that the arts promote personal well-being, help us understand other cultures in our community, are essential to a well-rounded K-12 education, and that government has an important role in funding the arts.

# Arts Experiences

## The Arts Provide Meaning to Our Lives



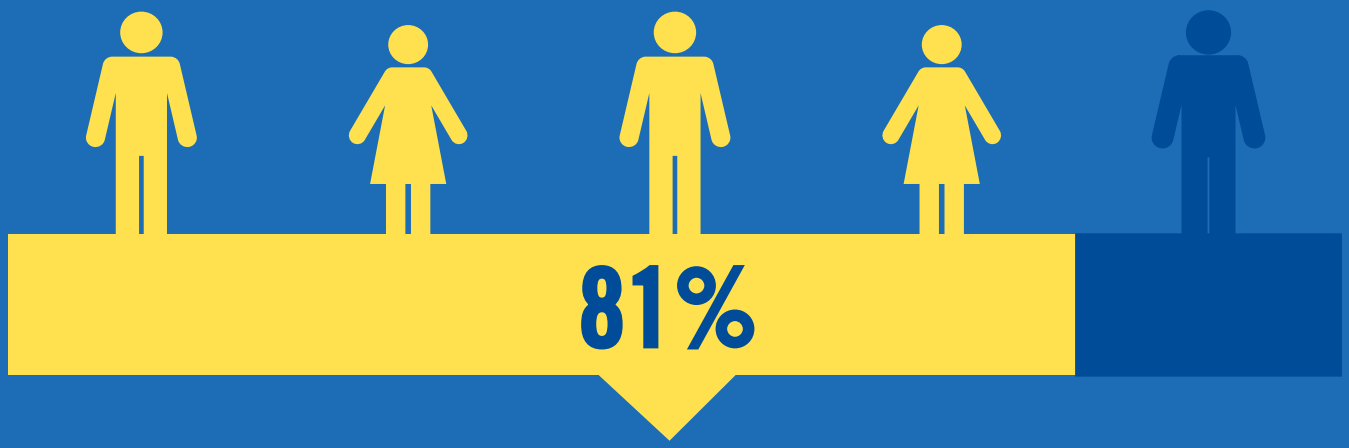

81% believe the Arts are a “positive experience in the world”




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

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

## We Believe the Arts are a Positive Experience in a Troubled World



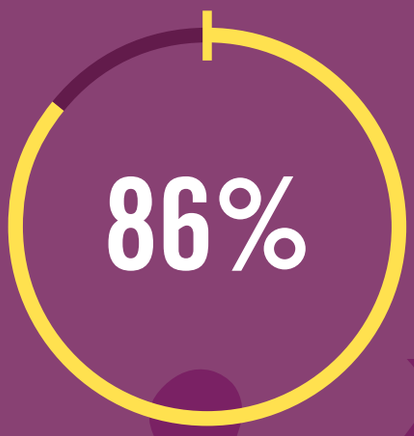

4 in 5 Americans believe that the arts are a positive experience in a troubled world.

# Arts Values

## Arts Institutions Add Value to Our Communities

Americans overwhelmingly agree that arts facilities such as museums, theaters, and concert halls are important to their communities, regardless of whether they engage with the arts.

**90% agree arts institutions are important to quality of life**




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

## The Arts Improve Healing and

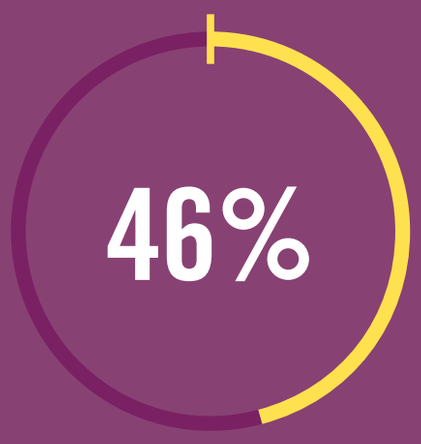
# the Healthcare Experience

Nearly 7 in 10 Americans see the arts improving the healing and healthcare experience.

**68% of Americans agree that the arts improve healing and the healthcare experience.**

# The Arts Help Returning Military Personnel Transition Back to Civilian Life

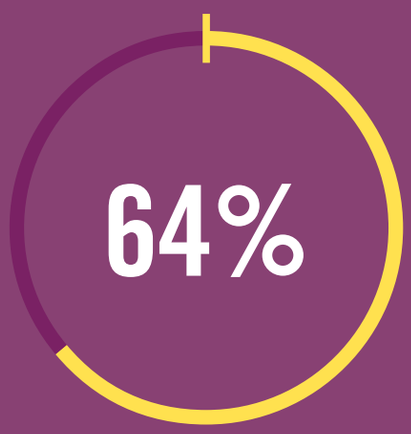
The arts are seen as being able to help returning military personnel transition back to civilian life.




**46% of Americans believe the arts help returning military personnel transition**

# We Engage in the Arts Because it Makes 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**

# More Americans Today Believe

That arts institutions are important to quality of life, local business, and the economy.

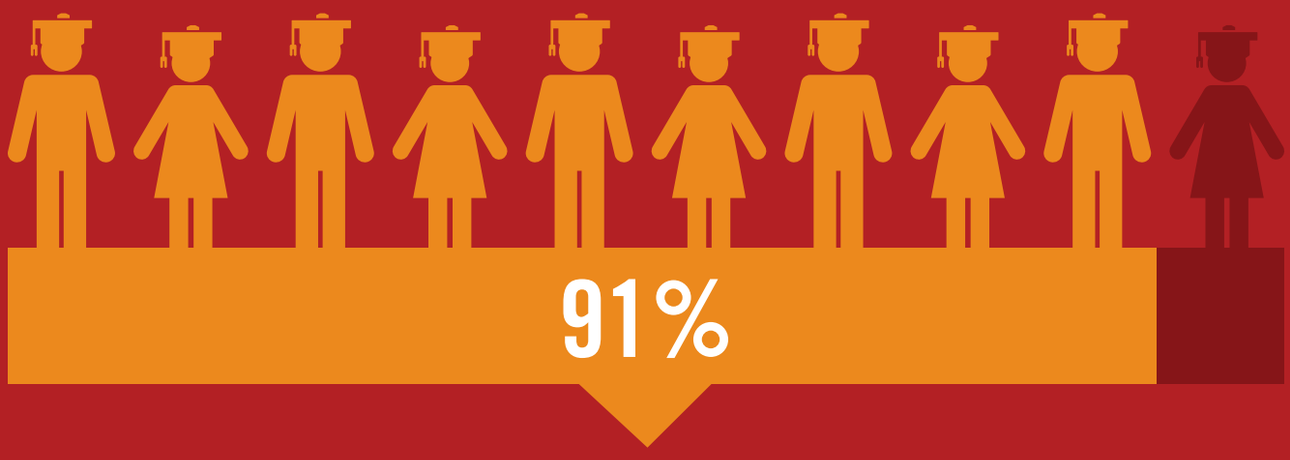
| 2018 | 2015 |
| --- | --- |

| | | |
|---|---|---|
| Arts institutions are important to a community's quality of life | 90% | 87% |
| Art institutions are important to a community's businesses and economy | 86% | 82% |

# Arts Education

## We Believe the Arts are Part of a Well-Rounded Education

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



**9 in 10 Americans agree the arts are part of a well-rounded education.**

## We Believe the Arts Should be Taught in Grades K-12

Nearly all Americans believe students should receive an education in the arts in elementary school *(94 percent)*, middle school *(94 percent)*, and high school *(93 percent)*.

**94% believe students should receive an education in the arts in elementary school, middle school, and high school.**

## We Believe Students Should Also Be Taught the Arts Outside of School

The vast majority of Americans (89 percent) say the arts should also be taught outside of the classroom in the community.

**89% say the arts should also be taught in out-of-school programs in the community.**

## We Believe the Arts Help Students Perform Better Academically

**74% agree that the arts help students perform better academically.**

# More Americans Today Believe

The arts are part of a well-rounded education and should be taught in K-12 schools, as well as in the community.

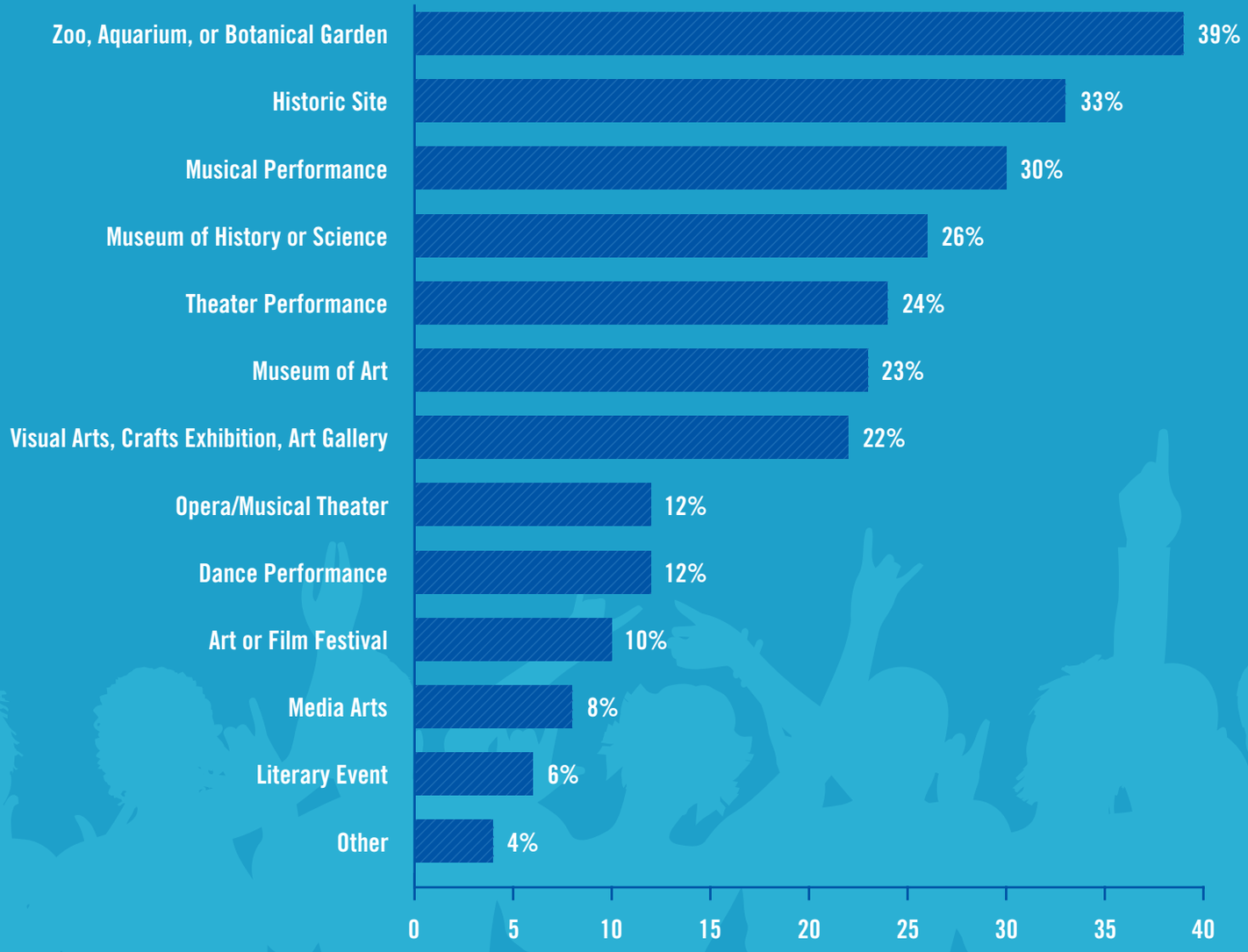
The arts should be taught in schools:

| | 2018 | 2015 |
|---|---|---|
| Elementary School | 94% | 88% |
| Middle School | 94% | 90% |
| High School | 93% | 89% |
| Afterschool Program | 89% | 83% |

# Arts Engagement

## Most of Us Seek Out Arts Experiences

Three-quarters of Americans *(72%)* attended an arts event last year, including:




# Half of Americans Sing in the Shower or When No One is Listening

52% of Americans sing in the shower or when no one is

listening. Americans should have more pride in their singing ability!

*"Make your own kind of music. Sing your own special song."*

*— Mama Cass Elliott*

# Creativity in your Job Means More Success in Your Work Place

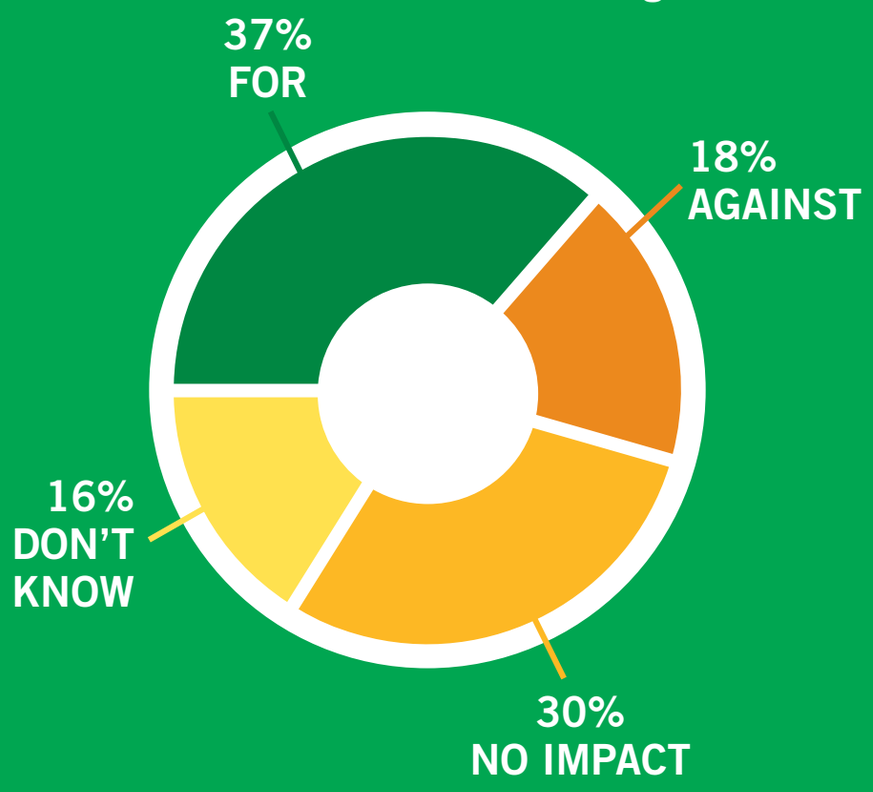
More than half of employed American adults agree that their job requires them to be creative, and an even greater proportion believe the more creative and innovative they are at their job, the more successful they are in the workplace.

**55% of Americans believe that their jobs require them to be creative**

**60% of Americans believe the more creative they are at their job, the more successful they will be in the work place**

## We Will Support Candidates Who Want to Increase Arts Funding

Americans are twice as likely to vote in favor of a candidate who increases federal arts spending from 45 cents to $1 per person than against one.




- **37%** would vote for a candidate who supports an increase in arts spending
- **18%** would vote against a candidate who supports an increase in arts spending
- **30%** say it would not impact their vote
- **16%** don't know how it would impact their vote

## The Arts Unify our Communities

7 in 10 Americans believe the arts unify their communities, and 2 in 5 Americans have changed an opinion or perception based on an arts experience.

**73% believe the arts help them understand other cultures better**

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

# The Arts Improve the Image and Identity of our Communities

The arts have a positive impact on communities with seven in ten Americans stating the arts improve not only the quality and livability of their community, but also the image and identity.

**71% agree that the arts improve the image and identity of their communities**

# The Arts Industry is Good for the Economy and Supports Jobs

The arts are seen to have a positive impact on communities, with nearly seven in ten *(68 percent)* Americans stating the arts are good for the economy and supports jobs.

**68% of Americans believe the arts industry is good for the economy and supports jobs**

# More Americans Today Believe

The arts help understand other cultures better, improve the image and identity of our communities, and unify Americans regardless of age, race, or ethnicity.

| | 2018 | 2015 |
|---|---|---|
| **The arts help me understand other cultures better** | 73% | 62% |

| | | |
|---|---|---|
| The arts improve the image and identity of my community | 70% | 60% |
| The arts unify us, regardless of age, race, ethnicity | 72% | 67% |

## Americans Speak Out About the Arts in 2018

Americans for the Arts' Public Opinion Poll provides an in-depth look at the perceptions and attitudes about the arts in the United States. Browse more findings from the Public Opinion Poll:

**AmericansForTheArts.org/PublicOpinion**