



Arizonans Speak Out About The Arts in 2018

An In-Depth Look at Perceptions and
Attitudes About the Arts

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.

Introduction

Americans Speak Out About The Arts in 2018 is the second in a series of national public opinion surveys about the arts (the first was conducted in 2015). The poll was conducted by Ipsos Public Affairs (the third largest survey research firm in the world) on behalf of Americans for the Arts during the week of May 9-16, 2018. To ensure precision in the findings, a sample of 3,023 adults were interviewed online (by way of comparison, the typical national political poll has a sample size of just 1,000 adults). Additionally, a sample made up of adults living in the following eight states (roughly 305 interviews completed per each state) was surveyed for state reports: Alaska, Alabama, Arizona, Florida, Maine, Montana, Nevada, and Tennessee. The accuracy of the national survey has a credibility interval of ± 2.0 percentage points and the state surveys ± 6.5 .

The arts are a fundamental component of a healthy society—one that provides benefits to the individual, community, and the nation:

- Aesthetic: The arts create beauty and preserve it as part of culture.
- Creativity: The arts encourage creativity, a critical skill in a dynamic world.
- Expression: Artistic work lets us communicate our interests and visions.
- Identity: Arts goods, services, and experiences help define our culture.
- Innovation: The arts are sources of new ideas, futures, concepts, and connections.
- Preservation: Arts and culture keep our collective memories intact.
- Prosperity: The arts create millions of jobs and enhance economic health.
- Skills: Arts aptitudes and techniques are needed in all sectors of society and work.
- Social Capital: We enjoy the arts together, across races, generations, and places.

Because of this significance of the arts to American life, there are many studies that document the social, educational, and economic impacts of the arts on communities. What makes this study different is that it measures from the public's perspective their (1) personal engagement in the arts as audience and creator, (2) support for arts education and government arts funding, (3) opinions on the personal and well-being benefits that come from engaging in the arts, and (4) how those personal benefits extend to the community.



Executive Summary of Findings

Arizonans Speak Out About the Arts in 2018

Arizonans believe the arts provide meaning to their lives and make their communities better places to live.

- 79 percent of Arizona adults attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.
- People in Arizona are more likely to be personally involved in artistic activities as arts makers (63 percent) than American adults nationally (47 percent).
- Arizonans are especially likely to agree that the arts are a form of pure pleasure when they experience or participate in them (82 percent) and that they unify us, regardless of age, race, and ethnicity (81 percent).
- 80 percent of Arizonans believe the arts help students perform better academically. 70 percent believe that the arts improve healing and the healthcare experience. 54 percent agree that the arts are helpful to military personnel transitioning back to civilian life.
- Arizonans are especially likely to agree that creativity enhances success in the workplace (74 percent), compared to the national sample. Arizonans are also more likely to say their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new or unique (63 percent).
- In Arizona, there is consensus when it comes how the arts impact tourism, with almost nine-in-ten adults in agreement that the arts attract travelers and are good for tourism (87 percent).
- Arizona residents stand out as being especially likely to agree that the arts have a social impact and improve the quality and livability of their community (79 percent vs. 71 percent nationally).
- About half of adults in Arizona think federal spending per person on nonprofit arts organizations is not enough (48 percent).
- Most adults in Arizona disapprove of the government eliminating the National Endowment for the Arts, including 50 percent who strongly disapprove.

Americans Speak Out About the Arts in 2018 (Highlights)

Nationally, 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.

- 1. “The arts provide meaning to our lives.”** 69 percent of Americans believe the arts “lift me up beyond everyday experiences,” 73 percent feel the arts give them “pure pleasure to experience and participate in,” and 81 percent say the arts are a “positive experience in a troubled world.”
- 2. “The arts unify our communities.”** The personal benefits of the arts extend beyond the individual to the community. 72 percent believe “the arts unify our communities regardless of age, race, and ethnicity” and 73 percent agree that the arts “helps me understand other cultures better.”
- 3. “Most of us seek out arts experiences.”** Nearly three-quarters of the adult population (72 percent) attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.
- 4. “We experience the arts in unexpected places.”** Americans also enjoy the arts in "non-traditional" venues, such as a symphony in the park, a performance in an airport, or exhibitions in a hospital or shopping mall (70 percent).
- 5. “There is near universal support for arts education.”** 91 percent agree that the arts are part of a well-rounded K-12 education. Over 90 percent say students should receive an education in the arts in elementary school, middle school, and high school. 89 percent say the arts should also be taught outside of the classroom in the community.

Americans Speak Out About the Arts in 2018 (Highlights)

6. **“We support government arts funding at all levels.”** Most Americans approve of arts funding by local government (60 percent), state government (58 percent), federal government (54 percent), and by the National Endowment for the Arts (64 percent).
7. **“We will vote for candidates who increase arts funding.”** 53 percent support increasing federal government spending on nonprofit arts organizations (vs. 22 percent against). Americans are twice as likely to vote for a candidate who increases federal arts spending from 45 cents to \$1 per person than against one (37 percent vs. 18 percent).
8. **“We make art in our personal time.”** Half of all Americans are personally involved in art-making activities such as painting, singing in a choir, making crafts, writing poetry, or playing music (47 percent).
9. **“Creativity boosts job success.”** 55 percent of employed adults say their job requires them to “be creative and come up with ideas that are new and unique.” An even greater proportion (60 percent) say that the more creative and innovative they are at their job, the more successful they are in the workplace.
10. **“Cultural institutions add value to our community.”** Whether people engage with the arts or not, 90 percent believe cultural facilities (theaters, museums, sculpture parks, neighborhood arts centers) improve quality of life, and 86 percent believe cultural facilities are important to local business and the economy.
11. **“We donate to the arts.”** 24 percent of the population donated to an arts, culture, or public broadcasting organization in the previous year. Donors were typically younger and had higher incomes and education.
12. **“Not everyone in my community has equal access to the arts.”** Despite many benefits that the arts bring to individuals and communities, just 50 percent believe that “everyone in their community has equal access to the arts.”



Personal Engagement With The Arts

Arts and Culture Enjoyed by Arizonans in the Past Year

- 79 percent of Arizona adults attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.
- Zoos, aquariums, and botanical gardens are the most visited sites by Arizonans (41 percent), also very popular are historic sites (35 percent), musical performances (33 percent) and visual arts, crafts exhibitions, and art galleries (31 percent).
- Attendance at many of the top ranked events/venues is similar in Arizona, compared to the national sample. Arizonans are more likely to have attended a visual arts, crafts exhibition, or art gallery (31 percent) than the national sample (22 percent).

Question: Thinking about “the arts” (as defined on an earlier screen*), have you visited or attended any of the following in the past year?

	AZ	National	AL	AK	FL	ME	MT	NV	TN
Yes (Attended at least once)	79%	72%	72%	79%	73%	73%	76%	76%	74%
Zoo, aquarium, or botanical garden	41%	39%	40%	45%	38%	32%	32%	35%	40%
Historic site	35%	33%	40%	39%	28%	37%	48%	33%	36%
Musical performance	33%	30%	26%	36%	32%	32%	36%	31%	25%
Museum of history or science	28%	26%	22%	35%	23%	27%	38%	29%	21%
Visual arts, crafts exhibition, art gallery	31%	22%	18%	33%	26%	28%	26%	23%	25%
Theater performance	21%	24%	22%	32%	28%	24%	23%	23%	24%
Museum of art	23%	23%	16%	24%	27%	25%	20%	21%	16%
Dance performance	13%	12%	9%	22%	16%	22%	11%	12%	13%
Art or film festival	13%	10%	11%	11%	13%	8%	13%	16%	8%
Media arts	13%	8%	10%	14%	14%	10%	10%	12%	8%
Opera/musical theater	10%	12%	8%	11%	12%	10%	9%	9%	8%
Literary event	5%	6%	5%	10%	8%	6%	6%	6%	5%
Other	6%	4%	3%	4%	2%	5%	7%	4%	6%
None	21%	28%	28%	21%	27%	27%	24%	24%	26%

*This survey is about the arts. By “the arts,” we mean a wide range of creative and artistic pursuits such as visiting a museum, attending a play or festival as well as participating personally in activities such as quilting, photography, choir music or spoken word poetry. Please keep in mind that the arts occur in many places in our community—ranging from parks, community centers, and streets to established institutions such as museums and theaters.

Arizonans Active as Arts Makers



- Fifty-nine percent of adults in Arizona are personally engaged in the arts, for example, by playing an instrument (22 percent), by writing or reading poetry (19 percent), or by taking creative photographs (17 percent).
- People in Arizona are more likely to be personally involved in artistic activities (63 percent) than American adults nationally (47 percent).

Question: Are you personally involved in any artistic activities such as ceramics, painting, quilting, sewing circles, acting, writing poetry, dancing, or singing in a choir (either at home or in the community)?

	AZ	National	AL	AK	FL	ME	MT	NV	TN
Yes (participate in at least one)	59%	47%	63%	52%	59%	59%	62%	58%	54%
Yes, I take creative photographs	17%	13%	24%	15%	18%	20%	24%	18%	16%
Yes, I play an instrument	22%	0.13	22%	19%	19%	17%	20%	14%	15%
Yes, I paint	17%	14%	20%	18%	18%	18%	16%	15%	11%
Yes, I sew	16%	0.12	20%	15%	13%	16%	23%	12%	15%
Yes, I write or read poetry	19%	12%	16%	14%	16%	14%	17%	18%	14%
Yes, I dance	14%	10%	0.11	9%	18%	10%	13%	11%	9%
Yes, I sing with a group or in a choir	6%	5%	12%	11%	6%	5%	8%	5%	9%
Yes, I quilt	6%	0.04	6%	2%	2%	11%	9%	5%	5%
Yes, I do ceramics	7%	3%	4%	5%	4%	6%	4%	4%	4%
Yes, I act	3%	3%	5%	3%	5%	3%	2%	4%	4%
Yes, I act or participate in theater	2%	3%	3%	4%	4%	5%	2%	3%	3%
Yes, I sculpt	1%	0.02	2%	1%	3%	4%	4%	3%	1%
Yes, other	17%	0.14	21%	9%	13%	16%	23%	16%	14%
No	40%	50%	33%	47%	40%	40%	38%	41%	46%
Don't know	1%	2%	4%	1%	1%	1%	0%	1%	1%



Sentiments Towards The Arts

Arizonans Believe The Arts Provide Meaning to their Lives

- In Arizona, adults are especially likely to agree that the arts are a form of pure pleasure when they experience or participate in them (82 percent) and that they unify us, regardless of age, race, and ethnicity (81 percent).
- Seventy-six percent of adults in Arizona believe the arts help them understand other cultures better, 75 percent say the arts makes them a more creative person, and 47 percent have changed an opinion or perception as a result of an arts experience.

Question: Thinking about your experiences with the arts (e.g., when you attend an arts event or make art personally), to what extent do you agree or disagree with the following statements?

	AZ	National	AK	AL	FL	ME	MT	NV	TN
The arts give me pure pleasure when I experience or participate in them	82%	73%	81%	73%	78%	73%	73%	73%	79%
The arts help me understand other cultures better	76%	73%	78%	74%	72%	71%	72%	73%	73%
The arts unify us, regardless of age, race, and ethnicity	81%	72%	79%	77%	76%	69%	71%	72%	72%
The arts make me a more creative person	75%	64%	75%	67%	68%	65%	68%	70%	68%
I have changed an opinion or perception based on an arts experience	47%	41%	44%	44%	44%	40%	37%	44%	42%

Arizonans Believe The Arts Have a Positive Social Impact for Diverse Audiences Such as Students, Patients, and Military Personnel

Survey respondents were asked about their opinions of how the arts address areas of community impact:

- Eighty percent of Arizonans believe the arts help students perform better academically.
- Seventy percent believe that the arts improve healing and the healthcare experience.
- Fifty-four percent agree that the arts are helpful to military personnel transitioning back to civilian life.

Question: To what extent do you agree or disagree with the following statements?

	AZ	National	AK	AL	FL	ME	MT	NV	TN
The arts help students perform better academically	80%	74%	78%	77%	79%	75%	75%	75%	74%
The arts improve healing and the healthcare experience	70%	68%	64%	61%	68%	62%	61%	62%	60%
The arts help returning military personnel transition back to civilian life	54%	46%	49%	48%	48%	45%	47%	49%	45%

Creativity is Seen to Boost Professional Success in Arizona

- Arizonans are especially likely to agree that creativity enhances success in the workplace (74 percent), compared to the national sample (60 percent).
- Arizonans are also more likely to say their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new or unique (60 percent).

Question: Thinking about your professional life, to what extent do you agree or disagree with the following statements?

	AZ	National	AK	AL	FL	ME	MT	NV	TN
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.	74%	60%	68%	61%	64%	59%	61%	70%	63%
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.	60%	55%	63%	57%	53%	55%	61%	61%	48%



Social Impact of the Arts

The Arts are Good for Tourism and the Economy in Arizona

- Arizona residents stand out as being especially likely to agree that the arts have a social impact and improve the quality and livability of their community (79 percent vs. 71 percent nationally).
- In Arizona, there is consensus when it comes how the arts impact tourism, with almost nine-in-ten adults in agreement that the arts attract travelers and are good for tourism (87 percent).
- Six-in-ten Arizonans say that there are adequate arts/cultural opportunities for them within their community (60 percent), on par with national results (56 percent).

Question: To what extent do you agree or disagree with the following statements?

	AZ	National	AL	AK	FL	ME	MT	NV	TN
The arts attract travelers and are good for tourism	87%	N/A	83%	87%	82%	86%	86%	85%	86%
The arts have a social impact, improving the quality and livability of my community	79%	71%	73%	81%	76%	72%	74%	73%	72%
The arts industry is good for the economy and supports jobs	72%	68%	71%	68%	71%	71%	72%	72%	74%
My community offers me an adequate amount of arts and cultural opportunities in which to participate	60%	56%	55%	59%	58%	47%	62%	61%	58%



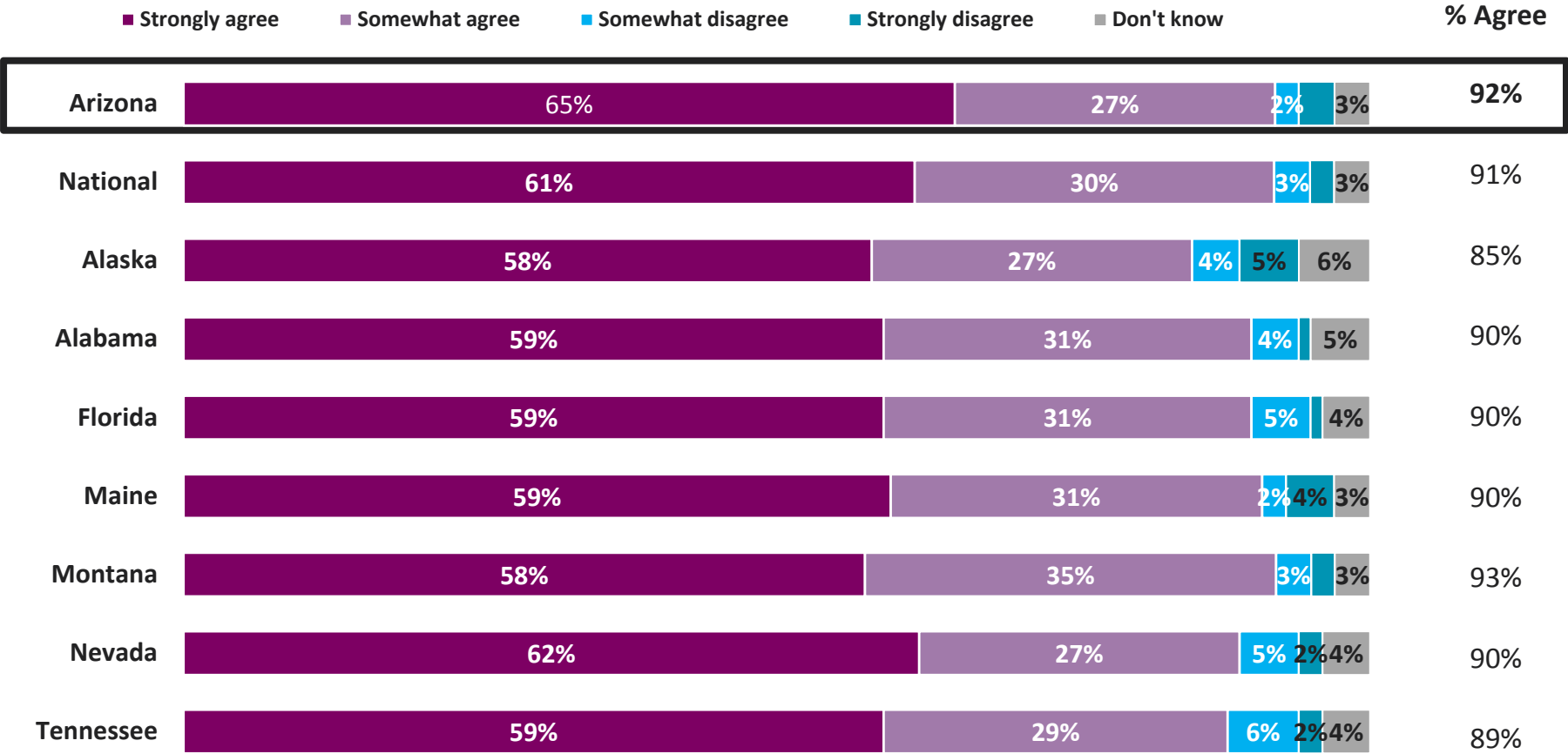
K-12 Arts Education

Residents of Arizona See Arts as Part of a Well-Rounded Education



- Roughly nine-in-ten adults living in Arizona agree that the arts are part of a well-rounded education for students in grades kindergarten through 12th grade.

Question: To what extent do you agree or disagree that the arts are part of a well-rounded education for students in grades Kindergarten through 12th (K-12)?



Education in the Arts is Deemed Important Across Education Levels



- Those living in Arizona typically fall in line with adults from the national population when it comes to highly rating the importance of K-12 students receiving an education in the arts.
- Roughly nine-in-ten adults from Arizona think it is important for students to receive an education in the arts (including dance, media arts, music, theater, visual arts, literature) in middle school (94 percent), elementary school (93 percent), high school (94 percent), and out-of-school elsewhere in the community (87 percent).

Question: Thinking about K-12 students, in your opinion how important is it for them to receive an education in the arts (including dance, media arts, music, theater, visual arts, literature)?

	AZ	National	AL	AK	FL	ME	MT	NV	TN
Middle school	94%	94%	93%	93%	92%	91%	94%	95%	94%
Elementary school	93%	94%	93%	91%	94%	89%	94%	91%	93%
High school	94%	93%	92%	91%	90%	90%	92%	93%	93%
Out-of-school, in the community	87%	89%	87%	88%	89%	80%	85%	88%	87%



Government Funding of The Arts

Majority Supports Government Arts Funding at all Levels



- The majority of adults living in Arizona approve of government funding for nonprofit arts organizations, especially when it comes from the National Endowment for the Arts (73 percent) and from the local government (71 percent).

Question: Do you approve or disapprove the funding of nonprofit arts organizations when provided by the following?

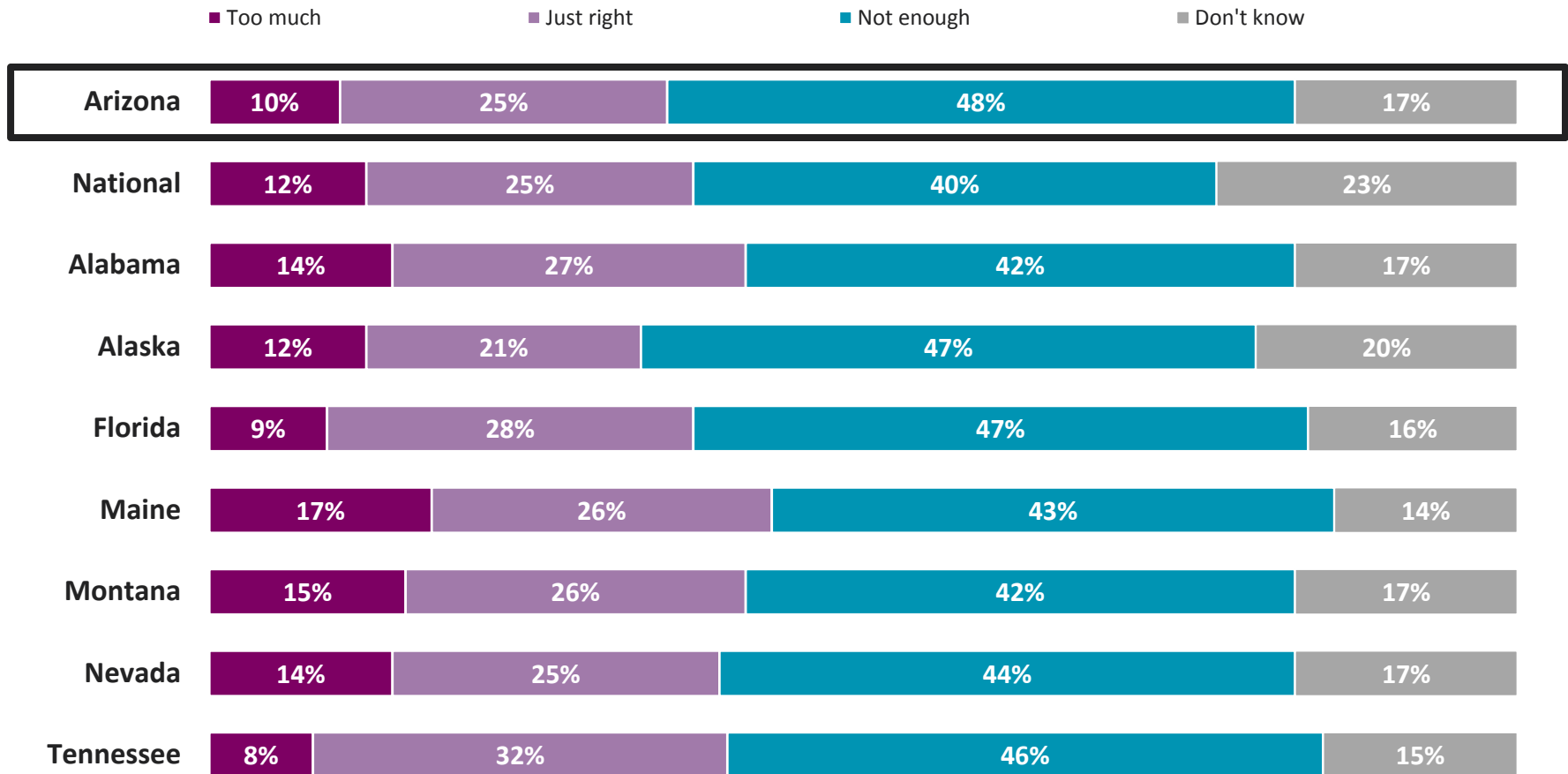
	AZ	National	AK	AL	FL	ME	MT	NV	TN
National Endowment for the Arts	73%	64%	68%	68%	77%	69%	67%	70%	77%
Local Government	71%	60%	65%	69%	68%	62%	59%	73%	73%
State Government	67%	58%	56%	65%	67%	58%	56%	69%	69%
Federal Government	58%	54%	53%	59%	61%	58%	53%	61%	65%

Opinions on Current Amount of Federal Government Arts Spending



- About half of adults in Arizona think federal spending per person on nonprofit arts organizations is not enough (48 percent).

Question: 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...

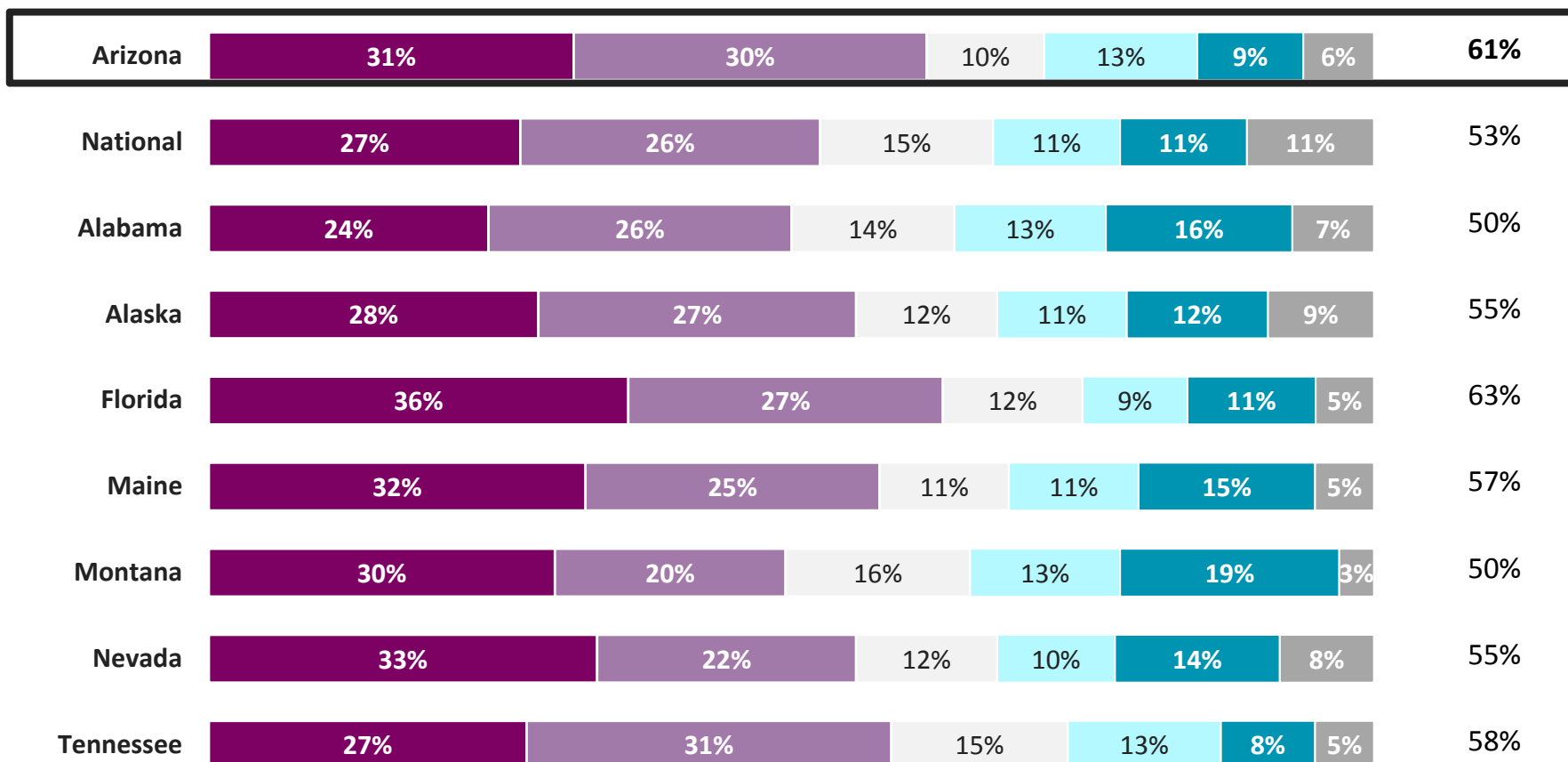


Approval of Increased Federal Spending

- Support for federal arts funding is strong in Arizona, where six-in-ten say that they approve the government increasing spending from 45 cents to \$1 per person on nonprofit arts organizations (61 percent).

Question: Would you approve or disapprove of the federal government increasing spending from 45 cents to \$1 per person on nonprofit arts organizations?

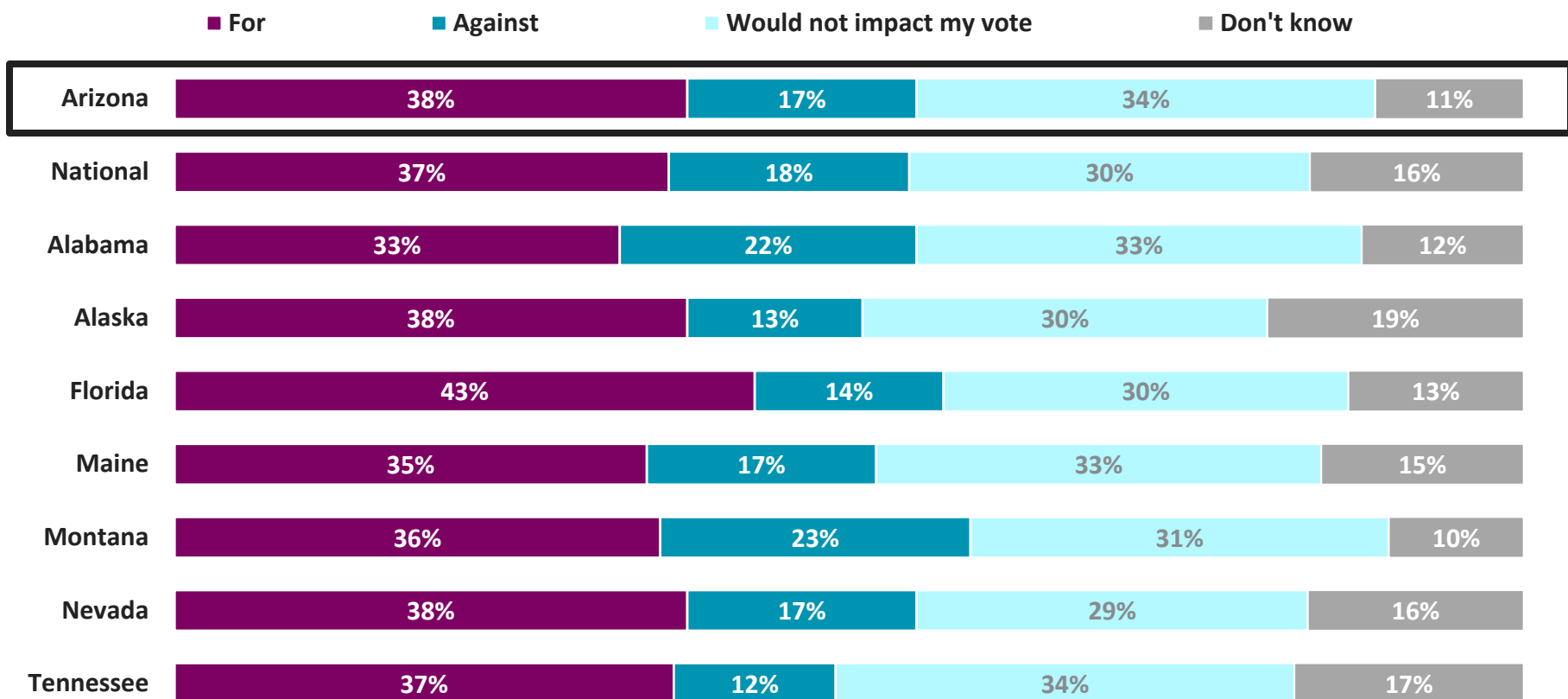
■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
 ■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know
 % Approve



Support for Candidates Who Want to Increase Arts Funding

- Arizona residents are more likely to say they would vote for a political candidate who wanted to increase federal spending on nonprofit arts organizations than to vote against such a candidate (38 percent for vs. 17 percent against).

Question: All else being equal, would you vote for or against a political candidate who wanted to increase federal spending on nonprofit arts organizations from 45 cents per person to \$1 per person?

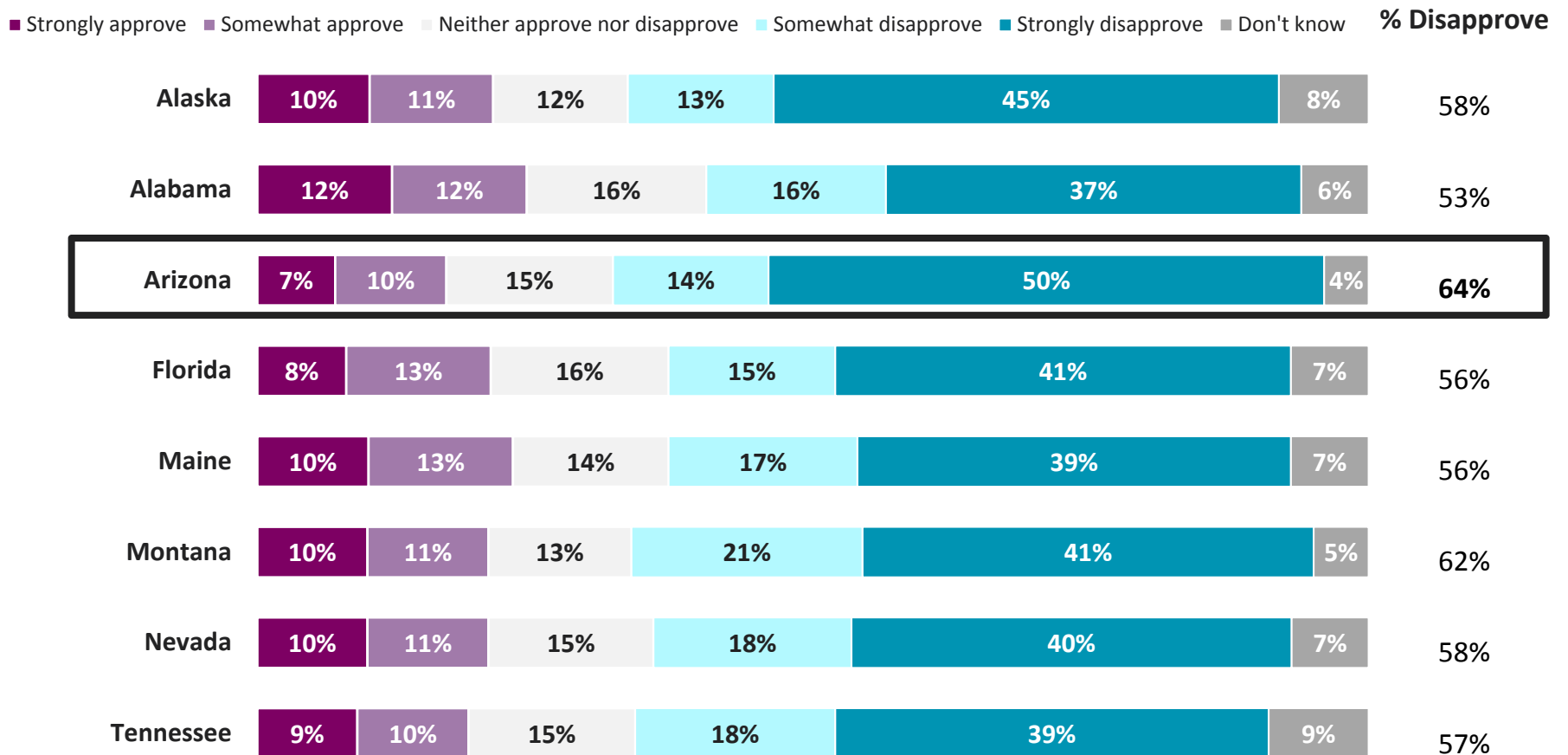


Majorities Disapprove of Eliminating the National Endowment for the Arts



- Most adults in Arizona disapprove of the government eliminating the National Endowment for the Arts, including 50 percent who strongly disapprove. (Note: This question was only asked in the eight state, so there is no national comparison.)

Question: The federal government recently proposed a federal budget that would eliminate the National Endowment for the Arts and other federal agencies that fund the arts, culture, museums, and public broadcasting. Do you approve or disapprove the government eliminating the National Endowment for the Arts agency and other similar agencies?





Methodology

Methodology

- *Americans Speak Out About The Arts in 2018* are the findings from an Ipsos poll conducted May 9-16, 2018 on behalf of Americans for the Arts. For the survey, a sample of 3,023 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. The national sample was supplemented with a boost sample made up of adults living in the following eight states (roughly 305 interviews completed per each state): Alaska, Alabama, Arizona, Florida, Maine, Montana, Nevada, and Tennessee.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ± 2.0 percentage points, and ± 6.5 percentage points for the state specific surveys.
- The sample for this study was randomly drawn from Ipsos's online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing the sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity, and income.
- Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=3,023$, $DEFF=1.5$, adjusted Confidence Interval= 3.5 for all respondents surveyed).
- For more information about Ipsos online polling methodology, please visit the [Public Opinion Polling and Communication](#) page.

ABOUT AMERICANS FOR THE ARTS

Americans for the Arts serves, advances, and leads the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America. Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education.

www.AmericansForTheArts.org

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ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

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GAME CHANGERS

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