



Montanans 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

Montanans Speak Out About the Arts in 2018

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

- 76 percent of Montana adults attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.
- People in Montana are more likely to be personally involved in artistic activities as arts makers (62 percent) than American adults nationally (47 percent).
- Montanans are especially likely to agree that the arts are a form of pure pleasure when they experience or participate in them (73 percent), and 72 percent believe the arts help them understand other cultures better.
- 75 percent of Montanans believe the arts help students perform better academically. 61 percent believe that the arts improve healing and the healthcare experience. 47 percent agree that the arts are helpful to military personnel transitioning back to civilian life.
- Six-in-ten Montanans agree that creativity enhances success in the workplace (61 percent). Six-in-ten Montanans also 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 (61 percent).
- In Montana, there is consensus when it comes how the arts impact tourism, with about nine-in-ten adults in agreement that the arts attract travelers and are good for tourism (86 percent).
- Three-quarters of Montana residents agree that the arts have a social impact and improve the quality and livability of their community (74 percent vs. 71 percent nationally).
- About four-in-ten adults in Montana think federal spending per person on nonprofit arts organizations is not enough (42 percent).
- Most adults in Montana disapprove of the government eliminating the National Endowment for the Arts, including 41 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 Montanans in the Past Year

- Seventy-six percent of Montana adults attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.
- About half of Montanans visited a historic site in the past year (48 percent), also very popular are musical performances (36 percent), zoos, aquariums, and botanical gardens (32 percent), and visual arts, crafts exhibitions, and art galleries (26 percent).
- Montanans are more likely to have attended a museum of history or science (38 percent) than the national sample (26 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?

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

Montanans Active as Arts Makers

- Sixty-two percent of adults in Montana are personally engaged in the arts, for example, by taking creative photographs (24 percent), sewing (23 percent), or playing an instrument (20 percent).
- People in Montana are more likely to be personally involved in artistic activities (62 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)?

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



Sentiments Towards The Arts

Montanans Believe The Arts Provide Meaning to their Lives

- In Montana, adults are especially likely to agree that the arts are a form of pure pleasure when they experience or participate in them (73 percent) and 72 percent believe the arts help them understand other cultures better.
- Seven-in-ten Montanans agree that the arts unify us, regardless of age, race and ethnicity (71 percent), 68 percent say the arts makes them a more creative person, and 37 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?

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

Montanans 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:

- Seventy-five percent of Montanans believe the arts help students perform better academically.
- Sixty-one percent believe that the arts improve healing and the healthcare experience.
- Forty-seven 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?

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

Creativity is Seen to Boost Professional Success in Montana

- Six-in-ten Montanans agree that creativity enhances success in the workplace (61 percent).
- Six-in-ten Montanans also 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 (61 percent).

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

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



Social Impact of the Arts

The Arts are Good for Tourism and the Economy in Montana

- Three-quarters of Montana residents agree that the arts have a social impact and improve the quality and livability of their community (74 percent).
- In Montana, there is consensus when it comes how the arts impact tourism, with about nine-in-ten adults in agreement that the arts attract travelers and are good for tourism (86 percent).
- Six-in-ten Montanans say that there are adequate arts/cultural opportunities for them within their community (62 percent), on par with national results (56 percent).

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

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



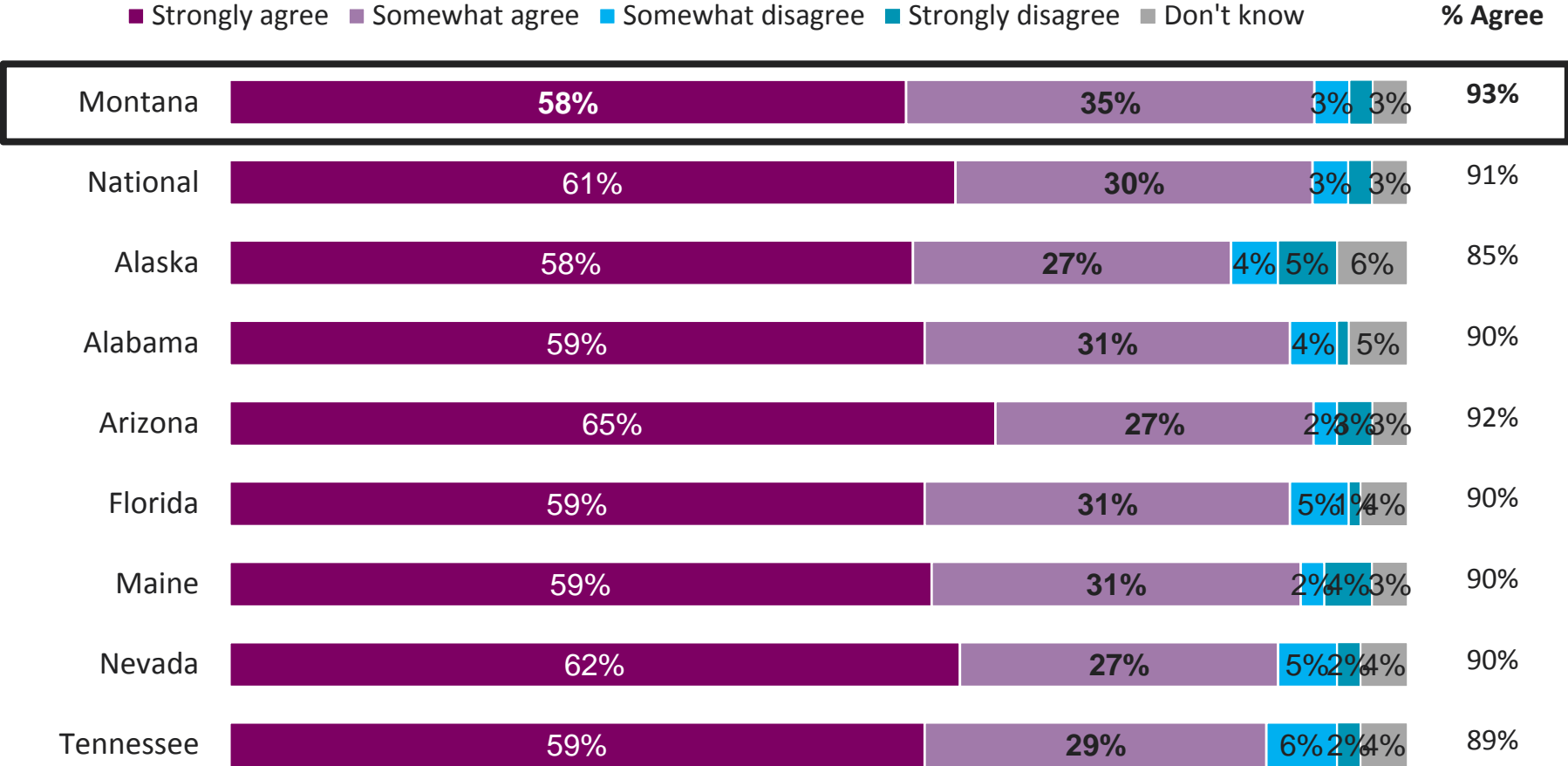
K-12 Arts Education

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



• Nine-in-ten adults living in Montana agree that the arts are part of a well-rounded education for students in grades kindergarten through 12th.

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 Montana 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 living in Montana 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 (94 percent), high school (92 percent) and out-of-school elsewhere in the community (85 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)?

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



Government Funding of The Arts

Majority Supports Government Arts Funding at all Levels



- About seven-in-ten adults living in Montana approve of government funding for nonprofit arts organizations when it comes from the National Endowment for the Arts (67 percent). Majorities also approve of nonprofit arts funding by the local government (59 percent), state government (56 percent), and federal government (53 percent).

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

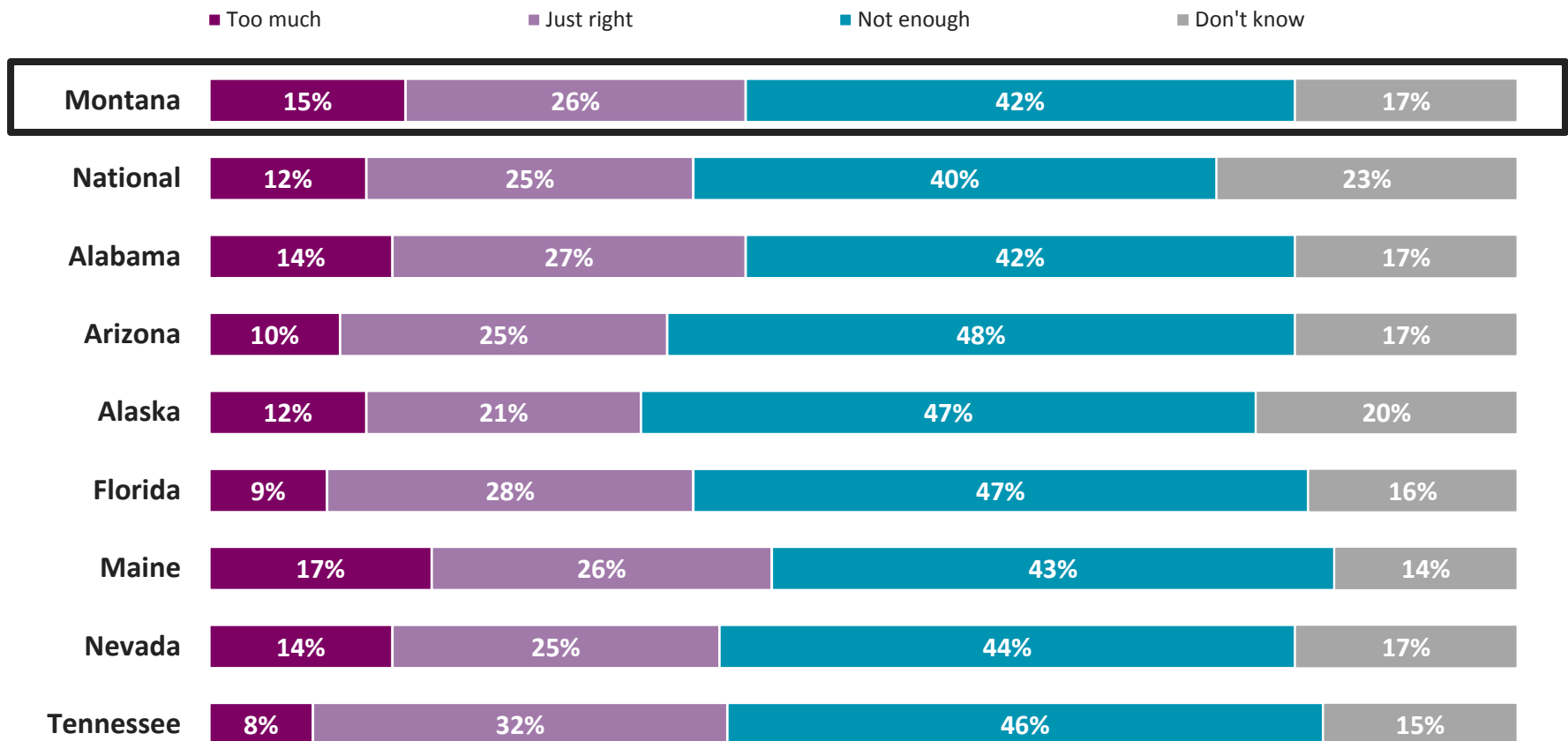
	MT	National	AK	AL	AZ	FL	ME	NV	TN
National Endowment for the Arts	67%	64%	68%	68%	73%	77%	69%	70%	77%
Local Government	59%	60%	65%	69%	71%	68%	62%	73%	73%
State Government	56%	58%	56%	65%	67%	67%	58%	69%	69%
Federal Government	53%	54%	53%	59%	58%	61%	58%	61%	65%

Opinions on Current Amount of Federal Government Arts Spending



- About four-in-ten adults in Montana think federal spending per person on nonprofit arts organizations is not enough (42 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...

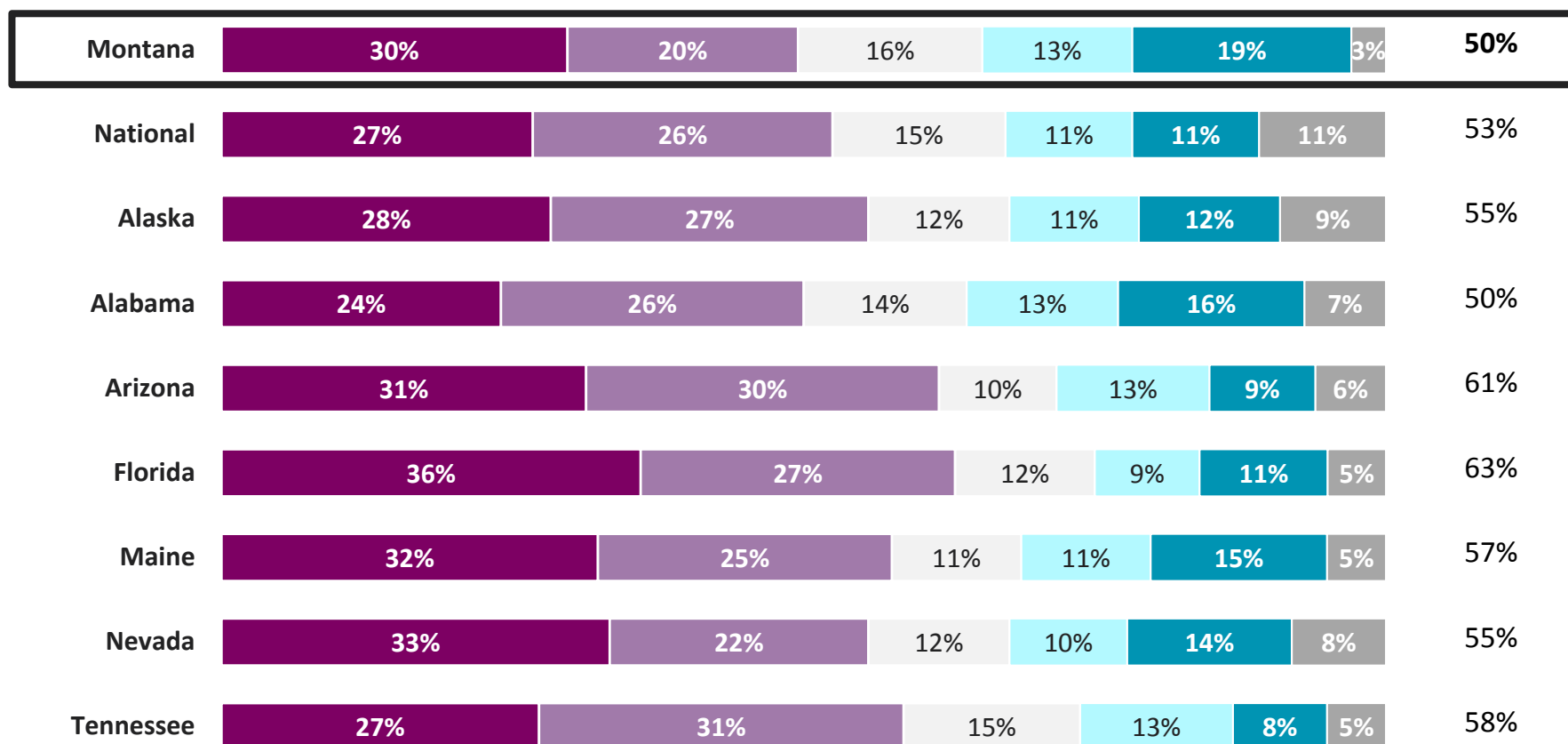


Approval of Increased Federal Spending

- Support for federal arts funding is strong in Montana, where half say that they approve the government increasing spending from 45 cents to \$1 per person on nonprofit arts organizations (50 percent).

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

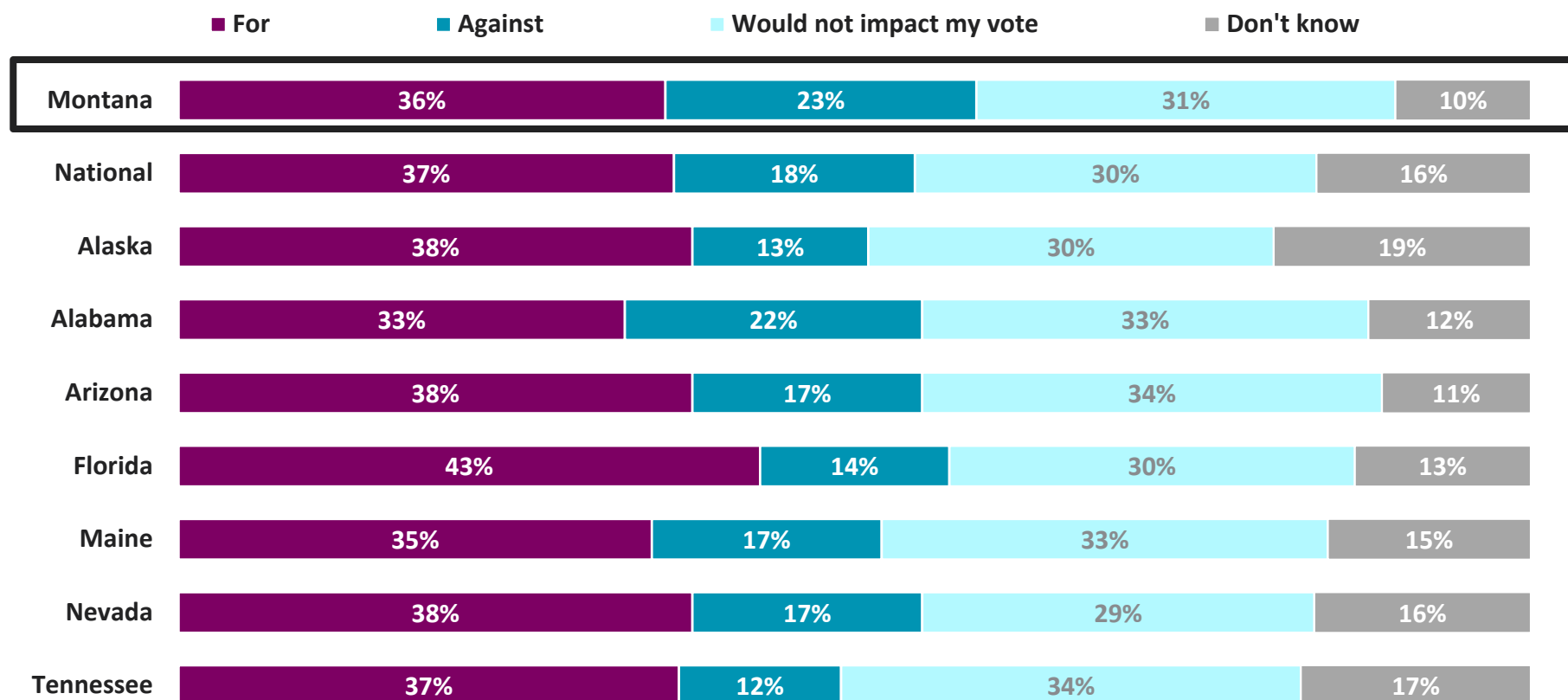
■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
 ■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know
 % Approve



Support for Candidates Who Want to Increase Arts Funding

- Montana 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 (36 percent for vs. 23 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?

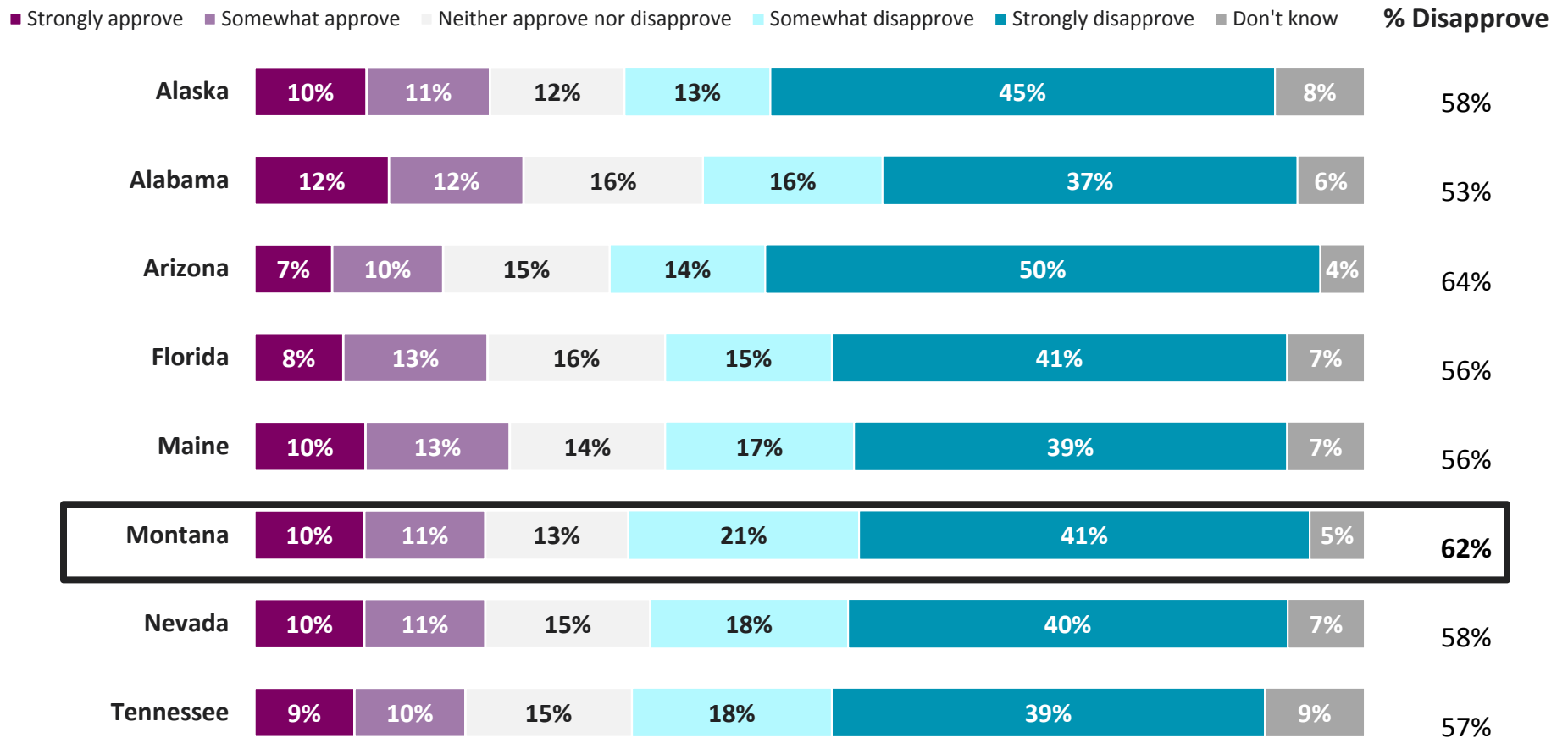


Majorities Disapprove of Eliminating the National Endowment for the Arts



- Most adults in Montana disapprove of the government eliminating the National Endowment for the Arts, including 41 percent who strongly disapprove. (Note: This question was only asked at the state level, 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

Americans for the Arts thanks **The Andrew W. Mellon Foundation** and the **Doris Duke Charitable Foundation** for their generous support of our work to produce the *Americans Speak Out About the Arts in 2018* report.



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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