



Arts
Consulting
Group



Field Survey for Transformational Change Highlights

May 18, 2022

Respondents Summary

- The Field Survey for Transformational Change was distributed by Americans for the Arts and partner organizations from April 4, 2022 to May 4, 2022 and received 478 complete or partial responses.
- **Important Note:** While broad-ranging geographically and in some demographic measures, interpreting the survey data should be done with a clear lens that the respondents are largely those already deeply involved in the arts and culture formal ecosystem, and in most cases with some affiliation with Americans for the Arts as an organization. Other explorations in the Strategic Realignment Process beyond this survey are oriented around seeking perspectives from those outside this respondent base.
- Respondents:
 - 66% of respondents identify as an arts patron or supporter, and 52% identify as an artist
 - 40% of respondents are current Americans for the Arts members, and 27% are not members and never have been
 - 18% of respondents have a disability
 - 17% of respondents identify as BIPOC
 - 94% of respondents have a Bachelor's Degree or higher
 - 57% of respondents live in an urban area
 - 73% of respondents self-identify as female
 - 12% are members of the LGBTQ+ community
 - 49% of respondents make \$100,000 or more in their household



Respondents Locations by Zip Code

Summary Survey Findings

Based on the set of individuals from the field who responded to the Survey, collective responses included:

- Growing Funding overall **is the top priority** for the respondents – answers identified increased private and public funding as their greatest hope and reduced funding as their greatest concern for the future. Growing Funding is seen as needing major support from national and regional service organizations, and a place where respondents do not feel supported well enough currently.
- Arts Advocacy with state-local governments was the most desired **continuing focus** for Americans for the Arts. Respondents feel this is the area where the field needs the most support from national and regional service organizations, and is also where they feel best supported currently.
- Providing Research and Information was the **most important service currently provided** by Americans for the Arts, followed closely by Arts Advocacy.
- Networking and Access to Information and Resources are seen as having the **most positive direct impact** of Americans for the Arts services.
- Having a stronger and more connected regional presence is **the most desired structural change** for Americans for the Arts.

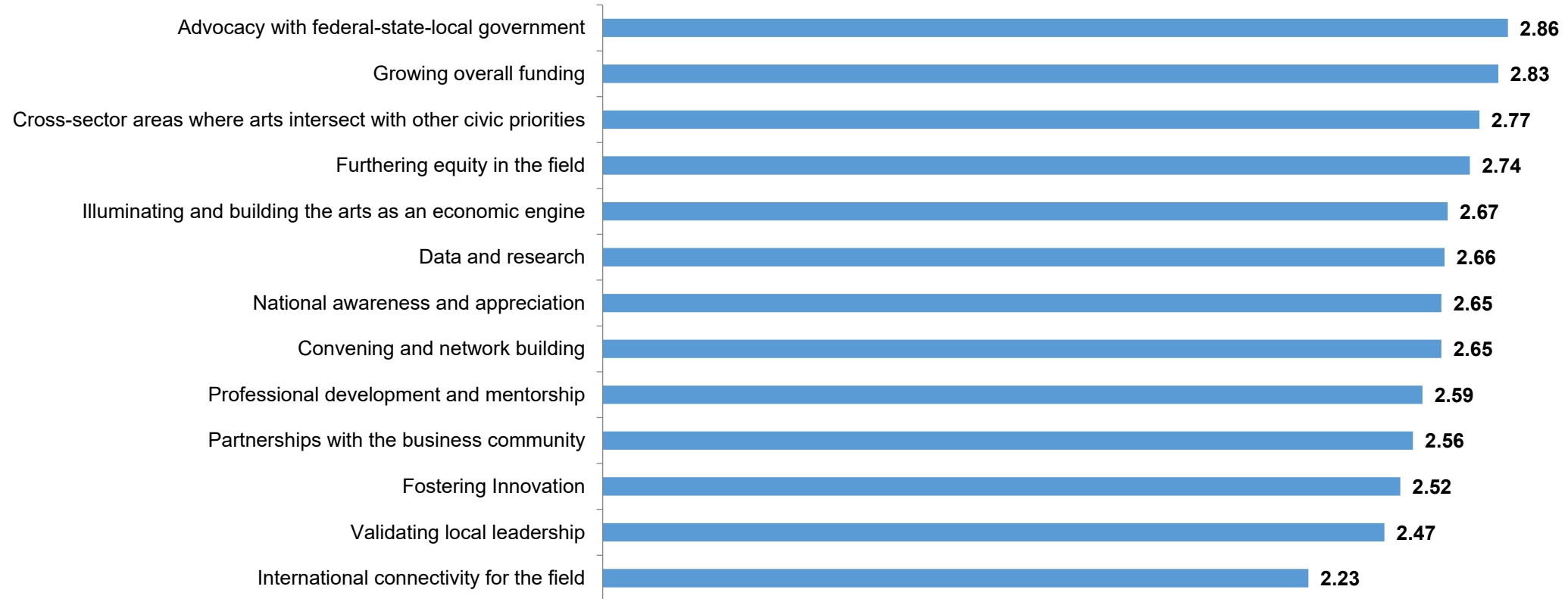
Selected Survey Results

Q10: When you think about Americans for the Arts, what three words first come to mind?



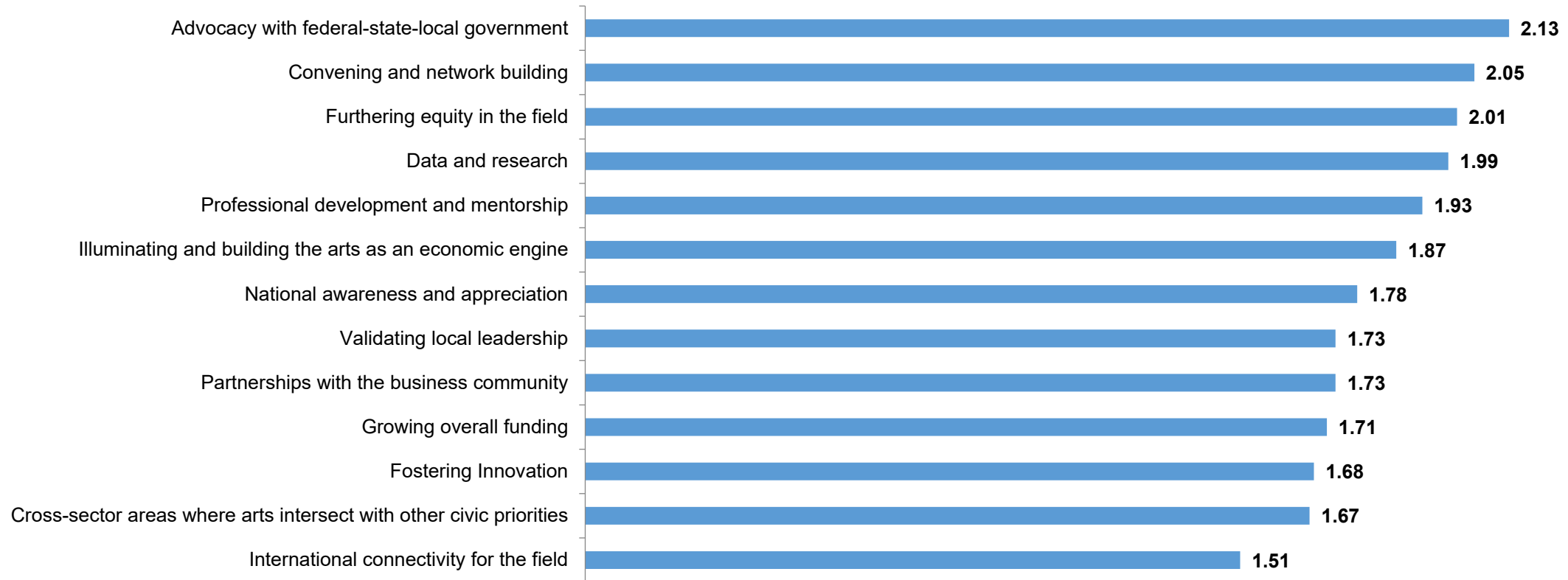
Selected Survey Results

Q5: In order to keep advancing your work in arts and culture, how important is it that other organizations are supporting you in the following areas?



Selected Survey Results

Q6: How well supported do you currently feel in these areas by other organizations (could be any organization, not necessarily Americans for the Arts)?



Selected Survey Results

Q2: What have you seen as the greatest advancement or success of the arts and culture field in your lifetime? (This can be locally, regionally, or nationally)

Major themes were the expansion of access to art, and the importance of art in the economy and other aspects of daily life.

Representative Comments:

- "In my lifetime, I would say the seemingly decentralization and break down of barriers, the idea that anyone can make and promote art, and that we can all see it. The accessibility for viewers, and the ability for artists to find an audience. There is saturation, but there are platforms for exchange"
- "The fact that the arts are considered an important economic driver and important to the fabric of life in communities instead of just a "nice" accoutrement has been the biggest change in my lifetime"
- "We are closer to understanding the role the arts play in both the economic development of our towns and cities and how important the arts are to building a better, stronger and more diverse America"
- "The recognition that artists are professionals, part of our workforce, and "Arts, entertainment, recreation, accommodation, and food services" are a significant contributor to GDP"
- "The greatest advancement I have experienced in the arts is the emergence of understanding how creativity in arts improves mental health of those involved"

Selected Survey Results

Q3: What are the three *greatest aspirations* you have about what could transformationally change in arts and culture in America and in your community in the next five years?

Major themes include a stronger community, diversity in arts, and increased funding.

Representative Comments:

- "Building neighborhood based creative community integrated with health, wellness, education and local economics"
- "Bringing arts education to students in rural and underserved communities"
- "Increasing the value of arts in the community through arts education programming"
- "Increased local funding for local creatives"
- "Emphasis on the community benefits - social, psychological, health - of the arts"
- "Radically funding the arts across the country"
- "Community celebration of diverse arts as a tool for inclusion"
- "Increased government funding for the arts on the national, regional, and local levels"

Selected Survey Results

Q4: What are the three *greatest concerns or fears* you have about what could transformationally change in arts and culture in America and in your community in the next five years?

Major themes include loss of audience/community, loss of financial support, and censorship.

Representative Comments:

- "That our audience is dying out...and not being replaced."
- "Lack of unity in the arts community, splintered groups with individual missions and motivations diluting the greater cause"
- "Loss of connection to real interaction - people becoming completely dependent on devices to experience anything."
- "Losing philanthropic ground to other priorities and needs"
- "Lack of financial support"
- "Financial support of all programming at the local, state and national levels"
- "Polarization of the country will stifle all growth and artistic expression"
- "Continued division around public education including censoring of ideas and diverse perspectives"
- "Attacks against the arts, such as book burnings and censorship"
- "Suppression of freedom of expression and the banning of works of art."

Selected Survey Results

Q14: What is the most completely transformational way you could imagine Americans for the Arts changing that would be exciting or valuable to you?

Major themes include an increased regional presence, more resources for career development, and increased funding.

Representative Comments:

- "To become more active and provide regional programs for art and cultural organizations"
- "More regional presence"
- "To have more virtual conversations that connect communities in need with communities that can support bringing high quality artists into connection with them as mentors and bring funders together to better onboard marginalized communities when they are young, so they see themselves pursuing careers in the arts, including arts administration."
- "Continue leadership seminars that focus on staff/board relationships. Expand grant programs/funding opportunities"
- "Increasing funding and making the arts a viable career path for elite talent."
- "Expanding artist professional offerings - resources, job listings, etc."



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Thank You!

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