



# Americans Speak Out About The Arts in 2018

An In-Depth Look at Perceptions and  
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.**

## 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). The accuracy of Ipsos online polls has a credibility interval of  $\pm 2.0$  percentage points.

**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.

The arts are significant to American life and 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 the perspective of the public's (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.

## 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.”



# Executive Summary of Findings

## Americans are Highly Engaged in the Arts

The American public engages in the arts in many ways—as attendee, arts maker, art purchaser and decorator, and arts advocate. We consume and share art through technology and are just as likely to experience the arts outside of traditional arts venues than inside.

- **Americans are attending the arts.** Seven-in-ten American adults attended an arts event during the past year such as the theater, zoo or botanical garden, historic site, or musical performance. Overall attendance at arts events is up slightly compared to 2015 (72 percent vs. 68 percent).
- **We also enjoy the arts across the community.** The arts are also being enjoyed outside of the traditional arts institutions, with 70 percent saying they have experienced the arts in a "non-traditional" venue such as a symphony in the park, exhibitions in a hospital or shopping mall, or a performance in an airport.
- **Americans make personal contributions to arts organizations.** When it comes to contributing to the arts, one in four have donated money during the previous year to an arts or cultural organization, such as a museum, community arts center, or a public broadcasting station (24 percent).
- **Americans are creating personally.** Half of Americans say that they are personally involved in the arts as arts maker (47 percent). Painting, photography, sewing, and playing an instrument are among the most common art forms.
- **We love to sing . . . when nobody is listening!** 52 percent of adults say, “Yes, I sing in the shower or when no one else is listening.”

## The Arts and Our Better Selves

We are better people with the arts in our lives. We are healthier, creative, and actively engaged citizens who feel better about today and more optimistic about tomorrow. In a society struggling to find equity and social justice, Americans believe the arts improve the quality of our communities. They unify us and help us understand other cultures. These quality-of-life and well-being benefits are not limited to the affluent, educated, or a particular racial or ethnic group. Rather, they cut across all demographic strata, with low-income people of color being the cohort most likely to “strongly agree” with these benefits.

- **The arts improve our personal well-being and provide meaning to our lives.** 69 percent of the population 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.”
- **Arts strengthen communities.** The personal benefits of the arts extend beyond the individual and to the community. 73 percent agree that the arts “help them understand other cultures better”, and another 72 percent agree the “arts unify us, regardless of age, race, and ethnicity.” For eight in ten, the arts represent a “positive experience in a troubled world” (81 percent), an eight percent increase from 2015 (73 percent).
- **Health and wellness.** 76 percent of those who engage in the arts believe they have a positive impact on their overall health and well-being. 68 percent of adults agree that the arts improve healing and the healthcare experience.
- **Arts and health in the military.** Half of Americans agree the arts help military personnel transition back to civilian life (46 percent).
- **Unequal access.** Despite the many benefits of the arts, only 50 percent of the public agrees that everyone in their community has equal access to the arts—though this has gone up slightly since 2015 (45 percent).



## Jobs and The Economy

In addition to the personal and community benefits the arts bring to people, Americans also identified the arts as important to businesses and their local economy. Businesses gain a competitive advantage in attracting a skilled and creative workforce when they are located in a culturally vibrant community. Creative workers—especially Millennials and Gen X—want to be creative outside the workplace at home, in their communities, and also consider this in relocating for their career.

- **The public finds high value in cultural facilities.** Regardless of whether they attend or not, when asked about museums, theaters, and concert halls, 86 percent believe cultural facilities are important to local business and the economy, including more than a third who say that this is “very important” (39 percent).
- **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.
- **Using the arts to attract workforce talent.** In the 2015 survey, 49 percent of people with a college degree—including Millennials (52 percent) and Gen X (54 percent)—say they would strongly consider whether a community is rich in the arts when deciding to relocate for a job.
- **Arts as image building.** The arts help define the character of a community. 70 percent believe that the “arts improve the image and identity” of their community.

## The American Public Overwhelmingly Supports Arts Education

Americans show unequivocal and overwhelming support for arts education at all levels—both in school grades K-12 as well as out of school in the community.

- **The arts are considered part of a well-rounded education.** An overwhelming majority of the American public (91 percent) agrees that the arts are part of a well-rounded K-12 education—including 61 percent who “strongly agree.” Just 5 percent disagree about the role the arts play in creating a balanced education for children.
- **Arts education is important at all grade levels.** Nine-in-ten American adults believe that it is important for students to receive an education in the arts—including dance, media arts, music, theater, and visual arts—as part of the curriculum in elementary school (94 percent), middle school (94 percent), and high school (93 percent).
- **Out-of-school arts experiences are important, too.** The value of arts education is not limited to just the in-school experience. 89 percent agree to the importance of the arts to students outside of the classroom and throughout the community.

## The American Public Stands Behind Government Funding for the Arts

Americans approve of the government's role in funding the arts. The study also shows that voters won't penalize politicians—or candidates at the ballot box—when they vote to increase arts funding.

- **Government funding for the arts viewed favorably.** Most Americans approve of arts funding by the National Endowment for the Arts (64 percent), local government (60 percent), state government (58 percent), and the federal government (54 percent).
- **Majorities approve of doubling federal spending on the arts.** 40 percent believe that the current federal government funding of the arts is not enough, while 25 percent believe it is just right. It comes as no surprise that the respondents who approve federal government increasing spending from 45 cents to \$1 per person on grants to arts organizations greatly outweighs those who disagree (53 percent vs. 22 percent).
- **Community-oriented arts funding has high public value.** Americans strongly support government funding for programs that improve communities socially, economically, and educationally. High public support can be found for arts and culture programs for the elderly (80 percent), providing art in public spaces such as parks and downtown areas (79 percent), and for returning military personnel to aid in their transition to civilian life (77 percent).
- **Elected leaders can feel safe voting to increase support for the arts.** 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).

## Likely Voters: Highly Engaged in the Arts and Support Increased Government Arts Funding

The survey respondents were asked about their likelihood of voting in the next election using a 1-10 scale, with “10” being *certain to vote*. An analysis of just those who self-selected themselves as a “10” (53 percent) shows that likely voters have higher-than-average levels of arts engagement and support government arts funding at all levels.

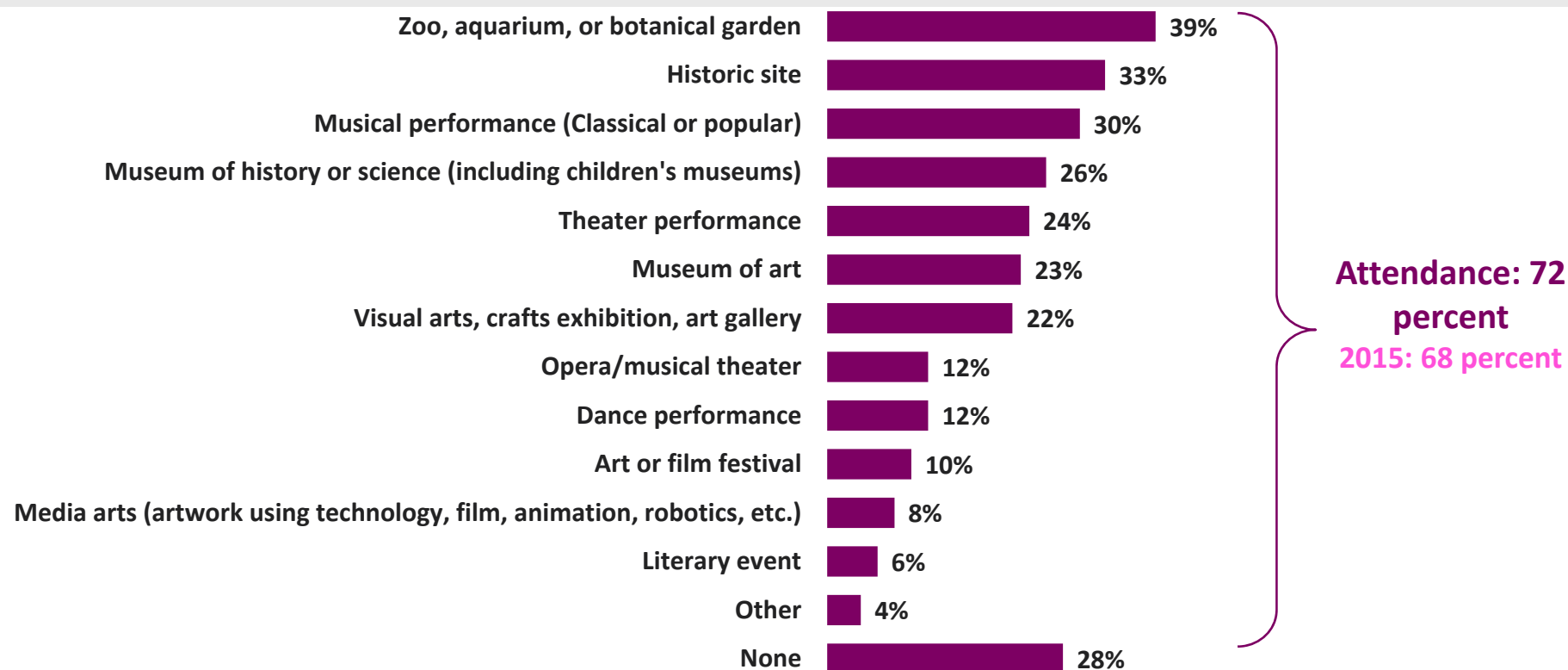
- **Strong support government arts funding at all levels.** Likely voters approve of arts funding by local government (63 percent), state government (62 percent), federal government (58 percent), and by the National Endowment for the Arts (68 percent).
- **Will cast their ballot for candidates who increase arts funding.** 54 percent of likely voters support increasing federal government spending on nonprofit arts organizations. By a 2:1 margin, likely voters will vote for a candidate who increases federal arts spending from 45 cents to \$1 per person than against one (39 percent vs. 20 percent).
- **High levels of arts engagement.** 76 percent of likely voters attended an arts event in the previous year. They also attend the arts in “non-traditional” arts venues (72 percent).
- **Believe the arts are part of a well-rounded education.** 93 percent of likely voters agree that the arts are part of a well-rounded K-12 education. 95 percent say students should receive an education in the arts in elementary school, middle school, and high school. 91 percent say the arts should also be taught outside of the classroom in the community.
- **Build healthier communities.** 75 percent of likely voters believe “the arts unify our communities regardless of age, race, and ethnicity” and 75 percent agree that the arts “helps me understand other cultures better.”
- **Arts promotes job success.** 56 percent of employed likely voters say their job requires them to “be creative and come up with ideas that are new and unique.” An even greater proportion (61 percent) say that the more creative and innovative they are at their job, the more successful they are in the workplace.



# Personal Engagement With The Arts

# Most Americans Attended an Arts or Cultural Event in the Past Year

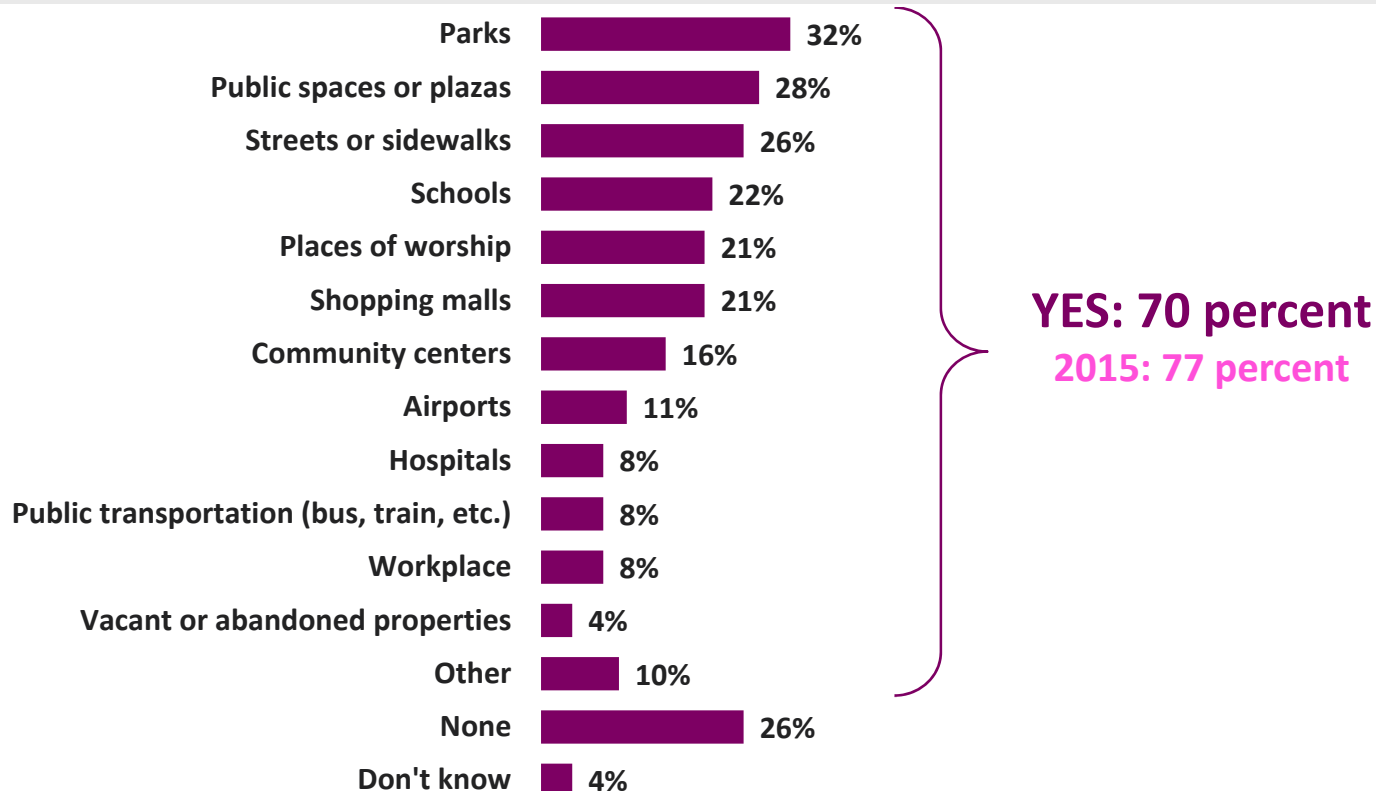
- Nearly three-quarters of Americans (72 percent) attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance. Attendance at arts events has increased slightly since 2015 (up from 68 percent in 2015).
- Most popular were once again living collections—zoos, aquariums or botanical gardens—followed by historic sites and musical performances.
- Consistent with previous studies, higher attendance rates are found with higher education and income. Residents of urban areas are more likely to attend (74 percent) than suburban (72 percent) and rural (70 percent). Women and respondents under the age of 35 have higher levels of engagement compared to their demographic counterparts.
- Whites and people of color were equally likely to attend at least one arts event (72 percent).



Q2. Thinking about “the arts” (as defined on an earlier screen<sup>1</sup>), have you visited or attended any of the following in the past year?  
 Base: All Respondents (n=3,023); 2015 (n=3,020)

# We Enjoy the Arts in Surprising Places Across the Community

- Seventy percent of Americans enjoy the arts in "non-traditional" venues, such as a symphony in the park, exhibitions in a hospital or shopping mall, or a performance in an airport (70 percent). This is nearly the same rate as those who attend the arts at more "traditional" venues such as theaters, museums, or zoos (72 percent).
- Art in the parks, public spaces, and sidewalks were the most popular places to have an arts experience.
- Those with children in the household (79 percent), higher education (76 percent), higher income (72 percent), and millennials (81 percent) are more likely to have attended.



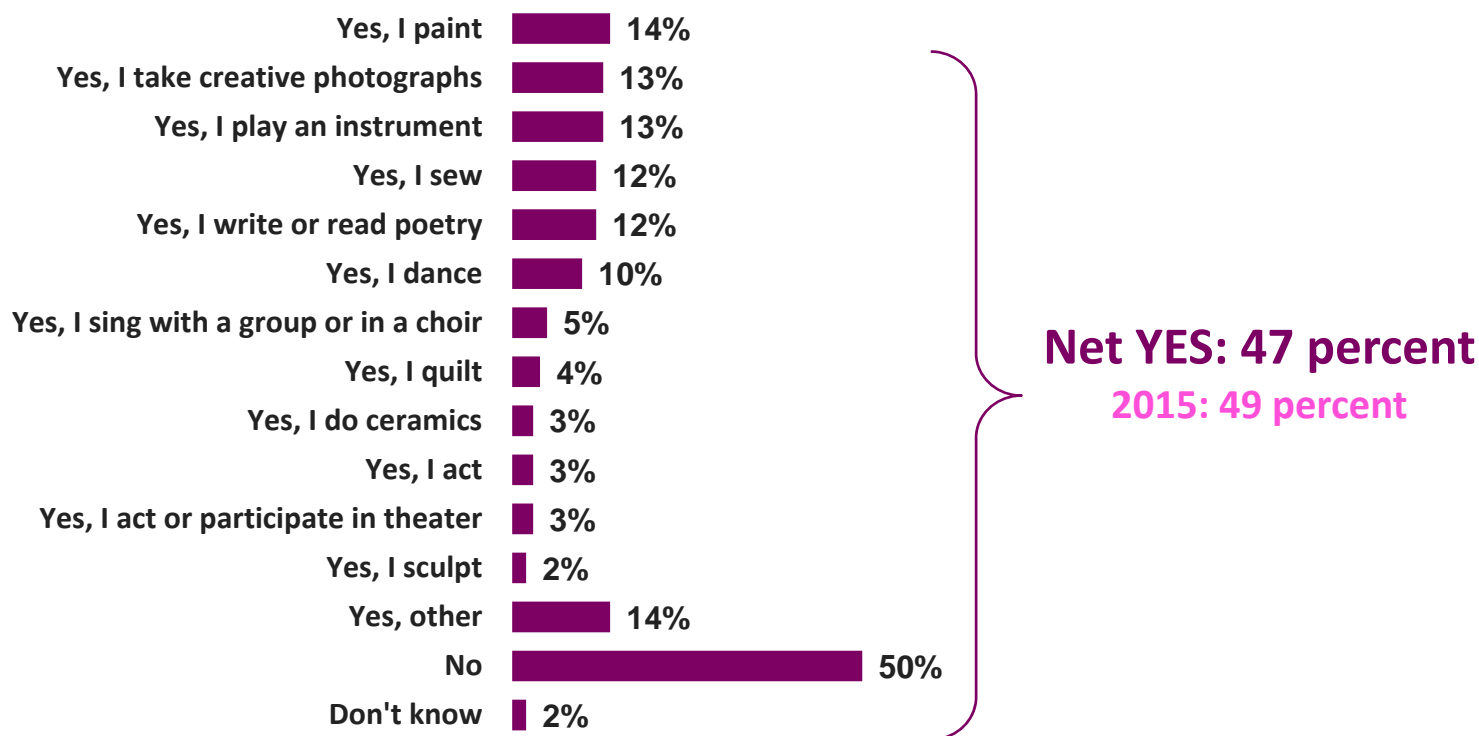
\*Question wording changed slightly since 2015: There are many places in a community to engage in art and music. **Have you ever** enjoyed the arts in any of the places below?

Q3. There are many places in a community to engage in art and music. In the past year, have you enjoyed the arts in any of the places below? Choose all that apply.

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

# Half of Americans are Active as Arts Makers

- Nearly half of all Americans are personally involved in artistic activities (47 percent) such as painting, singing in a choir, making crafts, writing poetry, or playing music. These findings are on par with results from 2015 (49 percent).
- Millennials are significantly more likely to be involved in arts making than older generations (59 percent) vs. Gen X (40 percent), Baby Boomers (42 percent), and Elders (43 percent). Also, women more so than men (55 percent vs. 39 percent).
- People of color are slightly more likely than whites to be arts makers overall (49 percent vs. 45 percent) and significantly more likely to paint and read/write poetry.
- Rural residents are somewhat more likely to be an arts maker than urban and suburban residents (49, 47, and 46 percent, respectively).



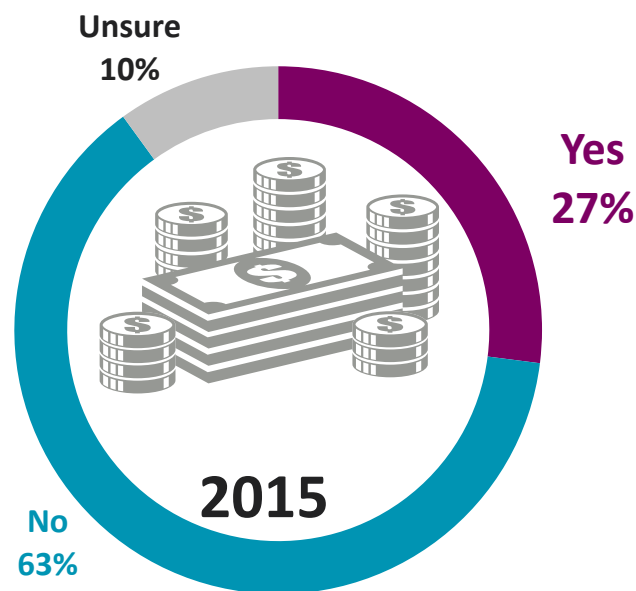
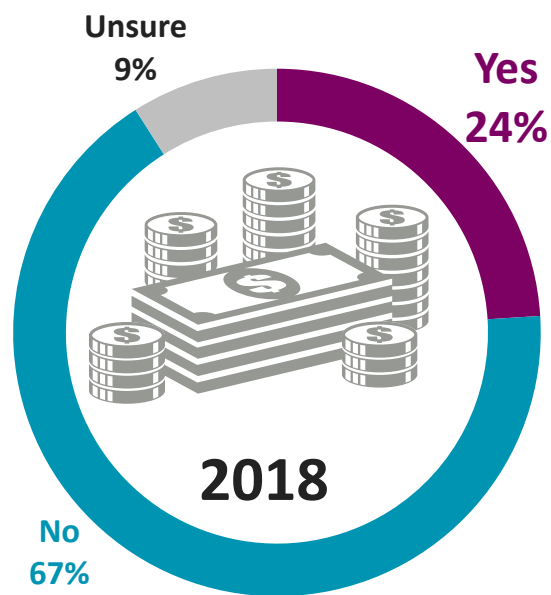
Q1. Are you personally involved in any artistic activities such as ceramics, painting, quilting, sewing circles, acting, writing poetry, dancing, or singing in a choir (either at home or in the community)?

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



## One-Quarter of American Households Donated Money to an Arts or Cultural Organization Last Year

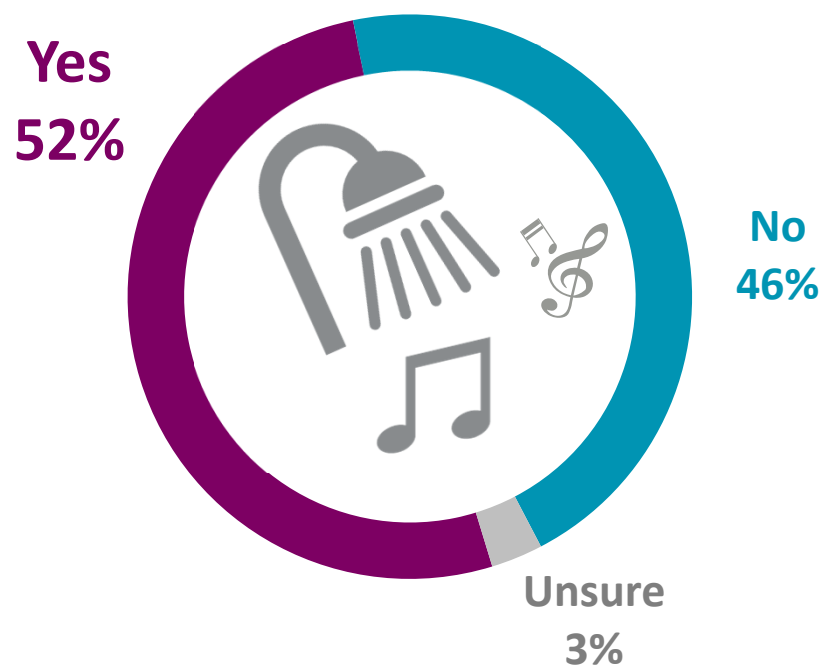
- One in four Americans say that they (or someone in their household) donated money to an arts or cultural organization, such as a museum, community arts center, or public broadcasting station, within the past year (24 percent). This is a similar proportion that donated in 2015 (27 percent).
- Those most likely to have donated money in the past year include the more affluent (28 percent vs. 18 percent of those earning less than \$50,000 annually) and those with a college degree (30 percent vs. 18 percent of those with no college degree).
- Likely voters were far more likely to make an arts contribution (30 percent vs. 8 percent of unlikely-voters) as were those who attended an arts event (31 percent vs. 5 percent of non-attenders).
- 33 percent of Elders made a donation to the arts and culture in the past year, a significantly higher rate than Gen X (22 percent), Baby Boomers (23 percent), and Millennials (25 percent).



Q13. Within the past 12 months, have you personally or has anyone in your household donated money to an arts or cultural organization, such as a museum, community arts center, or a public broadcasting station? Base: All Respondents (n=3,023); 2015 (n=3,020)

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

- 52 percent of adults say, “Yes, I sing in the shower or when no one else is listening.”
- This is especially true for women (58 percent vs. 45 percent of men), younger adults (68 percent of those age 18-34 vs. 36 percent of those age 55+), and those who attend the arts (57 percent vs. 37 percent of non-attenders).



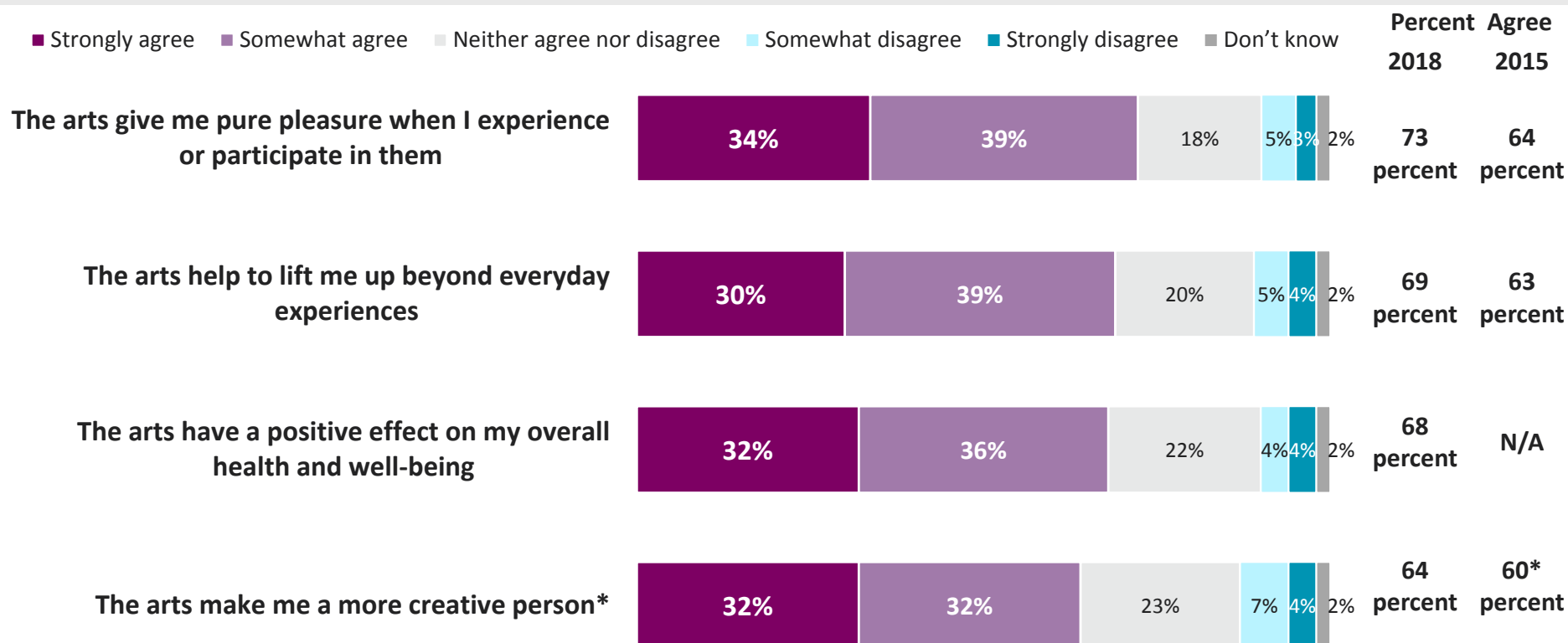
Q26. I sing in the shower or when nobody else is listening.  
Base: All Respondents (n=3,023)



# American Sentiments Towards The Arts

# Americans Believe The Arts Provide Meaning to their Lives

- More than 7-in-10 adults agree that they experience “pure pleasure” when they participate in the arts, including one-third who strongly agree with this statement (which exceeds the 8 percent disagree). Similar proportions agree that the arts help lift them up beyond everyday experiences, make them feel more creative, and have a positive effect on health and well-being.
- Respondents under the age of 35 are significantly more likely to agree with all statements below, including a greater proportion who say the arts boost their creativity, have a positive effect on their health/well-being, and help lift them beyond everyday experiences. Younger adults are also most likely say they have changed an opinion or perception based on an arts experience.
- Women and those earning at least \$50,000 annually are more likely to have positive views on how the arts influence their well-being.

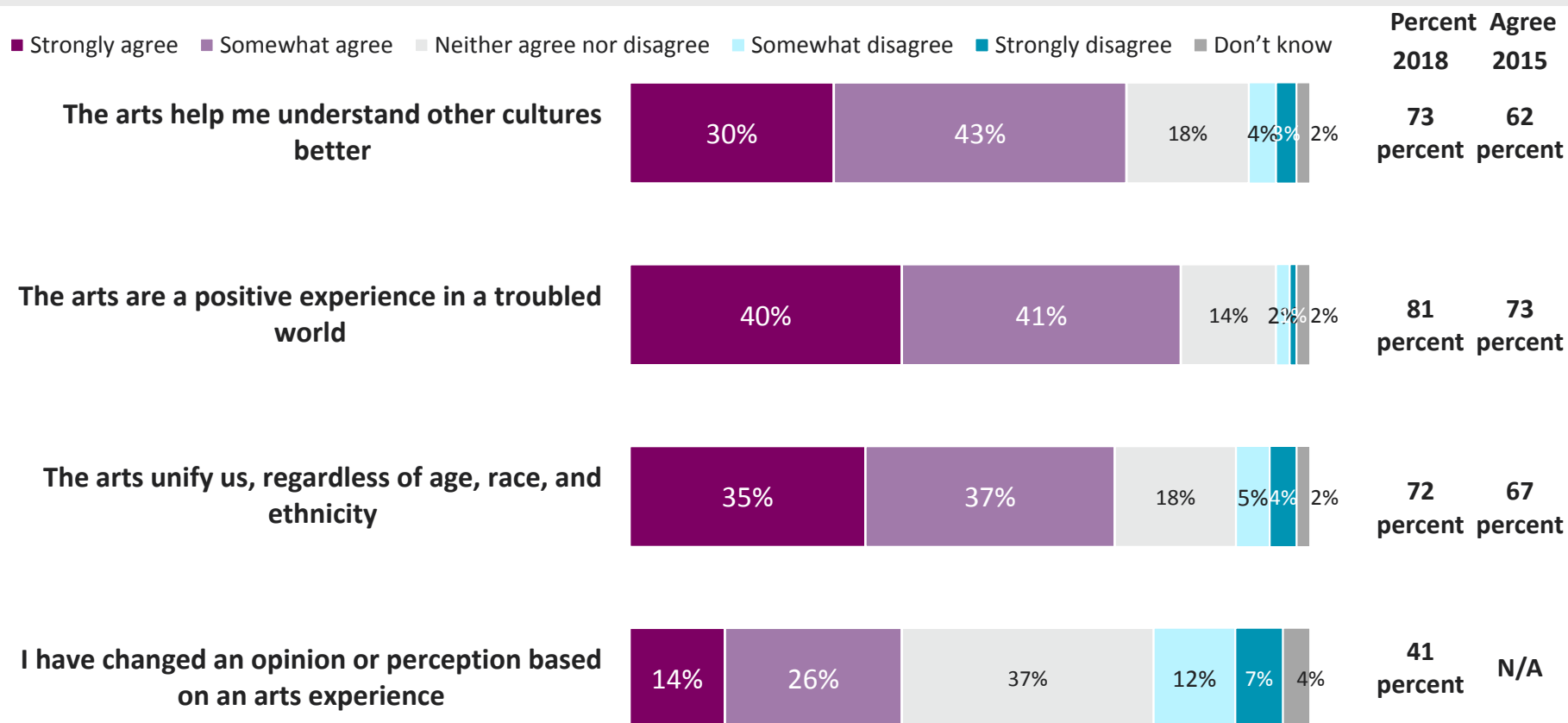


Q4. Thinking about your experiences with the arts (e.g., when you attend an arts event or make art personally), to what extent do you agree or disagree with the following statements? Base: All Respondents (n=3,023); 2015 (n=3,020)

\*Question wording changed slightly since 2015: 'The arts make me feel more creative'

# The Arts Unify Our Communities

- 73 percent of adults say that the arts help them understand other cultures better (up 11 percent from 2015).
- Similar proportions agree the arts also serve to “unify us, regardless of age, race, and ethnicity” (72 percent) and that the “arts are a positive experience in a troubled world” (81 percent—an 8 percent increase from 2015).
- These findings are made even more powerful by the fact that Americans across all socioeconomic strata agree with these statements. In fact, people of color low household incomes is the cohort most likely to “strongly agree” with these community building statements.

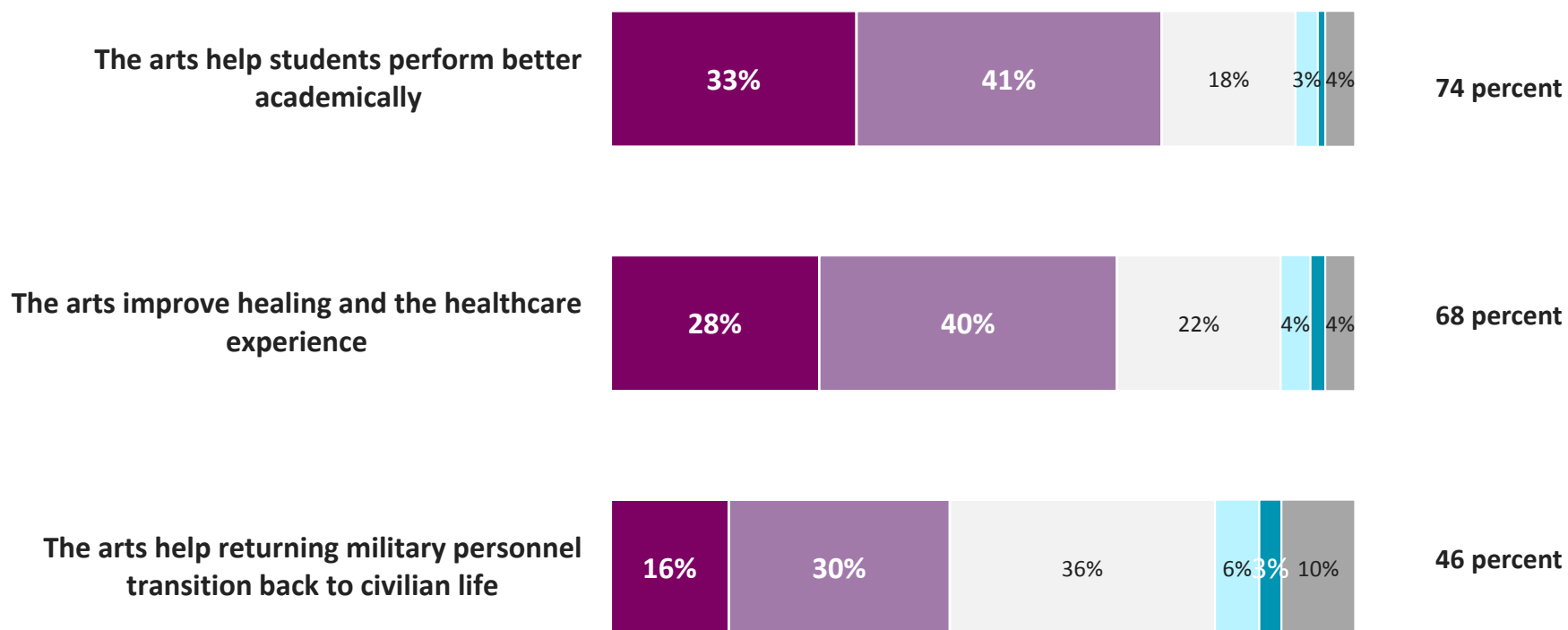


Q4. Thinking about your experiences with the arts (e.g., when you attend an arts event or make art personally), to what extent do you agree or disagree with the following statements? Base: All Respondents (n=3,023); 2015 (n=3,020)

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

- 74 percent of Americans believe the arts help students to perform better academically (one-third strongly agree with this statement).
- Two-thirds (68 percent) of American adults say the arts “improve healing and the healthcare experience.” Most likely to agree with the healing benefits of the arts are women (74 percent vs. 61 percent of men), those in the 18-34 age group (34 percent), and persons of color (71 percent vs. 65 percent of whites).
- For just under half, the arts are seen as being able to help returning military personnel transition back to civilian life. Those who approve of federal arts funding believed strongly in these programs (56 percent vs. 36 percent of non-federal funding supporters).

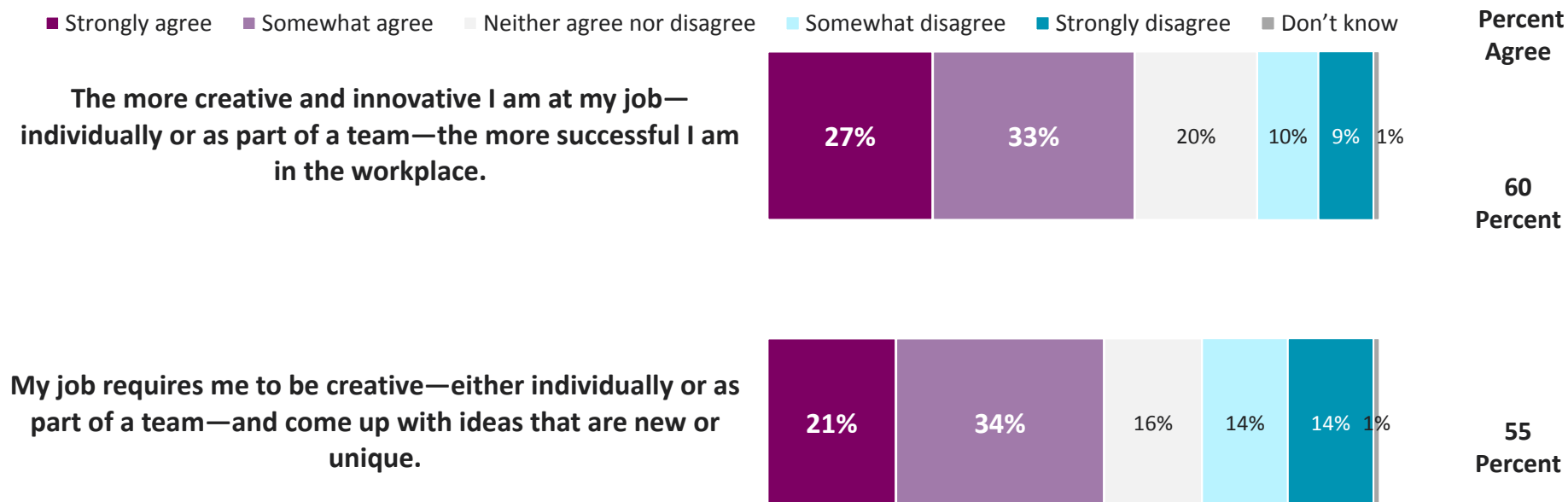
■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Don't know  
 **Percent Agree**



Q5. To what extent do you agree or disagree with the following statements? Base: All Respondents (n=3,023)

# Creativity Boosts Professional Success in the Workplace

- Most employed adults agree that their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new and unique. An even greater proportion say that the more creative and innovative they are at their job, the more successful they are in the workplace.
- Adults under the age of 35, high-income earners, college graduates, those who attend the arts, and parents with children living at home are most likely to agree with both statements.
- There was little distinction by gender or race in the responses.

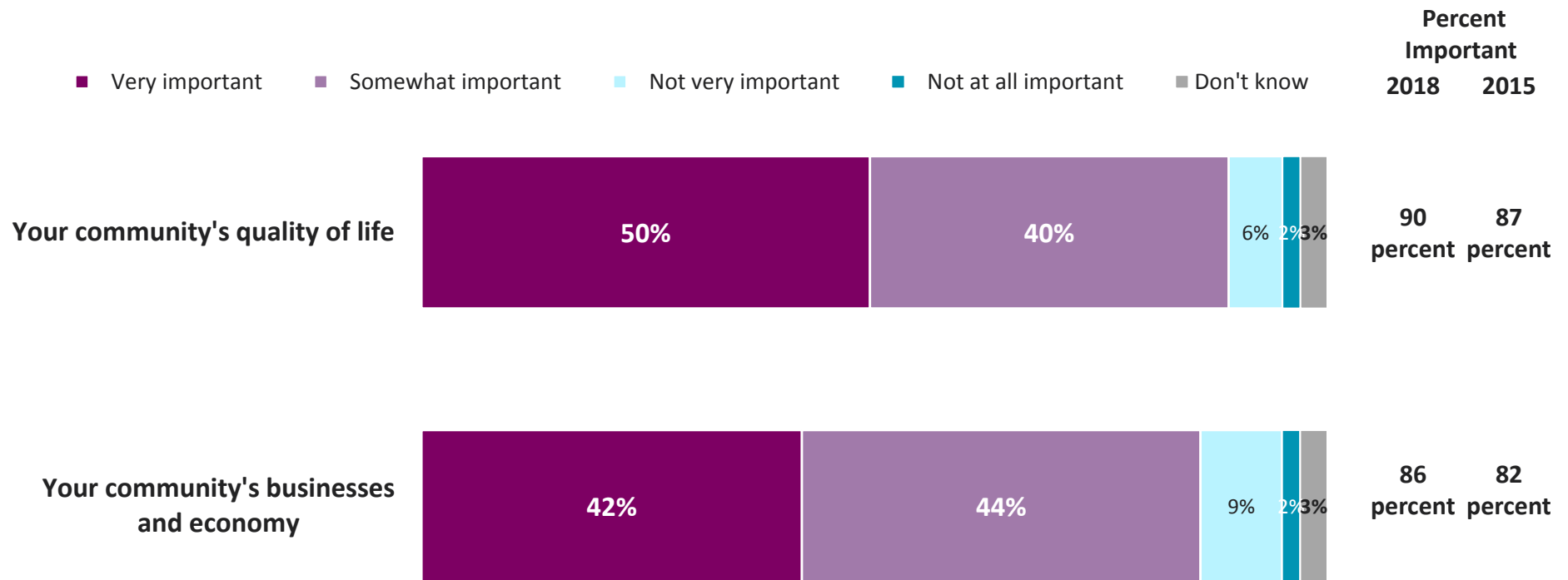


Q6. Thinking about your professional life, to what extent do you agree or disagree with the following statements?  
 Base: Respondents who work full-time, part-time, or are self-employed (n=1,745)

# Cultural Facilities such as Museums, Theaters, and Concert Halls are Seen as Vital to Business and Quality of Life



- 90 percent of Americans believe that it is important for their community’s quality of life, as well as their local businesses and economy, to have cultural facilities such as museums, theaters, concert halls, and historical sites, with half rating this as “very important.” Just 5 percent said this is “not important.”
- Women and adults under the age of 35 stand out as being more likely to emphasize the importance of cultural facilities to their community’s business and economy. There were no major differences across the different age cohorts.



Q10. How important, if at all, do you think having facilities such as museums, theaters, and concert music halls available is to ...  
 Base: All Respondents (n=3,023); 2015 (n=3,020)

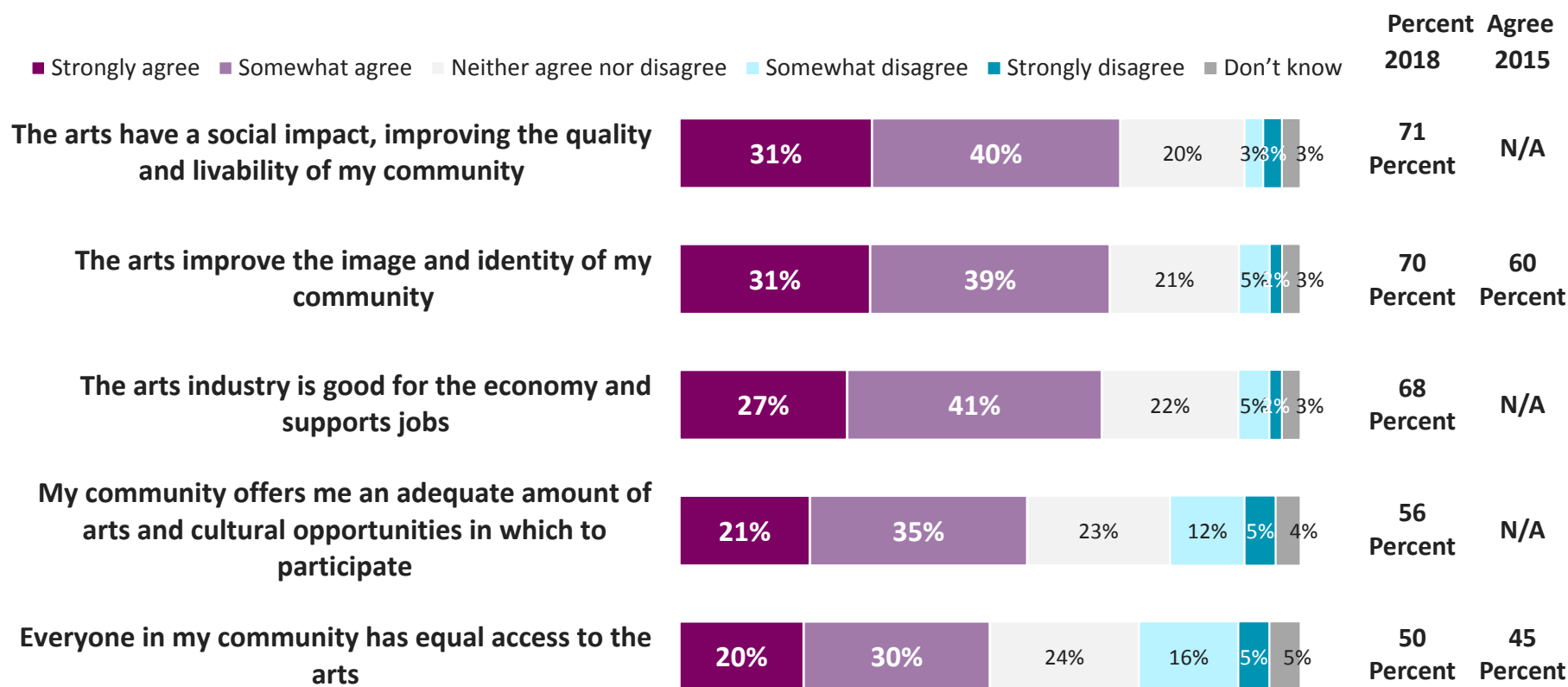




# Social Impact of the Arts

# Arts Seen as Having a Positive Social and Economic Impact

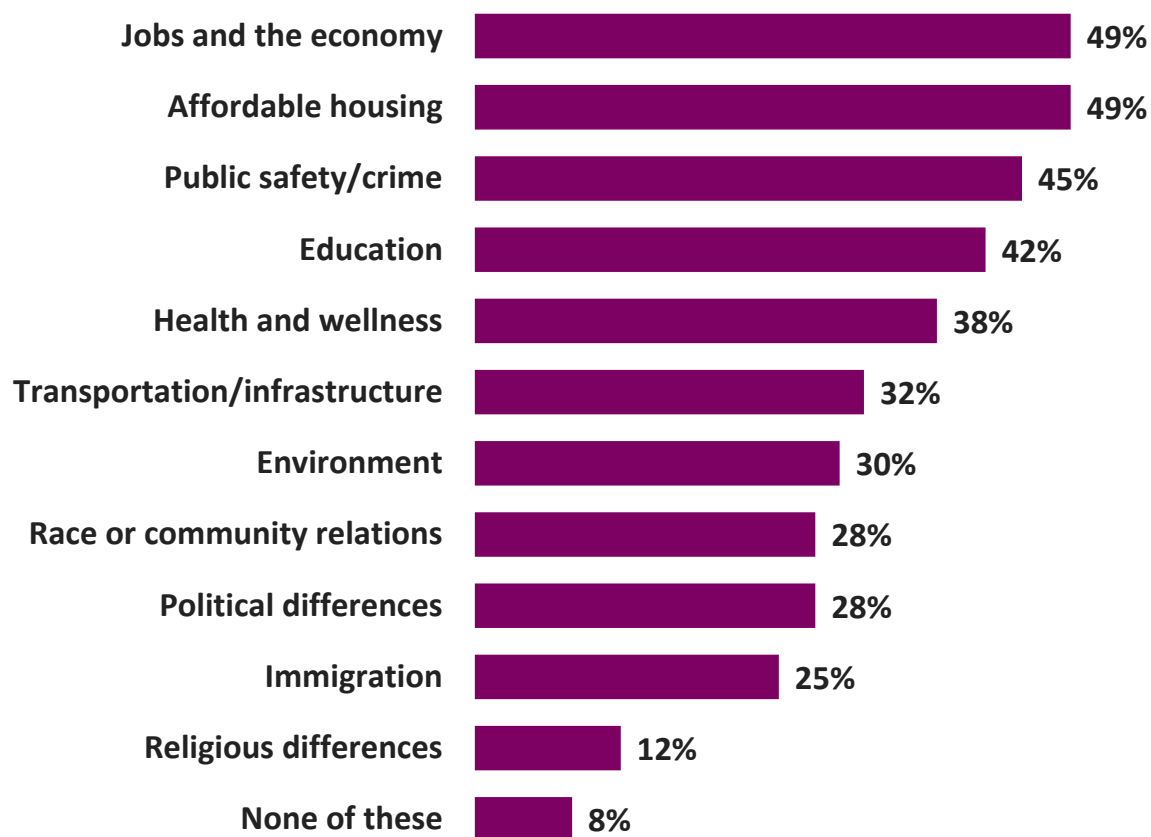
- Seven-in-ten Americans say the arts have a positive impact on communities, and that the arts “improve the image and identity of my community” as well as are “good for the economy and support jobs.”
- Despite the many benefits to the individual and the community that the arts bring, just 50 percent believe that “everyone in their community has equal access to the arts.”
- High-income earners and college graduates are more likely to say the arts improve their community’s livability and identity as well as agree that they have adequate amounts of arts and cultural opportunities.



Q5. To what extent do you agree or disagree with the following statements? Base: All Respondents (n=3,023)

# The Most Important Issues Facing My Community

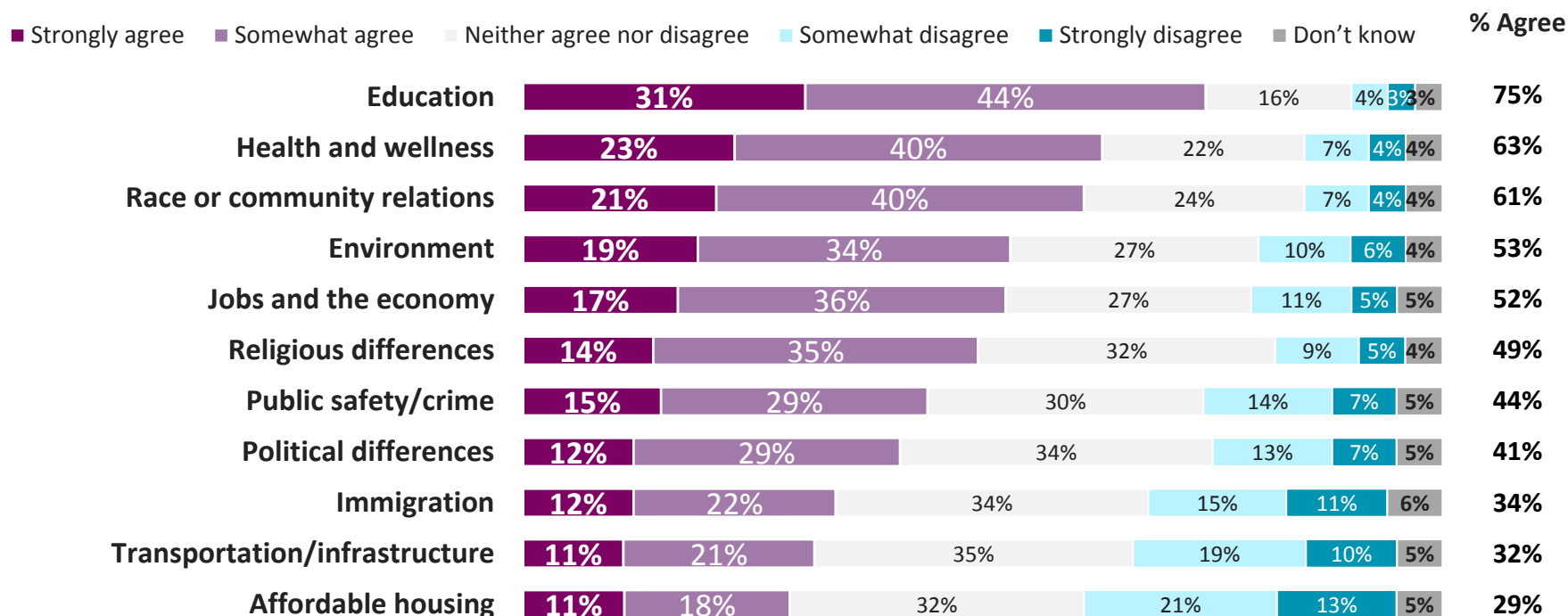
• When asked to choose important issues facing their community today, jobs & the economy, affordable housing, and public safety & crime were the three most commonly selected. Education and health/wellness follow closely behind, with two in five saying these are also important local issues. (The totals do not add to 100 as survey respondents were allowed to “choose all that apply” from the list of 11 community issues.)



Q8. Which of the following, if any, do you believe are important issues facing your community today? Choose all that apply.  
 Base: All Respondents (n=3,023)

# The Arts Offer Creative Strategies to Address Key Community Issues

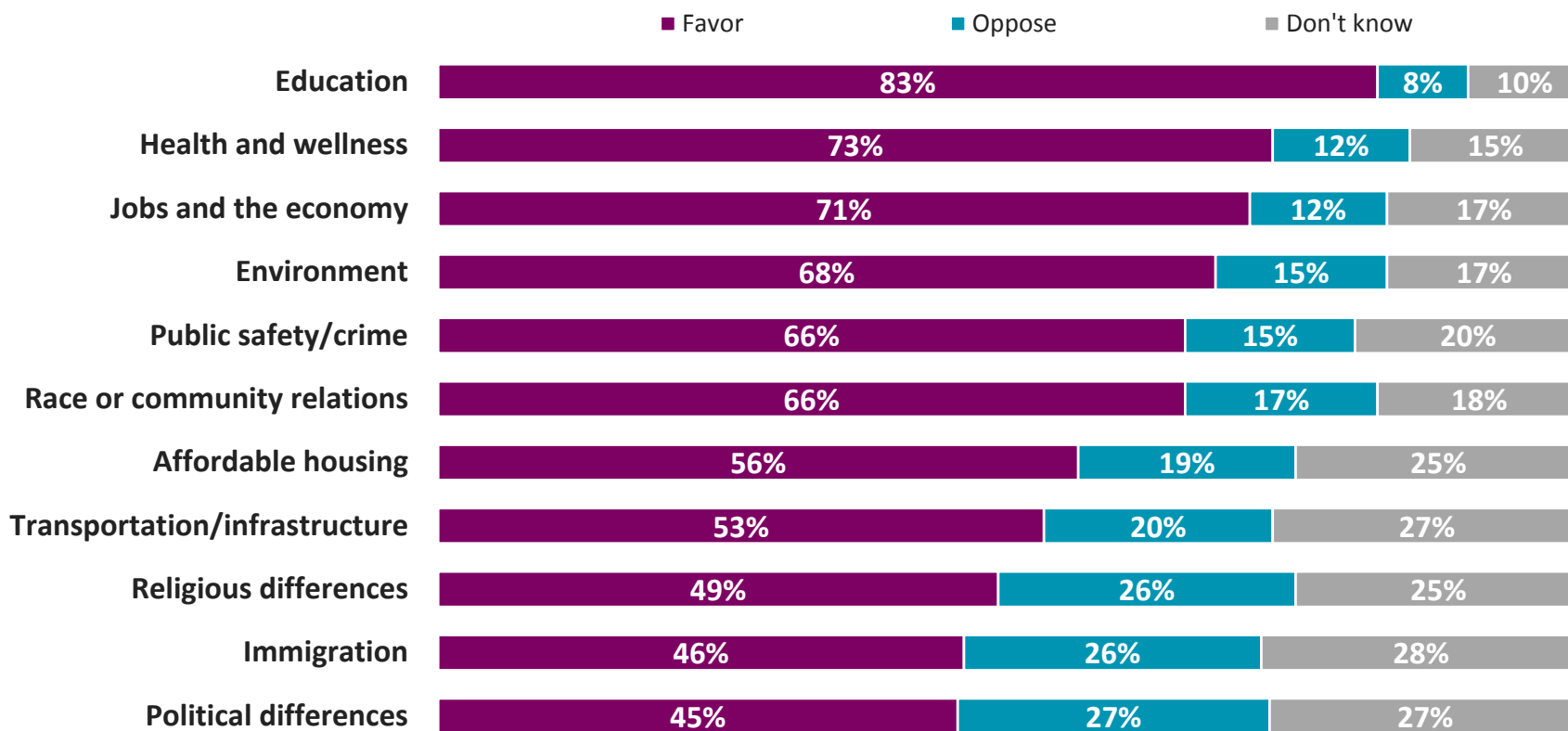
- Survey respondents agree that the arts offer creative strategies that can be used to improve many of their community’s pressing issues.
- Education, health and wellness, race/community relations, the environment, and jobs/the economy are all issues seen as being most likely to benefit from creative artistic strategies.
- Those under the age of 35 are especially optimistic about seeing the arts as offering creative strategies to improve community issues. Women are especially likely to agree that the arts can offer creative strategies for some of the top rated issues, especially education, health and wellness, and race or community relation issues.
- No major differences emerge across adults in different income brackets.



Q9. To what extent do you agree or disagree that the arts offer creative strategies that can improve these issues? Base: All Respondents (n=3,023)

# Americans Favor Government Arts Funding as a Means to Address Important Social Issues

- Survey respondents were asked if they favored or opposed the government funding the arts to address these 11 important community issues.
- Funding for arts and culture is most likely to be supported to address education issues (83 percent), though at least two-thirds also favor funding to address other issues such as health and wellness (73 percent), jobs/economy (71 percent), environment (68 percent), public safety (66 percent) and race or community relations (66 percent).
- The Millennial cohort were especially likely to favor government arts funding to address education (86 percent), health and wellness (77 percent), jobs/economy (78 percent), environment (76 percent), public safety (72 percent), and race or community relations (74 percent).



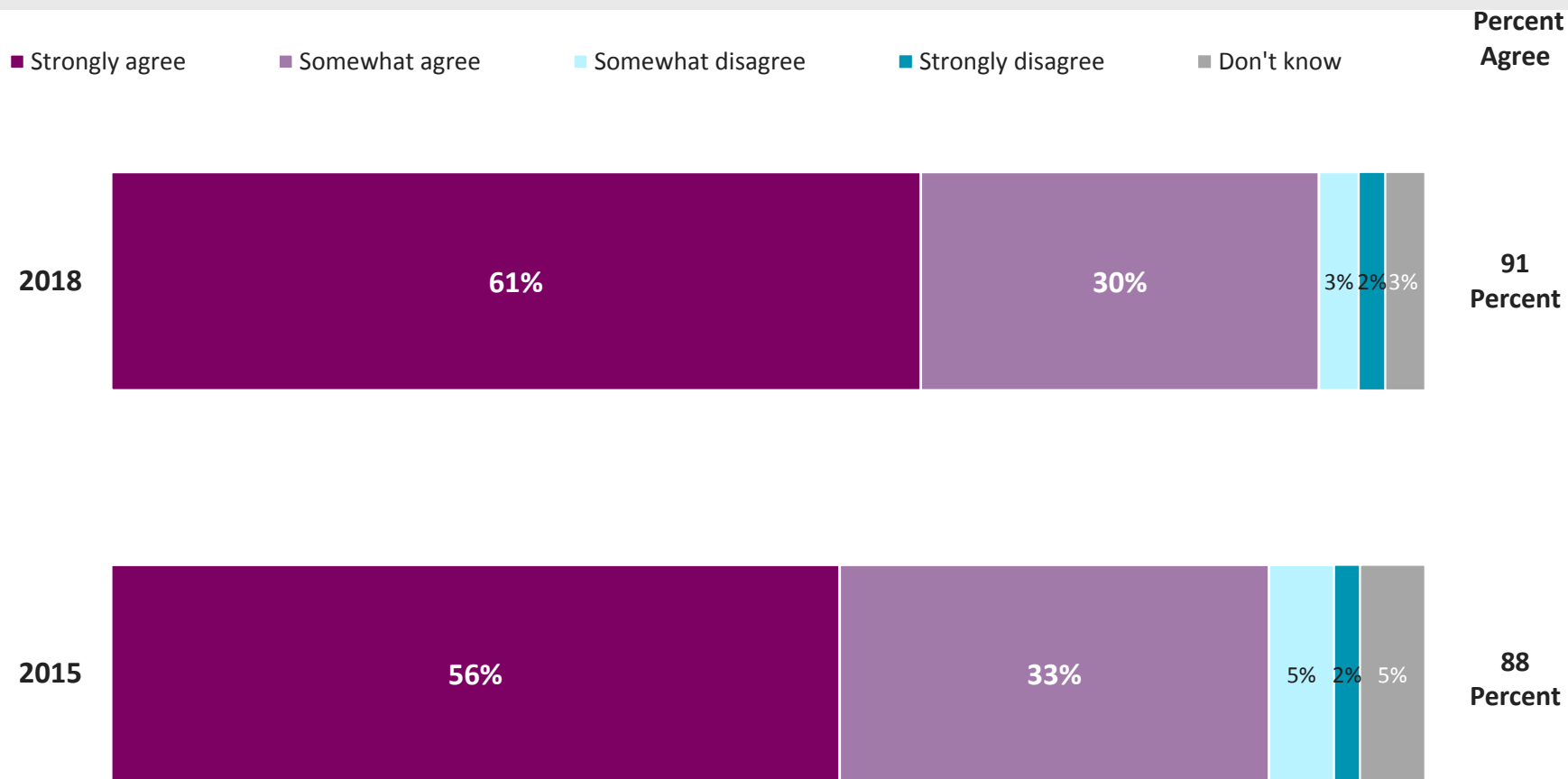
Q19. Do you favor or oppose the government funding arts and culture to address the following issues? Base: All Respondents (n=3,023)



# K-12 Arts Education

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

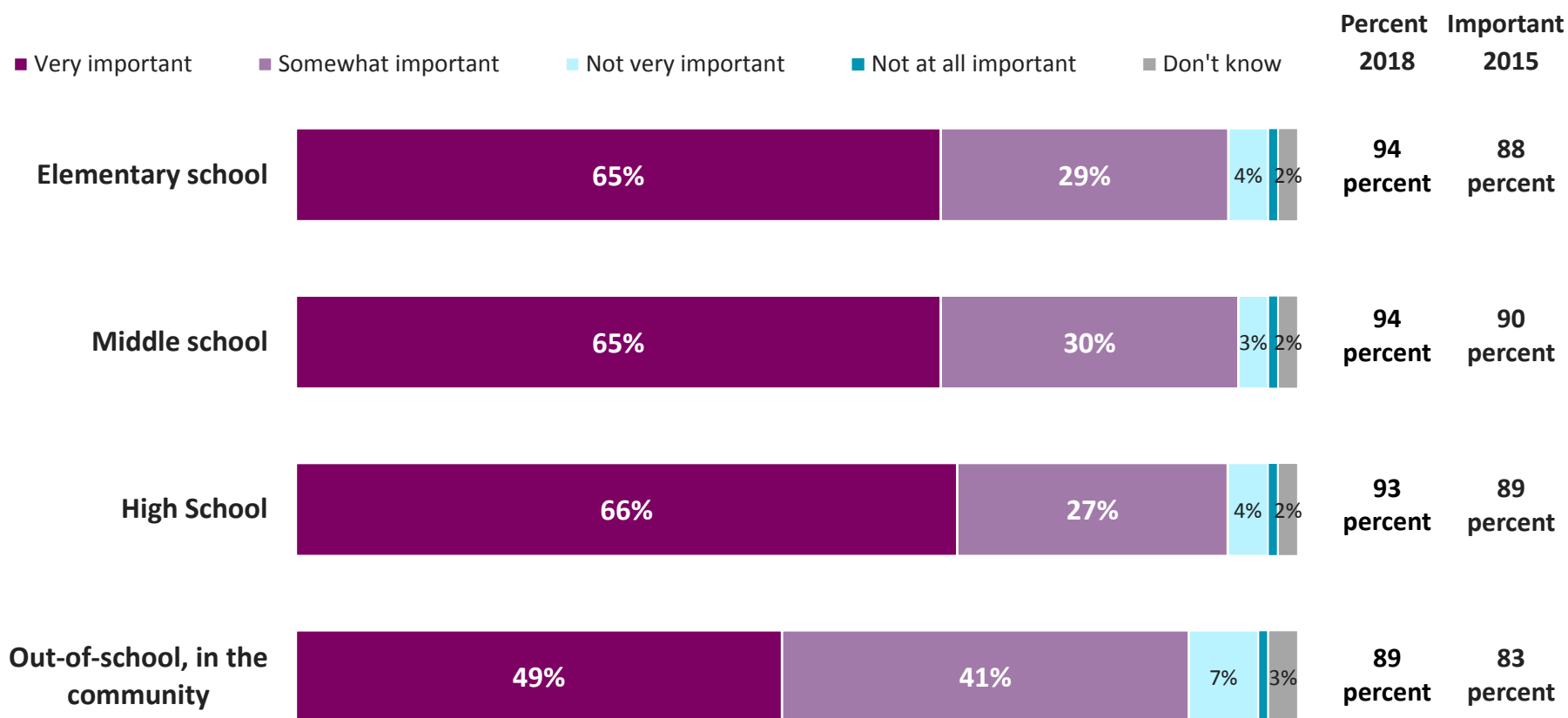
- Americans show overwhelming support for arts education. 91 percent agree that the arts are part of a well-rounded education for K-12 students, including nearly two-thirds (61 percent) who strongly agree. Just 5 percent disagree about the role the arts play in creating a balanced education for children, and 3 percent were unsure.
- There was little or no difference between age, household income, and, interestingly, even if there were children in the household.



Q11. 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)?  
 Base: All Respondents (n=3,023); 2015 (n=3,020)

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

- Nine-in-ten American adults believe it is important for students to receive an education in the arts at all grade levels—including dance, media arts, music, theater, and visual arts—as part of the curriculum in elementary school (94 percent), middle school (94 percent), and high school (93 percent). Two-thirds of adults say this is “very important.”
- Women, adults under the age of 35, and college graduates are significantly more likely to stress the importance of students receiving an education in the arts throughout their academic life compared to their demographic counterparts.



Q12. 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)? Base: All Respondents (n=3,023); 2015 (n=3,020)

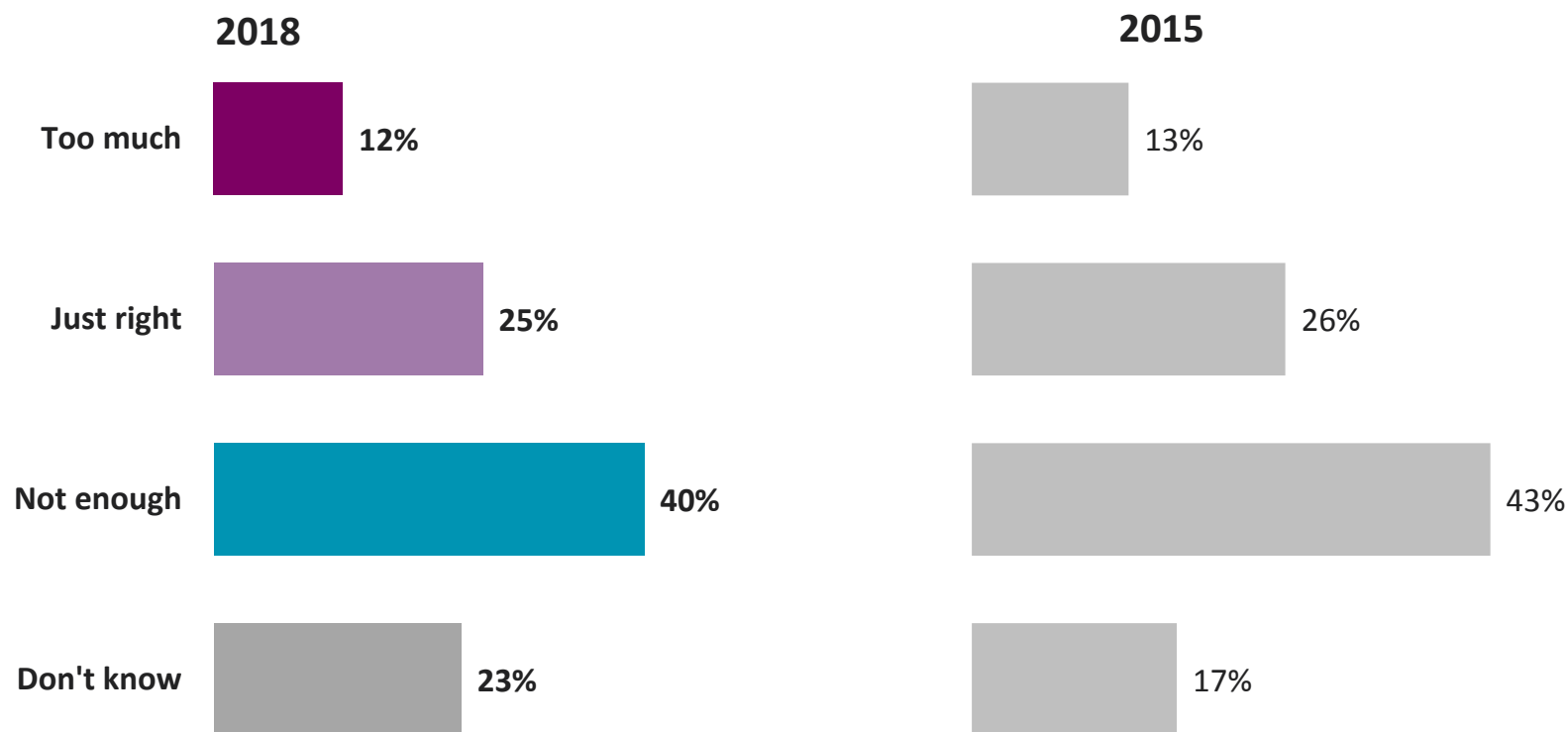




# Government Funding of The Arts

## 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 while only 12 percent 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+), those earning less than \$50,000 per year (43 percent vs. 37 percent of those earning more than \$50,000/year), and unmarried adults (45 percent vs. 35 percent of married adults) are more likely to feel current government spending is *not enough*.

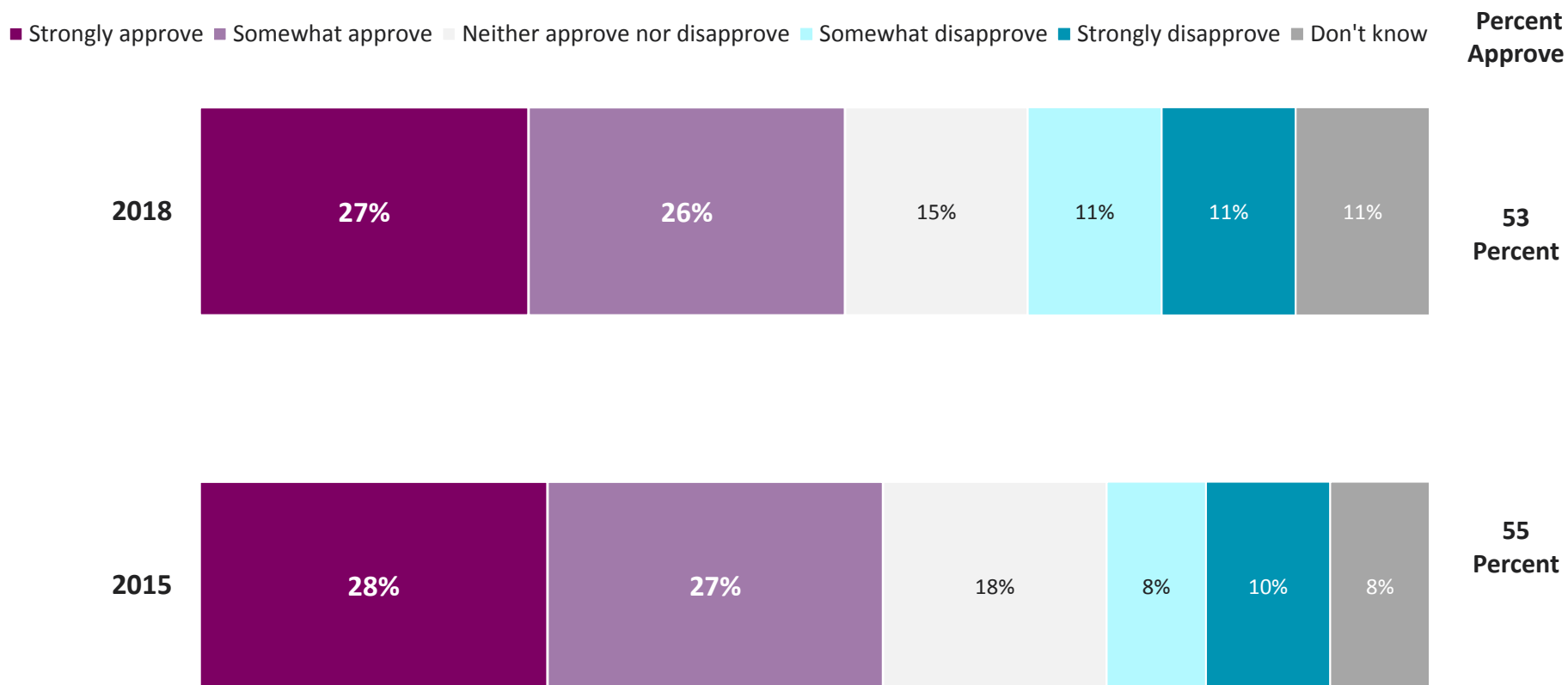


Q20. The federal government spends 45 cents per person on nonprofit arts organizations in the U.S. (such as museums, theaters, and community arts centers). In your opinion, is this...

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

# Majority of Americans Approve Doubling the Federal Government's Funding of Nonprofit Arts Organizations

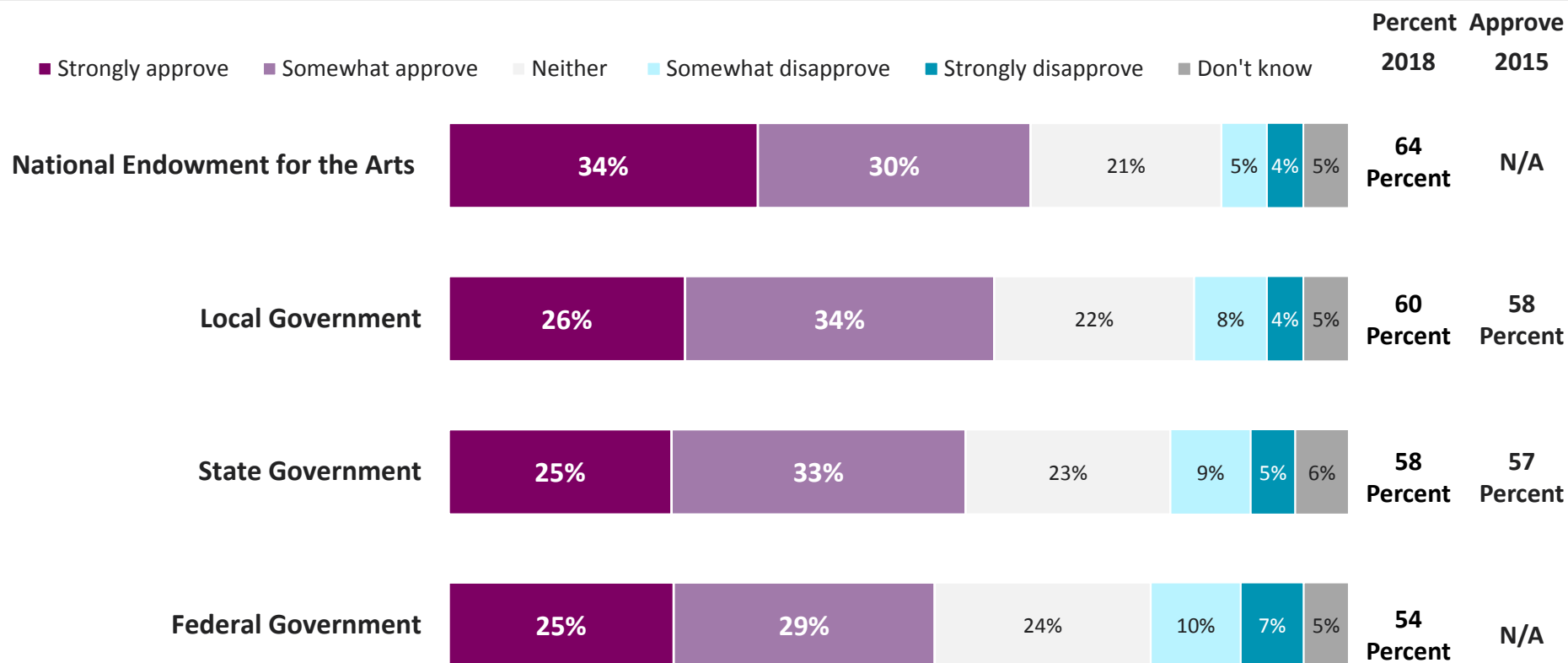
- More than half of Americans (53 percent) favor an increase in federal government spending on nonprofit arts organizations from 45 cents to \$1 per person.
- Approval is greatest among Millennials (61 percent of those born in 1981 or after), college graduates (57 percent), and likely voters (58 percent).
- 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)

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

- Arts funding of nonprofit arts organizations is most likely to be approved when provided by the National Endowment for the Arts (64 percent). 34 percent “strongly approve” of NEA funding compared to just 5 percent who “strongly disapprove.”
- Government funding for the arts is viewed favorably at all levels. More than half of Americans approve of arts funding by local government (60 percent), state government (58 percent), and federal government (54 percent).
- While there was no difference in support for government arts funding across gender and income, adults under the age of 35, those with children living at home, and college graduates are significantly more likely to approve across all levels of government.

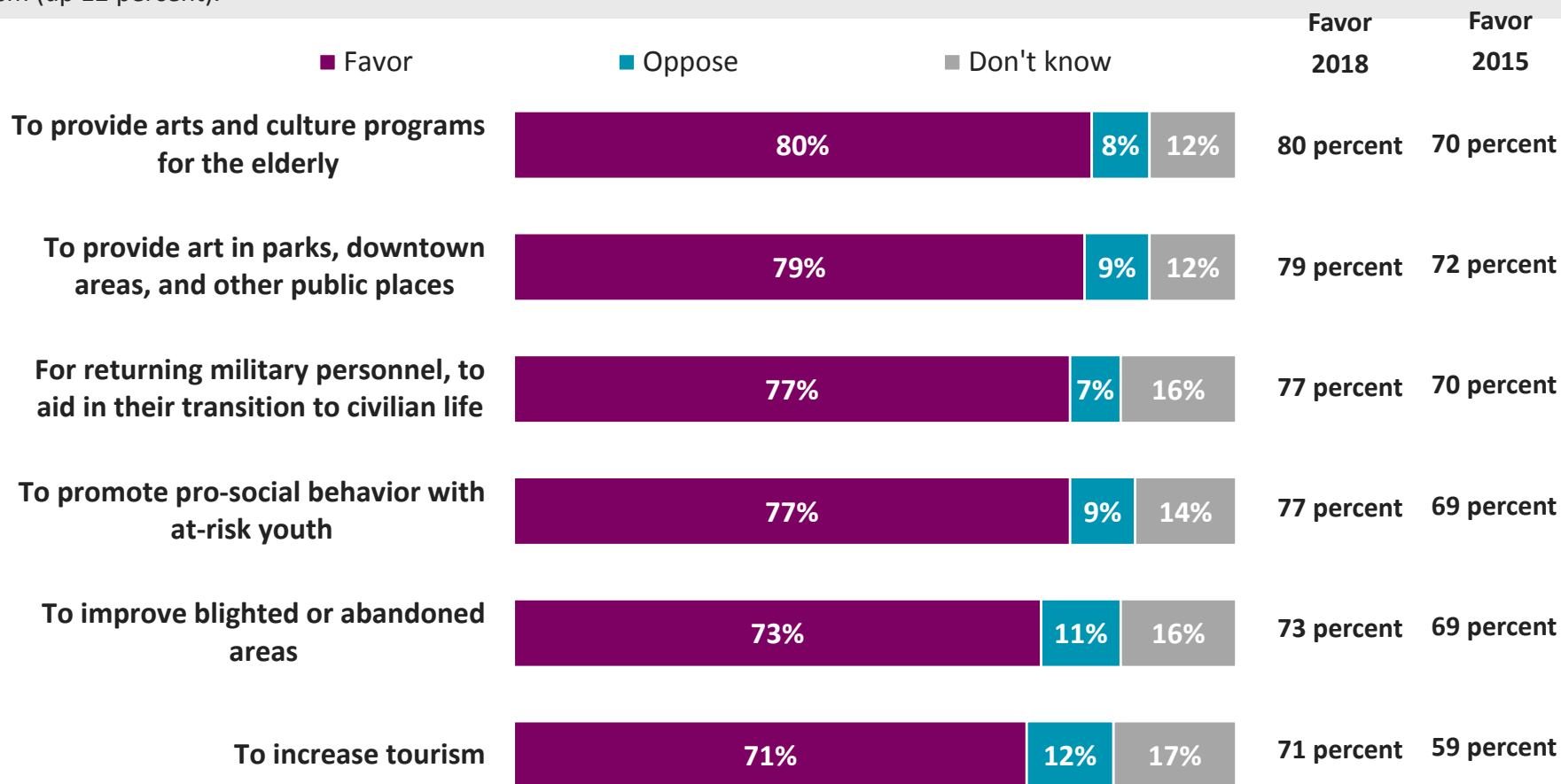


Q17. Do you approve or disapprove the funding of nonprofit arts organizations when provided by the following?

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

# Community-Oriented Arts Funding has High Public Value

- Americans strongly support government funding for arts programs that improve their communities socially, economically, and educationally.
- High public support can be found for arts and culture programs for the elderly, providing art in public spaces (e.g., parks, downtown areas), and for returning military personnel to aid in their transition to civilian life.
- Approval ratings have improved since 2015, especially when it comes to funding programs for the elderly (up 10 percent), and to increase tourism (up 12 percent).

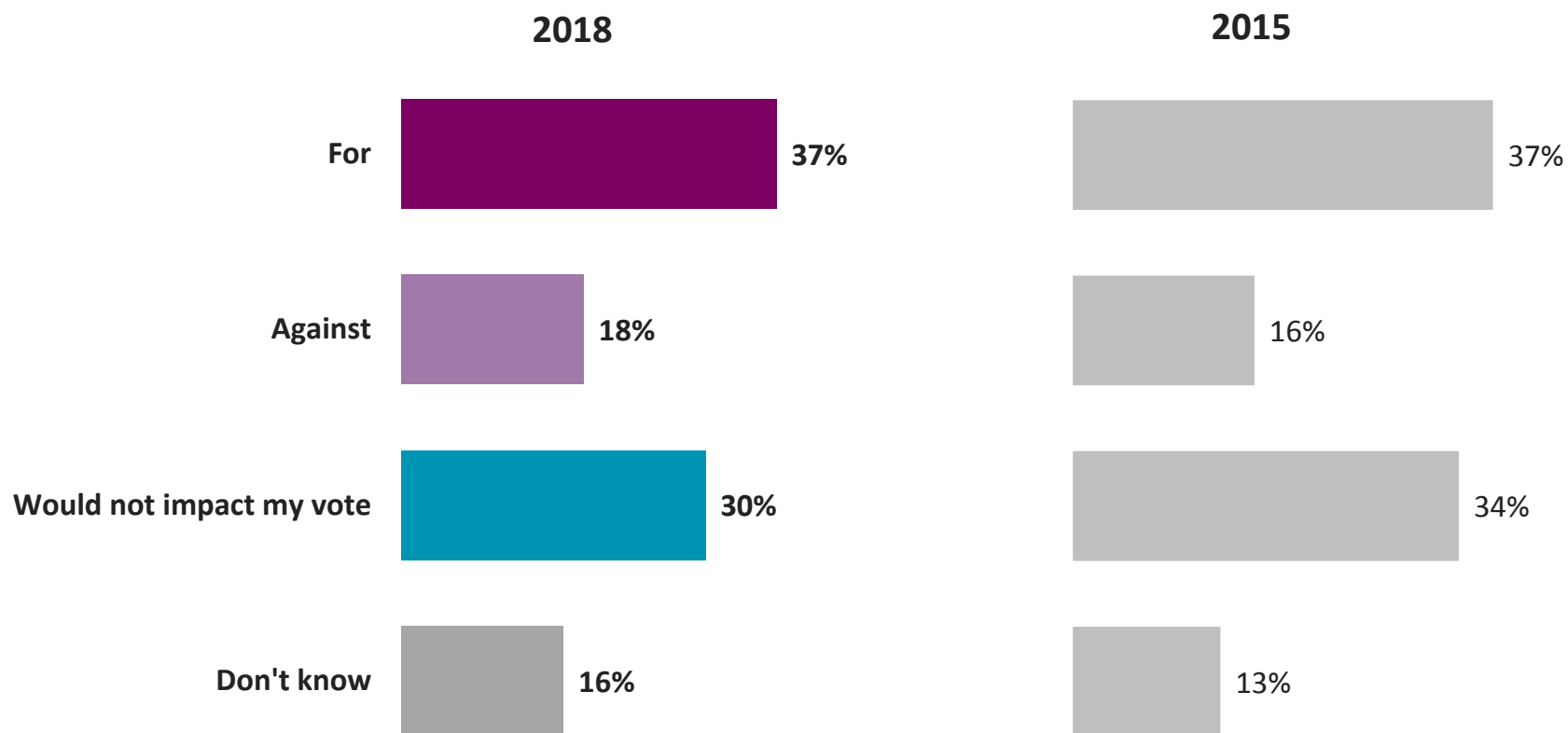


Q18. Do you favor or oppose the government funding the arts for the following purposes?

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

# Americans are Twice as Likely to Vote FOR a Political Candidate Who Supports Increasing Federal Arts Spending Than AGAINST One

- 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).
- Three-in-ten say instead that this would not impact their vote and 16 percent don't know.
- Those most likely to vote for a candidate who wants to increase federal spending on the arts include Millennials (48 percent), adults with children living at home (44 percent), and college graduates (41 percent).

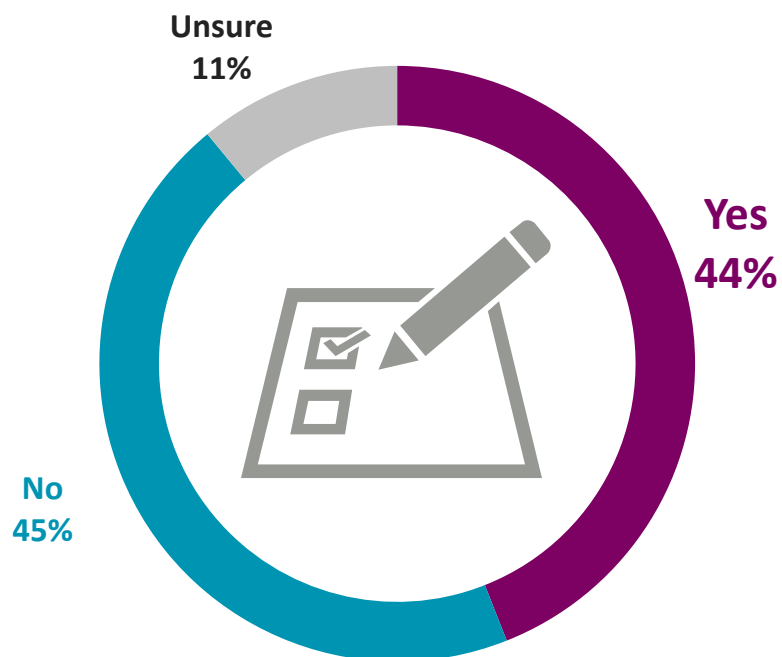


Q22. All else being equal, would you vote for or against a political candidate who wanted to increase federal spending on nonprofit arts organizations from 45 cents per person to \$1 per person? Base: All Respondents (n=3,023); 2015 (n=3,020)

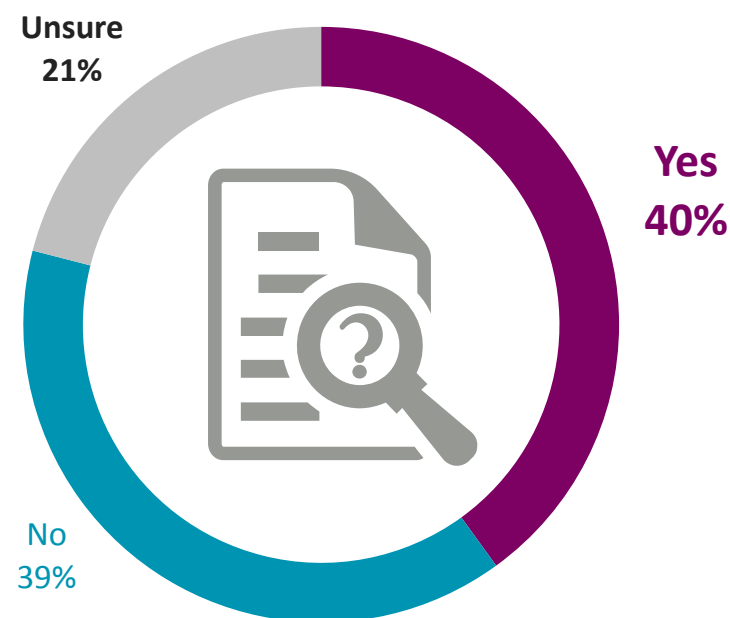
# Two-in-Five Itemize Deductions When Filing their Personal Income Taxes

- 44 percent of Americans say they itemized their deductions for the 2017 tax year. Slightly fewer expect to itemize when filing for the 2018 tax year (40 percent).
- There is uncertainty about the new tax law as the percent who were unsure about their filing in 2017 (11 percent) nearly doubled to 21 percent.

**Did you itemize your deductions for the 2017 tax year (last year)?**



**Do you plan to itemize your deductions when filing for the 2018 tax year?**

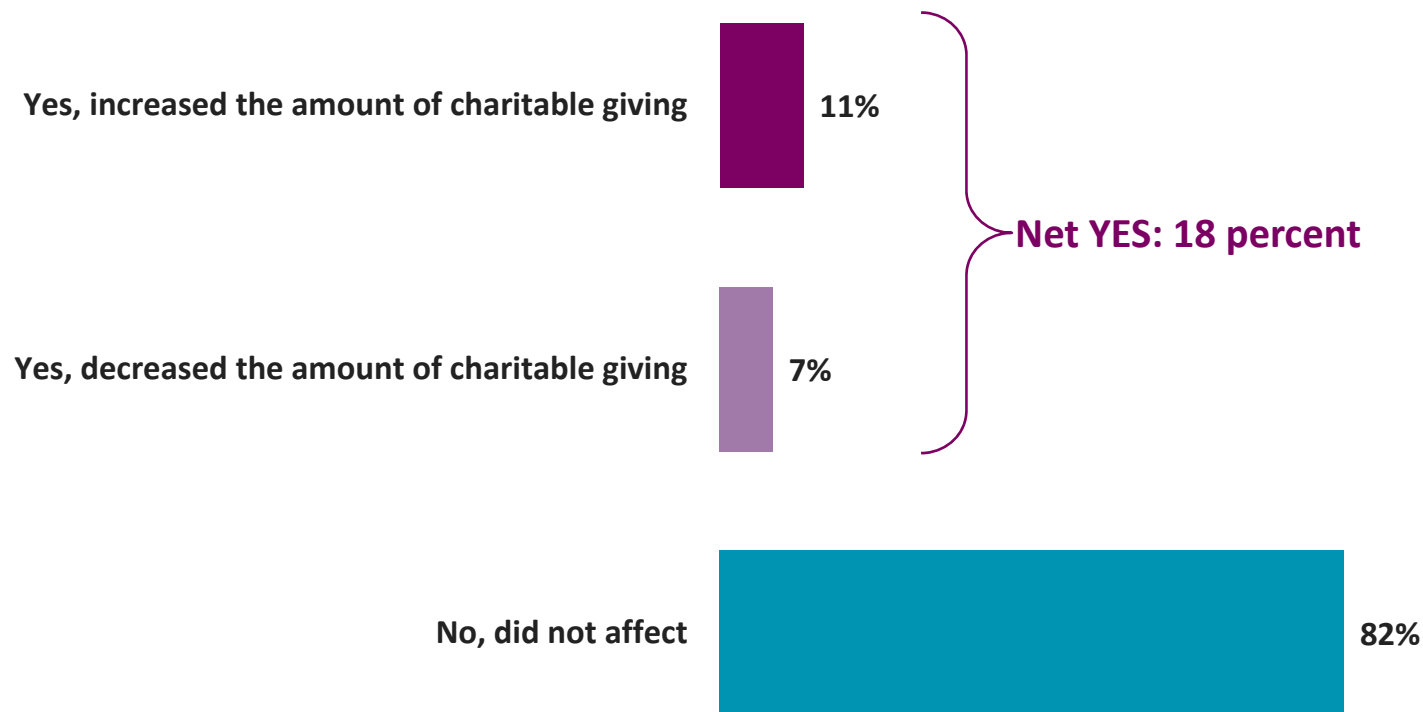


Q14. When it comes to filing your personal income taxes ....  
 Base: All Respondents (n=3,023)

# The *Tax Cuts & Jobs Act* Affected Charitable Giving in 2017 for One-in-Five



- 82 percent of adults surveyed said that the amount of charitable giving they contributed in 2017 was not impacted by the “Tax Cuts & Jobs Act,” which was passed by Congress in December 2017. For 11 percent, however, their response to the tax law was to increase their charitable giving, while 7 percent said they decreased their charitable giving.
- Men (22 percent), younger adults (24 percent of those ages 18-34), the more affluent (20 percent), college graduates (22 percent) and married adults (20 percent) are particularly likely to say that the Tax Cuts & Jobs Act affected their charitable contributions in 2017.



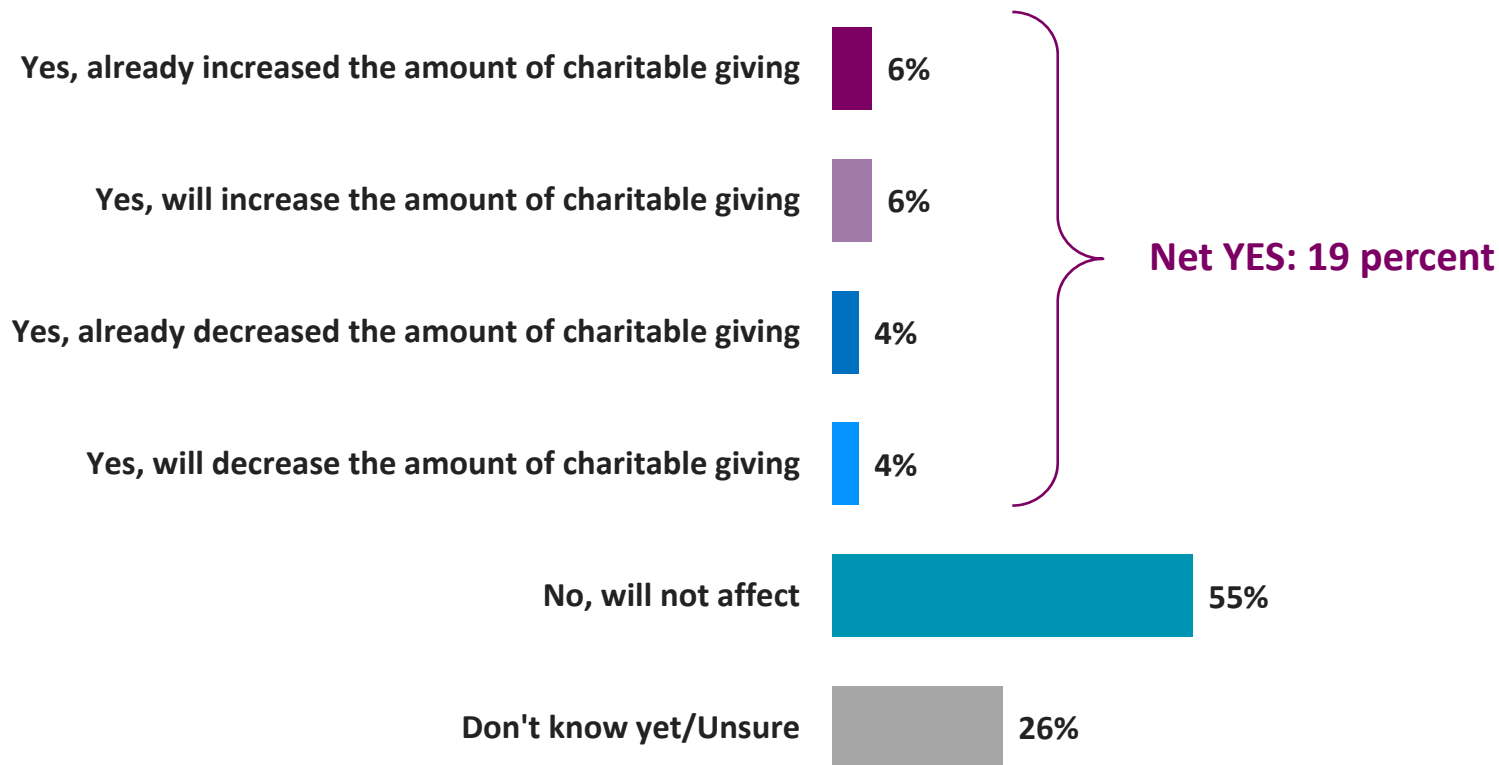
Q15. In 2017, the Tax Cuts & Jobs Act was passed, changing tax policy significantly. Did these changes, or anything related to the passing of the Tax Cuts & Jobs Act, affect the amount of your charitable giving in 2017?

Base: All Respondents (n=3,023)



# The *Tax Cuts and Jobs Act* Will Impact Charitable Giving in 2018

- One-in-five Americans predict the *Tax Cuts and Jobs Act* will impact their charitable giving in 2018—12 percent of respondents believe the new tax law will enable them to increase what they contribute, while eight percent believe the Act will decrease the amount of their charitable giving.
- Men (15 percent) and high-income earners (16 percent) are more likely to increase their giving.
- 55 percent say the *Tax Cuts & Jobs Act* will not impact their charitable giving in 2018, and 26 percent are not sure yet.



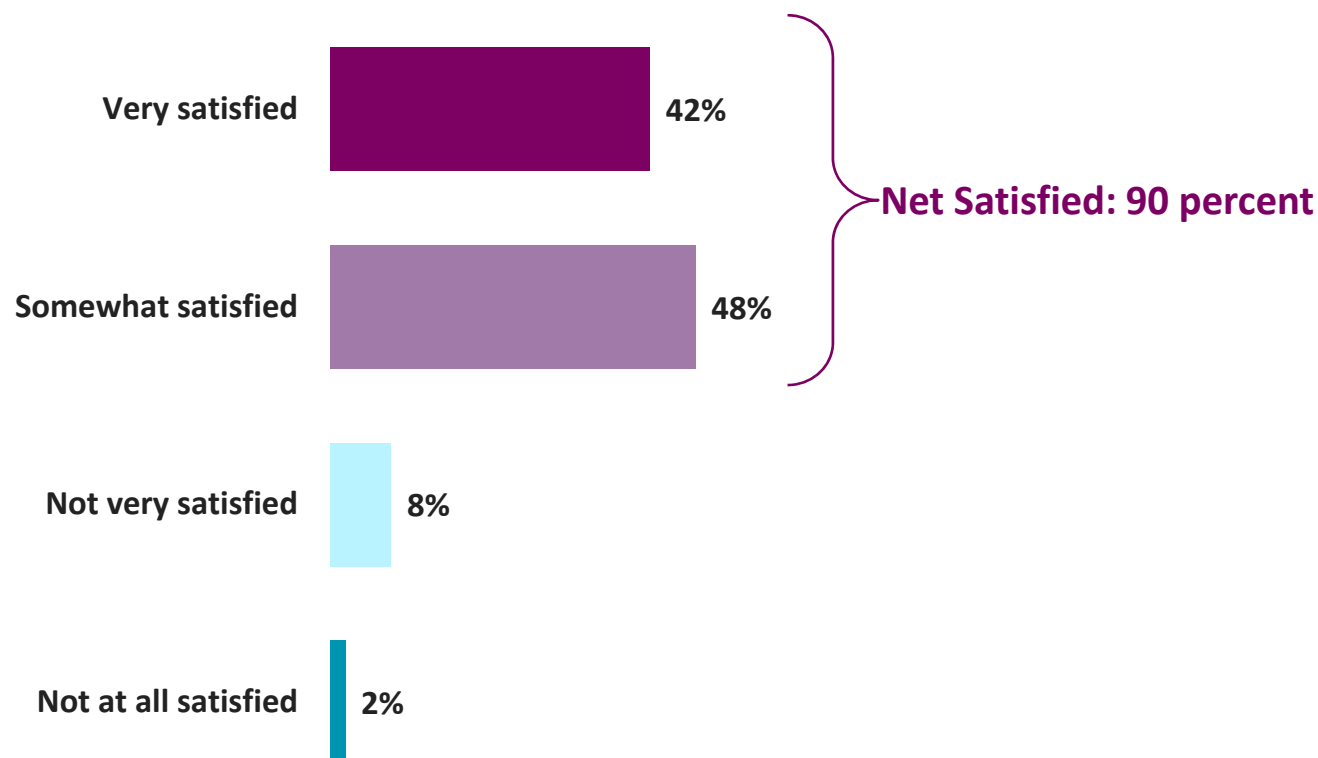
Q16. In 2017, the Tax Cuts & Jobs Act was passed, changing tax policy significantly. Do you expect these changes, or anything related to the passing of the Tax Cuts & Jobs Act, to affect the amount of your charitable giving in 2018 (or have they already)? Base: All Respondents (n=3,023)



# American Optimism

# Americans are Satisfied with Their Community as a Place to Live

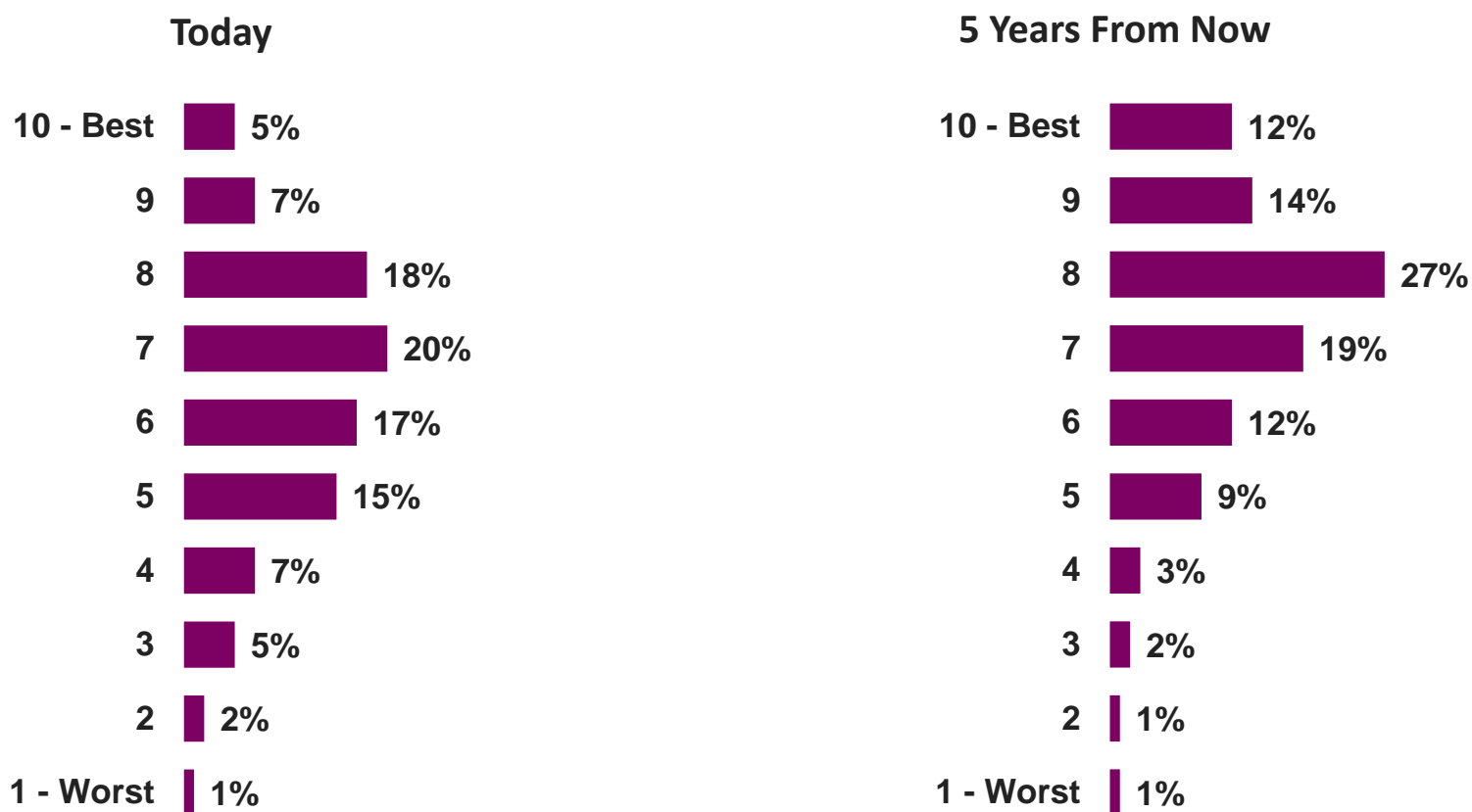
- 90 percent of Americans say they are pleased with their community as a place to live, including two-in-five who say they are *very satisfied*.
- The 42 percent who identified as very satisfied are significantly more likely to attend the arts.
- Those most likely to be satisfied with their community as a place to live include older adults (93 percent of those ages 55+ vs. 88 percent of younger adults), higher earners (93 percent vs. 84 percent of those earning less than \$50,000 annually), college graduates (93 percent vs. 87 percent with no college degree), and married adults (92 percent vs. 87 percent of those who are not married).



Q7. How satisfied are you with your community as a place to live?  
 Base: All Respondents (n=3,023)

# Americans Expect to Get Closer to Their Best Possible Life Over the Next Five Years

- 30 percent of Americans rate their current life an 8 or higher using a 10-point scale, where 10 is their best possible life. When asked about five years into the future, however, this jumps to 53 percent.
- Older adults (age 55+), the more affluent, college graduates, and those who are married are more likely to rate their current life as being an 8 – 10. The more affluent, college graduates, and married adults as well as adults under 35 and those with children living at home have positive outlooks for their future selves.



Q25. Imagine a ladder with 10 steps, where the top step (#10) is your best possible life. If you were to place yourself on this ladder, which step would you be on today, and which step do you see yourself on five years from now? Base: All Respondents (n=3,023)



# Methodology

# All Respondents

Gender		Age		Region	
Male	48 percent	18-34	30 percent	Northeast	18 percent
Female	52 percent	35-54	34 percent	Midwest	21 percent
		55+	36 percent	South	38 percent
				West	24 percent

Household Income		Education		Marital Status	
Under \$50K	37 percent	No college degree	51 percent	Married	52 percent
\$50K +	63 percent	College degree	49 percent	Other	48 percent

Employment		Political Affiliation		Likelihood to Vote	
Full Time	51 percent	Strong Democrat	16 percent	10 - Certain to vote	53 percent
Part Time	9 percent	Moderate Democrat	13 percent	9	11 percent
Not Emp.	20 percent	Lean Democrat	8 percent	8	9 percent
Retired	20 percent	Lean Republican	8 percent	7	5 percent
		Lean Republican	8 percent	6	4 percent
		Moderate Republican	13 percent	5	4 percent
		Strong Republican	12 percent	4	1 percent
		Strong Republican	12 percent	3	1 percent
		Independent	19 percent	2	1 percent
		Other	3 percent	1 - Certain to NOT vote	5 percent
		Don't know/Refuse	7 percent	Don't know	5 percent

Base: All Respondents (n=3,023)

## 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 precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 2.0$  percentage points.
- 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.

<sup>1</sup> “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.”

## 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](http://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

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## GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

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“GAME CHANGERS” - our tagline - summarises our ambition.