

NEA's latest research -- breaking down the data for State Arts Agencies and Regional Arts Organizations

Wednesday, March 4, 2015, 3:00 p.m. - 4:00 p.m. EST



Today's presenters



Laura Scanlan
NEA Director of State and
Regional Partnerships



Sunil Iyengar
NEA Director of
Research & Analysis

Arts Participation and Production: What, Who, Why, and How Much?

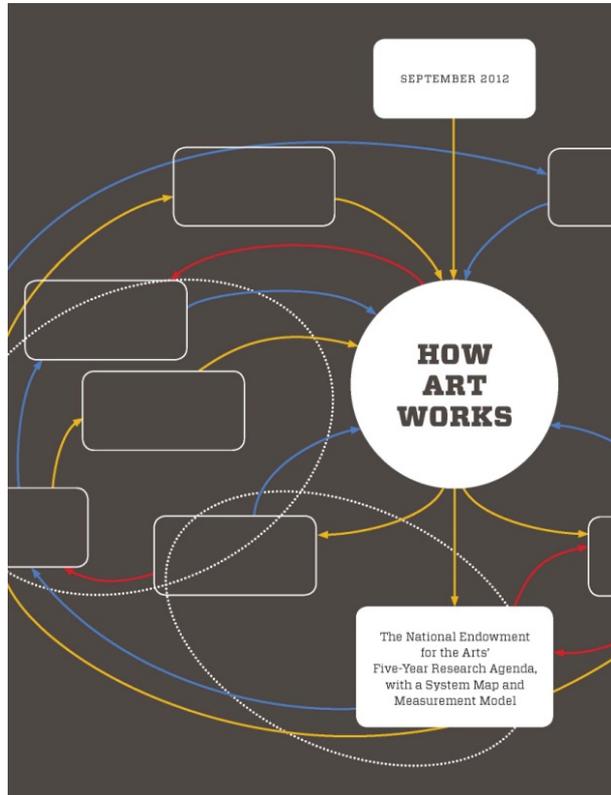
Sunil Iyengar
Director, Research & Analysis
National Endowment for the Arts

March 4, 2015



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NEA Strategic Plan for Research



Goal: Promote Public Knowledge and Understanding about the Contributions of the Arts

President's Budget for FY 2016

From OMB *Analytical Perspectives*

“[N]ew modes of cultural engagement have emerged, such as consumption of entertainment and new kinds of media via the internet and electronic devices.....”

NEA's Survey of Public Participation in the Arts



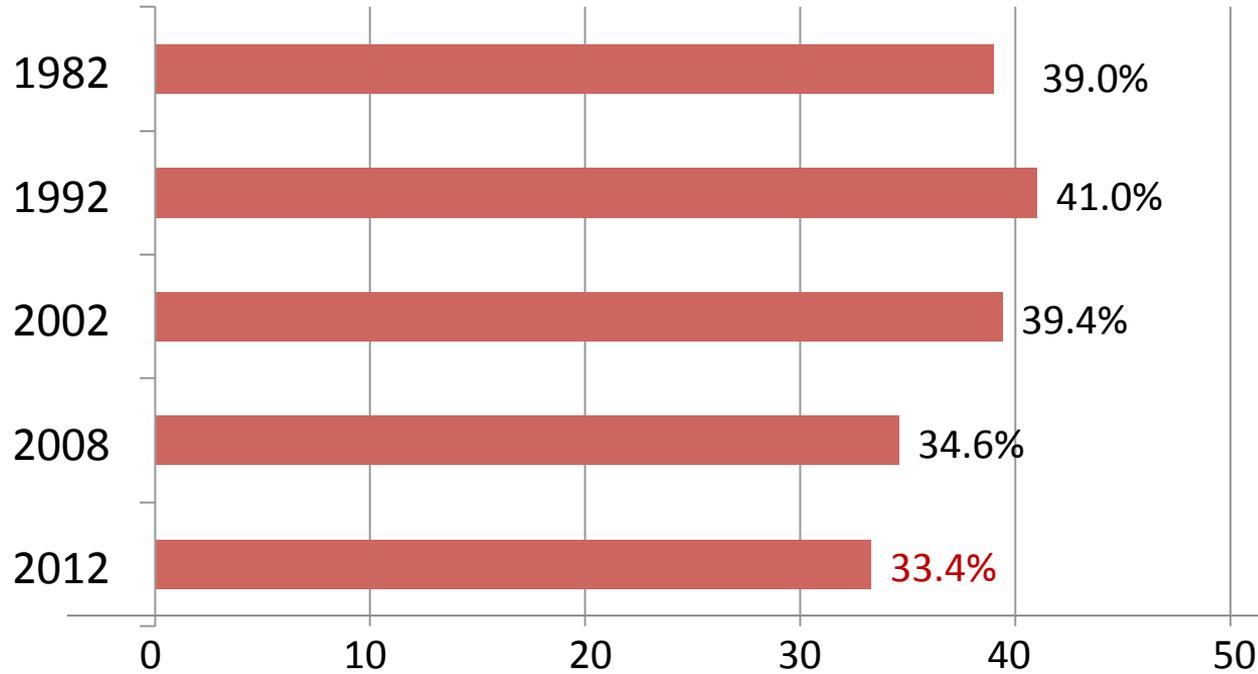
A DECADE OF ARTS ENGAGEMENT:

FINDINGS FROM THE SURVEY OF PUBLIC PARTICIPATION IN THE ARTS, 2002-2012

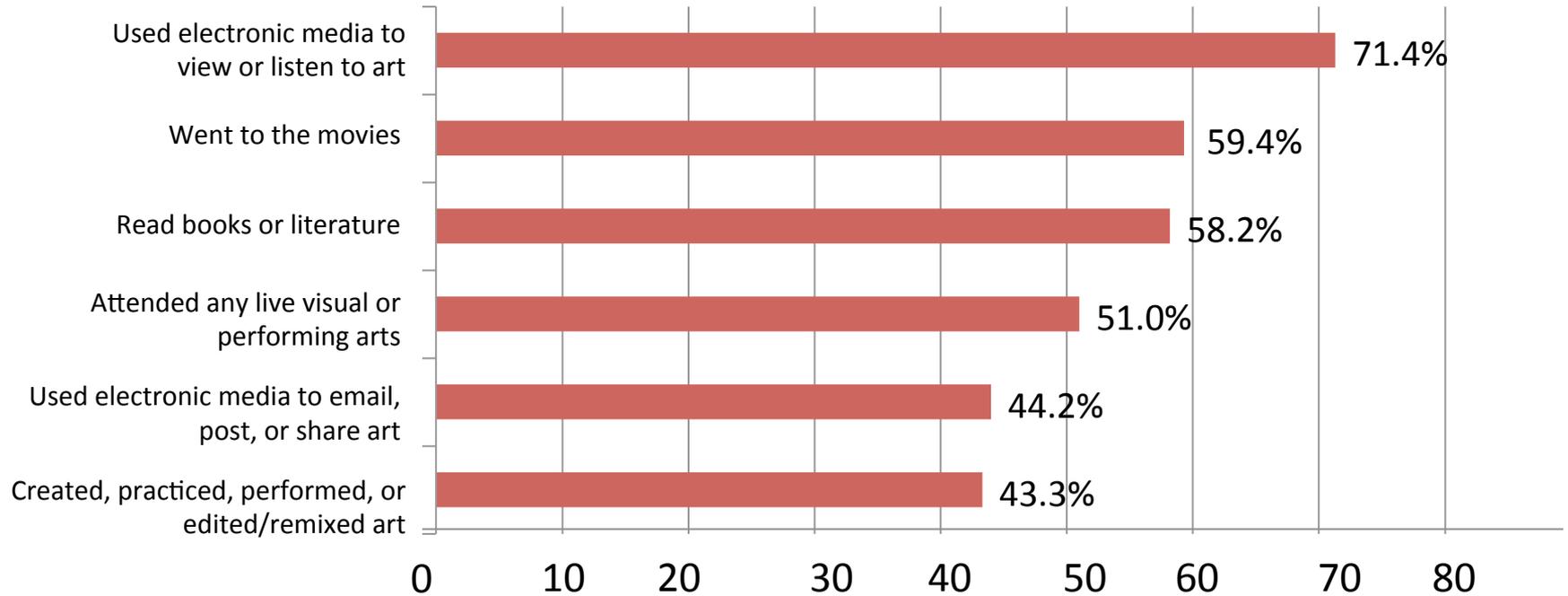
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SPPA: Historical Narrative

Percent of U.S. Adults Who Attended at Least One “Benchmark” Arts Event



Percent of U.S. Adults Who...

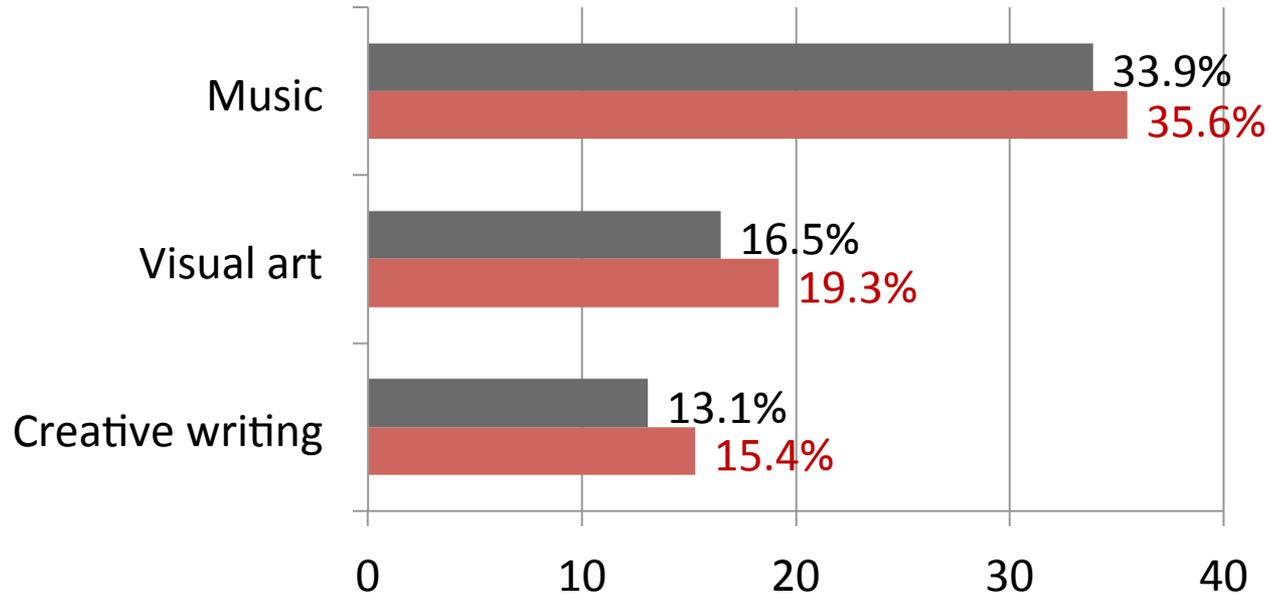


Technology Enables Arts Creation

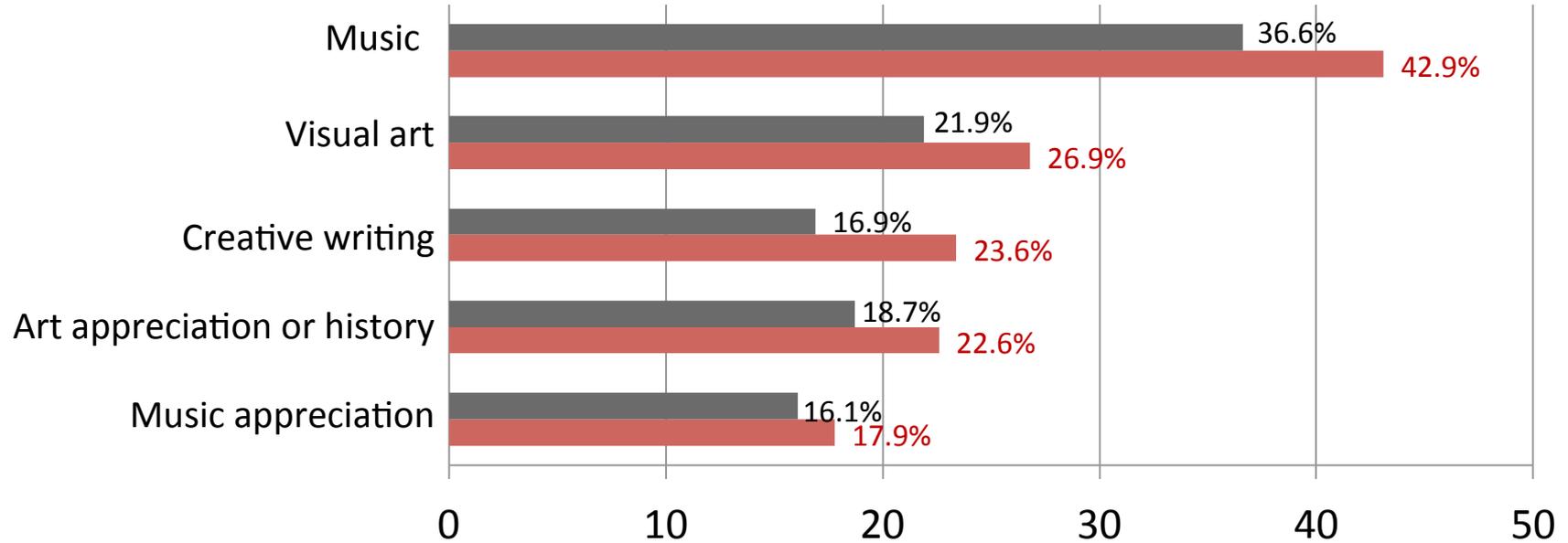
Among adults who created visual art and/or music in 2012,
the percent who used electronic media

	Visual Art	Music
Overall	45.6%	28.4%
Hispanic	38.3%	41.5%
White	49.7%	24.9%
African American	66.0%	48.1%
Other races/ethnicities	49.3%	13.6%

Percent of U.S. Adults Who Reported Ever Taking an Arts Class or Lesson: 2002/2012



Percent of Young Adults (18-24) Who Reported *Ever* Taking an Arts Class or Lesson: 2002/2012



Selected Regional Findings: Arts Attendance

- **New England, Pacific, Mountain** regions show highest overall rates
- **East North Central**: more likely than most to attend at elementary/high schools
- **West North Central**, with East North Central, Mountain, and Pacific: more likely to attend parks/outdoors
- Although **metro** residence was linked with higher overall attendance, craft fairs were attended by metro and **non-metro** residents at equal rates

Selected Regional Findings: Arts Creation

- Fiber arts creation most popular in **West North Central**, **New England**, and **Mountain** regions
- Leatherwork, metalwork, woodwork: **East South Central** and **West North Central**
- **Non-metro** residents generally did these activities at least as much as **metro** residents

Selected State Findings: Arts Attendance

- Classical music: **CO, WA**
- Jazz: **CO, MD, NE, WA**
- Latin music: **CA, NY, FL**
- Opera and musicals: **CO, WA, ND, NE, MN, CT**
- Non-musical plays: **CO, MN, OR, RI, MD**
- Ballet or other dance: **CO**

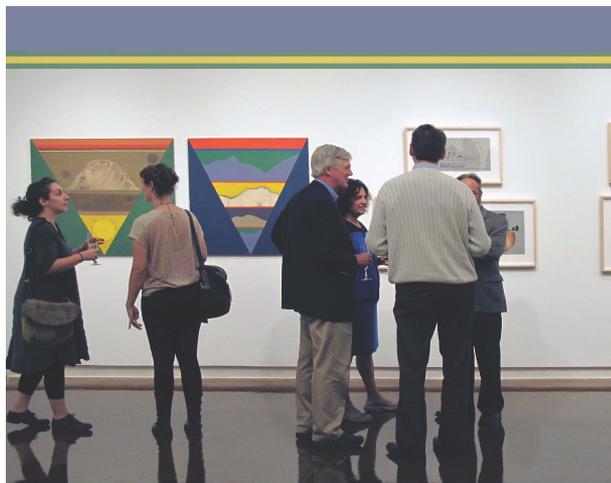
Selected State Findings: Arts Attendance

- Art museums/galleries: **OR, CO, WA, MN, MD, CA**
- Craft fairs: **CO, OR, MD, ND, RI, MI**
- Historic/design tours: **MD, CO, OR, MN, ND**
- Visual/performing arts attendance at place of worship:
NE, MN, NC, AL

Additional Resources

- Arts Data Profile #5 – *States of Engagement: Arts Participation by U.S. Geography*
- *How A Nation Engages with Art: Highlights from the 2012 Survey of Public Participation in the Arts*
- Apps visualizing SPPA data
- Questionnaire, data files, user's guide

General Social Survey: NEA Arts Module

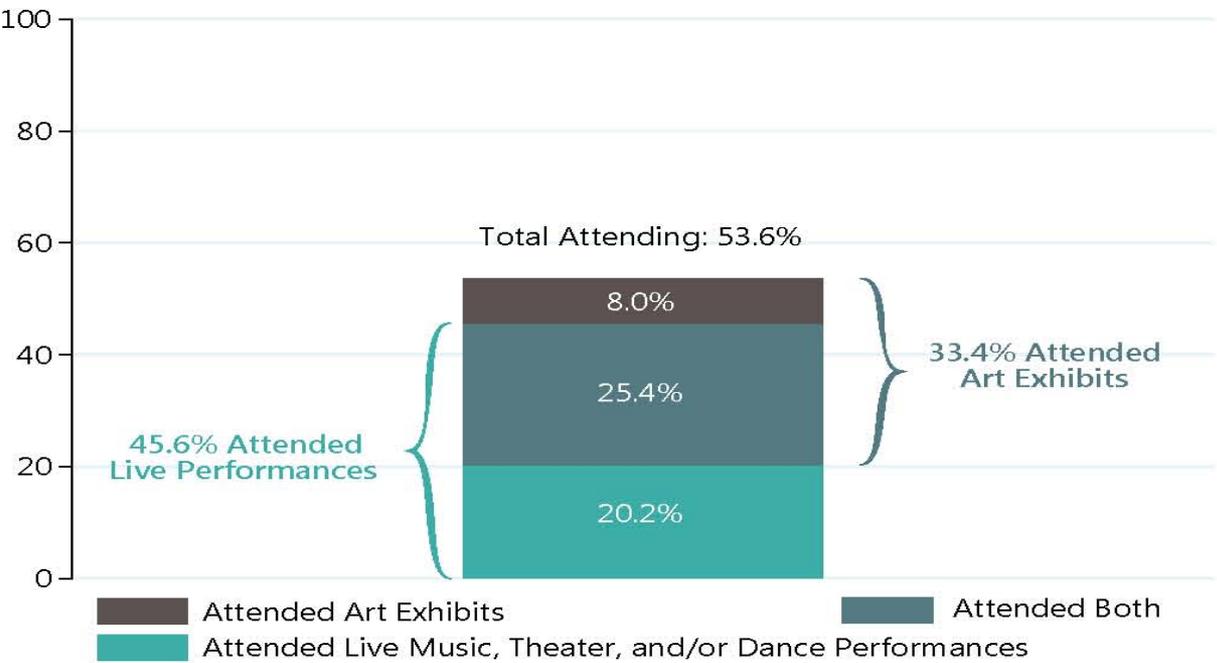


When Going Gets Tough:
Barriers and Motivations Affecting Arts Attendance



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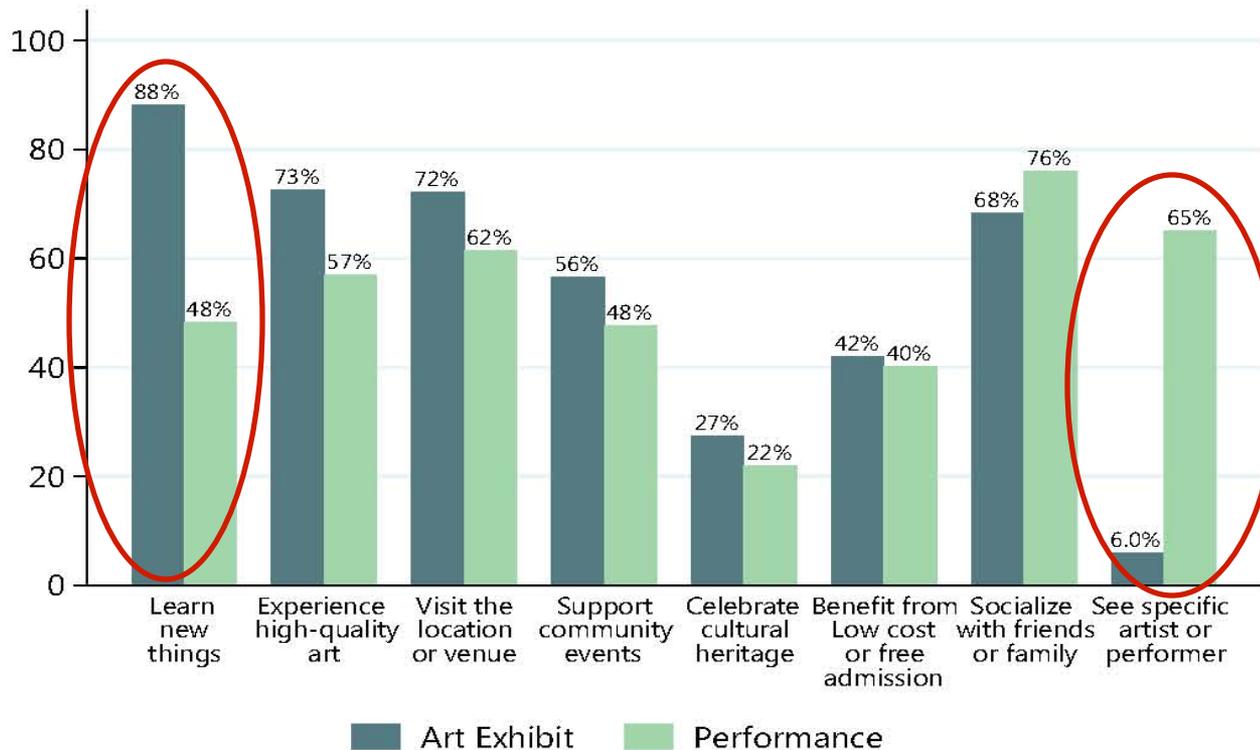
Percent of U.S. Adults Who Attended the Visual and/or Performing Arts in the Past 12 Months, by Event Type (2012)



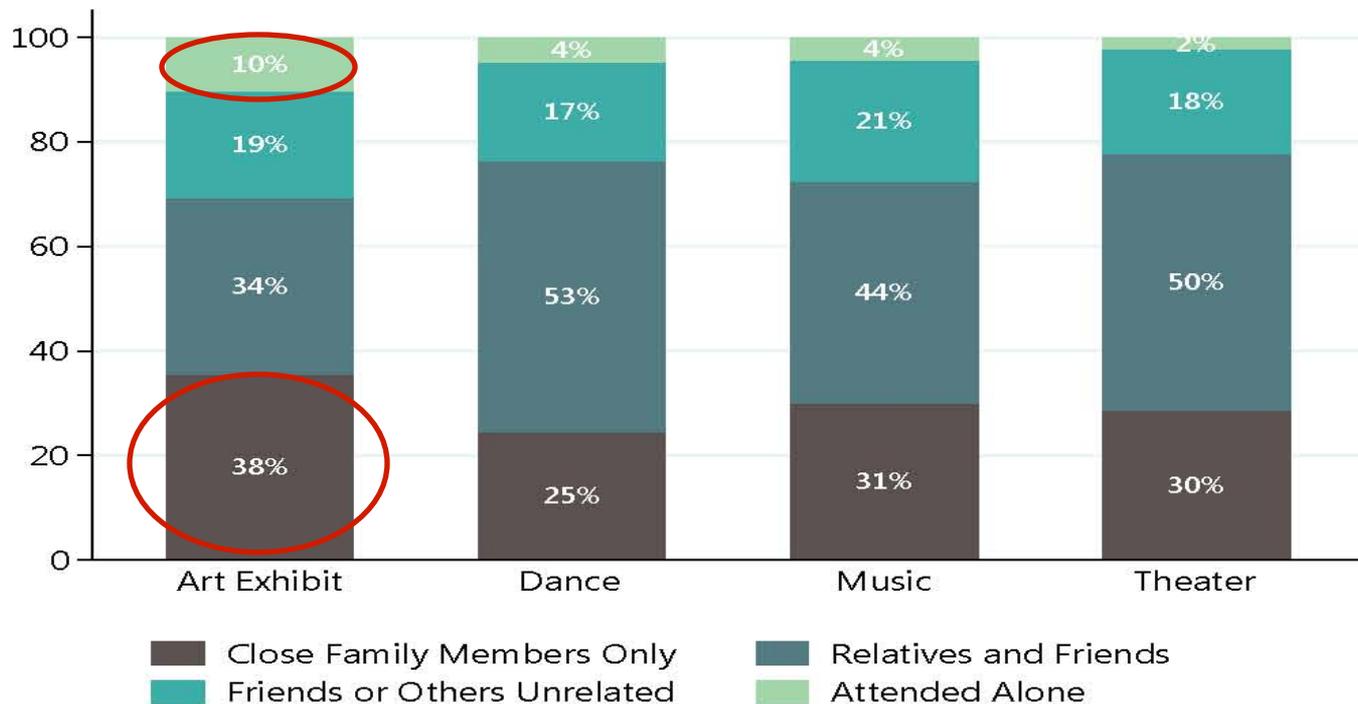
Top Motivations for Attending Visual and/or Performing Arts Events by Percent of U.S. Adults Who Reported Them (2012)

Socializing with family or friends	72.9%
Seeing an exhibit or performance at this particular location	65.8%
Gaining knowledge or learning something new	64.1%
Experiencing high-quality art	63.2%
Supporting a community organization or community event	51.2%
Seeing a specific individual artist's performance or artworks	41.2%
Low cost or free admission	40.9%
Celebrating or learning about one's own cultural heritage	24.2%

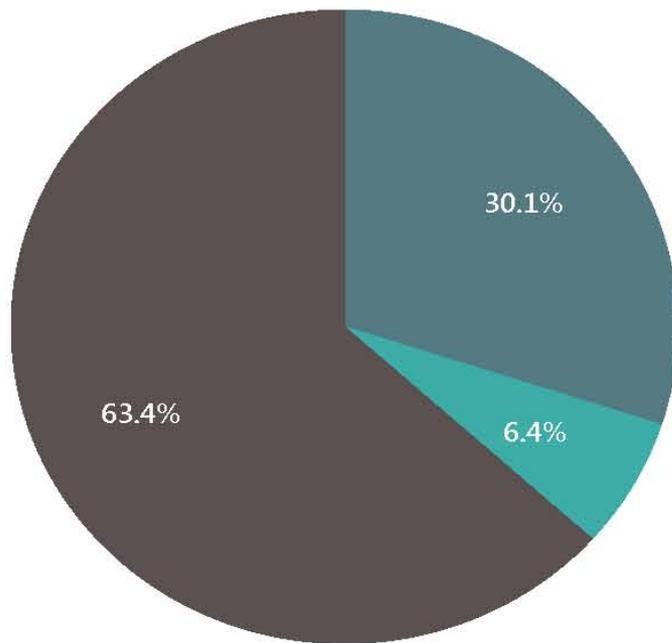
Percent Who Attended in the Past 12 Months, by Most Recent Event and Motivations for Doing So (2012)



Percent Who Attended the Arts in the Past 12 Months, by Most Recent Event and by Who (If Anyone) Accompanied Them (2012)



Percent Who Were Interested in, but Did Not Attend, the Arts in the Past 12 Months, by Most Recent Event They Wanted to Attend (2012)



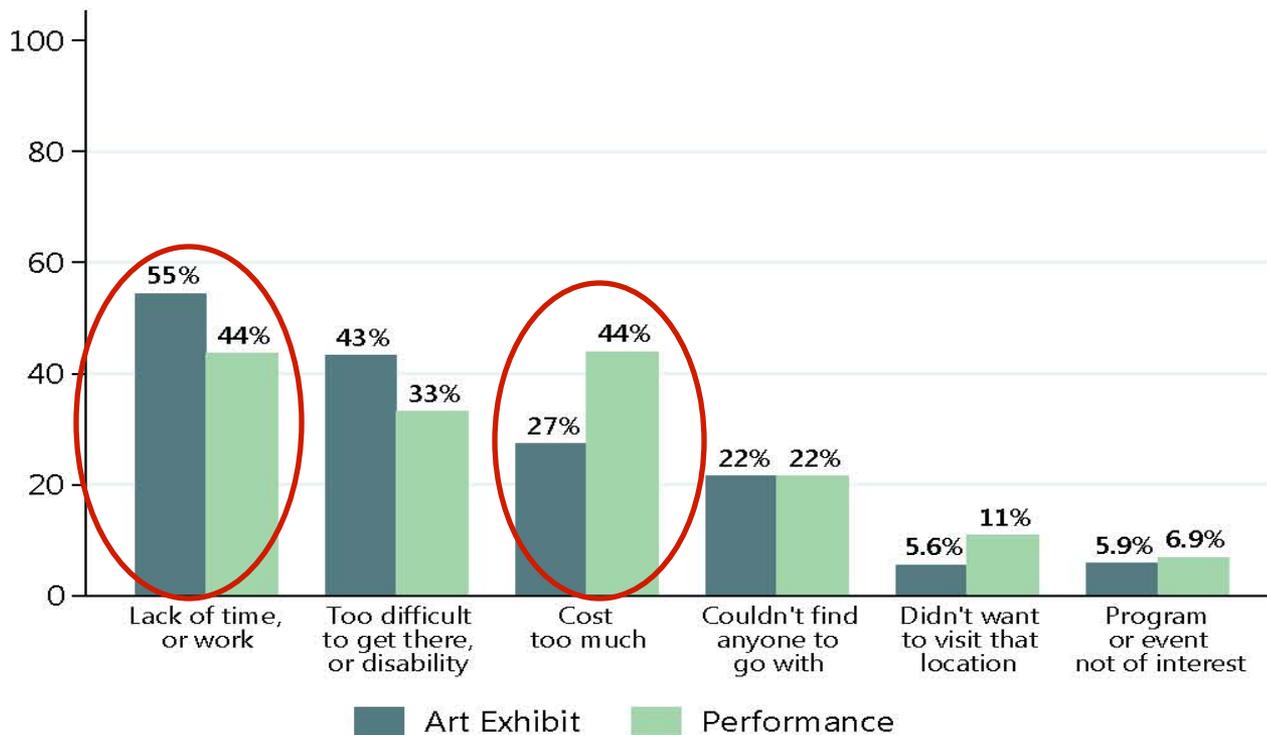
Art Exhibit Both
Performance

13% (31 mil. adults)
wanted to attend either a
visual or performing arts
event but chose not to

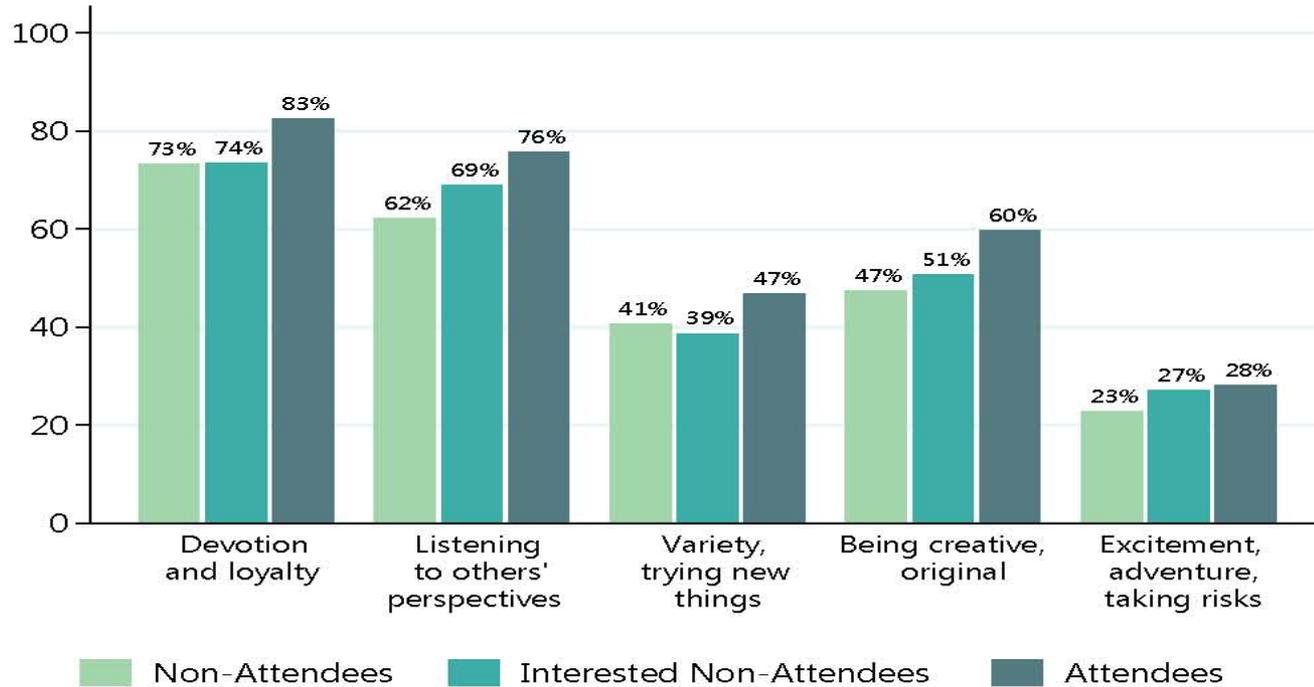
Top Barriers to Attending Visual and/or Performing Arts Events, by Percent of U.S. Adults Who Reported Them (2012)

Could not find the time, including due to work	47.3%
Costs too much	38.3%
Too difficult to get there, including difficulty due to physical handicap or illness	36.6%
Could not find anyone to go with	21.6%
Did not want to go to that location	9.0%
Programs or events were not of interest	6.6%

Percent Who Were Interested in, but Did Not Attend, the Arts in the Past 12 Months, by Most Recent Event They Wanted to Attend (2012)



Percent of U.S. Adults Who “Agree” or “Strongly Agree” with Value Statements Significant in Predicting Arts Attendance (2012)



Additional Resources

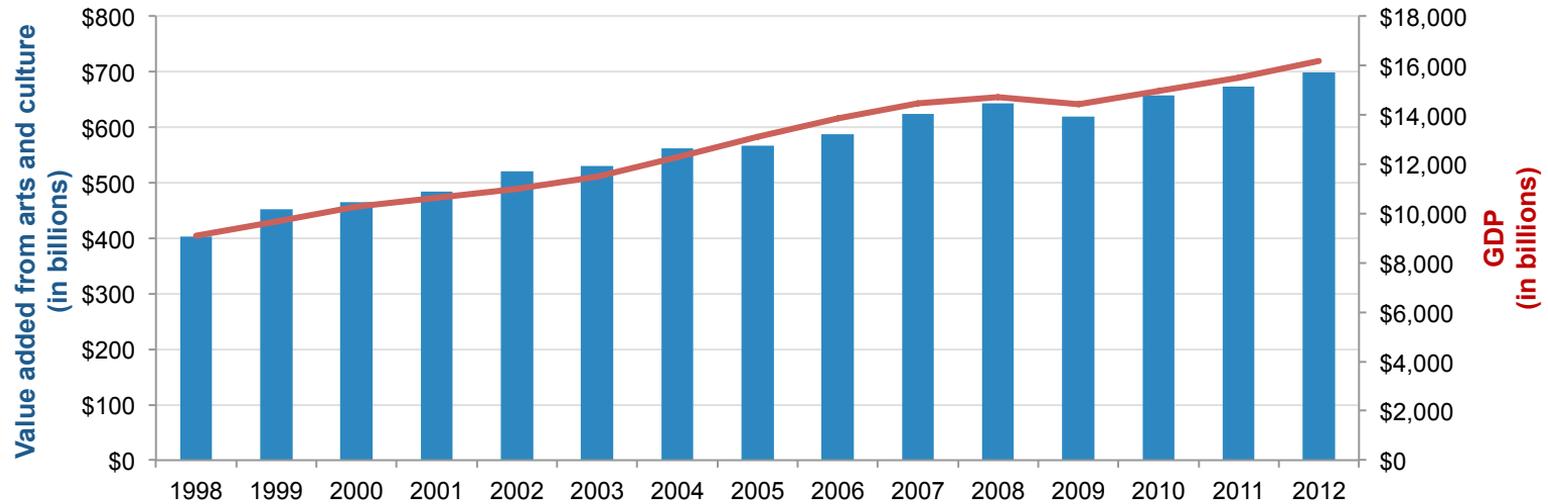
- Arts Data Profile #4 – *Why Don't They Come? Characteristics of Interested Non-Attendees of the Arts*
- Questionnaire, data files

U.S. Arts and Cultural Production Satellite Account

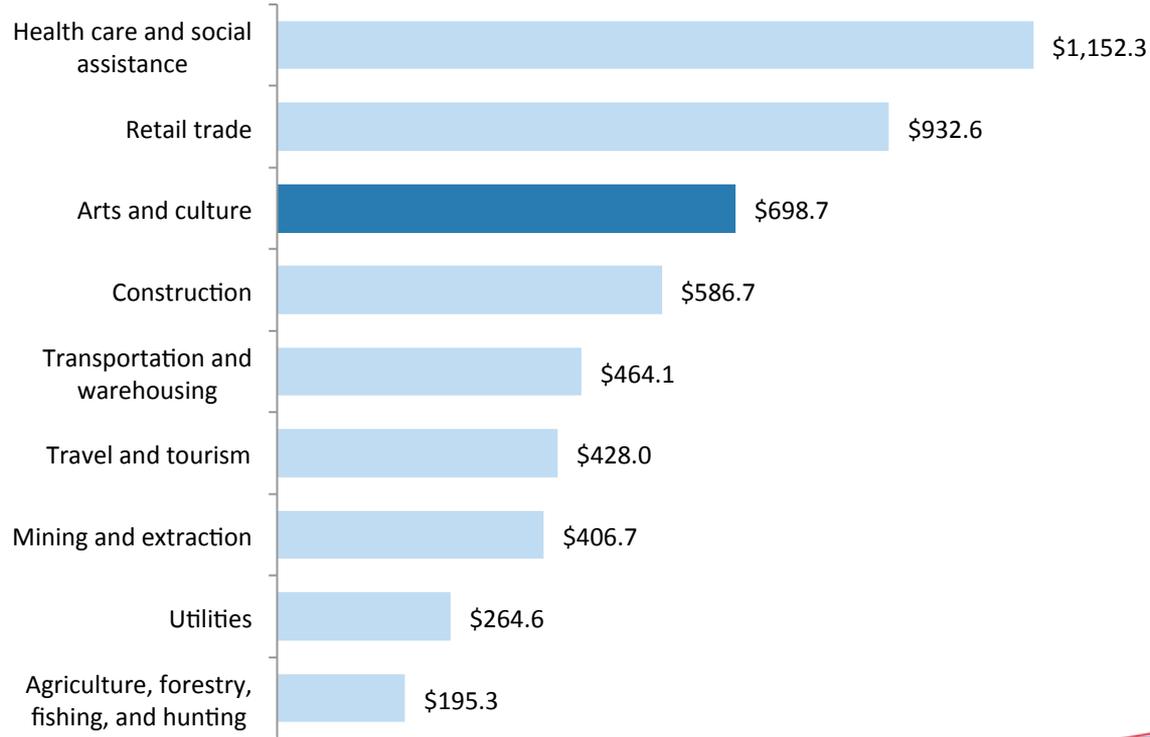


Arts and Cultural Production as Part of U.S. GDP: 1998-2012

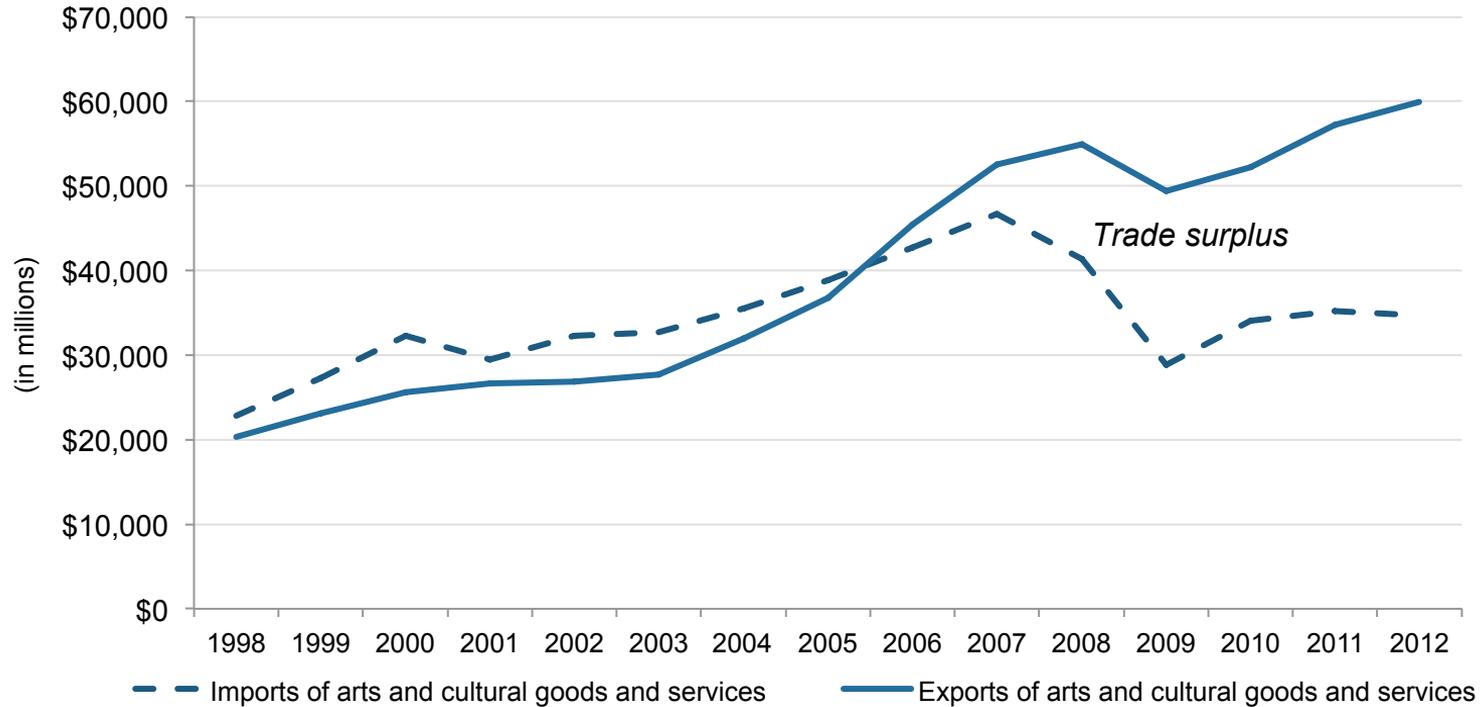
Value added to GDP in 2012: \$698 B, or 4.32%



Value Added to U.S. GDP by Sector, 2012 *(in billions)*



Imports and Exports of Arts and Cultural Goods and Services: 1998-2012



Home » Artistic Fields » Research & Analysis » Arts Data Profiles

Arts Data Profile #6



The 2014 Arts and Cultural Production Satellite Account: 1998-2012

Title of Dataset

Arts and Cultural Production Satellite Account (ACPSA)

Periodicity

Intended as an annual product, preliminary estimates for which were presented in 2013. A third iteration, to include ACPSA estimates adjusted for inflation, is planned for release in late 2015 or early 2016.

Source/Sponsor

Partnership between the NEA's Office of Research & Analysis and the U.S. Bureau of Economic Analysis

Research Topic

Arts and the GDP

Notable Features

- Benchmark revision to the ACPSA, a comprehensive and detailed measure of the arts and culture's contribution to the U.S. economy
- Full time-series spanning 1998-2012
- Reports production of detailed arts and cultural commodities (i.e., goods and services)
- Employment and compensation by arts and cultural industries, including sole proprietors (i.e., self-employed workers)
- Supply and consumption of arts and cultural goods and services, including imports and exports
- Multipliers measuring the effect on the U.S. economy from changes in demand for arts and culture

ARTS DATA PROFILE #6

- [Introduction](#)
- [ACPSA Issue Briefs](#)
- [2014 ACPSA Tables](#)
- [Key to ACPSA Commodities](#)
- [NEA Guide to the U.S. Arts and Cultural Production Satellite Account - Tables Accompanying the NEA Guide](#)
- [Additional Information About Arts and the GDP and Satellite Accounts](#)

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ACPSA Issue Briefs

[ACPSA Issue Brief #1: The Arts and GDP](#)

[ACPSA Issue Brief #2: Workers Engaged in Arts and Cultural Production](#)

[ACPSA Issue Brief #3: Tax-Exempt Performing Arts Organizations, Museums, and Fine Arts Schools](#)

[ACPSA Issue Brief #4: Arts and Cultural Contributions to the Creative Economy](#)

[ACPSA Issue Brief #5: Imports and Exports of Arts and Cultural Goods and Services](#)

[ACPSA Issue Brief #6: The Impact of New Demand for the Arts](#)

[ACPSA Issue Brief #7: Trends in U.S. Arts Education](#)

[ACPSA Issue Brief #8: Value Added by Architectural and Design Services](#)



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Q&A

Questions?

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