



# ***What Americans Believe About the Arts***

**November 1, 2016**

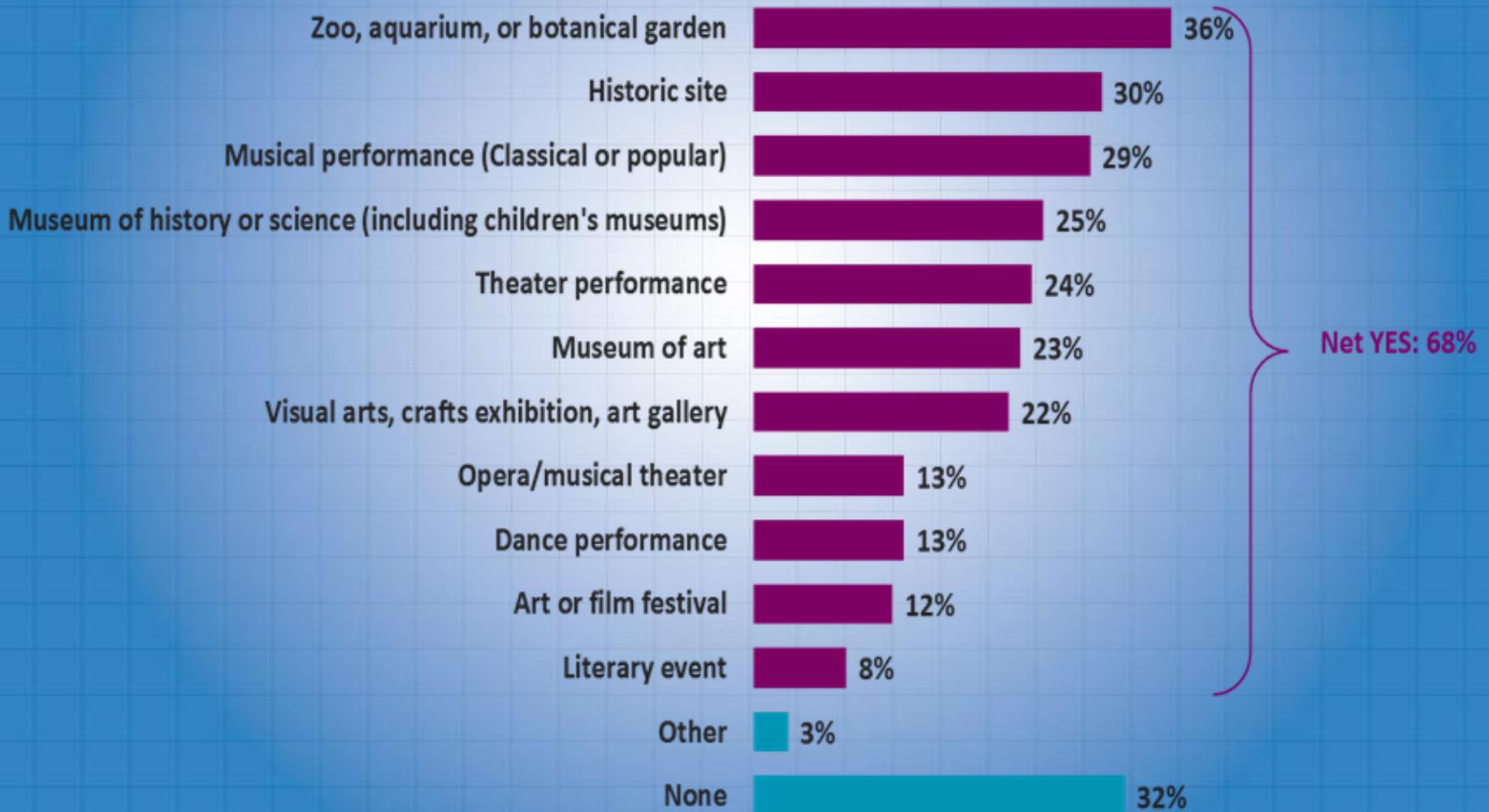
**Randy Cohen  
Americans for the Arts**

**@ArtsInfoGuy**

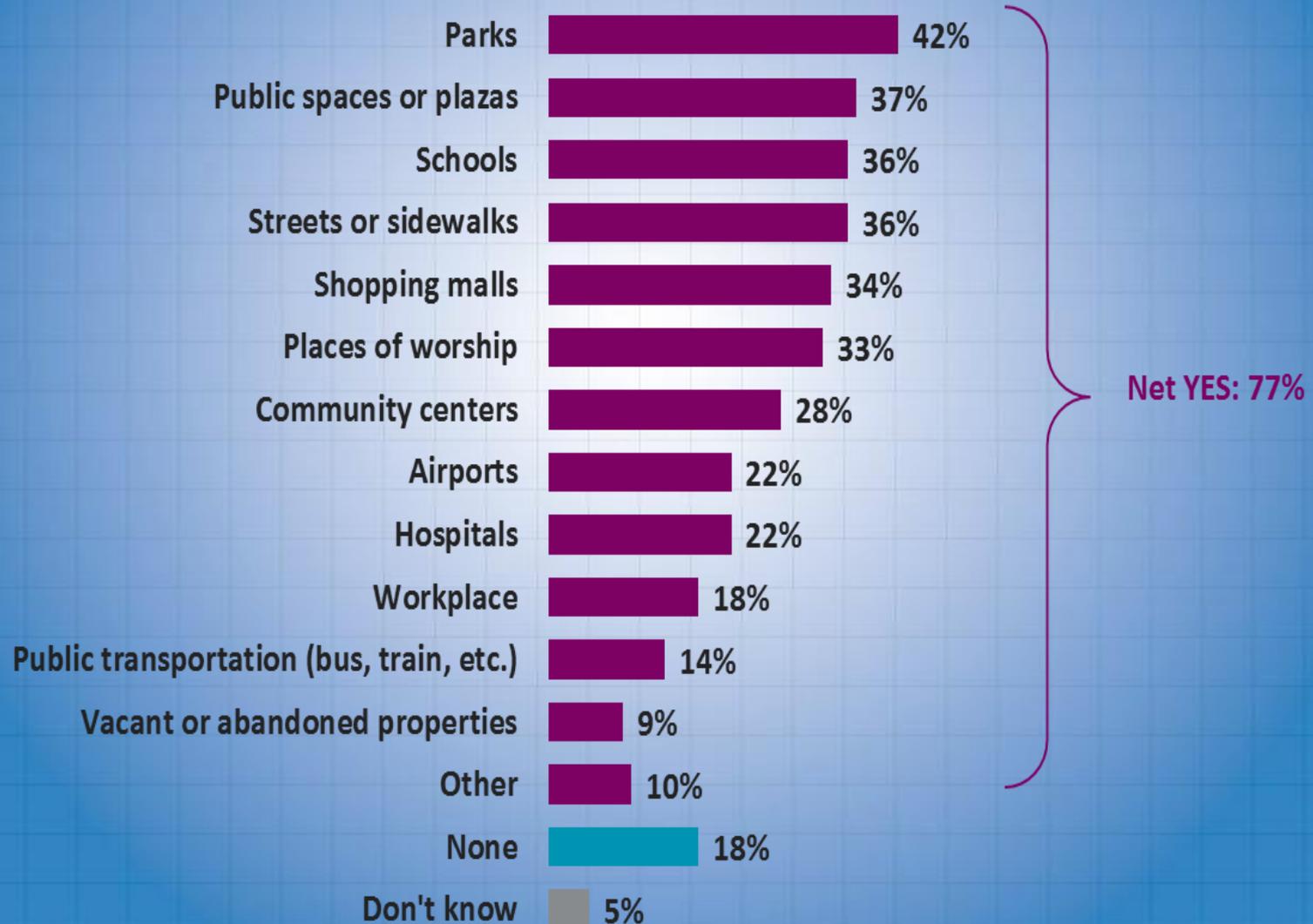


# Personal Engagement with the Arts

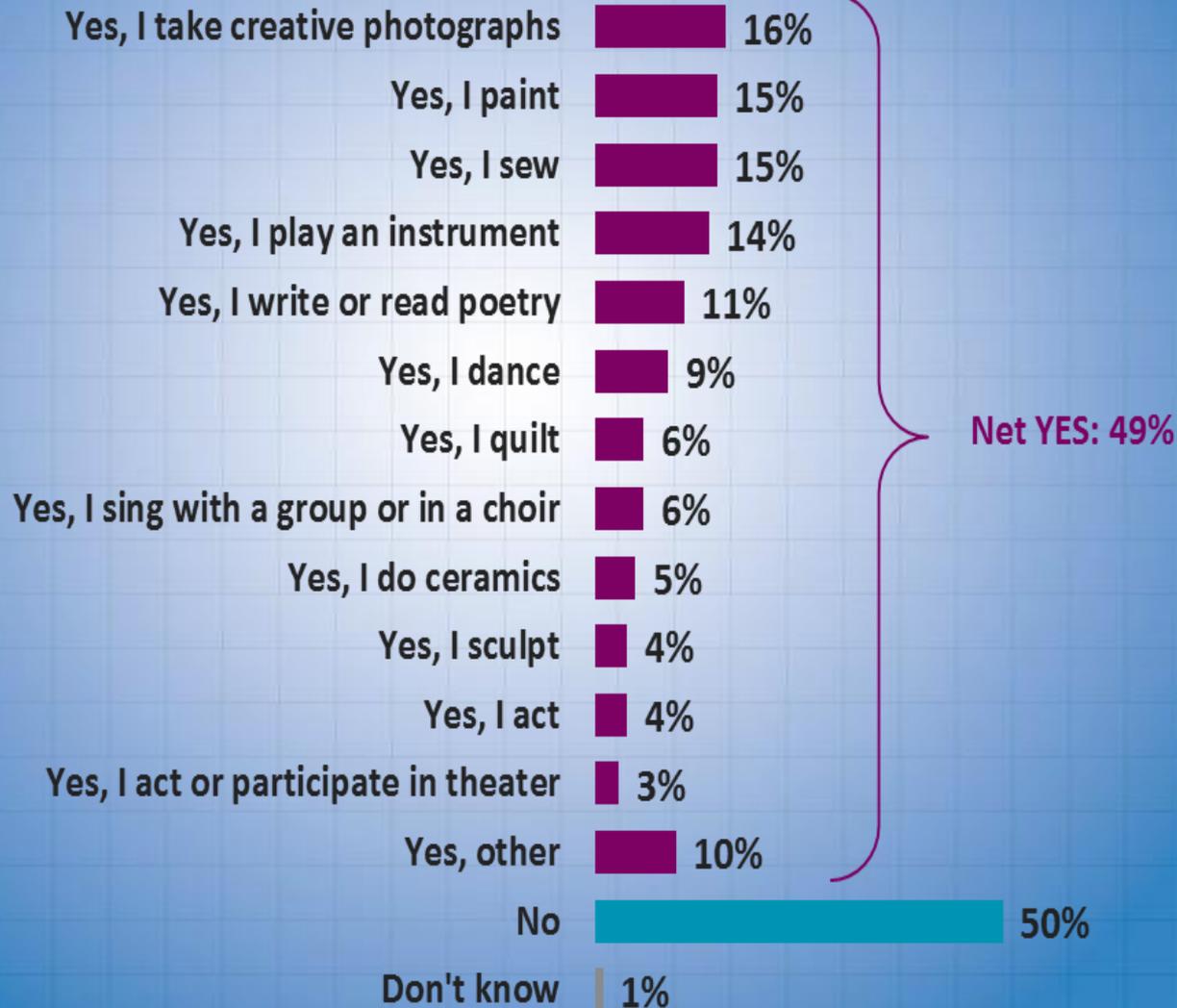
# Two-Thirds of Americans Attended the Arts Last Year



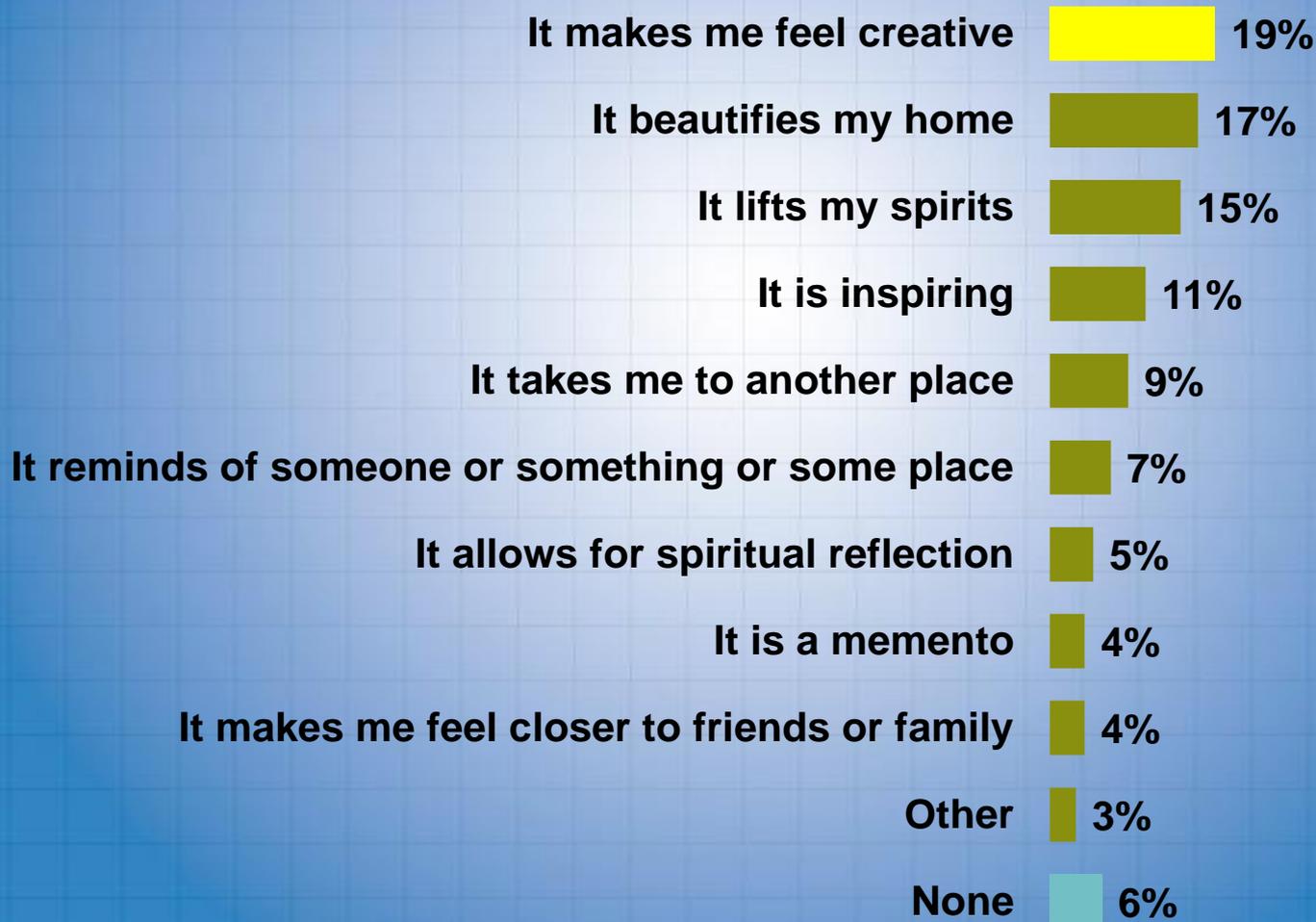
# 77 Percent Experience the Arts Throughout the Community



# Half of Americans Are Hands-On Arts Makers



# The #1 Reason Why We Engage in the Arts? It Makes Us Feel Creative

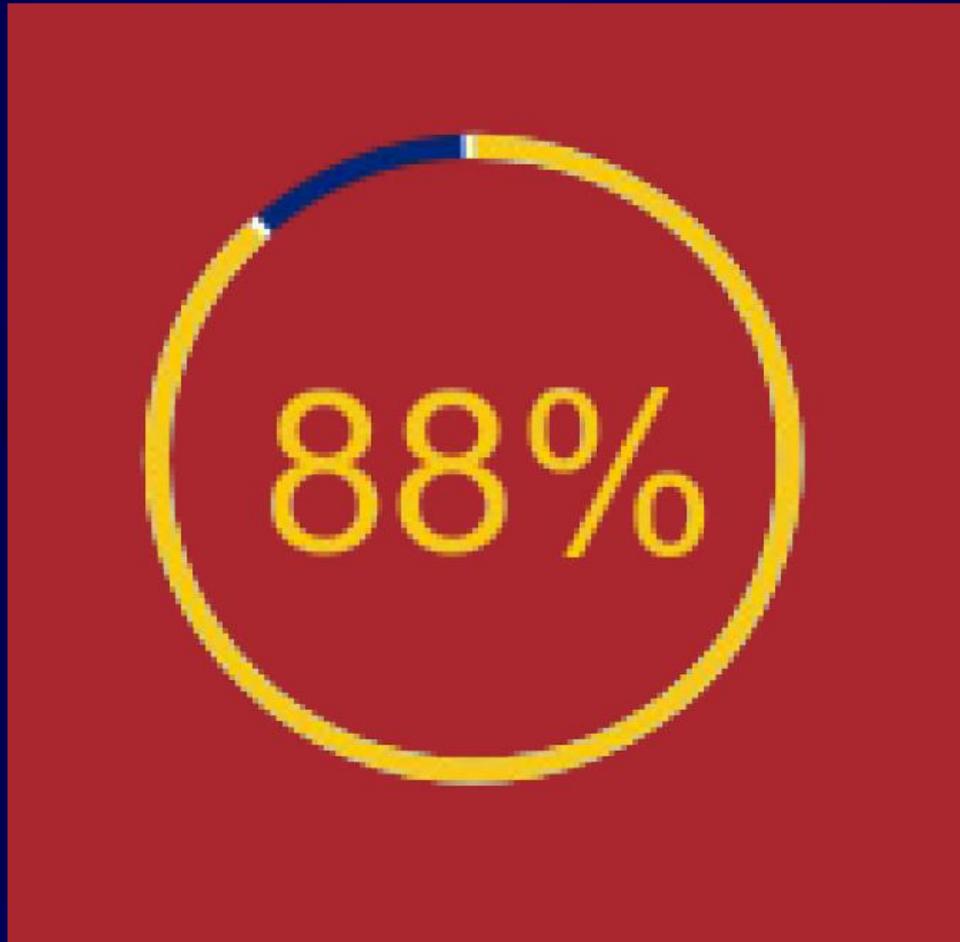




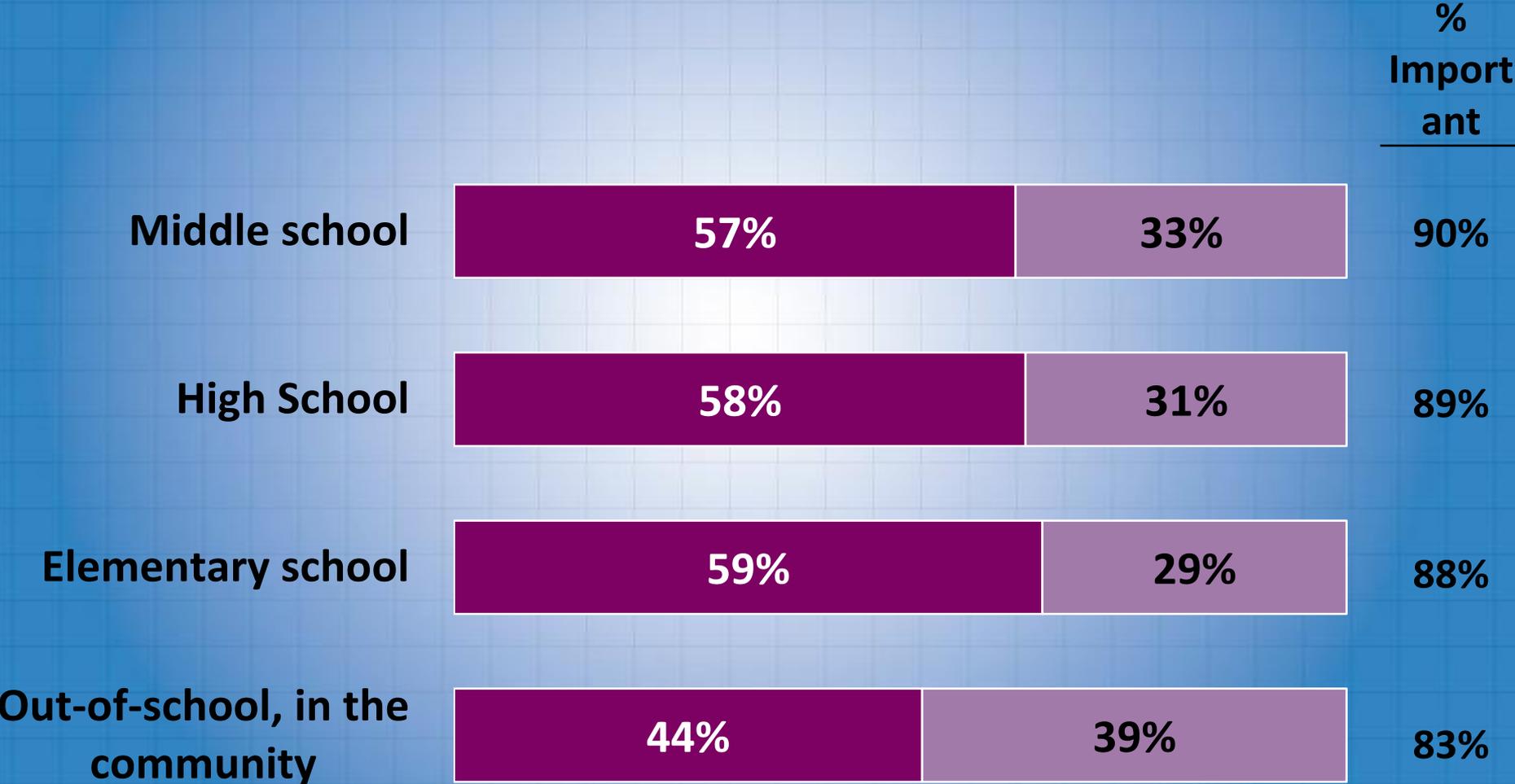
# K-12 Arts Education



# We Believe Arts are Part of a Well-Rounded Education



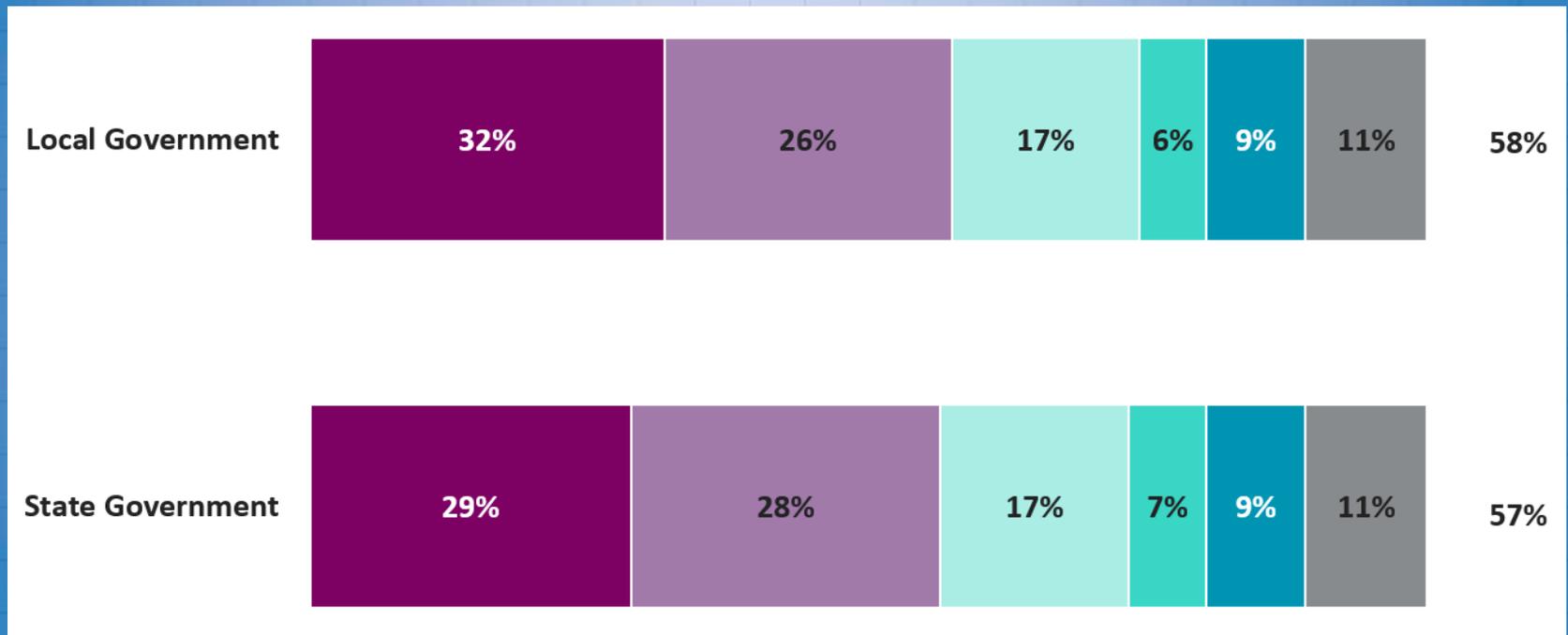
# Education in the Arts: Important Throughout the Academic Tiers





# Government Funding of the Arts

# Americans Approve of Local & State Government Arts Funding



# Community-Oriented Arts Funding: High Public Value

■ Favor      ■ Oppose

Art in parks, downtowns, and public places

72%

14%

Returning military personnel, to aid in transition to civilian life

70%

12%

Beautify blighted or abandoned areas

69%

15%

Provide programs for the elderly

70%

14%

Promote pro-social behavior with at-risk youth

69%

14%

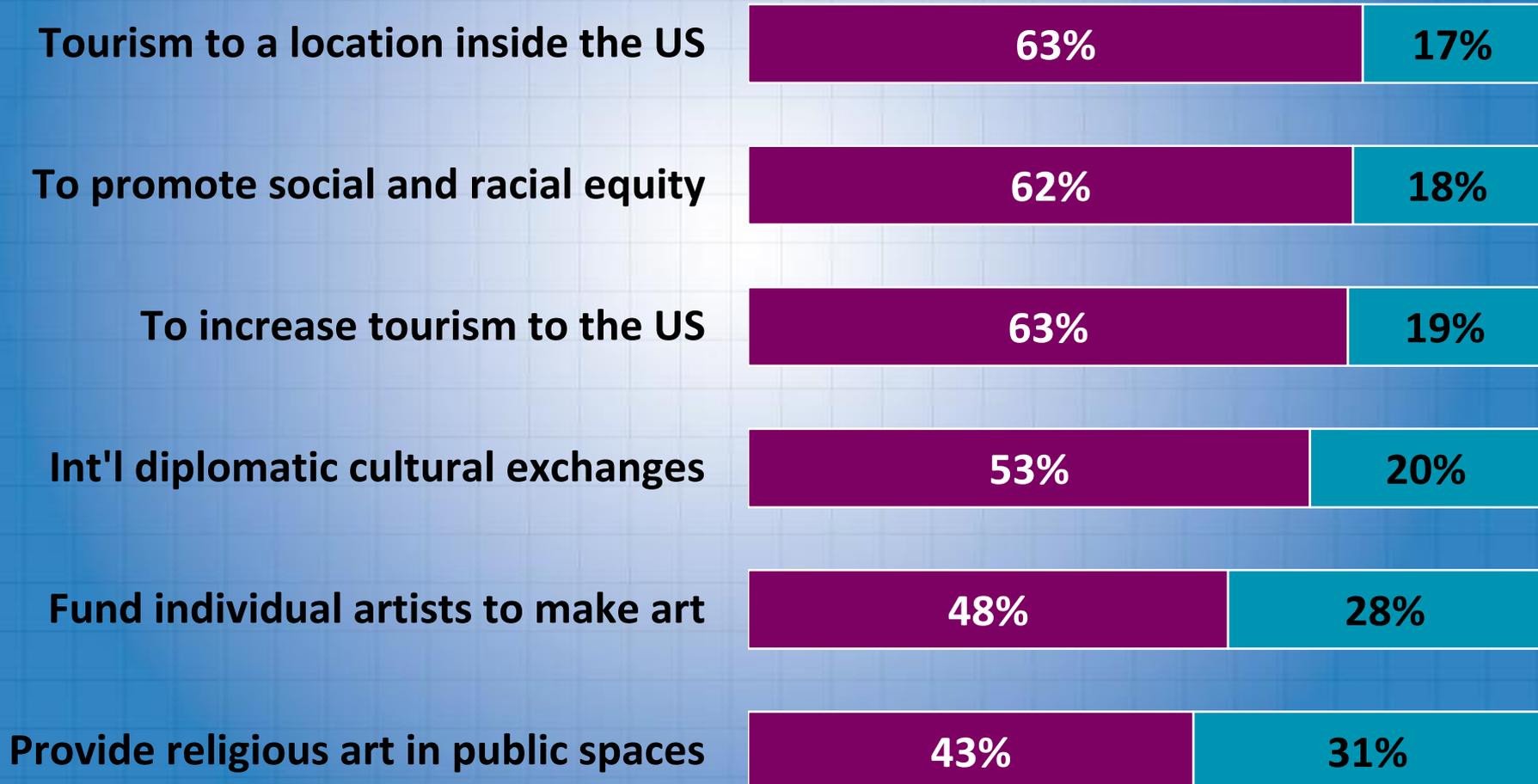
In hospitals and healthcare institutions

65%

17%

# Community-Oriented Arts Funding: High Public Value (2)

■ Favor    ■ Oppose





# American Sentiments Toward the Arts

# Arts: Providing Quality of Life AND Economic Benefits

## Arts Value

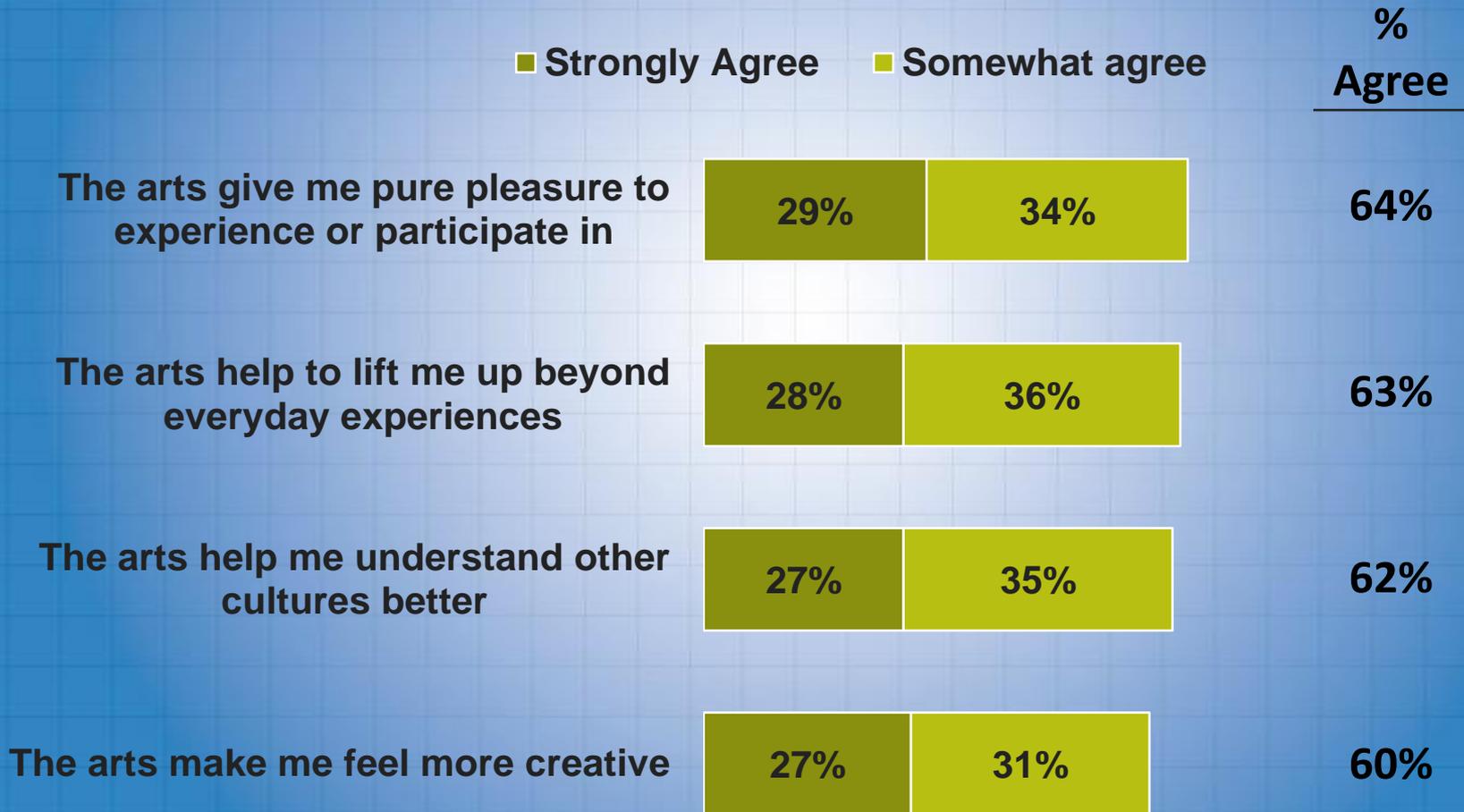


**87**

**"Art institutions add value to our communities**

Regardless of whether people engage with the arts or not, **87 percent believe they are important to quality of life**, and **82 percent believe they are important to local businesses and the economy.**

# The Arts Affect Us Personally



# The Arts Have a Positive Effect on the Community

■ Strongly Agree   ■ Somewhat agree   % Agree





***Thank You!***

**[www.AmericansForTheArts.org/PublicOpinion](http://www.AmericansForTheArts.org/PublicOpinion)**

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