

Public Perceptions About Artists
A Report of Survey Findings for the Nation and Nine Metropolitan Areas

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Artists in the U.S. have an image problem. They are everywhere. Their work is everywhere. Their work moves people. People are eager for new work from certain types of artists. People engage in artistic activities themselves. Yet, artists fail to make an impact on the public in many important ways:

- Public interest in art forms that are not distributed on a mass scale is low.
- The public is not interested in news about artists, about controversies in the art world, or about arts events.
- The public doesn't understand the varied types of work that artists do.
- Most people do not think artists' lives are uniquely demanding.
- Few people think artists make a big contribution to the general good of society.
- Few people think artists are well-respected members of the local community.
- Few people think artists make many positive social contributions to local community life.

There are cities where artists are visible and their social contributions more apparent to the general public. Yet even in places like San Francisco and Seattle, where perceptions of artists on many different dimensions are more positive than in other places throughout the country, the public image of artists is not overwhelmingly positive.

Artists benefit from the fact that so many ordinary U.S. adults are involved in artistic activities. People who participate in the arts in some way themselves, or who have a close friend or family member who participates, are much more aware than others of the positive contributions artists make to life in American communities. People without these connections to art and artists have a negative, or at best mixed, view of the role artists play in society.

These are among the results of a new survey about how the public perceives artists that was conducted by telephone during the period May 21 through August 18, 2002. The survey was conducted among a nationally representative sample of 1,000 adults living in continental United States telephone households. In addition to the national sample, 4,507 interviews were conducted in nine different metropolitan areas across the country – Boston, Chicago, Cleveland,

Houston, Los Angeles, New York, San Francisco, Seattle and Washington D.C. Interviews were conducted in English and Spanish. Based on the national sample one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus three percentage points. The sample in each metropolitan area has a margin of sampling error of plus or minus five percentage points. In addition to sampling error, question wording and the practical difficulties of conducting surveys can also introduce error or bias into the findings.¹

Art touches everyone's lives.

Virtually all adults have some direct connection to the arts. The survey asked people to consider their involvement in the arts in several different ways—whether they currently study, practice or do any of six specific artistic activities or another unspecified artistic activity themselves; whether they did any artistic activities in their youth; whether another household member currently studies or practices any type of art; whether they personally know anyone who does any of six specific artistic activities as a professional or as a serious amateur; and whether they attended any of eight specific arts or cultural events in the past year.²

Nationwide, 64% of adults say they currently engage in – that is they study, practice or do – some form of artistic activity themselves, and another 16% did so in their youth. A fifth (21%) consider themselves to be artists and 5% get at least part of their income from being an artist.

Music, dance, creative writing, drawing and painting are the most popular artistic activities, with about a quarter of adults engaging in each of these (27% play a musical instrument or sing, 24% dance, 24% write, and 22% draw or paint). Fewer than one in ten say they are actors (8%) or filmmakers (7%). A quarter (25%) of adults are engaged in an activity they consider to be artistic that was not listed among the six specific types of activities measured in the survey questionnaire.

Three-quarters (77%) of U.S. adults personally know a professional or serious amateur artist, including 57% who know a musician, 55% who know a visual artist, 38% who know a writer, 31% who know someone involved in the theater, 30% who know a dancer, and 20% who know someone involved in making films or video. Almost a quarter (22%) of adults nationwide live with someone who is an artist or studying some form of art.

¹ Details on the design, execution and analysis of the survey are provided in a separate report available through The Urban Institute.

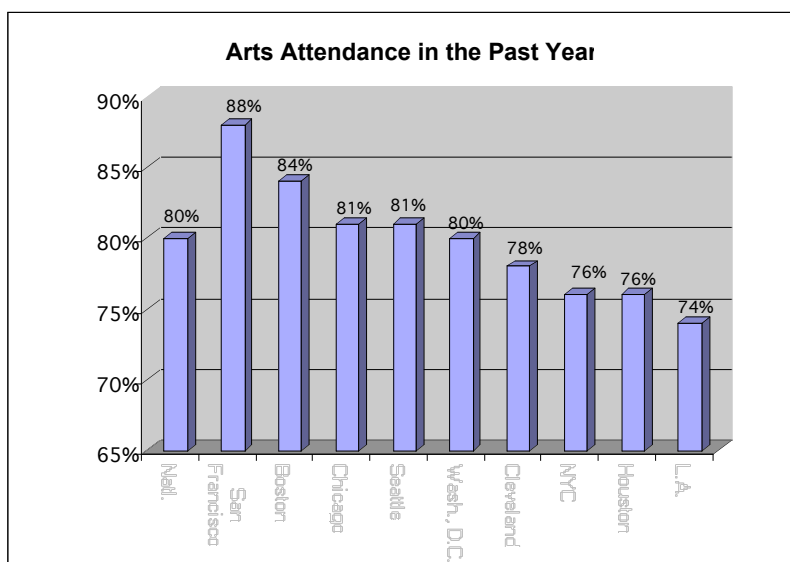
² A copy of the survey questionnaire, annotated with results for the national sample, is provided in the Appendix of this report.

Eighty percent of U.S. adults attended an arts event in the past year. Street fairs and crafts shows are the most commonly mentioned arts event attended, with 60% nationwide saying they have attended in the past 12 months. Next most common are live theater (47%), art galleries and museums (47%), and concerts of popular music (45%). Thirty percent say they attended a classical or jazz concert in the past 12 months. Twenty percent attended a ballet or dance performance. Only about one in ten attended a poetry reading (10%) or a film festival (9%).

- Altogether, 95% of U.S. adults are touched by the arts in at least one of these ways—doing art, knowing an artist, or attending arts events.

Given what the most popular activities are it is not surprising that one in two people nationwide (51%) report that they attended an arts event in a park or other open-air facility in the past year. A variety of other venues attracted about four in ten people in that period. These include: a civic center, a stadium or other sports arena (43%); a commercial theater (42%); a bar, coffeehouse, nightclub or casino (42%); a high school or elementary school (41%); a church, synagogue or some other place of worship (41%). Other venues – both traditional and non-traditional – are notably less popular arts settings among U.S. adults. While 35% report patronizing a concert hall or opera house in the past year, fewer than a third say they attended an arts event at a college or university (28%), a library or other municipal space (28%), an artists' studio or rehearsal space (16%), or a community center (13%).

The public's connection to the arts is particularly strong in San Francisco and Seattle, among the nine metropolitan areas surveyed. In these metropolitan areas about three in ten residents consider themselves to be artists and about one in ten earn at least part of their living through art.³ San Franciscans also attend arts events more often than people in the other metropolitan areas and in the nation as a whole (during the past year, 88% attended at least one of the eight arts events measured in the survey). Residents of Los Angeles are least likely to attend an arts event, with 74% attending any in the past year.



People in the San Francisco area report more connections to the arts and artists than people in the other areas and in the nation as a whole. The extensiveness of survey respondents' involvement with the arts was summarized by counting the number of ways they reported they were connected to artistic activities or artists. The survey measured 23 different types of connections altogether and people were considered to have strong connections if they reported at least 6, i.e., one quarter, of the 23 types of involvement.⁴ In San Francisco, 71% say they have at

³ The responses of people living in different metropolitan areas can vary for a variety of reasons. Their populations may truly differ from each other in terms of their support for and connection to the arts. However, there are differences in demographic composition among these nine areas, and these demographic differences may explain why one area looks more supportive of the arts than another. Also, these areas vary a great deal in urban character. For example, the percentage of the metropolitan area that is contained in the central city of the area ranges from a low of 12% in Washington and Boston to a high of 86% in New York (the average in the other six areas is 35%). Even the central cities vary a great deal in terms of how concentrated they are geographically. San Francisco's central city is a relatively tiny 47 square miles compared with Houston's 579 square miles. So, some of the differences observed in arts support and connection to arts may simply reflect differences in geographic dispersal and distance from each city's core arts neighborhoods.

⁴ The 23 activities are: currently study, practice or do any drawing or painting; currently study, practice or do any creative writing; currently study, practice or do any music; currently study, practice or do any acting; currently study, practice or do any dancing; currently study, practice or do any filmmaking; currently study, practice or do any other type of artistic activity; drew, wrote, acted or played an instrument while growing up; another household member is an artist or currently studies or practices some type of art; personally knows someone involved as a professional or serious amateur in music; personally knows someone involved as a professional or serious amateur in theater; personally knows someone involved as a professional or serious amateur in dance; personally knows someone involved as a professional or serious amateur in film or video; personally knows someone involved as a professional or serious amateur in the visual arts; personally knows someone involved as a professional or serious amateur in writing; attended a street fair or crafts show in the past 12 months; attended a live theater performance in the past 12 months; attended a ballet or dance performance in the past 12 months;

least one quarter of the connections investigated in the survey, compared with 58% for adults nationwide, and, among the other eight areas, a low of 49% in the Houston area and a high of 65% in the Washington and Seattle areas.

Table 1: Personal Ties to the Arts

| | National | San Francisco | Wash., D.C. | New York City | Seattle | Boston | Los Angeles | Cleveland | Chicago | Houston |
|---|----------|---------------|-------------|---------------|---------|--------|-------------|-----------|---------|---------|
| | % | % | % | % | % | % | % | % | % | % |
| Engaged in an artistic activity | 64 | 72 | 69 | 68 | 65 | 64 | 63 | 60 | 58 | 58 |
| Consider self an artist | 21 | 29 | 21 | 23 | 30 | 21 | 18 | 19 | 15 | 15 |
| Personally know a professional or amateur artist | 77 | 81 | 77 | 68 | 79 | 77 | 70 | 71 | 73 | 67 |
| Have many ties to artists and artistic activities (at least 6 out of 23 measured) | 58 | 71 | 65 | 55 | 65 | 60 | 55 | 54 | 54 | 49 |

Artists are visible, but don't have a strong presence.

Nationwide, 72% of U.S. adults are aware of artists (either professional or amateur) living or working in their communities, including 12% of U.S. adults who say there are *many* local artists. Artists are more visible in the nine metropolitan areas surveyed than they are in the nation as a whole. The percentage of respondents saying “many” artists live or work in their community ranges from 20% in the Cleveland metropolitan area and 27% in the Houston area to 48% in the Seattle area and a high of 55% in the San Francisco area. About 4 in 10 residents of the other five areas surveyed say there are many artists in their community.

Table 2: Artists in the Local Community

As far as you know, are there many artists who live or work in your local area, some artists, only a few or none?

| | National | San Francisco | Seattle | Chicago | Los Angeles | Boston | New York City | Wash., D.C. | Houston | Cleveland |
|--------------------|----------|---------------|---------|---------|-------------|--------|---------------|-------------|---------|-----------|
| Many artists | 12% | 55% | 48% | 40% | 39% | 38% | 38% | 38% | 27% | 20% |
| Some artists | 26 | 20 | 25 | 23 | 16 | 23 | 22 | 28 | 22 | 27 |
| Only a few artists | 34 | 13 | 10 | 14 | 15 | 16 | 14 | 16 | 20 | 21 |
| No artists | 29 | 12 | 17 | 23 | 30 | 22 | 26 | 17 | 31 | 32 |

Note: Because percentages are rounded they may not total 100%.

People younger than 50, those who have attended college, those with household incomes above \$40,000 annually, and non-Hispanics are all more likely than others to be aware of artists living and working in their communities. Nationwide, 78% of people age 18 to 49 say there are artists in their community, compared with 66% of people age 50 to 64 and 56% of people age 65 and older. Eighty-three percent of college graduates, 78% of those who attended college but did

attended a popular music concert in the past 12 months; attended a classical or jazz concert in the past 12 months; attended an art gallery or museum in the past 12 months; attended a film festival in the past 12 months; attended a poetry reading in the past 12 months.

not graduate, 67% of high school graduates, and 48% of those who did not complete high school are aware of artists in their community. Seventy-eight percent of those with annual household incomes of at least \$40,000, compared with 67% of those with incomes below \$40,000, are aware of local artists. Sixty percent of Hispanics, but 73% of non-Hispanic whites and 67% of non-Hispanic blacks, are aware of artists living and working in their community.

The public has a limited view of the type of person described by the label “artist.” The survey investigators felt it was important to explore the public’s conceptions of the types of individuals included under the label of “artist” in order to better understand the ways in which the public evaluates artists as a group. So, very early in the questionnaire, before the content and wording of the specific survey questions about artists started to convey the investigators own conception of artists to respondents, they were asked to describe *in their own words* the specific kinds of work that come to mind when they think about artists. Interviewers were required to probe to elicit multiple responses, until the respondent could not offer any additional examples of artists. Despite this encouragement, the average number of examples named was less than two.

The word “artist” evokes, for most people, simply the image of a visual artist, typically a painter. Two-thirds (66%) named some type of visual art as the work they associate with the term “artists,” including 54% who specifically named painting and 22% who named sculpture. A quarter (27%) mentioned the performing or theater arts as work associated with “artists,” including 13% who specifically named some type of musician or singer. A fifth (21%) named design or industrial arts professionals as “artists,” including 11% who specifically mentioned architecture as a type of work they associate with artists. Very few people named any other type of work as work that artists do. Only 5% named any literary work, 4% named work in the media arts, and just 4% mentioned any work in crafts.⁵

People in the nine metropolitan areas sampled present a similarly limited view of the type of work artists do. In the nine areas, mentions of visual artists still dominate all other mentions and relatively few people name many different types of work as artistic.

⁵ Half of respondents were asked a slightly different form of the question, i.e., “what specific kinds of occupations come to mind when you think about creative work?” Despite probing, people still gave, on average, fewer than two examples. However, a broader range of work was cited as creative. Forty-three percent named people who work in design or industrial arts, 40% named unspecified “artists,” 18% named occupations in the performing or theater arts, 13% named some type of writer, 13% named teachers, 12% named some type of visual artist, 9% named scientists or inventors, 6% named people who work in crafts, and 4% named some type of media artist as a creative occupation.

People have mixed views about the kind of life that different types of artists lead. About four in ten think visual artists, literary artists, and media artists have lives that are more difficult than the lives of people with careers outside of the arts. Yet, a greater number, about half, think visual artists, literary artists, and media artists have lives that are about the same, or less difficult, than the lives of people with careers outside of the arts. People view performing artists in a slightly different way than they view visual, literary and media artists. The public is about evenly divided between those who think the lives of performing artists are more difficult than the lives of people outside the arts (46%) and those who think the lives of performing artists are about the same or less difficult (45%).

Table 3: Perceptions About the Difficulty of Artists' Lives
(Based on National Data)

| | Performing Artists | Visual Artists | Literary Artists | Media Artists |
|--|--------------------|----------------|------------------|---------------|
| <i>Artists' lives compared with the lives of people in careers outside of art:</i> | | | | |
| More difficult | 46% | 38% | 39% | 38% |
| Less difficult | 9 | 5 | 5 | 6 |
| About the same | 36 | 44 | 42 | 45 |
| It depends/Don't know/Refused | 9 | 14 | 14 | 11 |

Note: Because percentages are rounded they may not total 100%.

Americans feel the emotional power of art . . .

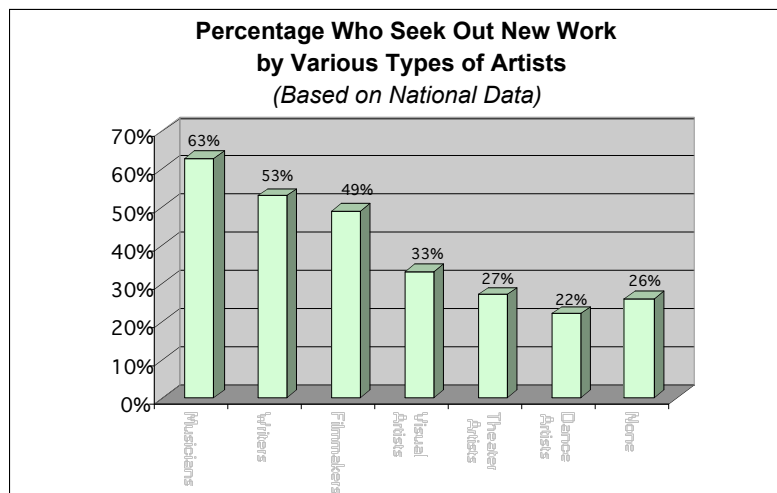
Nationwide, almost all adults (96%) say they are moved or inspired by art, and 74% seek out new work by individual artists they have enjoyed in the past. All respondents, regardless of whether they had any particular connection to a specific type of art or artist, were asked to say whether they are ever “moved or inspired” by each of six specific art forms, e.g., hearing a piece of music or seeing a play. A follow-up question was asked of those who said they were moved by a particular form of art to determine whether they also looked out for “new work” by a particular artist in the area whose work they enjoyed in the past, e.g., new work by a particular singer, musician or group, or playwright, stage actor or theater director. Although the questions were framed in terms of six specific types of art and artist, respondents undoubtedly had in mind a very broad spectrum of specific work when they considered each specific type, e.g., pop music as well as classical music, dramatic plays performed on Broadway as well as the local high school musical, professional ballet or modern dance concerts as well as local dance school recitals.

These questions reveal music as the most powerful art form today, with 87% of U.S. adults saying they are moved or inspired by hearing a piece of music and 63% saying they seek out new music by particular singers, musicians, or groups. Film and video also have a broad emotional impact, with 87% nationwide saying they are moved or inspired by seeing a film or video and 49% saying they seek out new work by particular filmmakers. Among U.S. adults

who attended a film festival in the 12 months preceding the interview, those percentages increase to 95% stating they are moved or inspired by viewing a film or video and 74% reporting they look out for new work by certain filmmakers.

Creative writers are almost as powerful as musicians and filmmakers. Three-quarters (76%) say they are moved by reading novels or short stories, and 53% seek out new work by particular writers.

Other arts also have the capacity to affect large numbers of U.S. adults (including 80% who are moved by a painting, drawing or photograph, 66% who are moved by seeing a play, and 58% who are moved by dance). But, the public is much less motivated to follow the work of any particular visual, theatrical or dance artist than it is to follow the work of specific musicians, filmmakers and writers. Only between 22% and 33% say they seek out new work from particular visual, theatrical or dance artists. This no doubt reflects the greater barriers to access to new work in the visual arts, theater, and dance, most of which must be viewed in person. In contrast, most new work from musicians, filmmakers and writers is available in mass market forms such as compact discs, radio, DVDs, videotapes, movies, magazines, newspapers, and books.



Among the nine metropolitan areas surveyed, Los Angeles stands out as most indifferent to art while Seattle recognizes art's emotional power most strongly. A third (34%) of Los Angeles adults say they either are uninspired by any of six specific types of art, or never look out for new work by particular artists in these fields. In contrast, only 12% of Seattle adults say they are uninspired or lack interest in new work by specific artists.

Table 4: The Emotional Power of Art

| | National % | Seattle % | New York City % | San Francisco % | Boston % | Chicago % | Cleveland % | Houston % | Los Angeles % | Wash., D.C. % |
|---|---------------|--------------|--------------------|-----------------------|-------------|--------------|----------------|--------------|---------------------|------------------|
| Total ever moved or inspired by art | 96 | 99 | 98 | 98 | 97 | 97 | 97 | 97 | 95 | 95 |
| Total ever seek out new work by specific artist | 74 | 88 | 74 | 79 | 77 | 77 | 72 | 72 | 66 | 78 |

Seattle also stands out because, in comparison with the nation as a whole and with the other metropolitan areas surveyed, more people in Seattle say they look out for new work from particular musicians (71%) and writers (65%).

Filmmakers are most appreciated in San Francisco, with 62% saying they look out for new work from particular filmmakers. Visual artists are most appreciated in both San Francisco (46%) and Seattle (44%).

Individual theatrical artists are more appreciated in the New York (38%), San Francisco (37%) and Washington (36%) metropolitan areas than they are in the other areas surveyed or in the nation as a whole.

Specific dancers and choreographers are appreciated in the New York area to a greater extent than they are nationwide or in the other eight metropolitan areas. A third of New York area residents (34%) say they look out for new work by particular dancers or choreographers, compared with 22% nationwide and from 18% to 27% in the other metropolitan areas.

Interest in new work is strongly related to age. Eighty percent of young people age 18 to 29 seek out new work by artists. Similarly, 78% of people age 50 to 64 and 79% of people age 30 to 49 seek out new artistic work. In contrast, half (51%) of people age 65 and older across the nation say they seek out new work by one of the types of artists investigated in the survey. This pattern of age differences holds for each individual type of artist studied, except dance artists whose work is not very likely to be sought out by people of any age.

Women, blacks and Hispanics are more interested in dance than other people are. Twenty-nine percent of women, but half as many men (15%), seek out new work by dance artists. About a third of blacks (33%) and Hispanics (36%) seek out new dance work, compared with 18% of whites. Blacks are also more interested than others in new music (75% seek out new work, compared with 68% of Hispanics and 61% of whites) and new theater (43% seek out new work, compared with 27% of Hispanics and 24% of whites).

Income and education are also related to the desire to find new work by artists. Interest in all types of new artistic work increases with level of education. Interest in most types of new artistic work (dance and the visual arts excepted) also increases with income level. Only 42% of high school dropouts nationwide seek out any kind of new artistic work, compared with 70% of high school graduates, and 86% of those with at least some college. Similarly, 70% of those with household incomes below \$60,000, but 86% of those with higher incomes, seek out new work by artists.

People with personal connections to artists and artistic activities are more interested in seeking out new artistic work than people without these connections. For example, 82% of people nationwide who personally know an artist, but 47% of those who do not, seek out new work by some type of artist. As shown in Table 5 below, people who consider themselves to be artists are the most likely to seek out new artistic work from others, while people who never personally participated in any arts activities are least interested. Altogether, 93% of artists seek out new work, as do 77% of those who currently participate in artistic activities (but don't consider themselves to be artists), and 78% of those who participated in art as a child. Forty-five percent of people who never did any art themselves seek out new artistic work.

**Table 5: Percentage Who Seek Out New Work by Various Artists
by Own Participation in Artistic Activities**
(Based on National Data)

| | Considers self an artist % | Does art now % | Did art as a child % | Never did any art % |
|--------------------------------|----------------------------------|-------------------|----------------------------|---------------------------|
| <i>Seek out new work from:</i> | | | | |
| Musicians | 78* | 66 | 61* | 44 |
| Writers | 63 | 59 | 50* | 30 |
| Filmmakers | 65* | 51 | 43 | 33 |
| Visual artists | 56* | 35 | 28* | 12 |
| Theater artists | 47* | 26 | 26* | 10 |
| Dance artists | 38* | 25 | 14* | 7 |
| None | 7* | 23 | 22* | 55 |
| Number of interviews | (207) | (428) | (175) | (188) |

Note: An asterisk indicates a statistically significant difference compared with the percentage in the adjacent column to the right. For a complete explanation of statistical difference, see the Survey Methodology in the Appendix of this report.

... but the public doesn't feel the social power of artists very strongly.

U.S. adults do not readily recognize the social power of artists, despite their connections to artists and art and their feeling that art has emotional power. The second question in the survey asked respondents to rate eight different occupations on how much they think each one “contributes to the *general good* of society.” The occupations were presented to each respondent in a random order. Nationwide, only 27% of adults think artists contribute “a lot” to the general good of society, far fewer than recognize the social contributions of teachers (82%), doctors (76%), scientists (66%), construction workers (63%), and clergy (52%). The public perceives the contributions of artists in much the same way it perceives those of elected officials (26% say they contribute a lot to the general good), and just slightly better than it perceives the contributions of athletes (18% think they contribute a lot).

People in the San Francisco area have the most positive perception of artists, relative to people in the other eight areas surveyed and in the nation as a whole. In San Francisco, 41%

think artists contribute a lot to the general good of society, placing artists clearly above athletes, elected officials, and even the clergy. However, even in the San Francisco area, the perception of artists' contributions to society lag far behind perceptions of teachers, doctors, scientists, and construction workers.

People in the New York and Seattle areas also rate the contributions of artists somewhat higher than do people nationwide and those in the other six metropolitan areas. In New York and Seattle, 35% of adults say artists contribute a lot to the general good of society.

Table 6: Artists' Contribution to the Good of Society Relative to Those in Other Professions

| | -----Percent who say contribute "a lot"----- | | | | | | | | | |
|--------------------------------|--|---------------|---------------|-----------|-----------|-------------|-------------|-----------|-----------|-----------|
| | National | San Francisco | New York City | Seattle | Boston | Wash., D.C. | Los Angeles | Chicago | Cleveland | Houston |
| | % | % | % | % | % | % | % | % | % | % |
| <i>Select Professions:</i> | | | | | | | | | | |
| Teachers | 82 | 82 | 78 | 84 | 82 | 87 | 81 | 84 | 82 | 81 |
| Doctors | 76 | 72 | 77 | 79 | 82 | 82 | 78 | 78 | 76 | 75 |
| Scientists | 66 | 73 | 64 | 70 | 71 | 74 | 67 | 71 | 66 | 67 |
| Construction Workers | 63 | 55 | 64 | 61 | 61 | 68 | 63 | 61 | 63 | 63 |
| Clergy/Other Religious Leaders | 52 | 36 | 40 | 41 | 44 | 55 | 39 | 51 | 50 | 52 |
| Artists | 27 | 41 | 35 | 35 | 31 | 31 | 30 | 29 | 29 | 22 |
| Elected Officials | 26 | 23 | 24 | 26 | 26 | 32 | 24 | 30 | 24 | 27 |
| Athletes | 18 | 20 | 24 | 20 | 21 | 17 | 26 | 21 | 19 | 23 |

The survey also explored public perceptions of the more specific, local contributions that artists make. Respondents were asked to evaluate the impact of artists in four areas— on the overall local quality of life, on the local economy, on the relationships among groups in the local community, and on the openness of local residents' intellectual perspective. In the national survey, the public divides on how central artists are to these aspects of the life of their communities. Few see artists' influence as *negative* in these areas, but almost as many think artists are *invisible or irrelevant* to the four areas investigated as think they have a *positive* impact.

About half the public nationwide (48%) thinks artists make their local area a better place to live. However, fewer people see artists making other, more specific, positive contributions to their local area.

- 39% say artists make it easier for people in the local area to see life in a different light.
- 38% say artists help bring different groups of people in the local area together.
- 35% say artists help the local economy.

Table 7: Perception of Artists' Impact on Local Quality of Life Overall

| | National | San Francisco | Seattle | Wash.. D.C. | Boston | Chicago | New York City | Cleveland | Houston | Los Angeles |
|-----------------------------------|----------|---------------|---------|-------------|--------|---------|---------------|-----------|---------|-------------|
| A better place to live | 48% | 70% | 70% | 63% | 60% | 57% | 52% | 48% | 46% | 43% |
| A worse place to live | * | * | 0 | 1 | 0 | * | 1 | * | 0 | 1 |
| Don't have much effect either way | 21 | 12 | 10 | 17 | 16 | 18 | 17 | 19 | 20 | 22 |
| Mixed/Don't know/Refused | 2 | 5 | 3 | 2 | 2 | 3 | 4 | 1 | 4 | 4 |
| No local artists | 29 | 12 | 17 | 17 | 22 | 23 | 26 | 32 | 31 | 30 |

Notes: Because percentages are rounded they may not total 100%. An asterisk indicates a value of less than .5%.

Almost no one thinks artists have a negative impact on these specific aspects of local life: making the community a worse place to live; making it harder for people to see life in a different light; adding to the tensions between different local groups; hurting the local economy. Rather, local artists are either invisible to the public, or seen as irrelevant to these aspects of local life.

Table 8: Perception of Artists' Positive Impact on Other Aspects of Local Life

| | National | Seattle | San Francisco | Wash.. D.C. | Boston | Chicago | New York City | Los Angeles | Houston | Cleveland |
|--|----------|---------|---------------|-------------|--------|---------|---------------|-------------|---------|-----------|
| | % | % | % | % | % | % | % | % | % | % |
| Help the local economy | 35 | 58 | 55 | 52 | 51 | 50 | 49 | 45 | 42 | 41 |
| Help bring different groups of people in together | 38 | 55 | 58 | 52 | 52 | 49 | 50 | 42 | 44 | 50 |
| Make it easier for people to see life in a different light | 39 | 61 | 63 | 57 | 53 | 52 | 52 | 44 | 44 | 43 |

Views about the impact of artists on local communities are more positive in all of the metropolitan areas studied than in the nation as a whole, as seen in Tables 7, 8 and 9. In Table 9, the responses to all four questions about the social impact of artists are combined. People with a score of "4" believe artists in their local area have a positive effect on the local economy, on the ability of different groups to get along with each other, on the openness of individuals to new ideas, *and* on the overall quality of life in the community. People with a score of "0" do not believe local artists have a positive impact in any of these ways.

Most people who are aware that artists live and work in their community think artists make *some* type of positive social contribution locally. But only a quarter (25%) of people in the nation as a whole think artists make a positive contribution in *all four* areas investigated. Conversely, 33% of those in the national sample who are aware of artists in their local area make only one, or no, positive statement about the local impact of artists. Given that the four areas of local life investigated were selected because the investigators believed these are areas where the impact of artists would be readily apparent to the general public, it is somewhat surprising that artists' contributions are not so apparent to many people, even among those who *know* that artists live and work locally.

Table 9: Summary of Perceptions About Artists' Contributions to Local Life*(Based on those who are aware of artists in their local community)*

| | National | Seattle | Wash.. D.C. | Boston | New York City | San Francisco | Cleveland | Chicago | Houston | Los Angeles |
|---|----------|---------|-------------|--------|---------------|---------------|-----------|---------|---------|-------------|
| <i>Number of positive contributions by artists:</i> | | | | | | | | | | |
| All four | 25% | 42% | 39% | 38% | 38% | 37% | 36% | 35% | 33% | 30% |
| Three | 24 | 30 | 24 | 26 | 27 | 28 | 24 | 27 | 23 | 25 |
| Two | 18 | 15 | 17 | 17 | 15 | 21 | 19 | 17 | 21 | 18 |
| One | 16 | 8 | 12 | 12 | 10 | 8 | 12 | 13 | 12 | 17 |
| None | 17 | 5 | 8 | 7 | 10 | 6 | 9 | 8 | 11 | 10 |
| Number of Interviews | (733) | (427) | (426) | (405) | (412) | (457) | (384) | (407) | (378) | (400) |

People in the nine metropolitan areas studied are more likely to see the social impact of artists than are people living all across the country. Among those aware of artists in their local community, about four in ten people in the Seattle, Washington, Boston and New York areas, and at least a third in four of the five remaining areas, say artists make *all four* positive contributions to community life. Only a quarter of people in the national sample respond similarly.

There are few differences *among* the nine metropolitan areas themselves in how residents perceive the specific social contributions of artists. Seattle residents are most likely to see a positive economic impact from artists living in the area (58%, compared with 35% nationwide and an average of 48% in the other eight areas). San Francisco residents are most likely to see a reduction in inter-group conflict because of artists (58%, compared with 38% nationwide and an average of 49% in the other eight areas). San Francisco and Seattle together rank highest on the perception that artists make it easier for people to see life in a different light (63% and 61%, respectively, compared with 39% for the nation as a whole and 49% for the other seven areas).

Nationwide, most of the demographic differences in perceptions about the social contributions of artists are accounted for by the fact that certain demographic groups, as discussed above, are not even aware that artists live and work in their community. However, having a connection to artists or artistic activities does affect perceptions about the social contributions of artists, even considering the fact that people with connections are more likely to be aware of the existence of local artists in the first place. For example, among the total population nationwide, 57% of people who personally know an artist, but only 18% of those who do not, say artists make their community a better place to live. This difference persists even considering just the subset of the population that is aware of artists in their community (70% and 46%, respectively, say artists make their community a better place to live).

Not surprisingly, artists themselves are more likely than others to see the social benefit of artists in a community. Sixty-three percent of artists think artists make their community a better place to live. In comparison, 49% of other people who have participated in artistic activities at some point in their life (but do not think of themselves as artists), and 31% of people who never participated in artistic activities think artists make their community a better place to live. These differences persist, but to a lesser degree, when only those aware of local artists are considered. Specifically among this group, 76% of those who consider themselves artists think artists make their community a better place to live, compared with 67% of adults who have participated in artistic activities (but do not think of themselves as artists) and 55% of those who have never participated in artistic activities.

Nationwide, 23% say artists are very well respected locally, 35% say they are somewhat respected, 8% say they are not too or not at all respected, and the remainder either have mixed views or are unaware of artists in their local area. As shown in Table 10, people in the San Francisco, Seattle, and, especially, the New York areas are more likely than people nationwide or in the other five areas surveyed to say artists are very well respected in their local community.

Table 10: Perceptions of the Community's View of Artists

| | <u>National</u> | <u>New York City</u> | <u>San Francisco</u> | <u>Seattle</u> | <u>Los Angeles</u> | <u>Wash., D.C.</u> | <u>Chicago</u> | <u>Boston</u> | <u>Cleveland</u> | <u>Houston</u> |
|---------------------------------------|-----------------|----------------------|----------------------|----------------|--------------------|--------------------|----------------|---------------|------------------|----------------|
| Very respected | 23% | 32% | 32% | 31% | 26% | 26% | 25% | 21% | 20% | 20% |
| Somewhat respected | 35 | 32 | 43 | 41 | 30 | 41 | 42 | 44 | 35 | 37 |
| Not too/Not at all respected | 8 | 5 | 6 | 5 | 7 | 8 | 6 | 7 | 8 | 6 |
| Depends/Don't know/Refused | 5 | 6 | 7 | 7 | 7 | 8 | 5 | 6 | 6 | 6 |
| Not aware of artists in the community | 29 | 26 | 12 | 17 | 30 | 17 | 23 | 22 | 32 | 31 |

Note: Because percentages are rounded they may not total 100%.

The survey was conducted less than a year after the September 11 attacks on New York and Washington and therefore provided an opportunity to explore public perceptions about another dimension of artists' social impact, i.e., their role in a time of national crisis. On this dimension as well, the public has only limited recognition of the positive impact artists can have. Nationwide, only 18% say the work of artists has been very helpful to them personally in dealing with feelings about the September 11 attacks on America. Another 27% say this work has been somewhat helpful, but fully half (53%) say it has not been helpful at all.

On this issue, the views of people in the New York area are somewhat different than the views of people in the nation as a whole and in the other eight metropolitan areas (including Washington). In New York, 25% say the work of artists has been personally very helpful in

dealing with feelings about the September 11 attacks. Still, even in the New York area, 41% say the work of artists has not been helpful at all in this regard.

Individuals and community institutions should support the arts.

People may not recognize all the ways local artists might improve their communities, but they think local artists are worthy of support by local individuals, institutions and businesses. Respondents were asked whether each of seven potential sponsors of local artists “should employ or provide funding for artists in your local area.” Among the seven sponsors, “individual contributors” are seen as the most appropriate source, followed closely by “community organizations or clubs” and “businesses or corporations.” Nationwide, 90% of people aware of artists in their local community think individual contributors or sponsors should support these artists. About eight in ten think support for artists should come from community organizations (79%) and the business community (78%).

In the nine metropolitan areas surveyed the responses to this question are similar. From 86% (in the New York area) to 93% (in the Chicago area) think individuals should provide support to local artists. From 71% (in the New York area) to 85% (in the Cleveland area) think community organizations should provide support to local artists. From 72% (in the Los Angeles area) to 84% (in the Washington area) think businesses should provide support to local artists.

Nationwide, more people think local artists should receive government funding than think they should not. Among those who are aware of artists in their local area, 63% think the local government should support local artists, 56% think the state government should, and 49% think the federal government should. Still, 30% of those aware of local artists do not support their funding by any level of government.

People in the New York and San Francisco areas are significantly more in favor of government support for local artists, compared with people nationwide and in the other seven metropolitan areas. In New York and San Francisco, only about one in five people reject the idea of artists receiving funding from any level of government.

Table 11: Who Should Employ or Fund Local Artists?*(Based on those who are aware of artists in their local community)*

| | National % | Chicago % | Cleveland % | Houston % | San Francisco % | Seattle % | Wash., D.C. % | Boston % | Los Angeles % | New York City % |
|----------------------------------|---------------|--------------|----------------|--------------|-----------------------|--------------|------------------|-------------|---------------------|--------------------|
| Individual contributors/sponsors | 90 | 93 | 91 | 91 | 91 | 91 | 91 | 90 | 87 | 86 |
| Community organizations/clubs | 79 | 81 | 85 | 78 | 75 | 78 | 84 | 75 | 77 | 71 |
| Businesses or corporations | 78 | 80 | 81 | 80 | 76 | 80 | 84 | 76 | 72 | 80 |
| Charitable organizations | 63 | 62 | 67 | 65 | 63 | 60 | 69 | 63 | 65 | 60 |
| The local government | 63 | 65 | 69 | 63 | 76 | 67 | 66 | 66 | 66 | 72 |
| The state government | 56 | 61 | 63 | 52 | 63 | 58 | 66 | 66 | 59 | 69 |
| The federal government | 49 | 50 | 55 | 48 | 57 | 46 | 60 | 55 | 51 | 61 |

Support for funding for artists varies among sub-groups of the nationwide population in ways that mirror the variation in other attitudes about artists discussed above. People age 65 and older show the lowest levels of support for all the sources investigated in this survey. College educated people show the highest levels of support for all sources. People with annual incomes above \$60,000 also show higher levels of support than those with lower incomes do for all sources, except government sources. Blacks are more favorable to the idea of government support than either whites or Hispanics are. People who know artists are more favorable to all sources of funding for artists than people who do not personally know any artists. Table 12 illustrates the impact of connections to artists or artistic activities on beliefs about how artists should be funded.

Table 12: Percentage Who Support Funding for Artists from Various Sources by Own Participation in Artistic Activities
(Based on National Data)

| | Total % | Considers self an artist % | Does art now % | Did art as a child % | Never did any art % |
|----------------------------------|------------|----------------------------------|----------------------|----------------------------|---------------------------|
| <i>Sources of funding:</i> | | | | | |
| Individual contributors/sponsors | 64 | 78* | 66 | 62* | 43 |
| Community organizations/clubs | 56 | 70* | 59 | 58* | 32 |
| Businesses or corporations | 55 | 70* | 58 | 53* | 35 |
| Charitable organizations | 45 | 55 | 48 | 45* | 27 |
| The local government | 45 | 64* | 48 | 37* | 24 |
| The state government | 40 | 59* | 41 | 35* | 22 |
| The federal government | 35 | 57* | 34 | 29* | 18 |
| Number of interviews | (1,000) | (207) | (428) | (175) | (188) |

Note: An asterisk indicates a statistically significant difference compared with the percentage in the adjacent column to the right. For a complete explanation of statistical difference, see the Survey Methodology in the Appendix of this report.

Respondents were also asked to describe their own contributions in support of the arts. These questions came toward the end of the survey and so, influenced by the importance the survey investigators seemed to place on the arts, respondents might have over-estimated their own generosity. The questions themselves did not specify any particular timeframe for contributions, so someone who once made a contribution to public television could easily report himself or herself as a contributor. In fact, these questions are more useful analytically, i.e., as a way to distinguish people with an interest in the arts from those with little or no interest, than descriptively.

A minority of the public reports that they contribute to the arts, despite the fact that the questions made it easy for even occasional supporters to report their contributions. Nationwide, 30% of adults say they contribute to public TV or radio, 12% say they contribute to some other arts program and 8% say they belong to a museum. Combined, 37% of U.S. adults say they make contributions of this sort to support the arts.

Reported contribution levels are much higher in some of the metropolitan areas surveyed, particularly in the Washington D.C. area and the San Francisco area, where all three ways to contribute are more common than in the nation as a whole. Half or more of the residents of the San Francisco area (56%) and Washington area (52%) say they make contributions to support the arts. In contrast, only 32% of Los Angeles area residents say they make these contributions.

Table 13: Individual Support of the Arts

| | <u>National</u> % | <u>San Francisco</u> % | <u>Wash., D.C.</u> % | <u>Boston</u> % | <u>Chicago</u> % | <u>Houston</u> % | <u>New York City</u> % | <u>Seattle</u> % | <u>Cleveland</u> % | <u>Los Angeles</u> % |
|---|----------------------|---------------------------|-------------------------|--------------------|---------------------|---------------------|---------------------------|---------------------|-----------------------|-------------------------|
| <i>Total who say they contribute to public TV/radio, museums or other arts programs</i> | 37 | 56 | 52 | 46 | 44 | 41 | 41 | 41 | 38 | 32 |
| Contribute to public TV or public radio | 30 | 42 | 43 | 38 | 35 | 32 | 33 | 33 | 31 | 26 |
| Belong to a museum | 8 | 18 | 13 | 10 | 8 | 7 | 12 | 10 | 8 | 8 |
| Contribute to any other arts program | 12 | 19 | 21 | 16 | 14 | 12 | 15 | 17 | 15 | 10 |

Nationwide, people with incomes above \$60,000, college graduates, people who know artists, and people who consider themselves to be artists all are more likely than others to say they contribute to the arts. However, even among these sub-groups of the population, well under half say they are contributors.

There is low interest in arts programming or news.

Nationwide, about a quarter of adults (27%) say they watch any kind of arts programming on television at least once a week. This programming includes concerts, dance performances, plays, or programs about artists. Another 29% say they watch such programming at least once a month, but 28% watch less often and 15% never watch arts programming.

Very few people claim to follow new stories about the arts very closely. Sixteen percent say they follow news stories about arts education in the public schools very closely, but only about one in ten say they follow other types of arts-related stories very closely. These stories include news about local arts performances, exhibits, or other arts events (10% nationwide follow this news very closely), stories about the lives of specific artists and their work (9% very closely), and debates over controversial paintings, performances or other art work (8% very closely).⁶

Artists themselves are more interested than others in stories about arts events (19% follow these very closely, compared with 8% for others), arts education (26% follow these very closely, compared with 13% for others), and the lives of artists (18% follow very closely, compared with 6% for others). However, even among artists, only a minority has high interest in arts news.

Of much greater public interest were stories about the work artists did in response to the September 11 attacks on the World Trade Center and the Pentagon. Almost a quarter (23%) of people nationwide followed these stories very closely. These stories were of particular interest in the New York area, where 37% of people followed them very closely. Other than this difference, the pattern of arts news attentiveness in the nine metropolitan areas is very similar to the pattern for the nation as a whole.

The finding that the public has low interest in news about the arts is consistent with the findings of other studies measuring the public's interest in the news. The Pew Research Center

⁶ Researchers at PSRA were concerned that the questions on attentiveness to arts news might over-estimate the public's actual attentiveness to this news. These questions were the last substantive questions in the survey and it was hypothesized that respondents might tend to exaggerate their interest in the arts after having participated in a 20 minute survey on the topic (a topic they would correctly infer the researchers thought to be worthy). To test this hypothesis, PSRA included the questions on attentiveness to arts news on another PSRA national survey of 1,000 adults that included questions on variety of topics and was conducted about the same time as the survey for The Urban Institute. The results of the two surveys were very similar, lending no support to the hypothesis that respondents would be influenced by the context of the questions to give more positive answers to these questions. In fact, the only meaningful difference between the two surveys is that respondents to the survey about the arts were *less* likely than respondents to the neutral survey to say they followed stories about arts education closely.

for the People and the Press conducts a survey every two years about media use and attitudes. The June 2002 survey found that interest in news about “culture and arts” ranked last in a list of 13 types of news. Only 9% of the public claimed to follow news about culture and arts very closely, compared with 31% who claimed to follow community news very closely. Community news ranked highest in public interest in the Pew Research Center survey, but news about crime, health, sports, local government, national government, international issues, and religion all received interest scores that were at least double the score for “culture and arts.”

Similarly, the Pew Research Center’s database of public attentiveness to specific news stories since 1986 includes no arts-related stories in the top two-thirds of the rankings. Out of close to 1,000 news stories included in the database, the three stories related to the arts all rank in the bottom third of news interest. A June 1995 story about a U.S. Senator’s charges that the entertainment industry has contributed to the moral decay of the nation ranks at about the 33rd percentile of news interest. A January 1997 story about a new ratings system for television programming ranks at about the 21st percentile. The February 1995 debate about federal funding for the arts ranks only at about the 15th percentile in news interest.⁷

⁷ The complete news interest database is available on the Pew Research Center’s website at www.people-press.org.

Appendix

**2002 American Perceptions Of Artists Survey – National
Princeton Survey Research Associates
for The Urban Institute**

Final Topline Results

October 16, 2002

Job #22018

- Total Sample: 1,000 adults age 18 and older
Margin of error: Plus or minus 3 percentage points
- Form A: 246 adults age 18 and older
Margin of error: Plus or minus 7 percentage points
- Form B: 251 adults age 18 and older
Margin of error: Plus or minus 7 percentage points
- Form C: 257 adults age 18 and older
Margin of error: Plus or minus 7 percentage points
- Form D: 246 adults age 18 and older
Margin of error: Plus or minus 7 percentage points

Dates of interviewing: May 21 – August 18, 2002

Note: Because percentages are rounded they may not total 100%.

INTRODUCTION: Hello, my name is _____ calling for Princeton Survey Research. We are conducting an opinion survey about life in your community. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home. **(IF NO MALE, ASK:** May I speak with the oldest female, 18 years of age or older, who is now at home?)

S2. About how long have you lived in your local area? Have you lived here . . . **(READ)**

- 7 Less than one year
- 23 One to five years
- 15 Six to ten years
- 17 11 to 20 years, OR
- 38 More than 20 years?
- * **(DO NOT READ)** Don't know/ Refused

1. I'd like to get your opinion about different occupations. For each one I read, please tell me how much YOU think it contributes to the GENERAL GOOD of society—a lot, some, only a little, or nothing at all. First, **(READ AND ROTATE ITEMS)**—do they contribute a lot, some, only a little, or nothing at all to the general good of society? **PROMPT:** How about **(READ AND ROTATE ITEMS)**—do they contribute a lot, some, only a little, or nothing at all (to the general good of society)?

| | <u>A lot</u> | <u>Some</u> | <u>Only a little</u> | <u>Nothing at all</u> | <u>Can't rate</u> | <u>DK/Ref.</u> |
|---------------------------------------|--------------|-------------|----------------------|-----------------------|-------------------|----------------|
| a. Artists | 27 | 42 | 20 | 6 | 1 | 4 |
| b. Teachers | 82 | 10 | 4 | 2 | 1 | 2 |
| c. Doctors | 76 | 16 | 4 | 2 | * | 2 |
| d. Athletes | 18 | 41 | 28 | 9 | 1 | 3 |
| e. Construction workers | 63 | 26 | 7 | 2 | * | 2 |
| f. Scientists | 66 | 18 | 7 | 4 | 1 | 3 |
| g. Clergy and other religious leaders | 52 | 30 | 9 | 4 | 1 | 3 |
| h. Elected officials | 26 | 43 | 19 | 8 | 2 | 3 |

- 2a. Now, thinking only about ARTISTS... In your own words, what specific kinds of work come to mind when you think about artists? **PROBE:** Can you think of any others?

Based on Form A and Form B (n=497)

66 Visual Arts

- 54 Painting
- 8 Drawing/Animation/Illustration
- 22 Sculpture
- 2 Photography
- 6 Other miscellaneous visual arts

27 Performing/Theater Arts

- 13 Music – miscellaneous
 - 7 Musician – unspecified
 - 2 Singer
 - * Composer
- 3 Dance/Choreography
- 4 Theater
- 2 Actor/Acting
- 4 Other miscellaneous performing arts

5 Literary Arts

- 3 Writer – unspecified
- 2 Poet
- 1 Other miscellaneous literary arts

4 Media Arts

- 2 Filmmaking
- 1 Computer-based art forms
- 1 Other miscellaneous media arts

Q.2a continued

2a. Now, thinking only about ARTISTS...In your own words, what specific kinds of work come to mind when you think about artists? **PROBE:** Can you think of any others?

- 21 Design/Industrial Arts
 - 11 Architecture
 - 4 Building/Construction
 - 2 Floral/Landscape design
 - 2 Advertising
 - 2 Graphic design
 - 1 Interior design
 - * Engineer
 - 5 Other miscellaneous design/industrial arts
- 4 Crafts
 - 1 Pottery/Ceramics
 - * Woodworking
 - 4 Other miscellaneous crafts
- 13 “Artists”/General statements describing art
 - 3 Names of famous artists/works of art
 - 2 Specific styles, periods or types of art
 - 1 Teacher
 - * Inventors/Scientists
 - * Doctor/Other health professional
 - * Chef/Cooking
- 10 Miscellaneous other
 - 3 Undesignated job/vocation
 - 7 Don't know
 - * No answer/Refused

2b. Now think about people who do CREATIVE work. In your own words, what specific kinds of occupations come to mind when you think about creative work? **PROBE:** Can you think of any others?

Based on Form C and Form D (n=503)

- 12 Visual Arts
 - 9 Painting
 - 1 Drawing/Animation/Illustration
 - 4 Sculpture
 - 2 Photography
 - * Other miscellaneous visual arts

Q.2b continued

2b. Now think about people who do CREATIVE work. In your own words, what specific kinds of occupations come to mind when you think about creative work? **PROBE:** Can you think of any others?

- 18 Performing/Theater Arts
 - 3 Music – miscellaneous
 - 11 Musician – unspecified
 - 1 Singer
 - 2 Composer
 - 2 Dance/Choreography
 - 1 Theater
 - 2 Actor/Acting
 - 1 Other miscellaneous performing arts
- 13 Literary Arts
 - 11 Writer – unspecified
 - 1 Poet
 - 1 Other miscellaneous literary arts
- 4 Media Arts
 - 1 Filmmaking
 - 2 Computer-based art forms
 - 1 Other miscellaneous media arts
- 43 Design/Industrial Arts
 - 18 Architecture
 - 13 Building/Construction
 - 7 Floral/Landscape design
 - 2 Advertising
 - 3 Graphic design
 - 4 Interior design
 - 4 Engineer
 - 7 Other miscellaneous design/industrial arts
- 6 Crafts
 - * Pottery/Ceramics
 - 2 Woodworking
 - 4 Other miscellaneous crafts
- 40 “Artists”/General statements describing art
 - 0 Names of famous artists/works of art
 - 0 Specific styles, periods or types of art
- 13 Teacher
 - 9 Inventors/Scientists
 - 4 Doctor/Other health professional
 - 2 Chef/Cooking
 - 6 Miscellaneous other
- 14 Undesignated job/vocation
- 13 Don’t know
 - 1 No answer/Refused

3. Do you study, practice, or do any of the following activities? **(READ ITEMS IN ORDER) IF NECESSARY PROMPT:** Do you do any...?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> |
|--|------------|-----------|----------------|
| a. Drawing or painting | 22 | 78 | * |
| b. Creative writing | 24 | 76 | * |
| c. Music | 27 | 73 | * |
| d. Acting | 8 | 92 | * |
| e. Dancing | 24 | 76 | * |
| f. Filmmaking | 7 | 93 | * |
| g. Other type of artistic activity I haven't mentioned | 25 | 74 | * |

- 4/ Thinking of all the kinds of artistic activities I just mentioned, do you consider yourself an artist?
6. Do you now get any of your income from being an artist?

- 21 Total consider self an artist
5 Get income from being an artist
16 Do not get income from being an artist
43 Don't consider self an artist
* Don't know/Refused
36 Don't do any arts activities

5. On average, about how many hours per week do you spend on your artistic activities? **IF NECESSARY READ:** Just your best guess is fine.

- 7 Less than one hour per week
17 1-2 hours per week
18 3-6 hours per week
11 7-19 hours per week
10 Total 20+ hours per week
1 Don't know/Refused
36 Don't do any arts activities

7. Is anyone else in your household an artist, or currently studying or practicing any type of art?

- 22 Yes
75 No
3 Live alone/No one else in household (VOL.)
* Don't know/Refused

8. Many adults who are not actively involved with the arts did draw, write, act, or play an instrument while growing up. Did you do any of these or similar activities while growing up?

- 16 Yes, did arts as a child
 20 No, did not
 * Don't know/Refused
 64 Does arts activities now

9. Are you ever moved or inspired by **(INSERT IN ORDER)**?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> |
|---|------------|-----------|----------------|
| a. Hearing a piece of music | 87 | 12 | 1 |
| b. Reading a novel or short story | 76 | 23 | 1 |
| c. Seeing a painting, drawing or photograph | 80 | 20 | * |
| d. Seeing a play | 66 | 32 | 2 |
| e. Seeing a dance performance | 58 | 40 | 1 |
| f. Seeing a film or video | 87 | 13 | * |

10. Do you ever look out for NEW WORK by **(INSERT ITEMS IN ORDER)** whose work you have enjoyed in the past?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> | <u>Not inspired by this type of art</u> |
|---|------------|-----------|----------------|---|
| a. Singers, musicians or groups | 63 | 23 | 1 | 13 |
| b. Writers | 53 | 23 | * | 24 |
| c. Painters or photographers | 33 | 46 | * | 20 |
| d. Playwrights, stage actors or theater directors | 27 | 38 | * | 34 |
| e. Dancers or choreographers | 22 | 36 | * | 42 |
| f. Filmmakers | 49 | 37 | 1 | 13 |

11. As I read a list of different artistic areas, please tell me if you PERSONALLY know anyone who does any of the following, either as a professional or as a serious amateur. Do you know anyone who does **(INSERT ITEMS IN ORDER)**?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> |
|---|------------|-----------|----------------|
| a. Music, such as a singer, songwriter, composer or musician | 57 | 43 | * |
| b. Theater, such as an actor, director or stage designer | 31 | 69 | 0 |
| c. Dance, such as a dancer or choreographer | 30 | 70 | * |
| d. Film or video, such as a film director, screenwriter or film actor | 20 | 80 | * |
| e. Visual arts, such as painting, drawing, sculpture or photography | 55 | 45 | 0 |
| f. Writing, such as poetry, plays, novels or short stories | 38 | 61 | * |

12. Are any of the artists you know **(INSERT ITEMS IN ORDER)**?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> | <u>Don't know any artists</u> |
|--|------------|-----------|----------------|-------------------------------|
| a. A family member | 37 | 40 | * | 23 |
| b. A close friend | 52 | 25 | * | 23 |
| c. A teacher, student, or mentor of yours | 24 | 53 | * | 23 |
| d. Someone else you see on a regular basis | 38 | 39 | 0 | 23 |

13. Altogether, about how many artists do you know? **(READ CATEGORIES IF NECESSARY)**

| | |
|----|-----------------------------|
| 23 | None/Don't know any artists |
| 7 | One |
| 10 | Two |
| 25 | Three to five |
| 12 | Six to nine |
| 20 | 10 or more |
| 4 | Don't know/Refused |

14. As far as you know, are there MANY artists who live or work in your local area, some artists, only a few, or none?

| | |
|----|--------------------|
| 12 | Many artists |
| 26 | Some artists |
| 34 | Only a few |
| 20 | None |
| 9 | Don't know/Refused |

15. In general, how well-respected are these artists in your local area—very, somewhat, not too, or not at all respected?
- 23 Very respected
 - 35 Somewhat respected
 - 6 Not too respected
 - 2 Not at all respected
 - 1 Mixed/It depends (VOL)
 - 4 Don't know/Refused
 - 29 No local artists
16. Using your own words, tell me what gives you that impression. (That artists in your local area are very/somewhat/not too/not at all respected.)
- 13 Response to their work/People talk about them
 - 6 Highly publicized/Awards received
 - 6 Not well known
 - 5 Lack of public support; Few opportunities
 - 4 Attendance/Sales of their art
 - 4 City appreciates/is known for artists; Many venues
 - 4 Artists' talent/influence
 - 4 Lack of publicity/recognition
 - 4 People don't buy their work; Can't make a living
 - 3 Valued for their contribution to community
 - 3 Personal opinion
 - 2 Know artists personally
 - 2 It depends on artist's talent, etc.
 - 1 Successful/Make a good living
 - 1 "Good people"/Positive comments regarding artists as people
 - 1 Stereotypes of artists
 - 1 Based on personal experience in other places
 - 4 Other
 - 1 Undesignated reason
 - 3 Don't know
 - * No answer/Refused
 - 4 Can't rate respectability of local artists
 - 29 No local artists

17. How do you think artists affect your local area, if at all? Do artists...**(READ AND ROTATE ITEMS a-c. ALWAYS ASK ITEM d LAST)**
- a. HELP the local economy, HURT the local economy, or don't they have much effect either way?
- 35 HELP the local economy
 - 1 HURT the local economy
 - 31 Don't have much effect either way
 - 1 (VOL) Mixed/Both
 - 4 Don't know/Refused
 - 29 No local artists
- b. Help bring different groups of people in your local area TOGETHER, add to the TENSIONS between groups in the area, or don't they have much effect either way?
- 38 Help bring different groups of people in your local area TOGETHER
 - 2 Add to the TENSIONS between different groups
 - 26 Don't have much effect either way
 - 2 (VOL) Mixed/Both
 - 3 Don't know/Refused
 - 29 No local artists
- c. Make it EASIER for people in your local area to see life in a DIFFERENT light, make it HARDER to see life differently, or don't they have much effect either way?
- 39 Make it EASIER for people in your local area to see life in a DIFFERENT light
 - 1 Make it HARDER for people to see life in a DIFFERENT light
 - 26 Don't have much effect either way
 - 2 (VOL) Mixed/Both
 - 4 Don't know/Refused
 - 29 No local artists
- d. Make your local area a BETTER place to live, a WORSE place to live, or don't they have much effect either way?
- 48 A BETTER place to live
 - * A WORSE place to live
 - 21 Don't have much effect either way
 - 1 (VOL) Mixed/Both
 - 1 Don't know/Refused
 - 29 No local artists

18a. Using your own words, tell me why you feel that way. (That artists make your local area a *better* place to live).

- 13 Enrich community/quality of life
- 5 Bring people out/together
- 4 Add beauty to our surroundings
- 4 Add to local economy; attract people to area
- 4 Add enjoyment to life
- 4 Give new perspective/educate/enlighten
- 3 Give more options for entertainment
- 3 Support cultural/regional diversity
- 3 "I love art"/my opinion
- 2 Add "culture"
- 2 Encourage/stimulate creativity in others
- 2 Encourage/open eyes of young people
- 2 Without art life/city would be dull
- 2 Personal experience with artists
- 1 Give a form of relaxation
- 1 Help to interpret/express personal feelings
- 1 Give inspiration; Spiritually uplifting
- 4 Other
- 1 Don't know
- * No answer/Refused
- 23 Don't think artists make local area a better place to live
- 29 No local artists

18b. Using your own words, tell me why you feel that way. (That artists make your local area a *worse* place to live).

Too few cases to report (n=2)

- 19a. Now I want you to think about PERFORMING artists in GENERAL and NOT just the ones in your local area. By “performing artists” I mean artists who work in music, dance or theater. From what you know, would you say the life of a **performing artist** OVERALL is MORE difficult or LESS difficult than the lives of people with careers OUTSIDE of the arts, or is it about the same?

Based on Form A (n=246)

- 46 More difficult
- 9 Less difficult
- 36 About the same
- 2 It depends (VOL.)
- 7 Don't know/Refused

- 19b. Now I want you to think about VISUAL artists in GENERAL and NOT just the ones in your local area. By “visual artists” I mean artists who work in painting, drawing, sculpture, photography or design. From what you know, would you say the life of a **visual artist** OVERALL is MORE difficult or LESS difficult than the lives of people with careers OUTSIDE of the arts, or is it about the same?

Based on Form B (n=251)

- 38 More difficult
- 5 Less difficult
- 44 About the same
- 2 It depends (VOL.)
- 12 Don't know/Refused

- 19c. Now I want you to think about LITERARY artists in GENERAL and NOT just the ones in your local area. By “literary artists” I mean artists who write poetry, plays, novels or short stories. From what you know, would you say the life of a **literary artist** OVERALL is MORE difficult or LESS difficult than the lives of people with careers OUTSIDE of the arts, or is it about the same?

Based on Form C (n=257)

- 39 More difficult
- 5 Less difficult
- 42 About the same
- 3 It depends (VOL.)
- 10 Don't know/Refused

- 19d. Now I want you to think about MEDIA artists in GENERAL and NOT just the ones in your local area. By “media artists” I mean artists who work in filmmaking, video or computer-based art forms. From what you know, would you say the life of a **media artist** OVERALL is MORE difficult or LESS difficult than the lives of people with careers OUTSIDE of the arts, or is it about the same?

Based on Form D (n=246)

- 38 More difficult
- 6 Less difficult
- 45 About the same
- 1 It depends (VOL.)
- 10 Don't know/Refused

Now I have a few questions about the things that interest you...

20. In the past 12 months, that is, since (MONTH) 2001, have you attended or participated in any of the following activities? In the past 12 months, have you been to — **(READ AND ROTATE ITEMS)**?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> |
|--|------------|-----------|----------------|
| a. A street fair or crafts show | 60 | 40 | * |
| b. A play, musical or other live theater performance | 47 | 53 | 0 |
| c. A ballet or dance performance | 20 | 80 | * |
| d. A popular music concert or event | 45 | 55 | * |
| e. A classical or jazz concert or event | 30 | 70 | * |
| f. An art gallery or museum | 47 | 53 | 0 |
| g. Any kind of film festival | 9 | 91 | * |
| h. A poetry reading | 10 | 90 | * |

21. Next I'm going to read a list of places people go to see or participate in ALL types of arts activities, like the ones I just mentioned. For each one, please tell me if this is a place YOU have been for an arts activity in the past 12 months. In the past 12 months, have you been to an arts activity at — **(INSERT ITEMS IN ORDER)**?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> | <u>Didn't attend arts activities</u> |
|---|------------|-----------|----------------|--------------------------------------|
| a. A concert hall or opera house | 35 | 44 | * | 20 |
| b. A theater that is NOT located on a college campus or in a school | 42 | 37 | * | 20 |
| c. A college or university | 28 | 51 | * | 20 |
| d. A high school or elementary school | 41 | 39 | 0 | 20 |
| e. A town hall, city hall, or local library | 28 | 52 | * | 20 |
| f. A bar, coffeehouse, nightclub or casino | 42 | 37 | * | 20 |
| g. A civic center, a stadium or other sports arena | 43 | 37 | * | 20 |
| h. A park or other open-air facility | 51 | 29 | * | 20 |
| i. A church, synagogue or some other place of worship | 41 | 39 | 0 | 20 |
| j. A community center such as a boys or girls club or Y | 13 | 67 | * | 20 |
| k. An artist's studio or rehearsal space | 16 | 63 | * | 20 |

22. How often do you watch arts programming on TV, including concerts, dance performances, plays, or programs about artists—at least once a week, at least once a month, less often than that, or never?

- 27 At least once a week
 29 At least once a month
 28 Less often than once a month
 15 Never
 1 Don't know/Refused

23. Do you **(READ ITEMS IN ORDER)**?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> |
|--|------------|-----------|----------------|
| a. Belong to a museum | 8 | 92 | * |
| b. Contribute to public TV or public radio | 30 | 70 | * |
| c. Contribute to any other arts program | 12 | 87 | * |
| d. Belong to any formal or informal arts groups, including crafts groups or book clubs | 13 | 87 | * |
| e. Subscribe to any arts or literary magazines | 14 | 85 | * |
| f. Own any original art created by a professional or serious amateur artist | 44 | 56 | 1 |

24. Which of the following, if any, do you feel should employ or provide funding for artists in your local area?

| | <u>Yes</u> | <u>No</u> | <u>DK/Ref.</u> | <u>No local artists</u> |
|--|------------|-----------|----------------|-------------------------|
| a. The federal government | 35 | 33 | 4 | 29 |
| b. The state government | 40 | 28 | 3 | 29 |
| c. The local government | 45 | 24 | 2 | 29 |
| d. Businesses or corporations | 55 | 14 | 2 | 29 |
| e. Charitable organizations | 45 | 24 | 2 | 29 |
| f. Community organizations or clubs | 56 | 13 | 2 | 29 |
| g. Individual contributors or sponsors | 64 | 5 | 2 | 29 |

25. Now I'm going to read you a short list of different issues related to the arts that are sometimes in the news. As I read each one, tell me if you generally follow this type of news story very closely, somewhat closely, not too closely, or not at all closely. (First,) How closely do you follow (**READ AND ROTATE ITEMS — ALWAYS ASK ITEM e LAST**) – very, somewhat, not too, or not at all closely?

| | <u>Very closely</u> | <u>Somewhat closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | <u>DK/Ref.</u> |
|--|---------------------|-------------------------|------------------------|---------------------------|----------------|
| a. Stories about arts performances, exhibits or other arts events in your area | 10 | 36 | 19 | 35 | 1 |
| b. Stories about arts education in the public schools | 16 | 33 | 17 | 34 | 1 |
| c. Debates over controversial paintings, performances or other art work | 8 | 23 | 22 | 47 | * |
| d. Stories about the lives of specific artists and their work | 9 | 36 | 18 | 37 | 1 |
| e. Stories about the work artists did in response to the September 11th attacks on the World Trade Center and the Pentagon | 23 | 39 | 15 | 21 | 2 |

26. Has the work of artists been at all helpful to you PERSONALLY in dealing with your feelings about the September 11th attacks on America?

IF "YES" PROBE: Has it been very helpful or somewhat helpful?

- 18 Yes, very helpful
- 27 Yes, somewhat helpful
- 53 No, not helpful at all
- 3 Don't know/Refused

DEMOGRAPHICS

Finally, I have just a few questions so we can describe the people who took part in our survey . . .

D1. RECORD RESPONDENT'S SEX:

- 48 Male
- 52 Female

D2. Are you married, living as married, widowed, divorced, separated, or have you never been married?

- 53 Married
- 1 Living as married
- 8 Widowed
- 12 Divorced
- 3 Separated
- 22 Never married
- * Refused

D3. Are you the parent or guardian of any children under age 18 now living in your household?

- 34 Yes
- 65 No
- 0 Don't know
- * Refused

D4. Are any of these children . . . (READ IN ORDER)

| | <u>Yes</u> | No/ <u>No children</u> | DK/ <u>Ref.</u> |
|--------------------------|------------|---------------------------|--------------------|
| a. Under age five? | 15 | 85 | 0 |
| b. Five to 17 years old? | 27 | 73 | 0 |

D5. What is your age?

- 22 18-29
- 20 30-39
- 18 40-49
- 22 50-64
- 16 65 or older
- 2 Refused

D6. What is the last grade or class you completed in school? **(DO NOT READ)**

- 3 None, or grade 1 to 8
- 11 High school incomplete (Grades 9-11)
- 33 High school graduate, Grade 12, or GED certificate
- 4 Business, technical, or vocational school AFTER high school
- 24 Some college or university work, but no four-year degree
- 15 College or university graduate (BA, BS or other four-year degree received)
- 10 Post graduate or professional schooling after college (including work towards an MA, MS, Ph.D., JD, DDS, or MD degree)
- * Refused

D7. Are you of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban or other Spanish background?

- 10 Yes
- 89 No
- 1 Don't know/Refused

D8. What is your race? Are you white, black, Asian, American Indian or some other race?
IF R SAYS HISPANIC OR LATINO, PROBE: Do you consider yourself a WHITE (Hispanic/Latino) or a BLACK (Hispanic/Latino)?

- 80 White
- 11 Black or African-American
- 2 Asian or Pacific Islander
- 1 American Indian or Alaskan Native
- 2 Mixed-race
- 1 Other
- 2 Don't know/Refused

D9. Last year, that is in 2001, approximately what was your total household income from all sources, before taxes – just tell me when I get to the right category. **(READ)**

D9a. (Do you happen to know/Would you mind telling me) if in 2001 your total family income from all sources, before taxes, was under \$60,000 or \$60,000 or more?

- 64 Total less than \$60,000
 - 9 Less than \$10,000
 - 11 \$10,000 to under \$20,000
 - 13 \$20,000 to under \$30,000
 - 12 \$30,000 to under \$40,000
 - 14 \$40,000 to under \$60,000
- 27 Total \$60,000 or more
 - 17 \$60,000 to under \$100,000
 - 8 \$100,000 or over
- 2 Don't know
- 8 Refused

- D10. Are you a member of a local church, synagogue, or other religious or spiritual community?
- 60 Yes
 - 40 No
 - 0 Don't know
 - * Refused
- D11. What is your religious preference – Protestant, Roman Catholic, Jewish, Muslim, or some other religion?
- D12. Do you consider yourself a Christian, or not?
- 59 Protestant
 - 21 Roman Catholic/Catholic
 - 1 Jewish
 - 2 Mormon (The Church of the Latter-Day Saints)
 - 1 Muslim/Islam
 - 1 Buddhist or Hindu
 - * Orthodox Church (Greek or Russian Orthodox etc.)
 - 3 Other religion – Christian
 - 2 Other religion – Non-Christian
 - 10 No religion/Atheist/Agnostic
 - 1 Don't know/Refused
- D13. As I read a list, please tell me which, if any, of these denominations you are affiliated with. Just stop me when I get to the right one.

Based on those who identify as Protestant or Christian (n=619)

- 18 Southern Baptist
- 12 Non-denominational/Independent
- 11 Other Baptist
- 11 Methodist
- 10 Lutheran
- 5 Church of Christ
- 5 Pentecostal/Evangelical
- 5 Presbyterian
- 4 Episcopalian
- 2 Seventh-Day Adventist
- 2 United Church of Christ
- 1 Jehovah's Witnesses
- 2 Christian – unspecified
- 7 Miscellaneous Other
- 3 Don't know
- 4 Refused

D14. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

- 28 Republican
- 29 Democrat
- 31 Independent
- * Other party (VOL)
- 8 No preference (VOL)
- 2 Don't know
- 2 Refused

D15. In the PAST 12 MONTHS, have you spent any time doing unpaid volunteer work for a charity, religious organization, or other community group?

- 52 Yes
- 47 No
- * Don't know
- 1 Refused

D16a. In the last FIVE YEARS, that is since 1997, have you phoned, written, or sent e-mail to a public official regarding an issue or problem that was concerning you?

- 35 Yes
- 64 No
- * Don't know
- * Refused

D16b. And, in the last FIVE YEARS have you contributed money to an interest group or political group that is active on an issue of concern to you?

- 34 Yes
- 65 No
- 1 Don't know
- 1 Refused

END OF INTERVIEW: Thank you very much for taking the time to answer the questions on this survey. We really appreciate it. Have a nice day/evening.