

CREATIVE OCCUPATIONS WITH THE GREATEST NUMBER OF JOBS⁽¹⁾

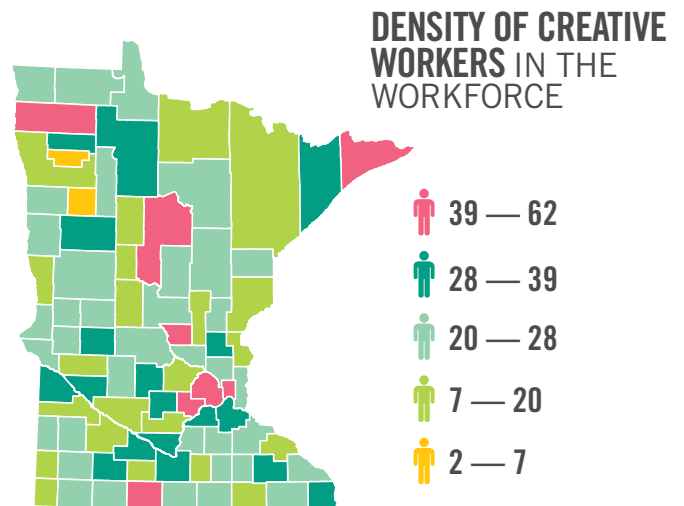


MINNESOTA IS HOME TO AN ASTONISHING 104,148 ARTISTS AND CREATIVE WORKERS

AND THEY MAKE THEIR HOMES IN EVERY COUNTY

It's no surprise that the highest density of creative workers is in the Twin Cities metro area, but it's important to know that there are many other thriving arts communities across the state where creative workers are also essential members of the local economy. For example, Cook, Carver, Martin, Benton, Cass and Marshall counties also have a high density of creative workers in their workforce.

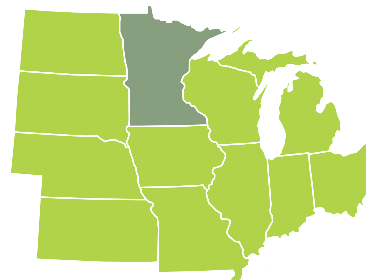
These maps do not include all creative workers – just those employed full or part-time by others or self-employed in creative occupations. They do not include students, retired or hobbyist artists.⁽¹⁾



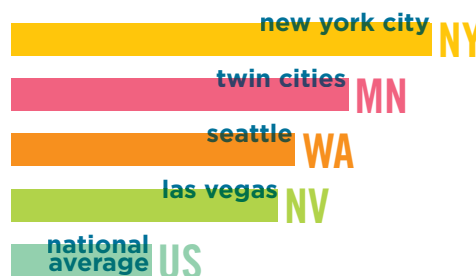
Creative Economy Workers per 1,000 Employed Residents

HIGH CONCENTRATION OF ARTISTS

A recent National Endowment for the Arts study⁽²⁾ found that Minnesota has the **highest concentration of artists in the Midwest**, higher than all surrounding states including Illinois. Minnesota has 1.5 times the national average for artists as a percentage of the workforce.



The Twin Cities is second only to New York City for percentage of the workforce employed in theater companies. NYC has 3 times the national average, the **Mpls/St. Paul MSA has 2.4 times the national average**, followed by Seattle at 2 times, and Las Vegas at 1.9 times.⁽²⁾





85% OF ARTS DEGREE GRADUATES RATE THE TWIN CITIES AS A “GOOD” OR “VERY GOOD” PLACE TO BE AN ARTIST⁽³⁾

The Strategic National Arts Alumni Project (SNAAP) conducted national surveys on behalf of participating colleges and universities to learn about the lives and careers of their arts graduates. 286 schools participated nationwide and 92,113 arts alumni completed the survey nationally in 2011-2013. Participating Minnesota schools included the College of Visual Arts, Minneapolis College of Art and Design, St. Cloud State University, St. Olaf College and University of Minnesota-Twin Cities.

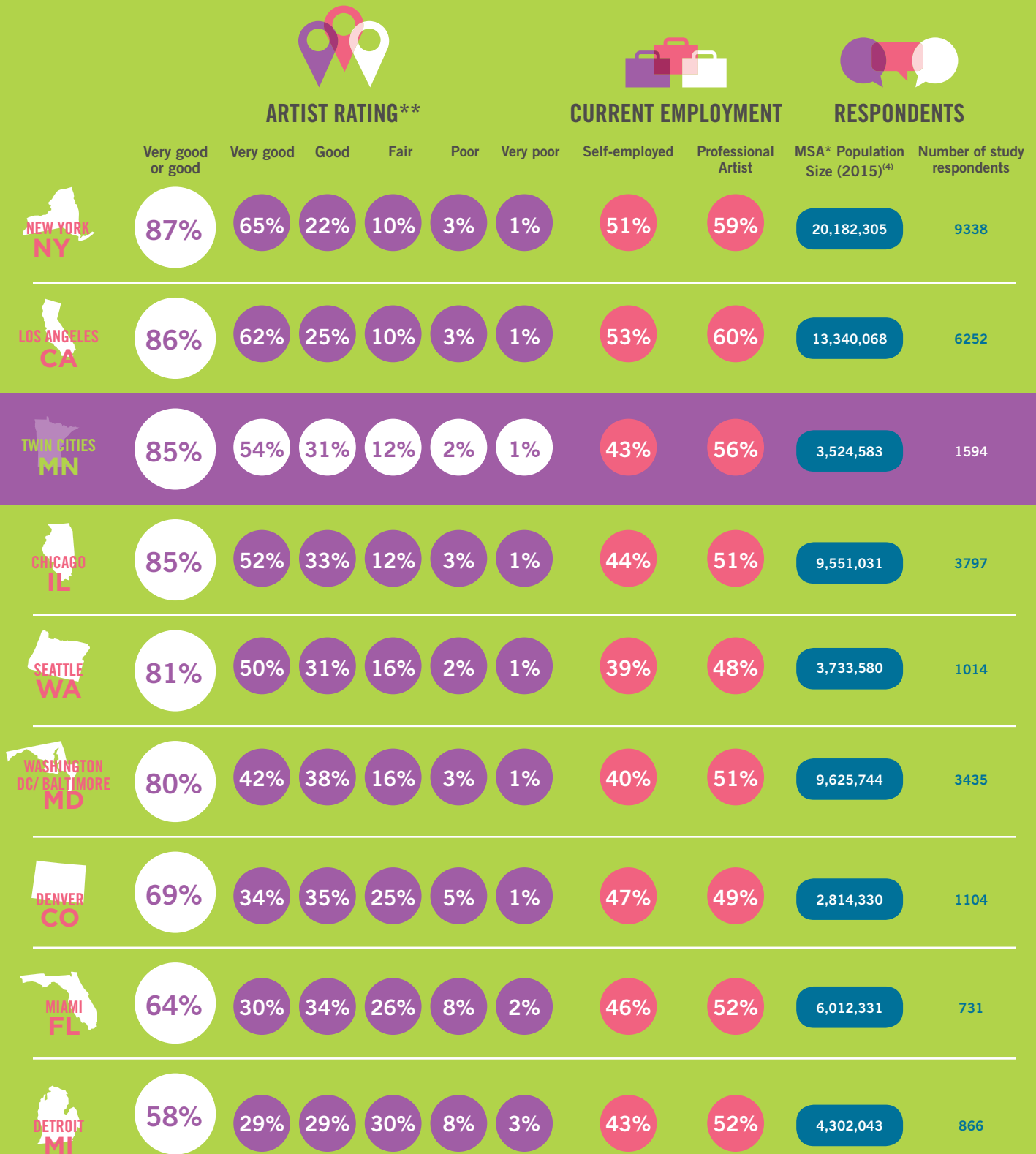
The Twin Cities rated significantly higher than other cities of comparable population size around the country as a good place to be an artist. When combined, the percentage of artists responding that the Twin Cities are “Good” or “Very Good” is nearly as high as New York and Los Angeles and tied with Chicago, a much larger city. The Twin Cities also had the highest rating in the Midwest, as well as one of the highest level of respondents reporting themselves to be professional artists.



I can't imagine a more fulfilling place to be an artist. Minnesota is not only committed to artists creating work, it is committed to showcasing that work, being patrons of that work and cultivating spaces to better understand the artistic process. Art is a part of the cultural fabric and expression of this state - you can't get that everywhere.”

- Tish Jones, Founder and Executive Director
TruArtSpeaks

IS WHERE YOU LIVE A GOOD PLACE TO BE AN ARTIST?



*Metropolitan Statistical Area

**How current artists rate this area as a place to pursue their artistic careers. "Art" and "artist" refer to a range of creative activity, including performance, design, architecture, creative writing, music composition, choreography, film, illustration and fine art. Strategic National Alumni project, Indiana University Bloomington: snaap.indiana.edu/snaapshot/#location.

PUBLIC OPINION POLLING ABOUT THE ARTS AND PARTICIPATION

SEVERAL POLLS HAVE SHOWN THAT:

MINNESOTANS ATTEND AND PARTICIPATE
IN THE ARTS TO A HIGHER DEGREE THAN
OTHER AMERICANS



IN THE PAST YEAR, HAVE YOU
OR ANYONE ELSE IN YOUR HOUSEHOLD...

“... attended an arts activity at a theater, auditorium,
concert hall, museum, gallery, or similar location.”

.....
MN⁽¹⁾ 76% YES

ARE YOU INVOLVED IN THE ARTS BY DOING ANY
CREATIVE ACTIVITY IN YOUR EVERYDAY LIFE?

“People are involved in the arts in many ways as part of
their everyday lives, such as singing in a church choir,
woodworking, needlepoint, dancing, going to a play or
a museum, creating music or videos, writing poetry, or
painting.”

.....
MN⁽¹⁾ 63% YES

“... attended an arts event in the last year, like going to
the theater, museum, zoo or a musical performance.”

.....
US⁽²⁾ 68% YES

“... personally involved in artistic activities such as
painting, singing in a choir, making crafts, writing poetry,
or playing music.”

.....
US⁽²⁾ 49% YES

MINNESOTANS PLACE A HIGH VALUE ON CREATIVITY

91% believe that people who create art are contributing
something important to the communities where they live.⁽¹⁾

90% believe that arts and cultural activities help to make
Minnesota an attractive place to live and work.⁽¹⁾

90% agree that creative activities and the arts are
contributing to Minnesota’s quality of life.⁽¹⁾

82% think it’s important to have the opportunity to express
themselves creatively or to experience the creativity of others
every day.⁽³⁾

78% agree that creativity is important to them personally.⁽³⁾

70% agree that the arts and culture are an important
sector of our economy.⁽³⁾

WHAT AMERICANS BELIEVE ABOUT THE ARTS⁽²⁾

“The arts provide meaning to our lives.” Sixty-three percent of Americans believe the arts “lift me up beyond everyday experiences,” 64 percent feel the arts give them “pure pleasure to experience and participate in” and 73 percent say the arts are a “positive experience in a troubled world.”

“We will support candidates who want to increase arts funding.” Americans are more than twice as likely to vote in favor of a candidate who increases arts spending nationally than to vote against them.

“We believe the arts are part of a well-rounded education.” Nine in ten American adults (88 percent) agree that the arts are part of a well-rounded education.

“We believe the arts should be taught in grades K-12.” Ninety percent believe students should receive an education in the arts in elementary school, middle school and high school. Eighty-two percent say the arts should also be taught outside of the classroom in the community.

“The arts unify our communities.” The personal benefits of the arts extend beyond the individual and to the community. Sixty-seven percent of Americans believe “the arts unify our communities regardless of age, race and ethnicity” and 62 percent agree that the arts “helps me understand other cultures better.”



MINNESOTA COMPASS INDICATORS⁽⁴⁾ OF ARTS OPPORTUNITY

Creative Minnesota has partnered with Minnesota artists and arts organizations, including many from diverse and rural communities across the state, to develop a new Arts and Culture Section of Minnesota Compass. (mncompass.org)

This new section will track arts opportunities and participation throughout the state for all Minnesota residents. Minnesota Compass is a social indicators project that measures progress in our state, its seven regions, 87 counties and larger cities. Compass tracks trends in topic areas such as education, economy and workforce, health, housing, public safety and a host of others. Creative Minnesota will continue to include these indicators in future reports.

Our state benefits when all residents have opportunities to attend arts and cultural activities, create and perform the arts, and have arts in our schools. With input from their Arts and Culture Advisory Group, Minnesota Compass selected the following indicators to measure Minnesotans participation in arts and cultural activities.



MINNESOTA'S ARTS ATTENDANCE IS HIGH⁽⁴⁾

More Minnesotans attend arts and culture events than the national average:

PERCENT OF RESIDENTS (18+) WHO ATTENDED A LIVE ART AND CULTURE EVENT IN THE PAST YEAR

PERFORMING ARTS ATTENDANCE

Attended live jazz, Latin, Spanish or salsa, opera, classical musical performance, live musical, live non-musical, other types of live performance and outdoor performing arts festival (excludes school performances).



VISUAL ARTS ATTENDANCE

Visited an art museum, a craft fair or visual arts festival.



HISTORICAL/CULTURE ATTENDANCE

Visited a park or monument for its historical, architectural or design value.



CREATING AND PERFORMING ART⁽⁴⁾

More Minnesotans created or performed than the national average:

PERCENT OF RESIDENTS (18+) WHO CREATED OR PERFORMED ART IN THE LAST YEAR*



**Includes working with pottery, ceramics or jewelry; doing any leatherwork, metalwork or woodwork; doing any weaving, crocheting, quilting, needlepoint, knitting or sewing; playing a musical instrument; doing any acting, performing or practicing dance; performing or practicing singing; creating films or videos as an artistic activity; taking photographs as an artistic activity; creating other visual art, such as paintings, sculpture or graphic designs; doing any creative writing, such as fiction, non-fiction, poetry or plays.*

FAMILIES WHOSE CHILDREN PARTICIPATED IN ARTS EDUCATION AT SCHOOL IN THE PAST YEAR⁽⁴⁾

More Minnesota parents report that their child participated in arts learning in the classroom than the national average:

PERCENT OF PARENTS REPORTING THAT THEIR CHILD WAS TAUGHT ART OR MUSIC IN SCHOOL IN THE PAST YEAR



Note that this comes from a public opinion survey. We hope to have data on actual arts offerings in Minnesota schools for future reports.



These indicators were calculated by Wilder Research as part of the Arts and Culture section at Minnesota Compass and use the National Endowment for the Arts Survey of Public Participation in the Arts, Annual Arts Benchmarking Survey, and U.S. Census 2010-2014 American Community Survey.