

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.