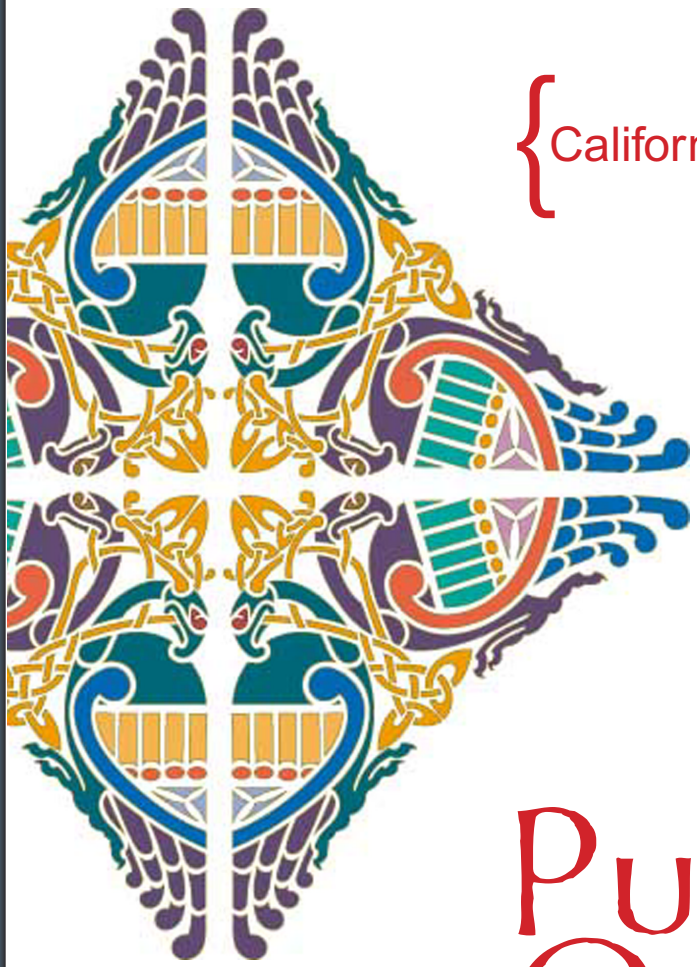


{California Arts Initiative}

Public Opinion Survey 2001

a message from the director

The arts community and its supporters in California have long held the belief that while the general public supported the arts, the arts were regarded by the public at large, and specific groups (the media, elected officials, business & industry) segments as a "luxury" or "frill". The National Endowment of the Arts 1998 study "American Canvas: An Arts Legacy for Our Country" reported a national sense that the arts were perceived by the public as "elitist."

Yet few rigorous scientific studies had been conducted of the public's actual valuation of, and attitude(s) toward, the arts, and no such research has ever been done in California. Yet for the past decade or longer, numerous funding and programmatic decisions have been based on certain assumptions of what the public did and did not hold as beliefs regarding arts participation, arts education valuation and public funding support (including marketing, advocacy, and programming decisions).

To the extent national surveying research had been conducted, there was no simultaneous qualitative component to such studies attempting to identify why the public held certain attitudes (either positive or negative), and whether or not the public was motivated to act in support of stated valuations of the arts, and if not, why not.

This study was designed to provide the arts community with reliable data on the public's attitudes towards the arts at a point in time. It is the intent of the California Arts Council and the project's funders to conduct follow-up studies within one to two years to track the public's beliefs.

That the arts are one of the state's most valuable assets - has gained dramatic recognition over the past decade as reliable evidence has validated the contributions of the arts to the economy, to the academic performance and skills enhancement of students and to civic life throughout the state. That the arts are essential to the state's major economic engines - tourism and entertainment among them, and that the arts are an investment that produces a healthy return is now uncontrovertibly established. Still, the arts continue to be marginalized when public funding resources turn downward, and all but ignored as a policy tool by the media.

It is our hope that the results of this study can be widely publicized, particularly to dispel the myth that the public thinks of the arts as a frill, and that the public valuation of, and support for, the positive impact of the arts and culture can leverage increased media coverage, and local and state funding augmentation so as to protect the state's cultural asset.

Barry Hessenius

first ever comprehensive statewide survey

Background 1

Methodology 2
- Phase I - Quantitative Study 2
- Phase II - Qualitative Stud 2

Executive Summary 3

- General 3
- Perception 5
- Participation 6
- Arts Education 8
- Public Support/Funding 10

Detailed Findings 12

- Perception 12
- Participation 17
- Barriers to Attendance 19
- Importance of Location 20
- Arts Education 22
- Importance of Arts to Childhood Development 24

Profile of the Sample 27

Conclusions 30

If you wish to be added to the CAC Weekly Update, go to our website at www.cac.ca.gov and click on "Arts Council Weekly Update Information."

Note: For a copy of the survey instrument, please go to the California Arts Council website at www.cac.ca.gov

BACKGROUND

The California Arts Council is pleased to present the findings of the first ever comprehensive statewide survey designed to benchmark Californians' attitudes regarding the arts.

With funding from The David & Lucile Packard and James Irvine Foundations, the California Arts Council commissioned the BRS Group Inc., a nationally recognized research organization, to conduct a statewide research study with California households to ascertain current general public attitudes / behavior towards:

- perception of the arts;
- participation in the arts;
- the role and value of arts education; and
- public funding of the arts.

The objectives of the project included:

1. Benchmark Californians' current general attitudes towards perception of, and participation in the arts, the value of arts education, and the public funding of the arts.

2. Benchmark Californian's general current attitudes towards actions in support of increasing participation in the arts, expansion of arts education, and increasing public funding for the arts.

3. Assess public behavior patterns in participation in the arts and identify marketing opportunities for the arts to increase audience size.

1200
Californians
polled

Methodology

The project was divided into two Phases:

Quantitative Research

The BRS Group conducted 1200 random 15 to 20 minute telephone interviews with a representative sample of the English speaking general public (18 - 69 years of age in California) consisting of questions designed to measure the public's attitude in the four areas delineated above. The final instrument was the result of input from a committee composed of representatives from the David & Lucile Packard Foundation, the James Irvine Foundation, the California Arts Council, the Rand Corporation and Arts Marketing, Inc. under the direction of the BRS Group, Inc.

The participant base was segmented into Northern, Central and Southern geographical areas of the state with weighted urban, suburban and rural sector representation. Minimum / maximum quotas were established for gender, age, income, education level and ethnicity. The final participant base corresponded within a plus or minus 1% match to the 2000 Census demographic breakdown of California's population.

Qualitative Research

A series of six two-hour focus groups (eight to nine respondents each) were conducted in three markets (Los Angeles, Fresno and San Francisco) between August 20 - 23, 2001. The moderated focus groups targeted specific marker characteristics, and were designed to ascertain the reasoning why certain groups held certain beliefs as reflected in the Quantitative interviews.

The group participants were selected to obtain representative samplings based on

- gender
- permanent residency status
- registered voters
- ethnicity, age (28 to 49)
- income, education, and
- heavily inclusive of parents with school aged children.

Two targets were established, with three focus groups within each target, at least one of which included bilingual Latinos.

Target 1: Household income <$50,000, little or no higher education
Target 2: Household income >$50,000, most with some higher education

	San Francisco	Los Angeles	Fresno
Target 1	1 group	1 group Latino bilingual	1 group
Target 2	1 group	2 groups, 1 Latino bilingual	

EXECUTIVE SUMMARY

General

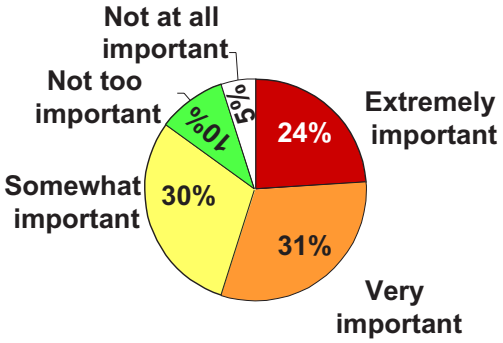
Among California's citizenry, there is widespread and deep support for, and a solid appreciation of, the value of the arts. Respondents to the survey believe the arts are personally important in their lives, are essential to the entertainment and tourism industries, and a critical investment in the education of our children.

- **The arts play an important role in the lives of most Californians: over half, 55%, say the arts are personally extremely or very important. Few, (15%) say that the arts are not important.**
- **Whites, females, and college graduates value the arts the most.**
- **Noteworthy are those that say the arts are "somewhat important" as these groups may offer the most opportunity for increased participation and support.**

Central California	40%
Asians	37%
Hispanics	35%
18-29 year olds	35%

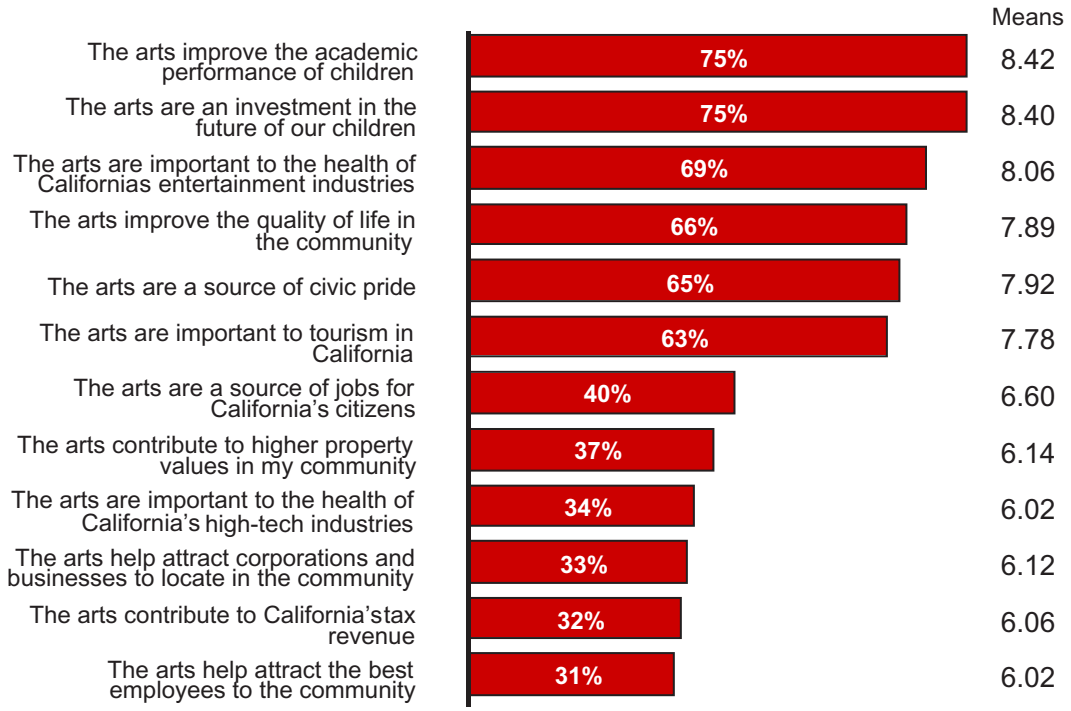
How important are the arts to you personally?

Important (net) 55%



Base: 1200n

The single most interesting finding of the study is that the public's valuation and support for the arts is significantly higher than the arts community has previously thought. By and large the public "gets it" - they appreciate the positive impact of the arts on civic life, to the economy, to the education and job preparation of the state's children, and to the overall quality of life. They favor expansion of arts education and increased access to the arts for all constituent groups; and they also support increased funding for the arts.



Percent giving a rating of 8, 9, or 10 from a 10 pt scale where 10 = strongly agree and 1 = strongly disagree

Unfortunately, while the public favors arts education expansion and increased funding, it is not motivated to take action to facilitate the increase of funding nor the expansion of arts education, and thus, the arts community and its supporters need to address this lack of motivation in any strategy for changing the minds and hearts of the elected officials and media decision makers.

The findings present the arts community with several marketing challenges and opportunities to increase audiences.

Perception

The meaning of "the arts" is far-reaching and includes the entire spectrum of creativity and expression.

There are clear differences in participation, appreciation and support for the arts amongst California's various constituencies. Broadly speaking, white, college educated, higher income households, females and older residents are the most involved and actively supportive; Asians, and to a lesser extent African Americans are the least involved.

Focus group results indicated that while ethnic groups may participate in, and actively support the arts less, this is largely a function of time. Ethnic valuation is as high or higher than mainstream white support.

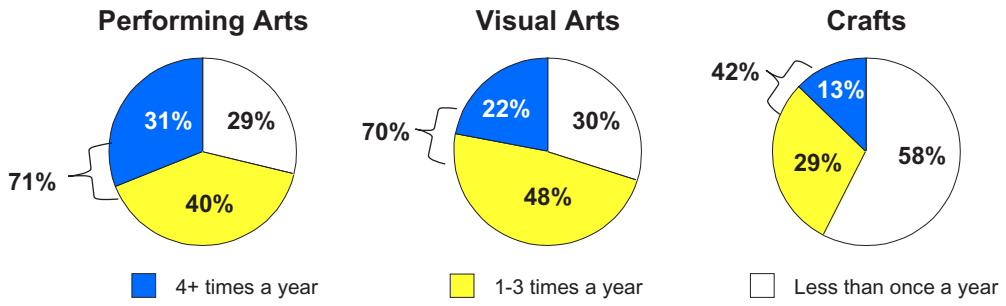
Little variation was found in different geographical locations, with all sectors feeling strongly that the arts play an important role in their lives and that the arts are accessible.

Participation

Eighty-three percent of the adult public has attended a performing or visual arts event at least once in the past year, with thirty-one percent attending four or more events per year.

83%

- **Attendance at arts events is moderate to strong. For the performing and visual arts, 7 in 10 Californians attend at least once a year.**
  - For the performing arts, 31% go often - that is, attend 4 or more performances a year
  - Frequent visits to museums and galleries is significantly lower at 22%
- **Attendance at crafts events is low - 58% attend less than once a year.**

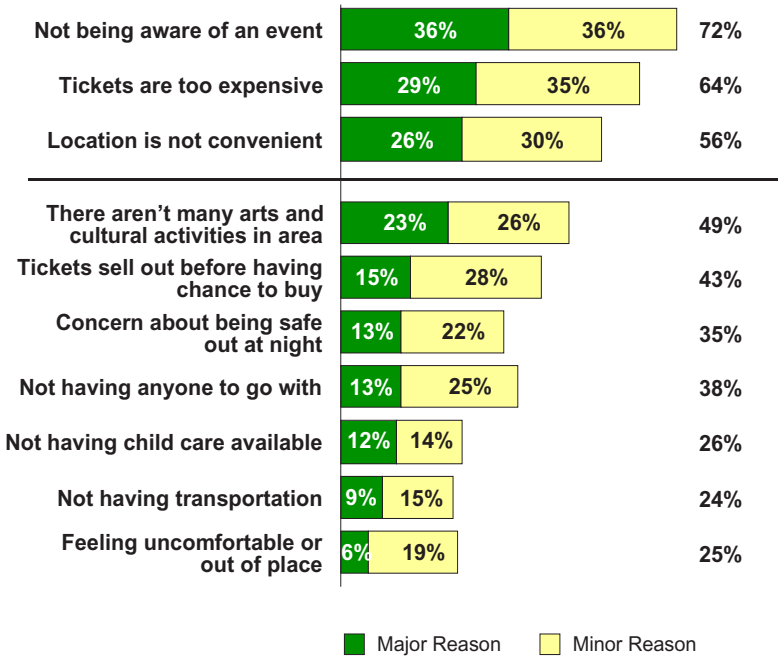


The dominant barriers to greater participation seem to be lack of awareness of an event and time constraints pitting the arts as a trade off against other activities. This is particularly true for young adults, Hispanics and Asians, and presents a clear marketing directive: improve communications to the target communities of youth and people of color using non-mainstream/specialty venues such as foreign language newspapers and radio stations.

- **The main barriers preventing greater participation in the arts are not being aware of an event followed by high cost and geography.**

- **Personal issues (safety, transportation, childcare, not having someone to go with, don't feel they belong) do not stymie attendance.**

How much of a reason are each of the following in terms of preventing you from becoming more involved in the arts? Is it a major reason, a minor reason, or not a reason?



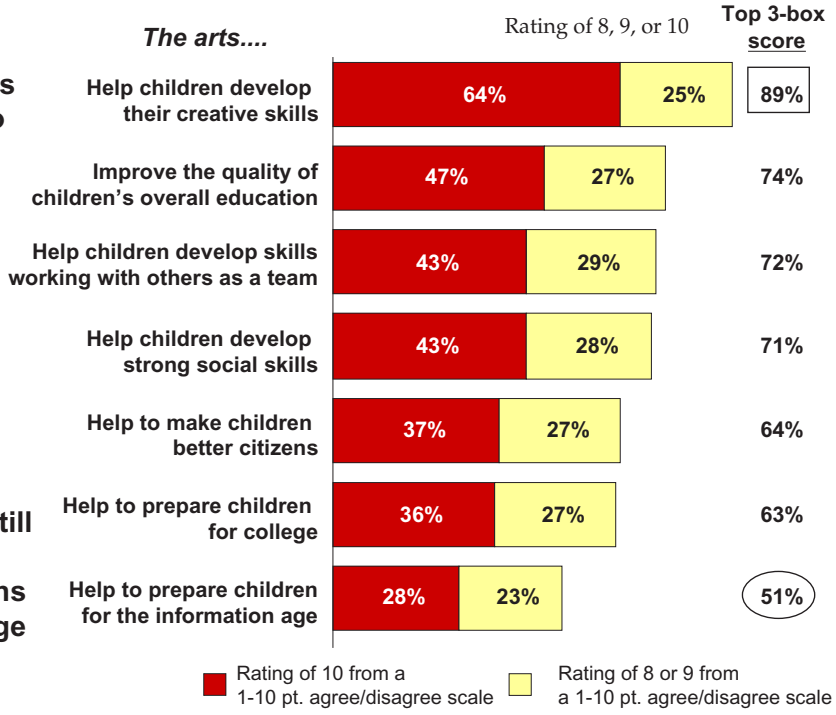
Other identified strategies based on respondent answers to behavior patterns include addressing the issues of time and convenience barriers by increasing family offerings, community based arts activities, and holding arts events at venue locations closer to people's homes (including churches, libraries, even shopping malls.

Arts Education

All parents state that arts education is critically important. A majority of the populace believes that an arts education contributes to a child's education in at least seven specific ways.

Not one respondent said the arts are inimportant to a chld's education.

- **First and foremost, Californians believe the arts contribute most strongly to the development of children's creative skills.**
- **There is also strong agreement that the arts improve children's overall education as well as their interpersonal skills (i.e., social, teamwork).**
- **Less importance (though still over 50%) are that the arts make children better citizens and prepare them for college and the information age.**

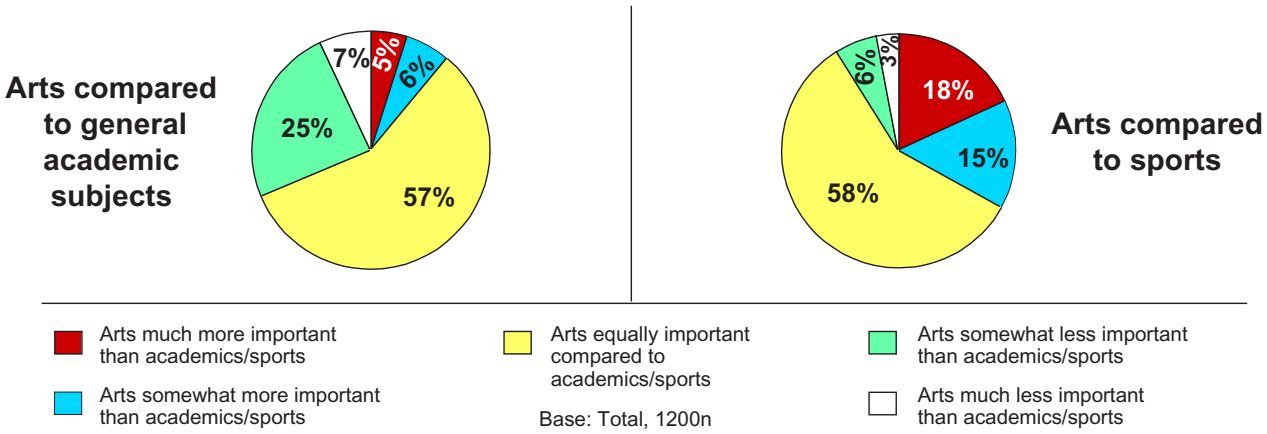


Base: Total, 1200n

When compared to the importance of academics and sports,

68% believe the arts are as, or more, important as academics, & 91% think the arts as, or more important than sports.

- **Californians were asked how important arts education is in comparison to sports and to general academic subjects.**
- **As expected, few say arts education is more important than academics, but more than half, 57%, say that arts education is equally important. Compared to sports, the value of arts education is more or equally important. Few think sports is more important.**



There seems to be differing levels of satisfaction with the current arts education offered in the schools, with parents with students in enrolled in private schools satisfied with the arts offered, and parents in less affluent public school districts less satisfied.

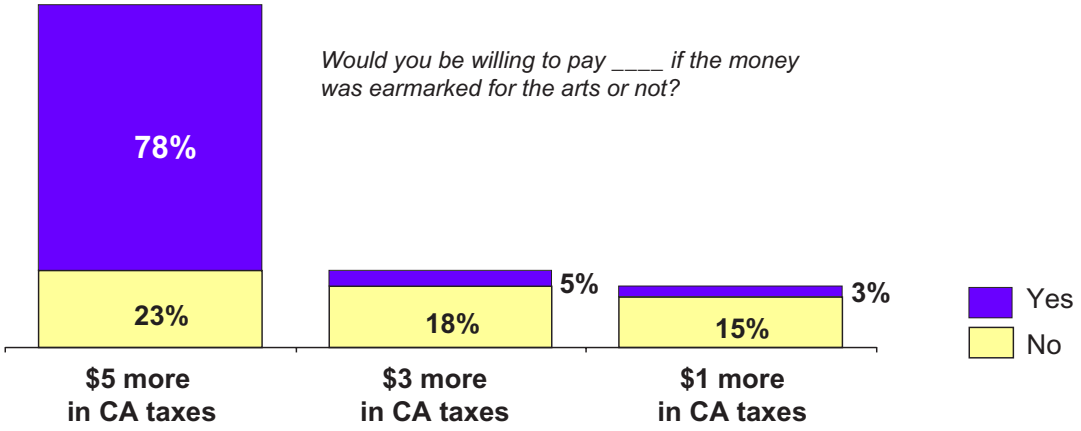
Public Support/Funding

Californians believe that funding the arts is a shared responsibility between public and private organizations. Young people feel more strongly in the government's role supporting the arts, while whites, upper income and college graduates favor the private sector taking the lead.

Most Californians (78%) are willing to pay $5 more in state taxes IF the money goes directly to the arts. Women are the most willing to pay; African Americans the least.

- **86% are willing to pay between $1 and $5 a year more in California taxes, providing the money is earmarked for the arts. Chances are very high that if someone is willing to pay $1, they are also willing to pay $5. The reverse is also true - - those not willing to pay $5 are for the most part, not willing to pay $1.**

- **Females and college graduates are the most willing to pay; African Americans, the least willing (not charted).**

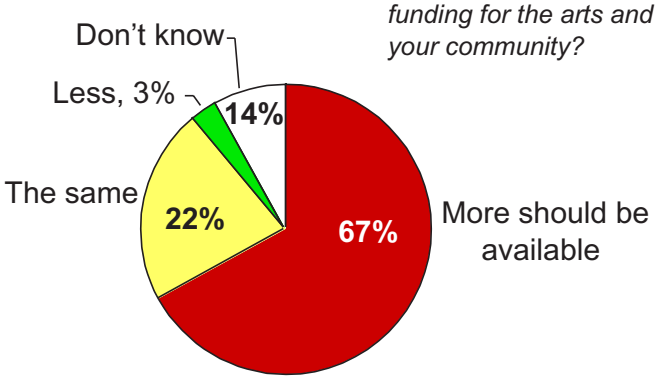


67% would like to see additional funding targeted specifically to their community.

- **Given the importance of the arts in people's lives, it is not surprising that 2/3rds (67%) would like to see additional funding targeted specifically to their community. Those feeling most strongly are:**

  - African Americans: 78% feel there should be more funding
  - Incomes of less than $50k: 71%
  - Young people: 18-29, 70%

Should there be less, the same, or more funding for the arts and culture available in your community?



DETAILED FINDINGS

PERCEPTION

Women - younger people - and those with higher education - value the arts as personally more important than other sectors, with no discernable differences in income or geographic location.

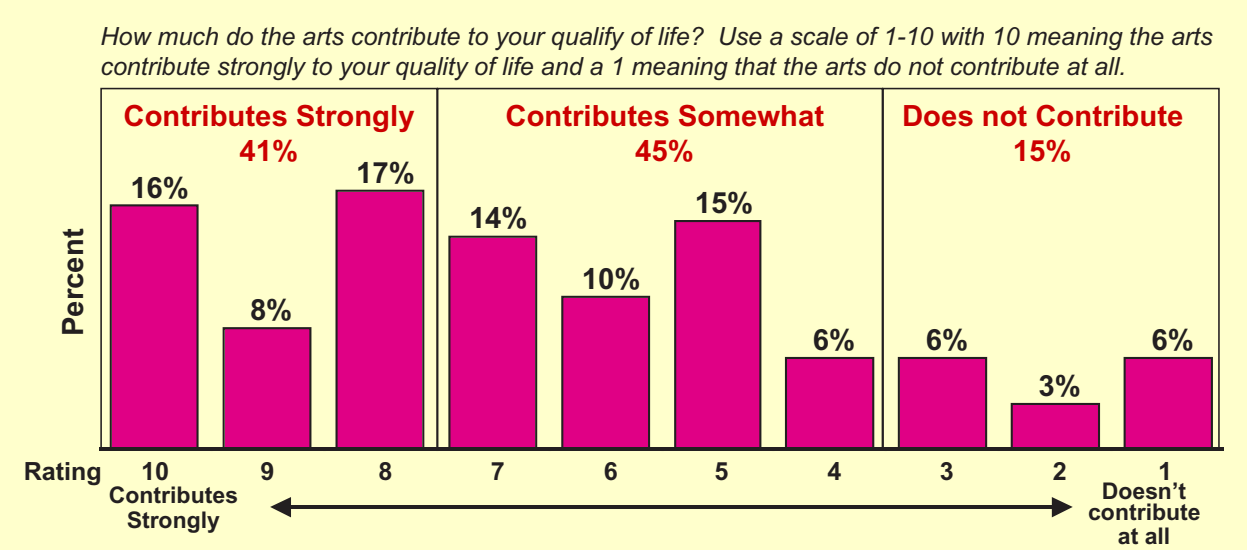
STATISTICAL NOTATION:

- a BOX around a number indicates that it is significantly higher than at least one other number in a row or column, at 90% confidence level.
- a CIRCLE around anumber indicates that it is dignificanly lower than at lease one other number in a row or column, at 90% confidence lebel.

		Gender		Age		Education		Income	
		Female	18-29	30-49	50-69	Some	Grad +	<$50k	
	(595)	(605)	(358)	(507)	(301)	(646)	(533)	(502)	(387)
	%	%	%	%	%	%	%	%	%
Important (net)	50	59	48	58	55	47	63	54	53
Extremely important	21	27	20	26	25	20	28	25	22
Very important	29	32	28	32	30	27	35	29	31
Somewhat important	31	30	35	29	29	34	27	30	34
Not important (net)	18	11	17	13	16	19	10	17	13
Not too important	12	8	11	9	11	12	8	11	9
Not at all important	6	4	6	4	5	7	2	6	4

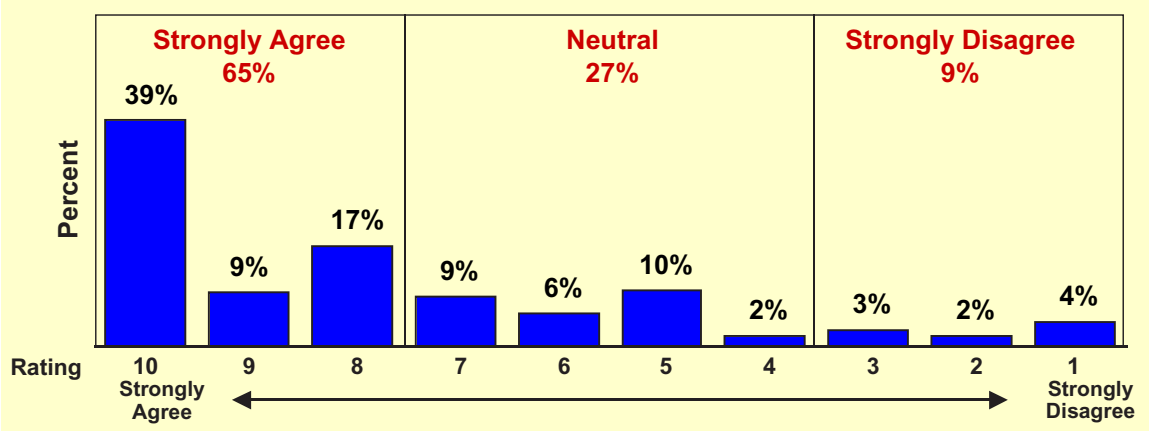
	Ethnicity					Proximity to City			Region		
	White	Hispanic	Asian	African American	Other	City	Suburb	Rural	No CA	Centrl	So CA
	(714)	(177)	(96)	(76)	(137)	(454)	(517)	(229)	(328)	(135)	(737)
	%	%	%	%	%	%	%	%	%	%	%
Important (net)	**57**	48	44	46	**63**	57	53	55	58	47	55
Extremely important	26	20	14	13	31	24	24	25	25	20	25
Very important	31	28	30	33	32	33	29	29	33	27	30
Somewhat important	29	**35**	**37**	**32**	27	29	34	28	30	40	29
Not important (net)	14	17	**20**	**22**	10	14	14	18	12	13	16
Not too important	10	11	15	10	7	8	10	13	9	8	11
Not at all important	4	6	5	12	3	6	4	5	3	5	5

Nearly half (41%) claim that the arts are a strong contributor to their quality of life. The arts are significantly more meaningful to females and college graduates.



Two thirds of Californians feel a direct connection to the arts, suggesting that the notion of the arts being only for the elite is not pervasive among the general population.

Females (72%)
and college graduates (72%)
feel more connected to the art than do their counterparts.



Percent giving a rating of 8, 9, or 10 from a 10 pt scale where 10 = contributes strongly to their quality of life and 1= does not contribute at all

		Gender		Age			Education		Income	
		Male	Female	18-29	30-49	50-69	Some	Grad +	<$50k	$50k+
	(1200)	(595)	(605)	(358)	(507)	(301)	(646)	(533)	(502)	(387)
	%	%	%	%	%	%	%	%	%	%
% Contributes strongly	41	38	**45**	41	40	43	35	**47**	42	37

	Ethnicity					Proximity to City			Region		
	White	Hispanic	Asian	African American	Other	City	Suburb	Rural	No CA	Centrl	So CA
	(714)	(177)	(96)	(76)	(137)	(454)	(517)	(229)	(328)	(135)	(737)
	%	%	%	%	%	%	%	%	%	%	%
% Contributes strongly	**42**	33	38	41	**52**	43	39	43	41	41	41

Percent giving a rating of 8, 9, or 10 from a 10 pt scale where 10 = strongly agree with the arts have something to offer me and 1= strongly disagree with statement

		Gender		Age			Education		Income	
		Male	Female	18-29	30-49	50-69	Some	Grad +	<$50k	$50k+
	(1200)	(595)	(605)	(358)	(507)	(301)	(646)	(533)	(502)	(387)
	%	%	%	%	%	%	%	%	%	%
% Agree strongly	66	59	**72**	62	67	68	60	**72**	64	65

	Ethnicity					Proximity to City			Region		
	White	Hispanic	Asian	African American	Other	City	Suburb	Rural	No CA	Centrl	So CA
	(714)	(177)	(96)	(76)	(137)	(454)	(517)	(229)	(328)	(135)	(737)
	%	%	%	%	%	%	%	%	%	%	%
% Agree strongly	**67**	63	53	57	**73**	68	65	62	68	61	65

Females have much stronger feelings than males about how the arts contribute to all aspects of our lives.

Percent giving a rating of 8, 9, or 10 from a 10 pt scale where 10 = strongly agree with statement and 1= strongly disagree with statement

	Gender		Age			Education		Income	
	Male	Female	18-29	30-49	50-69	Some	Grad +	<$50k	$50k+
	(595)	(605)	(358)	(507)	(301)	(646)	(533)	(502)	(387)
	%	%	%	%	%	%	%	%	%
The arts improve the academic performance of children	69	80	72	76	74	73	76	75	72
The arts are an investment in the future of our children	69	81	72	76	76	74	75	76	71
The arts are important to the health of CA's entertainment industries	67	71	67	70	70	67	71	68	69
The arts improve the quality of life in the community	59	72	60	67	69	60	72	66	66
The arts are a source of civic pride	59	72	59	67	70	62	68	64	66
The arts are important to tourism in CA	59	67	65	63	60	64	61	66	57
The arts are a source of jobs for CA's citizens	36	44	35	43	41	41	38	41	38
The arts contribute to higher property values in my community	32	41	34	37	39	35	38	39	33
The arts are important to the health of CA's high-tech industries	30	38	33	31	39	34	33	38	29
The arts help attract corporations and business to locate in the community	28	38	31	32	36	34	31	35	26
The arts contribute to CA's tax revenue	26	38	22	36	36	30	35	32	31
The arts help attract the best employees to the community	27	35	30	28	36	29	33	33	24

Percent giving a rating of 8, 9, or 10 from a 10 pt scale where 10 = strongly agree with statement and 1= strongly disagree with statement

	Ethnicity					Proximity to City			Region		
	White	Hispanic	Asian	African American	Other	City	Suburb	Rural	No CA	Centrl	So CA
	(714)	(177)	(96)	(76)	(137)	(454)	(517)	(229)	(328)	(135)	(737)
	%	%	%	%	%	%	%	%	%	%	%
The arts improve the academic performance of children	73	78	70	76	81	76	74	74	77	73	74
The arts are an investment in the future of our children	74	76	71	75	79	75	76	73	80	75	73
The arts are important to the health of CA's entertainment industries	69	70	62	66	77	69	69	68	69	70	69
The arts improve the quality of life in the community	65	58	67	62	78	65	67	63	71	67	63
The arts are a source of civic pride	67	65	54	58	69	64	66	66	71	65	63
The arts are important to tourism in CA	57	70	64	70	79	64	62	63	63	62	63
The arts are a source of jobs for CA's citizens	39	42	33	43	44	41	40	38	36	36	43
The arts contribute to higher property values in my community	34	46	39	33	41	36	37	38	35	35	38
The arts are important to the health of CA's high-tech industries	30	45	32	34	39	35	33	35	31	39	34
The arts help attract corporations and business to locate in the community	29	41	33	28	45	32	32	35	33	33	33
The arts contribute to CA's tax revenue	32	32	22	33	38	32	32	33	31	33	33
The arts help attract the best employees to the community	29	36	27	24	43	32	32	29	32	29	31

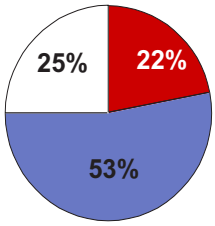
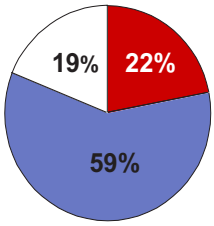
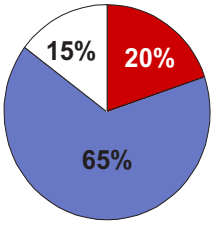
creativity,
skill,
talent,
expression,
cultural heritage

Participation

Patterns in frequency of attendance:

- **In the aggregate, over the past 12 months there is little change in attendance. However, young adults and Hispanics appear to be increasing the frequency of their participation in the arts.**

Are you attending events more often, the same, or less often compared to a year ago?

	Performing Arts	Visual Arts	Crafts
			
More often	Hispanic 18-29 yrs	Hispanic 18-29 yrs < $50k	Hispanic 18-29 yrs
The same	White 50-69 yrs Graduate + $50k +	White 50-69 yrs Graduate + $50k +	White 50-69 yrs Graduate + $50k +
Less often	Some coll or less < $50k	Some coll or less < $50k	Rural

		Gender		Age			Education		Income	
		Male	Female	18-29	30-49	50-69	Some	Grad +	<$50k	$50k+
	%	%	%	%	%	%	%	%	%	%
% Attending more often*										
Performing arts	22	22	23	32	22	12	22	23	25	17
Visual arts	22	23	20	29	21	15	24	20	27	19
Crafts activities	20	23	17	34	20	9	22	16	23	12

		Ethnicity					Proximity to City			Region		
	Total	White	Hispanic	Asian	African American	Other	City	Suburb	Rural	North	Central	South
	%	%	%	%	%	%	%	%	%	%	%	%
% Attending more often*												
Performing arts	22	17	31	23	33	34	22	23	22	22	22	23
Visual arts	22	20	32	21	24	18	25	21	15	24	28	20
Crafts activities	20	16	38	15	22	23	23	18	18	16	25	21

* based on those who attend each type of event

The arts improve the academic performance of children.

80%
females

Barriers to attendance

% Major or minor reason	Total (1200) %	Gender: Male (595) %	Gender: Female (605) %	Age: 18-29 (358) %	Age: 30-49 (507) %	Age: 50-69 (301) %	Education: Some (646) %	Education: Grad + (533) %	Income: <$50k (502) %	Income: $50k+ (387) %
Not being aware of an event	72	75	69	84	72	59	73	71	74	71
Tickets are too expensive	64	59	68	68	63	61	62	65	65	57
Location is not convenient	56	57	56	60	55	53	55	57	58	52
There aren't many arts and cultural activities in area	49	50	47	56	48	41	53	44	55	40
Tickets sell out before having chance to buy	43	44	42	51	42	35	42	44	44	44
Not having anyone to go with	38	41	35	52	31	32	42	32	44	29
Concern about being safe out at night	35	31	39	41	31	34	36	34	38	28
Not having child care available	26	25	28	30	33	11	27	25	26	26
Feeling uncomfortable or out of place	25	31	20	37	21	19	28	23	33	19
Not having transportation	24	25	23	36	19	19	28	19	29	16

% Major or minor reason	Total (1200) %	Ethnicity: White (714) %	Ethnicity: Hispanic (177) %	Ethnicity: Asian (96) %	Ethnicity: African American (76) %	Ethnicity: Other (137) %
Not being aware of an event	72	69	79	81	66	79
Tickets are too expensive	64	63	66	71	49	68
Location is not convenient	56	57	51	70	49	55
There aren't many arts and cultural activities in area	49	43	61	64	54	52
Tickets sell out before having chance to buy	43	39	51	51	41	49
Not having anyone to go with	38	33	46	53	40	38
Concern about being safe out at night	35	31	40	47	41	37
Not having child care available	26	22	35	29	29	34
Feeling uncomfortable or out of place	25	20	40	41	33	20
Not having transportation	24	19	35	34	25	28

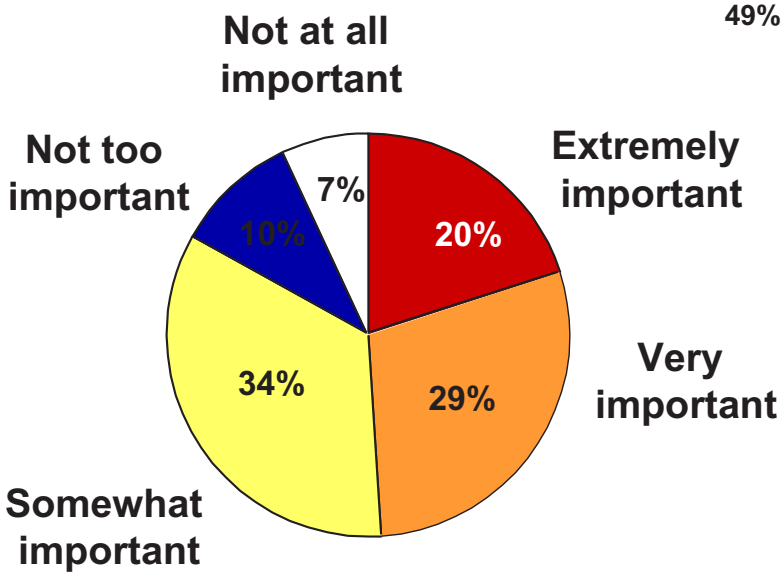
Importance of location

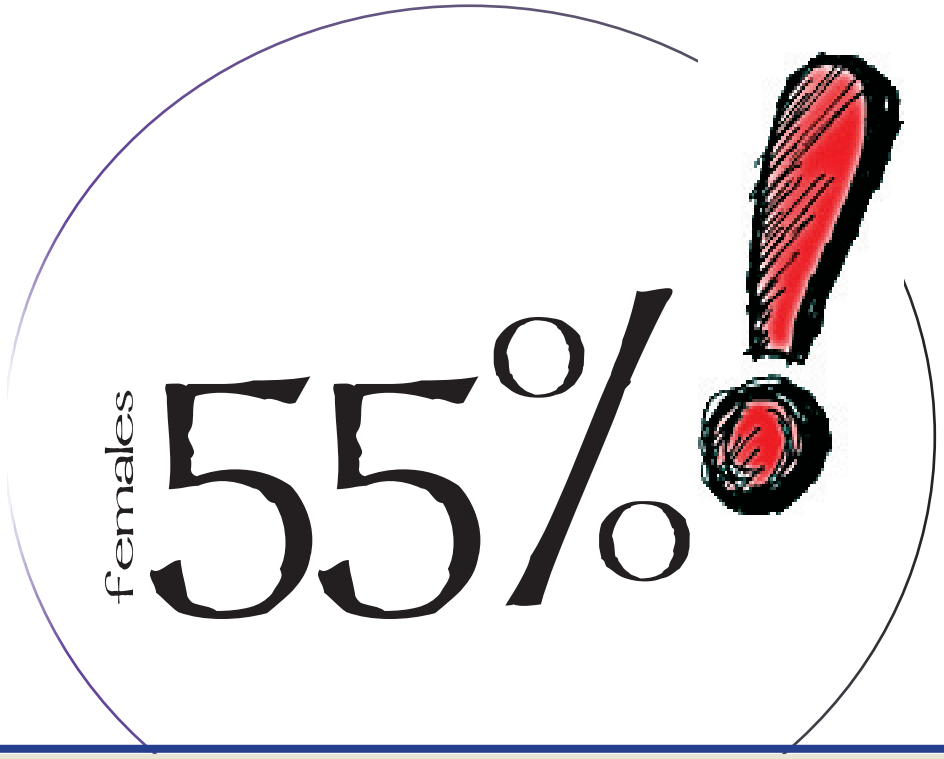
Access and convenience are important factors given increasingly crowded personal schedules and competing leisure time activities.

- **When asked directly, it is evident that access to the performing arts is vitally important.**
- **Location is significantly more important to females and college graduates (55%, 56%).**

How important is it to you personally that the performing and visual arts - that is theater, music, dance and visual art - are available to you from where you live or work?

Extremely/very important (net)
49%





How important is it to you personally that the performing and visual arts "that is theater, music, dance and visual art " are available to you from where you live or work?

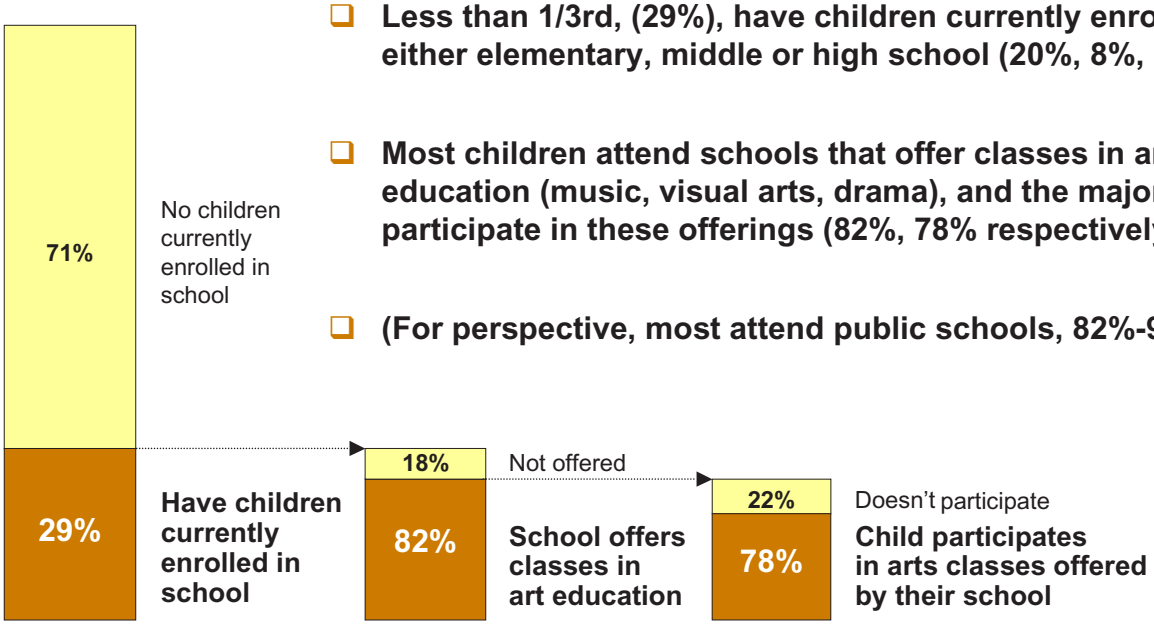
		Gender		Age			Education		Income	
	Total	Male	Female	18-29	30-49	50-69	Some	Grad +	<$50k	$50k+
	(1200)	(595)	(605)	(358)	(507)	(301)	(646)	(533)	(502)	(387)
	%	%	%	%	%	%	%	%	%	%
Important (net)	49	43	55	41	53	50	43	56	46	51
Somewhat important	34	36	31	42	30	32	37	30	33	35
Not important (net)	17	21	14	18	17	19	20	14	21	14

	Ethnicity					Proximity to City			Region		
	White	Hispanic	Asian	African American	Other	City	Suburb	Rural	No CA	Centrl	So CA
	(714)	(177)	(96)	(76)	(137)	(454)	(517)	(229)	(328)	(135)	(737)
	%	%	%	%	%	%	%	%	%	%	%
Important (net)	51	45	31	53	56	51	48	46	51	49	48
Somewhat important	34	31	49	24	31	34	34	31	33	39	33
Not important (net)	16	25	20	24	12	15	17	22	17	13	19

Arts Education

Parents with school aged children believe the arts offerings are more extensive than they actually are.

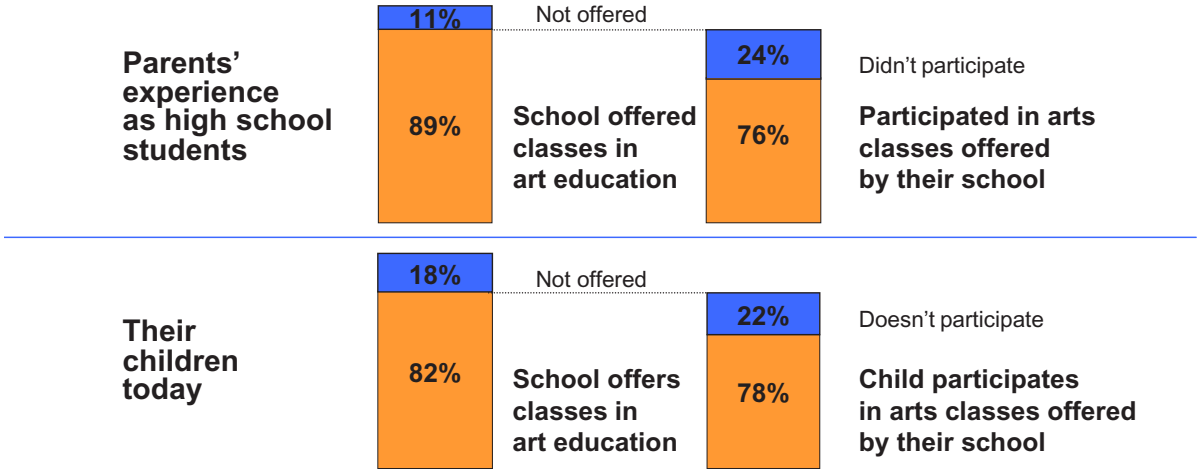
- **Less than 1/3rd, (29%), have children currently enrolled in either elementary, middle or high school (20%, 8%, 10%).**
- **Most children attend schools that offer classes in art education (music, visual arts, drama), and the majority participate in these offerings (82%, 78% respectively).**
- **(For perspective, most attend public schools, 82%-90%.)**



67% of those that do not have children enrolled in school think that the schools in their community offer classes in art education.

- **Parents were asked to recall their own school days, and 89% claim their high school had arts education classes/programs. Among them, 76% recall participating.**

- **These findings suggest some fall off in offering (from 89% to 82%), but little change in participation levels (76% vs. 78%). However, it must be noted that this survey did not drill down into the breadth or quality of arts education programs, then versus now.**



There is evidence to suggest that there is a direct correlation between parental experience in the arts in school when they were young, and their current level of support for arts education programs.

The Importance of the Arts to Childhood Development

Over half the population believes that arts education is valuable to virtually every important marker for child development.

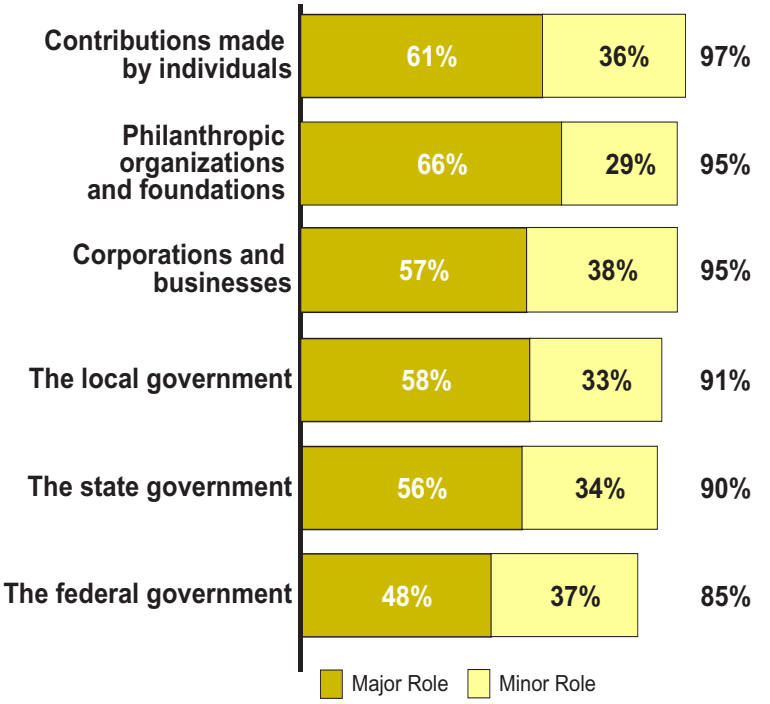
	Gender		Age			Education		Income	
	Male (595) %	Female (605) %	18-29 (358) %	30-49 (507) %	50-69 (301) %	Some (646) %	Grad + (533) %	<$50k (502) %	$50k+ (387) %
The arts help children develop their creative skills	86	91	87	91	87	87	90	88	89
The arts improve the quality of children's overall education	69	80	67	77	78	70	78	71	76
The arts help children develop skills working with others as a team	64	80	64	76	76	73	71	71	74
The arts help children develop strong social skills	63	79	63	74	74	70	70	70	68
The arts help to make children better citizens	58	71	52	68	72	62	67	63	65
The arts help to prepare children for college	56	69	55	66	66	61	64	64	60
The arts help to prepare children for the information age	44	58	41	54	58	51	51	54	46

Though supporting funding for the arts is perceived to be a shared responsibility between the public and private sectors, the general public believes the greater role lies with individuals, private organizations and businesses.

- **Though supporting (funding) the arts is perceived to be a shared responsibility between private and public sectors, the general public believes the greater role lies with individuals, private organizations and businesses.**

- **Young people (18-29) feel more strongly in the government's role supporting the arts, while whites, upper income and college graduates lean more toward the private sector taking the lead.**

We are interested in you opinion about who should fund the arts. Do you think ____ should take a major role, a minor role or no role in supporting the arts?

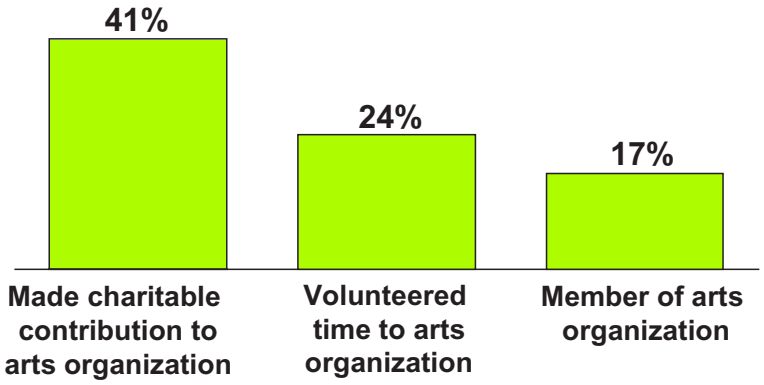


Base: Total, 1200n

Young people (18-29), urban residents and those with lower incomes feel more strongly in the government's role in supporting the arts.

While financial contributions and memberships in arts organizations are strongest among the white, 30-69 year old, upper income, college educated sector, there is growth potential among Latinos and Asians.

- **The general public is most likely to personally support the arts by contributing money to the types of organizations that are dearest to them (art lover, ballet, symphony, etc.).**
- **Not surprising, those most likely to be involved (contribute, volunteer and/or become a member) are white, 30-69 years of age, upper income, college educated.**
  - The one exception is volunteering, in which young people, 18-29 are more actively involved than older people.
- **Least likely to get involved are Asians and Hispanics.**



PROFILE

	Total (1200) %
Gender	
Male	50
Female	50
Age	
18-29	30
30-39	22
40-49	20
50-69	25
Refused	3
Median	*37*
Education	
Some college or less	54
High school graduate or less	23
Some college or trade school	31
College degree or higher	44
College graduate	31
Post graduate work or degree	14
Refused	2

	Total (1200) %
Children	
Have children in HH	40
1	13
2	17
3 or more	10
No children in HH	60
Age of children*	
Under 5 years of age	31
5-9 years of age	37
10-14 years of age	34
15-18 years of age	25
19-21 years of age	13

* based on 480n have children 21 or younger in HH

	Total (1200) %
Employment	
Employed full time	55
Employed part time	11
Full or part time student only	5
Full or part time student who also works	7
Retired	13
Otherwise not employed	9
HH Income	
Less than $50K	42
Under $20K	9
$20K to less than $30K	11
$30K to less than $40K	12
$40K to less than $50K	10
$50K or more	32
$50K to less than $75K	14
$75K or more	18
Refused	20
Don't know	6

	Total (1200) %
Geography/Region	
Live in major city	38
Live within 50 miles of a major city	43
Live 51+ miles outside of a major city	19
Northern California	27
Central California	11
Southern California	61
Ethnicity	
White	60
Hispanic/Latino	15
Asian or Pacific Islander	8
African American	6
All others	6
Refused	5

Demographic Profile

	Total (1200) %
Gender	
Male	50
Female	50
Age	
18-29	30
30-39	22
40-49	20
50-69	25
Refused	3
Median	*37*
Education	
Some college or less	54
High school graduate or less	23
Some college or trade school	31
College degree or higher	44
College graduate	31
Post graduate work or degree	14
Refused	2

	Total (1200) %
Children	
Have children in HH	40
1	13
2	17
3 or more	10
No children in HH	60
Age of children*	
Under 5 years of age	31
5-9 years of age	37
10-14 years of age	34
15-18 years of age	25
19-21 years of age	13

* based on 480n have children 21 or younger in HH

CONCLUSIONS

General

As women and younger people are more likely to value the contributions of the arts, personally, and to society, male dominated institutions should be the target for increased advocacy and educational efforts. The arts continue to be regarded in government quarters less as a policy tool, and more as a social adjunct. This presents a challenge to the arts community.

There appears to be a direct correlation between support for the arts and the experience adults had with the arts as students, highlighting the importance of arts education to a vibrant cultural climate.

Participation

The increase in the diversity of the state's population, coupled with the strong support for, appreciation of, and desire to participate in the arts presents significant opportunities for the arts to solidify support and increase participation.

The challenge will be to address the barriers of time, convenience, cost and competition in new ways that will speak to the target markets (ethnic communities and younger people in particular)

While Latinos and young adults (18 - 29) may not be as involved in the arts, and the cost of participating is more of an issue, these two groups have demonstrated increasing involvement in the past year and represent an opportunity to the arts community.

Several specific concepts may deserve attention, including performances and exhibitions in untried venues closer to residences, more family and community based arts, and discounts or other incentive programs. One enormously popular concept was the idea of being able to work alongside a "practicing artist" if even for a brief time as part of an event.

Arts Education

The major challenge facing the arts in this area is to translate the overwhelming public valuation into specific actions that will help to elevate arts education to an equal par with academic courses, and to convince elected officials to fund expanded arts programs.

The most frequently mentioned approaches include marshaling parental involvement through the PTA, and increased educational / informational efforts designed to motivate the public to what is at stake for their children.

Public Support

There is a split in the public's belief as to how the arts should be funded, and this presents both a challenge and opportunity to the arts. The challenge is in convincing the white, educated, higher income sector (which comprise the vast majority of the target media, elected officials and business sectors) that more public funding is necessary. This sector values arts education for their children, and the contributions of the arts to society, but doesn't believe in an increased public support role. The rise in the number and position of women in government, business and elsewhere in the private sector means increased support for the arts.

The opportunity is in harnessing the growing and passionate support of the state's expanding ethnic communities and younger people to become more personally financially supportive, and to motivate these constituencies to act on their belief that public support should be increased.

Gray Davis,
Governor of California.

ARTS COUNCIL MEMBERS
Steven J. Fogel, Chair; Barbara George, Vice Chair; Robert Abernethy; Phyllis Epstein; Marcy Friedman; Rosaline George; Janet Karatz.

EXECUTIVE STAFF
Barry Hessenius, Director; Paul Minicucci, Deputy Director; Juan M. Carrillo, Chief of Grant Programs; Alan T. Smith, Chief of Administrative Services; Adam Gottlieb, Communications Officer.

ADDRESS
1300 I Street, Suite 930, Sacramento, CA 95814; 916/322-6555; FAX: 916/322-6575.

Web: www.cac.ca.gov.

OFFICE HOURS
8 a.m. - 5 p.m., Monday through Friday.

Purpose: The California Arts Council (CAC), a state agency, was established in January 1976 to encourage artistic awareness, participation, and expression; to help independent local groups develop their own arts programs; to promote employment of artists and those skilled in crafts in the public and private sector; to provide for exhibition of artworks in public buildings throughout California; and to enlist the aid of all state agencies in the task of ensuring the fullest expression of our artistic potential.

The Council: The appointed Council of the CAC consists of 11 members who serve four-year staggered terms. The Governor appoints nine members; the Legislature appoints two. Council members serve without salary, elect their own chair, and meet throughout the state to encourage public attendance. This body sets policy and has final approval of CAC grants.

Mission: The mission of the CAC is to make available and accessible quality art reflecting all of California's diverse cultures; to provide the state's broad economic, education, and social goals through the arts; to provide leadership for all level of the arts community; and to present effective programs that add a further dimension to our cities, our school, our jobs, and our creative spirits.

Funding: The CAC is a state agency, funded primary from the state's annual budget process, supplemented with funds from the National Endowment for the Arts. Its grants are usually matched by foundation, individuals, earned income, government agencies, or other organizations.

Information Access: Due to the Public Records and Open Meeting Acts, applications and their attachments are not confidential and may be requested by the media and/or public. Observer may attend but may not comment on, participation in, or in any way interfere with panel meetings. View the CAC website for meeting dates and locations at www.cac.ca.gov.

Grants Panels: Application are evaluated by panels of experts, recognized in their respective fields, who rank applications according to program criteria. The CAC staff provides information but not recommendations to the panel. The Council reviews panel recommendations before making final funding decisions.

Appeal Process: Appeals to CAC funding decisions must be submitted on an official Appeal Form, available from the CAC, and postmarked within 45 days of the decision. Appeals are heard only on the following grounds:

1. Assessment based on a misstatement of factual information as contained in the application such that it negatively influenced the panel's assessment of the application's request for funding; and/or
2. Incorrect processing of the required application material such that it negatively influenced the panel's assessment of the application's request for funding.

Note: Dissatisfaction with award denial or with award amount is not grounds for appeals.

Requirements: The CAC is mandated both by federal and state regulations to fund only organizations that have proof of nonprofit status under sec. 501©(3) of the Internal Revenue Code (Fiscal Receivers are eligible in some programs), or under sec. 23701d of the California Revenue and Taxations Code, or entities that are a unit of government; and that comply with the Civil Rights Acts of 1964, as amended; sec. 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; the Drug-Free Workplace Act of 1988; California Government Code secs. 11135-11139.5 (barring discrimination); the Fair Labor Standards Act, as define by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulation; the American With Disabilities Act of 1990 ("ADA"); the Fair Employment and Housing Act; and the Personal Responsibility and Work Opportunity Reconciliation Act of 1996.

Ownership, Copyrights, Royalties, Credit: The CAC does not claim ownership, copyrights, royalties, or other claim to artwork produced as a result of a CAC grant. However, the CAC reserves the right to reproduce and use such material for official, noncommercial purpose. In addition, the CAC requires documentation of grants activity and appropriate credit for CAC partial support.

TWENTY-FIFTH ANNIVERSARY

California Arts Council

THE JAMES IRVINE FOUNDATION

THE DAVID AND LUCILE PACKARD FOUNDATION