NEA News

New reports from NEA offer surprising findings

Three reports from the National Endowment for the Arts reveal new findings about the impact of arts and cultural industries on gross domestic product (GDP), as well as how and why Americans participate in certain arts activities.

The data for the three reports is all from 2012, so for the first time the NEA can show a comprehensive view of a single year in the life of the arts and cultural sector from three different angles: supply, demand, and motivations for consumer behavior. The new information will help arts providers and others more effectively understand and develop strategies to engage individuals and communities in the arts.

"The implications from this research are significant," said NEA Chairman Jane Chu. "The findings show that there is great diversity in how people engage in the arts, and this gives us a framework to use our creativity to innovate new ways to reach these audiences."

ART WORKS.
arts.gov

Report 1: When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance

In 2012, the National Endowment for the Arts partnered with the General Social Survey to ask why people attend arts events (specifically music, dance, theater, and visual arts). This new report looks beyond demographics to discover the attitudes, motivations, and barriers for attending the arts at different life stages – the first time the NEA has published a report on this type of data.

There were common barriers for the 13% – 31 million adults – who were interested in a specific event, but did not go for some reason:

• Nearly 60% of people with children under age 6 said lack of time was the greatest single barrier to attendance. This finding could inspire arts providers to develop more family-friendly program options.

• Some noted that the location was too difficult to get to. This was especially a problem for retirees, older adults, and adults with physical disabilities. If we're quantifying the value of what we often term "access to the arts," it's about 11 million lost audience members or exhibit-goers.

• 22% of those who wanted to attend but chose not to said a barrier was not having someone to go with.

Motivations include:

The top reasons Americans attend the arts (performances and exhibits) include socializing with friends or family members (73%); learning new things (64%); and supporting the community (51%).

Despite similar household incomes and education, people who call themselves middle-class were more likely to attend the arts than those who identified themselves as working class. Thwarted interest, rather than lack of interest, may be the cause for lower attendance rates among some audiences.

Life stages – pursuing higher education, marriage, child-rearing, and retirement – are often more predictive than age alone, as a factor in attending the arts. For example, parents with young children under age 6 more often cited socializing with family or friends, learning new things and celebrating cultural heritage when they attended performances accompanied by their children.

For more key findings, go to Arts Data Profile #4 at http://tinyurl.com/kh9ocf5.

Report 2: A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012

The Survey of Public Participation in the Arts (SPPA) is the largest and most comprehensive survey of U.S. arts participation, with a total sample size exceeding 37,000 adults, ages 18 and over. The latest SPPA compares arts participation rates based on surveys from 2002, 2008 and 2012, as well as regional, state and metro-area statistics.

A new question in the 2012 survey revealed that adults who attended performing arts or visited museums as children were three to four times as likely to see shows or visit museums as adults. Exposure to the arts in childhood turns out to be a stronger predictor of adult arts participation than education, gender, age or income.

Technology is a great enabler of arts creation and participation. In 2012, nearly three-quarters of American adults – about 167 million people – used electronic media to view or listen to art, and large proportions of adults used electronic media to create music or visual art.

Women participate in the arts at higher rates than men across all categories, except a few. For example, men are more than twice as likely as women to use electronic media to create or perform music, and they are also more likely to create visual art online.

More than half (54%) of all American adults attended at least one live music, theater, or dance performance in the past year, or they went to view an art exhibit. That's about 120 million people.

For more key findings, go to Arts Data Profile #5 at http://tinyurl.com/pnv9b9q.

Report 3: The Arts and Cultural Production Satellite Account

The ACPSA, a partnership between the NEA and the Department of Commerce's Bureau of Economic Analysis, is the first federal effort to provide an in-depth analysis of the arts and cultural sector's contributions to current-dollar gross domestic product (GDP), a measure of the final dollar value of all goods and services produced in the United States. The revised estimates reveal the arts are a bigger driver of GDP and jobs than previously estimated. Among the new estimates are:

• In 2012, arts and cultural production contributed more than $698 billion to the U.S. economy, or 4.32% to the U.S. Gross Domestic Product, more than construction ($586.7B) or transportation and warehousing ($464.1B).

• 4.7 million workers were employed in the production of arts and cultural goods, receiving $334.9 billion in compensation.

• Arts and cultural spending has a ripple effect on the overall economy, boosting both commodities and jobs. For example, for every 100 jobs created from new demand for the arts, 62 additional jobs are also created.

The Bureau of Economic Analysis highlights the Arts and Cultural Production Satellite Account in the January edition of the Survey of Current Business at www.bea.gov/scb/, widely read by economists and financial analysts to understand the state of the U.S. economy.

For more key findings, go to Arts Data Profile #6 at http://tinyurl.com/ky6pt6f.

The underlying data for the SPPA and GSS research reports are available to researchers, policymakers, and arts practitioners via a brand-new online resource. Through the National Archive of Data on Arts and Culture (NADAC), the NEA provides free access to the data files and related resources, as well as a user-friendly platform for querying the data.

To join the discussion on how art works, visit the NEA at arts.gov.

Webinars available for NEA grant applicants

Guidelines and application materials for the 2015 Art Works and Challenge America programs, supporting projects anticipated to take place beginning in 2016, are posted on the website, arts.gov.

Any nonprofit 501(c)3 organization, unit of state or local government, or federally recognized tribal community with at least a three-year programming history is eligible.

In order to offer potential applicants the highest level of technical assistance, the NEA has scheduled webinars covering the basics of the Art Works and Challenge America funding categories, including how to apply to the NEA, how to select work samples, and how to prepare a strong application.

The Art Works webinar was scheduled for Jan. 21, and is archived in the webinar section of the NEA website; the next deadline for Art Works applications is July 23.

The Challenge America session is 3 p.m. ET on March 11. To sign up, go to arts.gov and look for the webinar section; the session will also be archived shortly afer the event. The deadline for Challenge America applications is April 16.

Montana Nonprofit Association lists member benefits

The Montana Nonprofit Association (MNA) seeks to leverage group-buying power to secure favorable prices for quality products and services for its member organizations. Products and services include:

Insurance

Health Insurance: Employers with 50 or more employees are eligible to participate in MNA's Group Benefits Trust (GBT), which keeps rates stable through large group purchasing power.

Unemployment Insurance Alternative: Instead of paying the state unemployment tax, 501(c)(3) organizations can opt out and elect to reimburse the state for validated claims paid to former employees. This often translates to savings of 40% to 60%.

Directors and Officers Liability Insurance: MNA offers both comprehensive insurance, which provides broad coverage and the ability to lock in rates for two years, and small organization coverage designed for organizations that have not had D&O coverage before.

Business Insurance: PayneWest, MNA's provider of Commercial and General Liability Insurance for members, works with MNA to strengthen existing insurance programs and continue to research new business insurance programs to increase competition and provide specialized opportunities.

Portfolio of Personal Insurance Products: MNA, with the help of Leavitt Group West, offers Aflac, which provides each employee with a "Portfolio of Personal Insurance Products" to choose from.

Fundraising

Credit Card Processing: Frontline Processing, a PCI Level 1 Processor with data security as its top priority, offers an easy way to accept donations. MNA members save up to 60% on processing fees and a free terminal for making the switch. Local customer support is available.

Grants Database: MNA members can purchase an annual subscription to GrantStation for $75 – more than 85% off the regular price of $599. As an added benefit, all MNA members receive the *GrantStation Insider* weekly eNews.

Employment

Nonprofit Career Center: The Nonprofit Career Center is an online nonprofit job board where applicants can post resumes and seek jobs and employers can look for qualified applicants. MNA members pay $45 for a 45-day vacancy announcement - less than one-third of the regular rate.

Administration

Office Supplies: The Staples Advantage program is designed to offer MNA members competitive proces, easy ordering, free delivery (two days), and excellent customer service.

Printing and Publishing: PrintingforLess.com provides printing services, including online design and layout, that make it easy to develop flyers, brochures, and other printed material. MNA members save 15% off their purchase from a local company, nationally known.

Voice and Web Conferencing: MNA members pay less than 4 cents per person per minute for toll free, no-reservation access. You can add a web presentation component for 8 cents more (per person per minute) .

Membership

MNA has two types of membership: Nonprofit and Affiliate. Nonprofit membership is limited to 501(c)(3) organizations. Affiliate membership is for all other exempt organizations, governmental entities, businesses, consultants, and individuals. For details, call 406-449-3717 or visit www.mtnonprofit.org.