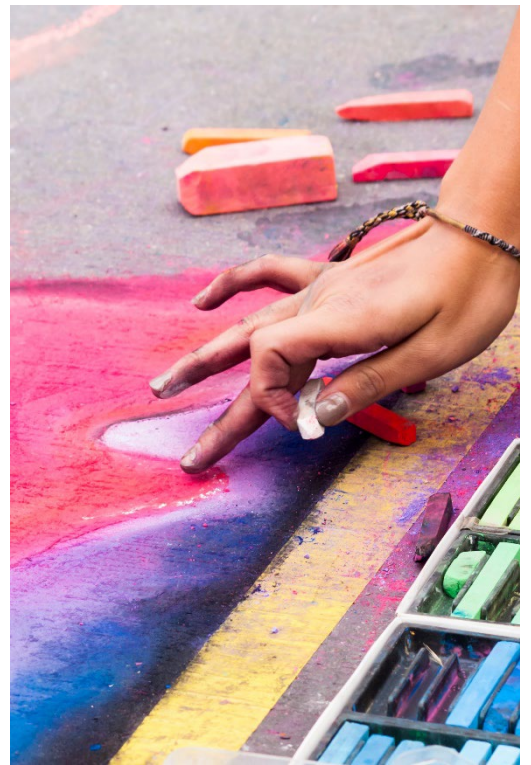


Arts and Creative Experiences in Minnesota

*Key Findings from a Representative
Statewide Survey, in Partnership with
the Minnesota State Arts Board*

Author: Ryan Ander-Evans



JANUARY 2023

451 Lexington Parkway North | Saint Paul, Minnesota 55104
651-280-2700 | www.wilderresearch.org

**Wilder
Research**[®]
Information. Insight. Impact.

Summary of key findings

In 2022, the Minnesota State Art Board partnered with Wilder Research to conduct a representative survey of Minnesota residents about arts and creative experiences. We mailed the survey to 17,250 Minnesota households and received 1,309 completed surveys, for a response rate of 8%. The data were weighted by population demographics, making them statistically representative of Minnesota's adult population (see Appendix B for more details about the survey instrument and methods). The survey asked respondents about the value they see in arts and creative experiences, the ways in which they participate in and support arts and creative experiences, and the barriers they face to participating in arts and creative experiences.

Minnesotans value arts and creative experiences.

- Nearly all respondents (96%) agreed that arts and creative experiences help make Minnesota an attractive place to live and work.
- Almost all respondents (96%) agreed that people who create art are contributing something important to the communities where they live.
- Nearly all respondents (97%) said that arts and creative experiences are very important or somewhat important to Minnesota residents' quality of life.

Many Minnesotans participate in arts and creative experiences.

- Nearly 2 in 3 respondents (65%) said that they practice an art or engage in creative experiences in their everyday life, such as painting, sculpting, collaging, writing, sewing, felting, embroidering, filmmaking, performing, dancing, singing, or making music.
- Of those who practice an art or engage in creative experiences in their everyday life, about half (49%) do so at least once per week.
- About 3 in 5 respondents said that in the past year they participated in arts and creative experiences at traditional or formal art spaces like theaters and galleries (63%), and at community or public spaces like parks and libraries (57%).

Minnesotans face a number of barriers to participating in arts and creative experiences.

- The most common barriers were cost (34% said cost was a major barrier for them), needing to go someplace far away or difficult to get to (28%), and a lack of time to attend or do arts and creative experiences (21%).
- These barriers differ for residents of different racial and ethnic identities (see page 7); for example, higher percentages of Black respondents (50%) and Latino respondents (33%) said that a major barrier for them is needing to go someplace where they might feel uncomfortable as compared to respondents who identify with other races and ethnicities.

Contents

Key findings.....	1
Minnesotans value arts and creative experiences	1
Many Minnesotans participate in arts and creative experiences.....	3
Minnesotans support arts and creative experiences	5
Minnesotans face a number of barriers to participating in arts and creative experiences	6
Summary	9
Appendix.....	10
A. Respondent characteristics.....	10
B. Survey methods and instrument	12

Figures

1. People who create art are contributing something important to the communities where they live.	1
2. Arts and creative experiences help to make Minnesota an attractive place to live and work.....	1
3. How important are arts and creative experiences in contribute to Minnesota residents' quality of life?	1
4. To what degree do you think the use of these public funds benefits Minnesota residents?.....	2
5. When you are out in public places (like parks, buildings, plazas, sidewalks, or trails), how often do you notice sculptures, murals, paintings, photographs, or decorative fixtures like fountains in those places?	2
6. When you notice these types of things in your own community, how does it make you feel about your community?	2
7. Do you participate in arts and creative experiences by doing artistic or creative activities in your everyday life?	3
8. Approximately how often do you engage in arts and creative experiences in your everyday life?	3
9. In the past year, have you participated in arts and creative experiences at a theater, auditorium, concert hall, museum, gallery, or similar location?.....	4
10. In the past year, have you participated in arts and creative experiences in a community setting, such as a school, community organization, park, library, or nursing home?	4
11. In the past year, have you used an artistic or creative activity to help you improve your mood or your physical or mental health?	5
12. In the past year, have you had an arts or creative experience that helped you learn about or better appreciate someone who is different from you?.....	5
13. In the past year, have you donated money to an arts organization or in support of an arts or creative experience?	5
14. In the past year, have you been a board member or committee member or have you volunteered in any way for an arts organization or arts and creative experiences?....	5
15. Below is a list of potential barriers to participating in arts or creative experiences. Please indicate if each item is a major barrier, minor barrier, or not a barrier to you participating in arts or creative experiences.....	6
16. Please indicate the barrier that is the biggest barrier to participating in arts and creative experiences for you.	8

Key findings

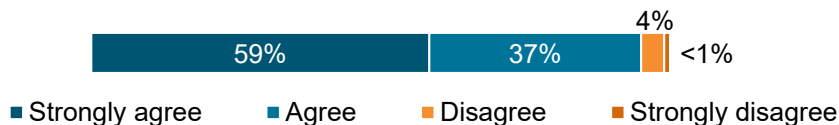
This report presents the key findings in a few sections: the value of arts and creative experiences, participating in and supporting arts and creative experiences, and barriers to participating in arts and creative experiences.

For each section, we describe the overall findings and, in the narrative, include findings about differences between respondents by geography (seven-county metro and greater Minnesota; Figure A1), disability status (Figure A7), and racial and ethnic identity (Figure A4). Any time there was a percentage point difference of 10 or more between these respondent groups (for example, between greater Minnesota residents and seven-county metro residents), we note this difference in the narrative. If nothing beyond an overall finding is provided, there were no differences of 10 percentage points or more between respondent groups.

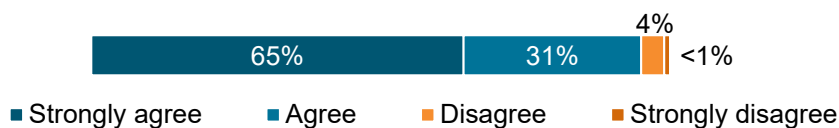
Minnesotans value arts and creative experiences

Nearly all respondents (96%) strongly agreed or agreed with the following statements: “People who create art are contributing something important to the communities where they live” and “Arts and creative experiences help make Minnesota an attractive place to live and work” (Figures 1 & 2). Similarly, nearly all respondents (97%) said that arts and creative experiences are very important or somewhat important to Minnesota residents’ quality of life (Figure 3).

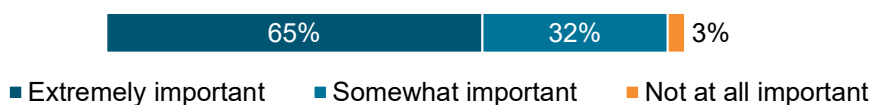
1. People who create art are contributing something important to the communities where they live. (n=1,293)



2. Arts and creative experiences help to make Minnesota an attractive place to live and work. (n=1,295)



3. How important are arts and creative experiences in contribute to Minnesota residents’ quality of life? (n=1,298)

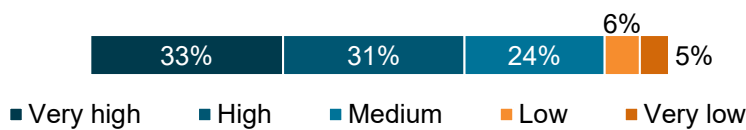


In the survey, we provided information to respondents about the Arts Board’s budget and how these public funds support arts and creative experiences in Minnesota:

Last year, the State of Minnesota’s overall budget was \$25 billion. The State invested 0.17% of that amount (\$42 million) in the Minnesota State Arts Board and Minnesota’s eleven regional arts councils. The board and councils invest those dollars in creative individuals, organizations, and programs across the state, supporting world-class museums and orchestras, as well as community theaters and choirs, arts festivals, exhibitions, programs for youth and elders, and arts activities that celebrate the many cultures of Minnesota residents.

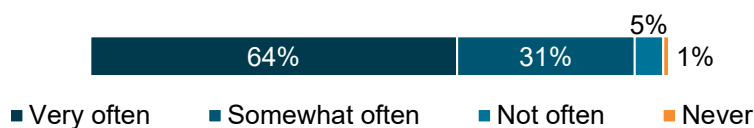
Then we asked respondents about the degree to which they think the use of these public funds benefits Minnesota residents (Figure 4). Nearly 2 in 3 respondents (64%) said that the use of these public funds produces a very high or high benefit for Minnesota residents, with 24% indicating a medium benefit and 11% indicating a low or very low benefit.

4. To what degree do you think the use of these public funds benefits Minnesota residents? (n=1,284)

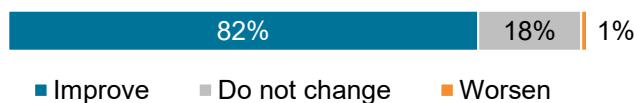


When asked about public art, nearly all respondents (95%) said that they notice public art very often or somewhat often (Figure 5). Of respondents who said they notice public art, more than 4 in 5 (82%) said that public art improves their opinion of their community, with about 1 in 5 (18%) saying that public art does not change their opinion of their community (Figure 6).

5. When you are out in public places (like parks, buildings, plazas, sidewalks, or trails), how often do you notice sculptures, murals, paintings, photographs, or decorative fixtures like fountains in those places? (n=1,298)



6. When you notice these types of things in your own community, how does it make you feel about your community? (n=1,217)



Many Minnesotans participate in arts and creative experiences

Nearly 2 in 3 respondents (65%) said that they practice an art or engage in creative experiences in their everyday life, such as painting, sculpting, drawing, collaging, writing, sewing, quilting, felting, embroidering, filmmaking, performing, dancing, singing, or making music (Figure 7). Higher percentages of Asian respondents (78%), Latino respondents (77%), and Native respondents (71%) practice an art or engage in creative experiences in their everyday life as compared to Black respondents (61%) and White respondents (62%).

7. Do you participate in arts and creative experiences by doing artistic or creative activities in your everyday life? (n=1,298)



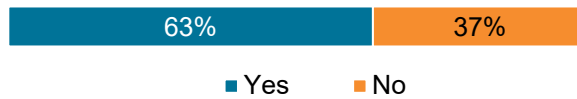
Of those who said they practice an art or engage in creative experiences in their everyday life, nearly half (49%) engage in these creative activities at least once per week (Figure 8). A higher percentage of respondents living in the seven-county metro (57%) said that they practice an art or engage in creative experiences at least once per week as compared to respondents from greater Minnesota (38%). Further, a higher percentage of Native respondents (62%) said that they participate in an art or engage in creative experiences at least once per week as compared to Latino respondents (44%), White respondents (47%), Asian respondents (49%), and Black respondents (50%).

8. Approximately how often do you engage in arts and creative experiences in your everyday life? (n=840)

	%
At least once per week	49%
Once every few weeks or once per month	28%
Several times per year	14%
Once per year or less	9%

About 3 in 5 respondents (63%) said that in the past year they participated in arts or creative experiences at traditional or formal art spaces like theaters and museums, and 57% said that they participated in arts and creative experiences at community or public spaces like parks, libraries, and community organizations (Figures 9 & 10).

9. In the past year, have you participated in arts and creative experiences at a theater, auditorium, concert hall, museum, gallery, or similar location? (n=1,302)



10. In the past year, have you participated in arts and creative experiences in a community setting, such as a school, community organization, park, library, or nursing home? (n=1,302)



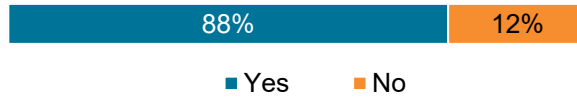
A higher percentage of White respondents (67%) said that in the past year they participated in arts and creative experiences in traditional or formal art spaces as compared to Black respondents (47%), Asian respondents (49%), Native respondents (51%), and Latino respondents (55%). A higher percentage of Latino respondents (68%) said that they participated in these kinds of experiences in community or public spaces as compared to Asian respondents (42%), Black respondents (51%), and Native respondents (56%), and White respondents (59%). Lastly, as compared to seven-county metro respondents, a higher percentage of respondents living in greater Minnesota said that they participated in these experiences in community or public spaces (65% compared to 51%).

Minnesotans with disabilities and chronic health conditions report less participation in arts and creative experiences

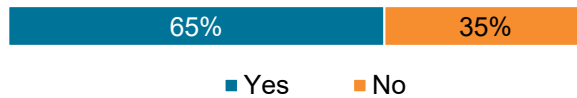
Compared to non-disabled respondents, lower percentages of respondents with a disability or chronic health condition said that they participated in arts and creative experiences at traditional or formal venues (52% compared to 68%) and at community or public spaces (50% compared to 60%). This finding suggests that Minnesota residents with disabilities and chronic health conditions have less access and face more barriers to participating in arts and creative experiences, regardless of where they take place.

About 9 in 10 respondents (88%) said that in the past year they used an artistic or creative activity to help improve their mood or their physical or mental health, and 65% said that in the past year they learned about or better appreciated someone who is different from them through arts and creative experiences (Figures 11 & 12). In particular, higher percentages of Black respondents (89%), Asian respondents (89%), and Latino respondents (80%) said that they learned about or better appreciated someone who is different from them through arts and creative experiences as compared to White respondents (64%) and Native respondents (67%).

11. In the past year, have you used an artistic or creative activity to help you improve your mood or your physical or mental health? (n=1,296)



12. In the past year, have you had an arts or creative experience that helped you learn about or better appreciate someone who is different from you? (n=1,292)



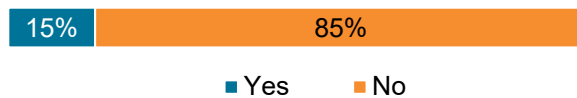
Minnesotans support arts and creative experiences

About 1 in 3 respondents (32%) said that in the past year they donated money to an arts organization or in support of an arts or creative experience, and 15% said that in the past year they volunteered with an arts organization or in support of arts and creative experiences (Figures 13 & 14).

13. In the past year, have you donated money to an arts organization or in support of an arts or creative experience? (n=1,301)



14. In the past year, have you been a board member or committee member or have you volunteered in any way for an arts organization or arts and creative experiences? (n=1,301)



Black Minnesotans are big supporters of arts and creative experiences

A higher percentage of Black respondents (42%) donated money in the past year to support arts and creative experiences as compared to Latino respondents (18%), Asian respondents (24%), Native respondents (31%), and White respondents (34%). Further, a higher percentage of Black respondents (38%) also served as a board or committee member with an arts organization or otherwise volunteered in support of arts and creative experiences as compared to Asian respondents (3%), White respondents (14%), Native respondents (17%), and Latino respondents (24%).

Minnesotans face a number of barriers to participating in arts and creative experiences

The survey presented common barriers to arts and creative experiences, and asked respondents to indicate whether each is a major barrier, minor barrier, or not a barrier for them. About 1 in 3 respondents (34%) said that cost is a major barrier for them, followed by needing to go someplace far away or difficult to get to (28%), and not having time to participate in arts and creative experiences (21%; Figure 15).

Compared to non-disabled respondents, higher percentages of respondents with a disability or chronic health condition said that major barriers for them are cost (43% compared to 31%), not having sufficient technology (25% compared to 6%), a lack of arts and creative experiences that they're interested in (such as specific artistic disciplines; 22% compared to 10%), and a lack of accommodation for their disability (15% compared to 3%).

15. Please indicate if each item is a major barrier, minor barrier, or not a barrier to you participating in arts or creative experiences.

	Major barrier	Minor barrier	Not a barrier
It costs too much, including ticket prices, paying for materials, and other expenses. (n=1,237)	34%	41%	24%
You would need to go someplace that is far away or difficult to get to. (n=1,205)	28%	37%	35%
You don't have time to attend or do it. (n=1,242)	21%	38%	41%
You would need to go someplace you might feel uncomfortable or unwelcome. (n=1,161)	19%	31%	51%
You don't know how to find out about activities or events when they happen. (n=1,258)	15%	37%	48%
The time that arts and creative experiences are offered are inconvenient to you (such as too early in the day or too late at night). (n=1,160)	13%	41%	46%
The types of arts and creative experiences that you would like to participate in (such as specific artistic disciplines) are not available to you. (n=1,104)	12%	27%	61%
You can't find anyone to attend or do it with you. (n=1,244)	11%	34%	55%
You do not have sufficient technology to participate in online events, such as reliable high-speed internet. (n=1,217)	11%	11%	78%
Arts and creative experiences that reflect your culture are not available to you. (n=1,136)	8%	15%	77%
Arts and creative experiences you want to participate in do not provide the accommodations for persons with disabilities that would allow you to participate. (n=1,150)	6%	10%	84%

Barriers to participating in arts and creative experiences vary for Minnesotans of different racial and ethnic identities

Cost: A higher percentage of Asian respondents (54%), Black respondents (49%), Native respondents (43%), and Latino respondents (42%) said that cost is a major barrier compared to White respondents (31%).

Travel and distance: A higher percentage of Native respondents (34%), Black respondents (30%), Asian respondents (27%), and White respondents (27%) said that needing to go someplace far away or difficult to get to is a major barrier as compared to Latino respondents (12%).

Time: A higher percentage of Asian respondents (30%) said that not having the time to engage in arts and creative experiences is a major barrier as compared to Latino respondents (1%), Black respondents (15%), Native respondents (15%), and White respondents (22%).

Feeling comfortable: Higher percentages of Black respondents (50%) and Latino respondents (33%) said that needing to go someplace where they might feel uncomfortable is a major barrier for them as compared to White respondents (15%), Asian respondents (22%), and Native respondents (24%).

Awareness: A higher percentage of Asian respondents (38%) said that not knowing how to find out about activities and events is a major barrier compared to White respondents (13%), Native respondents (17%), Latino respondents (18%), and Black respondents (22%).

Event and activity schedule: Higher percentages of Asian respondents (40%), Black respondents (34%), and Native respondents (23%) said that the times that arts and creative experiences are offered is a major barrier for them compared to Latino respondents (1%) and White respondents (10%).

Artistic discipline: Higher percentages of Asian respondents (39%), Latino respondents (20%), and Black respondents (17%) said that a lack of the types of arts and creative experiences they're interested in (such as specific artistic disciplines) is a major barrier as compared to Native respondents (5%) and White respondents (9%).

Participating with others: Higher percentages of Black respondents (23%), Native respondents (18%), and Latino respondents (18%) said that not being able to find someone to attend or do arts and creative experiences with them is a major barrier compared to White respondents (10%) and Asian respondents (11%).

Technology and digital access: Higher percentages of Native respondents (34%), Asian respondents (23%), Latino respondents (23%), and Black respondents (21%) said that insufficient technology, such as internet access, is a major barrier for them compared to White respondents (8%).

Cultural considerations: Higher percentages of Asian respondents (34%), Black respondents (18%), and Latino respondents (18%) said that a lack of arts and creative experiences that reflect their culture is a major barrier for them compared to White respondents (5%) and Native respondents (12%).

Universal access: Higher percentages of Native respondents (22%) and Black respondents (17%) said that arts and creative experiences not being accessible for people with disabilities is a major barrier for them compared to White respondents (5%), Latino respondents (7%), and Asian respondents (10%).

Biggest barriers to participating in arts and creative experiences

We asked respondents to indicate their biggest barrier to participating in arts and creative experiences (Figure 16). The top three biggest barriers were: cost (31%), lack of time (18%), and needing to go someplace far away or difficult to get to (16%).

16. Please indicate the barrier that is the biggest barrier to participating in arts and creative experiences for you.

	Biggest barrier
It costs too much, including ticket prices, paying for materials, and other expenses. (n=1,237)	31%
You don't have time to attend or do it. (n=1,242)	18%
You would need to go someplace that is far away or difficult to get to. (n=1,205)	16%
You would need to go someplace you might feel uncomfortable or unwelcome. (n=1,161)	6%
You don't know how to find out about activities or events when they happen. (n=1,258)	8%
The time that arts and creative experiences are offered are inconvenient to you (such as too early in the day or too late at night). (n=1,160)	5%
You can't find anyone to attend or do it with you. (n=1,244)	5%
You do not have sufficient technology to participate in online events, such as reliable high-speed internet. (n=1,217)	5%
Arts and creative experiences that reflect your culture are not available to you. (n=1,136)	4%
Arts and creative experiences you want to participate in do not provide the accommodations for persons with disabilities that would allow you to participate. (n=1,150)	3%
The types of arts and creative experiences that you would like to participate in (such as specific artistic disciplines) are not available to you. (n=1,104)	2%

The survey asked respondents for suggestions to address their biggest barrier. For those who said cost was their biggest barrier, the top suggestions included lowering prices (66 respondents), offering discounts (38 respondents), offering pay-what-you-can opportunities (26 respondents), and offering free opportunities (23 respondents). For those who said that a lack of time was their biggest barrier, the top suggestions included working less or retiring (41 respondents), prioritizing arts and creative experiences (19 respondents), and adjusting their schedule to free up time (17 respondents). For those who said needing to go someplace far away or difficult to get to was their biggest barrier, the top suggestions included hosting more and better events closer to them (43 respondents) and better public transit or alternative ways to get to the event (20 respondents).

Summary

This survey set out to learn how Minnesotans feel about and participate in arts and creative experiences. The data strongly indicate that Minnesotans value arts and creative experiences, with nearly all respondents saying that arts and creative experiences are important to Minnesota residents' quality of life. The data also indicate that Minnesotans participate in arts and creative experiences frequently, with nearly 2 in 3 respondents saying that they practice an art or engage in creative experiences in their everyday life.

While Minnesota residents clearly value arts and creative experiences, the data also show that many face barriers to participating in them. For instance, higher percentages of Asian, Black, Latino, and Native respondents said that cost and insufficient technology were major barriers for them as compared to White respondents. These access issues are seen not only in different racial and ethnic groups; the survey data also indicate barriers for Minnesotans living with disabilities and chronic health conditions, and to a lesser extent for residents in greater Minnesota.

Moving forward, the Arts Board can use the findings from this survey to help ensure that its grant programs strengthen what Minnesota residents appreciate about arts and creative experiences as well as improve the areas where residents face barriers to participation. Further, because these data are representative of the Minnesota adult population, these findings can serve as a benchmark for assessing the degree to which the Arts Board and others are making progress toward these goals.

Appendix

A. Respondent characteristics

A1. Do you live in the seven-county metro area, including Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties? (n=1,287)

	Weighted %	Actual %
Yes	57%	53%
No	43%	48%

A2. How many people live in your city, town, township, or community? (n=1,268)

	Weighted %	Actual %
Fewer than 2,500 people	14%	13%
2,500-9,999 people	16%	14%
10,000-49,999 people	34%	31%
50,000 people or more	37%	43%

A3. How old are you? (n=1,284)

	Weighted %	Actual %
18-24	9%	3%
25-34	16%	10%
35-44	18%	15%
45-54	15%	15%
55-64	18%	20%
65-74	15%	23%
75-84	7%	10%
85 or older	3%	4%

A4. With which races and ethnicities do you identify? (n=1,303)

	Weighted %	Actual %
African American; African; Black; or of African descent or the African diaspora	8%	5%
American Indian; Native American; Alaska Native; Native Hawaiian; or Indigenous to North America	3%	8%
Asian American; Asian; Asian/Pacific Islander (API); or of API descent or the API diaspora	6%	3%
Latino; Latina; Latinx; Hispanic; or Indigenous to Central or South America	5%	3%
Middle Eastern/North African (MENA); or of MENA descent or the MENA diaspora	1%	1%
European American; Caucasian; White; or of European descent	80%	82%
Another racial/ethnic identity	1%	1%

Note: Percentages in “Weighted %” column add to more than 100% because respondents could choose more than one race and ethnicity.

A5. How do you identify your gender? (n=1,261)

	Weighted %	Actual %
Man	43%	30%
Woman	55%	69%
Nonbinary	1%	1%
Another gender identity	1%	<1%

A6. How do you identify your sexual orientation? (n=1,168)

	Weighted %	Actual %
Heterosexual or straight	93%	93%
Gay or lesbian	2%	2%
Bisexual	4%	4%
Another sexual orientation	2%	1%

A7. Do you identify as having a disability or chronic health condition? (n=1,223)

	Weighted %	Actual %
Yes	22%	28%
No	77%	70%
Not sure	1%	2%

B. Survey methods and instrument

Survey methods

The Arts Board and Wilder partnered to design the survey instrument, which can be seen in the next section of the Appendix. A paper and web version of the survey were provided to participants. The web version was programmed into Voxco's Acuity, a web-based survey platform. Participants were mailed a paper version of the survey and were also provided the option to take the survey in English, Spanish, Hmong, or Somali on the web.

We used a modified Dillman method of survey mailing. An initial survey packet including a cover letter, the survey instrument, and a postage-paid return envelope was mailed on September 23, 2022 to 17,250 sampled households. The sample for this survey was address-based using the latest version of the Delivery Sequence File of the USPS (United States Postal Service), after it was enhanced for survey sampling applications by Marketing Systems Group. The main sample of addresses was differentially allocated across eight strata defined by race-ethnicity concentration of the Census Block Groups (CBG) in the state.

Respondents could choose to be entered into a drawing for one of twenty \$25 gift cards as an incentive to complete the survey. Approximately one week after the first survey packets were mailed, a postcard was sent to all sampled households, reminding those who had not yet returned a survey to do so, and thanking those who had already responded. Two weeks after the reminder postcards were mailed, another full survey packet was sent to all households that still had not returned the survey. The remaining completed surveys were received over the next 2-3 weeks; the final date to receive survey was October 19, 2022.

Wilder staff keyed, proofed and coded all completed paper surveys. Data from the paper surveys were then combined with data collected via the web survey to create the full dataset. Wilder's research analyst used SPSS to create an analyzable data file and performed quality tests, including, but not limited to, ensuring proper skip patterns were followed throughout the survey, ensuring only one completed survey was included per household, and assessing the logical consistency of responses within surveys.

The survey data were weighted to produce reliable estimates of population parameters. Weighting also compensates for practical limitations of a sample survey, such as differences in the likelihood of various populations responding to the survey and not reaching certain populations for a variety of reasons (e.g., due to housing status). By taking advantage of demographic information about the target population, weighting can reduce the variability of survey estimates.

The data were weighted against the American Community Survey (ACS) 2021. A two-stage process was used to compute the final analysis weights for the combined sample. In the first stage, the main sample was weighted to the geodemographic characteristics of Minnesota adults. The resulting weights were then used to produce unbiased estimates for the three survey measures immediately below, for which no external benchmarks were available.

- In the past year, have you participated in arts and creative experiences at a theater, auditorium, concert hall, museum, gallery, or similar location?
- In the past year, have you donated money to an arts organization or in support of an arts or creative experience?
- In the past year, have you been a board member or committee member, or have you volunteered in any way for an arts organization or arts and creative experiences?

These benchmarks were used for calibration adjustments above and beyond geodemographic corrections when combining the supplemental sample (that is, the oversample of areas with high concentrations of residents who identify with racial and ethnic minority groups) and the main sample (that is, a random sample of Minnesota addresses). In the second stage of the weighting process, the main and supplemental samples were combined to produce the final analysis database with a set of weights that could be used to produce estimates for all adults in the state as well as their various geodemographic subgroups of interest.

It should be noted that data for some demographic questions include missing values. All such missing values were first imputed using a hot-deck procedure before the construction of the survey weights. The weights were then put through a series of quality control checks to detect extreme outliers and to prevent any computational or procedural errors.

Lastly, there are some limitations to the survey data. A smaller proportion of survey respondents are young (age 18-34), identify as men, live in greater Minnesota, and have a disability or chronic health condition as compared with the actual population. Weighting improves this, but does not completely remedy the issue. Wilder is confident in these results, but the Arts Board should exercise some caution when interpreting findings in instances in which survey respondent characteristics do not align with the actual population (see Figures A1-A7 for survey respondent characteristics).



September 12, 2022

Dear Minnesota Resident,

Would you please consider participating in the Minnesota State Arts Board's statewide survey? Through it, we aim to learn about how Minnesotans participate in the arts and the value that you see in arts and creative experiences.

About the survey

This survey, commissioned by the Arts Board and conducted by Wilder Research, seeks to learn about the perceptions and experiences of all Minnesota residents. This survey will help the Arts Board better understand the degree to which Minnesotans believe they can participate in and benefit from the arts in the ways they would like.

The Arts Board knows that the most effective approaches are informed by the input of Minnesota residents. **Your input matters, and we hope you take a moment to complete this survey.**

How to complete the survey (10 minutes)

The survey will take about 10 minutes of your time and can be completed in one of two ways:

- 1 Go online and fill out the survey:
Website: www.wilderresearch.org/go/MSAB2022
Enter your unique access code: **<PIN>**
- 2 Fill out the enclosed paper survey and return it in the enclosed postage paid envelope.

Everyone who completes the survey will be entered into a drawing for a \$25 gift card to Target or Amazon. We will randomly select 20 respondents to receive a gift card. You may choose to receive an electronic gift card to Target or Amazon, or a physical gift card to Target.

Your household was randomly selected. Your participation is voluntary and your responses are confidential. **We assure you that your information will not be shared or used for any other purpose.**

For more information about this project, please email or call Jeffrey Niblack (Arts Board) at 651-539-2664 or jeffrey.niblack@arts.state.mn.us, or Ryan Evans (Wilder Research) at 507-213-3688 or ryan.evans@wilder.org. If you experience technical issues with the survey, please contact Dan Swanson at dan.swanson@wilder.org or 651-280-2712.

Thank you for sharing your insights!

Sincerely,

Sue Gens
Executive Director
Minnesota State Arts Board

Koj ua qhov kev sojntsuam no hauv lub computer tau – mus rau qhov website ces ntaus qhov password ua nrog tsab ntawv no. Hu rau koom haum Wilder Research yog koj xav tau kev pab – peb muaj neeg hais lus Hmoob, 651-280-2971.

Daraasadaan waad uga jawaabi kartaa afsoomaali – adigoo aadaya shabaqada cumputerka, kadibna isticmaal nubarka passwordka. Soo wac o la xiriir Wilder Research hadaad u baahanthay caawinaad dheeraad ah-waanu ku hadalnaa somaliga, 651-280-2972.

Usted puede completar la encuesta en español – vaya al sitio Web e ingrese su clave. Llame a Wilder Research si necesita ayuda – hablamos español, 651-280-2973.

2022 Minnesota State Arts Board statewide Survey

Throughout this survey, we ask about **arts and creative experiences**.

When we say “arts and creative experiences,” we mean a range of artistic and creative activities, such as visiting an art exhibition; seeing a performance; painting, making music, or quilting in a studio space or at home; or dancing, singing, or playing in a community band. We also mean participating in cultural experiences, like going to a festival or powwow, or otherwise connecting with your own culture or learning about other people’s cultures through creative expression. Lastly, we also mean taking classes that teach arts skills or in which you learn about different cultures through artistic or cultural practices.

Please note: the adult (18 years or older) who lives in this household who most recently had a birthday should complete this survey.

1. In the past year, have you participated in arts and creative experiences at a theater, auditorium, concert hall, museum, gallery, or similar location?
 Yes
 No

2. In the past year, have you participated in arts and creative experiences in a community setting, such as a school, community organization, park, library, or nursing home?
 Yes
 No

People participate in arts and creative experiences in many ways as part of their everyday lives, such as painting, sculpting, drawing, collaging, writing, sewing, quilting, felting, embroidering, filmmaking, performing, dancing, singing, or making music.

3. Do you participate in arts and creative experiences by doing artistic or creative activities in your everyday life?
 Yes ➔
 No

- 3a. Approximately how often do you engage in arts and creative experiences in your everyday life?
 At least once per week
 Once every few weeks or once per month
 Several times per year
 Once per year or less

4. In the past year, have you donated money to an arts organization or in support of an arts or creative experience?
 Yes
 No

5. In the past year, have you been a board member or committee member or have you volunteered in any way for an arts organization or arts and creative experiences? This might include organizing or staffing an event, raising money, doing office work, or some kind of volunteer activity.
- Yes
 - No

For questions 6-7, please indicate how much you agree or disagree with the statement.

6. People who create art are contributing something important to the communities where they live.
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
7. Arts and creative experiences help to make Minnesota an attractive place to live and work.
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
8. How important are arts and creative experiences in contributing to Minnesota residents' quality of life?
- Extremely important
 - Somewhat important
 - Not at all important
9. In the past year, have you used an artistic or creative activity to help you improve your mood or your physical or mental health? These activities might include listening to or making music, reading or writing, dancing, woodworking, weaving or sewing, painting, attending a concert or play, going to a museum, or some other arts or creative experience.
- Yes
 - No
10. When you are out in public places (like parks, buildings, plazas, sidewalks, or trails), how often do you notice sculptures, murals, paintings, photographs, or decorative fixtures like fountains in those places?

- Very often ➡
- Somewhat often ➡
- Not often ➡
- Never

- 10a. When you notice these types of things in your own community, how does it make you feel about your community?
- They improve my opinion of my community
 - They do not change my opinion of my community
 - They worsen my opinion of my community
 - My community does not have these types of things

11. In the past year, have you had an arts or creative experience that helped you learn about or better appreciate someone who is different from you?
- Yes
 - No

12. Below is a list of potential barriers to participating in arts or creative experiences. Please indicate if each item is a major barrier, minor barrier, or not a barrier to you participating in arts or creative experiences.

	Major barriers	Minor barriers	Not a barrier	Don't know	Prefer not to answer
a. You would need to go someplace that is far away or difficult to get to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. It costs too much, including ticket prices, paying for materials, and other expenses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. You can't find anyone to attend or do it with you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. You would need to go someplace you might feel uncomfortable or unwelcome.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Arts and creative experiences that reflect your culture are not available to you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. The types of arts and creative experiences that you would like to participate in (such as specific artistic disciplines) are not available to you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. You don't know how to find out about activities or events when they happen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. You don't have time to attend or do it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. The time that arts and creative experiences are offered are inconvenient to you (such as too early in the day or too late at night).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Arts and creative experiences you want to participate in do not provide the accommodations for persons with disabilities that would allow you to participate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. You do not have sufficient technology to participate in online events, such as reliable high-speed internet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13a. Please write the letter of the barrier from the previous question (letters A-K) that is the **biggest barrier** to participating in arts and creative experiences for you.

Letter of biggest barrier

13b. What do you think would be the best way to address this barrier so that you can participate in arts and creative experiences more easily?

Last year, the State of Minnesota’s overall budget was \$25 billion. The State invested 0.17% of that amount (\$42 million) in the Minnesota State Arts Board and Minnesota’s eleven regional arts councils. The board and councils invest those dollars in creative individuals, organizations, and programs across the state, supporting world-class museums and orchestras, as well as community theaters and choirs, arts festivals, exhibitions, programs for youth and elders, and arts activities that celebrate the many cultures of Minnesota residents.

14. To what degree do you think the use of these public funds benefits Minnesota residents?

- Very high benefit for Minnesota residents
- High benefit for Minnesota residents
- Medium benefit for Minnesota residents
- Low benefit for Minnesota residents
- Very low benefit for Minnesota residents

15. Do you live in the seven-county metro area, including Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties?

Yes

No ➔ 15a. What is county do you live in? Please specify:

Prefer not to answer

16. What is your zip code?

17. How many people live in your city, town, township, or community?

- Fewer than 2,500 people
- 2,500-9,999 people
- 10,000-49,999 people
- 50,000 people or more

18. How old are you?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 or older
- Prefer not to answer

19a. With which races and ethnicities do you identify? **(SELECT ALL THAT APPLY).**

- African American; African; Black; or of African descent or the African diaspora
- American Indian; Native American; Alaska Native; Native Hawaiian; or Indigenous to North America
- Asian American; Asian; Asian/Pacific Islander (API); or of API descent or the API diaspora
- Latino; Latina; Latinx; Hispanic; or Indigenous to Central or South America
- Middle Eastern/North African (MENA); or of MENA descent or the MENA diaspora
- European American; Caucasian; White; or of European descent
- Another racial/ethnic identity. Please describe:
- Prefer not to answer

19b. If you checked multiple races or ethnicities in the previous question, is there one race or ethnicity with which you mainly identify, or that you identify with more than others?

Yes ➔

- No
- Don't know
- I did not check more than one race or ethnicity

19c. With which race or ethnicity do you mainly identify or identify with more than others?

- African American; African; Black; or of African descent or the African diaspora
- American Indian; Native American; Alaska Native; Native Hawaiian; or Indigenous to North America
- Asian American; Asian; Asian/Pacific Islander (API); or of API descent or the API diaspora
- Latino; Latina; Latinx; Hispanic; or Indigenous to Central or South America
- Middle Eastern/North African (MENA); or of MENA descent or the MENA diaspora
- European American; Caucasian; White; or of European descent
- Another racial/ethnic identity. Please describe:
- Prefer not to answer

20. How do you identify your gender?

- Man
- Woman
- Nonbinary
- Another gender identity. Please describe:
- Prefer not to answer

21. How do you identify your sexual orientation?

- Heterosexual or straight
- Gay or lesbian
- Bisexual
- Another sexual orientation. Please describe:
- Prefer not to answer

22. Do you identify as having a disability or chronic health condition?

- Yes
- No
- Not sure
- Prefer not to answer

23. Including you, how many adults age 18 and older live in your household?

24. How many children (age 0-17) in each of the age groups listed below live in your household? This includes biological or step-children, grandchildren, adopted children or any other child who lives in your household more than half of the time. For each age range, enter the number of children who live in your household. For example, if in your household you have three step-children who are ages 8, 10, and 15, enter “2” in the “age 5-12” spot and “1” in the “age 13-17” spot. Enter “0” if there are no children in your household in that age range.

age 0-2 (number of children in your household ages 0-2)

age 3-4 (number of children in your household ages 3-4)

age 5-12 (number of children in your household ages 5-12)

age 13-17 (number of children in your household ages 13-17)

25. What is the highest level of education you have completed?

- Less than high school
- High school graduate or GED
- Some college, vocational, technical or trade school
- Two-year degree (associate or vocational-technical)
- Four-year degree (bachelor’s degree)
- Postgraduate or professional degree
- Prefer not to answer

26. What was your total (gross, taxable) household income in 2021 from all earners and all sources?

- \$9,999 or less
- \$10,000 to under \$20,000
- \$20,000 to under \$30,000
- \$30,000 to under \$40,000
- \$40,000 to under \$50,000
- \$50,000 to under \$60,000
- \$60,000 to under \$70,000
- \$70,000 to under \$80,000
- \$80,000 to under \$90,000
- \$90,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 to under \$200,000
- \$200,000 or more
- Prefer not to answer

Thank you for completing this survey! Please see the gift card explainer for how you can be entered into the drawing for a \$25 gift card to Target or Amazon.

Acknowledgments

Wilder Research would like to thank Jeffrey Niblack and Sue Gens at the Minnesota State Arts Board.

The following Wilder Research staff contributed to this report:

Mark Anton
Walker Bosch
Abbie Clapp
Jen Collins
Marilyn Conrad
Phil Cooper
Amanda Eggers
Heather Loch
Nicole MartinRogers
Ryan McArdle
Maureen McGovern
Margaret Peterson
Maria Robinson
Dan Swanson
Karen Ulstad
Kerry Walsh

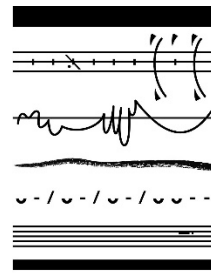
Wilder Research, a division of Amherst H. Wilder Foundation, is a nationally respected nonprofit research and evaluation group. For more than 100 years, Wilder Research has gathered and interpreted facts and trends to help families and communities thrive, get at the core of community concerns, and uncover issues that are overlooked or poorly understood.

451 Lexington Parkway North
Saint Paul, Minnesota 55104
651-280-2700 | www.wilderresearch.org

Wilder Research®

Information. Insight. Impact.

The Minnesota State Arts Board stimulates and encourages the creation, performance, and appreciation of the arts in Minnesota. The Arts Board is a Minnesota state agency, supported by taxpayer funding from the State of Minnesota's general fund and the arts and cultural heritage fund, and from the National Endowment for the Arts.



MINNESOTA
STATE ARTS BOARD

