

- **YOUTH ARTS PARTICIPATION:** Youth arts education refers to participation or attendance in any of the following activities: art or music class inside of school, art or music class outside of school and attendance at an art museum, gallery, live music, theater, or dance performance. *Survey of Public Participation in the Arts* supplement of the *Current Population Survey*, a program conducted by the U.S. Census Bureau for the Bureau of Labor Statistics.

- **CREATING AND PERFORMING ART:** In the Annual Arts Benchmarking Survey, “creating or performing art” refers to creation or performance of any of the following activities: working with pottery, ceramics or jewelry; leatherwork, metalwork or woodwork; weaving, crocheting, quilting, needlepoint, knitting or sewing; playing a musical instrument; performing or practicing as an actor; performing or practicing dance; performing or practicing singing; creating films or videos as an artistic activity; taking photographs as an artistic activity; creating visual art, such as painting, sculpture or graphic designs; creative writing such as: fiction, non-fiction or writing plays.

(4) **Americans Speak Out About the Arts in 2018:** A national sample of 3,023 adults were polled online by Ipsos in May 2018 on arts topics. The last public opinion poll by Americans for the Arts was conducted in 2015. Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 55 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/public-opinion-poll>

(5) **Rural Minnesotan Access to Recreational Arts Opportunity:** *Rural Pulse* is a research study that has been commissioned by the Blandin Foundation since 1998 to gain a real-time snapshot of the concerns, perceptions and priorities of rural Minnesota residents. This initiative was last conducted in 2013 and served to identify trends within significant, complex subject areas such as the economy, education, employment and quality of life. A healthy community is a place where all people can

- Meet their needs: economic, social, physical, cultural, and spiritual.
- Work together for the common good.
- Participate in creating their future.

<http://www.ruralpulse.org/about-rural-pulse/data-by-topic/recreational-and-artistic-opportunity/>

SECTION III: IMPACT OF ARTISTS AND CREATIVE WORKERS

Developed in collaboration with the Center for Urban and Regional Affairs (CURA) at the University of Minnesota, the City of Minneapolis Office of Cultural Affairs, and Americans for the Arts.

WHAT IS THE MAIN SOURCE OF ARTIST AND CREATIVE WORKER DATA FOR THIS STUDY?

(1) Economic Modeling Specialists International data. Descriptive names of Industries (NAICS codes) and Occupations (SOC codes) have been truncated. The information includes both for-profit and non-profit industries in 2016. Access to this data source provided by the City of Minneapolis Office of Cultural Affairs and analysis provided by the Center for Urban and Regional Affairs (CURA) at the University of Minnesota. Due to rounding some percent values may not equal 100%.

SOC Codes (40) 11-2011, 11-2031, 13-1011, 17-1011, 17-1012, 21-2021, 25-4012, 25-4021, 27-1011, 27-1012, 27-1013, 27-1014, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-3011, 27-3031, 27-3041, 27-3042, 27-3043, 27-3099, 27-4011, 27-4012, 27-4014, 27-4021, 27-4031, 27-4032, 27-4099, 39-5091, 49-9063

NAICS Codes (72) 238150, 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 443142, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511191, 511199, 511210, 512110, 512120, 512131, 512191, 512199, 512210, 512220, 512230, 512240, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541850, 541860, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 811420, 812921, 812922, 813410

Class of worker: Economic Modeling Specialists International: Extended Proprietors, Non-QCEW employees, QCEW Employees, Self-Employed.

HOW WAS THE DATA ANALYZED?

(A) Creative Minnesota conducted economic impact studies of the arts and culture sector in the state in 2015 in partnership with Americans for the Arts. For that project, in-depth economic modeling was conducted of the 11 regions of the state and provided to the Creative Minnesota by Americans for the Arts’ *Arts and Economic Prosperity* project. They produced formulas which gave us unique economic modeling required to determine the impact of spending in each of Minnesota’s 11 arts regions.

(B) The total number of Minnesota artists was found through Economic Modeling Specialists International data, as detailed above.

(C) An “*Artists and Creative Workers Survey*” was conducted by Creative Minnesota and Minnesota Citizens for the Arts and 194 organizational partners between March 1 and July 31, 2016 for the 2017 Creative Minnesota study which resulted in a determination of the per-artist and creative worker spending for each region. Only the 2153 completed surveys were included in the analysis, a very high response rate for this kind of survey. Americans for the Arts hosted the survey on its secure server, analyzed the results and provided the analysis and description of methodology that described above with “Defining Economic Impact.” The survey requested detailed information about the artist’s 2014 artistic expenditures, as well as information about artistic income, artistic discipline and artist quality of life indicators. The economic impact analysis in this report utilizes the survey data collected from full-time and part-time artists/creative workers only, because the then-universe of 104,148 Minnesota artists and creative workers excluded hobby artists and retired/student artists. An average artistic expenditure was calculated separately for full-time and part-time survey respondents in each of Minnesota’s 11 arts regions, and those averages were then multiplied by the universe of artists and creative workers who reside in each region. The regional totals were then summed to calculate the statewide findings.

WHAT OTHER SOURCES WERE USED IN THIS SECTION?

(2) **Minnesota Workforce Demographics 2016:** *Integrated Public Use Microdata Series* from the U.S. Census Bureau, *American Community Survey 2012–2016*, as provided by Minnesota Compass.

(3) **Average Spent Per Artist and Percent of Artists Full-Time Vs Part-Time:** *Creative Minnesota 2017 Report*, pages 9 and 12

(4) **2016 USA and Minnesota Average Worker Wages:** US Department of Labor, Bureau of Labor Statistics, *Quarterly Census of Employment and Wages, 2016* https://data.bls.gov/cew/apps/table_maker/v4/table_maker.htm#type=0&year=2016&qtr=A&own=0&ind=10&supp=1

(5) **2014 US and Minnesota Average Worker Wages:** US Department of Labor, Bureau of Labor Statistics, *Quarterly Census of Employment and Wages, 2014* https://data.bls.gov/cew/apps/table_maker/v4/table_maker.htm#type=0&year=2014&qtr=A&own=0&ind=10&supp=1

(6) **2014 Average Artist and Creative Worker Wage:** *Creative Minnesota 2017 Report*, page 6

SECTION IV: ARTS EDUCATION DATA PROJECT

Developed in collaboration with the Perpich Center for Arts Education, Minnesota Music Educators Association, Minnesota Department of Education, State Education Agency Directors of Arts Education and Quadrant Research.

Narrative: “*K–12 Arts Education: Emotional Intelligence, Creativity and the Value of Being Seen*” by Camille LeFevre

Narrative: “*Arts Education Data Project Overview*” by Sheila Smith, Mary Schaeffe, Pam Paulsen

Minnesota Arts Education Data:

The Minnesota Department of Education captures enrollment by grade level for arts courses delivered at Minnesota traditional public and charter schools from schools with grades 9 through 12. The source of data comes directly from information submitted by schools through the 2014–2015, 2015–2016 and the 2016–2017 annual data collection. While each school is required to submit their data there are many that did not report. These schools are included in this analysis. The data does not include any arts instruction provided by non-school entities. The data were provided to Quadrant Research for analysis. Each record contained the school, district, course name, teacher, grade level, and student enrollment. Additionally, unique enrollment by discipline and unique total