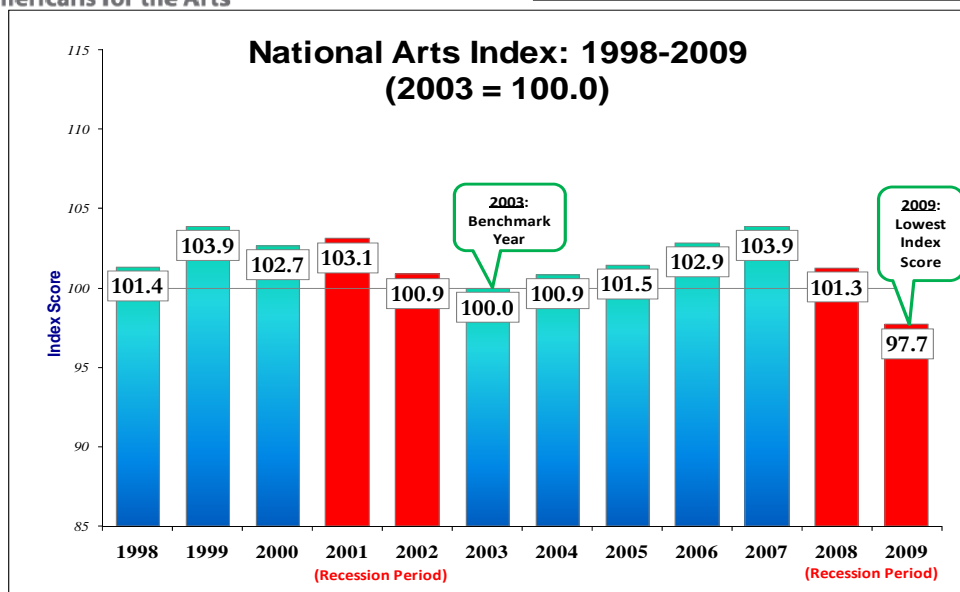


Arts Facts . . . National Arts Index

The 2009 Index score measuring the health and vitality of the arts in the U.S. dropped 3.6 percentage points to 97.7, the lowest in 12 years.



The National Arts Index is an annual measure of the health and vitality of arts in the U.S. In 2009, the Index fell 3.6 points to a score of 97.7, the lowest point achieved and the largest decrease in the 12 years measured. Losses during the 2007-2009 recession nearly doubled the gains made between 2003-2007 (6.2 percent vs. 3.9 percent, respectively). The Index is set to a base score of 100 in 2003; every point difference represents one percent change. It is composed of 81 national-level research indicators—the latest available data produced by the federal government and private research organizations—and covers 1998 to 2009.

- **The arts follow the nation's business cycle.** The Index is high when Consumer Confidence and GDP growth is high. The arts are composed of 109,000 nonprofit arts organizations and 550,000 more arts businesses, and billions of dollars in consumer spending. From 1996 to 2009, the number of artists increased 17 percent (1.9 to 2.2 million).
- **Demand for the arts lags supply.** There were 3,000 new nonprofit arts organizations created during the 2007-09 recession years. Yet, attendance at mainstream nonprofit arts organizations continues a long-term decline. The population share attending museums and performing arts events decreased 19 percent and 22 percent, respectively, between 2003-2009.
- **Americans seek more personal engagement in the arts.** Personal arts creation and arts volunteerism is growing. The number of Americans who personally participated in an artistic activity—making art, playing music—jumped by 5 percent between 2005 and 2009, while volunteering grew 11.6 percent.
- **More nonprofit arts organizations ended the year with a deficit.** In 2009, 41 percent of nonprofit arts organizations reported a deficit to the IRS, up from 36 percent in 2008. Further analysis shows these organizations are likely to be larger in budget size, though no specific arts discipline was particularly more likely to run a deficit in 2007 or 2008.
- **Demand for arts in education is up.** The percentage of college-bound seniors with 4 years of arts or music has grown steadily over the past decade—from 15 percent to 20 percent of all SAT test takers—despite the evidence of K-12 decreases in arts education overall. College arts degrees conferred annually have risen steadily from 75,000 to 127,000 in the past decade.
- **Technology is having an impact.** In just the past five years nearly half of the nation's CD and record stores have disappeared, while online downloads of music singles have grown to more than one-billion units annually. In 2009 digital formats comprised a 41 percent of total U.S. music sales, up from 34 percent in 2008, and 25 percent in 2007.
- **The portion of all philanthropic giving going to the arts dropped . . .** from 4.9 percent to 4.0 percent over the past decade. If the arts sector merely maintained its 4.9 percent share from 2001, it would have received \$14.9 billion in contributions instead of \$12.34 billion in 2009—a \$2.5 billion difference.

There is no uppermost Index score, though higher is better. A score of 125 would convey that arts are more highly integrated as a fundamental component of society than during the past decade—characterized by strong financial health, ample capacity, innovation, vigorous participation, and a vital competitive position in American society.

Source: National Arts Index 2010, *Americans for the Arts*, 2011.