Creative Ways to Present Data

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Examples from NASAA

Size of investment
Geographic distribution
Trends over time
Benchmarking
Examples from NASAA

Size of investment
Geographic distribution
Trends over time
Benchmarking
Stimulating Support for the Arts

- NEA Funds to SAAs: $33 million
- State Appropriations and Other SAA Revenue: $300 million
- SAA Grantees’ Contributed and Earned Match: $6 billion
Federal, State and Regional Arts Grantmaking
Fiscal Year 2003

20,295
Total SAA/RAO Grantees

1,615
Total NEA Grantees

1,199
Shared NEA and SAA Grantees
Examples from NASAA

- Size of investment
- Geographic distribution
- Trends over time
- Benchmarking
Pennsylvania Council on the Arts, Fiscal Year 2007
Grant Award Dollars By County

Philadelphia County $43,000

Forest County $3,400
Pennsylvania Council on the Arts, Fiscal Year 2007
Per Capita Grant Awards By County

Forest County

\[
\frac{\$3,400}{5,000 \text{ people}} = \$0.69
\]

Philadelphia County

\[
\frac{\$43,000}{1,500,000 \text{ people}} = \$0.03
\]
Examples from NASAA

Size of investment
Geographic distribution
Trends over time
Benchmarking
Total State Arts Agency Funding, 1998-2007

- **18.9% growth**
- **6.9% decline**
- **28.2% growth**
- **19.8% decline**
# General Grant Award Information, Fiscal Years 1991-2001

<table>
<thead>
<tr>
<th>FY</th>
<th>Total # of Grants</th>
<th>Minimum Grant Dollars</th>
<th>Median Grant Dollars</th>
<th>Maximum Grant Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>732</td>
<td>$100</td>
<td>$1,250</td>
<td>$135,360</td>
</tr>
<tr>
<td>1992</td>
<td>504</td>
<td>$130</td>
<td>$1,623</td>
<td>$128,592</td>
</tr>
<tr>
<td>1993</td>
<td>463</td>
<td>$50</td>
<td>$2,000</td>
<td>$128,592</td>
</tr>
<tr>
<td>1994</td>
<td>413</td>
<td>$12</td>
<td>$2,000</td>
<td>$117,020</td>
</tr>
<tr>
<td>1995</td>
<td>905</td>
<td>$150</td>
<td>$1,545</td>
<td>$140,000</td>
</tr>
<tr>
<td>1996</td>
<td>438</td>
<td>$65</td>
<td>$2,500</td>
<td>$107,670</td>
</tr>
<tr>
<td>1997</td>
<td>782</td>
<td>$5</td>
<td>$1,200</td>
<td>$176,404</td>
</tr>
<tr>
<td>1998</td>
<td>388</td>
<td>$27</td>
<td>$3,500</td>
<td>$101,000</td>
</tr>
<tr>
<td>1999</td>
<td>649</td>
<td>$10</td>
<td>$1,843</td>
<td>$101,000</td>
</tr>
<tr>
<td>2000</td>
<td>385</td>
<td>$35</td>
<td>$3,000</td>
<td>$101,000</td>
</tr>
<tr>
<td>2001</td>
<td>645</td>
<td>$17</td>
<td>$2,000</td>
<td>$101,000</td>
</tr>
</tbody>
</table>
Your State Arts Agency
General Grant Award Information, Fiscal Years 1991-2001

[Graph showing trends in grants over fiscal years 1991-2001, indicating fluctuations in total number of grants and grant dollar amounts.]
Examples from NASAA

Size of investment
Geographic distribution
Trends over time
Benchmarking
Distribution of Grant Awards
Fiscal Year 2005

Your SAA

- Arts Organizations: 58%
- Education: 27%
- Community Organizations: 3%
- Artists: 7%
- Other: 5%

Neighbor SAAs

- Arts Organizations: 54%
- Education: 18%
- Community Organizations: 9%
- Artists: 11%
- Other: 8%

All SAAs

- Arts Organizations: 54%
- Education: 17%
- Community Organizations: 9%
- Artists: 13%
- Other: 9%
- Community Organizations: 7%

NOTE: Other includes print media, government agencies, health facilities, correctional institutions, etc.
Distribution of Grant Dollars
Fiscal Year 2005

Your SAA

- Arts Organizations: 64%
- Education: 26%
- Artists: 3%
- Community Organizations: 2%
- Other: 5%

Neighbor SAAs

- Arts Organizations: 63%
- Education: 10%
- Artists: 2%
- Community Organizations: 5%
- Other: 20%

All SAAs

- Arts Organizations: 74%
- Education: 6%
- Artists: 4%
- Community Organizations: 5%
- Other: 11%

NOTE: Other includes print media, government agencies, health facilities, correctional institutions, etc.
### LEGISLATIVE APPROPRIATIONS, FY2004

<table>
<thead>
<tr>
<th>State Arts Agency</th>
<th>FY2004 Core Appropriation</th>
<th>Per Capita Spending</th>
<th>Per Capita National Rank</th>
<th>% Change 1995-2004</th>
<th>% Change 2001-2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>$ 3,292,496</td>
<td>$ 0.73</td>
<td>27</td>
<td>63%</td>
<td>-23%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>$ 1,481,399</td>
<td>$ 0.54</td>
<td>38</td>
<td>44%</td>
<td>13%</td>
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<tr>
<td>Indiana</td>
<td>$ 3,596,567</td>
<td>$ 0.58</td>
<td>41</td>
<td>31%</td>
<td>-6%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$ 5,164,352</td>
<td>$ 0.61</td>
<td>35</td>
<td>-4%</td>
<td>-34%</td>
</tr>
<tr>
<td>Ohio</td>
<td>$ 12,065,625</td>
<td>$ 1.06</td>
<td>25</td>
<td>12%</td>
<td>-24%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>$ 1,765,700</td>
<td>$ 0.30</td>
<td>33</td>
<td>-26%</td>
<td>-6%</td>
</tr>
<tr>
<td>Virginia</td>
<td>$ 2,922,342</td>
<td>$ 0.40</td>
<td>45</td>
<td>36%</td>
<td>-38%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>$ 940,218</td>
<td>$ 0.52</td>
<td>6</td>
<td>35%</td>
<td>-23%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>$ 3,425,600</td>
<td>$ 0.83</td>
<td>29</td>
<td>7%</td>
<td>-11%</td>
</tr>
<tr>
<td>All States</td>
<td>$ 245,188,435</td>
<td>$ 0.83</td>
<td></td>
<td>4%</td>
<td>-34%</td>
</tr>
</tbody>
</table>
General Principles for Presenting Data
Questions to Ask

• Who is the target audience?
• What story does this tell them?
• Is this what you want to tell them?
• Can you tell the story more clearly?
FIGURE 2  Four quadrants of risks.

RADIOHEAD is perhaps the most successful band to give away new music online, making its recent album, "In Rainbows", available to download on a "pay-what-you-want" basis. Unfortunately for Radiohead—and music industry trend-spotters—62% of downloaders paid nothing, according to comScore, an internet information provider. Only 4% of fans paid over $12. Thankfully for the musician, songs are only one cash generator. Radiohead fans can also pre-order a swanky box set of the album at $80. In July Prince caused a fuss, giving away his new album with a mid-market British newspaper after his more lucrative concerts sold out in record time.

**Prices paid for downloading the album "In Rainbows" by Radiohead, Oct 1st-29th 2007**

- **Nothing**: 62%
- **Less than $4.00**: 17%
- **$4.01-8.00**: 12%
- **$8.01-12.00**: 6%
- **Over $12.00**: 4%

*Source: comScore*
Founding Dates of Nonprofit Arts Organizations in Philadelphia