Political Polarization in the American Public

This study provides a longitudinal perspective on the political attitudes of our country. Based on a nationwide sample of 10,013 respondents, the research reveals how increasing ideological uniformity and partisan antipathy are affecting politics, policy and everyday life. A dynamic data interactive illustrates how polarization has increased in recent years.

Since the last longitudinal snapshot was taken, political polarization has intensified even further. See the Partisanship and Political Animosity in 2016 article for more details.

Beyond Red vs. Blue: The Political Typology

Drawing on the same longitudinal survey data described above, the researchers at Pew note that the public's political attitudes and values come in many shades and hues. Diverse views are unified by frustration with politics, but little else. As a result, both parties face formidable challenges in reaching beyond their bases and building sustainable coalitions.

Pew's typology sorts voters into cohesive groups based on their values and provides in-depth data about each group's views of society and expectations of government. Arts advocates can mine this data to customize their messages to members of each cohort.
Why Should Government Support the Arts?

Designed for public arts leaders and advocates, this policy brief provides answers to questions that supporters and skeptics alike may ask, such as:

- Can we afford to fund the arts during hard economic times?
- Why can't the private sector pick up the costs?
- Don't the arts benefit just an elite few?
- Why are state arts agencies important?

Mine the answers to these questions (and a related catalog of research evidence) as you adapt your case-making to different audiences across the political spectrum.