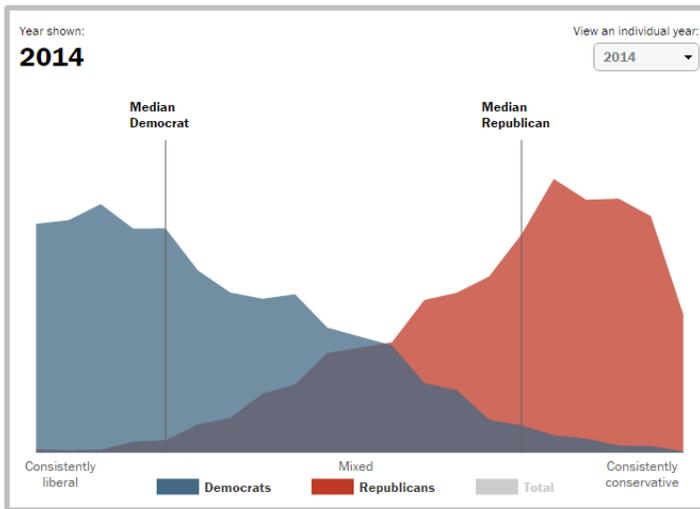


# Recommended Resources

## Taking the Pulse of Arts Advocacy

Pew Research Center | US Politics & Policy

### 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

	Percent of ...		
	General public	Regist. voters	Politically engaged
	%	%	%
<b>The Partisan Anchors</b>	<b>36</b>	<b>43</b>	<b>57</b>
• <b>Steadfast Conservatives</b> <i>Socially conservative populists</i>	12	15	19
• <b>Business Conservatives</b> <i>Pro-Wall Street, pro-immigrant</i>	10	12	17
• <b>Solid Liberals</b> <i>Liberal across-the-board</i>	15	17	21
<b>Less Partisan, Less Predictable</b>	<b>54</b>	<b>57</b>	<b>43</b>
• <b>Young Outsiders</b> <i>Conservative views on government, not social issues</i>	14	15	11
• <b>Hard-Pressed Skeptics</b> <i>Financially stressed and pessimistic</i>	13	13	9
• <b>Next Generation Left</b> <i>Young, liberal on social issues, less so on social safety net</i>	12	13	11
• <b>Faith and Family Left</b> <i>Racially diverse and religious</i>	15	16	12
• <b>Bystanders</b> <i>Young, diverse, on the sidelines of politics</i>	10	0	0
	100	100	100
N	10,013	7,999	4,767

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.

# National Assembly of State Arts Agencies

## 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.