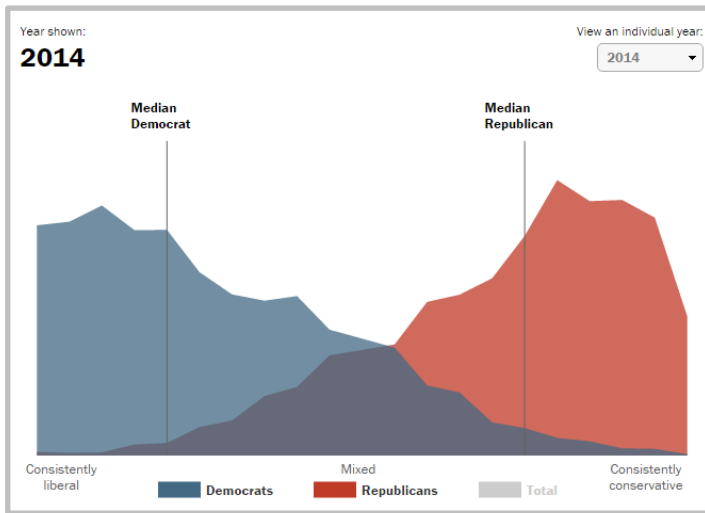


Recommended Resources

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