

## Top 10 Takeaways: 2017 National GOP Survey\*

1. President Trump continues to be popular and garners good job approval ratings from GOP leaning voters.
2. GOP voters are frustrated with federal spending and are in favor of making significant cuts.
3. The overall demographic composition of the polled GOP voters mostly oppose federal arts funding include older white men who support President Trump, while those more in favor include younger and more moderate voters.
4. Most GOP voters believe that arts and creativity are an important part of a child's education. This doesn't necessarily translate to them favoring federal arts funding.
5. Most GOP voters are unfamiliar with the National Endowment for the Arts (NEA). Older men tend to be more negative towards the NEA, largely due to past controversies. On the other hand, younger women are most favorable. Urban and suburban GOP voters have a somewhat positive view of the NEA, while rural GOP voters are more negative.
6. State Arts Agencies are much less known than the NEA and their image follows a similar pattern of support and opposition as the NEA's.
7. Arts messages that resonate most positively with GOP voters polled include: veteran recovery, \$1 leverages a \$9 return on investment, and arts' importance in education.
8. The strongest opportunities to significantly move selected GOP voters closer to favoring public investments in the arts lie in using the above messages (contained in #7), particularly with women and rural voters.
9. GOP voters are less likely to vote for a Congressional candidate who opposes arts funding after being introduced to the most resonating arts messaging (contained in #7).
10. More than half of the polled GOP voters are involved in creative activities like playing music, attending festivals, painting, and sewing.

Arts' case-making efforts about public support of the arts have resonated best with progressives, moderates, and some conservatives. In the summer of 2017, NASAA commissioned a national GOP survey to understand more about how conservatives view federal arts funding. These findings from the survey are one way NASAA is informing its efforts to advance public support of the arts in America through our pan-partisan work.

\* 2,000 registered voters who identified as Republican or GOP-leaning Independents were surveyed from June 27- 30, 2017 using a nationwide panel.