

What are these statistical values?

The Local Arts Index was launched in April 2012 as a tool to better understand the characteristics of the cultural life of individual communities as measured at the county level. It is comprised of a series of arts indicators measured on the county level, and drawn from a variety of secondary sources including the U.S. Census Bureau, Claritas Research, Scarborough Research, the National Center of Charitable Statistics, and other sources.

In March 2013, we revised and updated some indicators, and removed some that were out of date. This current version give each community the ability to generate a full and comprehensive report on Where You Live.

Check back regularly for the release of additional indicators. And check the Blog page for the most recent posts about additions and what is happening with LAI across the country.

What is an arts indicator?

An arts indicator is a statistical measure created for the purpose of tracking a value or condition related to the arts. The Arts Index compresses many arts indicators into one number that is calculated the same way and at regular time intervals—making it easy to compare performance between time periods.

How is the Index organized?

The Local Arts Index is built around 4 dimensions-

1. Arts Activity
2. Resources
3. Competitiveness, and
4. Local Cultural Character

Within each of these dimensions are a series of factors that group indicators around similar issues such as government support or cultural participation. Click on the title for each dimension, factor and indicator and a window will pop up with the definition. For additional information visit the Methodology section on the FAQ page.

How do I use this data table?

1. Select a state.
2. Select a county.
3. Compare up to four specific counties in the US where data is available. (Please note: some indicators may not be available for all counties.)

4. You can click on the arts indicator names for more information on the source of this data and how to interpret it.

Visit this page weekly for updates and additional data on your community with an opportunity to see how you stack up!

FL ▼	Select state ▼	Select state ▼	Select state ▼
Polk County ▼	Select county ▼	Select county ▼	Select county ▼

Arts Activity

Cultural Participation

<u>Adult population share attending popular entertainment, 2009-2011</u>	15.50%
<u>Adult population share attending live performing arts, 2009-2011</u>	14.90%
<u>Adult population share visiting art museums, 2009-2011</u>	5.80%
<u>Adult population share visiting zoos, 2009-2011</u>	11.80%
<u>Adult population share purchasing music media or online, 2009-2011</u>	9.30%
<u>Adult population share attending movies, 2009-2011</u>	47.60%
<u>Overall participation in arts and culture activities, 2009</u>	118.7

Cultural Programming

<u>Total nonprofit arts expenditures per capita, 2009</u>	\$24.01
<u>Total nonprofit arts expenditures per capita, 2010</u>	\$24.43

Resources and Capacity

Consumer Expenditures

<u>Expenditures on entertainment admission fees per capita, 2009</u>	\$24.19
<u>Expenditures on recorded media per capita, 2009</u>	\$46.91

<u>Expenditures on musical instruments per capita, 2009</u>	\$2.12
<u>Expenditures on photographic equipment and supplies per capita, 2009</u>	\$34.22
<u>Expenditures on reading materials per capita, 2009</u>	\$140.99
<u>Total consumer expenditures on selected categories per capita, 2009</u>	\$246.72
Nonprofit Arts Revenues	
<u>Nonprofit arts program revenue per capita, 2009</u>	\$13.35
<u>Nonprofit arts program revenue per capita, 2010</u>	\$14.73
<u>Nonprofit arts contributions revenue per capita, 2009</u>	\$8.36
<u>Nonprofit arts contributions revenue per capita, 2010</u>	\$20.00
<u>Total nonprofit arts revenue per capita, 2009</u>	\$23.13
<u>Total nonprofit arts revenue per capita, 2010</u>	\$36.00
Government Support	
<u>NEA grants per 10,000 population, 2005-2009</u>	\$179.37
<u>State arts agency grants per capita, 2003-2009</u>	\$6.98
Local Connection to National Organizations	
<u>AAM accredited museums per 100,000 population, 2009</u>	0.17
<u>National arts service organization members per 100,000 population, 2009</u>	1.49
<u>National arts education organization members per 100,000 population, 2009</u>	23.25
Artists and Arts Businesses	
<u>Solo artists per 100,000 population, 2009</u>	121.58

<u>"Creative Industries" businesses per 100,000 population, 2009</u>	205.28
<u>Arts and culture establishments per 100,000 population, 2009</u>	30.89
Arts Nonprofits	
<u>Total nonprofit arts organizations per 100,000 population, 2009</u>	5.98
<u>Total nonprofit arts organizations per 100,000 population, 2010</u>	5.81
<u>Arts education nonprofit organizations per 100,000 population, 2009</u>	0.17
<u>Arts education nonprofit organizations per 100,000 population, 2010</u>	0.17
<u>Collections-based nonprofit organizations per 100,000 population, 2009</u>	0.83
<u>Collections-based nonprofit organizations per 100,000 population, 2010</u>	1.00
<u>Humanities and heritage nonprofit organizations per 100,000 population, 2009</u>	0.66
<u>Humanities and heritage nonprofit organizations per 100,000 population, 2010</u>	0.50
<u>Media arts nonprofit organizations per 100,000 population, 2009</u>	0.50
<u>Media arts nonprofit organizations per 100,000 population, 2010</u>	0.33
<u>Performing arts nonprofit organizations per 100,000 population, 2009</u>	2.16
<u>Performing arts nonprofit organizations per 100,000 population, 2010</u>	1.99
<u>Field service arts nonprofit organizations per 100,000 population, 2009</u>	1.16
<u>Field service arts nonprofit organizations per 100,000 population, 2010</u>	1.00
<u>Visual arts nonprofit organizations services per 100,000 population, 2009</u>	0.50
<u>Visual arts nonprofit organizations services per 100,000 population, 2010</u>	0.66
<u>Other arts nonprofit organizations per 100,000 population, 2009</u>	0.00

<u>Other arts nonprofit organizations per 100,000 population, 2010</u>	0.17
Competiveness	
Establishments, Employees and Payroll	
<u>"Creative Industries" share of all businesses, 2009</u>	3.21%
<u>"Creative Industries" share of all employees, 2009</u>	1.16%
<u>Arts and culture share of all establishments, 2009</u>	1.69%
<u>Arts and culture share of all employees, 2009</u>	0.63%
<u>Arts and culture share of all payroll, 2009</u>	0.51%
Support of the Arts	
<u>State arts grant success rate, 2009</u>	65.22%
<u>Household share donating to public broadcasting or arts, 2009-2011</u>	12.10%
Local Cultural Character	
Institutional and Entrepreneurial Arts	
<u>Millennial share of all arts nonprofits, 2009</u>	25.00%
<u>Millennial share of all arts nonprofits, 2010</u>	25.71%
<u>Revenue share of millennial arts nonprofits, 2009</u>	5.56%
<u>Revenue share of millennial arts nonprofits, 2010</u>	8.63%
<u>Competitive environment for the nonprofit arts, 2009</u>	62.23%
<u>Competitive environment for the nonprofit arts, 2010</u>	59.45%
<u>Nonprofit share of arts establishments, 2009</u>	0.03%
<u>Nonprofit share of arts establishments, 2010</u>	0.03%

Local and Global Representation

Cultural and ethnic awareness nonprofits per 100,000 population, 2009 0.00

Cultural and ethnic awareness nonprofits per 100,000 population, 2010 0.17

National Register of Historic Places sites per 100,000 population, 2009 11.13

Professional Arts Training

Accredited degree granting programs, 2009 N/D

Visual and performing arts degrees per 100,000 population, 2003-2009 56.14