

1. Banksy's art depicts societal issues of our time, why? To make them come to light duh, they can tell us about how corrupt and failing our current societal functions are.
2. People in general, I guess the younger generation especially. The common man
3. Pretty extensive importance in locations, where the common people can view them and cause emotion and thoughts to be implanted in them
4. Because they make good art and good points, force people to think critically, has a charm to them
5. Combination, they paint wonderful art pieces on anything from common rubble to private property to state owned property, which shows their own political views in certain ways without using a single piece of text
6. Because anonymity has power, and it has influence. It can make your voice more powerful, attracts people to mysterious theories and such etc, so people can judge you not for who you are but for your art.