




AMERICANS SPEAK OUT ABOUT THE ARTS

**AN IN-DEPTH LOOK AT PUBLIC
PERCEPTIONS AND ATTITUDES
ABOUT ARTS & CULTURE
IN AMERICA IN 2023**

December 2024



Americans are highly engaged in the arts. An overwhelming majority view arts and culture as personally important to them. They believe the arts promote personal well-being, help them understand other cultures in their community, are essential for grade pre-K to 12 students, and that the government has an important role in funding the arts at the local, state, and federal levels.

A LETTER FROM AMERICANS FOR THE ARTS

FROM JAMIE BENNETT AND SUZY DELVALLE,
CO-INTERIM CEOs, AMERICANS FOR THE ARTS

We are better people with the arts in our lives. We are healthier, more creative, and actively engaged citizens who feel better about today and more optimistic about tomorrow. While every year brings new research about the personal and community benefits of arts and culture, it is also important to understand how engaged in the arts we are as a public.

In its third review, Americans for the Arts commissioned one of the largest national public opinion studies of its kind to better understand public perceptions and attitudes about arts and culture across the country. ***Americans Speak Out About the Arts in 2023*** was conducted by Ipsos Public Affairs, a globally renowned opinion research firm.

The survey revealed a resounding message from the American public: Every person should have the opportunity to participate and engage in the arts and every student should receive a quality arts education.

An overwhelming majority of Americans believe:

- **Arts and culture add value to our community.** 86% of Americans believe “arts and culture improve my community’s quality of life and livability,” and 79% believe “arts and culture are important to my community’s businesses, economy, and local jobs.”
- **Americans show unequivocal support for arts education.** There is a near unanimous agreement (92%) that every student should be receiving a quality arts education—something agreed upon by Democrats, Republicans, and Independents alike.
- **Government has a role in ensuring every student receives an arts education.** 83% of American adults support government funding of arts education programs for school students in grades pre-K to 12.
- **Americans value the arts as a nation.** 76% of American adults agree, “Arts and culture are personally important to me.” In 2023, as the country emerged from the pandemic, more than three-quarters of the American adult population (79%) visited or attended at least one arts or culture event in the previous year, such as a museum, theater, zoo or botanical gardens. A similar share of the population (73%) had an arts and culture experience that took place in what might be considered a “non-traditional” arts venue, such as a hospital, airport, library, or in a public park.

We also believe the benefits of arts and culture extend to the community:

- **Arts and culture foster empathy, tolerance, and inclusion.** 72% of Americans agree that “the arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin, etc).” 63% said that “the arts help me better understand other cultures in my community.”
- **Americans consider community-oriented arts funding to have high public value.** More than 4-in-5 American adults believe that the arts can support mental health, aid in helping returning military personnel with their transition back to civilian life, and help older adults deal with loneliness and isolation.

We see an undeniable value in the arts and arts education. Yet, despite the myriad benefits that arts and culture bring to us and our communities, barely half of the population says everyone in their community has equal access to the arts (51%). While 9-in-10 Americans believe arts education is important, just 52% agree that students have enough opportunities to take classes in the arts.

The call to action is clear: **Americans want equitable access and opportunities to participate in arts and culture both in their communities and throughout a grade pre-K to 12 education.**

Americans Speak Out About the Arts in 2023 measures arts and culture’s wide-ranging impact. We hope this critical study—conducted by Ipsos on behalf of Americans for the Arts—will embolden public and private sector leaders to work together to secure funding and arts-friendly policies that shape more vibrant and equitable communities.

WHAT AMERICANS SAY ABOUT THE ARTS

STUDY HIGHLIGHTS

Americans Speak Out About the Arts in 2023 is one of the largest studies of its kind ever conducted with a sample of 3,062 American adults, ensuring diverse representation and statistical reliability in the findings. The study was designed to gauge the public's (1) level of personal engagement in the arts as both audience and creator, (2) support for arts education and government funding of arts and culture, and (3) opinions on the personal and well-being benefits that come from engaging in the arts.

It is the third in a series of national public opinion surveys about arts and culture, with previous iterations conducted in 2015 and 2018. Like its predecessors, this one was conducted by Ipsos Public Affairs—one of the largest opinion research firms in the world—on behalf of Americans for the Arts.

The survey for this report was conducted during the week of July 5-11, 2023. The accuracy of this online poll has a credibility interval of +/- 2.2%.

The following are highlights from the study. Each includes the number of the survey question from which the data are drawn (beginning on Page 8). Americans for the Arts provides free access to the reports, infographics, and access the survey data by visiting www.AmericansForTheArts.org/PublicOpinion.

AMERICANS ARE PERSONALLY ENGAGED IN THE ARTS

- **Most of us seek out arts experiences.** 79% of Americans visited, attended, or watched an arts or culture event in person during the previous year. As in past surveys, most popular were living collections—zoos, aquariums or botanical gardens—followed by museums, and concerts/musical performances. An even 50% said they watched or participated online or virtually. (Questions 2 and 3)
- **We also enjoy the arts in unexpected places.** 73% of the public were able to recall an arts or culture experience they participated in during the previous year that occurred in a “non-arts” venue. One-third of respondents had arts experiences in parks, streets and sidewalks, or public spaces. Also noteworthy were restaurants (27%), shopping malls (20%), airports (10%), and hospitals (7%). (Question 4)
- **We make art in our personal time.** 48% of adults said they were personally involved in making, performing, practicing, or sharing creative arts, culture, or crafts activities—either at home or in the community. The most selected categories were the making of handmade objects such as crafts, decorative art, jewelry, woodworking, or blacksmithing (16%). Also popular was taking creative photographs (15%), painting (14%), and playing a musical instrument (13%). During the Covid-19 pandemic, 37% of Americans said they tried a new arts, craft, or creative hobby/activity (e.g., playing a musical instrument, creative writing, singing, knitting, or taking an art class). (Questions 5 and 6)

- **Tattoos are an art form.** While one-third of the adult population says they have a tattoo (36%), two-thirds believe that tattoos are a form of art (66%). (Question 17)
- **We sing in the shower.** More than half of Americans admit to “singing in the shower or when no one else is listening” (56%). (Question 17)
- **Social media as art.** Just under half of Americans believe that social media content creators are a type of artist (46%). 36% do not believe this and 18% don’t know. (Question 17)
- **Artificial Intelligence (AI) as art maker.** 34% of Americans say they believe Artificial Intelligence (AI) can produce original works of art, compared to 38% who say they don’t believe this and 28% who don’t know. (Question 17)

IMPROVING PERSONAL AND COMMUNITY WELL-BEING THROUGH THE ARTS

- **The arts bring joy to our lives.** 71% of Americans agree that arts and culture give them “pure pleasure when experiencing or participating in them,” 69% say the arts “lift them up beyond everyday experiences,” and 69% believe that “arts and culture have a positive effect on their overall health and well-being.” (Questions 9 and 10)
- **Engaging in the arts makes us feel creative and inspired.** Two-thirds of Americans agree: “The arts make me a more creative person” (65%). When asked about secondary reasons for engaging the arts, 34% say it is inspiring, 28% say it provides an outlet for feelings and emotions, and 25% say it gives them a sense of purpose. (Questions 8 and 9)
- **The arts help us cope during times of distress.** Regardless of if and how we engage in the arts, 60% of the American adult population agreed, “The arts have helped me cope during times of mental or emotional distress.” Most Americans favor government funding of arts and culture to address mental health (81%) and healthcare (78%) issues. (Questions 17 and 21)
- **Arts and culture unify communities.** The personal benefits of the arts extend beyond the individual to the community. 72% believe that “Arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin).” 63% agree that the arts “help me better understand other cultures in my community,” and 78% believe “the arts are a positive experience in a troubled world.” (Question 9 and 10)
- **The arts build social cohesion.** 72% of Americans agree that “Arts and culture events are safe spaces to share ideas, thoughts, and passions, even when others have different views.” 39% acknowledge, “I have changed an opinion or perception based on an arts experience.” (Questions 9 and 10)
- **We will follow through on a doctor’s arts prescription.** 75% of Americans say that if their doctor wrote them a prescription to “participate in the arts as a means of improving your physical or mental health (singing in a choir, taking a ceramics class, dancing, or joining a book club, etc.),” they would likely follow that recommendation. (Question 16)

BOOSTING CREATIVITY, JOBS, AND ECONOMIC VIBRANCY

- **Arts and culture add value to our community.** 86% of Americans believe “arts and culture improve my community’s quality of life and livability,” and 79% believe “arts and culture are important to my community’s businesses, economy, and local jobs.” (Question 14)
- **Arts boosts creativity—and creativity boosts job success.** 61% of employed American workers say, “The more creative and innovative I am at my job—individually or as part of a team—the more successful I am at the workplace.” Just over half of workers (53%) report that, “My job requires me to be creative—either individually or as part of a team—and produce ideas that are new or unique.” (Question 11)
- **Arts education prepares us for the workforce.** 51% agree that “My arts education and/or arts experiences help me to apply creativity in the workplace.” (Question 11)
- **Arts and culture are a tourism driver.** Americans agree that the arts attract travelers and are good for tourism (79%). In a nation of travelers, more than half (53%) consider their vacation destination’s arts and culture experiences when deciding whether to visit. (Question 15)
- **We would consider the arts for a job move.** When asked, “If I were moving for a job, I would strongly consider whether the area is rich in arts and culture when deciding where to move,” an even 50% agreed with this statement. (Question 15)
- **The arts can address job and economic development issues.** Most Americans favor government funding of arts and culture to address jobs and economic development issues (72%). (Question 21)
- **Businesses build customer loyalty by supporting the arts.** Companies that support or partner with arts and culture organizations would enjoy a net positive impact from their sponsorship from consumers. 36% of Americans say they would be more likely to purchase from a company that did this. Just 4% said they would be less likely to purchase from the company, and 46% said it would have no impact. (Question 25)
- **We want artists to live and create in our community.** Two-thirds of survey respondents feel it is “important for artists to be able to afford housing and create in my community” (67%). (Question 15)

AMERICANS SUPPORT GOVERNMENT FUNDING OF ARTS AND CULTURE

- **Americans approve of the government funding nonprofit arts and culture organizations.** Most Americans approve of the government funding nonprofit arts and culture organizations (e.g., festivals, public art, performances, and exhibitions): by local government (70%), state government (66%), and the National Endowment for the Arts (66%). (Question 18)
- **We support government funding for individual artists, too.** The public approves of the government funding individual artists (e.g., community-based arts programs, performances, exhibitions, commissions, residencies) by local government (61%), state government (59%), and the National Endowment for the Arts (57%). (Question 19)

- **Community-oriented arts funding has high public value.** Americans strongly support government funding for arts and culture programs that improve communities socially, economically, and educationally. High public support can be found for arts programs for returning military personnel to aid in their transition to civilian life (82%), older adults to help with loneliness and isolation (81%), mental health (81%), providing art in public spaces such as parks and downtown areas (79%), and public safety (71%). (Questions 20 and 21)
- **Government has a role in ensuring every student receives an arts education.** 83% support government funding of arts education programs in schools for grades pre-K to 12 students—and 76% support funding for arts education and enrichment programs for all ages (lifelong learning). (Question 20)
- **Americans say current funding to the National Endowment for the Arts is not enough—and we support an increase.** 37% of Americans say that the 62 cents, per person, spent on nonprofit arts and culture organizations by the National Endowment for the Arts in 2023 is not enough. (10% say this amount is too much). 54% approve of the federal government increasing National Endowment for the Arts funding from 62 cents to \$1 per person, while just 15% disapprove and 20% were neutral. (Questions 22 and 23)
- **We will vote for candidates who increase federal arts funding.** Americans said they would be three times as likely to vote for a candidate who wants to increase federal spending on nonprofit arts and culture organizations from 62 cents, per person, to \$1 per person (39%). 13% say they would vote against that candidate for this reason, and 33% say it wouldn't impact their vote. (Question 24)

THE AMERICAN PUBLIC OVERWHELMINGLY SUPPORTS ARTS EDUCATION

- **Americans show unequivocal and overwhelming support for arts education.** 92% of American adults believe that it is important for students to receive an education in the arts (including dance, media arts, music, theater, visual arts, and literature): elementary school (92%), middle school (93%), and high school (89%).
- **The arts improve academic performance.** 70% of American adults agree, “The arts help students perform better academically,” with one-third “strongly agreeing” with this statement.
- **Out-of-school arts education is important, too.** The value of arts education is not limited to the in-school experience. 86% of the public agrees that the arts should also be taught outside of the classroom, in the community. (Question 12)
- **Better access to arts education is needed.** While 9-in-10 Americans believe arts education is important, barely more than half of the public agrees that students have enough opportunities to take classes in the arts (52%) or experience the arts (57%). (Question 13)
- **Government has a role in ensuring every student receives an arts education.** 83% of American adults support government funding of arts education programs for school students in grades pre-K to 12. (Question 20)

AMERICANS VALUE ARTS AND CULTURE

- **As a nation we value the arts.** 76% of American adults agree, “Arts and culture are personally important to me.” (Question 1)
- **Not everyone has equal access and to the arts.** Despite the myriad benefits that the arts bring to individuals and communities, just 51% believe that “everyone in my community has equal access to the arts.” (Question 10)



AMERICANS SPEAK OUT ABOUT THE ARTS IN 2023

DATA TABLES FOR QUESTIONS 1 THROUGH 25

THREE-QUARTERS OF AMERICANS VIEW ARTS AND CULTURE AS PERSONALLY IMPORTANT TO THEM.

When asked, “How important are arts and culture to you, personally,” three-quarters of the American adult population (76%) agree that the arts are important to them. 32% said the arts are “very important,” a figure that by itself exceeded the 23% who said arts and culture are “unimportant.”

Americans across all racial and ethnic backgrounds agree that arts and culture are important to them—Black Americans (80%), Hispanic Americans (80%), White Americans (75%), and Asian Americans (69%). While all the percentages are high, younger Americans (age 18-54) were more likely to agree that the arts are important to them than those who are older (age 55+) as were those with higher household incomes (\$100,000+) and respondents with children in the household. Those with a college degree were also more likely to say the arts are important to them than those without one (83% vs. 72%).

Question 1. In general, how important are arts and culture to you, personally?

Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't Know	TOTAL (IMPORTANT)	TOTAL (NOT IMPORTANT)
32%	44%	15%	7%	1%	76%	23%

(N=3,062)

4-IN-5 ADULTS ATTENDED AT LEAST ONE IN-PERSON ARTS OR CULTURE EVENT IN THE PREVIOUS YEAR.

79% of Americans visited, attended, or watched an arts and culture event in person during the previous year. As in past surveys, most popular were living collections—zoos, aquariums or botanical gardens—followed by museums, and concerts and musical performances. The 2023 figure is a seven-percentage point increase from 72% in 2018.

Consistent with previous studies, higher participation rates are found among respondents with a college degree than those without one (88% vs. 74%) and higher household income (under \$50k=67%, \$50k-\$100k=77%, \$100k+=88%). There was no significant difference between residents of rural, suburban, and urban communities, nor by gender or race/ethnicity. Those under 55 years of age were more likely to attend than those 55+. “Likely voters” are more likely to participate than “unlikely voters (82% vs. 68%). Only small differences were noted among respondents who identified with different political parties (Democrats: 82%, Republicans: 81%, Independents: 75%).

Question 2. Thinking about arts and culture, have you visited, attended, or watched any of the following during the past year in person?

Zoo, aquarium, or botanical garden	40%
Museum (such as art, history, children’s, or science)	38%
Concert or musical performance (pop, gospel, classical, hip hop, etc.)	36%
Fairs or festivals (art, music, film, etc.)	36%
Historic site	35%
Visual arts, crafts craft show, or art gallery	27%
Theater performance	24%
Media arts (artwork using technology, film and video, animation, robotics, etc.)	19%
Dance performance	16%
Opera/musical theater	9%
Poetry or literary event	7%
Other	3%
ANY	79%
NONE	21%

(N=3,062)

HALF OF AMERICANS WATCHED OR PARTICIPATED IN ARTS AND CULTURE ONLINE OR VIRTUALLY IN THE PREVIOUS YEAR.

An even 50% of Americans watched or participated in arts and culture online or virtually during the previous year. “Concert or musical performance (pop, gospel, classical, hip hop, etc.)” was the most popular category selected (21%). Visual arts, media arts, and museums were all selected by 14-15% of respondents. 50% did not participate online or virtually at all.

Higher participation rates were noted by Hispanic Americans (66%), Black Americans (63%), and Asian Americans (58%) than by White Americans (44%). Residents of urban areas were more likely to participate (59%) than their counterparts in suburban (47%) and rural communities (47%). Respondents with children in the household were also more likely to participate than those without (65% vs. 44%). Like in-person attendance, younger Americans were more likely to engage virtually/online than those over 55 of age (18-34=61%, 35-54=54%, 55+=37%).

Question 3. Thinking about arts and culture, have you watched or participated in any of the following during the past year virtually/online?

<i>Concert or musical performance (pop, gospel, classical, hip hop, etc.)</i>	21%
<i>Visual arts, crafts craft show, or art gallery</i>	15%
<i>Media arts (artwork using technology, film and video, animation, robotics, etc.)</i>	15%
<i>Museum (such as art, history, children’s, or science)</i>	14%
<i>Zoo, aquarium, or botanical garden</i>	14%
<i>Fairs or festivals (art, music, film, etc.)</i>	13%
<i>Dance performance</i>	12%
<i>Theater performance</i>	10%
<i>Historic site</i>	7%
<i>Poetry or literary event</i>	7%
<i>Opera/musical theater</i>	6%
<i>Other</i>	2%
ANY	50%
NONE	50%

(N=3,062)

WE ALSO ENJOY ARTS AND CULTURE AT “NON-ARTS” VENUES, SUCH AS A SYMPHONY IN THE PARK OR A PERFORMANCE IN AN AIRPORT.

73% of the public were able to recall an arts or culture experience they participated during the previous year that occurred in a “non-arts” venue. One-third of respondents had arts experiences in parks, on streets and sidewalks, and in public spaces. Also noteworthy were restaurants (27%), shopping malls (20%), airports (10%), and hospitals (7%). The 2023 figure of 73% is consistent with 72% in the 2018 survey.

Respondents with children in the household, a college higher education, and/or higher income were most likely to participate. Residents of urban communities (80%) were more likely to engage than those living in suburban (72%) and rural (69%) communities.

Question 4. There are many places in a community to engage in arts and culture (as described earlier). In the past year, have you enjoyed arts and culture in any of the places below?

<i>Parks</i>	36%
<i>Public spaces or plazas</i>	33%
<i>Streets or sidewalks</i>	33%
<i>Restaurants</i>	27%
<i>Schools</i>	20%
<i>Shopping malls</i>	20%
<i>Community centers</i>	18%
<i>Places of worship</i>	16%
<i>Residential concerts/exhibits</i>	14%
<i>Airports</i>	10%
<i>Public transportation (bus, train, etc.)</i>	9%
<i>Workplace</i>	9%
<i>Hospitals</i>	7%
<i>Vacant or abandoned properties</i>	5%
<i>Other</i>	6%
NONE	21%
DON'T KNOW	6%

(N=3,062)

HALF OF AMERICANS ARE ACTIVE AS ARTS MAKERS.

48% of American adults said they were personally involved in making, performing, practicing, or sharing creative arts, culture, or crafts activities—either at home or in the community. The most selected categories were the making of handmade objects such as crafts, decorative art, jewelry, woodworking, or blacksmithing (16%). Also popular was taking creative photographs (15%), painting (14%), and playing a musical instrument (13%). These findings remain on par with results from 2018 (47%).

Hispanic Americans (59%) and Black Americans (56%) were more likely to be involved in arts making than White Americans (43%). Those with children in the household were more likely to be engaged as arts maker than those who don't (60% vs. 43%). Urban residents were more likely to be an arts maker than those living in rural and suburban communities (57%, 45%, and 46%, respectively).

Question 5. Are you personally involved in making, performing, practicing, or sharing creative arts, culture, or crafts activities—either at home or in the community?

<i>Yes, I make handmade objects (crafts, decorative art, jewelry, woodworking, or blacksmithing, etc.)</i>	16%
<i>Yes, I take creative photographs</i>	15%
<i>Yes, I paint</i>	14%
<i>Yes, I play a musical instrument</i>	13%
<i>Yes, I write or read poetry</i>	12%
<i>Yes, I create virtual content such as social media creations, videos, or podcasts</i>	9%
<i>Yes, I dance</i>	9%
<i>Yes, I quilt or sew</i>	8%
<i>Yes, I design (fashion, floral, home and interior, web, graphic, etc.)</i>	8%
<i>Yes, I do ceramics</i>	4%
<i>Yes, I sing with a group or in a choir</i>	4%
<i>Yes, I sculpt</i>	3%
<i>Yes, I act or participate in theater</i>	3%
<i>Yes, other</i>	7%
NO	49%
DON'T KNOW	3%

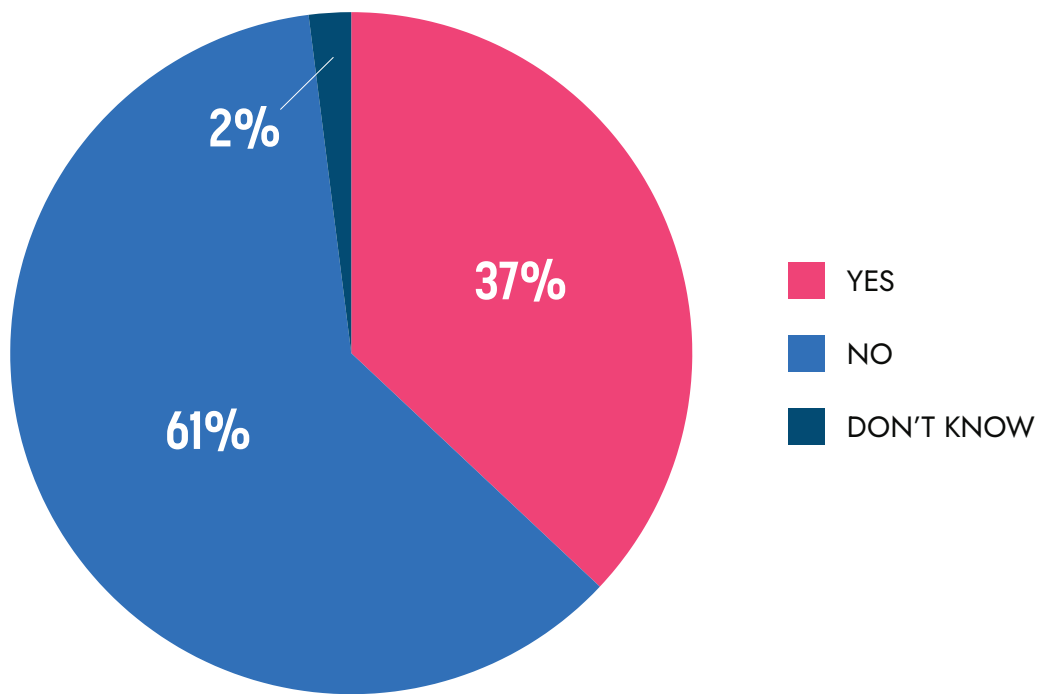
(N=3,062)

MORE THAN A THIRD OF AMERICANS TRIED A NEW ARTS, CRAFT, OR CREATIVE ACTIVITY DURING THE COVID-19 PANDEMIC.

37% of Americans said they personally tried a new arts, craft, or creative hobby/activity during the pandemic (e.g., playing a musical instrument, creative writing, singing, knitting, or taking an art class).

Americans still active in the workplace were more likely to say they tried a new creative arts activity during the pandemic than those who were retired (full-time employed: 44%, part-time employed: 42%, retired: 16%). Black Americans (47%) and Hispanic Americans (43%) were more likely to try a new activity, and less so for White Americans (33%). Similar for those with children in the household compared to those with none in the household (50% vs. 31%).

Question 6. Did you personally try any new arts, craft, or creative hobbies/activities during the pandemic (such as playing a musical instrument, creative writing, singing, knitting, taking an art class, etc.)?



(N=3,062)

THE ARTS LIFT OUR SPIRITS AND MAKE US FEEL CREATIVE.

Respondents were asked to select the single most valuable emotional benefit that comes from attending, making, or engaging in the arts. All respondents to this question had indicated some form of personal participation in the arts in a previous question. The most common selections were arts and culture “lift my spirits” (18%), followed by “make me feel creative” (16%), “are inspiring” (15%), and “provide an outlet for my feelings and emotions” (12%).

Note that in the next question (#8), respondents were asked the same question, but allowed to “select all that apply,” rather than make just one selection.

Urban residents were more likely to say “it makes me feel creative.” Younger Americans were more likely to select “makes me feel creative,” while those aged 55+ were more likely to select “it lifts my spirits.” There was little statistical difference in responses between Asian, Black, Hispanic, and White Americans.

Question 7. Thinking about why you attend, own, make, or engage in the arts, what emotional aspect of art is most valuable to you personally (pick one)?

<i>It lifts my spirits</i>	18%
<i>It makes me feel creative</i>	16%
<i>It is inspiring</i>	15%
<i>It provides an outlet for my feelings and emotions</i>	12%
<i>It gives me a sense of purpose</i>	8%
<i>It beautifies my home or workplace</i>	4%
<i>It reminds me of a time, person, or place</i>	4%
<i>It allows for spiritual reflection</i>	4%
<i>It gives me a sense of belonging to a community or group</i>	3%
<i>It makes me feel closer to friends or family</i>	3%
<i>It is a souvenir or memento</i>	2%
<i>Other</i>	2%
NONE	8%

(Base: respondents who participated in the arts. N=2,671)

ARTS AND CULTURE PROVIDE US WITH A SENSE OF PURPOSE AND BELONGING.

In the previous question (#7), respondents were asked to select only one personal emotional benefit from a list of 11 that they derive from the arts. In this question (#8), respondents were allowed to select multiple benefits. Still at the top of the list are arts and culture “lift my spirits” (37%), “are inspiring” (34%), and “make me feel creative” (32%). 94% of survey respondents selected at least one of the 11 categories.

(In Question 9, 71% of respondents say the “arts give me pure pleasure when I experience or participate in them,” and 69% feel “the arts help to lift me up beyond everyday experiences.”)

Question 8. And again, thinking about why you attend, own, make, or engage in the arts, what other emotional aspects are valuable to you personally? (Select all that apply.)

<i>It lifts my spirits</i>	37%
<i>It is inspiring</i>	34%
<i>It makes me feel creative</i>	32%
<i>It provides an outlet for my feelings and emotions</i>	28%
<i>It gives me a sense of purpose</i>	25%
<i>It reminds me of a time, person, or place</i>	24%
<i>It beautifies my home or workplace</i>	22%
<i>It allows for spiritual reflection</i>	18%
<i>It makes me feel closer to friends or family</i>	18%
<i>It gives me a sense of belonging to a community or group</i>	16%
<i>It is a souvenir or memento</i>	15%
<i>Other</i>	4%
NONE	2%

(Base: respondents who participated in the arts. N=2,488)

THE ARTS HELP US UNDERSTAND OTHER CULTURES.

Arts and culture foster empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

- **72% of Americans agree, “The arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (i.e., gender, political, national origin).”** There was little statistical difference based on race and ethnicity in response to this question, with agreement from 76% of Asian Americans, 72% of White Americans, 72% of Hispanic Americans, and 69% of Black Americans. (Note that in Question 10, the same share of the population, 72%, agree that “Arts and culture events are safe spaces to share ideas, thoughts, and passions, even when others have different views.”)
- **39% of Americans acknowledge that they have “changed an opinion or perception based on an arts experience.”** 63% said that “the arts help me better understand other cultures in my community.” Those with a college degree were more likely to say this than those without a degree (70% vs. 59%). Black Americans (39%) and Hispanic Americans (32%) were more likely than White Americans (23%) to say they “strongly agree” that the arts help them to better understand other cultures in their community, while White Americans were more likely to “somewhat agree” (38%).
- **These community strengthening benefits also extend to the individual, with 7-in-10 Americans saying that they experience “pure pleasure” when they participate in the arts (71%).** In fact, 32% “strongly agree” with this statement which exceeds all who “disagree” with it by a factor of five (32% vs. 6%). Similar proportions feel, “The arts help lift them up beyond everyday experiences” (69%), and have “a positive effect on their health and well-being” (69%).
- **65% said that the arts make them a more creative person.** Those with a college degree, younger, and still in the workforce were more likely to agree. This 2023 figure is consistent with 2018 (64%).

Question 9. Thinking about your experiences with arts and culture, to what extent do you agree or disagree with the following statements . . .?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
<i>The arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin, etc.).</i>	37%	35%	19%	4%	3%	2%	72%	7%
<i>The arts give me pure pleasure when I experience or participate in them.</i>	32%	39%	20%	3%	4%	2%	71%	6%
<i>The arts help to lift me up beyond everyday experiences.</i>	28%	41%	21%	4%	4%	2%	69%	8%
<i>Arts and culture have a positive effect on my overall health and well-being.</i>	35%	34%	21%	5%	4%	1%	69%	8%
<i>The arts make me a more creative person.</i>	31%	33%	23%	7%	4%	2%	65%	10%
<i>The arts help me better understand other cultures in my community.</i>	27%	36%	26%	6%	4%	2%	63%	10%
<i>I have changed an opinion or perception based on an arts experience.</i>	15%	24%	39%	11%	7%	4%	39%	18%

(N=3,062)

AMERICANS BELIEVE IN THE POWER OF THE ARTS TO IMPROVE OUR PHYSICAL AND MENTAL HEALTH.

“The arts are a positive experience in a troubled world,” say 78% of American adults. More than 4-in-5 Americans believe the arts may “help some people deal with mental health issues such as loneliness, isolation, depression, and anxiety” (81%). Three-quarters of the population believes the arts can assist some people in their recovery from substance abuse and addiction (73%) as well as improve personal healing and the healthcare experience (72%).

65% say the arts “help military families cope with the challenges of military life,” and 68% say the arts “help returning military service members and veterans cope with trauma and improve their health and well-being.”

Despite these many benefits to the individual, just half of Americans agree that “everyone in their community has equal access to the arts” (51%). Those with higher incomes were more likely to agree. There were no statistical differences between respondents of different racial and ethnic groups, nor from residents of urban, suburban, and rural communities.

70% agree, “The arts help students perform better academically,” with one-third “strongly agreeing” with this statement. Those with higher incomes, college degrees, and children in the household were most likely to agree. Likely voters were more likely to agree than unlikely voters (75% vs. 57%).

(In Question 9, 69% agreed that “Arts and culture have a positive effect on my overall health and well-being.” In Question 17, 60% of the public says, “The arts have helped me cope during times of mental or emotional distress.”)

Question 10. To what extent do you agree or disagree with the following statements?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
<i>The arts may help some people deal with mental health issues such as loneliness, isolation, depression, and anxiety.</i>	46%	34%	13%	2%	1%	4%	81%	3%
<i>The arts are a positive experience in a troubled world.</i>	44%	34%	15%	3%	2%	3%	78%	4%
<i>The arts can assist some people in their recovery from substance abuse and addiction.</i>	37%	36%	17%	3%	1%	6%	73%	4%
<i>Arts and culture events are safe spaces to share ideas, thoughts, and passions, even when others have different views.</i>	33%	39%	21%	3%	2%	2%	72%	5%
<i>The arts improve personal healing and the healthcare experience.</i>	35%	37%	20%	2%	1%	5%	72%	3%
<i>The arts help students perform better academically.</i>	34%	37%	21%	3%	1%	4%	70%	4%
<i>The arts help returning military service members and veterans to cope with trauma and improve their health and well-being.</i>	33%	35%	21%	2%	1%	8%	68%	3%
<i>The arts help military families to cope with the challenges of military life—including separations from loved-ones, frequent relocations, adapting to new schools and communities, and feelings of isolation.</i>	30%	35%	24%	3%	1%	7%	65%	4%
<i>Everyone in my community has equal access to the arts.</i>	22%	28%	26%	13%	4%	6%	51%	17%

(N=3,062)

IN THE WORKPLACE, CREATIVITY IS SEEN TO BOOST PROFESSIONAL SUCCESS.

Slightly more than half of employed adults agree (53%) that their job requires them to be creative—either individually or as part of a team—and produce ideas that are new or unique. An even larger share of workers say that the more creative and innovative they are at their job, the more successful they are in the workplace (61%). Demonstrating the importance of arts education and/or arts experiences, 51% believe these arts experiences help them to apply creativity in the workplace.

Adults under the age of 35, higher income earners, those with a college degree, and those living in urban areas were especially likely to agree with both statements.

Question 11. Thinking about your professional life, to what extent do you agree or disagree with the following statements?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
<i>The more creative and innovative I am at my job—individually or as part of a team—the more successful I am in the workplace.</i>	26%	35%	22%	8%	8%	2%	61%	16%
<i>My job requires me to be creative—either individually or as part of a team—and produce ideas that are new or unique.</i>	21%	32%	19%	15%	11%	2%	53%	26%
<i>My arts education and/or arts experiences help me to apply creativity in the workplace.</i>	23%	28%	24%	12%	10%	3%	51%	22%

(Base: respondents who are employed. N=1,690)

ARTS EDUCATION IS DEEMED HIGHLY IMPORTANT FOR STUDENTS IN ALL GRADES (PRE-K TO 12).

Receiving an education in the arts is overwhelmingly seen as being important for students at all grade levels. 92% of American adults believe that it is important for students to receive an education in the arts (e.g., dance, media arts, music, theater, visual arts, and literature) while in elementary school (92%), middle school (93%), and high school (89%). This sentiment crosses political party lines, with 9-in-10 Republicans, Democrats, and Independents all saying it is important that students receive an arts education. Likely voters were more likely to say arts education is important than unlikely voters (94% vs. 87%).

Additionally, 86% of the public agrees that students should be able to receive arts education outside of the classroom—in the community—demonstrating that the value of arts education is not limited to the in-school experience. Black and Hispanic Americans were significantly more likely to say this is “very important.”

(In Question 10 of this survey, 70% of Americans said the arts help students to perform better academically, with one-third “strongly agreeing” with this statement.)

Question 12. Thinking about pre-K to 12th grade students, in your opinion, how important is it that students receive an education in the arts (e.g., dance, media arts, music, theater, visual arts, literature)?

	Elementary School	Middle School	High School	Out-of-School/ In The Community
<i>Very important</i>	65%	63%	62%	44%
<i>Somewhat important</i>	28%	30%	27%	41%
<i>Not very important</i>	4%	4%	7%	7%
<i>Not at all important</i>	1%	1%	2%	2%
<i>Don't know</i>	2%	2%	3%	5%
TOTAL IMPORTANT	92%	93%	89%	86%
TOTAL NOT IMPORTANT	6%	5%	8%	10%

(N=3,062)

AMERICANS VALUE ARTS EDUCATION, YET EQUAL ACCESS FOR STUDENTS IS PERCEIVED AS A PROBLEM.

While 9-in-10 Americans believe arts education is important, just 52% agree that students have enough opportunities to take classes in the arts (e.g., dance, media arts, music, theater, visual arts, literature). Only slightly more (57%) agree that students have enough opportunities to experience the arts in their area (e.g., hearing music, going to plays, visiting museums, or attending culture events).

Black Americans were significantly more likely to “disagree” that students have enough access to arts classes (24%). The “disagree” figure for White Americans was 15%, Hispanic Americans (14%), and Asian Americans (6%).

Those with children in the household, higher household incomes, and/or employed full-time were more likely to agree with both statements. Residents of rural communities were less likely to agree to both statements than residents of urban and suburban communities.

Question 13. From what you know or have heard, do you agree or disagree...

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
<i>Students in your area have enough opportunities to experience the arts (hear music, go to plays, visit museums, and attend culture events) either in school or in the community.</i>	21%	36%	19%	12%	4%	9%	57%	15%
<i>Students in your area have enough opportunities to take classes in the arts (including dance, media arts, music, theater, visual arts, literature).</i>	20%	32%	22%	12%	4%	10%	52%	16%

(N=3,062)

ARTS AND CULTURE CREATE MORE LIVABLE COMMUNITIES AND A STRONGER ECONOMY.

While it may not be surprising that close to 9-in-10 Americans believe that arts and culture are important to their “quality of life and community livability” (86%), nearly the same share of Americans believe they are also “good for local businesses, the economy, and jobs” (79%).

While respondents aged 55+ had lower rates of arts participation in previous questions in this survey, they had the highest rate of appreciating the quality-of-life contributions of the arts (87%) compared to those aged 35-54 (86%) and 18-34 (84%). There was little difference between Black, Hispanic, and White Americans to either question.

Question 14. How important, if at all, do you think having arts and culture are to ...

	Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't Know	TOTAL AGREE	TOTAL DISAGREE
<i>Your community's quality of life and livability.</i>	43%	43%	6%	2%	6%	86%	8%
<i>Your community's businesses, economy, and local jobs.</i>	36%	43%	12%	2%	6%	79%	14%

(N=3,062)

ARTS AND CULTURE IMPROVE THE IMAGE AND IDENTITY OF OUR COMMUNITIES AND IS A TOURISM DRIVER.

70% of Americans agree that the arts “improve the image and identity” of their community, and 63% say arts and culture “inspire a sense of pride” in their community. Americans also agree that the arts attract travelers and are good for tourism (79%), and 53% of Americans consider their vacation destination’s arts and culture experiences when deciding whether to visit.

Two-thirds feel it is “important for artists to be able to afford housing and create in my community” (67%). Those with a college degree, employed, and/or aged 18-54 were most likely to agree.

In response to the prompt, “If I were moving for a job, I would strongly consider whether the area is rich in arts and culture when deciding where to move,” an even 50% agree with this statement. Those with a college degree and children in the household were more likely to agree, and Black Americans (59%) and Hispanic Americans (57%) were more likely than White Americans (47%) to say they strongly consider arts and culture before moving to a new location.

Question 15. To what extent do you agree or disagree with the following statements?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
<i>The arts attract travelers and are good for tourism.</i>	39%	40%	14%	2%	2%	4%	79%	4%
<i>The arts improve the image and identity of my community.</i>	33%	37%	20%	3%	2%	4%	70%	6%
<i>It is important for artists to be able to afford housing and create in my community.</i>	32%	35%	24%	3%	2%	4%	67%	5%
<i>Arts and culture inspire a sense of pride in my neighborhood and community.</i>	28%	35%	24%	5%	2%	5%	63%	8%
<i>When planning a vacation, I consider the destination's arts and culture experiences when deciding where to visit.</i>	20%	33%	25%	11%	8%	3%	53%	19%
<i>If I were moving for a job, I would strongly consider whether the area is rich in arts and culture when deciding where to move.</i>	21%	30%	28%	9%	9%	3%	50%	19%

(N=3,062)

IF A DOCTOR PRESCRIBED PARTICIPATING IN THE ARTS AS PART OF A HEALING REGIMEN, AMERICANS WILL DO IT!

Three-in-four Americans (75%) say that if their doctor wrote them a prescription to “participate in the arts as a means of improving your physical or mental health (e.g., singing in a choir, taking a ceramics class, dancing, or joining a book club),” they would likely follow that recommendation.

Women, those with children in the household, and/or higher income households are most likely to follow this recommendation. Millennials (81%) were more likely than Gen X (72%) or Baby Boomers (69%) to agree.

Question 16. If your doctor wrote you a prescription to participate in the arts as a means of improving your physical or mental health (singing in a choir, taking a ceramics class, dancing, or joining a book club, etc.), how likely are you to follow their recommendation?

Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't Know	TOTAL LIKELY	TOTAL UNLIKELY
37%	38%	12%	5%	8%	75%	18%

(N=3,062)

HALF OF AMERICAN ADULTS SING IN THE SHOWER AND TWO-THIRDS BELIEVE TATTOOS ARE A FORM OF ART.

Regardless of if and how we engage in the arts, 60% of the American adult population agree that, “Yes, the arts have helped me cope during times of mental or emotional distress.” This is especially true of Americans who live in urban areas (68%), compared to suburban (57%) and rural (56%) areas. Millennials were especially likely to say this (73%) compared to Gen X (64%) and Baby Boomers (40%). There were no significant racial or ethnic differences among Americans.

More than half of Americans admit to “singing in the shower or when no one else is listening” (56%). People who have children in their homes were also more likely to agree with this than people without children in the home (70% vs. 50%). Men and women were equally likely to agree to this (53% and 58%, respectively.)

While one-third of the adult population says they have a tattoo (36%), two-thirds believe that tattoos are a form of art (66%). Hispanic Americans (72%) were more likely to say this than White Americans (63%). Generational differences were most pronounced for this belief with Gen Z (80%), Millennials (83%), and Gen Xers (70%) believing tattoos are art compared to just 40% of Baby Boomers.

Who is currently sporting a tattoo? 56% of Millennials, 43% of Gen Zers, 41% of Gen Xers (41%) have tattoos compared to just 12% of Baby Boomers.

34% of Americans say they believe Artificial Intelligence (AI) can produce original works of art, compared to 38% who say they don’t believe this and 28% who don’t know. Americans who live in urban areas (42%) were more likely to believe this than Americans in suburban (31%) or rural (28%) areas. Belief that AI can produce original works of art is higher among younger Americans, with Millennials most likely to agree (46%) when compared to Gen Xers (32%), Gen Zers (37%), and Baby Boomers (23%).

Just under half of Americans believe that social media content creators are a type of artist (46%), while 36% do not believe this and 18% don’t know. Black Americans (62%) were more likely than White Americans (41%) and Hispanic Americans (49%) to say that social media content creators are a type of artist. Again, younger generations are more likely than older ones to agree.

Question 17. Are any of the following statements true for you?

	YES, True for Me	NO, Not True for Me	Don't Know
<i>I believe tattoos are a kind of art.</i>	66%	26%	8%
<i>The arts have helped me cope during times of mental or emotional distress.</i>	60%	29%	11%
<i>I sing in the shower or when no one else is listening.</i>	56%	41%	3%
<i>I believe social media content creators are a type of artist.</i>	46%	36%	18%
<i>I have one or more tattoos.</i>	36%	61%	3%
<i>I believe Artificial Intelligence (AI) can produce original works of art (images, writing pieces, etc.).</i>	34%	38%	28%

(N=3,062)

MOST AMERICANS APPROVE OF THE GOVERNMENT FUNDING NONPROFIT ARTS AND CULTURE ORGANIZATIONS.

A majority of Americans approve of governments at all levels (i.e., local, state, and federal) providing funding to nonprofit arts and culture organizations.

- **Local government:** 70% approve of local government funding their local arts agencies to organize and/or fund programs such as festivals, public art, performances, and exhibitions.
- **State government:** 66% approve of state government funding their state arts agencies to ensure every area in the state, from rural to urban, receives arts funding and support.
- **Federal government:** 66% approve funding the National Endowment for the Arts to support arts and arts education at the national, state, and local levels.

Democrats were more likely to approve of this type of spending (about four in five approve of all three levels of government), but a majority of Republicans and Independents also approve (approximately 3-in-5 Republicans and Independents approve). Likely voters are also significantly more likely to support government funding at all three levels as compared to unlikely voters (about 7-in-10 vs. slightly more than half).

As in past studies, local governments receive the highest level of support (70%) followed by states (66%) and the federal government (66%). Fewer than 1-in-10 Americans disapprove of local governments (6%), state governments (7%), and the federal government (9%) investing in nonprofit arts and culture organizations.

Question 18. Do you approve or disapprove of the government investing in nonprofit arts and culture ORGANIZATIONS when provided by the following?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
Local Government (Local arts agencies organize and/or fund programs such as festivals, public art, performances, and exhibitions.).	34%	35%	20%	4%	2%	5%	70%	6%
State Government (State arts agencies ensure every area in the state, from rural to urban, receives arts funding and support).	32%	34%	22%	4%	3%	6%	66%	7%
Federal Government (National Endowment for the Arts funds arts and arts education at the national, state, and local levels).	32%	33%	20%	5%	4%	5%	66%	9%

(N=3,062)

AMERICANS APPROVE OF THE GOVERNMENT FUNDING OF INDIVIDUAL ARTISTS.

The majority of Americans approve of government funding individual artists through community-based arts programs, local art projects, commissions, and awards like the National Heritage Fellowships.

- **Local government:** 61% approve of local government funding their local arts agencies to support artists for work such as public art projects, arts education, and community-based arts programs.
- **State government:** 59% approve of state government funding their state arts agencies to support artists for work such as public performances, arts commissions, arts education, and community residencies.
- **Federal government:** 57% approve funding the National Endowment for the Arts to provide honorary awards to artists such as National Heritage Fellowships and National Jazz Masters Fellowships.

Likely voters are more likely to support government funding than unlikely voters. While Democrats were more likely than Republicans and Independents to approve of this type of spending (approximately seven in ten approve), a majority of Republicans and Independents also approve (just over half).

Americans in urban areas were more likely than those in suburban and rural areas to approve of this spending as are those in higher income households. Those aged 18-54 are more likely to support government funding of individual artists than those aged 55+.

Question 19. Do you approve or disapprove of the government funding INDIVIDUAL ARTISTS when provided by the following?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DISAGREE
Local Government (Local arts agencies support for artists includes public art projects, arts education, and community-based arts programs.)	29%	31%	25%	4%	5%	6%	61%	9%
State Government (State arts agencies fund artists to do public performances, commissions, arts education, and community residencies.)	28%	32%	25%	6%	4%	5%	59%	10%
Federal Government (The National Endowment for the Arts provides honorary awards to artists such as National Heritage Fellowships and National Jazz Masters Fellowships.)	26%	31%	24%	7%	6%	6%	57%	13%

(N=3,062)

GOVERNMENT FUNDING OF COMMUNITY-ORIENTED ARTS AND CULTURE PROGRAMS HAS HIGH PUBLIC VALUE.

Americans are in favor of government funding the arts for a variety of different reasons, though approval is especially high for programs with an identified social and community benefit.

More than 4-in-5 Americans favor government funding of the arts to help military service members cope with trauma and to improve their general well-being (84%) and helping military service members transition back into civilian life (82%). Using the arts to “help military families cope with the challenges of military life” is supported by 82% of the public. More than 4-in-5 Democrats, Republicans, and Independents support this work.

Similarly high levels of support can be found for arts programs that promote positive social behaviors for young Americans (83%), and to support arts education programs in school for grades pre-K to 12 students (83%).

Also receiving high levels of support were arts and culture programs for older adults to help with loneliness and isolation (81%) as well as arts education enrichment programs for all ages (76%).

Three-quarters of the population support government funding to “provide arts in parks, downtown areas, and other public places” (79%) as well as “revitalizing abandoned or blighted areas” (76%).

Two-thirds favor “financially supporting creative businesses such as digital arts services, art galleries, maker spaces, Independent music venues, and other commercial arts enterprises.” Black Americans (76%) were more likely than White Americans (64%) to say they favor supporting creative businesses through government funding.

Likely voters were more likely to be in favor of funding these initiatives than those who are unlikely to vote. Respondents who identify as Democrats, Republicans, and Independents all show strong support for these arts and community development initiatives.

Question 20. Do you favor or oppose the government funding the arts for the following purposes?

	Favor	Oppose	Don't Know
<i>To help military service members cope with trauma and improve their health and well-being.</i>	84%	6%	11%
<i>To promote positive social behaviors for youth.</i>	83%	7%	10%
<i>To financially support arts education programs in school for grades pre-K to 12 students.</i>	83%	7%	10%
<i>To help returning military service members and veterans in their transition back to civilian life.</i>	82%	6%	12%
<i>To help military families cope with the challenges of military life.</i>	82%	6%	12%
<i>To provide arts and culture programs for older adults (to help with loneliness and isolation).</i>	81%	7%	12%
<i>To provide art in parks, downtown areas, and other public places.</i>	79%	8%	12%
<i>To revitalize abandoned or blighted areas.</i>	76%	10%	14%
<i>To financially support arts education and enrichment programs for all ages (lifelong learning).</i>	76%	10%	14%
<i>To increase tourism.</i>	66%	14%	20%
<i>To financially support creative businesses such as digital arts services, art galleries, maker spaces, independent music venues, and other commercial arts enterprises.</i>	66%	15%	19%

(N=3,062)

BY A LARGE MARGIN, AMERICANS FAVOR FUNDING PROGRAMS WITH SOCIAL IMPACT.

When asked about general social issues, most Americans favor government funding of arts and culture to address education (82%), mental health (81%), healthcare (78%), jobs and economic development (72%), public safety (71%), race or community relations (69%), and the environment (68%). A majority of Americans were also in support of funding the arts to address affordable housing (65%), transportation and infrastructure (59%), and immigration (51%).

Likely voters were more likely to favor funding arts and culture to address education (84%), mental health (83%), and healthcare (80%). For other issues, there is little difference between likely and unlikely voters.

Question 21. Do you favor or oppose the government funding arts and culture to address the following issues?

	Favor	Oppose	Don't Know
<i>Education</i>	82%	8%	11%
<i>Mental health</i>	81%	9%	10%
<i>Healthcare and healing</i>	78%	10%	12%
<i>Jobs and economic development</i>	72%	13%	15%
<i>Public safety</i>	71%	14%	16%
<i>Race or community relations</i>	69%	16%	16%
<i>Environment</i>	68%	15%	16%
<i>Affordable housing</i>	65%	18%	18%
<i>Transportation/infrastructure</i>	59%	18%	23%
<i>Immigration</i>	51%	25%	24%

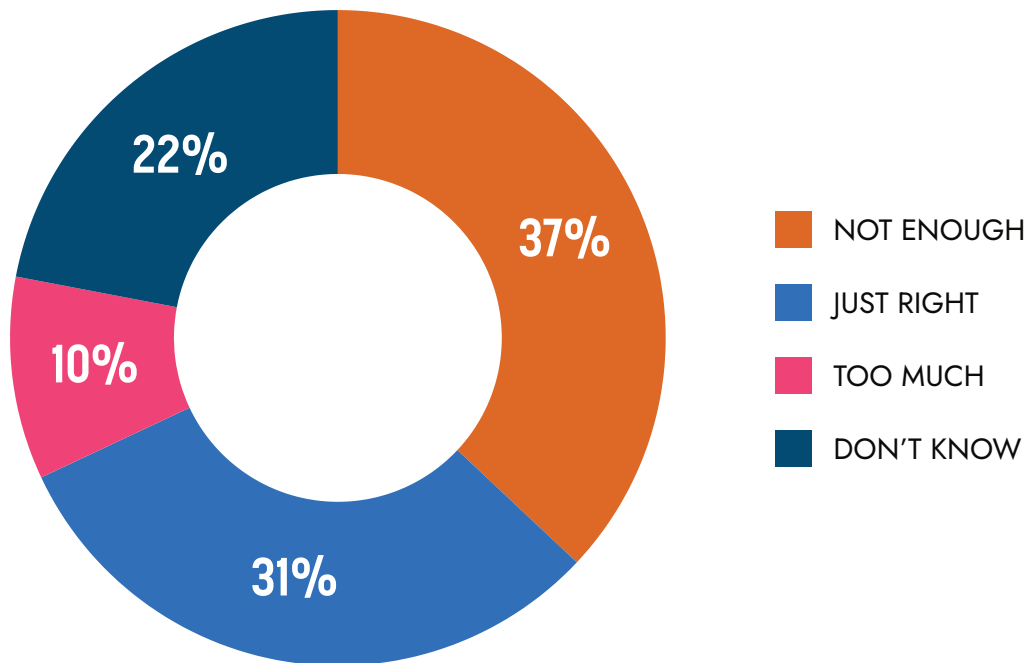
(N=3,062)

AMERICANS BELIEVE THE FEDERAL GOVERNMENT'S CURRENT SPENDING OF 62 CENTS, PER PERSON, ON FUNDING TO THE NATIONAL ENDOWMENT FOR THE ARTS IS NOT ENOUGH.

Congress appropriated \$207 million to the National Endowment for the Arts in 2023 to support nonprofit arts and culture organizations, such as museums, theaters, and community arts centers. Nationally, that amounts to 62 cents per person. More than one-third of the population (37%) said this spending level was not enough. 10% said it is too much, 31% say it is just right, and 22% don't know.

Democrats (44%) and Independents (43%) were significantly more likely than Republicans (26%) to say this dollar amount is not enough. One-third of Democrats (33%) and Republicans (34%) say this spending is just right. Nearly one in five Republicans (18%) say this amount is too much, compared to just 7% of Democrats and 5% of Independents. Likely voters were slightly more inclined to feel this was not enough than unlikely voters (38% vs. 32%). Women were more likely to say it's not enough than men (42% vs. 32%).

Question 22. The federal government, through the National Endowment for the Arts, spends 62 cents per person on nonprofit arts and culture organizations in the U.S. (such as museums, theaters, and community arts centers). In your opinion, is this . . . ?



(N=3,062)

A MAJORITY OF AMERICANS APPROVE OF INCREASING FUNDING TO THE NATIONAL ENDOWMENT FOR THE ARTS FROM 62 CENTS, PER PERSON, TO \$1.00 PER PERSON.

More than half of Americans say they approve of increasing arts spending from 62 cents to \$1, per person, through the National Endowment of the arts (54%). Just 15% say they disapprove, and 20% are neutral.

Democrats overwhelmingly approve of this spending increase (71%), compared to two in five Republicans (43%) and nearly half of Independents (47%). Likely voters (57%) were more likely to say they approve of this spending than not (17%), and also more likely than unlikely voters to approve (45%).

Question 23. Would you approve or disapprove of the federal government increasing arts spending through the National Endowment for the Arts from 62 cents to \$1 per person in the U.S.?

<i>Strongly approve</i>	28%
<i>Somewhat approve</i>	26%
<i>Neither approve nor disapprove</i>	20%
<i>Somewhat disapprove</i>	7%
<i>Strongly disapprove</i>	8%
<i>Don't know</i>	11%
TOTAL APPROVE	54%
TOTAL DISAPPROVE	15%

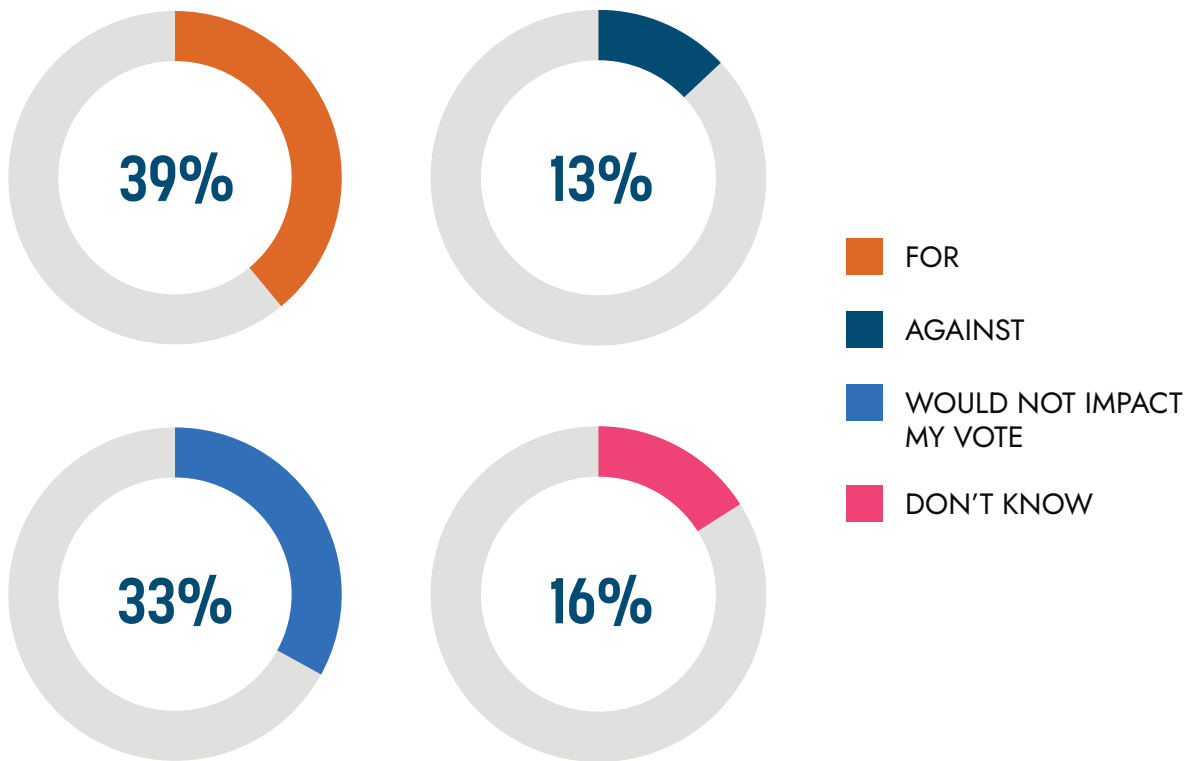
(N=3,062)

POLITICAL CANDIDATES CAN FEEL SECURE INCREASING FUNDING TO THE NATIONAL ENDOWMENT FOR THE ARTS FROM 62 CENTS TO \$1.00, PER PERSON.

Politicians who increase government arts funding won't be penalized by voters at the ballot box. All else being equal, a political candidate who wanted to increase federal spending on nonprofit arts and culture organizations from 62 cents, per person, to \$1, per person, would enjoy a net-positive impact from voters. 39% of Americans said they would vote for this candidate compared to just 13% who would vote against them. One-third said this position would have no impact on their vote (33%).

This was especially true among Democrats. 56% say they would vote for this candidate, 9% would vote against, and 26% say there would be no impact. Republicans were more split, with 28% reporting they would vote for this candidate, 22% would vote against, and 36% said there would be no impact. 32% of Independents would vote for the candidate, 8% against, and 40% said it would not impact their vote. Those with children in the household, a college degree, and/or living in an urban community are more likely to vote for the candidate who increases arts funding.

Question 24. All else being equal, would you vote for or against a political candidate who wanted to increase federal spending on nonprofit arts and culture organizations from 62 cents per person to \$1 per person?



(N=3,062)

SUPPORTING ARTS AND CULTURE ORGANIZATIONS IS GOOD FOR BUSINESS AND CUSTOMER RELATIONS.

Companies that support or partner with arts and culture organizations would enjoy a net positive impact from their sponsorship from consumers. 36% of Americans say they would be more likely to purchase from a company that did this. Just 4% said they would be less likely to purchase from the company. Slightly less than half said it would have no impact (46%).

Consumers between 18-54 are more likely to support the arts-sponsoring company compared to those 55 and older. Higher income, a college degree, and/or children in the household are also likely to patronize these businesses.

Question 25. If a company in your region was noted for its partnership and support of arts and culture (festivals, public broadcasting, performing or visual arts, etc.), how would that affect your purchasing behaviors towards that company, if at all?

<i>I would be more likely to buy from that company</i>	36%
<i>It would not affect my purchasing choice</i>	46%
<i>I would be less likely to buy from that company</i>	4%
<i>Don't know</i>	14%

(N=3,062)

ABOUT THE STUDY

This report details the findings from a public opinion poll by Ipsos Public Affairs conducted between July 5-11, 2023, on behalf of Americans for the Arts. For this survey, a sample of 3,062 adults age 18+ from the continental U.S., Alaska, and Hawaii were interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2022 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, education, and political party identification.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.2 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=3,062$, $DEFF=1.5$ adjusted Confidence Interval= ± 3.7 percentage points).