

**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.**

1. **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 overall health and well-being.”
2. **Most of us seek out art experiences.** 79% of Americans visited, attended, or watched an arts or culture event in person during the previous year. As in past surveys, the 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.
3. **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.”
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 at home or in the community.
5. **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.”
6. **Americans show unequivocal and overwhelming support for arts education.** Nine-in-10 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). Seventy percent of American adults agree that “The arts help students perform better academically,” with one-third “strongly agreeing” with this statement.
7. **The arts boost 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.”
8. **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%).
9. **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.
10. **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.”

Americans Speak Out About the Arts in 2023 was conducted by Ipsos Public Affairs on behalf of Americans for the Arts in July 2023. It is based on a national representative sample of 3,062 adults, ensuring diverse representation and statistical reliability in the findings and making it one of the largest studies of its kind ever conducted.

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