



**2022 FACTS & FIGURES**

# MAKE YOUR CASE FOR THE ARTS.

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## Top 10 Reasons to Support the Arts in 2022

**The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and economically—benefits that persist even during a pandemic that has been devastating to the arts. The following 10 reasons show why an investment in artists, creative workers, and arts organizations is vital to the nation’s post-pandemic healing and recovery.**

1. **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
2. **Arts improve individual well-being.** 81% of the population says the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 73% feel the arts give them “pure pleasure to experience and participate in.”
3. **Arts strengthen the economy.** The nation’s arts and culture sector—nonprofit, commercial, education—is an \$876.7 billion industry that supports 4.6 million jobs (2020). That is 4.2% of the nation’s economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and utilities. The arts boast a \$33 billion international trade surplus (2019). The arts accelerate economic recovery: a growth in arts employment has a positive and causal effect on overall employment.
4. **Arts drive tourism and revenue to local businesses.** The *nonprofit* arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations *and their audiences*—which supports 4.6 million jobs and generates \$27.5 billion in government revenue. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences.
5. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socioeconomic strata. Yet the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 91% of Americans believe that arts are part of a well-rounded K-12 education.
6. **Arts spark creativity and innovation.** *Creativity* is among the top five applied skills sought by business leaders—per the Conference Board’s *Ready to Innovate* report—with 72% saying creativity is of “high importance” when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged as an *arts maker* than other scientists.
7. **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
8. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
9. **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
10. **Arts Strengthen Mental Health.** The arts are an effective resource in reducing depression and anxiety and increasing life satisfaction. Just 30 minutes of active arts activities daily can combat the ill effects of isolation and loneliness associated with COVID-19.



## What Americans Say About the Arts

**Americans are highly engaged in the arts and believe more strongly than ever that the arts promote personal well-being, help us understand other cultures in our community, are essential to a well-rounded K-12 education, and that government has an important role in funding the arts.** (Data from *Americans Speak Out About the Arts in 2018*.\*)

1. **“The arts provide meaning to our lives.”** 69% of Americans believe the arts “lift me up beyond everyday experiences,” 73% feel the arts give them “pure pleasure to experience and participate in,” and 81% say the arts are a “positive experience in a troubled world.”
2. **“The arts unify our communities.”** The personal benefits of the arts extend beyond the individual to the community. 72% believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better.”
3. **“Most of us seek out arts experiences.”** Nearly three-quarters of the adult population (72%) attended an arts or culture event during the previous year, such as the theater, museum, zoo, or a musical performance.
4. **“We experience the arts in unexpected places.”** Americans also enjoy the arts in “non-traditional” venues, such as a symphony in the park, a performance in an airport, or exhibitions in a hospital or shopping mall (70%).
5. **“There is near universal support for arts education.”** 91% agree that the arts are part of a well-rounded K-12 education. Over 90% say students should receive an education in the arts in elementary school, middle school, and high school. 89% say the arts should also be taught outside of the classroom in the community.
6. **“We support government arts funding at all levels.”** Most Americans approve of arts funding by local government (60%), state government (58%), federal government (54%), and by the National Endowment for the Arts (64%).
7. **“We will vote for candidates who increase arts funding.”** 53% support increasing federal government spending on nonprofit arts organizations (vs. 22% against). Americans are twice as likely to vote for a candidate who increases federal arts spending from 45 cents to \$1 per person than against one (37% vs. 18%).
8. **“We make art in our personal time.”** Half of all Americans are personally involved in art-making activities such as painting, singing in a choir, making crafts, writing poetry, or playing music (47%).
9. **“Creativity boosts job success.”** 55% of employed adults say their job requires them to “be creative and come up with ideas that are new and unique.” An even greater proportion (60%) say that the more creative and innovative they are at their job, the more successful they are in the workplace.
10. **“Cultural institutions add value to our community.”** Whether people engage with the arts or not, 90% believe cultural facilities (theaters, museums, sculpture parks, neighborhood arts centers) improve quality of life, and 86% believe cultural facilities are important to local business and the economy.
11. **“We donate to the arts.”** 24% of the population donated to an arts, culture, or public broadcasting organization in the previous year. Donors were typically younger and had higher incomes and education.
12. **“Not everyone in my community has equal access to the arts.”** Despite many benefits that the arts bring to individuals and communities, just 50% believe that “everyone in their community has equal access to the arts.”

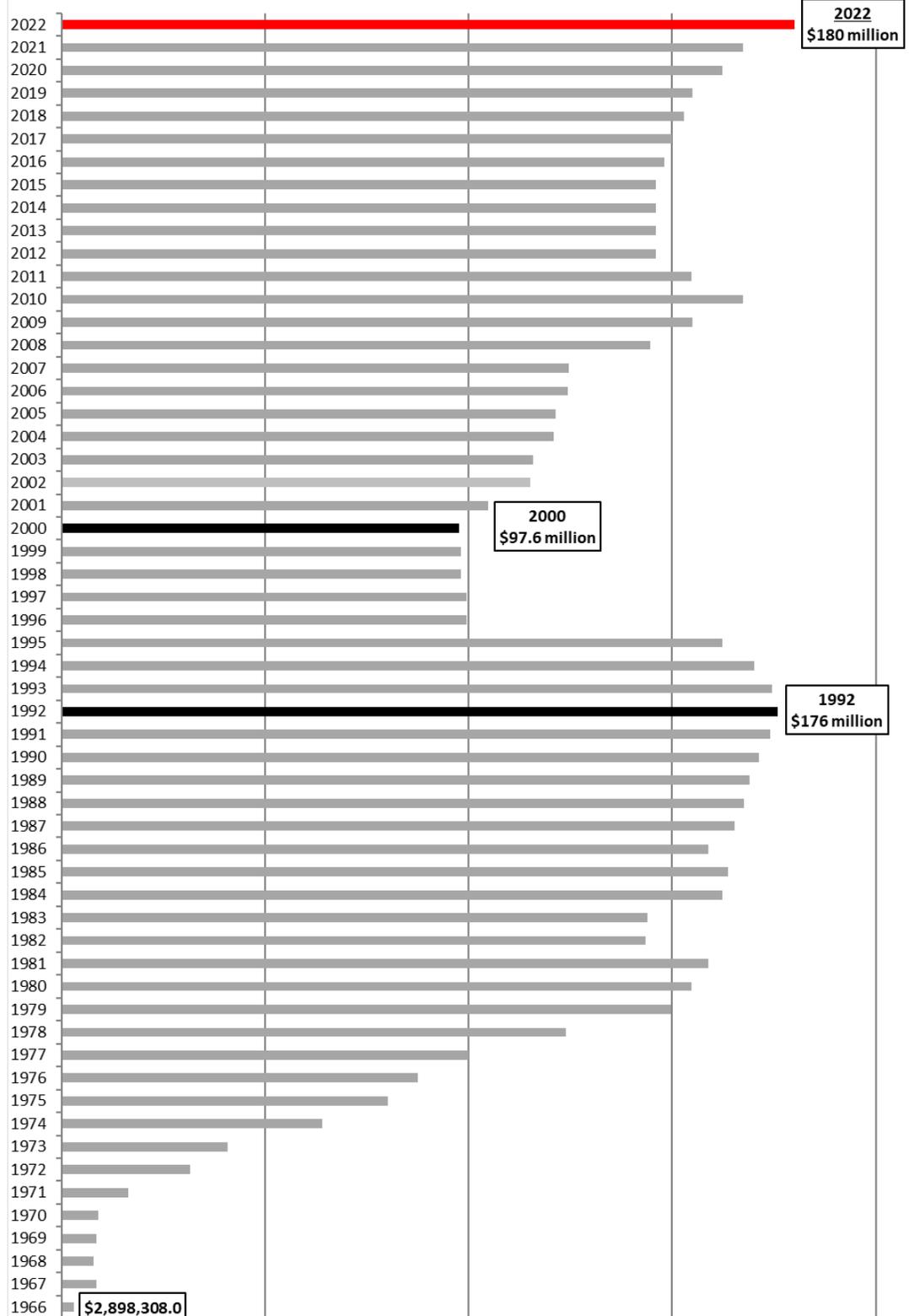
*Americans Speak Out About the Arts in 2018*, conducted by Ipsos Public Affairs for Americans for the Arts in 2018, is based on a nationally representative sample of 3,023 adults.



**Arts Facts . . . National Endowment for the Arts (NEA)**  
 The NEA supports the creation, preservation, and presentation of the arts in America—a profound responsibility, yet funded by Congress at just \$180 million in 2022 (54 cents per capita).

Fiscal Year	Total Funds
2022	\$ 180,000,000
2021	\$ 167,500,000
2020	\$ 162,250,000
2019	\$ 155,000,000
2018	\$ 152,800,000
2017	\$ 150,000,000
2016	\$ 147,949,000
2015	\$ 146,021,000
2014	\$ 146,021,000
2013	\$ 146,020,000
2012	\$ 146,020,992
2011	\$ 154,690,000
2010	\$ 167,500,000
2009	\$ 155,000,000
2008	\$ 144,706,800
2007	\$ 124,561,844
2006	\$ 124,406,353
2005	\$ 121,263,000
2004	\$ 120,971,000
2003	\$ 115,731,000
2002	\$ 115,220,000
2001	\$ 104,769,000
2000	\$ 97,627,600
1999	\$ 97,966,000
1998	\$ 98,000,000
1997	\$ 99,494,000
1996	\$ 99,470,000
1995	\$ 162,311,000
1994	\$ 170,228,000
1993	\$ 174,459,382
1992	\$ 175,954,680
1991	\$ 174,080,737
1990	\$ 171,255,000
1989	\$ 169,090,000
1988	\$ 167,731,000
1987	\$ 165,281,000
1986	\$ 158,822,040
1985	\$ 163,660,000
1984	\$ 162,223,000
1983	\$ 143,875,000
1982	\$ 143,456,000
1981	\$ 158,795,000
1980	\$ 154,610,000
1979	\$ 149,585,000
1978	\$ 123,850,000
1977	\$ 99,872,000
1976	\$ 87,455,000
1975	\$ 80,142,000
1974	\$ 64,025,000
1973	\$ 40,857,000
1972	\$ 31,480,000
1971	\$ 16,420,000
1970	\$ 9,055,000
1969	\$ 8,456,875
1968	\$ 7,774,291
1967	\$ 8,475,692
1966	\$ 2,898,308

## NEA Appropriations History Fiscal Years 1966 to 2022

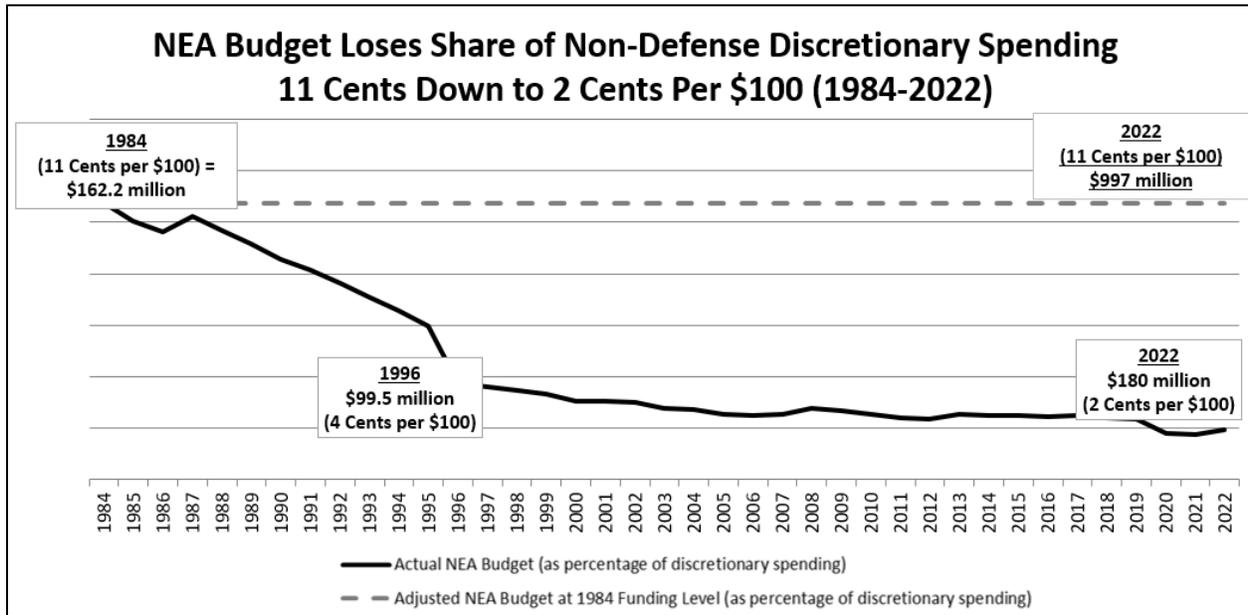




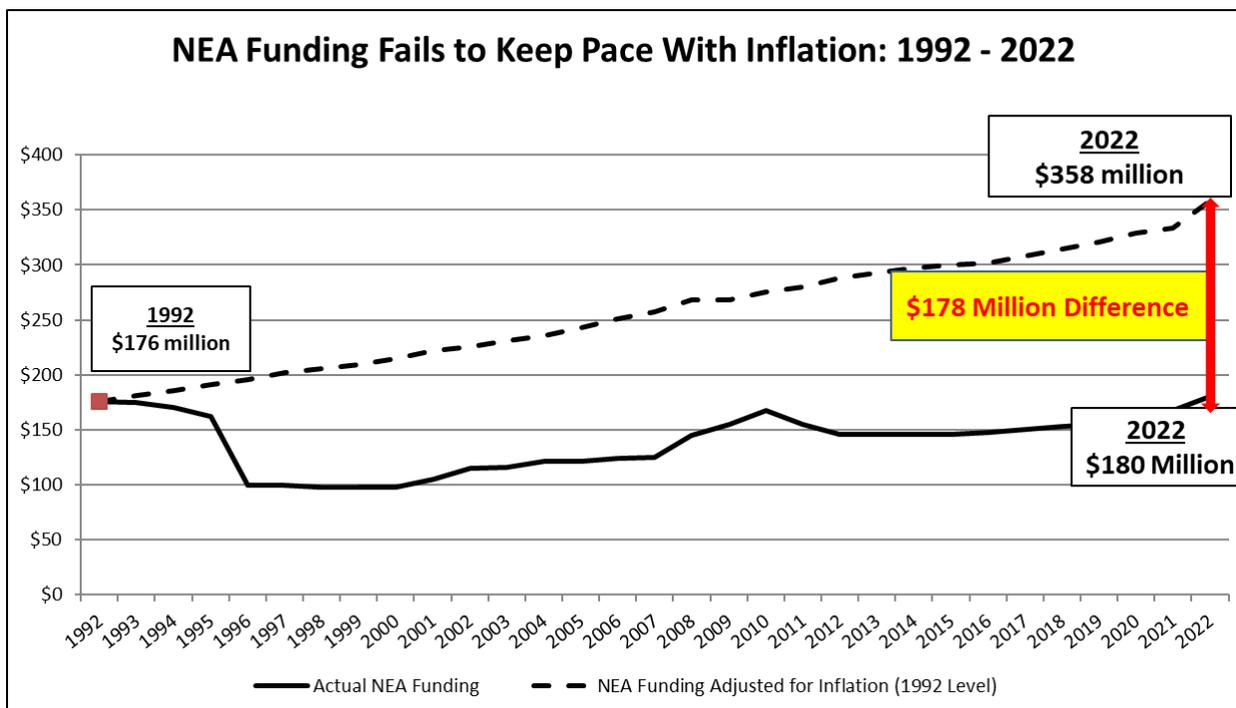
**Arts Facts . . . NEA Funding Fails to Keep Pace with Inflation**

The NEA budget has long failed to keep pace with inflation and its share of federal non-defense discretionary spending. When adjusted for inflation, the NEA's 1992 budget would be twice the actual 2022 budget.

If the National Endowment for the Arts (NEA) had simply maintained its 1984 percentage of non-defense discretionary spending (11 cents per \$100 of spending), the 2022 NEA budget would be \$997 million. In 2022, the NEA receives 2 cents per \$100 of non-defense discretionary spending (\$180 million).



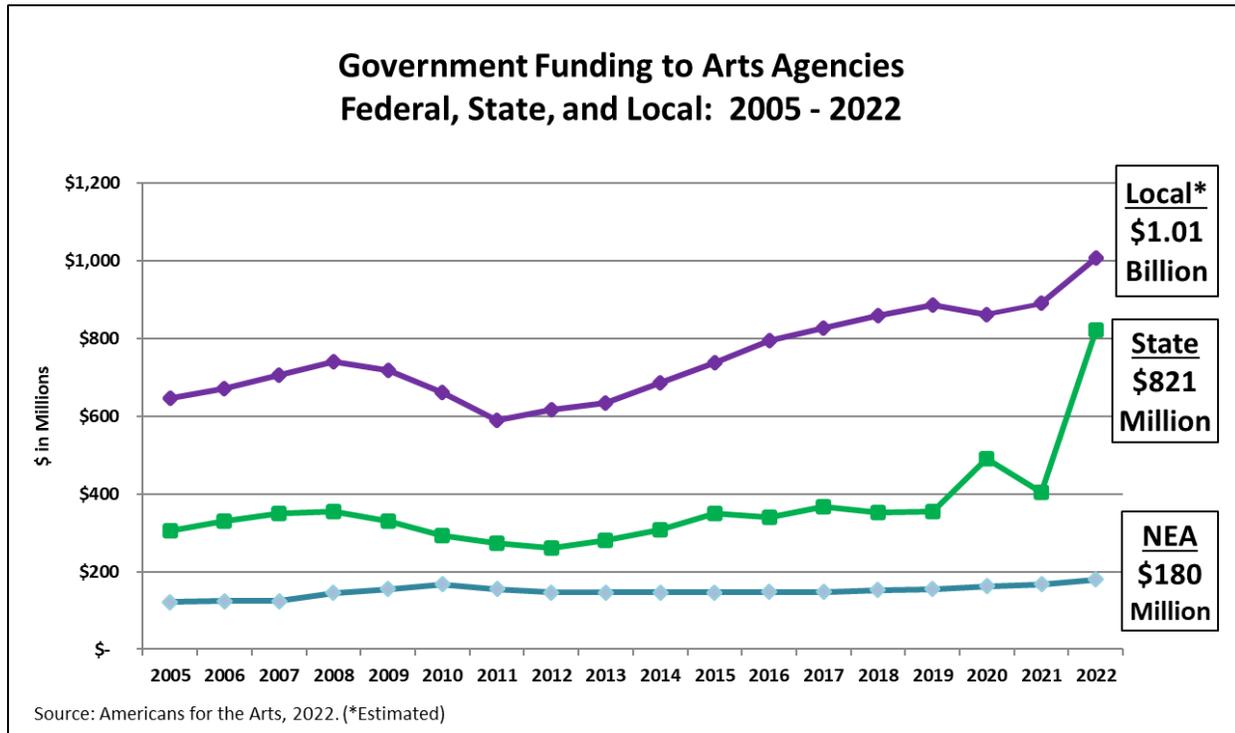
If the NEA's 1992 budget had simply remained constant and was only adjusted for inflation, it would have been \$358 million in 2022, instead of \$180 million, a \$178 million difference.



Source: NEA; Congressional Budget Office. Analysis by Americans for the Arts, 2022.



**Arts Facts . . . Government Funding to Arts Agencies**  
 In 2022, local and state government funding to their arts agencies increased and NEA funding increased to \$180 million, its highest level ever.



- Local** government funding to local arts agencies is an estimated \$1.01 billion in 2022, a 13% increase from 2021. Pandemic relief funding may be the source for much of the increase and it remains to be seen how much will be sustained. There are an estimated 4,500 local arts agencies in the U.S. (\$1.01 billion = \$3.02 per capita)
- State** legislative arts appropriations spiked 104% to \$821 million in 2022, up from \$403 million in 2021. The rebound is likely temporary as many states used an influx from state revenues and federal pandemic relief to support the arts. (\$821 million = \$2.47 per capita)
- Federal** appropriations to the National Endowment for the Arts (NEA) increased to \$180 million in 2022, up from \$167.5 million in 2021. This is the highest level of NEA funding ever, eclipsing the \$176 million appropriation in 1992. When accounting for inflation, however, the 2022 figure has nowhere near the same real dollar value. If the NEA's 1992 budget had remained constant and was only adjusted for inflation, it would be \$358 million in 2022, instead of \$180 million (a \$178 million difference). (\$180 million = 54 cents per capita)

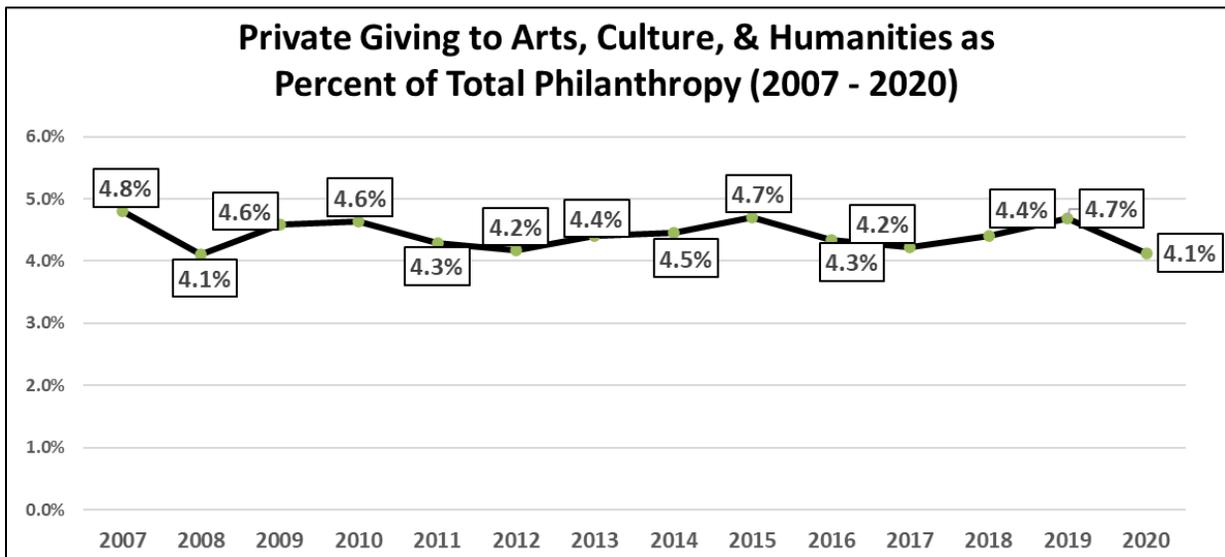
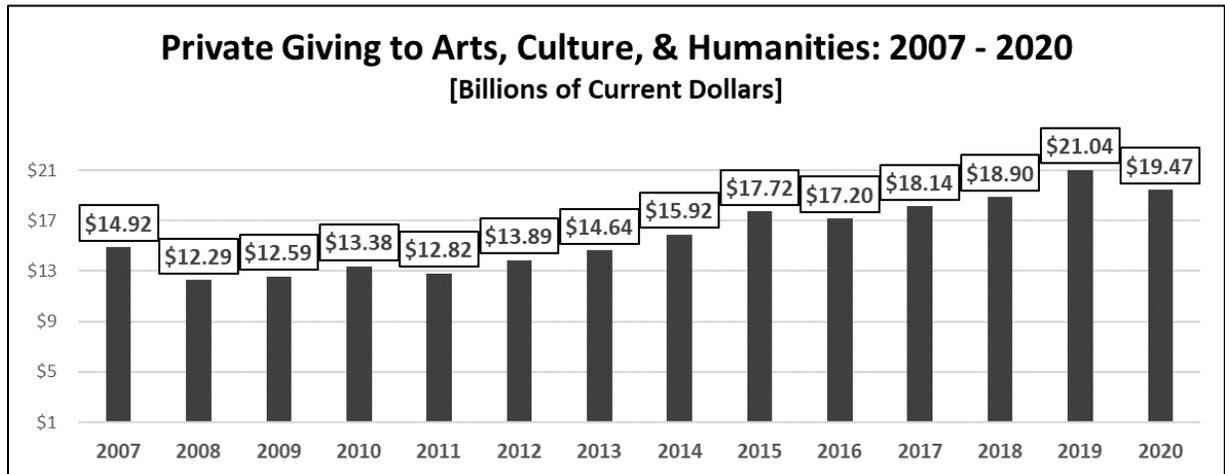
Note: These figures are limited to government funding directly to the NEA, state arts agencies, and local arts agencies. They do not, however, represent the full breadth of government funding, such as legislative line items to culture organizations, facilities, or arts funding by non-arts government agencies.

Sources: Americans for the Arts, National Assembly of State Arts Agencies, and U.S. Census Bureau, 2022.



### Arts Facts . . . Private Sector Philanthropy

Giving to the arts by individuals, foundations, and corporations decreased 7.5% to \$19.47 billion in 2020 (-8.6% when adjusted for inflation) and represented 4.1% of all charitable giving.



- **In 2020, private sector giving to the arts, culture, and humanities—by individuals, foundations, and corporations—was \$19.47 billion, a 7.5% decrease** from a revised \$21.04 billion in 2019. When adjusted for inflation, this represents an 8.6% decrease.
- **As a percentage of all charitable giving, the arts dropped to 4.1%, its lowest share since 2008.** Maintaining a strong and steady share of overall philanthropy demonstrates relevance of the arts sector. Even small fluctuations in the share of total philanthropy have significant financial implications. The arts have historically been *procyclical*, meaning contributions grow faster than average in good economic times and contract faster in bad times.
- **Private contributions to all charities were up 5.1% in 2020 (+3.8% when adjusted for inflation) reaching \$471.44 billion.** Total giving by corporations was down 6.1% \$16.88 billion while foundations soared, increasing 17% to \$88.55 billion. Individual giving maintained an upward trajectory with a 2.2% increase to \$324.10 billion.

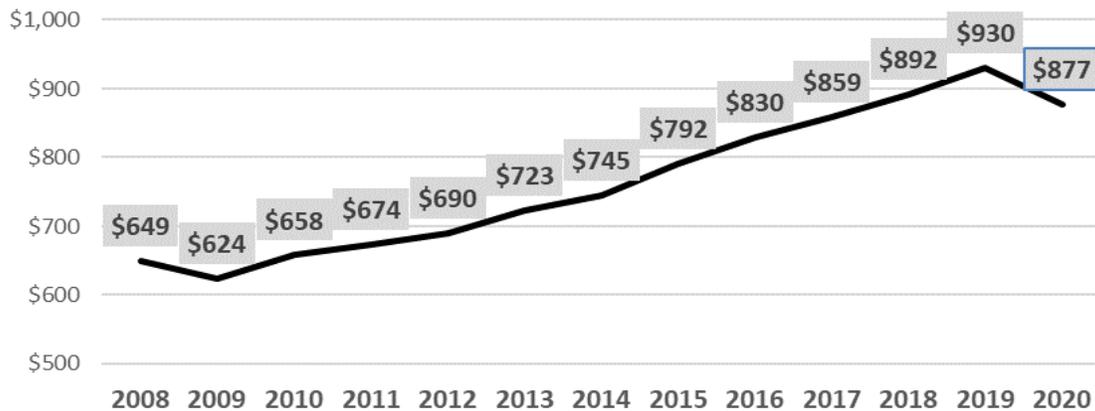
Source: *Giving USA: The Annual Report on Philanthropy for the Year 2020*. Giving USA Foundation, June 2021.



### Arts Facts . . . Arts & Culture = 4.2% of GDP in 2020

According to the U.S. Bureau of Economic Analysis, arts and culture contributed \$876.7 billion to the nation's economy in 2020. This represents 4.2% of the GDP—a larger share of the economy than transportation, agriculture, and utilities.

## Arts & Culture Production in the U.S. Economy [Billions of Current Dollars]



The entire U.S. arts and culture sector (nonprofit, commercial, education) was an \$876.7 billion industry in 2020. This represents 4.2% of the nation's Gross Domestic Product (GDP)—a larger share of the economy than transportation, agriculture, and utilities—according to the [U.S. Bureau of Economic Analysis](#) (BEA). The 2020 figure is a 5.8% decrease from a revised \$930.3 billion in 2019. These findings reflect the first year of the COVID-19 pandemic.

- The arts and culture sector supported 4.6 million wage and salary workers in 2020, down from a pre-pandemic figure of 5.2 million in 2019.
- In 2020, the arts sector decreased 5.8%, which was worse than the overall U.S. economy decrease of 3.4%.
- The BEA and NEA observed the following in their [analysis](#): “In year one of the COVID-19 pandemic, few areas of the U.S. economy were harder hit than the performing arts: Performing arts presenters and performing arts companies joined oil drilling/exploration and air transportation as the steepest-declining areas of the U.S. economy in 2020. After adjusting for inflation, the value added by performing arts presenters (including festivals) fell by nearly 73% between 2019 and 2020.”
- Arts and culture represent an important share of state economies (“Gross State Product” or “GSP”): California (7.5%), Utah (3.5%), Minnesota (2.9%), Vermont (2.9%). Find your state [here](#).
- That the BEA measures arts and culture production in the U.S. is itself an indication of the important role of the arts in building a healthy economy and ensuring our global competitiveness.

Note: The BEA updated its national data for prior years. For example, the previous 2019 figure of \$920 billion is now \$930 billion.

Sources: U.S. Bureau of Economic Analysis, *Arts and Cultural Production Satellite Account* (ACPSA), 2022. (NEA Release [here](#).)

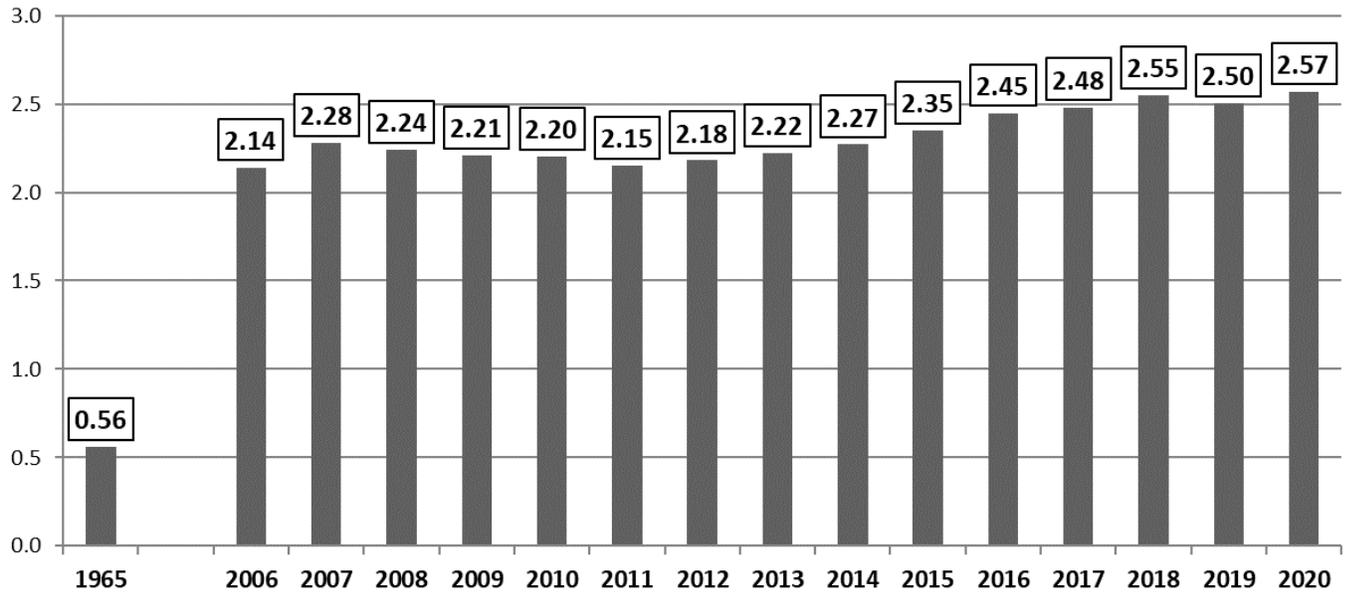


### Arts Facts . . . Artist Employment

As counted by the U.S. Bureau of Labor Statistics, there are 2.6 million artists in the U.S. workforce—1.6% of all workers. The unemployment rate for artists grew from 3.7% in 2019 to 10.3% in 2020.

## Artists in U.S. Workforce: 2006-2020

[millions]



- The U.S. Bureau of Labor Statistics (BLS) reports that there were 2.57 million artists in the U.S. workforce in 2020—representing 1.6% of all workers ages 16 and older.
- In 2020, the unemployment rate for artists was 10.3%, up from 3.7% in 2019. The 2020 unemployment rate for artists remains higher than “Professionals” (4.9%), a category of workers that includes artists and other occupations that generally require college training. The 2020 unemployment rate for the total workforce was 7.8%.
- It is important to note that this analysis of the artist labor force is comprised of just 11 occupational categories: architects; art directors, fine artists, and animators; designers; actors; producers and directors; dancers and choreographers; musicians; announcers; writers and authors; photographers; and other artists and entertainers. While these categories only capture a portion of all artists in the workforce, this methodology has been used by the federal government for over 50 years, which makes it a valuable artist employment trend.
- Also noteworthy is that this is an analysis solely of *artist* employment. It does not include many arts-related jobs such as arts administrators, curators, technical staff, and fundraisers.

Source: National Endowment for the Arts, Office of Research & Analysis, and the U.S. Bureau of Labor Statistics, 2021.

**Arts Facts . . . Economic Impact of the Arts**

According to the most recent study (2017), the nonprofit arts industry generated \$166.3 billion in total economic activity in 2015—supporting 4.6 million jobs and generating \$27.5 billion in government revenue.

## Economic Impact of the Nonprofit Arts and Culture Industry

<b>Total Economic Activity</b>	<b>\$166.3 Billion</b>
Direct spending by nonprofit arts and culture <u>organizations</u>	\$63.8 Billion
Event-related spending by arts <u>audiences</u>	\$102.5 Billion
<b>Total Full-Time Equivalent Jobs Supported</b>	<b>4.6 Million</b>
<b>Total Household Income Generated</b>	<b>\$96.1 Billion</b>
<b>Total Government Revenue Generated</b>	<b>\$27.5 Billion</b>
Federal income tax revenue	\$12.9 Billion
State government revenue	\$7.7 Billion
Local government revenue	\$6.9 Billion

- Nonprofit arts and culture organizations are valued members of the business community. They employ people locally, purchase goods and services in the community, are members of their Chambers of Commerce, and promote their regions.
- In 2015, these organizations—performing and visual arts organizations, festivals, public art programs, municipally owned museums and arts centers, and more—pumped an estimated \$63.8 billion into the nation’s economy. This economic activity leveraged an additional \$102.5 billion in event-related spending by arts audiences. The \$166.3 billion in total economic activity supported 4.6 million full-time equivalent jobs and generated \$27.5 billion in total government revenue.
- When patrons attend an arts event, they may pay for parking, eat at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 212,691 audience surveys conducted for this study, the typical attendee spends \$31.47 per person, per event, beyond the cost of admission. 34% of arts attendees live outside the county in which the arts event takes place; they spend an average of \$47.57 apiece. When asked why they traveled, 69% said it was specifically to attend that arts event.
- *Arts & Economic Prosperity 5* demonstrates that the arts are an industry that supports jobs, generates government revenue, and is a cornerstone of tourism. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business!

Source: *Arts & Economic Prosperity® 5*, Americans for the Arts, 2017. Visit [AmericansForTheArts.org/AEP5](http://AmericansForTheArts.org/AEP5).

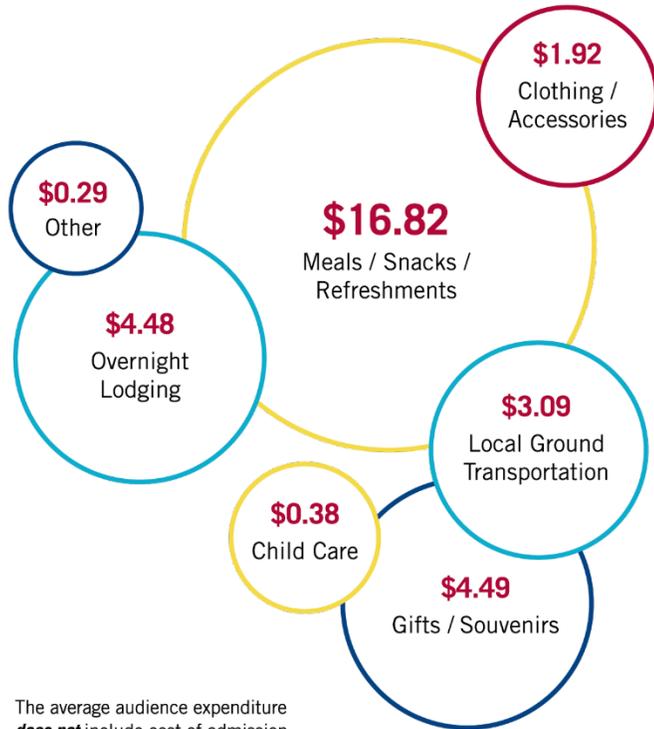
**Arts Facts . . . Spending by Arts Audiences**

The arts leverage significant amounts of event-related spending by their audiences. Attendees to nonprofit arts and culture events spend an average \$31.47 per person, per event (beyond the cost of admission).

**Arts Audiences Spend an Average of \$31.47 Per Person, Per Event  
(Not including admission costs)**

**Average Per Person Per Event**

Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

**Local vs. Nonlocal Arts Audience Spending**

Local Audience Spending // \$23.44



Nonlocal Audience Spending // \$47.57



- When patrons attend an arts event, they may pay for parking, eat at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 212,691 audience surveys conducted in the AEP5 study, the typical attendee spends \$31.47 per person, per event, beyond the cost of admission.
- 34% of attendees came from outside the county in which the arts event took place. They spent twice as much as their local counterparts (\$47.57 vs. \$23.44). When asked WHY they traveled from out of town to attend that arts event, 69% reported that the primary reason for their trip was, "Specifically to attend this arts event." This demonstrates the power of the arts to attract out-of-town visitors.
- Communities that attract culture tourists stand to harness these significant economic rewards. When governments invest in the arts, they are supporting local jobs, generating tax revenues, and fueling a creativity-based economy.
- Visit [AmericansForTheArts.org/AEP5](http://AmericansForTheArts.org/AEP5) for more information on the Arts & Economic Prosperity 5 study.

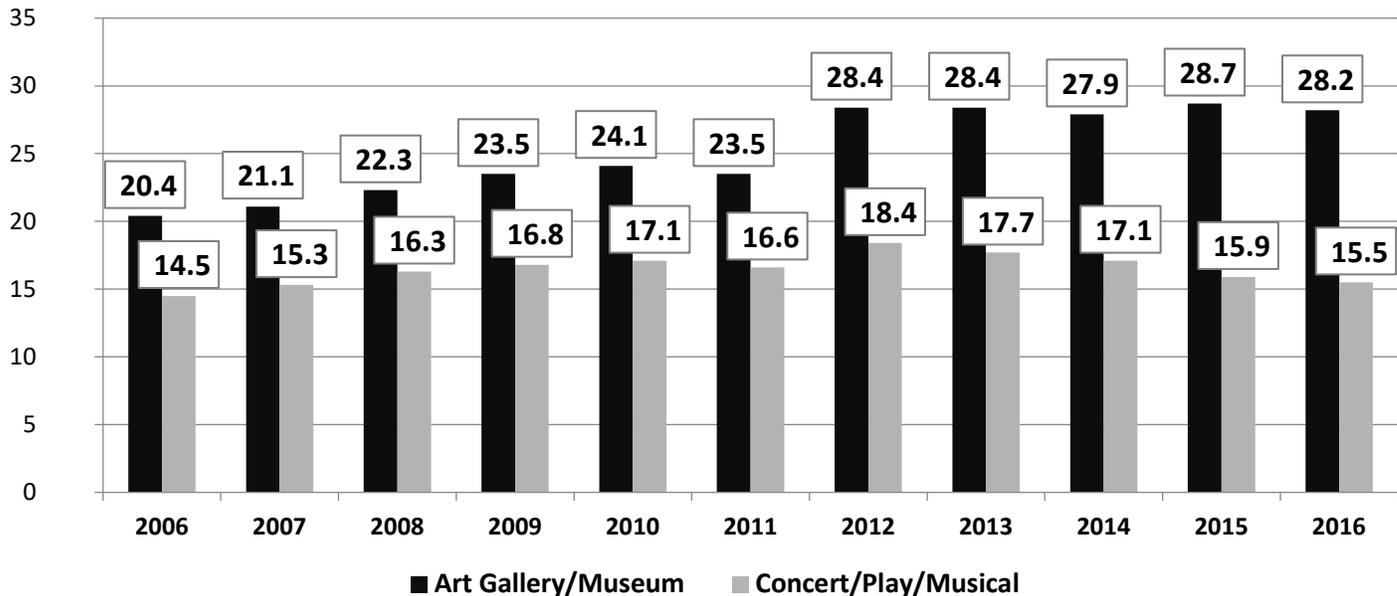
Source: Arts & Economic Prosperity<sup>®</sup> 5, Americans for the Arts, 2017.



### Arts Facts . . . Cultural Tourism

Cultural travelers—both domestic and international—are ideal tourists. They spend more money and stay at their destinations longer.

## Percentage of Foreign Visitors Participating in Arts & Culture While Visiting the U.S. 2006-2016



**U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending.** In 2016, 28% of overseas visitors went to an art gallery or museum, while 16% attended a concert, play, or musical during their visit, per the International Trade Commission in the Department of Commerce. Arts destinations help grow the economy by attracting foreign visitor spending—effectively making the arts an export industry.

**Cultural travelers to the United States out-stay, out-travel, and out-spend other types of international tourists.** In 2016 the overseas cultural tourist's median length of stay was 11 nights (for business travelers the median was 7). 88% of cultural heritage travelers went shopping, and 38% visited more than one state (compared to 79% and 26% of business travelers respectively).

**More than two-thirds (68%) of American adult travelers say they included a cultural, arts, heritage, or historic activity or event** while on a trip of 50 miles or more, one-way, in 2012. This equates to **116** million cultural travelers. Of this group, 28% (**32.5** million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event. Of those who extended their trip, 40% did so by one or more nights.

The United States has exported more arts and culture goods and services than it imported since 2006, including during the Great Recession. In 2014, the arts netted a \$26.4-billion-dollar trade surplus. The arts have outperformed the overall U.S. Balance of Trade—increasing its surplus tenfold from 2006 to 2014—while U.S. goods and services trade has registered a deficit every year over the same period.

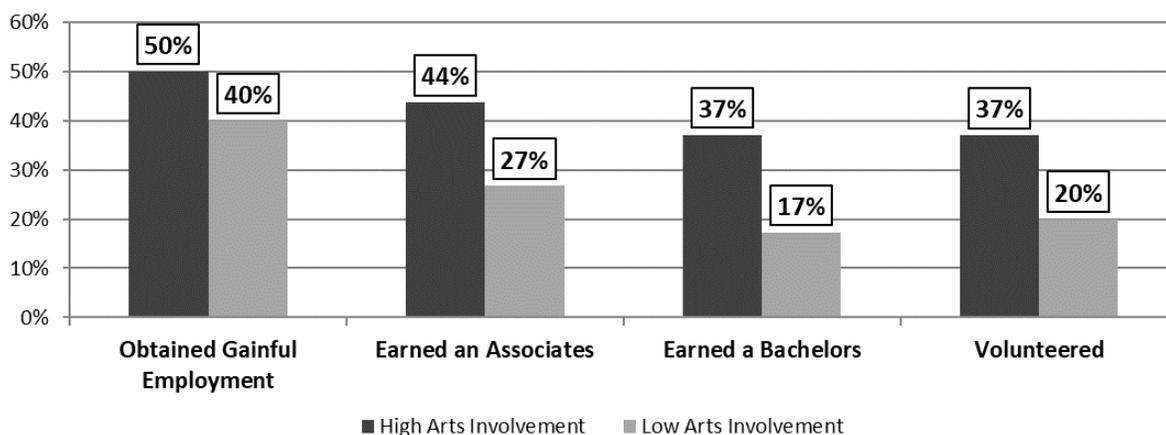
Sources: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis, 2017; Mandala Research, 2013; U.S. Travel Association.



### Arts Facts...Advantages of Arts Learning Continues over Time

Students from low-income backgrounds who are highly engaged in the arts are more than twice as likely as their peers with low arts involvement to earn a bachelor's degree.

## High Arts Involvement Among Students From Low-Income Backgrounds is Related to Finding a Better Job, Earning Degrees, and Volunteering



In the late 1990s, UCLA education researcher, Dr. James Catterall, analyzed data from the National Educational Longitudinal Survey, a study of 25,000 secondary school students, over four years. He found significant connections between high involvements in arts learning and general academic success.

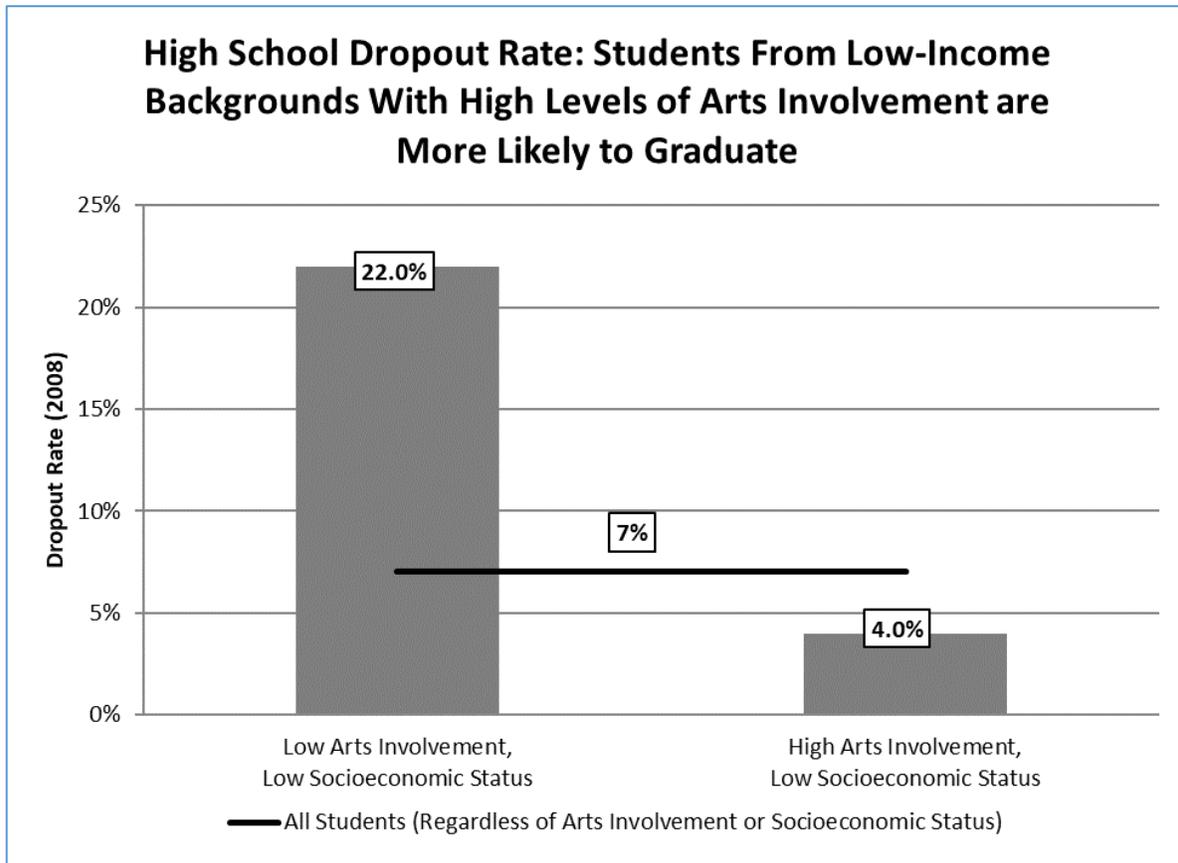
In 2009, Catterall analyzed 10 additional years of data for the exact same cohort of students, now aged 26. The results strongly connect arts learning with continued success in academics and in life.

- The study found significant advantages for “arts engaged low-socioeconomic status [low-SES] students” in college-going and types of employment, as well as strong advantages in volunteerism and voting.
- Employment for the arts students included better jobs with higher pay, more responsibility, more promotion opportunity, and more employee satisfaction.
- Catterall concluded that the benefits to arts-engaged students are measurable and unparalleled. He states: “In the annals of education research, it is hard to find average performance or outcome statistics reported for low-SES students that exceed such measures for the entire population.”

Source: Catterall, James S. (2009). *Doing Well and Doing Good by Doing Art: The Effects of Education in the Visual and Performing Arts on the Achievements and Values of Young Adults*.

**Arts Facts...Improved Academic Performance**

Students who participate in the arts, both in school and after school, demonstrate improved academic performance and lower dropout rates.



- Longitudinal data of 25,000 students demonstrate that involvement in the arts is linked to higher academic performance, increased standardized test scores, more community service, and lower dropout rates (see chart above). These cognitive and developmental benefits are reaped by students regardless of their socioeconomic status.
- The report, *Critical Links*, contains 62 academic research studies that, taken together, demonstrate that arts education helps close the achievement gap, improves academic skills essential for reading and language development, and advances students' motivation to learn.
- Research conducted between 1987 and 1998 on young people working in the arts for at least three hours on three days of each week throughout at least one full year, demonstrated the following:
  - ✓ 4 times more likely to have been recognized for academic achievement.
  - ✓ Being elected to class office within their schools more than 3 times as often.
  - ✓ 4 times more likely to participate in a math and science fair.
  - ✓ 3 times more likely to win an award for school attendance.
  - ✓ 4 times more likely to win an award for writing an essay or poem.

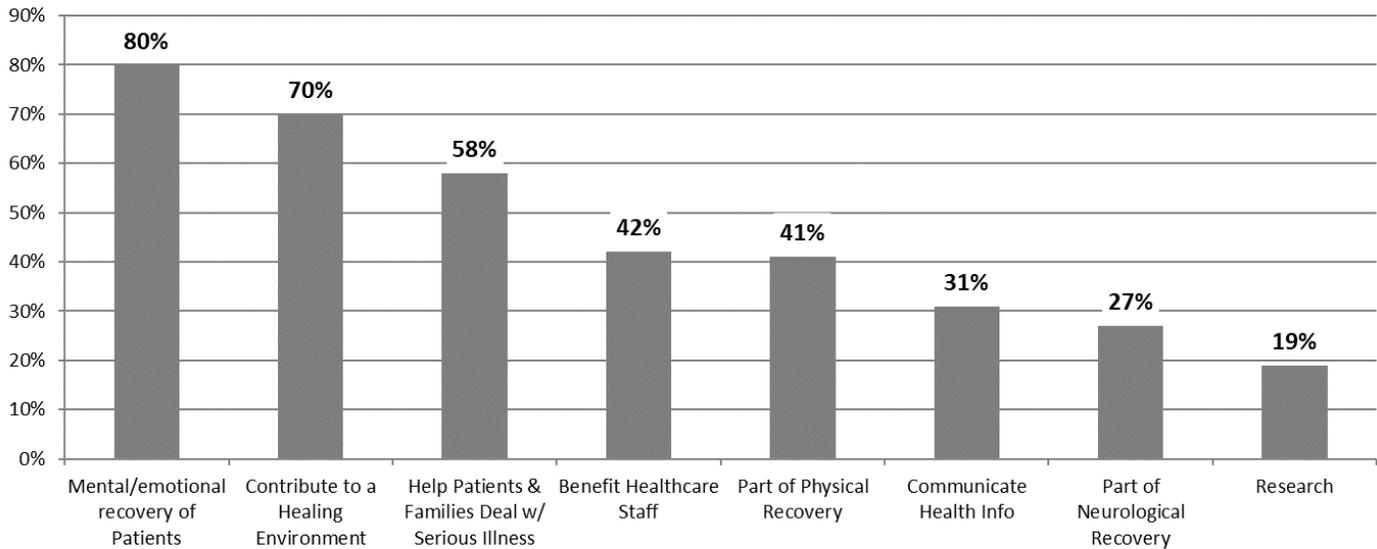
Sources: NEA Office of Research & Analysis (Catterall 2012); Arts Education Partnership (Deasy, 2002); Americans for the Arts (Heath 1998).



### Arts Facts . . . Arts and Healthcare

Nearly half of the nation's healthcare institutions provide arts programming for patients, families, and staff. 80% provide these programs because they benefit patients and create a healing environment.

## Why Healthcare Institutions Invest in the Arts



- A 2007 [national survey](#) about arts programs in healthcare institutions conducted by The Joint Commission—which accredits the nation's 22,000 hospitals and healthcare entities—showed that nearly half (49%) have active arts programs, and all indicators point to a larger percentage today. When hospital administrators were asked, "Why the arts," chief among the responses were that they aid in the mental and emotional recovery of patients (80%) as well as their physical recovery (41%).
- Many programs extend beyond the patients to strengthen the entire healing system: 80% serve patients directly, 58% include the patient's family, and 42% are for staff to help them deal with workplace stress. Arts programs in hospitals have even been shown to [reduce nursing staff turnover](#).
- A landmark study published in [The Gerontologist](#) revealed that weekly arts participation (singing in a choral group) by persons aged 65 and older resulted in better physical and mental health, fewer doctor visits, and less medication usage than the study's non-singing control group. In fact, comparing just medication use and doctor visits, the individuals who sang in the chorus had an annual savings of \$172.91 per year, per participant. Incorporating the arts into elder care can add up to huge savings for Medicare, private insurers, and individuals.
- In addition to humanizing the hospital environment, there is a growing body of research that demonstrates the economic benefits of arts in healthcare programs, including shorter hospital stays, less medication, and fewer doctor visits.

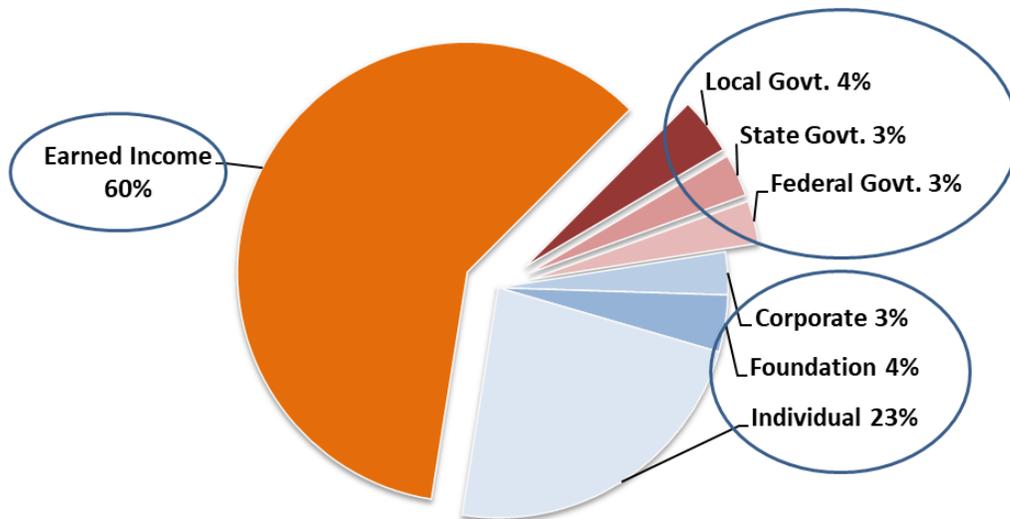
Source: Americans for the Arts, 2021.

### Arts Facts . . . Arts Organization Revenues (Pre-COVID-19)

Revenue from earned income is the largest source of income for nonprofit arts organizations. The remainder must be raised through contributions and grants. Even small fluctuations in contributed revenue can mean deficits for many organizations.

## Revenue Sources for Nonprofit Arts & Culture Organizations

(Pre-Pandemic, Estimated)



Support for the nonprofit arts is a mosaic of funding sources—a delicate 60-30-10 balance of earned revenue, private sector contributions, and government support. The chart above provides a snapshot of the revenue picture for a typical nonprofit arts and culture organization in the U.S. Considering that there are approximately 120,000 such organizations, including public sector ones, the revenue picture for individual organizations can vary widely. These estimates are pre-COVID-19 pandemic.

1. Earned income (60%) represents a little over half of the total revenue pie and includes ticket sales, sponsorships, fundraising events, and investment and endowment income.
2. Private sector (30%) contributions (individual, foundation, and corporate giving) are the second largest portion of the revenue pie. The largest segment is comprised of individuals.
3. Government funding (10%)—local, state, and federal—is the smallest of the three revenue categories, yet is a vital lever in generating private sector contributions. Note that total federal arts support is not limited to the National Endowment for the Arts. It also includes the Kennedy Center, Smithsonian Institution, Corporation for Public Broadcasting, and even arts programming within the agencies such as the U.S. Departments of Justice and Education. Local and state governments have similarly diverse sources of arts funding.

Source: Estimate by Americans for the Arts based on analyses of federal and industry association data. 2020.

Facts & Figures information presented at the 2022 National Arts Action Summit.

**ArtsU.AmericansForTheArts.org/NAAS/2022-Facts-Figures**

The National Arts Action Summit is organized by Americans for the Arts and is cosponsored by dozens of national, regional, state, and local organizations representing thousands of arts, culture, business, civic, and education organizations and individuals nationwide in support of federal policies for the arts and arts education in America.

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