

MEASURING THE ARTS

Measuring the Arts: National Arts Statistics and Evidence-based Reporting Center

The National Endowment for the Arts' (NEA) Office of Research & Analysis created the National Arts Statistics and Evidence-based Reporting Center (NASERC) in 2022 with the goal of providing the public with continuously-updated statistics on the health and vitality of the arts in the United States.

As part of this ongoing work, NASERC has created the Arts Indicators Project to track key measures across four domains: artists and other cultural workers, arts participation, arts and cultural assets, and arts and education. Indicators within these domains summarize important developments and trends in the arts by using the latest statistics, which are updated as new data become available.

NASERC Arts Indicators Framework

The four indicator domains that compose the NASERC Arts Indicators Framework were developed through a literature review, one-on-one interviews, and dataset mapping—all in consultation with a diverse group of field experts. The framework currently consists of just under 20 indicators, each aligned with one of four domains.

Over time, the framework will be expanded to incorporate other domains and indicators. It also will identify cross-cutting themes for special focus, such as engagement of underserved populations, and how the arts intersect with other fields or sectors.

About the Domains

Domain A



Artists and Other Cultural Workers

Indicators in this domain provide a comprehensive description of artists and individuals whose employment involves supporting artists or the arts industry (known as *other cultural workers*).

Domain B



Arts Participants

This domain describes participants in the arts, including the types of activities they pursue and their time use and spending habits.

Domain C



Arts and Cultural Assets

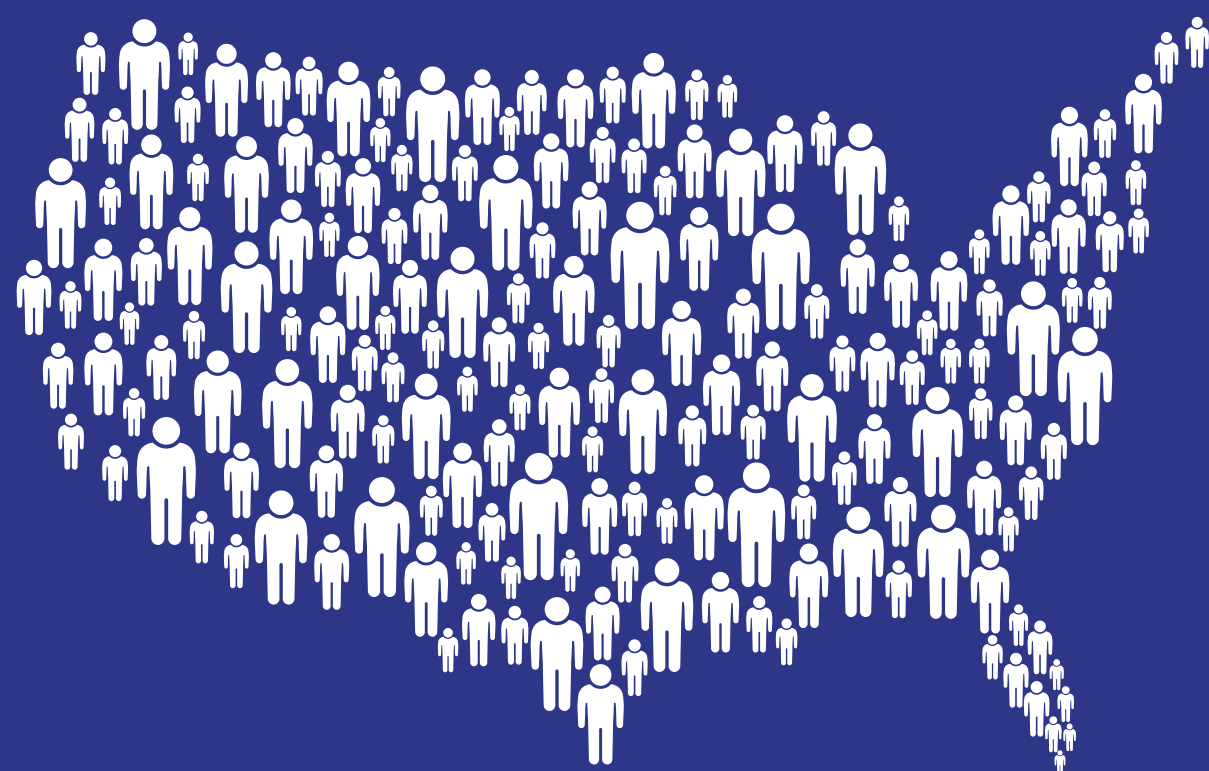
This domain describes the economic impact of the arts in the United States as well as the types of arts funding, arts infrastructure, and the places where arts happen across communities.

Domain D



Arts and Education

This domain describes the extent to which students at elementary, secondary, and postsecondary education levels learn to create and appreciate art. It also describes arts teachers.



Data Sources

The NASERC Arts Indicators Project examined datasets from federal statistical agencies and nongovernmental organizations to create a data asset map. In all, 43 datasets were identified in the data asset map as potential data sources for arts indicators. The arts indicators are based on nationally representative data.

Learn more

- Explore each arts domain and its indicators.
- Read the [technical report](#) for more information about the development process and dataset selection.
- Stay engaged—new indicators and updated statistics will be released as data become available!

Arts and Culture Facts and Figures

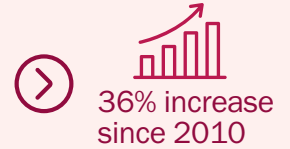


Artists & Other Cultural Workers

In 2023, there were...

2.8 M

Artists
in the total U.S. labor force



1.2 M

Other Cultural Workers
in the total U.S. labor force



Artists were less likely to work full-time, compared to workers in general



Median annual earnings for full-time employed artists ranged from:



31% of artists with bachelor's degree majored in visual or performing arts subjects

\$39,230 - \$99,630

for entertainers

for architects

52%

of U.S. adults **created or performed** any type of art over the last year

38%

of U.S. adults attended any type of **live arts performance**

Arts Participants



Between 2017 and 2022, the overall **rate of adults attending in person arts events decreased**. This drop likely reflects the lingering toll of the COVID-19 pandemic on in-person attendance.



Americans' favorite arts activity was reading for personal interest (enjoyed by 16.5% of Americans on a typical day), according to the American Time Use Survey (2022–2023).

People who reported **participating in arts and crafts** as a hobby on a typical day in 2022–2023 **spent well over two hours** (141 minutes) doing so.





Arts & Cultural Assets

In 2023, the **arts and cultural industries** contributed...

\$1.2 trillion to the U.S. GDP

5.4 M wage-and-salary jobs

Average annual compensation for arts and cultural industries in 2023 was:

\$102,668

ranging from...

\$49,847 - \$171,715

for fine arts schools
(ex: dance, photography,
or pottery studios)

for information services
(ex: broadcasting,
publishing, or web streaming)

33% of artists were
self-employed in 2023, compared
to 10% of the U.S. workforce



Between 2010-2023, there was a
**38% increase in the number of
artists working within the private
sector**, compared to an 9% increase
across the U.S. workforce



In 2022–2023, postsecondary institutions in the U.S. awarded:



127,250

 degrees
in visual and performing arts fields

155,520

 degrees
in other arts-related fields of study

Arts Education



That's 3% and 4%, respectively, of
all degrees awarded in the U.S.

In the 2020-2021 school year,

251,000 arts teachers



were employed at public elementary and
secondary schools

In 2021,

83,000 arts faculty



were employed at post-secondary institutions