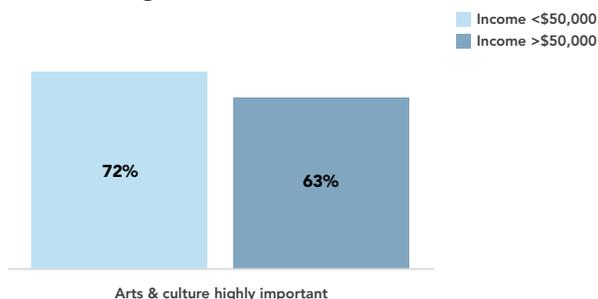


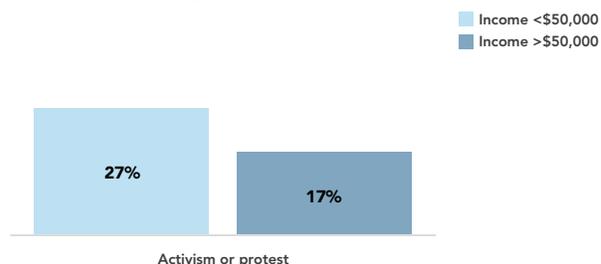
This summary highlights findings by income category in a survey of more than 8,000 people across Massachusetts: 1,366 identified as making less than \$50,000 per year and 5,092 identified as making more than \$50,000. These findings can inform the work of artists, arts organizations, funders, policymakers, arts advocates, and others interested in more deeply connecting arts & culture to the needs and hopes of all residents and communities.

**Arts & culture organizations are especially vital to Commonwealth residents with income below \$50,000.** Almost three-quarters (72%) rated arts & culture organizations as highly important, compared to 63% of residents with income over \$50,000. This pattern is different for Massachusetts than nationally; ratings for the importance of arts & culture organization in the US as a whole are equal across income categories.



**Involvement in community or participatory arts is somewhat higher among Massachusetts residents with lower income. Greater rates of activism or protest account for some of this difference.**

Commonwealth residents with income below \$50,000 are slightly more likely to have done community or participatory arts activities (58% compared to 55% for residents with higher income). Rates of activism or protest are 10 percentage points higher among residents with lower income, 27%, compared to 17% for those with higher income.



**Participation rates are high across income categories in the state.** Regardless of income level, Massachusetts residents have been participating in personal creative activities at the same high rate (92%). Rates for engaging with online arts & culture activities are high for both categories, though slightly less for residents with lower income (72% compared to 75% for those with higher income). Almost all residents had done some in-person arts & culture activity before the pandemic, including 93% of those with income below \$50,000 and 97% of those with higher income.

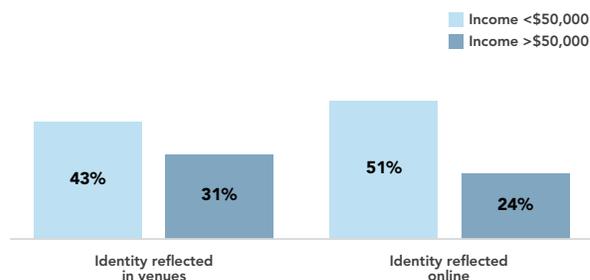
**Residents making less than \$50,000 per year are particularly interested in activities that can support their emotional well-being.** They are more likely than residents with higher income to seek out opportunities to express their feelings (24% vs 15%), to process their emotions (25% vs 13%), and to heal or grieve (25% vs 7%). Those with lower income are also more likely to be engaging with arts & culture content for the purpose of healing than residents with higher income; this includes engagement in personal creative activities (26% vs. 25%) and with arts & culture activities online (14% vs. 8%).



**Online media and sources vary somewhat by income level. Free access is important to many residents with lower income.** Residents who make more than \$50,000 were more likely to listen to podcasts (37% vs. 26% of those making less than \$50,000) and to watch live stream performances (34% vs. 21%). These residents with higher income were more likely to get arts & culture online from individual artists, performers and bands (53% compared to 40% of people with lower income). Those making less than \$50,000 were more likely to get their content from a community-based or mutual aid organization (30% compared to 18% of residents with higher income). Many with lower income also report that their financial situation makes it difficult to pay for online content (41% compared to 16%).

**Residents with lower income place a high value on collaboration between arts & culture organizations and the community.** These residents are more likely to believe it's important for arts & culture organizations to collaborate with their communities (72% vs 64% of residents with higher income). In addition, more residents with lower income believe that having deep ties to local communities is one of the most important qualities of arts & culture organizations (37% vs 26% of those with higher income).

**Residents with lower income are also more likely to want arts & culture to reflect their cultural identity.** Almost half (43%) of residents making less than \$50,000 a year believe it's important to have local arts & culture venues that reflect their cultural identity (vs. 31% for those making over \$50,000). Residents with lower income are more than twice as likely to value online arts & culture content that's reflective of their culture or heritage (51% vs 24%).



**The desire to see arts & culture organizations address social issues is high across income levels in Massachusetts. The opioid/heroin epidemic is a higher priority for those with lower income.** High percentages of residents with income under \$50,000 (79%) and above \$50,000 (78%) want to see the sector address social issues. There is not significant difference in how residents in each category view the importance of most issues – including system racial injustice, income inequality, climate change, political divisions in the US, and food insecurity. However, residents making less than \$50,000 are more likely to want arts & culture organizations to address the opioid/heroin epidemic than those with higher income (18% vs 10%).

## LEARN MORE

Access the full report, *Culture + Community in a Time of Transformation: Focus on Massachusetts*, published December 2021, as well as findings specific to multiple Massachusetts regions and population groups, national results, and regional briefing recordings at [bit.ly/CCTTBarr](https://bit.ly/CCTTBarr).

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