National Endowment for the Arts

2008 Survey of Public Participation in the Arts

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Research Report #49

November 2009

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PREFACE

Most Americans are probably unaware that the federal government collects and analyzes information about their participation in arts and cultural activities. For more than a quarter-century, however, the National Endowment for the Arts has conducted a periodic Survey of Public Participation in the Arts to track adults' reported levels of arts engagement. The most recent survey occurred in May 2008, in partnership with the United States Census Bureau. This report contains detailed findings from the 2008 survey, but it reviews them alongside data from prior survey years.

The task of measuring how often Americans participate in the arts—and in what sorts of ways—is neither as simple nor as difficult as may appear. The variety of opportunities for arts engagement has grown exponentially since the survey began in 1982. The role of digital media in those interactions has acquired a significance that cultural historians—not to mention survey methodologists—are only beginning to navigate. Even without the newer media, there always remained the thorny, existential question: what does it mean to have had an arts experience?

The 2008 survey, like its predecessors, is pragmatic. It opts for a careful mix of questions about traditional forms of live arts participation—gallery visits or attendance at performing arts events, for example—and alternative forms of participation that have grown popular in recent years.

The survey's "core questions" ask large, nationally representative samples of the U.S. adult population about its attendance at seven types of performing arts event: jazz; classical music; opera; musicals; non-musical plays; ballet; dance "other" than ballet; and Latin, Spanish, or salsa music, a new category in 2008. Americans are also asked about their reading of literature and their visits to art museums or galleries, art and craft fairs, outdoor performing festivals, and parks and historic sites. Additional questions seek to know whether adults create or perform art of their own, whether they take arts classes or lessons, and whether they do a wide range of other leisure activities not necessarily involving the arts.

The 2008 survey results are, at a glance, disappointing. As reported in *Arts Participation 2008*, a summary brochure of the survey's findings, a smaller segment of the adult population either attended arts performances or visited art museums or galleries than in any prior survey.

Nor were bad economic conditions in 2007-2008 the only factor at work. From 1982 to 2008, audiences for performances in classical music, ballet, non-musical theater, and—most conspicuously, jazz—have aged faster than the general adult population. Even among the most educated, adults are participating less than in previous years.

A single survey cannot explain all reasons for the nationwide decline. But this report offers many possibilities, not only for locating likely causes, but also for seeing a way forward. Take one observation: since 1982, the share of 18-24-year-olds who report having had any music education in their lives (now 38 percent) has dropped by more than a third. For visual arts training, the proportion (now 21 percent) has nearly halved. Or another finding: that a gulf exists between the participation rates of certain geographic areas—notably the Northeastern and South Central states—suggesting regional disparities in access to arts opportunities of the type captured

by the survey. This nuance bears directly on the overall reported rates.

Other findings map out new beginnings. Compared with most other activities, Latin music concerts and outdoor performing arts festivals attract larger groups of young audiences, including adults at lower education and income levels. Similarly, new data about arts-going at schools and religious venues can yield fresh insights for arts administrators and community leaders.

For example, there is sizeable overlap in populations that attend arts events and do other kinds of civic and social activities—a link that is largely independent of socioeconomic factors (see the NEA's Research Note #98 at **www.nea.gov/research/Notes/98.pdf).** In this light, it is instructive that young adults, who, as a group, participate less in most activities measured by the survey, nevertheless show a rise in volunteering.

Yet even they are not impervious to the arts as a contributing factor. After all, relatively large percentages of young adults now engage with art through electronic media. (The majority of adults who go online to view or listen to music, theater, or dance performances say they are likely to do so at least once a week.) And, in 2008, Americans from 18 to 24 years old showed the greatest gains of any age group in pursuing at least one type of arts activity—the reading of literature.

Sunil Iyengar
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CHAPTER 1

EXECUTIVE SUMMARY

The 2008 Survey of Public Participation in the Arts (SPPA) marks the sixth National Endowment for the Arts (NEA) survey of arts participation in the past 26 years, updating results from 2002. Performed by the U.S. Bureau of the Census, the 2008 SPPA collected arts participation data and other information from more than 18,000 adults (18 and above) across the United States.

The SPPA represents the largest, most detailed long-term data source for a broad range of arts participation in the United States, including:

- Attending arts events;
- Experiencing recorded or broadcasted live performances;
- Exploring arts through the Internet;
- Personally performing or creating art; and
- Taking arts-related classes.

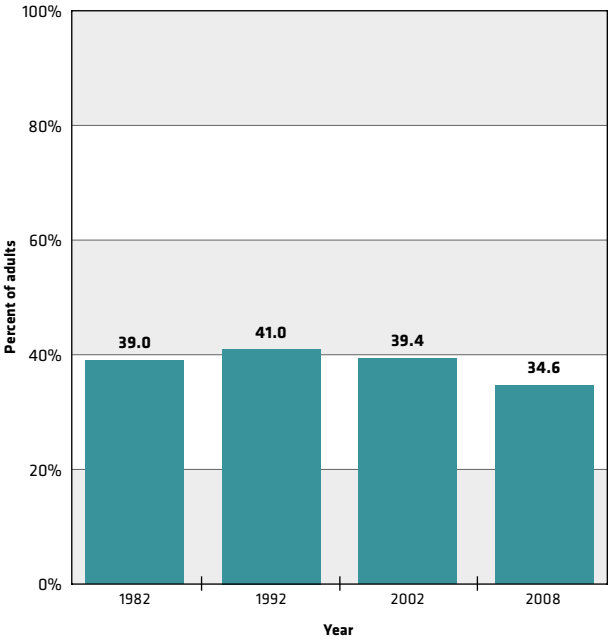
Attending Arts Exhibits and Performances

One in three adults attended an art museum or a live arts performance in the 12 months ending in May 2008.[1]

- About 35 percent of all U.S. adults — or 78 million Americans — visited an art museum or gallery *or* attended at least one of six types of the "benchmark" arts events tracked since 1982.[2]
- About 23 percent of all adults visited an art museum or gallery.
- Musicals drew 17 percent of all adults, and non-musical plays drew 9 percent.
- About 9 percent of adults attended classical music. Relatively fewer adults attended jazz (8 percent), ballet or other dance (7 percent), Latin or salsa music (5 percent), and opera (2 percent).[3]

FIGURE 1-1

Percentage of U.S. adults attending a benchmark arts activity at least once in the past 12 months: 1982, 1992, 2002, and 2008



Note: Benchmark activities tracked since 1982 are attendance at jazz, classical music, opera, musical plays, non-musical plays, and ballet performances, and visits to art museums or art galleries.

Source: 1982, 1992, 2002 and 2008 Surveys of Public Participation in the Arts.

Figure 1-2 shows the number of U.S. adults (in millions) attending an arts activity at least once in the 12 months ending in May 2008. More than 50 million adults attended historic sites, art/craft fairs and festivals, and art museums or galleries in 2008.

Outdoor performing arts festivals drew 47 million adults attending at least once in 2008. About 7 million people attended a ballet, and 5 million attended an opera performance.

Declining percentage of adults attending arts events. Relatively fewer adults attended performing arts events in 2008 than in previous years. The percentage of adults attending at least one benchmark arts activity declined from 39 percent in 2002 to less than 35 percent in 2008, as shown in Figure 1-1. Analysis of specific art forms are provided in Figure 1-3.

- The percentage of adults going to classical music, non-musical theater, ballet and other dance performances continued to decline from levels in previous years.
- Opera and jazz participation decreased for the first time in the survey's history, with attendance rates falling below what they were in 1982.[4]
- Only musical plays saw no statistically significant change in participation from 2002 to 2008.

Attendance at the most popular types of arts events — such as museums and craft fairs — also saw declines.

- After topping 26 percent in 1992 and 2002, art museum attendance slipped to 23 percent in 2008 — comparable to the 1982 level. For the first time in the SPPA, women reduced their rate of attendance.[5]
- The proportion of U.S. adults touring parks or historical buildings (25 percent) has diminished by one-third since 1982.

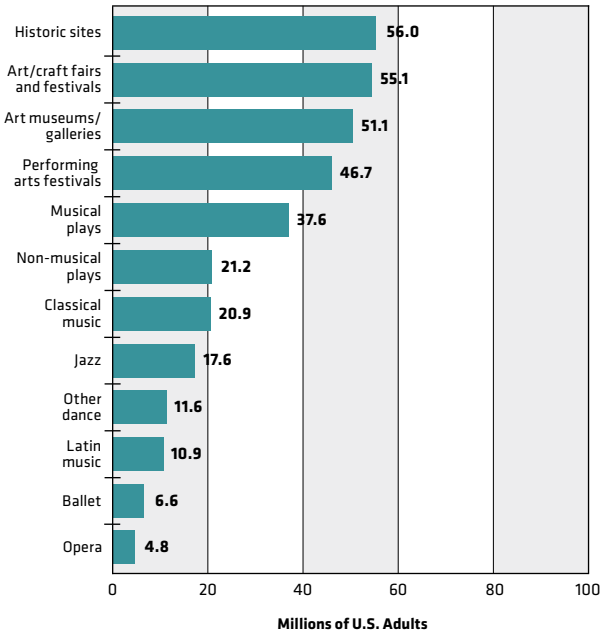
Trends in attendance by art form are summarized in Figure 1-3.

Economic conditions affecting arts participation. The declines in arts attendance occurred in a weakening economic climate and as travel costs were rising.

- At the time of the 2008 survey, the U.S. economy had been in recession for six months. Consumer spending throughout the survey period was

FIGURE 1-2

Millions of U.S. adults attending a performing arts event or other arts activity at least once in the past 12 months: 2008



Note: "Other dance" refers to dance other than ballet. It includes modern, folk, and tap.

Source: 2008 Survey of Public Participation in the Arts.

weak.[6] Consumer spending on performing arts admissions tracks closely with trends in the U.S. economy.[7]

- For much of the 2008 survey period, average gas prices were $3.00 or more per gallon. By contrast, the average per-gallon price of gasoline was only $1.51 in 2002, the prior year of the survey.[8]
- Participation rates for low-cost, low-travel arts opportunities, including literary reading and the researching of art over the Internet, were relatively high in 2008. That year, 41 percent of adults watched, listened, or explored the arts through some form of media. Literary reading rose from 2002 to 2008 to reach 50 percent of adults.[9]

Changes in attendance patterns by age group. Long-term trends suggest fundamental shifts in the relationship between age and arts attendance.[10]

- Performing arts attenders are increasingly older than the average U.S. adult.
- Jazz concert-goers are no longer the youngest group of arts participants. Since 1982, young adult (18-24 years old) attendance rates for jazz and classical music have declined the most, relative to other art forms.
- From 2002 to 2008, 45-54-year-olds — historically a large component of arts audiences — showed the steepest declines in attendance for arts events including classical music concerts, ballet and theater performances, and art museum visits.

Sharp drops in attendance among the most educated adults. Arts activity still rises with education level,[11] but even the most educated groups of Americans were participating less in 2008 than in 2002 and 1982.[12]

- College-educated adults (including those with graduate or professional degrees) curbed their attendance in nearly all art forms.
- Ballet attendance for adults with a college degree declined at the sharpest rate — down by nearly one-half since 1982.

FIGURE 1-3

U.S. adults attending an activity at least once in past 12 months: 1982, 1992, 2002, and 2008

	Percent of adults attending/ visiting/reading				Millions of adults
	1982	1992	2002	2008	2008
Performing arts					
Music					
Jazz*	9.6 %	10.6 %	10.8 %	7.8 %	17.6
Classical music*	13.0	12.5	11.6	9.3	20.9
Opera*	3.0	3.3	3.2	2.1	4.8
Latin music	NA	NA	NA	4.9	10.9
Performing arts festivals	NA	NA	NA	20.8	46.7
Plays					
Musical plays*	18.6 %	17.4 %	17.1 %	16.7 %	37.6
Non-musical plays*	11.9	13.5	12.3	9.4	21.2
Dance					
Ballet*	4.2 %	4.7 %	3.9 %	2.9 %	6.6
Other dance	NA	7.1	6.3	5.2	11.7
Visual arts					
Art exhibitions					
Art museums/ galleries*	22.1 %	26.7 %	26.5 %	22.7 %	51.1
Art/craft fairs and festivals	39.0	40.7	33.4	24.5	55.1
Parks and historic sites					
Parks/monuments/ historic buildings/ neighborhoods	37.0 %	34.5 %	31.6 %	24.9 %	56.0
Literature					
Plays/poetry/ novels/short stories	56.9 %	54.0 %	46.7 %	50.2 %	112.8
Benchmark arts activities					
Benchmark arts activities	39.0 %	41.0 %	39.4 %	34.6 %	77.8

Note: * Denotes "benchmark" art activity.

"NA" indicates "Not Asked." Questions concerning "Latin music" and "performing arts festivals" were asked for the first time in 2008. Questions concerning "other dance" were asked for the first time in 1992.

"Other dance" refers to dance other than ballet, including modern, folk and tap.

Source: 1982, 1992, 2002 and 2008 Surveys of Public Participation in the Arts.

Other Modes of Arts Participation: Creating, Performing, Listening, and Learning

Creating and performing. Adults were generally creating or performing at lower rates in 2008 — despite opportunities for sharing their work online. Figure 1-6 shows these trends.

- Only photography/movie-making increased from 1992 to 2008 — likely due to the advent of digital media, enhanced sharing/viewing opportunities through the Internet, and increased affordability of advanced equipment.
- The proportion of U.S. adults participating in creative writing has held at around 7 percent.
- The proportion of adults performing classical music slipped from 1992 to 2002, and then grew by 2008.
- Even though the adult participation rate for weaving, quilting, or sewing dropped by about one-half between 1992 and 2008, these activities remain among the most popular forms of arts creation.

Internet use. Many Americans use the Internet to engage with artworks or performances, and those who participate via the Internet do so frequently.

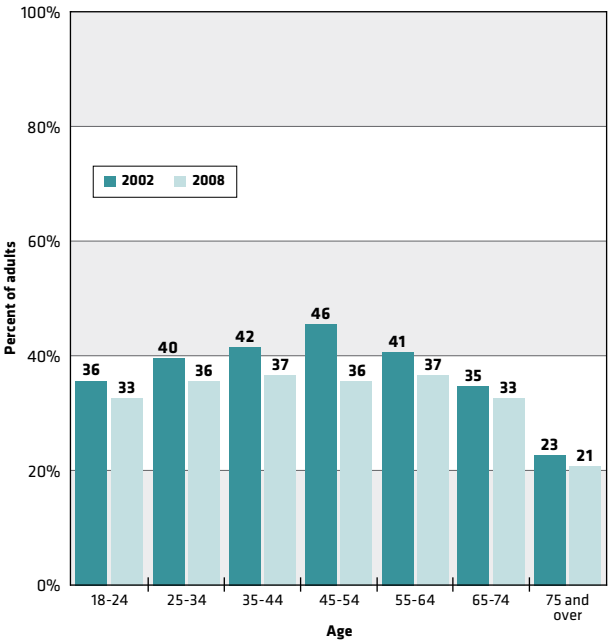
- Four in ten U.S. adults who used the Internet did so to view, listen to, download, or post artworks or performances in 2008.
- Of all Internet-users who downloaded, watched, or listened to music, theater, or dance performances online (30 percent), most did those activities at least once a week.
- Also typically once a week, 20 percent of all Internet-using adults viewed paintings, sculpture, or photography online.

Other media use. As in prior years, more Americans listened to or watched recordings or broadcasts of performing arts events than attended them live.

- The sole exception is live theater, which still attracts higher percentages of adults than broadcasts or recordings of plays or musicals.
- Classical music broadcasts or recordings attracted the greatest number of adult listeners in 2008, followed by Latin or salsa music (see Figure 1-7).

FIGURE 1-4

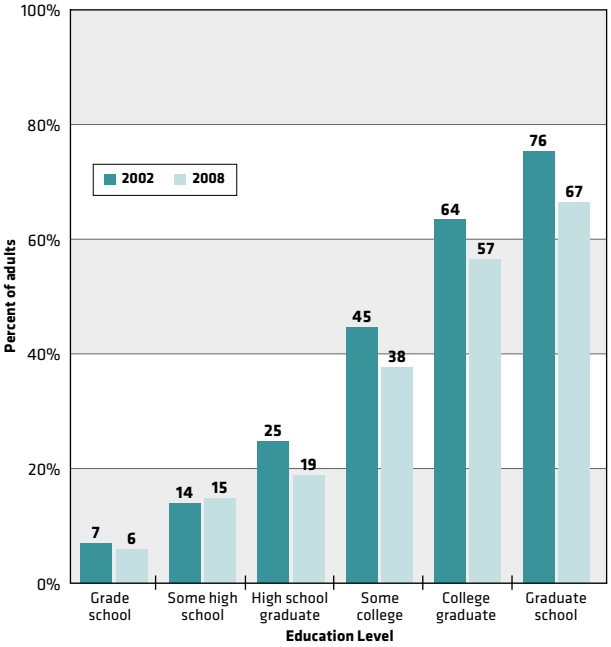
Percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by age group: 2002 and 2008



Source: 2002 and 2008 Surveys of Public Participation in the Arts.

FIGURE 1-5

Percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by educational level: 2002 and 2008



Source: 2002 and 2008 Surveys of Public Participation in the Arts.

- About 34 million Americans listened to or watched recordings or programs about books (not including audio books).

Adult arts lessons or classes. The 2008 SPPA asked adults about their exposure to arts and music lessons.

- About 2.1 percent of adults took a visual arts class, 1.7 percent took a music lesson, and 1.4 percent took a creative writing class at least once in the 12 months ending May 2008.
- Lifetime participation in arts learning activities was similar to the 2002 rate of participation for visual arts and music classes, but it declined for acting, writing, and music and art appreciation classes.
- Participation by young adults in arts learning activities has declined substantially since 1982 across all art forms.

Performances in schools and religious institutions. Schools and religious institutions engage sizeable percentages of Americans in arts events.

- One in four adults attended an elementary, middle, or high school music, theater, or dance performance in 2008.
- About 19 percent of all adults attended a live arts performance at a church, synagogue, or other religious institution.

Arts attendance and arts learning patterns for children of parents surveyed in the SPPA. The 2008 SPPA also collected information on arts attendance and art learning for children aged 5 to 17.

- One in three parents said their child had attended a music, theater, or dance performance outside of school.
- About 8 percent of parents with school-age children said their child had taken private arts lessons in the past year.

FIGURE 1-6

U.S. adults performing or creating art at least once in past 12 months: 1992, 2002, and 2008

	Percent of adults personally performing or creating			Millions of adults
	1992	2002	2008	2008
Performing arts				
Music				
Jazz	1.7 %	1.3 %	1.4 %	3.1
Classical music	4.2	1.8	3.1	6.9
Opera	1.1	0.7	0.4	0.8
Choir/chorale	6.3	4.8	5.2	11.6
Playing a musical instrument	NA	NA	12.7	28.4
Plays				
Musical plays	3.8 %	2.4 %	0.9 %	2.0
Non-musical plays	1.6	1.4	0.8	1.7
Dance				
Ballet	0.2 %	0.3 %	NA %	NA
Other dance	8.1	4.2	NA	NA
All dance	NA	NA	2.1	4.8
Creating				
Visual arts				
Painting/drawing/ sculpture	9.6 %	8.6 %	9.0 %	20.1
Pottery/jewelry	8.4	6.9	6.0	13.4
Weaving/sewing	24.8	16.0	13.1	29.5
Photography/movies	11.6	11.5	14.7	33.1
Owning				
Own original art	22.1 %	19.3 %	20.4 %	45.9
Purchased in last 12 months	7.3	5.7	5.9	13.2

Note: 1992 was the first year with questions in the SPPA about U.S. adults performing or creating art at least once in the past 12 months.

"NA" indicates "Not Asked." A question concerning "Playing a musical instrument" was asked for the first time in 2008. In the 2008 SPPA, a single question asked about "all dance," a category intended to cover at all types of dance performance. In the 1992 and 2002 SPPA, separate questions were asked about "ballet" and "other dance", which referred to dance forms other than ballet.

Source: 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

Additional Resources and Analyses

In an effort to improve the public's understanding of issues critical to arts engagement, the NEA's Office of Research and Analysis is currently exploring the relationship between arts participation and the following factors:

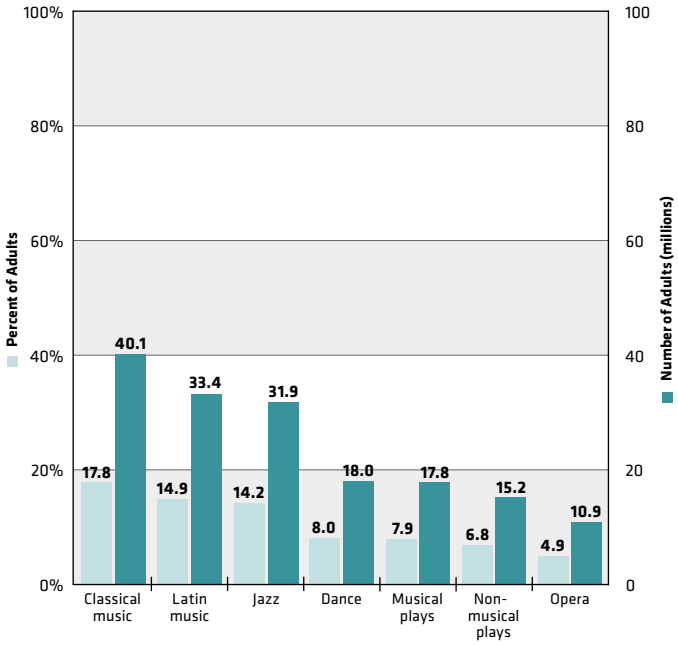
- Age;
- Race/ethnicity;
- Arts learning;
- Media and technology; and
- Arts creation and performance.

Reports on these and other topics will become available in 2010 via the NEA's Research web page (**www.nea.gov/research/index.html**).

The complete 2008 SPPA dataset and questionaire can be downloaded from Princeton University's Cultural Policy and the Arts National Data Archive website at **www.cpanda.org**.[13] (The questionaire is also available on the NEA's Research web page.) Alternatively, the dataset can be ordered from the U.S. Census Bureau, Customer Services Center.[14] Further information on the details of the survey methodology is available in the 2008 SPPA User's Guide.[15] For a detailed description of Current Population Survey methodology, please see the U.S. Census Bureau technical brief at **www.bls.census.gov/cps/tp/tp63.htm**.

FIGURE 1-7

Number and percent of U.S. adults and number who watched or listened to a recorded or broadcast performance at least once in the past 12 months: 2008



Source: 2008 Survey of Public Participation in the Arts.

Notes:

1 Elementary or high school performances were not included in these figures.

2 Those events are plays or musicals, classical music or jazz concerts, ballet or opera performances.

3 Latin/Spanish/salsa music attendance was asked about for the first time in 2008.

4 Trend analysis excludes data from the 1997 Survey of Public Participation in the Arts because of fundamental differences in data collection. (For details, see National Endowment for the Arts, *1997 Survey of Public Participation in the Arts: Summary Report*, 1999.) Similarly, the 1985 SPPA survey results are excluded because they are largely similar to the 1982 survey results.

5 From 1982 to 2002, women increased their art museum attendance rate from 23.1 percent to 28.2 percent. In 2008, their attendance rate retreated to 24.0 percent.

6 During the fourth quarter of 2007, real consumer spending grew by only 1 percent, according to the U.S. Department of Commerce (Bureau of Economic Analysis). For the next two consecutive quarters (January through June 2008), it grew by 0.9 percent and 1.2 percent, respectively. By comparison, real consumer spending grew by an annual average of 3.0 percent in 2006.

7 For more information, see National Endowment for the Arts, *Arts Participation 2008: Highlights from a National Survey*.

8 See U.S. Department of Labor, Bureau of Labor Statistics, Average Price Data. Figures are reported for U.S. city averages and for all types of gasoline per gallon.

9 From 2002 to 2008, the percentage of adults reading literature rose from 46.7 percent to 50.2 percent. (For more information, see National Endowment for the Arts, *Reading on the Rise: A New Chapter in American Literacy*.)

10 Figure 1-4 captures data from 2002 to 2008 only. For tables illustrating age-related declines in attendance rates from 1982 to 2008, see *Arts Participation 2008: Highlights from a National Survey* and the tables available at **www.nea.gov/research/SPPA/index.html.**

11 See National Endowment for the Arts, *Effects of Arts Education on Participation in the Arts,* 1996, and *Age and Arts Participation: 1982-1997,* 2000.

12 Figure 1-5 captures data from 2002 to 2008 only. For a chart and tables illustrating education-related declines in attendance rates from 1982 to 2008, see *Arts Participation 2008: Highlights from a National Survey* and the tables available at **www.nea.gov/research/SPPA/index.html.**

13 **www.cpanda.org/cpanda/getDDIsummary.xq?studyID=a00249**

14 **www.census.gov/aboutus/contacts.html**

15 **arts.endow.gov/research/SPPA/users-guide.pdf**

Audience at the National Book Festival in Washington, DC.
Photo by Tom Roster

CHAPTER 2

INTRODUCTION

The Survey of Public Participation in the Arts (SPPA) has examined American adults' patterns of arts participation in 1982, 1985, 1992, 1997, 2002, and 2008. The 2008 SPPA collected self-reported data on participation in arts and cultural events from more than 18,000 adults across the United States.

The SPPA includes questions about different types of participation in the arts such as attending arts events, experiencing recorded or broadcasted live performances, exploring arts through the Internet, personally performing or creating art, and taking arts-related classes.

For each of these types of arts participation, various art forms are represented in the survey. Figure 2-1 shows areas of participation covered by the questionnaire, by art form, and the report chapter that discusses each item.

Benchmark Activities

To facilitate analysis of long-term trends in the survey data, certain art forms have been designated as "benchmark" activities, as they have been included in each past survey. Overall "benchmark attendance" counts attendance for at least one of seven types of arts activity: jazz, classical music, opera, musical plays, non-musical plays, ballet, and visits to art museums or galleries. Figure 2-1 notes these benchmark activities with an asterisk.

Data Collection Methodology

Survey approach. The U.S. Census Bureau surveys about 60,000 households per month via the Current Population Survey (CPS). The 2008 SPPA was conducted as a supplement to the May 2008 CPS.

SPPA questions asked about attendance and other activities during the prior 12 months. For ease of reading, this report refers to the timeframe of that participation as "2008" rather than "2007-2008." The 2002 survey was conducted as a supplement to the August 2002 CPS. In 1982 and 1992, the SPPA was collected as a supplement to the U.S. Census Bureau's National Crime Survey over all months of the year.

In the 2008 SPPA, a total of 18,444 responses were obtained. Rather than attempt to interview all adults in the household (as in 2002), the 2008 SPPA randomly sampled adults and asked these respondents for information about themselves and, if applicable, for information about their spouses or partners. Interviewers collected 12,518 self-responses from adults 18 and older and 5,926 spouse/partner responses through this survey method. Each survey respondent was asked to answer the core arts audience questions along with two of the four other survey modules.

Demographic data including gender, income, educational level, age, and race/ethnicity were used in weighting the survey data so that the results match characteristics of the total U.S. adult population. (These weights were determined by the U.S. Census Bureau.)

Appendix A presents information about the background and methodology for the SPPA. Appendix B briefly discusses calculation of standard errors, hypothesis tests, and design effects for the 2008 SPPA. Detailed information on the survey methodology is available in the 2008 SPPA User's Guide.[1] For an overview of the CPS survey methodology, please see the U.S. Census Bureau's technical brief: **www.bls.census.gov/cps/tp/tp63.htm**.

Comparison with previous SPPA results. The SPPA surveys conducted in 1982, 1992, and 2002, also conducted by the U.S. Census Bureau, serve as the points of comparison for the 2008 SPPA.[2] It should be noted that the August 2002 CPS used 1990

FIGURE 2-1

Areas of SPPA questions for each art form in 2008

	Chapter 3	Chapter 4		Chapter 5	
	Attended/ visited/read	Watched or listened	Experienced online	Performed or created	Took a class
Performing arts					
General performing arts			■		
Outdoor performing arts festivals	■				
Music					■
Jazz*	■	■		■	
Classical*	■	■		■	
Opera*	■	■		■	
Latin	■	■			
Choir/vocal group				■	
Playing an instrument				■	
Theater					■
Musicals*	■	■		■	
Non-musicals*	■	■		■	
Dance		■		■	■
Ballet*	■				
Other dance	■				
Visual arts					
General art and artists**		■	■		■
Art museums and galleries*	■				
Painting, drawing, sculpture, printmaking				■	
Art photography, art movies				■	
Pottery, ceramics, jewelry, leatherwork, metalwork				■	
Weaving, crocheting, quilting, needlepoint, sewing				■	
Own original art				■	
Craft fairs/visual arts festivals	■				
Historic Sites					
Parks/monuments/historic buildings/neighborhoods	■				
Literature					
Plays/poetry/novels/short stories	■		■		
Creative writing				■	■
Books and writers		■			

Note: * Denotes benchmark arts activities.

** Under "Watched and listened," the category "General art and artists" refers to a broadcasted or recorded program about artists, art works, or art museums." Under "Experienced online," the category also refers to "paintings, sculpture, or photography." Finally, under "Took a class," the category refers to "sculpture, painting, printmaking, graphic design, photography, or film-making."

Source: 2008 Survey of Public Participation in the Arts.

Census-based controls for population estimates, while the May 2008 CPS used 2000 Census-based controls.

The Census Bureau encourages data users to exercise care when comparing population estimates between the two surveys, as changes in population estimates may differ "by more than what could be attributed to actual changes in the population."[3]

Changes and additions to the survey questions. The 2008 SPPA contains additional questions about Latin music and it features updated questions about Internet use. In addition, the 2008 survey asked about arts instruction provided for children in respondents' households. New questions are identified in the survey instrument provided in Appendix C.

Tabulations. As with past SPPA reports, the survey results excluded cases where no response was given, or when the response was "I don't know." For most questions, the percentage excluded was very small, with fewer than 0.5 percent of survey respondents refusing to answer or answering "don't know."

Organization of the Report

Report chapters are organized by type of arts participation:

- Attendance — Chapter 3.
- Media participation — Chapter 4.
- Arts performance, creation, and learning — Chapter 5.
- Music and reading preferences — Chapter 6.
- Geographic differences in arts participation — Chapter 7.

For greater convenience, Chapter 8 provides one-page summaries of the SPPA results for jazz, classical music, opera, musicals, non-musical plays, ballet, other dance, Latin music, and art museum or gallery attendance.

Each section examines changes from the 2002 SPPA as well as major differences in participation by age, gender, income, education level, and ethnicity or race. Unless otherwise noted, differences discussed in the text are statistically significant.[4]

It should be noted also that some figures may differ slightly from those shown in other reports and may not equal 100 percent due to rounding.

Notes:

1 **arts.endow.gov/research/SPPA/users-guide.pdf**

2 The 1997 SPPA was a stand-alone telephone survey conducted by a private research firm. Because it employed a different sampling plan (random-digit dial telephone survey), its results are not directly comparable to other SPPAs. The 1997 Summary Report further explains why the 1997 data cannot be compared with earlier surveys conducted by the U.S. Census Bureau. Results from the 1985 survey were largely similar to those in 1982, and also have been excluded from these analyses.

3 For example, in estimates for the civilian non-institutional population, the number of households and families are about 1 percent higher when made using the 2000 Census-based controls versus the 1990 Census-based controls. The difference in population controls has little impact on averages, medians, and percentage distributions, however. See page 16-6, *Source and Accuracy Statement for the May 2008 CPS Microdata File on Public Participation in the Arts, Attachment 16 to the Current Population Survey, May 2008 Public Participation in the Arts Supplement File Technical Domumentation CPS–008*, **www.census.gov/apsd/techdoc/cps/cpsmay08.pdf**.

4 At the 95 percent confidence level, which means it is unlikely that the differences can be attributed to random chance in the survey sample.

Artist Anatoly Tsiris showing his work at the McColl Arts Center in Charlotte, North Carolina.
Photo by Mitchell Kearny

CHAPTER 3

ATTENDANCE AT ARTS PERFORMANCES AND OTHER ARTS EVENTS

The 2008 SPPA examines attendance at a number of different performing arts events as well as art museums and galleries, art fairs, and historic sites. The SPPA also studies reading habits. Activity is measured by the percentage of U.S. adults who attend, the number of "attenders,"[1] and the number of attendances in a 12-month period.[2]

Benchmark Activities

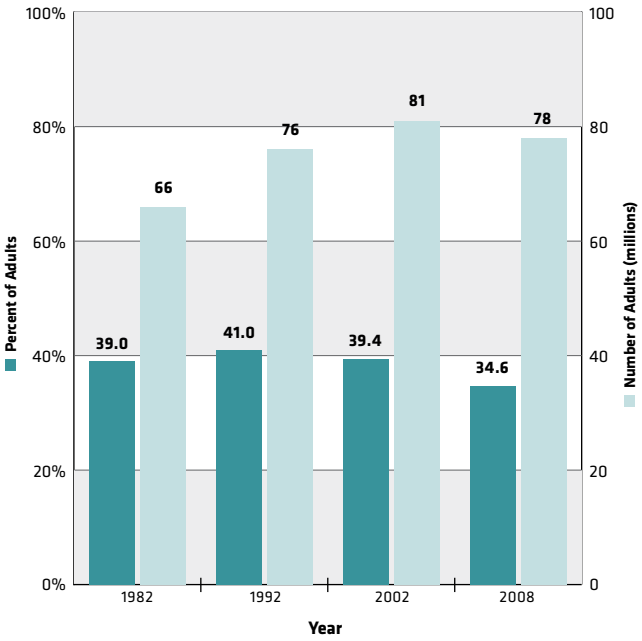
The SPPA has tracked adult attendance at certain "benchmark" activities since 1982. If a survey respondent reported going to any jazz, classical music, opera, musical, play, or ballet performance, or to an art museum or gallery during the 12 months ending May 2008, the individual was counted as an attender of a benchmark activity. (Attendance at elementary or high school performances was not counted.)

Percentage of U.S. adults going to a benchmark activity. The proportion of Americans who had gone to at least one of the seven types of benchmark activities had previously been very stable — 39 percent of survey respondents had attended a benchmark activity in 2002, approximately the same rate as found in 1982. The rate dropped below 35 percent in 2008.[3]

People attending. Limitations caused by the timing of decennial Census population adjustments to the CPS affect how accurately audience size can be estimated. Nevertheless, the smaller proportion of adults attending benchmark activities translates into fewer people going to arts venues. The number of people attending at least one benchmark arts activity fell to 78 million in 2008, as shown in Figure 3-1.

FIGURE 3-1

Number and percentage of U.S. adults attending a benchmark arts activity at least once in the past 12 months: 1982, 1992, 2002, and 2008



Note: Benchmark activities tracked since 1982 are attendance at jazz, classical music, opera, musical plays, non-musical plays, and ballet performances, and visits to art museums or art galleries.

Caution should be exercised in comparing estimates of the "number of attenders" across survey years as different decennial Census population controls were applied to each Census survey that hosted the SPPA. Participation rates are not affected and offer the most accurate comparison.

Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

Attendances. The 2002 SPPA counted 497 million attendances by adults for benchmark activities, which fell to 408 million attendances in 2008, almost a 20 percent drop.[4] Not only did a smaller proportion of adults go to a benchmark activity in 2008, the average number of attendances per attender fell from 6.1 in 2002 to 5.2 in 2008. As explained in this chapter, decreases in attendances appear to affect nearly every art form in the SPPA.[5]

As these declines were substantial and broke with long-term trends, this chapter explores factors behind the drop in attendance between 2002 and 2008.

Demographic shifts in attendance. Understanding who goes to the arts is a first step in exploring changes in attendance in 2008. The SPPA includes information such as gender, age, education, income, race/ethnicity, and the geographical region of attendees. For example, the third column in Figure 3-2 shows that 55 percent of the people who attend at least one benchmark activity are women. Almost 50 percent of adults going to at least one benchmark activity have household incomes of $75,000 or more. In 2008, this income group comprised only one-third of U.S. adults.

The fourth column of Figure 3-2 shows the percentage of people in that demographic group who attended at least one benchmark activity in 2008. For example, 32 percent of men and 37 percent of women attended a benchmark activity in 2008. Among people in the highest income category, 68 percent went to at least one benchmark activity.

Attendance of benchmark activities by educational attainment. A striking finding from the 2008 SPPA as well as from prior years is how closely attendance correlates with years of formal education — people with higher levels of education are more likely to attend the types of arts examined in the SPPA than people with less education. In 2008, 67 percent of people with graduate degrees attended at least one benchmark activity, compared with only 38 percent of people with some college education and 19 percent of people with only a high school diploma. Figure 3-3 illustrates the percentage of adults, by education level, who went to at least one benchmark activity in 2008 and compares results with rates found in the 2002 SPPA.

FIGURE 3-2

Demographic distribution of U.S. adults attending at least one benchmark activity in the past 12 months, and the percentage of adults attending at least one benchmark activity: 2008

	U.S. population		Any benchmark activity	
	Millions	Percent	Demographic distribution of attenders	Rate of attendance
All adults	**224.8**			**34.6 %**
Gender				
Male	108.6	48.3 %	45.0 %	32.3 %
Female	116.3	51.7	55.0	36.8
Total	224.8	100.0 %	100.0 %	
Race and ethnicity				
Hispanic	30.4	13.5 %	8.2 %	21.0 %
White*	154.5	68.7	78.9	39.7
African American*	25.6	11.4	7.0	21.5
Other*	14.3	6.4	5.9	31.9
Total	224.8	100.0 %	100.0 %	
Age				
18-24	28.9	12.8 %	12.1 %	32.7 %
25-34	39.9	17.7	18.5	36.0
35-44	41.8	18.6	20.0	37.2
45-54	43.9	19.5	20.4	36.1
55-64	33.3	14.8	15.8	36.9
65-74	19.9	8.8	8.5	33.4
75 and over	17.1	7.6	4.7	21.3
Total	224.8	100.0 %	100.0 %	
Education				
Grade school	11.2	5.0 %	0.9 %	6.5 %
Some high school	22.1	9.8	4.1	14.5
High school graduate	68.3	30.4	16.7	19.0
Some college	61.4	27.3	30.1	38.1
College graduate	41.3	18.3	30.4	57.2
Graduate school	20.5	9.1	17.8	67.3
Total	224.8	100.0 %	100.0 %	
Income				
Less than $10K	11.6	5.8 %	2.6 %	16.1 %
$10K to $20K	19.3	9.6	4.5	16.8
$20K to $30K	23.4	11.7	6.3	19.3
$30K to $40K	22.6	11.3	8.5	27.0
$40K to $50K	18.8	9.3	8.3	31.8
$50K to $75K	40.7	20.3	20.5	36.2
$75K to $100K	27.2	13.5	17.5	46.2
$100K to $150K	21.4	10.7	16.4	55.0
$150K and over	16.0	8.0	15.2	68.1
Total**	200.8	100.0 %	100.0 %	

Note: *Not including Hispanics.

** This total is only 200.8 million, and not 224.8 million, because 24 million adults did not report their income in the May 2008 CPS survey.

Totals may not equal exactly 100 percent due to rounding.

Source: 2008 Survey of Public Participation in the Arts.

The same types of differences in attendance are seen when examining the education level of respondents' parents. Adults whose parents have relatively high levels of education are more likely to attend benchmark activities than adults whose parents have less education. Adults who have participated in arts learning activities at some point in their lives are also more likely to attend benchmark arts activities.

In 2008, the largest percentage point declines in attendance were for people with the most education. In 2002, three-quarters of people with a graduate education went to a benchmark activity. In 2008, only two-thirds of people with the most education attended one of the benchmark arts activities. The steepest rate of decline in attendance was seen for high school graduates, where rates dropped by one-quarter.

Attendance of benchmark activities, by age. Each SPPA, including the 2008 version, shows that people in their 40s and 50s are more likely to attend arts activities than younger adults.[6] Participation rates decrease for people 65 and older. Although this pattern has been stable throughout the history of the SPPA, there are some generational preferences for particular art forms that Americans carry with them as they grow older.

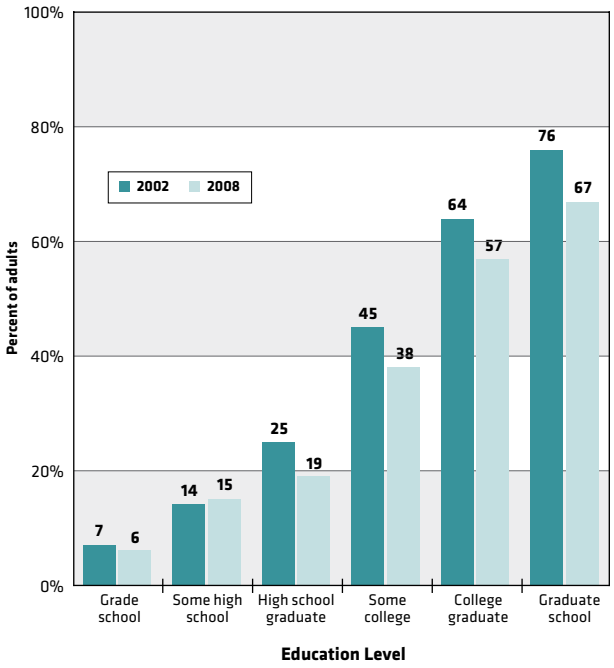
Much of the overall decrease in rates of arts attendance identified between 2002 and 2008 was for people who, in 2008, were 35 to 54 years old. The oldest cohort of baby boomers—Americans who were 55 to 64 years old in 2008—better maintained its rate of art-going, as shown in Figure 3-4.[7] There were also minimal declines for the 65-to-74 age group.

These age differences may reflect generational preferences, or they may indicate that the economic recession (beginning in late 2007) had a greater impact on arts-going for younger households, which were also those most immediately affected by slowing job growth and the threat of mortgage foreclosures from May 2007 to May 2008, the period of time covered by the 2008 survey.

The unemployment rate for people 55 to 64 years old who were in the labor force was just 3.7 percent in 2008, considerably less than for younger age groups.[8]

FIGURE 3-3

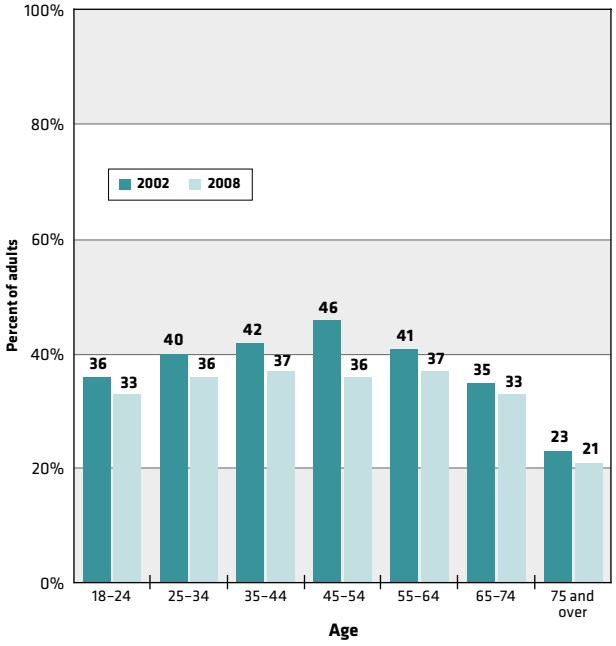
Percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by educational level: 2002 and 2008



Source: 2002 and 2008 Surveys of Public Participation in the Arts.

FIGURE 3-4

Percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by age group: 2002 and 2008



Source: 2002 and 2008 Surveys of Public Participation in the Arts.

Performing Arts

The performing arts attendance patterns examined in the 2008 SPPA includes each of the performing art forms in the "benchmark" activities studied since 1982, plus dance forms "other" than ballet (a survey question added in 1992). The data also capture adult attendance at two activities new to the 2008 SPPA — Latin music performances and outdoor performing arts festivals.

Note that these data pertain to the number of people attending at least once in the 12-month period, not total attendance at all arts events. For example, a person going to the symphony three times in a year is only counted once in this analysis.

People attending. As shown in Figure 3-5, 47 million people reported going to an outdoor performing arts festival in 2008, which is more than for any other type of performing arts event included in the survey.[9] About 38 million people went to a musical play. About 11 million people attended a Latin music performance.

The number of people attending performing arts events declined for most art forms between 2002 and 2008.[10]

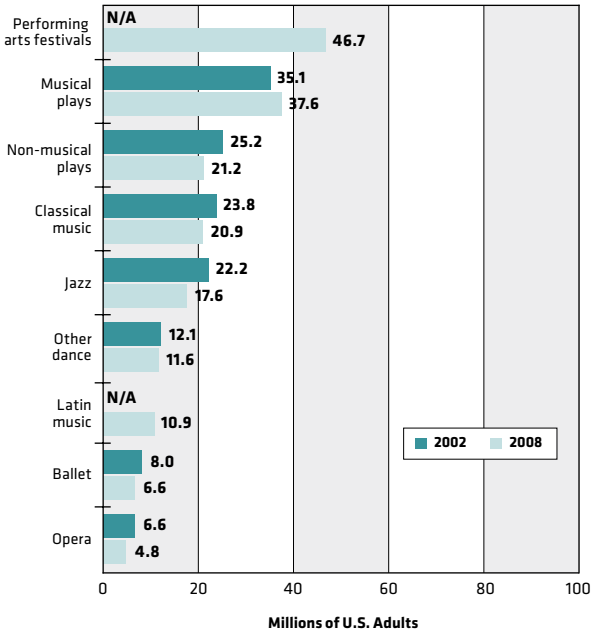
The largest absolute decline in audience size was for non-musical plays and jazz performances. On a relative basis, the decline in people going to opera was most severe.

Attendances. Most arts organizations track attendance trends based on total tickets sold, admissions, or other measures of "attendances." Because the NEA's survey respondents are asked to recall how many times they went to a specific activity in the previous 12 months, the SPPA also provides estimates of total attendances by art form (excluding attendances at elementary or high school performances). Trends in attendances between 2002 and 2008 must be viewed with some caution for the reasons previously stated.[11]

In 2008, there were more attendances at musical plays — 83 million — than any other type of performing arts studied in the SPPA. Attendances for musical plays saw little change from 2002 to 2008, which was also true for the number of attendances at "other dance" performances.

FIGURE 3-5

Millions of U.S. adults attending a performing arts activity at least once in the past 12 months: 2002 and 2008



Note: "NA" indicates "Not Asked." Questions concerning "Latin music" and "performing arts festivals" were asked for the first time in 2008.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

The use of a different population control in the U.S. Census Bureau's 2002 Current Population Survey means that the number of attenders reported in the 2002 SPPA is underestimated. The actual decrease in number of attenders between 2002 and 2008 may be larger than shown.

Source: 2002 and 2008 Surveys of Public Participation in the Arts.

Attendance at all other types of performing arts events studied in both 2002 and 2008 had large declines in 2008. Attendance declined most for jazz and classical music concerts and non-musical plays, as illustrated in Figure 3-6. On a percentage basis, opera saw the largest decline in attendances from 2002 to 2008.

Total attendances for Latin music performances — measured for the first time in 2008 — were about 39 million.

Long-term trends in percentage of adults attending arts. Figure 3-7 examines the percentage of adults attending a specific type of performing arts event at least once in a 12-month period for 2008 and for three previous SPPAs. The table also displays the number of adults attending at least once in the SPPA years. In addition to performing arts, Figure 3-7 tracks long-term trends for attendance at art museums and galleries, arts and craft festivals, and parks and historic sites.

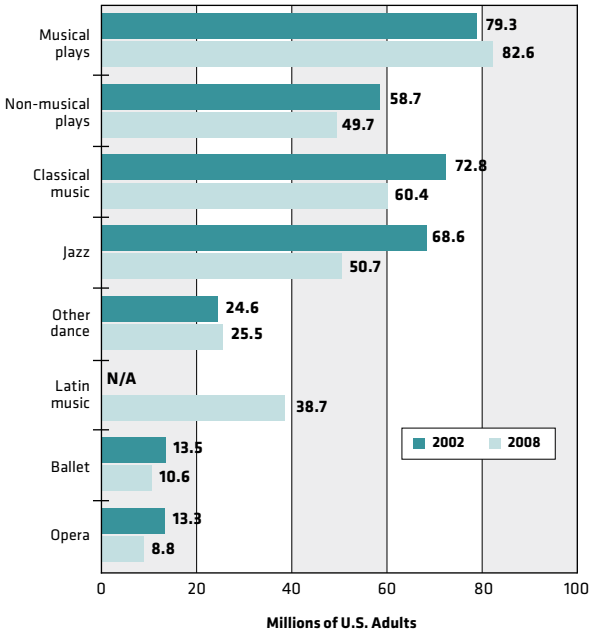
Figure 3-7 shows a gradual, but steady decline since 1982 in the percentage of adults going to classical music and musical plays. For example, 13 percent of adults reported going to a classical music performance in 1982, compared with about 9 percent of adults in 2008. Substantial declines for jazz and opera were seen for the first time in 2008, while attendance at art museums and galleries dropped back to levels reported in 1982. Declines in participation in non-musical plays, ballet, and other dance were seen since 1992.

Long-term trends in average attendances and number of attendances. Figure 3-8 compares the number of attendances per attender and the total number of attendances for all performing arts forms for 1992, 2002, and 2008. With the exception of attendances to art museums and galleries, most of the decline in total attendance for an activity is a function of fewer people going to performances, not a drop in the number of attendances per year for arts participants.

Figure 3-8 also includes data for art museums/galleries, discussed later in this chapter. In 2008, data on number of visits were not collected for performing arts festivals, art fairs, and historic sites.

FIGURE 3-6

Millions of attendances by U.S. adults at performing arts activities in the past 12 months: 2002 and 2008



Note: "NA" indicates "Not Asked." Questions concerning "Latin music" were asked for the first time in 2008.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

The 2008 SPPA did not collect data on the number of attendances at performing arts festivals.

The use of a different population control in the U.S. Census Bureau's 2002 Current Population Survey means that the number of attendances reported in the SPPA is also underestimated. The actual decrease in number of attendances between 2002 and 2008 may be larger than shown.

Source: 2002 and 2008 Surveys of Public Participation in the Arts.

Detailed Demographic Characteristics of Performing Arts Audiences

Figure 3-9 presents the demographic distribution of people who attend different types of art activities captured in the 2008 SPPA. Each attender is counted once in developing the data in Figure 3-9. Figure 3-10, on the following page, shows information based on attendances, which is similar to portraying demographic data from ticket sales or visits (each attender is counted as many times as he or she attends). Finally, Figure 3-11 examines the percentage of U.S. adults who attended an activity at least once in the 12 months ending in May 2008. Figure 3-12 shows the average number of attendances per attender across demographic groups.

Demographic characteristics of attenders of each art form are described below.

Outdoor performing arts festivals. Unlike most other arts activities, nearly as many men as women attend performing arts festivals (48 percent male). About 77 percent of this audience is non-Hispanic white, lower than for most other art activities in the SPPA. Three-quarters of the audience is younger than 55, and the age group most likely to attend is 35-to

FIGURE 3-7

U.S. adults attending an activity at least once in the past 12 months: 1982, 1992, 2002, and 2008

	Percent of adults attending				Millions of adults attending			
	1982	1992	2002	2008	1982	1992	2002	2008
Performing arts								
Music								
Jazz*	9.6 %	10.6 %	10.8 %	7.8 %	15.7	19.7	22.2	17.6
Classical music*	13.0	12.5	11.6	9.3	21.3	23.2	23.8	20.9
Opera*	3.0	3.3	3.2	2.1	4.5	6.1	6.6	4.8
Latin music	NA	NA	NA	4.9	NA	NA	NA	10.9
Performing arts festivals	NA	NA	NA	20.8	NA	NA	NA	46.7
Plays								
Musical plays*	18.6 %	17.4 %	17.1 %	16.7 %	30.5	32.3	35.1	37.6
Non-musical plays*	11.9	13.5	12.3	9.4	19.5	25.1	25.2	21.2
Dance								
Ballet*	4.2 %	4.7 %	3.9 %	2.9 %	6.9	8.7	8.0	6.6
Other dance	NA	7.1	6.3	5.2	NA	13.2	12.1	11.6
Visual arts								
Art exhibitions								
Art museums/galleries*	22.1 %	26.7 %	26.5 %	22.7 %	36.2	49.6	54.3	51.1
Art/craft fairs and festivals	39.0	40.7	33.4	24.5	63.9	75.6	68.4	55.1
Parks and historic sites								
Parks/monuments/historic buildings/neighborhoods	37.0 %	34.5 %	31.6 %	24.9 %	60.6	64.1	64.7	56.0
Benchmark arts activities								
Benchmark arts activities	39.0 %	41.0 %	39.4 %	34.6 %	66.5	76.2	81.2	77.8

Note: * Denotes a "benchmark" art activity.

"NA" indicates "Not Asked." Questions concerning "Latin music" and "performing arts festivals" were asked for the first time in 2008. Questions concerning "other dance" were asked for the first time in 1992.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance. This activity was added to the survey after 1982.

Caution should be exercised in comparing estimates of the number or "millions of attenders" across survey years, as different decennial Census population controls were applied to each Census survey that hosted the SPPA. Participation rates are not affected and offer the most accurate comparison.

Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts

44-year-olds. By comparison, only 62 percent of the classical music audience and less than 70 percent of the musical plays audience is younger than 55.

Although people with more education are the most likely to go to performing arts festivals, almost 30 percent of attendees have no more than a high school education (a higher proportion than for audiences of any other type of performing arts event except for Latin music concerts).

Musical plays. More women than men attend musicals — women were 58 percent of musical play-attenders in 2008, down from 61 percent in 2002. About one-half of attenders were college graduates, or they had attended a graduate or professional school.

Figure 3-11 examines attendance rates by specific demographic group. For example, 38 percent of people with graduate education attended musicals in 2008 (a level that is unchanged from 2002), and just 8 percent of adults with no formal education beyond a high school degree attended in 2008 (this rate was 9 percent in 2002, which is not a statistically significant difference).

FIGURE 3-8

Average number of attendances and total attendances: 1992, 2002, and 2008

	Average number of attendances per attender			Total number of attendances in millions		
	1992	2002	2008	1992	2002	2008
Performing arts						
Music						
Jazz*	2.9	3.1	2.9	57.1	68.8	50.7
Classical music*	2.6	3.1	2.9	60.3	72.8	60.4
Opera*	1.7	2.0	1.8	10.4	13.3	8.8
Latin music	NA	NA	3.5	NA	NA	38.7
Plays						
Musical plays*	2.3	2.3	2.2	74.5	79.3	82.6
Non-musical plays*	2.4	2.3	2.3	60.2	58.7	49.7
Dance						
Ballet*	1.7	1.7	1.6	14.8	13.5	10.6
Other dance	3.0	2.0	2.2	39.6	24.6	25.5
Visual arts						
Art exhibitions						
Art museums/galleries*	3.3	3.5	2.9	163.7	190.6	148.6
Benchmark arts activities						
Benchmark arts activities	5.7	6.1	5.2	441.0	497.0	408.1

Note: * Denotes a "benchmark" art activity.
"NA" indicates "Not Asked." Questions concerning "Latin music" were asked for the first time in 2008.
"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

Source: 1992, 2002 and 2008 Surveys of Public Participation in the Arts.

FIGURE 3-9

Demographic distribution of U.S. adults attending different types of performing arts at least once in the past 12 months: 2008

	U.S. population		Jazz	Classical music	Opera	Latin music	Performing arts festivals	Musical plays	Non musical plays	Ballet	Other dance
	Millions	Percent									
Gender											
Male	108.6	48.3 %	47.6 %	44.3 %	41.4 %	47.9 %	47.9 %	41.6 %	41.8 %	36.4 %	41.4 %
Female	116.3	51.7	52.4	55.7	58.6	52.1	52.1	58.4	58.2	63.6	58.6
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Race and ethnicity											
Hispanic	30.4	13.5 %	6.8 %	5.5 %	7.2 %	48.7 %	9.5 %	6.5 %	6.1 %	10.0 %	8.2 %
White*	154.5	68.7	77.5	83.3	82.3	43.9	76.7	82.5	83.2	81.9	79.0
African American*	25.6	11.4	12.5	5.2	3.9	3.7	8.3	5.8	6.6	4.2	6.5
Other*	14.3	6.4	3.2	6.0	6.7	3.7	5.5	5.1	4.1	3.9	6.2
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Age											
18-24	28.9	12.8 %	11.9 %	9.5 %	7.4 %	18.2 %	13.2 %	11.1 %	11.2 %	10.8 %	14.0 %
25-34	39.9	17.7	17.4	13.3	13.9	21.8	19.4	16.9	17.2	14.1	15.9
35-44	41.8	18.6	17.1	17.8	21.9	24.0	21.7	20.2	17.7	21.8	17.0
45-54	43.9	19.5	24.4	21.4	21.6	17.5	22.0	20.3	18.1	21.2	19.8
55-64	33.3	14.8	18.4	18.5	16.6	13.8	14.7	17.3	19.5	15.4	19.0
65-74	19.9	8.8	6.9	11.6	12.1	3.6	6.6	9.5	10.3	13.0	10.5
75 and over	17.1	7.6	3.9	8.0	6.5	1.2	2.5	4.5	6.0	3.7	3.8
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Education											
Grade school	11.2	5.0 %	0.9 %	1.0 %	0.5 %	9.0 %	1.5 %	0.5 %	0.4 %	0.2 %	1.2 %
Some high school	22.1	9.8	3.1	2.5	2.5	11.0	5.5	3.0	2.9	1.9	4.2
High school graduate	68.3	30.4	15.1	10.3	9.5	20.7	21.3	14.7	12.8	10.5	13.1
Some college	61.4	27.3	28.4	26.8	21.3	22.5	30.7	28.0	26.1	28.2	30.6
College graduate	41.3	18.3	32.2	32.9	35.3	26.0	27.0	33.1	34.2	33.6	28.4
Graduate school	20.5	9.1	20.4	26.6	31.0	10.8	14.0	20.7	23.6	25.6	22.5
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Income											
Less than $10K	11.6	5.8 %	3.1 %	2.4 %	0.8 %	7.6 %	3.5 %	2.2 %	2.5 %	1.7 %	2.1 %
$10K to $20K	19.3	9.6	4.3	3.9	3.8	6.1	5.0	3.5	3.8	1.9	4.5
$20K to $30K	23.4	11.7	5.9	5.3	8.0	12.3	7.6	5.2	5.0	5.5	5.6
$30K to $40K	22.6	11.3	9.9	8.0	5.9	13.4	9.8	7.2	8.0	9.5	7.9
$40K to $50K	18.8	9.3	10.3	8.4	6.9	10.6	9.0	8.4	7.3	5.1	7.2
$50K to $75K	40.7	20.3	19.0	20.1	20.1	18.5	21.1	18.1	18.3	22.2	20.2
$75K to $100K	27.2	13.5	14.6	16.5	13.2	11.3	17.8	17.1	19.0	16.5	17.2
$100K to $150K	21.4	10.7	17.7	16.5	16.5	12.1	14.1	19.8	15.9	17.3	16.6
$150K and over	16.0	8.0	15.3	18.9	24.9	8.1	12.0	18.5	20.3	20.3	18.7
Total**	200.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Note: * Not including Hispanics.

** This total is only 200.8 million, and not 224.8 million, because 24 million adults did not report their income in the May 2008 CPS survey.

Totals may not equal exactly 100 percent due to rounding.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

Source: 2008 Survey of Public Participation in the Arts

FIGURE 3-10

Demographic distribution of attendances for different types of performing arts in the past 12 months: 2008

	Any benchmark arts activity	Jazz	Classical music	Opera	Latin music	Musical plays	Non musical plays	Ballet	Other dance
Gender									
Male	45.3 %	48.8 %	52.2 %	42.2 %	53.3 %	41.6 %	44.9 %	40.1 %	39.4 %
Female	54.7	51.2	47.8	57.8	46.7	58.4	55.1	59.9	60.6
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Race and ethnicity									
Hispanic	7.3 %	8.4 %	4.1 %	5.4 %	48.7 %	6.7 %	8.9 %	9.8 %	12.3 %
White*	82.7	76.3	87.4	84.8	33.6	84.1	82.2	82.1	72.7
African American*	5.4	12.6	4.0	3.1	2.2	5.0	5.3	4.4	7.6
Other*	4.6	2.7	4.5	6.6	15.4	4.2	3.7	3.7	7.4
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Age									
18-24	11.2 %	16.0 %	7.3 %	5.0 %	27.6 %	11.8 %	10.5 %	11.0 %	14.5 %
25-34	16.4	15.7	13.0	9.7	30.9	16.3	18.6	13.7	17.2
35-44	18.7	18.2	15.8	25.1	17.8	17.9	15.6	22.1	16.2
45-54	20.3	21.8	22.0	23.2	9.6	19.0	16.8	21.8	16.2
55-64	17.7	15.5	20.7	18.5	8.5	19.1	20.0	15.1	18.0
65-74	10.4	9.0	12.3	12.4	5.1	10.7	12.2	11.9	13.9
75 and over	5.4	3.7	8.9	6.1	0.5	5.2	6.2	4.4	4.1
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Education									
Grade school	0.6 %	0.2 %	0.5 %	0.3 %	4.8 %	1.0 %	0.5 %	0.1 %	0.9 %
Some high school	2.5	2.1	2.0	1.6	18.8	2.9	2.5	2.3	4.9
High school graduate	10.8	13.1	8.2	9.6	17.0	14.7	11.7	10.8	16.0
Some college	25.2	25.7	22.5	19.6	19.6	26.5	22.3	26.2	28.0
College graduate	34.6	39.7	30.6	31.6	35.1	33.7	37.0	32.5	29.7
Graduate school	26.4	19.2	36.2	37.3	4.7	21.3	26.0	28.1	20.5
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Income									
Less than $10K	2.5 %	4.4 %	1.9 %	0.4 %	7.2 %	1.8 %	2.0 %	0.9 %	1.9 %
$10K to $20K	3.7	4.0	5.2	3.2	14.3	3.1	3.8	1.9	6.7
$20K to $30K	5.7	5.3	3.9	6.3	10.8	6.6	6.7	4.3	6.2
$30K to $40K	8.0	12.7	7.5	6.3	10.5	6.3	8.3	7.5	8.5
$40K to $50K	8.5	12.3	9.4	7.0	12.7	9.4	5.4	4.6	6.2
$50K to $75K	18.3	17.4	18.6	17.8	26.2	16.2	21.0	22.1	26.2
$75K to $100K	17.0	14.6	16.0	15.0	5.2	17.6	17.4	16.7	16.9
$100K to $150K	17.3	14.1	17.0	18.4	6.4	19.6	15.1	18.3	11.9
$150K and over	19.0	15.1	20.4	25.5	6.7	19.3	20.4	23.9	15.4
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Note: * Not including Hispanics.

Totals may not equal exactly 100 percent due to rounding.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

Source: 2008 Survey of Public Participation in the Arts

FIGURE 3-11

Percentage of U.S. adults who attend, by demographic group: 2008 (percentage participating at least once in past 12 months)

	U.S. population		Jazz	Classical music	Opera	Latin music	Performing arts festivals	Musical plays	Non musical plays	Ballet	Other dance
All adults	Millions	Percent	7.8 %	9.3 %	2.1 %	4.9 %	20.8 %	16.7 %	9.4 %	3.0 %	5.2 %
Gender											
Male	108.6	48.3 %	7.7 %	8.5 %	1.8 %	4.8 %	20.6 %	14.4 %	8.2 %	2.2 %	4.4 %
Female	116.3	51.7	7.9	10.0	2.4	4.9	20.9	18.9	10.6	3.6	5.9
Race and ethnicity											
Hispanic	30.4	13.5 %	3.9 %	3.8 %	1.1 %	17.4 %	14.8 %	8.1 %	4.3 %	2.2 %	3.2 %
White*	154.5	68.7	8.8	11.3	2.6	3.1	23.1	20.0	11.4	3.5	5.9
African American*	25.6	11.4	8.6	4.3	0.7	1.6	15.4	8.6	5.5	1.1	3.0
Other*	14.3	6.4	4.0	8.8	2.2	2.7	17.8	13.4	6.1	1.8	5.0
Age											
18-24	28.9	12.8 %	7.3 %	6.9 %	1.2 %	7.0 %	21.6 %	14.5 %	8.2 %	2.5 %	5.7 %
25-34	39.9	17.7	7.7	7.0	1.7	5.9	22.8	16.0	9.2	2.3	4.7
35-44	41.8	18.6	7.2	8.9	2.5	6.1	24.1	18.2	8.9	3.4	4.7
45-54	43.9	19.5	9.8	10.2	2.4	4.4	23.4	17.4	8.7	3.2	5.2
55-64	33.3	14.8	9.7	11.6	2.4	4.6	20.5	19.5	12.3	3.1	6.6
65-74	19.9	8.8	6.1	12.2	2.9	2.0	15.4	18.0	11.0	4.3	6.1
75 and over	17.1	7.6	4.0	9.7	1.8	0.8	6.8	10.0	7.4	1.4	2.6
Education											
Grade school	11.2	5.0 %	1.5 %	1.8 %	0.2 %	8.5 %	6.0 %	1.7 %	0.7 %	0.1 %	1.2 %
Some high school	22.1	9.8	2.4	2.3	0.5	5.5	11.6	5.2	2.8	0.6	2.2
High school graduate	68.3	30.4	3.9	3.1	0.7	3.3	14.6	8.1	4.0	1.0	2.2
Some college	61.4	27.3	8.1	9.1	1.7	4.0	23.4	17.1	9.0	3.0	5.8
College graduate	41.3	18.3	13.7	16.7	4.1	6.8	30.6	30.1	17.5	5.4	8.0
Graduate school	20.5	9.1	17.4	27.1	7.3	5.8	31.7	37.9	24.3	8.2	12.7
Income											
Less than $10K	11.6	5.8 %	4.3 %	4.0 %	0.3 %	6.7 %	12.8 %	6.6 %	4.2 %	0.9 %	2.0 %
$10K to $20K	19.3	9.6	3.6	3.9	0.9	3.4	11.2	6.3	3.7	0.6	2.5
$20K to $30K	23.4	11.7	4.1	4.4	1.5	5.5	14.0	7.7	4.1	1.4	2.6
$30K to $40K	22.6	11.3	7.1	6.8	1.1	6.1	18.7	11.0	6.7	2.6	3.8
$40K to $50K	18.8	9.3	8.9	8.7	1.6	5.9	20.7	15.4	7.4	1.7	4.1
$50K to $75K	40.7	20.3	7.6	9.5	2.1	4.8	22.5	15.4	8.6	3.4	5.3
$75K to $100K	27.2	13.5	8.7	11.7	2.1	4.2	28.1	21.8	13.4	3.7	6.8
$100K to $150K	21.4	10.7	13.4	14.8	3.3	5.6	28.4	32.0	14.1	5.0	8.3
$150K and over	16.0	8.0	15.4	22.8	6.8	5.3	32.3	40.1	24.2	7.8	12.5

Note: * Not including Hispanics.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

Source: 2008 Survey of Public Participation in the Arts

Attendance at musicals differs relatively little across age groups from 25 to 74. Adults age 18 to 24 and those 75 and older are less likely to attend than adults of other age groups. Attenders age 65 and over attended more musical plays in the last year than younger attenders.

Non-Hispanic whites are the most likely to attend a musical play and Latinos are the least likely, although the rates of attendance for Hispanic Americans may have increased slightly from 2002 to 2008 (their attendance rates were 6.9 percent in 2002 and 8.1 percent in 2008, a difference that is not statistically significant).

Non-musical plays. More women than men attend non-musical plays, and the percentage of adults going to non-musical plays fell for both women and men from 2002 to 2008.

In 2002, people ages 45 to 54 were the most likely to attend a non-musical play. Fifteen percent of Americans in this age group attended at least one non-musical play in a 12-month period. In the 2008 SPPA, by contrast, only 8.7 percent of people ages 45 to 54 reported attending a non-musical play. The age group with the highest rate of attendance at non-musical plays was 55 to 64 years old (12.3 percent of this group went to a non-musical play in 2008). It appears that older baby boomers went to non-musical plays at a higher rate than younger baby boomers.

FIGURE 3-12

Average attendances per attender in the past 12 months, by demographic group: 2008

	Jazz	Classical music	Opera	Latin music	Musical plays	Non musical plays	Ballet	Other dance
All adults	2.9	2.8	1.8	3.5	2.2	2.3	1.6	2.2
Gender								
Male	3.0	3.1	1.8	3.9	2.2	2.5	1.8	2.1
Female	2.8	2.7	1.8	3.2	2.2	2.2	1.5	2.3
Race and ethnicity								
White*	2.8	3.0	1.9	2.7	2.2	2.3	1.6	2.0
Non-white	3.1	2.2	1.6	4.2	2.0	2.5	1.6	2.8
Age								
18-34	3.1	2.6	1.3	5.2	2.2	2.4	1.6	2.3
35-64	2.7	2.9	2.0	2.3	2.1	2.2	1.6	2.0
65 and over	3.4	3.2	1.8	4.0	2.5	2.7	1.6	2.7
Education								
Non-college graduates	2.5	2.4	1.7	3.4	2.1	2.1	1.6	2.2
College graduate	3.2	3.2	1.9	3.8	2.2	2.6	1.6	2.2
Income								
Less than $50K	3.4	2.9	1.7	3.8	2.2	2.3	1.4	2.4
$50K to $100K	2.8	2.8	1.8	3.6	2.1	2.4	1.6	2.5
$100K and over	2.6	3.1	1.9	2.3	2.2	2.3	1.8	1.7

Note: * Not including Hispanics.

Demographic groups used in this analysis differ from earlier analyses due to limited sample sizes.

"Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

Source: 2008 Survey of Public Participation in the Arts

One-quarter of people with a graduate school education reported going to a non-musical play in 2008, still higher than for other groups, but substantially lower than the 32 percent found in 2002. As with musicals, Figure 3-9 examines the demographic distribution of adults attending non-musical plays. The percentage of adults going, by demographic group, is shown in Figure 3-10. For each demographic group, fewer people attended non-musical plays in 2008 than went to musicals, and these gaps widened since 2002.

Classical music. The SPPA defines "classical music" as symphony, chamber, or choral music performances. About 9.3 percent of adults attended a performance in 2008, continuing a pattern of declines that occurred over the previous 26 years.

In 2002, people ages 45 to 64 were more likely to go to a classical music performance than adults of other age groups. The audience has shifted to older people — in 2008, 12 percent of Americans from 65 to 74 years of age reported going to a classical music performance, compared with 10 percent of people ages 45-54 and only 7 percent of adults under 35. The largest decline in attendance rates was for people 55 to 64 (15.6 percent in 2002 versus 11.6 percent in 2008).

About 27 percent of people with a graduate school education went to at least one classical music performance in 2008, down from more than one-third of these adults in 2002. Between 2002 and 2008, attendance declined for each education group, income group, and racial/ethnic group.

More women than men attend classical music performances, although this gap narrowed in 2008. Additionally, males averaged slightly more performances in the last 12 months than females did.

Jazz. The rate of attendance among older baby boomers was relatively unchanged between 2002 and 2008; the decline in jazz audiences centered on younger adults. For each age group under 55, the percentage of adults attending jazz performances dropped markedly from 2002 to 2008.

The audience for live jazz continues to be divided almost evenly between men and women. Rates of attendance dropped the most between 2002 and 2008 for African Americans, Latinos, and other minority groups. In 2002, African Americans were more likely to attend a jazz performance than other groups, but in 2008 attended at the same rate as non-Hispanic whites.

As with the other types of performing arts activities, attendance was higher in 2008 for groups with more formal education.

Interestingly, attenders with a family income of less than $50,000 attended more performances in 2008 than attenders making over $100,000.

Latin music. The audience for live Latin music is 49 percent Hispanic Americans, 44 percent non-Hispanic whites, and 7 percent other groups. About 17 percent of all Latinos reported going to see Latin music at least once in 2008. All age groups up to 65 years old are likely to attend, although people ages 18 to 44 are the largest audience. Men are nearly half of the audience. High-income attenders (with a household income of over $100,000) attended fewer performances than attenders with lower incomes.

Unlike other art forms tracked in the SPPA, the likelihood of attending did not rise with educational level — people of all educational levels are about equally as likely to see Latin music.

Other dance. The 1992, 2002, and 2008 SPPA surveys asked adults about their attendance at "dance performances other than ballet, such as modern, folk or tap." Responses to this question are found under "other dance."

Rates of attendance for "other dance" performances held steady or increased among older age groups, but declined between 2002 and 2008 for people under 55. Older baby boomers appear to be the core audience for "other dance."

Both formal education and income play a large part in predicting "other dance" attendance. People with high incomes (over $75,000) and those who attended graduate school are more likely to go to these types of dance performances. More women than men attend the performances.

Among people who went to an "other dance" performance in 2008, non-white attenders went to more performances than white attenders.

Ballet. Women comprise much more of the nation's ballet audience than found for other performing arts. In 2008, almost two-thirds of ballet attenders were female. Audiences for ballet also have the smallest representation of racial and ethnic minorities — in 2008, 82 percent of attenders were non-Hispanic white. More than 40 percent of the audience was between the ages of 35 and 54.

Attendance of ballet performances reached 8 percent for people with a graduate education, the highest rate of any demographic segment studied for ballet. Only 1 percent of adults with a high school education went to the ballet in 2008. Attendances per attender were similar across the demographic groups analyzed in the survey.

Opera. About 59 percent of the audience for live opera is female. Two-thirds of the opera audience have at least a college degree. About 7 percent of adults with a graduate education went to the opera at least once in 2008, down from more than 10 percent in 2002. Fewer than one in 100 adults with a high school education went to opera in 2008.

The core audience for opera was older in 2008 than in 2002. In 2002, each group from age 45 to 74 was equally likely to attend — about 4 percent of people in these age groups reported going to at least one opera in the past 12 months. In 2008, however, the percentage of adults from 45 to 65 years old who attended opera declined by more than one-third.

Almost 20 percent of the people who go to opera are now 65 and older. According to the 2008 survey, people 65 to 74 were slightly more likely to attend opera than other age groups above 35. Younger attenders, on average, attended fewer performances in 2008 than older attenders.

Visual Arts and Historic Sites

The SPPA includes questions about visits to art museums or galleries and attendance at art or craft fairs and festivals.

People visiting. Fifty-one million U.S. adults went to an art museum or art gallery at least once in the 12 months ending May 2008 based on SPPA data. This number corresponds to 23 percent of all adults (see Figure 3-7). The number of adults making a visit to an art museum or gallery dropped by about 3 million between the 2002 and 2008 SPPA (see Figure 3-13 on the following page; see also footnote 2).

More people (55 million) went to art or craft fairs and festivals than art museums or galleries in 2008. About 56 million people went to an historic site, which includes visits to historic parks or monuments, or tours of buildings or neighborhoods for their "historic or design value."

The number of adults attending art/craft fairs and festivals fell by 13 million people between 2002 and 2008.[12] The number of people going to historic sites dropped by 9 million.[13] For arts/craft fairs and festivals, the percentage of adults going at least once in the past 12 months declined from 33 percent in 2002 to 24 percent in 2008. For historic sites, 32 percent of adults made at least one visit in 2002, which declined to 25 percent in 2008.

The declines for art/craft fairs and festivals and for historic sites were considerably larger on an absolute and percentage basis than the drops for most performing arts.

The ability to visit art/craft fairs and festivals and historic sites might be more related to car-based tourism than to factors affecting attendance at performing arts events in general. Therefore, the greater declines in attendance for fairs, festivals, and historic sites may be in part due to high gas prices in 2007 and early 2008. May 2007 saw average retail gas prices at a then-historic $3.20 per gallon, which by May 2008 reached $4.00 per gallon. Mostly in response to higher gas prices, U.S. highway travel, measured by vehicle miles traveled, started declining in 2007.[14] Vehicle miles traveled per capita dropped even more sharply.[15]

Visits. Adults made about 149 million visits to art museums and art galleries in 2008, about 42 million fewer visits than in 2002. These trends are also shown in Figure 3-13. People who go to art museums and galleries went an average of 3.5 times in 2002 and only 2.9 times in 2008.

The 2008 SPPA did not track the number of visits, per respondent, to art festivals or parks and historic sites.

A 2006 study by the American Association of Museums reported that among its member institutions, attendance had not changed significantly since 2000.[16] The Association of Art Museum Directors' (AAMD) 2007 and 2008 surveys showed an increase in overall art museum

attendance from 2006 to 2007, when considering all museums that participated in both surveys. However, when considering only the top 10 most-attended museums from the 2007 survey that also participated in the 2008 survey, the AAMD report found a 6 percent decline in overall attendance.[17]

Demographic characteristics of people visiting art museum and galleries. About 55 percent of people who go to art museums or art galleries are women. Among adults who visit at least once in a 12-month period, three-quarters are younger than 55 years of age. More than 80 percent have at least some college education. These and other demographic characteristics of people who go to art museums and galleries are found in the third column of Figure 3-14. Even counting number of visits (sixth column), women comprised the larger percentage of art museum attendance.

Data pertaining to the likelihood that someone in a particular demographic group goes to an art museum or art gallery — see the seventh column of Figure 3-14 — reveal that 24 percent of women went at least once in 2008, compared with 21 percent of men. These figures represent declines from the 2002 results for women and men alike.

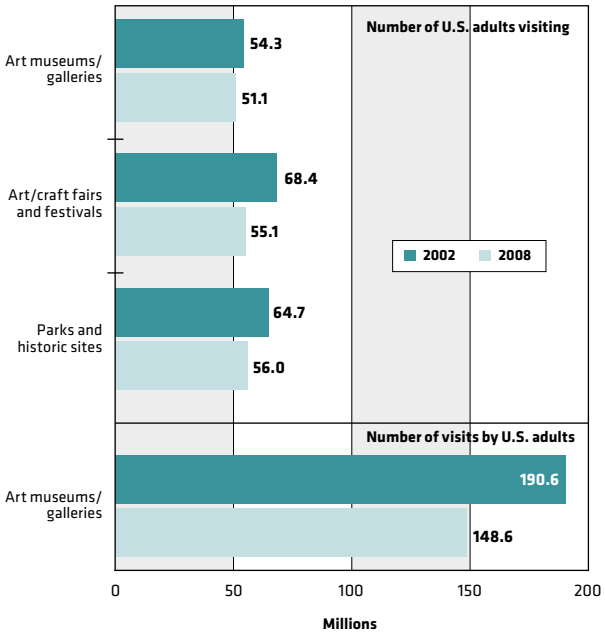
About 41 percent of college graduates and 52 percent of people with graduate degrees went to an art museum or gallery in 2008. Across age groups, there are no large differences until people reach 65 and older, when the percentage of adults visiting declines.

Art and craft fairs and festivals. Figure 3-14 also provides demographic data on people who go to art and craft fairs and festivals. (Demographic data about people who attend performing arts festivals are shown separately. See Figure 3-11.) About 60 percent of people who go to art/craft fairs and festivals are women. About 28 percent of women went to an art/craft fair or festival in 2008, compared with about 21 percent of men. People ages 35 to 64 are most likely to go, with attendance to a fair or festival considerably lower for people younger than 25 and older than 74. People with higher levels of education are more likely to go to art/craft fairs and festivals than adults with less education.

Historic sites. The 2008 SPPA shows only slightly more women going to historic sites than men (53 percent to 47 percent, which is not statistically

FIGURE 3-13

Millions of U.S. adults visiting art museums and galleries, art/craft fairs and festivals, and parks and historic sites in the past 12 months: 2002 and 2008; and millions of visits to art museums: 2002 and 2008



Note: The undercount in adult population in the 2002 SPPA means that the number of attenders and visits are also underestimated. The actual decrease in number of attenders and visits between 2002 and 2008 may be larger than shown.

Source: 2002 and 2008 Surveys of Public Participation in the Arts.

FIGURE 3-14

Demographic distribution of U.S. adults attending different types of arts events at least once in the past 12 months: 2008

	U.S. population		Demographic distribution of visitors			Demographic distribution of visits	Proportion who visit		
	Millions	Percent	Art museum	Art/craft fairs and festivals	Parks and historic sites	Art museum	Art museum	Art/craft fairs and festivals	Parks and historic sites
All Adults	224.8						22.7 %	24.5 %	24.9 %
Gender									
Male	108.6	48.3 %	45.4 %	40.3 %	47.2 %	45.9 %	21.4 %	20.5 %	24.4 %
Female	116.3	51.7	54.6	59.7	52.8	54.1	24.0	28.3	25.4
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %			
Race and ethnicity									
Hispanic	30.4	13.5 %	8.6 %	7.5 %	7.5 %	8.0 %	14.5 %	13.7 %	14.0 %
White*	154.5	68.7	78.9	82.4	81.6	82.2	26.0	29.3	29.5
African American*	25.6	11.4	5.9	5.6	5.7	4.1	12.0	12.2	12.6
Other*	14.3	6.4	6.6	4.4	5.1	5.7	23.4	17.0	20.0
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %			
Age									
18-24	28.9	12.8 %	12.9 %	9.3 %	11.2 %	11.4 %	22.9 %	17.8 %	21.9 %
25-34	39.9	17.7	18.8	16.4	18.2	17.8	24.3	22.7	25.7
35-44	41.8	18.6	21.1	20.7	20.1	20.8	25.7	27.2	26.8
45-54	43.9	19.5	20.0	23.2	22.0	20.6	23.3	29.1	28.0
55-64	33.3	14.8	15.9	17.6	16.5	15.8	24.3	28.9	27.6
65-74	19.9	8.8	7.7	8.9	8.5	9.0	19.9	24.8	24.1
75 and over	17.1	7.6	3.5	3.9	3.4	4.6	10.5	12.7	11.2
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %			
Education									
Grade school	11.2	5.0 %	0.8 %	1.0 %	0.8 %	0.5 %	3.8 %	4.9 %	3.8 %
Some high school	22.1	9.8	4.0	4.5	3.6	2.7	9.2	11.2	9.1
High school graduate	68.3	30.4	12.8	21.5	17.8	8.6	9.6	17.3	14.6
Some college	61.4	27.3	28.5	30.6	31.1	26.6	23.8	27.5	28.4
College graduate	41.3	18.3	32.8	26.8	29.1	34.6	40.6	35.8	39.4
Graduate school	20.5	9.1	21.1	15.6	17.7	27.0	52.2	41.6	48.1
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %			
Income									
Less than $10K	11.6	5.8 %	2.3 %	2.5 %	2.3 %	2.8 %	9.4 %	10.7 %	10.3 %
$10K to $20K	19.3	9.6	4.2	5.0	4.2	3.4	10.3	13.0	11.4
$20K to $30K	23.4	11.7	5.9	7.3	6.3	5.7	11.9	15.5	13.9
$30K to $40K	22.6	11.3	7.8	9.8	8.7	7.7	16.3	21.8	19.9
$40K to $50K	18.8	9.3	8.0	9.2	8.4	7.7	20.2	24.7	23.2
$50K to $75K	40.7	20.3	20.6	21.2	21.1	18.4	23.9	26.2	26.8
$75K to $100K	27.2	13.5	18.0	18.4	17.2	18.0	31.3	33.8	32.6
$100K to $150K	21.4	10.7	15.6	14.8	17.1	17.8	34.4	34.5	41.2
$150K and over	16.0	8.0	17.6	11.9	14.7	18.5	51.9	37.5	47.3
Total**	200.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %			

Note: * Not including Hispanics.

** This total is only 200.8 million, and not 224.8 million, because 24 million adults did not report their income in the May 2008 CPS survey.

Totals may not equal exactly 100 percent due to rounding.

Source: 2008 Survey of Public Participation in the Arts.

significant). Except for people 75 and older, all age groups have a similar likelihood of going to historic sites. People with higher levels of education are much more likely to visit historic sites than people with less education. Figure 3-14 examines demographic characteristics of visitors to historic sites.

Predictors of Arts Attendance

A number of factors discussed in this chapter (e.g., education, gender, and age) are strongly correlated with arts attendance. It can be rewarding (albeit technically challenging) to identify the factors that are most important when examined individually. Statistical models that isolate the effects of individual factors when considering all factors at once are often useful in these circumstances.[18]

The regression models developed for 2002 and 2008 (shown in Figure 3-15) were generally consistent in their results. Models for both 2002 and 2008 confirm the central role that educational attainment plays in predicting art attendance or visitation.

For example, in 2008, respondents with a college degree were 48 percent more likely to attend a benchmark arts activity than people who had just completed grade school, when controlling for other factors. (Demographic characteristics with a marginal impact of "0" shown in Figure 3-15 represent the base case of the model against which the relative impact of other characteristics can be compared.) Statistically significant factors influencing attendance at a benchmark activity are noted with a double asterisk.

Using the results of the 2002 model, one can estimate the expected participation rate for 2008 respondents based on the demographic characteristics of U.S. adults in 2008. If attendance patterns for people in 2008 were similar to those of people with similar demographic characteristics in 2002, then attendance at benchmark arts activities in 2008 would have been 42 percent, not the 35 percent actually observed.

In that case, participation would have been even higher than the 39 percent found in 2002 — exceeding even the 41 percent rate found in 1992.

Differences in the model results between 2002 and 2008 indicate some factors behind the change

FIGURE 3-15

Effects of demographic characteristics on the likelihood of benchmark arts attendance in the past 12 months: 2002 and 2008

	Marginal impact on likelihood of attendance	
	2002	2008
Gender		
Male	-9.8 % **	-6.5 % **
Female	0.0	0.0
Race and ethnicity		
Hispanic	-5.7 % **	-8.3 % **
White*	0.0	0.0
African American*	-8.9 **	-9.7 **
Other*	-9.7 **	-11.8 **
Age		
18-24	0.0 %	0.0 %
25-34	-0.7	-4.0 **
35-44	0.4	-4.1 **
45-54	0.5	-4.9 **
55-64	-2.5	-6.0 **
65-74	-0.1	-1.2
75 and over	-10.1 **	-9.7 **
Education		
Grade school	0.0 %	0.0 %
Some high school	10.7 **	11.3 **
High school graduate	21.4 **	14.4 **
Some college	39.9 **	32.3 **
College graduate	53.1 **	48.3 **
Graduate school	58.8 **	55.4 **
Income		
Less than $30K	0.0 %	0.0 %
$30K to $49K	5.5 **	9.1 **
$50K to $74K	11.7 **	12.6 **
$75K and over	20.4 **	22.2 **
Region		
New England	0.0 %	0.0 %
Middle Atlantic	4.7 **	-2.6
South Atlantic	0.2	-5.3 **
East South Central	-3.5	-9.1 **
East North Central	5.1 **	-0.5
West South Central	1.2	-7.2 **
West North Central	5.9 **	-2.9
Mountain	8.9 **	0.4
Pacific	8.0 **	4.8
Other		
Reside in Metropolitan Area	8.3 % **	6.9 % **
Married	-3.7 **	-2.2
No child or child under 18	5.6 **	3.0 **

Note: * Not including Hispanics.

** Statistically significant at the 95% confidence level.

Any value reported as 0.0 is less than 0.05 (and may actually be 0.0).

Effects on attendance rates are shown in percentages. A model using the expanded income categories available for analysis in the 2008 survey showed similar results to the above model.

Source: 2008 Survey of Public Participation in the Arts.

in benchmark attendance. For example, gender differences in attendance narrowed significantly between 2002 and 2008, which means that benchmark arts participation fell more for women than men in 2008 after controlling for other demographic characteristics.

In 2008, the size of the difference in attendance narrowed between adults with more education and adults with less education. In the case of adults with only "some college" education, the difference in attendance levels between 2002 and 2008 was statistically significant.

After controlling for other demographic characteristics, people in each age group 54 and younger in 2008 appeared to be less likely to go to a benchmark arts activity than the same age groups in 2002. The difference in attendance levels for 45-54 year-olds between 2002 and 2008 was statistically significant.

It is likely that these differences in factors explaining benchmark arts attendance in 2002 and 2008 are a combination of short-term economic conditions and long-term trends independent of the recession that began in 2007.

Not considered in this section is the potential impact of prior arts education on attendance patterns. This correlation will be examined in an upcoming NEA research report.

Literature

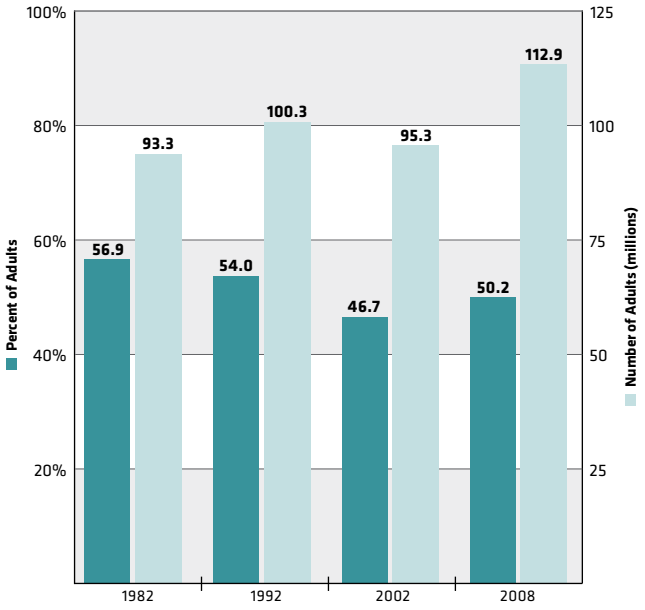
The SPPA also asks about reading habits. In 2008, 54 percent of adults indicated they had read a book during the previous 12 months that was not required for work or school, a 2 percentage point decline from 2002. However, the percentage of adults reading "literature" (defined as plays, poetry, or novels) increased from 47 percent of adults in 2002 to 50 percent in 2008.[19] Increases in literary reading occurred across virtually all demographic groups.

Figure 3-16 examines trends in the reading of literature since 1982. The number of adults reading literature is estimated to be 113 million in 2008, up from 2002.[20]

Women read literature in greater numbers than men — 60 percent of literary readers are women, as reported in Figure 3-17 on the following page. People

FIGURE 3-16

U.S. adults reading plays, poetry, novels, and short stories at least once in the past 12 months: 1982, 1992, 2002, and 2008



Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

FIGURE 3-17

Demographic distribution of U.S. adults reading books and literature, and rates at which adults read books and literature: 2008

	U.S. population		Demographic distribution of adults who read		Proportion of adults who read	
	Millions	Percent	Books	Literature	Books	Literature
All Adults	224.8				54.3 %	50.2 %
Gender						
Male	108.6	48.3 %	41.2 %	40.3 %	46.3 %	41.9 %
Female	116.3	51.7	58.8	59.7	61.7	58.0
Total	224.8	100.0 %	100.0 %	100.0 %		
Race and ethnicity						
Hispanic	30.4	13.5 %	8.1 %	8.6 %	32.8 %	31.9 %
White*	154.5	68.7	77.3	76.3	60.8	55.6
African American*	25.6	11.4	9.0	9.6	43.4	42.6
Other*	14.3	6.4	5.6	5.5	47.7	43.9
Total	224.8	100.0 %	100.0 %	100.0 %		
Age						
18-24	28.9	12.8 %	11.9 %	13.1 %	50.7 %	51.7 %
25-34	39.9	17.7	17.7	17.7	54.1	50.0
35-44	41.8	18.6	19.4	18.8	56.2	50.7
45-54	43.9	19.5	19.6	19.7	54.2	50.2
55-64	33.3	14.8	16.0	15.8	58.4	53.1
65-74	19.9	8.8	8.8	8.7	54.5	49.1
75 and over	17.1	7.6	6.6	6.4	47.4	42.3
Total	224.8	100.0 %	100.0 %	100.0 %		
Education						
Grade school	11.2	5.0 %	1.7 %	1.8 %	18.7 %	18.5 %
Some high school	22.1	9.8	6.0	6.8	33.4	34.3
High school graduate	68.3	30.4	23.2	23.5	41.5	39.1
Some college	61.4	27.3	30.3	30.6	60.0	56.2
College graduate	41.3	18.3	25.1	24.4	74.1	66.6
Graduate school	20.5	9.1	13.7	12.9	80.8	71.2
Total	224.8	100.0 %	100.0 %	100.0 %		
Income						
Less than $10K	11.6	5.8 %	4.3 %	4.4 %	41.1 %	38.6 %
$10K to $20K	19.3	9.6	7.0	7.3	40.5	38.3
$20K to $30K	23.4	11.7	9.0	9.5	42.7	41.7
$30K to $40K	22.6	11.3	9.7	9.6	47.4	43.2
$40K to $50K	18.8	9.3	9.3	9.5	54.8	51.9
$50K to $75K	40.7	20.3	20.4	20.0	55.6	50.1
$75K to $100K	27.2	13.5	15.7	15.7	63.8	59.1
$100K to $150K	21.4	10.7	13.4	13.0	69.3	62.1
$150K and over	16.0	8.0	11.2	11.0	77.4	71.2
Total**	200.8	100.0 %	100.0 %	100.0 %		

Note: * Not including Hispanics.

** This total is only 200.8 million, and not 224.8 million, because 24 million adults did not report their income in the May 2008 CPS survey.

"Reading books" or "reading literature" only include those not required for work or school. "Literature" is defined as plays, poetry or novels.

Totals may not equal exactly 100 percent due to rounding.

Source: 2008 Survey of Public Participation in the Arts.

of all age groups, except for people 75 and older, are about as likely as other age groups to read literature. More than 40 percent of African Americans and about one-third of Hispanic Americans report reading literature.

For young adults (18–24), literary reading increased at the sharpest rate relative to other age groups. Between 2002 and 2008, their literary reading rate grew by nine percentage points, to 52 percent.

The largest differences in literary reading are related to education level — two-thirds of people with a college degree read literature, compared with about two-fifths of people with a high school education. The NEA's January 2009 report *Reading on the Rise*, however, found that the greatest increases in literary reading from 2002 to 2008 were among groups with less formal education — suggesting that education-related gaps in literary reading may be narrowing somewhat.

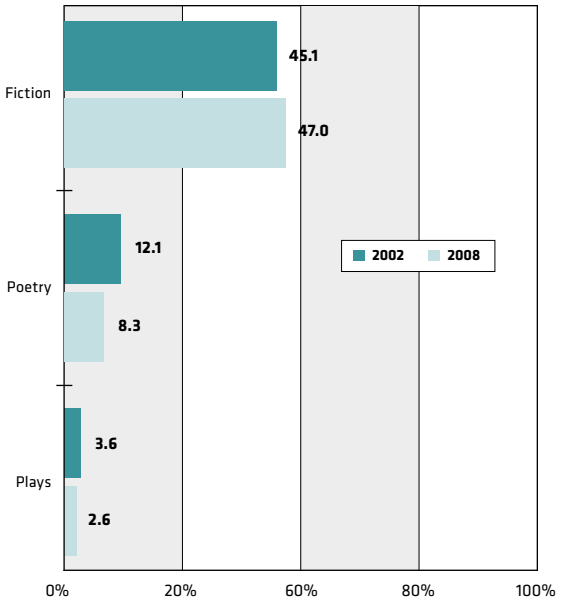
The increase in literary reading may be due to more people reading novels and short stories, as shown in Figure 3-18. In the 2008 SPPA, 47 percent of adults said that they read fiction, compared with 45 percent in 2002. The percentage of adults reporting that they read poetry declined between 2002 and 2008 (12.1 percent to 8.3 percent). Reading of plays also dropped between these two years (3.6 percent to 2.6 percent).

Figure 3-19 displays the reading frequency of U.S. adults for all books (not just literature) in 2002 and 2008. As shown in the top half of the table, the proportion of adults reading 12 or more books per year decreased in 2008 from 2002. While there was an increase in the number of "moderate" readers (6-11 books per year) in 2008, the total number of adults reporting reading any books in the past 12 months was lower in 2008 when compared with results from 2002. Among all adults in 2008, about 26 percent were light readers (1-5 books per year) and about 4 percent were avid readers (50 books or more). As shown in the bottom half of the table, among readers alone, almost half were light readers and about 7 percent were avid readers.

Among adults who read, an average of 12.8 books were read during the 12 months ending May 2008, a decrease from the average of 17.3 books reported in 2002.

FIGURE 3-18

Percentage of U.S. adults who read fiction (a novel or short story), poetry, and plays: 2008



Source: 2002 and 2008 Surveys of Public Participation in the Arts.

FIGURE 3-19

Reading frequency of U.S. adults: 2002 and 2008 (books read per year)

Number of books read per year	Percent of adults	
	2002	2008
Among all adults		
Light (1-5 books)	29.4 %	26.1 %
Moderate (6-11 books)	7.4	10.9
Frequent (12-49 books)	15.7	13.7
Avid (50 books or more)	4.1	3.6
Among all readers		
Light (1-5 books)	51.9 %	48.1 %
Moderate (6-11 books)	13.0	20.0
Frequent (12-49 books)	27.8	25.2
Avid (50 books or more)	7.3	6.7

Source: 2002 and 2008 Surveys of Public Participation in the Arts.

Notes:

1 In this report, "attenders" are adults who went to an activity at least once in the 12-month period.

2 Because upward revisions to the count of adults living in the United States in 2002 took place after the 2002 SPPA was conducted (as a supplement to the August 2002 CPS), the 2002 CPS somewhat underestimates the U.S. population. Consequently, the SPPA underestimates the total number of attenders (perhaps by about 1%, but an exact figure is not known). See *Source and Accuracy Statement for the May 2008 CPS Micro Data File on Public Participation in the Arts*, cited in Chapter 2, footnote 3.

3 A statistically significant difference at the 95% confidence level.

4 See footnote 2.

5 Also, people who went to benchmark activities went, on average, to fewer types of activities in 2008 (2.04) than in 2002 (2.15, a statistically significant difference).

6 Arts managers have worried for several decades that their audiences are graying and won't be replaced. In general, however, aging audiences have been replaced by new people in their 40s and 50s – not because of an overall rise in participation rates, but rather because of the sheer size of the baby boomer population working through these typically higher participation ages. See, for example, NEA Research Report #42 – *Age and Arts Participation: 1982-1997.*

7 The 2008 SPPA suggests a marked generational split between older baby boomers – people born between 1946 and 1954 – and younger boomers, sometimes called "Generation Jones" (born between 1955 and 1964).

8 The average unemployment rate for the civilian population in the workforce in 2008 was 5.8 percent for people ages 25-34, 4.6 percent for people ages 35-44, and 4.1 percent for people ages 45-54, based on U.S. Bureau of Labor Statistics data: **www.bls.gov/cps/tables.htm#empstat**.

9 Attendance in the 12 months ending May 2008 is often referred to as "2008 attendance" in this report, even though it spans the period from May 2007 to May 2008.

10 See footnote 2.

11 See footnote 2.

12 The wording for this question has changed from 2002 to 2008. In 2002, the SPPA asked, "During the last 12 months, did you visit an art fair or festival, or a craft fair or festival?" The 2008 SPPA asked, "During the last 12 months, did you visit a crafts fair or a visual arts festival?"

13 An analysis of historic site and battlefield attendance, using National Park Service data (available at **www.nature.nps.gov/stats/**), did not show similar declines; however, it is important to note that these data include children and estimate total attendance rather than the number of unique adult visitors to historic sites.

14 Robert Puentes and Adie Tomer, *The Road ... Less Traveled: An Analysis of Vehicle Miles Traveled Trends in the U.S*, 2008, Brookings Institution, **www.brookings.edu/~/media/Files/rc/reports/2008/1216_transportation_tomer_puentes/vehicle_miles_traveled_report.pdf**.

15 However, a similar drop in vehicle miles traveled per capita also occurred in the months after September 11, 2001–a factor that likely affected arts event attendance patterns reported in the 2002 SPPA. Per-capita VMT in 2001-2002 was similar to that for May 2007-May 2008.

16 "AAM Press Release: AAM Releases Survey – Offers Financial Snapshot of Museum Field." 2006. American Association of Museums. Retrieved 17 March 2009 from: **www.aam-us.org/pressreleases.cfm?mode=list&id=116**.

17 The Association of Art Museum Directors provided its 2007 and 2008 statistical surveys as a courtesy to the National Endowment for the Arts.

18 This statistical technique is multi-variate regression analysis. Models predict whether or not an adult attended at least one benchmark activity in 2008 through a type of regression model known as probit.

19 The overall trends in reading were previously reported by the NEA in the January 2009 *Reading on the Rise, a New Chapter in American Literacy*, **www.arts.gov/research/readingonrise.pdf**.

20 As previously noted, estimates of the number of people participating in an activity in the 2002 SPPA may be somewhat understated. Yet this factor alone would not explain the apparent increase in the number of adults involved in literary reading between 2002 and 2008.

Ian McKellen (seated) led the cast of the Royal Shakespeare Company's production of *King Lear*, which was shown on PBS's *Great Performances* series.
Photo by Simon Farrell

CHAPTER 4

PARTICIPATION VIA MEDIA

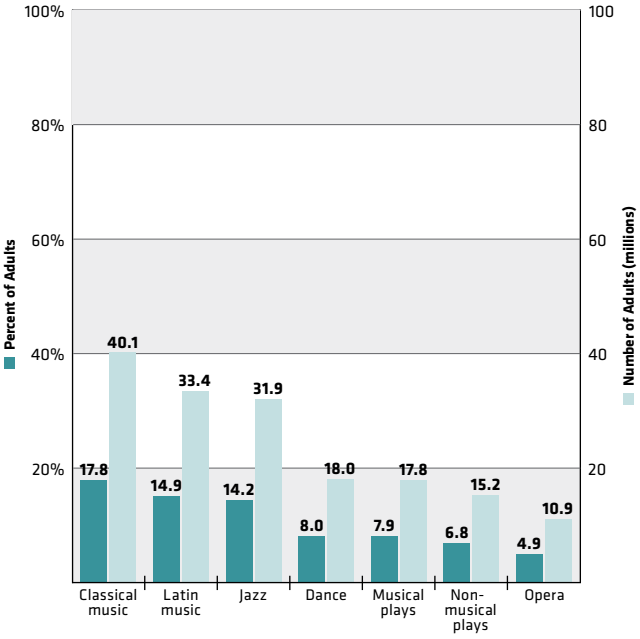
The rapid evolution of new media platforms over the past three decades has posed a recurring challenge to NEA researchers as they attempt to gauge the expansive role of those technologies in driving arts participation patterns. The SPPA's questions about media and technology have changed accordingly in recent years — a factor that limits long-term trend analyses.

In the 2008 SPPA, questions about arts participation via electronic media were introduced with the following statement: "The next questions are about watching or listening to a recorded or live broadcasted arts performance on television, radio or on computer, including watching or listing on a portable media device such as an mp3 player, cell phone, or portable DVD player."

The survey then asked about participation in the prior 12 months.[1] This chapter describes media participation in the visual and performing arts and in the reading of literature. It also examines use of the Internet, in particular, for arts and cultural engagement.

FIGURE 4-1

Number and percentage of U.S. adults who watched or listened to a recorded or broadcast performance at least once in the past 12 months: 2008



Source: 2008 Survey of Public Participation in the Arts.

Performing Arts

In 2008, 41 percent of U.S. adults watched, listened to, or otherwise explored the arts through some form of electronic media. (These types of artworks, performances, and programs are shown in Figure 4-2.) About 5 percent of adults say they watch or listen to opera via recorded or broadcast media. For jazz and Latin music, the media participation rate is substantially higher—about 15 percent of all adults, for each type of music—and for classical music it is 18 percent.

Adult audiences for recorded or broadcast media in 2008 ranged from 11 million for opera to 40 million

for classical music, as illustrated in Figure 4-1. The total audience participating through these media is more than double the number of Americans going to live performances.

Classical music. More U.S. adults watched or listened to classical music through electronic media (18 percent of adults) than any other art form studied in the 2008 SPPA. Although media-related questions differed in 2002, participation in classical music via media appears to be declining. Women constitute more of the classical music audience than men, as shown in Figure 4-2. Nearly 40 percent of adults who watch or listen to classical music via media are 45 to 64 years old.

Figure 4-3 reports the percentage of adults in each demographic group who participate in art forms via electronic media. For example, about 39 percent of people who had a graduate education reported watching or listening to classical music via media, compared with less than 10 percent of respondents who had completed high school but not attended college.

Latin music. As noted earlier, about 15 percent of adults listened to or watched Latin music via media in 2008. This was the first year for questions about Latin music in the SPPA.

More men than women watch or listen to Latin music. Hispanics represent 49 percent of people watching or listening to Latin music, with non-Hispanic whites forming 41 percent of the media audience (see Figure 4-2).

Another way to analyze participation through media is to examine, within an individual demographic group, the percentage of members that watch or listen to Latin music. As shown in Figure 4-3, about 55 percent of Latinos watch or listen, compared with 9 percent of non-Hispanic whites. Younger people (aged 18 to 34) are most likely to watch or listen to recorded or live broadcasted Latin music. About 26 percent of adults with only a grade school education participate in Latin music through media, a much higher percentage than for any other art form for this education group.

Jazz. About as many people watch or listen to jazz via media (14% of adults) as to Latin music.[2] Jazz is the one art form where men and women participate equally when watching and listening via media, as shown in Figure 4-2. (The live jazz audience is also distributed equally between men and women.) Forty percent of American adults watching and listening to jazz are 35 to 54.

African Americans participate in jazz via media at a higher rate than non-Hispanic whites and other groups. Hispanic Americans are the least likely to watch or listen to jazz (see Figure 4-3). About one-quarter of all adults with graduate degrees reported listening or watching jazz via media.

Dance. Unlike the survey questions for live arts participation, the media-related questions did not ask separately about ballet. Rather, the question identified ballet among other types of dance activities.

Eight percent of adults responded "yes" when asked, "With the exception of music videos, did you watch or listen to a recorded or live broadcasted ballet, modern, folk, tap, or Broadway-style dance performance?"

Nearly two-thirds of people watching dance performances via media were women. Compared with other art forms, more people watching or listening to dance were older — about one-quarter were 65+. People ages 65 to 74 were most likely and adults ages 25 to 44 were least likely to watch or listen to a dance performance. Participation in dance via media is greater for people with more education.

The demographic characteristics of people who watch or listen to dance are similar to results presented in the 2002 SPPA.

Musical plays. Among all types of performing arts captured by the SPPA, musical plays and non-musical plays have the unique distinction of attracting more participants through live events than through broadcast or recorded media.

About 8 percent of adults reported watching or listening to musical plays through media in the 2008 SPPA.[3] (By contrast, more than double that proportion—16.7 percent of U.S. adults—reported seeing a live musical play in 2008.) The percentage of adults participating via media is 10 percent for people ages 55 to 64 and for people ages 65 to 74.

FIGURE 4-2

Demographic distribution of U.S. adults participating in the arts through electronic media at least once in the past 12 months: 2008

	U.S. Population in Millions	Percent	Jazz	Classical music	Opera	Latin music	Musical plays	Non musical plays	Dance	Programs about art**	Programs about books or writers	Literature
Gender												
Male	108.6	48.3 %	50.9 %	45.6 %	41.8 %	51.5 %	40.1 %	42.3 %	36.3 %	46.5 %	44.9 %	42.1 %
Female	116.3	51.7	49.1	54.4	58.2	48.5	59.9	57.7	63.7	53.5	55.1	57.9
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Race and ethnicity												
Hispanic	30.4	13.5 %	8.9 %	9.0 %	9.5 %	49.2 %	9.7 %	14.4 %	6.6 %	9.7 %	7.4 %	10.6 %
White*	154.5	68.7	69.1	75.7	77.0	40.5	75.9	65.4	78.1	76.7	78.3	78.9
African American*	25.6	11.4	15.9	6.9	5.9	7.7	10.1	14.3	9.6	7.5	8.3	5.6
Other*	14.3	6.4	6.0	8.4	7.5	2.6	4.3	5.9	5.7	6.2	6.0	4.9
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Age												
18-24	28.9	12.8 %	13.7 %	12.3 %	10.3 %	16.4 %	11.2 %	15.6 %	12.1 %	12.4 %	12.8 %	11.9 %
25-34	39.9	17.7	15.9	13.7	12.8	21.8	13.5	15.5	11.3	14.2	14.6	21.0
35-44	41.8	18.6	18.1	16.1	10.9	21.1	18.9	14.4	14.2	17.3	18.3	16.9
45-54	43.9	19.5	21.8	19.6	18.0	18.6	21.0	21.0	22.1	22.9	21.3	21.2
55-64	33.3	14.8	15.9	19.6	25.1	12.1	17.2	14.4	16.8	19.0	17.4	15.6
65-74	19.9	8.8	8.5	9.7	12.9	5.9	10.7	10.8	14.3	8.4	9.6	9.9
75 and over	17.1	7.6	6.2	9.0	10.0	4.1	7.4	8.3	9.2	5.8	6.0	3.4
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Education												
Grade school	11.2	5.0 %	2.0 %	2.2 %	3.1 %	7.9 %	2.4 %	3.0 %	2.5 %	2.4 %	1.5 %	1.5 %
Some high school	22.1	9.8	6.4	4.9	4.9	12.8	4.7	6.1	4.0	5.7	4.2	6.2
High school graduate	68.3	30.4	20.8	17.3	14.9	24.8	15.9	24.4	21.0	16.9	14.2	17.9
Some college	61.4	27.3	30.0	29.0	27.2	26.6	33.4	31.4	32.6	30.0	30.9	26.0
College graduate	41.3	18.3	25.9	27.8	27.3	17.7	31.5	23.2	23.7	28.3	28.7	30.5
Graduate school	20.5	9.1	15.0	19.0	22.7	10.2	12.1	11.9	16.1	16.7	20.5	18.1
Total	224.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Income												
Less than $10K	11.6	5.8 %	5.2 %	3.3 %	5.8 %	5.0 %	4.3 %	4.6 %	5.8 %	4.3 %	4.0 %	4.1 %
$10K to $20K	19.3	9.6	6.5	6.6	7.9	10.7	6.0	7.5	7.2	5.7	5.9	6.5
$20K to $30K	23.4	11.7	11.0	9.1	8.9	15.0	10.3	13.7	12.0	8.3	7.8	8.3
$30K to $40K	22.6	11.3	9.9	9.0	5.4	11.2	5.8	9.7	9.4	8.9	10.0	7.6
$40K to $50K	18.8	9.3	8.2	9.5	8.3	9.5	10.6	9.1	10.8	10.1	8.9	7.6
$50K to $75K	40.7	20.3	20.3	18.4	19.5	17.3	20.4	17.7	17.2	19.7	17.0	19.6
$75K to $100K	27.2	13.5	16.9	17.3	16.4	16.5	15.7	17.4	15.4	17.2	18.3	15.0
$100K to $150K	21.4	10.7	11.2	13.6	14.5	7.5	14.8	9.3	13.2	13.8	16.1	16.1
$150K and over	16.0	8.0	10.9	13.3	13.3	7.4	12.3	11.0	9.0	12.0	11.9	15.3
Total***	200.8	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Note: * Not including Hispanics.

** "Programs about art" includes programs about artists, artworks and art museums.

*** This total is only 200.8 million, and not 224.8 million, because 24 million adults did not report their income in the May 2008 CPS survey.

Totals may not equal exactly 100 percent due to rounding.

Source: 2008 Survey of Public Participation in the Arts.

FIGURE 4-3

Percentage of U.S. adults that participated in the arts through electronic media: 2008 (percentage participating at least once in the past 12 months)

	Jazz	Classical music	Opera	Latin music	Musical plays	Non musical plays	Dance	Programs about art**	Programs about books or writers	Literature
All Adults	14.2 %	17.8 %	4.9 %	14.9 %	7.9 %	6.8 %	8.0 %	15.1 %	15.0 %	10.0 %
Gender										
Male	14.9 %	16.7 %	4.2 %	15.8 %	6.5 %	5.9 %	6.0 %	14.4 %	13.8 %	8.7 %
Female	13.6	18.9	5.5	14.0	9.2	7.6	9.9	15.7	16.1	11.2
Race and ethnicity										
Hispanic	9.6 %	12.1 %	3.5 %	55.2 %	5.8 %	7.4 %	4.0 %	11.0 %	8.3 %	8.1 %
White*	14.2	19.6	5.5	8.8	8.7	6.4	9.1	16.8	17.1	11.6
African American*	19.6	10.7	2.5	10.0	6.9	8.4	6.6	9.8	10.8	4.9
Other*	13.3	23.5	5.7	6.0	5.3	6.3	7.2	14.4	14.0	6.8
Age										
18-24	15.0 %	16.9 %	3.9 %	18.8 %	6.9 %	8.2 %	7.5 %	14.5 %	14.9 %	9.1 %
25-34	13.2	14.3	3.7	19.0	6.2	6.1	5.3	12.5	12.8	12.0
35-44	13.2	14.7	2.7	16.1	7.7	5.0	5.8	13.3	14.1	9.1
45-54	15.3	17.2	4.3	13.6	8.2	7.0	8.7	17.0	15.7	10.8
55-64	15.9	24.7	8.6	12.7	9.6	6.9	9.4	20.1	18.2	10.7
65-74	13.9	20.1	7.3	10.2	9.9	8.5	13.3	14.8	16.8	10.7
75 and over	11.9	21.6	6.6	8.3	8.0	7.5	9.9	11.8	12.3	4.7
Education										
Grade school	6.1 %	8.4 %	3.3 %	25.8 %	4.2 %	4.5 %	4.5 %	7.9 %	4.9 %	2.7 %
Some high school	8.9	8.6	2.3	18.7	3.6	4.0	3.1	8.4	6.2	6.3
High school graduate	9.3	9.7	2.3	11.6	4.0	5.2	5.3	8.0	6.7	6.0
Some college	15.6	18.9	4.8	14.5	9.7	7.8	9.6	16.5	17.0	9.7
College graduate	20.9	28.1	7.5	15.0	14.1	8.9	10.7	24.2	24.5	16.0
Graduate school	24.6	39.1	12.8	17.5	11.0	9.3	14.8	28.9	35.4	19.8
Income										
Less than $10K	13.7 %	11.0 %	5.2 %	13.8 %	6.4 %	5.8 %	8.9 %	12.2 %	11.5 %	7.2 %
$10K to $20K	9.8	12.5	4.1	16.9	5.1	5.4	6.2	9.0	9.5	6.9
$20K to $30K	14.0	14.6	3.9	20.0	7.4	8.5	8.8	11.3	10.9	7.3
$30K to $40K	12.2	14.2	2.3	14.6	4.1	5.8	6.7	11.7	13.3	7.3
$40K to $50K	12.8	18.9	4.4	15.7	9.3	6.8	9.7	16.8	14.8	8.6
$50K to $75K	14.5	16.8	4.8	13.1	8.3	6.1	7.1	15.0	13.1	10.3
$75K to $100K	17.1	22.0	5.6	17.4	8.9	8.4	8.8	18.3	19.7	11.7
$100K to $150K	16.6	25.6	7.3	11.7	12.4	6.6	11.2	21.7	25.8	15.0
$150K and over	21.2	32.4	8.7	14.9	13.4	10.2	9.9	24.5	24.3	19.7

Note: * Not including Hispanics.

** "Programs about art" includes programs about artists, artworks and art museums.

Source: 2008 Survey of Public Participation in the Arts.

More women than men watch musicals and listen to recordings of musicals — the audience is 60 percent female.

Non-musical plays. The media audience for watching and listening to non-musical plays is about 7 percent of all adults — compared with 9.4 percent of adults attending live non-musical plays.[4] Adults 24 and younger and between 65 and 74 years of age are slightly more likely to watch or listen to a non-musical play via media. Education is a strong predictor of who views or listens to plays in this format. About 58 percent of the adult audience watching or listening to non-musical plays via media are women.

Opera. Opera participation exclusively via media has the smallest audience of any performing art studied in the SPPA. In 2008, about 5 percent of adults reported watching or listening to opera via media. (The 2002 SPPA found that people equally view and solely listen to opera via media.)

Rates of participation through media are highest for adults with the most formal education (13 percent of people with graduate degrees say they watch or listen to opera via media). As in the 2002 SPPA, people over 55 years of age are about twice as likely to watch or listen to opera as younger adults. Women represent 58 percent of the opera media audience.

Programs about Artists, Art Works, and Art Museums

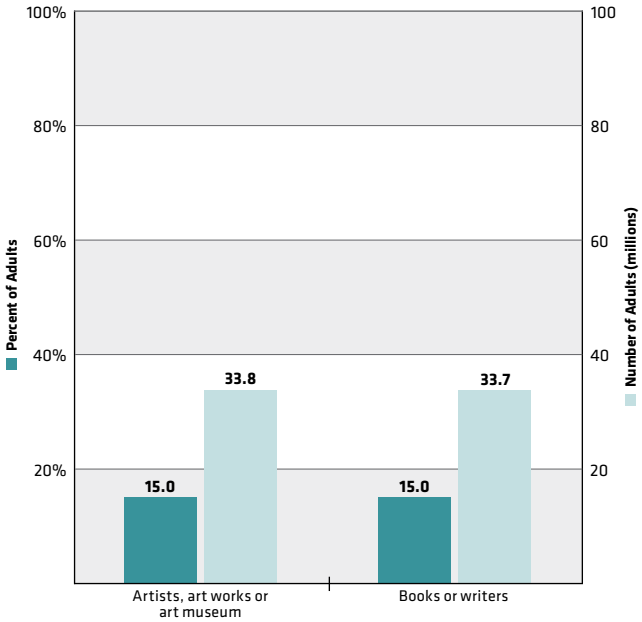
Respondents to the 2008 SPPA were asked if they had watched or listened to a broadcast or recorded program about artists, art works, or art museums in the previous 12 months. Results indicate that 15 percent of adults, about 34 million people, had watched or listened to a program on artists, art, or art museums (see Figure 4-4).

People most likely to watch or listen to programs on artists, art works, and art museums are Americans age 55 to 64 (20 percent of this group participated) and people with at least a college or graduate degree (more than 24 percent participated).

Figure 4-3 presents rates of participation via programs on artists, art works, and art museums. Figure 4-2 shows the demographic composition of this audience.

FIGURE 4-4

Number and percentage of U.S. adults who watched or listened to a broadcast or recorded program about artists/art or books/writers: 2008



Note: At least once in the past 12 months.

Source: 2008 Survey of Public Participation in the Arts.

Programs about Books and Writers

The SPPA asked respondents whether they listened to a program about books or writers.[5] Results were similar to those for rates of viewing or listening to programs on artists, art works, and art museums. As illustrated in Figure 4-4, about 34 million adults (15 percent) had watched or listened to a program about books or writers. More than one-third of people with a graduate school education reported watching or listening to a program on books or writers. People ages 55 to 64 participate at a higher rate than other age groups (see Figure 4-3).

More women than men watch programs on books and writers. People with household incomes of at least $75,000 comprise nearly half of all adults (46 percent) watching these programs, as reported in Figure 4-2.

Literature

Respondents to the 2008 SPPA were also asked if they had listened to live or recorded literature (in the previous 12 months). Ten percent of U.S. adults, or about 22 million people, had listened to live or recorded novels, short stories, or poetry (see Figure 4-5).

People with more formal education (college or graduate degree) and higher incomes reported higher rates of listening to live or recorded literature. Adults over age 75 reported the lowest rates of listening to live or recorded literature. There were no statistically significant differences between other age groups.

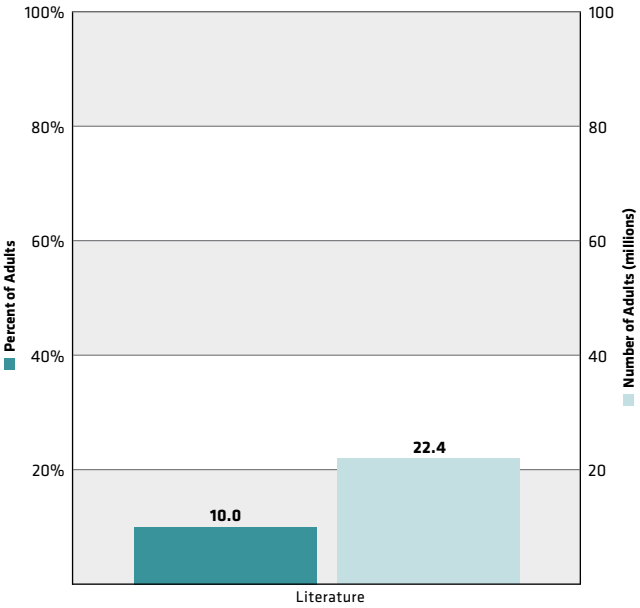
Internet

The previous section discussed electronic media, which, according to the survey questions, could have included Internet use. The 2008 SPPA also specifically asked adults whether they used the Internet in the past 12 months, including use related to performing arts, visual arts, literature, and other arts activities. Questions about participation excluded any use required for work or school. Overall, 70 percent of adults reported using the Internet.[6]

Reading articles, essays, or blogs. About 42 percent of all adults indicated that they read articles, essays, or blogs either on the Internet or downloaded from the

FIGURE 4-5

Number and percentage of U.S. adults who listened to live or recorded literature: 2008



Note: At least once in the past 12 months.

Source: 2008 Survey of Public Participation in the Arts.

FIGURE 4-6

Percentage of all U.S. adults and "Internet users" using the Internet to explore the arts: 2008

Purpose of Internet use	Among all adults	Among all Internet users
Read articles, essays or blogs	41.5 %	59.4 %
Read literature	14.9	21.3
Watch/listen/download music or theater/dance performances	21.1	30.1
Look at visual art	14.1	20.2
Obtain information about exhibits or performances	24.4	34.9
Post creative writing, artworks, or performances	5.0	7.2
Use Internet for any reason	69.9	100.0

Source: 2008 Survey of Public Participation in the Arts.

Internet, as shown in the left-hand column of Figure 4-5. The right-hand column of Figure 4-6 shows the percent of "Internet users" (59 percent) who read articles, essays, or blogs on the Internet.

Reading literature. When asked if they had read any novels, short stories, or poetry either on the Internet or downloaded from the Internet, 15 percent of all adults said that they had.

Listening or watching music or performances. About one in five adults reported using the Internet to watch, listen to, or download live or recorded music, theater, or dance performances.

Viewing visual art online. The 2008 SPPA also asked about use of the Internet to view visual art online including paintings, sculpture, or photography. About 14 percent of all adults said that they had looked at visual art online.

Information about performances or exhibits, including purchasing tickets online. One-quarter of all adults said that they had used the Internet to get information about performances or exhibits, which, for some, could include purchasing tickets.

Creating or posting own art online. The final question concerning use of the Internet asked adults whether they had used the Internet to create or post their own art online, including design, music, photography, films, video, or creative writing. About 5 percent had done so.

Notes:

1 The wording of the 2008 SPPA media question substantially broadened the types of media and also combined results for specific types of media. Therefore, most 2008 results from media participation questions are not directly comparable with survey results from previous years.

2 Results from the 2002 SPPA indicate that many who participate via media are listening to jazz rather than watching jazz on television or through video recordings.

3 From the 2002 SPPA, we know that most people participating in musical plays through media watch rather than solely listen to a musical. Relatively few listen to a musical play on the radio or listen to a recording—although one cannot say for certain that such listening habits extend to show tunes or soundtracks, where dialogue is not included.

4 The 2002 SPPA determined that most adults view non-musical plays through media rather than solely listen to recordings or broadcasts of these types of plays.

5 This survey question refers to programs about books or writers and not books on tape or other recordings of books.

6 Frequency of Internet use for arts participation is not discussed in this section, but will be examined in a future NEA report. Of all Internet-users who downloaded, watched, or listened to music, theater, or dance performances online (30 percent), most did so at least once a week. See *Arts Participation 2008: Highlights from a National Survey*, at **www.nea.gov/research/NEA-SPPA-brochure.pdf.**

The San Francisco Ballet, with students from the San Francisco Ballet School, performs *The Nutcracker*.
Photo by Erik Tomasson

CHAPTER 5

ARTS CREATION, PERFORMANCE, AND LEARNING

Historic levels of arts attendance have been studied extensively by researchers working with the Survey of Public Participation in the Arts, but attendance is not the only type of arts participation captured by the NEA survey. The SPPA also measures self-reported levels of participation through performance and creation of artworks, as well as taking classes related to art. Among arts programmers in particular, there is a growing interest in looking at all forms of engagement in the arts (including creation, performance, and learning) to understand the potential links between them, especially given the multiplicity of ways that new technology allows one to engage.

Performing and Creating Art

The SPPA asks adults whether they had personally performed or created different types of performing and visual arts in the prior 12 months. Although each SPPA since 1992 asked about personal participation, questions have changed over time, especially regarding arts learning of respondents' children and arts engagement via the Internet. Certain 2008 SPPA responses may not be perfectly comparable to the 2002 SPPA.[1]

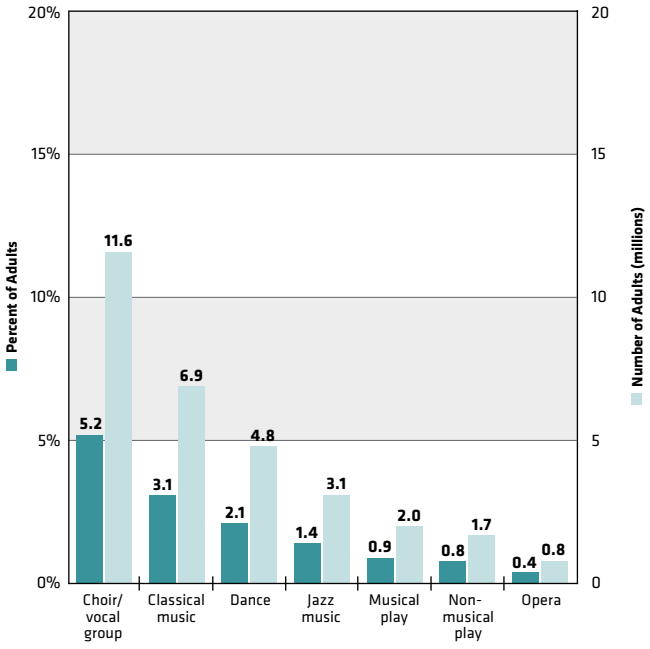
In total, 10 percent of the 2008 survey respondents said that they had performed or created at least one of the art forms examined in the survey. About 22.7 million adults participated in the arts through performance or arts creation. In 2002, the rate of participation was about 8 percent.

The largest increases in personal participation in 2008 were seen in performing classical music and creating photography or movies (as shown in Figure 5-2).

Performing music, plays, or dance. The 2008 SPPA examined personal performance related to:

FIGURE 5-1

Number and percentage of U.S. adults personally performing at least once in the past 12 months: 2008



Note: In the 2008 SPPA, only one category for all types of dance was provided to respondents.

Source: 2008 Survey of Public Participation in the Arts.

- Singing in a chorale, choir, or glee club or other type of vocal group (the 2002 SPPA question included "public performance" and "rehearsal for a public performance" in this question);
- Performing or rehearsing classical music;
- Dancing ballet or other dance such as modern, folk, tap, or Broadway-style dance (combines two 2002 SPPA questions and adds "Broadway-style dance");
- Performing or rehearsing jazz music;
- Singing or acting in a musical play (the 2002 SPPA referred to "singing music from a musical play or operetta");
- Acting in a non-musical play (the 2002 SPPA referred to acting in or rehearsing for a public performance);
- Singing music from an opera; and
- Playing a musical instrument.[2]

Figure 5-1 shows the number and proportion of U.S. adults singing, playing music, dancing, and acting in 2008.

In the following paragraphs, small differences in arts participation notes may not be statistically significant.

Singing in a choir or other vocal group. Among the performing arts, singing in a choir or other vocal group drew the most participants. In 2008, 5.2 percent of survey respondents said they had sung in a chorale, choir, or glee club or other type of vocal group in the past 12 months.

With 11.6 million adults participating, this activity had more than double the number of participants of any other type of personal performance other than classical music (6.9 million adults participating). There was no statistically significant difference in the proportion of adults that reported singing in a choir or chorale in 2002 and 2008.

Figure 5-2 examines rates of creation and performance for performing arts, visual arts, and literature for 1992, 2002, and 2008.

Figure 5-10 near the end of this section analyzes the demographic distribution of adults personally participating in each art form. About 63 percent of people who sang in choirs or other vocal groups are women.

FIGURE 5-2

U.S. adults performing or creating art at least once in past 12 months: 1992, 2002, and 2008

	Percent of adults personally performing or creating			Millions of adults personally performing or creating		
	1992	2002	2008	1992	2002	2008
Performing						
Music						
Jazz	1.7 %	1.3 %	1.4 %	3.2	2.7	3.1
Classical music	4.2	1.8	3.1	7.8	3.7	6.9
Opera	1.1	0.7	0.4	2.0	1.4	0.8
Choir/chorale	6.3	4.8	5.2	11.7	9.8	11.6
Playing a musical instrument	NA	NA	12.6	NA	NA	28.4
Plays						
Musical plays	3.8 %	2.4 %	0.9 %	7.1	4.9	2.0
Non-musical plays	1.6	1.4	0.8	3.0	2.9	1.7
Dance						
Ballet	0.2 %	0.3 %	NA %	0.4	0.6	NA
Other dance	8.1	4.2	NA	15.0	8.6	NA
All dance	NA	NA	2.1	NA	NA	4.8
Creating						
Visual arts						
Painting/drawing/sculpture	9.6 %	8.6 %	9.0 %	17.8	17.6	20.1
Pottery/jewelry	8.4	6.9	6.0	15.6	14.1	13.4
Weaving/sewing	24.8	16.0	13.1	46.1	32.7	29.5
Photography/movies	11.6	11.5	14.7	21.6	23.5	33.1
Literature						
Plays/poetry/novels/short stories	7.4 %	7.0 %	6.9 %	13.7	14.4	15.5
Owning						
Original art	22.1 %	19.3 %	20.4 %	41.1	39.7	45.9
Purchased in last 12 months	7.3 %	5.7 %	5.9 %	13.3	11.7	13.2

Note: 1992 was the first year with questions in the SPPA about U.S. adults performing or creating art at least once in the past 12 months.

"NA" indicates "Not Asked." Questions concerning "Playing a musical instrument" were asked for the first time in 2008. In the 2008 SPPA, only one category for all types of dance was provided to respondents, referred to as "all dance." "Other dance" refers to dance other than ballet. It includes modern, folk, and tap dance.

Source: 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

Figure 5-11 at the end of this section presents participation rates by demographic group. African Americans are almost twice as likely to sing in a choir or other vocal group as other adults. Latinos are the least likely to participate in a choir. Participation rates are highest for adults 18 to 24 and people 45 to 74.

Performing classical music. Personal performance of classical music declined sharply from 1992 to 2002, but appeared to rebound in 2008. The proportion of all adults reporting they had performed classical music at least once in the past 12 months increased from 1.8 percent in 2002 to 3.1 percent in 2008. In 2008, about 7 million adults reported performing classical music.

Personal performance of classical music is highly correlated with educational level, more so than other performing arts. Adults with at least a college degree are six times more likely to personally perform classical music compared with high school graduates, as shown in Figure 5-3. In contrast, highly educated individuals are only slightly more likely to sing in a choir, sing opera, or act in a play than those with a high school education.

Performing dance. According to the 2008 survey results, 4.8 million adults in the 2008 SPPA performed dance of some type at least once in the past 12 months. Although changes in survey questions make trend analysis in this area difficult, the 2.1 percent of adults involved in dance in 2008 appears to represent a decline from previous years — in 2002, 4.2 percent of adults said they participated in dance other than ballet, including modern, folk and tap. Participation in dance performances has been declining since at least 1992.

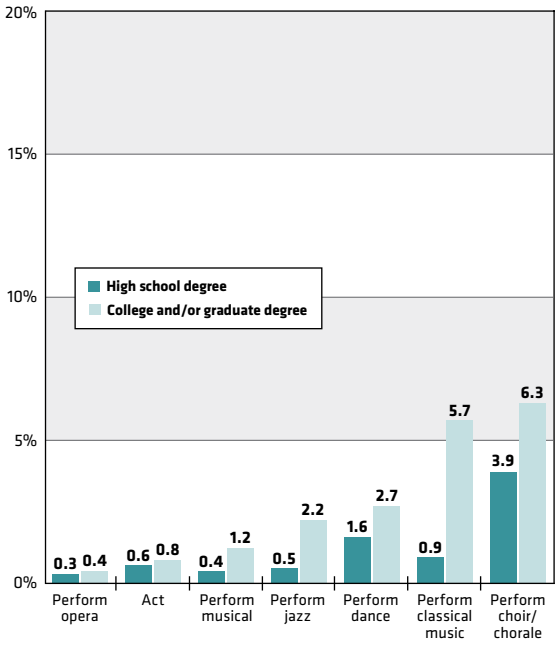
More than two-thirds of adults participating in dance performances are women (see Figure 5-10 at the end of this section). Both young and older adults participate in dance — and the highest rates of participation are among people 18 to 24 and 65 to 74 (see Figure 5-11 at the end of this section).

Figure 5-3 shows that people of higher education levels are somewhat more likely to participate in dance than adults with less education.

Performing jazz music. The performance of jazz music involved about 3 million adults in 2008. Participation held steady at slightly more than 1 percent of adults for 2002 and 2008.

FIGURE 5-3

Personal participation rates of adults with at least a college degree and those with only a high school education: 2008



Note: In the 2008 SPPA, only one category for all types of dance was provided to respondents.

Source: 2008 Survey of Public Participation in the Arts.

Jazz performance is the only type of arts performance activity in the SPPA that involves more men than women. About 72 percent of adults playing jazz music in 2008 were men, up from 65 percent in 2002. Non-Hispanic whites and African Americans participate at similar rates. As shown in Figure 5-3, people with a high level of education are more likely than others to play jazz.

Singing or acting in a musical play. About 2 million adults (0.9 percent of adults) sang or acted in a musical play in 2008. Because the 2002 SPPA question regarding participation in musical plays referred to "singing music from a musical play or operetta," results from 2008 are not precisely comparable to those of previous years.

People who sing or act in musical plays come from all age groups, with people 18 to 24 representing the greatest share (30%) of all musical play performers. About 63 percent of adults who participate are women (see Figure 5-10). Participation of people with more formal education is slightly higher than adults with less education. Non-Hispanic whites and African Americans have slightly higher rates of participation than other groups (as shown in Figure 5-11).

Acting in a non-musical play. About 1.8 million adults acted in at least one non-musical play in 2008. Participation in non-musical plays dropped from 1.4 percent of adults in 2002 to 0.8 percent of adults in 2008.

More so than for other types of arts performance, acting cuts across gender, education, race and ethnicity, and income groups. Adults 18 to 24 are the most likely to act in a non-musical play. African Americans are more likely to act in a non-musical play than other groups.

Singing music from operas. Almost 1 million U.S. adults sang music from operas based on the 2008 SPPA, which represents 0.4 percent of the adult population. Singing opera music has steadily declined from 1.1 percent of adults in 1992. There was a statistically significant drop between 2002 and 2008.

Demographic characteristics of people singing opera cannot be described with confidence because of the low rates of participation; however, both men and women sing music from operas, and people singing opera are represented in all age groups.

FIGURE 5-4

Demographic distribution of U.S. adults who played a musical instrument in the past 12 months, and percentage of adults who played an instrument: 2008

	U.S. population		Demographic distribution of adults playing an instrument	Percent of adults who play an instument
	Millions	Percent		
All adults	224.8			12.6 %
Gender				
Male	108.6	48.3 %	55.1 %	14.5 %
Female	116.3	51.7	44.9	11.0
Total	224.8	100.0 %	100.0 %	
Race and ethnicity				
Hispanic	30.4	13.5 %	9.5 %	8.4 %
White*	154.5	68.7	78.2	14.3
African American*	25.6	11.4	5.8	6.6
Other*	14.3	6.4	6.6	14.8
Total	224.8	100.0 %	100.0 %	
Age				
18-24	28.9	12.8 %	20.0 %	19.7 %
25-34	39.9	17.7	20.2	14.4
35-44	41.8	18.6	18.1	12.4
45-54	43.9	19.5	19.0	12.4
55-64	33.3	14.8	13.4	11.3
65-74	19.9	8.8	5.6	8.4
75 and over	17.1	7.6	3.5	5.7
Total	224.8	100.0 %	100.0 %	
Education				
Grade school	11.2	5.0 %	1.4 %	3.4 %
Some high school	22.1	9.8	8.3	10.6
High school graduate	68.3	30.4	18.8	8.2
Some college	61.4	27.3	32.5	14.6
College graduate	41.3	18.3	23.7	16.2
Graduate school	20.5	9.1	15.3	21.3
Total	224.8	100.0 %	100.0 %	
Income				
Less than $10K	11.6	5.8 %	3.7 %	8.3 %
$10K to $20K	19.3	9.6	6.4	8.6
$20K to $30K	23.4	11.7	8.7	9.8
$30K to $40K	22.6	11.3	9.3	11.4
$40K to $50K	18.8	9.3	9.8	13.5
$50K to $75K	40.7	20.3	20.9	13.6
$75K to $100K	27.2	13.5	17.2	17.1
$100K to $150K	21.4	10.7	13.6	16.9
$150K and over	16.0	8.0	10.5	17.2
Total	200.8**	100.0 %	100.0 %	

Note: * Not including Hispanics. Totals may not equal exactly 100 percent due to rounding.

** This total is only 200.8 million, and not 224.8 million, because 24 million adults did not report their income in the May 2008 CPS survey.

Source: 2008 Survey of Public Participation in the Arts.

Playing an instrument. The 2008 SPPA also asked about playing a musical instrument. About 13 percent of adults reported that they played a musical instrument, as shown in Figure 5-2. Adults with more formal education and higher income are more likely to play an instrument than are other adults. Younger adults are also more likely to play an instrument.

Figure 5-4 analyzes the demographic distribution and the percentage of respondents who played a musical instrument in 2008. About 13 percent of adults reported playing a musical instrument.

About 55 percent of adults who played an instrument were men, and 40 percent were ages 18 to 34. The majority of adults who played an instrument had completed at least some college.

Creating visual arts. The SPPA tracks four different categories of creating visual arts. In order of popularity (determined by the percentage of U.S. adults participating), these activities are:

- Making photographs, movies, or videotapes as an artistic activity;
- Weaving, crocheting, quilting, needlepoint, and sewing;
- Painting, drawing, sculpture, and printmaking; and
- Working with pottery, ceramics, jewelry, or doing leatherwork or metalwork.

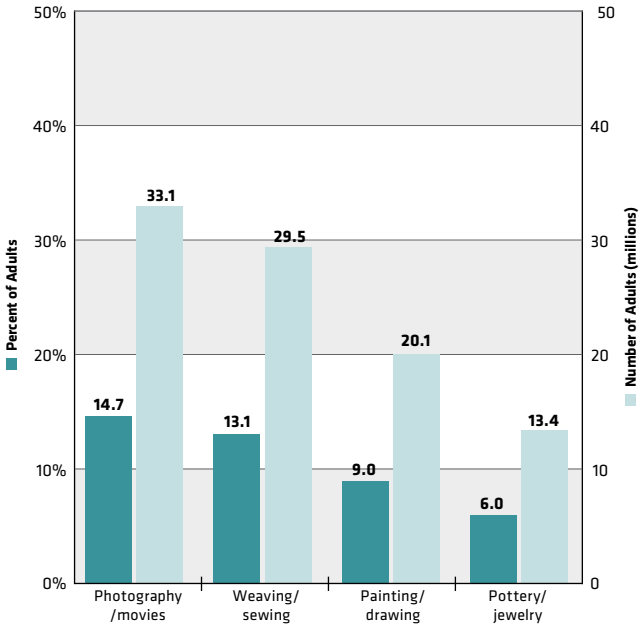
Figure 5-5 presents data on the number and proportion of adults creating visual arts.

Photography and movies as art. The percentage of adults making photographs, movies, or videotapes "as an artistic activity" increased in 2008 after being stable from 1992 to 2002. About 33 million adults participated in these activities in 2008. Participation jumped from about 12 percent of adults in 2002 to 15 percent in 2008. For the first time, this activity was more popular than weaving, sewing, and related activities — likely due to the advent of digital media, enhanced sharing/viewing opportunities through the Internet, and increased affordability of advanced equipment.

More women than men take part in photography and movie-making as art (57% to 43%), as shown in Figure 5-10. Adults indicating they photograph or make movies as art are likely to be under 45 years

FIGURE 5-5

Number and percentage of U.S. adults creating visual art at least once in the past 12 months: 2008



Source: 2008 Survey of Public Participation in the Arts.

old with high incomes and education, as illustrated in Figure 5-11. Nearly one in four adults with at least a college degree took part in artistic photography or movie-making in 2008, up from 2002.

Weaving, crocheting, quilting, needlepoint, and sewing. Weaving, sewing, and related activities remained among the most popular visual arts activities studied in the SPPA. Based on the survey results, about 30 million adults participated in weaving, crocheting, quilting, needlepoint, or sewing in 2008. Participation in these activities has been falling since 1992. About 13 percent of adults were involved in these activities in 2008, down from 16 percent in 2002 and 25 percent in 1992.

More than 90 percent of people involved in weaving and sewing activities are women (see Figure 5-10). Participation increases with older age groups and 65- to 74-year-olds had one of the highest rates (see Figure 5-11).

As found in 2002, there are few differences in participation based on income and only slightly higher participation rates for those with more formal education. Whites are more likely to report sewing activities than are adults of other races or ethnicities.

Painting, drawing, sculpture, and printmaking. In the 2008 SPPA, 9 percent of respondents said they were involved in painting, drawing, sculpture or printmaking in the past 12 months. Participation in these activities was similar to 2002 and 1992. Adults involved in painting, drawing, sculpture, and printmaking totaled about 20 million people in 2008.

More than 60 percent of people who paint, draw, sculpt, or make prints are women. About 15 percent of people ages 18 to 24 participate, with rates of participation declining for each successive age group. People with more education are more likely to participate in painting, drawing, sculpture, and printmaking.

Pottery, ceramics, jewelry, leatherwork, and metalwork. About 6 percent of adults reported making pottery, ceramics, or jewelry, or doing any leatherwork or metalwork in 2008, a statistically significant difference from the 7 percent rate found for 2002. The long-term trend is toward lower participation in this art form.

FIGURE 5-6

Percentage of U.S. adults taking an arts lesson or class at any time in their lives: 1982, 1992, 2002, and 2008

	Lifetime participation in arts classes			
	1982	1992	2002	2008
Type of class/lesson				
Music	47.0 %	40.0 %	33.9 %	34.0 %
Visual arts	24.0	18.0	16.5	17.0
Acting/theater	9.0	7.0	7.0	5.9
Ballet	7.0	7.0	6.4	NA
Modern/other dance	NA	16.0	11.4	NA
All dance	NA	NA	NA	12.1
Creative writing	18.0	16.0	13.1	11.3
Art appreciation/history	20.0	23.0	18.3	13.8
Music appreciation	20.0	18.0	16.1	11.0

Note: "NA" indicates "Not Asked." In the 2008 SPPA, only one category for all types of dance was provided to respondents, referred to as "all dance."

Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

Almost two-thirds of those making pottery and other items are women, and younger age groups are more likely to participate than people age 65 or older. Those with at least some college education are more likely to make pottery and other items than adults with no college. Relatively fewer African Americans and Hispanics participate, in contrast to whites and other groups.

Owning Art

The SPPA surveys ask people whether they own any original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs. In 2008, 20 percent of adults (46 million Americans) reported owning original art. There was no statistically significant difference between the rate found in 2008 and the rate from the 2002 SPPA (19 percent).

Of the 20 percent of adults who said that they owned original art in 2008, about one-third had purchased or otherwise acquired original art during the past 12 months — about the same proportion as in 2002.

There are large demographic differences between those reporting they own art and those who do not. About one-third of respondents in households with income of $75,000 or more per year owned original art (10 percent had purchased art in the past 12 months). Owning original art is also highly correlated with years of formal education.

People ages 45 to 64 are more likely to own original art than people of other age groups. In the 2008 SPPA, people ages 25 to 34 were among the most likely to report purchasing art in the past year, but, among all age groups, they formed the second-lowest percentage of owners of original art.

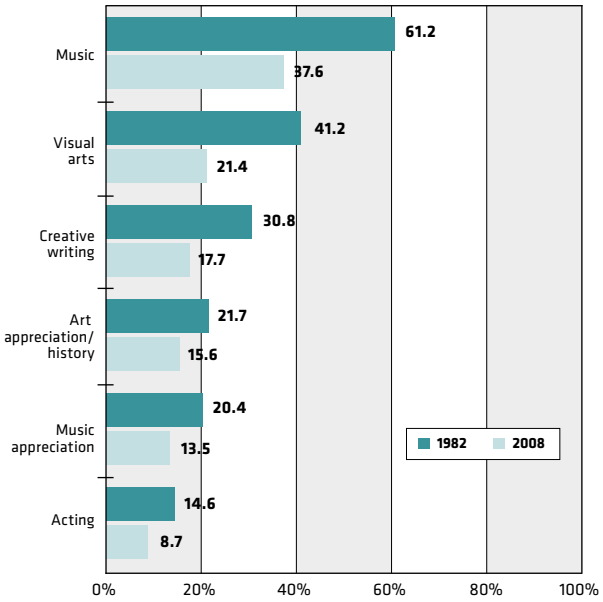
Figures 5-10 and 5-11 explore demographic patterns for people who own art and purchased art in the 12 months ending in May 2008.

Writing

The SPPA asks people whether they did any creative writing in formats such as stories, poems, or plays during the last 12 months (not including writing for work or school). In 2008, about 7 percent of adults reported that they had done creative writing (16 million people), which was similar to rates in 2002 and 1992.

FIGURE 5-7

Lifetime participation rates of 18-24-year-olds in arts learning: 1982 and 2008



Source: 1982 and 2008 Surveys of Public Participation in the Arts.

More women than men participate in creative writing, and participation is higher among younger people. Adults with more education are more likely to be creative writers. Participation is somewhat lower for Hispanics than non-Hispanic whites, African Americans, and other groups. Figures 5-2, 5-10, and 5-11 examine results for creative writing.

Arts Learning

Lifetime participation. The SPPA asks respondents whether they had ever taken lessons or classes in a number of different art forms. Lessons could include classes in school or private lessons as a child. Note that the results reported in Figures 5-6 and 5-7 pertain to lifetime participation, not what respondents did in 2008.

All respondents. As shown in Figure 5-6, in 2008 about one-third of adults said that they had taken lessons or classes in music (voice training or playing an instrument) at some point in their lives. Lifetime participation rates in arts classes was 17 percent for visual arts (including sculpture, painting, printmaking, graphic design, photography, and film making). Fewer adults had taken classes in art appreciation/art history, dance, creative writing, music appreciation, and acting or theater.

Since 1982, the share of adults who have taken arts classes at any time in their lives has been declining.

Young adults. Figure 5-6 shows a general decline in lifetime participation in arts learning from 1982 to 2008 for all art forms included in the SPPA. Of particular interest is whether different cohorts of young adults — who represent the future of arts participation — showed a similar decline during that time.

Figure 5-7 presents rates of arts learning for 18-24 year olds in 2008 and in 1982. As shown in Figure 5-7, substantially fewer 18-24 year olds reported having participated in arts learning at some point in their lives in 2008 than in 1982. That decline can be seen for all art forms for which such comparisons could be made.[3]

Participation in the past year. The SPPA asked respondents who said they had taken a specific type of arts class at some point in their lives whether they had done so in the past 12 months.

FIGURE 5-8

Percentage of U.S. adults taking an arts lesson or class in the past 12 months: 1992, 2002, and 2008

	Participation in arts classes in a 12 month period		
	1992	2002	2008
Type of class/lesson			
Music	1.3 %	1.4 %	1.3 %
Visual arts	1.4	1.7	2.0
Acting/theater	0.4	0.5	0.3
Ballet	0.1	0.1	NA
Modern/other dance	1.3	0.7	NA
All dance	NA	NA	1.1
Creative writing	1.4	1.0	1.3
Art appreciation/history	1.1	1.0	1.3
Music appreciation	0.6	0.6	0.5

Note: "NA" indicates "Not Asked." In the 2008 SPPA, only one category for all types of dance was provided to respondents, referred to as "all dance." Questions concerning participation in arts classes for "art history" were asked only in 2002. Questions concerning participation in arts classes for "art appreciation" were not asked in 2002.

Source: 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

As shown in Figure 5-8, more adults took music or visual arts classes in 2008 than other types of arts lessons or classes. In 2008, about 1.3 percent of adults took a music lesson or class and 2.0 percent took a visual arts class.

About 1.3 percent of respondents said that they had taken a class in creative writing in 2008. A similar number of adults took a dance or art appreciation class. Fewer adults took a music appreciation class (0.5%) or an acting or theater class (0.3%).

Participation of children. For survey respondents who have children of school-going age (5 to 17 years old), the 2008 version asked about their children's levels of arts participation. Figure 5-9 shows the proportion of parents who sent their children to arts lessons. The chart also shows the proportion whose children attended arts performances (not including school-related lessons or performances). The types of lessons or performances involved visual arts, music, theater, and dance.

About 8 percent of parents reported sending their children to arts lessons, while one-third of parents reported that their children attended live performances in 2008. Children of parents with more formal education and higher incomes had higher rates of participation in arts lessons and performances. Children with non-Hispanic white parents were more likely to attend performances than other racial/ethnic groups.

Notes:

1 As discussed in previous chapters, there are a few other limitations to comparing 2002 to 2008 data, especially with regard to total population level comparisons. See footnote 2 in Chapter 2.

2 Questions about playing a musical instrument changed from 2002 to 2008, and were not directly comparable.

3 Comparisons between 18-24-year-olds in 2008 and 1982 could not be made for ballet or for "other dance" because rates of ballet performance were not available in 2008 and rates of "other dance" performance were not available in 1982.

FIGURE 5-9

Proportion of parents who sent children to lessons, and the proportion of parents whose children attended arts performances at least once in the past 12 months: 2008

	Proportion of parents who sent children to art lessons	Proportion of parents whose children attend art performances outside school
All adults	8.4 %	32.8 %
Gender		
Male	8.9 %	34.2 %
Female	8.0	31.6
Race and ethnicity		
Hispanic	7.4 %	17.4 %
White*	9.0	40.1
African American*	5.3	21.3
Other*	10.4	31.2
Age		
18-24	2.2 %	13.6 %
25-34	7.0	23.0
35-44	10.5	35.2
45-54	7.9	39.1
55 and over	4.2	34.7
Education		
Grade school	4.8 %	11.4 %
Some high school	3.7	18.1
High school graduate	4.7	21.5
Some college	6.4	33.8
College graduate	14.9	49.5
Graduate school	18.9	56.0
Income		
Less than $10K	2.5 %	18.9 %
$10K to $20K	5.8	15.4
$20K to $30K	4.1	17.8
$30K to $40K	3.1	24.8
$40K to $50K	5.3	27.5
$50K to $75K	8.8	31.3
$75K to $100K	10.9	40.2
$100K to $150K	11.2	49.9
$150K and over	19.2	56.5

Note: * Not including Hispanics.

Source: 2008 Survey of Public Participation in the Arts.

FIGURE 5-10

Demographic distribution of U.S. adults performing or creating art at least once in the past 12 months: 2008

	U.S. population	Performing						
	Percent	Jazz	Classical music	Opera	Choir/choral	Musical plays	Act in plays	Dance
Gender								
Male	48.3 %	72.3 %	46.5 %	39.4 %	36.8 %	36.7 %	44.6 %	31.2 %
Female	51.7	27.7	53.5	60.6	63.2	63.3	55.4	68.8
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Race and ethnicity								
Hispanic	13.5 %	8.2 %	5.1 %	1.1 %	6.2 %	6.5 %	12.4 %	9.9 %
White*	68.7	73.8	79.3	66.2	65.6	78.8	69.6	72.5
African American*	11.4	11.8	7.1	25.2	22.2	11.6	17.9	8.4
Other*	6.4	6.2	8.6	7.5	6.0	3.2	0.1	9.2
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Age								
18-24	12.8 %	27.3 %	24.5 %	18.1 %	15.1 %	30.0 %	45.1 %	17.3 %
25-34	17.7	12.2	21.4	10.1	12.9	13.2	14.8	18.2
35-44	18.6	20.8	18.0	26.1	15.4	11.6	11.2	15.3
45-54	19.5	18.2	15.9	11.2	25.4	20.4	9.6	18.9
55-64	14.8	14.5	11.6	9.1	15.5	7.3	5.2	12.4
65-74	8.8	4.0	5.1	11.0	10.1	12.2	10.3	12.3
75 and over	7.6	3.0	3.6	14.5	5.5	5.3	3.7	5.6
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Education								
Grade school	5.0 %	0.0 %	0.0 %	4.6 %	2.6 %	3.1 %	0.0 %	1.5 %
Some high school	9.8	11.7	9.2	13.1	10.4	11.6	14.2	3.7
High school graduate	30.4	11.4	8.6	23.6	22.2	12.5	24.1	22.3
Some college	27.3	32.1	31.2	31.4	31.2	35.7	31.6	37.3
College graduate	18.3	27.9	27.3	16.1	19.9	25.7	18.9	20.4
Graduate school	9.1	17.0	23.7	11.3	13.8	11.4	11.2	14.7
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Income								
Less than $10K	5.8 %	4.2 %	2.3 %	6.3 %	3.5 %	0.0 %	0.4 %	4.6 %
$10K to $20K	9.6	2.8	3.3	0.0	7.4	8.1	3.5	8.1
$20K to $30K	11.7	8.5	7.5	17.0	13.4	5.4	7.7	10.4
$30K to $40K	11.3	7.9	7.2	2.1	13.2	3.0	7.2	12.3
$40K to $50K	9.3	11.8	8.5	13.1	8.2	10.5	8.4	10.4
$50K to $75K	20.3	23.4	23.4	4.2	23.9	19.7	36.7	13.7
$75K to $100K	13.5	17.7	18.2	33.6	13.7	34.3	27.7	17.1
$100K to $150K	10.7	16.6	16.3	19.9	11.0	15.0	3.3	14.2
$150K and over	8.0	7.1	13.3	3.7	5.7	3.9	5.1	9.0
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Note: * Not including Hispanics. Totals may not equal exactly 100 percent due to rounding.

Source: 2008 Survey of Public Participation in the Arts.

Creating					Owning art	Purchased art recently
Painting/ drawing	Writing	Photography/ movies	Pottery/ jewelry	Weaving/ sewing		
38.2 %	43.5 %	43.4 %	36.0 %	8.6 %	46.5 %	47.9 %
61.8	56.5	56.6	64.0	91.4	53.5	52.1
100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
11.6 %	10.9 %	10.5 %	8.4 %	7.6 %	6.3 %	6.6 %
72.4	70.3	75.7	79.2	81.5	84.9	87.7
8.5	12.1	7.6	6.5	6.5	4.9	3.5
7.5	6.7	6.2	5.8	4.4	3.9	2.2
100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
21.1 %	21.0 %	15.5 %	13.8 %	8.8 %	7.2 %	9.4 %
22.3	24.9	19.4	18.1	13.4	15.4	20.9
20.5	16.6	23.6	23.3	16.2	18.8	17.8
16.0	17.9	19.3	22.7	22.7	22.4	21.8
11.4	9.6	13.3	13.6	18.0	19.7	17.5
4.7	6.4	6.0	5.8	11.5	8.7	8.7
3.9	3.6	3.0	2.7	9.3	7.8	3.9
100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
1.8 %	1.1 %	1.1 %	2.0 %	3.7 %	1.0 %	0.4 %
10.0	6.5	6.7	7.2	5.7	2.7	0.9
16.1	14.3	16.5	19.5	24.8	15.2	12.9
35.6	35.9	32.6	35.1	34.0	32.0	29.9
23.0	25.5	28.4	24.3	21.2	29.2	33.2
13.5	16.8	14.7	11.9	10.6	19.9	22.8
100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
5.0 %	7.1 %	3.9 %	3.7 %	5.4 %	3.0 %	3.8 %
7.8	7.5	6.3	5.6	9.9	4.3	1.9
10.7	12.7	7.0	9.4	11.8	6.4	4.1
9.6	9.2	8.5	10.3	10.3	6.8	4.9
9.4	9.6	8.8	7.9	10.1	9.0	10.3
22.7	16.5	20.2	21.6	20.4	20.3	20.8
14.7	17.3	18.3	16.4	13.6	16.8	14.9
11.5	12.7	15.7	14.5	10.4	16.3	20.1
8.4	7.4	11.3	10.5	8.2	17.1	19.2
100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

FIGURE 5-11

Rates at which U.S. adults perform or create art, by demographic group: 2008 (Percentage participating at least once in the past 12 months)

	Performing						
	Jazz	Classical music	Opera	Choir/choral	Musical plays	Act in plays	Dance
All adults	1.4 %	3.1 %	0.4 %	5.2 %	0.9 %	0.8 %	2.1 %
Gender							
Male	2.1 %	3.0 %	0.3 %	3.9 %	0.7 %	0.7 %	1.4 %
Female	0.7	3.2	0.4	6.3	1.1	0.8	2.8
Race and ethnicity							
Hispanic	0.8 %	1.1 %	0.0 %	2.2 %	0.4 %	0.7 %	1.5 %
White*	1.5	3.5	0.4	4.9	1.0	0.8	2.2
African American*	1.5	2.0	0.8	10.3	0.9	1.2	1.6
Other*	1.5	4.7	0.5	5.5	0.5	0.0	3.5
Age							
18-24	2.9 %	5.9 %	0.5 %	6.1 %	2.1 %	2.7 %	2.9 %
25-34	0.9	3.7	0.2	3.8	0.7	0.6	2.2
35-44	1.5	3.0	0.5	4.3	0.5	0.5	1.8
45-54	1.3	2.5	0.2	6.8	0.9	0.4	2.1
55-64	1.3	2.4	0.2	5.3	0.4	0.3	1.8
65-74	0.6	1.8	0.5	6.2	1.3	0.9	3.1
75 and over	0.5	1.4	0.7	3.6	0.6	0.4	1.5
Education							
Grade school	0.0 %	0.0 %	0.3 %	2.6 %	0.5 %	0.0 %	0.6 %
Some high school	1.6	2.9	0.5	5.4	1.0	1.1	0.8
High school graduate	0.5	0.9	0.3	3.9	0.4	0.6	1.6
Some college	1.6	3.4	0.4	5.7	1.1	0.9	2.8
College graduate	2.1	4.5	0.3	5.6	1.2	0.8	2.4
Graduate school	2.6	8.0	0.4	7.8	1.1	0.9	3.5
Income							
Less than $10K	1.0 %	1.3 %	0.3 %	3.1 %	0.0 %	0.0 %	1.7 %
$10K to $20K	0.4	1.1	0.0	3.9	0.7	0.3	1.8
$20K to $30K	1.0	2.1	0.4	5.9	0.4	0.5	1.9
$30K to $40K	1.0	2.2	0.1	6.3	0.2	0.5	2.5
$40K to $50K	1.7	2.8	0.4	4.4	0.9	0.7	2.3
$50K to $75K	1.6	3.7	0.1	6.1	0.8	1.4	1.5
$75K to $100K	1.9	4.3	0.8	5.3	2.2	1.6	2.8
$100K to $150K	2.2	4.9	0.6	5.3	1.2	0.2	2.9
$150K and over	1.3	5.3	0.1	3.6	0.4	0.5	2.4

Note: * Not including Hispanics.

Any value reported as 0.0 is less than 0.05 (and may actually be 0.0)

Source: 2008 Survey of Public Participation in the Arts.

Creating					Owning art	Purchased art recently
Painting/ drawing	Writing	Photography/ movies	Pottery/ jewelry	Weaving/ sewing		
9.0 %	6.9 %	14.7 %	6.0 %	13.1 %	20.4 %	5.9 %
7.1 %	6.2 %	13.3 %	4.5 %	2.3 %	19.7 %	5.8 %
10.7	7.5	16.1	7.4	23.2	21.1	5.9
7.4 %	5.3 %	10.9 %	3.6 %	7.1 %	9.1 %	2.8 %
9.4	7.0	16.1	6.9	15.5	25.1	7.4
6.8	7.5	10.0	3.5	7.6	9.0	1.8
11.9	8.2	16.2	6.1	10.2	14.0	2.3
14.7 %	11.3 %	17.8 %	6.4 %	9.0 %	11.5 %	4.3 %
11.3	9.7	16.1	6.1	10.0	17.6	6.8
9.9	6.2	18.6	7.5	11.4	20.6	5.6
7.4	6.4	14.6	7.0	15.4	23.7	6.6
6.8	4.4	13.0	5.4	15.7	26.7	6.8
5.0	5.2	10.4	4.1	17.7	21.0	6.0
4.4	3.1	5.5	2.1	15.4	20.2	2.9
3.2 %	1.5 %	3.2 %	2.3 %	9.5 %	4.1 %	0.5 %
9.1	4.5	10.0	4.4	7.6	5.5	0.5
5.0	3.4	8.3	4.0	11.2	10.7	2.6
11.3	8.8	17.0	7.5	15.9	23.1	6.2
11.1	9.5	22.7	7.9	15.0	32.3	10.5
13.3	12.7	23.7	7.8	15.2	44.7	14.6
8.0 %	8.8 %	10.1 %	4.0 %	12.3 %	10.9 %	3.9 %
7.4	5.4	9.6	3.6	13.6	9.0	1.2
8.5	7.7	9.1	5.0	13.6	11.5	2.2
8.4	6.2	12.1	6.0	13.1	13.4	2.8
9.1	7.1	13.8	5.1	14.1	19.5	6.4
10.5	5.9	15.2	6.7	13.6	21.2	6.3
10.3	9.3	20.7	7.7	13.7	26.3	6.8
10.0	8.6	22.3	8.5	13.1	32.1	11.5
9.8	6.6	21.3	8.2	13.8	44.5	14.4

During a New World Symphony performance in Miami, Florida, composer John Adams made an appearance via Internet2 to discuss the piece.

Photo courtesy of New World Symphony

CHAPTER 6

PERSONAL PREFERENCES AND LEISURE ACTIVITIES

The most characteristic strength of the SPPA is its collection of nationally representative data on self-reported behavior involving arts. Yet the survey does include a set of questions about personal preferences for specific art forms. The survey also collects data on participation in leisure activities other than traditional arts events. Examples include going to the movies, gardening, and playing sports. Responses to these questions provide further insight into understanding audience motivations, which may influence traditional arts attendance.

Music Preferences

Since 1982, SPPAs have asked people whether they like certain types of music and which type was their favorite. Although the types of music listed in the survey's questionnaire have been altered over the past 26 years, broad patterns of adults' music preferences have not changed much. However, the relative popularity of certain types of music may have shifted from 1982 to 2008 because some types were not referenced in some years of the survey.

Music people "like." Figure 6-1 presents the percentage of people responding that they liked a specified type of music. Almost one-half of adults said they "like to listen to" classic rock or oldies. More than one-third of people like to listen to country music.

Classical/chamber, jazz, blues/R&B and hymns/gospel music are each "liked" by about one-quarter of U.S. adults. Fifteen percent of adults reported folk as a type of music they like.

Both the 2002 and 2008 SPPAs saw a decline in the percentage of adults saying they like listening to particular forms of music. The only increase from 2002 to 2008 occurred in the proportion of U.S.

FIGURE 6-1

Types of music "liked" by U.S. adults: 1982, 1992, 2002, and 2008

	Percent of adult population liking each type of music			
	1982	1992	2002	2008
Type of music				
Classical/chamber	28.0 %	33.0 %	27.4 %	25.7 %
Opera	10.0	12.0	10.2	8.3
Broadway musicals/ show tunes	23.0	28.0	16.7	19.7
Jazz	26.0	34.0	27.5	24.2
Reggae	NA	19.0	15.7	NA
Rap/hip-hop	NA	12.0	17.1	16.9
Soul	26.0	24.0	NA	NA
Blues/R&B	NA	40.0	29.9	27.0
Latin/Spanish/salsa	NA	20.0	20.0	17.5
Big band	33.0	35.0	23.4	NA
Parade/march	NA	18.0	11.8	NA
Country-western	58.0	52.0	40.4	36.0
Bluegrass	25.0	29.0	20.2	15.2
Rock	35.0	44.0	NA	NA
Classic rock/oldies	NA	NA	48.3	48.1
Contemporary rock	NA	NA	NA	29.0
Rock/heavy metal	NA	NA	23.6	NA
Ethnic/national	NA	22.0	17.2	NA
Folk	25.0	23.0	14.8	15.4
Mood/easy	48.0	49.0	29.1	NA
New age	NA	15.0	12.3	NA
Choral glee club	NA	14.0	9.4	NA
Hymns/gospel	36.0	38.0	27.4	24.5
Electronic	NA	NA	16.8	NA
Other	NA	NA	NA	6.7

Note: "NA" indicates "Not Asked." Several music categories were added or deleted in the 1982, 1992, 2002 and 2008 surveys.

Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

adults who said they like listening to Broadway musicals/show tunes (from 17 percent of adults in 2002 to 20 percent in 2008).

Music people "like best." After hearing a list of various types of music, SPPA respondents were asked which type they liked best. As shown in Figure 6-2, the favorite was classic rock/oldies, selected by 27 percent of survey respondents, followed by country music (17 percent), contemporary rock (10 percent), hymns or gospel (8 percent) and classical or chamber music (8 percent).

Three types of music have consistently been in the top five since 1982: rock (including "rock" in 1982 and 1992, and "classic rock/oldies" in 2002 and 2008), country, and hymns/gospel music. Two new music types entered the top five list in 2008: contemporary rock (which was asked about for the first time) and classical/chamber music.

Demographic differences. The most preferred type of music for each demographic group is shown in Figure 6-3 (each row or demographic group sums to 100 percent). Demographic differences in music preferences are as pronounced as for participation in performing and visual arts.

Women showed more of a preference for hymns, while men preferred classic rock music. Other musical preferences between men and women were very similar.

Whites tended to prefer classic rock music and country music while African Americans more often preferred blues/R&B, jazz, rap/hip-hop, and hymns/gospel.

Hispanic respondents said they preferred Latin music far more frequently than they said they preferred other types of music. People of races and/or ethnicities other than white, Hispanic, or African American (largely Asian Americans and Native Americans) tended to prefer contemporary rock and other types of music.

Younger respondents (18 to 34 years old) were more likely than other age groups to prefer rap/hip-hop while older respondents (35 to 64 years old) were more likely to prefer classic rock or oldies.

FIGURE 6-2

Type of music U.S. adults liked "best": 1982, 1992, 2002, and 2008

	Music preference rankings			
	1982	1992	2002	2008
Top 5 music types				
1.	Country	Country	Classic rock/ oldies	Classic rock/ oldies
2.	Mood/easy*	Mood/easy*	Country	Country
3.	Hymns/gospel	Rock*	Blues/R&B	Contemporary rock**
4.	Rock*	Blues/R&B	Mood/easy*	Hymns/gospel
5.	Big band*	Hymns/gospel	Hymns/gospel	Classical/ chamber

Note: * Not asked in 2008.

** New in 2008.

Questions concerning "Rock" were asked only in 1982 and 1992. Questions concerning "Classic rock/oldies" were only asked in 2002 and 2008.

Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

Reading Preferences

In 2008, for the first time in the history of the SPPA, respondents were asked whether they like to read books in certain genres. Figure 6-4 shows a list of genres presented to the survey respondents who said they had done leisure reading in the past 12 months, and the percentages of readers that said they liked to read certain types.

More respondents said they enjoyed reading mystery books (33 percent of all readers) than any other book type. More than one-quarter of respondents said they enjoy reading health/fitness/self-improvement books (27 percent) and religious texts (26 percent). About 17 percent of respondents reported that they enjoy reading science fiction/fantasy books.

Other Leisure Activities

Viewing arts attendance in the context of participation in other types of activities is an important step in interpreting the changes in arts participation levels. The 2008 SPPA asked adults whether they had participated in various activity types at least once during the last 12 months. Those activities were:

- Going to the movies;
- Going to amateur or professional sports events (not including youth sports);
- Exercising;
- Participating in any sports activity;
- Participating in any outdoor activities;
- Participating in gardening for pleasure;
- Doing any volunteer or charity work; and
- Participating in any community meetings or events.

Figure 6-5 displays results from 1982, 1992, 2002, and 2008 SPPA questions about those activities, and compares the participation rates with levels of attendance at benchmark arts activities (as discussed in Chapter 3, benchmark arts activities include attending a jazz, classical music, opera, musical, play, or ballet performance, or visiting an art museum or gallery).

Participation rates. Going to the movies remained the SPPA leisure activity with the highest participation. About 53 percent of adults went to the movies in 2008, compared with 60 percent in 2002. More than one-half of respondents said they exercised in 2008. About two-fifths of adults participate in gardening for pleasure.

With the exception of these three activities, attendance at a benchmark arts activity had higher participation than other leisure activities in the 2008 survey.

Participation in almost every leisure activity declined from 2002 to 2008, with the exception of volunteer/charity work. Many of these declines in reported participation in leisure activities between 2002 and 2008 are similar in magnitude as the declines for attendance at benchmark arts activities during the same period.

The average number of hours that SPPA respondents report watching television was about 3 each day and has not changed significantly since 1982.

Demographic differences. The demographic profiles of adults participating in other leisure activities are somewhat similar to those of adults participating in the arts. As with arts participation, people with higher incomes and more formal education are more likely to participate in the non-arts leisure activities included in the SPPA. Yet the influence of education on participation in non-arts leisure activities is smaller than for the arts. Among non-arts leisure activities, the greatest correlations with education appear to be for the likelihood of doing volunteering/charity work or playing sports. Specifically, college graduates are more than twice as likely as those with high school degrees to say they are involved in these activities.

Men are more likely than women to attend sporting events, play sports, and participate in outdoor activities. Women are more likely to garden and participate in volunteer or charity work.

Non-Hispanic whites are more likely to participate in all SPPA leisure activities surveyed than are other groups.

Younger respondents are more likely to go to the movies or sporting events than older respondents. Young adults are also more likely to play sports. People 55 to 74 are more likely to garden than do any other SPPA leisure activity.

Figure 6-6 on the following page examines the demographic profile for other leisure activities than arts. Figure 6-7 presents participation rates by demographic group, compared with attendance at a benchmark arts activity.

FIGURE 6-3.

Type of music US adults like best, by demographic group: 2008

	Classical/ chamber	Opera	Broadway musicals/ show tunes	Jazz	Classic rock/ Oldies	Contemporary rock	Rap/ hip hop
All adults	8.0 %	0.7 %	2.7 %	6.0 %	26.6 %	10.4 %	5.7 %
Gender							
Male	8.2 %	0.6 %	1.3 %	6.9 %	30.2 %	11.1 %	6.4 %
Female	7.8	0.7	3.8	5.2	23.4	9.8	5.1
Race and ethnicity							
Hispanic	7.6 %	0.9 %	0.0 %	4.9 %	15.7 %	6.4 %	10.1 %
White*	8.4	0.7	3.2	4.8	30.7	11.7	3.7
African American*	4.6	0.2	1.1	15.9	9.8	0.7	15.9
Other*	8.3	1.6	3.1	8.2	14.9	15.4	9.4
Age							
18-24	3.1 %	0.0 %	0.6 %	3.0 %	16.6 %	18.6 %	22.1 %
25-34	3.4	0.3	2.6	3.6	15.4	19.5	10.5
35-44	4.6	0.5	0.3	6.7	33.4	12.4	3.0
45-54	8.0	0.3	0.6	6.5	38.8	8.0	1.6
55-64	11.6	0.2	3.7	8.0	31.6	1.9	0.0
65-74	18.8	2.4	5.7	10.0	20.4	2.6	0.0
75 and over	16.4	4.1	14.3	4.3	16.7	1.0	0.0
Education							
Grade school	10.5 %	4.7 %	6.3 %	1.3 %	18.8 %	0.0 %	2.1 %
Some high school	5.5	0.3	1.1	5.5	19.9	9.2	10.6
High school graduate	3.9	0.2	2.5	5.1	28.5	6.7	6.6
Some college	5.7	0.6	1.7	5.6	25.8	10.3	6.9
College graduate	11.9	0.6	3.6	8.3	27.9	14.7	3.7
Graduate school	16.8	1.4	3.7	5.6	27.4	13.7	2.0
Income							
Less than $10K	6.7 %	0.6 %	4.6 %	3.8 %	18.1 %	5.4 %	9.0 %
$10K to $20K	11.2	1.6	2.6	4.0	17.7	9.6	6.7
$20K to $30K	5.3	1.0	0.9	6.8	20.5	7.0	5.7
$30K to $40K	4.5	0.2	2.3	5.4	27.6	10.8	7.6
$40K to $50K	7.3	0.0	3.5	6.3	26.5	9.2	3.9
$50K to $75K	7.5	0.3	2.1	4.8	28.1	10.1	7.8
$75K to $100K	8.2	0.9	3.9	6.7	29.2	10.5	1.6
$100K to $150K	9.2	1.0	3.2	5.7	30.6	12.7	4.8
$150K and over	12.2	0.7	0.5	10.7	30.5	15.9	6.0

Note: * Not including Hispanics. Any value reported as 0.0 is less than 0.05 (and may actually be 0.0)

Source: 2008 Survey of Public Participation in the Arts.

Blues/R&B	Latin/ Spanish salsa	Country	Bluegrass	Folk	Hymns/ gospel	Other
4.5 %	3.6 %	17.1 %	1.0 %	1.1 %	8.4 %	4.3 %
4.1 %	2.7 %	16.2 %	1.3 %	1.5 %	5.1 %	4.4 %
4.9	4.4	18.0	0.8	0.8	11.1	4.2
1.2 %	31.3 %	10.7 %	0.0 %	0.0 %	6.3 %	4.9 %
3.1	0.9	19.7	1.2	1.4	6.8	3.9
20.5	0.6	2.1	0.3	0.0	26.5	2.0
3.9	0.0	16.6	0.8	1.0	4.1	12.6
4.4 %	5.0 %	16.5 %	0.5 %	0.0 %	4.8 %	4.7 %
4.8	6.8	16.9	1.2	1.3	8.8	5.1
4.4	3.3	16.0	1.0	1.1	6.9	6.3
5.5	2.5	15.8	0.6	0.7	7.3	3.8
5.7	3.2	17.3	1.2	2.2	11.2	2.1
2.1	1.5	20.6	1.0	2.1	9.8	3.0
1.6	0.0	21.4	2.5	0.0	13.4	4.3
3.2 %	18.8 %	18.1 %	5.1 %	0.0 %	8.2 %	3.0 %
1.5	6.5	25.0	0.0	0.6	12.7	1.7
5.6	3.2	23.8	0.7	0.3	9.9	3.0
5.4	3.6	18.0	1.5	0.6	8.2	6.0
3.6	1.8	10.5	0.7	2.1	7.1	3.5
3.7	3.3	7.1	1.0	2.8	4.8	6.7
7.0 %	4.7 %	20.9 %	1.9 %	3.2 %	11.7 %	2.5 %
3.6	4.5	17.5	0.3	0.0	17.2	3.5
5.2	8.3	25.6	0.3	0.5	10.0	3.0
3.0	7.6	16.4	1.8	0.7	8.1	4.2
5.9	3.1	22.0	0.5	0.8	7.7	3.3
4.6	1.2	18.3	0.6	1.8	8.5	4.5
4.5	3.3	15.2	1.5	0.5	7.3	6.7
3.8	3.2	13.2	1.3	1.8	4.4	5.2
4.4	0.8	9.3	0.3	1.7	3.0	4.0

FIGURE 6-4

Types of books "liked" by U.S. adults: 2008

Type of book	Percent of adult readers that reported liking each type
Mysteries	32.5 %
Health/fitness/self-improvement	26.6
Religious texts	25.8
History/political	23.2
Biographies/memoirs	22.8
Thrillers	21.2
Romance	18.3
Science fiction/fantasy	16.7
Other fiction	23.8
Other non-fiction	19.9
Other	7.6

Note: Questions concerning books "liked" by adults were asked for the first time in 2008.

Source: 2008 Survey of Public Participation in the Arts.

FIGURE 6-5

Participation in other leisure activities: 1982, 1992, 2002, and 2008

Type of activity	Participation in leisure activities			
	1982	1992	2002	2008
Benchmark arts activity	39.0 %	41.0 %	39.4 %	34.6 %
Movies	63.0	59.0	60.0	53.3
Sporting events	48.0	37.0	35.0	30.6
Exercise	51.0	60.0	55.1	52.9
Playing sports	39.0	39.0	30.4	26.3
Outdoor activities	36.0	34.0	30.9	28.2
Gardening	60.0	55.0	47.3	41.6
Volunteer/charity	28.0	33.0	29.0	32.0
Community activities	NA	NA	NA	27.8

Source: 1982, 1992, 2002, and 2008 Surveys of Public Participation in the Arts.

FIGURE 6-6

Demographic distribution of adults participating in other leisure activities at least once in the past 12 months: 2008

	U.S. population	Movies	Sports events	Exercise program	Playing sports	Outdoor activities	Gardening	Volunteer charity work	Community activities
Gender									
Male	48.3 %	47.6 %	54.9 %	47.5 %	60.8 %	53.3 %	39.0 %	43.5 %	45.4 %
Female	51.7	52.4	45.1	52.5	39.2	46.7	61.0	56.5	54.6
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Race and ethnicity									
Hispanic	13.5 %	12.8 %	10.2 %	10.9 %	9.6 %	8.6 %	9.5 %	8.9 %	7.6 %
White*	68.7	72.2	76.8	75.0	76.5	83.3	78.5	77.2	79.1
African American*	11.4	9.8	8.9	9.0	8.9	2.8	6.6	9.4	8.7
Other*	6.4	5.2	4.0	5.2	5.0	5.3	5.5	4.5	4.6
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Age									
18-24	12.8 %	17.8 %	15.6 %	13.8 %	20.3 %	15.8 %	4.7 %	10.9 %	9.0 %
25-34	17.7	21.4	21.7	19.4	23.5	22.5	14.8	16.4	15.1
35-44	18.6	20.8	22.3	20.9	22.6	22.6	19.6	21.7	22.1
45-54	19.5	19.1	19.9	19.0	17.6	20.0	22.9	21.5	22.2
55-64	14.8	13.0	12.8	14.7	9.8	12.0	19.0	15.7	16.1
65-74	8.8	5.1	5.1	7.7	4.3	5.4	11.1	8.0	9.4
75 and over	7.6	2.8	2.7	4.5	1.9	1.8	7.8	5.8	6.1
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Education									
Grade school	5.0 %	1.5 %	1.1 %	2.1 %	1.3 %	1.5 %	3.8 %	1.9 %	1.6 %
Some high school	9.8	7.0	5.8	6.7	7.1	6.3	7.0	5.5	5.3
High school graduate	30.4	23.1	21.8	22.1	19.3	21.5	26.5	19.1	19.2
Some college	27.3	32.2	31.2	31.2	31.2	31.0	29.3	31.3	30.0
College graduate	18.3	23.8	27.0	24.6	27.2	26.1	21.8	27.7	28.3
Graduate school	9.1	12.3	13.2	13.3	13.9	13.7	11.7	14.6	15.7
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Income									
Less than $10K	5.8 %	3.5 %	2.8 %	3.9 %	3.4 %	2.9 %	3.5 %	2.9 %	3.1 %
$10K to $20K	9.6	5.8	4.2	6.4	5.3	5.1	7.1	5.7	5.2
$20K to $30K	11.7	8.3	8.0	8.7	6.4	7.3	9.8	7.0	7.5
$30K to $40K	11.3	9.5	7.5	9.2	9.1	8.8	9.5	9.6	8.7
$40K to $50K	9.3	9.5	8.8	9.7	9.4	9.4	10.2	9.3	8.8
$50K to $75K	20.3	21.6	21.3	20.7	19.3	21.7	20.5	20.0	19.7
$75K to $100K	13.5	16.5	17.9	16.3	18.1	18.5	15.9	17.2	16.6
$100K to $150K	10.7	14.0	16.0	14.4	15.4	14.4	13.7	16.3	17.9
$150K and over	8.0	11.3	13.6	10.8	13.6	12.0	9.7	12.0	12.5
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Note: * Not including Hispanics.

"Community activities" includes meetings and events.

Totals may not equal exactly 100 percent due to rounding.

Source: 2008 Survey of Public Participation in the Arts.

FIGURE 6-7

Rates at which U.S. adults participate in benchmark arts activities and other leisure activities: 2008 (percentage participating at least once in the past 12 months)

	Benchmark art activities	Movies	Sports events	Exercise program	Playing sports	Outdoor activities	Gardening	Volunteer charity work	Community activities
All Adults	34.6 %	53.3 %	30.6 %	52.9 %	26.3 %	28.2 %	41.6 %	32.0 %	27.8 %
Gender									
Male	32.3 %	52.7 %	34.9 %	52.1 %	33.2 %	31.1 %	33.6 %	28.9 %	26.2 %
Female	36.8	54.0	26.6	53.6	20.0	25.4	48.9	34.9	29.3
Race and ethnicity									
Hispanic	21.0 %	48.1 %	22.1 %	40.7 %	17.9 %	17.3 %	28.0 %	20.1 %	14.7 %
White*	39.7	55.7	34.0	57.4	29.2	34.0	47.2	35.8	31.8
African American*	21.5	47.4	24.5	42.6	21.0	7.2	24.4	27.0	21.9
Other*	31.9	49.3	21.8	48.6	23.5	26.1	40.1	25.7	22.7
Age									
18-24	32.7 %	74.2 %	37.4 %	57.4 %	42.0 %	34.8 %	15.1 %	27.2 %	19.4 %
25-34	36.0	64.5	37.3	57.5	34.9	35.7	34.8	29.4	23.5
35-44	37.2	59.5	36.7	59.5	32.0	34.3	43.9	37.6	33.2
45-54	36.1	52.6	31.3	51.8	23.9	29.0	49.1	35.7	31.8
55-64	36.9	46.2	25.9	51.8	17.1	22.4	52.4	33.4	29.7
65-74	33.4	31.7	18.2	47.6	13.3	17.9	54.5	30.2	30.9
75 and over	21.3	18.9	10.3	30.0	6.4	6.3	41.0	23.2	21.5
Education									
Grade school	6.5 %	15.9 %	6.6 %	21.1 %	6.7 %	8.2 %	30.3 %	11.4 %	8.4 %
Some high school	14.5	37.9	17.8	35.7	19.0	17.8	29.5	17.7	14.8
High school graduate	19.0	42.5	22.8	40.0	17.4	20.8	37.7	20.9	18.3
Some college	38.1	60.8	33.7	58.5	29.1	30.9	43.2	35.6	29.5
College graduate	57.2	68.8	44.9	70.8	38.9	39.8	49.0	48.1	42.6
Graduate school	67.3	71.6	44.2	77.1	40.0	42.3	53.3	51.5	48.0
Income									
Less than $10K	16.1 %	32.3 %	14.9 %	35.6 %	15.9 %	14.6 %	25.3 %	16.0 %	15.0 %
$10K to $20K	16.8	32.4	13.4	35.3	14.6	15.3	30.4	18.8	14.8
$20K to $30K	19.3	38.2	21.1	40.4	14.9	18.3	35.4	19.6	18.1
$30K to $40K	27.0	48.6	22.3	46.8	23.3	24.2	37.7	29.2	22.9
$40K to $50K	31.8	54.0	28.7	54.9	26.5	28.7	44.9	31.5	25.9
$50K to $75K	36.2	58.5	33.3	55.6	26.0	31.6	42.8	32.2	27.5
$75K to $100K	46.2	67.5	42.2	66.2	37.0	40.9	50.2	42.0	35.0
$100K to $150K	55.0	71.4	46.8	73.3	39.1	39.7	54.0	49.6	47.2
$150K and over	68.1	76.7	53.1	73.2	46.0	43.9	50.9	49.0	43.9

Note: * Not including Hispanics.

Source: 2008 Survey of Public Participation in the Arts.

The Israeli ensemble Esta show high school students some of their instruments in a school performance during a Midwest tour.
Photo courtesy of Arts Midwest

CHAPTER 7

REGIONAL DIFFERENCES IN ARTS PARTICIPATION

Adult participation in the arts through attendance, media, learning, and performance or creation varies by U.S. geographical region. In general, relative levels of regional participation in arts-related activities are highly correlated. For example, residents of New England and the Pacific region reported relatively high rates of attendance for classical music and musical theater performances in addition to relatively high rates of art museum and gallery visits.

Results in this chapter are tabulated by the home address of the respondent. As a result, a resident from New Mexico may have attended a ballet in New York City, but that attendance would be counted in the Mountain region.

Arts Attendance

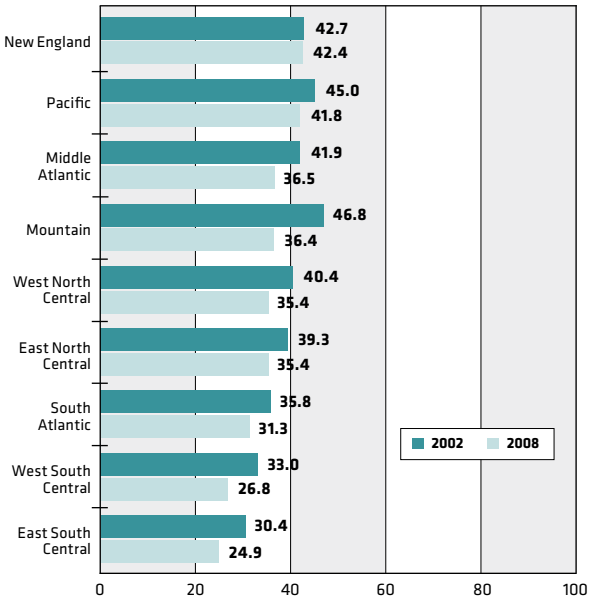
New England and Pacific region residents had consistently high attendance rates for "benchmark" arts activities. About 42 percent of New England and Pacific region residents reported that they went to a jazz, classical music, opera, musical or non-musical play, ballet performance, or art museum/gallery in the 12 months ending in May 2008 (these activities constitute the "benchmark" arts activities tracked since 1982 in the SPPA).

Attendance at benchmark arts activities by residents of the East South Central and the West South Central regions were generally below rates for other parts of the country.

Figure 7-1 shows attendance at benchmark arts activities (along with other activities such as Latin music and other dance performances) by region for 2002 and 2008 and Figure 7-3 (on pages 70–71) maps the regions and highlights arts participation differences.

FIGURE 7-1

Percentage of U.S. adults attending a benchmark arts activity at least once in the past 12 months, by region: 2002 and 2008



Source: 2002 and 2008 Surveys of Public Participation in the Arts.

Results for 2008 were consistently lower than for 2002, with the exception of New England, which reported a similar percentage of U.S. adults participating in benchmark arts activities. The proportion of adults attending at least one benchmark arts activity dropped by 10 percentage points in the Mountain region in 2008, compared with 2002.

Figure 7-2 shows attendance for each art form studied in the SPPA. (Results count attendance by the region of the respondent's residence, not where the respondent saw the performance.) Attendance in the New England and Pacific regions was consistently high, relative to other U.S. regions.

Figure 7-3 illustrates general patterns of arts attendance by region.

The following discussion examines each region in order of reported benchmark attendance. Because there is not a statistically significant difference in the attendance rates for many of the regions, strict rankings are virtually impossible. Figure 7-3 shows which regions rank particularly high or low in certain activities.

Geographic patterns also reflect educational differences between regions. For example, residents of the New England and Pacific state regions have, on average, more formal education than the national average. Residents of the East and West South Central regions, on average, have less formal education than other parts of the country. (These comparisons included individuals who reported completing an undergraduate degree or graduate work. Statistically significant differences were found for higher education rates in each of the four regions when compared with the national average.)

The analysis in Figure 7-3 is based on the percentage of adults attending at least once in the 12 months ending in May 2008. Given the variation in population across regions, analyses based on total numbers of attendances or visits could yield different results.

New England. New England residents (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut) show among the highest rates of attendance for benchmark arts activities. New England ranked first in the percentage of adults reporting that they:

- Attended classical music performances;
- Attended musical plays;
- Attended other dance performances (not including ballet);
- Visited historical sites; and
- Read literature.

Pacific region. The Pacific region includes California, Oregon, Washington, Alaska, and Hawaii. Residents of this region have the highest rates of attending jazz, opera, Latin music, outdoor performing arts festivals, non-musical plays, ballet, and art museums. They also show high rates of attending benchmark arts activities in general.

Middle Atlantic region. The Middle Atlantic region, including New York, New Jersey, and Pennsylvania, ranked particularly high in attending musical plays and they had high rates of attendance at other arts activities.

Mountain region. The Mountain region is comprised of Montana, Idaho, Nevada, Utah, Wyoming, Colorado, Arizona, and New Mexico. Residents of this region ranked notably high in attending Latin music, performing arts festivals, and other dance performances. Mountain region residents also ranked high in reading literature.

West North Central region. The West North Central region includes North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, and Missouri. Residents of this region ranked among the highest in visiting historic sites.

East North Central region. Residents of the Midwestern states of Wisconsin, Illinois, Indiana, Michigan, and Ohio reported arts attendance rates close to the national averages. Ballet was an exception, with residents reporting among the lowest rates of ballet attendance for any region.

South Atlantic region. The South Atlantic region encompasses Maryland, Delaware, Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida. South Atlantic region residents also reported arts attendance rates close to the national averages.

West South Central region. Residents from two regions in the South — the West South Central and East South Central regions — attended arts events in lower numbers than residents in many other regions

of the United States. The West South Central region includes Texas, Oklahoma, Arkansas, and Louisiana. Residents of this region showed among the lowest rates of attendance for classical music, opera, and art/craft fairs and festivals. Relatively fewer adults in this region reported reading literature than in other parts of the country.

East South Central region. Kentucky, Tennessee, Alabama, and Mississippi are the states in the East South Central region. About 25 percent of adults in this region attended one or more benchmark arts activities in 2008, compared with the national average of 35 percent. The East South Central region had among the lowest reported attendance rates

FIGURE 7-2

Percentage of U.S. adults participating in the arts at least once in the past 12 months, by region: 2008

	All adults	New England	Middle Atlantic	South Atlantic	East South Central	East North Central	West South Central	West North Central	Mountain	Pacific
Performing arts										
Music										
Jazz*	7.8 %	8.7 %	7.1 %	19.0 %	5.1 %	8.4 %	6.2 %	7.5 %	6.3 %	10.8 %
Classical music*	9.3	12.4	8.6	9.1	7.4	8.8	7.3	8.7	9.6	11.9
Opera*	2.1	2.9	2.1	1.8	1.9	2.4	0.9	1.7	2.6	3.0
Latin music	4.9	4.8	4.4	3.8	1.1	3.3	5.3	3.1	6.4	9.0
Performing arts festivals	20.8 %	21.3 %	18.7 %	19.0 %	13.6 %	23.1 %	18.0 %	20.5 %	24.2 %	25.7 %
Plays										
Musical plays*	16.7 %	21.7 %	19.5 %	14.4 %	11.2 %	18.5 %	12.4 %	17.9 %	15.1 %	19.2 %
Non-musical plays*	9.4	11.6	9.5	9.1	5.9	9.8	6.3	10.0	8.0	12.5
Dance										
Ballet*	3.0 %	3.4 %	3.3 %	2.8 %	2.7 %	2.2 %	2.6 %	2.3 %	2.8 %	4.1 %
Other dance	5.2	8.0	4.9	5.0	2.5	4.8	3.6	5.6	6.9	6.3
Visual arts										
Art exhibitions										
Art museums/galleries*	22.7 %	27.3 %	22.3 %	19.8 %	14.9 %	22.6 %	17.0 %	22.8 %	25.5 %	31.1 %
Art/craft fairs and festivals	24.5	29.4	24.2	23.0	18.7	27.6	18.5	26.2	26.9	26.8
Historic sites										
Parks/monuments/historic buildings/neighborhoods	24.9 %	29.5 %	25.5 %	24.0 %	17.6 %	23.9 %	19.6 %	29.1 %	27.3 %	28.8 %
Literature										
Plays/poetry/novels/ short stories	50.2 %	58.3 %	53.0 %	50.2 %	44.3 %	51.4 %	39.5 %	53.8 %	53.8 %	51.1 %
Any benchmark activity										
Any of the activities listed above in asterisks	34.6 %	42.4 %	36.5 %	31.3 %	24.9 %	35.3 %	26.8 %	35.3 %	36.4 %	41.8 %

Note: * Denotes "benchmark" art activity.

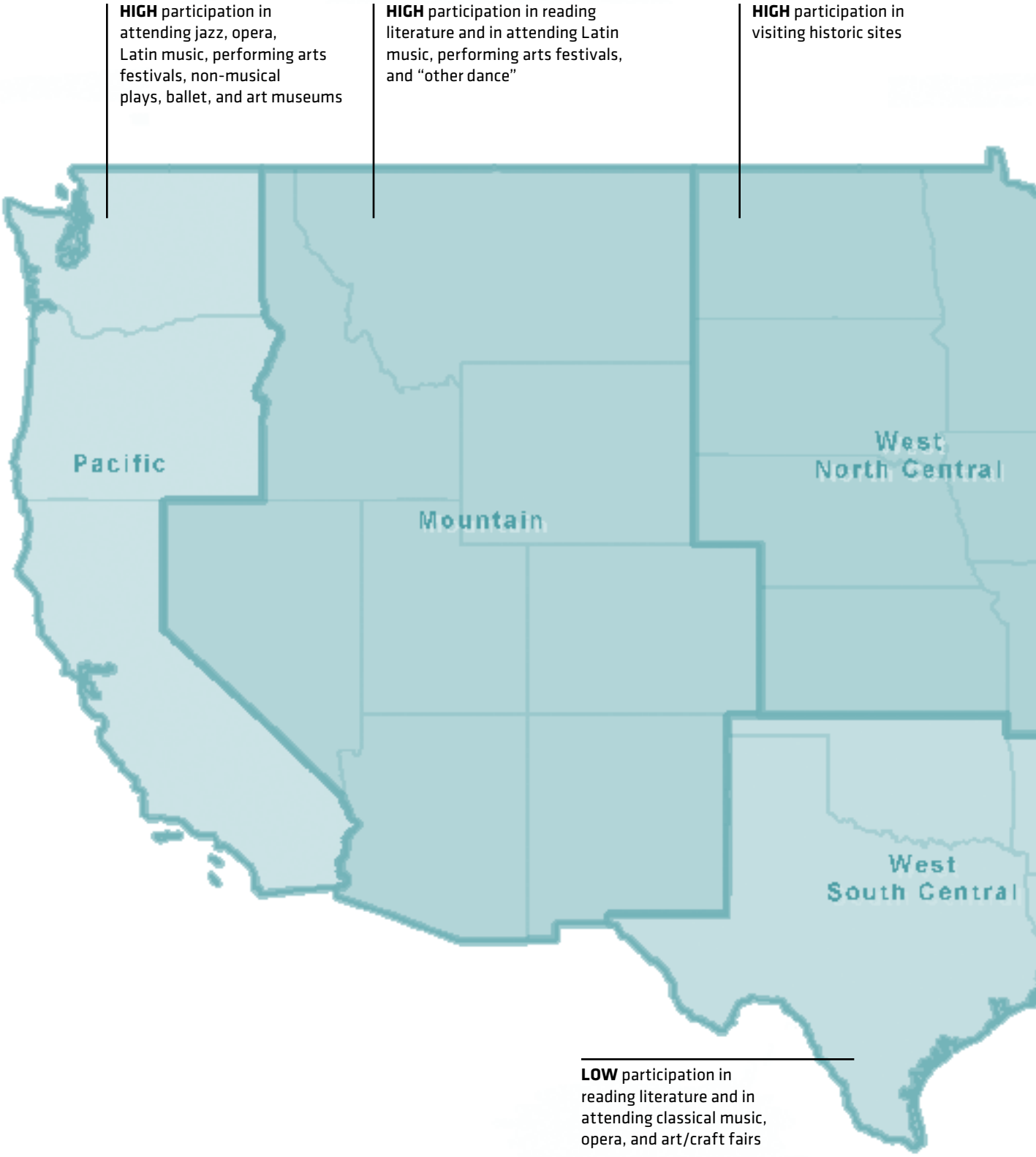
"Other dance" refers to dance other than ballet, including modern, folk, and tap dance, and was added to survey after 1982.

Note that small differences are most likely not statistically significant.

Source: 2008 Survey of Public Participation in the Arts.

FIGURE 7-3

Key findings for study area regions: 2008



Source: 2008 Survey of Public Participation in the Arts.

LOW participation in attending ballet
HIGH participation in reading literature and in attending benchmark activities, including classical music, musical plays, "other dance," art/craft fairs, and historic sites
HIGH participation in attending musical plays
New England
Middle Atlantic
East North Central
South Atlantic
East South Central
Similar results to national averages
LOW participation in attending benchmark activities, including jazz, Latin music, performing arts festivals, musical and non-musical plays, "other dance," and historic sites

for jazz, Latin music, performing arts festivals, musical and non-musical plays, and other dance performances. The proportion of residents visiting art museums and historical sites was also generally lower than that of other regions.

Media Participation

Residents of the Pacific region had among the highest rates of media participation for nearly every form of art studied in the SPPA.

For example, residents of Pacific states were more likely to listen to or view recorded or broadcast jazz, classical music, Latin music, and musicals than most other parts of the country. Pacific region residents also had high media participation rates for programs about art, artists, and art museums and for programs about books and authors.

Residents of New England states were among the most likely to watch or listen to opera performances via media, while residents of Mountain states were generally more likely to watch dance through media. For non-musical plays, West North Central residents showed among the highest rates of media participation.

Residents of the East South Central and West South Central regions reported relatively low rates of media participation (below the national average) for most art forms.

Figure 7-4 provides a detailed overview of arts/media participation rates for all regions. Note that small differences in percentage points may not be statistically significant.

Performing and Creating Art

Figure 7-5 analyzes regional rates of performing or creating art in 2008. Adults in the New England region were more likely to perform or create certain art forms than most other regions. This includes the performance of jazz, classical music, and dance, as well as shooting photography, creating pottery/jewelry, and creating original art.

FIGURE 7-4

Percentage of U.S. adults who participated in the arts through broadcast or recorded media, by region: 2008

	All adults	New England	Middle Atlantic	South Atlantic	East South Central	East North Central	West South Central	West North Central	Mountain	Pacific
Performing arts										
Music										
Jazz	14.2 %	13.1 %	12.1 %	14.7 %	9.1 %	15.3 %	11.6 %	12.3 %	14.6 %	19.1 %
Classical music	17.8	21.0	17.4	16.4	15.7	16.8	13.5	18.1	20.9	22.2
Opera	4.9	6.9	5.7	4.5	2.8	2.6	3.7	6.0	6.0	6.7
Latin music	14.9	13.0	12.7	15.3	6.3	12.8	17.7	9.3	19.5	20.5
Plays										
Musical plays	7.9 %	8.1 %	7.2 %	9.7 %	5.0 %	6.2 %	6.4 %	8.7 %	7.4 %	10.0 %
Non-musical plays	6.8	7.5	5.9	8.0	5.2	6.1	6.1	8.1	4.8	7.8
Dance, including ballet	8.0 %	8.8 %	8.2 %	8.0 %	7.5 %	7.4 %	5.4 %	9.0 %	9.7 %	8.9 %
Programs on:										
Artists, art works or art museums	15.1 %	14.7 %	14.1 %	14.4 %	10.5 %	17.5 %	10.5 %	16.3 %	13.9 %	19.3 %
Books or writers	15.0	14.8	16.1	14.3	11.7	15.6	11.3	14.8	13.9	18.9
Live or recorded literature	10.0 %	13.5 %	7.5 %	9.1 %	4.3 %	10.2 %	9.8 %	9.7 %	12.8 %	13.3 %

Source: 2008 Survey of Public Participation in the Arts

Adults in the Pacific region were generally more likely to write literature and paint or draw. East South Central region respondents were more likely to sing in a choir or chorale and perform in musical plays. Note that small differences in percentage points between regions may not be statistically significant.

Arts Learning

Figure 7-6 presents regional rates of lifetime participation in arts classes or lessons. Respondents were asked about lessons or classes taken at any time in their lives in the following arts areas:

- Music — voice training or playing an instrument;
- Visual arts — sculpture, painting, printmaking, graphic design, photography, or film making;
- Acting;
- Dance — including ballet or other dances such as modern, folk, tap, or Broadway-style;
- Writing;
- Art appreciation or art history; and
- Music appreciation.

FIGURE 7-5

Percentage of U.S. adults performing or creating art at least once in the past 12 months, by region: 2008

	New England	Middle Atlantic	South Atlantic	East South Central	East North Central	West South Central	West North Central	Mountain	Pacific
Performing arts									
Music									
Jazz	3.1 %	1.5 %	1.1 %	1.5 %	1.2 %	1.1 %	1.5 %	1.5 %	1.3 %
Classical music	4.5	3.1	2.8	3.2	3.0	1.9	3.6	3.7	3.4
Opera	0.2	0.7	0.4	0.0	0.5	0.2	0.1	0.3	0.3
Choir/chorale	5.2	3.3	5.6	8.8	5.8	6.1	5.4	4.1	4.1
Plays									
Musical plays	1.2 %	0.9 %	0.9 %	1.9 %	0.7 %	0.8 %	0.7 %	0.4 %	1.0 %
Non-musical plays	1.2	1.2	0.6	1.3	0.4	0.6	1.1	0.3	0.8
Dance									
All dance	3.6 %	2.9 %	1.5 %	1.4 %	2.7 %	1.7 %	2.6 %	1.2 %	2.1 %
Creating									
Visual arts									
Painting/drawing	11.5 %	7.7 %	7.4 %	5.6 %	9.9 %	7.2 %	11.2 %	9.4 %	11.7 %
Pottery/jewelry	9.4	5.6	4.1	3.9	6.5	4.5	7.3	7.1	7.9
Weaving/sewing	16.3	11.3	10.7	12.2	16.8	9.9	16.1	15.5	13.6
Photography	20.1	13.6	12.2	7.5	17.4	10.5	16.4	18.0	18.2
Literature									
Plays/poetry/novels/ short stories	8.8 %	7.4 %	6.6 %	2.9 %	6.8 %	4.3 %	7.6 %	6.4 %	9.8 %
Owning									
Own original art	29.5 %	19.1 %	18.7 %	15.5 %	20.0 %	13.1 %	22.8 %	23.1 %	26.4 %
Purchased in last 12 months	10.0	5.2	5.0	4.1	6.2	3.3	6.0	6.5	8.1

Note: "All dance" refers to ballet, modern, folk, and tap dance. In the 2008 SPPA, only one category for all types of dance was provided to respondents.
Any value reported as 0.0 is less than 0.05 (and may actually be 0.0)

Source: 2008 Survey of Public Participation in the Arts.

Adults in the New England region showed among the highest rates of participation in arts learning, compared with all other regions. Respondents from New England reported high rates of participation in classes/lessons related to all dance (21 percent), art appreciation (20 percent) and visual arts (20 percent).

Adults in the West North Central (43 percent) and Pacific regions (42 percent) also showed high rates of participation in music lessons or classes. For both regions, the highest rates of participation were observed for visual arts classes/lessons. Adults in the East South Central region were among the least likely to participate in arts learning overall.

FIGURE 7-6

Percentage of U.S. adults who reported attending an art class or lesson at some point in their lives, by region: 2008

	All Adults	New England	Middle Atlantic	South Atlantic	East South Central	East North Central	West South Central	West North Central	Mountain	Pacific
Type of class/lesson										
Music	34.0 %	46.0 %	32.9 %	26.5 %	21.3 %	36.0 %	28.6 %	42.6 %	38.5 %	41.5 %
Visual arts	17.0	19.9	15.7	13.1	9.4	16.3	13.3	20.2	18.2	26.4
Acting/theater	5.9	7.2	5.4	4.8	3.3	5.1	5.8	5.6	7.1	8.4
All dance	12.1	20.5	12.5	9.2	4.6	10.6	9.5	13.3	14.7	17.0
Creative writing	11.3	17.7	9.6	9.5	5.2	11.8	7.3	13.4	13.5	15.9
Art appreciation/ history	13.8	20.3	12.1	11.7	9.9	14.6	7.6	16.1	13.9	20.1
Music appreciation	11.0	13.5	11.7	7.5	10.2	10.8	8.1	12.3	11.6	15.5

Note: "All dance" refers to ballet, modern, folk and tap dance. In the 2008 SPPA, only one category for all types of dance was provided to respondents.

Source: 2008 Survey of Public Participation in the Arts.

CHAPTER 8

SUMMARY RESULTS BY ART FORM

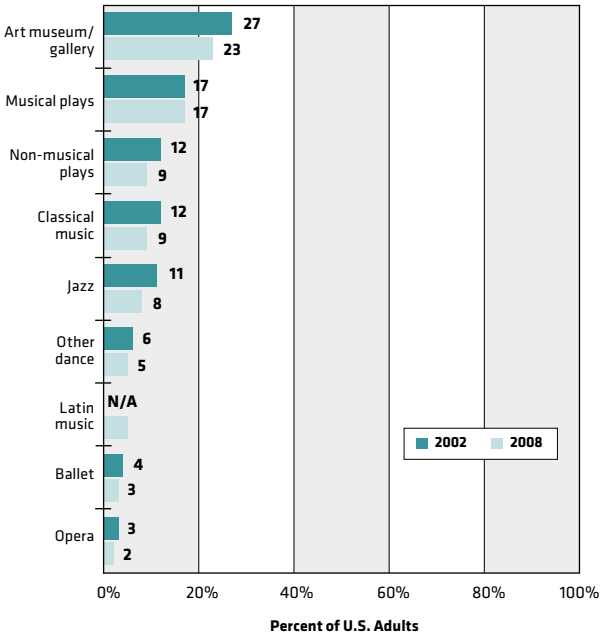
This chapter summarizes survey results by art form, including all benchmark activities studied in the 2008 SPPA.[1] From 2002 to 2008, almost all art forms showed declines in the percentage of U.S. adults attending or visiting (see Figure 8-1).

The following types of arts activity are reviewed in this chapter:

- Art museums and galleries;
- Musical plays;
- Non-musical plays;
- Classical music;
- Jazz;
- Ballet and other dance;
- Latin music; and
- Opera.

FIGURE 8-1

Percent of U.S. adults attending arts performances or visiting an art museum/gallery at least once in the past 12 months: 2002 and 2008



Note: "NA" indicates, "Not Asked." Questions concerning Latin music were asked for the first time in 2008.

Source: 2002 and 2008 Surveys of Public Participation in the Arts.

Art Museums and Galleries

Adults attended art museums and galleries more than any other single type of arts activity or event. In 2008, 51 million people visited an art museum or gallery at least once. Similar to other arts activities, however, total adult attendance to art museums and galleries declined from 27 percent of adults in 2002 to 23 percent in 2008. Art museum/gallery visitors in 2008 made an average of 2.9 visits, which corresponds to a total of 149 million total visits.

As shown in Figure 8-2, about 15 percent of U.S. adults watched or listened to a program about artists, art works, or art museums in 2008.

DEMOGRAPHIC PROFILE OF ATTENDERS

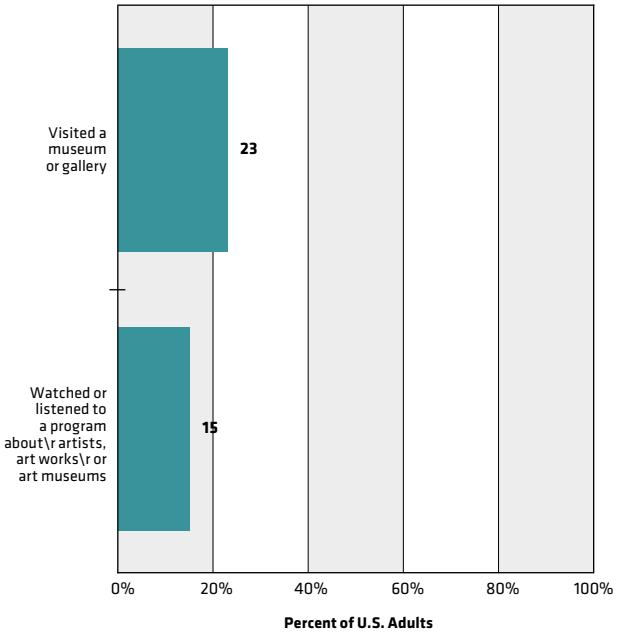
- About 55 percent of people who went to art museums or art galleries in 2008 were women.
- Approximately 54 percent of 2008 art museum-going adults had a college or graduate degree. Adults with a high school education or less represented 18 percent of art museum visitors.

PATTERNS OF ATTENDANCE

- About 26 percent of non-Hispanic whites, 15 percent of Hispanics, 12 percent of African Americans, and 23 percent of adults in other racial/ethnic categories (largely Asian Americans and Native Americans) visited an art museum or gallery in 2008.
- More than half (52 percent) of U.S. adults with a graduate-level degree visited an art museum or art gallery in 2008. That is, more people in this demographic group visited an art museum or gallery in 2008 than did not, a trend that is unique among benchmark arts activities.
- Among the higher income groups, art museum attendance rates varied from 34 percent of adults in households making $100,000 to $150,000 to 52 percent of adults in households earning more than $150,000.
- About one-quarter of adults ages 18 to 64 visited an art museum or gallery in 2008. The attendance rate drops sharply for adults older than 75 years.
- Residents of the Pacific region were among the most likely to go to art museums or galleries in 2008.

FIGURE 8-2

U.S. adult participation in art museums, art galleries and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- Crossover of art museum attendance and attendance at other art activities was notably high. At least 50 percent of attenders at jazz, classical music, Latin music, opera, ballet, other dance, craft fairs, performing arts festivals, and historic sites also visited an art museum in 2008.
- Approximately 69 percent of adults who purchased original art within the last year also visited an art museum or gallery in 2008.

Musical Plays

More people attended a musical play than any other type of performing arts in the 2008 SPPA. Attendance rates for musicals have remained relatively stable since 1982. Slightly less than 17 percent of adults (nearly 38 million people) reported attending a musical during 2008, compared with 19 percent in 1982. The average number of attendances to a musical play in 2008 was 2.2 per attendee, which corresponds to a total of 83 million attendances.

About 8 percent of adults (18 million) watched or listened to a recorded or broadcasted performance of a musical play in 2008 (see Figure 8-3). The percentage of people who reported liking music from Broadway musicals or show tunes increased from 17 percent in 2002 to nearly 20 percent in 2008.

DEMOGRAPHIC PROFILE OF ATTENDERS

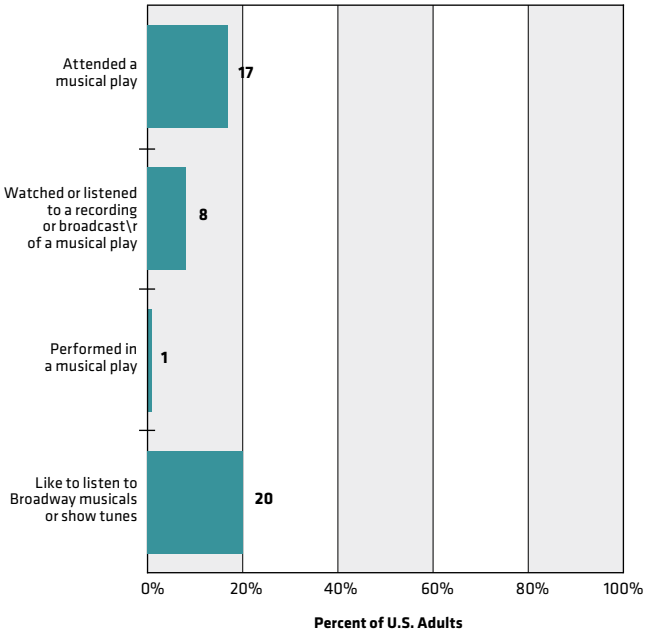
- The audience for musical plays was about 58 percent female.
- From 2002 to 2008, there was a large increase in all forms of participation in musicals for adults with more formal education ("some college" or more) than others.
- Nearly 20 percent of adults who attended a musical earned $150,000 or more.

PATTERNS OF ATTENDANCE

- Non-Hispanic whites attended musicals at a higher rate than adults of other ethnicities or races.
- Approximately 28 percent of people attending musicals in 2008 were 65 or older, compared with only 13 percent of attenders in 2002.
- About 40 percent of adults in households earning $150,000 or more attended musical plays in 2008, compared with only 15 percent of adults in households making $40,000 to $75,000.
- Residents of the New England region were among the most likely to attend a musical play in 2008.

FIGURE 8-3

U.S. adult participation in musical plays and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- There was very high crossover for attenders of ballet and opera and those attending musicals. About 60 percent of ballet and opera attenders also attended a musical play in 2008.
- About 45 percent of adults listening to or viewing a musical through broadcast media also attended a performance of a musical play. This was the highest broadcast/attendance crossover for any of the performing arts.

Non-musical Plays

About 9 percent of adults (21 million Americans) attended a non-musical play in 2008, a decline from 12 percent in 2002. People who attended non-musical plays in 2008 went an average of 2.3 times, for a total of nearly 50 million attendances.

The percentage of adults viewing non-musical plays on television, VCR, or DVD declined from 9 percent of adults in 2002 to 7 percent in 2008. About 3 percent of adults reported that they had read a play in 2008. About 1 percent of adults (2 million Americans) performed in non-musical plays in 2008 (see Figure 8-4).

DEMOGRAPHIC PROFILE OF ATTENDERS

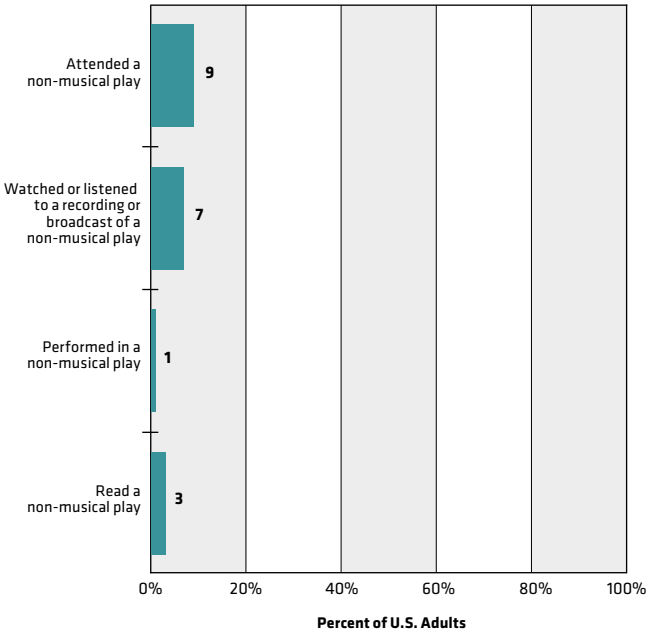
- About 58 percent of people who attended non-musical plays in 2008 were female.
- People with more education (at least some college) and higher incomes (at least $50,000 in household income) were more likely to attend non-musical plays.
- Approximately 58 percent of people who attended non-musical plays had a college or graduate degree. Over 20 percent of adults who attended a non-musical play earned $150,000 or more.
- Over 20 percent of attenders earned $150,000 or more.

PATTERNS OF ATTENDANCE

- People 55 to 74 years old were the age groups most likely to go to a non-musical play. In 2008, 12 percent of people 55 to 64 attended (a small drop from the 2002 level), and 11 percent of people 65 to 74 attended (down from 13 percent in 2002).
- More people attended non-musical plays than watched/listened to plays or read them at home. Among the performing arts, this was true only for non-musical plays and musicals. The reverse was true for all other performing arts tracked in the SPPA.
- Residents of the Pacific region were among the most likely to attend a non-musical play in 2008.

FIGURE 8-4

U.S. adult participation in non-musical plays and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- Over 22 percent of writers also attended a non-musical play in 2008.
- About one in every five people who volunteered in their leisure time attended a non-musical play in 2008.

Classical Music

The percentage of adults attending a classical music performance declined from 12 percent in 2002 to 9 percent (21 million adults) in 2008. The average number of attendances dropped only slightly, from 3.1 to 2.9 in 2008.

More U.S. adults watched or listened to classical music through media (about 18 percent, or 40 million) than to any other art form studied in the 2008 SPPA. More than one-quarter of adults said they like listening to classical music. About 3 percent of people said they performed classical music in 2008, as shown in Figure 8-5.

DEMOGRAPHIC PROFILE OF ATTENDERS

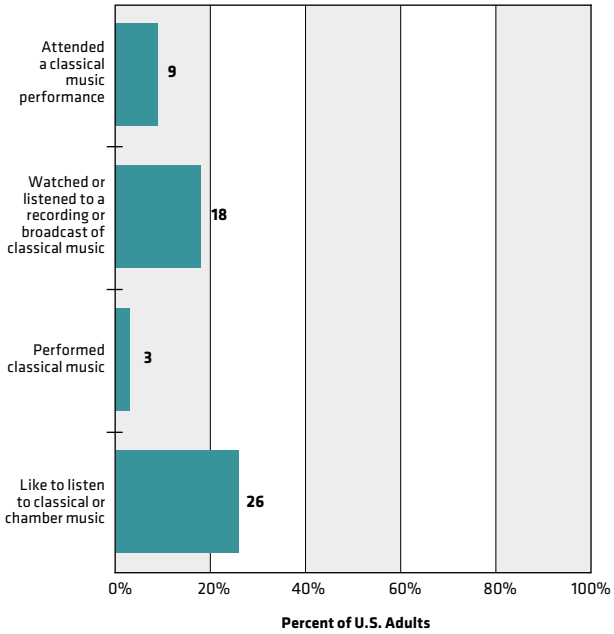
- Approximately 56 percent of classical music attenders were female. Women were also more likely than men to watch or listen to classical music through media.
- Individuals with higher levels of education (at least some college) were more likely to listen to classical music or attend classical music performances. The majority of people attending a classical music concert or performance had a college or graduate degree (nearly 60 percent).
- Nearly 20 percent of classical music attenders were 65 or older, which is high relative to most other performing arts.

PATTERNS OF ATTENDANCE

- The classical music attendance rate for adults with a high school degree was about 3 percent. By contrast, about 17 percent of adults with a college degree and 27 percent of adults with a graduate degree attended a classical music performance in 2008.
- Adults with college or graduate degrees were almost three times more likely than high school graduates to watch or listen to classical music via media.
- Adults 45 and older were more likely to attend a classical music performance than younger adults.
- About 23 percent of people in households earning at least $150,000 attended a classical music concert in 2008, a higher proportion than other income groups.
- Residents of the New England and Pacific regions were among the most likely to attend a classical music performance in 2008.

FIGURE 8-5

U.S. adult participation in classical music and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- Adults attending a ballet or opera performance were much more likely to attend a classical music performance than adults attending other benchmark activities.
- One in five people who said they volunteer in their free time attended a classical music performance in 2008.
- Almost 24 percent of those who have taken a music appreciation class in their lifetime attended a classical music performance in 2008. About 18 percent of those taking lessons to play an instrument attended a 2008 performance.

Jazz

About 8 percent of adults attended a jazz performance in 2008, compared with 11 percent in 2002. The total number of attenders declined to 17.6 million adults, and the total number of attendances to jazz performances declined to 51 million in 2008.

About 14 percent of U.S. adults watched or listened to jazz via media in 2008 (see Figure 8-6), which corresponds to 32 million people. The percentage of adults who reported liking jazz declined from 2002 to 2008 (from 28 percent to 24 percent, a statistically significant drop).

DEMOGRAPHIC PROFILE OF ATTENDERS

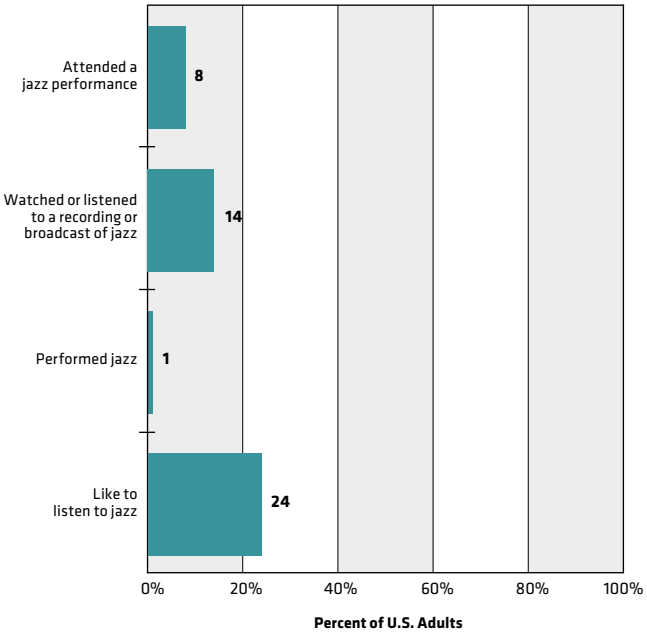
- The live audience for jazz performances was balanced between men (48 percent) and women (52 percent). Men make up a larger proportion of the jazz audience than any of the other benchmark activities. A similar distribution for those who listened to jazz via media.
- More than half of jazz performance attenders in 2008 had a college or graduate degree. The highest income groups ($75,000 and over) represented about 48 percent of adults attending jazz performances.

PATTERNS OF ATTENDANCE

- African Americans were as likely as non-Hispanic whites to attend a jazz performance, and were more likely to watch or listen to jazz via media in 2008.
- Adults ages 45 through 64 were the most likely to attend a jazz performance or concert. Jazz performance attendance among adults 44 and younger declined between 2002 and 2008, especially for the 35 to 44 age group.
- Compared with people who have only a high school degree, people with college or graduate degrees were nearly eight times as likely to attend a jazz performance.
- As with other benchmark activities, people with household incomes of at least $150,000 watched or listened to jazz more often than any other income group.
- Residents of the Pacific region were among the most likely to attend a jazz performance in 2008.

FIGURE 8-6

U.S. adult participation in jazz music and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- People who go to classical music, opera, or ballet often go to jazz performances. In 2008, about one-third of adults who said they attended an opera, ballet, or classical music performance in the past 12 months also went to a jazz performance.
- Writers are also jazz attenders. One in five adults who said they had written poems, novels, or plays in the last twelve months also attended a jazz performance.

Ballet and Other Dance

About 16 million adults (7 percent) went to a ballet or other dance performance in 2008. The percentage of adults attending either ballet or other dance performances decreased from 2002 to 2008.

About 8 percent of adults (18 million) reported watching a recorded or broadcasted dance performance in 2008, as shown in Figure 8-7. Two percent of U.S. adults participated in a dance performance in 2008.

DEMOGRAPHIC PROFILE OF ATTENDERS

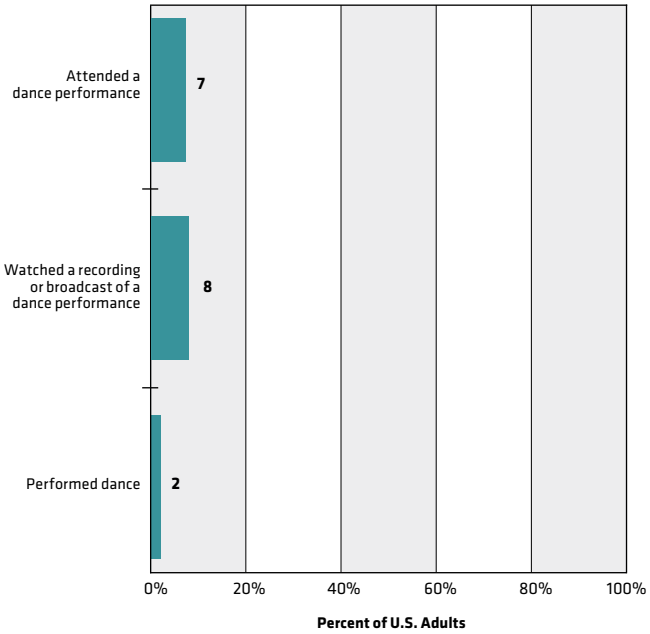
- Compared with other performing arts, ballet was overwhelmingly attended by women (nearly two in three attenders in 2008). Similarly, women were more likely than men to watch ballet or other forms of dance through media.
- Individuals with higher levels of education and higher household incomes represented the majority of the dance audience. More than half of ballet and other dance performance attenders had college or graduate degrees, and almost one-quarter of attenders had household incomes of $150,000 or more.

PATTERNS OF ATTENDANCE

- The core audience for ballet was older in 2008 than in 2002. In 2002, adults 35 to 54 years of age were most likely to attend a ballet performance. In 2008, adults in the 65-74 year age range were the most likely age group to attend a ballet performance.
- Older adults (age 65 and older) were more likely than younger adults to have watched a recorded or broadcasted dance performance.
- Residents of New England were among the most likely to attend a ballet or other dance performance in 2008.

FIGURE 8-7

U.S. adult participation in ballet and other dance and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- People who go to opera were more likely to attend a ballet performance than those who attended classical music or jazz performances.
- About 12 percent of adults performing some type of dance also attended a ballet performance in 2008.
- For ballet and non-arts leisure activities, the most crossover occurs with people who volunteer. Approximately 7 percent of all volunteers attended a ballet performance in 2008.

Latin Music

Latin music was a new performing arts category in the 2008 SPPA. Nearly 5 percent of adults (11 million) attended a Latin music performance in 2008. People who attended Latin music performances did so an average of 3.5 times, for a total of 39 million attendances.

Of all the performing arts, Latin music had the second highest participation rate via media. About 15 percent of adults (33 million) watched or listened to a recorded or live broadcast Latin music performance in 2008. Nearly 18 percent of adults said they liked to listen to Latin, Spanish, or salsa music (see Figure 8-8).

DEMOGRAPHIC PROFILE OF ATTENDERS

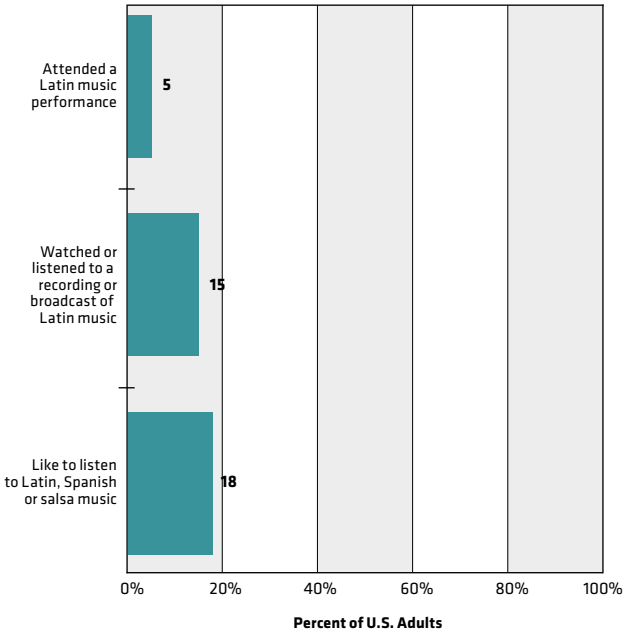
- About as many men as women went to a Latin music performance (48 percent of attenders male and 52 percent female). Among adults who listened to or watched Latin music via media, 52 percent were men and 48 percent women.
- Latin music was the only SPPA performing arts activity that had a higher percentage of attenders that were Latino than non-Hispanic whites. About 49 percent of the Latin music performance audience in 2008 was Hispanic.
- In contrast to attendees of other performing arts, the majority of people going to Latin music performances had less education and lower incomes. More than 60 percent of people who attended Latin music performances in 2008 did not have a college degree and about 50 percent had household incomes of $50,000 or less.

PATTERNS OF ATTENDANCE

- Compared with any other racial/ethnic group, Hispanics were at least five times more likely to attend a Latin music performance and watch or listen to Latin music via media.
- Younger adults (ages 18 to 44) were more likely to attend live Latin music concerts and listen to or watch Latin music via media than older adults.
- Residents of the Pacific region were among the most likely to attend a Latin music performance in 2008.

FIGURE 8-8

U.S. adult participation in Latin music and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- Over 15 percent of jazz and opera attendees also attended a Latin music performance in 2008.
- About 10 percent of sports attenders went to a Latin music performance, compared with 8 percent of those who participated in volunteer activities.
- One in five individuals who say they have performed some type of dance in the last 12 months also attended a Latin music performance.

Opera

Two percent of U.S. adults (5 million) attended the opera in 2008 — one of the lowest levels of attendance among all arts activities tracked. Attendance in 2008 declined from 3 percent of adults in 2002. The average number of attendances per audience member remained steady at 1.8, for a total of 9 million attendances in 2008.

About 5 percent of adults watched or listened to a recorded or live broadcast opera performance, lower than the rate for other SPPA performing arts. Less than 1 percent (0.4 percent) of adults performed in an opera in 2008 (see Figure 8-9).

DEMOGRAPHIC PROFILE OF ATTENDERS

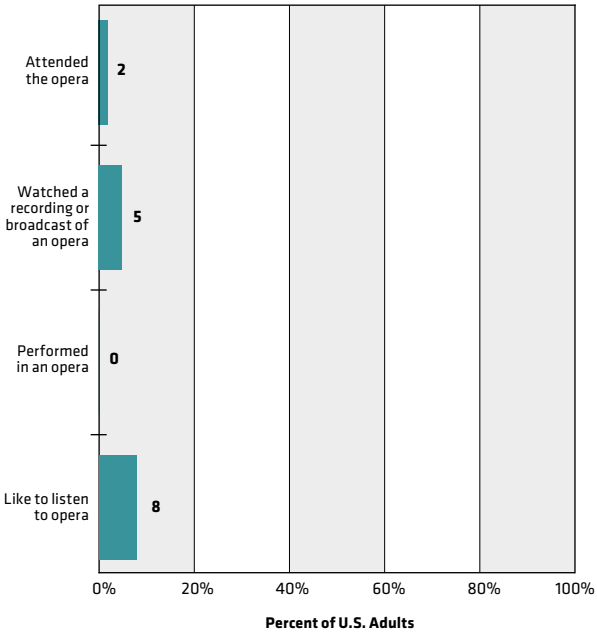
- About 59 percent of the audience for live opera performances in 2008 was female. Women were also more likely than men to watch operas through media. Both of these numbers were similar to percentages seen in 2002.
- The relationship between formal education and attendance is more pronounced for opera than for other art forms. About two-thirds of adults who attended an opera in 2008 had a college or graduate degree.
- People with higher incomes were more likely to attend opera than people with lower incomes. More than half of adults who attended the opera in 2008 earned $75,000 or more (and 25 percent earned $150,000+).

PATTERNS OF ATTENDANCE

- Compared with other adults, people with graduate degrees were more likely to attend live opera performances and view or listen to opera through media.
- Adults ages 35 to 74 were more likely to attend an opera performance than younger adults, and adults age 55 and older were more likely than others to watch opera via media.
- Opera attendance was particularly high among adults in the New England and the Pacific regions.

FIGURE 8-9

U.S. adult participation in opera and related activities: 2008



Source: 2008 Survey of Public Participation in the Arts.

RELATIONSHIP WITH OTHER ART FORMS

- People who go to ballet and classical music performances were more likely to have attended opera than people who go to jazz performances or plays.
- About 10 percent of individuals who purchased art in the past 12 months attended an opera performance.

Notes:

1 Although literary reading has not been included as a "benchmark" arts activity, the SPPA has asked about it since 1982. For a compact summary of data on literary reading, see the NEA's research brochure, *Reading on the Rise: A New Chapter in American Literacy* (2009).

APPENDIX A

SURVEY OF PUBLIC PARTICIPATION IN THE ARTS BACKGROUND AND METHODOLOGY

In 1982, the National Endowment for the Arts (NEA) initiated the Survey of Public Participation of the Arts (SPPA) to examine the public's involvement in a variety of arts and art forms. The survey historically examines adult participation in the performing arts, visual arts, and literature, participation via media, arts learning, and visits to art fairs/festivals, parks, and historic sites. The survey also includes several non-arts leisure questions.

1982 and 1985 Survey of Public Participation of the Arts

The U.S. Census Bureau administered the first SPPA in conjunction with the 1982 National Crime Survey, which surveyed more than 72,000 individuals. More than 17,000 respondents over 18 years of age were interviewed for the SPPA.

The survey concentrated primarily on live arts participation, reflected by 10 questions. The survey asked the live arts questions of all survey respondents. On a rotating basis, it asked questions pertaining to arts education, non-arts leisure activities, arts facilities, music preferences, arts creation and other participation, media engagement, and barriers to attending live arts performances. As a result, the sample sizes for the latter questions were smaller than for the live arts category. Approximately 25 percent of the interviews were completed by phone.

In 1985, the NEA sponsored a second SPPA through the U.S. Census Bureau as part of the newly named National Victimization Survey. It was nearly identical to the 1982 survey.

1992 Survey of Public Participation of the Arts

The third SPPA, conducted in 1992, surveyed 12,736 individuals over 18 years of age and followed the same format as previous surveys. However, questions about arts education, non-arts leisure activities, etc., were asked throughout the year, thereby providing a larger sample size for these questions than in the 1982 survey. Additionally, the NEA refined the survey instrument by adding, omitting, and modifying various questions and sections. For example, the arts education category included new questions about the location of arts education and if survey respondents had taken arts education lessons in the last year. The survey omitted questions about craftwork lessons. Some questions concerning live attendance, recreation lifestyle, music preferences, arts creation, and media participation were modified.

1997 Survey of Public Participation of the Arts

From June to October of 1997, the NEA conducted a fourth edition of the SPPA. This survey was not administered through the U.S. Census Bureau's National Victimization Survey. Instead, the NEA retained Westat Corporation of Rockville, Maryland, a private research firm, to conduct a stand-alone telephone survey. Using a random-digit dial telephone survey plan, more than 12,000 individuals over 18 years of age were interviewed. Due to the considerable differences in survey methodologies, however, the 1997 telephone survey produced results that are not comparable to previous or subsequent surveys. The 1997 survey can be analyzed only as a stand-alone, point-in-time survey, and not in an SPPA historical analysis.

2002 Survey of Public Participation of the Arts

In 2002, the NEA sponsored its fifth SPPA. For the first time, the 2002 SPPA was conducted as a supplement to the U.S. Census Bureau's Current Population Survey (CPS), a research instrument issued monthly to approximately 60,000 households throughout the nation for use by the U.S. Bureau of Labor Statistics. The U.S. Census Bureau weighted each survey record so that the survey sample would reflect the nation's estimated demographic and geographic profile.

A total of 17,135 respondents in the August 2002 CPS participated in the 2002 SPPA. Respondents were asked all of the 2002 SPPA questions, resulting in an overall sample size applicable to the entire survey.

In general, the 2002 survey instrument followed the format used in the 1992 SPPA, incorporating only slight modifications. For instance, the media engagement category added a video (DVD) discs option to questions about watching arts programs via television. The music preferences category added and omitted various music categories, and two new sections were added to the end of the survey. The first new section asked about trips away from home to attend arts events or art museums, and the second new section asked the individual's frequency of reading about, discussing, or accessing information about the arts via the Internet.

2008 Survey of Public Participation of the Arts

In May 2008, the sixth and most recent SPPA was conducted under NEA sponsorship. Similar to the 2002 survey, the 2008 SPPA was done as a supplement to the U.S. Census Bureau's Current Population Survey (CPS).

In general, the 2008 survey instrument closely resembled the 2002 instrument, with some questions added, removed, or modified. Some new questions focused on Latin music and attendance at outdoor performing arts festivals. Questions on arts in the media were changed to reflect the enhanced options available in 2008, and questions on the Internet were expanded. The 2002 sections on trips away from home and on the desire to attend more arts events were dropped from the 2008 survey.

To increase the response rate and reduce the time required for a respondent to answer the survey, questions in the 2008 SPPA were grouped into four modules and each respondent was only asked questions from two of the four modules. The 2008 SPPA includes two sampling weights so that each module of the survey reflects the approximate demographic and geographic composition of the nation.

For certain questions, respondents were asked to give proxy responses on behalf of their spouse or partner regarding their participation in the arts. Responses were collected for 18,444 adults, an 81.6 percent response rate.

More information on design of the 2008 SPPA and comparison with previous surveys can be found in the 2008 SPPA User's Guide (**arts.endow.gov/research/SPPA/users-guide.pdf**).

APPENDIX B

DATA COLLECTION

The 2008 SPPA was conducted as part of the U.S. Bureau of the Census' ongoing Current Population Survey (CPS). The basic CPS collects labor force data and other information about the civilian non-institutional population. Interviewers ask questions about labor force participation concerning each member 15 years of age and older in each sample household.

The present monthly CPS sample was selected from the 2000 Decennial Census files with coverage in all 50 states and the District of Columbia. The sample is continually updated to account for new residential construction. To obtain the sample, the United States is divided into 2,025 geographic areas. In most states, a geographic area consisted of a county or several contiguous counties. In some areas of New England and Hawaii, minor civil divisions are used instead of counties. These 2,025 geographic areas are then grouped into 824 strata, and one geographic area is selected for the survey from each stratum.

From the 824 strata, about 60,000 households are eligible for interview every month. Interviewers are unable to obtain interviews at about 5,000 of these units. This problem occurs when the occupants are not found at home after repeated calls or are unavailable for some other reason.

Each month's sample is composed of eight groups of households that rotate. Each household group is interviewed for 4 successive months, then not interviewed for 8 months, then returned to the sample for 4 additional months.

May 2008, Survey of Public Participation in the Arts (SPPA) Supplement

To conduct the 2008 SPPA, interviewers asked questions about public participation in the arts in addition to the basic CPS questions. Because households in the outgoing rotation groups are eligible sample households for the supplement, 25 percent of the basic CPS households were sampled. The SPPA supplement attempted to obtain self-responses from two randomly selected household members ages 18 and over. If applicable, the selected household members were also asked questions about their spouse/partner.

The supplement contained questions about the household member's participation in various artistic activities from May 1, 2007 to May 1, 2008. It asked about the type of artistic activity, the frequency of participation, training in the arts and exposure to arts activities at schools and religious institutions, and music and reading preferences. These questions were divided into a set of core questions and four modules. While the core questions were asked of all participants, each module was administered to only a portion of the sampled cases. Interviews were conducted during the period of May 18-24, 2008.

APPENDIX C

STANDARD ERRORS, HYPOTHESIS TESTING, AND DESIGN EFFECT

The tests for statistical significance conducted in this study used standard statistical methods for calculating standard errors and conducting difference-of-proportions tests or other hypothesis tests.

As the SPPA data were not collected using a simple random sample, and were weighted to represent the U.S. adult population, the standard errors cannot be calculated using traditional methods outlined in basic statistics texts. The Demographic Statistical Methods Division (DSMD) of the U.S. Census Bureau provides detailed instructions on calculating standard errors in the "Source and Accuracy Statement for the May 2008 CPS Microdata File on Public Participation in the Arts." BBC used the methods described in this document to calculate standard errors for use in calculations of statistical significance.

BBC used a similar method for calculating the standard errors for 2002 SPPA estimates.

Readers can find the Census Bureau's Source and Accuracy Statement for the SPPA supplement on the Current Population Survey web site—**www.census.gov/apsd/techdoc/cps/cpsmay08.pdf**.

APPENDIX D

2008 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (SPPA)

The following is a reader-friendly interpretation of the 2008 SPAA. Questions that were new for 2008 are identified with an asterisk (*) at the end of the question. For questions in this appendix that say, "did you (or your spouse/partner)…", two separate questions were asked in the 2008 SPPA.

This month we are asking additional questions concerning public participation in the arts. The following questions are about your (and your spouse/partners') activities during the last 12 months between May (current day), 2007 and May (current day), 2008.

Core Questions: Participation via Attendance

1. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live jazz performance during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
2. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live Latin, Spanish, or Salsa music performance during the last 12 months?* If yes, how many times did you (or your spouse/partner) do this during the last 12 months?*
3. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live classical music performance such as symphony, chamber, or choral music during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
4. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live opera during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
5. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live musical stage play during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
6. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live performance of a non-musical stage play during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
7. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live ballet performance during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
8. [With the exception of elementary or high school performances] Did you (or your spouse/partner) go to a live dance performance other than ballet, such as modern, folk, tap- or Broadway-style during the last 12 months? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?
9. [During the last 12 months] Did you (or your spouse/partner) visit an art museum or gallery? If yes, how many times did you (or your spouse/partner) do this during the last 12 months?

10a. [During the last 12 months] Did you (or your spouse/partner) visit a crafts fair or a visual arts festival?

10b. [During the last 12 months] Did you (or your spouse/partner) visit an outdoor festival that featured performing artists?*

11. [During the last 12 months] Did you (or your spouse/partner) visit a historic park or monument, or tour buildings or neighborhoods for their historic or design value?

12. With the exception of books required for work or school, did you (or your spouse/partner) read any books during the last 12 months? About how many books did you (or your spouse/partner) read during the last 12 months?

13. During the last 12 months did you (or your spouse/partner) read any:
- Novels or short stories?
- Poetry?
- Plays?

Module A: Additional Reading Questions and Music Preference

1a. During the last 12 months, with the exception of required reading for work or school, did you read any articles, essays, or blogs either on the Internet or downloaded from the Internet?*

1b. During the last 12 months, with the exception of required reading for work or school, did you read any novels, short stories, or poetry either on the Internet or downloaded from the Internet?*

2. During the last 12 months, did you listen to any novels, short stories, or poetry, either live or recorded?

3. [If the survey respondent has identified as a reader] Please tell me if you like to read each of the following. Do you like to read (* All genres below were new):
- Mysteries?
- Thillers?
- Romance?
- Science Fiction or Fantasy?
- Other Fiction?
- Health, Fitness, or Self-Improvement books?
- Religious texts or books about Religion or Spirituality?
- History or Political books?
- Biographies or Memoirs?
- Other Non-Fiction?
- Anything Else I have not mentioned?

4. For each type of music I listen to, please tell me if you like to listen to it. Do you like to listen to:
- Classical or Chamber Music?
- Opera?
- Broadway musicals or Show tunes?
- Jazz?
- Classic Rock or Oldies?
- Contemporary Rock?*
- Rap or Hip-hop?
- Blues or Rhythm and Blues?
- Latin, Spanish or Salsa?*
- Country?
- Bluegrass?
- Folk Music?
- Hymns or Gospel Music?
- Anything Else I have not mentioned?

5. Of those music types that you mention listening to, which do you like best?
- Classical or Chamber Music?
- Opera?
- Broadway musicals or Show tunes?
- Jazz?
- Classic Rock or Oldies?
- Contemporary Rock?*
- Rap or Hip-hop?
- Blues or Rhythm and Blues?
- Latin, Spanish or Salsa?*
- Country?
- Bluegrass?
- Folk Music?
- Hymns or Gospel Music?
- Other?

Module B: Participation via Internet and Other Media

1a. During the last 12 months, did you use the Internet?

1b. How often did you usually access the Internet?*

2. During the last 12 months, did you use the Internet to watch, listen to, or download live or recorded music, theater or dance performances? Is this something that you usually do?

3. During the last 12 months, did you use the Internet to view visual art online, such as paintings, sculpture, or photography? Is this something that you usually do?

4. During the last 12 months, did you use the Internet to obtain information about music, theater, or dance performances, or art exhibits, including purchasing tickets online?* How often?*

5. During the last 12 months, did you use the Internet to create or post your own art online including design, music, photography, films, video, or creative writing?* How often?*

6. During the last 12 months did you watch or listen to any recorded or live broadcasted arts performances on your television, radio, or on your computer, including watching or listening on portable media devices such as an I-Pod, cell phone, or portable DVD player? Arts performances include:
   - Jazz?
   - Latin, Spanish, or Salsa music?*
   - Classical music?
   - Opera?
   - Musical stage play?
   - Non-musical stage play (with the exception of movies, sitcoms, or TV series)?
   - Ballet, modern, folk, tap, or Broadway style dance performances (with the exception of music videos)?
   - A program about artists, art works, or art museums?
   - A program about books or writers?*

Module C: Leisure Activities

1. Approximately, how many hours of television do you (or your spouse/partner) watch on an average day?

2. During the last 12 months, did you (or your spouse/partner) go out to the movies?

3. During the last 12 months, did you (or your spouse/partner) attend an elementary, middle, or high school music, theater, or dance performance?*

4. During the last 12 months, did you (or your spouse/partner) attend a theatre or dance performance at a church, synagogue, or other religious institution?*

5. With the exception of youth sports, did you (or your spouse/partner) go to any amateur or professional sports events during the last 12 months?

6. During the last 12 months, did you (or your spouse/partner) jog, lift weights, walk, or participate in any other exercise program?

7. During the last 12 months, did you (or your spouse/partner) participate in any sports activity, such as softball, basketball, golf, bowling, skiing, or tennis?

8. During the last 12 months, did you (or your spouse/partner) participate in any outdoor activities, such as camping, hiking, or canoeing?

9. During the last 12 months, did you (or your spouse/partner) work with indoor plants or do any gardening for pleasure?

10. During the last 12 months, did you (or your spouse/partner) work with pottery, ceramics, jewelry, or do any leatherwork or metalwork?

11. During the last 12 months, did you (or your spouse/partner) do any weaving, crocheting, quilting, needlepoint, or sewing?

12. During the last 12 months, did you (or your spouse/partner) make photographs, movies, or video tapes as an artistic activity?

13. During the last 12 months, did you (or your spouse/partner) do any painting, drawing, sculpture, or printmaking activities?

14. With the exception of work or school, did you (or your spouse/partner) do any creative writing such as stories, poems, or plays during the last 12 months?

15. Do you (or your spouse/partner) own any original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs? Did you (or your spouse/partner) purchase or acquire any of these pieces during the last 12 months?

16a. During the last 12 months, did you (or your spouse/partner) play a musical instrument?*

16b. During the last 12 months, did you (or your spouse/partner) perform or rehearse any jazz music?

16c. During the last 12 months, did you (or your spouse/partner) perform or rehearse any classical music?

17. During the last 12 months, did you (or your spouse/partner) sing any music from an opera?

18. During the last 12 months, did you (or your spouse/partner) sing or act in a musical play?

19. During the last 12 months, did you (or your spouse/partner) act in a non-musical play?

20. During the last 12 months, did you (or your spouse/partner) sing with a chorale, choir, or glee club or other type of vocal group?

21. During the last 12 months, did you (or your spouse/partner) dance ballet, or other dance such as modern, folk, tap, or Broadway-style dance?

25. During the last 12 months, did you (or your spouse/partner) participate in any community activities, meetings, or events?*

26. During the last 12 months, did you (or your spouse/partner) do any volunteer or charity work?

27. Did you (or your spouse/partner) vote in the last 2004 presidential election?*

Module D: Arts Learning

1a. Have you ever taken lessons or classes in music — either voice training or playing an instrument?

1b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

1c. Excluding lessons or classes offered in elementary or high school, were any of the music lessons or classes you took as a child private lessons?

1d. Did you take any of these lessons or classes in the past year?

2a. Have you ever taken lessons or classes in visual arts such as sculpture, painting, printmaking, graphic design, photography, or film making?

2b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

2c. Excluding lessons or classes offered in elementary or high school, were any of the visual arts lessons or classes you took as a child private lessons?

2d. Did you take any of these lessons or classes in the past year?

3a. Have you ever taken lessons or classes in acting or theater?

3b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

3c. Excluding lessons or classes offered in elementary or high school, were any of the acting lessons or classes you took as a child private lessons?

3d. Did you take any of these lessons or classes in the past year?

4a. Have you ever taken lessons or classes in dance including ballet, or other dance such as modern, folk, tap, or Broadway-style?

4b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

4c. Excluding lessons or classes offered in elementary or high school, were any of the dance lessons or classes you took as a child private lessons?

4d. Did you take any of these lessons or classes in the past year?

5a. Have you ever taken lessons or classes in creative writing?

5b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

5c. Excluding lessons or classes offered in elementary or high school, were any of the creative writing lessons or classes you took as a child private lessons?

5d. Did you take any of these lessons or classes in the past year?

6a. Have you ever taken lessons or classes in art appreciation or art history?

6b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

6c. Excluding lessons or classes offered in elementary or high school, were any of the art history lessons or classes you took as a child private lessons?

6d. Did you take any of these lessons or classes in the past year?

7a. Have you ever taken lessons or classes in music appreciation?

7b. If yes, did you take these lessons or classes when you were:
- A child under 18?
- An adult 18 or older?
- Or both as an adult and child?

7c. Excluding lessons or classes offered in elementary or high school, were any of the music appreciation lessons or classes you took as a child private lessons?

7d. Did you take any of these lessons or classes in the past year?

Additional Demographic Questions

1. What is the highest degree or level of school your Father completed?
- Less than 9th grade?
- Some high school?
- High school graduate (or GED)?
- Some college?
- College graduate (BA, AB, BS)?
- Advanced or graduate degree (Masters, Professional, Doctoral)?

2. What is the highest degree or level of school your Mother completed?
- Less than 9th grade?
- Some high school?
- High school graduate (or GED)?
- Some college?
- College graduate (BA, AB, BS)?
- Advanced or graduate degree (Masters, Professional, Doctoral)?

3. How many children do you have between the ages 5 and 17 years of age?*

4a. With the exception of lessons or classes offered in their school, have any of your school-aged children ever taken any private art lessons or classes?*

4b. Were any of these private lessons or classes taken in the past year?*

5. With the exception of elementary, middle, or high school performance, did any of your school aged children attend a live music, theater, or dance performance during the last 12 months?*

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