

National Endowment for the Arts



2002 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS



National Endowment for the Arts

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CHAPTER 1

EXECUTIVE SUMMARY

Although they changed travel and other plans, Americans continued to attend arts events in the 12 months after September 11, 2001 — according to the results of the Survey of Public Participation in the Arts (SPPA). Nearly one-third of adults reported going to at least one jazz, classical music, opera, musical, play or ballet performance during the 12 months ending August 2002, not including elementary or high school performances. About one-quarter of adults said they visited an art museum or art gallery. Combined, 39 percent of adults, or 81 million people, attended these types of events. This is 5 million more than attended (76 million) in 1992, the last year of a directly comparable National Endowment for the Arts survey. The National Endowment for the Arts has been tracking attendance at these “benchmark” events since 1982.

The percentage of adults reporting attendance at live jazz, classical music, opera, musicals, non-musical plays, ballet and art museums/galleries held steady between 1992 and 2002. As in 1992, more people reported attending musical plays than any other type of performing arts examined in the SPPA. The SPPA also examined activities such as visiting historic sites and reading literature.

Counting all of the art forms and types of participation in the arts examined in the SPPA, 76 percent of adults, or 157 million people, made the arts part of their lives in the 12 months ending August 2002. The survey investigated different forms of participation, including viewing or listening to performing arts on television or radio, reading literature, visiting historic sites, perform-

ing and creating art, owning art and taking arts classes. Nearly two-thirds of American adults attended arts and cultural events, visited historic sites or read literature from September 2001 through August 2002. Four-in-ten reported personally performing or creating art during this period. Over half watched or listened to the arts on television, radio, recorded media or the Internet. About 5 percent took an arts-related class.

METHODOLOGY

The 2002 SPPA marks the fifth NEA survey of arts participation in the past 20 years. The surveys conducted in 1992 and 1982, also conducted by the U.S. Bureau of the Census, are the primary points of comparison for the 2002 SPPA. The SPPA supplements in 1992 and 1982 were attached to the National Crime Survey while the 2002 SPPA was collected as a supplement to the Current Population Survey. The 17,135 adults participating in the 2002 SPPA exceeded the 1992 survey and was about the same as in 1982. The response rate was 70 percent — similar to the rate in the second half of 1992 (68 percent) when a similar questionnaire was used.

Questions asked of respondents were consistent from 1992 to 2002 with the exception of several additional questions asked about traveling to arts events and time spent on the Internet viewing, discussing or learning about the arts. DVD viewing was also added to the 2002 SPPA media participation questions.

In 1997, the SPPA was conducted through a random-digit dial, telephone survey independent from any Census research studies. Data are not directly comparable to 2002 because of the differences in data collection. Even

though the methodology for the 2002 and 1992 surveys are more similar, comparisons should be made cautiously because of the change of sponsoring survey (National Crime Survey in 1992 versus Current Population Survey in 2002) and different season for the study (surveys conducted each month in 1992 and only in August in 2002). It is unknown how the topic of prior questions may affect responses to arts participation questions.

ATTENDANCE

The SPPA has tracked attendance at certain performing arts events since 1982. Attendance rate trends were

examined for seven “benchmark” activities followed by analysis of other live arts events.

Benchmark attendance. In the 12 months ending August 2002, 39 percent of U.S. adults attended at least one of the following arts activities: jazz, classical music, opera, musicals, plays, ballet or art museums. These seven activities identify a “benchmark” participation rate for live arts attendance that the NEA has monitored since 1982. Although the 2002 rate is 2 percentage points below 1992’s rate of 41 percent, this difference is not statistically significant. The actual number of participants increased from 76 million to

Table 1.

U.S. ADULTS PARTICIPATING IN THE ARTS AT LEAST ONCE IN A 12-MONTH PERIOD: 1982, 1992, 2002

	Percent of Adults Attending/Visiting/Reading			Millions of Adults Attending/Visiting/Reading		
	1982	1992	2002	1982	1992	2002
PERFORMING ARTS						
<i>MUSIC</i>						
Jazz*	9.6 %	10.6 %	10.8 %	15.7	19.7	22.2
Classical music*	13.0	12.5	11.6	21.3	23.2	23.8
Opera*	3.0	3.3	3.2	4.5	6.1	6.6
<i>PLAYS</i>						
Musical plays*	18.6	17.4	17.1	30.5	32.3	35.1
Non-musical plays*	11.9	13.5	12.3	19.5	25.1	25.2
<i>DANCE</i>						
Ballet*	4.2	4.7	3.9	6.9	8.7	8.0
Other dance ¹	NA	7.1	6.3	NA	13.2	12.1
VISUAL ARTS						
Art museums/galleries*	22.1	26.7	26.5	36.2	49.6	54.3
Art/craft fairs and festivals	39.0	40.7	33.4	63.9	75.6	68.4
HISTORIC SITES						
Parks/historic buildings/neighborhoods	37.0	34.5	31.6	60.6	64.1	64.7
LITERATURE						
Plays/poetry/novels/short stories	56.9	54.0	46.7	93.3	100.3	95.3
ANY BENCHMARK ACTIVITY	39.0	41.0	39.4	66.5	76.2	81.2

¹ “Other dance” refers to dance other than ballet, including modern, folk and tap. “Other dance” was not included in the 1982 survey.

* Denotes “benchmark” art activity.

Note: Figures may differ slightly from those shown in other reports and notes due to rounding.

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

about 81 million reflecting the growth in the adult population from 1992 to 2002.

As presented in Table 1, rates of attendance for most arts activities have remained relatively constant since 1982's SPPA. There were no statistically significant differences between the percentages of adults attending in 1992 versus 2002.

Other live arts attendance. In addition to the seven activities described above, survey respondents were asked about going to arts and crafts fairs and festivals and visits to historic sites. September 11 may have affected attendance at fairs, festivals and historic sites. Festival and fair attendance fell to 33 percent of adults in 2002, 7 percentage points below 1992 and a statistically significant decline. This was the largest decline of any live attendance event in the SPPA. Visits to historic sites dropped from 34 percent of adults in 1992 to approximately 32 percent in 2002, the second largest drop among live events. This decline was also statistically significant.

Other arts activity. The SPPA also asks about reading habits. In 2002, 56 percent of respondents indicated they had read a book during the previous 12 months, about the same as in 1992. However, the percentage of respondents reading literature, defined in the survey as plays, poetry, short stories or novels, decreased by 8 percentage points from 1992 to 2002 (46 percent of 2002 respondents), a statistically significant drop.

BROADCAST AND RECORDED MEDIA

Although the past decade saw impressive advances in media options for viewing and listening to the arts, this form of arts participation experienced a relatively large decrease from 1992. Participation via every type of listening or viewing showed statistically significant declines. Even so, the percentage of adults reporting viewing or listening via broadcast and recorded media remained higher than live attendance. Table 2 examines the percentage and number of adults viewing or listening to different art forms, and, for the first time in the SPPA, use of the Internet for learning about, listening to, or discussing topics related to the arts.

TV, VCR or DVD viewing. Jazz, classical music, opera, musicals, plays, dance (including ballet) and

visual arts each experienced at least a 5 percentage point decline in respondents' viewing of these art forms on broadcast or cable TV, video or DVD from 1992 to 2002. The largest decline, from 34 to 25 percent, was for respondents indicating they had watched a program about artists, art works, or art museums in the previous 12 months.

The percentage of respondents who reported watching non-musical plays and opera decreased by one-half. The percentage of adults viewing classical music performances declined from 26 percent in 1992 to 18 percent in 2002. Those viewing dance declined from 20 to 12 percent of adults. Viewing of jazz and musicals declined as well. Projecting these results to the adult population in the U.S., the number of adults viewing these art forms on TV, VCR or DVD declined from 1992 to 2002.

Radio. The percentage of adults reporting that they listen to jazz, classical music, opera, musicals and plays on the radio declined from 1992 to 2002. Though not as dramatic as for viewing performances on TV, declines were substantial. The largest absolute decrease was for classical music, falling from 31 percent of adults listening on the radio in 1992 to 24 percent in 2002. However, it should be noted that the 49 million classical music listeners reported in 2002 was still more than a third larger than the number in 1982 (36 million).

Recordings. Classical music also saw the largest absolute decline in the percentage of adults listening to audio recordings, from 24 percent in 1992 to 19 percent in 2002. Other performing arts also experienced large declines in listening.

Internet. The 2002 SPPA asked several questions regarding use of the Internet. About 53 percent of respondents said they use the Internet. A total of 19 percent of all survey respondents (one-third of Internet users) reported exploring at least one arts topic on the Internet.

Of the art forms, music is the most frequent topic of Internet investigation, totaling 13 percent of respondents, or 27 million American adults. The second most commonly investigated arts topic on the Internet is literature (9 percent of respondents), followed by visual arts (6 percent), theater (4 percent), dance (2 percent) and opera (1 percent).

Table 2.

U.S. ADULTS WHO WATCHED OR LISTENED TO THE ARTS ON TV, RADIO, RECORDINGS OR THE INTERNET IN A 12-MONTH PERIOD: 1982, 1992, 2002

	Percent of Adults Listening or Watching			Millions of Adults Listening or Watching		
	1982	1992	2002	1982	1992	2002
PERFORMING ARTS						
<i>MUSIC</i>						
Jazz						
TV/VCR/DVD	18.0%	22.0%	16.4%	29.6	40.9	33.5
Radio	18.0	28.0	23.5	30.4	52.0	48.0
Audio recordings	20.0	21.0	17.2	32.4	39.0	35.2
Classical music						
TV/VCR/DVD	25.0	26.0	18.1	40.8	48.3	37.0
Radio	20.0	31.0	23.9	36.0	57.6	48.9
Audio recordings	22.0	24.0	19.3	35.6	44.6	39.5
Opera						
TV/VCR/DVD	12.0	12.0	5.8	20.9	22.3	11.9
Radio	7.0	9.0	5.7	11.2	16.7	11.7
Audio recordings	8.0	7.0	5.5	12.5	13.0	11.3
Internet, exploring opera	NA	NA	1.3	NA	NA	2.7
Internet, exploring all types of music	NA	NA	13.1	NA	NA	27.0
<i>PLAYS</i>						
Musicals						
TV/VCR/DVD	21.0	17.0	11.7	29.8	31.6	24.0
Radio	4.0	4.0	2.4	8.3	7.4	4.9
Audio recordings	8.5	6.0	4.3	13.0	11.1	8.8
Non-musical plays						
TV/VCR/DVD	26.0	18.0	9.4	36.5	33.4	19.2
Radio	4.0	3.0	2.1	6.4	5.4	4.3
Internet, exploring all types of theater	NA	NA	4.1	NA	NA	8.4
<i>DANCE</i>						
TV/VCR/DVD	NA	20.0	12.6	NA	37.2	25.7
Internet, exploring all types of dance	NA	NA	2.0	NA	NA	4.1
VISUAL ARTS						
TV/VCR/DVD	23.0	34.0	25.0	43.3	63.2	51.0
Internet, exploring visual arts	NA	NA	5.9	NA	NA	12.1
LITERATURE						
Listen to poetry or novels	NA	16.6	12.4	NA	30.8	25.5
Internet, exploring novels, poetry or plays	NA	NA	9.2	NA	NA	19.0

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

PERSONAL PARTICIPATION IN THE ARTS

The 2002 SPPA researched personal participation in the arts through questions on performing and creating art.

Performance and creation. Singing in a choir, chorale or other vocal group remained the most popular form of personal performance in 2002. With 9.8 million adults participating, it had more than double the number of participants than any other type of personal performance except dance. Weaving, sewing and other needlework remained the most popular among the

visual arts activities. Though these activities have relatively higher levels of participation than other performing arts or visual arts activities, both experienced statistically significant declines from 1992 to 2002.

Table 3 shows rates of personal performance and creation of art in 1992 and 2002. Measured in millions of adult participants, only photography, ballet, composing music and writing literature increased in activity from 1992 to 2002. The percentage of adults who said that they had performed classical music in the past 12 months

dropped by one-half in 2002, from 4 percent to 2 percent. Adults who performed dance other than ballet dropped from 8 percent to 4 percent of respondents. Both declines are statistically significant.

Classes. In the 2002 survey, more respondents took classes in the performing arts in the prior 12 months (6 million adults) than in the visual arts (5 million). The most popular type of class was music — 2 percent of respondents reported that they had taken a music class in the past 12 months (4 million adults).

Table 3.

U.S. ADULTS PERFORMING OR CREATING ART AT LEAST ONCE IN A 12-MONTH PERIOD: 1992 AND 2002

	Percent of Adults Personally Performing or Creating		Millions of Adults Personally Performing or Creating	
	1992	2002	1992	2002
PERFORMING ARTS				
<i>MUSIC</i>				
Jazz	1.7 %	1.3 %	3.2	2.7
Classical music	4.2	1.8	7.8	3.7
Opera	1.1	0.7	2.0	1.4
Choir/chorale	6.3	4.8	11.7	9.8
Composing music	2.1	2.3	3.9	4.7
<i>PLAYS</i>				
Musical plays	3.8	2.4	7.1	4.9
Non-musical plays	1.6	1.4	3.0	2.9
<i>DANCE</i>				
Ballet	0.2	0.3	0.4	0.6
Other dance ¹	8.1	4.2	15.0	8.6
VISUAL ARTS				
<i>CREATING ART</i>				
Painting/drawing	9.6	8.6	17.8	17.6
Pottery/jewelry	8.4	6.9	15.6	14.1
Weaving/sewing	24.8	16.0	46.1	32.7
Photography	11.6	11.5	21.6	23.5
<i>OWN ORIGINAL ART</i>	22.1	19.3	41.1	39.5
LITERATURE				
Plays/poetry/novels/ short stories	7.4	7.0	13.7	14.4

¹ "Other dance" refers to dance other than ballet, including modern, folk and tap.

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

SUMMARY

Table 4 presents an aggregate view of arts participation for the 2002 SPPA data. About the same share of adults participated in performing arts and visual arts activities (about 59 percent) in the 12 months ending August 2002. For performing arts, most adults participated by watching or listening to music, plays or dance on television, the radio, via audio recordings or the Internet. Over half of adults say they have viewed some type of performing arts media in the previous 12 months. Participation through attendance at live events is smaller (32 percent), with more adults attending plays (musicals or non-musical plays) than other types of performing arts events.

Table 4.

**PERCENTAGE OF U.S. ADULTS PARTICIPATING IN THE ARTS AT LEAST ONCE
IN THE 12-MONTH PERIOD ENDING AUGUST 2002**

	Attended/ Visited/ Read	Watched or Listened to on TV/Radio/ Recordings/Internet	Personally Performed or Created	Took a Class	All Forms of Participation
PERFORMING ARTS	31.7%	51.8%	12.6%	2.7%	59.0%
Music	18.8	47.9	8.1	1.8	51.9
Plays	22.3	21.0	3.5	0.5	33.2
Dance	8.7	13.7	4.3	0.8	20.5
VISUAL ARTS	41.9	26.3	38.9	1.7	58.8
HISTORIC SITES	31.6	NA	NA	NA	NA
LITERATURE	46.7	18.2	7.0	1.0	50.0
ANY ARTS ACTIVITY	65.1%	56.0%	43.9%	4.8%	76.3%

Source: 2002 Survey of Public Participation in the Arts.

For the visual arts, participation is most often in the form of attending an art museum or gallery or an arts and crafts fair or festival. In addition, nearly 39 percent report personally creating some type of visual art, though this includes ownership of an original artwork.

Approximately one-half of U.S. adults experienced “literature” in some way in 2002 (poetry, plays, novels or short stories).

In sum, over 76 percent of adults have experienced art in some form in the 12 months ending August of 2002.

ADDITIONAL INFORMATION FROM THE 2002 SPPA

Additional Research Division reports will examine further topics such as differences in arts participation by geographic area, age and educational levels. These reports will be available later in 2004. Current information on these and other Research Division reports and notes can be found at www.arts.gov. The complete 2002 SPPA dataset can be downloaded from the Cultural Policy and the Arts National Data Base Archive website at www.cpanda.org, or ordered from the U.S. Census Bureau, Customer Services Center.

Research Division Reports and Notes of Related Interest can be found in Appendix E.

CHAPTER 2

INTRODUCTION

The Survey of Public Participation of the Arts (SPPA) collected arts participation data from Americans in 1982, 1985, 1992, 1997 and 2002. The 2002 SPPA surveyed over 17,000 adults across the United States.

The SPPA examines a number of different types of participation in the arts. The 2002 SPPA included questions about attendance at arts events; listening to or watching arts on television, radio and recordings; exploring arts through the Internet; personally performing or creating art; and taking arts-related classes.

For art forms such as jazz and theater, many of these different types of participation were probed in the survey. For art forms such as pottery, the SPPA only records whether someone created the art. Table 5 displays the types of participation questions asked by art form and the section of the report that discusses each item.

BENCHMARK ACTIVITIES

Because the SPPA has added new art forms to each survey, it is challenging to examine trends in arts attendance from one survey to another. To allow for easier analysis of long-term trends, the SPPA has designated certain art forms as “benchmark” activities that are included in each survey since 1982.

“Benchmark attendance” counts attendance at one or more of the following seven types of arts activities: jazz performance, classical music performance, opera, musical play, non-musical play, ballet and visits to an art museum or gallery. Table 5 identifies these benchmark activities with an asterisk.

DATA COLLECTION METHODOLOGY

Survey approach. For the first time, the 2002 SPPA was collected in conjunction with the U.S. Bureau of the Census’ Current Population Survey (CPS). The U.S. Bureau of the Census surveys about 60,000 households per month in the CPS. Households are scientifically selected to represent the socioeconomic characteristics of the U.S. population.

The 2002 SPPA was conducted as a supplement to the August 2002 CPS. In 1982 and 1992, the SPPA was collected as a supplement to the National Crime Survey over several months of the year. The National Crime Survey (now called the national Crime Victimization Survey) was also conducted by the U.S. Bureau of the Census.

In the 2002 SPPA, 17,135 adults 18 and older were interviewed, primarily by telephone. 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. The U.S. Census Bureau determined the weight for each survey record.

The response rate to the survey was 70 percent, similar to the rate in the second half of 1992 (68 percent) when a similar questionnaire was used. Even though the SPPA may have been longer than most CPS supplements, there were no irregular patterns in the response rate.

Appendix A presents information on the SPPA. Appendix B discusses the data collection procedures for both the CPS and SPPA supplement. Appendix C briefly discusses calculation of standard errors, hypoth-

Table 5.
2002 SPPA QUESTION AREAS FOR EACH ART FORM

	CHAPTER 3	CHAPTER 4				CHAPTER 5		
	Attended/ Visited/Read	Media				Performed or Created		Took a class
		Watched	Radio	Recordings	Internet	Privately	Publicly	
PERFORMING ARTS								
<i>MUSIC</i>								
Jazz*	■	■	■		■	■	■	■
Classical*	■	■	■	■		■	■	
Opera*	■	■	■	■	■	■	■	
Music composition					■	■		
Choir/Chorale							■	
<i>THEATER</i>								
Musicals*	■	■	■	■	■	■	■	■
Non-musicals*	■	■	■				■	
<i>DANCE</i>								
Ballet*	■	■			■	■	■	■
Other dance	■	■				■	■	■
VISUAL ARTS								
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	■							
Learn about art and artists		■			■			■
Arts/crafts festivals and fairs	■							
HISTORIC SITES								
Parks/historic buildings/ neighborhoods	■							
LITERATURE								
Plays/poetry/novels/short stories	■		■	■				
Creative writing						■	■	■
Reading books	■							

* Denotes benchmark activity.

Source: 2002 Survey of Public Participation in the Arts.

esis tests and design effects for the 2002 SPPA. For a detailed description of CPS survey methodology, please see the U.S. Census Bureau technical brief at: <http://www.bls.census.gov/cps/tp/tp63.htm>.

Comparison with previous SPPA results. The SPPA surveys conducted in 1982 and 1992, also conducted by the U.S. Bureau of the Census, serve as the points of comparison for the 2002 SPPA. 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. Bureau of the Census.

Changes and additions to 2002 survey questions. The 2002 SPPA adds questions on DVD viewing and exploring different types of art through the Internet, activities that have grown in importance since 1992. Questions about trips taken to attend arts events were also added in 2002. These new questions are included in the survey instrument provided in Appendix D.

Tabulations. As with past SPPA reports, the survey results are for respondents providing an answer for a question, excluding those refusing to answer a question or those replying “don’t know.” For most questions, the percentage excluded was very small, with less than 0.5 percent of survey respondents refusing to answer or answering “don’t know” to specific questions.

ORGANIZATION OF THE REPORT

The remainder of this report is organized by type of arts participation, with a special section at the end of the report providing one-page highlights for each of the “benchmark” art forms.

Attendance see Chapter 3

Media participation see Chapter 4

Personal performance and creation see Chapter 5

Leisure participation and arts preferences see Chapter 6

Geographic differences in arts participation see Chapter 7

Chapter 8 presents one-page summaries of SPPA findings for each of the benchmark activities — jazz, classical music, opera, musicals, non-musical plays, ballet and art museum or gallery attendance.

Each section examines changes from the 1992 SPPA as well as major differences in participation by age, gender, income, education level and ethnicity or race.

CHAPTER 3

ATTENDANCE AT ARTS PERFORMANCES AND EVENTS

The 2002 SPPA examines U.S. adults' attendance at performing arts events, art museums and art fairs, and historic sites. The SPPA also studies reading habits. Attendance at "benchmark" activities has been tracked in the SPPA since 1982.

This section of the report begins by examining the number of adults attending an art form at least once in 12 months (Figure 1), the percentage of adults attend-

ing (Table 6) and number of attendances (Table 7, which includes one person going to an art form multiple times).

BENCHMARK ACTIVITIES

Nearly one-third of adults reported going to at least one jazz, classical music, opera, musical, play or ballet performance during the 12 months ending August 2002, not including elementary or high school performances.

About one-quarter of adults said they visited an art museum or art gallery. Combined, 39 percent of adults attended these types of events. Together, these seven events represent the benchmark activities tracked since 1982.

The percentage of adults reporting that they attended at least one of the benchmark activities has been very stable over the past 20 years. In 1992, 41 percent of survey respondents said that they had been to at least one of these seven types of events, not a statistically significant difference from the 2002 attendance rate. In 1982, 39 percent of survey respondents reported going to at least one of the benchmark activities.

A stable rate of attendance combined with a growing adult population means that the number of people attending benchmark arts activities has been increasing. In 1992, about

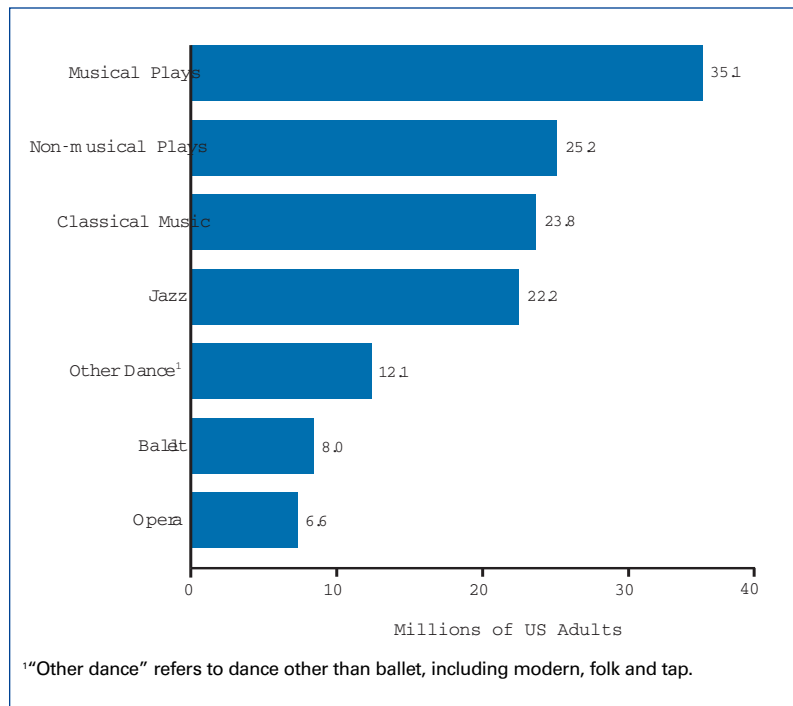


Figure 1. Millions of U.S. Adults Attending a Performing Arts Activity at Least Once in the 12-Month Period Ending August 2002

Source: 2002 Survey of Public Participation in the Arts.

Table 6.

U.S. ADULTS PARTICIPATING IN THE ARTS AT LEAST ONCE IN A 12-MONTH PERIOD: 1982, 1992, 2002

	Percent of Adults Attending/Visiting/Reading			Millions of Adults Attending/Visiting/Reading		
	1982	1992	2002	1982	1992	2002
PERFORMING ARTS						
<i>MUSIC</i>						
Jazz*	9.6 %	10.6 %	10.8 %	15.7	19.7	22.2
Classical music*	13.0	12.5	11.6	21.3	23.2	23.8
Opera*	3.0	3.3	3.2	4.5	6.1	6.6
<i>PLAYS</i>						
Musical plays*	18.6	17.4	17.1	30.5	32.3	35.1
Non-musical plays*	11.9	13.5	12.3	19.5	25.1	25.2
<i>DANCE</i>						
Ballet*	4.2	4.7	3.9	6.9	8.7	8.0
Other dance ¹	NA	7.1	6.3	NA	13.2	12.1
VISUAL ARTS						
Art museums/galleries*	22.1	26.7	26.5	36.2	49.6	54.3
Art/craft fairs and festivals	39.0	40.7	33.4	63.9	75.6	68.4
HISTORIC SITES						
Parks/historic buildings/neighborhoods	37.0	34.5	31.6	60.6	64.1	64.7
LITERATURE						
Plays/poetry/novels/short stories	56.9	54.0	46.7	93.3	100.3	95.3
ANY BENCHMARK ACTIVITY	39.0	41.0	39.4	66.5	76.2	81.2

¹ "Other dance" refers to dance other than ballet, including modern, folk and tap. "Other dance" was not included in the 1982 survey.

* Denotes benchmark activity.

Note: Figures may differ slightly from those shown in other reports and notes due to rounding.

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

76 million adults attended at least one of the benchmark activities. In 2002, about 81 million people went to at least one benchmark event.

PERFORMING ARTS

The performing arts attendance studied in the 2002 SPPA includes each of the performing arts in the "benchmark" activities plus dance other than ballet (a survey question added in 1992). Among these activities, more people went to musicals from September 2001 through August 2002 than any other type of per-

forming arts.¹ As shown in Figure 1, about 35 million adults went to musical plays during this period.

About 25 million adults attended non-musical plays in 2002, with somewhat smaller numbers attending classical music and jazz performances. Dance other than ballet, which includes modern, folk and tap, drew 12 million adult attenders in 2002.

About 8 million adults went to at least one ballet

¹ Attendance in the 12 months ending August 2002 is often referred to as "2002 attendance" in this report even though it spans the period from September 2001 through August 2002.

performance during this period, slightly more than the number that went to opera.

Note that these attendance data pertain to the number of people attending at least once, not total attendance at all arts events. Someone going to the symphony three times in a year is only counted once.

Table 6 compares audience size, in millions, for 1982, 1992 and 2002. The table also displays the percentage of adults attending different types of performing arts activities at least once in the prior 12 months.

Another way to examine attendance at performing arts events is by the number of times people attend a type of performance in a year. As in prior SPPA surveys, respondents who had attended a particular type of event in the prior 12 months were asked to estimate the number of times they had attended. Table 7 presents the

average number of attendances for each “attender” (an individual who went at least once). Multiplying the total audience for each art form by the average number of attendances yields an estimate of the total number of attendances.

Musical plays lead all types of performing arts with an estimated 79 million attendances in 2002. The 35 million people who went to a musical play at least once attended an average of 2.3 musicals in 2002, the same average as found in the 1992 SPPA.

Classical music had the second-highest number of attendances among the types of performing arts in 2002 — 72.8 million. The number of attendances per attender averaged 3.1 for classical music, higher than found in 1992. Number of attendances grew by over 20 percent from 1992 to 2002.

Table 7.

AVERAGE NUMBER OF ATTENDANCES AND TOTAL NUMBER OF ATTENDANCES: 1992 AND 2002

	1992			2002		
	Audience in millions	Average number of attendances per attender	Total number of attendances in millions	Audience in millions	Average number of attendances per attender	Total number of attendances in millions
PERFORMING ARTS						
<i>MUSIC</i>						
Jazz*	19.7	2.9	57.1	22.2	3.1	68.8
Classical music*	23.2	2.6	60.3	23.8	3.1	72.8
Opera*	6.1	1.7	10.4	6.6	2.0	13.3
<i>PLAYS</i>						
Musical plays*	32.3	2.3	74.5	35.1	2.3	79.3
Non-musical plays*	25.1	2.4	60.2	25.2	2.3	58.7
<i>DANCE</i>						
Ballet*	8.7	1.7	14.8	8.0	1.7	13.5
Other dance ¹	13.2	3.0	39.6	12.1	2.0	24.6
VISUAL ARTS						
Art museums/galleries*	49.6	3.3	163.7	54.3	3.5	190.6
Art/craft fairs and festivals	75.6	2.7	204.1	68.4	2.4	164.2
HISTORIC SITES						
Parks/historic buildings/neighborhoods	64.1	3.8	243.6	64.7	3.6	231.0

¹ “Other dance” refers to dance other than ballet, including modern, folk and tap.

* Denotes benchmark activity.

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

Table 8.

**DEMOGRAPHIC DISTRIBUTION OF U.S. ADULTS WHO ATTEND/VISIT/READ
AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002**

	U.S. Population		Any Benchmark Activity	Jazz	Classical Music	Opera	Musicals	Non-musical Plays
	Millions	Percent						
GENDER								
Male	98.7	47.9%	44.2%	47.7%	42.7%	42.2%	39.1%	40.1%
Female	<u>107.2</u>	<u>52.1</u>	<u>55.8</u>	<u>52.3</u>	<u>57.3</u>	<u>57.8</u>	<u>60.9</u>	<u>59.9</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RACE AND ETHNICITY								
Hispanic	22.7	11.0	6.5	6.3	5.2	6.1	4.5	5.5
White*	150.1	72.9	80.5	77.0	86.2	86.4	85.4	84.1
African American*	23.7	11.5	8.1	13.5	4.5	3.8	6.9	6.6
Other*	<u>9.5</u>	<u>4.6</u>	<u>4.9</u>	<u>3.1</u>	<u>4.1</u>	<u>3.6</u>	<u>3.2</u>	<u>3.7</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGE								
18-24	26.8	13.0	11.8	12.7	8.8	8.3	11.3	12.0
25-34	36.9	17.9	18.0	18.0	14.0	17.0	16.2	15.5
35-44	44.2	21.5	23.0	25.8	19.8	18.9	23.9	22.6
45-54	39.0	18.9	22.1	24.4	24.9	24.0	21.4	23.4
55-64	25.9	12.6	13.0	10.3	17.0	16.8	14.5	14.1
65-74	17.6	8.5	7.7	6.1	9.3	10.7	8.3	9.1
75 and over	<u>15.5</u>	<u>7.5</u>	<u>4.4</u>	<u>2.7</u>	<u>6.2</u>	<u>4.4</u>	<u>4.5</u>	<u>3.3</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EDUCATION								
Grade School	11.6	5.6	1.1	0.5	0.7	0.4	0.5	0.5
Some High School	20.1	9.8	3.4	2.4	1.6	2.6	2.4	2.9
High School Graduate	63.8	31.0	19.5	15.2	12.2	8.3	16.5	14.4
Some College	56.9	27.6	31.4	31.5	27.5	24.1	31.3	28.6
College Graduate	36.1	17.5	28.5	31.5	33.1	35.5	30.8	31.9
Graduate School	<u>17.4</u>	<u>8.5</u>	<u>16.2</u>	<u>18.9</u>	<u>24.9</u>	<u>29.1</u>	<u>18.5</u>	<u>21.7</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCOME**								
Less than \$10K	14.4	7.0	4.1	3.6	4.4	3.2	3.4	3.4
\$10K to \$20K	22.7	11.0	6.8	6.0	5.5	6.4	5.8	5.4
\$20K to \$30K	25.0	12.1	8.7	7.8	7.2	7.0	6.7	6.6
\$30K to \$40K	24.2	11.8	11.5	13.1	11.3	10.7	10.2	10.6
\$40K to \$50K	17.6	8.5	9.4	9.0	10.5	7.1	8.9	9.4
\$50K to \$75K	34.7	16.9	21.3	19.3	19.7	20.2	23.2	21.2
\$75K and over	<u>45.8</u>	<u>22.2</u>	<u>38.2</u>	<u>41.2</u>	<u>41.5</u>	<u>45.3</u>	<u>41.8</u>	<u>43.5</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* Not including Hispanics

** Distribution by income differs from percentages reported in Research Note #82 as Note #82 includes "unreported income" as a separate category. 21.5 million adults did not report their income in the August 2002 CPS.

Note: Total may not equal 100.0 percent due to rounding.

Source: 2002 Survey of Public Participation in the Arts.

Ballet	Art Museum	Other Dance	Literature	Historic Sites	Art Fairs and Festivals
31.6%	44.5%	38.2%	38.6%	46.4%	38.8%
<u>68.4</u>	<u>55.5</u>	<u>61.8</u>	<u>61.4</u>	<u>53.6</u>	<u>61.2</u>
100.0	100.0	100.0	100.0	100.0	100.0
4.6	6.7	9.7	6.2	6.0	6.7
88.2	81.2	79.0	80.3	83.1	83.0
4.5	6.4	7.6	9.1	6.5	6.8
<u>2.7</u>	<u>5.7</u>	<u>3.7</u>	<u>4.3</u>	<u>4.4</u>	<u>3.5</u>
100.0	100.0	100.0	100.0	100.0	100.0
8.8	11.6	12.8	11.9	11.7	11.4
16.2	18.1	16.7	18.3	18.9	18.0
27.2	22.2	23.6	21.4	24.3	23.8
25.1	23.5	24.0	20.9	22.8	22.0
10.8	13.2	12.0	13.2	12.6	13.2
7.4	7.6	7.3	8.3	6.6	8.0
<u>4.4</u>	<u>3.8</u>	<u>3.6</u>	<u>5.9</u>	<u>3.1</u>	<u>3.5</u>
100.0	100.0	100.0	100.0	100.0	100.0
0.6	1.0	2.0	1.7	1.1	1.4
1.9	2.8	2.7	4.9	3.5	4.1
9.3	16.6	16.5	25.0	19.9	23.9
27.7	30.2	31.8	31.3	32.0	31.7
32.3	30.7	27.3	23.7	28.3	25.8
<u>28.1</u>	<u>18.6</u>	<u>19.7</u>	<u>13.4</u>	<u>15.2</u>	<u>13.1</u>
100.0	100.0	100.0	100.0	100.0	100.0
3.0	3.6	3.2	5.3	3.4	4.5
5.8	6.3	7.3	9.8	5.6	7.7
8.1	8.1	8.0	10.8	8.7	9.7
9.1	11.2	12.4	12.2	11.5	12.7
8.8	8.9	8.6	9.7	9.6	9.7
20.4	21.1	22.0	20.8	22.6	22.2
<u>44.8</u>	<u>40.7</u>	<u>38.5</u>	<u>31.6</u>	<u>38.6</u>	<u>33.5</u>
100.0	100.0	100.0	100.0	100.0	100.0

Survey results suggest that the number of attendances declined for non-musical plays, ballet and other dance between 1992 and 2002.

The following discussion examines the audience for different performing arts. Types of performing arts are presented in order of the number of adults attending at least once in 2002.

Musical plays. One out of every six adults went to at least one performance of a musical play in the 12 months ending August 2002. This 17 percent rate of attendance was unchanged from 1992. The number of adults attending musicals at least once per year is growing over the past 20 years solely due to increases in the adult population.

More women than men attend musicals. As shown in Table 8, women comprised over 60 percent of people attending musicals in 2002. About one-half of attenders were college graduates or people with graduate education.²

Table 9 examines attendance rates by specific demographic group. For example, 38 percent of people with graduate education attended musicals compared with 9 percent of adults with no formal education beyond a high school degree. Table 9 also shows that attendance for performing arts is much more closely correlated with education than income.

The age groups of people most likely to see musical plays are those 35 to 64 years of age. People 35 to 44 are just as likely to see a musical at least once a year as adults 55 to 64, and more likely than younger adults or adults over 65.

Non-Hispanic whites are most likely to attend a musical and Hispanics are least likely to go to a musical play.

Non-musical plays. About one out of every eight adults went to a non-musical play in 2002. There was no statistically significant change from the rate of attendance in 1992. The number of people attending non-musical plays at least once in a year was stable between 1992 and 2002.

² The profile of performing arts audience from the SPPA will differ from a snapshot of people attending a typical performance. The SPPA examines characteristics of people attending at least one event in a year. The profile of people sitting in any one performance is more influenced by those who regularly attend that type of event. As a result, the SPPA profile of attendance understates the importance of education in predicting who will attend an art event.

The demographic profile of people attending non-musical plays at least once a year is similar to that for musicals. More women than men attend. People ages 35 to 54 account for nearly one-half of adults attending at least once a year. As with musicals, Table 8 examines

the demographic distribution of adults attending non-musical plays.

Rates of attendance by demographic group are shown in Table 9. For each demographic group, fewer people attend non-musical plays in a year than go to

Table 9.

RATES AT WHICH U.S. ADULTS ATTEND/VISIT/READ BY DEMOGRAPHIC GROUP, 2002
(PERCENTAGE PARTICIPATING AT LEAST ONCE IN A 12-MONTH PERIOD ENDING AUGUST 2002)

	Any Benchmark Activity	Jazz	Classical Music	Opera	Musicals	Non-musical Plays	Ballet
ALL ADULTS	39.0%	10.8%	11.6%	3.2%	17.1%	12.3%	3.9%
GENDER							
Male	36.4%	10.7%	10.3%	2.8%	14.0%	10.3%	2.5%
Female	42.2	10.8	12.7	3.5	20.0	14.2	5.1
RACE AND ETHNICITY							
Hispanic	23.1	6.2	5.5	1.8	6.9	6.2	1.6
White*	43.6	11.4	13.7	3.8	20.1	14.2	4.7
African American*	27.8	12.7	4.5	1.1	10.3	7.1	1.5
Other*	41.8	7.3	10.3	2.5	11.9	10.0	2.3
AGE							
18-24	35.9	10.5	7.8	2.0	14.8	11.4	2.6
25-34	39.6	10.8	9.0	3.0	15.4	10.7	3.5
35-44	42.2	13.0	10.7	2.8	19.1	13.0	4.9
45-54	46.0	13.9	15.2	4.0	19.3	15.2	5.1
55-64	40.6	8.8	15.6	4.2	19.7	13.8	3.3
65-74	35.3	7.6	12.5	4.0	16.6	13.0	3.3
75 and over	23.2	3.9	9.5	1.8	10.1	5.4	2.2
EDUCATION							
Grade School	7.3	0.9	1.5	0.2	1.6	1.1	0.4
Some High School	13.6	2.7	1.9	0.8	4.1	3.7	0.8
High School Graduate	24.8	5.3	4.5	0.8	9.1	5.7	1.2
Some College	44.8	12.2	11.5	2.8	19.4	12.7	3.9
College Graduate	64.1	19.4	21.9	6.4	30.2	22.5	7.2
Graduate School	75.8	24.0	34.1	10.9	37.6	31.8	12.9
INCOME							
Less than \$10K	21.2	5.1	6.7	1.3	7.6	5.3	1.5
\$10K to \$20K	22.2	5.4	5.2	1.6	8.2	5.4	1.9
\$20K to \$30K	25.9	6.3	6.3	1.6	8.6	6.0	2.4
\$30K to \$40K	35.3	10.9	10.3	2.6	13.6	10.0	2.8
\$40K to \$50K	39.6	10.3	12.9	2.4	16.1	12.2	3.6
\$50K to \$75K	45.5	11.2	12.4	3.4	21.5	14.0	4.3
\$75K and over	61.8	18.2	19.9	5.8	29.3	21.8	7.2

* Not including Hispanics.

Source: 2002 Survey of Public Participation in the Arts.

musicals. Among all age groups, individuals 45 to 54 years of age are most likely to attend a non-musical play at least once a year.

Classical music. The SPPA defines “classical music” as symphony, chamber or choral music perform-

ances. Twelve percent of adults went to a classical music performance in 2002, about the same as attendance for non-musical plays. The total number of adults attending classical music performances, 24 million, was relatively unchanged from 1992. There was no statistically significant difference in rates of attendance between 1992 and 2002.

Similar to other performing arts studied in the SPPA, women comprise more of the classical music audience than men. The core audience for live classical music is 44 to 54 years of age.

Over one-third of people with education beyond college went to at least one classical performance in 2002, compared with 4 percent of adults with a just a high school education. Unlike other adults, highly educated individuals were more likely to go to a classical music performance than to a non-musical play.

Jazz. About one in every nine adults went to at least one jazz performance in 2002. The number of adults attending live jazz has been growing since 1982 because of increases in the adult population.

The audience for live jazz is split almost evenly between men and women. About 14 percent of people going to jazz performances in 2002 were African American, the highest proportion for any performing arts in the SPPA. Young adults comprise more of the jazz audience than found for other performing arts. (As for other performing arts, Table 8 presents the demographic profile of people who go to jazz performances.)

Turning to rates of attendance (Table 9), African Americans and non-Hispanic whites are more likely than other groups to attend at least one jazz performance a year.

People ages 35 to 54 are more likely to see live jazz than other age groups. Young adults are more likely to go to jazz performances than people over 55 years of age. As with every other type of performing arts, likelihood of attendance increases with education.

Other dance. The 1992 and 2002 SPPA surveys asked adults about their attendance at “dance performances other than ballet, such as modern, folk or tap.” This question is labeled “other dance.” About 12 million adults (6 percent) attended one of these performances in 2002. The number of people attending other dance performances remained fairly stable from 1992 to 2002.

Art Museum	Other Dance	Literature	Historic Sites	Art Fairs and Festivals
26.5%	6.3%	46.7%	31.6%	33.4%
24.6%	5.0%	37.6%	30.5%	27.0%
28.2	7.5	55.1	32.5	39.2
16.1	5.6	26.5	17.2	20.3
29.5	6.9	51.4	36.0	38.0
14.8	4.2	37.1	17.9	19.7
32.7	5.1	43.7	30.4	25.8
23.7	6.2	42.8	28.3	29.2
26.7	5.9	47.7	33.3	33.5
27.4	7.0	46.6	35.8	37.2
32.9	8.0	51.6	38.0	38.8
27.8	6.0	48.9	31.6	35.1
23.4	5.4	45.3	24.2	31.1
13.4	3.0	36.7	12.8	15.7
4.5	2.2	14.0	6.3	8.4
7.7	1.7	23.4	11.4	14.0
14.2	3.4	37.7	20.2	25.7
29.0	7.3	52.9	36.5	38.2
46.6	9.9	63.1	51.2	49.3
58.6	14.8	74.3	56.8	51.9
12.4	2.7	32.1	14.1	19.7
14.0	3.8	37.5	14.9	21.4
16.2	3.8	37.5	20.8	24.5
23.3	6.1	44.1	28.6	33.2
25.3	5.8	47.9	32.7	34.6
30.4	7.5	52.3	39.1	40.3
44.6	10.1	60.8	50.9	46.5

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

Ballet. The total audience for live ballet performances is considerably smaller than other types of performing arts. About 8 million people (4 percent of adults) went to a ballet performance in 2002.

Women comprise much more of the ballet audience than found for other performing arts. In 2002, more than two-thirds of ballet attenders were female. The ballet audience also has the smallest representation of racial and ethnic minorities — in 2002, 88 percent of attenders were non-Hispanic whites. Over 52 percent of the audience was between the ages of 35 and 54.

Attendance of ballet performances reached 13 percent for people with a graduate education, the highest market penetration rate of any demographic segment studied for ballet. Only one out of every 80 adults with a high school education went to the ballet in 2002.

Opera. Three percent of adults go to opera at least once per year, a rate that has been constant since 1992. Because of growth in the adult population, the total number of opera-goers increased to about 7 million people in 2002.

About 58 percent of the audience for live opera is female. Two-thirds of the opera audience has at least a college degree. More than 10 percent of adults with a graduate education went to the opera at least once in 2002. Fewer than one in one hundred adults with a high school education went to opera in 2002.

People 45 to 74 are the most likely to attend opera. One-third of the opera audience is at least 55 years of age or older, making the opera audience among the oldest of any of the performing arts.

VISUAL ARTS

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

Art museums and galleries. About one-quarter of adults visited an art museum or art gallery in 2002, the same rate as recorded in 1992. Because of growth in the adult population, the total number of people going to art museums or galleries increased from 50 million in 1992

to 54 million in 2002. Table 6 shows these trends.

Among adults going to an art museum or art gallery at least once in 2002, 55 percent were women. Almost one-half of art museum and art gallery adult attenders are between 35 and 54 years of age. As with the performing arts, Table 8 presents the demographic profile of people going to an art museum or art gallery at least once in the 12 months ending August 2002.

As shown in Table 9, nearly 60 percent of people with a graduate education went to an art museum or art gallery in 2002. Differences in attendance based on level of education exceed differences between income groups.

People ages 45 to 54 are the most likely to go to these types of institutions.

The race and ethnic group most likely to go to art museums or art galleries is “other races/ethnicities,” defined as non-Hispanics of races other than white and African American (mostly Asian Americans and Native Americans). African Americans were the least likely to go to an art museum or art gallery in 2002.

Art and craft fairs and festivals. The percentage of adults going to art and craft fairs or festivals declined sharply in the 12 months ending August 2002 compared with 1992. In 1992, about 40 percent of adults went to at least one arts fair or festival. In 2002, only 33 percent of adults went to these events. This decrease is statistically significant. The total audience declined from 76 million people (attending at least once) in 1992 to 68 million people in 2002. This decline may be due in part to changes in event attendance after September 11.

Whites are much more likely to attend art fairs and festivals than other ethnicities, and women are more likely to attend than men. People ages 35 to 54 are the age group most likely to attend these fairs and festivals. As income and level of formal education increase, so does the likelihood of attending art festivals.

HISTORIC SITES

Visits to historic sites dropped from 34 percent of adults in 1992 to about 32 percent in 2002, the second largest drop among live events. This decline is statistically significant. Changes in travel behavior after September 11 may have affected attendance at historic sites. Table 6 presents data for rates of attendance at historic sites and total attendance among U.S. adults.

Women and men visit historic sites in relatively even numbers. Non-Hispanic whites are far more likely to visit historic sites than African Americans or Hispanics.

LITERATURE

The SPPA also asks about reading habits. In 2002, 56 percent of respondents indicated they had read a book during the previous 12 months, about the same as in 1992. However, the percentage of respondents reading “literature” (defined as plays, poetry or novels) was only 47 percent of adults in 2002. The share of adults reading literature dropped by 7 percentage points from 1992 to 2002, a statistically significant change.

Women read literature in greater numbers than men. Only respondents without formal education beyond grade school had a participation rate under 20 percent. Younger adults (under 45) are more likely to read literature than older adults.

INFLUENCE OF EDUCATION ON ARTS ATTENDANCE

More than any other demographic factor, going to arts events and art museums is highly correlated with an individual’s educational attainment. Education is much more predictive of arts attendance than household income, for example.

In turn, educational attainment is a proxy for many other factors including early introduction to the arts through parents and schools, formal arts training, proximity to arts offerings, and a number of social factors. Separate monographs using 2002 SPPA data will focus on education and arts attendance. The Summary Report only briefly touches on this relationship.

Own education. Figure 2 shows the percentage of respondents by educational level that attended at least one benchmark activity in 2002. The proportion of people attending at least one benchmark activity steadily increases with each additional level of educational attainment. Adults with a graduate school education are ten times as likely to go to the arts as someone with a grade school education.

Figure 3 illustrates the strength of the relationship between education and participation for specific art forms. A ratio comparing the attendance of adults with a college degree (and beyond) to adults with a high

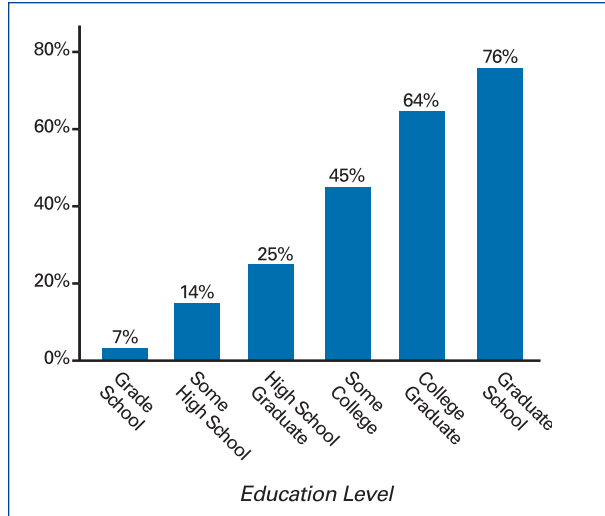
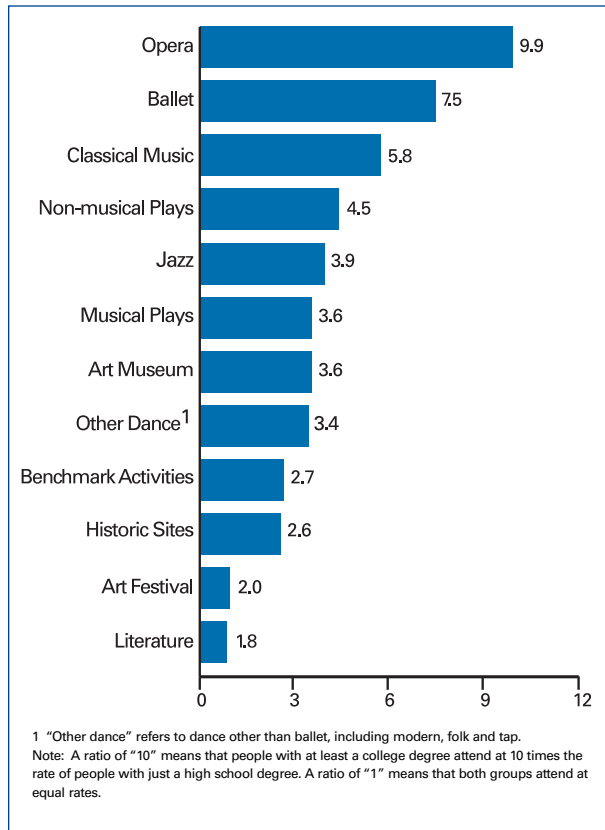


Figure 2. Percentage of U.S. Adults Attending at Least One Benchmark Activity by Education, 2002

Source: 2002 Survey of Public Participation in the Arts.



¹ “Other dance” refers to dance other than ballet, including modern, folk and tap.
 Note: A ratio of “10” means that people with at least a college degree attend at 10 times the rate of people with just a high school degree. A ratio of “1” means that both groups attend at equal rates.

Figure 3. Rate at Which U.S. Adults With at Least a College Degree Attend/Visit/Read Compared With Adults With a High School Degree, 2002

Source: 2002 Survey of Public Participation in the Arts.

school degree was computed for each arts event. This ratio was 9.9 for opera, which means that an adult with at least a college degree is about 10 times more likely to attend opera than an adult with only a high school education. The ratio for literature is only 1.8, which means that a college graduate is about twice as likely to read literature as someone with a high school diploma.

Parents' education. Arts attendance is also highly correlated with the educational attainment of one's parents. Among people with parents who have a post-graduate degree, three-quarters attended at least one benchmark activity in 2002 compared to about 30 percent for people whose parents did not finish high school. Figure 4 shows these results.

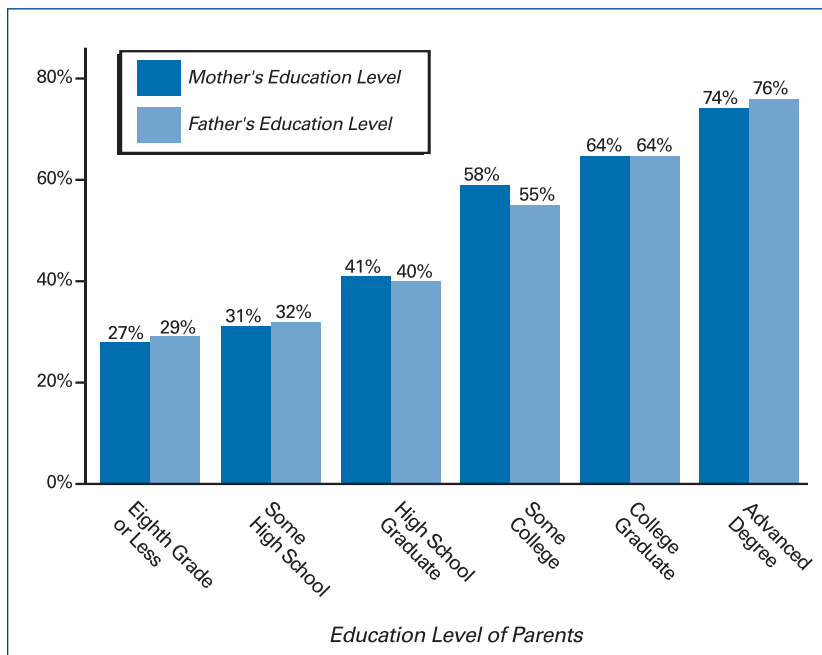


Figure 4. Percentage of U.S. Adults Attending at Least One Benchmark Activity by Parents' Education, 2002

Source: 2002 Survey of Public Participation in the Arts.

CHAPTER 4

PARTICIPATION
VIA MEDIA

The 2002 SPPA assessed participation in the arts through different media such as television, radio, audio recordings and the Internet. In 2002, 56 percent of adults watched, listened or explored the arts through some form of media. The total arts audience via media was 114 million adults, led by participation in music (classical, jazz and opera). However, participation via the media fell sharply from 1992 to 2002. This section describes each art form's media participation in detail, first discussing performing arts and visual arts, and then literature and use of the Internet.

PERFORMING ARTS

The SPPA asks respondents separate questions for each form of media: television (including VCR and DVD viewing), radio, audio recordings and the Internet. Questions on Internet use are new to the 2002 survey. In descending order, the most listened to or watched performing arts are:

- Classical music;
- Jazz;
- Musical plays;
- Dance (including ballet and other dance);
- Non-musical plays; and
- Opera.

Table 10 shows the media audience for each type of performing arts in millions. The table also shows the percentage of adults who used media to explore different art forms.

Classical music. Classical music ranks first among the performing arts for all three traditional types of media

participation. Table 10 examines television viewing (including VCR and DVD), listening to the radio and listening to audio recordings for classical music.

Percentage of adults participating via media. More people watch or listen to classical music than any other type of performing arts. About one-quarter of adults reported listening to classical music on the radio in 2002. About one in five people said that they listened to classical music recordings and a similar percentage viewed some type of classical music performance on television, video or DVD recordings.

Although classical music leads other performing arts in media use, it also experienced the greatest declines in media use from 1992 to 2002. The percentage of people viewing classical music on television declined 8 percentage points, radio listening dropped 7 percentage points and listening to audio recordings fell by 5 percentage points. All declines in media viewing, classical music included, are statistically significant.

More women than men listen to or watch classical music, as shown in Table 11. Nearly one-quarter of adults who listen to classical music on the radio are between 45 and 54 years of age.

As with other types of participation in classical music, highly educated individuals are far more likely to listen or watch classical music performances via media (see Table 12). Over one-half of people surveyed who had a graduate education reported listening to classical music on the radio compared with only 15 percent of respondents who had completed high school but not attended college.

Adults 18 to 24 years old are the age group least likely to experience classical music via media. African

Table 10.

U.S. ADULTS WHO WATCHED OR LISTENED TO THE ARTS ON TV, RADIO, RECORDINGS OR THE INTERNET IN A 12-MONTH PERIOD: 1982, 1992, 2002

	Percent of Adults Listening or Watching			Millions of Adults Listening or Watching		
	1982	1992	2002	1982	1992	2002
PERFORMING ARTS						
<i>MUSIC</i>						
Jazz						
TV/VCR/DVD	18.0%	22.0%	16.4%	29.6	40.9	33.5
Radio	18.0	28.0	23.5	30.4	52.0	48.0
Audio recordings	20.0	21.0	17.2	32.4	39.0	35.2
Classical music						
TV/VCR/DVD	25.0	26.0	18.1	40.8	48.3	37.0
Radio	20.0	31.0	23.9	36.0	57.6	48.9
Audio recordings	22.0	24.0	19.3	35.6	44.6	39.5
Opera						
TV/VCR/DVD	12.0	12.0	5.8	20.9	22.3	11.9
Radio	7.0	9.0	5.7	11.2	16.7	11.7
Audio recordings	8.0	7.0	5.5	12.5	13.0	11.3
Internet, exploring opera	NA	NA	1.3	NA	NA	2.7
Internet, exploring all types of music	NA	NA	13.1	NA	NA	27.0
<i>PLAYS</i>						
Musicals						
TV/VCR/DVD	21.0	17.0	11.7	29.8	31.6	24.0
Radio	4.0	4.0	2.4	8.3	7.4	4.9
Audio recordings	8.5	6.0	4.3	13.0	11.1	8.8
Non-musical plays						
TV/VCR/DVD	26.0	18.0	9.4	36.5	33.4	19.2
Radio	4.0	3.0	2.1	6.4	5.4	4.3
Internet, exploring all types of theater	NA	NA	4.1	NA	NA	8.4
<i>DANCE</i>						
TV/VCR/DVD	NA	20.0	12.6	NA	37.2	25.7
Internet, exploring all types of dance	NA	NA	2.0	NA	NA	4.1
VISUAL ARTS						
TV/VCR/DVD	23.0	34.0	25.0	43.3	63.2	51.0
Internet, exploring visual arts	NA	NA	5.9	NA	NA	12.1
LITERATURE						
Listen to poetry or novels	NA	16.6	12.4	NA	30.8	25.5
Internet, exploring novels, poetry or plays	NA	NA	9.2	NA	NA	19.0

Note: Not all questions were asked in 1982 and 1992.

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

Americans have lower rates of media participation for classical music than other racial/ethnic groups.

Frequency of viewing. People who watched classical music programs on TV or video in the 12 months ending August 2002 saw an average of about seven programs during this time period, slightly more than in 1992. However, because of the large decline in number of adults watching these programs, the total number of viewings (audience total multiplied by average number of viewings) declined from 309 million in 1992 to 251 million in 2002. Table 13 examines frequency of viewing for 1992 and 2002.

Jazz. Jazz draws a slightly smaller television, radio and recording audience than classical music, but leads all performing arts in total number of viewings.

Percentage of adults participating via media. As with classical music, the most popular way of accessing jazz through electronic media is radio. About 24 percent of adults listened to jazz on the radio in 2002. One in six adults listened to jazz recordings and an equal number watched at least one jazz program on television in 2002.

Similar to media participation for all other art forms, participation in jazz through television, radio or recordings markedly declined from 1992 to 2002.

Jazz is the one performing art form where men and women participate equally when watching programs and listening to radio and recordings, as shown in Table 11.

African Americans participate in all three media forms for jazz at higher rates than other groups (see Table 12).

Most age groups are much more likely to listen to jazz on the radio than to watch a television program on jazz or listen to jazz recordings.

Compared with adults who only have a high school education, people with a college degree are three times more likely to listen to jazz recordings and twice as likely to listen to jazz on the radio or watch jazz programs on television.

Frequency of viewing. Among people watching performing arts on television or video, the jazz audience watches the most frequently (seven times in 2002). As with classical music, the average number of jazz viewings increased from 1992 to 2002. The increase was not enough to keep the total number of viewings from declining, however. Table 13 shows these results.

Musical plays. Media audience size for musicals ranks behind classical music and jazz, but before dance. As with other art forms, the number of adults watching musicals on television, listening on the radio or listening to recordings of musicals declined from 1992 to 2002.

Percentage of adults participating via media. Approximately 24 million adults, about 12 percent of the adult population, reported watching at least one musical on television, VCR or DVD in 2002. Audiences for radio and recordings are much smaller. About 2 percent reported listening to a musical on the radio and 4 percent reported listening to a recording of a musical.

More women than men watch musicals and listen to recordings of musicals, with an audience that is 63 percent female for each type of media.

Education is as influential in predicting who watches or listens to musicals as it is for other art forms.

Frequency of viewing. The average number of viewings per audience member was about the same in 1992 and 2002. In 2002, the average number of viewings of musicals was 4.6, very close to the 4.3 average found in 1992. Because the total number of viewing adults declined, the total number of musical viewings decreased from 135.9 million in 1992 to 110.2 million in 2002. Table 13 displays these trends.

Dance. The SPPA question concerning media participation for dance asked respondents if they had watched dance, such as ballet, modern, folk or tap, on television, on tape, or on a DVD in the last 12 months. This was the only media participation question asked for dance.

Percentage of adults participating via media. About 13 percent of respondents reported watching dance on television in 2002.

The audience for viewing dance on television is about two-thirds female. Adults ages 55 to 74 are most likely to watch, as are those with more education. However, the influence of education and income on who watches dance on television is somewhat smaller than for other art forms.

Frequency of viewing. The average number of viewings of dance decreased from 6.3 average viewings in 1992 to 4.9 viewings in 2002. With both a drop in the number of viewers and the average viewings per year,

Table 11.

DEMOGRAPHIC DISTRIBUTION OF U.S. ADULT PARTICIPATING IN THE ARTS THROUGH MEDIA AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002

	U.S. Adult Population		JAZZ			CLASSICAL		
	Millions	Percent	Watch TV	Radio	Recordings	Watch TV	Radio	Recordings
GENDER								
Male	98.7	47.9%	47.8%	48.4%	47.6%	40.8%	43.8%	39.8%
Female	<u>107.2</u>	<u>52.1</u>	<u>52.2</u>	<u>51.6</u>	<u>52.4</u>	<u>59.2</u>	<u>56.2</u>	<u>60.2</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RACE AND ETHNICITY								
Hispanic	22.7	11.0	8.3	6.5	5.8	6.9	7.1	5.2
White*	150.1	72.9	69.3	72.8	73.5	80.9	81.9	84.9
African American*	23.7	11.5	18.1	16.3	15.7	6.5	6.2	5.1
Other*	<u>9.5</u>	<u>4.6</u>	<u>4.3</u>	<u>4.4</u>	<u>5.0</u>	<u>5.7</u>	<u>4.7</u>	<u>4.9</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGE								
18-24	26.8	13.0	8.4	8.9	9.8	6.4	7.5	9.4
25-34	36.9	17.9	15.0	18.2	18.2	12.3	15.9	16.8
35-44	44.2	21.5	23.1	25.6	26.3	18.8	21.4	21.3
45-54	39.0	18.9	23.8	23.9	24.0	21.8	23.7	22.7
55-64	25.9	12.6	13.0	13.0	12.3	16.6	15.6	15.0
65-74	17.6	8.5	9.7	6.7	5.9	13.3	9.5	9.2
75 and over	<u>15.5</u>	<u>7.5</u>	<u>6.9</u>	<u>3.8</u>	<u>3.4</u>	<u>10.7</u>	<u>6.5</u>	<u>5.5</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EDUCATION								
Grade School	11.6	5.6	1.8	1.1	0.8	2.1	1.5	1.3
Some High School	20.1	9.8	4.8	4.2	3.3	3.9	3.5	2.5
High School Graduate	63.8	31.0	21.3	19.5	17.6	20.6	18.9	15.5
Some College	56.9	27.6	32.2	32.0	31.3	30.3	30.0	30.0
College Graduate	36.1	17.5	25.7	27.8	30.1	25.7	27.8	31.1
Graduate School	<u>17.4</u>	<u>8.5</u>	<u>14.1</u>	<u>15.3</u>	<u>16.8</u>	<u>17.5</u>	<u>18.4</u>	<u>19.6</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCOME								
Less than \$10K	14.4	7.0	6.3	5.5	4.6	5.8	5.0	3.9
\$10K to \$20K	22.7	11.0	8.8	8.1	7.0	9.3	8.3	7.7
\$20K to \$30K	25.0	12.1	10.6	9.8	8.2	10.5	9.7	8.6
\$30K to \$40K	24.2	11.8	12.7	11.8	12.9	11.6	10.8	10.8
\$40K to \$50K	17.6	8.5	9.2	9.4	9.2	10.2	10.1	9.8
\$50K to \$75K	34.7	16.9	20.3	20.6	19.6	20.3	22.0	21.1
\$75K and over	<u>45.8</u>	<u>22.2</u>	<u>32.2</u>	<u>34.8</u>	<u>38.5</u>	<u>32.1</u>	<u>34.1</u>	<u>38.1</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* Not including Hispanics.

Note: Totals may not equal 100.0 percent due to rounding.

Source: 2002 Survey of Public Participation in the Arts.

National Endowment for the Arts

OPERA			MUSICAL PLAY			NON-MUSICAL PLAY		DANCE	ART
Watch TV	Radio	Recordings	Watch TV	Radio	Recordings	Watch TV	Radio	Watch TV	Watch TV
38.2%	44.2%	39.4%	36.9%	46.7%	36.4%	41.0%	50.2%	34.3%	42.2%
<u>61.8</u>	<u>55.8</u>	<u>60.6</u>	<u>63.1</u>	<u>53.3</u>	<u>63.6</u>	<u>59.0</u>	<u>49.8</u>	<u>65.7</u>	<u>57.8</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10.5	6.9	5.9	6.3	10.8	5.0	9.0	7.6	9.9	7.9
72.7	79.9	83.0	79.0	73.7	84.6	75.0	75.9	76.4	79.5
9.2	7.7	5.2	9.5	6.4	3.6	10.7	12.8	9.1	8.4
<u>7.6</u>	<u>5.5</u>	<u>5.9</u>	<u>5.2</u>	<u>9.1</u>	<u>6.9</u>	<u>5.4</u>	<u>3.7</u>	<u>4.6</u>	<u>4.2</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6.8	4.6	6.4	8.0	10.1	9.3	9.6	8.2	9.0	10.9
11.7	14.1	14.4	15.0	13.1	13.6	14.0	17.9	14.3	18.2
16.6	16.3	18.2	21.5	22.1	21.8	19.3	23.8	22.1	21.3
18.8	21.4	23.2	21.5	20.4	26.3	19.5	25.2	20.7	21.7
17.8	19.3	18.3	13.2	14.8	15.0	16.4	9.9	15.1	13.7
15.7	14.1	12.1	11.8	11.4	8.8	12.3	9.8	10.3	8.4
<u>12.6</u>	<u>10.2</u>	<u>7.3</u>	<u>9.1</u>	<u>8.1</u>	<u>5.2</u>	<u>8.8</u>	<u>5.2</u>	<u>8.6</u>	<u>5.8</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
3.2	2.0	1.1	1.8	2.6	1.5	2.1	1.8	2.4	1.9
3.1	2.5	1.5	3.8	3.2	1.7	4.5	3.6	4.6	3.6
20.9	14.5	16.2	19.0	16.6	12.8	22.2	14.8	21.8	21.2
29.6	28.7	26.0	32.4	30.5	29.1	29.3	33.0	32.9	32.1
25.2	27.1	29.4	27.1	26.0	32.1	25.3	29.6	24.0	26.3
<u>17.9</u>	<u>25.2</u>	<u>25.8</u>	<u>15.8</u>	<u>21.1</u>	<u>22.8</u>	<u>16.6</u>	<u>17.3</u>	<u>14.3</u>	<u>14.8</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6.9	5.7	5.0	5.5	7.0	2.9	7.1	8.6	5.8	5.2
10.3	9.4	8.5	8.9	9.0	6.4	11.8	8.1	9.7	8.8
12.0	11.0	7.8	9.9	9.0	6.7	8.8	8.6	12.0	11.1
12.2	10.6	12.3	11.2	11.4	11.6	12.1	11.4	12.5	12.1
9.7	12.2	8.9	10.9	10.1	9.4	8.9	7.7	8.7	9.4
20.5	19.5	22.5	21.3	19.0	20.7	18.3	19.2	20.3	20.9
<u>28.4</u>	<u>31.5</u>	<u>35.1</u>	<u>32.3</u>	<u>34.3</u>	<u>42.3</u>	<u>33.1</u>	<u>36.4</u>	<u>31.0</u>	<u>32.5</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

the total number of viewings dropped from 234 million in 1992 to 126 million in 2002.

Non-musical plays. Respondents were asked about two types of media participation for non-musical stage plays: television viewing and listening to plays on the

radio. The percentage of adults viewing plays on television declined by one-half from 1992 to 2002, the largest decline of any performing arts media participation. The television audience declined from 33 million to 19 million adults (people watching at least once during the year).

Table 12.

RATES AT WHICH U.S. ADULTS PARTICIPATE IN THE ARTS THROUGH MEDIA, 2002
(PERCENTAGE PARTICIPATING AT LEAST ONCE IN A 12-MONTH PERIOD ENDING AUGUST 2002)

	JAZZ			CLASSICAL		
	Watch TV	Radio	Recordings	Watch TV	Radio	Recordings
ALL ADULTS	16.4%	23.5%	17.2%	18.1%	23.9%	19.3%
GENDER						
Male	16.4	23.8	17.1	15.4	21.9	16.1
Female	16.4	23.3	17.3	20.6	25.8	22.3
RACE AND ETHNICITY						
Hispanic	12.4	14.0	9.1	11.4	15.5	9.0
White*	15.6	23.5	17.4	20.1	26.9	22.5
African American*	25.9	33.4	23.6	10.2	12.9	8.5
Other*	15.2	22.3	18.7	22.1	24.7	20.7
AGE						
18-24	10.7	16.1	13.1	8.9	13.8	14.1
25-34	13.8	23.8	17.5	12.4	21.1	18.1
35-44	17.7	28.1	21.1	15.9	23.9	19.3
45-54	20.7	29.6	21.8	20.9	29.9	23.1
55-64	17.0	24.1	16.8	23.8	29.5	22.9
65-74	18.5	18.4	11.8	28.3	26.5	20.8
75 and over	15.1	11.9	7.7	25.8	20.8	14.2
EDUCATION						
Grade School	5.2	4.5	2.5	6.7	6.2	4.4
Some High School	8.2	10.3	5.9	7.2	8.6	5.0
High School Graduate	11.2	14.8	9.7	12.0	14.6	9.6
Some College	19.2	27.2	19.5	19.8	25.9	21.0
College Graduate	24.2	37.4	29.7	26.6	38.1	34.5
Graduate School	27.7	42.8	34.4	37.7	52.1	44.9
INCOME						
Less than \$10K	13.4	16.9	10.4	13.6	15.6	9.9
\$10K to \$20K	11.8	15.8	9.9	13.7	16.2	12.4
\$20K to \$30K	12.9	17.3	10.6	14.0	17.3	12.5
\$30K to \$40K	16.1	21.6	17.4	16.1	19.9	16.4
\$40K to \$50K	15.9	23.4	16.9	19.4	25.5	20.3
\$50K to \$75K	17.9	26.2	18.3	19.6	28.3	22.1
\$75K and over	21.7	33.8	27.4	23.6	33.5	30.6

* Not including Hispanics.

Source: 2002 Survey of Public Participation in the Arts.

Percentage of adults participating via media. The percentage of adults watching non-musical plays and the percentage listening to plays on the radio declined by one-half and one-third, respectively, from 1992 to 2002. In 2002, about 9 percent of survey respondents said that they had watched a non-musical play on

television and 2 percent reported listening to a non-musical play on the radio. Table 10 shows these trends.

Frequency of viewing. The average number of viewings of plays declined slightly from eight in 1992 to seven in 2002. This puts the total number of viewings

OPERA			MUSICAL PLAY			NON-MUSICAL PLAY		DANCE	ART
Watch TV	Radio	Recordings	Watch TV	Radio	Recordings	Watch TV	Radio	Watch TV	Watch TV
5.8%	5.7%	5.5%	11.7%	2.4%	4.3%	9.4%	2.1%	12.6%	25.0%
4.6	5.3	4.6	9.0	2.3	3.2	8.1	2.2	9.0	22.0
6.8	6.1	6.4	14.2	2.4	5.2	10.7	2.0	15.9	27.6
5.5	3.6	3.0	6.7	2.4	1.9	7.7	1.4	11.3	17.9
5.7	6.2	6.3	12.7	2.4	5.0	9.7	2.2	13.2	27.2
4.6	3.8	2.5	9.7	1.3	1.3	8.8	2.3	10.0	18.2
9.5	6.8	7.1	13.3	4.7	6.4	11.0	1.7	12.6	22.9
3.0	2.0	2.7	7.2	1.9	3.1	7.0	1.3	8.7	21.1
3.7	4.5	4.4	9.8	1.7	3.2	7.3	2.1	10.0	25.3
4.5	4.3	4.7	11.8	2.5	4.4	8.5	2.3	13.0	24.8
5.7	6.4	6.8	13.3	2.6	5.9	9.7	2.8	13.8	28.5
8.1	8.7	8.1	12.3	2.8	5.1	12.3	1.6	15.0	27.2
10.5	9.4	7.9	16.2	3.2	4.4	13.6	2.4	15.1	24.5
9.7	7.7	5.4	14.1	2.6	2.9	11.1	1.4	14.4	19.1
3.3	2.0	1.1	3.8	1.1	1.1	3.5	0.7	5.3	8.5
1.9	1.5	0.8	4.6	0.8	0.8	4.3	0.8	6.0	9.3
3.9	2.7	2.9	7.2	1.3	1.8	6.8	1.0	8.8	17.0
6.2	5.9	5.2	13.8	2.6	4.5	10.0	2.5	15.0	29.1
8.3	8.8	9.3	18.2	3.6	7.9	13.6	3.5	17.3	37.4
12.2	17.1	17.0	22.1	6.0	11.6	18.6	4.2	21.4	44.0
5.0	4.2	3.6	8.3	2.1	1.6	8.6	2.4	9.6	17.3
4.7	4.3	3.9	8.6	1.7	2.3	9.0	1.4	10.0	18.3
5.0	4.6		8.7	1.5	2.2	6.1	1.4	11.2	20.8
5.3	4.6	5.3	10.2	2.0	3.9	8.7	1.9	12.1	23.8
5.7	7.2	5.2	13.5	2.5	4.3	8.8	1.7	11.5	25.1
6.2	5.9	6.7	13.5	2.4	4.8	9.1	2.2	13.7	28.5
6.5	7.2	8.0	15.7	3.3	7.5	12.7	3.2	16.0	33.7

Table 13.

TV/VCR/DVD VIEWING FREQUENCY FOR 1992 AND 2002

	1992			2002		
	Viewing audience in millions	Average number of viewings	Total number of viewings in millions	Viewing audience millions	Average number of viewings	Total number of viewings in millions
MUSIC						
Jazz	40.9	6.1	249.5	33.5	7.3	245.9
Classical music	48.3	6.4	309.1	37.0	6.8	251.2
Opera	22.3	4.1	91.4	11.9	4.1	48.7
PLAYS						
Musical plays	31.6	4.3	135.9	24.0	4.6	110.2
Non-musical plays	33.4	8.0	267.2	19.2	6.9	133.2
DANCE						
	37.2	6.3	234.4	25.7	4.9	126.2
VISUAL ARTS						
	63.2	8.9	562.5	51.0	8.6	436.1

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

for 2002 at 133 million. Table 13 displays all frequency information for television viewing of the arts.

Opera. Opera has the smallest audience for participation via media of any performing arts studied in the SPPA. Opera also experienced significant declines in media participation from 1992 to 2002.

Percentage of adults participating via media. Rates for viewing opera on television, listening to opera on the radio and listening to opera recordings were similar in 2002, and all declined from 1992. Six percent of adults reported watching opera on television in 2002, down from 12 percent in 1992. Similar numbers of adults report listening to opera on the radio and listening to opera recordings. Each of these participation rates is equivalent to an audience of between 11 and 12 million adults.

As with other performing arts, women are more likely to watch an opera program, listen to an opera recording, or listen to opera on the radio.

Those with a graduate school education are more likely to watch or listen to opera. People over 55 years of age are about twice as likely to watch or listen to opera as younger adults.

Frequency of viewing. Opera has the lowest frequency of viewing on television of any type of performing arts with four average viewings per adult participant.

Although the average number of viewings per year is unchanged from 1992, the total number of viewings fell because of a smaller total audience. In 1992, there were 91 million total viewings of opera programs, which declined to 49 million viewings by 2002.

VISUAL ARTS

Respondents to the 2002 SPPA were also asked if they had watched a program about artists, art works or art museums on television, including VCR or DVD programs. Approximately 25 percent of respondents replied they had watched a visual arts program in 2002. This audience of 51 million adults is larger than the television audience for classical music and jazz, the two types of performing arts with the highest media participation.

Percentage of adults participating via media. As performing arts media participation declined from 1992 to 2002, so too did watching programs on the visual arts. The percentage of adults watching at least one visual arts program in a 12 month period declined from 34 percent in 1992 to 25 percent in 2002, as shown in Table 10. The total audience declined from 63 million viewers in 1992 to 51 million adults in 2002 (Table 13).

Women comprise 58 percent of the audience for television programs on the visual arts. (Table 11 shows the demographic composition of this audience.)

Likelihood of watching programs on the visual arts closely correlates with education. As reported in Table 12, 44 percent of people with a graduate education said they viewed a visual arts program in 2002, but only 17 percent of high school graduates had viewed such a program. Viewing varies little by age group. Hispanics and African Americans are less likely to view visual arts programs.

Frequency of viewing. Adults who saw a program on the visual arts in 2002 watched an average of nine times, the highest of any art form. The average number of viewings of visual arts programs was stable between 1992 and 2002. Total number of viewings dropped from 562 million in 1992 to 436 million in 2002.

LITERATURE

The SPPA asks respondents whether they listened to poetry, novels or books being read, either live or recorded. In 2002, about 12 percent of adults had listened to these forms of literature being read within the past 12 months at least once. More had listened to a novel or book being read (9 percent of adults) than had listened to poetry being read (6 percent of adults).

These questions were also asked in 1992. While the percent listening to poetry declined from 1992's rate of 9 percent of adults, the rate of listening to novels or books increased from 1992's rate of 8 percent. Both changes are statistically significant. Table 10 portrays these results.

Women listen to poetry and novels at slightly higher rates than men. For poetry, listeners tend to be in the youngest age group, 18 to 24 years old, and the middle age group, 45 to 54 years old. African Americans are more likely to listen to poetry than other groups.

Listening to novels draws its bigger audiences from people 35 to 54 years of age. Listening to poetry and novels is highly correlated with education.

INTERNET

In 2002, the SPPA added questions about Internet habits as related to the arts. Overall, 54 percent of SPPA respondents, or 109 million adults, use the Internet. The age profile of Internet users is quite different from most of the arts activities discussed in this report. The 18- to 24-year-old age group had the highest rate of Internet participation.

Table 14.
U.S. ADULTS' USE OF THE INTERNET
TO EXPLORE THE ARTS, 2002

Internet Topic	Percent Exploring
Music	13.1%
Literature	9.2
Visual arts	5.9
Theater	4.1
Dance	2.0
Opera	1.3

Source: 2002 Survey of Public Participation in the Arts.

Individuals responding “yes” to the question on any Internet use were then asked a series of questions about exploring specific types of arts on the Internet. Table 14 ranks arts topics by the percentage of adults who said they use the Internet to explore the topic.

Music. More SPPA respondents said that they explore music on the Internet than any other art form. Adults exploring music on the Internet are young. Internet use for music does not vary by education level.

Literature. About 9 percent of U.S. adults explored literature on the Internet in 2002. Adults with a college degree are about twice as likely to explore literature on the Internet than those with a high school diploma. Younger adults have higher rates of participation, similar to Internet use in general. There are no differences by income.

Visual arts. About 6 percent of survey respondents said that they explored visual arts topics on the Internet. They were from a broad cross-section of demographic groups.

Theater. Four percent of adults explored theater on the Internet in 2002. In contrast to other art forms, adults ages 35 to 54 are most likely to explore theater on the Internet.

Dance. About 2 percent of adults explore dance on the Internet. Younger audiences are the most likely to explore dance. Hispanics are more likely to use the Internet to explore dance than other groups.

Opera. About 1 percent of adults explore opera on the Internet based on 2002 SPPA results.

CHAPTER 5

PERSONAL PARTICIPATION IN THE ARTS

The 2002 SPPA researched personal participation in the arts through questions on performing and creating art. This section of the report also examines art education.

PERFORMING AND CREATING ART

The SPPA asks adults whether they had personally performed or created different types of performing and visual arts in the past 12 months. Depending on their answer, they are then asked whether they had performed or exhibited their work publicly. Each SPPA survey since 1982 asked personal participation questions, although the 1982 SPPA examined only public performance. In total, 44 percent of the 2002 survey respondents said that they had performed or created at least one of the art forms examined in the survey.

Performing music, plays or dance. The SPPA suggests that 8 percent of American adults performed or created at least one type of music, plays or dance in 2002. Some of these performances were public, but most were for personal enjoyment.

In descending order of participation, the 2002 SPPA examined personal performance in:

- Singing in a chorale, choir, or glee club or other type of vocal group;
- Doing any dancing other than ballet such as modern, folk or tap;
- Singing music from a musical play or operetta;
- Performing classical music;
- Acting in a public performance of a non-musical play (or rehearsing for a performance);

- Performing jazz music;
- Singing music from an opera; and
- Dancing ballet.

Singing in a choir or other vocal group. Among the performing arts, singing in a choir or other vocal group draws the most participants, as shown in Figure 5.

With 9.8 million adults participating, singing in a choir or other group had double the number of participants of any other type of personal performance other than dance. However, fewer people sang in a choir in 2002 than in 1992 (see Table 15).

The SPPA question on choir singing only included those that had sung in a public performance with a chorale, choir, or glee club or other type of vocal group, or rehearsed for a public performance. When the other forms of personal participation in the arts are restricted to public performance or public display, the number of persons singing in choirs stands out even more as the most popular activity (see Table 16).

Table 15 examines rates of personal participation for performing arts, visual arts and literature for 1992 and 2002. In 1992, 6.3 percent of adults surveyed said that they sang in a choir or chorale. The decline to 4.8 percent personal participation in 2002 is statistically significant. The total number of adults singing in a choir declined from about 12 million people in 1992 to 9.8 million in 2002. Over 60 percent of people who sing in choirs or other vocal groups are women. Table 17 analyzes the demographic distribution of adults personally participating in each art form.

African Americans are more likely to sing in a choir or other vocal group than people of other races or

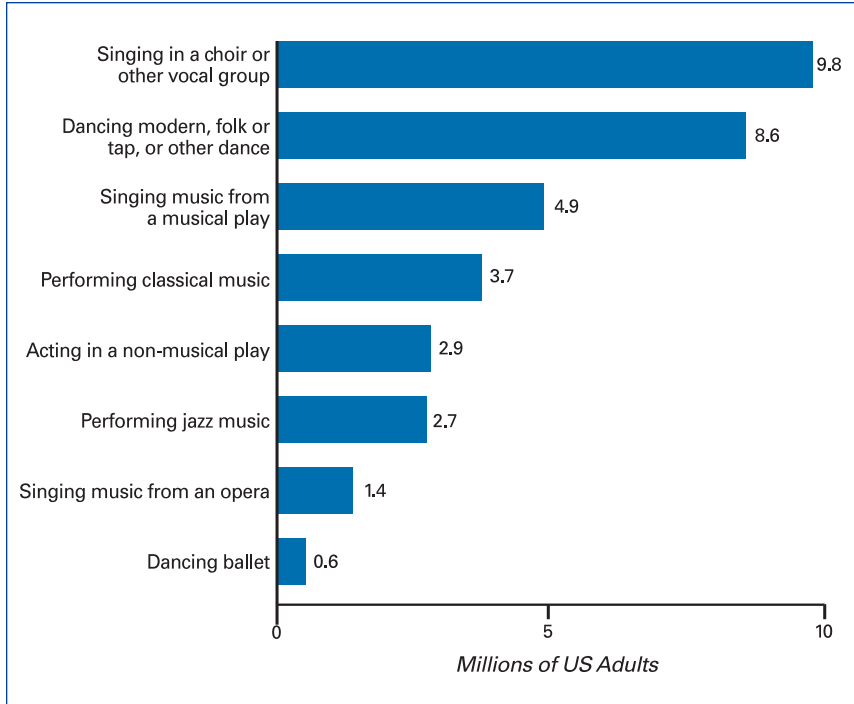


Figure 5. Millions of U.S. Adults Personally Performing Art at Least Once in the 12-Month Period Ending August 2002

Source: 2002 Survey of Public Participation in the Arts.

ethnic groups are. For example, African Americans were 11.5 percent of the adult population in 2002, but 22 percent of those who sang in choirs. An estimated 11 percent of the adult population was Hispanic; but Hispanics were only 6.6 percent of those singing in choirs.

Performing dance. Dance involves the second largest number of adults among all the performing arts, but participation is declining.

About 4.2 percent of adults, or 9 million people, personally performed dance other than ballet in 2002, including modern, folk and tap dance. (The specific SPPA question is, “Did you do any dancing other than ballet such as modern, folk, or tap?”) Only 0.6 percent of those surveyed (six out of every 1,000 people) danced ballet in 2002.

Participation in other forms of dance dropped by about one-half between 1992 and 2002. The number of people participating in other dance declined from 15 million adults in 1992 to 8.6 million in 2002, the largest absolute decrease of any of the performing arts. The rate

of adult performance of ballet showed little change between 1992 and 2002.

When asked whether they had danced modern, folk or tap in a public performance, fewer than 1 percent of 2002 SPPA respondents said that they had done so in the past 12 months. Only one out of every thousand people surveyed reported dancing ballet in a public performance in the past 12 months (or rehearsing for a public performance). Table 16 shows these results.

Nearly nine out of ten adults participating in ballet are women, which drops to six out of ten for other dance (see Table 17).

Adults ages 18 to 24 are much more likely to participate in ballet and other dance than older adults (see Table 18). In

fact, 18- to 24-year-olds comprise 41 percent of the adults participating in ballet.

Singing music from musical plays. Five million adults (2.4 percent of all adults) sang music from a musical play or operetta in 2002. The number of adults singing music from musicals fell between 1992 and 2002.

About six adults out of every 1,000 surveyed in 2002 (0.6 percent) said that they had sung in a public performance of a musical play or operetta, or rehearsed for a performance, in the past 12 months.

The share of adults singing songs from musicals was consistent across age groups. Among all the age categories shown in Table 18, the percentage doing this ranged between 2.1 percent to 2.7 percent. Men and women, however, did not report this parity; almost 62 percent of adults singing songs from musicals were women.

Performing classical music. Personal performance of classical music is rapidly declining. Fewer adults

Table 15.

**U.S. ADULTS PERFORMING OR CREATING
ART AT LEAST ONCE IN A 12-MONTH PERIOD:
1992 AND 2002**

	Percent of Adults Personally Performing or Creating		Millions of Adults Personally Performing or Creating	
	1992	2002	1992	2002
PERFORMING ARTS				
<i>MUSIC</i>				
Jazz	1.7 %	1.3 %	3.2	2.7
Classical music	4.2	1.8	7.8	3.7
Opera	1.1	0.7	2.0	1.4
Choir/chorale ¹	6.3	4.8	11.7	9.8
Composing music	2.1	2.3	3.9	4.7
<i>PLAYS</i>				
Musical plays	3.8	2.4	7.1	4.9
Non-musical plays	1.6	1.4	3.0	2.9
<i>DANCE</i>				
Ballet	0.2	0.3	0.4	0.6
Other dance ²	8.1	4.2	15.0	8.6
VISUAL ARTS				
<i>CREATING ART</i>				
Painting/drawing	9.6	8.6	17.8	17.6
Pottery/jewelry	8.4	6.9	15.6	14.1
Weaving/sewing	24.8	16.0	46.1	32.7
Photography	11.6	11.5	21.6	23.5
<i>OWN ORIGINAL ART</i>	22.1	19.3	41.1	39.5
LITERATURE				
Plays/poetry/novels/ short stories	7.4	7.0	13.7	14.4

¹ Only includes those singing in a public performance or rehearsing for one.

² "Other dance" refers to dance other than ballet, including modern, folk and tap.

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

reported playing classical music in 2002 than in 1992.

In 1992, 4.2 percent of those surveyed said that they had played classical music in the past 12 months. By 2002, this rate had dropped to 1.8 percent of respondents. Extrapolating to the adult population, this means that nearly 8 million adults were performing classical music in 1992 and fewer than 4 million were performing this type of music in 2002. This was the largest relative decrease of any type of performing arts.

Public performance of classical music has held

steady at about 1 percent of U.S. adults since 1992.

Personal performance of classical music is highly correlated with educational level, more so than other performing arts. Adults with a college degree are seven times more likely to personally perform classical music compared with high school graduates, as shown in Figure 6.

In contrast, highly educated individuals are only three times more likely to dance ballet than those with a high school education. People with at least a college degree are only twice as likely to sing in a choir or other vocal group as people whose formal education stopped with a high school degree. Measured on this scale, educational differences in personal performance have grown since 1992.

Level of formal education may be important in explaining other demographic differences in rates of arts performance. For example, non-Hispanic whites and people from "other races and ethnicities" (largely Asian Americans and Native Americans) are much more likely to perform classical music than Hispanics and African Americans.

Acting. About 3 million adults acted in at least one non-musical play in 2002 (about the same number as in 1992).

About 1.4 percent of people surveyed in 2002 said that they acted in a public performance, or rehearsed for a public performance, in the past 12 months. Participation in acting has held steady since 1992. More than personal performance of other types of performing arts, acting cuts across gender, education, race and ethnicity, and income. Younger adults are more likely to act in plays than older adults.

Performing jazz music. Playing jazz music also

Table 16.

U.S. ADULTS PERFORMING IN PUBLIC OR CREATING ART THAT WAS PUBLICLY DISPLAYED IN A 12-MONTH PERIOD: 1992 AND 2002

	Percent of Adults Publicly Performing or Displaying	
	1992	2002
PERFORMING ARTS		
<i>MUSIC</i>		
Play jazz	0.7%	0.7%
Play classical music	0.9	0.9
Sing opera	0.2	0.2
Sing musicals	0.7	0.6
Sing chorale	6.3	4.8
Compose music	0.7	0.9
<i>PLAYS</i>		
Act	1.6	1.4
<i>DANCE</i>		
Ballet	0.0	0.1
Other dance ¹	1.2	0.7
VISUAL ARTS		
Pottery	1.7	1.1
Needlework	2.4	1.3
Photography	1.7	1.7
Painting	2.0	1.6
LITERATURE		
Creative writing	0.9	1.0

¹ "Other dance" refers to dance other than ballet, including modern, folk and tap.

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

involves about 3 million adults, based on 1992 and 2002 SPPA data.

In 2002, 1.3 percent of people surveyed said that they had performed or rehearsed jazz music in the last 12 months. One-half of these participants performed in public.

Although participation rates for jazz may be declining, results from the 2002 SPPA are not conclusive — the difference between the 1.7 percent participation rate in 1992 and the 1.3 percent rate in 2002 is not statistically significant.

Performing jazz and composing music are the only types of personal participation in performing arts in the

SPPA that involve more men than women. Two-thirds of adults playing jazz music are men. Non-Hispanic whites and African Americans participate at higher rates than other adults do.

Compared to adults with a high school education, those holding college degrees were more than six times as likely to perform jazz (see Figure 6).

Singing music from operas. 1.4 million U.S. adults sing music from operas.

In the 2002 SPPA, fewer than 1 percent of respondents reported singing music from operas in the past 12 months. Only two out of every 1,000 people surveyed (0.2 percent) had sung opera music in public.

Both men and women sing music from operas, and people singing opera can be from any age group.

Because of the small number of people who sing opera, it is difficult to determine whether participation rates have changed since 1992 (there was no statistically significant difference in participation rates between 1992 and 2002).

Composing music. Nearly five million adults composed music in the United States in 2002.

In both the 1992 and 2002 SPPA surveys, about 2 percent of adults said that they had written or composed music during the last 12 months. When asked whether their musical composition was played in a public performance (or rehearsed for public performance), almost 1 percent said "yes."

Almost three-quarters of people composing music are men (Table 17). Many more young adults than older adults are involved in writing music (almost 6 percent of people ages 18 to 24 said that they composed music in 2002 as shown in Table 18). People with a college degree are more likely to write music than people with a high school degree.

Creating visual arts. The SPPA tracks four different categories of creating visual arts. In order of participation, these activities are:

- Weaving, crocheting, quilting, needlepoint and sewing;
- Making photographs, movies or videotapes as an artistic activity;
- Painting, drawing, sculpture and printmaking; and

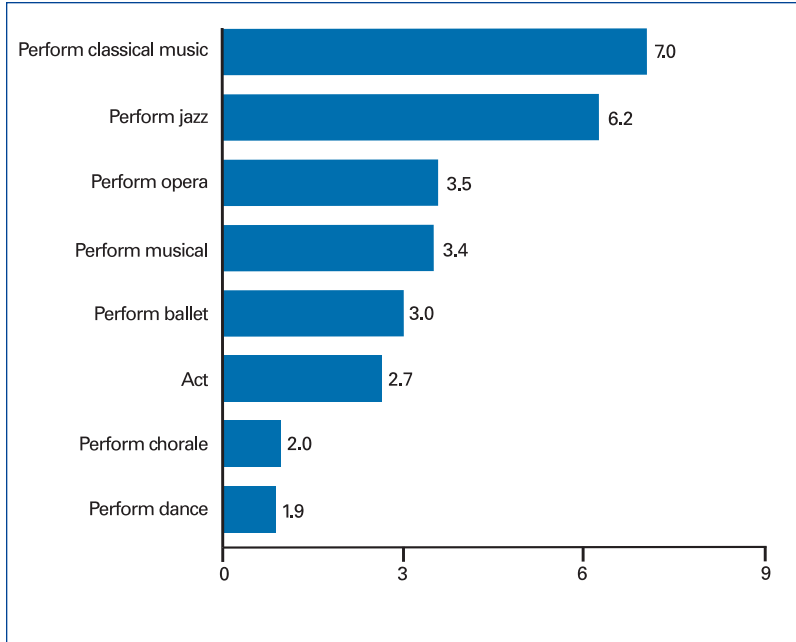


Figure 6. Ratio of Personal Participation of Adults with at Least a College Degree Compared With Adults with a High School Education, 2002*

* Rate of participation of survey respondents with college and graduate level degrees divided by the rate of participation of respondents for whom a high school degree was the highest level of education completed. A "2" means that highly educated adults are twice as likely to participate as adults with a high school education.

Source: 2002 Survey of Public Participation in the Arts.

- Working with pottery, ceramics, jewelry or doing leatherwork or metalwork.

Table 15 presents participation trends.

Weaving, crocheting, quilting, needlepoint and sewing. Weaving, sewing and related activities remained the most popular among the visual arts activities studied in the SPPA. Based on the survey results, about 33 million adults participated in weaving, crocheting, quilting, needlepoint or sewing in 2002. However, participation in these activities fell sharply between 1992 and 2002. Only 16 percent of adults were involved in these activities in 2002, down from about 25 percent in 1992.

The SPPA's follow-up question to creating visual arts was whether people had publicly displayed any of their work. Of the people involved in weaving, crocheting, quilting, needlepoint and sewing in 2002, about one in 12 had publicly displayed some of their work (about 1 percent of the total adult population). Public display of work decreased by almost one-half since 1992.

Sewing activities are almost exclusively female, and tend to be more popular with respondents over age 45. There are no differences based on income and only slightly higher participation for those with more formal education. Whites are more likely to report sewing activities than are other races or ethnicities.

Photography and movies as art. The percentage of adults making photographs, movies or videotapes "as an artistic activity" was stable from 1992 to 2002. About 24 million adults participated in these activities in 2002. Of the 11.5 percent of adults who had participated in photography or video as an art form in 2002, one in seven had publicly displayed their work, about the same as in 1992.

Adults indicating they photograph or make movies as art are likely to be under 45 years old, with high incomes. About one in five adults with a graduate degree take part in

artistic photography.

Painting, drawing, sculpture and printmaking. In the 2002 SPPA, 9 percent of respondents said that they were involved in painting, drawing, sculpture or printmaking in the past 12 months. Participation in these activities was about the same as in 1992. Adults involved in painting, drawing, sculpture and printmaking totaled about 18 million people in 2002.

The relative number of people publicly displaying their painting, drawing, sculpture or printmaking was about the same in 1992 and 2002. In 2002, 1.6 percent of survey respondents said that they participated in these types of activities in the prior 12 months and had publicly displayed their work.

Young adults are the most likely to paint or draw. Beyond this age-related difference, painting, drawing, sculpture and printmaking involve people across different demographic groups.

Pottery, ceramics, jewelry, leatherwork and metalwork. The relative number of adults making pottery,

Table 17.

**DEMOGRAPHIC DISTRIBUTION OF U.S. ADULTS PERSONALLY PARTICIPATING
IN THE ARTS AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002**

	U.S. Adult Population		Jazz	Classical	Opera	Choir/ Chorale	Musical Play	Act in Plays
	Millions	Percent						
GENDER								
Male	98.7	47.9%	65.1%	40.0%	37.4%	38.2%	37.6%	44.3%
Female	<u>107.2</u>	<u>52.1</u>	<u>34.9</u>	<u>60.0</u>	<u>62.6</u>	<u>61.8</u>	<u>62.4</u>	<u>55.7</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RACE AND ETHNICITY								
Hispanic	22.7	11.0	4.6	4.4	6.7	6.6	3.8	10.4
White*	150.1	72.9	83.0	87.1	80.8	68.1	87.4	68.4
African American*	23.7	11.5	10.8	2.4	6.2	22.0	6.6	17.6
Other*	<u>9.5</u>	<u>4.6</u>	<u>1.6</u>	<u>6.0</u>	<u>6.4</u>	<u>3.4</u>	<u>2.2</u>	<u>3.6</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGE								
18-24	26.8	13.0	18.7	17.9	12.6	13.4	14.0	27.4
25-34	36.9	17.9	15.8	14.0	14.6	14.8	15.9	17.5
35-44	44.2	21.5	24.5	21.3	18.3	21.6	19.4	26.3
45-54	39.0	18.9	28.2	26.5	23.2	20.1	22.0	15.4
55-64	25.9	12.6	7.2	10.6	14.9	14.7	13.9	8.3
65-74	17.6	8.5	3.2	6.7	9.5	9.6	7.7	3.9
75 and over	<u>15.5</u>	<u>7.5</u>	<u>2.5</u>	<u>3.0</u>	<u>6.9</u>	<u>5.8</u>	<u>7.0</u>	<u>1.2</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EDUCATION								
Grade School	11.6	5.6	0.5	0.2	0.9	1.3	0.6	0.1
Some High School	20.1	9.8	1.9	1.5	2.1	5.3	2.1	6.6
High School Graduate	63.8	31.0	10.2	10.4	16.9	22.4	16.7	18.1
Some College	56.9	27.6	37.3	27.6	31.2	34.7	32.3	35.3
College Graduate	36.1	17.5	30.1	35.0	25.2	23.5	27.1	29.5
Graduate School	<u>17.4</u>	<u>8.5</u>	<u>19.8</u>	<u>25.3</u>	<u>23.7</u>	<u>12.8</u>	<u>21.2</u>	<u>10.3</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCOME								
Less than \$10K	14.4	7.0	3.2	6.2	3.9	5.4	4.2	2.9
\$10K to \$20K	22.7	11.0	8.1	5.5	10.3	12.3	6.8	8.4
\$20K to \$30K	25.0	12.1	6.8	4.0	4.0	11.3	6.7	11.1
\$30K to \$40K	24.2	11.8	13.5	16.0	9.0	14.9	13.8	17.5
\$40K to \$50K	17.6	8.5	10.2	14.9	10.1	10.6	13.3	16.4
\$50K to \$75K	34.7	16.9	21.1	25.0	19.8	21.8	20.3	20.7
\$75K and over	<u>45.8</u>	<u>22.2</u>	<u>37.1</u>	<u>31.4</u>	<u>42.9</u>	<u>23.7</u>	<u>35.0</u>	<u>23.1</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Percentages may not equal 100 due to rounding.

* Not including Hispanics.

Source: 2002 Survey of Public Participation in the Arts.

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Ballet	Other Dance	Music Composition	Painting	Writing	Photography	Pottery	Sewing	Own Art	Purchased Art Recently
14.1%	38.3%	72.9%	35.7%	39.5%	45.0%	34.2%	7.1%	44.7%	45.0%
<u>85.9</u>	<u>61.7</u>	<u>27.1</u>	<u>64.3</u>	<u>60.5</u>	<u>55.0</u>	<u>65.8</u>	<u>92.9</u>	<u>55.3</u>	<u>55.0</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6.6	11.2	3.0	8.7	6.3	6.5	8.2	8.6	4.0	5.1
76.5	72.7	78.0	79.9	78.2	81.2	80.6	80.3	87.3	85.4
13.1	9.7	14.6	7.4	12.1	7.6	6.9	6.8	5.3	6.4
<u>3.7</u>	<u>6.4</u>	<u>4.4</u>	<u>3.9</u>	<u>3.4</u>	<u>4.7</u>	<u>4.3</u>	<u>4.3</u>	<u>3.4</u>	<u>3.1</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
41.0	19.0	31.8	23.3	23.3	14.6	17.6	8.5	6.4	8.9
12.6	19.4	25.3	21.3	20.2	19.3	20.3	14.6	14.3	19.0
26.4	20.1	21.3	20.1	20.4	26.2	22.9	20.4	23.2	24.5
9.2	19.1	14.8	18.0	18.2	19.9	20.7	22.0	25.4	24.0
6.7	10.4	5.0	9.9	8.9	11.5	10.2	15.1	16.0	14.2
0.4	7.6	1.4	4.7	5.0	6.0	5.7	11.0	8.9	7.2
<u>3.8</u>	<u>4.5</u>	<u>0.3</u>	<u>2.7</u>	<u>3.9</u>	<u>2.5</u>	<u>2.6</u>	<u>8.5</u>	<u>5.8</u>	<u>2.2</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
n/a	0.9	1.5	1.1	0.8	0.8	1.3	4.2	0.8	0.6
5.8	8.2	4.7	5.9	3.9	3.9	5.6	6.8	2.4	1.9
15.2	21.1	19.5	22.6	18.0	21.9	27.6	29.0	16.3	12.9
37.7	37.6	36.8	37.3	35.8	32.3	36.3	31.7	31.1	29.9
21.2	20.5	24.4	22.3	26.2	26.3	20.2	19.0	29.7	31.5
<u>20.3</u>	<u>11.6</u>	<u>13.2</u>	<u>10.8</u>	<u>15.2</u>	<u>14.8</u>	<u>8.9</u>	<u>9.3</u>	<u>19.8</u>	<u>23.2</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
15.7	5.9	9.8	6.5	8.5	4.4	7.3	7.5	2.9	2.3
n/a	9.5	11.4	9.9	9.5	7.4	9.6	13.2	5.8	4.2
19.8	15.0	9.7	11.4	10.6	7.8	10.9	13.2	7.3	6.5
4.8	14.6	15.1	14.4	13.8	11.6	12.8	13.4	11.7	10.5
12.4	9.8	10.1	10.2	9.9	11.3	9.2	10.4	9.3	7.5
14.6	21.1	19.6	18.0	18.4	21.3	21.7	19.4	22.0	22.9
<u>32.7</u>	<u>24.1</u>	<u>24.2</u>	<u>29.6</u>	<u>29.2</u>	<u>36.2</u>	<u>28.5</u>	<u>23.0</u>	<u>41.0</u>	<u>46.0</u>
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

ceramics or jewelry, or doing any leatherwork or metalwork showed a statistically significant decline between 1992 and 2002. In 2002, 6.9 percent of adults surveyed had participated in these activities in the past 12 months, down from 8.4 percent in 1992.

The decline in participation in this form of visual arts was steepest for people publicly displaying their work. In 1992, 1.7 percent of adults had made pottery or other items in this group of visual arts within the past 12 months and had publicly displayed it.

Table 18.

RATES AT WHICH U.S. ADULTS PERSONALLY PARTICIPATE IN THE ARTS BY DEMOGRAPHIC GROUP, 2002

(PERCENTAGE PARTICIPATING AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002)

	Jazz	Classical	Opera	Choir/ Chorale	Musical Play	Act in Plays	Ballet
ALL ADULTS	1.3%	1.8%	0.7%	4.8%	2.4%	1.4%	0.3%
GENDER							
Male	1.8	1.5	0.6	3.8	1.8	1.3	0.1
Female	0.9	2.1	0.9	5.7	2.8	1.5	0.6
RACE AND ETHNICITY							
Hispanic	0.5	0.7	0.4	2.9	0.8	1.3	0.2
White*	1.5	2.1	0.8	4.5	2.8	1.3	0.4
African American*	1.2	0.4	0.4	9.1	1.4	2.2	0.4
Other*	0.5	2.3	1.0	3.5	1.1	1.1	0.3
AGE							
18-24	1.9	2.5	0.7	4.9	2.5	3.0	1.1
25-34	1.2	1.4	0.6	3.9	2.1	1.4	0.2
35-44	1.5	1.8	0.6	4.8	2.1	1.7	0.4
45-54	2.0	2.5	0.9	5.1	2.7	1.1	0.2
55-64	0.8	1.5	0.9	5.6	2.6	0.9	0.2
65-74	0.5	1.4	0.8	5.3	2.1	0.6	0.0
75 and over	0.4	0.7	0.7	3.7	2.2	0.2	0.2
EDUCATION							
Grade School	0.1	0.1	0.1	1.1	0.2	0.0	0.0
Some High School	0.3	0.3	0.2	2.6	0.5	1.0	0.2
High School Graduate	0.4	0.6	0.4	3.4	1.3	0.8	0.2
Some College	1.8	1.8	0.8	6.0	2.8	1.8	0.5
College Graduate	2.3	3.6	1.0	6.4	3.7	2.4	0.4
Graduate School	3.1	5.4	2.0	7.3	5.9	1.7	0.8
INCOME							
Less than \$10K	0.6	1.5	0.4	3.3	1.3	0.5	0.7
\$10K to \$20K	0.9	0.8	0.6	4.8	1.3	0.9	0.0
\$20K to \$30K	0.7	0.5	0.2	4.0	1.2	1.1	0.5
\$30K to \$40K	1.4	1.9	0.5	5.5	2.5	1.9	0.1
\$40K to \$50K	1.5	2.9	0.8	5.3	3.3	2.4	0.5
\$50K to \$75K	1.5	2.5	0.8	5.6	2.6	1.5	0.3
\$75K and over	2.0	2.4	1.3	4.6	3.4	1.3	0.5

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

Source: 2002 Survey of Public Participation in the Arts.

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By 2002, this percentage had fallen to 1.1 percent of adults (a statistically significant decrease).

Women are more likely to make pottery and other items than men, and younger age groups are more likely to participate in these activities than older age

groups. There are no income-related differences. Those with some college education are the most likely to make pottery and other items. Whites are slightly more likely than other ethnicities and races to make these items.

Other Dance	Music Composition	Painting	Writing	Photography	Pottery	Sewing	Own Art	Purchased Art Recently
4.2%	2.3%	8.6%	7.0%	11.5%	6.9%	16.0%	19.3%	29.5%
3.3	3.6	6.4	5.8	10.8	4.9	2.4	18.0	29.7
4.9	1.2	10.6	8.2	12.1	8.7	28.5	20.5	29.3
4.2	0.6	6.8	4.0	6.7	5.1	12.5	7.0	37.5
4.1	2.5	9.4	7.6	12.8	7.6	17.6	23.1	28.9
3.5	3.0	5.6	7.4	7.6	4.1	9.4	8.8	35.9
5.8	2.3	7.4	5.3	11.9	6.5	14.9	14.5	26.3
6.0	5.7	15.4	12.7	12.9	9.3	10.4	9.4	41.0
4.5	3.3	10.2	7.9	12.3	7.8	13.0	15.3	39.1
3.9	2.3	8.1	6.7	14.1	7.4	15.3	20.9	31.2
4.2	1.8	8.2	6.8	12.1	7.5	18.6	25.8	27.9
3.4	0.9	6.7	5.0	10.5	5.6	19.1	24.5	26.1
3.7	0.4	4.8	4.1	8.1	4.6	20.5	20.1	23.7
2.5	0.1	3.1	3.7	3.8	2.4	18.0	14.8	11.4
0.7	0.6	1.7	1.0	1.7	1.6	12.0	2.6	22.8
3.5	1.1	5.2	2.8	4.7	3.9	11.1	4.7	24.1
2.8	1.5	6.3	4.1	8.1	6.1	15.0	10.1	23.2
5.7	3.1	11.6	9.1	13.4	9.0	18.3	21.6	28.3
4.9	3.3	11.0	10.6	17.3	8.0	17.4	32.8	31.4
5.7	3.7	11.0	12.7	20.1	7.3	17.6	45.3	34.4
3.1	3.0	7.3	7.8	6.7	6.6	15.7	7.4	23.4
3.2	2.2	7.1	5.5	7.1	5.5	17.5	9.3	21.6
4.5	1.7	7.4	5.6	6.8	5.7	15.9	10.6	26.5
4.6	2.8	9.7	7.6	10.5	6.9	16.8	17.6	26.9
4.2	2.5	9.4	7.4	13.8	6.8	17.8	19.0	24.1
4.6	2.5	8.4	7.0	13.3	8.1	16.9	23.0	31.0
4.0	2.4	0.6	8.5	17.2	8.1	15.2	32.7	33.6

OWNING ART

The SPPA surveys ask people whether they own any original pieces of art, such as paintings, drawings, sculpture, prints or lithographs. In 2002, 19 percent of adults reported owning original art. This translates into about 40 million adults owning original art. The proportion of adults owning original art declined slightly from 1992, when 22 percent said they did (see Table 15).

As in 1992, of the adults who said that they owned original art in 2002, almost one-third had purchased or otherwise acquired original art during the past 12 months. About 6 percent of adults said that they had purchased original art in 2002; 7 percent did in 1992.

There are dramatic demographic differences between those reporting they own art and those who do not. About one-third of respondents in households making more than \$75,000 per year report owning original art. People ages 45 to 64 are more likely to own original art than other age groups.

LITERATURE

When asked whether they did any creative writing such as stories, poems or plays during the last 12 months (excluding work or school), 7 percent of adults surveyed in 2002 said “yes.” This adds up to about 14 million people participating in creative writing in 2002. Participation in creative writing showed little change from 1992, as Table 15 examines.

Those who had been involved in creative writing were asked if any of their works had been published. About one in seven said “yes.” Overall participation in creative writing where the work is published was about 1 percent of adults in 2002, relatively unchanged over the past 10 years.

Younger respondents with more formal education were the most likely to report writing creative pieces during the previous 12 months.

ARTS CLASSES

Lifetime participation. The SPPA asks respondents whether they had ever taken lessons or classes in a number of different art forms. These results pertain to lifetime participation, not what respondents did in 2002.

In the 2002 SPPA, about one-third of adults said that they had taken lessons or classes in music (voice training

Table 19.
U.S. ADULTS TAKING AN ARTS
LESSON OR CLASS AT ANY TIME IN
THEIR LIVES: 1982, 1992, 2002

	Lifetime Participation		
	1982	1992	2002
TYPE OF CLASS/LESSON			
Music	47.0%	40.0%	33.9%
Music appreciation	20.0	18.0	16.1
Ballet	7.0	7.0	6.4
Modern/other dance	NA	16.0	11.4
Acting/theater	9.0	7.0	7.0
Visual arts	24.0	18.0	16.5
Art appreciation	20.0	23.0	18.3
Creative writing	18.0	16.0	13.1

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

Table 20.
U.S. ADULTS TAKING AN ARTS
LESSON OR CLASS IN THE 12-MONTH
PERIOD ENDING AUGUST 2002

	Percent
TYPE OF CLASS/LESSON	
Music	1.4
Music appreciation	0.6
Ballet	0.1
Modern/other dance	0.7
Acting/theater	0.5
Visual arts	1.7
Art appreciation	1.0
Creative writing	1.0

Source: 2002 Survey of Public Participation in the Arts.

or playing an instrument) at some point in their lives. One-third of respondents said that they had taken a music class at some point in their lives. This percentage drops to about 16 to 18 percent of adults for art appreciation classes, visual arts classes and music appreciation classes. Fewer adults had taken classes in creative writing, modern or other dance, acting or theater, or ballet. Table 19 shows these results.

Since 1982, the share of adults who have taken arts classes at any time in their lives has been declining. Problems with respondents' recall may partially explain this decline. People tend to take classes and lessons

when they are young. As the population ages, as it did in 1992 and 2002, more SPPA respondents may simply not remember taking art classes, causing the reported share taking classes at any time to decline.

Participation in past year. The 2002 SPPA asked respondents who said they had taken a specific type of class at some point in their lives whether they had taken that type of class in the past 12 months.

As shown in Table 20, more adults took a visual arts or music class in 2002 than other types of lessons and classes. In 2002, 1.7 percent of adults took a visual arts class. About 1.4 percent of adults took a music lesson or class.

About 1 percent of respondents said that they had taken a class in art appreciation or art history in 2002. An equal number of adults took a creative writing class. Fewer adults took a modern or other type of dance class (0.7 percent), a music appreciation class (0.6 percent) or acting or theater class (0.5 percent). Very few survey respondents said that they had taken a ballet class in the past 12 months.

CHAPTER 6

ARTS PREFERENCES AND
LEISURE PARTICIPATION

The 2002 SPPA asked two series of questions about preferences for attending different arts events and preferences for types of music. Survey results for these questions give further insight into the level of interest or demand for different art forms. To understand arts participation in the context of overall leisure, the 2002 SPPA asked about other leisure activities as well.

ARTS PREFERENCES

In order to learn more about their preferences for attending arts events, respondents were read a list of activities and asked, “If you could go to any of these events as often as you wanted, which ones would you go to more often than you do now?”

Respondents could identify any, all or none of the arts activities mentioned as activities they would like to go to more often, or none of them.

Desire to attend more. Visiting an art museum or gallery was cited by 37 percent of adults as an arts activity they wanted to go to more often. This was also the leading response in 1992, as shown in Table 21.

After the list of activities was read and answered, the respondent was asked which of the events he or she would like to do most. Again, more respondents answered they would most like to visit an art museum than any other arts activity.

As shown in Table 22, 23 percent of adults answered that they would most like to visit an art museum, while attending a musical was the next most common response. Jazz was the third most commonly cited

Table 21.
U.S. ADULTS' PREFERENCES FOR
ATTENDING ADDITIONAL ARTS
EVENTS: 1982, 1992, 2002

TYPE OF EVENT	Desire to Attend More Arts Performances		
	1982	1992	2002
Jazz	18.0%	25.0%	24.3%
Classical music	18.0	25.0	22.7
Opera	7.0	11.0	11.5
Musicals	33.0	36.0	29.8
Plays	25.0	34.0	27.1
Ballet	12.0	18.0	13.8
Other dance	NA	24.0	20.4
Art museums	31.0	38.0	37.3

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

activity. About 12 percent of adults responded there was “no one thing” they wanted to do most.

Demographic differences. Men chose art museums and jazz performances more often than women as the event they would most like to attend more often. Women’s number one choice was attending a musical.

About 43 percent of African Americans chose attending a jazz performance more frequently. This is a significantly higher percentage than the 14 percent of whites and 15 percent of Hispanics choosing jazz. For non-African Americans, visiting an art museum was the number one choice.

People ages 65 and older most frequently chose musicals as the event they would like to see most, while

Table 22.
**TYPE OF ARTS EVENT U.S. ADULTS
 WOULD PREFER TO ATTEND MOST,
 2002**

Type of Arts Event Preferred "Most"	Percent
Art Museum/Gallery	23%
Musical	18
Jazz	17
No one thing	12

Source: 2002 Survey of Public Participation in the Arts.

other age groups chose visiting an art museum.

As the level of formal education increases, a higher percentage of respondents indicate they would prefer to see a musical over other art forms. For those with a college degree and higher, about 20 percent said they would most like to see a musical. This is about equal to the number of people with a college education choosing to visit an art museum as their preferred activity.

MUSIC PREFERENCES

Since 1982, SPPAs have asked people whether or not they liked certain types of music and what type of music was their favorite. Even though the categories of music have been expanded and refined in the last 20 years, the types of music that people say they like and that are chosen as respondents' favorite style of music have not changed much.

Music people like. Table 23 presents the percentage of people responding that they liked each specified type of music. Almost one-half of adults like to listen to classic rock or oldies. Four in ten people like country-western.

Blues/R&B, mood/easy listening, jazz, classical/chamber music and hymns/gospel music are each "liked" by more than one-quarter of U.S. adults. The 2002 SPPA divided the rock music category into "rock/heavy metal" and "classic rock/oldies." About one-quarter of U.S. adults said that they liked rock/heavy metal.

As types of music researched in the SPPA have expanded, the number of adults saying that they liked any particular form of music has declined. Only the percentage of respondents reporting they like to listen

Table 23.
**TYPES OF MUSIC LIKED BY U.S.
 ADULTS: 1982, 1992, 2002**

TYPE OF MUSIC	Percent of Adult Population Liking Each Type of Music		
	1982	1992	2002
Classic Rock/Oldies	NA%	NA%	48.3%
Country-Western	58.0	52.0	40.4
Blues/R&B	NA	40.0	29.9
Mood/Easy	48.0	49.0	29.1
Jazz	26.0	34.0	27.5
Classical/chamber	28.0	33.0	27.4
Hymns/Gospel	36.0	38.0	27.4
Rock/Heavy Metal	NA	NA	23.6
Big Band	33.0	35.0	23.4
Bluegrass	25.0	29.0	20.2
Latin/Salsa	NA	20.0	20.0
Ethnic/National	NA	22.0	17.2
Rap	NA	12.0	17.1
Electronic	NA	NA	16.8
Show tunes/opereettas	23.0	28.0	16.7
Reggae	NA	19.0	15.7
Folk (Contemporary)	25.0	23.0	14.8
New Age	NA	15.0	12.3
Parade/March	NA	18.0	11.8
Opera	10.0	12.0	10.2
Choral Glee Club	NA	14.0	9.4
Soul	26.0	24.0	NA
Rock	35.0	44.0	NA

Note: "NA" indicates, "Not Asked."

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

Table 24.
**TYPE OF MUSIC U.S. ADULTS LIKED
 BEST, 2002**

Type of Music Liked Best	Percent
Classic Rock/Oldies	16%
Country	15
No one specific type	14

Source: 2002 Survey of Public Participation in the Arts.

to rap music increased from 1992 to 2002 (from 12 to 17 percent).

Music people like best. After being reminded of the types of music they said they liked, SPPA respondents were asked which type they liked best (Table 24).

Table 25.
U.S. ADULTS' MUSIC PREFERENCES: 1982, 1992, 2002

Music Preference Rankings—Top 5 Music Types			
	1982	1992	2002
1.	Country-Western	Country-Western	Classic Rock/Oldies
2.	Mood/Easy	Mood/Easy	Country-Western
3.	Hymns/Gospel	Rock	Blues/R&B
4.	Rock	Blues/R&B	Mood/Easy
5.	Big Band	Hymns/Gospel	Hymns/Gospel

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

Table 26.
PARTICIPATION IN OTHER LEISURE ACTIVITIES: 1982, 1992, 2002

TYPE OF ACTIVITY	Percent of Adults Participating		
	1982	1992	2002
Movies	63.0%	59.0%	60.0%
Exercise	51.0	60.0	55.1
Gardening	60.0	55.0	47.3
Home improvements	60.0	48.0	42.4
Amusement parks	49.0	50.0	41.7
Benchmark arts events	39.0	41.0	39.0
Sporting events	48.0	37.0	35.0
Outdoor activities	36.0	34.0	30.9
Active sports	39.0	39.0	30.4
Volunteer/charity	28.0	33.0	29.0
TV hours per day	3.0	3.0	2.9

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

The favorite was classic rock/oldies, selected by 16 percent of survey respondents, followed by country music (15 percent). For 14 percent of respondents, no one specific type of music was liked best

From Table 25 it is clear that the types of preferred music picked have remained fairly consistent in the last twenty years. Although the order changed slightly in 2002 when classic rock/oldies moved into first place, the same types of music appeared in the top five for 1992 and 2002.

Demographic differences. Demographic differences in preferences for different types of music are as pronounced as for participation in performing and visual arts.

Women showed more of a preference for mood/easy

listening music and hymns, while men preferred classic rock and rock/heavy metal music.

Whites tend to prefer classic rock music and country music, while African Americans more often prefer hymns, jazz and rap music. Hispanic respondents said that they preferred Latin music far more frequently than other types of music. People of races and/or ethnicities other than white,

Hispanic or African American (largely Asian Americans and Native Americans) tend to prefer classical and ethnic music.

Younger respondents (18 to 24 years old) are more likely to prefer rap, reggae and rock/heavy metal than other age groups.

OTHER LEISURE ACTIVITIES

Placing arts attendance in context with participation in other activities is an important step in interpreting the changes in arts' participation levels. Table 26 displays results from 1982, 1992 and 2002 SPPA questions on non-arts activities.

Participation rates. More people go to the movies than any other leisure activity studied in the SPPA. About six in ten people went to the movies in 2002, a rate that has held steady since 1982. Over one-half of respondents said that they participated in an exercise program in 2002. Nearly one-half of adults participate in gardening for pleasure. Attendance at any one of the benchmark arts events had about the same participation in 2002 as making repairs or improvements to one's home or going to an amusement or theme park. Going to the arts involved more adults than going to sporting events (not including youth sports).

Fewer respondents said that they played sports, visited amusement parks and gardened in the 2002 SPPA than in 1992.

The average number of hours that SPPA respondents report watching television has not changed significantly since 1982.

Demographic differences. The demographic profiles of those participating in these non-arts activities are somewhat similar to those participating in the arts (See tables 27 and 28). People with higher incomes

Table 27.

DEMOGRAPHIC DISTRIBUTION OF ADULTS PARTICIPATING IN OTHER LEISURE ACTIVITIES AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002

	U.S. Adult Population		Movies	Sports Events	Amusement Park	Exercise Program	Playing Sports	Outdoor Activities	Charity Work	Home Improvement/Repair	Gardening
	Millions	Percent									
GENDER											
Male	98.7	47.9%	47.4%	56.5%	46.4%	47.8%	61.0%	53.2%	42.2%	52.2%	37.6%
Female	<u>107.2</u>	<u>52.1</u>	<u>52.6</u>	<u>43.5</u>	<u>53.6</u>	<u>52.2</u>	<u>39.0</u>	<u>46.8</u>	<u>57.8</u>	<u>47.8</u>	<u>62.4</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RACE AND ETHNICITY											
Hispanic	22.7	11.0	9.6	8.3	10.3	8.0	8.1	5.3	5.8	7.3	8.1
White*	150.1	72.9	76.5	79.9	74.8	78.2	79.1	88.1	81.6	82.0	80.5
African American*	23.7	11.5	9.4	8.9	10.1	9.6	8.7	3.1	9.0	7.1	7.4
Other*	<u>9.5</u>	<u>4.6</u>	<u>4.5</u>	<u>2.9</u>	<u>4.8</u>	<u>4.2</u>	<u>4.1</u>	<u>3.5</u>	<u>3.5</u>	<u>3.7</u>	<u>4.0</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGE											
18-24	26.8	13.0	17.9	17.1	17.9	14.5	21.1	15.8	11.3	6.5	5.7
25-34	36.9	17.9	22.0	21.4	24.2	19.6	23.4	22.5	16.1	17.4	15.7
35-44	44.2	21.5	24.2	25.7	27.3	23.1	25.7	27.0	24.5	26.7	23.4
45-54	39.0	18.9	19.0	19.4	16.8	20.1	17.8	20.2	21.8	24.5	22.1
55-64	25.9	12.6	9.8	9.2	8.2	11.1	6.6	8.9	12.2	13.3	15.1
65-74	17.6	8.5	4.6	4.8	3.8	7.3	3.9	4.2	8.5	7.8	10.4
75 and over	<u>15.5</u>	<u>7.5</u>	<u>2.4</u>	<u>2.4</u>	<u>1.7</u>	<u>4.3</u>	<u>1.5</u>	<u>1.4</u>	<u>5.5</u>	<u>3.9</u>	<u>7.6</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EDUCATION											
Grade School	11.6	5.6	1.8	1.5	2.3	2.2	1.3	1.1	1.6	2.6	3.9
Some High School	20.1	9.8	6.4	4.9	7.2	5.8	5.5	4.9	4.2	5.7	6.4
High School Graduate	63.8	31.0	26.7	25.0	28.2	25.7	23.1	25.0	21.6	26.0	28.7
Some College	56.9	27.6	31.7	31.5	32.4	31.2	32.0	32.3	31.4	30.3	29.0
College Graduate	36.1	17.5	22.5	25.5	21.0	23.2	26.0	24.4	25.7	23.1	20.7
Graduate School	<u>17.4</u>	<u>8.5</u>	<u>10.9</u>	<u>11.6</u>	<u>8.9</u>	<u>11.9</u>	<u>12.1</u>	<u>12.4</u>	<u>15.5</u>	<u>12.3</u>	<u>11.3</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCOME											
Less than \$10K	14.4	7.0	4.9	3.6	5.5	5.1	3.7	3.7	4.3	3.5	5.2
\$10K to \$20K	22.7	11.0	8.5	6.9	8.8	9.2	7.3	6.8	7.8	6.7	10.0
\$20K to \$30K	25.0	12.1	10.7	8.8	11.0	10.9	9.3	9.1	9.5	8.9	11.6
\$30K to \$40K	24.2	11.8	12.3	10.9	12.0	12.4	11.1	12.3	12.0	12.6	12.7
\$40K to \$50K	17.6	8.5	9.9	9.3	9.5	9.4	9.0	10.2	9.4	10.2	9.8
\$50K to \$75K	34.7	16.9	21.4	23.6	22.1	21.1	21.7	22.7	22.4	23.2	21.4
\$75K and over	<u>45.8</u>	<u>22.2</u>	<u>32.2</u>	<u>36.9</u>	<u>31.1</u>	<u>31.9</u>	<u>37.9</u>	<u>35.2</u>	<u>34.5</u>	<u>34.9</u>	<u>29.1</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Not including Hispanics.

Note: Totals may not equal 100.0 percent due to rounding.

Source: 2002 Survey of Public Participation in the Arts.

and more advanced formal education are also more likely to participate in non-arts leisure activities. However, the influence of education on the participation rates of non-arts leisure activities is much smaller than for the arts. The greatest effects of education

appear to be on the likelihood of volunteering or doing charity work — college graduates are more than twice as likely as those with high school degrees to say that they are involved in these activities.

Men are more likely than women to attend sporting

Table 28.

PERCENTAGE OF U.S. ADULTS WHO PARTICIPATED AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002

	Movies	Sports Events	Amusement Park	Exercise Program	Playing Sports	Outdoor Activities	Charity Work	Home Improvement/Repair	Gardening
ALL ADULTS	60.0%	35.0%	41.7%	55.1%	30.4%	30.9%	29.0%	42.4%	47.3%
GENDER									
Male	59.5	41.4	40.4	55.0	38.8	34.3	25.6	46.3	37.1
Female	60.5	29.2	42.9	55.1	22.7	27.7	32.1	38.9	56.7
RACE AND ETHNICITY									
Hispanic	52.5	26.4	38.9	40.1	22.3	14.9	15.3	28.0	34.8
White*	63.0	38.4	42.8	59.1	33.0	37.3	32.5	47.7	52.3
African American*	49.2	27.0	36.6	46.1	23.1	8.2	22.7	26.3	30.3
Other*	58.1	22.3	43.9	50.4	26.9	23.9	22.5	33.8	41.3
AGE									
18-24	82.8	46.0	57.6	61.3	49.4	37.7	25.3	21.1	20.7
25-34	73.3	41.8	56.2	60.2	39.6	38.8	26.0	41.1	41.4
35-44	68.0	42.2	53.3	59.5	36.6	39.0	33.2	53.0	51.
45-54	60.4	35.8	37.1	58.6	28.6	33.0	33.4	54.9	55.4
55-64	46.6	25.5	27.1	48.4	16.0	21.7	28.1	44.8	56.6
65-74	32.2	19.7	18.4	47.0	13.7	14.9	28.8	38.4	57.2
75 and over	19.5	11.1	9.6	31.3	6.0	5.8	21.3	22.1	47.9
EDUCATION									
Grade School	19.5	9.4	17.2	21.0	6.9	6.0	8.2	19.5	32.5
Some High School	39.4	17.4	30.6	32.7	17.2	15.7	12.5	24.9	31.2
High School Graduate	51.7	28.3	37.9	45.6	22.6	24.8	20.2	35.6	43.8
Some College	68.7	39.9	48.9	62.3	35.2	36.1	33.1	46.5	49.6
College Graduate	77.1	51.0	50.1	73.2	45.2	43.0	42.6	56.0	56.1
Graduate School	77.5	48.3	44.0	77.3	43.6	45.3	53.1	61.6	63.3
INCOME									
Less than \$10K	38.7	16.5	30.4	36.5	15.0	15.2	16.2	19.7	32.2
\$10K to \$20K	41.8	20.1	30.7	42.0	18.5	17.4	18.8	23.5	38.8
\$20K to \$30K	48.3	23.0	34.7	45.2	21.4	21.2	20.7	28.4	40.9
\$30K to \$40K	57.5	30.0	39.3	53.3	26.6	29.8	27.4	42.0	46.6
\$40K to \$50K	63.1	34.8	42.6	55.0	29.3	33.7	29.1	46.0	49.1
\$50K to \$75K	69.3	44.8	50.2	63.0	36.0	38.2	35.3	53.6	54.4
\$75K and over	79.4	53.3	54.0	72.5	48.0	45.3	41.5	61.2	56.3

*Not including Hispanics.

Source: 2002 Survey of Public Participation in the Arts.

events, play sports, participate in outdoor activities and do home improvement or repair projects. Women are more likely to garden and do charity work.

Non-Hispanic whites are generally more likely to participate in all leisure activities surveyed than other ethnicities or races. African Americans have a particularly low rate of participating in outdoor activities (e.g., camping and hiking) compared with other ethnicities and races.

Younger respondents are more likely to go to the movies, sporting events and amusement parks than older respondents. Young adults are more likely to play sports. Older respondents are more likely to garden.

CHAPTER 7

REGIONAL DIFFERENCES
IN ARTS PARTICIPATION

Arts attendance and media participation vary by region of the United States. The following results tabulate attendance by home address of the respondent. Therefore, if a resident from Colorado attended the ballet in New York City, that attendance is counted in the Mountain Region. Only 2002 results are analyzed, as the 1992 SPPA did not detail geographic results and data in the 1997 SPPA are not directly comparable to the 2002 survey.

ATTENDANCE

Residents of some regions of the United States are more likely to go to arts activities than found for the country as a whole.

Residents of the Mountain and Pacific regions had the highest reported attendance rate for “benchmark” arts activities. About 47 percent of Mountain Region residents and 45 percent of Pacific Region residents reporting that they went to a jazz, classical music, opera, musical or non-musical play, ballet, or art museum between September 2001 and August 2002. Arts attendance of residents of the East South Central and the West South Central regions lagged other parts of the country.

Table 29 shows attendance at benchmark activities by region. It also presents reported attendance rates for each art form studied in the SPPA.

Figure 7 shows the United States broken into regions, including how those regions rate in attending specific arts events.

The following discussion examines each region in order of reported benchmark attendance. Note that, in

most cases, there is not a statistically significant difference in attendance rates between the “first place” region and “second” or “third place” region.

Mountain Region. The Mountain Region is comprised of Montana, Idaho, Nevada, Utah, Wyoming, Colorado, Arizona and New Mexico. For the specific types of art attendance, the Mountain Region ranked first in the percentage of adults reporting that they:

- Attend jazz performances;
- Attend classical music performances;
- Attend opera performances;
- Attend other dance performances (not including ballet);
- Visit art museums or galleries;
- Visit historic sites; and
- Read literature.

Pacific Region. The Pacific Region includes California, Oregon, Washington, Alaska and Hawaii. Residents of this region had the highest rates of attending art festivals and fairs. They had the second highest rate of attending benchmark arts activities.

New England. New England residents (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut) had the highest rate of attending non-musical plays and ballet.

Middle Atlantic Region. The Middle Atlantic Region, including New York, New Jersey and Pennsylvania, ranked first in attendance of musical plays and second for non-musical plays. Residents of

Table 29.

PERCENTAGE OF U.S. ADULTS PARTICIPATING IN THE ARTS AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002 BY REGION

	All Adults	New England	Middle Atlantic	South Atlantic	East South Central	East North Central	West South Central	West North Central	Mountain	Pacific
PERFORMING ARTS										
<i>MUSIC</i>										
Jazz*	10.8%	11.4%	11.1%	10.3%	8.3%	10.4%	9.0%	9.9%	13.2%	12.7%
Classical music*	11.6	14.9	10.6	9.7	11.1	12.2	9.5	10.4	16.0	13.1
Opera*	3.2	3.8	4.2	3.1	1.4	1.8	2.0	2.3	6.1	4.1
<i>PLAYS</i>										
Musical plays*	17.1	19.0	22.0	15.0	14.3	18.0	12.3	18.3	19.5	16.8
Non-musical plays*	12.3	15.7	13.9	10.2	8.8	13.5	9.5	12.6	13.6	13.9
<i>DANCE</i>										
Ballet*	3.9	5.1	4.0	3.8	4.7	3.4	3.0	1.8	4.9	4.6
Other dance ¹	6.3	7.2	5.3	5.7	5.5	6.6	4.1	6.2	9.4	8.1
VISUAL ARTS										
Art museums/galleries*	26.5	30.6	26.8	23.9	19.7	24.2	22.5	27.8	33.7	32.1
Art/craft fairs and festivals	33.4	34.5	33.2	30.1	27.9	36.1	28.1	36.4	36.4	37.4
HISTORIC SITES										
Parks/historic buildings/ neighborhoods	31.6	34.2	33.9	28.2	29.8	29.4	26.6	35.1	36.5	35.3
LITERATURE										
Plays/poetry/novels/ short stories	46.7	50.0	49.7	43.3	40.9	45.5	40.9	49.9	53.4	50.4
ANY BENCHMARK ACTIVITY										
	39.4	42.7	41.9	35.8	30.4	39.3	33.0	40.4	46.8	45.0

* Denotes "benchmark" art activity.

¹ "Other dance" refers to dance other than ballet, including modern, folk and tap.

Source: 2002 Survey of Public Participation in the Arts.

the region were fourth in attending benchmark arts activities.

West North Central Region. Seven Midwestern and Great Plains states comprise the West North Central Region (North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, and Missouri). Residents of this region had relatively high rates of attending art and craft fairs and festivals and historic sites. West North Central residents reported the lowest rate of attending ballet.

East North Central Region. Residents of the

Midwestern states of Wisconsin, Illinois, Indiana, Michigan and Ohio reported attendance of arts activities very close to national averages. Opera was an exception, with residents reporting the lowest rates of opera attendance of any region except for the East South Central region.

South Atlantic Region. The South Atlantic Region encompasses each state from Maryland to Florida, including Delaware and West Virginia. South Atlantic residents attend arts activities at lower rates than the rest of the country.

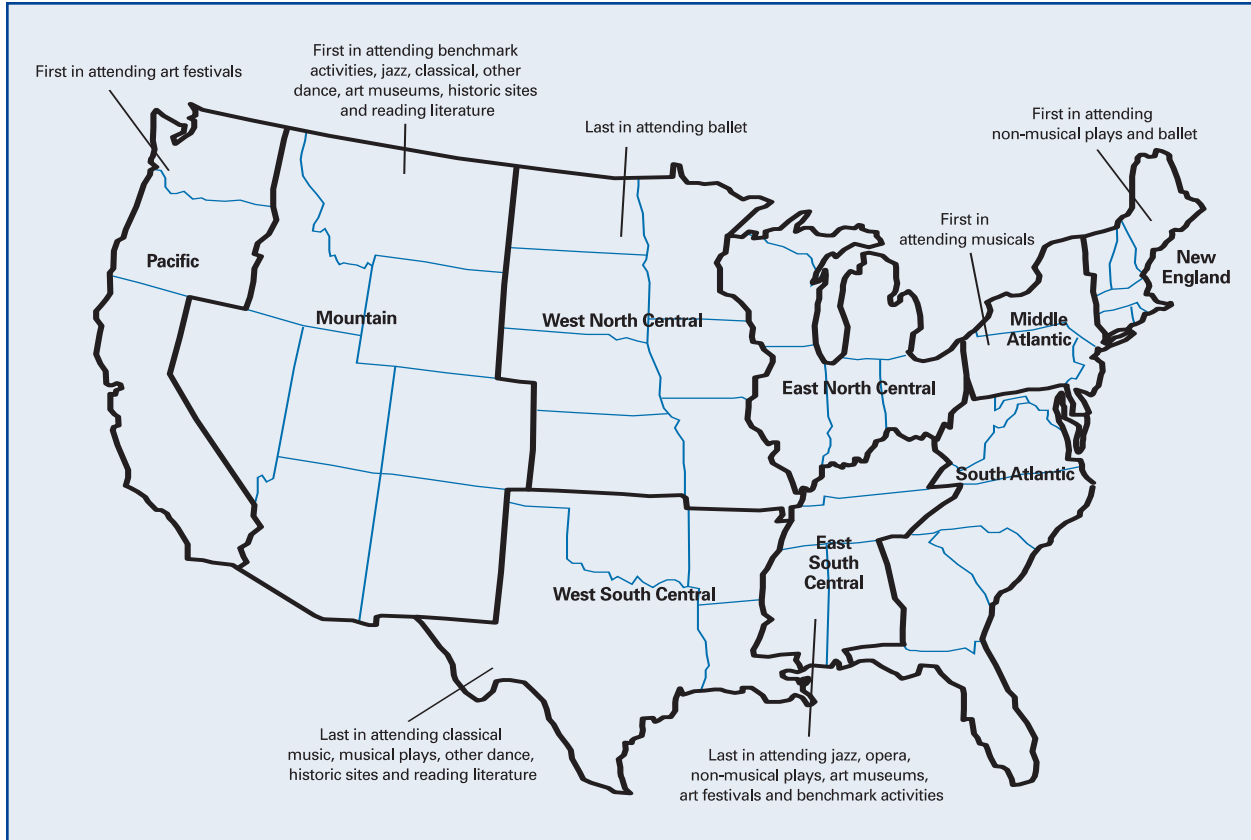


Figure 7. Key Findings for Study Area Regions, 2002

Source: 2002 Survey of Public Participation in the Arts.

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 other regions of the United States. The West South Central Region includes Texas, Oklahoma, Arkansas and Louisiana. Residents of this region reported the lowest rates of attendance for classical music, musical plays and other dance. They were the least likely to go to a historic site or to read literature.

East South Central Region. Kentucky, Tennessee, Alabama and Mississippi are the states in the East South Central Region. About 30 percent of adults in this region attended one or more benchmark arts activities in 2002 compared with a national average of 39 percent. The East South Central had the lowest reported attendance of jazz, opera, non-musical plays, art museums and art festivals.

MEDIA PARTICIPATION

Residents of the Pacific Region have the highest rates of media participation in the arts for nearly all forms of art studied in the SPPA. For example, residents of Pacific states are more likely to listen to jazz or opera on the radio or watch musicals on television than other parts of the country. Residents of Mountain states and New England are also more likely to watch or listen to different types of performing arts than other parts of the country.

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

Table 30 provides detail for media participation for all regions.

TRIPS TAKEN FOR ART

In 2002, a question new to the SPPA asked if the respondent had taken a trip that included attending a

Table 30.

**PERCENTAGE OF U.S. ADULTS WHO WATCHED OR LISTENED TO THE ARTS
IN THE 12-MONTH PERIOD ENDING AUGUST 2002 BY REGION**

	All Adults	New England	Middle Atlantic	South Atlantic	East South Central	East North Central	West South Central	West North Central	Mountain	Pacific
PERFORMING ARTS										
<i>MUSIC</i>										
Jazz										
TV/VCR/DVD	16.4%	18.6%	16.1%	16.5%	15.3%	15.8%	14.1%	12.1%	17.3%	20.1%
Radio	23.5	23.9	22.2	22.6	18.4	23.4	20.0	22.2	27.4	29.0
Audio recordings	17.2	18.9	16.6	17.4	13.3	16.3	14.1	14.6	20.3	21.4
Classical music										
TV/VCR/DVD	18.1	20.2	21.7	15.9	15.2	18.3	13.5	16.3	19.4	21.1
Radio	23.9	29.0	25.8	20.0	17.1	22.7	22.0	24.8	29.7	27.8
Audio recordings	19.3	22.1	22.5	15.9	13.5	18.2	15.7	18.7	25.5	23.3
Opera										
TV/VCR/DVD	5.8	5.9	6.8	4.9	3.7	5.5	5.4	4.0	5.9	7.8
Radio	5.7	7.0	7.0	4.6	4.2	5.3	5.2	4.0	5.2	7.8
Audio recordings	5.5	6.5	6.1	4.1	5.1	5.3	3.5	4.8	7.2	7.8
Internet, exploring opera	1.3	1.3	1.2	1.5	0.3	0.8	1.9	1.1	2.1	1.4
Internet, exploring all types of music	13.1	15.9	13.1	12.2	10.5	11.9	13.0	14.4	15.0	14.2
<i>PLAYS</i>										
Musicals										
TV/VCR/DVD	11.7	11.3	13.2	9.7	10.2	12.7	8.9	11.6	13.6	13.7
Radio	2.4	2.5	3.1	1.6	1.6	2.7	2.0	1.3	2.3	3.4
Audio recordings	4.3	4.7	6.5	2.9	2.7	4.4	2.3	4.2	5.2	5.2
Non-musical plays										
TV/VCR/DVD	9.4	10.7	12.1	9.1	6.3	9.3	7.3	7.8	9.1	10.7
Radio	2.1	2.5	1.8	1.5	2.1	2.1	1.8	1.9	1.9	3.1
Internet, exploring all types of theater	4.1	6.3	4.6	3.8	2.5	3.5	4.0	2.8	4.7	4.8
<i>DANCE, INCLUDING BALLET</i>										
TV/VCR/DVD	12.6	12.1	13.2	10.9	10.2	13.3	10.6	11.3	13.8	15.9
Internet, exploring dance	2.0	2.9	1.8	2.1	0.8	1.4	2.4	2.1	2.9	2.2
VISUAL ARTS										
TV/VCR/DVD	25.0	23.4	23.8	22.4	22.7	23.1	23.6	25.3	30.1	30.9
Internet, exploring visual arts	5.9	6.7	5.2	5.9	4.1	5.2	6.0	5.8	8.1	6.5
LITERATURE										
Listen to poetry or novels	12.4	12.2	12.5	11.3	9.1	12.7	10.0	12.0	16.5	14.8
Internet, exploring novels, poetry or plays	9.2	9.8	8.6	8.5	8.2	9.5	9.5	8.6	10.9	9.9

Source: 2002 Survey of Public Participation in the Arts.

performing arts event or visiting an art museum. Although it is not known if the respondent traveled out of their home state, these responses may provide insight into the prevalence of traveling to attend an art event. Only people who went to at least one arts event are included in the data.

Among the people who attended an arts event in 2002:

- 57 percent took a trip where they attended a performing arts event or visited an art museum;
- 47 percent took a trip more than one hour from home where they went to an event or an art museum;
- 43 percent took a trip of more than 50 miles from home where they went to an arts event or an art museum; and

- 37 percent of arts attenders took an overnight trip where they attended an arts event or went to an art museum.

Table 31 displays the results of all respondents.

Arts attenders from the East North Central Region are the least likely to travel to view an arts performance or museum. Only 51 percent of respondents who had attended a performance or visited an art museum took a trip that included the arts.

People from New England who go to the arts are the most likely to take a trip that includes the arts. Among arts attenders in New England, 63 percent took at least one trip including the arts in the twelve months ending August 2002.

Table 31.
TRIPS TO PERFORMING ARTS EVENTS AMONG ARTS ATTENDERS,* 2002

Number of Trips	Any Trip	Trips More Than One Hour From Home	Trips 50+ Miles From Home	Overnight Trips
None	43.3 %	52.6 %	57.4 %	62.8 %
1-2	37.4	34.8	31.9	28.3
3+	<u>19.3</u>	<u>12.6</u>	<u>10.7</u>	<u>8.8</u>
Total	100.0 %	100.0 %	100.0 %	100.0 %

*People who attended at least one arts event.
Source: 2002 Survey of Public Participation in the Arts.

CHAPTER 8

SUMMARY RESULTS FOR BENCHMARK ACTIVITIES

ART MUSEUMS AND GALLERIES

Art museums and galleries are attended by more adults than any benchmark arts activity. The percentage of people reporting that they would like to visit art museums more is also the highest of any art form. Attendance rates for art museums or galleries remained steady between 1992 and 2002. Watching programs on artists declined significantly between 1992 and 2002.

Women are slightly more likely to visit art museums and galleries, as are people ages 45 to 54.

Worthwhile Facts

- More than half of U.S. adults with a graduate level degree visited an art museum or art gallery in 2002. This is unique among benchmark arts participation — more people in this demographic group visited than did not visit in 2002.
- Art museum attendance rates jumped from 30 percent for adults in households making \$50K to \$75K to 45 percent for adults in households earning more than \$75K.
- One-third of adults 45 to 54 visited an art museum or gallery in 2002. Attendance drops sharply for adults older than 75 years.
- Survey respondents selecting “other race,” which includes Asians and Native Americans, are the most likely to have visited an art museum. Non-Hispanic whites are second.
- Crossover of art museum attendance and attendance at other art activities is extremely high. At least 50 percent of attenders at jazz, classical music, opera, ballet, other dance, art festivals and historic sites also visited an art museum in 2002.

Table 32.

KEY FACTS FOR ART MUSEUMS AND GALLERIES

	Percent of U.S. Adults		
	1982	1992	2002
Visit a museum or gallery	22%	27%	27%
Watch on TV, Video or DVD	23	34	25
Like to go to more often	31	38	37

More than one-quarter of adults went to art museums or art galleries in 2002.

- Approximately 71 percent of adults who purchased original art within the last year also visited an art museum or gallery in 2002.
- Residents of the Mountain Region are most likely to go to art museums and galleries.

BALLET AND DANCE

About 8 million adults (4 percent) went to ballet performances in 2002. Ballet attendance rates have remained steady since 1982. Attendance is second lowest among benchmark activities, exceeding only opera. Watching ballet on television, video or DVD declined from 1992 to 2002.

Women are more likely to attend, watch or perform ballet. Additionally, education is an important predictor of ballet participation.

Worthwhile Facts

- Adults ages 35 to 54 are the most likely to attend a ballet performance; young adults perform ballet at much higher rates than other age groups.
- Opera has the most crossover with ballet. People

Table 33.
KEY FACTS FOR BALLET AND DANCE

	Percent of U.S. Adults		
	1982	1992	2002
Attend a performance (ballet)	4%	5%	4%
Watch on TV, Video or DVD*	—	20	13
Like to go to more often (ballet)	12	18	14

*All types of dance.

Four percent of adults went to a ballet performance in 2002.

attending “other dance,” including modern, folk and tap, are also more likely to attend ballet.

- The highest ballet crossover from non-arts leisure activities comes from people who volunteer. Approximately 8 percent of volunteers attended a ballet performance in 2002.
- Nearly half of those performing ballet also attended a ballet performance in 2002.
- Women are more than 12 times more likely than men to have taken a ballet class at some point in their lives.
- Young adults explore dance (including ballet as well as other types of dance) on the Internet more often than other age groups.
- New England residents are most likely to have gone to the ballet in 2002.

CLASSICAL MUSIC

The percentage of adults attending a classical music performance remained at about 12 to 13 percent of the adult population from 1982 to 2002. People watching performances via television, video or DVD dropped significantly between 1992 and 2002. The share of adults listening on the radio and to classical music recordings also dropped between 1992 and 2002, as did the percentage of adults responding that they like classical music.

As with other forms of art, education is an important factor in describing the classical music audience. The attendance rate for adults with a high school degree is around 5 percent, regardless of income, while about 25 percent of adults with at least a college degree attended a performance in 2002. College graduates are three times more likely than high school graduates to listen to classical music on the radio.

Table 34.
KEY FACTS FOR CLASSICAL MUSIC

	Percent of U.S. Adults		
	1982	1992	2002
Attend a performance	13%	13%	12%
Watch on TV, Video or DVD	25	26	18
Listen to on the radio	20	31	24
Listen to recordings	22	24	19
Perform	—	4	2
Like to listen to classical music	28	33	27
Like to go to more often	18	25	23

About one-quarter of adults listen to classical music on the radio.

Worthwhile Facts

- Women are more likely to watch classical music performances on TV, VCR or DVD, as well as more likely to listen to classical music on the radio and via recordings. Women are slightly more likely to attend performances.
- While 45- to 64-year-olds are the most likely to attend performances, older adults are more likely to watch via television, VCR and DVD.
- Adults attending a ballet or opera performance are much more likely to attend a classical music performance.
- Nearly one in every four people who volunteer in their free time attended a classical music performance in 2002.
- Almost 30 percent of those who have taken a music appreciation class in their lifetime attended a classical music performance in 2002. About 20 percent of those taking music lessons to play an instrument attended a 2002 performance.
- Though women perform classical music at slightly higher rates than men, men perform more in public.
- Mountain Region residents are most likely to attend a classical music performance.

JAZZ

One-quarter of adults listen to jazz on the radio, about twice the number that go to jazz performances. All forms of media participation in jazz declined between 1992 and 2002. A small number of adults report that they perform jazz.

The live audience for jazz performances is balanced

between men and women, but more women than men listen to jazz or watch jazz on television. Unlike other types of performing arts studied in the SPPA, a higher percentage of African Americans attend jazz performances than any other racial or ethnic group.

Worthwhile Facts

- Adults ages 25 to 54 are more likely to go to jazz performances than older people.
- Compared with people with only a high school degree, college graduates are more than twice as likely to attend a jazz performance and three times as likely to perform jazz. However, college graduates are only slightly more likely to watch jazz on television or prefer jazz music.
- People who go to opera or ballet often go to jazz performances. More than four in ten adults who said they attended an opera or ballet performance in the past twelve months also went to a jazz performance. There is also high crossover with classical music performances.
- Writers are also jazz participants. Over one-quarter of people who say they have written poems, novels or plays in the last twelve months also attended a jazz performance in the past year.
- People who attend sporting events are more likely than others to go to jazz performances.
- Although low-income men do not attend, watch or listen to jazz as much as higher income men, they have relatively high participation in performing jazz.
- Two-thirds of people who go to jazz performances listen to jazz on the radio.
- Residents of Mountain and Pacific states are most likely to go to jazz performances.

Table 35.

KEY FACTS FOR JAZZ

	Percent of U.S. Adults		
	1982	1992	2002
Attend a performance	10%	11%	11%
Watch on TV, Video or DVD	18	22	16
Listen to on the radio	18	28	24
Listen to recordings	20	21	17
Perform	—	2	1
Like to listen to jazz music	26	34	28
Like to go to more often	18	25	24

About one-quarter of adults listen to jazz on the radio.

MUSICAL PLAYS

In 2002, more people reported attending a musical play than any other type of performing arts. Attendance rates for musicals were stable from 1982 to 2002, but media participation declined since 1992. The percentage reporting they like to listen to show tunes or operettas also decreased from 1992 to 2002.

As with other art forms, highly educated adults are much more likely to attend musicals.

Table 36.

KEY FACTS FOR MUSICALS

	Percent of U.S. Adults		
	1982	1992	2002
Attend a performance	19%	17%	17%
Watch on TV, Video or DVD	21	17	12
Listen to on the radio	4	4	2
Listen to recordings	9	6	4
Perform	—	4	2
Like to listen to show tunes/operettas	23	28	17
Like to go to more often	33	36	30

One in six adults saw a musical in 2002.

Worthwhile Facts

- The audience for musicals is more than 60 percent female. The only other performing art with a more female-dominated audience is ballet (68 percent female).
- There is a large jump in all forms of participation in musicals for individuals with more formal education.
- Non-Hispanic whites attend musicals at a much higher rate than other ethnicities or races.
- There is very high crossover for attenders of ballet and opera with musicals. Over 60 percent of opera attenders also attended a musical in 2002.
- About 44 percent of those viewing a musical on television also attended a performance of a musical. This is the highest watching/attending crossover of any of the performing arts.
- Residents of the Middle Atlantic Region, which includes New York City, are the most likely to go to a musical.

NON-MUSICAL PLAYS

Attendance at plays has ranged from 12 to 14 percent of the adult population since 1982. The percentage of adults viewing plays on television, VCR or DVD declined from 26 to 9 percent of the population between 1982 and 2002. Nearly 4 percent of adults reported that they read a play in 2002.

People with more formal education, and with higher incomes, are more likely to attend non-musical plays.

Worthwhile Facts

- About 27 percent of adults report they would like to attend a play more often, the second highest rate of any of the benchmark performing arts (behind musicals at 30 percent).
- Over 30 percent of writers also attended a play in 2002.
- About one in every four people who volunteer in their leisure time attended a play in 2002.
- More people attend non-musical plays than watch them at home. Among performing arts, this is true only for plays and musicals. The reverse is true for other benchmark performing arts.
- Adults who are 45 to 54 years old are the most likely to attend a play. As with other arts, the prime audience for watching plays at home is older (65 to 74 years old).
- New England residents attend plays more frequently than adults in other regions.

Table 37.

KEY FACTS FOR PLAYS

	Percent of U.S. Adults		
	1982	1992	2002
Attend a performance	12%	14%	12%
Watch on TV, Video or DVD	26	18	9
Listen to on the radio	4	3	2
Perform	—	2	1
Like to read plays	—	—	4
Like to go to more often	25	34	27

About 12 percent of adults attended a non-musical play in 2002.

Table 38.

KEY FACTS FOR OPERA

	Percent of U.S. Adults		
	1982	1992	2002
Attend a performance	3%	3%	3%
Watch on TV, Video or DVD	12	12	6
Listen to on the radio	7	9	6
Listen to recordings	8	7	6
Perform	—	1	1
Like to listen to opera	10	12	10
Like to go to more often	7	11	12

Opera has the lowest rate of attendance among the benchmark arts activities.

OPERA

Opera attendance has remained steady at about 3 percent of the adult population since 1982. Participation through the media has dropped. People reporting watching opera on television dropped from 12 to 6 percent of the adult population from 1992 to 2002. The number of adults listening on the radio also dropped since 1992.

The relationship between formal education and participation is more pronounced for opera than for other art forms. One percent of adults without any college education attended opera in 2002, while 11 percent of adults with advance degrees said that they attended an opera.

Worthwhile Facts

- Compared with other art forms, relatively more people attending, listening or watching opera are 65 to 74 years old.
- Participation in all opera activities is more common among non-Hispanic whites than among Hispanics and African Americans.
- People with advanced degrees are much more likely to participate in opera than people with college degrees.
- Those who attend ballet performances have high crossover with those attending opera. Crossover is also high for attenders of classical music performances.
- A greater share of Mountain Region residents report going to opera than any other region.

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 in the Arts (SPPA) to examine the public's involvement in a variety of arts and art forms. The survey examines general participation in the performing arts, visual arts, historic site visits, music and literature.

1982 AND 1985 SURVEYS OF PUBLIC PARTICIPATION IN THE ARTS

The U.S. Census Bureau administered the first SPPA in conjunction with the 1982 National Crime Survey, which surveyed over 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, consisting of ten 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 performances categories. 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 Crime Victimization Survey. It was nearly identical to the 1982 survey.

1992 SURVEY OF PUBLIC PARTICIPATION IN 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 in the last 6 months of 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 dropped questions about craftwork lessons. Some questions concerning live attendance, recreation lifestyle, music preferences, arts creation and media participation were also modified.

1997 SURVEY OF PUBLIC PARTICIPATION IN 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 Crime 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, over 12,000 individuals over 18 years of age were interviewed. The survey instrument included a number of questions not asked on prior SPPA surveys. Due to the considerable differences in survey methodologies, the 1997 telephone survey produced results that are not

comparable to previous or subsequent surveys. The 1997 survey can only be analyzed as a stand-alone, point-in-time survey, and not in an SPPA historical analysis.

2002 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS

In 2002, the NEA sponsored its fifth and most recent SPPA. For the first time, the 2002 SPPA was implemented 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 that used in the 1992 SPPA, only incorporating slight modifications. For instance, the media engagement category added a video discs (DVD) 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.

APPENDIX B DATA COLLECTION

The basic CPS collects primarily labor force data about the civilian non-institutional population. Interviewers ask questions concerning labor force participation about each member 15 and over in every sample household.

The present monthly CPS sample was selected from the 1990 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 was divided into 2,007 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 2,007 geographic areas were then grouped into 754 strata, and one geographic area was selected from each stratum.

About 60,000 occupied households are eligible for interview every month out of the 754 strata. Interviewers are unable to obtain interviews at about 4,500 of these units. This 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 rotation groups that rotate on a schedule of four months in sample, eight months out, and four months back again.

AUGUST 2002, SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (SPPA) SUPPLEMENT

In addition to the basic CPS, interviewers asked supplementary questions on public participation in the arts. Households in the outgoing rotation groups are eligible sample households for the supplement; therefore only 25 percent of the basic CPS households were sampled. The SPPA supplement attempted to obtain self-responses from household members ages 18 and over. Proxy responses were allowed if attempts for a self-response were unsuccessful.

The supplement contained questions about the household member's participation in various artistic activities from August 1, 2001 to August 1, 2002. It asked about the type of artistic activity, the frequency of participation, training and exposure, music preferences, length of travel for trips to artistic events, school-age socializations, and computer usage related to artistic information. Interviews were conducted during the period of August 18-24, 2002.

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 were adjusted for the design effect. The following describes the design effect figure used in the 2002 SPPA Summary Report analysis.

The “design effect” measures the increase in variance in a sample due to the sample design and performance. It is calculated using a complex formula that includes the CPS replicate weights, or is derived with knowledge of the primary sampling units used in collecting the data. The Demographic Statistical Methods

Division (DSMD) of the U.S. Census Bureau calculated the design effect to be used in the analysis of 2002 SPPA data.

DSMD computed an average design effect of 2.8 for the 2002 SPPA. The comparable design effect for 1992 was 4.75.

This 2002 SPPA report reflects the use of 4.75 as the design effect for 1992 data, and 2.8 as the design effect for 2002 data in all statistical significance testing.

Please see Technical Paper 63RV, found at: www.bls.census.gov/cps/tp/tp63.htm, for more information on the calculation of the design effect for the 2002 SPPA.

Readers can obtain the Census Bureau’s Source and Accuracy Statement for the CPS and SPPA supplement by contacting the NEA Research Division at 202-682-5424.

APPENDIX D

2002 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (SPPA)

The following is a reader-friendly interpretation of the 2002 SPPA.

This month we are asking some additional questions about leisure activities in which each household member participated.

The Bureau of the Census is collecting this information for the National Endowment for the Arts. The survey is authorized by Title 20, United States Code, section 954 and Title 13, United States Code, section 8. Participation in this interview is voluntary and there are no penalties for not answering some or all of the questions.

The information you give is important and it will help us better understand the characteristics of people who participate in the arts and those that do not. It also provides information about the factors that may influence your decision to participate.

The following questions are about your activities during the last 12 months between August 1, 2001 and August 1, 2002. Unless otherwise indicated, the answer format for questions is assumed to be yes/no.

PARTICIPATION VIA ATTENDANCE

1. With the exception of elementary or high school performances, did you go to a live jazz performance during the last 12 months? If yes, how many times did you do this during the last 12 months?
2. [With the exception of elementary or high school performances] Did you 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 do this during the last 12 months?
3. [With the exception of elementary or high school

performances] Did you go to a live opera during the last 12 months? If yes, how many times did you do this during the last 12 months?

4. [With the exception of elementary or high school performances] Did you go to a live musical stage play or an operetta during the last 12 months? If yes, how many times did you do this during the last 12 months?
5. [With the exception of elementary or high school performances] Did you go to a live performance or a nonmusical stage play during the last 12 months? If yes, how many times did you do this during the last 12 months?
6. [With the exception of elementary or high school performances] Did you go to a live ballet performance during the last 12 months? If yes, how many times did you do this during the last 12 months?
7. [With the exception of elementary or high school performances] Did you go to a live dance performance other than ballet, such as modern, folk, or tap during the last 12 months? If yes, how many times did you do this during the last 12 months?
8. [During the last 12 months] Did you visit an art museum or gallery? If yes, how many times did you do this during the last 12 months?
9. [During the last 12 months] Did you visit an art fair or festival, or a craft fair or festival? If yes, how many times did you do this during the last 12 months?
10. [During the last 12 months] Did you visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value? If yes, how many times did you do this during the last 12 months?

11. With the exception of books required for work or school, did you read any books during the last 12 months? If yes, how many did you read during the last 12 months?
12. [During the last 12 months] Did you read any:
 - a. Plays?
 - b. Poetry?
 - c. Novels or short stories?

PARTICIPATION VIA MEDIA

1. [During the last 12 months] Did you listen to a reading of poetry, either live or recorded?
2. [During the last 12 months] Did you listen to a reading of novels or books, either live or recorded?
3. [During the last 12 months] Did you watch a jazz performance on television, a video (VCR) tape, or a video (DVD) disc? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?
4. [During the last 12 months] Did you listen to jazz:
 - a. On the radio?
 - b. On records, tapes, or compact discs?
- 5a. [During the last 12 months] Did you watch a classical music performance on television, a video (VCR) tape, or a video (DVD) disc? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?
- 5b. [During the last 12 months] Did you listen to classical music:
 - a. On the radio?
 - b. On records, tapes, or compact discs?
- 6a. [During the last 12 months] Did you watch an opera on television, a video (VCR) tape, or a video (DVD) disc? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?
- 6b. [During the last 12 months] Did you listen to opera music:
 - a. On the radio?
 - b. On records, tapes, or compact discs?
7. With the exception of movies, did you watch a musical stage play or an operetta on television, a

video (VCR) tape, or a video (DVD) disc during the last 12 months? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?

- 8a. With the exception of movies, situation comedies, or TV series, did you watch a nonmusical stage play on television, a video (VCR) tape, or a video (DVD) disc during the last 12 months? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?
- 8b. [During the last 12 months] Did you listen to a radio performance of a nonmusical stage play?
 - i. With the exception of music videos, did you watch on television, a video (VCR) tape, or a video (DVD) disc dance, such as ballet, modern, folk, or tap during the last 12 months? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?
 - ii. [During the last 12 months] Did you watch a program about artists, art works, or art museums on television, a video (VCR) tape, or a video (DVD) disc? If yes, how many did you watch on television, a video (VCR) tape, or a video (DVD) disc?

LEISURE ACTIVITIES

The following activities are about your participation in other leisure activities.

- 1a. Approximately how many hours of television do you watch on an average day?
- 1b. During the last 12 months, did you go out to the movies?
- 1c. With the exception of youth sports, did you go to any amateur or professional sports events during the last 12 months?
- 1d. During the last 12 months, did you go to an amusement or theme park, a carnival, or a similar place of entertainment?
- 1e. During the last 12 months, did you jog, lift weights, walk, or participate in any other exercise program?
- 1f. During the last 12 months, did you participate in any sports activity, such as softball, basketball, golf, bowling, skiing, or tennis?
- 1g. Did you participate in any outdoor activities, such as camping, hiking, or canoeing during the last 12 months?

- 1h. Did you do volunteer or charity work during the last 12 months?
- 1i. Did you make repairs or improvements on your own home during the last 12 months?
- 1j. Did you work with indoor plants or do any gardening for pleasure during the last 12 months?
2. [During the last 12 months] Did you work with pottery, ceramics, jewelry, or do any leatherwork or metalwork? If yes, what type?
3. [During the last 12 months] Did you do any weaving, crocheting, quilting, needlepoint, or sewing? If yes, what type?
4. [During the last 12 months] Did you make photographs, movies, or videotapes as an artistic activity? If yes, what type?
5. [During the last 12 months] Did you do any painting, drawing, sculpture, or printmaking activities? If yes, what type?
- 6a. With the exception of work or school, did you do any creative writing such as stories, poems, or plays during the last 12 months?
- 6b. Were any of your writings published?
- 7a. Did you write or compose any music during the last 12 months?
- 7b. Was your musical composition played in a public performance or rehearsed for a public performance?
- 8a. Do you own any original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs?
- 8b. Did you purchase or acquire any of these pieces during the last 12 months?
- 9a. During the last 12 months, did you perform or rehearse any jazz music?
- 9b. Did you play any jazz in a public performance or rehearse for a public performance?
- 10a. During the last 12 months, did you perform or rehearse any classical music?
- 10b. Did you play classical music in a public performance or rehearse for a public performance?
- 11a. During the last 12 months, did you sing any music from an opera?
- 11b. Did you sing in a public opera performance or rehearse for a public performance?
- 12a. During the last 12 months, did you sing music from a musical play or operetta?
- 12b. Did you sing in a public performance of a musical play or operetta or rehearse for a public performance?
- 12c. During the last 12 months, did you sing in a public performance with a chorale, choir, or glee club or other type of vocal group, or rehearse for a public performance?
13. [During the last 12 months] Did you act in a public performance of a nonmusical play or rehearse for a public performance?
- 14a. [During the last 12 months] Did you dance any ballet?
- 14b. Did you dance ballet in a public performance or rehearse for a public performance?
- 15a. [During the last 12 months] Did you do any dancing other than ballet such as modern, folk, or tap?
- 15b. Did you dance modern, folk, or tap in a public performance?

PREFERENCES

For the questions below, please select all that apply.

- 1a. The following is a list of events that some people like to attend. If you could go to any of these events as often as you wanted, which ones would you go to more often than you do now? Please select one or more of the following categories.
- (1) Jazz and music performances
 - (2) Classical music performances
 - (3) Operas
 - (4) Musical plays or operettas
 - (5) Nonmusical plays
 - (6) Ballet performances
 - (7) Dance performances other than ballet
 - (8) Art museums or galleries
 - (9) All
 - (10) None of these

- 1b. Of the events mentioned above, which of these would you like to do most?
- 2a. The following is a list of some types of music. Which of these types of music do you like to listen to? Please select one or more of the following categories.
- (1) Classical/Chamber music
 - (2) Opera
 - (3) Operetta/Broadway musicals/Show tunes
 - (4) Jazz
 - (5) Reggae
 - (6) Rap/Hip-hop
 - (7) Dance music/Electronica
 - (8) Blues/Rhythm and blues
 - (9) Latin/Spanish/Salsa
 - (10) Big band/Swing
 - (11) Parade/Marching band
 - (12) Country and western
 - (13) Bluegrass
 - (14) Classical rock/Oldies
 - (15) The music of a particular Ethnic/National tradition
 - (16) Contemporary folk music
 - (17) Mood/Easy listening
 - (18) New age/World music
 - (19) Choral/Glee club
 - (20) Hymns/Gospel
 - (21) Rock/Heavy metal
 - (22) All
 - (23) None/Don't like to listen to music
- 2b. Of the music types mentioned above that you said you liked, which do you like best?
- i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
- c. Did you take any of these lessons or classes in the past year?
2. [Have you ever taken lessons or classes] in visual arts such as sculpture, painting, printmaking, photography, or filmmaking?
 - a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
 3. [Have you ever taken lessons or classes] in acting or theater?
 - a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
 4. [Have you ever taken lessons or classes] in ballet?
 - a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?

ARTS LEARNING

1. Have you ever taken lessons or classes in music — either voice training or playing an instrument?
 - a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
4. [Have you ever taken lessons or classes] in ballet?
 - a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?

- ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
5. [Have you ever taken lessons or classes] in dance, other than ballet such as modern, folk or tap?
- a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
6. [Have you ever taken lessons or classes] in creative writing?
- a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
7. [Have you ever taken lessons or classes] in art appreciation or art history?
- a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
8. [Have you ever taken a class] in music appreciation?
- a. Did you take these lessons or classes when you were:
 - i. Less than 12 years old?
 - ii. 12-17 years old?
 - iii. 18-24 years old?
 - iv. 25 or older?
 - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you were attending or did you take these lessons elsewhere?
 - i. Elementary or high school
 - ii. Elsewhere
 - iii. Both
 - c. Did you take any of these lessons or classes in the past year?
- 9a. What is the highest grade [or year] of regular school your Father completed?
- (1) Less than 1st grade
 - (2) 1st, 2nd, 3rd, or 4th grade
 - (3) 5th or 6th grade
 - (4) 7th or 8th grade
 - (5) 9th grade

- (6) 10th grade
 - (7) 11th grade
 - (8) 12th grade, no diploma
 - (9) High School graduate – high school diploma or the equivalent (For example: GED)
 - (10) Some college but no degree
 - (11) Associate degree in college – Occupational/vocational program
 - (12) Associate degree in college – Academic program
 - (13) Bachelor’s degree (For example: BA, AB, BS)
 - (14) Master’s degree (For example: MA, MS, MEng, MEd, MSW, MBA)
 - (15) Professional School Degree (For example: MD, DDS, DVM, LLB, JD)
 - (16) Doctorate Degree (For example: PhD, EdD)
- 9b. What is the highest grade [or year] of regular school your Mother completed?
- (1) Less than 1st grade
 - (2) 1st, 2nd, 3rd, or 4th grade
 - (3) 5th or 6th grade
 - (4) 7th or 8th grade
 - (5) 9th grade
 - (6) 10th grade
 - (7) 11th grade
 - (8) 12th grade, no diploma
 - (9) High School graduate – high school diploma or the equivalent (For example: GED)
 - (10) Some college but no degree
 - (11) Associate degree in college – Occupational/vocational program
 - (12) Associate degree in college – Academic program
 - (13) Bachelor’s degree (For example: BA, AB, BS)
 - (14) Master’s degree (For example: MA, MS, MEng, MEd, MSW, MBA)
 - (15) Professional School Degree (For example: MD, DDS, DVM, LLB, JD)
 - (16) Doctorate Degree (For example: PhD, EdD)

TRAVEL/TRIPS

Earlier in the supplement, you were asked about trips taken in the last 12 months that included attending at least one performing arts event (classical music or jazz concert, musical or stage play, dance or opera performance) or visiting art museums or galleries.

Sometimes you may take trips that include attending a performing arts event or visiting an art museum where you are away from home for one or several nights or return home in one day.

- 1. In total, how many trips did you take that included attending a performing arts event or visiting an art museum in the last 12 months? If yes:
 - a. How many of these trips were one hour or more away from home?
 - b. How many were 50 miles or more, one way, away from home?

INTERNET

- 1a. Do you use the Internet?
- 1b. Do you use the Internet to learn about, listen to, or discuss topics related to:
 - a. Any kind of music?
 - b. Dance?
 - c. Theater?
 - d. Opera?
- 1c. Do you use the Internet to learn about, view, or discuss topics related to the visual arts – painting, sculpture, or so on?
- 1d. Do you use the Internet to learn about, read, or discuss topics related to literature – novels, poetry, or plays?
- 1e. In a typical week, about how many total minutes or hours do you use the Internet to explore (i.e. visit websites or interact on chat rooms, Usenet groups, discussion forums, bulletin boards, etc.) these topics (music, the visual arts, dance, theater, opera, literature or related topics)? Exclude e-mail or downloads of large music, video, or data files.

APPENDIX E

RESEARCH DIVISION REPORTS AND NOTES OF RELATED INTEREST

NOTES

Note # 8. Studies of the Arts Public: A Status Report (March 1984)

Note # 12. Audience Crossover: Media Participation and Attending Live Events (June 1985)

Note # 14. Age, Desire, and Barriers to Increase Attendance at Performing Arts Events and Art Museums (February 1986)

Note # 16. Public Participation in the Arts by Urban and Rural Residence (May 1986)

Note # 18. Population Location and the Barriers of 'Art Form Not Available' and 'Too Far To Go' (September 1986)

Note # 27. Public Participation in the Arts: 1982 and 1985 Compared (December 1987)

Note # 50. Public Participation in the Arts: 1982 and 1992 (October 1993)

Note # 51. Demographic Differences in Arts Attendance: 1982-1992 (February 1994)

Note # 52. Demographic Differences in Arts Participation Via Broadcast and Recorded Media: 1982-1992 (February 1994)

Note # 55. Public Participation in the Arts in Regional and Metropolitan Areas, 1982-1992 (June 1995)

Note #70. Survey of Public Participation in the Arts: Half of U.S. Adults Attended Arts Performances or Exhibitions, 1997 (September 1998)

Note #71. Demographic Characteristics of Arts Attendance: 1997 (January 1999)

Note #72. Arts Participation by Region, State, and Metropolitan Area (January 1999)

Note #81. 2002 Survey of Public Participation in the Arts (July 2003)

Note #82. Demographic Characteristics of Arts Attendance, 2002 (July 2003)

REPORTS

Report # 21. Socialization and Participation in the Arts

Report # 22. Who Reads Literature: The Future of the United States As a Nation of Readers

Report # 23. The Audience for American Art Museums

Report # 24. Expanding the Audience for the Performing Arts

Report # 25. Race, Ethnicity, and Arts Participation

Report # 26. Summary Report: 12 Local Surveys of Public Participation in the Arts

Report # 27. Arts Participation in America: 1982-1992

Report # 30. A Practical Guide to Arts Participation Research

Report # 31. Jazz in America: Who's Listening

Report # 32. American Participation in Opera and Musical Theater 1992

Report # 33. Turning On and Tuning In: Public Participation in the Arts Via Media in the United States

Report # 34. Age and Arts Participation with a Focus on the Baby Boom Cohort

Report # 35. American Participation in Theater

Report # 36. Effects of Arts Education on Participation in the Arts

Report # 39. 1997 Survey of Public Participation in the Arts: Summary Report

Report #41. The Geography of Participation in the Arts and Culture

Report #42. Age and Arts Participation: 1982-1997

Further information on these Research Notes and Reports can be found on the National Endowment for the Arts web site:

Notes — www.arts.gov/pub/ResearchNotes.html

Reports — www.arts.gov/pub/ResearchReports.html

For a broader overview of arts participation literature, see: *Guide to the Literature on Participation in the Arts* (McCarthy, et. al., www.rand.org/publications/DRU/DRU2308)