



Research Division Note #18 - September 11, 1986

POPULATION LOCATION AND THE BARRIERS OF
'ART FORM NOT AVAILABLE' AND 'TOO FAR TO GO'

This note examines data collected in the 1982 Survey of Public Participation in the Arts in terms of such barriers to greater arts attendance as 'Art Form Not Available' and 'Too Far To Go'. The Note relates these factors to two different schema for describing urbanicity. The relevant art activities are: attending performances of jazz music, classical music, opera, musical plays/opereettas, plays, and ballet; and visiting art museums.

Popular conversation often blurs the distinctions between terms such as 'urban place' and 'metropolitan area', and between their opposites, 'rural place' and 'outside metropolitan area'. Such terms have precise definitions when used in careful geographic and demographic measurements. A Standard Metropolitan Statistical Area (SMSA) as used in this Note is a geo-political unit defined by the Office of Statistical Policy, Bureau of the Budget for the 1970 Census of Population. Each SMSA must include at least one city with 50,000 or more; or two or more cities having contiguous boundaries and comprising, for general economic and social accounting purposes, a single community of at least 50,000. The boundaries of an SMSA are always county lines except in New England and Hawaii where special rules must be used because the county form of political subdivision is not followed. 'SMSA-Not Central City' is the ring around the central city(ies) within the boundaries of the SMSA. An SMSA may include both incorporated and unincorporated places. About 230 SMSAs were defined for the 1970 Census and are reflected in the data of the 1982 Survey of Public Participation in the Arts.

'Urban places' differ substantially in definition from SMSAs. The term, urban place, is defined by the U.S. Census Bureau as any incorporated or unincorporated place of 2,500 or more. 'Rural places' are the remaining population areas. Thus, many 'urban places' exist outside SMSAs and a good many of them are rather small towns we might regard as rural. The rural farm or non-farm designations are determined from responses to questions on acreage and dollar sales of farm products.

The full adult population base for the 1982 Survey of Public Participation in the Arts is 164,575,000 persons. Of these, 63 percent (103,682,000) indicated that they would like to attend performing arts events and art galleries and museums more than they had in the previous twelve months. Breaking down the full population base of 1982 in terms of metropolitan area residence: 27 percent (44,225,000) lived in central cities of SMSAs and 62 percent of these said they would like to increase their arts attendance. 40 percent (65,830,000) lived in metropolitan areas but outside the central city(ies)

and of these, about 68 percent would like to increase their arts attendance. 33 percent (54,310,000) lived outside metropolitan areas and about 58 percent of these persons would like to increase their attendance.

The 'urban places' population in 1982 of 112,520,000 adults was similar in numbers to the total SMSA population of 110,663,000 adults; however, the urban/rural and inside/outside metropolitan area definitions are quite different and that permits another kind of breakdown. About 65 percent of the urban place adult population indicated the desire to increase attendance. The remaining 52,058,000 adult population resided in rural places, and about one-tenth of this group lived on farms. The rural farm population of 5,163,000 adults had about 47 percent desiring to increase arts attendance while the rural non-farm population of 46,892,000 adults had about 60 percent desiring increased arts attendance.

Adults living in both urban places and SMSAs cite 'not enough time' most often, and 'too expensive' second most often, as their barriers to greater arts participation. However, outside SMSAs 'art form not available' is cited most often as the barrier preventing greater arts participation, and 'too far to go' is cited second most often. Rural farm adults cite the same top barriers as outside SMSA adults but in reverse order. 'Too far to go' has the top ranking for the rural farm group followed by 'art form not available'. Rural non-farm adults, like urbanites, cite 'not enough time' most often as their barrier to increased arts attendance. However, 'art form not available' is cited second most often, and 'too far to go' is cited third most often.

The rural farm population pattern shows the greatest deviation from the average pattern of the full adult population. The ranking and percentage citations of types of barriers by the rural farm population indicates that this group has the poorest access to the arts because of residence location. About 49 percent of rural farm residents cite 'too far to go' compared with only 19 percent for the full adult population, and about 46 percent of the rural farm group cite 'art form not available' compared with about 27 percent of the full adult population. However, the rural farm population is small and the number of adults indicating the desire to increase attendance is only about 2.5 million persons. The unduplicated number of rural farm dwellers citing one or both of the distance related barriers is about 1.9 million persons and they are widely dispersed geographically.

Rural non-farm adults cite 'not enough time' most often, as do urban place adults. However, they give their second most frequent citation to 'art form not available' (35 percent); and their third most frequent citation is 'too far to go' (27 percent). The population base of rural non-farm adults is much larger than for the rural farm group, so the unduplicated number of persons citing these barriers is much larger even though the percentage frequency of the citations are smaller. It works out that 14.3 million rural non-farm adults gave one or both of the distance related barriers as a reason for not attending as much as they wished.

For persons residing outside metropolitan areas, 'art form not available' was cited most often (49 percent) compared with being cited third most often (27 percent) by the full population. 'Too far to go' was cited by about 32 percent of the population outside metropolitan areas compared with 19 percent for the full population. About 31,000,000 persons outside metropolitan areas indicated that they wished to increase their attendance (57.7 percent of 53,912,000). The unduplicated total of adults residing outside metropolitan areas who cited one or both of the distance barriers is 20.4 million.

To sum up these findings on the barriers to arts attendance of 'art form not available' and 'too far to go', the following text table shows the breakdown of the 40.6 million adults affected:

	<u>'Too Far To Go'</u>	<u>'Art Form Not Available'</u>	<u>Unduplicated Total</u>
Full Adult Population	19,700,000	28,200,000	40,600,000
Urban Place	10,900,000	17,200,000	24,300,000
Rural Farm	1,100,000	1,200,000	1,900,000
Rural Non-farm	7,600,000	9,800,000	14,300,000
Central City of SMSA	2,700,000	5,000,000	7,100,000
SMSA Not Central City	7,200,000	8,000,000	13,100,000
Outside SMSA	9,900,000	15,200,000	20,400,000

(Some breakdowns may not add to the totals at the top of the columns because of rounding.)

**METROPOLITAN AREA (SMSA) RESIDENCE AND THE PERCEPTION OF BARRIERS TO INCREASED ATTENDANCE
AT PERFORMING ARTS EVENTS AND ART MUSEUMS**

Survey of Public Participation in the Arts - 1982

	<u>Full Adult Population</u>		<u>Central City of SMSA</u>		<u>SMSA Not Central City</u>		<u>Not in SMSA</u>	
No. of Persons in Group	164,575,000		44,225,000		66,438,000		53,912,000	
Percent Desiring More Activity	63.0%		62.0%		67.9%		57.7%	
<u>Type of Barrier</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>
Not enough time	1	42.6	1	45.5	1	50.0	3	29.2
Too expensive	2	29.9	2	37.9	2	31.8	4	19.7
Art form not available	3	27.2	3	18.3	4	17.7	1	49.0
Too far to go	4	19.0	8	9.8	5	15.9	2	31.8
Poor performance time	5	15.8	5	15.6	3	19.6	5	10.4
Lack of motivation	6	13.8	4	17.7	6	14.5	6	9.2
No one to go with	7	9.2	6	11.1	7	10.2	8	5.9
Transport/traffic/parking problem	8	8.6	7	10.0	8	9.0	7	6.7
Babysitter or child care problem	9	6.8	9	8.0	9	7.2	9	5.3
Age or health problem	10	4.7	10	6.1	11	4.0	10	4.4
Poor quality of art form	11	4.0	11	5.3	10	4.8	11	1.9
Fear of crime	12	2.8	12	4.0	12	3.4	15	0.9
Prefer to watch TV	13	2.0	13	2.7	15	2.0	12	1.4
Tickets sold out	14	1.8	14	2.3	13	2.2	17	0.7
Lack of knowledge of events	15	1.7	15	2.3	16	1.9	13	1.0
Work related problem	16	1.6	16	1.5	14	2.2	16	0.8
Problem related to handicap	17	1.2	17	1.4	17	1.2	14	0.9
Feel uncomfortable	18	0.9	18	0.8	18	1.2	18	0.6
Prefer something else	19	0.6	19	0.7	20	0.7	19	0.4
Don't go out at night	20	0.6	20	0.6	19	0.7	21	0.4
Don't know	21	0.5	21	0.5	21	0.6	20	0.4
Moved recently or in transit	22	0.2	22	0.3	22	0.3	-	*

Percentages for types of barriers sum to over 100% because of multiple choices by survey respondents.

* No cases in sample

Research Division
National Endowment for the Arts
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URBAN/RURAL RESIDENCE AND THE PERCEPTION OF BARRIERS TO INCREASED ATTENDANCE
AT PERFORMING ARTS EVENTS AND ART MUSEUMS

Survey of Public Participation in the Arts - 1982

	<u>Full Adult Population</u>		<u>Urban</u>		<u>Rural Farm</u>		<u>Rural Non-Farm</u>	
No. of Persons in Group	164,575,000		112,520,000		5,163,000		46,892,000	
Percent Desiring More Activity	63.0%		64.9%		47.1%		60.3%	
<u>Type of Barrier</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>
Not enough time	1	42.6	1	44.1	3	20.6	1	40.8
Too expensive	2	29.9	2	32.8	4	15.2	4	23.5
Art form not available	3	27.2	3	23.5	2	45.6	2	34.7
Too far to go	4	19.0	6	14.9	1	48.9	3	26.8
Poor performance time	5	15.8	4	16.3	7	7.5	5	15.3
Lack of motivation	6	13.8	5	15.6	5	12.6	6	9.3
No one to go with	7	9.2	7	10.1	8	7.5	8	7.0
Transport/traffic/parking problem	8	8.6	8	9.4	6	9.4	9	6.7
Babysitter or child care problem	9	6.8	9	6.9	13	1.5	7	7.1
Age or health problem	10	4.7	10	5.3	10	3.7	11	3.2
Poor quality of art form	11	4.0	11	4.3	-	*	10	3.8
Fear of crime	12	2.8	12	3.5	16	0.9	13	1.1
Prefer to watch TV	13	2.0	13	2.5	9	4.8	17	0.6
Tickets sold out	14	1.8	15	2.1	-	na	12	1.2
Lack of knowledge of events	15	1.7	14	2.1	12	2.2	16	0.8
Work related problem	16	1.6	16	1.9	14	1.2	14	0.9
Problem related to handicap	17	1.2	17	1.4	-	*	15	0.9
Feel uncomfortable	18	0.9	18	1.1	-	*	20	0.4
Prefer something else	19	0.6	19	0.6	15	1.1	18	0.5
Don't go out at night	20	0.6	21	0.5	11	2.4	19	0.5
Don't know	21	0.5	20	0.6	-	*	21	0.3
Moved recently or in transit	22	0.2	22	0.2	-	*	22	0.1

Percentages for types of barriers sum to over 100% because of multiple choices by survey respondents.

* No cases in sample

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