

Arts Participation by Region, State, and Metropolitan Area

As the most comprehensive national survey on arts participation, the Survey of Public Participation in the Arts (SPPA) expands our understanding of who participates in which arts activities and how frequently. This Note, number 72, uses 1997 SPPA data to discuss the geographic patterns of arts participation. Based on the survey respondents' place of residence, arts participation through attendance at live arts events is reported for regions and select states and metropolitan areas. The live arts categories shown in the 1997 SPPA are jazz and classical music concerts, opera, musical and non-musical plays, ballet and other dance performances, and art museum attendance. The 1997 SPPA also analyzed the related activities of visiting a historic park or touring a house or neighborhood with architectural significance, attending an arts/crafts fair, and reading literature (i.e., reading poetry, plays, short stories, or novels). Arts participation through broadcast and recorded media was also investigated by the SPPA. This note reports regional estimates of arts participation through broadcasts and recordings.

The 1997 Survey of Public Participation in the Arts was the fourth nationwide arts participation survey sponsored by the Arts Endowment's Office of Policy Research and Analysis. The U.S. Bureau of the Census conducted the 1982, 1985, and 1992 SPPAs. The 1997 SPPA, however, was a new, stand-alone survey conducted by Westat Corporation, an independent survey organization. Over the period spanning June through October 1997, Westat completed 12,349 telephone interviews of a nationally representative sample. A comprehensive discussion of the SPPA and its findings can be found in the *1997 Survey of Public Participation in the Arts: Summary Report*.

Regions, States, and Metropolitan Areas

The 1997 SPPA offered finer geographical detail than was available from prior SPPAs conducted by the Bureau of the Census. In addition to overall U.S. totals, arts participation information was collected for nine regions: New England, Mid-Atlantic, South Atlantic, East North Central, West North Central, East South Central, West South Central, Mountain, and Pacific. Some regional groupings were further divided to report SPPA data for individual states. The 10 individual states with populations large enough to render reliable results were Massachusetts, New York, Pennsylvania, New Jersey, Florida, Ohio, Michigan, Illinois, Texas, and California.

In addition to regional and selected state data, 1997 SPPA data were aggregated into seven metropolitan areas. A metropolitan area generally consists of a large central city and the adjacent counties that have a high degree of social and economic integration with that city. Most of the metro areas outlined by the 1997 SPPA combine one or more primary metropolitan statistical areas (PMSAs). For example, the Detroit-Ann Arbor-Flint metro area consists of the Detroit, Ann Arbor, and Flint PMSAs.

The arts survey data discussed in this note are shown in the attached tables. Table 1 shows live arts attendance rates for the nine regions and ten individual states delineated by the 1997 SPPA. Table 2 shows arts attendance rates by metropolitan area. Table 3, which illustrates arts participation through broadcast and recorded media, shows only total regional results because the sample for the media was too small (less than half of all SPPA questionnaire respondents) to permit a finer geographic breakout. Also, the sample sizes corresponding to New England, East South Central, and Mountain broadcast and recorded arts participation were comparatively small and caution should be used in making comparisons.

Overview

Results from the 1997 SPPA show that adults in New England had the highest live arts attendance rates in more than half of the categories investigated by the survey. Massachusetts, in particular, was the front-runner state for the classical music, non-musical play, ballet, art museum, historic park, and reading literature activities. Other highlights of state patterns included Florida's 15.4 percent attendance rate for live jazz concerts, the highest among the 10 individual states. Illinois had the highest rate for other dance performances and arts/crafts fair attendance was highest in Michigan.

Among metropolitan areas, adults in the Boston-Worcester-Lawrence area had the highest attendance rates in five of the 1997 SPPA categories (classical music, ballet, art museum, historic park, and reading literature). This area's ballet attendance rate, for example, was 1.7 times higher than the U.S. average rate. Musical and non-musical plays were the most popular in New York-Northern New Jersey-Long Island—its musical play rate was 11.5 percentage points greater than the national rate. At 10 percent, the San Francisco attendance rate for opera was more than twice as large as the U.S. average rate.

The individual states reported in this analysis tended to have higher participation rates than the rates recorded for their corresponding regions. Attendance figures for the metropolitan areas, in turn, were typically higher than state and regional rates. This pattern suggests that the number of arts organizations in a given locality affected the area's arts participation. In other words, people living in highly populated states and metro areas had more opportunities to attend live arts performances. For example, musical play, opera, and ballet attendance rates were noticeably high in the New York-Northern New Jersey-Long Island metropolitan area. The fact that New York City is home to Broadway and celebrated opera and ballet companies likely contributed to this metro's high participation rates in these categories.

New England Region

Arts participation rates in New England tended to be among the highest in the country. Among the nine regions, New England live arts attendance rates were the highest for the jazz and classical music, non-musical play, ballet, art museum, historic park, and reading literature categories. In other words, New Englanders had the highest attendance rates in more than half of the live arts activities examined by the SPPA. The New England attendance rate for non-musical plays, for example, was 23 percent—roughly seven percentage points higher than the U.S. average rate of 15.8 percent. At 42.4 percent, art museum attendance was also considerably higher than the U.S. 34.9 percent average.

The New England Region also recorded high rates of arts participation through broadcasts. For example, the rates associated with jazz, classical music, and opera radio broadcasts were highest in this region—44.5 percent, 53.5 percent, and 15 percent, respectively. Compared to other regions, television broadcasts of musical plays were most popular in New England, as well as visual arts programs—in 1997, nearly half of New England’s adult population watched visual arts (e.g., paintings, photographs, etc.) programs on TV.

Massachusetts

The attendance rates in Massachusetts were typically higher than the rates in the New England region. This was particularly true of classical music concerts. At the U.S. level, 15.6 percent of adults went to a live classical music performance—in New England, the corresponding rate was 18.9 percent. Among Massachusetts’ adults, however, the rate was almost nine percentage points higher than the U.S. aggregate. At 24.3 percent, Massachusetts’ classical music attendance rate was the highest among all the geographical areas delineated by the SPPA. Massachusetts also had considerably higher than average attendance rates for the musical play, ballet, and art museum categories. Across all geographical areas, reading literature was the most popular activity studied by the SPPA. In Massachusetts, however, the participation rate of 69.8 percent was 6.7 percentage points higher than the U.S. average.

Boston-Worcester-Lawrence Metro Area

Typical of metropolitan area attendance rate patterns, the Boston -Worcester-Lawrence metro had higher participation rates than U.S. aggregates in all SPPA activities. Its rates were also generally higher than the rates reported for the New England Region and the State of Massachusetts. Among the seven metro areas reported in Table 2, adults in the Boston-Worcester-Lawrence area had the highest attendance rates in classical music concerts, ballet performances, and reading literature. For example, this area’s ballet attendance rate was 1.7 times larger than the U.S. rate, and, at 10 percent, ballet attendance in this metro was the highest among all the geographic locations examined through the survey.

Mid-Atlantic Region

At 6.2 percent, and 30.5 percent, respectively, attendance rates for opera and musical plays were higher in the Mid-Atlantic than in any other region. Mid-Atlantic attendance rates were higher than U.S. figures for most of the arts categories shown in Table 1. For dance performances other than ballet and reading literature, this region's rates were comparable to the U.S. experience (other dance-12.6 percent; reading literature- 63.3 percent). The 47.5 percent U.S. arts/crafts fair attendance rate was higher than the Mid-Atlantic's rate of 46.8 percent. Arts participation rates via broadcasts were also generally higher in the Mid-Atlantic than they were at the U.S. level. However, listening to plays on the radio (4.1 percent), watching dance on television (38.3 percent), and watching TV programs about visual art (43.2 percent) were lower in the Mid -Atlantic Region compared to U.S.-wide rates.

New York, Pennsylvania, and New Jersey

The Mid-Atlantic Region is composed of New York, Pennsylvania, and New Jersey; all three of which had populations large enough to allow for separate SPPA results. In the Mid-Atlantic Region, the state of New York tended to have the highest attendance rates. For example, New York's classical music attendance rate was 18.9 percent; Pennsylvania's and New Jersey's corresponding rates were 15.5 percent and 17.8 percent, each. Similar patterns among the three states were reported for opera, ballet, other dance, and art museum attendance. Attendance rates for jazz concerts and musical plays were comparable between New York and New Jersey. At 50.4 percent, attending an arts/crafts fair was more popular in Pennsylvania than it was in New York or New Jersey.

New York-Northern New Jersey-Long Island Metro Area

Given New York City's well-known theater district, it's not surprising to find that musical play attendance was high in the New York-Northern New Jersey-Long Island area. In fact, its live musical play participation rate of 36 percent was 11.5 percentage points greater than the national average rate and higher than the musical play attendance rate in any other metro area. Similarly, this metro also had the highest attendance rates in non-musical plays (21.4 percent) and the second highest ballet attendance rate (9 percent).

Philadelphia-Wilmington-Atlantic City Metro Area ¹

Attendance rates in the Philadelphia-Wilmington-Atlantic City Metro were mixed, compared to U.S. average rates. For example, this area's art museum attendance rate was 5.2 percentage points higher than the national rate. Live jazz concerts and opera performances were also more popular in this metro than for the nation as a whole.

¹ The Wilmington primary metropolitan statistical area is not in the Mid-Atlantic region. This area is composed of New Castle County, in Delaware, and Cecil County, in Maryland. Delaware and Maryland are in the South Atlantic Region.

However, dance performances, ballet and other types of dance, were not only below U.S. levels, but were among the lowest of all the metro areas shown in Table 2 (5.1 percent for ballet and 10.5 percent for other dance). At 47.8 percent, the Philadelphia-Wilmington-Atlantic City metro rate for arts/crafts fair attendance was virtually the same as the national rate.

South Atlantic

South Atlantic attendance rates were generally lower than national rates. For some activities, this region's attendance rates were roughly a percentage point lower than U.S. averages—jazz concerts, ballet, and opera attendance showed this pattern. In other art categories, the region's attendance rates were considerably lower. In art museum attendance, for example, the South Atlantic Region's rate was more than 4 percentage points lower than the nation's. In the category of non-musical play, South Atlantic attendance equaled the national average figure (15.8 percent). And, at 49 percent, visiting historic parks was more popular among South Atlantic adults than it was for adults averaged at the U.S. level.

Arts participation through broadcasts in the South Atlantic Region was close to U.S. average rates for many of the SPPA activities shown in Table 3. For example, 39.3 percent of adults in the region watched dance performances on television—this rate was virtually the same for the U.S. The same pattern was shown for listening to classical music on the radio (40.8 percent in the South Atlantic and 41 percent for the nation). However, watching opera on television stands out as a popular activity in the region—19.1 percent of adults participated in opera through television vs. 15 percent at the U.S. level.

Florida

Most arts attendance rates were higher in Florida than were recorded for the South Atlantic Region. Jazz concerts were particularly popular in this state. At 15.4 percent, Florida's attendance rate for this activity was the highest among the 10 separate states examined by the SPPA. Compared to the U.S. jazz attendance rate, Florida's was 3.5 percentage points higher. Visiting historic parks was less popular in Florida than it was for the region (47.8 percent vs. 49 percent) and opera attendance was about the same for Florida and the South Atlantic Region (3.7 percent and 3.8 percent, respectively).

East North Central

Like the Mid-Atlantic and Pacific regions, the East North Central Region is one of the most highly populated regions in the country. Results from the 1997 SPPA show that this region's attendance rates varied only slightly from the overall U.S. averages. For example, attendance rates for jazz and classical music concerts, opera, and ballet and other dance performances were fairly comparable to national rates. Only the arts/crafts fair and musical play categories were more popular among adults in this region than at the national level. For the region, 53.7 percent attended an arts/crafts fair, the U.S. figure

was 46.9 percent; 26.9 percent of East North Central adults went to a musical play while 24.5 percent did so at the U.S. aggregate level. The remaining arts categories of non-musical play, art museum, historic park, and reading literature were lower in the region compared to national rates.

For the most part, East North Central's arts participation in the arts through broadcasts was lower than U.S. averages. However, the region's dance and art TV rates, 39.8 percent and 45.9 percent, respectively, were comparable to U.S. patterns.

Ohio, Michigan, and Illinois

Among the three East North Central states identified separately by the SPPA, Michigan had the highest attendance rates in six out of the 11 arts categories shown in Table 1. In the classical music category, for example, Michigan's attendance rate of 18.6 percent was 2.2 percentage points higher than the Illinois rate and 1.5 percentage points larger than Ohio's. Though attendance rates were generally highest in Michigan, there were several arts categories in which Ohio or Illinois surpassed Michigan. In ballet attendance, Ohio's 7 percent rate was 1.2 percentage points higher than Michigan's rate and 2.2 percentage points greater than the attendance rate recorded for adults in Illinois. Illinois was the front-runner in non-musical play, art museum, historic park, and other dance attendance. Its 16 percent other dance attendance rate was 5.3 percentage points higher than Ohio's and 4.6 points larger than the corresponding rate for Michigan.

Chicago-Gary-Kenosha Metro Area

Attendance rates in the Chicago-Gary-Kenosha metro were higher than U.S. averages in all but the ballet and reading literature categories. At 17.9 percent, its other dance attendance rate was one of the highest in the country and its 19.3 percent non-musical play attendance rate was also relatively high. Among the seven metro areas displayed in Table 2, Chicago-Gary-Kenosha had the lowest attendance rates in ballet and opera (4.8 percent and 5 percent, each).

Detroit-Ann Arbor-Flint Metro Area

With a 59.6 percent rate, more people in the Detroit -Ann-Arbor-Flint area attended arts and crafts fair than in any geographical area studied by the SPPA—this rate was more than 12 percentage points higher than the national average rate of 47.5 percent. Opera and musical play attendance were also relatively high in this area. Conversely, art museum attendance and reading literature were not as popular in Detroit -Ann-Arbor-Flint, relative to the other metro areas covered by the SPPA.

West North Central

The West North Central Region is one of the smallest regions in population density and, compared to the other regions, it had relatively low arts attendance rates. Compared to U.S. average rates, however, the West North Central Region had higher attendance rates in the non-musical play, art museum, historic park, and arts and crafts fair categories (17.9 percent, 36.2 percent, 50.6 percent, and 51.9 percent, respectively). The region's jazz and classical music concert and musical play attendance rates were comparable to U.S. figures. With regard to ballet attendance, however, only 3.5 percent of adults in the West North Central Region attended a ballet—the lowest rate among all nine regions.

This region also tended to have relatively low arts participation rates through radio and television media. Participation rates of jazz and classical music broadcasts, as well as opera programs, were lower in the West Central Region than in the U.S. as a whole. Broadcasts of non-musical plays, however, were very popular in this region. In the West North Central Region, 26.5 percent of adults watched non-musical plays on television. Not only was this rate more than three percentage points higher than the U.S. average, it was the highest participation rate of all the regions.

East South Central

In population, the East South Central Region is among the smallest regions in the country. In most of the arts activities investigated by the SPPA, this region also had the lowest attendance rates. Comparatively low attendance rates should not, however, distort the arts participation information available for this region. For example, roughly 25 percent of the adults in the East South Central Region attended an art museum in 1997. Though low compared to other places in the country, this rate translated into more than 3 million people. Similarly, an estimated 1.3 million adults went to a classical music concert. Even in the opera category, with an attendance rate of less than half the U.S. average, an estimated 266,000 adults in this region attended an opera in 1997.

Compared to U.S. aggregates, low participation rates were also recorded for the East South Central arts programs through broadcasts. Again, though low compared to other regions, a notable percentage of the East South Central's adult population participated in the arts through radio and television broadcasts. For example, 34 percent watched dance on television and approximately 27 percent listened to jazz on the radio.

West South Central

In almost every arts category, West South Central's attendance rates were lower than U.S. average frequencies. The exceptions to this pattern were in the dance categories. In the West South Central Region, 6.7 percent of adults attended a ballet in 1997; 13.3 percent went to a dance performance other than ballet. By comparison, the corresponding U.S. rates were 5.8 percent and 12.4 percent, respectively. Table 1 shows that West South Central's ballet attendance rate was among the highest regional figures.

In arts participation through broadcasts, the West South Central Region had participation rates for the most part, below national average rates. However, television broadcasts of musical plays were slightly more popular in this region (25.4 percent for the West South Central Region vs. 25 percent for the U.S.); and the 5.9 percent rate corresponding to radio broadcasts of non-musical plays was comparable to the 6 percent U.S. average rate in this category.

Texas

Texas is the second most highly populated state in the country. Though generally higher than West South Central figures, Texas' attendance rates were below the U.S. rates in the opera, musical play, historic park, and arts/crafts fair categories. Texas rates were comparable to the U.S. experience in jazz, classical music, non-musical play, art museum, and reading literature activities. Showing the state's influence on the region, however, Texas had a relatively high ballet attendance rate. At 7.9 percent, only Massachusetts and New York had higher ballet attendance rates.

Mountain

Compared to other U.S. regions, the Mountain Region is small in population concentration. The 1997 SPPA shows that this region also tended to have low arts attendance rates in jazz and classical music concerts and non-musical plays. However, among all nine regions, the Mountain Region had the highest other dance attendance rate (14.7 percent). It also had relatively high rates in the opera, art museum, and reading literature categories (6.1 percent, 40 percent, and 66.6 percent, each). The opera attendance rate, in particular, was among the highest regional rates in the country.

Compared to U.S. average rates, participation in the arts through broadcasts in the Mountain region was not as popular. In most of the broadcast categories shown in Table 3, this region's participation rates were below U.S. averages. Rates for radio broadcasts of jazz music and non-musical plays, were, however, comparable to U.S. figures (39.1 percent and 6 percent, respectively). As with other small regions, comparatively low participation rates should not distort an activity's popularity. Though not the highest in the country, the 1997 SPPA shows that almost 40 percent of the Mountain Region's adults listened to jazz and classical music on the radio.

Pacific

The Pacific Region attendance rates were higher than U.S. figures for most arts activities. At 66.9 percent, reading literature was more popular in the Pacific than in any other region, except New England. An estimated 19.5 million adults in this region read poetry, plays, short stories, or novels in 1997. Jazz and classical music concerts, as well as opera and museum attendance, were also relatively popular in this region. Its jazz and art museum attendance rates of 14.1 percent and 39.7 percent, respectively, were second only to New England's attendance rates in these categories.

The Pacific Region's arts participation through broadcasts was the highest, compared to the other eight regions, in most of the categories investigated by the SPPA. For example, 46 percent of the adults in this region watched dance programs on television—approximately 6.6 percentage points higher than the U.S. average rate. This region's participation rates in jazz, classical, and opera television broadcasts were all the highest compared to the other regions (35.4 percent, 37.3 percent, and 19.8 percent, respectively).

California

California is the most highly populated state in the U.S. However, California's attendance rates were not the highest among the ten states for which individual arts data were available. Still, California had generally high attendance rates in the opera, other dance, art museum, and literature categories (6.4 percent, 15.2 percent, 39.5 percent, and 66.1 percent, each). Falling below national levels, attending historic parks and arts/crafts fairs were not as popular in California.

Remainder of Pacific Region

The aggregated arts participation of adults in Alaska, Hawaii, Oregon, and Washington tended to surpass the rates recorded for Californians. For example, the remaining Pacific states had a jazz music attendance rate of 15.3 percent, higher than both the California and the Pacific Region rates of 13.7 percent and 14.1 percent, each. This pattern was also documented for the art museum, historic park, arts/crafts fair, and reading literature categories. At 8.7 percent, the ballet attendance rate for the remaining Pacific states was 3.2 percentage points higher than California's rate.

Los Angeles Metro Area

Compared to the other metro areas identified by the 1997 SPPA, the LA metropolitan area had the lowest attendance rates in many of the arts activities. For example, jazz and classical music, opera, and musical and non-musical play attendance was lowest in this metro. However, attendance rates for many of the arts activities were above U.S. levels. In particular, art museum attendance was 4 percentage points higher than the national average. The LA attendance rate for other dance was 2.7 percentage points greater than the U.S. average rate. Mirroring California's SPPA results, historic park and arts/crafts fair activities recorded lower than U.S. average attendance rates.

San Francisco-Oakland-San Jose Metro Area

Jazz, opera, and other dance performances were more popular in the San Francisco-Oakland-San Jose area than in any other metropolitan area delineated by the arts survey. At 10 percent, opera attendance in this area was more than double the rate recorded at the U.S. level. This metro's jazz music attendance rate of 17.3 percent was 5.4 points higher than the national average and its other dance rate of 19.4 percent was seven points greater than the U.S. average.

Final Notes: The National Endowment for the Arts sponsored a Survey of Public Participation in the Arts in 1982, 1985, 1992, and 1997. Due to changes in the survey methodology, 1997 participation rates cannot be compared to earlier findings. For information about the 1997 methodology, see Research Division Report #39, *1997 Survey of Public Participation in the Arts: Summary Report*. A discussion about 1982-1992 trends in arts participation is in *Arts Participation in America: 1982-1992*, Research Division Report #27.

Information on Research Division Notes and Reports can be found on the National Endowment for the Arts World Wide Web site: <http://arts.endow.gov/pub/ResearchNotes.html> and <http://arts.endow.gov/pub/ResearchReports.html>

TABLE 2: Attendance Rates for Arts Activities by Metropolitan Area: 1997

	Sample Size	Jazz	Classical Music	Opera	Musical Play	Non-Musical Play	Ballet	Other Dance	Art Museum	Historic Park	Arts/Crafts Fair	Read Literature
United States	12,349	11.9%	15.6%	4.7%	24.5%	15.8%	5.8%	12.4%	34.9%	46.9%	47.5%	63.1%
<i>Metropolitan Area:</i>												
Boston-Worcester-Lawrence	378	15.6	23.2	6.0	32.3	20.6	10.0	14.1	47.9	57.6	47.9	71.0
Chicago-Gary-Kenosha	458	14.0	16.8	5.0	30.5	19.3	4.8	17.9	42.9	50.6	53.2	62.7
Detroit-Ann Arbor-Flint	380	16.9	22.7	7.3	35.4	17.2	6.4	11.6	37.7	40.4	59.6	61.7
Los Angeles	804	12.5	14.4	5.7	24.4	15.7	6.0	15.1	38.9	39.4	40.5	64.7
New York-Northern NJ-Long Island	915	14.4	19.5	7.6	36.0	21.4	9.0	16.4	44.2	48.0	42.3	66.9
Philadelphia-Wilmington-Atlantic City	387	15.1	14.9	6.1	29.2	16.0	5.1	10.5	40.1	53.6	47.8	62.5
San Francisco-Oakland-San Jose	763	17.3	22.0	10.0	32.3	20.8	7.1	19.4	47.8	51.2	58.2	70.4

Source: 1997 Survey of Public Participation in the Arts.

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TABLE 3: Participation Rates via Broadcast Media by Region: 1997

Geographic Area	Sample Size	Jazz			Classical			Opera			Musical Play			Non- Musical Play		Dance	Art
		TV	Radio	Rec.	TV	Radio	Rec.	TV	Radio	Rec.	TV	Radio	Rec.	TV	Radio	TV	TV
United States	12,349	30.7%	39.3%	29.0%	32.2%	41.0%	34.3%	15.0%	10.8%	10.7%	25.0%	4.8%	11.5%	23.4%	6.0%	39.4%	45.1%
New England ¹	280	34.0	44.5	33.6	34.9	53.5	47.4	19.5	15.0	17.3	29.9	5.2	18	22.3	5.5	43.9	48
Mid-Atlantic ²	942	30.3	41.4	29.8	34.1	41.6	36.3	19.1	13.5	14.4	26.2	5.3	15.2	25.4	4.1	38.3	43.2
South Atlantic ³	627	31.2	40.7	30.5	33.6	40.8	32.5	14.1	10.5	8.8	22.6	5.8	10	23.7	7.1	39.3	45.7
East North Central ⁴	881	29.4	37.7	27.8	30.4	38.9	32.7	11.7	9.2	9.2	23.6	3	12.2	21.2	5.1	39.8	45.9
West North Central ⁵	302	22.3	33.0	21.2	28.4	37.7	30.3	8.9	8.2	8.5	26.8	3.4	8	26.5	6.8	32.3	46.7
East South Central ⁶	266	28.8	26.9	21.0	23.4	29.0	21.7	9.6	7.3	4.1	21.8	2.4	4.1	22.1	2.1	34	36.5
West South Central ⁷	459	29.9	37.0	25.6	29.6	37.6	30.6	11.6	10.0	8.0	25.4	3.7	8.9	22.1	5.9	35.5	44.4
Mountain ⁸	235	26.1	39.1	27.4	23.5	38.4	33.9	12.2	4.3	8.3	18	3.3	9.5	20.7	6	32	40.1
Pacific ⁹	2,078	35.4	43.2	33.4	37.3	46.1	39.3	19.8	13.5	13.8	27.8	6.7	13.4	24.3	7.7	46	47.7

Notes: The reader should exercise caution in making inferences based on estimates derived from small samples.
The Pacific Region sample includes additional cases supported by the University of San Francisco.

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National Endowment for the Arts
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- ¹ Massachusetts, Maine, New Hampshire, Vermont, Connecticut and Rhode National Endowment for the Arts
- ² New York, Pennsylvania and New Jersey.
- ³ Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, District of Columbia, Maryland and Delaware.
- ⁴ Ohio, Michigan, Illinois, Wisconsin and Indiana.
- ⁵ North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas and Missouri.
- ⁶ Kentucky, Tennessee, Mississippi, and Alabama.
- ⁷ Texas, Oklahoma, Arkansas and Louisiana.
- ⁸ Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona and New Mexico.
- ⁹ California, Alaska, Hawaii, Oregon and Washington.

Source: 1997 Survey of Public Participation in the Arts.

TABLE 1: Attendance Rates for Arts Activities by State and Region: 1997

<i>Geographic Area</i>	Sample Size	Jazz	Classical Music	Opera	Musical Play	Non-Musical Play	Ballet	Dance	Art Museum	Historic Park	Arts/Crafts Fair	Read Literature
United States	12,349	11.9%	15.6%	4.7%	24.5%	15.8%	5.8%	12.4%	34.9%	46.9%	47.5%	63.1%
New England	689	15.9	18.9	4.8	30.1	23	8.2	14.3	42.4	53	52.3	69.7
Massachusetts	459	14.6	24.3	4.9	30.6	21.2	9.4	14.8	48.1	58.7	45.4	69.8
Remainder New England ¹	230	17	14.6	4.7	29.7	24.4	7.2	13.9	38	48.5	57.8	69.7
Mid-Atlantic	2,246	12.7	17.5	6.2	30.5	17.9	7.3	12.6	38.7	48.3	46.8	63.3
New York	782	13.8	18.9	7.2	33.1	18.7	9	14.4	41.5	46.7	45.2	62.8
Pennsylvania	974	10.5	15.5	5	25.6	14.5	6	9.9	34	49.1	50.4	60.7
New Jersey	490	13.7	17.8	5.7	32.9	22.2	5.3	13.2	40.3	50.6	43.9	69.5
South Atlantic	1,435	10.8	14.4	3.8	20.4	15.8	4.8	10.8	30.5	49	43.1	61
Florida	628	15.4	16.7	3.7	22.4	17.4	6.8	13.1	35.5	47.8	49.2	63.2
Remainder South Atlantic ²	807	9.2	13.5	3.8	19.6	15.2	4	10	28.6	49.5	40.9	60.1
East North Central	2,123	12.1	16	5.3	26.9	14.5	5.5	12.4	33	45	53.7	61
Ohio	460	13.6	17.1	5.1	24.8	11.6	7	10.7	30.4	42.8	54.8	61.5
Michigan	712	14.6	18.6	5.6	30.2	15.4	5.8	11.6	35.3	40.7	56.7	64.1
Illinois	709	12.5	16.4	4.9	27.2	17.7	4.8	16	37.5	49.7	51	62.3
Remainder East North Central ³	242	8.2	12.4	5.6	26.1	13.6	4.5	11.4	29.5	46.2	52.8	56.7
West North Central ⁴	695	11.1	15.9	3.8	24.3	17.9	3.5	11.1	36.2	50.6	51.9	62.8
East South Central ⁵	651	8.1	10.4	2.1	18.8	12.1	4.7	8	24.8	41.3	39.1	59.2
West South Central	1,106	10.4	14.3	2.4	19.3	13.1	6.7	13.3	31.7	43.7	46.5	61.3
Texas	818	11.2	15.6	3.2	21.5	15.9	7.9	13.2	34.9	45.3	46.4	63.9
Remainder West South Central ⁶	288	9.2	12	1.1	15.6	8.6	4.8	13.6	26.5	41.1	46.6	57.2
Mountain ⁷	571	10.9	14	6.1	24.7	11.9	6	14.7	40	48.2	47.1	66.6
Pacific	2,833	14.1	17.2	5.9	25.4	16.4	6.3	14.1	39.7	45.1	47.6	66.9
California	2,574	13.7	15.9	6.4	25.6	16.8	5.5	15.2	39.5	44.5	46.9	66.1
Remainder Pacific ⁸	259	15.3	21	4.5	24.9	15.2	8.7	11	40.3	46.7	49.6	69.2

¹ Maine, New Hampshire, Vermont, Connecticut, and Rhode Island.

² Georgia, South Carolina, North Carolina, Virginia, West Virginia, District of Columbia, Maryland, and Delaware.

³ Wisconsin and Indiana.

⁴ North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, and Missouri.

⁵ Kentucky, Tennessee, Mississippi, and Alabama.

⁶ Oklahoma, Arkansas, and Louisiana.

⁷ Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona, and New Mexico.

⁸ Alaska, Hawaii, Oregon, and Washington.

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