

Arts Data Profile: State-Level Estimates of Arts Participation Patterns: 2017-2018

Brief #1: Live Performing Arts Attendance – Top-Ranking States

In 2017, nearly half of all U.S. adults (48.5 percent, or 118.2 million) attended at least one live performing arts event (see table, below).¹

Percent of U.S. adults who attended:

| | Percent | Number (millions) |
|---|---------|-------------------|
| Any live performing arts event | 48.5% | 118.2 |
| Music performance | 42.0% | 102.1 |
| Play or musical | 23.8% | 57.9 |
| Dance performance | 15.3% | 37 |
| An event featuring a poet or writer | 6.0% | 14.6 |
| Some other kind of live performance (e.g., storytelling, standup or improv comedy, puppetry, or a circus event) | 10.6% | 25.5 |

2017 Survey of Public Participation in the Arts, Core 2

Further, according to the 2017 Survey of Public Participation in the Arts, **residents in 13 states** and the District of Columbia **attended live performing arts events at a significantly higher rate** than did U.S. adults as a whole.

Those states were: Colorado; Idaho; Illinois; Minnesota; Missouri; Montana; New Hampshire; North Dakota; Oregon; Utah; Vermont; and Washington.²

By contrast, states with attendance rates below the overall U.S. rate were: Alabama, Florida, Mississippi, New Mexico, Texas, and West Virginia.

Parks and Places of Worship: Did You Know?

In 2017, nearly a third of all adults (32 percent) attended a live arts performance in a park or outdoor facility. In **Oregon and Rhode Island**, that figure was significantly higher, with nearly 50 percent of adult residents attending a performing arts event in a park.

Performing arts events in churches, synagogues, and other religious venues, meanwhile, drew 17 percent of the nation's adults in 2017. In **Kansas and Mississippi**, that number rose to almost 25 percent.

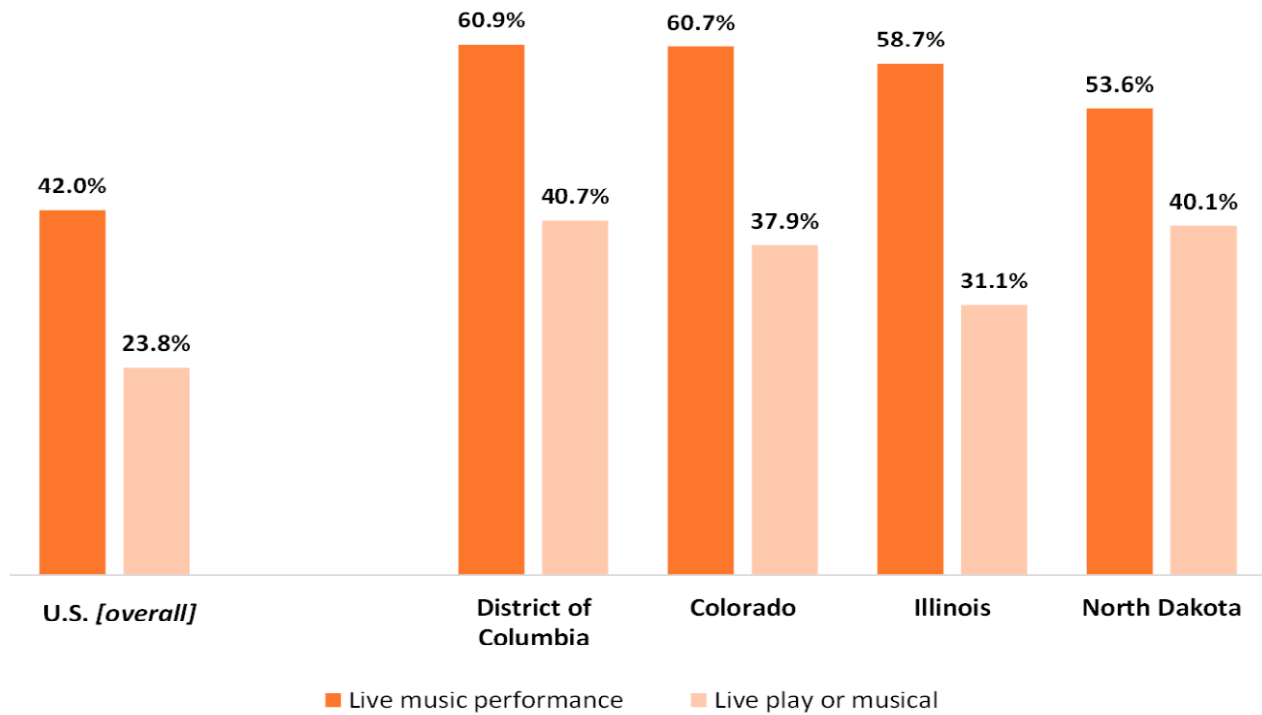
Music and Theater Performances

Colorado, Illinois, North Dakota, and the District of Columbia are distinguished for having significantly higher rates of attendance at two types of arts performances—concerts and plays/musicals—than the nation as a whole.³

In Colorado, for example, nearly 61 percent of adults went to a live music concert, compared with 42 percent of U.S. adults nationwide. Similarly, 38 percent of Colorado's adults saw a play or musical, versus 24 percent of adults in general.

In the case of North Dakota, adults attended concerts and plays/musicals at rates of 54 percent and 40 percent, respectively. For Illinois, the corresponding figures were 59 percent and 31 percent (see chart, below).

Percent of U.S. adults who attended live music performances and plays/musicals: 2017
 States (and the District of Columbia) with shares significantly greater than the overall U.S. rate



2017 Survey of Public Participation in the Arts, National Endowment for the Arts

In the following states, rates of attendance at **live music performances** were significantly higher than the U.S. rate: Idaho (55 percent); New Hampshire (56 percent); Oregon (56 percent); Virginia (51 percent); In the District of Columbia, 61 percent went to concerts.

States experiencing higher-than-national-rates of **play/musical** attendance, meanwhile, were: Massachusetts (37 percent); Minnesota (36 percent); New Jersey (31 percent); Utah (44 percent); and Vermont (40 percent). The District of Columbia also experienced a relatively high rate of theater-going—41 percent.

Endnotes

¹The findings in this research brief are based on Core 2 of the SPPA instrument. Findings from Core 1 survey module were reported in the National Endowment for the Arts research publication *U.S. Trends in Arts Attendance and Literary Reading: 2002-2017: A First Look at Results from the 2017 Survey of Public Participation in the Arts* (2018). Unlike Core 1, Core 2 question-items permitted respondents to report attendance at elementary and high school arts events. Core 1 excluded those types of activities. Accordingly, the Core 1-reported rate of live arts attendance is lower than the Core 2-reported rate (43.4 percent of adults, based on Core 1, versus 48.5 percent for Core 2.)

To obtain the number of adults participating, estimates from both 2017 SPPA cores require an adjustment factor of 2. Please see Background.

²Standard error testing was done at 90 percent confidence.

³State numbers for dance attendance do not permit comparisons. Please see Background for more information.