

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

Research Brief #4: Consuming Art through Electronic Media – Top-Ranking States

Nearly 74 percent of all U.S. adults (175.8 million) used an electronic device, such as TV, radio, computers, laptops, cell phones, and other devices to watch or listen to music, artworks and performances, or arts programming (see table, below). This finding comes from the 2017 Survey of Public Participation in the Arts.

Percent of U.S. adults who used electronic media to consume art of selected types: 2017

	Percent	Number (in millions)
Music	71.2%	170.1
Visual art, dance, and theater performances or programs, or programs about books or writers	34.1%	81.3
Any art form	73.6%	175.8

2017 Survey of Public Participation in the Arts

A far greater number of Americans use electronic devices to listen to music than to consume any other art forms.

In Idaho, a whopping 81 percent of adults used electronic devices in 2017 to view or listen to music, versus 71 percent of adults nationwide. Idaho also exhibited higher rates of adults viewing or listening to other art forms—

including performances or programs featuring theater, dance, visual art, and books and writers. Forty-six percent of Idaho’s adults participated in this activity, while only 34 percent of the nation’s adults did.

Rates of Using Electronic Devices to Watch or Listen to Music

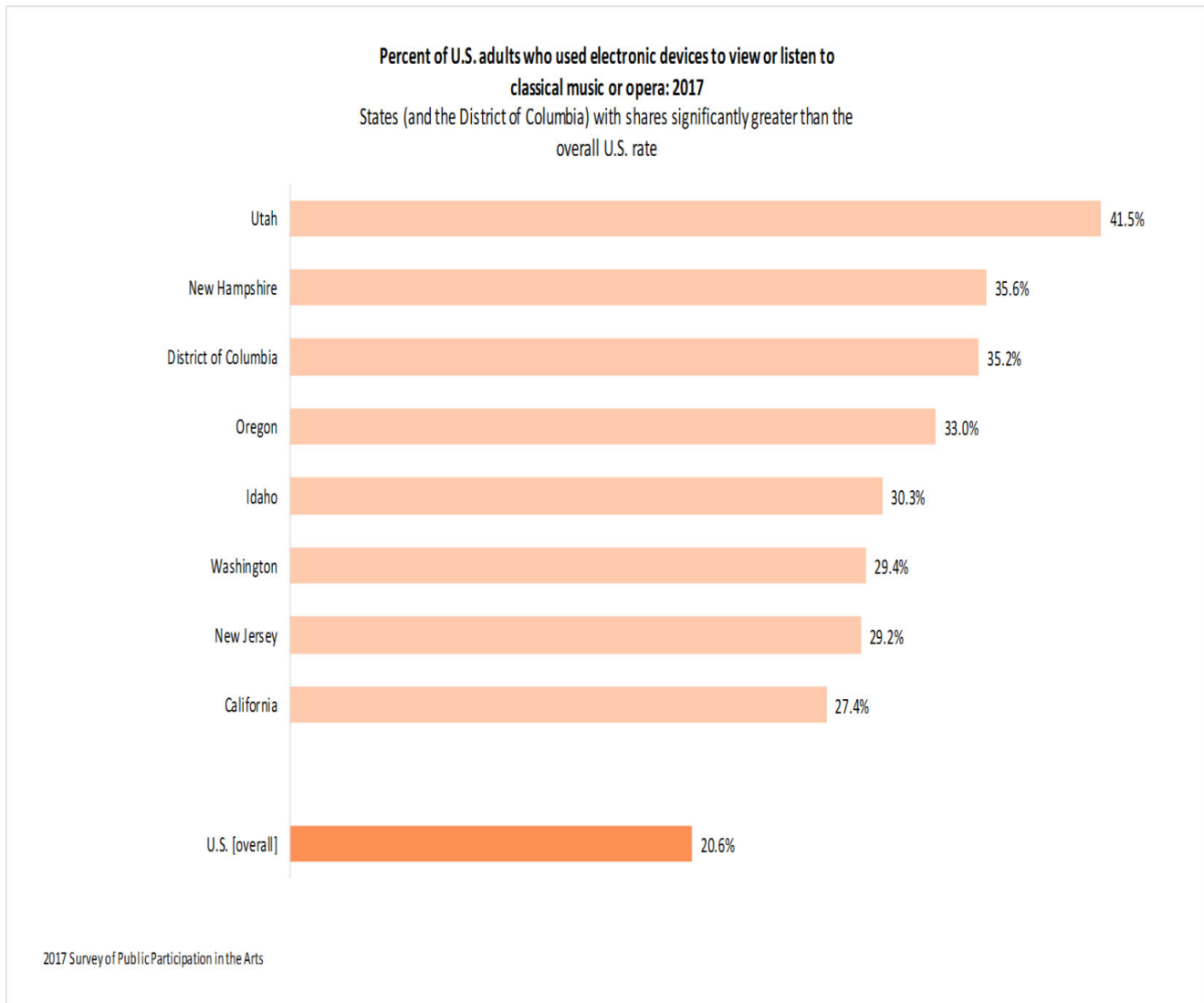
Adults used electronic devices to watch or listen to **music in general** at significantly higher rates in Idaho, Ohio, and Oregon, and Washington, D.C.

When it comes to specific music genres, however, there is even more variation across states.

Together, for instance, **classical music and opera** attracted 33 percent and 30 percent of viewers/listeners via electronic media in Oregon and Idaho, respectively. Yet just under 21 percent of the

nation’s adults used devices to view or listen to classical music or opera.

Other states with higher-than-national rates of consuming classical music and opera through electronic media were: California; New Hampshire; New Jersey; Utah; and Washington. In each of those states, the share watching or listening was roughly 30-40 percent (see chart, below).



While Florida ranks below the national rate of music consumption through electronic media, it is nonetheless one of the few states in which the share of residents using devices to watch or listen to **Latin/Spanish/salsa** music is significantly greater than the share of U.S. adults doing this activity.

In 2017, 25.5 percent of Florida’s adults used devices to view or listen to Latin/Spanish/salsa music. At the U.S. level, 18.5 percent viewed or listened.

In Texas, the share of residents using devices to view or listen to music in general was on par with the national rate (73 percent). But the share viewing or listening to Latin/Spanish/salsa music in was 24 percent—almost 6 percentage points above the U.S. rate.

The percent viewing or listening to Latin/Spanish/salsa music was also significantly greater in California (29.5 percent). Indeed, regarding the use of electronic devices to consume classical music/ opera, Latin/Spanish/salsa, *and jazz* music, only California and the District of Columbia exceeded the national rate of adults doing each of these activities. In 2017, 25 percent of California’s residents used devices to view or listen to jazz music; in the District, 47 percent viewed/listened. The overall U.S. share was 20 percent.

Contributing to Ohio’s high rank in media consumption of music is the share of the state’s adults who use media to watch or listen to **other kinds of music such as rock, country, folk, or hip-hop**. In 2017, that share was nearly 80 percent—well above the overall U.S. rate of 65 percent. In Idaho, Oregon, and South Dakota (as well as the District of Columbia), rates of listening to other kinds of music were also high—roughly 75-80 percent.

Rates of Using Electronic Devices to View or Listen to Art Forms Other Than Music

In this context, media consumption of “other” arts content refers to using electronic media to consume visual art, dance, and theater performances, or programs about books or writers.¹

In six states and the District of Columbia, rates of using electronic media to consume these art forms are much higher than the rate for U.S. adults in general: California; Idaho; Massachusetts; New Hampshire; Utah; and Virginia.

In each of these states, the share of adults viewing or listening to arts content was roughly 50 percent—a rate well above the overall U.S. rate of 34 percent.

The SPPA cannot provide reliable state-level estimates of participation for most of the detailed categories that compose “other” arts content (e.g., electronic media consumption of theater and dance programming).² But the survey can generate sound figures describing the share of adults using devices to view or listen to programs about books and writers for most states.³

In Idaho, Massachusetts, and Virginia—which all ranked highly in using media to consume “other” arts content—approximately 30 percent of adult residents used media to view or listen to programs about books or writers.

In California, 24 percent viewed or listened to programming about books or writers.

The overall U.S. rate was 19 percent.

Rates of Digitally Sharing Information about the Arts

The 2017 SPPA also captured data on emailing, posting, or otherwise digitally sharing information (including articles and comments) about music, dance, or theater; movies or films; the visual arts; and books and literature.

In 2017, nearly 31 percent of U.S. adults digitally shared information or articles/comments about the arts. A 30 percent arts-sharing rate was also typical at the state level, after accounting for the SPPA’s survey design (see table, below).

	Percent	Number (in millions)
Percent of U.S. adults who emailed, posted, or digitally shared information/articles about: music, dance, or theater; movies or films; visual arts; or books/literature	30.7%	72.5

2017 Survey of Public Participation in the Arts

Thirty-two percent of Oklahoma’s adult population posted arts information, as did 28 percent of Wisconsin’s and South Carolina’s residents.

The share of adults digitally sharing information or articles/comments about the arts exceeded 40 percent in three states—Massachusetts, Utah, and Vermont—and in the District of Columbia.

Endnotes

¹This category includes using devices to watch or listen to programs about the visual arts or to view paintings or other artworks.

²Although the 2017 SPPA sample size was large (approximately 7,000 U.S. adults took the survey’s module covering art through electronic media), the percentage of the population that uses electronic media to consume theater and dance programming is small. Consequently, the coefficients of variation for most state-level estimates of these activities exceeded 30 percent.

³The coefficients of variation (CV) associated with state-level estimates of using media to watch programs about books or writers was 30 percent or more for just four states: Alabama, Delaware, Maine, and Nevada. However, for state-level estimates of electronic media consumption of dance, theater, and visual arts programs, the number of state-level estimates with CVs equal to 30 percent or higher (indicating an unreliable estimate) is much greater. For example, 16 state-level estimates of using devices to watch or listen to dance programs had associated CVs of at least 30 percent.