

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

Brief #5: Personal Performance and Creation of Art – Top-Ranking States

According to results from the 2018 Arts Basic Survey (ABS), 33.4 percent of U.S. adults (83 million) created or performed art of at least one of the following types in the preceding 12 months.¹

Of all U.S. adults, the percent who did various types of art-making in 2018

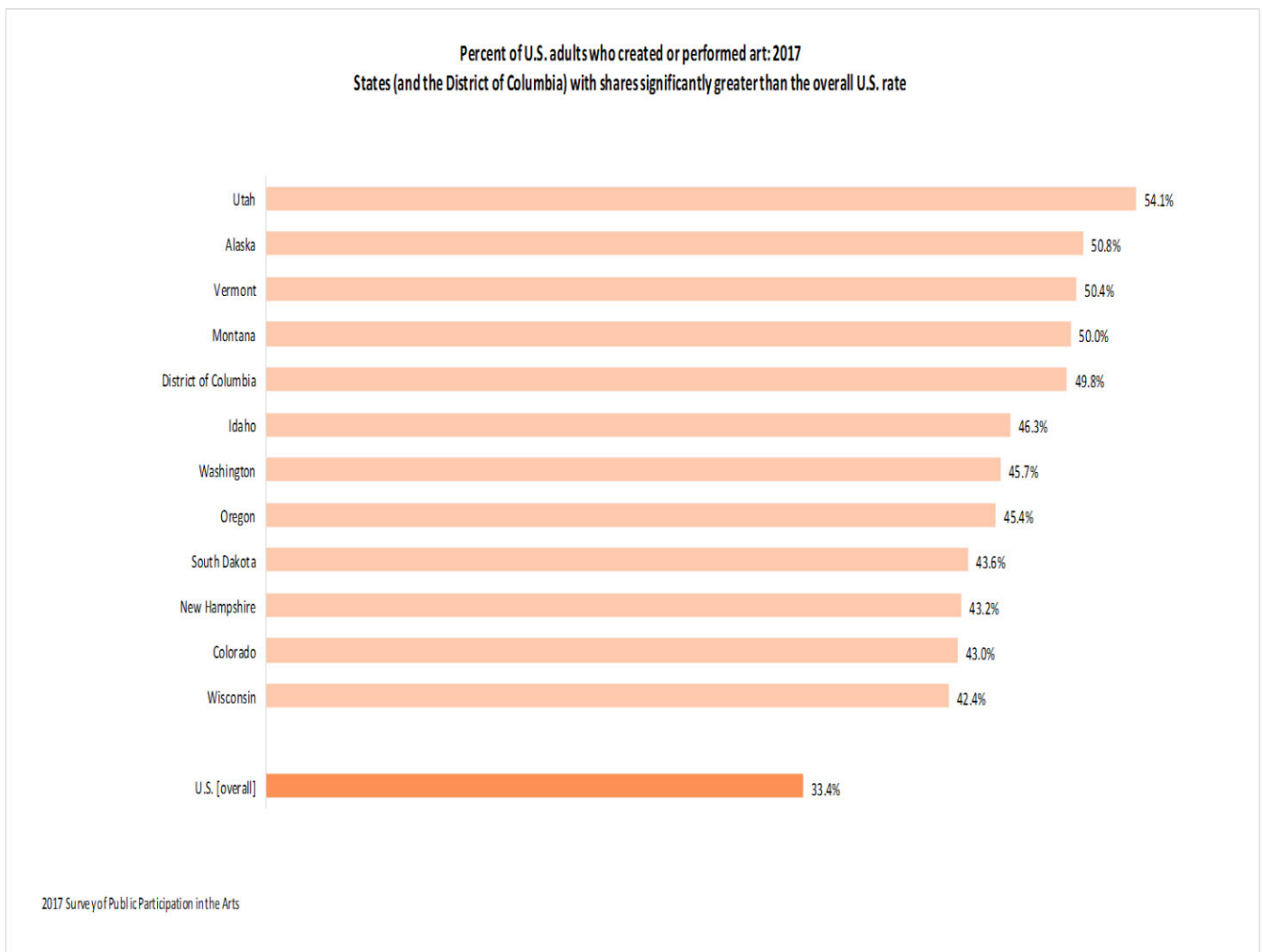
	Percent	Number (millions)
Took photographs as an artistic activity	10.8%	26.6
Performed or practiced any singing	9.2%	22.7
Did weaving, crocheting, quilting, or other textile art	9.0%	22.2
Played a musical instrument	8.6%	21.3
Created other visual art such as paintings, sculpture, or graphic designs	7.5%	18.4
Did leatherwork, metalwork, or woodworking	6.4%	15.9
Did creative writing	4.7%	11.6
Created films or videos as an artistic activity	3.6%	8.7
Created pottery, ceramics, or jewelry	3.3%	8.1
Performed or practiced any dance	3.1%	7.6
Did acting	1.1%	2.7
Any of the above	33.4%	83.0

2018 Annual Arts Basic Survey

Residents in **11 states** and the District of Columbia **performed or created art at a significantly higher rate** than did U.S. adults in aggregate (see table, below).

Nearly half of these states—Alaska, Montana, New Hampshire, South Dakota, and Vermont—are “rural”—i.e., states in which 30 percent or more of the population live in rural areas.²

Only Florida and Nevada have rates of personal creation or performance lower than the total rate of all U.S. adults who did those activities: 20.7 percent and 25.3 percent, respectively.



Rates of Personal Performance and Creation of Art (by State)

The following sections summarize selected forms of state-level personal performance and creation of art, based on data from the 2018 Arts Basic Survey.³

In Alaska, for example, 50.8 percent performed/created art. In that state, the relatively high rate of personal arts creation is attributed largely to weaving, crocheting, or other forms of textile art-making, and to leatherwork, metalwork, and woodwork. Wisconsin, meanwhile, has a high rate of art-making as many in the state create paintings, sculpture, and other visual arts.

Taking Photographs and Creating Other Visual Art

In six states (and the District of Columbia), **taking photographs** (as an artistic activity) contributed to the high overall rates of personally performing or creating art: Colorado, Montana, Oregon, Utah, Vermont, and Washington. In Montana, for example, 24 percent of the state's adult residents took photographs; in Vermont it was 22 percent. By

comparison, the share of all U.S. adults who took pictures was 10.8 percent.

Although California's rate of personal performance and creation (32.6 percent) was comparable to the overall U.S. rate, the state did artistic photography at a higher rate than the nation's adults as a whole. In 2018, 13.6 percent of the state's adult residents took photographs as an artistic activity.

Beyond photography, the share of adults who **created visual art** in Colorado was nearly 18 percent. By contrast, the national rate was 7.5 percent.

Roughly 12-15 percent of adults in Montana, Oregon, Vermont, and Wisconsin created visual art.

Some Art Forms Correlate: Did You Know?

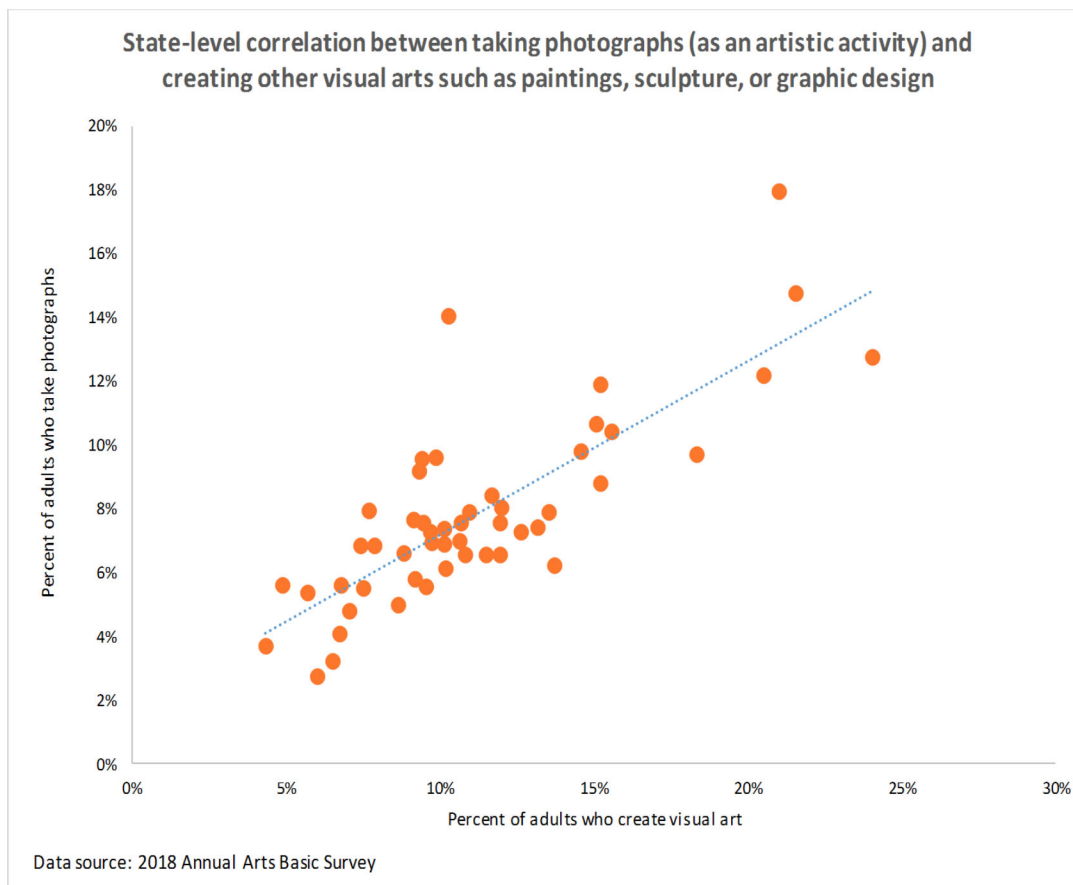
Analysis of the 2018 ABS suggests that many people who take photographs also create other kinds of visual art, including paintings, sculpture, or graphic design.

The correlation coefficient (“*r*”) ranges between 0 and 1 and may be either positive or negative. The closer the coefficient is to 1, the stronger the association.

In the case of taking pictures and creating visual art, the state-level correlation coefficient was 0.80, indicating a strong association between the two creative activities.

This correlation is evident among the states that scored highly in creating other visual art. Each of those states—Colorado, Montana, New Hampshire, Oregon, Vermont, Wisconsin, and Washington—also scored well in photography.ⁱ

While performing and practicing singing and playing a musical instrument are correlated, their association is not as strong as the one between taking photographs and creating other visual artworks. The correlation coefficient measuring the association between singing and playing music was 0.55.



ⁱAlthough Washington and New Hampshire are counted in this list, they are not technically above the U.S. rate for artistic photography or other visual art (at 90 percent confidence). However, both states miss statistical significance by fractional amounts, likely due to small sample sizes in both states.

Performing or Practicing Singing and Playing a Musical Instrument

Of the states that exhibit high rates of overall personal performance and creation, only two—Montana and Utah—also display high rates of **performing or practicing singing**: 13.6 percent and 16.6 percent, respectively. The U.S. rate was 9.2 percent.⁴

The share of adults performing or practicing singing in Tennessee was similar to that of Utah’s—16.1 percent.

Three other states—Alabama, Maryland, and Mississippi—also had comparably high rates for singing: roughly 12 percent.

Of the six states with higher-than-national-rates for singing, three also exceed the U.S. rate for **playing a musical instrument**—Montana, Tennessee, and Utah.

In 2018, 21.3 percent of adults in Utah reported playing a musical instrument. This exceptionally high rate was more than 12 percentage points greater than the national rate of 8.6 percent.

Relative to the U.S. a whole, the share of adults playing a musical instrument was also high in Vermont (18.5 percent of adults in the state), Montana and Tennessee (both close to 15 percent), the District of Columbia (13.1 percent), and Oregon (12.8 percent).

Home of “Music City”: Did You Know?

As noted above, 15 percent of Tennessee’s residents (or 1.2 million adults) performed or practiced playing a musical instrument in 2018.

Given that Tennessee is home to Nashville, it is perhaps not surprising that music also plays a central role in the state’s economy. In 2018, there were nearly 2,300 musicians and singers employed in Tennessee. Relative to the state’s total employment (all occupations), that number was 2.7 times greater than the national level.

Also, in 2016, the value added to Tennessee’s economy by performing arts companies (including music groups and artists) was \$1.2 billion. As a share of the state’s gross product, this amount is 3.7 times greater than the share of the nation’s economy that performing arts companies represent.

Notes: Employment estimates refer to workers on payrolls and were reported by the U.S. Bureau of Labor Statistics’ Occupational Employment Survey.

“Value-added” estimates are from the U.S. Arts and Cultural Production Satellite Account, a joint product of the U.S. Bureau of Economic Analysis and the National Endowment for the Arts.

Creating Textile Art or Doing Leatherwork, Metalwork, or Woodwork

The relatively high proportion of Alaskans who create art of their own is partly attributable to the share of the state's residents who do **weaving, crocheting, quilting, or other textile-art making**.

In 2018, 15.5 percent of the state's adults engaged in those activities. This rate compares with 9 percent of U.S. adults.

Alaska was not alone in its large numbers of textile makers; 12 other states also exceeded the national rate for working in this art form. Like Alaska, three of those states have high rates of overall arts creation or performance: Idaho, Utah, and Vermont. But other states include Iowa, Missouri, Ohio, and Oklahoma, where rates of textile-making hovered around 13-15 percent.

Alaska also can boast high rates of **creating leatherwork, metalwork, or woodwork** (10.4 percent of adults), as can South Dakota and Minnesota. In both of the latter states, approximately 9 percent of adult residents created in these media. By contrast, the overall U.S. rate for leatherwork, metalwork, or woodwork was 6.4 percent.

Creative Writing

Residents of six states and the District of Columbia reported rates of creative writing that are higher than the aggregate U.S. rate.⁵ They are: Massachusetts, Montana, Oregon, Utah, Vermont, and Washington. With the exception of Massachusetts, those states also ranked highly in overall personal performance and creation.

For example, creative writing contributed to high personal arts performance or creation in both Montana and Oregon, where 11 percent of each state's residents did creative writing. The creative writing rate for the U.S. was more than 6 percentage points lower (4.7 percent).

In Utah, Vermont, and Washington, creative writing rates were between 7 and 9 percent.

The share of Massachusetts's adults who personally performed or created art was on par with the total U.S. rate (34 percent). But at 7.6 percent, the share of the state's residents who did creative writing was well above the national rate.

Percent of U.S. adults who did creative writing: 2018

States (and the District of Columbia) with shares significantly greater than the overall U.S. rate

U.S. [overall]	4.7%
District of Columbia	11.4%
Montana	10.9%
Oregon	10.9%
Vermont	9.4%
Utah	7.7%
Massachusetts	7.6%
Washington	7.5%

Note: Rates for the individual states shown, though higher than the U.S. rate, are not significantly different from each other at 90 percent confidence.

2018 Annual Arts Basic Survey

A Note on Methodology

This research brief reports that 33.4 percent of U.S. adults personally performed or created art in the 12 months spanning February 2017 to February 2018. This finding stems from the Arts Benchmarking Survey (ABS).

According to results from the 2017 Survey of Public Participation in the Arts (SPPA), however, a much higher proportion of adults reported art-making in the course of a year: 54 percent.⁶

Several factors may have contributed to this difference. For example, the 2018 ABS was a stand-alone survey on the personal performance and creation of artworks, while the SPPA's questions about personal art-making were asked after a series of items about attending live arts events and

reading books and literature.⁷ But perhaps the most significant factor contributing to the reported differences is the question-wording in both surveys with respect to singing and dancing. The SPPA asked respondents if they had done any dancing or any singing, while the ABS asked survey-takers if they had performed or practiced any dance or any singing.⁸

To give a sense of how this difference plays out: the 2017 SPPA indicates that one-quarter of adults did any singing or any dancing. The ABS shows that 9 percent performed or practiced singing, and 3 percent performed or practiced dance.

Endnotes

¹See Methodology section at the end of this research brief.

²As defined by the U.S. Census Bureau, rural areas encompass all population, housing and territory not included within an urban area. Generally, rural areas are sparsely populated with a low housing density, are not built up, and are at a distance from urban areas. In turn, urban areas are: urbanized areas with 50,000 or more people and urban clusters with at least 2,500 people and fewer than 50,000 people.

Alison Fields, Kelly Ann Holder, and Charlynn Burd, Social, Economic and Housing Statistics Division, U.S. Census Bureau, *Life Off the Highway: A Snapshot of Rural America*, December 8, 2016.

³Only those state estimates with corresponding coefficients of variation (CV) less than 30 percent are highlighted in this document. The CV is a measure of dispersion calculated by dividing the standard error by the mean. The number of state estimates meeting this criterion (CV less than 30 percent) vary. For instance, the CV associated with personal arts performance or creation (in all art forms) is below 30 percent for all 50 states. But the CV is acceptable for just 20 state estimates of creative writing rates.

⁴State-level estimates of the share of adults who perform or practice dance or who do acting were excluded from this analysis because many of the associated coefficients of variation were unsatisfactorily high (i.e., exceeded 30 percent). For more information, see the Background page of the Arts Data Profile.

⁵The coefficient of variation associated with estimates of creative writing rates was below 30 percent in just 20 states.

⁶The National Endowment for the Arts expects to release a summary report on the 2017 Survey of Public Participation in the Arts in the fall of 2019.

⁷In addition to answering questions listed in one of two core sets of questions, SPPA respondents were randomly assigned to answer questions in two of the survey's five modules. In addition to personal performance and creation of art, the SPPA modular questions polled respondents about arts consumption through electronic media, participation in leisure activities, and taking lessons or classes in the arts.

⁸As a separate question, the ABS also asked respondents if they had done any social dancing, including dancing at weddings, clubs, and other social settings. Data generated by this question-item were not included for the purpose of this research brief.