



**Arts Attendance and National Endowment for the Arts Grantmaking in 2017**  
From *U.S. Trends in Arts Attendance and Literary Reading: 2002-2017* and NEA Grants Data for 2017  
with contextual data from the 2015 Arts and Cultural Production Satellite Account  
#NEAsppa

### **The Arts and Cultural Production Satellite Account**

Nationwide arts participation, as partly enabled through NEA funding, contributes to the cultural and economic vitality of the United States. The Arts and Cultural Production Satellite Account, a partnership of the National Endowment for the Arts and the Bureau of Economic Analysis, measures the economic activity of arts and cultural industries. Based on 2015 data, the most recent report states contributions to the U.S. economy from the following selected arts industries:

- Independent artists, writers, and performers: \$22 billion
- Performing arts companies: \$17.8 billion
- Performing arts presenters: \$10.5 billion
- Sound recordings: \$14.9 billion

### **Data by Discipline**

#### Dance

- *Attendance:*
  - In 2017, 6.3% of U.S. adults (15.2 million people) attended a dance performance other than ballet. There was no significant change from 2012.
  - In 2017, 3.1% of U.S. adults (7.6 million people) attended a ballet performance. There was no significant change from 2012.
- *NEA funding of all dance projects including ballet and other dance forms in 2017:* \$4.2 million
- *Findings for dance in the Arts and Cultural Production Satellite Account:* Non-profit dance companies contributed \$573 million to the U.S. economy in 2015.

#### Literature

- *Reading:*
  - In 2017, 11.7% of U.S. adults (27.9 million people) read poetry. The percentage of adults reading poetry increased 76% from 2012.
  - In 2017, 3.7% of U.S. adults (8.8 million people) read a play. The percentage of adults reading a play increased 28.2% from 2012.
  - In 2017, 52.7% of U.S. adults (126.5 million people) read any book not required for work or school with no significant change from 2012.

- In 2017, 41.8% of U.S. adults (99.6 million people) read a novel or short story. The percentage of adults who read a novel or short story decreased 7.6% from 2012.
- *NEA funding of literature projects in 2017: \$2.5 million*
- *NEA funding of creative writing fellowships in prose and literary translation in 2017: \$1.2 million*

#### Museums

- *Attendance: In 2017, 23.7% of U.S. adults (57.5 million people) visited an art museum or art gallery. The percentage of adults who visited an art museum or art gallery increased 12.9% from 2012.*
- *NEA funding of museum projects in 2017: \$3.9 million*
- *Findings for museums in the Arts and Cultural Production Satellite Account: For-profit and non-profit museums together contributed \$5.3 billion to the U.S. economy in 2015.*

#### Music

- *Attendance:*
  - In 2017, 8.6% of U.S. adults (21 million people) attended a classical music performance
  - In 2017, 8.6% of U.S. adults (21.1 million people) attended a jazz concert, the same percentage as classical music,
  - For both classical and jazz music, there was no significant change from 2012.
- *NEA funding of music projects in 2017 including classical and jazz: \$5.7 million*
- *Findings for music in the Arts and Cultural Production Satellite Account:*
  - Non-profit symphonies and chamber ensembles contributed \$1.9 billion to the U.S. economy in 2015.
  - Non-profit music groups and artists (including rock, country, and jazz bands and artists) contributed \$385 million to the U.S. economy in 2015.

#### Opera

- *Attendance: In 2017, 2.2% of U.S. adults (5.3 million people) attended an opera performance, representing no significant change from 2012.*
- *NEA funding of opera projects in 2017: \$2.1 million*

#### Theater

- *Attendance:*
  - In 2017, 16.5% of U.S. adults (40.2 million people) attended a musical theater performance with no significant change from 2012.
  - In 2017, 9.4% of U.S. adults (22.9 million people) attended a non-musical play with no significant change from 2012.
- *NEA funding of theater projects in 2017 including musical theater and non-musical plays: \$7.4 million*
- *Findings for theater in the Arts and Cultural Production Satellite Account: Non-profit theater companies contributed \$6.4 billion to the U.S. economy in 2015.*