



Arts Participation in 2022: A Technical Summary Report

August 2025
Prepared by 2M Research

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By All Means, the Arts: A Full Report of the 2022 Survey of Public Participation in the Arts (SPPA)

August 2025

National Endowment for the Arts

400 7th Street
SW Washington, DC 20506
[arts.gov](https://www.arts.gov)

Produced by the National Endowment for the Arts

Sunil Iyengar, Director, Strategic Communications, Initiatives, and Front Office Operations
Melissa Menzer, Senior Program Analyst
Patricia Mullaney-Loss, Social Science Analyst
Kathryn Zickuhr, Social Science Analyst

Prepared by 2M Research: Mikael Pelz, Meng Tian, James Murdoch, and Dennis Okyere

Editorial assistance by Elizabeth Auclair
Cover design by Kelli Rogowski

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Executive Summary

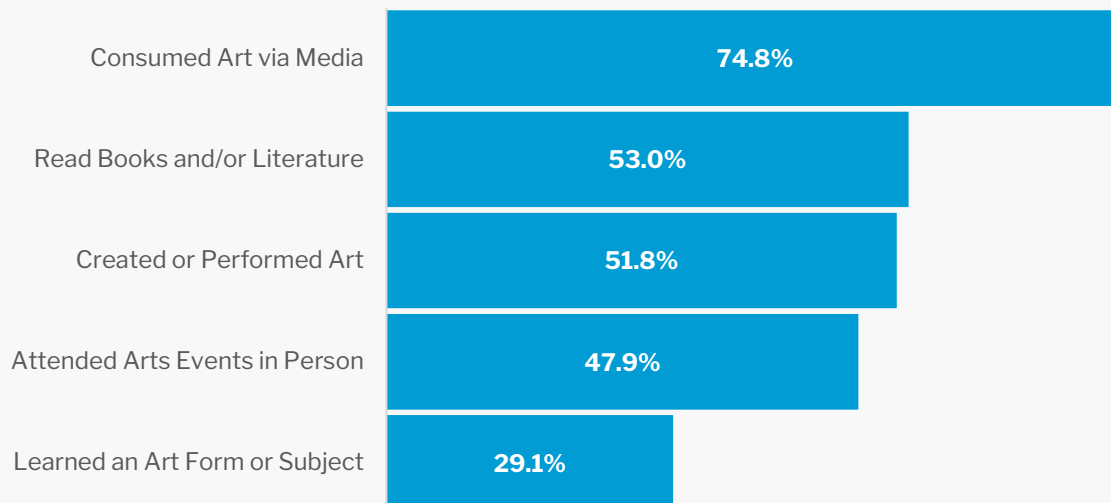
This report is a sequel to a 2023 National Endowment for the Arts (NEA) publication, *Arts Participation Patterns in 2022: Findings from the Survey of Public Participation in the Arts*. That much briefer report shared top-level statistics about U.S. adults' rates of attending arts events, creating or performing art, consuming art via electronic or digital media, learning in or about the arts, and reading books or literature.

The current report, by contrast, provides detailed demographic data and trend analyses for most topics addressed by the 2022 Survey of Public Participation in the Arts (SPPA). Conducted on a periodic basis by the U.S. Census Bureau in partnership with the Arts Endowment, the SPPA remains the nation's largest and most representative survey of arts participation in the United States.

Below are the main findings from this report.

- 1. In 2022, most U.S. adults engaged in one or more modes of arts participation**—whether consuming art via media, reading books or literature, creating or performing art, attending arts events in person, or learning an art form or subject. Nearly 75 percent of adults consumed art via media—a comparable share as in 2017. In 2022, more than half of adults read books and/or literature, and a similar proportion created or performed art. These figures represent slight declines from 2017 rates.

Percentage of U.S. Adults Who Participated in the Arts, by Mode of Arts Activity (2022)



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA), Core 1, Module A, Module B, and Module D

2. **Over the same five-year period, the percentage of readers declined by 3.6 points**, a measure that includes listening to audiobooks in addition to reading print or digital books.

Percentage of U.S. Adults Who Read Books, Novels, Short Stories, Poetry and/or Plays* or Listened to Audiobooks in 2017 and 2022, by Demographic Characteristics

	2017	2022	Percentage Point (pp) Change
Overall	59.2%	55.6%	-3.6 pp
Female	67.0%	63.1%	-3.9 pp
Male	50.7%	47.6%	-3.1 pp
Hispanic	40.4%	41.3%	0.9 pp (n)
Non-Hispanic White	65.5%	61.0%	-4.5 pp
Non-Hispanic Black	52.9%	51.2%	-1.7 pp (n)
Non-Hispanic Asian	51.6%	50.9%	-0.7 pp (n)
Non-Hispanic Other	61.8%	55.2%	-6.6 pp (n)
Ages 18 - 24	57.7%	55.0%	-2.7 pp (n)
Ages 25 - 34	58.9%	60.2%	1.3 pp (n)
Ages 35 - 44	59.2%	59.5%	0.3 pp (n)
Ages 45 - 54	56.4%	53.6%	-2.9 pp (n)
Ages 55 - 64	59.6%	49.8%	-9.8 pp
Ages 65 - 74	62.7%	55.7%	-7.1 pp
Ages 75 +	61.5%	54.0%	-7.5 pp
Grade School	23.0%	26.8%	3.7 pp (n)
Some High School	33.4%	34.9%	1.5 pp (n)
High School Graduate	45.8%	39.0%	-6.8 pp
Some College	63.6%	58.5%	-5.2 pp
College Graduate	74.5%	71.9%	-2.7 pp (n)
Graduate School	83.3%	77.0%	-6.3 pp

Source: National Endowment for the Arts, 2017 and 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*Respondents to these question-items may have listened to such works via streaming, broadcasts, or recordings; the questions asked respondents to include electronic books and other electronic formats.

(n) indicates that the change is not significant at 90% confidence intervals.

3. **The proportion of adults making or performing art and the proportion of those who took arts classes or lessons grew** by 10.9 and 2.3 percentage points, respectively, between 2017 and 2022.

Percentage of U.S. Adults Who Created, Performed, or Learned About Art in 2017 and 2022

	2017	2022	Percentage Point (pp) Change
Creating or Performing Art*	31.9%	42.8%	10.9 pp
Arts classes or lessons	9.5%	11.8%	2.3 pp

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module B and Module D, 2017 Survey of Public Participation in the Arts (SPPA) Module B, Module C, and Module E.

*Due to issues of question-item comparability, the trend is analyzed using a limited set of creating or performing art activities (listed in Exhibit 12).

4. **Over two decades (2002 to 2022), the proportion of adults who attended live, in-person arts performances declined** by 2 to 8 percentage points, depending on the performance type.

Percentage of U.S. Adults Who Attended Live, In-Person Art Performances* from 2002 to 2022

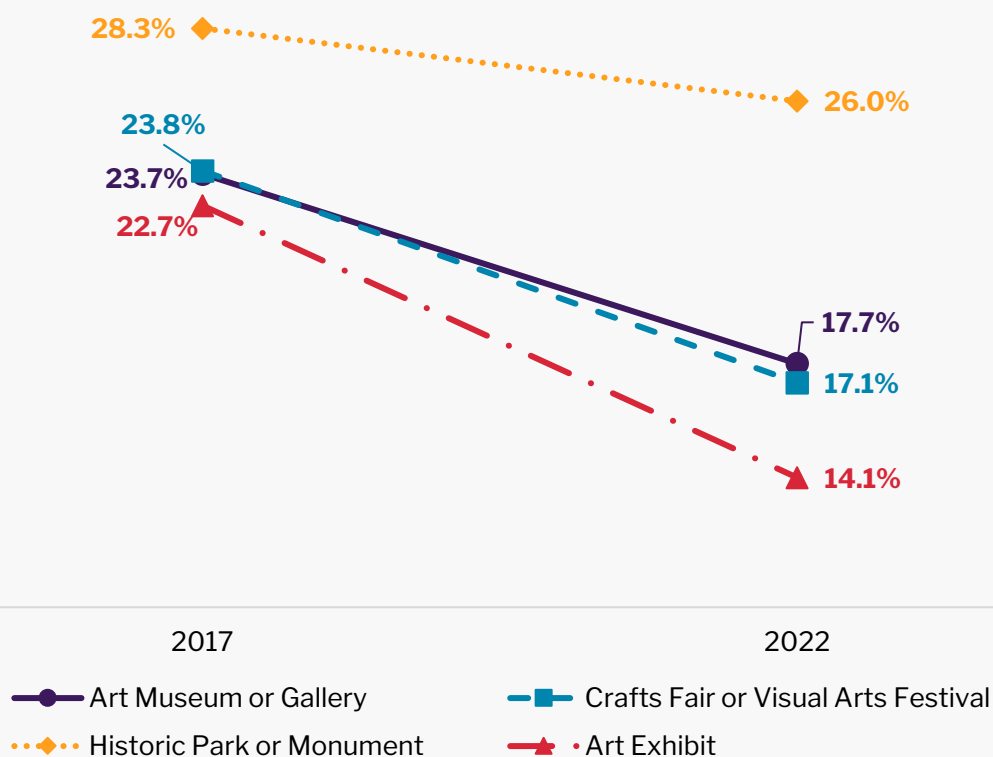
	2002	2008	2012	2017	2022	2022-2002 Percentage Point (pp) Change
Any Live, In-Person Performance	NA	29.1%	28.7%	30.6%	21.2%	NA
Jazz	10.8%	7.8%	8.5%	8.6%	6.3%	-4.5 pp
Latin Music	NA	2.7%	5.4%	5.9%	3.9%	NA
Classical	11.6%	9.3%	8.7%	8.6%	4.6%	-7.0 pp
Opera	3.2%	2.1%	2.1%	2.2%	0.7%	-2.5 pp
Musical Play	17.1%	16.7%	14.8%	16.5%	10.3%	-6.8 pp
Non-Musical Play	12.3%	9.4%	8.2%	9.4%	4.5%	-7.8 pp
Ballet	3.9%	2.9%	2.7%	3.1%	1.9%	-2.0 pp
Other Dance	6.3%	5.2%	5.7%	6.3%	3.3%	-3.0 pp

Source: National Endowment for the Arts, 2002, 2008, 2012, 2017 and 2022 Survey of Public Participation in the Arts (SPPA).

*In 2017, the SPPA added an item that asked about attendance at any live music, dance, or theater performance other than those already mentioned. Since this item was not asked prior to 2017 it is excluded from all numbers in this table.

5. **The proportion of adults attending visual arts events between 2017 and 2022 declined more than the proportion attending performing arts events.** Visual arts attendance may have included visits to art museums or galleries, attendance at craft fairs and visual arts festivals, and tours of sites for historical, architectural, or design value.

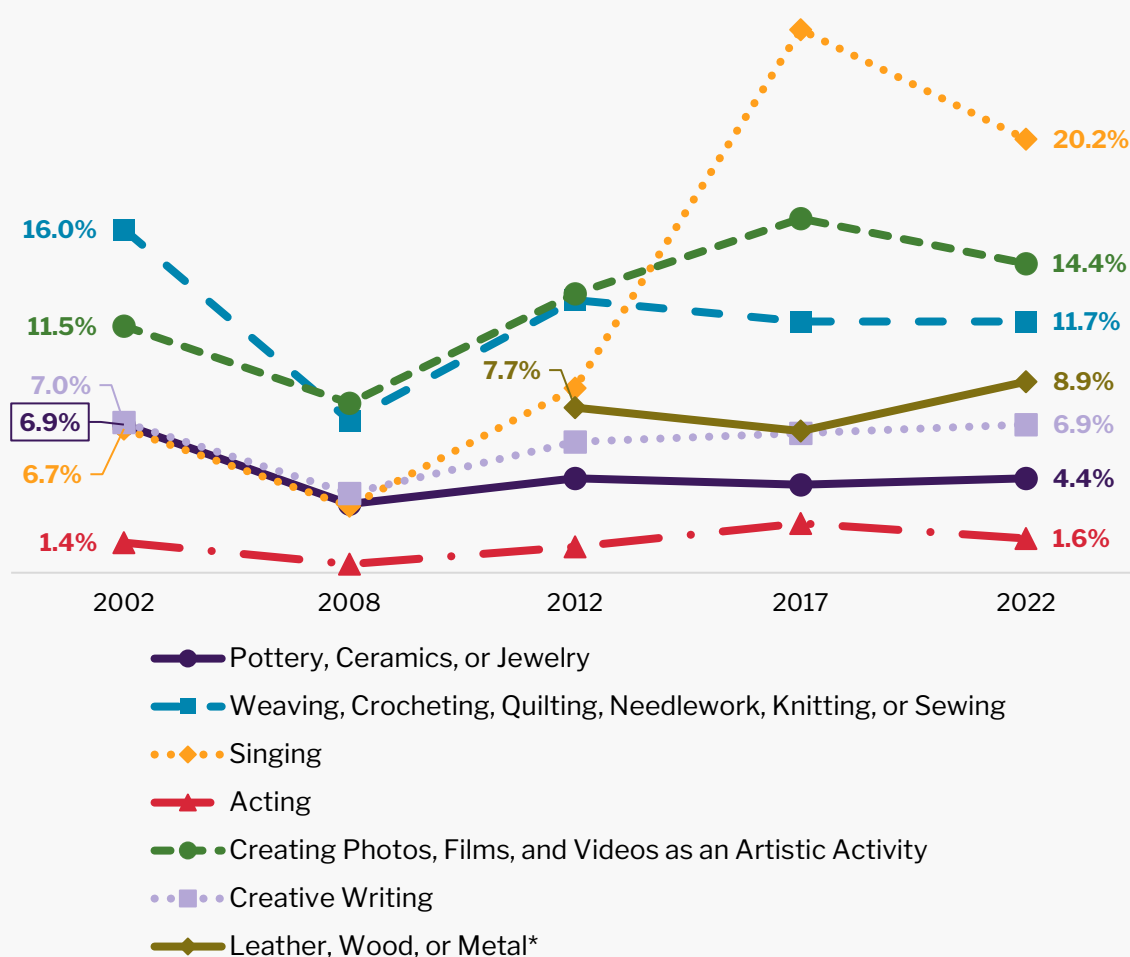
Percentage of U.S. Adults Who Attended Visual Arts Events from 2017 to 2022



Source: National Endowment for the Arts, 2017 and 2022 Survey of Public Participation in the Arts (SPPA)

6. **The proportions of adults creating or performing certain forms of art have generally increased** from 2002 to 2022. The changes are greatest for singing (+13.5 percentage points), followed by creating photos, films, and videos (+2.9 points) and leather, wood, and metal work (+1.2 points since 2012).

Percentage of U.S. Adults Who Created or Performed Certain Art Forms from 2002 to 2022

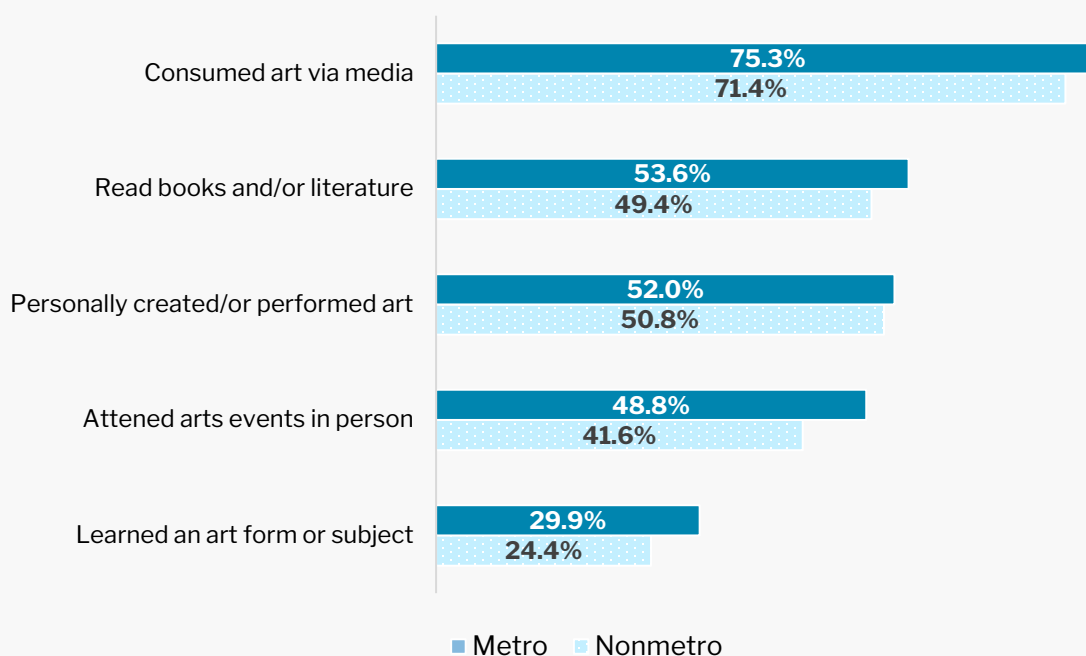


Source: National Endowment for the Arts, 2002, 2008, 2012, 2017 and 2022 Survey of Public Participation in the Arts (SPPA).

*The 2002 and 2008 SPPA do not have comparable measures for this category.

7. **Adults living in metropolitan areas are more likely to participate in arts activities than are non-metro area dwellers.** Geographic differences may stem from factors such as limited access to arts venues and varying levels of disposable income, as discussed in the *50 States of Arts Participation: 2022* report (NEA, 2024). Between metro and non-metro areas, however, differences in the percent of adults who personally performed/created art are virtually nonexistent.

Percentage of U.S. Adults Who Did Various Arts Activities in 2022, by Metro or Non-Metro Area Residence



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1, Module A, Module B, and Module D.

8. **The metro areas with the highest rates of attending live arts performances include:**

Percentage of U.S. Adults Who Attended Live, In-Person Art Performances in 2022, by Top 5

- Minneapolis-St. Paul-Bloomington, MN-WI
- Phoenix-Mesa-Scottsdale, AZ
- Washington-Arlington-Alexandria, DC-VA-MD-WV
- Houston-The Woodlands-Sugar Land, TX
- Boston-Cambridge-Newton, MA-NH

9. **Arts participation by region¹ shows that New Englanders have higher participation rates** for the following arts activities, compared with the rates of residents in the five other regions: in-person attendance at visual or performing arts events; reading books and/or literature; and arts consumption via media. Yet, creation and performance rates are higher in the West and Midwest.

Percentage of U.S. Adults Who Did Various Arts Activities, by Region (2022)

	West	Midwest	Mid-America	South	Mid-Atlantic	New England
Consumed art via media	76.4%	78.6%	78.8%	66.7%	73.3%	83.5%
Read books and/or literature	51.9%	60.8%	53.5%	46.9%	51.6%	61.9%
Personally created or performed art	57.8%	59.9%	53.0%	41.1%	47.9%	54.2%
Attended arts events in person	49.6%	54.6%	47.8%	42.9%	43.4%	55.9%
Learned an art form or subject	34.6%	31.8%	27.9%	23.5%	25.9%	31.5%

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1, Module A, Module B, and Module D.

¹ Regions used in this report are defined as the states that are served by the United States Regional Arts Organizations (RAOs), a national collective of six nonprofit arts service organizations: Arts Midwest (serves Midwest states IA, IL, IN, MI, MN, ND, OH, SD, WI), Mid-America Arts Alliance (serves Mid-America states AR, KS, MO, NE, OK, TX), Mid Atlantic Arts (serves Mid-Atlantic states DC, DE, MD, NJ, NY, PA, VA, WV), New England Foundation for the Arts (serves New England states CT, MA, ME, NH, RI, VT), South Arts (serves South states AL, FL, GA, KY, LA, MS, NC, SC, TN), and Creative West (serves West states AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY).

Chapter 1: Background

The Survey of Public Participation in the Arts (SPPA) is the largest and most comprehensive survey measuring the nation's arts participation patterns. This survey is also the most representative of the U.S. population, with a total sample size exceeding 37,000 adults aged 18 and over. It was created in a partnership between the NEA's Office of Research & Analysis and the U.S. Census Bureau. The SPPA is a supplement to the Current Population Survey (CPS).

The SPPA has been conducted periodically since 1982. Since 2012, the survey has been administered at five-year intervals. The survey measures adult participation in various arts and cultural activities. It tracks art activities that Americans report having done over the course of a year, including attendance at in-person performances or visual arts events, reading books and literature, creating or performing art, consuming art through digital media, participating in arts classes or lessons, and participating in non-arts leisure activities, such as sports, exercise, and outdoor activities. The survey also collects information about adults' preferences for different kinds of music, their attendance at specific types of venues, their motivations for attending arts events, and their socio-demographic background.

The original survey instrument has expanded since 1982 to incorporate evolving forms of arts participation while retaining a core set of questions about arts attendance and reading. This core set of questions represents a cross-section of visual and performing arts activities that has been used by NEA and many other researchers to generate broad trends on arts participation. More recent modules have also been added to the survey. For instance, the 2017 SPPA featured new questions about art venues, motivations for attending arts events, and attitudes about access to the arts.

The SPPA survey has uncovered many important trends in arts participation. For example, since 2017, this survey has shown declines in many forms of art activities, including attendance at live, in-person performances and rates of voluntary reading. Although the SPPA data do not allow for precise tracking of how participation habits changed during the COVID-19 pandemic, findings suggest that its effects on the arts sector may have contributed to comparably lower attendance rates in 2021-2022 (NEA Office of Research & Analysis, 2023). The SPPA survey has also shown growth in other forms of arts activities between 2017 and 2022, including digital consumption of art and the personal creation or performance of art.

Research Areas and Goals

The goal of this report is to provide a comprehensive analysis of the 2022 SPPA and use data from previous SPPA waves to track long-term patterns in arts participation. This report also extends the analysis of arts participation to regions, states, and metropolitan areas. Like past reports analyzing SPPA survey results, this

report explores how arts participation differs by various socio-demographic characteristics.

More specifically, this report addresses three primary research questions. First, it describes the most recent patterns of arts participation, based on the SPPA 2022 data. This analysis includes all forms of arts participation captured by the survey, including the frequency of attending in-person live performances, the frequency of attending visual arts events, viewing films, watching and listening to art programs on electronic or digital devices, sharing or posting about the arts, making or performing art, and participating in lessons, classes, and other arts learning. Participation in non-arts activities such as sports and outdoor activities is also analyzed. Moreover, this report explores differences in these patterns by demographic characteristics such as sex, ethnicity and race, age, and educational attainment.

The second focus of this report is to chronicle arts participation trends over the last 20 years by using SPPA survey data from 2002 to 2022. This trend analysis covers all questions asked in the Core 1 module of the survey, including the frequency of attendance at in-person live performances; the frequency of attendance at cultural venues and events; reading habits; participation in lessons, classes, or other arts learning; and participation in non-arts activities.

Finally, this report expands on recent studies by exploring geographical differences in arts participation. This report looks at arts participation activities in terms of geographic region, metropolitan area status, and the top 20 metro areas (where data are available). The activities analyzed for this research question include consuming art via media, reading books and/or literature, creating and/or performing art, attending arts events in person, and learning an art form or subject.

Literature Review

A stream of research has reflected on the contributions of arts participation toward the well-being of individuals and society. For example, a 2021 survey of library users commissioned by the Institute of Museum and Library Services found that individuals rely on arts and cultural organizations as emotional outlets, as well as places for acquiring connections, learning, and practical help (Ernst & Benoit-Bryan, 2022). An analysis of SPPA and General Social Survey (GSS) survey data has highlighted similar benefits. Adults in both surveys reported their top reasons for participating in art activities included the desire to socialize with family and friends, learn something new, and feel creatively inspired (Dwyer, Weston-Sementelli, & Lewis, *et al.*, 2020).

Scholars have examined the benefits of participating in the arts within healthcare and wider community contexts. Within the health sector, craft-based practices can be used as a healing agent to facilitate mindfulness and compassion for oneself (Kaimal & Gonzaga, 2016). Moreover, older adults who participate in arts activities

report higher levels of cognitive function and lower rates of physical difficulties (Rajan & Rajan, 2017). Research also has shown that arts participation may spur community involvement. For example, individuals who attend more music performances demonstrate a greater likelihood of voting, volunteering, making a charitable contribution, or participating in community activities (Polzella & Forbis, 2016).

Given all these possible benefits of arts participation, several organizations have developed surveys to track different forms of participation over time. The primary survey that has been established is the Survey of Public Participation in the Arts (SPPA), first administered by the U.S. Census Bureau in 1983. From time to time, the NEA has also included art modules within the GSS focusing on arts participation. LaPlaca Cohen's Culture Track initiative is another source for arts data. Developed in 2001, Culture Track uses various survey instruments to measure the changing behaviors of cultural audiences. An additional recent data source is the U.S. Census Bureau's Household Pulse Survey, which was relaunched as the Household Trends and Outlook Pulse Survey in 2025.

These surveys typically rely on large, representative samples to study the American population, typically every four or five years. While these surveys reliably sample the national population, analyzing these data at a more local level is challenging, given the limited sample sizes for many metro areas. This constraint also makes neighborhood-by-neighborhood analysis impractical.

Perhaps a larger limitation of these surveys is the fact that they measure an evolving and, at times, highly segmented phenomenon. Researchers have repeatedly pointed out the limitations of the current SPPA survey and its historical reliance on questions about arts attendance for trend data (Novak-Leonard, O'Malley, & Truong, 2015). Other changes in how Americans participate in the arts — for instance, the rise of social media and other digital platforms for arts creation and consumption—also pose challenges to measurement through the SPPA (Taylor, 2023; McLennon, 2023).

Despite these hurdles, the SPPA and other surveys have flagged important movements in arts participation over the last several decades. Since the 1990s, researchers have observed a steady decline in participation in common modes of arts activity, including live in-person performances (NEA Office of Research & Analysis, 2023). Research has found that early exposure plays a crucial role, and participation in arts lessons is the strongest predictor of future arts involvement among Americans, even when other factors are considered (Rabkin & Hedberg, 2011).

These surveys have also measured changing tastes and preferences in arts participation, as well as how people consume art. For example, in their 2015 study of California, Novak-Leonard, Wong, and English found that the rate of consuming art through electronic media was 1.5 times the rate of attending art events or performances. More recently, digital or virtual consumption of art was the most

popular mode of consumption among U.S. adults, according to the Arts Endowment’s “first look” at the 2022 SPPA data (NEA Office of Research & Analysis, 2023).

Existing arts participation data has also allowed researchers to identify relationships between arts participation and various individual characteristics. The connections between arts engagement activities and separate socioeconomic variables—including social class, education, and income—have been a common subject in these studies. Researchers have found evidence of a social gradient in arts attendance (i.e. those with lower income and social class, for instance, are less likely to attend arts events), though socioeconomic factors were not associated with individuals’ interest in arts events, or arts creation activities (Bone et al., 2021). Similar levels of interest across socio-economic status in arts activities indicate potential barriers to arts attendance, including cost, time, and location.

Studies have also examined the “omnivore” theory of cultural consumption, in which higher social status and education are associated with engagement in a greater array of cultural experiences, including both “highbrow” (i.e. classical music, fine arts, and literature) and popular art (Alderson, Junisbai, & Heacock, 2007; Bone et al., 2021). Analyses using cumulative data from 1982 to 2012 find that the connection between socioeconomic factors and arts participation has weakened over time for more “highbrow” art forms (Yukse, Dumais, & Kamo, 2019).

Relevant demographic factors associated with arts participation include age, sex, and race/ethnicity. An earlier NEA report found that life stages, rather than age alone, are predictors of arts participation (Blume-Kohout, Leonard, & Novak-Leonard, 2015). In addition, very young and very old respondents have lower rates of participation than those in the middle of the age distribution (Stern, 2011). Being female, compared to male, is also consistently associated with higher levels of arts event attendance (Bone et al., 2021).

Studies have also uncovered nuances in arts participation based on race and ethnicity. While the arts participation rate is approximately the same across all major ethnic and racial groups, non-Hispanic Black adults, African Americans, Asian Americans, and Pacific Islanders are more likely than other groups to attend a performance to support community events or organizations (Benoit-Bryan et al., 2020; Blume-Kohout, Leonard & Novak-Leonard, 2015). Welch and Kim (2010) find that race and ethnicity were good predictors of creating art. Specifically, they find that White adults and Asian adults more frequently engage in arts learning activities than Black and Hispanic adults do.

More recently, research on arts participation has focused on geographic variations. For instance, Novak-Leonard, Wong, and English (2015) used the SPPA to examine arts engagement in the rapidly changing cultural sector in California. Other studies have pursued a comparative approach to arts participation among U.S. states. Snyder et al. (2024) report that six states and one federal district—including Indiana, Nebraska, North Dakota, Utah, Vermont, Wisconsin, and the District of Columbia—

have higher percentages of adults attending live arts performances when compared to the national average.

It is also possible to analyze arts involvement using metropolitan locations. Mizell (2005) examined arts participation in the ten largest metropolitan regions in the United States and found that attending musical theater is the most popular activity. Finally, research on arts participation has narrowed potential analysis to the neighborhood level. Studies have shown that characteristics such as the number of cultural institutions in neighborhoods, socio-economic status of neighborhoods, and the economic and ethnic diversity of neighborhoods are as strong as characteristics like an individual's education and income level in influencing the rate of cultural participation (Stern & Siefert, 2000). This research has also utilized geographic information systems (GIS) to explore arts participation in certain zip codes (Helzer, 2014).

This present study extends this research by looking at overall levels of arts participation in 2022 and tracking it by key demographic variables and other characteristics, including age, race and ethnicity, education, and sex. This study also examines broad trends in arts participation from 2002 to 2022 to determine if these trends are consistent with previous research. Finally, this study explores the geographic patterns of arts participation from the 2022 SPPA to detect meaningful differences by region and metropolitan area.

Research Methodologies

SPPA 2022 DATA

The 2022 Survey of Public Participation in the Arts (SPPA) collection comprises responses from two sets of surveys, the Current Population Survey (CPS) and the SPPA supplement to the CPS, both administered in July 2022. This supplement asked questions about public participation in the arts within the United States and was sponsored by the National Endowment for the Arts.

The SPPA questions were asked of one randomly selected person per household in about one half of the sampled CPS households. The selected person must have been a household member aged 18 or older and not currently in the armed forces. Interviews were conducted during July 16-25, 2022.

The total sample size of the 2022 SPPA was 40,718 U.S. adults, of which 23.2 percent were represented by proxy respondents. The 2022 SPPA had a response rate of 58.9 percent.

In 2022, the SPPA instrument contained two core sections and four modules:

- Core 1 (Classic): Arts Attendance and Literary Reading
- Core 2: Arts Attendance, Venues, and Motivations
- Module A: Consuming Art via Electronic Media
- Module B: Performing Art, Creating Visual Art and Writing

- Module C: Other Artistic, Cultural, and Civic Activities
- Module D: Arts Education

Each respondent was randomly assigned to receive one core section, one module from Modules A and B, and one module from Modules C and D. (See the Technical Appendix for this report for the number of respondents for each core and the modules.)

For SPPA 2022, the study team conducted comparative analyses of arts participation across different demographic groups. The study team used cross-tabulations to examine relationships between arts participation and geographic breakdowns. Data are analyzed by metropolitan vs. non-metropolitan status, six geographic regions, and the metropolitan areas with top populations.

SPPA 2002-2022 DATA

To enable cross-year comparisons for arts attendance, performing arts, and art creation and learning activities, the study team constructed comparable variables regarding these topics wherever possible.

Each of the survey datasets have sample population weights that facilitate accurate estimates of the population the survey is meant to represent. The study team applied the appropriate weight to each analysis based on the technical documentation for the data file. For example, the team used PWSUPWGT for SPPA 2017 and SPPA 2022 data, multiple weight data for SPPA 2012 and SPPA 2008, and the WEIGHT variable for SPPA 2002.

Weight adjustment in the estimation addresses the issue of when a sampled person did not respond to any survey questions. When a person responded to the survey, but did not know the answer to or refused to answer a specific question, the study team removed the observation from the analysis on the specific question, but kept it for the other analyses when answers were available.

A few limitations must be noted: 1) underreporting due to recall bias, as the survey data relies on a respondent's ability to accurately recall their participation in arts activities; 2) the sampling weight of SPPA being designed for national representativeness, so caution should be taken when interpreting analyses of subsamples, as they may lack robust representativeness; and 3) the evolution of survey question wording and structure across separate SPPA iterations. Such changes introduced inconsistencies when participation trends are compared over time.

METHODS

Results have been generated using cross-tabulations of different measures of arts participation, including over time and across different demographic groups. Composite measures, which group similar activities into one variable, were also frequently used in compiling these data. Examples of composite measures include

attendance at live, in-person art performances and consumption of art via media (see Appendix B for a complete list of composite measures).

This study also conducts statistical testing on the differences in arts participation over time intervals (i.e. 2017 to 2022) and between certain groups. Relationships that are not statistically significant at a 90 percent confidence interval are noted in the tables. A relationship that is not statistically significant cannot be generalized to the U.S. population.

Chapter 2: Findings for the 2022 SPPA

Overall Arts Participation

The 2022 SPPA provides a snapshot of participation across different modes of arts activities. Generally, the SPPA asks respondents if they participated in the listed activities at least once in the last 12 months. These different modes of arts activities include consuming art via various forms of media, reading books and literature, creating or performing art, attending in-person arts events, and learning about different art forms or subjects.

Table 1 shows the percentage of adults in the U.S. participating in these activities. This table also displays these percentages by different demographics. **Nearly three-quarters (74.8 percent) of adults consumed art via media, and a majority of adults read books or literature (53.3 percent) or created or performed art (51.8%).** In addition, almost half of adults (47.9 percent) attended in-person arts events, a category that includes attendance at both live performances and public art places.

Table 1 also shows patterns of arts participation based on demographics and other categories. First, the 2022 SPPA often shows small differences among ethnic and racial groups, with some exceptions. A notable difference between these groups was for attending in-person arts events. The attendance rates for this type of activity range from 35.5 percent to 55.0 percent among these groups.

Adults between the ages of 18-24 appear to be the most active group across many modes of arts participation. Approximately 87.3 percent of adults in this age group consumed art via media, 65.9 percent created or performed art, and 44.8 percent learned an art form or subject or topic. However, adults aged 25-34 and 35-44 have higher attendance rates at in-person arts events and were more likely to have read books and/or literature.

Finally, clear differences appear among educational levels. Those with graduate degrees are the most active in the arts across most modes, with the exception of art learning. Those with a college degree and those with some college education also show relatively high levels of engagement.

Table 1. Percentage of U.S. Adults who Engaged with Various Modes of Arts Participation in 2022, by Demographic Characteristics

	Consumed Art via Media	Read Books and/or Literature	Created or Performed Art	Attended Arts Events in Person	Learned an Art Form or Subject
Overall	74.8%	53.0%	51.8%	47.9%	29.1%
Female	72.8%	61.6%	55.0%	50.8%	28.9%
Male	76.8%	43.9%	48.5%	44.8%	29.2%
Hispanic	74.4%	38.0%	45.0%	39.2%	24.0%
Non-Hispanic White	77.3%	58.9%	56.0%	53.6%	29.6%
Non-Hispanic Black	67.8%	48.0%	40.9%	35.5%	28.7%
Non-Hispanic Asian	61.0%	47.1%	48.4%	37.8%	28.1%
Non-Hispanic Other	81.7%	51.6%	54.0%	55.0%	50.1%
Ages 18 - 24	87.3%	52.4%	65.9%	52.8%	44.8%
Ages 25 - 34	82.1%	56.9%	59.4%	54.8%	34.2%
Ages 35 - 44	82.1%	55.2%	51.3%	56.1%	29.0%
Ages 45 - 54	75.2%	52.0%	48.1%	51.8%	26.9%
Ages 55 - 64	70.7%	48.6%	46.2%	41.7%	23.0%
Ages 65 - 74	64.5%	53.7%	47.1%	41.2%	23.1%
Ages 75 +	55.0%	50.3%	42.1%	27.4%	20.4%
Grade School	53.4%	22.5%	31.5%	16.9%	16.8%
Some High School	63.5%	34.5%	40.7%	21.3%	16.0%
High School Graduate	67.8%	36.7%	41.6%	35.2%	20.4%
Some College	77.7%	55.1%	54.3%	49.2%	30.7%
College Graduate	81.5%	68.9%	60.5%	63.5%	36.5%
Graduate School	84.6%	75.5%	64.1%	69.0%	41.0%

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1, Module A, Module B and Module D.

Attendance at Live, In-Person Art Performances

A large component of the SPPA is devoted to measuring attendance at in-person live art performances. These performances encompass a variety of arts, including jazz, Latin music, opera, musicals, plays, ballet, dance, and other performing arts. The 2022 SPPA also asked respondents about the type of venue they visited for these live performances and how they first heard about art events.

Table 2 displays the percentage of adults who attended these events at least once over the last 12 months for both 2017 and 2022. **The overall percentage of adults who attended a live, in-person performance moderately declined (-4.3 percentage points) between 2017 and 2022.** This decline is also present across most demographic groups and by education. Adults aged 25-34 and 35-44 appear to be the exception, having marginally increased their attendance rates between 2017 and 2022. These age groups are also the most active in this type of arts activity.

Table 2. Percentage of U.S. Adults Who Attended Live, In-Person Performances in 2017 and 2022, by Demographic Characteristics

	2017	2022	Percentage Point (pp) Change
Overall	37.0%	32.7%	-4.3pp
Female	39.7%	35.2%	-4.5 pp
Male	34.1%	30.1%	-4.0 pp
Hispanic	30.3%	28.0%	-2.3 pp (n)
Non-Hispanic White	40.9%	37.0%	-3.9 pp
Non-Hispanic Black	29.2%	23.3%	-5.9 pp
Non-Hispanic Asian	30.9%	21.0%	-9.9 pp
Non-Hispanic Other	31.5%	34.1%	2.6 pp (n)
Ages 18 - 24	41.5%	36.4%	-5.1 pp (n)
Ages 25 - 34	37.2%	39.7%	2.5 pp (n)
Ages 35 - 44	38.2%	38.3%	0.1 pp (n)
Ages 45 - 54	37.4%	35.9%	-1.5 pp (n)
Ages 55 - 64	35.7%	27.2%	-8.5 pp
Ages 65 - 74	38.9%	27.3%	-11.6 pp
Ages 75 +	26.2%	16.3%	-9.9 pp
Grade School	16.1%	11.3%	-4.8 pp (n)
Some High School	15.5%	8.9%	-6.6 pp
High School Graduate	24.1%	21.1%	-3.0 pp (n)
Some College	38.8%	33.5%	-5.3 pp
College Graduate	51.5%	47.2%	-4.3 pp
Graduate School	60.2%	49.9%	-10.3 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the change is not significant at 90% confidence intervals

It is also possible to identify the types of live, in-person performances that experienced the greatest decline in attendance between 2017 and 2022. **Table 3** displays these attendance rates by performance type and sex. Musicals, non-musical plays, and dance performances showed greater declines in attendance than other types of performances. Also, for most performance types, female attendance rates declined faster than male attendance rates.

Table 3. Percentage of U.S. Adults Who Attended Live, In-Person Performances in 2017 and 2022, by Sex and Performance Type

	2017			2022			Percentage Point (pp) Change		
	Overall	Male	Female	Overall	Male	Female	Overall	Male	Female
All	37.0%	34.1%	39.7%	32.7%	30.1%	35.2%	-4.3 pp	-4.0 pp	-4.5 pp
Jazz	8.6%	8.7%	8.5%	6.3%	6.1%	6.4%	-2.2 pp	-2.6 pp	-2.1 pp
Latin Music	5.9%	5.5%	6.2%	3.9%	3.7%	4.1%	-1.8 pp	-1.8 pp	-2.1 pp
Opera	2.2%	1.5%	2.8%	0.7%	0.7%	0.7%	-1.5 pp	-0.8 pp	-2.1 pp
Classical	8.6%	6.8%	10.3%	4.6%	4.0%	5.2%	-4.0 pp	-2.8 pp	-5.1 pp
Musical	16.5%	12.8%	19.9%	10.3%	9.0%	11.5%	-5.0 pp	-3.8 pp	-8.4 pp
Non-Musical Play	9.4%	8.2%	10.5%	4.5%	3.9%	5.1%	-4.3 pp	-4.3 pp	-5.4 pp
Ballet	3.1%	2.2%	4.0%	1.9%	1.2%	2.7%	-0.4 pp	-1.0 pp	-1.3 pp
Other dance	6.3%	4.4%	8.0%	3.3%	2.8%	3.7%	-2.6 pp	-1.6 pp	-4.3 pp
Other	15.0%	14.6%	15.3%	21.2%	20.5%	21.7%	6.7 pp	5.9 pp	6.4 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

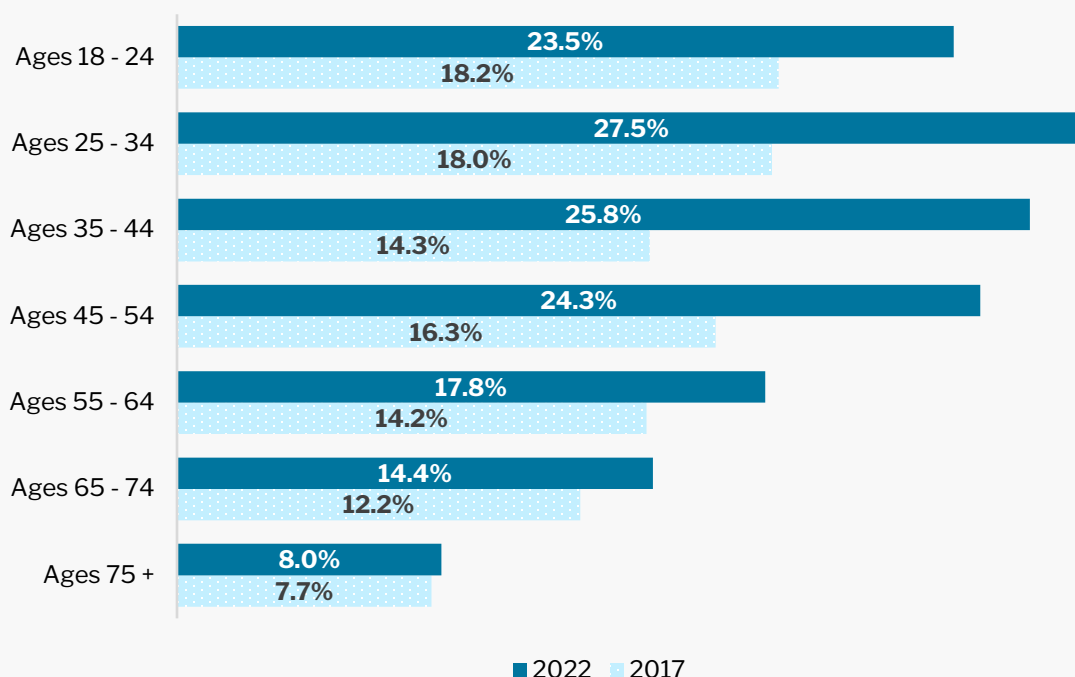
*(n) indicates that the change is not significant at 90% confidence intervals

In contrast to the overall decline, “other performing arts” was the only performance category to show an increase in attendance from 2017 to 2022. This category includes events not explicitly listed elsewhere in the survey, such as rock concerts, folk or country music concerts, rap or hip-hop performances, comedy/improv shows, magic shows, or circus acts. Attendance in this category rose by 5.9 percentage points among male respondents and 6.4 percentage points among female respondents, with increases also observed across other demographic groups.

To highlight this trend, **Exhibit 1** compares the attendance rates for “other performing arts” by age group. The increases are largest among adults aged 35-44 (+ 11.5 percentage points) and 25-34 (+9.5 percentage points), suggesting that

younger adults in general may be driving the growth in attendance at these types of performances.

Exhibit 1. Percentage of U.S. Adults Who Attended “Other” Live, In-Person Performances in 2017 and 2022, by Age



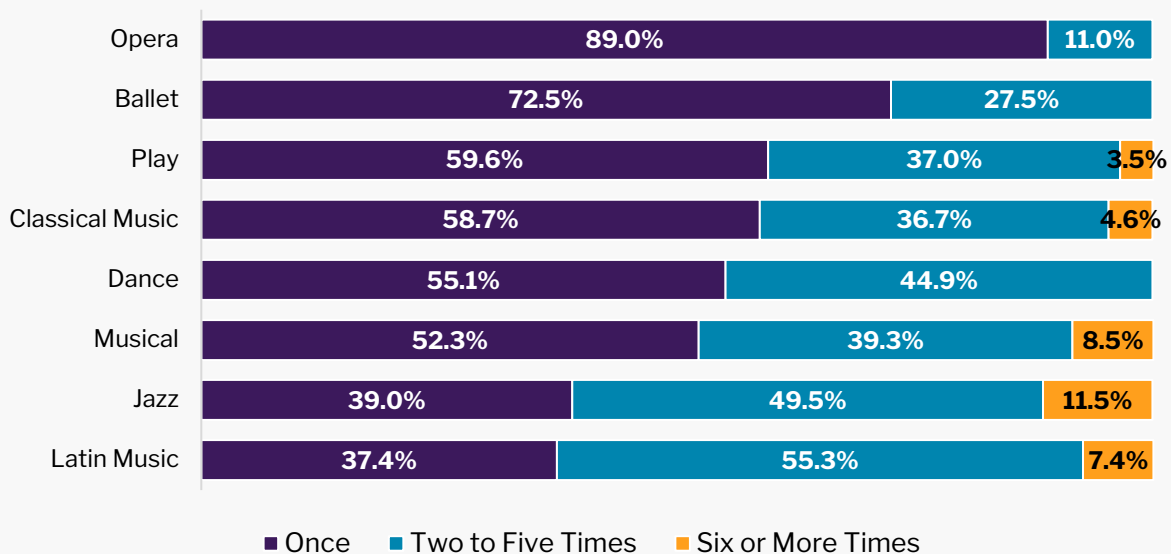
Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

FREQUENCIES OF ATTENDING LIVE, IN-PERSON ART PERFORMANCES

The SPPA also asks adults how often they attend live, in-person performances. This information gives more detail on the patterns of attendance at these types of performances. **Exhibit 2** shows the frequency of attendance at various types of performances in 2022. Attendance frequency is represented by four categories—once, two to four times, five to nine times, and over 10 times per year.

This exhibit shows that adults who attend Latin and jazz music performances do so more frequently than those who attend opera or ballet performances. Among attendees, most people who attended a live, in-person opera performance in 2022 only did so once. Over half of adults who attended Latin music performances did so 2-5 times, and 7.4% did so six times. Among people who attended at least one jazz performance in the past year, 11.5% attended six or more--the highest share of any performance type.

Exhibit 2. Percentage of U.S. Adults Who Attended Live, In-Person Performances in 2022, by Type and Frequency of Attendance



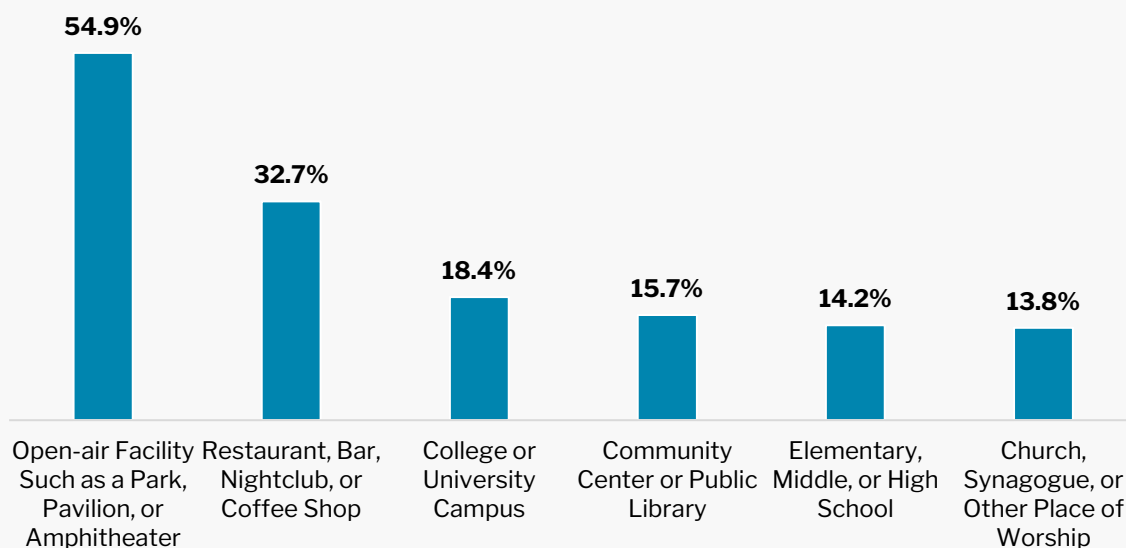
Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

ATTENDANCE AT LIVE, IN-PERSON ART PERFORMANCES AT DIFFERENT VENUES

The 2022 SPPA also asks respondents, who attended at least one in-person performance, where they attended performing arts events. **Exhibit 3** displays the percentages for each of the venue types listed in this question. The most popular venues for attending live performances in 2022 were open-air facilities such as parks, pavilions, and amphitheaters (54.9 percent). Restaurants, bars, nightclubs, and coffee shops were the second most common venue category (32.7 percent).

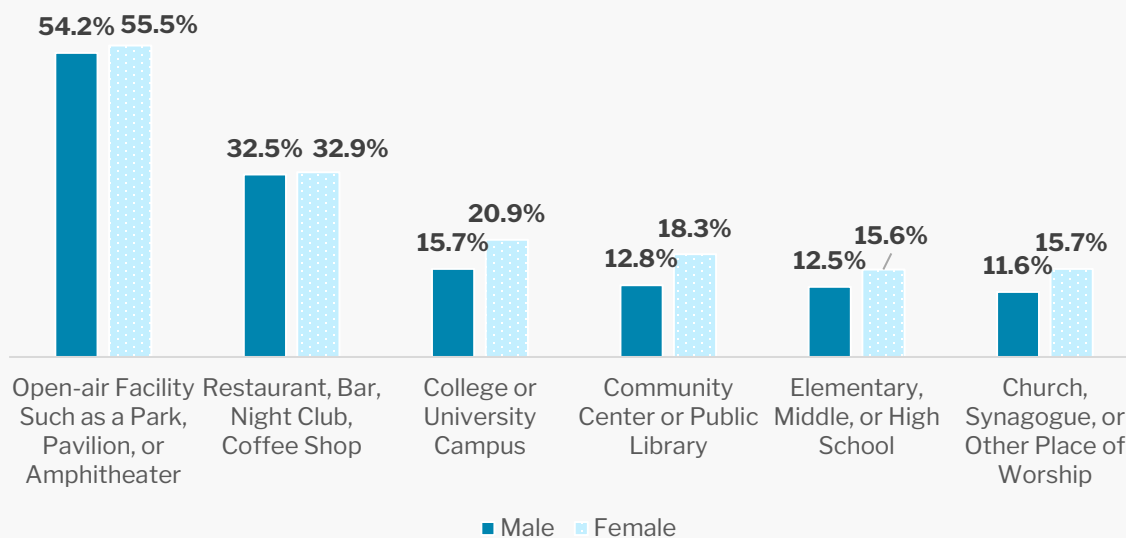
Exhibit 4 displays this same information by venue, but lists the responses by sex. This exhibit shows that female respondents attended live performances at colleges and university campuses, places of worship, and community centers and libraries at higher rates than male respondents.

Exhibit 3. Percentage of U.S. Adults Who Attended Live, In-Person Performances in 2022, by Venue Type



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 2.

Exhibit 4. Percentage of U.S. Adults Who Attended Live, In-Person Performances in 2022, by Venue Type and Sex



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 2.

WHERE U.S. ADULTS LEARN ABOUT LIVE, IN-PERSON ART PERFORMANCES

Finally, the 2022 SPPA collected information on how respondents learned about in-person live performances. **Table 4** shows how respondents answered this question. Of adults who attended at least one event, most heard about live, in-person performances through social media, websites, and other online sources (55.3 percent). Nearly half of adults found out about these performances through friends, neighbors, or co-workers (47.5 percent)..

Table 4. Percentage of U.S. Adults Who Learned About Live, In-Person Performances from Different Information Sources in 2022

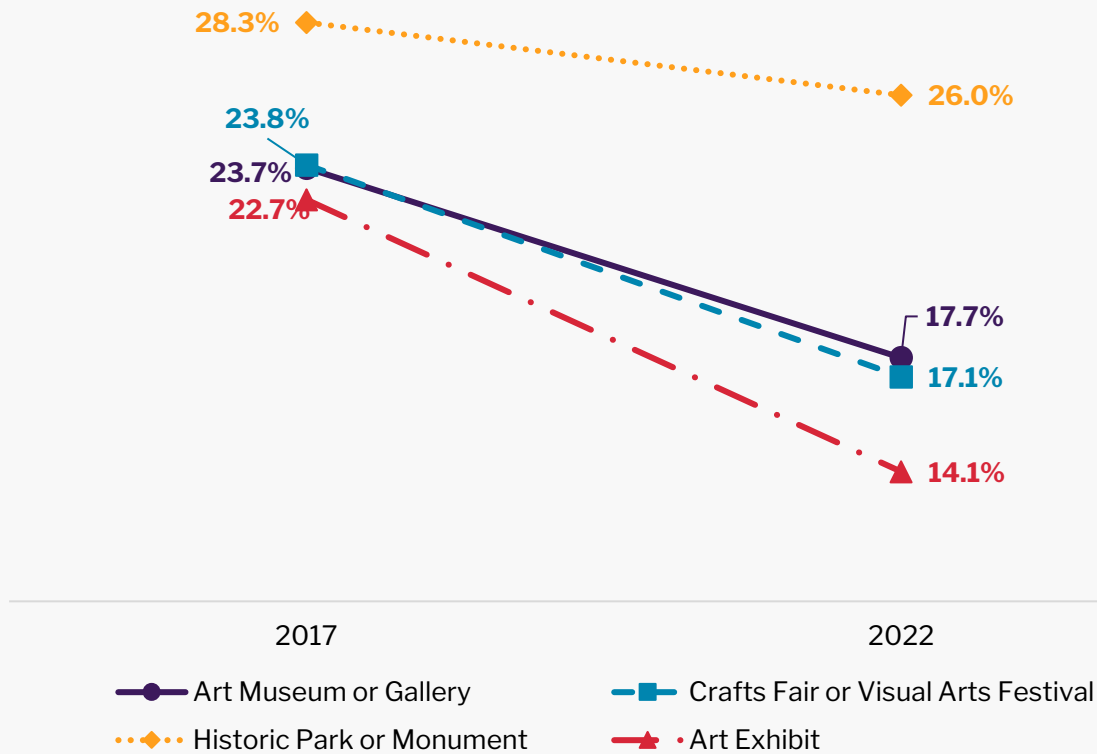
Information Source	Percentage
Social Media, Websites, or Other Online Sources	55.3%
Friend / Neighbor / Co-worker	47.5%
Print or Broadcast Media like Newspapers, Magazines, TV, or Radio	36.4%
Family	26.0%
Spouse / Partner	25.9%
Community Center, Arts Organization, or Public Library	18.1%
Some Other Source	8.4%

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 2.

Attendance at Visual Arts Events

The SPPA also measures attendance at visual arts events and activities. These items include attending art museums or galleries, art exhibits, craft fairs or visual arts festivals, and historic parks or monuments. **As Exhibit 5 shows, attendance in all these forms of visual arts events has declined since 2017, the previous SPPA year.** Attendance at art exhibits experienced the greatest decrease, of 8.6 percentage points, between 2017 and 2022. The decline for the other categories over this period is between 2.3 percentage points and 6.7 percentage points.

Exhibit 5. Percentage of U.S. Adults Who Attended Visual Arts Events in 2017 and 2022



Source: National Endowment for the Arts, 2017-2022 Survey of Public Participation in the Arts (SPPA) Core 1.

The 2022 SPPA shows that the decline in attending these types of activities between 2017 and 2022 is generally higher among females than males. **Table 5** shows these attendance rates by sex.

Table 5. Percentage of U.S. Adults Who Attended Visual Arts Events in 2017 and 2022, by Sex

	2017			2022			Percentage Point (pp) Change		
	Overall	Male	Female	Overall	Male	Female	Overall	Male	Female
Art Museum	23.7%	21.1%	26.2%	17.7%	15.7%	19.5%	-6.0 pp	-5.4 pp	-6.7 pp
Art Exhibit	22.7%	20.6%	24.7%	14.1%	12.4%	15.7%	-8.6 pp	-8.2 pp	-9.0 pp
Crafts Fair or Visual Arts Festival	23.8%	19.5%	27.8%	17.1%	13.7%	20.4%	-6.7 pp	-5.8 pp	-7.4 pp
Historic Park or Monument	28.3%	26.6%	29.9%	26.0%	24.7%	27.1%	-2.3 pp	-1.9 pp(n)	-2.8 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the change is not significant at 90% confidence intervals

A closer look at attendance at cultural venues and events by age group also shows important variation. As **Table 6** conveys, the decline in attendance since 2017 is steepest among those who are between 55 and 74 years of age, particularly for art exhibits and craft fairs and visual arts festivals. Many of these decreases in attendance amount to over 10 percentage points among these older adults.

Table 6. Percentage of U.S. Adults Who Attended Visual Arts Events in 2017 and 2022, by Age

	Art Museum or Gallery			Art Exhibit		
	2017	2022	Percentage Point (pp) Change	2017	2022	Percentage Point (pp) Change
Ages 18 - 24	24.0%	18.5%	-5.5 pp (n)	26.4%	15.1%	-11.3 pp
Ages 25 - 34	25.3%	22.2%	-3.1 pp (n)	22.1%	16.9%	-5.2 pp
Ages 35 - 44	27.3%	21.3%	-6.0 pp	24.9%	16.4%	-8.5 pp
Ages 45 - 54	23.4%	18.1%	-5.3 pp	21.6%	12.5%	-9.1 pp
Ages 55 - 64	21.6%	15.0%	-6.6 pp	24.1%	13.9%	-10.2 pp
Ages 65 - 74	23.6%	16.5%	-7.1 pp	22.9%	12.6%	-10.3 pp
Ages 75 +	17.3%	7.1%	-10.2 pp	14.2%	8.1%	-6.1 pp

	Crafts Fair or Visual Arts Festival			Historic Park or Monument		
	2017	2022	Percentage Point (pp) Change	2017	2022	Percentage Point (pp) Change
Ages 18 - 24	18.9%	15.8%	-3.1 pp (n)	24.6%	27.7%	3.1 pp (n)
Ages 25 - 34	24.4%	20.0%	-4.4 pp	29.2%	29.5%	0.3 pp (n)
Ages 35 - 44	22.3%	20.9%	-1.4 pp (n)	32.0%	30.4%	-1.6 pp (n)
Ages 45 - 54	24.2%	16.5%	-7.7 pp	31.1%	29.5%	-1.6 pp (n)
Ages 55 - 64	26.4%	15.5%	-10.9 pp	27.8%	23.6%	-4.2 pp
Ages 65 - 74	29.1%	16.9%	-12.2 pp	28.9%	21.1%	-7.8 pp
Ages 75 +	18.2%	10.4%	-7.8 pp	18.0%	13.8%	-4.2 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the change is not significant at 90% confidence intervals

Differences by education levels also provide some details about the decline in these types of public events and places between 2017 and 2022. As **Table 7** shows, the decreases in attendance rates are greater among adults with a college degree or a graduate degree. The downturn in attendance rates among these adults with greater levels of education attainment is over 10 percentage points in many cases.

Table 7. Percentage of U.S. Adults Who Attended Visual Arts Events in 2017 and 2022, by Highest Level of Educational Attainment

	Art Museum or Gallery			Art Exhibit		
	2017	2022	PP Change	2017	2022	PP Change
Grade School	3.1%	2.1%	-1.0 pp (n)	6.1%	2.8%	-3.3 pp (n)
Some High School	6.7%	4.4%	-2.3 pp (n)	6.2%	4.1%	-2.1 pp (n)
High School Graduate	10.4%	8.1%	-2.3 pp	11.5%	4.7%	-6.8 pp
Some College	23.0%	14.3%	-8.7 pp	22.9%	13.7%	-9.2 pp
College Graduate	39.5%	28.9%	-10.6 pp	32.3%	22.7%	-9.6 pp
Graduate School	49.0%	38.3%	-10.7 pp	46.8%	28.6%	-18.2 pp

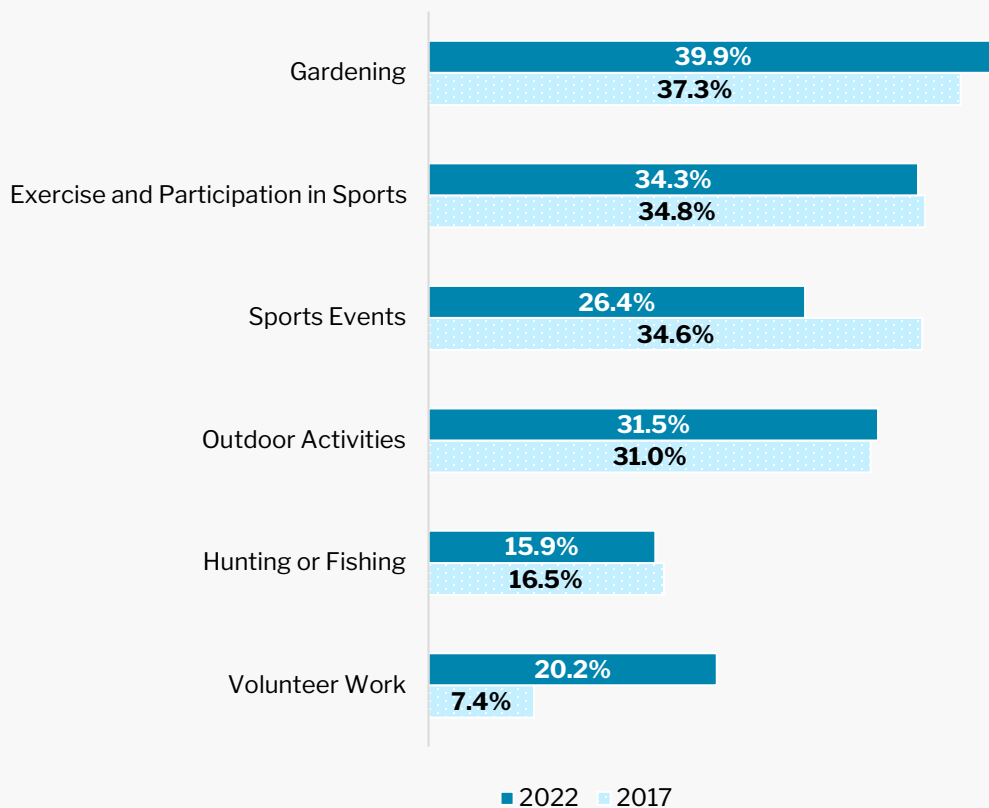
	Crafts Fair or Visual Arts Festival			Historic Park or Monument		
	2017	2022	PP Change	2017	2022	PP Change
Grade School	4.5%	1.3%	-3.2 pp	6.2%	7.8%	1.6 pp (n)
Some High School	8.1%	4.2%	-3.9 pp	8.8%	9.2%	0.4 pp (n)
High School Graduate	14.8%	9.3%	-5.5 pp	17.1%	15.7%	-1.4 pp (n)
Some College	25.1%	15.9%	-9.2 pp	27.1%	23.2%	-3.9 pp
College Graduate	34.3%	27.4%	-6.9 pp	42.7%	40.0%	-2.7 pp (n)
Graduate School	40.9%	30.2%	-10.7 pp	53.9%	43.9%	-10.0 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the change is not significant at 90% confidence intervals

The SPPA measures several different non-arts activities. To make appropriate comparisons of these participation rates between 2017 and 2022, this analysis focuses on six such activities. **Exhibit 6** displays the percentage of adults participating in these activities in 2017 and 2022. In general, rates between 2017 and 2022 did not change substantially, with two exceptions. Attending sports events declined by 8.2 percentage points over this time period, a change that may partly reflect disruptions caused by the COVID-19 pandemic. Volunteering, on the other hand, increased by 12.8 percentage points.

Exhibit 6. Percentage of U.S. Adults Who Participated in Non-Arts Activities in 2017 and 2022



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module C, 2017 Survey of Public Participation in the Arts (SPPA) Module D.

The Arts and Digital Devices

The SPPA includes many questions about how people interact with the arts through several different media, including electronic devices, programming, and sharing posts on public platforms. Together, these measures suggest that the share of U.S. adults consuming art through these mediums decreased at a moderate pace from 2017 to 2022.

Table 8 shows the percentage of adults who reported watching and/or listening to performing arts via an electronic device in 2017 and 2022. Overall, this activity declined by 1.9 percentage points over this period. However, this trend varies by demographic group. The percentage of female respondents engaged in this activity declined further (4.2 percentage points) than the overall rate. Adults aged 18-24 increased their participation rate by 5.9 percentage points.

Table 8. Percentage of Adults Who Watched/Listened to Performing Arts Using a Device in 2017 and 2022, by Demographic Characteristics

	2017	2022	Percentage Point (pp) Change
Overall	72.3%	70.4%	-1.9 pp
Female	72.6%	68.4%	-4.2 pp
Male	71.9%	72.4%	0.5 pp (n)
Hispanic	73.0%	72.2%	-0.8 pp (n)
Non-Hispanic White	74.5%	72.5%	-2.0 pp
Non-Hispanic Black	64.9%	61.6%	-3.4 pp (n)
Non-Hispanic Asian	57.2%	57.8%	0.5 pp (n)
Non-Hispanic Other	75.1%	77.1%	2.0 pp (n)
Ages 18 - 24	79.4%	85.3%	5.9 pp
Ages 25 - 34	80.4%	78.3%	-2.1 pp (n)
Ages 35 - 44	77.5%	78.3%	0.8 pp (n)
Ages 45 - 54	71.5%	69.7%	-1.8 pp (n)
Ages 55 - 64	67.9%	67.2%	-0.7 pp (n)
Ages 65 - 74	63.8%	58.6%	-5.3 pp
Ages 75 +	54.3%	48.0%	-6.2 pp
Grade School	60.5%	49.2%	-11.3 pp (n)
Some High School	62.2%	59.2%	-3.0 pp (n)
High School Graduate	65.4%	64.6%	-0.8 pp (n)
Some College	77.5%	73.6%	-3.9 pp
College Graduate	75.4%	76.3%	0.8 pp (n)
Graduate School	79.3%	78.1%	-1.2 pp (n)

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

*(n) indicates that the change is not significant at 90% confidence intervals

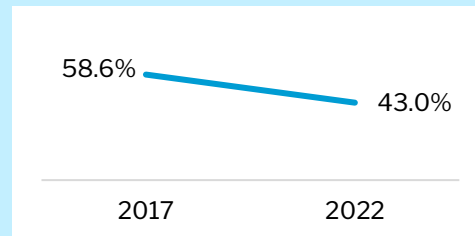
To better understand national patterns of consuming performing art via electronic or digital media, **Exhibit 7** displays these participation rates by arts performance type in 2017 and 2022.

While a decline occurred across every performance type, the steepest drops between 2017 and 2022 concerned jazz performances (-3.7 percentage points), classical music or opera performances (-6.3 percentage points), theater productions (-5.2 percentage points), and dance performances (-4.2 percentage points).

Movie-Going in 2022

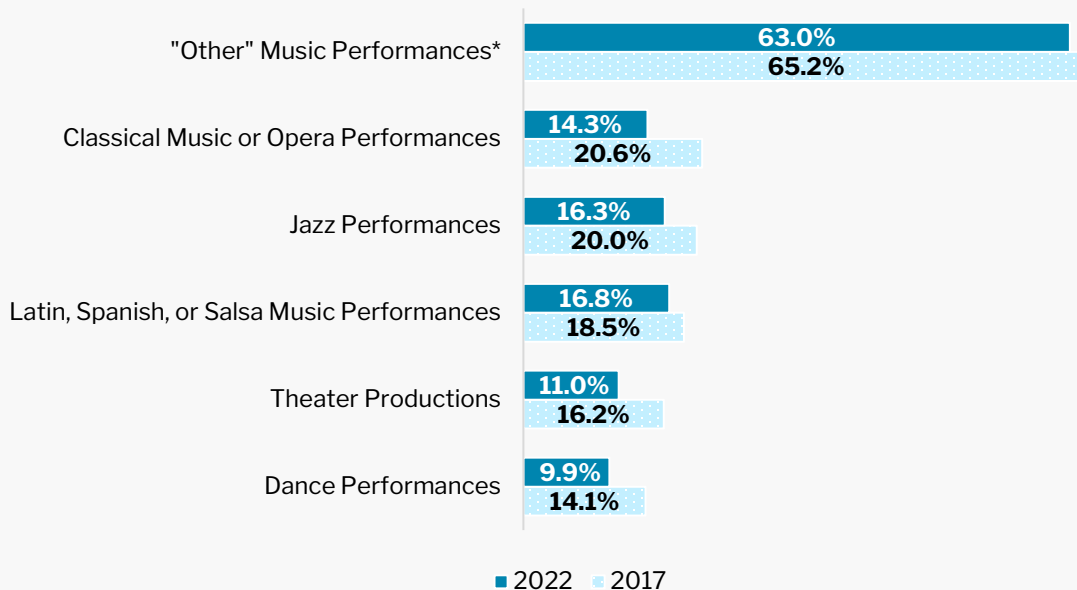
The percentage of adults who said they went out to see a movie or film declined from 2017 to 2022 by 16.6 percentage points. Less than half the population said they attended a movie outside their home.

Attended a Movie



In 2022, the SPPA also asked adults if they went out to view a documentary or attend a film festival. Small percentages of adults reported participating in either type of activity. Approximately 9.8 percent of adults reported leaving home to view a documentary, while 3.2 percent of adults reported attending a film festival.

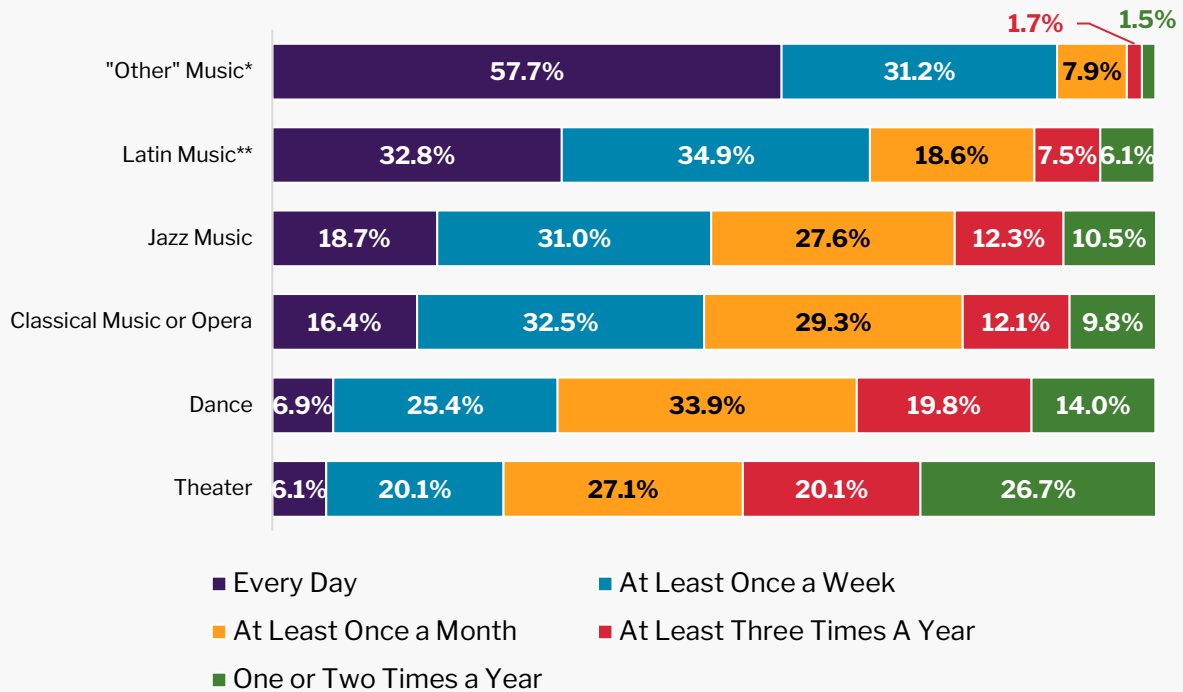
Exhibit 7. Percentage of U.S. Adults Who Used A Device to Watch/Listen to Performing Arts Activities in 2017 and 2022, by Performance Type



* These performances include rock, pop, country, folk, rap or hip-hop.

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

Exhibit 8. Percentage of U.S. Adults Who Used an Electronic or Digital Device to Watch/Listen to Performing Arts Activities in 2022, by Frequency and Performance Type



Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

*These performances include rock, pop, country, folk, rap or hip-hop.

**Includes Spanish and Salsa Music performances.

The frequency of watching and/or listening to performing arts via electronic or digital devices varies considerably by performance type. **Exhibit 8** displays how often adults engaged in those activities in 2022, among those who reported engaging with that type of performance. Nearly six in ten adults daily watched and/or listened to “other” music performances—a category including music genres such as rock, pop, folk, country, rap, or hip-hop. Much smaller percentages of adults watched and/or listened to Latin, jazz, and classical music, dance performances, and theater productions in 2022.

A related SPPA topic is the degree to which adults using devices to watch and listen to programs about the arts. **Table 9** compares the participation rates in this activity between 2017 and 2022. The share of adults watching and/or listening to programs about the visual arts declined by 5.0 percentage points between 2017 and 2002, and for those watching and/or listening to programs about books or writers, the share declined 5.4 percentage points.

Table 9. Percentage of U.S. Adults Who Used a Device to Watch/Listen to Programs about Arts Topics in 2017 and 2022

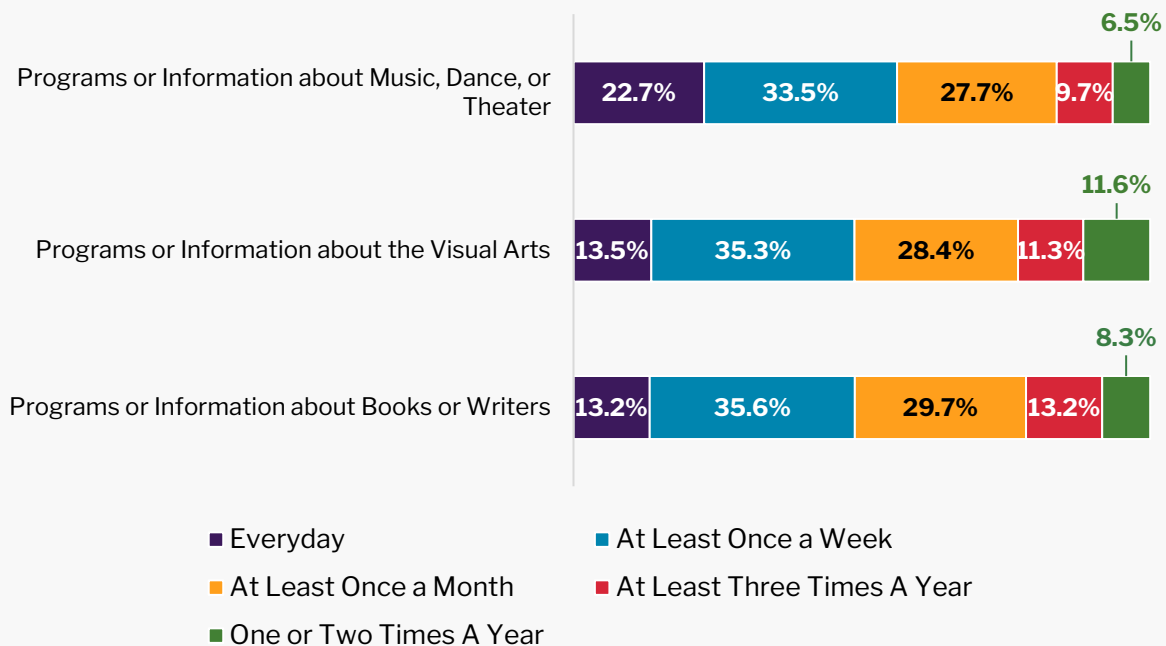
	2017	2022	Percentage Point (pp) Change
Programs or Information about the Visual Arts	14.0%	9.0%	-5.0 pp
Programs or Information about Books or Writers	19.1%	13.6%	-5.4 pp
Programs or Information about Music, Dance, or Theater	NA	18.4%	NA

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

*(n) indicates that the change is not significant at 90% confidence intervals

Exhibit 9 provides more detail about using devices to access arts programs by displaying the frequency of watching and/or listening to these programs by performance type in 2022. Among adults who watched or listened to these programs, frequencies are generally similar across different performance types. Programs about music, dance, or theater appear to be watched and/or listened to at a greater frequency than programs about other types of performing arts.

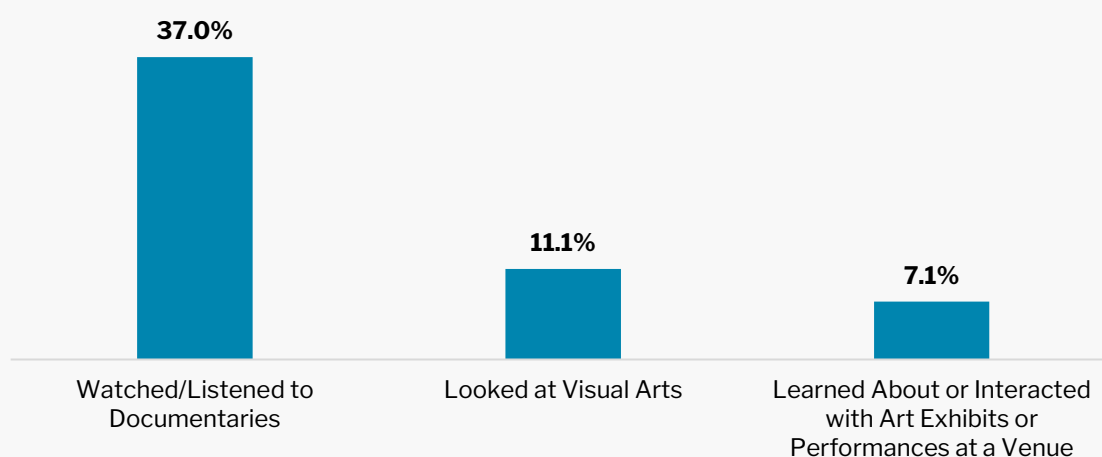
Exhibit 9. Percentage of U.S. Adults Who Used a Device to Watch/Listen to Programs about Arts Topics in 2022, by Frequency and Performance Type



Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

Other SPPA questions about using electronic or digital device pertain to the following activities: watching and/or listening to documentaries; viewing visual artworks such as paintings, sculptures, and pottery; and using a device at a museum, theater, or concert hall to interact with a performance or art exhibit. **Exhibit 10** displays the percentages of adults using media for these separate activities in 2022. A sizable share of the public (37.0 percent) used a device to watch and/or listen to documentaries in 2022. Smaller proportions of adults used a device to look at visual artworks (11.1 percent) or used a device to interacted with an art exhibit or performance at a venue (7.1 percent).

Exhibit 10. Percentage of U.S. Adults Who Used Devices for Other Arts Activities in 2022



Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

The final area of arts participation involving devices is posting or sharing about art. **Table 10** displays the percentage of adults who did this activity in 2017 and 2022. Like the other measures in this section, the percentage of adults engaged in this activity decreased between 2017 and 2022. The decline in sharing or posting about art was particularly acute among younger adults aged 18-24 (-21.5 percentage points) and those with graduate education (-20.6 percentage points). The decrease in this activity among female respondents (-12.2 percentage points) was greater than among male respondents (-9.6 percentage points).

Table 10. Percentage of U.S. Adults Who Shared or Posted about Art in 2017 and 2022, by Demographic Characteristics

	2017	2022	Percentage Point (pp) Change
Overall	30.7%	19.7%	-11.0 pp
Female	34.5%	22.2%	-12.2 pp
Male	26.7%	17.0%	-9.6 pp
Hispanic	21.6%	18.2%	-3.4 pp (n)
Non-Hispanic White	33.2%	21.3%	-12.0 pp
Non-Hispanic Black	29.0%	15.8%	-13.2 pp
Non-Hispanic Asian	28.4%	10.5%	-18.0 pp
Non-Hispanic Other	30.3%	32.6%	2.3 pp (n)
Ages 18 - 24	46.8%	25.3%	-21.5 pp
Ages 25 - 34	36.0%	25.5%	-10.4 pp
Ages 35 - 44	34.9%	22.6%	-12.3 pp
Ages 45 - 54	26.4%	23.8%	-2.6 pp (n)
Ages 55 - 64	23.7%	14.0%	-9.7 pp
Ages 65 - 74	24.4%	13.1%	-11.2 pp
Ages 75 +	17.1%	10.1%	-7.0 pp
Grade School	7.7%	7.3%	-0.4 pp(n)
Some High School	14.5%	11.4%	-3.1 pp(n)
High School Graduate	20.3%	15.8%	-4.5 pp
Some College	33.7%	20.4%	-13.3 pp
College Graduate	39.7%	25.1%	-14.6 pp
Graduate School	46.2%	25.6%	-20.6 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

*(n) indicates that the change is not significant at 90% confidence intervals

Reading Habits

A long-standing theme in the SPPA literature has been the decline in reading among adults over time. **The 2022 SPPA shows that the percentage of adults who read books, novels, short stories, poetry and/or plays or listened to audiobooks decreased by 3.6 percentage points from 2017 to 2022.** Decreases in reading rates are even steeper for certain types of reading. For example, the NEA's "first look" report of the 2022 SPPA data shows that the proportion of adults reading

novels and reading any book (novel or otherwise) both declined by 4.2 percentage points from 2017 to 2022 (NEA Office of Research & Analysis, 2023). Rates for reading poetry and plays and nonfiction books have also declined.

Table 11 displays the aggregate reading rates of all adults and across different demographic groups. The percentage of adults who reported any type of reading decreased by 3.6 percentage points between 2017 and 2022. However, this drop was only reflected among non-Hispanic white adults (4.5 percentage points). Similarly, those in the age brackets of 25-34 and 35-44 slightly increased their reading rates, as did those with grade school and those with some high school education.

Table 11. Percentage of U.S. Adults Read Books, Novels, Short Stories, Poetry and/or Plays or Listened to Audiobooks in 2017 and 2022, by Demographic Characteristics**

	2017	2022	Percentage Point (pp) Change
Overall	59.2%	55.6%	-3.6 pp
Female	67.0%	63.1%	-3.9 pp
Male	50.7%	47.6%	-3.1 pp
Hispanic	40.4%	41.3%	0.9 pp (n)
Non-Hispanic White	65.5%	61.0%	-4.5 pp
Non-Hispanic Black	52.9%	51.2%	-1.7 pp (n)
Non-Hispanic Asian	51.6%	50.9%	-0.7 pp (n)
Non-Hispanic Other	61.8%	55.2%	-6.6 pp (n)
Ages 18 - 24	57.7%	55.0%	-2.7 pp (n)
Ages 25 - 34	58.9%	60.2%	1.3 pp (n)
Ages 35 - 44	59.2%	59.5%	0.3 pp (n)
Ages 45 - 54	56.4%	53.6%	-2.9 pp (n)
Ages 55 - 64	59.6%	49.8%	-9.8 pp
Ages 65 - 74	62.7%	55.7%	-7.1 pp
Ages 75 +	61.5%	54.0%	-7.5 pp
Grade School	23.0%	26.8%	3.7 pp (n)
Some High School	33.4%	34.9%	1.5 pp (n)
High School Graduate	45.8%	39.0%	-6.8 pp
Some College	63.6%	58.5%	-5.2 pp
College Graduate	74.5%	71.9%	-2.7 pp (n)
Graduate School	83.3%	77.0%	-6.3 pp

Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the change is not significant at 90% confidence intervals

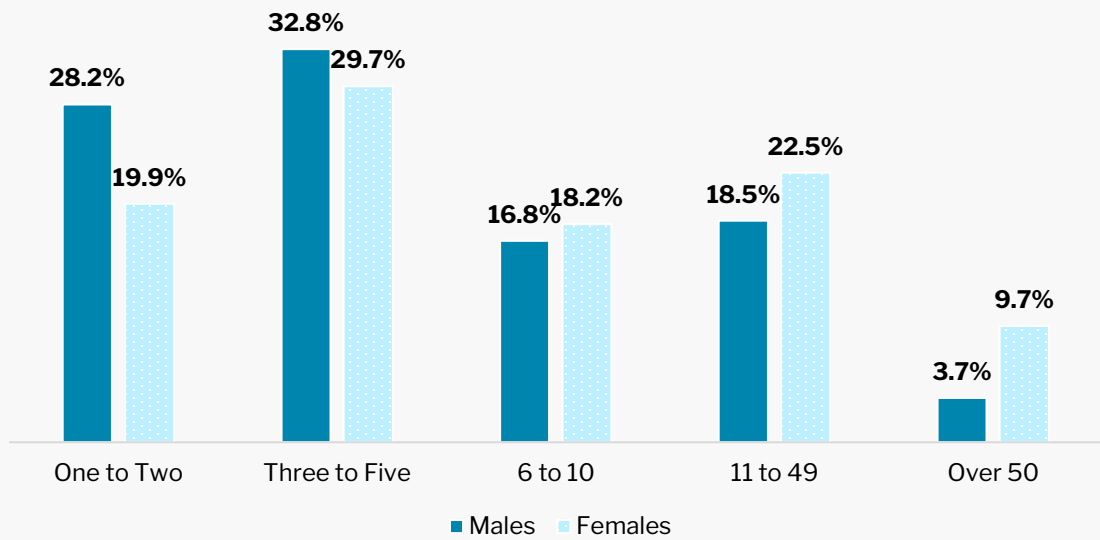
**Respondents to these question-items may have listened to such works via streaming, broadcasts, or recordings, the question asked respondents to include electronic books and other electronic formats.

The SPPA also measures the number of books adults read. **Exhibit 11** displays the findings from this question by sex. Among those who read in the past year, about three in ten adults reported reading three to five books over the last 12 months, the

largest share of respondents in 2022. Among readers, another 20.9 percent reported reading 11 to 49 books in 2022.

Not only were female respondents more likely than male respondents to read, but they also reported greater numbers of books read overall. Among readers, the percentages of female respondents who read 6-10 books, 11-49 books, and 50 or more books are all higher than the percentages of male respondents who read the same number of books. This difference is the greatest for the highest category: 9.7 percent of female readers read 50 or more books in the previous year, compared to 3.7 percent of male readers.

Exhibit 11. The Number of Books U.S. Adults Read in 2022, by Sex



Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

Arts Creation and Learning

Beyond arts attendance, the 2022 SPPA provides data about the proportion of adults creating or performing art, sharing art on the internet, and learning about the arts. **The overall share of adults creating art or learning about the arts jumped significantly since 2017.**

Table 12 shows the proportion of adults personally creating or performing art in 2017 and 2022, which rose by 10.9 percentage points during this time period. Additional analysis shows this increase in arts creation and performance is concentrated in certain art forms such as singing and visual art creation. Moreover, these increases registered across all major ethnic and racial groups, age groups, and education levels. The rise in these activities was higher for male respondents than

female respondents (+12.1 percentage points versus +9.7 percentage points). Young adults aged 18-24 reported the greatest increase in creating or performing art (+19.3 percentage points).

Table 12. Percentage of U.S. Adults Who Created or Performed Art in 2017 and 2022, by Demographic Characteristics

	2017	2022	Percentage Point (pp) Change
Overall	31.9%	42.8%	10.9 pp
Female	36.2%	45.9%	9.7 pp
Male	27.3%	39.4%	12.1 pp
Hispanic	24.0%	32.3%	8.3 pp
Non-Hispanic White	35.4%	47.8%	12.4 pp
Non-Hispanic Black	27.6%	31.2%	3.6 pp (n)
Non-Hispanic Asian	22.1%	41.9%	19.8 pp
Non-Hispanic Other	36.8%	43.8%	7.1 pp (n)
Ages 18 - 24	34.1%	53.3%	19.3 pp
Ages 25 - 34	33.3%	42.9%	9.6 pp
Ages 35 - 44	31.6%	42.8%	11.2 pp
Ages 45 - 54	30.6%	40.2%	9.6 pp
Ages 55 - 64	31.0%	39.5%	8.5 pp
Ages 65 - 74	32.4%	42.8%	10.4 pp
Ages 75 +	30.1%	38.3%	8.2 pp
Grade School	17.6%	25.2%	7.6 pp (n)
Some High School	20.1%	34.8%	14.7 pp
High School Graduate	24.1%	33.7%	9.6 pp
Some College	35.9%	46.2%	10.3 pp
College Graduate	38.7%	48.5%	9.8 pp
Graduate School	41.6%	53.4%	11.9 pp

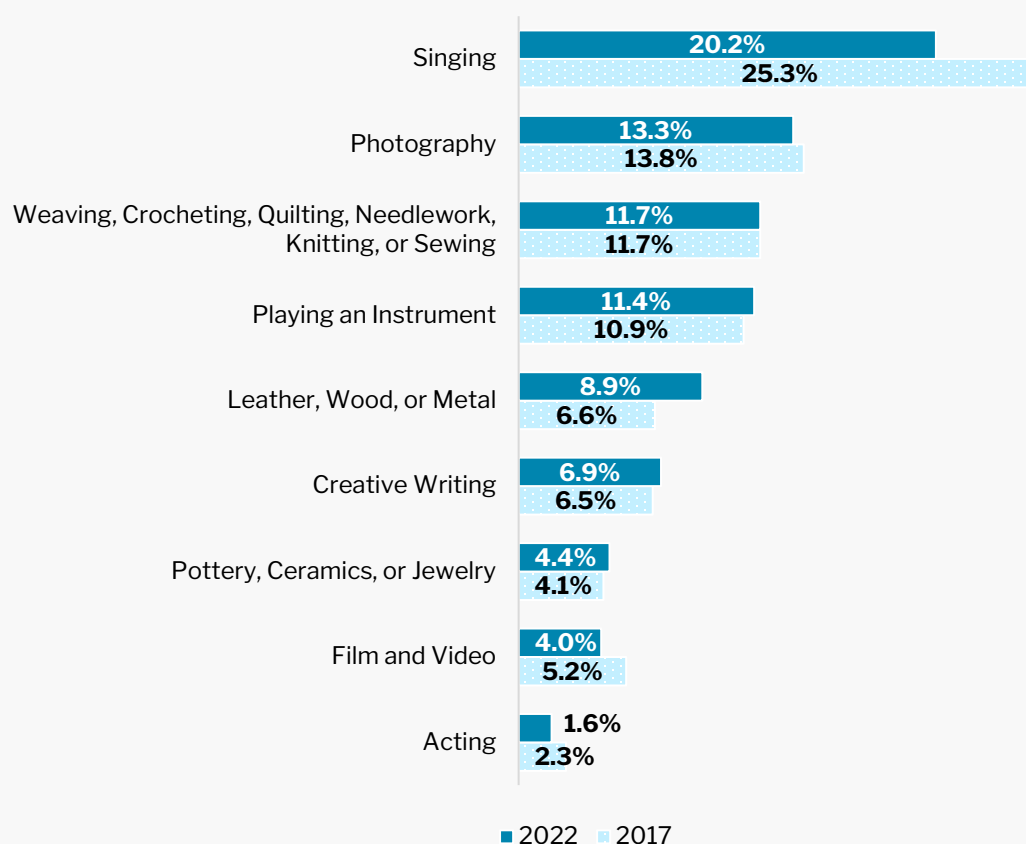
Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module B and Module D, 2017 Survey of Public Participation in the Arts (SPPA) Module B, Module C and Module E.

*(n) indicates that the change is not significant at 90% confidence intervals

This comparison only includes categories (listed in Exhibit 12) that are comparable across 2017 and 2022. The wording of the questions on singing and playing instruments slightly changed between these two surveys.

Exhibit 12 displays the percentage of adults creating or performing art by type in 2017 and 2022. The art forms that increased in popularity between 2017 and 2022 include playing an instrument (+0.5 percentage point); leather, wood, and metal work (+2.4 percentage points); creative writing (0.3 percentage point); and pottery, ceramics, or jewelry work (0.3 percentage point). Other art forms declined in popularity during this time period, including singing (-5.2 percentage points), film and video (-1.2 percentage points), and acting (-0.7 percentage point).

Exhibit 12. Percentage of U.S. Adults Who Created or Performed Art in 2017 and 2022, by Art Form



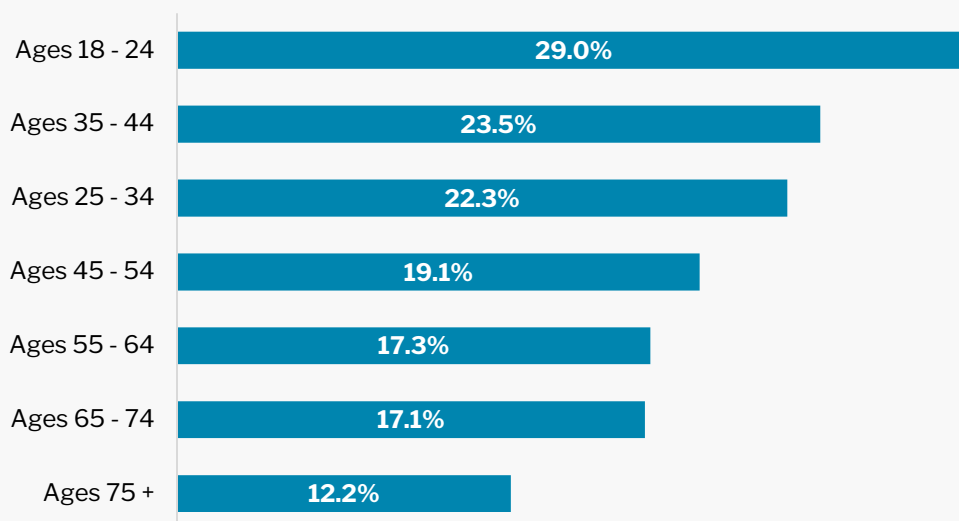
Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module B, 2017 Survey of Public Participation in the Arts (SPPA) Module B and Module C.

This comparison only includes categories that are comparable across 2017 and 2022. The wording of the questions on singing and playing instruments slightly changed between these two surveys.

In 2022, 21 percent of adults shared their arts creations or performances on the internet. The greatest variation in this activity occurred among age groups. **Exhibit 13** displays the percentages of adults, by age, who shared their art online. 29 percent of adults aged 18-24 engaged in this activity in 2022, the highest share of

any age group. Adults aged 25-34 and 35-44 also exhibited higher participation rates compared to adults who were 45 and older.

Exhibit 13. Percentage of U.S. Adults Who Shared Their Arts Creations or Performances via Internet in 2022, by Age



Source: National Endowment for the Arts, 2017 - 2022 Survey of Public Participation in the Arts (SPPA) Module A.

The percentage of adults engaged in any arts learning activities over the last 12 months also increased during this time period. **Table 13** displays the share of adults who attended any arts lessons and/or classes over the last year. This rate increased by 2.3 percentage points between 2017 and 2022 and varies depending by different characteristics. First, between 2017 and 2022, male respondents increased their participation in arts classes or lessons at a faster rate than female respondents did (+3.5 percentage points versus +1.2 percentage points). The share of Hispanic adults participating in these activities also grew (+4.5 percentage points) over this period. Participation also grew among college graduates (+3.0 percentage points).

Table 13. Percentage of U.S. Adults Who Took Arts Classes/Lessons in 2017 and 2022, by Demographic Characteristics

	2017	2022	Percentage Point (pp) Change
Overall	9.5%	11.8%	2.3 pp
Female	11.5%	12.7%	1.2 pp (n)
Male	7.4%	10.9%	3.5 pp
Hispanic	5.6%	10.0%	4.5 pp
Non-Hispanic White	9.9%	12.5%	2.6 pp
Non-Hispanic Black	11.2%	9.4%	-1.8 pp (n)
Non-Hispanic Asian	10.5%	8.4%	-2.1 pp (n)
Non-Hispanic Other	15.7%	25.3%	9.6 pp (n)
Ages 18 - 24	19.2%	25.5%	6.3 pp
Ages 25 - 34	10.5%	12.7%	2.2 pp (n)
Ages 35 - 44	9.8%	10.9%	1.1 pp (n)
Ages 45 - 54	8.1%	10.6%	2.5 pp (n)
Ages 55 - 64	7.7%	8.6%	0.9 pp (n)
Ages 65 - 74	6.4%	8.7%	2.3 pp (n)
Ages 75 +	4.7%	5.3%	0.6 pp (n)
Grade School	1.4%	3.7%	2.2 pp (n)
Some High School	4.8%	10.8%	6.0 pp (n)
High School Graduate	5.4%	6.6%	1.3 pp (n)
Some College	11.1%	12.6%	1.4 pp (n)
College Graduate	13.2%	16.2%	3.0 pp
Graduate School	14.6%	17.0%	2.3 pp (n)

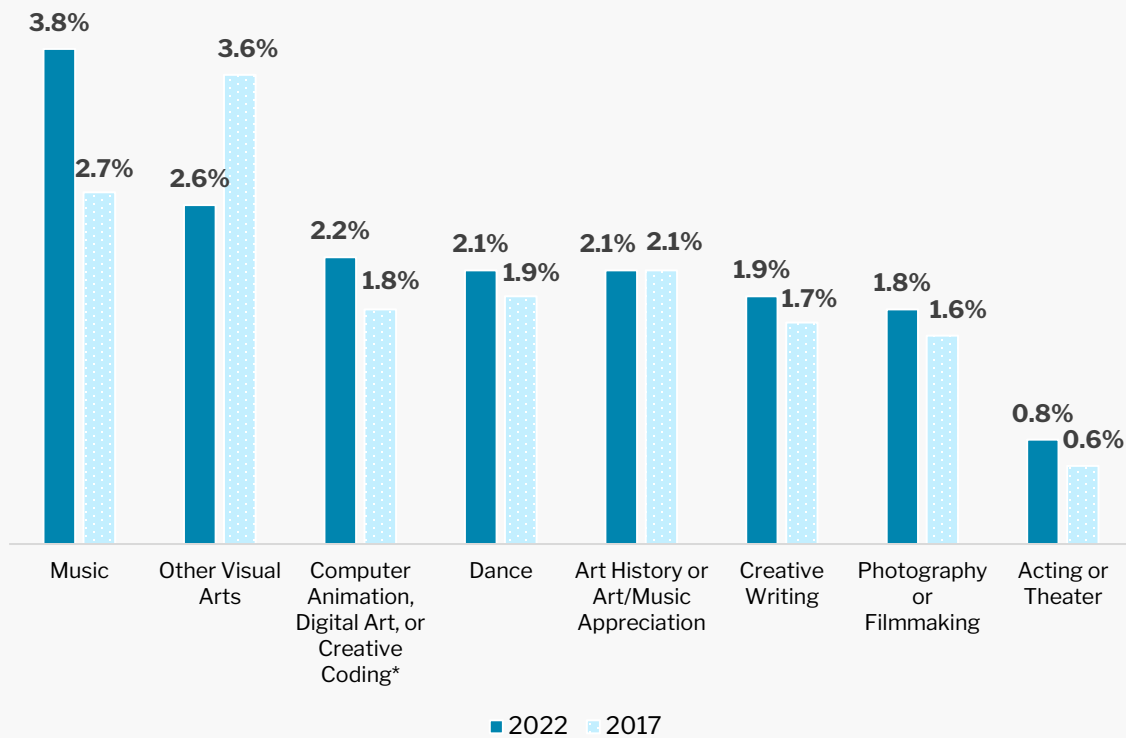
Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module D, 2017 Survey of Public Participation in the Arts (SPPA) Module E.

*(n) indicates that the change is not significant at 90% confidence intervals

This comparison only includes categories that are comparable across 2017 and 2022

Exhibit 14 shows the percentages of adults taking arts classes or lessons over the last year, by subject, in 2017 and 2022. This exhibit suggests that such learning was broad-based and occurred across many different art forms in 2022. The largest increase in arts learning occurred in the area of music (+0.9 percentage points), and the biggest decrease happened in “other” visual art learning (-1 percentage points).

Exhibit 14. Percentage of U.S. Adults Who Took Classes/Lessons in Art in 2017 and 2022, by Subject



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module D, 2017 Survey of Public Participation in the Arts (SPPA) Module E.

*The 2017 SPPA did not specify “creative coding” in the survey item.

Chapter 3: Findings for 2002-2022

Attendance at Live, In-Person Art Performances

This study also examines the long-term trends of arts participation using the SPPA from 2002 through the SPPA 2022. The analysis encompasses five different SPPA surveys conducted over the last two decades. One clear trend seen in this data is the decline in attendance of in-person live performances. Specifically, **over the last two decades, a single-digit percentage point decline in attendance has been seen at live, in-person performances across all types of performances.**

Table 14 shows the percentages of adults who attended different types of live, in-person performances over the last 12 months for each SPPA survey. Between 2008 and 2022, there was a 7.9 percentage points overall decline in participation in these activities (2002 is excluded from this overall analysis since Latin music was not asked about during that year). In absolute terms, this decrease is smaller with certain types of performances, including opera (-2.5 percentage points), ballet (-2.0 percentage points), and other live dance (-3.0 percentage points). When examining these attendance rates over time across different demographic characteristics, it becomes evident that the most significant declines in attendance at live, in-person art performances occurred between 2017 and 2022, likely due to the pandemic.

Table 14. Percentage of U.S. Adults Who Attended a Live, In-Person Art Performance from 2002 to 2022

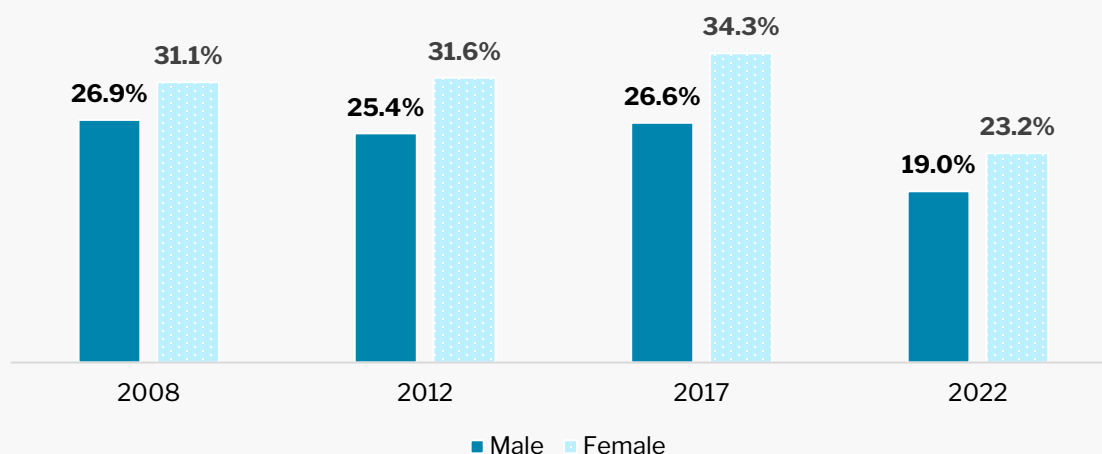
	2002	2008	2012	2017	2022	2022-2002 Percentage Point (pp) Change
Any Live, In-Person Performance	NA	29.1%	28.7%	30.6%	21.2%	NA
Jazz	10.8%	7.8%	8.5%	8.6%	6.3%	-4.5 pp
Latin Music	NA	2.7%	5.4%	5.9%	3.9%	NA
Classical Music	11.6%	9.3%	8.7%	8.6%	4.6%	-7.0 pp
Opera	3.2%	2.1%	2.1%	2.2%	0.7%	-2.5 pp
Musical Play	17.1%	16.7%	14.8%	16.5%	10.3%	-6.8 pp
Non-Musical Play	12.3%	9.4%	8.2%	9.4%	4.5%	-7.8 pp
Ballet	3.9%	2.9%	2.7%	3.1%	1.9%	-2.0 pp
Other Dance	6.3%	5.2%	5.7%	6.3%	3.3%	-3.0 pp

Source: National Endowment for the Arts, 2002, 2008, 2012, 2017, 2022 Survey of Public Participation in the Arts (SPPA)

*(n) indicates that the change is not significant at 90% confidence intervals

Exhibit 15 displays these trends by sex (the trend line starts with 2008 because Latin music attendance began to be measured that year). For both sexes, the overall attendance rates were relatively flat until 2022. Female attendance at these performances declined by 11.1 percentage points while male attendance went down by 7.6 percentage points between 2017 and 2022.

Exhibit 15. Percentage of U.S. Adults Who Attended a Live, In-Person Art Performance from 2008 to 2022, by Sex

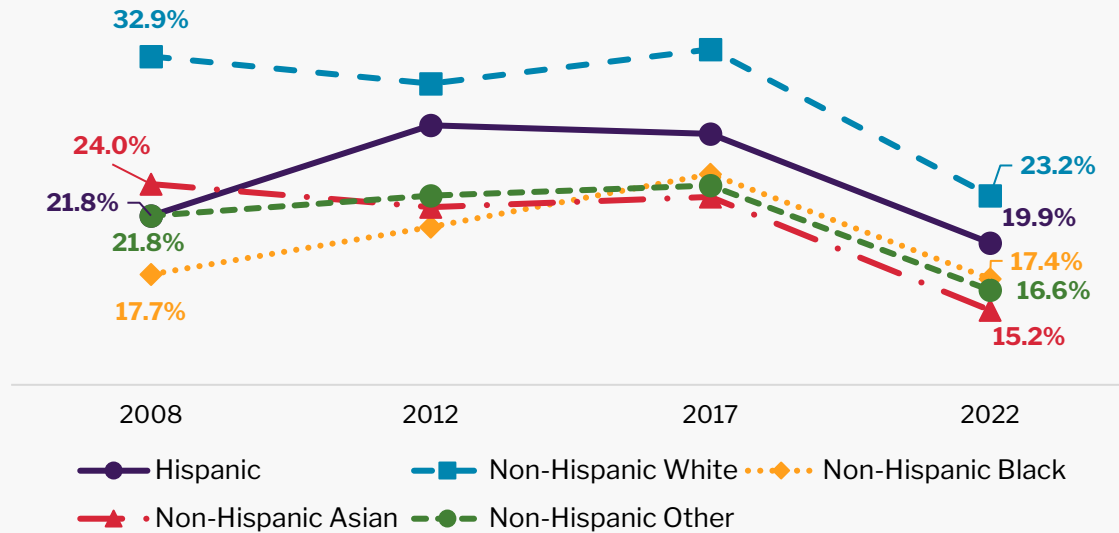


Source: National Endowment for the Arts, 2008, 2012, 2017, 2022 Survey of Public Participation in the Arts (SPPA)

Exhibit 16 shows these trend lines for ethnicity and race. The attendance rate at live, in-person performances largely fluctuated between 2008 and 2017 and then declined relatively steeply in 2022. Non-Hispanic White adults experienced the largest dip in attendance rates between 2017 and 2022 (-10.2 percentage points).

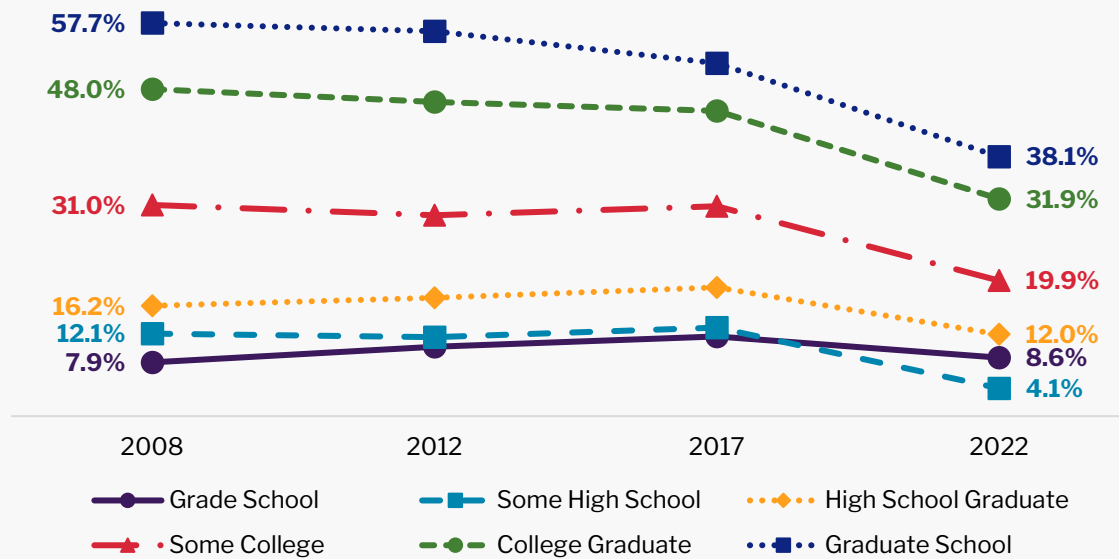
Finally, **Exhibit 17** breaks down attendance rates at live, in-person art performances over time by education levels. Once again, pronounced decreases in attendance rates occurred by education level between 2017 and 2022. Attendance rates dropped by 13.7 percentage points among adults with a graduate degree during this five-year interval. Over the same period, rates dropped by 12.9 percentage points among those with a college degree and by 10.9 percentage points among those with some college education.

Exhibit 16. Percentage of U.S. Adults Who Attended a Live, In-Person Art Performance from 2002 to 2022, by Ethnicity and Race



Source: National Endowment for the Arts, 2008-2022 Survey of Public Participation in the Arts (SPPA)

Exhibit 17. Percentage of U.S. Adults Who Attended a Live, In-Person Art Performance from 2008 to 2022, by Highest Level of Educational Attainment



Source: National Endowment for the Arts, 2008-2022 Survey of Public Participation in the Arts (SPPA)

Attendance at Visual Arts Events

Another category of arts participation that the SPPA has measured over time is attendance at visual arts events and activities. **Over the last two decades, there have been steep declines in attendance rates at art museums and galleries, craft fairs and visual festivals, accompanied by more modest declines for historical parks, monuments, and buildings.**

As **Table 15** shows, attendance rates are down double digits in some cases. Attendance rates at craft fairs and visual festivals show the largest decrease since 2002 (-16.3 percentage points). The declines in these arts activities accelerated between 2017 and 2022. Outdoor festivals featuring performing arts increased from 20.8 percent in 2008 and 2012, to 24.2 percent in 2017, then decreased in 2022 to 18.7 percent.

Table 15. Percentage of U.S. Adults Who Attended Visual Arts and Outdoor Events from 2002 to 2022

	2002	2008	2012	2017	2022	2002-2022 Percentage Point (pp) Change
Art Museum/Gallery	26.5%	22.7%	20.8%	23.7%	17.7%	-8.8 pp
Craft Fair/Visual Festival**	33.4%	24.5%	21.3%	23.8%	17.1%	-16.3 pp
Outdoor Festival feat. Performing Arts	NA	20.8%	20.8%	24.2%	18.7%	NA
Historical Park/ Monument/Building	31.6%	24.9%	22.9%	24.2%	26.0%	-5.6 pp

Source: National Endowment for the Arts, 2002, 2008, 2012, 2017, 2022 Survey of Public Participation in the Arts (SPPA)

*(n) indicates that the change is not significant at 90% confidence intervals

** The term used for this question in the SPPA 2002 survey is “art fair” instead of “craft fair”

Beyond measuring adults’ engagement with arts and cultural activities such as performing and visual arts attendance, the SPPA historically has captured rates of participating in various non-arts activities. For example, the survey asks about attending sports events, doing outdoor activities, and gardening (though the latter, at least, well may be deemed artistic). **Table 16** displays the attendance rates for those activities from 2002-2022.

Table 16. Percentage of U.S. Adults Who Participated in Non-Art Activities from 2002 to 2022

	2002	2008	2012	2017	2022	2002-2022 Percentage Point (pp) Change
Sport Events	35.0%	16.5%	12.1%	34.6%	26.4%	-8.6 pp
Exercise and Participation in Sports	60.2%	30.9%	39.6%	34.8%	34.3%	-25.9 pp
Outdoor Activities	30.9%	15.2%	26.1%	31.0%	31.5%	0.6 pp (n)
Hunting and Fishing	NA	NA	NA	16.5%	15.9%	NA
Volunteer Work	29.0%	17.3%	29.0%	7.4%**	20.2%	-8.8 pp
Gardening	47.3%	22.4%	36.0%	37.3%	39.9%	-7.4 pp

Source: National Endowment for the Arts, 2022, 2008, 2012, 2017, 2022 Survey of Public Participation in the Arts (SPPA)

*(n) indicates that the change is not significant at 90% confidence intervals

**Volunteer work in 2017 only includes “volunteer for an art organization, group, or project,” whereas in other years the question referred to general volunteer activities.

While these participation rates fluctuate across survey years, they have generally declined over time. The only type of participation that has seen increases over the 20-year period is outdoor activities (e.g., camping, hiking, or canoeing). These trends suggest that declines in public engagement with the arts may be associated with overall declines in other forms of participation, particularly between 2017 and 2022.

Arts Creation and Performance

Earlier in this report, the study team reported a large rise in the proportion of adults creating or performing art between 2017 and 2022. To understand the broader trends in arts creation and performance, the team examined eight specific forms of art that were included in the SPPA survey between 2002 and 2022. **Table 17** displays the related trends. Specifically, **the percentages of adults singing and creating photos, films, and videos have gradually increased over the last two decades.** At the same time, the shares of adults creating pottery, ceramics, or jewelry, engaging in sewing or quilting, and engaging in creative writing have either held flat or slightly declined over this period.

Table 17. Percentage of U.S. Adults Who Created or Performed Art from 2002 to 2022, by Art Form

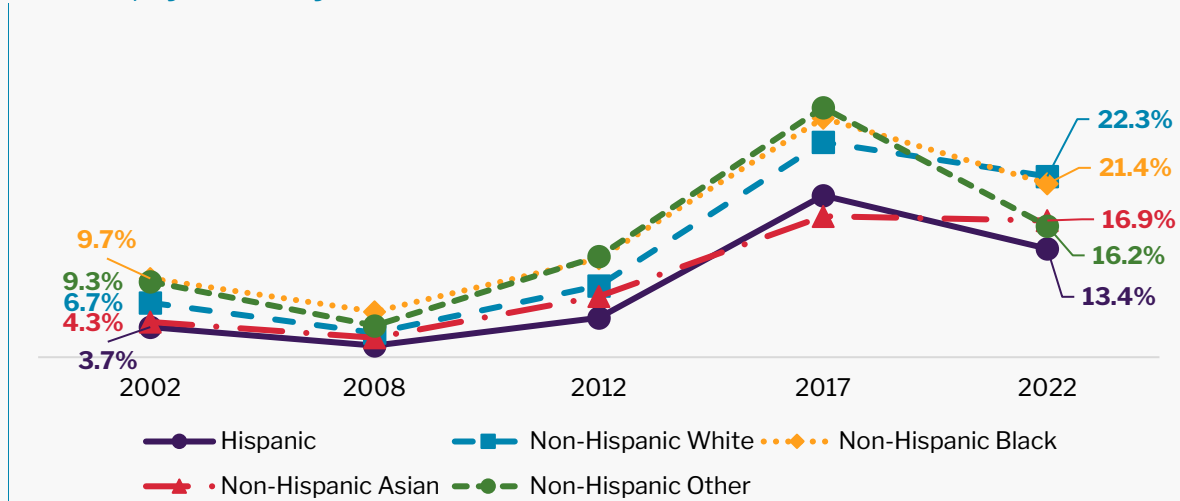
	2002	2008	2012	2017	2022	2002-2022 Percentage Point (pp) Change
Pottery, Ceramics, or Jewelry	6.9%	3.2%	4.4%	4.1%	4.4%	-2.5 pp
Weaving, Crocheting, Quilting, Needlework, Knitting, or Sewing	16.0%	7.1%	12.7%	11.7%	11.7%	-4.3 pp
Leather, Wood, or Metal	NA	NA	7.7%	6.6%	8.9%	NA
Singing	6.7%	3.1%	8.6%	25.3%	20.2%	13.5 pp
Acting	1.4%	0.4%	1.2%	2.3%	1.6%	0.2 pp (n)
Creating Photos, Films, and Videos as an Artistic Activity	11.5%	7.9%	13.0%	16.5%	14.4%	2.9 pp
Creative Writing	7.0%	3.7%	6.1%	6.5%	6.9%	-0.1 pp (n)

Source: National Endowment for the Arts, 2002, 2008, 2012. 2017, 2022 Survey of Public Participation in the Arts (SPPA)

*(n) indicates that the change is not significant at 90% confidence intervals

To better understand the increases in arts creation and performance over time, the study team examined these measures by different demographic groups. **Exhibit 18** displays, by ethnicity and race, the percentages of adults who—between 2002 and 2022—reported singing in the course of year. The rise in singing began in 2008 for all groups and then tapered off in 2022. The largest increase was among “non-Hispanic other” adults in 2017 (30.8 percent), though the proportion doing this activity declined to 16.2 percent in 2022, followed by non-Hispanic Black adults (29.5 percent in 2017, down to 21.4 percent in 2022).

Exhibit 18. Percentage of U.S. Adults Who Participated in Singing from 2002 to 2022, by Ethnicity and Race



Source: National Endowment for the Arts, 2002-2022 Survey of Public Participation in the Arts (SPPA)

The wording of the questions on singing slightly changed between surveys.

Reading Habits

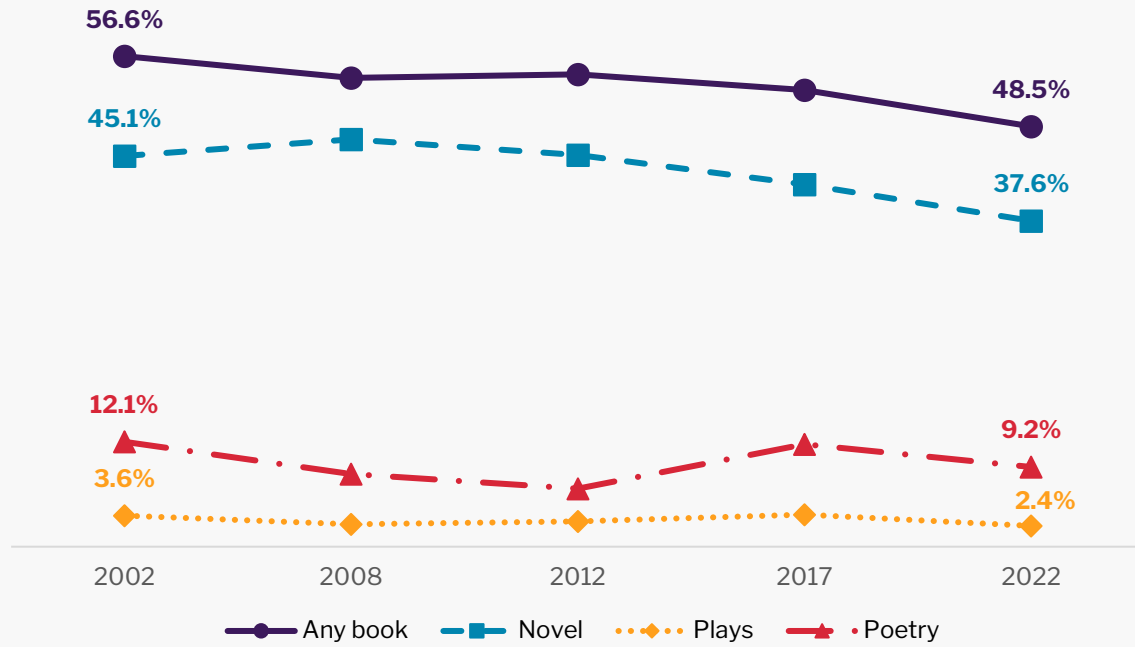
An analysis of reading habits in 2022 suggests that reading books and/or literature² declined moderately between 2017 and 2022. **Exhibit 19** puts this finding into broader perspective by tracking the percentage of adults who read between 2002 and 2022.

The trend lines show an 8.1 percentage points decline in reading any book³ between 2002 and 2022. This decline occurred gradually between each survey year. The drop in reading appears to be primarily among novel-readers. The percentage of adults reading poetry increased for the first time in 2017 by 5.1 percentage points. By 2022 the percentage reading poetry declined again by 2.6 percentage points, but the percentage was still higher than it was in 2008 and 2012. The proportion of adults reading plays remained relatively flat and low throughout this time period.

² The category includes the following types of reading: books in general (except books for work or school), novels or short stories, poetry, or plays.

³ Respondents were asked to omit book-reading required for work or school.

Exhibit 19. Percentages of U.S. Adults Who Did Various Types of Reading from 2002 to 2022



Source: National Endowment for the Arts, 2002-2022 Survey of Public Participation in the Arts (SPPA)

Learning in and about the Arts

The study team also examined arts-related learning over the last two decades. This trend analysis compares the percentage of adults who took arts classes or lessons in the last 12 months over time. In general, the percentage participating in these activities has moderately increased between 2002 and 2022 across different subject areas. The greatest increases occurred in music (+2.4 percentage points), dance (+1.4 percentage points), and other visual arts and creative writing (both +0.9 percentage points).

Table 18. Percentages of U.S. Adults Who Took Arts Classes/Lessons from 2002 to 2022, by Subject

	2002	2008	2012	2017	2022	2022-2002 Percentage Point (pp) Change
Music	1.4 %	0.5%	2.0%	2.7%	3.8%	2.4 pp
Other Visual Arts	1.7%	0.8%	1.8%	3.6%	2.6%	0.9 pp
Dance	0.7%	0.4%	1.9%	1.9%	2.1%	1.4 pp
Acting or Theater	0.5%	0.1%	0.4%	0.6%	0.8%	0.3 pp (n)
Creative Writing	1.0%	0.6%	2.0%	1.7%	1.9%	0.9 pp
Art History or Art/Music Appreciation*	1.4%	0.7%	2.0%	2.1%	2.1%	0.7 pp (n)
Photography or Filmmaking	NA	NA	1.0%	1.6%	1.8%	NA

Source: National Endowment for the Arts, 2002, 2008, 2012, 2017, 2022 Survey of Public Participation in the Arts (SPPA)

* The SPPA 2002, 2008, and 2012 asked separate questions about taking classes/lessons on art history and music appreciation, while the SPPA 2017 and 2022 asked about these activities in the same survey question.

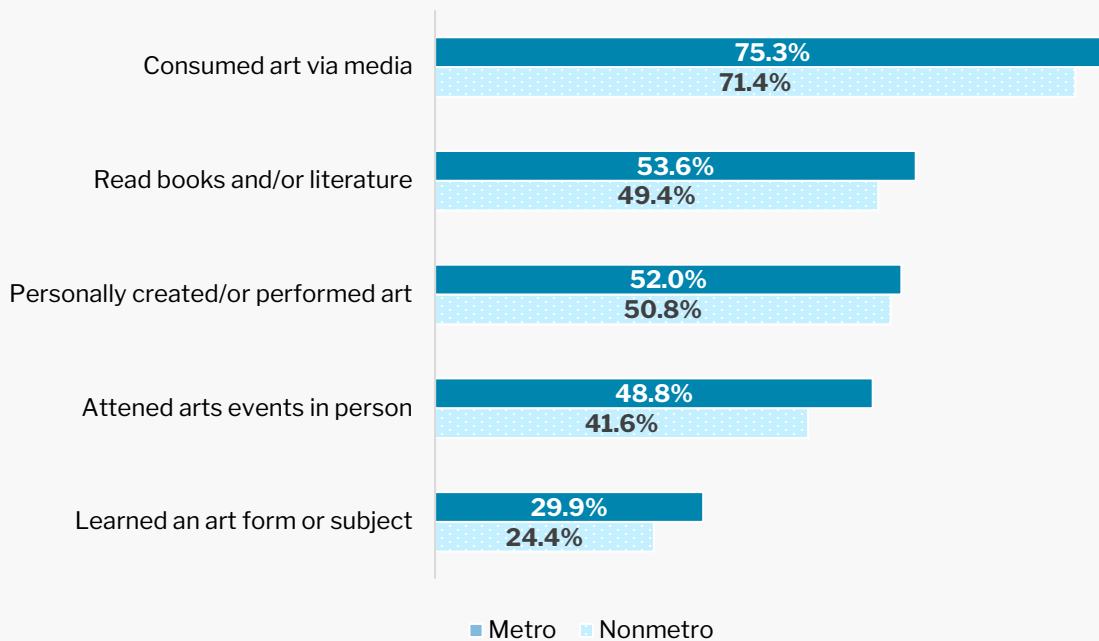
Chapter 4: Findings from the 2022 Geographic Analysis

Arts Participation by Metro or Non-Metro Area Residence

The SPPA survey also collects geographic information about respondents. While sample sizes for specific metropolitan statistical areas (MSAs) are limited, the study team was able to compare arts participation levels across metro and non-metro areas.

For various modes of arts participation, **Exhibit 20** summarizes rate differences among residents in metro versus non-metro areas in 2022. The data show that adults living in metro areas are consistently more likely to participate in a variety of arts activities than are their non-metro counterparts. The range of participation rates among the non-metro population for engagement with certain types of art activities is between 24.4 to 71.4 percent. The comparable range for participation rates among metro area residents is between 29.9 and 75.3 percent. This difference could be related to factors such as limited access to arts venues and varying levels of disposable income, as discussed in the *50 States of Arts Participation: 2022* report (NEA, 2024).

Exhibit 20. Percentage of U.S. Adults Who Did Various Arts Activities in 2022, by Metro or Non-Metro Area Residence



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1, Module A, Module B, and Module D.

Table 19 displays attendance at in-person performances by an individual's metropolitan status. Taken together, the attendance rates for all live, in-person performances are 8.1 percentage points higher in metropolitan areas when compared to non-metropolitan areas. The greatest difference between these two groups is for attendance at live musicals (4.6 percentage points) and for attendance at other types of live performances (4.8 percent points). The highest attendance rates for both metro and non-metro adults are for other live performances (17.1 percent and 21.9 percent, respectively).

Table 19. Percentage of U.S. Adults Who Attended Live, In-Person Performances in 2022, by Metropolitan Status and Type

	Overall	Non-Metropolitan	Metropolitan	Metro-Nonmetro Percentage Point (pp) Difference
Any Live, In-Person Performance	32.7%	25.7%	33.9%	8.1 pp
Jazz	6.3%	3.0%	6.8%	3.7 pp
Latin Music	3.9%	1.4%	4.3%	2.9 pp
Classical Music	4.6%	1.8%	5.1%	3.2 pp
Opera	0.7%	0.2%	0.8%	0.6 pp
Musical	10.3%	6.3%	10.9%	4.6 pp
Play	4.5%	3.8%	4.6%	0.8 pp (n)
Ballet	2.0%	1.4%	2.1%	0.6 pp (n)
Dance	3.3%	2.6%	3.4%	0.8 pp (n)
Other performing arts	21.2%	17.1%	21.9%	4.8 pp

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the difference is not significant at 90% confidence intervals

Table 20 extends this analysis by looking at attendance at cultural venues and events. Again, the attendance rates in metropolitan areas are higher than the rates in non-metropolitan areas. These differences appear to be greater for attendance rates at art museums and galleries, and smaller for attendance rates at craft fairs and visual arts festivals.

Table 20. Percentage of Adults Attending Visual Arts Events in 2022, by Metro and Non-Metro Residence

	Overall	Non-Metropolitan	Metropolitan	Metro-Nonmetro Percentage Point (pp) Difference
Art Museum/Galleries	17.7%	11.2%	18.6%	7.4 pp
Craft Fairs/Visual Arts Festivals	17.1%	16.5%	17.2%	0.7 pp (n)
Performance Art Festivals	18.7%	15.3%	19.3%	4.0 pp
Places with Historical/Architectural/Design Value	18.8%	15.4%	19.3%	6.0 pp

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

*(n) indicates that the difference is not significant at 90% confidence intervals

Table 21 displays the percentage of adults engaged in various types of art creation or performance by metropolitan area. The contrast between metropolitan areas and non-metropolitan areas is less obvious. The arts creation or performance rates of many art forms are higher in non-metropolitan areas, including for leather, metal, or woodworking, and textile and fiber crafts. Dancing in a social setting occurs more often among adults in metropolitan areas.

Table 21. Percentage of U.S. Adults Who Created or Performed Art in 2022, by Art Form and Metro or Non-Metro Residence

	Overall	Non-Metropolitan	Metropolitan	Metro-Nonmetro Percentage Point (pp) Difference
Pottery, Ceramics, or Jewelry	4.4%	3.8%	4.5%	0.7 pp(n)
Leather, Metal, or Woodwork	8.9%	13.3%	8.2%	-5.1 pp
Weaving, Crocheting, Quilting, Needlework, Knitting, or Sewing	11.7%	14.3%	11.2%	-3.1 pp
Singing in a Social Setting	20.2%	20.2%	20.2%	0.0 pp (n)
Singing for Performance	26.9%	32.8%	26.3%	-6.5 pp (n)
Playing Instrument Individually	11.4%	11.0%	11.4%	0.4 pp (n)
Playing Instrument in a Band	26.9%	21.3%	28.0%	6.7 pp (n)
Acting	1.6%	1.7%	1.6%	-0.1 pp (n)
Dancing in a Social Setting	21.8%	14.9%	22.9%	8.0 pp
Dancing for Performances	2.0%	1.6%	2.1%	0.5 pp (n)

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module B.

*(n) indicates that the difference is not significant at 90% confidence interval

Metropolitan Areas with High Arts Participation Rates

The data collected in the 2022 SPPA does allow for analysis of the 20 top metropolitan areas based on population. **Table 22** provides an overview of arts participation rates across these metropolitan areas. In general, arts participation among these metropolitan areas varies. For example, the lowest rate for personally creating or performing art is 31.8 percent (Atlanta-Sandy Springs-Roswell, GA) while the highest rate for the same activity is 75.8 percent (Seattle-Tacoma-Bellevue, WA). Similar ranges appear for the other arts participation categories.

Table 22. Percentage of U.S. Adults Who Engaged in Various Modes of Arts Participation in 2022, by Metropolitan Area

Areas	Consumed art via media	Read books and/or literature	Created and/or performed art	Attended arts events in person	Learned an art form or subject
Atlanta-Sandy Springs-Roswell, GA	74.8%	41.8%	31.8%	51.8%	23.6%
Baltimore-Columbia-Towson, MD	76.6%	72.8%	53.7%	46.7%	30.4%
Boston-Cambridge-Newton, MA-NH	85.4%	63.5%	56.7%	61.0%	35.4%
Chicago-Naperville-Elgin, IL-IN-WI	75.2%	65.0%	49.0%	45.0%	35.1%
Dallas-Fort Worth-Arlington, TX	76.1%	54.4%	60.2%	53.8%	19.3%
Denver-Aurora-Lakewood, CO	83.7%	57.5%	59.7%	57.6%	51.2%
Detroit-Warren-Dearborn, MI	75.5%	59.9%	65.0%	55.4%	22.4%
Houston-Baytown-Sugar Land, TX	92.5%	75.1%	50.1%	59.5%	20.3%
Los Angeles-Long Beach-Anaheim, CA	77.5%	41.5%	47.0%	47.0%	37.3%
Miami-Fort Lauderdale-West Palm Beach, FL	59.8%	34.5%	30.8%	30.6%	16.7%
Minneapolis-St. Paul-Bloomington, MN-WI	93.4%	71.9%	62.2%	73.1%	50.1%
New York-Newark-Jersey City, NY-NJ-PA	66.3%	47.3%	40.7%	33.6%	20.0%
Philadelphia-Camden-Wilmington, PA-NJ-DE	81.1%	53.0%	48.9%	48.1%	27.0%
Phoenix-Mesa-Scottsdale, AZ	66.7%	48.7%	67.0%	61.1%	28.8%
Riverside-San Bernardino-Ontario, CA	68.5%	47.1%	42.4%	30.2%	11.0%
San Diego-Carlsbad-San Marcos, CA	74.0%	45.0%	67.9%	58.8%	36.8%
San Francisco-Oakland-Fremont, CA	73.6%	68.8%	71.8%	60.7%	46.3%
Seattle-Tacoma-Bellevue, WA	79.1%	74.1%	75.8%	60.7%	34.9%
Tampa-St. Petersburg-Clearwater, FL	59.1%	56.2%	51.0%	55.7%	18.2%
Washington-Arlington-Alexandria, DC-VA-MD-WV	80.4%	49.9%	58.9%	59.9%	36.3%

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1, Module A, Module B, and Module D.

Table 23 displays the percentage of adults attending any live, in-person performances for the 20 top metropolitan areas. **The metro areas with the highest attendance rates for live art performances are:**

- Minneapolis-St. Paul-Bloomington, MN-WI
- Phoenix-Mesa-Scottsdale, AZ
- Washington-Arlington-Alexandria, DC-VA-MD-WV
- Houston-The Woodlands-Sugar Land, TX
- Boston-Cambridge-Newton, MA-NH

Across these metro areas, the percentage point differences in attendance rates can be large. For example, the difference between the highest-participating metro (Minneapolis-St. Paul-Bloomington, MN-WI) and the lowest-participating metro (Riverside-San Bernardino-Ontario, CA) is 30 percentage points.

Table 23. Percentage of U.S. Adults Who Attended Live, In-Person Art Performances in 2022, by Top 20 Metro Areas

Metropolitan Area	2022
Minneapolis-St. Paul-Bloomington, MN-WI	49.6%
Phoenix-Mesa-Chandler, AZ	47.1%
Washington-Arlington-Alexandria, DC-VA-MD-WV	45.4%
Houston-The Woodlands-Sugar Land, TX	45.2%
Boston-Cambridge-Newton, MA-NH	44.4%
Seattle-Tacoma-Bellevue, WA	41.4%
Baltimore-Columbia-Towson, MD	40.8%
Denver-Aurora-Lakewood, CO	38.8%
Atlanta-Sandy Springs-Alpharetta, GA	35.8%
Chicago-Naperville-Elgin, IL-IN-WI	35.5%
Los Angeles-Long Beach-Anaheim, CA	35.1%
Detroit-Warren-Dearborn, MI	34.5%
San Francisco-Oakland-Berkeley, CA	34.4%
San Diego-Chula Vista-Carlsbad, CA	33.7%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	30.9%
Tampa-St. Petersburg-Clearwater, FL	30.7%
Dallas-Fort Worth-Arlington, TX	28.0%
New York-Newark-Jersey City, NY-NJ-PA	21.9%
Miami-Fort Lauderdale-Pompano Beach, FL	20.7%
Riverside-San Bernardino-Ontario, CA	19.4%

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

When the study team expanded this analysis to look at other forms of arts participation, many of the metro areas with higher performing arts attendance also rise to the top for visual arts attendance.

Exhibits 21-23 list the top five metro areas for attendance at art museums and galleries, craft fairs and visual arts festivals, and places with historical, architectural, or design value in 2022.

Exhibit 21. Top 5 Metro Areas for Attendance at Art Museums and Galleries in 2022

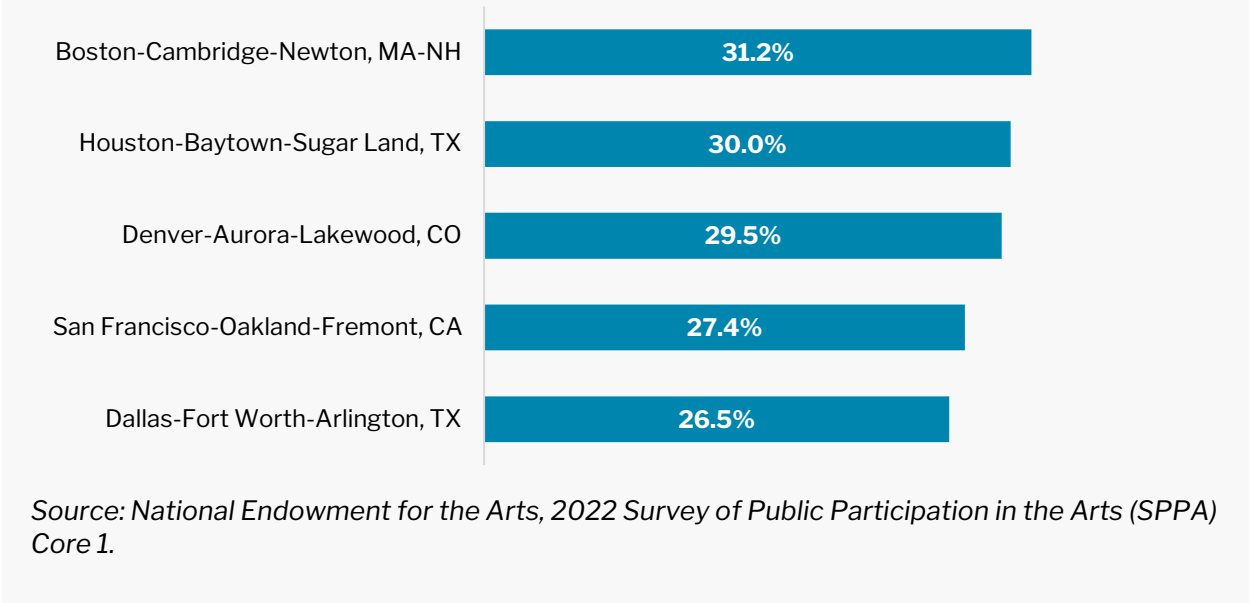
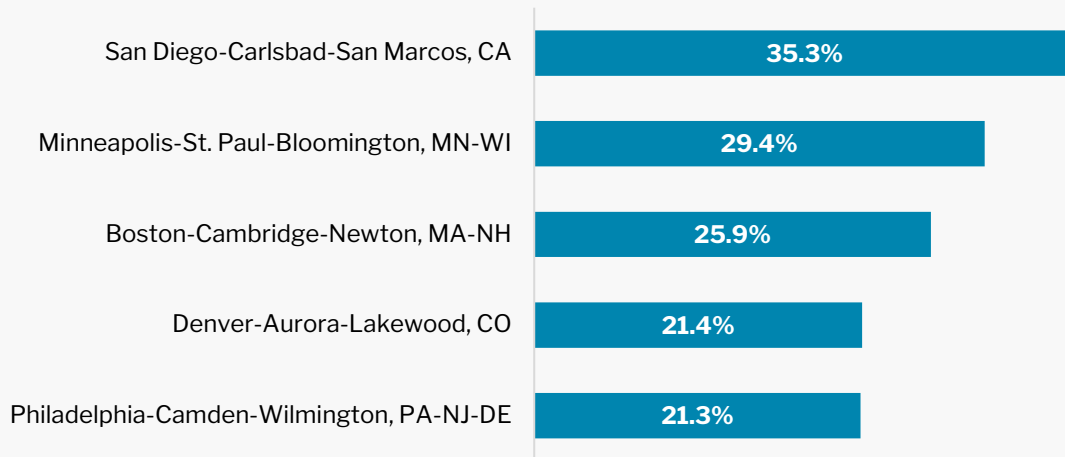
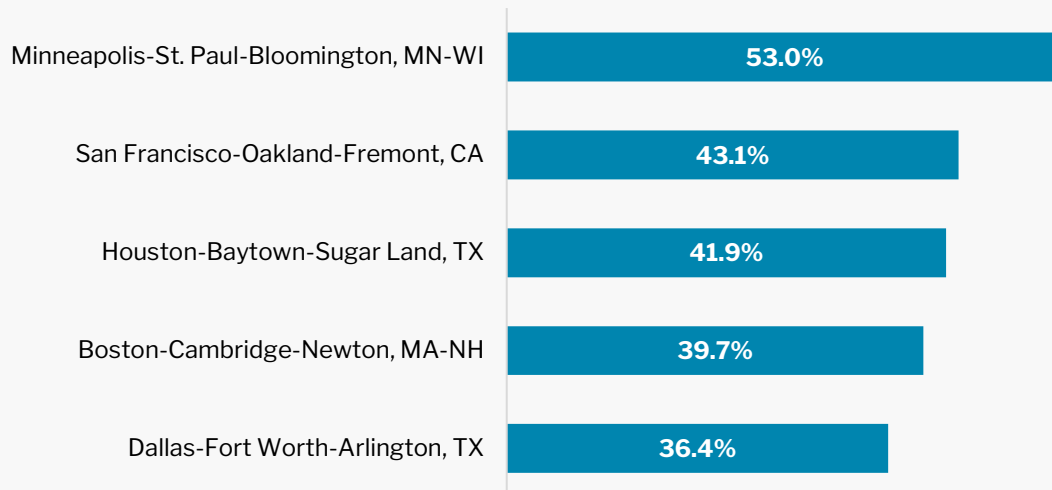


Exhibit 22. Top 5 Metro Areas for Attendance at Craft Fairs and Visual Arts Festivals in 2022



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

Exhibit 23. Top 5 Metro Areas for Attendance at a Place with Historical, Architectural, or Design Value in 2022



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

Arts Participation by Region

The 2022 SPPA also allows for an examination of arts participation by different regions in the United States. The NEA categorizes the U.S. into six regions based on Regional Art Organizations: Arts Midwest (Midwest), Mid America Arts Alliance (Mid America), Mid Atlantic Arts (Mid Atlantic), New England Foundation for the Arts (New England), South Arts (South), and Creative West (West). These regional arts organizations each represent a geographic grouping of states as shown in the map below.

Exhibit 24. Art Regions in the United States

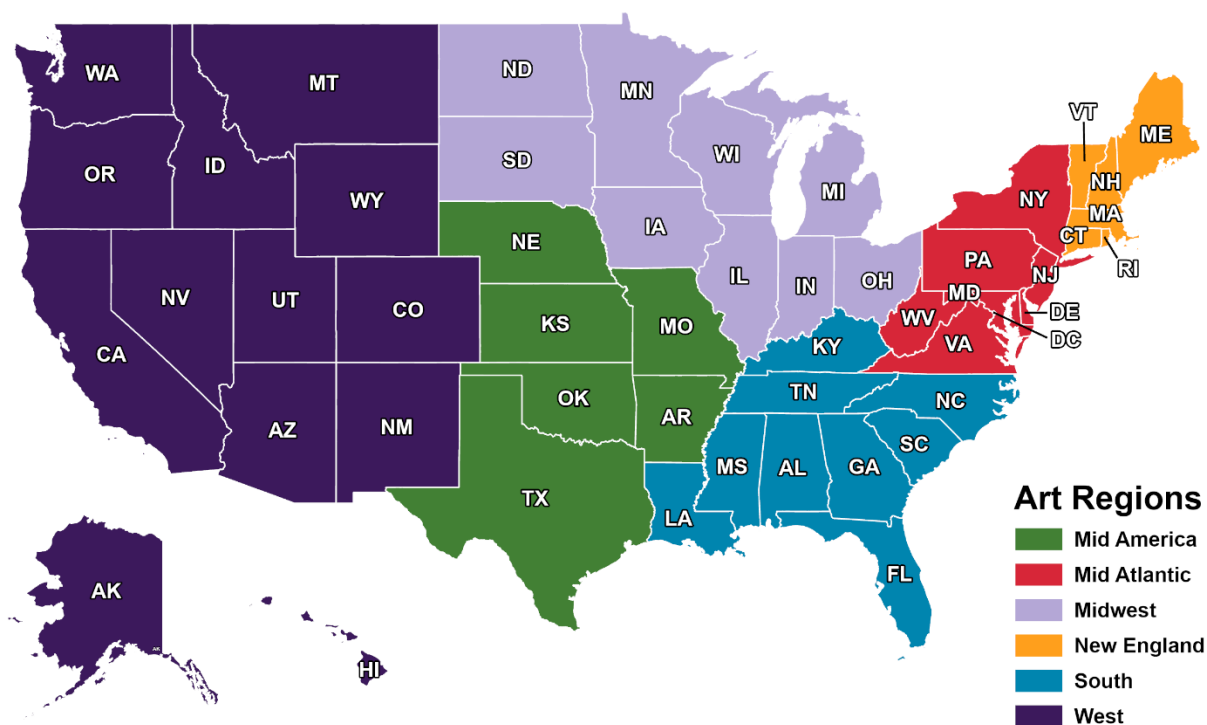


Table 24 provides a broad view of arts participation across these six regions. Findings from some types of arts participation measured in SPPA show that some regions have greater arts participation rates than other regions. In three of the five modes of arts participation (consuming art via media, reading books and/or literature, and attending art events in person), New England displays the highest rates. The Midwest is the region with the highest percentage of adults creating or performing art. The West has the highest percentage of adults learning an art form or subject.

Table 24. Percentage of U.S. Adults Who Did Various Arts Activities in 2022, by Region

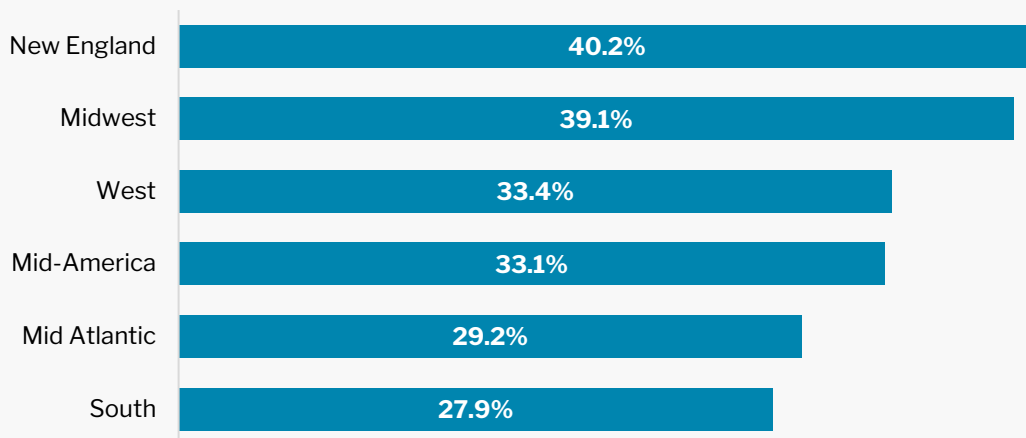
	West	Midwest	Mid-America	South	Mid-Atlantic	New England
Consumed art via media	76.4%	78.6%	78.8%	66.7%	73.3%	83.5%
Read books and/or literature	51.9%	60.8%	53.5%	46.9%	51.6%	61.9%
Personally created and/or performed art	57.8%	59.9%	53.0%	41.1%	47.9%	54.2%
Attended arts events in person	49.6%	54.6%	47.8%	42.9%	43.4%	55.9%
Learned an art form or subject	34.6%	31.8%	27.9%	23.5%	25.9%	31.5%

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1, Module A, Module B, and Module D.

When compared with the five other regions, New England has higher rates (between 5-8 percentage points) for specific arts participation measures—including attendance at live, in-person performances, arts learning via classes and lessons, and arts consumption via media.

Indeed, **Exhibit 25** shows that New England has the highest attendance rate for live, in-person performances, at 40.2 percent. By contrast, the South region has the lowest attendance rate for this type of event: 27.9 percent.

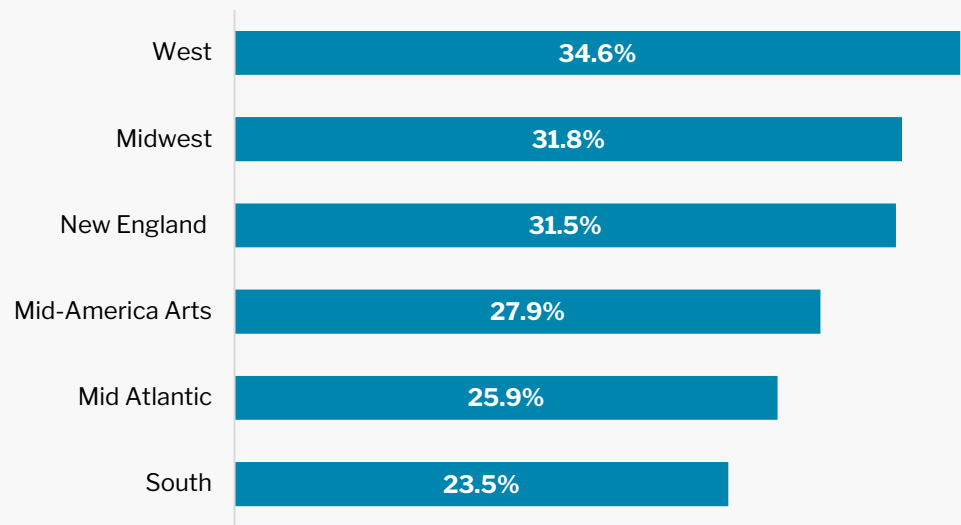
Exhibit 25. Percentage of U.S. Adults Who Attended Live, In-Person Art Performances in 2022, by Region



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Core 1.

Exhibit 26 examines the percentage of adults learning art through lessons and/or classes and through other informal means by region in 2022. The West registers the highest percentage (34.6 percent) in learning, followed by the Midwest region at 31.8 percent. In this case, the South region has the lowest level at 23.5 percent.

Exhibit 26. Percentage of U.S. Adults Who Engaged in Learning Art in 2022, by Region



Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module D.

Finally, **Table 25** shows the percentages of adults consuming art via electronic and digital media, by region and by art type. While levels in the South are comparatively low on this measure, the differences among the remaining regions are all within 8 percentage points. The largest differences in participation rates between the South and other regions among these art forms are for attending Latin music and for “other music.”

Table 25. Percentage of U.S. Adults Who Consumed Art via Electronic Media in 2022 by Region and Type

	West	Midwest	Mid-America	South	Mid Atlantic	New England
Any Listed Art Form	73.3%	73.8%	71.4%	63.3%	69.1%	78.3%
Jazz	19.4%	15.6%	14.0%	14.9%	16.3%	18.2%
Latin Music	24.6%	11.6%	21.4%	13.3%	13.3%	15.0%
Classical Music/Opera	18.6%	15.0%	11.9%	10.1%	13.8%	19.4%
Other Music	63.1%	70.0%	64.3%	56.3%	61.3%	71.4%
Musicals	12.6%	10.7%	9.1%	9.6%	11.7%	13.3%
Dance	11.7%	9.2%	10.1%	7.9%	11.2%	7.7%
Visual Art	13.2%	9.6%	14.5%	9.0%	9.4%	12.6%

Source: National Endowment for the Arts, 2022 Survey of Public Participation in the Arts (SPPA) Module A.

Chapter 5: Conclusion

Despite considerable societal shifts and challenges between 2017 and 2022—especially COVID-19, which shuttered venues and curbed communal activities—most U.S. adults participated in some art form in 2021-2022. But the levels at which they engage with different types of art—and the types of demographic groups doing so—continue to vary. As measured by percentages of U.S. adults, attendance at jazz, classical music, opera, ballet, and non-musical plays steadily declined since 2002, with 2022 seeing steeper drops than in previous survey years. Attendance at visual arts events —e.g., museum visits, visual art fairs, and art exhibits—also experienced declines.

In contrast to these declines, participation in activities such as creating or performing art and learning art through lessons or classes increased between 2017 and 2022. Combined, arts creation and learning account for a larger share of direct engagement with arts among U.S. adults than attendance at visual or performing arts events.

U.S. adults today also participate more often in art forms that the SPPA has not traditionally tracked. They include rock, folk, or country music concerts; rap or hip-hop performances; and comedy/improv shows. In addition, many Americans now experience the arts through digital technology and social media, in addition to or instead of attending events in person, which may help account for some of the observed dips in in-person attendance.

Meanwhile, a geographic analysis of the 2022 SPPA data reveals many notable findings. Adults living in metro areas are more likely to consume art via media, read books and/or literature, attend performing arts events, and learn an art form or subject than are non-metro area residents. Additionally, certain metro areas exhibit significantly higher arts engagement than others. Across geographic regions, New England reported the highest participation rates in many arts activities. Personal creation and performance of art, in contrast, show relatively consistent high levels of participation across metro and non-metro areas, as well as across most U.S. regions. This finding suggests the high levels of active creation of art and performance of art found in the 2022 SPPA are broadly distributed, rather than concentrated in a few locales.

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