



**NATIONAL  
ENDOWMENT  
FOR THE ARTS**

# **2008 Survey of Public Participation in the Arts**

## **Summary Presentation**

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# Survey of Public Participation in the Arts

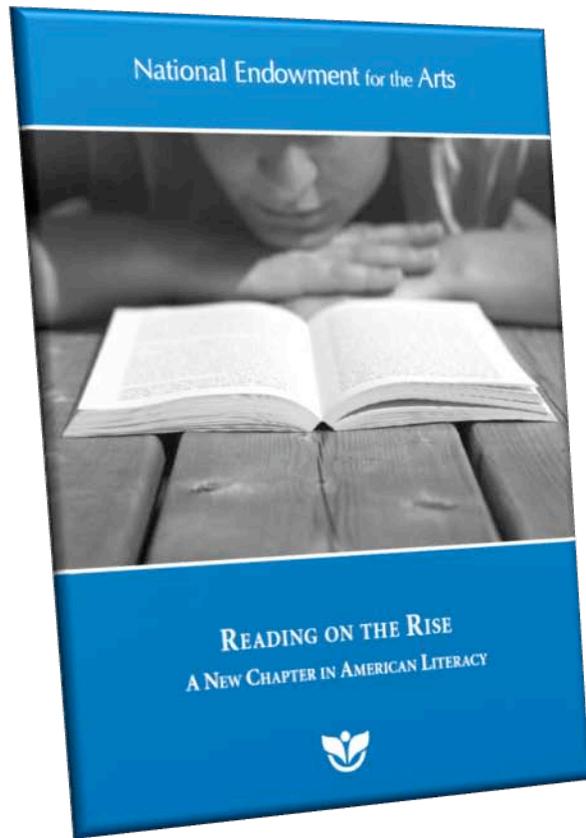
- Nation's largest general pop. survey of arts participation trends
- Conducted 5 times since 1982 in partnership with the United States Census Bureau
  - 1982, 1985, 1992, 2002, **2008**
- 82% response rate, for a total of 18,444 adults interviewed
  - Asks about behavior, not attitudes

# Survey of Public Participation in the Arts

- Measures self-reported rates of participation over the past 12 months
  - Art museum or gallery visits; tours of parks or historical buildings; arts/craft fair attendance
  - Performing arts attendance: jazz; classical music; opera; musicals; non-musical plays; ballet; other dance; *Latin music performances; outdoor performing arts festivals*
  - Literary reading: poetry, plays, novels and short stories

# Survey of Public Participation in the Arts

- Other arts activities:
  - Taking classes or lessons
  - Performing or creating
  - Participating through media
- Non-arts leisure activities
- Music and reading preferences



## Reading of Literature

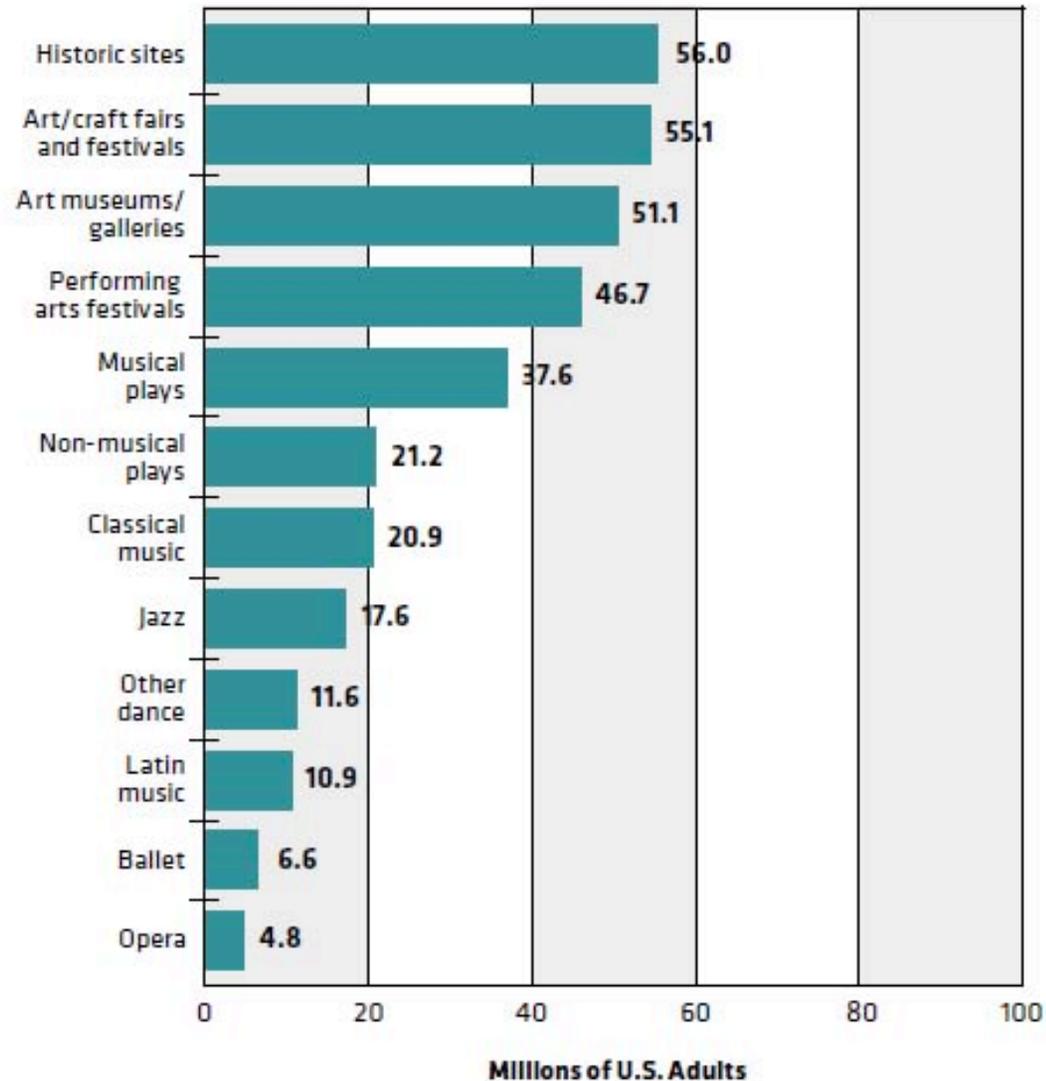
- In 2008, for the first time in the survey's history, literary reading increased.
- 50.2% of all adults, or 112.8 million Americans, read poems, plays, short stories, or novels.
- Literary reading is up for most groups of Americans.



# Survey of Public Participation in the Arts

- *Arts Attendance*
- Performing or Creating Artwork
- Media Participation
- State and Regional Patterns

# Number of U.S. adults attending an arts event at least once in the past 12 months



## Arts Attendance, 1982-2008

- **35%** of all adults (or 78 million Americans) attended an art museum or an arts performance in the 2008 survey period

Jazz
Classical music
Opera
Musical plays
Non-musical plays
Ballet
Art museums

- Nearly **40%** did so in 1982, 1992, and 2002

## Proportionately fewer adults attend arts performances.

	1982	1992	2002	2008
Jazz	9.6%	10.6%	10.8%	<b>7.8%</b>
Classical music	13.0%	12.5%	11.6%	<b>9.3%</b>
Opera	3.0%	3.3%	3.2%	<b>2.1%</b>
Musical plays	18.6%	17.4%	17.1%	<b>16.7%</b>
Non-musical plays	11.9%	13.5%	12.3%	<b>9.4%</b>
Ballet	4.2%	4.7%	3.9%	<b>2.9%</b>
Art museums	22.1%	26.7%	26.5%	<b>22.7%</b>

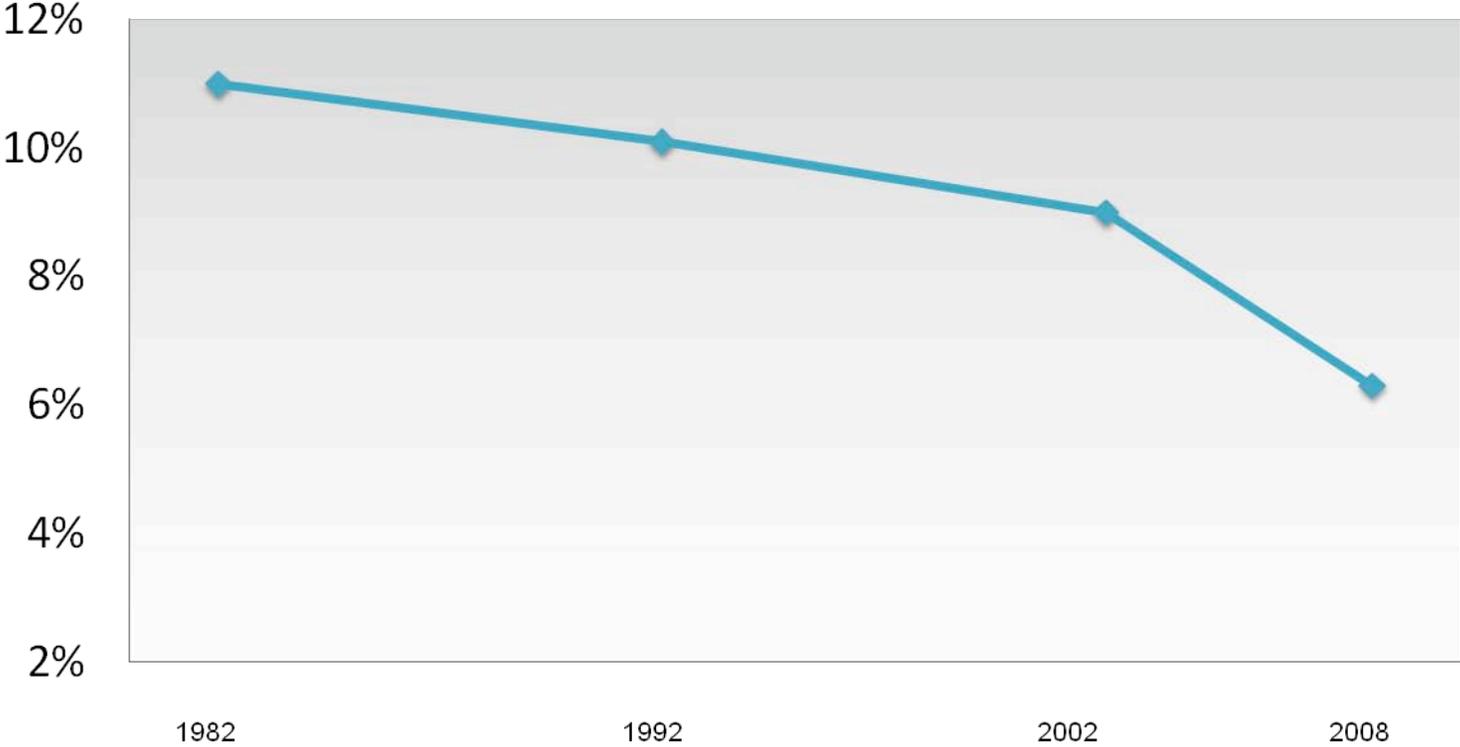
Long-term trends suggest fundamental shifts in the relationship between age and arts attendance.

Median Age of Arts Attendees

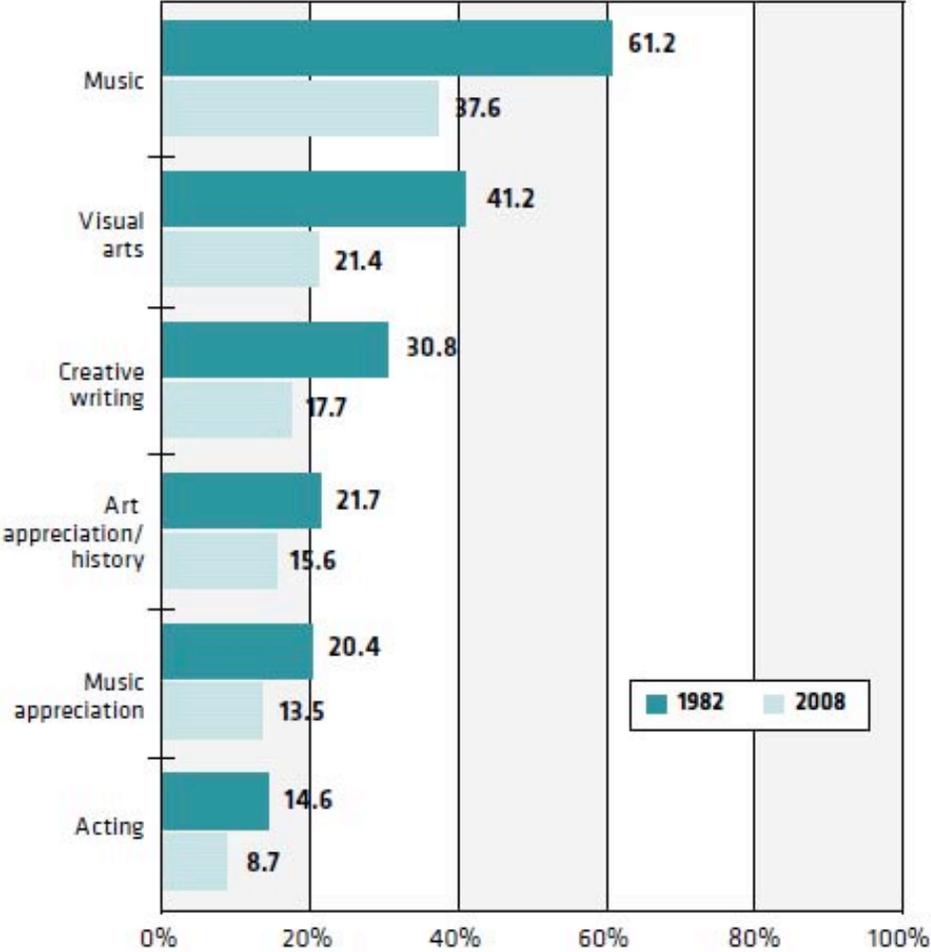
	1982	1992	2002	2008	Change in years	
					2002-2008	1982-2008
U.S. adults, average	39	41	43	45	+2	+6
<b>Jazz</b>	<b>29</b>	<b>37</b>	<b>42</b>	<b>46</b>	<b>+4</b>	<b>+17</b>
<b>Classical music</b>	<b>40</b>	<b>44</b>	<b>47</b>	<b>49</b>	<b>+2</b>	<b>+9</b>
Opera	43	44	47	48	+1	+5
Musicals	39	42	44	45	+1	+6
<b>Non-musical plays</b>	<b>39</b>	<b>42</b>	<b>44</b>	<b>47</b>	<b>+3</b>	<b>+8</b>
<b>Ballet</b>	<b>37</b>	<b>40</b>	<b>44</b>	<b>46</b>	<b>+2</b>	<b>+9</b>
Art museums	36	39	44	43	-1	+7

# Even the most educated Americans are participating less than before.

**Percentage of College-Educated Adults Attending Ballet: 1982-2008**  
*(Bachelor's degree or higher)*



# Lifetime participation rates of 18-24-year-olds in arts learning: 1982 and 2008



## What do arts audiences look like?

For each activity measured, more than half the audience is:

- $\geq 45$  years old
- College graduate or higher
- $\geq \$75,000$  yearly income

Exceptions: Latin music, outdoor performing arts festivals, arts/craft festivals, and parks and historic sites

– Jazz concerts, art museums

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## Arts Creation and Performance, 1992-2008

- Photography and film-making has increased since 1992 – from 12% to nearly 15% of all adults
- Classical music performance has increased since 2002, after falling from 1992 levels
- Painting/drawing/sculpture, creative writing, and jazz performance remain steady
- Dancing, weaving/sewing, and pottery/ceramics have seen long-term declines

## Percentage of U.S. Adult Population Performing or Creating Art: 1992-2008

	1992	2002	2008	Change	
				2002-2008	1992-2008
<b>Performing:</b>					
Jazz	1.7%	1.3%	<b>1.3%</b>	0 pp	-0.4* pp
Classical music	4.2%	1.8%	<b>3.0%</b>	+1.2 pp	-1.2 pp
Opera	1.1%	0.7%	<b>0.4%</b>	-0.3 pp	-0.7 pp
Choir/chorus	6.3%	4.8%	<b>5.2%</b>	+0.4* pp	-1.1 pp
Musical plays	3.8%	2.4%	<b>0.9%</b>	-1.5 pp	-2.9 pp
Non-musical plays	1.6%	1.4%	<b>0.8%</b>	-0.6 pp	-0.8 pp
Dance	8.1%	4.3%	<b>2.1%</b>	-2.2 pp	-6.0 pp
<b>Making:</b>					
Painting/drawing	9.6%	8.6%	<b>9.0%</b>	+0.4* pp	-0.6* pp
Pottery/ceramics	8.4%	6.9%	<b>6.0%</b>	-0.9 pp	-2.4 pp
Weaving/sewing	24.8%	16.0%	<b>13.1%</b>	-2.9 pp	-11.7 pp
Photography	11.6%	11.5%	<b>14.7%</b>	+3.2 pp	+3.1 pp
Creative writing	7.4%	7.0%	<b>6.9%</b>	-0.1* pp	-0.5* pp

pp = percentage points

\* statistically insignificant

# Survey of Public Participation in the Arts

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## Media Participation

- Broadcasts or recordings (includes online):
  - More Americans engage with performances this way than attend live arts events
  - Only live theater still attracts more audiences than broadcasts or recordings

## Percentage of U.S. Adult Population Viewing or Listening to Art Broadcasts or Recordings, 2008

*Online media included*

	Percentage	Millions of adults
Jazz	14.2%	31.9
Classical music	17.8%	40.0
Latin or salsa music	14.9%	33.5
Opera	4.9%	11.0
Musical plays	7.9%	17.8
Non-musical plays	6.8%	15.3
Dance	8.0%	18.0
Programs about the visual arts	15.0%	33.7
Programs about books/writers	15.0%	33.7

# Media Participation

- Online:
  - 39% of all Internet-using adults (or 62 million Americans) viewed, listened to, downloaded, or posted artworks or performances
  - They viewed, listened to, or downloaded music, theater or or dance performances or visual artworks at least once a week

# Survey of Public Participation in the Arts

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# U.S. Regions with High Participation Rates

## Arts Attendance

- Pacific and New England: performing arts in general, art museums/galleries
- Mid-Atlantic: musical plays
- Mountain: Latin music performances, outdoor performing arts festivals
- West North Central: parks or historic sites

## Creating and Performing Art

- Pacific and New England: painting/drawing, creative writing, photography/filmmaking, pottery/ceramics
- East South Central: choral or choir-singing
- West North Central: playing a musical instrument

# States with High Participation Rates

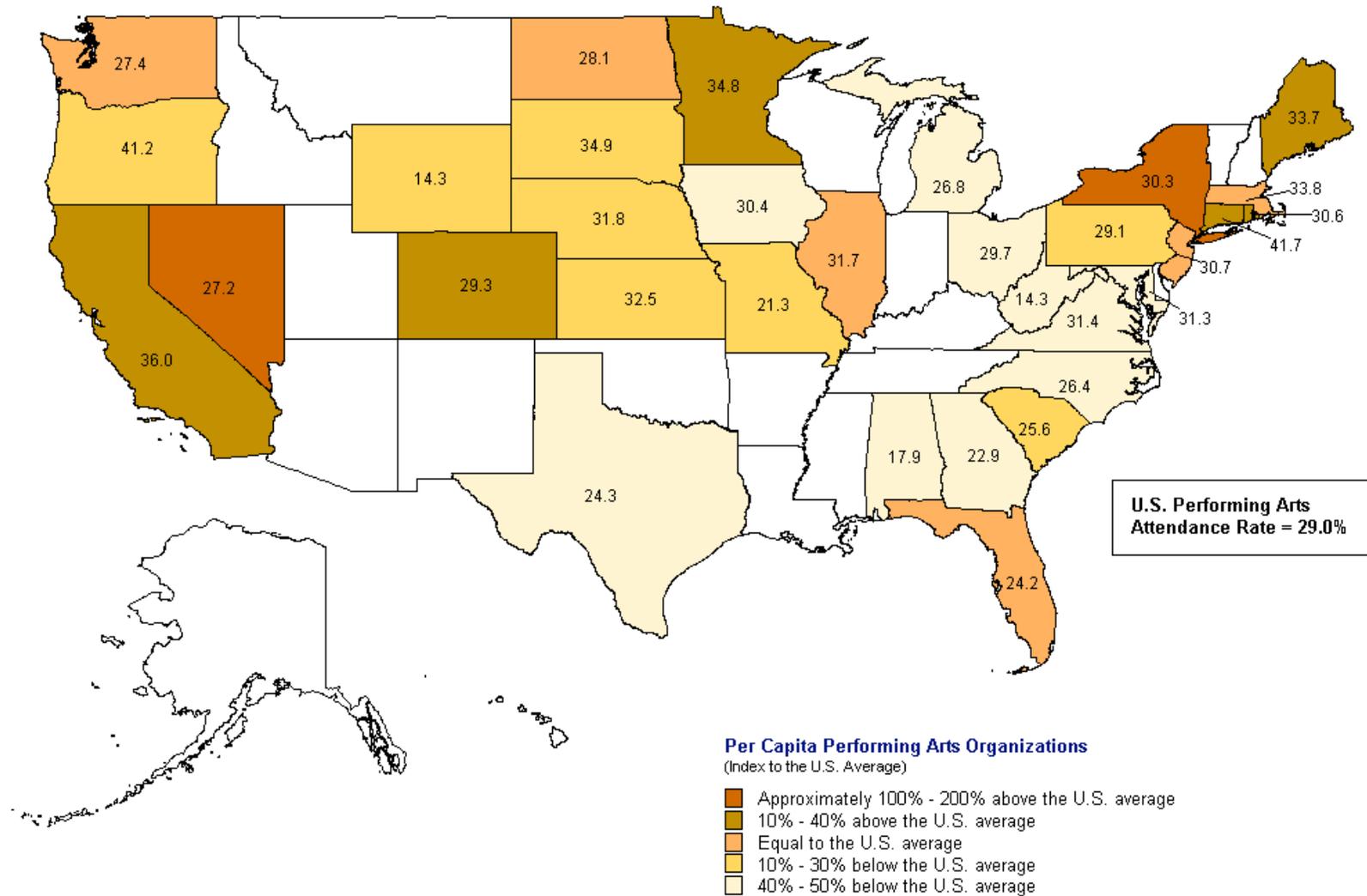
## Arts Attendance

- **OR**: performing arts in general
- **CA**: Latin music
- **MD, WA**: art museums/galleries
- **CT, MN, NY**: musical plays
- **MA**: ballet and other dance forms

## Creating and Performing Art

- **NE, KS**: creative writing, painting/drawing
- **AL, NC, SC**: choral or choir-singing
- **WY**: pottery/ceramics, sewing/weaving

## Attendance Rates in Relation to the Number of Performing Arts Organizations, Per Capita



Attendance rates are unavailable for states shaded in white.

Performing arts attendance rates - 2008 SPPA

Number of performing arts organizations - U.S. Census Bureau, 2007 County Business Patterns

## Other Venues

- 24% of all adults attended an elementary, middle school, or high school music theater, or dance performance
- 33% of all parents said that their child had attended a music, theater, or dance performance outside school
- 19% of adults attended a live arts performance at a place of  
of  
worship

# CONCLUSIONS

1) Arts participation, measured by live attendance, has declined for most art forms since 1982 and 2002

Exceptions:

- Musical plays (down from 1982, flat since 2002)
- Art museums (down from 2002, flat since 1982)
- Literary reading (down from 1982, up since 2002)

2) New questions about Latin music, festival attendance, and digital media reveal different groups of Americans participating

3) Unique geographic and demographic traits associated with high

participation could prove key to understanding and improving access