



Time and Money:

Using Federal Data to Measure the Value of Performing Arts Activities

May 2011

Office of Research & Analysis
National Endowment for the Arts

arts.gov/research

Value as Expressed by

- Size of Industry, Workforce, Revenue
 - United States Census Bureau

- Consumer Spending
 - Bureau of Economic Analysis

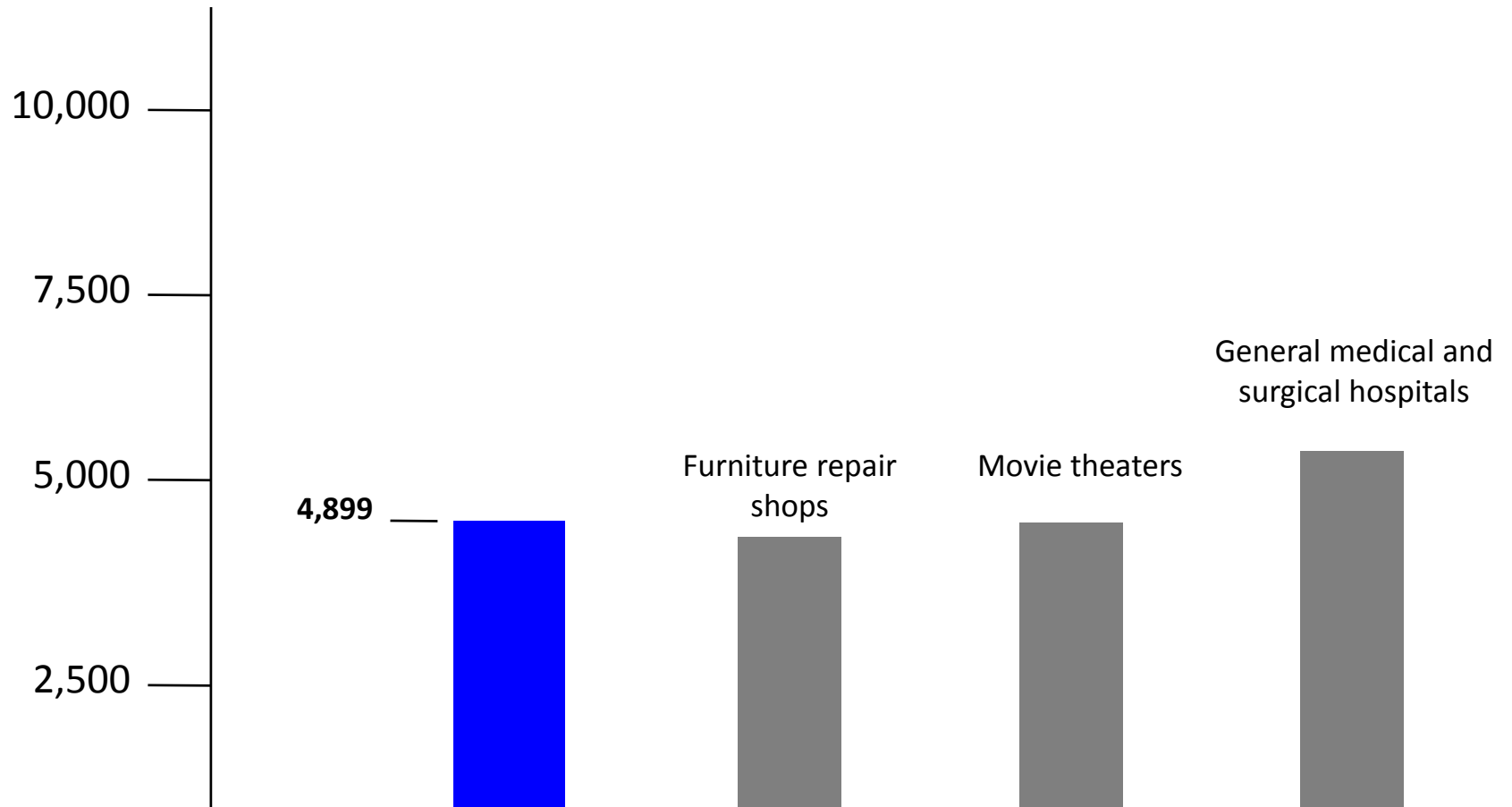


- Consumer Spending
 - Bureau of Labor Statistics



U.S. Performing Arts Industry

(Number of Establishments)

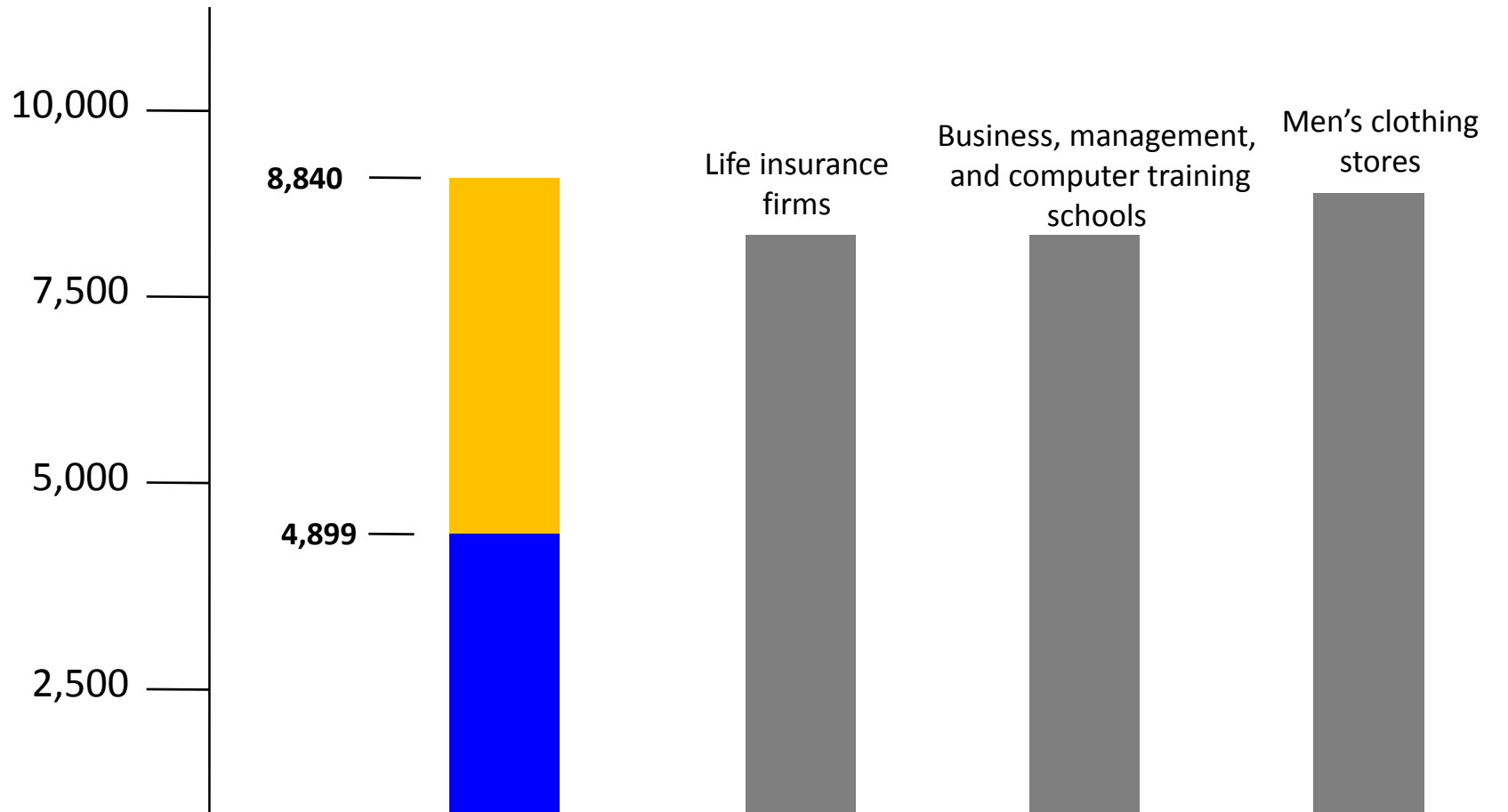


 = for-profit

Source: U.S. Economic Census, 2007

U.S. Performing Arts Industry

(Number of Establishments)



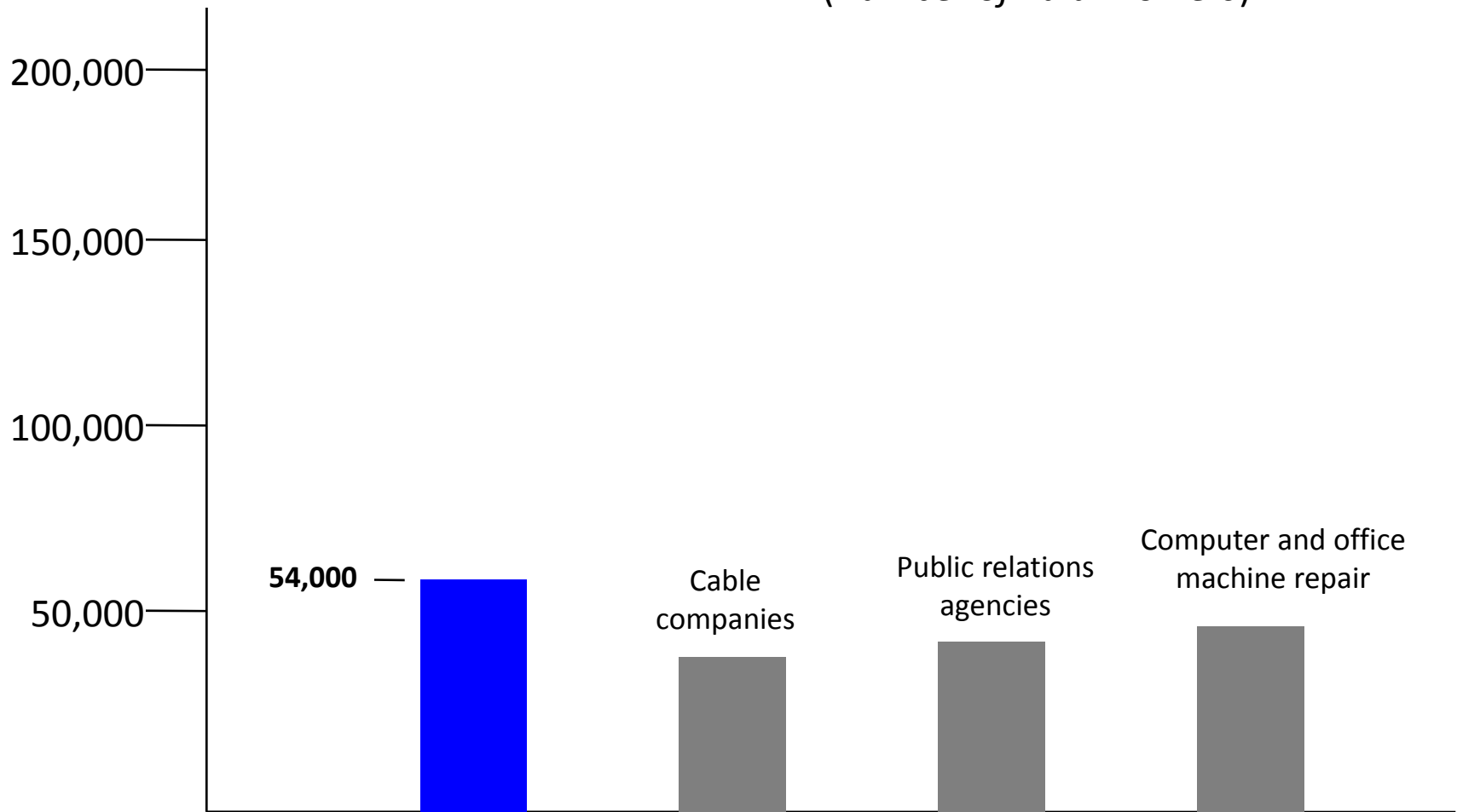
 = not-for-profit


 = for-profit

Source: U.S. Economic Census, 2007

U.S. Performing Arts Industry

(Number of Paid Workers)

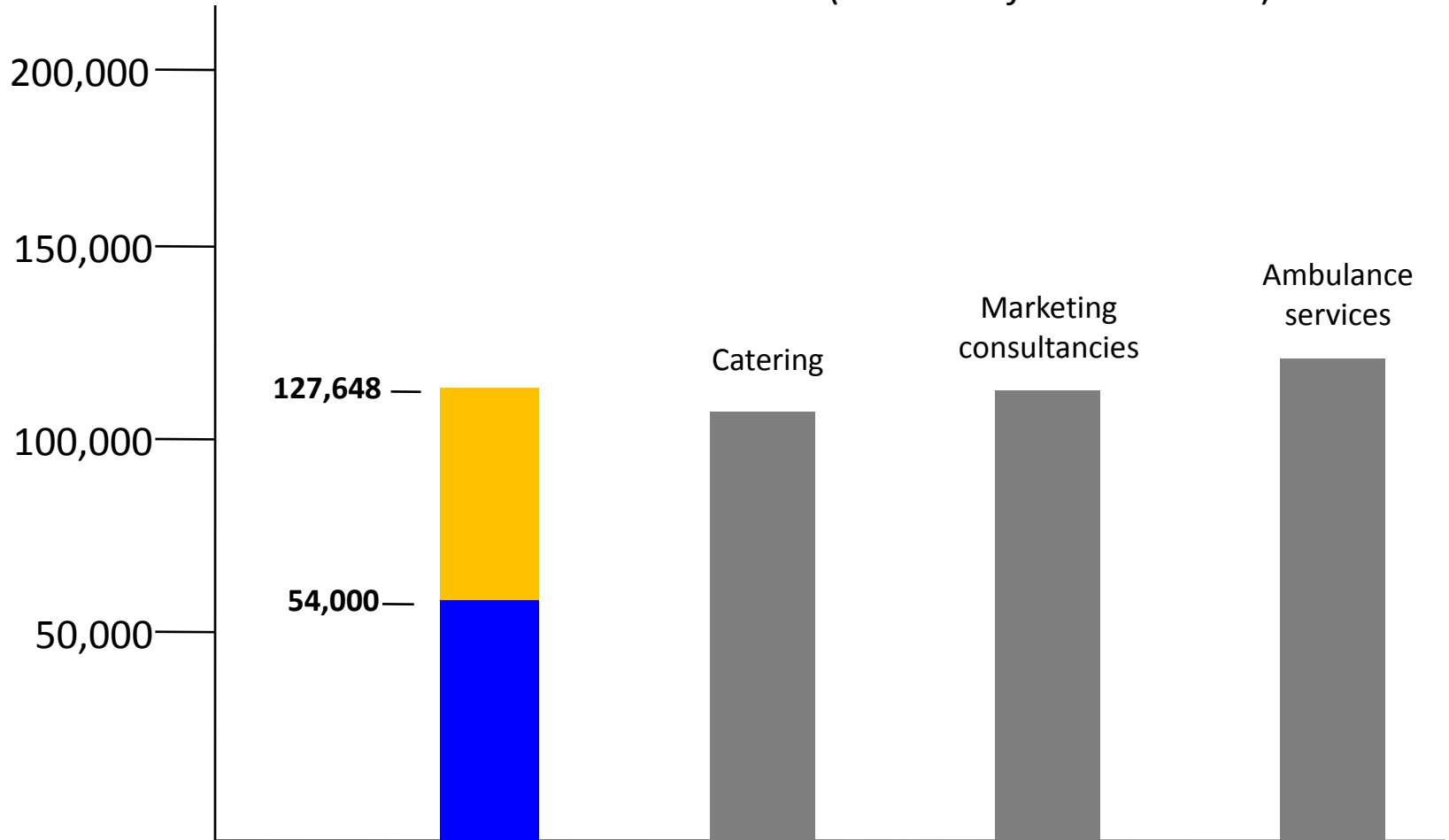


 = for-profit

Source: U.S. Economic Census, 2007

U.S. Performing Arts Industry

(Number of Paid Workers)



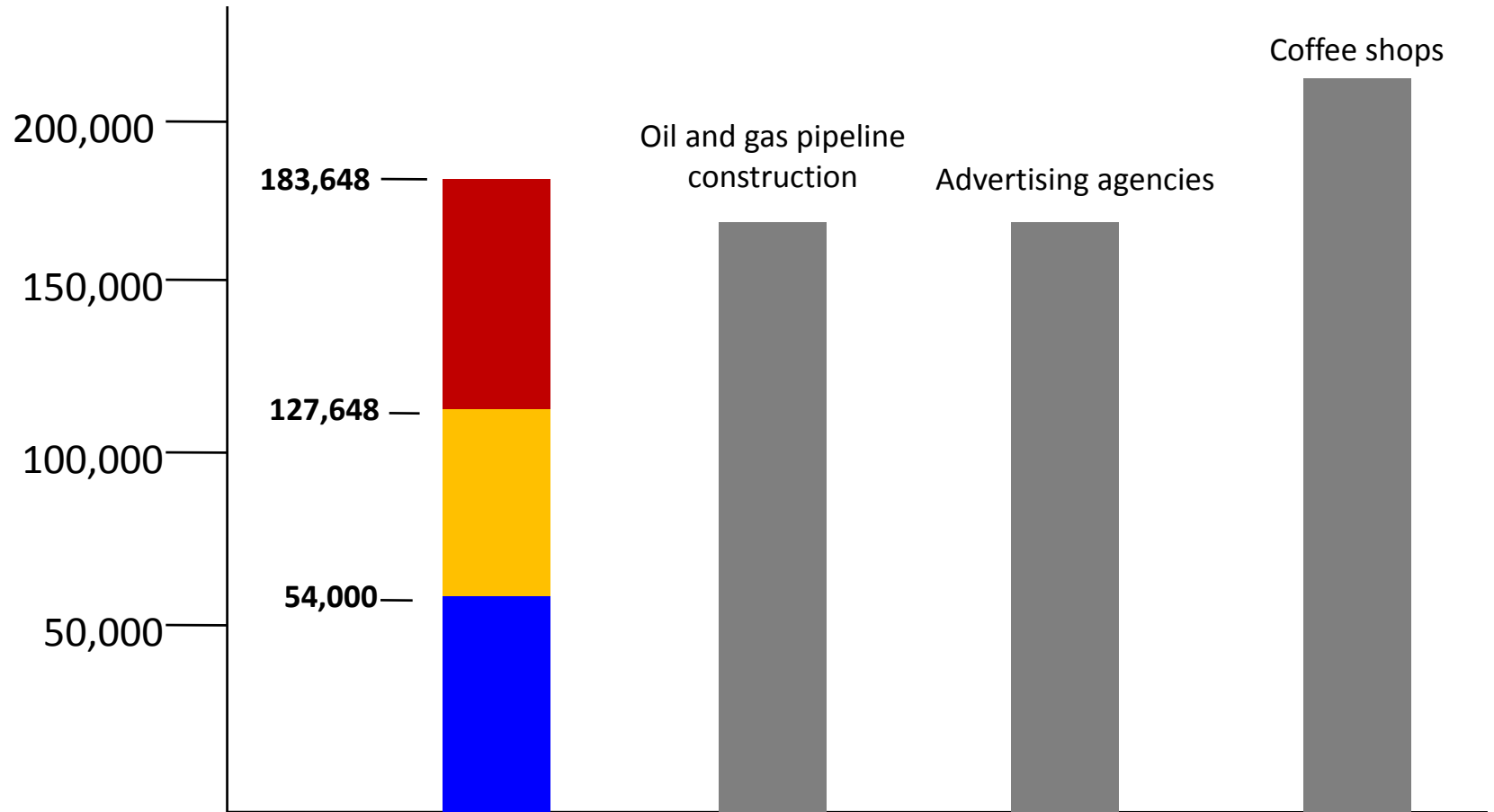
■ = not-for-profit

■ = for-profit

Source: U.S. Economic Census, 2007

U.S. Performing Arts Industry

(Number of Paid Workers)



■ = for-profit

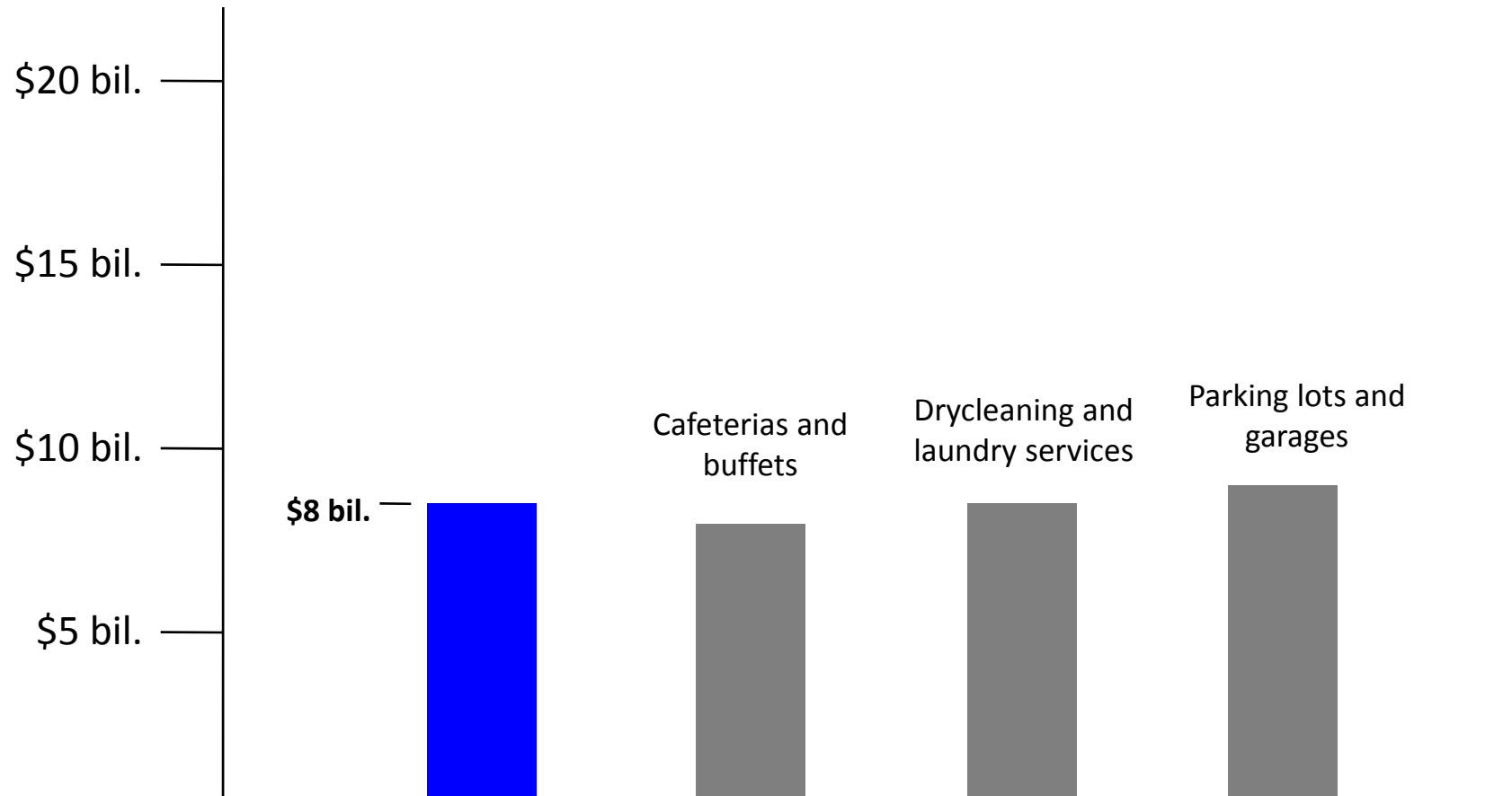
■ = not-for-profit

■ = self-employed

Source: U.S. Economic Census, 2007

U.S. Performing Arts Industry

(Total Revenue of Organizations)

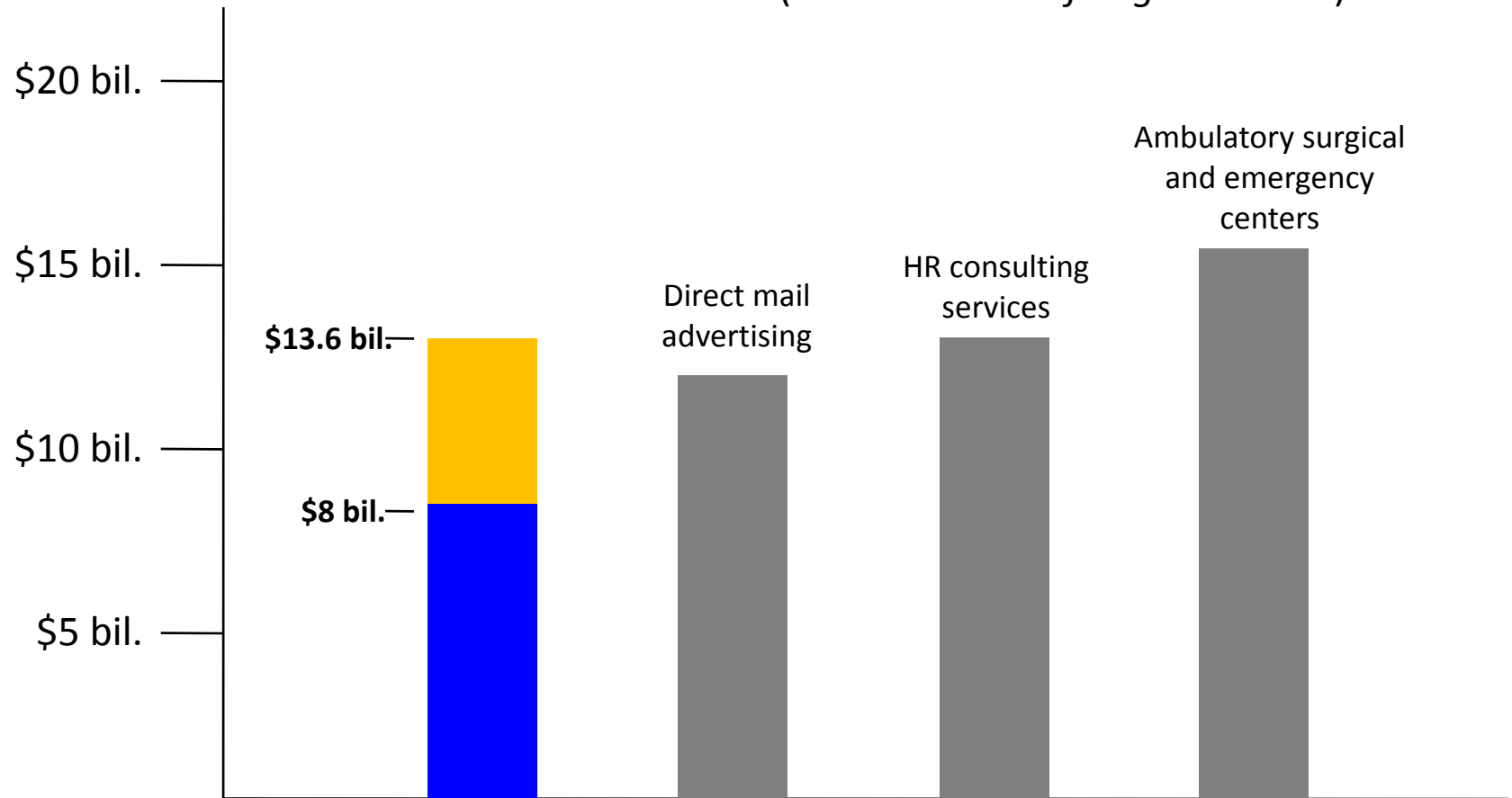


 = for-profit

Source: U.S. Economic Census, 2007

U.S. Performing Arts Industry

(Total Revenue of Organizations)

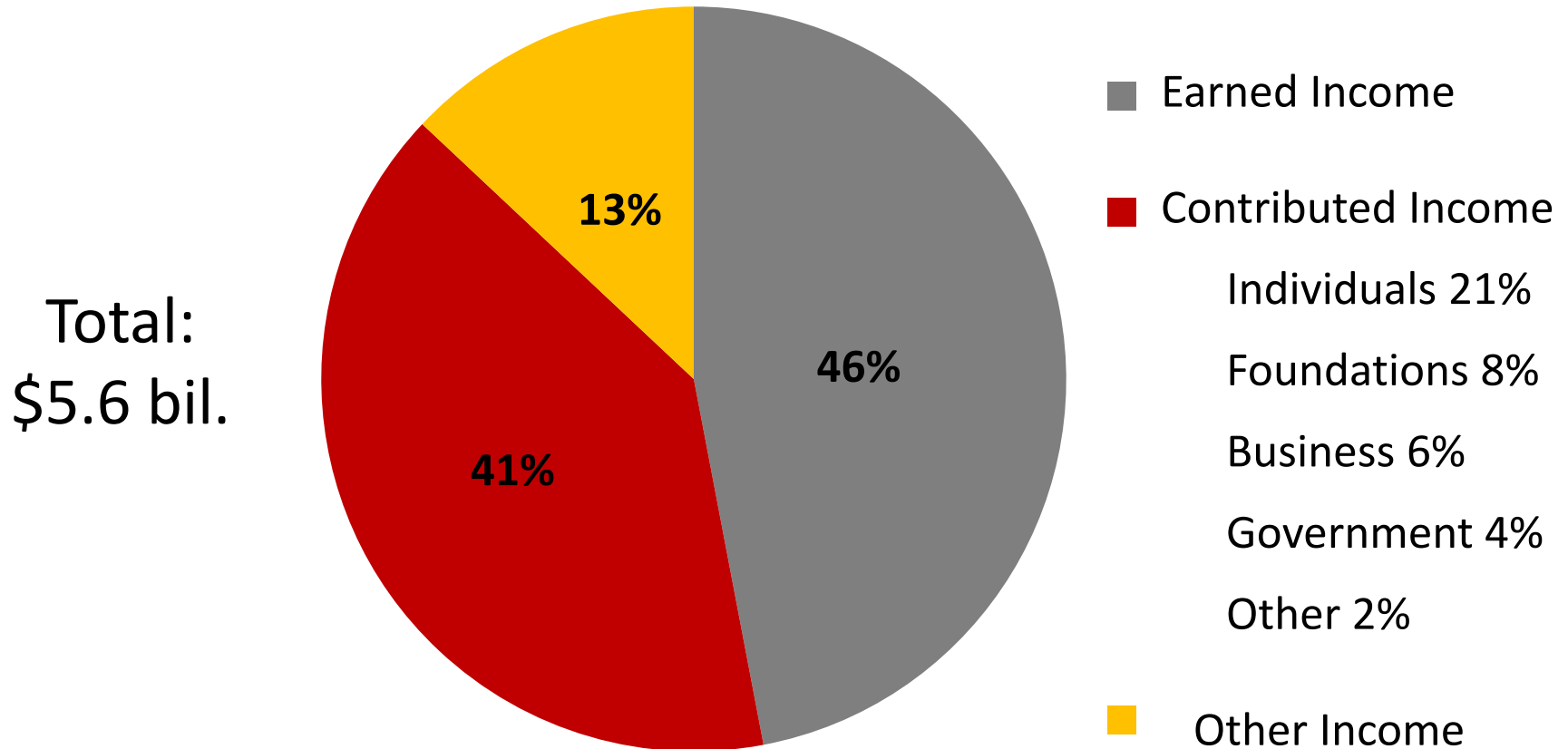


■ = not-for-profit

■ = for-profit

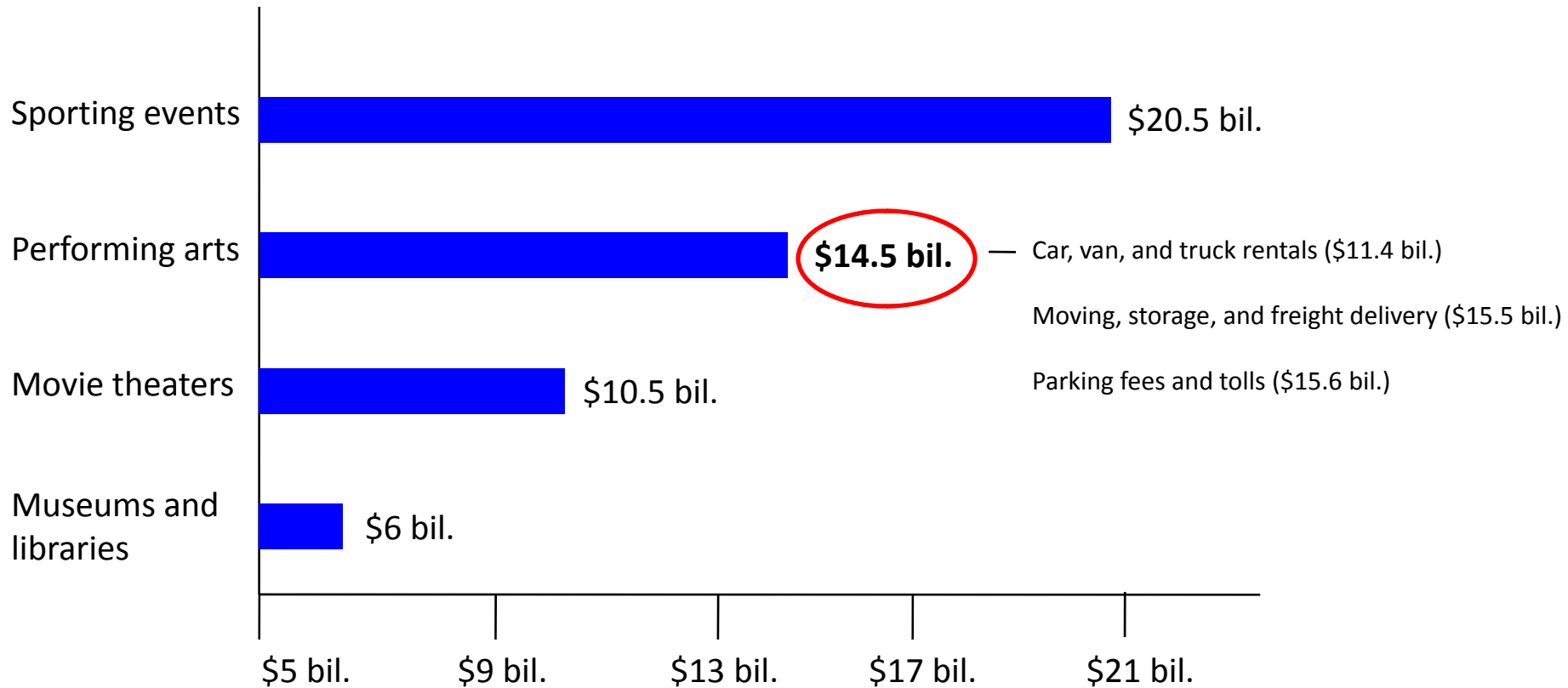
Source: U.S. Economic Census, 2007

Not-for-Profit Performing Arts Industry Revenue by Source



Source: 2007 Economic Census, U.S. Census Bureau

U.S. Consumer Spending on Admissions



Source: Bureau of Economic Analysis, U.S. Department of Commerce, 2009

Value as Expressed by

- Size of Industry, Workforce, Revenue
 - United States Census Bureau

- Consumer Spending



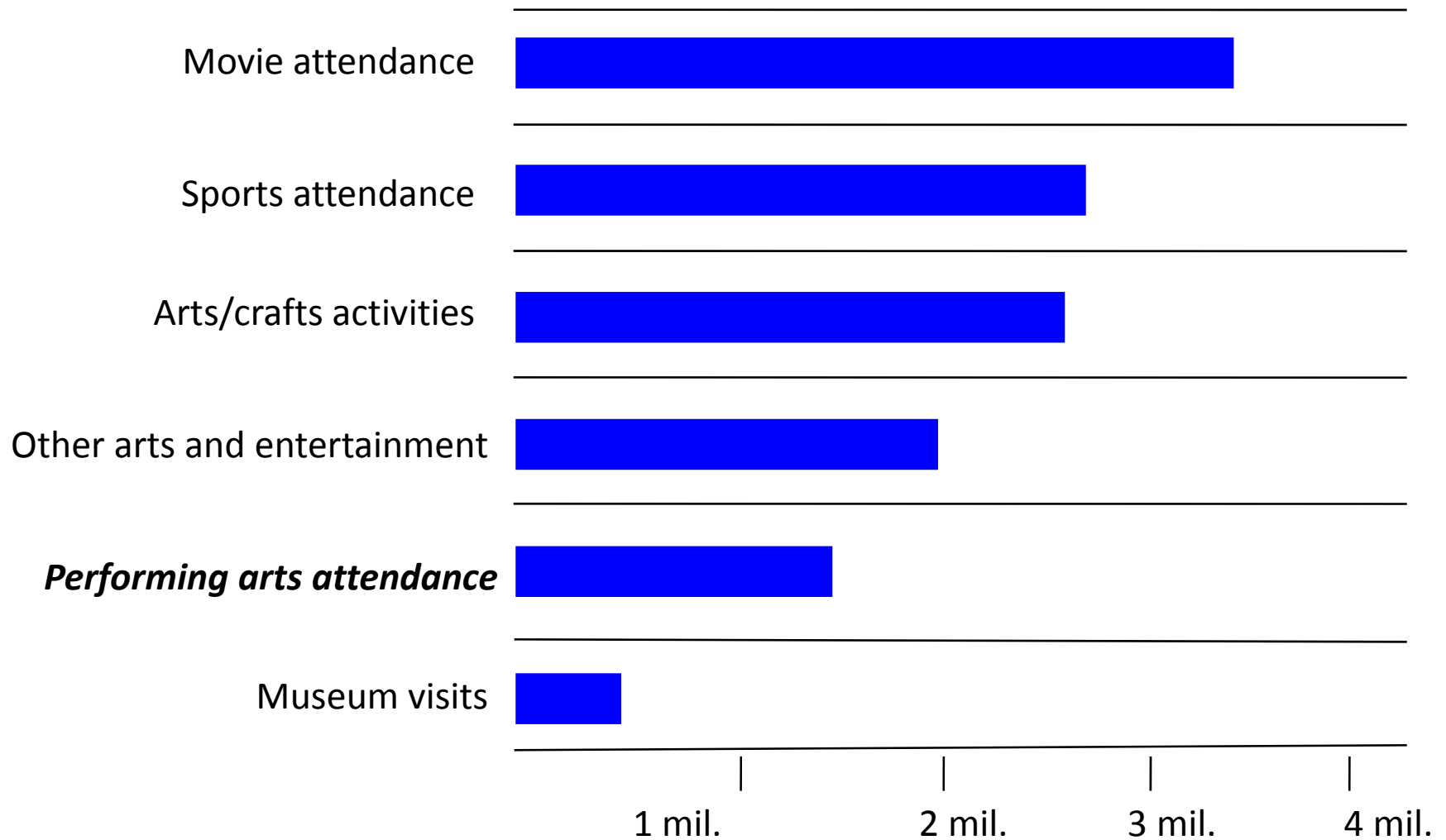
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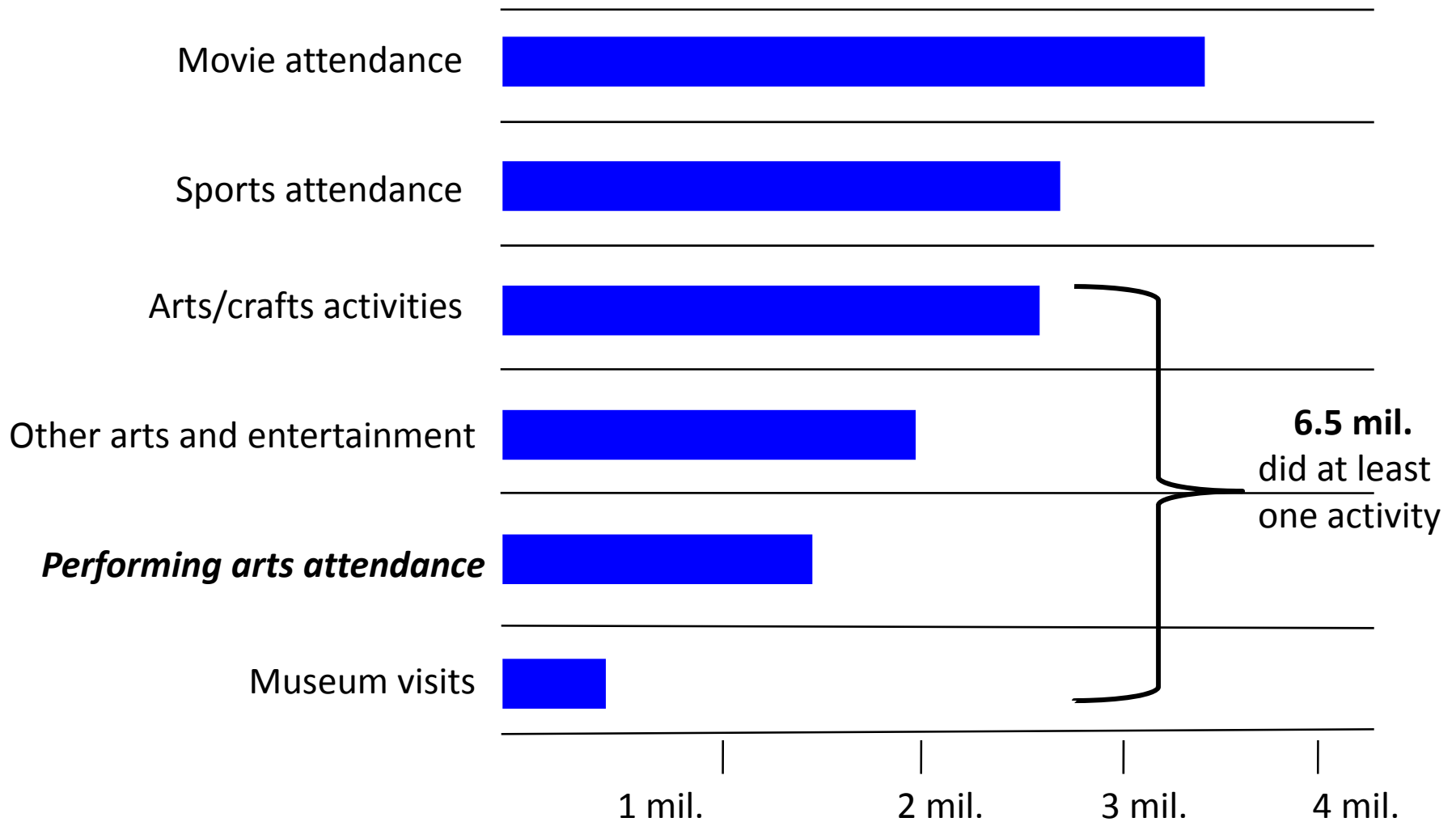


- Bureau of Labor Statistics

Number of Americans Doing Selected Cultural Activities on an Average Day

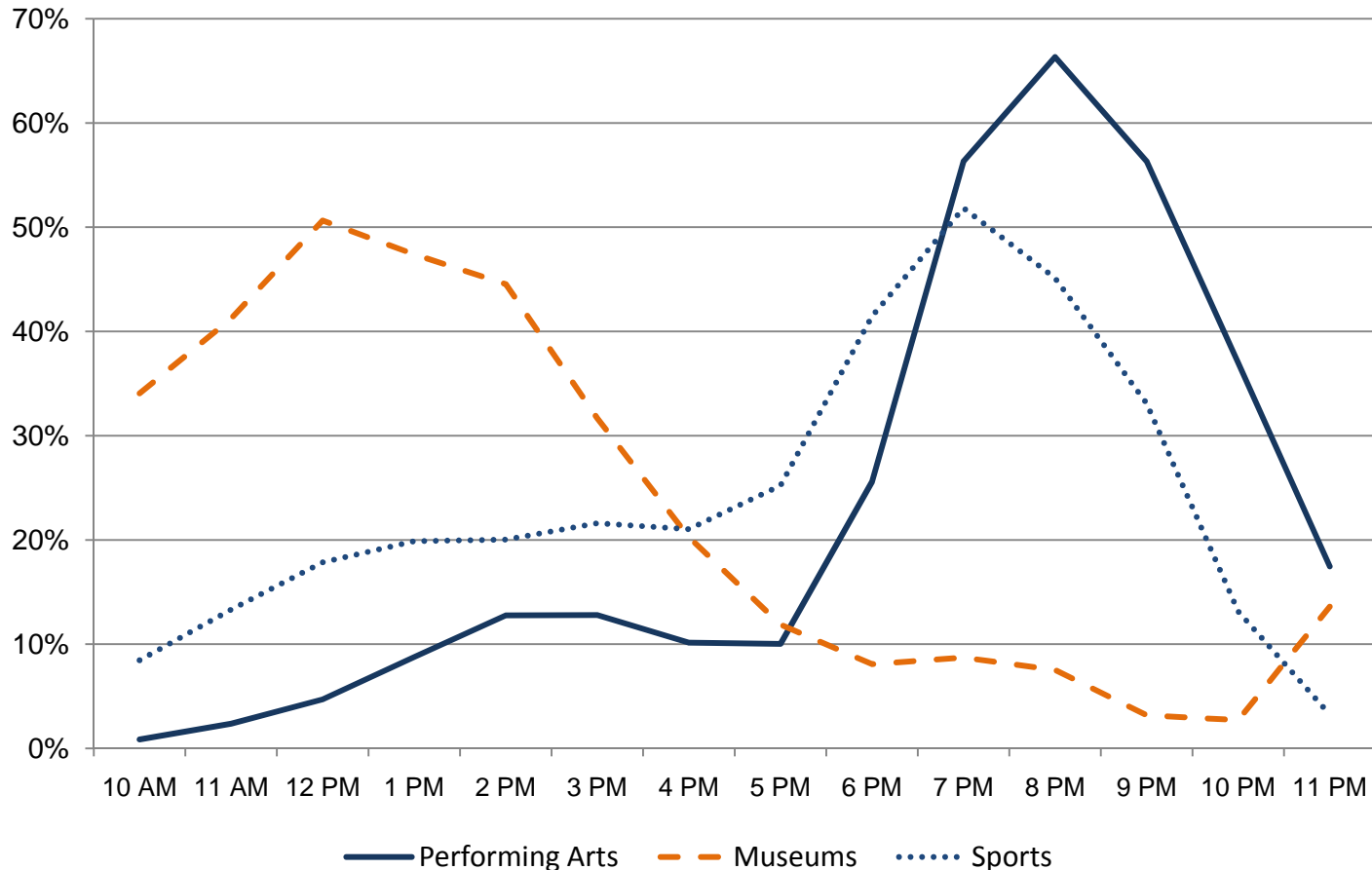


Number of Americans Doing Selected Cultural Activities on an Average Day



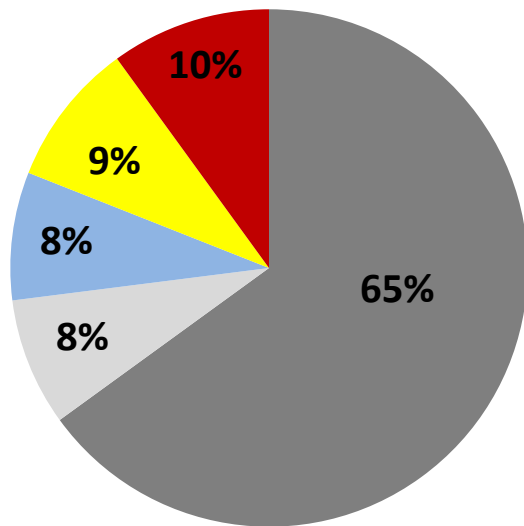
WHEN DO THEY ATTEND?

Percent of those who attend, by time of day

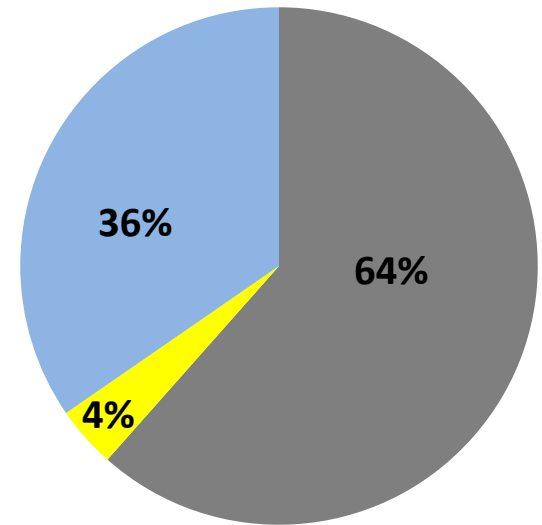


WHERE DO THEY ATTEND?

Performing Arts Attendees



“Other” Arts and Entertainment Attendees



- Places of Worship
- Schools
- Outdoors, away from home
- Bars and restaurants
- Other

TIME SPENT ON SELECTED CULTURAL ACTIVITIES

How long?

	Time spent on an average day
Watching TV and movies	3:18
Sports-going	2:48
“Other” arts and entertainment	2:42
Performing arts attendance	2:36
Arts/crafts	2:30
Museum-going	2:24
Write for personal interest	1:36
Use computer for leisure	1:30
Read for personal interest	1:24

TIME SPENT ON SELECTED CULTURAL ACTIVITIES

With whom?

	Percent of Americans doing the activity with friends
Performing arts attendance	41%
Sports-going	33%
Movie-going	31%
Other arts and entertainment	23%
Museum-going	19%
Arts/crafts	5%
Watch TV and movies	5%
Use computer for leisure	2%
Write for personal interest	1%
Read for personal interest	<1%

Value as Expressed by

- Social Capital

- Performing arts attendees are **3.5 times more likely** than non-attendees to volunteer in their communities

- Regardless of education, gender, or age, performing arts attendance **boosts the likelihood of volunteering** by 25 percentage points

- 1.6 million Americans** volunteer primarily or secondarily with arts organizations, and **7.1 million** provide “free artistic services” to non-arts groups

(Source: Nichols *et al.*, NEA Research Notes #94 and #95, 2007)

Measures of Subjective Well-Being

Happiness Surveys



Happiness Surveys

- Measures of subjective well-being have recently gained credence

(Stiglitz and Sen)

- Alan Krueger and the National Institute on Aging

(Scale of 0-6)

4.3 happiness score for listening to music

2.7 happiness score for doing homework

- Special considerations for arts participation

Other Models, Other Measures

- Economic Impact Studies
(New spending, indirect spending/multipliers)
- Contingent Valuation Studies
(Willingness to pay)
- Hedonic Housing Price Models
(Proximity to arts and culture)
- Cultural Asset Clusters
(Social and economic development)



ART WORKS.

arts.gov