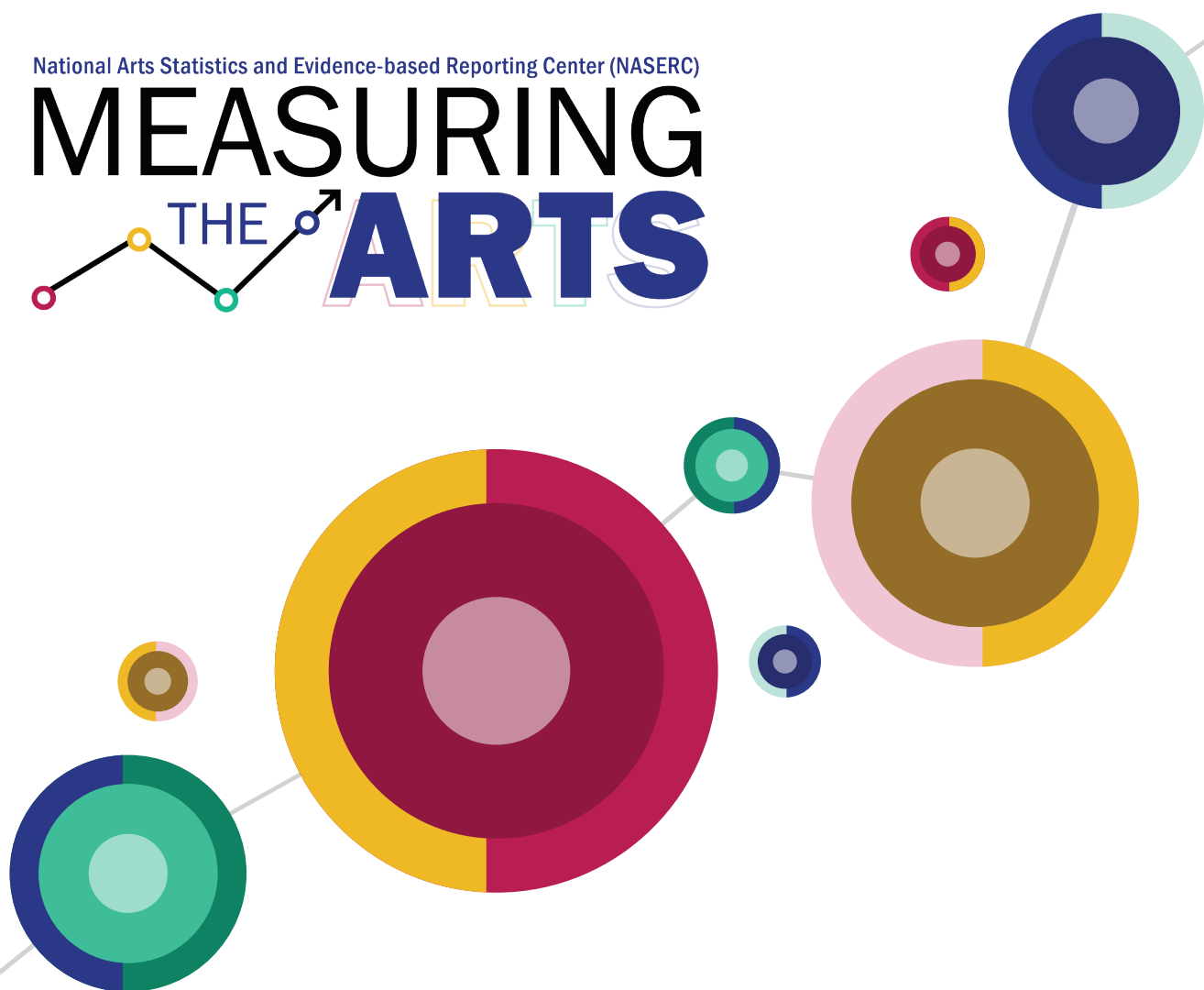


National Arts Statistics and Evidence-based Reporting Center (NASERC)

# MEASURING THE ARTS



Domain B

**Arts Participation**



Indicator B.2: **How Often Do People Attend and/or Consume Arts?**

## Introduction

Understanding the frequency of people's arts involvement is an important facet of arts participation. **Indicator B.1: Who Attends Arts Events in Person?** explores whether people attended or visited arts events or venues in person. Indicator B.2 takes this analysis one step further by exploring the frequency of adults aged 18 and over attending or visiting arts events and activities in person, and also by considering the frequency of device use to consume artistic content.

For more information about the data used in Indicator B.2, see *Data on arts participation*. It is important to note that the 2022 SPPA data capture a period in which many Americans were still adjusting to the effects of the COVID-19 pandemic. Additionally, cultural and socioeconomic factors may impact the frequency of in-person arts participation as well as the use of devices to view or listen to arts and cultural programs.

Data from the SPPA are also used to capture activities involving the personal creation and performance of art in **Indicator B.3: Who Is Personally Creating or Performing Art?** Data from the American Time Use Survey (ATUS) are used to

### Data on arts participation

Indicator B.2 uses data from the 2017 and 2022 Survey of Public Participation in the Arts (SPPA), the nation's largest and most representative survey of adult patterns of arts participation in the United States. The SPPA is produced in partnership between the National Endowment for the Arts and the U.S. Census Bureau as a supplement to the Current Population Survey (CPS). It captures the participation of adults in a selection of key arts and cultural activities. The survey is conducted every five years. By utilizing data from both the 2017 and 2022 SPPA, this indicator highlights participation in the arts both before and after the peak of the COVID-19 pandemic. See <https://www.icpsr.umich.edu/web/NADAC/studies/38936/summary> for more information on the data and <https://www.arts.gov/sites/default/files/2022-SPPA-final.pdf> for the most recent report on the 2022 SPPA.

capture information about the amount of time that Americans were engaged in arts activities on a given day in **Indicator B.4: How Much Time Do Americans Spend on Arts Activities?**

## Frequency of in-person arts participation, by activity type and trends in participation

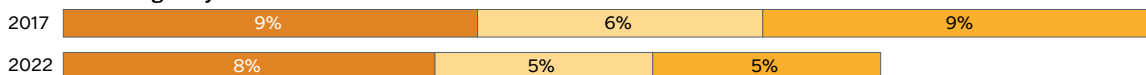
The 2022 SPPA data indicate that Americans attended live arts event or venues less frequently than in 2017. Among survey respondents who did attend a live event or venue, most reported attending the event or venue just once during 2022 (**Figure B2-1** and see **Table B2-1**).<sup>1</sup> For example, in 2022, 8 percent of Americans visited an art museum or gallery one time, while 5 percent reported visiting art museums and galleries twice and another 5 percent reported visiting arts museums and galleries three or more times. Just 1 percent of adults attended a ballet or other live dance performance; a classical music performance; or a Latin, Spanish, or salsa music performance three or more times. Frequency rates stayed the same or declined in 2022 compared to 2017 for all in-person arts events or venues (see **Table B2-2**). This observation likely reflects the lingering effect of the COVID-19 pandemic on in-person arts participation. For example, 9 percent of adults visited an art museum or gallery three or more times in 2017 compared to 5 percent in 2022. Similarly, 7 percent of adults attended a musical or non-musical stage play in 2017 compared to 4 percent in 2022. **Indicator B.4: How Much Time Do Americans Spend on Arts Activities?** provides further evidence that the decline in attendance for most types of live events or venues may be associated with the COVID-19 pandemic.

<sup>1</sup> Differences between estimates (including trends over time) are stated only when they are statistically significant based on a 95 percent level of confidence. For more information see *The Arts in the United States: Developing Key National Indicators of Arts Activity* report.

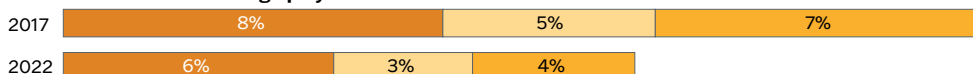
**Figure B2-1. Percentage distribution of adults, aged 18 and over, participating in selected arts and cultural activities during the past 12 months, by activity type and participation frequency: 2017 and 2022**

**Arts and cultural activities**

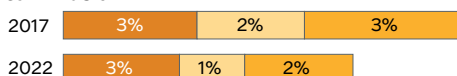
**Art museum or gallery**



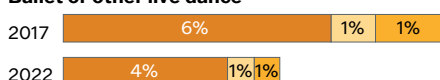
**Musical or non-musical stage play**



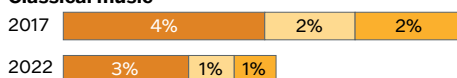
**Jazz music**



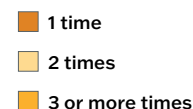
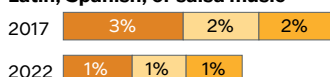
**Ballet or other live dance**



**Classical music**



**Latin, Spanish, or salsa music**



NOTE: Data for some activities are not available due to small sample size.

SOURCE: U.S. Department of Commerce, Bureau of the Census, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2017 and July 2022.

## Frequency of in-person arts participation, by demographic characteristics

Overall, rates of attending or visiting arts events or venues in person were higher for females compared to males (see [Table B2-1](#)).<sup>2</sup> Relatedly, the frequency of in-person arts participation was higher for females than males for certain arts activities, although most differences were small ([Figure B2-2](#)).

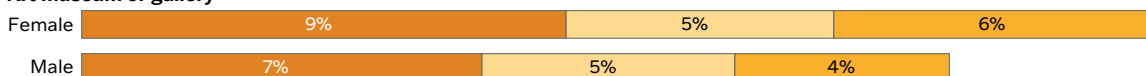
For example, 7 percent of females reported attending a musical or non-musical stage play one time in 2022, compared to 5 percent of males. Similarly, 6 percent of females visited an art museum or gallery three or more times, compared to 4 percent of males. While there was some variation in frequency of participation in in-person arts activities by race/ethnicity, small percentages and limited sample sizes make meaningful comparisons difficult.

<sup>2</sup> For more information on overall in-person arts participation by sex, see [Indicator B.1: Who Attends Arts Events in Person?](#)

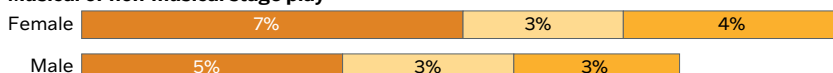
**Figure B2-2. Percentage distribution of adults, aged 18 and over, participating in selected arts and cultural activities during the past 12 months, by activity type, participation frequency, and sex: 2022**

#### Arts and cultural activities

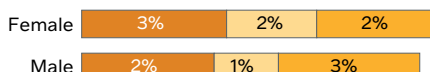
##### Art museum or gallery



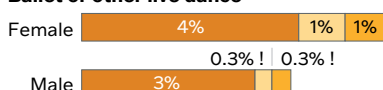
##### Musical or non-musical stage play



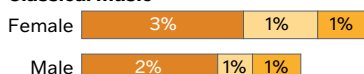
##### Jazz music



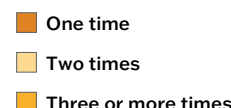
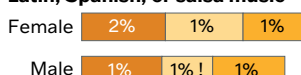
##### Ballet or other live dance



##### Classical music



##### Latin, Spanish, or salsa music



! Interpret data with caution. The coefficient of variation (CV) for this estimate is between 30 and 50 percent.

NOTE: Data for some activities are not available due to small sample size.

SOURCE: U.S. Department of Commerce, Bureau of the Census, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Overall, the frequency of attending or visiting many arts events or venues increased with educational attainment (see [Table B2-1](#)).<sup>3</sup> This may indicate that barriers to arts participation decrease as education increases, perhaps due to education-related factors such as income. For example, when looking at the rates of attending particular arts events or venues in person three or more times in 2022 ([Figure B2 3](#)):

- Adults with a master's degree or higher were more likely to have reported attending three or more classical music performances (3 percent) than were adults with some college<sup>4</sup> education or an associate's degree or bachelor's degree (both 1 percent).
- Adults with a bachelor's degree (4 percent) or master's degree or higher (5 percent) were more likely to have attended three or more jazz music performances than were adults with high

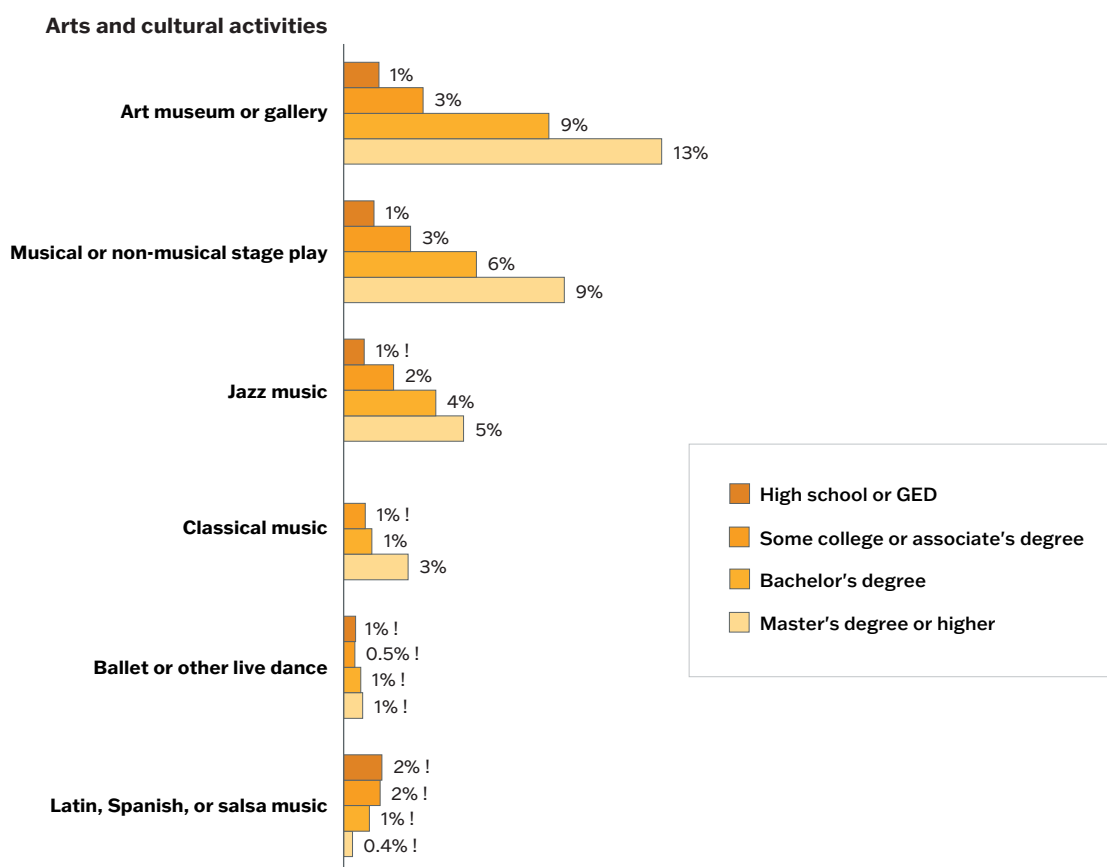
school (1 percent) or some college education or an associate's degree (2 percent).

- Adults with a master's degree (9 percent) were more likely to have reported attending three or more musical or non-musical stage plays in the past year than were adults with a bachelor's degree (6 percent), adults with some college education or an associate's degree (3 percent), or adults with a high school education (1 percent). The frequency of visiting an art museum or gallery followed a similar pattern: 13 percent of adults with a master's or higher degree reported visiting an art museum or gallery three times in the past year, compared to 9 percent of adults with a bachelor's degree, 3 percent of adults with some college education or an associate's degree, and 1 percent of adults with a high school education.

<sup>3</sup> For more information on overall in-person arts participation by educational attainment, see [Indicator B.1: Who Attends Arts Events in Person?](#)

<sup>4</sup> "Some college" includes individuals who attended college but did not receive a degree.

**Figure B2-3. Percentage distribution of adults, aged 18 and over, participating in selected arts and cultural activities three or more times during the past 12 months, by educational attainment: 2022**



! Interpret data with caution. The coefficient of variation (CV) for this estimate is between 30 and 50 percent.

NOTE: Data for some activities are not available due to small sample size.

SOURCE: U.S. Department of Commerce, Bureau of the Census, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

- Adults with either a high school or some college education (both 2 percent) were slightly more likely to have attended three or more Latin, Spanish, or salsa music performances than were adults with master's degrees or higher (1 percent).

## Frequency of device use to view or listen to arts and cultural content

In addition to information on the frequency of attending in-person arts events and venues, the SPPA includes information on the use of devices to view or listen to arts and cultural content. While technological advances are increasing the opportunities to access arts programming through devices, there is limited

information on the relationship between in-person attendance at arts events and virtual attendance through devices. For more information on device use, see *Device use in the SPPA*. For additional coverage of device use to access the arts during the COVID-19 pandemic, see [Online Audiences for Arts Programming: A Survey of Virtual Participation amid COVID-19](#).

In 2022, listening to “other music,” which includes rock, pop, rap, country, folk, or hip-hop, was the most popular weekly activity, with 56 percent of adults reporting they used devices to listen to this music at least once per week (see [Table B2-3](#) and [Figure B2-4](#)). Additionally, 11 percent of adults used devices at least once per week to listen to Latin, Spanish, or salsa music; 8 percent listened to jazz music; and 7 percent listened to classical music or opera. The SPPA also asked about listening habits for arts- and cultural-related

podcasts or other programs. In 2022, 10 percent of adults reported using devices to listen to podcasts or other programs about music, dance, or theater at least once per week; 7 percent listened to podcasts or other programs about books or writers; and 4 percent listened to podcasts or other programs about visual arts. Additionally, 14 percent of adults reported using devices at least once per week to watch or listen to documentaries.

#### Device use in the SPPA

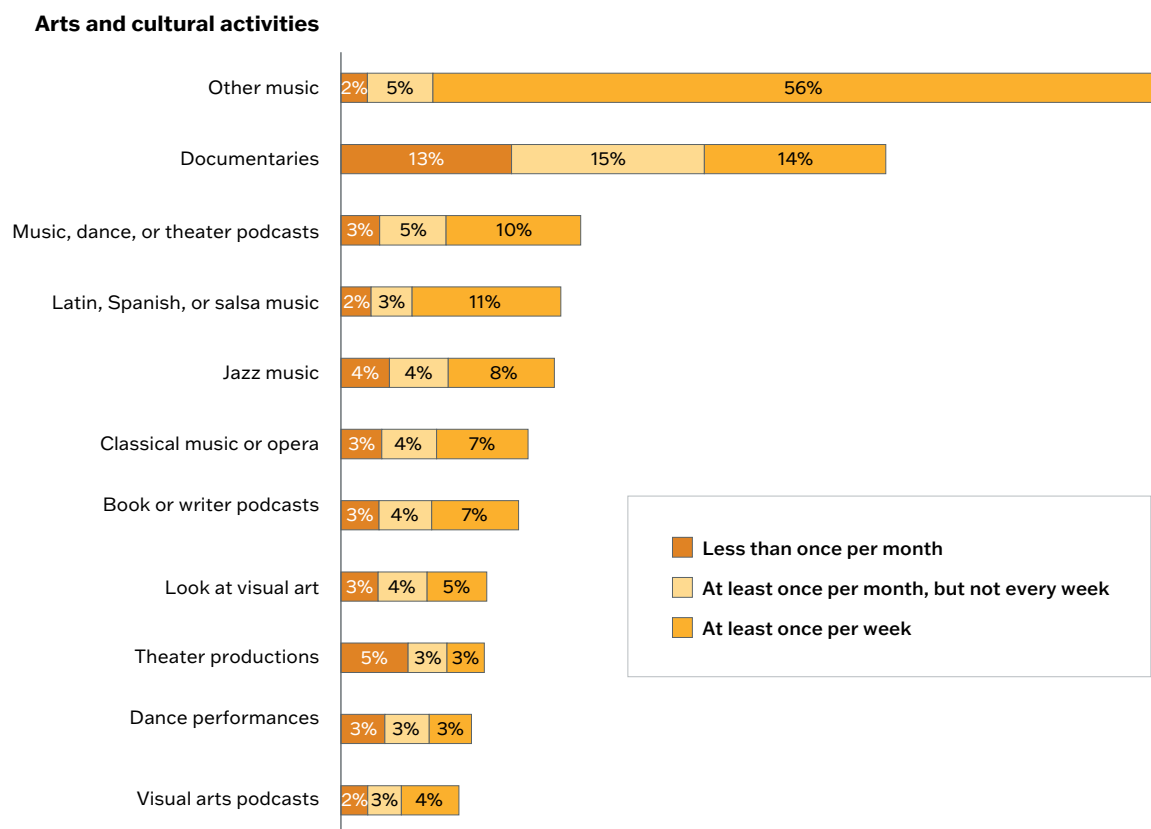
Device use includes adults who reported in 2022 about viewing or listening to selected arts programming via electronic or digital media, such as television, radio, web streaming, and recordings over the prior 12 months. Selected arts programming included jazz music; Latin, Spanish, or salsa music; classical music or opera; “other music,” such as rock, pop, rap, country, folk, or hip-hop; theater productions, such as musicals or non-musical stage plays; dance performances; podcasts or other programs about music, dance, or theater; podcasts or other programs about visual arts; podcasts or programs about books or writers; documentaries; and visual art, such as paintings, sculpture, or pottery. Detailed participation response categories were every day; at least once per week; at least once per month, but not every week; at least three times per year but not every month; and one or two times per year. Categories have been combined for reporting in this indicator. Responses were categorized as having used devices once per week; at least once per month, but not every week; or less than once per month.

In 2022, rates of using devices at least once per week to listen to selected arts and cultural programs in the past 12 months varied by race/ethnicity (**Figure B2-5** and see **Table B2-3**). For example:

- While listening to other music was the most frequently reported weekly activity for Asian, Black, and White adults (44 percent, 48 percent, and 61 percent, respectively), the rate among Hispanic adults (48 percent) was similar to the proportion of Hispanic adults listening to Latin, Spanish, or salsa music (47 percent).
- Black adults (13 percent) and Asian adults (12 percent) listened to jazz music at least once per week at higher rates than White adults (7 percent) or Hispanic adults (6 percent).
- Black adults listened to podcasts or other programs about music, dance, or theater once per week at higher rates (14 percent) than White adults (9 percent) and Asian adults (8 percent). Black adults (7 percent) and White adults (4 percent) listened to podcasts about visual arts once per week at higher rates than Asian adults (2 percent).
- Asian adults and Black adults (both 6 percent) watched dance performances once per week at higher rates than Hispanic adults (4 percent) and White adults (2 percent).
- Hispanic adults and White adults (both 14 percent) listened to or watched documentaries on a weekly basis at higher rates than Black adults (10 percent) and Asian adults (9 percent).

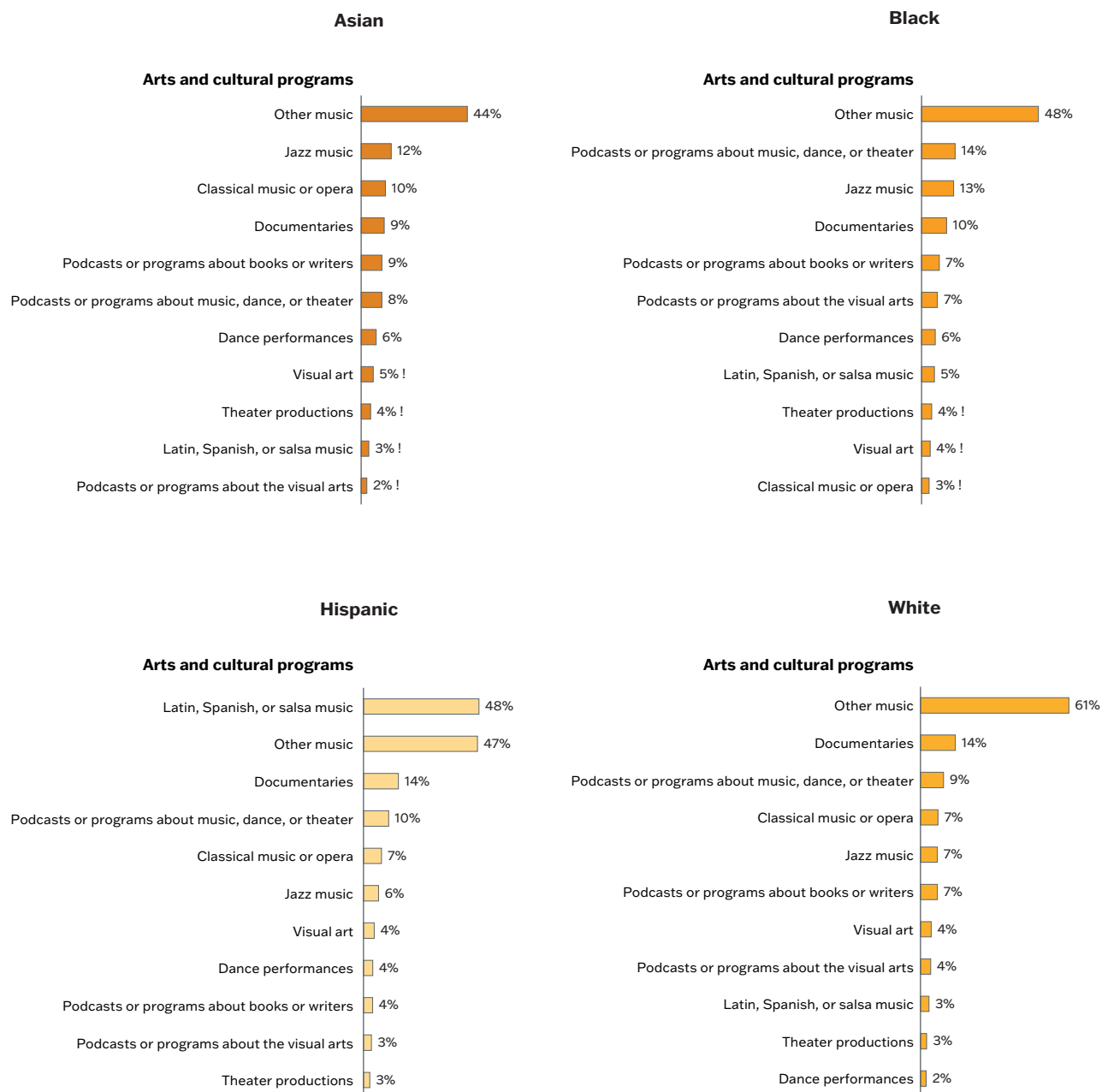
In general, rates of weekly device use by sex and educational attainment mirror overall in-person arts attendance frequency rates.

**Figure B2-4. Percentage distribution of adults, aged 18 and over, using devices once per week to view or listen to selected arts and cultural programs during the past 12 months, by activity type and frequency: 2022**



NOTE: Data for some activities are not available due to small sample size. "Other music" includes music such as rock, pop, rap, country, folk, or hip-hop.  
SOURCE: U.S. Department of Commerce, Bureau of the Census, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

**Figure B2-5. Percentage distribution of adults, aged 18 and over, using devices at least once per week to view or listen to selected arts and cultural programs during the past 12 months, by race/ethnicity and activity type: 2022**



! Interpret data with caution. The coefficient of variation (CV) for this estimate is between 30 and 50 percent.

NOTE: Device use includes adults who reported in 2022 about viewing or listening to selected arts programming via electronic or digital media, such as television, radio, web streaming, and recordings over the prior 12 months. Data for some activities are not available due to small sample size. "Other music" includes music such as rock, pop, rap, country, folk, or hip-hop. Race groups are mutually exclusive; persons of Hispanic ethnicity can be of any race.

SOURCE: U.S. Department of Commerce, Bureau of the Census, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

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