

Chapter 1. Visual and Performing Arts Attendance



Jazz musician Oliver Lake and African drummers from the Pittsburgh Dance Ensemble perform at the 2006 Jazz-Poetry Concert at City of Asylum/Pittsburgh. Photo by Chris Humphries, courtesy of City of Asylum/Pittsburgh

Sample Findings

- Following a sharp decline in overall arts attendance that occurred from 2002 to 2008, participation rates held steady from 2008 to 2012 for the following types of performance arts event:
 - Jazz;
 - Classical music;
 - Opera;
 - Latin/Spanish or salsa music;
 - Outdoor performing arts festivals¹;
 - Ballet; and
 - Other dance.
- Dance other than ballet is the only performing arts activity for which U.S. adult attendance rates did not fall between 2002 and 2012.²
- Attendance at non-musical plays declined from 2002 to 2012, while attendance rates at musical plays slipped from 2008 to 2012 only.
- Changes in U.S. demographic composition appear to have contributed to the overall declines in performing arts attendance. Still, various subgroups of Americans have maintained or increased attendance rates for individual art forms.
 - Older adults are the only demographic subgroup to show an increase in performing arts attendance over a decade ago. Their rates of attendance at classical music, opera, musicals, and non-musicals were significantly higher in 2012 than in 2002.
- With the exception of modestly declining attendance at jazz performances, the rate at which African Americans attend the performing arts has not declined since 2002. Most other racial and/or ethnic groups, by contrast, have seen a drop in attendance from 2002 to 2012.
- Non-white racial/ethnic groups other than Hispanic, such as Asians and African Americans, have increased attendance at non-ballet dance performances.
- Visual arts attendance has declined significantly since 2002 for the following activities:
 - Visits to art museums or galleries; and
 - Tours of parks, monuments, buildings, or neighborhoods for “historic” or “design” purposes.
 - These ten-year declines were experienced by all demographic subgroups, with one exception: the nation’s oldest Americans (age 75 and over) were more likely to attend visual arts activities than a decade ago.

1 Questions about Latin/Spanish/salsa music and outdoor performing arts festivals were not asked in the 2002 SPPA.

2 See previous footnote.

The first section of the Survey of Public Participation in the Arts examines attendance at performing arts events (such as music, dance, or theater performances, or outdoor performing arts festivals) and at visual arts events or activities (such as art museums or galleries, craft fairs, and sites with historic or design value). For each type of arts activity, the present report tallies the number and share of U.S. adults who attended in the last 12 months, as well as how many times they attended. Where possible, the average number of “attendances” per arts event is also reported. This chapter does not consider any geographic differences — those comparisons are reported in Chapter 6.

Attendance at “Benchmark” Arts Activities

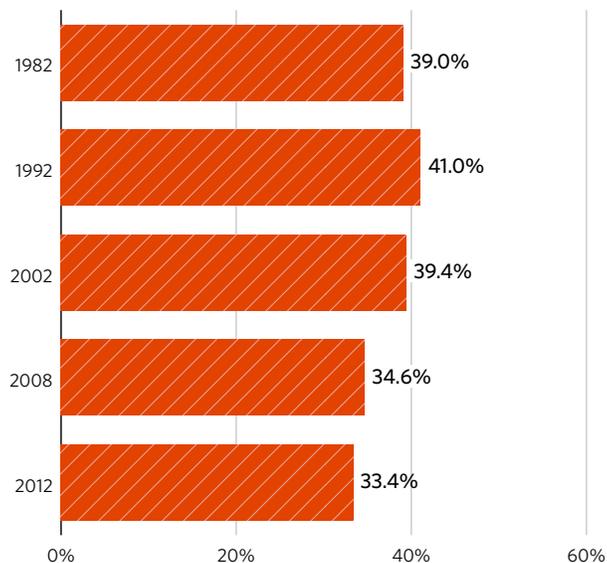
Since 1982, the SPPA has tracked adult attendance at **jazz** events, **classical music** performances, **opera**, **musical plays**, **non-musical plays**, **ballet**, and **art museums or galleries**. These activities are called “benchmark” because participation in them has been tracked since 1982, not because of any differential significance or value to the arts.

If a survey respondent reported going to any of these types of events during the 12 months ending in July 2012, the adult was counted as an attendee of a benchmark arts activity. Attendance at elementary or high school performances was not counted.

Percentage of U.S. adults going to a benchmark activity.

The proportion of Americans who attended at least one of the seven types of benchmark activity has gradually fallen over the last ten-year period. Chart 1-1 shows that the rate dropped from 39 percent in 2002 to 35 percent in 2008, and even further, to 33 percent, in 2012.

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Chart 1-1. Percentage of U.S. adults attending a benchmark arts activity at least once in the past 12 months: 1982, 1992, 2002, 2008, and 2012



Attendances. The 2002 SPPA counted a total of 497 million attendances by adults for benchmark activities, which fell by nearly 20 percent to 408 million attendances, in 2008 and by another 9 percent, to 373 million, in 2012 (Figure 1-1). The average number of attendances per attendee declined from 2002 to 2008 but stabilized from 2008 to 2012.

Figure 1-1. Average number of attendances and total attendances for benchmark arts activities: 2002, 2008, and 2012

Benchmark arts activities	Average number of attendances per attendee			Total number of attendances in millions		
	2002	2008	2012	2002	2008	2012
	6.1	5.2	4.8	497.0	408.1	373.4

Gray shaded box indicates that the estimate is significantly different than the 2012 estimate at the .05 level

Demographic shifts in attendance. The SPPA includes information on gender, age, education, family income, race/ethnicity, and the geographical region of attendees (reported in Chapter 6). The fourth column in Figure 1-2 shows that 56 percent of the people who attended at least one benchmark activity in 2012 are women, and the final column shows the percentage of people in that demographic group who attended at least one benchmark activity in 2012—for example, 30 percent of men and 36 percent of women. Non-Hispanic whites are the racial/ethnic group most likely to have attended a benchmark activity. The likelihood of attending a benchmark activity increases with education level and family income. People with a graduate degree are three times more likely than high school graduates to attend a benchmark activity. Among people in the highest family-income category, 62 percent went to at least one benchmark activity, compared with 16 percent of adults from the lowest-income families.

Figure 1-2. Demographic distribution and percentage of U.S. adults attending at least one benchmark activity in the past 12 months: 2012

	2012 U.S. population		Any benchmark arts activity	
	Millions	Percent	Distribution of attendees	Rate of attendance
ALL ADULTS	235.0	100.0%		33.4%
Gender				
Male	113.1	48.1%	43.9%	30.4%
Female	121.9	51.9%	56.1%	36.1%
Total	235.0	100.0%	100.0%	
Race/ethnicity				
Hispanic	35.0	14.9%	9.4%	21.1%
White	155.7	66.3%	75.4%	37.9%
African American	26.8	11.4%	8.5%	25.0%
Other	17.5	7.4%	6.6%	29.8%
Total	235.0	100.0%	100.0%	
Age				
18-24	30.4	13.0%	11.7%	30.2%
25-34	41.0	17.4%	17.1%	32.6%
35-44	39.6	16.9%	16.3%	32.4%
45-54	43.7	18.6%	19.2%	34.4%
55-64	38.3	16.3%	18.6%	38.0%
65-74	23.8	10.1%	11.1%	36.6%
75+	18.1	7.7%	6.0%	25.9%
Total	235.0	100.0%	100.0%	
Highest level of education				
Grade school	9.9	4.2%	0.8%	6.5%
Some high school	19.0	8.1%	2.2%	9.1%
High school graduate	70.9	30.2%	18.0%	19.9%
Some college	68.7	29.2%	29.6%	33.8%
College graduate	43.0	18.3%	29.7%	54.0%
Graduate school	23.5	10.0%	19.7%	65.6%
Total	235.0	100.0%	100.0%	
Family income				
Less than \$20K	40.9	17.4%	8.5%	16.3%
\$20K to \$50K	76.0	32.3%	24.1%	24.9%
\$50K to \$75K	43.9	18.7%	20.4%	36.4%
\$75K to \$100K	27.6	11.7%	14.8%	41.5%
\$100K to \$150K	27.1	11.5%	16.9%	48.8%
\$150K and over	19.6	8.3%	15.4%	62.3%
Total	235.0	100.0%	100.0%	

Gray shaded box indicates that the estimate is significantly different from the overall 2012 estimate at the .05 level

Attendance at benchmark activities, by level of educational attainment: 2002–2012. A key finding from the 2012 SPPA, as well as from prior years, is how closely attendance correlates with years of formal education — people with higher levels of education are more likely to attend the types of arts examined in the SPPA than people with less education. In 2012, 66 percent of people with graduate degrees attended at least one benchmark activity, compared with only 34 percent of people with some college education and 20 percent of people with

only a high school diploma. Figure 1-3 shows the educational level of adults who went to at least one benchmark activity in 2012, compared with rates found in the 2002 and 2008 SPPAs. The decline in participation between 2002 and 2008 and between 2008 and 2012 occurs across most educational levels. Between 2008 and 2012, participation rates stayed the same among high school graduates and individuals with a grade school education.

Figure 1-3. Distribution and percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by highest level of educational attainment: 2002, 2008, and 2012

	2002		2008		2012	
	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance
Grade school	1.1%	7.3%	0.9%	6.5%	0.8%	6.5%
Some high school	3.4%	13.6%	4.1%	14.5%	2.2%	9.1%
High school graduate	19.5%	24.8%	16.7%	19.0%	18.0%	19.9%
Some college	31.4%	44.8%	30.1%	38.1%	29.6%	33.8%
College graduate	28.5%	64.1%	30.4%	57.2%	29.7%	54.0%
Graduate school	16.2%	75.8%	17.8%	67.3%	19.7%	65.6%
Total	100.0%		100.0%		100.0%	

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Attendance at benchmark activities, by age: 2002–2012. Each SPPA, including the 2012 study, shows that participation in the arts tends to increase with age — up to a point. At 38 percent, the highest participation rate in 2012 was among people ages 55–64. From there the rates decline, modestly at first and then dropping substantially

for the very oldest Americans. An important observation, however, is that the oldest Americans (age 75 and over) make up the only age group whose 2012 participation rates were higher than in 2002 and 2008. In fact, for all age groups except adults 65 and older, 2012 participation rates were markedly lower than 2002 rates (Figure 1-4).

Figure 1-4. Distribution and percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by age group: 2002, 2008, and 2012

Age	2002		2008		2012	
	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance
18–24	11.8%	35.9%	12.1%	32.7%	11.7%	30.2%
25–34	18.0%	39.6%	18.5%	36.0%	17.1%	32.6%
35–44	23.0%	42.2%	20.0%	37.2%	16.3%	32.4%
45–54	22.1%	46.0%	20.4%	36.1%	19.2%	34.4%
55–64	13.0%	40.6%	15.8%	36.9%	18.6%	38.0%
65–74	7.7%	35.3%	8.5%	33.4%	11.1%	36.6%
75+	4.4%	23.2%	4.7%	21.3%	6.0%	25.9%

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Attendance at benchmark activities by gender: 2002–2012.

Women attend benchmark activities at higher rates than men, a pattern that has held since 2002 (Figure 1-5). Men saw declining attendance rates in both 2008 and 2012, while women’s attendance dropped only in 2008.

Figure 1-5. Distribution and percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by gender: 2002, 2008, and 2012

Gender	2002		2008		2012	
	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance
Male	44.2%	36.4%	45.0%	32.3%	43.9%	30.4%
Female	55.8%	42.2%	55.0%	36.8%	56.1%	36.1%
Total	100.0%		100.0%		100.0%	

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Non-Hispanic white adults are the racial/ethnic group most likely to attend a benchmark activity, a consistent finding over the past decade (Figure 1-6). This group saw statistically significant declines in attendance in 2008 and 2012. By contrast, African Americans, Hispanics, and groups of other races/ethnicities had the same levels of attendance in 2012 as in 2008, though still below 2002 levels.

Figure 1-6. Distribution and percentage of U.S. adults attending at least one benchmark activity in the past 12 months, by race and/or ethnicity: 2002, 2008, and 2012

Race and ethnicity	2002		2008		2012	
	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance	Distribution of attendees	Rate of attendance
Hispanic	6.5%	23.1%	8.2%	21.0%	9.4%	21.1%
White	80.5%	43.6%	78.9%	39.7%	75.4%	37.9%
African American	8.1%	27.8%	7.0%	21.5%	8.5%	25.0%
Other	4.9%	41.8%	5.9%	31.9%	6.6%	29.8%
Total	100.0%		100.0%		100.0%	

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Performing Arts in General

The 2012 SPPA tracked attendance at the types of performing arts events shown in Figure 1-7.

Figure 1-7. Performing arts questions in the 2012 SPPA

	Originating year for survey question
Jazz	1982
Classical music	1982
Opera	1982
Musical plays	1982
Non-musical plays	1982
Ballet	1982
Dance other than ballet, such as modern, contemporary, tap, folk, and traditional	1992
Latin, Spanish, or salsa music	2008
Outdoor performing artists festivals	2008
Other music, theater, or dance	2012
Free music, theater, or dance	2012

Note. The shaded art forms, along with visits to art museums and galleries, are the “benchmark” arts attendance activities that the NEA has tracked since 1982.

People attending the performing arts. As shown in Figure 1-8, the percentages of adults attending jazz, classical music, opera, musical plays, non-musical plays, or ballet declined between 2002 and 2008 and then stabilized between 2008 and 2012. Non-ballet dance is the only performing arts activity that did not drop off between 2002 and 2012.

Of all the performing arts activities asked about in the 2012 SPPA, outdoor festivals featuring performing artists were the most commonly reported. Twenty-one percent of American adults reported going to an outdoor festival in 2012, the same share as in 2008, the year the SPPA began asking about this item.

Figure 1-8. Percentage of U.S. adults attending a performing arts activity at least once in the past 12 months: 2002, 2008, and 2012

Performing arts event ³	Percent of U.S. adults attending		
	2002	2008	2012
Music			
Jazz	10.8%	7.8%	8.1%
Classical music	11.6%	9.3%	8.8%
Opera	3.2%	2.1%	2.1%
Latin music	Not asked	4.9%	5.1%
Outdoor performing arts festival	Not asked	20.8%	20.8%
Plays			
Musical plays	17.1%	16.7%	15.2%
Non-musical plays	12.3%	9.4%	8.3%
Dance			
Ballet	3.9%	2.9%	2.7%
Other dance	6.3%	5.2%	5.6%
Other types of live performance			
Free music, theater, or dance of any kind	Not asked	Not asked	15.9%
Other music, theater, or dance attendance not referenced in the main survey	Not asked	Not asked	11.6%
Attendance at live book readings, poetry, or storytelling events, excluding elementary and high school performances	Not asked	Not asked	4.1%

3 For the survey questions about music, dance, and plays, elementary and high school performances were not included among possible responses.

Number of performing arts attendances. Most arts organizations track attendance trends based on total tickets sold, admissions, or other measures of the total number of “attendances” at an arts event. Because the NEA’s survey respondents are asked to recall how many times they went to a specific activity in the previous 12 months, the SPPA enables reporting of total attendances by art form (excluding attendances at elementary or high school performances).

Figure 1-9 shows the average number of attendances per adult for each performing arts activity. For instance, in 2012 adults attended an average of 2.8 jazz events. The average number of jazz performances, classical music concerts, and musical plays attended per person declined from 2002 to 2008 but stayed the same from 2008 to 2012 (the slight differences observed in the table are not statistically relevant). Meanwhile, the average number of attendances at operas, non-musical plays, ballet performances, and other dance performances has stayed the same since 2002. In 2012, adults attended significantly fewer Latin, Spanish, or salsa music performances than they did in 2008.

Figure 1-9 also shows the total number of attendances for each performing arts activity. In 2012, there were more attendances at musical plays — 72.5 million — than at any other type of performing arts studied in the SPPA. While the total number of attendances at musical plays increased from 2002 to 2008, total attendances declined from 2008 to 2012, a drop of ten million. As noted above, however, the average number of attendances per adult was statistically the same from 2008 to 2012. This means that fewer people attended musicals in 2012, but, of those who attended, they saw on average the same number of musicals as in 2008.

The total number of attendances at Latin, Spanish, or salsa music events, classical music concerts, and non-musical plays also saw substantial declines, although the average number of attendances per attendee was relatively unchanged. Several performing arts activities — jazz music, non-ballet dance forms, and opera — saw an increase in total number of attendances from 2008 to 2012, as shown in Figure 1-9.

Figure 1-9. Average and total number of attendances for performing arts activities: 2002, 2008, and 2012

	Average number of attendances per attendee			Total number of attendances in millions		
	2002	2008	2012	2002	2008	2012
Music						
Jazz	3.1	2.9	2.8	68.8	50.7	53.7
Classical music	3.1	2.9	2.6	72.8	60.4	53.1
Opera	2.0	1.8	2.0	13.3	8.8	10.0
Latin, Spanish, or salsa music	NA	3.5	2.4	NA	38.7	28.8
Plays						
Musical plays	2.3	2.2	2.0	79.3	82.6	72.5
Non-musical plays	2.3	2.3	2.2	58.7	49.7	42.1
Dance						
Ballet	1.7	1.6	1.5	13.5	10.6	9.6
Other	2.0	2.2	2.1	24.6	25.5	27.3

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Summary of changes over time in performing arts attendance

Jazz. Attendance at jazz events declined from 2002 to 2008 but stayed the same from 2008 to 2012 (Figure 1-8). In 2008, about 7.8 percent of all adults attended at least one jazz event; in 2012 the rate was 8.1 percent, but the difference is not statistically significant. In 2012, adults who attended a jazz performance went to an average of 2.8 events (Figure 1-9). This is lower than in 2002 but the same as in 2008.

Classical music. The SPPA defines classical music as symphony, chamber, or choral music. Like jazz, attendance at classical music events declined from 2002 to 2008, but stayed the same from 2008 to 2012 (Figure 1-8). About 9 percent of adults attended a performance in each of those years, averaging 2.6 events per attendee in 2012, and a comparable 2.9 events in 2008. Both are lower than the 3.1 events per person reported in 2002.

Opera. Two percent of Americans attended the opera at least once in 2012, the same rate as in 2008. In 2002, the rate was 3 percent — a statistically significant difference. However, the average number of opera events attended per person has not changed from 2002, when each opera-goer went to roughly 2 performances.

Latin, Spanish, or salsa music. The 2002 SPPA did not ask specifically about attendance at Latin, Spanish, or salsa music activities, but in 2008 and 2012 about 5 percent of American adults attended a Latin, Spanish, or salsa music performance. As noted, Americans attended significantly fewer Latin, Spanish, or salsa music performances per person in 2012 than in 2008 (Figure 1-9).

Outdoor performing arts festival. Twenty-one percent of adults attended at least one performing arts festival in 2012, the same rate of attendance as in 2008. Outdoor arts festivals were not asked about in the 2002 SPPA, so comparison data are not available. The 2008 and 2012 SPPAs did not ask about the number of festivals attended.

Musical and non-musical plays. Americans are nearly twice as likely to attend a musical play as a non-musical play. About 15 percent attended a musical play in 2012, a statistically significant decrease compared with about 17 percent in both 2002 and 2008. On average, musical play-goers in 2012 attended two musicals per year.

In 2002, about 12 percent of American adults went to a non-musical play; in 2008 this dropped to 9 percent, and in 2012 to 8 percent (a statistically significant decrease). However, the average number of non-musical plays attended per person (2) has not changed since 2002 (Figure 1-9).

Dance. Ten years ago, about 4 percent of Americans attended a ballet, which dropped to 3 percent in 2008 and 2012. Yet the average number of ballets attended per person (1.5 performances) has not changed since 2002.

The percent of adults going to non-ballet dance performances in 2012 (about 6 percent) has not changed over the past decade, nor has the average number of dance performances attended per person (two events a year).

Demographic Characteristics of Performing Arts Audiences

The following figures show demographic characteristics of performing arts audiences in slightly different ways.

- Figure 1-10 presents the demographic distribution of people who attend different types of arts activities. Each attendee is counted once in the data.
- Figure 1-11 shows the rate of attendance for different demographic subgroups in 2002 and 2012, based on individuals who attended an activity at least once in the 12-month SPPA period. (For some types of performing arts, only 2008 and 2012 data are available.)
- Figure 1-12 shows the average number of attendances per attendee across demographic subgroups.

Across demographic subgroups, most rates of attendance are lower in 2012 than in 2002 — not a surprising finding, as overall attendance rates are lower in 2012 than a decade ago. However, this trend has some notable exceptions. Apart from showing modest declines in jazz attendance, the rate at which African Americans go to performing arts events has not changed since 2002, whereas most other racial and/or ethnic groups have seen a drop-off in attendance. Older Americans are the only demographic group to show an *increase* in attendance over a decade ago. Their rates of attendance at classical music, opera, musicals, and non-musicals were significantly higher in 2012 than in 2002.

The following paragraphs discuss rates of attendance at performing arts activities for demographic subgroups from 2002 to 2012.

Jazz. In 2002, men and women attended jazz performances at equal rates, whereas in 2012 women were slightly more likely than men to attend. In both 2002 and 2012, African Americans were more likely to attend a jazz performance than other racial and/or ethnic groups (Figure 1-11). Americans of “other” races (a category that includes Asian Americans) saw no change in jazz attendance from 2002 to 2012. In 2002, jazz was most popular among adults 35 to 54 (they attended at a rate of 13 or 14 percent). In 2012, by contrast, the age group most likely to attend jazz was 55 to 64 (at a rate of 10 percent).

As with other types of performing arts activities, attendance was higher in both 2002 and 2012 for groups with greater levels of formal education. In 2002, about 24 percent of people with a graduate degree attended jazz; in 2012, that rate dropped to 18 percent but was still higher than for people with less education.

The family income group most likely to attend a jazz event in 2012 earned \$150,000 or more (16 percent of adults from these families attended at least one jazz performance).

Classical music. Patterns of attendance at classical music concerts related to gender, race/ethnicity, and educational level have not changed much over the past decade. In 2012, as in 2002, women were slightly more likely to attend a classical music concert than men, non-Hispanic white adults had a higher rate of attendance than other racial or ethnic subgroups, and better-educated adults had a higher rate of attendance than less-educated adults. Of the four racial/ethnic groups for which SPPA data are available, people from “other” races/ethnicities (including Asian) showed the second highest rate of classical music attendance, after non-Hispanic whites. The pattern of attendance related to age, however, has changed somewhat.

A decade ago, middle-aged Americans (those 45 to 64 years old) were more likely to attend a classical music performance than any other age group; in 2012, by contrast, the highest rate of attendance was among older Americans—those in the 65 to 74 age group. Indeed, across all types of performing arts for which comparisons can be made, one of the few demographic subgroups whose 2012 rate of attendance exceeded its 2002 rate is older adults, with respect to classical music performances in particular (Figure 1-11).

Classical music attendance increases with income. Over a third of the audiences in 2012 came from families earning \$100,000 or more per year.

Opera. About 59 percent of the audience for live opera is female (Figure 1-10). Almost three-quarters of the opera audience has at least a college degree. About 8 percent of adults with a graduate education went to the opera at least once in 2012, compared with less than 1 percent of adults with a high school education or less. Over 40 percent of opera-goers earn at least \$100,000 per year. Non-Hispanic whites are slightly more likely than Hispanics and African Americans to attend opera. In 2012, attendance by people of “other” races (including Asians) was on par with rates of attendance among non-Hispanic whites (Figure 1-11).

The percentage of African Americans who attended opera held steady over the last decade, while the percentage of Hispanic and white attendees declined (Figure 1-11). Patterns of attendance related to age and education have been fairly stable over the past 10 years, with older and more educated Americans being the most likely opera-goers. Two age groups, those 35 to 44 and those over 75, showed an increase in their rate of attendance from 2002 to 2012.

Latin, Spanish, and salsa music. A question on attendance at Latin music performances was added to the SPPA in 2008. The audience for live Latin music in 2012 was 53 percent Hispanic Americans, 36 percent non-Hispanic whites, and 10 percent other racial/ethnic groups (Figure 1-10). In 2012, 18 percent of all Hispanic adults attended at least one Latin music event, equivalent to the 2008 rate of attendance. The rates at which different racial/ethnic groups attended Latin music in 2012 has not changed since 2008, with one exception: African Americans were about twice as likely to attend Latin music in 2012 as they were in 2008. However, the percentages were quite small in both years (3 percent and 1.6 percent, respectively).

In 2008 and 2012, younger adults (ages 18 to 24) were the age group most likely to go to a Latin music performance; about 7 percent of this group attended Latin music. Rates of attendance among different age groups did not change from 2008 to 2012.

Unlike the case with other art forms tracked in the SPPA, the likelihood of attending a Latin music performance did not rise with income and educational level: people of all educational levels and incomes were equally likely to attend.

Outdoor performing arts festivals. A question on attendance at this type of event was added to the SPPA in 2008.

In 2012, men and women attended performing arts festivals in about equal proportions—roughly a fifth of each, unchanged from 2008. The rates of attendance among different racial/ethnic groups have not changed much since 2008, with one exception: Hispanic adults were slightly more likely to go to a performing arts festival in 2012 than in 2008.

Although people with more education were the most likely to go to outdoor performing arts festivals in 2012, about 25 percent of attendees had no more than a high school education (a higher proportion than for audiences of any other type of performing arts event except for Latin music concerts).

A third of Americans earning at least \$150,000 attended an outdoor performing arts festival in 2012.

Musical plays. More women than men attended musicals in 2012 — women were 59 percent of musical play-goers in 2012 — and the gender difference has not changed much since 2002. Over one-half the attendees of musical plays in 2012 were college graduates or had attended a graduate or professional school (Figure 1-10). The relationship between attendance at musical plays and educational level has remained more or less constant over the past decade: the more education a person has, the more likely he or she is to attend. In 2002 and 2012, non-Hispanic white adults had higher rates of attendance at musicals than did other racial and/or ethnic groups. About 75 percent of 2012 attendees were at least 35 years of age.

Non-musical plays. Women are more likely than men to attend non-musical plays, similar to the pattern for musical plays (Figure 1-11). This trend held from 2002 to 2012, although the gender gap lessened. In both 2002 and 2008, the racial/ethnic group most likely to attend a non-musical was non-Hispanic white and the least likely group was Hispanic (Figure 1-11). In 2002, the age group most likely to attend a non-musical was 45 to 54 (attending at a rate of 15 percent) but in 2012 the most likely attendee was older — 65 to 74. The relationship between attendance at a non-musical and higher education was constant from 2002 to 2012.

Ballet. Women comprise much more of the nation's ballet audience than men, and the gender divide is greater for ballet than for any other performing arts. In 2012, almost two-thirds of ballet attendees were female (Figure 1-10). Audiences for ballet also have the smallest representation of racial and ethnic minorities — in 2012, 80 percent of attendees were non-Hispanic white adults. Older Americans and younger Americans were just as likely to attend the ballet in 2012 as they were in 2002, but adults from 35 to 54 years of age were less likely to attend the ballet than a decade ago.

Other dance. Rates of attendance for other dance performances (non-ballet) held steady or increased among all age groups from 2002 to 2012. Over half the people attending other dance performances were

between the ages of 35 and 64. In 2002 and 2012, formal education and family income played a large part in predicting attendance at these events. In 2002 and 2012, more women than men attended these performances. The percentage of minorities who attended other dance performances in 2012 increased over 2002, whereas the percentage of non-Hispanic white adults stayed the same. The racial/ethnic group with the highest rate of attendance in 2012 was comprised of Asian Americans, Pacific Islanders, and “other” races or ethnicities.

Other music, theater, or dance. The 2012 survey asked respondents if they had attended any music, theater, or dance form not specifically referenced in the main questionnaire. This might include rock concerts, hip-hop shows, or other art forms that respondents were not asked about. This question was not asked in previous years.

Equal proportions of men and women attended these types of events in 2012. Non-Hispanic white adults were about twice as likely as adults from other races and/or ethnicities to attend, and adults from 18 to 24 years of age were twice as likely as adults ages 75 and older to attend. As with other types of art events, the rate of attendance increased with income and education.

Live book readings or poetry or storytelling events. A question on attending live spoken-word events, such as author readings or poetry or storytelling events, was asked for the first time in the 2012 SPPA.

Five percent of women attended a live book reading or storytelling event, compared with 3 percent of men. African Americans were more likely to attend than any other racial or ethnic group. Five percent of African Americans went to a book reading or storytelling event in 2012, compared with 4 percent of non-Hispanic white Americans. Younger adults attended at slightly higher rates than older Americans, and people with a college degree or higher attended at far greater rates than adults with less education.

Free music, theater, or dance. Another new question in the SPPA 2012 concerned the attendance of “free” music, theater, or dance events.

About 16 percent of Americans attended a free music, theater, or dance event in 2012. Adults 18 to 24 had the highest rate of participation of all age groups (21 percent). Participation rates rose with education and income, demographic characteristics which typically increase with age.

Figure 1-10 shows that nearly three-fourths of the audience for free music, theater, and dance is non-Hispanic white. Half the audience is under age 45, about

44 percent have a college degree or higher, and over a quarter come from families that make \$100,000 or more annually.

Figure 1-10. Demographic distribution of U.S. adults attending different types of performing arts events at least once in the past 12 months: 2012

	U.S. population in millions	Percent	Jazz	Classical music	Opera	Latin music	Performing arts festivals	Musical plays	Non-musical plays	Ballet	Other dance	Other types of music, theater, or dance	Live book reading or poetry or story telling event	Free music, theater, or dance (any type)
Gender														
Male	113.1	48.1%	46.6%	43.9%	41.3%	46.1%	45.7%	40.7%	42.1%	36.0%	39.4%	47.2%	35.5%	44.0%
Female	121.9	51.9%	53.4%	56.1%	58.7%	53.9%	54.3%	59.3%	57.9%	64.0%	60.6%	52.8%	64.5%	56.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Race/ethnicity														
Hispanic	35.0	14.9%	9.1%	5.5%	7.8%	53.2%	11.6%	7.1%	6.4%	9.2%	11.9%	8.7%	8.5%	12.1%
White	155.7	66.3%	68.4%	83.2%	78.0%	36.5%	74.0%	80.4%	80.7%	79.4%	69.4%	80.2%	68.8%	71.4%
African American	26.8	11.4%	15.8%	5.1%	6.2%	6.6%	8.1%	7.0%	8.5%	6.9%	10.7%	5.7%	15.0%	10.0%
Other	17.5	7.4%	6.7%	6.2%	8.0%	3.7%	6.3%	5.5%	4.4%	4.5%	8.0%	5.4%	7.7%	6.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Age														
18-24	30.4	13.0%	14.5%	9.7%	10.6%	17.9%	15.5%	11.0%	9.8%	11.2%	13.9%	15.7%	14.3%	16.9%
25-34	41.0	17.4%	17.2%	14.5%	18.6%	21.8%	19.4%	15.7%	15.8%	19.9%	16.1%	19.2%	22.0%	16.1%
35-44	39.6	16.9%	16.2%	12.2%	9.6%	18.6%	17.4%	14.3%	15.0%	17.2%	17.5%	15.8%	19.4%	16.6%
45-54	43.7	18.6%	18.3%	17.4%	15.0%	17.0%	19.3%	20.7%	21.4%	15.9%	18.3%	19.8%	14.5%	19.9%
55-64	38.3	16.3%	20.2%	20.5%	20.8%	16.7%	16.3%	20.5%	17.9%	18.3%	18.6%	15.8%	16.3%	16.7%
65-74	23.8	10.1%	9.8%	16.0%	15.4%	5.7%	8.7%	11.8%	12.9%	12.2%	11.0%	9.2%	9.2%	9.0%
75+	18.1	7.7%	3.8%	9.7%	10.0%	2.2%	3.4%	6.1%	7.2%	5.3%	4.5%	4.5%	4.2%	4.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Highest level of education														
Grade school	9.9	4.2%	0.4%	0.4%	0.7%	5.7%	1.3%	0.4%	0.2%	0.2%	1.3%	0.9%	1.1%	1.0%
Some high school	19.0	8.1%	1.3%	1.5%	0.8%	8.2%	3.1%	1.6%	1.8%	1.8%	1.8%	2.4%	3.0%	4.4%
High school graduate	70.9	30.2%	16.8%	10.6%	5.2%	20.0%	20.1%	16.4%	14.1%	12.4%	16.5%	20.8%	13.0%	17.6%
Some college	68.7	29.2%	29.6%	24.4%	23.4%	31.0%	32.5%	28.1%	27.4%	24.8%	31.2%	31.4%	31.1%	33.0%
College graduate	43.0	18.3%	29.7%	33.5%	33.0%	22.1%	26.9%	32.4%	32.5%	32.2%	27.2%	26.9%	30.2%	28.6%
Graduate school	23.5	10.0%	22.1%	29.6%	37.0%	13.0%	16.1%	21.1%	24.2%	28.6%	22.1%	17.7%	21.6%	15.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Family income														
Less than \$20K	40.9	17.4%	10.3%	7.8%	7.4%	17.4%	10.5%	7.1%	7.9%	8.5%	11.6%	8.2%	11.9%	10.5%
\$20K to \$50K	76.0	32.3%	21.2%	20.7%	21.4%	26.5%	25.6%	20.5%	22.5%	21.8%	22.2%	25.0%	27.1%	26.3%
\$50K to \$75K	43.9	18.7%	18.9%	19.6%	17.1%	19.4%	20.5%	20.6%	17.7%	21.4%	21.1%	20.5%	20.6%	19.8%
\$75K to \$100K	27.6	11.7%	15.0%	14.0%	11.6%	14.2%	15.1%	15.8%	16.6%	12.4%	16.0%	15.4%	15.6%	14.8%
\$100K to \$150K	27.1	11.5%	18.0%	19.8%	20.2%	13.6%	14.9%	18.5%	18.7%	18.3%	16.4%	17.4%	14.1%	16.8%
\$150K and over	19.6	8.3%	16.6%	18.2%	22.3%	8.8%	13.4%	17.5%	16.5%	17.6%	12.7%	13.5%	10.8%	11.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 1-11 (part 1). Rates of attendance (based on adults participating at least once in the past 12 months), by demographic subgroup: 2002 and 2012

	Jazz 2002	Jazz 2012	Classical music 2002	Classical music 2012	Opera 2002	Opera 2012	Musical plays 2002	Musical plays 2012	Non- musical plays 2002	Non- musical plays 2012
ALL ADULTS	10.8%	8.1%	11.6%	8.8%	3.2%	2.1%	17.1%	15.2%	12.3%	8.3%
Gender										
Male	10.7%	7.9%	10.3%	8.0%	2.8%	1.8%	14.0%	12.9%	10.3%	7.3%
Female	10.8%	8.3%	12.7%	9.5%	3.5%	2.4%	20.0%	17.3%	14.2%	9.2%
Race/ethnicity										
Hispanic	6.2%	5.0%	5.5%	3.3%	1.8%	1.1%	6.9%	7.3%	6.2%	3.6%
White	11.4%	8.4%	13.7%	11.0%	3.5%	2.5%	20.1%	18.4%	14.2%	10.1%
African American	12.7%	11.2%	4.5%	4.0%	1.1%	1.2%	10.3%	9.3%	7.1%	6.2%
Other	7.3%	7.4%	10.3%	7.3%	2.5%	2.3%	11.9%	11.2%	10.0%	4.9%
Age										
18-24	10.5%	9.2%	7.8%	6.7%	2.0%	1.8%	14.8%	13.0%	11.4%	6.4%
25-34	10.8%	8.0%	9.0%	7.3%	3.0%	2.3%	15.4%	13.6%	10.7%	7.5%
35-44	13.0%	7.8%	10.7%	6.4%	0.3%	1.2%	19.1%	12.9%	13.0%	7.3%
45-54	13.9%	7.9%	15.2%	8.2%	4.0%	1.7%	19.3%	16.9%	15.2%	9.5%
55-64	8.8%	10.0%	15.6%	11.0%	4.2%	2.7%	19.7%	19.0%	13.8%	9.0%
65-74	7.6%	7.9%	12.5%	13.9%	4.0%	3.3%	16.6%	17.7%	13.0%	10.6%
75+	3.9%	3.9%	9.5%	10.9%	1.8%	2.7%	10.1%	11.9%	5.4%	7.8%
Highest level of education										
Grade school	0.9%	0.9%	1.5%	0.9%	0.0%	0.3%	1.6%	1.6%	1.1%	0.3%
Some high school	2.7%	1.3%	1.9%	1.6%	0.8%	0.2%	4.1%	2.9%	3.7%	1.8%
High school graduate	5.3%	4.5%	4.5%	3.1%	0.8%	0.4%	9.1%	8.3%	5.7%	3.9%
Some college	12.2%	8.2%	11.5%	7.3%	2.8%	1.7%	19.4%	14.6%	12.7%	7.8%
College graduate	19.4%	13.1%	21.9%	15.9%	6.4%	3.8%	30.2%	26.7%	22.5%	14.6%
Graduate school	24.0%	17.9%	34.1%	26.0%	10.9%	7.9%	37.6%	32.1%	31.8%	20.0%
Family income										
Less than \$20K		4.8%		3.9%		0.9%		6.2%		3.8%
\$20K to \$50K		5.3%		5.6%		1.4%		9.6%		5.8%
\$50K to \$75K		8.2%		9.2%		1.9%		16.8%		7.9%
\$75K to \$100K		10.2%		10.3%		2.1%		20.1%		11.6%
\$100K to \$150K		12.6%		15.1%		3.7%		24.6%		13.5%
\$150K and over		16.3%		19.4%		5.8%		32.4%		16.6%

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Significance testing shows differences between 2002 and 2012 results. The 2002 SPPA did not ask about Latin music; performing arts festivals; any other music, theater, or dance; live book readings or storytelling; or free music, theater, or dance. Significance tests were not conducted on family income categories. This is because the dollars have not been adjusted for inflation.

Figure 1-11 (part 2). Rates of attendance (based on adults participating at least once in the past 12 months), by demographic subgroup: 2002 and 2012

	Ballet 2002	Ballet 2012	Dance other than ballet 2002	Dance other than ballet 2012	Performing arts festival 2008	Performing arts festival 2012	Latin music 2008	Latin music 2012	Other music, theater, or dance 2012	Live book reading or storytelling 2012	Free music, theater, or dance 2012
ALL ADULTS	3.9%	2.7%	6.3%	5.6%	20.8%	20.8%	4.9%	5.1%	11.6%	4.1%	15.9%
Gender											
Male	2.5%	2.1%	5.0%	4.6%	20.6%	19.8%	4.8%	4.8%	11.4%	3.0%	14.6%
Female	5.1%	3.4%	7.5%	6.6%	20.9%	21.8%	4.9%	5.2%	11.8%	5.1%	17.1%
Race/ethnicity											
Hispanic	1.6%	1.7%	5.6%	4.5%	14.8%	16.2%	17.4%	18.1%	6.9%	2.5%	13.0%
White	4.7%	3.3%	6.9%	5.9%	23.1%	23.2%	3.1%	2.8%	14.0%	4.2%	17.1%
African American	1.5%	1.7%	4.2%	5.3%	15.4%	14.9%	1.6%	2.9%	5.8%	5.2%	13.9%
Other	2.3%	1.7%	5.1%	6.0%	17.8%	17.7%	2.7%	2.5%	8.5%	4.7%	14.0%
Age											
18-24	2.6%	2.4%	6.2%	6.1%	21.6%	25.3%	7.0%	7.1%	14.3%	4.6%	21.1%
25-34	3.5%	3.1%	5.9%	5.2%	22.8%	23.0%	5.9%	6.3%	12.8%	5.2%	14.7%
35-44	4.9%	2.8%	7.0%	5.8%	24.1%	21.4%	6.1%	5.6%	10.9%	4.8%	15.7%
45-54	5.1%	2.3%	8.0%	5.5%	23.4%	21.6%	4.4%	4.6%	12.3%	3.3%	16.9%
55-64	3.3%	3.1%	6.0%	6.4%	20.5%	20.7%	4.6%	5.2%	11.2%	4.0%	16.2%
65-74	3.3%	3.3%	5.4%	6.1%	15.4%	17.9%	2.0%	2.9%	10.6%	3.6%	14.0%
75+	2.2%	1.9%	3.0%	3.3%	6.8%	9.0%	0.8%	1.5%	6.7%	2.2%	10.1%
Highest level of education											
Grade school	0.4%	0.2%	2.2%	1.8%	6.0%	6.5%	8.5%	6.8%	2.4%	1.2%	4.4%
Some high school	0.8%	0.6%	1.7%	1.2%	11.6%	8.0%	5.5%	5.1%	3.4%	1.5%	8.2%
High school graduate	1.2%	1.1%	3.4%	3.1%	14.6%	13.9%	3.3%	3.4%	8.0%	1.8%	9.6%
Some college	3.9%	2.3%	7.3%	6.0%	23.4%	23.2%	4.0%	5.4%	12.5%	4.2%	17.5%
College graduate	7.2%	4.8%	9.9%	8.3%	30.6%	30.3%	6.8%	6.1%	16.9%	6.6%	24.3%
Graduate school	12.9%	7.9%	14.8%	12.4%	31.7%	33.4%	5.8%	6.5%	20.6%	9.2%	25.0%
Family income											
Less than \$20K		1.4%		3.7%		12.6%		5.1%	5.5%	3.0%	10.2%
\$20K to \$50K		1.9%		3.9%		16.5%		4.1%	9.0%	3.5%	12.9%
\$50K to \$75K		3.1%		6.4%		22.8%		5.3%	12.7%	4.4%	16.4%
\$75K to \$100K		2.9%		7.6%		26.4%		6.0%	15.0%	5.4%	20.0%
\$100K to \$150K		4.4%		8.1%		27.1%		6.0%	17.7%	4.7%	21.7%
\$150K and over		5.9%		8.6%		33.7%		5.4%	19.1%	5.5%	23.4%

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Significance testing shows differences between 2002 and 2012 results. The 2002 SPPA did not ask about Latin music; performing arts festivals; any other music, theater, or dance; live book readings or storytelling; or free music, theater, or dance. Significance tests were not conducted on family income categories. This is because the dollars have not been adjusted for inflation.

The chart below shows a positive link between arts attendance and family income — a relationship that varies by type of arts performance. The relationship is strongest between family income and attendance at musicals, followed by plays, classical music, and jazz performances. For other dance performances, the relationship between income and attendance is minimal; for Latin music performances, it is non-existent.

Chart 1-2. Percentage of U.S. adults who attended a performing arts event, by art form and family income level: 2012

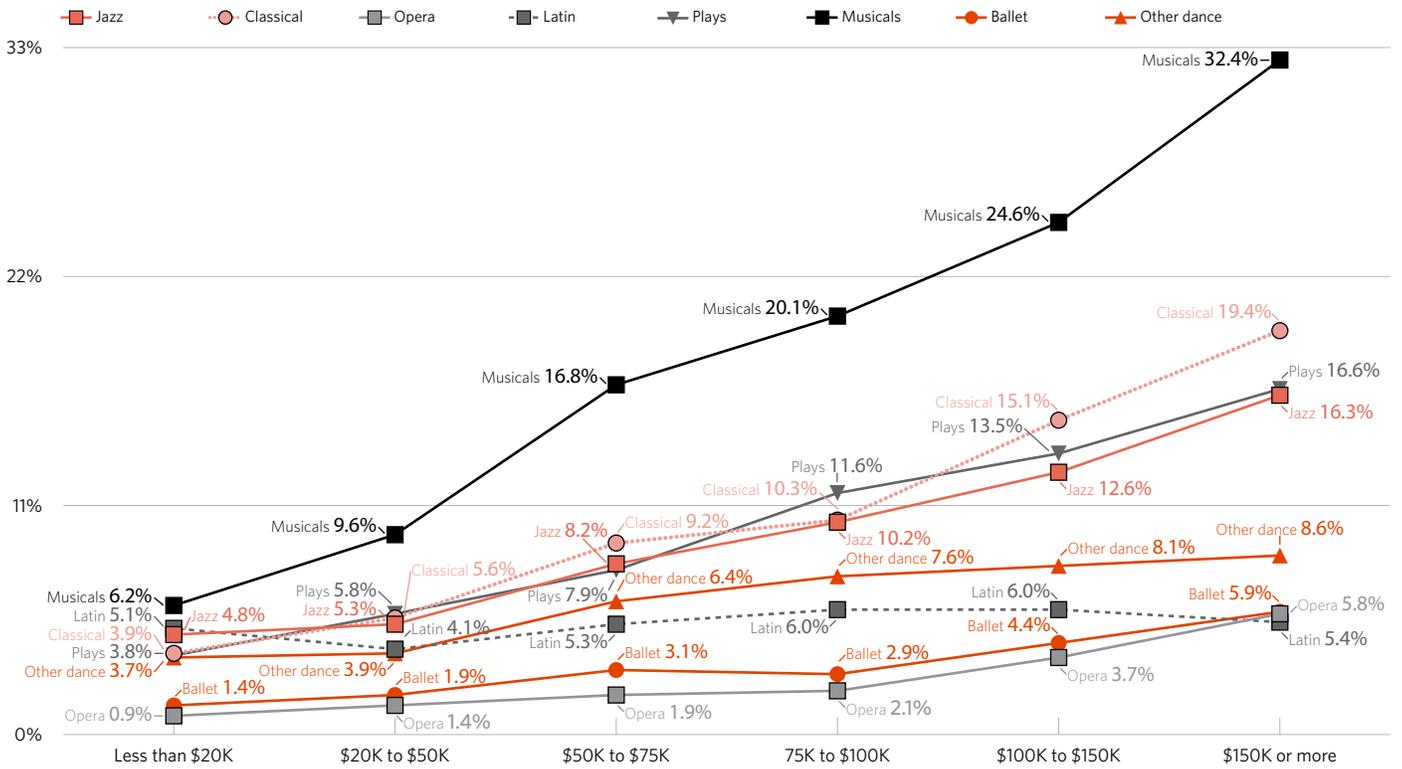


Figure 1-12. Average attendances per attendee in the past 12 months, by demographic subgroup: 2012 and 2002

	Jazz	Classical music	Opera	Latin music	Musical plays	Non-musical plays	Ballet	Other dance
Gender								
Male (2012)	2.9	2.5	2.1	2.6	2.0	2.2	1.5	2.1
Male (2002)	3.4	3.0	2.3	*	2.2	2.4	1.9	2.2
Female (2012)	2.8	2.6	2.0	2.3	2.0	2.1	1.5	2.1
Female (2002)	2.9	3.1	1.8	*	2.3	2.3	1.6	1.9
Race								
White (2012)	2.8	2.6	2.1	2.2	2.1	2.2	1.5	2.0
White (2002)	3.0	3.1	2.1	*	2.3	2.3	1.7	2.1
Non-white (2012)	2.8	2.5	1.8	2.5	1.9	2.0	1.7	2.3
Non-white (2002)	3.4	2.9	1.6	*	2.2	2.4	1.7	1.8
Age								
18-34 (2012)	3.0	2.3	2.0	2.6	1.9	2.1	1.4	2.6
18-34 (2002)	2.9	2.8	1.7	*	2.2	2.2	1.4	1.8
35-64 (2012)	2.7	2.3	1.9	2.3	2.0	2.0	1.5	1.8
35-64 (2002)	3.2	2.9	2.1	*	2.3	2.3	1.7	1.9
65 or older (2012)	3.2	3.4	2.3	2.1	2.4	2.6	1.7	2.1
65 or older (2002)	3.1	3.9	2.4	*	2.3	3.0	2.4	3.4
Education								
Non-college graduates (2012)	2.8	2.4	1.9	2.4	2.0	1.9	1.5	2.3
Non-college graduates (2002)	3.0	2.6	1.8	*	2.1	2.1	1.4	2.1
College graduate (2012)	2.9	2.7	2.1	2.3	2.1	2.4	1.5	1.9
College graduate (2002)	3.2	3.4	2.2	*	2.4	2.5	1.9	2.0
Family income								
Less than \$50K	2.8	2.5	2.0	2.3	2.0	2.2	1.6	2.1
\$50K to \$100K	3.1	2.7	2.1	2.6	2.0	2.0	1.5	2.2
\$100K and over	2.5	2.6	2.1	2.3	2.1	2.3	1.5	2.0

Gray shaded box indicates that the estimate is significantly different from the overall 2012 estimate at the .05 level

Pink shaded box indicates that the estimate is significantly different from the 2012 subgroup estimate at the .05 level

Visual Arts in General

The 2012 SPPA includes questions about visits to art museums or galleries, attendance at visual arts festivals or craft fairs, and visits to parks, monuments, buildings, or neighborhoods for those places' historic or design value.

People attending visual arts sites or events. Forty-nine million U.S. adults (21 percent of all adults) went to an art museum or art gallery at least once in the 12 months ending in July 2012, and 53 million (22 percent) went to a craft fair or visual arts festival. Since 2002, the percentage of adults going to an art museum or art gallery has declined (Figure 1-14). The overall attendance estimates between 2002 and 2012 are not comparable because the SPPA questions on attending craft fairs or festivals were quite different.

The number of adults visiting parks or monuments or touring buildings or neighborhoods for their "historic or design value" dropped significantly from 2002 to 2008 and then leveled off. About 24 to 25 percent went to at least one of those sites in 2008 and 2012, a drop from 32 percent in 2002. Although the decline from 2008 to 2012 is statistically significant, it is a modest change.

Between 2002 and 2008, attendance at craft fairs dropped 9 percentage points, but 2012 attendance rates were only slightly lower than in 2008. (See Figure 1-13.)

From 2002 to 2008, the percentage of adults touring a park, monument, building or neighborhood or monument for historic or design purposes dropped seven points; from 2008 to 2012 there was an additional one-point decline. From 2002 to 2008 the percentage visiting an art museum or gallery dropped four points, and the share fell another two points in 2012.

Visits. Adults made about 132 million visits to art museums and art galleries in 2012, and, on average, attendees went 2.7 times (Figure 1-14). Between 2002 and 2008 the number of visits declined substantially (by about 42 million), but between 2008 and 2012 the drop was smaller (a difference of about 16 million).

The 2008 and 2012 SPPAs did not track the number of visits per respondent to visual art festivals and craft fairs or to parks, monuments, buildings, and neighborhoods of historic or design value.

Figure 1-13. Percentage of U.S. adults attending visual arts activities or events: 2002, 2008, and 2012

	2002	2008	2012
Art museums/ galleries	26.5%	22.7%	21.0%
Visual arts festivals or craft fairs	33.4	24.5%	22.4%
Parks, monuments, buildings, or neighborhoods visited for historic or design value	31.6%	24.9%	23.9%

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Figure 1-14. Average number of visits per attendee and millions of visits to art museums or galleries: 2002, 2008, and 2012

	2002	2008	2012
Art museums/ galleries	3.5	2.9	2.7
Millions of visits to art museums/ galleries	190M	148M	132M

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

Demographic Characteristics of Visual Art-Goers

The demographic makeup of adults who attend visual arts events has not changed much since 2002, with one notable exception. The oldest Americans, age 75 and up, were more likely to attend visual arts in 2012 than they were a decade ago. This is the only demographic subgroup to show an increase in participation. In fact, other subgroups—related to gender, race, and education level—experienced a decline.

Art museums and galleries. Demographic characteristics of people who go to art museums and galleries are found in Figure 1-15. About 57 percent of people who went to art museums or art galleries in 2012 were women. Among adults who visited at least once in a 12-month period, two-thirds were younger than 55 years of age. In 2012, the racial/ethnic group most likely to visit an art museum or gallery was non-Hispanic white, a change from 2002, when people of races and ethnicities other than white, African American, and Hispanic comprised the group most likely to attend (Figure 1-16).

Regarding age groups, in 2002 the highest rate of attendance was among adults aged 45 to 54; a third of this group went to an art museum or gallery at least once that year. By 2012, the rate dropped to 22 percent. Only one age group experienced an increase in its rate of museum attendance from 2002 to 2012: Americans 75 and older. In 2002, about 13 percent visited an art museum or gallery, and in 2012 the rate rose to 16 percent.

The relationship between educational attainment and museum attendance is consistent from 2002 to 2012; rates of attendance increased exponentially with education (Figure 1-16). Nearly 84 percent of people who visited an art museum or gallery at least once in 2012 had at least some college education (Figure 1-15).

Craft fairs and visual arts festivals. Figure 1-15 provides demographic data on people who go to visual arts festivals and craft fairs. (Demographic data about people who attend outdoor *performing* arts festivals are shown in Figure 1-10.) In 2012, about 61 percent of people who went to these events were women; one out of every four American women went in 2012, compared with 18 percent of men (Figure 1-16).

Places of historic or design interest. The 2012 SPPA asked respondents to report visits they made to any park, monument, building, or neighborhood of historic or design value. Nearly a quarter of the U.S. adult population made such visits in 2012.

Figure 1-16 shows that women are slightly more likely than men to visit or tour sites of historic or design value (25 percent of women went in 2012, versus 23 percent of men). All age groups have a similar likelihood of doing so, except for people 75 and older, who are less likely than younger adults. The nation's oldest adults were, however, more likely to go in 2012 than in 2002. And people with higher levels of education were much more likely than less-educated adults to visit such sites.

Inside the SPPA: Asking about Visits to Places with Design or Historic Value

The 2012 SPPA experimented with different ways of asking about adult visits to places of historic or design value. The goal was to understand how responses would vary if the question specifically included “architectural” (rather than just historic- or design-related) reasons for visiting a site. Another goal was to understand what the responses would be if adults were asked about visits to buildings and neighborhoods in one question, and about visits to parks and monuments in another.

Consequently, two new questions were asked as part of an experimental set of questions (known as “Core 2”). Respondents were randomly assigned to answer either the main survey questions (Core 1) or the experimental questions.

The underlying assumption of the two-question approach is that people are more likely to recall visiting buildings or neighborhoods for their historic, architectural, or design value if the question is not bundled with one about parks and monuments. While the estimates are not directly comparable, this hypothesis was borne out. The combined “yes” responses from the two questions in Core 2 accounted for a greater percentage of U.S. adults than did the yes responses from Core 1 alone (25.8 percent versus 23.9 percent). To facilitate trend analysis, this report uses the Core 1 estimates, but future SPPA surveys may adopt the two-question approach.

- **CORE 1 (Q10A)** *[During the last 12 months] did you visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value?*
- **CORE 2 (Q10A)** *[During the last 12 months,] did you go see any buildings or neighborhoods for their historical, architectural, or design value?*
- **CORE 2 (Q11A)** *[During the last 12 months,] did you go visit a park or monument for its historical, architectural, or design value?*

	YES	NO	TOTAL
Core 1 (10a) Version	23.9%	76.1%	100.0%
Core 2 10a	16.9%	83.1%	100.0%
Core 2 11a	21.5%	78.5%	100.0%
Core 2 10a or 11a	25.8%	74.2%	100.0%

Figure 1-15. Demographic distribution of U.S. adults attending different types of visual arts events at least once in the past 12 months: 2012

	2012 U.S. Population		Art museums or galleries 2012	Craft fairs and visual arts festivals 2012	Places visited for design or historic value 2012
	Millions	Percent			
ALL ADULTS	235.0				
Gender					
Male	113.1	48.1%	42.9%	38.9%	46.4%
Female	121.9	51.9%	57.1%	61.1%	53.6%
Total		100.0%	100.0%	100.0%	100.0%
Race/ethnicity					
Hispanic	35.0	14.9%	10.1%	11.1%	8.5%
White	155.7	66.3%	76.0%	77.4%	78.6%
African American	26.8	11.4%	6.5%	6.1%	6.2%
Other	17.5	7.4%	7.4%	5.4%	6.6%
Total		100.0%	100.0%	100.0%	100.0%
Age					
18-24	30.4	13.0%	11.1%	10.4%	11.0%
25-34	41.0	17.4%	18.4%	16.8%	18.3%
35-44	39.6	16.9%	17.1%	16.6%	16.5%
45-54	43.7	18.6%	19.5%	20.4%	20.5%
55-64	38.3	16.3%	17.5%	18.8%	18.1%
65-74	23.8	10.1%	10.8%	11.7%	10.8%
75+	18.1	7.7%	5.7%	5.2%	4.9%
Total		100.0%	100.0%	100.0%	100.0%
Highest level of education					
Grade school	9.9	4.2%	0.7%	1.1%	0.7%
Some high school	19.0	8.1%	1.7%	2.9%	2.0%
High school graduate	70.9	30.2%	14.1%	21.8%	16.7%
Some college	68.7	29.2%	27.3%	30.6%	30.4%
College graduate	43.0	18.3%	32.7%	27.1%	29.7%
Graduate school	23.5	10.0%	23.5%	16.4%	20.4%
Total		100.0%	100.0%	100.0%	100.0%
Family income					
Less than \$20K	40.9	17.4%	8.4%	9.5%	8.7%
\$20K to \$50K	76.0	32.3%	21.6%	25.8%	22.0%
\$50K to \$75K	43.9	18.7%	19.6%	20.5%	19.7%
\$75K to \$100K	27.6	11.7%	15.0%	15.3%	15.0%
\$100K to \$150K	27.1	11.5%	18.4%	15.5%	18.6%
\$150K and over	19.6	8.3%	17.0%	13.4%	16.1%
Total		100.0%	100.0%	100.0%	100.0%

Figure 1-16. Visual arts rates of attendance (based on adults participating at least once in past 12 months), by demographic group: 2002 and 2012

	Art museum or gallery 2002	Art museum or gallery 2012	Craft fairs and arts festivals 2002 ⁴	Craft fairs and visual arts festivals 2012	Places visited for design or historic value 2002	Places visited for design or historic value 2012
	26.5%	21.0%	33.4%	22.4%	31.6%	23.9%
Gender						
Male	24.6%	18.7%	27.0%	18.2%	30.5%	23.1%
Female	28.2%	23.1%	39.2%	26.4%	32.5%	24.6%
Race/ethnicity						
Hispanic	16.1%	14.3%	20.3%	16.8%	17.2%	13.8%
White	29.5%	24.1%	38.0%	26.2%	36.0%	28.3%
African American	14.8%	11.9%	19.7%	12.0%	17.9%	13.1%
Other	32.7%	21.2%	25.8%	16.3%	30.4%	21.2%
Age						
18-24	23.7%	18.3%	29.2%	18.3%	28.3%	20.5%
25-34	26.7%	22.0%	33.5%	21.6%	33.3%	25.1%
35-44	27.4%	21.2%	37.2%	22.0%	35.8%	23.3%
45-54	32.9%	22.0%	38.8%	24.6%	38.0%	26.2%
55-64	27.8%	22.5%	35.1%	25.8%	24.2%	26.5%
65-74	23.4%	22.4%	31.1%	26.1%	24.2%	25.5%
75+	13.4%	15.5%	15.7%	15.0%	12.8%	15.0%
Highest level of education						
Grade school	4.5%	3.6%	8.4%	5.9%	6.3%	3.9%
Some high school	7.7%	4.3%	14.0%	8.0%	11.4%	5.9%
High school graduate	14.2%	9.9%	25.7%	16.3%	20.2%	13.3%
Some college	29.0%	19.7%	38.2%	23.6%	36.5%	25.0%
College graduate	46.6%	37.2%	51.9%	32.9%	51.2%	38.4%
Graduate school	58.8%	49.3%	51.9%	36.9%	56.8%	48.8%
Family income						
Less than \$20K		10.2%		12.3%		12.1%
\$20K to \$50K		14.0%		17.9%		16.2%
\$50K to \$75K		22.1%		24.5%		25.1%
\$75K to \$100K		26.5%		28.9%		30.1%
\$100K to \$150K		33.8%		30.5%		38.8%
\$150K and over		43.2%		36.4%		46.6%

Gray shaded box indicates that the estimate is significantly different from the 2012 estimate at the .05 level

4 The question in 2002 was broader. It asked about any arts festivals, not just about craft or visual arts festivals, and thus the 2012 estimates are not directly comparable.

Predictors of Benchmark Arts Attendance

A number of demographic characteristics discussed in this chapter, such as education, gender, and age, are strongly correlated with arts attendance. The typical pattern is that, with the exception of the very oldest Americans, older adults attend “benchmark” arts events more often than younger adults, females attend more often than men, and people with higher levels of education attend more often than the less educated. Regression analysis using a “least squares model” was done to identify the importance of these factors relative to one another in predicting arts attendance.

Regression analysis shows the central role that educational attainment played in predicting arts attendance or visitation in 2012. This was also true in 2002 and 2008.

In 2012, for example, respondents with a college degree were 37 percent more likely than people who had completed only grade school to attend a benchmark arts activity, when controlling for other factors. (Demographic characteristics with a marginal impact of “0” shown in Figure 1-17 represent the base case of the model against which the relative impact of other characteristics can be compared. Statistically significant factors influencing attendance at a benchmark arts activity are highlighted in bold.)

Differences among the 2002, 2008, and 2012 regression models also indicate that some of the key predictors of benchmark attendance are changing. Education is still the main factor in predicting arts attendance and is still a stronger predictor of arts attendance than income, race/ethnicity, or age. However, overall differences in attendance by education group narrowed slightly between 2002 and 2008 and more significantly between 2008 and 2012, which means that benchmark arts participation declined more for higher-educated respondents after controlling for other demographic characteristics.

Similarly, in 2012, living in the Pacific region of the country remained a positive factor in determining whether or not a person attended an arts event. However, it was less of a factor in 2012 than in 2002. As expected, residing in metro areas was a positive factor for attendance in each year of the survey. Meanwhile, being a non-U.S. citizen was consistently a negative factor in determining the likelihood of attending a benchmark arts event.

Figure 1-17. Effects of demographic characteristics on the likelihood of benchmark arts attendance in the past 12 months: 2002, 2008, and 2012

	2012 benchmark arts event	2008	2002
Gender			
Male	-5.8%	-6.5%	-9.8%
Female	0.0%	0.0%	0.0%
Race and Ethnicity			
Hispanic	-10.4%	-8.3%	-5.7%
White	0.0%	0.0%	0.0%
African American	-6.4%	-9.7%	-8.9%
Other	-10.9%	-11.8%	-9.7%
Age			
18-24	0.0%	0.0%	0.0%
25-34	1.6%	-4.0%	-0.7%
35-44	1.9%	-4.1%	0.4%
45-54	2.6%	-4.9%	0.5%
55-64	1.7%	-6.0%	-2.5%
65-74	-0.2%	-1.2%	-0.1%
75+	-7.0%	-9.7%	-10.1%
Education			
Grade school	0.0%	0.0%	0.0%
Some high school	2.6%	11.3%	10.7%
High school graduate	9.0%	14.4%	21.4%
Some college	19.7%	32.3%	39.9%
College graduate	36.7%	48.3%	53.1%
Graduate school	46.6%	55.4%	58.8%
Family income			
Less than \$30K	0.0%	0.0%	0.0%
\$30k to \$50K	16.1%	9.1%	5.5%
\$50K to \$75K	19.1%	12.6%	11.7%
\$75K or more	22.8%	22.2%	20.4%
Region			
New England	0.0%	0.0%	0.0%
Middle Atlantic	-0.9%	-2.6%	4.7%
South Atlantic	0.9%	-5.3%	0.2%
East South Central	-0.4%	-9.1%	-3.5%
East North Central	-2.1%	-0.5%	5.1%
West South Central	-6.9%	-7.2%	1.2%
West North Central	-4.2%	-2.9%	5.9%
Mountain	0.5%	0.4%	8.9%
Pacific	3.7%	4.8%	8.0%
Other			
Reside in metro area	9.2%	6.9%	8.3%
Married	0.9%	-2.2%	-3.7%
No child under 18	6.7%	3.0%	5.6%
Non-citizen	-6.6%	-8.0%	-8.2%

Attendance at Live Music Performances

The 2012 SPPA included an experimental set of questions to test new ways of asking about participation in the arts. The experimental questions were asked of a random half of all respondents; the other half received the traditional set of questions, which have not changed significantly over time. The new questions began with a general item about attendance at *any* live music performance in the past 12 months, followed by items about specific types of live music for those who answered yes to the general question.

Live attendance estimates for jazz, Latin music, classical music, and opera were significantly lower in response to the experimental questions than in response to the main survey questions about attendance. The difference probably occurs because people are better able to recall attendance when asked about a specific type of event. In addition, the experimental items led with a general question about attending any music performance. A “no” response to this question might have erroneously excluded some respondents who would have replied “yes” to one of the specific types of music performances. Therefore, the population estimates in this report for attending live musical events use only responses from the traditional section of the SPPA survey.

Type of Live Music

While the experimental questions are not used to produce 2012 population estimates, they provide insight into the types of live music performances people attend. For adults who went to a live music performance in 2012, Figure 1-18 shows the type of music performance they attended. Overall, 43.6 percent of adults who attended live music attended a live pop or rock music show, by far the most common genre of live music attended in 2012. Opera was the least reported genre of live music attended (4.8 percent).

Demographic Differences

The many significant differences highlighted in Figure 1-18 show that, for people who attended a live music performance in 2012, the type of music varied significantly depending on the person’s gender, age, race/ethnicity, education, and family income.

Women who attended a live music performance had higher rates of attending all music genres than men, with two exceptions: rap and pop/rock music. Of the racial and ethnic groups, Hispanics were most likely to attend Latin, Spanish, or salsa music performances. African Americans were most likely to attend jazz, hymns, blues, and rap music, and non-Hispanic whites were most likely to attend country, pop, and rock music. The racial and ethnic group most likely to attend opera, classical music, and folk music was comprised of people of “other” race and/or ethnicities (e.g., Asian Americans and Pacific Islanders). With respect to age differences, younger adults were the most likely to attend rap, pop, and rock music events, and older people were more likely to attend classical and opera performances.

Figure 1-18. Genres of music attended by adults who reported attending any live music performance in the past 12 months: 2012

	Jazz	Latin	Classical	Opera	Hymns	Country	Rap	Blues	Folk	Pop/rock
	% attending									
ALL ADULTS	15.9%	9.1%	18.2%	4.8%	14.2%	20.2%	8.7%	13.1%	9.8%	43.6%
Gender										
Males	15.3%	8.5%	16.6%	4.1%	12.2%	19.3%	9.7%	12.1%	8.5%	46.4%
Females	16.3%	9.6%	19.5%	5.5%	16.0%	20.9%	7.8%	14.0%	10.9%	41.1%
Race/ethnicity										
Hispanic	13.2%	46.1%	12.2%	2.8%	4.8%	10.0%	15.8%	7.6%	5.8%	34.9%
White	14.5%	4.9%	19.7%	4.9%	13.5%	23.7%	5.8%	11.6%	10.9%	48.6%
African American	32.0%	6.7%	6.1%	1.7%	34.1%	0.4%	24.6%	31.3%	1.2%	11.4%
Other	15.7%	8.4%	25.5%	12.7%	9.9%	16.4%	14.1%	16.1%	13.5%	36.0%
Age										
18-24	12.0%	9.2%	11.0%	2.2%	11.0%	18.8%	24.6%	10.7%	8.3%	55.9%
25-34	12.5%	9.3%	13.5%	3.7%	9.2%	20.4%	13.8%	13.4%	10.1%	49.7%
35-44	15.8%	12.3%	15.6%	3.8%	11.5%	18.6%	5.8%	12.7%	9.5%	46.9%
45-54	16.8%	8.8%	16.7%	4.7%	13.7%	19.2%	3.1%	13.7%	8.6%	42.3%
55-64	21.8%	9.3%	23.0%	5.9%	19.2%	22.6%	2.4%	17.3%	11.3%	37.7%
65-74	19.1%	5.8%	31.3%	9.7%	22.6%	21.3%	1.2%	13.3%	13.0%	30.3%
75+	14.1%	2.5%	36.5%	9.7%	25.6%	23.1%	0.0%	5.7%	8.5%	14.2%
Highest level of education										
Grade school	19.9%	34.2%	19.5%	3.6%	8.0%	9.0%	0.0%	15.8%	10.6%	18.1%
Some high school	9.6%	26.8%	4.4%	3.1%	10.0%	18.2%	11.4%	11.2%	3.0%	32.6%
High school graduate	12.3%	8.4%	8.0%	1.5%	12.8%	22.2%	10.0%	10.0%	4.9%	37.8%
Some college	14.1%	8.5%	13.5%	3.3%	12.9%	21.6%	13.0%	13.8%	7.9%	47.5%
College graduate	17.8%	7.6%	23.9%	5.9%	14.9%	19.4%	6.0%	14.8%	12.7%	48.2%
Graduate school	21.1%	9.3%	31.8%	10.1%	18.1%	17.2%	3.5%	12.8%	15.3%	38.9%
Family income										
Less than \$20K	17.3%	12.3%	16.0%	5.0%	20.8%	20.2%	10.7%	12.2%	11.4%	34.5%
\$20K to \$50K	13.1%	12.0%	13.2%	3.2%	15.8%	18.9%	14.0%	14.8%	9.4%	39.2%
\$50K to \$75K	17.1%	10.8%	15.6%	4.4%	15.1%	21.9%	6.4%	13.1%	10.0%	39.9%
\$75K to \$100K	13.2%	6.4%	19.8%	5.7%	12.5%	22.7%	6.3%	10.6%	8.1%	50.7%
\$100K to \$150K	17.7%	5.4%	21.8%	6.0%	10.5%	21.2%	6.9%	12.4%	10.3%	50.8%
\$150K and over	18.3%	7.0%	25.5%	5.5%	12.3%	15.9%	6.3%	14.2%	10.0%	45.8%

Gray shaded box indicates that the estimate is significantly different from the overall 2012 estimate at the .05 level