



Research Division
Note #71
January 1999

Demographic Characteristics of Arts Attendance: 1997

As the most comprehensive national survey on arts participation, the Survey of Public Participation in the Arts (SPPA) expands our understanding of who participates in which arts activities and how frequently. The 1997 SPPA investigates a number of topics including performing arts attendance, participation through broadcasts and recorded media, and participation by personally performing or creating. This note, number 71, relates demographic factors to attendance at arts events/activities. Tables 1 and 2 show 1997 attendance rates and percent distributions for jazz and classical music concerts, operas, musical and non-musical plays, ballet and other dance performances, and visiting art museums. The tables also display rates for the related activities of visiting historic parks or touring houses or neighborhoods with architectural significance, attending arts and crafts fairs, and reading literature (defined in the 1997 SPPA as reading poetry, plays, short stories, or novels).

Differences between 1997 SPPA and prior survey methodologies prevent us from comparing 1997 arts participation rates with rates reported from earlier SPPAs. We can, however, examine the changes that occurred between the 1992 and 1997 distribution of attenders. Table 3 illustrates this comparison for select arts activities and demographic groupings.

Background

The 1997 Survey of Public Participation in the Arts is the fourth nationwide arts participation survey sponsored by the Arts Endowment's Research Division. The U.S. Bureau of the Census conducted the 1982, 1985, and 1992 SPPA. The 1997 SPPA, however, was a new, stand-alone survey conducted by Westat Corporation, an independent survey organization. Over the period spanning June through October 1997, Westat completed 12,349 telephone interviews of a nationally representative sample. Further details about the 1997 SPPA and differences from prior SPPAs can be found in Research Division Report #39, *1997 Survey of Public Participation in the Arts: Summary Report*.

Synopsis of Attendance and Demographics

One of the most interesting findings from the 1997 SPPA was the increase in attendance among adults ages 18 to 24. Between 1992 and 1997, the number of people in this age category dropped by roughly 400,000. Yet the 1997 attendance increase among young adults for most of the seven arts activities reported in Table 3 was so large that their proportion of the arts audience rose from 1992. This was particularly true of opera. In 1992, 10.7 percent of opera attenders were in this age category; by 1997, 14 percent were 18 to 24 years old. Also noticeable was that women attended arts events at higher rates and had higher distributions among arts audiences than men did. Whites had overall high participation rates. However, African Americans had the highest rates for jazz concerts, and dance performances other than ballet were popular among Hispanics and Asians. Education strongly correlated with attendance rates, which increased with progressively higher levels of schooling. The following narrative discusses the key demographic patterns of arts attendance. The figures reported are shown in the attached Tables 1, 2, and 3.

GENDER

The 1997 data show that women generally attended arts activities at higher rates than did men. Gender discrepancies were greatest for the arts/craft fair and reading literature activities. Women attended arts fairs at a rate of 53 percent, and more than 70 percent of women read literature. By contrast, less than 42 percent of men frequented arts and crafts fairs and 55 percent read literature. Men and women recorded similar participation rates for the art museum and opera categories. For art museums, the rates were 34.3 percent for males and 35.5 percent for females. For opera, men had a rate of 4 percent and women recorded a 5.2 percent frequency. The two arts activities that men attended or visited at higher rates than women were jazz concerts—13.2 percent for men and 10.6 percent for women—and historic parks—48.2 percent for men and 45.8 percent for women.

Not only did women tend to have higher arts participation rates, but they also comprised larger shares of attendance. For example, women were 51.8 percent of the adult population in 1997; yet they were 56 percent of those who attended a classical music concert. Though most of the activities examined by the 1997 SPPA showed higher female distribution rates, the largest female majority was in ballet. More than 66 percent of ballet attenders were women. Among the SPPA activities, only jazz concerts had a higher male proportion. Out of the 23.3 million jazz concert attenders, 53.6 percent were men and 46.4 percent were women.

Opera audiences, of which females now comprise 4.7 percent more than they did at the beginning of the decade, saw the greatest change in gender distribution between 1992 and 1997. The only activities for which male distribution increased were musical and non-musical plays. The distribution increased 2.1 percent and one percent, respectively. The demographic data for distribution by gender over the decade reveal the following trends:

Jazz - Composition of audience increased 0.2 percent for females, from 46.2 percent in 1992 to 46.4 percent in 1997.

Classical Music – Composition of audience was virtually unchanged, females were 55.9 percent in 1992 and 56.0 percent in 1997.

Opera – Composition of audience increased 4.7 percent for females, from 53.6 percent in 1992 to 58.3 percent in 1997.

Musical Play – Composition of audience increased 2.1 percent for males, from 41.5 percent in 1992 to 43.6 percent in 1997.

Non-Musical Play – Composition of audience increased one percent for males, from 43.6 percent in 1992 to 44.6 percent in 1997.

Ballet – Composition of audience increased 3.2 percent for females, from 62.9 percent in 1992 to 66.1 percent in 1997.

Art Museum – Composition of audience increased 0.2 percent for females, from 52.5 percent in 1992 to 52.7 percent in 1997.

RACE AND ETHNICITY

The 1997 SPPA shows that whites generally had the highest arts participation rates. There were, nonetheless, exceptions to this pattern. At 15.6 percent, African Americans, for instance, had the highest attendance for live jazz musical performances. Opera was most popular among Asians (6.9 percent) and Hispanics attended dance performances other than ballet at the highest rates (14.6 percent). At 46.6 percent, American Indians had higher attendance rates at arts and crafts fairs than all but the white race/ethnicity group. Reading literature is the most popular arts activity studied in the SPPA and Asians recorded the highest rate at 68.6 percent.

The race/ethnic distribution of arts attenders also reveals interesting patterns. For example, Hispanics were 9.8 percent of the U.S. adult population in 1997, but were 11.5 percent of other dance attenders. Asians were similarly over-represented by opera attendance—they were 2.7 percent of the population but 3.9 percent of the people attending opera. African Americans constituted 14.8 percent of jazz attenders and 12.3 percent of other dance. At the same time, 11.3 percent of the adult population was African American. Whites were most over-represented in the audiences of classical music, opera, and ballet (84.1, 82.7, and 82.7 percent distribution rates, respectively).

AGE

Adults between 45 and 54 years of age had the highest attendance rates in seven out of the eleven activities covered in the 1997 SPPA. Perhaps unexpected, though, was that adults ages 18 to 24 had the highest rates in the remaining four activities of jazz concerts, non-musical plays, other dance performances, and reading literature. More than 20 percent went to a non-musical play and 14.7 percent attended a dance performance other than ballet. Reading literature had the highest participation rates among all age categories. However, almost 70 percent of young adults

read plays, poetry, short stories, or novels. This compares to a lower literature rate of 65.5 percent for the 45-54 group. At 15.1 percent, 18 to 24 year olds also had the highest participation rates for live jazz concerts. In fact, the age distribution of live jazz music attendance was polarized with relatively high participation rates for the various age groups under 55. Attendance rates for live jazz concerts fell off abruptly at age 55 and declined to their lowest rate of 3.7 percent for adults age 75 and older.

Between 1992 and 1997, the median age for the overall U.S. population increased by 1.5 years¹. Similarly, the median age of attenders increased by about 1 to 2 years for most of the arts activities investigated by the 1992 and 1997 SPPAs. Exceptions to this were the ages of jazz concert, ballet, and opera attenders. Though jazz attenders were the youngest in both 1992 and 1997 (i.e., attenders had the lowest median age), median age of jazz concert attenders increased by roughly four years— 37 in 1992 and 41 in 1997. The median age of ballet attenders also increased by more than most of the other categories—3 years over this time period. Opposite of the general aging trend shown below, opera attenders were typically younger in 1997 than in 1992—the median age for this category actually decreased from 45 in 1992 to 44 in 1997.

Median Age of Arts Attenders 1992-1997

Arts Activity	Median Age, 1992	Median Age, 1997
Jazz	37	41
Classical Music	45	46
Opera	45	44
Musical Play	43	44
Non-Musical Play	44	44
Ballet	40	43
Other Dance	41	43
Art Museum	40	42
Historic Park	41	42
Art/Craft Fair	41	42

Comparing the distribution of attenders between 1992 and 1997 helps illustrate some of the age patterns revealed by the SPPA. With regard to jazz, for example, attenders in the 25-34 age category decreased from 29 percent to 21.8 percent but attenders in the 35-44 age category increased from 25.6 percent to 27.6 percent and attenders in the 45-54 age group grew from 15.2 percent to 18.7 percent of the audience. The other arts activities for which the median age increased had similar changes in the distribution of the 25-34, 35-35, and 45-54 age groups. This may reflect a shift in the population concentration as a result of aging Baby Boomers (defined in

this note as the 35-44 and 45-54 age groups). Between 1992 and 1997, the resident population ages 35-44 increased by 5.5 million—among 45-54 year olds, the gain over this period was

¹ In 1992, the median age of the U.S. resident population was 33.4, (including children). The median age increased to 34.9 by 1997.

roughly 6 million. Population counts in the younger age groupings as well as the 55-64 age category dropped over this five-year period.

Though attendance proportions dropped for the 25-34 age group (the reader will note that the resident population in this age group fell by 2.3 million between 1992 and 1997), attendance tended to rise for the youngest adults surveyed by the SPPA. Notably, the age 18-24 population fell from 24.1 to 23.7 million between 1992 and 1997, but the proportion of attenders in the 18-24 age category increased for all the activities reported in Table 3, except ballet performances and visiting art museums. Opera had the largest jump in the proportion of 18-24 year olds, up from 10.6 percent to 14 percent between 1992 and 1997. This increase in young adult attendance contributed to the drop in the median age of opera attenders. Looking at older participants, the number of adults age 75 and older remained constant at 12.3 million in both 1992 and 1997. However, the distribution of attenders in the 75+ age category increased for all seven activities between 1992 and 1997.

Demographic trends by age between 1992 and 1997 for each activity include:

Jazz – Median age rose from 37 to 41 years of age. Reflecting this change were increases in the proportion of attenders in the 35-44 (from 25.6 percent to 27.6 percent) and 45-54 (from 15.2 percent to 18.7 percent) age groups. The proportion of attenders between 18 and 24 increased from 13.8 percent to 15.3 percent. Only the proportions of 25-34 year-olds and 55-64 year-olds decreased; falling from 29 percent to 21.8 percent and from 8.9 percent to 7.9 percent, respectively.

Classical Music – Median age rose from 45 to 46 years of age. The proportion of attenders increased in the 45-54 (from 20 percent to 22.6 percent) 18-24 age group (from 10.7 percent to 12.8 percent) categories. Down from 18.5 percent to 14.9 percent and from 14 percent to 11.2 percent, the proportions of 25-34 year-olds and 55-64 year-olds decreased, respectively.

Opera – Median age dropped from 45 to 44 years of age. Jumping from 10.7 percent to 14 percent, the largest increase was in the 18-24 age category. Other increases were in the 45-54 (from 19.2 percent to 22.1 percent), and 75+ (from 3.4 percent to 4.5 percent) age groups. Decreases occurred in the percentages for the 25-34 age group (from 18.9 percent to 17.6 percent), the 55-64 age group (from 14 percent to 11.2 percent), and the 65-74 age group (from 12.1 percent to 8.8 percent).

Musical Play—Median age rose from 43 to 44 years of age. Following the general trend, increases in attendance were in the Baby Boomer (up from 22.8 percent to 24.3 percent for 35-44 year-olds and from 19.2 percent to 20.4 percent for 45-54 year-olds) and Generation X (up from 11.6 percent to 12.8 percent for 18-24 year-olds) age groups. There were also slight increases within the two oldest age categories. Percentages decreased from 21 percent to 18.8 percent for the 25-34 age group and from 12.6 percent to 10 percent for the 55-64 age group.

Non-Musical Play – Median age remained at 44 years of age. The only increases were in the 18-24 age category (from 12.7 percent to 15.5 percent) and the 75+ age category (from

3.3 percent to 5 percent). The greatest decrease was for those 25 to 34 years of age (from 20.6 percent to 17.3 percent).

Ballet – Median age rose from 40 to 43 years of age. The Baby Boomer audience for ballet increased significantly. The 45-54 age group increased from 16 percent to 21.2 percent and the 35-44 age group from 22.5 percent to 26.1 percent. Generation X attenders, ages 18 to 24, saw a small decline in their proportion of the audience (from 14.8 percent to 14.3 percent), as did the 25-34 year-olds (from 23.5 percent to 16.4 percent) and 55-64 year-olds (from 11.8 percent to 8.8 percent).

Art Museum – Median age rose from 40 to 42 years of age. The proportion of attenders in the 35-44 age group increased from 23.9 percent to 24.7 percent. That for the 45-54 age group rose from 16.4 percent to 19.8 percent. For those between 18 and 24, 25 and 34, and 55 and 64 years of age, their proportions dropped from 14 percent to 13.3 percent, from 25.2 percent to 21.4 percent, and from 10.6 percent to 9.1 percent, respectively.

EDUCATION

The 1997 SPPA shows a solid relationship between education and arts participation. Adults who attended graduate school had the highest attendance rates for every arts activity; those who attended grade school had the lowest rate for every event. However, the 1997 SPPA shows that the most educated patrons are not necessarily the most numerous in the audience. Adults who have had some college education comprised the largest percentage of for every live arts event.

Between 1992 and 1997, the proportion of attenders who completed some high school and those who completed some college rose for every activity reported in Table 3. Opera had the largest percentage increase (up from 21.4 percent to 28.6 percent) for adults with some college. The greatest increase for those with some high school education occurred for musical plays (up from 2.9 percent to 7.1 percent). The proportion of high school graduates, college graduates, and those who have completed graduate school fell for most arts activities. The only exception to this trend was for opera; the proportion of college graduates rose from 23.9 percent to 28.2 percent between the years. Classical music and opera were the only two events for which the proportion of adults with a grade school level of education declined.

Comparable to the patterns displayed by the age groupings, the 1992-1997 changes in arts attendance by education levels correlate with changes in the education levels of the general population. For example, in 1992, 18.1 million adults fell into the graduate school category; by 1997, only 17.4 million people were in this high education level. To some extent, the drop in arts attendance among those who attended graduate school may reflect the decline of the resident population with this amount of schooling. On the opposite side, the resident population with some college increased from 39.2 million to 50.3 million between 1992 and 1997; the proportion of arts attenders with some college education also increased.

Demographic trends by education level include:

Jazz – Up from 28.2 percent to 33.2 percent, the proportion of adults with some college education increased the most out of all arts activities between years. Attenders with a grade school level education and who have attended some high school also made up a larger share in 1997—up from 0.5 percent to 1.1 percent and from 2.2 percent to 3.9 percent, respectively. The greatest decrease in proportion was for college graduates (down from 26.9 percent to 23 percent).

Classical Music – The attendance share for adults with some college (up from 23.6 percent to 29.9 percent) and for adults who have attended some high school (up from 2.3 percent to 3.5 percent) increased over the period. The largest decrease was for high school graduates, whose proportions fell from 19.4 percent to 16.9 percent. Other decreases occurred for college graduates and for those who attended graduate school—down from 25.8 percent to 23.2 percent and from 27.7 percent to 25.5 percent, respectively.

Opera – Opera experienced increases in the proportion of attenders with some college—up from 21.4 percent to 28.6 percent—and college graduates—up from 23.9 percent to 28.2 percent. This is the only art event for which the proportion of college graduates increased. The proportion of attenders who had some high school also increased from 2.5 percent to 4.4 percent. There were notable decreases in the proportions of high school graduates (down from 16.1 percent to 11.3 percent) and adults who went to graduate school (down from 34.8 percent to 27.3 percent).

Musical Play – The greatest increase was for those who have attended some college (up from 25.8 percent to 29.8 percent) and for those who have attended some high school (up from 2.9 percent to 7.1 percent). Attenders with a grade school level of education increased from 1.3 percent to 1.7 percent. The greatest decrease was in the high school graduate education category; that group fell from 25.4 percent to 20.3 percent of attenders. Following general trends, the proportions for both college graduate and graduate school attenders also declined.

Non-Musical Play – Rising from 24.9 percent to 30.7 percent, the greatest increase was for attenders who have completed some college. Those who have completed some high school increased from 2.7 percent to 6.2 percent of attenders, and those who have been to grade school showed an increase from 1 percent to 1.4 percent. The largest decrease (down from 25.6 percent to 20.9 percent) for this art activity occurred for attenders who have been to graduate school.

Ballet – The increase in proportion of attenders for those who have had some college training was the smallest for ballet out of all the arts activities. This increase is only 1.4 percent, from 27.2 percent to 28.6 percent. The increase for those who have attended

grade school, however, was the greatest for ballet compared to the other events. That group increased from 1 percent to 1.8 percent. There was a decrease in the proportion of attenders who went to graduate school (down from 24.5 percent to 21.9 percent).

Art Museum – The proportion of visitors increased from 27.2 percent to 31.8 percent for those who have attended some college and from 2.7 percent to 5.7 percent for visitors who have had some high school training. The increase of 1.1 percent to 1.2 percent for those who have completed grade school was minimal. Decreases occurred for college graduates (down from 24.5 percent to 21.2 percent) and for those who have completed graduate school (down from 21.6 percent to 17.8 percent). There was a small decrease in the proportion of visitors who were high school graduates (from 22.9 percent to 22.3 percent).

Final Notes: The National Endowment for the Arts sponsored a Survey of Public Participation in the Arts in 1982, 1985, 1992, and 1997. Due to changes in the survey methodology, 1997 participation rates cannot be compared to earlier findings. For information about the 1997 methodology, see Research Division Report #39, *1997 Survey of Public Participation in the Arts: Summary Report*. A discussion about 1982-1992 trends in arts participation is in *Arts Participation in America: 1982-1992*, Research Division Report #27.

Information on Research Division Notes and Reports can be found on the National Endowment for the Arts World Wide Web site: <http://arts.endow.gov/pub/ResearchNotes.html> and <http://arts.endow.gov/pub/ResearchReports.html>.

TABLE 1: 1997 ATTENDANCE RATES FOR ARTS ACTIVITIES BY DEMOGRAPHIC GROUP

	U.S. Adult Population (Millions)	Jazz	Classical Music	Opera	Musical Play	Non- Musical Play	Ballet	Other Dance	Art Museum	Historic Park	Arts/ Crafts Fair	Read Literature
All Adults	195.6	11.9%	15.6%	4.7%	24.5%	15.8%	5.8%	12.4%	34.9%	46.9%	47.5%	63.1%
Sex												
Male	94.2	13.2	14.2	4.0	22.3	14.6	4.1	11.7	34.3	48.2	41.6	55.0
Female	101.4	10.6	16.8	5.2	26.7	16.8	7.5	12.9	35.5	45.8	53.0	70.6
Race												
Hispanic	19.1	6.8	8.4	3.1	15.7	9.7	4.5	14.6	29.4	32.7	34.0	49.9
White	146.1	12.1	17.5	5.2	26.5	16.6	6.5	11.9	36.1	50.8	51.9	65.3
African-American	22.1	15.6	9.6	2.1	22.4	16.4	3.9	13.4	31.1	36.5	34.4	59.9
American Indian	3.0	11.0	8.9	5.1	15.4	5.0	1.2	10.6	21.8	41.9	46.6	56.0
Asian	5.3	10.3	16.2	6.9	20.4	18.1	4.3	14.5	41.7	43.6	38.9	68.6
Age												
18-24	23.7	15.1	16.4	5.4	26.0	20.2	6.9	14.7	38.3	46.3	44.1	69.8
25-34	40.1	12.7	11.4	4.0	22.5	13.3	4.7	11.1	36.5	49.4	49.2	61.2
35-44	45.3	14.3	14.3	4.4	25.8	14.7	6.6	13.6	37.3	52.3	54.2	64.3
45-54	33.7	13.0	20.4	6.0	29.2	19.8	7.2	14.0	40.2	53.8	55.9	65.5
55-64	20.9	8.8	16.3	4.9	23.0	14.4	4.8	11.5	29.7	44.5	44.3	57.6
65-74	19.6	8.2	17.9	4.1	24.0	14.6	5.3	12.3	28.0	37.1	40.0	58.9
75+	12.3	3.7	13.8	3.3	15.4	12.5	3.8	6.3	19.7	25.1	23.6	61.2
Income												
\$10,000 or Less	15.0	4.6	4.3	1.8	11.6	9.6	1.6	7.2	16.1	22.5	26.2	45.2
\$10,001 to \$20,000	26.5	5.7	8.2	1.9	12.1	7.4	3.2	7.6	20.3	28.7	31.3	53.1
\$20,001 TO \$30,000	29.4	7.5	9.7	2.4	17.0	9.9	3.7	9.4	26.1	39.3	40.3	61.8
\$30,001 TO \$40,000	32.1	11.1	13.1	2.5	20.9	15.5	4.6	12.7	32.2	50.1	49.6	61.7
\$40,001 TO \$50,000	25.9	10.7	14.8	4.5	23.4	15.3	6.0	13.0	36.8	52.3	50.2	64.3
\$50,001 TO \$75,000	35.0	16.3	22.1	7.5	32.0	19.8	8.1	15.8	45.6	61.9	63.7	71.9
\$75,001 TO \$100,000	16.2	23.3	26.3	5.8	41.2	27.0	9.6	20.2	55.0	65.2	63.4	74.6
Over \$100,000	15.5	26.6	35.0	13.3	51.3	31.9	13.3	18.7	59.6	68.7	68.6	75.6
Education												
Grade School	13.7	1.8	2.1	0.2	6.0	3.1	1.5	7.3	6.0	12.7	13.0	29.3
Some High School	26.9	3.4	3.9	1.5	12.6	7.2	1.8	6.6	14.4	26.6	26.9	46.2
High School Graduate	62.0	6.8	8.3	1.7	15.7	9.1	3.6	9.2	24.6	40.5	42.9	57.6
Some College	50.3	15.4	18.1	5.2	28.4	18.9	6.5	13.7	43.2	56.3	57.8	72.1
College Graduate	25.2	21.3	28.0	10.2	43.6	27.7	10.8	17.8	57.7	66.6	65.2	79.5
Graduate School	17.4	27.7	44.5	14.3	50.3	37.2	14.4	24.7	69.8	72.7	69.3	86.3

Note: An "Attendance Rate" is the percentage of the adult population that attended an arts event (or visited and art museum, etc.) at least once in the last 12 months and is calculated by dividing the number attending by the adult population.

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Source: 1997 Survey of Public Participation in the Arts.

TABLE 2: 1997 DISTRIBUTION OF ATTENDERS OF ARTS EVENTS BY DEMOGRAPHIC GROUP

	U.S. Adult Population (millions)	U.S. Adult Population (percent)	Jazz	Classical Music	Opera	Musical Play	Non- Musical Play	Ballet	Other Dance	Art Museum	Historic Park	Arts/ Crafts Fair	Read Literature
Total Attenders (in millions)			23.3	30.5	9.2	47.9	30.9	11.3	24.3	68.3	91.7	92.8	123.4
Sex													
Male	94.2	48.2%	53.6%	44.0%	41.7%	43.6%	44.6%	33.9%	45.6%	47.3%	49.4%	42.2%	42.0%
Female	101.4		46.4	56.0	58.3	56.4	55.4	66.1	54.4	52.7	50.6	57.8	58.0
Race													
Hispanic	19.1		5.6	5.3	6.5		6.0	7.5	11.5	8.2	6.8	7.0	7.7
White	146.1		75.8	84.1	82.7	80.3	78.6	82.7	71.7	77.5	80.6	81.2	77.2
African American	22.1		14.8	7.0	5.1	10.3	11.8	7.5	12.3	10.1	8.8	8.1	10.7
American Indian	3.0		1.4	0.9	1.7		0.5	0.3	1.3	1.0	1.4	1.5	1.4
Asian	5.3		2.3	2.8	3.9		3.1	2.0	3.2	3.2	2.5	2.2	2.9
Age													
18-24	23.7		15.3	12.8	14.0	12.8	15.5	14.3	14.2	13.3	11.9	11.1	13.4
25-34	40.1		21.8	14.9	17.6	18.8	17.3	16.4	18.2	21.4	21.4	21.1	19.9
35-44	45.3		27.6	21.3	21.8	24.3	21.6	26.1	25.3	24.7	25.7	26.3	23.6
45-54	33.7		18.7	22.6	22.1	20.4	21.6	21.2	19.3	19.8	19.7	20.1	17.9
55-64	20.9		7.9	11.2	11.2	10.0	9.7	8.8	9.9	9.1	10.1	9.9	9.8
65-74	19.6		6.8	11.6	8.8		9.3	9.1	9.9	8.1	7.9	8.4	9.4
75+	12.3		1.9	5.6	4.5		5.0	4.2	3.2	3.6	3.3	3.1	6.1
Income													
\$10,000 or Less	15.0		2.8	2.1	3.0		4.6	2.1	4.3	3.5	3.5	4.1	5.4
\$10,001 to \$20,000	26.5		6.2	7.0	5.7		6.2	7.3	8.1	7.7	8.0	8.6	11.3
\$20,001 TO \$30,000	29.4		9.1	9.2	7.9	10.3	9.3	9.2	11.1	11.0	12.2	12.3	14.6
\$30,001 TO \$40,000	32.1		14.6	13.5	8.9	13.8	15.8	12.6	16.3	14.9	16.9	16.5	15.9
\$40,001 TO \$50,000	25.9		11.4	12.3	12.7	12.4	12.5	13.3	13.4	13.7	14.2	13.5	13.4
\$50,001 TO \$75,000	35.0		23.5	24.8	28.8	23.1	22.0	24.4	22.1	23.0	22.8	23.2	20.2
\$75,001 TO \$100,000	16.2		15.5	13.7	10.4	13.8	13.9	13.4	13.1	12.9	11.1	10.7	9.7
Over \$100,000	15.5		16.9	17.4	22.7	16.4	15.7	17.6	11.6	13.3	11.2	11.1	9.4
Education													
Grade School	13.7		1.1	1.0	0.3		1.4	1.8	4.1	1.2	1.9	1.9	3.2
Some High School	26.9		3.9	3.5	4.4		6.2	4.2	7.3	5.7	7.8	7.8	10.1
High School Graduate	62.0		18.1	16.9	11.3	20.3	18.2	19.8	23.6	22.3	27.4	28.6	28.9
Some College	50.3		33.2	29.9	28.6	29.8	30.7	28.6	28.6	31.8	30.9	31.2	29.4
College Graduate	25.2		23.0	23.2	28.2	22.9	22.5	23.7	18.5	21.2	18.3	17.6	16.2
Graduate School	17.4		20.7	25.5	27.3	18.3	20.9	21.9	17.9	17.8	13.8	12.9	12.2

January 1999

National Endowment for the Arts

Source: 1997 Survey of Public Participation in the Arts.

TABLE 3: A COMPARISON OF THE 1992 AND 1997 DISTRIBUTIONS OF ATTENDERS OF ARTS EVENTS BY DEMOGRAPHIC GROUP

	<i>U.S. Adult Population (millions)</i>		Jazz		Classical Music		Opera		Musical Play		Non-Musical Play		Ballet		Art Museum	
	1992	1997	1992	1997	1992	1997	1992	1997	1992	1997	1992	1997	1992	1997	1992	1997
Total Attenders (in millions)			19.7	23.3	23.2	30.5	6.1	9.2	32.3	47.9	25.1	30.9	8.7	11.3	49.6	68.3
Sex																
Male	89.0	94.2	53.8%	53.6%	44.1%	44.9%	46.4%	41.7%	41.5%	43.6%	43.6%	44.6%	37.1%	33.9%	47.5%	47.3%
Female	96.8	101.4	46.2	46.4	55.9	56.0	53.6	58.3	58.5	56.4	56.4	55.4	62.9	66.1	52.5	52.7
Age																
18-24	24.1	23.7	13.8	15.3	10.7	12.8	10.7	14.0	11.6	12.8	12.7	15.5	14.8	14.3	14.0	13.3
25-34	42.4	40.1	29.0	21.8	18.5	14.9	18.9	17.6	21.0	18.8	20.6	17.3	23.5	16.4	25.2	21.4
35-44	39.8	45.3	25.6	27.6	21.3	21.3	21.7	21.8	22.8	24.3	22.1	21.6	22.5	26.1	23.9	24.7
45-54	27.7	33.7	15.2	18.7	20.1	22.6	19.2	22.1	19.2	20.4	19.0	21.6	16.0	21.2	16.4	19.8
55-64	21.2	20.9	8.9	7.9	14.0	11.2	14.0	11.2	12.6	10.0	12.6	9.7	11.8	8.8	10.6	9.1
65-74	18.3	19.6	6.0	6.8	11.0	11.6	12.1	8.8	9.5	9.8	9.7	9.3	8.7	9.1	7.5	8.1
75+	12.3	12.3	1.4	1.9	4.5	5.6	3.4	4.5	3.3	4.0	3.3	5.0	2.7	4.2	2.6	3.6
Education																
Grade School	14.3	13.7	0.5	1.1	1.1	1.0	1.4	0.3	1.3	1.7	1.0	1.4	1.0	1.8	1.1	1.2
Some High School	18.6	26.9	2.2	3.9	2.3	3.5	2.5	4.4	2.9	7.1	2.7	6.2	3.0	4.2	2.7	5.7
High School Graduate	69.4	62.0	19.7	18.1	19.4	16.9	16.1	11.3	25.4	20.3	21.6	18.2	16.9	19.8	22.9	22.3
Some College	39.2	50.3	28.2	33.2	23.6	29.9	21.4	28.6	25.8	29.8	24.9	30.7	27.2	28.6	27.2	31.8
College Graduate	26.2	25.2	26.9	23.0	25.8	23.2	23.9	28.2	23.9	22.9	24.2	22.5	27.3	23.7	24.5	21.2
Graduate School	18.1	17.4	22.5	20.7	27.7	25.5	34.8	27.3	20.7	18.3	25.6	20.9	24.5	21.9	21.6	17.8

Source: 1997 Survey of Public Participation in the Art and Appendix A.2, Arts Participation in America: 1982-1992.

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 Research Division
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