

Today's seminar will begin shortly

National Assembly of
State Arts Agencies

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Please complete your phone connection now:

1. Dial the toll free number 1 866 275 3495.
2. Enter the meeting number *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.
3. **Identify yourself.** Using your **phone** keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.

Arts Participation In America Trends and Perspectives

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).

Your Hosts

National Assembly of
State Arts Agencies

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Kelly Barsdate

Chief Program and
Planning Officer



Eric Giles

Learning Services
Manager

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- **View all participants** in the roster to the right.
- **Use the “Chat to:” box at any time** to submit a question or get technical help.
- **During Q&A breaks** presenters will answer chat questions.

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Agenda

Survey of Public Participation in the Arts Highlights

Sunil Iyengar - Director, Research and Analysis
National Endowment for the Arts

Arts Participation Perspectives

Tom Kaiden – Chief Operating Officer
Greater Philadelphia Cultural Alliance

Rory MacPherson – Senior Program Officer
The Wallace Foundation

Vicki Vitiello – Senior Program Director for
Arts Participation and Learning, North Carolina Arts Council

Resources and Wrap-Up

Kelly Barsdate - Chief Program and Planning Officer
NASAA

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After the Session

- **Follow up e-mail** with links and additional resources.
- **Transcripts** of slides and discussion.

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Survey of Public Participation In the Arts (SPPA)



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Sunil Iyengar

Director, Research and Analysis
National Endowment for the Arts

NEA's Survey of Public Participation in the Arts

- Nation's largest general population survey of arts participation
- Conducted 5 times in partnership with the U.S. Census Bureau
1982, 1985, 1992, 2002, **2008**
- More than 18,000 adults interviewed, for an 82% response rate
- Asks about behavior, not attitudes

NEA's Survey of Public Participation in the Arts

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

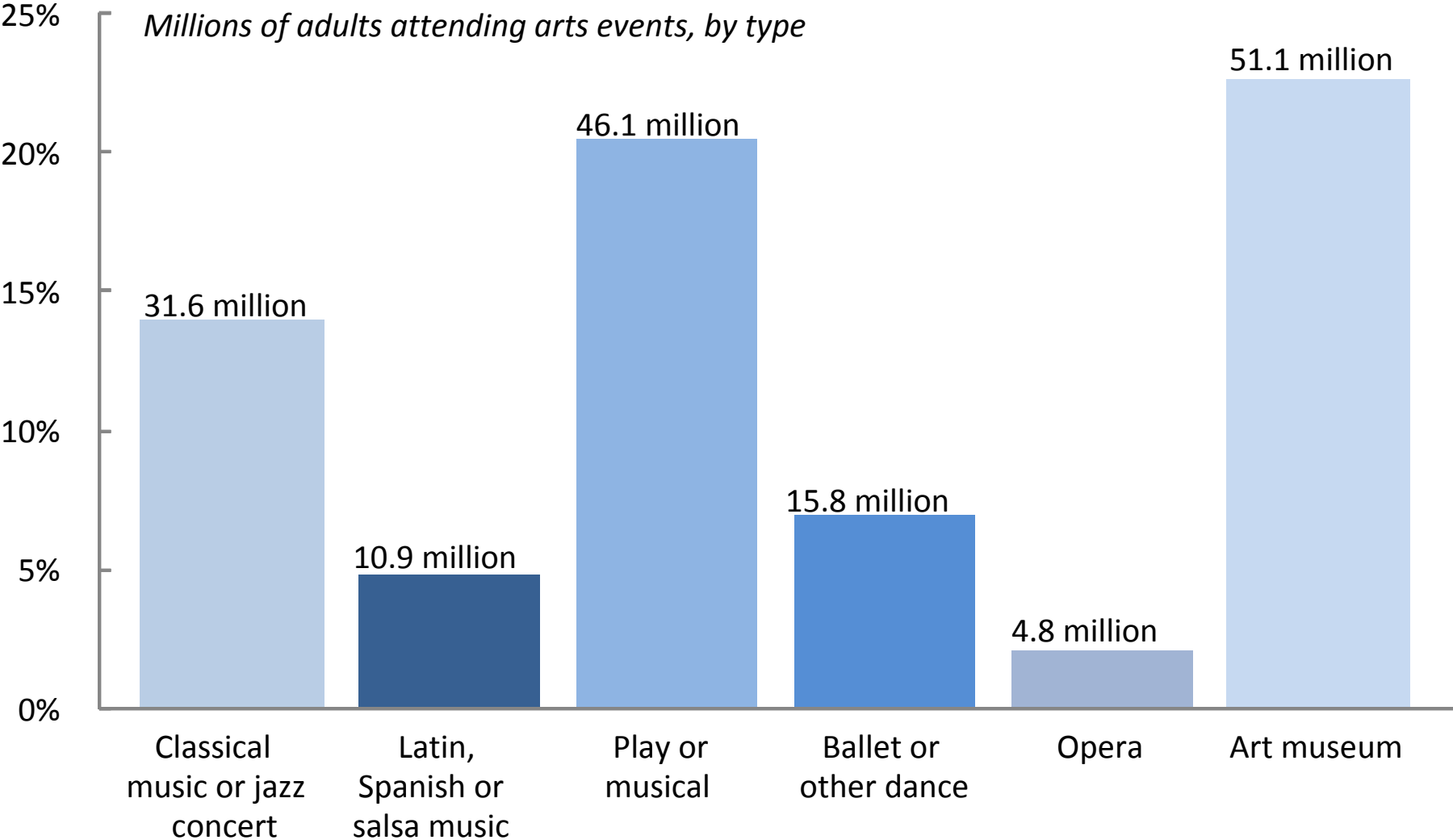
NEA's Survey of Public Participation in the Arts

- **Other activities:**
 - Arts learning
 - Arts creation or performance
 - Arts participation via media and technology
 - Non-arts leisure activities
- **Music and reading preferences**

Arts Attendance Patterns, 1982-2008

- **35%** of all adults (or 78 million Americans) attended an art museum or an arts performance in the 2008 survey period
- Nearly **40%** did so in 1982, 1992, and 2002

Percentage of U.S. Adult Population Attending Arts Events, 2008



Smaller percentages of adults attended performing arts events than in previous years.

	1982	1992	2002	2008
Jazz	9.6%	10.6%	10.8%	7.8%
Classical music	13.0%	12.5%	11.6%	9.3%
Opera	3.0%	3.3%	3.2%	2.1%
Musical plays	18.6%	17.4%	17.1%	16.7%
Non-musical plays	11.9%	13.5%	12.3%	9.4%
Ballet	4.2%	4.7%	3.9%	2.9%

pp = percentage points

** statistically insignificant*

Smaller percentages of adults attended performing arts events than in previous years.

	1982	1992	2002	2008	Change		Rate of change	
					2002-2008	1982-2008	2002-2008	1982-2008
Jazz	9.6%	10.6%	10.8%	7.8%	-3.0 pp	-1.8 pp	-28%	-19%
Classical music	13.0%	12.5%	11.6%	9.3%	-2.3 pp	-3.7 pp	-20%	-29%
Opera	3.0%	3.3%	3.2%	2.1%	-1.1 pp	-0.9 pp	-34%	-30%
Musical plays	18.6%	17.4%	17.1%	16.7%	-0.4* pp	-1.9 pp	-2%*	-10%
Non-musical plays	11.9%	13.5%	12.3%	9.4%	-2.9 pp	-2.5 pp	-24%	-21%
Ballet	4.2%	4.7%	3.9%	2.9%	-1.0 pp	-1.3 pp	-26%	-31%

pp = percentage points

** statistically insignificant*

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

Median Age of Arts Attendees: 1982-2008

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

Percentage of Adults Ages 18-24 Attending Arts Events in 1982 and 2008

	1982	2008	Change	Rate of change
Jazz	17.5%	7.3%	-10.2 pp	-58%
Classical music	11.0%	6.9%	-4.1 pp	-37%
Opera	2.0%	1.2%	-0.8* pp	-40%*
Musicals	16.6%	14.5%	-2.1* pp	-13%*
Non-musical plays	10.7%	8.2%	-2.5 pp	-23%
Ballet	3.9%	2.5%	-1.4 pp	-36%
Art museums	22.7%	22.9%	+0.2* pp	+1%*

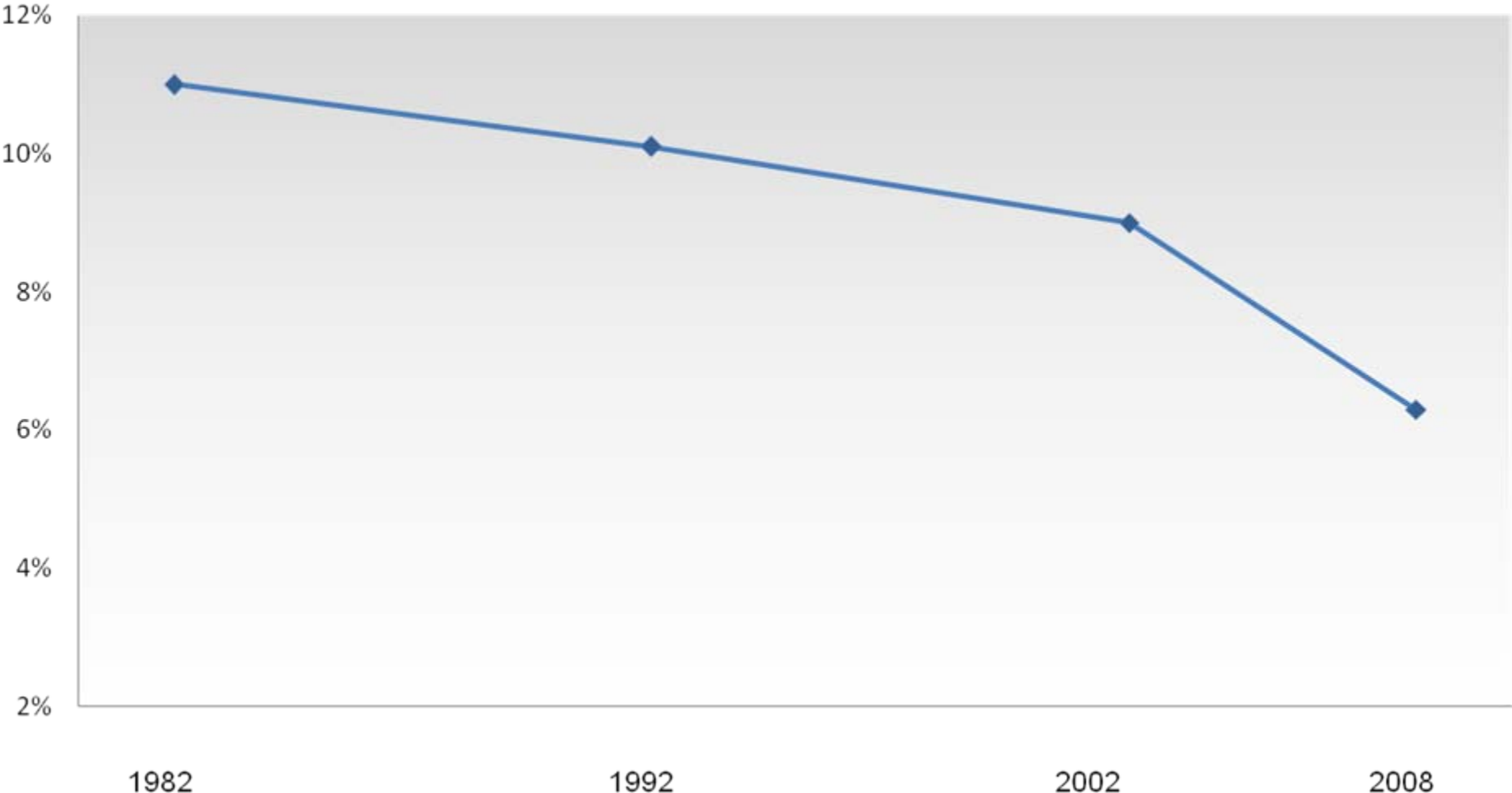
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** statistically insignificant*

Even the most educated Americans are participating less than before.

Percentage of College-Educated Adults Attending Ballet: 1982-2008

(Bachelor's degree or higher)



Arts Creation and Performance, 1992-2008

- Only photography and film-making has increased since 1992 – from 12% to nearly 15% of all adults
- Classical music performance has increased since 2002, after falling from 1992 levels
- Painting/drawing/sculpture, creative writing, and jazz performance remains steady
- Weaving/sewing remains the most popular form of arts creation – but participation rates have declined

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

	1992 [†]	2002	2008
Performing:			
Jazz	1.7%	1.3%	1.3%
Classical music	4.2%	1.8%	3.0%
Opera	1.1%	0.7%	0.4%
Choir/chorus	6.3%	4.8%	5.2%
Musical plays	3.8%	2.4%	0.9%
Non-musical plays	1.6%	1.4%	0.8%
Dance	8.1%	4.3%	2.1%
Making:			
Painting/drawing	9.6%	8.6%	9.0%
Pottery/ceramics	8.4%	6.9%	6.0%
Weaving/sewing	24.8%	16.0%	13.1%
Photography	11.6%	11.5%	14.7%
Creative writing	7.4%	7.0%	6.9%

pp = percentage points * statistically insignificant [†] first year the data became available.

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

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

pp = percentage points * statistically insignificant [†] first year the data became available.

Other Media

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

Other Media

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

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

Online media included

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

Other Venues

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

Conclusions

- 1) American adults have significantly reduced their levels of arts participation since 2002**
 - Live arts attendance
 - Visual arts exhibits, festivals, parks/historic sites
- 2) For many art forms, participation is trending downward**
 - Performing arts audiences are aging rapidly
 - Long-term declines have occurred across education/income groups
- 3) We need a better empirical grasp of the relationship between arts participation and other factors**
 - Arts learning
 - Media/technology
 - Creation/performance

Q & A

To ask a question,
use the “Chat to:” box.



SPPA Reports Underway



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- Age
- Race and ethnicity
- Arts learning
- Internet use
- Arts creation and performance

Participation Perspectives

Perspectives

National Assembly of
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greater
philadelphia cultural
ALLIANCE

ENGAGE
2020
A CULTURAL ALLIANCE INITIATIVE

Tom Kaiden
Greater
Philadelphia
Cultural Alliance



Perspectives

National Assembly of
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Supporting ideas.

Sharing solutions.

Expanding opportunities.®



Rory MacPherson
The Wallace Foundation

Perspectives

National Assembly of
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Vicki Vitiello
North Carolina Arts
Council



**What
participation
trends are
you currently
seeing?**



**How are
cultural
organizations
adapting?**

How can state arts agencies and other grant-makers help?



Q & A



To ask a question,
use the “Chat to:” box.

What further research is needed?



Food For Thought

- **Grant-making:** How is participation addressed in our guidelines, criteria and application forms?
- **Non-grant support:** What else can we do? How can we use our influence and assets (convening power, training programs, networking, communications, etc.) to strengthen arts participation?
- **Information-gathering:** What participation questions are we asking on our forms and surveys? How can we help grantees provide reliable data?
- **Public expectations:** Do we know what our citizens value the most about arts participation? Can we convey those expectations to decision makers?
- **Relationships:** How should we relate to venues or groups that aren't nonprofits?
- **Arts education:** Where can our resources have the greatest impact?

FOLLOW UP E-MAIL

- Contact information
- Participation programs
- Links to research
- NASAA resources

- Engaging Art: The Next Great Transformation of America's Cultural Life (Steven Tepper)
- Engaging Art: What's the Public Sector Role? (Steven Tepper)
- Intrinsic Benefits: Understanding Transformative Arts Experiences (Alan Brown)
- Strengthening Rural Arts Participation (Montana Arts Council)
- Arts Learning: A Critical Factor in Arts Participation (RAND and The Wallace Foundation)

Save the Date!

No “Off Season” for Advocacy

Thursday, September 24

3:00 pm – 4:15 pm

Thanks for participating!

Questions or comments about this session? Contact Eric Giles, Learning Services Manager (eric.giles@nasaa-arts.org).

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.