

U.S. Patterns of Arts Participation:

A Full Report from the 2017 Survey of Public Participation in the Arts



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Front cover: Visitors attend an exhibition preview party of *The Big Hope Show* at the American Visionary Arts Museum in Baltimore, Maryland, in 2015. Photo by Shawn Levin

About this Report

The Survey of Public Participation in the Arts (SPPA) is the nation’s largest, most representative survey of adult patterns of arts participation in the United States. This report presents top-line statistics from the 2017 SPPA about U.S. adults’ participation in arts activities and examines patterns of participation in different art forms and genres. It considers the frequency of people’s arts involvement, the types of venues where such activities occurred, and why these Americans chose to participate.

Critically, the report also describes the demographic characteristics of arts participants. For the benefit of arts organizations, the back of the report (see “Spotlights,” p. 89) lists summary statistics for five artistic disciplines: visual arts, music, dance, theater, and literary activity.

In 2017, U.S. adults (aged 18 and older) participated in the arts in one or more of the following ways:

- Used electronic media to consume artistic or arts-related content (**74 percent**, or 175 million adults)
- Read books not required for work or school, and/or read novels and short stories, poems, or plays in particular (**57 percent** or 138 million adults)
- Attended artistic, creative, or cultural activities (**54 percent**, or 133 million adults)
- Created or performed art (**54 percent**, or 133 million adults)
- Learned an art form informally (**17 percent**, or 41 million adults) or took formal arts classes or lessons (**9.5 percent**, or 23 million adults)

Future research reports will elaborate on topics such as reading and other literary activities; motivations and barriers in arts participation; the role of digital media; and forms and modes of arts access. The Arts Endowment will also release state-level estimates of arts participation. Meanwhile, this report offers many national findings that merit close attention:

- Among adults who participated—as creators or performers—in performing arts activities, the majority (62 percent) did so to **spend time with family and friends**. By contrast, most adults who created visual artworks reported doing so because they felt **“creative or creatively inspired”** (61 percent).
- More than half of adults who attended artistic, creative, or cultural activities did so **more than twice a year**.
- Among adults who sang, made music, danced, or acted, 63 percent did so **in the home**, while 40 percent did so in a **place of worship**.
- More than a third of Americans (35 percent) did **not** agree with this statement: “There are **plenty of opportunities** for me to take part in arts and cultural activities in my neighborhood or community.”

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Executive Summary

This summary presents top-line statistics about Americans' yearlong patterns of participation in arts and cultural activities. In various studies, arts participation has been positively linked with emotional well-being, social and civic engagement, tolerance and receptivity, and other factors that can contribute to healthy lifestyles and communities. Routine measurements of a nation's levels of arts participation, therefore, can yield valuable insights not only for cultural planners, policymakers, and practitioners, but also for groups and individuals seeking to monitor and improve those broader societal outcomes.

The following data show that between half and three-quarters of all Americans took part in one of four types of arts and cultural activities in the course of a year. Activities included:

- Attending Arts and Cultural Events
- Personally Performing or Creating Art
- Reading Books and Literature
- Consuming Art through Electronic Media

All findings stem from the 2017 wave of the Survey of Public Participation in the Arts, the nation's largest periodic survey of arts participation habits. The U.S. Census Bureau conducts this survey on behalf of the National Endowment for the Arts.

KEY FINDINGS

1. Attending Arts and Cultural Events

- Nationwide, more than half of all adults—**54 percent, or 133 million**—attended at least one arts and cultural event in the course of a year. The most frequently attended of these activities were:

Activity type	Percent of U.S. adults who attended
Live music performances	42%
Fairs or festivals that featured crafts, visual arts, or performing artists	40%
Live plays or musicals	24%
Art exhibits, such as paintings, sculpture, pottery, photography, or digital art	23%

2. Personally Performing or Creating Art

- An equally large group of Americans (**54 percent, or 128 million**) created ANY artworks or performances over the same period. The most popular of these activities were:

Activity type	Percent of U.S. adults who participated
Singing	25%
Dancing	24%
Photography as an artistic activity	14%
Painting, drawing, sculpting, or printmaking	13%
Playing a musical instrument	11%
Creative writing	7%

- Young adults were more likely to **create or perform art** than were adults of other age groups.
 - Nearly 12 percent of people aged 18-24 did creative writing—a rate nearly twice that of all adults (7 percent).
 - Over the same period, 18 percent of adults aged 18-34 years old did visual art such as painting, drawing, sculpting, or printmaking. By contrast, 13 percent of all adults did these activities.
 - While 11 percent of all adults played a musical instrument, the share of young adults (18-24 years old) who did so was 17 percent.

3. Reading Books and Literature

- Relative to adults who attended arts events or who created or performed art, a comparable share (**53 percent, or 127 million**) read books not required for work or school.
 - 23 percent of adults used electronic devices such as e-readers, tablets, and cell phones to read books.
 - 16 percent of adults listened to audio books.
- Separately, adults reported reading the following types of literature:
 - Poetry (**12 percent of adults, up from 7 percent in 2012**—see the Arts Endowment’s 2018 research booklet, *U.S. Trends in Arts Attendance and Literary Reading: 2002-2017*, available at: <https://www.arts.gov/sites/default/files/2017-sppapreviewREV-sept2018.pdf>),
 - Plays (4 percent, up from 3 percent in 2012), and
 - Novels or short stories (42 percent, down from 45 percent in 2012).

4. Consuming Art through Electronic Media

- Nearly three-quarters of all adults (**74 percent, or 176 million**) used electronic or digital media to consume art. The activities included:

Type of art	Percent of U.S. adults who used electronic or digital media to view or listen
Music such as rock, country, and hip-hop	65%
Classical music	21%
Jazz	20%
Programs or information about books or writers	19%
Latin, Spanish, or salsa music	19%
Theater productions such as musicals or plays, or information about theater	16%
Dance performances or programs or information about dance	14%
Programs or information about the visual arts	14%

- Electronic and digital media contributed to the many **informal ways** that Americans learned about the arts in 2017.
 - 17 percent of adults reported learning about the arts through means other than formal classes or lessons. They were taught by family or friends, learned as part of a family tradition, taught themselves, or used books or the internet.
 - By contrast, 10 percent of all adults had taken formal classes or lessons in the arts within the previous 12 months.

Introduction

From the Paleolithic cave paintings of Lascaux, France to the latest rap video made on a smartphone in Detroit, the impulse to create, share, and experience art is as ancient as human history. Recognizing the breadth of artistic and cultural forms of expression across the United States, the National Endowment for the Arts conducted the first Survey of Public Participation in the Arts (SPPA) in 1982.

Since then, in partnership with the U.S. Census Bureau, the agency has charted Americans' evolving relationship with the arts by periodically measuring live attendance at jazz and classical music concerts, operas, musicals, plays, and ballet as well as visits to art museums and galleries. Using the survey, the agency also has tracked other forms of arts participation such as engagement through media and through the personal creation or performance of artworks.

As art forms and practices continue to evolve, researchers at the Arts Endowment have needed to adapt the survey instrument so that the information stays current. Other factors also require vigilance, such as the nation's shifting demographics and the rapidity of technological advances in how Americans access and create art. To fully account for these dynamics, the SPPA has been expanded, over the past few iterations, to measure participation in a greater variety of art forms (e.g., now including spoken-word performances and Latin/Spanish/salsa music) and artistic modes (e.g., now including both digital consumption of art and live attendance at arts events).

From another vantage, the relatively recent push to expand the measurement framework for arts participation serves three purposes (Novak-Leonard, Reynolds, English, and Bradburn 2015). First, it acknowledges the arts participation of groups that have historically not attended more traditional, "highbrow" arts events in significant numbers. As Tepper and Gao (2008) note, "when artistic practice (i.e., making and performing the arts) is compared with more traditional measures of attendance, it is found that barriers of age, income, and education become less significant" (18).

Second, it reflects the rise of what Jenkins and Bertozzi (2008) refer to as the "new participatory culture" in the U.S. This trend marks the turning away from "a world where a few gifted artists produced works that would be consumed and admired by many" and toward "a world where many are producing works that can be circulated among smaller niche publics" (176). This transformation has been brought about by the widespread availability of digital technology as a mode that allows individuals to create and share works of art in unprecedented fashion.

Third, it recognizes Americans' growing desire to engage with the arts on their own terms. Prizing "the allure of control and choice," Americans seek interactions that "are personally meaningful, immediate and relevant" (Novak-Leonard, Wong, and English 2015, 8). Tepper (2008) refers to this new interest to engage with the arts on a highly personal level as the "curatorial me." He comments that "handed the capacity to reorganize cultural offerings at will through new [electronic] devices... citizens are increasingly capable of curating their own cultural experiences" (367). Thus, through creating a music playlist, browsing a museum's collection online, or streaming an opera performance, Americans increasingly have freedom to follow their own artistic and cultural pursuits.

Over time, the National Endowment for the Arts has acknowledged that using arts attendance as the primary measure of arts participation is insufficient. In 2012, the agency expanded the listing of arts venues on the survey while adding questions about using electronic media to share and create art. For 2017, the SPPA questions were further broadened to include questions about attendance at school-

level arts programs. These and other efforts by the Arts Endowment seek to “widen the aperture for what is recognized, and measured,” allowing for a more detailed understanding of how U.S. adults engage with the arts in today’s society (Novak-Leonard et al. 2015, 8).

Data and Measures for this Report

The SPPA is a nationally representative survey of how adults in the United States engage with art. Relying on data from the 2017 SPPA, this report builds on prior SPPA reporting to provide an updated portrait of U.S. adults’ arts participation patterns. The report uses SPPA data to give the percentages of adults who participated in various arts activities. In addition, the data permit examination of these rates by adults’ demographic characteristics (specifically by gender, race/ethnicity, and age, and highest level of education attained by the respondent; see Table 1 to review these demographic breakdowns for the population of U.S. adults).

Table 1. Percentage distribution of U.S. adults, by selected characteristics: 2017

Characteristic	Percentage distribution of U.S. adults
Total	100.0
Gender	
Male	48.2
Female	51.8
Race/ethnicity*	
White	63.9
Black	11.8
Hispanic	16.0
Asian	5.9
Other	2.4
Age	
18-24	12.0
25-34	17.8
35-44	16.2
45-54	16.9
55-64	16.9
65-74	11.9
75+	8.1
Highest level of education	
Grade school	3.7
Some high school	6.7
High school graduate	29.4
Some college/Associate degree	28.0
College graduate	20.7
Graduate school	11.5

NOTE: Detail may not sum to totals because of rounding.

*The basic CPS questionnaire records the race and ethnicity of each respondent. With respect to race, a respondent can be White, Black, Asian, American Indian and Alaskan Native (AIAN), Native Hawaiian and Other Pacific Islander (NHOPI), or combinations of two or more of the preceding. A respondent's ethnicity can be Hispanic or non-Hispanic, regardless of race. The categories presented throughout the report for White, Black, and Asian, refer to individuals who identified as non-Hispanic White, non-Hispanic Black, and non-Hispanic Asian, respectively. The category Hispanic refers to respondents who identified only as Hispanic, and not any other race. All other race and ethnicity compositions are included in the Other category.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA).

The following chapters of this report cover six dimensions of arts participation:

- I. Attending arts activities
- II. Reading books and literature
- III. Consuming art through electronic media
- IV. Making and sharing art
- V. Participating in arts learning
- VI. Perceptions of arts availability

The findings give overall estimates of arts participation for the total U.S. adult population as well as subgroup differences in participation. All six chapters discuss findings from 2017, and four chapters (attending arts activities, reading books and literature, making and sharing art, and participating in arts learning) consider changes in participation from 2012 (the prior survey period) to 2017. The four chapters that include cross-year analyses build on previous research reports from the Arts Endowment. Those reports are: *U.S. Trends in Arts Attendance and Literary Reading: 2002-2017* and *A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012*. Readers who want to focus on understanding changes across time may be interested in further exploration of these and other agency reports.

When the text presents a direct comparison between two groups (e.g., between a group of people who engaged in one arts activity versus a group who participated in another, or between groups of people with different demographic characteristics), the findings are statistically significant at $p < .10$. For more information about the SPPA data or the analytic methods used to create this report, please see the technical notes and methodology at the end of this report.

I. Attending Arts Activities

Arts Attendance Data from the SPPA

The SPPA has collected information on American adults' habits of arts participation since 1982. The collection offers robust data that can be used not only to understand the breadth of current attendance at arts activities but also to track attendance patterns over time. The following sections report attendance at arts events specific to 2017 and then examine how arts attendance varied from 2012 to 2017.

Specific to 2017, the National Endowment for the Arts collected information on attendance by U.S. adults at broad categories of artistic, creative, and cultural activities—including those performed by community members or students. These new data allow for reporting overall rates, frequency, and other factors (e.g., motivations, venues) related to attending the following set of activities:¹

- a fair or festival that featured crafts, visual arts, or performing artists such as musicians, singers, dancers, or actors
- an art exhibit, such as paintings, sculpture, pottery, photography, or digital art
- a live music performance (including professional, community, or student musicians)
- a live play or musical (including professional, community, or student performers)
- a live dance performance (including professional, community, or student performers)
- an event featuring a poet or writer (including book signings, readings, or poetry slams)
- any other kind of live performance (which could include storytelling, standup or improv comedy, puppetry, or a circus performance)

To enable historical trend comparisons, the 2017 SPPA separately collected data on a set of specific arts activities. These individual arts activities have been referenced by the SPPA instrument for several waves of the survey. The events in this category include attendance at live performances of the following activities:²

- jazz
- classical music
- opera
- musical plays
- nonmusical plays
- ballet
- dance other than ballet
- performing arts festivals
- Latin, Spanish, or salsa music
- other music, theater, or dance activities than the genres specifically mentioned in this list
- outdoor festivals that featured performing artists

¹ The questionnaire used the word “activities” for the attendance items. This text uses “activities” and “events” interchangeably to discuss these sets of items. These items come from Core II of the 2017 SPPA.

² These items come from Core I of the 2017 SPPA.

The survey also gathered information on attendance at visual arts activities, including the following:

- visiting an art museum or gallery
- attending a crafts fair or visual arts festival
- visiting a park or monument or touring a building or neighborhood for its historic or design value

Attendance at Arts Events: 2017

The following sections examine attendance at arts events in 2017. The first section gives the percentages of adults who attended an event during the last 12 months;³ it describes percentages for U.S. adults as a whole and delves more deeply into differences by gender, race/ethnicity, age, and highest level of education attained.⁴ Next, the report details the frequency with which U.S. adults attended arts events, describes the venues at which U.S. adults attended the events, and concludes with an exploration of the various reasons why adults attended arts events.

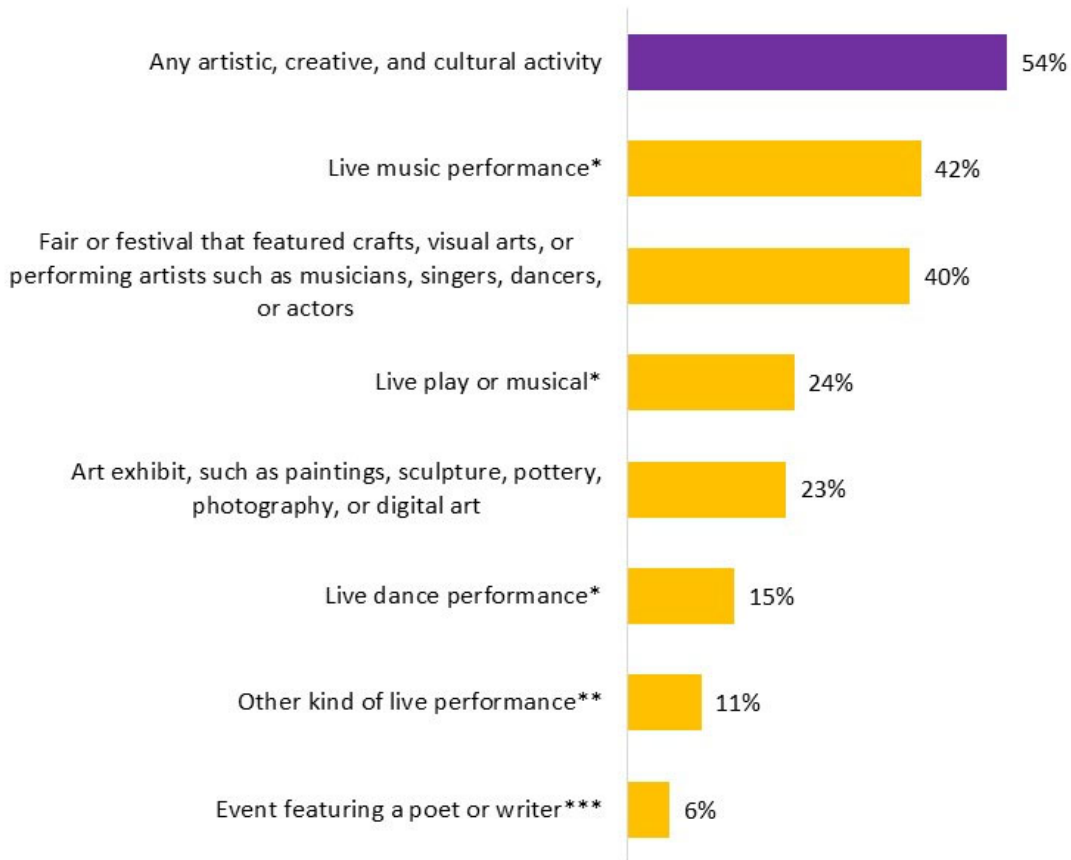
Percentages of adults who attended arts events

In 2017, over half of U.S. adults (54 percent, or approximately 133 million adults) attended any of the aforementioned artistic, creative, or cultural activities in the past 12 months (Figure 1), but some types of events proved more popular than others. Specifically, 42 percent of American adults attended a live music performance, and 40 percent attended a fair or festival that featured crafts, visual arts, or performing artists. Nearly a quarter of adults attended a live play or musical (24 percent) or an art exhibit (23 percent). Smaller shares of adults attended a live dance performance (15 percent), another kind of live arts performance (11 percent), or an event featuring a poet or a writer (6 percent).

³ The questionnaire asked respondents to consider their activities during the 12 months preceding the date they filled out the survey. That is, the questionnaire stated: “The following questions are about your activities during the last 12 months between {fill today’s date} 2016 and {fill today’s date} 2017.”

⁴ The findings in this section illustrate how the percentages of adults who attended the various arts activities differed according to demographic characteristics, which is vital background information that can inform our collective understanding of rates of participation for U.S. adults. Still, readers should note that these data do not speak to the extent to which these differences in attendance are due to different levels of interest, different barriers to access, or other factors. For a richer discussion of barriers to arts attendance, see *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance* (National Endowment for the Arts, 2015).

Figure 1. Percentage of U.S. adults who attended artistic, creative, or cultural activities during the last 12 months, by activity type: 2017



* Includes professional, community, or student musicians/performers

** Examples of 'other kind of live performance' include storytelling, standup or improv comedy, puppetry, or a circus performance

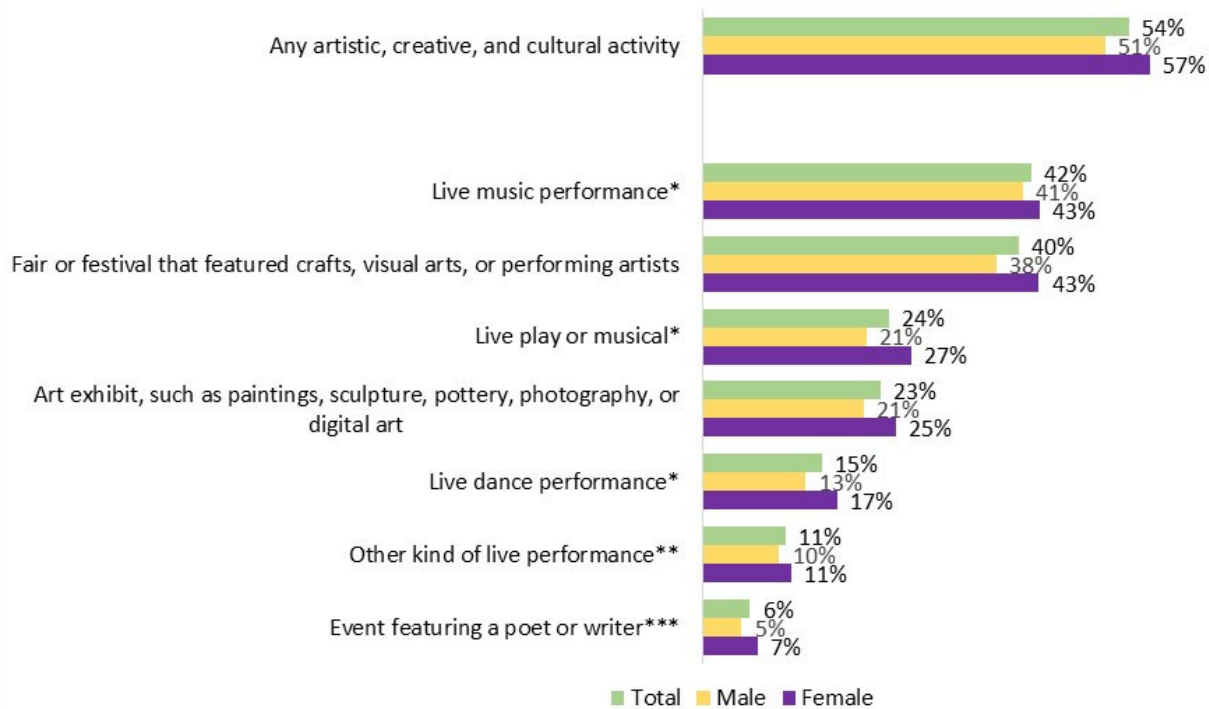
*** Examples of an 'event featuring a poet or writer' include book signings, readings, or poetry slams

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, Core 2.

In many ways, the percentages of adults who attended arts events varied by the adults' demographic characteristics, including their gender, race/ethnicity, age, and highest level of education.

By gender, a larger percentage of women than men attended any event by 6 percentage points (Figure 2), and larger percentages of women than men attended many particular types of events in the past 12 months as well.⁵ For example, 43 percent of women attended a fair or festival, whereas 38 percent of men attended these activities. There is no significant difference in attendance between men and women at "other" types of events.

Figure 2. Percentage of U.S. adults who attended artistic, creative, and cultural activities during the last 12 months, by gender and activity type: 2017



* Includes professional, community, or student musicians/performers

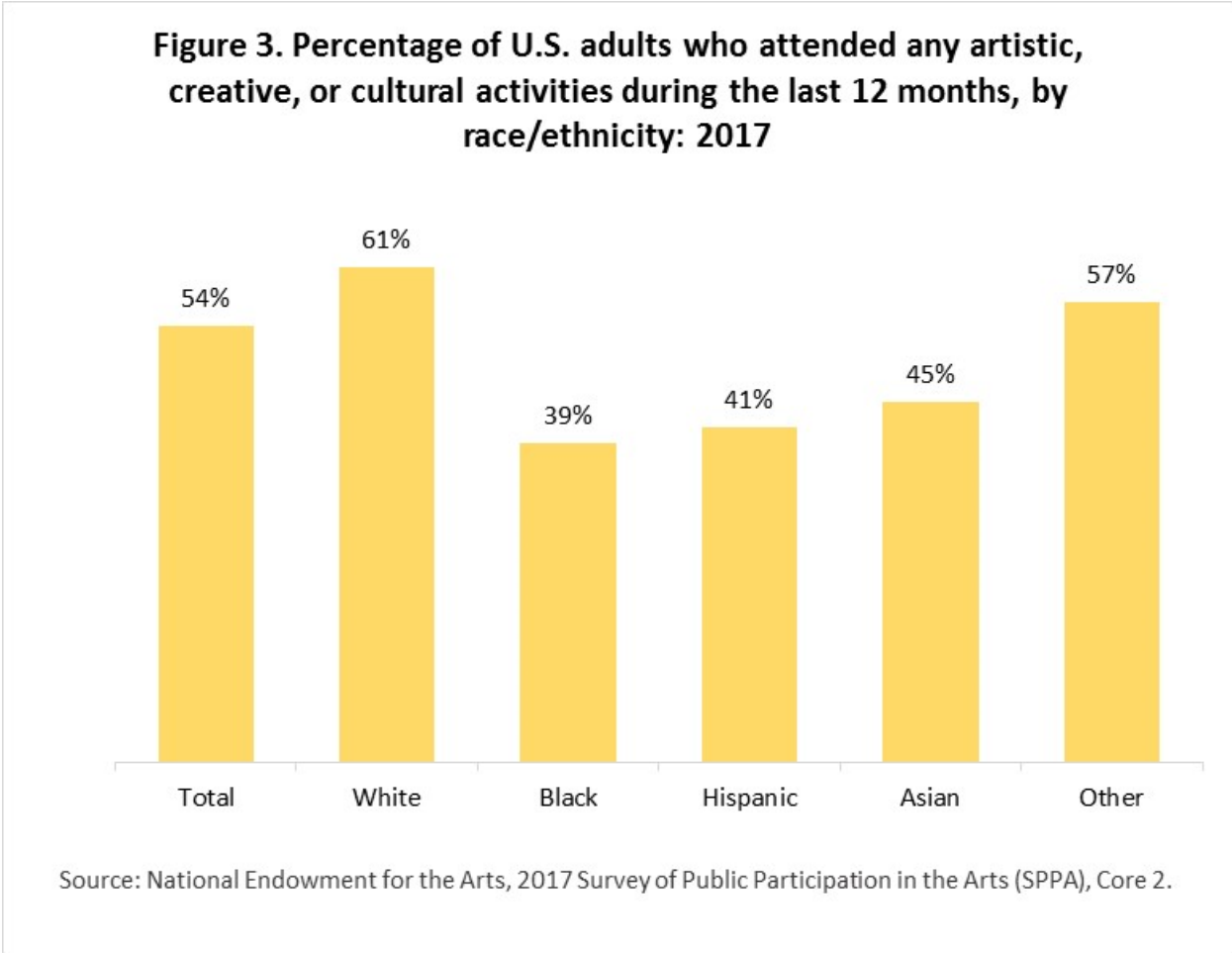
** Examples of 'other kind of live performance' include storytelling, standup or improv comedy, puppetry, or a circus performance

*** Examples of an 'event featuring a poet or writer' include book signings, readings, or poetry slams

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, Core 2.

⁵ The percentages of men and women who attended a live music performance were not measurably different.

Regarding race and ethnicity⁶, a larger percentage of White adults attended any event in the past 12 months (61 percent), compared with Black adults (39 percent), Hispanic adults (41 percent), and Asian adults (45 percent; Figure 3).



This pattern by race/ethnicity was mirrored in attendance at several specific events. Higher rates of White adults attended live music performances, fairs or festivals, live plays or musicals, and art exhibits than did their Black, Hispanic, or Asian adult counterparts (Table 2). The percentage of adults of other race/ethnicity who attended fairs or festivals, art exhibits, live music performances, and events featuring poets or writers were higher than the corresponding percentages for Black adults, Hispanic adults, and Asian adults. Adults of other race/ethnicity also had higher rates of attendance at events featuring poets or writers, compared to White adults.

⁶ The basic CPS questionnaire records the race and ethnicity of each respondent. With respect to race, a respondent can be White, Black, Asian, American Indian and Alaskan Native (AIAN), Native Hawaiian and Other Pacific Islander (NHOPI), or combinations of two or more of the preceding. A respondent’s ethnicity can be Hispanic or non-Hispanic, regardless of race. The categories presented throughout the report for White, Black, and Asian, refer to individuals who identified as non-Hispanic White, non-Hispanic Black, and non-Hispanic Asian, respectively. The category Hispanic refers to respondents who identified only as Hispanic, and not any other race. All other race and ethnicity compositions are included in the Other category.

Table 2. Percentage of U.S. adults who attended artistic, creative, and cultural activities during the last 12 months, by race/ethnicity and activity type: 2017

Race/ethnicity	Live music performance ¹	Fair or festival that featured crafts, visual arts, or performing artists	Live play or musical ¹	Art exhibit, such as paintings, sculpture, pottery, photography, or digital art	Live dance performance ¹	Other kind of live performance ²	Event featuring a poet or writer ³
White	47.8	46.2	28.1	26.3	15.8	11.3	6.6
Black	30.2	27.7	16.0	14.9	14.2	10.1	6.8
Hispanic	29.8	29.5	14.0	14.3	13.9	7.9	2.1
Asian	32.9	27.8	20.7	18.5	15.9	9.1	5.2
Other	45.5	47.9	21.1	33.3	13.7	13.6	13.4

¹ Includes professional, community, or student musicians/performers.

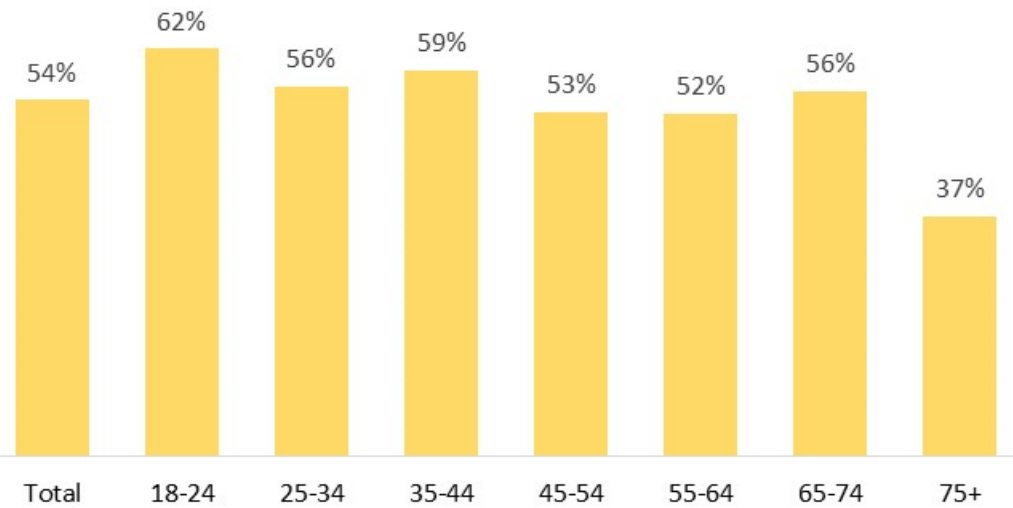
² Examples of 'other kind of live performance' include storytelling, standup or improv comedy, puppetry, or a circus performance.

³ Examples of an 'event featuring a poet or writer' include book signings, readings, or poetry slams.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core II.

With regard to age, data from the 2017 SPPA indicate that the percentage of the oldest American adults (aged 75 and older) who attended any arts activity in the past year was consistently lower than the percentages of adults in all other age groups (Figure 4). Likewise, the percentage of the youngest adults (aged 18–24) who attended any arts activity in the past year was generally higher than that of other age groups. Beyond these bookend age categories, no clear patterns emerge with respect to overall arts attendance rates by age.

Figure 4. Percentage of U.S. adults who attended any artistic, creative, or cultural activities during the last 12 months, by age: 2017



Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, Core 2.

An examination of particular types of arts activities by adult age shows a similar pattern: in general, the youngest adults attended many activities at higher rates than older adults; however, the differences in some activities are more apparent (Table 3). For instance, 53 percent of 18-to-24-year-olds attended a live music performance in the past year, which was 6–29 percentage points higher than the rates for older adults. Similarly, the percentage adults aged 18-24 who attended a fair or festival (47 percent) was notably higher—by 8–22 points—than the corresponding percentages of adults aged 45 and older who did this activity.

Table 3. Percentage of U.S. adults who attended artistic, creative, and cultural activities during the last 12 months, by age and activity type: 2017

Age	Live music performance ¹	Fair or festival that featured crafts, visual arts, or performing artists	Live play or musical ¹	Art exhibit, such as paintings, sculpture, pottery, photography, or digital art	Live dance performance ¹	Other kind of live performance ²	Event featuring a poet or writer ³
18-24	53.2	46.7	25	26.4	18.2	13.4	6.5
25-34	43.1	42.7	22.4	22.1	15.8	12.1	6.8
35-44	47.3	45.1	25.9	24.9	18.6	13.3	6.7
45-54	42.2	39	23.6	21.6	15.3	9.8	4.5
55-64	38.9	39	23.7	24.1	14.1	8.4	5.5
65-74	38.7	39.7	26.4	22.9	13.6	10.4	7.2
75+	24.6	24	18.6	14.2	8.8	4.5	4.9

¹ Includes professional, community, or student musicians/performers.

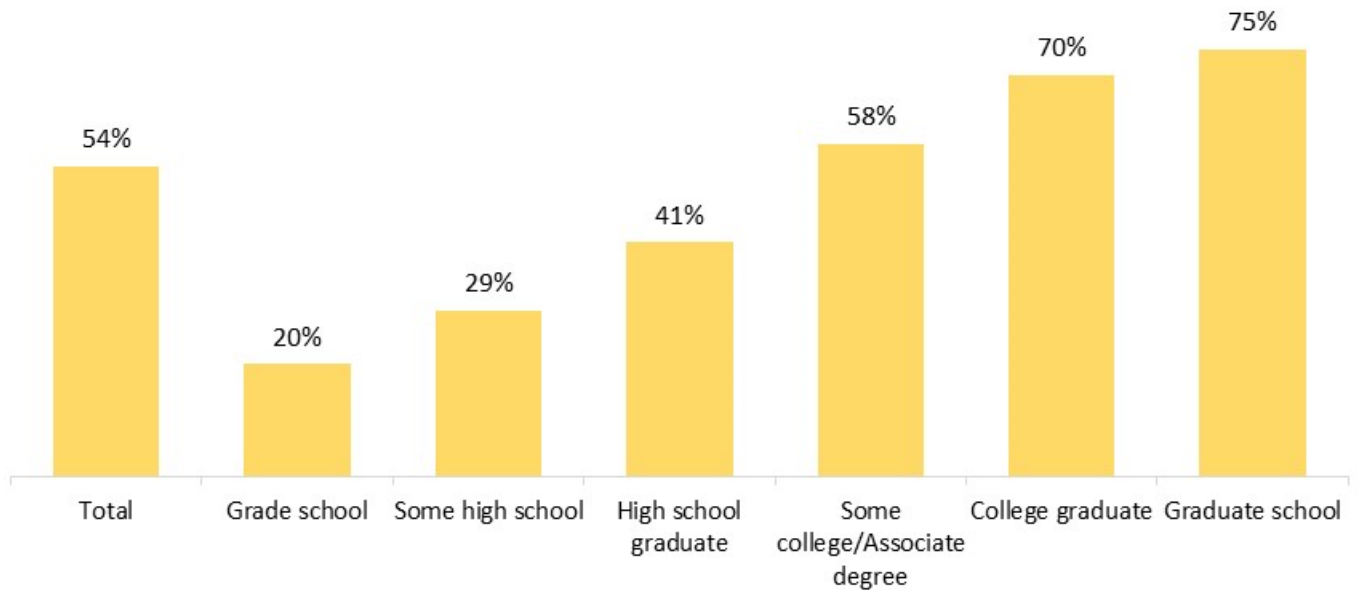
² Examples of "other kind of live performance" include storytelling, standup or improv comedy, puppetry, or a circus performance.

³ Examples of an "event featuring a poet or writer" include book signings, readings, or poetry slams.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core II.

Examination of arts participation in light of adults' highest level of education shows a very clear pattern; that is, the percentage of adults reporting participation in arts events increased by education level (Figure 5). For instance, the percentage of adults with a graduate degree who attended any art event was between 5 and 55 percentage points higher than the corresponding percentages for adults with lower levels of education.

Figure 5. Percentage of U.S. adults who attended any artistic, creative, or cultural activities during the last 12 months, by highest level of education: 2017



Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 2.

Notably, the overarching pattern of adult arts participation increasing with education level persisted across all types of arts activities

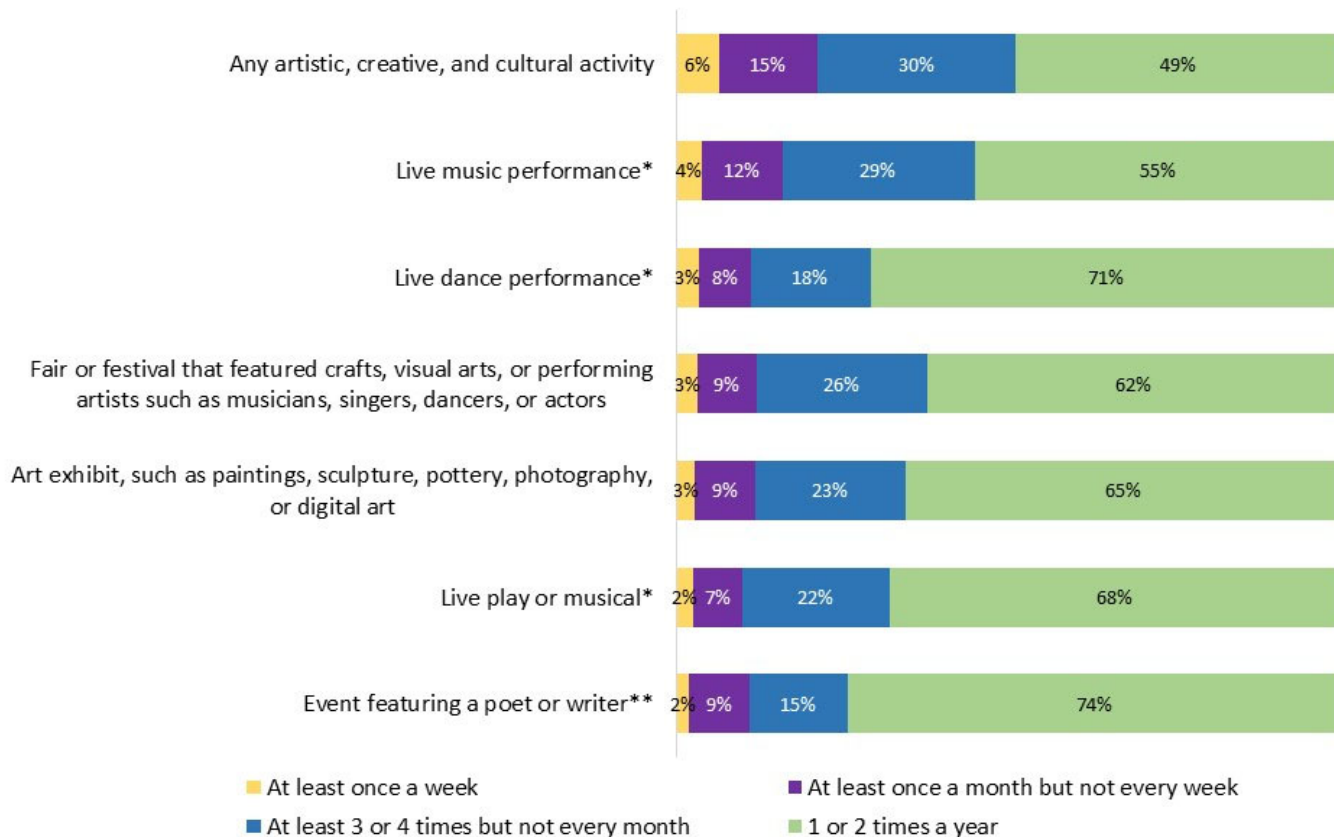
Frequency of attendance

The data are clear on one predominant finding: frequency of attendance was low for all arts events. Specifically, higher percentages of U.S. adults participated in arts events only once or twice during the year rather than more frequently (e.g., once a week; Figure 6). This pattern persisted for all types of arts events.

Nevertheless, live music performances stood out as being more frequently attended by U.S. adults than were other types of events. Approximately 12 percent indicated that they attended monthly and 29 percent attended three or four times a year, which are both higher than for all other event types.⁷

⁷ The percentage of adults who attended live music events monthly was not measurably different than the percentage of adults who attended an event featuring a poet or a writer monthly.

Figure 6. Percentage of U.S. adults who attended artistic, creative, or cultural activities during the last 12 months, by activity type and frequency: 2017



* Includes professional, community, or student musicians/performers

**Examples of 'event featuring a poet or writer' include book signing, readings, or poetry slams

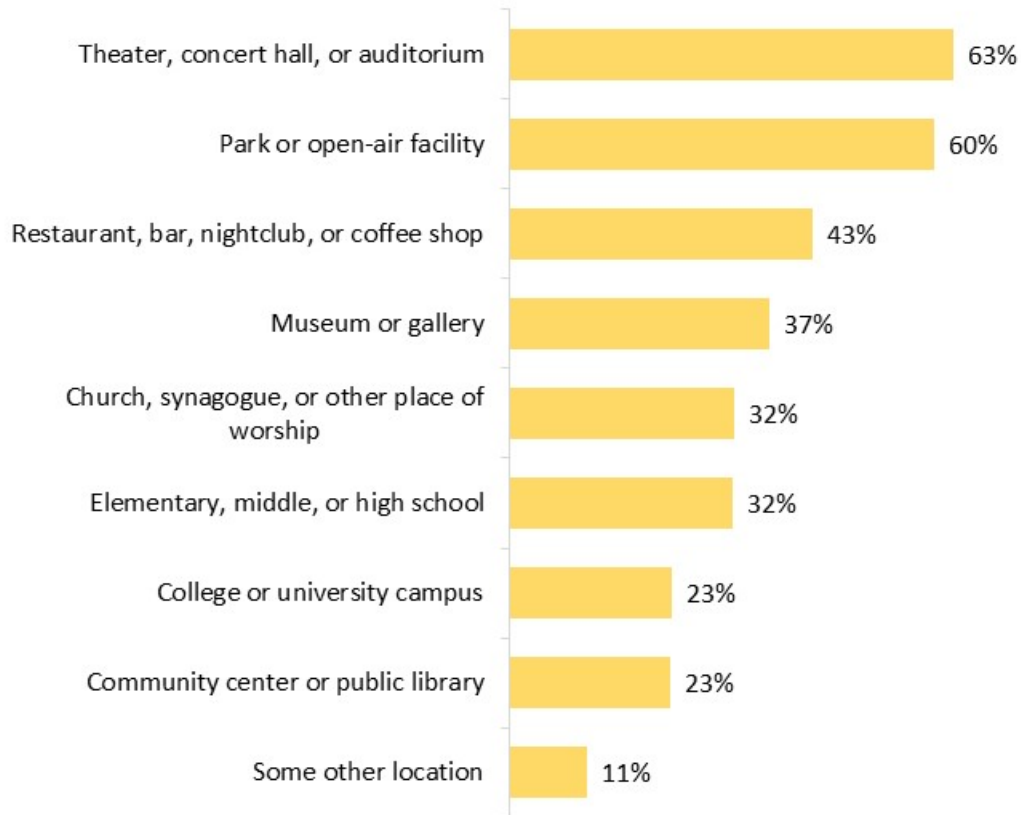
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, Core 2.

Venues for live arts attendance

Sixty-three percent of adults who attended an artistic, creative, or cultural activity did so at a theater, concert hall, or auditorium, and 60 percent attended at a park or open-air facility (Figure 7).

Attendance rates for these two venues were higher than for all other types of venues: restaurants, bars, nightclubs, or coffee shops (43 percent); museums or galleries (37 percent); churches, synagogues, or other places of worship (32 percent); elementary, middle, or high schools (32 percent); college or university campuses (23 percent); community centers or public libraries (23 percent); or some other location (11 percent).

Figure 7. Among U.S. adults who attended at least one artistic, creative, or cultural activity during the last 12 months, percentage by venue: 2017



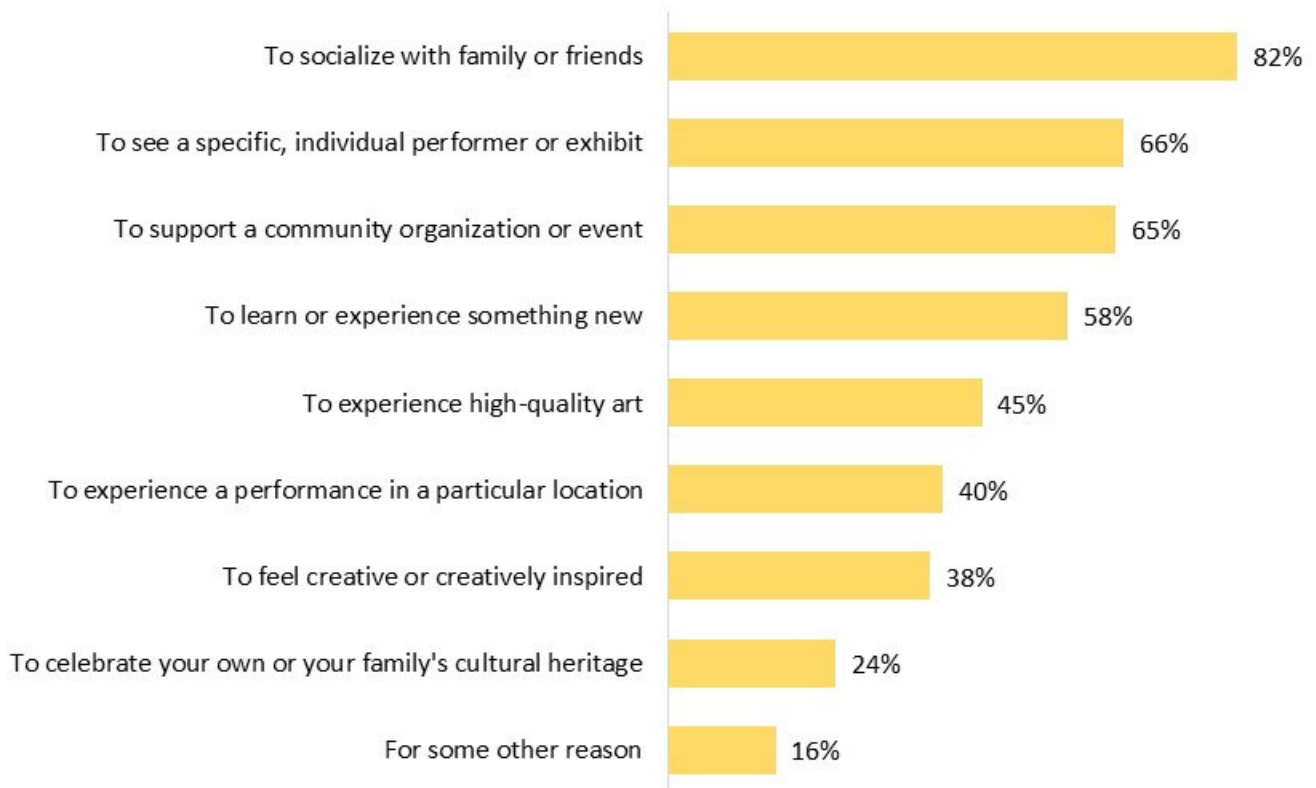
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 2.

Reasons for attendance

On the 2017 SPPA, adults who attended an arts event were able to report why they did so. This information provides critical insights into the motivations for arts attendance. Since adults could report “yes” to any of the listed reasons, the data allow for a more comprehensive understanding of the mixture of reasons potentially at work.

Of the adults who attended an arts event in the past year, more than 80 percent did so to socialize with family or friends (Figure 8), while approximately two-thirds did so to see a specific performer or exhibit (66 percent) or to support a specific community organization or event (65 percent). Nearly 58 percent of adults attended an event to learn or experience something new. Further, adults attended arts events to experience high-quality art (45 percent), to experience a performance in a particular location (40 percent), or to feel creative or creatively inspired (38 percent). Meanwhile, about one-quarter of adults who attended an arts event did so to celebrate their own or their family’s cultural heritage, and 16 percent said they attended for some other reason.

Figure 8. Among U.S. adults who attended at least one artistic, creative, or cultural activity during the last 12 months, percentage by reason given: 2017



NOTE: Respondents could answer 'Yes' to one or more reasons. Artistic, creative, and cultural activities include fairs or festivals that featured crafts, visual arts, or performing artists such as musicians, singers, dancers, or actors; art exhibits, such as paintings, sculpture, pottery, photography, or digital art; live music performances; live plays or musicals; live dance performances; events featuring a poet or writer; and other kinds of live performances.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 2.

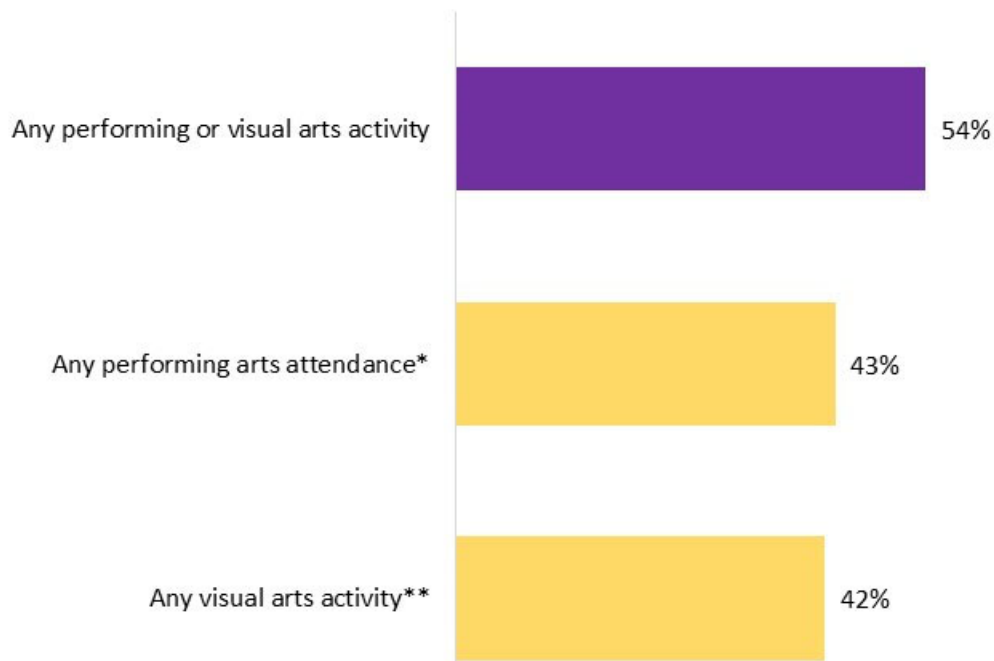
Attendance at Specific Arts Events: 2017 and Earlier

This section of the report shows the percentages of adults who participated in specific activities and the frequency with which they did so. The section describes 2017 findings in comparison with those of previous years. Unlike in the previous section, which described more broad categories of arts attendance, the specific arts events in this section exclude elementary or high school performances.

Percentage of adults who attended specific arts events: 2017

Information from the 2017 SPPA indicates that over 50 percent of U.S. adults (54 percent) attended at least one of the specific performing or visual arts events in the past year (Figure 9), which was equivalent to the 54 percent who reported that they attended the broad categories of arts events discussed above (Figure 1). Forty-three percent of adults attended a performance arts event, and 42 percent attended a visual arts activity.

Figure 9. Percentage of U.S. adults who attended arts activities during the last 12 months, by activity type: 2017



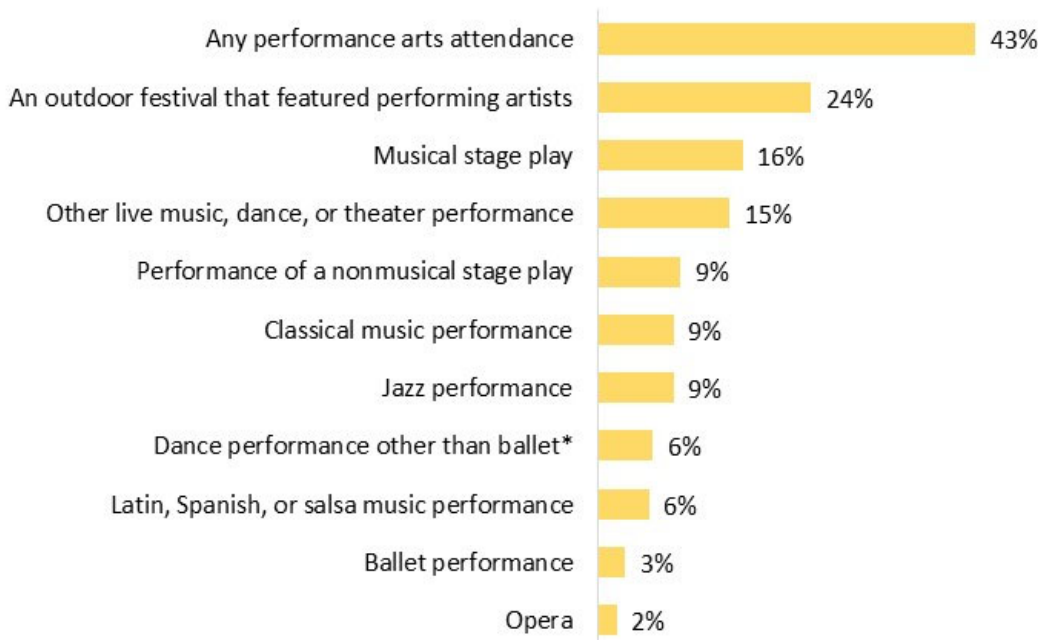
* Except for attending outdoor festivals, respondents were asked to exclude elementary or high school performances. Respondents were required to respond 'yes' or 'no' to at least one of the ten performing arts activities to be included in the summary estimate for any performing arts attendances.

** Respondents were required to respond 'yes' or 'no' to at least one of three visual arts activities to be included in the summary estimate for any visual arts activities.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

With respect to the performing arts, a higher percentage of adults attended an outdoor festival that featured performing artists (24 percent) than attended any other performing arts activity (Figure 10). After outdoor performing arts festivals, musical stage plays were attended by the highest percentage of adults.

Figure 10. Percentage of U.S. adults who attended performing arts activities during the last 12 months, by activity type: 2017



* 'Dance performance other than ballet' includes modern, contemporary, folk, traditional, or tap dance

NOTE: Except for attending outdoor festivals, respondents were asked to exclude elementary or high school performances. Respondents were required to respond 'yes' or 'no' to at least one of the ten performing arts activities to be included in the summary estimate for any performing arts attendances.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

Generally, higher percentages of adults attended a visual arts event than attended a performing arts event. With respect to visual arts attendance, 24 percent of adults visited an art museum or gallery; 24 percent of adults attended a crafts fair or visual arts festival; and 28 percent of adults attended a historic park or monument or toured a building or neighborhood for its historic or design value (Figure 11).

Figure 11. Percentage of U.S. adults who attended visual arts activities during the last 12 months, by activity type: 2017



* Respondents were asked to include any park in which their visit was at least in part because of the historical or design value of the park

NOTE: Respondents were required to respond 'yes' or 'no' to at least one of three visual arts activities to be included in the summary estimate for any visual arts activities.

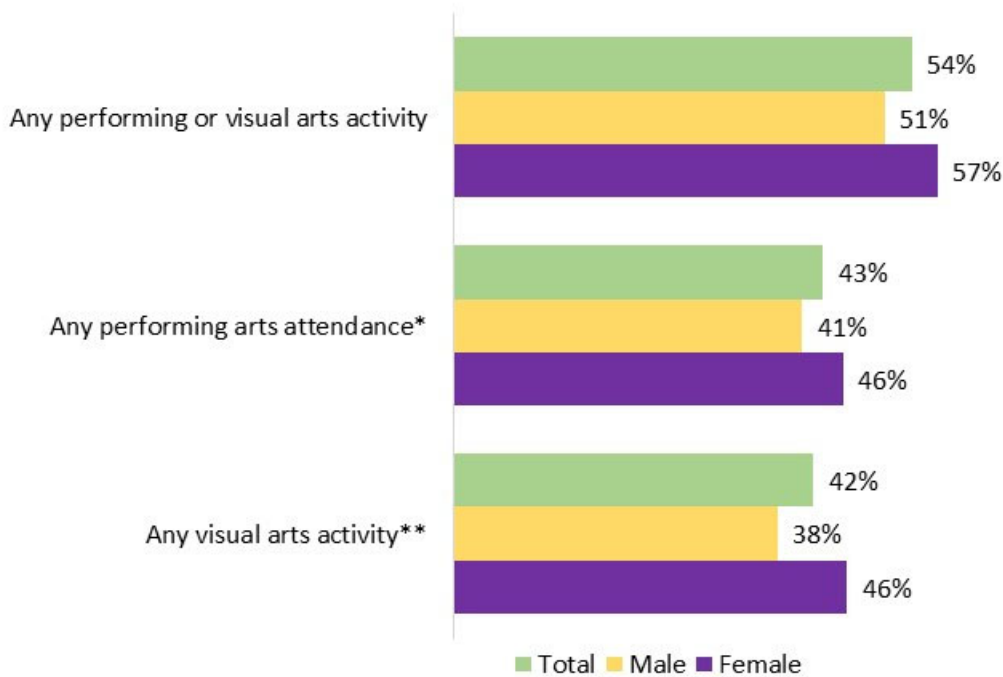
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

These overarching percentages of adults varied by demographic characteristics. The following paragraphs describe differences by gender, race/ethnicity, age, and highest level of education; in each section, the findings first focus on performing arts, then on visual arts.⁸

A higher percentage of women attended any performing or visual arts event than did men (57 percent compared to 51 percent) (Figure 12). A higher percentage of women than men also attended any performing arts event (46 compared to 41 percent).

⁸ See Appendix Table A-7.

Figure 12. Percentage of U.S. adults who attended arts activities during the last 12 months, by gender and activity type: 2017



* Except for attending outdoor festivals, respondents were asked to exclude elementary or high school performances. Respondents were required to respond 'yes' or 'no' to at least one of the ten performing arts activities to be included in the summary estimate for any performing arts attendances.

** Respondents were required to respond 'yes' or 'no' to at least one of three visual arts activities to be included in the summary estimate for any visual arts activities.

Source: National Endowment for the Arts, Survey of Public Participation in the Arts (SPPA), Core 1.

The overall difference in performing arts attendance between men and women calls attention to notable disparities for a few event types: higher percentages of women attended musical stage plays (by 7 percentage points), dance performances other than ballet (by 4 points), and classical music performances (by 4 points). Differences between men and women existed to a lesser extent for nonmusical stage plays (by 2 points), ballet (by 2 points), and opera (by 1 point).

With respect to the visual arts, higher percentages of women attended any visual arts event (see Figure 12) as well as specific types of visual arts activities (Table 4).

Table 4. Percentage of U.S. adults who attended any visual arts activities during the last 12 months, by gender and activity type: 2017

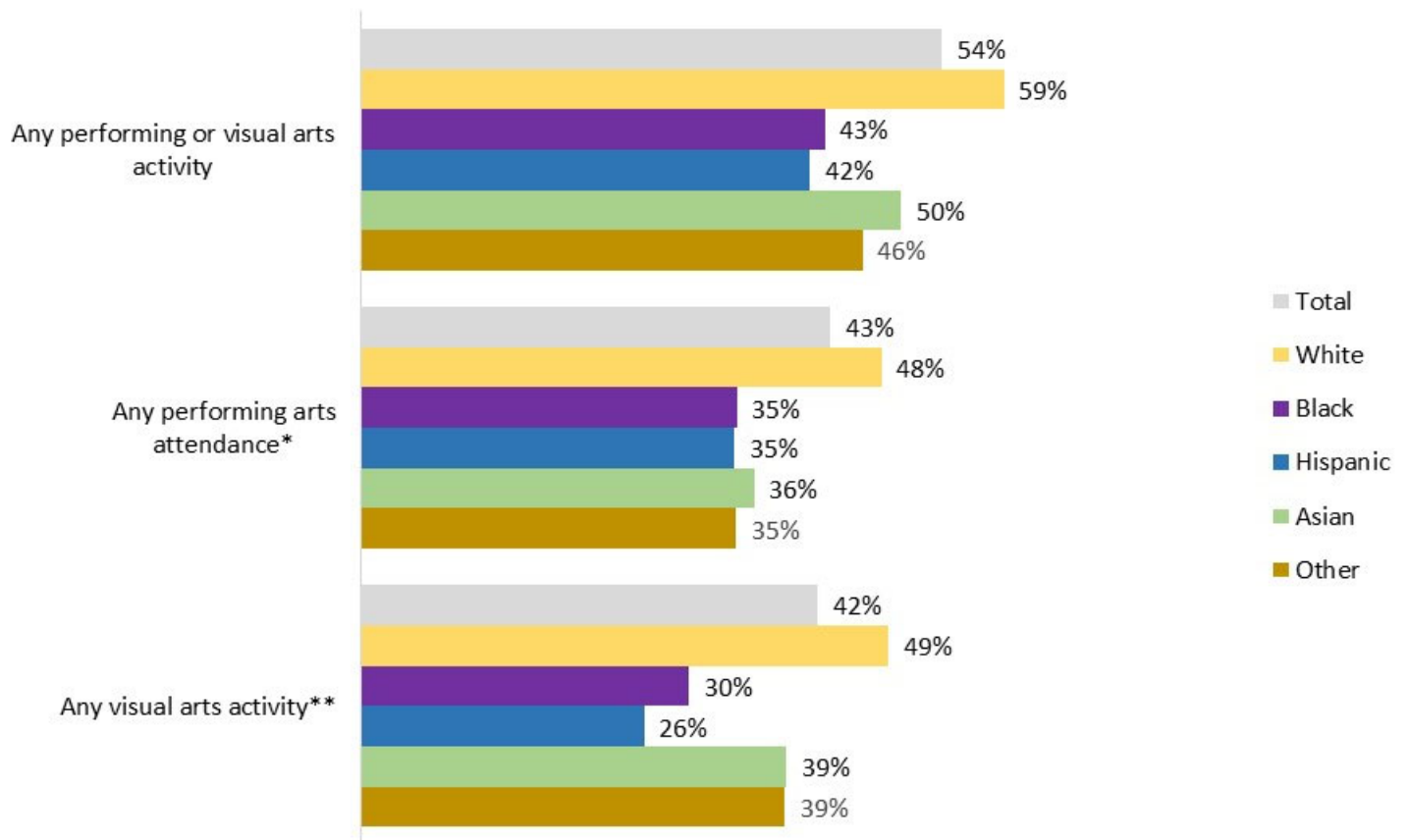
Gender	Visit a historic park or monument, or tour a building or neighborhood for its historic or design value ¹	Go to a crafts fair or a visual arts festival	Visit an art museum or gallery
Male	26.6	19.5	21.1
Female	29.9	27.8	26.2

¹ Respondents were asked to include any park in which their visit was at least in part because of the historical or design value of the park.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core I.

Differences in attendance rates for these arts events also existed by the adults' racial/ethnic backgrounds (Figure 13). A higher percentage of White adults attended any performing or visual arts activity (59 percent) than did Black adults (43 percent), Hispanic adults (42 percent), and Asian adults (50 percent).

Figure 13. Percentage of U.S. adults who attended arts activities during the last 12 months, by race/ethnicity and activity type: 2017



* Except for attending outdoor festivals, respondents were asked to exclude elementary or high school performances. Respondents were required to respond 'yes' or 'no' to at least one of the ten performing arts activities to be included in the summary estimate for any performing arts attendances.

** Respondents were required to respond 'yes' or 'no' to at least one of three visual arts activities to be included in the summary estimate for any visual arts activities.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

This overall pattern held for many—though not all—specific performing arts events (Appendix Table A-7). Notably, the percentage of Hispanic adults who attended a Latin, Spanish, or salsa music performance was 13 to 14 percentage points higher than the percentage of White, Black, and Asian adults who did so. Similarly, the percentage of Black adults who attended a jazz performance was higher than the corresponding percentage for Asian adults by 8 points, for Hispanic adults by 6 points, and for White adults by 3 points.

With respect to visual arts events, a higher percentage of White adults (49 percent) than Black adults (30 percent), Hispanic adults (26 percent), and Asian adults (39 percent; see Figure 13) attended any visual arts event. Additionally, a higher percentage of Asian than Black or Hispanic adults attended any visual arts event. White adults also had higher rates of attendance than Black, Hispanic, and Asian adults for attending a craft fair or visiting historic buildings, and White adults had higher rates of attendance for all three types of visual arts events than did Black and Hispanic adults. Asian adults had higher rates than Hispanic and Black adults for visiting museums and visiting historic buildings (Table 5).

Table 5. Percentage of U.S. adults who attended any visual arts activities during the last 12 months, by race/ethnicity and activity type: 2017

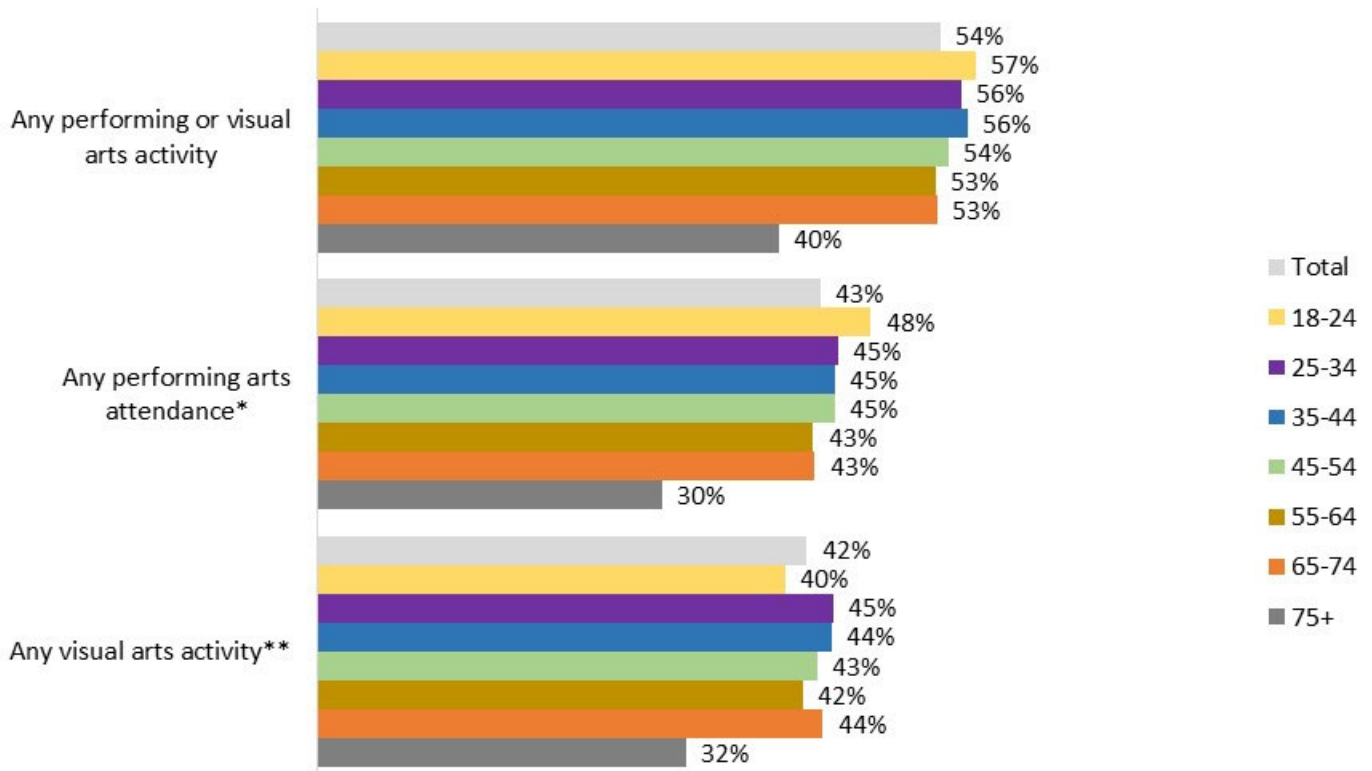
Race/ethnicity	Visit a historic park or monument, or tour a building or neighborhood for its historic or design value ¹	Go to a crafts fair or a visual arts festival	Visit an art museum or gallery
White	33.2	29.6	26.7
Black	18.6	12.7	17.1
Hispanic	17.1	12.8	16.2
Asian	24.9	13.2	26.2
Other	27.4	20.8	22.1

¹ Respondents were asked to include any park in which their visit was at least in part because of the historical or design value of the park.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core I.

Differences by age were not as apparent (Figure 14), though older adults (aged 75 and older) had lower rates of participation in any performing or visual arts event, compared with adults of other age groups.

Figure 14. Percentage of U.S. adults who attended arts activities during the last 12 months, by age and activity type: 2017

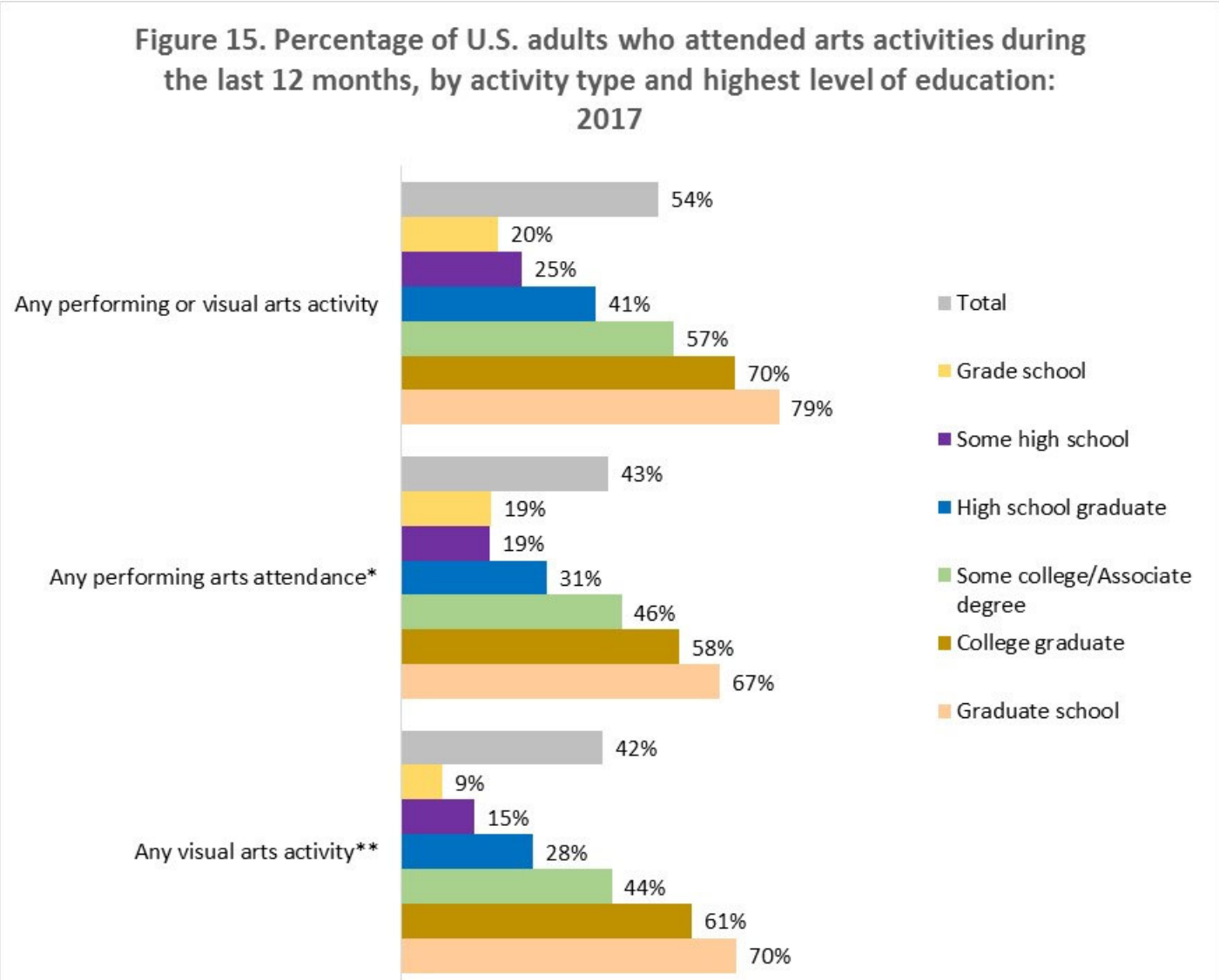


* Except for attending outdoor festivals, respondents were asked to exclude elementary or high school performances. Respondents were required to respond 'yes' or 'no' to at least one of the ten performing arts activities to be included in the summary estimate for any performing arts attendances.

** Respondents were required to respond 'yes' or 'no' to at least one of three visual arts activities to be included in the summary estimate for any visual arts activities.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

Differences by education clearly emerged. Across the board, adults with higher levels of education attended any performing or visual arts event at higher rates than did adults with lower levels of education (Figure 15). For instance, the percentage of adults with a graduate degree who attended any performing or visual arts event was between 9 and 59 percentage points higher than the corresponding rates for adults with lower levels of education.⁹



* Except for attending outdoor festivals, respondents were asked to exclude elementary or high school performances. Respondents were required to respond 'yes' or 'no' to at least one of the ten performing arts activities to be included in the summary estimate for any performing arts attendances.

** Respondents were required to respond 'yes' or 'no' to at least one of three visual arts activities to be included in the summary estimate for any visual arts activities.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

⁹ See Appendix Table A-7.

Table 6. Percentage of U.S. adults who attended any visual arts activities during the last 12 months, by highest level of education and activity type: 2017

Highest level of education	Visit a historic park or monument, or tour a building or neighborhood for its historic or design value ¹	Go to a crafts fair or a visual arts festival	Visit an art museum or gallery
Grade school	6.2	4.5 !	3.1 !
Some high school	8.8	8.1	6.7
High school graduate	17.1	14.8	10.4
Some college/Associate degree	27.1	25.1	23.0
College graduate	42.7	34.3	39.5
Graduate school	53.9	40.9	49.0

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

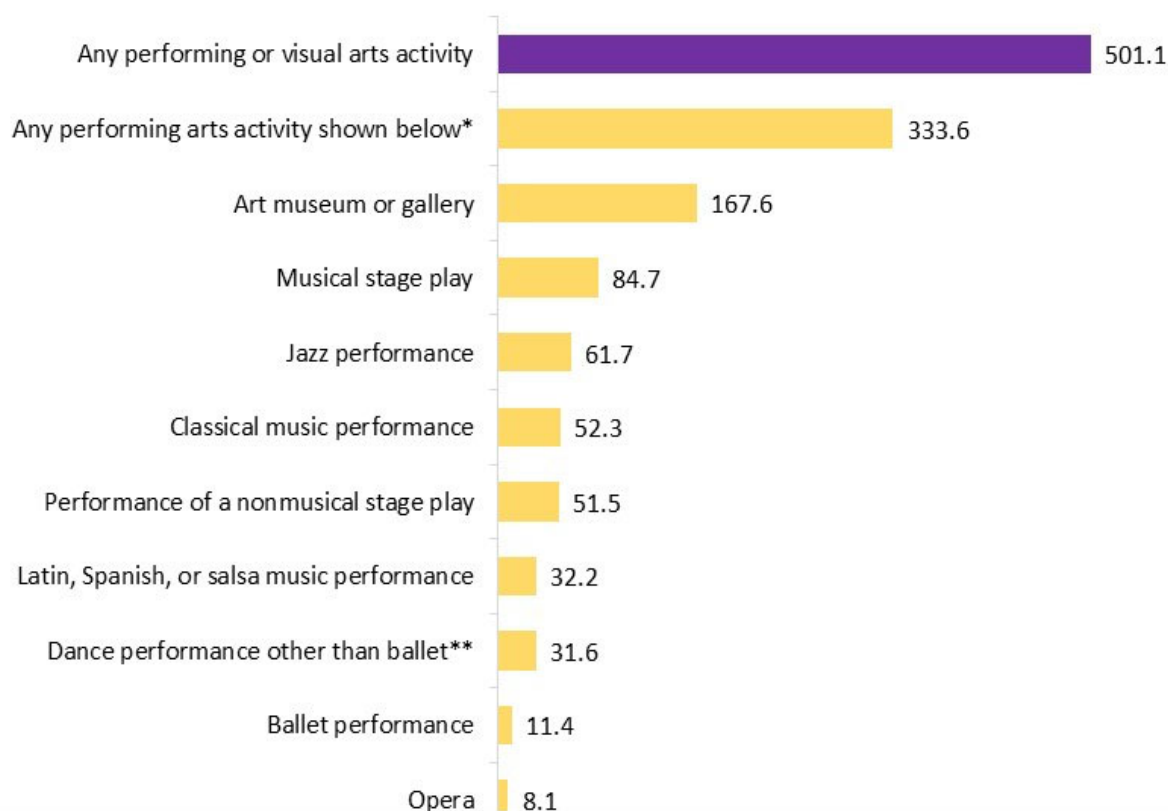
¹ Respondents were asked to include any park in which their visit was at least in part because of the historical or design value of the park.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core I.

Numbers of times that adults attended events: 2017

Overall, U.S. adults attended approximately 500 million arts events in 2017 (Figure 16).¹⁰ Most of these event attendances were at performing arts events, though art museum or gallery visits accounted for more than 150 million visits.

Figure 16. Total number of times (in millions) that U.S. adults attended arts activities during the last 12 months, by activity type: 2017



* Excludes 'other live music, dance, or theater performances' and 'outdoor festivals that featured performing artists'

** 'Dance performance other than ballet' includes modern, contemporary, folk, traditional, or tap dance

NOTE: 'Any performing or visual arts activity' excludes other live performances, fairs or festivals, and historic sites. Respondents to the performing-arts questions were asked to exclude elementary or high school performances.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

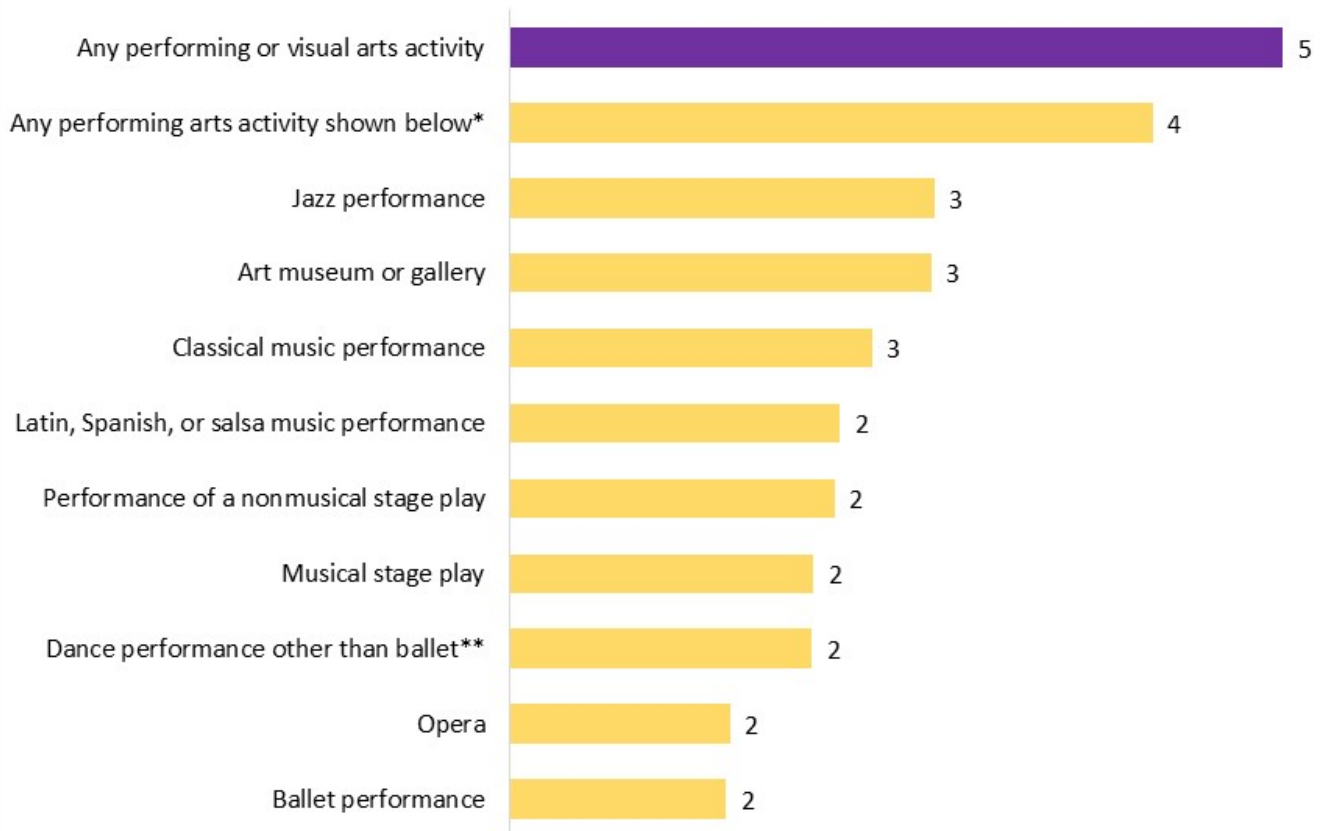
In terms of the total number of times that adults attended performing arts events, musical stage plays emerged as the most popular, with nearly 85 million attendances. American adults attended nearly 62 million jazz performances, approximately 50 million each for classical music and nonmusical play

¹⁰ Calculations of total attendances at arts events do not account for SPPA respondents with missing data. Both respondents who did not indicate whether they attended events as well as respondents who indicated that they did attend events but did not provide the number of events they attended are excluded from this analysis. Thus, this calculation underestimates the number of attendances.

performances, and 32 million performances of Latin, Spanish, or salsa music and dance (other than ballet). Adults reported smaller numbers of attendance at ballets and operas.

Adults' average numbers of attendances at specific performing arts events per year ranged from approximately 1.5 to 3 (Figure 17), and median numbers of attendances ranged from approximately 1 to 1.6 (Appendix Table A-8).

Figure 17. Among adults who attended arts activities during the last 12 months, the average number of times they did so, by activity type: 2017



* Excludes 'other live music, dance, or theater performances' and 'outdoor festivals that featured performing artists'

** 'Dance performance other than ballet' includes modern, contemporary, folk, traditional, or tap dance

NOTE: 'Any performing or visual arts activity' excludes other live performances, fairs or festivals, and historic sites. Respondents to the performing-arts questions were asked to exclude elementary or high school performances.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

Attendance at Specific Arts Events: Changes from 2012 to 2017

As described in a previously released report from the National Endowment for the Arts, the 2017 rates of attendance at arts events represented increases from 2012 attendance rates. Specifically, higher percentages of adults attended at least one visual and/or performing arts event in 2017, compared with the 2012 figures (National Endowment for the Arts 2018).

Certain types of events saw significantly larger percentages of adults attending in 2017 than in 2012. Specifically, the Arts Endowment reports that “between 2012 and 2017, there was significant growth in adults’ rates of attendance at outdoor performing arts festivals and at types of performing arts events not listed by the survey [i.e., those captured by the ‘other’ category]. Also on the rise were the share of adults who visited art museums/galleries, or who toured places for historic or design value (National Endowment for the Arts 2018, 6-7).

Additionally, adults from certain demographic groups may have contributed to increased attendance at those specific events, as the same report explains.

- Black adults and adults aged 25–44 (regardless of race/ethnicity) demonstrated increases in attending outdoor festivals (7).
- Black adults, Asian adults, and adults aged 25–54 demonstrated increases in other performing arts events (7).
- Black adults, adults aged 18–24 and 35–44, and adults who received some college or an associate’s degree demonstrated increases for visiting art museums or galleries (8).
- Women, Black adults, White adults, adults aged 35–44, adults whose highest level of education was a high school diploma, and adults with a college degree demonstrated increases in visiting or touring places of historic or design value (8).

SPPA data also allow for cross-year comparisons of the average number of times that attendees engaged with the various types of live art events. As reported in *A Decade of Arts Engagement* (National Endowment for the Arts, 2015), the average number of times that adults attended live arts events decreased in several cases from 2002 to 2012. Comparison of the latest 2017 data to the 2012 results suggests that a slightly different pattern is emerging. From 2012 to 2017, few differences existed in the average number of times adults attended events. Specifically, the average number of times adults attended any performing or visual arts event in 2012 was not measurably different than the average number of times adults attended any performing or visual arts event in 2017 (Table 7). Similarly, no year-to-year differences existed for many of the specific activities. Two exceptions emerged: the average number of times that adults attended an opera decreased from 2.0 in 2012 to 1.5 in 2017; and the average number of times that adults attended an art museum or gallery increased slightly, from 2.7 visits in 2012 to 2.9 in 2017.

Table 7. Among U.S. adults who attended arts events during the last 12 months, the average number of times they did so, by activity type: 2012 and 2017

Type of art event	2012	2017
Any performing or visual arts event	5.2	5.4
Jazz performance	2.8	3.0
Latin, Spanish, or salsa music performance	2.4	2.3
Classical music performance	2.6	2.5
Opera	2.0	1.5
Musical stage play	2.0	2.1
Performance of a nonmusical stage play	2.2	2.3
Ballet performance	1.5	1.5
Dance performance other than ballet, such as modern, contemporary, folk, traditional, or tap dance	2.2	2.1
Visit to an art museum or gallery	2.7	2.9

SOURCE: National Endowment for the Arts, Survey of Public Participation in the Arts (SPPA), 2012 and 2017, Core I

II. Reading Books and Literature

The 2017 SPPA gathered information about adults' reading habits in the U.S. Respondents reported whether they had read any books in the past 12 months and, if so, the number of books read. Regardless whether the adults had read a book or not, they were also asked if they had read selected types of literature (novels or short stories, poetry, or plays).¹¹

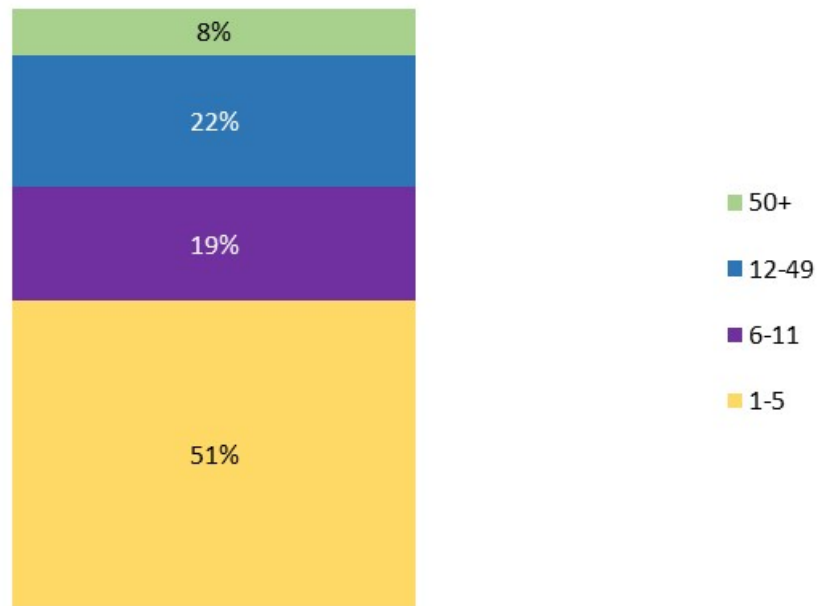
Prior analysis of SPPA data revealed that 57 percent of adults in the U.S. had read at least one book, novel or short story, poem, or play in the previous 12 months (National Endowment for the Arts 2018). This chapter builds upon that prior work to highlight adults' reading habits with respect to books and literature. First, this report shows the percentage of adults who, in the past year, read any book not required for work or school, and it reviews demographics of adult readers (gender, race/ethnicity, age, and the highest education level they have attained). Second, the chapter shows the percentages and demographic characteristics of adults who read various types of literature. Third, the chapter concludes with a short description of the ways in which these percentages of reading books and literature changed from 2012 to 2017.

Percentages of Adults Who Read Books: 2017

In 2017, slightly more than half of adults (53 percent, or 127 million adults) indicated they had read a book in the past 12 months (Appendix Table A-9). This tally excludes book reading that might have been required for work or school. Together, U.S. adults read an estimated total of 1.4 billion books in the year prior to the survey; among these readers, the median number of books read was about five (Appendix Table A-11). Of book readers, 51 percent were light readers (read one–five books), 19 percent were moderate readers (read six–11 books), 22 percent were frequent readers (read 12–49 books), and 8 percent were avid readers (read 50 or more books; Figure 18).

¹¹ When asked about whether they read any books, respondents were instructed to exclude books read for work or school. When asked about whether they read any novels or short stories, poetry, or plays, respondents received no specific instructions regarding whether to include or exclude literature read for work or school. It is possible that respondents excluded such works because the question followed directly after the one about book reading. Moreover, respondents were also asked if they had listened to audiobooks or read books using electronic devices. Audiobooks and e-books are discussed in Chapter III of this report.

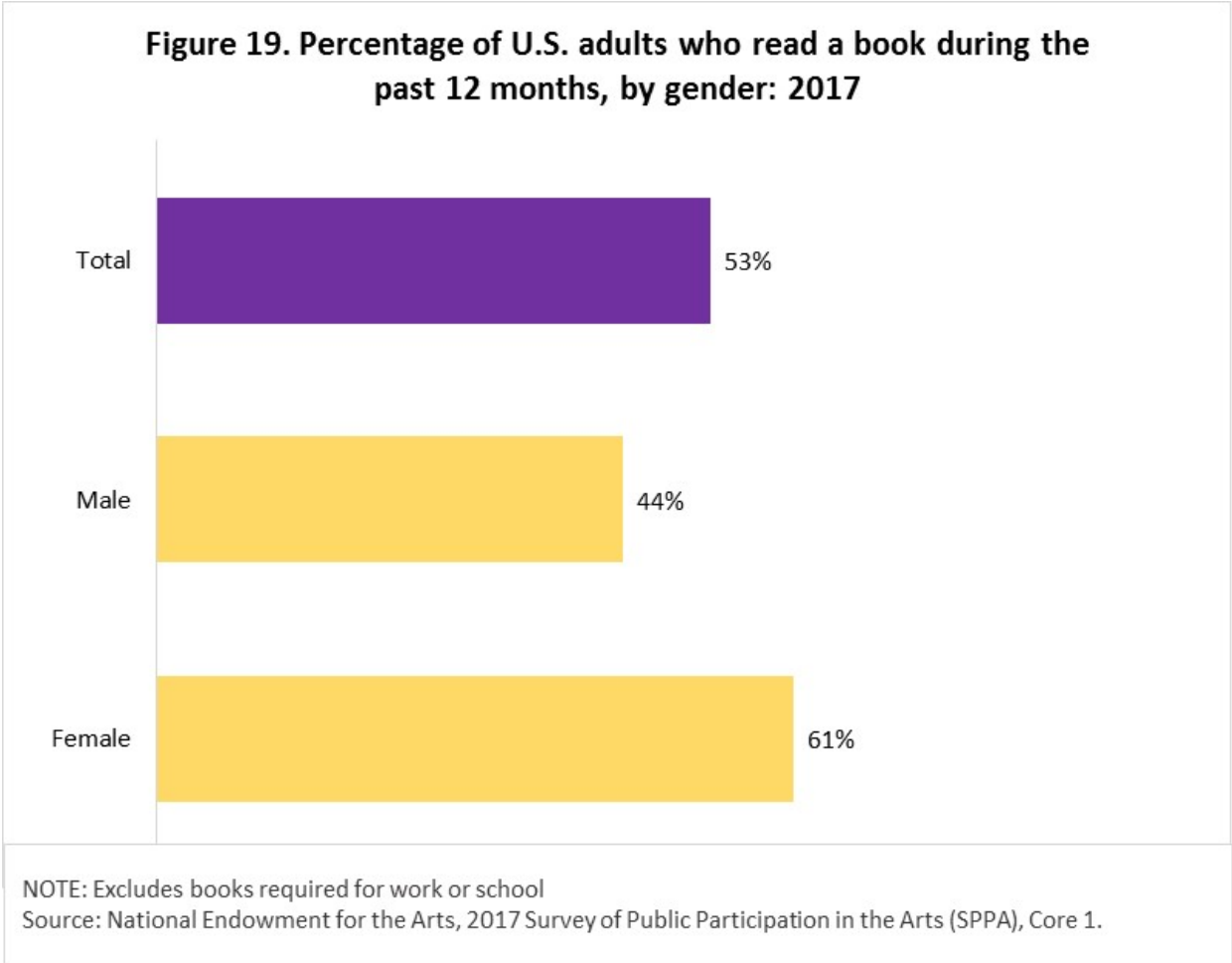
Figure 18. Among U.S. adults who read any book in the last 12 months, percentage by number of books read: 2017



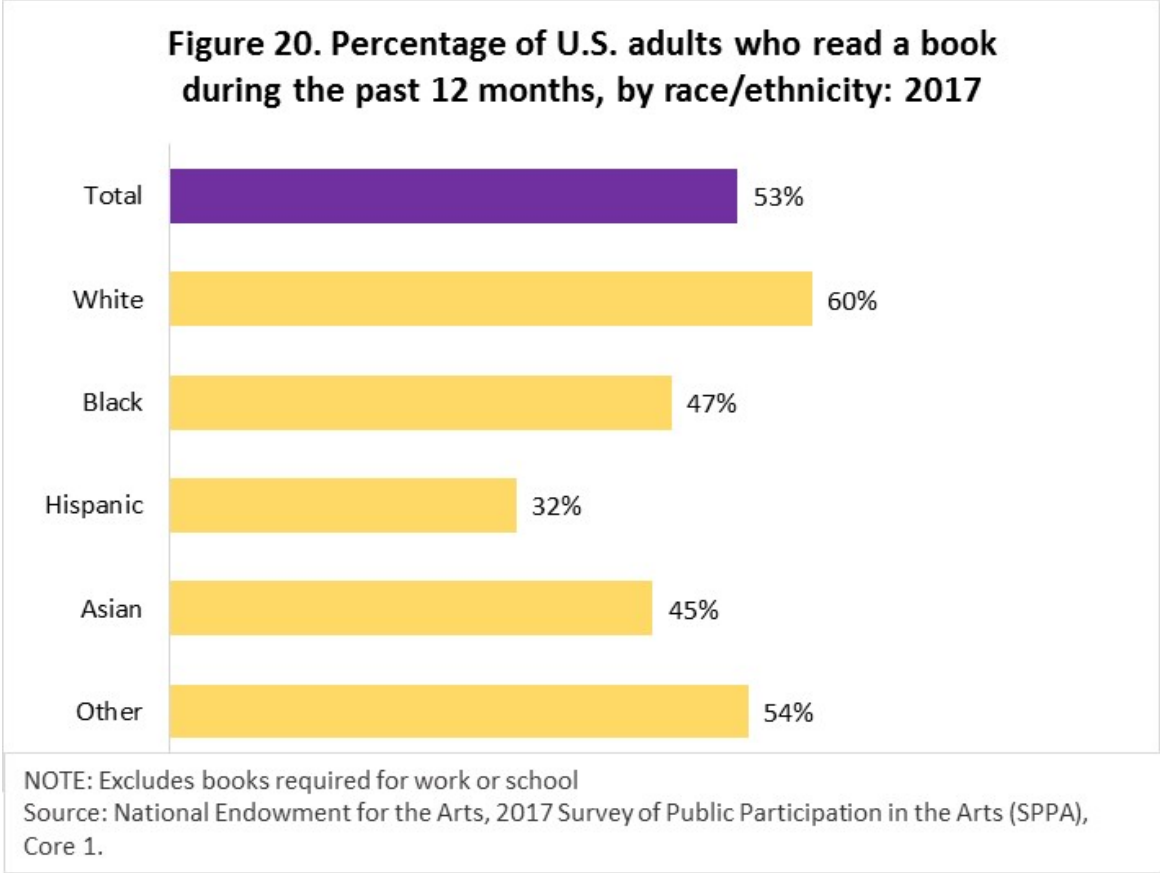
NOTE: Excludes books required for work or school

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

Demographic differences in reading books align with patterns found in prior research. For instance, women read books at higher rates than men (61 percent versus 44 percent; Figure 19).

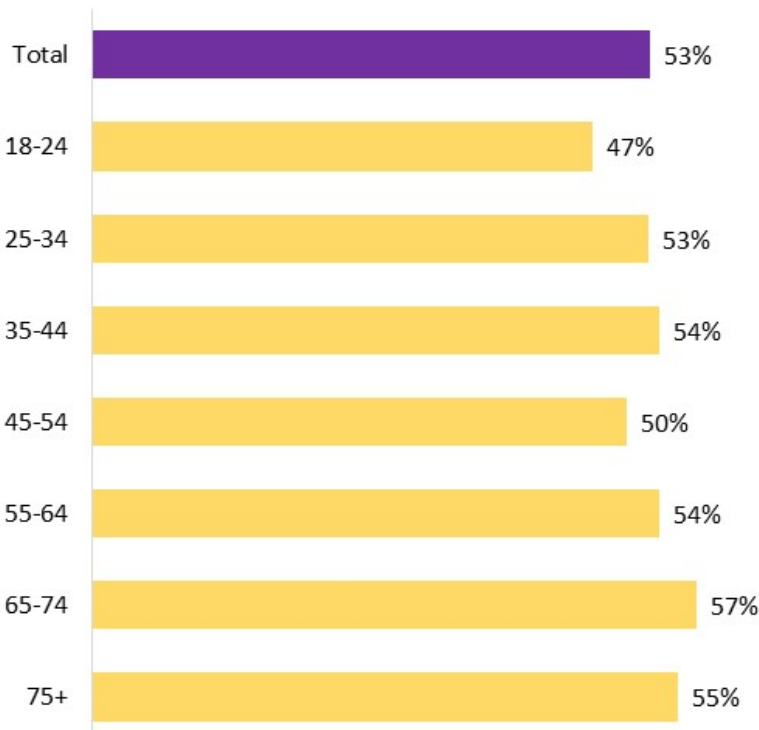


Analyses of differences by the adults' race/ethnicity reveal that a higher percentage of White adults read books (60 percent), compared to Black adults (47 percent), Hispanic adults (32 percent), and Asian adults (45 percent; Figure 20). Higher percentages of Black adults, Asian adults, and adults of other race/ethnicity read books than did Hispanic adults, and a higher percentage of adults of other race/ethnicity read books than did Asian adults.



Relative to older adults, a lower percentage of the youngest adults (those aged 18-24) had read books (47 percent; Figure 21). The percentage of these youngest adults who read books was 5 percentage points lower than those aged 25-34, 6 points lower than those aged 35-44 and 55-64, 10 points lower than adults aged 65-74, and 8 points lower than adults aged 75 and older.¹²

Figure 21. Percentage of U.S. adults who read a book during the last 12 months, by age: 2017

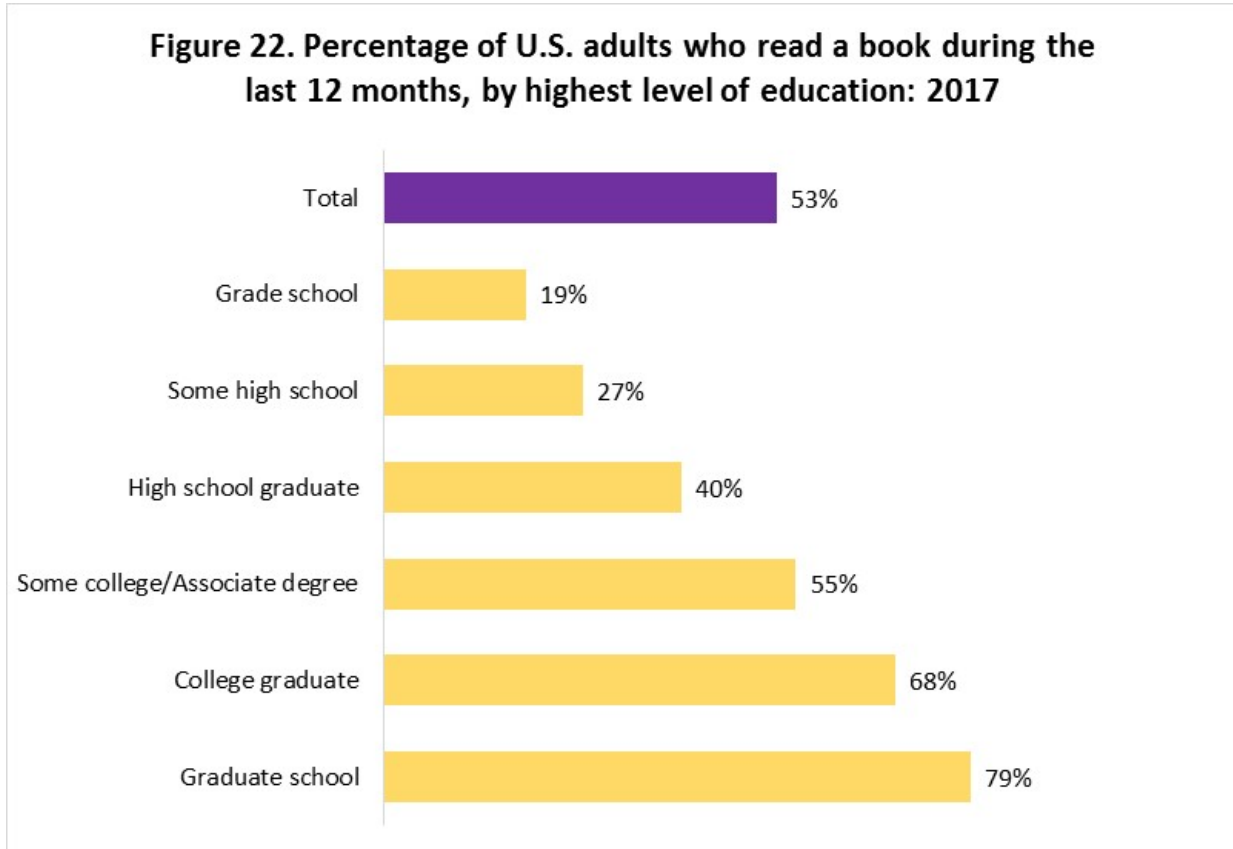


NOTE: Excludes books required for work or school

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

¹² Differences are calculated using unrounded numbers. The difference between adults aged 18-24 and adults aged 45-54 was not statistically significant.

Compared to adults with lower levels of education, larger percentages of adults with higher levels of education read books (Figure 22). For instance, the percentage of adults with a graduate degree who read any books (79 percent) was between 10 and 60 percentage points higher than it was for adults with lower levels of education.¹³

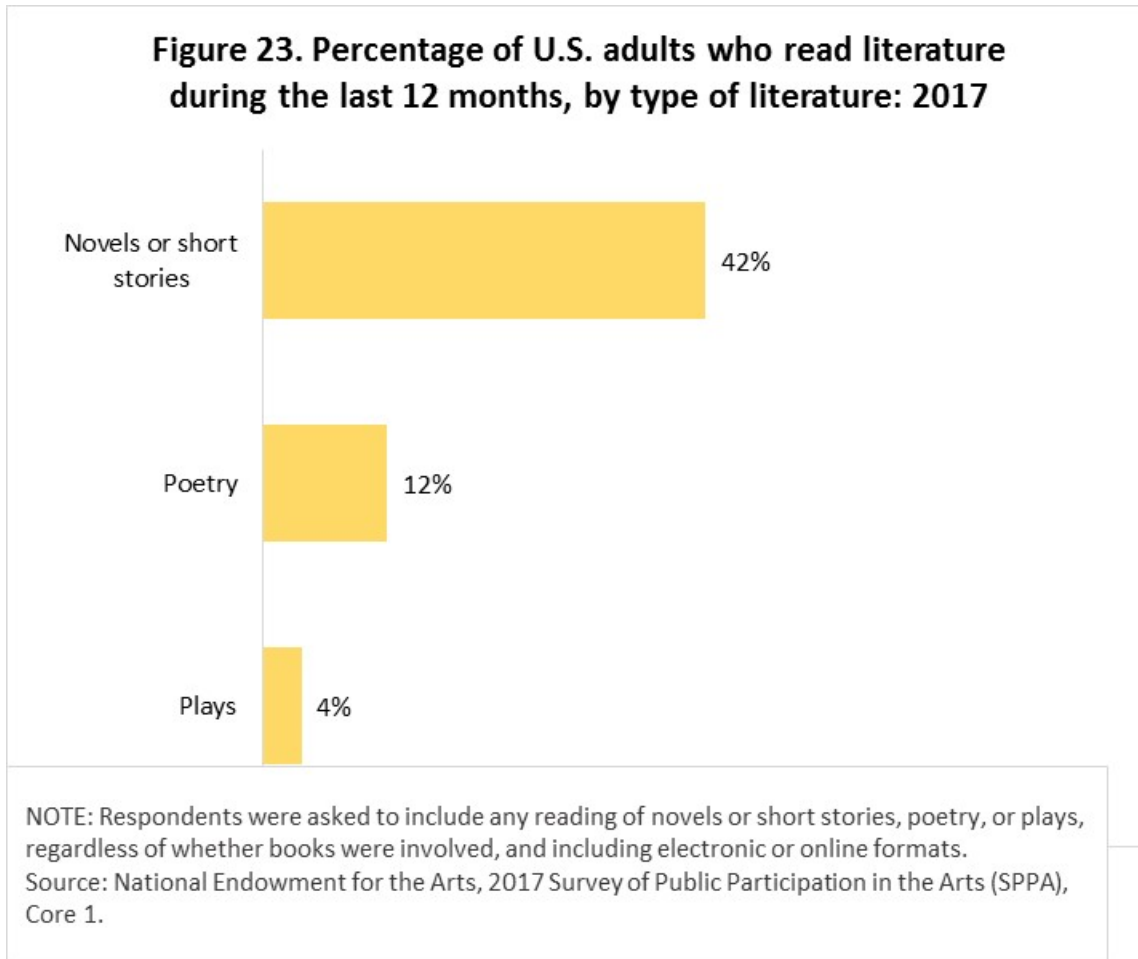


NOTE: Excludes books required for work or school
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, Core 1.

¹³ Differences were calculated using unrounded numbers.

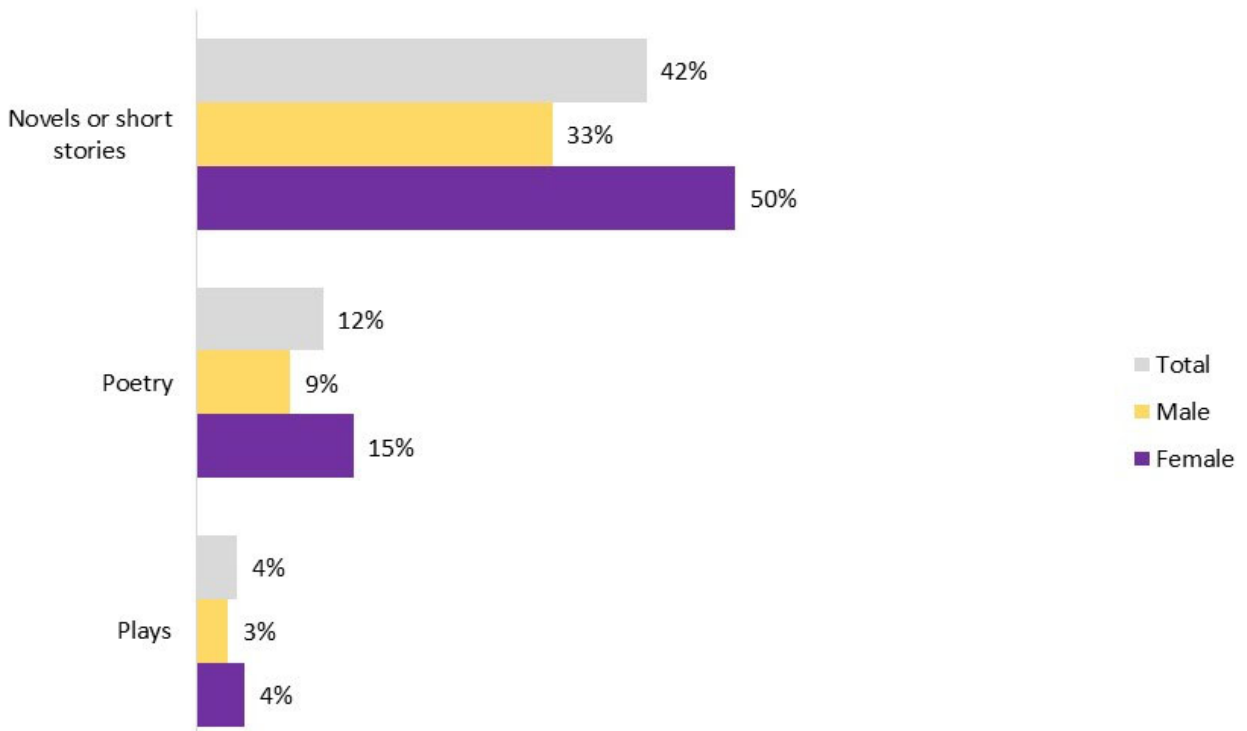
Percentages of Adults Who Read Various Types of Literature: 2017

As noted above, the SPPA historically has gathered information on three forms of literature read by adults: novels or short stories, poetry, and plays. As of 2017, in the past year, 42 percent of adults had read a novel or short story, 12 percent had read poetry, and 4 percent had read a play (Figure 23).



Adults' habits in reading literature also varied by their demographic characteristics. For instance, by gender, higher percentages of women than men read novels or short stories (by 17 percentage points), poetry (by 6 points), and plays (by 2 points) (Figure 24).¹⁴

Figure 24. Percentage of U.S. adults who read during the past 12 months, by type of literature and gender: 2017



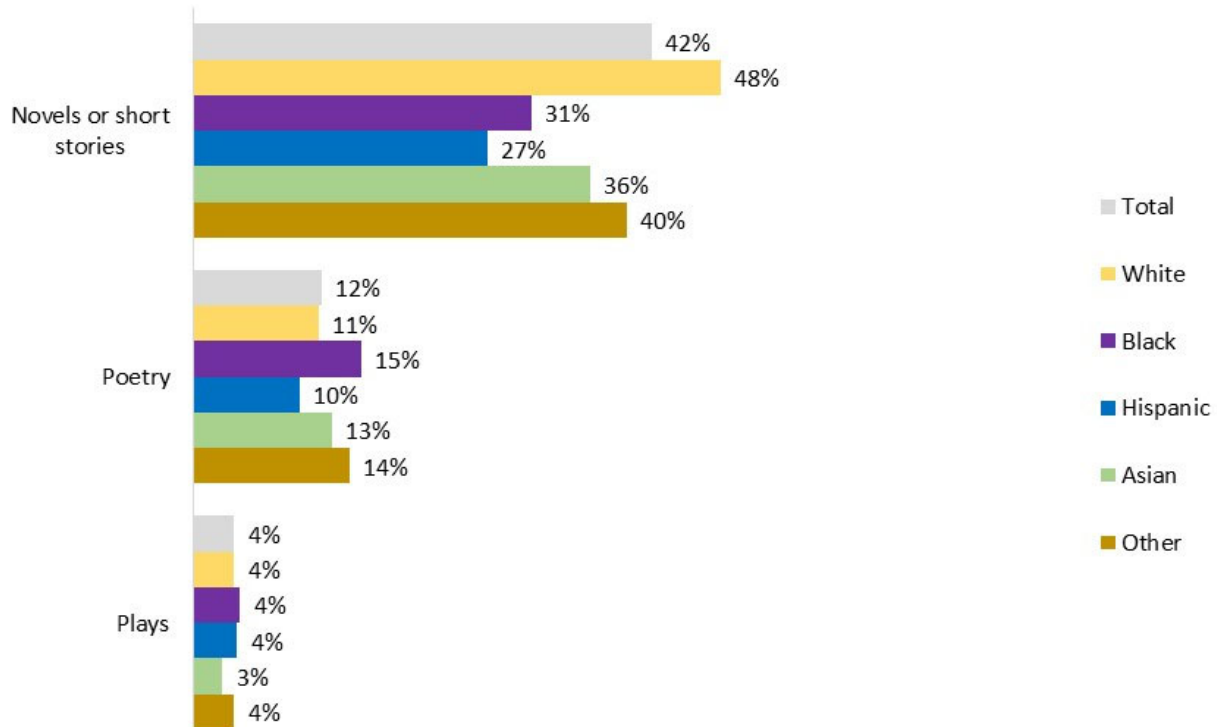
NOTE: Respondents were asked to include any reading of novels or short stories, poetry, or plays regardless of whether it was in books, magazines, or newspapers in paper form or online.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

¹⁴ Differences were calculated using unrounded numbers.

By race/ethnicity, some differences reflected a pattern similar to that for reading books in general. A higher percentage of White adults (48 percent) than adults who were Black, Hispanic, Asian, or some “other” race/ethnicity read novels or short stories (Figure 25). Conversely, a higher percentage of Black adults (15 percent) than White adults (11 percent) and Hispanic adults (10 percent) read poetry. Regarding novels, a higher percentage of adults of other race/ethnicity read novels, compared to Black and Hispanic adults, and a higher percentage of Asian adults read novels than did Hispanic adults.

Figure 25. Percentage of U.S. adults who read during the last 12 months, by type of literature and race/ethnicity: 2017

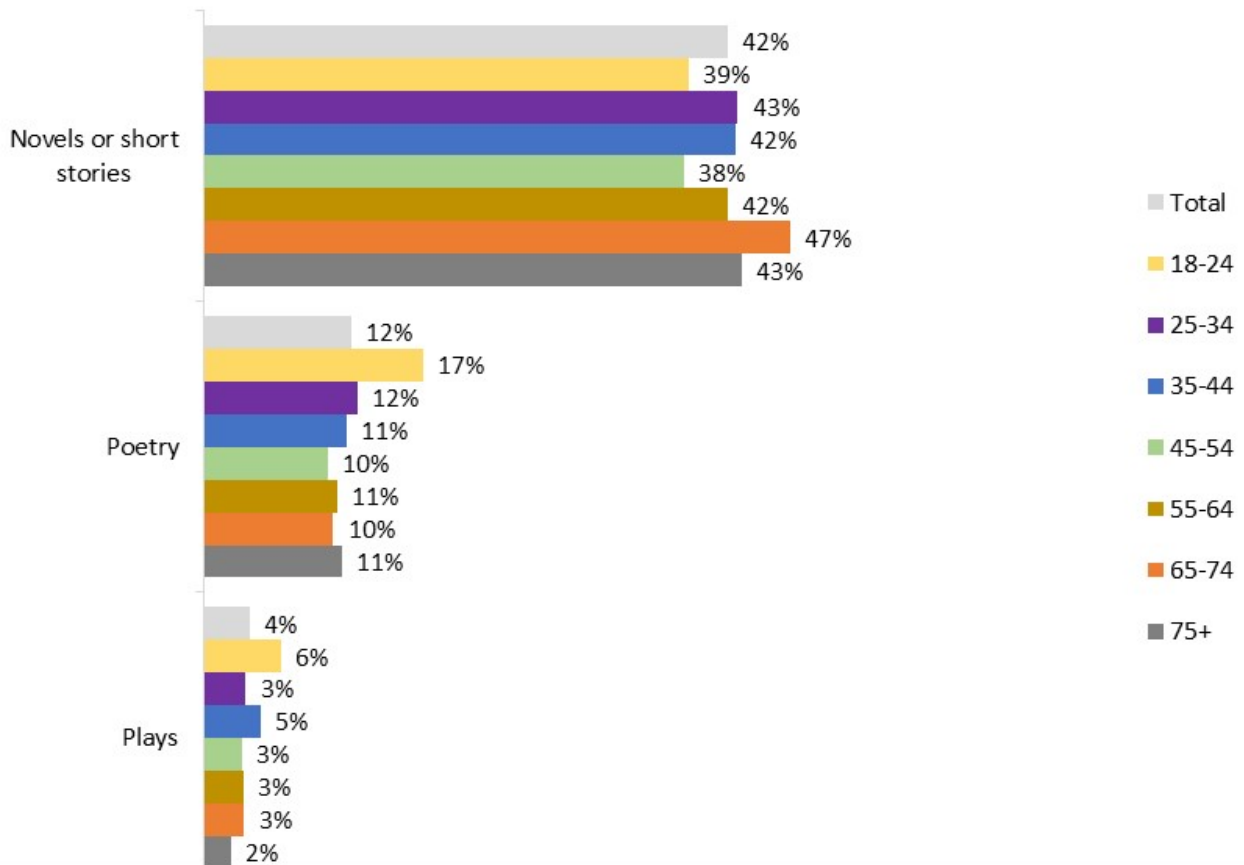


NOTE: Respondents were asked to include any reading of novels or short stories, poetry, or plays regardless of whether it was in books, magazines, or newspapers in paper form or online.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

It was noted earlier that a lower percentage of adults aged 18-24 reported reading books in the past 12 months, compared with older adults. However, a larger percentage of these youngest adults read poetry (17 percent) than did adults aged 25 and older; in addition, the percentage of these youngest adults who read plays (6 percent) was measurably larger than nearly all older adults (Figure 26).¹⁵ Findings with respect to readership of novels or short stories were not as stark, though in several instances, the percentages of adults aged 65-74 who read novels were higher than adults of other ages (i.e., aged 18-24, 35-44, 45-54, and 55-64).

Figure 26. Percentage of U.S. adults who read during the last 12 months, by type of literature and age: 2017

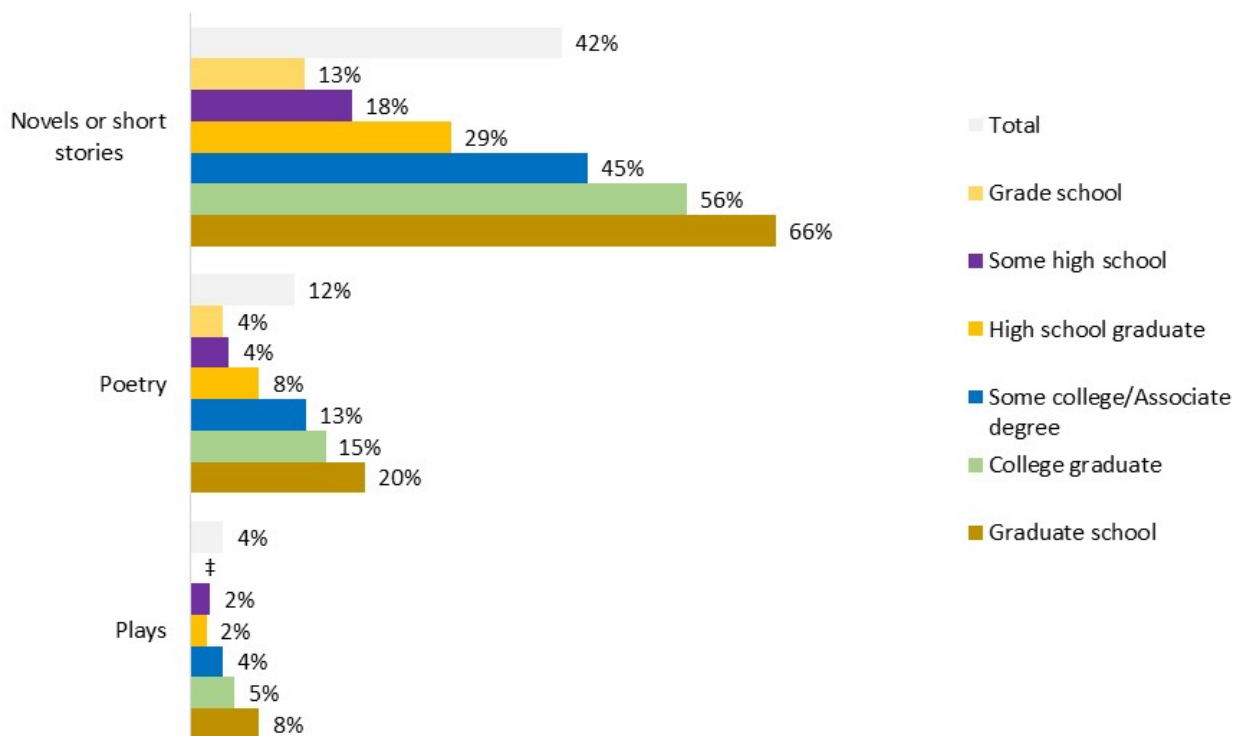


NOTE: Respondents were asked to include any reading of novels or short stories, poetry, or plays regardless of whether it was in books, magazines, or newspapers in paper form or online.
 Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

¹⁵ The percentage of adults aged 18-24 who read plays was not statistically significantly different from the percentage of adults aged 35-44 who read plays.

In general, each increase in level of education was associated with an increase in the percentages of adults who read novels or short stories, plays, or poetry (Figure 27).¹⁶ For instance, the percentage of adults with a graduate degree who read novels or short stories was between 10 and 53 percentage points higher than adults with lower levels of education; the percentage of adults with a graduate degree who read poetry was between 4 and 16 points higher than adults with lower levels of education; and the percentage of adults with a graduate degree who read plays was between 3 and 7 points higher than adults with lower levels of education.¹⁷

Figure 27. Percentage of U.S. adults who read during the last 12 months, by type of literature and highest level of education: 2017



‡ Reporting standards not met. Either there are too few cases for a reliable estimate or the coefficient of variation (CV) is 50 percent or greater.

NOTE: Respondents were asked to include any reading of novels or short stories, poetry, or plays regardless of whether it was in books, magazines, or newspapers in paper form or online.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

¹⁶ The differences between adults with a grade school education and adults with some high school were not significant for novels/short stories or poetry. The difference between adults with some college/associate degree and a college degree were not significant for poetry. The differences between adults with some high school and a high school graduate, as well as the differences between adults with some high school and some college/associate degree, were not different for plays.

¹⁷ Differences were calculated using unrounded numbers.

III. Consuming Art through Electronic Media

The 2017 SPPA investigates the ways in which adults in the U.S. used technology to consume a wide range of artistic, historical, or scientific content.¹⁸ The following sections of the report provide overall consumption rates of books or other artistic content consumption through electronic devices and media,¹⁹ as well as rates of consumption by adults' demographic characteristics. This report also details the frequency with which adults used electronic media to consume art.

Percentages of Adults Who Used Electronic Media to Consume Books or Other Artistic Content: 2017

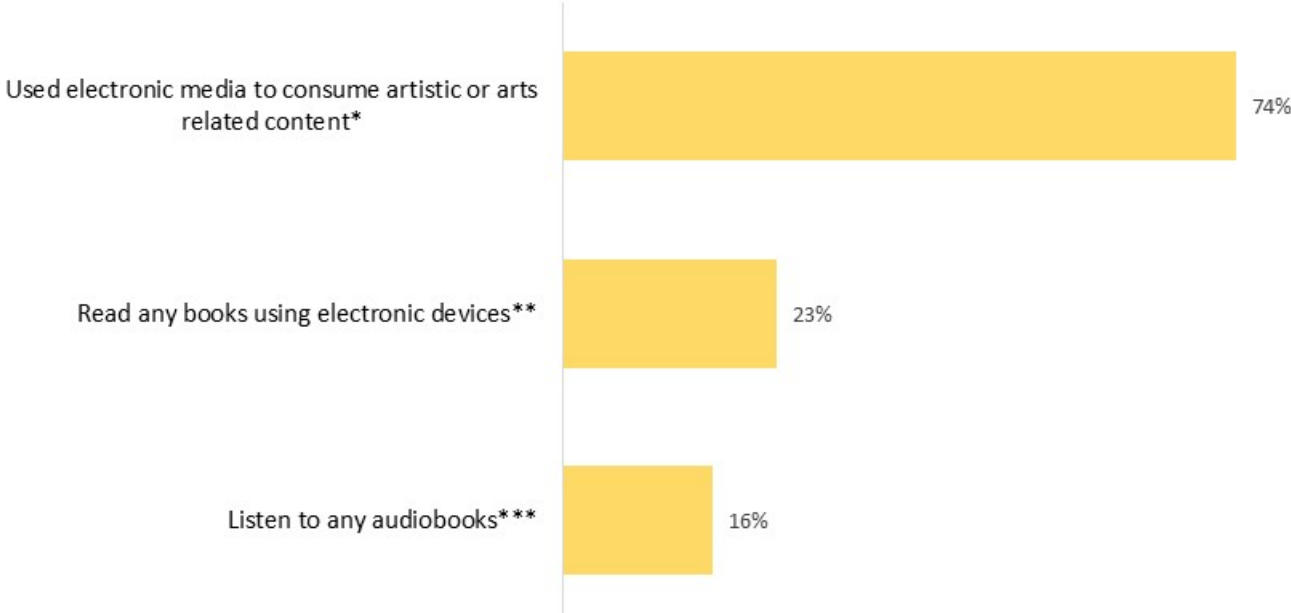
Nearly three-quarters of U.S. adults (almost 176 million adults) used electronic media to consume artistic or arts-related content (Figure 28). Nearly a quarter (23 percent) used an electronic device to read books, and 16 percent listened to audiobooks.

Roughly 65 percent used devices to listen to "other" music such as rock, pop, country, folk, rap, or hip-hop (Figure 29). About 20 percent reported listening to classical music or opera, to jazz music, or to Latin, Spanish, or salsa music (21, 20, and 19 percent, respectively). About one-third of adults used a device to get information about history (36 percent) or science or technology (31 percent).

¹⁸ The SPPA questionnaire asked several questions related to adults' use of electronic devices and media. In addition to asking adults about use of devices to access art (e.g., music, dance, theater), the questionnaire also gathered information on their use of devices to access information about science and technology as well as history. In order to provide a comprehensive picture, this section of the report includes results from those items.

¹⁹ The questionnaire provided respondents with examples of electronic devices, including "TV and radio, and record-, cassette-, CD- and DVD-players as well as computers, laptops, tablets, cell phones, and other mobile devices."

Figure 28. Percentage of U.S. adults who used electronic media to consume books or other artistic, arts-related, and literary content during the last 12 months: 2017



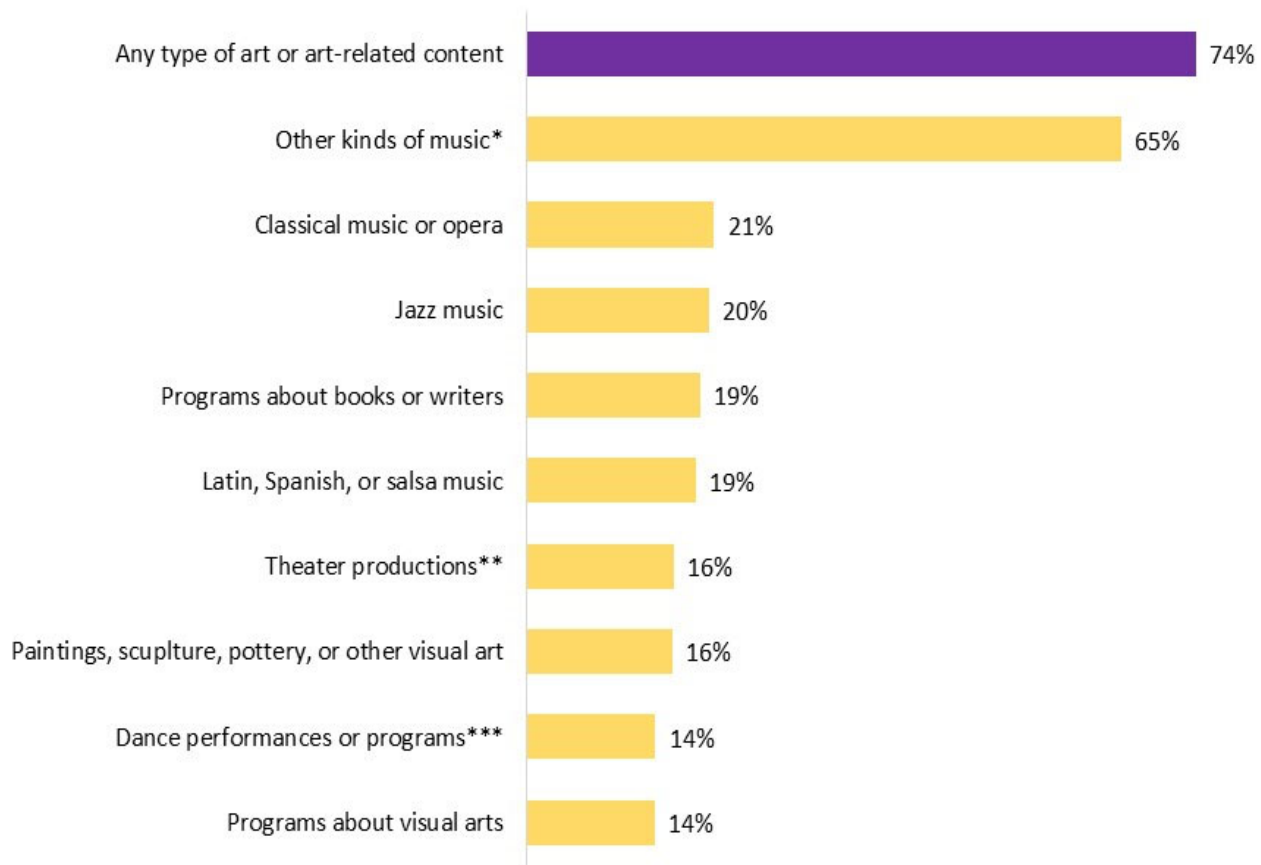
* Examples of devices include TV, radio, record-, cassette-, CD-, and DVD-players, computers, laptops, tablets, cell phones, and other mobile devices

** 'Electronic devices' include computers, cell phones, e-readers, or tablets. An 'e-reader' is an electronic device that is designed primarily for the purpose of reading digital books and periodicals. A 'tablet' is a computer contained entirely in a flat touch screen that uses a stylus, digital pen, or fingertip as the primary input device instead of a keyboard or mouse.

*** Includes recordings, broadcasts, or web streaming

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module A.

Figure 29. Percentage of U.S. adults who used electronic media to consume art during the last 12 months, by content type: 2017



* 'Other kinds of music' includes music such as rock, pop, country, folk, rap or hip-hop

** 'Theater productions' includes productions such as musicals or plays, or information about theater

*** 'Dance performances' includes programs or information about dance

NOTE: Examples of 'devices' include TV, radio, record-, cassette-, CD-, and DVD-players, computers, laptops, tablets, cell phones, and other mobile devices.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module A.

In one instance, women and men had the same rate of using electronic devices to consume art; that is, women and men are on par with respect to listening to “other” kinds of music (e.g. rock, pop, country, folk, rap, or hip-hop). Additionally, higher rates of women than men used electronic devices to:

- listen to certain types of music (specifically, classical music or opera or Latin, Spanish, or salsa music);
- to watch theater, dance, or programs about visual arts or books/writers; and
- to view visual art (paintings, sculpture, pottery, or other visual arts) (Appendix Table A-14).

Notably, when it came to non-arts content, men had higher rates of consumption (via electronic media) than did women: 37 percent of men watched programs about history, whereas only 34 percent of women did; and 34 percent of men watched programs about science or technology, whereas only 28 percent of women did.

The rates at which adults consumed arts-related content through electronic devices and media also differed by race/ethnicity. White adults consumed art through these media at higher rates than did Black adults (by 10 percentage points) and Asian adults (by 17 points). Relative to Black and Asian adults, higher percentages of Hispanic adults and adults of “other” races/ethnicities also consumed arts-related content.

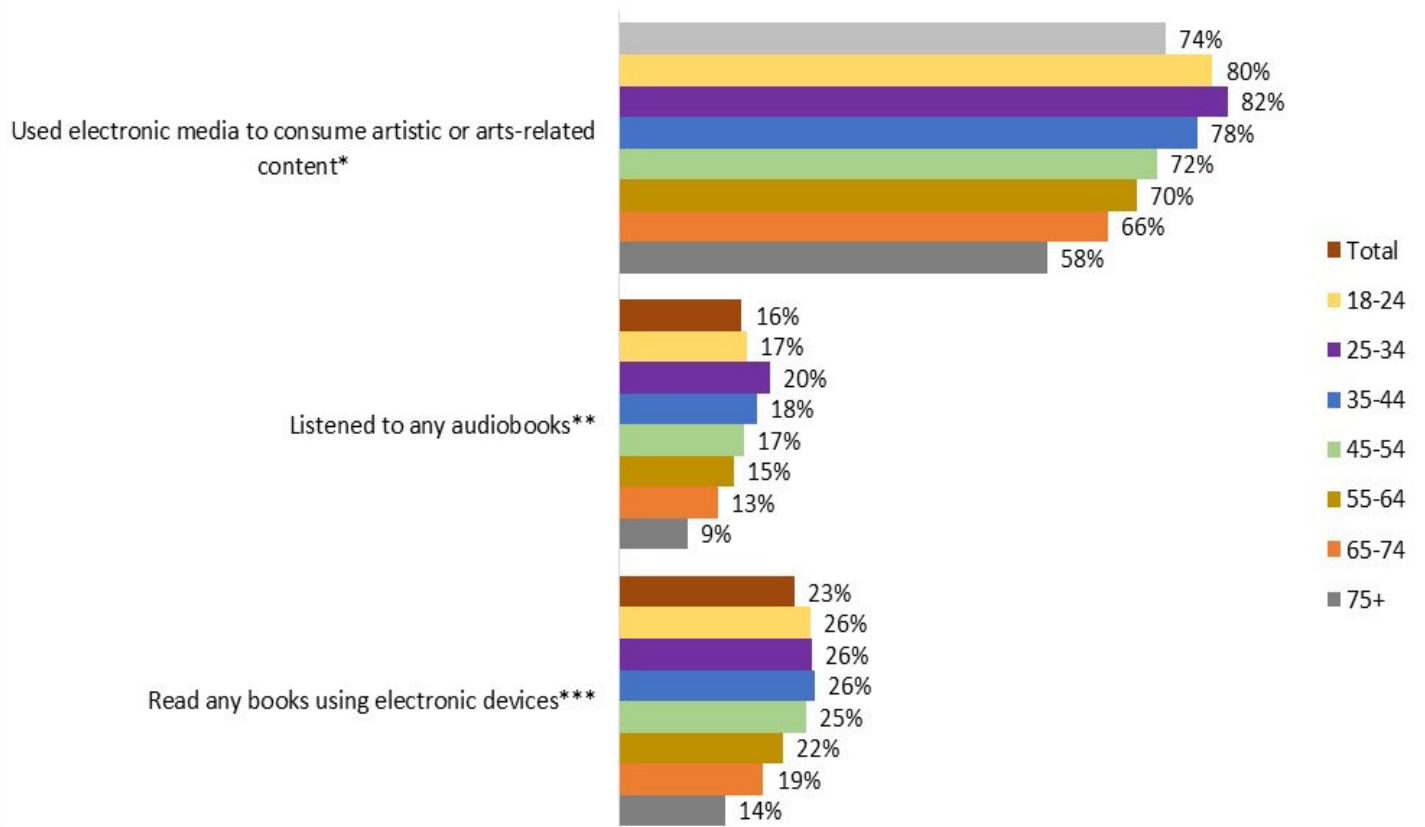
Additionally, a higher percentage of White adults (18 percent) than Black or Hispanic adults listened to an audiobook (13 and 11 percent, respectively), and a higher percentage of White adults (26 percent) than adults who were Black, Hispanic, and of some other race/ethnicity used an electronic device to read a book (21, 15, and 19 percent, respectively).

Data on specific types of arts consumption by adults’ race/ethnicity highlight some patterns. In many cases, the rates for White adults were higher than the corresponding rates for Black, Hispanic, and Asian adults.²⁰ Two exceptions to this broad pattern were evident. The percentage of Hispanic adults who used electronic devices to listen to Latin, Spanish, or salsa music was higher than the percentages for all other racial/ethnic groups—by about 44-47 percentage points. The percentage of Black adults who used electronic devices to listen to jazz was 11 points higher than the rate of White adults, 13 points higher than the rate of Hispanic adults, 7 points higher than the rate of Asian adults, and 10 points higher than the rate of adults who belonged to some “other” racial/ethnic background.

Regarding age differences, the percentage of the oldest adults (58 percent of those aged 75 or older) who used a device to access arts-related content was lower than the percentages for all other adults (Figure 30). In addition, the oldest adults listened to audiobooks and used electronic devices to read books at lower rates than younger adults. Generally, younger adults consumed the arts via electronic devices at higher rates than did older adults; specifically, the percentages of adults aged 18-24, 25-34, and 35-44 who used electronic media to consume artistic or arts-related content were higher than those of adults aged 45-54, 55-64, 65-74, and 75 or older.

²⁰ Specifically, differences existed for classical music or opera; other music; theater; programs about visual arts; programs about books or writers; programs about science or technology; programs about history; and paintings, sculpture, pottery, or other visual art.

Figure 30. Percentage of U.S. adults who used electronic media to consume books or other artistic or literary content during the last 12 months, by age: 2017



* Examples of devices include TV, radio, record-, cassette-, CD-, and DVD-players, computers, laptops, tablets, cell phones, and other mobile devices

** Includes recordings, broadcasts, or web streaming

*** 'Electronic devices' include computers, cell phones, e-readers, or tablets. An 'e-reader' is an electronic device that is designed primarily for the purpose of reading digital books and periodicals. A 'tablet' is a computer contained entirely in a flat touch screen that uses a stylus, digital pen, or fingertip as the primary input device instead of a keyboard or mouse.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

In general, the oldest adults also had lower rates of consuming particular arts forms through electronic devices and media, especially for using devices in the following ways:

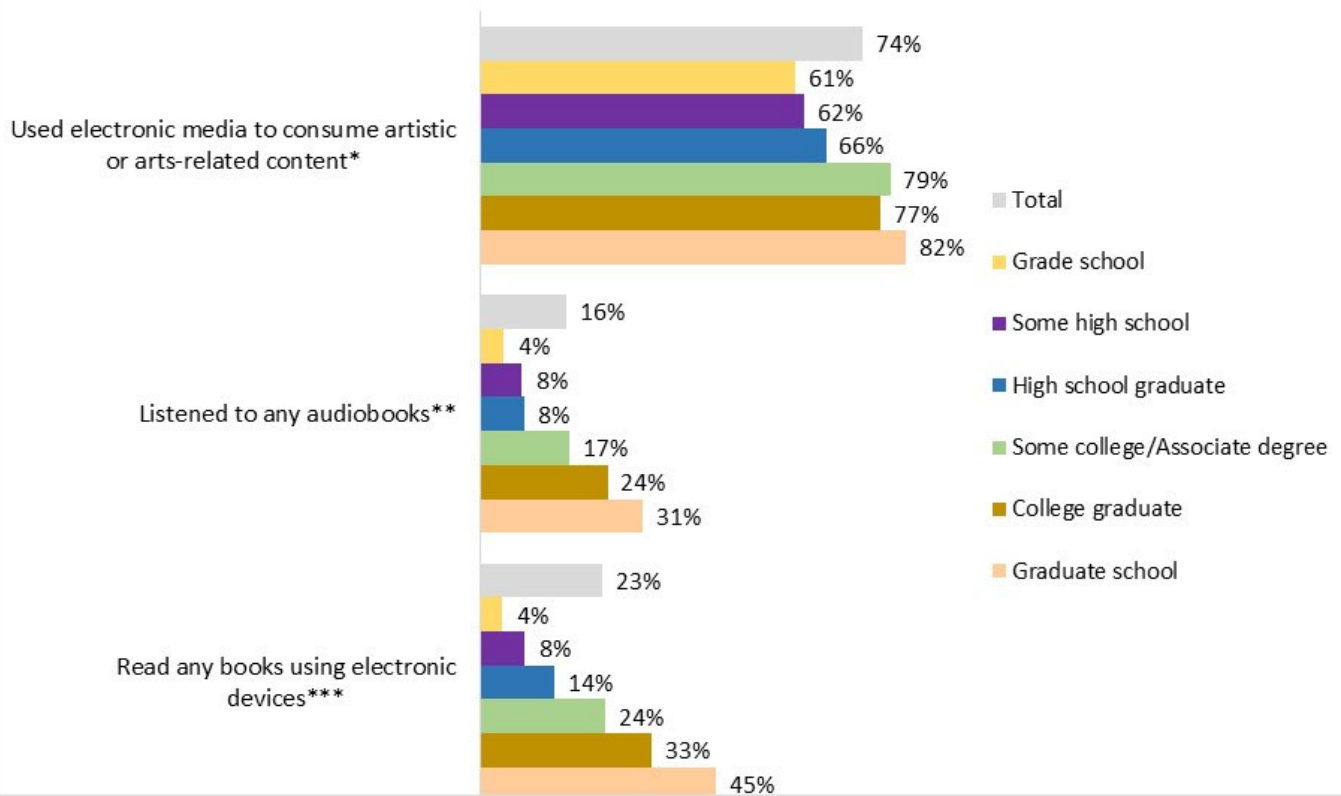
- to listen to jazz;
- to listen to Latin, Spanish, or salsa music;
- to listen to other types of music; and
- to watch programs about the visual arts.²¹

²¹ The difference between the percentage of adults aged 55-64 who watched programs about visual arts and the percentage of adults aged 75 and older who watched programs about the visual arts was not statistically significant.

Still, some exceptions were recorded. Adults aged 75 or older listened to classical music with an electronic device at a higher rate (24 percent) than did adults aged 18-24 (18 percent) and adults aged 45-54 (19 percent). Additionally, adults aged 75 or older watched programs about history at a higher rate (37 percent) than did adults who were 18-24 years old (31 percent).

Large differences in arts consumption appeared with respect to adults' highest level of education. In general, adults with higher levels of education consumed artistic or arts-related content at higher rates than did adults with lower levels of education (Figure 31). Additionally, a higher percentage of adults with higher levels of education also listened to audiobooks and used electronic devices to read books at higher rates than adults with lower levels of education.

Figure 31. Percentage of U.S. adults who used electronic media to consume books or other artistic or literary content during the last 12 months, by highest level of education: 2017



* Examples of devices include TV, radio, record-, cassette-, CD-, and DVD-players, computers, laptops, tablets, cell phones, and other mobile devices

** Includes recordings, broadcasts, or web streaming

*** 'Electronic devices' include computers, cell phones, e-readers, or tablets. An 'e-reader' is an electronic device that is designed primarily for the purpose of reading digital books and periodicals. A 'tablet' is a computer contained entirely in a flat touch screen that uses a stylus, digital pen, or fingertip as the primary input device instead of a keyboard or mouse.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 1.

The pattern of adults with higher levels of education consuming art through electronic devices and media at higher rates than adults with lower levels of education generally persisted throughout the specific types of art consumed. The one exception to this pattern was the use of electronic devices to listen to Latin, Spanish, or salsa music. The percentage of adults with a grade school education who used an electronic device to listen to Latin, Spanish, or salsa music (42 percent) was higher than the percentages of adults at all other levels of education, by 18-29 percentage points.

IV. Making and Sharing Art

The findings in previous chapters of this report are concerned with adults' consumption of the arts. Here, our focus shifts from consumption to creation. This chapter details how American adults make and share art. Specifically, it details the percentages of adults who created "any art," which is a grouping of arts performances, visual art forms, and creative writing.

- *Performing arts* include singing, playing musical instruments, creating or performing music in a way other than singing or playing a musical instrument, or using a computer or other device to edit or remix music, dancing, and acting.²²
- *Visual art* includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needleworking, knitting, or sewing; and scrapbooking, or working with origami or other paper-based art.
- *Creative writing* includes writing fiction, nonfiction, poetry, or plays.

This chapter first describes adults' art-making and then turns to a description of adults' art-sharing. In the section on art-making, the report details the percentages of adults who made art (overall and by demographic characteristics), the frequency with which adults made art, and the reasons they did so. In the section on art-sharing, the report gives the percentages of adults who shared art with various audiences as well as the percentage of adults who shared their own art over the internet.

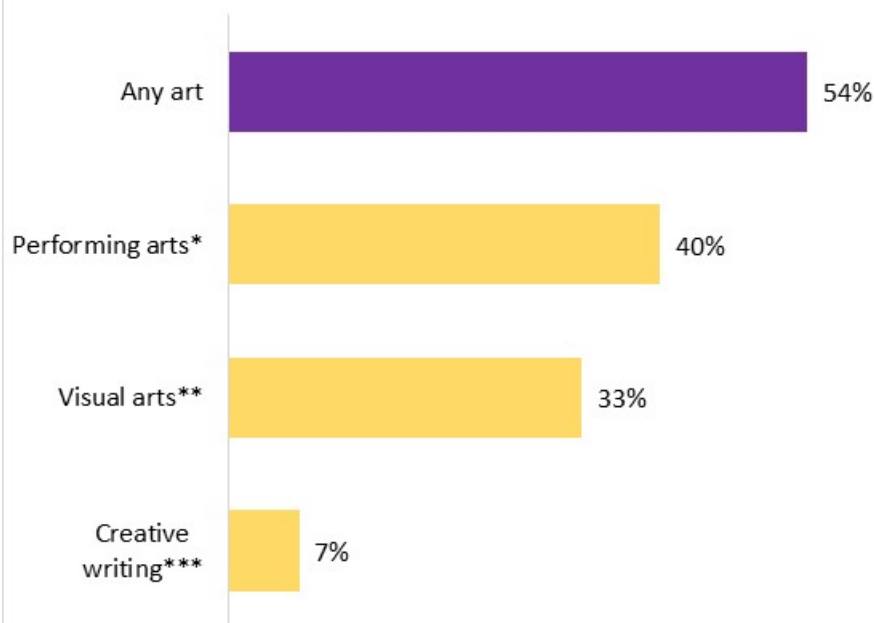
²² Findings related to sharing art assume a broader definition of the performing arts, which are described as "singing, playing any musical instrument, dancing, or acting."

Making Art

Percentages of U.S. adults who made art: 2017

In 2017, over half of U.S. adults (54 percent, or nearly 128 million adults) had made any art during the past 12 months (Figure 32)—the same share as had attended any arts event. A higher percentage of adults engaged in performing art (40 percent) than engaged in creating visual art (33 percent) or creative writing (7 percent).

Figure 32. Percentage of U.S. adults who made art during the last 12 months, by activity type: 2017



* Includes singing, playing any musical instrument, dancing, or acting

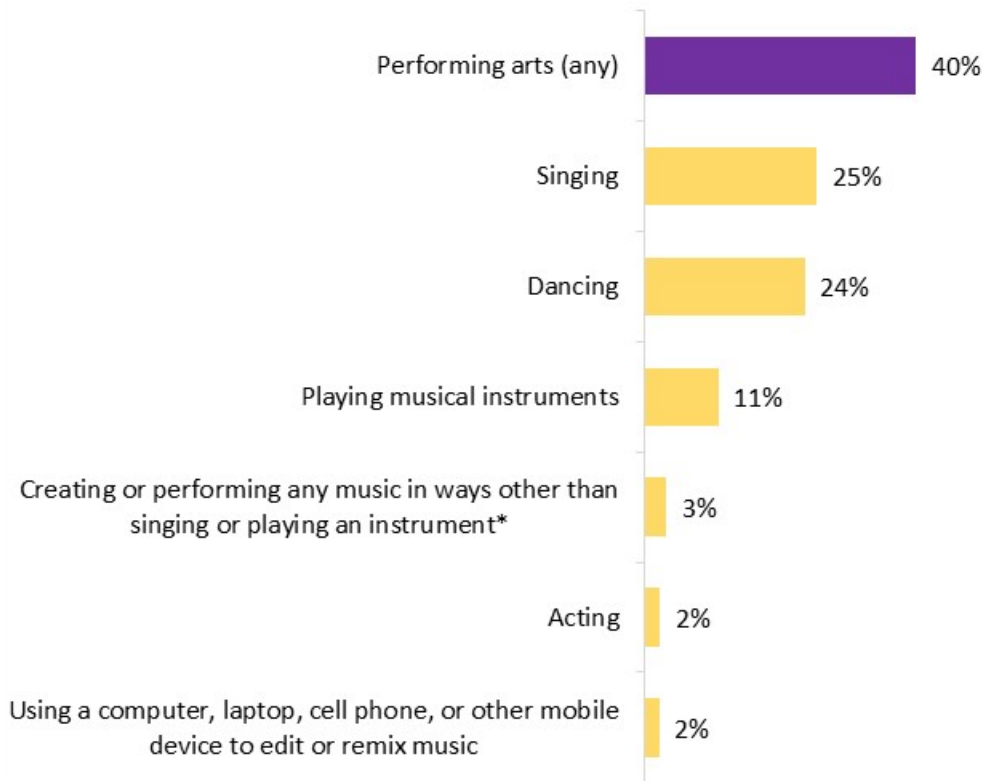
** Includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needle working, knitting, or sewing; and scrapbooking, origami, or other paper-based art

***Includes writing fiction, nonfiction, poetry, or plays.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), modules B and C.

With respect to specific types of art-making activities, singing and dancing proved the most popular. Higher rates of adults engaged in singing (25 percent) or dancing (24 percent) in the past 12 months than other art-making activities (Figures 33 and 34).

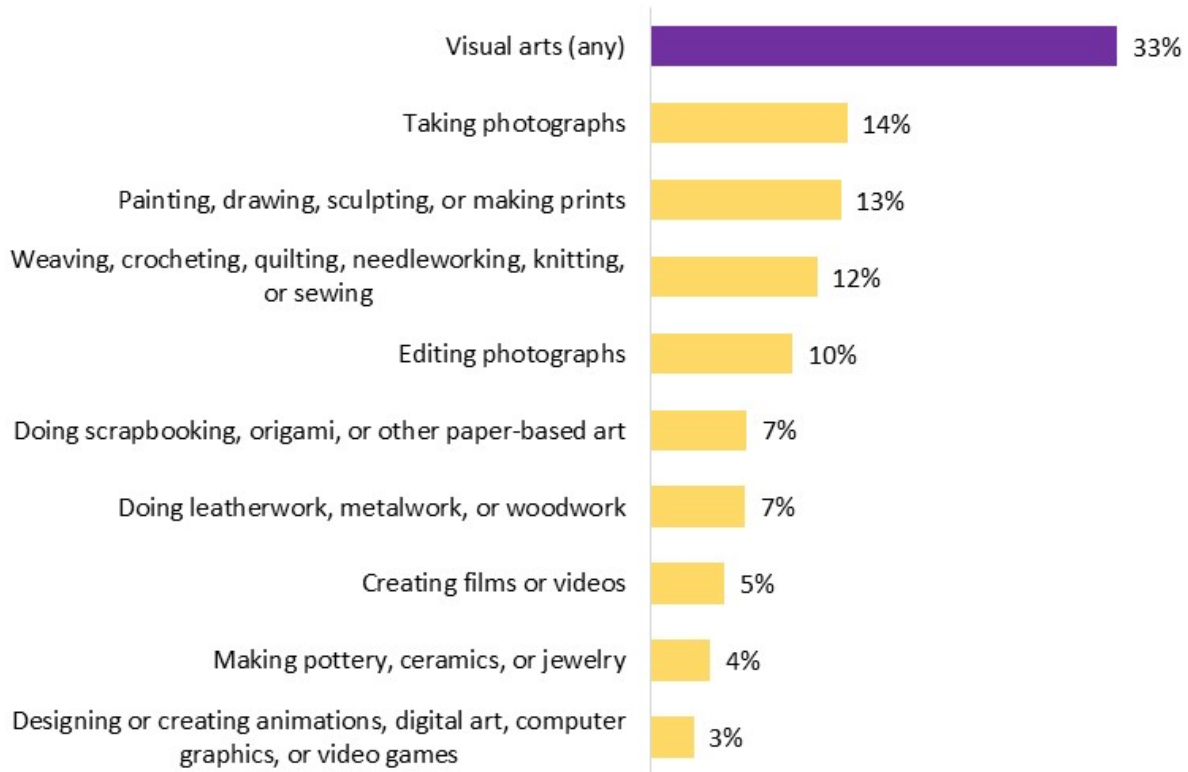
Figure 33. Percentage of U.S. adults who did performing arts activities during the last 12 months, by activity type: 2017



* This could include composing songs, performing rap, or editing or remixing music.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module B.

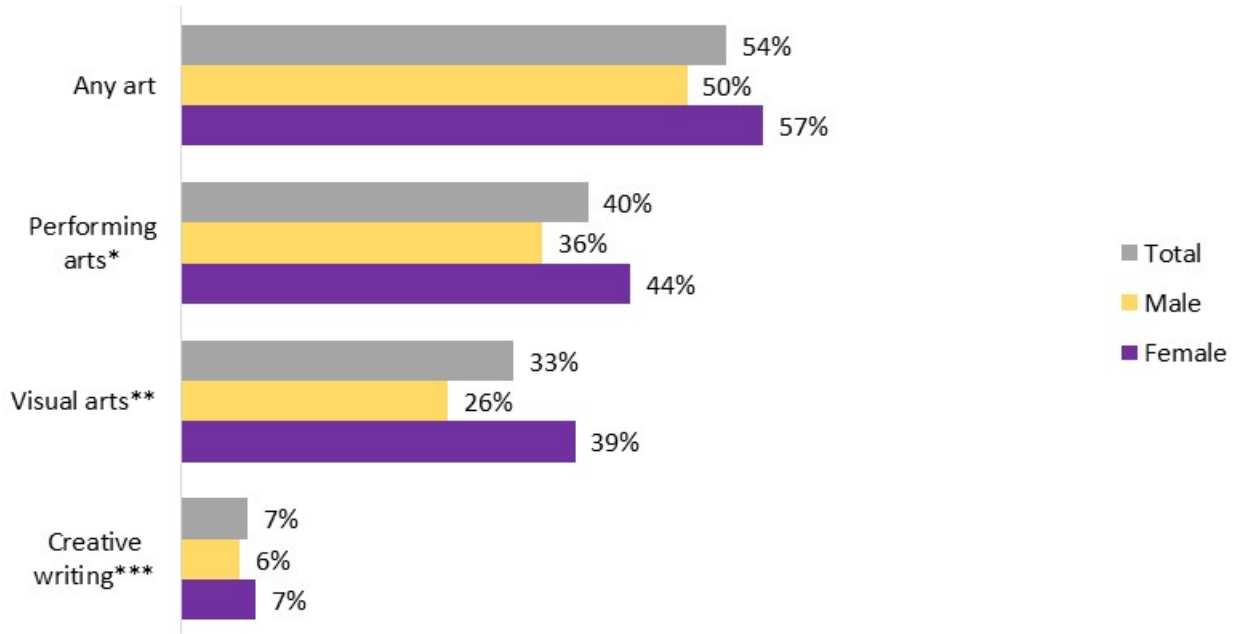
Figure 34. Percentage of U.S. adults who did visual art activities during the last 12 months, by activity type: 2017



Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Module C

Art-making varied by adults' demographic characteristics. For instance, a higher percentage of women than men engaged in any art-making activities (57 percent compared to 50 percent) (Figure 35). Women also engaged in performing art, visual art, and creative writing at higher rates than did men. It is worth noting, though, that differences for creative writing were very small in magnitude.

Figure 35. Percentage of U.S. adults who made art during the last 12 months, by gender and activity type: 2017



* Includes singing, playing any musical instrument, dancing, or acting

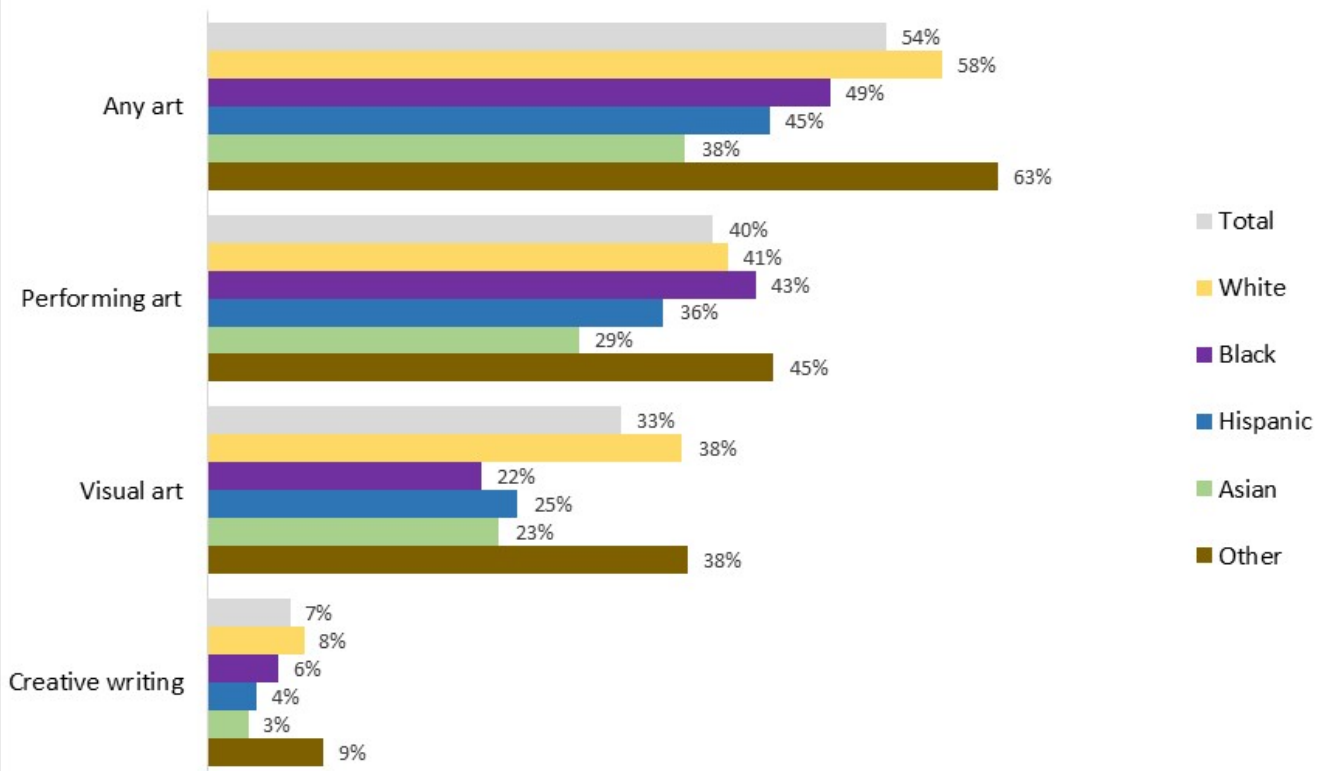
** Includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needle working, knitting, or sewing; and scrapbooking, origami, or other paper-based art

***Includes writing fiction, nonfiction, poetry, or plays.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), modules B and C.

Differences by race/ethnicity indicate that a higher percentage of White adults engaged in any art-making (58 percent), compared with Black, Hispanic, and Asian adults (Figure 36).²³ Closer analysis of specific types of art shows that differences by race/ethnicity were more pronounced for the visual arts. Specifically, the rate at which White adults created visual art (38 percent) was higher than the corresponding rates for Black, Hispanic, and Asian adults by 16, 13, and 15 percentage points, respectively. Additionally, a higher percentage of Black adults engaged in performing arts, compared to Hispanic and Asian adults.

Figure 36. Percentage of U.S. adults who made art during the last 12 months, by race/ethnicity and activity type: 2017

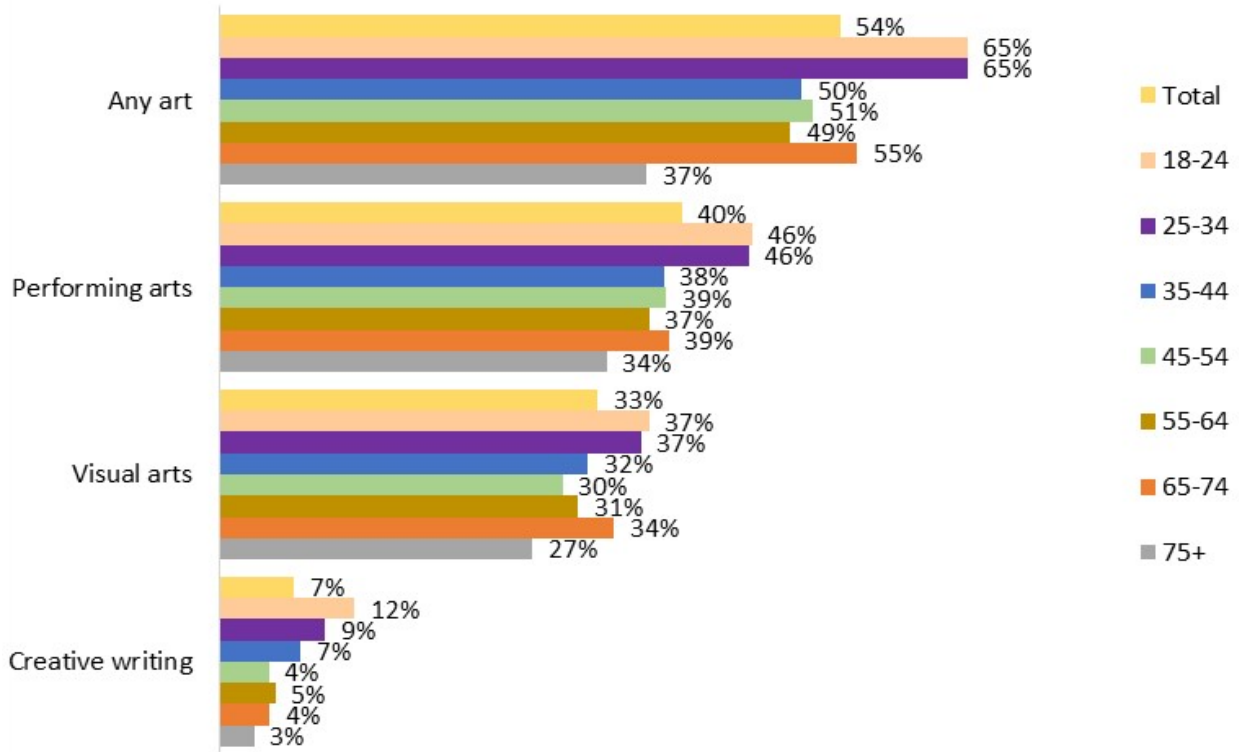


Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), modules B and C.

²³ The difference in any art-making between White adults and adults of some “other” (not specified) race/ethnicity was not statistically significant. White adults and adults of other race/ethnicity were also not measurably different with respect to engaging in performing arts, making visual arts, and creative writing.

Findings by age indicate a general pattern of lower rates of art-making for older adults (Figure 37). In particular, when compared to older adults, younger adults (those aged 18-24 and 25-34) generally had higher rates of making in any art form—in the performing arts, visual arts, and creative writing.

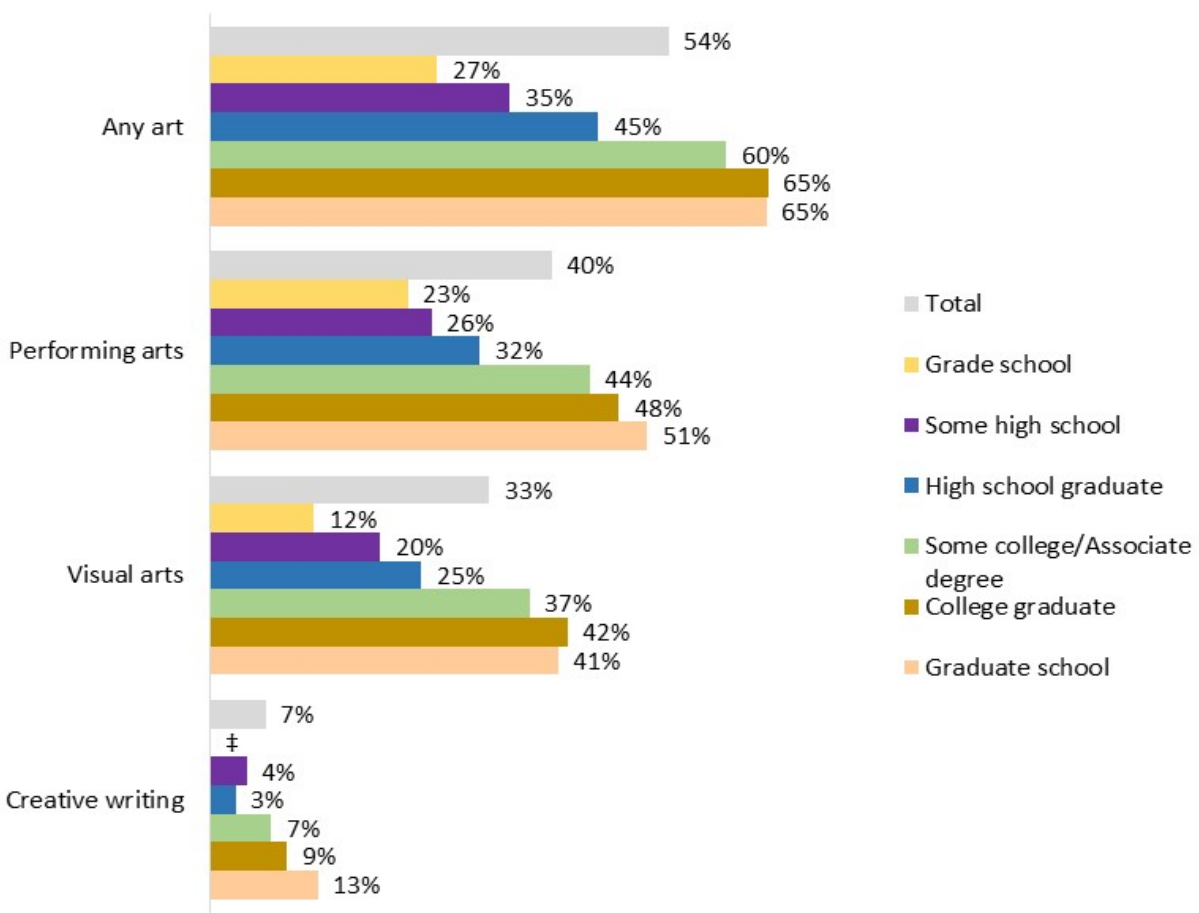
Figure 37. Percentage of U.S. adults who made art during the last 12 months, by age and activity type: 2017



Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), modules B and C.

Previous chapters of this report documented comparably higher rates of arts engagement for adults with higher levels of education. Those patterns generally persist relative to the broad category of making any art, as well as the subcategories of performing arts, visual arts, and creative writing (Figure 38). Still, subgroup differences by education level do not appear as stark for art-making as for the consumption of art. For instance, no statistically significant differences in the “any art-making” category existed between the percentage of adults with some college/associate degree and a college degree, and between adults with a college degree and adults with a graduate degree. Moreover, the differences between adults with a graduate degree and those with a high school degree or below ranged from 20 points to 39 percentage points.

Figure 38. Percentage of U.S. adults who made art during the last 12 months, by highest level of education and activity type: 2017



‡ Reporting standards not met. Either there are too few cases for a reliable estimate or the coefficient of variation (CV) is 50 percent or greater.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), modules B and C.

Frequency of Art-Making: 2017

Analysis of SPPA data suggests that the frequency of art-making may depend on the art form (Table 8). Adults who engaged in some art forms did so more frequently than adults who engaged in others; singing is notable, with 70 percent of singers reporting having done this activity at least once a week. Other types of art-making emerged as less frequent. For instance, just 10 percent of adults who made pottery, ceramics, or jewelry indicated having done so at least once a week.

Table 8. Among U.S. adults who made art in the last 12 months, percentage who did so at least once a week, by activity type: 2017

Art-making activity	At least once a week
Sing	70.2
Use a computer, laptop, cell phone, or other mobile device to edit or remix music ¹	48.5
Play any musical instruments	46.6
Take photographs	45.2
Edit photographs	38.5
Create or perform any music in ways other than singing or playing an instrument	37.5
Creative writing ³	34.3
Design or create animations, digital art, computer graphics, or video games	32.2
Weave, crochet, quilt, needlework, knit, or sew	26.2
Create films or videos	22.9
Dance	22.6
Paint, draw, sculpt, or make prints	22.5
Act	20.8
Do leatherwork, metalwork, or woodwork	20.6
Do scrapbooking, origami, or other paper-based art	14.0
Make pottery, ceramics, or jewelry	9.8

¹ Based on the respondents who reported "Yes" to creating or performing any music in ways other than singing or playing an instrument.

² This could include composing songs, performing rap, or editing or remixing music.

³ Creative writing includes writing fiction, nonfiction, poetry, or plays.

NOTE: Because frequency is collected in a categorical format, frequency of participating for any type of activity is a measure of a respondent's most frequently participated activity, rather than a cumulative frequency of participation.

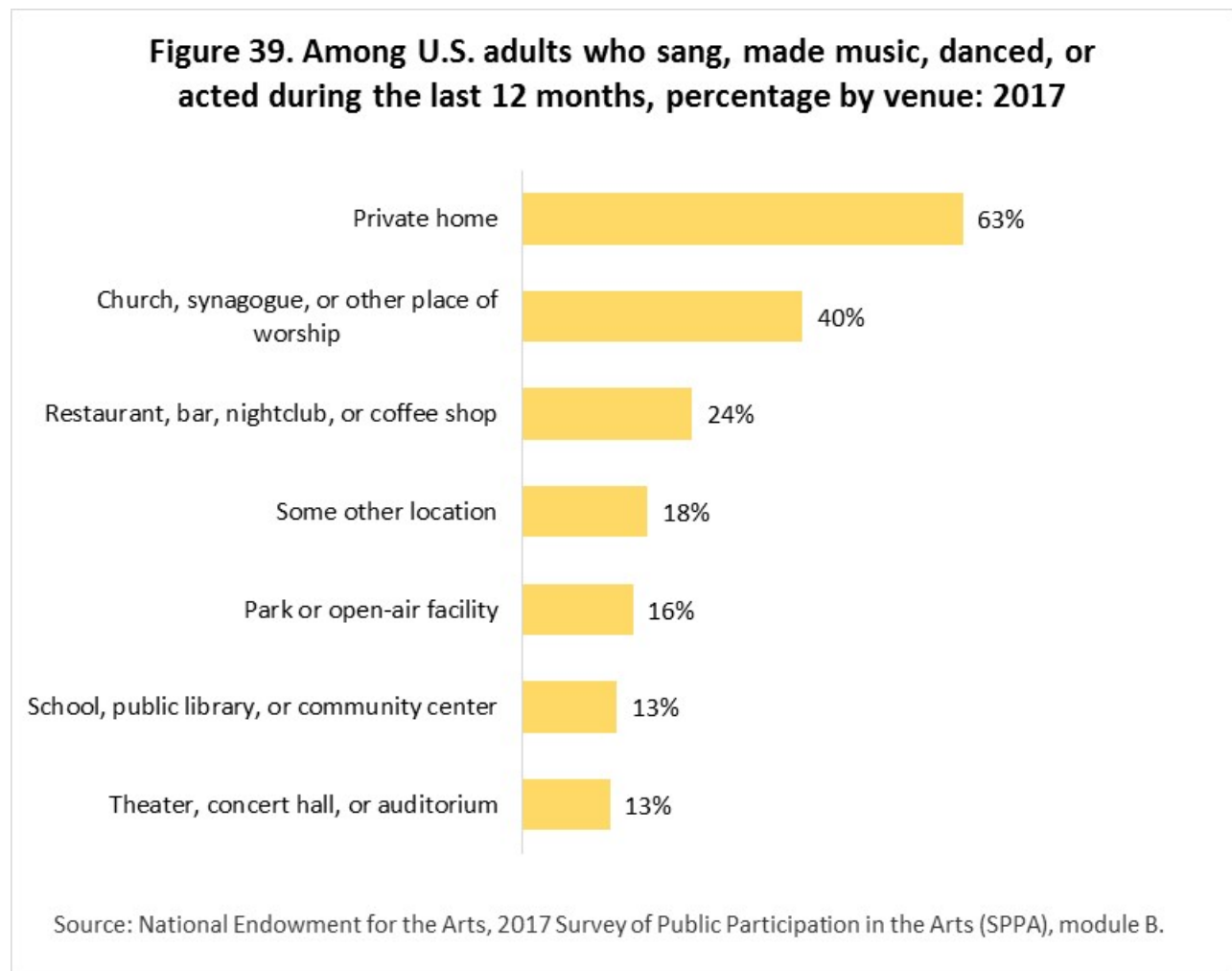
SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Module B and C.

For many activities, the frequency of art-making varied widely. For example, playing a musical instrument and taking photographs are relatively popular forms of personal art-making—in 2017, 11 percent played an instrument and 14 percent took photos as an artistic activity. Interestingly, nearly half of those who engage in such activities do so at least once a week. Weaving, crocheting, and creating other needlework is also a popular form of art-making—in 2017, nearly 12 percent created these types of textile arts. However, some of these artists engaged in this activity very frequently, while others did not. That is, the percentage of adults who created textile arts and who did so at least once a week (26 percent) was not measurably different from the percentage who created textile arts but only did so only one or two times a year (22 percent) (Appendix Table A-18).

Venues and Rates of Group Art-Making: 2017

U.S. adults who made art did so in a variety of venues (Figures 39 and 40). The venue with the highest concentration of art-making activity was private homes: 63 percent of adults who performed artworks did so in a private home, as did 78 percent of adults who made visual art. For the performing arts, the next most popular venue was a church, synagogue, or other place of worship (40 percent), while for the visual arts, the next most popular venue was a park or open-air facility (25 percent).²⁴

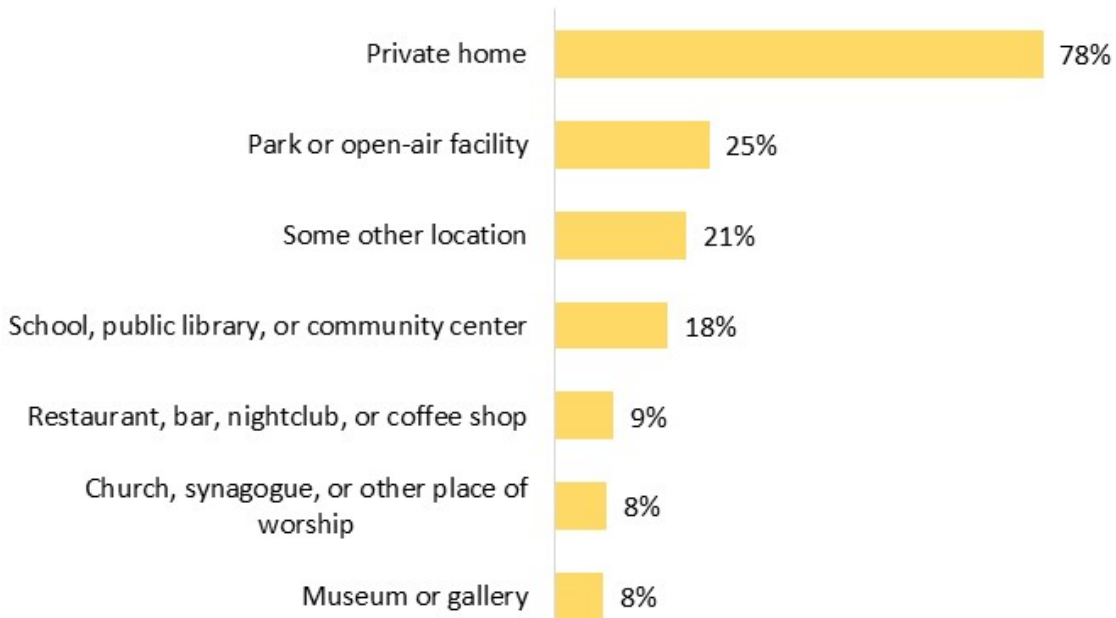
SPPA data also reveal the extent to which adults' art-making activities were part of a collective experience. Forty-one percent of adults who danced did so with others, and 36 percent who played a musical instrument did so in a group. Furthermore, 30 percent of singers sang with others.²⁵



²⁴ The percentage of adults who created visual arts at a park or open-air facility was not measurably different from the percentage of adults who created visual arts in “some other location.”

²⁵ The 2017 SPPA did not ask respondents about doing acting with others.

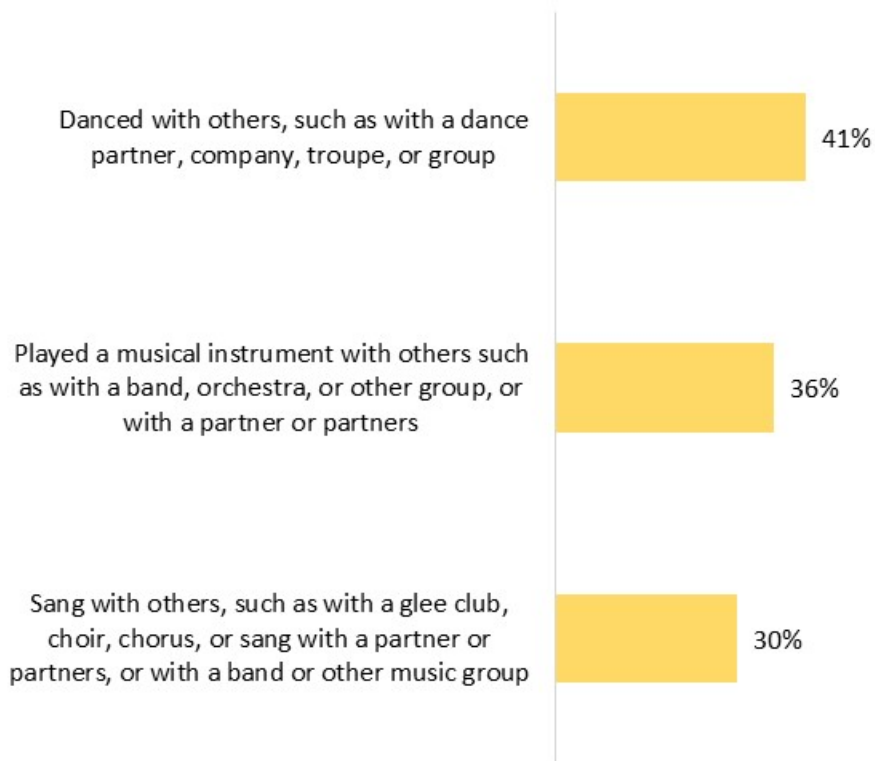
Figure 40. Among U.S. adults who made any visual arts during the last 12 months, percentage by venue: 2017



NOTE: "Any visual arts" includes photography, films or videos, digital art, craftwork, or other visual arts.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module C.

Figure 41. Among U.S. adults who danced, played a musical instrument, or sang during the last 12 months, percentage who did so with others: 2017

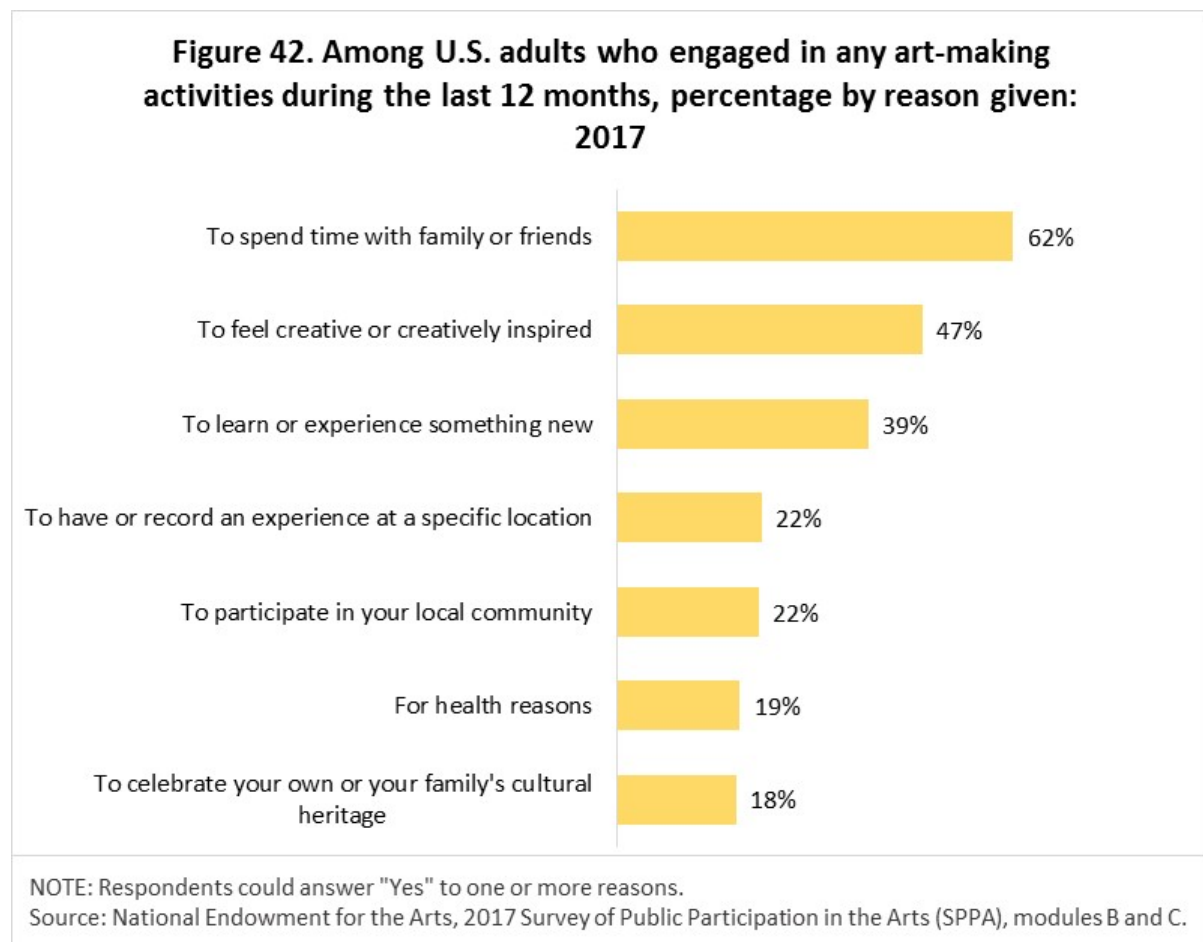


Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module B.

Reasons for Art-Making: 2017

SPPA data allow for understanding what motivates American adults to create art. As noted in the chapter on attendance at arts events, because adults could answer “yes” to multiple reasons, the findings in this chapter offer a detailed look at the variety of motivations for art-making.

Analysis of the reasons behind adults’ decision to create art demonstrate that, while differences exist across art forms, some reasons stand out as strong drivers of creative activity (figures 42, 43, and 44). For any art-making and for the performing arts, the highest-rated reason was to spend time with family or friends (62 and 64 percent, respectively); for creative writing, however, the highest-rated reason was to feel creative or creatively inspired (79 percent).²⁶ Still, both of these reasons stood out as motivators for high percentages of artists. Another popular reason for creating art included learning something new. The percentages of adults who created art for this reason ranged from 30-56 percent, depending on the art form in question.



²⁶ For visual arts, the difference between the percentage who created art to spend time with family and friends and the percentage who created art to feel creative or creatively inspired was not statistically significant at 90 percent confidence.

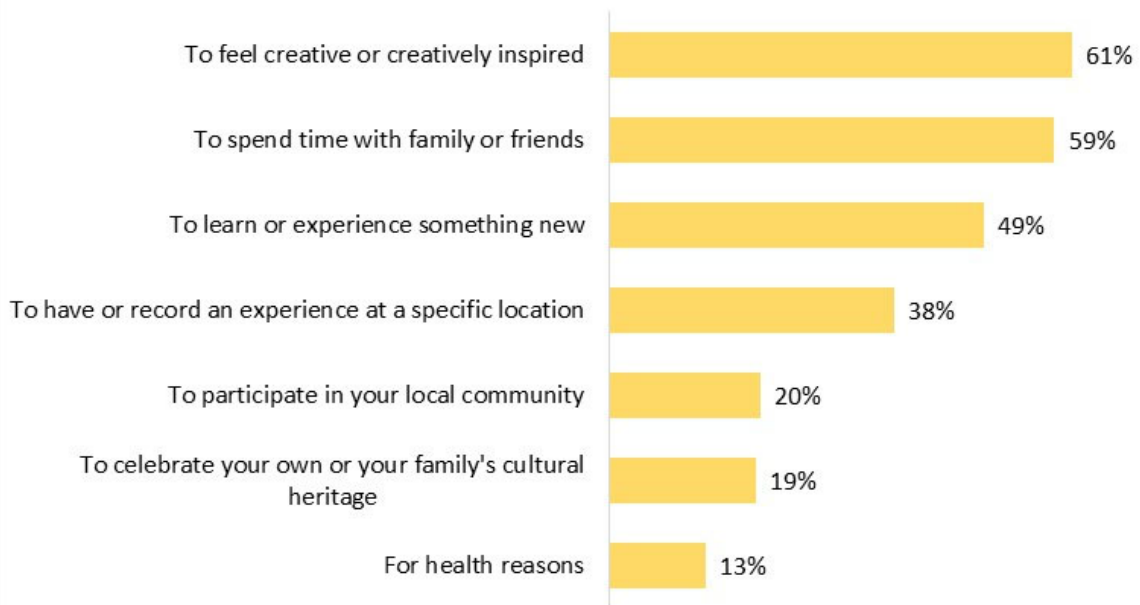
Figure 43. Among U.S. adults who did performing arts during the last 12 months, percentage by reason given: 2017



NOTE: Includes singing, playing any musical instrument, dancing, or acting. Respondents could answer "Yes" to one or more reasons.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module C.

Figure 44. Among U.S. adults who made visual art during the last 12 months, percentage by reason given: 2017



NOTE: Includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needle working, knitting, or sewing; and scrapbooking, origami, or other paper-based art. Respondents could answer "Yes" to one or more reasons.
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, module C.

Sharing Art: 2017

Respondents to the 2017 SPPA could select one of three options to express the intended audience for their art:

- just themselves
- only people they knew personally
- the general public

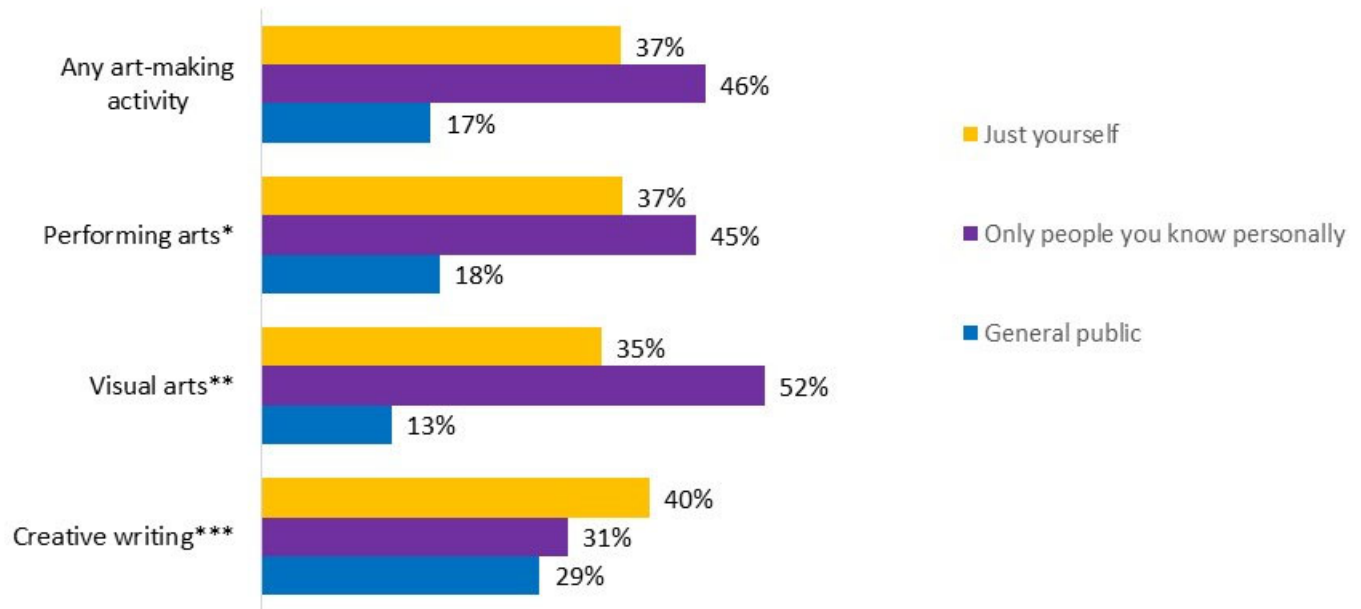
For any art-making, the highest percentages of adults reported as their intended audience people they knew personally, followed by just themselves. The smallest percentages of adults said that their intended audience for this work was the general public (Figure 45). Fifty-two percent of visual artists said that their intended audience was people they knew personally, which was higher than the corresponding percentages for both performing artists (45 percent) and creative writers (31 percent). Furthermore, the percentage of performing artists whose intended audience was people they knew personally was higher than the percentage of creative writers who reported this type of intended audience for their work. Conversely, the percentage of creative writers who wrote for the general public was higher than the corresponding percentages for performing artists (by 10 percentage points) and for visual artists (by 15 points).²⁷

Respondents could also indicate whether they had shared their art over the internet, including through email, websites, or social media. Roughly 29 percent of adults who made any art shared it over the internet, but the rates at which adults shared art over the internet varied widely by art form. Visual artists shared their art over the internet at a higher rate (48 percent) than did creative writers and performing artists, by 8 and 35 percentage points, respectively.²⁸

²⁷ Differences were calculated using unrounded numbers.

²⁸ Differences were calculated using unrounded numbers.

Figure 45. Among U.S. adults who made art, percentage who reported various intended audiences for most of their art, during the last 12 months, by activity: 2017



* Includes singing, playing any musical instrument, dancing, or acting

** Includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needle working, knitting, or sewing; and scrapbooking, origami, or other paper-based art

***Includes writing fiction, nonfiction, poetry, or plays.

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), modules B and C.

V. Participating in Arts Learning

The 2017 SPPA asked adults whether they had participated in formal and informal learning about the arts. In this chapter, “formal” learning means arts-related learning that takes place in an in-person or online lesson or class. “Informal” arts learning includes learning through other means (i.e., not through a class or lesson), such as being taught by family or friends or as part of a family tradition, or by learning by oneself or through books or the internet.

This chapter describes the percentages of adults who engaged in arts learning in the past 12 months. First, this report presents information about the percentages of adults who engaged in formal and informal learning overall and for various arts subjects; then, this report presents the percentages of adults who engaged in formal learning in various arts subjects, according to the adults’ demographic characteristics.

Arts Learning: 2017

For all arts subjects, larger percentages of adults engaged in informal learning than in formal learning (Tables 9 and 10).

Some patterns emerged with respect to differences in learning different art subjects. For formal learning, the percentage of adults who took classes in visual arts subjects other than filmmaking or photography was 4 percent. This percentage, which accounted for adults taking classes in drawing, painting, pottery, weaving, or graphic or fashion design, was larger than the percentage for all other types of art classes. The percentage of adults who took music classes (3 percent) was the next largest percentage overall.²⁹

The pattern for informal learning was slightly different from that for formal learning. The proportion of adults who engaged in informal music learning (10 percent) was larger than for all other types of art classes. The percentage who engaged in informal learning about other visual arts (6 percent) was the next largest percentage.³⁰

²⁹ The difference between the percentage of adults who took music classes and the percentage of adults who took classes in art history or art or music appreciation was not statistically different.

³⁰ The difference between the percentage of adults who informally learned about visual arts and the percentage of adults who informally learned about photography or filmmaking was not statistically different.

Table 9. Percentage of U.S. adults who took formal art lessons or classes during the last 12 months, by content: 2017

Type of art	Took formal art lessons or classes
Any type of art	9.5
Visual arts such as drawing, painting, pottery, weaving, or graphic or fashion design	3.6
Music—either voice-training or playing an instrument	2.7
Art history or art or music appreciation	2.1
Dance	1.9
Creative writing	1.7
Computer animation or digital art	1.8
Photography or filmmaking	1.6
Acting or theater	0.6

NOTE: Includes formal lessons or classes taken online.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Module E.

Table 10. Percentage of U.S. adults who learned art through informal means during the last 12 months, by content: 2017

Type of art	Learned art through informal means
Any type of art	17.2
Music—either voice-training or playing an instrument	10.3
Visual arts such as drawing, painting, pottery, weaving, or graphic or fashion design	6.3
Photography or filmmaking	5.3
Art history or art or music appreciation	4.9
Dance	3.5
Creative writing	3.1
Acting or theater	1.8
Computer animation or digital art	†

† Not applicable.

NOTE: Learning through "informal means" includes being taught by family or friends, as part of a family tradition, by teaching oneself, or by using books or the internet.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Module E.

Investigation of formal learning by adults' demographic characteristics reveals some differences.³¹ For instance, a larger percentage of women than men took any formal arts class (12 percent compared to 7 percent) (Table 11). When looking at specific art classes, in many cases, the rates of formal arts learning did not differ between men and women. However, in the cases of visual arts, dance, and computer animation or digital art, the percentages of women who engaged in formal learning were larger than the corresponding percentages for men.

Table 11. Percentage of U.S. adults who took art lessons or classes during the last 12 months, by gender and arts content: 2017

Gender	Type of art lesson or class								
	Any type of art	Other visual arts ¹	Music ²	Art history or art or music appreciation	Dance	Creative writing	Computer animation or digital art	Photography or filmmaking	Acting or theater
Male	7.4	2.0	2.9	1.9	0.8	1.7	1.4	1.3	0.7
Female	11.5	5.0	2.5	2.3	2.9	1.7	2.1	1.8	0.5 !

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

¹ "Other visual arts" include drawing, painting, pottery, weaving, or graphic or fashion design.

² Music lessons or classes include both voice-training or playing an instrument.

NOTE: Includes lessons or classes taken online.

SOURCE: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Module E.

In some instances, differences in the percentages of adults who participated in formal arts learning existed by race/ethnicity. A smaller percentage of Hispanic adults (6 percent) took any art class, compared to the percentages of White adults (10 percent), Black adults (11 percent), Asian adults (11 percent), and adults of other racial/ethnic backgrounds (16 percent). A larger percentage of Black adults took a dance class (4 percent), compared to White adults (2 percent) or Hispanic adults (1 percent).

Investigation of formal arts learning by age highlights one consistent finding: the percentage of the youngest adults (those aged 18-24) who engaged in any art learning was larger than the corresponding percentages for all older adults, by 9 to 14 percentage points.³² The percentage of the oldest adults (those aged over 75) who took any arts class was smaller than the percentages for all other groups.³³ This general pattern—that of the youngest adults exhibiting the largest percentages of arts learning—also existed for the specific types of arts classes: music, photography or filmmaking,

³¹ The following paragraphs detail differences in arts learning by adults' demographic characteristics. In many of these discussions, the report does not mention acting classes. For several analyses of acting class course-taking by demographic characteristics, reporting standards were not met, either due to small sample sizes or large coefficients of variation.

³² Readers should note that these classes could be taken in school; thus, to the extent that these youngest adults may be more likely still to be enrolled in formal education, this finding may be expected.

³³ One exception existed: the difference in any arts course-taking did not differ between the oldest adults and those aged 65-74.

other visual arts, dance,³⁴ creative writing, art history or art/music appreciation, and computer animation or digital art.³⁵

With respect to highest level of education, generally, larger percentages of adults with higher levels of education took any recent, formal arts class than did adults with lower levels of education (Appendix Table A-26).³⁶ Analysis of specific topics in this art-learning indicate adherence to this pattern of smaller rates of course-taking among adults with lower levels of education. That is, adults with higher levels of education generally took art courses at larger rates than did adults with lower levels of education, though many differences were not statistically significant.

Taking Children to Arts Experiences: Comparing 2012 to 2017

Apart from asking adults whether they took arts classes or lessons—or learned about the arts through informal methods—the 2017 SPPA asked if adults who had school-age children (between ages 5 and 17) had taken them to a live music, dance, or theater performance or to an art museum or gallery.

In 2017, among adults living in households with children aged 5-17, 45.7 percent reported that their child(ren) participated in one of those arts experiences in the past year. In 2012, the comparable figure had been 42.1 percent—which presents no statistically significant difference from the 2017 statistic.

³⁴ For dance, the only measurable differences with the youngest adults were between these adults and adults aged 55-64 and 65-74.

³⁵ The difference in the percentage of adults aged 18-24 and adults aged 25-34 who took visual arts classes was not measurably different. For acting, estimates for adults aged 35-44, 55-64, 65-74, and 75 and older did not meet reporting standards. For creative writing and art history, estimates for adults aged 45-54 did not meet reporting standards. For photography/filmmaking, dance, art history, and computer animation, estimates for adults aged 75 and older did not meet reporting standards.

³⁶ In three cases, the differences were not statistically significant: the percentage of adults with some high school education did not differ from the percentage of adults with a high school degree, the percentage of adults with some college did not differ from the percentage of adults with a college degree, and the percentage of adults with a college degree did not differ from the percentage of adults with a graduate degree.

VI. Perceptions of Arts Availability

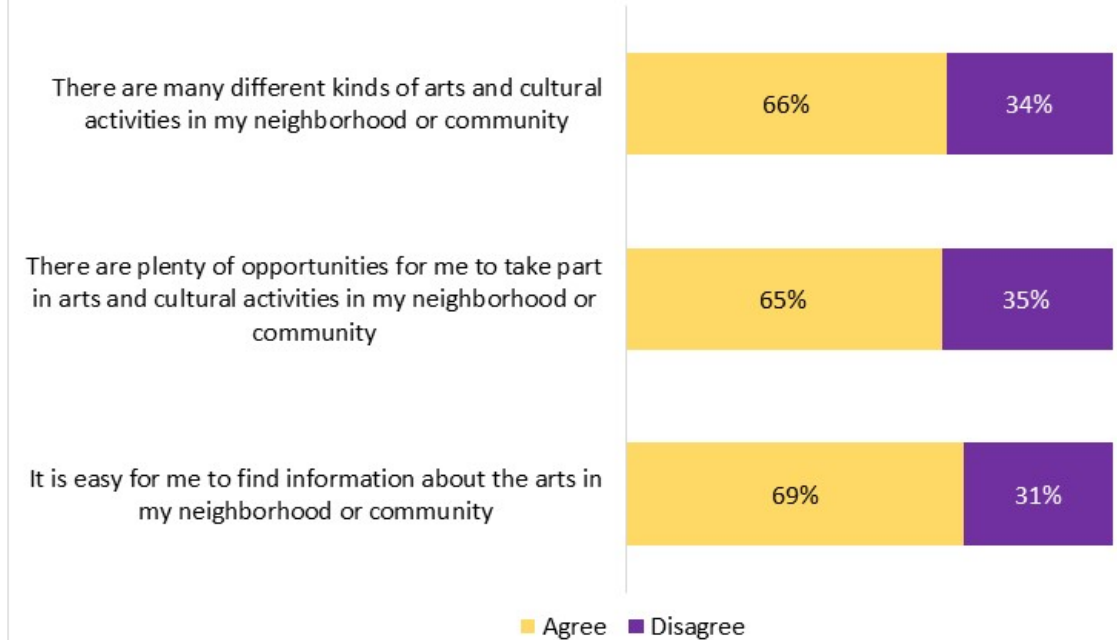
In addition to the previously discussed items, the 2017 SPPA also asked respondents about the availability and accessibility of the arts in their communities. Specifically, respondents were asked to consider three statements and indicate their level of agreement (strongly agree, agree, disagree, or strongly disagree).

1. There are many different kinds of arts and cultural activities in my neighborhood or community.
2. There are plenty of opportunities for me to take part in arts and cultural activities in my neighborhood or community.
3. It is easy for me to find information about the arts in my neighborhood or community.

This chapter of the report describes adults' responses to the three statements, overall and by demographic characteristics (gender, race/ethnicity, age, highest level of education). Adult perceptions of arts availability in their communities may vary geographically; thus, this chapter also describes differences by U.S. Census region. Those who indicated that they agreed or strongly agreed are described as having "agreed" with the statements, and those who disagreed or strongly disagreed are described as having "disagreed."

For example, more than a third of adults (35 percent) did not agree with the statement: "There are plenty of opportunities for me to take part in arts and cultural activities in my neighborhood or community." Roughly two-thirds of adults agreed there were many different kinds of arts and cultural activities in their communities (66 percent), that they had opportunities to take part in these activities (65 percent), and that it was easy for them to find information about the arts in their communities (69 percent; Figure 46). A slightly larger percentage of adults agreed it was easy to find information about the arts in their community than agreed there were many arts activities in their communities or there were many opportunities to participate in arts activities in their communities.

Figure 46. Percentage of U.S. adults who agreed or disagreed with statements about the availability of arts and cultural activities in their neighborhood or community: 2017



NOTE: 'Agree' includes the response options 'Agree' and 'Strongly Agree.' 'Disagree' includes the response options 'Disagree' and 'Strongly Disagree.'

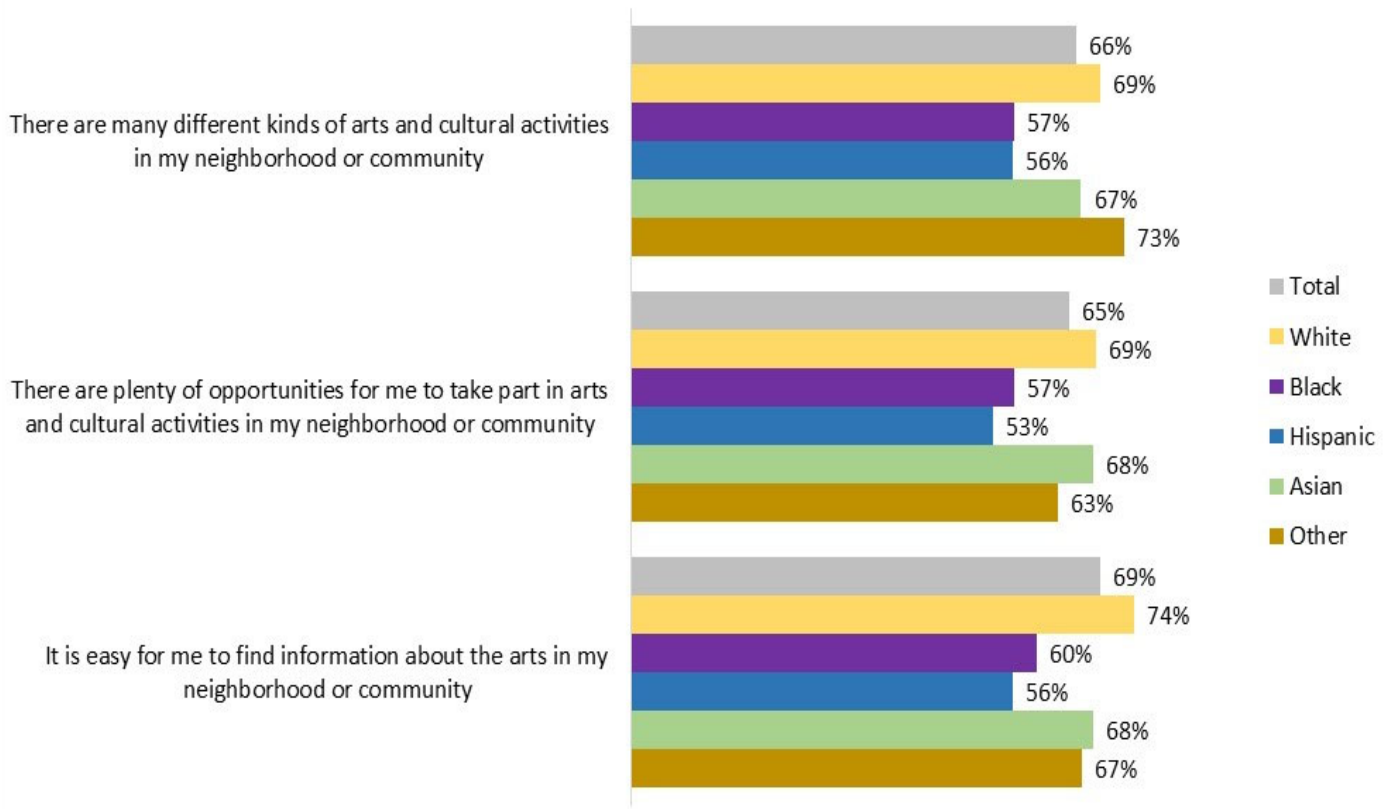
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, module E.

Variation in the percentages of adults with positive perceptions existed by some but not all demographic characteristics. The percentages of men and women who agreed with the statements about arts availability were not statistically different.

Variations did exist by race/ethnicity (Figure 47). For all three statements, the percentages of White adults and Asian adults who agreed were larger than the percentages of Black adults and Hispanic adults who agreed. Larger percentages of adults of “other” races/ethnicities agreed with all three statements, in comparison to Hispanic adults. In comparison to Black adults, a larger percentage of adults from other races/ethnicities agreed there were many different kinds of arts and cultural events in their communities.³⁷

³⁷ The percentages of adults of “other” race/ethnicity who agreed that there were plenty of opportunities to take part in arts and cultural events and who agreed that it is easy to find information about the arts were not statistically significantly different from the corresponding percentages for Black adults.

Figure 47. Percentage of U.S. adults who agreed with statements about the availability of arts and cultural activities in their neighborhood or community, by race/ethnicity: 2017



NOTE: Includes the response options 'Agree' and 'Strongly Agree.'

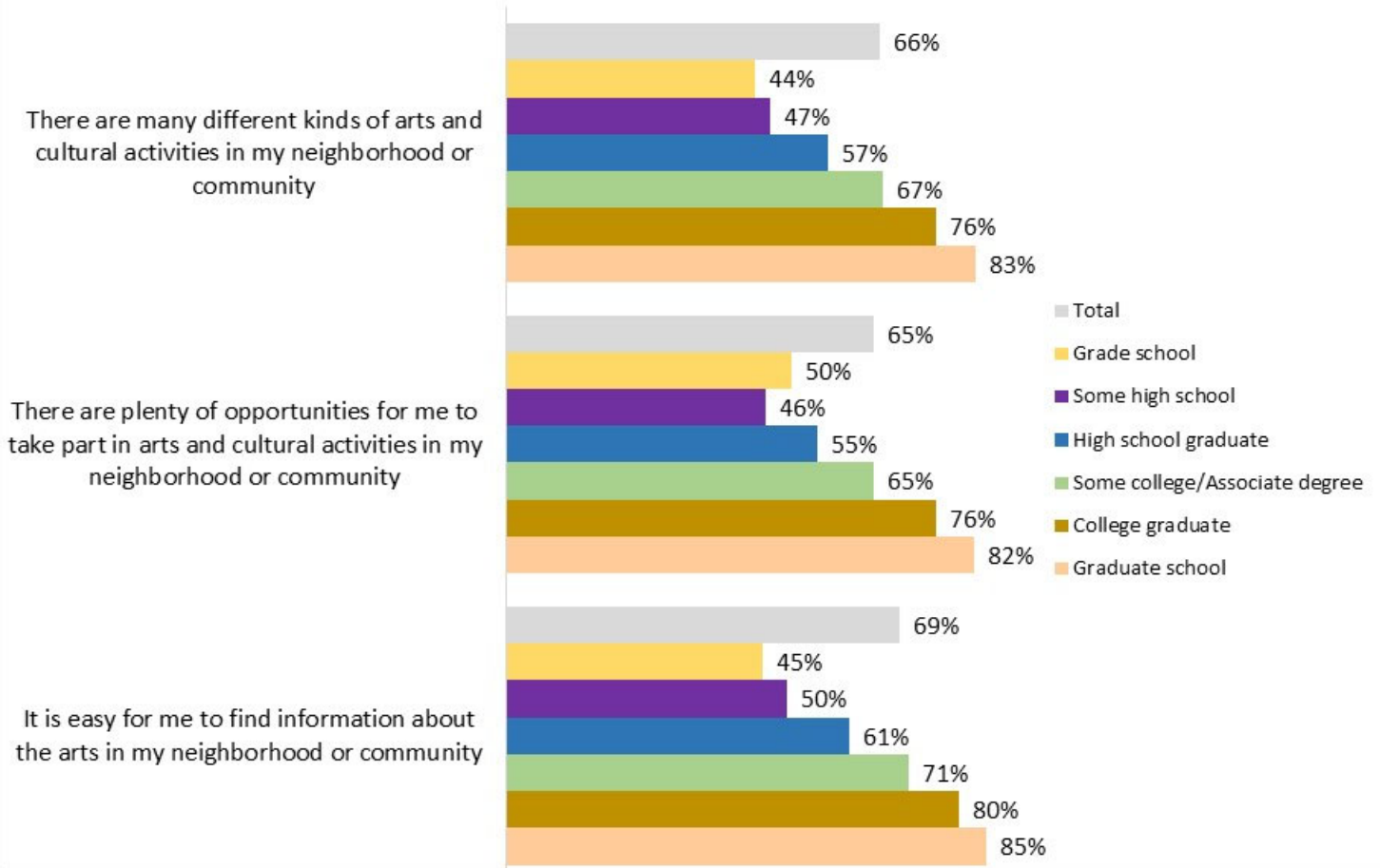
Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), module E.

Few differences existed by age. A smaller percentage of adults aged 75 or older agreed there were plenty of opportunities to take part in arts or cultural activities in their neighborhoods (61 percent), compared with adults who were 35-44 (67 percent) and adults who were 55-64 (66 percent). Additionally, a smaller percentage of adults aged 18-24 agreed it was easy to find information about the arts in their communities (64 percent who agreed) than did adults who were 44-54 (70 percent), 55-64 (72 percent), and 65-74 (71 percent). A smaller percentage of the oldest adults (those aged 75 or older) agreed it was easy to find arts information than did adults who were 55-64 (67 percent versus 72 percent).

Consistently, larger percentages of adults with higher levels of education had positive perceptions of arts availability, opportunity, and information (Figure 48).³⁸ For instance, the percentage of adults with a graduate degree who agreed that there were many different kinds of arts and cultural events in their communities (83 percent) was larger than the corresponding percentages for adults at lower levels of education—by 7 to 39 percentage points. Additionally, the percentages of adults with a higher education (college or graduate degree) who agreed there were many opportunities to take part in arts or cultural events in their communities (76 and 82 percent, respectively) were larger than the corresponding percentages of adults with lower levels of education (50 percent for grade school, 46 percent for some high school, 55 percent for high school graduate, and 65 for some college/associate’s degree). Similarly, the percentage of adults with a higher education (college or graduate degree) who agreed it was easy for them to find information about arts in their communities (80 and 85 percent, respectively) was larger than the corresponding percentages for adults with lower levels of education (45 percent for grade school, 50 percent for some high school, 61 percent for high school graduate, 71 percent for some college/associate’s degree).

³⁸ For all three statements, the differences in agreement between adults with a grade school education and adults with some high school education was not statistically significant. Additionally, for the statement about opportunity to participate in arts, the difference in agreement between adults with a grade school education and adults with a high school degree was not statistically significant.

Figure 48. Percentage of U.S. adults who agreed with statements about the availability of arts and cultural activities in their neighborhood or community, by highest level of education: 2017

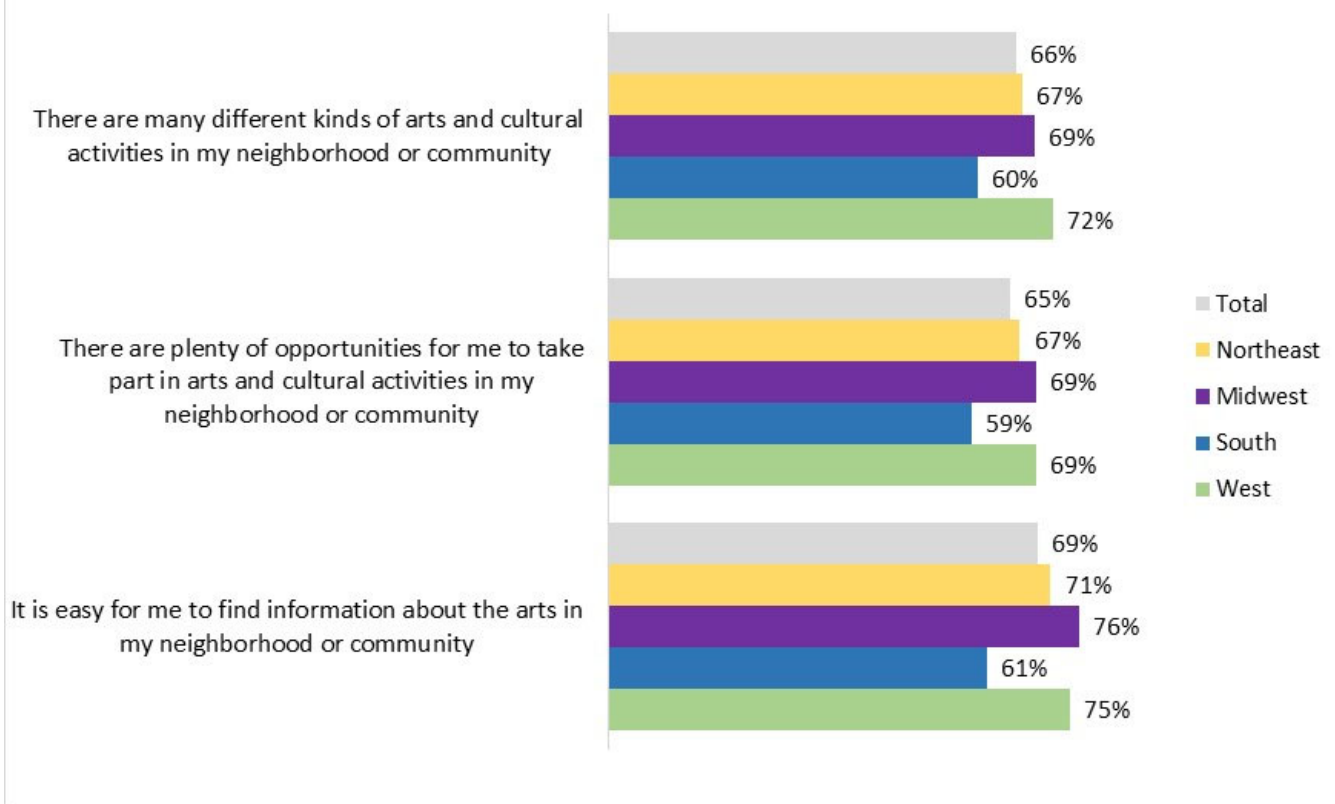


NOTE: Includes the response options 'Agree' and 'Strongly Agree.'

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, module E.

When looking at perceptions of arts availability, opportunity, and information by Census region³⁹, the percentages of adults in the South who agreed with all three statements were smaller than the percentages in all other Census regions (Figure 49). Further, the percentage of adults in the Northeast who agreed there were many different kinds of arts and cultural events available in their communities (67 percent) was smaller than the percentage in the West (72 percent), and the percentage of adults in the Northeast who agreed that it was easy to find information about arts in their communities (71 percent) was smaller than the percentage in the Midwest (76 percent).

Figure 49. Percentage of U.S. adults who agreed with statements about the availability of arts and cultural activities in their neighborhood or community, by Census region: 2017



NOTE: Includes the response options 'Agree' and 'Strongly Agree.'

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts, module E.

³⁹ See *Census Regions and Divisions of the United States*, U.S. Department of Commerce Economics and Statistics Administration U.S. Census Bureau, accessible at https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf.

Spotlights: A Look at Five Artistic Disciplines

The following short segments highlight U.S. adults' engagement with five major artistic disciplines:

- Visual arts
- Music
- Theater
- Dance
- Literary activity

Data for these segments were collected as part of the 2017 SPPA. Each spotlight gives an overall look at U.S. adults' engagement in the past 12 months. These spotlights also report variations in engagement—by whether adults live in a metropolitan (urban) area or a non-metropolitan (rural) area.

Visual Arts

In the 12 months prior to the survey, among U.S adults:

- **23 percent** attended an art exhibit⁴⁰
- **16 percent** used electronic media to view paintings, sculpture, pottery, or other visual art
- **14 percent** used electronic media to view programs or information about visual arts
- **33 percent** created visual art⁴¹
 - Of these visual art creators
 - **52 percent** intended their art to be viewed only by people they knew personally
 - **35 percent** intended their art to be viewed by just themselves
 - **13 percent** intended their art to be viewed by the general public
 - Of these visual art creators, **48 percent** used the internet to share their art
- **4 percent** took a class in visual arts (e.g., painting or pottery) in the past 12 months
- **1.6 percent** took a class in photography or filmmaking in the past 12 months

When considering attendance at more specific visual arts events,⁴² in the past 12 months, among U.S. adults:

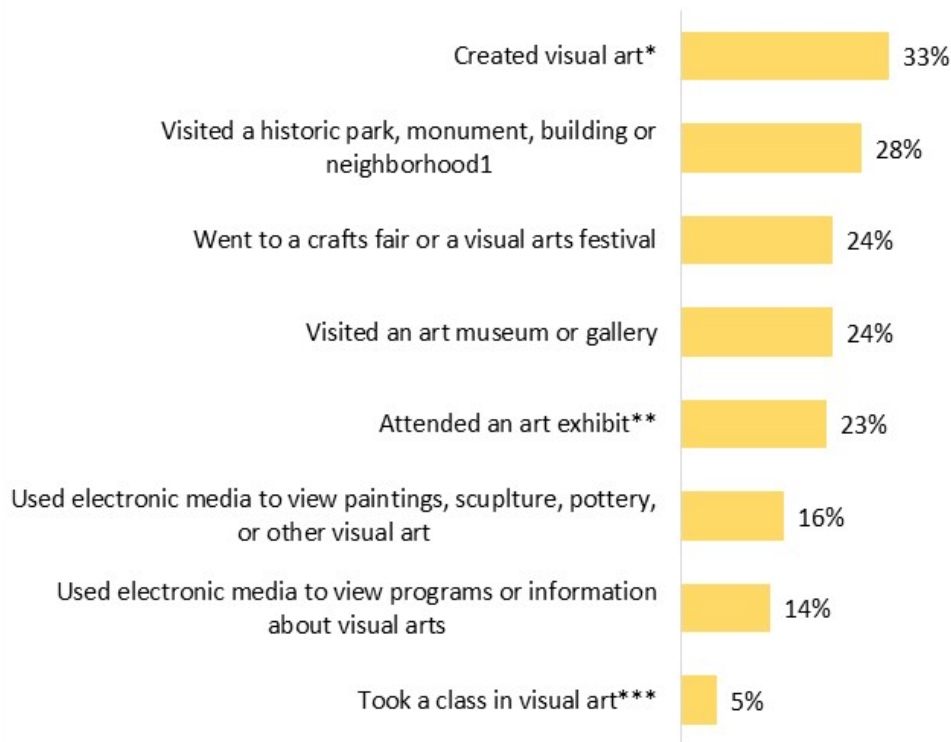
- **28 percent** visited a historic park, monument, building, or neighborhood due to its design value
- **24 percent** visited an art museum or a gallery
- **24 percent** went to a crafts fair or visual arts festival

⁴⁰ Includes visual art such as paintings, sculpture, pottery, photography, or digital art. These data come from Core II of the SPPA.

⁴¹ Includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needleworking, knitting, or sewing; and scrapbooking, origami, or other paper-based art.

⁴² Data come from Core I of the 2017 SPPA.

Figure VA1. Percentage of U.S. adults who engaged in various visual arts activities during the past 12 months, by activity: 2017



* Includes painting, drawing, sculpting, or making prints; taking photographs; editing photographs; creating films or videos; designing or creating animations, digital art, computer graphics, or video games; making pottery, ceramics, or jewelry; doing leatherwork, metalwork, or woodwork; weaving, crocheting, quilting, needle working, knitting, or sewing; and scrapbooking, origami, or other paper-based art

** Includes visual art such as paintings, sculpture, pottery, photography, or digital art

*** Includes photography or filmmaking, computer animation or digital art, or other kinds of visual art. Classes could be in-person or online

Visual art engagement varied based on whether the adults lived in a metro or non-metro area. Specifically, a larger percentage of adults in urban than rural areas:

- visited an art exhibit (24 vs. 16 percent)
- used an electronic device to consume programs or information about the visual arts (15 vs. 8 percent)
- used an electronic device to view paintings, sculpture, pottery, or other visual art (17 vs. 10 percent)
- took any visual arts class (6 vs. 4 percent)

Additionally, among adults who created visual art, a larger percentage of artists in metro areas than non-metro areas intended their art to be viewed by the general public (14 vs. 9 percent), and a larger percentage of artists in metropolitan areas than non-metro areas shared their art over the internet (49 vs. 43 percent).

When considering more specific visual arts attendance, higher percentages of urban than rural residents:

- visited a historic park, monument, building, or neighborhood for its design value (29 vs. 24 percent)
- visited an art museum or gallery (25 vs. 14 percent)

Some exceptions to this general pattern of higher participation for urban residents existed: a larger percentage of adults in non-metro areas made leatherwork, metalwork, or woodwork than did adults in metro areas (9 vs. 6 percent), and a larger share of adults in non-metro areas than metro areas created visual arts in a private home (82 vs. 77 percent).

Music

In the 12 months prior to the survey, among U.S. adults⁴³:

- **65 percent** used electronic media to listen to other kinds of music, such as rock, pop, country, folk, rap, or hip-hop
- **42 percent** attended a live music performance⁴⁴
- **30 percent** created music⁴⁵
- **21 percent** used electronic media to listen to classical music
- **20 percent** used electronic media to listen to jazz music
- **19 percent** used electronic media to listen to Latin, Spanish, or salsa music
- **3 percent** took a music class⁴⁶

When considering attendance at more specific live music events,⁴⁷ in the past 12 months, among U.S. adults

- **9 percent** attended a jazz performance
- **9 percent** attended a classical music performance
- **6 percent** attended a Latin, Spanish, or salsa music performance

⁴³ While the visual art spotlight indicated the intended audience of those who created art, these estimates are not available for music, theater, or dance, given the structure of SPPA items.

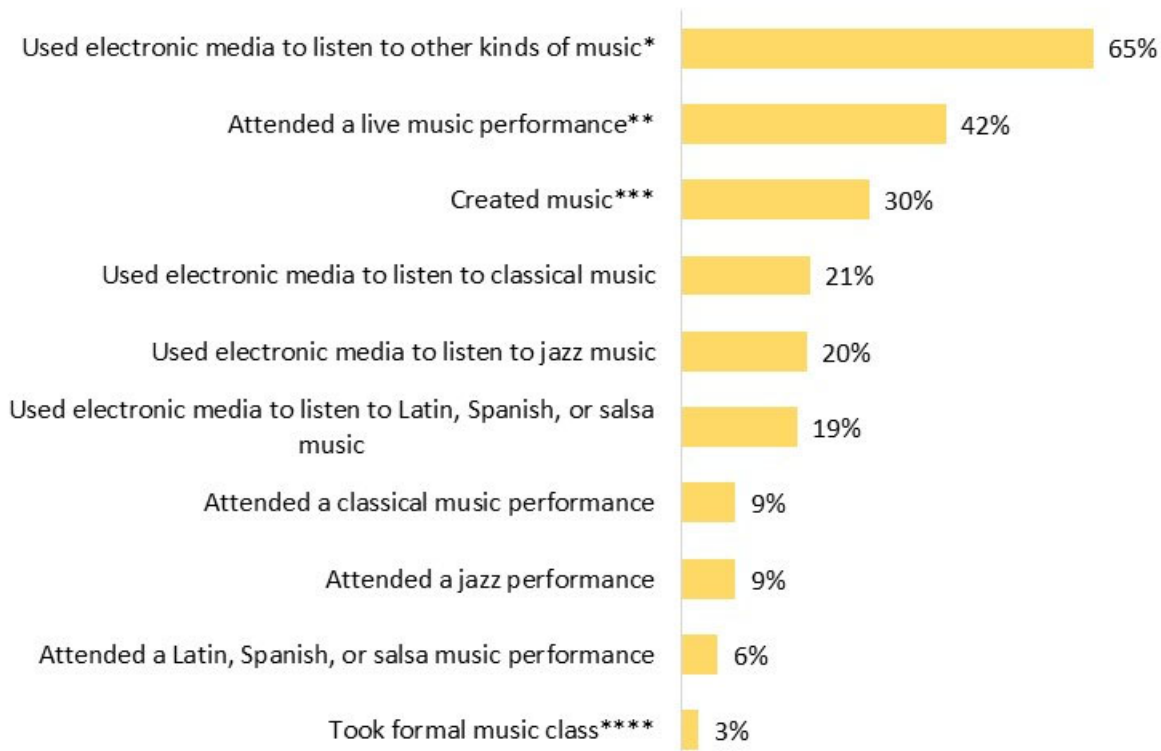
⁴⁴ Live music performances could include professional, community, or student musicians. These data come from Core II of the SPPA.

⁴⁵ While the visual art spotlight indicated the intended audience of those who created art, these estimates are not available for music, theater, or dance, given the structure of SPPA items. "Music" in this case includes singing, playing any musical instruments, or creating or performing any music in ways other than singing or playing an instrument.

⁴⁶ Classes could be in-person or online.

⁴⁷ Data come from Core I of the 2017 SPPA.

Figure M1. Percentage of U.S. adults who engaged in various music activities during the past 12 months, by activity: 2017



* 'Other kinds of music' includes rock, pop, country, folk, rap, or hip-hop

** Live music performances could include professional, community, or student musicians

*** Includes singing, playing any musical instruments, or creating or performing any music in ways other than singing or playing an instrument

**** Classes could be in person or online

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA).

Participation in music activities varied based on whether the adults live in a metro area or a non-metro area. Specifically, larger percentages of adults in metro than non-metro areas:

- attended live music performances (43 vs. 34 percent)
- used an electronic device to listen to jazz music (21 vs. 11 percent)
- used an electronic device to listen to Latin, Spanish, or salsa music (20 vs. 11 percent)
- used an electronic device to listen to classical music (22 vs. 13 percent)
- took music classes (3 vs. 2 percent)

When considering attendance at more specific live music events, higher percentages of adults who live in metropolitan than non-metropolitan areas:

- attended a jazz performance (9 vs. 6 percent)
- attended a Latin, Spanish, or salsa performance (6 vs. 3 percent)
- attended a classical music performance (9 vs. 6 percent)

Theater

In the 12 months prior to the survey, among U.S. adults:

- **24 percent** attended a live play or musical⁴⁸
- **16 percent** used electronic media to consume theater productions, such as musicals or plays, or information about theater
- **4 percent** acted or participated in a theatrical production
- **1 percent** took an acting or theater class⁴⁹

When considering attendance at more specific live theater events,⁵⁰ in the past 12 months, among U.S. adults:

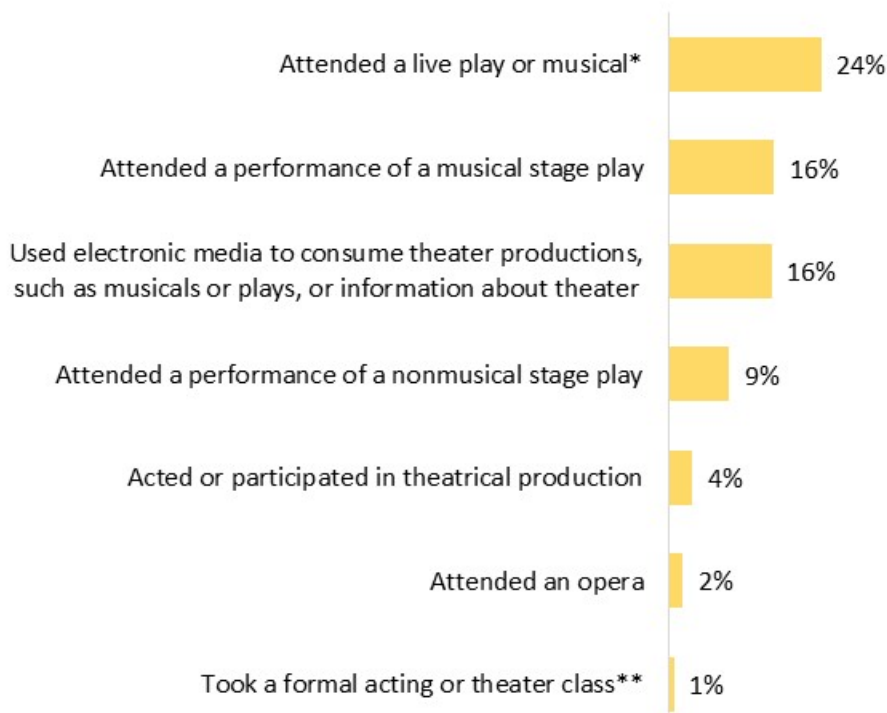
- **16 percent** attended a performance of a musical stage play
- **9 percent** attended a performance of a nonmusical stage play
- **2 percent** attended an opera

⁴⁸ Live plays or musicals could include professional, community, or student performers. These data come from Core II of the 2017 SPPA.

⁴⁹ Classes could be in-person or online.

⁵⁰ Data come from Core I of the 2017 SPPA.

Figure T1. Percentage of U.S. adults who engaged in various theater activities during the past 12 months, by activity: 2017



* Live plays or musicals could include professional, community, or student performers

** Classes could be in-person or online

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA).

Adults' interaction with theater varied by whether they live in a metro area or a non-metro area such that a larger percentage of adults in metro areas attended a live play or musical (25 percent) than did adults in non-metro areas (19 percent). A higher percentage of urban than rural adults also used an electronic device to consume theater productions (17 vs. 10 percent).

When considering attendance at specific live theater events, larger percentages of urban than rural adults attended

- a performance of a musical stage play (17 vs. 12 percent)
- a performance of a nonmusical stage play (10 vs. 6 percent)
- an opera (2 vs. 1 percent)

Dance

In the 12 months prior to the survey, among U.S. adults:

- **24 percent** danced
- **15 percent** attended a live dance performance⁵¹
- **14 percent** used electronic media to consume dance performances or programs or information about dance
- **2 percent** took a dance class⁵²

When considering attendance at more specific live dance events,⁵³ in the past 12 months, among U.S. adults:

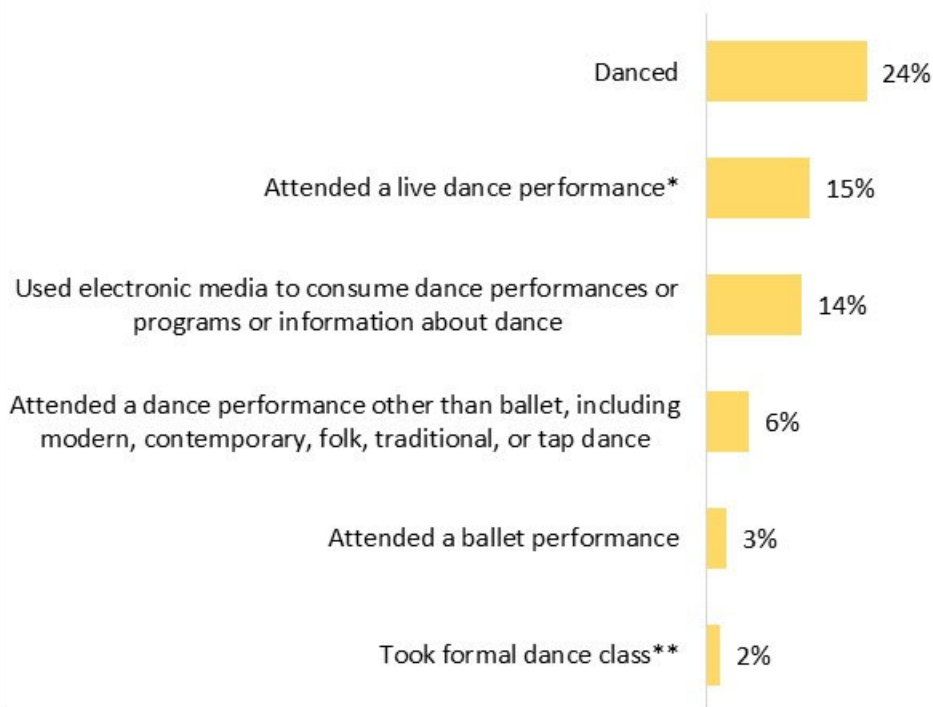
- **6 percent** attended a dance performance other than ballet (e.g., modern, contemporary, folk, traditional, or tap dance)
- **3 percent** attended a ballet performance

⁵¹ Live dance performances could include professional, community, or student dancers. These data come from Core II of the 2017 SPPA.

⁵² Classes could be in-person or online.

⁵³ Data come from Core I of the 2017 SPPA.

Figure D1. Percentage of U.S. adults who engaged in various dance activities during the past 12 months, by activity: 2017



* Live dance performances could include professional, community, or student dancers

** Classes could be in-person or online

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA).

Adults' interaction with dance varied based on whether they live in metro areas or non-metro areas. Larger percentages of adults in metropolitan than non-metropolitan areas:

- danced (24 vs. 18 percent)
- attended a live dance performance (16 vs. 13 percent)
- used an electronic device to consume dance performances or programs or information about dance (15 vs. 9 percent)
- took dance classes than did adults in nonmetropolitan areas (2 vs. 1 percent)

When considering attendance at more specific dance events, a higher percentage of urban residents attended a ballet performance than did rural residents (3 vs. 2 percent).

Literary Activity

In the 12 months prior to the survey, among U.S. adults:

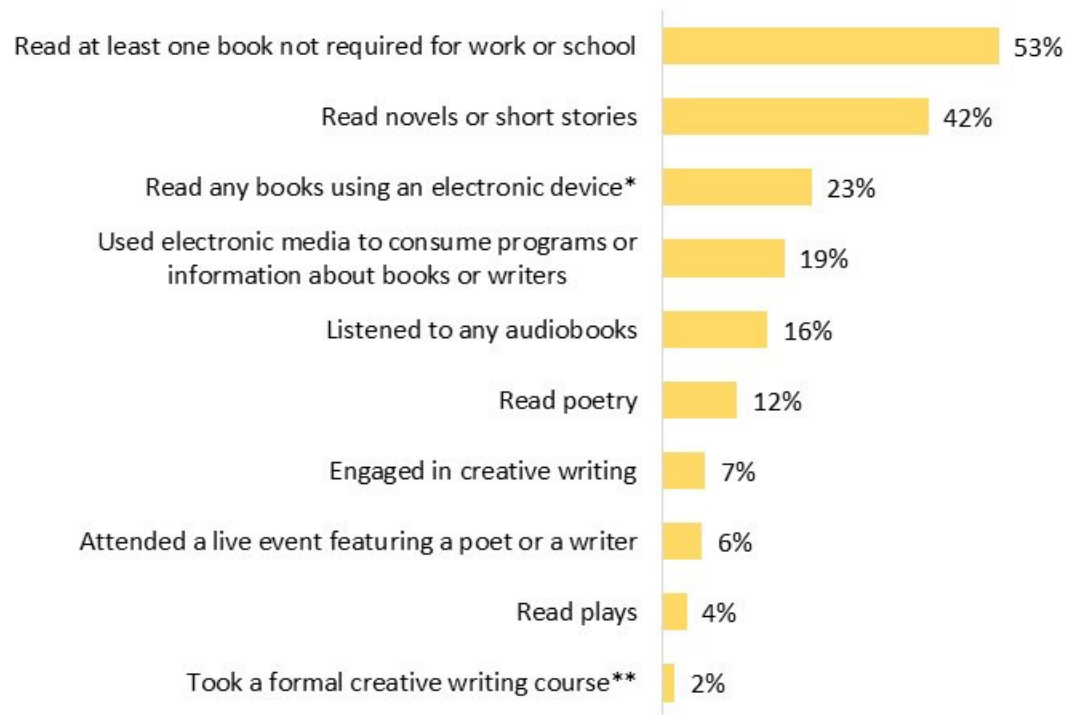
- **53 percent** read at least one book not required for work or school
- **42 percent** read novels or short stories
- **23 percent** read any books using an electronic device⁵⁴
- **19 percent** used electronic media to consume programs or information about books or writers
- **16 percent** listened to an audiobook
- **12 percent** read poetry
- **7 percent** engaged in creative writing⁵⁵
 - Of these writers
 - **40 percent** intended their writing to be read by just themselves
 - **31 percent** intended their writing to be read by only people they knew personally
 - **29 percent** intended their writing to be read by the general public
 - Of these writers, **41 percent** used the internet to share their writing
- **6 percent** attended a live event featuring a poet or a writer⁵⁶
- **4 percent** read plays
- **2 percent** took a formal creative writing course

⁵⁴ Electronic devices include e-readers, tablets, laptops, computers, or cell phones.

⁵⁵ Creative writing includes writing fiction, nonfiction, poetry, or plays.

⁵⁶ These data come from Core II of the 2017 SPPA.

Figure L1. Percentage of U.S. adults who engaged in various literary activities during the past 12 months, by activity: 2017



* Electronic devices include e-readers, tablets, laptops, computers, or cell phones

** Classes could be in-person or online

Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA).

Variation in adults' engagement in literary activity existed based on whether they live in a metropolitan area or a nonmetropolitan area. Larger percentages of adults in metropolitan than non-metropolitan areas:

- read novels or short stories (43 vs. 37 percent)
- read any book using an electronic device (24 vs. 19 percent)
- used electronic media to consume programs or information about books or writers (20 vs. 12 percent)
- listened to an audiobook (17 vs. 14 percent)
- engaged in creative writing (7 vs. 4 percent)
- attended an event featuring a poet or a writer (6 vs. 4 percent)
- read plays (4 vs. 2 percent)

Technical Notes and Methodology

2017 SPPA

The Survey for Public Participation in the Arts (SPPA) is conducted by the U.S. Census Bureau as a supplement to the Current Population Survey (CPS). The CPS is a nationally representative survey that collects data from a probability sample of approximately 60,000 U.S. households. CPS data collection proceeds such that any particular household engages in data collection for four months, is out of the sample for eight months, and then returns to the sample for data collection for four months. For more information on CPS data collection, please visit <https://www.census.gov/programs-surveys/cps/technical-documentation.html>.

In 2017, the SPPA survey was conducted in the July 2017 data collection period. To be eligible to respond to the SPPA, respondents had to be:

- 18 years of age or older;
- not a member of the U.S. armed forces; and
- not living in an institution (e.g., prisons, long-term care hospitals, and nursing homes)

The SPPA supplement sample included those households that were in the CPS data collection for the Month-in-Sample (MIS) groups 3, 4, 7, and 8. The total sample size of the 2017 SPPA was 27,969 U.S. adults, aged 18 and over, of which 17.5 percent were represented by proxy respondents. The 2017 SPPA had a person response rate of 67 percent.

In 2017, the SPPA instrument contained two core sections and five modules:

- Core 1 (Classic): Arts attendance and literary reading
- Core 2: Arts attendance, venues, and motivations
- Module A: Consuming art via electronic media
- Module B: Performing art
- Module C: Creating visual art and writing
- Module D: Other leisure activities
- Module E: Arts education, and arts access and opportunity

Each respondent was randomly assigned to receive one core and two modules. Throughout the survey, respondents were asked to provide information about their arts behaviors during the last 12 months.

While both Core 1 and Core 2 focused on arts attendance, Core 1 focused on more specific arts attendance activities, whereas Core 2 focused on broader categories of arts attendance. The Cores asked different questions of different respondents. Thus, the conventional and recommended method is to consider findings from the Cores separately.

For more information on the 2017 SPPA data collection, please visit <https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-18>.

Demographic Characteristics

The basic CPS questionnaire records the race and ethnicity of each respondent. With respect to race, a respondent can be White, Black, Asian, American Indian and Alaskan Native (AIAN), Native

Hawaiian and Other Pacific Islander (NHOPI), or combinations of two or more of the preceding. A respondent's ethnicity can be Hispanic or non-Hispanic, regardless of race. The categories presented throughout the report for White, Black, and Asian, refer to individuals who identified as non-Hispanic White, non-Hispanic Black, and non-Hispanic Asian, respectively. The category Hispanic refers to respondents who identified only as Hispanic, and not any other race. All other race and ethnicity compositions are included in the other category.

Analytical Procedures

Findings in this report include:

- percentages of U.S. adults who engaged in various arts activities, overall and disaggregated by the adults' demographic characteristics (gender, race/ethnicity, age, highest education level; for chapter VI, also Census region, and for the spotlights, metropolitan status and income);⁵⁷
- total, average, and median number of times that adults attended various specific live arts events;
- percentages of frequencies for U.S. adults (i.e., at least once a week, at least once a month but not every week, at least three or four times but not every month, one or two times a year);
- percentages of U.S. adults who reported various reasons for engaging in arts behaviors; and
- percentages of U.S. adult artists who intended their art for various audiences

Analytic and Replicate Weights

Estimates in this report are weighted using PWSUPWGT. The use of this weight allows the data to be generalizable to the population of interest. That is, after applying the weights, the data reflect the population of U.S. adults. The SPPA is a complex survey. Consequently, standard errors used in this report for 2017 SPPA data were created with the balanced repeated replication (BRR) technique, using the replicate weights REPWGT1-REPWGT160.

For more information, see *Source and Accuracy Statement for the July CPS Microdata File on SPPA Supplement*, which is part of Technical Documentation, CPS – 17.

Missing Data

SPPA data, like all survey data, contain missing responses at both the unit and item level. Unit nonresponse occurs when a person who was sampled to take the survey did not respond to any survey items. Item nonresponse occurs when a person who responded to the survey did not provide an answer to an item or items on the survey.

The use of the analytic weight (PWSUPWGT) adjusts for unit nonresponse. In cases of item nonresponse, which may include cases in which the respondent refused to answer an item or did not know the answer to an item, the respondent's data are removed from the analyses

⁵⁷ Analysis by retirement status was considered for the spotlights. Ultimately, this variable was not chosen as an analytic variable. When left as a dichotomous variable (retired, not retired), interpretation of estimates was difficult, as wide variation exists within each category. Further disaggregation by more interpretable age categories, however, produced large standard errors.

corresponding to the item in question. The respondent's data are included in other analyses for which data exist.

Composite Variables

The findings comprise analyses that include constructed composite variables for participation in a collection of activities captured by the survey. For instance, chapter I provides estimates for the percentages of adults who attended “any artistic, creative, and cultural activity,” which is a composite variable created by combining the constituent variables of the specific artistic, creative, and cultural activities (see table A-1).

Creation of the composite variables prioritized the inclusion of as much relevant and available data as possible. That is, if respondents had missing or otherwise invalid information for some of the constituent variables, their data are still included in the composite variable if they have valid information for any of the other constituent variables. Please see the notes on each appendix table for more specific information about each composite variable.

As an illustration, the following SAS code was used to create a composite variable to estimate the percentage of U.S. adults who created any performing art, visual art, or creative writing:

```
*Mod B and C indicator for any creative activities;
if PEMBQ1A ne -1 and PEMCQ1A ne -1 then do; *subset to respondents who answered Module B
and Module C;

*remove missing values from items*;
array invar(*) PEMBQ1A PEMBQ1B PEMBQ1C PEMBQ1D PEMBQ1E PEMBQ1F PEMCQ1A
PEMCQ1B PEMCQ1C PEMCQ1D PEMCQ1E
PEMCQ1F PEMCQ1G PEMCQ1H PEMCQ1I PEMCQ7;
array outvar(*) sing instrmnt Oth_music dance acting theatre paint takePhotos editPhotos
film anime pottery leather weave scrapbk writing;
do i=1 to dim(invar);
  if invar(i) not in (-1,-2,-3,-9) then outvar(i)=invar(i);
end;

*count the number of non-missing items*;
valid_create=n(sing,instrmnt,Oth_music,dance,acting,paint,takePhotos,editPhotos,film,anime,po
ttery,leather,weave,scrapbk,writing);

*code indicator for participation in any of the creative arts activities*;
if valid_create>0 then do;
  if sing=1 | instrmnt=1 | Oth_music=1 | dance=1 | acting=1 | paint=1 | takePhotos=1 | editPhotos=1 | fil
m=1 | anime=1 | pottery=1 | leather=1 | weave=1 | scrapbk=1 | writing=1
  then any_create=1;
  else any_create=2;
end;
end;
```


How to Calculate the Number of Times Adults Participated in the Arts

The estimated number of times that U.S. adults participated in the arts is obtained by applying Census-derived adjustment factors to the 2017 SPPA’s weighted sum of the number of times that adults attended arts events. SPPA estimates are restricted to legitimate responses—i.e., “don’t know,” “refused,” and any partial responses are excluded from the calculations.

The 2017 SPPA “core” components require an adjustment factor of 2, while the survey’s modules require an adjustment factor of 2.5.

SPPA Supplement Weighting Factors	
Factor	Description
2	Estimates involving items from one Core
2.5	Estimates involving items from one Module
5	Estimates involving items from one Core and one Module
10	Estimates involving items from two different Modules
20	Estimates involving items from one Core and two Modules

For example, the weighted count of the number of times adults attended a live jazz performance is 30.8 million. Applying an adjustment factor of 2 yields 61.7 million—the number of times adults attended a live jazz performance in the 12 months ending July 2017.

2012 SPPA

Throughout the report, where possible, the text discusses comparisons between 2012 SPPA results and 2017 SPPA results. Information regarding 2012 SPPA results come from various sources.

In the sections on attendance at live arts events and reading literature, this report draws mainly upon previously published results from the National Endowment for the Arts in its *U.S. Trends in Arts Attendance and Literary Reading: 2002-2017*.

To report cross-year comparisons for the average number of times that adults in the U.S. attended live arts events (overall and by type of art event) and creating visual art, the 2012 results were produced in SAS statistical software or using the Inter-university Consortium for Political and Social Research (ICPSR) online analysis tool. Standard errors were calculated using the Taylor series linearization method.

In the sections on creative writing and formal arts learning, 2012 estimates were drawn from the previously published *A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012*. Standard errors were calculated using data published in the report and the generalized variance parameters (GVP) provided in the Source and Accuracy Statement for July 2012, Attachment 16, of the CPS Technical Documentation, available at <https://www2.census.gov/programs-surveys/cps/techdocs/cpsjul12.pdf?#>.

With regards to race and ethnicity, in 2012, Asian was part of the “Other” category. The Asian and Other categories may not be included in demographic trend tables when tables include only the 2012 SPPA estimates or includes both the 2012 and 2017 SPPA estimates.

For more information on the 2012 SPPA data collection, please visit

<https://www.arts.gov/publications/decade-arts-engagement-findings-survey-public-participation-arts-2002-2012>.

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