

# National Endowment for the Arts

## 2002 SURVEY OF PUBLIC PARTICIPATION IN THE ARTS

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## CHAPTER 6

## ARTS PREFERENCES AND LEISURE PARTICIPATION

The 2002 SPPA asked two series of questions about preferences for attending different arts events and preferences for types of music. Survey results for these questions give further insight into the level of interest or demand for different art forms. To understand arts participation in the context of overall leisure, the 2002 SPPA asked about other leisure activities as well.

### ARTS PREFERENCES

In order to learn more about their preferences for attending arts events, respondents were read a list of activities and asked, “If you could go to any of these events as often as you wanted, which ones would you go to more often than you do now?”

Respondents could identify any, all or none of the arts activities mentioned as activities they would like to go to more often, or none of them.

**Desire to attend more.** Visiting an art museum or gallery was cited by 37 percent of adults as an arts activity they wanted to go to more often. This was also the leading response in 1992, as shown in Table 21.

After the list of activities was read and answered, the respondent was asked which of the events he or she would like to do most. Again, more respondents answered they would most like to visit an art museum than any other arts activity.

As shown in Table 22, 23 percent of adults answered that they would most like to visit an art museum, while attending a musical was the next most common response. Jazz was the third most commonly cited

Table 21.  
U.S. ADULTS' PREFERENCES FOR ATTENDING ADDITIONAL ARTS EVENTS: 1982, 1992, 2002

TYPE OF EVENT	Desire to Attend More Arts Performances		
	1982	1992	2002
Jazz	18.0%	25.0%	24.3%
Classical music	18.0	25.0	22.7
Opera	7.0	11.0	11.5
Musicals	33.0	36.0	29.8
Plays	25.0	34.0	27.1
Ballet	12.0	18.0	13.8
Other dance	NA	24.0	20.4
Art museums	31.0	38.0	37.3

Source: 1982, 1992, and 2002 Surveys of Public Participation in the Arts.

activity. About 12 percent of adults responded there was “no one thing” they wanted to do most.

**Demographic differences.** Men chose art museums and jazz performances more often than women as the event they would most like to attend more often. Women’s number one choice was attending a musical.

About 43 percent of African Americans chose attending a jazz performance more frequently. This is a significantly higher percentage than the 14 percent of whites and 15 percent of Hispanics choosing jazz. For non-African Americans, visiting an art museum was the number one choice.

People ages 65 and older most frequently chose musicals as the event they would like to see most, while

Table 22.  
**TYPE OF ARTS EVENT U.S. ADULTS  
 WOULD PREFER TO ATTEND MOST,  
 2002**

Type of Arts Event Preferred "Most"	Percent
Art Museum/Gallery	23%
Musical	18
Jazz	17
No one thing	12

Source: 2002 Survey of Public Participation in the Arts.

other age groups chose visiting an art museum.

As the level of formal education increases, a higher percentage of respondents indicate they would prefer to see a musical over other art forms. For those with a college degree and higher, about 20 percent said they would most like to see a musical. This is about equal to the number of people with a college education choosing to visit an art museum as their preferred activity.

## MUSIC PREFERENCES

Since 1982, SPPAs have asked people whether or not they liked certain types of music and what type of music was their favorite. Even though the categories of music have been expanded and refined in the last 20 years, the types of music that people say they like and that are chosen as respondents' favorite style of music have not changed much.

**Music people like.** Table 23 presents the percentage of people responding that they liked each specified type of music. Almost one-half of adults like to listen to classic rock or oldies. Four in ten people like country-western.

Blues/R&B, mood/easy listening, jazz, classical/chamber music and hymns/gospel music are each "liked" by more than one-quarter of U.S. adults. The 2002 SPPA divided the rock music category into "rock/heavy metal" and "classic rock/oldies." About one-quarter of U.S. adults said that they liked rock/heavy metal.

As types of music researched in the SPPA have expanded, the number of adults saying that they liked any particular form of music has declined. Only the percentage of respondents reporting they like to listen

Table 23.  
**TYPES OF MUSIC LIKED BY U.S.  
 ADULTS: 1982, 1992, 2002**

TYPE OF MUSIC	Percent of Adult Population Liking Each Type of Music		
	1982	1992	2002
Classic Rock/Oldies	NA%	NA%	48.3%
Country-Western	58.0	52.0	40.4
Blues/R&B	NA	40.0	29.9
Mood/Easy	48.0	49.0	29.1
Jazz	26.0	34.0	27.5
Classical/chamber	28.0	33.0	27.4
Hymns/Gospel	36.0	38.0	27.4
Rock/Heavy Metal	NA	NA	23.6
Big Band	33.0	35.0	23.4
Bluegrass	25.0	29.0	20.2
Latin/Salsa	NA	20.0	20.0
Ethnic/National	NA	22.0	17.2
Rap	NA	12.0	17.1
Electronic	NA	NA	16.8
Show tunes/opereettas	23.0	28.0	16.7
Reggae	NA	19.0	15.7
Folk (Contemporary)	25.0	23.0	14.8
New Age	NA	15.0	12.3
Parade/March	NA	18.0	11.8
Opera	10.0	12.0	10.2
Choral Glee Club	NA	14.0	9.4
Soul	26.0	24.0	NA
Rock	35.0	44.0	NA

Note: "NA" indicates, "Not Asked."

Source: 1982, 1992, and 2002 Surveys of Public Participation in the Arts.

Table 24.  
**TYPE OF MUSIC U.S. ADULTS LIKED  
 BEST, 2002**

Type of Music Liked Best	Percent
Classic Rock/Oldies	16%
Country	15
No one specific type	14

Source: 2002 Survey of Public Participation in the Arts.

to rap music increased from 1992 to 2002 (from 12 to 17 percent).

**Music people like best.** After being reminded of the types of music they said they liked, SPPA respondents were asked which type they liked best (Table 24).

Table 25.  
**U.S. ADULTS' MUSIC PREFERENCES: 1982, 1992, 2002**

Music Preference Rankings—Top 5 Music Types			
	1982	1992	2002
1.	Country-Western	Country-Western	Classic Rock/Oldies
2.	Mood/Easy	Mood/Easy	Country-Western
3.	Hymns/Gospel	Rock	Blues/R&B
4.	Rock	Blues/R&B	Mood/Easy
5.	Big Band	Hymns/Gospel	Hymns/Gospel

Source: 1982, 1992, and 2002 Surveys of Public Participation in the Arts.

Table 26.  
**PARTICIPATION IN OTHER LEISURE ACTIVITIES: 1982, 1992, 2002**

TYPE OF ACTIVITY	Percent of Adults Participating		
	1982	1992	2002
Movies	63.0%	59.0%	60.0%
Exercise	51.0	60.0	55.1
Gardening	60.0	55.0	47.3
Home improvements	60.0	48.0	42.4
Amusement parks	49.0	50.0	41.7
Benchmark arts events	39.0	41.0	39.0
Sporting events	48.0	37.0	35.0
Outdoor activities	36.0	34.0	30.9
Active sports	39.0	39.0	30.4
Volunteer/charity	28.0	33.0	29.0
TV hours per day	3.0	3.0	2.9

Source: 1982, 1992, and 2002 Surveys of Public Participation in the Arts.

The favorite was classic rock/oldies, selected by 16 percent of survey respondents, followed by country music (15 percent). For 14 percent of respondents, no one specific type of music was liked best.

From Table 25 it is clear that the types of preferred music picked have remained fairly consistent in the last twenty years. Although the order changed slightly in 2002 when classic rock/oldies moved into first place, the same types of music appeared in the top five for 1992 and 2002.

**Demographic differences.** Demographic differences in preferences for different types of music are as pronounced as for participation in performing and visual arts.

Women showed more of a preference for mood/easy

listening music and hymns, while men preferred classic rock and rock/heavy metal music.

Whites tend to prefer classic rock music and country music, while African Americans more often prefer hymns, jazz and rap music. Hispanic respondents said that they preferred Latin music far more frequently than other types of music. People of races and/or ethnicities other than white,

Hispanic or African American (largely Asian Americans and Native Americans) tend to prefer classical and ethnic music.

Younger respondents (18 to 24 years old) are more likely to prefer rap, reggae and rock/heavy metal than other age groups.

## OTHER LEISURE ACTIVITIES

Placing arts attendance in context with participation in other activities is an important step in interpreting the changes in arts' participation levels. Table 26 displays results from 1982, 1992 and 2002 SPPA questions on non-arts activities.

**Participation rates.** More people go to the movies than any other leisure activity studied in the SPPA. About six in ten people went to the movies in 2002, a rate that has held steady since 1982. Over one-half of respondents said that they participated in an exercise program in 2002. Nearly one-half of adults participate in gardening for pleasure. Attendance at any one of the benchmark arts events had about the same participation in 2002 as making repairs or improvements to one's home or going to an amusement or theme park. Going to the arts involved more adults than going to sporting events (not including youth sports).

Fewer respondents said that they played sports, visited amusement parks and gardened in the 2002 SPPA than in 1992.

The average number of hours that SPPA respondents report watching television has not changed significantly since 1982.

**Demographic differences.** The demographic profiles of those participating in these non-arts activities are somewhat similar to those participating in the arts (See tables 27 and 28). People with higher incomes

Table 27.

**DEMOGRAPHIC DISTRIBUTION OF ADULTS PARTICIPATING IN OTHER LEISURE ACTIVITIES AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002**

	U.S. Adult Population		Movies	Sports Events	Amusement Park	Exercise Program	Playing Sports	Outdoor Activities	Charity Work	Home Improvement/Repair	Gardening
	Millions	Percent									
<b>GENDER</b>											
Male	98.7	47.9%	47.4%	56.5%	46.4%	47.8%	61.0%	53.2%	42.2%	52.2%	37.6%
Female	<u>107.2</u>	<u>52.1</u>	<u>52.6</u>	<u>43.5</u>	<u>53.6</u>	<u>52.2</u>	<u>39.0</u>	<u>46.8</u>	<u>57.8</u>	<u>47.8</u>	<u>62.4</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>RACE AND ETHNICITY</b>											
Hispanic	22.7	11.0	9.6	8.3	10.3	8.0	8.1	5.3	5.8	7.3	8.1
White*	150.1	72.9	76.5	79.9	74.8	78.2	79.1	88.1	81.6	82.0	80.5
African American*	23.7	11.5	9.4	8.9	10.1	9.6	8.7	3.1	9.0	7.1	7.4
Other*	<u>9.5</u>	<u>4.6</u>	<u>4.5</u>	<u>2.9</u>	<u>4.8</u>	<u>4.2</u>	<u>4.1</u>	<u>3.5</u>	<u>3.5</u>	<u>3.7</u>	<u>4.0</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>AGE</b>											
18-24	26.8	13.0	17.9	17.1	17.9	14.5	21.1	15.8	11.3	6.5	5.7
25-34	36.9	17.9	22.0	21.4	24.2	19.6	23.4	22.5	16.1	17.4	15.7
35-44	44.2	21.5	24.2	25.7	27.3	23.1	25.7	27.0	24.5	26.7	23.4
45-54	39.0	18.9	19.0	19.4	16.8	20.1	17.8	20.2	21.8	24.5	22.1
55-64	25.9	12.6	9.8	9.2	8.2	11.1	6.6	8.9	12.2	13.3	15.1
65-74	17.6	8.5	4.6	4.8	3.8	7.3	3.9	4.2	8.5	7.8	10.4
75 and over	<u>15.5</u>	<u>7.5</u>	<u>2.4</u>	<u>2.4</u>	<u>1.7</u>	<u>4.3</u>	<u>1.5</u>	<u>1.4</u>	<u>5.5</u>	<u>3.9</u>	<u>7.6</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>EDUCATION</b>											
Grade School	11.6	5.6	1.8	1.5	2.3	2.2	1.3	1.1	1.6	2.6	3.9
Some High School	20.1	9.8	6.4	4.9	7.2	5.8	5.5	4.9	4.2	5.7	6.4
High School Graduate	63.8	31.0	26.7	25.0	28.2	25.7	23.1	25.0	21.6	26.0	28.7
Some College	56.9	27.6	31.7	31.5	32.4	31.2	32.0	32.3	31.4	30.3	29.0
College Graduate	36.1	17.5	22.5	25.5	21.0	23.2	26.0	24.4	25.7	23.1	20.7
Graduate School	<u>17.4</u>	<u>8.5</u>	<u>10.9</u>	<u>11.6</u>	<u>8.9</u>	<u>11.9</u>	<u>12.1</u>	<u>12.4</u>	<u>15.5</u>	<u>12.3</u>	<u>11.3</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>INCOME</b>											
Less than \$10K	14.4	7.0	4.9	3.6	5.5	5.1	3.7	3.7	4.3	3.5	5.2
\$10K to \$20K	22.7	11.0	8.5	6.9	8.8	9.2	7.3	6.8	7.8	6.7	10.0
\$20K to \$30K	25.0	12.1	10.7	8.8	11.0	10.9	9.3	9.1	9.5	8.9	11.6
\$30K to \$40K	24.2	11.8	12.3	10.9	12.0	12.4	11.1	12.3	12.0	12.6	12.7
\$40K to \$50K	17.6	8.5	9.9	9.3	9.5	9.4	9.0	10.2	9.4	10.2	9.8
\$50K to \$75K	34.7	16.9	21.4	23.6	22.1	21.1	21.7	22.7	22.4	23.2	21.4
\$75K and over	<u>45.8</u>	<u>22.2</u>	<u>32.2</u>	<u>36.9</u>	<u>31.1</u>	<u>31.9</u>	<u>37.9</u>	<u>35.2</u>	<u>34.5</u>	<u>34.9</u>	<u>29.1</u>
Total	205.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\*Not including Hispanics.

Note: Totals may not equal 100.0 percent due to rounding.

Source: 2002 Survey of Public Participation in the Arts.

and more advanced formal education are also more likely to participate in non-arts leisure activities. However, the influence of education on the participation rates of non-arts leisure activities is much smaller than for the arts. The greatest effects of education

appear to be on the likelihood of volunteering or doing charity work — college graduates are more than twice as likely as those with high school degrees to say that they are involved in these activities.

Men are more likely than women to attend sporting

Table 28.

### PERCENTAGE OF U.S. ADULTS WHO PARTICIPATED AT LEAST ONCE IN THE 12-MONTH PERIOD ENDING AUGUST 2002

	Movies	Sports Events	Amusement Park	Exercise Program	Playing Sports	Outdoor Activities	Charity Work	Home Improvement/Repair	Gardening
<b>ALL ADULTS</b>	60.0%	35.0%	41.7%	55.1%	30.4%	30.9%	29.0%	42.4%	47.3%
<b>GENDER</b>									
Male	59.5	41.4	40.4	55.0	38.8	34.3	25.6	46.3	37.1
Female	60.5	29.2	42.9	55.1	22.7	27.7	32.1	38.9	56.7
<b>RACE AND ETHNICITY</b>									
Hispanic	52.5	26.4	38.9	40.1	22.3	14.9	15.3	28.0	34.8
White*	63.0	38.4	42.8	59.1	33.0	37.3	32.5	47.7	52.3
African American*	49.2	27.0	36.6	46.1	23.1	8.2	22.7	26.3	30.3
Other*	58.1	22.3	43.9	50.4	26.9	23.9	22.5	33.8	41.3
<b>AGE</b>									
18-24	82.8	46.0	57.6	61.3	49.4	37.7	25.3	21.1	20.7
25-34	73.3	41.8	56.2	60.2	39.6	38.8	26.0	41.1	41.4
35-44	68.0	42.2	53.3	59.5	36.6	39.0	33.2	53.0	51.
45-54	60.4	35.8	37.1	58.6	28.6	33.0	33.4	54.9	55.4
55-64	46.6	25.5	27.1	48.4	16.0	21.7	28.1	44.8	56.6
65-74	32.2	19.7	18.4	47.0	13.7	14.9	28.8	38.4	57.2
75 and over	19.5	11.1	9.6	31.3	6.0	5.8	21.3	22.1	47.9
<b>EDUCATION</b>									
Grade School	19.5	9.4	17.2	21.0	6.9	6.0	8.2	19.5	32.5
Some High School	39.4	17.4	30.6	32.7	17.2	15.7	12.5	24.9	31.2
High School Graduate	51.7	28.3	37.9	45.6	22.6	24.8	20.2	35.6	43.8
Some College	68.7	39.9	48.9	62.3	35.2	36.1	33.1	46.5	49.6
College Graduate	77.1	51.0	50.1	73.2	45.2	43.0	42.6	56.0	56.1
Graduate School	77.5	48.3	44.0	77.3	43.6	45.3	53.1	61.6	63.3
<b>INCOME</b>									
Less than \$10K	38.7	16.5	30.4	36.5	15.0	15.2	16.2	19.7	32.2
\$10K to \$20K	41.8	20.1	30.7	42.0	18.5	17.4	18.8	23.5	38.8
\$20K to \$30K	48.3	23.0	34.7	45.2	21.4	21.2	20.7	28.4	40.9
\$30K to \$40K	57.5	30.0	39.3	53.3	26.6	29.8	27.4	42.0	46.6
\$40K to \$50K	63.1	34.8	42.6	55.0	29.3	33.7	29.1	46.0	49.1
\$50K to \$75K	69.3	44.8	50.2	63.0	36.0	38.2	35.3	53.6	54.4
\$75K and over	79.4	53.3	54.0	72.5	48.0	45.3	41.5	61.2	56.3

\*Not including Hispanics.

Source: 2002 Survey of Public Participation in the Arts.



events, play sports, participate in outdoor activities and do home improvement or repair projects. Women are more likely to garden and do charity work.

Non-Hispanic whites are generally more likely to participate in all leisure activities surveyed than other ethnicities or races. African Americans have a particularly low rate of participating in outdoor activities (e.g., camping and hiking) compared with other ethnicities and races.

Younger respondents are more likely to go to the movies, sporting events and amusement parks than older respondents. Young adults are more likely to play sports. Older respondents are more likely to garden.