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PUBLIC PARTICIPATION IN THE ARTS BY URBAN AND RURAL RESIDENTS

It is often said that attending performances of jazz music, classical music, opera, musical plays/operettas, plays, ballet, and visiting art museums are activities of city dwellers. The data collected in the 1982 Survey of Public Participation in the Arts confirm this generalization, but not with equal force for all art forms or uniformly for all measures of urban participation.

Three different measures of urban participation are used. The first measures differences in terms of residence in urban and rural places. The second examines participation in terms of residence in metropolitan areas. The third measure involves the participation in eight large cities.

Urban/Rural Place - The 1982 population of urban places was 112,520,000 persons, 18+ years old, or more than twice as many as resided in rural farm and non-farm places. Rates of participation of residents in urban places were substantially greater than of persons who lived in rural farm and non-farm places. For three kinds of arts events--jazz music concerts, and opera and ballet performances--the differences are about twice as great for participation by urban residents as for rural residents.

Metropolitan (SMSA) Area - In 1982, about 27 percent of the adult population lived in central cities of SMSAs, about 40 percent lived in the outer ring inside SMSAs, sometimes called suburbia, and about 33 percent lived outside metropolitan areas. Differences in rates of participation in terms of residence inside metropolitan areas or outside metropolitan areas are very similar to the relationships found between residence in urban and rural places. When rates of participation are compared for residents in the central city versus residents 'within SMSAs but outside the central city,' the central city residents almost always have slightly greater rates of participation, but the differences are usually small.

Eight Large Cities - The survey sample was large enough to permit separate breakouts for: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Detroit, Boston, and Baltimore-Washington. Rates of participation in these cities are generally higher than for the country as a whole, and are about what would be expected for urban areas and inside metropolitan areas. However, there are important variations. The greatest rates of participation for jazz music are by residents of San Francisco and Detroit. The greatest rate of participation at classical music performances is found in Boston and the greatest rates of participation in the attendance of art museums are found in Boston, San Francisco, and Baltimore-Washington. The participation rates for residents in the New York City core (five boroughs) is more than three times the national average for opera, and nearly three times the national average for ballet.

Jazz Music - Participation rates range from a low of 4 percent for rural farm dwellers to a high of 15 percent for residents in the San Francisco Bay Area and in Detroit.

Classical Music - Rates of participation vary from 9 percent in rural places to a high of 17 percent in Boston. Rates of participation are the same (9 percent) at both rural farm and rural non-farm places.

Opera - Rates of participation vary between dwellers in urban and rural places, and between inside and outside metropolitan areas. The rate also differs substantially between the eight large cities. The range is between 10 percent for residents of New York City (five boroughs) to only 1 percent for rural farm dwellers and for persons whose residence is outside metropolitan areas.

Musical Plays/Operettas - This art activity is second only to art museum visits in rate of participation for the country as a whole. Like opera, rates of participation for this activity vary between dwellers in urban and rural places, and between inside and outside metropolitan areas. Rural farm and rural non-farm rates of participation are both 13 percent and are similar to the 12 percent rate for persons whose residence is outside SMSAs. The highest rate was found in New York City, but unlike opera and ballet, the difference between the New York City core (five boroughs) and the New York City suburbs was small.

Plays - While the rate of participation for the total population at plays was less than for classical music performances, musical plays/operettas, and art museums, the distribution is very broad and there are only moderate differences between urban and rural places or between SMSAs and outside SMSAs. New York City residents had the greatest rate of participation among the eight cities covered, but the differences between New York and the other cities are not as large as for opera or ballet.

Ballet - The data for this art form is similar to opera. New York City has a much greater rate of participation than other cities. The differences between urban and rural, or metropolitan and non-metropolitan residents' rates of participation are similar to those for opera.

Art Museums - The rate of participation for attending art museums nationally is the highest of all considered in this Note, and the rates are less divergent for residents of urban and rural places, metropolitan and non-metropolitan areas, and all the large cities than they are for the other six activities. Among the eight large cities, the greatest rate of participation for art museum visits was found in Baltimore-Washington (34 percent), while the lowest rate of participation was found in Philadelphia (20 percent).

Caveats: U.S. Census Bureau definitions are used for the terms: urban/rural and SMSA. The eight large cities are defined in: Harold Horowitz, et.al. "Cultural Participation and Geographic/Population Schema: From New York City to the Rural Farm," prepared for the Fourth International Conference on Cultural Economics and Planning, May 12-14, 1986; Avignon, France. A copy is available on request from the Research Division.

RATES OF PARTICIPATION IN LIVE ARTS EVENTS BY URBAN/RURAL PLACE AND BY METROPOLITAN AREA

Survey of Public Participation in the Arts - 1982

	Number of Persons 18+ Years (thousands)	Jazz Music	Classical Music	-Opera	Musical Plays / Operettas	Plays	Ballet	Art Museums
Full adult population	164,575	10%	13%	3%	19%	12%	4	22%
<u>Urban/Rural Place</u>								
Urban	112,520	11	15	4	21	13	5	25
Rural farm	5,163	4	9	1	13	7	2	16
Rural non-farm	46,892	7	9	2	13	9	3	17
<u>Metropolitan (SMSA) Area</u>								
Central city of SMSA	44,225	13	15	4	21	14	6	26
SMSA not central city	66,438	11	14	4	22	13	5	25
Not in SMSA	53,912	6	10	1	12	9	2	16

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RATES OF PARTICIPATION IN LIVE ARTS EVENTS IN EIGHT LARGE CITIES

Survey of Public Participation in the Arts - 1982

	Number of Persons 18+ Years* (thousands)	Sample Size	Jazz Music	Classical Music	Opera	Musical Plays / Operettas	Plays	Ballet	Art Museums
Full adult population	164,575	17,254	10%	13%	3%	19%	12%	4%	22%
New York City (combined)	12,926	1,168	10	14	7	31	20	8	26
New York City	6,190	473	12	15	10	32	23	11	28
New York City Suburbs	6,737	695	9	13	5	29	19	6	25
Los Angeles	8,325	916	11	13	4	24	15	5	25
Chicago	5,643	564	12	16	5	24	14	5	26
Philadelphia	3,439	380	7	13	3	25	13	4	20
San Francisco Bay Area	4,026	487	15	15	4	26	13	6	32
Detroit	3,155	327	15	16	6	26	13	2	21
Boston	2,935	382	8	17	4	22	16	7	30
Baltimore-Washington	3,973	394	9	14	3	26	16	7	34

\*1980 Census of Population data is shown for the cities. The full adult population data is for 1982, the year of the Survey.

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