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STUDIES OF THE ARTS PUBLIC: A STATUS REPORT

The Arts Public in the South, the latest publication from the Research Division's studies of the American arts public, was released today.

At present, data from the first national Survey of Public Participation in the Arts is being analyzed; and technical reports are expected from the Survey Research Center of the University of Maryland late in 1984.

The Arts Public in the South is based on two studies. The first was a survey of a sample of the adult population in 13 states in the South under the direction of Richard J. Orend of the Human Resources Research Organization. This was followed up by a detailed analysis by John S. Reed and Peter B. Marsden of computer data tapes from three national surveys that are housed at the Louis Harris Political Data Library located at the Institute for Research in Social Science at the University of North Carolina, Chapel Hill. The new publication is an analysis and condensation by Denis F. Johnston, an authority on social indicators.

Among the interesting findings in the new publication is that the arts public in the South does not differ greatly in the overall sense from the arts public in the rest of the country. However, this broad statement masks certain important differences in the finer details. Though the public in the South reported lower participation and demand in most arts and non-arts activities than the rest of the country, participation in choral and choir music activities and demand for increased participation in such activities were nearly high enough to compensate for the lower levels in all other activities combined.

Another interesting finding is the strong concentration of Southerners in the "undirected participation" cluster, indicating a highly diversified activity pattern without a clear emphasis. This finding, together with the widespread distribution in all of the other clusters of activity patterns by persons in the different occupations, suggests that leisure pursuits of most Southerners are not associated with the occupation in which they earn their livelihood. The limited associations between participation rates or desires for increased participation and occupation, generally reflects differences in education levels. The strong and highly diversified interests in leisure activities among younger persons in the South, especially students, is a sign that the level of participation in arts-related activities will increase in the future.

An earlier publication, Audience Development: an examination of selected analysis and prediction techniques applied to symphony and theatre attendance in four southern cities, described existing and potential audiences. Although it was an exploratory first step, it was able to identify matching groups of potential participants and current participants and suggested several ways in which potential participants could be attracted by certain changes in program offerings. The study was conducted in 1977 by Alan R. Andreasen and Russell W. Belk of the College of Commerce and Business Administration, University of Illinois at Urbana. Among the findings of the study were that most significant predictors of future attendance are the same for symphony as for theater, and that lifestyle groupings in the four studied cities (Memphis; Columbia, SC; Baton Rouge; and Atlanta) provided better clues for understanding responses to particular changes in proposed arts offerings than did the standard socio-economic variables such as education, sex, income and occupation.

The current research is a national Survey of Public Participation in the Arts, using a probability sample of the adult American population (18 years and older) that produced 17,254 responses. The data collection phase of this study was conducted by the Demographic Surveys Division of the Bureau of the Census under the leadership of Robert N. Tinary. Betty L. Hanna of the Division was responsible for questionnaire development and the supervision of the field interviewers. The analysis of the data and report writing are underway at the University of Maryland under the direction of John Robinson, Director, Survey Research Center. The final technical report is expected in 1984 and will be followed by several special topic reports.

The table on page 3 of this Note shows participation rates that have been obtained from the Survey of Public Participation in the Arts for 19 activities, the computed error factors, and the estimated number of adults who participated. The Survey also collected data on participation rates for many other arts and non-arts activities, on barriers to increased attendance from both attenders and non-attenders, information about exposure to the arts when growing up, music type preferences, participation via the media of TV, radio, and recordings; and about arts and other kinds of leisure activities that the public does itself.

Page 4 of this Note describes the available research publications and reports on these studies that can now be obtained through the Publishing Center for Cultural Resources and the Education Research Information Center (ERIC), and a data tape that can be obtained through the Research Division.

SURVEY OF PUBLIC PARTICIPATION IN THE ARTS

Arts Participation by Adults (18 Years and Older) in the
12 Months Preceding the Interview in 1982

<u>At Least Once in the Last 12 Months</u>	<u>Estimated Participation Rate</u>	<u>Error Factor (95% Confidence Level)*</u>	<u>Estimated Number of Adults</u>
<u>Attended:</u>			
Jazz Performances	9.5 %	+/- .62%	15,800,000
Classical Music Performances	13.0	.76	21,400,000
Opera Performances	3.1	.37	5,000,000
Musical Plays or Operettas	18.6	..79	30,000,000
Plays (non-musical)	11.9	.61	19,600,000
Ballet Performances	4.1	.37	6,900,000
Motion Pictures (went out to)	62.5	1.23	102,600,000
<u>Visited:</u>			
Art Museums or Galleries	22.1	1.11	36,400,000
Historic Parks, Monuments, Buildings or Neighborhoods for Historic or Design Value	36.9	1.10	60,600,000
Art or Craft Fairs or Festivals	39.2	1.97	64,200,000
<u>Performed Before the Public: (professional and amateur)</u>			
Played Classical Music	.90	.17	1,500,000
Played Jazz Music	.78	.16	1,300,000
Danced in Ballet Performance	.13	.06	200,000
Acted in Non-musical Role	.77	.16	1,300,000
Sang in Musical Play or Operetta	.89	.17	1,500,000
Sang in Opera	.08	.05	100,000
<u>Read:</u>			
Books and Magazines	84.0	1.10	137,800,000
Novels, Short Stories, Poetry or Plays	56.0	1.02	92,500,000
Read or Listened to Poetry	19.9	1.30	32,600,000

* Error Factor reflects design effects of question groupings in the survey as well as response rates and sample size.

HOW TO OBTAIN PUBLICATIONS, REPORTS AND DATA TAPES

I. Research Division Reports

A. #14 Audience Development: an examination of selected analysis and prediction techniques applied to symphony and theatre attendance in four southern cities. 48 pages. January 1981. ISBN 0-89062-097-0 \$2.50.

B. #17 The Arts Public in the South. 60 pages. March 1984. ISBN 0-89062-147-0 \$4.00.

These reports are available from the Publishing Center for Cultural Resources, 625 Broadway, New York, NY 10012, telephone (212) 260-2010.

II. Original Study Reports

A. "Consumer Response in Arts Offerings: A Study of Theater and Symphony in Four Southern Cities." Dr. Alan R. Andreason and Dr. Russel W. Belk, University of Illinois, Urbana, September 1978. ERIC Identification Number-ED230450.

B. "Leisure Participation in the South," Volume I--Results, Volume II--Appendices, Volume III--Summary, Dr. Richard J. Orend, Human Resources Research Organization, July 1980. ERIC Identification Numbers-ED206521, ED206522 and ED206523.

C. "Leisure Time Use in the South: A Secondary Analysis," John S. Reed, and Peter V. Marsden, University of North Carolina, Chapel Hill, December 1980. ERIC Identification Number-ED221435.

Inquiries concerning microfiche or xerox copies of these reports should be sent to: ERIC Document Reproduction Services (EDRS), Consumer Service, P.O. Box 190, Arlington, Virginia 22210. The reports may also be examined in the ERIC collections of microfiche that have been deposited at over 600 U.S. and many foreign institutions.

III. Data Tapes

One data tape is now available and may be obtained by researchers who wish to run their own tables for special analyses. The tape contains the responses to the 1978 HumRRO leisure activities survey of the South. Questionnaire responses include: data on participation in leisure activities--both arts and non-arts, reasons for non-participation, and demographic characteristics of the respondents.

Inquiries on the procedure for obtaining a reproduction of this data tape should be directed to the Research Division, National Endowment for the Arts, 1100 Pennsylvania Avenue N.W., Washington, DC 20506, telephone (202)682-5432.

Research Division
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