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50 States of Arts Participation: 2022

A geographical analysis of results from the Survey of Public Participation in the Arts

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Thomas Snyder, Jim Lindsay, Ashley Roberts, and Landa Spingler
*National Arts Statistics and Evidence-based Reporting Center,
National Endowment for the Arts*

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On the cover:

Left image: *evereachmore*, a performance along the Los Angeles River choreographed by taisha paggett and dance company WXPT in Los Angeles, California. Photo by Gina Clyne, courtesy of Clockshop

Right image: The audience during a concert at Pritzker Pavilion in Millennium Park, Chicago, Illinois. Photo by Dayna Calderón

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Executive Summary

The National Endowment for the Arts’ (NEA) Office of Research & Analysis created the National Arts Statistics and Evidence-based Reporting Center (NASERC) in 2022 to provide the public with regularly updated statistics on the health and vitality of the arts in the United States.

An initial set of these statistics—referred to as indicators—were published in April of 2024.

In addition to developing and maintaining indicators of arts activity in the United States, NASERC also produces stand-alone reports addressing topical research questions about the arts. For this topical report, NASERC conducted a state-level analysis of data from the Survey of Public Participation in the Arts (SPPA). The SPPA is conducted through a partnership between the NEA and the U.S. Census Bureau and is the nation’s largest, most representative survey of adult patterns of arts participation in the United States.

This report addresses the following three research questions:

1. How do arts participation rates compare across states?
2. How do rates of arts participation compare with participation rates for other types of activities?
3. What types of modalities do people use to access and learn about the arts?

Caveats

This report shows the range of differences across states in arts-related measures from the SPPA. However, the report does not investigate the reasons for those differences. Indeed, many types of differences among states may influence residents’ degree of participation in the arts. Such factors may be cultural, socio-demographic, or geographic. State-level policy responses to the COVID-19 pandemic also likely influenced people’s arts participation habits during the 12 months prior to SPPA administration.

Findings

States’ levels of participation, by activity type

SPPA data indicate that between July 2021 and July 2022, higher percentages of adults in seven states—Indiana, Nebraska, North Dakota, Utah, Vermont, and Wisconsin, in addition to the District of Columbia—**attended live arts performances in person**, compared to the national average (38 percent). In contrast, adults in Alabama, Mississippi, and New York showed lower percentages of attending arts and cultural activities in person (*see section 1*).

Adults in Wisconsin, Maine, Montana, Vermont, Nebraska, Utah, Oregon, Washington, and Ohio reported **personally creating or performing art** in larger percentages than the national rate. States below the national rate for personally creating or performing art included Georgia, Alabama, Mississippi, Florida, and New York (*see section 2*).

The SPPA results also suggest that levels of arts participation were associated with participation in other, non-arts activities. Among states that had arts participation rates higher than the national rate, many also had above-average rates of participation in non-arts activities (*see section 3*).

Nationwide, approximately 10 percent of adults **contributed money, goods, or services to arts organizations or groups**. At the state level, these percentages ranged from a low of 5 percent in Colorado and 6 percent in Louisiana to a high of 23 percent in Oregon (*see section 4*).

Approximately 69 percent of American adults **listened to or watched music on devices**. These percentages, too, varied by state. States with the lowest percentages of adults who listen to or watch music on devices were Louisiana and Florida (both 58 percent) and Mississippi (59 percent). In contrast, 85 percent of adult Nebraskans and 86 percent of adult Oregonians listened to or watched music on devices (*see section 5*).

Finally, more than half of adults (55 percent) reported **having taken classes or lessons in the arts at any time in their lives**, especially in a school setting (48 percent). These percentages also vary by state, with adults in 10 states exhibiting above-average rates for this activity, and with adults in four states reporting percentages below the national rate. During the 12 months prior to administration of the SPPA, 12 percent of adults in the United States took classes or lessons in the arts (*see section 6*).

States' overall arts participation index

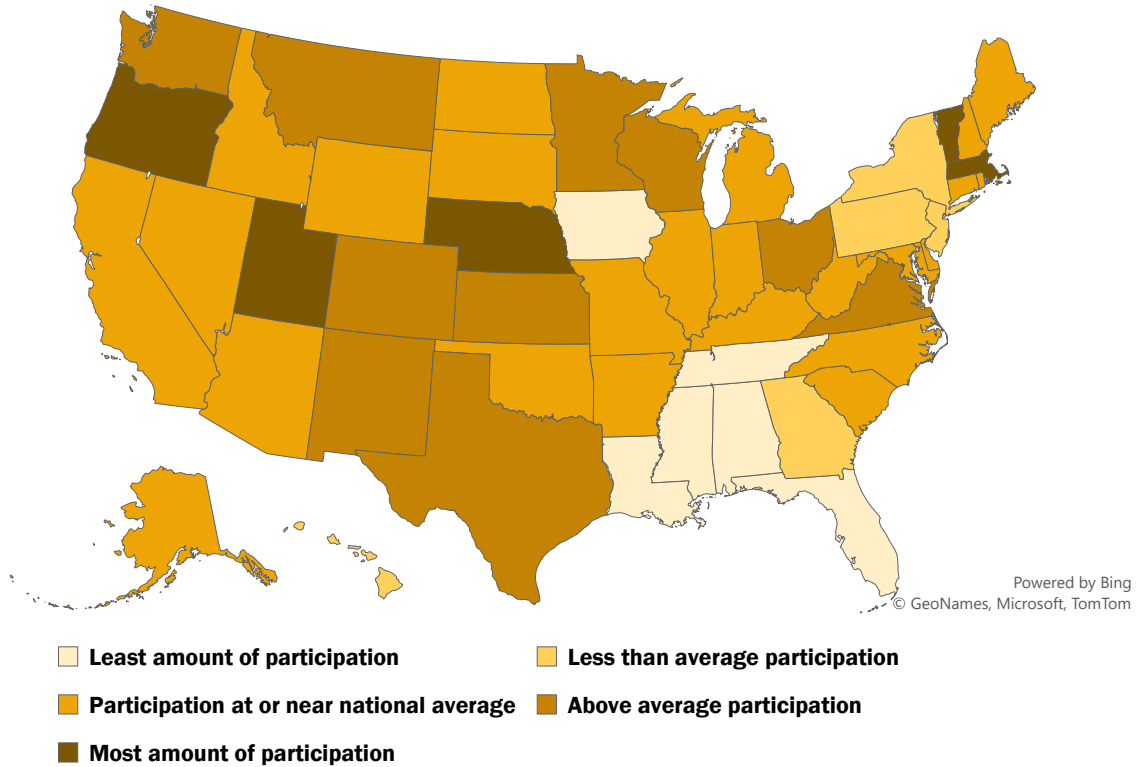
For the purpose of this summary, and for the report's final section, NASERC created an "Arts Participation Index" to show a concise overview of arts participation levels among residents of the various states and the District of Columbia. The index was developed by assigning number codes to the states and D.C. for every arts-related activity¹ based on whether it occurred at a frequency above the national rate (+1), at the national rate (0), or below the national rate (-1). The index score was the sum of the number codes across activities and could range from -19 to +19.² States were then placed into one of the following five categories based on index scoring (see Exhibits ES1 and ES2):

- Least amount of participation (sums ≤ -5 ; 6 states)
- Participation below the national rate (sums ≥ -4 and ≤ -2 ; 5 states)
- Participation at or near the national rate (sums ≥ -1 and $\leq +1$; 24 states)
- Participation above the national rate (sums $\geq +2$ and $\leq +4$; 10 states)
- Highest amount of participation (sums $\geq +5$; 5 states and the District of Columbia).

¹ Arts-related activities included attending live performances, seeing movies at a cinema, visiting historic sites, visiting art museums or galleries, attending craft fairs, reading novels or short stories, dancing (social or artistic), creating any art, donating to arts organizations, acquiring art, using electronic media to enjoy art (listen to music, watch theater, watch dance, listen to podcasts, watch documentaries, view visual art, post social media comments regarding art), taking arts lessons during the past 12 months, and at any time during one's lifetime.

² The Arts Participation Index is based on states' relative percentage of persons doing any of 19 different arts-related activities. Six activities involve enjoying art through media, and five activities involved enjoying art at some venue. Creating art and taking arts lessons (each consisting of two activities each) and reading (single activity) rounded out the activity types. The Arts Participation Index weighs each activity evenly.

Exhibit ES1. Map of state positions on the Arts Participation Index (2022).



SOURCE: Authors' calculations, based on data from U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Exhibit ES2. State positions on the Arts Participation Index (2022).

Participation Category	States in this Group
Least amount of participation	Alabama, Florida, Iowa, Louisiana, Mississippi, Tennessee
Participation below the national rate	Georgia, Hawaii, New Jersey, New York, Pennsylvania
Participation at or near the national rate	Alaska, Arizona, Arkansas, California, Connecticut, Delaware, Idaho, Illinois, Indiana, Kentucky, Maine, Maryland, Michigan, Missouri, Nevada, New Hampshire, North Carolina, North Dakota, Oklahoma, Rhode Island, South Carolina, South Dakota, West Virginia, Wyoming
Participation above the national rate	Colorado, Kansas, Minnesota, Montana, New Mexico, Ohio, Texas, Virginia, Washington, Wisconsin
Highest amount of participation*	Massachusetts, Nebraska, Oregon, Utah, and Vermont

* The District of Columbia also has high levels of arts participation.

Implications

Over 50 years of research has documented the benefits of arts participation for the well-being of community members and communities in general. Individuals who participate in the arts at a young age tend to flourish later in life, even after taking their family's income into consideration (Bone et al., 2022). Studies on community development also indicate that modest investments into enhancing the arts within an area can produce sizeable returns in terms of attracting new residents and families, stimulating tourism and employment, and bringing in additional tax revenue (Aquino et al., 2012; Kim et al., 2007; Novak-Leonard et al., 2018; Rugg et al., 2021). Key to these efforts to increase arts participation is to engage with a broad cross-section of organizations and residents to garner support for arts-focused initiatives. With such support, state and local leaders have experienced success by implementing such strategies as:

- Addressing barriers to arts participation, such as high admissions costs, inaccessible arts venues, and lack of quality arts offerings;
- Creating arts business incubators;
- Developing arts-tourism venues;
- Providing seed funding for artist cooperatives;
- Developing arts districts.

Introduction

This topical report from the National Arts Statistics and Evidence-based Reporting Center (NASERC) responds to the National Endowment for the Arts' (NEA) interest in analyzing state-level data from the Survey of Public Participation in the Arts (SPPA).³ The NEA and the U.S. Census Bureau work in partnership to design and conduct the SPPA as a supplement to the Current Population Survey (CPS). Consequently, the survey is the nation's largest and most representative survey of adult patterns of arts and cultural participation in the United States.

The SPPA is used as the source for a number of NEA products, including statistical indicators that are part of the NASERC Arts Indicators Framework. Where relevant, this topical report will reference the NASERC Arts Indicators.

The present report includes findings from several sections of the SPPA. Specifically, the data come from two core components of the survey and from four additional modules. Across the components and modules, sample sizes are usually sufficient to make meaningful comparisons across states, albeit with somewhat limited statistical power.⁴ Even with the reduced ability to detect differences, state-level findings can inform arts-related decision making at the regional, state, and local levels.

The report is structured around three research questions, which will be discussed in the context of six analytic sections.

Research Questions

This report addresses the following three research questions:

1. How does participation in the arts compare across states?
2. How do rates of arts participation compare to participation rates for other types of activities?
3. What types of modalities do people use to access and learn about the arts?

Sections of This Report

The state-by-state arts participation findings in this report are presented by type of arts activity. These activity types are:

1. **Attending Arts Events.** This section presents the percentages of people who attend in-person arts activities, by state, from core component 1 of the SPPA. The categories for in-person arts attendance are similar to those presented in NASERC Indicator B.1: Who Attends Arts Events in Person?
2. **Personally Creating or Performing Art.** This section provides the percentages of people who are personally creating or performing art (from Module B of the SPPA). Findings are shown by art-making activity, by state. The section displays personal performance and

³ The National Archive of Data on Arts and Culture provides more information on the SPPA and data exploration and analysis tools. See <https://www.icpsr.umich.edu/web/NADAC/studies/38936>.

⁴ Instances where states' sample sizes for a specific survey item are too small for meaningful comparisons are noted in data tables that accompany this report <https://www.arts.gov/impact/research/publications/2022-sppa-state-publication>.

creation categories similar to those in NASERC Indicator B.3: Who Is Personally Creating or Performing Art?

3. **Comparing Arts Participation with Doing Other Types of Activities.** The findings in this section compare the percentages from sections 1 and 2 to percentages of people who participate in non-arts activities, such as exercising, hiking, and playing video games (from Module C of the SPPA). Findings are presented by state.
4. **Supporting the Arts.** Survey respondents' contributions of time or money to arts organizations was assessed with items about volunteering for arts organizations, subscribing to season tickets for arts events, donating money to the arts, and acquiring arts-related products (from Module C of the SPPA). Section 4 of the report only provides findings on donating to arts organizations and acquiring arts-related products because the data for the other two survey items did not meet minimum statistical thresholds needed for valid reporting.
5. **Viewing and Listening to the Arts through Media.** This section presents findings on the use of devices to access arts content through web streaming, recordings, or television or radio broadcasts (from Module A of the SPPA). Findings on reading novels and short stories are also summarized in this section.
6. **Learning in the Arts.** The findings in section six show percentages of people who ever took lessons in the arts and whether those lessons occurred in the last six months (from Module D of the SPPA). Due to the relatively small numbers of people taking lessons in arts domains over the most recent 12-month period, most of the section focuses on aggregated responses. The numbers of respondents who learned to create art outside formal classes or lessons are especially small, and so section 5 excludes state-level SPPA data for this type of arts learning.
7. The alignment between research questions and report sections is illustrated below (Exhibit 1).

Exhibit 1. Crosswalk of research questions with report sections.

Research question	Section of the report addressing this question
1. How does arts participation compare across states?	Section 1: In-person arts attendance. Section 2: Personally creating or performing art. Section 4: Support for the arts.
2. How do rates of arts participation compare to participation rates for other types of activities?	Section 3: Percentages of people who are attending or making art versus doing other types of activities.
3. What types of modalities do people use to access and learn about the arts?	Section 5: Viewing and listening to the arts through media. Section 6: Learning about the arts.

Factors Contributing to Differences Observed Across States

While this report presents differences in arts participation patterns across states, it stops short of speculating about potential reasons for those differences. States vary by cultural, educational, and socioeconomic makeup, and by climate and population density. Differences may also be attributed to state policies, such as states' funding for the arts, the inclusion of the arts in state high school graduation requirements, and states' approaches to re-opening of public spaces after the COVID-19 pandemic.

Ideally, analyses of state-level participation in the arts would control statistically for some of these and other factors contributing to residents' participation in the arts. In this case, however, the data on some of the cultural, educational, geographic, and policy-related characteristics of states are not universally available and reliable. Therefore, the estimates provided in this report represent percentages, uncorrected for other factors.

Appendix A provides more information on the statistical measures and limitations in connection with the analyses for this report. Of particular relevance to this report are, for some statistics, the small sample sizes at the state level. These small sample sizes result in limited statistical power when examining state-to-state differences. Statements regarding differences should be interpreted to mean that the differences are statistically significant at the 0.05 level.

Section 1: Attending Arts Events

Introduction

In July 2022, the U.S. Census Bureau surveyed roughly 50,000 American households as part of its monthly Current Population Survey. Respondents were randomly selected adults (aged 18 or older) from the household. About 41,000 adults were sampled for the SPPA, which is made up of additional survey items asking about respondents' participation in a variety of arts-related and cultural activities. The SPPA questions were administered through a survey structure that included two core components and four modules. Approximately 6,600 adults responded to the Core 1 component, which included the questions on in-person arts attendance.

The survey asked adults about various arts-related activities and arts venues they had visited in person. This section describes Americans' attendance at live performances (e.g., music, dance, and theater) and their in-person attendance at other types of arts and cultural activities (e.g., art museums, galleries, places with historical or design value, craft fairs, movies).

Survey Results

In July 2022, 38 percent of U.S. adults reported they had attended a live arts or cultural activity in person during the prior 12 months.⁵ This percentage includes a wide variety of arts domains,⁶ such as attending a jazz music performance (6 percent); a ballet or other dance performance (5 percent); a classical music performance (5 percent); a Latin, Spanish, or salsa music performance (4 percent); an opera (1 percent); or going to a musical or nonmusical stage play (12 percent); an outdoor festival performance (19 percent); or another type of live performance (21 percent). State-level percentages for attending any live performance and for specific types of live performance are presented in the following sections.

Americans were most likely to have gone to the movies (43 percent) or visited a site of historical or design value (26 percent). Also, 18 percent of adults visited an art museum or gallery, and 17 percent attended a craft fair.

Attending live arts performances in person

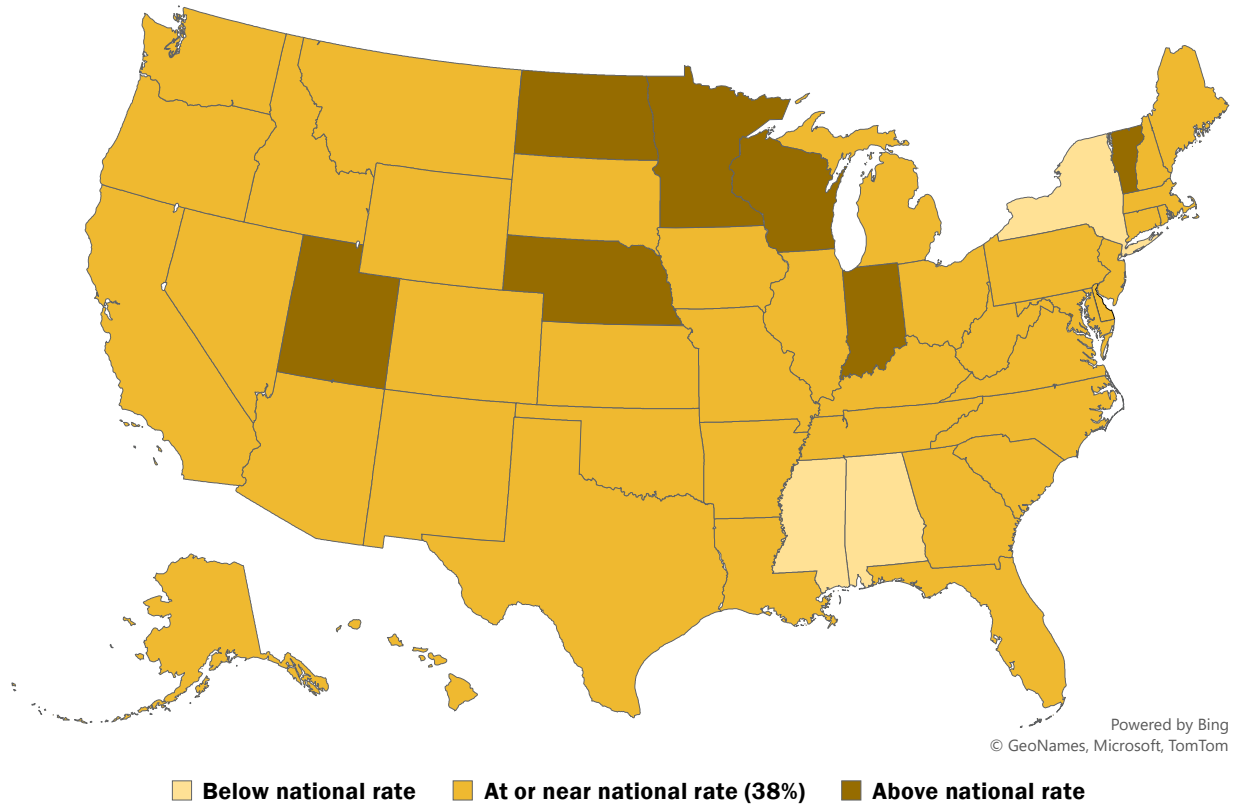
Adults in seven states and the District of Columbia reported higher percentages of attending live arts performances in person than did U.S. adults as a whole (38 percent; see Exhibit 2). Those with larger percentages include Utah (62 percent), Vermont (54 percent), Nebraska (53 percent), North Dakota (52 percent), Indiana (51 percent), Wisconsin (50 percent), and Minnesota (49 percent). The District of Columbia also has a high rate of attending live arts performances (53 percent). Meanwhile, adults in three states reported below-average percentages of attending

⁵ The percentages for all types of art are provided in the stand-alone files that can be found at <https://www.arts.gov/impact/research/publications/2022-sppa-state-publication>

⁶ Information on national patterns of in-person attendance at arts are provided in Indicator B.1: Who Attends Arts Events in Person? (<https://www.arts.gov/impact/research/NASERC/arts-participants>).

arts and cultural activities in person. Those states are Alabama (18 percent), Mississippi (23 percent), and New York (27 percent). State-specific percentages are presented in Exhibit 3.

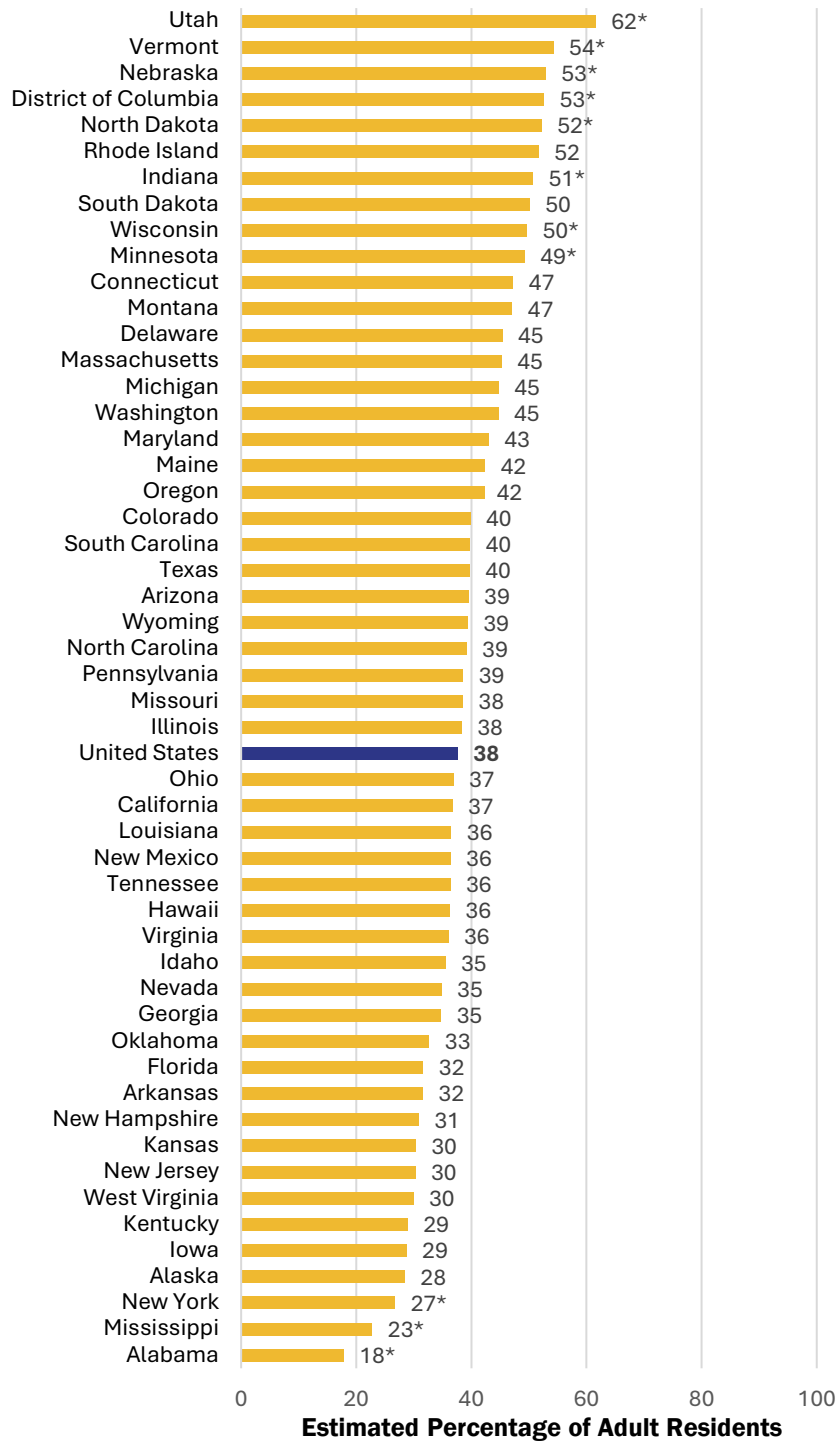
Exhibit 2. Percentage of adults who attended a live performing arts event in person in the past 12 months: (2022).



NOTE: Live performing arts events include a live music concert (such as jazz music, Latin, Spanish or salsa music, classical music, or other type of music), opera, a musical or non-musical stage play, ballet or other dance, an outdoor music festival, or other live performance.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Exhibit 3. Percentage of adults who attended a live performing arts event in the past 12 months (2022).



*Statistically different from the national rate.

NOTE: Live performing arts events include a live music concert (such as jazz music, Latin, Spanish or salsa music, classical music, or other type of music), opera, a musical or non-musical stage play, ballet or other dance, an outdoor music festival, or other live performance.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Attending specific types of live performances

Not only are there differences among the states in terms of attending live performances *in general*, but states also showed differences in attendance rates at specific types of events. NASERC analyzed SPPA respondents' rates of attending jazz music performances; Latin, Spanish, or salsa music performances; classical music concerts; musical or nonmusical plays; ballet or other dance performances; and outdoor music festivals.

Attending jazz, Latin, Spanish, salsa, or classical music performances. Small sample sizes prevented many valid state comparisons of attendance at live jazz, Latin, Spanish, or salsa music or classical music events. For example, only adults in the District of Columbia (15 percent) reported live jazz music attendance over the prior 12 months at a level that was measurably higher than the national rate (6 percent). Similarly, only New Mexican adults (11 percent) reported attendance at a Latin, Spanish, or salsa music performance at an above-average rate (4 percent). Also, only Massachusetts adults (11 percent) reported attendance at a live classical music performance at a higher percentage than the national rate (5 percent).

Attending ballet and other dance performances. Small sample sizes also limited the number of measurable differences that could be observed with respect to attendance at ballet and other dance performances. Only residents of Vermont (13 percent) and South Dakota (16 percent) reported attendance at a live ballet or other dance performance at a higher percentage than the national rate (5 percent).

Attending musical or non-musical stage plays. In July 2022, SPPA respondents from five states and D.C. reported higher percentages of attending musical or non-musical stage plays in the past 12 months, compared to the national rate (12 percent). States reporting relatively high percentages of adult play-goers included Utah (26 percent), Vermont (26 percent), Nebraska (26 percent), Wisconsin, (23 percent), and Montana (21 percent). The District of Columbia also reported a relatively high percentage of adult play-goers (25 percent). The three states with adults reporting play-going rates below the national rate were Alabama (3 percent), Georgia (7 percent), and Mississippi (7 percent).

Attending outdoor festival performances. About one in five (21 percent) of U.S. adults reported visiting an outdoor festival that featured performing artists between July 2021 and July 2022. While many states reported substantial rates of outdoor performing arts festival attendance, only Vermont adults reported doing so at an above-average rate (33 percent). In contrast, adults in seven states reported attending live outdoor festival performances at rates below the national rate. Those states were: New Hampshire (8 percent), Alabama (8 percent), Mississippi (10 percent), Iowa (11 percent), New York (12 percent), Georgia (13 percent), and Florida (14 percent).

Attending other types of live arts events. In 2022, a relatively high percentage of adults (21 percent) reported attending “other” types of live arts events in the past 12 months. These activities may have included such performing arts events as rock, folk, or country music concerts; rap or hip-hop performances; or comedy/improv, magic shows, or circus acts. Adults in six states, including Indiana (37 percent), Delaware (35 percent), Michigan (34 percent), Montana (34 percent), Massachusetts (31 percent), and Wisconsin (31 percent)—and the District of Columbia (33 percent)—reported attending such events at above-average rates. States with percentages lower than the national rate included Alabama (7 percent), Mississippi (11 percent), New York (11 percent), Arkansas (14 percent), and Florida (15 percent).

Attending other types of arts exhibitions and cultural sites

NASERC also examined residents' rates of attending non-live arts events. Such events include movies; sites of historic, architectural, or design value; and craft fairs. State level attendance rates at these events are presented below.

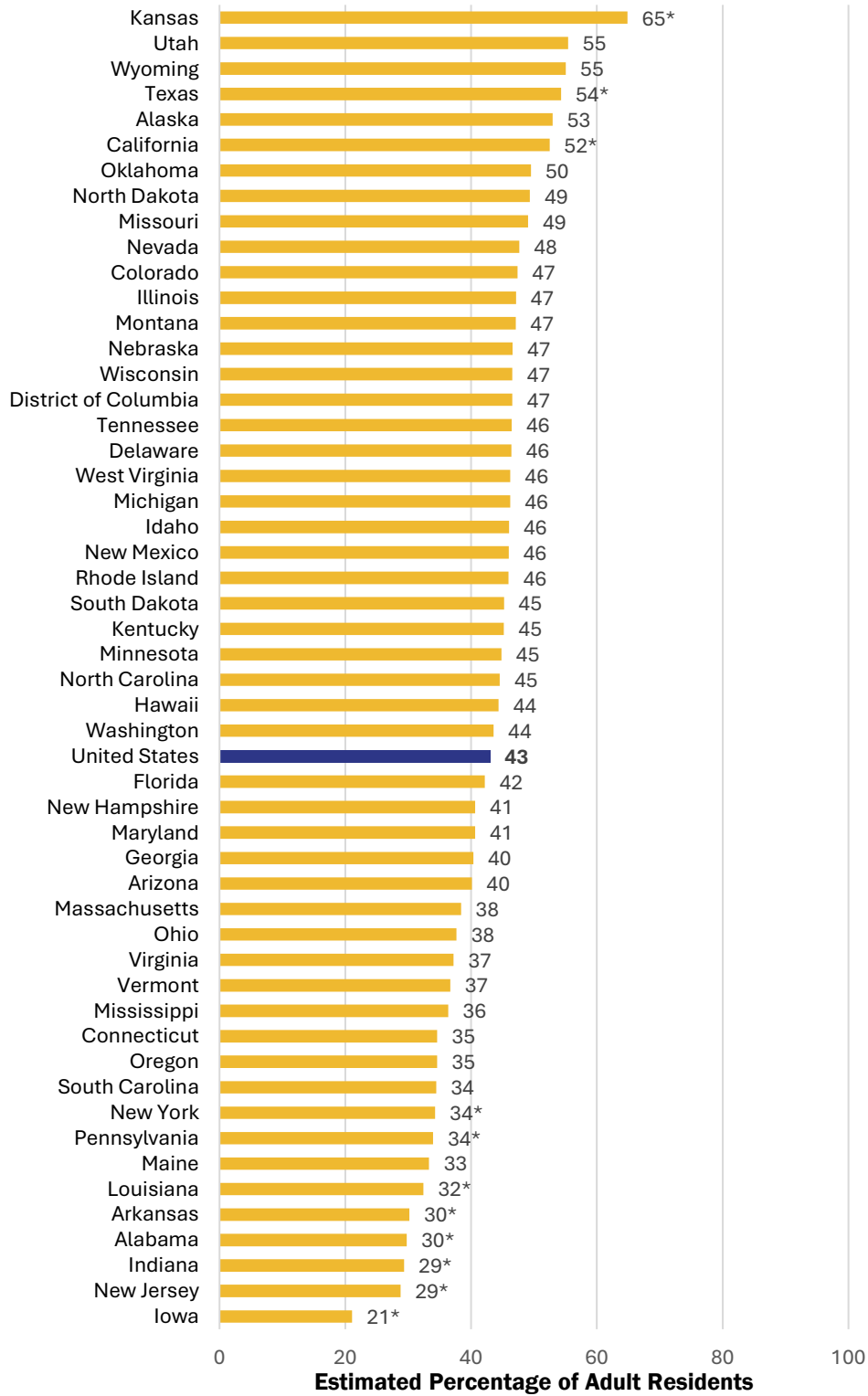
Going to the movies. In addition to gathering information on live arts performances, the SPPA asked respondents about visiting arts and cultural sites. Going to the movies (43 percent) was the most frequently cited in-person arts and cultural event type in general (see Exhibit 4). Respondents from Kansas (65 percent), Texas (54 percent), and California (52 percent) reported going in percentages greater than the national rate. On the other end of the spectrum, the following states had percentages of movie-going that were below the national rate: Iowa (21 percent), Indiana (29 percent), New Jersey (29 percent), Alabama (30 percent), Arkansas (30 percent), Louisiana (32 percent), Pennsylvania (34 percent), and New York (34 percent).

Visiting places of historic, architectural, or design value. Higher percentages of survey respondents from D.C. (46 percent), Connecticut (45 percent), Nebraska (40 percent), Minnesota (40 percent), Massachusetts (39 percent), Virginia (39 percent), and Utah (38 percent) reported visiting places of historical, architectural, or design significance, compared to the national rate (26 percent). Residents of Mississippi (9 percent), Louisiana (15 percent), Iowa (17 percent), and Idaho (18 percent) were less likely to visit these types of places, compared with the corresponding percentage of all U.S. adults.

Visiting art museums and galleries. Greater percentages of residents in Massachusetts (27 percent), Vermont (32 percent), and D.C. (41 percent) visited art museums or galleries than did U.S. adults as a whole (18 percent). In contrast, the following five states had below-average rates of visiting art museums or galleries: Mississippi (8 percent), New Jersey (9 percent), Idaho (10 percent), Iowa (11 percent), and Tennessee (11 percent).

Attending craft fairs. Nationally, 17 percent of SPPA respondents visited a craft fair between July of 2021 and July of 2022. Higher percentages of respondents from five states reported attending craft fairs: North Dakota (40 percent), Utah (31 percent), Montana (30 percent), New Mexico (27 percent), and Oregon (25 percent). Craft fair attendance was below the national rate among respondents in New York (9 percent), New Jersey (10 percent), Oklahoma (10 percent), Georgia (12 percent), and D.C. (11 percent).

Exhibit 4. Percentage of adults who went to the movies in the past 12 months (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Section 2: Personally Creating or Performing Art

Introduction

In addition to asking about attending in-person arts events and venues, the SPPA asked respondents whether they had engaged in art-making in the last 12 months. This section presents state-by-state percentages of adults who did the following activities:⁷

- created pottery, ceramics, or jewelry;
- created woodwork, metalwork, or leatherwork;
- sewed, crocheted, or did other types of needlework;
- played a musical instrument;
- performed or practiced acting, singing, or dancing;
- took photographs; or
- did creative writing.

Survey Results

In July 2022, 52 percent of adults reported they had personally created or performed art in the past 12 months.⁸ This percentage covers a wide array of art forms: social or artistic dancing (22 percent); singing (20 percent); taking photographs for artistic purposes (13 percent); weaving, crocheting, quilting, needlepoint, knitting, or sewing (12 percent); playing a musical instrument (11 percent); and creating paintings, sculpture, graphic designs, digital or other visual art (11 percent). Arts activities that were less popular among survey respondents (selected by fewer than 10 percent) included woodwork, metalwork, or leatherwork (9 percent); creative writing (7 percent); creating performances or visual art via computers (5 percent); working with pottery, ceramics, or jewelry (4 percent); creating films or videos (4 percent); designing games and software for computers (2 percent); and acting (also 2 percent).

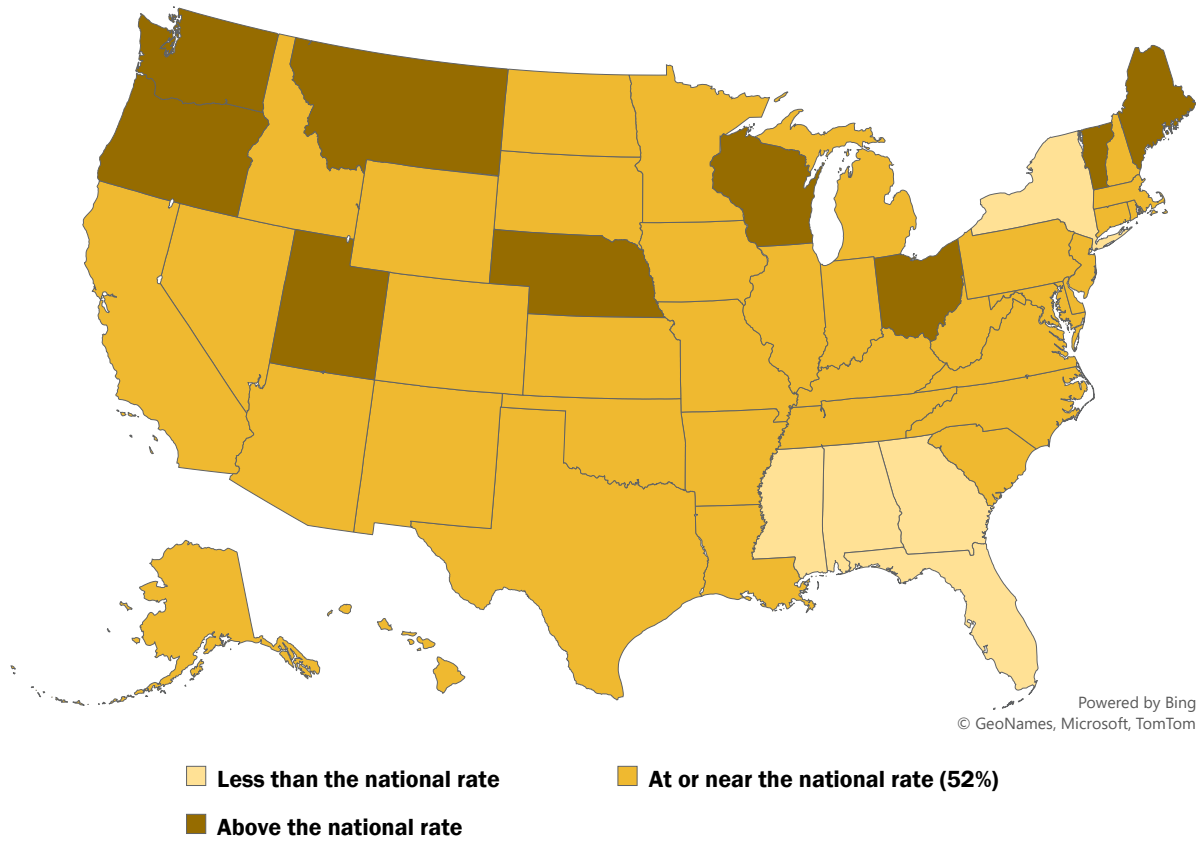
Results for creating or performing art

Respondents in nine states reported higher percentages of personally creating or performing art, compared to the national rate of 52 percent (Exhibits 5 and 6). Those states are Wisconsin (73 percent), Maine (71 percent), Montana (70 percent), Vermont (70 percent), Nebraska (68 percent), Utah (67 percent), Oregon (67 percent), Washington (68 percent), and Ohio (62 percent). Respondents in five states reported percentages of creating or performing arts that were lower than the national rate. Those states are Georgia (34 percent), Alabama (35 percent), Mississippi (35 percent), Florida (38 percent), and New York (40 percent).

⁷ The SPPA also includes questions about creating films or videos and designing/creating games, software or tools for computers or mobile devices. State-level estimates for these activities are not described in this report because reporting standards were not met for most states.

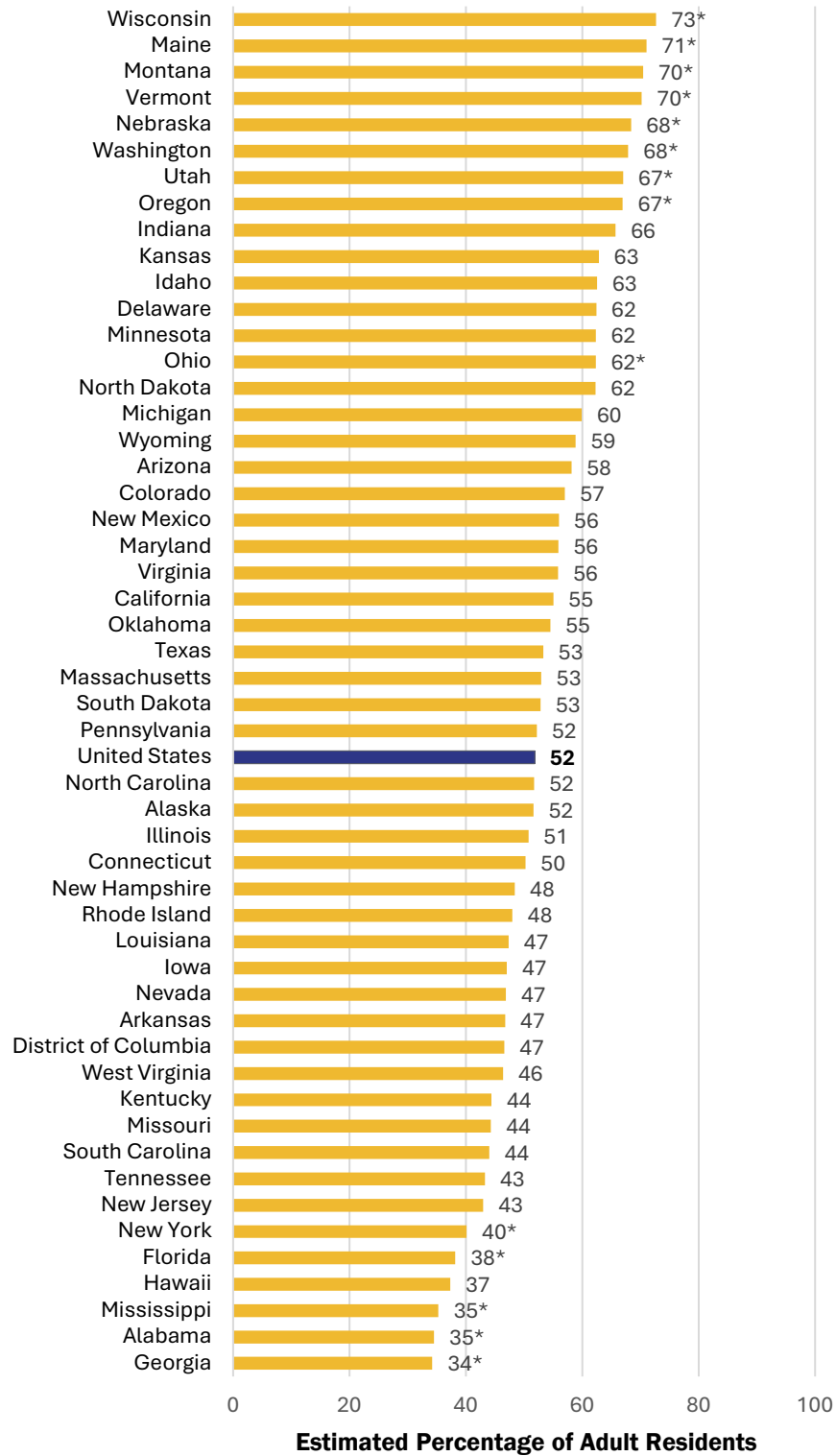
⁸ Information on national patterns of creating and performing art are provided in Indicator B.3: Who is Personally Creating or Performing Art (<https://www.arts.gov/impact/research/NASERC/arts-participants>). For state results, see supporting data tables <https://www.arts.gov/impact/research/publications/2022-sppa-state-publication>.

Exhibit 5. Percentage of adults who created or performed any type of art in the past 12 months: (2022).



SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Exhibit 6. Percent of adults who created or performed any type of art in the past 12 months: (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Results for specific arts activities

To provide a clearer view of state-level trends in creating art, NASERC drilled deeper into the SPPA data to examine state-level differences in creating or performing *specific types of art*. They examined state residents' levels of social or artistic dancing; singing; taking photographs; weaving, crocheting, quilting, needlepoint, knitting, and/or sewing; playing a musical instrument; and painting, sculpting, or creating other types of visual art.

Performing social or artistic dancing. Across all states, 22 percent of adult respondents indicated they had danced either socially or artistically within the last 12 months (see Exhibit 7). Respondents from Indiana (34 percent) and Wisconsin (34 percent) exceeded the national rate for this activity. In contrast, 10 states had below-average percentages of residents who danced socially or artistically: Kentucky (8 percent), Alaska (9 percent), Tennessee (10 percent), West Virginia (10 percent), Alabama (11 percent), Mississippi (12 percent), Missouri (13 percent), Hawaii (13 percent), Louisiana (14 percent), and Florida (16 percent).

Singing. Approximately 20 percent of U.S. adults reported singing as an artistic activity in the last 12 months. The percentages of Nebraska residents (45 percent) and Michigan residents (34 percent) who sang are greater than the national rate. Meanwhile, four states have lower percentages of residents who sang as an artistic activity, compared with the national rate. The states with the lowest percentages include Iowa (10 percent), Georgia (10 percent), New York (13 percent), and Illinois (14 percent).

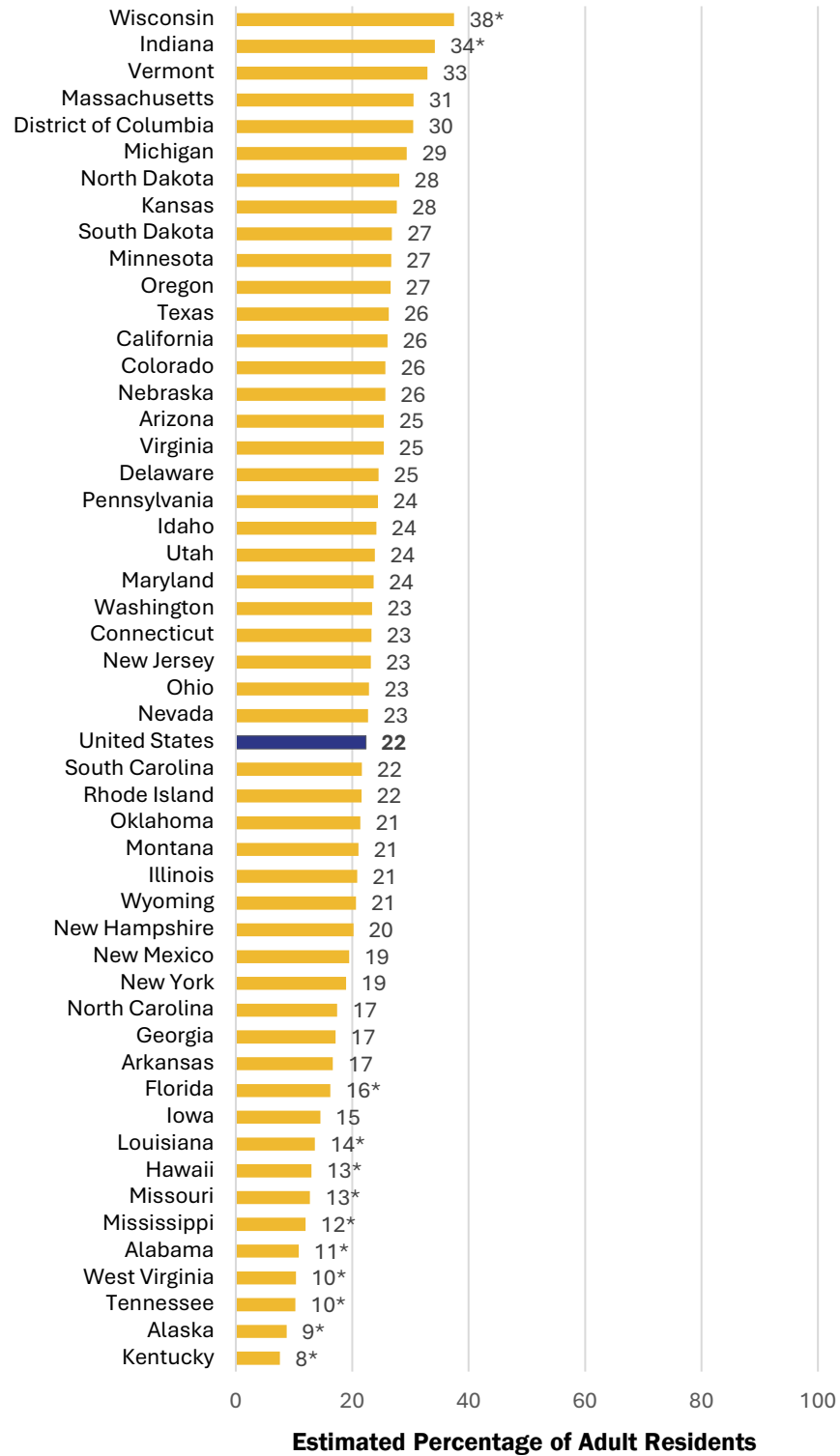
Taking photographs. In July of 2022, the following four states had higher percentages of residents who reported taking photographs as an arts activity in the last 12 months, compared to the national level (13 percent): Nebraska (29 percent), Oregon (26 percent), Montana (23 percent), and Wisconsin (21 percent). Four other states had percentages below the national rate: South Dakota (5 percent), Alabama (6 percent), Florida (7 percent), and Georgia (7 percent).

Weaving crocheting, quilting, needlepoint, knitting, or sewing. Across all states, 13 percent of adults reported weaving, crocheting, quilting, or doing needlework, knitting, or sewing in the last 12 months. Three states had percentages exceeding the national rate: Maine (25 percent), Indiana (23 percent), and Oregon (20 percent). Residents from seven other states and D.C. had below-average percentages of people doing these activities: Tennessee (5 percent), New York (6 percent), Georgia (6 percent), Hawaii (6 percent), Florida (7 percent), Alabama (7 percent), and Mississippi (8 percent). The D.C. percentage was 6 percent.

Playing a musical instrument. Higher percentages of adults in three states, Utah (24 percent), Washington (23 percent), and Montana (21 percent), reported playing a musical instrument, compared to the national rate of 13 percent. Seven states had percentages that were lower than the national rate, including Delaware (4 percent), Hawaii (5 percent), Georgia (5 percent), Florida (5 percent), New York (6 percent), Mississippi (6 percent), and Arkansas (6 percent).

Painting, sculpting, or creating graphic designs or digital or other visual art. Washington (21 percent) and Wisconsin (20 percent) had higher percentages of residents who reported painting, sculpting, or creating graphic design or digital or other visual art in the past 12 months, compared to the national rate of 11 percent. The percentages of residents who engaged in these forms of visual arts in the past 12 months were below-average in Georgia (4 percent), New York (5 percent), and New Jersey (5 percent). Data from six states have been suppressed, however, due to limited statistical validity.

Exhibit 7. Percentage of adults who reported social or artistic dancing in the past 12 months: (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Section 3: Comparing Arts Participation with Other Types of Activity

Introduction

Sections 1 and 2 reported the percentages of U.S. adults who attended live arts events and the percentages who created or performed art, by state. But the 2022 SPPA also asked about respondents' participation in other types of activity:

- attending amateur or professional sports events;
- exercising or participating in sports activities;
- hunting or fishing;
- hiking, camping, or canoeing;
- working with indoor plants or gardening;
- designing interior spaces;
- designing architecture;
- designing fashion;
- landscaping as a hobby;
- restoring or customizing vehicles or furniture;
- playing video or computer games;
- participating in book clubs or reading groups;
- preparing food as an artistic activity or attending a cooking class;
- visiting a public library;
- performing charity or volunteer work; and
- participating in community activities.

This section looks at how Americans' participation in the arts compares with participation in other activity types. It also examines the association between arts participation rates within each state and state-level rates of participation in non-arts activities.⁹ The latter analysis partially addresses whether arts participation rates reflect the state residents' interests in the arts specifically or whether they correspond with residents' participation rates in leisure activities in general.

The NASERC analysts created a series of tabulations. The percentages of SPPA respondents within each state that participated in each arts and non-arts activity were tabulated and residents' favorite three activities were identified. State-level rates of participation in non-arts activities also were tabulated by taking the percentage of SPPA respondents within each state that

⁹ For the sake of this analysis, such activities as have not been previously discussed are termed “non-arts,” even though some of them—design-related activities, for example—may be viewed more broadly as arts participation.

participated in at least one of ten non-arts activities.¹⁰ Finally, states' levels of non-arts participation were plotted against each state's rate of (a) attending live arts events, and (b) creating or performing art. The resulting scatterplots show the degree to which participating in arts events and participating in other types of activities were associated. Correlations between these rates were also calculated to determine the magnitude of these associations.

Favorite Activities within Each State

The first analysis examined the percentage of states' respondents who reported performing each activity. Nationally, SPPA respondents were most likely to say that they went to the movies (classified as a form of arts participation), followed by caring for indoor plants or gardening, and playing video or computer games. Those activities most frequently mentioned by residents from each state are displayed in Exhibit 8. Besides going to the movies, the only other form of arts participation that appeared in the top three activities for any state was singing—mentioned by 25 percent of Louisiana respondents.¹¹

Exhibit 8. Most popular arts and non-arts activities among SPPA respondents (with arts activities in bold font) (2022).

State	Activities that residents do		
	Highest	Second highest	Third highest
Total	Movies (43)	Plants/gardening (40)	Video/computer games (35)
Alabama	Plants/gardening (33)	Movies (30)	Exercise/sport (27)
Alaska	Movies (53)	Outdoor activities (51)	Plants/gardening (45)
Arizona	Plants/gardening (40)	Movies (40)	Video/computer games (36)
Arkansas	Plants/gardening (48)	Video/computer games (37)	Movies (30)
California	Movies (53)	Plants/gardening (40)	Exercise/sport (39)
Colorado	Plants/gardening (54)	Movies (47)	Outdoor activities (41)
Connecticut	Plants/gardening (48)	Visiting a historical site (45)	Movies (35)
Delaware	Video/computer games (48)	Movies (46)	Plants/gardening (46)
District of Columbia	Exercise/sport (54)	Movies (47)	Visiting a historical site (46)
Florida	Movies (42)	Exercise/sport (33)	Video/computer games (27)
Georgia	Movies (40)	Plants/gardening (28)	Video/computer games (26)
Hawaii	Video/computer games (45)	Movies (44)	Exercise/sport (41)
Idaho	Outdoor activities (65)	Plants/gardening (48)	Movies (46)
Illinois	Movies (47)	Plants/gardening (37)	Exercise/sport (36)
Indiana	Plants/gardening (56)	Video/computer games (44)	Outdoor activities (37)
Iowa	Plants/gardening (41)	Outdoor activities (39)	Exercise/sport (34)

¹⁰ The specific activities included attending amateur or professional sporting events; exercising or participating in sports activities; hunting or fishing; hiking, camping or canoeing; working with indoor plants or gardening; restoring or customizing vehicles or furniture; playing video or computer games; visiting a library, performing charity or volunteer work, and participating in community activities. Some activities listed among the bullets above were not included because they could be classified as arts activities (e.g., designing architecture, designing fashion). Another activity (participating in book clubs or reading groups) was excluded because too few survey respondents answered the item to obtain reliable statewide estimates.

¹¹ For complete information about state-level participation in these activities, readers are directed toward the supplemental data files that accompany this report <https://www.arts.gov/impact/research/publications/2022-sppa-state-publication>.

Activities that residents do			
State	Highest	Second highest	Third highest
Kansas	Movies (65)	Video/computer games (59)	Plants/gardening (42)
Kentucky	Movies (45)	Plants/gardening (32)	Outdoor activities (30)
Louisiana	Movies (32)	Plants/gardening (27)	Singing (25)
Maine	Outdoor activities (43)	Plants/gardening (39)	Video/computer games (34)
Maryland	Plants/gardening (45)	Movies (41)	Exercise/sport (37)
Massachusetts	Exercise/sport (49)	Plants/gardening (48)	Video/computer games (40)
Michigan	Movies (46)	Plants/gardening (45)	Exercise/sport (43)
Minnesota	Outdoor activities (58)	Exercise/sport (50)	Sports event (28)
Mississippi	Plants/gardening (37)	Movies (36)	Video/computer games (27)
Missouri	Movies (49)	Plants/gardening (36)	Sports event (36)
Montana	Plants/gardening (54)	Outdoor activities (54)	Movies (47)
Nebraska	Plants/gardening (71)	Outdoor activities (49)	Video/computer games (48)
Nevada	Movies (48)	Plants/gardening (31)	Video/computer games (30)
New Hampshire	Plants/gardening (59)	Outdoor activities (45)	Movies (41)
New Jersey	Plants/gardening (30)	Movies (29)	Exercise/sport (29)
New Mexico	Movies (46)	Outdoor activities (41)	Video/computer games (38)
New York	Plants/gardening (37)	Movies (34)	Exercise/sport (33)
North Carolina	Movies (45)	Outdoor activities (41)	Plants/gardening (41)
North Dakota	Movies (49)	Sports event (44)	Plants/gardening (39)
Ohio	Plants/gardening (46)	Video/computer games (42)	Outdoor activities (41)
Oklahoma	Plants/gardening (50)	Movies (50)	Exercise/sport (35)
Oregon	Plants/gardening (60)	Outdoor activities (51)	Video/computer games (44)
Pennsylvania	Plants/gardening (44)	Movies (34)	Outdoor activities (34)
Rhode Island	Plants/gardening (51)	Movies (46)	Video/computer games (36)
South Carolina	Plants/gardening (37)	Exercise/sport (36)	Movies (34)
South Dakota	Movies (45)	Outdoor activities (38)	Exercise/sport (36)
Tennessee	Movies (47)	Video/computer games (41)	Plants/gardening (37)
Texas	Movies (54)	Video/computer games (40)	Plants/gardening (38)
Utah	Video/computer games (58)	Movies (55)	Outdoor activities (45)
Vermont	Plants/gardening (57)	Outdoor activities (50)	Exercise/sport (47)
Virginia	Plants/gardening (43)	Visiting a historical site (39)	Movies (37)
Washington	Outdoor activities (55)	Plants/gardening (49)	Movies (44)
West Virginia	Movies (46)	Plants/gardening (40)	Outdoor activities (31)
Wisconsin	Video/computer games (55)	Plants/gardening (47)	Movies (47)
Wyoming	Outdoor activities (57)	Movies (55)	Plants/gardening (48)

NOTE: numbers in parentheses represent the weighted percentage of residents in the state that indicated they had performed the activity within the last 12 months. Activities in bold font are arts-related activities. Outdoors activities include hiking, camping, and canoeing.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

States' Rates of Participation in Non-arts Activities

Nationwide, approximately 79 percent of Americans participated in at least one of the 10 non-arts activities. States' rates ranged from 97 percent (Nebraska) to 60 percent (Louisiana). Only Nebraska had a non-arts participation rate that statistically exceeded the national average. Two states had rates that were significantly below the national rate: Louisiana (60 participation) and Alabama (61 percent participation).¹²

Association Between Arts Participation and Taking Part in Other Types of Activities

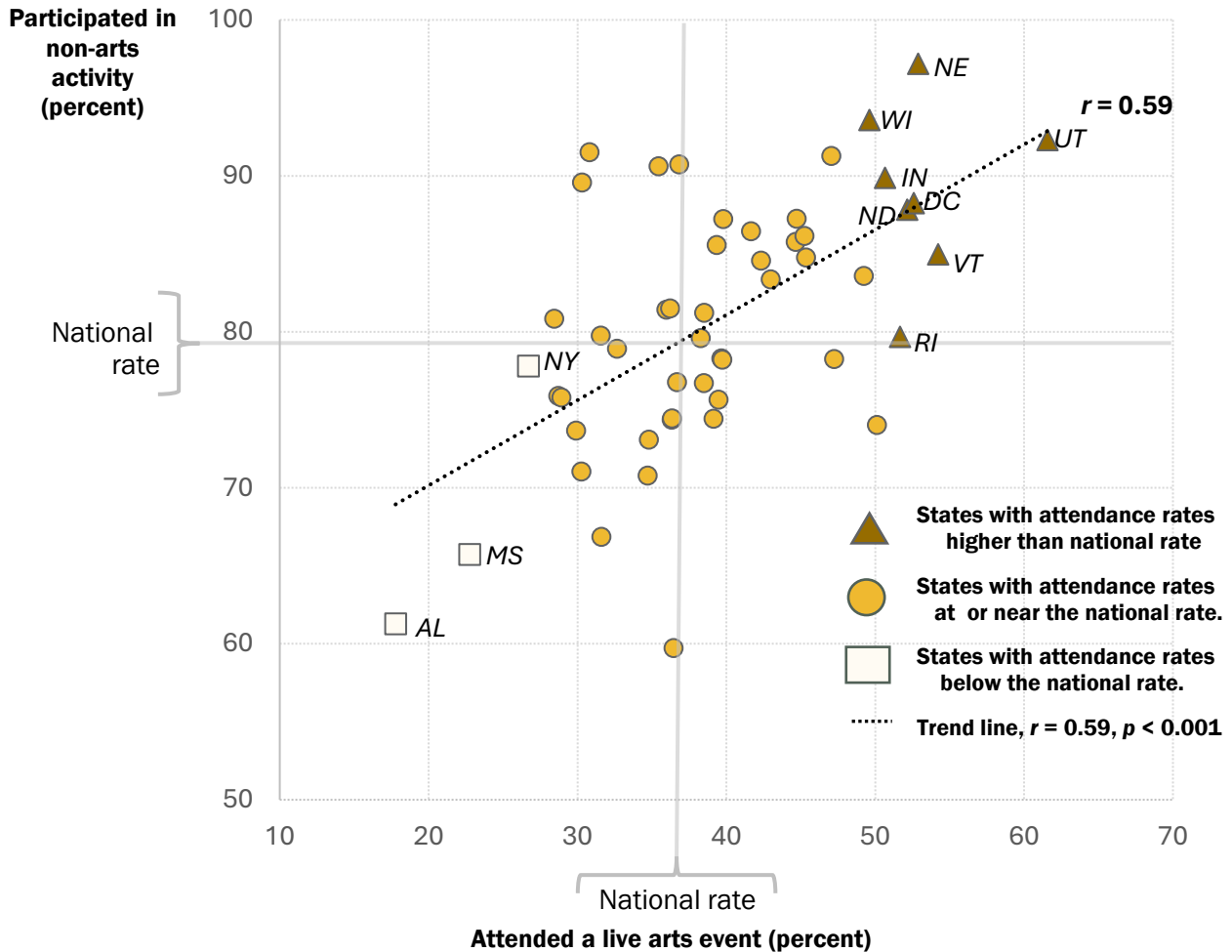
The associations between states' levels of arts participation and their rates of non-arts participation were fairly strong. One correlation statistic was calculated between states' levels of participation in live arts events (excludes going to the movies and enjoying the arts through other forms of electronic media) and participation in non-arts activities. The data indicated a statistically significant correlation ($r = +0.59, p < .001$).¹³ As seen in Exhibit 9, residents' levels of arts participation tend to reflect their overall level of activity. Those states that were above the national rate in attending live arts events (represented by the darkly-shaded triangles) tended to have higher rates of participation in non-arts activities, and states that were below the national rate in attending live arts events (the lightly shaded squares) tended to have lower rates of non-arts participation.

While the data indicated a correlation between attending live arts events and participation in non-arts activities, the correlation is not perfect, suggesting that there are states where residents' levels of attendance at live arts events do not correspond to their levels of non-arts activity. For example, residents of New Hampshire, Ohio, and Idaho participate in non-arts activity at high levels (they are ranked fourth, fifth, and sixth for participation in non-arts activities, with average rates of 91 percent, 91 percent, and 91 percent, respectively). However, the rates of attendance at live arts events for these three states were at or near the national average (31 percent for New Hampshire, 37 percent for Ohio, and 35 percent for Idaho). These anomalies may reflect residents' access to live arts events or their discretionary income available to attend live arts performances, rather than their lack of interest in such events.

¹² These states had rates that differed from the national average by a statistically significant amount, based on a .05 level of significance.

¹³ A Pearson correlation coefficient (r) indicates the strength of association between two variables. They can range from -1.0 to $+1.0$. A correlation of -1.0 represents a perfect negative association, where one variable increases as the other variable decreases. A correlation of $+1.0$ represents a perfect positive association, where one variable increases as the other variable also increases. A correlation of 0 reflects no association between the variables. A correlation of $+0.59$ indicates a fairly strong association.

Exhibit 9. Relationships between levels of attendance at live arts events and levels of participating in other (non-arts) activities in U.S. states and the District of Columbia (2022).



NOTE: AL, Alabama; DC, District of Columbia; ID, Indiana; MS, Mississippi; ND, North Dakota; NE, Nebraska; NY, New York; RI, Rhode Island; UT, Utah; VT, Vermont; WI, Wisconsin.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

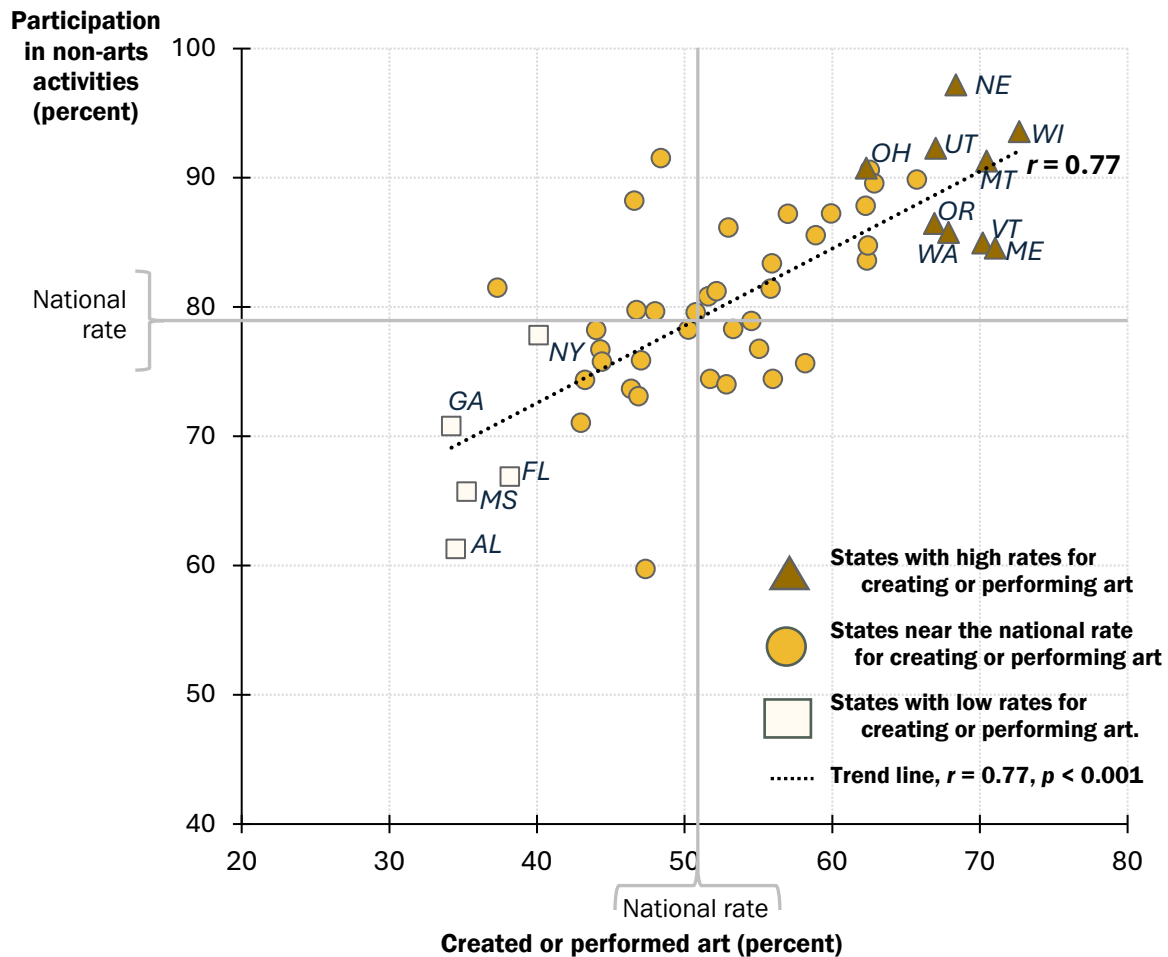
A similar pattern was seen for the association between creating or performing arts and participation in non-arts activities. The two rates among states showed a fairly strong correlation ($r = 0.77, p < 0.001$). States with high percentages of residents who create or perform art (Maine, Montana, Nebraska, Ohio, Oregon, Utah, Vermont, and Washington) also tend to have high rates of non-arts participation. In contrast, the states that are below average for creating and performing art (i.e., Alabama, Florida, Georgia, Mississippi, New York) tend to have lower percentages of residents that participate in non-arts activities (Exhibit 10).

The degree to which the data points deviate from the trendline show that the association was not perfect. New Hampshire again serves as an example. The state had the fourth highest rate of participation in non-arts activities but is near the national rate for creating or performing art.

Louisiana is another example; it has the lowest rate for participation in non-arts activity but is near the national rate for creating or performing art.

Together, the correlations between participation in arts activities and participation in non-arts activities suggest that some amount of residents’ willingness to participate in the arts reflects a general willingness to participate in activities in general. However, other influences probably affect their arts participation habits as well—factors such as access to arts venues, amount of discretionary income or time, and emphasis on the arts in schools.

Exhibit 10. Relationships between states and District of Columbia’s levels of creating or performing art and levels of participating in other (non-arts) activities: July 2022.



NOTE: AL, Alabama; FL, Florida; GA, Georgia; IN, Indiana; ME, Maine; MS, Mississippi; MT, Montana; NE, Nebraska; NY, New York; OH, Ohio; OR, Oregon; UT, Utah; VT, Vermont; WA, Washington; WI, Wisconsin. Hawaii’s rate for creating or performing art is not reliable due to too few respondents.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Section 4: Supporting the Arts

Introduction

This section presents state-by-state percentages of individuals who donated money, goods, or services to an arts organization in 2022. The percentages of residents within states who acquired visual artworks are also presented.

In July 2022, SPPA participants were asked, “During the last 12 months, outside of any ticket purchases or subscriptions, did you donate any money, goods, or services to an arts organization, group, or project?” They also were asked, “During the last 12 months, did you purchase or acquire any pieces of art, such as paintings, drawings, sculpture, pottery, or other visual art?” This section reports the percentages of adults within each state who responded affirmatively to both questions.

Survey Results

Donating to arts organizations

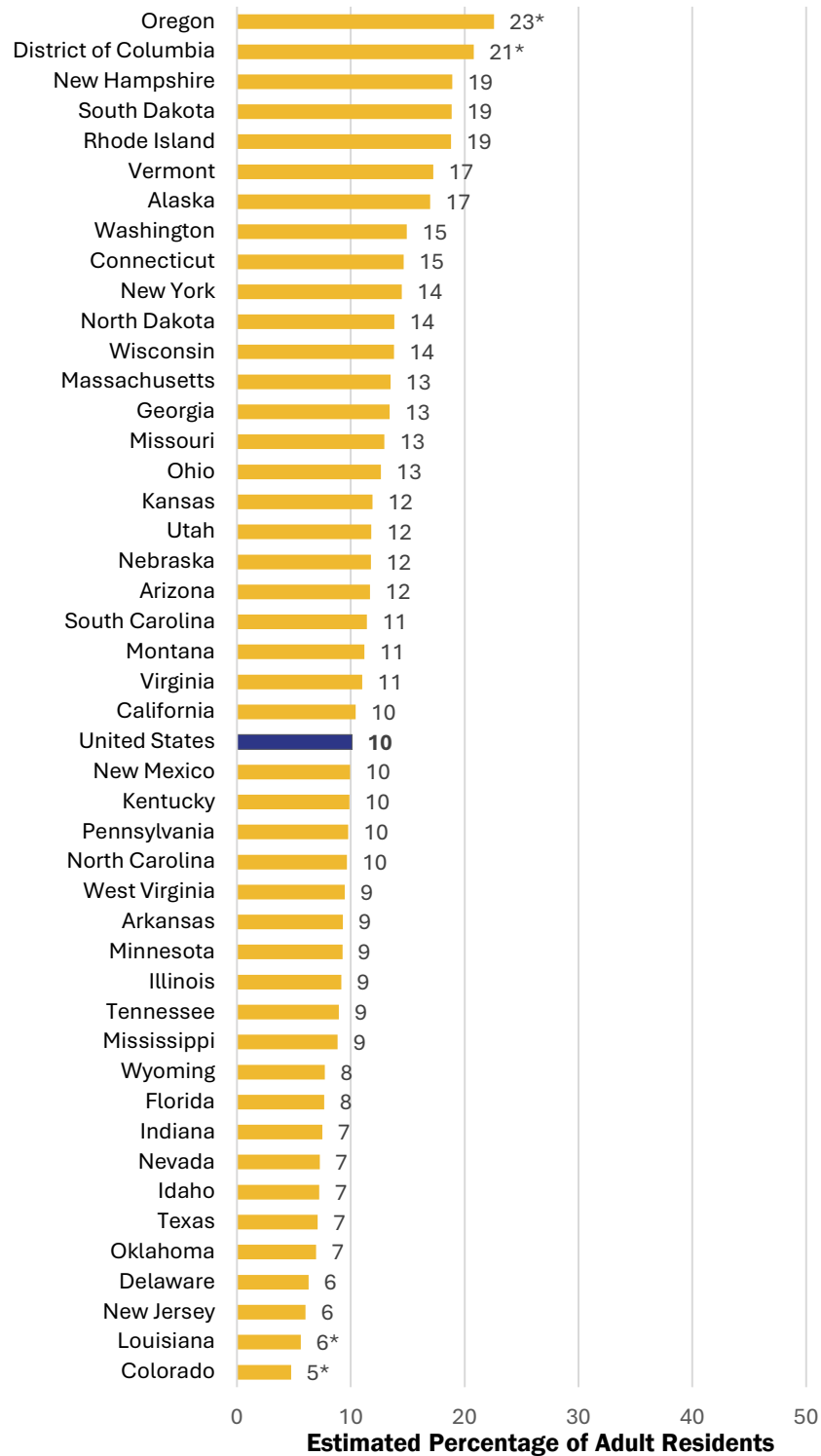
In July 2022, about 10 percent of SPPA respondents reported they had donated money, goods, or services to an arts organization, group, or project in the past 12 months.¹⁴ The percentages ranged from a low of 5 percent in Colorado and 6 percent in Louisiana to highs of 21 percent in the District of Columbia and 23 percent in Oregon. Percentages for other states were either not measurably different from the national rate or were suppressed due to high variance or small sample sizes (Exhibit 11).

Purchasing artwork

Roughly 12 percent of 2022 SPPA respondents indicated they had acquired pieces of art during the prior 12 months. This percentage ranged from lows of 4 percent of adults in Alabama, Mississippi, and Georgia to a high of 34 percent in the District of Columbia (see Exhibit 12). Nebraska (25 percent), North Carolina (21 percent), and Oregon (27 percent) also had percentages of respondents that measurably exceeded the national rate. The percentages of respondents in Alabama (4 percent), Mississippi (4 percent), Georgia (4 percent), Arkansas (7 percent) and Florida (8 percent) who acquired pieces of art fell below the national rate (see Exhibit 12).

¹⁴For complete information about state-level participation in the various activities listed above, readers are directed toward the supplemental data files that accompany this report: <https://www.arts.gov/impact/research/publications/2022-sppa-state-publication>.

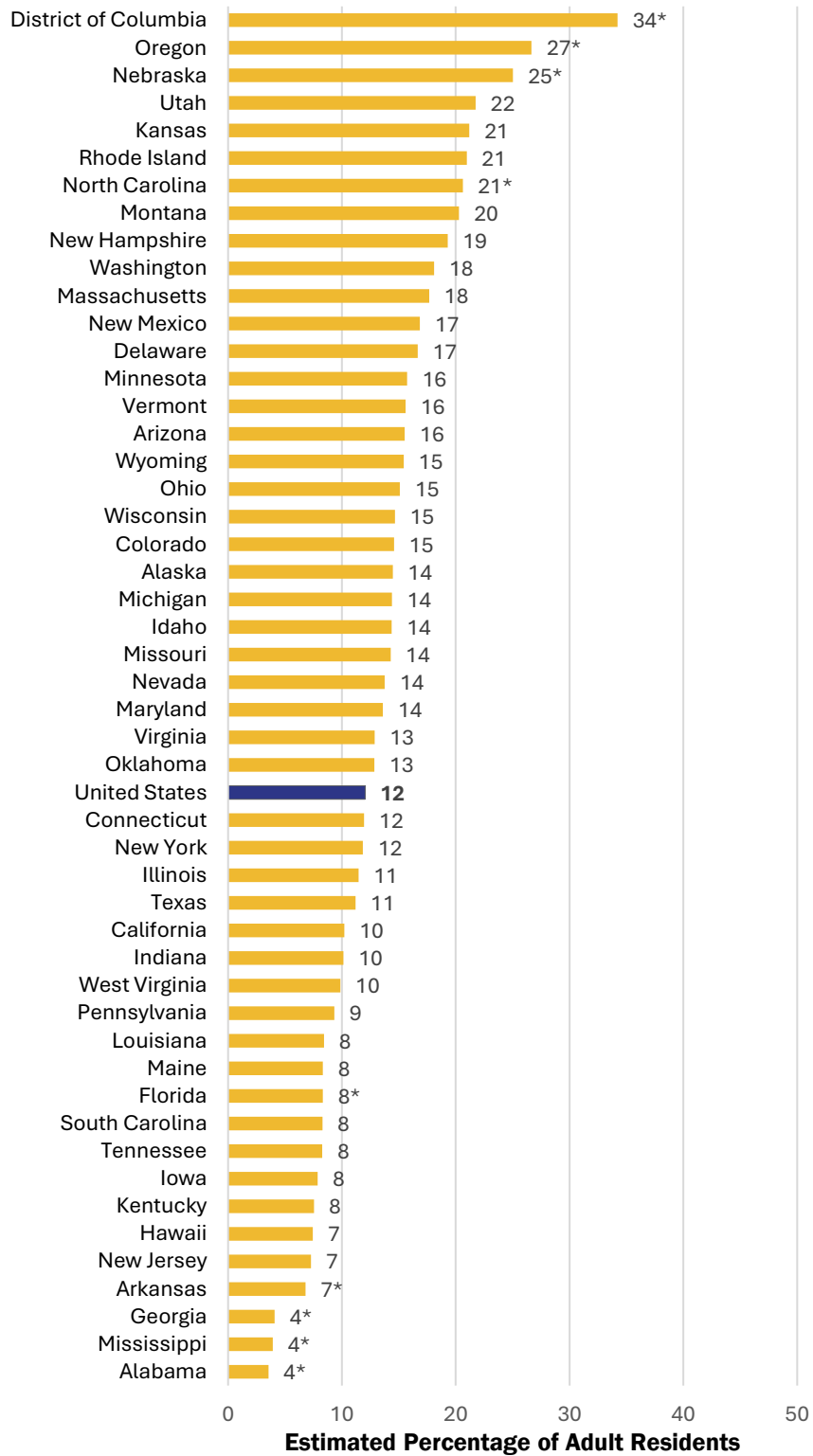
Exhibit 11. Percentage of adults who made donations to arts organizations, groups, or projects in the past 12 months (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Exhibit 12. Percentage of adults who acquired pieces of art in the past 12 months (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Section 5: Viewing and Listening to the Arts through Media

Introduction

This section presents state-level percentages of SPPA respondents who reported viewing or listening to the arts through media, such as television, radio, web streaming, and recordings. Additionally, this section covers the percentages of adults reading novels or short stories.

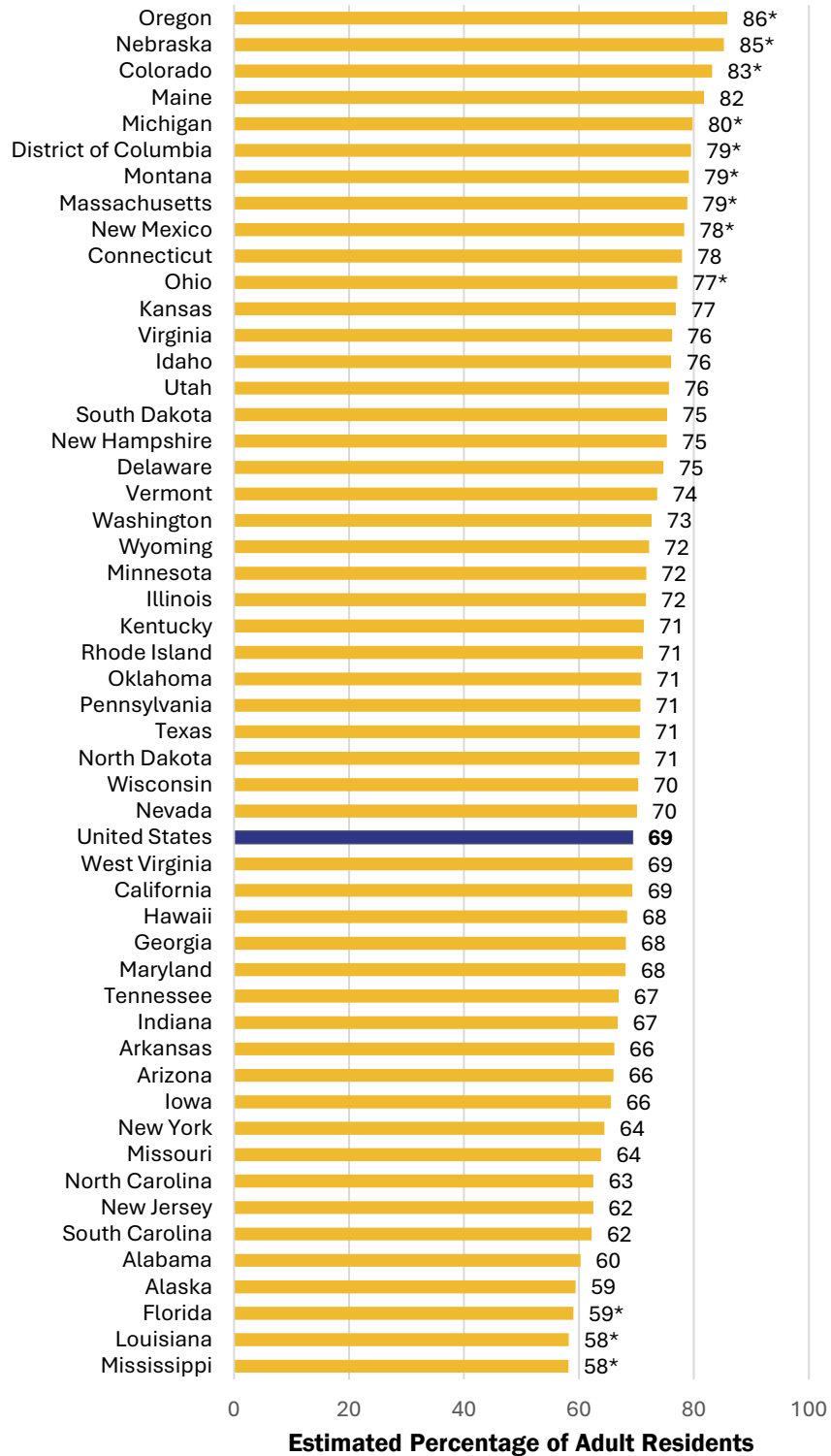
In July 2022, SPPA participants were asked about the types of arts-related programming they may have watched or listened to by using such technologies in the past 12 months. The types of programming included music of various genres, or theatre or dance performances, or arts-related podcasts, documentaries, and visual art exhibits. Adults were also asked whether they had publicly shared any reactions to the arts-related content they had heard or seen. This section provides each states' percentage of adults who provided affirmative responses to the question series.

Survey Results

In July 2022, over two-thirds (69 percent) of adults reported listening to or viewing music through media such as television, radio, web streaming, and recordings in the past 12 months (*see Table 5 in the accompanying data files*). Overall, 16 percent of adults reported listening to jazz music through media; 17 percent listened to Latin, Spanish or salsa music; 14 percent listened to classical music; and 63 percent listened to other music such as rock, pop, country, folk, rap or hip-hop. The overall music-listening or viewing percentages ranged from 58 percent in Louisiana and Mississippi and 59 percent in Florida to 85 percent in Nebraska and 86 percent in Oregon (Exhibit 13). Other areas with percentages above the national rate included Colorado (83 percent), Michigan (80 percent), Massachusetts (79 percent), the District of Columbia (79 percent), Montana (79 percent), New Mexico (78 percent), and Ohio (77 percent).

The SPPA data also revealed preferences in music genres across the states. The percentage of adults listening to jazz through media in the past 12 months was above the national rate in the District of Columbia (38 percent) and Colorado (34 percent), while the percentage listening to Latin, Spanish, or salsa music through media was above the national rate in New Mexico (34 percent), California (29 percent), Texas (28 percent), Arizona (27 percent), and Florida (25 percent). The percentages of respondents from D.C. (36 percent), Oregon, (27 percent), Washington (21 percent), and California (19 percent) who listened to classical music through media also exceeded the national rate.

Exhibit 13. Percentage of adults who listened to or viewed music via media such as television, radio, web streaming, and recordings, in the 12 months: July 2022.



*Significantly different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Using media to watch or listen to musical or non-musical theater productions

In 2022, 11 percent of SPPA respondents reported that they had used media to watch or listen to musical or non-musical plays in the past year. Due to the small sample sizes, only D.C. had a percentage above the national rate (34 percent). However, adults in six states reported percentages below the national average, including Tennessee (4 percent), Mississippi (5 percent), New Mexico (5 percent), Hawaii (6 percent), Montana (7 percent), and Ohio (7 percent).

Using media to watch dance performances

Eleven percent of respondents reported in 2022 that they had used media to watch dance performances over the prior 12 months. Results for nine states were suppressed due to the small sample sizes. The highest reported value was for adults in Hawaii (21 percent), but no state had values that were measurably above the national rate. The percentages of Floridians (7 percent), Louisianans (4 percent), and Mississippians (4 percent) who used electronic media to watch dance performances were all below the national rate.

Watching or listening to podcasts or other similar audio/video content about the arts

In 2022, 27 percent of adults reported having watched or listened to podcasts or other similar audio or video content about the arts over the prior 12 months. Within this general grouping, 18 percent of adults reported watching or listening to programming about music, dance, or theater. Nine percent reported watching or listening to programming about the visual arts, and 14 percent reported watching or listening to content about books or writers. Compared to the national share of 27 percent watching or viewing *any* arts-related content in this format, higher percentages in D.C. (55 percent), Virginia (44 percent), and Massachusetts (38 percent) reported doing this activity. Adults in Alabama (16 percent), Tennessee (18 percent), Arizona (19 percent), Florida (21 percent), and Mississippi (21 percent) reported percentages below the national rate for listening to or viewing arts content in this format.

Watching documentaries

Nationally, 37 percent of SPPA survey respondents reported having watched or listened to documentaries through media over the prior 12 months. The percentages of adults reporting watching or listening to documentaries were above-average in District of Columbia (64 percent), Maine (61 percent), Oregon (53 percent), Colorado (52 percent), and Kansas (52 percent). In contrast, the shares of adults who reported watching or listening to documentaries were below the national rate in Mississippi (17 percent), Alabama (18 percent), Tennessee (19 percent), North Dakota (24 percent), Iowa (25 percent), and Florida (27 percent).

Watching programs about visual art

In 2022, 11 percent of adults reported having watched programming about visual art such as paintings, sculpture, or pottery through media over the prior year. The percentages of adults who reported watching programs about the visual arts were below the national rate in New Jersey (4 percent), Louisiana (5 percent), Pennsylvania (6 percent), and Oklahoma (6 percent). The percentages of adults who reported watching such programs were above the national rate in D.C. (32 percent). Data for four states were suppressed.

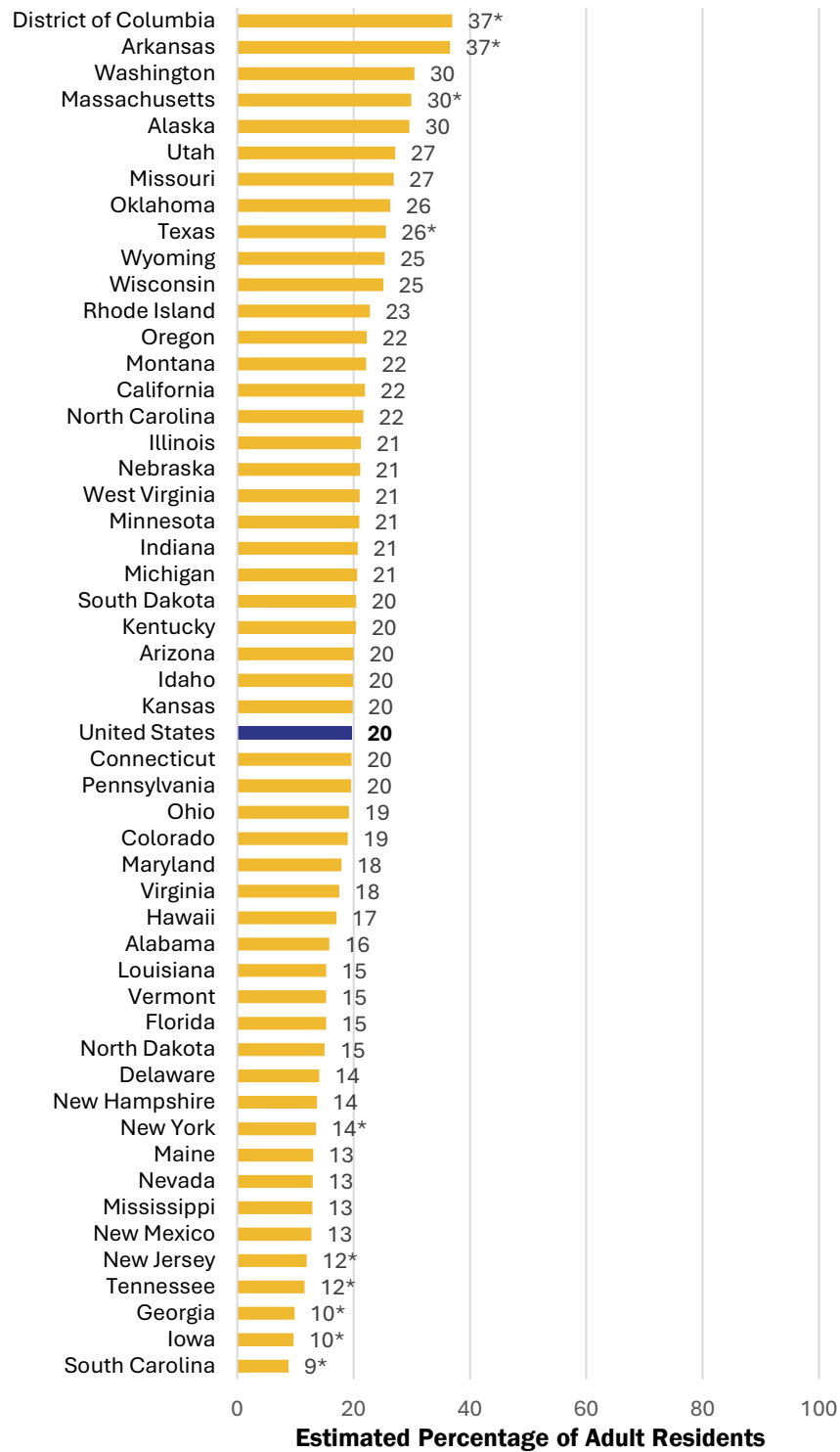
Digitally posting information about the arts

Twenty percent of adults reported that over the last 12 months, they had posted information on social media about music, dance or theater, movies or films, visual art, or books and literature. About 11 percent reported publicly posting information on music, dance, or theater; 12 percent posted information on movies or films; 6 percent reported posting on visual arts; and 8 percent on books or literature. The percentage of adults who reported posting public content involving any art form was higher than the national rate (20 percent) in the District of Columbia (37 percent), Arkansas (37 percent), Massachusetts (30 percent), and Texas (26 percent). Respondents in six states reported posting arts-related content in percentages lower than the national rate. Those states were South Carolina (9 percent), Iowa (10 percent), Georgia (10 percent), Tennessee (12 percent), New Jersey (12 percent), and New York (14 percent) (see Exhibit 14).

Reading novels or short stories

Approximately 38 percent of Americans said they read at least one book or short story between July of 2021 and July of 2022. However, the percentages varied by state (Exhibit 15). Adults in four states reported reading novels or short stories at a greater rate than the nation as a whole. The four states were Vermont (60 percent), Nebraska (56 percent), Montana (53 percent), and Washington state (51 percent). D.C. residents also exceeded the national rate for reading novels and short stories (52 percent). States whose rates of reading novels and short stories were below the national rate include California (32 percent), Mississippi (28 percent), Florida (27 percent), Georgia (25 percent) and Hawaii (25 percent).

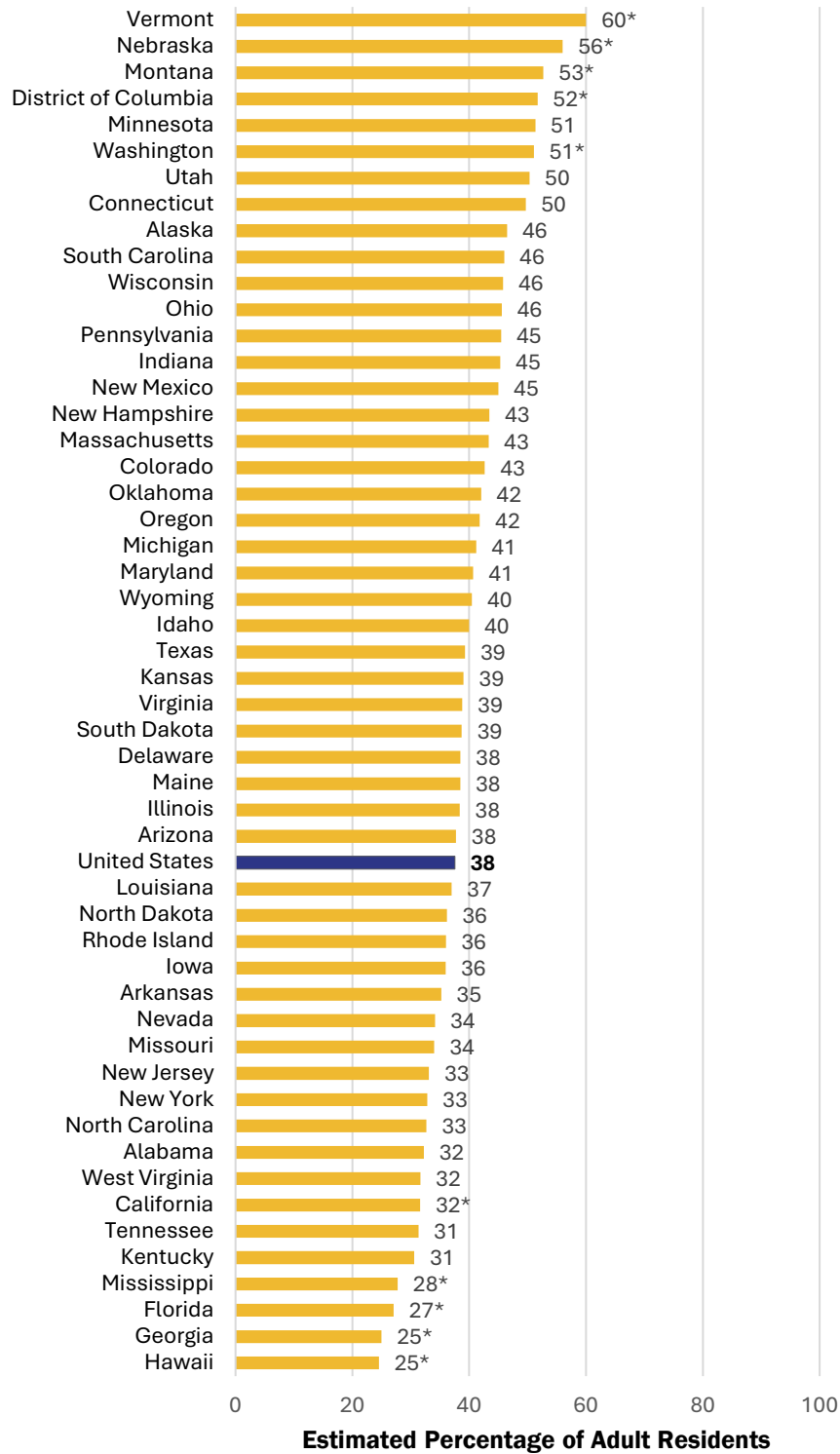
Exhibit 14. Percentage of adults who used social media to post information or opinions about the arts in the past 12 months (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Exhibit 15. Percentage of adults who read novels or short stories in the past 12 months (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Section 6: Learning about the Arts

Introduction

This section presents state-level percentages of SPPA respondents who took classes or lessons in the arts or who learned about the arts in other ways. In July 2022, adults were asked about the types of art lessons they had taken throughout their lives, as well as over the past 12 months. The lessons could have been in-person or virtual. In addition, respondents were asked about other modes of art instruction such as learning from family or friends, or by teaching oneself. Those who had taken arts classes or lessons were also asked whether the instruction had occurred in a school setting. Compared with the other arts measures in this report, the question about having ever taken lessons involves a longer recall period, possibly spanning decades. This factor increases the chances that people might misremember arts courses taken long ago or might consider them no longer relevant.

Findings show that some arts participants learn about the arts through friends or family or are self-taught. However, most—approximately 84 percent—of arts learning comes from classes or lessons. State-level policymakers have the ability to develop opportunities for their residents to learn about art through school systems or community education programs. Consequently, this report will focus on learning the arts through school courses or formal lessons.

Survey Results

The SPPA asked adults about their learning experiences in the arts across a number of domains including visual arts, music, dance, acting, photography or filmmaking, creative writing, digital art, and arts appreciation. Other survey items asked respondents whether they had ever taken arts lessons and whether the lessons were in a school setting. Then respondents were asked if they had taken arts lessons or received arts instruction in the prior 12 months from family members, friends, or through self-directed exploration of arts-related resources.

Providers of arts lessons and lessons in specific arts domains

Altogether, 55 percent of respondents said they had taken lessons about the arts at some point in their lives.¹⁵ Nearly half of respondents (48 percent) reported taking such lessons in a school setting. When considering just the period from July 2021 through July 2022, 12 percent of adults reported taking lessons, and 16 percent reported learning from a family member or friend or through self-directed exploration of other arts resources. Over the span of their entire lives so far, respondents said they had learned about the following arts domains:

- music (38 percent)
- art appreciation (25 percent)
- visual arts (23 percent)
- creative writing (20 percent)
- dance (19 percent)

¹⁵ For complete information about state-level learning of the arts, please see the supplemental data files that accompany this report: <https://www.arts.gov/impact/research/publications/2022-sppa-state-publication>.

Less frequently cited domains for arts lessons were photography or filmmaking (12 percent), acting or theater (10 percent), and digital arts (9 percent).

Taking arts lessons over a lifetime. While about 55 percent of SPPA respondents said they had taken arts lessons in the past, average percentages vary by state. The state-level percentages of respondents who took arts lessons exceeded the national rate in Utah (77 percent), Nebraska (75 percent), Maine (74 percent), Vermont (72 percent), Wyoming (71 percent), Colorado (70 percent), Ohio (68 percent), Wisconsin (66 percent), and Idaho (65 percent). Residents of the District of Columbia also took arts lessons (70 percent) at a rate higher than that of the nation as a whole. Meanwhile, the percentages of residents in the following states fell below the national rate: Mississippi (33 percent), Alabama (37 percent), New Jersey (41 percent), and Florida (46 percent) (Exhibit 16).¹⁶

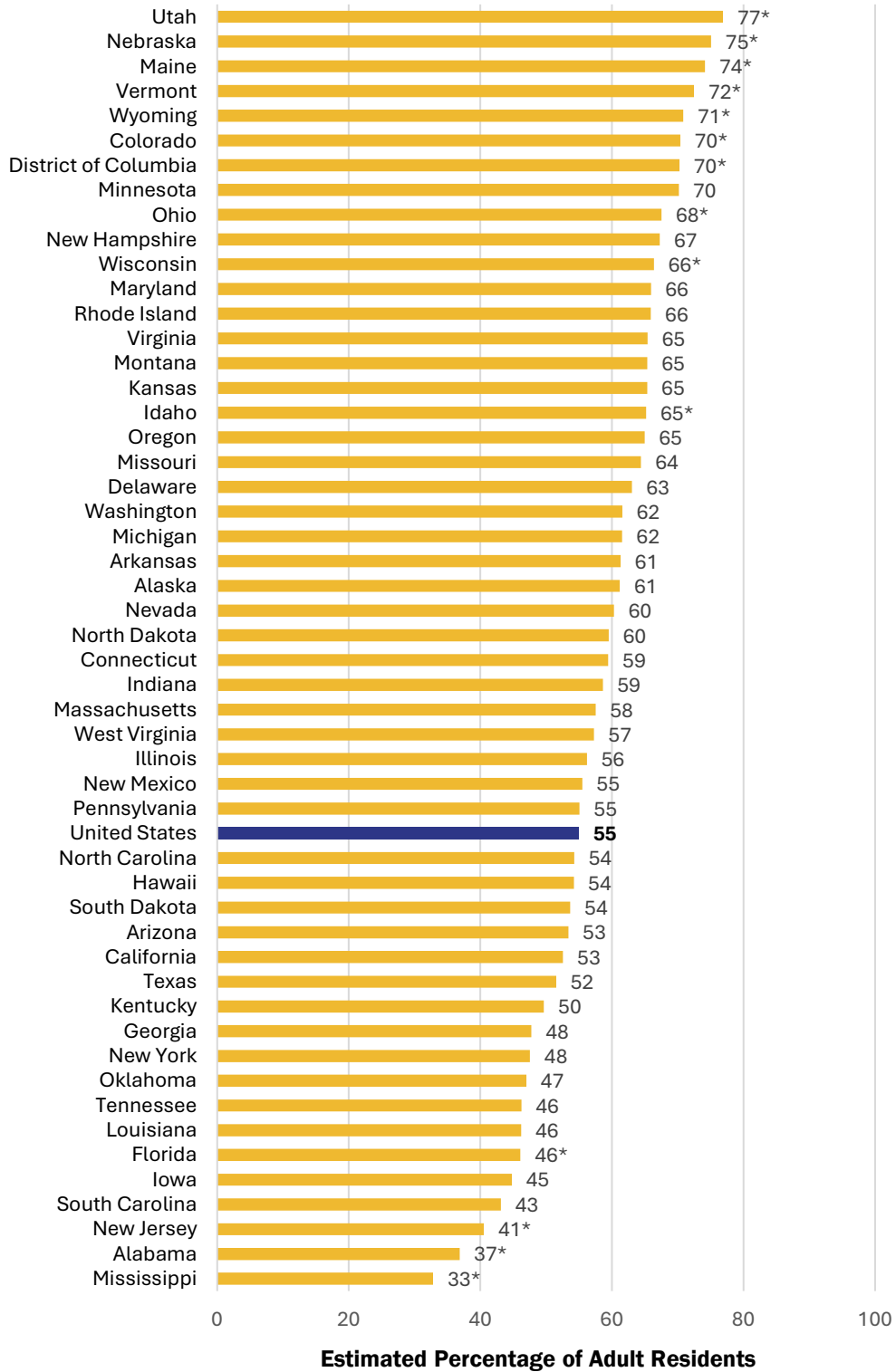
Taking arts lessons in the past 12 months. In total, 12 percent of SPPA respondents indicated they had taken arts lessons in the past 12 months. Only two states had averages exceeding this national rate: Colorado (26 percent) and Massachusetts (21 percent).

Taking music lessons. Across the various arts forms, SPPA participants were most likely to have taken lessons in music (38 percent). The ordering of states by percentages of respondents who ever took music lessons was similar to the ordering of states for arts lessons in general. D.C.(61 percent), Maine (59 percent), Wyoming (55 percent), Wisconsin (52 percent), Utah (51percent), and Ohio (48 percent) all had percentages of adults who took music lessons that exceeded the national rate (Exhibit 17).¹⁷ Meanwhile, adults in Mississippi (25 percent), Alabama (25 percent), New Jersey (26 percent) and Louisiana (29 percent) fell below the national rate for taking music lessons.

¹⁶ The ordering of states for taking school-based arts lessons is the same as the ordering of states whose residents took arts lessons at any time during their lifetime. The exception is Colorado whose residents took school-based arts lessons at a rate that was the same or near the national rate.

¹⁷ Percentages of respondents who took music lessons also were high for Nebraska (52 percent), Minnesota (50 percent), Kansas (50 percent), Virginia (50 percent), North Dakota (49 percent), Oregon (48 percent), and Alaska (48 percent). However, the percentages for these states did not show a statistically significant difference from the national rate, presumably because of the relatively high standard errors.

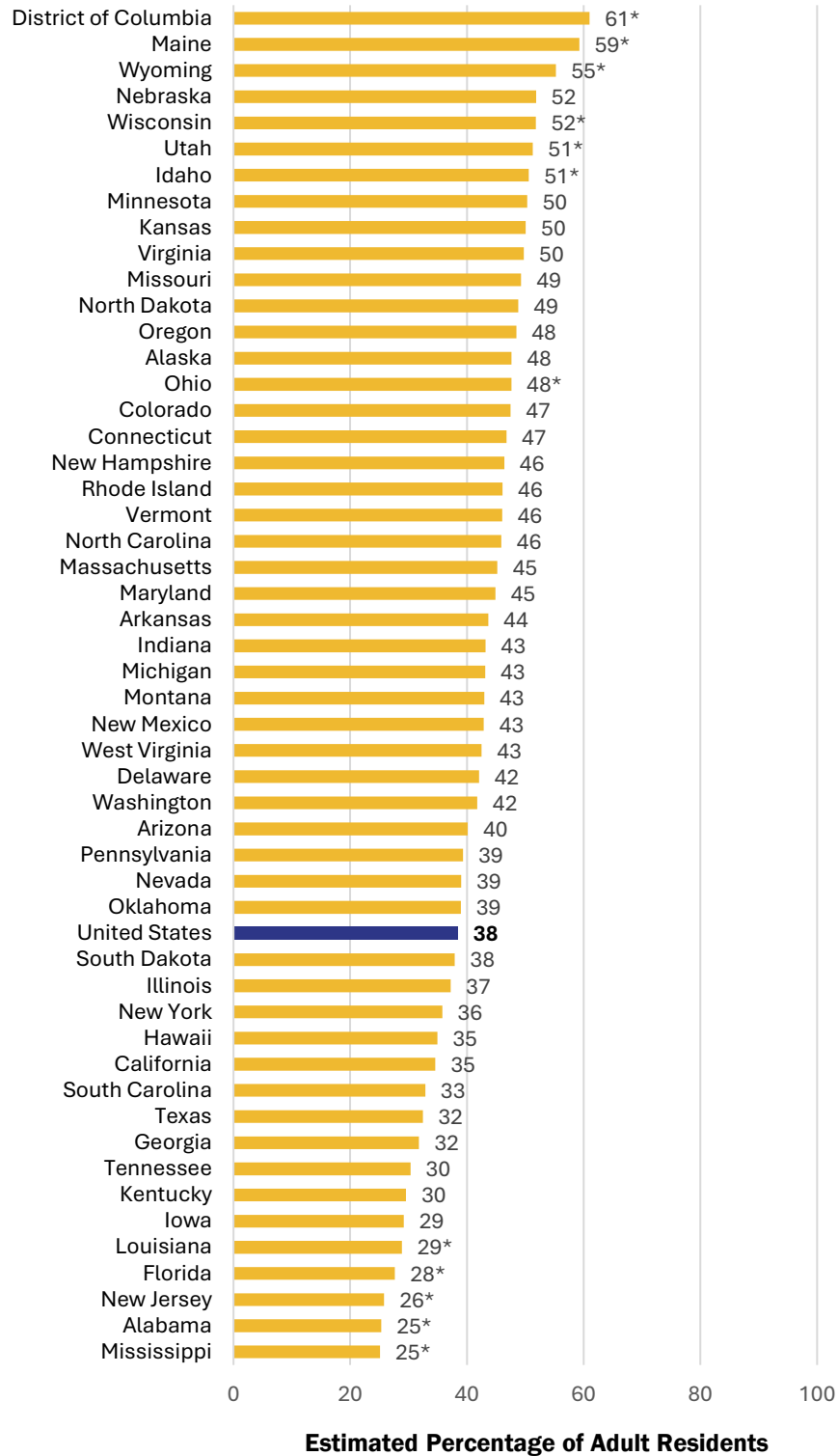
Exhibit 16. Percentage of adults who had ever taken arts lessons: (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

Exhibit 17. Percentage of adults who had ever taken music lessons (2022).



*Statistically different from the national rate.

SOURCE: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

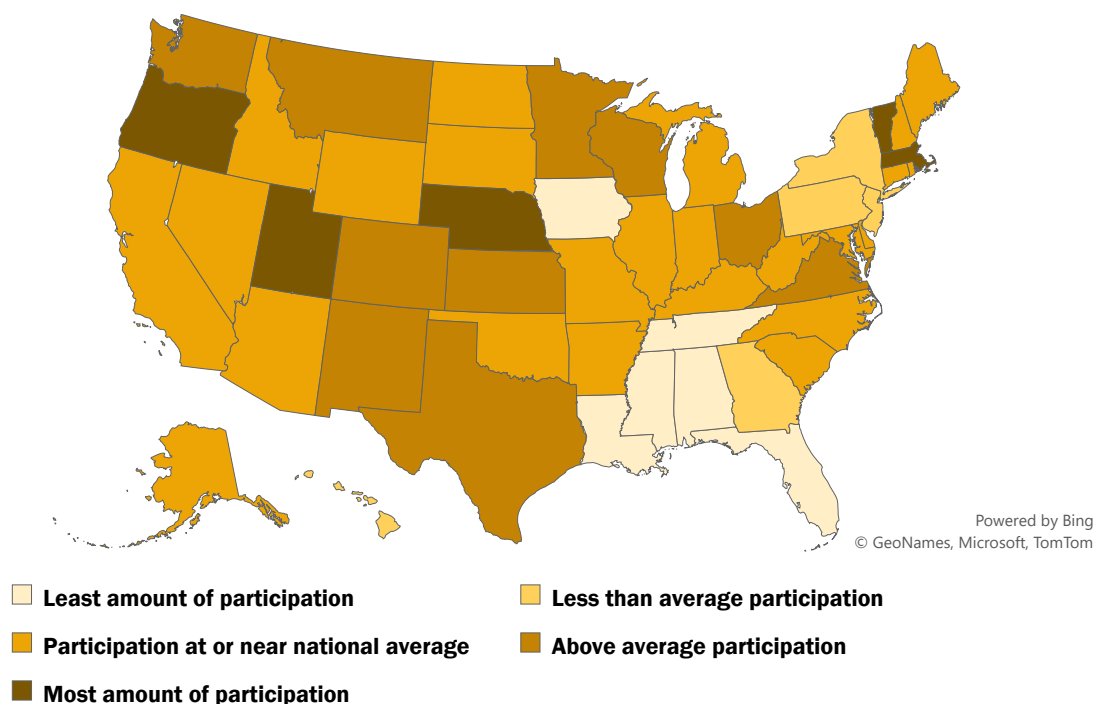
Implications and Limitations

The majority of this report provides state-level findings from the 2022 SPPA. The findings indicate that certain states consistently exceed the national rates for arts participation while other states consistently fall below national levels of arts participation (see Exhibits 18 and 19).¹⁸

When looking at these two exhibits, readers are again cautioned against making conclusions about the residents' values and resources or the cultural and policy environments within these states. The SPPA does not collect that type of information.

It is also important to keep these findings in the correct perspective. The categorization of states based on whether a percentage among their residents is above or below the national rates *does not reflect* whether states are doing well or doing poorly. Rather, based on the research on the benefits of arts participation, the categories are best interpreted as signifying the degree to which residents within states have the opportunity to flourish¹⁹ relative to the nation as a whole.

Exhibit 18. Map of state positions on the Arts Participation Index (2022).



SOURCE: Authors' calculations, based on data from U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), Survey of Public Participation in the Arts (SPPA), July 2022.

¹⁸ Exhibits 18 and 19 are based on counts of arts activities for which states were above the national rate (counted as +1 per arts activity) or below the national rate (counted as -1 per arts activity). States with sums of -5 or less were classified as "least amount of participation", states with sums between -2 and -4 (inclusive) were classified as "below average participation," states with sums ranging from -1 and +1 (inclusive) were classified as "at or near average participation," states with sums between +2 and +4 were classified as "above average participation," and states with sums of +5 or higher were classified as having "very high participation".

¹⁹ Bone et al. (2022) define flourishing as "subjective well-being" based on indicators of emotional well-being, psychological well-being, and social well-being.

Exhibit 19. State positions on the Arts Participation Index.

Participation Category	States in this Group
Least amount of participation	Alabama, Florida, Iowa, Louisiana, Mississippi, Tennessee
Participation below the national rate	Georgia, Hawaii, New Jersey, New York, Pennsylvania
Participation at or above the national rate	Alaska, Arizona, Arkansas, California, Connecticut, Delaware, Idaho, Illinois, Indiana, Kentucky, Maine, Maryland, Michigan, Missouri, Nevada, New Hampshire, North Carolina, North Dakota, Oklahoma, Rhode Island, South Carolina, South Dakota, West Virginia, Wyoming
Participation above the national rate	Colorado, Kansas, Minnesota, Montana, New Mexico, Ohio, Texas, Virginia, Washington, Wisconsin
Highest amount of participation*	Massachusetts, Nebraska, Oregon, Utah, Vermont

* The District of Columbia also has high levels of arts participation.

Why might state or community leaders want to monitor arts participation in their areas?

The arts encompass a broad range of art forms and activity types that can prove elusive for any single survey, no matter how large or well-designed. The perceived value of different arts experiences, moreover, will vary by individual participant. Yet, in aggregate, consumer preferences can guide markets for artworks and artists—as evidenced by ticket revenues for Taylor Swift, *Hamilton: An American Musical*, or by the prices commanded by Picasso’s and Monet’s paintings at auction.

From a societal perspective, it is important to track Americans’ participation in the arts for a host of reasons. Whether as markers of cultural and creative vitality within a town or neighborhood or as indicators of social and civic engagement, arts participation rates should be monitored closely, along with the availability of such opportunities to different geographic and demographic subgroups.

Further, as suggested above, the economic value of the arts in aggregate is considerable. In 2022, for example, the arts contributed 4.4 percent of the U.S. Gross Domestic Product, equating to roughly \$935 billion. If arts participation declines, so too will economic activity.

Still other benefits have been associated with arts participation for individuals, broader communities, and states and regions. For example, research suggests that arts educational opportunities can enhance children’s social-emotional well-being by providing outlets for emotional expression, reducing disruptive behavior, and improving empathy skills (Bowen & Kisida, 2022; Brouillete, 2010; Kou, Konrath, and Goldstein, 2019). Integrating the arts into other academic disciplines also produces positive impacts on students’ academic achievement (Wan et al., 2020). Arts participation can enhance the types of personal capabilities deemed important in the business world, such as divergent thinking (Runco & Acar, 2012) and making cross-disciplinary connections (Reiter-Palmon, Beghetto & Kaufman, 2014). In short, individuals who are engaged in the arts when they are younger in life tend to flourish later in life (Bone, et al., 2022).

At a local level, investments in arts-based community development can help revitalize derelict neighborhoods (Walker & Nicodemus, 2017). Investments in the arts can help to reduce unemployment rates, improve interactions among residents, and draw in visitors who will support local establishments (Aquino et al., 2012; Kim et al., 2007; Novak-Leonard et al., 2018; Rugg et al., 2021).

What are the perceived barriers to arts participation?

Researchers have explored some of the reasons why people do not participate in the arts. Common barriers include external factors such as monetary costs and inaccessibility of venues, product-related factors such as the quality of the arts offerings, and personal factors such as lack of interest among peers, lack of time, and personal disinterest in arts offerings (Blume-Kohout et al 2015; Dwyer et al 2020; Clarke et al 2023).

What can state and community leaders do to encourage arts participation?

Most of the recommendations that follow arise from community development practices that are collectively referred to as “creative placemaking.” The National Endowment for the Arts, ArtPlace America (2010-2020), and legions of other funders have been influential in these efforts and offer resources for state and community leaders who seek to enhance arts participation within their areas (Markusen & Nicodemus, 2017; National Endowment for the Arts, 2017; National Governor’s Association, 2001; Phillips, 2004).

One critical factor in the success of creative placemaking is whether proponents have the support of a diverse set of artists, arts organizations, business and community groups, and residents. A diverse partnership can help ensure that efforts to enhance arts participation will benefit the entire community and not just the select few (Jancovich, 2015). With the support of a diverse partnership of residents and organizations, state and community leaders can improve arts participation by enacting the strategies listed below.

Address barriers to participation

State and community leaders can explore ways to reduce the costs of admission and improve the accessibility of arts venues. Examples include free-admission days at arts venues and low-cost public transportation from outlying areas to arts venues. To improve the quality of arts offerings, state and community leaders can work with arts organizations to cater to the interests of multiple audiences. For example, leaders can work with owners of concert venues to host orchestra concerts, country music artists, and hip-hop artists. Leaders can also work with community organizations to establish art fairs featuring a diverse set of artists.

Create arts business incubators

Incubators are externally funded resources that can improve artists’ understanding of business practices. Incubators can also fund arts business support services that provide administrative support to artists.

Develop arts-tourism venues

Such efforts can include offering financial or tax incentives to develop museums, theaters, concert halls or outdoor music amphitheaters. Some communities offer commissions to artists for public works of art, thus turning their buildings, squares, and parks into the artists’ canvas. Other communities provide incentives for arts, cultural, or music festivals such as the Ann Arbor Art Fair, Lollapalooza, and the Portland Book Fair.

Provide seed funding to help networks of artists to develop arts cooperatives

Arts cooperatives are networks of artists who band together to help market and sell each other's work. With public seed funding, these cooperatives often become nonprofit organizations, which makes it easier for the cooperative to rent studio and retail space, hire sales staff, and create websites.

Develop arts districts

This is the option most closely linked with creative placemaking. State and local leaders can sponsor creative reuse of urban or commercial structures. Policymakers can be instrumental in creating partnerships between arts and cultural organizations and private developers. Through subsidies, revamped commercial or industrial spaces can become mixed-use buildings, including artists' residences, workshops, and studios in the same building as retail spaces.

What are the limitations to this analysis of the Survey of Public Participation in the Arts?

The analyses presented in this report may over-estimate arts participation in some states and underestimate participation in other states. One factor that influences state-level estimates involves a potential bias of the SPPA to capture more forms of art that are enjoyed by wealthier Americans than forms of art enjoyed by the less wealthy Americans. For example, in the core section of the SPPA, there are separate items for attending a jazz performance, a classical music performance, a performance of Latin, Spanish, or salsa music, live opera, a musical stage play, and live ballet. More popular types of music, such as rock, folk, country, rap/hiphop are all grouped within a single item. To the extent that residents in a particular state prefer these popular types of music, rather those associated with wealthier Americans (classical, jazz, opera), then their state is more likely to be classified as having low arts participation.

Another factor to consider is whether the COVID-related shut-downs may have affected some states more than others. For example, the relatively low arts participation rates among New York state residents may be partly attributable to the slow re-opening of arts venues within that state.

Finally, more research is needed to corroborate the findings of the SPPA. Exhibits 11 and 12 show that states for which there was less arts participation also had lower rates of participation in non-arts activities. If residents of those states are not doing arts-related activities or non-arts-related activities, then how do they spend their leisure time? The NASERC team is examining findings from the American Time Use Survey to better how individuals in those states spend their time.

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Appendix A. Statistical Methods

The findings presented in this report use the Survey of Public Participation in the Arts (SPPA). The 2022 SPPA was administered as a suppliant to the Current Population Survey (CPS), a monthly survey conducted by the U.S. Census Bureau for the Bureau of Labor Statistics. The monthly CPS sample includes data for about 120,000 people from about 50,000 households. The samples are designed to be representative at the state level. The CPS is key data source for monthly labor force statistics, such as the unemployment rate. In addition to the basic monthly surveys, supplemental questionnaires are used to provide further information on key topics about the U.S. population. The SPPA is one such supplement, and it was developed through a partnership between the National Endowment for the Arts and the U.S. Census Bureau. The SPPA has historically been administered about every five years.

This report represents SPPA data collected in July 2022. The survey captures the participation of adults in a selection of arts and cultural activities. Specific items and survey administration details can be found on the [National Archive of Data on Arts and Culture \(NADAC\) website](#) and the [National Endowment for the Arts' "Impact" page](#). In addition, recently released [NASERC indicators](#) provide SPPA findings for various demographic groups.

Although the CPS provides data that are representative at the state level, the state sample sizes are relatively small. SPPA respondents provided answers to a set of two core survey components and 4 module survey components. Through the survey design, each respondent answers approximately half of the arts questions. As a result, the responses on the individual SPPA questions draw on approximately half the sample. Some of the state samples for the specific SPPA modules had fewer than 100 adult respondents, which can lead to significant measurement errors due to sampling. The standard errors computed for this report are provided in the supplemental data files that accompany this report. The standard errors were computed using the replicate weights provided by the U.S. Census Bureau and presented for all estimates in the supporting tables. All statements in this report regarding differences between states were based on a 95 percent confidence level (i.e., $\alpha=.05$).

One measure of the relative statistical reliability is the coefficient of variation (CV), which is the standard error expressed as a percentage of the reported values. State values were suppressed when the CV exceeded 50 percent and flagged as potentially unstable when the CV was 30 to 50 percent. There were also cell suppressions due to small sample sizes, such as when the number of affirmative responses was less than 3. Percentages were also suppressed when the denominator of the percentage—the total number of respondents who answered a question—was less than 30.

While the survey data for this report were carefully prepared and the analyses were computed using well established procedures, there remained cells where the true values were outside of the 95 percent confidence intervals used for statistical tests. By using the standard errors in the statistical tables, users can compute other confidence levels that may better suit their needs. Statistical comparisons have not been adjusted for multiple statistical comparisons.

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