

The Federal agency that supports the visual, literary and performing arts to benefit all Americans Research Division Note #52 - February 16, 1994

Demographic Differences in Arts Participation via Broadcast and Recorded Media: 1982-1992

The 1992 Survey on Public Participation in the Arts (SPPA) indicates different rates of Broadcast and Recorded Media use by various demographic groups. Studying gender, race, age, and education variables allows us to distinguish specific differences in arts participation through broadcast and recorded media. Additionally, examining audience use of TV, radio, and recordings provides even clearer understanding of chosen media forms. As is the case for audience participation at live arts events, education remains the strongest demographic variable characterizing participation in arts activities.

Dance arts activities

Design Arts

Arts in Education

Challenge &

Advancement

Expansion Arts

Folk Arts

International

Literature

Locals

Media Aris

Museum

Music

Opera/Musical Theater

Presenting & Commissioning

State & Regional

Theater

Visual Arts

The 1992 SPPA provides information on audience participation rates and demographic variables. Research Note #50 provided information on attendance rates on both percentages and numbers of adults participating in various arts activities. Research Note #51 focused on the demographic differences of audience rates at live events. This Note will concentrate on the differences in arts participation through the use of Broadcast and Recorded Media.

SPPA 1992 results may be compared to those of the 1982 and 1985 surveys, allowing the identification of trends in participation via Broadcast and Recorded Media by various demographic groups.

BACKGROUND:

The most comprehensive national survey on arts participation, SPPA 1992 expands our understanding of who participates in which arts activities and how frequently. Conducted by the US Bureau of the Census, it collects data in household surveys of approximately 1,000 adults per month for 12 months. Jack Faucett Associates in cooperation with Sociology Professor John P. Robinson of the University of Maryland prepared a summary report of the survey results. This report, Arts Participation in America: 1982-1992, is available from the Research Division as Research Report #27.

The Nancy Hanks Center 1100 Pennsylvania Ave, NW Washington, DC 20506 202/682-5400 As part of the survey, data were collected on gender, race, age, and education. Information gathered in 1992 may also be compared to that in the 1982 SPPA to identify trends in the demographic composition of arts media audiences. Some new questions were added in the 1992 SPPA as were revisions to ones asked in 1982 and 1985. For example, questions about dance included, for the first time, other dance forms in addition to ballet. More importantly, SPPA 1992 also took into account technological advances over the decade and included use of videocassettes and compact discs in arts media questions.

MEDIA AND DEMOGRAPHICS:

In general the arts media audience in 1992 has more women, whites, and middle-aged people and fewer men, minorities, and young or elderly people. Education, however, remained a much stronger factor than gender, race, or age. There was a higher correlation between an individual's education level and rate of arts participation via broadcast and recorded media.

Gender: In 1992 male/female differences were minimal. Of the only two notable differences, one was a greater rate of listening to jazz among men than among women: 4% higher rates were reported by males for both listening to jazz recordings (23% for males 19% for females) and viewing jazz programs on television (23% for males and 19% for females) and a 5% higher rate was recorded for radio listening (31% for males and 26% for females). The other significant gender difference was a 5% higher rate of watching dance on television among women than among men (21% for females and 16% for males).

Over the decade from 1982 to 1992 gender variations in broadcast and recorded media use remained fairly constant for all arts disciplines, with only a 1%-2% difference between men and women in most arts activities. The greatest difference, however, occurred in the decline of viewing opera programs on television among women (down 5% from 17% in 1982 to 12% in 1992).

Jazz

TV -- Viewing was up 1% more for men than women (up 3% for males from 20% to 23%, 2% for females from 17% to 19%).
Radio -- Listening was up 10% for both men and women (from 21% to 31% for males, from 16% to 26% for females).

Recordings -- Listening was up 2% more for males than females (up 2% for males from 21% to 23%, no change for females).

Classical Music

TV -- Males reported a 1% decline in viewing (down from 24% to 23%) and female viewing increased 1% (from 26% to 27%).

Radio -- The greatest increases occurred among both men and women in listening (up 11% for males from 20% to 31%, and up 10% for females from 21% to 31%).

Recordings -- Smaller increases occurred for listening (up 2% for males from 21% to 23%, and up 1% for females from 23% to 24%).

Opera

TV -- Males reported no change. Female viewing fell 5% (from 17% to 12%).
Radio -- Listening increased 1% for males (from 7% to 8%) and 2% for females (from 7% to 9%).
Recordings -- Males reported no change. Female listening fell 1% (from 8% to 7%).

Musicals

TV -- The greatest decline occurred in viewing for both men and women (down 7% for males from 21% to 14%, and down 5% for females from 22% to 17%).

Radio -- Male listening declined 2% (down from 5% to 3%). Females reported no change.

Recordings -- Listening declined among both men and women (down 2% for males from 7% to 5%, and down 4% for females from 10% to 6%).

Plays

TV -- Greater declines in viewing occurred for both men and women (down 10% for males from 26% to 16%, and down 9% for females from 27% to 18%).

Radio -- Both men and women reported a 1% decrease in listening (down from 4% to 3% for both males and females).

Dance

TV -- Males reported an increase of 4% (up from 12% to 16%). Females reported no change.

Visual Art

TV -- Larger increases were reported by both males and females (up 9% for males from 23% to 32%, up 8% for females from 23% to 31%).

Race: In 1992 the main racial difference was recorded in higher rates of listening to jazz among blacks (35% TV, 45% radio, 36% recordings compared to 19% TV, 26% radio, 19% recording for whites; and similar rates for others) and of listening to classical music and opera among whites and other racial groups (26%-30% TV, 32%-36% radio, 25%-27% recording for whites and others respectively).

Between 1982 and 1992 the racial composition of arts media audiences changed only slightly. Blacks reported a greater increase than whites and other races in TV viewing of jazz (up 7% while the rates for whites increased 2% and others decreased 3%) and a smaller decrease in TV viewing of plays (down 4% as opposed to a decrease of 10% for whites and of 7% for others). However, blacks also reported smaller gains than whites both for listening to classical music on radio (up 5% while rates for whites were up 12%) and viewing visual arts programs on TV (down 2% versus an increase of 10% for whites).

Jazz

TV -- Rates were up 2% for whites (from 17% to 19%); up 7% for blacks (from 28% to 35%); and down 3% for others (from 21% to 18%).

Radio -- Listening increased for all groups: up 10% for whites (from 16% to 26%); up 9% for blacks (from 36% to 45%); and up 2% for others (from 23% to 25%).

Recordings -- Rates decreased for all groups: down 3% for whites (from 22% to 19%); down 1% for blacks (from 37% to 36%); and down 6% for others (from 21% to 15%).

Classical Music

TV -- No change for whites. Rates were up 1% for blacks (from 16% to 17%) and down 1% for others (from 31% to 30%).
Radio -- Increases were reported by all groups: up 12% for whites (from 20% to 32%); up 5% for blacks (from 15% to 20%); and up 25% for others (from 11% to 36%).

Recordings -- Rates increased 2% for whites (from 23% to 25%). No change was recorded for blacks. Rates decreased 4% for others (from 31% to 27%).

Opera

TV -- No change was reported for whites. Rates increased 2% for blacks (from 9% to 11%) and decreased 7% for others (from 20% to 13%). Radio -- Rates increased 4% for whites (from 5% to 9%) and 1% for blacks (from 5% to 6%); others reported a 7% decrease (from 15% to 8%). Recordings -- Whites reported a 1% decrease (from 8% to 7%). Blacks reported no change. Others' rates decreased 3% (from 13% to 10%).

Musicals

TV -- Rates declined for each group: down 6% for whites (from 21% to 15%); down 5% for blacks (from 18% to 13%); and down 4% for others (from 20% to 16%).
Radio -- Whites reported to change. Rates declined 3% for blacks (from 5% to 2%) and 3% for others (from 8% to 5%).
Recordings -- Rates were down 4% for whites (from 10% to 6%). No change was recorded for blacks. Rates declined 2% for others (from 10% to 8%).

Plays

TV -- Rates declined for all groups: down 10% for whites (from 27% to 17%); down 4% for blacks (from 19% to 15%); and down 7% for others (from 21% to 14%).

Radio -- Rates decreased by 1% for both whites (from 4% to 3%) and blacks (from 5% to 4%); and increased by 1% for others (from 3% to 4%).

Dance

Television viewing increased 2% for whites (from 17% to 19%); decreased 5% for blacks (from 23% to 18%); and decreased 4% for others (from 26% to 22%).

Visual Art

Television viewing increased 10% for whites (from 23% to 33%); and decreased 2% for blacks (from 26% to 24%) and 1% for others (from 25% to 24%).

Age: In 1992 peak rates of broadcast and recorded media use were reported among middle-aged groups (45-54 and 55-64) in all disciplines except jazz, in which younger age groups reported the highest media participation. Those 55-64 reported the highest rates of watching classical music on TV (35%). Those 25-34 reported the highest rated of listening to jazz on radio (35%) and recordings (26%). The smallest differences in age groups occurred in listening to classical music and musicals on recordings (generally between 23% and 27% among all age groups for classical music; and from 2%-8% among all groups for musicals) and listening to musicals and plays on radio (between 2%-5% for all age groups for musicals and between 2%-3% for all groups for plays).

Over the decade between 1982 and 1992 the major change in the age profile for arts media audiences is the greater media use among older groups. Among those over 65 this is true for TV audiences of jazz, classical music, opera, and dance. This trend holds true for those over 45 years for radio use for jazz, classical music, and opera. For plays and musicals on television there is evidence of a greater decline in viewing among those under age 55 than those 55 and older.

Jazz

TV -- Decreases of 2% were reported by the younger age groups 18-24 (down from 18% to 16%) and 25-34 (down 23% to 21%). All other age groups reported listening increases, ranging from 2% for those 55-64 (up from 20% to 22%) to 8% for those over 65 (up from 12% to 20% for those 65-74 and up from 4% to 12% for those 75-older).

Radio -- Some of the largest listening increases in any discipline were reported for jazz. Increases ranged from 3% for those 18-24 (up from 25% to 28%) to 18% for those 35-44 (up from 16% to 34%). The only decrease was reported by those 65-74 (down 10% from 29% to 19%).

Recordings -- Decreases in listening were reported by the two youngest groups: down 5% for those 18-24 (from 27% to 22%) and down 2% for those 25-34 (from 28% to 26%). No change was reported by those 55-64. Increases were reported by all other groups, ranging from 1% for those 45-54 (up from 19% to 20%) to 6% for those 35-44 (up from 18% to 24%) and those 75-older (up from 1% to 7%).

Classical Music

TV -- Decreases were reported by all those under 54 years of age, ranging from 1% for those 18-24 (down from 16% to 15%) to 5% for those 45-54 (down from 34% to 29%). Older age groups reported increases of between 2% (up from 33% to 35% for those 55-64) and 9% (up from 20 to 29% for those 75-older). Radio -- All groups reported increases. these ranged from 6% for those 24-35 (up from 22% to 28%) to 15% for those 45-54 (up from 23% to 38%).

Recordings -- A 4% decrease was reported by those 25-34 (down from 26% to 22%). No change was reported by those 55-64. Increases were reported by all other age groups, ranging from 1% for those 45-54 (up from 26% to 27%) to 7% for those 18-24 (up from 16% to 23%).

Opera

TV -- No change in viewing was reported by those under 34. Decreases were reported by the middle-aged of between 2%-3% (down from 13% to 11% for those 34-45, and down from 18% to 15% for those 45-54). Increases were reported by those over 65 (up 1% for those 65-74 from 14% to 15%; and up 4% for those 75-older from 13% to 17%).

Radio -- No change was reported by those 18-24. A slight decrease of 1% was reported by those 25-34 (down from 6% to 5%). All other age groups reported increases of between 2% (up from 6% to 8% for those 35-44) and 10% (up from 2% to 12% for those 44-55).

Recordings -- Increases of 1% were reported by those 18-24 (up from 3% to 4%) and those 65-74 (up from 8% to 9%). No change was recorded for those 24-35. All other groups reported decreases of between 2%-3% (down from 9% to 7% for those 35-44; down from 13% to 11% for those 55-64; down 12% to 9% for those 45-54; and down from 7% to 5% for those 75-older).

Musicals

TV -- Decreases were reported by all age groups except those 75-older. Decreases ranged from 1% for those 65-74 (down from 21% to 20%) to 10% for those 25-34 (from 22% to 12%). Those 75-older reported an increase of 1% (up from 17% to 18%).

Radio -- Those 18-24 and 75-older reported no change. Those between 25-54 reported decreases in listening of between 2%-4% (down from 4% to 2% for those 25-34; down from 5% to 3% for those 35-44; and down from 8% to 4% for those 45-54). Increases of 1%-2% were reported by older groups (up from 4% to 5% for those 55-65; and up from 3% to 5% for those 65-74). Recordings -- Decreases were reported across all age groups except among those 65-74, who reported no change. Decreases ranged from 2% for those 18-34 (down from 7% to 5% for both 18-24 and 25-34 year olds) to 6% for those 45-54 (down from 14% to 8%).

Plays

TV -- Some of the largest decreases in any discipline were reported by all age groups, ranging from 2% for those 65-74 (down from 24% to 22%) to 17% for those 25-34 (down from 29% to 12%). Those 75-older reported no change. Radio -- No change was reported for those 35-44 and those over 65. Decreases of between 1%-3% were reported by all other age groups (down from 5% to 2% for those 18-24; down from 5% to 3% for those 25-34; down from 4% to 3% for those 45-54; and down from 3% to 2% for those 55-64).

Dance

Television viewing remained the same for those between 25-54. Increases of between 3% and 6% were reported by all other age groups (up from 11% to 14% for those 18-24; up from 21% to 25% for those 55-64; up from 17% to 22% for those 65-74; and up from 14% to 20% for those 75-older).

Visual Art

The most consistent increases across all age groups were reported in television viewing of visual arts programs. Increases ranged from 6% for those 25-34 (up from 26% to 32%) to 10% for those 35-54 (up from 24% to 34% for those 35-44; and up from 27% to 37% for those 45-54).

Education: Educational differences were evident for all arts media use. In 1992 they were particularly large for listening to classical music on radio and recordings. For example, those who had some college education or received an undergraduate or graduate degree reported

rates of 36%-63% for radio use and rates of 29%-53% for recordings. Those with lower education levels reported rates of 11%-22% for radio and 6%-15% for recordings. Adults with grade school and high school educations reported 11%-15% use, while those with some college or graduate education reported 22%-31% use.

Between 1982 and 1992 education levels also mark the most consistent changes in media use. The main gains in listening to jazz and classical music on radio occurred among those with at least a college education (rates increased between 15%-17% for jazz and between 9% and 15% for classical music). This group also reported the most gains in viewing opera on television (2%-6%). At the same time, the largest declines in arts media use were also reported among the college educated for viewings of musicals and plays on television and listening to musical recordings. Thus, college educated adults are at the forefront of both the largest increases and declines in arts participation via broadcast and recorded media.

Jazz

TV -- The graduate school educated experienced no change. High School graduates were the only group to report a decrease in viewing of 1% (down from 17% to 16%). Adults of all other education levels reported increases, ranging from 1% for those with some high school (up from 10% to 11%) to 4% for those with some college (up from 22% to 26%). Radio -- Those with some high school reported no change. Adults of all other education levels reported increases in listening. ranged from only 2% for those with a grade school education (up from 7% to 9%) to some of the largest increases for those with higher educations, including a 17% gain among college graduates (up from 27% to 44%). Recordings -- Decreases were reported by those with less than a high school degree. These lower rates ranged from 1% for the grade school educated (down from 5% to 4%) to 6% for those with some high school (down from 12% to 6%). Those with at least some college reported increases of 1% for those with some college (up from 26% to 27%) and those with graduate degrees (up from 39% to 40%) and 2% for those with college degrees (up from 32% to 43%).

Classical Music

TV -- No change was reported for those with a grade school education. Decreases were reported by those with some high school (down 1% from 13% to 12%), high school (down 3% from 22% to 19%), and college degrees (down 5% from Increases of 1% were reported by 40% to 35%). those with some college (up from 28% to 29%) and graduate degrees (up from 49% to 50%). Radio -- Adults with some high school education Those of all other reported no change. education levels reported increases of between 2% for those with a grade school education (up from 9% to 11%) and 15% for those with some college (up from 21% to 36%). Recordings -- Those with a grade school education reported no change. Adults with some college reported the only increase (up 2% from 27% to 29%). All others reported decreases of between 1% for high school graduates (down from 16% to 15%) and 4% for those with some high school (down from 10% to 6%).

Opera

TV -- Increases in viewing were reported by those with a grade school education (up 1% from 4% to 5%) and those with graduate degree (up 4% from 23% to 27%). No change was reported by those with some college. All others reported decreases in viewing of between 2% for those with some high school (down from 8% to 6%) and 4% for those with college degrees (down from 19% to 15%).

Radio -- No change was reported for those with a grade school education. Decreases were reported by those with some high school (down 1% from 4% to 3%) and college graduates (down 2% from 14% to 12%). Increases were reported by all others, ranging from a 1% increase among high school graduates (up from 4% to 5%) to a 6% gain among those with graduate degrees (up from 18% to 24%).

Recordings -- No change was reported by those with some college. The only increase was reported by those with graduate degrees (up 1% from 18% to 19%). All others reported decreases, ranging from 1% for those with a grade school education (down from 3% to 2%) to 4% for college graduates (down from 15% to 11%).

Musicals

TV -- Decreases were reported by all education groups, with greater rates of decrease reported by those in higher education levels. Ranges of decrease were between 2% for those with grade school (down from 9% to 7%) or some high school education (down from 9% to 7%) and 11% for those with graduate degrees (down from 39% to 28%).

Radio -- The only increase in listening was reported by those with a grade and all education (up 1% from 1% to 2%). Adults as all other education levels reported decreases in listening of between 1% for high school graduates (down from 3% to 2%) and 3% for both those with college degrees (down from 9% to 6%) and those with graduate degrees (down from 11% to 8%).

Recordings -- No change was reported by those with a grade school education. Decreases were reported by those of all other education levels, with greater declines corresponding to higher education levels. Such declines ranged from 2% for those with some high school (down from 3% to 1%) and high school graduates (down from 5% to 3%) to a more 12% for college graduates (down from 22% to 10%).

Plays

TV -- A pattern of decline similar to that for musicals emerges for viewing plays by adults of all education levels. No change was reported by those with a grade school education, while some of the most significant rates of decline by discipline were reported for viewing plays on television. Decreases ranged from 3% for those with some high school (down from 12% to 9%) to a more significant 20% by those with graduate degrees (down from 54% to 34%). Radio -- No change was reported by those with a grade school education. Declines were reported by those in all other education levels. Decreases of 1% were reported for three groups: those with some high school (down from 2% to 1%), high school graduates (down from 3% to 2%), and college graduates (down from 5% to Declines of 2% were reported by those with some college (down from 5% to 3%) and those with graduate degrees (down from 9% to 7%).

Dance

Increases were reported by the all groups with some college or less. Gains ranged from 2% for high school graduates (up from 13% to 15%) to 4% for those with some college education (up from 18% to 22%). Those with higher educations reported decreases in viewing dance programs on television (7% for college graduates, down from 32% to 25%; and 3% for those with graduate degrees, down from 34% to 31%).

Visual Art

Increases were reported by all groups. These were of 5% for three groups: those with some high school (up from 12% to 17%), high school graduates (up from 21% to 26%), and college graduates (up from 37% to 42%). The largest increase of 10% was reported by those with some college (up from 29% to 39%).

TABLE 1: 1992 BROADCAST AND RECORDED MEDIA RATES* BY DEMOGRAPHIC VARIABLES

	Adult Populatio (Millions	Jazz		Classical Music			Opera			-	fusica: <u>RADIO</u>			Lays <u>RADIO</u>	Dance TV	Visual Art TV	
Grand Mean:	185.8	<u>TV</u> 20.9	28.2	<u>REC</u> 20.6	<u>TV</u> 25.1	30.8	<u>REC</u> 23.8	<u>TV</u> 11.6	8.7	<u>REC</u> 6.9	<u>TV</u> 15.1	3.5	<u>REC</u> 5.7	16.8	2.8	18.8	31.6
Gender:															_		
Male	89	23	31	23	23	31	23	11 12	8 9	7	14 17	3 4	5 6	16	3	16	32 31
Female	96.8	19	26	19	27	31	24	12	9	7	17	4	6	18	3	21	31
Race:															•		33
White	158.8	19	26	19	26	32	25	12	9	7	15 13 16	4 2	6 3	17	3	19	24
Black	21.1	35	45	36	17	20	13	11	6 8	4	13	2	3	15 14	4 4	18 22	24
Other	5.9	18	25	15	30	36	27	13	8	10	16	5	8	14	4	22	24
Age:								_	_	_	_	_	_	10	•	1.4	26
18-24	24.1	16	28	22	15	23	23	6	4	4	.8	2	5	10	2 3	14 16	32
25-34	42.1	21	35	26	19	28	22	8	5	5	12	2 3	5	12	3	19	34
35-44	39.8	24	34	24	24	35	27	11	8	7	15		8	17 21	3	20	37
45-54	27.7	23	28	20	29	38	27	15	12	9	17	4	6	23	2	25 25	34
55-64	21.2	22	24	16	35	35	26	17	14	11	21 20	5	5	23	3	22	29
65-74	18.3	20	19	12	35	29	22	15	13	9 5	20 18	5 4	2	17	2	20	21
75-older	12.3	12	12	7	29	23	13	17	9	5	18	4	2	1,	2	.20	
Education:								_			-	•	2	7	,	11	13
Grade School	14.3	7	9	4	10	11	6	5	4	2 2	7	2	1	9	1	12	17
Some High School	18.6	11	12	6	12	12	6	6	3	4		2	3	13	2	15	26
High School Grad	69.4	16	22	14	19	22	15	8	5	-	12 18	4	6	18	3	22	39
Some College	39.2	26	35	27	29	36	29	14	10	.8	21	6	10	25	4	25	42
College Grad	26.2	29	44	34	35	49	41	15	12	11 19	28	8	17	34	7	31	52
Graduate School	18.1	36	49	40	50	63	53	27	24	13	28	0	17	34			

^{*} A Media Rate is the percentage of the adult population that indicated viewing or listening to an arts broadcast or recording at least once in the last 12 months divided by the adult population.

Source: US Bureau of the Census 1992 Survey on Public Participation in the Arts.

Research Division National Endowment for the Arts February 1994

TABLE 2: 1982 BROADCAST AND RECORDED MEDIA RATES* BY DEMOGRAPHIC VARIABLES

	Adult Populatio	ation Classical										_	Visual				
	(Millions		Jazz			Music		0	pera			sical		P1:	ays	Dance	Art
Grand Mean:	170	18.1	18.3	<u>REC</u> 20.2	<u>TV</u> 24.	7 20.1	<u>REC</u> 22.2	<u>TV</u> 12.2	<u>RADIO</u> 2 7.2	<u>RBC</u> 7.6	<u>TV</u> R 20.6	<u>ADIO</u> 4.5	<u>REC</u> 8.5	<u>TV</u> 26.	<u>RADIO</u> 4 3.8	16.7	23.1
Gender:																	
Male	80	20	21	21	24	20	21 23	11 17	7 7	7 8	21 22	5	7	26 27	4	12	23 23
Female	90	17	16	19	26	21	23	17	7	8	22	4	10	27	4	21	23
Race:																	
White	146	17	16	22	26	20	23	12 9 20	5 5 15	8 4	21	4	10 3 10	27 19 21	4	17	23
Black	17	28	36	37	16	15	23 13	9	5	4	21 18	5 8	3	19	5	23	26 25
Other	7	21	23	21	31	11	31	20	15	13	20	8	10	21	3	26	25
Age:																	
18-24	26	18	25	27	16	12	16	6	4	3	16	2	7	22	5	11	18
25-34	40	23	26	28	21	22	26	8	6	5	22	4	7	29	5	16	26
35-44	30	17	16	18	26	25	25	13	6	9	22 20	5	11	28	3	1 9	24
45-54	25	19	17	19	34	23	26	18	2	12	25	8	14	31	4	20	27
55-64	23	20	14	16	33	23	26	19	10	13	23	4	10	27	3	21	26
65-74	16	12	29	10	26	17	17	14	8	8	21	3	5	24	3	17	20
75-older	9	4	2	1	20	13	10	13	7	7	17	4	3	17	2	14	12
Education:																	ì
Grade School	20	5	7	5	10	9	6	4	4	3	9	1	2	7	1	8	5
Some High School	22	10	12	12	13	12	10	8	4	4	9	3	3	12	2	9	12
High School Grad	65	17	16	17	22	14	16	11	4	6	18	3	5	23	3	13	21
Some College	32	22	21	26	28	21	27	14	8	8	27	5	9	32	5	18	29
College Grad	19	26	27	32	40	40	43	19	14	15	30	9	22	44	5	32	37
Graduate School	12	36	34	39	49	51	56	23	18	18	39	11	24	54	9	34	43

^{*} See footnote on Table 1.

Source: US Bureau of the Census 1992 Survey on Public Participation in the Arts.

Research Division National Endowment for the Arts February 1994

TABLE 3: 1982-1992 DIFFERENCES IN BROADCAST AND RECORDED MEDIA RATES*
BY DEMOGRAPHIC VARIABLES

		Jazz <u>CV RADIO REC</u>			Classical Music TV RADIO REC			Opera TV RADIO REC			Musical <u>RADIO</u>	.s REC	P: <u>TV</u>	lays RADIO	Dance TV	Visual Art TV	
Grand Mean:	+8	+10	0	0	+11	+1	-1	+2	-1	<u>TV</u> -5	-1	-3	-10	•	+2	+9	
Gender:																	
Male	+3	+10	+2	-1	+11	+2	0	+1	0	-7	-2	-2	-10	-1	+4	+9	
Female	+2	+10	0	+1	+10	+1	-5	+2	· -1	-5	-2 0	-4	-9	-1	0	+8	
Race:																	
White	-2	+10	-3	0	+12	+2	0	+4	-1	-6	0	-4	-10	-1	+2	+10	
Black	+7	+9	-1	+1	+5	0	+2	+1	ō		-3		-4	-ī	-5	-2	
Other	-3	+2	-6	-1	+25	-4	-7	-7	-3	-5 -4	-3 -3	0 -2	-7	+1	-4	-1	
Age:									•								
18-24	+2	+3	-5	-1	+11	+7	0	0	+1	-8	0	-2	-12	-3	+3	+8	
25-34	-2	+9	-2	-2	+6	-4	Ó	-1	0	-10	-2	- 2	-17	-2	ō	+6	
35-44	+7	+18	+6	-2	+10	+2	-2	+2	-2	-5	-2	-4	-11	ō	ŏ	+10	
45-54	+4	+11	+1	-5	+15	+1	-3	+10	-3	-8	-4	-6	-10	-1	ō	+10	
55-64	+2	+10	0	+2	+12	0	-2	+4	-2	-2	+1	-4	-4	-1	+4	+8	
65-74	+8	-10	+2	+9	+12	+5	+1	+5	+1	-1	+2	0	-2	0	+5	+9	
75-older	+8	+10	+6	+9	+10	+3	+4	+2	-2	+1	0	-1	0	Ō	+6	+9	
Education:																	
Grade School	+2	+2	-1	0	+2	0	+1	0	-1	-2	+1	0	0	0	+3	+8	
Some High School	+1	0	-6	-1	0	-4	-2	-1	-2	-2	-2	-2	-3	-1	+3	+5	
High School Grad	-1	+6	-3	-3	+8	-1	-3	+1	-2	-6	-1	- <u>2</u>	-10	-ī	+2	+5	
Some College	+4	+14	+1	+1	+15	+2	0	+2	0	-9	-1	-3	-14	-2	+4	+10	
College Grad	+3	+17	+2	-5	+9	-2	-4	-2	-4	-9	-3	-12	-19	-1	-7	+5	
Graduate School	0	+15	+1	+1	+12	-3	+4	+6	+1	-11	-3	-7	-20	-2	~3	+9	

^{*} See footnote on Table 1.

Source: US Bureau of the Census 1992 Survey on Public Participation in the Arts.

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