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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.

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.

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 28 (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
> IV L- 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 ( $35 \% \mathrm{TV}$, 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\%).

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Age: In 1992 peak rates of broadcast and recorded media use were reported among middle-aged groups (45-54 and 5564) 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 75older).
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 75older (up from $1 \%$ to 7\%).

Classical Music
IV -- 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 middie-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 18 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 4554 (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 18-3\% 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 75older).

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 3544; 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. These 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 it 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

IV -- 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 $40 \%$ to $35 \%$ ). Increases of $1 \%$ were reported by those with some college (up from 28\% to 29\%) and graduate degrees (up from $49 \%$ to $50 \%$ ). Radio -- Adults with some high school education reported no change. Those of all other 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\%).

TV -- Increases in viewing were reported by those with a grade school education (up 18 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 18 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 $\because \quad-1$ education (up $1 \%$ from $1 \%$ to 2\%). Adult:...--1 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 名 to 18 ) 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 $4 \%$ ). Declines of $2 \%$ were reported by those with some college (down from 5 告 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 告 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 Population (Millions) | TV | Ja22 |  | Classical Music |  |  | Opera |  | REC | Musicals |  |  | Plays |  | $\begin{aligned} & \text { Dance } \\ & \text { TV } \end{aligned}$ | $\begin{gathered} \text { Visual } \\ \text { Art } \\ \text { TV } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | RADIO | REC | TV | RADIO | REC | TV | RADIO |  | TV | RADIO | REC | TV | Radio |  |  |
| Grand Mean: | 185.8 | 20.9 | 28.2 | 20.6 | 25.1 | 30.8 | 23.8 | 11.6 | 8.7 | 6.9 |  | 3.5 | 5.7 | 16.8 | 2.8 | 18.8 | 31.6 |
| Gender: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 32 |
| Male | 89 | 23 | 31 | 23 | 23 | 31 | 23 | 11 | 8 | 7 | 14 | 3 | 5 | 16 | 3 | 16 | 32 |
| Female | 96.8 | 19 | 26 | 19 | 27 | 31 | 24 | 12 | 9 | 7 | 17 | 4 | 6 | 18 | 3 |  |  |
| Race: |  |  |  |  |  |  |  |  |  |  |  |  | 6 | 17 | 3 | 19 | 33 |
| White | 158.8 | 19 | 26 | 19 | 26 | 32 | 25 | 12 | 9 | 7 | 15 | 4 | 6 | 17 | 4 | 18 | 24 |
| Black | 21.1 | 35 | 45 | 36 | 17 | 20 | 13 | 11 | 6 | 4 | 13 | 2 | 3 | 15 | 4 | 28 | 24 |
| Other | 5.9 | 18 | 25 | 15 | 30 | 36 | 27 | 13 | 8 | 10 | 16 | 5 |  |  |  |  |  |
| Age: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 18-24 | 24.1 | 16 | 28 | 22 | 15 | 23 | 23 | 6 | 4 | 4 | 8 | 2 | 5 | 10 | 2 | 14 | 26 |
| 25-34 | 42.1 | 21 | 35 | 26 | 19 | 28 | 22 | 8 | 5 | 5 | 12 | 2 | 5 | 12 | 3 | 16 | 32 |
| 35-44 | 39.8 | 24 | 34 | 24 | 24 | 35 | 27 | 11 | 8 | 7 | 15 | 3 | 7 | 17 | 3 | 19 | 34 |
| 45-54 | 27.7 | 23 | 28 | 20 | 29 | 38 | 27 | 15 | 12 | 9 | 17 | 4 | 8 | 21 | 3 | 20 | 37 |
| 55-64 | 21.2 | 22 | 24 | 16 | 35 | 35 | 26 | 17 | 14 | 11 | 21 | 5 | 6 | 23 | 2 | 25 | 34 |
| 65-74 | 18.3 | 20 | 19 | 12 | 35 | 29 | 22 | 15 | 13 | 9 | 20 | 5 | 5 | 22 | 3 | 22 | 29 |
| 75-older | 12.3 | 12 | 12 | 7 | 29 | 23 | 13 | 17 | 9 | 5 | 18 | 4 | 2 | 17 | 2 | 20 | 21 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Education: |  |  |  |  |  |  |  |  |  |  | 7 | 2 | 2 | 7 | 1 | 11 | 13 |
| Grade School | 14.3 | 7 11 | 9 12 | 4 | 10 | 11 | 6 | 5 | 4 | 2 | 7 | 1 | 1 | 9 | 1 | 12 | 17 |
| Some High School | 18.6 | 11 | 12 | 6 14 | 12 | 22 | 6 15 | 8 | 5 | 4 | 12 | 2 | 3 | 13 | 2 | 15 | 26 |
| High School Grad Some College | 69.4 39.2 | 16 26 | 12 35 | 14 | 19 29 | 22 36 | 15 | 14 | 10 | 8 | 18 | 4 | 6 | 18 | 3 | 22 | 39 |
| Some College | 39.2 26.2 | 26 29 | 35 44 | 27 34 | 35 | 49 | 41 | 15 | 12 | 11 | 21 | 6 | 10 | 25 | 4 | 25 | 42 |
| Graduate School | 18.1 | 36 | 49 | 40 | 50 | 63 | 53 | 27 | 24 | 19 | 28 | 8 | 17 | 34 | 7 | 31 | 52 |

* 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.

[^0]TABLE 2: 1982 BROADCAST AND RECORDED MEDIA RATES* BY DEMOGRAPHIC VARIABLES

|  | Adult Populati <br> (Million | TV | Jamz | REC | Classical Music |  |  | Opera |  | REC | Musicals |  |  | Plays |  | Dance | $\begin{gathered} \text { Visunl } \\ \text { Art } \\ \text { TV } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Grand Mean: | 170 | 18.1 | 18.3 | 20.2 | 24.7 | 720.1 | 22.2 | 12.2 | 7.2 | 7.6 | 20.6 | 4.5 | 8.5 | 26.4 | 3.8 | 16.7 | 23.1 |
| Gender: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Male | 80 | 20 | 21 | 21 | 24 | 20 | 21 | 11 | 7 | 7 | 21 | 5 | 7 | 26 | 4 | 12 | 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 | 5 | 8 | 21 | 4 | 10 | 27 | 4 | 17 | 23 |
| Black | 17 | 28 | 36 | 37 | 16 | 15 | 13 | 9 | 5 | 4 | 18 | 5 | 3 | 19 | 5 | 23 | 26 |
| 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 | 20 | 5 | 11 | 28 | 3 | 19 | 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: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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


* See footnote on Table 1.

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

[^1]
[^0]:    Research Division
    National Endowment for the Arte
    February 1994

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    National Endowment for the Artb
    February 1994

