

Arts Data Profile: State-Level Estimates of Arts Participation Patterns: 2017-2018

Research Brief #6: Highlights of Arts Participation for Selected Metropolitan Statistical Areas

Unlike previous briefs in this series, this one discusses findings from the 2017 Survey of Public Participation in the Arts (SPPA) and the 2018 Arts Basic Survey (ABS) for selected metropolitan statistical areas (MSAs).

The 35 MSAs included in this analysis range from large areas with populations of roughly 10 million or more— Greater New York, Los Angeles, and Chicago—to metros with populations of 2 million, including Nashville-TN and Columbus-OH.

Across MSAs, rates of arts participation generally aligned with state-level rates. There are some notable exceptions, however. In Ohio, for example, the share of adults attending performing arts events (47.8 percent) is similar to the national share of 48.5 percent. Yet in Greater **Cleveland**, the share attending live performances—61.9 percent—is significantly higher.

When it comes to arts participation, **Dallas** residents also buck the trend for their state. In 2017, 31.4 percent of adults in the Dallas MSA attended art exhibits. That rate was more than 8 percentage points higher than the national rate of 22.7 percent, or the state rate of 19.8 percent.

Other findings show that more than 60 percent of **Kansas City**'s residents read literature, and the vast majority of residents (almost 90 percent of adults) in the Greater **Baltimore** and **Philadelphia** areas use electronic devices to consume art or arts programming.

Also of note, the Indianapolis MSA scores highly in share of adults who personally perform or create art. In 2018, almost half of its residents did art-making. At the U.S. level, by contrast, one-third of the nation's adults created or performed art.

In sum, the metropolitan areas listed below exceed national rates of arts participation:¹

The general concept of a metropolitan statistical area is that of a core area containing a substantial population nucleus, together with adjacent communities having a high degree of economic and social integration with that core. Each metropolitan statistical area must have at least one urbanized area of 50,000 or more inhabitants. For example, the Cleveland-Elyria-OH MSA comprises: Cuyahoga, Geauga, Lake, and Medina counties. Also included is Loraine County, which, due to area commuting patterns, was deemed by the Office of Management and Budget as an "outlying" county within the Cleveland MSA.

Attending Live Performing Arts Events

National rate = 48.5 percent

Chicago-Naperville-Elgin, IL-IN-WI (69.5 percent); Cleveland-Elyria, OH (61.9 percent); Denver-Aurora-Lakewood, CO (76.8 percent); Minneapolis-St. Paul-Bloomington, MN-WI (71.2 percent); Portland-South Portland, ME (73.5 percent); and Seattle-Tacoma-Bellevue, WA (64.1 percent).

Attending Art Exhibits

National rate = 22.7 percent

Boston-Cambridge-Newton, MA-NH (35.2 percent); Dallas-Fort Worth-Arlington, TX (31.4 percent); Denver-Aurora-Lakewood, CO (55.3 percent); Minneapolis-St. Paul-Bloomington, MN-WI (46.3 percent); and Seattle-Tacoma-Bellevue, WA (38.4 percent).

Reading Literature

National rate = 44.2 percent

Boston-Cambridge-Newton, MA-NH (64.0 percent); Denver-Aurora-Lakewood, CO (62.5 percent); Kansas City, MO-KS (61.3 percent); Minneapolis-St. Paul-Bloomington, MN-WI (66.7 percent); St. Louis, MO-IL (57.3 percent); San Francisco-Oakland-Fremont, CA (60.3 percent); Seattle-Tacoma-Bellevue, WA (62.4 percent).

Using Electronic Devices to Consume Art or Arts Programming

National rate = 73.6 percent

Baltimore-Columbia-Towson, MD (88.6 percent); Chicago-Naperville-Elgin, IL-IN-WI (81.3 percent); Cleveland-Elyria, OH (95.1 percent); Philadelphia-Camden-Wilmington, PA-NJ-DE (87.7 percent).

Personally Performing or Creating Art

National rate = 33.4 percent

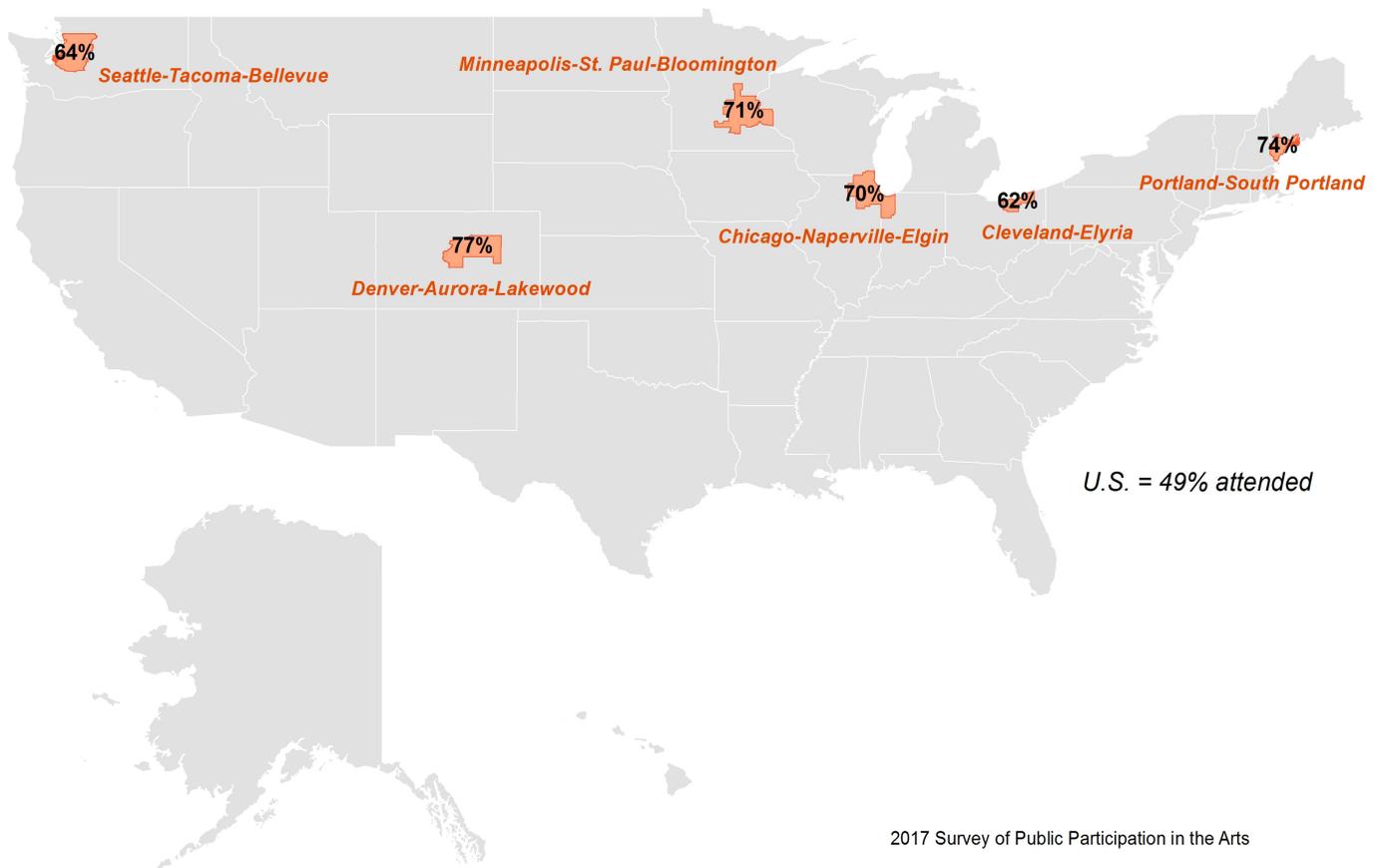
Chicago-Naperville-Elgin, IL-IN-WI (42.4 percent); Indianapolis, IN (48.7 percent); San Jose-Sunnyvale-Santa Clara, CA (54.7 percent); Seattle-Tacoma-Bellevue, WA (46.2 percent).

In the National Endowment for the Arts' surveys, the following arts activities are captured if they were done in the preceding 12 months:

- Attending live performing arts: Going to music performances; musicals or plays; dance performances; events featuring a poet or writer; or other kinds of performances such as storytelling, standup or improv comedy, puppetry, or circus performances.
- Attending art exhibits: Going to exhibits featuring paintings, sculpture, pottery, photography, or digital art.
- Reading literature: Reading novels or short stories; poems; or plays.
- Using electronic media to consume art: Watching or listening to jazz music; Latin, Spanish, or salsa music; classical music or opera; other kinds of music such as rock, pop, country, folk, rap, or hip-hop; theater productions such as musicals or plays; dance; the visual artsⁱ; or programs about books or writers.
- Personally performing or creating art: Playing a musical instrument; doing acting; performing or practicing dance or singing; taking photographs or creating films/videos as an artistic activity; creating other visual artworks such as paintings, sculpture; or graphic designs; doing creative writing; working with pottery, ceramics, or jewelry; do leatherwork, metalwork, or woodwork; doing weaving, crocheting, knitting, or other textile art.

ⁱ Includes watching or listening to programs about the visual arts or using devices to view paintings, sculpture, pottery, or other visual arts.

Selected Metropolitan Areas that Exceeded the National Rate of Performing Arts Attendance: 2017



Endnote

¹ Although higher than national arts participation rates, the rates for these metropolitan areas are not necessarily different from each other. For example, performing arts attendance rates for Greater Denver and Minneapolis (76.8 percent and 71.2 percent, respectively) are not significantly different, once the 2017 SPPA sample design is taken into consideration.