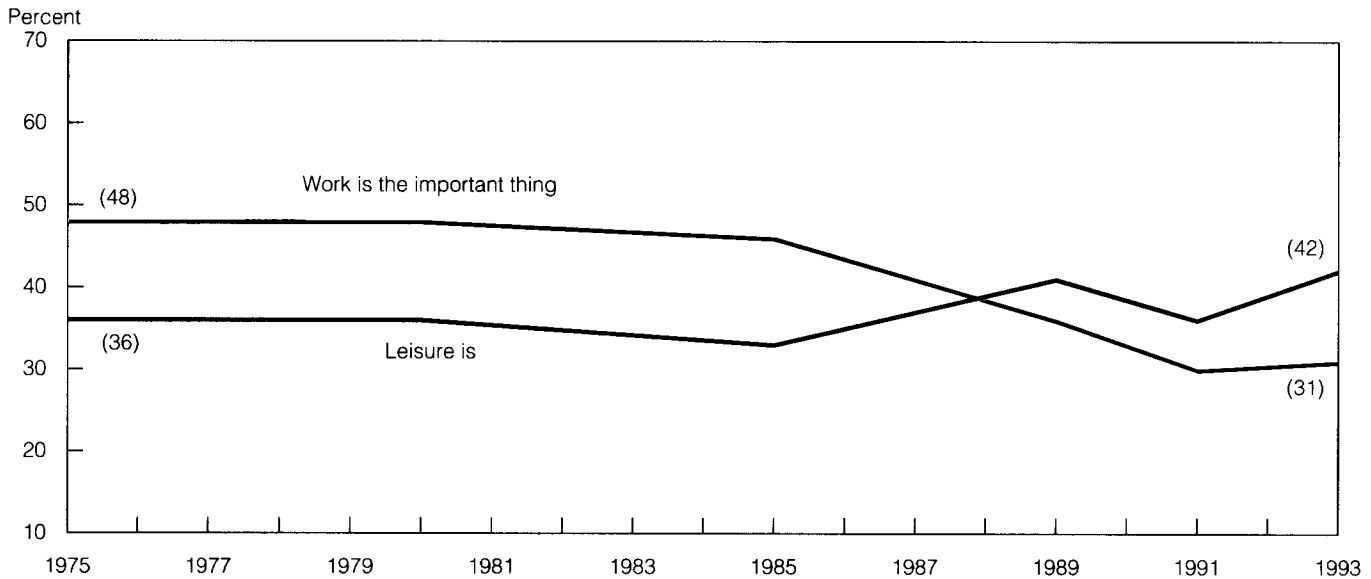


# LEISURE AND ARTS

More Americans than in the past are telling the pollsters that they value leisure over work. What do they value in their leisure? We look in these five pages at the importance Americans place on cultural pursuits, broadly defined.

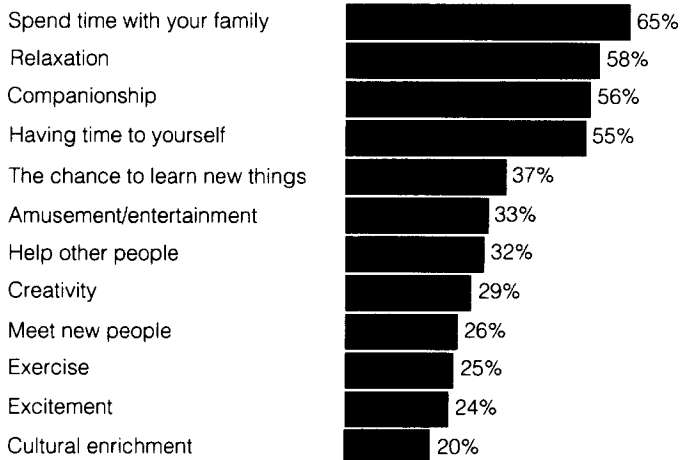
Question: **Which way do you tend to look at the relationship between work and leisure time: That work is the important thing and the purpose of leisure time is to recharge people's batteries so they can do a better job, or the other way around—that leisure time is the important thing and the purpose of work is to make it possible to have the leisure time to enjoy life and pursue one's interests?**



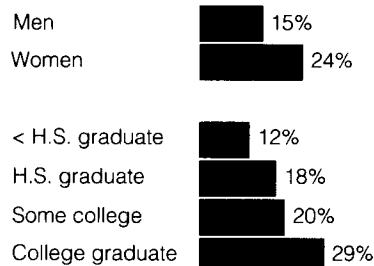
**Note:** Younger respondents (18-29 years) were more likely (49%) than respondents 60+ years (37%) to say that leisure time is the important thing.  
**Source:** Surveys by the Roper Organization (Roper Reports 93-10), latest that of October 16-23, 1993.

Question: **Now I'll give you a list of things some people look for in their leisure activities. Please read down the list and for each one tell me how important it is to you in your leisure activities—very important, somewhat important, not too important, or not at all important?**

## Very important to you in your leisure activities



## "Cultural enrichment" is very important



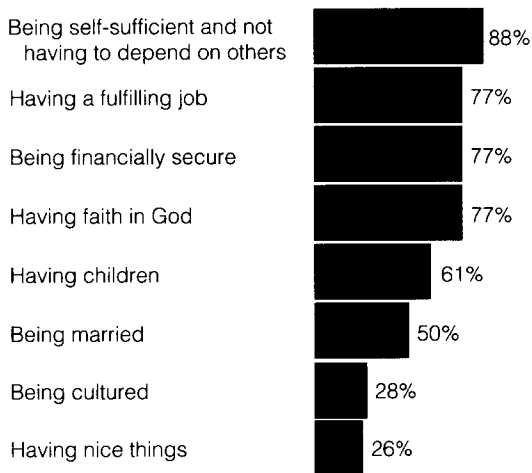
**Source:** Survey by the Roper Organization (Roper Reports 93-10), October 16-23, 1993.

# Impressions

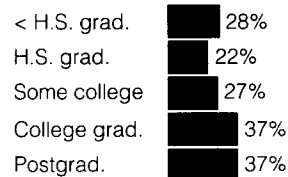
Being cultured ranked far behind being self-sufficient, having a fulfilling career, and faith in God when respondents were asked how much they value things. Most Americans can give a definition of the arts, but far fewer are able to define the humanities. Two-thirds say the arts and humanities play a minor or no role at all in their lives.

Question: I'm going to read you a list of some things that different people value. Some people say these things are very important to them. Other people say they are not so important. Please tell me how important each thing is to you personally, using the responses on this card. How about...?

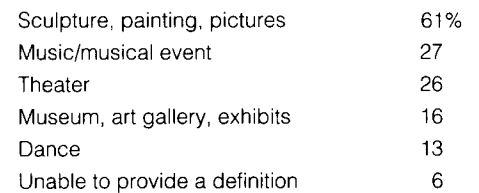
## One of the most important/very important to you



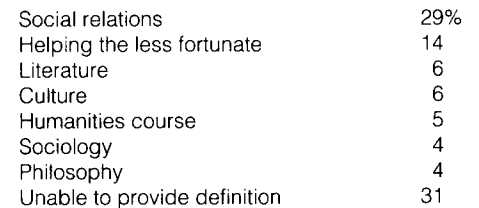
## Being cultured is one of the most important/very important thing to you



Question: When I say the word "arts," what comes to mind? What else?



Question: When I say the word "humanities," what comes to mind? What else?

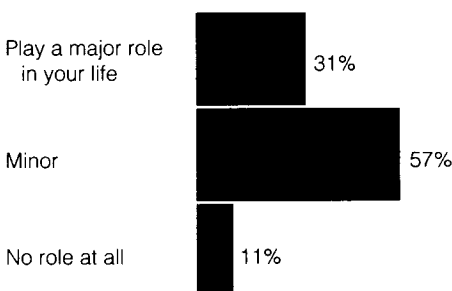


Source: Survey by the National Opinion Research Center, February-April, 1993.

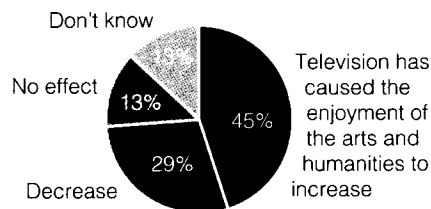
Source: Survey by Research & Forecasts for the National Cultural Alliance, October 14-29, 1992.

Question: The arts and humanities are considered to include the visual arts, such as painting and sculpture; literature; the performing arts of theater, dance, and music; and philosophy, history, and languages. Would you say the arts and humanities play a major role in your life, a minor role, or no role at all?

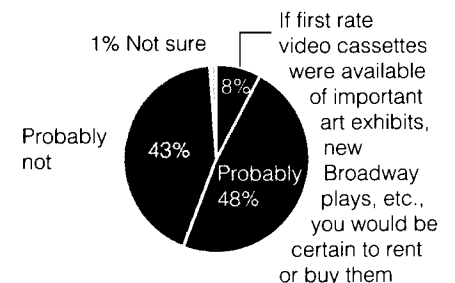
## Arts and humanities...



Question: Some people have said that Americans would spend more time enjoying the arts and humanities if they did not spend so much time watching television. Others say television has increased people's exposure to the arts and humanities through public television and other culturally oriented programs. On the whole, do you feel television has caused enjoyment of the arts and humanities to increase, to decrease, or has it had no effect?



Question: If first rate video cassettes were available of important art exhibits, new Broadway plays, leading symphonies, top opera performers, and the best ballet and modern dance companies, would you be certain to rent or buy them, probably rent or buy them, or probably not rent or buy them?



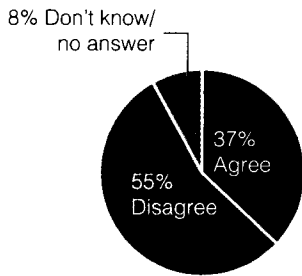
Source: Survey by Research & Forecasts for the National Cultural Alliance, October 14-29, 1992.

# Portrait of the Artists

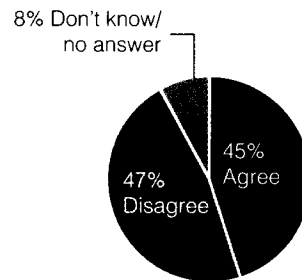
Some stereotypes about the arts and artists are dealt with below. Americans don't think the arts and humanities are for the wealthy, but they are split about whether only a few people have the ability to judge artistic excellence. Seven in ten think the greatest books are universal in their appeal.

Question: I'm going to read several statements. After I read each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree with it.

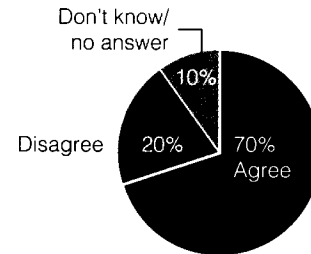
**Modern painting is just slapped on—a child could do it**



**Only a few people have the knowledge and ability to judge excellence in the arts**



**The greatest books are universal in their appeal—there is no “white literature,” “black literature,” or “Asian literature,” there is only human literature**



Source: Survey by the National Opinion Research Center, February–April, 1993.

Question: Now I want to ask you about individual professional artists. These are people who have demonstrated some real talent and had professional training to be actors, painters, and sculptors, ballet and modern dancers, conductors, and members of the symphony orchestras, and other professional artists' jobs. Do you feel that such individual professional artists...?

**Professional artists...**

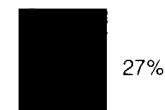
**Have to be deeply dedicated and determined people to survive as artists**



**Work very hard for the money**



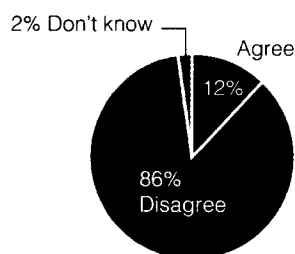
**Generally are not very disciplined people**



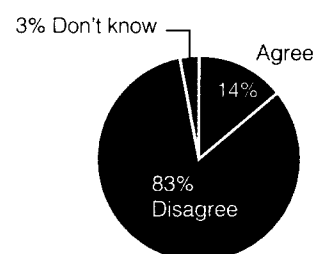
Source: Survey by LH Research for the American Council for the Arts and Philip Morris Companies, February 7–26, 1992.

Question: Some people have made the following statements. For each one I read, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

**The arts and humanities are only for the wealthy**



**The arts and humanities are mainly feminine pursuits**



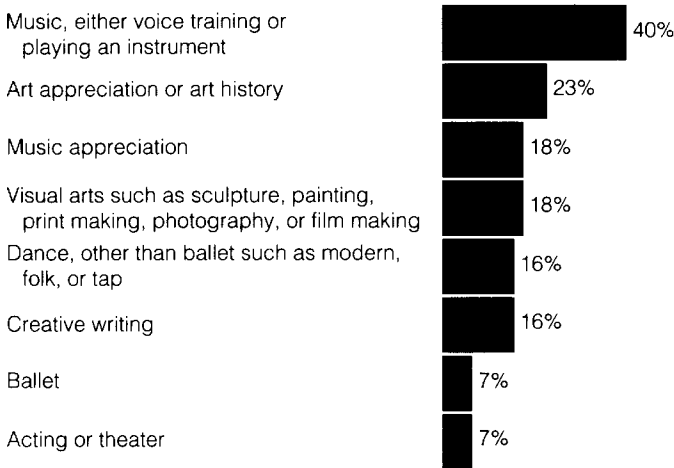
Source: Survey by Research & Forecasts for the National Cultural Alliance, October 14–29, 1992.

# Participation

Reading and visiting an art or crafts fair or festival are the top arts activities, with exercise and the movies the top leisure activities. About 40 percent of Americans have taken a music lesson while fewer than 10 percent have taken ballet or acting classes.

Question: **Have you ever taken lessons or classes in...?**

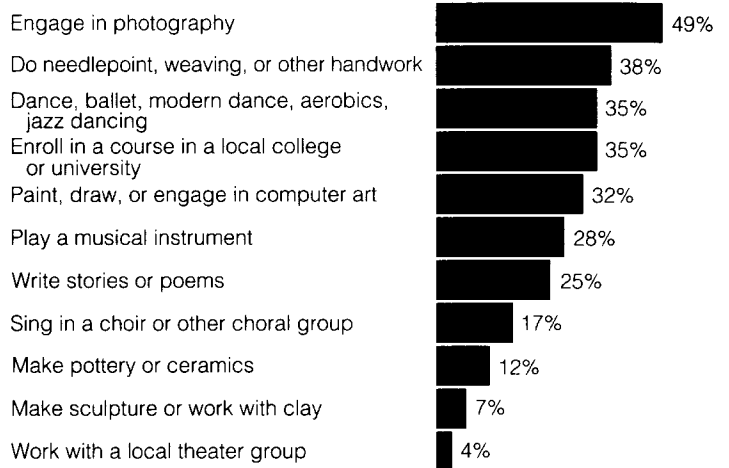
## Have ever taken lessons or classes in...



Source: Survey by the U.S. Bureau of the Census for the National Endowment for the Arts, 1992.

Question: **Let me read you some activities that some people do at least every once in a while. Please tell me whether you yourself do each of these activities at least once in a while or not.**

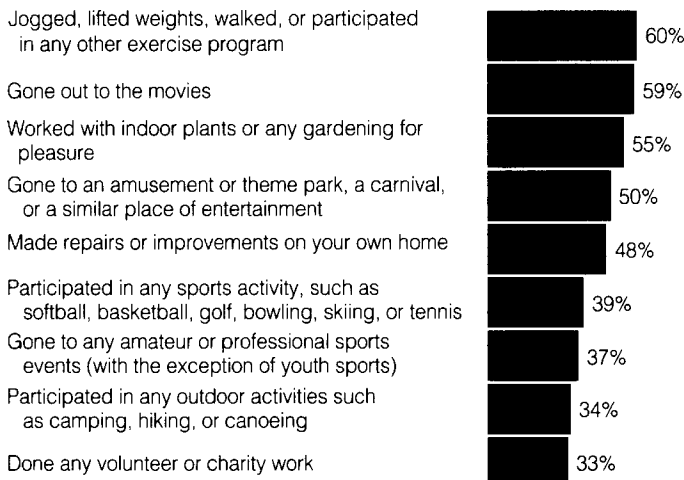
## Do at least once in a while



Source: Survey by LH Research for the American Council for the Arts and Philip Morris Companies, Inc., February 7-26, 1992.

Question: **The following questions are about your participation in other leisure activities.**

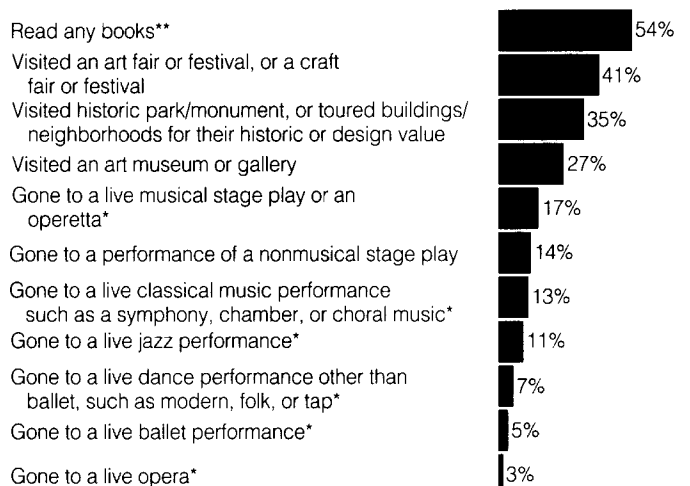
## Have done during the last 12 months



Source: Survey by the U.S. Bureau of the Census for the National Endowment for the Arts, 1992.

Question: **The following questions are about your activities during the last 12 months...?**

## Have done in the last 12 months



Note: \* = question was qualified as follows: "With the exception of elementary or high school performances..."; \*\* qualified by "with the exception of books required for work or school..."  
Source: Survey by the U.S. Bureau of the Census for the National Endowment for the Arts, 1992.

# For Our Listening Pleasure

Oldies, country/western, and easy listening are our most popular kinds of music; rap and heavy metal the least popular. Oldies rock is best-liked by Baby Boomers, least-liked by the elderly. Classical music and opera have more fans among older Americans; rap and heavy metal have more fans among the young.

Question: I'm going to read you a list of some types of music. Can you tell me which of the statements on this card comes closest to your feeling about each type of music. Do you like it very much, like it, have mixed feelings, dislike it, dislike it very much, or is this a type of music that you don't know much about?

Like it very much/like it		18-29 years	30-44	45-60	60+
Oldies rock	68%	77%	85%	70%	33%
Country/western	61%	52	58	68	66
Mood/easy listening	60%	49	59	66	61
Gospel music	58%	45	51	64	72
Blues or rhythm and blues	56%	56	63	53	47
Contemporary pop/rock	54%	76	71	47	12
Big band/swing	54%	31	47	62	72
Jazz	50%	56	57	45	37
Broadway musicals/show tunes	50%	41	45	54	59
Classical music/symphony and chamber	48%	41	48	51	47
Bluegrass	44%	29	44	53	48
Folk music	43%	22	41	55	50
Reggae	28%	47	35	21	8
Latin/mariachi/salsa	25%	19	26	33	23
Opera	21%	14	17	23	29
New age/space music	15%	23	19	11	5
Rap music	13%	29	12	7	5
Heavy metal	11%	26	12	4	3

Source: Survey by the National Opinion Research Center, February-April, 1993.