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ABSTRACT

Combining and integrating the results of two separate research projects concerned with leisure time participation, this report compared southern and non-southern involvement in arts-related activities. Findings indicated that, while some regional differences do exist, they are not great. The desire to increase arts-related activities is not as strong as the desire to increase less focused leisure activities, but there appears to be a strong unmet demand for increased opportunities to participate in arts-related programs, including both visual and performing arts. While southerners cite cost and accessibility as barriers to participation, non-southerners mention lack of time. Achieved educational levels and prior exposure to the arts are significantly related to arts participation rates. Singing in a chorus is the activity in which southerners are most clearly differentiated from the non-southern population in terms of greater participation and demand. Lack of talent was cited by southerners as a reason for non-participation in contrast to non-southerners' response of lack of training. Leisure pursuits of most southerners are not related to the type of work they do. While the best predictor of current levels of participation is prior participation, this factor was not confirmed with respect to the desire to increase participation in the future. Seven tables and 24 figures are included. (JHP)

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# The Arts Public in the South

National Endowment  
for the Arts



Research Division  
March 1984

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# The Arts Public in the South

National Endowment for the Arts, Washington, D.C.

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As the research studies leading to this report were going forward, many people asked, "Why the South?"

The Research Division began this work under Arts Endowment Chairman Nancy Hanks. She believed that it is important to have good trend data about Americans' participation and evolving interest in arts and cultural activities. The initial approach to this broad and difficult area of investigation was to organize a series of planning studies, and one of these was a prototype survey. The scale of this survey was limited because of its role as a learning exercise. Several approaches were presented to Miss Hanks: a survey of one of the major regions, a survey of a major metropolitan area, or a series of small surveys in different regions which would provide some opportunities for inter-regional comparisons. Nancy Hanks did not select one of these, but responded quickly and firmly, "Do it for the South. We need that information."

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## PREFACE

This Research Division report has a more complex origin than most. It combines information from two separate research projects and completely integrates the discussion and the results. Both projects were part of the long-term and continuing efforts of the Research Division to better understand the participation of Americans in arts activities, the demand for increased opportunities to participate, and the barriers that are encountered.

The first of the two projects was a survey conducted through the use of a mailed questionnaire to a probability sample of the population in thirteen southern states (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Louisiana, Virginia, Tennessee, West Virginia, and Texas). The sample of 3,207 persons was drawn by means of random digit dialing by Opinion Research Corporation, Inc. The development of the questionnaire, the survey itself, and the report on the results is the work of the Human Resources Research Organization (HumRRO). Dr. Richard J. Orend was Project Director for these activities. Work on the project extended from 1975 to 1980; the development of the sample was done in October 1978, and the survey itself was in the field during the latter part of 1978 and the first part of 1979. Many persons assisted in this work. Prominent on the HumRRO team were: David Bushnell, Marsha Wallace, Eileen Sussman, Gary Ford, and Susann Miller.

The second project was conducted for the Research Division by Dr. John Shelton Reed and Dr. Peter V. Marsden with the assistance of Michael Kennedy, Elizabeth Fink, and Kandi Stinson at the University of North Carolina, Chapel Hill. Their project utilized data tapes made available through the Louis Harris Political Data Library located at the Institute for Research in Social Science at the University. The data tapes used are from three projects conducted by the National Research Center of the Arts (NRCA), an affiliate of Louis Harris and Associates, Inc. These data were obtained from surveys of the American public conducted in 1973, 1975, and 1978. The first of these used a sample of about 3,000 adults over age sixteen. The second survey conducted in 1975 asked a smaller set of questions (some repeated from the first study) of a similar sample of about 1,600 persons. The third study used similar but not identical questions with a sample of about 1,400 persons. The work of Doctors Reed and Marsden made it possible to compare

South and non-South and to corroborate some of the findings in the survey conducted by HumRRO.

The reports on both studies were analyzed and interpreted by Dr. Denis F. Johnston, an authority on social indicators. Dr. Johnston prepared a synthesis and condensation of the two reports. It is Dr. Johnston's work that serves as the most immediate source for this Research Division report. Dr. Johnston's condensation was subsequently edited by the Research Division and the Publishing Center for Cultural Resources.

Researchers may look at the two original studies for this Research Division report for more detail on research methods employed and more complete data tables, as well as the questionnaire and the presentation of findings in the form reported by the original investigators. The reports on the two studies have been deposited in the Education Resources Information Center (ERIC), which is sponsored by the National Institute of Education of the U.S. Department of Education. Over six hundred U.S. and sixty foreign institutions have complete collections on microfiche of the reports deposited into the system. They are also available through on-line computer access from several organizations that maintain the ERIC data base. Inquiries concerning the availability of a microfiche copy should be sent to: ERIC Document Reproduction Service (EDRS), Consumer Service, P.O. Box 190, Arlington, Virginia 22210, telephone 703/841-1212. The full titles of the two reports are: 1. Orend, Richard J., Leisure Participation in the South, Volume I--Results, Volume II--Appendices, Volume III--Summary, HumRRO Final Report 80-1, Prepared for the National Endowment for the Arts, Washington, D.C., Human Resources Research Organization, 300 N. Washington Street, Alexandria, Virginia 22314, July 1980; the ERIC Document Identification Numbers are: ED206521, ED206522, and ED206523. 2. Reed, John S. and Marsden, Peter V., Leisure Time Use in the South: A Secondary Analysis, Report to the National Endowment for the Arts, Institute for Research in Social Science and Department of Sociology, University of North Carolina, Chapel Hill, December 1980; the ERIC Document Identification Number is ED221435.

Research Division  
National Endowment for the Arts  
March 1984

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## HIGHLIGHTS

The principal finding from the comparisons between southern and non-southern participation in arts-related activities is that some regional differences do exist, but overall they are not large.

The desire to increase arts-related activities is not as strong as the desire to increase the more general and less focused leisure activities. Nevertheless, there is a strong unmet demand for increased opportunities to participate in arts-related activities, including both visual and performing arts.

Southerners are more likely to mention problems of "cost" or "accessibility" when responding to questions about barriers that inhibit them from the desired level of participation than are non-southerners, who are more likely to cite "lack of time."

When significant regional differences in participation rates were found in both arts-related and nonarts-related leisure activities, the participation rates were generally lower in the South than in the rest of the country, and the gap was larger for the arts-related activities.

The assumption that strong regional differences are a basis for differential strategies for support of arts-related activities may be out of date. A number of basic economic indicators show a convergence between the South and other regions of the country with respect to style of living, which suggests a similar convergence in leisure activities and preferences.

Assuming prior exposure or education to be important in appreciating arts-related activities in later life, the study found that the frequency with which "lack of time or interest" was cited as reason for limited participation suggested that insufficient exposure was a major inhibiting factor in arts-related activities.

The strong and highly diversified interests in leisure activities among young southerners, especially students, is a sign that the level of participation in arts-related activities will increase in the future.

Awareness of available opportunities or facilities for arts-related activities tends to increase with education. It also tends to increase with age up to the mid-twenties and then begins to decline.

The magnitude of unmet demand for active arts-related participation is about the same in the South as in other regions. Singing in choirs stands out as the single active arts-related activity in which southerners are most clearly differentiated from the non-southern population in terms of greater participation and demand. However, the unmet demand for active arts-related activities is generally about the same in the South and outside the South.

"Lack of talent," an expression of perceived inadequacy, is a reason frequently given by southerners for limited participation in active, at-home, arts-related activities and contrasts with the "lack of training" that was more often cited outside the South.

"Particular activity not available" is more important than "lack of time or interest" as a reason for not participating in passive arts-related activities away from home. In fact, the combination of "not available" with "poor access" accounts for nearly 40 percent of the reasons cited. Furthermore, less than 10 percent of those sampled cited cost as the primary reason for limited participation. These findings suggest the existence of a large potential audience in the South for a variety of concerts, dance performances, art exhibits, and craft shows.

The heavy concentration of leisure activities found in an "undirected participation" cluster together with the widespread distribution of participation in arts-related clusters among persons in the different occupation groups suggest that the leisure pursuits of most southerners are not dominated by the kind of work they do.

## INTRODUCTION

This report condenses and interprets information collected in a survey of leisure participation in the South by the Human Resources Research Organization (HumRRO) utilizing a questionnaire that was sent by mail in 1978-79 to a probability sample of households selected through random digit dialing of telephone numbers in thirteen southern states. The survey was limited to the southern states and does not provide inter-regional comparisons. However, data was available from three prior studies conducted in 1973, 1975, and 1978 by the National Research Center of the Arts (NRCA), an affiliate of Louis Harris and Associates, Inc., which cover the entire United States and can be disaggregated to show the results for the South and the non-South separately and thus to make some comparisons possible between South and non-South. These data extend over a period of five years and provide clues concerning possible trends in leisure activities during the 1973-78 period. The HumRRO and NRCA studies differ slightly with respect to groups of states covered and questions asked. The HumRRO survey covered the eleven states of the Confederacy (Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee, Arkansas, and Texas) plus Kentucky and West Virginia. The three NRCA surveys covered the same eleven states plus Kentucky and Oklahoma, with comparable information for the rest of the United States. Consequently, exact and detailed comparisons between the results of the two surveys cannot be drawn. However, the HumRRO survey can be used for an in-depth analysis of southern leisure patterns while the NRCA surveys provide an indication of the five-year stability of patterns of participation as well as the extent of regional differences and perceived barriers to participation in preferred leisure activities. In addition, the NRCA surveys provide substantial evidence confirming the principal findings of the HumRRO survey. The conclusions in the Research Division report are generally based on all of these studies, considered together.

The HumRRO survey and the NRCA surveys all used a list of specified activities to which respondents could refer in reporting their current activities and interests. The HumRRO researchers boiled down a starting list of 150 leisure activities to a final set of 45 groups of leisure activities. These 45 groups were in two broad categories--22 arts-related ac-

tivities and 23 nonarts-related activities--and the respondents were broken into clusters according to patterns of response. The NRCA surveys classified responses to 58 leisure-activity questions according to arts-related and nonarts-related and also according to two basic dimensions of leisure activity: whether they were typically engaged in "at home" or "away from home," and whether they were essentially "passive" or "active." These three distinctions provide eight possible types of leisure activity in the NRCA surveys. A few examples indicate the operation of this three-fold classification: Going to an opera is "arts-related, away-from-home, and passive." Listening to classical music on the radio is "arts-related, at-home, passive." Playing a competitive sport is "nonarts-related, away-from-home, active." Watching sports on TV is "nonarts-related, at-home, passive."

In the HumRRO survey, questionnaires were classified into categories or "clusters" on the basis of factor analyses of the 45 leisure activities on two distinct levels: current patterns of participation (participation) and desire for increased participation (demand). Because some respondents fell into different sets of categories when asked about their participation and when asked about their demand, the cluster names listed in the two columns in Table 1 are different.

Where Table 1 shows clusters of activities, Table 2 shows the activities themselves as presented to the respondents. The two columns to the right of the activity list in Table 2 show how these activities are classified into the participation clusters and demand clusters. Thus we see that, for instance, when asked about participation, respondents incorporate "going to jazz concerts" in the same pattern of activity (performing arts attendance) as going to ballet; but when asked about their demand for greater activity, they tended to express demand for more jazz activity in general, thus incorporating "going to jazz concerts" in demand cluster 4. (None of the activities falls into cluster 1 for either participation or demand, because these "undirected" clusters reflect respondents who engage in a number of specific activities but without an overall specific direction to their leisure goals.)

The activities in Table 2, while taken from the HumRRO survey, are also grouped

for purposes of this report according to the NRCA designations of "at-home" or "away-from-home," "passive" or "active." Because the initial HumRRO survey did not consider these distinctions, some designations are partially arbitrary: "Playing an instrument," for instance, is designated as being carried out away from home, even though it includes instrument playing for one's own entertainment, which may take place in the home. Nonetheless, the variety of clusters into which respondents' activities can be classified indicates the variety of the leisure activities individuals participate in.

The next chapter summarizes the principal research findings of the HumRRO survey regarding participation. These findings focus on the inherent structures of leisure activities in the South; on the socioeconomic and demographic correlates of participation; on participatory patterns; on South versus non-South differences (drawing on the NRCA surveys); and on reasons for limited participation in available activities.

Another chapter is devoted to the nature of the existing demand for leisure activities in the South. This chapter reviews the principal dimensions on demand for leisure activity; analyzes the socioeconomic and demographic correlates of demand for particular kinds of activity; studies patterns of demand; and discusses unmet demands for activity, especially as these differ from non-southern regions.

The final chapter draws together the principal conclusions that can be derived from these surveys in relation to the seven major hypotheses proposed in the design of the survey of the thirteen states of the South.

Table 1 Names of participation and demand clusters

<u>Participation</u>		<u>Demand</u>	
No.	Cluster name	No.	Cluster name
1	Undirected participation	1	Unspecialized demand
2	Performing arts attendance	2	Theater/music (not including jazz)/ dance performance attendance
3	Active music and performing arts	3	Home media and sports involving radio, TV, and records
4	Television viewing	4	Jazz concert attendance and home listening
5	Music, plays, and poetry on radio, records, and TV	5	Participatory music and religion-related activities
6	Active sports	6	Visual arts activities and exhibit attendance
7	Visual arts exhibit and class attendance	7	Family-centered activities
8	Home media, family, and friends	8	Community service/performing arts activities/TV viewing
9	Folk music/arts and crafts/performance activities	9	Popular/folk/arts and crafts exhibit, fair, and carnival attendance
10	Active individual and family pursuits	10	Active sports and outdoor activities

Table 2

## HumRRO survey leisure activities and cluster location from the factor analysis

Activity	Participation cluster	Demand cluster	Activity	Participation cluster	Demand cluster
At-home, passive			At-home, active		
Listening on radio or watching on TV classical music, opera, or folk or modern dance	5	8	Writing novels, stories, plays or poetry, or taking classes in such writing	10	7
Watching performances of jazz on TV or listening on radio	5	4	Painting, drawing, doing sculpture or graphic art, taking photos as art, or making films yourself	10	6
Listening to radio broadcasts, your own recordings, or watching TV productions of plays or poetry	5	8	Doing crafts such as ceramics, weaving, woodworking, whittling, or making quilts or afghans	10	7
Listening to your own records of any type of music	8	7	Playing with your children	10	7
Watching regular TV programs day and night, except sports and news	4	3	Visiting with friends of family members, writing letters, talking to friends on the phone	8	7
Watching news and information programs on TV or reading newspapers or magazines	4	3	Reading fiction or nonfiction books or periodicals	10	7
Watching sports on TV or listening on radio	4	3	Indoor activities or playing games with friends or family	10	7
Listening to radio broadcasts of music other than classical or jazz	8	7	Do-it-yourself activities or hobbies such as dressmaking, fixing cars, home improvement projects, gourmet cooking, decorating, gardening, stamp collecting, antiques collecting	10	7
Sitting and thinking--daydreaming	10	7	Playing with pets	10	7

Activity	Participation cluster	Demand cluster	Activity	Participation cluster	Demand cluster
Away-from-home, passive.			Away-from-home, active		
Going to choral concerts such as choir, gospel, barbershop, etc.	2	2	Playing an instrument in a group or for your own entertainment or taking music lessons	3	5
Going to jazz concerts	2	4	Singing or playing for chorus, choir, or other singing group	3	5
Going to symphony or chamber music concerts	2	2	Performing in plays or musicals or with a dance group; taking lessons; or providing behind-the-scenes support	3	5
Going to an opera	2	2	Going to folk or ethnic concerts or festivals	9	9
Going to rock, country and western, or rhythm and blues concerts	2	2	Going to dance performances by touring international or local folk or ethnic groups	9	9
Going to theater performances (not including high school or grade school shows)	2	2	Attending classes or lectures on art history, literature, etc., or belonging to a literature club (not book buying)	10	7
Going to ballet or modern dance performances (not including recitals by your own children)	2	2	Taking classes in painting, sculpture, graphics, film or crafts	10	6
Visiting painting, graphic arts, photography, or sculpture exhibits	7	6	Going to sports events	6	10
Visiting pottery, weaving, macrame, jewelry, quilting, or other craft exhibits	7	9	Camping, hiking, backpacking, hunting, fishing, boating, skiing or other strenuous outdoor activity	6	10
Touring buildings, gardens, or neighborhoods for design or historic value; visiting history, science, or technical museums	7	9	Playing competitive sports	6	10
			Jogging, weight lifting, or other exercise program	6	10
			Going to the movies	8	7
			Going to fairs or carnivals	9	9
			Going to church or church-related activities	10	8
			Charity, volunteer, social service, or political organization meetings and activities	10	8
			Fraternal organization meetings and activities or activities of clubs such as garden or card clubs, etc.	10	8
			Picnicking, visiting parks and zoos, going on nature walks or driving a car for pleasure	10	7

## PARTICIPATION IN LEISURE ACTIVITIES IN THE SOUTH

### The structure of leisure activities

The following summary descriptions of the ten participation clusters provides an overview of the structure of ongoing leisure activity in the South as observed in the HumRRO survey.

Participation cluster no. 1: Undirected participation--This is by far the most popular cluster; nearly half of the respondents in the HumRRO survey are classified as belonging primarily in this miscellaneous leisure activities grouping. The members of this cluster can best be described as individuals whose leisure activities are quite varied and casual, with no clear-cut commitment to or strong interest in any particular kind of activity.

Participation cluster no. 2: Performing arts attendance--Relatively few respondents (less than 2 percent) concentrate their leisure activities primarily in this cluster of activities, which includes attending a variety of arts performances--symphonies, concerts, operas, theaters, and dance. Such activities are passive and are carried out away from home.

Participation cluster no. 3: Active music and performing arts--Another small group of respondents (less than 2 percent) focus their leisure activities on active artistic expression. This cluster is quite diversified, since the activities range from playing a musical instrument or singing in a choir to acting, dancing, or painting and sculpture. These activities are active in nature, but may be pursued either at home or away from home.

Participation cluster no. 4: Television viewing--About one respondent in eight reported that this was his or her primary leisure activity. Only "active individual and family pursuits" (cluster no. 10) and "undirected activities" (cluster no. 1) were more popular than conventional TV in the South. This activity is clearly passive and at-home in orientation.

Participation cluster no. 5: Plays and poetry on radio, records and TV--About 2 percent reported that their primary leisure activity involved listening to plays or poetry via the home media. Such activity is also passive at-home in orientation. (Because of the difference between watching mainstream TV and watching an

artistic performance on TV, people who engage mostly in the latter activity were placed in cluster 5.)

Participation cluster no. 6: Active sports--Just over 3 percent of the respondents reported that their primary leisure activity was active participation in a variety of sports, including jogging. Such activities are active, away-from-home.

Participation cluster no. 7: Visual arts exhibit and class attendance--Just over 4 percent of the respondents are involved in such leisure activities, which are primarily passive and away-from-home.

Participation cluster no. 8: Home, family, and friends--Persons whose primary leisure activities are centered around social life within the home are also a small group, comprising less than 4 percent of the total sample. This cluster of activities is obviously at-home but may include both active and passive forms of activity.

Participation cluster no. 9: Folk music/arts and crafts/performance activities--Over 6 percent of the respondents fall into this cluster of activities as their principal area of leisure activity. Folk activities include attendance at folk and ethnic festivals, folk dance and music performances, fairs, and carnivals. This kind of activity is primarily passive and away-from-home in orientation.

Participation cluster no. 10: Active individual and family pursuits--The diverse activities in this cluster include a variety of creative activities, do-it-yourself hobbies, home repair, picnicking, playing with children, etc. This cluster of activities was second only to "undirected participation" in popularity. About one respondent in six reported that his or her primary leisure activity fell in this cluster. This cluster is active and at-home in orientation.

Characteristics of participants. The initial phase of the investigation was devoted to answering three questions:  
1. How much participation was there in the specific activities in each cluster?  
2. How intense was the participation in particular activities--i.e., how much time was spent by participants in a given activity, or how often did participants engage in given activities? 3. To what



extent did participation in a given activity imply or at least promote participation in one or more different activities?

Each of these questions is both theoretically significant and important for practical reasons. The comparison of characteristics of participants and nonparticipants in a given cluster of activity identifies the personal traits that are most often associated with particular kinds or patterns of leisure activity and interests. On a more practical level, knowing the kinds of people that are predisposed to engage in a particular kind of leisure activity is helpful in the design and application of measures to improve these activities and enhance their appeal or their value. Similarly, information on the intensity of participation, in terms of either time spent or preparations and effort, provides important insights into the commitment to particular activities of interests. The greater the amount of time, effort, or requisite preparation to engage in a particular activity, the greater the significance of such involvement to the values and lifestyle of the participant. On the practical side, such information makes it possible to distinguish activities that demand considerable expenditures of time, effort, and resources. Finally, if participation in a given activity is found to imply participation in one or more different activities, the latter participation might be predicted from evidence of the former. In practical terms, if the clusters of activities that have been found can be analyzed further into causal sequences, that information can be used to devise strategies that will encourage development of improved leisure facilities in general and promote fuller appreciation of arts-related activities in particular.

The amount of participation in the South, measured in terms of the percentage of respondents who reported being engaged in a specified leisure activity during the previous twelve months, averages 64 percent for the twenty-three nonarts-related activities and 24 percent for the twenty-two arts-related activities. Respondents were also asked to report either the average hours per week or the number of times per year (as appropriate) that they engaged in a specified activity. The results are generally consistent with those related to the rates of participation. The average hours-per-week of participation in the eighteen nonarts activities come to 4.45, as compared with only 1.18 hours per week for the six arts-related activities for which this measure is appropriate. The same difference is found among the activities for which average times per year is the appropriate measure

of intensity: 4.8 times per year, on average, for the five nonarts-related activities as compared with only 1.5 times per year for the sixteen arts-related activities. In summary, involvement in arts-related activities in the South is less common and less intense than is participation in nonarts-related activities.

Arts-related activities commonly make greater demands upon their participants than do many of the nonarts-related activities. For example, only six of the twenty-two arts-related activities can commonly be engaged in at home; the bulk of them involve a trip to a concert or lecture hall, theater, or museum. In contrast, eight of the twenty-three nonarts-related activities can easily be engaged in on a daily basis, either at home or in one's immediate surroundings (watching TV programs, reading, listening to the radio, and sewing).

Involvement in arts-related activities also appears to be less frequent on average. Two illustrations will clarify: Persons who attend choral concerts do so, on average, just over three times per year. In contrast, those who attend sports events do so about five times per year. Similarly, persons who visit exhibits of painting, graphic arts, photography, crafts, or sculpture do so an average of 3.4 times per year, compared with the average of 6.6 times per year for persons who attend movies.

The search for prerequisite activities from which participation in other activities might be predicted met with little success. Of the 990 possible pairs of the 45 specific activities, only 17 pairs were found to indicate probable cause-and-effect sequences, but even among these the direction of causation is problematic. The most revealing of these linkages is between church activity and a variety of less common activities that appear to stem from active church membership. These include going to the opera, attending symphony or choral concerts, singing in a choir, participating in folk dancing or art classes, and involvement in clubs, fraternities, or volunteer work. In all of these linkages, at least four of every five persons who are engaged in the less common activity (going to the opera, etc.) are also involved in the more common one--church membership. Two additional common activities are also associated with certain less common activities. Watching and listening to classical music on TV is strongly associated with acting and with attendance at operas and symphony concerts. Similarly, engaging in the more common activity of visiting crafts exhibits is strongly associated with the less common

activities of acting and taking art classes. However, these few associations do not support the notion that participation in particular activities necessarily presages participation in others. The more significant finding that emerges from this analysis is that the bulk of leisure activities, including those that are clearly arts-related, are engaged in independently, reflecting combinations of interest and opportunity that are unique to each individual.

Nearly half (47.4 percent) of the respondents can be classified in the "undirected" cluster of participation. This finding provides strong confirmation that the vast majority of leisure activities can be pursued with evident satisfaction by individuals who do not adhere closely to any particular sequence of requisites or consequences. The freedom to choose daily leisure activities more or less at random may be one of the more psychologically significant features of the structure of participation. This kind of freedom stands in marked contrast to the rigid sequences of requisite training or experience that characterize scholastic advancement or typical career paths in the world of work. To the degree that leisure activities permit spontaneity and casual exploration without requiring strong commitments, they provide an important release from the constraints and frustrations associated with the demands of formal education and work-related pursuits.

#### Correlates of leisure participation

The next step in the survey was to analyze the background characteristics of the survey respondents in these clusters in order to determine what kinds of people tended to be particularly involved in specific kinds of leisure activity. The characteristics identified for this purpose are: sex, age, race, number of children, community size, religion, education, income, and occupation. The researchers were able to examine the associations between primary involvement in each cluster of leisure activity and specific socioeconomic or demographic characteristics of the participants. In addition, they were able to consider the correlates with existing demand for particular leisure activities and with perceived barriers to participation in such activities.

Sex. The most significant finding about the difference between the sexes is that men are far more likely than women to pursue a wide "undirected" range of leisure activities, not reflecting any identifiable or coherent structure of interests.

In addition, men are far more likely than women to be involved in active sports or in active music or performing arts. Women, on the other hand, are more likely than men to be primarily involved in active individual and family pursuits or in the visual arts. On the whole, women in the South appear to be somewhat more constrained than men in the range of leisure pursuits in which they are either interested or able to engage.

Age. Only two of the ten clusters of participation display a strong linear trend with advancing age: television viewing and active sports. The former activity increases steadily in popularity with the advancing age of the respondents, while the latter decreases rapidly. Involvement in the "active individual and family" cluster also declines steadily with advancing age, but only up to the age group 65 and over; in that group, the rate of participation in such activities rises sharply. For the most part, these findings are not surprising, given the physical demands of active sports and the obvious appeal of more sedentary activities as people grow older. The decline (up to age 65) in participation in active individual and family pursuits is more puzzling. It may reflect a gradual loss of interest in specific hobbies that were pursued in one's youth, or lack of time and energy due to the pressure of other commitments. In addition, it may reflect a tendency to pursue activities away from home, insofar as such activities are often more affordable as persons advance into the prime working ages.

Children. As might be expected, a larger number of children in the home is associated with declining rates of participation in a variety of away-from-home leisure activities, particularly attendance at arts performances of all kinds. The problem of cost alone could be an important factor here. In addition, there appears to be a marked difference between smaller families (with one or two children) and larger ones with respect to more common leisure pursuits. Larger families place a strong emphasis on active individual and family pursuits, television viewing, and other home entertainment. But this pattern of association is not uniform; families with two children, for example, are less likely to focus their leisure activities on home media and on family and friends than are families with no children or with a single child.

Race. With respect to leisure activities, the principal differences between blacks and whites may be a function of different age distributions or different socioeconomic status distributions; race per se



Table 3

## Survey respondents classified by principal participation clusters

Participation cluster	1	2	3	4	5	6
Average rate of participation	47.4%	1.7%	1.6%	12.5%	1.9%	3.6%
<b>Sex</b>						
Male	54.4	1.2	2.2	12.2	2.3	5.6
Female	40.4	2.2	0.9	12.8	1.5	1.7
<b>Age group</b>						
18-29 years	36.5	1.4	2.2	5.8	2.6	7.6
30-39 years	47.0	2.4	1.8	13.0	0.8	2.7
40-49 years	55.1	1.5	1.2	13.6	2.6	1.3
50-64 years	57.8	0.5	0.1	19.3	0.7	0.9
65 and over	45.5	3.7	0.7	16.4	2.7	0.4
<b>Number of children</b>						
None	46.2	2.6	2.6	12.5	2.7	4.2
One	42.6	1.5	0.1	13.8	1.0	4.5
Two	52.3	2.2	1.0	7.6	1.3	2.2
Three or more	40.1	0.9	0.2	15.7	2.8	3.2
<b>Race</b>						
Black	40.2	1.5	0.4	20.9	4.5	5.5
White	48.1	1.8	1.7	11.6	1.6	2.8
Other	35.1	0.8	0.5	6.5	0.0	9.9
<b>Community size</b>						
500,000 or more	41.4	3.7	3.7	13.0	2.6	5.0
100,000 - 499,999	46.1	2.2	1.0	10.1	0.2	3.7
10,000 - 99,999	45.1	1.8	1.2	14.4	1.5	3.7
2,500 - 9,999	51.1	0.3	0.0	12.3	2.8	1.4
Rural	51.2	0.5	0.6	13.0	2.7	2.3
<b>Religion</b>						
Catholic	41.4	2.1	0.4	12.2	2.9	4.1
Protestant	47.8	1.3	1.6	13.8	1.8	2.5
Other	32.3	16.5	1.8	4.4	1.1	15.8
None	55.3	0.4	0.0	0.6	0.0	2.9
<b>Education</b>						
Less than 8 years	52.9	0.2	2.2	9.0	6.1	0.0
8-11 years	42.6	0.6	0.0	20.4	4.2	1.5
High school graduate	45.3	0.4	1.4	12.9	1.9	3.9
College: 1-3 years	47.6	1.3	2.4	11.6	1.0	4.8
College graduate	44.4	9.4	2.8	8.3	0.5	2.4
Some graduate school	56.6	4.0	1.2	7.3	0.0	4.2
Ph.D. degree	72.8	6.1	0.0	0.0	0.0	6.6
<b>Income</b>						
\$5,000 or less	33.4	1.4	2.1	17.0	4.2	1.8
\$5,001 - \$8,000	42.8	0.4	1.2	14.1	1.0	2.4
\$8,001 - \$10,000	35.8	1.6	0.0	13.7	0.0	2.3
\$10,001 - \$12,000	46.5	0.8	1.3	10.5	5.5	2.9
\$12,001 - \$15,000	46.0	0.7	2.7	7.7	1.1	4.4
\$15,001 - \$20,000	51.0	1.8	0.7	14.9	0.8	2.7
\$20,001 - \$30,000	55.0	1.8	1.1	10.9	1.5	5.0
Over \$30,000	54.4	5.9	3.2	10.8	1.3	4.3
<b>Occupation</b>						
Professional	54.3	3.1	3.3	9.2	0.0	4.7
Sales and clerical	50.7	1.1	0.0	10.5	0.2	2.2
Blue collar	46.3	0.0	0.6	15.2	5.0	3.9
Farming	73.9	0.0	0.0	9.9	0.0	0.0
Service work	43.6	3.9	3.4	14.5	0.0	4.9
Housewives	37.9	1.8	0.9	12.3	1.0	2.0
Retired	42.6	1.0	0.0	28.3	2.3	0.0
Students	44.3	3.2	2.3	3.3	3.7	6.1

7	8	9	10
4.2%	5.5%	6.5%	17.0%
2.4	1.5	6.6	8.8
6.0	1.9	6.4	11.7
3.5	5.8	7.8	25.1
3.3	7.4	6.6	19.8
4.6	7.5	6.3	12.4
6.1	8.8	4.7	8.8
4.7	8.1	6.5	18.1
4.0	8.8	6.2	18.8
3.0	7.7	5.2	11.8
3.5	8.4	7.7	18.7
3.3	7.9	5.7	11.8
0.8	4.5	7.2	14.4
4.6	1.7	6.1	17.0
10.4	8.8	12.3	24.0
5.1	3.0	6.0	18.5
6.2	6.7	5.5	19.2
5.5	5.1	5.1	18.5
1.8	1.7	10.3	18.9
2.6	1.9	6.0	19.1
5.3	3.5	4.9	23.2
4.2	3.4	6.3	17.3
3.2	8.0	2.4	14.4
4.7	7.8	14.9	13.3
2.2	0.0	3.4	24.0
2.0	3.0	6.4	19.4
3.1	4.5	7.8	18.9
4.9	3.7	4.2	18.5
10.6	0.7	7.3	13.7
5.6	1.8	7.6	11.6
7.2	0.0	7.3	0.0
1.4	2.9	7.1	28.7
4.1	6.9	6.8	20.2
8.3	5.0	6.1	27.2
5.0	2.8	7.4	17.2
3.4	2.9	9.0	22.0
4.0	3.0	7.7	13.3
5.3	3.3	3.2	12.8
6.7	1.4	5.0	7.0
4.7	2.4	7.9	10.3
6.4	3.8	5.1	15.9
1.1	5.6	8.1	13.1
0.0	0.0	5.8	10.4
1.1	7.4	6.9	14.3
6.6	2.9	4.5	31.3
4.0	0.9	3.1	17.8
4.9	7.3	9.8	15.0

Table 3 provides two kinds of information.

By reading across the columns, the distribution of each of the 46 population characteristics among the 10 participation clusters can be examined and compared. Percents in the horizontal rows should total 100% if they do not it is because of rounding.

If the columns are read vertically, the rates of participation of the 46 population characteristics within each of the 10 participation clusters can be compared. The average rate at the top of each column is the average participation for the two sexes. Percents in the vertical columns should not be added because the population group sizes differ substantially.

The 10 participation clusters were developed through factor analysis, a statistical technique used to group individuals with similar types of activities. A detailed description of the factor analyses can be found in the two research reports upon which this report is based.

may not account for many of the differences that are observed. The differences that do emerge are of considerable interest. To begin with, the leisure activities of blacks are far more likely to be concentrated on television viewing, other home media, and active sports than are those of whites. Whites, on the other hand, are far more likely than blacks to participate in the visual arts or in active music and performing arts. The two major racial groups do not differ significantly from one another with respect to the other clusters of participation, though whites are somewhat more likely to engage in a wide "undirected" variety of pursuits and are somewhat less active in the areas of family and friends or folk activities.

Other racial groups display significant differences from both the white and the black groups. Their participation in leisure activities is heavily concentrated in three clusters: active sports, visual arts, and folk activities. Other groups are also more likely than either whites or blacks to engage in individual and family activities, and less likely to attend arts performances, watch TV, or use other home media as primary leisure pursuits.

Community. The principal factor associated with size of community is convenience of access to particular kinds of leisure activities, especially those that require elaborate facilities. Not surprisingly, attendance at performing arts, active participation in the performing and visual arts, and active sports all decline uniformly with declining size of the community. The major exception to this pattern is folk activities, in which participation rates are especially high in small towns. Participation in the "undirected" cluster, in television viewing, in other home media, or in active individual and family pursuits does not display any clear-cut relationship to community size, despite the obvious limitations of access to "big city" events that are characteristic of smaller communities and rural areas.

Religion. Adherents to different religions display few differences with respect to participation in leisure activities. Protestants are somewhat more likely than Catholics to belong to the "undirected" participation cluster and to engage in folk activities or music and other performing arts. But Catholics are somewhat more likely to attend the performing or visual arts, engage in active sports, or pursue active individual and family hobbies or other interests. The differences are generally small, however, and most of them may be accounted for by differences between the major religious groups with respect to such characteris-

tics as their occupational distribution or their relative concentration in communities of different size.

Education. The effects of formal education on patterns of leisure activity are also confounded by the associations that exist between education and occupation, income, or even age and size of community of residence. Nevertheless, a few of the observed differences among persons with varying amounts of formal education are noteworthy. Foremost is the heavy concentration of college-educated participants in the performing and visual arts. Equally apparent is the declining interest in television viewing as the level of formal education rises. Perhaps more surprising is the fact that participation in active sports and in folk activities is as strong among the highly educated (those with post-graduate college education) as among high school graduates. Active participation in individual and family pursuits, listening to the radio, and playing records are highest among the less educated and decline as the level of schooling rises. In general, however, participation rates tend to rise with increased education, and the general levels of participation are especially high among the college-educated. Education appears to be a powerful stimulus to participation in active, away-from-home activities.

Income. Money explains few if any of the differences in patterns of leisure activity in the South. Not one of the ten participation clusters is strongly and uniformly related to the level of income, although a few associations are apparent. For example, persons at the upper end of the income range (incomes over \$30,000) are far more likely than poorer persons to attend performing arts events and far less likely to focus their leisure activities on individual and family pursuits. At the opposite end of the income scale, the poorest individuals are far more likely to focus their leisure activities around television viewing and the active individual and family cluster. But in all these cases, levels of participation among persons with intermediate incomes display considerable variation. This finding is important in a negative sense: except perhaps at the extremes of poverty and wealth, income differences do not account for prevalent differences in patterns of leisure activity in the South.

Occupation. Farmers display the most distinctive pattern of leisure activity; their participation is heavily concentrated in the "undirected" cluster, with secondary concentration in television viewing and in the "active individual and family" cluster. Retired persons are

twice as likely as any other occupation group to focus their leisure activities on TV watching. The leisure activities of housewives are not as narrowly concentrated as those of farmers and the retired, but they do manifest a heavy concentration in the area of individual and family pursuits. Perhaps the most encouraging finding is the impressive range of leisure pursuits among students: among the nine occupation groups identified in the survey, students rank lowest in television viewing and highest in active sports and folk activities, as well as ranking among the top three groups with respect to their proportions in five of the remaining seven clusters of participation.

#### Patterns of participation in leisure activities

Representations of the outstanding features of the ten clusters of current participation in leisure activities in the South are provided in Figures I-X. The data for these figures will be found in Table 3.

In order to interpret the figures, the following should be kept in mind. First, the white (negative) and black (positive) bullets to the left and right of the vertical center line represent deviations from the average rate of participation for men and women in the survey. That average rate of participation (in percent) is shown at the top of the bold vertical line. The horizontal line at the bottom of the chart shows the scale (in percent) for measuring the deviations in either direction. White bullets represent population characteristics associated with proportionally lower-than-average membership in the specified cluster of participation. Black bullets represent population characteristics associated with proportionally above-average cluster membership. For example, in Figure I, for both sexes, the average rate of "undirected" participation was 47.4 percent. The two black bullets farthest to the right indicate that two population groups (holders of Ph.D. degrees and farmers!) are much more likely to emphasize a variety of activities in their leisure time than the average for all men and women in the survey. As shown by the distance of these bullets from the vertical center line, the undirected participation rate of Ph.D. holders is about 25 percentage points higher than the average, or about 72 percent. In the opposite direction, the "undirected" rate for persons of "other" religion (i.e., other than Protestant or Catholic) was about 15 percentage points below the average, or about 32 percent.

The ten figures display only the rates for those population characteristics that are associated with relatively very low or very high participation. As shown in Table 2, the disaggregations that were possible in the survey data provide separate information for a total of 46 population groups or characteristics. Therefore, about 34 such groups are not represented on any of Figure I to X. The values for those characteristics fall somewhere between the extremes that are shown and are generally quite close to the average for both sexes.

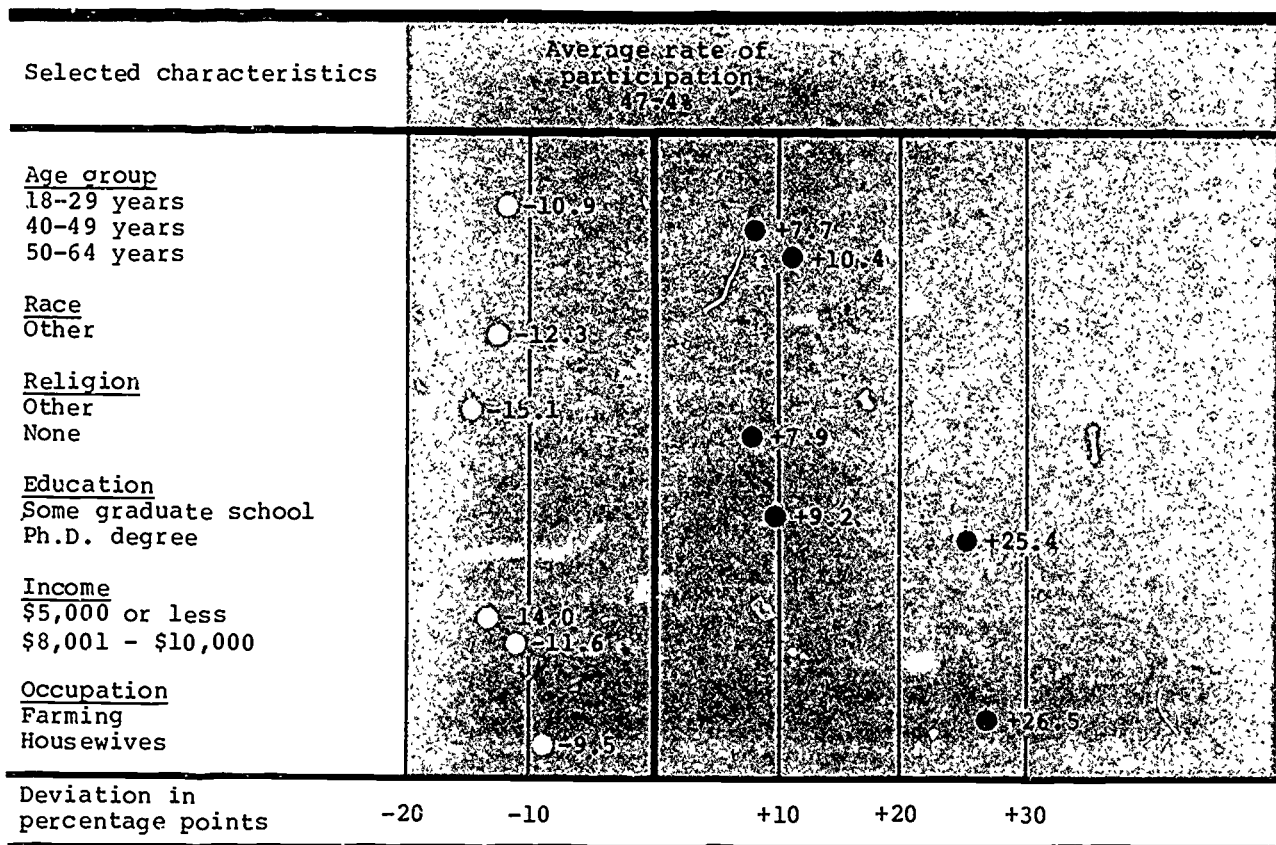


As already noted, the most salient features of Figure I are the exceptionally high rates of undirected participation in leisure activities found in two quite different population groups: holders of Ph.D. degrees and farmers. It is tempting to speculate that the former group enjoys both the tastes and the resources to sustain a highly diversified range of leisure activities, while the latter group is severely limited in both its access to many kinds of leisure activity and in the amount of leisure time available. If this is true, these two population groups probably experience quite different patterns of leisure activity, despite the fact that they both fall under the "undirected" cluster. (Major demographic variables with no outstanding deviation from the cluster average are sex, number of children, and community size; data for these and all other characteristics are shown on Table 3.)

Figure I is explained below; Figures II to X may be interpreted in the same way.

For participation cluster 1, the average rate of participation for all categories of respondents is 47.4%. Figure 1 lists the characteristics whose participation rates deviate most sharply from the overall average and plots that deviation. Persons aged 18 to 29 years, for example, deviate from the average participation rate by -10.9%; this means their actual rate is 36.5%. For actual participation rates of all other characteristics, Table 3 should be consulted.

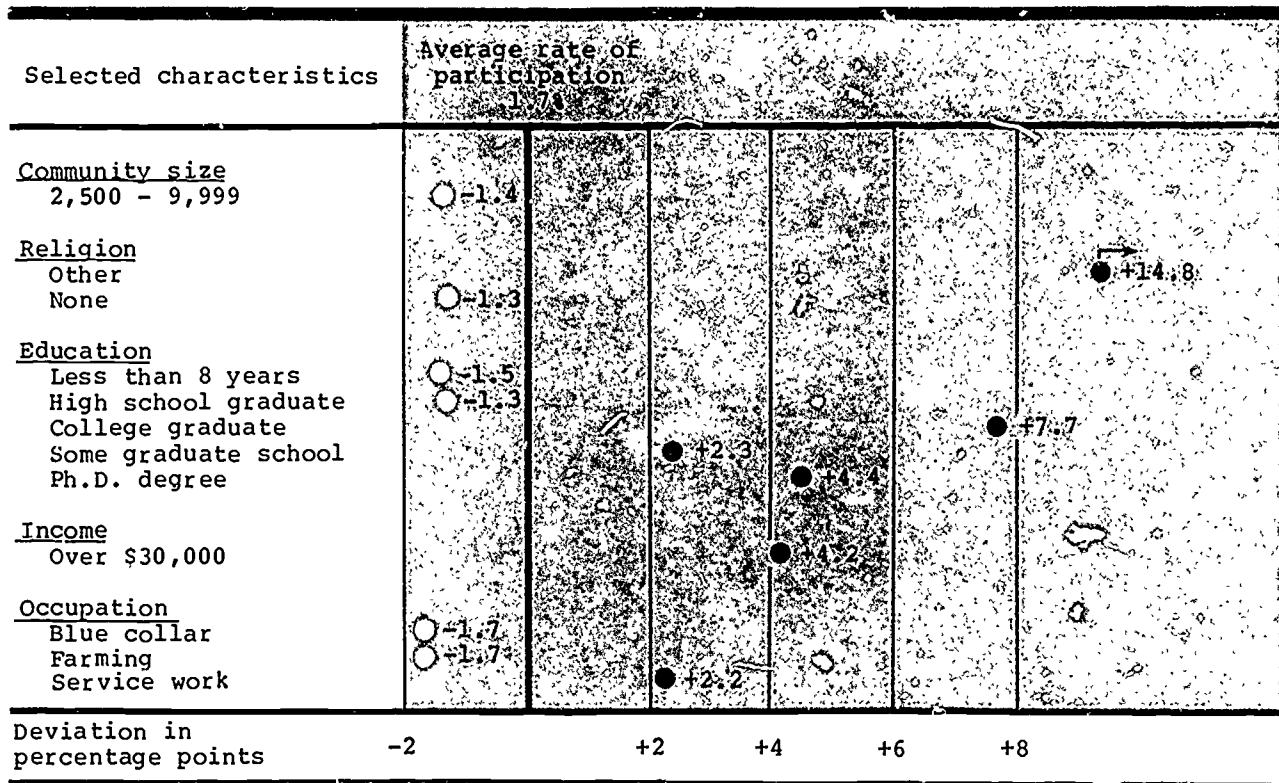
Figure I Participation cluster 1, undirected participation



As shown in Figure II, the two population groups that are especially active in attending the performing arts are persons of "other" religion (i.e., other than Protestant or Catholic) and college graduates. Persons with Ph.D. degrees and those with high incomes are also far more likely to attend performing arts than are the general public. The range of proportions of membership is unusually large in this cluster: the average participation rate for men and women was only 1.7 percent, but among persons of "other" religion and college graduates, it was 16.5 percent and 9.3 percent respectively.

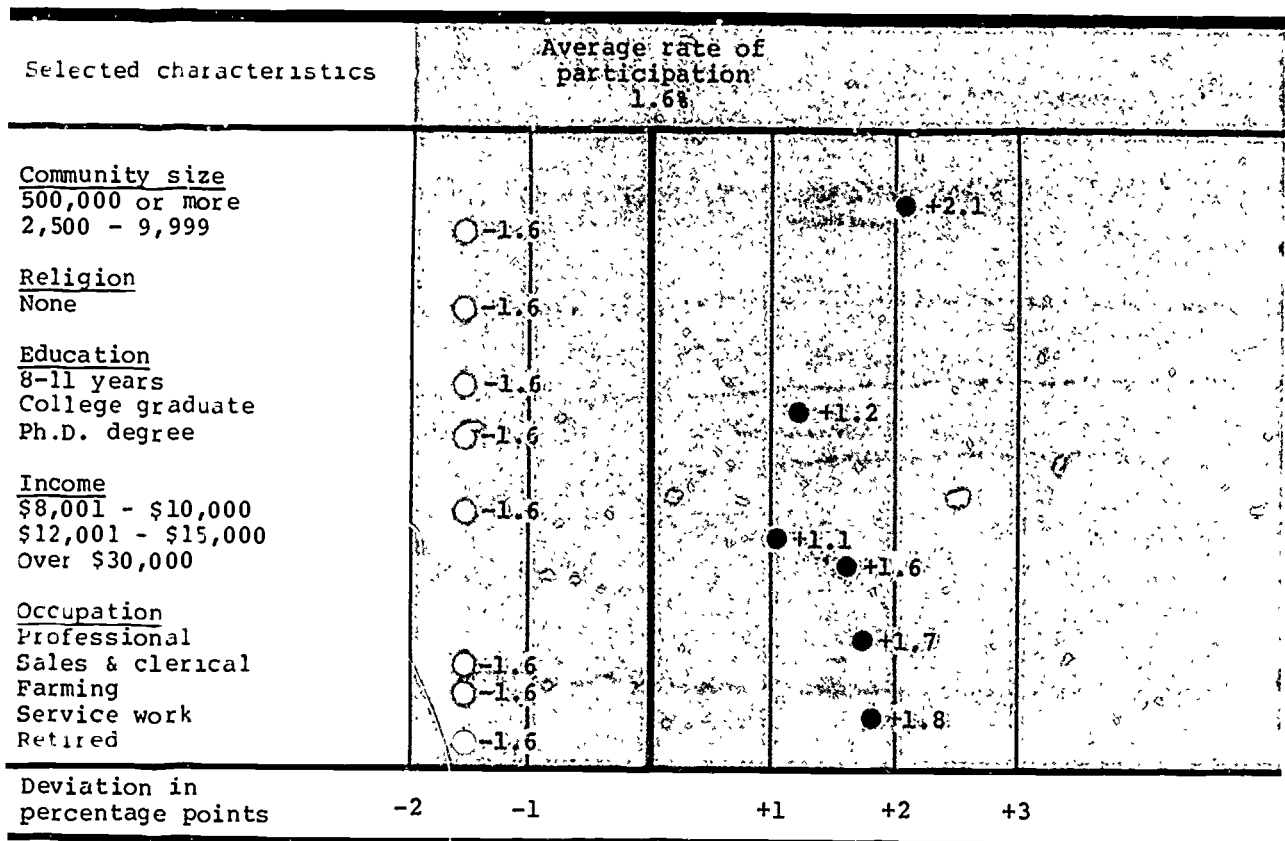
(Major demographic variables with no outstanding deviation from the cluster average are sex, age group, number of children, and race; data for these and all other characteristics are shown on Table 3.)

Figure II Participation cluster 2, performing arts attendance



The most interesting feature of the cluster of active participation in music and the performing arts (Figure III) is the number and variety of population groups who report no such participation. Each of the eight groups represented by bullets on the left in Figure III reports no participation in these activities. Community size appears to be the most important factor in prompting participation: residents of communities of 500,000 population or more have participation rates over twice the rate for the entire sample. This finding further suggests that the facilities and resources for such activity are not generally available except in larger cities. (Major demographic variables with no outstanding deviation from the cluster average are sex, age group, number of children, and race; data for these and all other characteristics are shown on Table 3.)

Figure III Participation cluster 3, active music and performing arts



The pattern of participation in conventional television viewing reflected in Figure IV is especially noteworthy because the extremely high and low rates reveal a good deal about both the viewers and the programs offered. The highest viewing rates are reported among blacks, persons with eight to eleven years of schooling, and retired persons. In contrast, the lowest rates are reported among persons of "no" religion, holders of Ph.D. degrees, and students. The fact that the average participation rate for men and women in TV viewing was 12.5 percent (second only to undirected activities and individual and family activities) indicates the great importance of television in absorbing the leisure time of southerners. (Major demographic variables with no outstanding deviation from the cluster average are sex, number of children, and community size; data for these and all other characteristics are shown on Table 3.)

Figure IV Participation cluster 4, television viewing

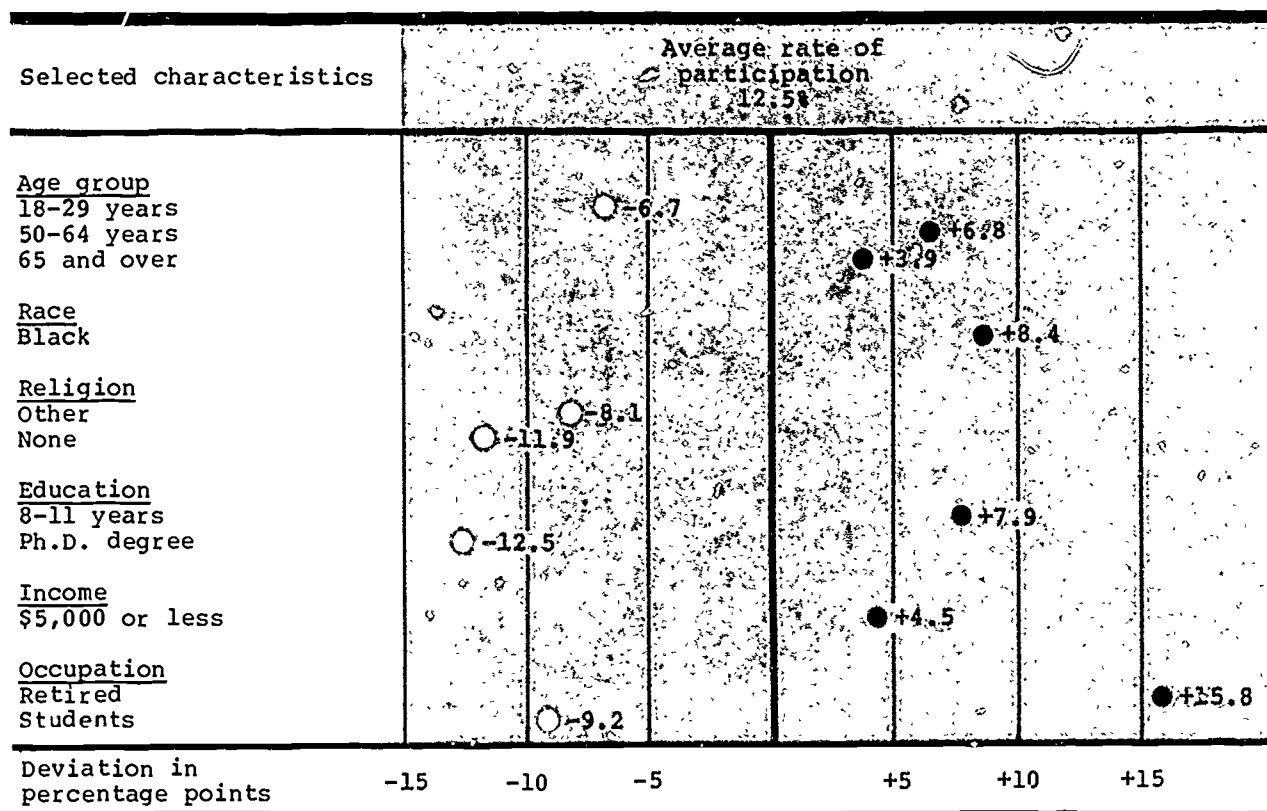
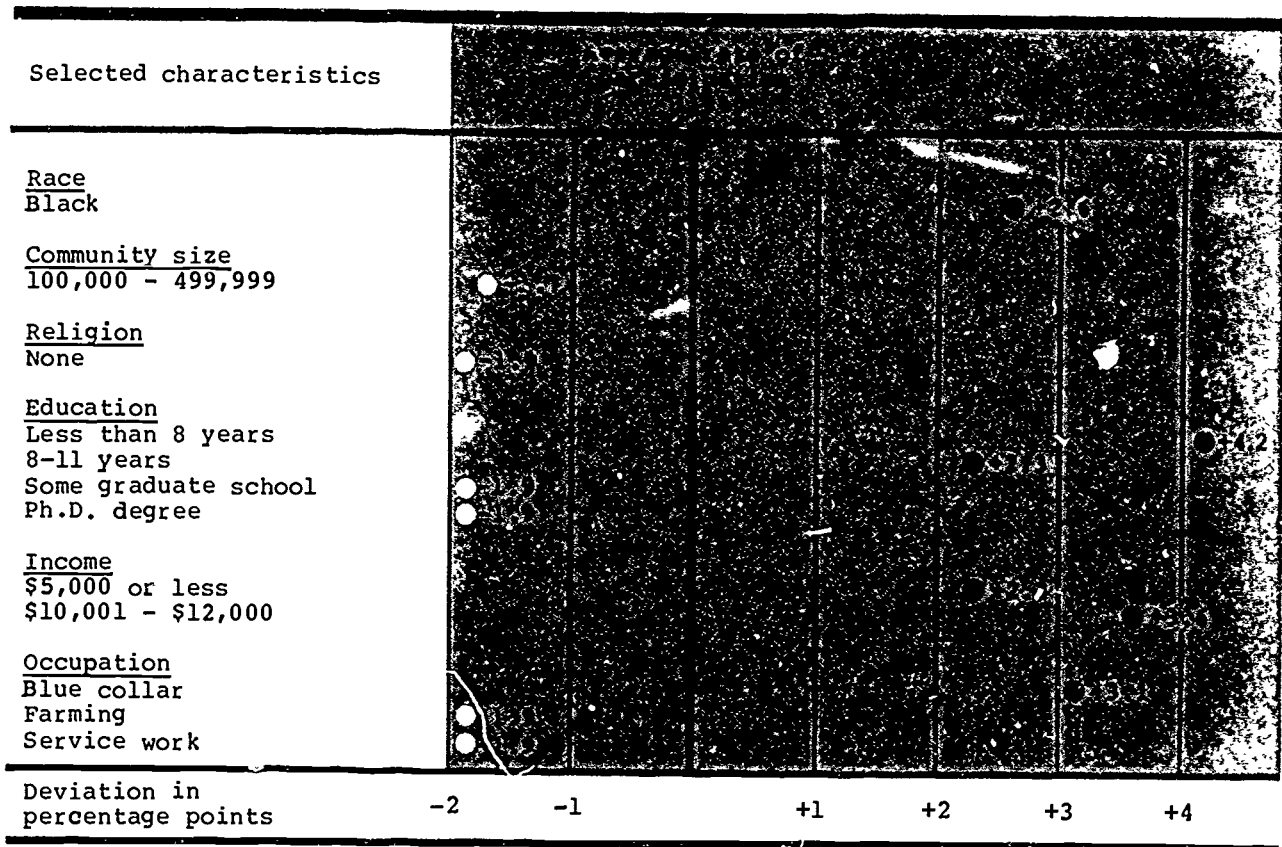




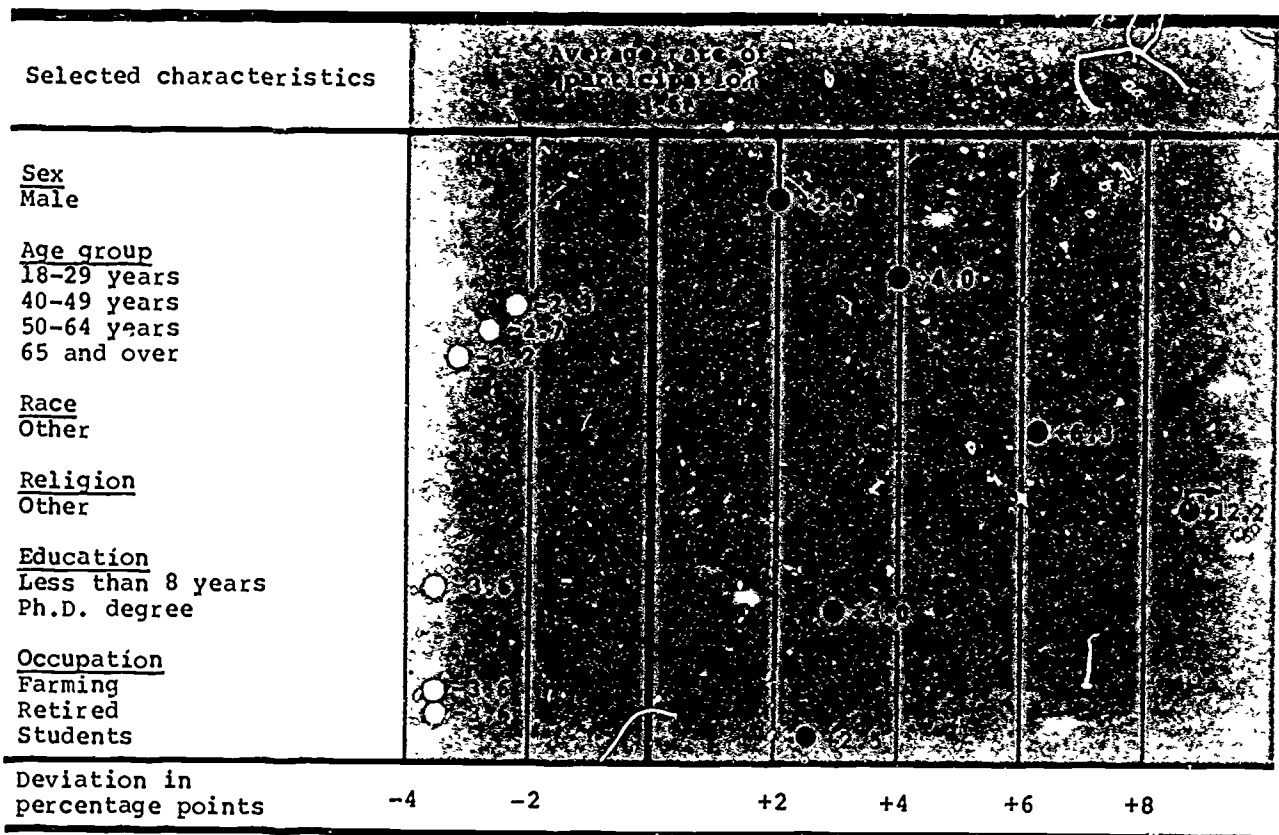
Figure V reveals that several population groups are quite inactive in listening to music, plays, or poetry on records, radio, or TV. However, persons of limited education, moderate income, and blue-collar employment display much higher participation rates in this form of passive leisure activity than the average for all men and women in the sample. (Major demographic variables with no outstanding deviation from the cluster average are sex, age group, and number of children; data for these and all other characteristics are shown on Table 3.)

**Figure V** Participation cluster 5, music, plays, and poetry on radio, records, and TV



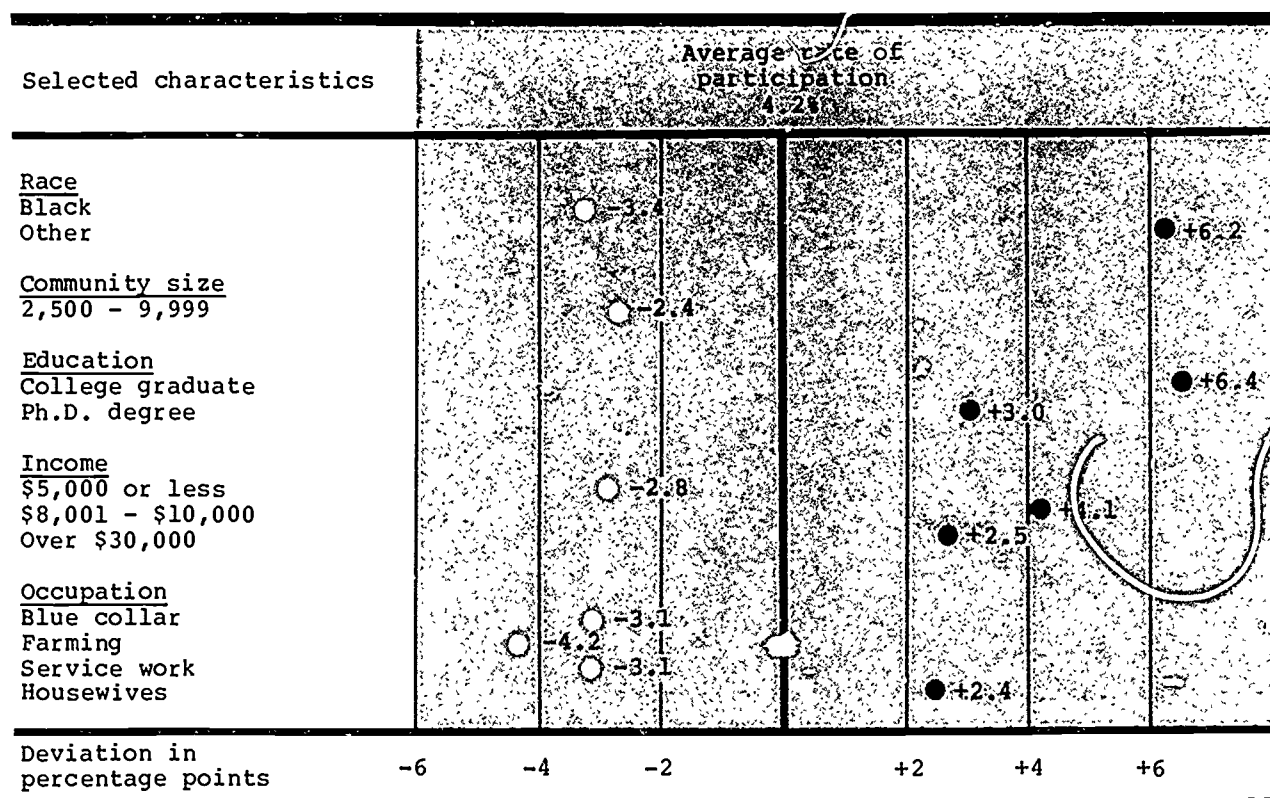
The patterns of participation in active sports offer few surprises. Figure VI shows that males, young persons (including students), and persons of "other" race or religion (i.e., other than whites or blacks and other than Protestants and Catholics) are more likely to participate in active sports than the rest of the survey sample. At the other extreme, older persons, persons with minimal amounts of formal schooling, farmers, and retired persons do not participate significantly in this cluster of activities. (Major demographic variables with no outstanding deviation from the cluster average are number of children, community size, and income; data for these and all other characteristics are shown on Table 3.)

Figure VI Participation cluster 6, active sports



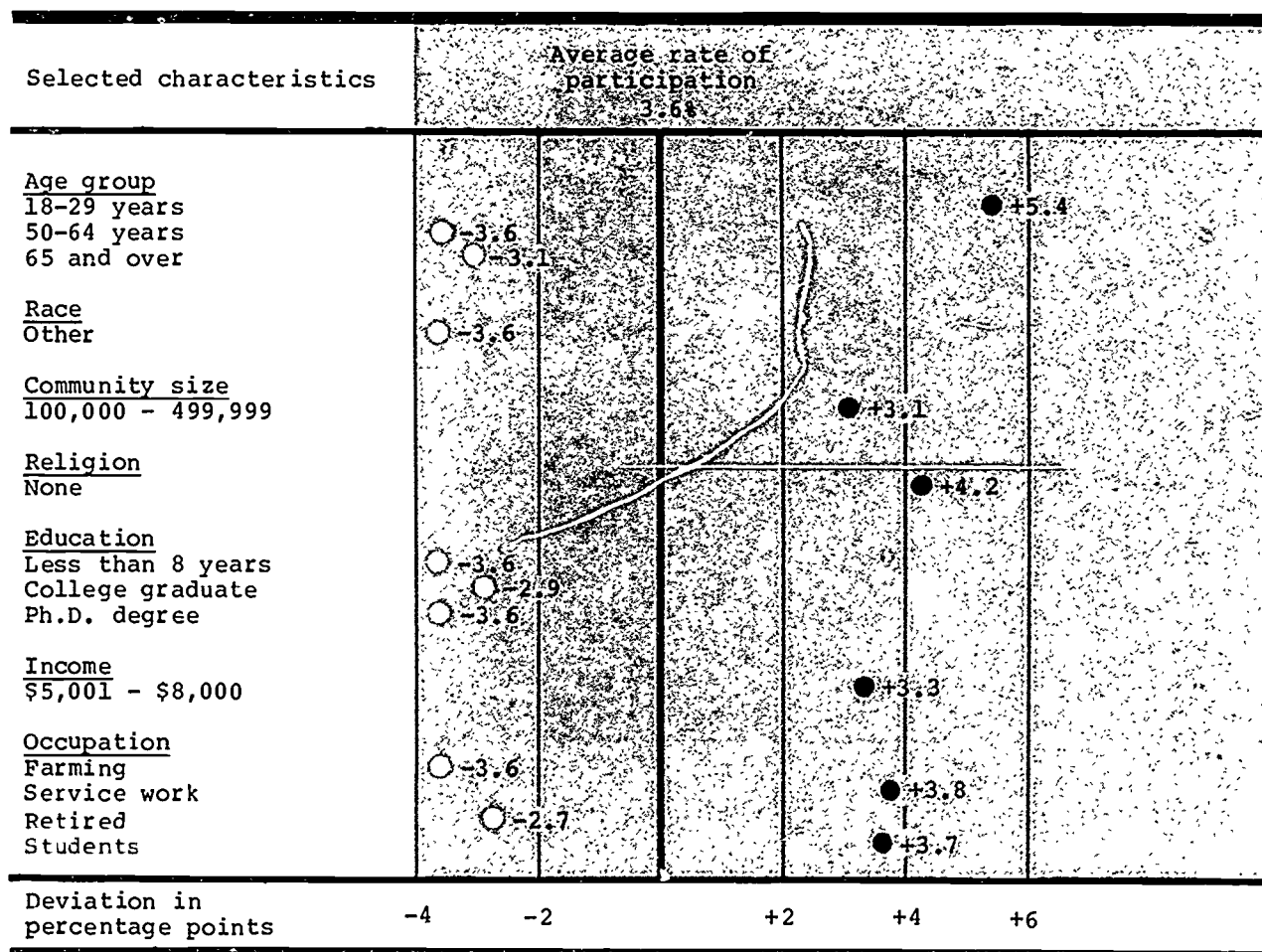
The visual arts cluster of involvement is especially pronounced among persons of "other" race (i.e., other than white or black) and among college graduates (Figure VII). It is more rare among blacks and among workers in three major occupation groups: blue-collar workers, farmers, and service workers. Education beyond high school would appear to be an important precursor for sustained interest in the visual arts in later life. (Major demographic variables with no outstanding deviation from the cluster average are sex, age group, number of children, and religion; data for these and all other characteristics are shown on Table 3.)

Figure VII Participation cluster 7, visual arts exhibit and class attendance



The patterns for the home media, family, and friends" participation cluster are like those for "undirected participation" in that they suggest that a highly diversified range of activities falls into this grouping. As shown in Figure VIII, the highest membership in this cluster is among young adults, among those professing "no" religion, and among service workers and students. The low extremes in participation, on the other hand, are found among an equally varied number of population groupings, including persons age 50 and over, persons of "other" race, persons with minimal amounts of schooling, holders of Ph.D. degrees, farmers, and retired persons. (Major demographic variables with no outstanding deviation from the cluster average are sex and number of children; data for these and all other characteristics are shown on Table 3.)

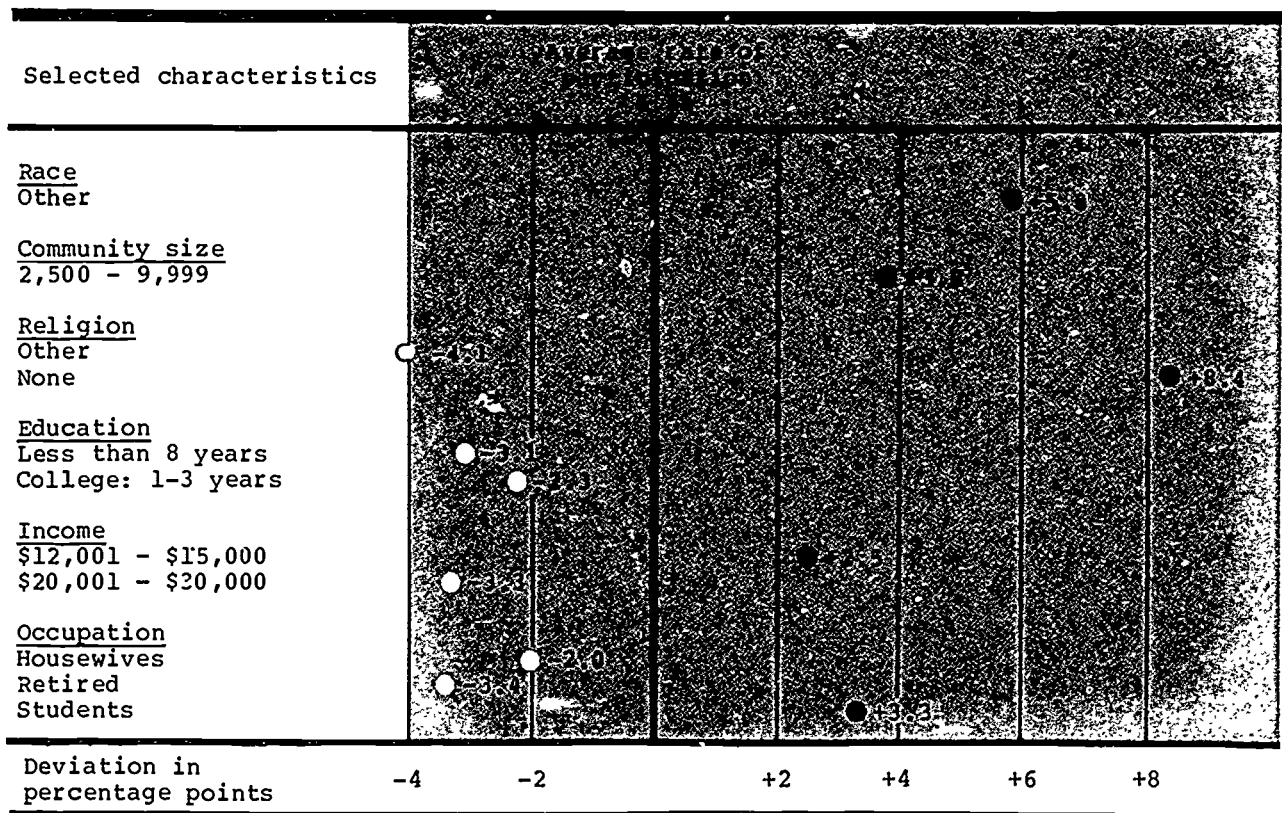
Figure VIII Participation cluster 8, home media, family, and friends





Participation in folk activities (Figure IX) is more readily summarized: the highest rates by far are reported by persons of "no" religion and by persons of "other" race. Students, persons of moderate incomes, and residents of small communities (under 10,000 population) also have much higher membership in this cluster of participation than the 6.5% average for all men and women in the sample. At the opposite extreme, the lowest participation occurs among persons with minimal amounts of formal education, those with higher incomes (in the \$20,000 to \$30,000 range) and retired persons. (Major demographic variables with no outstanding deviation from the cluster average are sex, age group, and number of children; data for these and all other characteristics are shown on Table 3.)

Figure IX Participation cluster 9, folk music/performance/arts and crafts activities

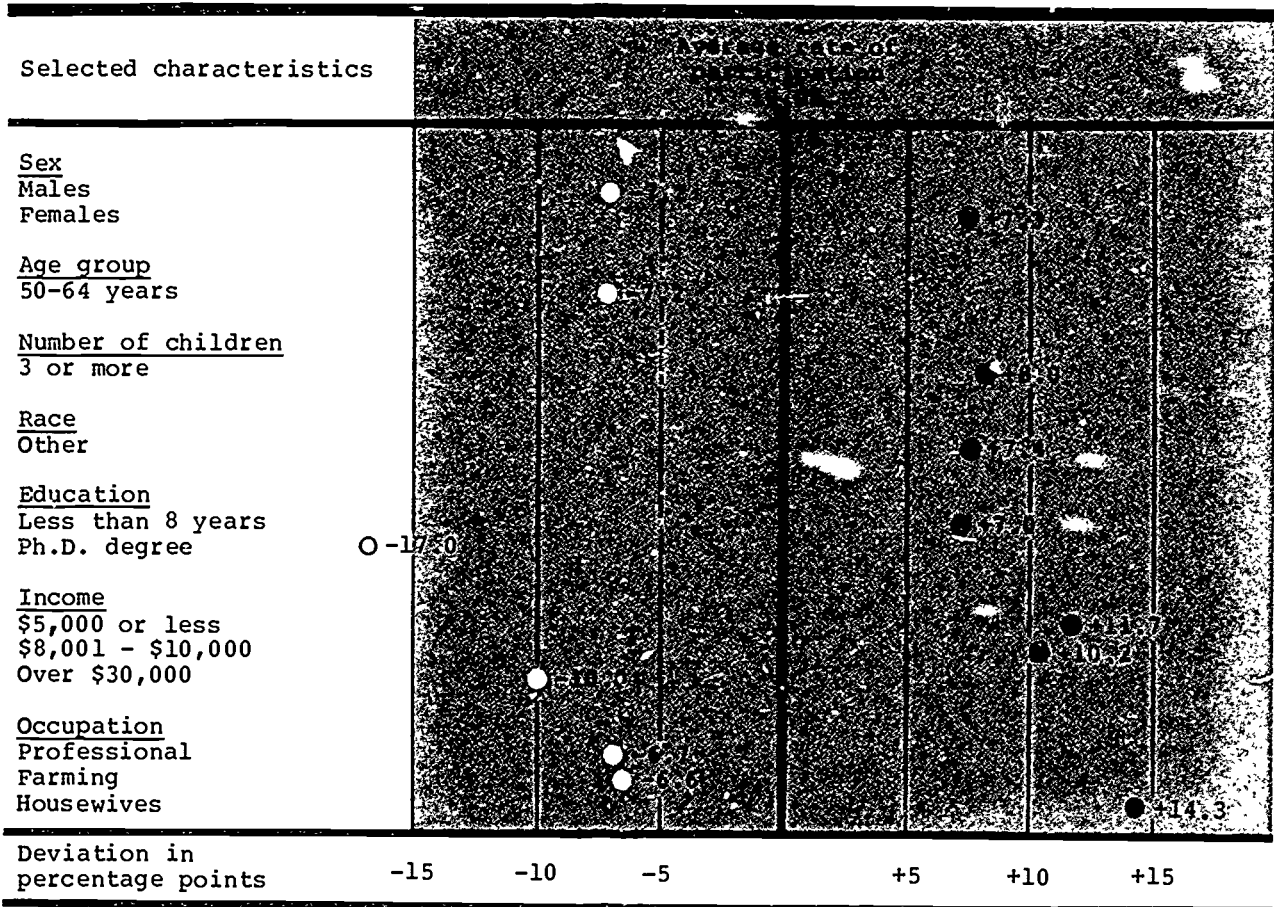


The tenth cluster of participation, "individual and family activities," is one of two clusters in which the two sexes differed significantly enough to be represented individually on the charts. (The other cluster is "active sports".) The fact that the male rate of participation in these activities was about 10 percent, as compared with a participation rate of 24 percent among women, indicates that southern women are far more likely than men to be restricted in their primary leisure activities to those that are concentrated within the home or its immediate environs. As shown in Figure X, housewives are even more likely to be restricted in this way, with participation rates in this cluster of nearly double the average rate for all men and women.

On the other hand, the lowest membership in this cluster was among men, persons 50 to 64 years old, holders of Ph.D. degrees,

and persons with incomes of over \$30,000 per year. Professionals and farmers are also much less likely to focus their leisure activities within this cluster than the average. These findings suggest that members of these groups are not likely to orient their leisure time around individual and family activities. In the case of farmers, however, one can only speculate that since so much of their daily work is family-centered, what little leisure they have is more likely to be spent in other activities. Those who focus their leisure activities in this cluster appear to do so because of economic circumstances (incomes of under \$10,000 per year) or home-care responsibilities (housewives). (The only major demographic variables with no outstanding deviation from the cluster average are community size and religion; data for these and all other characteristics are shown on Table 3.)

**Figure X** Participation cluster 10, active individual and family pursuits



The relationship between work and leisure has been the subject of considerable research and controversy. There has been much concern with the extent to which people's work and leisure may be said to be complementary, contradictory, or merely independent. The evidence needed to determine the nature of these relationships cannot be obtained without a thorough examination of the activities that are carried out not only in leisure time, but in the realm of work. However, the large number of respondents whose patterns of leisure activity are "undirected," together with the fairly widespread distribution of membership in the arts-related clusters among persons in the different occupation groups, suggests that the leisure pursuits of most southerners are less constrained than might have been supposed.

Deeper interpretation of these findings requires more than the available evidence. It is at least arguable however that none of the nine background characteristics examined provides a satisfactory explanation for any particular pattern of leisure activity. In other words, these results are not encouraging for the ability to predict patterns of leisure activity on the basis of background variables. They indicate, on the contrary, that no single-factor explanation, be it income or location or education, suffices to account for the leisure pursuits of most respondents. Finally, the diversity of leisure interests among the young, particularly the students in the South, is a powerful indication that greater participation in all activities can be expected among future adults. As is noted later, prior exposure to or involvement in a given activity is a key factor in motivating continued involvement later in life. The widespread leisure interests of southern students may presage a similar breadth of adult leisure activities in the future.

### Regional differences in participation

This part of the report concerns the NRCA surveys of 1973, 1975, and 1978, which provide data for comparison between persons in the South and persons living in the rest of the United States. As opposed to the 45 activities listed in the HUMRRO survey and the respondent clusters described earlier, the Reed and Marsden study of the NRCA surveys established eight broad groupings of leisure activities. The eight groupings, in turn, reflect the eight possible combinations of three dichotomous dimensions: "active versus passive," "away-from-home versus at-home," and "arts-related versus non-arts-related." A ninth residual group includes a variety of interests or activities that cannot be classified according to these dichotomies because they cross the distinct boundaries that divide them.

The following discussion of the principal findings about regional differences in leisure participation considers these nine groupings in the following order:

Arts-related, active, away-from-home (includes dancing ballet, acting, working in theater, playing in a musical group, choral singing)

Arts-related, active, at-home (includes playing a musical instrument, painting, drawing, sculpture, creative writing, crafts, photography, etc.)

Arts-related, passive, away-from-home (includes attendance at theater, dance, concerts, ballet performances, visits to museums, movies, popular music performances, etc.)

Arts-related, passive, at-home (includes listening to music of all kinds)

Nonarts-related, active, away-from-home (includes outdoor activities, competitive sports, social activities, weekend trips, picnics, volunteer work, etc.)

Nonarts-related, active, at-home (includes gourmet cooking, needlework, gardening, collecting, handicrafts, reading, home repair, etc.)

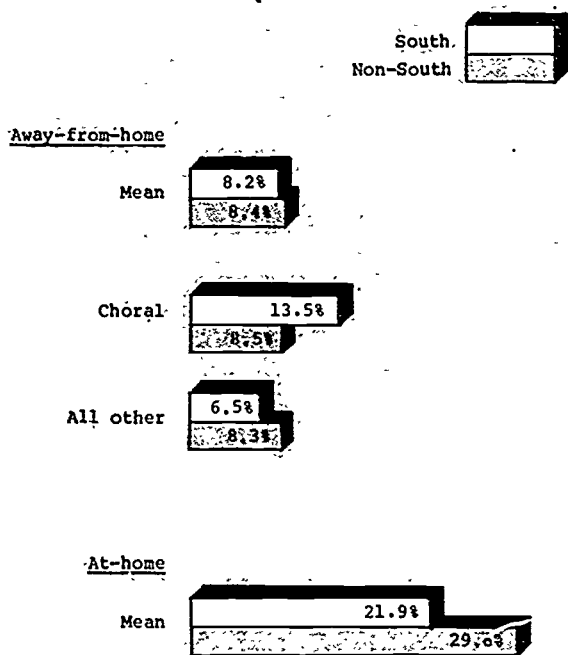
Nonarts-related, passive, away-from-home (includes spectator sports)

Nonarts-related, passive, at-home (includes TV watching, listening to radio, resting)

Other nonarts activities (includes relaxing after work, developing personal skills, keeping in shape, etc.)

Figure XI

Participation in active arts-related activities



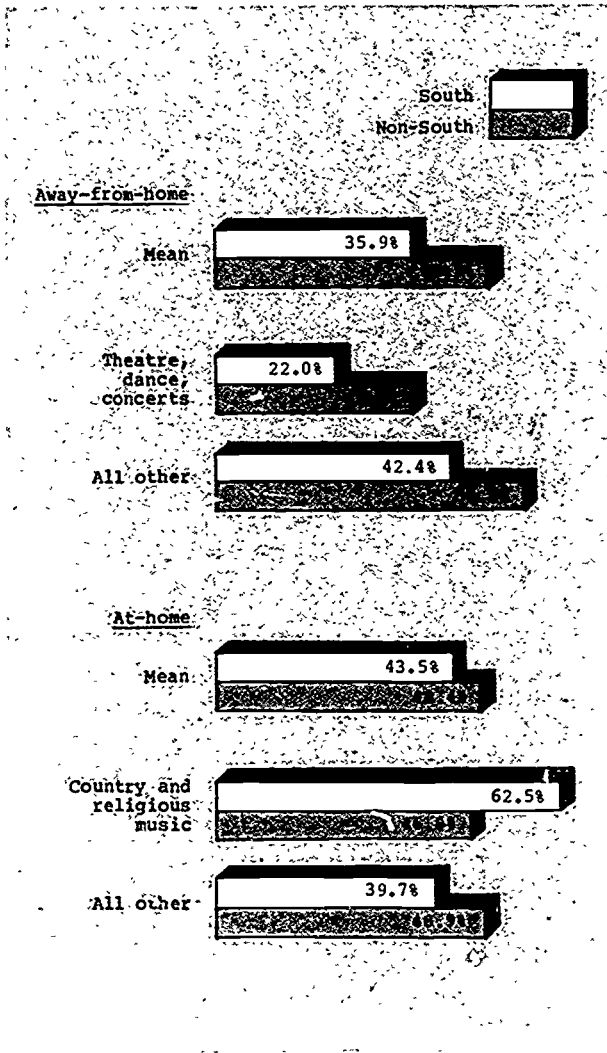
Arts-related, active, away-from-home. An important difference between the South and non-South with respect to these activities is the greater popularity of choral singing in the South (see Figure XI). The higher rates of participation of southerners in choral singing compensates in large part for their lower rates of participation in most of the other activities that fall into this category, with the result that total participation rates in the category are about the same in both regions.

Arts-related, active, at-home. In general southerners are much less active than non-southerners in this broad category of leisure pursuits. Figure XI shows that the 1978 rates of participation outside the South were about one-fourth higher than in the South. Specifically, participation rates in the South were about one-fourth lower for photography and hobbies, nearly one-third lower for various artistic pursuits, and about one-tenth lower for playing a musical instrument. The prevailing view of the importance of prior exposure in establishing a sustained interest suggests the possibility that many southerners may have had less early exposure than non-southerners to such activities. The regional difference in the proportion who play a musical instrument was much smaller in 1978 than in either the 1973 or 1975 surveys. This suggests a possible convergence between the South and the non-South with respect to certain arts-related activities and interests.



Figure XII

Participation in passive arts-related activities

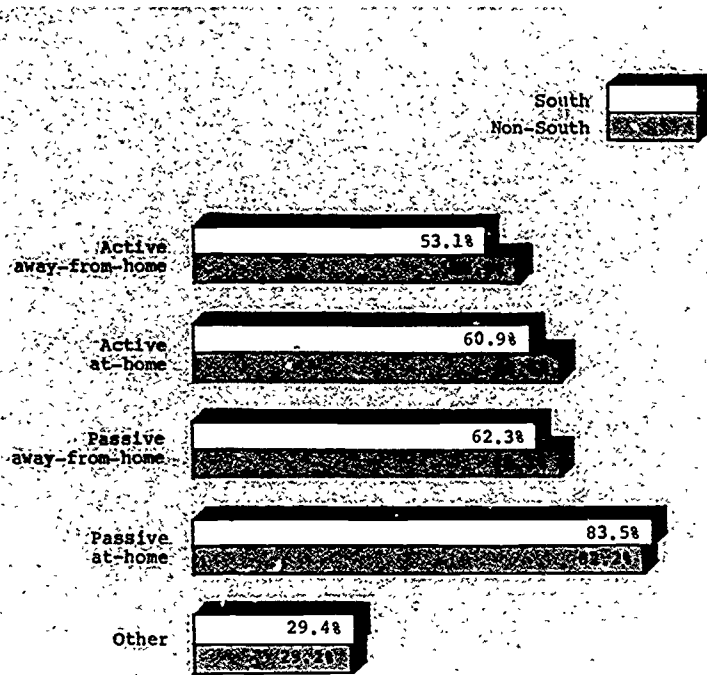


Arts-related, passive, away-from-home. Figure XII shows that the general pattern of lower participation rates among southerners as compared with non-southerners also applies to this category. The differences are substantial: on average, non-southerners are over one-third more active than southerners. Equally significant is the fact that the regional difference in rates of participation is remarkably uniform across a wide range of specific activities, including attendance at musical performances or art shows or visits to art, science, and history museums. There is less difference in the rate of movie attendance; here, non-southerners are about one-sixth more active than southerners.

Arts-related, passive, at-home. Southerners are almost as likely as persons outside the South to listen to various kinds of music at home (radio programs and records), but they are much less likely to listen to classical music or Broadway musicals and much more likely to listen to country-western and religious music. Taking all forms of music together, persons outside the South are only about one-tenth more likely to listen than southerners. But if country-western and religious music are omitted, non-southerners are one-fourth more likely to listen than southerners. These differences indicate the persistence of strong regional tastes and character, at least in the musical area.

Figure XIII

Participation in nonarts activities



Nonarts-related, active, away-from-home. Southerners are only about one-tenth less involved in these pursuits than non-southerners (Figure XIII). This small aggregate difference masks larger differences in the distribution of activities within this broad grouping. For example, southerners are much less likely to be active in competitive sports or nature studies; they are only slightly less active in outdoor activities, social activities, and weekend trips; and they are much more active in church and club activities.

Nonarts-related, active, at-home. Here, regional differences in participation are small in general, but most of these differences indicate lower rates of participation among southerners. With respect to participation rates in such diverse activities as needlework, gourmet cooking, gardening, and general home maintenance, South and non-South are approximately equal. However, southerners are much less likely to be involved in working with collections or in physical exercise.

Nonarts-related, passive, away-from-home. Attendance at spectator sports, the only activity in this category, reveals two interesting trends. First, the rates of participation declined between 1973 and

1978 both in the South and outside the South. Second, the decline was much steeper outside the South, so that the attendance rates outside the South were only slightly higher than in the South by 1978.

Nonarts-related, passive, at-home. No significant clearcut regional differences were found for participation in activities such as television viewing or listening to nonarts broadcasts on the radio. The available data indicate only that "just resting" is somewhat more common among southerners, and listening to the radio is slightly more popular among persons outside the South.

Other nonarts activities. Finally, total regional differences are slight in participation in the diverse leisure activities whose descriptions cross over the distinctions between "active" and "passive" or "at-home" and "away-from-home." Southerners are more likely than persons outside the South to simply "relax after work" or to "develop one's personality" or to "help others." Persons outside the South, on the other hand, are somewhat more interested in "doing new things," "developing skills and abilities," or "keeping in shape physically."

### Limited participation: taste versus barriers

An understanding of the nature of limited participation in arts and other leisure activities in the South is important for several reasons. First, it is useful to differentiate, as far as possible, between deep-seated and possibly unacknowledged difficulties (often expressed as personal preference or lack of time or interest) which we shall discuss in this section; and external barriers that can be remedied by direct actions or policies, which will be discussed under "unmet demand" in the next chapter. Second, information on differences in degree of nonparticipation among population groups would help to identify appropriate targets for remedial policies. Finally, comparisons between South and non-South with respect to reasons for nonparticipation can provide evidence for regional differences that might call for different remedial policies.

In this section we will discuss limited participation that stems from respondents' own interests or priorities, according to their answers in the HumRRO survey. The principal reason for limited participation in leisure activities overall is clearly lack of time or interest (38 percent).

Four additional factors account for another 40 percent of the reasons: "family or friends not interested," "particular activity not available," "cost of particular activity too high," or "poor access to activities of particular interest." The bulk of the remaining reasons for limited participation reflects personal handicaps or dislikes, such as child care responsibilities, physical disabilities, unwillingness to "dress up to go out," and dislike of crowds. It is significant that dissatisfaction with the quality of performances or with the programs offered accounts for only about 4 percent of the reasons for limited participation in all kinds of leisure activity combined. In other words, people seem to be satisfied with the kinds of leisure activity that are generally available. However, there is room for improvement, as indicated by three additional factors that account for nearly 30 percent of the reasons: unavailability of particular facilities or programs, poor access, and high cost.

In Figure XIV, reasons for limited participation are broken down into the four broad categories of arts-related leisure activities in order to study participation in the arts more closely.

Lack of time or interest was the major limitation in active at-home arts activities (playing a musical instrument,

doing arts or crafts, creative writing) with considerations of cost second in importance. (Cost would entail the purchase of tools, looms, kilns, musical instruments, and other necessary equipment.) Other factors, such as child-care responsibility, while not singled out, might be the underlying cause for lack of time.

While lack of interest or time plus unavailability of desired activities accounts for over half of the reasons for limited participation in passive at-home arts activities (listening to classical music, plays, jazz, or opera on TV or radio) an additional 6 percent of respondents cited poor quality of programs/performances or personal dislike of the programs offered. A different mix of program offerings could displease at least as many listeners as it pleased, but these data clearly indicate that further experimentation with alternative program offerings might increase total public interest. Arts-related programs are in direct competition with a wide variety of other kinds of programs on television, ranging from soap operas to children's programs and sitcoms, most of which are designed to provide entertainment for a mass audience. Prior exposure to the arts, combined with a modicum of early education as to their significance, is strongly correlated with continued interest in the arts in adult life. Conversely, adults whose prior introduction to the arts has been minimal are unlikely to overcome their limited exposure and switch to arts-related programs.

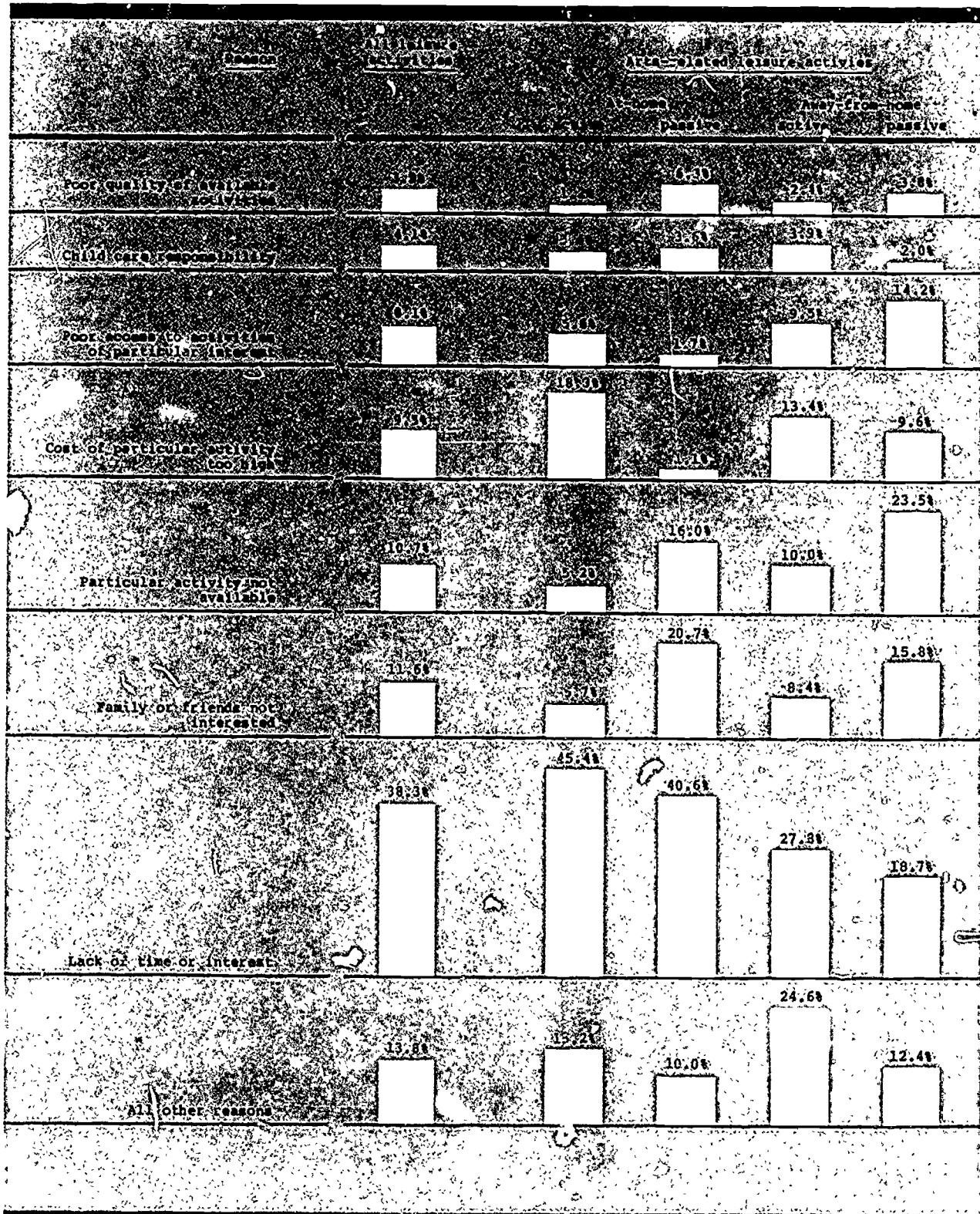
A similar pattern emerges with respect to active away-from-home arts activities (acting, singing, dancing, playing music, taking arts-related courses), though lack of time or interest becomes more important in this instance than availability or access. Among the large proportion of "all other reasons" given in this category, feelings of personal inadequacy or "lack of talent" seemed paramount, as opposed to the "lack of training" that was more often cited by respondents outside the South.

Lack of time or interest is much less pronounced in explaining limited participation in passive away-from-home arts activities (attending theater, ballet, or concerts, or visiting museums or exhibits) with only 19 percent citing these reasons as compared with nearly 40 percent citing "not available" and "poor access" for these activities.



Figure XIV

Principal reasons for limited participation



Reasons for limited participation which are rooted in the individual are necessarily subjective in nature. Moreover, since reasons for nonparticipation are always the result of conjecture, it is possible that remedial actions which would remove these internal barriers would nonetheless fail to engage the respondents' actual participation in specific arts-related activities. Nevertheless, prior experience has demonstrated that some persons who lack interest in particular forms of leisure activity or who are unable to appreciate them can and do acquire such interests if they are properly introduced to the subject. This is particularly evident in the case of both the passive and active arts-related activities, especially those that must be pursued outside the home, where prior exposure appears to have a lasting effect in prompting active interest and participation in later life.

The three NRCA surveys indicate that general rates of participation in all leisure activities are somewhat lower in the South than outside the South. This gap appears to be larger in the area of arts-related activities. The principal exception to these differences are the church-related activities, particularly choir singing, where southerners are far more active than persons outside the South.

#### Chapter summary and conclusions

It is apparent that both the rates of participation and the degree of involvement in arts-related activities are weaker than in nonarts-related activities in the South. Church membership and church-related activities are of great importance among southerners in prompting their involvement in a variety of leisure activities, including volunteer work, various church-related social activities, and choir singing.

Except for the strong influence of church membership, few specific activities or interests are strongly predictive of specific patterns of leisure activity. In other words, the leisure pursuits of most southerners do not conform to any particular structure of closely knit or interdependent activities, but display considerable diversity and independence.

Examination of the socioeconomic and demographic background characteristics of the population in relation to their rates of participation in the ten activity clusters reveals few significant links or differences. Exceptions are the associations between youth and active sports activities and between older age and sedentary leisure pursuits. The associations that are apparent, as in the cases of education and income, exert most of their influence at the extremes. That is, the main differences that are evident occur between the least educated and the most educated segments of the population, or between the poorest and wealthiest. Between these extremes, the associations are relatively weak and inconclusive.

DEMAND FOR LEISURE ACTIVITIES IN THE SOUTH

The dimensions of demand

The need for an understanding of the structure of demand for leisure activities reflects a concern with how available leisure resources and opportunities correspond to the interests and preferences of the general public. Questions about demand also reveal the extent to which public leisure interests are controlled by prior experiences, or the lack of such experiences. This study determined the proportions of the respondents who expressed a desire for participation in specified kinds of leisure activity, whether or not they were currently participating in those activities. Ideally, such an investigation would reveal the nature of demand without concern for the practical limitations of time, cost, or physical access.

The clusters of activity that emerged from the factor analysis of patterns of demand (cf. Table 1) differ somewhat from those that emerged from the corresponding analysis of pattern of actual participation.

Table 4 shows the ten Reed and Marsden categories from the NRCA study and whether the particular leisure activities desired can be classified as "active" or "passive" and whether they primarily involve participation "at-home" or "away-from-home." In other words, the distinctions were again applied here to the results of the HUMBRÜ survey.

Despite the obvious differences between these demand clusters and the participation clusters discussed in the preceding chapter, certain comparisons between the two sets can be made. Leisure desires tend to be somewhat more directed toward specifiable kinds of activity than are actual patterns of leisure participation. The proportion of survey respondents whose leisure interests are in the "undirected" cluster falls from just under 50 percent for actual participation to just over 30 percent for desired leisure activity. It may simply be difficult to indicate one's desires in this area without at the same

Table 4 Demand for increased participation in leisure activities

No.	Demand cluster	Active	Passive	At-home	Away-from-home
1	Unspecialized demand				
2	Theater/music (not including jazz)/dance performance attendance.		✓		✓
3	Home media and sports involving radio, TV, and records		✓	✓	
4	Jazz concert attendance and home listening		✓	✓	✓
5	Participatory music and religion-related activities	✓		✓	✓
6	Visual arts activities and exhibit attendance	✓	✓	✓	✓
7	Family-centered activities	✓		✓	✓
8	Community service/performing arts activities/TV viewing	✓	✓	✓	✓
9	Popular/folk/arts and crafts exhibit, fair, and carnival attendance		✓		✓
10	Active sports and outdoor activities	✓			✓

time specifying a particular kind of preferred activity. Nevertheless, the respondents do seem to have rather definite notions as to the kind of leisure pursuits they would like to enjoy, as distinct from those they actually experience. Beyond the unspecialized cluster, family-centered leisure activities appear to be the most popular, both in terms of current rates of participation and in desired leisure activities. Popular preferences as measured by desire for increased participation diverge sharply from actual patterns of participation when we compare the other eight clusters of activities. There is evidence, for example, that desire for increased participation in such activities as the visual and performing arts and in visiting exhibits of visual and folk arts greatly exceeds the rates of actual participation in these kinds of leisure activity. Furthermore, it is apparent that arts-related activities in general are of much greater interest to southerners than is reflected in their current rates of participation. To repeat, the different composition of the two sets of response clusters vitiates precise comparison, but by rough estimate, only about one-sixth of the respondents appear to be currently active in one or another kind of arts-related leisure activity, whereas about 40 percent of them express a desire for greater participation in such activities.

#### Correlates of demand

Sex. The main differences between the sexes with respect to desire for additional leisure activity corresponds quite closely with those already observed with respect to current participation. Men are more likely than women to desire more sports, outdoor activities, and home media. Women are far more interested than men in increasing participation in the visual arts and attendance of performing events. Increasing family-centered leisure activities (nonarts and nonsports) is of considerable interest to both sexes, but among the women such interest ranks second only to the unspecialized cluster, whereas among men it ranks fourth. If we combine percentages from all of the principal arts-related clusters of leisure activity, about one-fourth of the men and over half of the women express a desire for greater involvement. In contrast, nearly one-sixth of the men but only 4 percent of the women express a similar desire for increased participation in sports and other outdoor activities. While both sexes express strong commitment to family-centered leisure activities, it is apparent that the specific kinds of activity that are actually pursued in family settings are the result of a measure of compromise.

Age. The relationships between age and desire for additional participation in particular kinds of leisure activity are much more revealing than those found between age and actual rates of participation. There is a strong positive association between advancing age and desire for greater participation in the "unspecialized" cluster of activities. The same relationship was found between age and actual rates of participation, except for a substantial decline among persons sixty-five and over. It is possible that older persons may retain a strong desire for a rich variety of leisure experiences but that their actual rates of participation are constrained by problems of access or by physical or economic limitations. An interesting speculation is that the elderly are more interested in having a wide range of leisure activities, even if these experiences are necessarily superficial, than in focusing their leisure activities on one specific area.

Only one additional cluster of demand displays a similar pattern of association with age. It is the desire for greater attendance at performing arts concerts.

Two clusters of demand for leisure activity display a strong negative association between desire for increasing participation and increasing age. Not surprisingly, the desire for involvement in sports and outdoor activities declines sharply beyond age thirty, although it remains fairly constant at a reduced level thereafter. More puzzling is the steady decline in desire for increased participation in the home media. In this case, the explanation may be that such desires are already satisfied at relatively little cost or effort. For example, 98 percent of all households now own at least one TV set, so that there can be little further demand for that particular medium, content of programs aside. A similar explanation may account for the decline in desire for participatory music and religion-related activities as people grow older. Presumably, anyone having such interests has been able to satisfy them adequately by the time he or she has reached middle age.

Children. The number of children in the home seems to have little bearing on the pattern of desire for greater participation in leisure activities, except that the larger families display a stronger desire for greater involvement in family-centered activities and the home media--precisely the kinds of activities in which they already engage most often. Desire for greater involvement in the visual arts and in performing arts concerts is lowest among the larger families, while desire for greater involvement in sports and



outdoor activities has no clear-cut relationship to number of children. These findings suggest that the leisure activities of larger families are family-centered out of choice as much as necessity; they also help to explain the phenomenal success of leisure facilities that provide a variety of family-oriented activities.

Race. The two principal racial groups (blacks and whites) are substantially alike in their desire for greater involvement in unspecialized leisure pursuits. The two groups diverge quite sharply however in their expressed desire for more specific kinds of leisure activity. Blacks are more likely than whites to desire increased participation in the following three clusters: "jazz," "participatory music and religion-related activities," and "service/performing arts/TV." Whites, in contrast, are more likely than blacks to desire greater involvement in "performing arts concerts," "home media," "popular/folk/arts and crafts exhibits," and "sports and outdoor activities." Persons of races other than white or black do not display distinctive patterns so far as their desires for increased participation are concerned, except possibly for their strong desire for greater involvement in the performing arts concerts and in popular/folk/visual arts exhibits. The latter interest stands in contrast with the relatively low rates of participation of this racial group in such activities. This suggests an area of unmet need, but one that would be difficult to satisfy in the absence of large concentrations of persons of "other" races in a particular area, or through "festivals" that draw audiences from long distances.

Community. Respondents' desires for increased participation in particular kinds of leisure activity bear little relation to the size of the community in which they reside. It is true that residents of the largest cities (500,000 population or larger) are much less likely to desire specialized activities while they are much more likely to desire greater participation in sports and outdoor activities. At the other extreme, rural residents are much more likely to desire increased involvement in family-centered activities. In this case, the leisure preferences of rural residents appear to be quite similar to those of larger families, and it may be noteworthy that many larger families are found in rural areas. Big-city residents, on the other hand, show some evidence of wanting to "get away from it all."

Comparing patterns of actual participation with those of desired increases in participation, one can argue that, in general,

the kinds of leisure activity that are available in communities of different size are compatible with the desires and interests of the residents of those communities. For example, residents of rural areas express little interest in increasing their participation in jazz or other performing arts concerts--activities that are most common to larger urban centers. But they are also much less interested in increasing their involvement in sports and outdoor activities than are residents of large urban centers. In this case, one can speculate that rural inhabitants enjoy ample access to such activities and the demand is readily satisfied. So, with respect to community characteristics, it is apparent that many southerners have either chosen or adapted to their place of residence and that they are generally able to enjoy the leisure pursuits they prefer without feeling unduly limited by the available opportunities or resources.

Religion. Catholics are somewhat more likely than Protestants to desire increased participation in the visual arts and performing arts clusters. They are somewhat less likely to desire increased involvement in family-centered activities, at least in comparison with the Protestant group. Adherents to other religions are more desirous than either Catholics or Protestants of increasing their participation in the visual and performing arts. They are also far more interested in greater involvement in the "participatory music and religion-related activities" cluster of leisure activities. But on the whole these differences are not large. As noted with respect to religious differences in the chapter about actual rates of participation, the differences that are apparent may reflect the effects of other characteristics that are associated with religion, such as size of community.

Education. In general, the difference with respect to patterns of desired leisure activity among persons with different amounts of education conform to their differences in actual patterns of leisure participation. Here again, there is support for the view that most southerners participate in the kind of leisure they prefer, at least most of the time. For example, the highly educated respondent (those with schooling beyond four years of college) express desires for increased participation in such activities as jazz and performing arts concerts and in the visual arts. They are also strongly interested in greater involvement in sports and outdoor activities. But it is precisely those highly educated groups that already enjoy the highest rates of participation in these kinds of leisure activity. It would be hazardous to reach the



Table 5

## Survey respondents classified by principal demand clusters

Demand cluster	1	2	3	4	5	6
Average rate of demand	31.6%	4.6%	11.0%	6.2%	6.0%	7.7%
Sex						
Male	34.0	3.0	14.0	7.8	4.1	3.0
Female	29.3	6.2	8.0	4.6	7.8	12.4
Age group						
18-29 years	14.4	3.2	16.2	10.9	10.6	10.9
30-39 years	23.6	3.3	11.8	6.2	4.3	12.1
40-49 years	40.0	5.9	8.9	4.6	4.1	5.5
50-64 years	46.7	7.1	6.0	1.6	3.0	5.0
65 and over	55.3	6.2	5.3	2.6	0.3	2.8
Number of children						
None	32.1	7.2	8.9	6.2	5.6	8.6
One	32.9	4.9	8.3	4.9	6.5	8.8
Two	20.4	3.2	13.6	2.6	6.1	13.4
Three or more	22.2	2.0	12.5	4.5	10.5	4.5
Race						
Black	32.3	2.3	7.6	11.3	13.6	6.8
White	31.5	5.0	11.0	5.3	5.0	8.4
Other	25.5	6.7	12.0	5.5	8.6	7.8
Community size						
500,000 or more	21.9	7.4	9.2	6.4	8.9	7.6
100,000 - 499,999	32.8	4.5	11.0	7.5	5.8	8.4
10,000 - 99,999	31.1	6.8	9.5	7.3	4.3	8.4
2,500 - 9,999	40.9	1.9	12.3	5.1	4.4	7.2
Rural	31.7	1.7	12.5	3.2	7.0	9.0
Religion						
Catholic	29.0	6.0	12.1	4.0	4.7	10.0
Protestant	32.3	3.7	10.5	5.2	6.1	7.9
Other	21.7	15.0	13.5	3.5	17.9	12.9
None	27.1	11.4	9.7	20.4	4.9	6.2
Education						
Less than 8 years	56.2	1.7	8.4	2.2	4.8	2.2
8-11 years	35.9	2.1	11.9	4.3	8.9	6.4
High school graduate	33.2	2.0	12.8	4.9	6.9	7.0
College: 1-3 years	24.5	5.4	10.6	7.3	4.0	10.2
College graduate	22.7	10.5	7.3	7.4	6.1	12.1
Some graduate school	21.8	16.1	2.6	10.5	3.2	10.7
Ph.D. degree	18.1	17.0	2.5	15.6	0.0	12.5
Income						
\$5,000 or less	31.0	2.7	10.0	5.1	13.0	4.2
\$5,001 - \$8,000	34.3	2.9	9.2	11.3	1.4	8.7
\$8,001 - \$10,000	21.9	0.4	17.7	9.3	5.3	12.3
\$10,001 - \$12,000	31.6	3.4	10.8	1.5	7.4	7.2
\$12,001 - \$15,000	31.9	3.1	11.8	2.8	6.3	10.0
\$15,001 - \$20,000	34.1	4.7	11.5	4.9	4.7	7.3
\$20,001 - \$30,000	26.4	6.7	9.7	6.5	6.9	10.7
Over \$30,000	33.9	10.4	4.5	6.3	2.2	8.3
Occupation						
Professional	29.8	7.9	4.4	6.7	6.0	7.1
Sales and clerical	23.8	5.0	15.0	8.0	3.8	8.5
Blue collar	29.5	0.1	20.0	6.3	4.6	7.1
Farming	47.1	0.0	29.2	0.0	0.0	12.4
Service work	36.3	1.9	3.5	6.6	11.9	10.0
Housewives	34.7	3.2	6.5	3.6	5.9	12.3
Retired	52.7	5.4	5.5	1.1	0.4	4.0
Students	11.5	5.8	12.6	16.1	15.8	7.3

7	8	9	10
14.2%	3.2%	6.0%	9.6%
11.7	2.8	4.6	15.0
16.7	3.5	7.3	4.2
9.7	1.7	7.8	14.8
19.7	3.2	5.5	10.4
14.6	6.7	5.0	4.8
15.3	2.8	7.8	4.6
17.7	3.7	1.5	4.6
10.5	2.7	7.6	10.6
16.9	2.1	6.7	8.1
21.4	3.0	5.9	19.4
22.9	6.4	6.1	8.4
10.9	9.2	2.4	3.5
15.1	2.1	6.5	10.2
11.9	8.0	9.0	4.0
14.6	2.8	5.3	15.9
11.0	2.1	7.2	9.6
12.5	5.0	7.0	8.3
16.7	2.8	7.8	6.9
21.8	3.0	4.6	5.7
10.9	3.6	7.6	12.2
16.0	3.4	6.2	8.9
6.4	2.4	4.2	2.3
5.5	1.2	3.0	10.4
19.3	2.2	2.8	0.2
17.3	4.2	5.8	3.1
16.5	2.9	5.5	8.4
12.2	3.7	7.2	14.8
9.7	4.0	6.9	13.3
4.4	1.2	14.6	15.0
3.0	0.0	1.8	29.4
18.9	6.0	3.1	5.9
15.7	3.6	9.5	3.3
17.3	5.3	5.7	5.0
17.8	1.7	6.8	11.8
14.1	4.5	6.6	8.8
14.5	2.3	5.7	10.3
9.5	0.9	7.9	14.8
8.3	2.2	8.4	15.5
11.3	3.1	10.1	13.7
18.0	0.9	5.6	11.6
15.7	4.4	2.9	9.6
5.8	0.0	0.0	5.5
14.9	3.1	6.8	5.1
21.4	2.4	7.2	2.7
12.2	5.4	6.1	7.1
2.9	4.0	4.0	19.0

Table 5 provides the same kinds of information as Table 3, and it is read in the same way.

By reading across the columns, the distribution of each of the 46 population characteristics among the 10 demand clusters can be examined and compared. Percents in horizontal rows should total 100%; if they do not, it is because of rounding.

If the columns are read vertically, the rates of demand of the 46 population characteristics within each of the 10 demand clusters can be compared. The average rate at the top of each column is the average demand rate for the two sexes. Percents in the vertical columns should not be added because the population-group sizes differ substantially.

The 10 demand clusters were developed through factor analysis, a statistical technique used to group individuals with similar types of demand. A detailed description of the factor analyses can be found in the two research reports upon which this report is based.



same conclusion with respect to the correspondence between the leisure habits and the leisure preferences of the less educated, if only because their actual leisure activities are more likely to be constrained by problems of cost or access. However, it is a fact that the two clusters of leisure activity that are of greatest interest to the less educated respondents are "home media" and "family-centered activities." It is therefore tempting to conclude that the desired leisure pursuits of the less educated people in the South correspond quite closely to their actual patterns of leisure activity.

Income. The last chapter showed that persons with different amounts of income display few consistent differences with respect to their actual patterns of leisure activity, excepting possibly for the very poor and the very wealthy. The same can be said of their desired patterns of leisure activity. Persons with incomes over \$20,000 indicate much stronger desires for increased participation in jazz and performing arts concerts and in sports and outdoor activities than do members of low income groups. The latter groups, on the other hand, are far more desirous of increased family-centered leisure activities. On the whole, however, the association between income levels and desires for increased participation is relatively weak and inconsistent. In general, it can be concluded that except for the very poor or the very rich, levels of income exert little influence on either the actual or the preferred kinds of leisure activity.

Occupation. Farmers, who showed a distinctive pattern in their actual participation rates, show a similar and distinctive pattern in their desired leisure activities, ranking second only to the retired in the proportions expressing a desire to increase their unspecialized activities. The only other clusters of demand into which farmers predominantly fall are home media and the visual arts. This latter cluster of response represents a possible area of unmet need for this group, and their strong desire of unspecialized leisure suggests a felt need for leisure stimuli that are probably unavailable in most rural settings.

Retired persons also display a distinctive pattern of desire for leisure activities, with over half of the group expressing a preference for more unspecialized leisure activities. The only other cluster that incorporates significant numbers of retired persons is the family-centered activity demand cluster. Clearly, many retired persons feel a need for both a wider range of leisure stimuli and a greater degree of family involvement.

Students desire the most eclectic range and variety of leisure interests, without a strong focus on any particular cluster of activities. It is apparent that students as a group are strongly motivated to extend their experience over as wide a range and variety of leisure activities as possible. Comparing their desired interests to their actual patterns of activity, students evidently succeed quite well in doing just that.

#### Patterns of demand

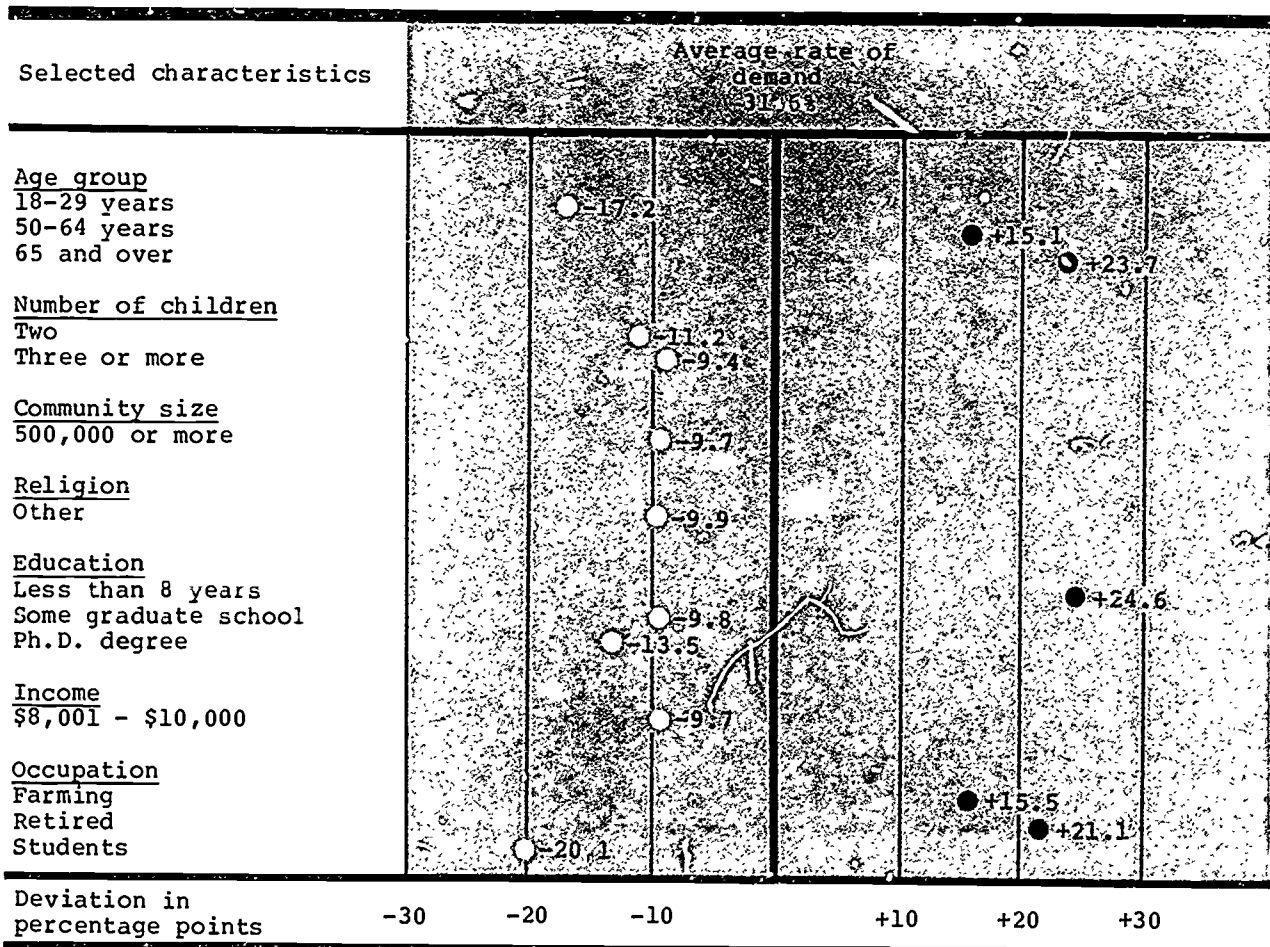
The patterns of demand for leisure activity that have formed these particular ten clusters can be represented graphically as were the patterns of actual participation. It is important to remember that the grouping of activities into demand clusters differs from the grouping of activities into participation clusters. Furthermore, some of the names of these differ from the participation clusters in order to reflect the actual composition of demand. In Figures XV-XXIV on the following pages, the patterns of demand are expressed as bullets placed to the right or left of a vertical center line. The distance of a bullet from the center shows the deviation in demand from the average percentage of all men and women in the sample who expressed a desire to increase their activity in that specified area. As with participation, only the dozen or so population characteristics associated with extremely low or extremely high membership in a particular cluster of demand are represented on the figures.

As is evident in Figure XV, young persons in general and students in particular are the groups that belong least in the unspecialized cluster of leisure activities. In other words, these groups are most likely to have highly structured leisure interests involving specific types of activities. In contrast, older and retired persons, as well as persons with minimal education and farmers, are most likely to desire a variety of leisure activities without focusing on any one particular pursuit. (Major demographic variables with no outstanding deviation from the cluster average are sex and race; data for these and all other characteristics are shown on Table 5.)

Figure XV is explained below; Figures XVI to XXIV may be interpreted in the same way.

For demand cluster 1, the average rate of demand for all categories of respondents is 31.6%. Figure XV lists the characteristics whose demand rates deviate most sharply from the overall average and plots that deviation. Retired persons, for example, deviate from the average demand rate by 21.1%; this means their actual rate is 52.7%. For actual demand rates of all other characteristics, Table 5 should be consulted.

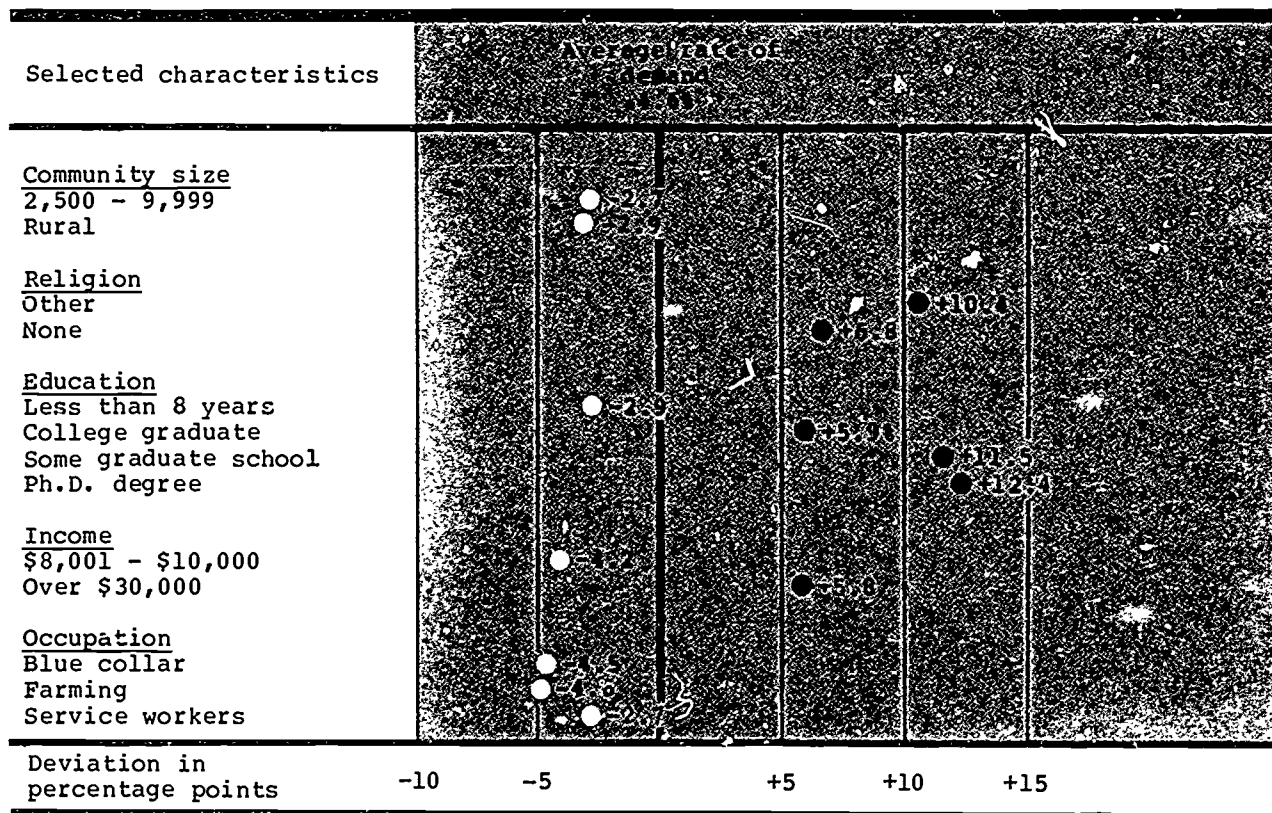
Figure XV Demand cluster 1, unspecialized demand





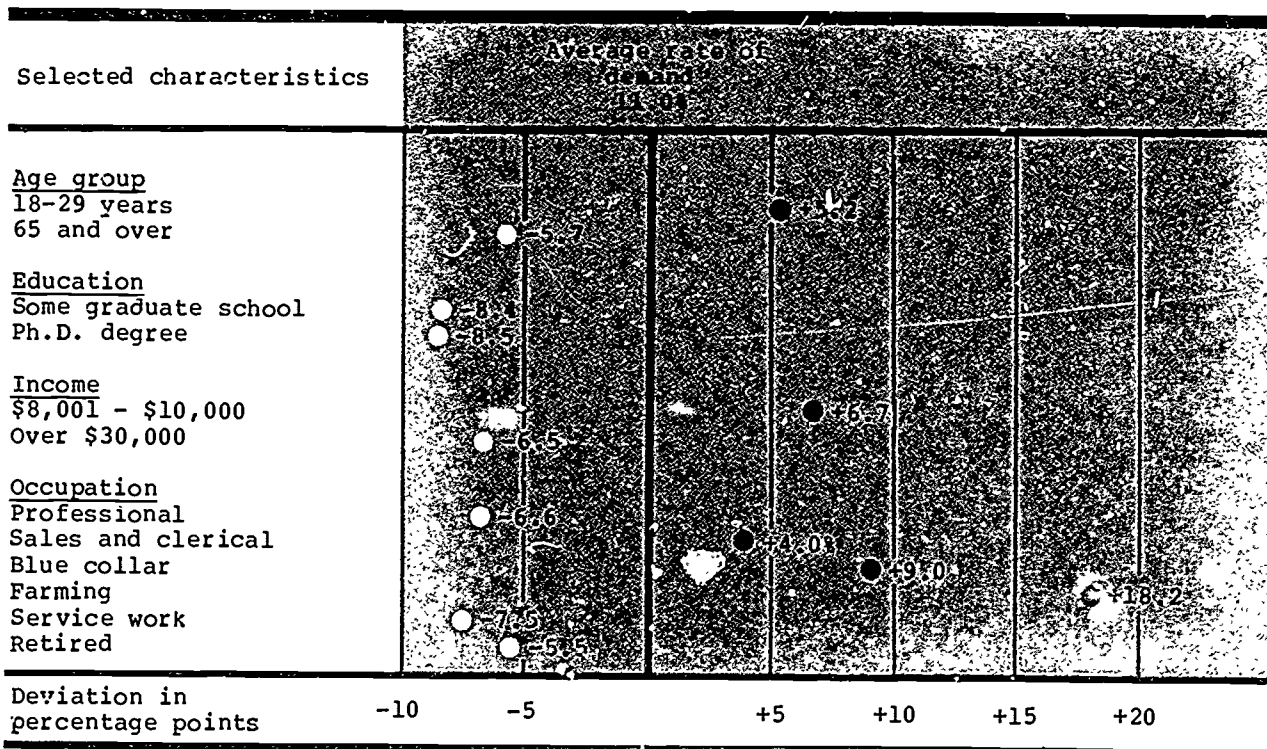
The demand for increased attendance at the performing arts (Figure XVI) is especially strong among persons whose religion is other than Protestant or Catholic and among highly educated persons. Demand is low among farmers, blue collar workers, and persons with low incomes. (Major demographic variables with no outstanding deviations from the cluster average are sex, age group, number of children, and race; data for these and all other characteristics are shown on Table 5.)

Figure XVI Demand cluster 2, theater/music (not including jazz)/dance performance attendance



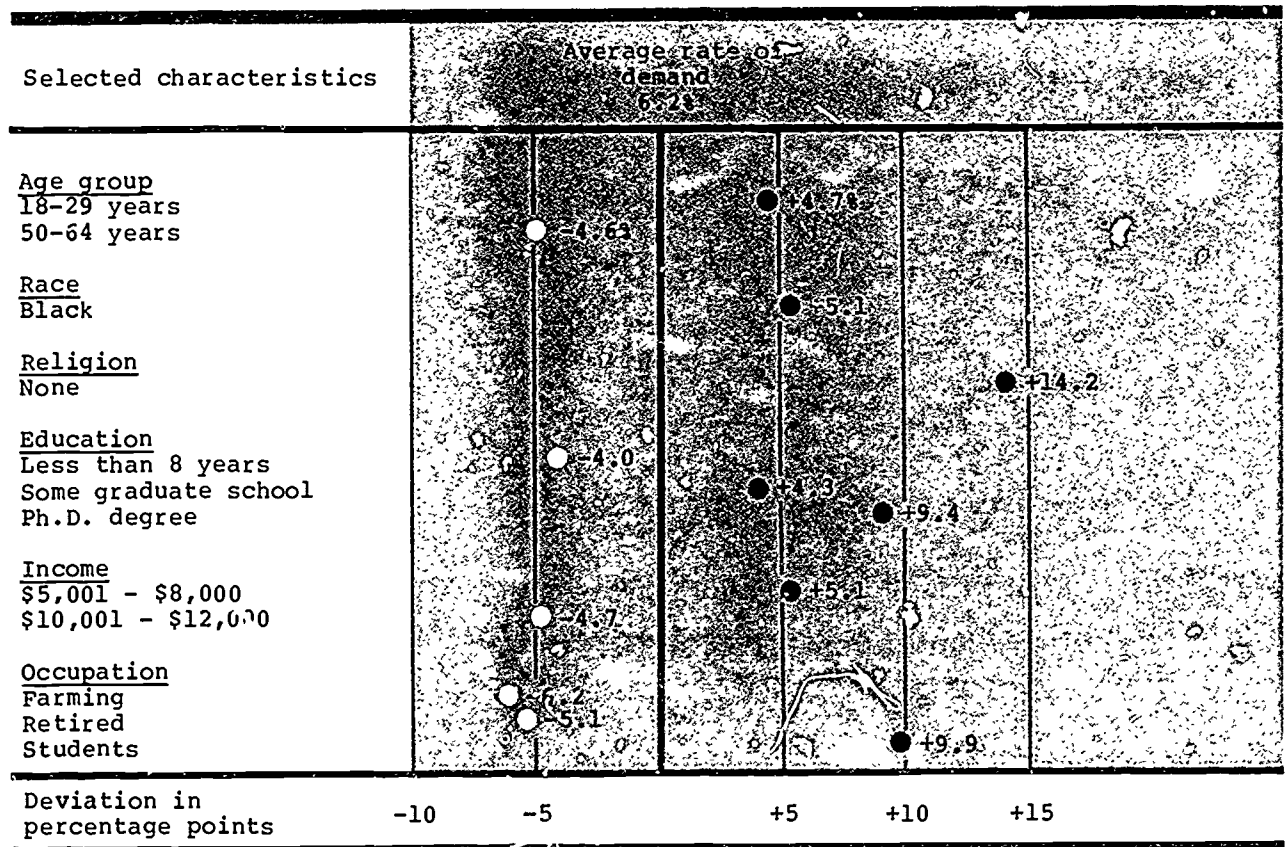
As Figure XVII shows, the cluster of demand for activities that involve listening to radio and records and watching TV (including sports broadcasts) is equally specific. Farmers and blue collar workers are the two occupational groups most likely to want to increase their participation in these areas, together with persons of low income. Highly educated persons and service workers, on the other hand, are least likely to desire such increased participation. (Major demographic variables with no outstanding deviation from the cluster average are sex, number of children, race, community size, and religion; data for these and all other characteristics are shown on Table 5.)

Figure XVII Demand cluster 3, home media and sports involving radio, TV, and records



Interest in jazz music or concerts (Figure XVIII) is more concentrated in three groups: persons professing no religious affiliation, holders of Ph.D. degrees, and students. Farmers, retired persons, and older and less educated persons all display little desire for increased exposure to this kind of music. (Major demographic variables with no outstanding deviation from the cluster average are sex, number of children, and community size; data for these and all other characteristics are shown on Table 5.)

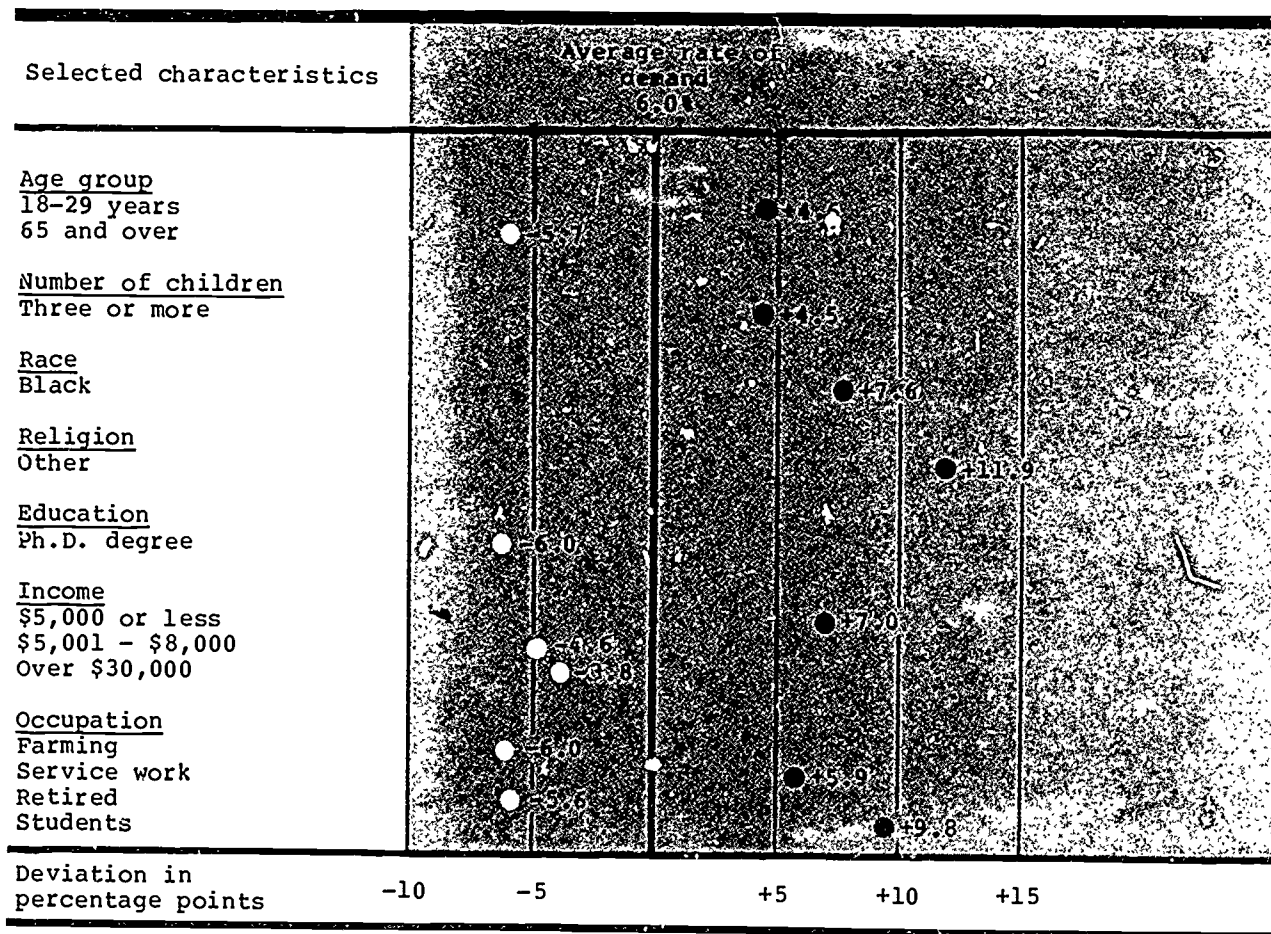
Figure XVIII Demand cluster 4, jazz concert attendance and home listening





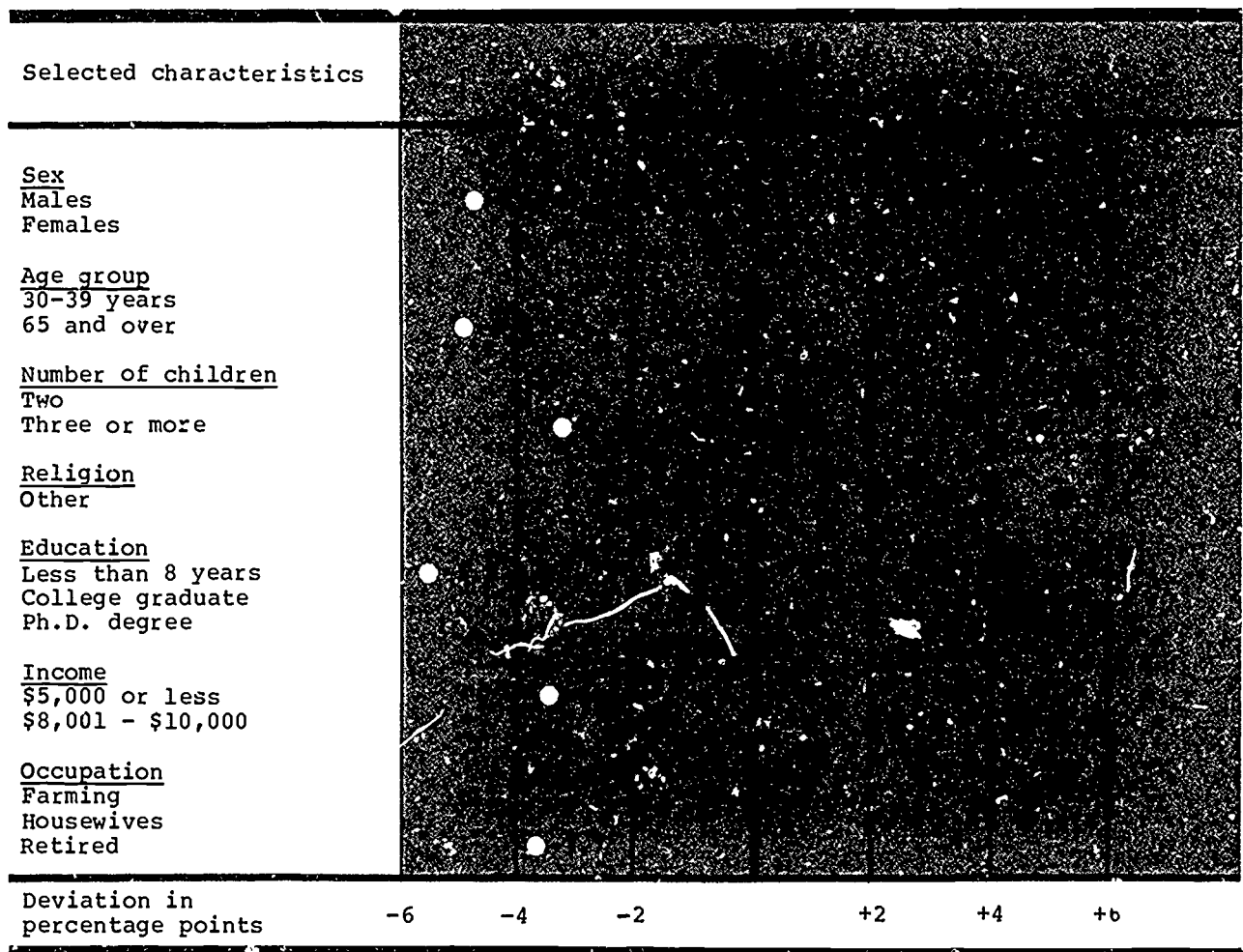
As was noted in the first chapter, southerners are unique with respect to their high level of participation in choir singing and other church-related leisure activities. Interestingly, the cluster of people expressing desire for increased involvement in "participatory music and religion" mostly comprises persons of "other" religion (neither Catholic nor Protestant) as well as persons of low income, blacks, and students. Farmers, older and retired persons, and Ph.D. degree holders are those most unlikely to desire greater involvement in these leisure activities (Figure XIX). (Major demographic variables with no outstanding deviation from the cluster average are sex and community size; data for these and all other characteristics are shown on Table 5.)

Figure XIX Demand cluster 5, participatory music and religion-related activities



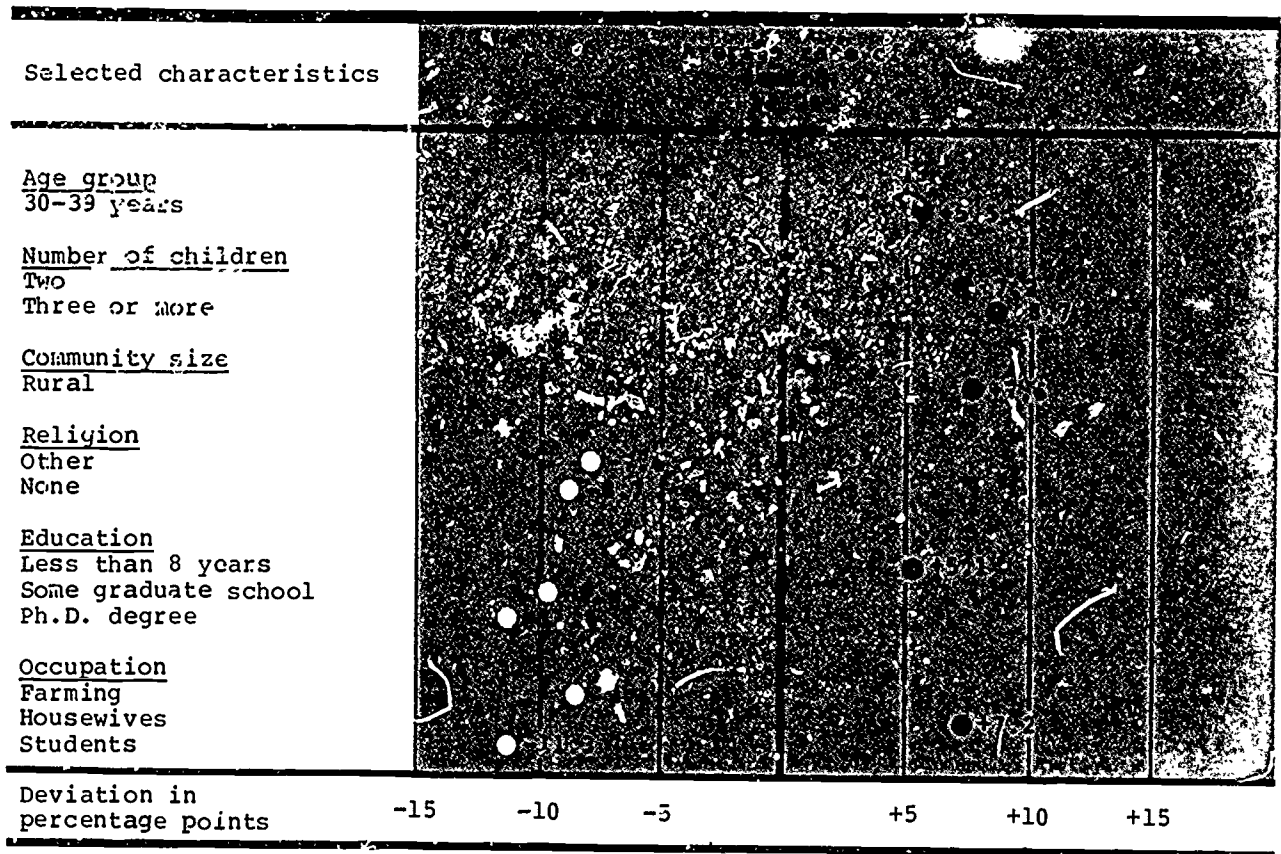
Interest in more visual arts activities is widespread among many groups. Those who belong in this cluster include women in general, persons 30 to 39 years old, persons with two children, persons of "other" religion, highly educated persons, persons of fairly low income, farmers, and housewives. Males, the elderly, and persons with low levels of schooling (many of whom are elderly) are least likely to desire increased activity in the visual arts (Figure XX). (The only major demographic variables with no outstanding deviation from the cluster average are race and community size; data for these and all other characteristics are shown on Table 5.)

**Figure XX** Demand cluster 6, visual arts activities and exhibit attendance



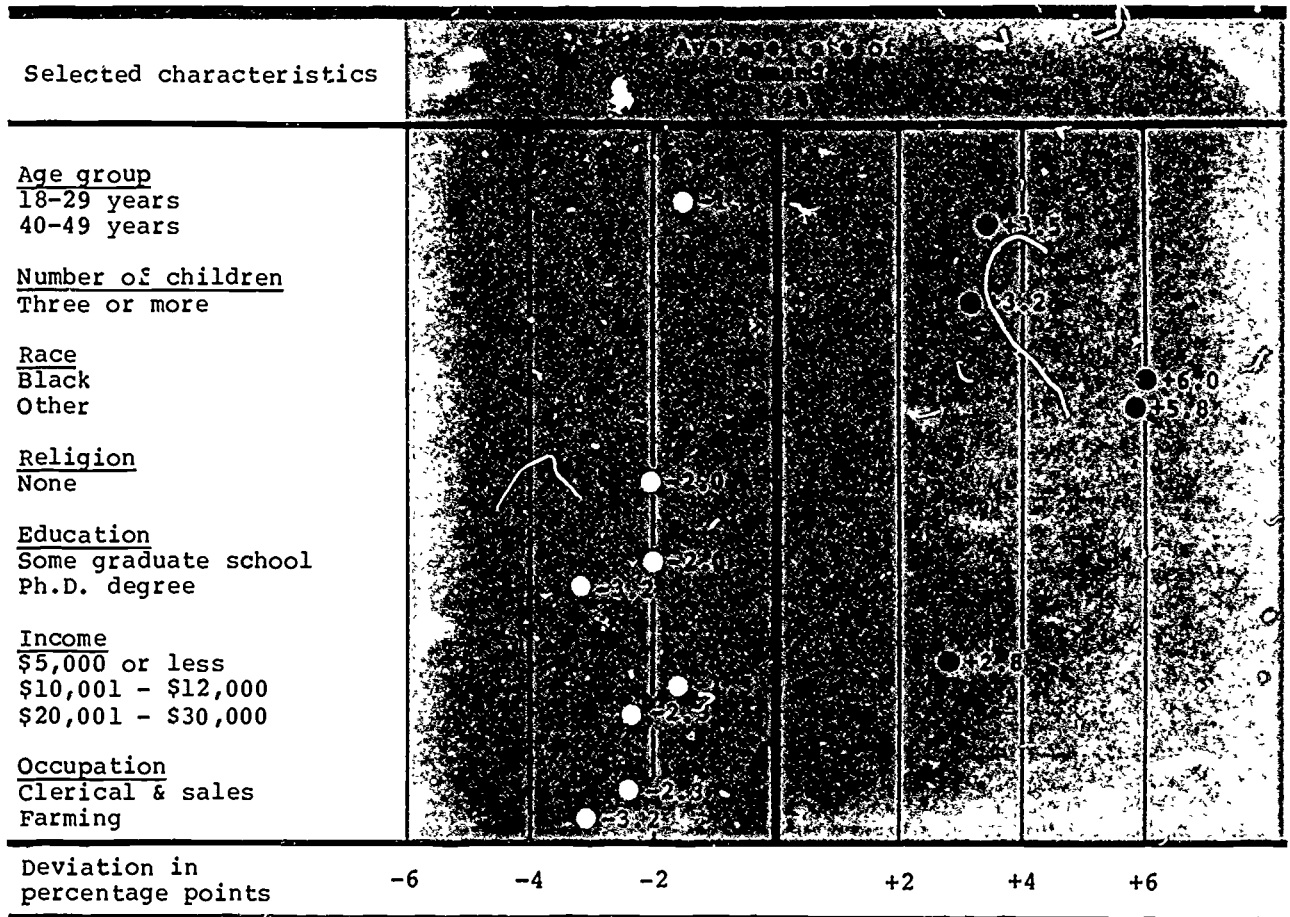
With an average combined rate of demand of 14.2 for increased family-centered activities, this cluster is second only to the "unspecialized" cluster in frequency of demand. As shown in Figure XXI, desire for family activities is especially strong among persons with two or more children, persons living in rural areas, and housewives. At the opposite extreme, farmers and highly educated persons are least likely to desire greater involvement in such activities. (Major demographic variables with no outstanding deviation from the cluster average are sex, race, and income; data for these and all other characteristics are shown on Table 5.)

Figure XXI Demand cluster 7, family-centered activities



Membership in the "services and performing arts on TV" demand cluster is pronounced among blacks and persons of "other" race, among adults 40 to 49 years old, and among persons of low income (\$5,000 or less per year). Here again, the least desire for increased involvement in these activities occurs among holders of Ph.D.'s and farmers (Figure XXII). (Major demographic variables with no outstanding deviation from the cluster average are sex and community size; data for these and all other characteristics are shown on Table 5.)

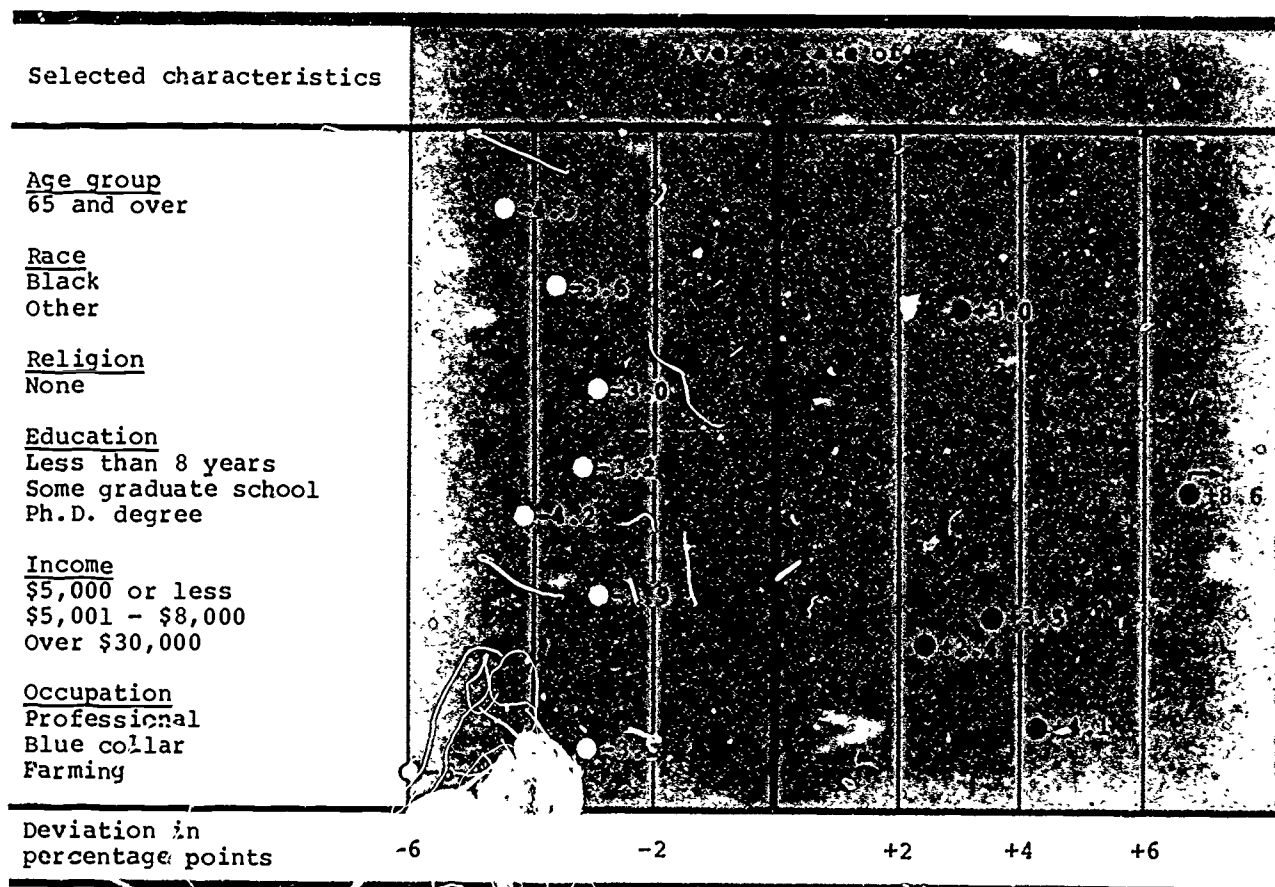
Figure XXii Demand cluster 8, community service/performing arts activities/TV viewing





The expression of interest in increased activity in popular folk and visual arts is especially strong among persons with some graduate schooling, persons of "other" race, and professional persons (Figure XXVIII). Holders of Ph.D. degrees, farmers, and the elderly population as a whole tend less to belong to this cluster. (Major demographic variables with no outstanding deviation from the cluster average are sex, number of children, and community size; data for these and all other characteristics are shown on Table 5.)

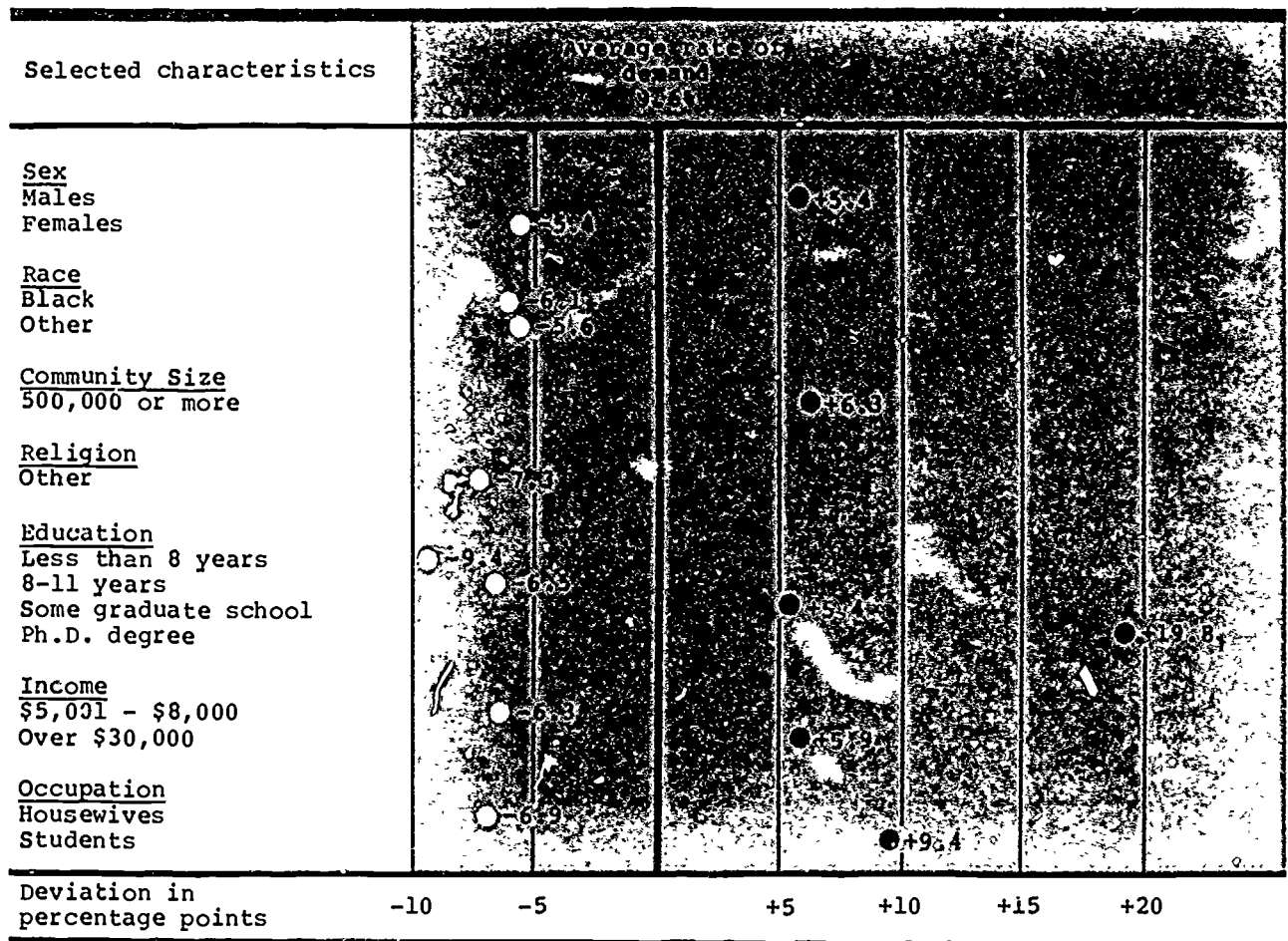
Figure XXVIII Demand cluster 9, popular/folk/arts and crafts exhibit and festival attendance





The strongest desire for increased involvement in active sports and other outdoor activities is found among males in large cities (population 500,000 or more) and among students. The lowest membership in this demand cluster is found among females in general, among blacks and persons of "other" race, among persons of "other" religion, among persons of moderate income and minimal education, and among housewives (Figure XXIV). (Major demographic variables with no outstanding deviation from the cluster average are age group and number of children; data for these and all other characteristics are shown on Table 5.)

Figure XXIV Demand cluster 10, active sports and outdoor activities attendance



## Unmet demand

In the preceding chapter, the nature of limited participation in leisure activities, especially arts-related activities, was discussed. This section addresses the external barriers that prevent persons who have expressed desire to participate in certain activities from doing so. As noted earlier in Figure XIV, in addition to "lack of time and interest," diverse and specific barriers such as cost, access, availability, and personal handicap or disability can affect participation in arts-related activities, especially among those activities carried out away from home. These findings strongly suggest the existence of a large potential audience for, and a group of participants in, a variety of concerts, dances, and arts and crafts exhibits--an audience and group that are not now adequately served. Availability and access appear to be major barriers to passive participation, while cost and "lack of talent" are greater barriers to active participation.

The principal finding on lack of participation was that limited prior education or exposure almost certainly influences later participation, regardless of the specific reason cited by respondents; even among those who gave "lack of time or interest" as a reason for non-participation, there may be a demand that is unmet because lack of prior exposure prevents it from being recognized as within the range of possible activity for that individual.

In order to study the nature of unmet demand among different population groups in the South, therefore, lack of knowledge about available opportunities was chosen as a particular barrier whose effect is pervasive. Lack of knowledge was estimated, in turn, by examining differences among population groups in the perceived availability of different kinds of arts-related activities among respondents living in communities of the same size. This procedure presupposes that size of community is itself the dominant factor accounting for differential access to different kinds of arts-related leisure activities. In other words, it presupposes that if all population groups enjoyed the same knowledge concerning available facilities and programs, the size of the place in which they lived would be the sole factor explaining differential access.

Regression analysis confirms this hypothesis. Size of residential community did have a substantial effect on perceived availability of different kinds of leisure activities. The smaller the community, the more limited the perceived access to arts-related leisure activities or facilities.

However, the analysis disclosed four additional factors that were statistically significant: age, education, prior active exposure, and prior passive exposure. Awareness of available opportunities or facilities for arts-related activity was found to increase with advancing age up to the mid-twenties, and to decline thereafter. Awareness was also positively associated with education; the more educated respondents are better informed in general, are more open to the different media of communication, and are more aware of current activities and developments in all areas including arts-related activities. Of course, the association between age and awareness is in large part confounded by the correlation between education and awareness, since younger adults everywhere are likely to have more education, on average, than older adults.

The analysis strongly confirms the importance of prior exposure (either active participation or involvement or passive exposure through school) in prompting continued interest in and awareness of arts-related leisure activities later on in adult life. Persons who had enjoyed such exposure were consistently more likely to be knowledgeable concerning available opportunities for such activities than were persons with no such prior exposure. Here also, the greater the amount of general education a person has received, the more likely he or she is to have received such exposure. Even though higher education may be strongly technical or narrowly professional in orientation, most of the students receiving such education are likely to receive at least minimal exposure to a variety of arts-related cultural stimuli.

Equally significant are the findings of this analysis with respect to the other socioeconomic characteristics. No socioeconomic factor is associated with knowledge about arts-related activities when the effects of other variables are controlled statistically. In other words, neither occupation, nor income, nor race is significantly associated with such knowledge, apart from the confounding effects of education and prior exposure. However, the statistically insignificant associations that are found among these background variables are generally in line with what might be expected on the basis of the prior association between education and exposure and knowledge of available opportunities for cultural activities. For example, students and retired people are more aware of available cultural resources than housewives and blue collar workers; high-income people are more aware than those with lower incomes; and

Table 6

**Barriers to current participation in eight active arts activities**

Barrier cited	South	Non-South
Lack of time or interest	32%	39%
Lack of facilities	12%	10%
Cost	10%	7%
Lack of talent	18%	17%
Lack of training	18%	20%
Family or friends uninterested	5%	3%
Other	4%	4%

whites are more aware of opportunities than are nonwhites. In all instances, the underlying factor may be education or, in the case of retired people, available leisure time.

The most important finding of this analysis is the absence of strong associations between socioeconomic variables, such as income and occupation, and perceptions of available arts-related activities and opportunities. This negative result indicates that awareness of such activities and related facilities is widespread throughout southern society. It can be surmised further that the cultural barrier that exists because of ignorance is being eroded rapidly with continuing improvements in general levels of education in the South. This finding implies that those population groups, such as women and nonwhites, who expressed greater dissatisfaction with available cultural resources did so for reasons other than simple ignorance of those resources. In other words, their statements of unmet demands are real, not imaginary, but only further analysis would identify the precise nature of that demand.

Regional differences. The comparison of South and non-South with respect to unmet demand for arts-related activities, supported by NRCA research, indicates that such differences are minor, at least for the more active arts-related activities (Table 6). Unweighted averages of the findings for eight active arts-related activities are generally similar for both regions. The eight activities are playing a musical instrument in an orchestra, singing in a choir, dancing or acting in a theater group, doing painting, sculpture, or drawing, writing creatively, or doing craftwork.

Examination of the reasons given for non-participation fails to reveal significant differences between the South and the non-South. Persons outside the South were more likely to attribute their inability to participate actively in these eight artistic pursuits to lack of time, and it is also apparent that southerners were somewhat more likely to cite lack of facilities or considerations of cost as reasons for their nonparticipation. But these differences are quite small; the predominant feature of these data is their similarity.

More detailed examination of unmet demand for specific kinds of active artistic pursuits confirms this general impression of interregional similarity. With respect to playing an instrument in an orchestra, the largest difference between the South and the non-South was the barrier of cost--17 percent of southerners as compared with only 10 percent of non-southerners cited this reason as the primary cause of their nonparticipation. As for dancing or acting in a theater group, 18 percent of southerners cited lack of facilities, compared with 10 percent of non-southerners. In both of these cases, regional differences with respect to the other reasons for nonparticipation were much smaller and probably insignificant statistically. Cost considerations were the most important difference between southerners and non-southerners with respect to unmet demand for painting, sculpture, or drawing: 13 percent of the southerners as compared with only 8 percent of non-southerners cited cost as the principal reason for their nonparticipation. But for creative writing and doing crafts, the principal difference between southerners and non-southerners was "lack of time." Non-southerners were more likely than southerners to cite this factor as the reason for their inability to participate in either activity, despite wanting to do so. On the other hand, southerners were more likely to cite excessive cost as the primary reason for their nonparticipation in active craftwork.

Finally, singing in choirs stands out as the single artistic activity that most clearly differentiates southern from non-southern respondents. Non-southerners were far more likely than southerners to attribute their inability to participate in choir singing (despite a desire to do so) to lack of time or lack of facilities. Taken together, these two reasons account for 59 percent of the non-southerners' non-participation, as compared with only 34 percent among southerners.

As noted previously, if all those who wanted to participate in these active artistic pursuits were added to those who were already participating, total participation rates in both the South and the non-South would almost double, rising to 21 percent in the South and 25 percent in the non-South.

As shown in Table 7, craftwork, the most popular of artistic pursuits in terms of rates of current participation, would remain the most popular by far if all those who wanted to pursue crafts could be added to those who are currently active. Under this hypothetical condition, participation rates for craftwork would rise from 28 to 46 percent among southerners and from 41 to 58 percent among non-southerners. By this measure, unmet need for this kind of artistic activity is relatively stronger in the South. Under the same condition, southern participation rates in three additional artistic activities would increase to over 20 percent: playing a musical instrument (to 22 percent), singing in a choir (to 25 percent), and painting, sculpture, and drawing (to 22 percent). The corresponding percentages in the non-South rise to 28, 17, and 33. On

Table 7 Current participation and desired participation in active arts activities

Activity	Rate of current participation		Rate of desire to participate	
	South	Non-South	South	Non-South
Playing a musical instrument, alone or in a group	8%	12%	14%	16%
Singing in a choir	13%	7%	12%	10%
Theater acting and dancing	2%	3%	6%	8%
Painting, drawing, or doing sculpture	11%	17%	11%	16%
Writing creatively or taking writing courses	6%	11%	5%	8%
Doing crafts	28%	41%	18%	17%
Mean	10%	13%	11%	12%



the whole, current regional differences in participation rates would be preserved if prevailing obstacles to participation by those who would like to participate were removed. Except for choir singing, non-southerners would continue to have higher participation rates than southerners in active artistic pursuits. These figures also demonstrate that the magnitude of unmet demand for such activities is about as large outside the South as in the South.

It is noteworthy that the largest proportional gains in rates of participation (under the above hypothesis) would occur in the areas of dancing and acting in both the South and the non-South. Southern participation rates would rise from 2 to 8 percent and non-southern rates would rise from 3 to 11 percent if all those who wanted to participate were added to those who currently participate in these active artistic pursuits. Thus, the greatest relative unmet demand, in both southern and non-southern regions, is to be found in the areas of dance and theater acting.

Analysis of unmet demand for selected passive artistic activities pursued away from home reveals similar regional differences. On average, twice as many non-southerners as southerners currently attend dance performances, the theater, or concerts; on average, 26 percent of non-southerners and 13 percent of southerners attend such events. Among those who do not attend, however, the reasons given are quite similar in both regions. Excessive cost accounts for less than 10 percent of the reasons in both the South and the non-South, and inaccessibility or inconvenient timing account for 8 and 10 percent respectively. However, southerners are more likely than non-southerners to attribute their nonattendance at such performances to their not being available or to not enjoying such performances. In particular, southerners are much less likely than non-southerners to say they enjoy theater performances or concerts, making "unmet demand" a dubious label. It is at least plausible to surmise that these regional differences can be reduced to one situational factor and one background factor. The prevalent situation is still one in which performances of this kind are less available in the South and less likely to attract a large audience. The significant background factor is somewhat more conjectural, but the evidence suggests that regional differences in prior exposure to the performing arts account for much of the observed differences in ability to enjoy these performances. Finally, it is possible that a regional difference in attitude toward the arts exists, where-

by southerners are less embarrassed than non-southerners to admit lack of interest in these activities.

#### Chapter summary and conclusions

The kinds of leisure activities that southerners are most likely to want (as expressed in terms of a desire for increased participation) are not radically different from their actual patterns of leisure activity. For the most affluent and the more highly educated segments of the populations, the absence of strong unmet demands for particular kinds of leisure activity can be interpreted as evidence that the "good life" is a daily reality, not only because of the satisfaction of their material wants and needs, but because of their ability to satisfy their cultural and spiritual needs as well. Among the less affluent and less educated groups in southern society, a similar correspondence between the actual and the desired suggests a less wholesome possibility: if people with limited past exposure to particular kinds of leisure activity fail to express any interest in such activities at present, they may be failing to take advantage of available opportunities for personal growth and new experiences. If such people have had no opportunity to experience and appreciate certain kinds of leisure activities, particularly the more "demanding" arts-related activities, they literally do not know what they are missing.

However, this barrier of education and exposure, as well as more immediate, verifiable conditions, is amenable, at least in principle, to policy intervention. If young people can acquire interest and appreciation of arts-related pursuits as a part of their early upbringing and their formal schooling, older people should also be able to do so, given the opportunity and proper stimulus. The fact that many retired persons take up such activities is further evidence that they can be rewarding to people at all ages and with different backgrounds and education.

A further distinction is necessary between external barriers that reflect personal handicaps or limitations and those that relate to conditions surrounding the leisure activity in question. For example, persons who are unable to participate in activities or events away from the home without great difficulty or cost (given such factors as child-care needs or personal disabilities) must obviously rely more heavily on home media such as TV, radio, and recordings. Impending techno-



logical advances give promise of a wide variety of programs tailored to more differentiated and specialized tastes in the future, so that at-home arts-related programs can be expected to find an appreciative audience. On the other hand, barriers that reflect economic restraints, such as the costs of attendance associated with many plays, symphonies, concert performances, and the like, or barriers that reflect traffic problems or problems of geographic location, cannot be readily overcome.

Long-term trends in American society in general and in the South in particular have greatly reduced most of the barriers to participation in leisure activities, including arts-related activities. These trends include steady increases in the educational attainment of the population, including curriculum improvements; more gradual but cumulative gains in available leisure time; and major improvements in transportation and communication facilities. In addition, the doubling of the median incomes of families (in constant dollars) between 1948 and 1978, together with the fertility declines that occurred from the late 1950s onward, implies a substantial increase (at least up to the late 1970s) in discretionary income that can be used to satisfy a variety of consumer preferences. The data from the general background information about changes in the structure of American society tends to corroborate the findings of the study that excessive cost was seldom found to be an important barrier to participation in many forms of arts-related leisure activities, even during recession periods. Even if the pace of economic advance experienced by this society during the past thirty years cannot be sustained in the future, there is every reason to expect continued reduction in barriers to participation as a consequence of continued gains in education and communication. The wide range of leisure pursuits and interests of southern students is a particularly encouraging finding, since it signals a continuing strong demand for a corresponding variety of leisure activities in the future.

## TEST RESULTS OF THE STUDY HYPOTHESES

Dr. Richard J. Orend of the Human Resources Research Organization examined seven hypotheses or general propositions with the research findings. A summary of these seven hypotheses, together with the test conclusions, follows.

The level of participation and the demand for increased participation will be higher in nonarts activities than in arts-related activities. Both parts of this proposition were confirmed by the results of the survey. Greater involvement of southerners in nonarts-related leisure activities was evident both in terms of participation rates and the amount of time spent in such activities.

Participation in and desire to increase participation in different kinds of leisure activities are related to the socioeconomic status and demographic characteristics of individuals, especially their levels of education, their age, and their income levels. This proposition was largely disconfirmed. In general, age and income turned out to be poor predictors of actual participation in the different clusters of leisure activity. They were no better in relation to desires for increased levels of involvement. The only important exception to this rule was the finding that interest and active participation in sports was largely confined to the young, particularly young men, whereas most older persons expressed interest in largely sedentary leisure pursuits. Education, however, was significantly associated with participation rates and with the desire for increased participation in several clusters of leisure activity, especially the visual and performing arts.

Individuals living in smaller communities will have lower rates of participation in arts-related activities and less desire for increased participation in such activities. This proposition was only partly confirmed. Residents of small communities in the South were quite active in choir singing, in playing musical instruments, and in attending lectures on arts-related topics. However, they did not display strong interest in increasing their participation in arts-related activities.

Race will be related to the types of leisure activities that are chosen and to the pattern of interest in increased participation. This was confirmed in part. Whites were more likely to attend activities in both the performing and visual arts clusters, whereas blacks were more highly

involved in choral and jazz concerts and in the performing arts via the media. In general, blacks were also less satisfied with both the amount of leisure time available to them and with the available opportunities for leisure pursuits. However, these "racial" differences are influenced by the effects of other variables, especially education and prior exposure.

Occupation grouping will predict leisure choices. This proposition was disconfirmed. The few associations between participation rates or desires for increased participation and occupation that were observed appear to reflect differences in education or, in the case of farmers, differences in access to many kinds of leisure activity.

Perceived barriers to desired increases in participation are an important key to understanding current participation rates. Furthermore, recognition of specific barriers is related to the socioeconomic status and demographic characteristics of the respondents. This proposition was largely disconfirmed. The predominant reason for non-participation (or limited participation) in most leisure activities was lack of interest on the part of the respondent or, in the case of desire for increased participation, lack of sufficient interest to overcome other barriers. This lack of interest was expressed both in terms of "preference for doing other things," and "lack of time." As noted previously, little association was found between the kinds of barriers selected by respondents as being important and the respondents' socioeconomic status. Economic barriers were not important except in the case of extremely low income, where activities involving purchase of lessons or equipment were viewed as being impracticable.

The single best predictor of both current levels of participation and the desire to increase participation in particular kinds of leisure activity is prior participation. This proposition was confirmed insofar as current participation patterns were concerned, but it was not confirmed with respect to desired increases in participation.

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