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ABSTRACT

This report is an update of the "Sourcebook of Arts Statistics" 1987 edition, with substantial new information. The document is a compilation of statistical data from multiple not-for-profit arts organizations. The information is provided in nine chapters: (1) Arts in the Economy; (2) Artist and Arts Administrator Employment; (3) Arts Education; (4) Performing Arts; (5) Visual Arts; (6) Literature; (7) Museums; (8) Motion Pictures, Radio, Television and Recording; and (9) Arts Audiences. Summary information is provided for each topic and appendices provide a chapter-by-chapter cross-reference to the 1987 edition, a 17-page bibliography, and a regional classification list. (NL)

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A Sourcebook of Arts Statistics: 1989

Submitted to:

National Endowment for the Arts
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Tom Bradshaw, Project Officer

Prepared by:

Margaret Cahalan, Project Director
Debbie Alexander, Research Coordinator and Analyst
Sandra Daughton, Research Analyst
Harold Horowitz, Consultant
Sylvie Warren, Statistical Typist
Aleen Phillips, Research Assistant
Susan Robbins Hein, Graphics

Westat, Inc.
1650 Research Boulevard
Rockville, MD 20850
(301) 251-1500

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Original and update text authorship for this report is as follows:

- Chapters 1, 2 and 3 Margaret Cahalan (original and update)
- Chapter 4, Sandra Daughton (original and update)
- Chapter 5, Mindy Berry (original), Debbie Alexander (update)
- Chapter 6, Heather Banks (original), Margaret Cahalan (update)
- Chapter 7, Margaret Cahalan and Heather Banks (original), Margaret Cahalan (update)
- Chapter 8, Howard Hausman and Margaret Cahalan (original), Margaret Cahalan (update)
- Chapter 9, Mary Peters (original), Margaret Cahalan (update).

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INTRODUCTION

This report presents an update of the 1987 Sourcebook of Arts Statistics. The 1987 effort represented the first attempt to compile national arts statistics into one reference volume since a report entitled, *Arts in American Life* by F.P. Keppel and R. L. Duffs, published in 1933. The 1987 compilation was completed to serve as a sourcebook for the preparation by the National Endowment for the Arts of a mandated report to Congress on the State of the Arts in the United States. Congress has requested that this report be prepared every two years by the Endowment. The 1989 Sourcebook is also intended to serve as a reference book for the preparation for a State of the Arts Report, in this case the 1990 report.

The Sourcebooks are also intended to serve as general reference books on arts statistics. The focus of the compilations is on nationally representative data, although for certain topics in which national data were not found, materials are included which are not national in focus.

The materials included vary widely as to topic and statistical methodology. An attempt has been made to include brief methodological descriptions of the studies when this information was available.

Statistics included in the compilation were collected by means of both library research and by contacting relevant organizations and asking them to submit data for inclusion. For the 1987 Sourcebook, a mailing was sent to about 500 arts-related organizations. The letter, sent by the National Endowment for the Arts, requested that organizations send results of studies they might have conducted in the last five years or any reports showing trend data to Westat. In all, about 100 arts-related organizations sent materials, for inclusion. From these materials summary statistics were selected for the original Sourcebook.

For the 1989 update, each organization having data included in the 1987 edition was contacted by mail and phone. Of the total recontacted, virtually all sent revised data or notified us that they had not yet updated the data included in the original Sourcebook.

The 1989 compilation consists of over 500 tables and charts. This edition follows the format of the 1987 edition. For the 1989 update, time series data were kept intact and additional years added to the series wherever possible. However, it was not possible to re-include all of the tables in the 1987 edition that presented in depth

single year data as well as all the new tables presenting additional single year data. In many cases these tables were replaced with more recent data. The reader interested in comparison over time may find it useful to consult the 1987 edition for the earlier data.

Appendix 1 identifies the tables that have had additional years added (updated), those that have replaced similar tables, new tables, and those that have had title number changes.

Organization of the Sourcebook

The statistics are presented in nine chapters. Four are general cross-disciplinary chapters and five focus on specific disciplines or groups of disciplines. The chapters are as follows:

- Chapter 1: Arts in the Economy
- Chapter 2: Artist and Arts Administrator Employment
- Chapter 3: Arts Education
- Chapter 4: Performing Arts
- Chapter 5: Visual Arts
- Chapter 6: Literature
- Chapter 7: Museums
- Chapter 8: Motion Pictures, Radio, and Television
- Chapter 9: Arts Audiences

In general, tables that include data from more than one discipline are included in the functional chapters and those that cover only one discipline or one group of disciplines are in the discipline-specific chapter. A bibliography of sources is presented in Appendix 2.

While an attempt was made to cover as many aspects of the arts as possible, it is recognized that not all areas of the arts are represented and not all areas have equal coverage. It is hoped, however, that this collection of information into one volume will provide a useful reference for those interested in the arts and arts-related research.

Chapter 1

Arts in the Economy

Section 1-1. An Overview of Arts in the National Economy
Tables 1-1 to 1-9

Section 1-2. Public Support for the Arts
Tables 1-10 to 1-25d

Section 1-3. Private Support for the Arts
Tables 1-26 to 1-40

The tables in section 1-1 of this chapter summarize arts-related industries as they are categorized in major national economic accounts and censuses. Section 1-2 presents data on public support for the arts. Tables in this section cover recent trends in government spending for the arts and include information on how this money is allocated. Section 1-3 presents summary data on private giving to the arts by foundations, corporations, United Arts Funds, and volunteers.

Major Sources of Information

The following are the major sources of information for tables in this chapter:

Arts in the Economy

- The Bureau of Economic Analysis, National Income and Product Accounts (NIPA);
- Bureau of Labor Statistics, Consumer Expenditure Survey;
- Bureau of Census, Census of Service Industries;
- National Endowment for the Arts, Research Division, analyses of the NIPA and Census of Service Industries.

Public Support for the Arts

- National Income and Product Accounts (Government expenditures);
- National Endowment for the Arts budget office;
- National Endowment for the Arts grants management office;
- National Assembly of State Arts Agencies (NASAA);
- National Assembly of Local Arts Agencies (NALAA).

Private Support for the Arts

- Associated Fund Raising Counsel,
- Foundation Center;
- Corporate Conference Board;
- American Council for the Arts and United Arts Funds;
- INDEPENDENT SECTOR.

Section 1-1. An Overview of Arts in the National Economy

The tables in this section summarize data from major government sources on selected aspects of arts in the economy. It is not easy to isolate indicators of the arts in the national economy. This is partly because the arts are embedded in so many aspects of national production and transfer of services. Historically, summary categories of classification in the major economic accounts and censuses often include arts-related activities with other activities unrelated or only marginally related to the arts. In other cases they are not able to include all art-related receipts or establishments/activities. Arts activities under the auspices of larger organizations are often classified under another category such as education or government. The National Endowment for the Arts Research Division has been working with the Bureau of Economic Analysis and the Census Bureau since the 1970's to obtain additional detailed information on arts-related industries and to develop a data series which can be compared to data from the arts organizations themselves. This has resulted in some additional information being available, especially from the Census of Service Industries.

The National Income and Product Accounts

The National Income and Product Accounts (NIPA), published by the Bureau of Economic Analysis, are a summation reflecting the entire complex of the nation's economic input and output and the interaction of its major components. Information from the NIPA is published monthly with periodic special supplements in the Survey of Current Business, by the Department of Commerce, Bureau of Economic Analysis (BEA). Estimates to the NIPA are revised periodically—usually every five years. This interval is timed to correspond with the national economic census which provides more detail than is available between these years. A comprehensive revision to the NIPA was completed in December 1985 when the accounts were revised back to 1929. Detailed historical data appear in The National Income and Product Accounts of the United States, 1929-1982: Statistical Tables and the July issues of the Survey of Current Business. A good introduction to these accounts as they relate to the arts is presented in a paper by Horowitz, "The Arts in the National Income and Product Accounts," prepared for the Third International Conference on Economics and Planning, 1984. A discussion of the most recent revisions and their impact on arts-related accounts is presented in a recent National Endowment for the Arts Research Division Note 20, "Arts in the GNP, a New Beginning."

The National Income and Product Accounts contain several income and product aggregates. Definitions of the applicable aggregates are presented as methodological notes in the first table in which the aggregate is introduced. These include: Gross National Product (GNP) and income originating in various industries, Personal Consumption Expenditures, Recreation Expenditures, Disposable Personal Income, and Corporate Profits before taxes. Chapter 2, which presents artist employment data, also includes information from the National Income and Product Accounts on total persons engaged in the industry and average annual wages by industry.

Sources of National Product by Industry

The National Income and Product Accounts present data on sources of national product by industry. The classification underlying the distributions of private activities is based on the Standard Industrial Classification (SIC). Based on this classification, we selected information on the following general arts-related industries.

- Motion pictures;
- Amusement and recreation services;
- Radio and television broadcasting;
- Printing and publishing.

It should be noted that, in these estimates, Federal, State, and local government activities are not included in the applicable industry; instead they are combined into a single government category. The specific industry data thus reflect private operations.

Tables 1-1a to 1-1c present data from this series from 1947 to 1987. One way to look at the size and scope of arts-related industry is to determine the percent these industries represent of the total Gross National Product (GNP). The GNP represents the market value of all goods and services produced by labor and property supplied by residents of the United States.

The most obvious fact apparent from the tables is the decline in the percent of the GNP originating in motion pictures (from 60 in 1947 to 24 in 1987) (table 1-1b). All amusement and recreation services taken together (excluding motion pictures) have remained almost stable, being .51 in 1947 and .53 in 1987. Radio and TV broadcasting have gone from .09 percent of the GNP in 1947 to .28 in 1987. Printing and publishing, after declining from 1.36 percent in 1947 to 1.16 in 1980, rose to 1.31 percent in 1985 and was 1.29 in 1987.

Expenditures for the Arts

NIPA information on expenditures permits a more detailed look at arts-related activity through the information on personal consumption expenditures for recreation by type of recreational service or product.

Personal Consumption Expenditures are one of four major sectors of the Gross National Product. The others are Gross Private Domestic Investment, Net Export of Goods and Services, and Government Purchase of Goods and Services. Personal Consumption Expenditures include goods and services purchased by individuals; operating expenses of nonprofit institutions serving individuals; and the value of food, fuel, clothing, and rent, and financial services received in kind by individuals. Purchase of residential structures is classified with Gross Private Investment.

Another measure from the NIPA is disposable personal income. This represents personal income, less personal tax and nontax payments. It is the income available to persons for spending or saving.

Tables 1-2a and 1-2b present data on recreation expenditures relative to total GNP, personal consumption, and disposable personal income. Very large changes in the distribution of expenses in this area have not occurred, except during the Great Depression and World War II (tables 1-2a and 1-2b). Recreation expenditures as a percent of the GNP were 4.14 in 1929 and 5.06 in 1988. Between those years there was a decline in the Depression, reaching a war-time low of 2.86 percent in 1945, after which increases occurred. Looking at recreation as percents of personal consumption expenditures and disposable personal income, it can be seen that recreation as a whole has increased about one percentage point as a percentage of personal consumption and about two percentage points as a percentage of disposable personal income (table 1-2b).

The recreation category is further divided in the NIPA into sub-categories, several of which are of special interest to the arts. Tables 1-3a and 1-3b summarize information from this series from 1909 to 1988. Some caution should be exercised in interpreting small changes in the data. Over the period some shifts have occurred in inclusiveness of the categories (see methodological note in table 1-3a). These may result in shifts in the distribution. With this in mind, it can be noted that admissions to motion pictures declined from a high of 24 percent of recreation expenditures in 1945 to a low of 1.7 percent in 1988. Admissions to theatre, opera, and other nonprofit entertainment, after large declines between 1925 and 1935, have stabilized and increased slightly since 1975 (from

1.1 to 1.8 percent in 1988). For the first time (since 1925 when the two categories were first estimated separately) in 1988 this category was higher than motion picture admissions. Admissions to spectator sports are also interesting as a comparison. Admissions to theatre, opera, and other nonprofit entertainment have gained relative to sports since 1975. In 1975 sports were 1.9 percent of recreation expenditures, when arts admissions were 1.1 percent. In 1988 performing arts admissions were higher than sports admissions (1.8 percent compared with 1.3 percent). See table 1-4 to compare percent change between 1983 and 1987.

Other recreation categories of interest are "books and maps" and "radio and television receivers, records and musical instruments." Books and maps have declined from around 6 to 7 percent of recreation expenditures through most of the period up to 1970 to 4 to 5 percent in the 1980's. The radio and television receivers, records, and musical instrument category is the largest in the recreation classification, ranging from 17 to 20 percent of the total since 1970. Looking at the data for this category one sees the strong impact of World War II when, presumably, availability declined, and the later impact of the introduction of various newer technologies such as television in the early 1950's and VCRs in the 1980's. This in turn affects the percentage distribution for other smaller categories. Corporate profits before taxes of selected arts-related industries are presented in tables 1-5a and 1-5b.

Consumer Expenditure Survey

Table 1-6 presents data from the Bureau of Labor Statistics Consumer Expenditure Survey. This series was begun in late 1979. The objective of the survey is to collect consumer expenditure data which provide a continuous flow of data on the buying habits of United States consumers. The data are used for revisions of the consumer price index. The data, based on interviews and expenditure diaries (see table 1-6 for methodological note), indicate that an average of \$1,227 was spent on entertainment and reading per consumer unit in 1986. Expenditures for entertainment and reading ranged from \$474 for those earning \$5,000 to \$9,900, to \$2,546 for those with incomes of \$40,000 and over.

Expenditures for entertainment and reading were distributed as follows: fees and admissions, 25 percent; radio, TV, and sound equipment, 31 percent; other equipment and services, 32 percent, and reading, 11 percent (data calculated from figures for complete income reporters)

Taken together, expenditures for entertainment and reading were 5.4 percent of all consumer expenditures in 1986. This number may be compared with the NIPA percent of disposable personal income going to recreation which was estimated to be about 6.68 percent in 1986.

The Census of Service Industries

The Census of Service Industries, part of the Economic Census, is another source of data on arts-related industries. Other parts of the Economic Census include the censuses of manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, and selected transportation industries. Since 1967, these censuses have been conducted every five years. The most recent census was conducted in 1988, covering 1987. Data are scheduled to be released in 1990. Tables 1-7 to 1-9 present selected data from 1987. Additional data are presented in chapter 4 for performing arts, in chapter 5 for architecture and photography, in chapter 7 for museums, and in chapter 8 for motion pictures, radio, and television. The National Endowment for the Arts participated in planning the revisions starting with the 1977 census in order to obtain more detail for performing arts-related industries, and its Research Division has prepared several reports. Selected tables from these reports are presented in chapter 4.

It should be noted that the Census of Service Industries universe is obtained primarily from filers of FICA reports and from filers of income tax forms (both for-profit and not-for-profit). Arts-related organizations that do not submit either form are not likely to be represented. Many arts organizations operate as subsidiaries of another larger organization. In such cases the arts organization is categorized under its parent's major function—for example, a university, government agency or museum—and it is not then likely to be counted as an arts organization. Hence the numbers underestimate the level of activity, especially for nonprofit groups related to universities, for museums, for small organizations (receipts below \$25,000), and for informal performing and other arts groups.

Number of Arts-Related Establishments

Table 1-7 includes the total number of service establishments and the number of selected categories of establishments that have some relation to the arts. If all of the arts-related service establishments listed in Table 1-7 are simply tallied, they total about 76,000 establishments with receipts of about \$50 billion. This table includes activities which some would not classify as arts-related, such as radio and TV repair shops, and does not include

many other arts-related organizations. Tables 1-8 and 1-9 present information on the sources of receipts/revenues for performing arts-related service industries. Other more detailed tables from Census of Service Industries are presented and discussed in the discipline-specific chapters.

Section 1-2. Public Support for the Arts

Tables 1-10 to 1-13 include data from the NIPA on Federal, State, and local expenditures by function from 1952 to 1987/88. Looking at combined expenditures, it can be seen that at no time have recreation and culture expenditures equaled more than 1 percent of the total combined Federal, State, and local expenditures. For the years shown in table 1-10, the peak occurred in 1975 when recreation and culture represented .92 percent of total expenditures. This was up from .32 in 1952. This peak may have been associated with events that were part of the Bicentennial celebration (1976). The years of the 1980's saw a decline to .75 percent in 1985. By 1987 the percentage for recreation and culture had risen somewhat to .81 percent.

Looking at Federal government expenditures (table 1-11), the decline in the percent going to recreation and culture since 1980 can be seen. In 1980 recreation and culture expenditures were .29 percent, declining to .16 percent by 1988. Education has seen a similar decline, being 2.27 percent of Federal expenditures in 1980 but only 1.68 percent in 1988.

Table 1-12 shows that State and local expenditures for recreation and culture were about 1.5 percent of the total in 1955, 1.9 in 1980, and 1.7 in 1985. Education expenditures were 36 percent in 1955, 40 percent in 1980, and 39 percent in 1985.

Another way of looking at levels of support is in constant dollars (table 1-13).¹ Total government (Federal, State and local) expenditures increased 276 percent in constant 1985 dollars between 1955 and 1987, and increased 28 percent between 1980 and 1987. Over the entire period, recreation and culture expenditures increased at a higher pace than total government expenditures (502 percent). However, between 1980 and 1985 there was a decline of about 5 percent in total government support for recreation and culture in constant 1985

¹Constant dollars are estimates representing an effort to remove the effects of price changes from statistical series reported in dollar terms. In this report constant dollars are usually calculated based on the Consumer Price Index for all urban consumers indexed to 1985 or 1982.

dollars. This decline was reversed by 1987, due to increased state and local expenditures.

Federal government support for recreation and culture continued to decline in constant dollars. Overall, Federal government expenditures increased about 28 percent in constant 1985 dollars between 1980 and 1987. However, Federal expenditures for recreation and culture declined by 29 percent in the same period in constant dollars.

Appropriations for Major Federal Cultural Programs

Table 1-14 presents summary information on Federal appropriations for cultural programs for 1989-1990. The largest amount of Federal money goes to the Smithsonian, (funded at about \$246 million in 1989), and the Corporation for Public Broadcasting (funded at about \$300 million in 1989). The National Endowment for the Arts was next at about \$169 million for 1989.

Funding for the National Endowment for the Arts

Funding levels for the National Endowment for the Arts began at about \$2.9 million in 1966, were at about \$165 million in 1987, and \$171 million in 1990 (Table 1-15). Real increases in appropriations in constant dollars occurred until 1980. Between 1980 and 1987 there was, in constant 1985 dollars, about a 22 percent decline in NEA appropriations.

Table 1-16a summarizes NEA appropriations by program for 1980-1989, and table 1-16b includes a summary of the amount and number of grants awarded by program for 1984-1989.

Based on the ratio of amount of grants awarded to appropriations it appears that, on average, about 88 to 92 percent of the National Endowment for the Arts appropriation is then re-awarded in grants. For example in 1985 the appropriation was \$163 million (table 1-15) and the amount awarded in grants was \$149 million (table 1-16b).

Looking at NEA allocations among programs, one can see that although some shifts have occurred, relative allocations among programs have remained fairly stable over the period since 1980 (table 1-16a). State programs have been about 15 percent of the allocation, and since 1984, local programs have received about 1.4 percent. Together, program funds have been between 55 and 62 percent of the total, being 57 percent in 1987

Tables 1-17a to 1-17d present summary data on applicants to the NEA Inter-Arts program for the years 1985 to 1989 for total applicants (tables 1-17a, c, and d) and for a control group of 74 applicants (table 1-17b). For the control group total revenues increased from \$51 million to \$84.5 million between 1985 and 1989; for the same period total attendance increased from 3.3 million to 3.5 million (table 1-17b).

National Endowment for the Arts Employment Levels

Table 1-18 presents National Endowment for the Arts employment levels since 1966. These peaked in 1982 and then declined, from 285 full time persons in 1982 to 258 in 1987. In 1989 there were 262 full-time persons

State Arts Agencies

Data in tables 1-19 to 1-23 were provided by the National Assembly of State Arts Agencies (NASAA). Founded in 1968, NASAA consists of the 56 State, jurisdictional, and territorial arts agencies, designated by the National Endowment of the Arts as governmental units receiving funding from their State legislatures. NASAA exists to enhance the growth of the arts and develop an informed membership and serve as liaison among members, Federal agencies, and arts organizations

The Growth of State Arts Agencies

Although, as early as 1899, Utah had a State Arts Council, most of what we currently think of as State Arts Agencies were established in the 1960's and early 1970's in connection with the opportunity of obtaining funding from the National Endowment for the Arts. Prior to NEA's creation, however, the New York State Council on the Arts (NYSCA) had been established in 1961. This model influenced both the Federal legislation creating the National Endowment and the subsequent creation of State Arts Agencies. Further, New York dwarfed the other States in funding especially from 1966 to 1979. By 1974, State Arts Agencies were present in all States and the District of Columbia.

Increasingly, in the 1980's State Arts Agencies have become an important source of support for the arts (table 1-19). Starting with a 50-State total appropriation level about the same as NEA in 1966 (\$2.7 million), State Arts Agency appropriations taken together in 1989 were about 58 percent higher than the total National

Endowment appropriation (\$268 million compared to \$169 million). As chart 1-7 indicates, total State appropriations were similar to those for NEA from 1966 to 1972, less from 1972 to 1984, equal in 1985, and well above in 1986 through 1989.

Although, overall, State Arts Agency legislative appropriations increased about 5 percent between 1989 and 1990 (table 1-20). Of the total appropriations for 1990, New York accounted for over one-fifth (21 percent).

Distribution of Funds by State Arts Agencies

Estimates of the types of projects funded, and sources of funds for grants are based on data collected by the NASAA and published in the Final Descriptive Report of State Arts Agencies. Tables 1-21 to 1-23 present summary data from this source for fiscal year 1987 for 50 States. In 1987, the largest proportion of the dollar amount of grants were awarded in the multi-disciplinary category (28 percent) and the music category (18 percent). A total of about \$178 million in grant money was spent in 1987.

National Endowment for the Arts, State and Regional, Support for Touring and Presenting

Tables 1-24 (a and b) present data on characteristics of support for touring and presenting for the period 1981 to 1984. The data are based on a study conducted by NEA and NASAA, as part of an effort to examine the interaction among Federal, State and regional levels of support. Levels of support for the period ranged from \$32.1 million in 1982, to \$30.3 million in 1983, and \$31.0 million in 1984. Most of the funding, 54 percent in 1984, was distributed by a State Arts Agency. In the same year, 38 percent was distributed by National Endowment for the Arts and 8 percent by regional organizations. Of the total, 42 percent originated from NEA program funds, 43 percent from State Arts Agencies, and 12 percent from Basic State Grants and Regional Arts Programming Grants. Three percent came from private sources. Disciplines most frequently supported were music, dance, multi-disciplinary, and theatre.

Tables 1-25a through 1-25d present data from the National Assembly of Local Arts Agencies (NALAA) 1989 membership survey of 71 Local Arts Agencies. Of the total agencies, 75 percent were private, 25 percent public, and 30 percent were private with official designation. Thirty-six of the local agencies awarded grants and taken together these groups made a total of 1,892 grant awards with an average amount of \$3,019.

Section 1-3. Private Support for the Arts

Assessment of total private support for the arts is not easy, task and estimates of the total vary depending on the source. Data from several sources on private giving are compiled by the American Association of Fund-Raising Counsel and presented yearly in the publication Giving USA. Descriptions of the methodology of the estimates are presented in detail in this publication. Tables 1-26a through 1-26e summarize data from the 1989 Giving USA. The data should be viewed as estimates which are widely used in the field but are often criticized because of the imprecision associated with the derivation of the estimates. Table 1-26a shows that total giving for all causes for 1988 was estimated at \$104.4 billion. Overall, by far the largest source of private philanthropy is from individuals, 83 percent of philanthropic support in 1988. Bequests represent another 6.5 percent of philanthropy. Foundations represent 5.9 percent and corporations 4.6 percent of total giving (calculated from table 1-26a).

According to the American Association of Fund-Raising Counsel estimates, total private philanthropy was estimated to be \$21 billion in 1970 and \$104 billion in 1988 (table 1-26a). In constant 1982 dollars this is an increase of about 50 percent (\$2 billion to \$78 billion) (table 1-26b). In the same period according to these estimates, support for the arts and humanities has grown much faster (by 212 percent in constant 1982 dollars), estimated at \$.6 billion in 1970 (\$1.63 billion in 1982 dollars) and \$6.8 billion in 1988 (table 1-26b).

The rapid growth of arts and humanities funding, relative to other areas, leveled off considerably by 1980. Since 1980, private support for the arts and humanities has increased by about 36 percent in constant dollars, while total giving has increased at about 34 percent.

According to the American Association of Fund-Raising Counsel, total giving to the arts and humanities was estimated to be 6.5 percent of private philanthropy in 1988, up from only 3.2 percent of giving in 1970.

Foundation Support

The major source of information on foundation giving is the Foundation Center which publishes both a National Data Book and The Foundation Grants Index. Tables 1-27 to 1-31 summarize data from The Foundation Grants Index based on a sample of foundations constituting the grant index.

The Foundation Center's analysis of private foundations, extracted from the IRS Exempt Organization Master File for 1985, found approximately 24,859 active grant-making private foundations in the United States. In 1985 these foundations held an estimated \$92.6 billion in assets and awarded approximately \$5.7 billion in grants.²

Trends in Foundation Giving

The Foundation Center has noted several problems in collecting reliable trend data on philanthropic giving. Among them are the difficulty in obtaining complete information on smaller foundations; the reliance on subjective judgment in assigning to a single category a grant which serves a variety of purposes; and the nearly impossible task of establishing a classification system which divides the spectrum of human activities into a logical series of non-overlapping activities. Keeping this in mind, the Center has designed a grants index to look at trend data.

From all foundations reporting grants to the center, a sample of 459 grantmakers has been selected from which to produce trend data. The sample includes the 100 largest foundations and 40 percent of total grantmaking dollars. In assessing the sample, the editors of the report note that, while the sample is heavily weighted toward large foundations, "the analysis provides some insight into the grant-making activities of smaller foundations based on a limited sample, as well as a reliable overview of grantmaking patterns of the nations' largest foundations."³

Among the grants in the "grants index," awards to the category "cultural activities" were between 13 and 15 percent of the total in dollars awarded and 16 to 18 percent in the number of grants in the period 1980 to 1988 (tables 1-27 and 1-28). Breakdowns by type of cultural activity supported indicate that in 1988 grants classified as "general" were most frequent, followed by grants for the combined category of theatre and dance (table 1-28).

In terms of dollar amounts, grants by the foundations, other than the 100 largest, were somewhat more generous to the arts, with 20 percent of the grant dollars from this group going to the arts in 1988 compared with 13 percent for the 100 largest foundations (table 1-

29). However, the average grant amount to the arts was greater from the 100 largest foundations, \$73,000 vs \$37,000 per grant.

United Arts Funds

Tables 1-32 to 1-34 present information on the growth and characteristics of United Arts Funds. The American Council for the Arts defines United Arts Funds as service organizations that raise money for the operating support of at least three separate arts organizations. In 1965 there were 12 such groups and by 1988 there were 64 (61 participated in the annual survey). Funds raised have grown from \$2.5 million in 1965 to \$62 million in 1988 (table 1-32).

In 1988, the largest percentage (51 percent) of funds came from corporate/business donors. About one-third (32 percent) came from individuals, 8 percent from foundations, and 7 percent from government sources (table 1-33). The average individual gift was \$92 in 1985. Fundraising costs averaged about 11 percent of the total raised. The top three United Arts Funds, in terms of dollars raised for 1988, were: The Music Center in Los Angeles; Lincoln Center in New York; and Milwaukee, Wisconsin (table 1-34).

Corporate Contributions to the Arts

The major source of information on corporate giving to the arts is the Conference Board, Annual Survey of Corporate Contributions. Data relevant to the arts from the Conference Board's surveys were summarized in the American Council for the Arts, 1987 publication, Guide to Corporate Giving in the Arts: 4, in the chapter "Trends and Preferences in Corporate Support for the Arts," by Michael Useem. Table 1-35 is originally taken from this chapter but was updated for this report. Tables 1-36 to 1-38 are taken from the Survey of Corporation Contributions, 1989 Edition. Table 1-35 presents data on estimated total contributions. Tables 1-36 to 1-38 are based on the Conference Board samples. It should be noted that the total contributions in table 1-36 reflect only those businesses making contributions of \$100,000 or more, and who also responded to the survey, not total contributions.

Discussing trends in total corporate giving, Useem notes that the single most important factor driving company giving is the level of income. Company gifts are often intended to stimulate income. This is reflected in the use of cause-related marketing strategies. Aggregated company earnings have approximately doubled in the past

²Loren Renz and Stan Olson, editors, The Foundation Directory, 11th Edition, The Foundation Center, New York, NY, 1987, p. xiv

³Loren Renz and Stan Olson, editors, The Foundation Directory, p. xxx.

decade and corporate giving has also increased. Allocations to giving ranged from .89 to .99 percent of pretax net income between 1975 and 1980. Since 1980 they have ranged from 1.11 to a high of 1.99 percent in 1985. In 1988 allocations were estimated to 1.55 percent of pretax net income (table 1-35).

Total corporate giving to the arts was estimated at about \$496 million in 1987 compared with \$90 million in 1975 (table 1-35). The percentage of corporate giving going to the arts ranges from 7.5 percent in 1975 to a high of 11.9 percent in 1981 and 1985. Corporate giving to the arts was estimated to be 10.8 percent in 1987, down from 11.9 percent in 1986. However, it should be noted that the estimated percentages going to the arts are based on samples of companies, the number of which has varied considerably over the years--(from 786 companies in 1979 to 325 in 1987). Differences in percentages of corporate giving going to the arts may be due to differences in the corporate sample rather than actual change. Table 1-36 presents more detail on the results of the Annual Survey of Corporate Contributions from 1978 to 1988, upon which the data in table 1-35 are partially based. Table 1-37 presents a comparison from a control group of 256 companies for 1986 and 1987. For this group, contributions to the arts also registered a small decline as a percentage of the total between 1986 and 1987 (from a median of 10.6 percent in 1986 to 10.2 percent in 1987).

Volunteer Support for the Arts

Tables 1-39 and 1-40 present data taken from reports of volunteering commissioned by the INDEPENDENT SECTOR and conducted by the Gallup Organization. The study estimated that in 1981, 52 percent of Americans over age 14 reported doing some type of volunteer work in the past year compared with 45 percent in 1988. Volunteer work is most frequently done in the area of religion, with 37 percent doing some work in this area in 1981 and 45 percent in 1988. About 6 percent of the population in 1981 and 11 percent in 1988 reported doing some work related to arts and culture in the past 12 months. In 1985 about 4 percent indicated they had done some volunteer work in that area in the past week. Data for this study were collected by asking respondents to recall activity. As with attendance, it may be that people overestimate their volunteer activity.

Volunteer work in the area of arts, culture and humanities was most frequently done for the category "private non-profit groups other than religious" (46 percent). About 26 percent was done in the local government sector (table 1-40).

Table 1-1a.
Gross National Product (GNP) originating in selected arts-related industries: 1947-1987

| Year | Gross National Product | Motion pictures | Other amusement and recreation services | Radio and TV broadcasting | Printing and publishing |
|--------------------------|------------------------|-----------------|-----------------------------------------|---------------------------|-------------------------|
| (in billions of dollars) | | | | | |
| 1947..... | 235.2 | 1.4 | 1.2 | 0.2 | 3.2 |
| 1948..... | 261.6 | 1.3 | 1.3 | 0.3 | 3.5 |
| 1949..... | 260.4 | 1.3 | 1.3 | 0.3 | 3.7 |
| 1950..... | 288.3 | 1.3 | 1.3 | 0.4 | 3.9 |
| 1951..... | 333.4 | 1.3 | 1.3 | 0.4 | 4.2 |
| 1952..... | 351.6 | 1.2 | 1.4 | 0.5 | 4.4 |
| 1953..... | 371.6 | 1.2 | 1.6 | 0.5 | 4.8 |
| 1954..... | 372.5 | 1.5 | 1.6 | 0.6 | 5.0 |
| 1955..... | 405.9 | 1.3 | 1.7 | 0.7 | 5.5 |
| 1956..... | 428.2 | 1.3 | 1.9 | 0.8 | 5.8 |
| 1957..... | 451.0 | 1.2 | 2.0 | 0.8 | 6.2 |
| 1958..... | 456.8 | 1.1 | 2.1 | 0.9 | 6.2 |
| 1959..... | 495.8 | 1.1 | 2.4 | 1.0 | 6.7 |
| 1960..... | 515.3 | 1.1 | 2.7 | 1.1 | 7.1 |
| 1961..... | 533.8 | 1.2 | 2.8 | 1.1 | 7.3 |
| 1962..... | 574.6 | 1.2 | 3.0 | 1.2 | 7.7 |
| 1963..... | 606.9 | 1.3 | 3.2 | 1.3 | 8.0 |
| 1964..... | 649.8 | 1.4 | 3.4 | 1.3 | 8.9 |
| 1965..... | 705.1 | 1.6 | 3.6 | 1.4 | 9.4 |
| 1966..... | 772.0 | 1.7 | 3.7 | 1.6 | 10.3 |
| 1967..... | 816.4 | 1.8 | 3.9 | 1.6 | 10.7 |
| 1968..... | 892.7 | 2.1 | 4.2 | 1.8 | 11.6 |
| 1969..... | 963.9 | 2.0 | 4.4 | 1.9 | 12.7 |
| 1970..... | 1,015.5 | 2.3 | 4.8 | 2.0 | 12.9 |
| 1971..... | 1,102.7 | 2.2 | 5.1 | 2.1 | 13.7 |
| 1972..... | 1,212.8 | 2.4 | 5.5 | 2.5 | 14.8 |
| 1973..... | 1,359.3 | 2.7 | 6.4 | 2.6 | 16.4 |
| 1974..... | 1,472.8 | 2.8 | 6.9 | 2.8 | 16.8 |
| 1975..... | 1,598.4 | 3.1 | 7.7 | 3.2 | 18.6 |
| 1976..... | 1,782.8 | 3.8 | 8.6 | 4.0 | 20.5 |
| 1977..... | 1,990.5 | 4.2 | 9.8 | 4.7 | 23.3 |
| 1978..... | 2,249.7 | 5.6 | 10.4 | 5.4 | 26.2 |
| 1979..... | 2,508.2 | 5.0 | 11.5 | 5.9 | 28.8 |
| 1980..... | 2,732.0 | 5.0 | 12.4 | 6.3 | 31.6 |
| 1981..... | 3,052.6 | 5.5 | 14.0 | 7.4 | 35.2 |
| 1982..... | 3,166.0 | 6.3 | 15.1 | 8.3 | 38.4 |
| 1983..... | 3,405.7 | 6.6 | 16.8 | 9.2 | 42.4 |
| 1984..... | 3,772.2 | 7.3 | 17.8 | 11.1 | 47.6 |
| 1985..... | 4,014.9 | 9.0 | 19.9 | 11.2 | 52.5 |
| 1986..... | 4,240.3 | 9.5 | 21.8 | 12.4 | 55.1 |
| 1987..... | 4,526.7 | 10.7 | 24.0 | 12.7 | 58.2 |

Note: Changes in 1985 and 1986 data from 1987 Sourcebook reflect Department of Commerce revisions to the accounts. July 1989 Survey of Current Business did not contain 1988 updates. 1988 data release has been postponed for revisions.

Source: (1947-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1984) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1987 issue; (1985-1987) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1988 issue, table 6.1.

Methodological note: Gross National Product (GNP) is the market value of the goods and services produced by labor and property supplied by residents of the United States. It is the sum of purchases of goods and services by persons and government, gross private domestic investment (including the change in business inventories), and net exports (exports less imports). GNP excludes business purchases of goods and services on current account. Its investment component is measured before deduction of charges for consumption of fixed capital.

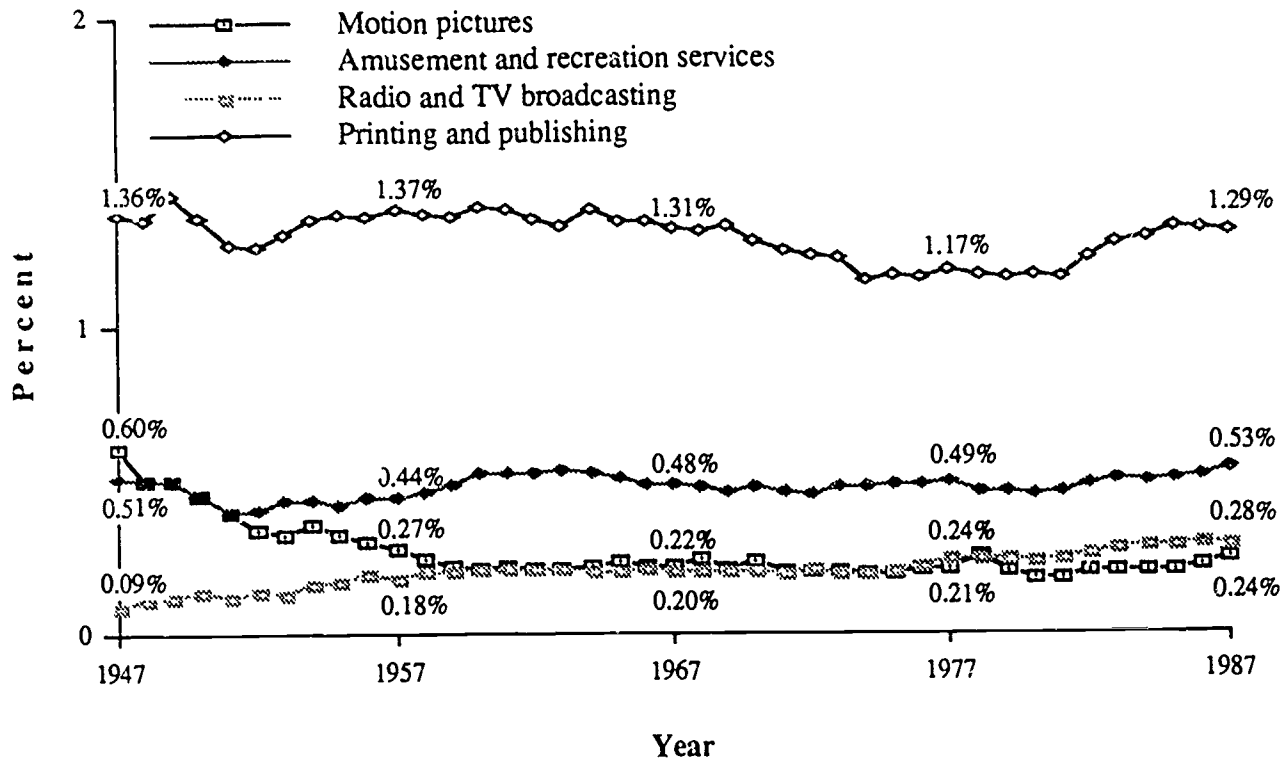
Table 1-1b.
Percent of Gross National Product (GNP) originating in selected arts-
related industries: 1947-1987

| Year | Gross National Product | Motion pictures | Other amusement and recreation services | Radio and TV broadcasting | Printing and publishing |
|-----------|------------------------------|--------------------|-----------------------------------------------|------------------------------|----------------------------|
| | (in billions of dollars) | | (percent) | | |
| 1947..... | 235.2 | 0.60 | 0.51 | 0.09 | 1.36 |
| 1948..... | 261.6 | 0.50 | 0.50 | 0.11 | 1.34 |
| 1949..... | 260.4 | 0.50 | 0.50 | 0.12 | 1.42 |
| 1950..... | 288.3 | 0.45 | 0.45 | 0.14 | 1.35 |
| 1951..... | 333.4 | 0.39 | 0.39 | 0.12 | 1.26 |
| 1952..... | 351.6 | 0.34 | 0.40 | 0.14 | 1.25 |
| 1953..... | 371.6 | 0.32 | 0.43 | 0.13 | 1.29 |
| 1954..... | 372.5 | 0.35 | 0.43 | 0.16 | 1.34 |
| 1955..... | 405.9 | 0.32 | 0.42 | 0.17 | 1.36 |
| 1956..... | 428.2 | 0.30 | 0.44 | 0.19 | 1.35 |
| 1957..... | 451.0 | 0.27 | 0.44 | 0.18 | 1.37 |
| 1958..... | 456.8 | 0.24 | 0.46 | 0.20 | 1.36 |
| 1959..... | 495.8 | 0.22 | 0.48 | 0.20 | 1.35 |
| 1960..... | 515.3 | 0.21 | 0.52 | 0.21 | 1.38 |
| 1961..... | 533.8 | 0.22 | 0.52 | 0.21 | 1.37 |
| 1962..... | 574.6 | 0.21 | 0.52 | 0.21 | 1.34 |
| 1963..... | 606.9 | 0.21 | 0.53 | 0.21 | 1.32 |
| 1964..... | 649.8 | 0.22 | 0.52 | 0.20 | 1.37 |
| 1965..... | 705.1 | 0.23 | 0.51 | 0.20 | 1.33 |
| 1966..... | 772.0 | 0.22 | 0.48 | 0.21 | 1.33 |
| 1967..... | 816.4 | 0.22 | 0.48 | 0.20 | 1.31 |
| 1968..... | 892.7 | 0.24 | 0.47 | 0.20 | 1.30 |
| 1969..... | 963.9 | 0.21 | 0.46 | 0.20 | 1.32 |
| 1970..... | 1,015.5 | 0.23 | 0.47 | 0.20 | 1.27 |
| 1971..... | 1,102.7 | 0.20 | 0.46 | 0.19 | 1.24 |
| 1972..... | 1,212.8 | 0.20 | 0.45 | 0.21 | 1.22 |
| 1973..... | 1,359.3 | 0.20 | 0.47 | 0.19 | 1.21 |
| 1974..... | 1,472.8 | 0.19 | 0.47 | 0.19 | 1.14 |
| 1975..... | 1,598.4 | 0.19 | 0.48 | 0.20 | 1.16 |
| 1976..... | 1,782.8 | 0.21 | 0.48 | 0.22 | 1.15 |
| 1977..... | 1,990.5 | 0.21 | 0.49 | 0.24 | 1.17 |
| 1978..... | 2,249.7 | 0.25 | 0.46 | 0.24 | 1.16 |
| 1979..... | 2,508.2 | 0.20 | 0.46 | 0.24 | 1.15 |
| 1980..... | 2,732.0 | 0.18 | 0.45 | 0.23 | 1.16 |
| 1981..... | 3,052.6 | 0.18 | 0.46 | 0.24 | 1.15 |
| 1982..... | 3,166.0 | 0.20 | 0.48 | 0.26 | 1.21 |
| 1983..... | 3,405.9 | 0.19 | 0.49 | 0.29 | 1.24 |
| 1984..... | 3,772.2 | 0.19 | 0.47 | 0.30 | 1.26 |
| 1985..... | 4,014.9 | 0.22 | 0.50 | 0.28 | 1.31 |
| 1986..... | 4,240.3 | 0.22 | 0.51 | 0.29 | 1.30 |
| 1987..... | 4,526.7 | 0.24 | 0.53 | 0.28 | 1.29 |

Note: Changes in 1985 and 1986 data from 1987 Sourcebook reflect Department of Commerce revisions to the accounts. July 1989 Survey of Current Business did not contain 1988 updates. 1988 data release has been postponed for revisions.

Source: Calculated based on data included in table 1-1a. (1947-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1987) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1988 issue.

Chart 1-1.
Percent of Gross National Product (GNP) originating in selected arts related industries: 1947-1987



Source: Calculated from data in the National Income and Product Accounts; See table 1-1a for full citation.

Table 1-1c.
Gross National Product (GNP) originating in selected arts-related industries in constant 1982 dollars: 1947-1987

| Year | Gross National Product | Motion pictures | Other amusement and recreation services | Radio and TV broadcasting | Printing and publishing |
|--------------------------|------------------------|-----------------|-----------------------------------------|---------------------------|-------------------------|
| (in billions of dollars) | | | | | |
| 1947..... | 1,066.7 | 6.8 | 5.2 | 1.1 | 13.8 |
| 1948..... | 1,108.7 | 6.3 | 5.2 | 1.2 | 14.6 |
| 1949..... | 1,109.0 | 6.3 | 5.1 | 1.2 | 15.3 |
| 1950..... | 1,203.7 | 6.1 | 5.2 | 1.4 | 15.4 |
| 1951..... | 1,328.2 | 6.0 | 5.2 | 1.8 | 15.8 |
| 1952..... | 1,380.0 | 5.6 | 5.4 | 1.9 | 16.1 |
| 1953..... | 1,435.3 | 5.3 | 5.6 | 2.2 | 16.8 |
| 1954..... | 1,416.2 | 5.2 | 5.6 | 2.4 | 17.6 |
| 1955..... | 1,494.9 | 4.9 | 5.8 | 2.8 | 18.8 |
| 1956..... | 1,525.6 | 4.7 | 6.2 | 2.8 | 19.5 |
| 1957..... | 1,551.1 | 4.2 | 6.2 | 3.1 | 19.8 |
| 1958..... | 1,539.2 | 3.7 | 6.5 | 3.2 | 19.3 |
| 1959..... | 1,629.1 | 3.7 | 7.1 | 3.2 | 20.7 |
| 1960..... | 1,665.3 | 3.7 | 7.5 | 3.6 | 21.3 |
| 1961..... | 1,708.7 | 3.7 | 7.8 | 3.6 | 21.5 |
| 1962..... | 1,799.4 | 3.6 | 8.0 | 3.7 | 22.4 |
| 1963..... | 1,873.3 | 3.6 | 8.4 | 3.6 | 24.3 |
| 1964..... | 1,973.3 | 3.8 | 8.7 | 3.4 | 26.6 |
| 1965..... | 2,087.6 | 3.9 | 8.9 | 3.5 | 27.3 |
| 1966..... | 2,208.3 | 4.2 | 8.9 | 3.7 | 28.8 |
| 1967..... | 2,271.4 | 4.2 | 8.9 | 3.7 | 29.2 |
| 1968..... | 2,365.6 | 4.7 | 9.2 | 3.7 | 30.0 |
| 1969..... | 2,423.3 | 4.3 | 9.0 | 4.2 | 31.6 |
| 1970..... | 2,416.2 | 4.8 | 9.2 | 4.1 | 29.9 |
| 1971..... | 2,484.8 | 4.7 | 9.4 | 4.5 | 30.1 |
| 1972..... | 2,608.5 | 4. | 9.7 | 4.8 | 31.5 |
| 1973..... | 2,744.1 | 5.3 | 10.8 | 4.8 | 33.6 |
| 1974..... | 2,729.3 | 4.9 | 11.0 | 4.9 | 32.5 |
| 1975..... | 2,695.0 | 5.2 | 11.3 | 5.4 | 32.4 |
| 1976..... | 2,826.7 | 5.8 | 12.1 | 6.4 | 33.4 |
| 1977..... | 2,958.6 | 6.1 | 13.0 | 6.9 | 35.0 |
| 1978..... | 3,115.2 | 7.3 | 13.1 | 7.0 | 36.9 |
| 1979..... | 3,192.4 | 6.1 | 13.6 | 7.3 | 37.6 |
| 1980..... | 3,187.1 | 5.7 | 13.7 | 7.3 | 36.9 |
| 1981..... | 3,248.8 | 5.8 | 14.7 | 7.7 | 38.3 |
| 1982..... | 3,166.0 | 6.3 | 15.1 | 8.3 | 38.4 |
| 1983..... | 3,279.1 | 6.2 | 16.1 | 9.2 | 42.4 |
| 1984..... | 3,501.4 | 6.3 | 16.4 | 11.1 | 47.6 |
| 1985..... | 3,618.7 | 7.5 | 17.9 | 9.4 | 43.0 |
| 1986..... | 3,721.7 | 7.7 | 18.9 | 9.9 | 42.3 |
| 1987..... | 3,847.0 | 7.6 | 20.3 | 10.1 | 42.6 |

Note: Constant-dollar estimates are obtained by dividing the most detailed current-dollar components by appropriate price index, with 1982 = 100. In a few cases, they are obtained by extrapolating the current-dollar estimates in 1982 by physical quantity measures. These are taken directly from the source cited below. Changes in 1985 and 1986 data from 1987 Sourcebook reflect Department of Commerce revisions to the accounts. July 1989 Survey of Current Business did not contain 1988 updates. 1988 data release has been postponed for revisions.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 6.2; (1983-1984) Survey of Current Business, July 1987 issue, table 6-1; (1985-1987) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1988 issue, table 6-2.

Table 1-2a.
The Gross National Product (GNP), personal consumption expenditures,
recreation expenditures, and disposable personal income: 1929-1988

| Year | Gross National Product | Total personal consumption expenditures | Total recreation expenditures (a) | Disposable personal income |
|--------------------------|------------------------|-----------------------------------------|-----------------------------------|----------------------------|
| (in billions of dollars) | | | | |
| 1929..... | 103.9 | 77.3 | 4.3 | 81.7 |
| 1930..... | 91.1 | 69.9 | 4.0 | 73.0 |
| 1935..... | 72.8 | 55.8 | 2.6 | 57.9 |
| 1940..... | 100.4 | 71.0 | 3.8 | 75.0 |
| 1945..... | 213.4 | 119.6 | 6.1 | 149.2 |
| 1950..... | 288.3 | 192.1 | 11.1 | 207.5 |
| 1955..... | 405.9 | 257.9 | 14.5 | 278.8 |
| 1960 (b)... | 515.3 | 330.7 | 18.4 | 358.9 |
| 1965..... | 705.1 | 440.7 | 26.7 | 486.8 |
| 1970..... | 1,015.5 | 640.0 | 42.7 | 715.6 |
| 1975..... | 1,598.4 | 1,012.8 | 70.2 | 1,142.8 |
| 1976..... | 1,782.8 | 1,129.3 | 78.0 | 1,252.6 |
| 1977..... | 1,990.5 | 1,257.2 | 85.5 | 1,379.3 |
| 1978..... | 2,249.7 | 1,403.5 | 95.7 | 1,551.2 |
| 1979..... | 2,508.2 | 1,566.8 | 106.2 | 1,729.3 |
| 1980..... | 2,732.0 | 1,732.6 | 115.0 | 1,918.0 |
| 1981..... | 3,052.6 | 1,915.1 | 128.6 | 2,127.6 |
| 1982..... | 3,166.0 | 2,050.7 | 138.3 | 2,261.4 |
| 1983..... | 3,405.7 | 2,234.5 | 152.1 | 2,428.1 |
| 1984..... | 3,772.2 | 2,430.5 | 168.3 | 2,668.6 |
| 1985..... | 4,014.9 | 2,629.0 | 185.7 | 2,838.7 |
| 1986..... | 4,231.6 | 2,797.4 | 201.2 | 3,013.3 |
| 1987..... | 4,524.3 | 3,010.8 | 224.5 | 3,205.9 |
| 1988..... | 4,880.6 | 3,231.1 | 246.8 | 3,477.8 |

(a) See tables 1-3a and 1-3b for components of total Recreation Expenditures.

(b) 1960 was the first year in which data were included for Alaska and Hawaii

Sources: (1929-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts, 1929-82: Statistical Tables, Washington, D.C., September 1986, tables 2.1 and 2.5; (1983-1984) Survey of Current Business, July 1987 issue, table 2.1 and 2.4; (1985-1988) Survey of Current Business, July 1989 issue, table 1.1, 2.1, and 2.4.

Methodological note: The National Income and Product Accounts (NIPA) from which this data are taken are revised periodically. These revisions usually result in minor changes; however, care must be taken in comparing data from different revisions. The data in this table between 1929 and 1984 reflect the November 1987 historical revisions and are internally consistent. Data for 1985-1988 reflect numbers published in the July 1989 Survey of Current Business. For further discussion of the revision of NIPA data as applicable to the arts, see National Endowment for the Arts, Research Division, "The Arts in the GNP: A New Beginning," February 1987, Note 20.

Personal consumption expenditures are goods and services purchased by individuals; operating expenses of nonprofit institutions serving individuals; and the value of food, fuel, clothing, rent of dwellings, and financial services received in kind by individuals. Net purchases of used goods are also included. Purchases of residential structures by individuals and nonprofit institutions serving individuals are classified as gross private domestic investment. Disposable personal income is personal income less personal tax and nontax payments. It is the income available to persons for spending or saving. For a description of GNP see table 1-1a.

Table 1-2b.

Personal consumption expenditures as a percent of the GNP; and recreation expenditures as a percent of the GNP, consumption expenditures and disposable personal income: 1929-1988

| Year | Personal consumption expenditures as a percent of the GNP | Total recreation expenditures (a) as a percent of | | |
|---------------|-----------------------------------------------------------|---------------------------------------------------|----------------------|----------------------------|
| | | GNP | Personal consumption | Disposable personal income |
| 1929..... | 74.40 | 4.14 | 5.56 | 5.26 |
| 1930..... | 76.73 | 4.39 | 5.72 | 5.48 |
| 1935..... | 76.65 | 3.57 | 4.66 | 4.49 |
| 1940..... | 70.72 | 3.78 | 5.35 | 5.07 |
| 1945..... | 56.04 | 2.86 | 5.10 | 4.09 |
| 1950..... | 66.63 | 3.85 | 5.78 | 5.35 |
| 1955..... | 63.54 | 3.57 | 5.62 | 5.20 |
| 1960 (b)..... | 64.18 | 3.57 | 5.56 | 5.13 |
| 1965..... | 62.50 | 3.79 | 6.06 | 5.48 |
| 1970..... | 63.02 | 4.20 | 6.67 | 5.97 |
| 1975..... | 63.36 | 4.39 | 6.93 | 6.14 |
| 1976..... | 63.34 | 4.38 | 6.91 | 6.23 |
| 1977..... | 63.16 | 4.30 | 6.80 | 6.20 |
| 1978..... | 62.39 | 4.25 | 6.82 | 6.17 |
| 1979..... | 62.47 | 4.23 | 6.78 | 6.14 |
| 1980..... | 63.42 | 4.21 | 6.64 | 6.00 |
| 1981..... | 62.74 | 4.21 | 6.72 | 6.04 |
| 1982..... | 64.77 | 4.37 | 6.74 | 6.12 |
| 1983..... | 65.61 | 4.47 | 6.91 | 6.26 |
| 1984..... | 64.43 | 4.46 | 6.92 | 6.31 |
| 1985..... | 65.48 | 4.62 | 7.06 | 6.54 |
| 1986..... | 66.11 | 4.75 | 7.19 | 6.68 |
| 1987..... | 66.55 | 4.96 | 7.46 | 7.00 |
| 1988..... | 66.28 | 5.06 | 7.63 | 7.10 |

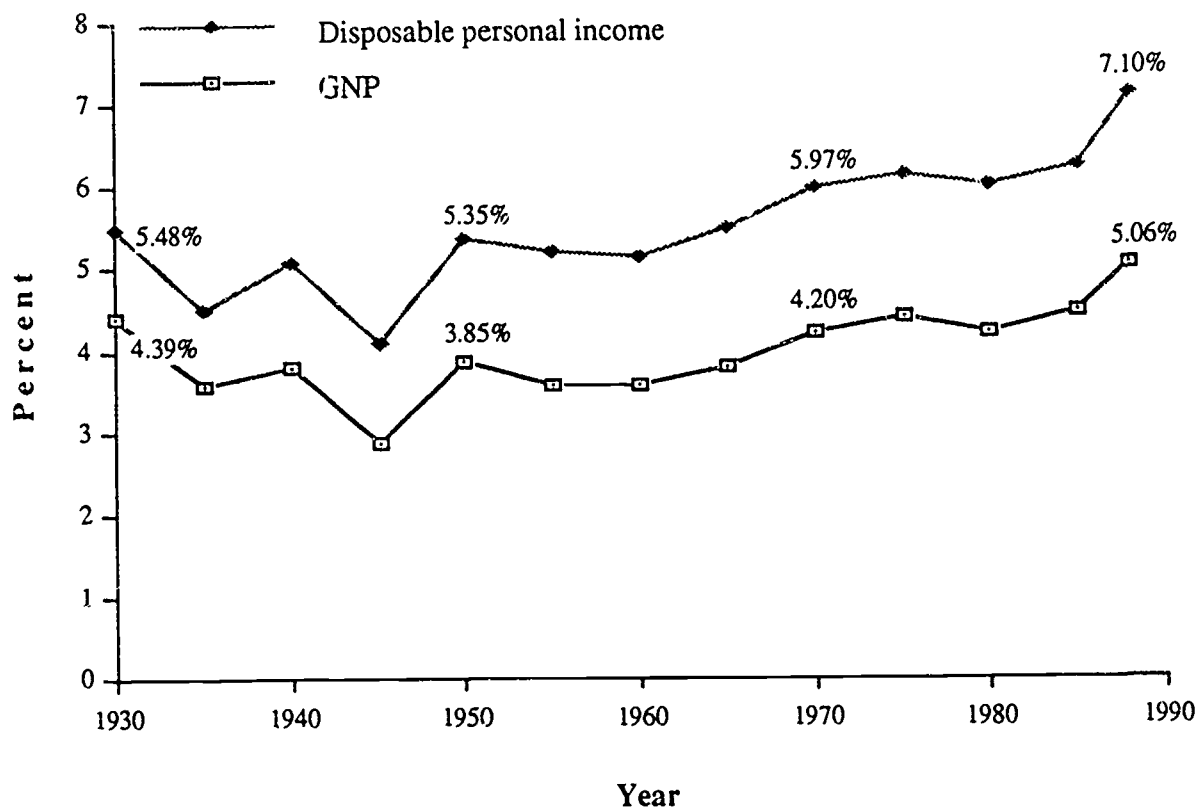
Note: 1985 and 1986 changes from 1987 Sourcebook reflect Department of Commerce revisions to data. See tables 1-1a and 1-2a for methodological information.

(a) See tables 1-3a and 1-3b for components of Total Recreation Expenditures.

(b) 1960 was the first year in which data were included for Alaska and Hawaii.

Source: Data calculated based on figures in table 1-2a. See table 1-2a for full citation.

Chart 1-2.
 Recreation expenditures as a percent of disposable personal income and as a percent of the GNP:
 1930-1988



Source: Calculations based on National Income and Product Accounts; See tables 1-2a and 1-2b for full citation.

Table 1-3a.
Personal consumption expenditures for recreation by type of product or service: 1909-1965
(1970-1988 continued in the next table)

| Type of product or service | 1909 | 1919 | 1925 | 1930 | 1935 | 1940 | 1945 | 1950 | 1955 | 1960 | 1965 |
|---------------------------------------------------------------------------------|------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|
| (in millions of dollars) | | | | | | | | | | | |
| Total recreation expenditures | 860 | 2,189 | 2,835 | 3,990 | 2,630 | 3,761 | 6,139 | 11,147 | 14,078 | 17,855 | 25,907 |
| Books and maps | (e) | (e) | (e) | 264 | 183 | 234 | 520 | 674 | 867 | 1,139 | 1,648 |
| Magazines, newspapers, sheet music | (e) | (e) | (e) | 512 | 456 | 589 | 965 | 1,495 | 1,869 | 2,164 | 2,662 |
| Nondurable toys and sports supplies | (f) | (f) | (f) | 281 | 216 | 306 | 553 | 1,394 | 1,803 | 2,477 | 3,585 |
| Wheel goods, durable toys, sports equip., boats, pleasure aircraft | 143 | 377 | 411 | 172 | 136 | 254 | 400 | 869 | 1,386 | 1,976 | 2,888 |
| Radio and television receivers, records, musical instruments | 166 | 667 | 739 | 921 | 248 | 494 | 344 | 2,421 | 2,869 | 3,007 | 5,041 |
| Radio and television repair | (g) | (g) | (g) | 27 | 21 | 32 | 88 | 283 | 516 | 774 | 933 |
| Flowers, seeds, and potted plants | 70 | 135 | 182 | 190 | 130 | 201 | 378 | 457 | 546 | 703 | 1,272 |
| Admissions to specified spectator amusements | (h) | (h) | 588 | 892 | 672 | 904 | 1,714 | 1,781 | 1,801 | 1,652 | 2,123 |
| Notion picture theatres | (i) | (i) | 367 | 732 | 556 | 735 | 1,450 | 1,367 | 1,326 | 956 | 1,067 |
| Legitimate theatres and opera, and entertainments of nonprofit institutions (a) | 167 | 336 | 174 | 95 | 44 | 71 | 148 | 183 | 245 | 342 | 388 |
| Spectator sports | (h) | (h) | 47 | 65 | 72 | 98 | 116 | 222 | 230 | 354 | 668 |
| Clubs and fraternal organizations (b) | 121 | 242 | 275 | 294 | 197 | 203 | 281 | 462 | 569 | 728 | 859 |
| Commercial participant amusements (c) | 22 | 55 | 145 | 203 | 141 | 197 | 284 | 448 | 584 | 1,200 | 1,695 |
| Parimutuel net receipts | (j) | (j) | (j) | 7 | 26 | 55 | 153 | 239 | 381 | 539 | 814 |
| Other (d) | (h) | (h) | (h) | 227 | 204 | 292 | 459 | 624 | 887 | 1,500 | 2,387 |
| (percent of total recreation expenditures) | | | | | | | | | | | |
| Books and maps | (e) | (e) | (e) | 6.6 | 7.0 | 6.2 | 8.5 | 6.0 | 6.2 | 6.4 | 6.4 |
| Magazines, newspapers, sheet music | (e) | (e) | (e) | 12.8 | 17.3 | 15.7 | 15.7 | 13.4 | 13.3 | 12.1 | 10.3 |
| Nondurable toys and sports supplies | (f) | (f) | (f) | 7.0 | 8.2 | 8.1 | 9.0 | 12.5 | 12.8 | 13.9 | 13.8 |
| Wheel goods, durable toys, sports equip., boats, pleasure aircraft | 16.6 | 17.2 | 14.5 | 4.3 | 5.2 | 6.8 | 6.5 | 7.8 | 9.8 | 11.1 | 11.1 |
| Radio and television receivers, records, musical instruments | 19.3 | 30.5 | 26.1 | 23.1 | 9.4 | 13.1 | 5.5 | 21.7 | 20.4 | 16.8 | 19.5 |
| Radio and television repair | (g) | (g) | (g) | 0.7 | 0.8 | 0.9 | 1.4 | 2.5 | 3.7 | 4.3 | 3.6 |
| Flowers, seeds, and potted plants | 8.1 | 6.2 | 6.4 | 4.8 | 4.9 | 5.3 | 6.2 | 4.1 | 3.9 | 3.9 | 4.9 |
| Admissions to specified amusements | (h) | (h) | 20.7 | 22.4 | 25.6 | 24.0 | 27.9 | 16.0 | 12.8 | 9.1 | 8.2 |
| Notion picture theatres | (i) | (i) | 12.9 | 18.3 | 21.1 | 19.5 | 23.6 | 12.3 | 9.4 | 5.4 | 4.1 |
| Legitimate theatres and opera, and entertainments of nonprofit institutions (a) | 19.4 | 15.3 | 6.1 | 2.4 | 1.7 | 1.9 | 2.4 | 1.6 | 1.7 | 1.9 | 1.5 |
| Spectator sports | (h) | (h) | 1.7 | 1.6 | 2.7 | 2.6 | 1.9 | 2.0 | 1.6 | 2.0 | 2.6 |
| Clubs and fraternal organizations (b) | 14.1 | 11.1 | 9.7 | 7.4 | 7.5 | 5.4 | 4.6 | 4.1 | 4.0 | 4.1 | 3.3 |
| Commercial participant amusements (c) | 2.6 | 2.5 | 5.1 | 5.1 | 5.4 | 5.2 | 4.6 | 4.0 | 4.1 | 6.7 | 6.5 |
| Parimutuel net receipts | (j) | (j) | (j) | 0.2 | 1.0 | 1.5 | 2.5 | 2.1 | 2.7 | 3.0 | 3.1 |
| Other (d) | (h) | (h) | (h) | 5.7 | 7.8 | 7.8 | 7.5 | 5.6 | 6.3 | 8.4 | 9.2 |

Note: Data for 1960 and 1965 are taken from the 1959-1976 revision of NIPA.

- (a) Except athletic
- (b) Consists of dues and fees excluding insurance premiums.
- (c) Consists of billiard parlors, bowling alleys; dancing, riding, shooting, skating, and swimming places; amusement devices and parks, golf courses, sightseeing buses and guides, and private flying operations.
- (d) Consists of net receipts of lotteries and expenditures for purchase of pets and pet care services, cable TV, film processing, photographic studios, sporting and recreation camps, and recreational services, not elsewhere classified.
- (e) Totals include only 42 percent of the national estimated expenditures for books and maps and magazines, newspapers, and sheet music. The remaining 58 percent were classified as educational rather than recreational outlay. Expenditures for these items classified as "recreation" expenditures (42 percent of the total) are (in millions of dollars): 1927-- 349; 1925-- 318; 1923-- 270; 1921-- 239; 1919-- 204; 1914-- 131, 1909
- (f) Included in category of "Wheel goods, durable toys, sports equipment, boats, pleasure aircraft."
- (g) Included in category of "Radio and television receivers, records, musical instruments."
- (h) Not available.
- (i) Included in category of "Legitimate theatres and opera, and entertainment of nonprofit institutions."
- (j) Included in category of "Commercial participant amusements."

Source: (1909-1955) U.S. Bureau of the Census, *Historical Statistics of the United States, Colonial Times to 1970*, Washington, D.C., 1975, Series H 878-893, (1960-1965) U.S. Bureau of the Census, *Statistical Abstract of the United States, 1982*, Washington, D.C., 1980, table 365.

Methodological note: Historical data are derived from the following sources: (1909-1927) Twentieth Century Fund, unpublished data (prepared for Survey of Time, Work and Leisure); (1929-1963) U.S. Bureau of Economic Analysis (formerly Office of Business Economics), *The National Income and Product Accounts of the United States, 1929-65*, (1964-1970) Survey of Current Business, July issues. The data for 1909-1927 are based on J. Frederic Dewhurst and Associates, *America's Needs and Resources: A New Survey*, Twentieth Century Fund, New York, NY, 1955. Dewhurst in turn drew his data on recreation from William H. Lough, *High Level Consumption*, McGraw-Hill, New York, NY, 1935, and Julius Weinberger, "Economic Aspects of Recreation," *Harvard Business Review*, summer 1937. The data represent market value of purchases of goods and services by individuals and nonprofit institutions. They exclude expenditures for clothing, transportation, food and drink, shelter, and other items, even though they were made primarily for the purpose of recreation.

Table 1-3b.
Personal consumption expenditures for recreation by type of product or service: 1970-1988

| Type of product or service | 1970 | 1975 | 1980 | 1981 | 1982 | 1985 | 1986 | 1987 | 1988 |
|--------------------------------------------------------------------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|
| (in billions of dollars) | | | | | | | | | |
| Total recreation expenditures(a)..... | 42.7 | 70.2 | 115.0 | 128.6 | 138.3 | 185.7 | 201.7 | 223.3 | 246.8 |
| Books and maps..... | 2.9 | 3.6 | 5.6 | 6.2 | 6.6 | 8.1 | 8.6 | 9.7 | 9.8 |
| Magazines, newspapers, sheet music..... | 4.1 | 6.4 | 10.4 | 11.0 | 11.4 | 13.2 | 13.9 | 15.8 | 16.0 |
| Nondurable toys and sports supplies..... | 5.5 | 9.0 | 14.6 | 16.0 | 16.8 | 21.1 | 23.1 | 26.8 | 28.1 |
| Wheel goods, durable toys, sports equip., boats, pleasure aircraft(b)..... | 5.2 | 10.5 | 17.2 | 18.7 | 19.3 | 26.7 | 29.8 | 33.4 | 36.5 |
| Radio and television receivers, records, musical instruments..... | 8.5 | 13.5 | 19.9 | 22.0 | 24.5 | 37.0 | 38.9 | 41.2 | 48.8 |
| Radio and television repair..... | 1.4 | 2.2 | 2.6 | 2.7 | 2.8 | 3.2 | 3.3 | 3.7 | 3.9 |
| Flowers, seeds, and potted plants..... | 1.8 | 2.7 | 4.0 | 4.4 | 4.5 | 5.5 | 6.1 | 6.7 | 6.8 |
| Admissions to specified amusements..... | 3.3 | 4.3 | 6.5 | 6.9 | 7.8 | 9.5 | 10.2 | 11.1 | 11.9 |
| Notion picture theatres..... | 1.6 | 2.2 | 2.7 | 2.9 | 3.3 | 3.6 | 3.8 | 4.1 | 4.2 |
| Legitimate theatres and opera, and entertainments of nonprofit institutions (c)..... | .5 | .8 | 1.8 | 2.0 | 2.1 | 3.0 | 3.4 | 3.7 | 4.4 |
| Spectator sports..... | 1.1 | 1.3 | 2.0 | 2.0 | 2.3 | 2.9 | 3.1 | 3.3 | 3.2 |
| Clubs and fraternal organizations (d)..... | 1.5 | 1.9 | 3.0 | 3.4 | 3.8 | 4.8 | 5.0 | 5.4 | 5.9 |
| Commercial participant amusements (e)..... | 2.4 | 4.9 | 9.7 | 11.7 | 12.5 | 15.1 | 16.0 | 17.3 | 18.9 |
| Pari-mutuel net receipts..... | 1.1 | 1.7 | 2.1 | 2.2 | 2.2 | 2.6 | 2.6 | 2.7 | 2.8 |
| Other (f)..... | 5.1 | 9.7 | 19.4 | 23.4 | 26.0 | 38.9 | 44.1 | 49.3 | 57.5 |
| (percent of total recreation expenditures) | | | | | | | | | |
| Books and maps..... | 6.8 | 5.1 | 4.9 | 4.8 | 4.8 | 4.4 | 4.3 | 4.3 | 4.0 |
| Magazines, newspapers, sheet music..... | 9.6 | 9.1 | 9.0 | 8.6 | 8.2 | 7.1 | 6.9 | 7.1 | 6.5 |
| Nondurable toys and sports supplies..... | 12.9 | 12.8 | 12.7 | 12.4 | 12.1 | 11.4 | 11.5 | 12.0 | 11.4 |
| Wheel goods, durable toys, sports equip., boats, pleasure aircraft(b)..... | 12.2 | 15.0 | 15.0 | 14.5 | 14.7 | 14.4 | 14.8 | 15.0 | 14.8 |
| Radio and television receivers, records, musical instruments..... | 19.9 | 19.2 | 17.3 | 17.1 | 17.7 | 19.9 | 19.3 | 18.5 | 19.8 |
| Radio and television repair..... | 3.3 | 3.1 | 2.3 | 2.1 | 2.0 | 1.7 | 1.6 | 1.7 | 1.6 |
| Flowers, seeds, and potted plants..... | 4.2 | 3.8 | 3.5 | 3.4 | 3.3 | 3.0 | 3.0 | 3.0 | 2.8 |
| Admissions to specified amusements..... | 7.7 | 6.1 | 5.7 | 5.4 | 5.6 | 5.1 | 5.1 | 5.0 | 4.8 |
| Notion picture theatres..... | 3.7 | 3.1 | 2.3 | 2.3 | 2.4 | 1.9 | 1.9 | 1.8 | 1.7 |
| Legitimate theatres and opera, and entertainments of nonprofit institutions (c)..... | 1.2 | 1.1 | 1.6 | 1.6 | 1.5 | 1.6 | 1.7 | 1.7 | 1.8 |
| Spectator sports..... | 2.6 | 1.9 | 1.7 | 1.6 | 1.7 | 1.6 | 1.5 | 1.5 | 1.3 |
| Clubs and fraternal organizations (d)..... | 3.5 | 2.7 | 2.6 | 2.6 | 2.7 | 2.6 | 2.5 | 2.4 | 2.4 |
| Commercial participant amusements (e)..... | 5.6 | 7.0 | 8.4 | 9.1 | 9.0 | 8.1 | 7.9 | 7.7 | 7.7 |
| Pari-mutuel net receipts..... | 2.6 | 2.4 | 1.8 | 1.7 | 1.6 | 1.4 | 1.3 | 1.2 | 1.1 |
| Other (f)..... | 11.9 | 13.8 | 16.9 | 18.2 | 18.8 | 20.9 | 21.9 | 22.1 | 23.3 |

Note: Represents market value of purchases of goods and services by individuals and nonprofit institutions.

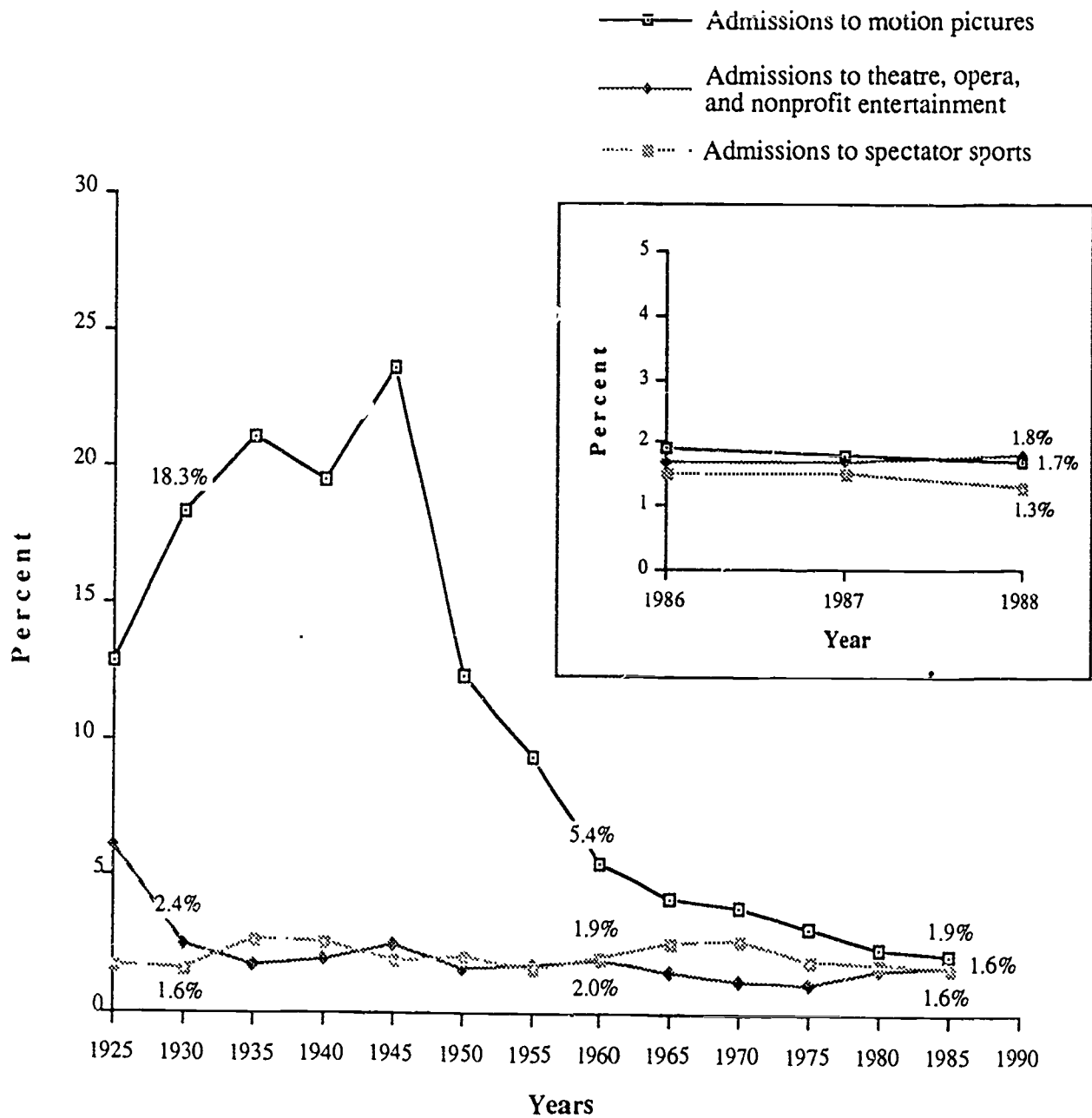
- (a) Includes other expenditures not shown separately.
- (b) Includes boats and pleasure aircraft.
- (c) Except athletic.
- (d) Consists of dues and fees excluding insurance premiums.
- (e) Consists of billiard parlors; bowling alleys; dancing, riding, shooting, skating, and swimming places; amusement devices and parks; golf courses; sightseeing buses and guides; and private flying operations.
- (f) Consists of net receipts of lotteries and expenditures for purchase of pets and pet care services, cable TV, film processing, photographic studios, sporting and recreation camps, and recreational services, not elsewhere classified.

Source: (1970-87) U.S. Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82; and Survey of Current Business, July issues.

As included in U.S. Bureau of the Census, Statistical Abstract of the United States 1989, Washington, D.C., table 377; (1988) U.S. Bureau of Economic Analysis, Survey of Current Business, July 1989, Washington, D.C., table 2.4, p. 52.

Chart 1-3.

Percent of recreation expenditures for selected recreational activities: 1925-1988



Source: Calculated based on National Income and Product Accounts; See tables 1-3a and 1-3b for full citation.

Table 1-4.

Comparison of admissions receipts for nonprofit theatres, opera, and other entertainments of nonprofit institutions with motion pictures and spectator sports: 1983-1988

| | 1983 | | 1984 | | 1985 | | 1986 | | 1987 | | 1988 | |
|-----------------------------------------------------------------------------------|---------|--------------|---------|--------------|---------|--------------|---------|--------------|------------|--------------|------------|--------------|
| | Current | Constant (a) | Current | Constant (a) | Current | Constant (a) | Current | Constant (a) | Current | Constant (a) | Current | Constant (a) |
| (dollars are in millions) | | | | | | | | | | | | |
| Admissions receipts to specified entertainments | 8,600 | 8,000 | 9,500 | 8,300 | 9,500 | 7,800 | 10,200 | 8,100 | 11,300 (c) | 8,500 | 11,900 (d) | 8,500 (d) |
| (percent change from previous year).... | (10) | (3) | (10) | (4) | (0) | (-6) | (7) | (4) | (11) (c) | (5) | (5) (d) | (0) (d) |
| Motion pictures | 3,600 | 3,300 | 3,900 | 3,400 | 3,600 | 3,000 | 3,800 | 3,000 | 4,200 (c) | 3,200 | 4,200 (d) | 3,000 (d) |
| (percent change from previous year).... | (9) | (3) | (8) | (3) | (-8) | (-12) | (6) | (0) | (8) | (6) | (0) (d) | (-6) (d) |
| Nonprofit theatres, opera, and other entertainments of nonprofit institutions (b) | 2,400 | 2,200 | 2,700 | 2,300 | 3,000 | 2,500 | 3,400 | 2,700 | 4,200 (c) | 3,200 (c) | 4,400 (d) | 3,200 (d) |
| (percent change from previous year) | (14) | (5) | (13) | (4) | (11) | (9) | (13) | (8) | (8) (c) | (6) (c) | (10) (d) | (6) (d) |
| Spectator sports | 2,600 | 2,500 | 2,900 | 2,600 | 2,900 | 2,400 | 3,100 | 2,400 | 3,000 (c) | 2,300 (c) | 3,200 (d) | 2,300 (d) |
| (percent change from previous year) | (13) | (9) | (12) | (4) | (0) | (-8) | (7) | (0) | (3) (c) | (0) (c) | (6) (d) | (0) (d) |

Note: Data have been rounded to nearest 100,000

(a) Constant dollar values are based on implicit price deflators specific for these expenditures by the Bureau of Economic Analysis, U.S. Department of Commerce in unpublished tabulations

(b) Does not include sports

(c) Revised from note #30

(d) Preliminary

Source (1983-1986) National Endowment for the Arts, Research Division, "The Arts in the GNP Revisited and Revised: For the Third Year Consumer Expenditures for Performing Arts Events Exceed Spectator Sports," Washington, D.C., Note 10, November 1988, table 1, (1987-1988) National Endowment for the Arts, Research Division, "The Arts in the GNP Revisited: Consumer Admission Expenditures for Performing Arts Events Now Exceed Both Spectator Sports and Motion Pictures," Washington, D.C., Note 32, December 1989, table 1.

Table 1-5a.

Corporate profits before taxes of selected arts-related industries:
1929-1986 (continued on next page)

| Corporate profits before taxes | | | | | |
|---------------------------------------------|-----------------------|-----------------|-----------------------------------------|-----------------------------------|-------------------------|
| Year | Total U.S. industries | Motion pictures | Other amusement and recreation services | Radio and television broadcasting | Printing and publishing |
| Part I: 1929-1948* (in millions of dollars) | | | | | |
| 1929..... | 9,990 | 59 | 1 | 20 | 241 |
| 1930..... | 3,697 | 51 | -9 | -5 | 152 |
| 1931..... | -372 | 2 | -20 | -4 | 73 |
| 1932..... | -2,309 | -83 | -30 | -2 | -9 |
| 1933..... | 956 | -40 | -23 | -6 | 54 |
| 1934..... | 2,346 | 2 | -9 | 7 | 94 |
| 1935..... | 3,598 | 13 | -5 | 10 | 120 |
| 1936..... | 6,340 | 29 | 2 | 18 | 160 |
| 1937..... | 6,935 | 33 | 5 | 20 | 137 |
| 1938..... | 4,023 | 39 | 2 | 15 | 87 |
| 1939..... | 7,181 | 41 | 4 | 20 | 132 |
| 1940..... | 10,045 | 51 | 9 | 28 | 165 |
| 1941..... | 17,878 | 78 | 18 | 34 | 201 |
| 1942..... | 21,688 | 155 | 18 | 31 | 249 |
| 1943..... | 25,264 | 253 | 34 | 51 | 472 |
| 1944..... | 24,237 | 246 | 42 | 69 | 584 |
| 1945..... | 19,836 | 238 | 71 | 63 | 593 |
| 1946..... | 24,842 | 304 | 93 | 58 | 656 |
| 1947..... | 31,751 | 224 | 64 | 53 | 620 |
| 1948..... | 35,595 | 142 | 60 | 43 | 577 |
| Part II: 1948-1984* | | | | | |
| 1948..... | 35,595 | 142 | 60 | 43 | 581 |
| 1949..... | 29,206 | 128 | 44 | 31 | 527 |
| 1950..... | 42,885 | 112 | 23 | 52 | 579 |
| 1951..... | 44,465 | 101 | 37 | 82 | 624 |
| 1952..... | 39,645 | 84 | 50 | 88 | 630 |
| 1953..... | 41,199 | 80 | 42 | 89 | 639 |
| 1954..... | 38,680 | 136 | 34 | 96 | 628 |
| 1955..... | 49,209 | 124 | 31 | 158 | 815 |
| 1956..... | 49,631 | 89 | 37 | 168 | 850 |
| 1957..... | 48,146 | 55 | 47 | 163 | 888 |
| 1958..... | 41,893 | 15 | 51 | 172 | 690 |
| 1959..... | 52,552 | 45 | 86 | 218 | 936 |
| 1960..... | 49,931 | 51 | 64 | 253 | 978 |
| 1961..... | 49,835 | 29 | 54 | 207 | 885 |
| 1962..... | 55,148 | 15 | 50 | 295 | 920 |
| 1963..... | 59,754 | 27 | 54 | 318 | 1,003 |
| 1964..... | 66,683 | 94 | 77 | 266 | 1,474 |

*The 1948 estimates included in series 1929-1948 (Part I) of this table are based on the industry classification used for 1947 and earlier years. The 1948 estimates in the series 1948-1984 (Part II) are based on industry classification used for 1949 and later years.

Table 1-5a.

Corporate profits before taxes of selected arts-related industries:
1929-1986 (continued from previous page)

| Year | Corporate profits before taxes | | | | |
|------------------------------------|--------------------------------|--------------------|-----------------------------------------------|-----------------------------------------|----------------------------|
| | Total U.S. industries | Motion pictures | Other amusement and recreation services | Radio and television broadcasting | Printing and publishing |
| Part II: 1948-1984* (continued) | | | | | |
| (in millions of dollars) | | | | | |
| 1965..... | 77,395 | 114 | 78 | 333 | 1,564 |
| 1966..... | 83,265 | 141 | 120 | 363 | 1,825 |
| 1967..... | 80,127 | 107 | 111 | 246 | 1,665 |
| 1968..... | 89,057 | 229 | 143 | 258 | 1,848 |
| 1969..... | 87,222 | 70 | 161 | 315 | 1,971 |
| 1970..... | 76,046 | 183 | 179 | 257 | 1,685 |
| 1971..... | 87,292 | 115 | 202 | 269 | 1,860 |
| 1972..... | 101,471 | 103 | 151 | 466 | 2,081 |
| 1973..... | 127,151 | 212 | 219 | 469 | 2,582 |
| 1974..... | 138,859 | 245 | 280 | 508 | 2,456 |
| 1975..... | 134,838 | 303 | 324 | 502 | 2,871 |
| 1976..... | 170,251 | 449 | 423 | 1,016 | 3,440 |
| 1977..... | 200,437 | 525 | 537 | 1,318 | 4,412 |
| 1978..... | 233,459 | 830 | 620 | 1,522 | 5,013 |
| 1979..... | 257,230 | 830 | 642 | 1,495 | 4,961 |
| 1980..... | 237,082 | 681 | 593 | 1,115 | 4,712 |
| 1981..... | 226,524 | 611 | 595 | 981 | 4,850 |
| 1982..... | 169,584 | 697 | 294 | 756 | 4,638 |
| 1983..... | 207,629 | 429 | - 89 | 653 | 5,621 |
| 1984..... | 239,958 | - 85 | -692 | 1,227 | 6,609 |
| 1985..... | 224,260 | 348 | -391 | 361 | 7,277 |
| 1986..... | 221,581 | 936 | 186 | -825 | 8,108 |

*The 1948 estimates included in series 1929-1948 (Part I) of this table are based on the industry classification used for 1947 and earlier years. The 1948 estimates in the series 1948-1984 (Part II) are based on industry classification used for 1949 and later years.

Source: (1947-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1984) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1987 issues, tables 6.19B; (1985-1986) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989 issue, table 6.19B.

Methodological note: Corporate profit before tax is the income of organizations treated as corporations in the National Income and Product Accounts. These organizations consist of all entities required to file Federal corporate tax returns, including mutual financial institutions and cooperatives subject to Federal income tax; private noninsured pension funds; nonprofit organizations that primarily serve business; Federal Reserve banks; and federally sponsored credit agencies. It reflects the inventory and depreciation accounting practices used for Federal income tax returns. It consists of profits tax liability, dividends, and undistributed corporate profits. This measure is sometimes referred to as "book profits." Note taken from National Income and Product Accounts as cited above.

Table 1-5b.

Percent of total corporate profits before taxes originating in selected arts-related industries: 1929-1986 (continued on next page)

| Corporate profits before taxes | | | | | |
|--------------------------------|--------------------------|-----------------|-----------------------------------------|-----------------------------------|-------------------------|
| Year | Total U.S. industries | Motion pictures | Other amusement and recreation services | Radio and television broadcasting | Printing and publishing |
| | (in millions of dollars) | (percent) | | | |
| Part I: 1929-1948 | | | | | |
| 1929..... | 9,990 | 0.59 | 0.01 | 0.20 | 2.41 |
| 1930..... | 3,697 | 1.38 | * | * | 4.11 |
| 1931..... | -372 | * | * | * | * |
| 1932..... | -2,309 | * | * | * | * |
| 1933..... | 956 | * | * | * | 5.65 |
| 1934..... | 2,346 | 0.09 | * | 0.30 | 4.01 |
| 1935..... | 3,598 | 0.36 | * | 0.28 | 3.34 |
| 1936..... | 6,340 | * | * | * | * |
| 1937..... | 6,935 | 0.48 | 0.07 | 0.29 | 1.98 |
| 1938..... | 4,023 | 0.97 | 0.05 | 0.37 | 2.16 |
| 1939..... | 7,181 | 0.57 | 0.06 | 0.28 | 1.84 |
| 1940..... | 10,045 | 0.51 | 0.09 | 0.28 | 1.64 |
| 1941..... | 17,878 | 0.44 | 0.10 | 0.19 | 1.12 |
| 1942..... | 21,688 | 0.71 | 0.08 | 0.14 | 1.15 |
| 1943..... | 25,264 | 1.00 | 0.13 | 0.20 | 1.87 |
| 1944..... | 24,237 | 1.01 | 0.17 | 0.28 | 2.41 |
| 1945..... | 19,836 | 1.20 | 0.36 | 0.32 | 2.99 |
| 1946..... | 24,842 | 1.22 | 0.37 | 0.23 | 2.64 |
| 1947..... | 31,751 | 0.71 | 0.20 | 0.17 | 1.95 |
| 1948..... | 35,595 | 0.40 | 0.17 | 0.12 | 1.62 |
| Part II: 1948-1984 | | | | | |
| 1948..... | 35,595 | 0.40 | 0.17 | 0.12 | 1.63 |
| 1949..... | 29,206 | 0.44 | 0.15 | 0.11 | 1.80 |
| 1950..... | 42,885 | 0.26 | 0.05 | 0.12 | 1.35 |
| 1951..... | 44,465 | 0.23 | 0.08 | 0.18 | 1.40 |
| 1952..... | 39,645 | 0.21 | 0.13 | 0.22 | 1.59 |
| 1953..... | 41,199 | 0.19 | 0.10 | 0.22 | 1.55 |
| 1954..... | 38,680 | 0.35 | 0.09 | 0.25 | 1.62 |
| 1955..... | 49,209 | 0.25 | 0.06 | 0.32 | 1.66 |
| 1956..... | 49,631 | 0.18 | 0.07 | 0.34 | 1.71 |
| 1957..... | 48,146 | 0.11 | 0.10 | 0.34 | 1.84 |
| 1958..... | 41,893 | 0.04 | 0.12 | 0.41 | 1.65 |
| 1959..... | 52,552 | 0.09 | 0.16 | 0.41 | 1.78 |
| 1960..... | 49,931 | 0.10 | 0.13 | 0.51 | 1.96 |
| 1961..... | 49,835 | 0.06 | 0.11 | 0.42 | 1.78 |
| 1962..... | 55,148 | 0.03 | 0.09 | 0.53 | 1.67 |

*Loss occurred for that year.

Table 1-5b.

Percent of total corporate profits before taxes originating in selected arts-related industries: 1929-1986 (continued from previous page)

| Year | Corporate profits before taxes | | | | |
|--------------------------------|--------------------------------|-----------------|-----------------------------------------|-----------------------------------|-------------------------|
| | Total U.S. industries | Motion pictures | Other amusement and recreation services | Radio and television broadcasting | Printing and publishing |
| | (in millions of dollars) | | (percent) | | |
| Part II: 1948-1984 (continued) | | | | | |
| 1963..... | 59,754 | 0.05 | 0.09 | 0.53 | 1.68 |
| 1964..... | 66,683 | 0.14 | 0.12 | 0.40 | 2.21 |
| 1965..... | 77,395 | 0.15 | 0.10 | 0.43 | 2.02 |
| 1966..... | 83,265 | 0.17 | 0.14 | 0.44 | 2.19 |
| 1967..... | 80,127 | 0.13 | 0.14 | 0.31 | 2.08 |
| 1968..... | 89,057 | 0.26 | 0.16 | 0.29 | 2.08 |
| 1969..... | 87,222 | 0.08 | 0.18 | 0.36 | 2.26 |
| 1970..... | 76,046 | 0.24 | 0.24 | 0.34 | 2.22 |
| 1971..... | 87,292 | 0.13 | 0.23 | 0.31 | 2.13 |
| 1972..... | 101,471 | 0.10 | 0.15 | 0.46 | 2.05 |
| 1973..... | 127,151 | 0.17 | 0.17 | 0.37 | 2.03 |
| 1974..... | 138,859 | 0.18 | 0.20 | 0.37 | 1.77 |
| 1975..... | 134,838 | 0.22 | 0.25 | 0.37 | 2.13 |
| 1976..... | 170,251 | 0.26 | 0.25 | 0.60 | 2.02 |
| 1977..... | 200,437 | 0.26 | 0.27 | 0.66 | 2.20 |
| 1978..... | 233,459 | 0.36 | 0.27 | 0.65 | 2.15 |
| 1979..... | 257,230 | 0.32 | 0.25 | 0.58 | 1.93 |
| 1980..... | 237,082 | 0.29 | 0.25 | 0.47 | 1.99 |
| 1981..... | 226,524 | 0.27 | 0.26 | 0.43 | 2.14 |
| 1982..... | 169,584 | 0.41 | 0.17 | 0.45 | 2.73 |
| 1983..... | 207,629 | 0.21 | * | 0.31 | 2.71 |
| 1984..... | 239,958 | * | * | 0.51 | 2.75 |
| 1985..... | 224,260 | 0.16 | * | 0.16 | 3.24 |
| 1986..... | 221,581 | 0.42 | 0.08 | * | 3.66 |

*Loss occurred for that year.

Source: Data calculated based on table 1-5a. See this table for notes and full citation.

Table 1-6.

Average annual expenditures of urban consumer units for entertainment and reading, by selected characteristics: 1980-1986 (continued on next page)

| Year and characteristic | Entertainment and reading | | Entertainment (a) | | | | Reading |
|----------------------------------|-----------------------------------|-------------------------------|-----------------------------------|---------------------|-----------------------------------------|------------------------------|---------|
| | Average annual expenditures total | Percent of total expenditures | Average annual expenditures total | Fees and admissions | Television, radios, and sound equipment | Other equipment and services | |
| | (in dollars) | (percent) | (in dollars) | | | | |
| 1980..... | 838 | 5.0 | 724 | 238 | 206 | 280 | 114 |
| 1981..... | 919 | 5.2 | 799 | 269 | 229 | 300 | 120 |
| 1982..... | 942 | 5.2 | 820 | 265 | 274 | 281 | 122 |
| 1983..... | 1,050 | 5.3 | 919 | 308 | 290 | 320 | 131 |
| 1984, all consumer units..... | 1,180 | 5.4 | 1,040 | 348 | 326 | 366 | 140 |
| 1985..... | 1,226 | 5.5 | 1,085 | 320 | 355 | 409 | 141 |
| 1986, all consumer units..... | 1,227 | 5.4 | 1,087 | 308 | 373 | 406 | 140 |
| Age of reference person: | | | | | | | |
| Under 25 years old... | 739 | 5.4 | 672 | 207 | 273 | 192 | 67 |
| 25-34 years old..... | 1,225 | 5.4 | 1,101 | 276 | 386 | 439 | 124 |
| 35-44 years old..... | 1,835 | 6.2 | 1,657 | 451 | 529 | 678 | 178 |
| 45-54 years old..... | 1,610 | 5.3 | 1,431 | 432 | 508 | 491 | 179 |
| 55-64 years old..... | 1,216 | 5.1 | 1,060 | 305 | 341 | 414 | 156 |
| 65-74 years old..... | 825 | 4.9 | 686 | 236 | 226 | 224 | 139 |
| 75 years old and over | 391 | 3.3 | 299 | 98 | 148 | 53 | 92 |
| Region of residence: | | | | | | | |
| Northeast..... | 1,329 | 5.6 | 1,160 | 339 | 382 | 438 | 169 |
| Midwest..... | 1,124 | 5.3 | 985 | 295 | 341 | 348 | 139 |
| South..... | 1,127 | 5.2 | 1,014 | 267 | 363 | 384 | 113 |
| West..... | 1,424 | 5.7 | 1,268 | 363 | 422 | 483 | 156 |
| Size of consumer unit: | | | | | | | |
| One person..... | 687 | 5.2 | 585 | 202 | 226 | 158 | 102 |
| Two persons..... | 1,229 | 5.2 | 1,073 | 312 | 361 | 400 | 156 |
| Three persons..... | 1,483 | 5.6 | 1,338 | 308 | 456 | 574 | 145 |
| Four persons..... | 1,713 | 5.6 | 1,547 | 463 | 480 | 604 | 166 |
| Five persons..... | 1,672 | 5.8 | 1,512 | 399 | 519 | 594 | 160 |
| Six persons or more.. | 1,462 | 5.1 | 1,326 | 318 | 533 | 475 | 136 |

(a) Some expenditures for vacation trips are not included in this category, such as food, lodging, and vehicle expenses.

Table 1-3.

Average annual expenditures of urban consumer units for entertainment and reading, by selected characteristics: 1980-1986 (continued from previous page)

| Year and characteristic | Entertainment and reading | | Entertainment (a) | | | | Reading |
|-------------------------------------|-----------------------------------|-------------------------------|-----------------------------------|---------------------------------|-----------------------------|------------------------------|---------|
| | Average annual expenditures total | Percent of total expenditures | Average annual expenditures total | Television, Fees and admissions | radios, and sound equipment | Other equipment and services | |
| Income before taxes: (in dollars) | | (percent) | | (in dollars) | | | |
| Complete income | | | | | | | |
| reporters (b)..... | 1,252 | 5.4 | 1,109 | 314 | 378 | 417 | 143 |
| Under \$ 5,000..... | 599 | 5.3 | 535 | 141 | 207 | 187 | 64 |
| \$ 5,000 - 9,999..... | 474 | 4.1 | 396 | 102 | 175 | 119 | 78 |
| \$10,000 - 14,999..... | 706 | 4.7 | 605 | 138 | 267 | 200 | 101 |
| \$15,000 - 19,999..... | 948 | 5.2 | 834 | 195 | 289 | 350 | 114 |
| \$20,000 - 29,999..... | 1,198 | 5.2 | 1,052 | 283 | 369 | 400 | 146 |
| \$30,000 - 39,999..... | 1,686 | 6.0 | 1,513 | 363 | 496 | 653 | 173 |
| \$40,000 and over..... | 2,546 | 5.8 | 2,282 | 756 | 694 | 832 | 264 |
| Incomplete reporters of income..... | 1,008 | 5.2 | 896 | 256 | 331 | 309 | 112 |

Note: In dollars, except as indicated. Based on Consumer Expenditure Survey.

(a) Some expenditures for vacation trips, such as food, lodging, and vehicle expenses, are not included in this category.

(b) A complete reporter is a consumer unit that provided values for at least one of the major sources of income.

Source: (1980-1984) U.S. Bureau of Labor Statistics, Consumer Expenditure Survey annual. As included in U.S. Bureau of the Census, Statistical Abstract, 1987, (107th edition), Washington, D.C., 1986, table 366; (1985-1986) U.S. Bureau of Labor Statistics, Consumer Expenditure Survey annual. As included in U.S. Bureau of Census, Statistical Abstract, 1989, 109th edition, Washington, D.C., 1989, table 378.

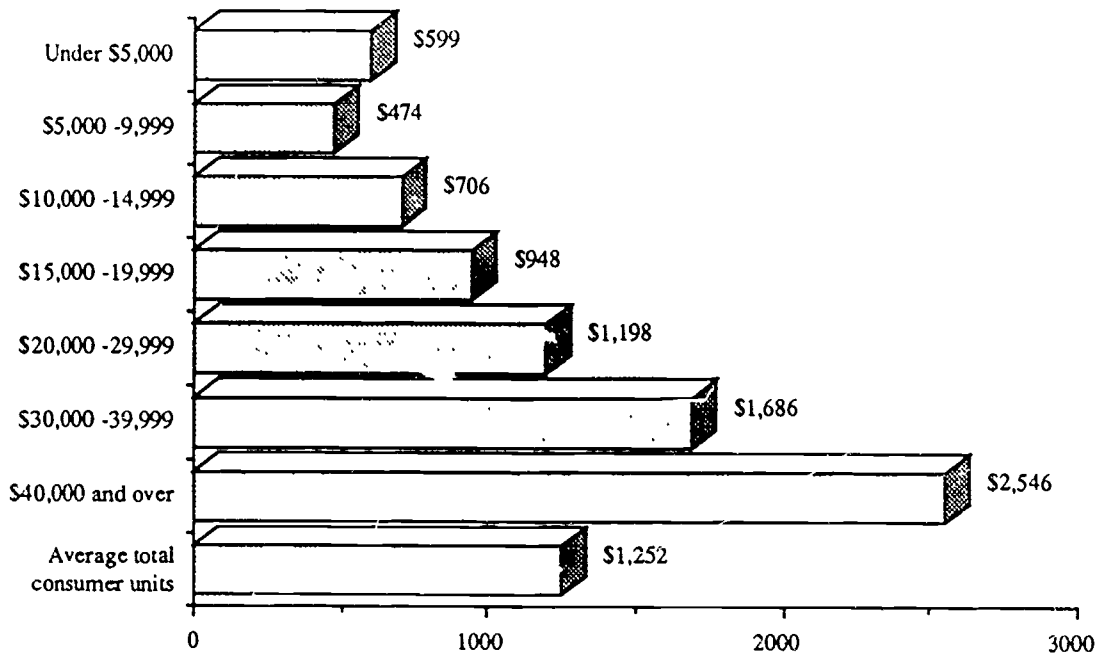
Methodological note: Consumer Expenditure Survey. -- The Consumer Expenditure Survey program was begun in late 1979. The principal objective of the survey is to collect current consumer expenditure data which provide a continuous flow of data on the buying habits of American consumers. The data are necessary for future revisions of the Consumer Price Index. The survey, conducted by the Bureau of the Census for the Bureau of Labor Statistics, consists of two components: (1) An interview panel survey in which the expenditures of consumer units (households who act as a unit for consumption) are obtained in five interviews conducted every three months, and (2) a diary or recordkeeping survey completed by participating households for two consecutive one-week periods. Each component of the survey queries an independent sample of consumer units in 85 urban areas of the country representative of the U.S. urban population. Over 52 weeks of the year, 5,000 consumer units are sampled for the diary survey. Each consumer unit keeps a diary for two one-week periods, yielding approximately 10,000 diaries a year. The interview sample is selected on a rotating panel basis, targeted at 5,000 consumer units per quarter. The survey includes students in student housing.

The Diary survey is designed to obtain expenditures on small, frequently purchased items which are normally difficult for respondents to recall. Detailed records of expenses are kept for food and beverages both at home and in eating places, tobacco, housekeeping supplies, nonprescription drugs, and personal care products and services.

The Interview survey is designed to obtain data on the types of expenditures which respondents can be expected to recall for a period of three months or longer. In general, these include relatively large expenditures, such as those for property, automobiles, and major appliances, or expenditures which occur fairly regularly, such as rent, utilities, or insurance premiums. Including "global estimates" for food, it is estimated that about 95 percent of expenditures are covered in the interview. Excluded are nonprescription drugs, household supplies, and personal care items. The interview survey also provides data on expenditures incurred while on trips. Both surveys exclude all business-related expenditures for which the family is reimbursed.

Chart 1-4.

Average annual expenditures for entertainment and reading of urban consumer units by income level: 1986



Source U S Bureau of Labor Statistics and U S Bureau of the Census, Consumer Expenditure Survey, See table 1-6 for full citation.

Table 1-7.

Number of establishments with payroll and receipts for firms subject to and exempt from Federal income tax in selected arts-related service industries: 1982 (continued on next page)

| Type of service establishment | Number of establishments with payroll | Receipts in thousands of dollars |
|--------------------------------------------------------------------------------------------|---------------------------------------|----------------------------------|
| All service establishments subject to Federal income tax..... | 1,261,698 | 426,981,971 |
| Photographic studios, portrait..... | 7,079 | 1,409,339 |
| Radio, TV, publishers' advertising representatives..... | 1,245 | 888,910 |
| Commercial photography, art, and graphics..... | 10,316 | 3,095,449 |
| Sign painting shops..... | 1,402 | 181,097 |
| Interior designing..... | 3,455 | 825,335 |
| Radio and TV repair shops..... | 7,089 | 1,333,062 |
| Architectural services..... | 13,414 | 5,914,359 |
| Amusement and recreation services, including motion pictures..... | 67,215 | 33,114,974 |
| Motion picture production, distribution, and services..... | 7,905 | 10,117,034 |
| Motion picture theatres..... | 9,344 | 3,575,737 |
| Motion picture theatres, except drive-in..... | 7,215 | 3,224,241 |
| Drive-in motion picture theatres..... | 2,129 | 351,496 |
| Producers, orchestras, and entertainers..... | 6,712 | 3,301,101 |
| Theatrical producers (except motion picture) and miscellaneous theatrical services..... | 2,994 | 1,921,624 |
| Bands, orchestras, actors, and other entertainers and entertainment groups..... | 3,718 | 1,379,477 |
| Dance halls, studios, and schools..... | 3,645 | 268,234 |
| Carnivals, circuses, and fairs..... | 380 | 221,421 |
| Museums..... | 220 | 65,319 |
| All service establishments exempt from Federal income tax..... | 147,061 | 61,488,432 |
| Selected amusement, recreation, and related services..... | 10,526 | 6,665,364 |
| Producers, orchestras, and entertainers..... | 1,610 | 10,968,100 |
| Theatrical producers (except motion pictures)..... | 846 | 463,139 |
| Bands, orchestras, and other entertainment..... | 764 | 644,960 |

Table 1-7.

Number of establishments with payroll and receipts for firms subject to and exempt from Federal income tax in selected arts-related service industries: 1982 (continued from previous page)

| Type of service establishment | Number of establishments with payroll | Receipts in thousands of dollars |
|-------------------------------------------------------------------|---------------------------------------|----------------------------------|
| Museums, art galleries, and botanical and zoological gardens..... | 2,366 | 2,596,952 |
| Commercial museums*..... | 367 | 228,036 |
| Noncommercial museums..... | 2,109 | 2,368,916 |
| Museums and art galleries..... | 1,909 | 2,267,593 |
| Arboreta, botanical and zoological gardens..... | 110 | 101,323 |

Note: The universe of organizations that receive questionnaires in the five-year economic census is obtained through the use of two sources. One source is filers of FICA reports, the other is filers of income tax forms (both for-profit and not-for-profit organizations). Arts organizations that do not submit either a FICA report or an IRS income tax report are not likely to receive a census questionnaire. Many arts organizations operate as subsidiaries of larger organizations that may not be primarily in the arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity which may not be in the arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1982.

*There are a few museums categorized as commercial that are tax exempt by the Census of Service Industries.

Source: U.S. Department of Commerce, Bureau of the Census, 1982 Census of Service Industries, Establishment and Firm Size, SC82-1-7, Washington, D.C., May 1985, tables 1a and 2a; 1982 Census of Service Industries, Miscellaneous Subjects, Washington, D.C., December 1985, table 20.

Methodological note: Establishment as used in the Census of Service Industries refers to a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Statistics for service industries represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each census report was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

Table 1-8.
Major sources of receipts of producers, orchestras, and entertainment firms subject to Federal income tax
for the United States: 1982

| Receipts from customers, patrons, and contract fees, by source | | | | | | | |
|-------------------------------------------------------------------------------------------|----------------------------|-----------|------------|--------------------------------------------------|-------------------------|------------------------------------------------------------|------------------|
| Kind of business or operation | Establishments (number) | Total | Admissions | Contract fees from providing entertainment | Sales of merchandise | Services provided to the performing arts industry | Other sources |
| (in thousands of dollars) | | | | | | | |
| Producers, orchestras, entertainers. | 6,712 | 3,301,101 | 1,273,664 | 1,221,166 | 55,476 | 634,527 | 116,268 |
| Theatrical producers (except motion picture) and miscellaneous theatrical services..... | 2,994 | 1,921,624 | 948,439 | 358,801 | 33,892 | 516,007 | 64,485 |
| Producers of live theatrical productions..... | 873 | 750,487 | 591,951 | 95,517 | 26,241 | 5,850 | 30,928 |
| Producers of radio and TV shows, except tape..... | 395 | 263,168 | NA | NA | NA | NA | NA |
| Artists' and other entertainers' managers or agents, concert bureaus, booking agents..... | 1,052 | 428,593 | NA | NA | NA | NA | NA |
| Other theatrical services..... | 674 | 479,593 | 344,414 | (24) | 6,337 | 123,524 | 4,293 |
| Bands, orchestras, actors, and other entertainers and entertainment groups..... | 3,718 | 1,379,477 | 325,225 | 862,365 | 21,584 | 118,520 | 51,783 |
| Dance groups and artists.... | 142 | 27,125 | NA | NA | NA | NA | NA |
| Symphony orchestras, opera companies, and chamber music organizations..... | 61 | 17,911 | 744 | 16,125 | NA | 1,041 | 1 |
| Other music and entertainment presentations..... | 3,515 | 1,334,441 | 324,481 | 819,345 | 21,584 | 117,418 | 5,163 |
| Percent distribution of sources of income | | | | | | | |
| Producers, orchestras, entertainers . | | 3,301,101 | 39 | 37 | 2 | 19 | 4 |
| Theatrical producers (except motion picture) and miscellaneous theatrical services..... | | 1,921,624 | 49 | 19 | 2 | 27 | 3 |
| Producers of live theatrical productions..... | | 750,487 | 79 | 13 | 3 | 1 | 4 |
| Producers of radio and TV shows, except tape..... | | 263,168 | NA | NA | NA | NA | NA |
| Artists' and other entertainers' managers or agents, concert bureaus, booking agents..... | | 428,593 | NA | NA | NA | NA | NA |
| Other theatrical services..... | | 479,593 | 72 | 0 | 1 | 26 | 1 |
| Bands, orchestras, actors, and other entertainers and entertainment groups..... | | 1,379,477 | 24 | 63 | 2 | 9 | 4 |
| Dance groups and artists.... | | 27,125 | NA | NA | NA | NA | NA |
| Symphony orchestras, opera companies, and chamber music organizations..... | | 17,911 | 4 | 90 | NA | 6 | 0 |
| Other music and entertainment presentations..... | | 1,334,441 | 24 | 61 | 2 | 9 | 0 |

NA - Not applicable or data withheld to avoid identification of individual companies.

*Data includes only establishments with payroll

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Industry Series, Miscellaneous Subjects, Washington, D.C., December 1985, table 18.

Methodological note: The universe of organizations receiving questionnaires in the five-year census of Service Industries is obtained through the use of two sources. One source is filers of FICA reports (social security retirement deposits), the other is filers of income tax forms (IRS Form 990 for nonprofit organizations). Nonprofit performing arts organizations that do not submit either a FICA report or an IRS Form 990 are not likely to be included in the Census. Furthermore, many performing arts organizations operate as subsidiaries of organizations such as: State or local government, colleges or universities; museums; and many other kinds of large organizations. In such cases, the larger organization is the one that may receive the Census questionnaire and its response will be classified in terms of its primary activity, which usually will not be performing arts. For such reasons, the counts of numbers of organizations and their revenues presented in this table understate the levels of activity that occurred in 1982.

Theatrical producers (except motion picture) and miscellaneous theatrical services are establishments primarily engaged in providing live theatrical presentations, such as road companies, stock companies, summer theater, and burlesque houses. This industry also includes services allied with theatrical presentations, such as casting agencies; booking agencies for plays, artists, and concerts, scenery, lighting, and other equipment service, and theatrical ticket agencies. Theatres which are normally rented to theatrical producers, stock companies, etc., are classified elsewhere.

Bands, orchestras, actors, and other entertainers and entertainment groups are establishments primarily engaged in providing entertainment services other than live theatrical presentations. These establishments include bands, orchestras, entertainers, and producers of live entertainment for radio or television.

Table 1-9.
Sources of receipts for orchestras and entertainers exempt from Federal income tax: 1982

| | Firms exempt from Federal income tax | | | | | |
|---------------------------------------------------------------|-----------------------------------------------|---------|--------------------------|---------|-----------------------------------------------------------|---------|
| | Total producers, orchestras, and entertainers | | Theatrical producers (a) | | Bands, orchestras, actors, and other entertainment groups | |
| | Number | Percent | Number | Percent | Number | Percent |
| Establishments..... | 1,610 | NA | 846 | NA | 764 | NA |
| (dollars are in thousands) | | | | | | |
| Total revenues..... | 1,098,099 | NA | 463,139 | NA | 644,960 | NA |
| Receipts from customers, patrons, and contract fees | | | | | | |
| Admissions..... | 524,300 | 48 | 270,710 | 58 | 253,590 | 39 |
| Contract fees from providing entertainment..... | 62,736 | 6 | 16,344 | 4 | 46,392 | 7 |
| Sales of merchandise..... | 22,550 | 2 | 7,232 | 2 | 15,318 | 2 |
| Services provided to the performing arts industry..... | 11,932 | 1 | 5,658 | 1 | 6,274 | 1 |
| Other amounts received from customers, patrons, and fees..... | 49,057 | 4 | 26,898 | 6 | 22,159 | 3 |
| Other receipts | | | | | | |
| Royalties, residual fees, and subsidiary rights..... | 6,852 | 1 | 1,128 | (b) | 5,724 | 1 |
| Contributions and grants | | | | | | |
| Governmental | | | | | | |
| National Endowment for the Arts..... | 27,441 | 2 | 9,797 | 2 | 17,644 | 3 |
| All other Federal, State, county, and municipal..... | 57,090 | 5 | 20,607 | 4 | 36,483 | 6 |
| Private | | | | | | |
| Individuals | 118,548 | 11 | 26,634 | 6 | 91,914 | 14 |
| Foundations..... | 62,686 | 6 | 22,110 | 5 | 40,576 | 6 |
| Business and industry..... | 58,797 | 5 | 19,001 | 4 | 39,796 | 6 |
| Other..... | 17,128 | 2 | 4,170 | 1 | 12,958 | 2 |
| All other receipts or revenues..... | 78,982 | 7 | 22,850 | 5 | 56,132 | 9 |

NA - Not applicable.

Note: See tables 1-7 and 1-8 for methodological notes.

(a) Does not include motion pictures.

(b) Less than 1 percent.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, Producers, Orchestras and Entertainers, Washington, D.C., 1985, table 18.

Table 1-10.
 Combined Federal, State, and local government expenditures by function:
 1952-1987

| | 1952 | 1955 | 1960 | 1965 | 1970 | 1975 | 1980 | 1985 | 1987 |
|-----------------------------------------------------------------|------|-------|-------|-------|-------|-------|-------|---------|---------|
| (in billions of dollars) | | | | | | | | | |
| Total (a)..... | 94.3 | 98.5 | 137.3 | 189.6 | 317.4 | 544.9 | 889.6 | 1,402.6 | 1,575.0 |
| Central executive, legislative, and judicial activities..... | 3.0 | 3.2 | 4.4 | 6.1 | 9.9 | 18.2 | 30.0 | 43.9 | 51.4 |
| International affairs..... | 2.3 | 2.2 | 2.0 | 2.3 | 2.4 | 3.9 | 6.7 | 14.3 | 13.5 |
| Space..... | 0.0 | 0.0 | 0.6 | 5.6 | 3.6 | 3.6 | 5.0 | 7.4 | 8.0 |
| National defense..... | 46.1 | 38.9 | 45.2 | 50.9 | 76.6 | 89.5 | 142.4 | 258.8 | 294.4 |
| Civilian safety..... | 2.1 | 2.6 | 3.9 | 5.5 | 9.7 | 18.2 | 28.9 | 48.5 | 60.3 |
| ► Education..... | 8.4 | 12.0 | 18.7 | 30.7 | 56.1 | 95.4 | 147.7 | 210.9 | 242.2 |
| Health and hospitals..... | 2.5 | 2.9 | 4.6 | 7.0 | 13.2 | 24.4 | 40.5 | 59.7 | 69.9 |
| Income support, social security, and welfare..... | 8.0 | 12.1 | 23.0 | 34.3 | 73.3 | 170.2 | 288.2 | 422.2 | 464.6 |
| Veterans benefits and services... | 5.7 | 5.5 | 5.9 | 6.5 | 10.3 | 19.5 | 23.1 | 29.0 | 30.4 |
| Housing and community services... | 1.3 | 0.9 | 2.0 | 2.9 | 4.4 | 9.8 | 18.4 | 21.2 | 25.8 |
| ► Recreational and cultural activities..... | 0.3 | 0.5 | 0.9 | 1.3 | 2.6 | 5.0 | 8.1 | 10.5 | 12.8 |
| Energy..... | 0.3 | 0.1 | 0.5 | 1.0 | 1.0 | 3.2 | 5.5 | 3.9 | .3 |
| Agriculture..... | 1.5 | 3.2 | 3.4 | 4.8 | 5.7 | 4.8 | 9.3 | 32.6 | 28.6 |
| Natural resources..... | 1.1 | 0.9 | 1.4 | 2.3 | 2.7 | 4.4 | 7.3 | 9.5 | 10.6 |
| Transportation..... | 5.4 | 6.8 | 10.3 | 14.0 | 20.0 | 29.6 | 44.9 | 62.6 | 72.1 |
| Postal service..... | 0.8 | 0.5 | 0.7 | 0.8 | 2.3 | 4.0 | 2.7 | 2.5 | 3.4 |
| Economic development, regulation, and services..... | 0.2 | 0.3 | 0.6 | 0.9 | 1.8 | 2.4 | 4.5 | 2.8 | 4.6 |
| Labor training and services..... | 0.3 | 0.3 | 0.4 | 0.9 | 1.8 | 3.0 | 6.8 | 6.1 | 6.3 |
| Commercial activities..... | -0.2 | -0.2 | -0.2 | -0.2 | -0.2 | -0.5 | -1.3 | -4.2 | -5.9 |
| Net interest paid (b)..... | 4.7 | 5.0 | 7.6 | 9.4 | 15.0 | 24.2 | 50.2 | 132.8 | 149.8 |
| Other and unallocable..... | 0.5 | 0.7 | 1.5 | 2.7 | 5.2 | 12.4 | 20.7 | 27.2 | 31.6 |
| (percent) | | | | | | | | | |
| Percent of total for recreation and cultural activities..... | .32 | .51 | .66 | .69 | .82 | .92 | .91 | .75 | .81 |
| Percent of total for educational activities..... | 8.90 | 12.20 | 13.60 | 16.20 | 17.77 | 17.50 | 16.60 | 15.04 | 15.38 |

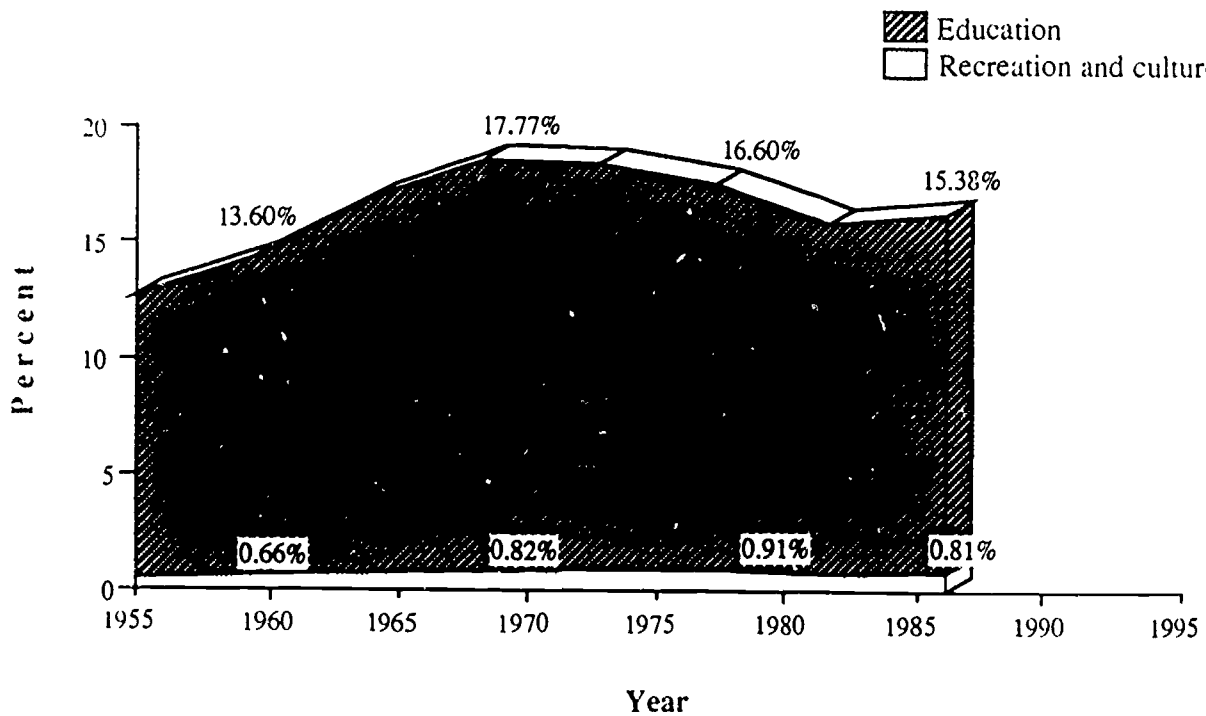
(a) Equals Federal Government expenditures minus grants-in-aid to State and local governments, plus State and local government expenditures. Total expenditures include employee compensation on a disbursement basis. The estimates by function include employee compensation on an accrual basis. Wage accrual less disbursements (in millions of dollars) is zero except as follows: 1952, 32; 1953, -76; 1971, 209; 1972, 333; 1973, -12; 1974, -480; 1975, 100; 1976, 100; 1977, 100; 1978, 271; 1979, -181; 1980, -40; 1981, 59; 1982, -4; and 1985, -230.

(b) Excludes interest received by State and local social insurance funds, which is netted against expenditures for the appropriate functions.

Source: (1955-1980) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 3.14; (1985-87) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989, table 3.14.

Chart 1-5.

Percent of total (Federal, State, and local) government expenditures for recreation and culture, and for education: 1955-1987



Source: Calculated based on National Income and Product Accounts. See table 1-10 for full citation.

Table 1-11.

Federal government expenditures for recreation and culture, and for education by type of expenditure: 1955-1988

| | 1955 | 1960 | 1965 | 1970 | 1975 | 1980 | 1985 | 1987 | 1988 |
|------------------------------------------------------------------------|--------|--------|---------|---------|---------|---------|---------|-----------|-----------|
| (in millions of dollars) | | | | | | | | | |
| Total Federal government | | | | | | | | | |
| Total expenditures*..... | 68,649 | 93,904 | 125,295 | 207,811 | 364,232 | 615,149 | 984,627 | 1,072,797 | 1,118,277 |
| Purchase of goods and services..... | 44,930 | 54,447 | 68,656 | 98,774 | 129,176 | 208,089 | 353,898 | 381,599 | 361,301 |
| Transfer payments and net interest paid..... | 19,093 | 30,316 | 40,942 | 78,113 | 173,719 | 306,838 | 510,281 | 555,948 | 589,638 |
| Grants-in-aid to State and local governments.... | 3,120 | 6,526 | 11,121 | 24,447 | 54,558 | 88,678 | 99,678 | 102,614 | 111,361 |
| Subsidies less current surplus of government enterprises..... | 1,506 | 2,615 | 4,576 | 6,477 | 6,879 | 11,544 | 20,540 | 32,636 | 35,977 |
| Recreation and culture | | | | | | | | | |
| Total expenditures*..... | 40 | 139 | 226 | 467 | 1,033 | 1,761 | 1,658 | 1,731 | 1,838 |
| Purchase of goods and services..... | 40 | 139 | 224 | 381 | 772 | 1,074 | 1,139 | 1,207 | 1,312 |
| Transfer payments and net interest paid..... | NA | NA | NA | 31 | 91 | 312 | 326 | 390 | 416 |
| Grants-in-aid to State and local governments.... | NA | NA | 2 | 55 | 170 | 375 | 193 | 134 | 110 |
| Percent of Federal expenditures for recreation and culture..... | | | | | | | | | |
| | 0.06 | 0.15 | 0.18 | 0.22 | 0.28 | 0.29 | 0.17 | 0.16 | 0.16 |
| Education | | | | | | | | | |
| Total expenditures*..... | 397 | 678 | 1,431 | 5,329 | 8,088 | 13,982 | 16,650 | 16,917 | 18,775 |
| Purchase of goods and services..... | 133 | 211 | 431 | 849 | 961 | 1,273 | 1,616 | 1,881 | 1,839 |
| Transfer payments and net interest paid..... | 13 | 56 | 169 | 815 | 1,583 | 4,829 | 6,482 | 6,355 | 7,075 |
| Grants-in-aid to State and local governments.... | 251 | 411 | 831 | 3,665 | 5,544 | 7,880 | 8,552 | 9,481 | 9,861 |
| Percent of Federal expenditures for education..... | | | | | | | | | |
| | 0.58 | 0.72 | 1.14 | 2.56 | 2.22 | 2.27 | 1.60 | 1.58 | 1.68 |

NA - Indicates data not available in these years.

* Total expenditures include employee compensation on a disbursement basis. Expenditures by type and function include employee compensation on an accrual basis. Wage accrual less disbursement (in millions of dollars) is zero except as follows: 1975, 100; 1982, -4; 1983, -445; 1984, 220, 1985, -230, 1987, 0; and 1988, 0.

Sources: (1955-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 3.15; (1985), U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1987, table 3.15; (1987-1988) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989, Washington, D.C., July 1989, table 3.15.

Table 1-12.
State and local government expenditures for recreation and culture, and for education by type: 1955, 1980, 1985 and 1987

| | Total (a) | | | | Recreational and cultural (b) | | | | Education | | | |
|---------------------------------------------------------------|-----------|---------|---------|---------|-------------------------------|-------|-------|--------|-----------|---------|---------|---------|
| | 1955 | 1980 | 1985 | 1987 | 1955 | 1980 | 1985 | 1987 | 1955 | 1980 | 1985 | 1987 |
| (in millions of dollars) | | | | | | | | | | | | |
| Total expenditures..... | 32,937 | 355,545 | 515,805 | 604,810 | 478 | 6,601 | 8,587 | 11,252 | 11,867 | 141,705 | 201,526 | 233,808 |
| Percent of total expenditures.... | (100) | (100) | (100) | (100) | (1.5) | (1.9) | (1.7) | (1.9) | (36) | (40) | (39) | (39) |
| Purchases of goods and services..... | 30,346 | 340,759 | 461,278 | 544,514 | 478 | 6,601 | 8,587 | 11,252 | 11,824 | 139,277 | 198,295 | 229,660 |
| Transfer payments and net interest paid less dividends... | 4,115 | 20,819 | 67,083 | 75,361 | NA | NA | NA | NA | 43 | 2,428 | 3,231 | 4,148 |
| Subsidies less current surplus of government enterprises..... | -1,524 | 6,073 | -12,552 | -15,065 | NA | NA | NA | NA | NA | NA | NA | NA |

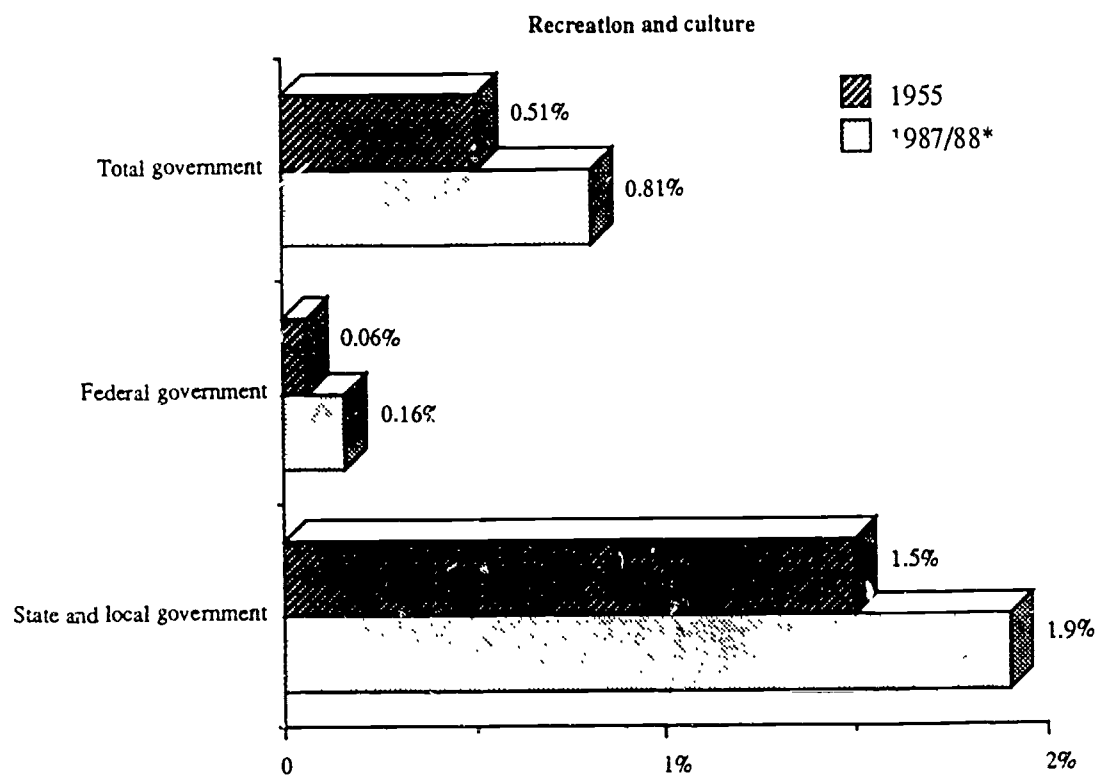
NA - Not a category in these years.

(a) Total expenditures include employee compensation on a disbursement basis. Expenditures by type and function include employee compensation on an accrual basis. Wage accruals less disbursements in 1985 and 1987 is zero.

(b) Excludes interest received by social insurance funds, which is netted against expenditures for the appropriate functions.

Source: (1955-1985) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 3.16; (1987) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989, table 3.16.

Chart 1-6.
Percent of government expenditures for recreation and culture by level of government: 1955 and 1988



* Total government and State and local government figures are for 1987, Federal government are for 1988.

Source: National Income and Product Accounts; See tables 1-10 to 1-12 for full citation.

(.)

Table 1-13.
 Percent change in government expenditures for recreation and culture by
 level of government: 1955-1987

| Level of government | Constant 1985 dollars | | | | Percent change 1955- 1987 | Percent change 1980- 1985 | Percent change 1980- 1987 |
|----------------------------------------|-----------------------|-----------|-----------|-----------|------------------------------------|------------------------------------|------------------------------------|
| | 1955 | 1980 | 1985 | 1987 | | | |
| (in millions of 1985 constant dollars) | | | | | | | |
| Total expenditures | | | | | | | |
| All levels..... | 395,970 | 1,165,376 | 1,701,700 | 1,490,000 | +276 | +20 | +28 |
| Federal government..... | 275,969 | 805,845 | 984,627 | 1,016,237 | +268 | +22 | +26 |
| State and local government.... | 132,407 | 465,764 | 515,809 | 572,151 | +332 | +11 | +23 |
| Recreation and culture | | | | | | | |
| All levels..... | 2,010 | 10,611 | 10,100 | 12,101 | +502 | -5 | +14 |
| Federal government..... | 161 | 2,307 | 1,658 | 1,639 | +918 | -28 | -29 |
| State and local government.... | 1,922 | 8,647 | 8,587 | 10,645 | +454 | -.7 | +23 |
| Education | | | | | | | |
| All levels..... | 48,240 | 193,487 | 210,000 | 239,121 | +396 | +8 | +24 |
| Federal government..... | 1,596 | 18,316 | 16,650 | 15,752 | +887 | -9 | -14 |
| State and local government.... | 47,705 | 185,634 | 201,526 | 221,182 | +364 | +9 | +19 |

Note: Ratio adjustments based on Consumer Price Index; 80.2 for 1955, 246.8 for 1980, 322.1 for 1985; 340.4 for 1987.

Source: Data calculated based on figures in tables 1-10 to 1-12.

Table 1-14.
Appropriations for major Federal cultural agencies/programs and amounts approved by the House, Senate, and Conference Committee: 1989-1990

| Programs | FY 1989 appropriations | FY 1990 | | | |
|-------------------------------------------------------|------------------------|--------------------------------|--------------|---------------|-------------------|
| | | Administration budget proposal | House passed | Senate passed | Conference report |
| (in millions of dollars) | | | | | |
| National Endowment for the Arts..... | 169.090 | 170.100 | 171.355 | 170.155 | 171.255 |
| National Endowment for the Humanities..... | 153.000 | 153.250 | 161.330 | 153.250 | 159.130 |
| Institute of Museum Services..... | 22.270 | 22.350 | 23.000 | 22.350 | 22.675 |
| Smithsonian..... | 245.935 | 270.890 | 278.250 | 263.732 | 270.142 |
| National Gallery of Art..... | 38.731 | 40.376 | 42.694 | 43.049 | 42.517 |
| Commission of Fine Arts..... | .475 | .494 | .516 | .494 | .516 |
| Historic Preservation Fund..... | 30.500 | 0 | 30.500 | 33.000 | 32.750 |
| National Capital Arts & Cultural Affairs Program..... | 5.000 | 0 | 5.000 | 5.500 | 5.500 |

Corporation for Public Broadcasting (funded two years in advance)

| Programs | FY 1991 appropriations | FY 1992 administration proposal | House passed | Senate passed |
|---------------------------------|------------------------|---------------------------------|--------------|---------------|
| (in millions of dollars) | | | | |
| Public Broadcasting | 242.06 | 242.06 | 242.06 | 260.00 |
| Satellite Replacement | 56.81 | NA | 72.00 | 80.50 |
| Total | 298.87 | 242.06 | 314.06 | 340.50 |

NA - Not available

Note: This table does not represent all Federal appropriations used for cultural purposes. A number of other agencies have programs funding cultural activities, for example the Library of Congress.

Source: Data provided by Congressman Bob Carr, House of Representatives, Washington, D.C., October, 1989, Congressional Arts Caucus: Staff Update, Washington, D.C., August 1988.

Table 1-15.
National Endowment for the Arts (NEA) funding history: 1966-1990

| Year | Authorization | | | | | President's request | | | | | Appropriation | | | | | Year |
|---------------------------|---------------|----------|-----------|---------------------|---------|---------------------|----------|-----------|---------------------|---------|---------------|----------|-----------|---------------------|---------|-------------|
| | Program | Treasury | Challenge | Admin- istrative | Total | Program | Treasury | Challenge | Admin- istrative | Total | Program | Treasury | Challenge | Admin- istrative | Total | |
| (in thousands of dollars) | | | | | | | | | | | | | | | | |
| FY 1966 (a) | 5,000 | 2,250 | NA | NA | 7,250 | 2,150 | 500 | NA | 350 | 3,000 | 2,500 | 34 | NA | 364 | 2,898 | FY 1966 |
| FY 1967 (a) | 7,750 | 2,250 | NA | NA | 10,000 | 7,750 | 1,000 | NA | 590 | 9,340 | 6,000 | 1,966 | NA | 510 | 2,476 | FY 1967 (b) |
| FY 1968 (a) | 7,750 | 2,250 | NA | NA | 10,000 | 7,750 | 1,000 | NA | 810 | 9,560 | 6,500 | 674 | NA | 603 | 7,774 | FY 1968 (b) |
| FY 1969 (a) | 8,000 | 3,375 | NA | NA | 11,375 | 9,050 | 1,000 | NA | 950 | 11,000 | 5,400 | 3,357 | NA | 700 | 8,457 | FY 1969 (b) |
| FY 1970 (a) | 9,000 | 3,375 | NA | NA | 12,375 | 6,500 | 1,000 | NA | 872 | 8,372 | 6,250 | 2,050 | NA | 805 | 9,055 | FY 1970 (b) |
| FY 1971 (a) | 17,000 | 3,000 | NA | NA | 20,000 | 13,800 | 2,500 | NA | 1,200 | 17,500 | 12,590 | 2,500 | NA | 1,330 | 16,420 | FY 1971 (b) |
| FY 1972 (a) | 26,500 | 3,500 | NA | NA | 30,000 | 26,500 | 3,500 | NA | 1,716 | 31,716 | 26,250 | 3,500 | NA | 1,730 | 31,480 | FY 1972 (b) |
| FY 1973 (a) | 35,500 | 4,500 | NA | NA | 40,000 | 35,500 | 3,500 | NA | 2,550 | 41,550 | 34,700 | 3,500 | NA | 2,657 | 40,857 | FY 1973 (b) |
| FY 1974 (a) | 65,000 | 7,500 | NA | NA | 72,500 | 65,000 | 7,500 | NA | 4,000 | 76,500 | 54,275 | 6,500 | NA | 3,250 | 64,025 | FY 1974 (b) |
| FY 1975 (a) | 90,000 | 10,000 | NA | NA | 100,000 | 72,000 | 10,000 | NA | 5,500 | 87,500 | 67,250 | 7,500 | NA | 5,392 | 80,142 | FY 1975 |
| FY 1976 (a) | 113,500 | 12,500 | NA | NA | 126,000 | 74,500 | 7,500 | NA | 5,500 | 87,500 | 74,500 | 7,500 | NA | 5,455 | 87,455 | FY 1976 |
| Tran Qtr | NA | NA | NA | NA | NA | 33,750 | 500 | NA | 1,447 | 35,697 | 33,437 | 500 | NA | 1,364 | 35,301 | Tran Qtr |
| FY 1977 (a) | 97,500 | 10,000 | 12,000 | NA | 119,500 | 79,500 | 7,500 | NA | 5,500 | 92,500 | 77,500 | 7,500 | 9,000 | 5,872 | 99,872 | FY 1977 |
| FY 1978 | 107,000 | 12,500 | 18,000 | SSAM | 137,500 | 89,000 | 7,500 | 18,000 | 9,000 | 123,500 | 89,100 | 7,500 | 18,000 | 9,250 | 123,850 | FY 1978 |
| FY 1979 | NA | NA | NA | NA | SSAM | 102,160 | 7,500 | 30,000 | 10,000 | 149,660 | 102,160 | 7,500 | 30,000 | 9,925 | 149,585 | FY 1979 |
| FY 1980 | NA | NA | NA | NA | SSAM | 97,000 | 20,000 | 26,900 | 10,500 | 154,400 | 97,000 | 18,500 | 26,900 | 12,210 | 154,610 | FY 1980 |
| FY 1981 | 115,500 | 18,500 | 27,000 | 14,000 | 175,000 | 114,495 | 18,500 | 22,000 | 12,965 | 167,960 | 113,960 | 19,250 | 13,450 | 12,135 | 158,795 | FY 1981 |
| FY 1982 | NA | NA | NA | NA | 119,300 | 57,835 | 15,000 | 2,500 | 12,645 | 88,000 | 103,330 | 14,400 | 14,400 | 11,326 | 143,456 | FY 1982 |
| FY 1983 | NA | NA | NA | NA | 119,300 | 69,756 | 11,155 | 7,344 | 12,600 | 100,851 | 101,675 | 11,200 | 18,400 | 12,600 | 143,875 | FY 1983 |
| FY 1984 (c) | NA | NA | NA | NA | 166,500 | 86,800 | 8,000 | 17,100 | 13,100 | 125,000 | 119,000 | 9,000 | 21,000 | 13,223 | 162,223 | FY 1984 |
| FY 1985 (e) | NA | NA | NA | NA | SSAM | 102,675 | 9,000 | 18,500 | 13,700 | 143,875 | 118,678 | 8,820 | 20,580 | 15,582 | 163,660 | FY 1985 |
| FY 1986 (d, e) | 121,678 | 8,820 | 20,580 | 15,982 | 167,060 | 102,650 | 9,000 | 18,500 | 14,300 | 144,450 | 116,033 | 8,390 | 15,577 | 14,823 | 158,822 | FY 1986 |
| FY 1987 (e) | 123,425 | 9,173 | 21,403 | 16,205 | 170,206 | 103,000 | 9,000 | 18,500 | 14,900 | 144,900 | 120,761 | 8,420 | 20,000 | 16,100 | 165,281 | FY 1987 |
| FY 1988 (e) | 128,362 | 9,540 | 22,259 | 16,853 | 177,015 | 103,000 | 9,000 | 16,900 | 16,300 | 145,200 | 122,171 | 9,000 | 19,420 | 17,140 | 167,731 | FY 1988 |
| FY 1989 (e) | SSAM | SSAM | SSAM | SSAM | SSAM | 123,068 | 9,000 | 18,200 | 17,443 | 167,731 | 123,450 | 9,000 | 18,200 | 18,440 | 169,090 | FY 1989 |
| FY 1990 (e) | SSAM | SSAM | SSAM | SSAM | SSAM | 123,550 | 12,000 | 15,150 | 19,400 | 170,100 | 124,255 | 12,000 | 15,150 | 19,850 | 171,255 | FY 1990 |

NA Not applicable

Tran Qtr Transition Quarter, TRD To be determined, SSAM Such sums as necessary

(a) In FY 1966-67 50 percent of each National Foundation on the Arts and the Humanities request and appropriation was assumed to be allocable to the NEA for administrative expenses

(b) In FY 1967-74, program funds shown above include a separate appropriation for State arts agencies (see a recent NEA Annual Report for the exact amounts). Beginning in FY 1975, no less than 20 percent of the program funds appropriation has been required to go to State arts agencies and regional arts groups.

(c) In FY 1984, the program funds appropriation included \$100 of Arts and Artifacts Indemnity funds (which were obligated in FY 1984)

(d) In FY 1986, the program funds appropriation included \$285 of Arts and Artifacts Indemnity funds (all of which remain available for use until needed)

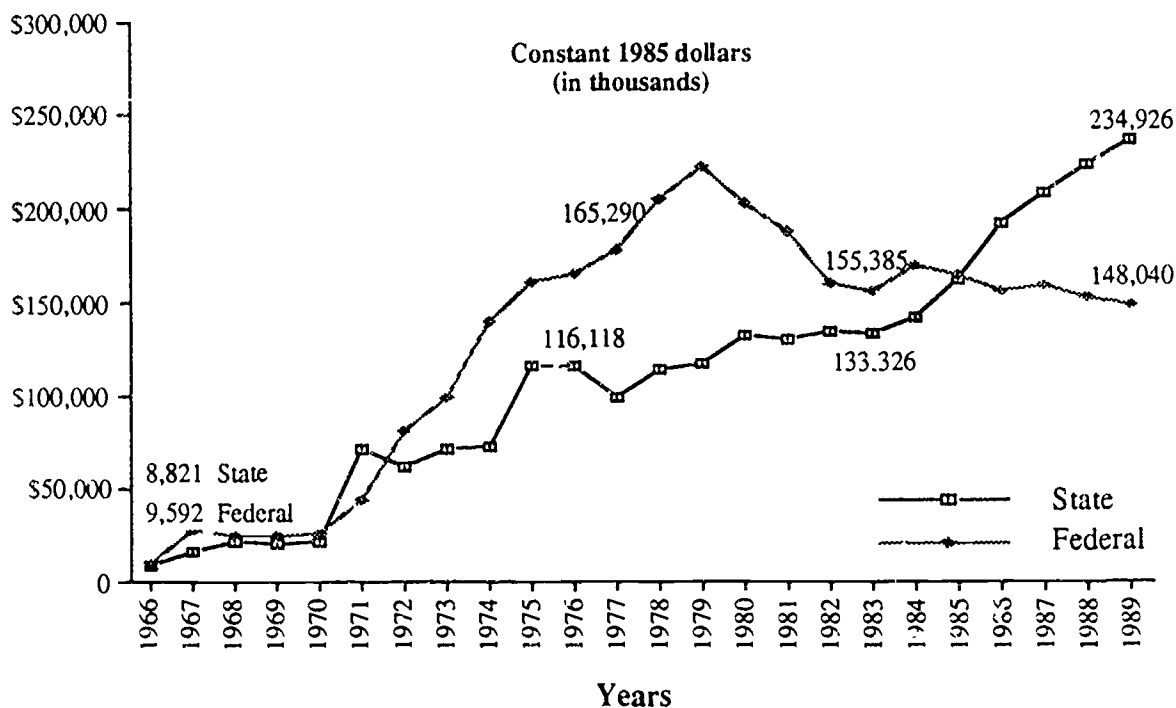
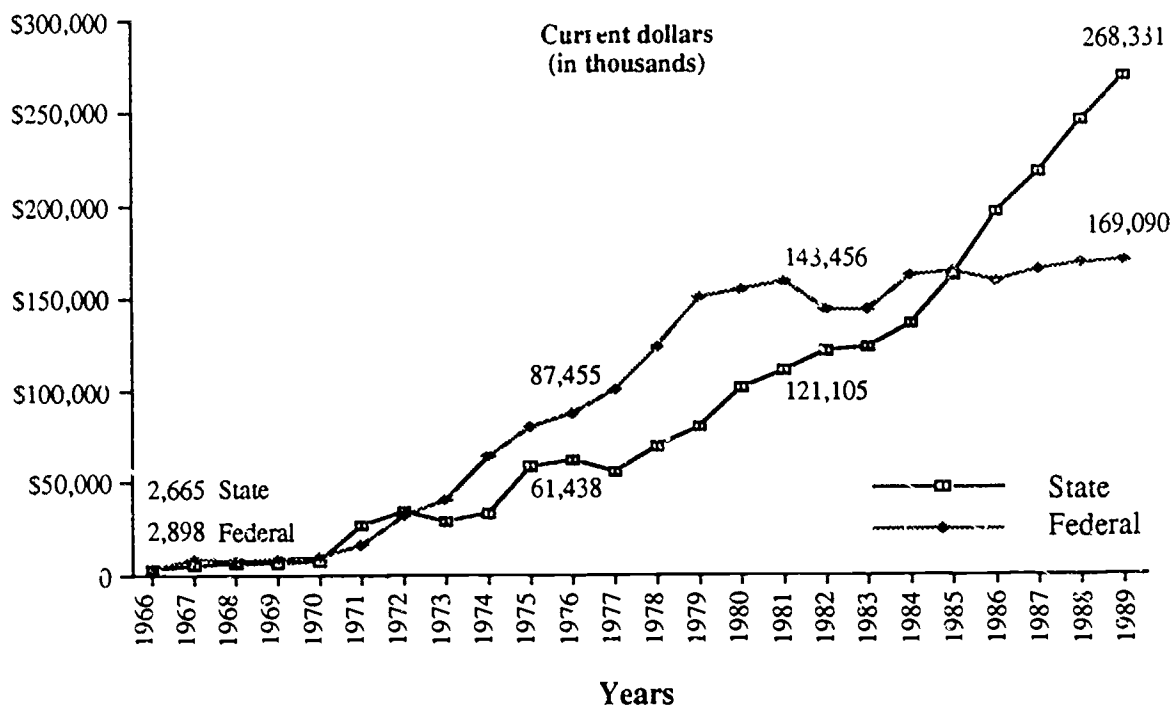
(e) In FY 1985 through FY 1990, the administrative funds appropriation included the Office of Policy, Planning and Research, in FY 1985 through FY 1989 the administrative funds requested excluded the Office of Policy, Planning and Research

Source National Endowment for the Arts, Budget Office Data provided by Aaron Fineman and Bill Potter, Washington, D.C., January 1990

Methodological note Treasury fund grants, designed to help applicants increase or sustain nonfederal contributions, generally must be matched with at least three nonfederal dollars for each Federal dollar. The release of Federal funds is contingent upon an applicant's securing and documenting pledges and/or private donations at least equal to the amount of the Federal funds; and the approval of the release of this documentation. This is referred to as the first match. The remaining minimum project cost (at least double the Federal monies) must be met with additional matching funds secured by the grantee organization.

Chart 1-7.

Federal appropriations to the National Endowment for the Arts (NEA) and State legislative appropriations to State Arts Agencies: 1966-1989



Source. National Endowment for the Arts (NEA) Budget Office and National Assembly of State Arts Agencies (NASAA). See tables 1-15 and 1-19 for full citation.

Table 1-iSa.
National Endowment for the Arts final allocation of appropriated funds by program: 1980-1989

| Program | FY 1980 | | FY 1982 | | FY 1984 | | FY 1985 | | FY 1986 | | FY 1987 | | FY 1988 | | FY 1989 | |
|--------------------------------------------------------------------|------------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| | \$154,610 | | \$143,456 | | \$162,223 | | \$163,660 | | \$158,357 | | \$165,281 | | \$167,731 | | \$169,090 | |
| (dollars are in thousands) | | | | | | | | | | | | | | | | |
| Dance..... | 8,079 | 5.2 | 8,456 | 5.9 | 9,117 | 5.6 | 9,003 | 5.5 | 8,964 | 5.7 | 9,124 | 5.5 | 9,152 | 5.5 | 9,514 | 5.6 |
| Design arts..... | 3,644 | 2.4 | 4,638 | 3.2 | 4,410 | 2.7 | 4,371 | 2.7 | 3,914 | 2.5 | 4,341 | 2.6 | 4,276 | 2.5 | 4,014 | 2.4 |
| Expansion arts..... | 8,130 | 5.3 | 7,178 | 5.0 | 6,852 | 4.2 | 6,954 | 4.2 | 6,638 | 4.2 | 6,728 | 4.1 | 6,670 | 4.0 | 6,389 | 3.8 |
| Folk arts..... | 2,260 | 1.5 | 2,536 | 1.8 | 2,999 | 1.8 | 3,128 | 1.9 | 3,053 | 1.9 | 2,998 | 1.8 | 3,129 | 1.9 | 3,135 | 1.9 |
| Inter-arts..... | 2,936 | 1.9 | 4,435 | 3.1 | 4,260 | 2.6 | 4,346 | 2.7 | 4,144 | 2.6 | 4,044 | 2.4 | 4,248 | 2.5 | 4,540 | 2.7 |
| Literature..... | 4,727 | 3.1 | 4,336 | 3.0 | 4,446 | 2.7 | 5,125 | 3.1 | 4,722 | 3.0 | 5,028 | 3.0 | 5,033 | 3.0 | 5,061 | 3.0 |
| Media arts..... | 9,119 | 5.9 | 10,079 | 7.0 | 9,369 | 5.8 | 10,112 | 6.2 | 12,151 | 7.7 | 12,911 | 7.8 | 12,923 | 7.7 | 13,014 | 7.7 |
| Museums..... | 11,354 (g) | 7.3 | 11,456 | 8.0 | 12,290 | 7.6 | 11,835 | 7.3 | 11,636 | 7.3 | 11,572 | 7.0 | 12,674 | 7.6 | 12,399 | 7.3 |
| Music..... | 13,572 | 8.8 | 14,095 | 9.8 | 15,069 | 9.3 | 15,311 | 9.4 | 14,543 | 9.2 | 15,193 | 9.2 | 15,503 | 9.2 | 15,624 | 9.2 |
| Opera-musical theater.. | 5,597 | 3.6 | 5,641 | 3.9 | 6,050 | 3.7 | 5,953 | 3.6 | 5,792 | 3.7 | 6,157 | 3.7 | 6,242 | 3.7 | 6,519 | 3.9 |
| Theater..... | 8,390 | 5.4 | 9,636 | 6.7 | 10,698 | 6.6 | 10,641 | 6.5 | 10,185 | 6.4 | 10,764 | 6.5 | 10,690 | 6.4 | 10,733 | 6.3 |
| Visual arts..... | 7,143 | 4.6 | 6,527 | 4.5 | 6,553 | 4.0 | 6,201 | 3.8 | 5,732 | 3.6 | 6,224 | 3.8 | 5,977 | 3.6 | 6,110 | 3.6 |
| Subtotal..... | 84,951 | 54.9 | 89,014 | 62.0 | 92,113 | 56.8 | 93,029 | 56.8 | 91,474 | 57.7 | 95,084 | 57.5 | 96,515 | 57.5 | 97,051 | 57.4 |
| Arts in education (a) | 5,220 | 3.4 | 4,823 | 3.4 | 5,197 | 3.2 | 5,537 | 3.4 | 5,187 | 3.3 | 5,394 | 3.3 | 5,550 | 3.3 | 5,654 | 3.3 |
| Local programs... .. | NA | 0.0 | NA | 0.0 | 2,000 | 1.2 | 2,256 | 1.4 | 2,204 | 1.4 | 2,255 | 1.4 | 2,360 | 1.4 | 2,607 | 1.5 |
| State programs .. | 22,970 | 14.9 | 21,337 | 14.9 | 24,452 | 15.1 | 24,372 | 14.9 | 23,779 | 15.0 | 24,592 | 14.9 | 24,907 | 14.8 | 25,547 | 15.1 |
| Subtotal.. | 28,190 | 18.2 | 26,160 | 18.2 | 31,648 | 19.5 | 32,164 | 19.7 | 31,170 | 19.7 | 32,241 | 19.5 | 32,817 | 19.6 | 33,808 | 20.0 |
| Advancement.. | NA | 0.0 | 950 | 0.7 | 2,458 | 1.5 | 2,244 | 1.4 | 1,494 | 0.9 | 1,856 | 1.1 | 1,589 | 0.9 | 1,320 | 0.8 |
| Challenge..... | 26,900 | 17.4 | 14,400 | 10.0 | 21,000 | 12.9 | 20,580 | 12.6 | 19,577 | 12.3 | 20,000 | 12.1 | 19,670 | 11.7 | 18,470 | 10.9 |
| Subtotal... .. | 26,900 | 17.4 | 15,350 | 10.7 | 23,458 | 14.5 | 22,824 | 13.9 | 21,071 | 13.3 | 21,856 | 13.2 | 21,259 | 12.7 | 19,790 | 11.7 |
| Office of Policy Planning and Research (OPPR) b, c) | 1,509 | 1.0 | 621 | 0.4 | 1,011 | 0.6 | 1,040 | 0.6 | 732 | 0.5 | 1,000 | 0.6 | 1,000 | 0.6 | 1,000 | 0.6 |
| Regional Representatives (b).. | 850 | 0.5 | 985 | 0.7 | 770 | 0.5 | (e) | 0.0 | (e) | 0.0 | (e) | 0.0 | (e) | 0.0 | (e) | 0.0 |
| Administration (d).. | 12,210 | 7.9 | 11,326 | 7.9 | 13,223 | 8.2 | 14,602 | 8.9 | 14,096 | 8.9 | 15,100 | 9.1 | 16,140 | 9.6 | 17,440 | 10.3 |
| Subtotal... .. | 13,060 | 8.4 | 12,311 | 8.6 | 13,993 | 8.6 | 14,602 | 8.9 | 14,090 | 8.9 | 15,100 | 9.1 | 16,140 | 9.6 | 17,440 | 10.3 |
| Appropriation (f) | 154,610 | 100.0 | 143,456 | 100.0 | 162,223 | 100.0 | 163,660 | 100.0 | 158,357 | 100.0 | 165,281 | 100.0 | 167,731 | 100.0 | 169,090 | 100.0 |

Note: All figures for FY 1980 - FY 1989 are final allocations of current-year appropriated funds. Indefinite-year (Treasury and Challenge) funds are shown in the year appropriated, whether or not obligated. Gift funds and transfers from other agencies are omitted.

(a) Includes education program expenditures in FY 1985 and FY 1986.

(b) Program funds prior to FY 1985, administrative funds in FY 1985 and thereafter (except Office of Policy Planning and Research)

(c) In FY 1985, includes \$60,000 of FY 1985 Program funds

(d) Beginning in FY 1985, includes Regional Representatives

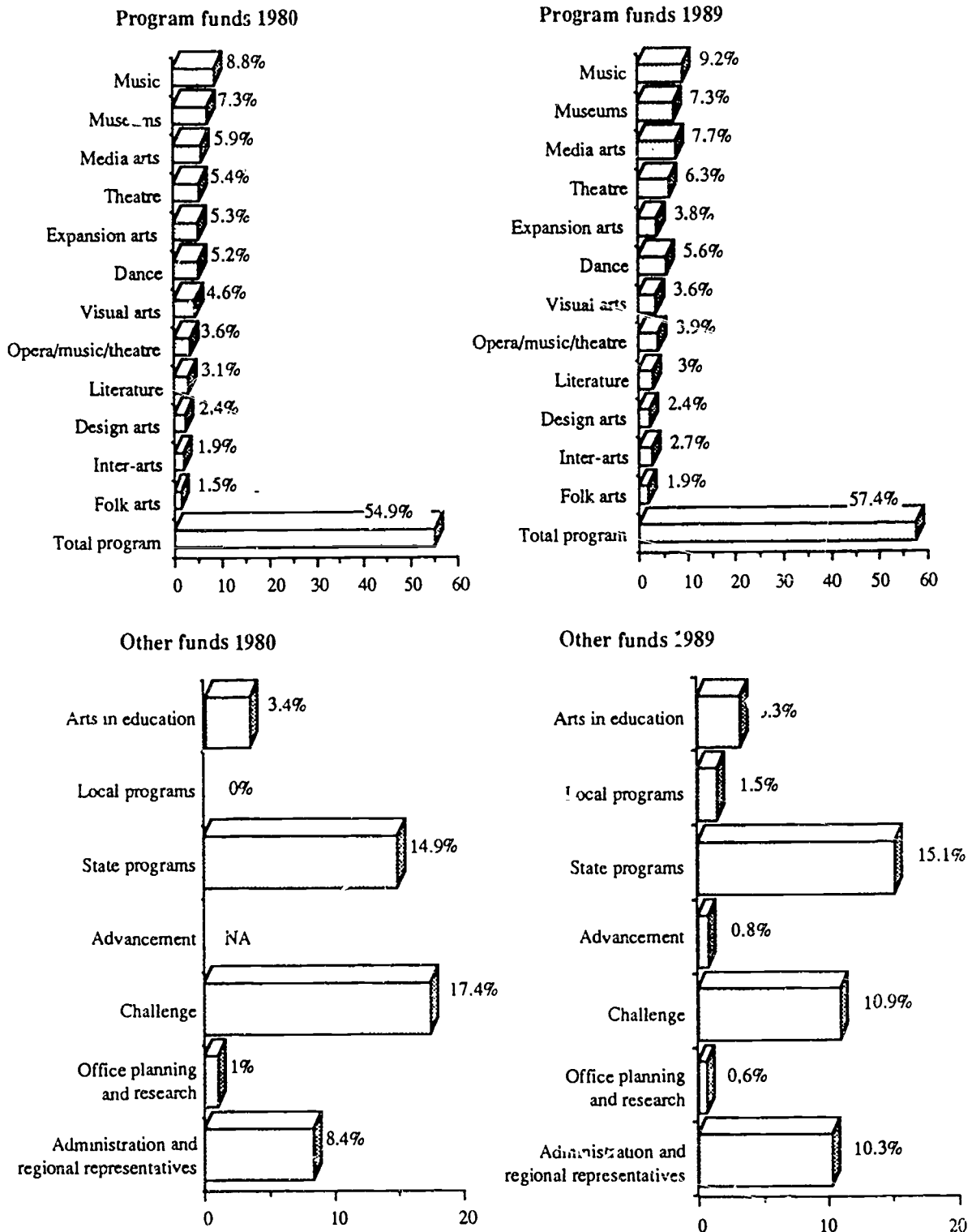
(e) Included in administration

(f) In FY 1986, excludes \$285,000 of Arts and Artifacts Indemnity funds (which remain available for use until depleted)

(g) FY 1987 figures reflects a transfer of \$500,000 of Treasury funds from Museums to Advancement, 1988 figure reflects transfer of \$500,000 of Treasury funds from Advancement to Museums.

Source: National Endowment for the Arts. Budget Office. Data provided by Aaron Fineman and Bill Potter. Washington, D.C., December 1989

Chart 1-8.
Allocation of National Endowment for the Arts (NEA) funds by program: 1980 and 1989



Note: Total funds appropriated in 1980 were \$154,610,000 and in 1989 were \$169,090,000

Source: National Endowment for the Arts (NEA) Budget Office, See table 1-16a for full citation and notes

Table 1-16b.

Amount of award and number of grants awarded by the National Endowment for the Arts by program: 1984-1989

| Program | Amount of award | | | | | | | | | | | |
|--------------------------------|-----------------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|
| | 1984 | | 1985 | | 1986 | | 1987 | | 1988 | | 1989 | |
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| (dollars are in thousands) | | | | | | | | | | | | |
| Policy, planning and research. | 338.1 | 0.2 | 349.2 | 0.2 | 299.2 | 0.2 | 321.5 | 0.3 | 366.8 | 0.3 | 423.7 | 0.3 |
| Music..... | 15,061.8 | 10.5 | 15,119.6 | 10.1 | 14,661.6 | 10.4 | 14,981.5 | 12.0 | 1,538.0 | 1.1 | 15,509.0 | 10.1 |
| Theater | 10,414.3 | 7.3 | 10,171.6 | 6.8 | 9,890.4 | 7.0 | 10,345.3 | 8.3 | 10,269.8 | 7.5 | 10,111.0 | 6.6 |
| Dance..... | 8,741.6 | 6.1 | 8,440.7 | 5.7 | 8,746.8 | 6.2 | 8,641.9 | 6.9 | 8,387.9 | 6.1 | 9,004.6 | 5.9 |
| Media arts..... | 8,135.5 | 5.7 | 8,335.2 | 5.6 | 11,427.4 | 8.1 | 11,345.0 | 9.1 | 11,331.2 | 8.3 | 11,549.0 | 7.5 |
| Opera-musical theater..... | 5,953.5 | 4.2 | 5,835.8 | 3.9 | 5,720.7 | 4.1 | 6,067.0 | 4.9 | 6,078.5 | 4.4 | 6,395.0 | 4.2 |
| Visual arts | 6,106.0 | 4.3 | 5,833.9 | 3.9 | 5,261.6 | 3.7 | 5,810.9 | 4.7 | 5,142.2 | 3.8 | 5,579.7 | 3.6 |
| Design arts..... | 3,450.8 | 2.4 | 3,631.5 | 2.4 | 3,075.6 | 2.2 | 3,265.8 | 2.6 | 3,301.0 | 2.4 | 3,125.2 | 2.0 |
| Museums..... | 11,898.3 | 8.3 | 11,884.7 | 8.0 | 11,725.8 | 8.3 | 11,184.3 | 9.0 | 12,219.5 | 8.9 | 12,645.5 | 8.3 |
| Challenge..... | 18,900.0 | 13.2 | 25,359.4 | 17.0 | 21,500.0 | 15.3 | 0.0 | 0.0 | 27,500.0 | 20.1 | 27,634.6 | 18.1 |
| Advancement..... | 4,080.0 | 2.9 | 1,276.8 | 0.9 | 360.0 | 0.3 | 2,450.0 | 2.0 | 225.0 | 0.2 | 0.0 | 0.0 |
| Artists in education..... | 5,071.4 | 3.5 | 5,314.5 | 3.6 | 4,838.8 | 3.4 | 5,053.2 | 4.1 | 4,796.0 | 3.5 | 4,951.4 | 3.2 |
| Literature..... | 4,332.5 | 3.0 | 4,885.9 | 3.3 | 4,580.9 | 3.3 | 5,134.0 | 4.1 | 4,952.2 | 3.6 | 5,025.5 | 3.3 |
| Expansion arts..... | 6,865.4 | 4.8 | 8,530.9 | 5.7 | 5,739.7 | 4.1 | 6,220.2 | 5.0 | 6,395.5 | 4.7 | 5,560.4 | 3.6 |
| Inter-arts..... | 4,020.4 | 2.8 | 4,564.5 | 3.1 | 4,278.2 | 3.0 | 4,389.4 | 3.5 | 4,502.3 | 3.3 | 5,062.9 | 3.3 |
| Folk arts..... | 3,245.8 | 2.3 | 3,112.4 | 2.1 | 2,969.4 | 2.1 | 2,896.8 | 2.3 | 3,032.5 | 2.2 | 3,005.8 | 2.0 |
| State programs..... | 24,377.3 | 17.0 | 24,238.0 | 16.2 | 23,465.6 | 16.7 | 24,500.0 | 19.6 | 24,812.8 | 18.1 | 25,049.5 | 16.4 |
| Locals..... | 2,000.0 | 1.4 | 2,255.0 | 1.5 | 2,094.0 | 1.5 | 2,116.2 | 1.7 | 2,171.0 | 1.6 | 2,390.0 | 1.6 |
| Education..... | 0.0 | 0.0 | 100.0 | 0.1 | 94.9 | 0.1 | *0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 142,994.7 | 100.0 | 149,239.6 | 100.0 | 140,730.6 | 100.0 | 124,723.0 | 100.0 | 137,022.2 | 100.0 | 153,022.8 | 100.0 |

| Program | Number of grants | | | | | | | | | | | |
|--------------------------------|------------------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Policy, planning and research. | 44 | 0.9 | 56 | 1.2 | 60 | 1.3 | 59 | 1.4 | 66 | 1.5 | 77 | 1.7 |
| Music..... | 949 | 19.1 | 853 | 18.2 | 837 | 18.6 | 820 | 18.8 | 844 | 18.9 | 751 | 16.8 |
| Theater | 267 | 5.4 | 264 | 5.6 | 256 | 5.7 | 267 | 6.1 | 285 | 6.4 | 284 | 6.4 |
| Dance..... | 385 | 7.8 | 358 | 7.0 | 342 | 7.6 | 342 | 7.8 | 333 | 7.5 | 355 | 8.0 |
| Media arts..... | 260 | 5.2 | 250 | 5.3 | 228 | 5.1 | 232 | 5.3 | 245 | 5.5 | 256 | 5.7 |
| Opera-musical theater..... | 195 | 3.9 | 171 | 3.6 | 180 | 4.0 | 206 | 4.7 | 192 | 4.3 | 199 | 4.5 |
| Visual arts | 542 | 10.9 | 496 | 10.6 | 454 | 10.1 | 466 | 10.7 | 460 | 10.3 | 495 | 11.1 |
| Design arts | 152 | 3.1 | 165 | 3.5 | 148 | 3.3 | 165 | 3.8 | 136 | 3.0 | 121 | 2.7 |
| Museums..... | 670 | 13.5 | 637 | 13.6 | 510 | 11.3 | 489 | 11.2 | 579 | 12.6 | 553 | 12.4 |
| Challenge..... | 43 | 0.9 | 50 | 1.1 | 63 | 1.4 | 0 | 0.0 | 87 | 1.9 | 91 | 2.0 |
| Advancement..... | 65 | 1.3 | 36 | 0.8 | 134 | 3.0 | 33 | 0.8 | 3 | 0.1 | 0 | 0.0 |
| Artists in education..... | 105 | 2.1 | 10 | 2.2 | 103 | 2.3 | 101 | 2.3 | 95 | 2.1 | 99 | 2.2 |
| Literature..... | 343 | 6.9 | 295 | 6.3 | 268 | 6.0 | 292 | 6.7 | 265 | 5.9 | 281 | 6.3 |
| Expansion arts..... | 339 | 6.8 | 407 | 8.7 | 366 | 8.1 | 385 | 8.8 | 351 | 7.9 | 337 | 7.6 |
| Inter-arts..... | 290 | 5.9 | 265 | 5.7 | 258 | 5.7 | 233 | 5.3 | 247 | 5.5 | 271 | 6.1 |
| Folk arts..... | 228 | 4.6 | 199 | 4.2 | 206 | 4.6 | 184 | 4.2 | 179 | 4.0 | 179 | 4.0 |
| State programs..... | 69 | 1.4 | 66 | 1.4 | 67 | 1.5 | 66 | 1.5 | 70 | 1.6 | 72 | 1.6 |
| Locals..... | 11 | 0.2 | 10 | 0.2 | 0 | 0.0 | 19 | 0.4 | 27 | 0.6 | 37 | 0.8 |
| Education..... | 0 | 0.0 | 6 | 0.1 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| Total..... | 4,957 | 100.0 | 4,689 | 100.0 | 4,501 | 100.0 | 4,359 | 100.0 | 4,464 | 100.0 | 4,458 | 100.0 |

Note: No education grants awarded in FY 1984, 1987, 1988, and 1989. No challenge grants were awarded in 1987.

Source: National Endowment for the Arts, Grants Management System. Data provided by Andrea Fowler, Information Management Division, Washington, D.C., December 1989.

Table 1-17a.

Summary data from presenting organizations applying to the National Endowment for the Arts (NEA) Inter-Arts Program: 1985-1989
(Total applicant pool)

| | 1984-85 (N=196) | | | 1985-86 (N=173) | | | 1986-87 (N=158) | | | 1987-88 (N=152) | | | 1988-89 (N=191) | | |
|-------------------------------------------|-----------------|---------|----------------|-----------------|---------|----------------|-----------------|---------|----------------|-----------------|---------|----------------|-----------------|---------|----------------|
| | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount |
| Budget (dollars) | | | | | | | | | | | | | | | |
| <u>Revenues</u> | | | | | | | | | | | | | | | |
| Ticket sales..... | 67,757,417 | 52 | 345,701 | 46,303,870 | 48 | 267,652 | 67,327,522 | 53 | 426,123 | 60,241,081 | 52 | 396,322 | 63,039,393 | 43 | 330,049 |
| Other earned income..... | 11,751,429 | 9 | 59,956 | 9,851,481 | 10 | 56,945 | 10,112,874 | 8 | 64,005 | 9,368,749 | 8 | 61,636 | 14,110,806 | 9 | 73,878 |
| Federal government..... | 4,747,794 | 4 | 24,223 | 4,285,068 | 4 | 24,769 | 4,467,862 | 4 | 23,277 | 3,911,068 | 4 | 25,730 | 5,514,404 | 4 | 28,871 |
| Other government..... | 10,246,954 | 8 | 52,280 | 10,398,189 | 11 | 60,105 | 12,834,925 | 10 | 81,233 | 10,454,606 | 9 | 68,780 | 19,012,406 | 13 | 99,541 |
| Individuals..... | 9,945,076 | 8 | 50,740 | 6,309,271 | 6 | 36,470 | 7,872,644 | 6 | 49,826 | 9,327,270 | 8 | 61,363 | 11,148,237 | 7 | 58,367 |
| Corporation and foundation..... | 15,288,578 | 12 | 77,697 | 11,524,145 | 12 | 66,614 | 13,665,272 | 11 | 86,489 | 11,705,958 | 10 | 77,012 | 21,815,720 | 15 | 114,218 |
| Host institution..... | 6,997,809 | 7 | 49,479 | 8,593,788 | 9 | 49,675 | 9,536,921 | 8 | 60,360 | 9,894,172 | 9 | 65,093 | 13,214,195 | 9 | 69,184 |
| Total revenues..... | 129,375,057 | 100 | 660,076 | 97,265,812 | 100 | 562,230 | 125,818,020 | 100 | 796,313 | 114,902,904 | 100 | 755,936 | 147,855,161 | 100 | 774,110 |
| Subscription income*..... | 12,134,000 | 9 | 62,000 | 11,734,000 | 12 | 68,000 | 14,929,000 | 12 | 94,000 | 12,296,000 | 11 | 80,000 | 15,302,000 | 10 | 80,900 |
| Average ticket price..... | | | 8.14 | | | 7.89 | | | 8.83 | | | 9.50 | | | 9.88 |
| <u>Expenses</u> | | | | | | | | | | | | | | | |
| Artist fees..... | 54,985,063 | 42 | 280,536 | 38,084,876 | 39 | 220,144 | 52,418,000 | 42 | 331,759 | 47,876,014 | 42 | 314,973 | 53,419,305 | 36 | 279,682 |
| Wages and contracts..... | 26,718,813 | 20 | 136,320 | 22,070,722 | 22 | 127,576 | 26,589,423 | 21 | 168,287 | 23,362,720 | 20 | 153,702 | 37,824,628 | 25 | 198,034 |
| Advertising, promotion, publicity..... | 16,080,036 | 12 | 82,041 | 12,618,714 | 13 | 72,941 | 16,014,411 | 13 | 101,357 | 15,053,422 | 13 | 99,035 | 20,563,406 | 14 | 107,661 |
| Back/front costs..... | 16,687,728 | 13 | 85,141 | 13,201,405 | 13 | 76,309 | 16,398,833 | 13 | 103,790 | 14,042,953 | 12 | 92,387 | 20,556,139 | 14 | 107,623 |
| Other administrative..... | 17,796,506 | 13 | 90,799 | 13,275,831 | 13 | 76,739 | 14,662,456 | 11 | 92,800 | 14,751,704 | 13 | 97,050 | 16,103,286 | 11 | 84,310 |
| Total expenses..... | 132,268,146 | 100 | 674,837 | 99,251,548 | 100 | 573,709 | 126,083,153 | 100 | 797,993 | 115,086,813 | 100 | 757,147 | 148,466,764 | 100 | 777,310 |
| Surplus (deficit)..... | (2,893,089) | | (14,761) | (1,985,736) | | (11,479) | (265,133) | | (1,680) | (183,909) | | (1,211) | (611,603) | | (3,200) |
| Total activities presented..... | 19,171 | | 98 | 16,341 | | 89 | 15,254 | | 102 | 12,349 | | 81 | 18,261 | | 95 |
| <u>Attendance (number of audience)</u> | | | | | | | | | | | | | | | |
| Total paid..... | 6,123,389 | 81 | 33,279 | 4,275,874 | 75 | 24,716 | 5,280,487 | 75 | 33,420 | 4,433,069 | 87 | 29,164 | 4,748,904 | 75 | 24,863 |
| Total unpaid..... | 1,479,938 | 19 | 8,043 | 1,411,845 | 25 | 8,161 | 1,758,476 | 25 | 11,129 | 654,210 | 13 | 4,304 | 1,579,952 | 25 | 8,272 |
| Total attendance..... | 7,603,327 | 100 | 41,322 | 5,687,719 | 100 | 32,877 | 7,038,963 | 100 | 44,549 | 5,087,279 | 100 | 33,468 | 6,328,856 | 100 | 33,135 |
| Season total capacity..... | 10,204,168 | | 55,457 | 7,672,248 | | 44,348 | 9,075,494 | | 57,439 | 7,078,373 | | 46,568 | 8,340,037 | | 43,665 |
| Percent capacity..... | | 75 | | | 74 | | | 78 | | | 72 | | | 76 | |
| Percent of house sold..... | | 60 | | | 56 | | | 58 | | | 63 | | | 57 | |

*Subscriptions income is included in ticket sales and in total revenues. It is also shown as a separate breakout for information.

Note: This table provides data on the total number of applicants in each fiscal year over a period of five years. The size of the applicant pool varies from year to year, as does the number of applications used for this study. Of the 222 FY90 applicants, only 191 appear in the study; those not included did not provide sufficient information for analysis. It is important to note that 47 applicants were applying for the first time to the Grants To Presenting Organizations category. Consequently, shifts noted from one year to the next may be indicative simply of changes in the applicant pool rather than of significant trends in the field.

Source: National Endowment for the Arts Inter-Arts Program, "Highlights of Data Summary and Comparison Charts. Applicants Applying to NEA - Inter-Arts Program Grants to Presenting Organizations FY90," August 1989.

Methodological note: Tables 1-17a to 1-17d are based on data received from applicants for NEA Inter-Arts funding. Organizations included are limited to the non-profit presenting organizations that have applied to NEA for Inter-Arts funding and have provided a fully completed supplementary information sheet (86 percent for FY90 applicants).

Table 1-17b.

Summary data from presenting organizations applying to the National Endowment for the Arts (NEA) Inter-Arts Program: 1985 - 1989
(Control group of 74)

| | 1984-85 (N=74) | | | 1985-86 (N=74) | | | 1986-87 (N=74) | | | 1987-88 (N=74) | | | 1988-89 (N=74) | | |
|-------------------------------------------|----------------|---------|----------------|----------------|---------|----------------|----------------|---------|----------------|----------------|---------|----------------|----------------|---------|----------------|
| | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount |
| Budget (dollars) | | | | | | | | | | | | | | | |
| Revenues | | | | | | | | | | | | | | | |
| Ticket sales..... | 24,250,883 | 47 | 332,203 | 28,295,268 | 48 | 382,368 | 30,990,340 | 48 | 424,525 | 37,505,965 | 48 | 520,916 | 34,818,974 | 41 | 470,526 |
| Other earned income..... | 3,981,540 | 8 | 54,541 | 4,467,062 | 8 | 60,365 | 4,333,768 | 7 | 59,366 | 5,776,028 | 7 | 80,222 | 7,751,878 | 9 | 104,755 |
| Federal government..... | 3,096,851 | 6 | 42,422 | 3,320,064 | 6 | 44,865 | 3,570,194 | 5 | 48,906 | 3,754,800 | 5 | 52,150 | 4,325,287 | 5 | 58,449 |
| Other government..... | 5,523,833 | 11 | 75,668 | 6,706,534 | 11 | 90,628 | 7,852,483 | 12 | 107,568 | 8,441,857 | 11 | 117,248 | 11,010,728 | 13 | 148,793 |
| Individuals..... | 3,159,243 | 6 | 43,277 | 3,636,830 | 6 | 49,146 | 3,975,965 | 6 | 54,465 | 6,502,092 | 8 | 90,306 | 7,795,107 | 9 | 105,339 |
| Corporation and foundation.... | 7,317,870 | 14 | 100,244 | 7,490,960 | 13 | 101,229 | 9,526,782 | 15 | 130,503 | 11,360,663 | 15 | 157,786 | 13,385,023 | 16 | 180,878 |
| Host institution..... | 3,687,935 | 7 | 50,519 | 4,177,062 | 8 | 60,500 | 4,693,581 | 7 | 64,295 | 4,664,338 | 6 | 64,782 | 5,436,918 | 7 | 73,471 |
| Total revenues..... | 51,018,155 | 100 | 698,878 | 58,393,780 | 100 | 789,105 | 64,943,113 | 100 | 889,631 | 78,005,743 | 100 | 1,083,413 | 84,523,915 | 100 | 1,142,211 |
| Subscription income* | 4,733,000 | 9 | 64,000 | 6,393,000 | 10 | 86,000 | 6,642,000 | 10 | 90,000 | 7,130,000 | 9 | 99,000 | 7,083,000 | 8 | 95,000 |
| Average ticket price | | | 9.18 | | | 8.59 | | | 9.21 | | | 10.67 | | | 10.11 |
| Expenses | | | | | | | | | | | | | | | |
| Artist fees..... | 19,769,322 | 39 | 270,812 | 22,863,522 | 39 | 308,966 | 24,945,637 | 39 | 341,721 | 28,576,246 | 36 | 396,892 | 31,423,518 | 37 | 424,642 |
| Wages and contracts..... | 10,353,324 | 20 | 141,826 | 11,658,239 | 20 | 157,476 | 14,553,103 | 23 | 199,357 | 18,932,394 | 24 | 262,949 | 21,232,666 | 25 | 286,927 |
| Advertising, promotion, publicity..... | 6,439,767 | 13 | 88,215 | 7,882,533 | 13 | 106,520 | 8,585,035 | 13 | 117,539 | 9,751,467 | 13 | 135,437 | 11,487,866 | 14 | 155,241 |
| Back/front costs..... | 6,442,999 | 13 | 88,260 | 7,475,535 | 13 | 101,020 | 8,474,543 | 13 | 116,089 | 11,531,442 | 15 | 160,158 | 11,385,295 | 13 | 153,855 |
| Other administrative..... | 7,957,853 | 15 | 109,011 | 8,791,242 | 15 | 118,800 | 7,887,156 | 12 | 108,043 | 9,719,649 | 12 | 134,995 | 9,548,814 | 11 | 129,038 |
| Total expenses..... | 50,963,265 | 100 | 698,126 | 58,665,071 | 100 | 792,784 | 64,440,834 | 100 | 882,751 | 78,511,198 | 100 | 1,090,433 | 85,078,159 | 100 | 1,149,703 |
| Surplus (deficit)..... | 54,890 | | 752 | (270,291) | | (3,679) | 502,279 | | 6,880 | (505,455) | | (7,020) | (554,244) | | (7,492) |
| Total activities presented..... | 9,108 | | 124 | 9,561 | | 129 | 10,461 | | 143 | 9,770 | | 135 | 10,485 | | 141 |
| Attendance (number of audience) | | | | | | | | | | | | | | | |
| Total paid..... | 2,320,893 | 70 | 31,793 | 2,258,531 | 69 | 30,520 | 2,398,496 | 69 | 32,856 | 2,404,628 | 65 | 33,397 | 2,434,021 | 68 | 32,892 |
| Total unpaid..... | 1,008,580 | 30 | 13,816 | 1,013,223 | 31 | 13,692 | 1,100,466 | 31 | 15,074 | 1,279,638 | 35 | 17,772 | 1,134,476 | 32 | 15,330 |
| Total attendance..... | 3,329,473 | 100 | 45,609 | 3,271,754 | 100 | 44,212 | 3,498,962 | 100 | 47,930 | 3,684,266 | 100 | 51,170 | 3,568,497 | 100 | 48,222 |
| Season total capacity..... | 4,033,839 | | 55,258 | 4,080,058 | | 55,135 | 4,303,631 | | 58,953 | 4,506,886 | | 62,595 | 4,454,245 | | 60,192 |
| Percent capacity..... | | 83 | | | 80 | | | 81 | | | 82 | | | 80 | |
| Percent of house sold..... | | 58 | | | 55 | | | 56 | | | 53 | | | 55 | |

*Subscriptions income is included in ticket sales and in total revenues. It is also shown as a separate breakout for information.

Note: This table compares data from a control group of 74 presenters that have applied to Inter-Arts each year for the past five years. These applicants are generally characterized by a higher degree of fiscal stability than the applicant pool as a whole, and tend to have larger budgets than the average in any given year (FY90 control group average budget size was \$1,149,703, as compared to the FY90 overall applicant pool average budget size of \$777,310).

Source: National Endowment for the Arts Inter-Arts Program, "Highlights of Data Summary and Comparison Charts. Applicants Applying to NEA - Inter-Arts Program Grants to Presenting Organizations FY90," August 1989

Methodological note: See table 1-17a for general methodological note

Table 1-17c.

Summary data from presenting organizations applying to the National Endowment for the Arts (NEA) Inter-Arts Program: 1988-1989
(Total applicants grouped by category of applicant)

| | Festivals (N=15) | | | Educational Inst. (N=35) | | | Art Centers (N=54) | | | Contemporary Presenters (N=51) | | | Pres. w/o Facilities (N=36) | | |
|-------------------------------------------|---------------------|---------|-------------------|-----------------------------|---------|-------------------|-----------------------|---------|-------------------|-----------------------------------|---------|-------------------|--------------------------------|---------|-------------------|
| | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount |
| Budget (dollars) | | | | | | | | | | | | | | | |
| Revenues | | | | | | | | | | | | | | | |
| Ticket sales..... | 5,499,524 | 31 | 366,634 | 14,574,496 | 52 | 416,414 | 23,372,912 | 39 | 432,831 | 2,972,910 | 19 | 58,292 | 16,619,551 | 61 | 461,654 |
| Other earned income..... | 2,144,361 | 12 | 142,957 | 2,059,784 | 7 | 58,850 | 6,867,955 | 12 | 127,184 | 1,929,420 | 12 | 37,831 | 1,109,286 | 4 | 30,813 |
| Federal government..... | 487,457 | 3 | 32,497 | 463,020 | 2 | 13,229 | 1,531,914 | 3 | 28,368 | 2,020,847 | 13 | 39,624 | 1,011,166 | 4 | 28,087 |
| Other government..... | 3,093,641 | 17 | 206,242 | 1,193,742 | 4 | 34,106 | 10,103,670 | 17 | 187,105 | 2,444,886 | 16 | 47,938 | 2,176,467 | 8 | 60,457 |
| Individuals..... | 738,234 | 4 | 49,215 | 867,578 | 3 | 24,787 | 5,074,230 | 9 | 93,967 | 1,892,074 | 12 | 37,099 | 2,576,121 | 9 | 71,558 |
| Corporation and foundation..... | 5,105,906 | 29 | 340,393 | 596,451 | 2 | 17,041 | 8,860,792 | 15 | 164,088 | 3,753,529 | 24 | 73,598 | 3,499,042 | 13 | 97,195 |
| Host institution..... | 716,564 | 4 | 47,770 | 8,489,276 | 30 | 242,550 | 3,152,479 | 5 | 58,379 | 577,468 | 4 | 11,322 | 2,840,808 | 1 | 7,733 |
| Total revenues..... | 17,785,687 | 100 | 1,185,708 | 28,244,347 | 100 | 806,977 | 58,963,952 | 100 | 1,091,922 | 15,591,134 | 100 | 305,704 | 27,270,041 | 100 | 757,497 |
| Subscription income*..... | 1,925,000 | 11 | 128,000 | 3,844,000 | 14 | 109,000 | 4,632,000 | 8 | 85,000 | 235,000 | 2 | 4,000 | 4,666,000 | 17 | 129,000 |
| Average ticket price..... | | | 8.35 | | | 12.35 | | | 9.28 | | | 7.75 | | | 12.04 |
| Expenses | | | | | | | | | | | | | | | |
| Artist fees..... | 5,698,484 | 32 | 379,898 | 11,649,754 | 41 | 332,850 | 20,685,596 | 35 | 383,066 | 4,370,784 | 28 | 85,701 | 11,014,687 | 41 | 305,963 |
| Wages and contracts..... | 4,803,580 | 27 | 320,238 | 6,744,344 | 24 | 192,695 | 16,006,145 | 27 | 296,410 | 5,039,897 | 32 | 98,821 | 5,230,658 | 19 | 145,296 |
| Advertising, promotion, publicity..... | 2,832,645 | 16 | 188,843 | 3,916,126 | 14 | 111,889 | 7,955,619 | 13 | 147,326 | 1,671,347 | 11 | 32,771 | 4,187,669 | 16 | 116,324 |
| Back/front costs..... | 2,813,929 | 16 | 187,595 | 3,551,064 | 12 | 101,458 | 7,837,898 | 13 | 145,146 | 1,903,129 | 12 | 37,316 | 4,450,119 | 16 | 123,614 |
| Other administrative..... | 1,613,920 | 9 | 107,594 | 2,499,087 | 9 | 71,402 | 7,197,024 | 12 | 133,278 | 2,565,163 | 17 | 50,297 | 2,228,092 | 8 | 61,891 |
| Total expenses..... | 17,762,558 | 100 | 1,184,168 | 28,360,375 | 100 | 810,294 | 59,682,286 | 100 | 1,105,226 | 15,550,320 | 100 | 304,906 | 27,111,225 | 100 | 753,088 |
| Surplus (deficit)..... | 23,129 | | 1,540 | (116,028) | | (3,317) | (718,334) | | (13,304) | 40,814 | | 798 | 158,816 | | 4,409 |
| Total activities presented..... | 2,016 | | 134 | 1,601 | | 45 | 6,278 | | 116 | 6,445 | | 126 | 1,921 | | 53 |
| Attendance (number of audience) | | | | | | | | | | | | | | | |
| Total paid..... | 568,299 | 80 | 37,886 | 980,557 | 91 | 28,015 | 1,875,320 | 67 | 34,728 | 378,825 | 80 | 7,427 | 945,903 | 75 | 26,275 |
| Total unpaid..... | 138,833 | 20 | 9,255 | 92,613 | 9 | 2,646 | 941,807 | 33 | 17,440 | 96,524 | 20 | 1,892 | 310,175 | 25 | 8,615 |
| Total attendance..... | 707,132 | 100 | 47,141 | 1,073,170 | 100 | 30,661 | 2,817,127 | 100 | 52,168 | 475,349 | 100 | 9,319 | 1,256,078 | 100 | 34,890 |
| Season total capacity..... | 832,683 | | 55,512 | 1,583,263 | | 45,236 | 3,655,850 | | 67,700 | 674,680 | | 13,229 | 1,593,561 | | 44,265 |
| Percent capacity..... | | 85 | | | 68 | | | 77 | | | 70 | | | 79 | |
| Percent of house sold..... | | 68 | | | 62 | | | 51 | | | 56 | | | 59 | |

*Subscriptions income is included in ticket sales and in total revenues. It is also shown as a separate breakout for information.

Note: This table compares the 1988/89 seasons for 191 of the FY90 presenting organization applicants, divided into 5 categories. In order to facilitate panel review, and to provide a format that reflects consistencies among like presenters, the applicants were divided into the following categories: Festivals, Educational Institutions, Art Centers, Contemporary Arts Presenters and Presenters without Facilities.

Source: National Endowment for the Arts Inter-Arts Program, "Highlights of Data Summary and Comparison Charts. Applicants Applying to NEA - Inter-Arts Program Grants to Presenting Organizations FY90," August 1989.

Methodological note: See table 1-17a for general methodological note.

Table 1-17d.

Summary data from presenting organizations applying to the National Endowment for the Arts (NEA) Inter-Arts Program: 1988-1989
(Total applicants grouped by budget size)

| | Under \$100,000 (N=38) | | | \$100,000-\$499,999 (N=80) | | | \$500,000-\$999,999 (N=39) | | | \$1,000,000-\$4,999,999 (N=29) | | | Over \$5,000,000 (N=5) | | |
|-------------------------------------------|---------------------------|---------|----------------|-------------------------------|---------|----------------|-------------------------------|---------|----------------|-----------------------------------|---------|----------------|---------------------------|---------|----------------|
| | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount | Total amount | Percent | Average amount |
| Budget (dollars) | | | | | | | | | | | | | | | |
| <u>Revenues</u> | | | | | | | | | | | | | | | |
| Ticket sales..... | 573,485 | 26 | 15,091 | 6,660,891 | 31 | 83,251 | 11,539,918 | 42 | 295,895 | 25,426,414 | 45 | 876,772 | 18,838,685 | 47 | 3,767,737 |
| Other earned income..... | 277,644 | 13 | 7,306 | 2,311,552 | 11 | 28,894 | 2,832,100 | 11 | 72,617 | 5,709,690 | 10 | 196,885 | 2,979,790 | 7 | 595,958 |
| Federal government..... | 152,840 | 7 | 4,022 | 1,414,621 | 6 | 17,682 | 1,177,943 | 4 | 30,203 | 1,411,209 | 3 | 48,662 | 1,357,800 | 3 | 271,560 |
| Other government..... | 390,299 | 18 | 10,271 | 3,663,243 | 17 | 45,790 | 2,750,998 | 10 | 70,538 | 7,470,526 | 13 | 257,604 | 4,737,340 | 12 | 947,468 |
| Individuals..... | 135,275 | 6 | 3,559 | 1,561,558 | 7 | 19,524 | 2,299,800 | 8 | 58,969 | 3,928,343 | 7 | 135,460 | 3,222,861 | 8 | 644,572 |
| Corporation and foundation..... | 505,143 | 23 | 13,293 | 3,314,163 | 15 | 41,427 | 3,670,577 | 14 | 94,117 | 5,464,900 | 10 | 188,444 | 8,860,937 | 22 | 1,772,187 |
| Host institution..... | 149,973 | 7 | 3,946 | 2,872,151 | 13 | 35,901 | 3,086,155 | 11 | 79,132 | 6,688,134 | 12 | 230,625 | 417,782 | 1 | 83,556 |
| Total revenues..... | 2,184,659 | 100 | 57,488 | 21,798,609 | 100 | 272,479 | 27,357,491 | 100 | 701,471 | 56,099,207 | 100 | 1,934,452 | 40,415,195 | 100 | 8,083,038 |
| Subscription income*..... | 86,000 | 4 | 2,000 | 1,635,000 | 57 | 20,000 | 3,201,000 | 12 | 82,000 | 6,899,000 | 12 | 237,000 | 3,481,000 | 9 | 696,000 |
| Average ticket price..... | | | 6.46 | | | 8.20 | | | 11.52 | | | 15.66 | | | 16.46 |
| <u>Expenses</u> | | | | | | | | | | | | | | | |
| Artist fees..... | 725,517 | 33 | 19,092 | 7,861,596 | 36 | 98,269 | 9,180,703 | 34 | 235,402 | 20,064,100 | 36 | 691,365 | 15,587,389 | 38 | 3,117,477 |
| Wages and contracts..... | 628,745 | 29 | 16,545 | 6,424,679 | 29 | 80,308 | 7,164,441 | 26 | 183,707 | 14,118,132 | 25 | 486,832 | 9,488,631 | 23 | 1,897,726 |
| Advertising, promotion, publicity..... | 244,953 | 11 | 6,446 | 2,535,060 | 12 | 31,688 | 4,197,794 | 15 | 107,635 | 8,125,292 | 14 | 279,492 | 5,480,307 | 13 | 1,096,061 |
| Back/front costs..... | 271,072 | 13 | 7,133 | 2,363,407 | 11 | 29,542 | 3,257,333 | 12 | 83,521 | 7,900,338 | 14 | 272,425 | 6,763,989 | 17 | 1,352,797 |
| Other administrative..... | 301,954 | 14 | 7,946 | 2,669,636 | 12 | 33,370 | 3,466,249 | 13 | 88,878 | 6,175,057 | 11 | 212,933 | 3,490,390 | 9 | 698,078 |
| Total expenses..... | 2,172,241 | 100 | 57,162 | 21,854,378 | 100 | 273,177 | 27,266,520 | 100 | 699,159 | 56,362,919 | 100 | 1,943,547 | 40,810,706 | 100 | 8,162,139 |
| Surplus (deficit)..... | 12,418 | | 326 | (55,769) | | (698) | 96,971 | | 2,332 | (263,712) | | (9,095) | (395,511) | | (79,101) |
| Total activities presented..... | 2,924 | | 76 | 5,867 | | 73 | 3,442 | | 88 | 5,002 | | 172 | 1,026 | | 205 |
| Attendance (number of audience) | | | | | | | | | | | | | | | |
| Total paid..... | 95,226 | 48 | 2,505 | 873,250 | 76 | 10,915 | 1,081,036 | 82 | 27,718 | 1,607,112 | 65 | 55,417 | 1,092,280 | 91 | 218,456 |
| Total unpaid..... | 105,136 | 52 | 2,766 | 283,315 | 24 | 3,541 | 233,027 | 18 | 5,975 | 855,744 | 35 | 29,508 | 102,730 | 9 | 20,546 |
| Total attendance..... | 200,362 | 100 | 5,271 | 1,156,565 | 100 | 14,456 | 1,314,063 | 100 | 33,693 | 2,462,856 | 100 | 84,925 | 1,195,010 | 100 | 239,002 |
| Season total capacity..... | 275,100 | | 7,239 | 1,627,434 | | 20,342 | 1,849,419 | | 47,421 | 3,125,426 | | 107,773 | 1,462,658 | | 292,531 |
| Percent capacity..... | | 73 | | | 71 | | | 71 | | | 79 | | | 82 | |
| Percent of house sold..... | | 35 | | | 54 | | | 58 | | | 51 | | | 75 | |

Note: This table divides the FY90 applicants' budgets for the 88/89 seasons into five categories according to size. This year, as for the previous two years, the largest sample of applicants (80) was in the \$100,000-\$4,999,999 range. Please note that the sample for the over \$5,000,000 range includes only 5 organizations.

Source: National Endowment for the Arts Inter-Arts Program, "Highlights of Data Summary and Comparison Charts: Applicants Applying to NEA - Inter-Arts Program Grants to Presenting Organizations FY90," August 1989.

Methodological note: See table 1-17a for general methodological note.

Table 1-18.
National Endowment for the Arts employment history: 1966-1989

| Fiscal year | FTP/other | FTP/other shared staff with the Humanities Endowment (a) |
|-------------|-----------------|----------------------------------------------------------|
| 1966..... | 28 | 19 |
| 1967..... | 28 | 19 |
| 1968..... | 28 | 23 |
| 1969..... | 28 | 24 |
| 1970..... | 27 | 28 |
| 1971..... | 44 | 41 |
| 1972..... | 57 | 52 |
| 1973..... | 75 | 74 |
| 1974..... | 99 | 94 |
| 1975..... | 130/70 | 127/45 |
| 1976..... | 130/84 | 127/NA |
| 1977..... | 150/76 | 160/NA |
| 1978..... | 222/85 | (a) |
| 1979..... | 218/83 | (a) |
| 1980..... | 215/85 | (a) |
| 1981..... | 231/87 | (a) |
| 1982..... | 285/(282.7) (b) | (a) |
| 1983..... | 275/(272.7) | (a) |
| 1984..... | 265/(261.0) | (a) |
| 1985..... | 263/(260.9) | (a) |
| 1986..... | 261/(251) | (a) |
| 1987..... | 258/(257.4) | (a) |
| 1988..... | 258/(256.7) | (a) |
| 1989..... | 262/(260.6) | (a) |

NA - Not available.

Note: FTP indicates full-time person.

(a) Between 1966 and 1978 certain staff were shared with the Humanities Endowment. Beginning FY 1978 the two endowments no longer shared staff. For comparative purposes, it is assumed that 50 percent of the staff allocated to shared staff was in support of the Arts Endowment.

(b) It should be noted that prior to FY 1982, agency ceilings reflected the "end-of-year" approach to personnel ceiling allocations. Beginning with FY 1982, the Federal government adopted the "full time equivalent" approach to personnel ceiling allocations. The number in parentheses is actual PTE usage.

Source: For years 1966 through 1976, Personnel Office, National Endowment for the Arts; years 1976-80, U.S. Congress, Hearings, Department of Interior and Related Agencies, before a subcommittee of the Committee on Appropriations, House of Representatives, 96th Congress, 1st Session, p. 469. For years 1980-1989, Personnel Office, National Endowment for the Arts.

(1966-1980) As included in Kevin Mulcahy and Richard Swain, "The National Endowment for the Arts: 1965-1980", Public Policy and the Arts, table 8.1, p. 171; (1980-1989) Updated by National Endowment for the Arts, Budget Office for this report, Washington, D.C., December 1989.

Table 1-19.
State legislative appropriations to State Arts Agencies: 1966-1989
(continued on next page)

| | FY66 | FY67 | FY68 | FY69 | FY70 | FY71 | FY72 | FY73 |
|----------------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| Alabama | NA | NA | 50,000 | 50,000 | 100,000 | 100,000 | 175,000 | 125,000 |
| Alaska | NA | 18,815 | 47,500 | 47,500 | 47,000 | 100,000 | 202,200 | 143,000 |
| American Samoa | NA | NA | NA | NA | NA | NA | 15,000 | 30,000 |
| Arizona | NA | NA | NA | NA | 23,561 | 24,593 | 27,805 | 51,469 |
| Arkansas | NA | 20,694 | 35,714 | 35,963 | NA | NA | NA | 165,648 |
| California | 152,000 | 161,920 | 145,698 | 168,000 | 170,997 | 168,000 | 168,000 | 209,818 |
| Colorado | NA | 15,000 | 25,000 | 25,750 | 26,489 | 27,157 | 71,560 | 41,873 |
| Connecticut | 21,500 | 21,500 | 58,268 | 76,712 | 114,800 | 127,634 | 115,935 | 130,125 |
| Delaware | NA | NA | NA | NA | 45,454 | 50,000 | 35,000 | 37,721 |
| District of Columbia | NA | 70,100 | 70,100 | 20,000 | 25,661 | 20,800 | 30,900 | 5,000 |
| Florida | 10,000 | 9,112 | 18,233 | NA | 5,000 | 76,402 | 53,822 | 60,422 |
| Georgia | 27,500 | 30,400 | 60,000 | 48,516 | 88,060 | 102,960 | 99,279 | 70,000 |
| Guam | NA | NA | NA | NA | NA | NA | 6,000 | 10,218 |
| Hawaii | 2,500 | 90,000 | 123,500 | 118,945 | 163,579 | 174,558 | 153,765 | 131,876 |
| Idaho | NA | NA | NA | 10,000 | 10,000 | 10,000 | 8,464 | 10,000 |
| Illinois | 25,000 | 25,000 | 101,000 | 100,000 | 250,000 | 600,000 | 600,000 | 600,000 |
| Indiana | 12,500 | 12,500 | NA | NA | 25,000 | 25,000 | 44,005 | 66,390 |
| Iowa | NA | NA | 25,000 | 25,000 | 30,730 | 32,644 | 38,188 | 38,465 |
| Kansas | 3,000 | 7,600 | 65,000 | 67,949 | 66,023 | 61,445 | 35,000 | 39,000 |
| Kentucky | 7,500 | 100,000 | 100,000 | 118,515 | 134,980 | 147,860 | 149,660 | 151,170 |
| Louisiana | NA | 25,000 | 25,000 | 34,980 | 27,860 | 42,883 | 28,190 | 36,000 |
| Maine | 1,000 | 10,000 | 60,000 | 60,000 | 79,500 | 90,526 | 92,057 | 91,618 |
| Maryland | NA | 50,053 | 50,000 | 280,000 | 277,704 | 347,763 | 399,727 | 399,727 |
| Massachusetts | NA | 25,000 | 55,000 | 100,000 | 100,000 | 160,000 | 200,000 | 280,000 |
| Michigan | 5,000 | 100,000 | 100,000 | 109,000 | 140,000 | 219,952 | 237,710 | 251,349 |
| Minnesota | 5,000 | 5,000 | 85,000 | 85,000 | 112,500 | 115,150 | 160,000 | 200,000 |
| Mississippi | NA | NA | NA | NA | NA | 75,000 | 75,000 | 75,000 |
| Missouri | 170,000 | 199,975 | 221,917 | 258,000 | 192,915 | 201,082 | 215,936 | 607,693 |
| Montana | NA | NA | 12,500 | 12,500 | 25,000 | 25,000 | 25,000 | 25,000 |
| Nebraska | NA | 20,500 | 12,500 | 12,500 | 12,492 | 13,673 | 24,626 | 25,620 |
| Nevada | NA | NA | NA | NA | NA | NA | NA | NA |
| New Hampshire | NA | NA | 7,500 | 7,500 | 10,000 | 10,000 | 15,000 | 15,000 |
| New Jersey | 7,500 | 75,000 | 75,000 | 77,353 | 77,795 | 203,228 | 268,059 | 521,577 |
| New Mexico | 15,000 | 36,500 | 15,000 | 20,000 | 20,000 | 21,000 | 20,800 | 20,800 |
| New York | 765,895 | 1,504,477 | 1,897,585 | 2,491,861 | 2,256,474 | 20,133,193 | 14,423,000 | 16,325,000 |
| North Carolina | NA | NA | 70,100 | 71,299 | 90,007 | 120,027 | 166,431 | 196,929 |
| North Dakota | NA | NA | NA | NA | NA | 5,100 | 5,100 | 5,100 |
| Northern Marianas | NA | NA | NA | NA | NA | NA | NA | NA |
| Ohio | NA | 12,053 | 39,356 | 79,598 | 223,407 | 198,184 | 172,342 | 323,549 |
| Oklahoma | 10,000 | 11,500 | 35,000 | 35,000 | 65,739 | 86,399 | 86,399 | 88,011 |
| Oregon | NA | NA | NA | 23,859 | 24,924 | 24,924 | 27,849 | 26,994 |
| Pennsylvania | NA | 40,000 | 137,473 | 198,000 | 204,000 | 205,000 | 235,000 | 239,000 |
| Puerto Rico | 915,300 | 1,048,700 | 1,263,900 | 1,352,000 | 1,491,263 | 1,681,900 | 4,013,628 | 5,889,539 |
| Rhode Island | NA | 20,000 | 62,000 | 99,600 | 105,799 | 111,839 | 116,253 | 119,000 |
| South Carolina | NA | NA | 65,000 | 99,354 | 151,788 | 135,911 | 195,558 | 196,698 |
| South Dakota | NA | NA | NA | 18,000 | 13,720 | 19,864 | 29,426 | 29,751 |
| Tennessee | NA | 1,500 | 50,000 | 50,000 | 68,700 | 72,300 | 161,730 | 226,700 |
| Texas | NA | NA | 80,693 | 82,000 | 105,774 | 106,072 | 149,460 | 152,776 |
| Utah | 20,000 | 29,000 | 51,000 | 52,823 | 83,000 | 83,000 | 75,900 | 100,000 |
| Vermont | 500 | 500 | 26,500 | 27,300 | 28,800 | 35,459 | 40,061 | 41,700 |
| Virgin Islands | NA | 10,000 | 50,000 | 140,000 | 160,000 | 150,000 | 160,000 | 160,000 |
| Virginia | 478,445 | 1,002,060 | 1,166,333 | 10,000 | 10,000 | 140,000 | 140,000 | 174,130 |
| Washington | 7,500 | 7,500 | 35,920 | 37,735 | 80,998 | 91,477 | 9,814 | 63,337 |
| West Virginia | 2,000 | 33,900 | 59,000 | 80,100 | 117,205 | 124,940 | 179,652 | 184,746 |
| Wisconsin | NA | NA | NA | NA | NA | NA | NA | 45,200 |
| Wyoming | NA | NA | NA | NA | NA | NA | 9,624 | 9,624 |
| Total | \$2,664,640 | \$4,850,879 | \$6,734,091 | \$6,858,017 | \$7,670,248 | \$26,899,915 | \$24,088,015 | \$29,246,863 |

NA - Prior to establishment of State Arts Agency

Note: The National Assembly of State Arts Agencies (NASAA) conducts an annual survey of the monies that each State legislature appropriates to the State Arts Agency and ranks the Arts Agencies on per capita spending in their State based on legislative appropriations. This survey is reported in October of each year and updated in April of the following year. The listing of each State Arts Agency's legislative appropriation represents an initial funding report in October. Full legislative appropriations data including per capita ranking and percentage of State expenditures allocated to the State Arts Agencies are available each year from the National Assembly of State Arts Agencies.

Table 1-19.
State legislative appropriations to State Arts Agencies: 1966-1989
(continued from previous page)

| | FY74 | FY75 | FY76 | FY77 | FY78 | FY79 | FY80 | FY81 |
|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Alabama | 125,000 | 125,000 | 250,000 | 145,000 | 300,000 | 397,500 | 525,000 | 472,500 |
| Alaska | 149,600 | 215,600 | 446,750 | 484,200 | 808,332 | 834,700 | 1,074,706 | 1,550,706 |
| American Samoa | 60,000 | 60,000 | 33,000 | 33,000 | 43,000 | 60,846 | 42,500 | 75,000 |
| Arizona | 60,000 | 82,000 | 86,700 | 78,400 | 171,300 | 219,600 | 233,200 | 263,600 |
| Arkansas | 100,000 | 167,465 | 281,997 | 283,722 | 553,063 | 446,930 | 846,113 | 855,817 |
| California | 1,033,763 | 1,000,000 | 875,000 | 1,400,000 | 3,396,430 | 1,390,778 | 7,291,108 | 10,633,550 |
| Colorado | 116,757 | 1,251,316 | 2,001,024 | 270,304 | 284,458 | 583,988 | 608,798 | 730,428 |
| Connecticut | 351,000 | 394,000 | 367,632 | 334,500 | 700,733 | 1,317,100 | 1,304,766 | 1,143,490 |
| Delaware | 41,000 | 43,128 | 58,850 | 65,899 | 96,400 | 124,600 | 122,700 | 174,700 |
| District of Columbia | 52,000 | 30,000 | 55,200 | 55,200 | 58,100 | 163,100 | 356,400 | 551,100 |
| Florida | 285,000 | 398,994 | 408,959 | 420,486 | 551,239 | 1,626,763 | 2,377,710 | 2,115,279 |
| Georgia | 90,000 | 101,640 | 159,586 | 171,983 | 536,291 | 838,393 | 1,101,900 | 1,309,669 |
| Hawaii | 36,800 | 37,000 | 13,214 | 17,000 | 30,000 | 89,662 | 74,400 | 76,650 |
| Idaho | 106,307 | 599,083 | 998,553 | 647,988 | 685,435 | 719,768 | 1,545,097 | 1,967,526 |
| Illinois | 30,000 | 23,121 | 43,200 | 46,300 | 50,700 | 70,800 | 85,700 | 116,600 |
| Indiana | 795,300 | 925,000 | 1,278,400 | 1,376,200 | 1,443,800 | 2,202,300 | 2,246,300 | 3,167,619 |
| Iowa | 157,527 | 160,964 | 617,221 | 616,387 | 899,828 | 915,182 | 1,276,976 | 1,276,216 |
| Kansas | 50,400 | 70,767 | 200,735 | 211,256 | 226,932 | 242,984 | 312,769 | 285,129 |
| Kentucky | 65,000 | 79,124 | 88,962 | 104,918 | 129,230 | 244,900 | 261,962 | 342,749 |
| Louisiana | 153,930 | 225,800 | 290,400 | 573,200 | 574,200 | 759,400 | 856,600 | 1,004,500 |
| Maine | 44,000 | 59,792 | 68,614 | 67,734 | 130,237 | 58,558 | 856,600 | 2,002,891 |
| Maryland | 161,000 | 163,000 | 156,241 | 157,499 | 162,750 | 163,550 | 180,346 | 207,039 |
| Massachusetts | 417,411 | 449,788 | 463,363 | 460,836 | 473,126 | 858,380 | 1,345,435 | 1,563,738 |
| Michigan | 600,000 | 1,600,000 | 1,000,000 | 1,400,476 | 1,700,790 | 2,700,000 | 2,300,000 | 4,000,000 |
| Minnesota | 484,800 | 2,109,000 | 2,330,600 | 1,891,600 | 3,733,600 | 5,024,100 | 6,075,500 | 5,036,700 |
| Mississippi | 300,000 | 300,000 | 500,000 | 500,000 | 1,994,784 | 2,443,200 | 2,844,600 | 2,761,928 |
| Missouri | 98,000 | 112,628 | 160,564 | 160,564 | 188,887 | 255,660 | 306,885 | 379,652 |
| Montana | 654,920 | 1,249,209 | 1,499,600 | 1,816,514 | 2,403,989 | 2,530,768 | 2,530,768 | 2,488,653 |
| Nebraska | 27,550 | 27,950 | 75,049 | 64,298 | 67,054 | 45,335 | 93,388 | 96,628 |
| Nevada | 35,464 | 129,390 | 177,583 | 219,123 | 275,530 | 312,462 | 399,493 | 433,905 |
| New Hampshire | 15,000 | 15,000 | 62,695 | 63,555 | 91,428 | 91,428 | 86,730 | 87,702 |
| New Jersey | 45,679 | 45,079 | 59,356 | 63,386 | 91,508 | 96,393 | 152,582 | 162,065 |
| New Mexico | 430,110 | 792,998 | 671,464 | 774,574 | 1,070,216 | 1,494,253 | 3,333,128 | 2,983,138 |
| New York | 35,200 | 65,000 | 83,500 | 110,000 | 124,900 | 135,600 | 203,200 | 215,400 |
| North Carolina | 16,445,000 | 35,653,000 | 35,702,900 | 29,093,000 | 28,989,300 | 32,181,000 | 33,285,400 | 33,178,500 |
| North Dakota | 221,029 | 221,805 | 248,761 | 1,870,337 | 2,994,714 | 876,187 | 1,379,341 | 1,881,813 |
| Northern Marianas | NA | NA | NA | NA | NA | NA | NA | 10,000 |
| Ohio | 99,500 | 5,100 | 67,701 | 39,296 | 56,350 | 56,350 | 100,594 | 99,550 |
| Oklahoma | 846,623 | 976,161 | 1,302,030 | 1,044,843 | 2,475,800 | 2,531,200 | 4,708,783 | 4,707,218 |
| Oregon | 95,100 | 95,322 | 120,322 | 149,579 | 215,971 | 230,971 | 552,158 | 874,948 |
| Pennsylvania | 51,167 | 53,350 | 138,695 | 150,537 | 229,000 | 251,660 | 335,498 | 349,429 |
| Puerto Rico | 758,000 | 1,490,000 | 1,490,000 | 1,889,000 | 1,900,000 | 2,585,000 | 2,594,000 | 3,066,000 |
| Rhode Island | 5,369,316 | 3,604,567 | 3,275,200 | 2,900,000 | 3,914,377 | 3,712,336 | 4,980,000 | 5,976,200 |
| South Carolina | 24,274 | 267,199 | 257,929 | 223,192 | 312,516 | 335,505 | 358,559 | 403,041 |
| South Dakota | 360,896 | 595,694 | 641,722 | 636,430 | 771,485 | 858,283 | 941,046 | 1,023,145 |
| Tennessee | 61,902 | 85,391 | 100,000 | 108,000 | 107,036 | 143,578 | 154,853 | 156,764 |
| Texas | 360,896 | 411,500 | 380,400 | 362,300 | 486,100 | 971,900 | 516,700 | 514,100 |
| Texas | 5,7245 | 159,565 | 410,250 | 323,000 | 355,557 | 363,766 | 1,215,198 | 1,224,808 |
| Utah | 19,200 | 268,400 | 324,800 | 592,700 | 870,600 | 945,800 | 1,088,448 | 1,247,726 |
| Vermont | 52,000 | 50,000 | 50,000 | 56,819 | 80,000 | 100,509 | 108,100 | 136,660 |
| Virgin Islands | 160,000 | 160,000 | 100,000 | 100,000 | 96,000 | 98,000 | 102,920 | 102,920 |
| Virginia | 207,705 | 265,000 | 272,055 | 280,740 | 283,665 | 1,051,960 | 1,230,000 | 1,230,000 |
| Washington | 108,915 | 246,130 | 263,923 | 254,281 | 325,000 | 377,000 | 578,791 | 801,862 |
| West Virginia | 304,470 | 360,000 | 298,157 | 361,121 | 500,000 | 1,320,300 | 1,562,746 | 1,636,327 |
| Wisconsin | 49,100 | 59,900 | 102,200 | 106,600 | 247,900 | 281,200 | 719,05 | 716,300 |
| Wyoming | 22,750 | 14,567 | 27,560 | 56,295 | 56,295 | 62,000 | 63,14 | 87,697 |
| Total | \$33,135,085 | \$58,151,989 | \$61,438,117 | \$55,698,774 | \$69,275,647 | \$79,347,477 | \$101,028,700 | \$110,236,369 |

NA - Prior to establishment of State Arts Agency

Note: The National Assembly of State Arts Agencies (NASAA) conducts an annual survey of the monies that each State legislature appropriates to the State Arts Agency and ranks the State Arts Agencies on per capita spending in their State based on legislative appropriations. This survey is reported in October of each year and updated in April of the following year. The listing of each State Arts Agency's legislative appropriation represents an initial funding report in October. Full legislative appropriations data including per capita ranking and percentage of State expenditures allocated to the State Arts Agencies are available each year from the National Assembly of State Arts Agencies.

Table 1-19.
State legislative appropriations to State Arts Agencies: 1966-1989 (continued from previous page)

| | FY82 | FY83 | FY84 | FY85 | FY86 | FY87 | FY88 | FY89 |
|----------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Alabama | 521,500 | 570,000 | 750,000 | 1,000,000 | 1,245,000 | 1,669,020 | 1,317,020 | 1,470,460 |
| Alaska | 4,122,100 | 4,975,800 | 4,547,487 | 5,294,600 | 4,000,800 | 2,189,800 | 1,275,000 | 1,695,480 |
| American Samoa | 80,000 | 47,500 | 4,500 | 47,500 | 44,500 | 47,000 | 30,300 | 45,000 |
| Arizona | 433,300 | 419,100 | 426,000 | 616,600 | 1,010,200 | 1,140,400 | 1,323,100 | 1,545,000 |
| Arkansas | 53,348 | 742,946 | 739,265 | 795,998 | 836,226 | 1,007,835 | 1,016,027 | 1,021,027 |
| California | 12,800,000 | 10,435,000 | 8,577,000 | 10,422,000 | 11,793,000 | 12,589,000 | 13,677,000 | 14,604,000 |
| Colorado | 71,553 | 844,027 | 848,004 | 928,655 | 971,459 | 1,628,647 | 1,040,647 | 1,307,561 |
| Connecticut | 878,394 | 881,603 | 978,669 | 1,121,974 | 1,479,000 | 1,666,166 | 2,000,000 | 2,116,547 |
| Delaware | 595,700 | 428,140 | 431,300 | 450,100 | 496,000 | 603,900 | 686,300 | 785,900 |
| District of Columbia | 784,100 | 882,400 | 916,400 | 1,278,000 | 1,765,000 | 2,368,000 | 3,544,000 | 3,544,000 |
| Florida | 3,831,516 | 3,997,724 | 5,264,106 | 9,045,182 | 9,761,077 | 12,710,386 | 17,339,509 | 20,838,063 |
| Georgia | 1,632,322 | 1,641,521 | 1,557,622 | 1,719,528 | 2,200,588 | 2,687,779 | 3,023,671 | 3,248,016 |
| Guam | 83,762 | 115,445 | 268,124 | 215,353 | 305,468 | 323,468 | 338,897 | 348,748 |
| Hawaii | 1,533,251 | 1,585,509 | 1,424,132 | 1,591,820 | 2,170,485 | 2,282,092 | 3,902,112 | 6,747,192 |
| Idaho | 101,300 | 103,300 | 102,000 | 124,956 | 131,400 | 134,000 | 197,600 | 339,200 |
| Illinois | 2,845,401 | 2,751,900 | 5,492,440 | 5,648,200 | 6,559,400 | 8,758,300 | 7,580,975 | 7,508,679 |
| Indiana | 1,294,169 | 1,403,286 | 1,450,128 | 1,450,128 | 1,830,576 | 1,867,303 | 1,969,477 | 1,970,305 |
| Iowa | 304,752 | 372,776 | 466,331 | 492,237 | 522,593 | 731,590 | 729,020 | 824,659 |
| Kansas | 380,618 | 410,660 | 422,978 | 487,534 | 596,288 | 561,104 | 583,057 | 1,073,023 |
| Kentucky | 1,228,200 | 1,295,534 | 1,489,000 | 1,536,000 | 1,564,400 | 1,983,300 | 2,031,700 | 2,368,000 |
| Louisiana | 2,020,873 | 1,978,007 | 1,612,633 | 1,133,361 | 1,205,431 | 960,212 | 930,581 | 727,500 |
| Maine | 307,039 | 217,039 | 257,286 | 324,758 | 420,292 | 482,867 | 514,753 | 622,114 |
| Maryland | 1,323,888 | 1,810,603 | 1,807,983 | 1,795,627 | 1,909,382 | 4,776,096 | 5,157,002 | 5,971,010 |
| Massachusetts | 4,000,000 | 5,500,000 | 8,523,671 | 13,602,727 | 16,379,066 | 18,265,924 | 21,148,270 | 19,538,727 |
| Michigan | 5,155,500 | 5,217,200 | 7,359,900 | 8,817,400 | 10,291,500 | 11,426,104 | 12,611,306 | 12,426,006 |
| Minnesota | 2,051,800 | 1,542,472 | 2,033,573 | 2,265,160 | 2,502,961 | 2,767,647 | 3,030,438 | 5,176,596 |
| Mississippi | 439,852 | 435,324 | 436,367 | 436,438 | 465,837 | 411,986 | 421,062 | 496,230 |
| Missouri | 2,345,847 | 2,494,442 | 2,401,307 | 3,067,071 | 6,904,051 | 4,193,966 | 4,660,007 | 4,913,477 |
| Montana | 129,305 | 139,456 | 370,236 | 702,636 | 649,068 | 844,384 | 730,423 | 726,062 |
| Nebraska | 458,918 | 465,994 | 509,110 | 634,717 | 582,749 | 583,286 | 608,323 | 893,177 |
| Nevada | 100,979 | 94,282 | 115,647 | 123,549 | 174,270 | 178,642 | 270,425 | 268,817 |
| New Hampshire | 50,155 | 96,347 | 126,424 | 129,456 | 323,000 | 337,164 | 450,848 | 465,376 |
| New Jersey | 3,039,316 | 3,589,842 | 3,671,322 | 6,216,900 | 10,391,000 | 13,453,300 | 20,101,900 | 22,760,000 |
| New Mexico | 409,000 | 521,100 | 510,700 | 700,100 | 713,500 | 698,800 | 706,300 | 710,200 |
| New York | 15,425,000 | 35,340,000 | 35,311,300 | 39,087,600 | 44,218,900 | 48,590,702 | 53,563,775 | 55,961,640 |
| North Carolina | 2,422,436 | 2,113,572 | 2,379,525 | 2,921,109 | 3,936,067 | 3,972,491 | 4,505,493 | 5,005,493 |
| North Dakota | 144,429 | 136,466 | 174,772 | 174,971 | 238,268 | 238,268 | 222,416 | 213,515 |
| Northern Marianas | 10,000 | 10,000 | 10,000 | 25,000 | 25,000 | 40,000 | 80,000 | 81,400 |
| Ohio | 1,544,019 | 2,024,452 | 5,602,549 | 5,784,562 | 7,493,265 | 9,088,539 | 9,591,028 | 10,023,924 |
| Oklahoma | 1,193,016 | 1,773,517 | 1,573,894 | 1,596,499 | 1,821,462 | 1,535,253 | 1,678,607 | 2,669,705 |
| Oregon | 368,606 | 342,460 | 458,118 | 456,082 | 487,048 | 517,916 | 1,292,538 | 1,431,409 |
| Pennsylvania | 4,005,540 | 4,758,000 | 4,759,000 | 5,585,000 | 6,774,000 | 7,780,000 | 9,780,000 | 12,753,000 |
| Puerto Rico | 5,020,620 | 5,186,240 | 5,859,200 | 5,853,200 | 7,780,600 | 10,534,600 | 8,110,708 | 9,834,324 |
| Rhode Island | 393,747 | 395,262 | 339,616 | 419,301 | 444,357 | 599,854 | 1,070,165 | 1,440,402 |
| South Carolina | 1,069,502 | 1,337,610 | 1,516,644 | 1,857,856 | 2,555,563 | 2,771,838 | 2,800,713 | 3,118,702 |
| South Dakota | 167,442 | 199,271 | 212,779 | 251,028 | 285,912 | 286,873 | 330,265 | 338,411 |
| Tennessee | 483,200 | 481,600 | 527,700 | 718,900 | 1,615,800 | 1,382,500 | 1,522,600 | 3,506,400 |
| Texas | 1,480,531 | 1,803,313 | 3,951,718 | 4,239,910 | 4,846,084 | 2,983,955 | 3,382,954 | 3,309,657 |
| Utah | 1,235,900 | 1,277,853 | 1,233,043 | 1,399,900 | 1,568,200 | 1,626,000 | 1,517,900 | 1,602,700 |
| Vermont | 162,000 | 184,500 | 217,028 | 225,710 | 242,902 | 264,900 | 350,200 | 456,916 |
| Virgin Islands | 137,100 | 150,856 | 156,761 | 144,084 | 103,936 | 103,574 | 103,919 | 84,582 |
| Virginia | 300,500 | 1,400,710 | 1,481,302 | 1,747,865 | 1,947,865 | 2,979,540 | 3,016,781 | 3,770,625 |
| Washington | 357,440 | 387,752 | 449,316 | 1,746,900 | 1,879,419 | 1,705,539 | 1,704,024 | 1,756,011 |
| West Virginia | 2,008,540 | 2,307,690 | 1,709,792 | 1,848,734 | 2,117,238 | 2,130,350 | 1,810,904 | 1,782,910 |
| Wisconsin | 99,094 | 809,000 | 808,300 | 968,000 | 1,151,500 | 1,148,606 | 1,276,000 | 1,881,400 |
| Wyoming | 87,608 | 142,902 | 124,32 | 144,606 | 144,605 | 171,658 | 203,45 | 206,149 |

Total: \$121,104,676 \$123,450,495 \$135,796,549 \$161,413,382 \$195,621,558 \$216,082,115 \$244,442,294 \$268,331,451

NA Prior to establishment of State Arts Agency

Note: The National Assembly of State Arts Agencies (NASAA) conducts an annual survey of the monies that each State legislature appropriates to the State Arts Agency and ranks the Arts Agencies on per capita spending in their State based on legislative appropriations. This survey is reported in October of each year and updated in April of the following year. The listing of each State Arts Agency's legislative appropriation represents an initial funding report in October. The percentage change of the aggregate of State appropriations to the National Endowment for the Arts are listed. Full legislative appropriations data including per capita ranking and percentage of State expenditures allocated to the State Arts Agencies are available each year from the National Assembly of State Arts Agencies.

Source: Unpublished data compiled by the National Assembly of State Arts Agencies, Washington, D.C., (1977-1986). Data provided by Ronja McMillan October 1987, (1987-1989). Data provided by Jeffrey Love, November 1989.

Table 1-20.
Per capita appropriations and percent change in State legislative appropriations to State Arts Agencies:
fiscal years 1986 and 1990

| State | Rank FY1990 | Per capita (in cents) | | Appropriations (in dollars) | | Percent change | Line items (in dollars) |
|--------------------------|----------------|--------------------------|--------|--------------------------------|-------------|-------------------|----------------------------|
| | | FY1989 | FY1990 | FY1989 | FY1990 | | |
| Alabama | 52 | 36.2 | 36.1 | 1,476,485 | 1,499,133 | 1.6 | |
| Alaska | 9 | 322.3 | 219.0 | 1,692,110 | 1,237,200 | -26.9 | |
| American Samoa (a) | 7 | 0.0 | 263.1 | 0 | 100,000 | | |
| Arizona (b) | 31 | 45.6 | 70.9 | 1,545,000 | 2,586,300 | 67.4 | |
| Arkansas | 48 | 42.8 | 42.1 | 1,021,027 | 1,016,270 | -0.5 | |
| California | 36 | 56.7 | 58.5 | 15,682,000 | 16,733,000 | 6.7 | |
| Colorado | 51 | 33.6 | 38.6 | 1,107,561 | 1,308,403 | 18.1 | 15,000 |
| Connecticut | 32 | 66.0 | 67.0 | 2,119,476 | 2,182,132 | 3.0 | |
| Delaware | 12 | 121.9 | 158.6 | 785,000 | 1,043,400 | 32.9 | |
| District of Columbia (a) | 3 | 569.8 | 573.5 | 3,544,000 | 3,527,000 | -0.5 | |
| Florida | 11 | 201.1 | 189.9 | 24,179,056 | 23,798,650 | -1.6 | 3,748,995 |
| Georgia | 38 | 52.2 | 52.4 | 3,247,833 | 3,417,010 | 5.2 | 50,000 |
| Illinois | 4 | 441.6 | 475.5 | 560,786 | 618,144 | 10.2 | 88,660 |
| Indiana | 1 | 623.0 | 783.5 | 6,747,192 | 8,783,141 | 30.2 | 4,354,850 |
| Iowa | 49 | 34.0 | 41.9 | 339,200 | 424,300 | 25.1 | |
| Idaho | 26 | 44.8 | 92.3 | 7,508,679 | 10,704,500 | 42.6 | 990,000 |
| Illinois | 57 | 35.6 | 42.3 | 1,970,305 | 2,344,442 | 19.0 | |
| Indiana | 40 | 29.1 | 41.2 | 824,659 | 1,145,280 | 38.9 | |
| Iowa (c) | 40 | 45.2 | 51.2 | 1,072,064 | 1,272,797 | 18.7 | 947,536 |
| Kansas | 34 | 63.5 | 63.8 | 7,368,000 | 2,387,400 | 0.8 | |
| Kentucky | 54 | 22.3 | 20.0 | 995,977 | 901,013 | -9.5 | |
| Louisiana | 35 | 53.6 | 59.2 | 636,114 | 711,603 | 11.9 | |
| Maine | 16 | 131.7 | 135.7 | 5,971,010 | 6,331,651 | 6.0 | 2,000,000 |
| Maryland | 10 | 333.7 | 209.4 | 19,538,727 | 12,279,000 | -37.2 | 1,200,000 |
| Massachusetts | 15 | 135.5 | 137.2 | 12,465,600 | 12,714,600 | 2.0 | 2,754,800 |
| Michigan | 23 | 75.0 | 96.9 | 3,184,346 | 4,144,000 | 30.8 | 1,382,000 |
| Minnesota | 56 | 18.6 | 18.5 | 496,230 | 497,097 | 0.2 | |
| Mississippi | 21 | 96.3 | 97.0 | 4,913,477 | 5,007,519 | 2.0 | |
| Missouri | 22 | 80.8 | 97.0 | 726,063 | 783,583 | 7.9 | 1,500 |
| Montana | 33 | 54.5 | 64.5 | 868,177 | 1,025,413 | 18.1 | |
| Nebraska | 53 | 26.7 | 33.6 | 268,217 | 352,786 | 31.2 | |
| Nevada | 42 | 44.8 | 49.0 | 473,863 | 546,381 | 15.3 | 50,000 |
| New Hampshire | 8 | 296.7 | 252.0 | 22,760,000 | 19,722,000 | -13.4 | |
| New Jersey | 37 | 47.4 | 56.8 | 710,200 | 905,500 | 27.5 | |
| New Mexico | 5 | 300.3 | 333.5 | 53,529,000 | 59,224,784 | 10.6 | |
| New York | 30 | 78.0 | 76.6 | 4,996,471 | 5,059,453 | 1.3 | |
| North Carolina | 46 | 31.8 | 43.2 | 213,515 | 286,855 | 34.4 | |
| North Dakota | 2 | 507.5 | 608.0 | 101,500 | 121,600 | 19.8 | 2,300 |
| Northern Mariana | 17 | 92.5 | 111.9 | 9,979,724 | 12,074,997 | 21.0 | |
| Ohio | 20 | 81.6 | 98.4 | 2,669,705 | 3,231,955 | 21.1 | |
| Oklahoma | 41 | 52.5 | 50.2 | 1,431,058 | 1,380,276 | -3.6 | |
| Oregon | 18 | 106.8 | 106.2 | 12,753,000 | 12,810,000 | 0.5 | |
| Pennsylvania | 6 | 336.4 | 332.0 | 11,012,786 | 10,928,981 | -0.8 | 5,061,516 |
| Puerto Rico | 14 | 146.1 | 138.8 | 1,440,402 | 1,382,552 | -4.0 | 147,000 |
| Rhode Island | 19 | 92.2 | 100.0 | 3,158,702 | 3,503,799 | 10.9 | 277,861 |
| South Carolina | 39 | 47.7 | 52.1 | 338,411 | 368,521 | 8.9 | |
| South Dakota | 29 | 72.2 | 81.5 | 3,506,400 | 4,620,700 | 14.7 | 1,158,000 |
| Tennessee | 55 | 16.0 | 19.5 | 2,680,157 | 3,198,277 | 26.8 | |
| Texas | 13 | 95.4 | 154.2 | 1,602,700 | 2,698,700 | 68.4 | 1,000,000 |
| Utah | 24 | 83.4 | 95.6 | 456,916 | 532,689 | 16.6 | 5,000 |
| Vermont | 28 | 76.9 | 82.4 | 84,582 | 87,292 | 3.2 | |
| Virgin Islands | 27 | 63.9 | 88.5 | 3,770,625 | 5,367,855 | 42.4 | |
| Virginia | 43 | 45.5 | 48.4 | 2,062,799 | 2,229,961 | 8.1 | |
| Washington | 25 | 59.8 | 74.2 | 1,133,490 | 1,743,257 | 55.6 | 688,257 |
| West Virginia (d) | 44 | 35.9 | 46.8 | 1,725,200 | 2,245,900 | 30.2 | 35,000 |
| Wisconsin | 45 | 42.1 | 46.0 | 206,149 | 231,148 | 12.1 | |
| Wyoming | | | | | | | |
| Total | | 109.6 | 113.4 | 270,652,326 | 285,020,200 | 5.3 | 25,958,275 |

(a) FY90 appropriation reflects amount requested

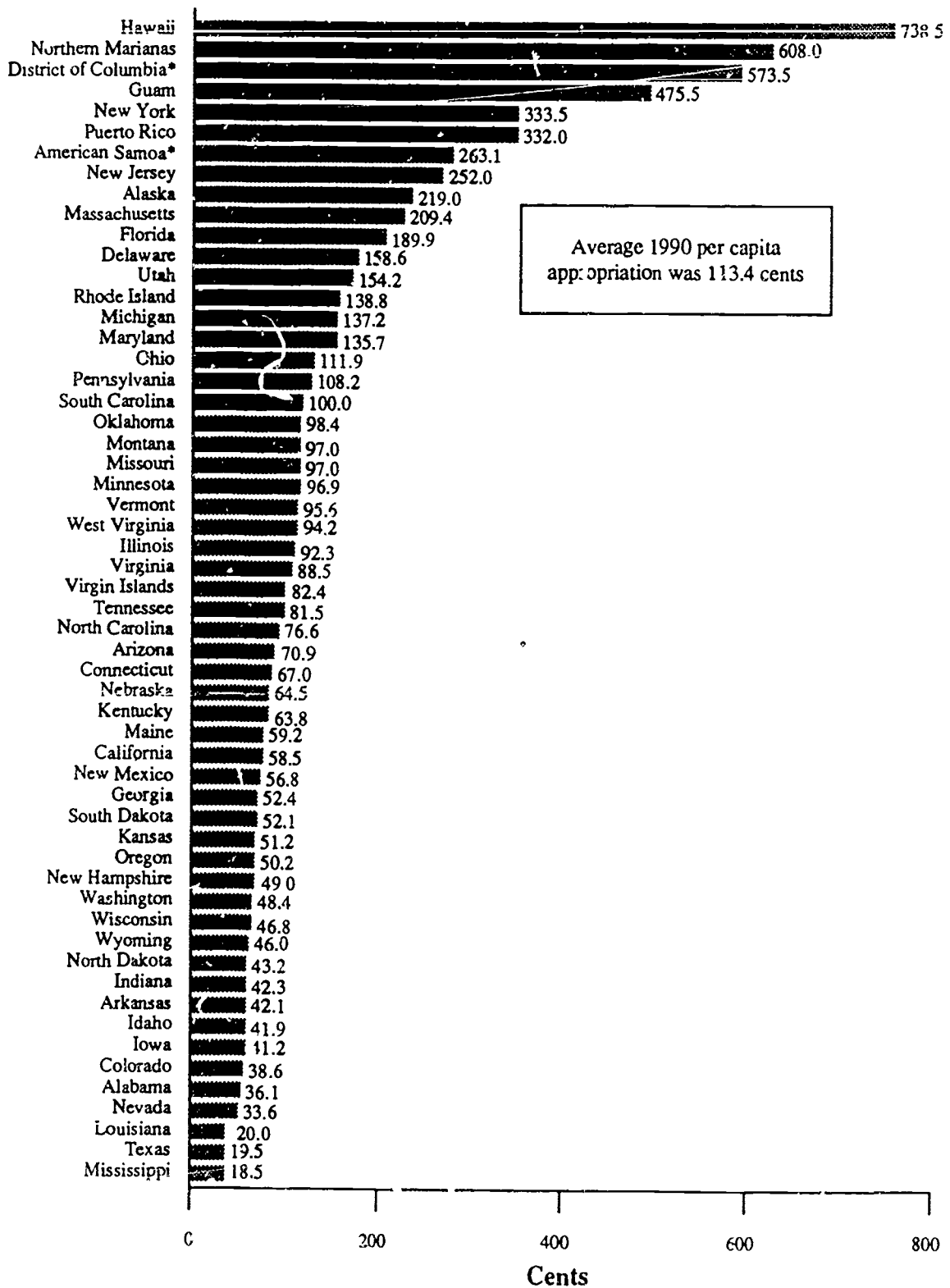
(b) FY90 appropriation includes \$1,000,000 to be generated by Arizona Arts Trust Fund

(c) FY90 appropriation includes \$220,000 in lottery funds

(d) FY89 and FY90 appropriations are exclusive of administrative expenses

Source: Data provided by Jeffrey Love, Director of Research, National Assembly of State Arts Agencies (NASAA), Washington, D.C., November 1989

Chart 1-9.
State legislative per capita appropriations for State arts councils: 1990 Fiscal Year



* Figures for these State Arts Agencies reflect amount requested.

Source: National Assembly of State Arts Agencies, November, 1989; See table 1-20 for full citation

Table 1-21.

State Arts Agencies grant data by type of discipline and source of funds: FY 1987

| Description | Sources of funds for State Arts Agency grants | | | | | | | | | | |
|--------------------------|-----------------------------------------------|------------------------|-------------------------------------|---------------|--------------------------------------------|---------------|--------------------------------------------|---------------------|--------------------------------------------|-----------------|--------------------------------------------|
| | Total | | | BSG share (b) | | SAA share (b) | | Other NEA share (b) | | Other share (b) | |
| | Number of grantees | Grant amount spent (a) | Percent of total grant amount spent | Amount | Percent of discipline grant amount awarded | Amount | Percent of discipline grant amount awarded | Amount | Percent of discipline grant amount awarded | Amount | Percent of discipline grant amount awarded |
| | (dollars) | | (dollars) | | (dollars) | | (dollars) | | (dollars) | | |
| Dance..... | 2,012 | 13,983,520 | 7.81 | 895,664 | 6.41 | 12,380,302 | 7.80 | 582,443 | 12.28 | 125,111 | 8.03 |
| Music..... | 4,553 | 32,231,198 | 18.01 | 2,696,467 | 19.31 | 29,149,402 | 18.37 | 247,919 | 5.23 | 137,410 | 8.82 |
| Opera/Music theatre..... | 529 | 7,397,740 | 4.13 | 430,108 | 3.08 | 6,884,100 | 4.34 | 36,186 | 0.76 | 47,346 | 3.04 |
| Theatre..... | 3,912 | 21,262,206 | 11.88 | 2,115,593 | 15.15 | 18,433,102 | 11.62 | 453,914 | 9.57 | 259,597 | 16.67 |
| Visual arts..... | 2,535 | 21,575,396 | 12.06 | 1,691,636 | 12.11 | 19,167,757 | 12.08 | 426,139 | 8.98 | 289,864 | 18.61 |
| Design arts..... | 384 | 2,572,251 | 1.44 | 31,150 | 0.22 | 2,486,092 | 1.57 | 43,756 | 0.92 | 11,253 | 0.72 |
| Crafts..... | 457 | 1,595,383 | 0.89 | 222,629 | 1.59 | 1,277,987 | 0.81 | 60,405 | 1.27 | 34,362 | 2.21 |
| Photography..... | 210 | 890,432 | 0.50 | 87,676 | 0.63 | 767,754 | 0.48 | 17,182 | 0.36 | 17,820 | 1.14 |
| Media arts..... | 910 | 7,955,000 | 4.45 | 347,401 | 2.49 | 7,468,009 | 4.71 | 60,457 | 1.27 | 79,133 | 5.08 |
| Literature..... | 1,467 | 4,813,292 | 2.69 | 432,092 | 3.09 | 4,101,655 | 2.58 | 220,819 | 4.66 | 58,716 | 3.77 |
| Interdisciplinary..... | 362 | 2,399,578 | 1.34 | 225,081 | 1.61 | 2,139,628 | 1.35 | 34,869 | 0.74 | 0 | 0 |
| Folk Arts..... | 927 | 3,609,594 | 2.02 | 343,673 | 2.46 | 2,715,679 | 1.71 | 522,462 | 11.01 | 27,780 | 1.78 |
| Humanities..... | 406 | 5,251,274 | 2.93 | 66,574 | 0.48 | 5,151,200 | 3.25 | 4,500 | 0.09 | 29,000 | 1.86 |
| Multi-disciplinary..... | 4,776 | 50,705,449 | 28.33 | 4,213,696 | 30.17 | 44,038,230 | 27.75 | 2,018,148 | 42.55 | 435,375 | 27.95 |
| Non-arts/Humanities..... | 236 | 2,714,512 | 1.52 | 166,551 | 1.19 | 2,528,966 | 1.59 | 14,153 | 0.30 | 4,842 | 0.31 |
| Total..... | 23,676 | 178,956,825 | | 13,965,991 | | 158,689,873 | | 4,743,352 | | 1,557,699 | |

Note: The NASAA database for fiscal year 1987 includes data for all 50 states, the District of Columbia, and U.S. territories. Data based on total grants for which discipline and source of funds data was available.

(a) Grant amount awarded also includes some services provided by State Arts Agencies such as workshops in marketing the arts, in management and grantsmanship, and such agency activities as newsletters and arts resource directories.

(b) Sources of funds for State Arts Agency grants are in four categories as follows:

BSG Share: Basic State Operating Grants provided to State Arts Agencies from the National Endowment for the Arts;

Other NEA Share: Grants from the National Endowment for the Arts to State Arts Agencies other than the Basic State Operating Grant. For example, a grant from the Dance program for a specific dance project.

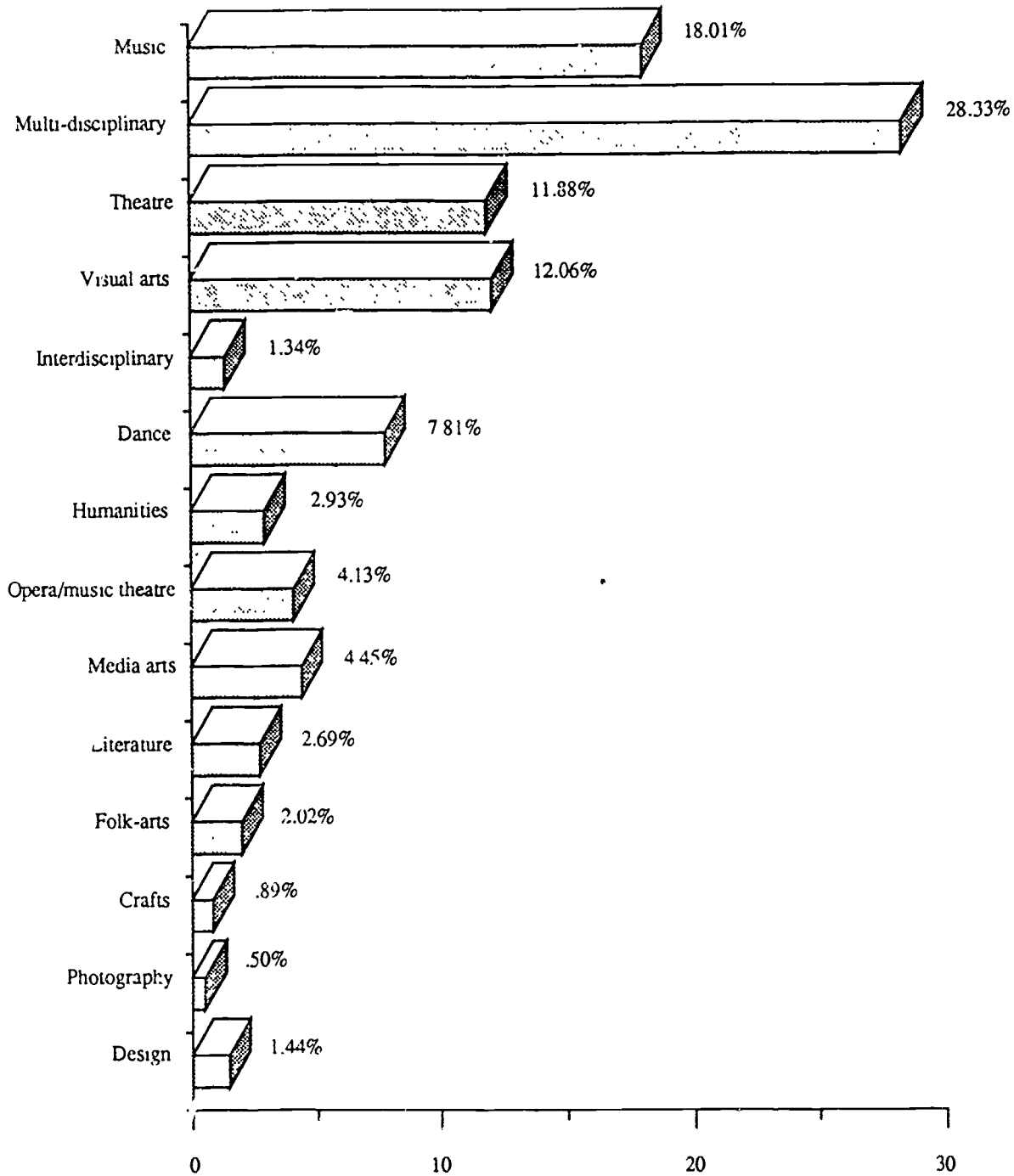
SAA Share: Funds from the State government legislative appropriations to the State Arts Agency and/or other State government sources;

Other Share: Any other funds for grants that are not any of the above three categories.

(c) The National Standard for Arts Information Exchange Discipline Code, 15 "Non-arts/Non-humanities" was sometimes used in FY85 to cover services such as workshops in marketing the arts and grants made for professional support (both administrative and artistic). Future coding will assign these grants and services to the arts discipline of the organization receiving the grant

source: Data provided by Jeffrey Love, National Assembly of State Arts Agencies (NASAA), Final Descriptive Reports: Fiscal Year 1987, Washington, D.C., table IIIA

Chart 1-10.
Percent allocation by discipline of State Arts Agencies grant awards: 1987 (50 States)



Note: In addition 1.52 percent was allocated to non-arts/non-humanities projects.

Source: National Assembly of State Arts Agencies; See table 1-21 for full citation.

Table 1-22a.

State Arts Agencies data on number of grantees and amount of grant awards by source of grants: FY 1987

| State | Number of different grantees | Number of grants | Grant amount spent | Source of grants | | | | Total reported project income |
|--------------------------|------------------------------------|------------------------|--------------------------|------------------------------|---------------------------------------|--------------------------------|--------------------------------|----------------------------------------|
| | | | | BSG share of grants | Other NEA share of grants | State share of grants | Other share of grants | |
| (in dollars) | | | | | | | | |
| Alabama | 313 | 430 | 1,182,569 | 364,900 | 155,000 | 647,617 | 15,052 | 0 |
| Alaska | 205 | 232 | 2,313,825 | 324,500 | 127,735 | 1,861,590 | 0 | 10,176,727 |
| American Samoa | 16 | 23 | 158,340 | 100,890 | 0 | 46,700 | 10,750 | 158,340 |
| Arizona | 152 | 184 | 864,624 | 245,583 | 5,000 | 609,891 | 4,150 | 20,953,515 |
| Arkansas | 89 | 116 | 962,259 | 234,915 | 82,280 | 645,064 | 0 | 7,951,445 |
| California | 937 | 988 | 10,450,376 | 583,600 | 240,400 | 9,626,376 | 0 | 1,610,893,084 |
| Colorado | 155 | 186 | 881,491 | 67,500 | 24,700 | 789,291 | 0 | 11,169,122 |
| Connecticut | 354 | 464 | 1,483,493 | 278,983 | 85,051 | 1,119,459 | 0 | 46,173,582 |
| Delaware | 136 | 205 | 797,842 | 252,017 | 54,825 | 481,000 | 10,000 | 6,209,859 |
| Florida | 312 | 507 | 2,928,289 | 120,117 | 76,449 | 2,731,722 | 0 | 52,304,774 |
| Georgia | 161 | 255 | 2,279,977 | 265,298 | 88,700 | 1,875,979 | 50,000 | 39,114,599 |
| Guam | 39 | 40 | 333,354 | 177,601 | 45,175 | 110,578 | 0 | 538,275 |
| Hawaii | 117 | 173 | 2,382,050 | 306,959 | 139,065 | 1,936,026 | 0 | 6,944,077 |
| Idaho | 110 | 140 | 317,177 | 202,131 | 58,728 | 5,029 | 51,289 | 2,611,094 |
| Illinois | 1,053 | 1,552 | 7,475,466 | 389,918 | 99,475 | 6,986,073 | 0 | 138,540,202 |
| Indiana | 316 | 367 | 1,754,983 | 154,318 | 22,636 | 1,498,029 | 0 | 34,347,477 |
| Iowa | 306 | 572 | 939,364 | 351,800 | 114,038 | 450,667 | 22,859 | 5,813,479 |
| Kansas | 242 | 393 | 769,525 | 282,069 | 149,500 | 338,056 | 0 | 9,634,240 |
| Kentucky | 201 | 284 | 2,231,739 | 308,083 | 109,600 | 1,725,688 | 88,368 | 24,455,519 |
| Louisiana | 128 | 187 | 1,375,083 | 247,775 | 367,907 | 739,378 | 20,023 | 14,981,258 |
| Maine | 369 | 487 | 627,073 | 281,046 | 144,126 | 201,901 | 0 | 5,312,849 |
| Maryland | 186 | 201 | 2,508,850 | 247,854 | 0 | 2,260,996 | 0 | 44,809,492 |
| Massachusetts | 518 | 1,022 | 17,141,972 | 0 | 0 | 17,141,972 | 0 | 270,339,318 |
| Michigan | 489 | 644 | 10,555,449 | 423,300 | 157,900 | 9,974,249 | 0 | 91,213,865 |
| Minnesota | 203 | 244 | 3,344,997 | 170,000 | 105,193 | 2,361,082 | 708,722 | 71,496,063 |
| Mississippi | 124 | 164 | 426,962 | 204,360 | 37,946 | 184,656 | 0 | 5,437,640 |
| Missouri | 281 | 439 | 4,128,379 | 213,907 | 73,100 | 3,841,372 | 0 | 31,664,963 |
| Montana | 74 | 155 | 1,124,352 | 263,286 | 50,201 | 810,875 | 0 | 1,101,245 |
| Nebraska | 137 | 230 | 750,719 | 298,753 | 159,500 | 292,446 | 20 | 12,130,016 |
| Nevada | 92 | 98 | 398,515 | 292,300 | 61,020 | 44,000 | 1,195 | 4,326,111 |
| New Hampshire | 255 | 441 | 471,664 | 222,431 | 48,175 | 201,058 | 0 | 7,770,925 |
| New Jersey | 308 | 310 | 13,063,003 | 19,422 | 109,801 | 12,933,780 | 0 | 57,455,070 |
| New Mexico | 74 | 86 | 575,429 | 263,329 | 0 | 312,000 | 0 | 7,689,671 |
| New York | 1,435 | 3,542 | 44,692,433 | 55,000 | 311,555 | 44,325,878 | 0 | 0 |
| North Carolina | 804 | 1,313 | 3,551,056 | 251,668 | 70,800 | 3,228,588 | 0 | 29,206,887 |
| North Dakota | 153 | 210 | 436,850 | 274,967 | 79,975 | 66,028 | 15,880 | 3,483,213 |
| Northern Mariana Islands | 50 | 66 | 210,062 | 161,649 | 20,933 | 7,132 | 20,348 | 210,262 |
| Ohio | 643 | 994 | 7,619,558 | 0 | 70,323 | 7,549,235 | 0 | 25,992,305 |
| Oklahoma | 157 | 373 | 1,258,923 | 243,109 | 9,250 | 990,730 | 15,834 | 6,245,367 |
| Oregon | 175 | 257 | 869,864 | 337,887 | 158,288 | 227,611 | 146,078 | 16,868,492 |
| Pennsylvania | 722 | 1,018 | 7,584,400 | 426,939 | 160,520 | 6,996,941 | 0 | 123,077,120 |
| Puerto Rico | 464 | 530 | 6,923,213 | 290,145 | 112,300 | 6,357,768 | 163,000 | 9,111,261 |
| Rhode Island | 126 | 160 | 440,603 | 265,000 | 61,401 | 113,352 | 850 | 8,749,774 |
| South Carolina | 130 | 170 | 780,998 | 120,800 | 0 | 645,945 | 14,253 | 4,197,855 |
| South Dakota | 254 | 302 | 514,673 | 326,700 | 78,700 | 109,273 | 0 | 4,080,806 |
| Tennessee | 190 | 254 | 1,246,635 | 362,150 | 113,975 | 731,480 | 39,030 | 2,738,527 |
| Texas | 257 | 390 | 2,415,627 | 489,300 | 142,901 | 1,783,426 | 0 | 112,097,765 |
| Utah | 324 | 390 | 1,421,429 | 272,500 | 67,492 | 968,044 | 113,393 | 21,183,143 |
| Vermont | 349 | 569 | 481,286 | 273,141 | 59,960 | 62,196 | 85,989 | 5,245,676 |
| Virgin Islands | 40 | 45 | 170,451 | 170,451 | 0 | 0 | 0 | 1,034,662 |
| Virginia | 556 | 870 | 2,998,652 | 303,982 | 4,800 | 2,689,870 | 0 | 25,015,006 |
| Washington | 124 | 144 | 942,530 | 367,399 | 22,500 | 537,631 | 15,000 | 15,552,653 |
| Distrcit of Columbia | 190 | 207 | 2,078,605 | 277,517 | 0 | 1,801,088 | 0 | 9,116,486 |
| West Virginia | 111 | 407 | 1,067,456 | 335,099 | 56,750 | 675,607 | 0 | 6,634,754 |
| Wisconsin | 242 | 296 | 1,202,654 | 252,889 | 77,225 | 872,540 | 0 | 15,759,671 |
| Wyoming | 112 | 122 | 313,480 | 242,341 | 23,969 | 43,000 | 4,170 | 2,442,171 |
| Total | 16,060 | 24,430 | 186,220,738 | 14,259,578 | 4,776,843 | 165,568,064 | 1,616,253 | 3,100,761,752 |

Note: Table is based on all reported grants

Source: Data provided by Jeffrey Love, National Assembly of State Arts Agencies (NASAA), Final Descriptive Reports, Fiscal Year 1987, Washington, D.C., table IA.

Table 1-22b.

State Arts Agencies data on number of grantees and amount of grants by type of grantee:
FY 1987 awarded grants

| Description | Number of grantees | Grant amount spent | Artists participating | Total income | BSG share | SAA share | Other NEA | Other share |
|-----------------------------------------|--------------------|--------------------|-----------------------|---------------|------------|------------|-----------|-------------|
| | | | | | | | | |
| Individual-artist | 1,419 | 3,997,060 | 6,451 | 6,120,251 | 964,564 | 2,783,224 | 151,672 | 97,600 |
| Individual-non-artist | 36 | 92,387 | 976 | 379,535 | 39,961 | 42,426 | 10,000 | 0 |
| Performing group, | 2,088 | 32,236,161 | 141,918 | 547,326,975 | 3,063,820 | 29,035,130 | 93,554 | 43,657 |
| college/university.. | 45 | 196,729 | 2,361 | 1,101,333 | 34,703 | 152,526 | 0 | 9,500 |
| Performing group, | 882 | 3,147,735 | 76,547 | 32,296,694 | 571,177 | 2,524,211 | 30,838 | 21,509 |
| community..... | 173 | 979,521 | 16,371 | 9,583,175 | 151,049 | 806,900 | 20,033 | 1,539 |
| Performing group, for youth..... | 234 | 3,175,047 | 160,920 | 40,855,397 | 226,145 | 2,906,650 | 42,452 | 0 |
| Performance facility.. | 432 | 8,012,738 | 71,425 | 195,699,176 | 651,026 | 7,352,603 | 8,559 | 550 |
| Museum - art..... | 288 | 4,524,179 | 12,145 | 81,963,159 | 120,597 | 4,320,876 | 72,161 | 16,545 |
| Museum - other..... | 248 | 1,410,149 | 50,632 | 10,850,854 | 115,801 | 1,278,818 | 11,039 | 4,500 |
| Gallery/exhibit space... | 21 | 187,702 | 2,366 | 1,390,514 | 18,550 | 169,152 | 0 | 0 |
| Cinema..... | 69 | 243,592 | 4,667 | 1,685,863 | 40,322 | 193,270 | 10,000 | 0 |
| Small press | 66 | 248,470 | 3,810 | 1,603,840 | 18,745 | 227,375 | 0 | 2,350 |
| Literary magazine..... | 364 | 1,826,297 | 41,295 | 28,008,833 | 178,826 | 1,619,160 | 22,042 | 6,269 |
| Fair/festival..... | 767 | 7,079,427 | 93,805 | 84,304,357 | 669,421 | 6,284,206 | 112,490 | 13,310 |
| Arts center..... | 2,314 | 13,812,446 | 556,023 | 86,481,220 | 2,172,457 | 10,340,622 | 934,733 | 364,634 |
| Arts service organization | 876 | 5,477,269 | 81,524 | 36,815,627 | 662,024 | 4,506,636 | 277,873 | 30,736 |
| Union/professional association | 211 | 440,987 | 15,215 | 3,593,081 | 48,043 | 376,154 | 11,900 | 4,890 |
| School district | 669 | 1,454,782 | 7,291 | 3,666,782 | 88,920 | 881,218 | 472,584 | 12,060 |
| School, parent/teacher association..... | 62 | 70,761 | 1,307 | 187,368 | 9,018 | 32,903 | 26,684 | 2,156 |
| School-elder | 947 | 601,450 | 3,473 | 1,265,846 | 38,305 | 339,613 | 212,574 | 10,958 |
| School-middle | 185 | 152,212 | 1,644 | 379,969 | 15,051 | 50,226 | 83,825 | 3,110 |
| School-secondary | 322 | 279,220 | 1,491 | 737,360 | 38,157 | 138,741 | 99,249 | 3,073 |
| School-vocational/technical | 42 | 69,763 | 561 | 409,517 | 7,050 | 52,513 | 10,200 | 0 |
| School | 309 | 1,821,002 | 13,916 | 21,319,861 | 158,953 | 1,611,676 | 45,373 | 5,000 |
| College/university | 1,259 | 4,570,926 | 66,707 | 35,364,336 | 473,085 | 3,885,689 | 177,641 | 34,513 |
| Library | 235 | 422,922 | 3,458 | 9,810,656 | 35,449 | 378,685 | 8,788 | 0 |
| Historical society/committee | 130 | 625,202 | 7,095 | 4,388,916 | 32,556 | 573,233 | 16,413 | 3,000 |
| Humanities council/agency | 25 | 103,323 | 198 | 258,396 | 2,376 | 100,947 | 0 | 0 |
| Foundation | 87 | 1,574,728 | 11,341 | 11,048,591 | 120,056 | 1,453,528 | 836 | 308 |
| Corporation/business | 27 | 123,832 | 938 | 1,062,937 | 6,398 | 101,134 | 1,500 | 14,800 |
| Community service organization..... | 663 | 2,161,843 | 20,077 | 14,115,415 | 245,652 | 1,808,218 | 93,952 | 14,021 |
| Correctional institute | 19 | 50,880 | 341 | 269,557 | 17,050 | 31,625 | 2,205 | 0 |
| Health care facility..... | 52 | 83,532 | 532 | 367,179 | 13,725 | 57,392 | 12,115 | 300 |
| Religious organization | 95 | 115,591 | 2,849 | 392,457 | 18,688 | 95,903 | 1,000 | 0 |
| Senior citizens' center | 26 | 52,781 | 679 | 193,606 | 25,897 | 26,884 | 0 | 0 |
| Parks and recreation | 222 | 476,281 | 9,764 | 5,831,892 | 35,810 | 426,090 | 4,381 | 10,000 |
| Government-executive | 134 | 671,597 | 16,532 | 2,652,835 | 109,688 | 466,569 | 91,070 | 4,270 |
| Government-legislative (house) | 1 | 750 | 63 | 11,878 | 0 | 750 | 0 | 0 |
| Media-periodical.. | 20 | 91,631 | 1,502 | 729,134 | 9,403 | 82,228 | 0 | 0 |
| Media-daily newspaper | 1 | 200 | 0 | 200 | 200 | 0 | 0 | 0 |
| Media-weekly newspaper | 6 | 2,325 | 713 | 4,491 | 2,325 | 0 | 0 | 0 |
| Media-radio..... | 66 | 515,696 | 617,530 | 9,364,339 | 66,085 | 439,111 | 0 | 10,500 |
| Media-television | 42 | 702,459 | 6,869 | 70,219,359 | 28,069 | 646,088 | 1,802 | 26,509 |
| Cultural series organization..... | 382 | 1,751,073 | 22,265 | 24,304,054 | 208,708 | 1,440,527 | 95,473 | 6,095 |
| None of the above | 225 | 922,176 | 14,086 | 8,256,477 | 102,269 | 775,977 | 35,980 | 7,950 |
| Total | 16,886 | 106,556,836 | 2,171,073 | 1,396,673,292 | 11,656,174 | 90,817,407 | 3,303,052 | 780,203 |

Note: Table includes those grants for which data were available on number of grantees, amount spent, artists participating and source of funds. Totals may differ from tables 1-21, 1-22a, and 1-23.

Source: Data provided by Jeffrey Love, National Assembly of State Arts Agencies (NASAA), Final Descriptive Reports Fiscal Year 1987, Washington, D.C., table 1A.

Table 1-23.
State Arts Agencies grant data by type of activity: FY 1987

| Type of activity* | Number of grants | Grant amount spent | Individuals benefiting | Artists participating |
|-------------------------------------------------------|------------------|--------------------|------------------------|-----------------------|
| | | (in dollars) | | |
| Acquisition..... | 47 | 250,404 | 2,169,513 | 1,154 |
| Audience services..... | 54 | 283,508 | 388,341 | 2,293 |
| Award/fellowship..... | 789 | 2,415,214 | 1,939,577 | 5,165 |
| Creation of a work of art..... | 383 | 1,953,262 | 35,028,003 | 7,692 |
| Concert/performance/reading..... | 4,640 | 14,636,281 | 30,782,580 | 172,406 |
| Exhibition..... | 605 | 3,029,129 | 16,564,296 | 61,122 |
| Facilities construction, maintenance, renovation..... | 25 | 106,806 | 512,397 | 2,052 |
| Fair/festival..... | 528 | 2,924,176 | 15,247,343 | 58,528 |
| Identification/documentation..... | 57 | 482,202 | 4,742,098 | 3,921 |
| Institution/organization establishment..... | 13 | 74,996 | 244,315 | 1,148 |
| Institution/organization support..... | 2,167 | 43,347,649 | 240,894,332 | 1,245,859 |
| Institution/class/lecture..... | 811 | 5,705,591 | 6,396,328 | 19,931 |
| Marketing..... | 90 | 319,214 | 3,036,907 | 4,084 |
| Professional support-administrative..... | 327 | 1,987,696 | 20,071,132 | 24,384 |
| Professional support-artists..... | 261 | 1,681,828 | 6,644,135 | 14,042 |
| Recording/filming/taping..... | 72 | 450,736 | 8,491,052 | 2,791 |
| Publication..... | 244 | 987,356 | 4,243,605 | 31,192 |
| Repair/restoration/conservation..... | 39 | 733,363 | 2,024,522 | 1,027 |
| Research/planning..... | 144 | 697,748 | 2,896,062 | 6,662 |
| School residency..... | 1,444 | 3,393,845 | 2,977,035 | 6,160 |
| Other residency..... | 377 | 839,917 | 828,875 | 3,660 |
| Seminar/conference..... | 248 | 491,120 | 1,822,340 | 7,537 |
| Equipment purchase/lease/rental..... | 19 | 60,430 | 455,807 | 372 |
| Distribution of art..... | 45 | 308,626 | 4,643,046 | 14,097 |
| Apprenticeship/internship..... | 99 | 341,746 | 246,211 | 866 |
| Regranting..... | 144 | 1,933,659 | 13,799,912 | 258,165 |
| Translation..... | 2 | 3,357 | 10,100 | 34 |
| Writing about art..... | 8 | 9,515 | 1,874,416 | 595 |
| Other..... | 222 | 2,276,689 | 9,876,456 | 32,994 |
| Total | 13,906 | 91,726,063 | 438,650,556 | 1,989,933 |

*Type of activity is the code that defines what type of project is funded by the State Arts Agency. This table includes those grants and services for which data were available on the type of activity and distributes the grants among the various activities.

Source: Data provided by Jeffrey Love, National Assembly of State Arts Agencies (NASAA), Final Descriptive Reports Fiscal Year 1987, Washington, D.C., table VIA.

Table 1-24a.
Selected characteristics of combined National Endowment for the Arts (NEA), State Arts Agencies, and Regional Arts Agencies support for touring, presenting, and related services: 1981-1984

| | 1981 | | 1982 | | 1983 | | 1984 | |
|------------------------------------------------------------------------|----------|---------|----------|---------|--------|---------|--------|---------|
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| (dollars are in millions) | | | | | | | | |
| Level of support | | | | | | | | |
| Touring..... | 9.9 | 31 | 8.8 | 28 | 7.6 | 25 | 9.0 | 29 |
| Presenting..... | 19.8 | 63 | 21.3 | 66 | 18.1 | 60 | 18.2 | 59 |
| Services..... | 1.8 | 6 | 2.0 | 6 | 4.6 | 15 | 3.8 | 12 |
| Total..... | 31.5 | 100 | 32.1 | 100 | 30.3 | 100 | 31.0 | 100 |
| Distributing agency | | | | | | | | |
| National Endowment for the Arts (NEA)..... | 11.0 | 35 | 10.7 | 33 | 11.4 | 38 | 11.9 | 38 |
| State Arts Agencies (SAA)..... | 17.3 | 55 | 18.4 | 57 | 16.3 | 54 | 16.7 | 54 |
| Regional organizations (RO)..... | 3.2 | 10 | 3.0 | 10 | 2.6 | 8 | 2.4 | 8 |
| Total..... | 31.5 | 100 | 32.1 | 100 | 30.3 | 100 | 31.0 | 100 |
| Origin of funds | | | | | | | | |
| NEA program..... | 14.3 | 45 | 13.6 | 42 | 13.0 | 44 | 13.0 | 42 |
| SAA..... | 11.6 | 37 | 12.7 | 40 | 12.6 | 42 | 13.4 | 43 |
| Basic State Grant (BSG)/Regional Arts Programming Grants (RPG)..... | 3.8 | 12 | 3.7 | 12 | 3.4 | 11 | 3.8 | 12 |
| Other (Private)..... | 1.0 | 3 | 1.4 | 4 | 1.1 | 4 | 0.8 | 3 |
| Total..... | 30.9 (a) | 100 | 31.4 (b) | 98 | 30.3 | 101 | 31.0 | 100 |
| Support by discipline | | | | | | | | |
| Music..... | NA | 27 | NA | 25 | NA | 20 | NA | 25 |
| Dance..... | NA | 23 | NA | 21 | NA | 26 | NA | 25 |
| Multi-disciplinary..... | NA | 14 | NA | 18 | NA | 19 | NA | 17 |
| Theatre..... | NA | 14 | NA | 13 | NA | 13 | NA | 10 |
| Visual Arts..... | NA | 7 | NA | 7 | NA | 7 | NA | 6 |
| Media..... | NA | 5 | NA | 5 | NA | 5 | NA | 5 |
| Opera..... | NA | 4 | NA | 4 | NA | 4 | NA | 4 |
| Literature..... | NA | 3 | NA | 4 | NA | 3 | NA | 3 |
| All others..... | NA | 4 | NA | 3 | NA | 5 | NA | 7 |

NA - Number not presented in report.

Note: Percent may not total 100 because of rounding.

(a) FY 1981 responses were incomplete. FY 1981 total support, \$0.6 million of \$31.5, could not be attributed by source.

(b) FY 1982 responses were incomplete. FY 1982 total support, \$0.7 million of \$32.1, could not be attributed by source.

Source: National Endowment for the Arts, "Preliminary report of the NEA/NASAA Touring and Presenting Survey," special tabulations, Washington, D.C., May 1986, pp. 1-5.

Methodological note: A study was conducted by the National Endowment for the Arts and the National Assembly of State Arts Agencies (NASAA) of support provided for touring, presenting, and related services over a four-year period from FY 1981 through FY 1984. Initiated as part of an effort to clarify policy at the Federal level and to examine the interaction among the Federal, State and regional levels in support of these activities, the study resulted in an earlier report (August 1983) covering FY 1981 and FY 1982 only. With the addition of data for two subsequent years, it was possible to take a relatively "long-term" view of public support patterns during a period of great concern about the stability of the touring and presenting marketplace.

Table 1-24b.
National Endowment for the Arts program support for touring and presenting, by discipline: 1981-1984

| | 1981 | 1982 | 1983 | 1984 |
|------------------------------------------------|------------|------------|---------------|----------------|
| (in dollars) | | | | |
| Total (direct and through other arts agencies) | | | | |
| Dance..... | 5,026,504 | 3,552,563 | 3,431,576 (a) | 4,045,279 (a) |
| Expansion (EX) arts..... | 515,602 | 296,950 | 532,830 | 670,450 |
| Folk arts..... | 348,048 | 238,220 | 177,800 | 361,500 |
| Inter-arts..... | 1,868,822 | 2,966,570 | 2,901,430 (a) | 2,462,000 (a) |
| Literature..... | 615,940 | 996,315 | 645,065 | 549,325 |
| Media arts..... | 1,362,667 | 1,135,230 | 1,043,150 | 1,074,160 |
| Museum..... | 703,830 | 467,030 | 751,580 | 507,760 |
| Music..... | 2,435,125 | 2,053,670 | 1,963,995 | 2,555,655 |
| Opera/music theatre..... | 384,500 | 445,500 | 351,000 | 371,269 |
| Theatre..... | 1,640,737 | 918,732 | 883,400 | 724,695 |
| Visual arts..... | 223,800 | 7,500 | 19,000 | 48,883 |
| Total..... | 15,125,575 | 13,078,280 | 12,700,826 | 13,470,976 (b) |
| Direct | | | | |
| Dance..... | 2,475,323 | 1,921,830 | 3,131,576 | 3,694,779 |
| Expansion (EX) arts..... | 475,678 | 296,950 | 532,830 | 670,450 |
| Folk arts..... | 310,498 | 178,670 | 161,300 | 313,000 |
| Inter-arts..... | 1,805,822 | 2,868,965 | 2,482,230 | 1,983,400 |
| Literature..... | 556,575 | 906,600 | 557,685 | 511,810 |
| Media arts..... | 1,348,667 | 1,135,230 | 1,030,150 | 1,059,160 |
| Museum..... | 541,690 | 404,190 | 688,860 | 467,760 |
| Music..... | 2,413,125 | 1,942,070 | 1,844,395 | 2,418,355 |
| Opera/music theatre..... | 278,500 | 237,500 | 301,000 | 310,250 |
| Theatre..... | 597,696 | 766,732 | 682,000 | 459,695 |
| Visual arts..... | 223,800 | 7,500 | 19,000 | 23,883 |
| Total..... | 11,027,374 | 10,666,237 | 11,431,026 | 11,912,542 |

Note: See table 1-24 for methodological note.

(a) D/I/S Grants are equally apportioned to the Dance and Inter-Arts programs.

(b) In addition to categories listed the total includes a special \$100,000 grant from the State support services category of State programs in FY 1984.

Source: National Endowment for the Arts, "Preliminary Report of the NEA/NASAA Touring and Presenting Survey," special tabulations, Washington, D.C., May 1986, p. 13.

Table 1-25a.

National Assembly of Local Arts Agencies (NALAA) membership survey results, biographical sketch: 1989

| | Local Arts Agencies (N = 71) | |
|----------------------------------------------|------------------------------|---------|
| | Number | Percent |
| Type of agency | | |
| Private LAA's..... | 53 | 74.6 |
| Public LAA's..... | 18 | 25.4 |
| Private LAA's with official designation..... | 21 | 29.6 |
| Staffing | | |
| Professional LAA's with some staff..... | 65 | 91.5 |
| LAA's with full time staff..... | 45 | 63.4 |
| LAA's with part time staff..... | 50 | 70.4 |
| Arts in education | | |
| Develop arts curriculum for schools..... | 10 | 14.1 |
| Artist-in-Residency programs..... | 37 | 52.1 |
| Artist-in-Residency-non-ed setting..... | 19 | 26.7 |
| Organizational advocacy..... | 23 | 32.4 |
| Facility management and development | | |
| Alternative housing..... | 0 | 0 |
| Sales facilities..... | 8 | 11.3 |
| Performance facilities..... | 11 | 15.5 |
| Exhibition facilities..... | 26 | 36.6 |
| Grantmaking | | |
| Grantmaking..... | 36 | 50.7 |
| Grants from public funds..... | 28 | 39.4 |
| Grants from private funds..... | 13 | 18.3 |
| Grants to individual artists..... | 11 | 15.5 |
| Grants to major institutions..... | 33 | 46.7 |
| Grants to community arts agencies..... | 29 | 40.8 |
| Total grants awarded..... | 1,892 | |
| Total amount awarded (in dollars)..... | 5,713,377 | |
| Average amount awarded (in dollars)..... | 3,019.76 | |
| Incentive programs | | |
| Art in public places..... | 24 | 33.8 |
| Corp. for art purchase programs..... | 9 | 12.7 |
| Encourage new art and artists..... | 14 | 19.7 |
| Information services | | |
| Arts calendars..... | 41 | 57.7 |
| Newsletters..... | 33 | 46.5 |
| Block booking..... | 11 | 15.5 |
| Box office..... | 6 | 8.4 |
| Artist registry..... | 22 | 31.0 |
| Planning | | |
| Standards or codes of ethics..... | 22 | 31.0 |
| Long range plan..... | 49 | 69.0 |
| 1 year plan..... | 56 | 78.9 |
| Tourism..... | 42 | 59.2 |
| Needs assessment..... | 32 | 45.1 |
| Annual report..... | 37 | 52.1 |
| Presenting | | |
| Art exhibits..... | 49 | 69.0 |
| Performances..... | 43 | 60.6 |
| Festivals..... | 28 | 39.4 |
| United Arts Fundraising | | |
| United Arts Fundraising agents..... | 1 | 1.4 |

Source: Arts for America, the National Assembly of Local Arts Agencies (NALAA), "Preliminary Summary of Data, 1989 NALAA Survey." Data provided by Robert P.D. Duff, coordinator, Data and Information, November 1989.

Methodological Note: Data above are based on results of the Arts for America NALAA 1989 survey of 71 Local Arts Agencies.

Observational Note: Arts for America, the National Assembly of Local Arts Agencies, is a national professional membership organization committed to strengthening and enhancing the field of local arts agencies—arts councils, arts centers, and arts agencies—arts councils, arts centers, and local government arts agencies. Arts for America specializes in providing up-to-date training, information, peer networking and advocacy, and serves as a collective national voice for local arts agencies and the arts at the community level. (Note taken from NALAA brochure.)

Table 1-25b.
National Assembly of Local Arts Agencies (NALAA) membership survey results, financial information: 1989

| Local Arts Agencies (N=71) | | | | |
|---------------------------------------|--------|---------|------------|--------------------------------|
| | Number | Percent | Amount | Average amount per arts agency |
| (in dollars) | | | | |
| Financial information | | | | |
| Operating costs | | | | |
| Total budget | 71 | 100 | 21,270,021 | 299,587.61 |
| Total assets | 39 | 55.0 | 23,718,712 | 608,172.10 |
| Revenue | | | | |
| Total support/revenue | 71 | 100 | 22,121,571 | 311,571.42 |
| Total earned revenue | 57 | 80.3 | 7,713,898 | 135,331.54 |
| Admissions | 31 | 43.7 | 1,636,466 | 52,789.23 |
| Membership | 41 | 57.7 | 631,047 | 15,391.39 |
| Tuition | 17 | 23.9 | 221,325 | 13,019.12 |
| Sales and rentals | 26 | 36.6 | 236,768 | 9,106.46 |
| Contracted services | 23 | 32.4 | 1,113,704 | 48,421.91 |
| Interest | 38 | 53.5 | 215,053 | 5,659.29 |
| Fundraising events | 28 | 39.4 | 355,881 | 12,710.04 |
| Other programs | 21 | 29.6 | 553,509 | 26,357.57 |
| Other revenue | 28 | 39.4 | 2,750,145 | 98,219.46 |
| Private support | | | | |
| Total private support | 55 | 77.5 | 2,762,732 | 50,231.49 |
| Corporate | 43 | 60.6 | 1,280,940 | 29,789.30 |
| Foundation | 32 | 45.1 | 807,368 | 25,230.22 |
| Individual donations | 36 | 50.1 | 674,424 | 18,734.00 |
| Government support | | | | |
| Total government support | 68 | 95.8 | 11,644,724 | 171,245.94 |
| NEA | 15 | 21.1 | 1,180,959 | 78,730.60 |
| Other Federal | 2 | 2.8 | 10,450 | 5,225.00 |
| Regional | 7 | 9.8 | 22,460 | 3,208.57 |
| State Arts Agencies | 58 | 81.7 | 2,181,159 | 37,606.19 |
| Other State | 13 | 18.3 | 819,164 | 63,012.62 |
| Local city | 39 | 54.9 | 2,040,277 | 52,314.79 |
| Local county | 26 | 36.6 | 2,366,874 | 91,033.62 |
| Special funding sources | 8 | 11.3 | 3,023,400 | 377,925.00 |
| Hotel/motel tax | 6 | 8.5 | 2,803,171 | 497,195.17 |
| Hotel/motel tax-area total | 6 | 8.5 | 3,803,171 | 633,861.83 |
| Percent for arts | 2 | 2.8 | 211,700 | 105,850.00 |
| Percent for arts-area total | 5 | 7.0 | 703,700 | 351,850.00 |
| Total in-kind support | 25 | 35.2 | 546,112 | 21,844.48 |
| Total capital funds | 6 | 8.4 | 161,532 | 26,922.00 |
| Total value/LAA facilities | 9 | 12.7 | 13,950,000 | 155,000.00 |
| Financial history | | | | |
| Local government support | | | | |
| Local government support - 1985 | 33 | 46.5 | 5,121,194 | 155,339.21 |
| Local government support - 1986 | 39 | 54.9 | 5,476,979 | 140,435.35 |
| Local government support - 1987 | 49 | 70.4 | 6,144,605 | 125,400.10 |
| Local government support - 1988 | 50 | 70.4 | 6,996,354 | 139,972.08 |
| Local government support - 1989 | 51 | 71.8 | 10,133,338 | 198,692.90 |
| Operating budget | | | | |
| Total operating budget - 1985 | 47 | 66.2 | 14,095,465 | 299,903.51 |
| Total operating budget - 1986 | 59 | 82.1 | 15,185,025 | 257,373.30 |
| Total operating budget - 1987 | 63 | 88.7 | 18,322,043 | 290,826.07 |
| Total operating budget - 1988 | 68 | 95.8 | 20,803,377 | 305,932.01 |
| Total operating budget - 1989 | 68 | 95.8 | 23,554,855 | 346,394.92 |

Note: See table 1-25a for methodological note.

Source: Arts for America, the National Assembly of Local Arts Agencies (NALAA), "Preliminary Summary of Data, 1989 NALAA Survey." Data provided by Robert P.D. Duff, Coordinator, Data and Information, November 1989.

Table 1-25c.
National Assembly of Local Arts Agencies (NALAA) membership survey results,
grantmaking and interest areas: 1989

| Local Arts Agencies (N = 71) | | | | |
|------------------------------------------------------------------|--------|------------------------------------|-----------------------|-----------------------------------|
| | Number | Percent of total | Amount | Average amount per Arts agency |
| Grantmaking | | | | |
| Totals | | | | |
| Total number of grants awarded..... | 36 | 50.7 | (1,892) | (53) |
| Total amount awarded..... | 36 | 50.7 | \$5,713,377 | \$158,704.92 |
| Total number of applications received..... | 33 | 46.5 | (4,451) | (135) |
| Total amount requested..... | 33 | 46.5 | \$10,453,220 | \$316,764.24 |
| Breakdowns | | | | |
| Grants from: | | | | |
| Public funds - number..... | 28 | 39.4 | (1,492) | (53) |
| Public funds - amount..... | 28 | 39.4 | \$5,118,025 | \$182,786.61 |
| Private funds - number..... | 13 | 18.3 | (86) | (37) |
| Private funds - amount..... | 13 | 18.3 | \$595,352 | \$45,796.31 |
| Grants for: | | | | |
| Operating support - number..... | 14 | 19.7 | (121) | (14) |
| Operating support - amount..... | 14 | 19.7 | \$2,609,987 | \$186,427.64 |
| Special projects/programs - number..... | 30 | 42.2 | (1,601) | (52) |
| Special projects/programs - amount..... | 30 | 42.2 | \$2,929,740 | \$97,658.00 |
| Capital projects - number..... | 3 | 4.2 | (11) | (4) |
| Capital projects - amount..... | 3 | 4.2 | \$16,200 | \$5,400.00 |
| Other - number..... | 7 | 9.9 | (46) | (7) |
| Other - amount..... | 7 | 9.9 | \$134,750 | \$19,250.00 |
| Grants to: | | | | |
| Individual artists - number..... | 11 | 15.5 | (130) | (12) |
| Individual artists - amount..... | 11 | 15.5 | \$256,296 | \$23,299.64 |
| Major institutions - number..... | 13 | 18.3 | (72) | (6) |
| Major institutions - amount..... | 13 | 18.3 | \$1,618,061 | \$124,466.23 |
| Community arts organizations - number..... | 29 | 40.8 | (1,239) | (43) |
| Community arts organizations - amount..... | 29 | 40.8 | \$2,791,370 | \$96,254.14 |
| Other - number..... | 12 | 16.9 | (451) | (38) |
| Other - amount..... | 12 | 16.9 | \$1,047,650 | \$87,304.17 |
| Interest areas | | | | |
| | | Percent of respondents involved | Percent interested | |
| AIDS task-force..... | | 0.0 | 9.9 | |
| Arts education..... | | 29.6 | 38.0 | |
| Cultural diversity..... | | 16.9 | 32.4 | |
| Cultural planning..... | | 23.9 | 39.4 | |
| Facilities..... | | 15.5 | 23.9 | |
| Festivals..... | | 18.3 | 22.5 | |
| Government in the arts..... | | 29.6 | 19.7 | |
| Grantmakers..... | | 28.2 | 29.6 | |
| Large audiences..... | | 7.0 | 5.6 | |
| Rural/small communities..... | | 25.4 | 22.5 | |
| State Arts Agencies (SAA) community development coordinator..... | | 4.2 | 7.0 | |
| Statewide assemblies..... | | 15.5 | 7.0 | |
| Boards, trustees, commissioners..... | | 22.5 | 9.0 | |
| Total participating LAA's..... | | 63.4 | 23.9 | |

Note: See table 1-25a for methodological note.

Source: Arts for America, the National Assembly of Local Arts Agencies (NALAA), "Preliminary Summary of Data, 1989 NALAA Survey." Data provided by Robert P.D. Duff, Coordinator, Data and Information, November 1989.

Table 1-25d.
National Assembly of Local Arts Agencies (NALAA) expenditure and revenue distribution:
1989

| | Local arts agencies metro status | | |
|-------------------------|----------------------------------|-----------------|--------------------|
| | Urban (N=26) | Rural (N=28) | Suburban (N=17) |
| | (percent distribution) | | |
| Expenditures | | | |
| Administration..... | 21 | 43 | 39 |
| Program services..... | 44 | 35 | 35 |
| Grantmaking..... | 32 | 13 | 9 |
| Advocacy/other..... | 3 | 9 | 6 |
| Total..... | 100 | 100 | 100 |
| Revenues | | | |
| Earned..... | 37 | 43 | 18 |
| Private support..... | 13 | 13 | 12 |
| Government support..... | 50 | 44 | 70 |
| Total..... | 100 | 100 | 100 |

Source: Arts for America, the National Assembly of Local Arts Agencies (NALAA), "Preliminary Summary of Data, 1989 NALAA Survey," data provided by Robert P.D. Duff, Coordinator, Data and Information, November 1989.

Methodological note: The above figures were tabulated by taking 71 surveys and calculating the average spending and earning totals, and the percentages for each breakdown. From the average totals and the individual percentages, the separate breakdowns were computed. Because the survey requested program services and grantmaking information separately, the grantsmaking was simply subtracted from the program services to obtain separate totals for each. (Note taken from the source above.)

Table 1-26a.
Giving USA data on giving by source: 1955-1988 (current dollars) (continued on next page)

| | Total | Corporations | Foundations | Bequests | Individuals |
|-----------|--------------------------|--------------|-------------|----------|-------------|
| | (in billions of dollars) | | | | |
| 1955..... | 7.70 | 0.415 | 0.30 | 0.24 | 6.75 |
| 1956..... | 8.29 | 0.418 | 0.31 | 0.24 | 7.33 |
| 1957..... | 9.26 | 0.419 | 0.50 | 0.45 | 7.89 |
| 1958..... | 9.50 | 0.395 | 0.51 | 0.45 | 8.15 |
| 1959..... | 10.38 | 0.482 | 0.70 | 0.51 | 8.68 |
| 1960..... | 11.02 | 0.482 | 0.71 | 0.67 | 9.16 |
| 1961..... | 11.56 | 0.412 | 0.70 | 0.95 | 9.50 |
| 1962..... | 11.89 | 0.595 | 0.70 | 0.70 | 9.89 |
| 1963..... | 13.22 | 0.657 | 0.82 | 0.88 | 10.86 |
| 1964..... | 13.70 | 0.729 | 0.83 | 0.95 | 11.19 |
| 1965..... | 14.76 | 0.785 | 1.13 | 1.02 | 11.82 |
| 1966..... | 15.81 | 0.805 | 1.25 | 1.31 | 12.44 |
| 1967..... | 17.04 | 0.830 | 1.40 | 1.40 | 13.41 |
| 1968..... | 18.96 | 1.005 | 1.60 | 1.60 | 14.75 |
| 1969..... | 20.74 | 1.005 | 1.80 | 2.00 | 15.93 |
| 1970..... | 21.02 | 0.797 | 1.90 | 2.13 | 16.19 |
| 1971..... | 23.46 | 0.265 | 1.95 | 3.00 | 17.64 |
| 1972..... | 24.48 | 1.009 | 2.00 | 2.10 | 19.37 |
| 1973..... | 25.71 | 1.174 | 2.00 | 2.00 | 20.53 |
| 1974..... | 26.98 | 1.200 | 2.11 | 2.07 | 21.60 |
| 1975..... | 28.61 | 1.202 | 1.65 | 2.23 | 23.53 |
| 1976..... | 32.01 | 1.487 | 1.90 | 2.30 | 26.32 |
| 1977..... | 35.46 | 1.791 | 2.00 | 2.12 | 29.55 |
| 1978..... | 38.95 | 2.084 | 2.17 | 2.60 | 32.10 |
| 1979..... | 43.36 | 2.288 | 2.24 | 2.24 | 36.59 |
| 1980..... | 48.73 | 2.355 | 2.81 | 2.86 | 40.71 |
| 1981..... | 55.58 | 2.514 | 3.07 | 3.58 | 46.42 |
| 1982..... | 59.80 | 2.906 | 3.16 | 3.21 | 48.52 |
| 1983..... | 64.65 | 3.627 | 3.60 | 3.88 | 53.54 |
| 1984..... | 70.55 | 4.057 | 3.95 | 4.04 | 58.50 |
| 1985..... | 80.31 | 4.472 | 4.90 | 4.77 | 66.17 |
| 1986..... | 91.92 | 4.600 | 5.43 | 5.70 | 76.19 |
| 1987..... | 97.92 | 4.600 | 5.88 | 6.58 | 80.76 |
| 1988..... | 104.37 | 4.750 | 6.13 | 6.79 | 86.70 |

Source: *Giving USA: The Annual Report on Philanthropy for the year 1988*, 1989 Edition (34 Annual Issue), Nathan Weber, editor, Joanne Hayes publisher, AAFRC Trust for Philanthropy, Inc., New York, NY, 1989, table 3.

Methodological note: Estimates of how much Americans contribute to charitable causes and institutions are devised by the AAFRC Trust for Philanthropy from numerous sources, including a specially-commissioned econometric model, nationwide surveys of donors and recipients, and research organizations surveying still other populations. The estimates are revised each year upon the acquisition of more complete data.

Table 1-26a.

Giving USA data on giving by source: 1955-1988 (current dollars) (continued from previous page)

Following is an overview description of the methodology for deriving the estimates of giving by each donor group. Please see source for more complete description.

Giving by Individuals - The estimate of giving by individuals is obtained through a mathematical equation correlating personal giving with five factors which, over time, have demonstrated a statistically significant relationship to the amount of personal contributions. The equation, known as the Personal Giving Estimating Model (PGEM), was developed by Dr. Ralph Nelson of Queens College, City University of New York.

Giving by Bequest - The estimate of giving by bequest is derived from surveys of health, human service, public/society benefit and other organizations conducted by the AAFRC Trust for Philanthropy, research on large bequests to the arts also undertaken by the Trust, and a survey of colleges and universities conducted by the Council for Aid to Education (CFAE).

Giving by Foundations - The estimate of giving by foundations is a projection based on a survey of about 300 representative foundations conducted annually by the AAFRC Trust for Philanthropy, and data provided by The Foundation Center.

Giving by Corporations - The estimate of corporate contributions is developed by the Council for Aid to Education (CFAE), based on three annual surveys: the Survey of Voluntary Support of Education, the Annual Survey of Corporate Contributions (sponsored with, and conducted by, The Conference Board), and a year-end brief survey of 100 pacesetting corporations and corporate foundations).

Table 1-26b.
Giving USA inflation adjusted data on total giving by source: 1955-1988 (constant dollars)

| | Total | Corporations | Foundations | Bequests | Individuals |
|----------------------------------------|-------|--------------|-------------|----------|-------------|
| (in billions of constant 1982 dollars) | | | | | |
| 1955..... | 29.74 | 1.60 | 1.16 | 0.92 | 26.06 |
| 1956..... | 31.06 | 1.57 | 1.14 | 0.90 | 27.45 |
| 1957..... | 33.55 | 1.52 | 1.82 | 1.63 | 28.59 |
| 1958..... | 33.34 | 1.39 | 1.77 | 1.58 | 28.60 |
| 1959..... | 35.41 | 1.65 | 2.40 | 1.75 | 29.62 |
| 1960..... | 36.50 | 1.60 | 2.35 | 2.22 | 30.33 |
| 1961..... | 37.67 | 1.34 | 2.29 | 3.09 | 30.94 |
| 1962..... | 37.86 | 1.89 | 2.23 | 2.23 | 31.50 |
| 1963..... | 41.31 | 2.05 | 2.57 | 2.75 | 33.94 |
| 1964..... | 42.15 | 2.24 | 2.55 | 2.93 | 34.43 |
| 1965..... | 44.44 | 2.36 | 3.40 | 3.07 | 35.60 |
| 1966..... | 46.21 | 2.35 | 3.65 | 3.83 | 36.37 |
| 1967..... | 48.27 | 2.35 | 3.97 | 3.97 | 37.99 |
| 1968..... | 51.51 | 2.73 | 4.35 | 4.35 | 40.08 |
| 1969..... | 53.72 | 2.60 | 4.66 | 5.18 | 41.27 |
| 1970..... | 51.64 | 1.96 | 4.67 | 5.23 | 39.78 |
| 1971..... | 54.42 | 2.01 | 4.52 | 6.96 | 40.93 |
| 1972..... | 54.28 | 2.24 | 4.43 | 4.66 | 42.15 |
| 1973..... | 54.24 | 2.48 | 4.22 | 4.22 | 43.32 |
| 1974..... | 52.59 | 2.34 | 4.11 | 4.04 | 42.11 |
| 1975..... | 51.46 | 2.16 | 2.97 | 4.01 | 42.32 |
| 1976..... | 53.52 | 2.49 | 3.18 | 3.85 | 44.01 |
| 1977..... | 54.72 | 2.76 | 3.09 | 3.27 | 45.60 |
| 1978..... | 55.81 | 2.99 | 3.11 | 3.72 | 45.99 |
| 1979..... | 57.34 | 3.03 | 2.96 | 2.95 | 48.40 |
| 1980..... | 58.09 | 2.81 | 3.35 | 3.41 | 48.52 |
| 1981..... | 60.03 | 2.71 | 3.32 | 3.87 | 50.13 |
| 1982..... | 59.80 | 2.91 | 3.16 | 5.21 | 48.52 |
| 1983..... | 60.87 | 3.42 | 3.39 | 3.65 | 50.41 |
| 1984..... | 63.21 | 3.64 | 3.54 | 3.62 | 52.42 |
| 1985..... | 68.76 | 3.83 | 4.20 | 4.08 | 56.65 |
| 1986..... | 75.10 | 3.76 | 4.44 | 4.66 | 62.25 |
| 1987..... | 76.72 | 3.61 | 4.61 | 5.16 | 63.34 |
| 1988..... | 78.12 | 3.56 | 4.59 | 5.08 | 64.90 |

Source: Giving USA: The Annual Report on Philanthropy for the year 1988, 1989 Edition (34 Annual Issue), Nathan Weber, editor, Joanne Hayes publisher, AAFRC Trust for Philanthropy, Inc., New York, NY, 1989, table 4.

Table 1-26c.
Giving USA data on giving by use: 1955-1988 (current dollars)

| | Total | Religion | Education | Health | Human services | Arts, culture & humanities | Public/society benefit | All other uses |
|----------------------------------|--------|----------|-----------|--------|----------------|----------------------------|------------------------|----------------|
| (in billions of current dollars) | | | | | | | | |
| 1955..... | 7.70 | 3.48 | 0.77 | 0.82 | 1.68 | 0.349 | 0.225 | 0.376 |
| 1956..... | 8.29 | 3.93 | 1.04 | 0.89 | 1.60 | 0.322 | 0.250 | 0.258 |
| 1957..... | 9.26 | 4.19 | 0.87 | 0.99 | 1.70 | 0.359 | 0.279 | 0.872 |
| 1958..... | 9.50 | 4.34 | 1.09 | 1.02 | 1.66 | 0.353 | 0.272 | 0.765 |
| 1959..... | 10.38 | 4.76 | 1.16 | 1.11 | 1.63 | 0.397 | 0.290 | 1.033 |
| 1960..... | 11.02 | 5.01 | 1.26 | 0.95 | 1.63 | 0.408 | 0.314 | 1.448 |
| 1961..... | 11.56 | 5.23 | 1.38 | 1.09 | 1.69 | 0.415 | 0.318 | 1.437 |
| 1962..... | 11.89 | 5.45 | 1.52 | 1.25 | 1.77 | 0.410 | 0.312 | 1.178 |
| 1963..... | 13.22 | 5.84 | 1.68 | 1.35 | 1.97 | 0.485 | 0.374 | 1.521 |
| 1964..... | 13.70 | 6.14 | 1.85 | 1.55 | 1.92 | 0.435 | 0.387 | 1.418 |
| 1965..... | 14.76 | 6.72 | 2.01 | 1.60 | 2.07 | 0.436 | 0.380 | 1.544 |
| 1966..... | 15.81 | 7.22 | 2.06 | 1.69 | 2.01 | 0.536 | 0.390 | 1.904 |
| 1967..... | 17.04 | 7.58 | 2.13 | 1.91 | 2.07 | 0.559 | 0.411 | 2.380 |
| 1968..... | 18.96 | 8.42 | 2.38 | 2.08 | 2.31 | 0.604 | 0.428 | 2.738 |
| 1969..... | 20.74 | 9.02 | 2.54 | 2.31 | 2.71 | 0.718 | 0.561 | 2.881 |
| 1970..... | 21.02 | 9.34 | 2.60 | 2.40 | 2.92 | 0.663 | 0.455 | 2.642 |
| 1971..... | 23.46 | 10.07 | 2.75 | 2.61 | 3.01 | 1.01 | 0.684 | 3.326 |
| 1972..... | 24.48 | 10.10 | 2.98 | 2.80 | 3.16 | 1.10 | 0.820 | 3.520 |
| 1973..... | 25.71 | 10.53 | 3.10 | 3.10 | 3.07 | 1.26 | 0.620 | 4.030 |
| 1974..... | 26.98 | 11.84 | 3.05 | 3.37 | 3.02 | 1.20 | 0.670 | 3.830 |
| 1975..... | 28.61 | 12.81 | 2.83 | 3.61 | 2.94 | 1.56 | 0.790 | 4.070 |
| 1976..... | 32.01 | 14.18 | 3.28 | 3.92 | 3.02 | 2.27 | 1.03 | 4.310 |
| 1977..... | 35.46 | 16.98 | 3.62 | 4.09 | 3.57 | 2.32 | 1.22 | 3.660 |
| 1978..... | 38.95 | 18.35 | 4.11 | 4.52 | 3.87 | 2.40 | 1.08 | 4.620 |
| 1979..... | 43.36 | 20.17 | 4.54 | 4.94 | 4.48 | 2.73 | 1.23 | 5.270 |
| 1980..... | 48.73 | 22.23 | 4.96 | 5.34 | 4.91 | 3.15 | 1.46 | 6.680 |
| 1981..... | 55.58 | 25.05 | 5.77 | 5.79 | 5.62 | 3.66 | 1.79 | 7.900 |
| 1982..... | 59.80 | 28.06 | 6.00 | 6.15 | 6.33 | 4.96 | 1.68 | 6.620 |
| 1983..... | 64.65 | 31.84 | 6.65 | 6.68 | 7.16 | 4.21 | 1.89 | 6.220 |
| 1984..... | 70.55 | 35.43 | 7.29 | 6.84 | 7.88 | 4.50 | 1.94 | 6.670 |
| 1985..... | 80.31 | 37.46 | 8.17 | 7.72 | 8.50 | 5.08 | 2.22 | 11.160 |
| 1986..... | 91.92 | 41.68 | 9.39 | 8.44 | 9.13 | 5.83 | 2.38 | 15.070 |
| 1987..... | 97.82 | 44.54 | 9.84 | 9.22 | 9.84 | 6.31 | 2.70 | 15.370 |
| 1988..... | 104.37 | 48.21 | 9.78 | 9.52 | 10.49 | 6.82 | 3.02 | 16.530 |

Source: Giving USA: The Annual Report on Philanthropy for the year 1988, 1989 Edition (34 Annual Issue), Nathan Weber, editor, Joanne Hayes, publisher, AAFRC Trust for Philanthropy, Inc., New York, NY, 1989, table 5.

Methodological note: Estimates of how much Americans contribute to charitable causes and institutions are devised by the AAFRC Trust for Philanthropy from numerous sources, including a specially-commissioned econometric model, nationwide surveys of donors and recipients, and research organizations surveying still other populations. The estimates are revised each year upon the acquisition of more complete data.

Estimates of giving to specified users are based on a variety of studies conducted within each of the areas. See source for detailed description of sources of estimates.

Table 1-26d.
Giving USA inflation adjusted data on giving by use: 1955-1988 (constant 1982 dollars)

| | Total | Religion | Education | Health | Human services | Arts, culture & humanities | Public/society benefit | All other uses |
|----------------------------------------|-------|----------|-----------|--------|----------------|----------------------------|------------------------|----------------|
| (in billions of constant 1982 dollars) | | | | | | | | |
| 1955..... | 29.73 | 13.44 | 2.97 | 3.17 | 6.49 | 1.35 | 0.87 | 1.45 |
| 1956..... | 31.05 | 14.72 | 3.90 | 3.33 | 5.99 | 1.21 | 0.94 | 0.97 |
| 1957..... | 33.55 | 15.18 | 3.15 | 3.59 | 6.16 | 1.30 | 1.01 | 3.16 |
| 1958..... | 33.33 | 15.23 | 3.82 | 3.58 | 5.82 | 1.24 | 0.95 | 2.68 |
| 1959..... | 35.43 | 16.25 | 3.96 | 3.79 | 5.56 | 1.35 | 0.99 | 3.53 |
| 1960..... | 36.49 | 16.59 | 4.17 | 3.15 | 5.40 | 1.35 | 1.04 | 4.79 |
| 1961..... | 37.65 | 17.04 | 4.50 | 3.55 | 5.50 | 1.35 | 1.04 | 4.68 |
| 1962..... | 37.87 | 17.36 | 4.84 | 3.98 | 5.64 | 1.31 | 0.99 | 3.75 |
| 1963..... | 41.31 | 18.25 | 5.25 | 4.22 | 6.16 | 1.52 | 1.17 | 4.75 |
| 1964..... | 42.15 | 18.89 | 5.69 | 4.77 | 5.91 | 1.34 | 1.19 | 4.36 |
| 1965..... | 44.46 | 20.24 | 6.05 | 4.82 | 6.23 | 1.31 | 1.14 | 4.65 |
| 1966..... | 46.23 | 21.11 | 6.02 | 4.94 | 5.88 | 1.57 | 1.14 | 5.57 |
| 1967..... | 48.27 | 21.47 | 6.03 | 5.41 | 5.86 | 1.58 | 1.16 | 6.74 |
| 1968..... | 51.52 | 22.88 | 6.47 | 5.65 | 6.28 | 1.64 | 1.16 | 7.44 |
| 1969..... | 53.73 | 23.37 | 6.58 | 5.98 | 7.02 | 1.86 | 1.45 | 7.46 |
| 1970..... | 51.65 | 22.95 | 6.39 | 5.90 | 7.17 | 1.63 | 1.12 | 6.49 |
| 1971..... | 54.43 | 23.36 | 6.38 | 6.06 | 6.98 | 2.34 | 1.59 | 7.72 |
| 1972..... | 54.28 | 22.39 | 6.61 | 6.21 | 7.01 | 2.44 | 1.82 | 7.80 |
| 1973..... | 54.24 | 22.22 | 6.54 | 6.54 | 6.48 | 2.66 | 1.31 | 8.50 |
| 1974..... | 52.59 | 23.08 | 5.95 | 6.57 | 5.89 | 2.34 | 1.31 | 7.47 |
| 1975..... | 51.46 | 23.04 | 5.09 | 6.49 | 5.29 | 2.31 | 1.42 | 7.32 |
| 1976..... | 53.53 | 23.71 | 5.48 | 6.56 | 5.05 | 3.80 | 1.72 | 7.21 |
| 1977..... | 54.72 | 26.20 | 5.59 | 6.31 | 5.51 | 3.58 | 1.88 | 5.65 |
| 1978..... | 55.80 | 26.29 | 5.89 | 6.48 | 5.54 | 3.44 | 1.55 | 6.62 |
| 1979..... | 57.35 | 26.68 | 6.01 | 6.53 | 5.93 | 3.61 | 1.63 | 6.97 |
| 1980..... | 58.08 | 26.50 | 5.91 | 6.36 | 5.85 | 3.75 | 1.74 | 7.96 |
| 1981..... | 60.02 | 27.05 | 6.23 | 6.25 | 6.07 | 3.95 | 1.93 | 8.53 |
| 1982..... | 59.80 | 28.06 | 6.00 | 6.15 | 6.33 | 4.96 | 1.68 | 6.62 |
| 1983..... | 60.88 | 29.98 | 6.26 | 6.29 | 6.74 | 3.96 | 1.78 | 5.86 |
| 1984..... | 63.22 | 31.75 | 6.53 | 6.13 | 7.06 | 4.03 | 1.74 | 5.98 |
| 1985..... | 68.76 | 32.07 | 6.99 | 6.61 | 7.28 | 4.35 | 1.90 | 9.55 |
| 1986..... | 75.10 | 34.05 | 7.67 | 6.90 | 7.46 | 4.76 | 1.94 | 12.31 |
| 1987..... | 76.72 | 34.93 | 7.72 | 7.23 | 7.72 | 4.95 | 2.12 | 12.05 |
| 1988..... | 78.12 | 36.09 | 7.32 | 7.13 | 7.85 | 5.10 | 2.26 | 12.37 |

Source: Giving USA: The Annual Report on Philanthropy for the Year 1988, 1989 Edition (34 Annual Issue), Nathan Weber, editor, Joanne Hayes, publisher, AAFRC Trust for Philanthropy, Inc., New York, NY, 1989, table 6.

Table 1-26e.
Giving U.S.A. data on the distribution of contributions of \$1 million and above by source and use: 1988

| A. Distribution of large gifts from individuals (\$1 million and above) | | | C. Distribution of large foundation grants* (\$1 million and above) | | |
|----------------------------------------------------------------------------|--------------|------------------|---------------------------------------------------------------------|--------------|------------------|
| Use | Amount | Percent of total | Use | Amount | Percent of total |
| | (in dollars) | | | (in dollars) | |
| Religion..... | 0 | 0 | Religion..... | 0 | 0 |
| Education..... | 477,852,092 | 76.0 | Education..... | 517,383,819 | 73.7 |
| Health..... | 130,750,000 | 20.8 | Health..... | 66,249,545 | 9.4 |
| Human service..... | 1,500,000 | 0.2 | Human service..... | 21,056,000 | 3.0 |
| Arts, culture & humanities..... | 18,000,000 | 2.9 | Arts, culture & humanities..... | 16,200,000 | 3.0 |
| Public/society benefit..... | 1,000,000 | 0.2 | Public/society benefit..... | 34,950,000 | 5.0 |
| All other uses..... | 0 | 0 | All other uses..... | 46,201,745 | 6.6 |
| Total..... | 629,102,092 | 100 | Total..... | 702,041,109 | 100 |
| B. Distribution of large bequests (\$1 million and above) | | | D. Distribution of large corporate gifts (\$1 million and above) | | |
| Use | Amount | Percent of total | Use | Amount | Percent of total |
| | (in dollars) | | | (in dollars) | |
| Religion..... | 0 | 0 | Religion..... | 0 | 0 |
| Education..... | 72,091,387 | 81.0 | Education..... | 117,641,327 | 91.3 |
| Health..... | 1,900,000 | 2.1 | Health..... | 4,850,000 | 3.8 |
| Human service..... | 0 | 0 | Human service..... | 1,000,000 | 0.8 |
| Arts, culture, & humanities..... | 15,000,000 | 16.9 | Arts, culture & humanities..... | 3,400,000 | 2.6 |
| Public/society benefit..... | 0 | 0 | Public/society benefit..... | 1,000,000 | .8 |
| All other uses..... | 0 | 0 | All other uses..... | 1,000,000 | .8 |
| Total..... | 88,991,387 | 100 | Total..... | 128,891,327 | 100 |

* Excluding corporate foundations

Source: Giving USA. *The Annual report on Philanthropy for the Year 1988*, 1989 Edition (34 Annual Issue), Nathan Weber, editor; Joanne Hayes, publisher, AAFRC Trust for Philanthropy, Inc., New York, NY, 1989, tables 10, 12, 18 and 21.

Table 1-27.
Foundation funding trends: 1980-1988

| Category | 1980 | | 1982 | | 1984 | | 1985 | | 1986 | | 1987 | | 1988 | |
|----------------------------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| (dollars are in thousands) | | | | | | | | | | | | | | |
| Cultural activities... | 160,794 | 13.5 | 208,717 | 14.0 | 229,020 | 14.0 | 294,236 | 14.6 | 327,031 | 14.7 | 388,672 | 15.0 | 417,058 | 14.5 |
| Education..... | 266,431 | 22.4 | 355,631 | 24.9 | 285,587 | 17.4 | 337,925 | 16.8 | 485,303 | 21.9 | 451,914 | 17.5 | 491,876 | 17.1 |
| Health..... | 298,519 | 25.1 | 312,069 | 20.9 | 390,445 | 23.7 | 473,790 | 23.5 | 454,445 | 20.5 | 599,530 | 23.1 | 580,616 | 20.2 |
| Religion..... | 28,719 | 2.4 | 27,907 | 1.9 | 38,351 | 2.3 | 38,261 | 1.9 | 27,111 | 1.3 | 43,308 | 1.7 | 57,352 | 2.0 |
| Science..... | 75,466 | 6.4 | 96,281 | 6.5 | 122,880 | 7.5 | 177,454 | 8.9 | 142,214 | 6.4 | 194,489 | 7.4 | 266,652 | 9.3 |
| Social science..... | 67,977 | 5.7 | 102,363 | 6.9 | 126,326 | 7.6 | 169,162 | 8.3 | 194,723 | 8.8 | 212,929 | 8.2 | 280,904 | 9.8 |
| Welfare..... | 292,493 | 24.5 | 387,278 | 25.9 | 454,101 | 27.5 | 522,574 | 26.2 | 585,819 | 26.4 | 698,154 | 26.9 | 778,078 | 27.0 |
| Total..... | 1,190,800 | 100.0 | 1,490,246 | 100.0 | 1,646,711 | 100.0 | 2,013,401 | 100.0 | 2,216,647 | 100.0 | 2,588,996 | 100.0 | 2,872,536 | 100.0 |

Note: Represents about 40 percent of total foundation funding.

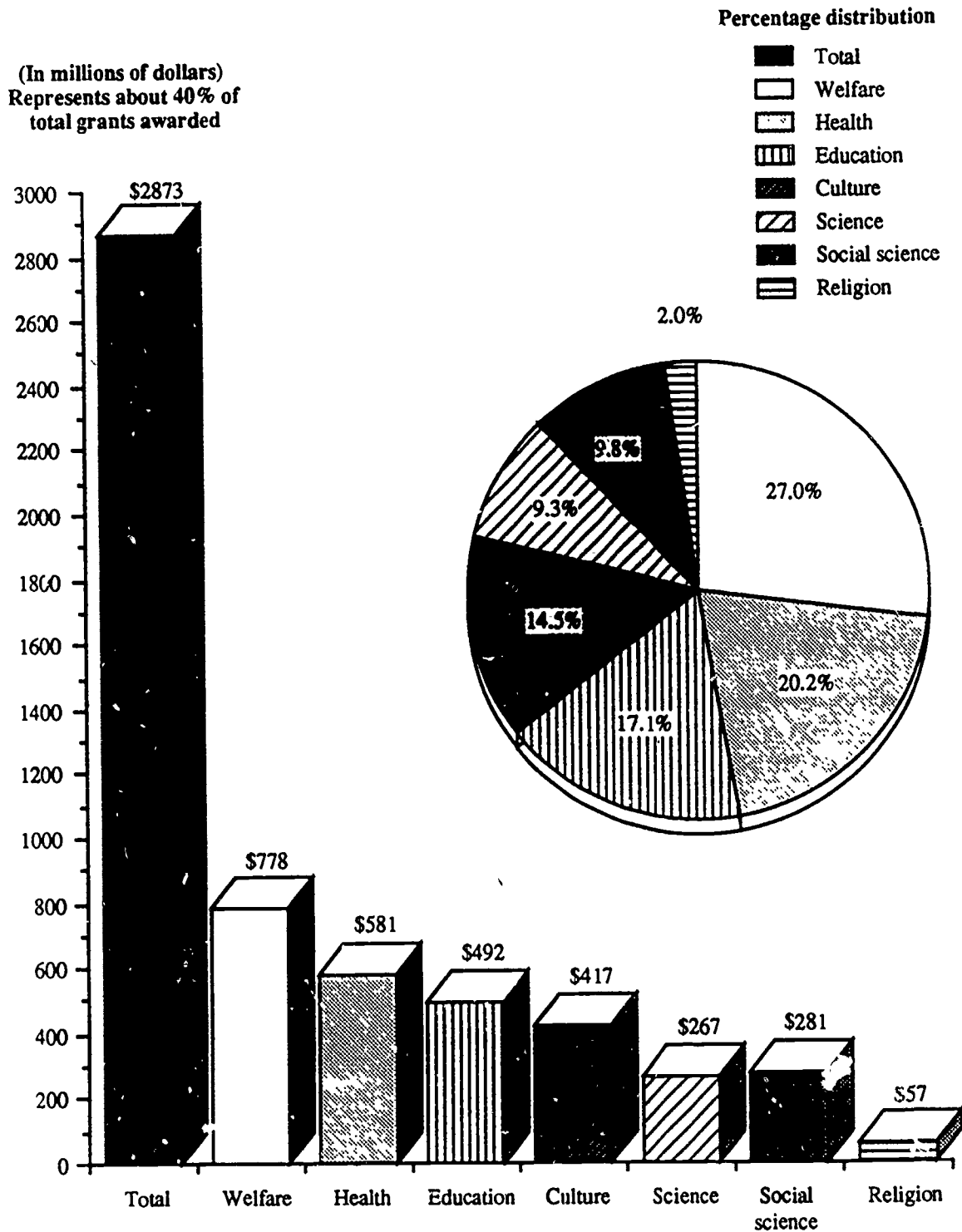
Source: The Foundation Center, The Foundation Grants Index, New York, NY, 1989, table 37, p. xiv. (Copyright)

Methodological note: Current sampling base for The Foundation Center's grants analysis covers grants of \$5,000 or more awarded by 459 foundations, including the 100 largest foundations by total giving. These 459 grantmakers represent less than 2 percent of the total number of active, grantmaking foundations in the nation, but they account for over 40 percent of the private and community foundation grant dollars awarded in 1985. This analysis provides some insight into the grantmaking activities of smaller foundations based on a limited sample, as well as a reliable overview of the grantmaking patterns of the nation's largest foundations. The sample is heavily weighted toward large foundations. Foundations with assets of \$100 million or more account for 71.2 percent of the total dollar value of grants the 1986 Index, and 38.6 percent of the total number of grants. Foundations with assets of less than \$10 million constitute only 4.9 percent of the total grant dollars and 15.5 percent of the total number of grants. While the Index includes only 1.8 percent of all foundations, grant dollar amounts represent 91.6 percent of grant dollars awarded by foundations with assets of \$50 million and more. Note taken from The Foundation Directory, New York, NY, 1987.

100

100

Chart 1-11.
Foundation grants by subject field: 1988



Note: Covers grants of \$5000 or more in size. Based on 459 foundations which represented about 40 percent of all grant dollars awarded by private foundations in 1988.

Source: The Foundation Center; See table 1-27 for full citation.

Table 1-28.
Distribution of foundation grants for cultural activities: 1982-1988

| Cultural activities | Dollar value of grants* | | | | | | | | | |
|------------------------------------|----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | 1982 | | 1984 | | 1986 | | 1987 | | 1988 | |
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| | (dollars are in thousands) | | | | | | | | | |
| General..... | 37,171 | 2.5 | 44,899 | 2.7 | 84,180 | 3.8 | 101,135 | 3.9 | 128,593 | 4.5 |
| Art and architecture.. | 57,376 | 3.9 | 50,481 | 3.1 | 68,675 | 3.1 | 72,828 | 2.8 | 83,339 | 2.9 |
| History..... | 17,496 | 1.2 | 21,262 | 1.3 | 34,000 | 1.5 | 32,386 | 1.3 | 29,930 | 1.0 |
| Language and literature..... | 12,374 | 0.8 | 14,610 | 0.9 | 26,213 | 1.2 | 42,284 | 1.6 | 27,379 | 1.0 |
| Media and communications..... | 28,296 | 1.9 | 24,557 | 1.5 | 29,275 | 1.3 | 38,003 | 1.5 | 48,518 | 1.7 |
| Music..... | 35,676 | 2.4 | 44,101 | 2.7 | 48,617 | 2.2 | 49,515 | 1.9 | 46,491 | 1.6 |
| Theatre and dance..... | 20,329 | 1.4 | 29,109 | 1.8 | 36,071 | 1.6 | 52,522 | 2.0 | 52,808 | 1.8 |
| Total for cultural activities..... | 208,717 | 14.1 | 229,020 | 14.0 | 327,031 | 14.7 | 388,672 | 15.0 | 417,058 | 14.5 |
| | Number of grants | | | | | | | | | |
| General..... | 778 | 2.9 | 1,181 | 3.5 | 1,779 | 4.4 | 1,900 | 4.4 | 1,858 | 4.3 |
| Art and architecture.. | 683 | 2.5 | 761 | 2.2 | 1,012 | 2.5 | 1,080 | 2.5 | 987 | 2.3 |
| History..... | 401 | 1.5 | 496 | 1.5 | 672 | 1.7 | 694 | 1.6 | 670 | 1.6 |
| Language and literature..... | 347 | 1.3 | 487 | 1.4 | 612 | 1.5 | 620 | 1.4 | 587 | 1.4 |
| Media and communications..... | 563 | 2.1 | 577 | 1.7 | 648 | 1.6 | 710 | 1.6 | 734 | 1.7 |
| Music..... | 892 | 3.3 | 1,082 | 3.2 | 1,296 | 3.2 | 1,361 | 3.2 | 1,237 | 2.9 |
| Theatre and dance..... | 771 | 2.8 | 958 | 2.8 | 1,315 | 3.2 | 1,532 | 3.6 | 1,445 | 3.4 |
| Total for cultural activities..... | 4,435 | 16.4 | 5,542 | 16.3 | 7,334 | 18.1 | 7,897 | 18.3 | 7,518 | 17.6 |

Note: Represents about 40 percent of foundation giving. See table 1-27 for distribution of foundation grants by major category and for methodological note.

*Due to rounding, figures may not add to total shown.

Source: The Foundation Center, The Foundation Grants Index, New York, NY, 1989, table 36, pp. xii, xiii. (Copyright)

Table 1-29.
Subject focus of grants awarded by size of foundation: 1988

| Subject | Dollar value of grants | | | | Number of grants | | | |
|--------------------------------|-------------------------|---------|-----------------------|---------|-------------------------|---------|-----------------------|---------|
| | 100 largest foundations | | 304 other foundations | | 100 largest foundations | | 304 other foundations | |
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| Cultural activities | | | | | | | | |
| General..... | 81,428,002 | 3.7 | 47,164,833 | 7.3 | 986 | 4.2 | 872 | 4.4 |
| Art and architecture..... | 63,493,374 | 2.8 | 19,845,696 | 3.1 | 531 | 2.3 | 456 | 2.3 |
| History..... | 20,255,833 | 0.9 | 9,674,279 | 1.5 | 343 | 1.5 | 327 | 1.7 |
| Language and literature..... | 18,569,612 | 0.8 | 8,809,469 | 1.4 | 296 | 1.3 | 291 | 1.5 |
| Media and communications.... | 39,415,361 | 1.8 | 9,102,718 | 1.4 | 384 | 1.6 | 350 | 1.8 |
| Music..... | 26,294,684 | 1.2 | 20,196,614 | 3.1 | 614 | 2.6 | 623 | 3.2 |
| Theatre and dance..... | 32,869,768 | 1.5 | 19,937,930 | 3.1 | 701 | 3.0 | 744 | 3.8 |
| Total for cultural activities. | 282,326,634 | 12.7 | 134,731,539 | 20.9 | 3,855 | 16.5 | 3,663 | 18.7 |

Note: Represents about 40 percent of foundation giving. See table 1-27 for distribution of foundation grants by major category and for methodological note.

Source: The Foundation Center, The Foundation Grants Index, New York, NY, 1989, table 11, p. xix. (Copyright)

Table 1-30.

Distribution of foundation grant dollars for cultural activities by type of foundation: 1988

| Subject | Community foundations | | Company-sponsored foundations | | Independent foundations | |
|-------------------------------------------|-----------------------|-------------|-------------------------------|-------------|-------------------------|-------------|
| | Dollar value | Percent | Dollar value | Percent | Dollar value | Percent |
| Cultural activities | | | | | | |
| General..... | 8,864,913 | 6.7 | 12,875,445 | 3.9 | 106,782,977 | 4.4 |
| Art and architecture..... | 3,441,652 | 2.6 | 9,454,232 | 2.9 | 6,567,507 | 2.8 |
| History..... | 1,708,882 | 1.3 | 2,912,948 | 0.9 | 24,266,502 | 1.0 |
| Language and literature..... | 1,703,712 | 1.3 | 3,456,169 | 1.1 | 21,835,722 | 0.9 |
| Media and communications.... | 1,398,227 | 1.1 | 4,760,888 | 1.5 | 42,328,964 | 1.8 |
| Music..... | 4,087,865 | 3.1 | 10,079,003 | 3.1 | 32,324,430 | 1.3 |
| Theatre and dance..... | 6,386,817 | 4.8 | 6,487,932 | 2.0 | 39,932,949 | 1.7 |
| Total for cultural activities..... | 27,592,068 | 20.9 | 50,026,617 | 15.4 | 334,039,051 | 13.9 |

Note: Represents about 40 percent of total foundation giving. See table 1-27 for distribution of foundation grants by major category and for methodological note.

Source: The Foundation Center, The Foundation Grants Index, New York, NY, 1989, table 14, p. xxi. (Copyright)

Table 1-31.
Distribution of foundation grants by recipient organization type: 1982-1988

| | Dollar value of grants | | | | | | | | | |
|------------------------------------------|----------------------------|---------|---------|---------|---------|---------|---------|---------|-----------|---------|
| | 1982 | | 1984 | | 1986 | | 1987 | | 1988 | |
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| | (dollars are in thousands) | | | | | | | | | |
| Educational institutions | 634,450 | 42.5 | 578,089 | 35.1 | 851,103 | 38.4 | 948,954 | 36.7 | 1,028,878 | 35.8 |
| Private universities and colleges..... | 345,366 | 23.1 | 278,919 | 16.9 | 463,828 | 20.9 | 467,051 | 18.0 | 449,039 | 15.6 |
| Public universities and colleges..... | 127,045 | 8.5 | 138,943 | 8.4 | 174,870 | 7.9 | 245,792 | 9.5 | 299,787 | 10.4 |
| Graduate schools..... | 84,741 | 5.7 | 106,281 | 6.5 | 143,820 | 6.5 | 167,157 | 6.5 | 200,728 | 7.0 |
| Junior/community colleges..... | 4,388 | 0.3 | 7,082 | 0.4 | 8,635 | 0.4 | 7,599 | 0.3 | 7,301 | 0.3 |
| Schools..... | 72,909 | 4.9 | 46,863 | 2.9 | 59,950 | 2.7 | 61,355 | 2.4 | 72,023 | 2.5 |
| Direct service agencies..... | 276,505 | 18.5 | 353,694 | 21.5 | 483,085 | 21.8 | 547,993 | 21.2 | 684,687 | 23.8 |
| Hospitals and medical care facilities... | 120,452 | 8.1 | 114,161 | 6.9 | 137,683 | 6.2 | 154,602 | 6.0 | 150,181 | 5.2 |
| Research institutes..... | 77,373 | 5.2 | 147,311 | 8.9 | 201,005 | 9.1 | 272,644 | 10.5 | 335,914 | 11.7 |
| Associations and professional societies. | 94,834 | 6.3 | 148,212 | 9.0 | 214,654 | 9.7 | 273,724 | 10.6 | 354,429 | 12.3 |
| Museums and historical societies..... | 88,175 | 5.9 | 90,908 | 5.5 | 124,927 | 5.6 | 158,911 | 6.1 | 181,529 | 6.3 |
| Performing arts groups..... | 60,611 | 4.1 | 75,598 | 4.6 | 96,064 | 4.3 | 114,952 | 4.4 | 111,034 | 3.9 |
| Government agencies..... | 47,394 | 3.2 | 51,960 | 3.2 | 70,833 | 3.2 | 91,184 | 3.5 | 92,765 | 3.2 |
| Community funds..... | 42,983 | 2.9 | 64,978 | 3.9 | 79,565 | 3.6 | 80,729 | 3.1 | 78,778 | 2.7 |
| Libraries..... | 26,511 | 1.8 | 24,621 | 1.5 | 68,196 | 3.1 | 64,612 | 2.5 | 71,806 | 2.5 |
| Churches and temples..... | 24,800 | 1.7 | 22,939 | 1.4 | 18,759 | 0.8 | 23,846 | 0.9 | 25,438 | 0.9 |
| | Number of grants | | | | | | | | | |
| Educational institutions | 8,316 | 30.6 | 9,887 | 29.1 | 11,294 | 27.9 | 11,671 | 27.2 | 11,471 | 26.6 |
| Private universities and colleges..... | 3,919 | 14.4 | 4,210 | 12.4 | 4,890 | 12.1 | 4,934 | 11.5 | 4,805 | 11.2 |
| Public universities and colleges..... | 1,724 | 6.4 | 2,492 | 7.3 | 2,852 | 7.0 | 3,089 | 7.2 | 3,115 | 7.2 |
| Graduate schools..... | 1,114 | 4.1 | 1,585 | 4.7 | 1,581 | 3.9 | 1,674 | 3.9 | 1,513 | 3.5 |
| Junior/community colleges..... | 91 | 0.3 | 186 | 0.5 | 245 | 0.6 | 257 | 0.6 | 218 | 0.5 |
| Schools..... | 1,468 | 5.4 | 1,414 | 4.2 | 1,726 | 4.3 | 1,717 | 4.0 | 1,820 | 4.2 |
| Direct service agencies..... | 7,981 | 29.4 | 9,673 | 28.4 | 12,875 | 31.8 | 13,489 | 31.3 | 14,077 | 32.7 |
| Hospitals and medical care facilities... | 1,560 | 6.1 | 1,903 | 5.6 | 2,033 | 5.0 | 2,021 | 4.7 | 1,983 | 4.6 |
| Research institutes..... | 1,101 | 4.1 | 1,453 | 4.3 | 2,174 | 5.4 | 2,194 | 5.1 | 2,312 | 5.4 |
| Associations and professional societies. | 2,600 | 9.6 | 3,904 | 11.5 | 5,242 | 12.9 | 5,964 | 13.9 | 5,910 | 13.7 |
| Museums and historical societies..... | 1,134 | 4.2 | 1,300 | 3.8 | 1,824 | 4.5 | 2,001 | 4.7 | 1,870 | 4.3 |
| Performing arts groups..... | 1,668 | 6.1 | 2,031 | 6.0 | 2,721 | 6.7 | 3,030 | 7.0 | 2,880 | 6.7 |
| Government agencies..... | 669 | 2.5 | 947 | 2.8 | 1,141 | 2.8 | 1,225 | 2.8 | 1,316 | 3.1 |
| Community funds..... | 718 | 2.7 | 1,079 | 3.2 | 1,261 | 3.1 | 1,139 | 2.6 | 1,110 | 2.6 |
| Libraries..... | 370 | 1.4 | 421 | 1.2 | 570 | 1.4 | 559 | 1.3 | 523 | 1.2 |
| Churches and temples..... | 572 | 2.1 | 745 | 2.2 | 542 | 1.3 | 649 | 1.5 | 826 | 1.9 |

Note: Represents about 40 percent of foundation giving. Grants may support multiple recipient types, i.e., an award to a university library, and would thereby be counted twice. See table 1-27 for methodological notes.

Source: The Foundation Center, The Foundation Grants Index, New York, NY, 1989, table 8, pp. siv, xv. (Copyright)

Table 1-32.

Growth of United Arts Funds (UAF's), selected years: 1965-1988

| Year | Number of United Arts Funds | Dollars raised (current) | Dollars raised (constant 1985 dollars) |
|-----------|-----------------------------|--------------------------|----------------------------------------|
| | | | (in millions) |
| 1965..... | 12 | 2.52 | 8.6 |
| 1970..... | 18 | 7.15 | 19.81 |
| 1975..... | 31 | 14.39 | 28.78 |
| 1980..... | 48 | 25.74 (a) | 33.72 |
| 1983..... | 57 | 42.31 (b) | 45.69 |
| 1984..... | 58 | 47.48 (c) | 49.38 |
| 1985..... | 60 | 51.50 (d) | 51.50 |
| 1988..... | 61 | 67.60 (e) | 61.48 |

(a) Totals for 43 UAF's in 1960 and 1982. Binghamton, NY and Winston-Salem, NC conducted three-year combined UA/capital fund drives which raised an additional \$10.64 million in 1980-82.

(b) Totals for 50 UAF's.

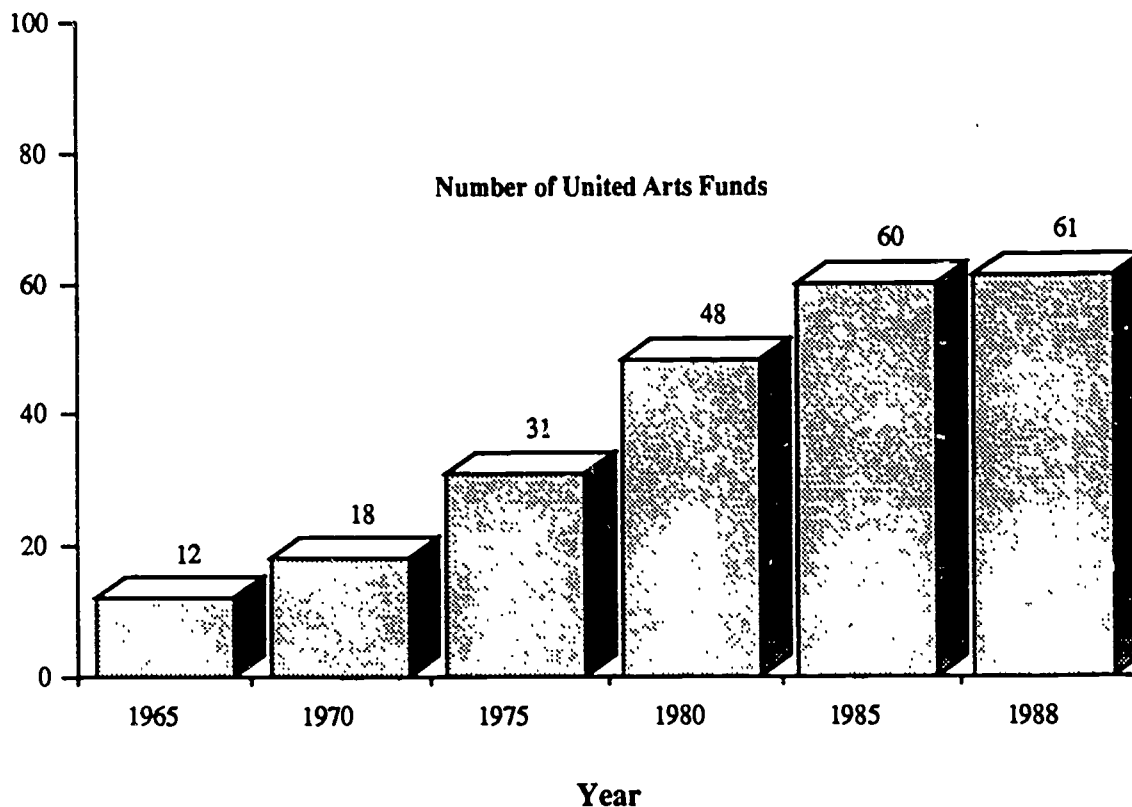
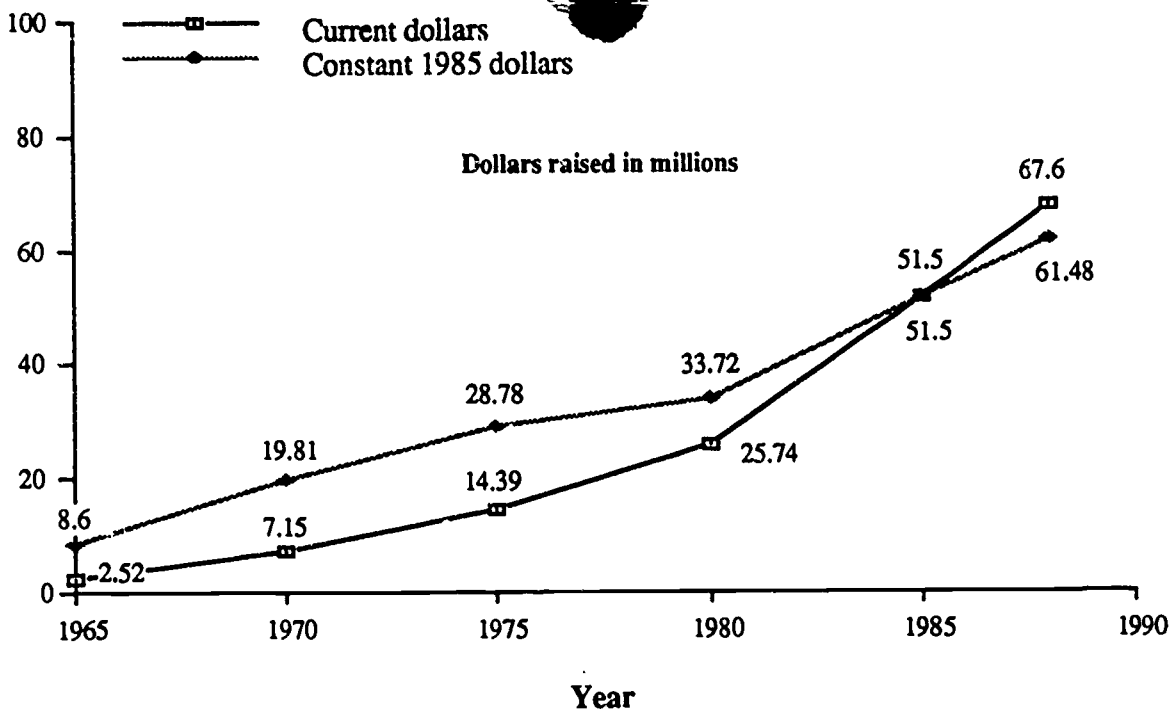
(c) Totals for 49 UAF's. Additionally, Catawba County, NC raised \$2.86 million in a combined UAF/capital fund drive.

(d) Totals for 57 UAF's.

(e) Total for 61 UAF's.

Source: American Council for the Arts, United Arts Fundraising, 1988, New York, NY, 1989, figure 1, p. 1. (Copyright)

Chart 1-12.
Growth of United Arts Funds: 1965-1988



Source: American Council for the Arts; See table 1-32 for full citation.

Table 1-33.
Selected characteristics of United Arts Funds (UAF's) campaigns: 1988
 (continued on next page)

| Types of campaigns (N=61) | Number of United Arts Funds* having type of campaigns |
|-------------------------------|----------------------------------------------------------|
| Business..... | 61 |
| Corporate-only campaigns..... | 7 |
| Workplace solicitation..... | 20 |
| Payroll deduction..... | 15 |
| Government | |
| Included in campaign..... | 19 |
| Private foundations..... | 36 |
| Special events..... | 17 |

| Procedures used to distribute funds (N=61) | Number of United Arts Funds using procedures |
|-----------------------------------------------------|-------------------------------------------------|
| Review by United Arts Board or Board committee..... | 30 |
| Review by independent committee..... | 6 |
| Review by United Arts Fund Staff..... | 1 |

| Percent of goal raised (N=61) | Number of United Arts Funds specified percent of goal |
|-------------------------------|----------------------------------------------------------|
| <90..... | 7 |
| 90<95..... | 8 |
| 95<100..... | 6 |
| 100<105..... | 24 |
| 105<110..... | 3 |
| >110..... | 1 |

*A fund may have more than one type of campaign and procedures for fund distribution.

Table 1-33.

Selected characteristics of United Arts Funds (UAF's) campaigns: 1988
(continued from previous page)

| Amount of contribution by source (N=61) | Thousands of dollars | Percent of total | Average percent |
|-----------------------------------------|-------------------------|---------------------|--------------------|
| Corporate..... | 31,345.3 | 50.9 | 53.9 |
| Individuals..... | 19,967.5 | 32.0 | 32.3 |
| Government..... | 4,122.4 | 6.6 | 23.1 |
| Private foundations..... | 4,750.1 | 7.6 | 13.7 |
| Special events..... | 1,396.5 | 2.2 | 5.5 |
| Corporate matching gifts..... | 806.3 | 1.3 | 1.7 |
| Total..... | 62,388.1 | 100 | 100 |

| Mean size of gifts by profession | Number of United Arts Funds reporting | Average gift in dollars |
|----------------------------------|------------------------------------------|----------------------------|
| Physicians..... | 18 | 124.87 |
| Attorneys..... | 22 | 137.28 |
| Accountants..... | 21 | 233.38 |
| Investment Professionals..... | 11 | 152.64 |
| Realtors..... | 12 | 129.95 |

Source: American Council for the Arts, United Arts Fundraising 1988, New York, NY, 1989, figures 3, 5, 11, 13, and 16, pp. 3, 4, 6, 7, and 8. (Copyright)

Methodological note: United Arts Funds are service organizations which raise money for the operating support of at least three separate arts organizations. The monies raised are then allocated among these groups according to a predetermined method. Some groups also set aside a portion of the funds to be awarded for project grants. Such collective efforts may represent groups within a community or an arts center, or may be conducted on behalf of a particular art form. Since the first United Arts Fund was created in 1949, these organizations have grown in number at an accelerated pace, particularly since 1965, when 12 organizations raised a combined \$2.52 million for the arts. The data in the tables are based on information received from 61 of the 64 United Arts Funds which conducted campaigns in 1988.

Table 1-34.
Top ten cities for selected aspects of United Arts Fund raising: 1988

| Top ten cities | Total dollars raised (in thousands) | Top ten cities | Percent of goal raised |
|----------------------------|----------------------------------------|---------------------------|---------------------------|
| 1. Music Center (LA)..... | 13025.1 | 1. Battle Creek, MI..... | 121.8 |
| 2. Lincoln Center, NY..... | 5181.9 | 2. St. Joseph, MO..... | 107.6 |
| 3. Milwaukee, WI..... | 5110.6 | 3. Charlotte, NC..... | 105.7 |
| 4. Cincinnati, OH..... | 4519.4 | 4. Ft. Wayne, IN..... | 105.4 |
| 5. Atlanta, GA..... | 3200.0 | 5. Memphis, TN..... | 104.8 |
| 6. Louisville, KY..... | 3075.0 | 6. Canton, OH..... | 104.5 |
| 7. St. Louis, MO..... | 2486.0 | 7. Winston-Salem, NC..... | 104.3 |
| 8. Birmingham, AL..... | 2005.0 | 8. Louisville, KY..... | 102.5 |
| 9. Charlotte, NC..... | 1903.3 | 9. Mobile, AL..... | 102.4 |
| 10. Omaha, NE..... | 1882.3 | 10. Asheville, NC..... | 102.3 |

| Top ten cities | Per capita giving (in dollars) | Top ten cities | Total dollars raised from business (in thousands) |
|---------------------------|-----------------------------------|---------------------------|------------------------------------------------------|
| 1. Winston-Salem, NC..... | 5.63 | 1. Music Center (LA)..... | 5596.2 |
| 2. Louisville, KY..... | 4.39 | 2. Lincoln Center..... | 4812.7 |
| 3. Charlotte, NC..... | 4.14 | 3. Milwaukee, WI..... | 2246.2 |
| 4. Chattanooga, TN..... | 3.53 | 4. Hartford, CT..... | 2516.2 |
| 5. High Point, NC..... | 3.31 | 5. Cincinnati, OH..... | 1500.8 |
| 6. Omaha, NE..... | 3.05 | 6. Seattle, WA..... | 1397.0 |
| 7. Greensboro, NC..... | 3.04 | 7. St. Louis, MO..... | 1339.0 |
| 8. Battle Creek, MI..... | 3.01 | 8. Louisville, KY..... | 1222.5 |
| 9. Birmingham, AL..... | 2.93 | 9. Omaha, NE..... | 1183.3 |
| 10. Durham, NC..... | 2.65 | 10. Charlotte, NC..... | 941.1 |

| Top ten cities | Amount raised compared to United Way (percent) | Top ten cities | Dollars raised from individuals (in thousands) |
|---------------------------|------------------------------------------------------|----------------------------|------------------------------------------------------|
| 1. Parkersburg, WV..... | 34.7 | 1. Music Center, LA..... | 5660.9 |
| 2. Milwaukee, WI..... | 24.6 | 2. Cincinnati, OH..... | 2698.4 |
| 3. Orlando, FL..... | 21.5 | 3. Milwaukee, WI..... | 2247.4 |
| 4. Ft. Wayne, IN..... | 17.8 | 4. Louisville, MO..... | 1599.5 |
| 5. Winston-Salem, NC..... | 17.5 | 5. St. Louis, MO..... | 986.0 |
| 6. Music Center, LA..... | 15.6 | 6. Charlotte, NC..... | 953.9 |
| 7. Omaha, NE..... | 15.2 | 7. St. Paul, MN..... | 641.5 |
| 8. Charlotte, NC..... | 13.5 | 8. Dayton, OH..... | 603.6 |
| 9. Birmingham, AL..... | 13.4 | 9. Ft. Worth, TX..... | 529.2 |
| 10. Chattanooga, TN..... | 12.6 | 10. Winston-Salem, NC..... | 462.5 |

Source: American Council for the Arts, United Arts Fundraising, 1988, New York, NY, 1989, figures 8, 9, 11, 12, 13, and 14, pp. 5-7.
 (Copyright)

Table 1-35.

Total corporate contributions and estimated corporate contributions to the arts: 1975-1988

| Year | Total contributed | Contributions as percentage of pretax net income | Percentage of total contributions given to arts (a) | Estimated amount given to the arts (b) |
|-----------|-----------------------|--------------------------------------------------|-----------------------------------------------------|----------------------------------------|
| | (dollars in billions) | | | (dollars in millions) |
| 1975..... | 1.20 | 0.91 | 7.5 | 90 |
| 1976..... | 1.49 | 0.89 | 8.2 | 122 |
| 1977..... | 1.79 | 0.89 | 9.0 | 161 |
| 1978..... | 2.08 | 0.89 | 10.1 | 211 |
| 1979..... | 2.29 | 0.89 | 9.9 | 227 |
| 1980..... | 2.36 | 0.99 | 10.9 | 257 |
| 1981..... | 2.51 | 1.11 | 11.9 | 299 |
| 1982..... | 2.91 | 1.71 | 11.4 | 331 |
| 1983..... | 3.63 | 1.75 | 11.4 | 413 |
| 1984..... | 4.06 | 1.69 | 10.7 | 434 |
| 1985..... | 4.47 | 1.99 | 11.1 | 496 |
| 1986..... | 4.60 | 1.95 | 11.9 | 547 |
| 1987..... | 4.60 | 1.66 | 10.8 | 496 |
| 1988..... | 4.75 | 1.55 | NA | NA |

NA - Not available.

(a) Based on a sample of corporations giving over \$100,000. Composition of sample varies from year to year (see table 1-36).

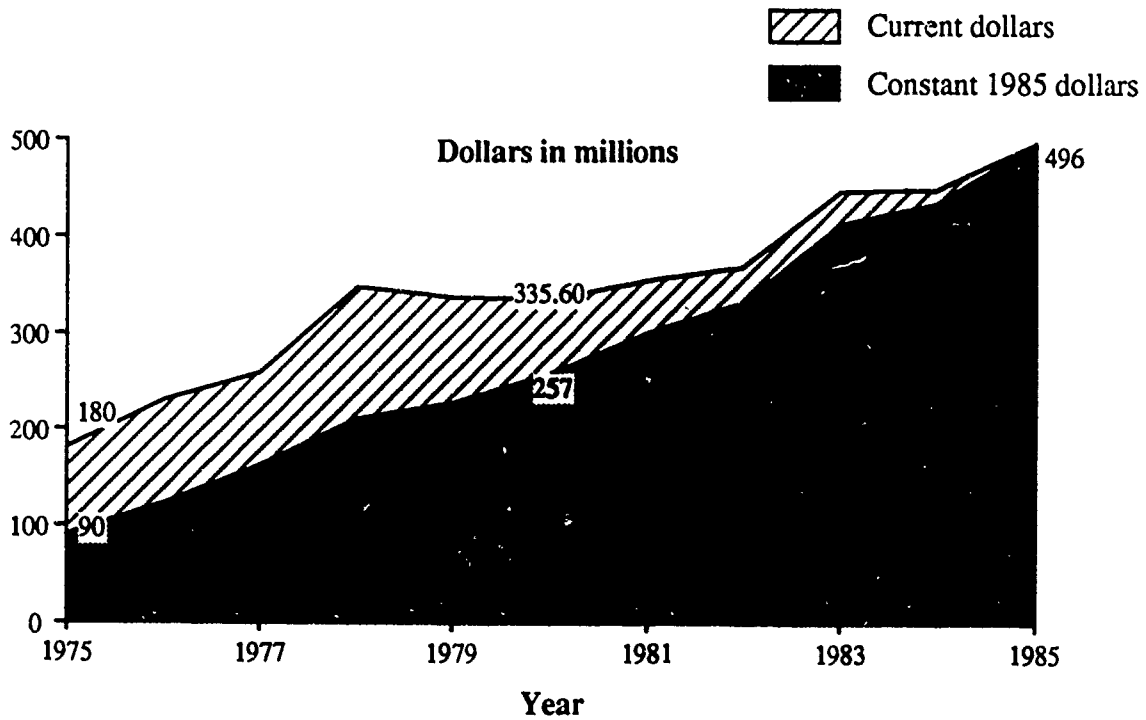
(b) Calculated based on a total contributions and estimated percent given to arts. Changes may reflect differences in the sample for the year on which percentages are based.

Source: Data from 1975-1983 are taken from Michael Useem, "Trends and Preferences in Corporate Support for the Arts," in Guide to Corporate Giving in the Arts: 4, Robert Porter, editor, American Council for the Arts, New York, NY, 1987, table 1, p. x. Data for 1984 to 1988 are taken from the original sources: Conference Board, Annual Survey of Corporate Contributions, 1989 Edition Conference Board, New York, 1989, and from Giving USA, American Association of Fund Raising Counsels (AAFRC) Trust for Philanthropy, New York, NY, 1989, p. 68.

Observational note: The linkage of company giving to earnings is a product of the way large firms generally set their contributions level. The size of the budget is often keyed to the previous year's before-tax earnings. During the 1970's, companies typically allocated about 1 percent of their pretax income to nonprofit causes. In the 1980's, however, the 1 percent convention was gradually supplanted by a 2 percent rule. Thus, when a company's pretax profits rose by \$1 million, its contributions budget typically mirrored the growth, with some 2 percent (\$20,000) added to the annual giving total. Of course when a bad year followed a good year, the reverse prevailed as well. This note is taken from Guide to Corporate Giving in the Arts as cited above.



Chart 1-13.
Corporate contributions to the arts: 1975-1985



Source: Michael Useem, "Trends and Preferences in Corporate Support for the Arts";
See table 1-35 for full citation.

Table 1-36.
Beneficiaries of corporate support: 1978-1987 (continued on next page)

| | 1987 325 companies | | 1986 370 companies | | 1985 436 companies | | 1984 415 companies | | 1983 471 companies | |
|------------------------------------------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------------|---------------------|
| | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total |
| Health and Human Services | | | | | | | | | | |
| Federated giving..... | 203,582 | 12.3 | 225,944 | 13.5 | | | 193,891 | 13.4 | | |
| Hospitals..... | 31,071 | 1.9 | 27,620 | 1.6 | | | 31,758 | 2.2 | | |
| Matching gifts for health and human services..... | 4,439 | 0.3 | 5,527 | 0.3 | | | 3,565 | 0.2 | | |
| All other health and human services..... | 146,441 | 8.8 | 167,320 | 10.0 | | | 128,626 | 8.9 | | |
| Subcategories unspecified..... | 61,982 | 3.9 | 42,239 | 2.5 | | | 42,107 | 2.9 | | |
| Total health and human services..... | 450,515 | 27.2 | 468,650 | 28.0 | 494,109 | 29.2 | 399,948 | 27 | 267,300 | 28.7 |
| Education | | | | | | | | | | |
| Higher education..... | 290,873 | 17.5 | 400,405 | 23.9 | | | 287,775 | 19.6 | | |
| Precollege education..... | 25,232 | 1.5 | 30,873 | 1.8 | | | 22,366 | 1.5 | | |
| Scholarships and fellowships | 39,934 | 2.4 | 37,145 | 2.2 | | | 22,991 | 1.6 | | |
| Education-related organizations..... | 33,779 | 2.0 | 30,688 | 1.8 | | | 28,774 | 2.0 | | |
| Matching gifts for education. | 108,257 | 6.5 | 107,436 | 6.4 | | | 75,994 | 5.3 | | |
| Other..... | 64,951 | 3.9 | 44,932 | 2.7 | | | 70,221 | 4.0 | | |
| Subcategories unspecified..... | 47,121 | 2.8 | 66,704 | 4.0 | | | 57,949 | 4.0 | | |
| Total education..... | 610,146 | 36.8 | 717,983 | 42.9 | 650,005 | 36.3 | 561,670 | 38.9 | 498,800 | 39.0 |
| Culture and Art | | | | | | | | | | |
| Matching gifts for culture and art..... | 13,601 | 0.8 | 14,782 | 0.9 | | | 8,928 | 0.6 | | |
| All other culture and art..... | 151,533 | 9.1 | 144,953 | 8.7 | | | 123,233 | 8.5 | | |
| Subcategories unspecified..... | 13,471 | 0.8 | 39,019 | 2.3 | | | 22,549 | 1.6 | | |
| Total culture and art..... | 178,605 | 10.8 | 198,754 | 11.9 | 187,536 | 11.1 | 154,711 | 10.7 | 145,200 | 11.4 |
| Civic and Community | | | | | | | | | | |
| Public policy organizations..... | 22,004 | 1.3 | 15,711 | 0.9 | | | 15,334 | 1.1 | | |
| Community improvement..... | 53,356 | 3.2 | 72,622 | 4.3 | | | 62,034 | 4.3 | | |
| Environment and ecology..... | 44,026 | 2.7 | 35,953 | 2.1 | | | 97,113 | 6.7 | | |
| Justice and law..... | 6,808 | 0.4 | 7,033 | 0.4 | | | 6,109 | 0.4 | | |
| Housing..... | 6,395 | 0.4 | 8,237 | 0.5 | | | 14,378 | 1.0 | | |
| Other..... | 61,956 | 3.7 | 35,155 | 2.1 | | | 44,028 | 3.0 | | |
| Subcategories unspecified..... | 41,580 | 2.5 | 45,678 | 2.7 | | | 32,606 | 2.3 | | |
| Total civic and community..... | 236,124 | 14.2 | 220,479 | 13.2 | 279,508 | 16.5 | 271,602 | 18.8 | 188,800 | 14.8 |
| Other | | | | | | | | | | |
| Total other..... | 182,992 | 11.0 | 68,119 | 4.1 | 83,549 | 4.9 | 56,383 | 3.9 | 78,000 | 6.7 |
| Grand total..... | 1,658,382 | 100.0 | 1,673,985 | 100.0 | 1,694,707 | 100.0 | 1,444,313 | 100.0 | 1,278,100 | 100.0 |

Table 1-36.
Beneficiaries of corporate support: 1978-1987 (continued from previous page)

| | 1982 534 companies | | 1981 788 companies | | 1980 732 companies | | 1979 786 companies | | 1978 750 companies | |
|--------------------------------------------------------------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------------|---------------------|
| | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total | Thousands of dollars | Percent of total |
| Health and Human Services | | | | | | | | | | |
| Federated giving..... | 182,384 | 14.2 | | | 170,652 | 17.2 | | | 142,085 | 20.5 |
| Hospitals..... | 37,679 | 2.9 | | | 40,911 | 4.1 | | | 30,686 | 4.4 |
| Matching gifts for health and human services..... | 2,157 | 0.2 | | | 749 | 0.1 | | | 292 | 0.0 |
| All other health and human services..... | 175,087 | 13.7 | | | 91,697 | 9.2 | | | 62,956 | 9.1 |
| Subcategories unspecified..... | 0.0 | 0.0 | | | 33,857 | 3.4 | | | 19,832 | 2.0 |
| Total health and human services..... | 397,307 | 31.0 | 393,309 | 33.6 | 337,866 | 34.0 | 292,641 | 35.0 | 255,851 | 36.9 |
| Education: | | | | | | | | | | |
| Higher education..... | 259,294 | 20.2 | | | 197,143 | 19.8 | | | 143,485 | 20.7 |
| Precollege education..... | 14,028 | 1.1 | | | 9,287 | 0.9 | | | 5,209 | 0.8 |
| Scholarships and fellowships. Education-related organizations..... | 34,568 | 2.7 | | | 31,180 | 3.1 | | | 20,353 | 2.9 |
| Matching gifts for education. Other..... | 52,054 | 4.1 | | | 33,305 | 3.3 | | | 23,075 | 3.3 |
| Subcategories unspecified..... | 76,364 | 6.0 | | | 48,821 | 4.9 | | | 27,081 | 3.9 |
| Total education..... | 40,908 | 3.2 | | | 21,464 | 2.2 | | | 17,649 | 2.5 |
| | 44,997 | 3.5 | | | 34,647 | 3.5 | | | 19,408 | 2.8 |
| Total education..... | 522,213 | 40.7 | 429,810 | 36.7 | 375,847 | 37.8 | 314,845 | 37.7 | 256,260 | 37.0 |
| Culture and Art | | | | | | | | | | |
| Matching gifts for culture and art..... | 4,312 | 0.3 | | | 2,065 | 0.2 | | | 402 | 0.1 |
| All other culture and art..... | 120,972 | 9.4 | | | 95,608 | 9.6 | | | 63,665 | 9.0 |
| Subcategories unspecified..... | 20,554 | 1.6 | | | 11,000 | 1.1 | | | 5,239 | 0.9 |
| Total culture and art..... | 145,838 | 11.4 | 139,620 | 11.9 | 108,673 | 10.9 | 82,509 | 9.9 | 70,006 | 10.1 |
| Civic and Community | | | | | | | | | | |
| Public policy organizations..... | 15,220 | 1.2 | | | 16,031 | 1.6 | | | 7,921 | 1.1 |
| Community improvement..... | 48,214 | 3.8 | | | 47,034 | 4.7 | | | 28,779 | 4.2 |
| Environment and ecology..... | 13,783 | 1.1 | | | 10,794 | 1.1 | | | 11,190 | 1.6 |
| Justice and law..... | 7,001 | 0.5 | | | 6,065 | 0.6 | | | 3,317 | 0.5 |
| Housing..... | 12,751 | 0 | | | 7,711 | 0.8 | | | 5,627 | 0.8 |
| Other..... | 27,683 | 2.2 | | | 14,863 | 1.5 | | | 11,714 | 1.7 |
| Subcategories unspecified..... | 24,600 | 1.9 | | | 14,290 | 1.4 | | | 10,464 | 1.5 |
| Total civic and community..... | 149,252 | 11.6 | 136,647 | 11.7 | 116,788 | 11.7 | 97,345 | 11.6 | 79,012 | 11.4 |
| Other | | | | | | | | | | |
| Total other..... | 66,998 | 5.2 | 71,304 | 6.1 | 55,451 | 5.6 | 48,256 | 5.8 | 32,043 | 4.6 |
| Grand total..... | 1,281,608 | 100.0 | 170,690 | 100.0 | 994,625 | 100.0 | 835,596 | 100.0 | 693,172 | 100.0 |

Notes: When data for 1967 were collected, many of the subcategories of the five beneficiaries of corporate support were combined to reduce the complexity of reporting and to provide a clear summary of the major subcategories. The data from every other year prior to 1985 has been restated to correspond to the combined subcategories introduced in 1987. Subcategories may not add to totals due to rounding.

Source: Conference Board, *Survey of Corporate Contributions*, 1989 Edition, New York, 1989, table 16.

Table 1-36.

Beneficiaries of corporate support: 1978-1987 (continued from previous page)

Methodological note: Sample. The Survey of Corporate Contributions studies the contributions practices of companies with major charitable giving programs—programs which donate at least \$100,000 annually—which, in general, operate according to established guidelines for giving; and have some institutional continuity. Such major programs tend to be found among the largest companies, and therefore, the sample for the survey is based on lists of the largest U.S. corporations.

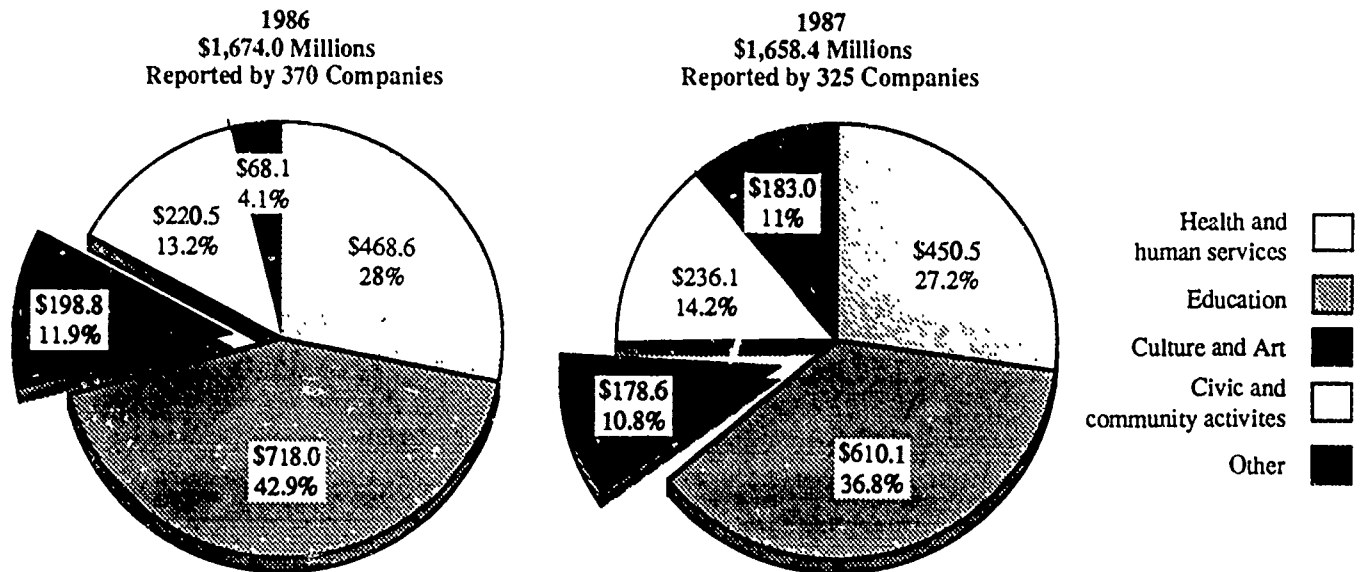
The Conference Board asked 1,200 top U.S. firms to participate in its 1987 Survey of Corporate Contributions. Questionnaires were sent to the companies that appeared on the 1988 Fortune 500 Industrials list of the country's largest manufacturers and to those on the Fortune 500 Service list of the largest nonmanufacturing firms. An additional 200 companies, which were identified from published lists of the leading companies in each major industry sector, were also polled. Because the survey has been administered annually since 1974, many companies participate regularly, providing a basis for historical comparisons company-by-company. In the 1987 Survey, 78 percent of the respondents has also participated in the 1986 survey.

A total of 328 companies returned the questionnaire for 1987—a response rate of 27 percent. The aggregate contributions reported by these companies amount to 35 percent of the total contributions reported to the Internal Revenue Service by all U.S. corporations.

Respondent Profile. The participants in the survey are leaders in corporate contributions. More than half of the companies responding to the 1987 survey each had contributions budgets that exceeded \$1 million (Table A-1). Fifty-five percent of the respondents are manufacturing firms. Of these, 86 percent appear on the Fortune 500 list and over three-quarters reported worldwide sales of over \$1 billion in 1987.

The remaining respondents are in the service sector with nearly 70 percent appearing on the Fortune Service 500 list.

Chart 1-14.
Distribution of the Corporate Contributions dollar: 1986 and 1987



Contributions in Millions of Dollars

Note: Based on corporations responding to Conference Board Survey. To be included in survey, corporation had to contribute \$100,000 or more per year. Total corporate giving was estimated to be \$4.6 billion in 1987.

Source: Conference Board, Annual Survey of Corporate Contributions; See table 1-36 for full citation.

Table 1-37.
Comparison of corporate contributions in matched sample of 256 companies making contributions of \$100,000 or more: 1986 and 1987

| Beneficiary | 1986 | | 1987 | | Median percent change 1986-1987 |
|--------------------------------|----------------------------------|-------------------------------------------------------------------------|----------------------------------|-------------------------------------------------------------------------|---------------------------------|
| | Median contributions expenditure | Contributions to beneficiary as percent of total contributions (Median) | Median contributions expenditure | Contributions to beneficiary as percent of total contributions (Median) | |
| | (dollars in thousands) | | (dollars in thousands) | | |
| Health and human services..... | 562,000 | 37.2 | 598,691 | 36.9 | 0.7 |
| Education..... | 521,746 | 32.2 | 469,989 | 30.5 | 2.0 |
| Culture and art..... | 153,358 | 10.6 | 134,343 | 10.2 | 0.6 |
| Civic and community..... | 154,260 | 11.0 | 166,185 | 10.8 | 1.5 |
| Other..... | 38,750 | 2.1 | 41,351 | 2.3 | 0.8 |
| Total..... | 1,464,756 | . | 1,591,000 | . | 1.8 |

Note: Comparison is based on survey results of 256 companies reporting in both years. Companies had to make contributions of \$100,000 or more to be included in study. See table 1-36 for methodological note.

*Since subcategory percentages are medians rather than sums, they do not add to 100 percent.

Source: Conference Board, Survey of Corporate Contributions, 1989 Edition, New York, 1989, table 1-14, p. 48.

Observational note: Giving to cultural and arts organizations declined somewhat in 1987, both in aggregate dollars and in percentage of total contributions. Among the matched sample, total dollars declined about 5 percent, and the percentage dropped about 1 point, from 12 percent to 11 percent. The median dollar value of contributions in this category also declined for the matched-case companies, from \$153,000 to \$134,000. Despite the declines, giving to the arts remained within the range it has held for the last ten years (between 10 percent and 12 percent of total contributions).

Cultural giving tends to be stronger among companies in the service sector, which overall gave over 15 percent of total contributions to the arts, compared to about 9 percent for manufacturers.

Matching gifts to cultural and arts groups were reported by about one-third of the respondents, with a median dollar value of \$45,000. Matching gifts accounted for less than 1 percent of total contributions. Note taken from source cited above.

Table 1-38.
Distribution of corporate contributions by headquarters region: 1987

| Region* | Number of companies | Total contributions | Health and Human Services | | | Education | Culture and Arts | Civic and community | Other |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------|---------------------------|---------------------------------|---------------------------------|-----------|------------------|---------------------|-------|
| | | | Federated campaigns | Other Health and Human Services | Total Health and Human Services | | | | |
| | (number) | (millions of dollars) | | | | (percent) | | | |
| New England..... (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut) | 31 | 233.3 | 8 | 7 | 15 | 22 | 8 | 10 | 45 |
| Mid-Atlantic..... (New York, New Jersey) | 56 | 479.2 | 11 | 13 | 24 | 43 | 13 | 14 | 6 |
| Industrial Heartland:..... (Pennsylvania, Ohio, Michigan, Indiana, Illinois, Wisconsin) | 104 | 479.1 | 14 | 19 | 33 | 37 | 8 | 16 | 6 |
| Southeast:..... (Delaware, Maryland, Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi) | 44* | 135.4 | 11 | 18 | 29 | 38 | 12 | 11 | 10 |
| Breadbasket:..... (Minnesota, Iowa, Missouri, Kansas, Nebraska, South Dakota, North Dakota) | 26 | 106.6 | 11 | 23 | 34 | 26 | 18 | 17 | 4 |
| Southwest:..... (Arkansas, Louisiana, Texas, Oklahoma) | 27 | 69.7 | 16 | 11 | 27 | 38 | 10 | 23 | 2 |
| Mountain States:..... (Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Idaho) | 3 | 1.7 | 23 | 25 | 47 | 18 | 14 | 19 | 1 |
| Pacific:..... (Washington, Oregon, California, Alaska, Hawaii) | 34 | 153.5 | 18 | 12 | 30 | 45 | 11 | 13 | 1 |
| Total..... | 325 | 1,658.4 | 12 | 15 | 27 | 37 | 11 | 14 | 11 |

Note: See table 1-36 for methodological note. Based on survey of corporations giving \$100,000 or more.

*Total for a region may not add to 100 percent because of rounding.

Source: Conference Board, Annual Survey of Corporate Contributions, 1989 Edition, Conference Board, New York, 1989, table 12.

Table 1-39.

Percentage of the population that volunteered in previous 12 months, previous 3 months, previous month, and previous week by activity area: 1981, 1985, and 1988

| | Previous 12 months | | | Previous 3 months | Previous month | Previous week |
|------------------------------------------------|--------------------|-----------------|---------------|-------------------|-----------------|-----------------|
| | 1981 March | 1985 October | 1988 March | 1981 March | 1985 October | 1985 October |
| Percentage of population that volunteered..... | 52 | 48 | 45 | 44 | 36 | 24 |
| Percentage of volunteers reporting assignments | | | | | | |
| Health..... | 23 | 19 | 24 | 18 | 11 | 8 |
| Education..... | 23 | 27 | 29 | 23 | 22 | 17 |
| Religion..... | 37 | 48 | 45 | 25 | 44 | 42 |
| Social services and welfare..... | 10 | 15 | 20 | 7 | 8 | 8 |
| Civic, social, and fraternal associations..... | 12 | 17 | 21 | 7 | 11 | 8 |
| Community action..... | 12 | 8 | 8 | 7 | 6 | 4 |
| Justice..... | 2 | 2 | NA | 0 | * | * |
| Recreation..... | 13 | 21 | 22 | 7 | 11 | 8 |
| Arts and culture..... | 6 | 8 | 11 | 7 | 6 | 4 |
| Work-related organizations..... | 10 | 8 | 11 | 11 | 6 | 4 |
| Political organizations..... | 12 | 8 | 11 | 9 | 3 | 4 |
| Informal-alone..... | 44 | 40 | 41 | 32 | 36 | 33 |
| General fundraising..... | 12 | 23 | NA | 7 | 14 | 8 |
| Other..... | 2 | * | 2 | 2 | * | * |

NA - Not available

Note: Sampling tolerance between surveys is plus or minus 3 percent; therefore differences between these amounts should be reviewed with some caution.

*Less than 0.5 percent.

Sources: The Gallup Organization, Inc., American Volunteer, March 1981, October 1985, and March 1988. (1981, 1985) Findings published by INDEPENDENT SECTOR, 1981 and 1986.

As included in Virginia A. Hodgkinson and Murray S. Weitzman, Dimensions of the Independent Sector: A Statistical Profile, INDEPENDENT SECTOR, Washington, D.C., 1986, p. 72.

1988 findings published by: INDEPENDENT SECTOR, "Giving and Volunteering in the United States, 1988 Estimates," Washington, D.C., 1988.

Table 1-40.
Area of volunteer activity by type of organization in the past twelve months: March 1988

| Area of volunteer activity (excluding informal, alone and other) | Full-time equivalent volunteers (a) | Sector | | | | | | | | | Total |
|------------------------------------------------------------------|-------------------------------------|---------------------------|--------------------|---------|-------|-----------------|-------------------|-------|-------|-------|-------|
| | | Private sector | | | | | Government sector | | | | |
| | | For profit | Nonprofit | | | Other nonprofit | Federal | State | Local | All | |
| | | | Independent sector | | | | | | | | |
| Religious | Other than religious | | | | | | | | | | |
| All | Religious | Other than religious | Other nonprofit | Federal | State | Local | All | Total | | | |
| | Number (in thousands) (percent) | (percentage distribution) | | | | | | | | | |
| Arts culture and humanities | 390 4.5 | 6.9 | 15.9 | 45.6 | (b) | 1.5 | 3.6 | 26.2 | 31.3 | 99.7 | |
| Civic, social and fraternal associations..... | 753 8.6 | 2.8 | 11.6 | 59.2 | (b) | 4.1 | 5.4 | 16.9 | 26.4 | 100.0 | |
| Community action..... | 226 2.6 | 0.9 | 11.5 | 52.7 | (b) | 0.9 | 10.2 | 23.9 | 35.0 | 100.1 | |
| Education (other than fundraising)..... | 1,105 12.6 | 2.7 | 18.2 | 24.5 | (b) | 0.6 | 6.2 | 47.8 | 54.6 | 100.0 | |
| Fundraising for education..... | 107 1.2 | 2.8 | 17.8 | 23.4 | (b) | (b) | 7.5 | 48.6 | 56.1 | 100.1 | |
| Fundraising for health..... | 273 3.1 | 4.8 | 11.0 | 68.9 | (b) | 3.3 | 2.9 | 9.2 | 15.4 | 100.1 | |
| Fundraising for multi-purpose human welfare service..... | 201 2.3 | 4.0 | 19.9 | 53.7 | (b) | 2.0 | 3.5 | 16.9 | 22.4 | 100.0 | |
| Health (other than fundraising)..... | 1,049 12.0 | 16.1 | 14.9 | 42.1 | (b) | 1.4 | 6.9 | 18.6 | 26.9 | 100.0 | |
| International, foreign..... | 48 0.6 | 2.1 | 22.9 | 54.2 | (b) | 12.5 | 2.1 | 6.3 | 20.9 | 100.1 | |
| Other fundraising..... | 16.3 1.9 | 4.9 | 23.9 | 47.2 | (b) | 0.6 | 1.2 | 22.1 | 23.9 | 99.9 | |
| Political organizations..... | 282 3.2 | 6.4 | (b) | (b) | 30.5 | 22.7 | 5.7 | 34.8 | 63.2 | 100.1 | |
| Private and community foundations..... | 90 1.0 | 1.1 | 21.1 | 72.2 | (b) | (b) | 5.6 | (b) | 5.6 | 100.0 | |
| Recreation..... | 913 10.4 | 3.0 | (b) | (b) | 58.2 | 1.0 | 1.4 | 36.5 | 38.9 | 100.1 | |
| Religious organizations..... | 2,092 23.9 | 0.2 | 89.3 | 7.0 | (b) | 0.3 | 0.1 | 3.1 | 3.5 | 100.0 | |
| Social services and welfare..... | 645 7.4 | 3.9 | 18.0 | 45.4 | (b) | 1.9 | 7.0 | 23.9 | 32.8 | 100.1 | |
| Work-related organizations..... | 422 4.8 | 12.1 | (b) | (b) | 59.5 | 1.7 | 13.7 | 12.8 | 28.2 | 99.8 | |
| Total (excluding informal alone and other)..... | 8,759 100.0 | 4.7 | 30.5 | 27.2 | 9.9 | 2.0 | 4.4 | 21.2 | 27.6 | 99.9 | |

(a) Full-time equivalent volunteers are in terms of 1,700 annual hours of volunteering

(b) Either zero, too few cases, or not applicable.

Source: Data provided by INDEPENDENT SECTOR, Washington, D.C., 1989. Hodgkinson, Weitzman and The Gallup Organization, Inc., Giving and Volunteering in the United States, 1988 Edition.

Chapter 2

Artist and Arts Administrator Employment

**Section 2-1. Artist Occupations:
Distribution and Demographics
Tables 2-1 to 2-15**

**Section 2-2. Employment in Arts-Related
Industries
Tables 2-16 to 2-22**

**Section 2-3. Artist Labor Unions and
Employment Conditions
Tables 2-23 to 2-32**

**Section 2-4. Selected Data on Arts
Administrators
Tables 2-33 to 2-38**

This chapter presents an overview of employment data on artists by discipline. The disciplines included are:

Actors/directors
Announcers
Architects
Art/drama/music teachers
Authors
Dancers
Designers
Musicians/composers
Painters/sculptors/craft
artists/printmakers
Photographers

The chapter also includes selected data on employment in arts administration. In general, the employment data in this chapter are from sources that cover more than one discipline. Additional employment data relevant to specific disciplines are presented in the discipline-specific chapters.

Major Sources of Information

The major sources of information in this chapter are as follows:

Artists' Occupations: Distribution and Demographics

- Census Bureau, Decennial Census of Population;
- Census Bureau and Bureau of Labor Statistics, Current Population Survey;
- National Endowment for the Arts, Research Division, special analyses of Census and Bureau of Labor Statistics data.

Employment in Arts-Related Industries

- Department of Commerce, Bureau of Economic Analysis, National Income and Product Accounts;
- U.S. Department of Labor, Bureau of Labor Statistics, Employment, Hours and Earnings data, Establishment Survey data;
- Census Bureau, Census of Service Industries;
- INDEPENDENT SECTOR analyses of the above data.

Selected Data on Artist Unions and Employment Conditions

- Encyclopedia of Associations;
- Department of Labor, Directory of National and International Labor Unions;
- Artist-related union research or public relations offices;
- Ruttenberg, Friedman, Kilgallon, Gutchess and Associates;
- Research Center for Arts and Culture, Columbia University

Selected Data on Arts Administrators

- Association of Performing Arts Presenters, formerly the Association of Colleges, Universities, and Community Arts Administrators (ACUCA), and the National Assembly of Local Arts Agencies (NALAA);
- National Endowment for the Arts, Research Division, Report #20, Managers of the Arts.

Section 2-1. Artist Occupations: Distribution and Demographics

The data presented in this section are from two major sources, the decennial Census of Population and the Current Population Survey. The Current Population Survey (CPS) is based on household interviews from a sample survey of 60,000 interviews conducted each month by the Bureau of the Census for the Bureau of Labor Statistics. It should be noted that the methodological differences between the decennial Census of Population and the Current Population Survey (CPS) sometimes result in differing estimates, especially for small occupational groups. The CPS is based on household personal interviews and the decennial census on a much larger number of self-administered questionnaires. Household personal interviews are often superior to self-administered questionnaires as a method of data collection. On the other hand, the CPS data, based on a much smaller sample, are somewhat less reliable than that obtained from the 10-year Census of Population. Small shifts in the CPS may be due to sampling or other types of error.

The CPS includes measures of the "labor force," which is defined as civilians over 16 years of age who are employed and unemployed. Labor force data do not include those not seeking work, and persons working in more than one occupation are classified in the occupation in which they worked the most number of hours in the reference week. Most of the tables in this section have

been selected from National Endowment for the Arts Research Division reports which have extensively analyzed both the decennial Census of Population and the Current Population Survey data.

Artists in the Labor Force

Tables 2-1 to 2-3 present summary information on the numbers of persons identifying themselves as having occupations in artist fields in the Census Bureau statistics from 1900 to 1986. The historical data must be utilized with caution since, over the period, several changes have occurred in Census Bureau occupational classifications. These shifts eliminate the possibility of making statements concerning trends in specific artist occupations over the entire period. However, the data are of some use in obtaining rough estimates of the total numbers of artists and the percent of the workforce in artist occupations. Care has been taken to use comparable classifications wherever possible in the tables and to note changes in classification.

Artists in the Labor Force: 1900-1960

Table 2-1 presents decennial Census of Population data on the number of persons classified in arts-related occupations from 1900 to 1960. This table is taken from an historical volume published by the Census Bureau in 1976. Keeping in mind the limitations of these data, there were approximately 192,000 artists in the United States in 1900 and 560,000 in 1960. Considered as a percent of the workforce, there was a modest increase over the period. Between 1900 and 1960 artists as a percent of the workforce ranged from .66 in 1900 to .82 in both 1930 and in 1960 (table 2-3).

Artists in the Labor Force in the 1970's and 1980's

Significant changes in occupational classifications occurred for the 1980 censuses. The National Endowment for the Arts has analyzed these changes to allow more precise comparison of data since 1970.¹ Table 2-2 includes data for 1970 and 1980. The 1970 data have been adjusted to reflect the 1980 classification.

The two artist occupations most affected by the change were the actor category, which was expanded to

¹See Thomas Bradshaw, "An Examination of the Comparability of 1970 and 1980 Census Statistics on Artists," Third International Conference on Cultural and Economic Planning, Akron, OH, 1984, and National Endowment for the Arts, Research Division, Note 7.

include directors and producers, and the design category, which was expanded to include interior design and window decorators. The new actor/director/producer category was more than 2 and 1/2 times larger than the former actor category, and the new designer category was twice the size of the old one. Overall, these classification changes resulted in about a 20 percent increase in the number of total artists from the 1970 classification.

After the 1970 data were adjusted to reflect the 1980 classification (table 2-2 and table 2-3), there was still a very large relative increase in the number of persons classified in artist occupations between 1970 and 1980. Artists increased from .92 percent of the workforce to 1.04 in the decade and were about 1.28 percent by 1988. An estimated 1.56 million persons were in artist occupations in 1988.

The Distribution of Artists by Occupation

Table 2-4 summarizes the relative distribution of artist occupations in 1970 and 1980. By far the largest category is designers, making up almost one-third of the artist group in both 1970 and 1980. In 1980, designers are followed by painters (14 percent), musicians/composers (13 percent), and architects (10 percent). The smallest artist groups are dancers (1.2 percent of artists), teachers of arts in higher education (2.6 percent), and authors (4.2 percent).

Some differences may exist between Census summary occupational categories and other means of identifying occupational groups. For example, CPS statistics identified approximately 135,000 architects in 1986, while there are only about 73,000 registered architects. This is because the Census Bureau "architect" category includes landscape designers, site planners, and building consultants, in addition to architects. In the case of musicians, CPS counts 171,000 in 1986, while there are 230,000 members of the American Federation of Musicians. Not all members of artists' unions are actually employed in the arts occupation. Others may be classified under another artist category such as higher education teacher of art, drama, and music. Still others may be employed temporarily in non-arts occupations on a part- or full-time basis.

Census and Bureau of Labor Statistics Data on Artists' Unemployment

Tables 2-5 to 2-7 present annual data from the Bureau of Labor Statistics based on the Current Population Survey on artist employment and unemployment by artist occupation group. Special tabulations of these data pertaining to artists are published on a regular basis in National Endowment for the Arts research notes.

The CPS did not begin to use the 1980 occupational classification until 1983. Thus, tables 2-5 and 2-6, presenting data from 1971 to 1982, use the old classification and are not directly comparable to the data in table 2-7. The new classification especially had the effect of reducing unemployment for the actor/director category, which now includes directors and producers who have a lower unemployment rate than actors.

According to Current Population Survey data, in 1983, the unemployment rate for civilian workers was 9.6 percent and for professional specialty occupations was 3.0 percent. Unemployment for all artist occupations was 6 percent. Typically, unemployment rates for all artists, while lower than for the total civilian work force, are higher than for other professional occupations. By 1988, unemployment rates had dropped to 5.5 percent for civilian workers; to 1.7 percent for all professional occupations; and to 2.9 percent for all artists (table 2-7).

Looking at the rates for all artist occupations taken together masks the considerable range of unemployment among the different artist groups and the large differences between certain artist groups and the population as a whole. In general, performing arts occupations have higher unemployment rates than other arts occupations. Unemployment rates are highest for the category actors/directors which had rates of 15.7 percent in 1983 and 10.6 percent in 1988. (When this category included only actors in the old classification, unemployment rates were as high as 37 percent.) Musicians/composers also had relatively high unemployment rates: 8.6 percent in 1983 and 4.6 percent in 1988 (table 2-7). The CPS data do not tell us the extent to which persons are employed full-time or part-time in their chosen occupation, nor do they tell us about those artists who have obtained part-time or full-time work in another occupation. Classifications are based on the occupation in which the person worked the most number of hours. Employment is defined as working one hour or more for pay or profit in the survey reference week. Employment and unemployment of artists is discussed further in section 2-2 of this chapter and in the chapters on specific disciplines.

Geographic Distribution of Artists

Artists are not evenly distributed throughout the United States. Tables 2-8 to 2-10 present summary Census Bureau information on the distribution of artists by geographic area. In 1980, the total U.S. labor force was about 75 percent urban, and professional specialty occupations were about 81 percent urban. Overall, artists were more urban than the total workforce, with 86 percent of all artists living in urban locations. Artists in the performing arts had the highest rates of residence in urban areas.

Over 90 percent of all dancers and actors/directors resided in urban areas as did 89 percent of musicians/composers.

States with the largest number of artists are California, New York, Texas, Illinois, and Florida (table 2-9). Another way of looking at the distribution is to compare the ratio of artists in the State to the national average. A ratio of 1.00 would mean that the proportion of artists in the State was identical to that of the nation. States with the largest concentration of artists are New York (1.66), California (1.49), Hawaii (1.49), Nevada (1.48), and Colorado (1.20).

The lowest proportions of artists relative to the national average are present in West Virginia (.54), Arkansas (.56), Mississippi (.59), South Dakota (.61), South Carolina (.65), Indiana (.65), Iowa (.66), Kentucky (.66), North Dakota (.66), and Wyoming (.68).

About one-third of all artists live in five large metropolitan areas: New York, Los Angeles, Chicago, San Francisco, and Washington, D.C. About 10 percent of all artists live in New York and 7 percent in the Los Angeles area (table 2-10).

Artist Labor Force Distribution by Sex

During the period 1970 to 1980, the percent of all artists who were women increased from 31 percent to 38 percent. In 1970, the percent of women in the artist occupations ranged from 4 percent for architects to 81 percent for dancers. By 1980, the percent who were women ranged from 8 percent for architects to 75 percent for dancers. The dancer category had a 6 percent decline in the percent who were women. Interestingly, the musician/composer category also declined in the percent women, from 35 to 30 percent (table 2-11a).

Among the occupations having large increases in the percent women were: announcers, increasing from 6 percent women in 1970 to 18 percent in 1980, authors increasing from 22 to 44 percent, and designers increasing from 36 to 50 percent women.

Table 2-11b presents Bureau of Labor data on artist employment for the years 1983 to 1988. This data indicate that the percent of employed artists who are women continued to increase throughout the 1980s. In 1988 the percentage of all employed artists who are women was 43.1 percent, up from 39.9 percent in 1983.

As noted in the discussion above, the number and percent of artists in the workforce increased substantially between 1970 and 1980 and has continued to increase in the 1980s. Part of this increase has been attributed to the increased entry of women into the artist labor force.

Artists' Income and Differences in Income by Sex

Tables 2-12 and 2-13 present data comparing the median income of women and men by artist occupation for 1969 and 1979. Over this period artists' real income declined by 37 percent in inflation-adjusted dollars, compared to a decline of 8 percent for the total workforce (table 2-13). Among artists, declines were greatest in those occupations having the largest gains in women as a percent of the workforce, authors and announcers. The large increase of women in artist occupations over the decade apparently had the effect of lowering the overall median income of artists.

Artists' median earnings were well below the median for other professional workers, being only 64 percent of the median income for the total professional/technical workers in 1979. Among artist occupations, only architects had incomes above the median for total professional workers. Artist occupations with the lowest median incomes were dancers and musicians/composers with median incomes about 36 percent of that for the total professional/technical workforce.

Between 1969 and 1979, the inflation-adjusted decline in the income of women artists was less than that of men (14 percent compared to 29 percent). However, women continued to earn substantially less than men. For all artist occupations in 1979, women earned 42 percent of what men earned (compared with 35 percent in 1969).

Distribution of Artists by Race/Ethnicity

Table 2-14 presents Bureau of Labor Statistics data on the distribution of all employed artists by race/ethnicity for the years 1983 to 1988. These data indicate a growth in the percent of artists who are Hispanic from 3.4 percent in 1983 to 4.2 percent in 1988. Other race/ethnic groups showed little or inconsistent change over the period.

Tables 2-15a and 2-15b present data from the decennial Census of Population on the distribution of artists by race/ethnicity by artist occupation and State. More recent reliable data on artists by occupation will not be available until after the 1990 decennial Census of Population.

Minorities were 17.9 percent of the U.S. civilian workforce in 1980 and 11.6 percent of the professional/technical workforce. Among all artists, 10.7 percent were minorities. Minorities were most underrepresented in artist occupations among authors (6.2 percent in 1980) and among painters, sculptors, and craft artists (9.7 percent in 1980). They are slightly overrepresented among dancers, where they are 19.9 percent of the total.

Blacks made up 9.9 percent of the total workforce in 1980 and 6.6 percent of the professional workforce. In 1980, they were 4.2 of the artist workforce. They were most underrepresented among architects and authors. Asians were 1.6 percent of the workforce, 2.1 percent of the professional workforce, and 2.0 percent of all artists. They were overrepresented among architects and dancers and underrepresented among authors and announcers. Hispanics were 5.7 percent of the workforce in 1980, 3 percent of the professional workforce, and 3.8 percent of the artist workforce. Native Americans were .5 percent of the workforce, 3 percent of professionals, and 3 percent of the artist workforce.

Section 2-2. Employment in Arts-Related Industries

The data presented in section 2-1 were based on household surveys. Data in section 2-2 are from establishment (firm or company) based surveys. Tables 2-16 to 2-22 present establishment-based employment data on arts-related industries from government sources.

Bureau of Labor Statistics Current Employment Statistics

Tables 2-16 and 2-17 are from the National Income and Product Accounts, and table 2-18 from the Statistical Abstract. These tables present data from the Current Employment Statistics Program which is based on payroll records submitted to States by a panel of representative industrial, commercial, and government establishments. The data are then forwarded to the Bureau of Labor Statistics and classified using the Standard Industrial Classification (SIC) system. The estimates are revised periodically, and data published by different sources vary somewhat. The statistics are also published differently, sometimes in full-time equivalents (tables 2-16 and 2-17) and other times including both full- and part-time employees (table 2-18). The figures exclude proprietors, the self-employed, volunteers, unpaid family workers, and domestic workers. Salaried corporation workers are included.

While the categories in tables 2-16 to 2-18 are too broad to give much detailed information on arts-related employment, the data do document the growth in employees in radio and television and the relative decline of employees in motion pictures from highs in the 1940's. The full-time equivalent number of employees in radio and television broadcasting increased from 47,000 in 1948 to 219,000 in 1986. In the same period, the number of employees in motion pictures decreased from 221,000 to a low of 131,000 in 1964 and was at 179,000 in 1986. The most recent two years, however, have seen some decline in

radio and television broadcasting employment and an increase in motion pictures. Radio and television broadcasting employed 217,000 full-time equivalents in 1988 and motion pictures employed 192,000 (table 2-16).

Census of Service Industries Employment Data for 1982

Tables 2-19 to 2-21 present data from the 1982 Census of Service Industries. As discussed in chapter 1, this census is based on establishments that file FICA reports or income tax forms (nonprofit and profit). Organizations which operate as subsidiaries of other organizations would be classified under the major industry represented and not listed separately. Hence, these data underrepresent the amount of arts-related employment and activity.

Table 2-19 and table 2-21 present data on the annual payroll/earnings per employee. This is calculated by dividing the payroll by the total number of employees. Both full-time and part-time employees are included. Therefore, establishments with a large number of part-time employees have much lower annual earnings per employee.

Table 2-21 compares annual earnings per employee for nonprofit and for-profit establishments for theatrical services and bands and orchestras. This analysis indicates that earnings per employee in nonprofit performing arts organizations were considerably less than those among for-profit organizations. In theatrical services, earnings per employee in nonprofit organizations were only about 60 percent of those in the for-profit sector (\$10,954 compared with \$18,155). Nonprofit band and orchestra earnings per employee were about 73 percent of for-profit bands and orchestras (\$11,563 compared with \$15,835).

Table 2-22, prepared by the INDEPENDENT SECTOR organization, attempts to isolate the arts and culture portion of the independent sector in terms of expenditures, employment, and wages. The "independent sector" refers to those nonprofit organizations defined as 501(c)(3) and 501(c)(4) organizations under the Federal tax code for tax-exempt purposes. These organizations include educational, cultural, scientific, religious, and other charitable organizations as well as private foundations, corporate and community organizations, and civic and social welfare organizations. The "art and culture subsector," as defined by the INDEPENDENT SECTOR, includes nonprofit radio and TV (578 organizations in 1984), theatres, symphony orchestras, opera and dance companies (1,610 organizations in 1982), and museums and botanical gardens (2,020 organizations in 1982). Based on the data in table 2-22, the arts and cultural subsector was about 1.9 percent of the independent sector in operating expenditures, and about 1.6 percent of employees. In 1987,

average wages and salaries per total full- and part-time employees were \$16,434 for arts and culture compared with \$15,697 for the entire independent sector.

Section 2-3. Artist Labor Unions and Employment Conditions

Table 2-23 presents summary information on membership in arts-related unions in 1967, 1987 and 1989. The data document the large increase in performer union membership. The exceptions are the American Federation of Musicians, whose membership declined from 283,200 to 200,000, and the American Guild of Variety Artists, whose membership declined from 12,500 to 5,000. It should be kept in mind that there is a large degree of multiple membership among artist unions, so it is not possible to total the membership to gain an overall estimate of performers belonging to unions. As the data from the unions indicate, many persons also belong to unions who are not working regularly in their art. For example, Screen Actors Guild data indicate that in 1986 almost one-third (30 percent) of their members had no income under their contracts (see chapter 8, table 8-79).

Tables 2-24 to 2-30 present selected data from Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment, and Unemployment Among Performing Artists in 1980, a study by Rutenberg, Friedman, Killgallon, and Gutches. This study is based on a sample drawn from the membership of the principal performing arts unions: Actors Equity, American Federation of Musicians (AFM), American Federation of Television and Radio Artists (AFTRA), American Guild of Musical Artists (AGMA), and Screen Actors Guild (SAG). A similar study was done in 1976.

In 1980, the sample was designed in such a way that data could be analyzed by discipline or union. Because of the overlap of union membership, differences in whether the union represented one type of performer or several types, and differences in size of the unions, sampling ratios for the unions were different. Response rates also differed, with the lowest rates occurring for the American Federation of Musicians (29 percent). Overall, a total of 7,853 performers were sampled. Through means of a mail survey with limited telephone followup, responses were obtained from 2,512 performers, a 32 percent overall response rate (see table 2-24 for methodological notes, including sample sizes and response rates by union). A weighting procedure was used to allow estimates to be made for both the disciplines and the unions, and to adjust for nonresponse (not to arrive at total union membership). Perhaps because of the large degree of overlap among members of actors' unions, the study appears to have had a relatively larger sample for actors than for other

disciplines. Explanations were not found in the report for specific sampling ratios or how the samples were drawn.

The data in table 2-24 show the extent of the overlap among the Actors Equity, Screen Actors Guild, and the American Federation of Television and Radio Artists. For example, 64 percent of the members of Actors Equity were also members of SAG and 58 percent were members of AFTRA.

This study documents the intermittent employment of performing artists and concludes:

The jobs of performing artists tend to be more intermittent than those of other workers, their periods without work more numerous and long lasting, their pay well below that of other professionals. To be a performer requires considerable versatility in moving from one artistic discipline to another and from performing arts jobs to jobs outside the profession. Despite these obstacles performers are strongly attached to their profession and would be reluctant to leave it for more secure kinds of work.²

According to the Rutenberg study, over two-thirds of actors (69 percent) and dancers (77 percent), and 64 percent of singers indicated they experienced some unemployment in 1980. A lesser but still quite high percentage of musicians and those in broadcast occupations reported some unemployment (38 and 22 percent, respectively). These unemployment data represent those experiencing any unemployment over the year, and hence are higher than CPS data which report the percent unemployed during the reference week. In CPS data, a person had to be working for pay or profit only one hour during the week to be considered employed.

Two-thirds of the actors and singers and almost three-fourths of musicians responding to the survey held some job outside of the performing arts in 1980. With the exception of dance, on average only about half of the performers earned over 50 percent of their income from performing (table 2-27).

Table 2-28 compares the earnings of the respondents to the Rutenberg et al. study in 1976 and 1980 with the

²Rutenberg, Friedman, Killgallon, Gutches, and Associates, Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment, and Unemployment in the 1980's, prepared for the Labor Institute for Human Enrichment, Inc., in cooperation with the Department of Professional Employees, AFL-CIO, Baltimore, MD, December 1981, p. 1.

total median earnings for all professional workers in the same years by union affiliation. The estimates of performers' income include income from all sources, not just performing arts. Hence, this group includes many performers who obtained a large portion of their income from other sources. The median earnings of members of Actors Equity were 64 percent of the median of all professional workers, members of SAG, 77 percent; and members of AFM, AFTRA, and AGMA were 90 percent. With the exception of broadcast occupation incomes, which are higher, performing artists' personal and household income more closely mirrors that of the general population than that of the professional occupations (table 2-29).

Tables 2-31 and 2-32 present summary information from a random sample of 900 artists applying for New York Foundation for the Arts (NYFA) fellowship grants for 1986. The study was conducted by the Research Center for Arts and Culture at Columbia University, and selected results were published in the Fall 1987 Journal of Arts Management and Law. The study focused on work-related human and social service needs of artists. A description of the basic methodology is included in table 2-31. The study found that 77 percent of the sample had some form of health insurance, 33 percent had life insurance, and 31 percent had some type of pension. As expected, artists who reported having coverage also had higher incomes (table 2-31). However, those having coverage on average were only two to four years older than those not having coverage (table 2-32).

Section 2-4. Selected Data on Arts Administrators

Tables 2-33 to 2-38 present data from selected surveys of arts administrators. Table 3-51 in chapter 3 documents the growth of educational programs and specialization specifically in the area of arts administration, particularly in the last 15 years.

Tables 2-33 to 2-35 are from a 1981 study analyzed by Paul DiMaggio and published by the National Endowment for the Arts. The sample for the study was chief arts administrators of four populations of arts organizations: theatres, orchestras, art museums, and community arts organizations. Response rates ranged from 68 to 87 percent for the various disciplines (see methodological note to table 2-33). The survey compared salaries among the groups and found that administrators of larger organizations generally had higher salaries. Over half the orchestra managers and 86 percent of the art museum directors had salaries of more than \$27,500, compared with fewer than one-third of the theatre managers and just 21 percent of managers of the Community Arts Agencies. In rating factors affecting job satisfaction, the arts

administrators least frequently ranked salary and contact with government agencies as yielding high satisfaction (table 2-34).

Other sources of data on arts administrators are the biennial Profile Surveys of arts administrators' job characteristics conducted by the American Association of College, University, and Community Arts Administrators (ACUCA), now called the Association of Performing Arts Presenters (APAP), and the National Assembly of Local Arts Agencies (NALAA). Profile Survey 12 was the second time in which NALAA participated with ACUCA in a cooperative membership survey. Surveys were mailed to 1,101 members of ACUCA and 416 members of NALAA. Of these, 822 (54 percent) were returned.

Tables 2-36 to 2-38 present selected summary data from the 1984 (ACUCA only) and the 1987 (ACUCA and NALAA) surveys. In 1987, the average salary for a principal administrator was \$33,717 and for an assistant administrator was \$26,850. These surveys document the salary differential between administrators' salaries for men and women. On average, male principal administrators earned \$39,390, while female principal administrators earned \$27,740. Male assistant administrators earned on average \$30,129, while female assistant administrators earned \$23,118. These differences persist even when factors such as education, age, and type of organization are taken into account. The exception was administrators of State or regional organizations, a group in which there was little difference by sex in income. Additional information is available in these reports on benefits, budgets, and volunteer arts administrators.

Table 2-1.

Artists in the professional and technical workforce as measured by the decennial Census of Population: 1900-1960 (continued on next page)

| | 1960 | | 1950 | | | | | |
|---------------------------------------------------------------------------|-----------------------------|-----------------------------|-----------------------------|--------|--------|--------|--------|--------|
| | | | | | | | | |
| | 1960 classi- fication | 1960 classi- fication | 1950 classi- fication | 1940 | 1930 | 1920 | 1910 | 1900 |
| (in thousands of persons) | | | | | | | | |
| Total U.S. workforce..... | 67,990 (a) | 59,230 (a) | 58,999 | 51,742 | 48,686 | 42,206 | 37,291 | 29,030 |
| Total professional, technical and kindred workers..... | 7,336 | 5,000 | 5,081 | 3,879 | 3,311 | 2,283 | 1,758 | 1,234 |
| Selected professional and technical occupations related to the arts | | | | | | | | |
| Actors and actresses..... | 13 | 18 | 20 | 21 | (b) | (b) | (b) | (b) |
| Dancers and dancing teachers | 22 | 17 | 18 | 14 | 76 (c) | 48 (c) | 48 (c) | 31 (c) |
| Entertainers (n.e.c.)..... | 12 | 16 | 17 | 12 | (b) | (b) | (b) | (b) |
| Architects..... | 31 | 24 | 25 | 22 | 23 | 17 | 16 | 11 |
| Artists and art teachers.... | 105 | 81 | 83 | 66 | 57 | 35 | 34 | 25 |
| Authors..... | 29 | 16 | 17 | 14 | 12 | 7 | 4 | 3 |
| Designers..... | 68 | 29 | 41 | 32 | 27 (d) | 19 (d) | 13 (d) | 5 (d) |
| Musicians and music teachers | 198 | 162 | 166 | 167 | 165 | 130 | 139 | 92 |
| Photographers..... | 53 | 55 | 56 | 38 | 33 | 29 | 30 | 25 |
| Radio operators... .. | 29 | 17 | 17 | 7 | 5 | 5 | 4 | NA |

NA - Not a separate category.

n.e.c. - Not elsewhere classified.

Note: Census data for 1900 are as of June 1; for 1910 as of April 15; for 1920 as of January 1; for 1930-1960 as of April 1.

(a) Includes persons for whom occupations were not reported.

(b) Included under dancers and dancing teachers.

(c) This category includes actors and actresses, athletes and other entertainers prior to 1940.

(d) Prior to 1940 designers were classified with draftsmen. Figures for years prior to 1940 have been estimated based on the ratio of designers to draftsmen in 1940.

Source: U.S. Bureau of the Census. 1900-1940 (1950 classification), David L. Kaplan and M. Claire Casey, Occupational Trends in the United States, 1900-1950, Working Paper No. 5, 1958; 1950-1960 (1960 classification), U.S. Census Population: 1960, vol. I, part 1, table 201; 1960

As included in U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Washington, D.C., 1976, p. 140.

Table 2-1.

Artists in the professional and technical workforce as measured by the decennial Census of Population: 1900-1960 (continued from previous page)

Methodological note: The data for 1900-1950 (1950 classification) constitute primarily an updating by Kaplan and Casey of the material in Sixteenth Census Reports, Comparative Occupation Statistics in the United States, 1870-1940. Separate series developed by Alba M. Edwards in that report were brought together and a number of new estimates were prepared to fill gaps. The appropriate figures were then adjusted to conform to the definitions used in the 1950 occupational classification system. Except where there was firm evidence to support a change, Edwards' basic assumptions and estimates were used throughout. The source cautions that the data, particularly those for 1900, are approximations only. The estimates for 1900 "were included mainly for the purpose of rounding out a half-century of information, despite some obvious deficiencies. Particularly prior to 1910, there is little information available on the exact definitions used for the several occupational categories. And, even for fairly recent years, there is often only meager statistical intelligence on which to base adjustments for comparability with the 1950 definitions." The universe covered in the Kaplan and Casey series is described as the "economically active population." Prior to 1940, this refers to civilian gainful workers 10 years old and over; for 1940 and 1950, it refers to persons 14 years old and over; in the experienced civilian labor force (all employed and unemployed workers with previous work experience). Two incomparabilities should be noted. First, there are important differences between the gainful worker and labor force concepts. Second, there is the difference in age limitation. The inclusion of the 10-to-13 group prior to 1940, and their exclusion in 1940 and 1950, follows the census practice in those years. Note taken from source cited above.

Table 2-2.
Number of persons in artist occupations: 1970 and 1980

| Occupation | 1970 | 1980 | Percent change |
|------------------------------------------|------------|-------------|----------------|
| Architects | 53,670 | 107,693 | +100.7 |
| Announcers | 25,942 | 46,986 | + 81.1 |
| Dancers | 7,404 | 13,194 | + 78.2 |
| Painters | 86,849 | 153,162 | + 76.4 |
| Actors/directors | 40,201 | 67,180 | + 67.1 |
| Authors | 27,752 | 45,748 | + 64.8 |
| Designers | 232,890 | 338,374 | + 45.3 |
| Musicians/composers | 99,533 | 140,556 | + 41.2 |
| Photographers | 67,588 | 94,762 | + 40.2 |
| Artists n.e.c. | 53,131 | 49,653 | - 6.5 |
| Teachers* | 42,000 | 28,385 | - 32.4 |
| All artists | 736,960 | 1,085,693 | + 47.3 |
| Professional specialty occupations | 8,800,210 | 12,275,140 | + 39.5 |
| Total U.S. labor force | 79,801,605 | 104,057,985 | +30.4 |

n.e.c. - Not elsewhere classified

*Includes higher education teachers of art, drama, and music.

Source: National Endowment of the Arts, Research Division, Where Artists Live: 1980, Washington, D.C., Report 19, March 1987, table 1, p. 6. (Data are from U.S. Bureau of the Census, Census of Population.)

Methodological note: Significant changes were made to the occupational classification system for the 1980 Census. The aim of these revisions was to increase the comparability throughout the Federal government's statistical agencies. Table 2-2 presents a retabulation of 1970 data to fit the 1980 classification. Except where noted, all 1970 data presented in this chapter have been revised to follow the 1980 classification.

Table 2-3.

Census Bureau estimates of artists in the workforce: 1900-1988

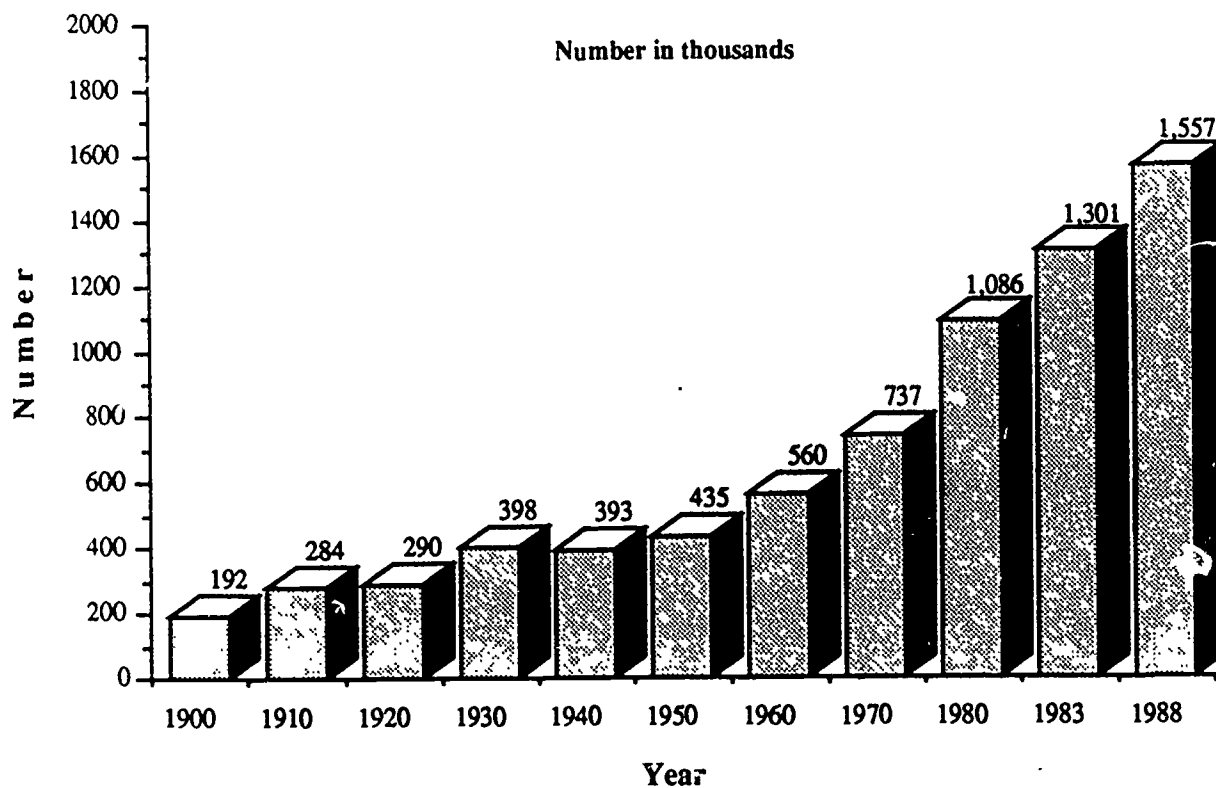
| Year | Total civilian workforce | Total artists* | Artists as percent of: |
|-----------|--------------------------------|-------------------|---------------------------|
| | | | Total workforce |
| | (in thousands) | | (percent) |
| 1900..... | 29,030 | 192 | 0.66 |
| 1910..... | 37,291 | 284 | 0.76 |
| 1920..... | 42,206 | 290 | 0.69 |
| 1930..... | 48,686 | 398 | 0.82 |
| 1940..... | 51,742 | 393 | 0.76 |
| 1950..... | 59,230 | 435 | 0.73 |
| 1960..... | 67,990 | 560 | 0.82 |
| 1970..... | 79,802 | 737 | 0.92 |
| 1980..... | 104,058 | 1,086 | 1.04 |
| 1983..... | 111,550 | 1,301 | 1.17 |
| 1985..... | 115,462 | 1,482 | 1.28 |
| 1986..... | 117,834 | 1,500 | 1.27 |
| 1987..... | 119,865 | 1,558 | 1.30 |
| 1988..... | 121,669 | 1,557 | 1.28 |

*In recent years includes actors and directors; announcers; architects; authors; dancers; designers; musicians; composers; painters/sculptors/craft artists/ and artists printmakers; photographers; teachers of art, drama and music; and other artists.

Note: Census Bureau classification of artists has varied over the period. Data in this table must be viewed with caution as estimates based on available data. Data for 1900-1960 are from the Decennial Census, Census of Population as compiled in the Historical Statistics volume. See table 2-1 for description of data. The data used for 1970 have been adjusted to reflect the 1980 categories and will thus differ from those originally published by the Census Bureau for 1970. Data for 1983-1988 are from the Current Population Survey (CPS) and utilize the same 1980 categorization. Hence, the data for 1970 to 1988 should be more comparable than that prior to 1970. However, estimates from the CPS are typically higher than those from the decennial Census of Population. This may be due to the fact that the CPS is based on an household interview and the Census of Population on self administered questionnaires. Differences may also reflect sampling error.

Source: (1900-1960) Data taken from Bureau of the Census, Historical Statistics, Colonial Times to 1970, Washington, D.C., 1976, p. 140; (1970 and 1980) Bureau of the Census, Census of Population. (1970 and 1980) National Endowment for the Arts, Research Division, Where Artists Live: 1980, Washington, D.C., Report 19, March 1987, table 1, p. 6, (Data are from U.S. Bureau of the Census, Census of Population); (1983-1988) Bureau of Labor Statistics, Current Population Survey data as included in National Endowment for the Arts, Research Division, "Artist Employment in 1988," Washington, D.C., Note 21, April 1988; Calculated based on figures in table 2-7. See table 2-7 for full citation.

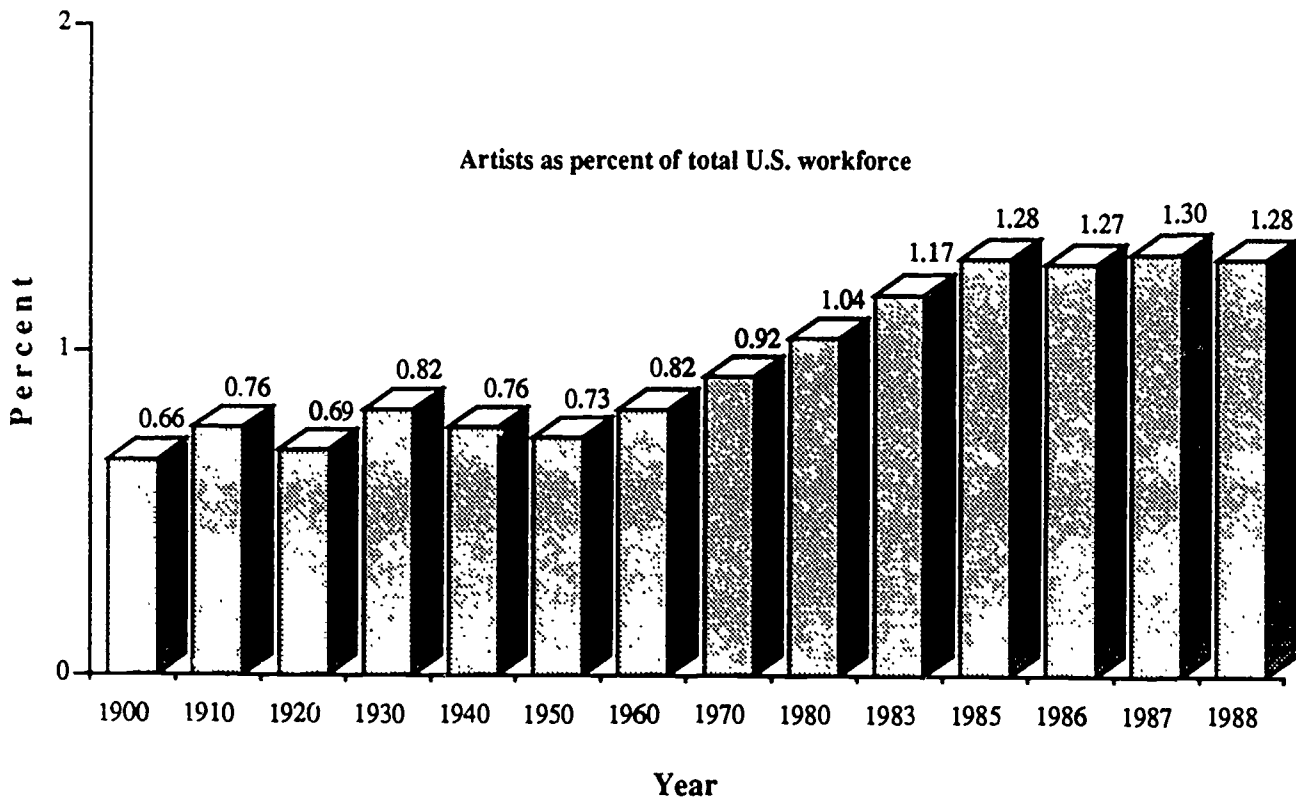
Chart 2-1.
Estimates of total number of artists in workforce: 1900-1988



Note: U.S. Bureau of the Census classification of occupational categories has varied over time. Data must be viewed as best estimates. Data for 1970 have been adjusted to make them comparable with data from 1980 and after. See tables 2-1 to 2-3 for explanation of changes.

Source: U.S. Bureau of the Census, Census of Population and Current Population Survey; See table 2-3 for full citations.

Chart 2-2.
Estimates of artists as a percent of total civilian workforce: 1900-1988



Note: Census Bureau classification of occupations has varied over the period. Data are from the Census Bureau, Decennial Census of Population. Data for 1970 have been revised to make them comparable with 1980 classification. See table 2-1 to 2-3 for explanation of changes. Data must be viewed as best estimates based on available data.

Source: U.S. Bureau of the Census data; See table 2-3 for full citation.

Table 2-4.
Distribution of artist labor force by occupation: 1970 and 1980

| Occupation | 1970 | 1980 |
|---------------------------------------------------|-----------|-------|
| | (percent) | |
| Designers..... | 31.6 | 31.2 |
| Painters/sculptors/craft artists/printmakers..... | 11.8 | 14.1 |
| Musicians/composers..... | 13.5 | 13.0 |
| Architects..... | 7.3 | 9.9 |
| Photographers..... | 9.2 | 8.7 |
| Actors/directors..... | 5.4 | 6.2 |
| Artists n.e.c..... | 7.2 | 4.6 |
| Announcers..... | 3.5 | 4.3 |
| Authors..... | 3.8 | 4.2 |
| Teachers of art, drama, music (higher ed)..... | 5.7 | 2.6 |
| Dancers..... | 1.0 | 1.2 |
| All artists..... | 100.0 | 100.0 |

n.e.c. - Not elsewhere classified.

Note: 1970 data have been adjusted to reflect 1980 classification.

Source: National Endowment for the Arts, Research Division, Where Artists Live, 1980; Washington, D.C., Report 19, March 1987, table 2, p.7. (Data are from U.S. Bureau of the Census, Census of Population.)

Table 2-5.
Labor force, employment, and unemployment in artist occupations: 1971-1976 (1970 classification)

| Occupation | 1971 | 1972 | 1973 | 1974 | 1975 | 1976 |
|----------------------------------------------------|------------|------------|------------|------------|------------|------------|
| All professional and technical workers..... | 11,416,000 | 11,741,000 | 12,037,000 | 12,623,000 | 13,173,000 | 13,769,000 |
| Employed..... | 11,085,000 | 11,459,000 | 11,777,000 | 12,338,000 | 12,748,000 | 13,329,000 |
| Unemployed..... | 331,000 | 282,000 | 260,000 | 285,000 | 425,000 | 440,000 |
| Unemployment rate (percent)..... | 2.9 | 2.4 | 2.2 | 2.3 | 3.2 | 3.2 |
| All artists..... | 697,000 | 706,000 | 737,000 | 786,000 | 823,000 | 864,000 |
| Employed..... | 648,000 | 646,000 | 706,000 | 753,000 | 764,000 | 807,000 |
| Unemployed..... | 49,000 | 40,000 | 31,000 | 33,000 | 59,000 | 59,000 |
| Unemployment rate (percent)..... | 7.0 | 5.7 | 4.4 | 4.2 | 7.2 | 6.8 |
| Actors..... | 19,000 | 18,000 | 16,000 | 19,000 | 20,000 | 23,000 |
| Employed..... | 10,000 | 10,000 | 9,000 | 10,000 | 13,000 | 16,000 |
| Unemployed..... | 9,000 | 8,000 | 7,000 | 9,000 | 7,000 | 7,000 |
| Unemployment rate (percent)..... | 47.5 | 44.0 | 45.1 | 47.7 | 34.8 | 31.1 |
| Architects..... | 70,000 | 68,000 | 74,000 | 73,000 | 74,000 | 64,000 |
| Employed..... | 69,000 | 66,000 | 73,000 | 71,000 | 70,000 | 63,000 |
| Unemployed..... | 1,000 | 2,000 | 1,000 | 2,000 | 4,000 | 1,000 |
| Unemployment rate (percent)..... | 1.0 | 3.3 | 1.9 | 2.7 | 5.4 | 2.3 |
| Authors..... | 33,000 | 31,000 | 39,000 | 47,000 | 47,000 | 49,000 |
| Employed..... | 31,000 | 30,000 | 38,000 | 46,000 | 45,000 | 48,000 |
| Unemployed..... | 2,000 | 1,000 | 1,000 | 1,000 | 2,000 | 1,000 |
| Unemployment rate (percent)..... | 6.0 | 2.5 | 1.7 | 2.9 | 3.6 | 2.1 |
| Dancers..... | 10,000 | 6,000 | 10,000 | 7,000 | 8,000 | 7,000 |
| Employed..... | 7,000 | 5,000 | 8,000 | 5,000 | 6,000 | 3,000 |
| Unemployed..... | 3,000 | 1,000 | 2,000 | 2,000 | 2,000 | 4,000 |
| Unemployment rate (percent)..... | (a) | (a) | (a) | (a) | (a) | (a) |
| Designers..... | 106,000 | 113,000 | 125,000 | 132,000 | 135,000 | 147,000 |
| Employed..... | 99,000 | 110,000 | 123,000 | 129,000 | 125,000 | 142,000 |
| Unemployed..... | 7,000 | 3,000 | 2,000 | 3,000 | 10,000 | 5,000 |
| Unemployment rate (percent)..... | 6.2 | 2.5 | 1.8 | 2.3 | 7.6 | 3.6 |
| Musicians/composers..... | 126,000 | 130,000 | 129,000 | 146,000 | 151,000 | 165,000 |
| Employed..... | 116,000 | 121,000 | 120,000 | 140,000 | 139,000 | 150,000 |
| Unemployed..... | 10,000 | 9,000 | 9,000 | 6,000 | 12,000 | 15,000 |
| Unemployment rate (percent)..... | 7.7 | 6.9 | 7.2 | 3.9 | 7.7 | 9.1 |
| Painters/sculptors..... | 130,000 | 137,000 | 141,000 | 154,000 | 155,000 | 164,000 |
| Employed..... | 125,000 | 129,000 | 136,000 | 149,000 | 146,000 | 153,000 |
| Unemployed..... | 5,000 | 8,000 | 5,000 | 5,000 | 9,000 | 11,000 |
| Unemployment rate (percent)..... | 3.7 | 5.9 | 3.5 | 3.1 | 5.9 | 6.5 |
| Photographers..... | 81,000 | 80,000 | 76,000 | 79,000 | 81,000 | 93,000 |
| Employed..... | 77,000 | 77,000 | 75,000 | 78,000 | 76,000 | 87,000 |
| Unemployed..... | 4,000 | 3,000 | 1,000 | 1,000 | 5,000 | 6,000 |
| Unemployment rate (percent)..... | 4.4 | 4.1 | 1.7 | 1.9 | 6.5 | 6.7 |
| Radio-TV announcers..... | 28,000 | 24,000 | 19,000 | 21,000 | 24,000 | 28,000 |
| Employed..... | 25,000 | 22,000 | 18,000 | 20,000 | 22,000 | 26,000 |
| Unemployed..... | 3,000 | 2,000 | 1,000 | 1,000 | 2,000 | 2,000 |
| Unemployment rate (percent)..... | 9.8 | 7.3 | 5.7 | 6.0 | 8.7 | 8.3 |
| Teachers (higher ed.) (b)..... | 29,000 | 30,000 | 34,000 | 35,000 | 39,000 | 41,000 |
| Employed..... | 29,000 | 30,000 | 34,000 | 35,000 | 38,000 | 39,000 |
| Unemployed..... | (a) | (a) | (a) | (a) | 1,000 | 2,000 |
| Unemployment rate (percent)..... | (a) | (a) | (a) | (a) | 2.9 | 4.6 |
| Other artists..... | 65,000 | 69,000 | 74,000 | 73,000 | 89,000 | 85,000 |
| Employed..... | 60,000 | 66,000 | 72,000 | 70,000 | 84,000 | 79,000 |
| Unemployed..... | 5,000 | 3,000 | 2,000 | 3,000 | 5,000 | 6,000 |
| Unemployment rate (percent)..... | 7.4 | 4.4 | 2.9 | 3.5 | 5.2 | 6.5 |

Note: This table presents data from the 1970 artist occupational classification and cannot be directly compared to the data in table 2-7. Unemployment rates are computed based on unrounded estimates of the unemployment and labor force levels.

(a) Data base is too small to provide a meaningful estimate (labor force of 10,000 or less; unemployment level below 500).

(b) Includes higher education teachers of art, drama, and music.

Source: National Endowment for the Arts, Research Division, *Artist Employment and Unemployment, 1971-1980*, Washington, D.C., Report 16, p. 38. (Data are from U.S. Bureau of the Census, Census of Population.)

Methodological note: The Current Population Survey (CPS) is a nationwide monthly sample of approximately 60,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics. Based on the responses to this survey, employment in over 400 detailed occupations, including a number of artist occupations, is reported annually. Since the entire sample is asked to respond to the same set of occupational questions, the CPS provides estimates of employment in artist occupations which are directly comparable to those for all other occupations. It must be noted that because the artist population makes up a small portion of the U.S. population only a small number of artists are included in the CPS sample. This limits the statistical reliability, of course. The national census conducted once every ten years includes a much greater number of artists, and, therefore, the statistical reliability is much better for the census years.

Table 2-6.
Labor force, employment, and unemployment in artist occupations: 1977-1982
(1970 classification)

| Occupation | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 |
|-----------------------------------------------|------------|------------|------------|------------|------------|------------|
| All professional and technical workers | 14,118,000 | 14,626,000 | 15,422,000 | 16,008,000 | 16,888,000 | 17,530,000 |
| Employed | 13,692,000 | 14,245,000 | 15,049,000 | 15,613,000 | 16,419,000 | 16,951,000 |
| Unemployed | 426,000 | 381,000 | 373,000 | 395,000 | 469,000 | 579,000 |
| Unemployment rate (percent) | 3.0 | 2.6 | 2.4 | 2.5 | 2.8 | 3.3 |
| All artists | 878,000 | 934,000 | 969,000 | 1,020,000 | 1,120,000 | 1,129,000 |
| Employed | 828,000 | 889,000 | 928,000 | 978,000 | 1,062,000 | 1,055,000 |
| Unemployed | 50,000 | 45,000 | 41,000 | 42,000 | 58,000 | 74,000 |
| Unemployment rate (percent) | 5.7 | 4.8 | 4.2 | 4.1 | 5.2 | 6.6 |
| Actors | 21,000 | 30,000 | 28,000 | 23,000 | 34,000 | 37,000 |
| Employed | 13,000 | 21,000 | 18,000 | 15,000 | 25,000 | 23,000 |
| Unemployed | 8,000 | 9,000 | 10,000 | 8,000 | 9,000 | 14,000 |
| Unemployment rate (percent) | 38.5 | 30.5 | 35.8 | 35.4 | 26.9 | 37.3 |
| Architects | 60,000 | 71,000 | 85,000 | 92,000 | 95,000 | 98,000 |
| Employed | 58,000 | 69,000 | 84,000 | 90,000 | 93,000 | 94,000 |
| Unemployed | 2,000 | 2,000 | 1,000 | 2,000 | 2,000 | 4,000 |
| Unemployment rate (percent) | 3.4 | 2.6 | .6 | 1.7 | 2.2 | 4.5 |
| Authors | 49,000 | 54,000 | 56,000 | 71,000 | 74,000 | 71,000 |
| Employed | 47,000 | 53,000 | 55,000 | 70,000 | 72,000 | 69,000 |
| Unemployed | 2,000 | 1,000 | 1,000 | 1,000 | 2,000 | 2,000 |
| Unemployment rate (percent) | 3.5 | 1.4 | 2.6 | 1.9 | 2.2 | 3.2 |
| Dancers | 9,000 | 9,000 | 10,000 | 12,000 | 16,000 | 18,000 |
| Employed | 8,000 | 8,000 | 9,000 | 10,000 | 15,000 | 17,000 |
| Unemployed | 1,000 | 1,000 | 1,000 | 2,000 | (a) | (a) |
| Unemployment rate (percent) | (a) | (a) | (a) | 14.2 | (a) | (a) |
| Designers | 151,000 | 166,000 | 184,000 | 198,000 | 226,000 | 233,000 |
| Employed | 146,000 | 161,000 | 179,000 | 193,000 | 218,000 | 221,000 |
| Unemployed | 5,000 | 5,000 | 5,000 | 5,000 | 8,000 | 12,000 |
| Unemployment rate (percent) | 3.1 | 3.3 | 2.6 | 2.6 | 3.4 | 5.2 |
| Musicians/composers | 167,000 | 160,000 | 154,000 | 153,000 | 160,000 | 160,000 |
| Employed | 154,000 | 149,000 | 145,000 | 143,000 | 145,000 | 149,000 |
| Unemployed | 13,000 | 11,000 | 9,000 | 10,000 | 15,000 | 11,000 |
| Unemployment rate (percent) | 7.8 | 6.6 | 6.1 | 6.2 | 9.6 | 7.2 |
| Painters/sculptors | 183,000 | 191,000 | 193,000 | 199,000 | 220,000 | 219,000 |
| Employed | 177,000 | 186,000 | 189,000 | 195,000 | 211,000 | 208,000 |
| Unemployed | 6,000 | 5,000 | 4,000 | 4,000 | 9,000 | 11,000 |
| Unemployment rate (percent) | 3.5 | 2.7 | 2.0 | 2.2 | 4.0 | 4.9 |
| Photographers | 86,000 | 97,000 | 111,000 | 134,000 | 106,000 | 102,000 |
| Employed | 81,000 | 93,000 | 107,000 | 111,000 | 101,000 | 96,000 |
| Unemployed | 5,000 | 4,000 | 4,000 | 3,000 | 5,000 | 6,000 |
| Unemployment rate (percent) | 5.6 | 4.2 | 3.3 | 2.8 | 4.6 | 5.4 |
| Radio-TV announcers | 26,000 | 22,000 | 19,000 | 19,000 | 27,000 | 26,000 |
| Employed | 25,000 | 21,000 | 18,000 | 19,000 | 25,000 | 24,000 |
| Unemployed | 1,000 | 1,000 | 1,000 | (a) | 2,000 | 2,000 |
| Unemployment rate (percent) | 4.1 | 4.0 | 4.2 | (a) | 5.6 | 6.7 |
| Teachers (higher ed.) (b) | 43,000 | 45,000 | 39,000 | 37,000 | 46,000 | 38,000 |
| Employed | 41,000 | 44,000 | 38,000 | 36,000 | 45,000 | 37,000 |
| Unemployed | 2,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| Unemployment rate (percent) | 5.1 | 1.8 | 3.0 | 2.5 | 1.9 | 2.3 |
| Other artists | 83,000 | 89,000 | 90,000 | 102,000 | 116,000 | 127,000 |
| Employed | 78,000 | 84,000 | 86,000 | 96,000 | 112,000 | 117,000 |
| Unemployed | 5,000 | 5,000 | 4,000 | 6,000 | 4,000 | 10,000 |
| Unemployment rate (percent) | 6.6 | 5.9 | 4.5 | 6.0 | 3.4 | 7.9 |

Note: This table presents data utilizing the 1970's classification and can not directly compared to data in table 2-7. Employed plus unemployed may not equal occupation total due to rounding. Unemployment rates are computed based on unrounded estimates of the unemployment and labor force levels. See table 2-5 for general methodological notes on Current Population Survey.

(a) Data base is too small to provide a meaningful estimate (labor force of 10,000 or less; unemployment level below 500).

(b) Art, drama, and music.

Source: (1977-1980) National Endowment for the Arts, Research Division, *Artist Employment and Unemployment, 1971-1980*, Washington, D.C., Report 16, 1982, p. 38. (1981-1982) National Endowment for the Arts, Research Division, "Artists Employment," Washington, D.C., Note 2, January 24, 1983. (Unpublished data provided by the Bureau of Labor Statistics from the Current Population Survey.)

Table 2-7.
Artist labor force, employment, and unemployment: 1983, 1985, 1987, and 1988
(1980 classification) (continued on next page)

| Occupation | 1983 | 1985 | 1987 | 1988 | Change level (1983-1988) | Change level (1987-1988) |
|-------------------------------------------------------------------------|--------------------|--------------------|--------------------|--------------------|-----------------------------|-----------------------------|
| Total, all civilian workers..... | 111,550,000 | 115,462,000 | 119,865,000 | 121,669,000 | +10,119,000 | +1,804,000 |
| Employed..... | 100,834,000 | 107,150,000 | 112,440,000 | 114,968,000 | 14,134,000 | 2,528,000 |
| Unemployed..... | 10,717,000 | 8,312,000 | 7,425,000 | 6,701,000 | -4,016,000 | -724,000 |
| Unemployment rate (percent).... | 9.6 | 7.2 | 6.2 | 5.5 | -4.1 | -.7 |
| Professional specialty occupation.... | 13,219,000 | 13,946,000 | 14,726,000 | 15,249,000 | +2,030,000 | +523,000 |
| Employed..... | 12,820,000 | 13,630,000 | 14,426,000 | 14,974,000 | +2,154,000 | +548,000 |
| Unemployed..... | 399,000 | 316,000 | 300,000 | 266,000 | -123,000 | -34,000 |
| Unemployment rate (percent).... | 3.0 | 2.3 | 2.0 | 1.7 | -1.3 | -.3 |
| All artists..... | 1,301,000 | 1,482,000 | 1,558,000 | 1,557,000 | +256,000 | -1,000 |
| Employed..... | 1,223,000 | 1,411,000 | 1,503,000 | 1,505,000 | +283,000 | +2,000 |
| Unemployed..... | 78,000 | 71,000 | 55,000 | 52,000 | -26,000 | -3,000 |
| Unemployment rate (percent).... | 6.0 | 5.0 | 3.5 | 2.9 | -3.1 | -.6 |
| Actors and directors..... | 71,000 | 91,000 | 98,000 | 112,000 | +41,000 | +14,000 |
| Employed..... | 60,000 | 77,000 | 88,000 | 100,000 | +40,000 | +12,000 |
| Unemployed..... | 11,000 | 14,000 | 10,000 | 12,000 | +1,000 | +2,000 |
| Unemployment rate (percent).... | 15.7 | 15.4 | 9.8 | 10.6 | -5.1 | +.8 |
| Announcers..... | 41,000 | 54,000 | 62,000 | 56,000 | +15,000 | -6,000 |
| Employed..... | 38,000 | 51,000 | 59,000 | 52,000 | +14,000 | -7,000 |
| Unemployed..... | 3,000 | 3,000 | 3,000 | 4,000 | +1,000 | +1,000 |
| Unemployment rate (percent).... | 6.7 | 5.3 | 4.7 | 6.4 | -3 | +1.7 |
| Architects..... | 108,000 | 133,000 | 136,000 | 145,000 | +37,000 | +9,000 |
| Employed..... | 103,000 | 130,000 | 135,000 | 143,000 | +40,000 | +8,000 |
| Unemployed..... | 5,000 | 3,000 | 1,000 | 2,000 | -3,000 | +1,000 |
| Unemployment rate (percent).... | 4.3 | 2.2 | 1.0 | 1.2 | -3.1 | +.2 |
| Authors..... | 64,000 | 71,000 | 86,000 | 83,000 | +19,000 | -3,000 |
| Employed..... | 62,000 | 70,000 | 85,000 | 82,000 | +20,000 | -3,000 |
| Unemployed..... | 2,000 | 1,000 | 1,000 | 1,000 | (c) | (c) |
| Unemployment rate (percent).... | 2.5 | 1.4 | .8 | .9 | -1.6 | +.1 |
| Dancers..... | 12,000 | 17,000 | 16,000 | 17,000 | +5,000 | +1,000 |
| Employed..... | 10,000 | 15,000 | 15,000 | 16,000 | +6,000 | (c) |
| Unemployed..... | (a) | (a) | (a) | (a) | (a) | (a) |
| Unemployment rate (percent).... | (a) | (a) | (a) | (a) | (a) | (a) |
| Designers..... | 415,000 | 504,000 | 546,000 | 525,000 | +110,000 | -21,000 |
| Employed..... | 393,000 | 484,000 | 531,000 | 510,000 | +117,000 | -21,000 |
| Unemployed..... | 22,000 | 20,000 | 15,000 | 15,000 | (c) | (c) |
| Unemployment rate (percent).... | 5.2 | 3.9 | 2.7 | 2.8 | -2.4 | +.1 |
| Musicians/composers..... | 170,000 | 163,000 | 177,000 | 158,000 | -12,000 | -19,000 |
| Employed..... | 155,000 | 152,000 | 169,000 | 151,000 | -4,000 | -18,000 |
| Unemployed..... | 15,000 | 11,000 | 8,000 | 7,000 | -8,000 | -1,000 |
| Unemployment rate (percent).... | 8.6 | 6.5 | 4.7 | 4.6 | -4.0 | -.1 |
| Painters/sculptors/craft artists/and artist printmakers..... | 192,000 | 207,000 | 198,000 | 219,000 | +27,000 | +21,000 |
| Employed..... | 186,000 | 200,000 | 191,000 | 215,000 | +29,000 | +24,000 |
| Unemployed..... | 6,000 | 7,000 | 7,000 | 4,000 | -2,000 | -3,000 |
| Unemployment rate (percent).... | 3.3 | 3.2 | 3.4 | 2.0 | -1.3 | -1.4 |
| Photographers..... | 119,000 | 134,000 | 131,000 | 121,000 | +2,000 | -10,000 |
| Employed..... | 113,000 | 129,000 | 126,000 | 117,000 | +4,000 | -9,000 |
| Unemployed..... | 6,000 | 5,000 | 5,000 | 4,000 | -2,000 | -1,000 |
| Unemployment rate (percent).... | 5.0 | 3.5 | 4.0 | 3.6 | -1.4 | -.4 |
| Teachers of art, drama, and music (higher ed.)..... | 43,000 | 42,000 | 41,000 | 49,000 | +6,000 | +8,000 |
| Employed..... | 42,000 | 41,000 | 40,000 | 48,000 | +6,000 | +8,000 |
| Unemployed..... | 1,000 | 1,000 | 1,000 | 1,000 | (c) | (c) |
| Unemployment rate (percent).... | 2.2 | 2.4 | 1.6 | 2.7 | +5 | +1.1 |
| Other artists (b)..... | 66,000 | 66,000 | 67,000 | 72,000 | +6,000 | +5,000 |
| Employed..... | 61,000 | 62,000 | 64,000 | 71,000 | +10,000 | +7,000 |
| Unemployed..... | 5,000 | 4,000 | 3,000 | 1,000 | -4,000 | -2,000 |
| Unemployment rate (percent).... | 7.1 | 5.6 | 4.5 | 2.1 | -5.0 | -2.4 |

Table 2-7.

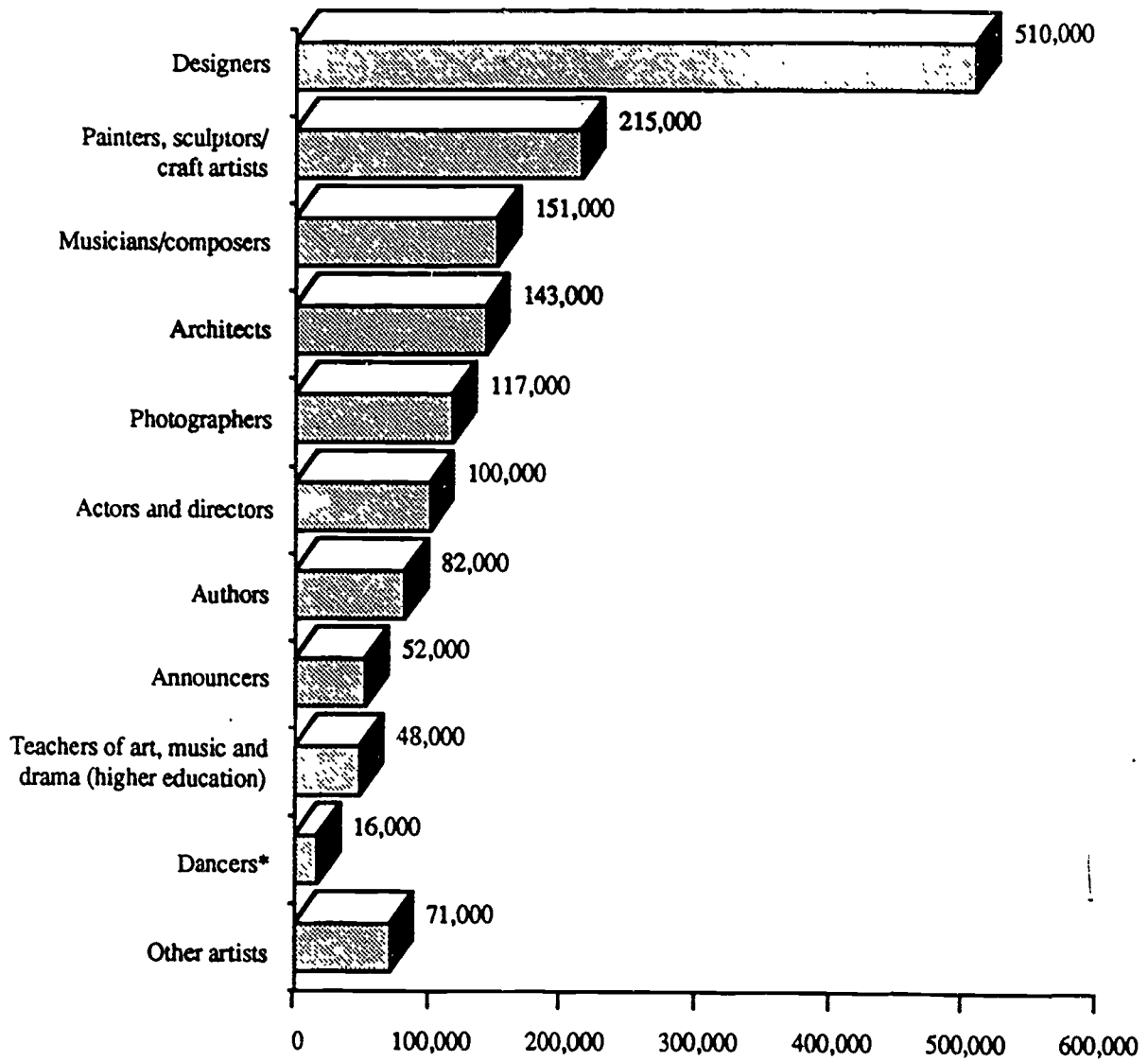
**Artist labor force, employment, and unemployment: 1983, 1985, 1987, and 1988
(1980 classification) (continued from previous page)**

Note: Data in this table reflect the 1980 revision of occupational categories and are not directly comparable with data in tables 2-5 and 2-6. All the unemployment rates shown in the table (with the exception of the rates for 'All Artists') were calculated by the Bureau of Labor Statistics using unrounded data. Because these labor force statistics are based on a sample survey, they are subject to sampling errors. Relatively small changes in employment and unemployment in the smaller artist occupations are often not statistically significant. For a more detailed discussion, see Research Division Report #16, Artists Employment and Unemployment 1971-1980, Appendix B, "Reliability of Current Population Survey (CPS) Statistics." See table 2-5 for methodological note on Current Population Survey.

- (a) Data base is too small for estimate.
- (b) Not elsewhere classified.
- (c) No change occurred.

Source: National Endowment for the Arts, Research Division, "Artists Employment in 1988," Washington, D.C., Note 31, April 1988 (Data provided by U.S. Department of Labor, Bureau of Labor Statistics, Current Population Survey, unpublished data.)

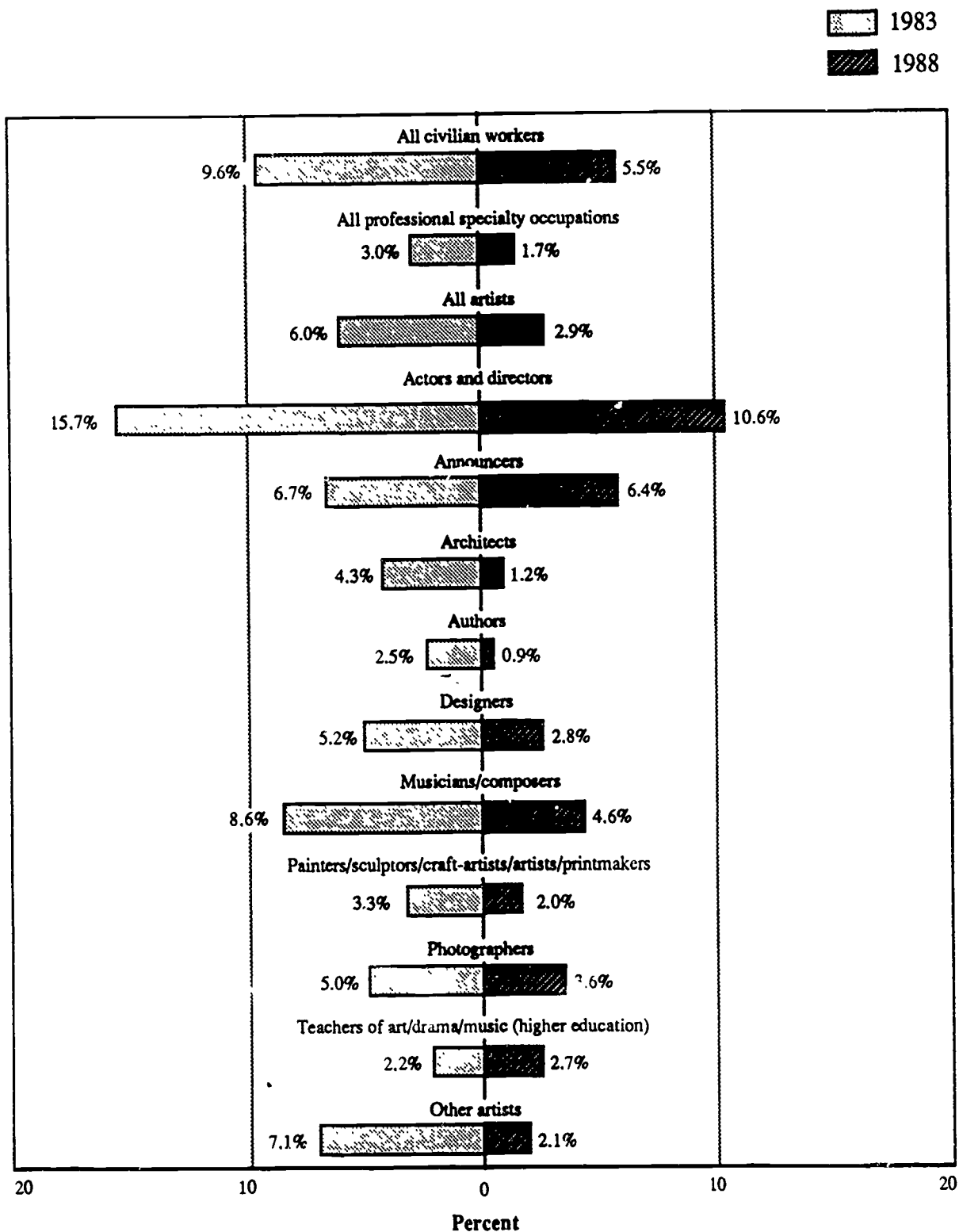
Chart 2-3.
Total number of artists in the workforce by art form: 1988



* Data base too small to estimate

Source: National Endowment for the Arts, Research Division (Data are from Current Population Survey.)
 See table 2-7 for full citation.

Chart 2-4.
Unemployment rate of U.S. civilian workers and of artist labor force as measured by
the Current Population Survey: 1983 and 1988



Source: U.S. Bureau of Census and Bureau of Labor Statistics, Current Population Survey, as analyzed by the National Endowment for the Arts, Research Division; See table 2-7 for full citation.

Table 2-8.
Urban and rural location of artists by discipline: 1980

| Occupation | Percent urban | Percent rural |
|-----------------------------------------|---------------|---------------|
| Dancers..... | 96 | 4 |
| Actors/directors..... | 92 | 8 |
| Musicians/composers..... | 89 | 11 |
| Architects..... | 87 | 13 |
| Authors..... | 87 | 13 |
| Photographers..... | 86 | 14 |
| Painters..... | 85 | 15 |
| Teachers (higher ed)..... | 85 | 15 |
| Designers..... | 84 | 16 |
| Announcers..... | 83 | 17 |
| Artists n.e.c..... | 80 | 20 |
| All artists..... | 86 | 14 |
| Professional specialty occupations..... | 81 | 19 |
| Total U.S. labor force..... | 75 | 25 |

n.e.c. - Not elsewhere classified.

Source: National Endowment for the Arts, Research Division, Where Artists Live, 1980; Washington, D.C., Report 19, March 1987, table 3, p. 41. (Data are from U.S. Bureau of the Census, Census of Population.)

Table 2-9.
State distribution of all artists: 1970-1980

| State | 1970 Rank | Number of artists | Concentration ratio ^a | 1980 Rank | Number of artists | Concentration ratio ^a |
|---------------------|-----------|-------------------|----------------------------------|-----------|-------------------|----------------------------------|
| California..... | 1 | 108,437 | 1.48 | 1 | 176,321 | 1.49 |
| New York..... | 2 | 107,916 | 1.58 | 2 | 138,424 | 1.66 |
| Texas..... | 5 | 34,969 | .88 | 3 | 61,802 | .90 |
| Illinois..... | 3 | 41,211 | .97 | 4 | 50,467 | .89 |
| Florida..... | 9 | 24,960 | 1.07 | 5 | 48,302 | 1.10 |
| Pennsylvania..... | 4 | 35,137 | .81 | 6 | 43,363 | .78 |
| Ohio..... | 6 | 32,378 | .83 | 7 | 39,768 | .77 |
| Michigan..... | 7 | 26,660 | .93 | 8 | 36,688 | .84 |
| New Jersey..... | 8 | 28,686 | 1.05 | 9 | 36,510 | 1.00 |
| Massachusetts..... | 10 | 23,499 | 1.07 | 10 | 32,223 | 1.10 |
| Virginia..... | 12 | 15,253 | .94 | 11 | 24,775 | .96 |
| Washington..... | 19 | 12,553 | 1.02 | 12 | 22,974 | 1.14 |
| Maryland..... | 11 | 17,135 | 1.17 | 13 | 20,990 | .98 |
| North Carolina..... | 18 | 12,640 | .67 | 14 | 20,561 | .72 |
| Georgia..... | 20 | 11,776 | .71 | 15 | 20,330 | .79 |
| Minnesota..... | 16 | 12,967 | .92 | 16 | 19,512 | .94 |
| Missouri..... | 13 | 14,199 | .84 | 17 | 18,951 | .81 |
| Wisconsin..... | 15 | 13,320 | .82 | 18 | 18,429 | .78 |
| Colorado..... | 22 | 8,838 | 1.11 | 19 | 17,930 | 1.20 |
| Tennessee..... | 21 | 10,607 | .76 | 20 | 17,714 | .82 |
| Indiana..... | 17 | 12,941 | .67 | 21 | 17,439 | .65 |
| Connecticut..... | 14 | 13,404 | 1.12 | 22 | 17,211 | 1.07 |
| Arizona..... | 30 | 6,597 | 1.12 | 23 | 14,023 | 1.14 |
| Oregon..... | 26 | 6,978 | .91 | 24 | 13,157 | 1.02 |
| Louisiana..... | 23 | 8,019 | .71 | 25 | 12,825 | .71 |
| Alabama..... | 24 | 7,965 | .69 | 26 | 11,779 | .69 |
| Kentucky..... | 29 | 6,863 | .65 | 27 | 10,446 | .66 |
| Oklahoma..... | 28 | 6,884 | .77 | 28 | 10,308 | .74 |
| South Carolina..... | 31 | 5,209 | .57 | 29 | 9,526 | .65 |
| Iowa..... | 27 | 6,917 | .67 | 30 | 9,395 | .66 |
| Kansas..... | 25 | 7,031 | .84 | 31 | 9,377 | .80 |
| Hawaii..... | 34 | 3,667 | 1.35 | 32 | 6,753 | 1.49 |
| Nevada..... | 40 | 3,078 | 1.60 | 33 | 6,507 | 1.48 |
| New Mexico..... | 36 | 3,552 | 1.13 | 34 | 6,505 | 1.14 |
| Mississippi..... | 33 | 3,826 | .55 | 35 | 6,155 | .59 |
| Utah..... | 35 | 3,659 | 1.00 | 36 | 5,858 | .91 |
| Nebraska..... | 32 | 4,068 | .75 | 37 | 5,666 | .73 |
| Arkansas..... | 37 | 3,344 | .53 | 38 | 5,468 | .56 |
| Rhode Island..... | 38 | 3,124 | .87 | 39 | 4,527 | .95 |
| West Virginia..... | 19 | 3,091 | .58 | 40 | 4,223 | .54 |
| Maine..... | 42 | 2,171 | .62 | 41 | 3,790 | .73 |
| New Hampshire..... | 41 | 2,474 | .88 | 42 | 3,751 | .79 |
| Idaho..... | 44 | 1,844 | .74 | 43 | 3,207 | .74 |
| Montana..... | 43 | 1,857 | .77 | 44 | 2,966 | .80 |
| Vermont..... | 46 | 1,600 | .99 | 45 | 2,366 | .94 |
| Delaware..... | 45 | 1,681 | .83 | 46 | 2,288 | .78 |
| Alaska..... | 50 | 710 | .79 | 47 | 2,148 | 1.13 |
| South Dakota..... | 47 | 1,435 | .63 | 48 | 1,974 | .61 |
| North Dakota..... | 48 | 1,155 | .59 | 49 | 1,972 | .66 |
| Wyoming..... | 49 | 844 | .71 | 50 | 1,602 | .68 |

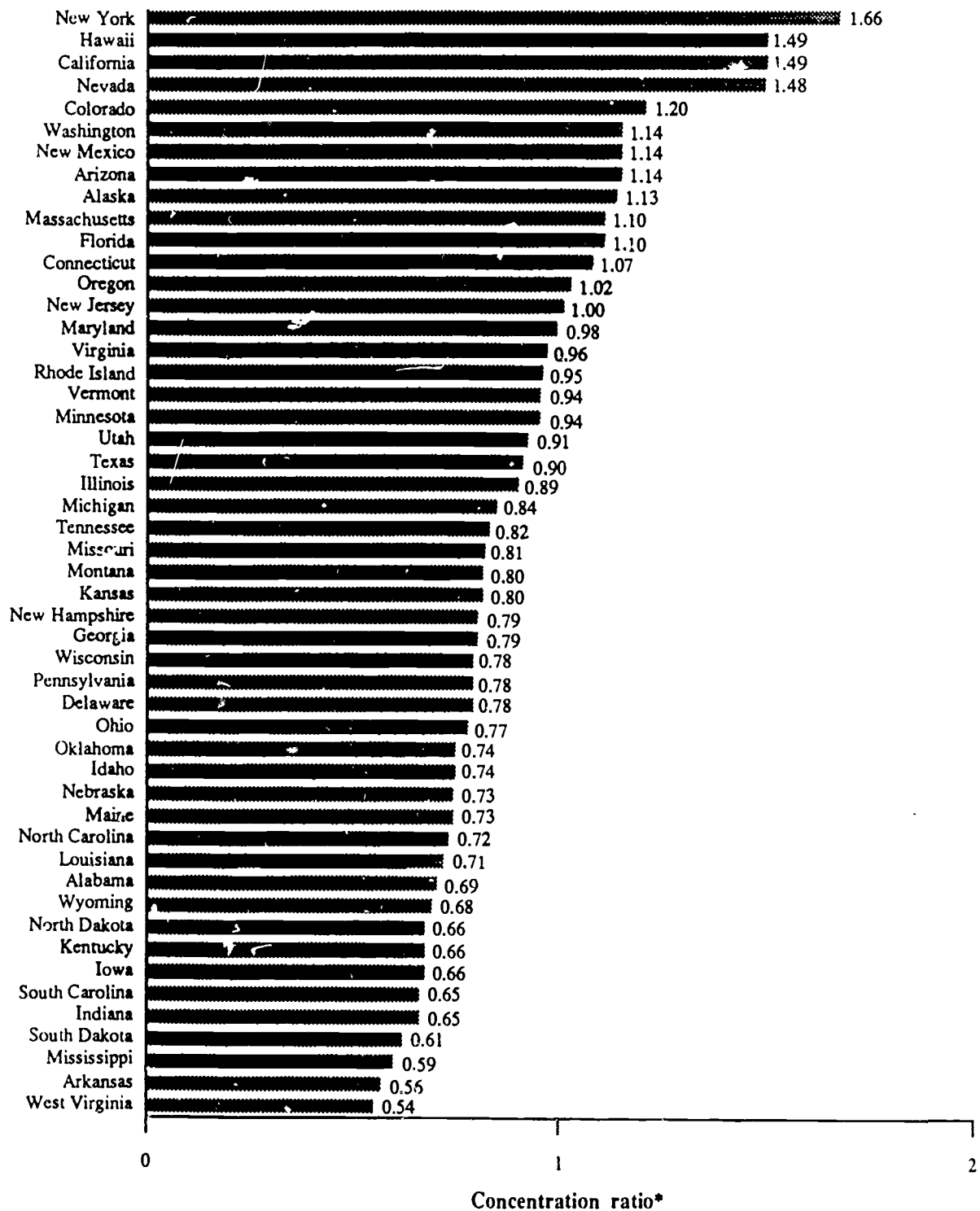
Notes: States are in order of rank of number of artists in 1980.

^aConcentration ratio: Proportion of all artists in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, Figure I, p. 13. (Data are from U.S. Bureau of the Census, Census of Population.)



Chart 2-5.
State by State concentration ratios of all artists: 1980



* Concentration ratio is the proportion of artists in the State labor force compared with the national proportion. A ratio of 1.00 would mean the State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, Report 19. Data are from Current Population Survey. See table 2-9 for full citation.

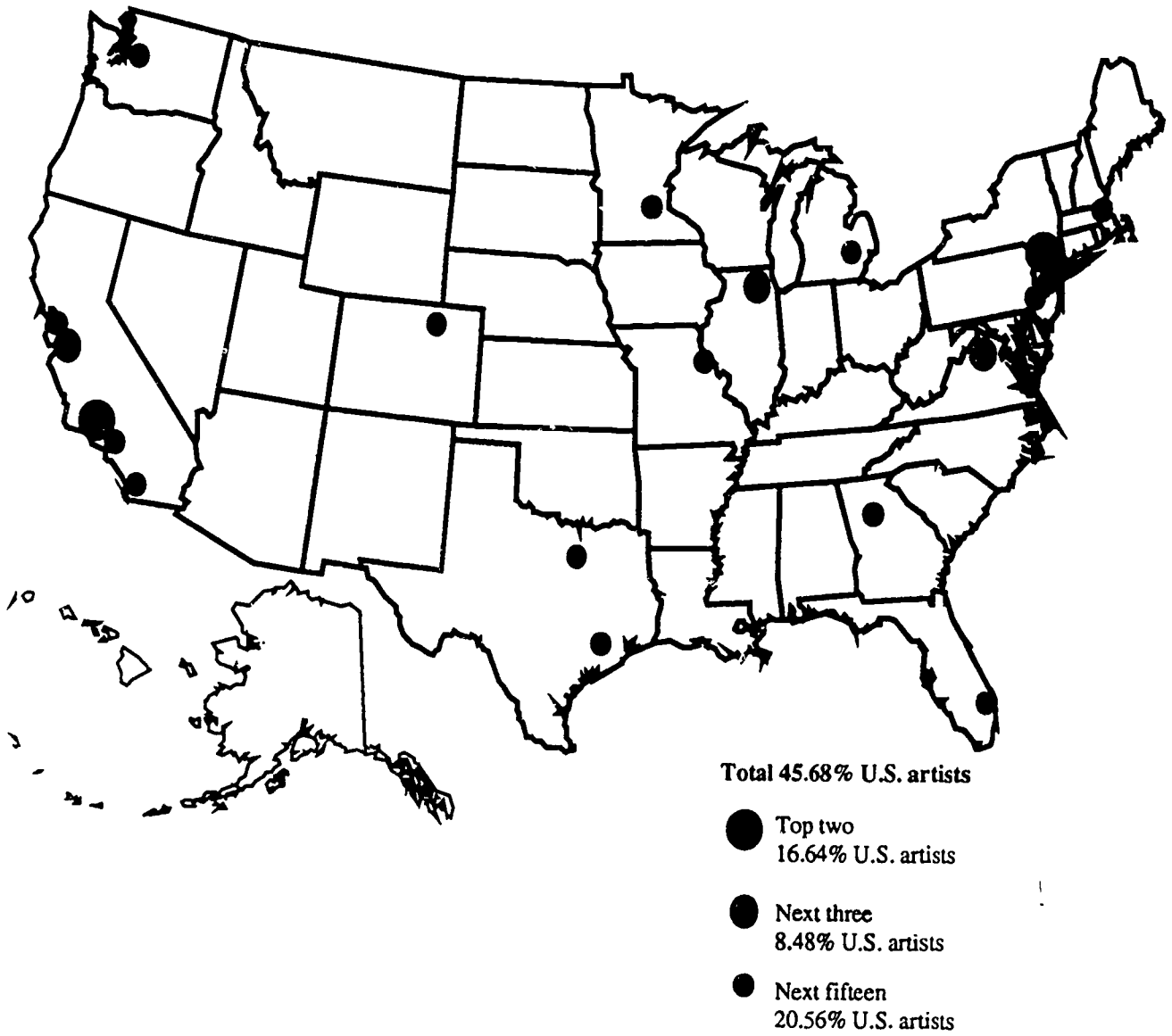
Table 2-10.
Artists in the largest metropolitan areas: 1980

| Ranked by | | | Artists as percent of SMSA | | | | | Women as percent of SMSA | | | |
|---------------------|------------------------------|------------------------|-----------------------------------------------|-------------------|-----------------------------|------------------------------|----------------------|--------------------------|-----------------------------------|------------------------------|----------------------|
| Artists | Managers and profes- sionals | Civilian lab- or force | Metropolitan area (SMSA) | Number of artists | Percent of all U.S. artists | Managers and profes- sionals | Civilian labor force | Women artists | Managers and Civilian labor force | | |
| | | | | | | | | | Artists | Managers and profes- sionals | Civilian labor force |
| | | | | | | | | | (percent) | | |
| 1 | 1 | 1 | New York, NY-NJ..... | 102,954 | 9.48 | 9.30 | 2.45 | 38,959 | 37.8 | 41.3 | 44.9 |
| 2 | 2 | 2 | Los Angeles/Long Beach, CA..... | 77,768 | 7.16 | 8.82 | 2.10 | 25,638 | 33.0 | 39.3 | 42.9 |
| 3 | 3 | 3 | Chicago, IL..... | 37,536 | 3.46 | 4.67 | 1.08 | 12,964 | 34.5 | 39.8 | 43.2 |
| 4 | 6 | 6 | San Francisco, CA..... | 29,570 | 2.72 | 6.46 | 1.75 | 11,015 | 37.3 | 40.7 | 44.3 |
| 5 | 4 | 7 | Washington, DC-MD-VA..... | 24,979 | 2.30 | 4.53 | 1.56 | 9,728 | 38.9 | 41.6 | 47.0 |
| 6 | 5 | 4 | Philadelphia, PA-NJ..... | 22,834 | 2.10 | 4.55 | 1.06 | 7,761 | 34.0 | 39.1 | 42.9 |
| 7 | 8 | 10 | Boston, MA..... | 20,839 | 1.92 | 5.10 | 1.49 | 7,463 | 35.8 | 41.1 | 45.3 |
| 8 | 7 | 5 | Detroit, MI..... | 19,942 | 1.84 | 4.87 | .99 | 5,804 | 29.1 | 38.3 | 41.2 |
| 9 | 10 | 8 | Dallas/Fort Worth, TX..... | 18,618 | 1.71 | 5.26 | 1.21 | 7,161 | 38.5 | 38.4 | 43.3 |
| 10 | 11 | 11 | Massau/Suffolk, NY..... | 16,561 | 1.53 | 4.95 | 1.35 | 5,378 | 32.5 | 34.5 | 41.0 |
| 11 | 9 | 9 | Houston, TX..... | 16,050 | 1.48 | 4.49 | 1.07 | 6,135 | 38.2 | 38.3 | 40.5 |
| 12 | 12 | 15 | Anaheim/Santa Ana/Garden Grove, CA..... | 14,704 | 1.35 | 5.13 | 1.45 | 5,469 | 37.2 | 35.7 | 42.3 |
| 13 | 13 | 12 | Minneapolis/St. Paul, MN-WI..... | 14,219 | 1.31 | 5.08 | 1.27 | 4,844 | 34.1 | 38.7 | 44.6 |
| 14 | 19 | 21 | Seattle/Beverett, WA..... | 13,301 | 1.23 | 6.09 | 1.59 | 4,964 | 37.3 | 37.4 | 42.5 |
| 15 | 21 | 22 | San Diego, CA..... | 11,969 | 1.10 | 5.90 | 1.47 | 4,473 | 37.4 | 40.4 | 43.6 |
| 16 | 15 | 16 | Atlanta, GA..... | 11,805 | 1.09 | 4.75 | 1.16 | 4,609 | 39.0 | 41.5 | 44.6 |
| 17 | 18 | 20 | Denver/Boulder, CO..... | 11,749 | 1.08 | 5.03 | 1.37 | 4,489 | 38.2 | 38.8 | 43.3 |
| 18 | 24 | 23 | Miami, FL..... | 10,723 | .99 | 6.06 | 1.37 | 3,816 | 35.6 | 40.0 | 45.3 |
| 19 | 17 | 13 | St. Louis, MO-IL..... | 10,035 | .92 | 4.22 | .91 | 3,777 | 37.6 | 40.8 | 43.4 |
| 20 | 14 | 18 | Newark, NJ..... | 9,834 | .91 | 3.86 | 1.02 | 3,594 | 36.5 | 37.6 | 43.9 |
| 21 | 16 | 14 | Baltimore, MD..... | 9,752 | .90 | 3.97 | .94 | 3,556 | 36.5 | 41.4 | 43.9 |
| 22 | 25 | 24 | Phoenix, AZ..... | 8,777 | .81 | 5.16 | 1.25 | 3,033 | 34.6 | 39.3 | 42.2 |
| 23 | 22 | 19 | Cleveland, OH..... | 8,754 | .81 | 4.39 | .97 | 3,040 | 34.7 | 38.9 | 42.5 |
| 24 | 23 | 26 | San Jose, CA..... | 8,461 | .78 | 4.36 | 1.22 | 3,328 | 39.2 | 35.8 | 43.4 |
| 25 | 20 | 17 | Pittsburgh, PA..... | 8,444 | .78 | 3.94 | .83 | 3,197 | 37.9 | 34.5 | 40.0 |
| 26 | 28 | 31 | Portland, OR-WA..... | 7,748 | .71 | 5.30 | 1.25 | 2,928 | 37.8 | 40.1 | 42.7 |
| 27 | 26 | 27 | Kansas City, MO-KS..... | 7,156 | .66 | 4.68 | 1.07 | 3,657 | 42.7 | 42.1 | 44.0 |
| 28 | 29 | 30 | Tampa/St. Petersburg, FL..... | 7,053 | .65 | 4.99 | 1.09 | 2,738 | 38.8 | 41.5 | 44.5 |
| 29 | 27 | 25 | Milwaukee, WI..... | 6,913 | .64 | 4.64 | .99 | 2,533 | 36.6 | 39.1 | 43.6 |
| 30 | 30 | 29 | Cincinnati, OH-IN-KY..... | 6,605 | .61 | 4.74 | 1.02 | 2,300 | 34.8 | 39.4 | 42.2 |
| 31 | 38 | 38 | Ft. Lauderdale/Hollywood, FL..... | 6,071 | .56 | 5.72 | 1.33 | 2,080 | 34.3 | 39.0 | 43.3 |
| 32 | 41 | 43 | Nashville, Davidson, TN..... | 5,655 | .52 | 6.02 | 1.35 | 1,754 | 31.0 | 42.5 | 44.1 |
| 33 | 50 | 52 | Honolulu, HI..... | 5,618 | .52 | 6.86 | 1.65 | 2,151 | 38.3 | 43.1 | 46.7 |
| 34 | 35 | 36 | Sacramento, CA..... | 5,468 | .50 | 4.73 | 1.14 | 2,146 | 39.2 | 41.2 | 43.8 |
| 35 | 32 | 34 | Columbus, OH..... | 5,400 | .50 | 4.21 | 1.01 | 1,981 | 36.7 | 39.9 | 43.7 |
| 36 | 31 | 28 | Riverside/San Bernardino/Ontario, CA..... | 5,173 | .48 | 3.89 | .79 | 1,947 | 37.6 | 41.1 | 41.3 |
| 37 | 33 | 35 | New Orleans, LA..... | 5,056 | .47 | 4.24 | .96 | 1,842 | 36.4 | 41.0 | 41.7 |
| 38 | 34 | 32 | Indianapolis, IN..... | 4,761 | .44 | 3.99 | .83 | 1,837 | 36.4 | 40.1 | 43.6 |
| 39 | 43 | 40 | San Antonio, TX..... | 4,684 | .43 | 5.02 | 1.07 | 1,800 | 38.4 | 42.5 | 43.3 |
| 40 | 37 | 37 | Rochester, NY..... | 4,673 | .43 | 4.30 | 1.00 | 1,689 | 36.1 | 39.6 | 43.3 |
| 41 | 53 | 54 | Orlando, FL..... | 4,659 | .43 | 6.09 | 1.40 | 1,757 | 37.7 | 39.3 | 44.2 |
| 42 | 55 | 69 | Austin, TX..... | 4,413 | .41 | 5.92 | 1.63 | 1,710 | 38.7 | 41.9 | 44.8 |
| 43 | 87 | 75 | Las Vegas, NV..... | 4,373 | .40 | 9.69 | 1.82 | 1,657 | 37.9 | 41.4 | 43.5 |
| 44 | 40 | 44 | Salt Lake City/Ogden, UT..... | 4,267 | .39 | 6.30 | 1.02 | 1,513 | 35.5 | 35.7 | 40.8 |
| 45 | 45 | 35 | Providence/Warwick/Pawtucket, RI-MA..... | 4,261 | .39 | 4.71 | .94 | 1,189 | 27.9 | 39.0 | 44.9 |
| 46 | 36 | 33 | Buffalo, NY..... | 4,132 | .38 | 3.57 | .72 | 1,511 | 36.6 | 40.8 | 42.1 |
| 47 | 46 | 41 | Louisville, KY..... | 4,087 | .38 | 4.72 | .96 | 1,598 | 39.1 | 42.2 | 43.0 |
| 48 | 49 | 42 | Greensboro/Winston-Salem/High Point, NC..... | 4,037 | .37 | 4.92 | .95 | 1,667 | 41.3 | 43.5 | 45.5 |
| 49 | 48 | 45 | Memphis, TN-AK-MS..... | 3,997 | .37 | 4.78 | .99 | 1,500 | 37.5 | 44.2 | 44.7 |
| 50 | 42 | 46 | Oklahoma City, OK..... | 3,955 | .36 | 4.21 | .98 | 1,614 | 40.8 | 40.0 | 43.4 |
| 51 | 61 | 53 | Charlotte/Gastonia, NC..... | 3,804 | .35 | 5.46 | 1.14 | 1,472 | 38.7 | 41.2 | 45.3 |
| 52 | 44 | 50 | Albany/Schenectady/Troy, NY..... | 3,637 | .33 | 3.98 | 0.98 | 1,108 | 30.5 | 39.1 | 43.7 |
| 53 | 67 | 77 | Tucson, AZ..... | 3,512 | .32 | 5.85 | 1.49 | 1,337 | 38.1 | 41.8 | 42.5 |
| 54 | 47 | 46 | Dayton, OH..... | 3,499 | .32 | 4.08 | .91 | 1,388 | 39.7 | 39.7 | 42.8 |
| 55 | 39 | 48 | Hartford, CT..... | 3,485 | .32 | 3.45 | .93 | 1,264 | 36.3 | 39.3 | 44.5 |
| 56 | 51 | 49 | Birmingham, AL..... | 3,442 | .32 | 4.35 | .92 | 1,411 | 41.0 | 43.1 | 42.2 |
| 57 | 68 | 72 | West Palm Beach/Boca Raton, FL..... | 3,302 | .30 | 5.65 | 1.32 | 1,233 | 37.3 | 39.9 | 43.2 |
| 58 | 52 | 66 | Raleigh/Durham, NC..... | 3,228 | .30 | 4.13 | 1.17 | 1,251 | 38.8 | 43.1 | 47.2 |
| 59 | 56 | 55 | Tulsa, OK..... | 3,093 | .28 | 4.18 | .93 | 1,182 | 38.2 | 38.0 | 41.7 |
| 60 | 59 | 57 | Norfolk/Virginia Beach/Portsmouth, VA-NC..... | 3,087 | .28 | 4.36 | .95 | 1,238 | 40.1 | 45.9 | 45.3 |
| Total 60 SMSAs..... | | | | 704,472 | 64.89 | 5.51 | 1.34 | 255,568 | 36.3 | 39.8 | 43.3 |
| Total U.S..... | | | | 1,085,693 | 100.00 | 4.79 | 1.04 | 411,066 | 37.9 | 40.9 | 42.6 |

Source: National Endowment for the Arts, Research Division, "Artists in The Large Metropolitan Areas," Washington, D.C., Note 5, September 5, 1983. (Data are from U.S. Bureau of the Census, Census of Population.)

Chart 2-6.

Twenty metropolitan areas with largest numbers of artists: 1980



Source: National Endowment for the Arts, Research Division; See table 2-10 for full citation.

Table 2-11a.
Artist labor force by occupation and sex: 1970 and 1980

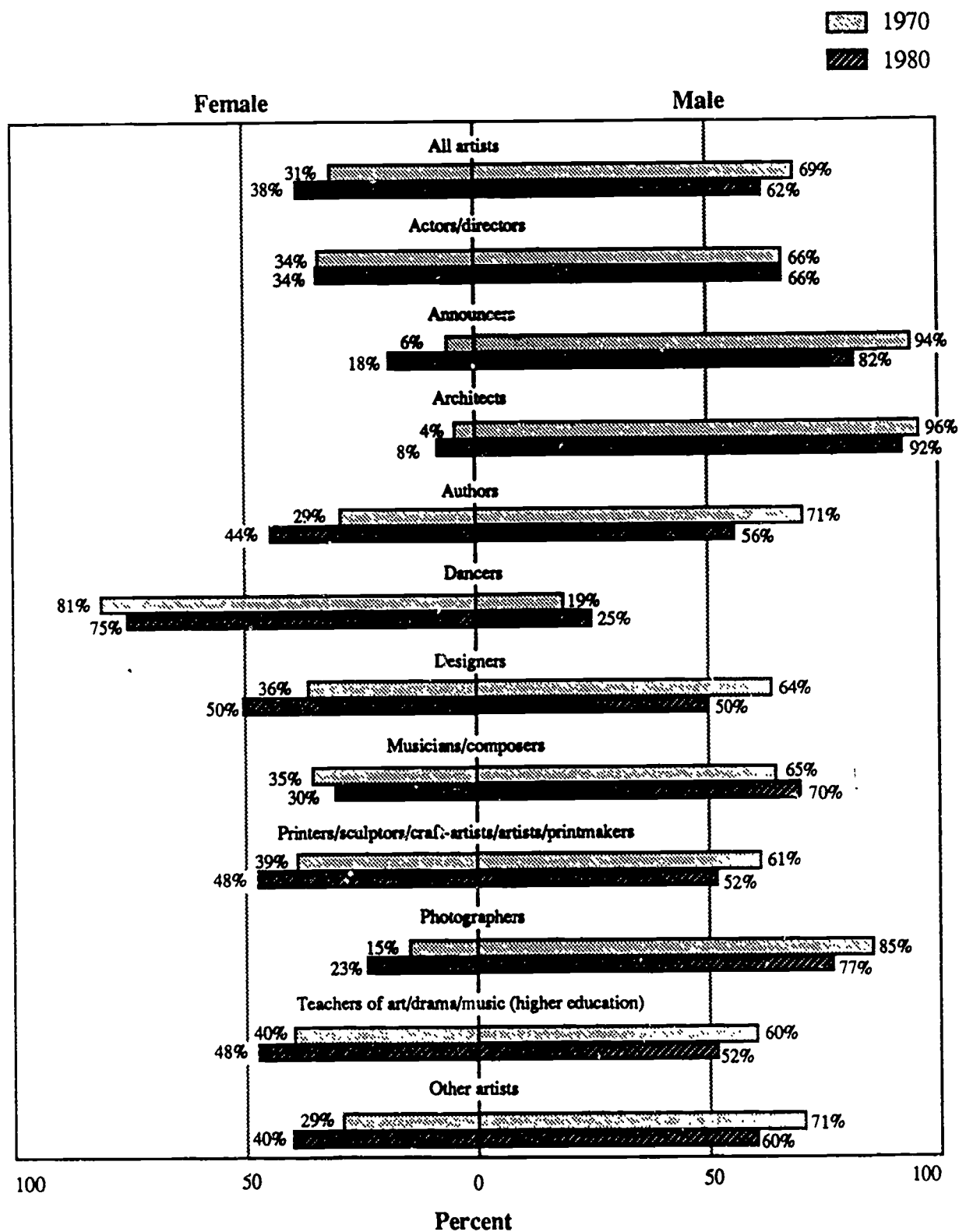
| Occupation | Total | | | Men | | | Women | | | Women as a proportion of the total labor force | | |
|------------------------------------------------------------|---------|-----------|----------------|---------|---------|----------------|---------|---------|----------------|------------------------------------------------|--------------|----------------|
| | 1970 | 1980 | Percent change | 1970 | 1980 | Percent change | 1970 | 1980 | Percent change | Percent 1970 | Percent 1980 | Percent change |
| Actors/directors..... | 40,201 | 67,180 | 67 | 26,339 | 44,049 | 67 | 13,862 | 23,131 | 67 | 34 | 34 | 0 |
| Announcers..... | 25,942 | 46,986 | 81 | 24,291 | 38,392 | 58 | 1,651 | 8,594 | 421 | 6 | 18 | 12 |
| Architects..... | 53,670 | 107,693 | 101 | 51,534 | 98,743 | 92 | 2,136 | 8,950 | 319 | 4 | 8 | 4 |
| Art/drama/music teachers (higher education)..... | 42,000 | 28,385 | -32 | 25,310 | 14,718 | -42 | 16,690 | 13,667 | -18 | 40 | 48 | 8 |
| Authors..... | 27,752 | 45,748 | 65 | 19,578 | 25,409 | 30 | 8,174 | 20,339 | 149 | 29 | 44 | 15 |
| Dancers..... | 7,404 | 13,194 | 78 | 1,381 | 3,350 | 143 | 6,023 | 9,844 | 63 | 81 | 75 | -6 |
| Designers..... | 232,890 | 338,374 | 45 | 148,572 | 169,604 | 14 | 84,318 | 168,770 | 100 | 36 | 50 | 14 |
| Musicians/composers..... | 99,533 | 140,556 | 41 | 64,767 | 99,065 | 53 | 34,766 | 41,491 | 19 | 35 | 30 | -5 |
| Painters/sculptors/craft- artists/artists/printmakers.. | 86,849 | 153,162 | 76 | 52,827 | 79,445 | 50 | 34,022 | 73,717 | 117 | 39 | 48 | 9 |
| Photographers | 67,588 | 94,762 | 40 | 57,597 | 72,496 | 26 | 9,991 | 22,266 | 123 | 15 | 23 | 8 |
| Artists/performers/related workers n.e.c..... | 53,131 | 49,653 | -9 | 37,742 | 29,356 | -22 | 15,389 | 20,297 | 32 | 29 | 40 | 11 |
| All artists..... | 736,960 | 1,085,693 | 47 | 509,938 | 674,627 | 32 | 227,022 | 411,066 | 81 | 31 | 38 | 7 |

n.e.c. - Not elsewhere classified.

Note: 1970 data have been adjusted to reflect 1980 classification.

Source: National Endowment for the Arts, Research Division, "Changing Proportions of Men and Women in the Artist Occupations 1970-1980," Washington, D.C., Note 9, March 1986. (Data are from U.S. Bureau of the Census, Census of Population.)

Chart 2-7.
Percent distribution of artist labor force by sex by occupational category: 1970 and 1980



Source: U.S. Bureau of Census, Census of Population, as included in National Endowment for the Arts, Research Division, No. 9; See table 2-11 for full citation.

Table 2-11b.
Artists employment by sex: 1983-1988

| | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total artists employed..... | 1,223,000 | 1,351,000 | 1,411,000 | 1,439,000 | 1,503,000 | 1,505,000 |
| Sex: | | | | | | |
| Men..... | 734,000 | 812,000 | 831,000 | 846,000 | 870,000 | 855,000 |
| Women..... | 488,000 | 539,000 | 580,000 | 591,000 | 634,000 | 648,000 |
| Sex: | | | | | | |
| | | | | (percent) | | |
| Men..... | 60.0 | 60.1 | 58.9 | 58.8 | 57.9 | 56.8 |
| Women..... | 39.9 | 39.9 | 41.1 | 41.1 | 42.2 | 43.1 |

Notes: "Total Artists" includes the following: Actors/Directors, Announcers, Authors, Architects, Dancers, Designers, Musicians/Composers, Painters/Sculptors/Craft-Artists/Artist-Printmakers, Teachers of Art, Drama, and Music in Higher Education, and other artists, performers, and selected workers not elsewhere classified.

Source: USDL Bureau of Labor Statistics' unpublished, annual average detailed industry and occupation tabulations for 1983-1988. Data provided by Research Division, National Endowment for the Arts, December 1989.

Table 2-12.

Artist median earnings by occupation and sex: 1969 and 1979

| Occupation | Total | | | Men | | | Women | | |
|----------------------------------------------------------------|----------|----------|----------------|----------|----------|----------------|----------|---------|----------------|
| | 1979 | 1969 | Percent change | 1979 | 1969 | Percent change | 1979 | 1969 | Percent change |
| Actors/directors (a)..... | \$12,564 | \$ 5,936 | NA | \$14,397 | \$ 6,816 | NA | \$ 9,396 | \$5,021 | NA |
| Announcers..... | 8,144 | 7,067 | 15 | 8,639 | 6,974 | 24 | 6,377 | 2,963 | 115 |
| Architects..... | 19,220 | 12,800 | 50 | 20,123 | 13,188 | 53 | 10,859 | 6,995 | 55 |
| Art/drama/music teachers (postsecondary)..... | 11,787 | 9,140 | 29 | 16,901 | 10,735 | 57 | 6,906 | 5,242 | 32 |
| Authors..... | 6,956 | 8,875 | -22 | 10,337 | 10,823 | -4 | 4,625 | 5,451 | -15 |
| Dancers..... | 5,404 | 3,332 | 62 | 7,576 | 4,421 | 71 | 4,976 | 3,469 | 43 |
| Designers (a)..... | 10,656 | 10,100 | NA | 16,979 | 11,155 | NA | 6,232 | 5,461 | NA |
| Musicians/composers..... | 5,561 | 2,958 | 88 | 7,074 | 4,660 | 52 | 3,186 | 1,395 | 128 |
| Painters/sculptors/craft- artists/artist/printmakers (a)... | 8,576 | 6,996 | NA | 12,091 | 9,454 | NA | 5,773 | 3,946 | NA |
| Photographers..... | 10,085 | 7,774 | 30 | 12,116 | 8,551 | 42 | 5,217 | 3,655 | 43 |
| Artists/performers/related workers, n.e.c. (a)..... | 7,218 | 7,735 | NA | 9,521 | 9,350 | NA | 4,745 | 4,490 | NA |
| All artists..... | 9,803 | 7,880 | 24 | 13,455 | 9,540 | 41 | 5,713 | 3,373 | 69 |
| Professional/technical workers (b)..... | 15,206 | 8,312 | 83 | 19,189 | 10,516 | 82 | 10,581 | 5,244 | 102 |

NA - Not applicable

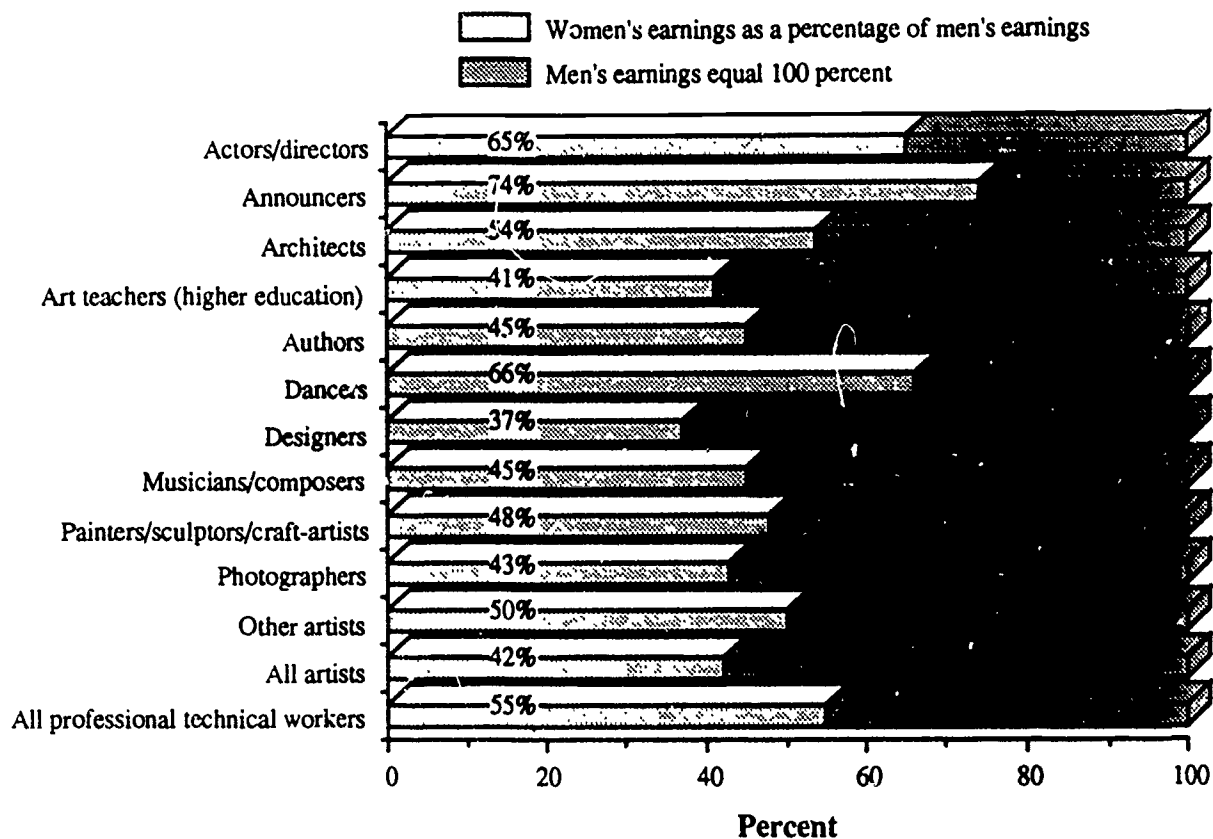
n.e.c. - Not elsewhere classified.

(a) These artist occupations had large definitional changes for the 1980 Census, and data from the 1970 Census are not comparable.

(b) These estimates were derived from the Current Population Survey (Bureau of the Census, Current Population Reports, Series P-60, No. 75 and 129) instead of the decennial Censuses because the occupational revisions to the 1980 Census eliminated the category of "Professional/Technical Workers."

Source: National Endowment for the Arts, Research Division, "Artists Real Earnings Decline 37 Percent in the 1970s," Washington, D.C., Note 10, March 1985.

Chart 2-8.
Median earnings for women as a percent of median earnings for men by artist occupation groups: 1979



Source: National Endowment for the Arts, Research Division, Note 10 (Data are from Current Population Survey.)
 Percents calculated based on information in table 2-12; See table 2-12 for full citation.

Table 2-13.

Inflation adjusted artist median earnings by occupation and sex: 1969 and 1979

| Occupation | Total | | | Men | | | Women | | |
|----------------------------------------------------------------|----------|----------|----------------|----------|----------|----------------|----------|---------|----------------|
| | 1979 | 1969 | Percent change | 1979 | 1969 | Percent change | 1979 | 1969 | Percent change |
| Actors/directors (a)..... | \$ 6,345 | \$ 5,936 | NA | \$ 7,271 | \$ 6,816 | NA | \$ 4,745 | \$5,021 | NA |
| Announcers..... | 4,113 | 7,067 | -42 | 4,363 | 6,974 | -37 | 3,221 | 2,963 | 9 |
| Architects..... | 9,707 | 12,800 | -24 | 10,163 | 13,188 | -23 | 5,484 | 6,995 | -22 |
| Art/drama/music teachers (postsecondary)..... | 5,953 | 9,140 | -35 | 8,536 | 10,735 | -20 | 3,488 | 5,242 | -33 |
| Authors..... | 3,513 | 8,875 | -60 | 5,221 | 10,823 | -52 | 2,336 | 5,451 | -57 |
| Dancers..... | 2,729 | 3,332 | -18 | 3,826 | 4,421 | -13 | 2,513 | 3,469 | -27 |
| Designers (a)..... | 5,382 | 10,100 | NA | 8,575 | 11,155 | NA | 3,147 | 5,461 | NA |
| Musicians/composers..... | 2,809 | 2,958 | - 5 | 3,573 | 4,668 | -23 | 1,609 | 1,395 | 15 |
| Painters/sculptors/craft- artists/artist/printmakers (a)... | 4,331 | 6,996 | NA | 6,107 | 9,454 | NA | 2,916 | 3,946 | NA |
| Photographers..... | 5,093 | 7,774 | -34 | 6,119 | 8,551 | -28 | 2,635 | 3,655 | -28 |
| Artists/performers/related workers, n.e.c. (a)..... | 3,645 | 7,735 | NA | 4,809 | 9,350 | NA | 2,396 | 4,490 | NA |
| All artists..... | 4,951 | 7,880 | -37 | 6,795 | 9,540 | -29 | 2,885 | 3,373 | -14 |
| Professional/technical workers (b)..... | 7,680 | 8,312 | - 8 | 9,691 | 10,516 | - 8 | 5,344 | 5,244 | 2 |

NA - Not applicable

n.e.c. - Not elsewhere classified.

Note: Consumer Price Index (1969=100).

(a) These artist occupations had large definitional changes for the 1980 Census, and data from the 1970 Census are not comparable.

(b) These estimates were derived from the Current Population Survey (Bureau of the Census, Current Population Reports, Series P-60, No. 75 and 129) instead of the decennial Censuses because the occupational revisions to the 1980 Census eliminated the category of "Professional/Technical Workers."

Source: National Endowment for the Arts, Research Division, "Artists Real Earnings Decline 37 Percent in the 1970s," Washington, D.C., Note 10, March 1985.

Table 2-14.
Artists employment by race/ethnicity: 1983-1988

| | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total artists employed..... | 1,223,000 | 1,351,000 | 1,411,000 | 1,439,000 | 1,503,000 | 1,505,000 |
| Race/ethnicity | | | | | | |
| White..... | 1,142,000 | 1,247,000 | 1,300,000 | 1,319,000 | 1,402,000 | 1,403,000 |
| Black..... | 50,000 | 56,000 | 60,000 | 70,000 | 65,000 | 59,000 |
| Asian/Native American..... | 31,000 | 48,000 | 51,000 | 50,000 | 36,000 | 43,000 |
| Hispanic origin..... | 42,000 | 39,000 | 50,000 | 55,000 | 62,000 | 63,000 |
| Race/ethnicity (percent) | | | | | | |
| White..... | 93.4 | 92.3 | 92.1 | 91.7 | 93.3 | 93.2 |
| Black..... | 4.1 | 4.1 | 4.3 | 4.9 | 4.3 | 3.9 |
| Asian/Native American..... | 2.5 | 3.6 | 3.6 | 3.5 | 2.4 | 2.9 |
| Hispanic origin..... | 3.4 | 2.9 | 3.5 | 3.8 | 4.1 | 4.2 |

Notes: "Total Artists" includes the following: Actors/Directors, Announcers, Authors, Architects, Dancers, Designers, Musicians/Composers, Painters/Sculptors/Craft-Artists/Artist-Printmakers, Teachers of Art, Drama, and Music in Higher Education, and other artists, performers, and self-employed workers not elsewhere classified.

Source: USAL Bureau of Labor Statistics unpublished, annual average detailed industry and occupation tabulations for 1983-1988. Data provided by Research Division, National Endowment for the Arts, December 1989.

Table 2-15a.
Artists by occupation and race/ethnicity: 1980 (continued on next page)

| Occupation | Total | White | Total minority | Black | Hispanic | Native American | American Asian | Other |
|-------------------------------------------------------------------|-------------|------------|----------------|------------|-----------|-----------------|----------------|--------|
| Civilian labor force | | | | | | | | |
| Number | 104,449,817 | 85,677,198 | 18,772,619 | 10,437,225 | 5,992,723 | 546,457 | 1,696,420 | 99,794 |
| Percent | 100.0 | 82.0 | 17.9 | 9.9 | 5.7 | 0.5 | 1.6 | 0.0 |
| Total managerial and professional specialty | | | | | | | | |
| Number | 22,653,658 | 2,015,742 | 2,637,916 | 1,361,706 | 690,320 | 82,730 | 481,654 | 21,506 |
| Percent | 100.0 | 88.3 | 11.6 | 6.0 | 3.0 | 0.3 | 2.1 | 0.0 |
| Total artists | | | | | | | | |
| Number | 1,085,693 | 969,396 | 116,297 | 46,314 | 41,840 | 4,300 | 22,554 | 1,289 |
| Percent | 100.0 | 89.2 | 10.7 | 4.2 | 3.8 | 0.3 | 2.0 | 0.1 |
| Actors and directors | | | | | | | | |
| Number | 67,180 | 59,934 | 7,246 | 3,840 | 2,243 | 267 | 850 | 46 |
| Percent | 100.0 | 89.2 | 10.7 | 5.7 | 3.3 | 0.3 | 1.2 | 0.0 |
| Architects | | | | | | | | |
| Number | 107,693 | 95,899 | 11,794 | 2,946 | 4,353 | 208 | 4,164 | 123 |
| Percent | 100.0 | 89.0 | 10.9 | 2.7 | 4.0 | 0.1 | 3.8 | 0.1 |
| Authors | | | | | | | | |
| Number | 45,748 | 42,903 | 2,845 | 1,208 | 947 | 149 | 442 | 99 |
| Percent | 100.0 | 93.7 | 6.2 | 2.6 | 2.0 | 0.3 | 0.9 | 0.2 |
| Dancers | | | | | | | | |
| Number | 13,194 | 10,565 | 2,629 | 1,134 | 787 | 102 | 588 | 18 |
| Percent | 100.0 | 80.0 | 19.9 | 8.5 | 5.9 | 0.7 | 4.4 | 0.1 |
| Designers | | | | | | | | |
| Number | 338,374 | 305,261 | 33,113 | 10,762 | 13,218 | 814 | 8,036 | 283 |
| Percent | 100.0 | 90.2 | 9.7 | 3.1 | 3.9 | 0.2 | 2.3 | 0.0 |
| Musicians and composers | | | | | | | | |
| Number | 140,556 | 122,434 | 18,122 | 9,099 | 6,192 | 638 | 2,021 | 172 |
| Percent | 100.0 | 90.2 | 9.7 | 3.1 | 3.6 | 0.6 | 2.1 | 0.1 |
| Painters, sculptors, craft-artists, and artist printmakers | | | | | | | | |
| Number | 153,162 | 138,168 | 14,994 | 4,790 | 5,625 | 1,068 | 3,326 | 185 |
| Percent | 100.0 | 90.2 | 9.7 | 3.1 | 3.6 | 0.6 | 2.1 | 0.1 |

Table 2-15a.
Artists by occupation and race/ethnicity: 1980 (continued from previous page)

| Occupation | Total | White | Total minority | Black | Hispanic | Native American | American Asian | Other |
|---------------------------------------------------------|--------|--------|----------------|-------|----------|-----------------|----------------|-------|
| Photographers | | | | | | | | |
| Number..... | 94,762 | 84,189 | 10,573 | 4,784 | 3,750 | 346 | 1,578 | 115 |
| Percent..... | 100.0 | 88.8 | 11.1 | 5.0 | 3.9 | 0.3 | 1.6 | 0.1 |
| Announcers | | | | | | | | |
| Number..... | 46,986 | 40,479 | 6,507 | 3,805 | 2,019 | 244 | 345 | 94 |
| Percent..... | 100.0 | 86.1 | 13.8 | 8.0 | 4.2 | 0.5 | 0.7 | 0.2 |
| Teachers of art, drama, and music | | | | | | | | |
| Number..... | 28,385 | 25,906 | 2,479 | 1,446 | 480 | 118 | 407 | 28 |
| Percent..... | 100.0 | 91.2 | 8.7 | 5.0 | 1.6 | 0.4 | 1.4 | 0.0 |
| Artists, performers, and related workers, n.e.c. | | | | | | | | |
| Number..... | 49,653 | 43,658 | 5,995 | 2,500 | 2,226 | 346 | 797 | 126 |
| Percent..... | 100.0 | 87.9 | 12.0 | 5.0 | 4.4 | 0.6 | 1.6 | 0.2 |

n.e.c. - Not elsewhere classified.

Source. National Endowment for the Arts, Research Division, (Data are from U S Bureau of the Census, Decennial tapes: Dual-Comm Inc., 1983)

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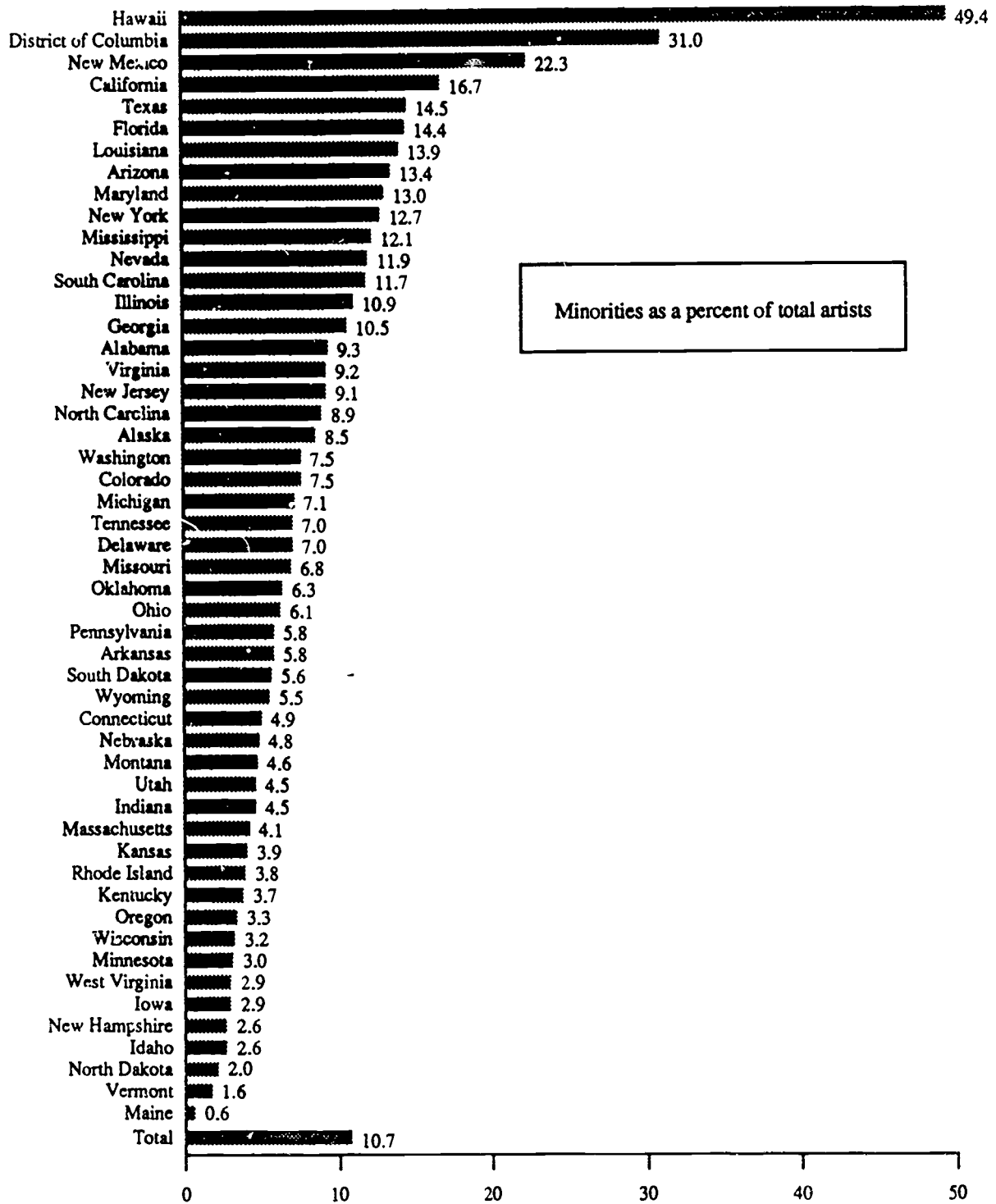
Table 2-15b.
Minorities in the artist labor force by State: 1980

| State | Total number of artists | Proportion of minorities | | | | | | | |
|-------------------------|-------------------------------|--------------------------|-----------|------------------|-----------|------------------------|-----------|---------------------------------------------|------|
| | | Black artists | | Hispanic artists | | Other minority artists | | All managerial and professional occupations | |
| | | (percent) | (percent) | (percent) | (percent) | (percent) | (percent) | | |
| California..... | 176,321 | 6,004 | 3.4 | 13,279 | 7.5 | 10,084 | 5.7 | 16.7 | 18.1 |
| New York..... | 138,424 | 7,981 | 5.8 | 6,051 | 4.4 | 3,521 | 2.5 | 12.7 | 14.0 |
| Texas..... | 61,802 | 2,113 | 3.4 | 6,007 | 9.7 | 841 | 1.4 | 14.5 | 16.2 |
| Illinois..... | 50,467 | 2,729 | 5.4 | 1,438 | 2.8 | 1,358 | 2.7 | 10.9 | 12.5 |
| Florida..... | 48,302 | 1,887 | 3.9 | 4,603 | 9.5 | 67 | 1.0 | 14.4 | 15.5 |
| Pennsylvania..... | 43,363 | 1,598 | 3.7 | 444 | 1.0 | 478 | 1.1 | 5.8 | 6.8 |
| Ohio..... | 39,768 | 1,841 | 4.6 | 257 | 0.6 | 326 | 0.8 | 6.1 | 7.4 |
| Michigan..... | 36,888 | 1,857 | 5.0 | 346 | 0.9 | 430 | 1.2 | 7.1 | 9.5 |
| New Jersey..... | 36,510 | 1,577 | 4.3 | 1,058 | 2.9 | 697 | 1.9 | 9.1 | 11.8 |
| Massachusetts..... | 32,223 | 563 | 1.7 | 362 | 1.1 | 331 | 1.2 | 4.1 | 4.8 |
| Virginia..... | 24,775 | 1,357 | 5.5 | 364 | 1.5 | 569 | 2.3 | 9.2 | 11.3 |
| Washington..... | 22,974 | 460 | 2.0 | 313 | 1.4 | 941 | 4.1 | 7.5 | 6.7 |
| Maryland..... | 20,990 | 1,900 | 9.1 | 386 | 1.8 | 438 | 2.1 | 13.0 | 17.7 |
| North Carolina..... | 20,561 | 1,403 | 6.8 | 224 | 1.1 | 213 | 1.0 | 8.9 | 12.0 |
| Georgia..... | 20,330 | 1,749 | 8.6 | 186 | 0.9 | 201 | 1.0 | 10.5 | 14.6 |
| Minnesota..... | 19,512 | 203 | 1.0 | 118 | 0.6 | 274 | 1.4 | 3.0 | 2.7 |
| Missouri..... | 18,951 | 851 | 4.5 | 198 | 1.0 | 243 | 1.3 | 6.8 | 8.0 |
| Wisconsin..... | 18,429 | 297 | 1.6 | 117 | 0.6 | 170 | 0.9 | 3.2 | 3.5 |
| Colorado..... | 17,930 | 304 | 1.7 | 796 | 4.4 | 247 | 1.3 | 7.5 | 8.1 |
| Tennessee..... | 17,714 | 1,009 | 5.7 | 83 | 0.5 | 152 | 0.9 | 7.0 | 9.9 |
| Indiana..... | 17,439 | 533 | 3.1 | 82 | 0.5 | 159 | 0.9 | 4.5 | 6.1 |
| Connecticut..... | 17,211 | 450 | 2.6 | 229 | 1.3 | 157 | 0.9 | 4.9 | 5.7 |
| Arizona..... | 14,023 | 208 | 1.5 | 1,233 | 8.8 | 434 | 3.1 | 13.4 | 12.3 |
| Oregon..... | 13,157 | 155 | 1.2 | 138 | 1.0 | 145 | 1.1 | 3.3 | 4.4 |
| Louisiana..... | 12,825 | 1,403 | 10.9 | 270 | 2.1 | 106 | 0.8 | 13.9 | 17.5 |
| Alabama..... | 11,779 | 951 | 8.1 | 80 | 0.7 | 66 | 0.6 | 9.3 | 13.4 |
| Kentucky..... | 10,446 | 278 | 2.7 | * | 0.5 | 60 | 0.6 | 3.7 | 4.9 |
| Oklahoma..... | 10,308 | 199 | 1.9 | 127 | 1.2 | 323 | 3.1 | 6.3 | 8.6 |
| South Carolina..... | 9,526 | 951 | 10.0 | * | 0.6 | 113 | 1.2 | 11.7 | 15.2 |
| Iowa..... | 9,395 | 105 | 1.1 | * | 0.6 | 113 | 1.2 | 2.9 | 2.4 |
| Kansas..... | 9,377 | 175 | 1.9 | 89 | 0.9 | 106 | 1.1 | 3.9 | 5.3 |
| Hawaii..... | 6,753 | * | 0.8 | 357 | 5.3 | 2,921 | 43.3 | 49.4 | 59.5 |
| Nevada..... | 6,507 | 184 | 2.8 | 440 | 6.8 | 151 | 2.3 | 11.9 | 9.2 |
| New Mexico..... | 6,505 | * | 0.9 | 1,187 | 18.2 | 208 | 3.2 | 22.3 | 25.8 |
| District of Columbia... | 6,247 | 1,508 | 24.1 | 259 | 4.1 | 172 | 2.8 | 31.0 | 42.8 |
| Mississippi..... | 6,155 | 666 | 10.8 | * | 0.9 | * | 0.4 | 12.1 | 18.1 |
| Utah..... | 5,858 | * | 0.4 | 127 | 2.1 | 115 | 2.0 | 4.5 | 4.4 |
| Nebraska..... | 5,666 | 100 | 1.8 | 84 | 1.5 | 90 | 1.6 | 4.8 | 3.6 |
| Arkansas..... | 5,468 | 252 | 4.6 | * | 0.4 | * | 0.8 | 5.8 | 8.4 |
| Rhode Island..... | 4,527 | 63 | 1.4 | * | 1.0 | 64 | 1.4 | 3.8 | 3.4 |
| West Virginia..... | 4,223 | 101 | 2.4 | * | 0.2 | * | 0.3 | 2.9 | 3.9 |
| Maine..... | 3,790 | * | 0.2 | * | 0.2 | * | 0.2 | 0.6 | 1.2 |
| New Hampshire..... | 3,751 | * | 0.5 | * | 0.7 | * | 1.4 | 2.6 | 1.5 |
| Idaho..... | 3,207 | * | 0.5 | * | 1.1 | * | 1.0 | 2.6 | 2.9 |
| Montana..... | 2,966 | * | 0.3 | * | 0.6 | 109 | 3.7 | 4.6 | 3.7 |
| Vermont..... | 2,744 | * | 0.2 | * | 0.8 | * | 0.6 | 1.6 | 1.7 |
| Delaware..... | 2,288 | 129 | 5.6 | * | 0.7 | * | 0.7 | 7.0 | 11.0 |
| Alaska..... | 2,148 | * | 1.3 | * | 1.6 | 120 | 5.6 | 8.5 | 11.1 |
| South Dakota..... | 1,974 | * | 0.0 | * | 0.6 | 99 | 5.0 | 5.6 | 4.5 |
| North Dakota..... | 1,972 | * | 0.0 | * | 0.0 | * | 2.0 | 2.0 | 2.5 |
| Wyoming..... | 1,602 | * | 0.0 | * | 2.9 | * | 2.6 | 5.5 | 3.9 |
| Total..... | 1,085,693 | 46,314 | 4.3 | 41,840 | 3.9 | 28,143 | 2.6 | 10.7 | 11.6 |

* Too few cases in sample to provide a meaningful estimate of the number of artists for this state.

Source: National Endowment for the Arts, Research Division, "Women and Minorities in Artist Occupations", Washington, D.C., Note 4, July 4, 1983. (Computer data tapes obtained from the Bureau of the Census, 1980 Census of Population.)

Chart 2-9.
Minorities in the artist labor force by State: 1980



Source: National Endowment for the Arts, Research Division, Note 4. Data are from Current Population Survey; See table 2-15b for full citation.

Table 2-16.
Number of persons engaged in selected arts related industries: 1929-1988

| Year | Total U.S. full-time equivalent employees | Motion pictures | Amusement and recreation services | Radio and television broadcasting | Printing and publishing |
|------------------------------------------------------|----------------------------------------------------|--------------------|-----------------------------------------|-----------------------------------------|----------------------------|
| Part I: 1929-1948 | | | | | |
| (in thousands of full-time equivalent employees) (a) | | | | | |
| 1929. | 35,338 | 142 | 253 | 4 | 615 |
| 1930. | 33,249 | 143 | 235 | 6 | 617 |
| 1931. | 30,186 | 140 | 205 | 8 | 548 |
| 1932. | 26,746 | 122 | 156 | 9 | 481 |
| 1933. | 27,215 | 119 | 135 | 8 | 449 |
| 1934. | 30,440 | 135 | 147 | 11 | 492 |
| 1935. | 31,797 | 148 | 150 | 13 | 510 |
| 1936. | 34,933 | 164 | 164 | 15 | 554 |
| 1937. | 36,193 | 177 | 182 | 18 | 604 |
| 1938. | 34,499 | 171 | 163 | 18 | 578 |
| 1939. | 35,915 | 172 | 173 | 21 | 577 |
| 1940. | 37,924 | 174 | 186 | 23 | 568 |
| 1941. | 42,575 | 184 | 202 | 26 | 581 |
| 1942. | 47,538 | 193 | 204 | 27 | 555 |
| 1943. | 53,485 | 204 | 193 | 28 | 556 |
| 1944. | 54,982 | 214 | 196 | 30 | 550 |
| 1945. | 53,282 | 215 | 197 | 33 | 569 |
| 1946. | 47,068 | 228 | 233 | 36 | 668 |
| 1947. | 47,121 | 229 | 235 | 41 | 705 |
| 1948. | 48,097 | 221 | 240 | 47 | 720 |
| Part II: 1948-1988 | | | | | |
| 1948. | 48,097 | 221 | 240 | 47 | 720 |
| 1949. | 46,840 | 218 | 235 | 50 | 717 |
| 1950. | 48,600 | 213 | 233 | 53 | 723 |
| 1951. | 52,612 | 208 | 230 | 58 | 737 |
| 1952. | 53,752 | 200 | 225 | 60 | 739 |
| 1953. | 54,694 | 190 | 229 | 64 | 754 |
| 1954. | 52,868 | 184 | 228 | 70 | 758 |
| 1955. | 54,379 | 179 | 233 | 72 | 768 |
| 1956. | 55,399 | 172 | 238 | 75 | 782 |
| 1957. | 55,825 | 165 | 240 | 78 | 803 |
| 1958. | 54,026 | 151 | 243 | 79 | 791 |
| 1959. | 55,537 | 146 | 252 | 81 | 807 |
| 1960. | 56,541 | 142 | 267 | 84 | 833 |
| 1961. | 56,438 | 139 | 272 | 86 | 840 |
| 1962. | 57,991 | 132 | 282 | 87 | 853 |
| 1963. | 58,861 | 1-1 | 294 | 89 | 856 |
| 1964. | 60,159 | 131 | 301 | 92 | 874 |
| 1965. | 62,581 | 136 | 308 | 97 | 907 |
| 1966. | 66,015 | 141 | 316 | 102 | 946 |
| 1967. | 67,934 | 147 | 336 | 108 | 979 |
| 1968. | 69,798 | 148 | 344 | 112 | 996 |
| 1969. | 71,654 | 154 | 358 | 117 | 1,016 |
| 1970. | 71,158 | 153 | 359 | 118 | 1,021 |
| 1971. | 70,776 | 152 | 365 | 122 | 982 |
| 1972. | 72,601 | 152 | 404 | 127 | 988 |
| 1973. | 75,959 | 157 | 437 | 131 | 1,016 |
| 1974. | 77,064 | 157 | 459 | 136 | 1,020 |
| 1975. | 75,296 | 158 | 466 | 141 | 991 |
| 1976. | 77,631 | 159 | 502 | 146 | 1,007 |
| 1977. | 80,335 | 163 | 530 | 15 | 1,047 |
| 1978. | 84,394 | 166 | 567 | 1-3 | 1,092 |
| 1979. | 87,086 | 173 | 594 | 173 | 1,144 |
| 1980. | 87,050 | 174 | 620 | 182 | 1,151 |
| 1981. | 87,305 | 174 | 630 | 192 | 1,171 |
| 1982. | 86,041 | 168 | 640 | 202 | 1,165 |
| 1983. | 86,715 | 171 | 659 | 208 | 1,192 |
| 1984. | 91,173 | 172 | 682 | 214 | 1,267 |
| 1985. | 93,682 | 177 | 690 | 218 | 1,321 |
| 1986. | 95,432 | 181 | 707 | 219 | 1,352 |
| 1987. | 98,127 | 185 | 732 | 217 | 1,402 |
| 1988. | 100,943 | 192 | 744 | 217 | 1,453 |

Note: Data in this table represent full-time equivalent employees. Data cannot be covered directly with data in table 2-18.

- (a) Full-time equivalent employees equals the number of employees on full-time schedules plus the number of employees on part-time schedules, converted to a full-time basis. The conversion is made by multiplying the number of employees on part-time schedules by the ratio of average weekly hours per employee on part-time schedules to average weekly hours per employee on full-time schedules in each industry.
- (b) The 1948 estimates in part II of this table are based on the industry classification used for 1947 and earlier years, and the 1948 estimates in Part I are based on the industry classification used for 1949 and later years.

Source: (1929-1982) U.S. Department of Commerce, Bureau of Economic Analysis, *The National Income and Product Accounts of the United States, 1929-82, Statistical Tables*, Washington, D.C., September 1986, p. 27. (1983-1984) *Survey of Current Business*, July 1987 issue; (1985-1988) U.S. Department of Commerce, U.S. Bureau of Economic Analysis, *Survey of Current Business*, July 1989, table 6.7B.'s

Table 2-17.
Wages and salaries per full-time equivalent employee in selected arts industries: 1929-1988

| Year | Wages and salaries per full-time equivalent employee | | | | |
|----------------------|------------------------------------------------------|-----------------|-----------------------------------|-----------------------------------|-------------------------|
| | Total U.S. wages | Motion pictures | Amusement and recreation services | Radio and television broadcasting | Printing and publishing |
| (in current dollars) | | | | | |
| Part I: 1929-1948 | | | | | |
| 1929..... | 1,428 | 2,169 | 1,273 | 2,513 | 2,010 |
| 1930..... | 1,390 | 2,175 | 1,268 | 2,624 | 2,011 |
| 1931..... | 1,297 | 2,179 | 1,244 | 2,732 | 1,943 |
| 1932..... | 1,141 | 1,959 | 1,218 | 2,740 | 1,740 |
| 1933..... | 1,067 | 1,891 | 1,185 | 2,510 | 1,599 |
| 1934..... | 1,108 | 1,844 | 1,190 | 2,198 | 1,644 |
| 1935..... | 1,155 | 1,892 | 1,193 | 2,089 | 1,698 |
| 1936..... | 1,201 | 1,896 | 1,232 | 2,223 | 1,702 |
| 1937..... | 1,275 | 1,972 | 1,269 | 2,361 | 1,722 |
| 1938..... | 1,247 | 1,942 | 1,270 | 2,497 | 1,697 |
| 1939..... | 1,280 | 1,971 | 1,277 | 2,427 | 1,718 |
| 1940..... | 1,315 | 1,948 | 1,280 | 2,554 | 1,764 |
| 1941..... | 1,458 | 2,016 | 1,292 | 2,581 | 1,852 |
| 1942..... | 1,727 | 2,124 | 1,328 | 2,657 | 1,971 |
| 1943..... | 1,970 | 2,250 | 1,441 | 2,979 | 2,156 |
| 1944..... | 2,123 | 2,379 | 1,663 | 3,333 | 2,376 |
| 1945..... | 2,205 | 2,547 | 1,888 | 3,515 | 2,576 |
| 1946..... | 2,380 | 2,978 | 2,185 | 3,972 | 2,862 |
| 1947..... | 2,611 | 3,031 | 2,341 | 4,073 | 3,210 |
| 1948..... | 2,818 | 2,964 | 2,475 | 4,234 | 3,499 |
| Part II: 1948-1988 | | | | | |
| 1948..... | 2,818 | 2,964 | 2,475 | 4,234 | 3,499 |
| 1949..... | 2,876 | 3,028 | 2,557 | 4,380 | 3,700 |
| 1950..... | 3,030 | 3,089 | 2,605 | 4,698 | 3,892 |
| 1951..... | 3,261 | 3,249 | 2,713 | 5,017 | 4,115 |
| 1952..... | 3,453 | 3,485 | 2,764 | 5,417 | 4,399 |
| 1953..... | 3,638 | 3,626 | 3,127 | 5,734 | 4,682 |
| 1954..... | 3,731 | 3,929 | 3,320 | 5,957 | 4,885 |
| 1955..... | 3,923 | 4,330 | 3,498 | 6,250 | 5,133 |
| 1956..... | 4,134 | 4,587 | 3,651 | 6,613 | 5,430 |
| 1957..... | 4,298 | 4,745 | 3,875 | 6,756 | 5,568 |
| 1958..... | 4,466 | 4,940 | 4,218 | 7,051 | 5,771 |
| 1959..... | 4,678 | 5,315 | 4,425 | 7,210 | 6,009 |
| 1960..... | 4,825 | 5,444 | 4,584 | 7,429 | 6,197 |
| 1961..... | 4,970 | 5,871 | 4,765 | 7,384 | 6,344 |
| 1962..... | 5,161 | 6,008 | 4,922 | 7,713 | 6,502 |
| 1963..... | 5,348 | 6,168 | 5,014 | 8,011 | 6,686 |
| 1964..... | 5,614 | 6,603 | 5,223 | 8,435 | 6,971 |
| 1965..... | 5,812 | 7,125 | 5,347 | 8,515 | 7,096 |
| 1966..... | 6,063 | 7,397 | 5,592 | 8,833 | 7,368 |
| 1967..... | 6,314 | 7,503 | 5,720 | 9,000 | 7,584 |
| 1968..... | 6,761 | 7,946 | 6,067 | 9,563 | 8,001 |
| 1969..... | 7,233 | 8,318 | 6,265 | 10,085 | 8,558 |
| 1970..... | 7,750 | 8,359 | 6,766 | 10,712 | 8,975 |
| 1971..... | 8,258 | 8,441 | 7,219 | 10,885 | 9,597 |
| 1972..... | 8,797 | 8,882 | 7,252 | 11,575 | 10,210 |
| 1973..... | 9,329 | 9,172 | 7,584 | 12,168 | 10,658 |
| 1974..... | 10,020 | 10,108 | 8,107 | 12,779 | 11,347 |
| 1975..... | 10,820 | 10,614 | 8,815 | 13,475 | 12,176 |
| 1976..... | 11,588 | 11,987 | 9,181 | 14,705 | 13,053 |
| 1977..... | 12,373 | 13,209 | 9,594 | 15,708 | 13,809 |
| 1978..... | 13,266 | 14,910 | 10,203 | 16,879 | 14,708 |
| 1979..... | 14,376 | 16,821 | 10,946 | 18,329 | 15,628 |
| 1980..... | 15,761 | 17,864 | 11,892 | 19,558 | 17,242 |
| 1981..... | 17,201 | 19,856 | 12,908 | 20,813 | 18,583 |
| 1982..... | 18,435 | 21,452 | 13,945 | 22,550 | 20,134 |
| 1983..... | 19,330 | 23,304 | 14,712 | 23,827 | 21,211 |
| 1984..... | 20,168 | 25,674 | 15,239 | 25,514 | 22,252 |
| 1985..... | 21,084 | 27,449 | 15,909 | 27,335 | 23,224 |
| 1986..... | 21,951 | 28,398 | 16,752 | 28,721 | 24,234 |
| 1987..... | 22,923 | 32,319 | 17,872 | 29,760 | 25,234 |
| 1988..... | 24,063 | 33,568 | 19,532 | 31,221 | 26,770 |

Note: The 1948 estimates in Part II of this table are based on the industry classification used for 1947 and earlier years, and the 1948 estimates in Part I are based on the industry classification used for 1949 and later years. This table is based on full-time equivalent employees and is not comparable to data in table 2-18 which is based on total employees.

Source: (1929-1982) U.S. Department of Commerce, Bureau of Economic Analysis, *The National Income and Product Accounts of the United States, 1929-82: Statistical Tables*, Washington, D.C., September 1984, p. 252; (1983-1984) *Survey of Current Business*, July 1987 issue, tables 6.8A and 6.8B; (1985-1988) U.S. Department of Commerce, U.S. Bureau of Economic Analysis, *Survey of Current Business*, July 1989, table 6.8B.

Methodological note: Wages and salaries consists of the monetary remuneration of employees, including the compensation of corporate officers; commissions, tips, and bonuses; and receipts in kind that represent income to the recipients. It consists of disbursements and wage accruals less disbursements. Disbursements is wages and salaries as just defined except that retroactive wages are counted when paid rather than when earned.

Table 2-18.
Number of employees, and amount of earnings of production workers in selected arts-related industries: 1975-1987

| Industry | All employees, total full-time and part-time | | | Production workers | | | | | |
|------------------------------------|-------------------------------------------------|--------|---------|--------------------|------|------|-------------------------|------|-------|
| | 1975 | 1980 | 1987 | Total | | | Average hourly earnings | | |
| | | | | 1975 | 1980 | 1987 | 1975 | 1980 | 1987 |
| (in thousands of persons) | | | | | | | | | |
| Total..... | 76,945 | 90,406 | 102,310 | NA | NA | NA | NA | NA | NA |
| Printing and publishing (a)..... | 1,083 | 1,252 | 1,507 | 624 | 699 | 842 | 5.38 | 7.53 | 10.28 |
| Newspapers..... | 377 | 420 | 471 | 168 | 164 | 173 | 5.81 | 7.72 | 10.22 |
| Periodicals..... | 68 | 90 | 121 | 12 | 16 | 45 | 5.13 | 7.16 | 10.72 |
| Books..... | 98 | 101 | 111 | 48 | 52 | 59 | 4.64 | 6.76 | 9.35 |
| Commercial printing..... | 348 | 414 | 528 | 262 | 307 | 382 | 5.46 | 7.85 | 10.56 |
| Blankbooks and bookbinding..... | 55 | 62 | 73 | 45 | 51 | 58 | 4.10 | 5.78 | 8.17 |
| Radio and TV receiving equipment.. | 112 | 109 | 82 | 80 | 79 | 56 | 4.20 | 6.42 | 9.22 |
| Radio and television broadcasting. | 155 | 200 | 236 | 124 | 160 | 194 | 5.10 | 7.44 | 10.81 |
| Motion pictures..... | 206 | 217 | 234 | 181 | 191 | 197 | 4.26 | 7.88 | 11.92 |
| Motion picture theatres..... | 131 | 124 | 106 | NA | NA | (b) | NA | NA | (b) |
| Amusement, recreation services.... | 597 | 764 | 894 | 543 | 692 | 787 | 3.64 | 5.52 | 6.95 |
| Membership organizations..... | 1,452 | 1,539 | 1,580 | NA | NA | (b) | NA | NA | (b) |

NA - Not available.

Note: Annual averages of monthly figures. Covers all full- and part-time employees who worked during, or received pay for, any part of the pay period including the 12th of the month. It should be noted that the figures in tables 2-16 and 2-17 are for full-time equivalent employees and, hence, are not comparable to those in this table.

(a) Includes industries not shown separately.

(b) Included in totals, not shown separately.

Source: (1975-1980) U.S. Department of Labor, Bureau of Labor Statistics (BLS), Employment and Earnings. As included in U.S. Bureau of the Census, Statistical Abstract, 1987, Washington, D.C., 1986, table 672; (1987) U.S. Bureau of the Census, Statistical Abstract, 1989, Washington, D.C., table 657.

Methodological note: Data presented in this table and in tables 2-16 and 2-17 are based on national establishment-based data on payrolls. These data are different than those in tables 2-1 to 2-15, which are based on household interviews. Data from payroll reports and household interviews differ from each other because of differences in definition and coverage, sources of information, methods of collection, and estimating procedures. Sampling variability and response errors are additional reasons for discrepancies. The data in this table were collected as follows: Each month, a representative panel of industrial, commercial, and government establishments, employing collectively over 35 million workers, voluntarily submits information from payroll records to the State agencies participating in the Current Employment Statistics program. After extracting data necessary for the preparation of State and area estimates on employment, hours, and earnings, these agencies forward the reports to BLS for use in the development of national estimates. This program is conducted jointly by BLS and State agencies. Establishments reporting on Form BLS 790 are classified into industries on the basis of their principal product or activity, determined from information on annual sales volume. This information is collected on a supplement to the quarterly unemployment insurance tax reports filed by employers. For an establishment making more than one product or engaging in more than one activity, the entire employment of the establishment is included in the industry of the principal product or activity. All national, State, and area employment, hours, and earnings series are classified according to the 1972 Standard Classification Manual, published by the Office of Management and Budget. Employment data, except those for employees of the Federal Government, refer to persons on establishment payrolls who received pay for any part of the pay period which includes the 12th of the month. For Federal Government establishments, employment figures represent the number of persons who occupied positions on the last day of the calendar month. Intermittent workers are counted if they performed any service during the month. The data exclude proprietors, the self-employed, unpaid volunteer or family workers, farm workers, and domestic workers. Salaried officers of corporations are included. Average hourly earnings are on a "gross" basis. They reflect not only changes in basic hourly and incentive wage rates but also such variable factors as premium pay for overtime and late-shift work and changes in output of workers paid on an incentive plan. They also reflect shifts in the number of employees between relatively high-paid and low-paid work and changes in workers' earnings in individual establishments. Averages for groups and divisions further reflect changes in average hourly earnings for individual industries.

Table 2-19.

Number of establishments, paid employees, annual payroll per employee and average firm size of firms subject to an¹ exempt from Federal income tax in selected arts-related service industries: 1982

| Type of service establishment | Number of: | | | Annual payroll per total employee (c) | Average size of establishment |
|-----------------------------------------------------------------------------------------|-----------------------------|--------------------|----------------|---------------------------------------|-------------------------------|
| | Establishments with payroll | Paid employees (b) | Payroll | | |
| | | | (in thousands) | | |
| All service establishments subject to Federal income tax..... | 1,261,698 | 11,106,144 | 158,624,502 | 14,283 | 9 |
| Photographic studios, portrait..... | 7,079 | 44,036 | 357,483 | 8,118 | 6 |
| Radio, TV, publishers' advertising representatives..... | 1,245 | 14,416 | 344,355 | 23,887 | 12 |
| Commercial photography, art, and graphics..... | 10,316 | 56,558 | 1,024,253 | 18,112 | 5 |
| Sign painting shops..... | 1,402 | 4,788 | 58,841 | 12,289 | 3 |
| Interior designing..... | 3,455 | 13,276 | 213,379 | 16,073 | 4 |
| Radio and TV repair shops..... | 7,089 | 30,929 | 397,235 | 12,843 | 4 |
| Architectural services..... | 13,414 | 105,270 | 2,404,201 | 22,838 | 8 |
| Amusement and recreation services, including motion pictures..... | 67,215 | 803,776 | 8,905,091 | 11,079 | 12 |
| Motion picture production, distribution, and services..... | 7,905 | 127,209 | 2,451,083 | 19,268 | 16 |
| Motion picture theaters..... | 9,344 | 103,461 | 566,647 | 5,477 | 11 |
| Motion picture theaters, except drive-in..... | 7,215 | 92,203 | 497,000 | 5,390 | 13 |
| Drive-in motion picture theaters..... | 2,129 | 11,258 | 69,647 | 6,186 | 5 |
| Producers, orchestras, and entertainers..... | 6,712 | 56,833 | 971,041 | 17,086 | 8 |
| Theatrical producers (except motion picture) and miscellaneous theatrical services..... | 2,994 | 30,463 | 556,684 | 18,155 | 10 |
| Bands, orchestras, actors, and other entertainers and entertainment groups..... | 3,718 | 26,170 | 414,357 | 15,833 | 7 |
| Dance halls, studios, and schools..... | 3,645 | 17,804 | 84,509 | 4,747 | 5 |
| Carnivals, circuses, and fairs..... | 380 | 4,131 | 37,636 | 9,111 | 11 |
| Museums..... | 220 | NA | NA | NA | NA |
| All service establishments exempt from Federal income tax..... | 147,061 | 2,280,054 | 23,141,949 | 10,150 | 16 |
| Selected amusement, recreation, and related services..... | 10,526 | 213,621 | 2,105,261 | 9,855 | 20 |
| Producers orchestras and entertainers..... | 1,610 | (41,000)d | NA | NA | NA |
| Theatrical producers (except motion pictures)..... | 846 | (14,800)d | NA | NA | NA |
| Bands, orchestras and other entertainment..... | 764 | (27,000)d | NA | NA | NA |
| Museums, art galleries and botanical and zoological gardens..... | 2,366 | (37,800)e | NA | NA | NA |
| Commercial museums (a)..... | 367 | NA | NA | NA | NA |
| Noncommercial museums..... | 2,109 | NA | NA | NA | NA |
| Museums and art galleries..... | 1,909 | NA | NA | NA | NA |
| Arboreta, botanical and zoological gardens..... | 110 | NA | NA | NA | NA |

NA - Data not obtained.

Note: The universe of organizations that receive questionnaires in the five-year economic census is obtained through the use of two sources. One source is filers of FICA reports, the other is filers of income tax forms (both for-profit and not-for-profit organizations). Arts organizations that do not submit either a FICA report or an IRS income tax report are not likely to receive a census questionnaire. Many arts organizations operate as subsidiaries of larger organizations that may not be primarily in the arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity which may not be the arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1982.

- (a) There are a few museums categorized as commercial that are tax exempt.
- (b) For pay period including March 12 (see note below). Includes both full and part time employees.
- (c) Does not distinguish between full and part time employees. Therefore, cannot be compared to data in tables 2-16 and 2-17.
- (d) Data not obtained from source cited. Estimated based on 1982 Census of Service Industry data from Denis Johnston and Gabriel Rodney. See table 2-20 for full citation.
- (e) Data not obtained from source cited. Obtained from Bureau of Labor Statistics, Employment and Earnings, Supplement, 1987.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Establishment and Firm Size, SC82-1-7, Washington, D.C., May 1985, table 1a and 2a; Miscellaneous Subjects, table 20.

Methodological note: Establishments as used in the Census of Service Industries refer to a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Statistics for service industries represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and are provided in the service industries report, Miscellaneous Subjects (SC82-1-5). Each census report was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

Paid employees for pay period including March 12 - Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Table 2-20.
Estimated number of employees in nonprofit organizations within 23
specified service industries: 1980

| Industry | Total employed (in thousands) | Estimated percentage nonprofit | Estimated number of employees in nonprofit organizations (in thousands) |
|---------------------------------------------------------------------------|-------------------------------------|--------------------------------------|----------------------------------------------------------------------------------------|
| All groups..... | 9,759 | 64.1 | 6,266 |
| Group I, total..... | 2,577 | 99.6 | 2,568 |
| Elementary and secondary schools..... | 882 | 100.0 | 882 |
| Colleges and universities..... | 757 | 100.0 | 757 |
| Libraries..... | 28 | 100.0 | 28 |
| Job training and vocational education..... | 51 | 96.0 | 49 |
| Social services, n.e.c..... | 230 | 97.0 | 223 |
| Religious organizations..... | 570 | 100.0 | 570 |
| Noncommercial scientific, educational, and research organizations..... | 59 | 100.0 | 59 |
| Group II, hospitals..... | 3,020 | 86.0 | 2,597 |
| Group III, total..... | 1,075 | 67.6 | 727 |
| Health services..... | 325 | 61.0 | 198 |
| Child day care services..... | 267 | 57.0 | 152 |
| Residential care facilities..... | 71 | 77.0 | 55 |
| Museums, art galleries, and others..... | 29 | 80.0 | 23 |
| Membership organizations..... | 383 | 78.0 | 299 |
| Group IV, total..... | 3,087 | 11.9 | 368 |
| Radio and TV broadcasting..... | 220 | 6.0 | 13 |
| Securities, commodities, investments..... | 315 | 17.0 | 54 |
| Commercial laboratories..... | 205 | 0.0 | 0 |
| Lodgings, excluding hotels..... | 79 | 4.0 | 3 |
| Theaters and motion pictures..... | 238 | 4.0 | 10 |
| Miscellaneous entertainment and recreation..... | 502 | 4.0 | 20 |
| Nursing, personal care..... | 928 | 24.0 | 223 |
| Legal services..... | 510 | 2.5 | 13 |
| Business, trade, and others..... | 45 | 26.0 | 12 |
| Educational services, n.e.c..... | 45 | 44.0 | 20 |

n.e.c. - Not elsewhere classified.

Source: Denis Johnston, and Gabriel Rodney, "Characteristics of Workers in Nonprofit Organizations," *Monthly Labor Review*, U.S. Department of Labor, Bureau of Labor Statistics, July, 1967, table 4.

Methodological note: The estimated percentage nonprofit is based on the methodology used in the Gabriel Rodney and Murray Weitzman study, "Significance of Employment and Earnings in the Philanthropic Sector, 1972-1982" (Yale University, Institution for Social Policy Studies, Program on Non-Profit Organizations, November 1983), Working Paper No. 77. Estimates are based on the 1980 census. These estimates were derived by the following procedures:

Step 1: The 23 services previously identified as having a significant nonprofit presence (by Rodney and Weitzman) were classified into four groups according to the proportion of nonprofits. 4

Step 2: The demographic and socioeconomic characteristics of workers in each of the four groups (as obtained from a special tabulation of the 1980 Census of Population) were then assumed to pertain equally to all workers in a given group, whether or not they were employed in the for-profit or nonprofit segments of that group.

It is clear that this assumption is fully defensible with respect to workers in Group I, who are almost exclusively nonprofit, and also for those in Group II (hospitals), 86 percent of whom were previously estimated to be working in the nonprofit segment of that industry. The assumption is somewhat weaker with respect to workers in Group III, two-thirds of whom were estimated to be non profit, and it is weaker still with respect to workers in Group IV, only one-eighth of whom were estimated to be working in the nonprofit segment. However, it is arguable that workers employed in any of these 23 service industries will tend to have many socioeconomic characteristics in common because of the kind of work they perform, regardless of their employment in the for-profit or nonprofit segments of that particular industry. Note taken from source cited above.

Table 2-21.

Annual earnings per employee in selected for-profit and nonprofit service industries: 1982

| Services | Number of employees (in thousands) | Percent nonprofit | Earnings per employee | | Nonprofit as percent of for-profit | Number of employees per organization: nonprofit as percent of for-profit |
|--------------------------------------------------------------------------------------|---------------------------------------|----------------------|-----------------------|-----------|------------------------------------------|-----------------------------------------------------------------------------------------|
| | | | For profit | Nonprofit | | |
| Total..... | 5,426 | 42.0 | \$12,936 | \$10,150 | 78.5 | 120.2 |
| Hotels..... | 711 | 9.6 | 9,339 | 7,150 | 76.1 | 36.0 |
| Sporting and recreation camps..... | 13 | 48.2 | 10,880 | 9,468 | 87.0 | 141.5 |
| Research and development labs. Management consulting and public relations..... | 101 | 36.2 | 24,626 | 26,274 | 106.7 | 582.5 |
| Theatrical services..... | 367 | 3.7 | 18,471 | 17,172 | 93.0 | 275.6 |
| Bands and orchestras..... | 45 | 31.8 | 18,155 | 10,954 | 60.3 | 165.7 |
| Membership sports and recreation clubs..... | 53 | 51.0 | 15,835 | 11,563 | 73.0 | 510.0 |
| Skilled nursing care facilities..... | 204 | 52.6 | 8,198 | 10,174 | 124.1 | 138.3 |
| Nursing and personal care n.e.c..... | 722 | 26.9 | 8,295 | 9,678 | 116.7 | 138.9 |
| Outpatient care facilities.... | 368 | 24.1 | 7,229 | 8,059 | 111.5 | 115.6 |
| Health and allied services n.e.c..... | 182 | 59.7 | 19,577 | 15,210 | 77.7 | 162.9 |
| Legal aid societies and services..... | 163 | 51.6 | 8,531 | 11,211 | 131.4 | 195.8 |
| Child day care services..... | 584 | 2.5 | 22,050 | 13,397 | 88.0 | 226.5 |
| Individual and family social services..... | 258 | 52.3 | 5,004 | 6,775 | 131.4 | 157.4 |
| Job training and vocational rehabilitation..... | 259 | 94.1 | 8,997 | 9,329 | 131.4 | 208.8 |
| Residential care..... | 225 | 93.1 | 11,917 | 5,747 | 48.2 | 268.8 |
| Noncommercial educational, scientific, and research organizations..... | 234 | 74.2 | 8,949 | 9,023 | 100.8 | 200.9 |
| | 53 | 94.3 | 22,582 | 19,600 | 86.8 | 297.7 |

n.e.c. - Not elsewhere classified.

Note: These data do not distinguish between full- and part-time employment.

Source: 1982 Census of Service Industries. Table taken from: Denis Johnston and Gabriel Rudney, "Characteristics of Workers in Nonprofit Organizations," Monthly Labor Review, U.S. Department of Labor, Bureau of Labor Statistics, July 1987, table 4.

Table 2-22.

Current operating expenditures, wages and salaries, and employment of the arts and culture nonprofit subsector: 1977, 1982, and 1987

| Subsector and component | Current operating expenditures | | | | Wages and salaries | | Employment | | Average annual wages and salaries | | |
|------------------------------------------------|--------------------------------|---------|------------|---------|-----------------------------------------------|---------|--------------------|----------|-----------------------------------|--------------------------------|------------------------|
| | Amount | | Amount | | Percentage of current operating expenditures: | | Number (thousands) | Percent | Amount (actual) | Total independent sector * 100 | Arts and culture * 100 |
| | (billions) | Percent | (billions) | Percent | column (3) divided by column (1) | Percent | | | | | |
| 1987 | | | | | | | | | | | |
| Total for independent sector.. | \$261.5 | NA | \$116.0 | NA | 44.4 | 7,389.9 | NA | \$15,697 | 100.0 | NA | |
| Radio and TV broadcasting..... | \$ 1.3 | 25.0 | \$ 0.4 | 20.0 | 30.8 | 19.0 | 15.6 | \$21,053 | 134.1 | 128.1 | |
| Producers, orchestras, and entertainers..... | 2.1 | 40.4 | 0.9 | 45.0 | 42.9 | 54.3 | 44.6 | 10,575 | 105.6 | 100.9 | |
| Museums, botanical and zoological gardens.. | 1.8 | 34.6 | 0.7 | 35.0 | 38.9 | 48.4 | 39.8 | 14,463 | 92.1 | 88.0 | |
| Arts and culture..... | \$ 5.2 | 100.0 | \$ 2.0 | 100.0 | 38.5 | 121.7 | 100.0 | \$16,434 | 104.7 | 100.0 | |
| 1982 | | | | | | | | | | | |
| Total for independent sector.. | \$171.0 | NA | \$80.7 | NA | 47.2 | 6,543.0 | NA | \$12,334 | 100.0 | NA | |
| Radio and TV broadcasting..... | \$ 0.8 | 27.6 | \$ 0.2 | 18.2 | 25.0 | 11.6 | 13.0 | \$17,241 | 139.8 | 139.7 | |
| Producers, orchestras, and entertainers..... | 1.1 | 37.9 | 0.5 | 45.4 | 45.4 | 41.6 | 46.7 | 12,019 | 97.4 | 97.4 | |
| Museums, botanical and zoological gardens..... | 1.0 | 34.5 | 0.4 | 36.4 | 40.0 | 35.9 | 40.3 | 11,142 | 90.3 | 90.3 | |
| Arts and culture | 2.9 | 100.0 | \$ 1.1 | 100.0 | 37.9 | 89.1 | 100.0 | 12,346 | 100.1 | 100.0 | |
| 1977 | | | | | | | | | | | |
| Total for independent sector..... | \$91.1 | NA | \$46.7 | NA | 51.3 | 5,519.5 | NA | \$ 8,461 | 100.0 | NA | |
| Radio and TV broadcasting..... | \$ 0.5 | 31.3 | \$ 0.1 | 16.7 | 20.0 | 9.6 | 14.6 | \$10,417 | 123.1 | 114.1 | |
| Producers, orchestras, and entertainers..... | 0.6 | 37.5 | 0.3 | 50.0 | 50.0 | 27.2 | 41.4 | 11,029 | 130.4 | 120.8 | |
| Museums, botanical and zoological gardens..... | 0.5 | 31.3 | 0.2 | 33.3 | 40.0 | 28.9 | 44.0 | 6,920 | 81.8 | 75.8 | |
| Arts and culture..... | \$ 1.6 | 100.0 | \$ 0.6 | 100.0 | 37.5 | 65.7 | 100.0 | \$ 9,132 | 107.9 | 100.0 | |

NA - Not applicable.

Note: Totals may not add due to rounding.

Source: See U.S. Bureau of the Census, *Statistical Abstract of the United States, 1986*, and other editions; Rodney and Weitzman, "Significance of Employment and Earnings in the Philanthropic Sector, 1972-1982"; table included in Virginia Ann Hodgkinson and Murray S. Weitzman, *Dimensions of the INDEPENDENT SECTOR: A Statistical Profile*, INDEPENDENT SECTOR, Washington, D.C., 1986, table 4.15, pp. 134-135, and forthcoming edition of *Dimensions*.

Methodological note: The term INDEPENDENT SECTOR as used in this table refers to those nonprofit organizations that are defined as 501(c)(3) and 501(c)(4) organizations under Federal tax code for tax-exempt organizations. These organizations include educational, cultural, scientific, religious, and other charitable organizations as well as private foundations, corporate and community organizations, and civic and social welfare organizations. The term arts and culture subsector as used in this table includes the following organizations: public radio and television broadcasting (578 organizations in 1984); nonprofit theatres, symphony orchestras, opera and dance companies (1,610 organizations in 1982); museums and botanical and zoological gardens (2,020 organizations in 1982). This totals to 4,200 organizations.

Table 2-23.

Name, jurisdiction, date founded, and membership of unions in the performing arts: 1968, 1987, and 1989
(continued on next page)

| Union | Jurisdiction | Date | 1968 | 1987 | 1989 |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|------------|------------|
| | | founded | Membership | Membership | Membership |
| I. Performer unions | | | | | |
| Associated Actors and Artists of America (Four A's) | | | | | |
| | | 1919 | 83,400 | 240,000 | NA |
| Actors' Equity Association (Equity)..... | Actors, stage managers, choreographers, chorus directors | 1913 | 14,000 | 37,200 | 37,200 |
| American Federation of Television and Radio Artists (AFTRA)..... | Actors, singers, dancers, newscasters, announcers, sound effects artists, disc jockeys, graphic artists, supernumeraries appearing on radio recordings and live or taped television productions | 1937 | 23,000 | 66,000 | 67,000 |
| American Guild of Musical Artists (AGMA)... | Singers, choristers, choreographers, dancers, stage directors, stage managers, instrumentalists | 1936 | 4,000 | 5,500 | 5,500 |
| American Guild of Variety Artists (AGVA)... | Cabaret, vaudeville, circus, burlesque performers | NA | 12,500 | 5,000 | 5,000 |
| Hebrew Actors Union (HAU)..... | Specialized actors | 1900 | 200 | 200 | 200 |
| Italian Actors Union (IAU)..... | Specialized actors | 1938 | 100 | 50 | 70 |
| Screen Actors Guild (SAG)..... | Actors in motion pictures, filmed television productions, industrials, educational films, governmental films, voices, dubbing | 1933 | 26,000 | 63,000 | 70,000 |
| Screen Extras Guild (SEG)..... | Film extras | 1945 | 3,600 | 5,300 | 5,300 |
| American Federation of Musicians (AFM)..... | Musicians, conductors, librarians, arrangers, copyists, orchestrators | 1896 | 283,200 | 230,000 | 200,000 |
| II. Professional organizations* | | | | | |
| Association of Theatrical Press Agents and Managers (ATPAM)..... | | | | | |
| | Press agents, house managers, company managers | 1928 | 600 | 650 | 650 |
| Directors Guild of America (DGA)..... | Directors and assistant directors, associate directors, stage managers and production assistants in television and motion picture | 1959 | 3,500 | 8,000 | 8,000 |
| Dramatists Guild of America (DGA)..... | Composers, lyricists, authors of any material used in live theatre | NA | 1,900 | NA | NA |
| Society of Stage Directors and Choreographers (SSD&C)..... | Stage directors, choreographers | 1959 | 400 | 950 | 1,400 |
| United Scenic Artists (USA)..... | Costume, lighting, and scenic designers | 1918 | 900 | 2,000 | |
| Writers Guild of America (WGA)..... | Writers for television, radio, motion pictures | 1954 | 4,200 | 6,600 | 6,600 |

NA - Not obtained.

*Not affiliated with the AFL-CIO except for the United Scenic Artists, an affiliate of the Brotherhood of Painters, Decorators and Paperhangers of America.

Table 2-23.

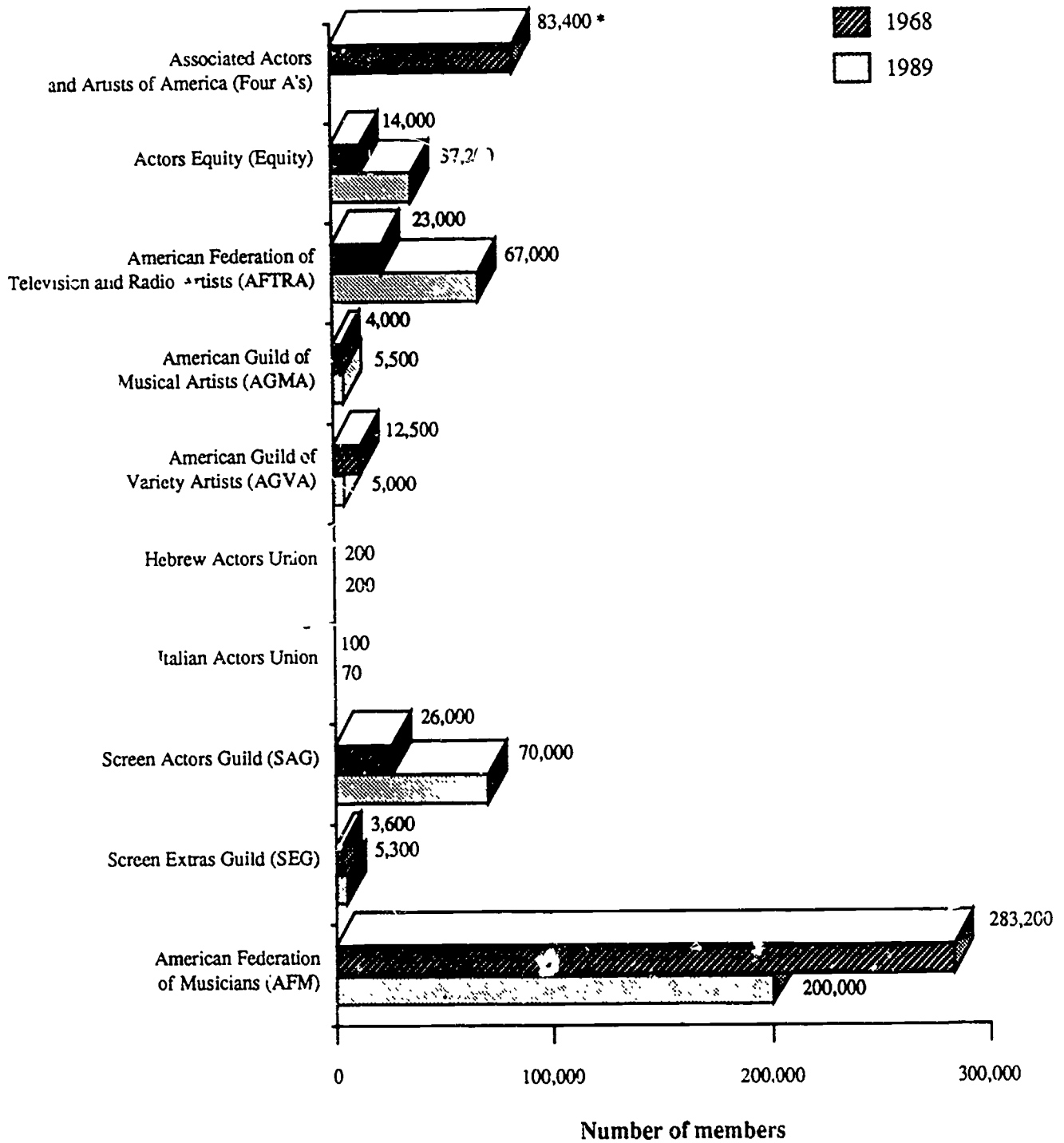
Name, jurisdiction, date founded, and membership of unions in the performing arts: 1968, 1987 and 1989
(continued from previous page)

| Union | Jurisdiction | Date founded | 1968 Membership | 1987 Membership | 1989 Membership |
|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------|-----------------|-----------------|
| III. Supportive Unions | | | | | |
| International Alliance of Theatrical Stage Employees (IATSE)..... | Stagehands, carpenters, electricians, treasurers, ticket sellers, wardrobe attendants, film editors, make-up artists, publicists, script supervisors, film cameramen, studio mechanics and laboratory technicians | 1893 | 60,000 | NA | 65,000 |
| International Brotherhood of Electrical Workers (IBEW)..... | Electricians | 1891 | 12,800 | NA | 1,000,000 |
| International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers | | | | | |
| Local 399, Hollywood..... | Studio transportation drivers | NA | 1,700 | NA | NA |
| Local 817, New York..... | Chauffeurs and helpers for motion pictures, theater, concert transport | NA | 300 | NA | NA |
| International Union of Operating Engineers (IOE) | | | | | |
| Local 30, New York..... | Engineers, mechanics, and helpers | 1896 | 3,600 | 3,000 | NA |
| National Association of Broadcast Employees and Technicians (NABET)..... | Broadcasting technicians | 1933 | 8,600 | 10,000 | 20,000 |
| Retail Clerks International Association | | | | | |
| Local 1115-C, New York..... | Cloak room attendants | NA | NA | NA | NA |
| Service Employees International Union (SEIU) | | | | | |
| Local 9, San Francisco..... | Ushers, ticket takers, doormen, special guards, porters, cleaners, | 1921 | NA | NA | NA |
| Local 54, New York..... | program distributors, roundsmen, matrons, watchmen, elevator operators | | | | |
| Small groups of members in other locals throughout the U.S. | | | | | |

NA - Not obtained.

Source: (1968) U.S. Department of Labor, Bureau of Labor Statistics, Directory of National and International Labor Unions in the United States, 1967, (Washington, D.C.: Government Printing Office, 1967); union constitutions and interviews. 1968 data taken from Labor Relations in the Performing Arts, An Introductory Survey, Michael H. Moskow, NY, Associated Councils of the Arts, 1969, table 3, pp. 35-37; (Date of founding); (1987) Directory of U.S. Labor Organizations, 1986-87 edition. Courtney D. Gifford, Staff editor, the Bureau of National Affairs, Inc., Washington, D.C., 20037; (1989) Encyclopedia of Associations, 1980, 22nd edition; Encyclopedia of Associations, 1990 24th edition. Karin E. Koek and Susan Boyles Martin, editors. Gale Research Company, Detroit, MI, 1987.

Chart 2-10.
Membership of performers' unions: 1968 and 1989



* Data was not available for Associated Actors and Artists of America (Four A's) in 1989.

Source. U.S. Department of Labor, Directory of National and International Labor Unions in the United States; See table 2-23 for full citation.

Table 2-24.
Multiple membership in artist labor organizations: 1980 (continued on next page)

| | Artist's primary affiliation | | | | |
|----------------------------------------------------------|------------------------------|----------------------------------|-----------------------------------------------------|-----------------------------------|---------------------|
| | Actors Equity Association | American Federation of Musicians | American Federation of Television and Radio Artists | American Guild of Musical Artists | Screen Actors Guild |
| Unweighted total..... | 846 | 399 | 881 | 144 | 827 |
| Weighted total (a)..... | 1555 | 2049 | 1636 | 255 | 1923 |
| | (percent) | | | | |
| Actors Equity Association..... | 100 | - | 38 | 7 | 44 |
| American Federation of Musicians.... | 2 | 100 | 6 | 1 | 2 |
| American Federation of Television and Radio Artists..... | 58 | 2 | 100 | 22 | 65 |
| American Guild of Musical Artists... | 4 | 1 | 1 | 100 | 1 |
| Screen Actors Guild..... | 64 | 1 | 61 | 9 | 100 |
| American Guild of Variety Artists (b)..... | 5 | 1 | 4 | 2 | 4 |
| Screen Extras Guild (b)..... | 1 | - | 4 | - | 1 |

(a) These weights are not intended to add up to total membership in the Union. See methodological note.

(b) Membership was not sampled as a primary group.

- No answer in survey.

Source: Ruttenberg, Friedson, Kilgallon, Gutchess & Associates, Inc., "Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment Among Performing Artists in 1980". Prepared for Labor Institute for Human Enrichment, Inc., in cooperation with the Department of Professional Employees, AFL-CIO, Washington, 1981, p. 36.

Methodological note: Data for this study were gathered through a mail survey with telephone followup. The study was limited to union members. Union rolls offered a means of identifying persons with serious commitment to the arts as a profession who intended to make their careers in the field. By focusing on members of the principal performing arts unions, it was possible to reach persons who do not consider the arts simply as an avocation or a passing interest, but who have serious interest in employment in the profession. The five unions involved in the survey are the chief organizations requesting workers in the performing arts occupations. The organizations and their respective samples, response sizes, and error margin were as follows:

| | In sample | Responses Number | (percent) | Estimated margin of error |
|------------------------------------------------------------------|-----------|------------------|-----------|---------------------------|
| Total..... | 7,853 | 2,512* | 32 | |
| Actors Equity..... | 1,795 | 846 | 41 | +3.4 |
| American Federation of Musicians (AFM)..... | 1,667 | 399 | 29 | +4.9 |
| American Federation of Television and Radio Artists (AFTRA)..... | 2,241 | 881 | 32 | +3.3 |
| American Guild of Musical Artists (AGMA)..... | 353 | 144 | 42 | +8.3 |
| Screen Actors Guild (SAG)..... | 1,797 | 827 | 40 | +3.4 |

*This number is less than the total for the unions due to multiple membership.

Table 2-24.

Multiple membership in artist labor organizations: 1980 (continued from previous page)

The sample had been constructed in such a way as to attempt to represent both unions and the occupations. The methodology report notes: "No difficulty was presented in obtaining reliable sample by union, since the universe of union members was available from each union's membership rolls. The four largest unions did not maintain occupational breakdowns of their lists, however. To assure that an adequate number of responses would be obtained for each major occupational group -- e.g., actor, musician, singer, etc. -- an educated guess was made as to the number of principal occupations that would be found within each union, and the sample size was set at a level large enough in theory to cover those principal occupational categories."

Nonresponse followup to the mail survey was completed on a sample of 20 percent of the nonrespondents. These 20 percent were then weighted to represent the total mail nonrespondents in the analysis. This was done on the assumption that the remaining nonrespondents would be more like the telephone respondents than the mail respondents. The methodology section notes that there were almost no differences to responses between the mail and telephone group and concludes that "this suggests that the data would look much as it does here even if mail and phone weights had not been used." The weights also included adjustments for differences in sample size and multiple union membership. The weighting made it possible to combine data from the five union samples so totals for each of the main performing arts occupations would be shown. This note is compiled from the report cited above.

Table 2-25.
Educational level of performing artists: 1980

| Educational level | Total actors | Total singers | Total musicians | Total dancers | Broadcast occupations |
|----------------------------|--------------|---------------|-----------------|---------------|-----------------------|
| Unweighted total..... | 1,870 | 263 | 369 | 139 | 196 |
| Weighted total (a)..... | 3,032 | 753 | 6,595 | 263 | 400 |
| | | | (percent) | | |
| Less than high school..... | 5 | 1 | 4 | 8 | 2 |
| High school graduate..... | 10 | 20 | 24 | 27 | 2 |
| Some college..... | 30 | 35 | 26 | 39 | 31 |
| College graduate..... | 36 | 25 | 22 | 20 | 47 |
| Postgraduate..... | 10 | 19 | 23 | 6 | 18 |
| No answer/refused..... | 15 | (b) | 89 | 4 | (b) |

Note: See table 2-24 for methodological notes.

(a) These weights are not intended to weight up to total artist groups. They reflect weights used to adjust for multiple union affiliation and nonresponse adjustments.

(b) Less than .5 percent.

Source: Rittenberg, Friedman, Kilgallon, Gutchess and Associates, Inc., Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment among Performing Artists in 1980. Prepared for the Labor Institute for Human Enrichment, Inc. and the Department for Professional Employees, AFL-CIO, 1981, p. 294.

Table 2-26.
Unemployment among performers: 1980

| | Actors | Singers | Musicians | Dancers | Broadcast occupations |
|---------------------------------------------------------------|-----------|---------|-----------|---------|-----------------------|
| | (percent) | | | | |
| Percent indicating experienced some unemployment in 1980..... | 69 | 64 | 38 | 77 | 22 |
| Of those experiencing unemployment, percent unemployed | | | | | |
| 1-3 weeks..... | 4 | 8 | 12 | 4 | 8 |
| 4-10 weeks..... | 20 | 16 | 29 | 30 | 35 |
| 11-15 weeks..... | 17 | 13 | 24 | 24 | 22 |
| 16-26 weeks..... | 23 | 40 | 19 | 19 | 20 |
| 27-39 weeks..... | 20 | 8 | 9 | 9 | 5 |
| 40-52 weeks..... | 14 | 10 | 4 | 12 | 11 |
| No answer/don't know..... | 1 | 5 | 4 | 1 | NA |
| Total..... | 100 | 100 | 100 | 100 | 100 |

NA - Not available.

Note: This table represents any type of employment, not just lack of employment in the performing arts. Note that the data on weeks unemployed excludes those with no unemployment. See table 2-24 for methodological note.

Source: Ruttenberg, Friedman, Kilgallon, Gutchess and Associates, Inc., Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment among Performing Artists in 1980. Prepared for the Labor Institute for Human Enrichment, Inc. and the Department for Professional Employees, AFL-CIO, 1981, p. 128 and 134.

Methodological note: Respondents were first asked the following question:

"During 1980 were there any weeks during which you were not working for pay at all, either as a performing artist or in some other job? (Do not count any weeks you were on paid vacation or sick leave.)

Those respondents who answered yes to this question were then directed to answer the next question on the basis of the following instruction:

As you know, one of the purposes of this survey is to compare the level of unemployment in the PERFORMING ARTS with the level in other fields. In order to do this we must follow the precise definition of unemployment as used by the Department of Labor:

An unemployed person is someone who:
 Is not working at any job during an entire week,

and-

Meets one of the following requirements:

Has actively looked for work at any time within the preceding four weeks,
 Or, is waiting to be recalled to his/her regular job,
 Or, is expecting to start a new job.

The survey then asked the question:

"About how many weeks in 1980 were you unemployed?"

Table 2-27.

Percentage of total earnings which came from work as a performing artist and percentage holding jobs outside the performing arts, by performing arts occupation: 1980

| | Actors | Singers | Musicians | Dancers | Broadcast occupations |
|-------------------------------------------------------------|-----------|---------|-----------|---------|-----------------------|
| | (percent) | | | | |
| Percentage of total earnings from work as performing artist | | | | | |
| 0 percent..... | 14 | 7 | 3 | 6 | 1 |
| 1-19 percent..... | 21 | 21 | 31 | 7 | 15 |
| 20-49 percent..... | 15 | 14 | 15 | 10 | 8 |
| 50-79 percent..... | 10 | 11 | 13 | 6 | 6 |
| 80-99 percent..... | 4 | 13 | 5 | 7 | 11 |
| 100 percent..... | 32 | 31 | 26 | 62 | 55 |
| No answer/don't know..... | 4 | 3 | 7 | 2 | 4 |
| Percent holding jobs outside performing arts..... | 64 | 64 | 73 | 37 | 43 |

Note: See table 2-24 for methodological note.

Source: Ruttenberg, Friedman, Kilgallon, Gutchess and Associates, Inc., Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment among Performing Artists in 1980. Prepared for the Labor Institute for Human Enrichment, Inc. and the Department for Professional Employees, AFL-CIO, Washington, D.C., 1981, p. 182.

Table 2-28.

Comparison of earnings between professional, technical and kindred workers and members of performing arts unions: 1976 and 1980

| | Median earnings* | | Earnings of performing artists as percent of professional-technical workers' median earnings | |
|----------------------------------------------------------------------|------------------|----------|----------------------------------------------------------------------------------------------|------|
| | 1976 | 1980 | 1976 | 1980 |
| All U.S. professional technical and kindred workers (salaried) | \$11,493 | \$15,611 | NA | NA |
| Members of: | | | | |
| Actors Equity | \$ 8,000 | \$10,000 | 70 | 64 |
| AFM | 10,000 | 14,000 | 87 | 90 |
| AFTRA | 10,000 | 14,000 | 87 | 90 |
| AGMA | 10,000 | 14,000 | 87 | 90 |
| SAG | 8,000 | 12,000 | 70 | 77 |

NA - Not available.

Note: Because hobbyists were included in the 1976 survey sample but excluded in 1980, data for the two years are not strictly comparable. See table 2-24 for methodological note on the 1980 study.

*Earnings data for professional-technical workers are median figures. In 1976, the national data related to all earnings of individuals aged 14 and above who indicated professional-technical work as their longest held job during the year. In 1980, the relevant age group is aged 15 and above.

The earnings data for members of performing arts unions represent the mid-points of the earnings ranges in which the respective unions' median earnings fell. The actual median earnings for each union therefore may be somewhat higher or lower than the figures in the tables. The earnings are from work in the performing arts, arts-related, and unrelated fields.

Source: Ruttenberg, Friedman, Kilgallon, Gutchess and Associates, Inc. Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment among Performing Artists in 1980. Prepared for the Labor Institute for Human Enrichment, Inc., and the Department for Professional Employees, AFL-CIO, Washington, D.C., 1981, p. 176.

Table 2-29.
Artist household and personal income by discipline: 1980

| Income category | Household income | | | | | |
|--------------------------|------------------------|--------|---------|-----------|---------|--------------------------|
| | All U.S. households | Actors | Singers | Musicians | Dancers | Broadcast occupations |
| | (percent) | | | | | |
| Less than \$15,000..... | 43 | 44 | 39 | 39 | 46 | 11 |
| \$15,000 - \$24,999..... | 26 | 21 | 25 | 28 | 24 | 20 |
| \$25,000 - \$29,999..... | 9 | 6 | 12 | 13 | 8 | 11 |
| \$30,000 and above..... | 23 | 30 | 25 | 21 | 22 | 58 |

| | Earnings of artists | | | | | |
|--------------------------|-----------------------------|--------|---------|-----------|---------|--------------------------|
| | U.S. civilian workers | Actors | Singers | Musicians | Dancers | Broadcast occupations |
| | (percent) | | | | | |
| Less than \$7,000..... | 38 | 32 | 26 | 26 | 21 | 4 |
| \$7,000 - \$14,999..... | 30 | 35 | 39 | 35 | 45 | 16 |
| \$15,000 - \$24,999..... | 21 | 18 | 15 | 20 | 23 | 24 |
| \$25,000 - \$29,999..... | 5 | 3 | 7 | 9 | 4 | 13 |
| \$30,000 and above..... | 6 | 13 | 11 | 11 | 7 | 43 |

Note: See table 2-25 for methodological note.

Source: Rutenberg, Friedman, Kilgallon, Gutchess and Associates, Inc., Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment among Performing Artists in 1980. Prepared for the Labor Institute for Human Enrichment, Inc. and the Department for Professional Employees, AFL-CIO, 1981, p. 166 and p. 172.

Table 2-30.
Where performing artists seek information about employment in the performing arts: 1981

| Sources of information | Total actors | Total singers | Total musicians | Total dancers | Broadcast occupations |
|---------------------------------------------|--------------|---------------|-----------------|---------------|-----------------------|
| | (percent) | | | | |
| Union..... | 27 | 37 | 33 | 39 | 16 |
| Teacher or coach..... | 8 | 9 | 6 | 14 | 2 |
| Public employment agency..... | 6 | 4 | 5 | 8 | 5 |
| Talent agency..... | 59 | 33 | 15 | 21 | 23 |
| Other performing artists..... | 49 | 56 | 51 | 47 | 40 |
| Manager..... | 12 | 17 | 3 | 9 | 8 |
| Friends or relatives..... | 28 | 33 | 24 | 28 | 20 |
| Newspapers..... | 12 | 10 | 9 | 9 | 8 |
| Trade publication..... | 56 | 34 | 20 | 57 | 39 |
| Producers/directors/previous employers..... | 4 | 2 | 3 | 1 | 3 |
| All other sources..... | 2 | 2 | 5 | 4 | 7 |
| No sources..... | 1 | 3 | 5 | 7 | 4 |

Note: See table 2-25 for methodological note.

Source: Ruttenberg, Friedman, Kilgallon, Gutchess and Associates, Inc., Working and Not Working in the Performing Arts: A Survey of Employment, Underemployment and Unemployment among Performing Artists in 1980. Prepared for the Labor Institute for Human Enrichment, Inc. and the Department for Professional Employees, AFL-CIO, 1981, p. 252.

Methodological note: Respondents were asked "What are your major sources of information about how and where to find jobs in the performing arts?" Response categories were specified and respondents were able to check all that applied.

Table 2-31.

Average total income of artists applying for New York Foundation for the Arts (NYFA) grants by insurance coverage: 1986

| Type of insurance | Average total income (a) (b) | | | | | |
|---------------------------|------------------------------|--------|--------|----------------------|--------|--------|
| | Have coverage | | | Do not have coverage | | |
| | R1 (c) | R2 (c) | R3 (c) | R1 (c) | R2 (c) | R3 (c) |
| Health..... | 25,600 | 24,500 | 24,100 | 13,000 | 16,800 | 23,100 |
| Life..... | 30,400 | 25,300 | 30,100 | 19,400 | 21,500 | 17,700 |
| Pension..... | 33,700 | 28,400 | 29,400 | 18,000 | 20,100 | 18,500 |
| Have all three forms..... | 37,400 | 33,900 | 35,600 | NA | NA | NA |
| Have no coverage..... | NA | NA | NA | 12,100 | 13,100 | 13,300 |

NA - Not applicable.

Note: The study found that 77 percent of the sample had some form of health coverage, 33 percent had life insurance and 31 percent had some type of pension.

- (a) Computed using midpoints of ranges and a point value of \$55,000 for reported incomes above \$40,000.
- (b) Dollar amounts have been rounded to the nearest \$100.
- (c) Represents mailing group: R1 respondents were mailed survey in March 1986; R2 respondents were mailed survey in June 1986; R3 respondents were mailed survey in September 1986.

Source: Joan Jeffri, Joseph Hsieh, Robert Greenblatt, "The Artist Alone: Work Related, Human, and Social Service Needs - Selected Findings," *Journal of Arts Management and Law*, Fall 1987, volume 17, no. 3, tables 2 and 3 (copyright).

Methodological note: The study upon which this table is based was completed by the Research Center for Arts and Culture at Columbia University. The study was not intended to represent all artists or all artists in New York State. Rather, it represents artists in 14 artistic disciplines from New York State, who applied to the New York Foundation for the Arts (NYFA) in 1985 for fellowship grants for the 1986 year. A sample of 900 artists was randomly selected from a total population of about 5,635 applicants to the 1986 Artists' Fellowship Program of the NYFA. At the time of filing their applications, all artists were legal residents of New York State for at least two years, were over eighteen years of age, were not applying within two years of receiving a previous fellowship, and were not students. All had been required to present documentation of professional-level work in one of the fourteen categories: painting, sculpture, photography, film, video, conceptual/performance art, poetry, play/screenwriting, fiction, graphics, music composition, architecture, crafts, and choreography. The sample was selected using a randomization process in which all applicants had an equal chance of selection. The survey instrument covered artist background, organizational membership, credit, health insurance, pension and other welfare measures.

The sample of 900 artists was divided in three groups. The first group (R1) was sent a mailing in March 1986, the second (R2) in June 1986, and the third (R3) in September 1986. The purpose of the three mailings was to determine if the respondents might be biased by coincidence of the period of fellowship recipient announcements by NYFA. The average response rate was 62 percent. Response was largest in the first mailing (70 percent).

Table 2-32.
Average age of artists applying for New York Foundation for the Arts (NYFA) grants by insurance coverage: 1986

| Type of coverage | Mean age | |
|------------------|---------------|----------------------|
| | Have coverage | Do not have coverage |
| Health..... | 38.2 | 36.2 |
| Life..... | 38.5 | 37.7 |
| Pension..... | 41.0 | 36.4 |

Note: See table 2-31 for methodological note.

Source: Joan Jeffri, Joseph Hosie, Robert Greenblatt, "The Artist Alone: Work Related, Human, and Social Service Needs - Selected Findings," *Journal of Arts Management and Law*, Fall 1987, volume 17, no. 3, table 4 (copyright).

Table 2-33.

Arts administrators' salary by field: 1981

| Salary range of top administrators | Field | | | |
|------------------------------------|---------------------------|------------|-------------|---------------------------------|
| | Theatres | Orchestras | Art museums | Community Arts Agencies (CAA's) |
| | (percentage distribution) | | | |
| \$0-10,000..... | 12.74 | 2.78 | 1.63 | 4.58 |
| \$10,001-15,000..... | 18.63 | 9.26 | 0.81 | 18.32 |
| \$15,001-20,000..... | 14.71 | 10.19 | 2.44 | 29.77 |
| \$20,001-27,500..... | 22.55 | 25.93 | 8.94 | 25.95 |
| \$27,501-35,000..... | 10.78 | 19.44 | 14.63 | 12.98 |
| \$35,001-50,000..... | 13.73 | 14.82 | 45.53 | 7.63 |
| Over \$50,000..... | 6.87 | 17.59 | 26.02 | 0.76 |
| Respondents..... | 102 | 108 | 123 | 131 |

Source: Paul DiMaggio, Managers of the Arts, National Endowment for the Arts, Research Division, Report 20, Seven Locks Press, Washington, D.C., 1987, p. 26.

Methodological note: In 1981, survey instruments were mailed to the chief operating officers of four populations of arts organizations. From this sampling: 165 were theaters, 156 were orchestras, 192 were museums, and 200 were CAA's. The response rate for each field was as follows: 69 percent for theatres; 73 percent for orchestras; 67 percent for art museums; and 87 percent for CAA's. The report concludes that because none of the surveys appear to be flawed by dramatic response bias, analysis can be generalized to the arts population survey with a fairly high significance level.

Table 2-34.
Factors affecting job satisfaction of arts administrators by field: 1981
 (continued on next page)

| Factors | Field | | | |
|--------------------------------------------------------|----------|------------|-------------|---------------------------------|
| | Theatres | Orchestras | Art Museums | Community Arts Agencies (CAA's) |
| Contacts with works of art | | | | |
| Mean (rank)..... | 4.29 (1) | 4.38 (1) | 4.46 (1) | 3.92 (6) |
| Percent satisfied..... | 80.00 | 85.05 | 83.20 | 60.00 |
| Percent dissatisfied..... | 4.00 | 0.00 | 7.20 | 7.69 |
| (Respondents)..... | (100) | (107) | (125) | (130) |
| Autonomy and authority | | | | |
| Mean (rank)..... | 4.14 (4) | 4.14 (4) | 4.29 (2) | 4.27 (2) |
| Percent satisfied..... | 79.21 | 85.18 | 84.80 | 81.06 |
| Percent dissatisfied..... | 8.91 | 5.56 | 6.40 | 6.06 |
| (Respondents)..... | (101) | (108) | (125) | (132) |
| Relations with colleagues at other institutions | | | | |
| Mean (rank)..... | 4.07 (5) | 4.22 (2) | 4.16 (3) | 4.16 (3) |
| Percent satisfied..... | 75.25 | 80.37 | 82.93 | 79.54 |
| Percent dissatisfied..... | 4.95 | 0.00 | 2.44 | 4.55 |
| (Respondents)..... | (101) | (107) | (123) | (132) |
| Role in community | | | | |
| Mean (rank)..... | 3.88 (7) | 4.17 (3) | 4.09 (4) | 4.38 (1) |
| Percent satisfied..... | 78.69 | 81.31 | 78.25 | 84.09 |
| Percent dissatisfied..... | 7.07 | 2.80 | 2.42 | 4.55 |
| (Respondents)..... | (99) | (107) | (124) | (132) |
| Relations with subordinates | | | | |
| Mean (rank)..... | 4.15 (2) | 4.08 (6) | 4.08 (5) | 4.14 (4) |
| Percent satisfied..... | 84.00 | 72.64 | 78.22 | 81.53 |
| Percent dissatisfied..... | 6.00 | 2.83 | 5.65 | 7.69 |
| (Respondents)..... | (100) | (106) | (124) | (130) |
| Contacts with artists | | | | |
| Mean (rank)..... | 4.15 (3) | 4.12 (5) | 3.80 (9) | 3.98 (5) |
| Percent satisfied..... | 77.23 | 77.78 | 59.66 | 69.47 |
| Percent dissatisfied..... | 2.97 | 0.93 | 8.40 | 7.63 |
| (Respondents)..... | (101) | (108) | (119) | (131) |

Table 2-34.

Factors affecting job satisfaction of arts administrators by field: 1981
(continued from previous page)

| Factors | Field | | | |
|------------------------------------------|-----------|------------|-------------|---------------------------------|
| | Theatres | Orchestras | Art Museums | Community Arts Agencies (CAA's) |
| Potential for career growth | | | | |
| Mean (rank)..... | 3.96 (6) | 4.00 (7) | 3.85 (6) | 3.58 (8) |
| Percent satisfied..... | 68.63 | 74.04 | 66.67 | 57.58 |
| Percent dissatisfied..... | 7.84 | 5.77 | 7.69 | 18.18 |
| (Respondents)..... | (102) | (104) | (117) | (132) |
| Contacts with board members | | | | |
| Mean (rank)..... | 3.68 (8) | 3.85 (8) | 3.81 (8) | 3.82 (7) |
| Percent satisfied..... | 59.00 | 68.72 | 66.39 | 67.69 |
| Percent dissatisfied..... | 14.00 | 7.41 | 9.24 | 10.77 |
| (Respondents)..... | (100) | (108) | (119) | (130) |
| Contacts with private donors | | | | |
| Mean (rank)..... | 3.09 (10) | 3.55 (9) | 3.85 (7) | 3.47 (9) |
| Percent satisfied..... | 32.00 | 49.53 | 64.23 | 46.09 |
| Percent dissatisfied..... | 29.00 | 7.48 | 4.88 | 12.50 |
| (Respondents)..... | (100) | (107) | (123) | (128) |
| Salary | | | | |
| Mean (rank)..... | 3.00 (11) | 3.46 (10) | 3.62 (10) | 3.20 (10) |
| Percent satisfied..... | 31.37 | 50.93 | 56.20 | 37.12 |
| Percent dissatisfied..... | 28.43 | 11.11 | 7.44 | 19.70 |
| (Respondents)..... | (102) | (108) | (121) | (132) |
| Contacts with government agencies | | | | |
| Mean (rank)..... | 3.16 (9) | 3.11 (11) | 3.08 (11) | 3.20 (10) |
| Percent satisfied..... | 36.63 | 34.26 | 28.10 | 40.15 |
| Percent dissatisfied..... | 19.80 | 28.70 | 26.45 | 24.24 |
| (Respondents)..... | (101) | (108) | (121) | (132) |

Note: Factors are ranked from those yielding the greatest satisfaction, beginning with "1," to those yielding the least satisfaction, ending with "11," according to the average mean across all four fields. Number in parentheses () is the rank within the series.

Source: Paul DiMaggio, Managers of the Arts, National Endowment for the Arts, Research Division, Report 20, Seven Locks Press, Washington, D.C., 1987, p. 30.

Table 2-35.
Art managers' rankings of arts service organization functions by
field: 1981

| Rank | Functions | Theatres | Art Museums | Orchestras | Community Arts |
|------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------|----------------|----------------|------------------|
| | | | | | Agencies (CAA's) |
| (percent ranking "very important") | | | | | |
| 1 | Initiating or taking stands on legislation in areas of interest to the field | 79.00 (100)* | 87.20 (125) | 85.19 (108) | 71.54 (130) |
| 2 | Representing the field to State and Federal agencies concerned with the arts | 72.78 (101) | 75.20 (125) | 83.18 (107) | 78.29 (129) |
| 3 | Enhancing the status of the field in the eyes of the public | 67.33 (101) | 47.11 (121) | 66.67 (108) | 58.46 (130) |
| 4 | Keeping members/professionals abreast of current management techniques | 61.39 (101) | 43.59 (117) | 71.03 (107) | 54.20 (131) |
| 5 | Providing training opportunities for administrators | 53.47 (101) | 30.77 (117) | 65.74 (108) | 67.42 (132) |
| 6 | Setting standards of professional or managerial ethics | 45.54 (101) | 86.29 (124) | 45.37 (108) | 38.93 (131) |
| 7 | Facilitating career development by fostering contacts with other administrators in field | 38.61 (101) | 34.40 (125) | 40.74 (108) | 38.46 (130) |
| 8 | Exercising leadership to make the field more relevant and accessible to disadvantaged groups | 18.81 (101) | 18.40 (125) | 23.15 (108) | 38.17 (131) |
| 9 | Bringing together administrators and colleagues from similar fields into one professional community | 14.84 (101) | 17.60 (125) | 7.41 (108) | 44.27 (131) |
| 10 | Preventing unqualified persons from serving as administrators | 14.29 (98) | 21.01 (119) | 20.37 (108) | 23.66 (131) |

Note: Functions are ranked in order of importance according to the average percent of respondents reporting "very important" across all four fields.

*Numbers in parentheses indicate number of respondents.

Source: Paul DiMaggio, Managers of the Arts, National Endowment for the Arts, Research Division, Report 20, Seven Locks Press, Washington, D.C., 1987, p. 64.

Table 2-36.
Salaries of arts administrators by level of education, age, sex, position,
and type of organization (ACUCA data): 1984

| Average salary by age and level of education | 20-29 | 30-39 | 40-49 | 50-59 | 60+ | |
|--------------------------------------------------------|---------------------------------------------|---------------------------------------------|-----------------------------------|------------------------|--------|--------|
| (in dollars) | | | | | | |
| Some college..... | * | 25,320 | 29,085 | 22,765 | * | |
| College..... | 19,015 | 28,075 | 27,640 | 29,915 | 37,240 | |
| Masters..... | 19,645 | 25,700 | 30,090 | 33,030 | 24,015 | |
| Average salary by age and sex | | | | | | |
| Male..... | 21,320 | 28,680 | 33,950 | 40,890 | 36,809 | |
| Female..... | 17,127 | 24,230 | 22,030 | 23,400 | 25,275 | |
| Difference (percent)..... | 20 | 16 | 35 | 43 | 31 | |
| Average salary by level of education and sex | | | | | | |
| | Some college | College | Master's | Doctorate | | |
| (in dollars) | | | | | | |
| Male..... | 37,836 | 31,985 | 28,650 | 38,000 | | |
| Female..... | 21,590 | 21,690 | 24,075 | 28,775 | | |
| Difference (percent)..... | 43 | 32 | 16 | 24 | | |
| Average salary by number of years in the field and sex | | | | | | |
| | 1-5 | 6-10 | 11-15 | 16-20 | 21-25 | 26+ |
| (in dollars) | | | | | | |
| Male..... | 24,535 | 30,725 | 33,920 | 38,900 | 38,505 | 43,400 |
| Female..... | 19,505 | 23,475 | 26,375 | 28,540 | * | * |
| Difference (percent)..... | 21 | 24 | 22 | 27 | | |
| Average salary by level of position and sex | | | | | | |
| | Principal administrator | | Assistant/associate administrator | | | |
| (in dollars) | | | | | | |
| Male..... | 32,030 | | 25,855 | | | |
| Female..... | 22,630 | | 22,640 | | | |
| Difference (percent)..... | 29 | | 12 | | | |
| Average salary by type of organization and sex | | | | | | |
| | Educational institution < 10,000 enrollment | Educational institution > 10,000 enrollment | Theatre or art/civic center | Community organization | Other | |
| (in dollars) | | | | | | |
| Male..... | 30,995 | 32,820 | 31,795 | 26,640 | 32,490 | |
| Female..... | 20,995 | 25,270 | 23,135 | 19,900 | 24,225 | |
| Difference (percent)..... | 32 | 23 | 27 | 25 | 25 | |

*Insufficient data.

Source: Association of College, University, and Community Arts Administrators, Inc., ACUCA Bulletin, Madison, WI, January 1984, Volume 27, No. 1, Exhibits A, B, and C, p. 2.

Table 2-37.

Respondent characteristics of arts administrators participating in the Association of College, University, and Community Arts Administrators (ACUCAA) and National Assembly of Local Arts Agencies (NALAA) membership survey: 1987

| Characteristic | Percent | Characteristic | Percent | |
|----------------------------------------------------------------------------|---------|------------------------------------------------------------------------------|---------|----|
| Type of organization (N=788) | | Years in present organization (N=785) | | |
| Educational institution..... | 36 | 1-3..... | 46 | |
| Local arts agencies..... | 32 | 4-7..... | 26 | |
| Presenter without facility..... | 5 | 8-11..... | 13 | |
| State agency/regional organization.. | 4 | 12-15..... | 8 | |
| Arts center/historic theatre..... | 17 | 16-19..... | 3 | |
| Other non profit organization..... | 7 | 20 or more..... | 3 | |
| Sex | | Responsibilities by percentage of respondents performing them (N=790) | | |
| Male..... | 52 | Supervision of staff..... | 90 | |
| Female..... | 48 | Marketing..... | 84 | |
| Age group (N=787) | | Business management..... | 83 | |
| 20-29..... | 8 | Community outreach..... | 78 | |
| 30-39..... | 37 | Booking..... | 76 | |
| 40-49..... | 33 | Fundraising..... | 71 | |
| 50-59..... | 18 | Grantmaking..... | 69 | |
| 60 and over..... | 4 | Facility management..... | 57 | |
| Ethnicity | | Overseeing other services (i.e., security, a/v services)..... | 50 | |
| White..... | 97 | Lobbying..... | 43 | |
| Black..... | 2 | Teaching..... | 21 | |
| Hispanic, Asian, or other..... | 1 | Size of organization (N = 786) | | |
| Education (N=790) | | Budget | | |
| High school diploma..... | 1 | \$50,000 or less..... | 15 | |
| Some college..... | 10 | \$50,000 - 200,000..... | 32 | |
| College graduate..... | 36 | \$200,000 - 500,000..... | 21 | |
| Masters degree..... | 43 | \$500,000 - 1 million..... | 13 | |
| Doctorate..... | 9 | More than \$1 million..... | 18 | |
| Number of arts organizations in which respondent had worked (N=625) | | Number of employees (N=674 full-time) (N=629 part-time) | | |
| 1..... | 48 | 1..... | 19 | 27 |
| 2 - 3..... | 37 | 2..... | 16 | 18 |
| 4 - 5..... | 13 | 3-5..... | 29 | 26 |
| 6 or more..... | 2 | 6-10..... | 16 | 10 |
| | | 11-25..... | 14 | 8 |
| | | 26-50..... | 4 | 5 |
| | | 51 or more..... | 2 | 6 |

Source: Association of College, University, and Community Arts Administrators, Inc., The Arts Administrator: Job Characteristics Profile Survey 12. A cooperative research project by ACUCAA and NALAA, Madison, WI, 1987, pp. 1-8.

Table 2-38.

Salaries of arts administrators participating in the Association of College, University, and Community Arts Administrators (ACUCAA) and National Assembly of Local Arts Agencies (NALAA) membership survey, by selected characteristics: 1987

| Characteristic | Average salary | Characteristic | Average salary |
|--------------------------------------------------------------|----------------|------------------------------|----------------|
| Type of organization (full time) | (in dollars) | Years in field | (in dollars) |
| Educational institution, less than 10,000 enrollment..... | 31,336 | 1-4..... | 25,008 |
| Educational institution, greater than 10,000 enrollment..... | 37,439 | 5-9..... | 28,619 |
| Arts center/historic theatre..... | 37,554 | 10-14..... | 35,315 |
| Local arts agency/private non-profit.. | 27,973 | 15-19..... | 40,834 |
| Local arts agency/part of government.. | 32,597 | 20 or more..... | 49,942 |
| Presenter without facility..... | 32,293 | Education (full time) | |
| State agency/regional organization.... | 33,104 | Some college..... | 29,510 |
| Other nonprofit..... | 33,016 | College graduate..... | 30,592 |
| | | Masters degree..... | 34,752 |
| Work status | | Doctorate..... | 43,995 |
| Full time..... | 33,073 | Ethnicity* | |
| Part time..... | 12,299 | White..... | 33,091 |
| | | Non-white..... | 28,198 |
| Position (full time) | | Sex (full time) | |
| Principal administrator..... | 33,717 | Male (total)..... | 38,499 |
| Assistant administrator..... | 26,850 | Female (total)..... | 27,313 |
| Age (full time) | | Male (Principal)..... | 39,390 |
| 20-29..... | 23,147 | Female (Principal)... | 27,740 |
| 30-39..... | 31,007 | Male (Assistant)..... | 30,129 |
| 40-49..... | 34,943 | Female (Assistant)... | 23,118 |
| 50-59..... | 37,697 | | |
| 60 and over..... | 36,492 | | |

*Only 3 percent of the respondents (27) were nonwhite. The average salary for this group is at best a rough indicator.

Source: Association of College, University, and Community Arts Administrators, Inc., The Arts Administrator: Job Characteristics Profile Survey 12. A cooperative research project by ACUCAA and NALAA, Madison, WI, 1987, pp. 12, 13, 14, and 18.

Chapter 3

Arts Education

Section 3-1. Secondary and Elementary
Education
Tables 3-1 to 3-39

Section 3-2. Higher Education
Tables 3-40 to 3-59

This chapter is divided into two sections, the first covering secondary and elementary education, and the second higher education. Within both sections, data are presented on offerings, enrollments, achievement/degrees awarded, and teaching.

One factor that has dominated recent educational thinking has been the seeking for excellence and the return to the "new basics." This emphasis has generated concern that "emphasis on excellence in education often has unnecessarily negative effects on the place of arts disciplines in the school curriculum."¹ On the other hand, recent trends have been toward increased specification of requirements for graduation, and the arts have often been among those subjects for which States and districts have recently initiated graduation requirements. Many educators, including the Council of Chief State School Officers (CCSSO), have recommended that the arts be considered among the basic core curricula. The CCSSO sponsored a major study of State art education policies in 1985. The final report of this study, entitled Arts, Education and the States, recommended that "the arts be established as part of the core of learning, central to State

and local educational agencies and program goals."² In the preface to this report it is noted that:

One cannot know and understand either the past or the present without an appreciation of the arts. Neither can one relate intelligently to the culture of others without exposure to the arts of that culture.³

An important aspect of the examination of arts education is its place within the context of the wider educational system. This often involves examination of how the arts are taught and how much emphasis is placed on the arts relative to other subjects. Consequently, many of the tables in this chapter also include information on non-art related subjects.

¹Hilda Smith, Scott Stoner, Melanie Isis, Harriet Lewis, Arts, Education and the States: A Survey of State Education Policies, Council of Chief State School Officers, Washington, D.C., September 1985, p. 7.

²Arts, Education and the States, p. 31.

³Arts, Education and the States, p. 4.

Major Sources of Information

The major source of information for this chapter is the United States Department of Education, Center for Education Statistics. Studies sponsored by this agency utilized in this chapter include:

- Higher Education General Information Survey (HEGIS), Earned Degrees and Other Formal Awards;
- High School and Beyond (HS&B);
- National Assessment of Educational Progress (NAEP);
- Fast Response Survey System (FRSS), Survey of Arts and Humanities Education;
- Recent College Graduates Survey;
- Public School Surveys.
- High School Transcript Analysis.

Methodological descriptions of these studies are presented on the first table utilizing data from a given source. Studies sponsored by the Department of Education are typically collected and frequently analyzed by other organizations. Tables included from reports issued by other organizations are given both citations.

Other major sources of information on general education included in this chapter are:

- National Education Association's "Status of the American Public School Teacher;"
- Graduate Record Examinations;
- Gallup Poll on "Public Attitudes Toward the Public Schools;"
- Bureau of Census' "Participation in Adult Education Survey;"
- National Association of Secondary School Principals' study, "Mood of American Youth;"
- Council of Chief State School Officers' study, "Arts in the States."

Sources sponsoring studies or data collection specifically concerned with arts education utilized in this report include the following:

- National Art Education Association;
- Music Educators National Conference;
- National Association of Schools of Music;
- College Music Society;
- National Association of Schools of Art and Design;
- National Association of Schools of Dance;
- National Association of Schools of Theatre;
- International Council of Fine Arts Deans;
- Higher Education Arts Data Service (HEADS).

In preparing this report, several compilations of statistics were utilized. A major source of information is the compilation prepared by Daniel Steinel of the Music Educators National Conference. This work, entitled Music and Music Educators: Data and Information, covers most aspects of arts education and compiles data from most of the major sources listed above, up to 1984. This work was used extensively as a guide to sources of information, which were, where possible, updated.

In preparing this chapter we also relied heavily on the two summary publications of the Department of Education, The Digest of Education Statistics and The Condition of Education, both of which are published yearly by the Center for Education Statistics and summarize findings from major education related studies as well as providing methodological descriptions of the studies.

Section 3-1. Secondary and Elementary Education

Offerings and Enrollments in Secondary Education

Table 3-1 presents historical data on specific course enrollment over the four years of public secondary school, expressed as a percent of total secondary enrollment for the years 1890 to 1949. The data are taken from Department of Education figures from the Biennial Survey of Education in the United States. The listing includes the categories "art" and music." With regard to art, the notable fact is the apparent decline in percent of students who had taken an art course between 1915 and 1949: from 23 percent in 1915, the first year this was included as a separate category, to 9 percent in 1949. Some caution must be exercised in interpreting these data. Although the notes to the table indicate that an attempt was made to keep the categories consistent and to adjust for differences, some of this decline may be due to definition changes. Music enrollments show less change, being 32 percent in 1915, 26 percent in 1934, and 30 percent in 1949.

Table 3-2 presents more recent data comparing secondary enrollment for 1973 and 1982 for student enrollment in grades 9-12. This table shows art enrollment at 17.9 percent in 1973 and 24.2 percent in 1982. Music enrollments experienced some decline, from 25.1 percent in 1973 to 21.6 in 1982. Some caution must also be used in interpreting these data. The table, taken from the Center for Education Statistics, A Trend Study of High School Offerings and Enrollment: 1972-73 and 1981-82, compared two studies done with slightly different methodologies, and small differences may be due to this factor (see methodological note on table 3-2). A detail of music offerings

and enrollments is presented in table 3-3. From this it can be seen that small declines occurred in most areas. Among the music areas with the largest enrollments, chorus declined the most. The instrumental music categories of "band", "orchestra," and "instrumental music," when added together remained almost stable.

The 1981-82 data in tables 3-2 and 3-3 are from the Department of Education longitudinal data collection, High School and Beyond (HS&B). This effort, begun in 1980, involves both a school and a student data base and provides nationally representative information based on a sample of about 1,000 schools and a target sample of about 36 seniors and 36 sophomores from each school. Follow-ups were conducted in 1982 and 1984. Information is collected from school and student questionnaires and from student transcripts.

A number of special analyses have been done utilizing the High School and Beyond information. Tables 3-4 to 3-6 present data taken from a special analysis which focused on the arts and humanities. This report, entitled Course Offerings and Enrollments in the Arts and Humanities at the Secondary School Level, was prepared by Evaluation Technologies, Inc. in 1984.

Figures in tables 3-1 to 3-3 are based on a calculation of percent enrolled by dividing total secondary enrollment by numbers enrolled over four years. Another way to calculate percent enrolled is to divide enrollment over four years by the percent in only the 12th grade. This gives a figure on the percent ever taking a course over four years of high school. Tables 3-4 to 3-6 present data on secondary school arts enrollments utilizing this method and hence have somewhat higher figures. It should be noted that the estimates apply only to the secondary school students who were still enrolled in school in the Spring of 1982 or who had already graduated. Students who had left school between the HS&B Base Year Survey in 1980 and the first year followup were not included.

Table 3-4 shows that approximately 69 percent had taken some arts course over the four years of high school. Of the arts courses, fine arts and music had the largest enrollments with 37 and 32 percent respectively.

Tables 3-5 and 3-6 present offering and enrollment data by school characteristics. Arts courses were offered by 95 percent of public and Catholic schools and by 86 percent of other private schools. While offering some type of arts course was widespread across all school characteristics, certain types of arts courses are less available in smaller schools, schools in rural areas, and schools in the South.

Credits in the Arts Earned by Students by High School Graduation

Table 3-7a to table 3-10f present data on arts related credits earned by high school graduates in 1982 and 1987. The analyses were based on approximately 22,700 transcripts of 1987 graduates obtained as part of the 1987 High School Transcript Study compared with 12,000 transcripts of 1982 graduates who participated in the High School and Beyond project. Please see the methodological note for table 3-7a for a description of the methodology. It should be noted that for the analyses presented in tables 3-4 to 3-6 the classification of arts courses included creative writing, which was not classified in the "arts" category for the analyses reported in tables 3-7a to 3-10f; for this study the category "arts" included all visual arts, dance, theatre performance, music performance, and art or music appreciation/history; creative writing courses were included under English.

The High School Transcript study found that the mean number of credits earned in the visual and performing arts in 1987 was 1.43. The change from 1982 (when an average of 1.39 credits was earned in the arts) was not statistically significant. In 1987, female secondary students earned an average of 1.60 credits in the visual and performing arts compared with 1.24 for male students (table 3-7b).

Table 3-10a presents data on the percentage of students earning specified minimum credits in the visual and performing arts and in specific arts categories such as dance, theatre, and music performance. The percentage earning at least one credit in some visual or performing arts subject was 56.6 percent in 1987, up slightly, (but not enough to be a statistically significant change) from 53.9 percent in 1982. The percentage earning a minimum of .5 credits in theatre performance, however, was significantly higher for 1987 graduates than for 1982 graduates (9.5 percent in 1987 compared with 5.5 percent in 1982). Almost one-third (30.31 percent) earned at least .5 credits in music performance for both the 1982 and 1987 graduates (table 3-10a).

Requirements in the Arts for High School Graduation

State Requirements

One of the most important outcomes of the recent reports criticizing the quality of education has been the increase in high school graduation requirements. The Commission on Excellence in Education did not list arts as one of the "new basics." However, there has been a

growing perception that the arts should themselves be considered as part of the basic curriculum. The College Board's recognition of the arts as one of six basic subject areas has contributed to this movement

Table 3-11 lists those States (30) having arts credit requirements for graduation in 1989. These data were taken from the National Art Education Association, News. A study by the Council of Chief State School Officers, Arts Education and the States, done in 1985 found that of the 22 States then listed as having requirements, all but two had adopted the requirements after 1979.

While 30 States had some form of arts requirement in 1989, not all applied to all students and not all specifically had to be in the arts. A few States, such as California and Oregon, link arts and foreign languages and specify that a student may have credit in arts or foreign language. Other States require arts only for a certain type of diploma.

District Requirements

Table 3-12 presents district graduation requirements in the arts. In many cases, districts have more extensive requirements than States. This table illustrates the large increase between 1982 and 1987 in both specific arts requirements and in requirements which list arts as a sub-option within a specified group of subjects. In 1982, 18 percent of districts had specific arts requirements and 13 percent listed arts as a sub-option within a specified group. By 1987, these numbers had risen to 36 percent and 31 percent respectively. It should be noted that the percent of districts having a specific arts requirement and those having arts as part of a specified list of options can not be added together because the same district may have both types of requirement. Table 3-12 is based on a district survey and reflects the combined effect of State and district requirements. It should be kept in mind that there are a large number of small districts in the United States (75 percent of districts have enrollments of under 2,500). Therefore, overall averages for districts tend to be more like the information for small districts rather than for large districts

Public Views on Whether Arts Should Be Required

Table 3-13 includes information from a Gallup Poll of public attitudes toward education on what subjects should be required of students going to college and not going to college. These data indicate that in 1983 only about 19 percent would require art for the college bound and 16 percent would require art for the non-college

bound. Figures for music were similar. The data in the table indicate a decline between 1981 and 1983. However, it is not possible from the information provided to determine whether this decline is statistically significant.

Public Involvement with School Arts-Related Events

Table 3-14, from the same study as table 3-13, gives information on public involvement with the public schools. These data indicate that, other than reading material about the school, arts- and athletic-related programs were the contexts in which most of the general public had contact with the school. About the same percent of the general public attended a school play or concert as attended athletic events.

Student Ranking of Course Importance

Table 3-15, taken from the National Association of Secondary School Principals survey report, The Mood of American Youth, gives student ratings of course importance. Music and art ranked 16 and 17 respectively out of 18 subjects.

Extracurricular Activities

One problem in measuring student exposure to the arts in school is the fact that, in some schools, arts-related programs are academic subjects and in others they are extracurricular activities. Table 3-16 presents data on extracurricular activities, also from the National Association of Secondary School Principals, The Mood of American Youth. Students were asked to check all activities in which they participated over the school year. Musical extracurricular activities were among the most frequently utilized, with instrumental music ranking second and choral music third. Participation rates are higher in this study, which reports data for grades 7-12, than those for high school alone, due to the fact that junior high participation rates are usually considerably higher than senior high rates.

Table 3-17 includes High School and Beyond data on the percent of high school seniors participating in extracurricular activities in 1982. The data indicate that those with higher grade point averages also have more extracurricular activities. Overall, about 20 percent of seniors participated in chorus or dance, 14 percent in band or orchestra, and 13 percent in drama or debating. Smaller schools had higher participation rates. Overall, girls have higher participation rates. Among boys, blacks have higher participation rates than whites in chorus and instrumental

music. Among girls, blacks have higher participation rates than whites in chorus and about the same rates in instrumental music.

Table 3-18, from the Fast Response Survey System (FRSS) district survey of Arts and Humanities instruction, presents the mean percent of students enrolled in courses or participating in programs in the arts by level for junior/middle and senior high students. The district weights in this table have been adjusted to reflect total enrollment at the applicable levels. These data indicate that exposure to arts and music is more frequent in junior/middle school than in senior high. This relates to the fact that music and art are frequently required for a semester each in grades 7 and 8, while in high school, when arts requirements exist, they are typically for one credit over the four-year period.

Achievement Scores in the Arts (National Assessment of Educational Progress Data)

Tables 3-19 to 3-21 present summary data by selected demographic characteristics from the National Assessment of Educational Progress (NAEP) for students aged 9, 13, and 17, respectively. (See table 3-19 for a description of the NAEP methodology.) Data for art and music are from 1978-79. The data indicate that art scores tended to vary less by the demographic characteristics than did some of the other subjects.

Certification and the Use of Specialists for Elementary Teaching

Table 3-22 gives a listing by State of the provisions for teacher certification in the various arts disciplines. Almost all 52 agencies have specific certification for music, and 45 have certification for visual art at the secondary level. Fewer States have certification for dance, drama, and creative writing.

Table 3-23 is a listing of States requiring arts courses for elementary certification. About half have specific arts requirements, typically three credit hours. This requirement is important because in most elementary schools art is taught by the classroom teacher. Table 3-24 presents State data on whether art education programs at the elementary level are taught by arts specialists. These data indicate that in the majority of States art is taught in elementary schools by the classroom teacher.

Table 3-25 presents data from the FRSS district survey on the percent of elementary schools within districts in which art and music are taught by specialists. These

data confirm that the usual pattern is for art to be taught by the classroom teacher. Only about one-fourth (26 percent) were served full time by a visual arts specialist. Almost half (42 percent) of the schools were not served at all by a specialist, and 32 percent were served part time. Schools more frequently were served by a music specialist, with 45 percent served full time, and only 16 percent not served at all. These data are consistent with the fact that there are almost twice as many elementary music teachers as art teachers (see table 3-34).

Selected State and District Arts Policies

Tables 3-26 to 3-30 present additional data on State and district policies. Table 3-28 indicates that 78 percent of States now require by statute or regulation that there be arts education at the elementary level, and 62 percent require arts education at the junior high/middle school level. This contrasts to 56 percent and 38 percent, respectively, in 1979.

Time Spent on Arts Instruction at the Elementary Level

Table 3-29 presents recommended weekly instruction times for grades 1 through 6. Only 60 percent of States had recommendations in this area. Twenty-eight percent had recommendations of less than 5 percent, 32 percent of 5 percent or more. In 1966, the National Art Education Association recommended 100 minutes a week (about 5 to 7 percent of instruction time).

Table 3-31 presents data from the FRSS district survey on the average minutes per week and the percent of total instruction time devoted to the arts at various levels. Visual arts instruction times averaged 74 minutes per week in grades 1-3, 79 minutes in grades 4-6, and 118 minutes in grades 7-8. This was about 5 percent of total time in grades 1-6 and 7 percent in grades 7-8. Music instruction times were only slightly higher. Because this was a survey of districts (75 percent of which are under 2,500 in enrollment), small districts dominate the national averages. Times reported in music instruction for larger districts were shorter in grades 1-6 and longer in grades 7-8. The means reported in this survey were slightly higher than those reported for visual arts in 1980 (70 minutes per week) and in 1960 (60 minutes per week) by a National Art Education Survey (data not shown).

Number of Art Teachers

Table 3-32 presents data for 1966-1986 for secondary public schools on the percentage distribution of teachers by primary subject taught. These data, taken from the National Educational Association reports on the Status of the American Public School Teacher, report a range for art teachers of 1.5 to 3.7 percent and a range for music teachers of 3.0 to 4.8 percent of total teachers. The data do not indicate a consistent trend, however, and some differences in the figures may be related to survey methodological factors.

Table 3-33 presents data on the number of art teachers by State taken from the National Art Education data. Since 30 States reported in 1979, and 42 reported in 1985, overall totals are not comparable. However, totals for individual States are comparable.

Teacher Demand and Shortage

Assessment of teacher demand and shortage within the education field in general, and with regard to the arts in particular, depends partly on the manner in which these have been measured. Teacher demand and shortage are not easily measured, and recent studies have often had widely different results. Within the arts, the issue is more complex because schools differ in the extent to which they utilize art and music specialists. Results differ depending on whether the basis of measurement is the ratio of applicants to positions, presence of unfilled positions, some measure of the qualifications/specialization of those teaching, or the opinions of district administrators and principals.

Tables 3-34(a-c) present Department of Education data for 1983 on the number of art and music teachers and on teacher shortages per 1,000 teachers in public and private elementary and secondary schools. This report, Teachers in Elementary and Secondary Education, included music and art in a list of courses having a "significant number of shortages relative to their population of teachers" during the 1983-84 school year. Teacher shortage was defined as "positions vacant, abolished, or transferred because a candidate was unable to be found."

Table 3-35, taken from an earlier survey of Teacher Demand and Shortage, presents data on the percent of art teachers among the total number of teachers, and the percent art teachers were of layoffs in 1979. Art teachers were 2.2 percent of all teachers, 4.5 percent of all layoffs, and 8 percent of all shortages. Music teachers were 3.4 percent of all teachers, 3.7 percent of all layoffs, and

1.4 percent of all shortages. The total number of art teachers reported in table 3-35 is higher than those in table 3-33 because table 3-33 included only full-time teachers in 42 States. Table 3-35 includes all States and includes full- and part-time teachers.

Tables 3-36a and 3-36b presents yet another measure of teacher demand and shortage, utilizing data from the Association of School, College, and University Staffing (ASCUS). This information is based on opinion surveys of teacher placement officers from a universe of the entire institutional membership in ASCUS. For the period 1976 to 1988 music is classified as having a balance of supply and demand and art as having some surplus (table 3-36a). In 1988 on a scale of "1 to 5" with "1" considerable surplus and "5" considerable shortage, art was rated 2.35; instrumental music was rated 3.00 and vocal music 2.89 (table 3-36b).

Table 3-37 presents data from the FRSS survey on district administrators' views on whether they had experienced a shortage, balance, or surplus of teachers for selected fields. Most districts reported a balance between supply and demand, but about 20 percent reported a shortage in visual arts, music, and other arts. Shortages were more frequently reported for arts and music than for English or social studies. Surpluses were reported by 15 percent of districts for visual arts and by 16 percent for music.

Teaching Status of Those Recently Qualified To Teach

Table 3-38 presents data from the Recent College Graduate Surveys for 1978 and 1981. Over these years the total number of college students newly qualified to teach declined. This decline was also true for art, but not for music. However, in 1981 a larger proportion of those obtaining teacher qualifications actually applied for teaching jobs.

Table 3-39 presents data on uncertified teachers as a percent of total teachers in public and private elementary schools by field of assignment. About 3 percent of both art and music teachers are reported as uncertified. This percentage is comparable with the percent of total teachers who are uncertified (3.5 percent). This table estimates a total of about 50,700 art teachers and 79,100 music teachers nationwide. Art teachers were 2 percent and music teachers were 3.1 percent of total teachers.

Section 3-2. Higher Education

Earned Degrees in Arts-Related Fields

Tables 3-40a to 3-43b present data on earned degrees taken from the Department of Education series "Earned Degrees and Other Formal Awards Conference" (see table 3-41 for methodological note). As can be seen in table 3-40b, visual and performing arts increased from 30,394 bachelors degrees awarded in 1971 to 40,782 awarded in 1975. Since 1980 there has been no increase and some small declines to 36,223 in 1987. Over the same period communications has had large increases, and "letters" has had large decreases. Architecture and environmental design has also increased. Considered as a percent of total degrees, visual arts and architecture have remained relatively stable, while letters has declined and communications has increased. Visual arts degrees were about 3.6 percent of bachelors degrees in 1971 and 3.6 in 1987. Communications were 1.3 percent in 1971 and 4.6 in 1987. Letters were 7.7 percent in 1971 but only 3.7 in 1987. Architecture degrees were .7 percent of bachelors degrees in 1971 and .9 in 1987.

Table 3-41 presents data on visual and performing arts degrees by sex for 1970 to 1986. The data indicate that the percent of visual and performing arts bachelors degrees awarded to women has changed little, while the percent of advanced degrees awarded to women, especially doctorate, has increased substantially. Table 3-42 presents total degrees awarded broken down by detailed disciplines within the arts for 1986-87. Tables 3-43a and 3-43b presents data on associate degrees, including arts-related fields.

Credits Earned and Performance

Table 3-44, incorporating data from the High School and Beyond series, presents the mean number of semester credits in selected subjects earned by type of major for those graduating with bachelors degrees in 1976 and 1984. Looking at fine arts majors, one can see that their mean number of credits in business increased from 0.3 to 1.7 between 1972 and 1984; their computer science credits also increased from 0.1 to 0.6.

Table 3-45 presents an analysis of Graduate Record Examination performance in selected areas. The only areas showing increased scores were math and physics. Music was classified as having a "moderate decline" between 1966 and 1985.

Table 3-46 presents data comparing salaries for recent bachelors degree recipients by occupation. Data in this table are somewhat unstable. In 1978, the average for fine arts degree recipients in constant 1981 dollars was \$15,300 compared to \$16,000 for the average for all fields. In 1981, salaries for fine arts were above the average (\$18,700 for fine arts, compared to \$15,300 for all fields).

Institutions Granting Degrees in Art

Table 3-47a presents Department of Education data on the number of institutions granting degrees by discipline and level of degree. For visual arts and performing arts, this table reports 1,151 granting bachelors degrees, 372 master's and 91 doctor's.

Table 3-47b presents data collected by the National Art Education Association on the number of institutions granting degrees in visual art and in art education in 1984-85 by State. Data are not provided for nine States. A total of 759 institutions are listed as granting degrees in art and 542 in art education. For reference, it can be noted that there are a total of about 1,900 four-year and about 1,200 two-year institutions of higher education in the country.

Music Courses for the Non-major

Recent years have seen an increase of interest among several disciplines in the development of courses for non-majors. Within music departments this has been discussed under the rubric "Music in General Studies." In 1983 the National Association of Schools of Music and the College Music Society co-sponsored a study of Music in General Studies to develop a statistical base on which to consider policy issues related to the instruction of music for non-music majors. Their survey was sent to a universe of 2,500 music units in higher education. The response rate was 32 percent. Tables 3-48 and 3-49 present data from this survey. Of those responding, 82 percent of private four-year colleges and 96 percent of public four-year colleges had music appreciation courses for non-majors. Music theory courses for non-majors were offered by fewer schools (59 percent of private four-year and 75 percent of public four-year colleges).

In addition to general music courses, many institutions offer more specialized music history courses for the non-major (table 3-49). Among these courses, jazz is the most popular course offering. Over one-fourth of the 798 institutions responding offered a jazz course in the Fall of 1981, and a total of 10,726 students were enrolled.

Arts-Related Graduate and Professional Programs

Table 3-50 lists the number of arts-related graduate and professional programs by discipline in 1987, utilizing data from the Peterson's Guide to Graduate and Professional Programs. In developing this table, arts-related fields were defined as broadly as possible, and several programs were included which may be only marginally related to the arts. Hence, the number of programs should not be totaled.

Arts Administration Programs

The last 15 years have seen the growth of arts administration as a separately defined discipline. Table 3-51 lists universities offering graduate programs in arts administration and gives selected characteristics of the programs for 1989-90. Since 1975, the Association of Arts Administration Educators (AAAE) has conducted five surveys of graduate programs in arts administration. As can be seen from table 3-51, most of the programs were initiated in the 1970's. Most programs admit between 10 and 20 students each year. The largest program is at New York University with 40-45 students admitted each year.

Number of Teachers of Art, Drama, and Music in Higher Education

Table 3-52 presents Census Bureau data by State on the number of persons who identified their occupations as higher education teachers of art, drama, and music. If the numbers were tallied, there were about 42,000 teachers in 1970 and 28,385 in 1980, a drop of 32 percent. In the National Endowment for the Arts report from which this table is taken, it is noted that this reported drop may only reflect the fact that substantially fewer teachers specified their field in the 1980 census than in the 1970 census.

Higher Education Arts Data Service (HEADS) Reports

Tables 3-53 to 3-60 present selected data from the Higher Education Arts Data Service (HEADS) system for 1988-89. (See 1987 Sourcebook for 1985 data.) This project is a joint activity of the National Association of Schools of Dance, the National Association of Schools of Music, the National Association of Schools of Art and Design, the National Associations of Schools of Theatre, and the International Council of Fine Arts Deans. This data system collects annual data on a large number of characteristics of member institutions' programs including information on enrollments, degrees, faculty characteristics, program expenses, and sources of revenue. The data are presented by program type and enrollment size. Only a small number of tables are included in this compilation in order to give examples of the type of information available for each of the disciplines.

The system does not include all institutions having programs in the areas, so the data cannot be used to obtain estimates of the total number of degrees granted. The data in tables 3-53 to 3-56 should, therefore, not be used for this purpose. For example, the Department of Education reported about 39,000 *bachelors* degrees in visual and performing arts in 1985. The HEADS data taken together include only about 29,000 total (*associate, bachelors, masters, doctorate*) degrees in theatre, dance, art and design, and music. Coverage also changes somewhat from year to year. In 1988-89 the total degrees reported were 25,442. The data, however, provide more detail concerning these programs than is available from other sources. For example, tables 3-57 to 3-60 present data on average salary for music, art, theatre and dance faculty by rank and by size of program for 1988-89.

Table 3-1.
Public secondary day school pupils enrolled in specified subjects, selected years: 1890 to 1949

| Specified subject | 1949 | 1934 | 1928 | 1922 | 1915 | 1910 | 1900 | 1890 |
|-------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|
| (figures cover enrollment in last 4 years of school, for school year ending in year indicated.) | | | | | | | | |
| Total enrollment..... | 5,399,652 | 4,496,514 | 2,896,630 | 2,155,460 | 1,165,495 | 739,143 | 519,251 | 202,963 |
| | (percent) | | | | | | | |
| English..... | 92.9 | 90.5 | 93.1 | 76.7 | 58.4 | 57.1 | 38.5 | ----- |
| Journalism..... | 1.9 | 3.7 | 0.2 | 0.1 | ----- | ----- | ----- | ----- |
| Radio speaking and broadcasting..... | 0.1 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| United States history..... | 22.8 | 17.3 | 17.9 | 15.3 | 50.5 (b) | 55.0 (b) | 38.2 (b) | 27.3 (b) |
| English history..... | (a) | 0.5 | 0.9 | 2.9 | ----- | ----- | ----- | ----- |
| World history..... | 16.2 | 11.9 | 6.1 | ----- | ----- | ----- | ----- | ----- |
| Civil government..... | 8.0 | 6.0 | 6.6 | 19.3 | 15.7 | 15.6 | 21.7 | ----- |
| Community government..... | (c) | 10.4 | 13.4 | ----- | ----- | ----- | ----- | ----- |
| Geography..... | 5.6 | 2.1 | 0.3 | ----- | ----- | ----- | ----- | ----- |
| Problems of democracy..... | 5.2 | 3.5 | 1.0 | ----- | ----- | ----- | ----- | ----- |
| Economics..... | 4.7 | 4.9 | 5.1 | 4.8 | ----- | ----- | ----- | ----- |
| Sociology..... | 3.4 | 2.5 | 2.7 | 2.4 | ----- | ----- | ----- | ----- |
| Psychology..... | 0.9 | 0.3 | 1.0 | 0.9 | 1.2 | 1.0 | 2.4 | ----- |
| Consumer education..... | 0.7 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| General science..... | 20.8 | 17.8 | 17.5 | 18.3 | ----- | ----- | ----- | ----- |
| Biology..... | 18.4 | 14.6 | 13.6 | 8.8 | 6.9 | 1.1 | ----- | ----- |
| Botany..... | 0.1 | 0.9 | 1.6 | 3.8 | 9.1 | 15.8 | ----- | ----- |
| Physiology..... | 1.0 | 1.8 | 2.7 | 5.1 | 9.5 | 13.3 | 27.4 | ----- |
| Zoology..... | 0.1 | 0.6 | 0.8 | 1.5 | 3.2 | 6.9 | ----- | ----- |
| Earth science..... | 0.4 | 1.7 | 2.8 | 4.5 | 15.3 | 21.0 | 29.8 | ----- |
| Chemistry..... | 7.6 | 7.6 | 7.1 | 7.4 | 7.4 | 6.9 | 7.7 | 10.1 |
| Physics..... | 5.4 | 6.3 | 6.8 | 8.9 | 14.2 | 14.6 | 19.0 | 22.8 |
| Algebra..... | 26.8 | 30.4 | 35.2 | 40.2 | 48.8 | 56.9 | 56.3 | 45.4 |
| General mathematics..... | 13.1 | 7.4 | 7.9 | 12.4 | ----- | ----- | ----- | ----- |
| Geometry..... | 12.8 | 17.1 | 19.8 | 27.7 | 26.5 | 30.9 | 27.4 | 21.3 |
| Trigonometry..... | 2.0 | 1.3 | 1.3 | 1.5 | 1.5 | 1.9 | 1.9 | ----- |
| Spanish..... | 8.2 | 6.2 | 9.4 | 11.3 | 2.7 | 0.7 | ----- | ----- |
| Latin..... | 7.8 | 16.0 | 22.0 | 27.5 | 37.3 | 49.0 | 50.6 | 34.7 |
| French..... | 4.7 | 10.9 | 4.0 | 15.5 | 8.8 | 9.9 | 7.8 | 5.8 |
| German..... | 0.8 | 2.4 | 1.8 | 0.6 | 24.4 | 23.7 | 14.3 | 10.5 |
| Italian..... | 0.3 | 0.2 | 0.1 | (a) | ----- | ----- | ----- | ----- |
| Portuguese..... | (a) | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Russian..... | (a) | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Industrial subjects..... | 26.6 | 21.0 | 13.5 | 13.7 | 11.2 | ----- | ----- | ----- |
| General business training..... | 5.2 | 6.2 | 3.0 | ----- | ----- | ----- | ----- | ----- |
| Business arithmetic..... | 4.6 | 4.9 | 6.9 | 1.5 | ----- | ----- | ----- | ----- |
| Bookkeeping..... | 8.7 | 9.9 | 10.7 | 12.4 | 3.4 | ----- | ----- | ----- |
| Typewriting..... | 22.5 | 16.7 | 15.2 | 13.1 | ----- | ----- | ----- | ----- |
| Shorthand..... | 7.8 | 9.0 | 8.7 | 8.9 | ----- | ----- | ----- | ----- |
| Business law..... | 2.4 | 3.2 | 2.6 | 0.9 | ----- | ----- | ----- | ----- |
| Business English..... | 1.0 | 0.9 | 0.5 | ----- | ----- | ----- | ----- | ----- |
| Economic geography..... | 1.7 | 4.0 | 4.8 | 1.7 | ----- | ----- | ----- | ----- |
| Office practice..... | 2.0 | 1.8 | 1.5 | 0.4 | ----- | ----- | ----- | ----- |
| Retailing..... | 0.5 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Salesmanship and advertising..... | 1.0 | 0.7 | 0.4 | 0.3 | ----- | ----- | ----- | ----- |
| Cooperative office training..... | 0.4 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Cooperative store training..... | 0.3 | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Home economics..... | 24.2 | 16.7 | 16.5 | 14.3 | 12.9 | 3.8 | ----- | ----- |
| Agriculture..... | 6.7 | 3.6 | 3.7 | 5.1 | 7.2 | 4.7 | ----- | ----- |
| Physical education..... | 49.4 | 50.7 | 15.0 | 5.7 | ----- | ----- | ----- | ----- |
| Music..... | 10.1 | 25.5 | 26.0 | 25.3 | 31.5 | ----- | ----- | ----- |
| Art..... | 9.0 | 8.7 | 11.7 | 14.7 | 22.9 | ----- | ----- | ----- |
| Teacher training..... | (a) | 0.1 | 1.8 | 1.0 | ----- | ----- | ----- | ----- |

-- Indicates not a separate category.

(a) Less than 0.05 percent or fewer than 1 pupil in 2,000.

(b) Includes ancient history and medieval and modern history.

(c) Comparable data for 1949 not available.

Source: Office of Education, *Biennial Survey of Education in the United States, 1948-1950*, Washington, D.C.

As included in U.S. Bureau of the Census, *Historical Statistics of the United States, Colonial Times to 1957*, Washington, D.C., 1957, Series H 262-315.

Methodological note: For 1910-1934, the percentages are based on the number of pupils enrolled in the last four years of all schools that returned usable questionnaires. For 1890, 1900, and 1949, the figures are based on the total number of pupils enrolled in the last four years of all schools. The source states that "when necessary, the subjects reported in previous surveys were analyzed, and appropriate components were either recombined, separately listed, or eliminated (with corresponding changes in the number and percentage enrolled) in a manner to yield as close comparability as possible with the data in the current (1948-49) survey."

Table 3-2.

Number of students enrolled in selected subject areas compared with total enrollment in grades 9-12 of public secondary schools: 1972-73 and 1981-82

| Subject area | 1972-73 (a) | | 1981-82 (b) | | Percentage change, 1972-73 to 1981-82 |
|------------------------------------------------|-----------------------|---------|-----------------------|---------|---------------------------------------|
| | Number (in thousands) | Percent | Number (in thousands) | Percent | |
| Total enrollment, grades 9-12..... | 11,975 | 100.0 | 12,661 | 100.0 | 5.7 |
| English language arts..... | 15,605 | 130.3 | 17,716 | 139.9 | 13.5 |
| Health and physical education..... | 8,679 | 72.5 | 11,859 | 93.7 | 36.6 |
| Social sciences..... | 11,710 | 97.8 | 15,008 | 118.5 | 28.2 |
| Mathematics..... | 6,619 | 55.3 | 9,850 | 77.8 | 48.8 |
| Natural sciences..... | 6,119 | 51.1 | 8,278 | 65.4 | 35.3 |
| Music..... | 3,004 | 25.1 | 2,733 | 21.6 | -9.0 |
| Business..... | 5,763 | 48.1 | 5,864 | 46.4 | 1.9 |
| Industrial arts..... | 2,903 | 24.2 | 2,980 | 23.5 | 2.7 |
| Home economics..... | 2,439 | 20.4 | 3,024 | 23.9 | 24.0 |
| Foreign languages..... | 3,067 | 25.6 | 2,953 | 23.3 | -3.7 |
| Art..... | 2,143 | 17.9 | 3,061 | 24.2 | 42.8 |
| Agriculture..... | 322 | 2.7 | 420 | 3.3 | 30.4 |
| Vocational trade and industrial education..... | 447 | 3.7 | 1,874 | 14.8 | 319.2 |
| Safety and driver's education..... | 3,297 | 27.5 | 2,026 | 16.0 | -38.6 |
| R.O.T.C..... | 142 | 1.2 | 172 | 1.4 | 21.1 |
| Computer science..... | NA | NA | 344 | 2.7 | NA |
| Allied health..... | NA | NA | 80 | 0.6 | NA |

NA - Indicates data either not reported, not available, or not applicable.

Note: Percentages in columns 3 and 5 may exceed 100.0 because a student may have been enrolled in more than one course within a subject area during the school year. Data are based upon sample surveys and may differ somewhat from those reported elsewhere.

(a) Data have been revised since originally published to make them more comparable with the figures of 1981-82.

(b) These estimates are based on student transcript data.

Source: U.S. Department of Education, National Center for Education Statistics, A Trend Study of High School Offerings and Enrollments: 1972-73 and 1981-82, Washington, D.C.

As included in U.S. Department of Education, Center for Education Statistics, Digest of Education Statistics: 1985-86, U.S. Government Printing Office, Washington, D.C., February 1986.

Methodological note: This table is based on data gathered from three surveys sponsored by the National Center for Education Statistics (now Center for Education Statistics): the 1973 Survey of Public Secondary School Offerings, Enrollments, and Curriculum Practices; the 1982 High School and Beyond Course Offerings and Course Enrollments Survey; and the 1982 High School and Beyond Transcripts Survey. The original data for the 1973 study, which included grades 7 through 12, were adjusted to be representative of grades 9 through 12. Therefore, figures given in this trend study will differ from those in the original 1973 study. The High School and Beyond Course Offerings and Course Enrollments was used to determine the number of schools offering specific courses. Because of a high nonresponse rate from schools on enrollments, the student transcript data were used to calculate the course enrollments.

Table 3-3.
Offerings and enrollments in specific music courses in public secondary schools: 1973 and 1982

| Course | Number of schools offering this course | As a percent of all secondary schools | Total enrollment in course (thousands) | As a percent of total secondary enrollment |
|--------------------------------------|----------------------------------------|---------------------------------------|----------------------------------------|--------------------------------------------|
| 1973 | | | | |
| General music..... | 2,173 | 14.2 | 206 | 1.7 |
| Music appreciation..... | 3,211 | 21.0 | 119 | 1.0 |
| Theory & harmony/composition..... | 3,455 | 22.6 | 60 | 0.5 |
| Choir, chorus, glee club..... | 12,106 | 79.1 | 1,240 | 10.4 |
| Instrumental music..... | 2,657 | 17.4 | 150 | 1.2 |
| Band (marching, concert, stage)..... | 12,598 | 82.3 | 1,065 | 8.9 |
| Orchestra..... | 2,969 | 19.4 | 102 | 0.9 |
| Small instrumental ensembles..... | 2,179 | 14.2 | 63 | 0.5 |
| Any music course..... | 13,437 | 87.9 | 3,004 | 25.1 |
| 1982 | | | | |
| General music..... | 1,662 | 10.6 | 61 | 0.5 |
| Music appreciation..... | 3,953 | 25.2 | 99 | 0.8 |
| Theory & harmony/composition..... | 5,420 | 34.6 | 72 | 0.6 |
| Choir, chorus, glee club..... | 12,340 | 78.8 | 1,061 | 8.4 |
| Instrumental music..... | 5,395 | 34.4 | 190 | 1.5 |
| Band (marching, concert, stage)..... | 13,574 | 86.6 | 1,111 | 8.8 |
| Orchestra..... | 2,886 | 18.4 | 86 | 0.7 |
| Small instrumental ensembles..... | 1,970 | 12.6 | 52 | 0.4 |
| Any music course..... | 14,566 | 93.0 | 2,733 | 21.6 |

Note: For 1973, total U.S. secondary schools = 15,306; total secondary enrollment = 11,974,683. For 1982, total U.S. secondary schools = 15,667; total secondary enrollment = 12,660,537. See table 3-2 for methodological note.

Source: National Center for Education Statistics, A Trend Study of High School Offerings and Enrollments: 1972-1973 and 1981-1982, U.S. Government Printing Office, Washington, D.C.
 As included in Soundpost, Winter 1987, table 1. Data provided by Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 5.1.

Table 3-4.

U.S. secondary schools offering courses in arts programs, average number of courses per school, and total enrollment in each program: 1981-82

| U.S. total secondary schools 19,725; U.S. total grade 12 enrollment = 3,268,000 | | | | | |
|---------------------------------------------------------------------------------|-----------------------------------------------|--------------------|--------------------------------|-----------------------------------------|---------------------------|
| Instructional program | Secondary schools offering courses in program | Percent of schools | Average courses per school (b) | Program enrollment by grade 12 students | |
| | Number (a) | | Number | Number (thousands) | Percent of enrollment (c) |
| Total arts..... | 18,600 | 94.1 | 11.3 | 2,253 | 69.0 |
| Dance..... | 2,300 | 11.4 | 0.2 | 78 | 2.4 |
| Dramatic arts..... | 9,600 | 48.5 | 1.2 | 410 | 12.5 |
| Design..... | 700 | 3.6 | 0.1 | 12 | 0.3 |
| Graphic and commercial arts..... | 3,300 | 16.7 | 0.2 | 61 | 1.9 |
| Crafts..... | 9,300 | 47.4 | 1.4 | 451 | 13.8 |
| Fine arts..... | 16,700 | 84.9 | 3.1 | 1,212 | 37.1 |
| Music..... | 17,800 | 90.1 | 4.7 | 1,055 | 32.3 |
| Creative writing..... | 6,000 | 30.4 | 0.4 | 222 | 6.8 |

(a) Schools rounded to the nearest hundred.

(b) Includes those schools not offering course as having "0" courses.

(c) Represents percent of students who have taken the course over four years of high school.

Source: Data from the High School and Beyond Study as analyzed by Evaluation Technologies Inc., Course Offerings and Enrollments in the Arts and the Humanities at the Secondary School Level, Arlington, VA, December 1984, tables 1 and 2, pp. 18 and 20.

Prepared for National Center for Education Statistics under Contract OE-300-83-0037 with the U.S. Department of Education.

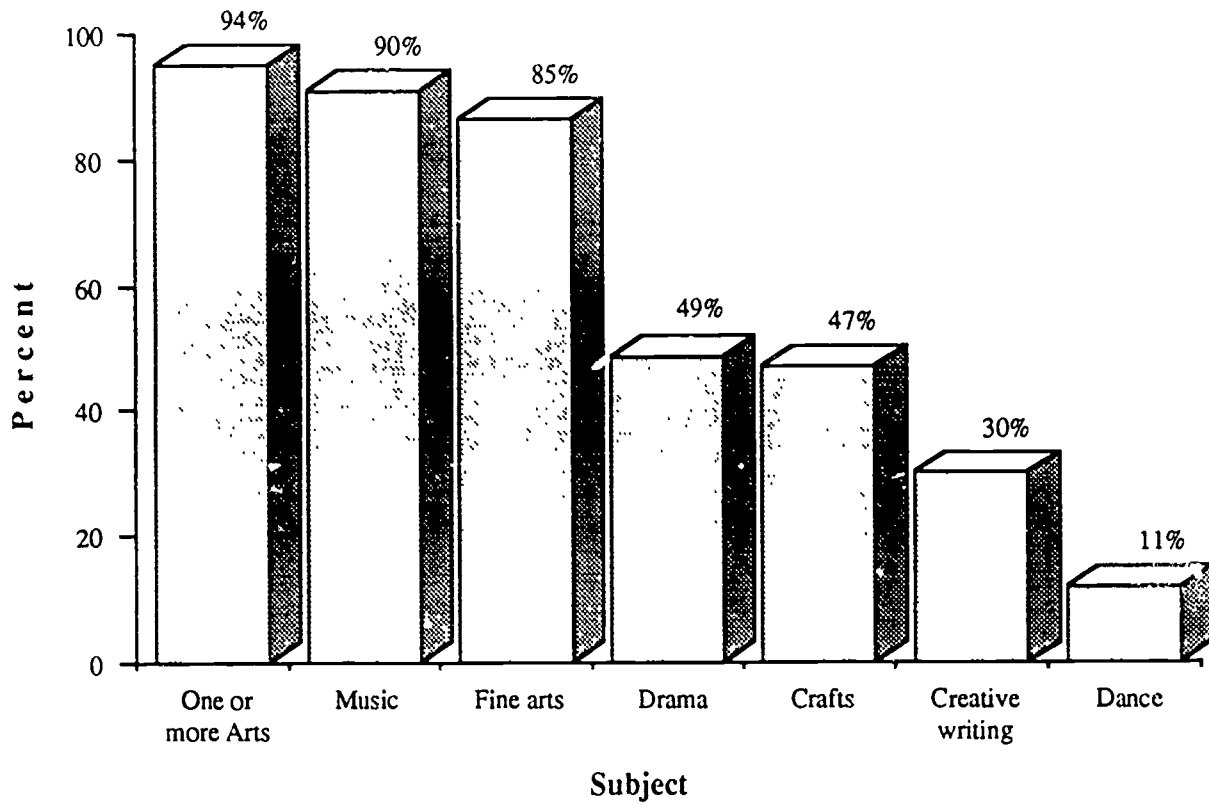
Methodological note: High School and Beyond (HS&B) is a national longitudinal survey of 1980 high school seniors and sophomores conducted by CES. A probability sample of 1,015 high schools was selected with a target number of 36 seniors and 36 sophomores in each of the schools. A total of 58,270 students participated in the base-year survey. Substitutions were made for noncooperating schools in those strata where it was possible, but not for students. Student and parent refusals and student absences resulted in an 84 percent completion rate for students. This rate refers to the overall response rate of the survey and not the completion rate of each item within the survey.

Several small groups in the population were oversampled to allow for special study of certain types of schools or students. Students completed questionnaires and took a battery of cognitive tests. In addition, a sample of parents of sophomores and seniors (about 3,600 for each cohort) was surveyed.

Nonresponse can come from the 9 percent school nonresponse, a 16 percent student nonresponse, and the nonresponse rates for given items. The nonresponse rate by item for those students returning a survey ranges from a low of 0.3 percent (questioning if the student expects to graduate) to a high of 21 percent (concerning family income).

As part of the first followup survey, transcripts were requested in Fall 1982 for an 18,152-member subsample of the sophomore cohort. Of the 15,941 transcripts actually obtained, 1,969 were excluded because the students had dropped out of school before graduation, 799 were excluded because they were incomplete, and 1,057 transcripts were excluded because either the student graduated before 1982 or the transcript indicated neither a dropout status nor graduation. As part of the second followup survey in 1984, postsecondary transcripts were sought for the 73,434 of the 1980 high school seniors attending any type of postsecondary school or college since leaving high school. One or more transcripts were obtained from 93 percent of the cases. This note was taken from The Condition of Education: 1987.

Chart 3-1.
Percent of U.S. secondary schools offering courses in selected arts subjects: 1981-82



Source. U.S. Department of Education, High School and Beyond Study, as analyzed by Evaluation Technologies, Inc.; See table 3-4 for full citation.

Table 3-5.

Percentage of U.S. secondary schools offering courses in the arts by school type, size, region, urbanicity, percent disadvantaged, and percent going to college: 1981-82

| | Art | Dance | Drama | Graphics | Crafts | Fine arts | Music | Creative writing |
|----------------------------------------|-----------|-------|-------|----------|--------|-----------|-------|------------------|
| Type of school (a) | | | | | | | | |
| | (percent) | | | | | | | |
| Public (N = 15,900)..... | 95.2 | 11.5 | 48.3 | 18.9 | 48.1 | 86.2 | 91.1 | 33.4 |
| Catholic (N = 1,500)..... | 94.9 | 12.0 | 52.0 | 12.3 | 49.3 | 79.8 | 85.8 | 32.1 |
| Other private (N = 2,300)..... | 86.3 | 10.4 | 50.3 | 5.1 | 41.1 | 79.3 | 86.3 | 9.3 |
| School size (a) | | | | | | | | |
| Less than 500 students (N = 9,900). | 89.1 | 6.7 | 31.4 | 8.3 | 32.1 | 74.9 | 82.9 | 18.9 |
| 500 - 1,499 students (N = 7,100)... | 98.8 | 9.3 | 59.3 | 19.9 | 55.5 | 93.5 | 97.2 | 37.3 |
| 1,500 or more students (N = 2,700). | 100.0 | 34.4 | 85.7 | 39.7 | 82.2 | 98.9 | 98.3 | 54.9 |
| Region (a) | | | | | | | | |
| North (N = 3,400)..... | 97.3 | 6.8 | 68.1 | 29.3 | 68.4 | 91.6 | 93.2 | 39.4 |
| South (N = 6,900)..... | 88.9 | 8.7 | 31.9 | 8.7 | 22.4 | 74.6 | 83.3 | 13.9 |
| Central (N = 6,100)..... | 97.8 | 8.1 | 49.1 | 18.2 | 54.8 | 88.1 | 95.3 | 39.4 |
| West (N = 3,200)..... | 94.9 | 28.5 | 70.7 | 17.8 | 64.8 | 93.6 | 91.8 | 39.5 |
| Urbanicity of school (a) | | | | | | | | |
| Urban (N = 3,000)..... | 94.4 | 25.3 | 65.5 | 19.5 | 54.6 | 91.9 | 91.4 | 28.7 |
| Suburban (N = 7,000)..... | 97.6 | 15.6 | 64.9 | 26.3 | 62.5 | 89.0 | 90.1 | 40.9 |
| Rural (N = 9,700)..... | 91.5 | 4.1 | 32.1 | 9.0 | 34.2 | 79.7 | 89.7 | 20.6 |
| Percent disadvantaged (a) | | | | | | | | |
| 0 (N = 5,000)..... | 89.8 | 12.3 | 42.3 | 11.1 | 35.7 | 75.7 | 82.2 | 25.6 |
| 1 - 9 (N = 5,300)..... | 97.0 | 10.4 | 60.2 | 22.1 | 55.2 | 90.2 | 96.1 | 42.3 |
| 10 - 24 (N = 4,300)..... | 97.7 | 13.9 | 55.3 | 23.7 | 61.6 | 89.3 | 95.3 | 34.9 |
| Greater than 25 (N = 3,300)..... | 92.6 | 10.3 | 36.8 | 12.7 | 34.3 | 84.4 | 85.3 | 21.7 |
| Percent going to college (a, b) | | | | | | | | |
| 0 - 25 (N = 3,600)..... | 90.1 | 11.5 | 35.5 | 15.2 | 34.9 | 75.3 | 78.7 | 24.6 |
| 26 - 50 (N = 8,200)..... | 96.3 | 9.2 | 47.0 | 17.1 | 48.8 | 87.9 | 93.5 | 32.7 |
| 51 - 75 (N = 4,400)..... | 93.4 | 11.6 | 61.0 | 22.1 | 55.7 | 89.6 | 92.5 | 36.8 |
| 76 - 100 (N = 3,300)..... | 93.6 | 17.1 | 52.1 | 46.8 | 46.8 | 82.7 | 91.3 | 23.0 |

Note: See table 3-4 for methodological note.

(a) Schools rounded to the nearest hundred.

(b) These percentages were estimates made by a school with respect to the 1980-1981 graduating class.

Source: Evaluation Technologies, Inc., Course Offerings and Enrollments in the Arts and the Humanities at the Secondary School Level, Arlington, VA, December 1984, tables 5-8, 13-44, pp. 28, 30, 32, 33, 40, and 41. Prepared for the National Center for Education Statistics under contract OE-300-83-0037 with U.S. Department of Education.

Table 3-6.
Percent of U.S. secondary school students enrolled in arts programs, over
the 4 years of high school by school-type, size, region, urbanicity,
percent disadvantaged, and percent going to college: 1981-82

| | Percent enrolled over 4 years as a percent of 12th grade enrollment | | | | | | | |
|-----------------------------------------|------------------------------------------------------------------------|-------|-------|----------|--------|--------------|-------------------|---------|
| | Any art | Dance | Drama | Graphics | Crafts | Fine arts | Creative Music | writing |
| Type of school (a) | (percent) | | | | | | | |
| Public (N = 2,605)..... | 69.0 | 2.4 | 12.6 | 2.0 | 13.8 | 36.3 | 32.5 | 7.0 |
| Catholic (N = 195)..... | 64.2 | 2.9 | 9.3 | 0.6 | 9.2 | 39.3 | 24.3 | 9.9 |
| Other private (N = 83)..... | 71.5 | 2.7 | 22.0 | 0.5 | 18.3 | 48.5 | 40.5 | 5.7 |
| School size (a) | | | | | | | | |
| Less than 500 students (N = 449)..... | 67.7 | 0.9 | 10.7 | 0.7 | 11.0 | 39.1 | 36.7 | 6.6 |
| 500 - 1,499 students (N = 1,371)..... | 68.1 | 1.1 | 11.2 | 1.5 | 11.7 | 35.5 | 33.6 | 7.1 |
| 1,500 or more students (N = 1,065).... | 70.0 | 4.8 | 15.3 | 2.8 | 17.1 | 37.6 | 28.4 | 7.3 |
| Region (a) (b) | | | | | | | | |
| North (N = 683)..... | 65.6 | 2.1 | 11.4 | 2.3 | 11.3 | 36.7 | 31.3 | 5.2 |
| South (N = 890)..... | 62.1 | 1.5 | 8.4 | 1.3 | 7.7 | 34.3 | 28.8 | 4.1 |
| Central (N = 850)..... | 73.2 | 1.8 | 13.6 | 2.0 | 15.0 | 39.1 | 37.2 | 8.8 |
| West (N = 463)..... | 77.9 | 5.9 | 20.9 | 2.1 | 25.7 | 37.8 | 30.5 | 12.7 |
| Urbanicity of school (a) | | | | | | | | |
| Urban (N = 582)..... | 73.9 | 3.3 | 14.2 | 2.7 | 14.7 | 43.9 | 33.4 | 6.6 |
| Suburban (N = 1,404)..... | 68.1 | 3.3 | 14.6 | 1.8 | 15.0 | 35.1 | 29.5 | 7.5 |
| Rural (N = 899)..... | 66.5 | 0.5 | 8.5 | 1.4 | 10.7 | 35.1 | 35.5 | 6.9 |
| Percent disadvantaged (a) | | | | | | | | |
| 0 (N = 384)..... | 69.9 | 3.1 | 13.9 | 1.3 | 15.1 | 35.9 | 35.9 | 8.9 |
| 1 - 9 (N = 969)..... | 70.1 | 2.7 | 14.2 | 2.5 | 15.1 | 37.5 | 31.9 | 7.8 |
| 10 - 24 (N = 776)..... | 69.8 | 1.6 | 12.9 | 1.8 | 13.0 | 35.7 | 33.6 | 7.3 |
| Greater than 25 (N = 521)..... | 65.6 | 3.2 | 9.3 | 1.8 | 11.0 | 38.1 | 28.3 | 5.7 |
| Percent going to college (a) (c) | | | | | | | | |
| 0 - 25 (N = 360)..... | 66.0 | 1.5 | 8.6 | 2.4 | 11.3 | 37.3 | 29.5 | 5.2 |
| 26 - 50 (N = 1,268)..... | 68.6 | 1.8 | 11.5 | 1.7 | 12.6 | 36.0 | 32.7 | 7.7 |
| 51 - 75 (N = 915)..... | 69.3 | 3.0 | 14.8 | 1.5 | 15.6 | 36.1 | 31.7 | 7.4 |
| 76 - 100 (N = 321)..... | 71.1 | 4.7 | 15.3 | 3.2 | 14.2 | 41.8 | 33.7 | 6.6 |

Note: See table 3-4 for methodological note.

(a) Students in thousands.

(b) Region as used in this survey reflects the Census Bureau classification.

(c) These percentages were estimates made by a school with respect to the 1980-1981 graduating class.

Source: Data from High School and Beyond Study as analyzed by Evaluation Technologies, Inc., Course Offerings and Enrollments in the Arts and the Humanities at the Secondary School Level, Arlington, VA, December 1984, tables 25-28, 33-34, pp. 56, 58, 60, 61, 69, and 70. Prepared for the National Center for Education Statistics under Contract OE-300-83-0037 with U.S. Department of Education.

Table 3-7a. Mean number of credits earned by high school graduates: 1982 and 1987

| Subject field | 1982 | 1987 | Change from 1982-1987 |
|-----------------------------------|-----------|-----------|-----------------------|
| | Graduates | Graduates | |
| ▶ English..... | 3.80 | 4.03 | 0.23 * |
| History..... | 1.68 | 1.90 | 0.22 * |
| Social Studies..... | 1.42 | 1.43 | 0.01 |
| Mathematics..... | 2.54 | 2.97 | 0.43 * |
| Computer Science..... | 0.11 | 0.43 | 0.32 * |
| Science..... | 2.19 | 2.59 | 0.40 * |
| Foreign Languages..... | 1.05 | 1.46 | 0.41 * |
| Non-Occ. Voc. Ed..... | 1.84 | 1.64 | -0.20 |
| Voc. Gen. Intro..... | 0.37 | 0.34 | -0.03 |
| Agriculture..... | 0.17 | 0.17 | 0.00 |
| Business..... | 0.78 | 0.68 | -0.09 * |
| Marketing..... | 0.08 | 0.10 | 0.02 |
| Health..... | 0.04 | 0.05 | 0.01 |
| Occ. Home Econ..... | 0.09 | 0.10 | 0.01 |
| Trade and Industry..... | 0.60 | 0.56 | -0.04 |
| Technical..... | 0.01 | 0.01 | -0.00 |
| ▶ Visual and performing arts..... | 1.39 | 1.43 | 0.03 |
| Physical Education..... | 1.93 | 1.97 | 0.04 |
| Personal/Social..... | 0.78 | 0.77 | -0.01 |
| Religion/Theology..... | 0.22 | 0.25 | 0.03 |
| Other than above..... | 0.14 | 0.12 | -0.02 |

*Differences between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November 1988, table 8, p. 79. Data compiled and analyzed by Westat, Inc., Rockville, MD.

Methodological note: Transcripts of 1987 high school graduates were compared with transcripts of 1982 graduates to describe changes in course taking across this five-year period. The analyses were based on approximately 22,700 transcripts of 1987 graduates obtained as part of the 1987 High School Transcript Study and 12,000 transcripts of 1982 graduates who participated in the High School and Beyond project.

1987 High School Transcript Study. The sample of schools for the 1987 High School Transcript Study, (conducted by Westat, Inc., for the U.S. Department of Education, National Center for Education Statistics (NCES)) consisted of a nationally representative sample of 471 eligible secondary schools selected for 1986 NAEP (National Assessment of Educational Progress, year 17 (1985-86) for Grade 11/Age 17 students, of which 433 schools participated.

These analyses focused on high school graduates, so only those students who had graduated from high school were included -- from the 1987 High School Transcript Study as well as from High School and Beyond. Transcript Study graduates were restricted to those who were in grade 11 in 1985-86. Further, because the methods of identifying and defining handicapped students were different in the two studies, and in order to make the two samples as comparable as possible, it was necessary to restrict the samples to those students whose records indicated they had not participated in a special education program.

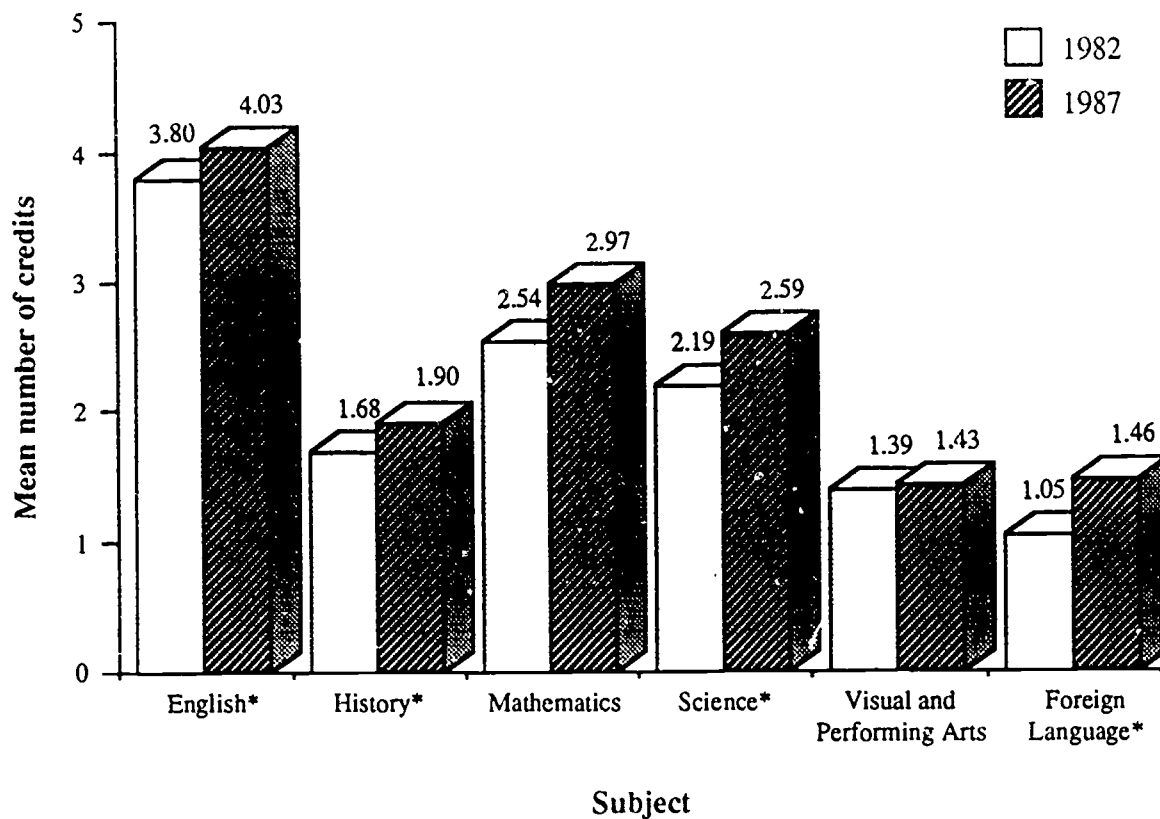
Each course appearing on a student's transcript was assigned a six-digit code based on the course content and level (e.g., an on-grade-level 10th grade English course receives a particular code and is distinguished from a remedial 10th grade English course.) Course catalogs and other materials and information from the participating schools were used to determine the content and level of courses. The coding system employed was the Classification of Secondary School Courses (CSSC), containing approximately 1,800 course codes, with adaptations as necessary to distinguish levels of courses and to expand the vocational education course codes. Additional information coded for each course included grade and credit received; and student information included sex, grade level, age, graduation status, and race/ethnicity.

High School and Beyond. In 1982 high school transcripts were collected for members of the High School and Beyond (HS&B) study's sophomore cohort who were selected to be in the second follow-up survey (about 12,000 transcripts). HS&B was conducted for NCES by NORC. As in the 1987 High School Transcript Study, records were obtained from all types of high schools, public and private. Information from the transcripts, including specific courses taken, and grades and credits earned, were coded according to the CSSC coding system and were processed into a system of data files assigned to be merged with HS&B questionnaire and test data files. Unlike the 1987 High School Transcript Study, some information was not coded, such as the identification of courses as remedial, regular, or advanced, as offered in a different location, or as designed for handicapped students.

Using information available on the Public Use Data File, Westat constructed 38 replicates for variance estimation in a manner similar to that used for the 1987 study, and used these to calculate direct and generalized estimates of sampling error in a similar manner to that described above. The weights used for estimation were obtained directly from the High School and Beyond Public Use Data File.

The primary purpose of these tabulations prepared by Westat was to determine the extent to which secondary school course taking changed between 1982 and 1987, for high school graduates overall and for specific subgroups of students. The approximately 1,800 CSSC course codes were classified into various levels of specificity of subject areas. (E.g., in some tables courses would be grouped as "English" and "Mathematics"; other tables would include "Algebra I," "Algebra II," "Geometry," etc.) Tables present the data in two principal forms: (1) in terms of the mean number of credits in a subject area earned by a particular group of students, and (2) in terms of the percentage of students in the group who had taken at least a specified minimum number of credits.

Chart 3-2.
 Mean number of credits earned by high school graduates: 1982 and 1987



* Difference between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, High School Transcript Analysis: the 1987 Graduates, See table 3-7a for full citation.

Table 3-7b.
Mean number of credits earned by high school graduates, by gender: 1982 and 1987

| Subject field | 1982 | | 1987 | | Change from 1982-1987 | |
|-----------------------------------|-----------|------|-----------|------|--------------------------|-------|
| | Graduates | | Graduates | | Female | Male |
| | Female | Male | Female | Male | | |
| ▶ English..... | 3.84 | 3.76 | 4.05 | 4.01 | 0.21 | 0.25 |
| History..... | 1.69 | 1.68 | 1.88 | 1.92 | 0.20 | 0.24 |
| Social Studies..... | 1.43 | 1.41 | 1.47 | 1.39 | 0.04 | -0.02 |
| Mathematics..... | 2.46 | 2.61 | 2.92 | 3.03 | 0.45 | 0.42 |
| Computer Science..... | 0.10 | 0.13 | 0.40 | 0.47 | 0.30 | 0.34 |
| Science..... | 2.13 | 2.25 | 2.53 | 2.66 | 0.40 | 0.41 |
| Foreign Languages..... | 1.23 | 0.86 | 1.63 | 1.29 | 0.40 | 0.43 |
| Non-Occ. Voc. Ed..... | 1.93 | 1.75 | 1.67 | 1.61 | -0.26 | -0.14 |
| Voc. Gen. Intro..... | 0.38 | 0.36 | 0.37 | 0.31 | -0.01 | -0.05 |
| Agriculture..... | 0.06 | 0.29 | 0.06 | 0.28 | 0.00 | -0.00 |
| Business..... | 1.23 | 0.29 | 1.01 | 0.34 | -0.23 | 0.05 |
| Marketing..... | 0.09 | 0.07 | 0.12 | 0.07 | 0.03 | 0.00 |
| Health..... | 0.06 | 0.02 | 0.07 | 0.03 | 0.01 | 0.00 |
| Occ. Home Econ..... | 0.14 | 0.04 | 0.15 | 0.05 | 0.01 | 0.02 |
| Trade and Industry..... | 0.15 | 1.07 | 0.18 | 0.96 | 0.03 | -0.11 |
| Technical..... | 0.01 | 0.02 | 0.01 | 0.02 | -0.00 | -0.00 |
| ▶ Visual and performing arts..... | 1.55 | 1.23 | 1.60 | 1.24 | 0.05 | 0.01 |
| Physical Education..... | 1.81 | 2.06 | 1.81 | 2.13 | 0.00 | 0.07 |
| Personal/Social..... | 0.85 | 0.71 | 0.89 | 0.65 | 0.04 | -0.07 |
| Religion/Theology..... | 0.25 | 0.18 | 0.23 | 0.27 | -0.02 | 0.09 |
| Other than above..... | 0.10 | 0.17 | 0.09 | 0.15 | -0.01 | -0.03 |

Note: Significance of differences was not calculated for this table. See table 3-7a for methodological note.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November 1988, table 9, p. 80. Data compiled by Westat, Inc., Rockville, MD.

Table 3-7c.
Mean number of credits earned by high school graduates, by race/ethnicity: 1982 and 1987

| Subject field | 1982 | | | | | 1987 | | | | | Change from 1982-1987 | | | | |
|-------------------------|-----------|-------|----------|-------|-------|-----------|-------|----------|-------|-------|-----------------------|--------|----------|---------|-------|
| | Graduates | | | | | Graduates | | | | | | | | | |
| | White | Black | Hispanic | Asian | Other | White | Black | Hispanic | Asian | Other | White | Black | Hispanic | Asian | Other |
| ▶ English..... | 3.78 | 3.90 | 3.79 | 3.94 | 3.84 | 3.99 | 4.14 | 4.23 | 4.31 | 4.20 | 0.21 * | 0.24 * | 0.44 * | 0.38 * | 0.36* |
| History..... | 1.70 | 1.64 | 1.58 | 1.67 | 1.76 | 1.88 | 1.88 | 1.78 | 1.97 | 1.99 | 0.18 * | 0.24 * | 0.20 * | 0.31 * | 0.23* |
| Social Studies..... | 1.45 | 1.33 | 1.36 | 1.37 | 1.31 | 1.42 | 1.43 | 1.45 | 1.67 | 1.26 | -0.03 | 0.10 | 0.09 | 0.30 | -0.05 |
| Mathematics..... | 2.59 | 2.44 | 2.22 | 3.11 | 2.21 | 2.98 | 2.90 | 2.77 | 3.72 | 2.96 | 0.38 * | 0.46 * | 0.54 * | 0.61 * | 0.75* |
| Computer Science..... | 0.12 | 0.10 | 0.07 | 0.19 | 0.05 | 0.45 | 0.35 | 0.36 | 0.57 | 0.35 | 0.33 * | 0.25 * | 0.29 * | 0.38 * | 0.30* |
| Science..... | 2.27 | 1.99 | 1.79 | 2.56 | 2.02 | 2.64 | 2.39 | 2.33 | 3.17 | 2.51 | 0.37 * | 0.40 * | 0.54 * | 0.61 * | 0.49* |
| Foreign Languages..... | 1.13 | 0.73 | 0.78 | 1.81 | 0.82 | 1.50 | 1.12 | 1.27 | 2.17 | 0.92 | 0.37 * | 0.39 * | 0.48 * | 0.36 * | 0.10 |
| Non-Occ. Voc. Ed..... | 1.78 | 1.96 | 2.17 | 1.37 | 1.96 | 1.66 | 1.83 | 1.64 | 1.01 | 1.90 | -0.12 | -0.13 | -0.53 * | -0.36 * | -0.06 |
| Voc. Gen. Intro..... | 0.36 | 0.41 | 0.43 | 0.18 | 0.33 | 0.33 | 0.44 | 0.30 | 0.20 | 0.42 | -0.03 | 0.03 | -0.13 * | 0.03 | 0.09 |
| Agriculture..... | 0.18 | 0.06 | 0.18 | 0.05 | 0.16 | 0.20 | 0.09 | 0.06 | 0.01 | 0.21 | 0.02 | 0.02 | -0.12 * | -0.04 | 0.04 |
| Business..... | 0.80 | 0.74 | 0.73 | 0.45 | 0.66 | 0.69 | 0.74 | 0.70 | 0.44 | 0.64 | -0.12 * | 0.00 | -0.03 | -0.01 | -0.02 |
| Marketing..... | 0.08 | 0.10 | 0.07 | 0.03 | 0.09 | 0.10 | 0.11 | 0.11 | 0.08 | 0.06 | 0.01 | 0.01 | 0.04 | 0.05 | -0.03 |
| Health..... | 0.03 | 0.10 | 0.05 | 0.03 | 0.05 | 0.04 | 0.09 | 0.05 | 0.03 | 0.05 | 0.01 | -0.00 | 0.00 | 0.00 | -0.00 |
| Occ. Home Econ..... | 0.09 | 0.10 | 0.10 | 0.03 | 0.07 | 0.09 | 0.19 | 0.09 | 0.05 | 0.10 | 0.00 | 0.08 * | -0.01 | 0.02 | 0.02 |
| Trade and Industry..... | 0.55 | 0.67 | 0.81 | 0.41 | 1.00 | 0.57 | 0.50 | 0.62 | 0.25 | 0.72 | 0.02 | -0.17 | -0.19 * | -0.16 | -0.28 |
| Technical..... | 0.02 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.02 | 0.00 | 0.01 | 0.01 | -0.01 | 0.01 | -0.00 | -0.00 | 0.00 |
| ▶ Visual and per- | | | | | | | | | | | | | | | |
| forming arts..... | 1.45 | 1.18 | 1.27 | 1.22 | 1.41 | 1.48 | 1.20 | 1.35 | 1.12 | 1.51 | 0.03 | 0.02 | 0.08 | -0.10 | 0.10 |
| Physical Education..... | 1.89 | 1.98 | 2.13 | 2.21 | 2.06 | 1.94 | 2.01 | 2.40 | 2.57 | 2.12 | 0.05 | 0.04 | 0.27 * | 0.36 | 0.06 |
| Personal/Social..... | 0.77 | 0.70 | 0.87 | 1.05 | 0.92 | 0.76 | 0.69 | 0.95 | 0.95 | 0.97 | -0.01 | -0.01 | 0.07 | -0.10 | 0.05 |
| Religion/Theology..... | 0.24 | 0.11 | 0.17 | 0.17 | 0.09 | 0.27 | 0.12 | 0.13 | 0.12 | 0.11 | 0.02 | 0.01 | -0.04 | -0.06 | 0.02 |
| Other than above..... | 0.11 | 0.26 | 0.21 | 0.12 | 0.16 | 0.08 | 0.30 | 0.29 | 0.07 | 0.17 | -0.03 * | 0.04 | 0.09 | -0.05 * | 0.01 |

Note: See table 3-7a for methodological note:

*Differences between 1981 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington D.C. November 1988, table 10, p. 82. Data compiled by Westat, Inc., Rockville, MD.

Table 3-8.
Mean number of credits earned by high school graduates in visual and performing arts by selected characteristics: 1987

| | Credits earned |
|--------------------------|----------------|
| All graduates..... | 1.43 |
| Gender | |
| Male..... | 1.24 |
| Female..... | 1.60 |
| Race/Ethnicity: | |
| White..... | 1.48 |
| Black..... | 1.20 |
| Hispanic..... | 1.35 |
| Asian/Pacific..... | 1.12 |
| Other..... | 1.51 |
| Race not reported..... | 1.47 |
| Academic Track: | |
| Academic..... | 1.50 |
| Vocational..... | 0.94 |
| Both..... | 0.79 |
| Neither..... | 1.83 |
| Community type: | |
| Big city..... | 1.45 |
| Urban fringe..... | 1.31 |
| Medium city..... | 1.50 |
| Small place..... | 1.47 |
| Public/nonpublic: | |
| Public..... | 1.44 |
| Nonpublic..... | 1.26 |
| Region: | |
| Northeast..... | 1.28 |
| South Central..... | 1.25 |
| North Central..... | 1.64 |
| West..... | 1.57 |

Note: See table 3-7a for methodological note.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November 1988, table 7, pp. 61 and 67. Data compiled by Westat, Inc., Rockville, MD.

Table 3-9.
Percentage distribution of number of credits earned by high school graduates in visual and performing arts by selected characteristics: 1987

| | 0 | Credits earned | | | | | | | |
|---------------------------|------|--------------------|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|--------|
| | | .01 thru .50 | .51 thru 1.00 | 1.01 thru 2.00 | 2.01 thru 3.00 | 3.01 thru 4.00 | 4.01 thru 5.00 | 5.01 thru 6.00 | > 6.00 |
| (percentage distribution) | | | | | | | | | |
| All graduates..... | 32.1 | 10.1 | 18.5 | 16.5 | 8.6 | 7.2 | 3.6 | 1.6 | 1.7 |
| Gender | | | | | | | | | |
| Male..... | 36.1 | 11.1 | 19.2 | 15.2 | 7.1 | 5.6 | 2.7 | 1.3 | 1.6 |
| Female..... | 28.3 | 9.2 | 17.9 | 17.6 | 9.9 | 8.7 | 4.5 | 2.0 | 1.8 |
| Gender not reported..... | 29.0 | 12.9 | 16.8 | 23.2 | 5.3 | 7.1 | 4.0 | 1.8 | 0 |
| Race/Ethnicity: | | | | | | | | | |
| White..... | 32.7 | 9.8 | 17.7 | 15.4 | 8.6 | 7.8 | 4.1 | 1.8 | 2.0 |
| Black..... | 34.8 | 9.8 | 19.6 | 18.1 | 8.3 | 6.0 | 1.7 | 1.1 | 0.5 |
| Hispanic..... | 27.1 | 10.2 | 22.9 | 21.3 | 8.5 | 4.8 | 2.7 | 1.2 | 1.2 |
| Asian/Pacific..... | 36.0 | 9.8 | 21.8 | 18.6 | 5.5 | 3.7 | 2.9 | 1.1 | 0.6 |
| Other..... | 27.0 | 7.7 | 19.9 | 23.8 | 8.3 | 6.8 | 3.1 | 2.0 | 1.4 |
| Race not reported..... | 25.7 | 13.3 | 19.4 | 18.2 | 9.9 | 6.9 | 3.4 | 1.1 | 2.2 |
| Academic Track: | | | | | | | | | |
| Academic..... | 29.8 | 10.4 | 18.4 | 17.0 | 8.9 | 8.1 | 4.0 | 1.6 | 1.8 |
| Vocational..... | 44.4 | 10.6 | 18.2 | 13.4 | 7.2 | 3.6 | 1.5 | 0.8 | 0.3 |
| Both..... | 47.8 | 9.4 | 20.2 | 14.0 | 4.5 | 2.6 | 1.0 | 0.3 | 0.1 |
| Neither..... | 23.2 | 9.4 | 18.4 | 18.1 | 10.4 | 9.2 | 5.0 | 3.0 | 3.2 |
| Community type: | | | | | | | | | |
| Big city..... | 23.8 | 9.3 | 24.2 | 21.8 | 10.0 | 5.9 | 2.6 | 1.4 | 1.1 |
| Urban fringe..... | 33.3 | 11.4 | 18.9 | 16.7 | 8.0 | 5.7 | 3.3 | 1.3 | 1.3 |
| Medium city..... | 28.5 | 12.8 | 19.2 | 15.4 | 8.2 | 7.2 | 4.5 | 2.2 | 2.1 |
| Small place..... | 35.4 | 8.6 | 16.1 | 14.9 | 8.6 | 8.7 | 3.9 | 1.7 | 2.1 |
| Public/nonpublic: | | | | | | | | | |
| Public..... | 33.0 | 9.3 | 18.3 | 16.1 | 8.5 | 7.4 | 3.7 | 1.7 | 1.8 |
| Nonpublic..... | 23.3 | 17.7 | 20.8 | 19.8 | 9.2 | 5.3 | 2.5 | 0.9 | 0.5 |
| Region: | | | | | | | | | |
| Northeast..... | 34.6 | 12.5 | 16.5 | 16.3 | 7.6 | 6.9 | 3.0 | 1.2 | 1.4 |
| South Central..... | 39.8 | 7.3 | 18.9 | 14.3 | 7.9 | 6.8 | 2.8 | 1.2 | 1.0 |
| North Central..... | 26.3 | 10.7 | 18.6 | 16.9 | 9.6 | 8.4 | 5.0 | 2.2 | 2.3 |
| West..... | 25.0 | 11.2 | 20.3 | 19.7 | 9.3 | 6.6 | 3.6 | 1.9 | 2.5 |

Note: See table 3-7a for methodological note.

Source: U.S. Department of Education, National Center for Education Statistics, *High School Transcript Analysis: The 1987 Graduates*, Washington, D.C., November 1988, table 6, pp. 51 and 52. Data compiled by Westat, Inc., Rockville, MD.

Table 3-10a.

Percentage of high school graduates earning indicated minimum credits in visual and performing arts, by gender: 1982 and 1987

| Specified minimum credit (a) | 1982 | | 1987 | | Change from 1982-1987 (b) | |
|--------------------------------------------|-----------|------|-----------|------|---------------------------|-------|
| | Graduates | | Graduates | | Female | Male |
| | Female | Male | Female | Male | | |
| (percentage learning specified credit) | | | | | | |
| Any visual and performing arts(1)..... | 58.6 | 48.9 | 61.5 | 51.5 | 2.9 | 2.7 |
| Visual arts (.5)..... | 42.6 | 42.8 | 37.7 | 41.8 | -4.9 * | -1.0 |
| Dance (.5)..... | 3.1 | 0.1 | 6.6 | 0.3 | 3.4 * | 0.2 |
| Theater performance (.5)..... | 6.7 | 4.3 | 11.9 | 6.9 | 5.2 * | 2.7 * |
| Music performance (.5)..... | 36.1 | 24.3 | 37.5 | 23.6 | 1.4 | -0.6 |
| Art or music appreciation/history (1)..... | 2.0 | 1.5 | 1.8 | 2.1 | -0.2 | 0.5 |

| Courses taken | 1982 | | 1987 | | Change from 1982-1987 (b) | |
|--------------------------------------------|-----------|------|-----------|------|---------------------------|------|
| | Graduates | | Graduates | | Female | Male |
| | Female | Male | Female | Male | | |
| (percentage earning specified credit) | | | | | | |
| Any visual and performing arts(1)..... | 53.9 | | 56.6 | | 2.8 | |
| Visual arts (.5)..... | 42.7 | | 39.7 | | -3.0 | |
| Dance (.5)..... | 1.6 | | 3.5 | | 1.9 * | |
| Theater performance (.5)..... | 5.5 | | 9.5 | | 4.0 * | |
| Music performance (.5)..... | 30.4 | | 30.8 | | 0.4 | |
| Art or music appreciation/history (1)..... | 1.8 | | 1.9 | | 0.2 | |

(a) Minimum credit is given in parentheses () after each subject.

(b) Differences between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November 1988, table 56 and 57, p. 151-152. Data compiled by Westat, Inc., Rockville, MD.

Table 3-10b.

Percentage of high school graduates earning indicated minimum credits in visual and performing arts, by race/ethnicity, 1982 and 1987

| Specified minimum credit (a) | 1982 Graduates | | | | | 1987 Graduate | | | | | Change from 1982-1987 (b) | | | | |
|--------------------------------------------|----------------|-------|----------|-------|-------|---------------|-------|----------|-------|-------|---------------------------|-------|----------|-------|-------|
| | White | Black | Hispanic | Asian | Other | White | Black | Hispanic | Asian | Other | White | Black | Hispanic | Asian | Other |
| Any visual and performing arts(1)..... | 54.1 | 53.3 | 53.5 | 52.4 | 50.5 | 56.3 | 54.2 | 61.1 | 53.4 | 64.6 | 2.2 | 1.6 | 7.6* | 1.1 | 14.0* |
| Visual arts (.5)..... | 42.0 | 41.6 | 45.8 | 48.1 | 52.8 | 37.7 | 34.8 | 52.6 | 41.0 | 55.2 | -4.3* | -6.8* | 6.8* | -7.1 | 2.4 |
| Dance (.5)..... | 1.3 | 2.5 | 2.8 | 2.6 | 1.0 | 2.5 | 5.6 | 7.8 | 6.0 | 4.5 | 1.1* | 3.0* | 4.9 | 3.4 | 3.5* |
| Theater performance (.5)..... | 5.7 | 5.4 | 5.0 | 2.6 | 1.9 | 9.7 | 7.5 | 7.7 | 7.9 | 4.0 | 4.0* | 2.1 | 2.7* | 5.3* | 2.1 |
| Music performance (.5)..... | 31.2 | 29.5 | 25.7 | 29.4 | 30.1 | 32.3 | 30.2 | 24.6 | 25.0 | 27.6 | 1.1 | 0.7 | -1.0 | -4.4 | -2.5 |
| Art or music appreciation/history (1)..... | 1.7 | 2.1 | 1.7 | 1.8 | 3.5 | 1.7 | 3.6 | 1.6 | 4.1 | 4.0 | 0.0 | 1.5 | -0.1 | 2.3 | 0.5 |

(a) Minimum credit is given in parentheses () after each subject.

(b) Differences between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November 1988, table 58, p. 152-54. Data compiled by Westat, Inc., Rockville, MD.

Table 3-10c.

Percentage of high school graduates earning indicated minimum credits in visual and performing arts, by academic track: 1982 and 1987

| Specified minimum credit (a) | 1982 Graduates | | | | 1987 Graduates | | | | Change from 1982-1987 (b) | | | |
|------------------------------------------------|----------------|------|------|---------|----------------|------|------|---------|---------------------------|------|------|---------|
| | Acad. | Voc. | Both | Neither | Acad. | Voc. | Both | Neither | Acad. | Voc. | Both | Neither |
| Any visual and performing arts(1) | 52.8 | 42.9 | 43.8 | 62.1 | 58.6 | 44.1 | 42.2 | 66.1 | 5.7 * | 1.2 | -1.7 | 4.0 |
| Visual arts (.5)..... | 38.7 | 39.4 | 34.9 | 50.4 | 38.7 | 34.2 | 30.7 | 51.1 | 0.1 | -5.2 | -4.2 | 0.7 |
| Dance (.5)..... | 1.6 | 0.7 | 1.4 | 2.2 | 3.8 | 1.9 | 2.5 | 4.4 | 2.2 * | 1.2 | 1.1 | 2.2* |
| Theater performance (.5)..... | 5.7 | 2.6 | 1.8 | 7.3 | 10.1 | 6.5 | 4.1 | 11.9 | 4.5 * | 3.9* | 2.3 | 4.6* |
| Music performance (.5)..... | 32.8 | 21.9 | 23.6 | 32.8 | 32.7 | 23.1 | 19.9 | 35.2 | -0.1 | 1.1 | -3.7 | 2.4 |
| Art or music appreciation/ history (1)..... | 2.2 | 1.1 | 1.6 | 1.6 | 2.3 | 0.5 | 2.4 | 1.4 | 0.2 | -0.6 | 0.8 | -0.2 |

(a) Minimum credit is given in parentheses () after each subject.

(b) Differences between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November 1988, table 59, p. 155. Data compiled by Westat, Inc., Rockville, MD.

Table 3-10d.

Percentage of high school graduates earning indicated minimum credits in visual and performing arts, by community type: 1982 and 1987

| Specified minimum credit* | 1982 | | | 1987 | | | |
|--------------------------------------------|-----------|----------|-------|-----------|--------------|-------------|-------------|
| | Graduates | | | Graduates | | | |
| | Urban | Suburban | Rural | Big city | Urban fringe | Medium city | Small place |
| Any visual and performing arts (1)..... | 54.5 | 53.3 | 54.4 | 64.7 | 54.8 | 56.3 | 55.3 |
| Visual arts (.5)..... | 47.3 | 43.6 | 38.4 | 49.5 | 42.4 | 38.2 | 35.1 |
| Dance (.5)..... | 2.1 | 2.2 | 0.4 | 6.5 | 5.4 | 2.1 | 1.7 |
| Theater performance (.5)..... | 5.9 | 6.0 | 4.4 | 9.7 | 12.1 | 11.9 | 6.7 |
| Music performance (.5)..... | 31.0 | 28.0 | 33.8 | 27.9 | 24.0 | 34.7 | 35.0 |
| Art or music appreciation/history (1)..... | 1.7 | 1.8 | 1.8 | 7.3 | 0.7 | 1.6 | 1.1 |

*Minimum credit is given in parentheses () after each subject.

Note: For this and other "community type" tables, changes from 1982 to 1987 were not possible to calculate since the categories of community differ across the two data sets.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Analysis: The 1987 Graduates, Washington, D.C., November, 1988, table 60, 66, pp. 56 and 57. Data compiled by Westat, Inc., Rockville, MD.

Table 3-10e.

Percentage of high school graduates earning indicated minimum credits in visual and performing arts, by public and non-public schools: 1982 and 1987

| Specified minimum credit (a) | 1982 | | 1987 | | Change from 1982-1987 (b) | |
|--------------------------------------------|-----------|------------|-----------|------------|---------------------------|------------|
| | Graduates | | Graduates | | Change from 1982-1987 (b) | |
| | Type | Type | Type | Type | Type | Type |
| | Public | Non-Public | Public | Non-Public | Public | Non-Public |
| Any visual and performing arts (1)..... | 54.3 | 49.9 | 56.9 | 54.4 | 2.6 | 4.4 |
| Visual arts (.5)..... | 42.3 | 46.6 | 39.2 | 44.4 | -3.0 | -2.2 |
| Dance (.5)..... | 1.6 | 1.7 | 3.6 | 3.1 | 1.9* | 1.5 |
| Theater performance (.5)..... | 5.5 | 5.4 | 9.7 | 7.4 | 4.2* | 2.0 |
| Music performance (.5)..... | 31.2 | 23.7 | 31.4 | 24.8 | 0.2 | 1.1 |
| Art or music appreciation/history (1)..... | 1.2 | 6.1 | 1.6 | 4.6 | 0.4 | -1.4 |

(a) Minimum credit is given in parentheses () after each subject.

(b) Differences between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Study Analysis: The 1987 Graduates, Washington, D.C., 1988, table 62, p. 158. Data Compiled by Westat, Inc., Rockville, MD.

Table 3-10f.
Percentage of high school graduates earning indicated minimum credits in visual and performing arts, by region: 1982 and 1987

| Specified minimum credit (a) | 1982 | | | | 1987 | | | | Change from 1982-1987 (b) | | | |
|--------------------------------------------|------------|---------------|---------------|------|------------|---------------|---------------|------|---------------------------|---------------|---------------|-------|
| | Graduates | | | | Graduates | | | | | | | |
| | North East | South Central | North Central | West | North East | South Central | North Central | West | North East | South Central | North Central | West |
| Any visual and performing arts (1)..... | 46.4 | 50.3 | 58.8 | 62.2 | 50.3 | 52.7 | 62.1 | 62.6 | 3.9 | 2.3 | 3.3 | 0.3 |
| Visual arts (.5)..... | 39.8 | 36.3 | 45.1 | 54.7 | 37.3 | 31.1 | 43.8 | 50.8 | -2.5 | -5.3 * | -1.3 | -3.9 |
| Dance (.5)..... | 0.6 | 1.0 | 1.1 | 5.3 | 1.8 | 2.7 | 2.4 | 9.0 | 1.1 | 1.6 * | 1.3 | 3.7 * |
| Theater performance (.5)..... | 3.6 | 4.4 | 6.0 | 9.3 | 5.7 | 8.8 | 10.8 | 13.1 | 2.1 | 4.4 * | 4.8* | 3.7 * |
| Music performance (.5) | 25.7 | 28.6 | 35.9 | 30.4 | 26.2 | 30.0 | 36.6 | 28.4 | 0.4 | 1.4 | 0.7 | -1.9 |
| Art or music appreciation/history (1)..... | 1.9 | 2.2 | 1.4 | 1.3 | 4.5 | 1.9 | 1.0 | 0.3 | 2.6 | -0.4 | -0.4 | -1.0* |

(a) Minimum credit is given in parentheses () after each subject.

(b) Differences between 1982 and 1987 graduates that are significant at the $p < .05$ level are indicated by an asterisk.

Source: U.S. Department of Education, National Center for Education Statistics, High School Transcript Study Analysis: The 1987 Graduates. Washington, D.C., table 63, p. 159. Data compiled by Westat, Inc., Rockville, MD.

Table 3-11.

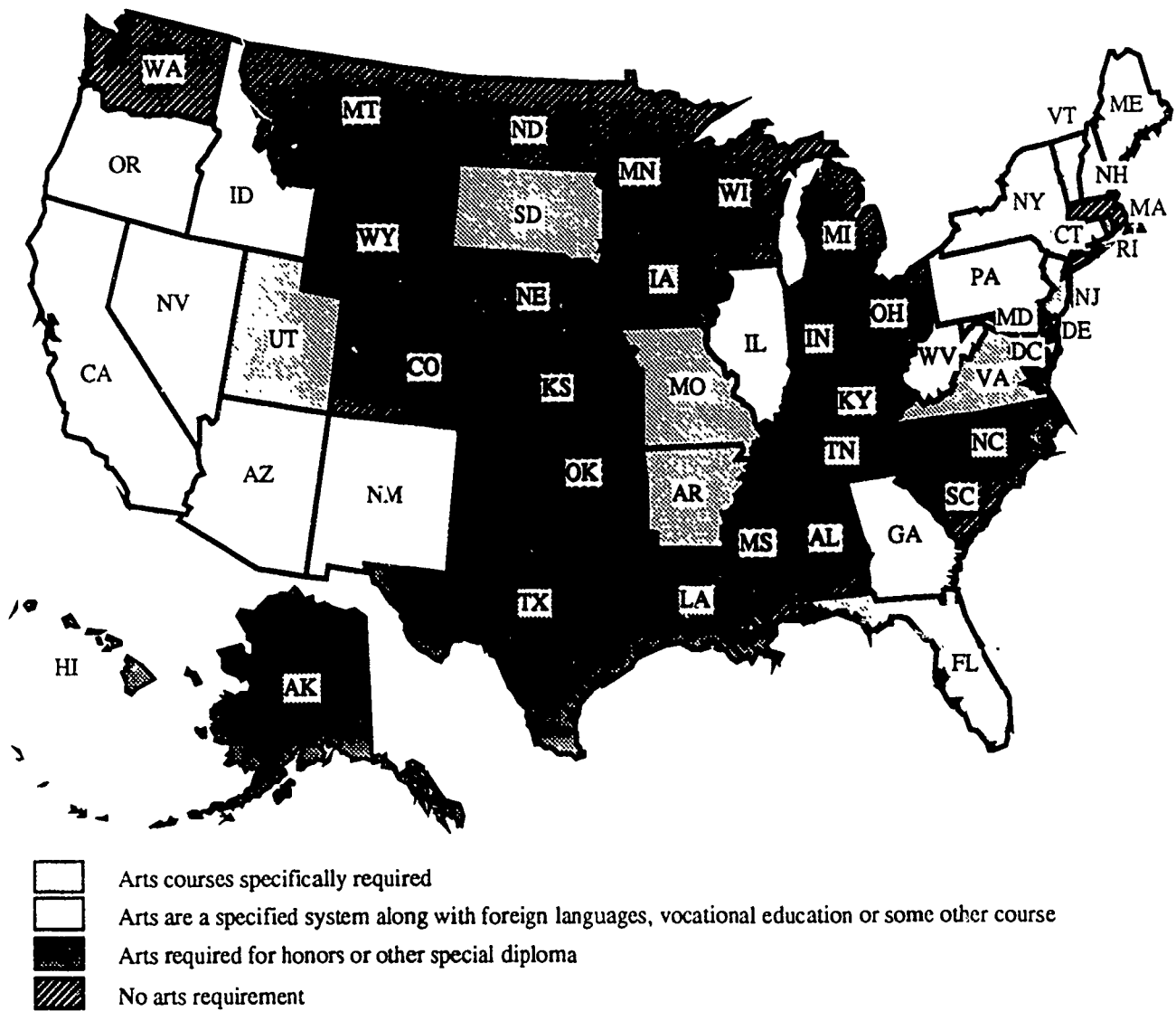
States that include arts credits as a requirement for graduation from high school: 1989

| State | Years of instruction |
|---------------------|--------------------------------------------------------------------------------------------------|
| Arizona..... | 1 fine arts or vocational education |
| Arkansas..... | 1/2 drama, music, visual arts |
| California..... | 1 fine arts (creative writing, dance, drama, music, visual arts) or foreign language |
| Connecticut..... | 1 arts (dance, drama, music, visual arts) or vocational education |
| Florida..... | 1/2 fine arts (dance, drama, music, visual arts) |
| Georgia..... | 1 fine arts (dance, drama, music, visual arts), vocational education, or computer technology |
| Hawaii..... | 1 for academic honors only: art or music |
| Idaho..... | 4 fine arts (creative writing, dance, drama, music, visual arts), foreign language or humanities |
| Illinois..... | 1 art, music, foreign language, or vocational education |
| Indiana..... | 2 for students seeking an honors diploma |
| Louisiana..... | 1/2 for students in the Regents program (typically, the college-bound) |
| Maine..... | 1 fine arts (visual arts, music, drama) or forensics |
| Maryland..... | 1 fine arts (dance, drama, music, visual arts) |
| Missouri..... | 1 music or visual arts |
| New Hampshire..... | 1/2 arts education (art, music, visual arts, dance, drama) |
| New Jersey..... | 1 fine arts, practical arts or performing arts |
| New Mexico..... | 1/2 fine arts (visual arts, music, dance, drama), practical arts or vocational education |
| New York..... | 1 dance, drama, music, or visual arts |
| Nevada..... | 1 fine arts or humanities (requirement effective in 1992) |
| North Carolina..... | 1 for students enrolled in the scholars program |
| Oregon..... | 1 music, visual arts, foreign language or vocational education |
| Pennsylvania..... | 2 arts (dance, drama, music, visual arts) or humanities |
| Rhode Island..... | 1/2 for college-bound students only. Dance, drama, music or visual arts |
| South Dakota..... | 1/2 fine arts (dance, drama, music, visual arts) |
| Tennessee..... | 2 for students seeking an honors diploma |
| Texas..... | 1 for advanced academic program students only. Drama, music, or visual arts |
| Utah..... | 1 1/4 dance, drama, music, or visual arts |
| Vermont..... | 1 general arts, dance, drama, music or visual arts |
| Virginia..... | 1 fine arts (art, music, dance, theatre) or periodical arts |
| West Virginia..... | 1 music, visual arts or applied arts |

Note: By 1989 a total of 30 States had some form of arts credit requirement. As can be seen from the description not all requirements include only arts and not all apply to all students.

Source: NAEA News, December 1989. Data provided by Thomas A. Hatfield, National Art Education Association, Reston, VA.

Chart 3-3.
States that include arts credits as a requirement for graduation from high school: 1989



Source: National Art Education Association, December 1986; See table 3-11 for full citation.

Table 3-12.

Percent of districts having credit requirements and mean number of credits required in arts-related subjects for seniors graduating from high school, by enrollment size and geographic region: 1982 and 1987

| District characteristics | Percent having credit requirement | | | | Mean number of credits (a) | | | |
|------------------------------|--------------------------------------|------|-----------------------|------|---------------------------------------|------|-----------------------|------|
| | Arts (visual arts, music other arts) | | Arts as an option (b) | | Arts (visual arts, music, other arts) | | Arts as an option (b) | |
| | 1982 | 1987 | 1982 | 1987 | 1982 | 1987 | 1982 | 1987 |
| All districts..... | 18 | 36 | 13 | 31 | 0.19 | 0.37 | 0.17 | 0.40 |
| Enrollment size | | | | | | | | |
| Less than 2,500..... | 18 | 35 | 12 | 26 | 0.19 | 0.36 | 0.17 | 0.35 |
| 2,500 to 9,999..... | 19 | 38 | 14 | 42 | 0.19 | 0.43 | 0.16 | 0.53 |
| 10,000 or more..... | 18 | 40 | 20 | 39 | 0.17 | 0.36 | 0.29 | 0.54 |
| Geographic region (c) | | | | | | | | |
| Northeast..... | 20 | 60 | 17 | 40 | 0.28 | 0.66 | 0.25 | 0.53 |
| Central..... | 18 | 26 | 10 | 20 | 0.19 | 0.27 | 0.12 | 0.26 |
| Southeast..... | 9 | 29 | 12 | 31 | 0.09 | 0.22 | 0.16 | 0.38 |
| West..... | 15 | 37 | 15 | 40 | 0.17 | 0.41 | 0.22 | 0.53 |

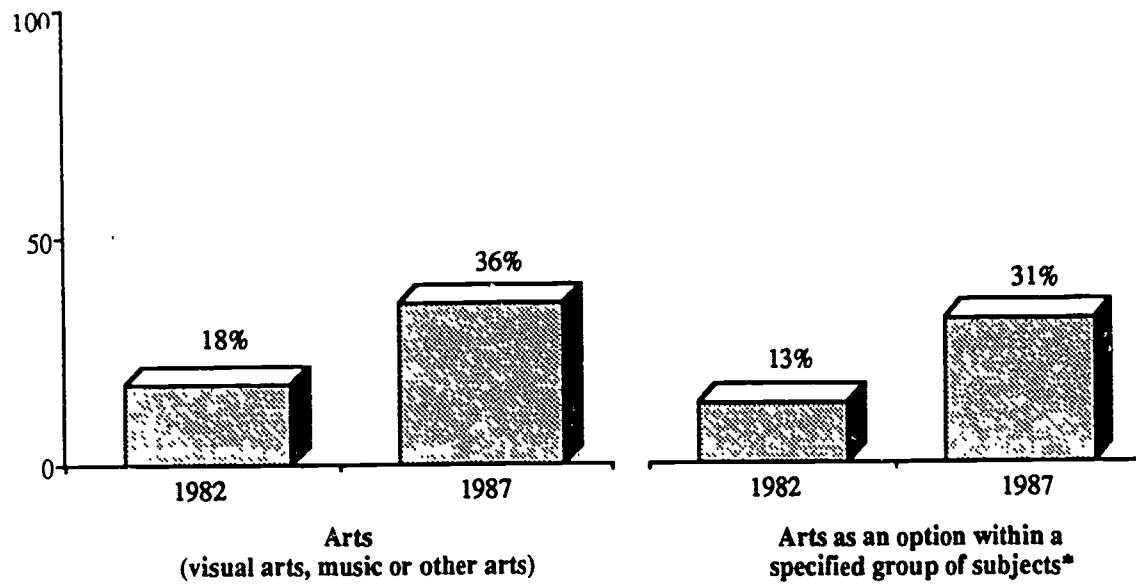
Note: Data in this table are from a study of school districts and reflect the combined effect of State and district requirements.

- (a) Includes those not having a requirement as having "0" credits required.
- (b) Arts as an option refers to a requirement in which courses in the arts are an option within a specified group of subjects that fulfill requirement (e.g., arts or foreign language or computer science).
- (c) Geographic region classifications are those used by the Department of Commerce, Bureau of Economic Analysis, and are not the same as Census Bureau regions. See Appendix 2 for a description of States included in each region.

Source: U.S. Department of Education, Office of Educational Research and Improvement, Fast Response Survey System Bulletin, Public School District Policies and Practices in Selected Aspects of Arts and Humanities Instruction, Washington, D.C., February 1988, table 5.

Methodological note: This survey of public school districts was conducted under contract by Westat, Inc., utilizing the FRSS system. Questionnaires were mailed to a probability sample of 700 districts from the universe of 15,250 districts. Telephone followup of nonrespondents was continued until a 95 percent response rate was attained. The sampling frame used for the survey was the 1983-84 Common Core of Data Universe of Public School Systems. The sample was stratified by enrollment size and metropolitan status. The allocation of the sample to a particular strata was made approximately in proportion to the aggregate of the square root of the average enrollment. Districts within stratum were sampled with equal probability. The survey data were weighted to reflect sampling rates proportional to the probability of selection and were adjusted for nonresponse. Estimates of the standard errors were computed using a balanced half sampling technique known as balanced repeated replication. Standard errors for key statistics are included in the report, which can be obtained from the Center for Education Statistics. It should be kept in mind that this FRSS survey represents the approximately 15,250 school districts in the United States, 75 percent of which are small, with enrollments of under 2,500. However, those tables reporting on percent of students or schools have been weighted in such a way to reflect enrollments and number of schools in the district.

Chart 3-4.
Percent of public school districts having arts requirements for high school graduation:
1982 and 1987



*Arts as an option refers to a requirement in which arts courses are one of several possible credit options used to fulfill a type of credit requirement (e.g., arts or foreign language or computer science).

Source: U.S. Department of Education, Center for Education Statistics, FRSS survey of Arts and Humanities Instruction; See table 3-12 for full citation.

Table 3-13.

Percentage of the public who would require specific subjects in high school of students who plan to and who do not plan to go on to college: 1981 and 1983

| Course | 1981 | | 1983 | |
|------------------------------|---------------|-------------------|---------------|-------------------|
| | College bound | Non-college bound | College bound | Non-college bound |
| | (percent) | | | |
| Mathematics..... | 94 | 91 | 92 | 87 |
| English..... | 91 | 89 | 88 | 83 |
| History/U.S. government..... | 76 | 71 | 78 | 63 |
| Science..... | 76 | 58 | 76 | 53 |
| Business..... | 60 | 75 | 55 | 65 |
| Foreign language..... | 54 | 21 | 50 | 19 |
| Health education..... | 47 | 46 | 43 | 42 |
| Physical education..... | 44 | 43 | 41 | 40 |
| Vocational training..... | 34 | 64 | 32 | 74 |
| Art..... | 28 | 20 | 19 | 16 |
| Music..... | 26 | 20 | 18 | 16 |

Note: The percentages represent responses to the following questions: "Would you look over this card which lists high school subjects. If you were the one to decide, what subjects would you require every public high school student who plans to go on to college to take?" and "What about those public high school students who do not plan to go on to college when they graduate? Which courses would you require them to take?" Figures add to more than 100 percent because of multiple responses.

Source: 15th Annual Gallup Poll, Phi Delta Kappan, September 1983. Copyright 1983 by Phi Delta Kappa, Inc. All rights reserved.

As included in Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 5.1.

Methodological note: Through funding provided by Phi Delta Kappa, the Gallup Poll conducts annual surveys of the public's attitude toward education. Each year, the Poll interviews a sample of adults representative of the civilian noninstitutionalized population 18 years old and over. Samples used from 1977 to 1986 ranged from 1,506 to 1,557 respondents. Personal, in-home interviewing was conducted in all areas of the Nation and in all types of communities. The sample design included stratification by size of community and region.

Table 3-14.
Public involvement with the local schools: 1983

| Type of involvement | National totals | No children in school | Public school parent | Nonpublic school parent |
|---------------------------------------------------------------------------------------------------------------|--------------------|--------------------------|----------------------------|-------------------------------|
| (percent) | | | | |
| Received any newsletter, pamphlet, or any other material telling what the local public schools are doing..... | 32 | 22 | 58 | 38 |
| Attended a local public school athletic event..... | 25 | 18 | 42 | 28 |
| Attended a school play or concert in any local public school..... | 24 | 16 | 42 | 36 |
| Met with any teachers or administrators in the local public school..... | 21 | 4 | 62 | 44 |
| Attended a PTA meeting..... | 14 | 4 | 36 | 46 |
| Attended any meeting dealing with the local public school situation..... | 10 | 7 | 18 | 13 |
| Attended a school board meeting..... | 8 | 4 | 16 | 24 |
| Written any letter to the school board, newspaper, or any other..... | 4 | 3 | 6 | 5 |
| None of the above..... | 43 | 56 | 14 | 22 |
| Don't know..... | 4 | 4 | 2 | 6 |

Note: The percentages represents responses to the question, "Since September, which of the following, if any, have you yourself done?" Figures add to more than 100 percent because of multiple responses. See table 3-13 for methodological note.

Source: 15th Annual Follow-up Poll, Phi Delta Kappan, September 1983. Copyright 1983 by Phi Delta Kappa, Inc. Used by permission of Phi Delta Kappa, Inc. All rights reserved.
As included in Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 4.4

Table 3-15.
Student ratings of course importance, grades 7 through 12: 1983

| Rank courses | Combined rating | Males' rating | Females' rating | Percent very important | Percent somewhat important |
|------------------------------------|-----------------|---------------|-----------------|------------------------|----------------------------|
| 1. Mathematics..... | 3.81 | 3.78 | 3.83 | 80.2 | 15.0 |
| 2. English..... | 3.72 | 3.60 | 3.82 | 75.8 | 16.1 |
| 3. Computer usage/programming..... | 3.47 | 3.53 | 3.42 | 48.2 | 28.7 |
| 4. Driver education..... | 3.44 | 3.42 | 3.43 | 50.1 | 23.6 |
| 5. Science..... | 3.36 | 3.37 | 3.35 | 46.7 | 38.2 |
| 6. Government..... | 3.33 | 3.25 | 3.39 | 39.0 | 36.8 |
| 7. Business/commercial..... | 3.32 | 3.20 | 3.41 | 40.4 | 38.0 |
| 8. History/social studies..... | 3.26 | 3.21 | 3.30 | 40.5 | 41.8 |
| 9. Sex education..... | 3.13 | 2.95 | 3.28 | 30.3 | 31.3 |
| 10. Physical education..... | 2.91 | 2.94 | 2.87 | 29.9 | 35.5 |
| 11. Environment/pollution..... | 2.89 | 2.93 | 2.86 | 14.0 | 38.7 |
| 12. Family living..... | 2.88 | 2.68 | 3.03 | 21.5 | 34.6 |
| 13. Foreign languages..... | 2.83 | 2.69 | 2.96 | 19.3 | 41.5 |
| 14. Shop..... | 2.79 | 2.94 | 2.66 | 16.4 | 41.9 |
| 15. Religion..... | 2.65 | 2.67 | 2.64 | 18.0 | 22.5 |
| 16. Music..... | 2.43 | 2.31 | 2.53 | 11.9 | 29.6 |
| 17. Art..... | 2.36 | 2.30 | 2.41 | 7.2 | 30.3 |
| 18. Black studies..... | 2.27 | 2.17 | 2.35 | 6.0 | 22.0 |

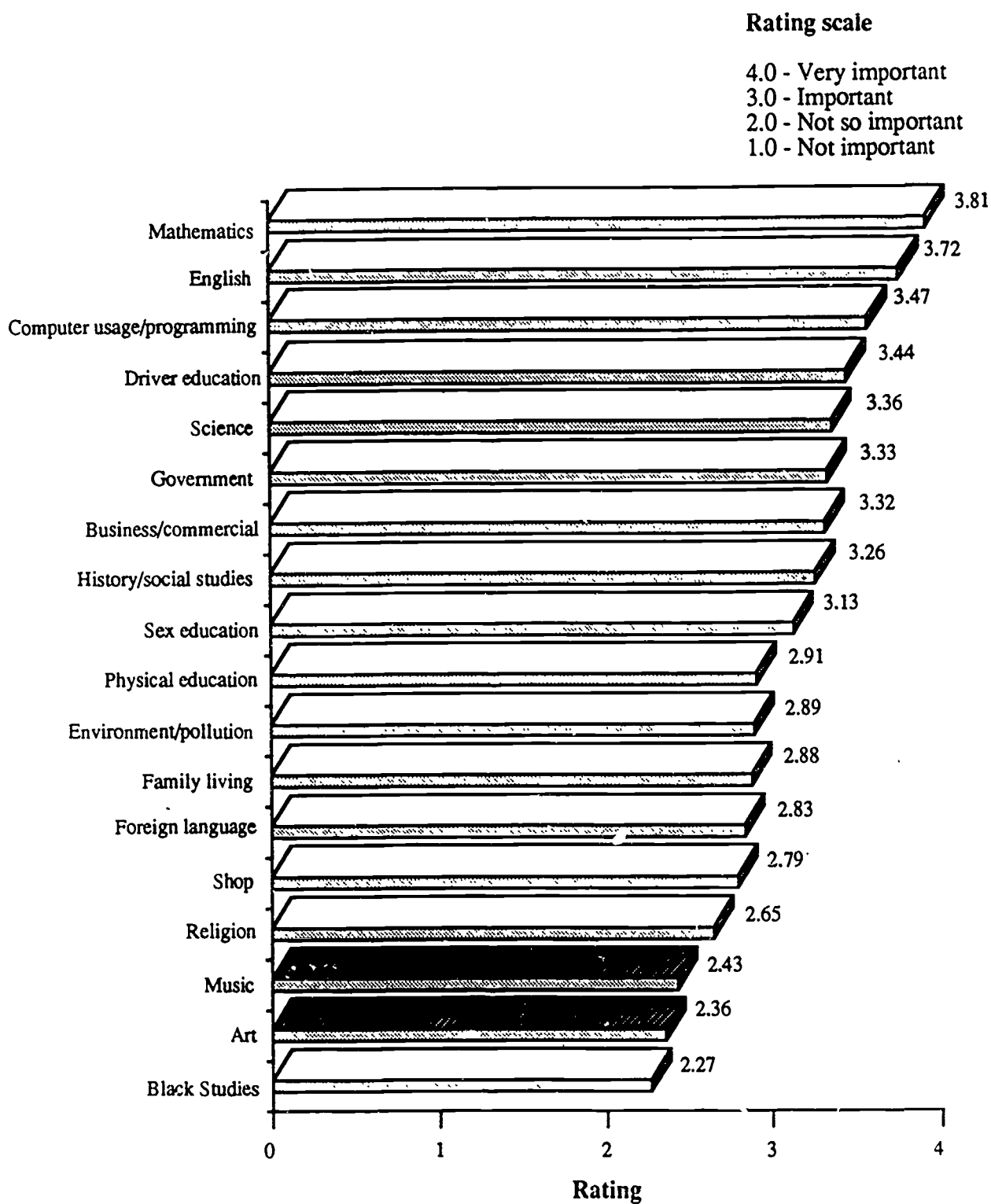
Note: Students were asked to indicate "how important you think it is for each course to be offered even if it is not now offered at your school." The rating scale was as follows: 4 = Very important, 3 = Somewhat important, 2 = Not so important, 1 = Not important.

Source: National Association of Secondary School Principals (NAASP), The Mood of American Youth, NAASP, Reston, VA, 1984, p. 10. (Copyright 1984, all rights reserved.)

As included in Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA., table 5.2.

Methodological note: The Mood of American Youth is a report of the survey of students in grades 7 through 12 sponsored and funded by the National Association of Secondary School Principals. In addition to reporting students' responses gathered during the spring of 1983 for the school year 1982-83, the report compares the 1983 responses with a survey of students conducted in 1974. One thousand five hundred students completed the 15-page survey instrument. The survey, based on a random sample by National Family Opinions, Inc., polled students selected from households that represent the national population in geographic distribution, population density, and family income. Quotas were established to ensure an appropriate representation of male and female respondents. The largest portion of students responding to the survey, 87 percent, were enrolled in public schools. The rest attended private schools. Eleven percent of the students attend religiously affiliated private schools. Two percent attended nonsectarian private schools. This information is from the forward to: National Association of Secondary School Principals, The Mood of American Youth, NAASP, 1984, p. v.

Chart: 3-5.
Student rating of course importance, grades 7-12: 1983



Source: National Association of Secondary School Principals, *The Mood of American youth*; See table 3-15 for full citation.

Table 3-16.
Student participation in school-related activities, grades 7 through 12:
1983

| Activities | All | Males | Females |
|------------------------------------|-----------|-------|---------|
| | (percent) | | |
| 1. Athletic teams/clubs..... | 48.2 | 54.3 | 43.0 |
| 2. Band, orchestra..... | 20.7 | 20.9 | 20.4 |
| 3. Choir/choral groups..... | 17.6 | 9.1 | 24.9 |
| 4. Career-oriented clubs..... | 15.2 | 10.2 | 19.5 |
| 5. Language clubs..... | 12.0 | 8.5 | 15.0 |
| 6. Drama/theater..... | 11.8 | 8.0 | 15.0 |
| 7. Pep club..... | 11.7 | 6.2 | 16.4 |
| 8. School publications..... | 11.5 | 9.6 | 13.1 |
| 9. Student council/government..... | 10.6 | 5.6 | 15.0 |
| 10. Service/volunteer groups..... | 10.2 | 6.2 | 13.7 |
| 11. National honor society..... | 7.9 | 7.8 | 7.9 |
| 12. Other honorary societies..... | 6.7 | 4.7 | 8.5 |
| 13. Debate/speech..... | 6.6 | 4.9 | 8.1 |
| 14. Cheerleading..... | 5.8 | .5 | 10.4 |
| 15. Science clubs..... | 5.2 | 6.2 | 4.2 |
| 16. None..... | 17.7 | 20.5 | 15.2 |

Note: Students were asked to check all school activities in which they were participating during the "current" school year. See table 3-14 for methodological note.

Source: National Association of Secondary School Principals (NASSP), The Mood of American Youth, NASSP, Reston, VA, 1984, p. 17. (Copyright 1984, all rights reserved.)

As included in Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 4-1.

Table 3-17.
Participation of high school seniors in extracurricular activities by selected student and school characteristics: Spring 1982
 (continued on the next page)

| Percent of seniors participating in activities | | | | | | | | | | | | |
|------------------------------------------------|-------------------------------|------------------------|----------------------------|-----------------|-------------|----------------------|----------------------------------------|----------------|----------------------------------------------|-------------------|-------------------------------------|-------------------|
| Student and school characteristics | Any extra-curricular activity | Varsity athletic teams | Vocational education clubs | Chorus or dance | Hobby clubs | Subject-matter clubs | Newspaper, magazine, or yearbook clubs | Honorary clubs | Student council, government, political clubs | Band or orchestra | Cheerleaders, pep clubs, majorettes | Debating or drama |
| All 1982 seniors..... | 79 | 36 | 24 | 20 | 20 | 20 | 18 | 16 | 16 | 14 | 14 | 13 |
| Grade-point average (a) | | | | | | | | | | | | |
| 3.51 to 4.00..... | 96 | 42 | 20 | 24 | 16 | 37 | 33 | 75 | 31 | 23 | 21 | 19 |
| 3.01 to 3.50..... | 88 | 40 | 22 | 21 | 16 | 26 | 24 | 32 | 23 | 19 | 18 | 18 |
| 2.51 to 3.00..... | 81 | 35 | 24 | 19 | 20 | 18 | 20 | 7 | 16 | 14 | 13 | 13 |
| 2.01 to 2.50..... | 76 | 34 | 27 | 19 | 20 | 17 | 14 | 3 | 12 | 11 | 12 | 11 |
| 2.00 or less..... | 68 | 30 | 23 | 18 | 21 | 16 | 9 | 3 | 8 | 9 | 9 | 9 |
| Boys, by race/ethnicity | | | | | | | | | | | | |
| White..... | 76 | 44 | 19 | 10 | 23 | 15 | 14 | 13 | 13 | 12 | 4 | 11 |
| Black..... | 79 | 55 | 24 | 18 | 24 | 22 | 12 | 11 | 15 | 17 | 4 | 12 |
| Hispanic..... | 76 | 46 | 25 | 12 | 27 | 1 | 12 | 8 | 13 | 12 | 6 | 11 |
| Asian..... | 73 | 41 | 5 | 8 | 29 | 26 | 13 | 28 | 15 | 11 | 3 | 6 |
| Native American..... | 75 | 33 | 39 | 9 | 37 | 17 | 10 | 11 | 10 | 28 | 3 | 9 |
| Girls, by race/ethnicity | | | | | | | | | | | | |
| White..... | 83 | 26 | 25 | 27 | 16 | 24 | 25 | 21 | 19 | 16 | 23 | 16 |
| Black..... | 82 | 25 | 35 | 36 | 16 | 26 | 20 | 14 | 24 | 15 | 27 | 15 |
| Hispanic..... | 77 | 23 | 31 | 27 | 18 | 27 | 19 | 11 | 18 | 13 | 22 | 12 |
| Asian..... | 77 | 22 | 11 | 23 | 19 | 28 | 26 | 32 | 26 | 15 | 12 | 16 |
| Native American..... | 76 | 22 | 28 | 21 | 31 | 16 | 30 | 7 | 12 | 7 | 21 | 9 |

(a) Cumulative grade point averages were calculated by the Center for Education Statistics from high school transcripts collected for a High School and Beyond subsample. The average is based on a scale where an "A" is 4.00; a "B" is 3.00; a "C" is 2.00; a "D" is 1.00; and an "F" is 0.

Table 3-17.
Participation of high school seniors in extracurricular activities by selected student and school characteristics: Spring 1982
 (continued from previous page)

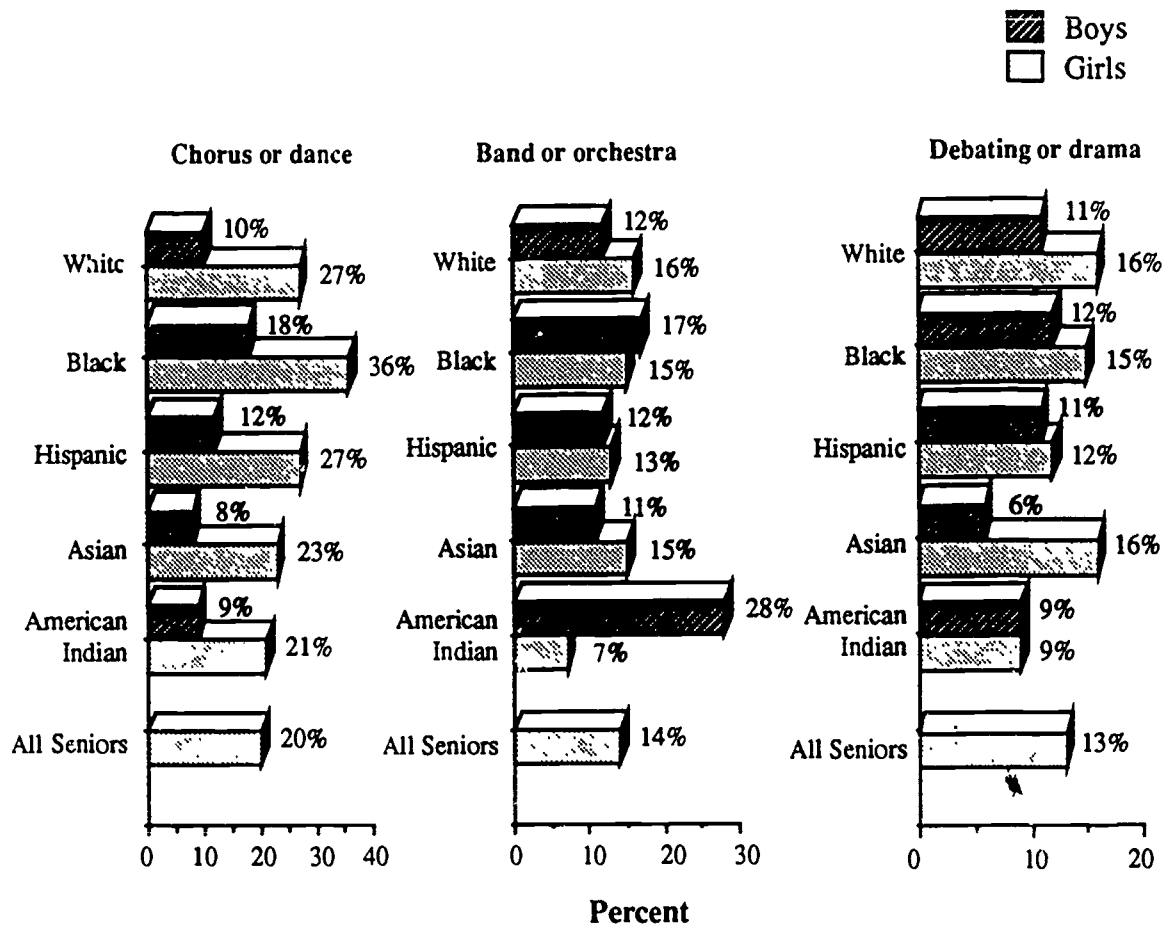
| Student and school characteristics | Percent of seniors participating in activities | | | | | | | | | | | |
|------------------------------------|------------------------------------------------|------------------------|----------------------------|-----------------|-------------|----------------------|----------------------------------------|----------------|----------------------------------------------|-------------------|-------------------------------------|-------------------|
| | Any extra-curricular activity | Varsity athletic teams | Vocational education clubs | Chorus or dance | Hobby clubs | Subject-matter clubs | Newspaper, magazine, or yearbook clubs | Honorary clubs | Student council, government, political clubs | Band or orchestra | Cheerleaders, pep clubs, majorettes | Debating or drama |
| Socioeconomic status (b) | | | | | | | | | | | | |
| Low..... | 75 | 29 | 32 | 18 | 18 | 20 | 15 | 9 | 12 | 10 | 12 | 9 |
| Medium..... | 79 | 35 | 25 | 19 | 21 | 20 | 17 | 14 | 15 | 15 | 15 | 12 |
| High..... | 85 | 44 | 14 | 22 | 21 | 22 | 25 | 25 | 23 | 16 | 14 | 19 |
| Curriculum | | | | | | | | | | | | |
| Academic..... | 87 | 45 | 14 | 23 | 20 | 25 | 25 | 26 | 24 | 17 | 15 | 17 |
| General..... | 72 | 32 | 22 | 19 | 21 | 16 | 16 | 7 | 11 | 13 | 13 | 12 |
| Vocational..... | 74 | 26 | 39 | 16 | 20 | 18 | 12 | 7 | 10 | 11 | 12 | 8 |
| School size (c) | | | | | | | | | | | | |
| Small..... | 87 | 45 | 30 | 23 | 19 | 22 | 29 | 18 | 20 | 17 | 19 | 17 |
| Medium..... | 77 | 33 | 22 | 18 | 20 | 21 | 15 | 15 | 16 | 13 | 13 | 12 |
| Large..... | 73 | 30 | 19 | 17 | 20 | 18 | 13 | 15 | 14 | 12 | 10 | 11 |

(b) Socioeconomic status (SES) was measured by a composite score based on parental education, family income, father's occupation, and household characteristics. Three SES categories were formed: low (bottom quartile); medium (middle two quartiles); and high (top quartile).

(c) Schools were divided by size based on Fall 1981 grade 12 enrollments reported by schools: small (200 or fewer students); medium (201 to 500 students); and large (more than 500 students).

Source: U.S. Department of Education, Center for Education Statistics, "Extracurricular Activity Participants Outperform Other Students." (This table was prepared October 1986.) As included in U.S. Department of Education, Center for Education Statistics, Digest of Education Statistics: 1987, U.S. Government Printing Office, Washington, D.C., May 1987, table 85, p. 98.

Chart 3-6.
Participation of high school seniors in arts-related extracurricular activities
by sex and race/ethnicity: 1982



Source: U.S. Department of Education, High School and Beyond Study; See table 3-17 for full citation.

Table 3-18.

Mean percent of students enrolled in courses or participating in programs in selected subjects, by grade and by geographic region: 1986-87
(Data weighted to reflect district enrollment at the appropriate grades)

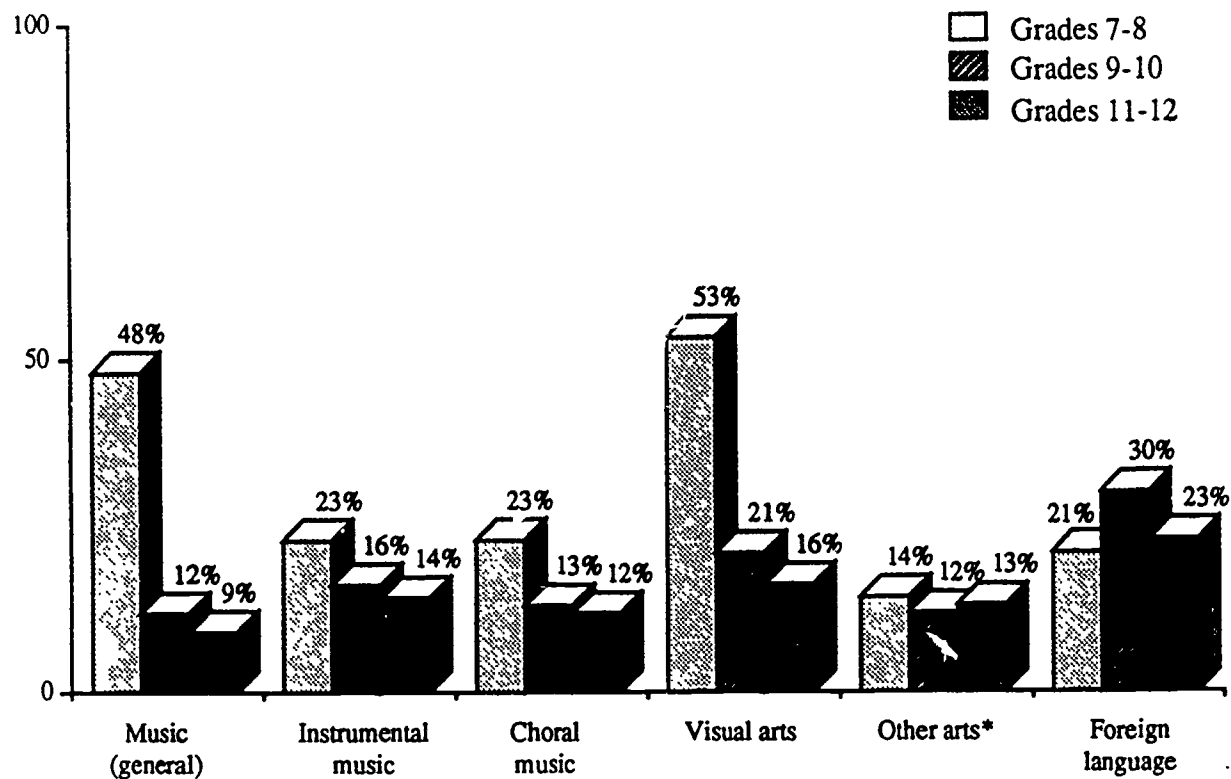
| Subject and grade | Average percent of students enrolled or participating | | | | |
|-----------------------|-------------------------------------------------------|------------|-----------|------------|------|
| | Geographic region | | | | |
| | All districts | North-east | Central | South-east | West |
| Music (general) | | | | | |
| | | | (percent) | | |
| Grades 7-8 | 48 | 81 | 51 | 45 | 21 |
| Grades 9-10 | 12 | 21 | 13 | 9 | 7 |
| Grades 11-12 | 9 | 15 | 11 | 7 | 5 |
| Instrumental music | | | | | |
| Grades 7-8 | 23 | 22 | 27 | 17 | 23 |
| Grades 9-10 | 16 | 14 | 21 | 13 | 14 |
| Grades 11-12 | 14 | 12 | 19 | 12 | 12 |
| Choral music | | | | | |
| Grades 7-8 | 23 | 27 | 30 | 16 | 16 |
| Grades 9-10 | 13 | 13 | 19 | 9 | 9 |
| Grades 11-12 | 12 | 11 | 17 | 9 | 7 |
| Visual arts | | | | | |
| Grades 7-8 | 53 | 79 | 59 | 42 | 35 |
| Grades 9-10 | 21 | 28 | 24 | 14 | 16 |
| Grades 11-12 | 16 | 18 | 21 | 13 | 14 |
| Other arts* | | | | | |
| Grades 7-8 | 14 | 12 | 17 | 9 | 15 |
| Grades 9-10 | 12 | 10 | 15 | 10 | 13 |
| Grades 11-12 | 13 | 12 | 16 | 10 | 11 |
| Foreign Language | | | | | |
| Grades 7-8 | 21 | 49 | 20 | 9 | 11 |
| Grades 9-10 | 30 | 47 | 29 | 25 | 23 |
| Grades 11-12 | 23 | 32 | 22 | 20 | 20 |

Note: Data in this table have been weighted to reflect the estimated total number of students at the applicable grades. This was done by multiplying the district weight by an estimate of the total enrollment at the applicable grades. The estimation assumed equal distribution of enrollment throughout the grades covered by the district. See table 3-12 for methodological note.

*Includes dance, drama, and creative writing.

Source: U.S. Department of Education, Office of Educational Research and Improvement, Fast Response Survey System Bulletin, Public School District Policies and Practices in Selected Aspects of Arts and Humanities Instruction, Washington, D.C., February 1988, table 9.

Chart 3-7.
Mean percent of students participating in selected courses/programs: 1986-87



Note: Data in this figure have been weighted to reflect the estimated total number of students at the applicable grade. This was done by multiplying the district weight by an estimate of the total enrollment at the applicable grade. The estimation assumed equal distribution of enrollment throughout the grades covered by the district.

* Includes dance, drama, and creative writing.

Source: U.S. Department of Education, Center for Education Statistics, FRSS Survey of Arts and Humanities Instruction; See table 3-18 for full citation.

Table 3-19.

National Assessment of Educational Progress (NAEP) for age 9, by subject and selected characteristics of participants: selected years 1979-1982

| Selected characteristics of participants | Reading/ literature comprehension, 1979-80 | Music, 1978-79 | Art, 1978-79 | Citizenship, 1975-76 | Social studies, 1975-76 | Science, 1976-77 | Mathe- matics, 1981-82 |
|------------------------------------------|-------------------------------------------------------|-------------------|-----------------|-------------------------|-------------------------------|---------------------|------------------------------|
| National proportion correct answers..... | 58.2% | 57.3% | 41.2% | 62.1% | 63.3% | 50.7% | 56.4% |
| | (difference from national proportion correct answers) | | | | | | |
| Sex | | | | | | | |
| Male..... | -2.5 | -0.9 | 0.2 | 0.3 | 0.3 | 1.5 | -0.6 |
| Female..... | 2.5 | 1.0 | -0.2 | -0.3 | -0.3 | -1.6 | 0.5 |
| Race | | | | | | | |
| White..... | 3.4 | 1.7 | 0.8 | 2.0 | 2.2 | 2.5 | 2.4 |
| Black..... | -13.8 | -8.2 | -3.4 | -7.4 | -8.6 | -12.9 | -11.2 |
| Hispanic..... | -13.3 | -6.3 | -3.3 | -8.4 | -8.5 | -8.5 | -8.7 |
| Parental education | | | | | | | |
| Not high school graduate..... | -9.2 | -5.6 | -2.4 | -4.6 | -4.8 | -6.4 | -7.2 |
| Graduated high school..... | 0.9 | 0.1 | 0.8 | 0.7 | 0.6 | 1.7 | 0.7 |
| Post high school..... | 4.4 | 4.7 | 3.5 | 4.8 | 4.8 | 5.1 | 2.5 |
| Size and type of community | | | | | | | |
| Small place..... | 0.2 | -0.2 | 0.1 | -0.4 | -0.2 | -0.3 | -0.9 |
| Medium city..... | -0.4 | -0.7 | -0.7 | 0.2 | 0.3 | -1.0 | 0.1 |
| Main big city..... | -3.4 | -1.0 | -0.4 | -1.8 | -2.0 | -4.7 | -2.2 |
| Urban fringe..... | 3.2 | 2.0 | 0.5 | 2.5 | 2.6 | 4.3 | 3.0 |
| Rural (a)..... | -2.5 | -3.6 | -1.6 | -2.9 | -1.8 | 1.4 | -3.7 |
| Disadvantaged urban (b)..... | -14.7 | -7.4 | -1.2 | -8.9 | -9.8 | -11.7 | -10.9 |
| Advantaged urban (c)..... | 9.8 | 6.1 | 3.2 | 3.9 | 4.4 | 7.6 | 9.9 |
| Region (d) | | | | | | | |
| Northeast..... | 2.6 | 1.1 | 0.8 | 1.2 | 1.3 | 1.6 | 2.6 |
| Southeast..... | 2.2 | -2.4 | -1.0 | -1.6 | -1.8 | -4.2 | -3.5 |
| Central..... | 1.1 | 1.1 | -0.3 | 0.1 | 0.5 | 1.3 | 1.4 |
| West..... | -1.2 | 0.0 | 0.5 | 0.3 | 0.0 | 0.3 | -0.5 |

- (a) Students in this group attend schools in communities with a population under 10,000 where most of the residents are farmers or farm workers.
- (b) Students in this group attend schools in or around cities with a population greater than 200,000 where a high proportion of the residents are on welfare or are not regularly employed.
- (c) Students in this group attend schools in or around cities with a population greater than 200,000 where a high proportion of the residents are in professional or managerial positions.
- (d) Regions are those used by the Bureau of Economic Analysis and not the Census Bureau. See Appendix 2 for a description of the States included.

Source: U.S. Department of Education, National Assessment of Educational Progress, unpublished data.

As included in the U.S. Department of Education, Center for Education Statistics, Digest of Education Statistics: 1987, U.S. Government Printing Office, Washington, D.C., May 1987, table no. 77, p. 91.

Methodological note: The National Assessment of Educational Progress (NAEP) is a Congressionally mandated study funded by the U.S. Department of Education, Office of Educational Research and Improvement. The overall goal of the project is to determine the Nation's progress in education. To accomplish this goal, a cross-sectional study was designed and initially implemented in 1969. Each year, NAEP has gathered information about levels of educational achievement across the country. NAEP has surveyed the educational accomplishments of 9-, 13-, and 17-year-old students, and occasionally young adults, in 10 learning areas. Different learning areas were assessed annually and, as of 1980-81, biennially. Each area has been periodically reassessed in order to measure possible changes in education achievement. Information from NAEP is subject to both nonsampling and sampling error. Two possible sources of nonsampling error are nonparticipation and faulty instrumentation. The effects of nonparticipation are in some ways reduced through oversampling, although this does not assess the bias of nonparticipants. Instrumentation nonsampling error includes whether the NAEP assessment instruments measure what is being taught and in turn what is being learned by the students, ambiguous items or instructions, and insufficient time limits. This note was taken from The Condition of Education: 1987.

Table 3-20.
National Assessment of Educational Progress (NAEP) for age 13, by subject and selected characteristics of participants: selected years 1979-1982

| Selected characteristics of participants | Reading/ literature comprehension, | Music, | Art, | Citizen- ship, | Social studies, | Science, | Mathe- matics, |
|------------------------------------------|-------------------------------------------------------|---------|---------|-------------------|--------------------|----------|-------------------|
| | 1979-80 | 1978-79 | 1978-79 | 1975-76 | 1975-76 | 1976-77 | 1981-82 |
| National proportion correct answers..... | 74.0% | 52.3% | 47.0% | 63.2% | 62.9% | 49.1% | 60.5% |
| | (difference from national proportion correct answers) | | | | | | |
| Sex | | | | | | | |
| Male..... | -2.1 | -1.2 | -0.9 | -0.1 | 0.0 | 1.8 | -0.1 |
| Female..... | 2.0 | 1.2 | 0.9 | 0.1 | 0.0 | -1.7 | 0.1 |
| Race | | | | | | | |
| White..... | 3.3 | 1.3 | 0.7 | 1.4 | 1.6 | 2.9 | 2.6 |
| Black..... | -14.3 | -6.0 | -3.5 | -7.6 | -8.2 | -11.7 | -12.3 |
| Hispanic..... | -11.4 | -5.9 | -0.8 | -7.6 | -7.9 | -10.3 | -8.6 |
| Parental education | | | | | | | |
| Not high school graduate..... | -10.5 | -4.2 | -2.5 | -5.9 | -6.1 | -6.9 | -8.1 |
| Graduated high school..... | -0.9 | -0.4 | -1.0 | -1.0 | -0.9 | -0.9 | -1.7 |
| Post high school..... | 4.5 | 3.0 | 3.0 | 5.1 | 5.1 | 5.7 | 3.2 |
| Size and type of community | | | | | | | |
| Small place..... | 0.1 | 0.0 | 0.1 | -0.4 | -0.3 | 0.0 | -1.7 |
| Medium city..... | -0.4 | -0.8 | -0.2 | -0.8 | -0.8 | 0.6 | 2.5 |
| Main big city..... | -3.7 | -0.9 | -0.1 | -1.0 | -1.5 | -2.2 | 3.1 |
| Urban fringe..... | 2.0 | 1.3 | -0.6 | 2.9 | 3.0 | 1.9 | 3.9 |
| Rural (a)..... | -3.9 | -2.2 | -0.7 | -0.7 | -0.8 | -0.2 | -4.2 |
| Disadvantaged urban (b)..... | -9.8 | -5.6 | -1.9 | -5.5 | -6.1 | -11.1 | -11.2 |
| Advantaged urban (c)..... | 8.5 | 3.3 | 1.7 | 6.6 | 6.6 | 6.3 | 10.2 |
| Region (d) | | | | | | | |
| Northeast..... | 1.4 | -0.2 | 1.5 | 1.8 | 1.7 | 2.1 | 3.9 |
| Southeast..... | -2.7 | -1.3 | -1.2 | -2.0 | -2.2 | -3.0 | -4.3 |
| Central..... | 2.3 | 1.3 | -0.4 | 1.2 | 1.5 | 1.6 | 1.4 |
| West..... | -0.0 | 0.3 | 0.1 | -1.3 | -1.3 | -1.5 | -1.5 |

Note: See table 3-19 for a methodological note.

- (a) Students in this group attend schools in communities with a population under 10,000 where most of the residents are farmers or farm workers.
- (b) Students in this group attend schools in or around cities with a population greater than 200,000 where a high proportion of the residents are on welfare or are not regularly employed.
- (c) Students in this group attend schools in or around cities with a population greater than 200,000 where a high proportion of the residents are in professional or managerial positions.
- (d) Regions are those used by Bureau of Economic Analysis, not Census Bureau. See Appendix 2 for a list of States included.

Source: U.S. Department of Education, National Assessment of Educational Progress, unpublished data. (This table was prepared January 1986.)

As included in U.S. Department of Education, Center for Education Statistics, Digest of Education Statistics: 1987, U.S. Government Printing Office, Washington, D.C., May 1987, table 78, p. 92.

Table 3-21.
National Assessment of Educational Progress (NAEP) for age 17, by subject and selected characteristics of participants: selected years 1979-1982

| Selected characteristics of participants | Reading/ literature comprehension, 1979-80 | Music, 1978-79 | Art, 1978-79 | Citizen- ship, 1975-76 | Social studies, 1975-76 | Science, 1976-77 | Mathe- matics, 1981-82 |
|------------------------------------------|-------------------------------------------------------|-------------------|-----------------|------------------------------|-------------------------------|---------------------|------------------------------|
| National proportion correct answers..... | 79.1% | 50.0% | 50.6% | 67.4% | 67.6% | 53.5% | 60.2% |
| | (difference from national proportion correct answers) | | | | | | |
| Sex | | | | | | | |
| Male..... | -1.4 | -1.8 | -1.3 | 0.0 | 0.2 | 2.6 | 1.4 |
| Female..... | 1.4 | 1.7 | 1.2 | 0.0 | -0.2 | -2.5 | -1.3 |
| Race | | | | | | | |
| White..... | 2.9 | 1.2 | 0.8 | 1.6 | 1.6 | 2.6 | 2.9 |
| Black..... | -16.6 | -6.6 | -4.6 | -8.6 | -9.4 | -15.7 | -15.2 |
| Hispanic..... | -8.0 | -6.2 | -3.4 | -8.2 | -8.3 | -10.8 | -10.8 |
| Parental education | | | | | | | |
| Not high school graduate..... | -8.6 | -5.6 | -4.6 | -6.4 | -6.6 | -8.0 | -9.9 |
| Graduated high school..... | -2.2 | -2.1 | -2.4 | -1.5 | -1.5 | -1.8 | -2.0 |
| Post high school..... | 3.4 | 3.4 | 3.1 | 4.6 | 4.6 | 5.1 | 2.9 |
| Size and type of community | | | | | | | |
| Small place..... | 0.5 | 0.1 | -1.0 | 0.2 | 0.2 | 0.5 | -1.0 |
| Medium city..... | 0.7 | 0.2 | 0.6 | -0.2 | -0.2 | 1.7 | 1.8 |
| Main big city..... | -3.3 | -0.6 | 0.2 | -1.2 | -1.2 | -5.8 | -2.8 |
| Urban fringe..... | 1.1 | 0.1 | 1.4 | 0.8 | 0.8 | 2.8 | 2.1 |
| Rural (a)..... | -0.7 | -2.4 | -5.0 | -0.1 | -0.3 | 0.0 | -3.2 |
| Disadvantaged urban (b)..... | -10.4 | -4.9 | -2.3 | -5.8 | -6.1 | -12.3 | -12.5 |
| Advantaged urban (c)..... | 5.9 | 3.2 | 3.6 | 4.2 | 4.2 | 4.4 | 9.5 |
| Region (d) | | | | | | | |
| Northeast..... | 0.2 | -0.2 | 0.9 | 0.8 | 0.9 | 2.2 | 2.6 |
| Southeast..... | -2.0 | -1.9 | -2.0 | -2.2 | -2.4 | -4.1 | -3.5 |
| Central..... | 0.5 | 0.9 | 0.2 | 0.9 | 0.9 | 1.2 | 1.9 |
| West..... | 1.1 | 0.9 | 1.0 | 0.1 | 0.2 | -0.8 | -1.8 |

Note: See table 3-19 for a methodological note.

- (a) Students in this group attend schools in communities with a population under 10,000 where most of the residents are farmers or farm workers.
- (b) Students in this group attend schools in or around cities with a population greater than 200,000 where a high proportion of the residents are on welfare or are not regularly employed.
- (c) Students in this group attend schools in or around cities with a population greater than 200,000 where a high proportion of the residents are in professional or managerial positions.
- (d) Regions are those used by the Bureau of Economic Analysis and not the Census Bureau. See Appendix 2 for a list of States included.

Source: U.S. Department of Education, National Assessment of Educational Progress, unpublished data. (This table was prepared January 1986.)

As included in the U.S. Department of Education, Center for Education Statistics, *Direct of Education Statistics: 1987*, U.S. Government Printing Office, Washington, D.C., May 1987, table 79, p. 93.

Table 3-22.
Areas in which State Education Agencies (SEA) have certification for arts specialists: 1985

| State | Elementary | | | | | Secondary | | | | | | |
|---------------------------|-----------------|------------------|-------|-------|-------|------------|-----------------|------------------|-------|-------|-------|------------|
| | Arts in general | Creative writing | Dance | Drama | Music | Visual art | Arts in general | Creative writing | Dance | Drama | Music | Visual art |
| Alabama..... | X | | | | | X | | | | | X | X |
| Alaska..... | | | | | | | | | | | | |
| American Samoa..... | | | | | | | | | | | | |
| Arizona..... | | | | | | X | X | X | X | X | X | X |
| Arkansas..... | | | | | | X | X | | | | X | X |
| California..... | | | | | | | X | X | X | X | X | X |
| Colorado..... | X | | | | | X | | | | X | X | X |
| Connecticut..... | | | | | | X | X | | | | X | X |
| Delaware..... | | X | | | | X | X | X | | X | X | X |
| District of Columbia..... | | | | | | X | X | | | | X | X |
| Florida..... | X | X | X | X | X | X | X | X | X | X | X | X |
| Georgia..... | | | X | X | | X | X | | | X | X | X |
| Hawaii..... | | | | | | X | X | | | | X | X |
| Idaho..... | | | | | | X | X | | | X | X | X |
| Illinois..... | | | | | | X | X | | | | X | X |
| Indiana..... | | | | | | X | X | X | | | X | X |
| Iowa..... | | | | | | X | X | | | | X | X |
| Kansas..... | | | | | X | X | X | | | X | X | X |
| Kentucky..... | | | | | | X | X | | | X | X | X |
| Louisiana..... | | | | | | X | X | | | | X | X |
| Maine..... | X | | | | | | | | | | X | |
| Maryland..... | | | X | X | X | X | X | | X | | X | X |
| Massachusetts..... | | | X | X | X | X | X | | X | X | X | X |
| Michigan..... | X | | X | | | X | X | X | X | X | X | X |
| Minnesota..... | | | | | | X | X | | | | X | X |
| Mississippi..... | | | X | | | X | X | | X | | X | X |
| Missouri..... | | | | | | X | X | | | | X | X |
| Montana..... | | | | | | X | X | | | | X | X |
| Nebraska..... | X | | | X | X | X | X | | | X | X | X |
| Nevada..... | X | | | | | X | X | X | | X | X | X |
| New Hampshire..... | | | | | | X | X | | | | X | X |
| New Jersey..... | X | | | X | X | | X | | | X | X | |
| New Mexico..... | | | | | | X | X | | | X | X | X |
| New York..... | | | | | | X | X | | | | X | X |
| North Carolina..... | | | X | X | X | X | X | | X | X | X | X |
| North Dakota..... | X | | | | | X | X | | | | X | X |
| Ohio..... | | | | | | X | X | | | | X | X |
| Oklahoma..... | | | | X | X | X | X | | | X | X | X |
| Oregon..... | | | | | | X | X | | | | X | X |
| Pennsylvania..... | X | X | X | X | X | X | X | X | X | X | X | X |
| Puerto Rico..... | | | | | X | X | X | | | X | X | X |
| Rhode Island..... | | | | | | X | X | | | | X | X |
| South Carolina..... | X | | | | | X | X | | | | X | |
| South Dakota..... | X | | | | | X | X | | | | X | |
| Tennessee..... | | | | | | X | X | | | | X | X |
| Texas..... | | | | X | X | X | X | | X | X | X | X |
| Utah..... | | | | | | X | X | | X | X | X | X |
| Vermont..... | | | | | | X | X | | | | X | X |
| Virginia..... | | | | | | X | X | | | X | X | X |
| Virgin Islands..... | X | | | | | X | X | | | | X | X |
| Washington..... | | | | | | X | X | | | | X | |
| West Virginia..... | | | | | | X | X | | | | X | X |
| Wisconsin..... | | | X | X | X | X | X | | X | X | X | X |
| Wyoming..... | X | | | | | X | X | | | X | X | X |
| Total* | 16 | 3 | 9 | 13 | 50 | 42 | 18 | 5 | 13 | 24 | 52 | 45 |

*Many States provide K-12 certification per subject area, without distinguishing between elementary and secondary levels. For those States, a symbol appears in both elementary and secondary columns above.

Table 3-23.

Arts requirements for elementary classroom teacher certification by State:
1984-85

| State | Required course(s) | Units required |
|---------------------------|-----------------------------------|-------------------|
| Alaska..... | Art methods | 1 credit |
| | Music methods | 1 credit |
| Arizona..... | Arts | 0-4 hours (a) |
| Arkansas..... | Public school art | 3 hours |
| | Public school music | 3 hours |
| District of Columbia..... | Art | 3 hours |
| | Music | 3 hours |
| Georgia..... | Creative arts (b) | 5 quarter hours |
| Hawaii..... | Music | 4-7 hours |
| | Drama (optional) | 4-7 hours |
| | Creative arts (optional) | 4-7 hours |
| Idaho..... | Art or music | 3 hours |
| Indiana..... | Art or music | 3 hours |
| Kentucky..... | Visual art | 3 hours |
| | Music | 3 hours |
| Louisiana..... | Elementary arts or music | 3 hours |
| Maryland..... | Arts | 2 credits |
| Massachusetts..... | Arts | 3 hours |
| | Music | 3 hours |
| Mississippi..... | Arts for children | 3 hours |
| | Music education | 3 hours |
| Missouri..... | Arts education | 3 hours |
| | Music education | 3 hours |
| Nebraska..... | Arts methods | 3 hours |
| | Music methods | 3 hours |
| New Jersey..... | Creative arts | 3 hours |
| Ohio..... | Visual arts | 4 hours |
| | Music | 4 hours |
| Oregon..... | Arts | 2-6 quarter hours |
| Pennsylvania..... | Arts | 3 hours |
| | Music | 3 hours |
| Puerto Rico..... | Visual arts | 2 credits |
| | Drama | 2 credits |
| | Music appreciation | 2 credits |
| South Carolina..... | Arts | 4-6 units |
| South Dakota..... | Arts methods | 2 hours |
| Tennessee..... | Art | 3 quarter hours |
| | Music | 3 quarter hours |
| Virginia..... | Art | 3 hours |
| | Music | 3 hours |
| West Virginia..... | Art | 2 units |
| | Music | 2 units |
| Wyoming..... | Art, music, or drama (Methods) | 3 hours |

(a) Credit hours vary depending upon which of the three State universities was attended.

(b) For Early Childhood majors, includes visual arts, music, dance and drama.

Source: Hilda Smith, Scott Stoner, Melanie Isis, and Harriet Lewis, Arts Education and the States: A Survey of State Education Policies, Council of Chief State School Officers, Washington, D.C., September 1985, table 4, p. 28. (Copyright)

Table 3-24.
State level data on the use of art specialists at the elementary level:
1984-85

| Type of teacher | Number of States | Percent of States |
|-------------------------|------------------|-------------------|
| Art specialists..... | 18 | 35 |
| Classroom teachers..... | 31 | 61 |
| Other..... | 0 | 0 |
| Not provided..... | 2 | 4 |
| Total..... | 51* | 100 |

Note: The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

*The source document reported that 17.5 States had art specialists and 30.5 States had classroom teachers. These numbers were rounded to whole numbers making a total of 51 States.

Source: E. Andrew Mills and D. Ross Thomson, A National Survey of Art(s) Education, 1984-85: State of the Arts in the States, National Art Education Association, Reston, VA, 1986, p.11. (Copyright)

Methodological note: The National Survey of Art Education: 1984-85 is the second in a series conducted by the National Association of State Directors of Art Education (NASDAE) for National Art Education Association (NAEA). As an affiliate of NAEA, NASDAE was selected as the appropriate channel through which to gather the information on behalf of NAEA's Supervision and Administration Division. The report presents information for 1984-85, and also compares the current "State of the Arts in the States" with that of 1978-79. The summary of the results of the first national survey was made available in Art Education, January 1981, in an article titled, "State of the Arts in the States," authored by E. Andrew Mills and D. Ross Thomson of the New York State Education Department. The survey instrument for 1984-85 requested the same information as the earlier survey. However, items on "Emerging Issues" were added as a result of suggestions by the leadership of the two sponsoring organizations. The following is a listing of NAEA goals for quality art education:

1. All elementary and secondary schools shall require students to complete a sequential program of art instruction that integrates the study of aesthetics, art criticism, art history, and art production.
 - 1.1 Art instruction shall be conducted by teachers certified in art;
 - 1.2 Visual arts courses shall be required in elementary, middle, junior and senior high schools, and should not be scheduled to conflict with other required courses.
2. For graduation from high school, every student shall be required to complete at least one year of credit in one of the fine arts.
 - 2.1 An acceptable course in visual arts shall include in-depth study in the techniques of at least one art medium; practice in several media; and studies in art history, aesthetics, and criticism.
3. For admission to a college or university, every student shall be required to have at least one year of credit in visual art (see 2.1 above).
4. For graduation from a college or university, every student shall be required to have at least one course in one of the fine arts.

Table 3-25.

Percent of elementary schools in districts served full time, part time, and not served by visual arts and music specialists, by district characteristics: 1986-87

| District characteristic | Visual arts specialist | | | Music specialist | | |
|-------------------------|------------------------|------------------|------------|------------------|------------------|------------|
| | Served full time | Served part time | Not served | Served full time | Served part time | Not served |
| | (percent) | | | | | |
| All districts..... | 26 | 32 | 42 | 45 | 39 | 16 |
| Enrollment size | | | | | | |
| Less than 2,500..... | 22 | 29 | 49 | 43 | 36 | 21 |
| 2,500 to 9,999..... | 29 | 37 | 34 | 42 | 44 | 15 |
| 10,000 or more..... | 28 | 30 | 42 | 51 | 37 | 12 |
| Metropolitan status | | | | | | |
| Urban..... | 32 | 35 | 33 | 39 | 48 | 13 |
| Suburban..... | 32 | 28 | 40 | 57 | 32 | 11 |
| Rural..... | 19 | 34 | 47 | 37 | 41 | 22 |
| Geographic region* | | | | | | |
| Northeast..... | 50 | 35 | 15 | 60 | 37 | 3 |
| Central..... | 26 | 30 | 44 | 46 | 35 | 19 |
| Southeast..... | 16 | 39 | 44 | 39 | 41 | 20 |
| West..... | 16 | 26 | 58 | 37 | 42 | 21 |




Note: District weights have been adjusted to reflect the number of schools in district. Percents may not add to 100 because of rounding. See table 3-12 for methodological note.

* Geographic region classifications are those used by the Department of Commerce, Bureau of Economic Analysis and are not the same as Census Bureau regions. See Appendix 2 for description of States included in each region.

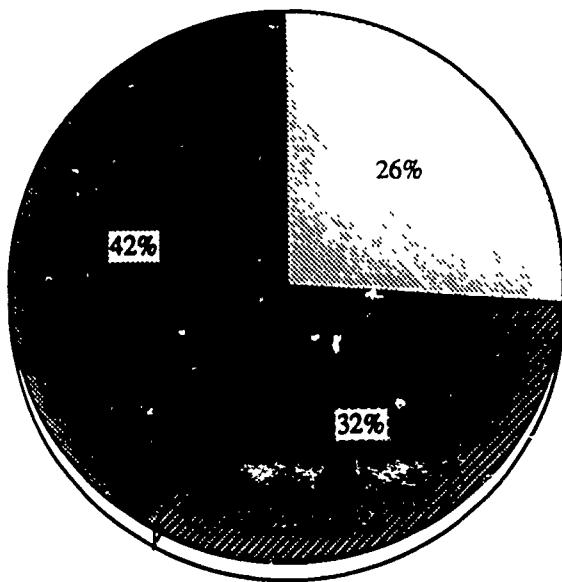
Source: U.S. Department of Education, Office of Educational Research and Improvement, Fast Response Survey System Bulletin, Public School District Policies and Practices in Selected Aspects of Arts and Humanities Instruction, Washington, D.C., February 1988, table 10.

Chart 3-8.

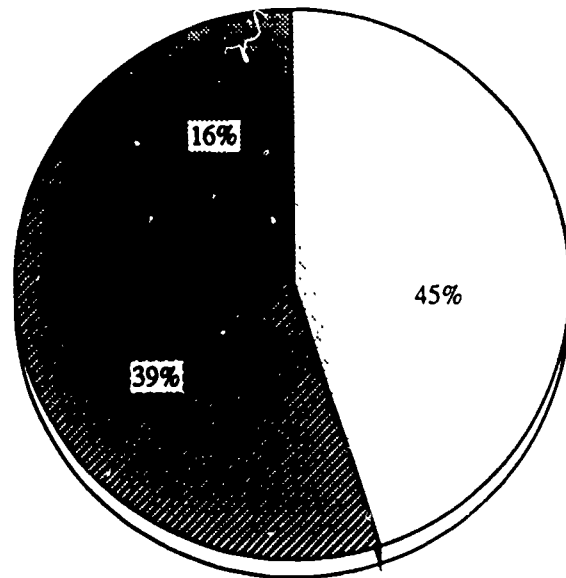
Average percent of elementary schools served by visual arts and music specialists: 1986-87

-  Served full-time
-  Served part-time
-  Not served

Visual arts specialists



Music specialists



Source. U.S. Department of Education, Center for Education Statistics, FRSS Survey of Arts and Humanities Instruction. See table 3-25 for full citation.

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Table 3-26.

Number of States with arts requirements for graduation and number having legislation or regulations enacted since 1978-79 to increase art requirements by school level: 1984-85

| | Prior to 1978-79 | As of 1984-85 |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|
| Number of States with arts requirements for graduation | | |
| Yes..... | 1 | 20 |
| No..... | 49 | 30 |
| Total..... | 50 | 50 |
| Number of States having legislation or regulations enacted since 1978-79 to increase arts requirements at various levels of school | | Number of States |
| Level | | |
| Pre-kindergarten..... | | 5 |
| Kindergarten..... | | 18 |
| Elementary..... | | 20 |
| Grades 7 and 8..... | | 17 |
| Grades 9-12..... | | 25 |
| None..... | | 8 |

Note: See table 3-24 for methodological note. The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

Source: E. Andrew Mills and D. Ross Thomson, A National Survey of Art(s) Education, 1984-85: State of the Arts in the States, National Art Education Association, Reston, VA, 1986, p. 16. (Copyright)

architects in the Census compared to AIA membership. However, since 1980, the percentage of AIA members who are women has increased substantially, from only 5.0 percent in 1980 to 8.3 percent in 1981.

Compensation of Architects

Tables 5-8 to 5-11 include selected data on compensation. Table 5-8 is taken from the U.S. Industrial Outlook and includes architects along with engineers and surveyors. Although the table reveals an increase in average hourly current dollar wages for these occupations between 1972 and 1987 (from \$5.16 to \$12.97), in constant 1985 dollars there was a slight decline (from \$13.26 to \$12.37). At the same time, the average work week declined slightly, from 40.2 to 39.5 hours.

Compensation and Sex of Architects

In 1974, and again in 1983, the AIA conducted a study on the status of women in architecture. Tables 5-11 and 5-13 present summary data on the two studies from the 1983 report. The 1983 study, completed to update affirmative action files, oversampled women to obtain about the same number of responses from them as from men. Response rates were about 50 percent for both females and males. These data indicate that women had made only little progress in gaining equality of salary with men. In 1974, for every dollar in average annual salary, women received 68 cents in 1983, compared with 62 cents received by men.

Architectural Fees by Type of Project

Tables 5-12a and 5-12b present data from the Census of Service Industries for 1982 on the distribution of architectural fees by type of project and on the major sources of receipts. It should be remembered that the data represent firms whose primary service is architecture. Architectural services performed as part of another establishment are classified elsewhere. The largest source of fees for this group came from commercial buildings (45 percent) and the second largest from public and institutional buildings (27 percent). Single family dwellings represented only about 5 percent of fees.

Architects' Education

Table 5-13 compares the education of men and women in architectural firms in 1974 and 1983. This comparison has been used to explain some of the differences in men's and women's salaries. A larger percent of men had a bachelors degree in architecture, the preferred degree. Women more frequently had bachelors degrees in fields other than architecture. However, a larger percentage of women had an advanced degree (33 percent of women compared to 20 percent of men in 1983).

The U.S. Department of Education, in the "Degrees and Other Formal Awards Conferred" survey, reported on education in architecture by level of degree and gender between 1949 and 1987 (table 5-14). At all levels, for both men and women, the total number has increased considerably over the 37-year period. Bachelors degrees rose from 2,563 in 1949 to 8,922 in 1987. However, since the late 1970's degrees awarded have fluctuated. Men remain dominant in the architecture field, but the number of women awarded bachelors degrees grew from 57 in 1960 to 3,322 in 1987. Today about one-third of bachelors degrees in architecture are awarded to women. As more women matriculate through the degree ranks, their presence will become more visible. In 1949, there were seven masters degrees awarded to women and no doctorates. In 1986-87 there were over 1,000 masters degrees and 26 doctorates awarded to women.

Planning

The work of planning professionals includes the application of comprehensive regional, environmental, economic, social, and administrative analyses of community development. Planners are employed in private firms, public agencies, and colleges or universities. Most of the data in this section were obtained from the American Planning Association (APA) and its subsidiary, the American Institute of Certified Planners (AICP).

Table 5-15 provides data by State on APA and AICP membership for 1989. The APA establishes standards and procedures for certification of the profession and AICP is a subsidiary for members who are certified. Of the 24,304 total members of the APA, 6,349 currently belong to the AICP. These figures demonstrate that many planners are not certified through this means. The numbers may rise, however, with increased student participation in the various

accredited programs, a figure currently over the 1,500 mark. It is important to note that these figures do not provide an accurate count of the planning field, as membership in the APA does not reflect the whole planning industry. The planning field overlaps with other design fields such as historic preservation, real estate, and architecture so that membership information measures only the scope of professionalization, not planning in toto.

Tables 5-16 through 5-20b present data from APA biennial salary and employment surveys as reported in the survey published in 1986 and 1987. In October 1985 and 1987 surveys were mailed to the entire membership of about 16,000. In 1985 40 percent returned the survey form and 45 percent returned it in 1987.

Regional Distribution of Planners

Table 5-16 presents data on the regional distribution of planners responding to the survey in 1981, 1983, 1985, and 1987. A number of regional shifts have taken place over these years. Most notable is the increase in the percent of planners in the East South Central and West South Central States. The percent employed in the Middle Atlantic States shows a decline over the period and reflects the shift of the planning population to Southern and less urban areas.

Consistent with this trend, table 5-17 indicates the small but consistent gains between 1981 and 1985 in the percent of planners working in jurisdictions with populations of less than 50,000. While figures in both tables 5-16 and tables 5-17 reveal regional shifts to less densely populated areas, most planners still describe themselves as urban (53.1 percent), compared with suburban (28.5 percent) and rural (16.5 percent).

Race/Ethnicity and Sex of Planners

Table 5-18 presents the distribution of 1983 and 1987 survey respondents by race/ethnicity and gender. It is important to remember that the responses may be affected by differences in response rates and by the characteristics of members who choose to participate. The 1983 survey had a slightly higher overall membership response and numbers. Changes relating to small sub-groups may be affected by these differences more than the overall total figures. The percent of planners who were black remained at 1.9 percent in both 1983 and 1987. White women were 18.1 percent of the total in 1983 and 22 percent in 1987. Black women were

.6 percent in 1983 and .7 percent in 1987. Asian women declined from .4 to .3 percent, and Hispanic women increased from .2 percent to .4 percent. According to this table, Native American men represented .2 and .1 percent of the total in 1983 and 1987, respectively. There were 2 female Native American planners responding to the survey in 1983 and 6 (0.1 percent) in 1987.

Compensation of Planners

Table 5-20a presents data on salary levels by gender, years of experience, and type of employment for 1987 and table 5-20b gives salaries by gender and states. It is clear that, with few exceptions, planners with a masters degree earn more, on average, than those with bachelors, and men earn higher salaries than women with similar education and experience. The highest reported salaries were in the District of Columbia where the median salary for men in 1987 was \$54,200 and \$46,473 for women (table 5-20b).

Landscape Architecture

Landscape architects design the outdoor spaces in which people live, work, and play using skills in design, drafting, and drawing. The American Society of Landscape Architects (ASLA) is the official accrediting body for degree programs in landscape architecture. Tables 5-21 to 5-26 present data obtained from the ASLA. The data utilize four sources: the ASLA membership statistics, salary surveys, Landscape Accreditation Board, and the ASLA annual report statistics.

Size of the Field of Landscape Architects

Table 5-21 presents ASLA membership statistics for selected years from 1899 to 1989. Registration of the title, "landscape architect" did not begin until 1953, when California became the first State to adopt it. Since then, ASLA membership has risen 400 percent overall and 266 percent since 1977. In 1989 there were over 10,000 landscape architects on the ASLA roster.

Statistics on landscape architects are often linked with those of architects. The Current Population Survey estimates there are about 145,000 practicing architects and landscape architects in the United States.

Craft Artists and Craft Organizations

- National Endowment for the Arts, sponsored studies of craft artists and organizations.

Historic Preservation

- National Register of Historic Places;
- National Trust for Historic Preservation;
- Advisory Council on Historic Preservation.

In addition, data were obtained from the Department of Labor and the Census Bureau on each of the occupations.

Section 5-1. Architecture, Landscape Architecture, and Planning

Data in the following tables on architecture are taken from three primary sources: statistics of the American Institute of Architects (AIA), the Census Bureau, and the U.S. Industrial Outlook. The major source of data for this section is the AIA which, in addition to keeping demographic data on its entire membership, periodically conducts individual membership studies and firm studies.

Table 5-1 presents data on the number of registered architects and the membership of AIA by State. Table 5-2 presents 1970 and 1980 Census of Population data on the number of persons who identify their occupation as architect, by State. The Census Bureau data include a much higher number of architects than do registration figures, in part because the Census category includes architects under such titles as landscape architects, building consultants, and location analysts. For example, in California in 1980, 17,652 persons were included as architects by the Census of Population, compared to 11,509 registered architects in 1986. The total architectural labor force in 1988 was estimated by the Current Population Survey (CPS) to be 145,000 (table 5-3). It should also be noted that since it is possible for an architect to be registered in a number of States, registration data do not reflect unduplicated counts.

The AIA estimates that there were approximately 81,000 registered architects in 1989 and over 45,000 AIA members (table 5-1). Figures for registered architects represent an increase over the 1988 numbers, when there were almost 74,000 registrants while AIA membership experienced very little increase from 1988 to 1989. There was steady annual growth in Census Bureau's Current

Population Survey estimates of architectural employment between 1983 and 1988, with 40,000 more architects employed in 1988 than in 1983 (table 5-3).

Another source of information on the architectural profession is the Census of Service Industries (see chapters 1 and 2 for a discussion of this study). Table 5-4 presents data from the 1982 Census on architectural firms. This study listed 13,414 establishments with a payroll of 105,270, of which 31,871 were licensed architects. In addition, 5,218 licensed architects were employed in engineering services. It should be noted that this census would classify as architectural only those firms having architecture as their primary service. Architects working in government or in firms classified under a category other than architecture, engineering, or surveying are not included in this table.

Regional Distribution of Firms and Architects

Data on the number of architects by State (tables 5-1 and 5-2) and the information on the number of architectural offices by State in table 5-5 show the concentration of architects and firms in certain States. In 1989, over 45 percent of registered architects were in 5 States (California, New York, Illinois, Texas, and Florida). About 18 percent were registered in California alone. Since architects may be registered in more than one State, a portion of the architects have multistate registrations and do not necessarily reside in States in which they are registered.

Race/Ethnicity and Sex of Architects

Table 5-6 presents data from 1989 on AIA membership by race/ethnicity and sex. Of the members who provided this information, 1.1 percent were black, 1.9 percent were Hispanic, 4 percent were Asian, and less than .01 were American Indian.

The percent black and Hispanic shown in 1980 U.S. Census data for architects is almost double the percent in AIA membership for similar years. In 1980 the Census Bureau found that 2.7 percent of architects were black, 4.0 were Hispanic, .1 percent were American Indian and 3.8 percent were Asian (see table 2-15a).

Table 5-7 compares Census and AIA data on sex. The Census found 8.3 percent of architects were female in 1980. In 1983, only 5.0 percent of AIA members were women. This may reflect differences in the characteristics of those who identify themselves as

Chapter 5

Section 5-1. Architecture, Landscape Architecture, and Planning
Tables 5-1 to 5-26

Section 5-2. Industrial and Graphic Design
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Visual Arts

The visual arts field includes both fine and applied arts. Fine artists create objects of beauty that are appreciated for mainly aesthetic reasons. Applied artists create or design objects that are both practical and attractive. Applied artists may design clothing, automobiles, appliances, and other products; arrange flowers; draw cartoons; illustrate publications; and compose and take photographs. They are employed by manufacturers, retail and wholesale trade establishments, advertising agencies, printing and publishing firms, theatrical producers, and television and motion picture studios. In addition, many are self-employed, doing contract work for these organizations.

Fine artists are more dependent on the general public for their livelihood. Although some well established artists support themselves by selling their work, most supplement their income with earnings from another job. For this reason relatively less statistical information is available on fine artists.

This chapter summarizes information from a variety of sources on visual arts. Section 1 covers architecture, landscape architecture, and urban/regional planning. Section 2 covers industrial design, graphics, and commercial art. Section 3 presents information on painting, photography, fine arts sales and positions for fine arts graduates. Section 4 presents data on craft artists and

organizations, and section 5 presents data on historic preservation.

The major sources of information were the service organizations for the relevant occupational groupings. Hence, the data are organized primarily from an occupational perspective. By section, the major sources of information are as follows:

Architecture, Landscape Architecture, and Planning

- American Institute of Architects;
- American Society of Landscape Architects;
- American Planning Association.

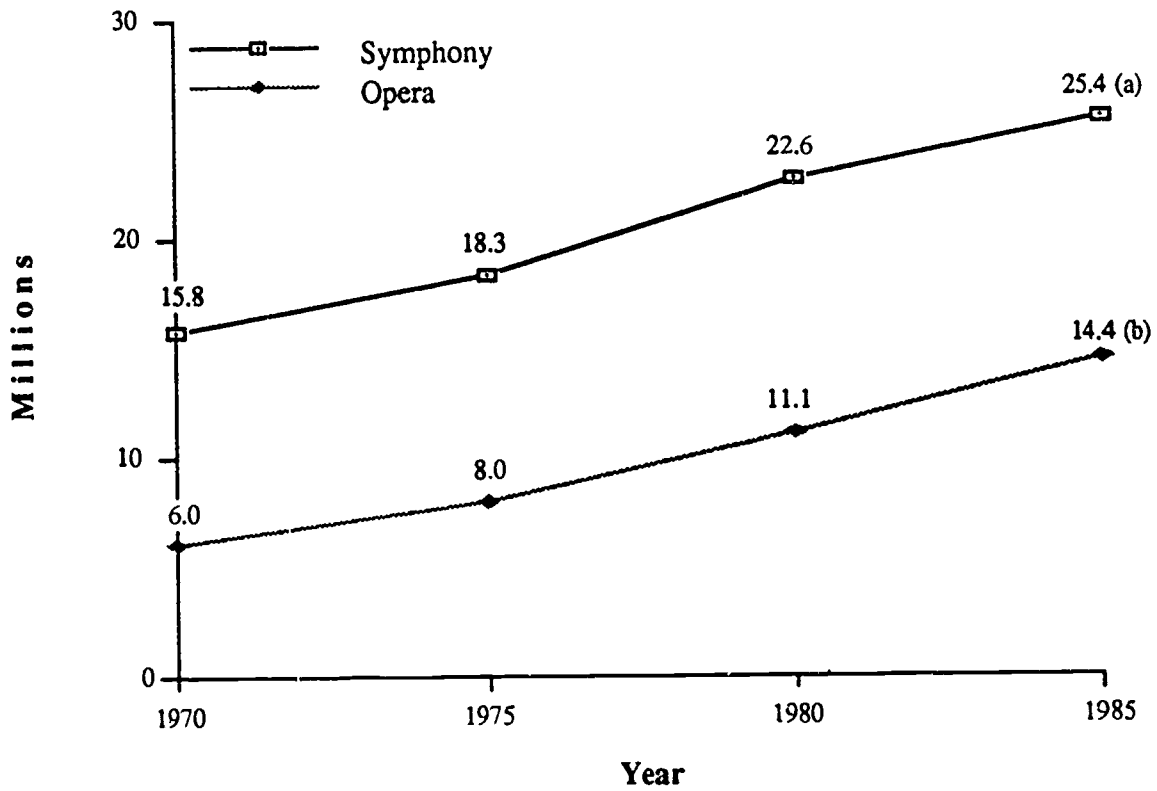
Industrial and Graphic Design

- Industrial Designers Society of America;
- American Institute of Graphic Arts.

Painting, Sculpture, and Photography

- College Art Association;
- Professional Picture Framers Association;
- National Endowment for the Arts analyses of retail arts sales.

Chart 4-21.
Estimated attendance in millions at American Symphony Orchestra League (ASOL) and
Central Opera Service member performances: 1970-1985



(a) No data available to update American Symphony Orchestra League attendance.
 (b) 1989 performances = 21.4.

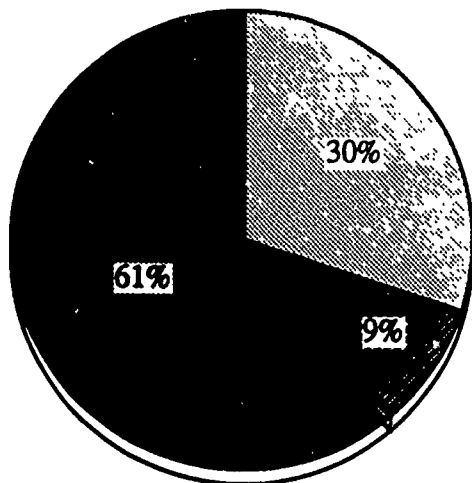
Source: Central Opera Service and American Symphony Orchestra League (ASOL); See tables 4-22, 4-53 and 4-54 for full citation.

Chart 4-20.

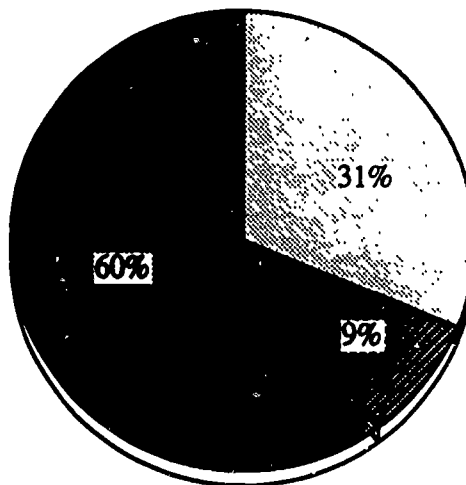
Percentage distributions of sources of operating income for various disciplines: 1985-88

- Private donations
- Government support
- Earned income

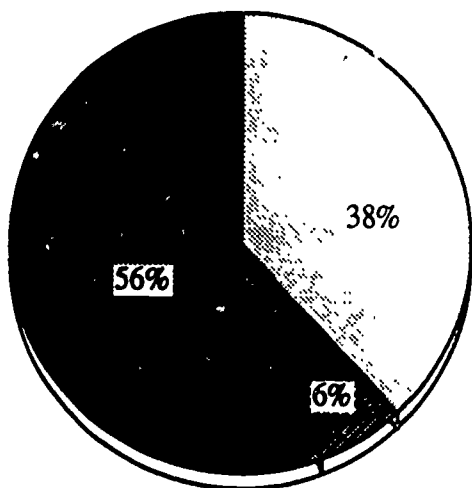
Theatre
(45 sample theatres)
1988



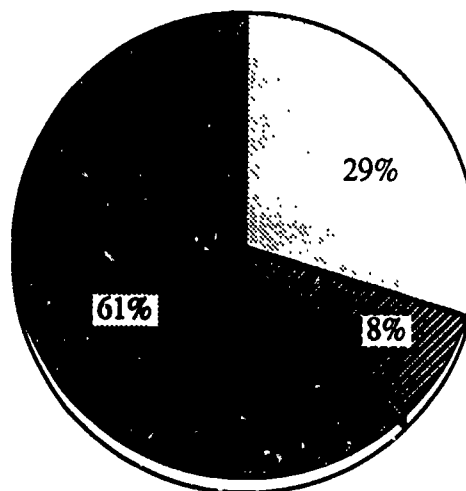
Symphony orchestras
(approximately 160 orchestras)
1987-88



Opera companies
(51 sample companies)
1986-87



Dance companies
(23 sample companies)
1985



Source: Theatre Communications Group, Inc. (TCG); American Symphony Orchestra League (ASOL); Opera America; Dance USA; See table 4-72 for full citation.

Table 4-72.

Percentage distribution of sources of operating income for various disciplines, selected years: 1982-1988

| Source of income | Theatres (45 theatres) | | Symphony orchestras (a) | | Opera companies (51 companies) | | Dance companies (23 companies) | |
|------------------|---------------------------|------|----------------------------|---------|--------------------------------------|------|-----------------------------------|------|
| | 1984 | 1988 | 1983-84 | 1987-88 | 1982 | 1986 | 1983 | 1985 |
| Earned..... | 65 | 61 | 58 (b) | 60 (b) | 57 | 56 | 64 | 61 |
| Government..... | 9 | 9 | 10 | 9 | 7 | 6 | 7 | 8 |
| Private..... | 26 | 30 | 32 | 31 | 36 | 38 | 30 | 29 |

(a) Group size varies, represents major, regional, and metropolitan orchestras -- between 160 and 170 orchestras.

(b) Includes endowment and investment revenues.

Sources: Theatre--Robert Holley, "Theatre Facts 88", American Theatre, April 1989, (Annual survey conducted by Theatre Communications Group, Inc.); Symphony--Data provided by Bob Olsted, Director, Research and Analysis, American Symphony Orchestra League, Washington, D.C., November 1989; Opera--Opera America, Profile 1988, Washington, D.C., pp. 26-28, and 34; Dance--Update, Dance/USA Annual Report 1986, Washington, D.C., December 1986/January 1987, p. 9.

Table 4-71.
Average performance arts ticket prices, selected seasons: 1960-1983

| Season | Broadway theater (1) | Symphony orchestras (2) | Opera Companies | | Nonprofit theaters | | Ford Foundation: all organizations (7) | Consumer Price Index (1967-100) (a) (8) |
|--------------------------------------------------|-------------------------|----------------------------|-----------------|------------|--------------------|------------|----------------------------------------------|-----------------------------------------------|
| | | | Bottom (3) | Top (4) | Bottom (5) | Top (6) | | |
| (in dollars) | | | | | | | | |
| 1959-60 | 5.83 | NA | NA | NA | NA | NA | NA | 88.7 |
| 1964-65 | 6.10 | 2.94 | NA | NA | NA | NA | 2.79 (b) | 94.5 |
| 1969-70 | 7.46 | 3.42 | NA | NA | NA | NA | 3.47 | 116.3 |
| 1970-71 | 7.43 | NA | 3.07 | 12.56 | NA | NA | NA | 121.3 |
| 1974-75 | 8.64 | 5.13 | NA | NA | NA | NA | NA | 161.2 |
| 1976-77 | 10.57 | NA | 4.52 | 18.74 | NA | NA | NA | 181.5 |
| 1978-79 | 13.96 | NA | NA | NA | 4.85 | 8.94 | NA | 217.4 |
| 1980-81 | 17.51 | 8.93 | NA | NA | 6.39 | 11.77 | NA | 272.4 |
| 1982-83 | 24.88 | NA | 7.20 | 36.63 | 8.60 | 16.60 | NA | 298.4 |
| (date of year season ends) (percentage increase) | | | | | | | | |
| 1960-70 | 28.0 | NA | NA | NA | NA | NA | NA | 31.1 |
| 1965-70 | 22.1 | 16.3 | NA | NA | NA | NA | 24.4 (c) | 23.1 |
| 1970-75 | 15.8 | 50.0 | NA | NA | NA | NA | NA | 38.6 |
| 1971-77 | 42.3 | NA | 47.2 | 49.2 | NA | NA | NA | 49.6 |
| 1975-81 | 107.3 | 74.1 | NA | NA | NA | NA | NA | 69.0 |
| 1975-83 | 188.0 | NA | NA | NA | NA | NA | NA | 85.1 |
| 1977-83 | 78.2 | NA | 59.3 | 95.4 | NA | NA | NA | 64.4 |
| 1979-83 | NA | NA | NA | NA | 77.3 | 85.7 | NA | 37.3 |

NA - Not available.

(a) For calendar year in which season ends

(b) 1965-66

(c) 1965-66 to 1970-71

Source: James Hailbrun, "Once More With Feeling: The Arts Boom Revisited," in The Economics of Cultural Industries, edited by William Hendon, Nancy Grant, and Douglas Shaw, Association for Cultural Economics, Akron, OH, 1984, p. 40.

Methodological note: Broadway ticket prices (Col. 1) were calculated for 1973-74 and later years by dividing receipts from ticket sales by total attendance for each season, using data provided by the League of New York Theatres and Producers. For years before 1973-74, direct observations on attendance were not available. Average ticket prices before 1973-74 are estimates provided by George Wachtel of the League, and are based on observations of top ticket prices in each year multiplied by the ratio of average to top prices obtained in 1973-74. Symphony orchestra ticket prices (Col. 2) are for regular season subscription tickets. These were calculated for selected seasons by Robert Olmsted of the American Symphony Orchestra League from file data for "major" orchestras (the number rose from 24 in 1964-65 to 70 in 1980-81). Nonprofit theater, bottom and top ticket prices (Cols. 5, 6) are for single tickets to mainstage performances and were provided by Karen Rudman of Theatre Communications Group, Inc. The data are unweighted averages of the prices reported by 32 companies for which TCG has consistent data for the five years 1978-79 through 1982-83. The 32 companies are identified in Theatre Facts '83, p. 3. Ford Foundation Survey ticket prices, all organizations (Col. 7). These are average ticket prices for 166 performing arts organizations of all types, as shown in Ford Foundation (1974) Appendix B, table 4c. Note taken from source cited above.

Table 4-70.
Growth of arts activity: 1959-1983

| | 1959-60 | 1964-65 | 1969-70 | 1974-75 | 1980-81 | 1982-83 |
|------------------------------------------------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Disposable personal income in 1972 dollars (billions, calendar year season ends)..... | 489.7 | 616.3 | 751.6 | 874.9 | 1,054.7 | 1,094.3 |
| Theatrical playing weeks (total)..... | 1,884 | 1,893 | 2,071 | 1,900 | 2,804 | 2,248 |
| Broadway..... | 1,156 | 1,250 | 1,047 | 1,101 | 1,461 | 1,258 |
| Road companies..... | 728 | 643 | 1,024 | 799 | 1,343 | 990 |
| Opera | | | | | | |
| Companies..... | 754 | 732 | 648 | 807 | 1,019 | 1,031 |
| Performances..... | 4,232 | 4,176 | 4,779 | 6,428 | 9,683 | 10,693 |
| Attendance (in millions)..... | NA | NA | 4.6 | 8.0 | 11.1 | 12.7 |
| Symphony orchestras | | | | | | |
| Concerts..... | NA | 5,558 | 6,599 | 14,171 | 19,327 | 19,167 |
| Attendance (in millions)..... | NA | 11.6 | 12.7 | 18.3 | 22.8 | 21.8 |
| ----- Percentage Change ----- | | | | | | |
| | 1960-65 | 1965-70 | 1970-75 | 1975-81 | 1981-83 | |
| Disposable personal income in 1972 dollars (calendar year season ends)..... | 25.9 | 22.0 | 16.4 | 20.5 | 3.8 | |
| Theatrical playing weeks (total)..... | 0.5 | 9.4 | -8.3 | 46.2 | -19.8 | |
| Broadway..... | 8.1 | -16.2 | 5.2 | 32.7 | -26.3 | |
| Road companies..... | -11.7 | 59.3 | -22.0 | 68.1 | -19.8 | |
| Opera | | | | | | |
| Companies..... | -3.0 | -11.5 | 24.5 | 26.3 | 1.2 | |
| Performances..... | -1.3 | 14.4 | 34.5 | 50.6 | 10.4 | |
| Attendance..... | -- | -- | 73.9 | 38.8 | 14.4 | |
| Symphony orchestras | | | | | | |
| Concerts..... | -- | 18.7 | 114.7 | 36.4 | -0.8 | |
| Attendance..... | -- | 9.5 | 44.1 | 24.6 | -4.4 | |

NA - Not available.

-- Not applicable.

Sources: Disposable personal income: Economic Report of the President (1984), table B-24.

Theatrical playing weeks: League of New York Theatres and Producers and Statistical Abstract of the United States (1982-83), table 405.

Opera: Central Opera Service and Statistical Abstract (1982-83), table 405.

Symphony orchestras: American Symphony Orchestra League.

As included in James Heilbrun, "Once More With Feeling: The Arts Boom Revisited," in The Economics of Cultural Industries, edited by William Hendon, Nancy Grant, and Douglas Shaw, Association for Cultural Economics, Akron, OH, 1984, p. 38.

Table 4-69.

Census of Service Industries data on percent change in revenues of average nonprofit theatre, dance, and classical music performing arts organizations by source of revenue: 1977-1982

| | Percent change in revenue: 1977-1982 | | |
|--------------------------------------------------|--------------------------------------|-------------------------------|------------------------------------------------|
| | Average nonprofit theatre producer | Average nonprofit dance group | Average nonprofit classical music organization |
| Total receipts/revenues..... | 14.2 | -26.7 | 8.3 |
| Admission receipts..... | 6.2 | -22.9 | 12.4 |
| Contract fees for entertainment..... | 102.4 | -14.5 | -21.9 |
| Sale of merchandise..... | 60.7 | -30.2 | 4.2 |
| Services to performing arts industry..... | 33.2 | 397.6 | 174.5 |
| Other patron, contract fees..... | 75.1 | -37.4 | 1.1 |
| Royalties, residual fees, subsidiary rights..... | -85.0 | * | -25.2 |
| Government contributions/grants | | | |
| National Endowment for the Arts..... | -3.2 | -59.0 | -26.4 |
| All other government sources..... | 1.1 | -56.6 | 6.1 |
| Private contributions/grants | | | |
| Individuals..... | 37.7 | -24.5 | 0.5 |
| Foundations..... | -9.1 | -45.8 | -12.0 |
| Business/industry..... | 101.9 | 14.7 | 80.4 |
| All other non-government sources..... | -17.5 | 158.4 | -32.6 |
| Other revenues..... | 78.3 | * | 57.3 |

Note: See table 4-68 for description of the Census of Service Industries methodology. The table shows 'change' of each receipts/revenues (inflation adjusted) line item from 1977 to 1982 for the average ('typical') nonprofit organization.

*Data have been withheld to avoid disclosure for an individual dance group. The data are included in the calculation for the total receipts/revenues.

Source: National Endowment for the Arts, Research Division, "8,322 Performing Arts Organizations (Excluding Motion Pictures) Report 1982 Receipts/Revenues of \$4,399,200,000," Washington, D.C., Note 21, February 1987. Census of Service Industries, special tabulations prepared for the National Endowment for the Arts.

Observational note: When averages are calculated to find the "typical" organization in each of the three groups, some fairly substantial changes show up from 1977 to 1982. The method used was to calculate the average for each receipt/revenues line of the three performing arts categories by dividing the total for each income line by the number of organizations. This was done for both 1977 and 1982. In a next step, the 1977 average data were adjusted for inflation (1982=100). The inflation adjusted 1977 data were then compared to 1982. The results of these calculations are presented in the following table summarizing 1977-1982 percentage changes in the average organization's components of receipts/revenues. It shows that the average nonprofit producer of theatre increased total receipts/revenues by 14.2 percent. For the average nonprofit dance group, total receipts/revenues declined by 26.7 percent, and in the average classical music organization, total receipts/revenues increased by 8.3 percent. Note taken from source cited above.

Table 4-68.

Census of Service Industries data on numbers and revenues of nonprofit and for-profit performing arts organizations by discipline: 1977 and 1982

| | 1977 | | 1982 | |
|---------------------------------------------------|----------------------|--------------------------|--------------------------|--------------------------|
| | Tax-exempt | Taxable | Tax-exempt | Taxable |
| Totals..... | 1,228 * | 6,721 \$1,768,204,000 | 1,610 \$1,098,099,000 | 6,712 \$3,301,101,000 |
| Producers of live theatrical productions..... | 508 \$154,972,000 | 750 \$304,100,000 | 715 \$370,059,000 | 873 \$750,487,000 |
| Dance groups..... | 98 \$50,793,000 | 425 \$20,660,000 | 159 \$89,152,000 | 142 \$27,125,000 |
| Classical music organizations..... | 331 \$232,124,000 | 87 \$10,302,000. | 423 \$477,209,000 | 61 \$17,911,000 |
| All other live performing arts organizations..... | 291 * | 5,459 \$1,058,627,000 | 313 \$161,679,000 | 5,636 \$2,505,578,000 |

Note: The universe of organizations that receive questionnaires in the five-year economic census is obtained through the use of two sources. One source is filers of FICA reports; the other is filers of income tax forms (both for-profit and not-for-profit organizations). Performing arts organizations that do not submit either an FICA report or an IRS income tax report are not likely to receive a census questionnaire. Furthermore, many performing arts organizations operate as subsidiaries of larger organizations that may not be primarily in the performing arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity which may not be performing arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1977 and 1982. Note taken from the source cited below.

*Receipts/revenues not available.

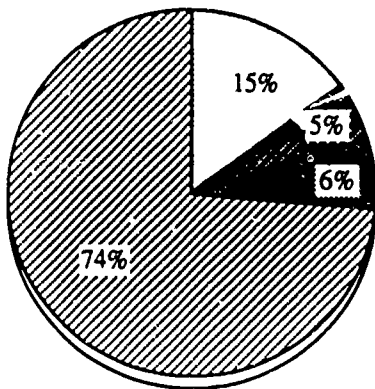
Source: National Endowment for the Arts, Research Division, "8,322 Performing Arts Organizations (Excluding Motion Pictures) Report 1982 Receipt/Revenues of \$4,399,200,000," Washington, D.C., Note 21, February 1987. Census of Service Industries, special tabulations prepared for National Endowment for the Arts.

Chart 4-19.

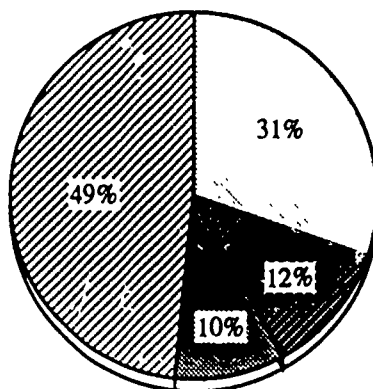
Sources of income of nonprofit theatre, classical music, and dance organizations: 1982

- Private contributions
- ▨ Other revenues
- Government
- ▩ Earned income

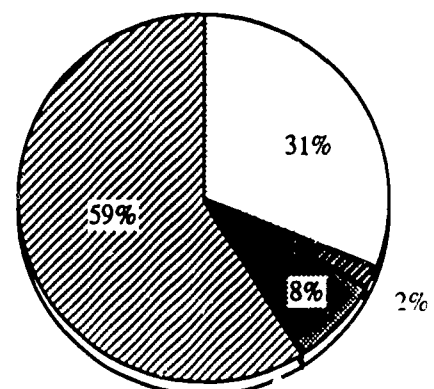
Theatre
(715 organizations)



Classical music
(423 organizations)



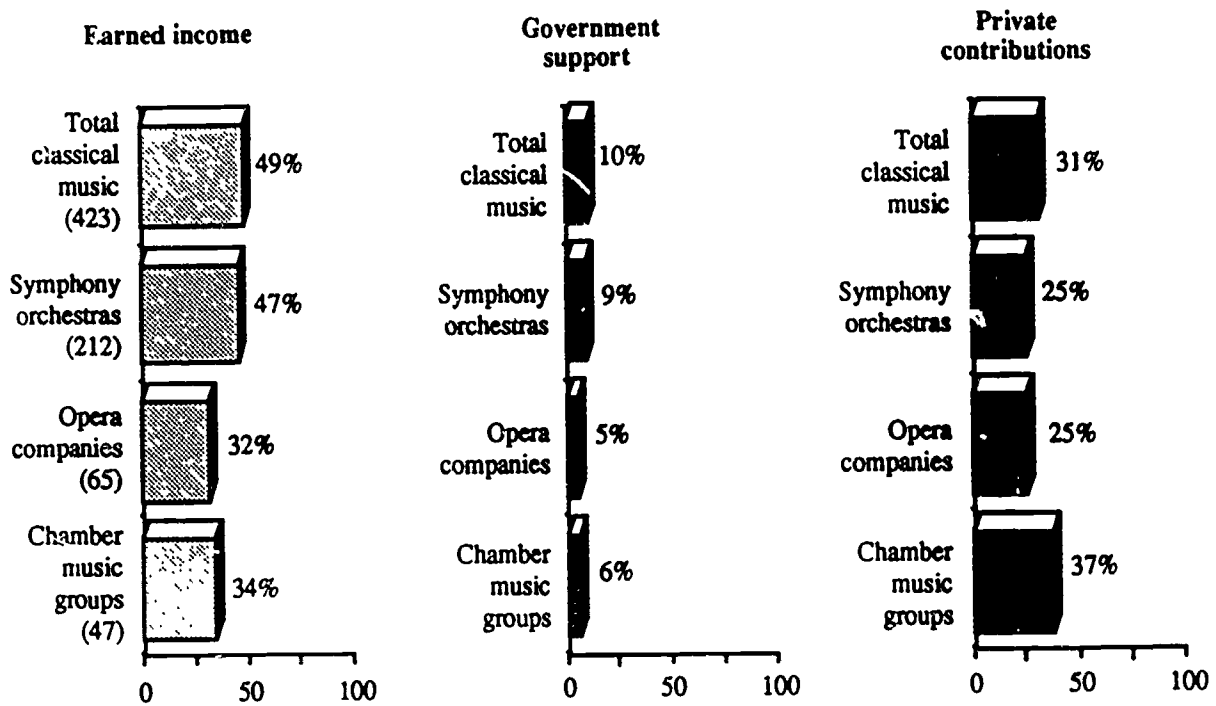
Dance
(159 organizations)



Note: Generally includes organizations filing FICA reports or IRS form 990. Percents do not total 100 due to rounding.

Source: Census of Service Industry data. See tables 4-14, 4-67, and 4-38 for full citations.

Chart 4-18.
Sources of income for nonprofit classical music organizations by type of organization:
1982



Note: In addition to earned, government and private contributions classical music organizations reported from 5 to 14 percent of revenues from "other sources."

Source: Census of Service Industries; See table 4-67 for full citation.

Table 4-67.

Census of Service Industries data on aggregate financial measures of nonprofit (tax-exempt) classical music organizations: 1982

| | Selected classical music fields | | | | | | | |
|--------------------------------------------------------------------------------------|-------------------------------------|---------|---------------------------|---------|----------------------|---------|---------------------------|---------|
| | Classical music organizations (423) | | Symphony orchestras (212) | | Opera companies (65) | | Chamber music groups (47) | |
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| Total revenues..... | \$477,209,000 | 100 | \$276,842,000 | 100 | \$128,927,000 | 100 | \$11,497,000 | 100 |
| Admission receipts..... | 183,269,000 | 38 | 100,979,000 | 36 | 35,804,000 | 28 | 2,799,000 | 24 |
| Contract fees for performances..... | 23,597,000 | 5 | 15,397,000 | 6 | 2,460,000 | 2 | 1,112,000 | |
| Sale of merchandise..... | 2,954,000 | 1 | 1,061,000 | (a) | 1,209,000 | 1 | 285,000 | |
| Services to performing arts industry.. | 4,819,000 | 1 | 2,646,000 | 1 | (b) | (b) | (b) | (b) |
| Other patron, contract fees..... | 12,060,000 | 3 | 8,087,000 | 3 | 1,342,000 | 1 | 143,000 | 1 |
| Royalties, residual fees, subsidiary rights..... | 6,201,000 | 1 | 4,108,000 | 1 | (b) | (b) | (b) | (b) |
| Government contributions and grants | | | | | | | | |
| National Endowment for the Arts..... | 14,987,000 | 3 | 8,025,000 | 3 | 2,971,000 | 2 | 306,000 | |
| All other government sources..... | 31,663,000 | 7 | 17,813,000 | 6 | 3,986,000 | 3 | 342,000 | 3 |
| Private contributions and grants | | | | | | | | |
| Individuals..... | 70,434,000 | 15 | 36,339,000 | 13 | 15,020,000 | 12 | 1,939,000 | 17 |
| Foundations..... | 27,891,000 | 6 | 17,003,000 | 4 | 7,413,000 | 6 | 884,000 | |
| Business and industry..... | 32,058,000 | 7 | 17,522,000 | 6 | 6,339,000 | 5 | 833,000 | |
| All other non-government sources.... | 12,047,000 | 3 | 5,604,000 | 2 | 2,899,000 | 2 | 528,000 | |
| Other revenues..... | 55,229,000 | 12 | 38,000,000 | 14 | 5,149,000 | 4 | 549,000 | |
| Total expenses..... | 494,782,000 | | 280,456,000 | | 149,995,000 | | 11,499,000 | |
| Percent of revenue expenses..... | 96 | | 99 | | 86 | | 100 | |
| Percent of contributions and grants/ expenses..... | 38 | | 33 | | 26 | | 42 | |
| Percent of revenues of organizations reporting detail of sources/total revenues..... | 100 (expanded) | | 97 | | 66 | | 86 | |

Note: See table 4-14 for methodological and observational notes

(a) Less than 0.5 percent.

(b) Data have been withheld to avoid disclosure for individual organizations. This data is included in the column total for the Total Revenues.

Source: National Endowment for the Arts, Research Division, "Aggregate Financial Measures of Nonprofit Theatre, and Classical Music Organizations in 1982", Washington, D.C., Note 26, August 1986, table 3. (Data are from Census of Service Industries.)

Table 4-66.

Census of Service Industries data on numbers and revenues of nonprofit (tax exempt) and for-profit (taxable) performing arts organizations by State: 1982

| | Total nonprofit | | Total for-profit | | Total | Percent nonprofit | | |
|----------------------------|-------------------------|-------------|-------------------------|-------------|-------|-------------------|---------------|-------------------|
| | Number of organizations | Revenues | Number of organizations | Receipts | | Revenues/receipts | Organizations | Revenues/receipts |
| (dollars are in thousands) | | | | | | | | |
| Total United States..... | 1,610 | \$1,098,099 | 6,712 | \$3,301,101 | 8,322 | \$4,399,200 | 19 | 25 |
| Alabama..... | 13 | 3,429 | 29 | 13,040 | 42 | 16,469 | 31 | 21 |
| Alaska..... | 8 | 4,793 | (b) | (a) | 8 | (a) | 100 | (a) |
| Arizona..... | 18 | 14,654 | 51 | 7,567 | 69 | 22,221 | 26 | 66 |
| Arkansas..... | 8 | (a) | 15 | 2,130 | 23 | (a) | 35 | (a) |
| California..... | 193 | (a) | 1,987 | 1,054,321 | 2,180 | (a) | 9 | (a) |
| Colorado..... | 34 | 27,479 | 57 | 31,503 | 91 | 58,982 | 37 | 47 |
| Connecticut..... | 26 | (a) | 85 | 23,602 | 111 | (a) | 30 | (a) |
| Delaware..... | 4 | (a) | 6 | 1,084 | 10 | (a) | 40 | (a) |
| District of Columbia..... | 14 | 22,535 | 29 | 37,961 | 43 | 60,496 | 33 | 37 |
| Florida..... | 58 | 21,807 | 181 | 54,850 | 239 | 76,657 | 24 | 28 |
| Georgia..... | 27 | 11,446 | 67 | 18,626 | 94 | 30,072 | 29 | 38 |
| Hawaii..... | 8 | (a) | 51 | 19,228 | 59 | (a) | 14 | (a) |
| Idaho..... | 6 | (a) | 1 | (a) | 7 | (a) | 86 | (a) |
| Illinois..... | 55 | 41,918 | 251 | 94,467 | 306 | 136,385 | 18 | 31 |
| Indiana..... | 28 | 12,948 | 79 | 25,802 | 107 | 38,750 | 26 | 33 |
| Iowa..... | 20 | 6,248 | 39 | 2,586 | 59 | 8,834 | 34 | 71 |
| Kansas..... | 10 | 1,264 | 46 | 4,566 | 56 | 5,830 | 18 | 22 |
| Kentucky..... | 25 | 10,563 | 41 | 8,333 | 66 | 18,896 | 38 | 56 |
| Louisiana..... | 21 | (a) | 65 | 21,380 | 86 | (a) | 24 | (a) |
| Maine..... | 15 | 1,505 | 20 | 2,400 | 35 | 3,909 | 43 | 39 |
| Maryland..... | 23 | 12,288 | 57 | 14,921 | 80 | 27,209 | 29 | 45 |
| Massachusetts..... | 55 | 49,837 | 92 | 32,457 | 147 | 82,294 | 37 | 61 |
| Michigan..... | 45 | 24,310 | 97 | 50,577 | 142 | 74,887 | 32 | 32 |
| Minnesota..... | 45 | 43 | 84 | 37,674 | 129 | 68,557 | 55 | 45 |
| Mississippi..... | 10 | 1,580 | 12 | 3,844 | 22 | 5,444 | 45 | 29 |
| Missouri..... | 29 | 27,027 | 143 | 36,842 | 172 | 63,869 | 17 | 42 |
| Montana..... | 8 | (a) | 11 | 1,119 | 19 | (a) | 42 | (a) |
| Nebraska..... | 15 | 5,625 | 42 | 3,031 | 57 | 8,656 | 26 | 65 |
| Nevada..... | 4 | 899 | 116 | 58,710 | 120 | 59,609 | 3 | 2 |
| New Hampshire..... | 14 | 2,288 | 14 | 1,422 | 28 | 3,710 | 50 | 62 |
| New Jersey..... | 29 | (a) | 188 | 61,558 | 217 | (a) | 13 | (a) |
| New Mexico..... | 12 | 6,335 | 14 | 2,254 | 26 | 8,589 | 46 | 74 |
| New York..... | 230 | 285,503 | 1,493 | 1,198,887 | 1,723 | 1,484,390 | 13 | 19 |
| North Carolina..... | 35 | 10,345 | 60 | 7,987 | 95 | 18,332 | 37 | 56 |
| North Dakota..... | 5 | 454 | 8 | 282 | 13 | 736 | 34 | 62 |
| Ohio..... | 67 | 60,917 | 128 | 29,287 | 195 | 90,204 | 34 | 68 |
| Oklahoma..... | 15 | (a) | 25 | 13,579 | 40 | (a) | 38 | (a) |
| Oregon..... | 25 | 11,455 | 50 | 6,501 | 75 | 17,956 | 33 | 64 |
| Pennsylvania..... | 80 | 44,492 | 164 | 55,269 | 244 | 99,761 | 33 | 45 |
| Rhode Island..... | 8 | 3,437 | 20 | (a) | 28 | (a) | 29 | (a) |
| South Carolina..... | 17 | 3,738 | 18 | 7,846 | 35 | 11,584 | 49 | 32 |
| South Dakota..... | 6 | (a) | 3 | 1,038 | 14 | (a) | 43 | (a) |
| Tennessee..... | 33 | 11,845 | 232 | 95,253 | 265 | 107,098 | 12 | 11 |
| Texas..... | 70 | 54,501 | 235 | 76,189 | 305 | 130,690 | 23 | 42 |
| Utah..... | 10 | 9,021 | 14 | 15,981 | 24 | 25,002 | 42 | 36 |
| Vermont..... | 7 | 1,017 | 10 | 855 | 17 | 1,872 | 41 | 54 |
| Virginia..... | 26 | 12,218 | 61 | 8,339 | 87 | 20,557 | 30 | 59 |
| Washington..... | 39 | 26,360 | 79 | 26,657 | 118 | 53,017 | 33 | 50 |
| West Virginia..... | 9 | 1,355 | 12 | 5,661 | 21 | 7,016 | 43 | 19 |
| Wisconsin..... | 37 | 17,247 | 120 | 17,956 | 157 | 30,233 | 24 | 41 |
| Wyoming..... | 1 | (a) | 5 | 288 | 6 | (a) | 17 | (a) |

Note: The universe of organizations that receive questionnaires in the five-year economic census is obtained through the use of two sources. One source is filers of FICA reports; the other is filers of income tax forms (both for-profit and not-for-profit organizations). Performing arts organizations that do not submit either a FICA report or an IRS income tax report are not likely to receive a census questionnaire. Furthermore, many performing arts organizations operate as subsidiaries of larger organizations that may not be primarily in the performing arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity which may not be performing arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1977 and 1982. This note is taken from the source cited below. See methodological note on table 4-14.

(a) Data withheld to avoid disclosure for individual arts organizations. The data are included in the column total for the Total U.S.

(b) Represents zero organizations at the end of the year. In the case of Alaska, for-profit organizations existed during the year but not at the close. The for-profit organization receipts are withheld as indicated by (a).

Source: Census of Service Industries, special tabulations prepared for National Endowment for the Arts, Research Division, "Geography of U.S. Performing Arts Organizations in 1982 (Part I)," Washington, D.C., Note 23, June 1987.

Table 4-65.

Membership and selected activities of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America (SPEBSQSA): 1985-1988

| | 1985 | 1986 | 1987 | 1988 |
|--------------------------------------|--------|--------|--------|--------|
| Number of members..... | 37,849 | 37,376 | 37,178 | 36,053 |
| Number of chapters..... | 822 | 829 | 821 | 817 |
| Number of quartets..... | NA | NA | 1,700 | 1,593 |
| Number of competing quartet men..... | 1,947 | 2,026 | 1,727 | NA |

NA Not available.

Note: Figures are taken from the semi-annual update of the Achievement Award Research.

Source: (1985-1987) Data provided by Diane Witshbeber, Administrative Assistant, Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, Inc., Achievement Award Research, Kenosha, WI, September 4, 1987; (1988) Data provided by Frank Santarelli, Director, Finance and Administration, Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, Inc., Kenosha, WI, October, 1989.

Table 4-64.
American String Teachers Association membership data, by type and by instrument played: 1983-1989

| | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Type of membership | | | | | | | |
| Active..... | 3,175 | 3,322 | 3,568 | 3,659 | 3,820 | 3,915 | 3,961 |
| Student..... | 542 | 518 | 600 | 721 | 712 | 731 | 778 |
| School and library..... | 411 | 413 | 437 | 451 | 451 | 458 | 469 |
| Contributor..... | 17 | 25 | 24 | 20 | 18 | 15 | 15 |
| Age 62 and up..... | 410 | 431 | 474 | 613 | 690 | 782 | 809 |
| Life..... | 234 | 236 | 244 | 245 | 259 | 258 | 264 |
| Friend..... | 148 | 164 | 257 | 180 | 143 | 180 | 211 |
| Active and spouse..... | 35 | 48 | 54 | 67 | 85 | 77 | 80 |
| One month..... | | | | | | | |
| Total..... | 4,972 | 5,157 | 5,658 | 5,956 | 6,178 | 6,416 | 6,607 |
| Instrument(s) played | | | | | | | |
| Violin..... | 3,083 | 3,187 | 3,338 | 3,484 | 3,646 | 3,776 | 3,853 |
| Viola..... | 1,901 | 1,978 | 2,002 | 2,074 | 2,199 | 2,339 | 2,410 |
| Violincello..... | 1,164 | 1,213 | 1,228 | 1,304 | 1,439 | 1,526 | 1,558 |
| Double bass..... | 546 | 574 | 570 | 609 | 651 | 695 | 720 |
| Guitar..... | 307 | 276 | 284 | 322 | 321 | 361 | 356 |
| Harp..... | 3 | 50 | 241 | 201 | 209 | 277 | 331 |
| Other..... | 83 | 124 | 93 | 121 | 222 | 395 | 515 |
| Total*..... | 7,087 | 7,402 | 7,756 | 8,115 | 8,687 | 9,369 | 9,743 |

Note: 1987 figures reflect membership for the month of June. All other years were taken from the month of October.

*The total is larger than membership because many members play multiple instruments.

Source: Data provided by J. Kimball Harriman, Executive Director, American String Teachers Association, Georgia, October 1987, and October 1989.

Explanatory note: American String Teachers Association (ASTA) is a nonprofit education corporation which serves string and orchestra teachers, players and students, as well as guitarists and harpists. ASTA is an international organization with chartered affiliated State units.

Table 4-63.
International Trumpet Guild membership: 1977-1989

| Years | Total membership | | |
|-----------|------------------|----------------|-------------|
| | In U.S.A. | Outside U.S.A. | Grand total |
| 1977..... | 1,158 | 147 | 1,305 |
| 1978..... | 1,244 | 172 | 1,416 |
| 1979..... | 1,519 | 281 | 1,800 |
| 1980..... | 1,871 | 348 | 2,219 |
| 1981..... | 2,107 | 354 | 2,461 |
| 1982..... | 2,330 | 371 | 2,701 |
| 1983..... | 2,269 | 295 | 2,564 |
| 1984..... | 2,535 | 301 | 2,836 |
| 1985..... | 2,681 | 310 | 2,991 |
| 1986..... | 3,078 | 357 | 3,435 |
| 1987..... | 3,273 | 421 | 3,694 |
| 1988..... | 3,700 | 401 | 4,101 |
| 1989..... | 3,602 | 451 | 4,053 |

Source: Prepared from data provided by Dr. Stephen Jones, Secretary, International Trumpet Guild, School of Music, Western Michigan University, Kalamazoo, MI; 1977 data compiled by David Baldwin; 1978-79 data compiled by Donald Bullock; 1981-83 data compiled by Stephen L. Glover (appeared in I.T.G. Journal/May 1983); and 1983-89 data compiled by Bryan Goff.

Table 4-62.
Census of Population data on State distributions of musicians/composers:
1970 and 1980

| State | 1970 Rank | Number of musicians/composers | Concentration ratio* | 1980 Rank | Number of musicians/composers | Concentration ratio* |
|---------------------|-----------|-------------------------------|----------------------|-----------|-------------------------------|----------------------|
| California..... | 1 | 14,752 | 1.49 | 1 | 22,919 | 1.50 |
| New York..... | 2 | 12,132 | 1.31 | 2 | 16,836 | 1.56 |
| Texas..... | 3 | 5,445 | 1.02 | 3 | 7,717 | .87 |
| Florida..... | 7 | 4,328 | 1.38 | 4 | 7,713 | 1.36 |
| Pennsylvania..... | 5 | 4,873 | .83 | 5 | 5,892 | .82 |
| Illinois..... | 4 | 5,120 | .90 | 6 | 5,514 | .75 |
| Ohio..... | 6 | 4,385 | .83 | 7 | 5,424 | .81 |
| Michigan..... | 8 | 3,847 | .90 | 8 | 4,640 | .82 |
| New Jersey..... | 9 | 3,354 | .91 | 9 | 4,481 | .95 |
| Massachusetts..... | 10 | 2,504 | .84 | 10 | 4,257 | 1.12 |
| Tennessee..... | 11 | 2,129 | 1.12 | 11 | 3,826 | 1.37 |
| Washington..... | 12 | 2,095 | 1.26 | 12 | 3,366 | 1.29 |
| Georgia..... | 19 | 1,569 | .70 | 13 | 2,745 | .82 |
| Minnesota..... | 15 | 1,984 | 1.04 | 14 | 2,736 | 1.02 |
| North Carolina..... | 18 | 1,763 | .69 | 15 | 2,652 | .71 |
| Virginia..... | 20 | 1,477 | .67 | 16 | 2,592 | .78 |
| Maryland..... | 17 | 1,912 | .97 | 17 | 2,589 | .93 |
| Missouri..... | 14 | 1,988 | .87 | 18 | 2,493 | .82 |
| Wisconsin..... | 13 | 1,995 | .90 | 19 | 2,414 | .79 |
| Indiana..... | 16 | 1,934 | .74 | 20 | 2,234 | .65 |
| Colorado..... | 22 | 1,338 | 1.25 | 21 | 2,014 | 1.04 |
| Louisiana..... | 21 | 1,429 | .94 | 22 | 1,892 | .81 |
| Nevada..... | 25 | 1,090 | 4.19 | 23 | 1,750 | 3.07 |
| Arizona..... | 30 | 1,033 | 1.30 | 24 | 1,747 | 1.09 |
| Connecticut..... | 24 | 1,162 | .72 | 25 | 1,740 | .85 |
| Kentucky..... | 26 | 1,085 | .77 | 26 | 1,666 | .82 |
| Oregon..... | 28 | 1,077 | 1.03 | 27 | 1,621 | .97 |
| Alabama..... | 23 | 1,307 | .84 | 28 | 1,468 | .67 |
| Oklahoma..... | 29 | 1,048 | .87 | 29 | 1,314 | .73 |
| South Carolina..... | 33 | 706 | .57 | 30 | 1,131 | .60 |
| Iowa..... | 31 | 978 | .70 | 31 | 1,112 | .60 |
| Hawaii..... | 34 | 620 | 1.69 | 32 | 1,097 | 1.87 |
| Kansas..... | 27 | 1,078 | .98 | 33 | 904 | .60 |
| Mississippi..... | 35 | 573 | .61 | 34 | 899 | .66 |
| Nebraska..... | 32 | 751 | 1.02 | 35 | 768 | .77 |
| Arkansas..... | 37 | 459 | .54 | 36 | 728 | .58 |
| New Mexico..... | 36 | 468 | 1.10 | 37 | 693 | .94 |
| Maine..... | 41 | 347 | .73 | 38 | 548 | .82 |
| West Virginia..... | 38 | 406 | .57 | 39 | 521 | .51 |
| Rhode Island..... | 40 | 351 | .73 | 40 | 489 | .79 |
| Utah..... | 44 | 234 | .47 | 41 | 462 | .55 |
| New Hampshire..... | 47 | 149 | .39 | 42 | 426 | .70 |
| Montana..... | 39 | 401 | 1.24 | 43 | 330 | .69 |
| Idaho..... | 42 | 339 | 1.00 | 44 | 306 | .55 |
| South Dakota..... | 43 | 316 | 1.02 | 45 | 303 | .72 |
| North Dakota..... | 46 | 186 | .70 | 46 | 287 | .74 |
| Vermont..... | 50 | 91 | .42 | 47 | 262 | .80 |
| Delaware..... | 45 | 207 | .76 | 48 | 237 | .63 |
| Alaska..... | 49 | 94 | .77 | 49 | 213 | .87 |
| Wyoming..... | 48 | 138 | .86 | 50 | 78 | .26 |

Note: Census figures for total number of musicians/composers for 1970 were 99,533 and for 1980 were 140,556. States are in order of rank of number of musicians/composers in 1980.

*Concentration ratio: Proportion of musicians/composers in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C. Report 19, March 1987, figure VIII, p. 27. (Data are from U.S. Bureau of the Census, Census of Population.)



Table 4-61.

Most frequently programmed contemporary composers and their most frequently played pieces for 28 presenters in the membership of Chamber Music America: 1967-1986

| Composer | Number of performances | Most popular piece |
|--------------|------------------------|-------------------------------------------------------------------------------------------|
| Shostakovich | 33 | String Quartet #8, Opus 110 |
| Stravinsky | 13 | Three Pieces for String Quartet |
| Britten | 8 | String Quartet #2 in C, Opus 36 |
| Barber | 6 | Summer Music for Woodwind Quintet, Opus 31 |
| Ibert | 5 | Trois Pieces Breves for Wind Quintet |
| Cage | 4 | (No piece programmed more than once) |
| Carter | 4 | (No piece programmed more than once) |
| Jarrett | 4 | (No piece programmed more than once) |
| Kirchner | 4 | Quartet #1 for Strings |
| Ligeti | 4 | (No piece programmed more than once) |
| Milaud | 4 | Suite for Violin, Clarinets, and Piano (1936) La Cheminee du Roi Rene for Wind Quintet |

Note: Chamber Music America is planning to conduct a study in 1990 to update the information in this table.

Source: David M. Rubin, "Beyond the Chamber Music Hit Parade," Chamber Music, Vol. 4, No. 3, Fall 1987, p. 13.

Table 4-60.

Total number of performances of music by the top 10 composers for 28 presenters in the membership of Chamber Music America: 1967-1987

| | |
|-------------------|-----|
| Beethoven..... | 149 |
| Mozart..... | 124 |
| Haydn..... | 77 |
| Brahms..... | 63 |
| Schubert..... | 56 |
| Dvorak..... | 44 |
| Bartok..... | 41 |
| Shostakovich..... | 33 |
| Mendelssohn..... | 29 |
| Ravel..... | 28 |

Note: Chamber Music America is planning to conduct a study in 1990 to update the information in this table.

Source: David M. Rubin, "Beyond the Chamber Music Hit Parade," Chamber Music, Vol. 4, No. 3, Fall 1987, p. 13.

Table 4-59.

Changes in chamber music programming over time by musical period for 28 presenters in the membership of Chamber Music America: 1967-1988

| Period | 1967-68 | 1972-73 | 1977-78 | 1982-83 | 1987-88 |
|-------------------------------------------|---------------------------|---------|---------|---------|---------|
| | (percentage distribution) | | | | |
| Baroque..... | 13* | 5 | 5 | 5 | 5 |
| Classical..... | 32 | 49 | 39 | 36 | 39 |
| Romantic..... | 14 | 14 | 23 | 20 | 17 |
| Late romantic and early 20th century..... | 18 | 14 | 13 | 17 | 18 |
| Viennese and contemporary..... | 23 | 18 | 20 | 22 | 21 |

Note: Based on a consistent sample of 28 presenters in the membership of Chamber Music America.

Chamber Music America is planning to conduct a study in 1990 to update the information in this table.

*Expressed as a percentage of the total programming for that year. For instance in the 67-87 season, 13 percent of the pieces programmed were Baroque. Total for each column equals 100 percent.

Source: David M. Rubin, "Beyond the Chamber Music Hit Parade," Chamber Music, Vol. 4, No. 3, Fall 1987.

Table 4-58.

Total chamber music performances by musical period for 28 presenters in the membership of Chamber Music America: 1967-1987

| Period | Key composers | Total composers | Total performances |
|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|
| Classical..... | Haydn Mozart Beethoven Schubert | 25 | 448 |
| Romantic..... | Mendelssohn Schumann Brahms Tchaikovsky Dvorak | 21 | 208 |
| Late Romantic..... and early 20th century | Faure Janacek Debussy Ravel Bartok Prokofiev Ives Martinu | 39 | 190 |
| Viennese school..... and contemporary* | Schoenberg Berg Webern Shostakovich Barber Britten Ligeti Kirchner Carter Cage Lutoslawski | 105 | 242 |

Note: Based on a consistent sample of 28 presenters in membership of Chamber Music America.

Chamber Music America is planning to conduct a study in 1990 to update the information in this table.

*All composers who were alive during the survey period were classified as contemporary, despite their varying musical styles.

Source: David M. Rubin, "Beyond the Chamber Music Hit Parade," Chamber Music, Vol. 4, No. 3, Fall 1987, p. 11.

Table 4-57.

Chorus America data on income and expenses for independent (autonomous) choruses: 1980, 1985, and 1987

| | 1980 | 1985 | 1987 |
|---------------------------------------------------------------|----------------|----------------|----------------|
| (in thousands of dollars) | | | |
| 5 independent choruses* reporting for all three years: | | | |
| Earned income | 406.2 | 481.7 | 750.1 |
| Private support | 230.8 | 424.2 | 827.5 |
| Government support | 58.0 | 81.4 | 130.8 |
| Other revenues | 0 | 100.7 | 3.0 |
| Total revenues | 695.2 | 1,088.0 | 1,711.9 |
| Personnel expenses | 495.4 | 691.0 | 1,040.4 |
| All other expenses | 214.0 | 419.0 | 695.7 |
| Total expenses | 709.4 | 1,110.0 | 1,736.1 |
| All independent choruses reporting: | | | |
| | (N=36) | (N=39) | (N=48) |
| Earned income | 1,113.5 | 1,885.5 | 3,329.6 |
| Private support | 778.3 | 1,778.3 | 3,563.1 |
| Government support | 155.0 | 317.7 | 1,246.8 |
| Other revenues | 52.5 | 335.6 | 150.0 |
| Total revenues | 2,083.3 | 4,315.9 | 8,150.2 |
| Personnel expenses | 1,424.0 | 2,670.9 | 4,604.3 |
| All other expenses | 715.2 | 1,667.5 | 3,230.3 |
| Total expenses | 2,139.3 | 4,339.3 | 7,834.6 |

*Includes Los Angeles Master Chorale, Paul Hill Chorale, Philadelphia Singers, Camata Academy, and Denver Chamber Chorale.

Source: Chorus America (formerly the Association of Professional Vocal Ensembles), Philadelphia, PA, Third National Choral Survey - 1980 Fiscal Year, table A, and Fourth National Choral Survey, 1985, Facts and Figures, table A, p. 1, and Fifth National Choral Survey, 1987, tables A and B.

Methodological note: The figures for all independent choruses include only those groups reporting both income and expenses. The source data include expense figures only for eight additional groups. These are primarily symphony and opera choruses whose incomes are derived from their parent organizations and cannot be reported separately. The group of five independent choruses reporting for all three years, includes one organization whose income and expenses represent almost half of the amounts reflected in the combined figures reported above.

Table 4-56.
Real budgets of American Symphony Orchestra League orchestras: 1974-1983

| Source of income | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 |
|-------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GNP deflator..... | 147.7 | 161.2 | 170.5 | 181.5 | 195.4 | 217.4 | 246.8 | 272.4 | 289.1 | 298.4 |
| (in millions of 1972 dollars) | | | | | | | | | | |
| Income | | | | | | | | | | |
| Earned..... | 32.7 | 35.4 | 38.1 | 40.9 | 44.2 | 47.2 | 47.9 | 49.6 | 53.7 | 56.6 |
| Contributions | | | | | | | | | | |
| Government..... | 11.0 | 11.7 | 11.7 | 11.5 | 12.8 | 14.5 | 13.5 | 13.3 | 12.9 | 12.2 |
| Private..... | 22.9 | 21.6 | 22.7 | 24.4 | 25.8 | 28.5 | 29.1 | 32.9 | 34.8 | 37.0 |
| Endowment and interest..... | 8.9 | 8.6 | 7.9 | 8.2 | 8.2 | 8.8 | 9.3 | 10.3 | 11.2 | 11.0 |
| Total income..... | 75.5 | 77.3 | 80.4 | 85.0 | 91.0 | 99.0 | 99.8 | 106.1 | 112.6 | 116.8 |
| Expenses | | | | | | | | | | |
| Artistic salaries..... | 47.3 | 48.1 | 49.8 | 52.9 | 54.2 | 55.3 | 55.0 | 57.0 | 59.7 | 62.5 |
| Production expenses..... | 19.6 | 20.9 | 21.3 | 22.8 | 25.5 | 29.4 | 32.3 | 32.9 | 36.0 | 36.9 |
| Administrative expenses..... | 10.7 | 11.3 | 11.9 | 12.9 | 13.9 | 16.1 | 14.8 | 16.3 | 17.6 | 18.5 |
| Total expenses..... | 77.6 | 80.3 | 83.0 | 88.6 | 93.6 | 100.8 | 102.1 | 106.2 | 113.3 | 117.9 |
| Deficit..... | -2.3 | -3.1 | -2.6 | -3.8 | -2.6 | -1.8 | -2.3 | -0.2 | -0.7 | -1.2 |

Source: American Symphony Orchestra League, annual reports, various years. The number of orchestras included varies from year to year.

Table taken from: Hilda Baumol and William Baumol, "The Future of the Theatre and the Cost Disease of the Arts," Journal of Cultural Economics, special edition, "Bach in the Box," 1985, p. 21.

2.4

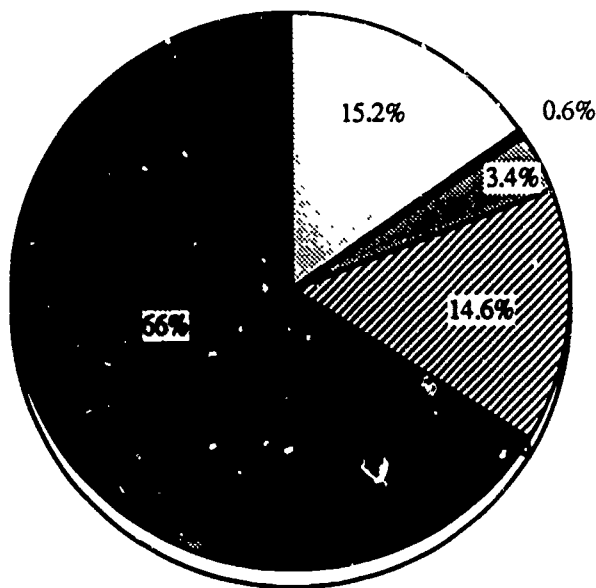
Table 4-55.

Income, expenses, and activity of American Symphony Orchestra League orchestras: 1974-1983

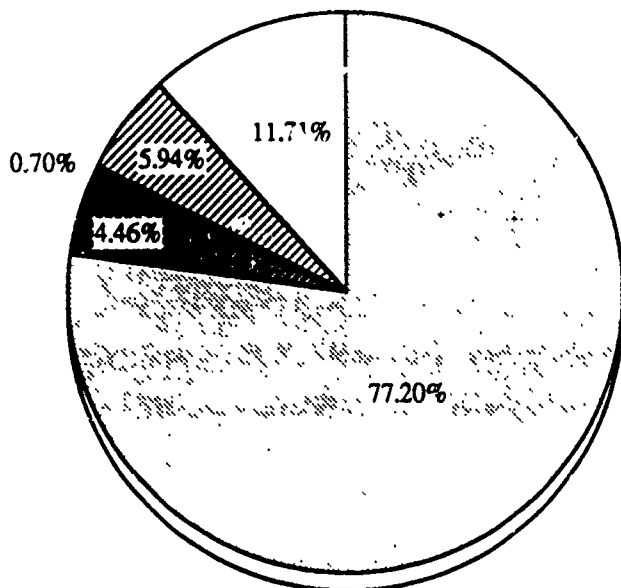
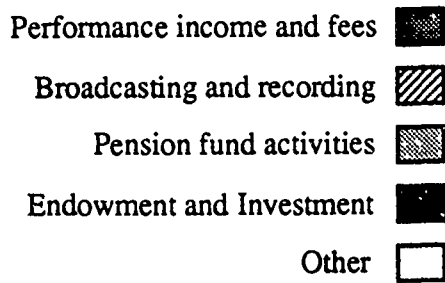
| Source of income | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | Growth |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| (in millions of current dollars) | | | | | | | | | | | |
| Income | | | | | | | | | | | |
| Earned..... | 48.3 | 57.0 | 64.9 | 74.2 | 86.4 | 102.7 | 118.3 | 135.1 | 155.3 | 168.8 | 13.3 |
| Contributions | | | | | | | | | | | |
| Government..... | 16.2 | 18.8 | 20.0 | 20.8 | 25.1 | 31.6 | 33.4 | 36.2 | 37.4 | 36.3 | 8.4 |
| Private..... | 33.8 | 34.8 | 38.7 | 44.3 | 50.5 | 62.0 | 71.7 | 89.5 | 100.5 | 110.4 | 12.6 |
| Endowment..... | 13.2 | 13.9 | 13.4 | 14.8 | 16.1 | 19.1 | 23.0 | 28.1 | 32.4 | 32.8 | 9.5 |
| Total income..... | 111.5 | 124.5 | 137.0 | 154.1 | 178.1 | 215.4 | 246.4 | 288.8 | 325.6 | 348.3 | 12.1 |
| Expenses | | | | | | | | | | | |
| Artistic salaries..... | 69.9 | 77.6 | 84.9 | 96.1 | 105.9 | 120.2 | 135.8 | 155.3 | 172.6 | 186.5 | 10.3 |
| Production expenses..... | 29.0 | 33.7 | 36.4 | 41.4 | 49.9 | 64.0 | 79.8 | 89.6 | 104.2 | 110.0 | 14.3 |
| Administrative expenses..... | 15.8 | 18.2 | 20.3 | 23.5 | 27.2 | 35.1 | 36.5 | 44.4 | 50.8 | 55.2 | 13.3 |
| Total expenses..... | 114.7 | 129.5 | 141.5 | 160.9 | 183.1 | 219.3 | 252.1 | 289.3 | 327.6 | 351.7 | 11.9 |
| Deficit..... | -3.3 | -5.0 | -4.5 | -6.8 | -5.0 | -3.9 | -5.7 | -0.5 | -2.0 | -3.4 | |
| Attendance (millions)..... | | | | | | | | | | | |
| | 18.3 | 18.3 | 20.1 | 21.0 | 21.4 | 22.4 | 22.6 | 22.8 | 21.9 | 22.0 | 1.9 |
| Performances (thousands)..... | | | | | | | | | | | |
| | 13.9 | 14.2 | 14.8 | 17.4 | 18.0 | 22.1 | 22.2 | 19.3 | 19.7 | 19.2 | 3.3 |

Source: American Symphony Orchestra League, annual reports, various years. The number of orchestras included varies from year to year. Table taken from: Hilda Baumol and William Baumol, "The Future of the Theatre and the Cost Disease of the Arts," Journal of Cultural Economics, special edition, "Bach in the Box," 1985, p. 20.

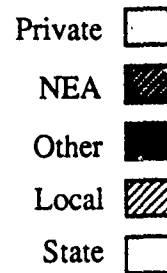
Chart 4-17.
Sources of income of symphony orchestras in the membership of the American
Symphony Orchestra League: 1988



Earned income sources



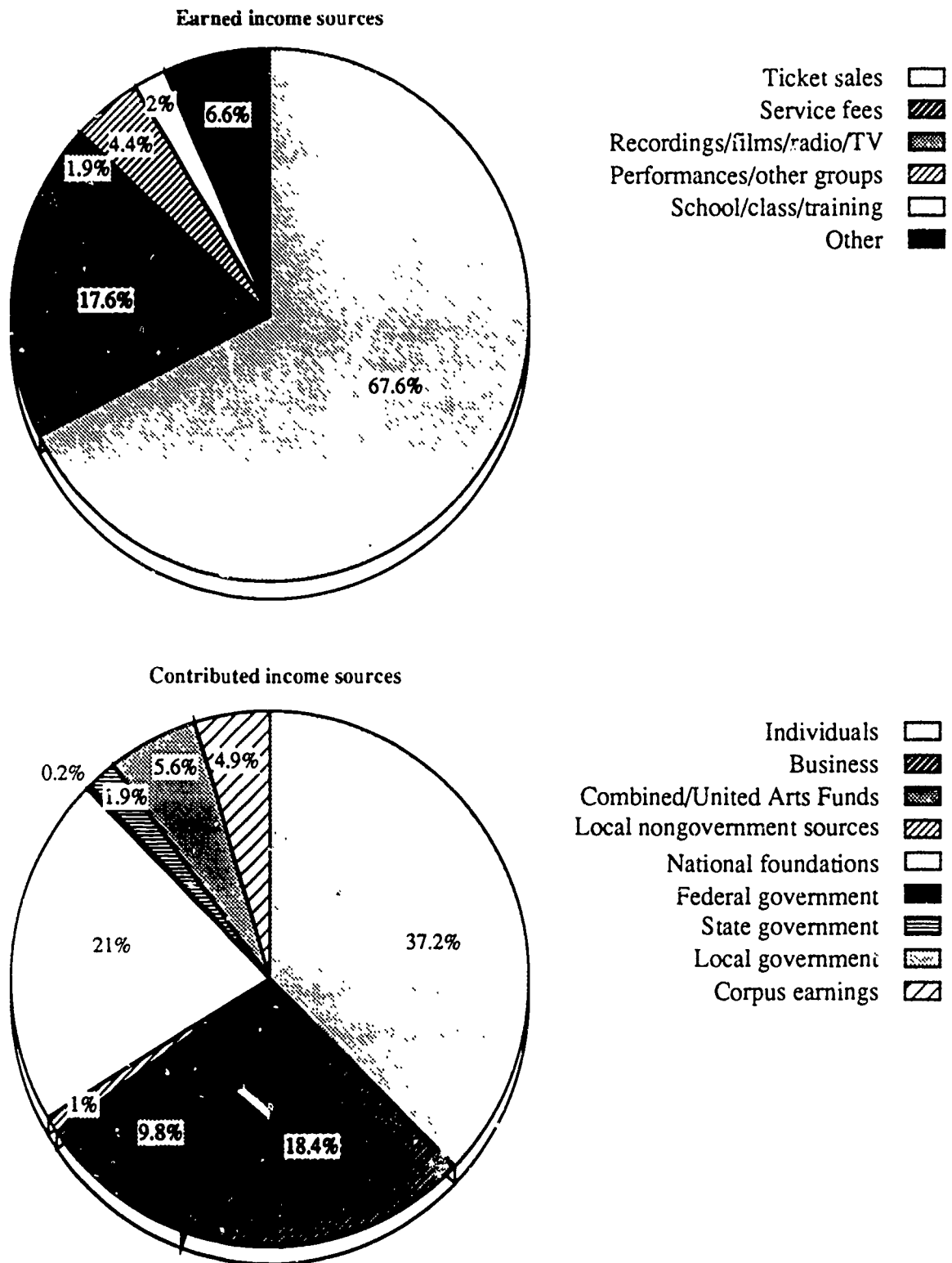
Contributed income sources



Source: American Symphony Orchestra League; See table 4-54 for full citation.

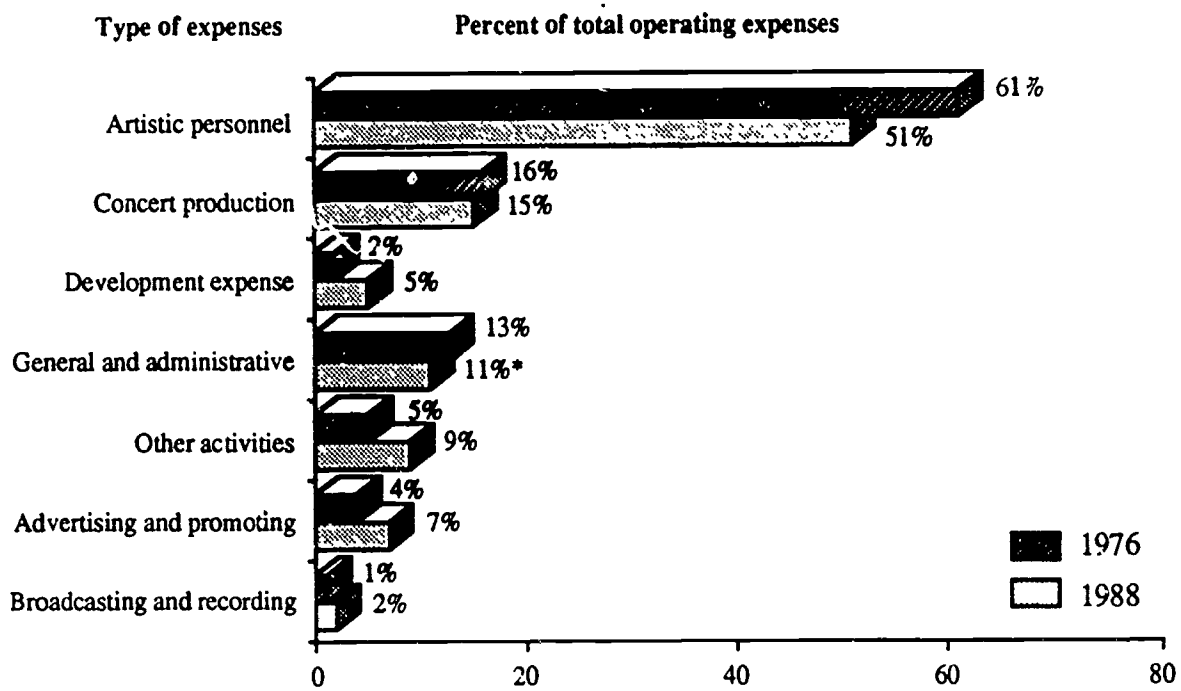
Chart 4-16.

Sources of earned and contributed income of 91 symphony orchestras in the Ford Foundation Study: 1965



Source. Ford Foundation: The Finances of the Performing Arts, Volume I, Appendix C, tables 29 and 30.

Chart 4-15.
Distribution of operating expenditures of symphony orchestras in the membership
of the American Symphony Orchestra League: 1976 and 1988



* Includes pension activity. This was 0.7 percent of the total in 1988. In 1976 pension fund activity was included in the "other" category. See note on table 4-53.

Source: American Symphony Orchestra League; See table 4-54 for full citation.

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Table 4-54.

Financial and operational data for major, regional, and metropolitan orchestras in the membership of the American Symphony Orchestra League: 1976-1988 (continued from previous page)

| | 1983-84 | 1984-85 | 1985-86 | 1986-87 | 1987-88 |
|------------------------------------------|--------------|--------------|--------------|--------------|--------------|
| (dollars are in millions) | | | | | |
| Revenue | | | | | |
| Performance income and fees..... | 148.7 | 167.6 | 184.9 | 203.1 | 220.4 |
| Broadcasting and recording..... | 7.5 | 9.0 | 10.4 | 10.1 | 11.4 |
| Pension fund activities..... | .9 | 2.1 | 1.9 | 2.3 | 2.0 |
| Other earned income..... | 27.0 | 33.2 | 42.6 | 45.5 | 50.6 |
| Endowment and investment..... | 35.1 | 38.8 | 42.6 | 44.9 | 48.5 (e) |
| Total revenue..... | 220.2 | 250.7 | 282.4 | 305.9 | 332.9 |
| Operating expenses | | | | | |
| Artistic personnel..... | 206.5 | 229.2 | 252.3 | 268.0 | 289.9 |
| Broadcasting and recording..... | 7.0 | 8.2 | 9.5 | 3.8 | 10.5 |
| Pension fund activities..... | 0.6 | 0.5 | 0.8 | 0.9 | 0.7 |
| Other activities..... | 26.8 | 32.2 | 42.3 | 44.2 | 50.2 |
| Concert production..... | 59.4 | 68.4 | 71.0 | 79.8 | 86.4 |
| Development expense..... | 16.4 | 20.7 | 24.1 | 24.7 | 27.1 |
| Advertising and promotion..... | 27.4 | 32.3 | 36.3 | 40.2 | 42.5 |
| General and administrative..... | 45.7 | 50.3 | 54.9 | 58.8 | 63.9 |
| Total operating expenses..... | 389.8 | 441.8 | 491.2 | 525.4 | 571.3 |
| Deficiency from operations..... | (169.6) | (191.1) | (208.8) | (219.5) | (238.4) |
| Support | | | | | |
| Tax-supported grant | | | | | |
| City..... | 6.3 | 6.8 | 8.6 | 8.3 | 9.0 |
| County..... | 3.3 | 3.3 | 3.8 | 5.0 | 4.6 |
| State..... | 4.9 | 5.3 | 5.7 | 5.6 | 5.5 |
| State Arts Agencies..... | 12.4 | 13.8 | 18.7 | 18.5 | 20.2 |
| NEA..... | 8.6 | 9.9 | 10.5 | 10.2 | 10.2 |
| Boards of Education..... | 0.9 | 1.0 | 1.1 | 0.9 | 1.1 |
| Other sources..... | 1.7 | 1.6 | 1.3 | 1.6 | 1.6 |
| Total tax-supported grants..... | 38.1 | 41.7 | 49.7 | 50.1 | 52.2 |
| Private sector support | | | | | |
| Individuals..... | (c) | (c) | (c) | (c) | (c) |
| Business and industry..... | (c) | (c) | (c) | (c) | (c) |
| Foundations..... | (c) | (c) | (c) | (c) | (c) |
| Fundraising activities..... | (c) | (c) | (c) | (c) | (c) |
| Other sources..... | (c) | (c) | (c) | (c) | (c) |
| Total private sector support..... | 120.7 | 143.0 | 148.4 | 167.6 | 176.7 |
| Total support..... | 158.8 | 184.7 | 198.1 | 217.7 | 228.9 |
| Year-end surplus (deficit)..... | (10.8) | (6.4) | (10.7) | (1.8) | (9.5) |
| Attendance (millions)..... | 23.2 | 23.7 | 25.4 | (d) | (d) |
| Number of concerts..... | 19,086 | 19,969 | 20,272 | (d) | (d) |

NA - Not available

Note: Data based on major, regional, and metropolitan orchestras. The exact number varies from year to year. According to the American Symphony Orchestra League, this number ranges from 160 to 170 for more recent years.

(a) Pension activities were reported within other revenue and expense categories prior to 1978-79.

(b) Aggregate data not available.

(c) Data for individual categories not available.

(d) Data not available.

(e) The 1987-88 Endowment and Investment figure does not include a one-time writedown amount of \$4.7 million by an orchestra in anticipation of selling its theatre.

Source: American Symphony Orchestra League. (1976-1982) Data provided by Bob Olmstead, Director, Research and Analysis, Washington, D.C., October 1987; (1983-88) Data provided by Vicki O'Reilly, Research Specialist, November 1988.

Table 4-54.

Financial and operational data for major, regional, and metropolitan orchestras in the membership of the American Symphony Orchestra League: 1976-1988 (continued on next page)

| | 1976-77 | 1977-78 | 1978-79 | 1980-81 | 1981-82 |
|------------------------------------------|--------------|--------------|--------------|--------------|--------------|
| (dollars are in millions) | | | | | |
| Revenue | | | | | |
| Performance income and fees..... | 62.2 | 70.4 | 80.4 | 107.2 | 121.5 |
| Broadcasting and recording..... | 4.5 | 5.6 | 7.3 | 8.1 | 9.9 |
| Pension fund activities..... | (a) | (a) | 1.3 | 1.4 | 1.8 |
| Other earned income..... | 7.4 | 10.4 | 13.7 | 18.4 | 22.1 |
| Endowment and investment..... | 14.8 | 16.1 | 19.1 | 28.1 | 32.4 |
| Total revenue..... | 88.9 | 102.5 | 121.8 | 163.2 | 187.7 |
| Operating expenses | | | | | |
| Artistic personnel..... | 96.0 | 105.9 | 120.2 | 155.3 | 172.6 |
| Broadcasting and recording..... | 1.5 | 3.5 | 5.3 | 6.3 | 7.4 |
| Pension fund activities..... | (a) | (a) | 0.5 | 0.5 | 0.7 |
| Other activities..... | 8.0 | 7.6 | 12.0 | 18.1 | 21.2 |
| Concert production..... | 24.9 | 30.2 | 37.6 | 47.5 | 54.5 |
| Development expenses..... | 3.2 | 4.0 | 5.9 | 10.2 | 12.3 |
| Advertising and promotion..... | 7.0 | 8.7 | 8.6 | 17.2 | 20.4 |
| General and administrative..... | 20.3 | 23.2 | 29.2 | 34.2 | 38.5 |
| Total operating expenses..... | 160.9 | 183.1 | 219.3 | 289.3 | 327.6 |
| Deficiency from operations..... | (72) | (80.6) | (97.5) | (126.1) | (179.9) |
| Support | | | | | |
| Tax-supported grants | | | | | |
| City..... | (b) | 3.8 | 3.8 | 4.1 | 4.9 |
| County..... | (b) | 2.4 | 2.5 | 2.7 | 2.6 |
| State..... | (b) | 2.4 | 2.0 | 4.7 | 6.2 |
| State Arts Agencies..... | (b) | 6.4 | 7.9 | 8.7 | 11.3 |
| NEA..... | (b) | 8.7 | 13.2 | 12.1 | 10.6 |
| Boards of Education..... | (b) | 0.4 | 0.5 | 0.8 | 0.8 |
| Other sources..... | (b) | 1.0 | 1.7 | 3.0 | 1.0 |
| Total tax-supported grants..... | 20.8 | 25.1 | 31.6 | 36.1 | 37.4 |
| Private sector support | | | | | |
| Individuals..... | (b) | 21.5 | 26.1 | 37.1 | 41.0 |
| Business and industry..... | (b) | 10.2 | 13.9 | 19.8 | 24.0 |
| Foundations..... | (b) | 2.7 | 0.5 | 1.9 | 2.7 |
| Fundraising activities..... | (b) | 8.2 | 9.5 | 14.0 | 19.0 |
| Other sources..... | (b) | 7.9 | 12.0 | 16.7 | 13.8 |
| Total private sector support..... | 44.3 | 50.5 | 62.0 | 89.5 | 100.5 |
| Total support..... | 65.1 | 75.6 | 93.6 | 125.6 | 137.9 |
| Year-end surplus (deficit)..... | (6.9) | (5.0) | (3.9) | (0.5) | (0.2) |
| Attendance (millions)..... | 21.0 | 21.4 | 22.4 | 22.8 | 21.9 |
| Number of concerts..... | 17,421 | 18,027 | 22,096 | 19,327 | 19,204 |

NA - Not available

Note: Data based on major, regional, and metropolitan orchestras. The exact number varies from year to year. According to the American Symphony Orchestra League, this number ranges from 160 to 170 for more recent years.

(a) Pension activities were reported within other revenue and expense categories prior to 1978-79.

(b) Aggregate data not available.

(c) Data for individual categories not available.

(d) Data not available.

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Table 4-53.

Financial and operational data for major, regional, and metropolitan orchestras in the membership of the American Symphony Orchestra League: 1969-1976

| | 1969-70 | 1970-71 | 1971-72 | 1972-73 | 1973-74 | 1974-75 | 1975-76 |
|---------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| (in thousands of Dollars) | | | | | | | |
| Earned income (ticket sales and fees) | 34,987.0 | 37,356.6 | 40,549.3 | 44,001.0 | 48,265.7 | 57,046.0 | 64,862.6 |
| Tax-supported grants | 5,062.9 | 8,145.0 | 10,295.4 | 11,098.8 | 16,195.1 | 18,757.1 | 20,023.7 |
| Private sector support | 25,112.8 | 27,383.6 | 25,623.2 | 29,451.2 | 33,755.1 | 34,843.0 | 38,675.7 |
| Endowment and interest | 8,116.9 | 8,430.8 | 11,143.9 | 12,208.5 | 13,151.0 | 13,892.9 | 13,420.4 |
| Gross income | 73,279.6 | 81,316.0 | 87,611.8 | 96,759.5 | 111,366.9 | 124,539.0 | 136,982.4 |
| Artistic personnel expense | 47,391.7 | 51,384.8 | 54,306.0 | 60,292.3 | 69,877.8 | 77,623.5 | 84,875.8 |
| Production expense | 19,335.4 | 21,339.9 | 24,746.4 | 25,852.4 | 29,031.3 | 33,728.4 | 36,403.2 |
| Administration | 9,669.6 | 11,371.4 | 12,275.7 | 13,345.3 | 15,751.1 | 18,151.1 | 20,257.7 |
| Gross expense | 76,396.7 | 84,096.1 | 91,328.1 | 99,490.0 | 114,660.2 | 129,503.0 | 141,536.7 |
| (Deficit) | (3,117.1) | (2,780.1) | (3,716.3) | (2,730.5) | (3,293.3) | (4,964.0) | (4,554.3) |
| Total attendance (in thousands) | 12,667.3 | 15,778.4 | 16,089.6 | 16,833.2 | 18,336.2 | 18,326.6 | 20,032.1 |
| Total performances | 6,599 | 11,450 | 11,612 | 11,849 | 13,852 | 14,171 | 14,776 |

NA - Not available.

Note: The exact number of orchestras included vary from year to year and were unavailable.

Source: Research and Reference Department, American Symphony Orchestra League, Washington, D.C., July 1, 1981. Table taken from Growth of Arts and Culture Organizations in the Decade of the 1970s, figure 3-9, p. 3-25.

Table 4-52.

Ford Foundation data on expenditures by category (selected variables) as percentages of total operating expenditures for 91 symphony orchestras: 1965-1971

| Source of expenditure | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Salaries and fees | | | | | | |
| Total performing artistic..... | 53.0 | 52.8 | 53.2 | 53.0 | 51.4 | 52.7 |
| Total nonperforming artistic..... | 9.8 | 9.0 | 8.5 | 8.4 | 8.8 | 8.3 |
| Total artistic/production personnel..... | 63.9 | 63.0 | 62.8 | 62.5 | 61.4 | 62.4 |
| Total nonartistic personnel..... | 10.5 | 10.5 | 10.8 | 10.8 | 11.3 | 11.0 |
| Total personnel..... | 74.4 | 73.5 | 73.6 | 73.3 | 72.8 | 73.4 |
| Employee fringe benefits..... | 2.0 | 2.2 | 2.3 | 2.5 | 2.7 | 3.1 |
| Total salaries/fees/fringe benefits..... | 76.4 | 75.7 | 75.9 | 75.8 | 75.4 | 76.5 |
| Nonsalary costs | | | | | | |
| Total production costs..... | 6.1 | 6.3 | 5.9 | 5.8 | 5.7 | 5.5 |
| Total facility costs..... | 4.0 | 3.8 | 4.1 | 4.2 | 4.4 | 4.4 |
| Total other nonsalary costs..... | 13.5 | 14.2 | 14.1 | 14.2 | 14.4 | 13.6 |
| Total nonsalary costs..... | 23.6 | 24.3 | 24.1 | 24.2 | 24.6 | 23.5 |
| Total operating expenditures..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total expenditures in thousands of dollars..... | 46,611 | 56,374 | 63,020 | 69,938 | 75,898 | 82,830 |

Note: See note on table 4-51.

Source: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 36.

Table 4-51.

Ford Foundation data on income by source (selected variables) as percentages of total income including corpus transfers for 91 symphony orchestras: 1965-1971

| Source of income | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-----------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Earned income | | | | | | |
| Total ticket income..... | 36.0 | 31.0 | 30.0 | 28.8 | 27.9 | 27.7 |
| Total nonticket performance income..... | 11.0 | 12.1 | 13.0 | 12.9 | 12.3 | 13.7 |
| Total nonperformance earned income..... | 7.1 | 6.7 | 5.6 | 5.7 | 5.2 | 4.5 |
| Total earned income..... | 54.1 | 49.8 | 48.6 | 47.3 | 45.4 | 45.9 |
| Unearned income | | | | | | |
| Individual contributions..... | 16.6 | 15.4 | 13.5 | 14.4 | 13.9 | 12.1 |
| Business contributions..... | 8.4 | 7.1 | 6.0 | 5.5 | 6.1 | 5.3 |
| Combined/United Arts Fund contributions..... | 4.4 | 3.2 | 4.6 | 4.6 | 4.4 | 5.8 |
| Local foundation contributions..... | 3.1 | 3.3 | 4.1 | 4.7 | 6.0 | 5.0 |
| Other local contributions..... | 6.4 | 4.7 | 5.1 | 5.2 | 5.7 | 6.2 |
| Federal government grants..... | .1 | 0 | 0 | .1 | .4 | 1.8 |
| State government grants..... | .6 | .6 | .6 | .6 | .7 | 1.3 |
| Local government grants..... | 2.6 | 2.3 | 2.3 | 2.3 | 2.5 | 2.4 |
| National foundation grants..... | .4 | 6.2 | 6.8 | 6.6 | 6.7 | 5.9 |
| Corpus earnings used for operations..... | 1.7 | 5.9 | 6.3 | 6.7 | 6.4 | 6.1 |
| Total unearned income..... | 44.3 | 48.6 | 49.1 | 50.6 | 53.0 | 52.0 |
| Total income and corpus | | | | | | |
| Total operating income..... | 98.4 | 98.4 | 97.7 | 97.9 | 98.4 | 97.9 |
| Corpus principal transferred to operations..... | 1.6 | 1.6 | 2.3 | 2.1 | 1.6 | 2.1 |
| Total income including corpus transfers..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total income in thousands of dollars..... | 46,100 | 57,248 | 61,815 | 69,016 | 74,649 | 81,953 |

Note: Includes Albany Symphony, American Symphony (New York City), Atlanta Symphony, Baltimore Symphony, Birmingham Symphony, Boston Symphony, Brooklyn Philharmonic, Buffalo Philharmonic, Chamber Symphony Society of California (Los Angeles), Charlotte Symphony, Chattanooga Symphony, Chicago Symphony, Cincinnati Symphony, Clarion Music Society (New York City), Cleveland Orchestra, Columbus Symphony, Dallas Symphony, Dayton Philharmonic, Denver Symphony, Detroit Symphony, Duluth Symphony, El Paso Symphony, Erie Philharmonic, Evansville Philharmonic, Flint Symphony, Florida Symphony (Orlando), Fort Lauderdale Symphony, Fort Wayne Philharmonic, Fort Worth Symphony, Fresno Philharmonic, Glenda Symphony, Grand Rapids Symphony, Greater Miami Philharmonic, Hartford Symphony, Honolulu Symphony, Houston Symphony, Hudson Valley Philharmonic (Poughkeepsie), Indianapolis Symphony, Jackson Symphony, Jacksonville Symphony, Kalamazoo Symphony, Kansas City Philharmonic, Knoxville Symphony, Little Orchestra Society (New York City), Los Angeles Philharmonic, Louisville Philharmonic, Memphis Orchestra, Miami Beach Symphony, Milwaukee Symphony, Minnesota Orchestra (Minneapolis), Nashville Symphony, National Symphony (Washington, D.C.), New Haven Symphony, New Orleans Philharmonic, New York Philharmonic-Symphony, Norfolk Symphony, North Carolina Symphony, Oakland Symphony, Oklahoma City Symphony, Omaha Symphony, Oregon Symphony (Portland), Pasadena Symphony, Philadelphia Orchestra, Phoenix Symphony, Pittsburgh Symphony, Portland Symphony (Maine), Pro Arte Symphony (Hempstead, New York), Rhode Island Philharmonic (Providence), Richmond Symphony, Rochester Philharmonic, Sacramento Symphony, San Antonio Symphony, San Diego Symphony, San Francisco Symphony, Sea Jose Symphony, Seattle Symphony, Shreveport Symphony, Spokane Symphony, Springfield Orchestra (Massachusetts), St. Louis Symphony, St. Paul Civic Philharmonic, Syracuse Symphony, Toledo Orchestra, Tucson Symphony, Tulsa Philharmonic, Utah Symphony (Salt Lake City), Vermont Symphony (Middlebury), Wichita Symphony, Winston-Salem Symphony, and Youngstown Symphony.

Source: Ford Foundation, *The Finances of the Performing Arts*, Volume I, New York, NY, 1975, appendix C, table 32.

Table 4-50.

National Square Dance Convention attendance: 1954-1989

| Year | Total attendance | Year | Total attendance |
|-----------|------------------|------------|------------------|
| 1954..... | 5,354 | 1972..... | 15,823 |
| 1955..... | 7,644 | 1973..... | 16,121 |
| 1956..... | 12,253 | 1974..... | 18,052 |
| 1957..... | 8,437 | 1975..... | 22,052 |
| 1958..... | 8,027 | 1976..... | 39,796 |
| 1959..... | 8,848 | 1977..... | 24,568 |
| 1960..... | 12,328 | 1978... .. | 23,879 |
| 1961..... | 13,195 | 1979..... | 22,170 |
| 1962..... | 10,336 | 1980..... | 26,841 |
| 1963..... | 10,863 | 1981..... | 24,379 |
| 1964..... | 11,790 | 1982..... | 18,050 |
| 1965..... | 11,196 | 1983..... | 30,953 |
| 1966..... | 14,016 | 1984..... | 20,052 |
| 1967..... | 9,726 | 1985..... | 17,783 |
| 1968..... | 10,284 | 1986..... | 27,192 |
| 1969..... | 12,673 | 1987..... | 20,164 |
| 1970..... | 19,542 | 1988..... | 26,967 |
| 1971..... | 13,636 | 1989..... | 20,572 |

Note: The convention location varies. This accounts for some of the variation in attendance.

Source: National Square Dance Convention; data provided by Howard Thornton, Director of Information, Midwest City, OK, September 1987 and November 1989.

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Table 4-49.
Census of Population data on State distributions of dancers: 1970 and 1980

| State | 1970 Rank | Number of dancers | Concentration ratio (a) | 1980 Rank | Number of dancers | Concentration ratio (a) |
|---------------------|-----------|-------------------|-------------------------|-----------|-------------------|-------------------------|
| New York..... | 2 | 1,281 | 1.86 | 1 | 2,600 | 2.57 |
| California..... | 1 | 1,836 | 2.48 | 2 | 2,279 | 1.59 |
| Florida..... | 8 | 254 | 1.08 | 3 | 818 | 1.54 |
| Texas..... | 9 | 241 | .60 | 4 | 713 | .86 |
| Nevada..... | 5 | 266 | 13.73 | 5 | 568 | 10.64 |
| New Jersey..... | 12 | 140 | .51 | 6 | 459 | 1.03 |
| Hawaii..... | 6 | 262 | 9.59 | 7 | 441 | 8.03 |
| Illinois..... | 7 | 257 | .60 | 8 | 399 | .58 |
| Ohio..... | 3 | 330 | .84 | 9 | 383 | .61 |
| Pennsylvania..... | 10 | 190 | .43 | 10 | 304 | .45 |
| Maryland..... | 11 | 168 | 1.14 | 11 | 297 | 1.14 |
| Indiana..... | 20 | 93 | .48 | 12 | 288 | .89 |
| Georgia..... | 16 | 104 | .62 | 13 | 220 | .70 |
| Massachusetts..... | 14 | 106 | .48 | 14 | 218 | .61 |
| Arizona..... | 17 | 99 | 1.67 | 15 | 218 | 1.46 |
| Washington..... | 13 | 130 | 1.05 | 16 | 204 | .83 |
| Colorado..... | 15 | 104 | 1.33 | 17 | 196 | 1.08 |
| Kentucky..... | 23 | 76 | .72 | 18 | 189 | .90 |
| North Carolina..... | 27 | 58 | .30 | 19 | 185 | .53 |
| Wisconsin..... | 18 | 98 | .60 | 20 | 172 | .60 |
| Connecticut..... | 30 | 46 | .38 | 21 | 165 | .84 |
| Michigan..... | (b) | 309 | .97 | 22 | 153 | .29 |
| Tennessee..... | 47 | (b) | (b) | 23 | 152 | .58 |
| Minnesota..... | 33 | 24 | .17 | 24 | 149 | .59 |
| Virginia..... | 22 | 81 | .49 | 25 | 147 | .47 |
| Louisiana..... | 19 | 97 | .86 | 26 | 124 | .56 |
| Oregon..... | 21 | 89 | 1.15 | 27 | 118 | .75 |
| Iowa..... | 39 | 14 | .13 | 28 | 103 | .59 |
| Utah..... | 25 | 63 | 1.70 | 29 | 87 | 1.11 |
| Mississippi..... | 41 | 11 | .16 | 30 | 82 | .64 |
| Missouri..... | 26 | 59 | .34 | 31 | 76 | .27 |
| Alabama..... | 31 | 30 | .26 | 32 | 74 | .36 |
| Oklahoma..... | 29 | 56 | .62 | 33 | 72 | .43 |
| Alaska..... | 32 | 31 | 3.41 | 34 | 63 | 2.74 |
| Arkansas..... | 40 | 11 | .17 | 35 | 58 | .49 |
| West Virginia..... | 36 | 16 | .30 | 36 | 47 | .49 |
| South Carolina..... | 24 | 69 | .75 | 37 | 43 | .24 |
| Nebraska..... | 37 | 16 | .29 | 38 | 43 | .46 |
| Kansas..... | 28 | 57 | .69 | 39 | 38 | .27 |
| Montana..... | 49 | (b) | (b) | 40 | 33 | .73 |
| Idaho..... | 35 | 17 | .67 | 41 | 30 | .47 |
| Delaware..... | 42 | 10 | .40 | 42 | 30 | .85 |
| New Mexico..... | 43 | 10 | .32 | 43 | 27 | .39 |
| Maine..... | 48 | (b) | (b) | 44 | 19 | .30 |
| Rhode Island..... | 38 | 16 | .44 | 45 | 13 | .22 |
| Vermont..... | 50 | (b) | (b) | 46 | (b) | (b) |
| Wyoming..... | 34 | 22 | 1.83 | 47 | (b) | (b) |
| New Hampshire..... | 44 | (b) | (b) | 48 | (b) | (b) |
| North Dakota..... | 45 | (b) | (b) | 49 | (b) | (b) |
| South Dakota..... | 46 | (b) | (b) | 50 | (b) | (b) |

Note: Census figures for total numbers of dancers for 1970 were 7,404 and for 1980 were 13,194. States are in order of rank of number of dancers in 1980.

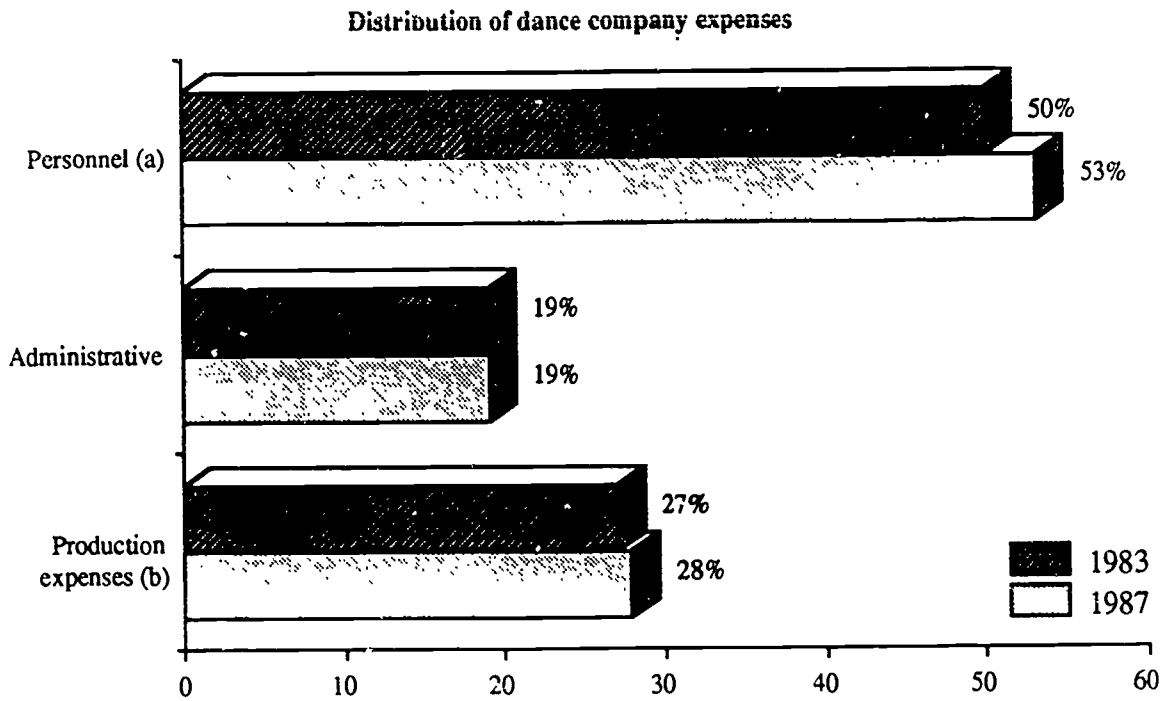
(a) Concentration ratio: Proportion of dancers in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

(b) In the rankings (b) is used to represent numbers that are too low to be meaningful (fewer than ten artists) and the concentration ratios derived from them.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 10, March 1987. Figure 17-22. (Data on page 11, 5. Bureau of the Census, Census of Population

Chart 4-14.

Expenses by type as a percent of total expenses for 23 dance companies in the membership of Dance/USA: 1983 and 1987



Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA.

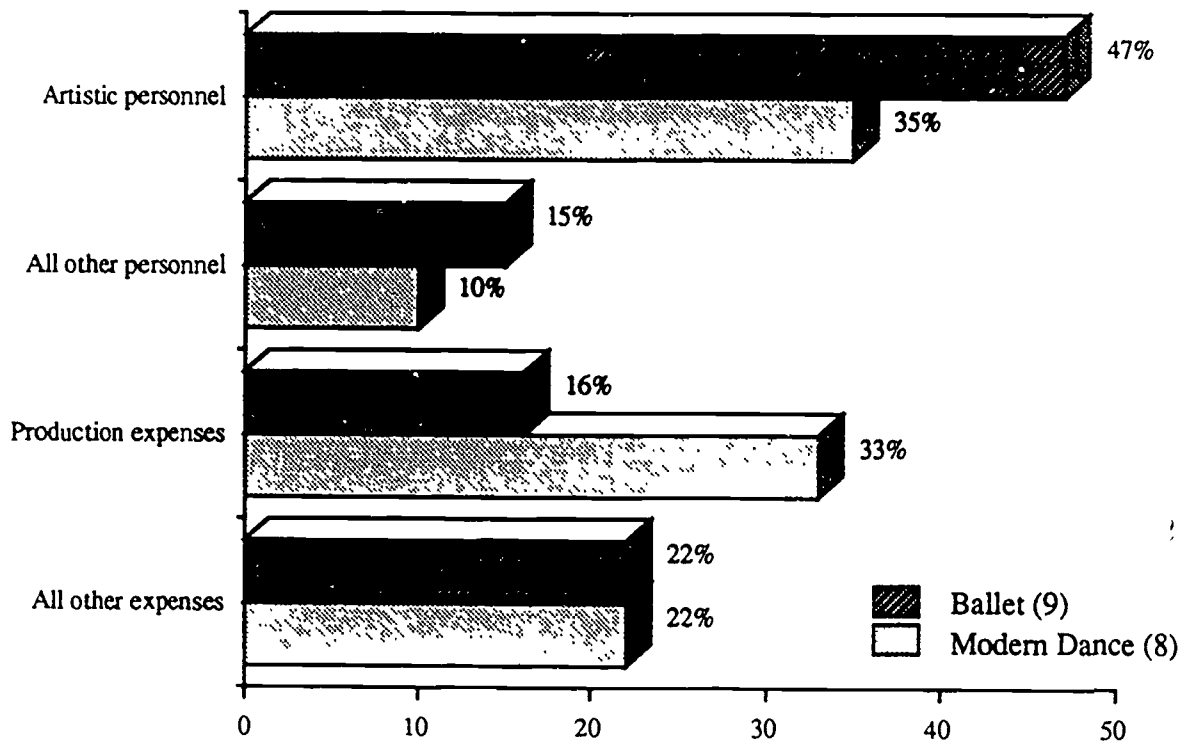
(a) About 20-22 percent of total expenses goes to dancers wages.

(b) Includes hall as the largest part of production expenses.

Source: See table 4-48 for full citation.

Chart 4-13.

Expenses by type as a percent of total expenses for 17 dance companies in the Ford Foundation Study: 1956-66



Note: Employee fringe benefits were split proportionately between the two personnel groups. Decimals were rounded to the nearest whole number.

Source: Ford Foundation; See table 4-40 and 4-42 for full citation.

Table 4-48.
Dance/USA data on expenses by type as a percent of total expenses for 23 dance companies: 1983-1987

| | 1983 | 1984 | 1985 | 1986 | 1987 |
|-------------------------------------|---------------|------|------|------|--------|
| | (percent) (a) | | | | |
| Personnel expenses | 50 | 49 | 54 | 52 | 53 (b) |
| Dancers wages (c)..... | 22 | 20 | 23 | 21 | 21 |
| Non-personnel expenses | | | | | |
| Production costs..... | 27 | 29 | 26 | 25 | 28 |
| Administrative costs..... | 19 | 18 | 19 | 19 | 19 |
| Marketing and public relations..... | 7 | 7 | 7 | 8 | 7 |
| Development account | 1 | 1 | 1 | 2 | 2 |

Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA. See table 4-45 for methodology and list of companies.

(a) no corresponding dollar amounts were available from Dance/USA. Figures shown represent "average percents."

(b) includes 33 percent for artistic personnel and 20 percent for administrative and other personnel.

(c) other subcategories of personnel expenses were not reported as a percent of total expenses.

Source: Update Special Issue, Dance/USA Annual Report 1988, Washington, D.C., 1989, p. 6.

Table 4-47.

Dance/USA data on revenue as a percent of expenses for 23 dance companies: 1983-1985

| | 1983 | 1984 | 1985 |
|----------------------------------|-----------|------|------|
| | (percent) | | |
| Earned revenue | 64 | 64 | 61 |
| Regular home season revenue..... | 25 | 24 | 25 |
| Nutcracker revenue (a)..... | 13 | 13 | 14 |
| Tour revenue..... | 18 | 20 | 16 |
| Other earned revenue..... | 8 | 7 | 6 |
| Contributed revenue | 37 | 37 | 37 |
| Individuals..... | 9 | 9 | 10 |
| Corporations..... | 5 | 6 | 6 |
| Foundations..... | 8 | 6 | 7 |
| Special events..... | 4 | 5 | 4 |
| Public funding..... | 7 | 8 | 8 |
| - Federal..... | 3 | 3 | 3 |
| - State..... | 3 | 3 | 3 |
| - Local..... | 1 | 2 | 2 |
| Other contributed revenue..... | 4 | 3 | 2 |
| Deficit/Surplus (b)..... | 1 | 1 | -2 |
| Total (b)..... | 101 | 101 | 98 |

Note: Data based on a consistent Dance/USA sample of 23 companies. See table 4-45 for a description of methodology and a list of the companies.

(a) Represents revenue from performance of "The Nutcracker," a ballet by Tchaikovsky.

(b) In 1983 and 1984 there were 1 percent surpluses. Total for these years is 101 percent. In 1985 there was a 2 percent deficit. Total for this year is 98 percent.

Source: Update, Dance/USA Annual Report 1986, Washington, D.C., December 1986/January 1987, p. 9.

Table 4-46.
Dance/USA data on contributed revenue as a percent of total revenue for 23 dance companies: 1983-1987

| | 1983 | 1984 | 1985 | 1986 | 1987 |
|-------------------------------------------|------------|------|------|------|------|
| | (percent)* | | | | |
| Individuals..... | 20 | 20 | 21 | 22 | 25 |
| Board members..... | 10 | 14 | 5 | 10 | 12 |
| Foundation giving..... | 23 | 18 | 22 | 22 | 18 |
| Corporation..... | 13 | 16 | 18 | 15 | 15 |
| Federal government grants..... | 16 | 16 | 15 | 13 | 12 |
| State, Regional and Local government..... | 13 | 13 | 12 | 11 | 11 |
| Special events..... | 10 | 12 | 7 | 8 | 9 |

Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA. See table 4-45 for methodological note and list of companies.

*No corresponding dollar amounts were available from Dance/USA. Figures shown above represent "average percents."

Source: Update Special Issue, Dance/USA Annual Report 1988, Washington, D.C., 1989, p. 6.

Table 4-45.

Dance/USA data on performance revenues as a percent of earned revenue for 23 dance companies: 1983-1987

| Type | 1983 | 1984 | 1985 | 1986 | 1987 |
|-----------------------------------------------------------------|-------|-------|-------|-------|-------|
| (percent) | | | | | |
| Home season revenue as a percent of earned revenue | | | | | |
| Ballet..... | 59 | 66 | 66 | 70 | 72 |
| Modern and other..... | 18 | 20 | 18 | 14 | 17 |
| Tour revenue as a percent of earned revenue | | | | | |
| Ballet..... | 28 | 25 | 25 | 23 | 21 |
| Modern and other..... | * | 64 | * | * | 73 |
| Ratio of U.S. touring to foreign touring..... | 78/22 | 76/24 | 81/19 | 83/17 | 88/12 |
| Performance revenue as a percent of total earned revenue | | | | | |
| Ballet..... | 87 | 91 | 90 | 92 | 94 |
| Modern and other..... | 84 | 84 | 89 | 80 | 89 |

Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA. No corresponding dollar amounts were available from Dance/USA. Figures shown above represent "average percents."

*Amount as a percent of earned revenue was not given.

Source: Update Special Issue, Dance/USA Annual Report 1988, Washington, D.C., 1989, p. 5.

Methodological Note: Dance/USA's FY 1987 membership included 24 ballet and 25 modern and other companies. The companies participated in Dance/USA's annual data survey. Their total operating budget for FY 1987 was \$134 million. The data on which these tables are based come from the annual survey of 23 comparable companies that have participated consistently from FY 1983 through 1987. This group consists of fifteen ballet companies and eight modern and other dance companies. Their total operating budget for FY 1987 was \$164 million or 69 percent of the total dance field.

Dance/USA cautions that their membership is not the entire field of professional companies. They indicate that the most credible data base beyond their own is that of the National Endowment for the Arts Dance Program roster of companies funded each year. They use the NEA total for companies funded and total budgets of those companies as reasonable guides to the universe of professional dance companies. In FY 87, that group included 118 companies with total budgets of \$151 million. Data in the tables were tabulated from the Dance/USA annual fiscal survey and published as percentage distributions in the Dance/USA Annual Report 1988. Members of the 23 company sample group include the following: American Ballet Theatre, Atlanta Ballet, Ballet Hispanico of New York, Boston Ballet, Trisha Brown Company, Lucinda Childs Dance Company, Cleveland San Jose Ballet, Merce Cunningham Dance Company, Feld Ballet, Hartford Ballet, Houston Ballet, Hubbard Street Dance Company, Bella Lewitzky Dance Company, Milwaukee Ballet, New York City Ballet, North Carolina Dance Theater, Ohio Ballet, Pacific Northwest Ballet, Pennsylvania Ballet, Pilobolus Dance Theatre, San Francisco Ballet, Paul Taylor Dance Company, and Washington Ballet.

Table 4-44.
Informatics data on income and expenses for 5 modern dance companies: 1970-1979

| | Earned income | Support income | Total income | Total expenses | Earnings gap |
|--------------------------|------------------|-------------------|-----------------|-------------------|-----------------|
| (in millions of dollars) | | | | | |
| 1970 | .71 | .16 | .87 | .86 | .15 |
| 1971 | .99 | .50 | 1.49 | 1.41 | .41 |
| 1972 | .88 | .49 | 1.37 | 1.40 | .51 |
| 1973 | 1.07 | .69 | 1.76 | 2.08 | 1.01 |
| 1974 | 1.48 | .94 | 2.42 | 2.47 | .99 |
| 1975 | 2.32 | 1.25 | 3.57 | 3.38 | 1.05 |
| 1976 | 2.96 | 1.86 | 4.82 | 4.64 | 1.68 |
| 1977 | 3.55 | 2.04 | 5.60 | 5.70 | 2.14 |
| 1978 | 3.77 | 1.77 | 5.54 | 5.23 | 1.46 |
| 1979 | 4.32 | 3.07 | 7.38 | 7.22 | 2.90 |

Note: Includes Alvin Ailey American Dance Theater, Merce Cunningham Dance Company, Martha Graham Dance Company, Paul Taylor Dance Company, and Twyla Tharp Dance Foundation. These 5 companies are those for which data were available for all years in the decade. See methodological note on table 4-43.

Source: Samuel Schwarz and Mary G. Peters, Growth of Arts and Cultural Organizations in the Decade of the 1970s, Informatics General Corporation, Rockville, MD, December 1983. Table prepared by project staff from data in tables 8-16 through 8-22, pp. 8-26 through 8-29.

Table 4-43.
Informatics data on income and expenses for 8 ballet companies: 1970-1979

| | Earned income | Support income | Total income | Total expenses | Earnings gap |
|--------------------------|------------------|-------------------|-----------------|-------------------|-----------------|
| (in millions of dollars) | | | | | |
| 1970 | 4.57 | 4.24 | 8.81 | 8.29 | 3.72 |
| 1971 | 5.17 | 4.09 | 9.26 | 9.23 | 4.06 |
| 1972 | 5.13 | 4.69 | 9.82 | 9.75 | 4.62 |
| 1973 | 5.66 | 5.98 | 11.63 | 11.36 | 5.70 |
| 1974 | 6.50 | 5.91 | 12.41 | 12.82 | 6.32 |
| 1975 | 8.65 | 6.81 | 15.45 | 15.50 | 6.85 |
| 1976 | 10.96 | 7.69 | 18.65 | 19.38 | 8.42 |
| 1977 | 12.20 | 7.5 | 20.15 | 20.36 | 8.16 |
| 1978 | 13.96 | 7.64 | 21.61 | 22.35 | 8.38 |
| 1979 | 16.34 | 9.70 | 26.04 | 25.45 | 9.11 |

Note: Includes American Ballet Theatre, Ballet West, Boston Ballet, Hartford Ballet, Houston Ballet, Joffrey Ballet, Pennsylvania Ballet, and San Francisco Ballet.

Source: Samuel Schwarz and Mary G. Peters, Growth of Arts and Cultural Organizations in the Decade of the 1970s, Informatics General Corporation, Rockville, MD, December 1983. Table prepared by Westat from data in Tables 8-7 through 8-13, pp. 8-22 through 8-25.

Methodological note: Data were obtained from unpublished Ford Foundation data for the years 1970-1974 and from financial records obtained either from NEA's Dance Touring Program or directly from the companies themselves for the remaining years. The 8 companies listed above are those for which data were available for all years in the decade.

Table 4-42.
Ford Foundation data on expenditures by category (selected variables) as percentages of total operating expenditures for 8 modern dance companies: 1965-1971

| Source of expenditure | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Salaries and fees | | | | | | |
| Total performing artistic | 23.3 | 33.3 | 30.0 | 25.3 | 27.8 | 29.3 |
| Total nonperforming artistic..... | 9.4 | 9.0 | 11.5 | 13.3 | 13.1 | 12.0 |
| Total artistic/production personnel | 34.4 | 43.7 | 43.0 | 40.8 | 43.7 | 42.7 |
| Total nonartistic personnel..... | 7.7 | 7.5 | 8.4 | 9.4 | 9.8 | 9.5 |
| Total personnel..... | 42.1 | 51.2 | 51.4 | 50.2 | 53.5 | 52.2 |
| Employee fringe benefits..... | 3.0 | 4.0 | 4.1 | 3.1 | 3.5 | 3.7 |
| Total salaries/fees/fringe benefits..... | 45.0 | 55.2 | 55.4 | 53.3 | 57.0 | 55.8 |
| Nonsalary costs | | | | | | |
| Total production costs | 32.9 | 25.5 | 24.5 | 25.7 | 24.7 | 30.2 |
| Total facility costs..... | 5.7 | 4.8 | 3.4 | 3.4 | 4.1 | 3.0 |
| Total other nonsalary costs..... | 16.3 | 14.6 | 16.8 | 17.6 | 14.2 | 10.9 |
| Total nonsalary costs..... | 55.0 | 44.8 | 44.6 | 46.7 | 43.0 | 44.2 |
| Total operating expenditures | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total expenditures in thousands of dollars..... | 642 | 1,013 | 1,092 | 1,370 | 1,453 | 2,270 |

Note: Includes Ailey City Center Dance Theatre (New York City), Alwin Nikolais Dance Theatre (New York City), Erick Hawkins Dance Company (New York City), Martha Graham Center for Contemporary Dance (New York City), Merce Cunningham Dance Company (New York City), Murray Louis Dance Company (New York City), Paul Taylor Dance Company (New York City), and Repertory Dance Theater (Salt Lake City).

Source: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 54.

Table 4-41.
Ford Foundation data on income by source (selected variables) as percentages of total operating income for 8 modern dance companies: 1965-1971

| Source of income | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|--------------------------------------------------|-------------|-------------|--------------|--------------|--------------|--------------|
| Earned income | | | | | | |
| Total ticket income..... | 0 | 6.3 | 2.9 | .8 | .4 | .9 |
| Total nonticket performance income..... | 66.8 | 51.4 | 50.9 | 57.1 | 64.5 | 62.4 |
| Total nonperformance earned income..... | 17.3 | 8.7 | 9.6 | 12.0 | 16.5 | 5.3 |
| Total earned income..... | 84.2 | 66.4 | 63.4 | 69.8 | 81.5 | 68.6 |
| Unearned income | | | | | | |
| Individual contributions..... | 1.8 | 9.3 | 3.6 | 4.1 | 3.2 | 2.7 |
| Business contributions..... | 0 | .1 | .1 | .1 | 0 | 0 |
| Combined/United Arts Fund contributions..... | 0 | 0 | 0 | 0 | .1 | 0 |
| Local foundation contributions..... | 3.0 | 2.4 | 1.7 | .9 | 1.5 | 2.5 |
| Other local contributions..... | 0 | 0 | 3.6 | 1.2 | 1.0 | .1 |
| Federal government grants..... | 6.5 | 3.3 | 3.2 | 7.1 | .9 | 5.2 |
| State government grants..... | 0 | 0 | 0 | 0 | .2 | 13.4 |
| National foundation grants..... | 4.6 | 18.6 | 24.5 | 16.8 | 11.6 | 7.5 |
| Total unearned income..... | 15.9 | 33.6 | 36.6 | 30.2 | 18.6 | 31.5 |
| Total income in thousands of dollars..... | 717 | 930 | 1,226 | 1,449 | 1,476 | 2,347 |

Note: Includes Ailey City Center Dance Theatre (New York City), Alwin Nikolais Dance Theatre (New York City), Erick Hawkins Dance Company (New York City), Martha Graham Center for Contemporary Dance (New York City), Merce Cunningham Dance Company (New York City), Murray Louis Dance Company (New York City), Paul Taylor Dance Company (New York City), and Repertory Dance Theater (Salt Lake City).

Source: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 50.

Table 4-40.

Ford Foundation data on expenditures by category (selected variables) as percentages of total operating expenditures for 9 ballet companies: 1965-1971

| Source of expenditure | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Salaries and fees | | | | | | |
| Total performing artistic..... | 30.9 | 32.9 | 31.7 | 31.3 | 30.6 | 31.3 |
| Total nonperforming artistic..... | 13.0 | 12.7 | 12.1 | 11.9 | 12.0 | 9.8 |
| Total artistic/production personnel..... | 48.4 | 50.5 | 47.9 | 48.0 | 48.6 | 47.6 |
| Total nonartistic personnel..... | 10.2 | 10.2 | 9.3 | 9.8 | 9.1 | 9.5 |
| Total personnel..... | 58.6 | 60.8 | 57.3 | 57.8 | 57.7 | 57.1 |
| Employee fringe benefits..... | 3.6 | 3.7 | 3.8 | 4.5 | 4.9 | 4.7 |
| Total salaries/fees/fringe benefits..... | 62.1 | 64.5 | 61.1 | 62.3 | 62.6 | 61.8 |
| Nonsalary costs | | | | | | |
| Total production costs..... | 15.5 | 15.4 | 15.9 | 18.2 | 17.2 | 16.0 |
| Total facility costs..... | 6.0 | 5.0 | 6.2 | 5.3 | 5.7 | 6.0 |
| Total other nonsalary costs..... | 16.4 | 15.1 | 16.8 | 14.2 | 14.5 | 16.1 |
| Total nonsalary costs..... | 37.9 | 35.5 | 38.9 | 37.7 | 37.4 | 38.2 |
| Total operating expenditures..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total expenditures in thousands of dollars..... | 6,544 | 8,283 | 9,666 | 10,461 | 12,159 | 13,897 |

Note: Includes American Ballet Theater (New York City), Ballet West (Salt Lake City), Boston Ballet, City Center Joffrey Ballet (New York City), Houston Ballet, National Ballet (Washington, D.C.), New York City Ballet, Pennsylvania Ballet (Philadelphia), and San Francisco Ballet.

Source: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 45

Table 4-39.

Ford Foundation data on income by source (selected variables) as percentages of total operating income for 9 ballet companies: 1965-1971

| Source of income | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|----------------------------------------------|---------|---------|---------|---------|---------|---------|
| Earned income | | | | | | |
| Total ticket income..... | 32.1 | 35.2 | 37.5 | 33.1 | 35.1 | 38.1 |
| Total nonticket performance income..... | 8.0 | 8.9 | 10.8 | 10.7 | 12.8 | 11.2 |
| Total nonperformance earned income..... | 7.1 | 11.8 | 7.7 | 6.1 | 5.1 | 5.1 |
| Total earned income..... | 47.3 | 55.9 | 55.9 | 50.0 | 53.0 | 54.4 |
| Unearned income | | | | | | |
| Individual contributions..... | 14.0 | 13.7 | 17.1 | 20.1 | 19.4 | 15.2 |
| Business contributions..... | .3 | .8 | 1.7 | 2.9 | 3.1 | 2.4 |
| Combined/United Arts Fund contributions..... | 0 | 0 | .1 | 0 | 0 | .3 |
| Local contributions..... | 2.7 | 4.1 | 4.1 | 5.1 | 5.7 | 6.1 |
| Other local contributions..... | .8 | .6 | .7 | 1.1 | .9 | 3.0 |
| Federal government grants..... | 1.3 | 3.0 | 1.3 | 1.4 | 2.7 | 2.5 |
| State government grants..... | 0 | 1.0 | 1.0 | .5 | .8 | 3.6 |
| Local government grants..... | 1.1 | 1.7 | 1.2 | 1.5 | 1.5 | 1.6 |
| National foundation grants..... | 32.4 | 19.1 | 16.8 | 16.5 | 12.7 | 11.0 |
| Corpus earnings used for operations..... | | | | | | |
| Total unearned income..... | 52.7 | 44.1 | 44.1 | 50.0 | 47.0 | 45.6 |
| Total income in thousands of dollars..... | 6,229 | 7,938 | 9,160 | 10,549 | 12,583 | 19,028 |

Note: Includes American Ballet Theater (New York City), Ballet West (Salt Lake City), Boston Ballet, City Center Joffrey Ballet (New York City), Houston Ballet, National Ballet (Washington, D.C.), New York City Ballet, Pennsylvania Ballet (Philadelphia), and San Francisco Ballet.

Source: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 41.

Table 4-38.
Census of Service Industries data on aggregate financial measures of nonprofit tax-exempt dance groups: 1982

| | Dance organizations (159) | | Ballet companies (58) | | Modern dance companies (34) | |
|--------------------------------------------------------------------------------------------|---------------------------|-----------|-----------------------|-----------|-----------------------------|-----------|
| | (amount) | (percent) | (amount) | (percent) | (amount) | (percent) |
| Total revenues..... | \$89,152,000 | 100 | \$59,919,000 | 100 | \$9,066,000 | 100 |
| Admission receipts..... | 31,864,000 | 36 | 23,767,000 | 40 | 1,178,000 | 13 |
| Contract fees for performances..... | 14,969,000 | 17 | 6,381,000 | 11 | 2,835,000 | 31 |
| Sale of merchandise..... | 467,000 | 1 | 291,000 | (a) | 22,000 | (a) |
| Services to performing arts industry.. | 989,000 | 1 | (b) | (b) | 758,000 | 8 |
| Other patron, contract fees..... | 3,316,000 | 4 | 1,862,000 | 3 | 342,000 | 4 |
| Royalties, residual fees, subsidiary rights..... | (b) | (b) | (b) | (b) | (c) | (c) |
| Government contributions and grants | | | | | | |
| National Endowment for the Arts..... | 2,208,000 | 2 | 1,540,000 | 3 | (b) | (b) |
| All other government sources..... | 4,938,000 | 6 | 2,853,000 | 5 | 75,000 | 8 |
| Private contributions and grants | | | | | | |
| Individuals..... | 11,940,000 | 13 | 8,559,000 | 14 | 164,000 | 2 |
| Foundations..... | 3,211,000 | 10 | 4,915,000 | 8 | 236,000 | 3 |
| Business and industry..... | 5,669,000 | 6 | 4,025,000 | 7 | 155,000 | 2 |
| All other non-government sources.... | 1,696,000 | 2 | 1,395,000 | 2 | (b) | (b) |
| Other revenues..... | (b) | (b) | 1,556,000 | 3 | (b) | (b) |
| Total expenses..... | 89,495,000 | 100 | 60,324,000 | 100 | 9,900,000 | 100 |
| Percent of revenues/expenses..... | 100 | NA | 97 | NA | 97 | NA |
| Percent of contributions and grants/ expenses..... | 36 | NA | 37 | NA | (b) | NA |
| Percent of revenues of organizations reporting detail of sources/total revenues..... | 100 (expanded) | | 95 | NA | 75 | NA |

NA - Not applicable

Note: See table 4-14 for observational note.

(a) Less than 0.5 percent.

(b) Data has been withheld to avoid disclosure for individual organizations. These data are included in the column total for the total revenues.

(c) Zero

Source: National Endowment for the Arts, Research Division, "Aggregate Financial Measures of Nonprofit Theater, Dance and Classical Music Organizations in 1982," Washington, D.C., Note 26, August 1987, table 3. (Data are from Census of Service Industries.)

Table 4-37.
Dance groups in the United States: 1959-1967

| | 1959 | 1960 | 1961 | 1962 | 1963 | 1964 | 1965 | 1966 | 1967 |
|-------------------------------------------------------|------|------|------|------|------|------|------|------|---------|
| Total professional..... | 115 | 139 | 153 | 162 | 169 | 196 | 260 | 287 | 316 (a) |
| Foreign or ethnic (b)... | 37 | 44 | 56 | 63 | 70 | 80 | 105 | 123 | 140 |
| American..... | 78 | 95 | 97 | 99 | 99 | 116 | 155 | 164 | 176 |
| Regional or civic, semi professional or amateur... | NA | NA | NA | 70 | 88 | 97 | 123 | 188 | 209 |

NA - Not available.

Note: Includes groups of more than two dancers with an active repertoire of at least one full program, a company organization separate from a school group, and at least two performances before paying audiences. Figures for 1965-67 compiled from the 1968 Dance Magazine "Annual Directory of Dance Attractions."

(a) Part of the continuous growth in each category may be explained by the comparative novelty of the "Annual Directory." Dance companies that enter the listing in any year may have been in existence previously without having reported.

(b) The division into foreign or ethnic and American must be considered a rough estimate, as classification is difficult.

Source: William J. Baumol and William G. Bowen, Performing Arts: The Economic Dilemma, The Twentieth Century Fund, New York, NY, 1966, p. 433. Table taken from Michael H. Moskow, Labor Relations in the Performing Arts: An Introductory Survey, Associated Councils of the Arts, New York, NY, 1969, p. 134.

Table 4-36b.
National Alliance of Musical Theatre Producers financial profile from a sample group of
25 non-profit musical theatre groups: 1989

| | Percent |
|----------------------------------------------------|--------------|
| Source of revenue | |
| Box office receipts..... | 71.6 |
| Other earned income..... | 8.2 |
| Contributions & grants: | |
| National Endowment for the Arts..... | 0.2 |
| State Arts Council/Commission..... | 2.2 |
| Other Federal, State & Local gov't..... | 2.3 |
| Corporations..... | 4.1 |
| Foundations..... | 2.6 |
| Individuals..... | 4.3 |
| Other (benefits, guilds, etc.)..... | 4.5 |
| Total revenue..... | 100.0 |
| Expenses | |
| Personnel salaries, fees, benefits: | |
| Administrative..... | 14.2 |
| Artistic..... | 21.4 |
| Production/technical..... | 12.1 |
| Royalties to authors, licensing houses, etc..... | 5.1 |
| Physical production (scenery, costumes, etc.)..... | 14.0 |
| Marketing/advertising/audience development..... | 11.3 |
| Fund raising/development..... | 2.6 |
| All other expenses..... | 19.3 |
| Total expenses..... | 100.0 |

Source: Data provided by Jim Thesing, National Alliance of Musical Theatre Producers, "1989 Membership Survey, Summary of Results," New York, NY, 1989. See table 4-36 for observational note and list of members.

Methodological note: The majority of the members of the National Alliance are non-profit musical theatre companies. An attempt was made to construct a financial profile of these members in the 1989 survey. The source notes that there is an enormous diversity among these members in their sources of revenue and their expenditures. Due to this diversity, it is probably not meaningful to speak of a "typical" non-profit musical theatre company.

A sample group was created for this purpose, consisting of 25 non-profit theatre and light opera companies who primarily or exclusively produce musicals. The sample group provided a breakdown by categories of their revenue and expenses. Dollar amounts in each category were totalled, which yielded the percentages above.

Observational note: Additional data in the report indicate that: Ten theatres in the sample group reported a net surplus from operations, ranging from 2.2 to 17.5 percent of total expenses. Nine theatres reported a net loss, ranging from 1.1 to 9.7 percent of total expenses. Six theatres essentially broke even (net surplus or loss was within 1 percent of total expenses). The aggregate net surplus of all 25 theatres was 2.7 percent of total expenses.

Table 4-36a.

National Alliance of Musical Theatre Producers summary data from the 1989 membership survey: 1988

| | Totals | Number reporting |
|-----------------------------------------------------------------------------|------------------------------|------------------|
| Total annual attendance..... | 14,077,731 | 59 |
| Attendance for musical theatre (excludes opera, plays, concerts, etc.)..... | 9,845,568 | 59 |
| Number of season subscribers..... | 552,470 | 59 |
| Number of performances..... | 11,093 | 59 |
| Number of musical theatre performances..... | 8,269 | 59 |
| Number of musical theatre productions..... | 240 | 59 |
| Number of musicals produced (number of titles)..... | 119 | 59 |
| Number of original musicals produced..... | 25 | 59 |
| Finances | | |
| Range of budget size..... | \$305,000 to \$43,000,000 | |
| Median budget size of 56 organizations..... | \$2,500,000 | |
| Budget sizes of membership:..... | | In category |
| Under \$500,000..... | NA | 5 |
| From \$500,000-999,999..... | NA | 13 |
| From \$1,000,000-1,999,999..... | NA | 5 |
| From \$2,000,000-2,999,999..... | NA | 10 |
| From \$3,000,000-4,999,999..... | NA | 11 |
| \$5,000,000 or more..... | NA | 12 |
| Aggregate budgets of 56 responding organizations..... | \$248,486,000 | |

NA - Not applicable.

Note: The 1988 membership of the National Alliance of Musical Theatre Producers includes non-profit and commercial theatres, light opera and opera companies and performing arts centers. The 59 members responding to the survey include Alaska Light Opera Theatre, AK; Albuquerque Civic Light Opera, NM; Alliance Theatre, GA; AMAS Repertory Theatre, NY; American Music Theater Festival, PA; American Musical Theatre Festival, CA; Birmingham Summerfest, AL; Bushnell Memorial Theatre, CT; California Music Theatre/American Center/Music Theater, CA; Candlelight Dinner Playhouse, IL; Casa Manana Theatre, TX; Civic Center/Performing Arts, IL; Cleveland Opera, OH; Coconut Grove Playhouse, FL; Columbia Artists Theatricals, NY; Corning Summer Theatre, NY; Cumberland County Playhouse, TN; Dallas Summer Musicals, TX; Denver Center/Performing Arts, CO; Eugene Festival/Musical Theatre, OR; An Evening Dinner Theatre, NY; Ford's Theatre, D.C.; Fullerton Civic Light Opera, CA; Goodspeed Opera House, CT; Heritage Artists/Coboes Music Hall, NY; Hirschfeld Theatre, FL; Institute of the American Musical, CA; John Houseman Theatre, NY; Kennedy Center/Performing Arts, DC; Long Beach Civic Light Opera, CA; Lyric Theatre of Oklahoma, OK; Main State Music Theatre, ME; Marriott's Lincolnshire Theatre, IL; Michigan Opera Theatre, MI; Minnesota Opera Company, MN; Municipal Theatre Association of St. Louis, MO; Music Theatre Group, MD; Music Theatre of Wichita, KS; Musical Theatre of Arizona, AZ; Musical Theatre Works, NY; National Institute/Music Theater, D.C.; National Music Theatre Network, NY; New Musicals Productions, NY; New York City Opera, NY; North Shore Music Theatre, MA; O'Neill Theatre Center, NY; Opera Pacific, CA; Orange County Performing Arts Center, CA; Paper Mill Playhouse, NJ; Parker Playhouse/Royal Poinciana Playhouse, FL; Pittsburgh Civic Light Opera, PA; Playhouse Square Center, OH; Radio City Music Hall, NY; Royal Palm Dinner Theatre, FL; Sacramento Light Opera Association, CA; San Bernardino Civic Light Opera, CA; San Diego Civic Light Opera, CA; San Gabriel Valley Civic Light Opera, CA; San Jose Civic Light Opera, CA; Santa Barbara Civic Light Opera, CA; Skylight Comic Opera, WI; Southern Arizona Light Opera, AZ; Theater of the Stars, GA; Theatre League, MO; Theatre Under the Stars, TX; Walnut Street Theatre, PA; Whittier-LA Mirada Light Opera, CA.

Source: Data provided by Jim Thesing, Executive Director, National Alliance of Musical Theatre Producers, "1989 Membership Survey; Summary of Results," New York, NY, 1989.

Observational note: Mr. Jim Thesing, Executive Director, in a letter accompanying the survey results states: "You should note that some of this data may duplicate information you receive from other sources. For example, some members of the National Alliance are also members of Theatre Communications Group, Opera America, and the League of American Theatres and Producers."

Table 4-35.

Number and percent of Opera America membership companies ending year with operating loss and surplus: 1982-1987

| Season | Number of companies having losses | Percent of survey respondents | Number companies having surpluses | Percent of survey respondents |
|--------------|-----------------------------------|-------------------------------|-----------------------------------|-------------------------------|
| 1982-83..... | 34 | 45 | 42 | 55 |
| 1983-84..... | 43 | 52 | 40 | 48 |
| 1984-85..... | 48 | 54 | 41 | 46 |
| 1985-86..... | 45 | 54 | 39 | 46 |
| 1986-87..... | 35 | 39 | 55 | 61 |

NA - Data not obtained.

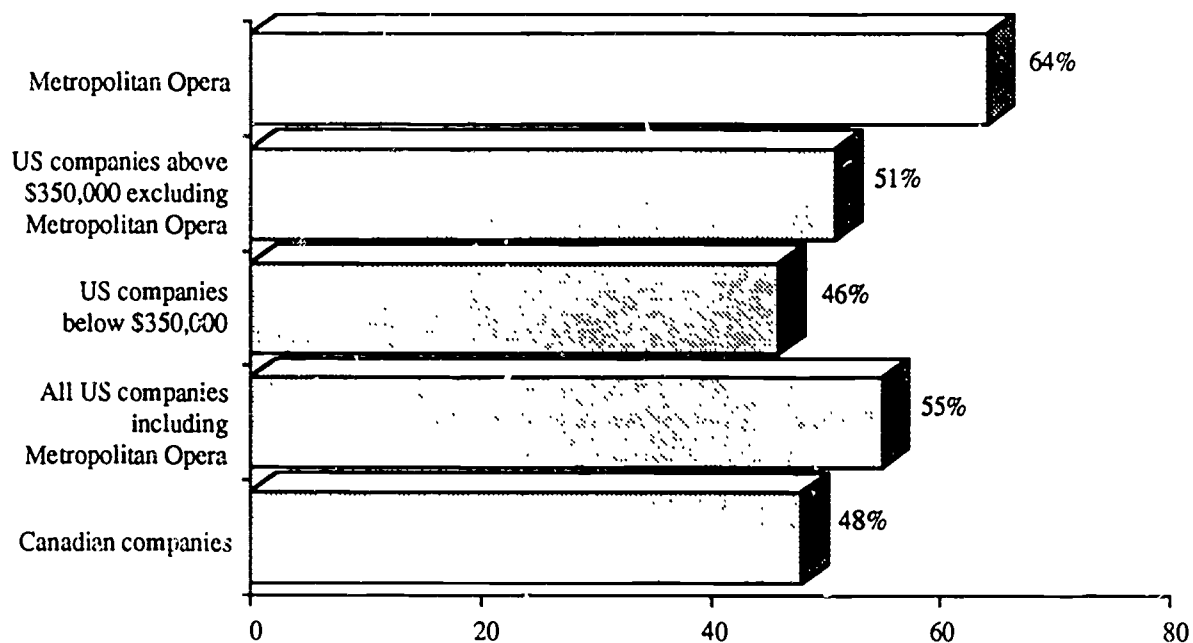
Note: Data are based on companies responding to Opera America Membership Survey. This is typically about 85 percent of members.

Source: Opera America, Profile 1988, Washington, D.C., 1988.

Observational note: Using the aggregate deficit figure alone, as an assessment of the fiscal problems of the opera field, can be misleading because surpluses of healthy companies cancel out deficits of other companies in the aggregate figures. A better indication of the overall condition of the field is the total losses of all companies posting deficits.

A significantly higher proportion of companies were in good health at the end of FY86-87, when 61 percent ended with a surplus, as opposed to just 46 percent in FY85-86. The total surpluses posted by the 55 companies in the black for FY86-87 equalled \$4.2 million, a 50 percent increase over 1985-86, when 39 companies netted \$2.8 million in combined surpluses. The average surplus rose 6.6 percent from \$71,900 to \$75,600. Note taken from the source cited above.

Chart 4-12.
Percent earned income of 84 opera companies in the membership of Opera America
by type of company: 1985-86



Source: Opera America; See table 4-34 for full citation.

Table 4-34.

Opera America data on sources of total income for 84 opera companies responding to the membership survey: 1985-1986

| Types of companies | Sources of income | | | | | | | Total* |
|---------------------------------------------------------------------|---------------------------|------------|-------------|------------|---------------------------------|---------|-------|--------|
| | Earned | Individual | Corporation | Foundation | State/ and local province | Federal | Other | |
| | (percentage distribution) | | | | | | | |
| U.S. companies above \$350,000 excluding Metropolitan Opera..... | 51 | 17 | 7 | 6 | 5 | 3 | 11 | 100 |
| Metropolitan opera..... | 64 | 14 | 4 | 4 | 1 | 1 | 12 | 100 |
| U.S. companies below \$350,000..... | 46 | 22 | 6 | 4 | 8 | 2 | 12 | 100 |
| All U.S. companies excluding Metropolitan Opera..... | 51 | 17 | 7 | 6 | 6 | 3 | 10 | 100 |
| All U.S. companies including Metropolitan Opera..... | 55 | 16 | 6 | 5 | 4 | 2 | 12 | 100 |
| Canadian companies..... | 48 | 6 | 6 | 2 | 20 | 12 | 6 | 100 |

Note: Data based on 84 opera companies completing the Opera America membership survey in 1986.

*Percents may not add to 100 because of rounding.

Source: Opera America, *Profile 1987*, Washington, D.C., 1987; pp. 29, 31.

Observational note: Earned income as a percent of total income increased from 49 percent in 1984-85 to 51 percent in 1985-86 for all U.S. companies excluding the Metropolitan Opera. Looking at this same group of all U.S. companies excluding the Met, individual contributions continued to be the largest component of unearned income. The share of income represented by individual giving increased by one percentage point, from 16 to 17 percent of total income, a reversal of the downward tendency of the previous year. Corporate donations moved up to second place as a contributor of unearned income, representing 7 percent of total income during the 1985-86 season. Foundations dropped to third place as a source of unearned income, to 6 percent of total income. State and local government sources reverted to 1984 levels, at 6 percent of total income, down from 8 percent the previous year. Total overall funding from all Federal government sources for U.S. companies excluding the Met maintained the same proportions as the last three years, at 3 percent of total income. Support income raised through United Arts Funds, guild activities and fund-raising benefits, and from in-kind donated services, continued to play a major role in balancing budgets, totalling 10 percent of all revenues, up from 9 percent last year. Note taken from the source cited above.

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Table 4-33.
Opera America data on income and expenses for the survey universe: 1985-86 and 1986-87

| | 1985-86 (a) | | 1986-87 (b) | |
|------------------------|--------------------|---------|--------------------|---------|
| | dollars | percent | dollars | percent |
| | (n = 84) | | (n = 90) | |
| Income | | | | |
| Earned..... | 136,806,487 | 54.8 | 157,310,610 | 55 |
| Private support..... | 91,413,989 | 36.6 | 107,312,851 | 37 |
| Public support..... | 21,446,074 | 8.6 | 22,861,954 | 8 |
| Total..... | 249,666,550 | | 287,485,415 | |
| Expenses | | | | |
| Personnel..... | 160,865,259 | 63.7 | 182,891,589 | 63 |
| Non-personnel..... | 91,764,804 | 36.3 | 107,384,392 | 37 |
| Total..... | 252,630,063 | | 290,275,981 | |
| Surplus (deficit)..... | (2,963,513) | | (2,790,566) | |

(a) Based on 84 companies responding to the Opera America membership survey in 1985-86.

(b) Based on 90 companies responding to the Opera America membership survey in 1986-87.

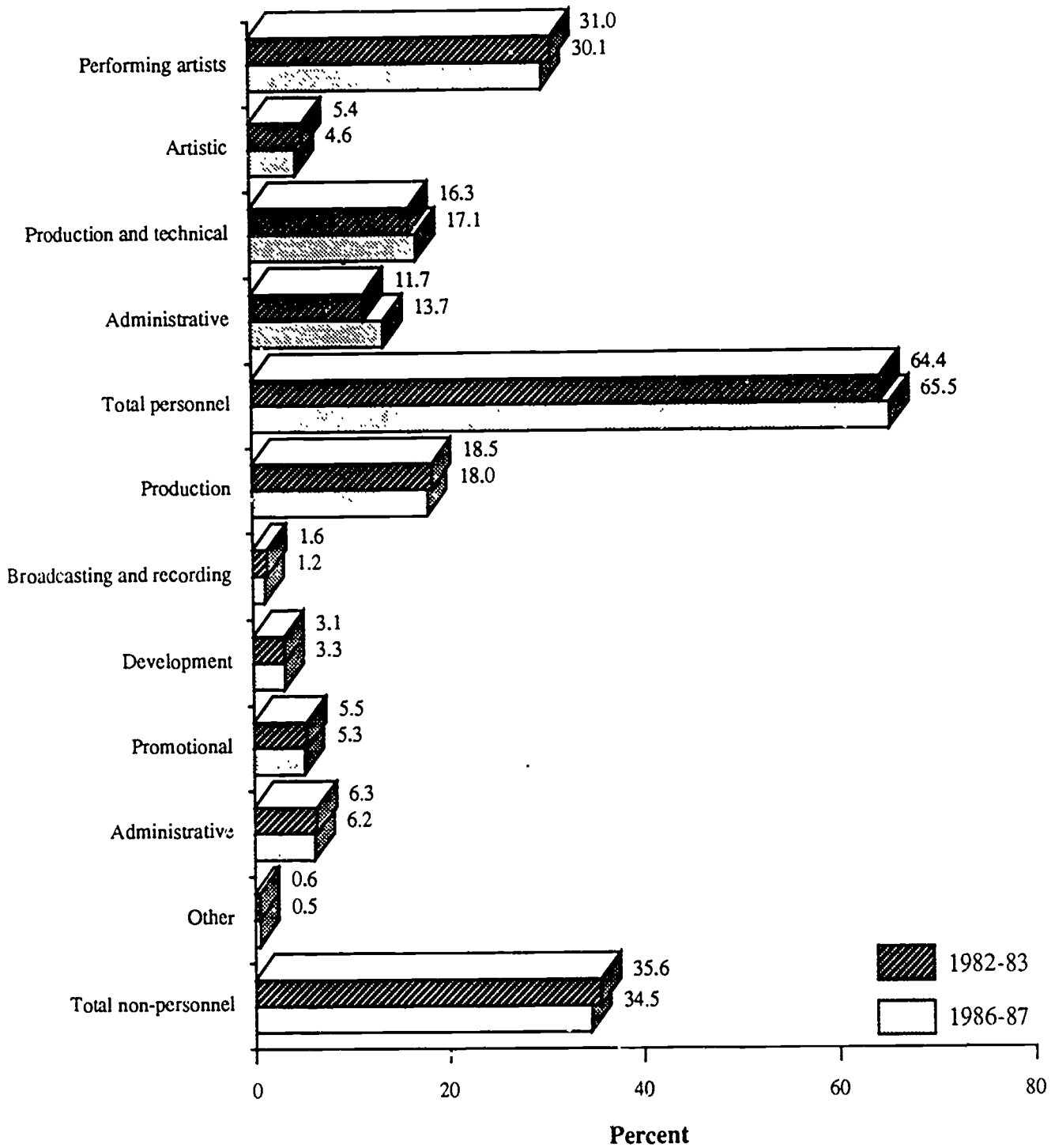
Source: (1985-86) Opera America, Profile 1987, Washington, D.C., 1987, p. 29; (1986-87) Opera America, Profile 1988, Washington, D.C., 1988, pp. 20 and 21.

Observational note: Total income for the opera field grew by \$37.8 million, a 15.2 percent increase between 1986-87 and 1985-86. By comparison, the growth in income the preceding fiscal year was 5.9 percent for all companies. Earned revenue accounted for the largest share of the dollar increase, surpassing the previous season by \$20.5 million or 15 percent to reach \$157.3 million. Performance revenue, which provided 45 percent of all income, was up by nearly one-fifth, as was other earned income. Broadcasting and recording income declined 28 percent, while income from investments, bank interest, and endowments was off slightly, down 1.5 percent. Companies successfully attracted an additional \$15.8 million in private support, a 17.3 percent increase to a level of \$107.3 million. Individual gifts jumped significantly, up 28 percent, at the same time growing in importance as a source of opera company revenue. Corporate contributions, up 15 percent continued climbing, but like individual giving, at a much faster pace than in the last several years. While foundation giving had fallen off significantly in the 1985-86 season, a healthy 9 percent increase restored this income source to 1984-85 levels. Support from guilds and volunteer associations rose by more than a quarter; the level of contributed income from other sources decreased by 4 percent. Public support increased by 6.5 percent, less than half of the rate of overall income growth, to reach \$22.9 million. Tax-based grants and allocations from Federal governments were up by 13 percent (of which Nea funding increased by 5.8 percent and Canada Council support by 29.8), thus outperforming state and local governments, whose support increased by just 3.1 percent. Public support represents 6 percent of all income among U.S. opera companies.

Total expenditures by opera companies increased by \$37.6 million or 14.9 percent from 1985-86 to 1986-87. By comparison, expenses grew 7.1 percent in 1985-86. The largest expense category, accounting for a third of all operating costs, was artistic personnel expense at \$98.4 million, up 11 percent. Production personnel expense increased to \$46.3 million or 22.2 percent, while administrative personnel expense rose to \$38.3 million or 11.2 percent. Personnel costs made up 64 percent of all expenses. Among non-personnel costs, the largest percentage increase was for production expenses, rising 21.2 percent to reach \$56.1 million in 1986-87. General and administrative costs increased to \$48.3 million, up 16.3 percent. Expenses associated with broadcasting and recording dropped 24.0 percent to \$3.0 million. Note taken from Profile 1988.

Chart 4-11b.

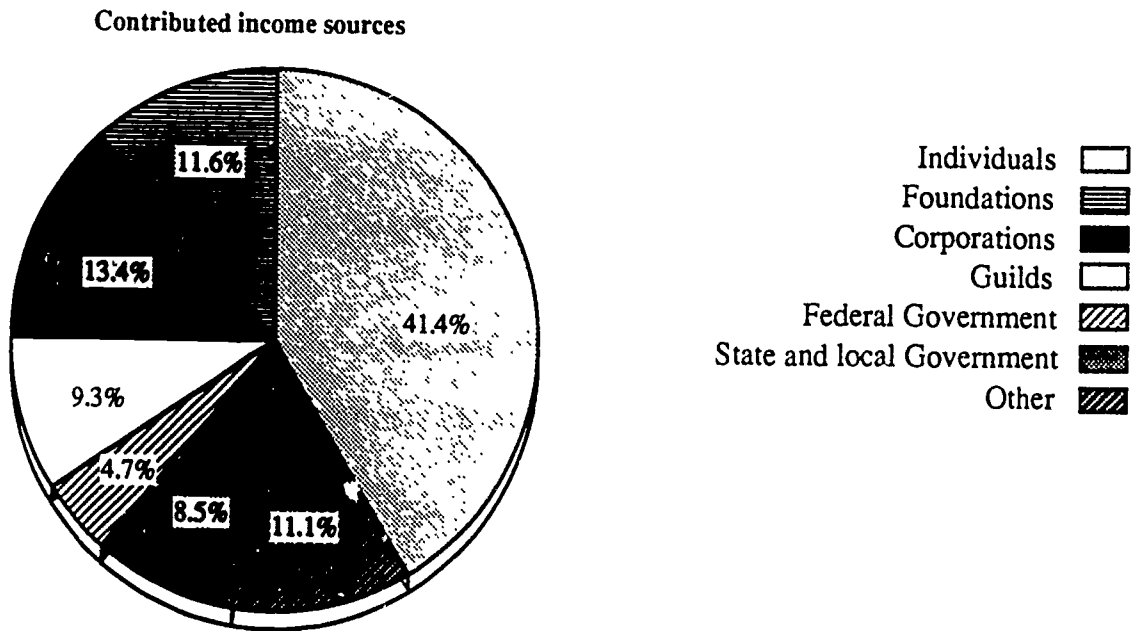
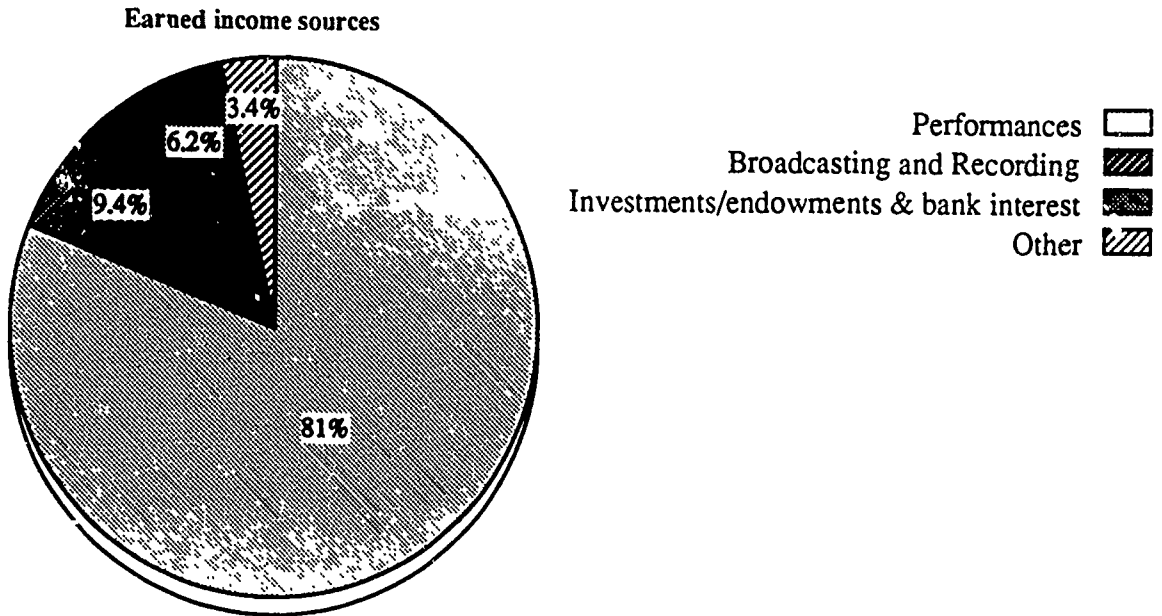
Expenses by type as a percent of total expenses for 51 opera companies in the membership of Opera America: 1983 and 1987



Source: Opera America, Profile 1988; See table 4-32 for full citation.

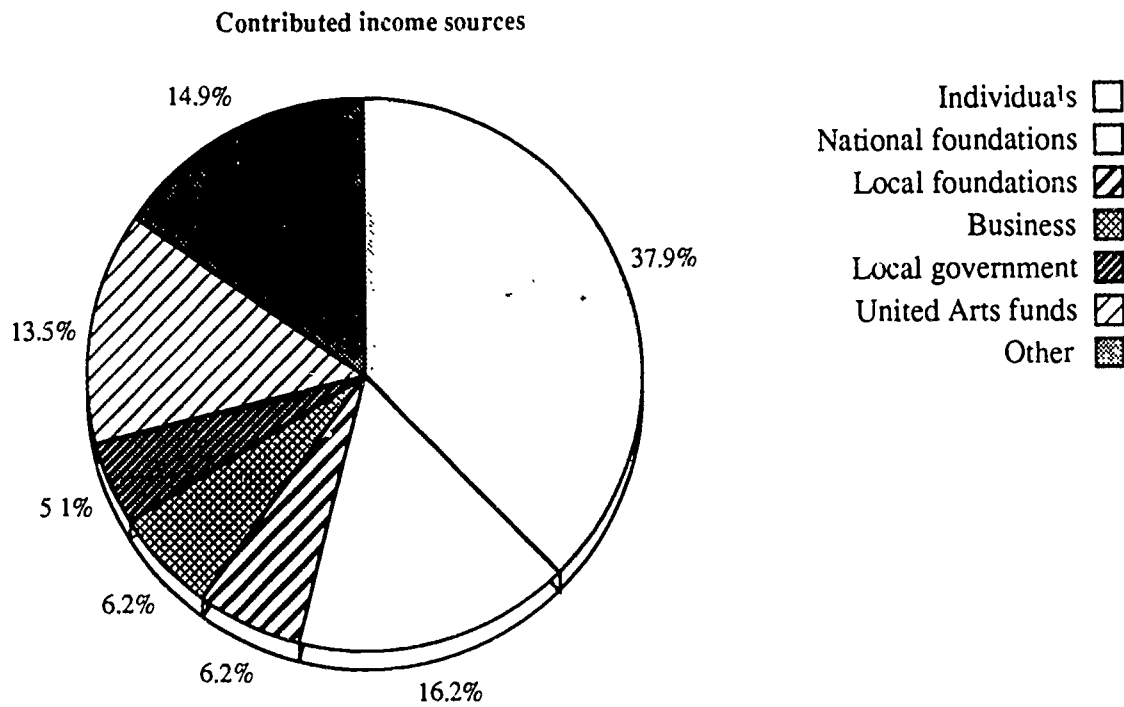
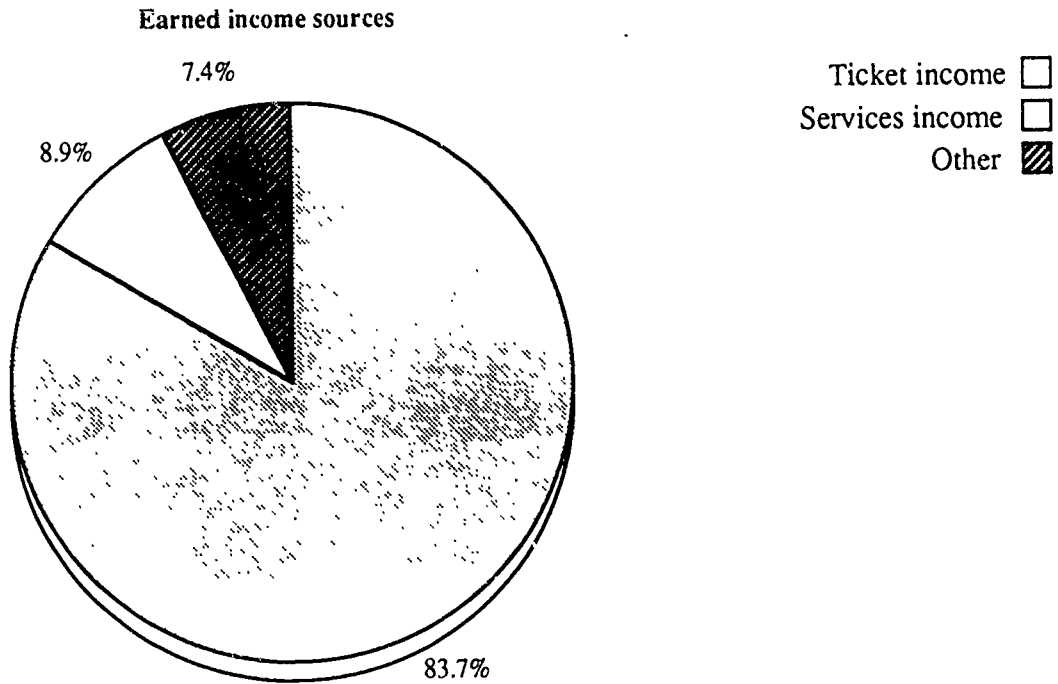
Chart 4-11a.

Sources of earned and contributed income of 51 opera companies in the membership of Opera America: 1986-87



Source: Opera America; See tables 4-28 through 4-30 for full citation.

Chart 4-10.
Sources of earned and contributed income of 31 opera companies in the Ford
Foundation Study: 1965



Source: Ford Foundation, *The Finances of the Performing Arts, Volume I*, Appendix C, tables 20 and 21

Table 4-32.

Opera America data on expenses for 51 opera companies: 1982-83 and 1986-87

| Type of expense | 1982-83 | | 1986-87 | |
|---------------------------------|-----------------------|-----------|-----------------------|-----------|
| | (dollars in millions) | (percent) | (dollars in millions) | (percent) |
| Personnel | | | | |
| Performing artists..... | 54.5 | 31.0 | 71.2 | 30.1 |
| Artistic..... | 9.6 | 5.4 | 10.9 | 4.6 |
| Production and technical..... | 28.7 | 16.3 | 40.4 | 17.1 |
| Administrative..... | 20.6 | 11.7 | 32.4 | 13.7 |
| Total personnel..... | 113.4 | 64.4 | 154.9 | 65.5 |
| Non-personnel | | | | |
| Production..... | 32.5 | 18.5 | 42.6 | 18.0 |
| Broadcasting and recording..... | 2.8 | 1.6 | 2.8 | 1.2 |
| Development..... | 5.4 | 3.1 | 7.8 | 3.3 |
| Promotional..... | 9.6 | 5.5 | 12.5 | 5.3 |
| Administrative..... | 11.1 | 6.3 | 12.7 | 6.2 |
| Other..... | 1.1 | .6 | 1.3 | .5 |
| Total non-personnel... | 62.6 | 35.6 | 81.7 | 34.5 |
| Total expenses..... | 176.0 | 100.0 | 236.6 | 100.0 |

Note: Based on a consistent sample of 51 companies. See table 4-27 for methodological note and list of companies.

Source: Opera America, Profile 1988, Washington, D.C., p. 29.

Observational note: Opera companies, which are highly labor-intensive enterprises, spend almost twice as much on personnel costs as on all other costs combined. The sample group statistics show that these companies spent 65.5 percent of their operating budgets on personnel in 1986-87, an even higher level than in 1982-83, when 64.4 percent was spent on personnel costs. Since 1982-83, personnel costs have expanded by 36.6 percent, with an annual compound growth rate of 6.4 percent, approaching the \$155 million mark. Non-personnel expenditures have increased at a lesser rate of 30.4 percent, or 5.5 percent annually, reaching \$81.7 million in 1986-87. Because of the differing growth rates, non-personnel costs declined as a percentage share of all expenses from 35.6 percent to 34.5 percent. Fees paid to performing artists, including singers, conductors, orchestral musicians, and dancers, remain the largest expense category, accounting for nearly a third of all expenditures. Performing artists personnel costs rose 30.6 percent over the five-year period. Costs for administrative staff and production and technical personnel grew faster, increasing by 57.5 percent and 40.8 percent respectively. Expenditures for other artistic personnel, including designers, directors, and music staff, corresponds to an equal percentage increase in contributed income. Opera companies spent 18 percent more on production costs in 1986-87 than five years earlier. These costs make up more than half of all non-personnel expenses. Promotional expenses grew by 30.1 percent and administrative costs by 32.1 percent. The cost of generating earned revenue other than ticket sales revenue increased 11.7 percent while expenses associated with broadcasting and recording showed a negligible increase. Note taken from source cited above.

Table 4-31.

Opera America data on earned and support income as a percentage of expenses for 51 opera companies: 1982-1987

| Income | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
|----------------------|-----------|---------|---------|---------|---------|
| | (percent) | | | | |
| Earned..... | 56.6 | 53.2 | 56.0 | 55.7 | 56.1 |
| Private support..... | 35.3 | 36.9 | 36.7 | 37.2 | 37.7 |
| Public support..... | 6.9 | 6.6 | 7.0 | 6.2 | 5.7 |
| Total..... | 98.8 | 96.7 | 99.7 | 99.1 | 99.5 |

Note: Based on a consistent Opera America sample group of 51 companies. See table 4-27 for methodological note and list of companies.

Source: Opera America, Profile 1988, Washington, D.C., p. 26.

Table 4-30.

Opera America data on sources of public support income for 51 opera companies: 1982-1987

| Income source | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
|-----------------------------------------|---------|---------|---------|---------|---------|
| (in millions of dollars) | | | | | |
| State and local..... | 7.4 | 7.9 | 8.2 | 8.8 | 8.7 |
| Federal..... | 4.5 | 4.9 | 5.6 | 4.6 | 4.8 |
| Other..... | .2 | NA | .3 | NA | .1 |
| Total..... | 12.1 | 12.8 | 14.1 | 13.5 | 13.6 |
| As percentage of total income (percent) | | | | | |
| State and local..... | 4.2 | 4.2 | 4.1 | 4.1 | 3.7 |
| Federal..... | 2.3 | 2.6 | 2.8 | 2.2 | 2.0 |
| Other..... | .5 | NA | .2 | NA | .1 |
| Total..... | 7.0 | 6.8 | 7.1 | 6.3 | 5.8 |

NA - Not applicable.

Note: Based on a consistent Opera America sample group of 51 companies. See table 4-27 for methodological note and list of companies.

Source: Opera America, *Profile 1988*, Washington, D.C., p. 29.

Observational note: Public support increased just 12 percent between 1982-83 and 1986-87. After peaking in 1984-85, public funding leveled off in terms of dollars, but has continued losing ground as a share of total income. Grants from state and local governments had been increasing steadily, but dropped off in 1986-87, showing a net increase of 17 percent over five years. Federal support, including grants from the National Endowment for the Arts, advanced more slowly, posting a 6 percent overall increase. Tax-based revenue from other sources, including school boards, fluctuated widely from year to year, ending in 1986-87 at a level 42 percent lower than in 1982-83. Note taken from source cited above.

Table 4-29.

Opera America data on sources of private support income for 51 opera companies: 1982-1987

| Income source | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
|-------------------------------|---------|---------|---------|---------|---------|
| (in millions of dollars) | | | | | |
| Individuals..... | 23.7 | 30.8 | 31.2 | 34.9 | 42.5 |
| Foundations..... | 11.3 | 10.9 | 11.7 | 11.5 | 11.9 |
| Corporations..... | 8.8 | 9.8 | 12.0 | 12.7 | 13.8 |
| Guilds..... | 6.3 | 5.2 | 6.5 | 6.3 | 9.6 |
| Other..... | 12.0 | 15.1 | 12.2 | 15.3 | 11.3 |
| Total..... | 62.2 | 71.8 | 73.7 | 80.8 | 89.1 |
| (percent) | | | | | |
| As percentage of total income | | | | | |
| Individuals..... | 13.6 | 16.3 | 15.6 | 16.2 | 18.1 |
| Foundations..... | 6.5 | 5.8 | 5.9 | 5.3 | 5.1 |
| Corporations..... | 5.1 | 5.2 | 6.0 | 5.9 | 5.9 |
| Guilds..... | 3.6 | 1.0 | 1.6 | 2.3 | 1.9 |
| Other..... | 9.7 | 8.0 | 6.1 | 7.1 | 4.8 |
| Total.. | 35.8 | 38.2 | 36.8 | 37.6 | 37.9 |

Note: Based on a consistent Opera America sample group of 51 opera companies. See table 4-27 for methodological note and list of companies.

Source: Opera America, Profile 1988, Washington, D.C., p. 26.

Observational note: The private support given to the sample group companies swelled 43.4 percent between 1982-83 and 1986-87, at a compound rate of growth at 7.5 percent per year, raising it to \$89.1 million. By contrast, earned revenue grew a respectable 33.2 percent to 32.7 million, at a 5.9 percent compound rate. Public support has registered a 12 percent increase since 1982-83, or 2.4 percent compound annual growth, reaching \$13.6 million. A substantial increase in individual giving is responsible for most of the growth in private support. Over five years, the level of individual contributions leaped 79.4 percent at a compound rate of 12.4 percent per year. At the same time, gifts from individuals took on increasing importance as a source of private support, surging from 38 percent to 49 percent of all private contributions. Corporate contributions rose by more than half (up 57.5%), as did guild contributions, which made a 52 percent jump in the last year after remaining at relatively stable levels from 1982-83 through 1985-86. Foundation grants crept up by 4.8 percent over the five years in the study, meanwhile declining from 18 percent to 13 percent of all contributed funds. Income from revenue-generating projects and other sources, such as united arts funds, donated services, and labor unions, fell off by 6.3 percent. Note taken from source cited above.

Table 4-28.

Opera America data on sources of earned income for 51 opera companies:
1982-1987

| Earned income source | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
|---------------------------------|---------|---------|---------|---------|---------|
| (in millions of dollars) | | | | | |
| Performances | 79.0 | 80.5 | 90.6 | 95.6 | 107.4 |
| Broadcasting and recording..... | 6.6 | 7.3 | 5.8 | 6.2 | 4.5 |
| Investments..... | 6.4 | 6.0 | 7.0 | 8.7 | 8.2 |
| Other..... | 7.7 | 9.7 | 8.9 | 10.4 | 12.5 |
| Total..... | 99.6 | 103.6 | 112.4 | 120.9 | 132.7 |
| As percentage of total income | | | | | |
| (percent) | | | | | |
| Performances..... | 45.4 | 42.8 | 45.3 | 44.4 | 45.6 |
| Broadcasting and recording..... | 3.8 | 3.9 | 2.9 | 2.9 | 1.9 |
| Investments..... | 3.7 | 3.2 | 3.5 | 4.0 | 3.5 |
| Other..... | 4.4 | 5.2 | 4.5 | 4.8 | 5.3 |
| Total..... | 57.3 | 55.1 | 56.1 | 56.2 | 56.4 |

Note: Based on a consistent Opera America sample group of 51 companies. See table 4-27 for note.

Source: Opera America, Profile 1988, Washington, D.C., p. 27.

Observational note: Earned income has posted an overall increase of one-third since 1982-83; the growth has come largely from a 35 percent gain in performance revenue, the combined effect of increases in ticket prices as well as in the number of tickets sold.

Income from investments rose 27 percent, and earned income from other sources, including rentals of facilities and materials, climbed 63 percent. Broadcasting and recording income dropped 31 percent. Note taken from source above.

Table 4-27.

Opera America data on sources of income for 51 opera companies:
1982-1987

| Income source | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
|-------------------------------|---------|---------|---------|---------|---------|
| (in millions of dollars) | | | | | |
| Earned income..... | 99.6 | 103.6 | 112.4 | 120.9 | 132.7 |
| Private support..... | 62.2 | 71.8 | 73.7 | 80.8 | 89.1 |
| Public support..... | 12.1 | 12.8 | 14.1 | 13.5 | 13.6 |
| Total..... | 173.9 | 188.2 | 200.1 | 215.1 | 235.4 |
| (percent) | | | | | |
| As percentage of total income | | | | | |
| Earned income..... | 57.3 | 55.1 | 56.1 | 56.2 | 56.4 |
| Private support..... | 35.8 | 38.2 | 36.8 | 37.6 | 37.9 |
| Public support..... | 7.0 | 6.8 | 7.1 | 6.3 | 5.8 |

Note: Based on a consistent Opera America sample group of 51 companies.

Source: Opera America, Profile 1988, Washington, D.C., pp. 26, 27, and 29.

Methodological note: Opera America has selected 51 American opera companies for which detailed financial data are available for five consecutive years to serve as its survey sample group. By examining the fiscal activity of an identical group, year-to-year comparisons can be made, as well as analyses of trends in the field over a five-year period. In 1986, the sample group ranged in budget size from \$90,485 to \$83,835,000. Based on present membership, the sample group represents 46 percent of the total number of American companies and 81 percent of the total industry dollars, as reported by the survey universe. The group of 51 companies in 1982-87 included: Anchorage Opera, Arkansas Opera Theatre, Baltimore Opera Company, Chicago Opera Theater, Cincinnati Opera, Cleveland Opera, Colorado Opera Festival, Connecticut Opera, The Dallas Opera, Eugene Opera, Florentine Opera of Milwaukee, Four Corners Opera, Glimmerglass Opera, Greater Miami Opera, Houston Grand Opera, Indianapolis Opera Company, Kentucky Opera, Lake George Opera Festival, Lyric Opera of Chicago, Lyric Opera of Kansas City, Metropolitan Opera, Michigan Opera Theatre, The Minnesota Opera, The Mississippi Opera, Mobile Opera, New Jersey State Opera, New Orleans Opera, New York City Opera, Opera Carolina, Opera Columbus, Opera Company of Philadelphia, Opera/Omaha, Opera Theatre of Saint Louis, The Pennsylvania Opera Theater, Pittsburgh Opera, Portland Opera, Sacramento Opera, San Diego Opera, San Francisco Opera, Santa Fe Opera, Sarasota Opera, Seattle Opera, Shreveport Opera, Syracuse Opera, Tri-Cities Opera, Toledo Opera, Tulsa Opera, Utah Opera, The Virginia Opera, The Washington Opera, and Whitewater Opera Company.

Observational note: There has been a gradual shift in the balance between earned revenue, private contributions, and public sector support over the last five years. In that period, private support has become an increasingly important source of income, and companies have become less reliant upon income from other sources than they were five years ago. Earned revenue, 57 percent of 1982-83 income, has held steady at 56 percent of all income for the past three years. Public support has fallen from 7 percent to less than 6 percent of total income during the last five years. Note taken from source cited above.

Table 4-26.
Informatics data on income and expenses for 21 opera companies: 1970-1979

| | Earned income | Support income | Total income | Total expenses | Earnings gap |
|--------------------------|------------------|-------------------|-----------------|-------------------|-----------------|
| (in millions of dollars) | | | | | |
| 1970 | 18.06 | 9.94 | 28.06 | 29.41 | 11.35 |
| 1971 | 24.74 | 11.02 | 35.76 | 34.95 | 10.21 |
| 1972 | 27.31 | 13.43 | 40.74 | 40.73 | 13.42 |
| 1973 | 28.64 | 13.50 | 42.14 | 45.41 | 16.77 |
| 1974 | 29.80 | 20.23 | 50.03 | 49.68 | 19.89 |
| 1975 | 33.59 | 20.49 | 54.08 | 55.18 | 21.59 |
| 1976 | 34.20 | 22.92 | 57.11 | 59.45 | 25.26 |
| 1977 | 37.48 | 28.72 | 66.20 | 65.54 | 28.06 |
| 1978 | 42.22 | 30.61 | 72.83 | 73.60 | 31.38 |
| 1979 | 49.15 | 35.86 | 85.01 | 84.12 | 34.98 |

Notes: Includes Baltimore Opera, Cincinnati Opera Association, Dallas Civic Opera, Florentine Opera of Milwaukee, Fort Worth Opera Association, Greater Miami Opera Association, Lake George Opera Festival (Glens Falls, New York), Lyric Opera of Chicago, Metropolitan Opera Association, Minnesota Opera Company (St. Paul), New Orleans Opera Association, New York City Opera, Opera Memphis, Opera/Omaha, Pittsburgh Opera, Inc., Portland Opera, San Diego Opera Association, San Francisco Opera, Seattle Opera Association, and Western Spring Opera (San Francisco).

Source: Samuel Schwarz and Mary G. Peters, Growth of Arts and Cultural Organizations in the Decade of the 1970s, Informatics General Corporation, Rockville, MD, December 1983. Table prepared by Westat from data in tables 6-1 through 6-16, pp. 6-23 through 6-31.

Methodological note: Data were obtained from unpublished data from the Ford Foundation for the years 1970-1974 and Opera America for the remaining years. The 21 companies listed above are those for which data were available for all years in the decade.

Table 4-25.

Ford Foundation data on expenditures by category (selected variables) as percentages of total operating expenditures for 31 opera companies: 1965-1971

| Source of expenditure | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Salaries and fees | | | | | | |
| Total performing artistic..... | 36.9 | 34.6 | 35.8 | 36.3 | 34.5 | 34.9 |
| Total nonperforming artistic..... | 9.4 | 8.7 | 8.2 | 8.9 | 10.1 | 9.6 |
| Total artistic/production personnel..... | 54.6 | 51.5 | 52.4 | 54.5 | 53.3 | 53.0 |
| Total nonartistic personnel..... | 9.0 | 10.1 | 9.6 | 9.4 | 10.3 | 11.0 |
| Total personnel..... | 63.6 | 61.7 | 62.0 | 63.9 | 63.6 | 64.0 |
| Employee fringe benefits..... | 1.8 | 1.9 | 2.4 | 2.3 | 2.2 | 2.3 |
| Total salaries/fees/fringe benefits..... | 65.5 | 63.6 | 64.4 | 66.2 | 65.7 | 66.4 |
| Nonsalary costs | | | | | | |
| Total production costs..... | 15.5 | 14.3 | 14.0 | 14.2 | 13.1 | 13.1 |
| Total facility costs..... | 4.8 | 4.9 | 5.0 | 5.3 | 5.2 | 6.1 |
| Total other nonsalary costs..... | 14.2 | 17.2 | 16.6 | 14.3 | 16.0 | 14.4 |
| Total nonsalary costs..... | 34.5 | 36.4 | 35.6 | 33.8 | 34.3 | 33.6 |
| Total operating expenditures..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total expenditures in thousands of dollars..... | 27,863 | 34,550 | 33,298 | 34,601 | 33,817 | 38,743 |

Notes: Includes Baltimore Opera Company, Central City Opera House Association (Denver), Chautauqua Opera Association (Chautauqua, NY), Cincinnati Summer Opera Association, Connecticut Opera Association (Hartford), Dallas Civic Opera Company, Florentine Opera Company (Milwaukee), Fort Worth Civic Opera Association, Goldovsky Opera Institute (New York City), Houston Grand Opera Association, Kansas City Lyric Theater, Kentucky Opera Association (Louisville), Lake George Opera Festival (Glens Falls, NY), Lyric Opera of Chicago, Metropolitan Opera Association (New York City), Minnesota Opera Company (Minneapolis), New Orleans Opera House Association, New York City Opera, Opera Company of Boston, Opera Guild of Greater Miami, Opera Society of Washington (Washington, D.C.), Philadelphia Grand Opera Company, Philadelphia Lyric Opera Company, Pittsburgh Opera, San Diego Opera, San Francisco Opera Association, Santa Fe Opera, Seattle Opera Association, Spring Opera (San Francisco), Saint Paul Civic Opera Association, and Western Opera Theater (San Francisco).

Sources: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 27.

Table 4-24.

Ford Foundation data on income by source (selected variables) as percentages of total income including corpus transfers for 31 opera companies: 1965-1971

| Source of income | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Earned income | | | | | | |
| Total ticket income..... | 46.8 | 42.3 | 42.4 | 41.7 | 37.3 | 40.5 |
| Total nonticket performance income..... | 5.8 | 6.7 | 7.3 | 6.6 | 6.9 | 5.6 |
| Total nonperformance earned income..... | 4.3 | 4.6 | 5.4 | 4.5 | 4.4 | 3.8 |
| Total earned income..... | 56.9 | 53.7 | 55.1 | 52.9 | 48.5 | 49.8 |
| Unearned income | | | | | | |
| Individual contributions..... | 15.5 | 15.8 | 15.0 | 18.4 | 19.8 | 16.0 |
| Business contributions..... | 2.7 | 3.9 | 3.2 | 2.8 | 3.1 | 3.6 |
| Combined/United Arts Fund contributions..... | 5.7 | 7.3 | 6.0 | 6.7 | 7.1 | 6.8 |
| Local foundation contributions..... | 2.7 | 2.4 | 3.6 | 4.0 | 5.2 | 5.3 |
| Other local contributions..... | 7.1 | 5.0 | 5.2 | 5.1 | 4.5 | 4.4 |
| Federal government grants..... | 0 | 2.3 | 3.3 | 3.7 | 2.5 | 5.2 |
| State government grants..... | 0 | .4 | .3 | .8 | .7 | 1.1 |
| Local government grants..... | 1.7 | 2.0 | 2.0 | 2.0 | 4.3 | 2.4 |
| National foundation grants..... | 7.6 | 7.2 | 6.0 | 3.7 | 4.1 | 4.4 |
| Corpus earnings used for operations..... | 0 | .1 | 0 | 0 | .1 | 0 |
| Total unearned income..... | 43.1 | 46.3 | 44.7 | 47.1 | 51.3 | 49.2 |
| Total income and corpus | | | | | | |
| Total operating income..... | 100.0 | 100.0 | 99.8 | 100.0 | 99.9 | 99.0 |
| Corpus principal transferred to operations..... | 0 | 0 | .2 | 0 | .1 | 1.0 |
| Total income including corpus transfers..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total income in thousands of dollars..... | 27,257 | 34,518 | 33,327 | 34,401 | 32,732 | 39,823 |

Note: Includes Baltimore Opera Company, Central City Opera House Association (Denver), Chautauqua Opera Association (Chautauqua, NY), Cincinnati Summer Opera Association, Connecticut Opera Association (Hartford), Dallas Civic Opera Company, Florentine Opera Company (Milwaukee), Fort Worth Civic Opera Association, Goldovsky Opera Institute (New York City), Houston Grand Opera Association, Kansas City Lyric Theater, Kentucky Opera Association (Louisville), Lake George Opera Festival (Glens Falls, NY), Lyric Opera of Chicago, Metropolitan Opera Association (New York City), Minnesota Opera Company (Minneapolis), New Orleans Opera House Association, New York City Opera, Opera Company of Boston, Opera Guild of Greater Miami, Opera Society of Washington (Washington, D.C.), Philadelphia Grand Opera Company, Philadelphia Lyric Opera Company, Pittsburgh Opera, San Diego Opera, San Francisco Opera Association, Santa Fe Opera, Seattle Opera Association, Spring Opera (San Francisco), Saint Paul Civic Opera Association, and Western Opera Theater (San Francisco).

Source: Ford Foundation, *The Finances of the Performing Arts, Volume I*, New York, NY, 1975, appendix C, table 23.

Table 4-23.

Central Opera Service Annual U.S. survey statistics by number of performing organizations/companies and performances: 1985-1989

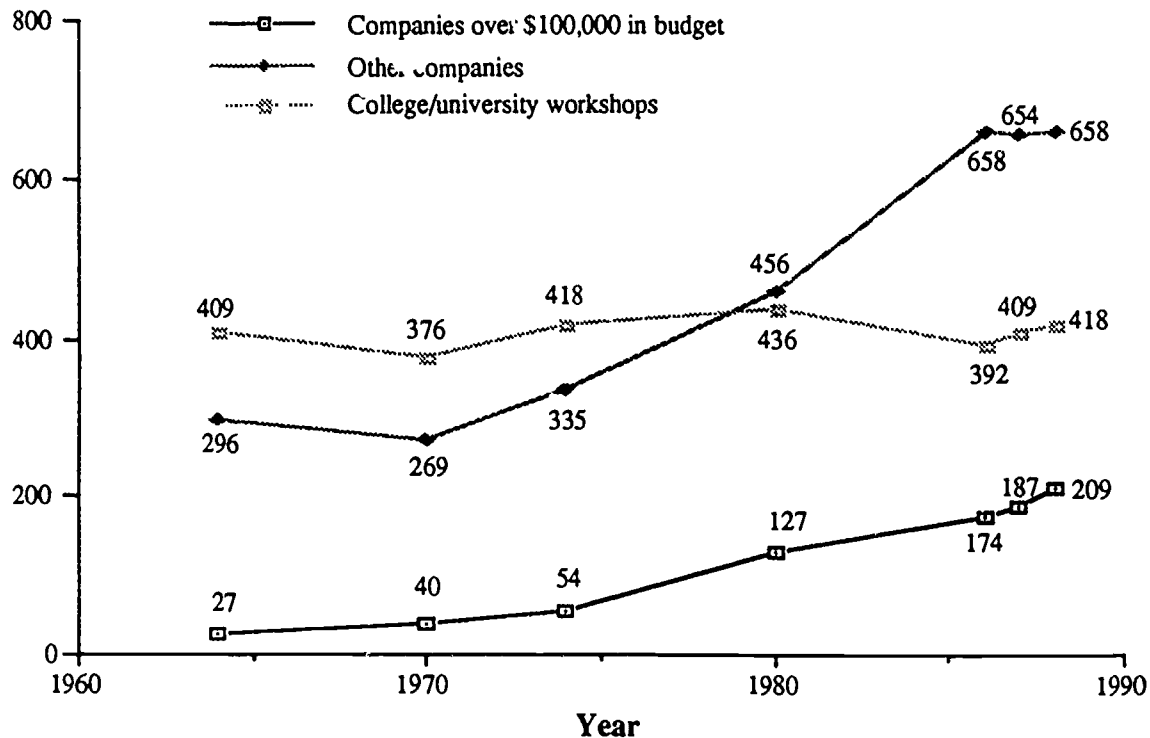
| Detail of performing group companies with: | Number of performing organizations/companies | | | Number of performances | | |
|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|---------|---------|------------------------|---------|---------|
| | 1985-86 | 1987-88 | 1988-89 | 1985-86 | 1987-88 | 1988-89 |
| Budget over \$1 million..... | 39 | 54 | 72 | NA | NA | NA |
| Budget over \$500,000..... | 36 | 40 | 38 | NA | NA | NA |
| Budget over \$200,000..... | 62 | 52 | 52 | NA | NA | NA |
| Budget over \$100,000..... | 33 | 43 | 47 | NA | NA | NA |
| Subtotal..... | 170 | 187 | 209 | 5,221 | 6,647 | 7,311 |
| Budget over \$50,000..... | 48 | 50 | 53 | NA | NA | NA |
| Budget over \$25,000..... | 45 | 46 | 45 | NA | NA | NA |
| Subtotal..... | 93 | 96 | 98 | 1,255 | 1,346 | 1,853 |
| Orchestra/festival/chorus..... | 96 | 129 | 127 | NA | NA | NA |
| Small companies/avocational/clubs..... | 186 | 196 | 175 | NA | NA | NA |
| Non-profit theatres..... | 227 | 233 | 258 | NA | NA | NA |
| Subtotal..... | 509 | 558 | 560 | 8,755 | 9,861 | 12,170 |
| Total companies..... | 772 | 841 | 867 | NA | NA | NA |
| College/university workshops..... | 404 | 409 | 418 | 2,842 | 3,343 | 3,589 |
| Total producing organizations and performances..... | 1,176 | 1,250 | 1,285 | 18,073 | 21,197 | 24,923 |
| Miscellaneous | | | | | | |
| Light repertoire of opera companies, workshops, and nonprofit theatres included above (number of productions) | | | | | | |
| Gilbert and Sullivan (13) 1985-86; (11) 1987-89..... | | | | 862 | 901 | 1,056 |
| Classical operettas (28) 1985-86; (27) 1987-89..... | | | | 847 | 842 | 1,161 |
| Musicals (278) 1985-86; (279) 1987-89..... | | | | 6,993 | 8,836 | 9,825 |
| | | | | 8,702 | 10,579 | 12,042 |
| In addition to regular season: | | | | | | |
| Companies: community/educational service programs..... | 153 | 183 | 192 | 5,669 | 6,524 | 7,678 |
| Academia: community/educational programs.. | 52 | 57 | 51 | 224 | 281 | 266 |
| Academia: scene programs..... | 102 | 103 | 141 | 258 | 269 | 384 |
| Academic - joint programs with companies... | 86 | 129 | 101 | NA | NA | NA |
| Academic - Opera/musical theatre degree programs..... | 57 | 68 | 70 | NA | NA | NA |

NA - Not available.

Source: Data provided by Maria F. Rich, Executive Director, Central Opera Service, New York, NY, 1987 and 1989.

Chart 4-9.

Opera companies and workshops included in Central Opera Service Annual Survey: 1964-1988



Note: The total number of performing groups was 732 in 1964, 1,224 in 1986, and 1,285 in 1989.

Source: Central Opera Service Annual U.S. Survey; See table 4-22 for full citation.

Table 4-22.

Central Opera Service Annual U.S. survey statistics, selected years: 1964-1989

| | Opera/musical theatre companies and workshops | | | | | | | | |
|----------------------------------------------------------|-----------------------------------------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 1964-65 | 1970-71 | 1974-75 | 1980-81 | 1984-85 | 1985-86 | 1986-87 | 1987-88 | 1988-89 |
| Performing groups | | | | | | | | | |
| Companies: over \$100,000 budget... | 27 | 40 | 54 | 127 | 168 | 170 | 174 | 187 | 209 |
| Companies: other..... | 296 | 269 | 335 | 456 | 576 | 602 | 658 | 654 | 658 |
| College/university workshops..... | 409 | 376 | 418 | 436 | 379 | 404 | 392 | 409 | 418 |
| Total..... | 732 | 685 | 807 | 1,019 | 1,123 | 1,176 | 1,224 | 1,250 | 1,285 |
| Number of performances | | | | | | | | | |
| Standard repertoire..... | 2,643 | 3,332 | 4,097 | 5,475 | 6,502 | 6,324 | 6,049 | 6,245 | 6,891 |
| Contemporary foreign repertoire.... | 1,533 | 504 | 677 | 555 | 603 | 564 | 652 | 628 | 955 |
| Contemporary American repertoire... | NA | 1,410 | 1,654 | 3,653 | 3,537 | 4,192 | 5,093 | 5,488 | 7,252 |
| Subtotal.... | 4,176 | 5,426 | 6,428 | 9,683 | 10,642 | 11,080 | 11,794 | 12,361 | 15,098 |
| Musicals, exclusive of commercial theatres..... | | | | | | | | | |
| | NA | NA | NA | 2,251 | 4,983 | 6,993 | 7,759 | 8,836 | 9,825 |
| Total..... | NA | NA | NA | 11,934 | 15,625 | 18,073 | 19,553 | 21,197 | 24,923 |
| Number of operas performed | | | | | | | | | |
| Standard..... | 167 | 158 | 209 | 263 | 261 | 282 | 234 | 245 | 262 |
| Contemporary foreign..... | 164 | 67 | 71 | 62 | 53 | 64 | 57 | 62 | 69 |
| Contemporary American..... | NA | 99 | 107 | 234 | 264 | 314 | 331 | 351 | 400 |
| Subtotal.... | 331 | 324 | 387 | 559 | 578 | 660 | 622 | 658 | 731 |
| Musicals..... | NA | NA | NA | 118 | 242 | 301 | 278 | 296 | 279 |
| Total*..... | NA | NA | NA | 677 | 820 | 961 | 900 | 954 | 1,010 |
| World premieres..... | NA | 35 | 16 | 88 | 121 | 116 | 129 | 141 | 165 |
| Premiere readings (not included in World premieres)..... | NA | NA | NA | 27 | 39 | 58 | 53 | 87 | 69 |
| American premieres..... | NA | 11 | 11 | 25 | 24 | 31 | 23 | 41 | 29 |
| Attendance (in millions)..... | NA | 6.0 | 8.0 | 11.1 | 14.1 | 14.4 | 16.4 | 17.7 | 21.4 |
| Expenses (in millions) | | | | | | | | | |
| Companies: over \$100,000 budget... | NA | 41.2 | NA | 161.6 | 256.5 | 270.3 | 321.1 | 352.3 | 403.8 |
| Companies: \$25,000-99,999 budgets. | NA | NA | NA | 4.9 | 4.9 | 5.0 | 4.8 | 4.8 | 5.3 |
| All others..... | NA | NA | NA | 42.4 | 43.2 | 46.1 | 48.7 | 50.1 | 58.8 |
| Total..... | NA | NA | NA | 208.9 | 304.6 | 321.4 | 374.6 | 407.2 | 467.9 |

NA - Not available.

*An annual listing of the complete U.S. Repertory is available from Central Opera Service. It is arranged by standard, contemporary, and musical works, showing the number of performances. World premieres, readings and American premieres are especially indicated.

Source: Data provided by Maria F. Rich, Executive Director, Central Opera Service, New York, NY, November, 1989.

Table 4-21b.
Institute of Outdoor Drama, attendance data: 1989

| | Total paid attendance | Average attendance per night | Number of performances | Seating capacity |
|-------------------------------------------|-----------------------------|------------------------------------|---------------------------|---------------------|
| Outdoor Historical Dramas | | | | |
| Anasazi: The Ancient Ones | 10,000 | 240 | 37 | 630 |
| Arkansaw Traveller..... | 14,672 | 319 | 46 | 700 |
| Billy the Kid..... | 6,148 | NA | NA | 955 |
| Blue Jacket..... | 38,699 | 516 | 72 | 1,219 |
| Cross & Sword..... | 10,492 | 234 | 53 | 1,725 |
| Cry of the Wild Ram..... | 1,906 | 190 | 10 | 560 |
| Hatfields & McCoys/Honey in the Rock..... | 23,000 | 382 | 66 | 1,210 |
| Horn in the West..... | 14,940 | 359 | 48 | 1,400 |
| Jenny Wiley..... | 18,056 | 303 | 57 | 580 |
| The Liberty Cart..... | 2,258 | 145 | 20 | 1,000 |
| The Lone Star..... | 48,447 * | 807 | 60 | 1,780 |
| The Long Way Home..... | 3,444 | 98 | 35 | 1,000 |
| The Lost Colony..... | 64,208 | 973 | 66 | 2,046 |
| Mark Twain Musical Drama..... | 47,274 * | 657 | 72 | 500 |
| The Old Homestead..... | 790 | 263 | 3 | 1,600 |
| Pricketts Fort..... | 2,204 | 200 | 11 | 400 |
| The Stephen Foster Story..... | 63,878 | 375 | 73 | 1,404 |
| Stonewall Country/Lime Kiln Arts..... | 14,292 | 176 | 81 | 292 |
| Strike at the Wind..... | 3,931 | 217 | 21 | 1,360 |
| Sword of Peace..... | 8,879 | 222 | 37 | 700 |
| Tecumseh!..... | 63,078 | 873 | 70 | 1,750 |
| Texas..... | 96,676 | 1,607 | 63 | 1,742 |
| Trail of Tears..... | 24,200 | 310 | 78 | 1,800 |
| Trumpet in the Land..... | 21,364 | 437 | 56 | 1,429 |
| Unto These Hills..... | 82,371 | 1,350 | 61 | 2,844 |
| Young Abe Lincoln..... | 18,832 | 358 | 57 | 1,514 |
| Subtotal historical dramas..... | 704,039 | | 1,253 | 32,080 |
| Festivals and Passion Plays | | | | |
| American Players Theatre..... | 66,300 | 562 | 100 | NA |
| Colorado Shakespeare Festival..... | 39,306 | 980 | 42 | NA |
| Kentucky Shakespeare Festival..... | 21,000 | 600 | 34 | NA |
| Utah Shakespearean Festival..... | 96,000 | 800 | 166 | NA |
| Black Hills Passion Play..... | 66,491 | 1,678 | 40 | NA |
| The Living Word..... | 8,951 | 230 | 37 | NA |
| Louisiana Passion Play..... | 7,849 | 178 | 43 | NA |
| Smoky Mountain Passion Play..... | 21,092 | 281 | 64 | NA |
| Worthy Is the Lamp..... | 35,620 | 660 | 54 | NA |
| Subtotal festivals/passion plays..... | 362,609 | | 580 | NA |
| Total..... | 1,066,648 | | 1,833 | NA |

NA - Not available

* includes complimentary attendance.

Source: Data provided by Judy Via, Administrative Secretary, Institute of Outdoor Drama, North Carolina, November, 1989

Table 4-21a.
Institute of Outdoor Drama, attendance data: 1985

| | Total Attendance | Number of performances |
|------------------------------------------------|---------------------|---------------------------|
| Outdoor Historical Dramas | | |
| Arkansas Traveller Folk & Dinner Theatre..... | 19,100 | 58 |
| The Aracoma Story/South Pacific..... | 5,100 | 12* |
| Blackbeard: Knight of the Black Flag..... | 5,537 | 24 |
| Blue Jacket..... | 38,674 | 68 |
| Cross and Sword..... | 16,847 | 60 |
| Cry of the Wild Ram..... | 2,133 | 10 |
| Festival Theatre at Rock Kiln Ruin..... | 5,947 | 36 |
| First for Freedom..... | 1,634 | 20 |
| From This Day Forward..... | 4,147 | 20 |
| Great American People Show..... | 8,125 | 55 |
| Iroquois Park Players..... | 7,426 | 9 |
| The Legend of Daniel Boone & Lincoln..... | 20,268 | 72 |
| The Liberty Cart..... | 4,120 | 20 |
| The Lone Star & Hello, Dolly!..... | 39,882 | 65 |
| The Lost Colony..... | 81,539 | 66 |
| Lost Silver Mine..... | 18,644 | 86 |
| McNeill's Rangers..... | 3,465 | 14 |
| The Old Homestead..... | 756 | 3 |
| Ramona Outdoor Play..... | 39,972 | 6 |
| The Stephen Foster Story..... | 67,912 | 73 |
| Strike at the Wind!..... | 6,056 | 28 |
| The Sword of Peace..... | 7,845 | 26 |
| Tecumseh!..... | 49,651 | 68 |
| Texas..... | 89,404 | 61 |
| Theatre West Virginia..... | 21,836 | 63 |
| Trail of the Lonesome Pine..... | 2,928 | 29 |
| Trumpet in the Land..... | 26,740 | 57 |
| Unto These Hills..... | 92,768 | 58 |
| Vorspiel der neuen welt..... | 1,796 | 9 |
| Horn In the West..... | 20,047 | 46 |
| Trail of Tears..... | 24,317 | 64 |
| Subtotal historical dramas..... | 734,614 | 1,286 |
| Festivals and passion plays | | |
| Berkeley Shakespeare Festival..... | 21,215 | 62 |
| Black Hills Passion Play of America..... | 68,906 | 38 |
| Camden Shakespeare Festival..... | 7,315 | 53 |
| Colorado Shakespeare Festival..... | 30,000 | 34 |
| The Great Passion Play..... | 267,000 | 135 |
| The Living Word..... | 11,927 | 30 |
| Idaho Shakespeare Festival..... | 15,157 | 57 |
| Mormon Miracle Pageant..... | 115,000 | 8 |
| Oregon Shakespeare Festival..... | 115,873 | 102 |
| Shakespeare Festival, San Francisco..... | 8,999 | 32 |
| Smoky Mountain Passion Play/Damascus Road..... | 25,933 | 62 |
| Utah Shakespeare Festival..... | 48,690 | 56 |
| Subtotal festivals/passion plays..... | 736,015 | 669 |
| Totals..... | 1,470,629 | 1,955 |

*Actually reported in the data as 10-15, 12 was chosen as a midpoint for inclusion in this table.

316 Source: 1985 Souvenir Program Sales Rates Survey, Institute of Outdoor Drama, University of North Carolina, Chapel Hill, NC, November, 1989.

Table 4-20b.
Characteristics of Actor Equity Memberships: 1987-88

| Gender (N = 35,713) | <u>Paid</u> <u>members</u> | <u>Members</u> <u>working</u> | Geographic region (Equity Regional Divisions) | (percent) |
|---------------------------------------------------|-------------------------------|----------------------------------|-----------------------------------------------|-----------|
| | | (percent) (a) | | |
| Male | 53 | 57 | Eastern..... | 64 |
| Female | 47 | 43 | Midwest..... | 7 |
| | | | West..... | 29 |
| Age (N = 33,118) | | (percent) | Key States (N = 35,385) | (percent) |
| Under 20..... | | 2 | New York..... | 48 |
| 20-30..... | | 27 | California..... | 26 |
| 31-40..... | | 39 | New Jersey..... | 4 |
| 41-50..... | | 14 | Illinois..... | 4 |
| 51-60..... | | 10 | Florida..... | 2 |
| over 60..... | | 7 | Pennsylvania..... | 2 |
| Ethnicity (reported for about 1/2 membership) (b) | | (percent) | Texas..... | 2 |
| Black..... | | 4.0 | Other..... | 12 |
| Hispanic..... | | 1.6 | | |
| Asian..... | | 1.2 | | |

(a) Percentage based on members reporting

(b) Authors note that while only 1/2 reported race ethnicity, they resembled other members in other characteristics.

Source: Guy Pace, "Finance, Membership and Earnings: A Statistical Compendium," Actors Equity, March 7, 1988, pp. 30-33.

Table 4-20a.

Actors Equity number of paid-up members, number working, percent working, total U.S. work weeks, median weekly working and percent of paid-up members working per week: 1961-1989

| Work weeks | Paid-up members (b) | Those who worked (U.S. only) | Percent who worked (year) | Total U.S. work weeks | Median weekly | Percent paid-up members working per week |
|-------------------|---------------------|------------------------------|---------------------------|-----------------------|---------------|------------------------------------------|
| 1961-62..... | (11,583) | NA | NA | 135,227 | 2,344 | (22.6) (b) |
| 1962-63..... | (12,146) | NA | NA | 133,774 | 2,225 | (20.0) |
| 1963-64..... | (12,514) | NA | NA | 141,418 | 2,438 | (21.4) |
| 1964-65..... | (12,740) | NA | NA | 141,149 | 2,365 | (20.2) |
| 1965-66..... | (12,902) | NA | NA | 153,676 | 2,649 | (22.5) |
| 1966-67 (a)..... | (13,511) | NA | NA | 158,831 | 2,752 | (22.4) |
| 1967-68..... | (14,199) | 9,385 | NA | 165,197 | 3,105 | (24.7) |
| 1968-69..... | (14,504) | 9,988 | NA | 162,283 | 3,060 | (23.5) |
| 1969-70..... | (14,608) | 9,961 | NA | 168,473 | 3,214 | (25.0) |
| 1970-71 (a)..... | (14,841) | 9,421 | NA | 146,876 | 2,740 | (21.6) |
| 1971-72 (a) | (15,098) | 9,189 | NA | 157,707 | 2,969 | (22.5) |
| 1972-73..... | (15,866) | 9,942 | NA | 155,099 | 2,941 | (22.1) |
| 1973-74..... | (16,366) | 9,741 | NA | 161,490 | 3,065 | (22.4) |
| 1974-75..... | 15,028 | 10,207 | 67.9 | 164,041 | 3,133 | 20.8 |
| 1975-76..... | 17,296 | 10,128 | 58.6 | 160,828 | 3,114 | 18.0 |
| 1976-77 (a)..... | 19,489 | 10,806 | 55.5 | 181,817 | 3,464 | 17.8 |
| 1977-78..... | 21,778 | 11,273 | 51.8 | 189,421 | 3,670 | 16.9 |
| 1978-79..... | 25,592 | 12,078 | 47.2 | 204,042 | 3,950 | 15.4 |
| 1979-80..... | 26,217 | 12,946 | 49.4 | 215,110 | 4,155 | 15.8 |
| 1980-81..... | 27,808 | 13,197 | 47.5 | 217,325 | 4,220 | 15.4 |
| 1981-82..... | 28,411 | 13,268 | 46.7 | 214,270 | 4,146 | 14.8 |
| 1982-83 (a)..... | 30,254 | 13,131 | 43.4 | 210,993 | 4,054 | 13.2 |
| 1983-84..... | 32,528 | 13,341 | 41.0 | 209,377 | 4,095 | 12.6 |
| 1984-85..... | 33,643 | 13,076 | 38.9 | 207,419 | 4,061 | 12.1 |
| 1985-86..... | 34,894 | 13,052 | 37.4 | 209,524 | 4,048 | 11.6 |
| 1986-87..... | 35,930 | 13,397 | 37.3 | 214,561 | 4,184 | 11.6 |
| 1987-88 (a)..... | 36,591 | 13,641 | 37.3 | 230,926 | 4,368 | 11.9 |
| 1988-89..... | 36,481 | 13,719 | 38.0 | 233,540 | 4,486 | NA |

NA - Not available.

(a) 53 Weeks

(b) USA and Canada combined (bracketed)

Source: Data provided by Guy Pace, Actors Equity, "Detailed Tables," October 12, 1989, Table 1

Table 4-19b.
Distribution of total earnings of working members of Actors Equity: 1984-1987

| | 1984 | 1985 | 1986 | 1987 |
|----------------------------------|-----------|-----------------|-----------|-------------|
| Members who worked | 12,972 | 12,989 | 13,397 | 13,641 |
| Median earnings | 4,396 | 4,237 | 4,360 | 4,371 |
| Total earnings | \$126,832 | \$129,292 | \$127,662 | \$126,000 * |
| 1/4 earned up to..... | 1,850 | 1,788 | 1,779 | 1,852 |
| 1/4 earned more than..... | 10,161 | 10,921 | 10,539 | 10,308 |
| 20 percent earned more than..... | 12,398 | 13,593 | 12,986 | 12,771 |
| 10 percent earned more than..... | 22,639 | 24,421 | 22,333 | 20,925 |
| 5 percent earned more than..... | 38,962 | 38,654 | 37,585 | 35,500 |
| | | (total members) | | |
| Earned up to \$2,500 | 4,224 | 4,301 | 4,461 | 4,480 |
| Percent | (32.6) | (33.1) | (33.1) | (32.8) |
| Earned \$2,500 & more..... | 8,748 | 8,688 | 8,936 | 9,161 |
| Percent | (67.4) | (66.9) | (66.7) | (67.1) |
| Earned \$5,000 & more..... | 5,907 | 6,056 | 6,120 | 6,284 |
| Percent | (45.5) | (46.6) | (45.7) | (46.0) |
| Earned \$7,500 & more..... | 4,348 | 4,516 | 4,520 | 4,498 |
| Percent | (33.5) | (34.8) | (33.7) | (32.9) |
| Earned \$10,000 & more | 3,295 | 3,520 | 3,521 | 3,511 |
| Percent | (25.4) | (27.1) | (26.3) | (25.7) |
| Earned \$15,000 & more..... | 2,083 | 2,346 | 2,290 | 2,231 |
| Percent | (16.1) | (18.1) | (17.1) | (16.3) |
| Earned \$20,000 & more..... | 1,512 | 1,648 | 1,570 | 1,490 |
| Percent | (11.7) | (12.7) | (11.7) | (10.9) |
| Earned \$25,000 & more..... | 1,182 | 2,262 | 1,143 | 1,061 |
| Percent | (9.7) | (9.7) | (8.5) | (7.7) |
| Earned \$35,000 & more..... | 793 | 782 | 743 | 675 |
| Percent | (6.1) | (6.0) | (5.5) | (4.9) |
| Earned \$50,000 & more..... | 385 | 388 | 340 | 291 |
| Percent | (3.0) | (3.0) | (2.5) | (2.1) |
| Earned \$100,000 & more..... | 66 | 60 | 60 | 48 |
| Percent | (0.5) | (0.5) | (0.4) | (0.3) |
| Number who worked..... | 12,972 | 12,989 | 13,397 | 13,641 |
| Total membership..... | 36,331 | 37,902 | 38,425 | 39,241 |
| Percent | (35.7) | (34.2) | (34.9) | (34.7) |
| Paid-up membership..... | 33,391 | 34,622 | 35,428 | 36,097 |
| Percent | (38.8) | (37.5) | (37.8) | (37.7) |

*Estimate

Source: Data provided by Guy Pace, Actors Equity, "Detailed Tables," October 12, 1989, table 2

Table 4-19a.

Distribution of total annual earnings of working members of Actors Equity, selected years: 1978-1987

| Total earnings | 1978 | | 1986 | | 1987 | |
|----------------------------|--------------|---------|---------------|---------|------------------------------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Up to \$2,500..... | 5,106 | 42 | 4,461 | 33.3 | 4,480 | 32.8 |
| \$ 2,500 - 5,000..... | 2,474 | 21 | 2,816 | 21 | 2,877 | 21 |
| \$ 5,000 - 7,500..... | 1,374 | 11 | 1,600 | 11.9 | 1,786 | 13 |
| \$ 7,500 - 10,000..... | 852 | 6.5 | 999 | 7.5 | 987 | 7.2 |
| \$10,000 - 15,000..... | 937 | 8 | 1,231 | 9.2 | 1,280 | 9.3 |
| \$15,000 - 20,000..... | 465 | 4 | 720 | 5.4 | 741 | 5.4 |
| \$20,000 - 25,000..... | 319 | 3 | 427 | 3.2 | 429 | 3.1 |
| \$25,000 - 35,000..... | 304 | 3 | 400 | 3 | 386 | 2.8 |
| \$35,000 - 50,000..... | 124 | 1 | 403 | 3 | 384 | 2.8 |
| \$50,000 - 100,000..... | 64 | .5 | 280 | 2.1 | 243 | 1.7 |
| \$100,000..... | NA | NA | 60 | .4 | 48 | .3 |
| Total members working..... | 12,019 | | 13,397 | | 13,641 | |
| Median earnings..... | \$3,235 | | \$4,360 | | \$4,371 | |
| Total annual earnings..... | \$75,873,356 | | \$127,662,089 | | \$126,000,000 (estimated) | |

NA - Not available.

Note: Calculated on a calendar year basis. See table 4-16 for methodological note.

Source: Data provided by Guy Pace, Actors' Equity Association, Equity News, Vol. 73, No. 11, December 1988, p. 8.

Table 4-18.
Actors Equity membership and work weeks, summary analysis (20 year review):
selected years 1967-1988

| Season/year | 1967-68 | 1972-73 | 1977-78 | 1982-83 (a) | 1986-87 | 1987-88 (a) |
|--------------------------------------------------------|------------|------------|------------|-------------|------------|----------------|
| Total paid membership | 14,199 | 15,866 | 21,778 | 30,254 | 35,930 | 36,591 |
| Total work weeks (season)..... | 165,197 | 155,099 | 189,421 | 210,993 | 214,561 | 230,926 |
| Total numbers working (b) (calendar year)..... | 9,381 | 9,929 | 11,247 | 13,023 | 13,389 | 13,786 |
| Average working members (per week)..... | 3,105 | 2,941 | 3,670 | 4,054 | 4,184 | 4,368 |
| Median principal/week..... | 2,029 (65) | 2,122 (71) | 2,600 (71) | 2,646 (65) | 2,860 (68) | 3,056 (69) (c) |
| Median chorus/week..... | 660 (23) | 480 (18) | 510 (17) | 815 (21) | 664 (17) | 756 (17) (c) |
| Median stage mgr./week..... | 478 (12) | 341 (12) | 469 (13) | 555 (14) | 632 (15) | 627 (14) (c) |
| Average weeks worked, (per year)..... | 17.6 | 15.6 | 16.8 | 15.9 | 16.0 | 16.9 |
| Median earnings | NA | NA | NA | \$3,886 | \$4,360 | \$4,371 |
| Average earnings..... | \$3,537 | \$4,268 | \$5,767 | \$9,476 | \$9,566 | \$8,987 |
| Total earnings (a) (in millions/calendar year)..... | \$33.184 | \$42.384 | \$64.869 | \$123.401 | \$128.077 | \$123.889 |
| Percent employed (per year)..... | 66 | 62.7 | 51.8 | 43.4 | 37 | 37 |
| Percent employed (per week).... | 24.7 | 22.1 | 16.9 | 13.2 | 11.6 | 11.9 |

NA - Not available.

Note: Figures in parenthesis represent percentages.

(a) 53 weeks.

(b) From P&H Records - not defined in source.

(c) Percentages by total work weeks.

Source: Guy Pace, "Equity Employment Continues Strong Upswing; Membership Declines," Equity News, November, 1989, Table 3B.

Table 4-17.
Actors Equity major contract areas of total employment: 1967-1988

| | Production contracts | | | | Other contract types | | | | Total |
|------------------|----------------------------------|------|--------------------|--------------------|----------------------|----------------|-------|-----------|-------|
| | Broadway | Road | Special production | (Production total) | L.O.R.T. (a) | Dinner theatre | Stock | LOA's (b) | |
| | (percentage of total employment) | | | | | | | | |
| 1967-68..... | 24.8 | 16.4 | NA | (41.1) | 23.3 | (d) | 23.8 | NA | 88.2 |
| 1968-69..... | 24.3 | 16.4 | NA | (40.7) | 22.3 | (d) | 23.4 | NA | 86.4 |
| 1969-70..... | 22.7 | 18.6 | NA | (41.3) | 19.3 | 7.4 | 14.3 | NA | 82.3 |
| 1970-71..... | 23.7 | 20.0 | NA | (43.7) | 18.3 | 7.2 | 14.1 | NA | 83 |
| 1971-72 (c)..... | 23.1 | 16.4 | NA | (39.5) | 16.9 | 10.1 | 16.1 | NA | 82.6 |
| 1972-73..... | 17.9 | 15.1 | NA | (33.0) | 17.6 | 14.9 | 18.6 | NA | 84.1 |
| 1973-74..... | 14.1 | 14.9 | 1.5 | (30.5) | 18.4 | 17.9 | 17.1 | NA | 83.8 |
| 1974-75..... | 15.5 | 10.9 | 2.0 | (28.3) | 18.9 | 20.4 | 16.2 | NA | 83.8 |
| 1975-76..... | 17.6 | 11.5 | 2.7 | (31.8) | 22.2 | 16.1 | 15.7 | NA | 85.8 |
| 1976-77 (c)..... | 19.3 | 13.2 | 2.5 | (35.0) | 20.5 | 17.0 | 13.2 | .8 | 86.5 |
| 1977-78..... | 16.2 | 14.1 | 2.0 | (32.3) | 20.2 | 16.6 | 12.4 | 2.3 | 83.8 |
| 1978-79..... | 16.3 | 15.8 | 2.5 | (34.7) | 19.0 | 15.2 | 10.3 | 2.5 | 81.7 |
| 1979-80..... | 16.5 | 16.8 | 2.5 | (35.7) | 19.9 | 13.7 | 8.8 | 2.8 | 80.9 |
| 1980-81..... | 17.2 | 19.4 | 2.0 | (38.6) | 21.1 | 13.1 | 7.2 | 3.6 | 83.7 |
| 1981-82..... | 16.2 | 20.5 | 2.7 | (39.4) | 22.8 | 10.4 | 6.6 | 4.1 | 83.3 |
| 1982-83 (c)..... | 14.5 | 15.8 | 2.8 | (33.1) | 23.7 | 11.6 | 7.3 | 5.6 | 81.3 |
| 1983-84..... | 13.3 | 13.2 | 2.6 | (29.1) | 25.8 | 10.3 | 6.5 | 8.3 | 80.0 |
| 1984-85..... | 12.4 | 12.0 | 2.1 | (26.5) | 25.8 | 9.9 | 6.5 | 9.5 | 78.2 |
| 1985-86..... | 11.2 | 12.2 | 2.4 | (25.7) | 27.1 | 9.4 | 5.8 | 10.7 | 77.0 |
| 1986-87..... | 10.7 | 9.7 | 1.5 | (21.1) | 27.6 | 8.7 | 5.6 | 15.4 | 78.4 |
| 1987-88 (c)..... | 11.7 | 8. | 1.4 | (21.9) | 27.3 | 9.1 | 5.2 | 15.0 | 78.5 |

NA - Not available.

(a) L.O.R.T. - League of Resident Theatres

(b) LOA's - Letter of Agreement Theatre Contracts

(c) 53 weeks

(d) Dinner theatre including in stock

Source: Guy Pace, "Detailed Tables," October 12, 1989, table 7.

Table 4-16.

Total work weeks of working membership of Actors Equity by type of productions: selected years 1968-1989

| | Work weeks (a) | | | | |
|-------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| | 1968-69 | 1978-79 | 1983-84 | 1987-88 | 1988-89 |
| Broadway..... | 39,502 | 33,250 | 27,792 | 27,118 | 25,813 |
| Road..... | 26,586 | 32,309 | 27,579 | 20,328 | 21,256 |
| Production sub-total..... | 66,088 | 65,559 | 55,371 | 47,446 | 47,069 |
| LORT (League of Resident Theatres) | 36,150 | 38,791 | 51,034 | 63,123 | 64,911 |
| LOA's (Letter of Agreement)..... | 0 | 11,922 | 17,448 | 17,934 | 20,102 |
| Small Prof Theatre Contract (SPTC) | 0 | (b) | (b) | 16,710 | 20,342 |
| Developing theatres sub-total..... | 0 | 5,010 | 17,448 | 34,644 | 40,444 |
| Dinner Theatre..... | NA | 30,174 | 21,523 | 20,902 | 18,519 |
| Stock..... | 37,962 | 21,081 | 13,700 | 12,007 | 9,745 |
| Young Audiences..... | 220 | 10,047 | 9,964 | 12,632 | 12,849 |
| Off-Broadway..... | 12,376 | 7,627 | 10,575 | 12,148 | 11,913 |
| Cabaret..... | 1,446 | 1,664 | 5,289 | 6,061 | 5,304 |
| CAT (Chicago Area Theatres)..... | 0 | 1,963 | 2,009 | 5,318 | 5,336 |
| Guer* Artist/Actor-Teacher..... | 370 | 2,278 | 4,762 | 5,737 | 5,961 |
| Special Productions..... | 0 | 5,162 | 5,459 | 3,197 | 3,554 |
| Industrial..... | 3,113 | 3,307 | 3,252 | 1,771 | 1,681 |
| Mini Contract..... | 0 | 986 | 2,219 | 1,468 | 1,713 |
| URTA (University)..... | 0 | 689 | 1,088 | 1,589 | 1,380 |
| Specials..... | 1,084 | 484 | 0 | 2,289 | 2,437 |
| Workshops..... | 0 | 476 | 1,728 | 530 | 549 |
| HAT/BAT (Hollywood/Bay Area CA) | 2,974 | 1,023 | 634 | 0 | 85 |
| Extras..... | 0 | 8 | 322 | 64 | 90 |
| Grand totals | 162,283 | 204,041 | 209,377 | 230,926 | 233,540 |

NA - Not available.

Note: Calculated on a seasonal basis (June 1 to May 31).

(a) A work week is defined by Actors Equity as "one member employed under contract for one week."

(b) In previous years, Small Professional Theatre Contract (SPTC) work weeks were incorporated under LOA.

Source: Guy Pace, "Equity Employment Continues Strong Upswing; Membership Declines," *Equity News*, November 1989, table II.

Methodological note: Work weeks are prepared by each Equity office and summarized by the national office.

Observational notes: The overall increase in work weeks for the 1988-89 Season was a total of 2,614 weeks. It is important to note, however, that this growth was over and above a 53 workweek season for 1987-88. In terms of real growth from the last comparable 52 week season (1986-87), employment grew by 8.8 percent. Similarly, although it appears that the Production Contract, our flagship, had a slight dip from the prior season, if we factor out the 53 weeks, the actual increase over 1986-87 was 7.6 percent.

The LORT Contract continues its steady growth over the past 20 years, from 36,000 workweeks to almost 65,000. However, the most striking growth in Equity employment continues to be in the Developing Theatres category. Ten years ago, there were 5,000 developmental workweeks, and today we stand at over 40,000, comprised of Small Professional Theatre Contracts and scores of individualized Letters of Agreement. Unfortunately, Dinner Theatre and Stock, and even the Industrial contract, continue their steady downward trend. Note taken from source cited above.

Table 4-15.
Census of Population data on State distributions of actors/directors: 1970
and 1980

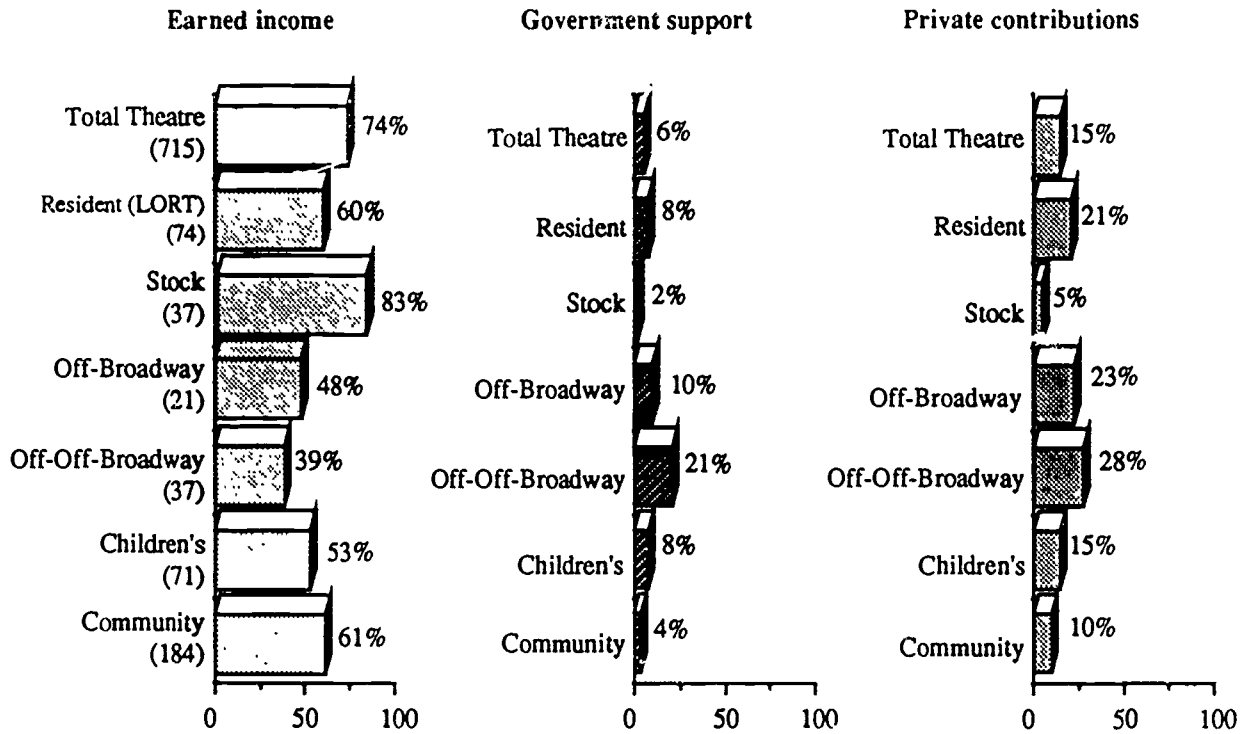
| State | 1970 | | | 1980 | | |
|---------------------|------|-----------------------------------|------------------------------------------|------|-----------------------------------|------------------------------------------|
| | Rank | Number of actors/ directors | Concen- tration ratio ^a | Rank | Number of actors/ directors | Concen- tration ratio ^a |
| California..... | 1 | 8,966 | 2.23 | 1 | 20,751 | 2.83 |
| New York..... | 2 | 7,800 | 2.09 | 2 | 15,180 | 2.95 |
| Texas..... | 4 | 1,569 | .73 | 3 | 2,445 | .58 |
| Illinois..... | 3 | 1,804 | .78 | 4 | 2,271 | .65 |
| Florida..... | 8 | 1,158 | .91 | 5 | 2,103 | .78 |
| New Jersey..... | 5 | 1,448 | .97 | 6 | 1,785 | .79 |
| Pennsylvania..... | 6 | 1,327 | .56 | 7 | 1,461 | .42 |
| Massachusetts..... | 9 | 1,012 | .84 | 8 | 1,377 | .76 |
| Virginia..... | 12 | 658 | .74 | 9 | 1,300 | .82 |
| Ohio..... | 7 | 1,262 | .59 | 10 | 1,275 | .40 |
| Michigan..... | 10 | 991 | .57 | 11 | 1,217 | .45 |
| Maryland..... | 11 | 871 | 1.09 | 12 | 1,024 | .77 |
| Washington..... | 18 | 546 | .81 | 13 | 933 | .75 |
| Georgia..... | 14 | 608 | .67 | 14 | 889 | .56 |
| Connecticut..... | 13 | 632 | .97 | 15 | 832 | .83 |
| Minnesota..... | 16 | 567 | .74 | 16 | 779 | .61 |
| North Carolina..... | 19 | 552 | .53 | 17 | 712 | .40 |
| Missouri..... | 15 | 590 | .64 | 18 | 695 | .48 |
| Colorado..... | 23 | 404 | .93 | 19 | 688 | .75 |
| Indiana..... | 17 | 540 | .52 | 20 | 645 | .39 |
| Wisconsin..... | 20 | 494 | .55 | 21 | 640 | .44 |
| Arizona..... | 30 | 332 | 1.03 | 22 | 609 | .80 |
| Tennessee..... | 21 | 487 | .03 | 23 | 548 | .41 |
| Oregon..... | 24 | 382 | .91 | 24 | 529 | .66 |
| Iowa..... | 26 | 374 | .66 | 25 | 495 | .56 |
| Louisiana..... | 22 | 445 | .73 | 26 | 488 | .44 |
| Kentucky..... | 29 | 334 | .58 | 27 | 409 | .42 |
| Kansas..... | 28 | 336 | .75 | 28 | 367 | .51 |
| Oklahoma..... | 25 | 378 | .78 | 29 | 350 | .41 |
| South Carolina..... | 31 | 253 | .51 | 30 | 340 | .30 |
| Nevada..... | 36 | 176 | 1.68 | 31 | 301 | 1.10 |
| Alabama..... | 27 | 372 | .59 | 32 | 290 | .28 |
| Nebraska..... | 32 | 242 | .81 | 33 | 281 | .59 |
| Utah..... | 39 | 160 | .80 | 34 | 261 | .65 |
| Hawaii..... | 38 | 162 | 1.09 | 35 | 258 | .92 |
| New Mexico..... | 37 | 171 | 1.00 | 36 | 255 | .72 |
| Arkansas..... | 33 | 214 | .62 | 37 | 238 | .39 |
| Mississippi..... | 34 | 195 | .51 | 38 | 208 | .32 |
| Rhode Island..... | 40 | 133 | .68 | 39 | 197 | .67 |
| West Virginia..... | 35 | 185 | .64 | 40 | 189 | .39 |
| South Dakota..... | 45 | 92 | .73 | 41 | 165 | .82 |
| Montana..... | 44 | 103 | .79 | 42 | 162 | .70 |
| Idaho..... | 42 | 111 | .81 | 43 | 159 | .59 |
| Alaska..... | 50 | 41 | .83 | 44 | 149 | 1.27 |
| Maine..... | 41 | 111 | .58 | 45 | 148 | .46 |
| North Dakota..... | 46 | 81 | .75 | 46 | 113 | .61 |
| Vermont..... | 47 | 69 | .78 | 47 | 94 | .60 |
| Delaware..... | 49 | 49 | .44 | 48 | 85 | .47 |
| New Hampshire..... | 43 | 105 | .68 | 49 | 50 | .17 |
| Wyoming..... | 48 | 68 | 1.04 | 50 | 42 | .29 |

Note: Census figures for total numbers of actors/directors 40,201 for 1970 and for 1980 were 67,180.
States are in order of rank of number of actors/directors in 1980.

^aConcentration ratio: Proportion of actors/directors in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, figure II, p. 15. (Data are from U.S. Bureau of the Census, Census of Population.)

Chart 4-8.
Sources of income for nonprofit theatres by type of theatre: 1982



Note: In addition to sources referenced here, theatres reported from 3 to 8 percent of their income from sources other than earned, government or private contributions.

Source: Census of Service Industries; See table 4-14 for full citation.

Table 4-14.
Census of Service Industries data on aggregate financial measures of nonprofit (tax-exempt) theatre organizations: 1982 (continued from previous page)

Methodological note: The source of data presented in these tables is the Census of Service Industries conducted by the Bureau of the Census every five years. The last Census used 1982, a year of deep recession, as its reference year. Thus the aggregate financial conditions of nonprofit performing arts organizations described in this note are from a period of adverse economic conditions.

The universe of organizations receiving questionnaires in the five-year Census of Service Industries is obtained from two sources. One source is filers of FICA reports (social security retirement deposits); the other is filers of income tax forms (IRS Form 990 for nonprofit organizations). Nonprofit performing arts organizations which do not submit either an FICA report or an IRS 990 Form are not likely to be included in the Census. Furthermore, many performing arts organizations operate as subsidiaries of organizations such as state or local government; colleges or universities; museums; and many other kinds of large organizations. In such cases, the larger organization is the one that may receive the Census questionnaire and its response will be classified in terms of its primary activity, usually not the performing arts. For such reasons, the counts of numbers of organizations and their revenues presented in this note understate the levels of activity in 1982.

The summary columns for the total organizations present figures which have been expanded by the Bureau of the Census to compensate for lack of full details about sources of revenues in the reports of some organizations. On the other hand, information for the selected fields show the actual reported data for sources of revenue. Because of the incomplete detail, the revenue sources shown for the selected fields do not sum to the full total of reported revenues. The extent of incomplete detail is shown for each field as the last figure in the table column. Generally, the completeness of reporting was very high for the detailed sources of revenue. The greatest gap came from opera companies which only reported 66 percent of their total revenues in their responses about detail of sources. On the expense side, only the total is available for the performing arts organizations since no questions were asked about detailed expenses in the 1982 Census.

When comparing the revenues from contributions and grants shown in this note with data available from funders, the reader should remember that contributions and grants may not be posted as revenues by the receiving organization in the same year that they are recorded by the giver. The differences are caused by several factors. First, the year in which a gift or grant is recorded by a supporter may not be the same fiscal year the organization uses in reporting receipts to the Census. Second, organizations often draw down (expend) a contribution or grant over several years. For example, a grant awarded (obligated) by the National Endowment for the Arts in Fiscal Year 1982 may not be drawn down as income by the receiving organization until a year or more later.

Observational note: According to these data, the 1982 experience in obtaining sufficient revenues to meet expenses varied widely. The revenue/expense ratio (percentage of expenses covered by revenues) for 423 classical music organizations averaged 96 percent; there was a balance between revenues and expenses for 159 dance organizations; and a three percent surplus, on the average, was realized by 715 theatre organizations. The variation for selected nonprofit theatre fields was: resident theatres (LORT)--99 percent; stock theatres--105 percent; Off-Broadway theatres--96 percent; Off-Off-Broadway theatres--93 percent; children's theatres--106 percent; and community theatres--100 percent. For ballet companies the revenue/expense ratio was 97 percent, and for modern dance companies it was 92 percent. In the classical music fields, symphony orchestras obtained 99 percent of expenses; opera companies obtained 86 percent; and chamber music groups' ratio was a balanced 100 percent.

Government and private sector contributions and grants to assist nonprofit performing arts organizations in their revenue/expense balance varied substantially. For all 715 theatres, contributions and grants represented 21 percent of expenses. For selected theatre fields, however, the corresponding figure was 23 percent for resident theatres (LORT); 45 percent for Off-Off-Broadway theatres; and 24 percent for the children's theatres. For 159 dance organizations, the average share of contributions and grants in meeting expenses was 36 percent, nearly identical to the 37 percent for ballet companies. For all 423 classical music organizations, the share of contributions and grants in meeting expenses was 38 percent, varying from 33 percent for symphony orchestras, to 26 percent for opera companies, and to 42 percent for chamber music groups. For opera companies which obtained revenues that, on average, met only 86 percent of their expenses, the contributions and grants received fell far short of balancing the revenue/expense ratio.

The sources of revenues also varied substantially for the different performing arts fields reviewed in this note. For instance, stock theatres, on the average, obtain 76 percent of revenues from admission receipts, while modern dance companies received only 13 percent of their revenues from admission receipts but 31 percent from contract fees for performances. The three data tables accompanying this note show many differences between fields in the revenue source lines. There are also similarities in patterns. For example, the range of support from the National Endowment for the Arts varies from 2 percent to 9 percent, but all other government sources are generally equal to or greater than the Endowment's share and, ranging from 2 to 12 percent. For most fields, the largest share of private contributions and grants came from individuals. The proportion of support from individuals ranges as high as 17 percent for chamber music groups to as low as 2 percent for modern dance. Notes taken from source cited above.

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Table 4-14.

Census of Service Industries data on aggregate financial measures of nonprofit (tax-exempt) theatre organizations: 1982 (continued on next page)

| | Selected theatre fields | | | | | | | | | | | | | |
|--------------------------------------------------------------------------------------------|--------------------------------|---------|-------------------------|---------|---------------|---------|----------------------|---------|--------------------------|---------|--------------------|---------|--------------------|---------|
| | Theatre organizations (715) | | Resident (LORT) (74) | | Stock (37) | | Off-Broadway (21) | | Off-Off-Broadway (37) | | Children's (71) | | Community (184) | |
| | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent | Amount | Percent |
| Total revenues..... | \$370,059,000 | 100 | \$95,172,000 | 100 | \$25,108,000 | 100 | \$9,711,000 | 100 | \$5,935,000 | 100 | \$11,582,000 | 100 | \$25,805,000 | 100 |
| Admission receipts..... | 228,640,000 | 62 | 48,924,000 | 51 | 19,070,000 | 76 | 4,353,000 | 45 | 1,780,000 | 30 | 3,605,000 | 31 | 12,554,000 | 49 |
| Contract fees for performances..... | 14,414,000 | 4 | 2,229,000 | 2 | (b) | (b) | 105,000 | 1 | 210,000 | 4 | 1,628,000 | 14 | 656,000 | 3 |
| Sale of merchandise..... | 6,453,000 | 2 | 1,683,000 | 2 | 1,222,000 | 5 | 109,000 | 1 | 22,000 | (a) | 35,000 | (a) | 484,000 | 2 |
| Services to performing arts industry.. | 2,468,000 | (a) | 223,000 | (a) | 122,000 | (a) | (b) | (b) | 139,000 | 2 | 120,000 | 1 | 208,000 | 1 |
| Other patron, contract fees..... | 22,241,000 | 6 | 4,966,000 | 5 | 457,000 | 2 | 90,000 | 1 | 149,000 | 3 | 810,000 | 7 | 1,627,000 | 6 |
| Royalties, residual fees, subsidiary rights..... | 1,048,000 | (a) | 195,000 | (a) | 0 | 0 | (b) | (b) | 21,000 | (a) | 0 | 0 | (b) | (b) |
| Government contributions and grants | | | | | | | | | | | | | | |
| National Endowment for the Arts..... | 8,741,000 | 2 | 3,782,000 | 4 | 71,000 | (a) | 274,000 | 3 | 544,000 | 9 | 288,000 | 2 | 93,000 | (a) |
| All other government sources..... | 16,230,000 | 4 | 3,946,000 | 4 | 510,000 | 2 | 652,000 | 7 | 731,000 | 12 | 692,000 | 6 | 951,000 | 4 |
| Private contributions and grants | | | | | | | | | | | | | | |
| Individuals..... | 20,589,000 | 6 | 7,726,000 | 8 | 797,000 | 3 | 576,000 | 6 | 601,000 | 10 | 555,000 | 5 | 1,294,000 | 5 |
| Foundations..... | 13,524,000 | 4 | 4,473,000 | 5 | 369,000 | 1 | 712,000 | 7 | 573,000 | 10 | 360,000 | 3 | 572,000 | 2 |
| Business and industry..... | 14,224,000 | 4 | 5,745,000 | 6 | 289,000 | 1 | 943,000 | 10 | 447,000 | 8 | 586,000 | 5 | 759,000 | 3 |
| All other non-government sources.... | 3,111,000 | 1 | 1,852,000 | 2 | (b) | (b) | (b) | (b) | 0 | 0 | 124,000 | 2 | (b) | (b) |
| Other revenues..... | 18,376,000 | 5 | 3,904,000 | 4 | 1,449,000 | 6 | 324,000 | 3 | 103,000 | 2 | 956,000 | 8 | 1,690,000 | 7 |
| Total expenses..... | 357,106,000 | 100 | 95,863,000 | 100 | 23,953,000 | 100 | 10,118,000 | 100 | 6,395,000 | 100 | 10,974,000 | 100 | 25,727,000 | 100 |
| Percent of revenues/expenses..... | 103 | | 99 | | 105 | | 96 | | 93 | | 106 | | 100 | |
| Percent of contributions and grants/ expenses..... | 21 | | 23 | | (b) | | (b) | | 45 | | 24 | | (b) | |
| Percent of revenues of organizations reporting detail of sources/total revenues..... | 100 (expanded) | | 94 | | 98 | | 85 | | 90 | | 85 | | 82 | |

Note: See tables 4-38, 4-67, and 4-68 for related Census of Service Industries data for dance and classical music organizations. The methodological and observational notes also apply to these tables.

(a) Less than 0.5 percent.

(b) Data have been withheld to avoid disclosure for individual organizations.

These data are included in the column total for the Total Revenues.

Source: National Endowment for the Arts, Research Division, "Aggregate Financial Measures of Nonprofit Theatre, Dance, and Classical Music Organizations in 1982", Washington, D.C., Note 26, August 1987, table 1. (Data are from Census of Service Industries.)

Table 4-13.
Attendance by theatre type: 1976-1977

| | Facilities | Capacity | Productions | Performances | Attendance |
|----------------------------------------|---------------|------------------|---------------|----------------|---------------|
| | | (seats) | | | (in millions) |
| Broadway..... | 39 | 49,000 | 63 | 10,800 | 8.8 |
| Road..... | 309 | 700,000 | NA | 9,000 | 14.7 |
| Dinner..... | 128 | 45,000 | 1,300 | 32,000 | 11.1 |
| Large musical arenas and hardtops..... | 30 | 99,000 | 200 | 3,000 | 6.6 |
| Small summer stock..... | 310 | 100,000 | 1,200 | 22,000 | 4.9 |
| Outdoor..... | 40 | NA | 40 | 2,000 | 1.7 |
| LORT..... | 65 | 38,400 | 396 | 13,200 | 6.0 |
| Nonprofit touring..... | NA | NA | NA | 3,000 | 1.4 |
| Other small budget | 620 | NA | NA | NA | 8.6 |
| Total..... | 1,541 | 1,031,400 | 3,199 | 95,000 | 63.8 |
| Community..... | 2,500 | NA | 7,500 | 45,000 | 6.7 |
| College..... | 2,500 | NA | 7,500 | 30,000 | 9.0 |
| High school..... | 30,000 | NA | 30,000 | 150,000 | 45.0 |
| Total..... | 35,000 | NA | 45,000 | 225,000 | 60.7 |

NA - Not applicable.

Source: National Endowment for the Arts, Research Division, Conditions and Needs of the Professional American Theatre Washington, D C May 1981, Report 11, p. 22.

Table 4-12.
Regional distribution of theatre facilities and companies: 1977

| Region | Broadway | Road | Dinner equity | Dinner non-equity | Summer equity | Summer non-equity | Outdoor | Outdoor festivals | LORT | Black and Chicano | Small theatres | Totals |
|---------------------------|-----------|------------|---------------|-------------------|---------------|-------------------|-----------|-------------------|-----------|-------------------|----------------|-------------|
| Middle Atlantic | | | | | | | | | | | | |
| New Jersey..... | -- | 9 | -- | 6 | 2 | 6 | 1 | -- | 2 | 1 | 7 | 34 |
| New York State..... | -- | 18 | 5 | 2 | 9 | 25 | 2 | -- | 5 | 8 | 21 | 95 |
| (excluding New York City) | | | | | | | | | | | | |
| Pennsylvania..... | -- | 20 | 2 | 4 | 8 | 18 | 3 | -- | 2 | 3 | 14 | 74 |
| New York City..... | 39 | -- | -- | -- | -- | -- | 1 | -- | 7 | 27 | 230 | 304 |
| Northeast | | | | | | | | | | | | |
| Connecticut..... | -- | 6 | 2 | 3 | 5 | 7 | 2 | -- | 6 | 5 | 9 | 45 |
| Maine..... | -- | -- | -- | 1 | 3 | 2 | -- | -- | 1 | -- | 4 | 11 |
| Massachusetts..... | -- | 4 | 3 | 1 | 6 | 15 | 4 | -- | 1 | 2 | 17 | 53 |
| New Hampshire..... | -- | -- | -- | -- | 5 | 7 | -- | 1 | 2 | -- | 1 | 16 |
| Rhode Island..... | -- | 2 | 1 | -- | -- | 2 | 1 | -- | 1 | -- | 3 | 10 |
| Vermont..... | -- | 1 | -- | -- | 1 | 6 | -- | -- | -- | -- | 1 | 9 |
| W. North Central | | | | | | | | | | | | |
| Iowa..... | -- | 7 | -- | -- | -- | 4 | -- | -- | -- | 1 | 3 | 15 |
| Kansas..... | -- | 7 | -- | -- | -- | 5 | -- | -- | -- | 1 | 2 | 15 |
| Minnesota..... | -- | 6 | 3 | -- | -- | 7 | -- | 1 | 2 | 1 | 11 | 31 |
| Missouri..... | -- | 8 | 4 | 2 | 1 | 4 | 2 | 1 | 2 | 1 | 2 | 27 |
| Nebraska..... | -- | 3 | 2 | -- | -- | 2 | -- | -- | -- | -- | 4 | 11 |
| North Dakota..... | -- | 1 | -- | -- | -- | 2 | -- | -- | -- | -- | 1 | 4 |
| South Dakota..... | -- | -- | -- | -- | -- | 6 | -- | 1 | -- | -- | 1 | 8 |
| South Atlantic | | | | | | | | | | | | |
| Delaware..... | -- | 1 | -- | -- | -- | 1 | -- | -- | -- | -- | 3 | 5 |
| Washington, D.C..... | -- | 3 | -- | -- | -- | 4 | 1 | -- | 2 | 7 | 13 | 30 |
| Florida..... | -- | 15 | 6 | 3 | 3 | 3 | 1 | 1 | 1 | 6 | 12 | 51 |
| Georgia..... | -- | 6 | 1 | 1 | -- | 2 | 1 | -- | 1 | 4 | 10 | 26 |
| Maryland..... | -- | 2 | 4 | 3 | -- | 3 | 1 | 1 | 1 | 1 | 9 | 25 |
| North Carolina..... | -- | 12 | 2 | 3 | 2 | 6 | -- | 10 | 2 | 3 | 8 | 48 |
| South Carolina..... | -- | 3 | -- | -- | -- | 3 | -- | 1 | -- | -- | 4 | 11 |
| Virginia..... | -- | 7 | 2 | 9 | 1 | 4 | -- | 3 | 2 | -- | 3 | 31 |
| West Virginia..... | -- | 4 | -- | 1 | -- | 2 | -- | 1 | -- | -- | 2 | 10 |
| E. North Central | | | | | | | | | | | | |
| Illinois..... | -- | 14 | 3 | -- | 8 | 10 | -- | 1 | 3 | 3 | 51 | 93 |
| Indiana..... | -- | 11 | 2 | 3 | -- | 11 | 2 | -- | 1 | 1 | 1 | 32 |
| Michigan..... | -- | 9 | -- | -- | 3 | 10 | 1 | -- | 1 | 3 | 7 | 34 |
| Ohio..... | -- | 12 | 5 | 2 | -- | 11 | 3 | 4 | 3 | 1 | 4 | 45 |
| Wisconsin..... | -- | 13 | -- | -- | 2 | 4 | 7 | 2 | 1 | 1 | 6 | 36 |
| W. South Central | | | | | | | | | | | | |
| Arkansas..... | -- | 3 | -- | 1 | -- | -- | -- | 3 | -- | 1 | 3 | 11 |
| Louisiana..... | -- | 6 | 1 | 1 | -- | 1 | -- | 1 | -- | 4 | 6 | 20 |
| Oklahoma..... | -- | 5 | 1 | -- | -- | 2 | -- | 3 | -- | -- | 5 | 16 |
| Texas..... | -- | 19 | 6 | 3 | -- | 4 | 2 | 5 | 3 | 3 | 11 | 56 |
| Mountain | | | | | | | | | | | | |
| Arizona..... | -- | 5 | 1 | 1 | -- | -- | -- | -- | 1 | -- | 8 | 16 |
| Colorado..... | -- | 6 | 1 | 4 | 1 | 11 | -- | -- | -- | -- | 4 | 27 |
| Idaho..... | -- | 1 | -- | -- | -- | 2 | -- | -- | -- | -- | 3 | 6 |
| Montana..... | -- | -- | -- | -- | -- | 5 | -- | -- | -- | -- | -- | 6 |
| Nevada..... | -- | -- | -- | -- | 1 | -- | -- | -- | -- | -- | -- | 1 |
| New Mexico..... | -- | 3 | 2 | -- | -- | 1 | -- | -- | -- | -- | 9 | 15 |
| Utah..... | -- | 4 | 2 | -- | -- | 1 | -- | 2 | -- | -- | 2 | 11 |
| Wyoming..... | -- | -- | -- | -- | -- | 2 | -- | -- | -- | -- | -- | 2 |
| E. South Central | | | | | | | | | | | | |
| Alabama..... | -- | 5 | -- | 1 | -- | 1 | -- | -- | -- | 1 | 4 | 12 |
| Kentucky..... | -- | 4 | 1 | 1 | -- | 5 | -- | 5 | 1 | -- | 4 | 21 |
| Mississippi..... | -- | 2 | -- | -- | 1 | -- | -- | -- | -- | 1 | 2 | 6 |
| Tennessee..... | -- | 9 | -- | 3 | -- | 2 | -- | 2 | 1 | 1 | 7 | 25 |
| Pacific | | | | | | | | | | | | |
| Alaska..... | -- | -- | -- | -- | -- | -- | -- | 1 | 1 | -- | -- | 2 |
| California..... | -- | 27 | 4 | 2 | -- | 15 | 1 | 2 | 6 | 13 | 66 | 136 |
| Hawaii..... | -- | -- | -- | -- | 1 | -- | -- | -- | -- | -- | 6 | 7 |
| Oregon..... | -- | 1 | -- | -- | -- | 3 | -- | -- | -- | -- | 4 | 8 |
| Washington..... | -- | 5 | 1 | -- | -- | 1 | -- | 1 | 3 | 3 | 10 | 24 |
| Puerto Rico..... | -- | -- | -- | -- | -- | -- | -- | 1 | -- | -- | -- | 1 |
| Totals..... | 39 | 309 | 67 | 61 | 63 | 247 | 30 | 53 | 65 | 107 | 620 | 1661 |
| States..... | 1 | 43 | 32 | | 48 | | 17 | 23 | 28 | 27 | 48 | 50 |

-- No facilities in the State.

Table 4-11b.

Theatre Communications Group data on productivity, finances, and work force for the Universe: 1988

| Productivity | |
|---------------------------|-------------|
| Attendance..... | 13,948,801 |
| Subscribers..... | 948,878 |
| Performances..... | 46,149 |
| Productions..... | 2,369 |
| Finances (in dollars) | |
| Total expenses..... | 277,876,312 |
| Earnings..... | 167,074,936 |
| Contributions..... | 109,358,965 |
| Total income..... | 276,433,901 |
| Surplus/deficit..... | -1,442,411 |
| Work Force | |
| Artistic staff..... | 12,677 |
| Administrative staff..... | 4,908 |
| Technical staff..... | 6,522 |
| Total paid staff..... | 24,107 |
| Volunteers..... | 26,310 |

Source: Barbara Janowitz Ehrlich, "Theatre Facts 88," *American Theatre*, April 1989, p.2. (Annual survey conducted by Theatre Communications Group, Inc.)

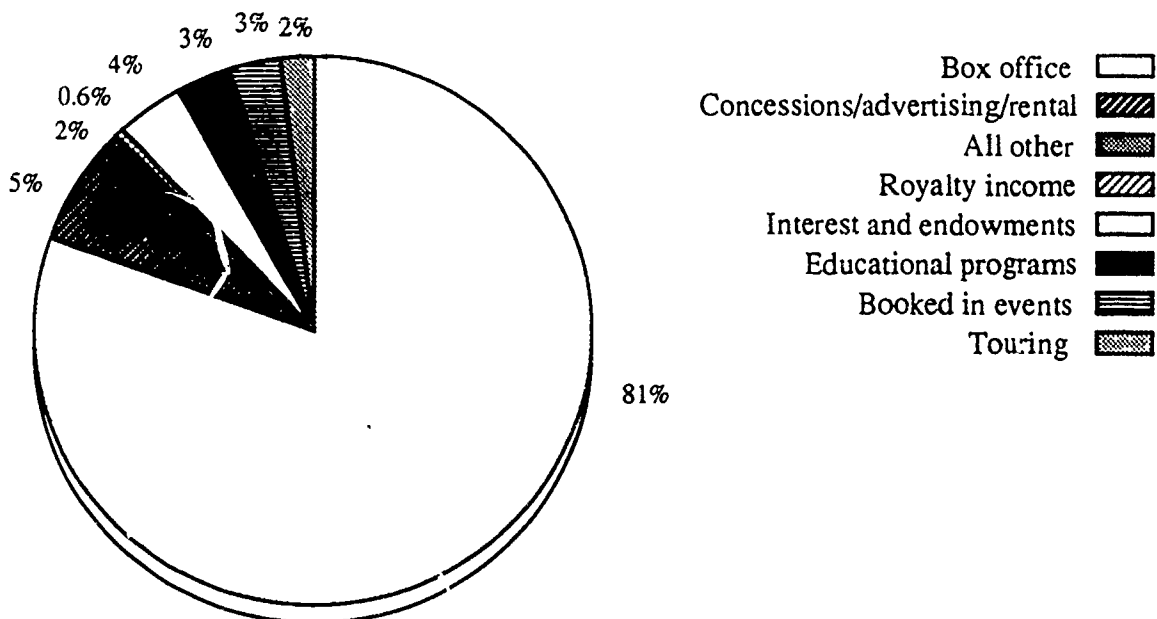
Methodological note: The 1988 TCG survey incorporates information from 189 nonprofit professional theatres from across the United States, representing the breadth and diversity of the field. Participating theatres include small and medium-sized ensembles that perform new and experimental works; touring companies; and large, established cultural institutions with varied repertoires. Accordingly, their programming spans the scope of classics, modern plays and musicals, new plays by contemporary American and foreign playwrights, plays aimed at minority and young audiences, mime and performance art works.

Observational note: The participating theatres are located in urban neighborhoods, rural communities, suburbs and major metropolitan centers representing 112 towns and cities in 38 states and the District of Columbia. Together, they played to a total audience of 13.9 million during the 1987-88 season and presented 46,149 performances of 2,369 productions. The total number of actors, directors, designers, playwrights, and administrative and technical staff employed by the theatres was 24,097, with an additional 26,310 volunteers augmenting the workforce.

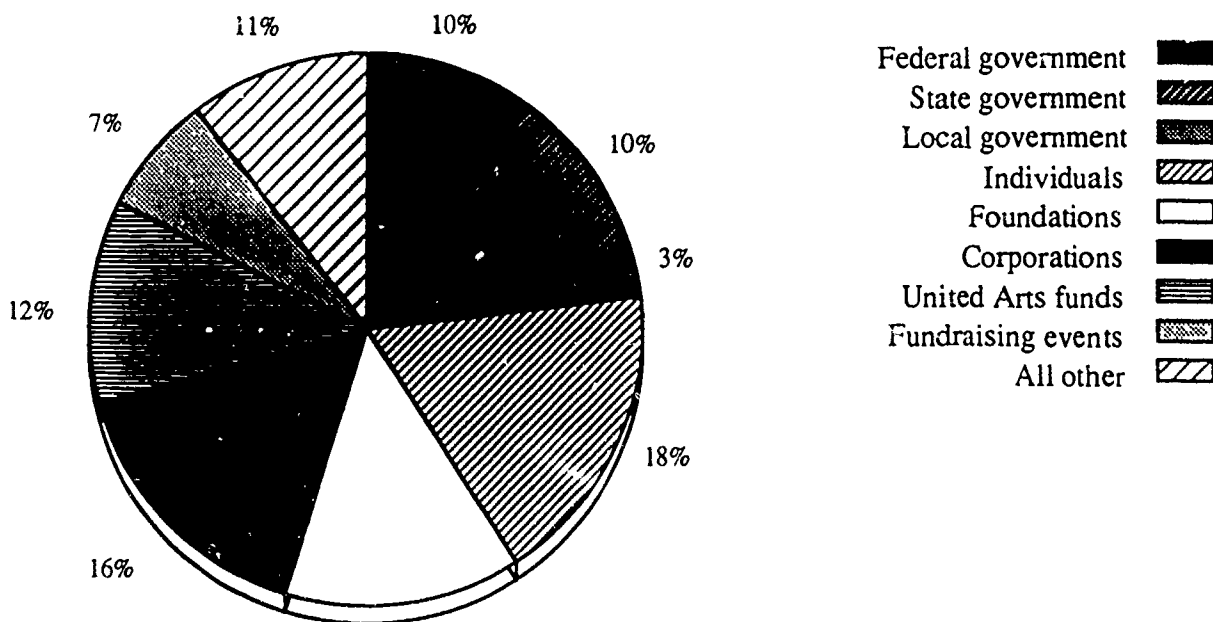
Budgets for the 189 theatres ranged in size from \$50,000 to nearly \$9 million; as a group, they represent a \$278-million industry. Nearly half the theatres - 47 percent - ended the year with operating deficits, a lower percentage than the years between 1983 and 1985 when a majority of the participants were producing in the red, yet still far too many to proclaim a stable economic environment for the field. Bottom lines for the individual theatres in 1988 range from a negative fund balance of \$1.06 million to a surplus of \$800,000, while the aggregate bottom line for the total survey universe reflects a deficit of \$1.4 million.

The Alliance Theatre Company (Atlanta), Honolulu Theatre for Youth, Perseverance Theatre (Douglas, Alaska), Mark Taper Forum (Los Angeles), Steppenwolf Theatre Company (Chicago), Hartford Stage Company, Repertorio Español (New York City), Theatre de la Jeune Lune (Minneapolis), Seattle Repertory Theatre and the Manhattan Theatre Club are representative of the geographical and artistic range of this year's national survey group. Note taken from source cited above.

Chart 4-7.
Sources of earned and contributed income of 45 nonprofit resident theatres in the membership of the Theatre Communications Group: 1988



Earned income sources

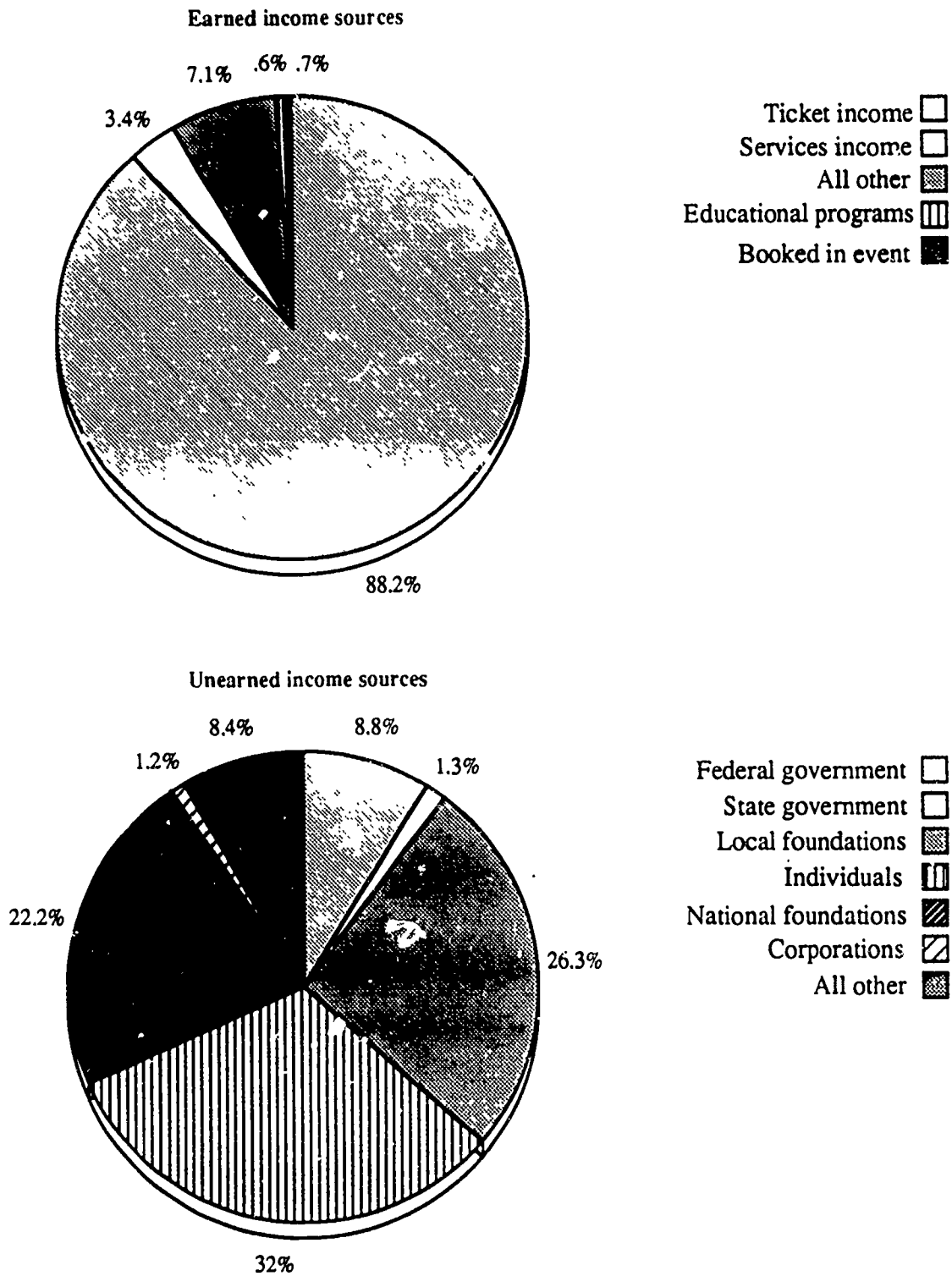


Contributed income sources

Note: Based on a sample of 45 theatres representative of the nation's largest and better established theatres, accounting for more than half of financial activity of 201 theatres reporting to Theatre Communications Group.

Source: Theatre Communications Group, Inc.: See tables 4-10 and 4-11a for full citation.

Chart 4-6.
Sources of earned and contributed income of 27 nonprofit resident theatres
in the Ford Foundation Study: 1965



Source: Ford Foundation, *The Finances of the Performing Arts, Volume I, Appendix A, table 5.*

Table 4-11a.

Theatre Communications Group data on contributed income by source for 45 nonprofit resident theatres: 1984-1988

| Contributed income source | 1984 | 1985 | 1986 | 1987 | 1988 |
|-----------------------------|---------------|---------------|---------------|---------------|---------------|
| (in thousands of dollars) | | | | | |
| Individual..... | 7,038 | 8,026 | 9,200 | 10,049 | 10,200 |
| Corporation..... | 5,757 | 6,588 | 7,468 | 8,356 | 8,959 |
| Foundation..... | 4,357 | 4,708 | 5,800 | 6,542 | 8,127 |
| United Arts Funds..... | 4,565 | 5,916 | 6,378 | 6,191 | 6,812 |
| Federal..... | 4,591 | 5,038 | 5,974 | 5,520 | 5,735 |
| State..... | 4,814 | 4,841 | 6,008 | 5,461 | 5,614 |
| City and County..... | 560 | 628 | 1,066 | 1,602 | 1,849 |
| Fundraising events/guilds.. | 2,382 | 2,703 | 3,427 | 3,812 | 3,921 |
| All other..... | 4,215 | 4,695 | 4,421 | 5,627 | 6,262 |
| Total..... | 38,279 | 43,143 | 49,742 | 53,160 | 57,479 |

Note: See table 4-9 for methodological note.

Source: Barbara Janowitz Ehrlich, "Theatre Facts 88," American Theatre, April 1989, p. 7. (Annual survey conducted by Theatre Communications Group, Inc.)

Table 4-10.

Theatre Communications Group data on sources of earned income for 45 nonprofit resident theatres: 1984-1988

| Earned income source | 1984 | 1985 | 1986 | 1987 | 1988 |
|--------------------------------------------|--------|--------|--------|--------|--------|
| (in thousands of dollars) | | | | | |
| Box office..... | 54,182 | 59,109 | 61,724 | 67,510 | 73,191 |
| Touring..... | 2,266 | 2,383 | 3,348 | 2,436 | 2,207 |
| Booked-in events..... | 1,808 | 1,949 | 1,793 | 3,197 | 2,689 |
| Educational programs..... | 2,044 | 1,993 | 2,064 | 2,368 | 2,260 |
| Interest and dividends..... | 1,902 | 1,749 | 1,322 | 1,197 | 1,506 |
| Endowment income..... | 726 | 947 | 1,210 | 1,560 | 1,784 |
| Royalty income..... | 562 | 332 | 538 | 487 | 533 |
| Concessions/advertising and rental..... | 3,385 | 3,918 | 4,105 | 4,333 | 4,187 |
| All other..... | 2,730 | 1,565 | 2,841 | 1,661 | 2,031 |
| Total..... | 69,605 | 73,945 | 78,945 | 84,549 | 90,388 |

Note: See table 4-9 for methodological note.

Source: Barbara Janowitz Ehrlich, "Theatre Facts 88," American Theatre, April 1989, p. 4. (Annual survey conducted by Theatre Communications Group Inc.)

Table 4-9.

Theatre Communications Group data on total income and expenses for 45 nonprofit resident theatres: 1984-1988

| Income and expenses | 1984 | 1985 | 1986 | 1987 | 1988 |
|---------------------------|---------|---------|---------|---------|---------|
| (in thousands of dollars) | | | | | |
| Earned income..... | 69,605 | 73,945 | 78,945 | 84,549 | 90,388 |
| Total expenses..... | 109,255 | 119,845 | 128,531 | 137,057 | 147,792 |
| Earnings gap..... | -39,650 | -45,900 | -49,586 | -52,508 | -57,404 |
| Contributed income..... | 38,279 | 43,143 | 49,742 | 53,160 | 57,479 |
| Total income..... | 107,884 | 117,088 | 128,687 | 137,709 | 147,867 |
| Surplus/deficit..... | -1,371 | -2,757 | 156 | 652 | 75 |

Source: Barbara Janowitz Ehrlich, "Theatre Facts 88," American Theatre, April 1989, p. 3. (Annual survey conducted by Theatre Communications Group, Inc.)

Methodological note: The TCG survey findings include a five-year trend analysis for a sample group of 45 theatres across the country. The current survey provides detailed information on these theatres over the entire five-year survey period, beginning with 1984. The 45 sample theatres in the 1988 survey range in budget size from \$775,000 to \$8.3 million and, together account for more than half of the total financial activity of the entire 189 survey universe.

Observational note: Analysis of the sample theatres reveals that expenses in 1988 grew slightly faster than total income for the first time in the past three years, and well ahead of the 4 percent inflation rate for the year. Total operating expenses increased 7.8 percent over the previous year while total income grew 7.4 percent. The total income figure is comprised of earnings, predominantly box-office receipts, along with other income from such revenue-producing activities as program advertising and concessions, as well as grants and contributions received from both public and private sources. Earnings rose 6.9 percent in 1988, and left the largest "earnings gap" in the five years studied to be met by grants and contributions from the philanthropic community. Those contributions grew 8.1 percent over the previous year, enough to leave a small collective operating surplus at the end of the year.

The small aggregate surplus of \$75,000 posted by the sample theatres placed them in better stead than the survey universe, with its collective deficit of \$1.4 million. The sample theatres also fared better than the overall survey universe in percent of theatres ending the year with a negative bottom line - 42 percent of sampled theatres, compared to 47 percent of the universe. By contrast, three years ago, 58 percent of the same sample group posted year-end deficits, resulting in a \$2.8 million aggregate deficit. But, although the aggregate numbers look better now, a close inspection reveals that the improved picture is far from universal: 10 of the sample theatres registered 1988 deficits in excess of \$100,000 and 5 theatres posted deficits in each of the five years studied. One member of the sample group, the Alaska Repertory Theatre, was forced to close its doors permanently due to economic failure at the end of the calendar year. So while the overall financial picture of the sample theatres has improved somewhat over the past several years, many of the individual theatres continue a precarious existence. Note taken from source cited above.

Table 4-8.
Theatre Communications Group data on income and expenses for 30 theatres in Control Group I: 1976-1980

| | 1976 | 1977 | 1978 | 1979 | 1980 |
|---------------------------|--------|--------|--------|--------|--------|
| (in thousands of dollars) | | | | | |
| Earned income | 21,030 | 24,408 | 28,374 | 35,942 | 36,186 |
| Support income | 10,809 | 11,071 | 13,518 | 16,015 | 18,175 |
| Total income | 31,839 | 35,479 | 41,892 | 51,958 | 54,361 |
| Total expenses | 32,259 | 36,405 | 42,496 | 51,195 | 53,552 |
| Earnings gap | 11,230 | 11,997 | 14,122 | 15,252 | 17,366 |

Notes: Includes A Contemporary Theatre, Alliance Theatre Company/Atlanta Children's Theatre, American Conservatory Theatre, American Place Theatre, Arena Stage, Arizona Theatre Company, Asolo State Theater, Center Stage, Cincinnati Playhouse in the Park, Circle in the Square, Cleveland Playhouse, Dallas Theater Center, The Guthrie Theater, Hartford Stage Company, Indiana Repertory Theatre, Long Wharf Theatre, Loretto-Hilton Repertory Theatre, Mark Taper Forum, McCarter Theatre Company, Meadow Brook Theatre, Milwaukee Repertory Theater Company, Old Globe Theatre, Philadelphia Drama Guild, Phoenix Theatre, Pittsburgh Public Theater, Seattle Repertory Theatre, South Coast Repertory, StageWest, Studio Arena Theatre, and Trinity Square Repertory Company. These theatres have annual operating budgets in excess of \$500,000 and have reported consistently for all years shown.

Source: *Theatre Facts 80*, Theatre Communications Group, Inc., 1981, table 6, p. 23.

Table 4-7.

Ford Foundation data on expenditures by category (selected variables) as percentages of total operating expenditures for 27 theatres: 1965-1971

| Source of expenditure | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Salaries and fees | | | | | | |
| Total performing artistic..... | 22.1 | 22.8 | 22.4 | 21.6 | 20.4 | 21.1 |
| Total nonperforming artistic..... | 11.0 | 11.1 | 11.5 | 11.3 | 11.4 | 11.7 |
| Total artistic/production personnel..... | 40.6 | 43.0 | 42.6 | 41.7 | 40.3 | 40.7 |
| Total nonartistic personnel..... | 15.9 | 14.9 | 15.8 | 15.4 | 15.5 | 15.9 |
| Total personnel..... | 56.5 | 57.8 | 58.4 | 57.2 | 55.8 | 56.6 |
| Employee fringe benefits..... | 4.4 | 4.8 | 5.1 | 5.3 | 5.3 | 5.8 |
| Total salaries/fees/fringe benefits..... | 60.9 | 62.6 | 63.5 | 62.4 | 61.1 | 62.5 |
| Nonsalary costs | | | | | | |
| Total production costs..... | 12.4 | 12.1 | 11.8 | 11.7 | 11.9 | 11.6 |
| Total facility costs..... | 5.3 | 5.0 | 5.2 | 5.8 | 6.2 | 6.0 |
| Total other nonsalary costs..... | 21.4 | 20.3 | 19.5 | 20.0 | 20.8 | 19.9 |
| Total nonsalary costs..... | 39.1 | 37.4 | 36.5 | 37.6 | 38.9 | 37.5 |
| Total operating expenditures..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total expenditures in thousands of dollars..... | 10,488 | 11,997 | 17,717 | 19,110 | 19,643 | 19,617 |

Note: Includes Actors Theatre of Louisville, Alley Theatre (Houston), American Conservatory Theatre (San Francisco), American Shakespeare Theater (Stratford, CT), Arena Stage (Washington, D.C.), Asolo State Theatre (Sarasota), Barter Theatre (Abingdon, VA), Center Stage (Baltimore), Cincinnati Playhouse in the Park, Cleveland Play House, Goodman Theatre (Chicago), Guthrie Theater (Minneapolis), Hartford Stage Company, Long Wharf Theatre (New Haven), Mark Taper Forum (Los Angeles), Meadow Brook Theatre (Rochester, MI), Milwaukee Repertory Theatre, Repertory Theater of Lincoln Center (New York City), Seattle Repertory Theatre, Stage/West (Springfield, MA), Studio Arena Theatre (Buffalo), Theatre Company of Boston, Trinity Square Repertory Company (Providence), Washington Theater Club (Washington, D.C.), and Yale Repertory Theatre (New Haven).

Source: Ford Foundation, The Finances of the Performing Arts, Volume I, New York, NY, 1975, appendix C, table 18.

Table 4-6.

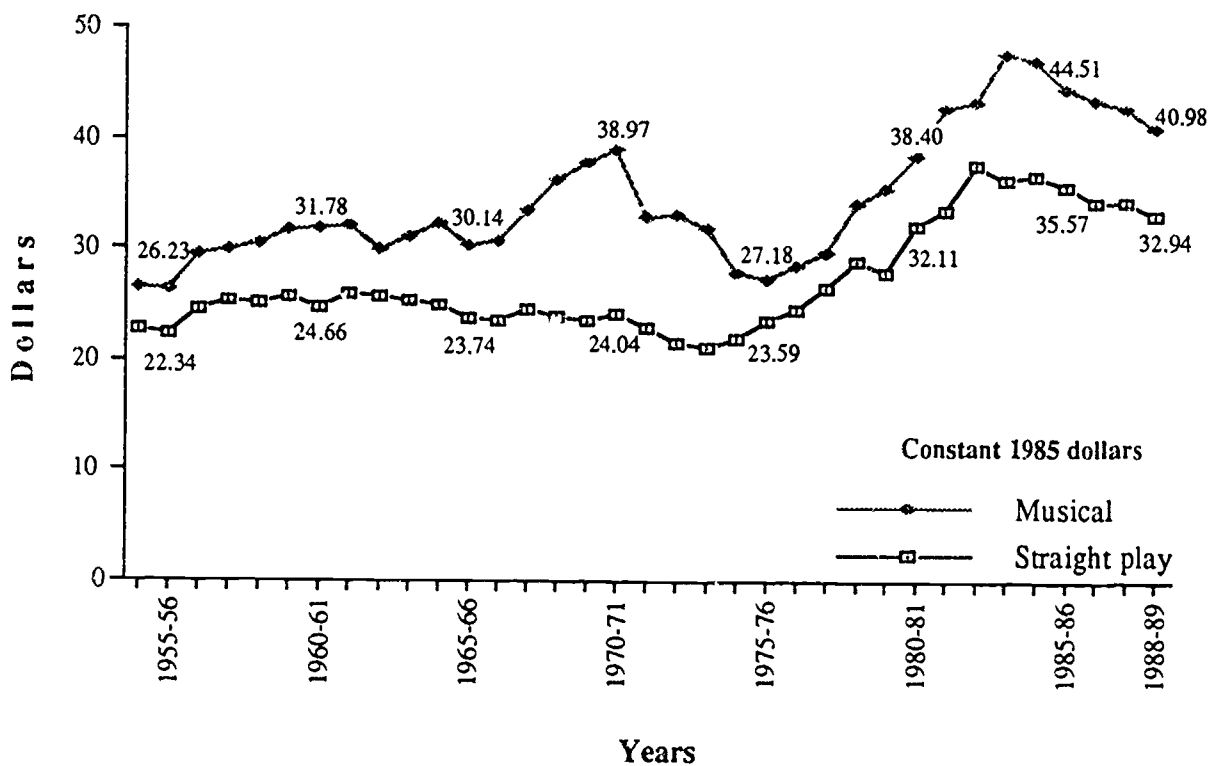
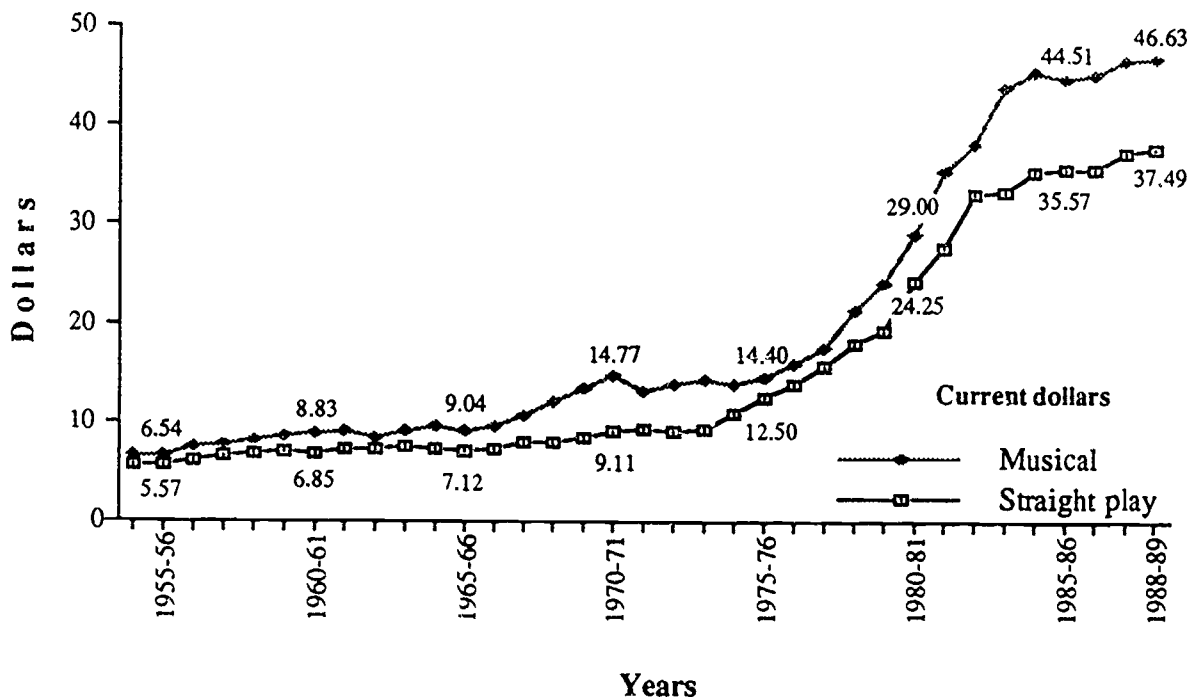
Ford Foundation data on income by source (selected variables) as percentages of total income including corpus transfers for 27 theatres: 1965-1971

| Source of income | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|
| Earned income | | | | | | |
| Total ticket income..... | 68.6 | 60.7 | 57.3 | 53.3 | 58.0 | 58.6 |
| Total nonticket performance income..... | 4.0 | 7.3 | 7.8 | 7.8 | 3.3 | 3.3 |
| Total nonperformance earned income..... | 6.1 | 5.5 | 4.6 | 4.3 | 4.9 | 4.0 |
| Total earned income..... | 78.7 | 73.6 | 69.7 | 65.4 | 66.3 | 65.9 |
| Unearned income | | | | | | |
| Individual contributions..... | 9.3 | 10.0 | 8.3 | 9.3 | 9.4 | 8.7 |
| Business contributions..... | .4 | 1.1 | 2.5 | 2.4 | 1.8 | 2.1 |
| Combined/United Art Fund contributions..... | .1 | 1.5 | 2.1 | 2.8 | 2.6 | 2.8 |
| Local foundation contributions..... | 2.2 | 1.8 | 2.0 | 2.7 | 2.9 | 3.7 |
| Other local contributions..... | 1.7 | 1.0 | 1.5 | 2.0 | 5.1 | 2.8 |
| Federal government grants..... | 1.9 | 4.7 | 4.7 | 4.1 | 4.0 | 4.5 |
| State government grants..... | 1.0 | .8 | .7 | 1.0 | .6 | 2.8 |
| Local government grants..... | 0 | .3 | .3 | .3 | .4 | .5 |
| National foundation grants..... | 4.2 | 4.2 | 5.2 | 6.7 | 5.7 | 5.5 |
| Corpus earnings used for operations..... | 0 | 0 | .4 | 0 | .1 | .1 |
| Total unearned income..... | 20.8 | 25.4 | 27.8 | 31.4 | 32.7 | 33.4 |
| Total income and corpus | | | | | | |
| Total operating income..... | 99.5 | 98.9 | 97.5 | 96.8 | 99.0 | 99.3 |
| Corpus principal transferred to operations..... | .5 | 1.1 | 2.5 | 3.2 | 1.0 | .7 |
| Total income including corpus transfers..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total income in thousands of dollars..... | 9,837 | 14,370 | 16,855 | 18,355 | 18,694 | 19,672 |

Note: Includes Actors Theatre of Louisville, Alley Theatre (Houston), American Conservatory Theatre (San Francisco), American Shakespeare Theater (Stratford, CT), Arena Stage (Washington, D.C.), Asolo State Theatre (Sarasota), Barter Theatre (Abingdon, VA), Center Stage (Baltimore), Cincinnati Playhouse in the Park, Cleveland Play House, Goodman Theatre (Chicago), Guthrie Theater (Minneapolis), Hartford Stage Company, Long Wharf Theatre (New Haven), Mark Taper Forum (Los Angeles), Meadow Brook Theatre (Rochester, MI), Milwaukee Repertory Theatre, Repertory Theater of Lincoln Center (New York City), Seattle Repertory Theatre, Stage/West (Springfield, MA), Studio Arena Theatre (Buffalo), Theatre Company of Boston, Trinity Square Repertory Company (Providence), Washington Theater Club (Washington, D.C.), and Yale Repertory Theatre (New Haven).

Source: Ford Foundation, *The Finances of the Performing Arts, Volume I*, New York, NY, 1975, appendix C, table 14.

Chart 4-5.
Broadway average top ticket prices: 1955-1989



* The Consumer Price Index employed is All Urban Consumers, New York, NY, Northeastern, NJ.

Source: George Wachtel, League of American Theatres and Producers, Inc., October 1989. See table 4-5 for full citation.

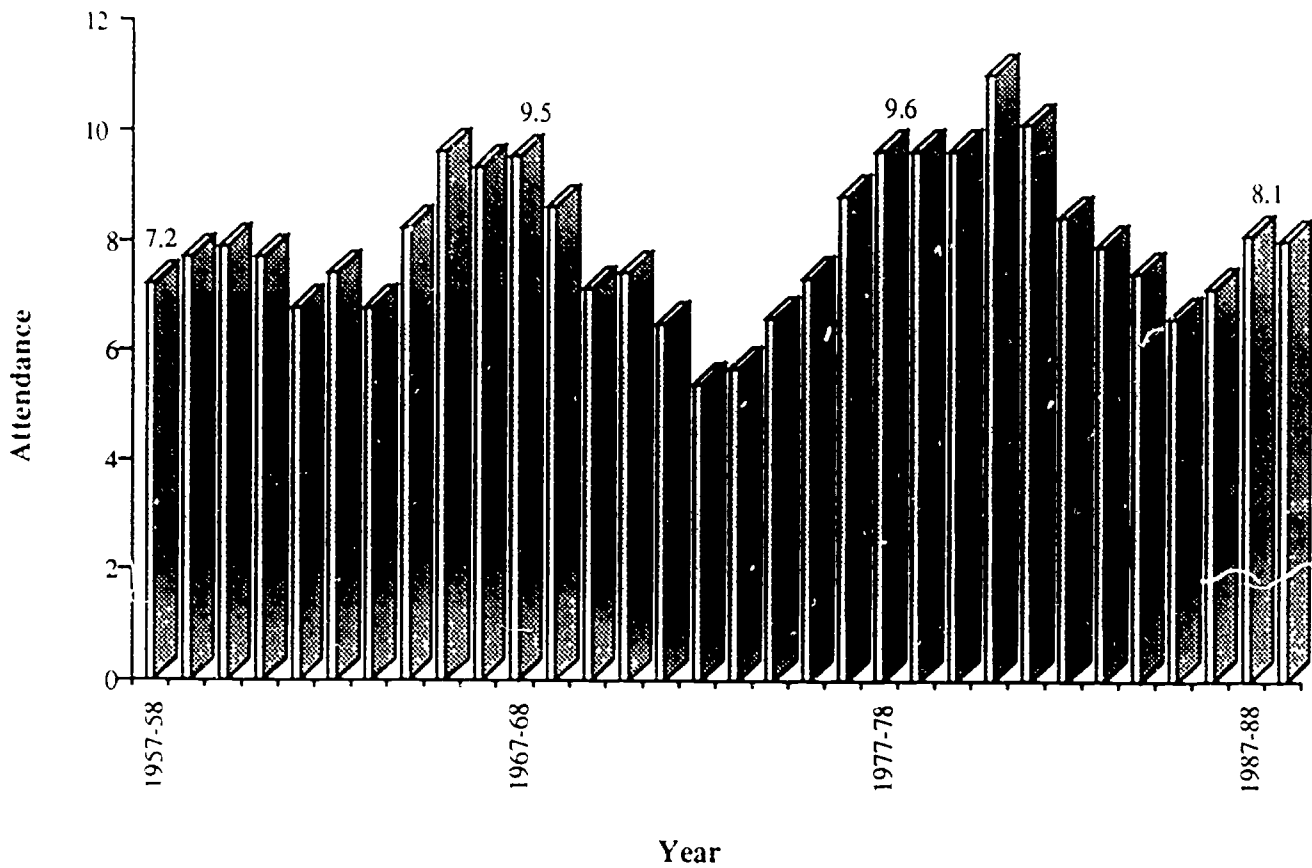
Table 4-5.
Broadway average top ticket prices: 1954-55 to 1988-89

| Season | Straight play | | Musical | |
|--------------|-----------------|------------------------|-----------------|------------------------|
| | Current dollars | Constant 1985 dollars* | Current dollars | Constant 1985 dollars* |
| 1954-55..... | 5.68 | 22.70 | 6.61 | 26.42 |
| 1955-56..... | 5.57 | 22.34 | 6.54 | 26.23 |
| 1956-57..... | 6.22 | 24.59 | 7.45 | 29.45 |
| 1957-58..... | 6.60 | 25.26 | 7.79 | 29.82 |
| 1958-59..... | 6.75 | 25.13 | 8.17 | 30.41 |
| 1959-60..... | 6.97 | 25.60 | 8.59 | 31.55 |
| 1960-61..... | 6.85 | 24.66 | 8.83 | 31.78 |
| 1961-62..... | 7.28 | 25.95 | 8.99 | 32.04 |
| 1962-63..... | 7.31 | 25.72 | 8.48 | 29.83 |
| 1963-64..... | 7.37 | 25.35 | 9.02 | 31.03 |
| 1964-65..... | 7.33 | 24.82 | 9.52 | 32.24 |
| 1965-66..... | 7.12 | 23.74 | 9.04 | 30.14 |
| 1966-67..... | 7.28 | 23.48 | 9.50 | 30.64 |
| 1967-68..... | 7.81 | 24.54 | 10.66 | 33.49 |
| 1968-69..... | 7.93 | 23.88 | 12.02 | 36.19 |
| 1969-70..... | 8.27 | 23.47 | 13.33 | 37.83 |
| 1970-71..... | 9.11 | 24.04 | 14.77 | 38.97 |
| 1971-72..... | 9.21 | 22.96 | 13.12 | 32.71 |
| 1972-73..... | 9.00 | 21.50 | 13.81 | 32.99 |
| 1973-74..... | 9.38 | 21.11 | 14.18 | 31.91 |
| 1974-75..... | 10.76 | 21.86 | 13.76 | 27.96 |
| 1975-76..... | 12.50 | 23.59 | 14.40 | 27.18 |
| 1976-77..... | 13.80 | 24.59 | 15.95 | 28.42 |
| 1977-78..... | 15.68 | 26.55 | 17.45 | 29.55 |
| 1978-79..... | 17.94 | 28.76 | 21.23 | 34.04 |
| 1979-80..... | 19.33 | 27.94 | 23.94 | 35.31 |
| 1980-81..... | 24.25 | 32.11 | 29.00 | 38.40 |
| 1981-82..... | 27.70 | 33.42 | 35.38 | 42.68 |
| 1982-83..... | 32.94 | 37.57 | 38.01 | 43.35 |
| 1983-84..... | 33.21 | 36.17 | 43.65 | 47.54 |
| 1984-85..... | 35.29 | 36.60 | 45.26 | 46.94 |
| 1985-86..... | 35.57 | 35.57 | 44.51 | 44.51 |
| 1986-87..... | 35.42 | 34.28 | 44.91 | 43.47 |
| 1987-88..... | 37.11 | 34.19 | 46.28 | 42.63 |
| 1988-89..... | 37.49 | 32.94 | 46.63 | 40.98 |

*The constant dollar figures are the result of multiplying the actual ticket prices by a ratio of the Consumer Price Index for 1982-84 to the CPI for the year in which the season begins. This allows direct comparison among years in terms of the real purchasing power of the dollar. The Consumer Price Index employed is All Urban Consumers, New York, NY, Northeastern, NJ.

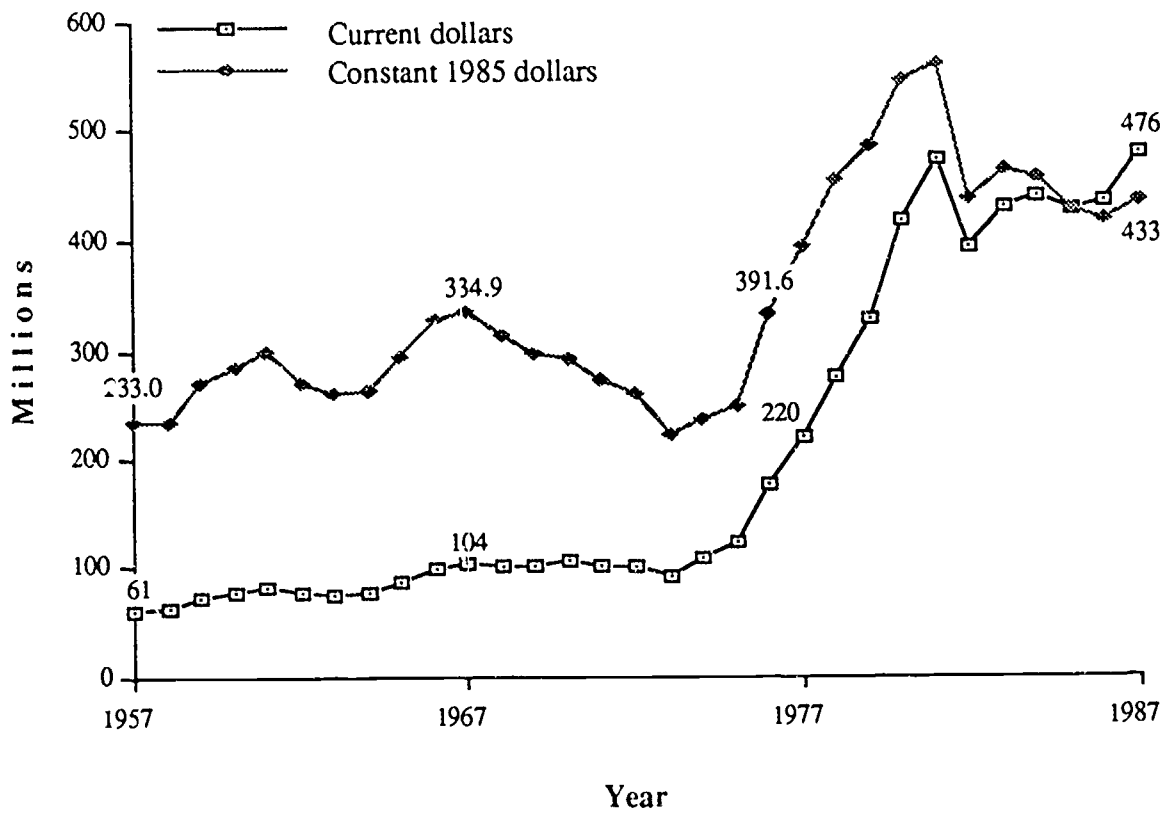
Source: Data provided by George A. Wachtel, Director of Research, the League of American Theatres and Producers, Inc., New York, NY, October 1989.

Chart 4-4.
 Broadway attendance in millions: 1957-1989



Source: League of American Theatres and Producers, Inc. See table 4-4 for full citation.

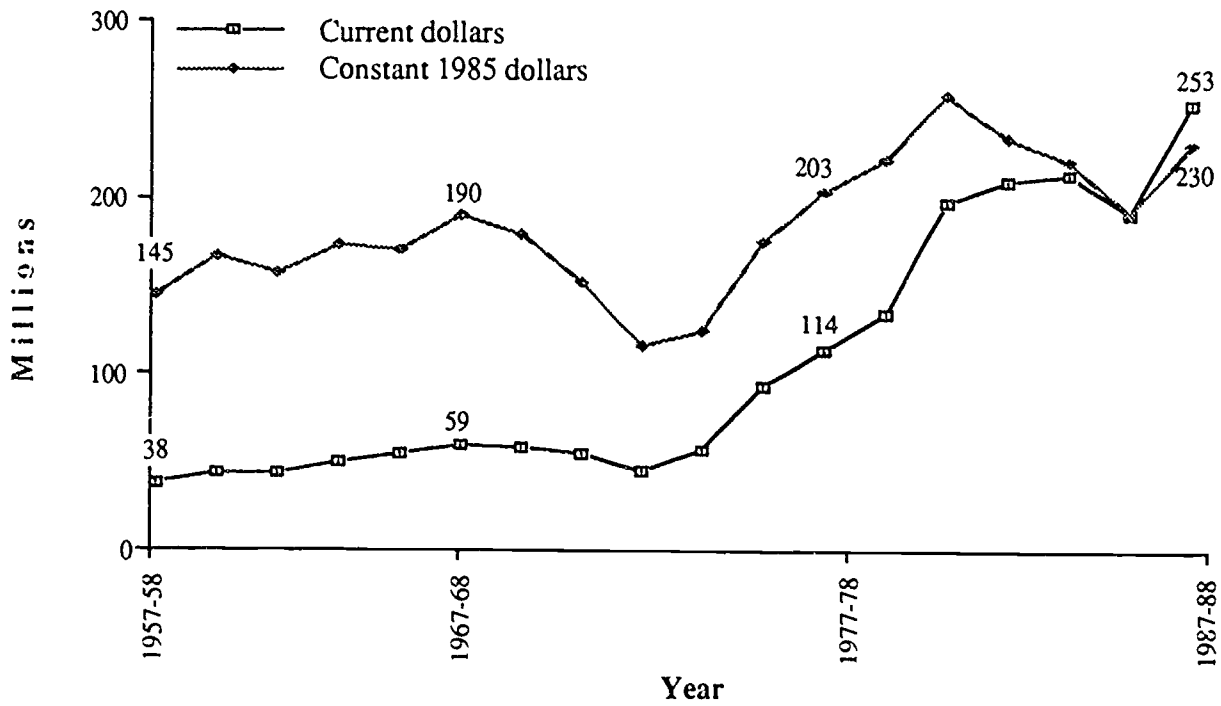
Chart 4-3.
Broadway and Road combined gross income from ticket sales: 1957-1987



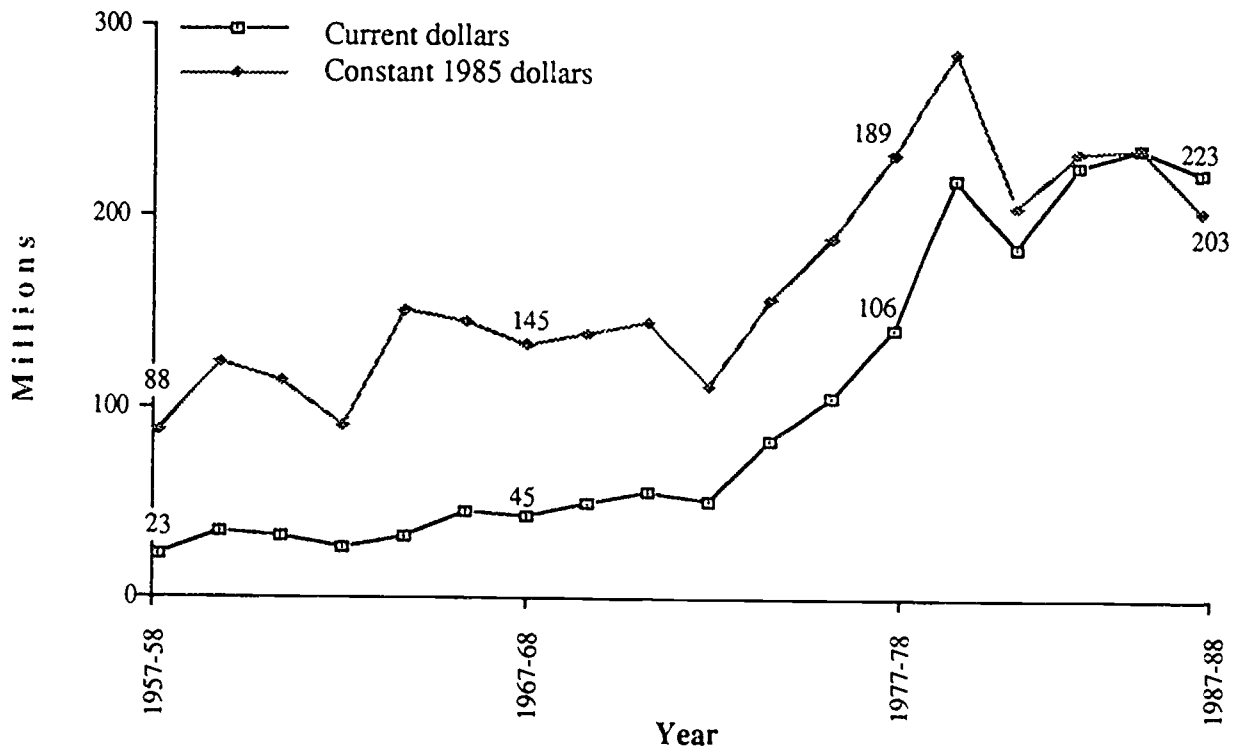
Source: The League of American Theatres and Producers, Inc.; See table 4-4 for full citation

1987
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Chart 4-2.
Broadway gross income from ticket sales: 1957-1987



Road gross income from ticket sales: 1957-1987



Source: The League of American Theatres and Producers, Inc.; See table 4-4 for full citation.

Table 4-4.

Selected data on the Broadway season from the League of American Theatres and Producers: 1957-1989

| Season | Broadway Gross | Attendance | Playing weeks | Number of new productions | Road gross |
|--------------|-----------------------------|---------------|------------------|---------------------------------|-----------------------------|
| | (in millions of dollars) | (in millions) | | | (in millions of dollars) |
| 1957-58..... | 38 | 7.2 | 1,081 | 56 | 23 |
| 1958-59..... | 40 | 7.7 | 1,157 | 56 | 23 |
| 1959-60..... | 46 | 7.9 | 1,156 | 58 | 27 |
| 1960-61..... | 44 | 7.7 | 1,210 | 48 | 34 |
| 1961-62..... | 44 | 6.8 | 1,166 | 53 | 39 |
| 1962-63..... | 44 | 7.4 | 1,134 | 54 | 32 |
| 1963-64..... | 40 | 6.8 | 1,107 | 63 | 34 |
| 1964-65..... | 50 | 8.2 | 1,250 | 67 | 26 |
| 1965-66..... | 54 | 9.6 | 1,295 | 68 | 32 |
| 1966-67..... | 55 | 9.3 | 1,269 | 69 | 44 |
| 1967-68..... | 59 | 9.5 | 1,259 | 74 | 45 |
| 1968-69..... | 58 | 8.6 | 1,209 | 67 | 43 |
| 1969-70..... | 53 | 7.1 | 1,047 | 62 | 48 |
| 1970-71..... | 55 | 7.4 | 1,107 | 49 | 50 |
| 1971-72..... | 52 | 6.5 | 1,157 | 55 | 50 |
| 1972-73..... | 45 | 5.4 | 889 | 55 | 56 |
| 1973-74..... | 46 | 5.7 | 907 | 43 | 46 |
| 1974-75..... | 57 | 6.6 | 1,101 | 54 | 51 |
| 1975-76..... | 71 | 7.3 | 1,136 | 55 | 53 |
| 1976-77..... | 93 | 8.8 | 1,349 | 54 | 83 |
| 1977-78..... | 114 | 9.6 | 1,433 | 42 | 106 |
| 1978-79..... | 134 | 9.6 | 1,542 | 50 | 141 |
| 1979-80..... | 146 | 9.6 | 1,540 | 61 | 181 |
| 1980-81..... | 197 | 11.0 | 1,544 | 60 | 219 |
| 1981-82..... | 223 | 10.1 | 1,455 | 48 | 250 |
| 1982-83..... | 209 | 8.4 | 1,258 | 50 | 184 |
| 1983-84..... | 227 | 7.9 | 1,097 | 36 | 202 |
| 1984-85..... | 213 | 7.4 | 1,075 | 33 | 226 |
| 1985-86..... | 191 | 6.6 | 1,045 | 33 | 236 |
| 1986-87..... | 209 | 7.1 | 1,038 | 41 | 224 |
| 1987-88..... | 253 | 8.1 | 1,116 | 32 | 223 |
| 1988-89..... | 262 | 8.0 | 1,097 | 30 | 256 |

Note: Attendance prior to 1975-76 is estimated.

Source: Data provided by George A. Wachtel, Director of Research, the League of American Theatres and Producers, Inc., New York, NY, October 1989.

Methodological note: Broadway theatres are those theatres from 41st to 53rd Street, Sixth to Ninth Avenues. In 1989 they included the following: Ambassador, Brooks Atkinson, Ethel Barrymore, Martin Beck, Belasco, Booth, Broadhurst, Broadway, Circle in the Square*, Cort, Criterion Center*, Edison*, Gershwin, John Golden, Helen Hayes*, Mark Hellinger, Imperial, Longacre, Lunt-Fontanne, Lyceum, Majestic, Marquis, Minskoff, Music Box, Nederlander, Eugene O'Neill, Palace, Plymouth, Walter Keer, Royale, St. James, Neil Simon, Shubert, Virginia, and Winter Garden. In 1989 there were 36 Broadway theatres, of which 32 were full size proscenium theatres. Theatres marked with a * are non-proscenium theatres.

Table 4-3.
Season box office record (Broadway, Road, and Combined): 1948-1989
(continued from previous page)

| Season | Broadway and Road Combined | | | | |
|--------------|----------------------------|------------------|---------------------|---------------------------|-----------------|
| | Total playing weeks | Box office total | Biggest single week | Number of shows that week | For week ending |
| | (in thousands of dollars) | | | | |
| 1948-49..... | 2,383 | 52,499 | NA | NA | NA |
| 1949-50..... | 2,175 | 49,016 | NA | NA | NA |
| 1950-51..... | 2,052 | 48,217 | NA | NA | NA |
| 1951-52..... | 1,901 | 48,051 | NA | NA | NA |
| 1952-53..... | 2,048 | 49,544 | NA | NA | NA |
| 1953-54..... | 1,875 | 47,792 | NA | NA | NA |
| 1954-55..... | 1,999 | 51,941 | NA | NA | NA |
| 1955-56..... | 2,103 | 58,207 | NA | NA | NA |
| 1956-57..... | 1,954 | 56,981 | NA | NA | NA |
| 1957-58..... | 1,809 | 60,160 | NA | NA | NA |
| 1958-59..... | 1,844 | 63,504 | NA | NA | NA |
| 1959-60..... | 1,884 | 72,934 | NA | NA | NA |
| 1960-61..... | 2,039 | 77,825 | NA | NA | NA |
| 1961-62..... | 2,129 | 83,422 | NA | NA | NA |
| 1962-63..... | 1,956 | 75,079 | NA | NA | NA |
| 1963-64..... | 1,947 | 73,496 | NA | NA | NA |
| 1964-65..... | 1,893 | 76,392 | NA | NA | NA |
| 1965-66..... | 1,994 | 86,077 | NA | NA | NA |
| 1966-67..... | 2,185 | 98,628 | NA | NA | NA |
| 1967-68..... | 2,143 | 104,000 | NA | NA | NA |
| 1968-69..... | 2,129 | 100,344 | NA | NA | NA |
| 1969-70..... | 2,071 | 101,349 | NA | NA | NA |
| 1970-71..... | 2,005 | 105,168 | NA | NA | NA |
| 1971-72..... | 2,066 | 102,022 | NA | NA | NA |
| 1972-73..... | 1,945 | 101,245 | NA | NA | NA |
| 1973-74..... | 1,806 | 91,977 | NA | NA | NA |
| 1974-75..... | 1,900 | 108,348 | NA | NA | NA |
| 1975-76..... | 1,950 | 123,430 | 3,233 | 45 | 1/5/76 |
| 1976-77..... | 2,335 | 176,033 | 4,560 | 51 | 1/2/77 |
| 1977-78..... | 2,385 | 209,816 | 5,237 | 50 | 1/1/78 |
| 1978-79* | 2,664 | 271,975 | 6,571 | 59 | 3/25/79 |
| 1979-80..... | 2,892 | 324,632 | 8,132 | 65 | 12/30/79 |
| 1980-81..... | 2,888 | 413,403 | 10,009 | 56 | 1/4/81 |
| 1981-82..... | 2,778 | 470,766 | 11,969 | 58 | 1/5/82 |
| 1982-83..... | 2,249 | 387,448 | 10,202 | 46 | 1/2/83 |
| 1983-84* | 2,176 | 432,657 | 10,094 | 48 | 4/8/84 |
| 1984-85..... | 2,055 | 433,966 | 10,712 | 45 | 4/14/85 |
| 1985-86..... | 2,032 | 426,237 | 9,700 | 50 | 3/30/86 |
| 1986-87..... | 1,932 | 431,527 | 10,709 | 49 | 4/26/87 |
| 1987-88..... | 2,007 | 476,469 | 12,250 | 45 | 1/3/88 |
| 1988-89..... | 1,966 | 517,000 | 13,292 | 41 | 1/1/89 |

NA - Not available.

*The seasons of 1978-79 and 1983-84 consisted of 53 weeks each.

Source: Variety, June 3, 1987, Variety, Inc., New York, NY, Volume 327, No. 6. (Copyright); Variety, May 31 - June 6, 1989, Variety, Inc., New York, NY, Volume 335, No. 7. (Copyright)

Table 4-3.
Season box office record (Broadway, Road, and Combined): 1948-1989
 (continued from previous page)

| Season | Road | | | | |
|---------------------------|---------------------|------------------|---------------------|---------------------------|-----------------|
| | Total playing weeks | Box office total | Biggest single week | Number of shows that week | For week ending |
| (in thousands of dollars) | | | | | |
| 1948-49..... | 1,151 | 23,658 | 707 | 35 | 12/27/48 |
| 1949-50..... | 1,019 | 20,401 | 653 | 31 | 1/26/50 |
| 1950-51..... | 913 | 20,331 | 653 | 28 | 10/21/50 |
| 1951-52..... | 829 | 18,828 | 616 | 22 | 10/20/51 |
| 1952-53..... | 1,036 | 23,418 | 706 | 32 | 1/31/53 |
| 1953-54..... | 794 | 17,623 | 547 | 28 | 10/10/53 |
| 1954-55..... | 879 | 21,122 | 601 | 27 | 12/4/54 |
| 1955-56..... | 864 | 22,854 | 617 | 22 | 4/28/56 |
| 1956-57..... | 772 | 19,826 | 691 | 23 | 10/20/56 |
| 1957-58..... | 728 | 22,645 | 716 | 26 | 1/25/58 |
| 1958-59..... | 687 | 23,352 | 801 | 24 | 10/18/58 |
| 1959-60..... | 728 | 27,268 | 854 | 25 | 10/31/59 |
| 1960-61..... | 829 | 33,996 | 1,318 | 21 | 12/31/60 |
| 1961-62..... | 963 | 39,171 | 1,556 | 28 | 1/20/62 |
| 1962-63..... | 822 | 31,554 | 881 | 21 | 2/9/63 |
| 1963-64..... | 835 | 34,105 | 845 | 26 | 1/4/64 |
| 1964-65..... | 643 | 25,929 | 806 | 16 | 4/24/65 |
| 1965-66..... | 699 | 32,214 | 906 | 16 | 1/8/66 |
| 1966-67..... | 916 | 43,572 | 1,401 | 28 | 10/15/66 |
| 1967-68..... | 884 | 45,058 | 1,255 | 27 | 10/7/67 |
| 1968-69..... | 920 | 42,601 | 1,252 | 22 | 10/19/68 |
| 1969-70..... | 1,024 | 48,024 | 1,303 | 27 | 2/7/70 |
| 1970-71..... | 898 | 49,825 | 1,299 | 25 | 11/7/70 |
| 1971-72..... | 909 | 49,701 | 1,369 | 24 | 2/12/72 |
| 1972-73..... | 1,056 | 55,908 | 1,523 | 21 | 1/6/73 |
| 1973-74..... | 899 | 45,726 | 1,326 | 24 | 6/9/74 |
| 1974-75..... | 799 | 50,925 | 1,281 | 21 | 12/1/74 |
| 1975-76..... | 814 | 52,588 | 1,310 | 19 | 6/22/75 |
| 1976-77..... | 987 | 82,627 | 2,231 | 23 | 3/27/77 |
| 1977-78..... | 1,025 | 105,970 | 2,687 | 25 | 5/28/78 |
| 1978-79*..... | 1,192 | 143,869 | 3,938 | 31 | 3/25/79 |
| 1979-80..... | 1,351 | 181,201 | 4,444 | 30 | 1/20/80 |
| 1980-81..... | 1,343 | 218,922 | 5,397 | 30 | 3/14/82 |
| 1981-82..... | 1,317 | 249,531 | 6,151 | 30 | 3/14/82 |
| 1982-83..... | 990 | 184,321 | 5,083 | 24 | 4/24/83 |
| 1983-84*..... | 1,057 | 206,159 | 5,483 | 25 | 4/8/84 |
| 1984-85..... | 993 | 225,959 | 6,220 | 22 | 4/14/85 |
| 1985-86..... | 983 | 235,617 | 6,188 | 23 | 3/16/86 |
| 1986-87..... | 901 | 224,287 | 5,277 | 21 | 4/26/87 |
| 1987-88..... | 893 | 222,998 | 5,745 | 24 | 3/06/88 |
| 1988-89..... | 869 | 225,000 | 6,663 | 24 | 12/04/88 |

*The seasons of 1978-79 and 1983-84 consist of 53 weeks each.

Table 4-3.

Season box office record (Broadway, Road, and Combined): 1948-1989
(continued on next page)

| Season | Broadway | | | | |
|---------------------------|---------------------|------------------|---------------------|---------------------------|-----------------|
| | Total playing weeks | Box office total | Biggest single week | Number of shows that week | For week ending |
| (in thousands of dollars) | | | | | |
| 1948-49..... | 1,231 | 28,841 | 743 | 30 | 2/21/49 |
| 1949-50..... | 1,156 | 28,615 | 737 | 29 | 2/4/50 |
| 1950-51..... | 1,139 | 27,886 | 753 | 27 | 12/30/50 |
| 1951-52..... | 1,072 | 29,223 | 781 | 25 | 2/23/52 |
| 1952-53..... | 1,012 | 26,126 | 723 | 27 | 2/28/53 |
| 1953-54..... | 1,081 | 30,169 | 753 | 28 | 2/27/54 |
| 1954-55..... | 1,120 | 30,819 | 870 | 28 | 1/1/55 |
| 1955-56..... | 1,239 | 35,353 | 882 | 30 | 2/25/56 |
| 1956-57..... | 1,182 | 37,155 | 935 | 30 | 12/8/56 |
| 1957-58..... | 1,081 | 37,515 | 963 | 28 | 2/15/58 |
| 1958-59..... | 1,157 | 40,151 | 1,171 | 30 | 1/3/59 |
| 1959-60..... | 1,156 | 45,666 | 1,261 | 29 | 1/2/60 |
| 1960-61..... | 1,210 | 43,830 | 1,245 | 29 | 12/31/60 |
| 1961-62..... | 1,166 | 44,251 | 1,175 | 28 | 12/30/61 |
| 1962-63..... | 1,134 | 43,525 | 1,112 | 26 | 2/23/63 |
| 1963-64..... | 1,112 | 39,392 | 1,110 | 27 | 5/30/64 |
| 1964-65..... | 1,250 | 50,463 | 1,323 | 30 | 1/2/65 |
| 1965-66..... | 1,295 | 53,862 | 1,575 | 29 | 1/1/66 |
| 1966-67..... | 1,269 | 55,056 | 1,573 | 31 | 12/31/66 |
| 1967-68..... | 1,259 | 58,942 | 1,566 | 32 | 12/30/67 |
| 1968-69..... | 1,209 | 57,743 | 1,398 | 24 | 4/12/69 |
| 1969-70..... | 1,047 | 53,324 | 1,382 | 25 | 4/25/70 |
| 1970-71..... | 1,107 | 55,343 | 1,490 | 30 | 4/17/71 |
| 1971-72..... | 1,157 | 52,321 | 1,521 | 28 | 1/1/72 |
| 1972-73..... | 889 | 45,337 | 1,301 | 23 | 4/28/73 |
| 1973-74..... | 907 | 46,251 | 1,294 | 25 | 4/20/74 |
| 1974-75..... | 1,101 | 57,423 | 1,508 | 26 | 3/30/75 |
| 1975-76..... | 1,136 | 70,842 | 2,034 | 29 | 1/4/76 |
| 1976-77..... | 1,348 | 93,406 | 2,651 | 28 | 1/2/77 |
| 1977-78..... | 1,360 | 103,846 | 2,895 | 30 | 1/1/78 |
| 1978-79*..... | 1,472 | 128,106 | 3,522 | 27 | 12/31/78 |
| 1979-80..... | 1,541 | 143,431 | 3,770 | 31 | 12/30/79 |
| 1980-81..... | 1,545 | 194,481 | 4,287 | 34 | 1/4/81 |
| 1981-82..... | 1,461 | 221,235 | 6,478 | 31 | 1/3/82 |
| 1982-83..... | 1,259 | 203,126 | 5,865 | 27 | 1/2/83 |
| 1983-84*..... | 1,119 | 226,508 | 6,059 | 23 | 1/1/84 |
| 1984-85..... | 1,062 | 208,006 | 5,625 | 23 | 12/30/84 |
| 1985-86..... | 1,049 | 190,620 | 5,288 | 23 | 12/29/85 |
| 1986-87..... | 1,031 | 207,240 | 5,484 | 28 | 4/19/87 |
| 1987-88..... | 1,114 | 253,471 | 6,505 | 21 | 1/3/88 |
| 1988-89..... | 1,097 | 262,000 | 7,179 | 23 | 1/1/89 |

*The seasons of 1978-79 and 1983-84 consisted of 53 weeks each.

Table 4-2.
Broadway production record: Decade totals and averages: 1900-1989

| Season | <u>Decade totals</u> | | | | Total new productions |
|----------------|----------------------|--------------|----------|-------|-----------------------|
| | New plays | New musicals | Revivals | Total | |
| 1900-1909..... | 611 | 283 | 190 | 1,084 | 894 |
| 1910-1919..... | 883 | 327 | 174 | 1,384 | 1,210 |
| 1920-1929..... | 1,463 | 452 | 170 | 2,085 | 1,915 |
| 1930-1939..... | 1,168 | 211 | 189 | 1,568 | 1,379 |
| 1940-1949..... | 520 | 164 | 129 | 813 | 684 |
| 1950-1959..... | 374 | 114 | 123 | 611 | 488 |
| 1960-1969..... | 371 | 145 | 105 | 621 | 516 |
| 1970-1972..... | 68 | 51 | 45 | 164 | 119 |

| | <u>Plays</u> | | <u>Musicals</u> | | Return shows | Pre-opening flops | Total |
|----------------|--------------|---------|-----------------|---------|--------------|-------------------|-------|
| | New | Revival | New | Revival | | | |
| 1972-1979..... | 155 | 87 | 94 | 33 | 3 | 20 | 393 |
| 1980-1989..... | 182 | 75 | 123 | 33 | 10 | 27 | 437 |

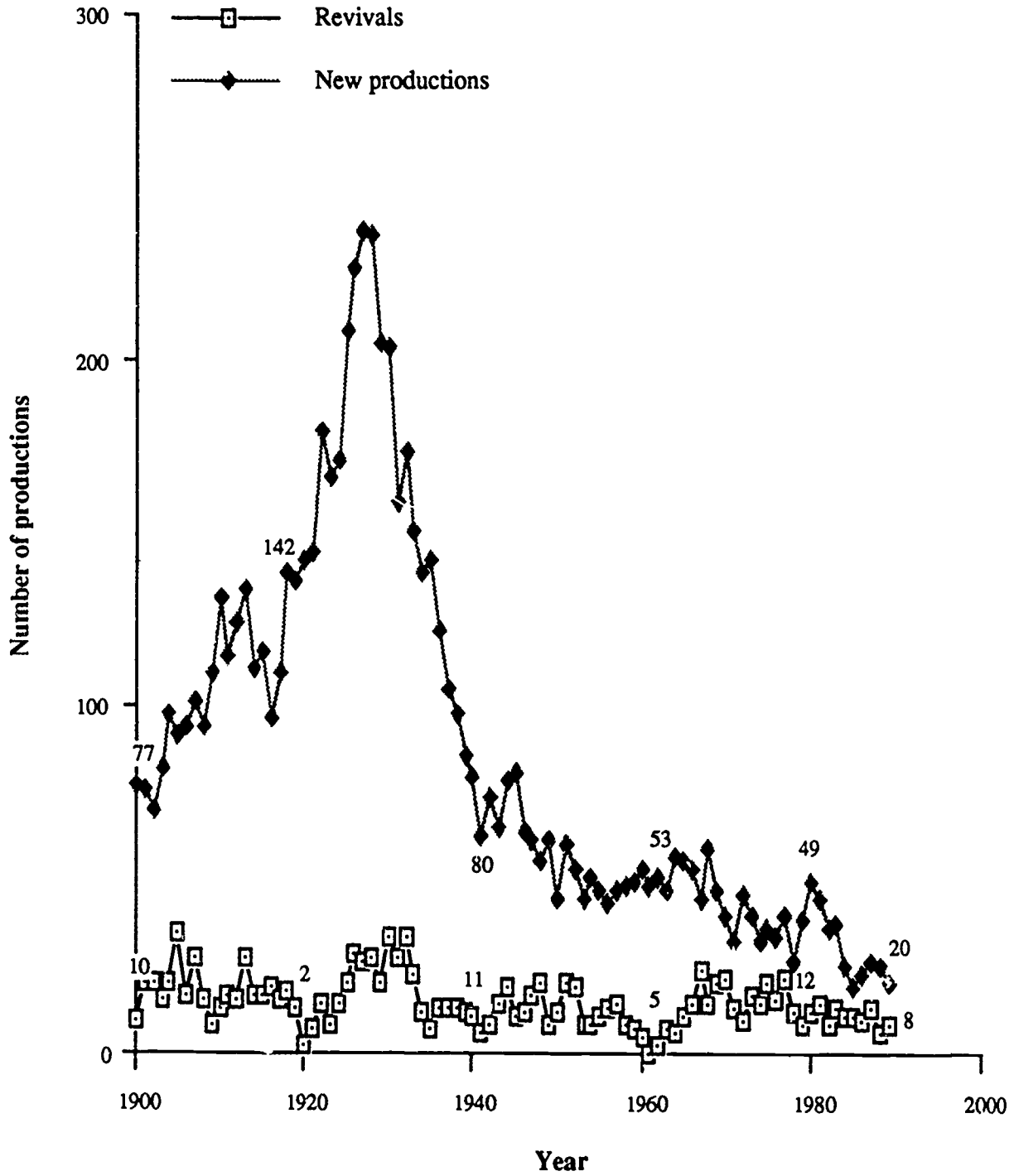
| Season | <u>Decade averages</u> | | | | | |
|----------------|------------------------|--------------|----------|-------|-----------------------|----------------------|
| | New plays | New musicals | Revivals | Total | Total new productions | Percent new musicals |
| 1900-1909..... | 61 | 28 | 19 | 108 | 89 | 31 |
| 1910-1919..... | 88 | 33 | 17 | 158 | 121 | 27 |
| 1920-1929..... | 146 | 45 | 17 | 209 | 192 | 24 |
| 1930-1939..... | 117 | 21 | 19 | 157 | 138 | 15 |
| 1940-1949..... | 52 | 16 | 13 | 81 | 68 | 24 |
| 1950-1959..... | 37 | 11 | 12 | 61 | 49 | 24 |
| 1960-1969..... | 37 | 15 | 11 | 62 | 52 | 28 |
| 1970-1972..... | 23 | 17 | 15 | 55 | 40 | 43 |

| | <u>Plays</u> | | <u>Musicals</u> | | Return shows | Pre-opening flops | Total |
|----------------|--------------|---------|-----------------|---------|--------------|-------------------|-------|
| | New | Revival | New | Revival | | | |
| 1972-1979..... | 22 | 12 | 13 | 5 | 0 | 3 | 56 |
| 1980-1989..... | 18 | 8 | 12 | 3 | 1 | 3 | 44 |

Note: Data calculated based on yearly records.

Source: Variety, June 3, 1987, (1900-1987) Variety Inc., New York, NY, Volume 327, No. 6. (Copyright); (1987-1989) Variety, May 31-June 6, 1989, Variety, Inc., New York, NY, Volume 335, No. 7. (Copyright)

Chart 4-1.
Broadway production record: 1900-1989



Source: Variety; See table 4-1 for full citation.

Table 4-1.
Broadway production record: 1899-1989 (continued from previous page)

| Season | New plays | New musicals | Revivals | Total | Total | Percent |
|----------------|-----------|--------------|----------|-------|-----------------|--------------|
| | | | | | new productions | new musicals |
| 1950-1951..... | 46 | 14 | 21 | 81 | 60 | 23 |
| 1951-1952..... | 44 | 9 | 19 | 72 | 53 | 17 |
| 1952-1953..... | 34 | 11 | 9 | 54 | 45 | 24 |
| 1953-1954..... | 42 | 9 | 8 | 59 | 51 | 18 |
| 1954-1955..... | 34 | 13 | 11 | 58 | 47 | 28 |
| 1955-1956..... | 35 | 8 | 13 | 56 | 43 | 19 |
| 1956-1957..... | 37 | 10 | 15 | 62 | 47 | 21 |
| 1957-1958..... | 37 | 11 | 8 | 56 | 48 | 23 |
| 1958-1959..... | 37 | 12 | 7 | 56 | 49 | 24 |
| 1959-1960..... | 38 | 15 | 5 | 58 | 53 | 28 |
| 1960-1961..... | 33 | 15 | 0 | 48 | 48 | 31 |
| 1961-1962..... | 34 | 17 | 2 | 53 | 51 | 33 |
| 1962-1963..... | 36 | 11 | 7 | 54 | 47 | 23 |
| 1963-1964..... | 42 | 15 | 6 | 63 | 57 | 26 |
| 1964-1965..... | 39 | 17 | 11 | 67 | 56 | 30 |
| 1965-1966..... | 38 | 15 | 15 | 68 | 53 | 28 |
| 1966-1967..... | 30 | 15 | 24 | 69 | 45 | 33 |
| 1967-1968..... | 47 | 12 | 15 | 74 | 59 | 20 |
| 1968-1969..... | 34 | 13 | 20 | 67 | 47 | 28 |
| 1969-1970..... | 26 | 14 | 22 | 62 | 40 | 35 |
| 1970-1971..... | 16 | 17 | 13 | 46 | 33 | 52 |
| 1971-1972..... | 26 | 20 | 10 | 56 | 46 | 43 |

| | Plays | | Musicals | | Return shows | Pre-opening flops | Total |
|--------------|-------|---------|----------|---------|--------------|-------------------|-------|
| | New | Revival | New | Revival | | | |
| 1972-73..... | 27 | 14 | 18 | 3 | 1 | 0 | 58 |
| 1973-74..... | 21 | 12 | 12 | 3 | 0 | 2 | 50 |
| 1974-75..... | 25 | 17 | 11 | 3 | 2 | 1 | 59 |
| 1975-76..... | 18 | 21 | 16 | 5 | 0 | 2 | 62 |
| 1976-77..... | 27 | 11 | 13 | 11 | 0 | 1 | 63 |
| 1977-78..... | 20 | 7 | 7 | 5 | 0 | 14 | 54 |
| 1978-79..... | 22 | 5 | 17 | 3 | 0 | 0 | 47 |
| 1979-80..... | 29 | 7 | 20 | 5 | 2 | 4 | 67 |
| 1980-81..... | 25 | 7 | 19 | 7 | 2 | 7 | 67 |
| 1981-82..... | 24 | 4 | 12 | 4 | 4 | 5 | 53 |
| 1982-83..... | 24 | 9 | 13 | 4 | 0 | 0 | 50 |
| 1983-84..... | 14 | 7 | 11 | 4 | 0 | 11 | 36 |
| 1984-85..... | 14 | 9 | 5 | 2 | 1 | 0 | 31 |
| 1985-86..... | 12 | 9 | 11 | 1 | 0 | 0 | 33 |
| 1986-87..... | 16 | 11 | 11 | 2 | 0 | 0 | 40 |
| 1987-88..... | 11 | 3 | 14 | 3 | 0 | 0 | 31 |
| 1988-89..... | 13 | 7 | 7 | 1 | 1 | 0 | 29 |

Source: Variety, June 3, 1987, (1899-1987) Variety Inc., New York, NY, Volume 327, no. 6. (Copyright); (1987-1989) Variety, May 31-June 6, 1989, Variety, Inc., New York, NY, Volume 335, no. 7. (Copyright).

Table 4-1.

Broadway production record: 1899-1989 (continued on next page)

| Season | New plays | New musicals | Revivals | Total | Total | Percent |
|----------------|--------------|-----------------|----------|-------|--------------------|-----------------|
| | | | | | new productions | new musicals |
| 1899-1900..... | 63 | 14 | 10 | 87 | 77 | 18 |
| 1900-1901..... | 50 | 26 | 20 | 96 | 76 | 34 |
| 1901-1902..... | 49 | 21 | 20 | 90 | 70 | 30 |
| 1902-1903..... | 55 | 27 | 16 | 98 | 82 | 33 |
| 1903-1904..... | 68 | 30 | 20 | 118 | 98 | 31 |
| 1904-1905..... | 63 | 29 | 35 | 127 | 92 | 32 |
| 1905-1906..... | 62 | 32 | 17 | 111 | 94 | 34 |
| 1906-1907..... | 67 | 34 | 28 | 129 | 101 | 34 |
| 1907-1908..... | 57 | 37 | 16 | 110 | 94 | 39 |
| 1908-1909..... | 77 | 33 | 8 | 118 | 110 | 30 |
| 1909-1910..... | 95 | 36 | 13 | 144 | 131 | 27 |
| 1910-1911..... | 80 | 34 | 17 | 131 | 114 | 30 |
| 1911-1912..... | 85 | 39 | 16 | 140 | 124 | 31 |
| 1912-1913..... | 98 | 36 | 28 | 162 | 134 | 27 |
| 1913-1914..... | 74 | 37 | 17 | 128 | 111 | 33 |
| 1914-1915..... | 92 | 24 | 17 | 133 | 116 | 21 |
| 1915-1916..... | 70 | 26 | 19 | 115 | 96 | 27 |
| 1916-1917..... | 85 | 25 | 16 | 126 | 110 | 23 |
| 1917-1918..... | 100 | 38 | 18 | 156 | 138 | 28 |
| 1918-1919..... | 104 | 32 | 13 | 149 | 136 | 24 |
| 1919-1920..... | 99 | 43 | 2 | 144 | 142 | 30 |
| 1920-1921..... | 94 | 51 | 7 | 152 | 145 | 35 |
| 1921-1922..... | 142 | 37 | 15 | 194 | 179 | 21 |
| 1922-1923..... | 125 | 41 | 8 | 174 | 166 | 25 |
| 1923-1924..... | 130 | 41 | 15 | 186 | 171 | 24 |
| 1924-1925..... | 162 | 46 | 20 | 228 | 208 | 22 |
| 1925-1926..... | 178 | 48 | 29 | 255 | 226 | 21 |
| 1926-1927..... | 188 | 49 | 26 | 263 | 237 | 21 |
| 1927-1928..... | 183 | 53 | 28 | 264 | 236 | 22 |
| 1928-1929..... | 162 | 43 | 20 | 225 | 205 | 21 |
| 1929-1930..... | 169 | 35 | 34 | 238 | 204 | 17 |
| 1930-1931..... | 130 | 29 | 28 | 187 | 159 | 18 |
| 1931-1932..... | 146 | 27 | 34 | 207 | 173 | 16 |
| 1932-1933..... | 124 | 27 | 23 | 174 | 151 | 18 |
| 1933-1934..... | 124 | 15 | 12 | 151 | 139 | 11 |
| 1934-1935..... | 123 | 19 | 7 | 149 | 142 | 13 |
| 1935-1936..... | 108 | 14 | 13 | 135 | 122 | 11 |
| 1936-1937..... | 94 | 11 | 13 | 118 | 105 | 10 |
| 1937-1938..... | 82 | 16 | 13 | 111 | 98 | 16 |
| 1938-1939..... | 68 | 18 | 12 | 98 | 86 | 21 |
| 1939-1940..... | 62 | 18 | 11 | 91 | 80 | 23 |
| 1940-1941..... | 49 | 14 | 6 | 69 | 63 | 22 |
| 1941-1942..... | 58 | 16 | 9 | 83 | 74 | 22 |
| 1942-1943..... | 47 | 18 | 15 | 80 | 65 | 28 |
| 1943-1944..... | 59 | 19 | 19 | 97 | 78 | 24 |
| 1944-1945..... | 62 | 19 | 11 | 92 | 81 | 23 |
| 1945-1946..... | 48 | 16 | 12 | 76 | 64 | 25 |
| 1946-1947..... | 48 | 14 | 17 | 79 | 62 | 23 |
| 1947-1948..... | 44 | 12 | 20 | 76 | 56 | 21 |
| 1948-1949..... | 43 | 18 | 9 | 70 | 61 | 30 |
| 1949-1950..... | 28 | 17 | 12 | 57 | 45 | 38 |

income (57 percent) and dance companies the highest (64 percent). In 1985/86 the dance group dropped to 61 percent and in 1988 theatres earned 61 percent of their income. Theatres and orchestras had higher proportions of government support in both years (9-11 percent) compared with opera and dance groups (6-8 percent). Opera had the highest proportion of private support (36-38 percent) and theatres the lowest (26-30 percent) in both years.

In comparing attendance figures over time from ASOL (tables 4-53 and 4-54) and the Central Opera Service, (table 4-22) one can see steady growth in both disciplines. For the period 1970 to 1985 attendance to both opera and symphony performances more than doubled. Although symphony attendance greatly exceeds that for opera, the proportional growth in attendance is roughly the same. (Attendance figures for 1986-87 and 1987-88 were not provided in the ASOL data.)

Other Tables on the Performing Arts

As stated at the beginning of this chapter, tables relating to the performing arts are included in other chapters of this report. The reader is referred specifically to chapters 1, 2, 3, 8 and 9.

Census of Service Industries Data

A State-by-State distribution of performing arts organizations, represented in the special tabulations prepared from the 1982 Census of Service Industries data, is provided in table 4-66. The number of organizations and total revenues of those organizations for each State and for the entire United States are included in this table. For the U.S. as a whole, there were a total of 8,322 performing arts organizations with total revenues of \$4.4 billion. Of these, 19 percent (1,610) are nonprofit and represent 25 percent of the total revenues (\$1.1 billion). California had the largest number of organizations in any one State (2,180), followed by New York (1,723). In terms of nonprofit organizations, New York leads with 230 compared with 193 in California.

In table 4-67 breakdowns of revenues are provided separately for 212 symphony orchestras, 65 opera companies, and 47 chamber music groups, and for a total of 423 nonprofit classical music organizations with total revenues of over \$477 million. Only limited comparison can be made of the distribution of revenue sources because only 66 percent of the total revenues of opera companies and 86 percent of the total revenue for chamber music groups are accounted for by detail of sources. A significant number of organizations did not provide detailed revenue sources. Table 4-67 should be viewed in conjunction with tables 4-14 and 4-38 on theatre and dance organizations. In the source document, a detailed analysis of these data is offered, a summary of which can be found in the methodological note accompanying table 4-14.

The 212 symphony orchestras in table 4-67 had total revenues of \$276.8 million and total expenses of \$280.4 million. Earned income sources represent around 47 percent of total income for this group, with most of it coming from admission receipts (over 77 percent). Government sources account for 9 percent of total income and private sources about 25 percent. Of the private sources, individuals accounted for the largest proportion of contributions (13 percent of total income and around 25 percent of support income). These ratios are in line with those reported by ASOL for the same year (table 4-54). As for the opera companies, the Census group of 65 had total revenues of \$129 million. When compared with the Opera America sample group of 47 for the same year (1982-83) which had total income of \$173.5 million (table 4-27), it appears that the Census

data include the Metropolitan Opera but may be missing several other of the larger companies. The Opera America group appeared to have a higher ratio of earned income than the Census group, but this may be accounted for by the underreporting noted in the source document and in the aforementioned methodological note. The 47 chamber music groups earned 34 percent of their income and obtained 37 percent from private contributions and 6 percent from government sources.

In addition to the 1982 data, NEA also had previously obtained special tabulations from the 1972 and the 1977 Census of Service Industries. The 1972 tabulations were insufficient for trend analysis, but the 1977 tabulations did provide the Research Division with some points of comparison. A few of these appear in tables 4-68 and 4-69. In general, the 1982 data have captured a larger number of organizations with a higher level of fiscal activity. The two exceptions are the reduction in the number of taxable classical music organizations, and taxable dance groups, but their total revenues are higher by about \$7 million.

Combined Service Organization Data

Tables 4-70 and 4-71 combine and compare data from two or more service organizations to permit some cross-disciplinary analyses. These tables were compiled by James Heilbrun to reflect trends in arts activity over a 25-year period, utilizing data from the League of New York Theatres and Producers (now the League of American Theatres and Producers), the Central Opera Service, and the American Symphony Orchestra League. In table 4-70 he provides disposable personal income in constant 1972 dollars and the percent change over time for several variables including theatrical playing weeks, number of organizations, performances/concerts and attendance figures. In table 4-71 top, bottom, and average ticket prices are shown for several groups/sources. Percentage of increase figures are also provided. For the most recent year available in the data, opera companies have both the lowest and highest ticket prices. Nonprofit theatres have the smallest gap between the low and high ticket prices.

In table 4-72 sources of income (earned, government and private) are compared for theatres, symphony orchestras, opera companies and dance companies, for two points in the 1980's. In 1982/83, opera companies had the lowest percentage of earned

which each part is performed by one individual (including both vocal and instrumental ensembles). The results indicated that 148 institutions maintained 318 resident faculty ensembles, defined as "permanent faculty chamber ensembles associated on a continuing basis with the institutions."⁷ Over 25 percent of these were woodwind quintets. The resident ensembles were the only permanently organized ones. NASM's survey also reported 1,262 'ad hoc' faculty ensembles at 381 institutions. These were "chamber ensembles organized on a temporary basis to perform specific literature in concerts; all individuals must be permanent (full-time, part-time, or adjunct) faculty members."⁸

Chamber Music America more recently undertook a nationwide survey of its member presenters in which they were asked to provide programs from five different seasons dating back to 1967-68. A total of 28 presenters responded. In tables 4-58 and 4-59 one can see that the classical repertoire is most frequently performed, and the Baroque least frequently. Although there are shifts over time (table 4-59) in the percentages for specific repertoire categories, the overall ranking has remained the same over the 20-year period. The composer whose music has received the greatest number of performances (table 4-60) is Beethoven, followed closely by Mozart. Among contemporary (twentieth century) composers, the most frequently performed composer is Shostakovich (table 4-61).

Musicians, Composers and Other Performers

The first table in this subsection (table 4-62) shows, from the Census of Population, a distribution of musicians/composers by State for 1970 and 1980. The States are ranked from highest to lowest by the number in the State in 1980. The corresponding rank for that State in 1970 is also provided. California and New York reflect triple and double, respectively, the number of musicians as the third ranking State, Texas. Texas and Florida are almost tied for the number of musicians, but Florida has a considerably higher concentration ratio. Over the 10-year period there were increases in the total

number of musicians in all States but three. Kansas, Idaho, and South Dakota each showed slight decreases. The Census of Population counted 99,533 musicians and composers for 1970 and 140,556 for 1980. In 1986 the Current Population Survey counted 171,000 musicians and composers (see table 2-7).

The remaining tables provide membership data for multiple years from three organizations. Data for a 12-year period on the membership of the International Trumpet Guild are shown in table 4-63. Within the United States, membership has steadily grown over the period, with the exception of a slight drop in 1983 and between 1988 and 1989, from 1,158 to 3,602. For the American String Teachers Association (table 4-64) more detail is provided by type of membership and instrument played, but for a shorter period. From 1983 to 1988, total membership grew from 4,972 to 6,607 with the majority of these in the "active" membership category, and most being violin players. Data are provided for the last four years on the membership of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America (SPEBSQSA) in table 4-65. The total number of members has declined slightly from 37,849 in 1985 to 36,053 in 1988. Figures on the number of quartets were not available prior to 1987, but in that year there were 1,700 and 1,593 in 1988.

Section 4-5. General or Combined Data

This subsection (tables 4-66 to 4-72) includes tables which describe the performing arts in general, or which combine data for two or more performing arts disciplines in one table. Some of these, therefore, permit cross-disciplinary comparisons. Data from the 1982 Census of Services Industries, special tabulations, are included in tables 4-66 through 4-69. Comparisons with the 1977 Census of Service Industries data are made in tables 4-68 and 4-69. Two tables compiled by James Heilbrun from several sources covering the period 1969-70 through 1982-83 are included here as tables 4-70 and 4-71. Table 4-72 was constructed by Westat to provide income by source comparisons for theatre, symphony, opera and dance for similar periods in the 1980's.

⁷"Chamber Music: Performance and Study at Music Training Institutions," National Association of Schools of Music, February 1982 (Draft), p. 9

⁸op. cit., p. 18.

In 1987 there were no separate groupings in the reporting of these data. In table 4-57 data are presented for 48 groups reporting both income and expenses.

In order to arrive at "trend" data for a uniform group, the organizations included were reviewed by Westat to identify those reporting for all three years. A total of five were found. Aggregate data for these five are presented in table 4-57 separately from the full group.

For the subgroup of five, earned income grew by 46 percent over the 7-year period, while private support income tripled. Government support was doubled. Personnel expenses doubled and non-personnel expenses tripled. For this group the proportion of earned income to total income decreased from 58 percent in 1980 to 44 percent in 1985 and 1987. The proportion of personnel to total expenses decreased from 70 percent in 1980 to 60 percent in 1987.

Chamber Music

'Chamber music' is a term that has been broadly used to describe a wide spectrum of musical performance activities, both vocal and instrumental, as well as groups of varying sizes, ranging from a solo recitalist (plus an accompanist) to a full size 'chamber' orchestra.

Chamber Music America (CMA) is a national service organization for chamber music ensembles which came into being in late 1977. For its own membership eligibility purposes, CMA defines chamber music as music that is played by "generally conductorless ensembles, one musician to a part - instrumental or vocal - performing concerts for professional fees."⁵ This definition eliminates chamber orchestras and other larger ensembles such as choruses.

Between its inception in 1977 and 1980, Chamber Music America twice surveyed its membership. Data from its 1978 survey were presented in the Fall, 1978 edition of "American Ensemble." In that publication, it was stated that 41 ensembles responded to a survey questionnaire. There was no indication of how many were sent out, although it was stated elsewhere that

membership in the organization had grown to over 120. The respondents were all "professional, one-musician-to-a-part, conductorless ensembles" and were not identified. Of the 41 respondents, 13 groups were incorporated with nonprofit, tax-exempt status, and an equal number reported no formal organization at all. Other administrative formats included were limited partnerships, regular corporations, umbrella sponsorship, and university faculty status. It was also stated that "Chamber Music America mailing lists, combined with other known sources, suggest a total universe of more than 1,000 professional chamber music ensembles of the kind represented in the survey."⁶

In 1980, data were presented on 143 respondents out of 243 groups to whom questionnaires were mailed (a response rate of approximately 60%). With regard to organizational structure, these ensembles included 64 nonprofit corporations, 36 unincorporated associations, 18 partnerships, 20 parent organization affiliations, and 5 other groups. (Among the ensembles affiliated with a parent organization are 3 symphony affiliated groups, 11 university faculty ensembles and 4 groups that are affiliated with other cultural institutions.) More current information on the number and characteristics of CMA's membership were unavailable.

One other source of data found on chamber music activities in 1980 was the National Association of Schools of Music (NASM). The major responsibilities of the NASM are the accreditation of educational programs in music and the establishment of curricular standards and guidelines. Member institutions include conservatories and public and private colleges, universities, and music schools. The NASM annually collects data from its membership on enrollment, curricula, and so forth. The basic report is essentially the same from one year to the next, but special addenda on particular topics of interest are included each year. (See also the discussion of the Higher Education Arts Data Service in chapter 3.)

In Fall 1980, NASM conducted a Chamber Music Survey through such an addendum. There was an 88 percent response rate (413 institutions) from schools offering at least a bachelors degree. The NASM utilized Chamber Music America's definition of chamber music: ensemble performance, generally without conductor, in

⁵Stephen Benedict, "Opportunities in Chamber Music", Cultural Resources, Inc., 1979, p. 1

⁶"American Ensemble," Chamber Music America, Volume 1, Number 2, Fall, 1978, p. 5

Concert production costs were 16 percent in 1976-77 and 15 percent in 1988. General and administrative costs were 13 percent in 1976-77 and 11 percent in 1988. Increases during the 11-year period in proportion of expenditures occurred in development costs (2 percent to 5 percent) broadcasting and recording expenses (1 percent to 2 percent), advertising/promotion (4 percent to 7 percent), and other costs (5 percent to 9 percent)

The two tables from ASOL (tables 4-53 and 4-54) also contain figures on attendance and numbers of performances. Attendance has grown steadily (with a slight drop in 1981-82) over the 15 years, from over 12.6 million in 1969-70 to 25.4 million in 1985-86. (Attendance figures were not provided for 1986-87 or 1987-88.) The number of performances/concerts increased from over 6,000 in 1969-70 to over 22,000 in 1978-79, then dropped back and leveled off at around 19,000 through 1984-85, rising again slightly to around 20,000 in 1985-86. (No figures were provided for 1986-87 or 1987-88 on the number of concerts.)

Choruses

From many perspectives, choral music may well be one of the most widely practiced performing arts disciplines. Being by nature a group activity, choral music has involved the participation of large numbers of people, partially because less intensive training is required to be a participant than for the other performing disciplines.

Therefore, there are many levels at which choral music is performed and there are many different types and sizes of choral ensembles. They exist in great abundance under the auspices of religious organizations because of their role in religious worship. Choral groups are also found at every level of the public and private educational system. Beyond that, there are community choral organizations, choruses affiliated with opera companies and symphony orchestras, and independent professional ensembles.

Presently, there are no sources of data which are particularly useful for describing the larger universe of choral music activities. The more general universe data sources do not usually describe this discipline separately. It is highly likely that the greatest amount of choral activity does occur under the auspices of the church and

education institutions. Much of this activity is highly "professional", in terms of both performance quality and financial remuneration. But, since it occurs under "parent" organizations, it is next to impossible to quantify, especially in economic terms. Data on the level of this activity simply do not exist at present.

The only data source found which specifically deals with choral music is Chorus America (formerly the Association of Professional Vocal Ensembles) which has collected information for statistical purposes from both its membership and a larger community of choral artists. Chorus America has been in existence since the end of 1977 when it was formed as a service organization for professional vocal ensembles, both profit and nonprofit. Its membership consists of three categories of choral groups: 1) totally professional ensembles which pay all of their singers, 2) semiprofessional ensembles which pay some core group of singers, and 3) nonprofessional ensembles which are community based.

Chorus America has conducted periodic surveys which collect details on expenses, income sources, operations (ticket sales, performances, attendance), pay scales, and so on. These data are not aggregated in the source documents, but are presented on an individual organization basis.

Aggregate summary data from the 1980, 1985, and 1987 national choral surveys were calculated by Westat and appear in table 4-57. In 1980 the data were reported for four chorus categories: autonomous professional choruses, autonomous nonprofessional choruses, orchestra choruses with a professional core of singers, and orchestra choruses with no professional singers. Around 2,000 survey questionnaires were sent out, fewer than 100 were returned. Data are presented in the survey report for a total of 47 groups, 10 of which were orchestra choruses.

In the source document for the 1985 survey, no information was provided on the number of questionnaires distributed. The data from the 1985 respondents include 39 autonomous choruses and 12 dependent choruses which are mostly symphony and opera groups. For the affiliated organizations in both years, only a few expense figures are available, so they are not included in table 4-57.

ASOL, that these levels are undergoing a total revision and a new structure will be in place in the future

The 1987-88 category descriptions and the number of orchestras included in each category are

- Majors: orchestras with budgets of \$3.6 million or more (37 U.S. orchestras)
- Regionals: orchestras with budgets of between \$1 million and \$3.6 million (47 U.S. orchestras)
- Metropolitans: orchestras with budgets between \$280,000 and \$1 million (91 U.S. orchestras)
- Urbans: orchestras with budgets between \$135,000 and \$280,000 (88 U.S. orchestras)
- Communities: orchestras with budgets below \$135,000 (the remainder of the membership, exclusive of college and university and youth orchestras) (359 U.S. orchestras)

In addition, ASOL has 74 college and university and 179 youth orchestras in its current membership

In its efforts to define the orchestra universe, as of October 1989, ASOL has specifically identified a total of 791 other orchestras including 12 regional, 30 metropolitan, 15 urban, 87 college and 82 youth orchestras that are not members. Thus, according to ASOL, its membership includes 53 percent of the 1,666 symphony orchestras identified in the United States.

Since the majors, metropolitans and regionals account for most of the fiscal activity and report more consistently to ASOL, most sources include only these groups for trend analysis

Data on the Ford Foundation group of 91 orchestras for the years 1965-66 through 1970-71 are shown in tables 4-51 and 4-52. In these tables sources of income (including corpus transfers) and expenses by category are expressed as percents of the totals. Actual dollar amounts (in thousands) are included at the bottom of each table.

The proportions of earned and support income to total income displayed in these tables reflect a steady downward trend for earned income (from 54 to

46 percent) and an upward movement for support income (from 44 to 52 percent) over the six-year period. Thus, these orchestras entered the 1970's with less than half of their income being "earned." This proportion of around 45 percent of earned income (and around 55 percent for support income) remained steady through 1975-76 (table 4-53).

Starting in 1976-77 the ASOL data include endowment and investment income as revenue. To arrive at a figure for earned income equivalent to that of earlier years, one must deduct the endowment and investment figure from total revenue figures. Data from ASOL used by Baumol and Baumol for the years 1974 through 1983 in both current and constant dollars are presented in tables 4-55 and 4-56. For the years 1977 through 1983, the percent of earned income remained at 47 to 48 percent. In constant dollars (table 4-56), from 1974 through 1983, total income increased steadily throughout the period, ending at about 55 percent higher. Total expenses, of course, did the same.

Since some detail on income sources is available from both the Ford Foundation and ASOL, it is possible (with some caution) to look at changes over a 20-year period. The Ford data for 1965-66 show that around 86 percent of earned income came from ticket sales and service fees combined, compared with 66 percent in 1983. Broadcasting and recording activities represented around 2 percent in 1965-66 but over 14 percent in 1983. Federal government sources accounted for less than one percent in 1965-66 and over 4 percent (NEA) in 1983. Local government sources remained at around 5 percent and State government support went up from 2 to 10 percent.

With regard to expenditure patterns, the Ford Foundation data (table 4-52) show stable proportions over the six years in all expense categories with artistic/production personnel accounting for 63 percent of total expenses and all salaries/fees/fringe benefits for around 76 percent of total expenses. For the ASOL orchestras in the years 1971-72 through 1975-76 (table 4-52) artistic personnel represented around 60 percent of total expenses.

With the ASOL data in table 4-54 it is also possible to look at comparable expense figures across a 11-year period. Such a comparison reveals that the proportion of expenses for artistic personnel has grown from 51 to 61 percent. Small decreases occurred in 2 other areas

With regard to expenses, the Ford Foundation ballet group (table 4-40) showed a very stable distribution of expenses across the six-year period, with about 30 percent going for performing artistic personnel, around 62 percent for all personnel, around 16 percent for production costs and a total of around 37 percent for non-personnel expenses.

For the Ford Foundation modern dance group the percent of personnel expenses (table 4-42) were lower than for ballet, ranging from about 42 percent in 1965-66 to 53 percent in 1969-70. Artistic production personnel costs ranged from 34 percent of total costs in 1965-66 to 44 percent in both 1966-67 and 1969-70. Production costs ranged from 25 to 33 percent and all nonpersonnel expenses from 43 to 55 percent.

The figures in table 4-48 for the 23 Dance/USA companies show a stable distribution of the components of expenses across the five-year period, with personnel expenses accounting for between 49 and 54 percent of the total, with from 20 to 23 percent for dancers wages. Non-personnel expenses included production costs which ranged from 25 to 29 percent of the total and administrative expenses which remained stable at 18 to 19 percent of total expenses.

Dancers

Census of Population data on the distribution of dancers by State in 1970 and 1980 are presented in table 4-49, in rank order by concentration in 1980. The greatest numbers, by far, reside in New York and California. Between 1970 and 1980 there have been increases in the number of dancers in almost every state, some quite dramatic (see New York, Florida, Texas, Indiana, Arizona, Minnesota). The major exception is Michigan where there was a large drop. With regard to rank, there was a rotation between California and New York for first place and significant shifts for Florida, Texas, Ohio, and Indiana. The Census of Population identified a total of 7,404 dancers in 1970, and 13,194 in 1980. Current Population Survey data for 1986 identified 18,000 dancers (see table 2-7).

Table 4-50 contains annual figures provided by the National Square Dance Convention on convention attendance for a 35 year period. The period began with an attendance of 5,354 persons and ended with 20,572 persons in attendance - a four-fold increase overall.

Within the 35 years there are some dramatic shifts up and down, the most interesting of which is the large increase in 1976 to 39,796. One major factor in the level of attendance is the city in which the convention is held.

Section 4-4. Music

In this section data are presented in tables 4-51 through 4-65, on orchestras and other music groups. The first six tables provide trend data on orchestras (tables 4-51 through 4-56). The remainder include fiscal data on choruses for three points in time: 1980, 1985 and 1987 (table 4-57); information on chamber music programming from 1967 to 1986 (tables 4-58 through 4-62); and figures on individual musicians or participants in specific music groups at various points in time (tables 4-63 through 4-65).

Symphony Orchestras

The tables in this subsection contain annual trend data on expenses and output measures (attendance and performances) on large groups of symphony orchestras. These data are from two principal sources:

- Ford Foundation - 91 orchestras 1965-66 through 1970-71
- American Symphony Orchestra League - Varied numbers of 100+ orchestras. 1969-70 through 1987-88.

Some of the tables come from other sources which have utilized and analyzed data from the American Symphony Orchestra League (ASOL), for various groupings of years. The orchestras included in the Ford Foundation study are identified in table 4-51. Those included in the remaining tables were not identified by the sources, but do vary from year to year.

The American Symphony Orchestra League, formed in 1946, provides a wide range of services to most of the nation's symphony orchestras, including national conferences, management seminars, workshops and training courses, the publication of Symphony Magazine and other materials. It has continually expanded its membership to include over 875 groups as of October of 1989. It should be noted, according to Vicki O'Reilly at

four to one (40 percent from admissions and 11 percent from performance fees).

Professional Dance Companies

Tables 4-39 through 4-48 contain annual trend data, primarily on income and expenses, for five separate groupings of dance companies, covering most years of the period from 1965-66 through 1987. When available, the dance companies included have been identified on the first table for each source.

The tables in this group come from three sources

- Ford Foundation: 1965-66 to 1970-71
 - 9 ballet companies
 - 8 modern dance companies.
- Informatics General Corporation 1970 to 1979
 - 8 ballet companies
 - 5 modern dance companies
- Dance/USA: 1983 to 1987
 - 23 dance companies, which include 15 ballet companies and 8 modern dance companies.

Dance/USA was established in 1982, to serve the needs of a growing American professional dance constituency. Like other nonprofit service organizations, it provides a variety of services, such as roundtables and workshops for dance professionals, publication of a journal and other materials to promote and develop the dance profession, acting as a liaison with legislative and executive branches of government, and collection of statistical information on the professional dance field. (Data from the results of the annual fiscal survey from 1983 through 1987 were recently published and appear in tables 4-45 through 4-48).

Data on income and expenses for 9 ballet companies and 8 modern dance companies included in the Ford Foundation Study are presented in tables 4-39 through 4-42. These data are expressed as percentages of total income and total expenditures, respectively. Dollar figures in thousands for total income and total expenses are included at the bottom of each table, as appropriate. Actual dollar figures in millions for 8 ballet companies and 5 modern dance companies in the

Informatics study for the years 1970 to 1979 are presented in tables 4-43 and 4-44. As indicated above, data on a consistent group of 23 companies in the membership of Dance/USA for the years 1983 to 1987 can be found in tables 4-45 to 4-48. These data are expressed only in percents. No dollar bases were available.

For the Ford Foundation ballet group (table 4-39) the percent of earned income started at 47.3 percent in 1965-66, climbed to 55.9 percent in 1966-67 and remained close to that level through 1970-71. For the Informatics ballet group (table 4-43) the earned income ranged from 51.8 percent in 1970 to 62.8 percent in 1979, reflecting a steady increase except in 1972 and 1973.

For the Ford Foundation modern dance group (table 4-41), the percentage of earned income of total income was high in 1965-66 (84.2 percent), then dropped dramatically the next year to 66.4 percent and stayed at close to that level until 1969-70, when it jumped back up to 81.5 percent. In 1970-71, it dropped down again to 68.6 percent. The smaller Informatics group (table 4-44) reflects the same high level at the beginning of the 1970s with the dramatic drop in 1971 and a movement back and forth between 60 and 68 percent through most of the 1970s, ending at 58.5 percent in 1979. Over the decade, this means an increased reliance on unearned income.

Dance/USA data in table 4-47 show earned income as a percent of total expenses, which is a somewhat similar comparison to the Ford Foundation comparisons of earned income as a percent of total income. This table shows a proportion of 64 percent in 1983 and 1984, dropping in 1985 to 61 percent. Support income remained steady at 37 percent. Contributed revenue (unearned income) by source as percents of total revenues are presented in table 4-46 and show generally stable proportions across the five year period. A small steady increase in individual giving in proportion to total revenues and small declines in Federal grants and special events are reflected in this table. The data in these two tables represent a combined group of ballet and modern dance companies.

Various types of the Dance/USA group's performance revenues expressed as a percentage of earned revenue are presented in table 4-45, with separate figures provided for ballet and modern dance. For both groups almost all earned income is from performance activities for all five years.

better indication of the overall condition is the total losses of all companies. Of the 84 companies responding to the 1986 survey 45 (or 54 percent) reported losses. These losses totaled \$5.7 million. Over the period since 1982 the percent of Opera America respondents reporting losses has risen from 41 percent in 1982 to 54 percent in both 1985 and 1986.

Musical Theatre

As indicated in the beginning of this section, musical theatre can not be viewed as a discipline which is mutually exclusive, because it is produced by a variety of organizations that belong to other disciplines, including, but not limited to, theatres and opera companies. However, we did receive recent data on musical theatre activity from the National Alliance of Musical Theatre Producers which are provided in tables 4-36a and b. These data can be compared with data on musicals from the Central Opera Service (tables 4-22 and 4-23). (To obtain a somewhat fuller picture of musical theatre activity, see also tables 4-1 and 4-2 on commercial theatre musical productions.) For 1988 table 4-36a reports a total of 240 musical theatre productions and 8,269 musical theatre performances by 59 companies, while table 4-22 reports 278 musical productions and 7,759 performances, exclusive of commercial theatre, for an unknown number of organizations.

A detailed breakdown of revenues and expenses for 1989, presented in percents only, for a sample of 25 theatre groups is given in table 4-36b. It shows that 72 percent of their revenues came from box office receipts, as compared with 81 percent for the TCG sample group of 45 theatres and 46 percent for the Opera America sample of 51 opera companies.

Section 4-3. Dance

In this section data are presented on dance activities in the U.S. (tables 4-37 through 4-50). Tables 4-37 and 4-38 provide figures for two different dance universes; tables 4-39 through 4-48, annual trend data on small groups of professional ballet and modern dance companies; table 4-49 Census Bureau figures on the distribution of dancers by State, and table 4-50 annual trend data on attendance to the National Square Dance Convention.

The Dance Universe

Annual figures on the number of dance organizations in existence for the period 1959 to 1967 appear in table 4-37. Figures through 1964 were compiled by Baumol and Bowen. Three additional years were compiled from Dance Magazine's "Annual Directory of Dance Attractions" by Michael Moskow for the publication from which this table was taken. For the category of Professional American companies there was an increase of from 78 groups in 1959 to 176 groups in 1967.

In 1982 the Census of Service Industries (table 4-38) counted 159 dance organizations with a total dollar volume of \$90 million. These organizations are further divided into ballet (58 companies) and modern dance (34 companies). The contrast between the total dollar volumes of these two groups is marked, with the ballet companies showing six times the level of activity of the modern dance groups.

Furthermore, there is structural difference between ballet companies and most other types of dance groups. Ballet companies require a minimum troupe of 15 to 20 dancers in order to perform the traditional and romantic repertory, whereas much modern repertory requires only a small number of dancers. The impact of repertory on budget size is significant—ballet companies are structurally larger.⁴

Other structural factors connected with the ballet repertory which affect budgets are orchestras and other large production costs (costumes, shoes, accompanists, etc.).

Table 4-38 also demonstrates the other primary fiscal difference between these two groups: the proportions of earned income coming from ticket sales versus contract fees. For the modern dance groups only 12 percent is earned from admission and 31 percent from performance fees; whereas, for ballet companies the ratio of admission receipts to performance fees is almost

⁴Samuel Schwarz and Mary G. Peters, Growth of Arts and Cultural Organizations in the Decade of the 1970's, Informatics General Corporation, Rockville, MD, December 1983, p. 3-66.

- have an operating budget equivalent to at least \$3,000,000 in U.S. dollars.³

Opera America annually publishes a data summary called Company Fiscal Statistics, a comparative survey detailing expenditures and income sources, supplemented by information on company staffing and production requirements. These statistics have been produced in varying levels of detail since 1974.

Data on income and expenses for 31 opera companies included in the Ford Foundation study for the years 1966-1971 are presented in tables 4-24 and 4-25. These data are expressed as percentages of total income and total expenditures, respectively. Dollar figures in thousands are provided for total income and total expenditures. Actual dollar figures for 21 opera companies in the Informatics study for the years 1970 to 1979 are presented in table 4-26. Data on a group of 51 companies in the membership of Opera America for the period 1982-83 to 1986-87 are presented in considerable detail in tables 4-27 through 4-32. The reader should note that the Metropolitan Opera is included in all three data bases and represents a large portion of the total amounts reported. Data for larger Opera America groups of 84 and of 90 companies can be found in Tables 4-33 and 4-34.

In reviewing the percentage of earned income to total income for the Ford Foundation group, one can see a decline from 56.9 percent in 1965-66 to 48.5 percent in 1969-70 (table 4-24) for the group of 31 companies, with a slight increase in 1970-71 to 49.8 percent. The Informatics group (table 4-26) started the decade at 64.5 percent, and ended the decade at 57.8 percent. For the Opera America group of 51 companies for the years 1982-83 through 1986-87 (table 4-27) the percentage of earned income remained stable at 55 to 57 percent and support income was 36 to 38 percent.

The Ford Foundation data on expenditures in table 4-25 show stable proportions of personnel and nonpersonnel costs to total expenditures for all six years reported.

Detail on sources of earned, private support and public support income for the Opera America group of 51 companies is provided in tables 4-28 through 4-30.

These tables have sufficient detail to permit a comparison with the Ford Foundation data for a 21 year interval: 1965-66 and 1986-87. For both groups the percentage of earned income coming from ticket sales performances is approximately the same (46.8 percent and 45.6 percent, respectively). However, contributed income source differences can be noted in the proportions of business/corporate contributions, which increased from 6.2 percent to 13.8 percent. Levels of support from individuals, national foundations, and State and local government sources remained about the same for both years. (Note that the Ford group had no support from State government in 1965).

Table 4-31 shows earned and unearned income as percentages of total expenses for the Opera America group of 51 companies. Those percentages remained stable throughout the 1980s. Table 4-32 presents a breakdown of expenses in dollars and percents for this sample and shows that the relative proportions at the beginning and the end of the five year period remained about the same.

Data on larger proportions of the Opera America membership for the 1984-85, 1985-86 and 1986-87 seasons are shown in tables 4-33 through 4-35. (See the observational note on table 4-33 for an analysis of those data.) A comparison can be made between this table and that for the Central Opera Service (table 4-22) on the total expense figures for the years 1984-85 and 1985-86. For the 170 COS companies with budgets over \$100,000, the total expenses are \$256.5 million for 1984-85 and \$270.3 million for 1985-86, compared with \$235.7 million and \$252.6 million, respectively, for the 84 companies in the Opera America group.

The most interesting aspect of table 4-34 is the specification of income percentages for several groupings of companies for the 1985-86 season, including a separate set of figures for the Metropolitan Opera, which has a much higher proportion of earned to total income and smaller proportions of government support than any other grouping.

Table 4-35 presents the number and percent of Opera America member companies which ended the year with an operating loss for the years 1982-83 to 1986-87. As the editors of *Profile 1987* noted, using aggregate deficit figures alone as an assessment of fiscal problems can be misleading because surpluses of healthy companies cancel out the deficits of other companies. A

³ *Profile 1988*, Opera America, Washington, D.C., p. 9.

Professional Opera Companies

Tables 4-24 through 4-35 contain annual trend data on income and expenses from four separate groupings of professional opera companies covering most years of the period from 1965-66 through 1986-87. When available, the opera companies included have been identified on the first table for each source.

The tables in this group come from three sources:

- Ford Foundation - 31 operas: 1965-66 to 1970-71.
- Informatics General Corporation- 21 operas: 1970 to 1979
- Opera America -
51 operas: 1982-83 to 1986-87
84 operas: 1984-85 to 1985-86
90 operas: 1985-86 to 1986-87

Opera America is a nonprofit service organization for professional opera producing companies in the Americas. It began in 1970 with 17 charter member companies and has grown to 113 member companies in 1988. The 1987 membership is divided into three categories: Member Companies, Correspondent Companies, and International Associate Companies. Correspondent companies enjoy the same benefits as member companies, exc. it for holding office and voting. International Associate Companies receive publications of interest and attend conferences and events.

Criteria for membership in each category are outlined below:

To qualify as a Member Company, an opera company must:

- be a nonprofit organization in North America;
- have produced and performed, before a paying audience, at least two performances of each of three staged productions of operas in each of the immediately preceding three seasons;

- employ at least one full-time general/artistic/music director plus a professional manager on a full-time or seasonal basis;
- utilize paid professional artists for at least some part of its productions;
- utilize an orchestra on a seasonal or annual, rather than on a pickup basis;
- utilize a chorus on a seasonal or annual rather than on a pickup basis; and
- have a budget of at least \$350,000.

To qualify as a Correspondent Company, an opera company must:

- be a nonprofit organization in North America;
- have produced and performed, before a paying audience, more than one performance of one staged production of opera during each of the immediately preceding two seasons;
- utilize paid professional artists for at least some part of its productions;
- utilize an orchestra for its productions; and
- have an operating budget of at least \$50,000.

To qualify as an International Associate Company an opera company must:

- be a not-for-profit organization under the laws of any country outside North America;
- have produced and performed, before a paying audience, not fewer than two performances of each of three staged productions of opera during the three immediately preceding seasons; and

Outdoor Drama

Tables 4-21a and b contain data for 1985 and 1989 on outdoor drama activity provided by the Institute of Outdoor Drama. This institute was established at the University of North Carolina in Chapel Hill in 1963 to provide a central source of information on the growing swell of outdoor theatre production activity. The data were provided to us in a form which gives figures for each outdoor production. Aggregates of a few of the most useful variables were calculated by Westat.

In 1985 the 30 historical dramas had a total number of around 1,300 performances and a total attendance of around 735,000. The 12 festivals and passion plays gave 670 performances that year with a total attendance of 736,000. In 1989 the 26 historical dramas gave approximately 1,250 performances with a total attendance of approximately 700,000. They had a total capacity of around 32,000 seats. The 9 festivals and passion plays gave 580 performances with a total attendance of around 362,000. For both years it is generally true that the festivals and passion plays performed to larger audiences.

By referring to table 4-13 for 1976-77, the reader will note that production, performance, and attendance figures are roughly comparable.

Section 4-2. Opera/Musical Theatre

In this section data are presented on live opera/musical theatre activities (tables 4-22 through 4-36b). Trend data on the opera "universe" appear in tables 4-22 and 4-23, and more detailed trend data on smaller groups of professional opera companies in tables 4-24 through 4-35. In addition, some recent data on musical theatre activity obtained from the National Alliance of Musical Theatre Producers can be found in tables 4-36a and b

The Opera Universe

The Central Opera Service (COS), the information and research department of the Metropolitan Opera, was established in 1954 by the Metropolitan Opera National Council to serve all opera companies and workshops, and professionals in and supporters of opera in North America. The COS maintains information on more than

30,000 operas as part of its extensive archives and publishes the quarterly COS BULLETIN and 15 special directories of operatic resources.

This source provides a representation of the universe of opera-producing organizations, since opera companies, orchestras, theatres, festivals, and colleges and universities are included in its membership. A statistical summary of COS's most recent survey data was provided to us by its director, Maria Rich. It reflects data on the number of organizations, the number of performances, the number of works and total expenses (in millions) for the years 1964-65/1970-71/1974-75, 1980-81 and all years from 1984-85 through 1988-89. This summary also provides additional detail for these groups for the last two years (see tables 4-22 and 4-23.)

The Central Opera Service data provide a breakdown of these totals into three groups: companies with budgets of \$100,000 or more, other companies, and college and university workshops. The proportion of the total which were companies with budgets over \$100,000 was 3.6 percent in 1964, with a big increase occurring between 1974 and 1980 from 6.7 percent to 12.5 percent. This increase, largely attributable to a high rate of inflation, leveled off in the 1980's, ending the period at 15 percent. The other companies made steady gains over the last 20 years, while the college/university group has remained relatively level.

In regard to total numbers of performances (excluding musicals for the years 1980 to 1989), there has also been a steady increase, with the exception of a drop between 1962 and 1963, from 2,704 performances in 1952-53 to 15,098 in 1988-89. In the 1980-81 season COS began reporting figures on musicals which tripled over the eight years reported (from 2,251 in 1980-81 to 9,825 in 1988-89).

Table 4-22 also reflects a doubling of total expenses (from \$208.9 million in 1980-81 to \$467.9 million in 1988-89). Table 4-23 provides more detail on the organizations included in the data by six budget size categories, and also delineates orchestra/festival/chorus groups and theatres from small companies/avocational groups and clubs. Additional detail on repertoire is also included.

of 40,201 actors and directors in 1970 and 67,180 in 1980. The Current Population Survey estimates there were 93,000 actors/directors in 1986. This figure included stage, screen, radio and television employment. Of these, 7.7 percent were classified as unemployed (table 2-7).

Actors Equity Data

As mentioned earlier, the live performing arts are by nature labor-intensive, since the product is the performance of the artists themselves. In addition, . . .

The live performing arts are highly unionized. Almost all of the paid performers and supportive personnel are members of one of the 23 different unions or branches with jurisdiction in the performing arts. Most of the unions are well established, having been formed in the early 1900's. . . In the performing arts there is a history of exploitation of performers and supportive personnel by some managers and booking agents. It was not uncommon sixty years ago for a producer to cancel a performance during rehearsal or on the night the performance was offered because of low ticket sales. In such cases, performers frequently were neither paid for rehearsals nor for the loss of time in making themselves available for the subsequently canceled performance. These unfair actions frequently solidified a group of employees and made clear the need for some type of group action in order to compensate for the inherent power of a manager or producer.

The casual nature of the labor market in the performing arts is a second reason for the high degree of unionization. . .²

The primary source of data on stage actor employment conditions is the actor's union, Actors Equity. Equity has assembled statistics on actor employment for many years which are published regularly in Equity News. Data presented in Tables 4-16

to 4-20b were provided by Guy Pace of Actors Equity. The years covered range from 1968-69 to 1988-89.

Total work weeks of the working membership by production contract categories appear in table 4-16. In the subgroup including Broadway, and Road, there has been a decline in this total over the 20-year period, but there has been a significant increase in LORT (approximately 30,000) and the Small Professional Theatre Contract categories. Thus, the total number has grown by about 70,000 weeks since 1968-69.

The percentage of the working membership employed under the major contract categories is reflected in table 4-17, showing the largest percentages in the LORT and LOA (Letter of Agreement) categories at the end of the period. The figures in table 4-18 provide a summary analysis of membership and work weeks over the last 20 years, showing the membership more than doubling and a reduction by half in the percent employed over the period.

The annual earnings for the last 10 years reflected in tables 4-19a and b speak for themselves, in terms of the low level of pay that most members earn under their union contracts. There is a slight improvement overall in the number of members earning higher salaries, but the increases are not significant. Table 4-20a shows a steady decline in the proportion of members working in a given year, having moved from 60 percent in 1975 to 38 percent in 1989, but this is partly attributed to an increase in paid-up membership.

Table 4-20b shows a slightly higher proportion of males than females in the 1988 membership. Of the total membership for that year, around 40 percent were between 31 and 40 years of age.

Chapter 2 includes a discussion of overall artistic employment, comparative figures on union membership, and other data on employment of performing artists. Chapter 8 includes data from the Screen Actors Guild. There is a high level of dual membership in both Actors Equity and the Screen Actors Guild as shown in table 24.

²Michael Moskow, Labor Relations in the Performing Arts: An Introductory Survey, Associated Councils of the Arts, 1969, p. 34.

* League of Resident Theatres.

period for the separate groups the percent of earned income has ranged from 79 to 62 percent.

A comparison of the Ford Foundation data for 1965-66 with the TCG data for 1988 (table 4-11a) also illustrates some of the changes that have taken place in income sources over a 22-year period. In 1965-66 individuals contributed 32 percent of the total amount of unearned income and in 1988 only 18 percent. Corporate contributions were up from 1.2 percent in 1966 to 16 percent in 1988, Federal government support from 8.8 to 10 percent, and State government support from 1.3 to 10 percent. Assuming that the TCG figure for foundations represents only national foundations, foundation contributions dropped from 22.2 to 14 percent of unearned income. These changes have also been reflected in other data on giving to the arts as discussed in chapter 1.

The Theatre Universe

In 1981 the Research Division of the National Endowment for the Arts published Report 11, a condensed version of reports prepared by Mathtech, Inc. of Princeton, NJ, under contract to the Research Division, to document the results of their effort in 1977 "to collect, analyze and report existing information that describes the current conditions and needs of professional American theatre."¹

Two tables from this report are presented here. The first (table 4-12) provides a State-by-State distribution of the number of theatre facilities in each of 11 categories. The grand totals for each State in the last column were calculated by Westat. For 1977, there was an estimate of 1,661 theatre facilities and companies in the United States, according to this table, with the largest concentration in New York (304) and the next largest number in California (136).

Data on the number of facilities, seating capacity, number of productions and performances, and attendance for twelve somewhat different categories of theatres are presented in table 4-13, the second table from the report. These groups are broadly categorized

into two classifications, professional (1,541) and amateur (35,000). A few figures in this table stand out. The largest number of seats were offered by Road shows, the largest number of professional performances by dinner theatres. The highest attendance was at high school productions, followed by Road shows and dinner theatres.

Data on aggregate financial measures of nonprofit theatre organizations from the 1982 Census of Service Industries are presented in table 4-14. As has been discussed in chapter 1, the Census of Service Industries includes those theatres which are entities in themselves, and it tends not to include those that are under the auspices of a larger organization, such as a university. Revenue and expense information for a total of 715 theatre organizations and breakdowns for six categories are provided. Total dollar figures and percentages are specified in considerable detail for revenue sources as well as a total expense figure. For the entire group, admissions receipts accounted for 62 percent of total income, with wide variation for the subgroups (from 30 percent for off-off-Broadway theatres to 76 percent for stock companies). Children's theatres had the highest figure for contract fees from performances (14 percent). The off-off Broadway group had the highest proportion of income from NEA (9 percent) as well as contributions from individuals and foundations (10 percent each). The off-Broadway theatres had the highest proportion of contributions from business and industry (10 percent).

Actors' Employment

The first table in this subsection (table 4-15), utilizing data from the Census of Population, shows a distribution of actors/directors by State for two points in time: 1970 and 1980. The States are ranked from highest to lowest in terms of numbers of actors/directors in the State in 1980. The corresponding rank for 1970 is also provided but not in rank order. In both years, California ranked first and New York second. In 1970 Alaska ranked lowest and in 1980 Wyoming, with Alaska moving up to 44th place. A "concentration ratio" for each year is also provided in this table; this represents the proportion of actors/directors to each State's labor force compared with the national proportion. As indicated in the table, both the California and New York ratios are more than twice that of the national proportion. The Census of Population identified a total

¹ Conditions and Needs of the Professional American Theatre, National Endowment for the Arts, Washington, D.C., Research Division Report No. 11, May 1987, p. 2

constant dollars the ticket price at the end of the 35-year period is approximately 50 percent higher. Ticket prices

musicals are consistently higher than those for straight plays and have fluctuated more widely, with a major jump in the early 1970's and ending the period at roughly 60 percent higher than at the beginning of the period. In both categories ticket prices have slipped downward since the early 1980s in constant dollars.

Nonprofit Resident Theatres

Tables 4-6 through 4-11b contain annual trend data on income and expenses for three separate groupings of resident theatres, covering most years of the period from 1965-66 through 1988. When possible, the theatres included have been identified on the first table for each source.

The tables in this group come from two sources:

- Ford Foundation - 27 theatres.
1965-66 to 1970-71.
- Theatre Communications Group -
30 theatres: 1976-1980
45 theatres: 1984-1988

The Ford Foundation study was described at the beginning of this chapter. The Theatre Communications Group, Inc. (TCG) is a nonprofit national service organization for the nonprofit professional theatre in the United States, providing a variety of artistic administrative and informational programs and services to around 200 resident, experimental ethnic and other theatres, as well as to independent theatre artists, technicians and administrators, and professional theatre training institutions. The TCG produces several publications and maintains a computerized data bank to which its constituency has access. The organization was founded in 1961 and since 1974 has been producing detailed statistics from its annual fiscal surveys on financial and operational characteristics of responding theatres. Highlights of the survey results (without identification of figures for individual organizations) are made available annually for general distribution in Theatre Facts. Over the years, this report has included summary figures for all responding members, and more detailed data for one or more consistent control groups.

Tables 4-6 and 4-7 from the Ford Foundation study, show relatively detailed income and expense information, expressed as percents of total income including corpus transfers and total expenditures. The dollar amounts, rounded to the nearest thousand, for total income and total expenditures, are also provided for the reader's use in calculating approximate dollar amounts for the other variables.

In regard to income trends (table 4-6) there is a steady decrease over the six-year period (from 1965 to 1971) in the percent of earned income with a resulting increase in the proportion coming from unearned sources. In 1965-66 earned income was 79 percent and in 1970-71 it was 66 percent. Transfers from endowment funds to meet expenses increased steadily until 1968-69 and then decreased to the level at the beginning of the six-year period. Ratios of personnel and non-personnel costs to total expenditures (table 4-7) remained virtually unchanged throughout the entire period.

For the Theatre Communications Group control group of 30 large theatres for the latter half of the decade of the 1970s (table 4-8), the overall figures are rather similar. Earned income ranged from 66 percent of total income in 1976 to 69 percent in 1979. The earnings gap was 35 percent of expenses in 1976, 30 percent in 1979 and 32 percent in 1982.

As the data in table 4-9 show, the percent of earned income for the group of 45 TCG theatres went from 65 percent in 1984 down to 61 percent in 1986 where it has remained through 1988. The earnings gap, as a result, moved in a reverse parallel fashion from 35 percent of expenses in 1984 to 39 percent from 1986 on. Table 4-9 also reflects a growth in contributed income which closed the gap, resulting in surpluses in the latter half of the decade. Table 4-10 reflects considerable growth in income from ticket sales and booked-in events, and a smaller but steady increase in endowment income from 1984 through 1988.

It should be cautioned that small changes in the percent of earned income, even among the consistent control group, may be due to accounting or other factors and not reflect an actual change in earning patterns. Comparisons of differences between the different groups are even more subject to problems. However, the data from the three groups of theatres can give some indication of the range of variation. Over this 27-year

groups of nonprofit theatres, operas, orchestras, ballets and modern dance companies, and art museums in order to calculate growth rates for certain economic and output variables.

The data base was constructed from unpublished Ford Foundation computer data tapes with data through 1974 for operas, theatres, and ballet and modern dance companies. It was extended through the decade of the 1970s by data from the Theatre Communications Group and Opera America for the theatres and operas, and by financial statements from the Dance Touring Program of the National Endowment for the Arts or from the companies themselves for the ballet and modern dance companies. Data on orchestras were obtained from the American Symphony Orchestra League. (The museum data base was also constructed, for a small group of art museums, from financial statements.) Missing data were imputed by calculating averages from the data which were reported.

The level of detail for the variables included in the Informatics report varies considerably from discipline to discipline. In the present report, only the five major variables are included: earned income, support income, total income, total expenses, and earnings gap

The 1982 Census of Service Industries data and Where Artists Live: 1980, were introduced and described earlier in this report. (See chapters 1 and 2. See also the detailed methodological note with table 4-14.)

Section 4-1. Theatre

In this section data are presented on the live professional theatre (tables 4-1 through 4-21b). Tables 4-1 through 4-5 reflect trend data on commercial (for profit) theatre activities. Trend data on small groups of nonprofit resident theatres are presented in tables 4-6 through 4-11b, data on the theatre "universe" in 1977 and 1982 from government sources in tables 4-12 through 4-14, and data on acting professionals in tables 4-15 through 4-20. Tables 4-21a and b include figures on outdoor drama for 1985 and 1988 from the Institute of Outdoor Drama.

The Commercial Theatre

The principal source of data on the commercial theatre is Variety, a periodical on theatrical activities that has been produced for many decades. On a regular basis, Variety assembles and publishes figures on Broadway and Road productions, receipts, attendance, ticket prices, etc. Annual data on Broadway productions from 1899 to 1989 appear in table 4-1. The manner of reporting the data was modified in 1972, providing more detail on revivals and adding figures for return shows and pre-opening flops. The figures under "Percent New Musicals" for all years were calculated by Westat from the figures provided. Table 4-2 was constructed by Westat from the data in table 4-1 to reflect this activity for 10-year periods.

The most interesting pattern reflected in these two tables is the high level of new production activity during the first-third of this century, which peaked in the years 1925 to 1928 and then had a fairly steady decline thereafter. As for revivals, the overall pattern of growth and decline has remained relatively level to the present time.

Annual data are provided in table 4-3 on total playing weeks and box office receipts for both Broadway and the Road from the 1948-49 season to the present. The table also identifies the single week during each season with the largest box office receipts, the amounts received, and the number of shows during that week.

Tables 4-4 and 4-5 contain similar data provided by George Wachtel of the League of American Theatres and Producers, Inc. Table 4-4 presents and recombines essentially the same Broadway figures for selected items as those in the Variety tables for the last 30 years. For the period, attendance started and ended at approximately the same level with a peak period in the mid-1960's and the early 1980's, two low points in the early 1960's and the early 1970's. Gross receipts for both Broadway and the Road reflect the same peaks and valleys; but, even in constant dollars, they show an overall pattern of steady growth, with the combined receipts reflecting an almost two-fold increase. Road has gradually increased its proportion of the combined gross.

Ticket price figures for straight plays and musicals for the last 35 years in both current and constant 1985 dollars appear in table 4-5. Straight plays show a steady increase in the price of a ticket with few fluctuations. In

Major Sources of Information

The data in this chapter come from a variety of sources, broadly categorized as government sources, commissioned studies, service organizations, unions, and special analytical studies which generally utilize data from the other sources. A few sources provide data on several artistic disciplines. These include:

- The Finances of the Performing Arts, Ford Foundation;
- Growth of Arts and Cultural Organizations in the Decade of the 1970's, Informatics General Corporation;
- Where Artists Live: 1980, National Endowment for the Arts, Research Division (based on the 1980 Census of Population), and;
- The 1982 Census of Service Industries, U.S. Census Bureau, special tabulations for the National Endowment for the Arts.

The performing arts service organizations and unions from which data were utilized in this chapter include the following:

- The American Symphony Orchestra League,
- The Theatre Communications Group, Inc.;
- The Institute of Outdoor Drama;
- The League of American Theatres and Producers, Inc.;
- Actors Equity;
- Opera America,
- The Central Opera Service;
- The National Alliance of Musical Theatre Producers;
- Dance/USA;
- Chorus America (formerly the Association of Professional Vocal Ensembles);

- Chamber Music America.

In addition, tables are included from several special interest groups and analytical studies. These are identified on the specific tables obtained from them.

Descriptions of the single discipline data sources appear in the applicable subsection of this chapter. Descriptions of the multi-disciplinary sources follow.

The Finances of the Performing Arts--Ford Foundation

In 1970, the Ford Foundation began a longitudinal study of the finances of the nonprofit performing arts and groups in theatre, opera, symphony, and dance that were recipients of Ford Foundation grants. They obtained questionnaires with detailed financial and operational data from a total of 166 organizations with budgets over \$100,000, for a period of six years (1965-66 through 1970-71), and published a report of the results in 1974. Ford continued to collect data through fiscal year 1973-74 but never published them for the additional years.

The data are very complete and include considerably more detail than the tables in the present report reflect. In the interest of time and space only a subset of the variables in the original tables and only a small proportion of the total number of tables available are included in the present report.

Ford takes into account the fact that large organizations have endowment and other funds which they utilize to meet expenses and to augment operating income to reduce deficits. The data in the Ford report reflect this economic activity which is important to any analysis of the true economic status of such organizations.

Growth of Arts and Cultural Organizations in the Decade of the 1970's--Informatics General Corporation

In early 1984 Informatics General Corporation completed a study under contract with the Research Division of the National Endowment for the Arts, in which the investigators attempted to create a uniform data base with annual financial and operational data for

Chapter 4

Performing Arts

- Section 4-1. Theatre
Tables 4-1 to 4-21b
- Section 4-2. Opera/Musical Theatre
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- Section 4-4. Music
Tables 4-51 to 4-65
- Section 4-5. General or Combined Data
Tables 4-66 to 4-72

In this chapter data specific to the performing arts are presented. Since most sources present performing arts data from a disciplinary perspective, this chapter is divided into five sections, four of which represent the major performing arts disciplines: theatre, opera/musical theatre, dance, and music, which includes data on symphony orchestras, chamber music groups, choruses, and various categories of instrumentalists and other special interest musical groups. In addition, some tables contain data on the performing arts in general or for several discipline categories. These are presented in section 4-5.

It should be noted that within the structure of this report, there are also data relating to the performing arts disciplines on a variety of topics such as employment, finance and education which are present in other chapters.

When examining data on finances of performing arts organizations, one must consider the fact that such data are obtained from organizations and that some organizations are not exclusively involved in the production of performances. Nor are they restricted to activities in a single discipline. Some are festivals or performance spaces which sponsor or present other groups which actually produce the "product." Others are affiliated with parent organizations (such as colleges and universities or museums) whose primary function may be non-arts-related. Still others are producers of several types of

performing activities (for example, symphony orchestras that play in productions of operas), and may be represented in more than one data base.

Many data sources available on the performing arts include both producing and presenting organizations, possibly resulting in some overlap or underreporting. For example, if data for both the Washington Opera and the Kennedy Center are included in the same data base, it is likely that ticket sale and attendance information for the Washington Opera were reported by both organizations and are represented twice in the data base. In addition, fiscal data from affiliated organizations are usually incomplete since much of the fiscal activity is inseparable from that of the parent organization.

To measure trends accurately one must be able to track a specific group of organizations over time and obtain complete and uniformly defined data from them for the entire period. This has not been possible in arts-related data collection activities, with a few exceptions, until very recently when some service organizations have begun to report annual data on uniform "control groups." The inclusion or exclusion of certain organizations for various years, depending upon their size, can seriously affect the usefulness of the figures for those years.

Table 3-60.
Full-time dance faculty salaries by type of institution, rank, sex: 1988-89

| Type of institution | Male | | Female | | All full-time faculty | |
|----------------------|-------------------------------|--------------------------|-------------------------------|--------------------------|-------------------------------|--------------------------|
| | Number institutions reporting | Average all institutions | Number institutions reporting | Average all institutions | Number institutions reporting | Average all institutions |
| | | (dollars) | | (dollars) | | (dollars) |
| Private | | | | | | |
| Professor..... | 0 | 0 | 1 | 54,428 | 1 | 54,428 |
| Associate professor. | 1 | 31,850 | 3 | 35,732 | 4 | 35,085 |
| Assistant professor. | 2 | 29,250 | 6 | 28,006 | 7 | 28,283 |
| Instructor..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Lecturer..... | 0 | 0 | 2 | 26,775 | 2 | 26,775 |
| Unranked..... | 2 | 24,567 | 2 | 24,300 | 3 | 24,460 |
| Visiting faculty.... | 2 | 26,320 | 0 | 0 | 2 | 26,320 |
| Public | | | | | | |
| Professor..... | 6 | 45,466 | 16 | 40,545 | 20 | 41,073 |
| Associate professor. | 17 | 31,771 | 20 | 34,596 | 28 | 33,072 |
| Assistant professor. | 15 | 24,286 | 21 | 27,643 | 29 | 26,319 |
| Instructor..... | 2 | 24,366 | 7 | 23,071 | 7 | 23,307 |
| Lecturer..... | 4 | 31,056 | 6 | 23,486 | 9 | 26,640 |
| Unranked..... | 2 | 29,900 | 1 | 35,201 | 3 | 31,225 |
| Visiting faculty.... | 2 | 27,375 | 5 | 27,044 | 6 | 24,663 |

Note: Salaries are based on a nine-month academic year, excluding benefits.

Source: Data Summary for Dance: 1988-89, Higher Education Arts Data Service (HEADS), Reston, VA, 1989. Dance Charts, 14, 15, and 16.

Table 3-59.

Full-time theatre faculty salaries by type of institution, rank, sex, and number of theatre majors: 1988-89

| Type and size of institution by number of theatre majors | Male | | Female | | All full-time faculty | |
|----------------------------------------------------------|------------------------|------------------|------------------------|------------------|------------------------|------------------|
| | Number | Average | Number | Average | Number | Average |
| | institutions reporting | all institutions | institutions reporting | all institutions | institutions reporting | all institutions |
| Private | | (dollars) | | (dollars) | | (dollars) |
| Professor..... | 9 | 43,749 | 3 | 42,206 | 12 | 46,528 |
| Associate professor. | 9 | 33,784 | 4 | 31,747 | 15 | 34,049 |
| Assistant professor. | 9 | 26,032 | 9 | 25,470 | 16 | 25,840 |
| Instructor..... | 4 | 24,504 | 4 | 23,018 | 6 | 23,885 |
| Lecturer..... | 5 | 17,706 | 4 | 23,696 | 5 | 20,501 |
| Unranked..... | 0 | 0 | 2 | 27,391 | 2 | 27,391 |
| Visiting faculty.... | 3 | 22,000 | 2 | 23,417 | 5 | 21,771 |
| Public (1-100 theatre majors) | | | | | | |
| Professor..... | 32 | 44,043 | 3 | 42,206 | 41 | 43,865 |
| Associate professor. | 32 | 33,510 | 4 | 31,747 | 43 | 33,417 |
| Assistant professor. | 34 | 26,540 | 9 | 25,470 | 46 | 25,902 |
| Instructor..... | 8 | 20,731 | 4 | 23,018 | 15 | 20,735 |
| Lecturer..... | 5 | 18,193 | 4 | 23,696 | 6 | 15,065 |
| Unranked..... | ? | 21,737 | 2 | 27,391 | 7 | 16,632 |
| Visiting faculty.... | 5 | 24,320 | 2 | 23,417 | 7 | 21,075 |
| Public (Over 100 theatre majors) | | | | | | |
| Professor..... | 26 | 44,754 | 14 | 46,574 | 28 | 45,366 |
| Associate professor. | 27 | 34,762 | 25 | 33,361 | 29 | 34,728 |
| Assistant professor. | 23 | 27,783 | 16 | 25,470 | 25 | 26,744 |
| Instructor..... | 1 | 12,043 | 0 | 0 | 1 | 12,043 |
| Lecturer..... | 6 | 33,943 | 4 | 23,204 | 7 | 33,302 |
| Unranked..... | ? | 33,538 | 1 | 36,890 | 2 | 34,376 |
| Visiting faculty.... | 6 | 28,622 | 4 | 22,982 | 7 | 26,742 |

Note: Salaries are based on a nine-month academic year, excluding benefits.

Source: Data Summary for Theatre: 1988-89, Higher Education Arts Data Service (HEADS), Reston, VA, 1989. Theatre Charts, 14, 15, and 16.

Table 3-58.

Full-time art/design faculty salaries of type of institution, rank, sex, and number of art/design majors: 1988-89 (continued from previous page)

| Size of institution by number of art/design majors | Private | | | | | |
|----------------------------------------------------|-------------------------------|------------------------------------|-------------------------------|------------------------------------|-------------------------------|------------------------------------|
| | Male | | Female | | All full-time faculty | |
| | Number institutions reporting | Average all institutions (dollars) | Number institutions reporting | Average all institutions (dollars) | Number institutions reporting | Average all institutions (dollars) |
| 1-50 art/design majors | | | | | | |
| Professor..... | 1 | 25,929 | 0 | 0 | 0 | 0 |
| Associate professor. | 2 | 23,296 | 1 | 20,751 | 3 | 26,161 |
| Assistant professor. | 2 | 21,100 | 2 | 20,750 | 3 | 21,355 |
| Instructor..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Lecturer..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Unranked..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Visiting faculty.... | 0 | 0 | 0 | 0 | 0 | 0 |
| 51-100 art/design majors | | | | | | |
| Professor..... | 3 | 32,899 | 1 | 40,325 | 5 | 38,746 |
| Associate professor. | 6 | 24,481 | 5 | 27,748 | 7 | 26,865 |
| Assistant professor. | 5 | 25,295 | 4 | 24,350 | 8 | 24,601 |
| Instructor..... | 1 | 17,680 | 0 | 0 | 1 | 17,680 |
| Lecturer..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Unranked..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Visiting faculty.... | 0 | 0 | 1 | 22,800 | 1 | 22,800 |
| 101-200 art/design majors | | | | | | |
| Professor..... | 4 | 35,087 | 4 | 38,842 | 6 | 36,668 |
| Associate professor. | 5 | 32,046 | 2 | 38,017 | 5 | 33,010 |
| Assistant professor. | 6 | 28,721 | 6 | 24,155 | 6 | 26,628 |
| Instructor..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Lecturer..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Unranked..... | 0 | 0 | 0 | 0 | 1 | 36,063 |
| Visiting faculty.... | 0 | 0 | 0 | 0 | 0 | 0 |
| 201+ art/design majors | | | | | | |
| Professor..... | 19 | 35,417 | 12 | 32,541 | 21 | 34,530 |
| Associate professor. | 19 | 29,478 | 16 | 27,836 | 21 | 28,984 |
| Assistant professor. | 18 | 24,704 | 17 | 24,226 | 20 | 24,589 |
| Instructor..... | 11 | 23,609 | 10 | 20,373 | 15 | 23,667 |
| Lecturer..... | 1 | 21,525 | 1 | 22,833 | 2 | 23,258 |
| Unranked..... | 5 | 28,506 | 6 | 25,533 | 7 | 30,724 |
| Visiting faculty.... | 4 | 24,691 | 3 | 25,483 | 6 | 25,104 |

Note: Salaries are based on a nine-month academic year, excluding benefits.

Source: Data Summary for Art/Design: 1988-89, Higher Education Arts Data Service (HEADS), Reston, VA, 1989. Art/Design Charts, 14-1, 14-2, 15-1, 15-2, 16-1, and 16-2.

Table 3-58.

Full-time art/design faculty salaries by type of institution, rank, sex, and number of art/design majors: 1988-89 (continued on the next page)

| Size of institution by number of art/design majors | Public | | | | | |
|----------------------------------------------------|-------------------------------|--------------------------|-------------------------------|--------------------------|-------------------------------|--------------------------|
| | Male | | Female | | All full-time faculty | |
| | Number institutions reporting | Average all institutions | Number institutions reporting | Average all institutions | Number institutions reporting | Average all institutions |
| 1-100 art/design majors | | (dollars) | | (dollars) | | (dollars) |
| Professor..... | 12 | 38,946 | 7 | 42,891 | 13 | 39,445 |
| Associate professor. | 10 | 32,183 | 4 | 29,050 | 11 | 31,313 |
| Assistant professor. | 8 | 26,656 | 6 | 24,168 | 10 | 25,525 |
| Instructor..... | 4 | 25,518 | 2 | 18,708 | 6 | 23,916 |
| Lecturer..... | 0 | 0 | 1 | 30,395 | 1 | 30,395 |
| Unranked..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Visiting faculty.... | 1 | 20,750 | 1 | 34,000 | 2 | 25,167 |
| 101-200 art/design majors | | | | | | |
| Professor.. .. | 28 | 41,847 | 11 | 37,009 | 32 | 40,958 |
| Associate professor. | 30 | 31,021 | 15 | 31,526 | 31 | 30,929 |
| Assistant professor. | 25 | 26,396 | 25 | 25,818 | 32 | 25,880 |
| Instructor..... | 6 | 22,688 | 4 | 21,550 | 9 | 21,851 |
| Lecturer..... | 1 | 26,000 | 0 | 0 | 1 | 26,000 |
| Unranked..... | 0 | 0 | 1 | 22,037 | 1 | 22,037 |
| Visiting faculty.... | 5 | 26,707 | 5 | 21,509 | 8 | 24,974 |
| 201-400 art/design majors | | | | | | |
| Professor..... | 30 | 44,557 | 16 | 47,065 | 33 | 44,019 |
| Associate professor. | 29 | 33,825 | 26 | 33,776 | 33 | 33,420 |
| Assistant professor. | 25 | 28,130 | 22 | 27,473 | 30 | 26,574 |
| Instructor..... | 3 | 23,940 | 5 | 23,831 | 6 | 23,441 |
| Lecturer..... | 1 | 29,680 | 0 | 0 | 1 | 29,680 |
| Unranked..... | 0 | 0 | 0 | 0 | 0 | 0 |
| Visiting faculty.... | 4 | 17,369 | 4 | 18,282 | 6 | 17,784 |
| 401+ art/design majors | | | | | | |
| Professor..... | 40 | 44,117 | 31 | 43,582 | 43 | 43,859 |
| Associate professor. | 40 | 32,296 | 39 | 34,345 | 42 | 32,926 |
| Assistant professor. | 37 | 22,355 | 35 | 27,246 | 42 | 24,615 |
| Instructor..... | 11 | 24,036 | 3 | 21,501 | 14 | 23,674 |
| Lecturer..... | 11 | 26,168 | 8 | 25,002 | 14 | 26,111 |
| Unranked..... | 2 | 21,773 | 3 | 23,374 | 4 | 22,841 |
| Visiting faculty.... | 7 | 26,965 | 4 | 23,273 | 11 | 25,378 |

Table 3-57.

Full-time music faculty salaries by type of institution, rank, sex, and number of music majors: 1988-89 (continued from previous page)

| Size of institution by number of music majors | Private | | | | | |
|-----------------------------------------------|-------------------------------|------------------------------------|-------------------------------|------------------------------------|-------------------------------|------------------------------------|
| | Male | | Female | | All full-time faculty | |
| | Number institutions reporting | Average all institutions (dollars) | Number institutions reporting | Average all institutions (dollars) | Number institutions reporting | Average all institutions (dollars) |
| 1-50 music majors | | | | | | |
| Professor..... | 42 | 36,111 | 15 | 32,331 | 60 | 34,383 |
| Associate professor. | 42 | 30,017 | 28 | 27,408 | 63 | 28,915 |
| Assistant professor. | 36 | 25,293 | 33 | 23,221 | 63 | 24,465 |
| Instructor..... | 12 | 19,709 | 10 | 20,592 | 23 | 20,719 |
| Lecturer..... | 2 | 27,678 | 1 | 18,536 | 5 | 12,981 |
| Unranked..... | 3 | 28,728 | 1 | 23,629 | 3 | 27,028 |
| Visiting faculty.... | 3 | 35,875 | 1 | 18,000 | 5 | 32,509 |
| 51-100 music majors | | | | | | |
| Professor..... | 36 | 34,565 | 9 | 31,411 | 46 | 35,331 |
| Associate professor. | 36 | 29,277 | 23 | 28,102 | 50 | 29,453 |
| Assistant professor. | 36 | 25,363 | 27 | 25,033 | 48 | 25,285 |
| Instructor..... | 10 | 21,371 | 10 | 21,283 | 21 | 21,605 |
| Lecturer..... | 3 | 18,133 | 1 | 22,750 | 5 | 20,630 |
| Unranked..... | 0 | 0 | 1 | 29,040 | 3 | 12,920 |
| Visiting faculty.... | 0 | 0 | 1 | 22,802 | 4 | 27,376 |
| 101-200 music majors | | | | | | |
| Professor..... | 20 | 40,815 | 12 | 37,928 | 24 | 39,668 |
| Associate professor. | 19 | 32,201 | 15 | 29,764 | 23 | 30,931 |
| Assistant professor. | 19 | 27,386 | 15 | 25,364 | 22 | 26,608 |
| Instructor..... | 8 | 22,537 | 6 | 21,127 | 14 | 21,807 |
| Lecturer..... | 0 | 0 | 1 | 24,750 | 2 | 21,985 |
| Unranked..... | 4 | 31,414 | 3 | 23,064 | 5 | 31,654 |
| Visiting faculty.... | 4 | 24,630 | 0 | 0 | 4 | 24,630 |
| 201+ music majors | | | | | | |
| Professor..... | 16 | 43,787 | 10 | 37,465 | 20 | 43,060 |
| Associate professor. | 16 | 34,314 | 14 | 29,027 | 21 | 33,110 |
| Assistant professor. | 14 | 26,720 | 15 | 25,121 | 21 | 26,186 |
| Instructor..... | 7 | 22,625 | 3 | 18,489 | 9 | 21,697 |
| Lecturer..... | 2 | 23,715 | 3 | 19,900 | 3 | 21,717 |
| Unranked..... | 2 | 32,808 | 2 | 27,671 | 3 | 30,852 |
| Visiting faculty.... | 1 | 13,230 | 1 | 27,500 | 4 | 31,139 |

Note: Salaries are based on a nine-month academic year, excluding benefits. The data include NASM members only.

Source: Data Summary for Music: 1988-89, Higher Education Arts Data Service (HEADS), Reston, VA, 1989. Music Charts, 14-1, 14-2, 15-1, 15-2, 16-1, and 16-2.

Table 3-57.

Full-time music faculty salaries by type of institution, rank, sex, and number of music majors: 1988-89 (continued on the next page)

| Size of institution by number of music majors | Public | | | | | |
|--------------------------------------------------------|-------------------------------------|--------------------------------|-------------------------------------|--------------------------------|-------------------------------------|--------------------------------|
| | Male | | Female | | All full-time faculty | |
| | Number institutions reporting | Average all institutions | Number institutions reporting | Average all institutions | Number institutions reporting | Average all institutions |
| 1-100 music majors | | (dollars) | | (dollars) | | (dollars) |
| Professor..... | 58 | 38,965 | 20 | 38,059 | 68 | 38,595 |
| Associate professor. | 60 | 32,411 | 41 | 30,710 | 73 | 31,946 |
| Assistant professor. | 60 | 26,421 | 44 | 25,581 | 77 | 26,358 |
| Instructor..... | 20 | 22,114 | 13 | 21,753 | 27 | 22,085 |
| Lecturer..... | 3 | 23,418 | 5 | 19,828 | 8 | 21,174 |
| Unranked..... | 4 | 32,443 | 4 | 34,362 | 6 | 32,053 |
| Visiting faculty.... | 5 | 21,374 | 0 | 0 | 5 | 21,374 |
| 101-200 music majors | | | | | | |
| Professor..... | 73 | 41,144 | 39 | 41,054 | 79 | 41,227 |
| Associate professor. | 65 | 33,364 | 46 | 32,631 | 75 | 33,047 |
| Assistant professor. | 65 | 27,320 | 52 | 27,176 | 72 | 27,218 |
| Instructor..... | 31 | 23,299 | 24 | 22,688 | 41 | 22,972 |
| Lecturer..... | 7 | 19,645 | 3 | 26,080 | 11 | 18,125 |
| Unranked..... | 5 | 26,232 | 2 | 17,250 | 7 | 23,738 |
| Visiting faculty.... | 6 | 19,655 | 4 | 22,420 | 8 | 20,445 |
| 201-400 music majors | | | | | | |
| Professor..... | 43 | 41,763 | 34 | 40,319 | 48 | 42,304 |
| Associate professor. | 40 | 33,851 | 37 | 33,047 | 45 | 33,767 |
| Assistant professor. | 38 | 26,725 | 35 | 27,057 | 44 | 27,133 |
| Instructor..... | 11 | 23,223 | 11 | 22,750 | 19 | 23,299 |
| Lecturer..... | 8 | 29,193 | 8 | 28,604 | 12 | 29,094 |
| Unranked..... | 5 | 28,658 | 2 | 24,365 | 6 | 27,704 |
| Visiting faculty.... | 6 | 27,862 | 3 | 19,784 | 6 | 24,190 |
| 401+ music majors | | | | | | |
| Professor..... | 22 | 45,477 | 21 | 43,287 | 22 | 45,106 |
| Associate professor. | 22 | 35,483 | 21 | 33,669 | 22 | 35,066 |
| Assistant professor. | 21 | 28,232 | 18 | 27,014 | 22 | 27,866 |
| Instructor..... | 7 | 23,393 | 6 | 22,741 | 10 | 23,148 |
| Lecturer..... | 4 | 26,344 | 4 | 23,250 | 6 | 24,969 |
| Unranked..... | 4 | 29,179 | 3 | 21,836 | 4 | 25,508 |
| Visiting faculty.... | 4 | 29,067 | 4 | 28,784 | 7 | 28,966 |

Table 3-56.
Dance student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1988-89 (continued from previous page)

| Degree programs | Number of institutions with majors | Dance major enrollment, Summer 1988 | Dance major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|----------------------------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|--------------------------------------------------------------|
| Master of Fine Arts degree programs or equivalent | | | | |
| Performance | 2 | 2 | 4 | 1 |
| Ballet | 1 | 2 | 3 | 0 |
| Choreography | 3 | 9 | 11 | 3 |
| Choreography/performance | 7 | 4 | 55 | 22 |
| Dance production | 1 | 1 | 0 | 0 |
| Modern dance | 1 | 1 | 1 | 2 |
| Other | 3 | 1 | 18 | 3 |
| Total | 10 | 20 | 92 | 31 |
| Doctoral degree programs | | | | |
| Dance education | 2 | 5 | 35 | 2 |
| Dance studies | 2 | 10 | 17 | 3 |
| Dance therapy | 1 | 1 | 2 | 1 |
| Other | 1 | 6 | 11 | 3 |
| Total | 3 | 22 | 65 | 9 |
| Grand total | 53 | 311 | 2,261 | 402 |

Source: Higher Education Arts Data Service (HEADS), Data Summary for Dance: 1988-89, Reston, VA, 1989, chart 1.1.

Methodological note: The Higher Education Arts Data Services (HEADS) project is a joint activity of National Association of Schools of Art and Design, the National Association of Schools of Dance, the National Association of Schools of Music, the National Association of Schools of Theatre, and the International Council of Fine Arts Deans.

HEADS Data Summaries in Dance for 1988-89 are compilations of data generated from the 1988-89 Annual Reports required of all member institutions of the National Association of Schools of Dance. Also included is information from a group of non-member institutions who volunteered to participate in the HEADS survey. Data are reported for 57 institutions with dance majors.

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Table 3-56.

Dance student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1988-89 (continued on the next page)

| Degree programs | Number of institutions with majors | Dance major enrollment, Summer 1988 | Dance major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|--------------------------------------------------------------|
| Associate of Fine Arts degree programs or equivalent (65)* | | | | |
| Total | 0 | 0 | 0 | 0 |
| Associate-level liberal arts degree programs in dance (33-49)* | | | | |
| Total | 1 | 0 | 41 | 16 |
| Bachelor of Fine Arts degree programs or equivalent (65)* | | | | |
| Ballet | 5 | 8 | 49 | 3 |
| Choreography | 1 | 0 | 1 | 0 |
| Choreography/performance | 6 | 1 | 151 | 40 |
| Dance production | 1 | 0 | 0 | 1 |
| Dance studies | 6 | 24 | 110 | 18 |
| Modern dance | 4 | 14 | 100 | 14 |
| Musical theatre/dance | 2 | 0 | 11 | 1 |
| Performance | 5 | 5 | 206 | 28 |
| General dance major | 11 | 42 | 311 | 38 |
| Other | 7 | 0 | 146 | 19 |
| Total | 30 | 94 | 1,085 | 162 |
| Baccalaureate degree programs in dance education, pre-dance therapy, and dance combined with outside field (50)* | | | | |
| Total | 10 | 5 | 91 | 15 |
| Baccalaureate liberal arts degree programs in dance (33-49)* | | | | |
| Total | 30 | 107 | 709 | 111 |
| Specific initial Masters degree programs (50) | | | | |
| Dance education | 5 | 28 | 78 | 28 |
| Dance studies | 6 | 20 | 59 | 19 |
| Dance therapy | 1 | 4 | 24 | 6 |
| Performance | 1 | 0 | 0 | 1 |
| Other | 4 | 0 | 9 | 2 |
| Total | 13 | 52 | 170 | 56 |

*Percent dance content.

Table 3-55.
Theatre student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Services (HEADS): 1988-89 (continued from previous page)

| Degree programs | Number of institutions with majors | Theatre major enrollment, Summer 1988 | Theatre major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|----------------------------------------------------------------------------|------------------------------------|---------------------------------------|-------------------------------------|--------------------------------------------------------------|
| Master of Fine Arts degree programs or equivalent (2-year programs) | | | | |
| Acting..... | 33 | 86 | 563 | 166 |
| Acting/directing | 4 | 3 | 25 | 5 |
| Children's theatre | 2 | 2 | 16 | 4 |
| Costume design | 23 | 12 | 68 | 26 |
| Design | 12 | 7 | 54 | 15 |
| Directing | 27 | 21 | 128 | 34 |
| Drama | 1 | 0 | 0 | 3 |
| Dramaturgy | 0 | 0 | 0 | 0 |
| Film/video | 1 | 1 | 4 | 0 |
| Lighting design | 19 | 6 | 41 | 12 |
| Musical theatre | 2 | 0 | 20 | 8 |
| Performance..... | 0 | 0 | 0 | 0 |
| Playwriting | 7 | 8 | 22 | 8 |
| Production | 1 | 0 | 2 | 0 |
| Scenery design | 22 | 9 | 73 | 22 |
| Technical design..... | 0 | 0 | 0 | 0 |
| Theatre management .. | 10 | 12 | 38 | 11 |
| General major | 3 | 0 | 8 | 9 |
| Other | 13 | 5 | 58 | 12 |
| Total | 41 | 172 | 1,120 | 335 |
| Doctoral degree programs | | | | |
| Theatre criticism | 6 | 6 | 20 | 3 |
| Theatre education | 2 | 20 | 24 | 0 |
| Theatre history | 8 | 14 | 45 | 11 |
| Theatre theory | 7 | 10 | 17 | 5 |
| Other | 5 | 7 | 47 | 6 |
| Total | 13 | 57 | 153 | 25 |
| Grand total | 106 | 1,588 | 9,783 | 1,926 |

Source: Higher Education Arts Data Service (HEADS), Data Summary for Theatre: 1988-89, Reston, VA, 1989, chart 1.1.

Methodological note: The Higher Education Arts Data Services (HEADS) project is a joint activity of National Association of Schools of Theatre, the National Association of Schools of Art and Design, the National Association of Schools of Dance, the National Association of Schools of Music, and the International Council of Fine Arts Deans.

HEADS Data Summaries in Theatre for 1988-89 are compilations of data generated from the 1988-89 Annual Reports required of all member institutions of the National Association of Schools of Theatre. Information is also included from a group of non-member institutions who volunteered to participate in the HEADS survey. A total of 106 institutions with majors reported information.

Table 3-55.

Theatre student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Services (HEADS): 1988-89 (continued on the next page)

| Degree programs | Number of institutions with majors | Theatre major enrollment, Summer 1988 | Theatre major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|------------------------------------------------------------------------------------------------------|------------------------------------|---------------------------------------|-------------------------------------|--------------------------------------------------------------|
| Associate degree programs in Theatre Education, Speech Education (50)* | | | | |
| Total | 1 | 0 | 1 | 0 |
| Associate-level liberal arts degree programs in theatre (33-49)* | | | | |
| Total | 3 | 0 | 53 | 3 |
| Bachelor of Fine Arts degree programs or equivalent (65)* | | | | |
| Acting | 35 | 145 | 1,171 | 224 |
| Acting/directing | 7 | 31 | 158 | 27 |
| Children's theatre | 3 | 1 | 6 | 1 |
| Costume design | 8 | 5 | 11 | 4 |
| Design | 19 | 26 | 203 | 44 |
| Directing | 5 | 2 | 16 | 3 |
| Drama | 0 | 0 | 0 | 0 |
| Film/video | 0 | 0 | 0 | 0 |
| Lighting design | 5 | 3 | 9 | 1 |
| Musical theatre | 14 | 49 | 307 | 36 |
| Performance | 7 | 21 | 63 | 18 |
| Playwriting | 1 | 1 | 3 | 1 |
| Production | 6 | 10 | 35 | 6 |
| Scenery design | 4 | 1 | 8 | 4 |
| Technical design | 15 | 29 | 118 | 24 |
| Theatre management | 9 | 6 | 64 | 9 |
| General major | 16 | 85 | 435 | 38 |
| Other | 18 | 22 | 177 | 47 |
| Total | 51 | 437 | 2,784 | 487 |
| Baccalaureate degree programs in theatre education, speech education, and drama therapy (50)* | | | | |
| Total | 30 | 38 | 219 | 43 |
| Baccalaureate liberal arts degree programs in theatre (33-49)* | | | | |
| Total | 83 | 770 | 5,027 | 889 |
| Specific initial Masters degree programs (50)* | | | | |
| Total | 46 | 106 | 377 | 116 |

*Percent theatre content.

Table 3-54.
Art/design student enrollment and degrees awarded by institutions participating in the
Higher Education Arts Data Service (HEADS): 1988-89 (continued from previous page)

| Degree programs | Number of institutions with majors | Art/design major enrollment, Summer 1988 | Art/design major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|---------------------------------|------------------------------------|------------------------------------------|----------------------------------------|--------------------------------------------------------------|
| Doctoral degree programs | | | | |
| Art history and criticism | 9 | 25 | 131 | 25 |
| Art education | 9 | 65 | 123 | 18 |
| Other | 2 | 4 | 24 | 4 |
| Total | 13 | 94 | 278 | 47 |
| Grand total | 180 | 15,064 | 76,919 | 12,800 |

Source: Higher Education Arts Data Service (HEADS), Data Summary for Art Design: 1988-89, Reston, VA, 1989, chart 1.1.

Methodological note: HEADS Data Summaries in Art/Design for 1988-89 are compilations of data generated from the 1988-89 Annual Reports required of all member institutions of the National Association of Schools of Art and Design. Information is also included from a group of non-member institutions who volunteered to participate in the HEADS survey. Data are reported for 162 institutions having majors.

Table 3-54.

Art/design student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1988-89 (continued from previous page)

| Degree programs | Number of institutions with majors | Art/design major enrollment, Summer 1988 | Art/design major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|-----------------------------------------------------------------------------|------------------------------------|------------------------------------------|----------------------------------------|--------------------------------------------------------------|
| Baccalaureate of liberal arts degree programs in art/design (33-49)* | | | | |
| Total | 118 | 2,202 | 12,707 | 1,753 |
| Specific initial Masters degree programs (50)* | | | | |
| Studio art and design | 47 | 387 | 1,008 | 267 |
| Art therapy | 7 | 55 | 111 | 33 |
| Art history and criticism | 42 | 100 | 615 | 123 |
| Museum studies | 3 | 2 | 31 | 4 |
| Art education | 54 | 286 | 539 | 174 |
| Arts administration | 1 | 0 | 1 | 0 |
| Interdisciplinary | 4 | 2 | 13 | 9 |
| Other | 10 | 54 | 158 | 42 |
| Total | 88 | 886 | 2,476 | 652 |
| Master of Fine Arts degree programs or equivalent (2-year programs) | | | | |
| Advertising design | 2 | 10 | 18 | 2 |
| Ceramics | 49 | 62 | 199 | 74 |
| Communications design | 4 | 7 | 36 | 11 |
| Crafts | 5 | 2 | 43 | 7 |
| Design | 10 | 11 | 48 | 21 |
| Drawing | 14 | 24 | 74 | 27 |
| Environmental design | 3 | 6 | 14 | 4 |
| Fashion design | 1 | 4 | 6 | 0 |
| Fashion illustration | 1 | 4 | 6 | 0 |
| Fiber | 10 | 5 | 41 | 12 |
| Film | 7 | 4 | 241 | 30 |
| Fine arts | 21 | 114 | 740 | 241 |
| Furniture design | 3 | 3 | 15 | 2 |
| General crafts | 1 | 0 | 1 | 1 |
| Glassworking | 8 | 6 | 25 | 8 |
| Graphic design | 20 | 25 | 142 | 36 |
| Illustration | 9 | 11 | 77 | 15 |
| Industrial design | 8 | 6 | 39 | 4 |
| Interior design | 9 | 13 | 32 | 10 |
| Jewelry/fine metals | 22 | 14 | 65 | 27 |
| Painting | 58 | 153 | 629 | 220 |
| Photography | 41 | 27 | 284 | 76 |
| Printmaking | 52 | 46 | 233 | 78 |
| Product design | 1 | 0 | 1 | 0 |
| Sculpture | 48 | 44 | 250 | 82 |
| Textile design | 8 | 9 | 27 | 10 |
| Theatre design | 1 | 0 | 5 | 0 |
| Video | 7 | 5 | 48 | 9 |
| Visual communications | 3 | 1 | 4 | 1 |
| Other | 15 | 59 | 310 | 24 |
| Total | 81 | 675 | 3,653 | 1,032 |

*Percent of art/design content.

Table 3-54.

Art/design student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1988-89 (continued on next page)

| Degree programs | Number of institutions with majors | Art/design major enrollment, Summer 1988 | Art/design major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|----------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------|----------------------------------------|--------------------------------------------------------------|
| Associate of fine arts degree programs or equivalent (65)* | | | | |
| Total | 16 | 212 | 1,365 | 204 |
| Associate-level liberal arts degree programs in art/design (33-49)* | | | | |
| Total | 6 | 105 | 433 | 19 |
| Bachelor of fine arts degree programs or equivalent (65)* | | | | |
| Advertising design | 15 | 311 | 1,276 | 237 |
| Ceramics | 71 | 224 | 805 | 144 |
| Communications design | 12 | 136 | 1,098 | 218 |
| Crafts | 16 | 16 | 242 | 47 |
| Design | 21 | 140 | 954 | 113 |
| Drawing | 42 | 411 | 975 | 114 |
| Environmental design | 9 | 74 | 219 | 60 |
| Fashion design | 9 | 162 | 923 | 185 |
| Fashion illustration | 7 | 30 | 277 | 39 |
| Fiber | 25 | 28 | 164 | 50 |
| Film | 12 | 78 | 793 | 118 |
| Fine arts | 65 | 1,530 | 5,704 | 987 |
| Furniture design | 6 | 10 | 184 | 27 |
| General crafts | 4 | 0 | 5 | 3 |
| Glassworking | 6 | 26 | 64 | 16 |
| Graphic design | 85 | 1,812 | 9,467 | 1,767 |
| Illustration | 35 | 605 | 2,943 | 629 |
| Industrial design | 23 | 356 | 1,866 | 332 |
| Interior design | 36 | 540 | 2,698 | 517 |
| Jewelry/fine metals | 39 | 85 | 471 | 90 |
| Painting | 96 | 561 | 2,942 | 769 |
| Photography | 78 | 664 | 2,547 | 478 |
| Printmaking | 76 | 142 | 660 | 151 |
| Product design | 5 | 43 | 92 | 46 |
| Sculpture | 82 | 121 | 926 | 184 |
| Textile design | 14 | 34 | 217 | 55 |
| Theatre design | 1 | 0 | 3 | 2 |
| Video | 10 | 23 | 147 | 31 |
| Visual communications | 15 | 425 | 1,210 | 146 |
| Other | 83 | 1,585 | 12,113 | 784 |
| Total | 145 | 10,202 | 51,985 | 8,339 |
| Baccalaureate degree programs in art education, art therapy, and art/business/arts administration (50)* | | | | |
| Total | 94 | 686 | 3,881 | 744 |

*Percent of art/design content.

Table 3-53.

Music student enrollment and degrees awarded by institutions participating in Higher Education Arts Data Service (HEADS): 1988-89 (continued from the previous page)

| Degree programs | Number of institutions with majors | Music major enrollment, Summer 1988 | Music major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|-----------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|--------------------------------------------------------------|
| Doctoral degree programs | | | | |
| Members only | | | | |
| Accompanying | 5 | 6 | 18 | 2 |
| Brass | 28 | 48 | 97 | 13 |
| Composition | 36 | 89 | 257 | 44 |
| Conducting | 28 | 99 | 246 | 42 |
| Ethnomusicology | 5 | 13 | 20 | 2 |
| Guitar | 9 | 8 | 17 | 2 |
| Harp | 3 | 1 | 3 | 0 |
| Harpichord | 2 | 0 | 2 | 0 |
| Music education | 44 | 287 | 403 | 70 |
| Musiology | 29 | 77 | 207 | 26 |
| Opera | 2 | 0 | 9 | 0 |
| Organ | 28 | 35 | 98 | 18 |
| Percussion | 18 | 23 | 25 | 4 |
| Piano | 38 | 125 | 409 | 42 |
| Sacred music | 5 | 14 | 77 | 13 |
| Strings | 30 | 36 | 117 | 17 |
| Theory | 23 | 32 | 103 | 14 |
| Voice | 40 | 120 | 306 | 31 |
| Woodwinds | 32 | 85 | 173 | 20 |
| Other | 18 | 32 | 63 | 6 |
| Total members | 53 | 1,130 | 2,355 | 366 |
| Total non-members combined | 0 | 0 | 0 | 0 |
| | | | | |
| Grand total (members) | 432 | 12,257 | 61,598 | 10,141 |
| Grand total (non-members) | 19 | 360 | 1,215 | 173 |

Source: Higher Education Arts Data Service, Data Summary for Music: 1988-89, Reston, VA, 1989, chart 1.1.

Methodological note: The Higher Education Arts Data Services (HEADS) project is a joint activity of the National Association of Schools of Music, the National Association of Schools of Art and Design, the National Association of Schools of Dance, the National Association of Schools of Theatre, and the International Council of Fine Arts Deans.

HEADS Data Summaries in Music for 1988-89 are compilations of data generated from the 1988-89 Annual Reports required of all member institutions of the National Association of Schools of Music. Also included is information from a group of non-member institutions who volunteered to participate in the HEADS survey. Data are reported for 451 institutions with music majors.

Table 3-53.
Music student enrollment and degrees awarded by institutions participating in Higher Education Arts Data Service (HEADS): 1988-89 (continued from the previous page)

| Degree programs | Number of institutions with majors | Music major enrollment, Summer 1988 | Music major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|---------------------------------------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|--------------------------------------------------------------|
| Baccalaureate liberal arts degree programs in music (33-49)* | | | | |
| Total members | 318 | 918 | 7,546 | 1,122 |
| Total non-members combined | 11 | 29 | 156 | 39 |
| Specific Masters degree programs | | | | |
| Members only | | | | |
| Accompanying | 27 | 27 | 81 | 31 |
| Arts administration | 3 | 52 | 63 | 25 |
| Brass | 104 | 82 | 350 | 143 |
| Composition | 90 | 98 | 335 | 115 |
| Conducting | 88 | 184 | 363 | 151 |
| Ethnomusicology | 8 | 10 | 47 | 4 |
| Guitar | 48 | 21 | 92 | 25 |
| Harp | 17 | 2 | 19 | 2 |
| Harpichord | 8 | 0 | 8 | 1 |
| Jazz studies | 11 | 27 | 82 | 22 |
| Music education | 176 | 1,652 | 1,621 | 663 |
| Music history/musicology | 73 | 89 | 230 | 53 |
| Music therapy | 18 | 80 | 166 | 29 |
| Opera | 13 | 16 | 76 | 9 |
| Organ | 79 | 66 | 181 | 71 |
| Pedagogy | 32 | 67 | 102 | 43 |
| Percussion | 73 | 30 | 113 | 52 |
| Piano | 143 | 230 | 737 | 276 |
| Sacred music | 23 | 223 | 633 | 155 |
| Strings | 103 | 94 | 538 | 160 |
| Theory | 62 | 58 | 159 | 41 |
| Voice | 140 | 243 | 855 | 262 |
| Woodwinds | 107 | 96 | 444 | 188 |
| Other | 66 | 305 | 377 | 113 |
| Total members | 208 | 3,752 | 7,672 | 2,634 |
| Total non-members combined | 3 | 119 | 126 | 23 |
| General Masters degree programs | | | | |
| Total members | 58 | 413 | 678 | 200 |
| Total non-members combined | 3 | 20 | 30 | 13 |

*Percent of music content.

Table 3-53.

Music student enrollment and degrees awarded by institutions participating in Higher Education Arts Data Service (HEADS): 1988-89 (continued on the next page)

| Degree programs | Number of institutions with majors | Music major enrollment, Summer 1988 | Music major enrollment, Fall 1988 | Number of degrees awarded July 1, 1987 through June 30, 1988 |
|------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|--------------------------------------------------------------|
| Associate of Fine Arts degree programs or equivalent (65)* | | | | |
| Total members | 19 | 85 | 763 | 93 |
| Total non-members combined | 0 | 0 | 0 | 0 |
| Associate degree programs in music education, music/business, or music combined with outside field (50)* | | | | |
| Total members | 7 | 0 | 83 | 6 |
| Total non-members combined | 0 | 0 | 0 | 0 |
| Associate-level liberal arts degree programs in music (33-49)* | | | | |
| Total members | 4 | 38 | 139 | 10 |
| Total non-members combined | 0 | 0 | 0 | 0 |
| Bachelor of Music degree programs or other professional degree programs (65)* | | | | |
| Members only | | | | |
| Accompanying | 11 | 3 | 22 | 2 |
| Brass | 207 | 232 | 1,564 | 219 |
| Composition | 106 | 97 | 619 | 91 |
| Guitar | 140 | 73 | 678 | 61 |
| Harp | 41 | 11 | 75 | 14 |
| History/literature | 43 | 19 | 126 | 36 |
| Jazz studies | 48 | 117 | 1,130 | 144 |
| Organ | 139 | 69 | 309 | 52 |
| Percussion | 170 | 93 | 729 | 96 |
| Piano/harpsichord | 263 | 371 | 2,085 | 333 |
| Piano pedagogy | 63 | 65 | 327 | 56 |
| Sacred music | 60 | 77 | 510 | 80 |
| Strings | 195 | 251 | 1,823 | 246 |
| Theory | 39 | 33 | 124 | 39 |
| Theory/composition | 88 | 70 | 497 | 76 |
| Voice | 299 | 580 | 3,963 | 501 |
| Woodwinds | 221 | 229 | 1,897 | 258 |
| Other | 108 | 289 | 2,076 | 173 |
| Total memt. s | 321 | 2,679 | 18,554 | 2,476 |
| Total non-members combined | 9 | 38 | 283 | 33 |
| Baccalaureate degree programs in music education, music therapy, and music combined with an outside field (50)* | | | | |
| Total members | 364 | 3,198 | 23,343 | 3,211 |
| Total non-members combined | 15 | 157 | 641 | 69 |

*Percent of music content.

Table 3-52.
State distribution of higher education teachers of art, drama, and music:
1970 and 1980

| State | 1970 Rank | Number of teachers of art, drama, and music | Concentration ratio ^a | 1980 Rank | Number of teachers of art, drama, and music | Concentration ratio ^a |
|--------------------|-----------|---------------------------------------------|----------------------------------|-----------|---------------------------------------------|----------------------------------|
| California | 1 | 4,295 | 1.03 | 1 | 3,219 | 1.04 |
| New York | 2 | 3,635 | .93 | 2 | 2,195 | 1.01 |
| Texas | 4 | 2,085 | .92 | 3 | 1,571 | .88 |
| Illinois | 3 | 2,335 | .97 | 4 | 1,448 | .98 |
| Pennsylvania | 5 | 2,039 | .82 | 5 | 1,279 | .88 |
| Ohio | 6 | 1,876 | .84 | 6 | 1,186 | .88 |
| Massachusetts | 8 | 1,439 | 1.15 | 7 | 1,078 | 1.41 |
| Michigan | 7 | 1,633 | .90 | 8 | 878 | .77 |
| Nor. Cal. Carolina | 11 | 1,124 | 1.04 | 9 | 834 | 1.11 |
| Florida | 10 | 1,135 | .86 | 10 | 815 | .71 |
| Wisconsin | 9 | 1,327 | 1.43 | 11 | 767 | 1.25 |
| Indiana | 12 | 1,108 | 1.00 | 12 | 717 | 1.03 |
| Minnesota | 14 | 1,007 | 1.25 | 13 | 688 | 1.27 |
| New Jersey | 18 | 823 | .53 | 14 | 621 | .65 |
| Missouri | 13 | 1,016 | 1.05 | 15 | 618 | 1.01 |
| Washington | 15 | 937 | 1.33 | 16 | 565 | 1.13 |
| Virginia | 17 | 845 | .91 | 17 | 551 | .82 |
| Colorado | 25 | 650 | 1.44 | 18 | 544 | 1.39 |
| Iowa | 16 | 864 | 1.46 | 19 | 522 | 1.40 |
| Connecticut | 23 | 673 | .99 | 20 | 493 | 1.17 |
| Georgia | 21 | 700 | .74 | 21 | 482 | .71 |
| Kansas | 22 | 672 | 1.47 | 22 | 479 | 1.57 |
| Louisiana | 24 | 673 | 1.05 | 23 | 477 | 1.01 |
| Tennessee | 19 | 799 | 1.00 | 24 | 474 | .84 |
| Maryland | 20 | 790 | .95 | 25 | 469 | .83 |
| Oregon | 27 | 596 | 1.36 | 26 | 448 | 1.33 |
| South Carolina | 34 | 389 | .75 | 27 | 436 | 1.14 |
| Oklahoma | 28 | 596 | 1.17 | 28 | 394 | 1.08 |
| Alabama | 29 | 568 | .87 | 29 | 389 | .88 |
| Arizona | 32 | 433 | 1.29 | 30 | 346 | 1.07 |
| Kentucky | 26 | 605 | 1.01 | 31 | 323 | .78 |
| Utah | 30 | 450 | 2.15 | 32 | 267 | 1.58 |
| Mississippi | 31 | 443 | 1.12 | 33 | 255 | .93 |
| New Mexico | 37 | 240 | 1.34 | 34 | 239 | 1.61 |
| Idaho | 45 | 155 | 1.09 | 35 | 211 | 1.86 |
| Nebraska | 33 | 423 | 1.36 | 36 | 192 | .95 |
| South Dakota | 38 | 207 | 1.58 | 37 | 176 | 2.07 |
| Wyoming | 48 | 99 | 1.46 | 38 | 175 | 2.84 |
| Arkansas | 36 | 324 | .90 | 39 | 170 | .66 |
| Hawaii | 40 | 190 | 1.23 | 40 | 154 | 1.30 |
| West Virginia | 35 | 352 | 1.16 | 41 | 139 | .68 |
| Maine | 46 | 149 | .74 | 42 | 127 | .94 |
| North Dakota | 43 | 167 | 1.49 | 43 | 120 | 1.53 |
| New Hampshire | 42 | 173 | 1.08 | 44 | 119 | .96 |
| Rhode Island | 39 | 200 | .98 | 45 | 114 | .91 |
| Montana | 41 | 190 | 1.39 | 46 | 110 | 1.13 |
| Vermont | 44 | 156 | 1.70 | 47 | 108 | 1.64 |
| Nevada | 49 | 48 | .44 | 48 | 93 | .81 |
| Delaware | 47 | 127 | 1.06 | 49 | 70 | .92 |
| Alaska | 50 | 26 | .50 | 50 | 70 | 1.41 |

Note: Total number of higher education teachers in art, drama and music was 42,000 in 1970 and 28,385 in 1980. This drop may reflect the fact that substantially fewer teachers specified their field in 1980. States are in order of rank of number of teachers (in higher education) in 1980.

^aConcentration ratio: Proportion of teachers (in higher education) in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, Figure XI, p. 35.

Table 3-51.

Selected characteristics of graduate arts administration training programs:
1989-90 (continued from previous page)

| Name of university | Degree(s) offered | Inception of program | Total number of graduates | Number of applications previous year | Number of students admitted each year |
|-----------------------------------------|-----------------------|----------------------|---------------------------|--------------------------------------|---------------------------------------|
| University of California at Los Angeles | M.B.A. degree | 1969 | 219 | 85 | 10-15 |
| University of Cincinnati | M.A. degree | 1967/1976 | 105 | 36 | 8-10 |
| The University of Maryland | M.F.A. - in theatre | 1984 | NA | 1 | 2 |
| University of New Orleans | M.A. degree | 1983 | 23 | 30 | 8-12 |
| University of Utah | M.F.A. degree | 1976 | 58 | 30 | 5-8 |
| University of Wisconsin-Madison | M.A. degree | 1969 | 156 | 80 | 10 |
| Virginia Tech | M.F.A. - theatre arts | 1978 | 27 | 35 | 4-5 |
| Yale University | M.F.A. degree | 1966 | 113 | 23 | 8 |
| York University | M.B.A. degree | 1969 | 90 | 25 | 10-15 |

NA - Not available.

Note: This is not a complete list. Data are only from those graduate programs that responded to the survey.

Source: American Council for the Arts, Survey of Arts Administration Training: 1989-1990, New York, NY, 1989.

Methodological note: This is the sixth in a series of surveys sponsored by the Association of Arts Administration Educators. Prior surveys were conducted in 1975, 1977, 1979, 1983, 1985-86, and 1989-90.

The Association of Arts Administration Educators (AAAE) has sponsored six surveys of arts administration training in the United States and Canada. AAAE is a national nonprofit corporation of university programs in arts administration, encompassing visual, performing, and arts service organizations. Founded in 1975, AAAE was created to address common needs among programs, students, alumni, and practitioners of arts management. Currently, there are more than 25 member institutions.

The William H. Donner Foundation of New York conducted the initial survey in 1975. The 1975 research and report served as the basis for revised editions published in 1977, 1979, 1983, 1985-86, and the current report for 1989-1990. The American Council for the Arts has published, promoted, and distributed all six editions of the report. The reports summarize the most current information about college and university arts administration and management training programs throughout the country, and the nature and characteristics of each program. The publication also lists nonacademic, short-term training programs, ongoing administrative internships, and job placement programs. The 1985-1986 report lists 27 internships; programs at 28 graduate institutions; and 31 seminars, workshops, and institutes. Information for the revised 1989 edition of the survey was obtained through correspondence and in telephone interviews conducted with most of the program directors or supervisors.

Table 3-51.
Selected characteristics of graduate arts administration training programs:
1989-90 (continued on the next page)

| Name of university | Degree(s) offered | Inception of program | Total number of graduates | Number of applications previous year | Number of students admitted each year |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------|--------------------------------------|---------------------------------------|
| American University | M.A. degree | 1974 | 75 | 50 | 10-20 |
| Angelo State University | M.A. degree in theatre management | 1978 | 12 | 7 | 5 |
| Brooklyn College of the City University of New York | M.F.A. in performing arts management | 1974 | 151 | 82 | 12-15 |
| California State University, Dominguez Hills | Master of arts administration | 1986 | NA | 3 | 10-15 |
| Carnegie Mellon University | Master of arts management | 1987 | NA | NA | 10 |
| Columbia College | M.A. degree | 1982 | 24 | 44 | 15-20 |
| Columbia University | M.F.A. degree | 1980 | 52 | 45 | 15-20 |
| Drexel University | M.S. degree | 1973 | 41 | 25 | 10-15 |
| The Florida State University (Institute of Science and Public Affairs and School of Visual Arts) | M.S. - art and music education/arts administration Ph.D. - art education/arts administration M.F.A. - theatre administration | 1978 | 12 | 4 | 3-6 |
| Golden Gate University | Certificate M.A. - arts administration M.B.A. - arts administration | 1972 1978 1981 | 22 28 51 | 30 32 67 | 25-30 |
| Indiana University | M.A. degree | 1971 | 123 | 71 | 10-12 |
| Lesley College Graduate School | M.S.M. degree | 1980 | 36 | 24 | 8-10 |
| New York University (Performing Arts Management and Visual Arts) | M.A. in arts administration | 1971 | 175 | 120 | 40-45 |
| Sangamon State University | M.A. degree | 1973 | 110 | 65 | 10-15 |
| Southern Methodist University | M.A. in arts administration and M.B.A. | 1982 | 47 | 32 | 10 |
| State University of New York at Binghamton | M.B.A. degree | 1974 | 130 | 90 | 15 |
| Texas Tech University | Ph.D. degree | 1972 | 48 | 75 | 25 |
| University of Akron | M.A. degree | 1980 | 30 | 45 | 8-12 |
| University of Alabama | Master of fine arts in theatre management/administration | 1984 | 3 | 20 | 2-4 |

NA - Not available

Table 3-50.
Arts-related graduate and professional programs: 1987

| Study area | Graduate level programs | Ph.D. programs |
|------------------------------------------------------|-------------------------|----------------|
| Afro-American studies..... | 11 | 2 |
| Architecture..... | 81 | 17 |
| Art education..... | 161 | 23 |
| Art history..... | 134 | 44 |
| Art therapy..... | 30 | 3 |
| Fine arts..... | 247 | 32 |
| Arts administration..... | 22 | 2 |
| Communication..... | 142 | 45 |
| Dance, drama, and music therapy..... | 20 | 2 |
| Drama, theatre arts..... | 182 | 41 |
| Folklore..... | 7 | 4 |
| Graphic design..... | 61 | 1 |
| Historic preservation..... | 27 | 2 |
| Illustration..... | 14 | NA |
| Industrial design..... | 23 | 1 |
| Interdisciplinary humanities and social science..... | 107 | 23 |
| Interior design..... | 50 | 3 |
| Landscape architecture..... | 32 | 3 |
| Mass and organizational communications..... | 53 | 13 |
| Museum studies..... | 26 | 1 |
| Music..... | 300 | 90 |
| Music education..... | 97 | 35 |
| Photography..... | 54 | 2 |
| Radio, television, and film..... | 94 | 15 |
| Textile design..... | 40 | 4 |
| Urban design..... | 18 | 2 |
| Women's studies..... | 13 | 3 |
| Writing..... | 91 | 10 |

NA - Not available.

Note: Arts-related programs are among the 295 areas of study listed in the guide. To develop this table, arts-related fields were defined as broadly as possible. Thus, interdisciplinary humanities are included because the field may include a study of the history of several arts. Similarly, Afro-American studies may include study of the arts as well as history and/or political aspects of this field.

Source: Amy J. Goldstein and Raymond D. Sachetti, eds., Graduate and Professional Programs: An Overview, 1987, 21st edition, Peterson's Guides, Princeton, NJ, 1986.

Table 3-49.
 Organization of course content, and offerings and enrollments in music history courses
 conceived for the non-music major: 1983

| Content | Private, 2-year | | Public, 2-year | | Private, 4-year | | Public, 4-year | | Total | |
|--------------------------------------------------------------|-----------------|---------|----------------|---------|-----------------|---------|----------------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Chronologically through the history of music..... | 8 | 61 | 66 | 41 | 85 | 33 | 106 | 39 | 265 | 38 |
| By elements of music through pitch, rhythm, timbre, etc..... | 1 | 8 | 16 | 10 | 33 | 13 | 28 | 10 | 78 | 11 |
| By composer..... | 0 | 0 | 2 | 1 | 2 | 1 | 2 | 1 | 6 | 1 |
| By genre through form or type of music..... | 0 | 0 | 11 | 7 | 29 | 11 | 31 | 11 | 71 | 10 |
| Other or combinations of above..... | 4 | 31 | 65 | 41 | 106 | 42 | 105 | 39 | 280 | 40 |
| Total..... | 13 | 100 | 160 | 100 | 255 | 100 | 272 | 100 | 700 | 100 |

Music history courses for non-music majors

| Type of music | Offered (17 respondents) | Enrolled | Offered (182 respondents) | Enrolled | Offered (315 respondents) | Enrolled | Offered (284 respondents) | Enrolled | Offered (798 respondents) | Enrolled |
|---------------------------|-----------------------------|----------|------------------------------|----------|------------------------------|----------|------------------------------|----------|------------------------------|----------|
| Jazz..... | 0 | 0 | 42 | 1,528 | 53 | 1,374 | 118 | 7,826 | 213 | 10,726 |
| American music..... | 1 | 8 | 18 | 492 | 29 | 560 | 40 | 1,264 | 88 | 2,324 |
| Opera..... | 0 | 0 | 11 | 189 | 27 | 488 | 32 | 652 | 70 | 1,329 |
| Musical theatre..... | 0 | 0 | 17 | 716 | 26 | 859 | 24 | 499 | 67 | 2,074 |
| Symphonic literature..... | 0 | 0 | 14 | 345 | 17 | 192 | 35 | 1,423 | 66 | 1,960 |
| Chamber music..... | 0 | 0 | 14 | 376 | 16 | 192 | 25 | 668 | 55 | 1,236 |
| Popular music..... | 0 | 0 | 15 | 751 | 9 | 148 | 26 | 1,218 | 50 | 2,117 |
| Folk music..... | 0 | 0 | 6 | 306 | 7 | 105 | 24 | 939 | 37 | 1,350 |
| Rock music..... | 0 | 0 | 3 | 50 | 4 | 402 | 15 | 1,558 | 22 | 2,010 |
| Concerto..... | 0 | 0 | 1 | 25 | 2 | 15 | 4 | 104 | 7 | 154 |

Note: See table 3-48 for methodological notes.

Source: National Association of Schools of Music and College Music Society, Music in General Studies: A Survey of National Practices in Higher Education, Reston, VA and Boulder, CO, September 1983, p. 4 and 7, charts 2 and 4.

Table 3-48.

Number of institutions providing music appreciation and music theory by type of institution: 1983

| | Music appreciation or equivalent (a) | | | | Music theory or equivalent (a) (b) | | | |
|----------------------------------|--------------------------------------|---------|--------|---------|------------------------------------|---------|--------|---------|
| | No | | Yes | | No | | Yes | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Private, 2-year (N=17)..... | 4 | 24 | 13 | 76 | 10 | 59 | 7 | 41 |
| Public, 2-year (N=182)..... | 21 | 12 | 161 | 88 | 48 | 26 | 134 | 74 |
| Private, 4-year (N=314) (b)..... | 57 | 18 | 257 | 82 | 129 | 41 | 183 | 59 |
| Public, 4-year (N=284)..... | 12 | 4 | 272 | 96 | 72 | 25 | 212 | 75 |
| Total (N=797) (b)..... | 94 | 12 | 703 | 88 | 259 | 33 | 536 | 67 |

(a) Course conceived for non-majors.

(b) There were 2 nonrespondents for music theory, so the total N was 795.

Source: National Association of Schools of Music (NASM) and College Music Society (CMS), Music in General Studies: A Survey of National Practices in Higher Education, Reston, VA and Boulder, CO, September 1983, pp. 1-5, charts 1-A and 3A.

Methodological note: During the past five years, the music community in higher education has become increasingly concerned about education in music at the college level for those not intending music as a career. The issues have been gathered under the rubric "Music in General Studies" and have been pursued vigorously by the College Music Society and the National Association of Schools of Music. For the purpose of this survey, "music in general studies" was defined as "coursework in music conceived for non-music majors."

In November 1983, CSM and NASM sponsored the Dearborn Conference on Music in General Studies. To develop a statistical base upon which to consider major policy issues related to the instruction of non-music majors, a questionnaire was developed and distributed to over 2,500 music units in higher education. The questionnaire covered the following music in general studies issues: academic music courses, faculty, performance, and general policies. The response rate was 32 percent, representing 798 institutions of higher education.

The major responsibilities of the National Association of Schools of Music (NASM) are the accreditation of educational programs in music and the establishment of curricular standards and guidelines. This agency has been designated by the Council on Postsecondary Accreditation as responsible for accrediting music curricula in higher education and is recognized by the United States Department of Education, the accreditation of all music curricula. The Association is composed of over 500 member institutions including conservatories, public and private colleges, universities, and music schools. All member institutions of NASM meet the standards and uphold the code of ethics of the Association as stated in the NASM Handbook.

The College Music Society (CMS) is an individual membership organization incorporated for the philosophy and practice of music in higher education. The Society has over 5,000 members, representing all fields of music in the college and university setting. CMS publishes a number of books, including the Directory of Music Faculties in Colleges and Universities, U.S. and Canada, and a series of reports on the status of women in college music, racial and ethnic directions in American music, and music in general studies. The Society publishes a semi-annual Symposium, regular music faculty vacancy listings, and periodic newsletters. CMS also sponsors an annual meeting and other seminars.

Table 3-47b.
Total number of institutions within each State granting degrees in Art and Art education: 1984-85

| State | Grant degrees in art | Grant degrees in art education |
|---------------------|----------------------|--------------------------------|
| Alabama..... | NP | 8 |
| Alaska..... | 2 | 2 |
| Arizona..... | 4 | 4 |
| Arkansas..... | 13 | 7 |
| California..... | 12 | 16 |
| Colorado..... | NP | NP |
| Connecticut..... | 18 | 5 |
| Delaware..... | 2 | 2 |
| Florida..... | 40 | 14 |
| Georgia..... | 27 | 20 |
| Hawaii..... | 4 | 4 |
| Idaho..... | 5 | 5 |
| Illinois..... | 12 | 19 |
| Indiana..... | 10 | 6 |
| Iowa..... | NP | NP |
| Kansas..... | 18 | 11 |
| Kentucky..... | 18 | 18 |
| Louisiana..... | 18 | 15 |
| Maine..... | 3 | 2 |
| Maryland..... | 14 | 12 |
| Massachusetts..... | NP | 11 |
| Michigan..... | 30 | 30 |
| Minnesota..... | NP | 21 |
| Mississippi..... | 8 | 8 |
| Missouri..... | NP | NP |
| Montana..... | 7 | 7 |
| Nebraska..... | 16 | 16 |
| Nevada..... | 2 | 2 |
| New Hampshire..... | 6 | 3 |
| New Jersey..... | 24 | 3 |
| New Mexico..... | NP | 4 |
| New York..... | 130 | 33 |
| North Carolina..... | 30 | 17 |
| North Dakota..... | 6 | 6 |
| Ohio..... | 48 | 24 |
| Oklahoma..... | 43 | 18 |
| Oregon..... | 6 | NP |
| Pennsylvania..... | 36 | 24 |
| Rhode Island..... | 5 | 3 |
| South Carolina..... | 21 | 21 |
| South Dakota..... | 7 | 7 |
| Tennessee..... | 12 | NP |
| Texas..... | 38 | 38 |
| Utah..... | 6 | 6 |
| Vermont..... | 6 | 2 |
| Virginia..... | 24 | 20 |
| Washington..... | 13 | 13 |
| West Virginia..... | 7 | 5 |
| Wisconsin..... | 31 | 29 |
| Wyoming..... | 1 | 1 |
| Total..... | 759 | 542 |

NP - Not provided

Note: States vary as to how colleges and universities are counted. For example, in California only 12 institutions are reported as granting degrees in art and art education. This reflects the fact that branch campuses are not separately listed.

The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

Source: E. Andrew Mills and D. Ross Thomson, *A National Survey of Art Education, 1984-1985: State of the Arts in the States*, National Art Education Association, Reston, VA, 1986, table 18, pp. 13-14. (Copyright)

Table 3-47a.

Number of institutions of higher education conferring degrees, by level of degree and discipline division: 1986-87*

| Discipline division | Total number of institutions awarding degrees | | | | Number of public institutions awarding degrees | | | | Number of private institutions awarding degrees | | | |
|----------------------------------------------|-----------------------------------------------|--------------------|------------------|------------------|------------------------------------------------|--------------------|------------------|------------------|-------------------------------------------------|--------------------|------------------|------------------|
| | Associate degrees | Bachelor's degrees | Master's degrees | Doctor's degrees | Associate degrees | Bachelor's degrees | Master's degrees | Doctor's degrees | Associate degrees | Bachelor's degrees | Master's degrees | Doctor's degrees |
| Any degree..... | 2,099 | 1,788 | 1,205 | 453 | 1,206 | 545 | 476 | 209 | 893 | 1,243 | 729 | 244 |
| Agriculture..... | 395 | 202 | 104 | 61 | 363 | 148 | 93 | 57 | 32 | 54 | 11 | 4 |
| ▶ Architecture and environmental design..... | 131 | 213 | 117 | 17 | 81 | 117 | 84 | 11 | 50 | 96 | 33 | 6 |
| Area and ethnic studies..... | 12 | 303 | 91 | 34 | 8 | 131 | 50 | 18 | 4 | 172 | 41 | 16 |
| Business and management..... | 1,609 | 1,313 | 636 | 107 | 1,063 | 482 | 338 | 71 | 546 | 831 | 298 | 34 |
| ▶ Communications..... | 222 | 793 | 195 | 42 | 175 | 333 | 135 | 32 | 47 | 460 | 60 | 10 |
| ▶ Communications technologies | 164 | 50 | 14 | 3 | 139 | 19 | 4 | 0 | 25 | 31 | 10 | 3 |
| Computer and information sciences..... | 595 | 1,017 | 276 | 78 | 383 | 420 | 177 | 51 | 212 | 597 | 99 | 27 |
| Education..... | 403 | 1,193 | 743 | 196 | 311 | 454 | 411 | 133 | 92 | 739 | 332 | 63 |
| Engineering..... | 283 | 376 | 246 | 156 | 256 | 203 | 162 | 107 | 27 | 173 | 84 | 49 |
| Engineering technologies..... | 1,092 | 284 | 51 | 4 | 906 | 202 | 39 | 4 | 186 | 82 | 12 | 0 |
| Foreign languages..... | 63 | 799 | 189 | 74 | 53 | 349 | 130 | 45 | 10 | 450 | 59 | 29 |
| Health sciences..... | 1,146 | 916 | 444 | 117 | 908 | 412 | 265 | 84 | 238 | 504 | 179 | 33 |
| Home economics..... | 523 | 388 | 160 | 35 | 448 | 227 | 125 | 26 | 75 | 161 | 35 | 9 |
| Law..... | 200 | 95 | 56 | 15 | 154 | 35 | 23 | 5 | 46 | 60 | 33 | 10 |
| ▶ Letters..... | 103 | 1,184 | 426 | 139 | 89 | 455 | 292 | 88 | 14 | 729 | 134 | 51 |
| Liberal/general studies..... | 1,205 | 527 | 88 | 12 | 905 | 229 | 37 | 7 | 300 | 298 | 51 | 5 |
| Library and archival sciences | 39 | 41 | 90 | 29 | 35 | 33 | 68 | 14 | 4 | 8 | 22 | 5 |
| Life sciences..... | 145 | 1,212 | 438 | 217 | 128 | 466 | 310 | 143 | 17 | 746 | 128 | 74 |
| Mathematics..... | 137 | 1,121 | 333 | 136 | 125 | 462 | 252 | 90 | 12 | 659 | 81 | 46 |
| Military sciences..... | 4 | 9 | 3 | 0 | 2 | 7 | 3 | 0 | 2 | 2 | 0 | 0 |
| Multi/interdisciplinary studies..... | 198 | 626 | 191 | 58 | 170 | 279 | 120 | 42 | 28 | 347 | 71 | 16 |
| Parks and recreation..... | 90 | 245 | 74 | 14 | 80 | 170 | 65 | 12 | 10 | 75 | 9 | 2 |
| Philosophy and religion..... | 30 | 805 | 171 | 86 | 13 | 259 | 79 | 43 | 17 | 546 | 92 | 43 |
| Theology..... | 78 | 342 | 227 | 105 | 4 | 2 | 0 | 0 | 74 | 340 | 227 | 105 |
| Physical sciences..... | 249 | 1,064 | 345 | 200 | 221 | 451 | 244 | 132 | 28 | 613 | 101 | 68 |
| Protective services..... | 727 | 392 | 102 | 6 | 671 | 224 | 72 | 6 | 56 | 168 | 30 | 0 |
| Psychology..... | 143 | 1,192 | 449 | 216 | 123 | 449 | 269 | 122 | 20 | 743 | 180 | 94 |
| Public affairs..... | 310 | 659 | 331 | 60 | 258 | 296 | 214 | 32 | 52 | 363 | 117 | 28 |
| Social sciences..... | 212 | 1,265 | 430 | 160 | 170 | 478 | 291 | 101 | 42 | 787 | 139 | 59 |
| ▶ Visual and performing arts.... | 703 | 1,151 | 372 | 91 | 567 | 433 | 233 | 56 | 136 | 718 | 139 | 35 |

*Preliminary data.

Source: U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred" survey, Washington, D.C., table 178. (This table was prepared April 1989).

Table 3-46.

Occupational distribution and average annual salaries of recent bachelors degree recipients working fulltime: February 1978 and May 1981

| Occupation | 1976-77 recipients in February 1978 | | 1979-80 recipients in May 1981 | |
|---------------------------------------|----------------------------------------|---------------------------------------------------------------|-----------------------------------|---------------------------------------------------------------|
| | Employed fulltime | Average annual salary in constant (1981) dollars (a) | Employed fulltime | Average annual salary in constant (1981) dollars (a) |
| Total..... | 610,600 | \$16,000 | 632,500 | \$15,300 |
| Business..... | 123,200 | 17,800 | 151,600 | 16,400 |
| Education..... | 100,400 | 13,100 (b) | 88,800 | 11,200 (b) |
| Engineering..... | 36,700 | 22,400 | 51,200 | 22,900 |
| Health professional..... | 43,400 | 17,700 | 42,600 | 17,400 |
| Public affairs..... | 22,300 | 12,100 | 28,100 | 11,800 |
| Biological and physical sciences..... | 7,400 | 16,800 | 9,600 | 15,400 |
| Fine arts..... | 10,800 | 15,300 | 15,100 | 18,700 |
| Social sciences and psychology..... | 6,200 | 17,200 | 2,100 | 15,900 |
| Research..... | 3,600 | 12,700 | 10,500 | 13,400 |
| Communications..... | 11,200 | 13,600 | 8,300 | 13,000 |
| Computer science..... | 12,000 | 20,400 | 21,400 | 19,800 |
| Technician..... | 27,800 | 14,600 | 25,000 | 14,700 |
| Other professional..... | 9,200 | 16,600 | 10,900 | 14,500 |
| Sales..... | 44,300 | 17,400 | 58,400 | 16,300 |
| Clerical and secretarial..... | 76,000 | 13,100 | 61,300 | 11,400 |
| Crafts and operatives..... | 33,000 | 17,500 | 16,800 | 15,900 |
| Other nonprofessional..... | 41,700 | 15,400 | 30,900 | 12,000 |
| Occupation not reported..... | 1,400 | 17,500 | NA | NA |

NA - Not applicable.

Note: See table 3-38 for methodological note.

(a) Reported salaries of full-time workers under \$3,000 in 1978 and \$4,200 in 1981 were excluded from the tabulations.

(b) Most educators work 9- to 10-month contracts. Their salaries when adjusted for a 12-month period averaged \$16,300 in February 1978 and \$14,000 in May 1981 in constant (1981) dollars.

Data exclude bachelor's recipients from U.S. Service Schools. Data also do not include deceased graduates and graduates living at foreign addresses at the time of the survey.

Source: U.S. Department of Education, National Center for Education Statistics, Recent College Graduates Survey 1978 and 1981, unpublished tabulations (December 1982). Reprinted from: National Center for Education Statistics, The Condition of Education: 1983 Edition, p. 128.

As included in Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 1.1.

Table 3-45.

Changes in performance on Graduate Record Examination tests: between 1964 and 1985 (unless otherwise noted)

| Descriptive term and tests | Change (in standard deviation units) |
|-----------------------------------------|--------------------------------------|
| Large increase: | |
| Mathematics (Area test)..... | +.42 |
| Moderate increase: | |
| None..... | --- |
| Small increase: | |
| Physics (Area test)..... | +.12 |
| No change: | |
| Quantitative (General examination)..... | +.09 |
| Biology (Area test)..... | +.02 |
| Economics (Area test)..... | .00 |
| Engineering (Area test)..... | -.03 |
| Chemistry (Area test)..... | -.06 |
| Small decline: | |
| Psychology (Area test)..... | -.16 |
| Moderate decline: | |
| Music (Area test: 1966-1985)..... | -.23 |
| Education (Area test)..... | -.24 |
| Geology (Area test: 1967-1985)..... | -.27 |
| Large decline: | |
| Verbal (General examination)..... | -.44 |
| Literature in English (Area test)..... | -.62 |
| History (Area test)..... | -.70 |
| Extreme decline: | |
| Sociology (Area test)..... | -.90 |
| Political Science (Area test)..... | -1.08 |

Source: Clifford Adelman, The Standardized Test Scores of College Graduates, 1964-1982, U.S. Department of Education, Washington, D.C., Office of Educational Research and Improvement, 1985, and special tabulations. As included in U.S. Department of Education, Center for Education Statistics, The Condition of Education: 1987, Washington, D.C., September 1987, p. 98.

Methodological note: The Graduate Record Examinations (GRE's) are designed to measure the academic abilities and achievement of graduate school applicants. In 1984-85, some 272,000 college graduates and soon-to-be graduates took the Graduate Record Subject Area Tests. Approximately 85 percent of these test-takers were U.S. citizens. The table presents changes in student performance between 1964 and 1985 on two sections of the GRE General Examination (verbal and quantitative) and on 14 subject area tests for which there were 1,000 or more test-takers in 1984-85. The changes are presented in terms of Standard Deviation Units (SDU's), a statistical method for standardizing changes in scores from tests with different scales. Given the 21-year time frame, SDU's measure change more accurately than average scores because they account for possible differences in the range of scores. Because of the ways in which the data from these tests were reported before 1975, it is not possible to separate the performance of U.S. citizens from that of foreign students in this table. Based on post-1975 data, though, it is fair to say that the performance of foreign students has a negative impact on results in tests requiring verbal ability and a positive impact on results in tests requiring mathematical ability. This table should not be interpreted as an indicator of the quality of higher education in the United States. In general, the table reflects the performance of a self-selected--through large--group of test-takers who have higher educational aspirations than most of their peers.

Table 3-44.
Mean number of semester credits completed by bachelors degree recipients by major and course
area: 1972-1976 and 1980-1984

| Selected college majors | Course areas | | | | | | | | | |
|------------------------------|--------------|----------|---------------------|-----------|-------------|-------------|------------------------|---------------------|-------------------|-------|
| | Total | Business | Computer science | Education | Engineering | Mathematics | Biological sciences | Physical science | Social science | Other |
| 1972-76 (a) | | | | | | | | | | |
| Mean, all majors..... | 124.0 | 7.8 | 1.0 | 9.7 | 2.3 | 7.4 | 7.6 | 9.0 | 30.3 | 48.8 |
| Business and management..... | 124.4 | 41.2 | 2.3 | 0.5 | 0.4 | 10.2 | 2.5 | 4.8 | 30.4 | 32.0 |
| Computer science..... | 133.3 | 6.6 | 33.5 | 0.4 | 5.3 | 22.4 | 1.9 | 7.8 | 20.6 | 34.8 |
| Education..... | 126.4 | 0.9 | 0.3 | 40.2 | NA | 5.0 | 5.5 | 4.3 | 23.9 | 46.4 |
| Engineering..... | 134.8 | 1.6 | 2.0 | 0.1 | 50.0 | 18.2 | 1.3 | 20.5 | 14.0 | 27.1 |
| English..... | 117.8 | 0.5 | 0.1 | 7.8 | 0.1 | 3.2 | 3.4 | 3.4 | 24.2 | 75.2 |
| Fine arts..... | 124.9 | 0.3 | 0.1 | 6.6 | NA | 1.3 | 2.5 | 2.1 | 13.6 | 98.4 |
| Life sciences..... | 122.2 | 0.4 | 0.8 | 1.7 | NA | 8.4 | 35.6 | 26.2 | 17.8 | 31.3 |
| Physical sciences..... | 122.7 | 0.8 | 1.4 | 0.9 | 1.9 | 16.2 | 9.6 | 49.5 | 13.1 | 29.2 |
| Psychology..... | 119.1 | 2.0 | 0.5 | 5.9 | 0.3 | 5.5 | 6.2 | 5.9 | 56.0 | 36.9 |
| Social sciences..... | 120.6 | 3.4 | 0.4 | 3.3 | 0.4 | 5.3 | 3.2 | 4.3 | 60.3 | 40.1 |
| 1980-84 (b) | | | | | | | | | | |
| Mean, all majors..... | 123.5 | 12.8 | 3.3 | 6.2 | 4.6 | 8.4 | 5.3 | 8.1 | 27.5 | 47.2 |
| Business and management..... | 122.8 | 41.2 | 4.5 | 0.6 | 1.1 | 8.9 | 2.2 | 3.9 | 27.5 | 32.7 |
| Computer science..... | 129.3 | 11.8 | 27.9 | 0.3 | 4.7 | 21.3 | 1.8 | 8.5 | 19.0 | 33.9 |
| Education..... | 127.4 | 0.7 | 0.3 | 45.5 | 0.1 | 4.4 | 4.4 | 3.8 | 20.8 | 47.3 |
| Engineering..... | 132.3 | 1.0 | 2.3 | 0.8 | 52.5 | 16.2 | 1.1 | 20.2 | 12.3 | 25.9 |
| English..... | 114.8 | 1.7 | 1.5 | 6.9 | NA | 2.2 | 2.1 | 4.7 | 21.4 | 74.4 |
| Fine arts..... | 120.5 | 1.7 | 0.6 | 5.1 | NA | 1.7 | 2.7 | 1.5 | 14.1 | 93.1 |
| Life sciences..... | 121.9 | 0.7 | 1.5 | 1.9 | 0.2 | 10.1 | 33.5 | 22.6 | 18.1 | 33.3 |
| Physical sciences..... | 124.3 | 0.2 | 4.9 | 0.1 | 2.0 | 14.1 | 12.9 | 48.7 | 11.6 | 30.0 |
| Psychology..... | 120.7 | 3.0 | 2.7 | 2.1 | NA | 6.5 | 5.8 | 4.2 | 55.2 | 41.2 |
| Social sciences..... | 119.2 | 6.0 | 1.4 | 1.0 | 0.5 | 5.4 | 4.4 | 5.1 | 52.0 | 43.3 |

NA - Data not reported or not applicable.

Note: Because of rounding, details may not add to totals.

(a) Sample survey based on 1972 high school seniors who completed bachelors degrees by 1976.

(b) Sample survey based on 1980 high school seniors who completed bachelors degrees by 1984.

Source: U.S. Department of Education, Center for Education Statistics, High School and Beyond survey. (This table was prepared in April 1986.)

As included in U.S. Department of Education, Center for Education Statistics, Digest of Education Statistics: 1987, U.S. Government Printing Office, Washington, D.C., May 1987, table 191, p. 220.

Table 3-43b.

Associate degrees and other subbaccalaureate awards in arts related fields, by length and type of curriculum and sex of students: 1986-1987

| Field of study | Less than 1-year awards | | | 1- to 4-year awards | | | Associate degrees | | |
|--------------------------------------------|-------------------------|--------|--------|---------------------|--------|--------|-------------------|---------|---------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| Total | 43,933 | 21,253 | 22,680 | 109,613 | 48,598 | 61,015 | 437,137 | 191,525 | 245,612 |
| Architecture and environmental design..... | 5 | 0 | 5 | 593 | 61 | 532 | 1,662 | 228 | 1,434 |
| Communications..... | 249 | 177 | 72 | 461 | 313 | 148 | 1,590 | 893 | 697 |
| Communications technologies..... | 31 | 21 | 10 | 283 | 157 | 126 | 1,947 | 1,168 | 779 |
| Letters..... | 52 | 16 | 36 | 14 | 10 | 4 | 508 | 159 | 349 |
| Visual and performing arts..... | 1,805 | 1,430 | 375 | 7,962 | 6,376 | 1,586 | 14,550 | 8,455 | 6,105 |
| Fine arts, general..... | 4 | 1 | 3 | 47 | 23 | 24 | 1,011 | 358 | 653 |
| Graphic arts technician..... | 0 | 0 | 0 | 193 | 98 | 95 | 721 | 267 | 454 |
| Precision production..... | 1,680 | 1,422 | 258 | 7,333 | 6,089 | 1,244 | 9,204 | 6,417 | 2,787 |
| Visual and performing arts, other..... | 121 | 7 | 114 | 389 | 166 | 223 | 3,624 | 1,413 | 2,211 |

Source: U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred, 1986-87" survey, Washington, D.C., 1989, table 171. (This table was prepared April 1989)

Table 3-43a.

Associate degrees and other subbaccalaureate awards, by length and type of curriculum: 1982-83 to 1986-87 (continued from previous page)

| Field of study | 1- to 4-year awards | | | | | Associate degrees | | | | |
|--------------------------------------------------|---------------------|---------|---------|---------|---------|-------------------|---------|---------|---------|---------|
| | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
| Physical sciences, other..... | 2 | 15 | 28 | 19 | 8 | 1,704 | 1,508 | 1,055 | 1,053 | 1,125 |
| Psychology..... | 20 | 54 | 38 | 54 | 53 | 1,031 | 1,088 | 983 | 939 | 1,011 |
| Protective services..... | 1,692 | 1,661 | 1,832 | 2,066 | 2,141 | 13,163 | 11,983 | 12,305 | 12,096 | 11,960 |
| Criminal justice administration and studies..... | 394 | 444 | 444 | 510 | 1,202 | 5,996 | 5,666 | 5,533 | 5,579 | 6,203 |
| Law enforcement and security services..... | 561 | 641 | 870 | 1,019 | 494 | 4,074 | 4,019 | 4,211 | 4,167 | 3,708 |
| Fire control and safety..... | 235 | 380 | 373 | 394 | 380 | 2,150 | 1,671 | 1,724 | 1,666 | 1,449 |
| Protective services, other..... | 502 | 196 | 145 | 143 | 65 | 943 | 627 | 837 | 684 | 600 |
| Public affairs..... | 937 | 906 | 1,069 | 614 | 548 | 4,344 | 4,027 | 3,675 | 3,649 | 3,553 |
| Transportation and material moving..... | 634 | 558 | 734 | 296 | 277 | 1,620 | 1,601 | 1,561 | 1,338 | 1,284 |
| Public affairs, other..... | 303 | 348 | 335 | 318 | 271 | 2,724 | 2,426 | 2,114 | 2,311 | 2,269 |
| Social sciences..... | 42 | 8 | 15 | 179 | 127 | 2,958 | 2,734 | 2,587 | 2,540 | 2,620 |
| ▶ Visual and performing arts..... | 11,048 | 9,811 | 8,926 | 8,380 | 7,962 | 15,284 | 14,503 | 13,742 | 13,961 | 14,560 |
| Fine arts, general..... | 50 | 57 | 76 | 69 | 47 | 1,422 | 1,074 | 1,033 | 924 | 1,011 |
| Visual arts technician..... | 187 | 181 | 215 | 237 | 193 | 2,131 | 1,972 | 1,686 | 1,855 | 721 |
| Precision production..... | 10,257 | 8,967 | 8,199 | 7,609 | 7,333 | 8,691 | 9,166 | 8,711 | 9,104 | 9,204 |
| Visual and performing arts, other..... | 554 | 606 | 436 | 465 | 389 | 3,040 | 2,291 | 2,312 | 2,078 | 3,624 |
| Undistributed..... | 0 | 0 | 0 | 0 | 232 | 0 | 0 | 2,537 | 1,034 | 146 |

Source: U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys, Washington, D.C., 1989, table 170. (This table was prepared April 1989)

Table 3-43a.

Associate degrees and other subbaccalaureate awards, by length and type of curriculum: 1982-83 to 1986-87 (continued on next page)

| Field of study | 1- to 4-year awards | | | | | Associate degrees | | | | |
|-----------------------------------------------------------|---------------------|---------|---------|---------|---------|-------------------|---------|---------|---------|---------|
| | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 | 1982-83 | 1983-84 | 1984-85 | 1985-86 | 1986-87 |
| Total | 120,024 | 124,633 | 123,680 | 120,380 | 109,613 | 456,441 | 452,416 | 454,712 | 446,047 | 437,137 |
| Agriculture and natural resources, total..... | 3,398 | 2,970 | 2,969 | 2,891 | 1,640 | 7,760 | 6,879 | 6,554 | 5,741 | 5,428 |
| Agricultural business and agricultural production..... | 2,382 | 2,150 | 2,216 | 2,087 | 1,389 | 4,779 | 4,395 | 4,175 | 3,651 | 3,655 |
| Agricultural science..... | 821 | 614 | 583 | 591 | 107 | 1,506 | 1,367 | 1,393 | 1,096 | 806 |
| Renewable natural resources..... | 195 | 206 | 170 | 213 | 144 | 1,475 | 1,117 | 986 | 994 | 967 |
| ▶ Architecture and environmental design..... | 293 | 400 | 411 | 550 | 593 | 1,689 | 1,495 | 1,490 | 1,432 | 1,662 |
| Area and ethnic studies..... | 3 | 15 | 20 | 64 | 208 | 23 | 30 | 32 | 33 | 19 |
| Business and management..... | 33,294 | 37,106 | 39,014 | 38,716 | 34,886 | 120,236 | 120,034 | 120,731 | 117,358 | 115,197 |
| Accounting..... | 814 | 799 | 680 | 748 | 775 | 6,146 | 6,128 | 5,527 | 5,094 | 5,253 |
| Business and management, general..... | 829 | 668 | 685 | 642 | 836 | 13,956 | 13,934 | 12,887 | 12,163 | 12,363 |
| Business administration and management..... | 715 | 609 | 682 | 825 | 870 | 19,717 | 18,683 | 19,530 | 18,988 | 21,911 |
| Business and management, other..... | 6,144 | 7,783 | 6,579 | 5,984 | 1,846 | 11,711 | 11,424 | 11,307 | 11,268 | 9,841 |
| Business data processing..... | 4,005 | 4,768 | 4,363 | 4,179 | 3,213 | 16,307 | 18,709 | 18,835 | 15,926 | 13,294 |
| Secretarial and related programs..... | 12,202 | 13,354 | 15,160 | 15,130 | 14,015 | 20,830 | 21,070 | 21,845 | 21,095 | 20,019 |
| Business and office, other | 2,589 | 2,409 | 3,408 | 3,475 | 3,881 | 15,079 | 14,082 | 14,378 | 15,373 | 14,877 |
| Marketing and distribution..... | 2,617 | 2,690 | 2,736 | 3,144 | 4,552 | 15,622 | 15,214 | 15,624 | 16,553 | 16,938 |
| Consumer and personal services..... | 3,379 | 4,026 | 4,721 | 4,589 | 4,897 | 868 | 790 | 798 | 898 | 701 |
| ▶ Communications..... | 135 | 115 | 154 | 119 | 461 | 2,049 | 1,881 | 1,846 | 2,055 | 1,590 |
| ▶ Communications technologies..... | 289 | 216 | 232 | 314 | 283 | 1,821 | 1,871 | 2,270 | 1,929 | 1,947 |
| Computer and information sciences..... | 1,960 | 2,327 | 2,453 | 1,889 | 1,977 | 10,065 | 12,824 | 12,677 | 10,704 | 9,098 |
| Education..... | 407 | 532 | 561 | 573 | 661 | 7,653 | 7,652 | 7,580 | 7,391 | 7,309 |
| Engineering..... | 121 | 521 | 233 | 465 | 113 | 3,699 | 4,459 | 3,881 | 5,256 | 4,518 |
| Engineering technologies..... | 34,146 | 32,353 | 31,212 | 28,419 | 28,297 | 58,898 | 57,735 | 59,951 | 58,083 | 58,191 |
| Mechanics and repairers..... | 14,657 | 14,811 | 14,795 | 13,418 | 12,308 | 9,177 | 9,253 | 8,666 | 10,996 | 11,023 |
| Construction trades..... | 5,608 | 4,062 | 3,499 | 3,289 | 3,204 | 2,407 | 2,179 | 2,341 | 2,131 | 2,082 |
| Engineering technologies, other | 13,881 | 13,480 | 12,918 | 11,712 | 12,785 | 47,314 | 46,303 | 48,944 | 44,956 | 45,086 |
| Foreign languages..... | 39 | 38 | 39 | 63 | 13 | 355 | 326 | 388 | 437 | 426 |
| Health sciences..... | 25,880 | 28,376 | 27,220 | 25,789 | 22,310 | 66,448 | 68,270 | 68,453 | 66,559 | 62,545 |
| Dental assisting..... | 2,958 | 3,037 | 2,912 | 2,623 | 2,595 | 4,560 | 4,389 | 4,160 | 4,051 | 4,017 |
| Emergency medical technician- ambulance..... | 500 | 718 | 573 | 721 | 668 | 500 | 139 | 74 | 88 | 63 |
| Emergency medical technician- paramedic..... | 550 | 579 | 596 | 546 | 454 | 201 | 186 | 211 | 267 | 307 |
| Medical lab technician..... | 105 | 85 | 33 | 110 | 190 | 2,712 | 3,037 | 2,788 | 2,609 | 2,352 |
| Medical assisting..... | 1,495 | 1,851 | 1,786 | 1,653 | 2,878 | 1,835 | 1,932 | 2,196 | 2,004 | 4,037 |
| Nursing assisting..... | 1,541 | 2,972 | 3,067 | 3,096 | 1,200 | 97 | 140 | 133 | 33 | 24 |
| Practical nursing..... | 12,555 | 12,910 | 12,322 | 10,570 | 8,748 | 1,622 | 1,389 | 1,252 | 991 | 607 |
| Nursing, general..... | 471 | 466 | 581 | 674 | 994 | 37,395 | 40,114 | 40,334 | 38,610 | 38,191 |
| Health sciences, other..... | 5,705 | 5,758 | 5,350 | 5,796 | 4,583 | 17,526 | 16,944 | 17,305 | 17,906 | 12,947 |
| Home economics..... | 3,962 | 3,991 | 3,762 | 4,099 | 3,603 | 9,369 | 9,247 | 9,611 | 9,469 | 9,311 |
| Law..... | 452 | 632 | 781 | 819 | 755 | 1,742 | 1,813 | 2,060 | 2,259 | 2,501 |
| ▶ Letters..... | 16 | 186 | 54 | 226 | 14 | 638 | 630 | 617 | 548 | 508 |
| Liberal/general studies | 683 | 1,273 | 1,343 | 1,754 | 907 | 109,619 | 108,019 | 106,396 | 107,671 | 108,207 |
| Library and archival sciences. | 83 | 69 | 89 | 66 | 63 | 218 | 155 | 128 | 126 | 117 |
| Life sciences..... | 118 | 88 | 82 | 81 | 6 | 1,109 | 1,209 | 1,121 | 998 | 907 |
| Mathematics..... | 2 | 28 | 18 | 99 | 19 | 809 | 783 | 789 | 602 | 667 |
| Military sciences..... | 0 | 0 | 11 | 970 | 959 | 88 | 87 | 23 | 30 | 50 |
| Multi/interdisciplinary studies..... | 117 | 121 | 139 | 134 | 36 | 10,339 | 8,218 | 8,525 | 9,581 | 9,796 |
| Parks and recreation..... | 120 | 61 | 113 | 147 | 99 | 1,022 | 731 | 728 | 634 | 556 |
| Philosophy and religion..... | 49 | 12 | 65 | 161 | 80 | 193 | 144 | 138 | 114 | 100 |
| Theology..... | 639 | 677 | 724 | 559 | 460 | 677 | 712 | 701 | 705 | 578 |
| Physical sciences..... | 79 | 86 | 101 | 120 | 107 | 3,142 | 2,877 | 2,193 | 2,107 | 2,059 |
| Science technologies..... | 77 | 71 | 73 | 101 | 99 | 1,438 | 1,369 | 1,138 | 1,054 | 934 |

Table 3-42.

Bachelors, masters, and doctors degrees conferred by institutions of higher education in selected arts-related fields, by sex of student and field of study: 1986-87 (continued from previous page)

| Field of study | Bachelors degrees requiring 4 or 5 years | | | Masters degrees | | | Doctors degrees (Ph.D., Ed.D., etc.) | | |
|-------------------------------------------|---------------------------------------------|--------|--------|-----------------|-------|-------|-----------------------------------------|-----|-------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| Letters, total | 37,133 | 12,684 | 24,449 | 6,123 | 2,140 | 3,983 | 1,181 | 515 | 666 |
| English, general | 25,754 | 8,427 | 17,327 | 3,884 | 1,344 | 2,540 | 659 | 281 | 378 |
| Classics | 362 | 184 | 178 | 92 | 54 | 38 | 49 | 26 | 23 |
| Comparative literature | 615 | 221 | 394 | 185 | 72 | 113 | 108 | 48 | 60 |
| Composition | 147 | 59 | 88 | 10 | 4 | 6 | 1 | 0 | 1 |
| Creative writing | 470 | 193 | 277 | 410 | 178 | 232 | 1 | 0 | 1 |
| Linguistics | 474 | 140 | 334 | 541 | 195 | 346 | 171 | 74 | 97 |
| Literature, American | 26 | 9 | 17 | 9 | 0 | 9 | 6 | 2 | 4 |
| Literature, English | 1,318 | 432 | 886 | 206 | 65 | 141 | 72 | 30 | 42 |
| Rhetoric | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Speech, debate, and forensics | 6,817 | 2,645 | 4,172 | 576 | 177 | 399 | 79 | 40 | 39 |
| Technical and business writing | 130 | 51 | 79 | 80 | 26 | 54 | 0 | 0 | 0 |
| Letters, other | 1,020 | 323 | 697 | 130 | 25 | 105 | 35 | 14 | 21 |
| Visual and performing arts, total | 36,223 | 13,783 | 22,440 | 8,506 | 3,757 | 4,749 | 792 | 447 | 345 |
| Visual and performing arts, general | 1,549 | 539 | 1,010 | 227 | 99 | 128 | 1 | 1 | 0 |
| Crafts | 352 | 84 | 268 | 88 | 31 | 57 | 0 | 0 | 0 |
| Dance | 675 | 79 | 596 | 186 | 25 | 161 | 4 | 0 | 4 |
| Design | 4,513 | 1,754 | 2,759 | 279 | 126 | 153 | 0 | 0 | 0 |
| Dramatic arts | 4,563 | 1,869 | 2,694 | 1,108 | 564 | 544 | 84 | 55 | 29 |
| Film arts, total | 1,639 | 967 | 672 | 368 | 220 | 148 | 6 | 4 | 2 |
| Cinematography/film | 615 | 389 | 226 | 213 | 129 | 84 | 6 | 4 | 2 |
| Photography | 641 | 334 | 307 | 86 | 46 | 40 | 0 | 0 | 0 |
| Film arts, other | 383 | 244 | 139 | 69 | 45 | 24 | 0 | 0 | 0 |
| Fine arts, total | 14,804 | 4,680 | 10,124 | 2,738 | 998 | 1,740 | 175 | 54 | 121 |
| Fine arts, general | 9,830 | 3,260 | 6,570 | 1,573 | 626 | 947 | 44 | 18 | 26 |
| Art history and appreciation | 1,789 | 351 | 1,438 | 386 | 71 | 315 | 110 | 30 | 80 |
| Arts management | 73 | 12 | 61 | 67 | 24 | 45 | 1 | 0 | 1 |
| Painting | 783 | 278 | 505 | 177 | 80 | 97 | 0 | 0 | 0 |
| Fine arts, other | 2,329 | 779 | 1,550 | 533 | 197 | 336 | 20 | 6 | 14 |
| Graphic arts technology | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Music, total | 6,924 | 3,256 | 3,668 | 3,454 | 1,669 | 1,785 | 518 | 329 | 189 |
| Music, general | 3,697 | 1,680 | 2,017 | 1,249 | 598 | 651 | 236 | 148 | 88 |
| Music history and appreciation | 56 | 23 | 33 | 52 | 32 | 20 | 29 | 16 | 13 |
| Music performance | 2,313 | 1,069 | 1,244 | 1,629 | 761 | 868 | 164 | 96 | 68 |
| Music theory and composition | 276 | 197 | 79 | 218 | 138 | 80 | 53 | 40 | 13 |
| Music, other | 582 | 287 | 295 | 306 | 140 | 166 | 36 | 29 | 7 |
| Precision production | 423 | 199 | 224 | 3 | 2 | 1 | 0 | 0 | 0 |
| Visual and performing arts, other | 781 | 356 | 425 | 55 | 23 | 32 | 4 | 4 | 0 |

Note: Aggregations by field of study derived from the Classification of Instructional Programs produced by the Center for Education Statistics.

Source: U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred, 1985-86" survey, Washington, D.C., 1989, table 172 (This table was prepared April 1989)

Table 3-42.

Bachelors, masters, and doctors degrees conferred by institutions of higher education in selected arts-related fields, by sex of student and field of study: 1986-87 (continued on next page)

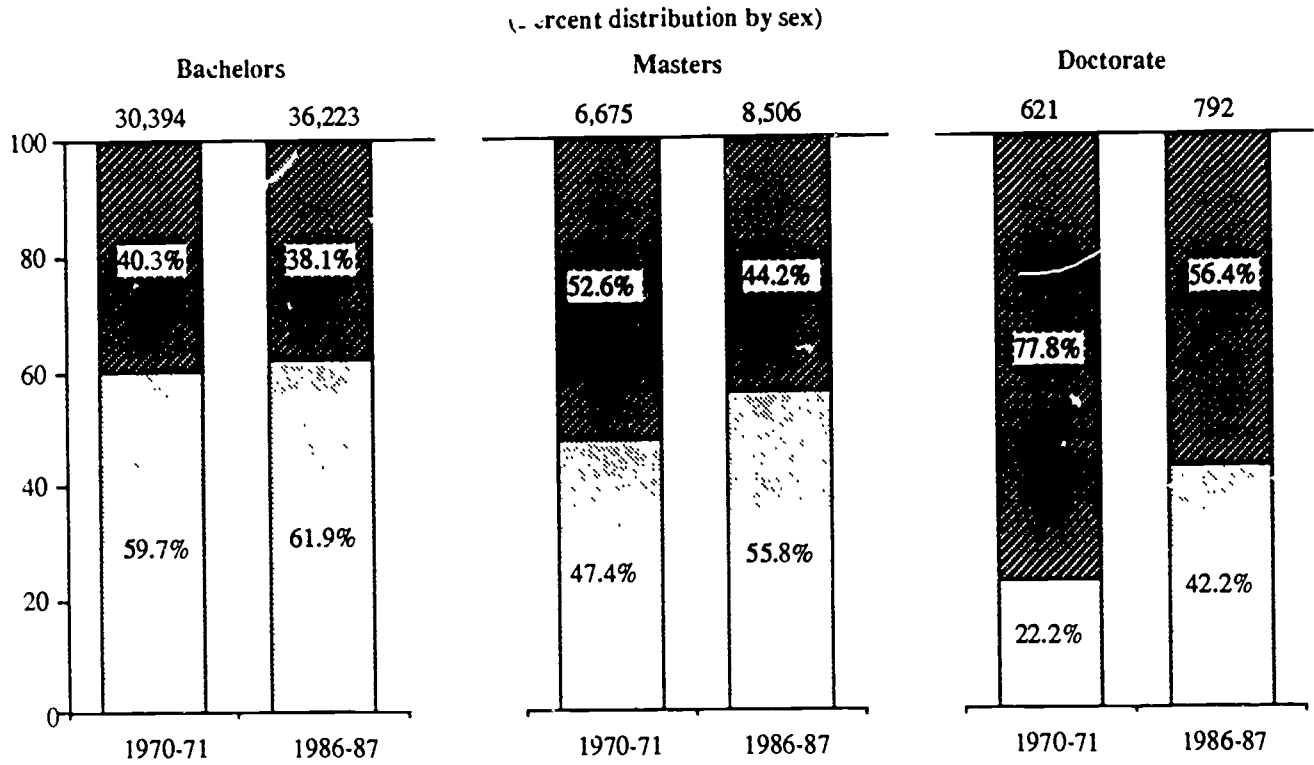
| Field of study | Bachelors degrees requiring 4 or 5 years | | | Masters degrees | | | Doctors degrees (Ph.D., Ed.D., etc.) | | |
|-------------------------------------------------------------|---------------------------------------------|---------|---------|-----------------|---------|---------|-----------------------------------------|--------|--------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| All fields | 991,339 | 480,854 | 510,485 | 289,557 | 141,363 | 148,194 | 34,127 | 22,099 | 12,021 |
| Architecture and environmental design, total | 8,922 | 5,590 | 3,332 | 3,142 | 2,073 | 1,069 | 92 | 66 | 26 |
| Architecture and environmental design, general | 742 | 515 | 227 | 26 | 11 | 15 | 3 | 2 | 1 |
| Architecture | 4,350 | 3,250 | 1,100 | 1,622 | 1,172 | 450 | 24 | 21 | 3 |
| City, community, and regional planning | 309 | 221 | 88 | 815 | 532 | 283 | 56 | 35 | 21 |
| Environmental design | 690 | 46 | 226 | 36 | 18 | 18 | 1 | 0 | 1 |
| Interior design | 1,456 | 160 | 1,296 | 37 | 4 | 33 | 0 | 0 | 0 |
| Landscape architecture | 812 | 544 | 268 | 271 | 125 | 146 | 1 | 1 | 0 |
| Urban design | 2 | 2 | 0 | 81 | 54 | 27 | 2 | 2 | 0 |
| Architecture and environmental design, other | 561 | 434 | 127 | 254 | 157 | 97 | 5 | 5 | 0 |
| Communications and communications technologies, total | 45,408 | 18,155 | 27,253 | 3,937 | 1,606 | 2,331 | 275 | 158 | 117 |
| Communications, total | 43,969 | 17,388 | 26,581 | 3,666 | 1,457 | 2,209 | 273 | 157 | 116 |
| Communications, general | 20,243 | 7,676 | 12,567 | 1,473 | 573 | 900 | 204 | 113 | 91 |
| Advertising | 2,665 | 948 | 1,717 | 165 | 70 | 95 | 4 | 2 | 2 |
| Communications, research | 106 | 28 | 78 | 3 | 2 | 1 | 11 | 7 | 4 |
| Journalism (mass communications) | 10,891 | 3,963 | 6,928 | 1,217 | 481 | 736 | 25 | 18 | 7 |
| Public relations | 1,376 | 405 | 971 | 60 | 13 | 47 | 0 | 0 | 0 |
| Radio/television news broadcasting | 942 | 428 | 514 | 10 | 1 | 9 | 0 | 0 | 0 |
| Radio/television, general | 5,604 | 3,032 | 2,572 | 244 | 132 | 112 | 12 | 9 | 3 |
| Communications, other | 2,142 | 908 | 1,234 | 494 | 185 | 309 | 17 | 8 | 9 |
| Communications technologies, total | 1,439 | 767 | 672 | 271 | 149 | 122 | 2 | 1 | 1 |
| Motion picture technology | 55 | 43 | 12 | 0 | 0 | 0 | 0 | 0 | 0 |
| Photographic technology | 27 | 14 | 13 | 0 | 0 | 0 | 0 | 0 | 0 |
| Radio and television technology | 1,233 | 646 | 587 | 198 | 106 | 92 | 2 | 1 | 1 |
| Communications technologies, other | 124 | 64 | 60 | 73 | 43 | 30 | 0 | 0 | 0 |
| Art education | 1,213 | 217 | 996 | 620 | 143 | 477 | 49 | 18 | 31 |
| Music education | 3,109 | 1,275 | 1,834 | 955 | 425 | 530 | 87 | 47 | 40 |

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Chart 3-13.

Percentage distribution of bachelors, masters, and doctorate degrees in the performing arts by sex: 1970-71 and 1986-87

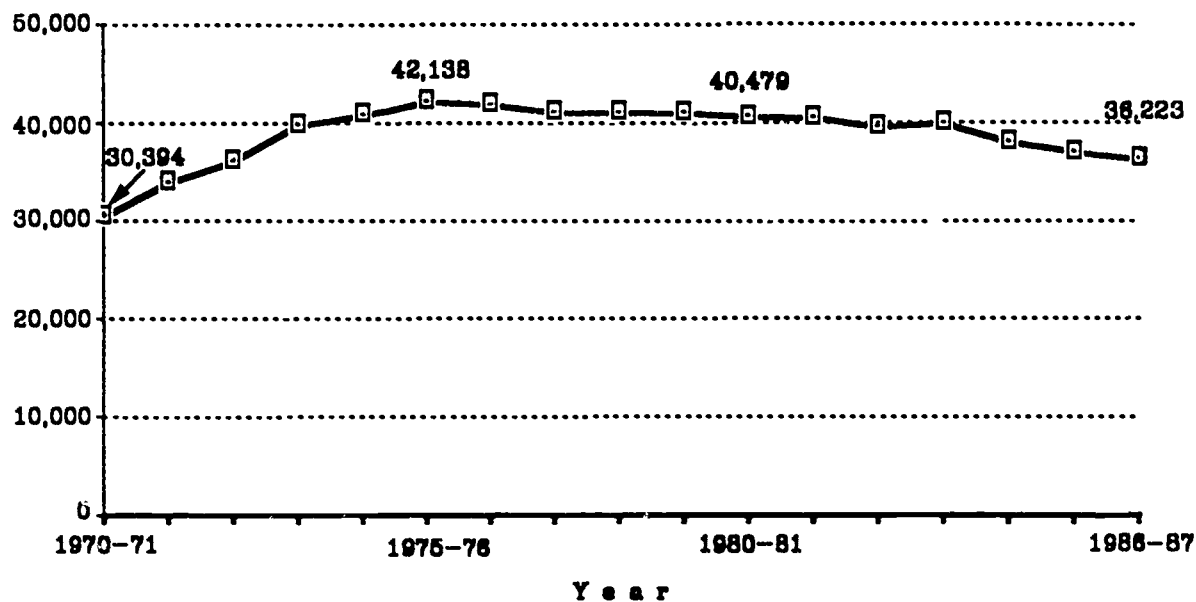
 Men
 Women



Source. U.S. Department of Education, Center for Education Statistics. "Degrees and Other Formal Awards Conferred" surveys; See table 3-41 for full citation.

Chart 3-12.

Earned bachelors degrees in visual and performing arts: 1970-1987



Source: U.S. Department of Education, Center for Education Statistics;
See table 3-41 for full citation.

Table 3-41.
Earned degrees in visual and performing arts conferred by institutions of higher education, by level of degree and sex of student: 1970-71 to 1986-87

| Year | Bachelors degrees | | | Masters degrees | | | Doctors degrees | | |
|--------------|-------------------|--------|--------|-----------------|-------|-------|-----------------|-----|-------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| 1970-71..... | 30,394 | 12,256 | 18,138 | 6,675 | 3,510 | 3,165 | 621 | 483 | 138 |
| 1971-72..... | 33,831 | 13,580 | 20,251 | 7,537 | 4,049 | 3,488 | 572 | 428 | 144 |
| 1972-73..... | 36,017 | 14,267 | 21,750 | 7,254 | 4,005 | 3,249 | 616 | 449 | 167 |
| 1973-74..... | 39,730 | 15,821 | 23,909 | 8,001 | 4,325 | 2,676 | 585 | 440 | 145 |
| 1974-75..... | 40,782 | 15,532 | 25,250 | 8,362 | 4,448 | 3,914 | 649 | 446 | 203 |
| 1975-76..... | 42,138 | 16,491 | 25,647 | 8,817 | 4,507 | 4,310 | 620 | 447 | 173 |
| 1976-77..... | 41,793 | 16,166 | 25,627 | 8,636 | 4,211 | 4,425 | 662 | 447 | 215 |
| 1977-78..... | 40,951 | 15,572 | 25,379 | 9,036 | 4,327 | 4,709 | 708 | 448 | 260 |
| 1978-79..... | 40,969 | 15,380 | 25,589 | 8,524 | 3,933 | 4,591 | 700 | 454 | 246 |
| 1979-80..... | 40,892 | 15,065 | 25,827 | 8,708 | 4,067 | 4,641 | 655 | 413 | 242 |
| 1980-81..... | 40,479 | 14,798 | 25,681 | 8,629 | 4,056 | 4,573 | 654 | 396 | 258 |
| 1981-82..... | 40,422 | 14,819 | 25,603 | 8,746 | 3,866 | 4,880 | 670 | 380 | 290 |
| 1982-83..... | 39,469 | 14,699 | 24,770 | 8,742 | 4,011 | 4,731 | 692 | 404 | 288 |
| 1983-84..... | 39,833 | 15,103 | 24,730 | 8,520 | 3,897 | 4,623 | 728 | 406 | 322 |
| 1984-85..... | 37,936 | 14,506 | 23,430 | 8,714 | 3,897 | 4,817 | 693 | 407 | 286 |
| 1985-86..... | 36,949 | 14,284 | 22,665 | 8,416 | 3,775 | 4,641 | 722 | 396 | 326 |
| 1986-87..... | 36,223 | 13,783 | 22,440 | 8,506 | 3,757 | 4,749 | 792 | 447 | 345 |

Note: Includes degrees in fine arts, general; art; art history and appreciation; music (performing, composition, theory); music (liberal arts program); music history and appreciation; dramatic arts; dance; applied design; cinematography; photography; and other fine and applied arts.

Source: (1970-71 to 1985-86) U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys. (This table was prepared November 1986.)

As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics: 1987, U.S. Government Printing Office, Washington, D.C., September 1988, table 207, p. 242. (1986-87) U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred, 1985-86" Survey. (This table was prepared April 1989), Washington, D.C., table 172.

Methodological note: The Higher Education General Information Survey (HEGIS) is a coordinated effort administered by the Center for Education Statistics (CES). Its purpose is to acquire and maintain statistical data on the characteristics and operations of institutions of higher education. HEGIS, developed in 1966, is an annual universe survey of institutions listed in the latest Education Directory, Colleges and Universities.

The Degrees and Other Formal Awards Conferred Survey has been part of the HEGIS series since its beginning. For the 1970-71 survey, however, the taxonomy used for classifying programs or areas in which degrees were awarded was changed. Once again in the 1982-83 academic year, a different taxonomy, Classification of Instructional Programs (CIP), was introduced. The information from survey years 1970-71 through 1981-82 is directly comparable, but care must be taken if information before and after these dates is included in any comparison. The response rate, which has been approximately 90 percent over the years, does not appear to be a significant source of nonsampling error for this survey. Because of the high response rate, nonsampling error caused by imputation would also be minimal.

The major sources of nonsampling error for this survey are the differences in the HEGIS program taxonomies and taxonomies used by the school, and the classification of double majors and double degrees. In the validation study conducted in 1979, it was found that the sources of nonsampling error noted above contributed to an error rate of 0.3 percent overreporting of bachelors degrees and 1.3 percent overreporting of masters degrees. The differences, however, varied greatly among fields. Over 50 percent of the fields selected for the study had no errors identified. The major categories of fields that had large differences were these: business and management, education, engineering, letters, and psychology. With few exceptions, differences in proportion to the published figures were less than 1 percent for most of the selected fields that had some errors. Note taken from the The Condition of Education: 1987.

Table 3-40b.
Earned degrees in arts related fields: 1971 to 1987

| Level and field of study | 1971 | 1975 | 1980 | 1982 | 1984 | 1986 | 1987 |
|--------------------------------------------------|------------------------------|---------|---------|---------|---------|---------|---------|
| | Number | | | | | | |
| Bachelors degrees, total all fields..... | 839,730 | 922,933 | 929,417 | 952,996 | 974,309 | 987,823 | 991,339 |
| Arts related fields | | | | | | | |
| Architecture and environmental design. | 5,570 | 8,226 | 9,132 | 9,728 | 9,186 | 9,119 | 8,922 |
| Communications*..... | 10,802 | 19,248 | 28,626 | 34,222 | 40,165 | 43,091 | 45,408 |
| Letters..... | 64,933 | 48,534 | 33,497 | 34,334 | 33,739 | 35,434 | 37,133 |
| Visual and performing arts..... | 30,394 | 40,782 | 40,802 | 40,422 | 39,833 | 36,949 | 36,223 |
| Masters degrees, total all fields..... | 230,509 | 292,450 | 298,081 | 295,546 | 284,263 | 288,567 | 289,537 |
| Architecture and environmental design. | 1,705 | 2,938 | 3,130 | 3,327 | 3,523 | 3,260 | 3,142 |
| Communications*..... | 1,856 | 2,794 | 3,082 | 3,327 | 3,656 | 3,823 | 3,937 |
| Letters..... | 11,148 | 10,068 | 6,807 | 6,421 | 5,818 | 6,291 | 6,123 |
| Visual and performing arts..... | 6,675 | 8,362 | 8,708 | 8,746 | 8,520 | 8,416 | 8,506 |
| Doctorates degrees, total all fields..... | 32,107 | 34,083 | 32,615 | 32,707 | 33,273 | 33,653 | 34,120 |
| Architecture and environmental design. | 36 | 69 | 79 | 80 | 84 | 73 | 92 |
| Communications*..... | 145 | 165 | 193 | 200 | 219 | 223 | 275 |
| Letters..... | 1,857 | 1,951 | 1,500 | 1,313 | 1,215 | 1,215 | 1,181 |
| Visual and performing arts..... | 621 | 649 | 655 | 670 | 728 | 722 | 792 |
| | Percent of degrees conferred | | | | | | |
| Bachelors degrees | | | | | | | |
| Architecture and environmental design. | 0.7 | 0.9 | 1.0 | 1.0 | 0.9 | 0.9 | 0.9 |
| Communications*..... | 1.3 | 2.1 | 3.1 | 3.6 | 4.1 | 4.4 | 4.6 |
| Letters..... | 7.7 | 5.3 | 3.6 | 3.6 | 3.5 | 3.6 | 3.7 |
| Visual and performing arts..... | 3.6 | 4.4 | 4.4 | 4.2 | 4.1 | 3.7 | 3.6 |
| Masters degrees | | | | | | | |
| Architecture and environmental design. | 0.7 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| Communications*..... | 0.8 | 1.0 | 1.0 | 1.1 | 1.3 | 1.3 | 1.4 |
| Letters..... | 4.8 | 3.4 | 2.3 | 2.2 | 2.0 | 2.2 | 2.1 |
| Visual and performing arts..... | 2.9 | 2.9 | 2.9 | 3.0 | 3.0 | 2.9 | 2.9 |
| Doctorates degrees | | | | | | | |
| Architecture and environmental design. | 0.1 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.3 |
| Communications*..... | 0.5 | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.8 |
| Letters..... | 5.8 | 5.7 | 4.3 | 4.0 | 3.7 | 0.6 | 3.5 |
| Visual and performing arts..... | 1.9 | 1.9 | 2.0 | 2.0 | 2.2 | 2.1 | 2.3 |

Note: Beginning in 1982-83, the taxonomy used to collect data on earned degrees by major field of study was revised. The figures for earlier years have been reclassified when necessary to make them conform to the new taxonomy.

*Includes technologies.

Source: (1971-1986) U.S. Department of Education, Center for Statistics, "Degrees and Other Formal Awards Conferred" surveys.

As included in U.S. Department of Education, National Center for Educational Statistics, Digest of Education Statistics, 1988, U.S. Government Printing Office, Washington, D.C., table 176, pp. 210-212; (1987) U.S. Department of Education, National Center for Education Statistics "Degrees and Other Formal Awards Conferred, 1985-86" Survey, Washington, D.C., 1989, table 172. (Table prepared April 1989.)

Table 3-40a.

Earned degrees conferred by institutions of higher education, by control of institution, level of degree, and discipline division: 1986-87 (a)

| Discipline division | Public institutions | | | | Private institutions | | | |
|-----------------------------------------------|---------------------|--------------------|------------------|------------------|----------------------|--------------------|------------------|------------------|
| | Associate degrees | Bachelor's degrees | Master's degrees | Doctor's degrees | Associate degrees | Bachelor's degrees | Master's degrees | Doctor's degrees |
| Total | 358,893 | 659,240 | 167,803 | 21,872 | 78,244(b) | 332,099 | 121,754 | 12,248 |
| Agriculture and natural resources | 5,191 | 14,437 | 3,340 | 1,032 | 237 | 554 | 183 | 17 |
| ▶ Architecture and environmental design | 609 | 6,732 | 2,098 | 56 | 1,053 | 2,190 | 1,044 | 36 |
| Area and ethnic studies | 13 | 1,384 | 485 | 57 | 6 | 1,956 | 366 | 75 |
| Business and management | 88,685 | 155,294 | 26,243 | 770 | 26,512 | 85,862 | 41,253 | 328 |
| ▶ Communications | 1,245 | 31,684 | 2,128 | 208 | 345 | 12,285 | 1,538 | 65 |
| ▶ Communications technologies | 1,629 | 773 | 16 | 0 | 318 | 666 | 255 | 2 |
| Computer and information sciences | 5,424 | 25,290 | 4,239 | 242 | 3,674 | 14,374 | 4,252 | 132 |
| Education | 6,528 | 67,986 | 54,187 | 5,120 | 781 | 19,129 | 21,314 | 1,789 |
| Engineering | 3,364 | 53,725 | 14,088 | 2,446 | 1,154 | 20,072 | 7,993 | 1,363 |
| Engineering technologies | 41,407 | 13,467 | 481 | 11 | 16,784 | 5,810 | 131 | 0 |
| Foreign languages | 351 | 5,832 | 1,177 | 268 | 75 | 4,352 | 569 | 173 |
| Health sciences | 55,768 | 39,948 | 11,157 | 887 | 6,777 | 23,258 | 7,269 | 326 |
| Home economics | 6,079 | 12,848 | 1,632 | 224 | 3,232 | 2,094 | 438 | 73 |
| Law | 1,974 | 770 | 334 | 9 | 527 | 408 | 1,609 | 111 |
| ▶ Letters | 465 | 22,996 | 4,629 | 805 | 43 | 14,137 | 1,494 | 376 |
| Liberal/general studies | 98,956 | 15,148 | 462 | 12 | 9,251 | 6,217 | 664 | 17 |
| Library and archival sciences | 109 | 120 | 2,953 | 47 | 8 | 19 | 862 | 10 |
| Life sciences | 840 | 23,722 | 3,667 | 2,412 | 67 | 14,392 | 1,287 | 1,011 |
| Mathematics | 623 | 10,918 | 2,602 | 489 | 44 | 5,571 | 719 | 236 |
| Military sciences | 32 | 367 | 83 | 0 | 13 | 16 | 0 | 0 |
| Multi/interdisciplinary studies | 9,599 | 12,076 | 1,475 | 210 | 197 | 4,326 | 1,566 | 66 |
| Parks and recreation | 491 | 3,658 | 424 | 31 | 65 | 449 | 52 | 1 |
| Philosophy and religion | 30 | 1,771 | 285 | 128 | 70 | 4,205 | 823 | 294 |
| Theology | 5 | 1 | 0 | 0 | 573 | 5,709 | 4,881 | 1,236 |
| Physical sciences | 1,938 | 13,220 | 4,163 | 2,484 | 121 | 6,754 | 1,489 | 1,188 |
| Psychology | 931 | 26,654 | 3,810 | 1,562 | 80 | 16,214 | 4,394 | 1,561 |
| Protective services | 11,612 | 10,236 | 661 | 18 | 348 | 2,694 | 358 | 0 |
| Public affairs (c) | 1,969 | 8,595 | 9,897 | 188 | 300 | 3,923 | 6,702 | 210 |
| Social sciences | 2,321 | 57,739 | 6,166 | 1,672 | 299 | 38,446 | 4,231 | 1,244 |
| Transportation and material moving | 1,027 | 688 | 12 | 0 | 257 | 955 | 421 | 0 |
| ▶ Visual and performing arts | 9,678 | 21,161 | 4,909 | 484 | 4,832 | 15,062 | 3,597 | 308 |

(a) Preliminary data

(b) Includes 146 degrees not reported by discipline division.

(c) Excludes degrees classified as transportation and moving, which is shown separately.

Source: U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred" Survey., Washington, D.C., 1989, table 178. (This table was prepared June 1989)

Table 3-39.

Uncertified teachers as a percent of total teachers in public and private elementary and secondary schools, by field of assignment: November 1, 1983

| Field of assignment | Total teachers (a) (b) | | Uncertified teachers (b) | | Uncertified as a percent of total teachers (b) |
|---------------------------------------|------------------------|---------|--------------------------|---------|------------------------------------------------|
| | Number | Percent | Number | Percent | |
| Total | 2,553,300 | 100.0 | 88,260 | 100.0 | 3.5 |
| Preprimary education..... | 89,100 | 3.5 | 12,370 | 14.0 | 13.9 |
| General elementary education..... | 873,300 | 34.2 | 21,230 | 24.1 | 2.4 |
| ▶ Art..... | 50,700 | 2.0 | 1,590 | 1.8 | 3.1 |
| Basic skills/remedial education..... | 42,300 | 1.7 | 840 | 0.9 | 2.0 |
| Bilingual education..... | 29,900 | 1.2 | 3,590 | 4.1 | 12.0 |
| Biological and physical sciences..... | 131,100 | 5.1 | 5,360 | 6.1 | 4.1 |
| Biology..... | 28,800 | 1.1 | 1,090 | 1.2 | 3.8 |
| Chemistry..... | 14,600 | 0.6 | 590 | 0.7 | 4.1 |
| Physics..... | 8,700 | 0.3 | 490 | 0.6 | 5.6 |
| General and all other sciences..... | 79,000 | 3.1 | 3,190 | 3.6 | 4.0 |
| Business (nonvocational)..... | 53,800 | 2.1 | 990 | 1.1 | 1.8 |
| Computer science..... | 9,200 | 0.4 | 790 | 0.9 | 8.7 |
| English language arts..... | 182,700 | 7.2 | 4,560 | 5.2 | 2.5 |
| Foreign languages..... | 50,400 | 2.0 | 2,830 | 3.2 | 5.6 |
| Health, physical education..... | 131,400 | 5.1 | 2,920 | 3.3 | 2.2 |
| Home economics..... | 38,100 | 1.5 | 360 | 0.4 | 0.9 |
| Industrial arts..... | 43,700 | 1.7 | 620 | 0.7 | 1.4 |
| Mathematics..... | 147,100 | 5.8 | 6,080 | 6.9 | 4.1 |
| ▶ Music..... | 79,100 | 3.1 | 2,390 | 2.7 | 3.0 |
| Reading..... | 47,700 | 1.9 | 1,560 | 1.8 | 3.3 |
| Social studies/social sciences..... | 142,400 | 5.6 | 3,380 | 3.8 | 2.4 |
| Special education..... | 264,100 | 10.3 | 9,340 | 10.6 | 3.5 |
| Mentally retarded..... | 54,400 | 2.1 | 1,800 | 2.0 | 3.3 |
| Seriously emotionally disturbed..... | 26,800 | 1.0 | 1,250 | 1.4 | 4.7 |
| Specific learning disabled..... | 73,200 | 2.9 | 3,050 | 3.5 | 4.2 |
| Speech impaired..... | 27,700 | 1.1 | 400 | 0.5 | 1.4 |
| Other special education..... | 82,000 | 3.2 | 2,840 | 3.2 | 3.5 |
| Vocational education..... | 64,300 | 2.5 | 2,350 | 2.7 | 3.6 |
| Other elementary education..... | 29,800 | 1.2 | 900 | 1.0 | 3.0 |
| Other secondary education..... | 53,500 | 2.1 | 4,220 | 4.8 | 7.9 |

Notes: Percentages are calculated on unrounded numbers. Because of rounding, details may not add to totals.

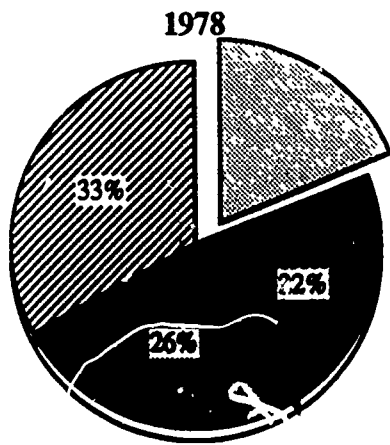
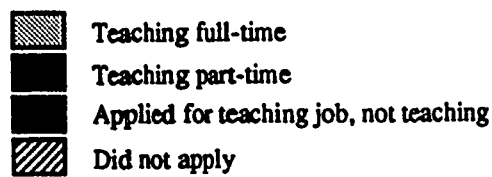
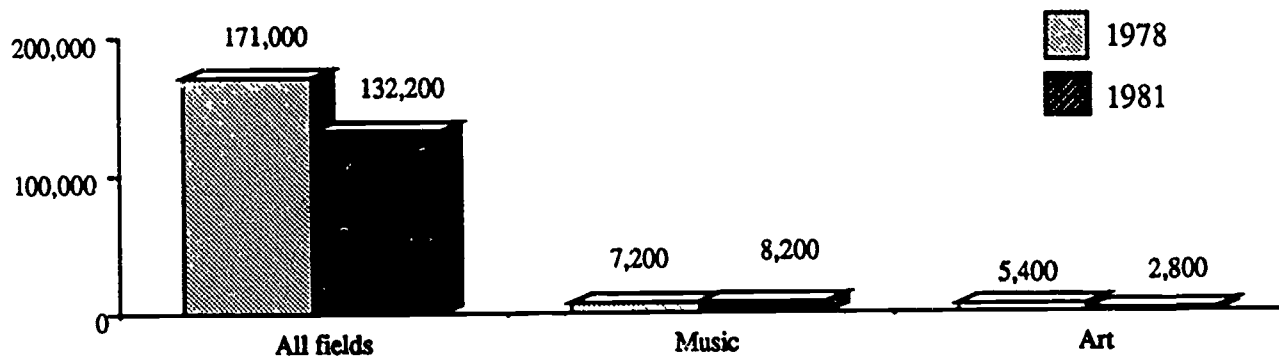
(a) Includes 50 states and the District of Columbia

(b) In full-time equivalents

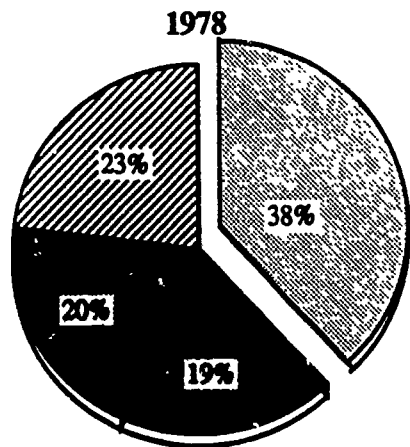
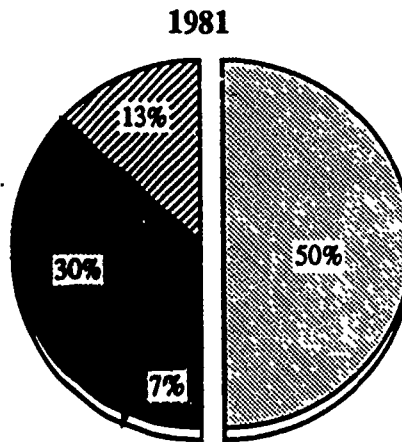
Sources: U.S. Department of Education, Center for Education Statistics, Office of Educational Research and Improvement, Historical Report, Teachers in Elementary and Secondary Education, Washington, D.C., March 1987, table 10, p. 16.

Chart 3-11.

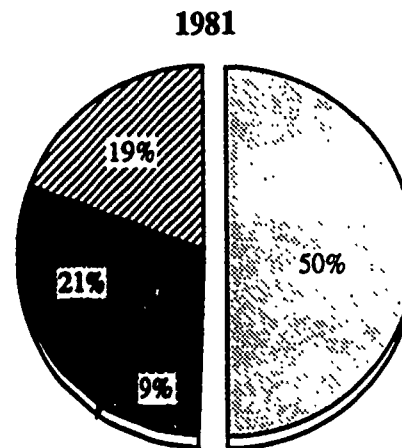
Number of newly qualified to teach and teaching status of recent bachelor's degree recipients in art and music: 1978 and 1981



Teaching status: Art



Teaching status: Music



Source: U.S. Department of Education, Recent College Graduates Surveys; See table 3-38 for full citation.

Table 3-38.

Elementary/secondary teaching status of recent bachelors degree recipients newly qualified to teach by field of teacher preparation: February 1978 and May 1981 (continued from previous page)

Methodological note: The Recent College Graduates surveys were conducted in February 1978 and May 1981 by the National Center for Education Statistics. Both used a two-stage sample procedure, the first stage being a stratified sample of institutions offering bachelors and masters degrees and the second stage being a sample of graduates from the sampled institution. The institutions were stratified by percentage of education graduates, public or private control, and geographic region. (The 1978 survey also had a separate stratum for predominantly black institutions.) The institutions were selected with probabilities proportional to their measure of size, constructed using the number of graduates and the percentage of education graduates.

The graduates within the sampled institutions were stratified by level of degree, whether or not they were education graduates, and whether or not they were special or vocational education graduates. Different probabilities of selection were assigned to each stratum to obtain the desired sample size of each type of graduate. A questionnaire was mailed to each sample graduate. The overall response rates were 83.5 percent in 1978 and 72.3 percent in 1981. The intensive field followup of nonrespondents conducted for the 1978 survey was not duplicated in the 1981 survey because of budget and time considerations. A ratio estimation procedure was used to inflate the sample results to the estimates for each year. The estimates differ from the Higher Education General Information Survey (HEGIS) numbers, which were the basis for the ratios, because foreign addresses and names of deceased graduates were removed and because the self-reported major was used rather than the institution-reported major. The 1978 survey figures were revised from estimates published in New Teachers in the Job Market: August 1980 to reflect the removal of names of graduates from institutions in outlying areas, graduates with foreign addresses, and deceased graduates.

The designation "newly qualified to teach" is assigned to those persons who meet both of the following criteria:

1. They first became eligible for a teaching license during the period July 1, 1979, to June 30, 1980 (July 1, 1976, to June 30, 1977, for the 1978 survey); or they were not certified or eligible for a teaching license, but were teaching at the time of the survey.
2. They never held full-time, regular teaching positions (as opposed to substitute positions) prior to completing the requirements for the degree that brought them into the survey.

Table 3-38.

Elementary/secondary teaching status of recent bachelors degree recipients newly qualified to teach by field of teacher preparation: February 1978 and May, 1981 (continued on next page)

| Field of teacher preparation | Number newly qualified to teach | Did not apply for teaching job | Applied for teaching job | | | | |
|-------------------------------------------------------|---------------------------------|--------------------------------|--------------------------|----------------|--------------------|--------------------|--------------|
| | | | Total | Total teaching | Teaching full-time | Teaching part-time | Not teaching |
| (percentage distribution of newly qualified to teach) | | | | | | | |
| 1978 | | | | | | | |
| All fields..... | 171,100 | 23 | 77 | 60 | 49 | 11 | 17 |
| General elementary..... | 46,100 | 13 | 86 | 71 | 58 | 13 | 16 |
| Special education..... | 23,300 | 14 | 85 | 72 | 64 | 9 | 13 |
| Social science..... | 12,300 | 25 | 75 | 55 | 45 | 10 | 20 |
| Physical education..... | 10,000 | 16 | 84 | 63 | 52 | 11 | 21 |
| English..... | 8,000 | 13 | 87 | 61 | 58 | 3 | 26 |
| Music..... | 7,200 | 23 | 77 | 57 | 38 | 19 | 20 |
| Art..... | 5,400 | 33 | 67 | 41 | 19 | 22 | 26 |
| Mathematics..... | 4,800 | 22 | 79 | 58 | 55 | 3 | 21 |
| Vocational education..... | 4,300 | 19 | 81 | 62 | 53 | 9 | 19 |
| Business..... | 3,700 | 52 | 49 | 39 | 34 | 4 | 10 |
| Industrial arts..... | 3,500 | 22 | 78 | 57 | 51 | 6 | 20 |
| Other (a)..... | 19,300 | 33 | 67 | 53 | 41 | 11 | 15 |
| More than one field..... | 22,200 | 40 | 60 | 39 | 30 | 9 | 20 |
| No certification..... | 1,000 | NA | 100 | 100 | 40 | 60 | NA |
| 1981 | | | | | | | |
| All fields..... | 132,200 | 15 | 85 | 64 | 53 | 11 | 20 |
| General elementary..... | 34,400 | 11 | 89 | 71 | 60 | 11 | 18 |
| Special education..... | 16,500 | 12 | 88 | 75 | 70 | 4 | 13 |
| Social science..... | 7,400 | 17 | 83 | 63 | 54 | 9 | 20 |
| Physical education..... | 13,600 | 18 | 82 | 49 | 36 | 13 | 33 |
| English..... | 8,600 | 15 | 85 | 53 | 47 | 6 | 32 |
| Music..... | 8,200 | 19 | 81 | 59 | 50 | 9 | 21 |
| Art..... | 2,800 | 13 | 87 | 57 | 50 | 7 | 30 |
| Mathematics..... | 4,900 | 27 | 73 | 59 | 54 | 5 | 13 |
| Vocational education..... | 5,100 | 29 | 71 | 40 | 33 | 7 | 32 |
| Business..... | 3,300 | 24 | 76 | 38 | 31 | 7 | 38 |
| Industrial arts..... | 1,900 | 22 | 78 | 53 | 51 | 2 | 26 |
| Biological science..... | 2,500 | 11 | 89 | 83 | 68 | 15 | 6 |
| Health..... | 3,300 | 33 | 67 | 30 | 22 | 8 | 37 |
| Home economics (nonoccupational)..... | 2,100 | 10 | 90 | 64 | 54 | 10 | 25 |
| Reading..... | 1,600 | 6 | 94 | 65 | 62 | 3 | 29 |
| Other (b)..... | 5,400 | 23 | 77 | 53 | 41 | 12 | 25 |
| More than one field..... | NA | NA | NA | NA | NA | NA | NA |
| No certification..... | 8,700 | NA | 100 | 100 | 54 | 46 | 0 |

NA - Not applicable.

Note: Data exclude bachelors recipients from U.S. Service Schools. Data also do not include deceased graduates and graduates living at foreign addresses at the time of the survey.

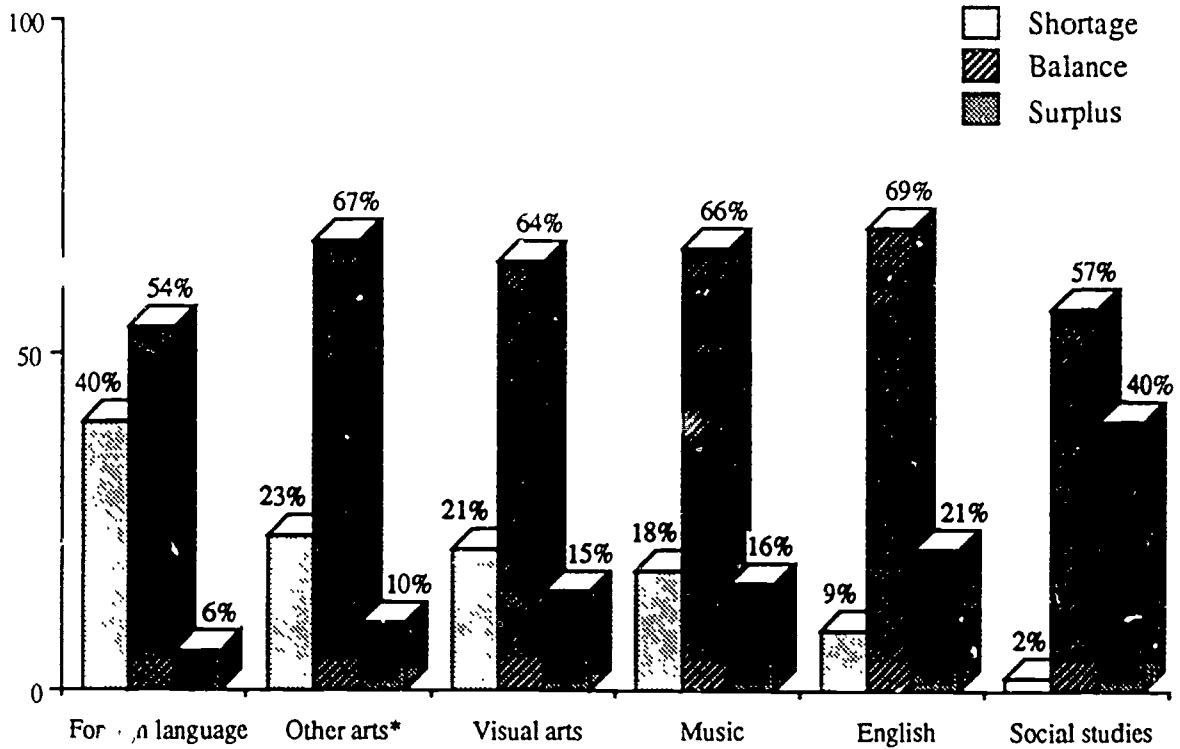
- (a) Data for the following fields are included in the "other" category because their sample numbers are too small to present them individually: biological science, foreign language, health, home economics (nonoccupational), reading, physical science, bilingual education, and English as a second language.
- (b) Data from the following fields are included in the "other" category because their sample numbers are too small to present them individually; foreign language, physical science, bilingual education, English as a second language, and gifted and talented.

Source: U.S. Department of Education, National Center for Education Statistics, Jane L. Crane, *New Teachers in the Job Market: 1981 Update*, forthcoming and unpublished tabulations (October 1982). Reprinted from: National Center for Education Statistics, *The Condition of Education: 1983*, Washington, D.C., 1983, p. 190.

As included in Daniel V. Steinel, *Music and Music Educators: Data and Information*, Music Educators National Conference, Reston, VA, 1984, table 1.3.

Chart 3-10.

Percent of districts indicating they had a shortage, balance and surplus of teachers in selected fields: 1986-87



* Includes dance, drama, and creative writing.

Source U.S. Department of Education, Center for Education Statistics, FRSS Survey of Arts and Humanities Instruction, See table 3-37 for full citation.

Table 3-37.
Percent of districts indicating they have a surplus, balance, or shortage
of teachers in selected subjects by district characteristics: 1986-87

| | Enrollment size | | | | Geographic region (b) | | | |
|-------------------------|-----------------|-----------------|----------------|----------------|-----------------------|---------|-----------|------|
| | All districts | Less than 2,500 | 2,500 to 9,999 | 10,000 or more | Northeast | Central | Southeast | West |
| (percent) | | | | | | | | |
| Visual arts | | | | | | | | |
| Surplus..... | 15 | 13 | 19 | 24 | 14 | 15 | 18 | 15 |
| Balance..... | 64 | 64 | 65 | 55 | 75 | 63 | 50 | 65 |
| Shortage..... | 21 | 22 | 16 | 21 | 11 | 22 | 32 | 20 |
| Music | | | | | | | | |
| Surplus..... | 16 | 15 | 20 | 18 | 16 | 19 | 19 | 11 |
| Balance..... | 66 | 67 | 67 | 58 | 70 | 68 | 62 | 62 |
| Shortage.... | 18 | 18 | 13 | 24 | 15 | 13 | 18 | 27 |
| Other arts (a) | | | | | | | | |
| Surplus..... | 10 | 8 | 11 | 16 | 11 | 10 | 9 | 8 |
| Balance..... | 67 | 67 | 71 | 53 | 72 | 69 | 62 | 64 |
| Shortage..... | 23 | 24 | 18 | 32 | 17 | 21 | 30 | 28 |
| Foreign language | | | | | | | | |
| Surplus..... | 6 | 5 | 9 | 11 | 9 | 7 | 4 | 3 |
| Balance..... | 54 | 54 | 57 | 48 | 50 | 57 | 42 | 59 |
| Shortage..... | 40 | 42 | 34 | 40 | 41 | 36 | 54 | 37 |
| Social studies | | | | | | | | |
| Surplus..... | 40 | 38 | 49 | 43 | 30 | 42 | 53 | 40 |
| Balance..... | 57 | 61 | 50 | 48 | 68 | 55 | 46 | 59 |
| Shortage..... | 2 | 2 | 1 | 9 | 2 | 3 | 1 | 1 |
| English | | | | | | | | |
| Surplus..... | 21 | 20 | 27 | 23 | 24 | 18 | 23 | 23 |
| Balance..... | 69 | 71 | 67 | 58 | 70 | 71 | 73 | 64 |
| Shortage..... | 9 | 10 | 7 | 20 | 6 | 11 | 4 | 13 |

Note: Percents may not add to 100 because of rounding. See table 3-12 for methodological note.

(a) Other arts includes dance, drama, and creative writing.

(b) Geographic region classifications are those used by the Department of Commerce, Bureau of Economic Analysis and are not the same as Census Bureau regions. See Appendix 2 for description of States included in each region.

Source: U.S. Department of Education, Office of Educational Research and Improvement, Post Response Survey System Bulletin, Public School District Policies and Practices in Selected Aspects of Arts and Humanities Instruction, Washington, D.C., February 1988, tables 11, 12 and 13.

Table 3-36b.

Relative teacher supply/demand on a scale from 1 to 5 by field and geographic region: January 1988

Scale used was defined as follows: 5 = considerable shortage, 4 = some shortage, 3 = balanced, 2 = some surplus, 1 = considerable surplus. Region codes are AK = Alaska, HI = Hawaii, 1 = Northwest, 2 = West, 3 = Rocky Mountain, 4 = Great Plains/Midwest, 5 = South Central, 6 = Southeast, 7 = Great Lakes, 8 = Middle Atlantic, 9 = Northeast.

| Field | Geographic region or State | | | | | | | | | | | Continental U.S. |
|------------------------------|----------------------------|----|------|------|------|------|------|------|------|------|------|------------------|
| | AK | HI | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | |
| Agriculture..... | NA | NA | 3.00 | 2.50 | 2.00 | 3.08 | 1.78 | 3.30 | 3.00 | 4.20 | 3.00 | 2.88 |
| ▶ Art..... | 3.00 | NA | 1.13 | 1.88 | 1.93 | 2.56 | 2.20 | 3.48 | 2.38 | 1.67 | 2.30 | 2.35 |
| Bilingual ed..... | 3.00 | NA | 4.00 | 4.88 | 4.40 | 4.17 | 4.54 | 4.00 | 4.34 | 4.44 | 3.50 | 4.35 |
| Business..... | 4.00 | NA | 2.57 | 2.83 | 3.08 | 2.72 | 2.38 | 3.13 | 2.92 | 3.29 | 3.75 | 2.90 |
| Computer programming..... | 3.00 | NA | 3.33 | 3.18 | 4.40 | 3.85 | 3.71 | 3.67 | 3.74 | 4.26 | 4.00 | 3.79 |
| Counselor-clem..... | 5.00 | NA | 3.27 | 2.82 | 2.80 | 3.19 | 3.12 | 3.48 | 3.19 | 2.94 | 2.67 | 3.12 |
| Counselor-sec..... | 5.00 | NA | 3.33 | 2.82 | 2.80 | 3.04 | 2.88 | 3.10 | 3.29 | 2.84 | 2.60 | 3.03 |
| Data processing..... | 3.00 | NA | 3.33 | 4.17 | 3.50 | 3.77 | 3.25 | 3.31 | 3.54 | 3.85 | 4.00 | 3.59 |
| Driver ed..... | 3.00 | NA | 2.50 | 2.71 | 3.00 | 2.25 | 2.43 | 3.00 | 2.91 | 3.11 | 2.50 | 2.70 |
| Elem.-Primary..... | 4.00 | NA | 2.56 | 3.28 | 2.83 | 2.31 | 3.61 | 2.92 | 2.38 | 2.79 | 3.00 | 2.71 |
| Elem.-Intermediate..... | 4.00 | NA | 2.56 | 3.22 | 3.00 | 2.45 | 3.56 | 3.00 | 2.40 | 2.69 | 2.86 | 2.72 |
| English..... | 2.00 | NA | 2.90 | 3.42 | 3.00 | 3.20 | 3.50 | 3.04 | 3.11 | 2.92 | 2.83 | 3.11 |
| Health education..... | 3.00 | NA | 1.89 | 2.23 | 2.00 | 1.91 | 2.00 | 2.10 | 1.80 | 2.13 | 2.80 | 2.02 |
| Home economics..... | 5.00 | NA | 1.75 | 2.00 | 2.30 | 2.04 | 1.58 | 2.47 | 2.29 | 2.82 | 3.75 | 2.26 |
| Industrial arts..... | 3.00 | NA | 3.20 | 3.22 | 2.58 | 2.61 | 2.40 | 3.63 | 3.11 | 3.90 | 3.33 | 3.07 |
| Journalism..... | 3.00 | NA | 2.67 | 2.73 | 2.20 | 3.13 | 2.58 | 3.20 | 2.76 | 3.18 | 3.00 | 2.91 |
| Language, mod.-French..... | 3.00 | NA | 3.11 | 2.88 | 3.00 | 3.33 | 3.73 | 4.08 | 3.48 | 3.34 | 3.25 | 3.43 |
| Language, mod.-German..... | 3.00 | NA | 2.89 | 2.87 | 2.42 | 3.25 | 3.60 | 3.90 | 3.46 | 3.29 | 3.40 | 3.34 |
| Language, mod.-Spanish..... | 3.00 | NA | 3.33 | 3.14 | 3.50 | 3.53 | 3.53 | 3.87 | 3.72 | 3.63 | 3.56 | 3.59 |
| Library science..... | 3.00 | NA | 3.17 | 3.88 | 3.75 | 3.33 | 3.55 | 3.79 | 3.73 | 3.60 | 2.33 | 3.56 |
| Math..... | 4.00 | NA | 3.22 | 4.05 | 4.00 | 3.90 | 4.39 | 4.19 | 3.80 | 4.20 | 4.21 | 4.00 |
| ▶ Music-instrumental..... | 4.00 | NA | 3.56 | 2.87 | 3.29 | 3.56 | 2.35 | 3.04 | 2.81 | 2.63 | 2.78 | 3.00 |
| ▶ Music-vocal..... | 4.00 | NA | 3.67 | 2.60 | 2.71 | 3.43 | 2.41 | 2.75 | 2.80 | 2.46 | 2.78 | 2.89 |
| Physical Education..... | 3.00 | NA | 1.13 | 2.06 | 1.50 | 1.29 | 1.73 | 1.96 | 1.52 | 2.20 | 2.13 | 1.67 |
| Psychologist (school)..... | 4.00 | NA | 3.40 | 3.31 | 3.20 | 3.67 | 3.23 | 3.22 | 4.00 | 3.67 | 3.20 | 3.57 |
| Science-biology..... | 3.00 | NA | 2.78 | 3.39 | 2.43 | 3.30 | 3.59 | 3.86 | 3.19 | 3.51 | 3.67 | 3.37 |
| Science-chemistry..... | 3.00 | NA | 3.33 | 4.12 | 3.57 | 3.83 | 4.00 | 4.25 | 3.97 | 3.97 | 4.09 | 3.96 |
| Science-earth..... | 3.00 | NA | 2.78 | 3.60 | 3.14 | 3.43 | 3.75 | 3.83 | 3.51 | 3.47 | 4.00 | 3.52 |
| Science-general..... | 3.00 | NA | 2.78 | 3.65 | 3.00 | 3.02 | 3.88 | 3.75 | 3.46 | 3.41 | 3.70 | 3.42 |
| Science-physics..... | 3.00 | NA | 3.56 | 4.18 | 4.00 | 3.83 | 4.50 | 4.23 | 4.02 | 3.86 | 4.22 | 4.01 |
| Social science..... | 2.00 | NA | 1.44 | 1.81 | 2.07 | 1.89 | 2.35 | 2.12 | 1.84 | 2.27 | 2.58 | 2.00 |
| Social worker (school)..... | NA | NA | 2.17 | 3.50 | 2.75 | 3.19 | 2.63 | 2.62 | 3.22 | 3.50 | 3.33 | 3.01 |
| Speech..... | 3.00 | NA | 2.33 | 2.80 | 2.75 | 2.94 | 2.73 | 2.94 | 2.70 | 3.69 | 3.67 | 2.91 |
| Special deaf education..... | 5.00 | NA | 3.20 | 4.00 | 4.25 | 4.24 | 3.80 | 3.71 | 3.80 | 4.06 | 3.50 | 3.91 |
| Special-ed/PSA..... | 5.00 | NA | 4.43 | 4.46 | 4.25 | 4.72 | 4.13 | 4.18 | 4.22 | 4.27 | 4.11 | 4.33 |
| Special-gifted..... | 5.00 | NA | 3.83 | 3.70 | 3.38 | 4.04 | 3.86 | 3.05 | 3.73 | 3.90 | 3.75 | 3.74 |
| Special-LD..... | 5.00 | NA | 4.38 | 4.50 | 4.50 | 4.41 | 4.20 | 4.23 | 4.09 | 4.17 | 4.22 | 4.26 |
| Special-MR..... | 5.00 | NA | 4.38 | 4.50 | 4.50 | 4.23 | 4.13 | 4.09 | 3.85 | 4.26 | 4.11 | 4.15 |
| Special-Multi. Handi..... | 5.00 | NA | 4.50 | 4.62 | 4.50 | 4.46 | 4.00 | 4.27 | 4.06 | 4.11 | 4.13 | 4.26 |
| Special-Reading..... | 3.00 | NA | 3.44 | 3.75 | 3.42 | 3.24 | 3.87 | 3.40 | 3.30 | 3.58 | 3.30 | 3.43 |
| Special/path. audiology..... | 5.00 | NA | 3.43 | 4.00 | 4.20 | 4.04 | 3.69 | 4.17 | 4.24 | 4.30 | 3.40 | 4.00 |
| Composition..... | 4.35 | NA | 2.99 | 3.31 | 3.13 | 3.23 | 3.29 | 3.43 | 3.21 | 3.40 | 3.35 | 3.28 |

NA - Not separately categorized or insufficient number upon which to base estimate.

Note: Results are based on an opinion survey of a sample of teacher placement officers from throughout the United States.

Source: James N. Akin, 1988 *Teacher Supply/Demand Report*, Association of School, College, and University Staffing (ASCUS), 1988, Manhattan, KS, Copyright, 1988. Used by permission of ASCUS. All rights reserved.

Methodological note: The Executive Committee of the Association for School, College, and University Staffing initiated its first survey in 1976. It was developed to obtain information about teacher supply/demand to be given to ASCUS members and to the public. The original survey was taken of the entire institutional and associate membership of ASCUS. In 1983, the three-page survey instrument, modified slightly from previous years, was forwarded to basically the same placement officers who had participated in recent surveys. The 1988 questionnaires were again sent to all ASCUS member teacher placement officers. Five hundred and two questionnaires were mailed and 247 (49%) were received. Data in this table is based on the 1988 Teacher Supply/Demand Report.

Table 3-36a.
Teacher supply/demand on a scale of 1 to 5 by teaching field: 1976-1988

Scale used was defined as follows: 5 = greatest demand, 1 = least demand

| Teaching field | 1976* | 1982 | 1984 | 1985 | 1986* | 1987 | 1988* |
|-------------------------------------------------------|-------|------|------|------|-------|------|-------|
| Considerable teacher shortages: (5.00-4.25): | | | | | | | |
| Bilingual education..... | NA | 4.13 | 4.04 | 4.12 | 4.27 | 4.42 | 4.35 |
| Special education-ED/PSA..... | 3.42 | 3.98 | 3.84 | 4.02 | 4.20 | 4.30 | 4.33 |
| Special education-LD..... | 4.00 | 4.20 | 3.98 | 3.95 | 4.23 | 4.46 | 4.26 |
| Special education-Multi. Handi..... | NA | 3.93 | 3.77 | 3.94 | 4.25 | 3.85 | 4.26 |
| Some teacher shortage: (4.24-3.45): | | | | | | | |
| Special education-MR..... | 2.87 | 3.84 | 3.55 | 3.76 | 4.06 | 3.97 | 4.15 |
| Science-physics..... | 4.04 | 4.41 | 4.45 | 4.57 | 4.44 | 4.26 | 4.01 |
| Mathematics..... | 3.86 | 4.81 | 4.78 | 4.71 | 4.55 | 4.35 | 4.00 |
| Speech pathology/audio..... | 3.68 | 3.95 | 3.83 | 4.01 | 4.09 | 4.21 | 4.00 |
| Science-chemistry..... | 3.72 | 3.13 | 4.25 | 4.42 | 4.40 | 4.21 | 3.96 |
| Special education-deaf..... | NA | NA | NA | NA | 3.72 | 3.81 | 3.91 |
| Computer science..... | NA | NA | 4.34 | 4.37 | 4.22 | 3.98 | 3.79 |
| Special education-gifted..... | 3.85 | 3.81 | 3.74 | 3.85 | 3.91 | 3.88 | 3.74 |
| Data processing..... | NA | 3.86 | 4.18 | 4.30 | 3.97 | 3.81 | 3.59 |
| Language, mod.-Spanish..... | 2.47 | 2.68 | 3.18 | 3.43 | 3.64 | 3.57 | 3.59 |
| Psychologist (school)..... | 3.09 | 3.56 | 2.98 | 3.65 | 3.43 | 3.46 | 3.57 |
| Library science..... | NA | 3.12 | 3.30 | 3.49 | 3.39 | 3.33 | 3.56 |
| Science-earth..... | 3.44 | 3.89 | 3.70 | 3.79 | 3.86 | 3.43 | 3.52 |
| Balanced supply and demand: (3.44-2.65): | | | | | | | |
| Special-reading..... | 3.96 | 3.73 | 3.48 | 3.39 | 3.46 | 3.45 | 3.43 |
| Language, mod.-French..... | 2.15 | 2.49 | 3.00 | 3.31 | 3.34 | 3.24 | 3.43 |
| Science-general..... | NA | NA | 3.65 | 3.65 | 3.82 | 3.32 | 3.42 |
| Science-biology..... | 2.97 | 3.66 | 3.40 | 3.58 | 3.65 | 3.33 | 3.37 |
| Language, mod.-German..... | 2.03 | 2.48 | 3.08 | 3.11 | 3.26 | 3.15 | 3.34 |
| Counselor-elementary..... | 3.15 | 2.72 | 2.80 | 3.05 | 3.04 | 3.31 | 3.12 |
| English..... | 2.05 | 3.21 | 3.13 | 3.14 | 3.25 | 3.02 | 3.11 |
| Industrial arts..... | 4.22 | 4.36 | 3.50 | 3.65 | 3.30 | 3.24 | 3.07 |
| Counselor-secondary..... | 2.69 | 2.79 | 2.67 | 3.08 | 3.05 | 3.24 | 3.03 |
| Social worker (school)..... | NA | 2.34 | 2.33 | 2.81 | 2.77 | 2.82 | 3.01 |
| ▶ Music-instrumental..... | 3.03 | 3.28 | 3.25 | 3.29 | 3.14 | 3.29 | 3.00 |
| Journalism..... | 2.86 | 2.61 | 2.60 | 2.74 | 2.93 | 3.00 | 2.91 |
| Speech..... | 2.46 | 2.76 | 2.70 | 2.91 | 2.72 | 2.86 | 2.91 |
| Business..... | 3.10 | 3.47 | 3.11 | 3.32 | 3.11 | 2.94 | 2.90 |
| ▶ Music-vocal..... | 3.00 | 2.95 | 3.00 | 3.19 | 2.95 | 3.11 | 2.89 |
| Agriculture..... | 4.06 | 4.36 | 3.44 | 3.11 | 3.23 | 2.81 | 2.88 |
| Elementary-intermediate..... | 1.90 | 2.26 | 2.20 | 2.53 | 2.78 | 2.61 | 2.72 |
| Elementary-primary..... | 1.78 | 2.02 | 2.13 | 2.57 | 2.70 | 2.58 | 2.71 |
| Driver education..... | 2.44 | 2.77 | 2.61 | 2.55 | 2.46 | 2.67 | 2.70 |
| Some surplus of teachers: (2.64-1.85): | | | | | | | |
| ▶ Art..... | 2.14 | 1.84 | 1.89 | 2.04 | 2.20 | 1.89 | 2.35 |
| Home economics..... | 2.62 | 2.43 | 2.43 | 2.79 | 2.51 | 2.16 | 2.26 |
| Health education..... | 2.27 | 1.90 | 1.90 | 2.08 | 1.92 | 1.95 | 2.02 |
| Social science..... | 1.51 | 2.11 | 1.91 | 2.17 | 2.11 | 2.05 | 2.00 |
| Considerable surplus of teachers: (1.84-1.00): | | | | | | | |
| Physical education..... | 1.74 | 1.72 | 1.61 | 1.75 | 1.60 | 1.53 | 1.67 |

NA - Not available.

Note: Results are based on an opinion survey of a sample of teacher placement officers from throughout the United States. See table 3-36b for methodological note.

*Mailings for the 1976, 1986, and 1988 reports included all teacher placement officers which were members of ASCUS.

Source: James N. Akin, 1988 Teacher Supply/Demand Report, Association of School, College, and University Staffing (ASCUS), 1988 Manhattan, KS, Copyright 1988 ASCUS. Used by permission of ASCUS. All rights reserved.

Table 3-35.

Employed teachers and teacher layoffs and shortages in public and private elementary/secondary schools by field of assignment: Spring 1979
(continued from previous page)

Source: U.S. Department of Education, National Center for Education Statistics, Survey of Teacher Demand and Shortages, "Teacher Layoffs, Shortages in 1979 Small Compared with Total Employed", NCES 81-121a, Washington, D.C., 1981. Reprinted from: National Center for Education Statistics, The Condition of Education: 1982, Washington, D.C., 1982, p. 100.

As included in Daniel V. Steinel, Music and Music and Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 1-6.

Methodological note: The Survey of Teacher Demand and Shortages was a sample survey conducted by the National Center for Education Statistics (NCES) during the 1979-80 school year. Respondents were public school district administrators and administrators of other units, such as private schools and schools operated by State or intermediary agencies to provide vocational or special education. The figures are based on head counts (not full-time equivalents) of full-time and part-time teachers in the responding units. Questionnaires were mailed, with 1,273 of 1,448 public school districts and 793 of 875 other units returning survey forms to NCES. Teachers were counted only in the teaching field or level in which they spent most of their teaching time. The exception was that any teacher engaged in bilingual or special education was counted in either of those areas regardless of time spent in other areas. This information was condensed from National Center for Education Statistics, The Condition of Education: 1982 Edition, p. 233.

Table 3-35.

Employed teachers and teacher layoffs and shortages in public and private elementary/secondary schools by field of assignment: Spring 1979
(continued on next page)

| Field of assignment | Employed teachers (a) | | Layoffs (b) | | Shortages (c) | |
|------------------------------------------|-----------------------|-------------------------|-------------|------------------------|---------------|--------------------------|
| | Number (d) | Percent of all teachers | Number | Percent of all layoffs | Number | Percent of all shortages |
| Total..... | 2,552,000 | 100.0 | 23,900 | 100.0 | 11,300 | 100.0 |
| Preprimary..... | 99,000 | 3.9 | 1,300 | 5.5 | 700 | 6.3 |
| Primary and general elementary... | 899,000 | 35.2 | 7,800 | 32.8 | 2,600 | 23.3 |
| Art..... | 57,000 | 2.2 | 1,100 | 4.5 | 100 | .8 |
| Basic skills and remedial education..... | 9,000 | .3 | 100 | .5 | (e) | (e) |
| Bilingual education..... | 22,000 | .9 | 200 | 1.0 | 400 | 3.7 |
| Biology..... | 30,000 | 1.2 | 300 | 1.1 | 100 | .9 |
| Business..... | 45,000 | 1.8 | 400 | 1.7 | 200 | 1.8 |
| English language arts..... | 188,000 | 7.4 | 1,800 | 7.6 | 200 | 2.2 |
| Foreign languages..... | 53,000 | 2.1 | 800 | 3.3 | 100 | 1.1 |
| General science..... | 76,000 | 3.0 | 700 | 3.0 | 200 | 2.1 |
| Health, physical education..... | 158,000 | 6.2 | 1,100 | 4.7 | 100 | 1.2 |
| Home economics..... | 36,000 | 1.4 | 500 | 2.3 | (e) | (e) |
| Industrial arts..... | 41,000 | 1.6 | 400 | 1.8 | 600 | 5.3 |
| Mathematics..... | 150,000 | 5.9 | 1,100 | 4.4 | 900 | 8.3 |
| Music..... | 87,000 | 3.4 | 900 | 3.7 | 200 | 1.4 |
| Reading..... | 73,000 | 2.9 | 400 | 1.5 | 300 | 2.8 |
| Physical sciences..... | 25,000 | 1.0 | 100 | .5 | 600 | 5.5 |
| Social studies/social sciences... | 243,000 | 5.6 | 1,300 | 5.5 | 100 | .8 |
| Special education..... | 219,000 | 8.6 | 2,700 | 11.5 | 3,200 | 28.3 |
| Vocational education..... | 101,000 | 4.0 | 600 | 2.5 | 300 | 2.9 |
| Other..... | 29,000 | 1.5 | 100 | .4 | 100 | 1.1 |

Note: Details may not add to totals because of rounding.

- (a) Includes all full-time and part-time classroom teachers in public and private elementary secondary schools during the 1979-80 school year.
- (b) A layoff represents a teacher whose contract was not renewed at the end of 1978-79 school year because of budget limitations, and whose position was not subsequently filled.
- (c) A shortage represents a teaching position opening (budgeted new position or position vacancy) occurring from Spring 1979 to Fall 1979 (for the 1979-80 school year) for which teachers were sought but were not hired because no qualified candidate was available.
- (d) These figures represent unduplicated counts of teachers among fields. Teachers in more than one field were reported only in the field in which they spent most of their time. The exceptions were that any teacher engaged in bilingual or special education was counted in either of those areas regardless of the time spent in other areas.
- (e) Less than 100 positions.

Table 3-34c.

Teacher candidate shortages in public and private secondary schools, as compared with total teachers, by field of assignment: November 1, 1983

| Field of assignment | Total teachers (a) (b) | | Candidate shortages (b) | | Shortages per 1,000 teachers (b) |
|----------------------------------------|------------------------|---------|-------------------------|---------|----------------------------------|
| | Number | Percent | Number | Percent | |
| Total | 1,124,500 | 100.0 | 1,647 | 100.0 | 1.5 |
| ▶ Art | 31,100 | 2.8 | 95 | 5.8 | 3.1 |
| Basic skills/remedial education | 12,300 | 1.1 | 41 | 2.5 | 3.3 |
| Bilingual education | 4,800 | 0.4 | 18 | 1.1 | 3.8 |
| Biological and physical sciences | 115,600 | 10.3 | 166 | 10.1 | 1.4 |
| Biology | 28,800 | 2.6 | 49 | 3.0 | 1.7 |
| Chemistry | 14,600 | 1.3 | 27 | 1.6 | 1.8 |
| Physics | 8,700 | 0.8 | 39 | 2.4 | 4.5 |
| General and all other sciences | 63,500 | 5.6 | 50 | 3.0 | 0.8 |
| Business (nonvocational) | 53,800 | 4.8 | 20 | 1.2 | 0.4 |
| Computer science | 9,200 | 0.8 | 34 | 2.1 | 3.7 |
| English language arts | 159,700 | 14.2 | 160 | 9.7 | 1.0 |
| Foreign languages | 46,400 | 4.1 | 73 | 4.4 | 1.6 |
| Health, physical education | 87,700 | 7.8 | 66 | 4.0 | 0.8 |
| Home economics | 34,400 | 3.1 | 26 | 1.6 | 0.8 |
| Industrial arts | 39,900 | 3.5 | 80 | 4.9 | 2.0 |
| Mathematics | 126,300 | 11.2 | 177 | 10.7 | 1.4 |
| ▶ Music | 40,400 | 3.6 | 84 | 5.1 | 2.1 |
| Reading | 20,500 | 1.8 | 16 | 1.0 | 0.8 |
| Social studies/social sciences | 125,600 | 11.2 | 67 | 4.1 | 0.5 |
| Special education | 99,200 | 8.8 | 337 | 20.5 | 3.4 |
| Mentally retarded | 22,000 | 2.0 | 74 | 4.5 | 3.4 |
| Seriously emotionally disturbed | 10,300 | 0.9 | 40 | 2.4 | 3.9 |
| Specific learning disabled | 29,200 | 2.6 | 87 | 5.3 | 3.0 |
| Speech impaired | 5,500 | 0.5 | 34 | 2.1 | 6.2 |
| Other special education | 32,200 | 2.9 | 103 | 6.3 | 3.2 |
| Vocational education | 64,300 | 5.7 | 68 | 4.1 | 1.1 |
| All other secondary education | 53,500 | 4.8 | 119 | 7.2 | 2.2 |

Note: Percentages are calculated on unrounded numbers. Because of rounding, details may not add to totals.

(a) Includes 50 states and the District of Columbia

(b) In full-time equivalents

Source: U.S. Department of Education, Center for Education Statistics, Office of Educational Research and Improvement, Historical Report, Teachers in Elementary and Secondary Education, Washington, D.C., March 1987, table 9, p. 15.

Table 3-34b.

Teacher candidate shortages in public and private elementary schools, as compared with total teachers, by field of assignment: November 1, 1983

| Field of assignment | Total teachers (a) (b) | | Candidate shortages (b) | | Shortages per 1,000 teachers (b) |
|--------------------------------------|------------------------|---------|-------------------------|---------|----------------------------------|
| | Number | Percent | Number | Percent | |
| Total | 1,428,800 | 100.0 | 2,317 | 100.0 | 1.6 |
| Preprimary education..... | 89,100 | 6.2 | 80 | 3.5 | 0.9 |
| General elementary education..... | 873,300 | 61.1 | 742 | 32.0 | 0.8 |
| ▶ Art..... | 19,600 | 1.4 | 89 | 3.8 | 4.5 |
| Basic skills/remedial education..... | 30,000 | 2.1 | 81 | 3.5 | 2.7 |
| Bilingual education..... | 25,100 | 1.8 | 245 | 10.6 | 9.8 |
| English language arts..... | 23,000 | 1.6 | 12 | 0.5 | 0.5 |
| Foreign languages..... | 4,100 | 0.3 | 4 | 0.2 | 1.0 |
| Health, physical education..... | 43,800 | 3.1 | 33 | 1.4 | 0.8 |
| Home economics..... | 3,700 | 0.3 | 1 | 0.0 | 0.3 |
| Industrial arts..... | 3,800 | 0.3 | 2 | 0.1 | 0.5 |
| Mathematics..... | 20,800 | 1.5 | 86 | 3.7 | 4.1 |
| ▶ Music..... | 38,700 | 2.7 | 159 | 6.9 | 4.1 |
| Reading..... | 27,200 | 1.9 | 3 | 0.1 | 0.1 |
| Science..... | 15,500 | 1.1 | 61 | 2.6 | 3.9 |
| Social studies/social sciences..... | 16,700 | 1.2 | 0 | 0.0 | 0.0 |
| Special education..... | 164,900 | 11.5 | 690 | 29.8 | 4.2 |
| Mentally retarded..... | 32,400 | 2.3 | 80 | 3.5 | 2.5 |
| Seriously emotionally disturbed..... | 16,400 | 1.1 | 59 | 2.5 | 3.6 |
| Specific learning disabled..... | 44,000 | 3.1 | 103 | 4.4 | 2.3 |
| Speech impaired..... | 22,200 | 1.6 | 141 | 6.1 | 6.4 |
| Other special education..... | 49,900 | 3.5 | 305 | 13.2 | 6.1 |
| All other elementary education..... | 29,800 | 2.1 | 33 | 1.4 | 1.1 |

Notes: Percentages are calculated on unrounded numbers. Because of rounding, details may not add to totals.

(a) Includes 50 states and the District of Columbia

(b) In full-time equivalents

Source: U.S. Department of Education, Center for Education Statistics, Office of Educational Research and Improvement, Historical Report, Teachers in Elementary and Secondary Education, Washington, D.C., March 1987, table 8, p. 14.

Table 3-34a.

Teacher candidate shortages in public and private elementary and secondary schools, as compared with total teachers, by field of assignment: November 1, 1983

| Field of assignment | Total teachers (a) (b) | | Candidate shortages (b) | | Shortages per 1,000 teachers (b) |
|----------------------------------------|------------------------|---------|-------------------------|---------|----------------------------------|
| | Number | Percent | Number | Percent | |
| Total | 2,553,300 | 100.0 | 3,965 | 100.0 | 1.6 |
| Preprimary education | 89,100 | 3.5 | 80 | 2.0 | 0.9 |
| General elementary education | 873,300 | 34.2 | 742 | 18.7 | 0.8 |
| ▶ Art | 50,700 | 2.0 | 184 | 4.6 | 3.6 |
| Basic skills/remedial education | 42,300 | 1.7 | 122 | 3.1 | 2.9 |
| Bilingual education | 29,900 | 1.2 | 263 | 6.6 | 8.8 |
| Biological and physical sciences | 131,100 | 5.1 | 225 | 5.7 | 1.7 |
| Biology | 28,800 | 1.1 | 49 | 1.2 | 1.7 |
| Chemistry | 14,600 | 0.6 | 27 | 0.7 | 1.9 |
| Physics | 8,700 | 0.3 | 39 | 1.0 | 4.5 |
| General and all other sciences | 79,000 | 3.1 | 111 | 2.8 | 1.4 |
| Business (nonvocational) | 53,800 | 2.1 | 20 | 0.5 | 0.4 |
| Computer science | 9,200 | 0.4 | 34 | 0.9 | 3.7 |
| English language arts | 182,700 | 7.2 | 171 | 4.3 | 0.9 |
| Foreign languages | 50,400 | 2.0 | 77 | 1.9 | 1.5 |
| Health, physical education | 131,500 | 5.2 | 99 | 2.5 | 0.8 |
| Home economics | 38,100 | 1.5 | 27 | 0.7 | 0.7 |
| Industrial arts | 43,700 | 1.7 | 82 | 2.1 | 1.9 |
| Mathematics | 147,100 | 5.8 | 263 | 6.6 | 1.8 |
| ▶ Music | 79,100 | 3.1 | 243 | 6.1 | 3.1 |
| Reading | 47,700 | 1.9 | 20 | 0.5 | 0.4 |
| Social studies/social sciences | 142,400 | 5.6 | 67 | 1.7 | 0.5 |
| Special education | 264,100 | 10.3 | 1,027 | 25.9 | 3.9 |
| Mentally retarded | 54,400 | 2.1 | 153 | 3.9 | 2.8 |
| Seriously emotionally disturbed | 26,800 | 1.0 | 99 | 2.5 | 3.7 |
| Specific learning disabled | 73,200 | 2.9 | 190 | 4.8 | 2.6 |
| Speech impaired | 27,700 | 1.1 | 175 | 4.4 | 6.3 |
| Other special education | 82,000 | 3.2 | 408 | 10.3 | 5.0 |
| Vocational education | 64,300 | 2.5 | 68 | 1.7 | 1.1 |
| Other elementary education | 29,800 | 1.2 | 33 | 0.8 | 1.1 |
| Other secondary education | 53,500 | 2.1 | 119 | 3.0 | 2.2 |

Notes: Percentages are calculated on unrounded numbers. Because of rounding, details may not add to totals.

(a) Includes 50 states and the District of Columbia

(b) In full-time equivalents

Sources: U.S. Department of Education, Center for Education Statistics, Office of Educational Research and Improvement, Historical Report, Teachers in Elementary and Secondary Education, Washington, D.C., March 1987, table 7, p. 13.

Table 3-33.
Number of full-time visual art teachers employed in each State: 1978-79, 1984-85

| State | 1978-79 | 1984-85 |
|---------------------|---------|---------|
| Alabama..... | 420 | 450 |
| Alaska..... | NP | 114 |
| Arizona..... | 1,000 | 1,300 |
| Arkansas..... | 300 | 425 |
| California..... | NP | 2,339 |
| Colorado..... | NP | NP |
| Connecticut..... | 975 | 1,026 |
| Delaware..... | 135 | 122 |
| Florida..... | 2,000 | 3,100 |
| Georgia..... | NP | 800 |
| Hawaii..... | NP | 161 |
| Idaho..... | 190 | 192 |
| Illinois..... | 1,107 | 1,639 |
| Indiana..... | 2,500 | 3,400 |
| Iowa..... | 1,334 | 1,161 |
| Kansas..... | 615 | 717 |
| Kentucky..... | NP | 488 |
| Louisiana..... | 900 | 1,000 |
| Maine..... | 313 | 325 |
| Maryland..... | 1,223 | 1,200 |
| Massachusetts..... | NP | NP |
| Michigan..... | NP | NP |
| Minnesota..... | 979 | 725 |
| Mississippi..... | 196 | 200 |
| Missouri..... | NP | NP |
| Montana..... | 270 | 264 |
| Nebraska..... | NP | 500 |
| Nevada..... | NP | 129 |
| New Hampshire..... | 490 | 531 |
| New Jersey..... | 2,237 | 1,834 |
| New Mexico..... | 198 | 160 |
| New York..... | 5,081 | 4,720 |
| North Carolina..... | 600 | 1,000 |
| North Dakota..... | NP | NP |
| Ohio..... | 2,431 | 3,739 |
| Oklahoma..... | NP | 601 |
| Oregon..... | NP | 350 |
| Pennsylvania..... | 2,976 | 2,663 |
| Rhode Island..... | 247 | 221 |
| South Carolina..... | NP | 764 |
| South Dakota..... | NP | 206 |
| Tennessee..... | 450 | NP |
| Texas..... | NP | NP |
| Utah..... | 250 | 252 |
| Vermont..... | NP | 226 |
| Virginia..... | 1,106 | 992 |
| Washington..... | NP | NP |
| West Virginia..... | 410 | 450 |
| Wisconsin..... | 1,434 | 1,451 |
| Wyoming..... | NP | 186 |
| Total..... | 32,419* | 42,123* |

NP - Not provided

Notes: In 1984-85, 42 States reported the number of full-time teachers, while eight States did not provide the information. In 1978-79, 30 States reported the number of full-time teachers, while 20 States did not provide the information. The 42 States providing the information in 1984-85 reported a total of 42,123 art teachers. The 30 States providing the information in 1978-79 reported a total of 32,419 art teachers. Since many more States reported information in 1984-85 than in 1978-79, a direct comparison of the totals should not be made. Only seven States did not provide information for both 1984-85 and 1978-79. Thirteen States provided information for 1984-85 although they had not reported in 1978-79.

The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

*Data for totals should not be compared between the two time periods due to differences in reporting states. See Note above.

Source: E. Andrew Mills and D. Ross Johnson, A National Survey of Art(s) Education, 1984-85: State of the Arts in the States, National Arts Education Association, Reston, VA, 1986, table 7, pp. 8-9. (Copyright)

Table 3-32.

Percentage distribution of public secondary teachers, by subject taught:
Spring 1966 to Spring 1986

| Teaching field in which largest portion of time was spent | 1966 | 1971 | 1976 | 1981* | 1986 |
|--------------------------------------------------------------|-----------|-------|-------|-------|-------|
| | (percent) | | | | |
| All fields..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Agriculture..... | 1.6 | 0.6 | 0.6 | 1.1 | 0.6 |
| ▶ Art..... | 2.0 | 3.7 | 2.4 | 3.1 | 1.5 |
| Business education..... | 7.0 | 5.9 | 4.6 | 6.2 | 6.5 |
| English..... | 18.1 | 20.4 | 19.9 | 23.8 | 21.8 |
| Foreign language..... | 6.4 | 4.8 | 4.2 | 2.8 | 3.7 |
| Health and physical education..... | 6.9 | 8.3 | 7.9 | 6.5 | 5.6 |
| Home economics..... | 5.9 | 5.1 | 2.8 | 3.6 | 2.6 |
| Industrial arts..... | 5.1 | 6.2 | 3.9 | 5.2 | 2.2 |
| Mathematics..... | 13.9 | 14.4 | 18.2 | 15.3 | 19.2 |
| ▶ Music..... | 4.7 | 3.8 | 3.0 | 3.7 | 4.8 |
| Science..... | 10.8 | 10.6 | 13.1 | 12.1 | 11.0 |
| Social studies..... | 15.3 | 14.0 | 12.4 | 11.2 | 13.6 |
| Special education..... | 0.4 | 1.1 | 3.0 | 2.1 | 3.5 |
| Other..... | 1.9 | 1.0 | 4.0 | 3.3 | 3.4 |

Note: Data are based upon sample surveys of public school teachers. Changes may reflect differences in sampling and nonsampling error. Because of rounding, percents in columns 3 to 6 may not add to 100.0.

*Data revised from previously published figures.

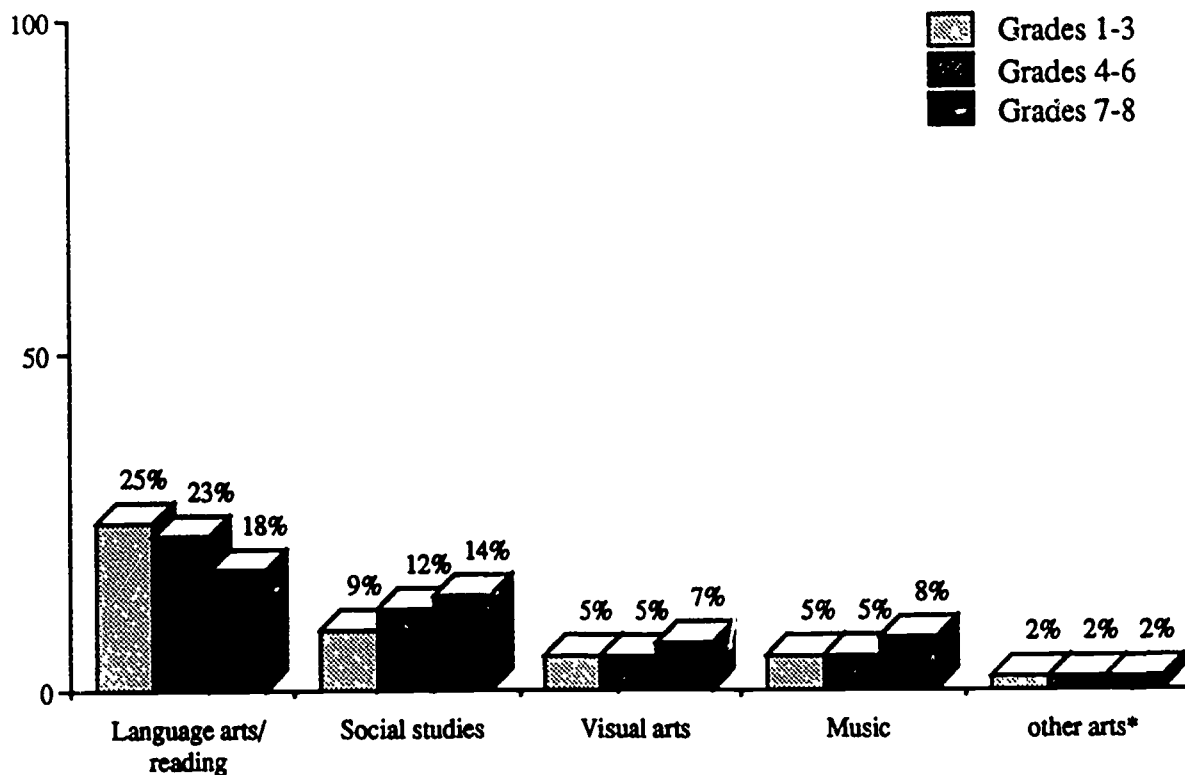
Source: National Education Association, Status of the American Public School Teacher, 1985-86, (Copyright 1987 by the National Education Association. All rights reserved.)

As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics: 1988, U.S. Government Printing Office, Washington, D.C., September 1988, table 56, p. 71.

Methodological note: The "Status of the American Public School Teacher" survey is conducted every 5 years by the National Education Association (NEA). The survey was designed by the National Education Association Research Division and was initially administered in 1956. The intent of the survey is to solicit information covering various aspects of public school teachers' professional, family, and civic lives. Participants for the survey are selected using a two-stage sample design, with the first-stage stratum determined by the number of students enrolled in the district. Selection probabilities are determined so that the resulting sample is self-weighting. In 1985-86, a sample of 1,998 was selected from approximately 2,207,000 public school teachers, and 1784 usable replies were obtained, yielding a response rate of 72 percent. This note is taken from the Digest of Education Statistics: 1988.

Chart 3-9.

Mean percent of total instruction time devoted to selected subjects in elementary and junior high in public school districts: 1986-87



* Includes dance, drama, and creative writing.

Source: U.S. Department of Education, Center for Education Statistics, FRSS Survey of Arts and Humanities Instruction; See table 3-31 for full citation. (Language arts/reading and social studies data are not included in cited table).

Table 3-31.

Mean minutes per week and percent of total instruction time devoted to selected subjects, by grade and district enrollment size: 1986-87

| Subject and grade | Mean minutes per week | | | | Percent of total instruction time | | | |
|-------------------------------|-----------------------|-----------------|----------------|----------------|-----------------------------------|-----------------|----------------|----------------|
| | Enrollment size | | | | Enrollment size | | | |
| | All districts | Less than 2,500 | 2,500 to 9,999 | 10,000 or more | All districts | Less than 2,500 | 2,500 to 9,999 | 10,000 or more |
| Visual arts | | | | | (percent) | | | |
| Grades 1-3..... | 74 | 70 | 66 | 68 | 5 | 5 | 4 | 4 |
| Grades 4-6..... | 79 | 80 | 75 | 75 | 5 | 5 | 5 | 5 |
| Grades 7-8..... | 118 | 114 | 128 | 142 | 7 | 7 | 8 | 9 |
| Music | | | | | | | | |
| Grades 1-3..... | 76 | 78 | 69 | 73 | 5 | 5 | 4 | 5 |
| Grades 4-6..... | 84 | 87 | 74 | 77 | 5 | 5 | 5 | 5 |
| Grades 7-8..... | 134 | 133 | 132 | 148 | 8 | 8 | 8 | 9 |
| Other arts* | | | | | | | | |
| Grades 1-3..... | 25 | 26 | 22 | 25 | 2 | 2 | 1 | 2 |
| Grades 4-6..... | 30 | 31 | 25 | 34 | 2 | 2 | 2 | 2 |
| Grades 7-8..... | 51 | 49 | 52 | 73 | 2 | 2 | 1 | 2 |
| Total instruction time | | | | | | | | |
| Grades 1-3..... | 1,656 | 1,669 | 1,621 | 1,593 | NA | NA | NA | NA |
| Grades 4-6..... | 1,692 | 1,706 | 1,655 | 1,625 | NA | NA | NA | NA |
| Grades 7-8..... | 1,736 | 1,747 | 1,704 | 1,693 | NA | NA | NA | NA |

NA - Not applicable.

Note: See table 3-12 for methodological note.

*Other arts includes dance, drama, and creative writing.

Source: U.S. Department of Education, Office of Educational Research and Improvement, Fast Response Survey System Bulletin, Public School District Policies and Practices in Selected Aspects of Arts and Humanities Instruction, Washington, D.C., February 1988, table 6.

Table 3-30.

Percent of districts having curriculum guides, competency tests, textbook lists, and curriculum coordinators in visual arts, music, and other arts at each school level: 1986-87

| District policy/ characteristic | Visual arts | | | Music | | | Other arts* | | |
|--------------------------------------------------------------------------------------------------------|-------------|-------------------|-----------------|------------|-------------------|-----------------|-------------|-------------------|-----------------|
| | Elementary | Middle- junior | Senior- high | Elementary | Middle- junior | Senior- high | Elementary | Middle- junior | Senior- high |
| Curriculum guides that specify instructional goals in terms of student outcomes have been adopted..... | 67 | 72 | 74 | 75 | 75 | 75 | 35 | 38 | 50 |
| District-wide competency tests are required for promotion to the next school grade..... | 6 | 5 | 7 | 6 | 6 | 7 | 4 | 4 | 6 |
| A list of recommended or required textbooks has been developed by the district..... | 37 | 41 | 43 | 54 | 53 | 46 | 23 | 28 | 33 |
| A curriculum coordinator or the equivalent directs the program..... | 51 | 52 | 54 | 56 | 56 | 56 | 30 | 35 | 38 |

Note: See table 3-12 for methodological notes.

*Other arts include dance, drama, and creative writing.

Source: U.S. Department of Education, Office of Educational Research and Improvement, Fast Response Survey System Bulletin, Public School District Policies and Practices in Selected Aspects of Arts and Humanities Instruction, Washington, D.C., February 1988, table 1.

Table 3-29.
 Percent of weekly instruction time recommended by States for programs in
 art education for grades 1 through 6: 1978-79 and 1984-85

| Recommended percent of weekly instruction time | Number and percent of States | | | |
|---------------------------------------------------|------------------------------|------------|---------------------|------------|
| | 1978 - 1979 | | 1984 - 1985 | |
| | Number of States | Percent | Number of States | Percent |
| Grades 1-3 | | | | |
| 20 percent or more..... | 1 | 2 | 0 | 0 |
| 15 - 19..... | 2 | 4 | 1 | 2 |
| 10 - 14..... | 7 | 14 | 5 | 10 |
| 5 - 9..... | 8 | 16 | 10 | 20 |
| Less than 5..... | 9 | 18 | 14 | 28 |
| None..... | 20 | 40 | 18 | 36 |
| NP..... | 3 | 6 | 2 | 4 |
| Total..... | 50 | 100 | 50 | 100 |
| Grades 4-6 | | | | |
| 20 percent or more..... | 1 | 1 | 0 | 0 |
| 15 - 19..... | 3 | 6 | 1 | 2 |
| 10 - 14..... | 3 | 6 | 4 | 8 |
| 5 - 9..... | 12 | 24 | 12 | 24 |
| Less than 5..... | 7 | 14 | 13 | 26 |
| None..... | 18 | 36 | 18 | 36 |
| NP..... | 6 | 12 | 2 | 4 |
| Total..... | 50 | 100 | 50 | 100 |

NP - Not provided

Note: See table 3-24 for methodological note. The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

Source: E. Andrew Mills and D. Ross Thomson, A National Survey of Art(s) Education, 1984-1985: State of the Arts in the States, National Arts Education Association, Reston, VA, 1986, table 14 and 15, p. 12. (Copyright)

Observational note: Seventy-eight percent of the States now require art at the elementary level, in contrast to only 56 percent six years ago. In more than one-third of the States, art is taught by art specialists at the elementary level.

Table 3-23.

Number and percent of States requiring the teaching of art at the elementary and junior high/middle school level: 1979 and 1985

| | Number and percent of States | | | |
|-----------------------------------|---------------------------------|---------|-------------|---------|
| | 1978 - 1979 | | 1984 - 1985 | |
| | Number | Percent | Number | Percent |
| | Elementary level | | | |
| Required by State statute..... | 12 | 24 | 19 | 37 |
| Required by regulation..... | 16 | 32 | 20 | 41 |
| Recommended only..... | 16 | 32 | 9 | 18 |
| Not required or recommended..... | 3 | 6 | 1 | 2 |
| Not provided..... | 3 | 6 | 1 | 2 |
| Total..... | 50 | 100 | 51 | 100 |
| | Junior high/middle school level | | | |
| Required by State statute..... | 8 | 16 | 12 | 23 |
| Required by State regulation..... | 11 | 22 | 20 | 39 |
| Recommended only..... | 24 | 48 | 16 | 32 |
| Not required or recommended..... | 5 | 10 | 2 | 4 |
| Not provided..... | 2 | 4 | 1 | 2 |
| Total..... | 50 | 100 | 51 | 100 |

Note: The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

Source: E. Andrew Mills and Dr. Ross Thomson, A National Survey of Art(s) Education, 1984-1985: State of the Arts in the States, National Arts Education Association, Reston, VA, 1986, table 12 and 16, pp. 11 and 12. (Copyright)

Table 3-27.

Selected aspects of State education policies with regard to arts instruction: 1984-85

| Area | Number of States |
|-----------------------------------------------------------------|------------------|
| Certification | |
| Areas for which there is State teacher certification: | |
| Art..... | 47 |
| Music..... | 47 |
| Dance..... | 15 (a) |
| Theatre..... | 27 (b) |
| Humanities..... | 6 |
| Gifted and talented..... | 2 |
| None..... | 1 |
| Not provided..... | 1 |
| Goals | |
| Goals set by State Department of Education | |
| Include the arts..... | 45 |
| Do not include the arts..... | 3 |
| None..... | 2 |
| Total..... | 50 |
| Areas in which State art goals are set for schools | |
| Creative activity..... | 41 |
| History of the art form..... | 38 |
| Critical and aesthetic judgment..... | 40 |
| Incorporating cultural resources in curricula..... | 37 |
| Encouraging Artists-in-Residence programs..... | 23 |
| Curriculum | |
| Areas in which State provides syllabi or curriculum guides | |
| Art..... | 37 |
| Music..... | 38 |
| Theatre..... | 18 |
| Dance..... | 18 |
| Arts or education..... | 11 |
| Humanities..... | 7 |
| Other..... | 5 |
| Schools of the Arts | |
| State Department of Education sponsors high schools of the arts | |
| School operates | |
| Year round..... | 3 |
| During school year only..... | 3 |
| During summer only..... | 14 |
| Total..... | 20 |
| Sponsored by | |
| City schools..... | 27 |
| Region or county..... | 37 |
| School districts..... | 25 |

Note: See table 3-24 for methodological note. The National Art Education Association is planning to conduct a study in 1990 to update the information in this table.

(a) Plus 1 as part of physical education.

(b) Plus 2 as part of speech.

Source: E. Andrew Mills and D. Ross Thomson, A National Survey of Art(s) Education, 1984-1985: State of the Arts in the States, National Art Education Association, Reston, VA, 1986, pp. 15 and 16. (Copyright)

Regional Distribution of Landscape Architects

Table 5-22 presents a geographic distribution of landscape architects as a percentage of the ASLA membership. The South Atlantic region appears to far exceed the others in ASLA members. The Middle Atlantic and Pacific regions represent 14 and 19 percent of the membership. New England and East South Central have the fewest members, possibly reflecting less structured professional standards or less formal activities occurring in those areas. While regional data on ASLA members exist, there is no accurate account of the extent to which landscape architects practice in States that do not require formal registration. At present, not all States require registration of landscape architects, and prior to the 1960's very few registered. The rapid growth of the field has stimulated interest and action in State participation over the last 24 years, and this increased awareness may lead to higher registration.

Compensation of Landscape Architects

Table 5-23, taken from the ASLA National Salary Survey, compares average income of landscape architects by type of employment. Data in this table indicate that the greatest gains were reported by academic practitioners. These figures seem to indicate that there has recently been a relatively high demand for academics in landscape architecture.

Table 5-24 focuses on median income of landscape architects by looking at gender, years of experience, level of education, and type of practice in the field. In 1989 the median income for men was a third larger than the median income for female landscape architects. For landscape architects with Doctoral degrees the median income in 1989 was about \$58,000. It is interesting to note that landscape architects with Bachelor's and Master's degrees earned less than those with Associate degrees.

Education of Landscape Architects

Table 5-25 presents data on the number of accredited landscape architecture programs for selected years between 1971 and 1989. The data were provided by the Landscape Architecture Accreditation Board. Although degrees in landscape architecture were awarded as early as 1900, Harvard University having the first program, only limited data exists for tracking degree conferral after that date. As Table 5-25 shows, there were 22 degree programs at the bachelors and masters

levels in 1971; 18 years later, the number had increased to 60. The most dramatic increase occurred at the masters level between 1984 and 1987, about 40 percent.

With the rapid growth of degree programs in landscape architecture, the demand for academic personnel has increased. Table 5-26 presents data from the ASLA annual report on the number of students, degrees, and faculty for years 1983-84 to 1987-88.

Section 5-2. Industrial and Graphic Design

This section presents data on selected aspects of the design field. This field includes a wide range of occupations and endeavors and varies widely in inclusiveness in government occupational classifications. The design category of occupations in Census Bureau statistics is currently the largest of the arts-related occupations. Some occupations included under this category are industrial designers, package designers, graphic designers, set designers, fashion designers, textile designers, and floral designers. Only a few of these occupations are discussed here.

Table 5-27 presents Census Bureau data on the total numbers in the design field by State in 1970 and 1980, and table 5-28 presents Current Population Survey data on their employment between 1983 and 1988. In utilizing data with regard to designers it should be noted that the design occupational category underwent a major change as a result of the new occupational classification system introduced in the Current Population Survey in 1983. This resulted in almost doubling of the number of persons classified as designers in 1983 compared with 1982 (see tables 2-1 to 2-7 for a discussion of the changes). Among the additions to the category were a large number of persons in occupations previously grouped with decorators.

Using a consistent classification, the data between 1983 and 1988, show a steady growth of this field (from 415,000 to 546,000). Unemployment rates in these years ranged from a high of 5.2 in 1983 to a low of 2.7 in 1987. The unemployment figure is somewhat higher than for all professional workers for the same years, but below that of the total workforce.

Another source of data on the design field is the Occupational Outlook Handbook (OOH), which uses somewhat different classifications. The handbook listed 206,000 jobs in 1986 for design fields and an additional 204,000 in the field of graphic and fine arts, which

included those in graphic design as well as some painters and sculptors. The Census Bureau classification has a separate category for painters, sculptors, craft artists, and artist printmakers which included 219,000 in 1988 (see table 5-41).

This section presents selected data obtained from professional organizations representing occupations in the industrial design and graphic arts fields.

Industrial Design

Industrial design is the professional service of creating and developing specifications that optimize the function, value, and appearance of products and systems produced by manufacturers and used to regulate industrial standards and operations. Industrial designers often plan interior and exhibit spacing; develop communications systems, advertising devices, and packaging; and provide other related services.

Size of the Industrial Design Field

Because the industrial design field is so disparate, and individuals are spread throughout the economy with titles and departments varying among sectors, a reliable account is difficult to obtain. However, data from the Occupational Outlook Quarterly in table 5-29 show 13,000 industrial designers employed in 1980 compared to 12,000 four years earlier.

Compensation of Industrial Designers

The Industrial Design Society of America (IDSA) has conducted five biennial membership compensation studies. The 1987 survey was mailed to 852 members who head design groups. One hundred forty-two heads of design groups, reporting on 1,021 industrial designers, completed the survey -- a 17 percent response rate. Table 5-30, from the 1987 report, summarizes the average compensation by position in each survey since 1979. The low response limits the validity of this study, but the survey concludes that the compensation rates for industrial designers have remained stable since 1985, in some instances dropping when adjusted for inflation. The mean salaries in 1987 ranged from \$85,344 for a principal, owner, or president to \$20,167 for an entry level designer.

Tables 5-31 to 5-33 present data from the IDSA 1987 Corporate Design Group Study. For this study

questionnaires were mailed to 218 IDSA members who head corporate design groups. A 44 percent response was obtained. Data from this study provide information on the work settings and task involvement of industrial designers. Table 5-31 indicates the type of group, average group size, average budgets, and sales per dollar invested in design. The respondents were almost evenly divided among research and development, design, engineering, and marketing departments. The average group size ranged from one to six. Table 5-32 presents information on the functions of designers by group type. Designers most frequently were involved in new product design and development. Table 5-33 presents information on respondents' identification of the primary basis for judging performance of design groups. The choices included quality, production costs, customer comments, and market reaction/sales. Almost two-thirds (61 percent) of the respondents chose market reaction/sales as the primary basis by which their group was judged.

Graphic Design

The graphic design profession broadly includes illustrators, editorial artists, cartoonists, animators, printers, and other aspects of design that require visual appeal. Many graphic artists are salaried employees of a variety of organizations, but most of the 205,000 persons in this field, about 63 percent according to the Department of Labor, are self-employed freelance workers performing assorted types of graphic design work (table 5-34).

A major professional group within this field is the American Institute of Graphic Arts (AIGA), and table 5-35 presents their membership since 1954. Membership in this group is currently at about 5,420, an increase of 50 percent since 1980. Part of this increase is attributed to the introduction of licensing in 1978.

Tables 5-36 to 5-39 present data from a 1987 survey of graphic design professionals, conducted for the AIGA by Kane, Parsons and Associates. The survey was mailed to a large number (about 15,000) of members and nonmembers. There was a 30 percent response rate from members. Rates were much lower for nonmembers.

Regional Distribution of Graphic Designers

Graphic design professionals tend to reside mainly in the Northeast and the West (table 5-36). Of those

responding to the survey, 42 percent practice in this region. The reason for this may be that more advertising tends to be produced in much of the Northeast, and a majority of work done in the field involves promotional activities. In addition, a large portion (50 percent) of AIGA regional chapters are located there.

Sex and Age of Graphic Designers

While the profession as a whole seems equally divided between the sexes, younger designers are much more likely to be women (table 5-37). The survey revealed that 64 percent of graphic designers in their twenties are female, compared to only 17 percent of graphic designers aged 50 or over.

Employment of Graphic Designers

Table 5-38 indicates that companies active in the design field are usually small, and most have ten or fewer employees. Of the mid-size firms, most graphic artists are employed in companies predominantly involved in design activities. In companies other than design firms, design departments tend to be small, especially in government, educational, and other non-profit institutions.

Graphic artists usually characterize their work as "graphic design," with over 50 percent falling in that category compared to other design activities, such as art director (17 percent) and illustrator (4 percent); with package designer trailing at 2 percent (table 5-39). Less than half (44 percent) were salaried employees of organizations, with 8 percent being freelancers and 22 percent self-employed. Almost a quarter of the respondents were principals in a firm. It is likely that proportionally more principals are members of the AIGA.

Compensation of Graphic Designers

Personal income from the profession varies widely, as 6 percent of graphic artists earn less than \$12,000 annually, and almost as many collect ten times that amount, with 5 percent earning over \$125,900 (table 5-36). In this study, the median was \$25,000 to \$35,000 with one-quarter falling into this category. These figures show differences of \$5,000 to \$10,000 compared to estimates in the Occupational Outlook Handbook. For 1984, the OOH reported a median income of \$18,600 and mid-range salaries of \$13,000 to

\$26,000 for graphics and fine arts. The AIGA figures clearly represent a different group of graphic artists.

Education of Graphic Designers

From table 5-36 it is evident that the vast majority, 85 percent of graphic design professionals, earned a college degree or higher. Almost one-quarter of the respondents possess graduate degrees.

Secondary Schools Offering Design and Fine Arts Related Courses

Prior to entering college, individuals become aware of the design and fine arts field through course offerings in secondary schools. Table 5-40 presents information on the number of secondary schools offering courses in the design and fine arts fields. In 1981-82, about 4 percent of high schools offered design courses, 16.7 percent graphic and commercial arts, 47 percent crafts, and 85 percent fine arts. Enrollments over the four years of high school ranged from less than 1 percent for design arts to 37 percent for fine arts. Only 3 percent took a graphic or commercial art course.

Section 5-3. Painting, Sculpture, and Photography

The tables in this section present information on painters, sculptors, craft artists, and photographers. Only limited information was obtained on these artists from our mailings. For example, the International Sculpture Center responded to our mailing with reference to sculpture by indicating that, while they would like to do a study, no data are currently available.

Number of Artists, Painters, Sculptors, and Photographers

Table 5-41 presents data from the Current Population Survey on employed and unemployed painters, sculptors, craft artists, artist printmakers, and photographers. The data indicate that in 1988 there were approximately 219,000 persons in the painter, sculptor, craft artist, and artist printmaker group and 121,000 in the photographer group. Unemployment for 1988 was about 2.0 percent for painters/sculptors/craft artists/and artist printmakers and 3.6 percent for photographers.

Geographic Distribution of Painters, Sculptors, and Photographers

Table 5-42 presents the number of painters, sculptors, craft artists, and artist printmakers by State for 1970 and 1980. The 1970 data have been updated to reflect the 1980 classification. In 1980, the largest number in this occupational group resided in California and New York. The concentration ratio compares the proportion in the State compared to the national proportion with a ratio of 1 being the same as the national. The ratio was highest in New Mexico (1.89), New York (1.81), Hawaii (1.72) and California (1.48). It was lowest in West Virginia (.32), North Dakota (.35), Arkansas (.35), Mississippi (.39), and South Dakota (.39). Table 2-8 in chapter 2 gives Census Bureau data on the percent of artists living in rural locations. In 1980, this was 15 percent for the painter category, compared to 19 percent for all professional occupations and 25 percent for all occupations nationwide.

Table 5-43 gives the State distribution and concentration ratios for photographers, again for 1970 and 1980. While the largest numbers are still in California (13,060) and New York (10,537), the concentration of photographers is less pronounced than the painter, sculptor, craft artist category. The highest concentration ratios were in Nevada (1.49), New York (1.45), and California (1.26). The lowest rates were in New Hampshire (.56), West Virginia (.57), and Mississippi (.59).

Retail Art Sales

Table 5-44 presents data on retail art sales by State from the 1982 Economic Census, taken from National Endowment for the Arts Research Division Note 19. A total of 1,563 retail art dealers reported sales of about \$700 million in 1982. The average art dealer had sales of \$444,560. The term "art," as used in the table, includes contemporary art, art of all previous periods, art in all media, antiques, and art objects. Sales should not be interpreted as total art sales in the United States, because art is also sold by museum shops, craft fairs, auction houses, and other retail establishments that do not consider art their primary business. The total art sales by all sources are probably much greater than the \$700 million reported in the table. It should also be noted that 1982 was a recession year.

From table 5-44 it can be seen that over one-third of the dollar value of art sales included in the table occurred in New York, where the average dealer had

over \$1 million in sales. The next largest amount was in California with about 16 percent of total sales. Together these States accounted for one-half of all art sales reported.

Sources of Receipts for Commercial Photography, Commercial Arts, and Graphic Arts

Table 5-45, from the Census of Service Industries, presents limited data on sources of receipts for the establishment categories of commercial photography, commercial art, and graphic arts in 1982. This table includes only establishments with payrolls and establishments which have photography, commercial art, and graphic arts as the major activity. Commercial photography establishments had receipts of about \$778 million, commercial art establishments about \$596 million, and graphic arts about \$1.7 billion. The size of an average commercial photography firm in terms of receipts was about \$240,000. The average commercial art firm's receipts were about \$259,000, and the average graphic arts firm's receipts were \$358,000 (data calculated based on total receipts divided by number of establishments). The table also gives some indication of the overlap in sources of receipts for photography, commercial, and graphic arts. For example, in 1982 firms classified as commercial photography obtained about 3 percent of their receipts from commercial art and illustration and graphic arts.

Applicants for College Art Teaching Positions

Tables 5-46 and 5-47 were compiled from data received from the College Art Association on the numbers of applicants and positions for studio and art history jobs at the college level for the last ten years. The tables are based on Keysort Curriculum Vitae forms on file with the CAA for the calendar year indicated, and on openings listed in the position listings for the academic years indicated. Most openings require the terminal degree, its equivalent, or all-but-dissertation, and most are at the entry level. About half of the openings for both artists and art history positions are tenure track, and the rest are for temporary non-tenure track positions of varying length. In describing the recent trend, the College Art Association Newsletter states:

The overall ratio of applicants to positions has improved somewhat: 2.0 applicants for each position in 1985-86 compared to 2.4 in 1981-82. Art historians and those in the

"other" categories have benefited most simply because the number of openings has increased while the number of applicants has decreased during the last five-year period.¹

The field of studio artists remains the worst in which to be seeking a job in spite of the improvement in the applicant to position ratios. In 1983-84 the ratio was 9.1, in 1984-85 it was 8.7, and in 1985-86 it was 8.3 (calculated from data in table 5-46).

Section 5-4. Craft Artists and Craft Organizations

The National Endowment for the Arts sponsored a study of craft artist membership organizations in 1978 and a study of craft artists in 1980. Both studies were conducted by Mathematica Policy Research. These studies were preceded by a planning study which reviewed the findings of several previous studies of craft artists. The planning study results were published as National Endowment for the Arts Research Division Report Number 2, entitled To Survey American Crafts: A Planning Study. The findings of the Craft Organization study were published as NEA Research Division Report Number 13, entitled Craft Artists Membership Organizations 1978. The study of craft artists results were summarized in the report Crafts-Artists in the United States submitted to NEA by Mathematica Policy Research in 1982. Tables 5-48 and 5-49 present summary data from the 1978 survey of craft organizations. Tables 5-50 to 5-53 present summary data from the 1980 study of craft artists.

The 1978 study was planned as a census of all known craft organizations rather than a sample survey. The planning study estimated about 1,692 organizations on the basis of directories and previous studies. However, as a result of the mailing to this universe, a number of organizations on the initial listing were found not to be craft organizations. Of approximately 1,200 groups found to be craft organizations, 947 returned usable questionnaires. The study estimated there were about 1,218 craft organizations in the United States with an average organization membership of 299.

Most craft organizations (60 percent) were not oriented toward a single medium, but classified themselves as general media organizations. Of the single-medium groups, nearly two-thirds were

organizations of fiber artists. While organizations with national or international membership were predominantly single-medium, the reverse was true of local groups.² Metal, wood, and other media were each the primary medium of about 4 to 6 percent of craft artists; glass, leather, paper, and multimedia were each the primary medium of 2 percent or fewer (table 5-49).

The 1978 study showed that exhibits, sales, and craft workshops were the primary activities undertaken by craft membership organizations. Jury review as a prerequisite to membership was imposed by 30 percent of all craft organizations (table 5-48). Organizations with a focus on metal had the highest use of jury review (53 percent). Over 60 percent of the organizations were incorporated, and 85 percent were tax-exempt nonprofit organizations. More than half had been in existence for at least 10 years, and 85 percent were over five years old. Most (62 percent) had annual budgets of under \$5,000. Of those noting problems, inadequate storage space and inadequate funds were most frequently cited, although the report concluded that few craft organizations perceived themselves as having many problems.³

The 1980 study of craft artists built upon the universe list of 1,200 craft organizations from the 1978 study. From this universe, a sample of 208 organizations, including the largest organizations, was selected and asked to submit lists of members from which the sample of about 5,000 artists was drawn. About 73 percent of the sampled organizations returned membership lists, and about 74 percent of the artists sampled from these lists returned survey forms. Of the 5,000 artists sampled, about 2,637 identified themselves as craft artists. In addition to the main study, smaller studies were conducted to ascertain the extent to which results of the member study could be assumed to represent the total population of craft artists. These studies included participants in prominent exhibits, subscribers to craft magazines not published by craft organizations, and artists who sell to nationally recognized shops (see table 5-50).

Results of the study indicated that craft organization member artists are overwhelmingly female (70 percent). This is not true, however, for members who spend 40 or more hours a week working at their

¹College Art Association, CAA Newsletter, Fall 1986, p 8

²National Endowment for the Arts, Research Division, Craft Artist Membership Organizations 1978, Report Number 13, Washington, D.C., 1981, p.7.

³Craft Artist Membership Organizations 1978, p 8

craft, of whom only 48 percent were female or for the samples of exhibitors (48 percent female) and sellers (55 percent female). About 98 percent of the craft artists were white. Most (56 percent) had completed college. Of the total members, only about one-third had crafts as their primary occupation. A much higher percentage of the sellers (86 percent) and exhibitors (91 percent) had crafts as a primary occupation (table 5-50). The primary medium of the largest percent of all members was fiber (42 percent), but the primary medium of the largest percent of sellers was clay (44 percent) (table 5-51).

The 1980 study of craft artists estimated that there were between 150,000 and 180,000 craft artists. This figure is substantially less than the 380,000 craft artists estimated by the 1978 study based on the membership of the organizations in the universe of craft organizations (table 5-49). The report notes several reasons for this difference. The main reason was that the estimates of the size of craft organizations based on actual counts of membership lists was about one-third lower than that for the 1978 study which was based on the broad size intervals checked off by organizations. The next most important factor was the adjustment made in 1980 for responses by members who were not craft artists. Many members of the organizations did not meet the definition of practicing craft artist. Finally, a slightly larger adjustment was made for multiple membership in 1980 than in 1978.

Section 5-5. Historic Preservation

Tables 5-54 to 5-58 present selected data on historic preservation activities. Services rendered in the conservation of historic buildings may include several forms of design, engineering, architecture, and archeological endeavors. Available data tend to be reported in terms of types or number of projects. Tables in this section are from the National Register of Historic Places, and National Trust for Historic Preservation, the Advisory Council of Historical Preservation, and the National Institute for the Conservation of Cultural Property, Inc.

The National Trust for Historic Preservation is a private nonprofit membership organization which was chartered by Congress in 1949. The Trust is dedicated to the protection and continued use of America's architectural, cultural, and maritime heritage. The framework for current Federally-sponsored efforts in the area of historic preservation is outlined in the National Historic Preservation Act (NHPA), enacted in 1966 and

subsequently amended several times. The major provisions of the act include:

- Creation of the National Register of Historic Places, administered in the Department of the Interior by the National Park Service.
- Establishment of State Historic Preservation Offices (SHPO) to administer the preservation program at the State level. Each office is responsible for surveying to identify historic properties; developing a Statewide plan for preservation; providing technical assistance to Federal, State, and local agencies and the public; and helping local governments become certified to participate in the program.
- Provision of matching grants-in-aid and technical assistance to certified local governments.
- Creation of the Advisory Council on Historic Preservation as an independent agency responsible for advising the President and Congress on historic preservation matters and encouraging public interest.⁴

Grants, loans, and technical assistance for historic preservation are also available through the National Trust for Historic Preservation.

Table 5-54 shows the number of listings to the National Register of Historic Places. Since 1967, when the program started, more than 104,000 properties have been entered in the register. The number of entries per year peaked in 1982 with 4,893 (after an abnormally low year in 1981). In 1989, the number of new entries was 3,140.

Table 5-55 includes data on historic preservation appropriations grants-in-aid between 1968 and 1990. The number of participating States increased from 26 in 1969 to 50 by 1974. By 1986, 57 States and territories were participating. The amount of money apportioned to the States, however, has declined since 1980 when the total was \$47 million. In 1986 it was \$20 million and in 1989, \$25 million. Grants to the National Trust for Historic Preservation peaked at \$5.4 million in 1979 and were \$4.8 million in 1989.

⁴ Advisory Council on Historic Preservation, Twenty Years of the National Historic Preservation Act, Washington, D.C., 1986, p.13.

Grants awarded to the National Trust are allocated according to several loan programs: National Preservation Loan Fund (NPLF); Inner-City Ventures Fund (ICVF); Preservation Services Fund (PSF); and Critical Issues Fund (CIF). Of these four programs, the NPLF represents the greatest financial commitment (table 5-56).

The Magnitude of Architectural Conservation Needs in America

The National Institute for the Conservation of Cultural Property, Inc. (NIC) – an institute representing major organizations concerned with historic preservation – sponsored a study in 1981 of historic buildings to

determine the magnitude of rehabilitation needs in this area. Tables 5-57 and 5-58 summarize results of this survey. The sample for the survey of 2,114 individual buildings was drawn from the National Register of Historic Places and was designed to include about 1 percent of all historic places in the country estimated at 200,000. A standardized response form was distributed to 51 officers of the American Institute of Architects Historic Preservation Committee who coordinated the study in the States. An attempt was made to have actual fieldwork on 526 buildings done by knowledgeable architects or historic preservationists. The results showed that 62 percent of the buildings had at least one component classified as needing repair. The estimated amount needed for repair was about \$105 million for the 433 buildings for which this information was obtained.

Table 5-1.
Number of registered architects (RA) and membership in American Institute of
Architects (AIA): 1988 and 1989

| | Registered architects (RA) | | | AIA members | | |
|---------------------------|----------------------------|------------------|--------------------------------|-------------|--------|--------------------------------|
| | 1988 resident | 1989 resident | Percent change 1988-1989 | 1988 | 1989 | Percent change 1988-1989 |
| Alabama..... | 627 | 631 | 1 | 452 | 472 | 4 |
| Alaska..... | 256 (a) | 216 | -16 | 119 | 103 | -13 |
| Arkansas..... | 404 | 421 | 4 | 269 | 264 | -2 |
| Arizona..... | 1,489 | 1,619 | 9 | 781 | 717 | -8 |
| California..... | 12,538 (a) | 14,650 | 17 | 7,084 | 7,006 | -1 |
| Colorado..... | 1,666 (a) | 2,072 | 24 | 802 | 721 | -10 |
| Connecticut..... | 1,300 (a) | 1,322 | 2 | 896 | 955 | 7 |
| Delaware..... | 120 | 135 | 13 | 96 | 100 | 4 |
| District of Columbia..... | 719 (c) | 770 | 7 | 618 | 624 | 1 |
| Florida..... | 3,926 | 3,765 | -4 | 2,260 | 2,176 | -4 |
| Georgia..... | 1,685 (a) | 1,685 | 0 | 1,172 | 1,182 | 1 |
| Guam..... | 22 (d) | 22 | 0 | 20 | 18 | -10 |
| Hawaii..... | 585 (d) | 661 | 13 | 486 | 530 | 9 |
| Idaho..... | 317 | 272 | -14 | 129 | 136 | 5 |
| Illinois..... | 3,990 | 3,946 | -1 | 1,937 | 2,037 | 5 |
| Indiana..... | 810 (c) | 872 | 8 | 508 | 498 | -2 |
| Iowa..... | 360 | 576 | 60 | 301 | 310 | 3 |
| Kansas..... | 825 (b) | 888 | 8 | 498 | 482 | -3 |
| Kentucky..... | 527 | 550 | 4 | 287 | 301 | 5 |
| Louisiana..... | 983 | 992 | 1 | 642 | 572 | -11 |
| Maine..... | 230 | 242 | 5 | 103 | 126 | 22 |
| Maryland..... | 1,069 (d) | 1,069 | 0 | 1,058 | 1,079 | 2 |
| Massachusetts..... | 2,409 | 2,409 | 0 | 1,629 | 1,819 | 12 |
| Michigan..... | 1,953 | 2,092 | 7 | 1,291 | 1,305 | 1 |
| Minnesota..... | 1,370 | 1,438 | 5 | 923 | 906 | -2 |
| Mississippi..... | 249 | 253 | 2 | 200 | 189 | -6 |
| Missouri..... | 1,500 | 1,398 | -7 | 930 | 905 | -3 |
| Montana..... | 259 | 250 | -3 | 159 | 143 | -10 |
| Nebraska..... | 482 | 466 | -3 | 218 | 220 | 1 |
| Nevada..... | 200 | 253 | 27 | 140 | 148 | 6 |
| New Hampshire..... | 193 | 204 | 6 | 159 | 166 | 4 |
| New Jersey..... | 1,816 (c) | 1,816 | 0 | 1,341 | 1,423 | 6 |
| New Mexico..... | 512 | 549 | 7 | 306 | 295 | -4 |
| New York..... | 6,388 | 8,187 | 28 | 3,316 | 3,387 | 2 |
| North Carolina..... | 1,303 | 1,377 | 6 | 1,067 | 1,123 | 5 |
| North Dakota..... | 143 (a) | 131 | -8 | 87 | 86 | -1 |
| Ohio..... | 2,700 | 2,827 | 5 | 1,423 | 1,464 | 3 |
| Oklahoma..... | 793 | 650 | -18 | 422 | 386 | -9 |
| Oregon..... | 1,100 | 1,100 | 0 | 583 | 591 | 1 |
| Pennsylvania..... | 1,931 | 3,114 | 61 | 1,545 | 1,639 | 6 |
| Puerto Rico..... | 345 (d) | 345 | 0 | 107 | 106 | -1 |
| Rhode Island..... | 250 | 330 | 32 | 163 | 175 | 7 |
| South Carolina..... | 655 | 700 | 7 | 532 | 556 | 5 |
| South Dakota..... | 85 | 80 | -6 | 59 | 61 | 3 |
| Tennessee..... | 1,007 | 1,049 | 4 | 642 | 653 | 2 |
| Texas..... | 6,203 | 6,057 | -2 | 3,768 | 3,317 | -12 |
| Utah..... | 472 (b) | 472 | 0 | 257 | 245 | -5 |
| Vermont..... | 290 | 224 | -23 | 98 | 111 | 13 |
| Virgin Islands..... | 60 | 68 | 13 | 33 | 31 | -6 |
| Virginia..... | 1,384 (c) | 1,652 | 19 | 1,414 | 1,471 | 4 |
| Washington..... | 2,140 | 2,348 | 10 | 1,248 | 1,290 | 3 |
| West Virginia..... | 117 | 110 | -6 | 98 | 93 | -5 |
| Wisconsin..... | 1,121 | 1,161 | 4 | 624 | 679 | 9 |
| Wyoming..... | 100 | 88 | -12 | 63 | 55 | -13 |
| Total..... | 73,978 | 80,574 | 9 | 45,363 | 45,447 | 2 |

(a) Current statistics are unavailable; 1987 statistics have been used.

(b) Current statistics are unavailable; 1986 statistics have been used.

(c) Current statistics are unavailable; 1985 statistics have been used.

(d) Current statistics are unavailable; 1982 statistics have been used.

Source: American Institute of Architects, Membership Development Office, Washington, D.C., 1989.

Table 5-2.
State distribution of architects: 1970 and 1980

| State | 1970 | Number of architects | Concen- tration ratio ^a | 1980 | Number of architects | Concen- tration ratio ^a |
|---------------------|------|----------------------------|------------------------------------------|------|----------------------------|------------------------------------------|
| | Rank | | | Rank | | |
| California..... | 1 | 7,710 | 1.44 | 1 | 17,652 | 1.50 |
| New York..... | 2 | 6,151 | 1.74 | 2 | 8,691 | 1.05 |
| Texas..... | 4 | 3,019 | 1.05 | 3 | 7,775 | 1.15 |
| Illinois..... | 3 | 3,262 | 1.06 | 4 | 5,583 | .79 |
| Florida..... | 9 | 1,881 | 1.11 | 5 | 5,302 | 1.22 |
| Pennsylvania..... | 5 | 2,632 | .83 | 6 | 4,380 | .79 |
| Massachusetts..... | 6 | 2,278 | 1.42 | 7 | 3,815 | 1.31 |
| Ohio..... | 7 | 2,077 | .73 | 8 | 3,505 | .69 |
| Michigan..... | 8 | 1,910 | .82 | 9 | 3,170 | .73 |
| Washington..... | 12 | 1,494 | 1.66 | 10 | 3,148 | 1.58 |
| New Jersey..... | 10 | 1,836 | .94 | 11 | 3,057 | .84 |
| Virginia..... | 13 | 1,473 | 1.24 | 12 | 2,817 | 1.11 |
| Colorado..... | 21 | 745 | 1.29 | 13 | 2,741 | 1.85 |
| Maryland..... | 11 | 1,567 | 1.47 | 14 | 2,242 | 1.05 |
| Georgia..... | 15 | 1,004 | .83 | 15 | 2,193 | .86 |
| Minnesota..... | 16 | 1,003 | .98 | 16 | 1,982 | .96 |
| Missouri..... | 17 | 993 | .80 | 17 | 1,945 | .84 |
| North Carolina..... | 18 | 845 | .61 | 18 | 1,909 | .67 |
| Connecticut..... | 14 | 1,369 | 1.57 | 19 | 1,827 | 1.14 |
| Arizona..... | 26 | 540 | 1.26 | 20 | 1,786 | 1.46 |
| Oregon..... | 20 | 747 | 1.33 | 21 | 1,753 | 1.37 |
| Tennessee..... | 25 | 571 | .56 | 22 | 1,581 | .74 |
| Louisiana..... | 23 | 718 | .88 | 23 | 1,533 | .85 |
| Wisconsin..... | 22 | 732 | .61 | 24 | 1,529 | .66 |
| Indiana..... | 19 | 783 | .55 | 25 | 1,313 | .50 |
| Kansas..... | 24 | 614 | 1.03 | 26 | 1,169 | 1.01 |
| Alabama..... | 28 | 431 | .52 | 27 | 1,145 | .68 |
| South Carolina..... | 30 | 358 | .54 | 28 | 1,115 | .77 |
| Oklahoma..... | 27 | 506 | .78 | 29 | 882 | .64 |
| Hawaii..... | 32 | 352 | 1.78 | 30 | 878 | 1.95 |
| Iowa..... | 29 | 391 | .52 | 31 | 796 | .56 |
| Kentucky..... | 31 | 355 | .46 | 32 | 776 | .50 |
| Utah..... | 35 | 266 | .99 | 33 | 686 | 1.07 |
| New Mexico..... | 36 | 253 | 1.10 | 34 | 683 | 1.21 |
| Nebraska..... | 32 | 340 | .85 | 35 | 597 | .78 |
| Idaho..... | 42 | 121 | .66 | 36 | 491 | 1.14 |
| Arkansas..... | 37 | 218 | .47 | 37 | 482 | .50 |
| Mississippi..... | 34 | 267 | .53 | 38 | 470 | .45 |
| Nevada..... | 47 | 77 | .55 | 39 | 390 | .89 |
| Montana..... | 44 | 113 | .65 | 40 | 373 | 1.01 |
| Maine..... | 45 | 105 | .41 | 41 | 354 | .69 |
| Alaska..... | 46 | 87 | 1.32 | 42 | 335 | 1.78 |
| Rhode Island..... | 38 | 212 | .81 | 43 | 306 | .65 |
| Vermont..... | 40 | 158 | 1.35 | 44 | 298 | 1.19 |
| New Hampshire..... | 39 | 160 | .78 | 45 | 265 | .57 |
| West Virginia..... | 43 | 116 | .30 | 46 | 242 | .31 |
| North Dakota..... | 49 | 63 | .44 | 47 | 224 | .75 |
| Wyoming..... | 48 | 68 | .78 | 48 | 214 | .92 |
| Delaware..... | 41 | 151 | 1.03 | 49 | 192 | .66 |
| South Dakota..... | 50 | 55 | .33 | 50 | 127 | .39 |

Note: Census figures for total architects for 1970 were 53,670 and for 1980 were 107,693. States are in order of rank of number of architects in 1980.

^aConcentration ratio: Proportion of architects in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live*, 1980, Washington, D.C., Report 19, March 1987, figure IV, p. 19. (Data are from U.S. Bureau of the Census, Census of Population.)

Table 5-3.
Architectural labor force, employment, and unemployment: 1983-1988

| Occupation | 1983 | 1985 | 1987 | 1988 | Change level 1983-1988 | Change level 1987-1988 |
|-------------------------------------|---------|---------|---------|---------|---------------------------|---------------------------|
| Architects | 108,000 | 133,000 | 136,000 | 145,000 | +37,000 | +9,000 |
| Employed..... | 103,000 | 130,000 | 135,000 | 143,000 | +40,000 | +8,000 |
| Unemployed..... | 5,000 | 3,000 | 1,000 | 2,000 | -3,000 | +1,000 |
| Unemployment rate (percent)..... | 4.3 | 2.2 | 1.0 | 1.2 | -3.1 | +2 |

Note: All unemployment rates shown in the table were calculated by the Bureau of Labor Statistics using unrounded data. Therefore, calculating unemployment rates using the rounded level for the unemployed and labor force shown above may yield slightly different rates.

Source: National Endowment for the Arts, Research Division, "Artists Employment in 1988," Washington, D.C., Note 31, April 1988. (Data are from U.S. Bureau of the Census, Bureau of Labor Statistics, Current Population Survey, Unpublished data.)

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Table 5-4.
Personnel by occupation for architectural, engineering, and surveying services: 1982

| | Architectural services | Engineering services | Surveying services |
|-----------------------------------------------------------|---------------------------|-------------------------|-----------------------|
| Establishments | 13,414 | 25,209 | 6,718 |
| Total receipts (in thousands of dollars)..... | 5,914,359 | 27,270,146 | 1,130,235 |
| Annual payroll | 2,404,201 | 11,783,504 | 528,895 |
| Paid employees for pay period including March 12 | 105,270 | 441,190 | 35,010 |
| Personnel by occupation | | | |
| Licensed or registered architects | | | |
| Paid employees | 31,871 | 5,218 | NA |
| Proprietors or partners | 7,810 | 59 | NA |
| Licensed or registered engineers | | | |
| Paid employees | 3,369 | 106,748 | NA |
| Proprietors or partners | 225 | 5,730 | NA |
| Licensed or registered surveyors | | | |
| Paid employees | NA | 35 | NA |
| Proprietors or partners | 2 | NA | 85 |
| Certified engineering technicians | | | |
| Paid employees | NA | 104 | NA |
| Proprietors or partners | 0 | NA | 0 |
| Other technically trained personnel | | | |
| Paid employees | NA | 2,297 | NA |
| Proprietors or partners | 2 | NA | 2 |
| All other personnel | | | |
| Paid employees | NA | 1,111 | NA |
| Proprietors or partners | 0 | NA | 0 |

NA - Not available.

Note: Includes only establishments with payroll. See table 1-7 for general methodological note on the Census of Service Industries.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., May 1985, table 37.

Table 5-5.
 Number of architectural firms by geographic location: 1989

| State | Number of firms | State | Number of firms |
|---------------------------|-----------------|---------------------|-----------------|
| Alaska..... | 32 | Montana..... | 58 |
| Alabama..... | 151 | North Carolina..... | 413 |
| Arkansas..... | 104 | North Dakota..... | 36 |
| Arizona..... | 261 | Nebraska..... | 62 |
| California..... | 2,769 | New Hampshire..... | 79 |
| Colorado..... | 312 | New Jersey..... | 569 |
| Connecticut..... | 385 | New Mexico..... | 109 |
| District of Columbia..... | 157 | Nevada..... | 65 |
| Delaware..... | 37 | New York..... | 1,261 |
| Florida..... | 821 | Ohio..... | 475 |
| Georgia..... | 403 | Oklahoma..... | 158 |
| Guam..... | NA | Oregon..... | 190 |
| Hawaii..... | 207 | Pennsylvania..... | 553 |
| Iowa..... | 91 | Puerto Rico..... | NA |
| Idaho..... | 50 | Rhode Island..... | 73 |
| Illinois..... | 636 | South Carolina..... | 197 |
| Indiana..... | 160 | South Dakota..... | 27 |
| Kansas..... | 135 | Tennessee..... | 212 |
| Kentucky..... | 118 | Texas..... | 1,184 |
| Louisiana..... | 261 | Utah..... | 77 |
| Massachusetts..... | 605 | Virginia..... | 439 |
| Maryland..... | 285 | Virgin Islands..... | NA |
| Maine..... | 63 | Vermont..... | 49 |
| Michigan..... | 365 | Washington..... | 466 |
| Minnesota..... | 252 | Wisconsin..... | 196 |
| Missouri..... | 250 | West Virginia..... | 39 |
| Mississippi..... | 87 | Wyoming..... | 27 |
| | | Total..... | 16,011 |

NA - Not available.

Source: Data obtained from the American Institute of Architects, Office of Research Planning, Washington, D.C., 1989.

Table 5-6.
Membership in American Institute of Architects by race and sex: 1989

| | Regular | Associate |
|--------------------------------|---------|-----------|
| Total membership* | 42,962 | 8,538 |
| Race: | | |
| Black..... | 298 | 251 |
| White..... | 23,138 | 6,112 |
| Hispanic..... | 660 | 293 |
| Indian..... | 40 | 10 |
| Asian..... | 1,288 | 452 |
| Other..... | 131 | 42 |
| Unidentified..... | 12,375 | 1,369 |
| Sex: | | |
| Male..... | 38,140 | 6,512 |
| Female..... | 2,573 | 1,972 |
| Unidentified..... | 2,249 | 54 |

*Numbers by race and sex do not total exactly to "total membership" in original source data due to missing data. In addition there are about 3,000 Emeritus members.

Source: Data obtained from the American Institute of Architects, Membership Development Office, Washington, D.C., 1989.

Table 5-7.
Distribution of the architectural profession by sex, selected years:
1970-1989

| Year | Total | Men | Women | Women as percent of total architects |
|------------------------------------|---------|--------|-------|--------------------------------------|
| U.S. Census Data | | | | |
| 1970 (a)..... | 57,081 | 54,948 | 2,133 | 3.7 |
| 1980 (b)..... | 107,693 | 98,743 | 8,950 | 8.3 |
| AIA total membership survey | | | | |
| 1974 (c)..... | 25,144 | 24,849 | 250 | 1.2 |
| 1983 (d)..... | 42,423 | 40,311 | 2,112 | 5.0 |
| 1989 (e)..... | 55,464 | 50,875 | 4,598 | 8.3 |

(a) Data from the 1970 Census - architects.

(b) Data from the 1980 Census - architects.

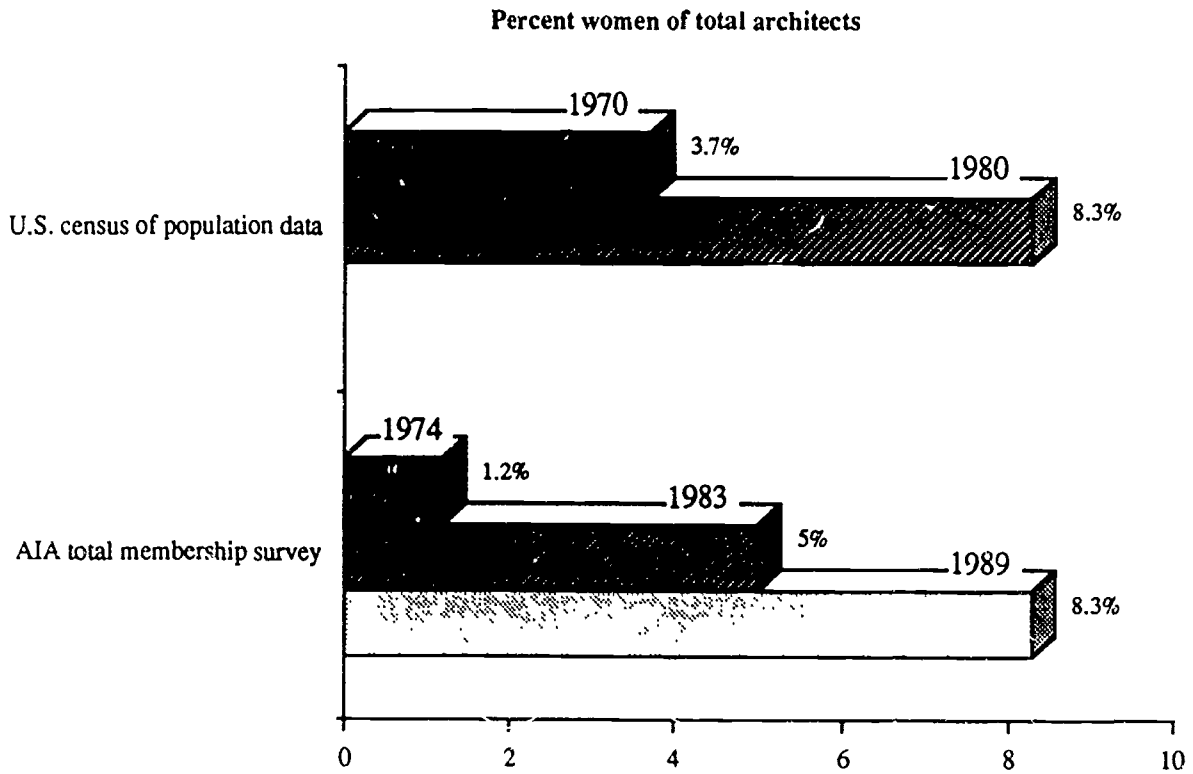
(c) Data from the 1974 total membership survey of the AIA.

(d) Data from the 1983 total membership survey of the AIA.

(e) Data from November 1989 Membership Statistics, Membership Development Office.

Sources: The American Institute of Architects, Women in Architecture Committee, 1983 AIA Survey of Membership: The Status of Women in the Profession, 1983, Washington, D.C., p. 6; 1989 Membership Statistics, Membership Development Office.

Chart 5-1.
Women in the architectural profession: selected years, 1970-1989



Source U S Bureau of the Census and American Institute of Architects, Women in Architecture Committee. See table 5-7 for full citation.

Table 5-8.

Historical trends and recent performance and forecast: engineering, architectural, and surveying services, selected years: 1972-1989

| Item | 1972 | 1977 | 1982 | 1984 | 1986 | 1987 | 1988 (a) | 1989 (b) | Compound annual rate of growth | | Percent change | | |
|----------------------------------------|-------|--------|--------|--------|--------|--------|----------|----------|--------------------------------|---------|----------------|---------|---------|
| | | | | | | | | | 1972-86 | 1981-86 | 1986-87 | 1987-88 | 1988-89 |
| Receipts (millions of dollars)..... | 7,588 | 14,737 | 35,557 | 40,241 | 45,397 | 50,468 | 52,638 | 54,691 | 13.6 | 6.3 | 11.2 | 4.3 | 3.9 |
| Employees on payroll (thousands)..(c). | 339.3 | 424.0 | 572.3 | 625.5 | 682.3 | 715.5 | 754.8 | 754.8 | 5.1 | 3.6 | 4.9 | 5.5 | NA |
| Average hourly earnings (dollars)..... | 5.16 | 7.13 | 10.97 | 11.89 | 12.67 | 12.97 | NA | NA | NA | NA | 2.4 | NA | NA |
| Average weekly hours..... | 40.2 | 39.6 | 39.4 | 39.5 | 39.7 | 39.5 | NA | NA | NA | NA | -0.5 | NA | NA |

NA - Not available.

(a) Estimated

(b) Forecast

(c) Annual average

Source: (1972-84) Engineering News-Record; (forecasts by International Trade Administration).

As included in U.S. Department of Commerce, International Trade Division, U.S. Industrial Outlook, 1987, Washington, D.C., 1987, p. 65-2; (1986-89) U.S. Department of Commerce, Bureau of the Census, and International Trade Administration (ITA), U.S. Department of Labor Statistics.

As included in U.S. Department of Commerce, International Trade Division, U.S. Industrial Outlook, 1989, Washington, D.C., 1989, p. 3-1.

Table 5-9.
Architects' compensation by position for all firms: 1989

| Position | All firms* | | | Number of firms | Number of positions |
|------------------------------|--------------|--------|--------------|--------------------|------------------------|
| | 3rd quartile | Median | 1st quartile | | |
| | (in dollars) | | | | |
| Principal/partner..... | 75,000 | 50,000 | 40,000 | 2,539 | 4,690 |
| Associate..... | 50,000 | 40,000 | 32,500 | 887 | 2,539 |
| Manager..... | 45,000 | 39,000 | 34,000 | 544 | 1,629 |
| Architect III..... | 40,000 | 35,000 | 30,000 | 525 | 1,318 |
| Architect II..... | 35,000 | 30,000 | 27,000 | 391 | 1,043 |
| Architect I..... | 30,500 | 28,000 | 25,000 | 390 | 760 |
| Intern..... | 26,500 | 23,000 | 20,000 | 1,337 | 4,047 |
| Engineer..... | 44,100 | 37,000 | 30,000 | 188 | 1,433 |
| Landscape architect..... | 34,300 | 29,100 | 25,000 | 77 | 213 |
| Planner..... | 39,900 | 31,900 | 27,400 | 79 | 182 |
| Interior designer..... | 30,000 | 25,000 | 20,000 | 386 | 1,129 |
| Specifier..... | 39,400 | 34,000 | 27,100 | 114 | 199 |
| Draftsman..... | 25,000 | 20,000 | 16,700 | 1,095 | 4,152 |
| Other technical staff..... | 30,000 | 25,000 | 18,600 | 219 | 905 |
| Marketing staff..... | 33,000 | 26,400 | 22,000 | 261 | 466 |
| Office manager..... | 28,000 | 22,000 | 18,000 | 710 | 800 |
| Non-technical staff..... | 27,000 | 20,000 | 15,000 | 144 | 490 |
| Administrative/clerical..... | 20,000 | 17,000 | 14,100 | 1,359 | 3,799 |

*The compensation figures reported in this table refer to the total annual compensation, including bonuses and profit sharing, of persons working in AIA member-owned firms.

Source: American Institute of Architects, Office of Research and Planning, The 1989 AIA Firm Survey Report, Washington, D.C., 1989, p. 63.

Methodological note: The 1989 AIA Firm Survey questionnaire was mailed to 16,000 AIA member-owned firms in December 1988. AIA member-owned firms represent approximately 90 percent of all firms offering architectural services. Respondents returned approximately 3,023 completed surveys to the AIA, a 22 percent response rate. The tabulated response rate represent 19 percent of all firms owned by AIA members. The intent of the 1989 AIA Firm Survey is to develop an accurate profile of the way architectural services industry in the United States conduct business.

Table 5-10.
Total compensation in architectural firms: 1983

| Staff | Total compensation (a) | | | | | Standard deviation |
|--------------------|------------------------|--------|----------|--------|--------|--------------------|
| | Percentile | | | | Mean | |
| | 95th | 75th | 50th (b) | 25th | | |
| (in dollars) | | | | | | |
| Principal..... | 122,400 | 59,250 | 39,000 | 24,000 | 53,240 | 30,622 |
| Supervisory..... | 55,200 | 37,000 | 28,000 | 21,000 | 34,666 | 17,990 |
| Technical I..... | 39,250 | 28,000 | 23,000 | 19,000 | 26,049 | 14,249 |
| Technical II..... | 31,000 | 22,000 | 17,000 | 13,250 | 21,322 | 11,782 |
| Technical III..... | 22,600 | 16,000 | 13,000 | 9,000 | 15,047 | 8,145 |

(a) The total compensation equals annual base salary plus extra compensation earned through benefits, overtime, and bonuses.

(b) Median.

Source: American Institute of Architects, 1983 AIA Firm Survey Report, Washington, D.C., 1984, p. 16.

Methodological note: The 1983 AIA Firm Survey was the fourth in a series of studies begun in 1979 on employment and compensation of AIA members' firms. The survey form was mailed to a random sample of 6,624 firms (40 percent of AIA member firms). A total of 643 questionnaires were returned with usable data. The following are definitions of the staff categories:

Principal: owner, partner, corporate officer, participating associate.

Supervisory: general manager, department head, project manager, project architect, project engineer.

Technical I: senior professional staff, frequently licensed, highly skilled specialist; job captain; senior designer; senior drafter; senior specifier; senior construction administrator.

Technical II: intermediate technical staff, usually not licensed; includes intermediate levels of positions listed in technical I; manager of clerical staff.

Technical III: junior technical staff, not licensed; includes junior levels of positions listed in technical I; secretarial or clerical staff; office assistant.

Table 5-11.

Average salary for men and women in the architectural profession by position: 1974 and 1983

| Position | 1974* | | 1983* | |
|------------------------|--------|--------|--------|--------|
| | Men | Women | Men | Women |
| Principal/partner..... | 26,400 | 17,700 | 47,200 | 34,400 |
| Associate..... | 17,700 | 16,900 | 34,000 | 30,400 |
| Employee..... | 18,500 | 13,200 | NA | NA |

NA - Not a category in the survey.

Note: No adjustments for inflation are made.

*1974 and 1983 salaries represent full-time employee positions.

Source: The American Institute of Architects, 1983 AIA Survey of Membership: The Status of Women in the Profession, Washington, D.C., 1983, p. 12.

Methodological note: The purpose of the 1983 Membership Survey was to collect data on male and female members of the AIA to update their Affirmative Action Plan. The survey was sent to a random sample of male and female architects with a higher sampling ratio for women. The response rates for questionnaires returned before the final cut-off date were as follows:

| | <u>Total</u> <u>mailed</u> | <u>Total</u> <u>returned</u> | <u>Response</u> <u>rate</u> |
|--------|-------------------------------|---------------------------------|--------------------------------|
| | | | (percent) |
| Men: | 982 | 476 | 49 |
| Women: | 1,019 | 557 | 55 |

Observational note: The report concluded that, when average salaries are compared, women have made little progress in gaining equal status with men in terms of remuneration. For every dollar in annual salary earned by a male respondent, the woman received 68 cents, compared to 62 cents in 1974. More than three times as many women (35 percent) than men (9 percent) earned less than \$20,000. Conversely, more than twice as many men (14 percent) than women (6 percent) earned more than \$50,000 (data not shown).

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Table 5-12a.
Architectural and engineering fees by type of project: 1982

| Fees by type of project | Architectural | Engineering |
|-----------------------------------------------------------------------|----------------------------|-------------|
| | (dollars are in thousands) | |
| Establishments | 13,414 | 25,209 |
| Total receipts | 5,914,359 | 27,270,146 |
| Architectural and engineering work, in-house | 5,106,604 | 24,887,404 |
| | (percent) | |
| Architectural and engineering fees by type of project (in-house work) | | |
| Single-family dwellings | 4.7 | 1.5 |
| Multi-family dwellings | 9.2 | 1.6 |
| Commercial buildings | 44.5 | 7.6 |
| Water supply and sanitation facilities | 0.8 | 9.8 |
| Industrial plant processes and systems | 4.6 | 29.5 |
| Highways, roads, bridges, and streets | 0.7 | 5.4 |
| Airports, railroads, and mass transportation | 1.9 | 2.5 |
| Power generating and transmission facilities | 0.5 | 22.6 |
| Naval and aeronautical | 1.6 | 3.1 |
| Public and institutional facilities | 26.6 | 4.5 |
| Other types of projects | 4.9 | 11.9 |

Note: Includes only establishments with payroll. See table 1-7 for general methodological note on the Census of Service Industries.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., May 1985, table 38.

Table 5-12b.
Major sources of receipts and fees by class of clients for architectural, engineering, and surveying services: 1982

| Major sources of receipts | Architectural services | Engineering services | Surveying services |
|-----------------------------------------------------------------|------------------------|----------------------|--------------------|
| | (dollars in thousands) | | |
| Establishments | 13,414 | 25,209 | 6,718 |
| Total receipts | 5,914,359 | 27,270,146 | 1,130,235 |
| Source of receipts | | | |
| Architectural services except landscape | 4,736,922 | 584,691 | 6,899 |
| Landscape architecture | 37,117 | 33,531 | 2,545 |
| Consulting and design engineering devices | | | |
| related to construction or site work | 280,175 | 17,236,697 | 101 |
| All other | 52,390 | 7,033,485 | 16,118 |
| Surveying services | 14,655 | 569,288 | 962,754 |
| Work not performed in house (reimbursables) | 724,647 | 1,320,866 | 28,805 |
| Other sources | 68,453 | 492,588 | 20,433 |
| Fees by class of client | | | |
| Total fees including in-house work and work performed by others | | | |
| Government | 1,351,017 | 7,644,073 | 155,521 |
| Private institutions | 1,027,760 | 525,994 | 32,936 |
| Construction firms | 193,446 | 997,373 | 166,920 |
| Architects | 161,892 | 1,357,471 | 29,139 |
| Engineers | 45,715 | 850,826 | 86,858 |
| Industrial, business, and commercial firms | 2,439,443 | 13,890,757 | 266,606 |
| Private individuals | 492,491 | 677,711 | 287,839 |
| Other clients | 134,142 | 833,353 | 83,963 |

Note: Includes only establishments with payroll. See table 1-7 for methodological notes on the 1982 Census of Service Industries.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., May 1985, table 35.

Table 5-13.
Educational level of architects by sex: 1974 and 1983

| Educational level | 1974 (b) | | 1983 (b) | |
|--------------------------------------|--------------------------|-------|----------|-------|
| | Men | Women | Men | Women |
| | (percent of respondents) | | | |
| Bachelor of Architecture degree..... | 85 | 65 | 78 | 58 |
| Other undergraduate degree (a)..... | 20 | 43 | 33 | 54 |
| Graduate degree..... | 11 | 27 | 20 | 33 |

Note: See table 5-11 for methodological note.

(a) Persons who did not respond to this question were assumed to have no other undergraduate degree.

(b) Base year varies for each educational level.

Source: The American Institute of Architects, 1983 AIA Membership Survey: The Status of Women in the Profession, Washington, D.C., 1983, p. 5.

Table 5-14.

Earned degrees in architecture and environmental design conferred by institutions of higher education, by level of degree and sex of student: 1949-50 to 1986-87

| Year | Bachelor's degrees | | | Master's degrees | | | Doctor's degrees | | |
|---------------------------------------------------|--------------------|-------|-------|------------------|-------|-------|------------------|-----|-------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| Architectural degrees only* | | | | | | | | | |
| 1949-50..... | 2,563 | 2,441 | 122 | 166 | 159 | 7 | 1 | 1 | NA |
| 1951-52..... | 2,210 | 2,098 | 112 | 240 | 230 | 10 | NA | NA | NA |
| 1953-54..... | 1,623 | 1,531 | 92 | 158 | 147 | 11 | 3 | 1 | 2 |
| 1955-56..... | 1,443 | 1,373 | 70 | 199 | 182 | 17 | 2 | 2 | NA |
| 1957-58..... | 1,612 | 1,536 | 76 | 231 | 216 | 15 | 5 | 5 | NA |
| 1959-60..... | 1,801 | 1,744 | 57 | 319 | 305 | 14 | 17 | 17 | NA |
| 1961-62..... | 1,774 | 1,719 | 55 | 311 | 296 | 15 | 1 | 1 | NA |
| 1963-64..... | 2,059 | 1,981 | 78 | 383 | 366 | 17 | 3 | 3 | NA |
| Architecture and related fields of design* | | | | | | | | | |
| 1965-66..... | 2,663 | 2,561 | 102 | 702 | 661 | 41 | 12 | 11 | 1 |
| 1967-68..... | 3,057 | 2,931 | 126 | 1,021 | 953 | 68 | 15 | 15 | NA |
| 1969-70..... | 4,105 | 3,888 | 217 | 1,427 | 1,260 | 167 | 35 | 33 | 2 |
| 1970-71..... | 5,570 | 4,906 | 664 | 1,705 | 1,469 | 236 | 36 | 33 | 3 |
| 1971-72..... | 6,440 | 5,667 | 773 | 1,899 | 1,626 | 273 | 50 | 43 | 7 |
| 1972-73..... | 6,962 | 6,042 | 920 | 2,307 | 1,943 | 364 | 58 | 54 | 4 |
| 1973-74..... | 7,822 | 6,665 | 1,157 | 2,702 | 2,208 | 494 | 69 | 65 | 4 |
| 1974-75..... | 8,226 | 6,791 | 1,435 | 2,938 | 2,343 | 595 | 69 | 58 | 11 |
| 1975-76..... | 9,146 | 7,396 | 1,750 | 3,222 | 2,545 | 670 | 82 | 69 | 13 |
| 1976-77..... | 9,222 | 7,249 | 1,973 | 3,215 | 2,489 | 724 | 73 | 62 | 11 |
| 1977-78..... | 9,250 | 7,054 | 2,196 | 3,115 | 2,304 | 811 | 73 | 57 | 16 |
| 1978-79..... | 9,273 | 6,876 | 2,397 | 3,113 | 2,226 | 887 | 96 | 74 | 22 |
| 1979-80..... | 9,132 | 6,596 | 2,536 | 3,139 | 2,245 | 894 | 79 | 66 | 13 |
| 1980-81..... | 9,455 | 6,800 | 2,655 | 3,153 | 2,234 | 919 | 93 | 73 | 20 |
| 1981-82..... | 9,728 | 6,825 | 2,903 | 3,327 | 2,242 | 1,085 | 80 | 58 | 22 |
| 1982-83..... | 9,823 | 6,403 | 3,420 | 3,357 | 2,224 | 1,133 | 97 | 74 | 23 |
| 1983-84..... | 9,186 | 5,895 | 3,291 | 3,223 | 2,197 | 1,026 | 84 | 62 | 22 |
| 1984-85..... | 9,325 | 6,019 | 3,306 | 3,275 | 2,148 | 1,127 | 89 | 66 | 23 |
| 1985-86..... | 9,119 | 5,824 | 3,295 | 3,260 | 2,129 | 1,131 | 73 | 56 | 17 |
| 1986-87..... | 8,922 | 5,590 | 3,332 | 3,142 | 2,073 | 1,069 | 92 | 66 | 26 |

NA - Not available.

*Prior to 1965-66, includes degrees in architecture. From 1965-66, includes degrees in environmental design, general; architecture; interior design; landscape architecture; urban architecture; city, community, and regional planning; and other architecture and environmental design.

Source: (1949-50 - 1985-86) U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys.

As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics, U.S. Government Printing Office, Washington, D.C., September 1988, table 189, p. 229.

(1986-87) U.S. Department of Education, National Center for Education Statistics, "Degrees and other Formal Awards Conferred, 1985-86" Survey. (This table was prepared April 1989), Washington, D.C., table 172.

Methodological Note: Although a strenuous effort has been made to provide a consistent series of data, minor changes have occurred over time in the way degrees are classified and reported. Any degrees classified in early surveys as "first-professional" are included above with bachelors degrees; any degrees classified as "second-professional" or "second-level" are included with masters degrees. Data for all years are for 50 States and the District of Columbia.

Table 5-15.
Total number of active American Planning Association (APA) and American Institute of Certified Planners (AICP) members by chapter: 1989

| Chapter | (Number and percent of total APA membership) | | | | | | | | Total APA member- ship |
|---------------------------|----------------------------------------------|---------|----------|---------|---------|---------|--------------------|---------|---------------------------------|
| | APA | | AICP/APA | | Student | | Planning officials | | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | |
| Alabama..... | 81 | 35 | 44 | 21 | 17 | 8 | 45 | 31 | 207 |
| Alaska..... | 51 | 57 | 17 | 19 | 1 | 1 | 20 | 22 | 89 |
| Arizona..... | 266 | 52 | 127 | 25 | 34 | 7 | 82 | 16 | 509 |
| Arkansas..... | 48 | 39 | 16 | 13 | | 1 | 59 | 48 | 124 |
| California..... | 2,210 | 55 | 979 | 25 | 261 | 7 | 537 | 13 | 3,987 |
| Colorado..... | 272 | 37 | 176 | 24 | 24 | 3 | 258 | 35 | 730 |
| Connecticut..... | 205 | 53 | 118 | 30 | 14 | 4 | 53 | 14 | 390 |
| Delaware..... | 30 | 58 | 13 | 25 | 4 | 8 | 5 | 10 | 52 |
| Florida..... | 875 | 49 | 636 | 35 | 78 | 4 | 213 | 12 | 1,802 |
| Georgia..... | 274 | 51 | 110 | 20 | 36 | 7 | 121 | 22 | 541 |
| Hawaii..... | 118 | 69 | 38 | 22 | 14 | 8 | 2 | 1 | 172 |
| Illinois..... | 506 | 51 | 189 | 19 | 81 | 8 | 211 | 21 | 987 |
| Indiana..... | 148 | 55 | 45 | 17 | 26 | 10 | 49 | 18 | 248 |
| Iowa..... | 95 | 38 | 47 | 19 | 39 | 16 | 67 | 27 | 248 |
| Kansas..... | 82 | 32 | 40 | 16 | 19 | 7 | 116 | 45 | 257 |
| Kentucky..... | 106 | 44 | 53 | 22 | 10 | 4 | 73 | 30 | 242 |
| Louisiana..... | 120 | 47 | 32 | 13 | 28 | 11 | 74 | 29 | 254 |
| Maryland..... | 212 | 53 | 109 | 27 | 29 | 7 | 49 | 12 | 199 |
| Michigan..... | 288 | 47 | 163 | 26 | 64 | 10 | 103 | 17 | 618 |
| Minnesota..... | 213 | 45 | 123 | 16 | 28 | 6 | 108 | 23 | 472 |
| Mississippi..... | 31 | 33 | 14 | 15 | 5 | 5 | 43 | 46 | 93 |
| Missouri..... | 128 | 46 | 92 | 33 | 7 | 2 | 54 | 19 | 281 |
| National Capital (a)..... | 331 | 52 | 228 | 36 | 32 | 5 | 40 | 6 | 631 |
| Nebraska..... | 21 | 30 | 22 | 31 | 20 | 28 | 8 | 11 | 71 |
| Nevada..... | 80 | 43 | 33 | 19 | 3 | 2 | 61 | 34 | 177 |
| New England (b)..... | 522 | 56 | 225 | 24 | 76 | 8 | 103 | 11 | 926 |
| New Jersey..... | 323 | 51 | 248 | 39 | 28 | 4 | 33 | 5 | 632 |
| New Mexico..... | 91 | 44 | 36 | 17 | 16 | 8 | 63 | 31 | 206 |
| NY Metropolitan..... | 397 | 49 | 267 | 33 | 70 | 9 | 78 | 10 | 812 |
| NY Upstate..... | 250 | 52 | 111 | 23 | 27 | 6 | 91 | 19 | 479 |
| North Carolina..... | 385 | 46 | 186 | 22 | 46 | 5 | 228 | 27 | 845 |
| N. New England (c)..... | 235 | 63 | 63 | 17 | 12 | 3 | 61 | 16 | 371 |
| Ohio..... | 281 | 45 | 185 | 30 | 43 | 7 | 112 | 18 | 621 |
| Oklahoma..... | 61 | 37 | 49 | 30 | 12 | 7 | 42 | 26 | 164 |
| Oregon..... | 197 | 48 | 136 | 33 | 19 | 5 | 62 | 15 | 414 |
| Pennsylvania..... | 400 | 48 | 255 | 30 | 70 | 8 | 117 | 14 | 842 |
| South Carolina..... | 122 | 43 | 50 | 18 | 17 | 6 | 96 | 34 | 285 |
| Tennessee..... | 158 | 40 | 110 | 28 | 21 | 5 | 103 | 26 | 392 |
| Texas..... | 444 | 40 | 279 | 25 | 79 | 7 | 317 | 28 | 1119 |
| Utah..... | 91 | 34 | 54 | 20 | 20 | 7 | 105 | 39 | 270 |
| Virginia..... | 558 | 51 | 287 | 26 | 67 | 6 | 188 | 17 | 1100 |
| Washington..... | 290 | 45 | 188 | 29 | 50 | 8 | 112 | 18 | 640 |
| West Virginia..... | 23 | 42 | 14 | 25 | 0 | 0 | 18 | 33 | 55 |
| West Central (d)..... | 107 | 56 | 35 | 18 | 10 | 5 | 40 | 21 | 192 |
| Wisconsin..... | 147 | 43 | 107 | 32 | 33 | 10 | 51 | 15 | 338 |
| Grand total..... | 11,873 | 49 | 6,349 | 26 | 1,591 | 7 | 4,491 | 18 | 24,304 |

Note: The American Planning Association (APA) is organized exclusively for charitable, educational, literary and scientific research purposes to advance the discipline of planning. Membership is open to all with an interest in planning. Members of AICP are those members of APA who have met the required qualifications of education, experience, and examination in the field of planning.

- (a) This chapter includes Washington, D.C. and Montgomery and Prince Georges Counties in Maryland.
- (b) This chapter includes Massachusetts and Rhode Island.
- (c) This chapter includes Maine, New Hampshire, and Vermont.
- (d) This chapter includes Idaho, Montana, North Dakota, South Dakota, and Wyoming.

Source: Data provided by Tom Smith, American Planning Association, American Planning Association Chapter Member Statistics, Washington, D.C., October 1989.

Table 5-16.
 Percentage distribution of planners by geographic region: 1981-1987

| Regions | Percent. of U.S. population in region 1985 | 1981 | 1983 | 1985 | 1987 |
|---------------------------|-----------------------------------------------------|-------------|-------------|-------------|-------------|
| | | (N = 8,162) | (N = 7,283) | (N = 6,524) | (N = 7,408) |
| (percentage distribution) | | | | | |
| 1. New England..... | 6.3 | 6.1 | 5.3 | 5.8 | 6.9 |
| 2. Middle Atlantic... .. | 15.6 | 12.4 | 12.2 | 11.3 | 10.4 |
| 3. South Atlantic..... | 16.8 | 19.8 | 20.7 | 19.0 | 22.6 |
| 4. East South Central.... | 6.3 | 3.9 | 3.7 | 5.4 | 3.5 |
| 5. East North Central.... | 17.7 | 14.1 | 13.1 | 12.6 | 11.4 |
| 6. West North Central.... | 7.3 | 6.8 | 6.3 | 6.5 | 6.2 |
| 7. West South Central.... | 11.1 | 6.4 | 6.3 | 7.7 | 6.6 |
| 8. Mountain..... | 5.4 | 7.7 | 8.5 | 8.5 | 8.6 |
| 9. Pacific..... | 14.7 | 20.0 | 22.5 | 21.6 | 21.7 |
| 10. Canada..... | NA | 2.9 | 1.5 | 1.6 | 1.2 |

NA - Not applicable.

Note: Regions are Census Bureau Classifications. See Appendix 2 for a list of States included.

Source: (1981-1983) James Hecimovich and JoAnn C. Butler, Planners' Salaries and Employment Trends, 1985. Planning Advisory Service Report Number 395, American Planning Association, Chicago, IL, 1986, pp. 3-4; (1985-1987) James Hecimovich, Planners' Salaries and Employment Trends, 1987. Planning Advisory Service Report Number 407, American Planning Association, Chicago, IL, 1987, table 4, p. 3.

Methodological note: This table is taken from a report which is part of a series on the salaries and employment characteristics of APA membership. The surveys used to gather the data for the 1987 study were mailed in October 1987. Of the 16,000 non-student, professional planners surveyed, 7,408 or 45 percent responded to this survey.

Table 5-17.
Where public agency planners work, by size and type of jurisdiction: 1981, 1983, and 1985

| Jurisdictions | 1981 (N = 4,757)* | 1983 (N = 4,509)* | 1985 (N = 4,107)* |
|----------------------------|----------------------|----------------------|----------------------|
| (Percent of respondents) | | | |
| Size | | | |
| 250,000 and over..... | 33.6 | 31.8 | 32.6 |
| 50,000 to 249,999..... | 38.6 | 35.7 | 34.1 |
| Under 50,000..... | 27.7 | 32.5 | 33.1 |
| Type (self-defined) | | | |
| Urban..... | 59.0 | 53.1 | 53.1 |
| Suburban..... | 24.7 | 26.5 | 28.5 |
| Rural..... | 15.9 | 16.0 | 16.5 |
| Mixed..... | NA | 4.0 | 1.9 |

NA - Not a separate category

Note: See table 5-16 for methodological note.

*This table includes only public agency planners and hence has a smaller number of respondents than the total sample for each year.

Source: James Hecimovich and JoAnn C. Butler, Planners' Salaries and Employment Trends, 1985. Planning Advisory Service Report Number 395, American Planning Association, Chicago, IL, 1986, p. 2.

Table 5-18.

Distribution of planners responding to the American Planning Association (APA) membership survey by race/ethnicity and sex: 1983 and 1987

| Race/ethnicity | Number of respondents (percent of total respondents) | | | | | | | |
|----------------------|------------------------------------------------------|---------|--------------------|---------|------------------|---------|--------------------|---------|
| | 1983 | | | | 1987 | | | |
| | Male (N = 5,998) | | Female (N = 1,440) | | Male (N = 5,618) | | Female (N = 1,702) | |
| | Number | Percent | Number | percent | Number | Percent | Number | Percent |
| White..... | 5,660 | 76.1 | 1,347 | 18.1 | 5,321 | 72.7 | 1,591 | 21.7 |
| Black..... | 93 | 1.3 | 44 | 0.6 | 90 | 1.2 | 50 | 0.7 |
| Hispanic..... | 84 | 1.1 | 16 | 0.2 | 85 | 1.2 | 30 | 0.4 |
| Native American..... | 15 | 0.2 | 2 | 0.0 | 7 | 0.1 | 6 | 0.1 |
| Asian..... | 126 | 1.7 | 29 | 0.4 | 115 | 1.6 | 25 | 0.3 |
| Other..... | 20 | 0.3 | 2 | 0.0 | NA | NA | NA | NA |

NA - Not applicable.

Note: See table 5-16 for methodological note.

Source: (1983) James Hecimovich and JoAnn C. Butler, Planners' Salaries and Employment Trends, 1985. Planning Advisory Service Report Number 395, American Planning Association, Chicago, IL, 1986, p. 10; (1985) James Hecimovich, Planners' Salaries and Employment Trends, 1987. Planning Advisory Service Report Number 407, American Planning Association, Chicago, IL, 1987, table 16, p. 13.

Table 5-19.
Types of employers of planners by sex: 1987

| Type of employer | Number and percent of all male respondents | | Number and percent of all female respondents | |
|----------------------------|--------------------------------------------------|---------|----------------------------------------------------|---------|
| | Male (N = 5,608) | | Female (N = 1,694) | |
| | Number | Percent | Number | Percent |
| City planning..... | 1,911 | 34.1 | 650 | 38.4 |
| County planning..... | 744 | 13.3 | 232 | 13.7 |
| Joint city/county..... | 160 | 2.9 | 49 | 2.9 |
| Metro or regional..... | 354 | 6.3 | 93 | 5.5 |
| State planning..... | 120 | 2.1 | 33 | 2.0 |
| Other public agencies..... | 148 | 2.6 | 53 | 3.1 |
| Federal..... | 132 | 2.4 | 29 | 1.7 |
| Consultants..... | 1,084 | 19.3 | 263 | 15.5 |
| Business..... | 197 | 3.5 | 59 | 3.5 |
| University or college..... | 295 | 5.3 | 53 | 3.1 |
| Nonprofit..... | 123 | 2.2 | 58 | 3.4 |
| Other..... | 340 | 6.1 | 122 | 7.2 |

Note: See table 5-16 for methodological note.

Source: James Hecunovich, Planners' Salaries and Employment Trends, 1987, Planning Advisory Service Report Number 407, American Planning Association, Chicago, IL, 1987, table 19, p. 15.

Table 5-20a.
Median salaries of planners by sex, education, experience, and employer: 1987

| Experience and employer | Male (N=4,754) | | | | | Female (N=1,194) | | | |
|-------------------------------|----------------|------------|------------|------------|-----------------|------------------|------------|---------------|------------|
| | Total | B.A. | M.A. | Law | Ph.D./ Total | B.A. | M.A. | Ph.D./ Law | Total |
| (in dollars) | | | | | | | | | |
| Under 5 years | | | | | | | | | |
| City..... | 25,000 | 24,262 | 26,075 | (b) | 25,000 | 24,500 | 25,150 | (b) | 25,000 |
| County..... | 22,850 | 20,900 | 24,000 | (b) | 22,100 | 22,000 | 24,100 | (b) | 23,000 |
| Joint city-county..... | 23,500 | (b) | 23,500 | (b) | 23,500 | 20,078 (a) | 24,675 | (b) | 24,250 |
| Metro/Regional..... | 23,000 | 20,000 | 23,000 | (b) | 23,000 | 20,000 (a) | 23,562 | (b) | 23,381 |
| State..... | 26,300 | (b) | 26,700 | (b) | 28,550 | (b) | 22,000 (a) | (b) | 22,000 (a) |
| Other Public..... | 27,436 | 24,650 | 26,872 | (b) | 26,000 | (b) | 32,000 (a) | (b) | 30,000 |
| Federal..... | 32,000 | (b) | 32,567 (a) | (b) | 32,567 | (b) | (b) | (b) | (b) |
| Private consultant..... | 27,000 | 24,750 | 28,000 | (b) | 28,000 | 22,500 | 30,000 | (b) | 26,500 |
| Business..... | 28,500 | 25,000 (a) | 30,750 (a) | (b) | 28,000 | 32,500 (a) | 27,500 (a) | (b) | 29,000 |
| College/university..... | 30,249 | (b) | 26,000 (a) | 36,000 (a) | 36,498 | (b) | (b) | (b) | 28,500 (a) |
| Foundation..... | 24,000 | 20,000 (a) | 25,200 | (b) | 24,500 | (b) | 22,500 | (b) | 21,000 |
| Other..... | 27,080 | 26,500 | 27,250 | (b) | 27,500 | 31,000 | 26,312 | (b) | 27,000 |
| Between 5 and 10 years | | | | | | | | | |
| City..... | 32,000 | 31,000 | 33,500 | 39,750 (a) | 32,412 | 30,000 | 32,000 | (b) | 31,500 |
| County..... | 29,000 | 27,891 | 30,750 | 40,000 (a) | 30,000 | 26,637 | 28,600 | (b) | 28,000 |
| Joint city-county..... | 29,250 | 29,000 | 30,500 | (b) | 30,150 | 25,000 (a) | 26,750 (a) | (b) | 26,750 |
| Metro/Regional..... | 29,000 | 25,750 | 29,350 | (b) | 28,625 | 27,395 (a) | 31,000 | (b) | 30,000 |
| State..... | 35,000 | (b) | 35,250 | (b) | 35,742 | 35,000 (a) | 35,400 | (b) | 34,650 |
| Other Public..... | 35,000 | 29,910 | 35,000 | 43,875 (a) | 34,528 | 39,200 (a) | 41,034 | (b) | 40,000 |
| Federal..... | 37,000 | (b) | 40,169 | (b) | 40,000 | (b) | 32,250 | (b) | 32,250 |
| Private consultant..... | 35,000 | 36,000 | 38,300 | 45,000 (a) | 38,000 | 33,500 | 32,000 | (b) | 33,000 |
| Business..... | 42,000 | 37,500 | 45,000 | (b) | 45,000 | (b) | 38,000 | (b) | 38,000 |
| College/university..... | 35,500 | (b) | 35,000 (a) | 36,500 | 36,000 | (b) | 43,000 (a) | 33,500 (a) | 35,000 |
| Foundation..... | 34,125 | (b) | 34,500 | (b) | 34,750 | (b) | 31,000 | (b) | 31,000 |
| Other..... | 35,000 | 35,000 | 37,000 | 58,500 (a) | 37,500 | 29,849 (a) | 33,800 | (b) | 33,800 |
| Over 10 years | | | | | | | | | |
| City..... | 43,000 | 41,500 | 45,000 | 52,100 | 43,000 | 37,000 | 41,250 | (b) | 40,000 |
| County..... | 37,700 | 34,112 | 40,000 | (b) | 38,000 | 30,000 | 40,000 | (b) | 36,250 |
| Joint city-county..... | 37,600 | 37,000 | 38,000 | (b) | 38,000 | (b) | 33,500 (a) | (b) | 32,600 |
| Metro/Regional..... | 40,100 | 38,370 | 41,000 | (b) | 40,177 | 36,625 (a) | 42,500 | (b) | 40,000 |
| State..... | 44,100 | 44,800 | 45,000 | (b) | 44,373 | (b) | (b) | (b) | 40,000 (a) |
| Other Public..... | 42,500 | 35,000 | 47,000 | (a) | 43,000 | (b) | 37,832 | (b) | 35,000 |
| Federal..... | 46,500 | 45,000 | 47,900 | 58,000 (a) | 47,950 | (b) | 43,000 | (b) | 43,000 |
| Private consultant..... | 50,000 | 50,000 | 52,000 | 54,500 | 50,600 | 48,000 | 42,080 | (b) | 45,000 |
| Business..... | 55,000 | 61,000 | 58,000 | 95,000 | 58,000 | 45,000 (a) | 44,792 | (b) | 45,000 (a) |
| College/university..... | 48,314 | 48,500 (a) | 46,000 | 50,000 | 49,528 | (b) | 39,000 | 43,500 | 41,065 |
| Foundation..... | 44,050 | 38,500 | 49,300 | 50,000 (a) | 48,000 | (b) | 35,000 | (b) | 35,000 |
| Other..... | 44,650 | 39,150 | 48,500 | 52,550 | 45,000 | 34,750 | 43,750 | (b) | 40,650 |

Note: See table 5-16 for methodological note.

(a) Fewer than 10 responses; sample size not statistically significant.

(b) Fewer than 5 responses; sample not included in table, but incorporated in totals.

Source: James Hecimovich and JoAnn C. Butler, *Planners' Salaries and Employment Trends, 1987*, Planning Advisory Service Report Number 467, American Planning Association, Chicago, IL, 1987, table 7, pp. 6 and 7.

Table 5-20b.
Planner's median salaries, by sex and state: 1987

| | Total | | Male | | Female | |
|----------------------------|--------|--------|------------------|--------|------------------|------------------|
| | Median | Median | Number reporting | Median | Number reporting | Number reporting |
| (dollars are in thousands) | | | | | | |
| Alabama..... | 34,500 | 35,350 | 38 | 31,850 | | 12 |
| Alaska..... | 45,000 | 46,000 | 31 | 38,480 | | 14 |
| Arizona..... | 34,700 | 40,000 | 122 | 30,000 | | 46 |
| Arkansas..... | 28,938 | 30,000 | 21 | 26,000 | | 6 |
| California..... | 43,000 | 45,000 | 824 | 37,500 | | 311 |
| Colorado..... | 34,716 | 35,592 | 159 | 30,450 | | 48 |
| Connecticut..... | 36,000 | 39,000 | 98 | 30,250 | | 36 |
| Delaware..... | 36,700 | 44,414 | 16 | 28,800 | | 4 |
| District of Columbia..... | 50,450 | 54,200 | 75 | 46,473 | | 23 |
| Florida..... | 35,000 | 37,000 | 433 | 29,500 | | 114 |
| Georgia..... | 35,389 | 37,250 | 100 | 29,000 | | 28 |
| Hawaii..... | 45,000 | 45,000 | 33 | 29,750 | | 4 |
| Idaho..... | 27,750 | 31,314 | 18 | 24,800 | | 6 |
| Illinois..... | 36,000 | 37,500 | 191 | 32,000 | | 57 |
| Indiana..... | 29,500 | 32,000 | 57 | 26,800 | | 20 |
| Iowa..... | 35,000 | 36,500 | 63 | 28,500 | | 16 |
| Kansas..... | 31,000 | 32,000 | 52 | 26,000 | | 9 |
| Kentucky..... | 30,000 | 31,500 | 56 | 26,165 | | 11 |
| Louisiana..... | 35,500 | 40,000 | 52 | 30,500 | | 16 |
| Maine..... | 27,750 | 27,750 | 20 | 27,578 | | 8 |
| Maryland..... | 36,890 | 39,000 | 142 | 30,000 | | 41 |
| Massachusetts..... | 35,000 | 38,000 | 158 | 30,000 | | 66 |
| Michigan..... | 37,950 | 39,000 | 155 | 33,705 | | 27 |
| Minnesota..... | 34,000 | 36,000 | 115 | 28,200 | | 38 |
| Mississippi..... | 26,500 | 27,500 | 15 | 19,067 | | 2 |
| Missouri..... | 34,000 | 35,000 | 75 | 28,100 | | 30 |
| Montana..... | 24,700 | 25,500 | 16 | 24,000 | | 9 |
| Nebraska..... | 35,000 | 37,750 | 30 | 30,625 | | 10 |
| Nevada..... | 42,000 | 43,000 | 38 | 30,000 | | 14 |
| New Mexico..... | 30,000 | 35,000 | 28 | 28,000 | | 17 |
| New Hampshire..... | 31,000 | 36,000 | 37 | 25,000 | | 11 |
| New Jersey..... | 42,713 | 45,750 | 148 | 34,000 | | 46 |
| New York..... | 40,000 | 40,008 | 256 | 36,800 | | 66 |
| North Carolina..... | 30,000 | 32,000 | 200 | 25,650 | | 55 |
| North Dakota..... | 32,000 | 32,000 | 9 | NA | | NA |
| Ohio..... | 31,800 | 32,570 | 158 | 25,600 | | 33 |
| Oklahoma..... | 34,500 | 34,500 | 36 | 30,750 | | 6 |
| Oregon..... | 34,000 | 34,632 | 127 | 32,388 | | 39 |
| Pennsylvania..... | 31,500 | 32,000 | 193 | 30,000 | | 46 |
| Rhode Island..... | 37,000 | 38,357 | 24 | 30,000 | | 9 |
| South Carolina..... | 32,000 | 35,850 | 62 | 24,198 | | 20 |
| South Dakota..... | 33,000 | 33,500 | 5 | 24,500 | | 2 |
| Tennessee..... | 31,538 | 34,410 | 92 | 24,500 | | 29 |
| Texas..... | 36,000 | 39,000 | 265 | 28,500 | | 85 |
| Utah..... | 34,000 | 35,244 | 63 | 24,750 | | 8 |
| Vermont..... | 26,000 | 28,850 | 20 | 25,415 | | 11 |
| Virginia..... | 34,535 | 35,871 | 240 | 28,500 | | 87 |
| Washington..... | 34,000 | 35,000 | 145 | 30,000 | | 48 |
| West Virginia..... | 26,000 | 26,160 | 13 | 23,350 | | 4 |
| Wisconsin..... | 53,372 | 34,000 | 123 | 29,200 | | 12 |
| Wyoming..... | 30,250 | 30,000 | 19 | 31,000 | | 5 |
| Canada..... | 55,000 | 55,000 | 77 | 46,000 | | 6 |
| Other..... | 39,000 | 42,000 | 28 | 18,000 | | 9 |

NA - Not applicable

Source: James Hecimovich, Planners' Salaries and Employment Trends, 1987. Planning Advisory Service Report Number 407, American Planning Association, Chicago, IL, 1987, table 15, p. 13.

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Table 5-21.

Total membership of the American Society of Landscape Architects, selected years: 1899-1989

| Year | Total |
|-----------|--------|
| 1899..... | 11 |
| 1904..... | 38 |
| 1910..... | 68 |
| 1917..... | 93 |
| 1920..... | 127 |
| 1930..... | 252 |
| 1950..... | 442 |
| 1960..... | 1,647 |
| 1967..... | 2,300 |
| 1981..... | 5,900 |
| 1982..... | 6,200 |
| 1983..... | 6,600 |
| 1984..... | 7,300 |
| 1985..... | 8,000 |
| 1986..... | 8,700 |
| 1987..... | 9,300 |
| 1988..... | 9,537 |
| 1989..... | 10,317 |

Source: Data provided by Aline Martinez, the American Society of Landscape Architects, Washington, D.C., December, 1989.

Table 5-22.
Regional distribution of membership of American Society of Landscape Architects (ASLA):
1989

| Region | Percent of ASLA membership |
|--------------------------|-------------------------------|
| New England | 7 |
| Middle Atlantic | 14 |
| East North Central | 12 |
| West North Central | 5 |
| South Atlantic | 24 |
| East South Central | 3 |
| West South Central | 7 |
| Mountain | 7 |
| Pacific | 19 |
| Canada | 1 |
| International | 1 |

Note: These data reflect only those landscape architects who are members of ASLA. Regions represent Census Bureau Classification. See Appendix 2 for a listing of States included in each region.

Source: Data provided by Aline Martinez, American Society of Landscape Architects, Membership Data, Washington, D.C., 1989.

Table 5-23.

Median income of landscape architects by practice setting: 1981, 1984, and 1989

| Income source | Practice setting | | |
|----------------------------|------------------|--------|----------|
| | Private | Public | Academic |
| Salary: | (in dollars) | | |
| 1981..... | 30,325 | 27,502 | 27,869 |
| 1984..... | 31,377 | 32,669 | 34,247 |
| 1989..... | 37,500 | 36,000 | 40,000 |
| Additional income:* | | | |
| 1981..... | 6,549 | 3,470 | 6,368 |
| 1984..... | 6,237 | 4,809 | 7,516 |
| 1989..... | 4,000 | 3,500 | 7,000 |
| Overall income: | | | |
| 1981..... | 32,110 | 28,752 | 32,067 |
| 1984..... | 32,917 | 34,110 | 39,217 |
| 1989..... | 41,500 | 39,500 | 47,000 |

Note: The figures represent all survey respondents of both ASLA members and non-members except those who identified themselves as retired or part-time professional workers. See table 5-24 for methodological note.

*This number reflects an average of those who reported additional income. The percent reporting additional income was not given in the source document

Source: American Society of Landscape Architects, National Salary Survey of Landscape Architects 1989, Washington, D.C., 1989.

Table 5-24.
Median income of landscape architects by years of experience, sex, level of education, and type of practice: 1989

| | Gross income | | Bonus | | Additional income | | | |
|--------------------------------------------------------------------------------------------|----------------------|--------|-------------------|--------|--------------------|--------|--------------------|--------|
| | (in dollars) | | | | | | | |
| Years of experience | | | | | | | | |
| 3 or less..... | 22,500 | | 770 | | 1,200 | | | |
| 4 - 6..... | 29,000 | | 1,000 | | 2,000 | | | |
| 7 - 12..... | 35,000 | | 2,000 | | 2,000 | | | |
| 13 - 18..... | 42,000 | | 3,375 | | 6,000 | | | |
| 19 or more..... | 52,500 | | 7,000 | | 5,000 | | | |
| Sex | | | | | | | | |
| Male..... | 39,500 | | 2,000 | | 3,000 | | | |
| Female..... | 28,750 | | 1,000 | | 2,000 | | | |
| Education | | | | | | | | |
| Associates..... | 40,350 | | 800 | | 4,000 | | | |
| Bachelors..... | 35,000 | | 1,700 | | 2,000 | | | |
| Masters..... | 38,500 | | 2,000 | | 3,500 | | | |
| Doctorate..... | 58,260 | | 2,500 | | 7,000 | | | |
| Type of Practice | | | | | | | | |
| | Private N = 1,240 | | Public N = 238 | | Academic N = 77 | | Total N = 1,555 | |
| Number responding | Percent | Median | Percent | Median | Percent | Median | Percent | Median |
| Bonus..... | 46.5 | 2,000 | 10.5 | 900 | 6.5 | 2,000 | 38.3 | 2,000 |
| Additional income..... | 19.1 | 2,000 | 22.7 | 2,600 | 58.4 | 5,000 | 21.6 | 2,500 |
| Gross income..... | 94.9 | 37,500 | 97.5 | 36,000 | 97.4 | 40,000 | 96.6 | 37,000 |
| Percent of household income derived from the practice of landscape architecture..... | | 80 | | 80 | | 80 | | 80 |

Source: American Society of Landscape Architects, National Salary Survey of Landscape Architects, 1989, Washington, D.C., 1989, tables 4, 6, 7, and 9.

Methodological notes: The National Salary Survey of Landscape Architects was conducted during the third quarter of 1989. The survey was sent by mail to 3,000 randomly selected landscape architects throughout the United States and Canada, both members and non-members of the American Society of Landscape Architects (ASLA). Of the 3,000 questionnaires mailed, 1,671 were returned, representing a 53.4 percent response rate.

Table 5-25.
Accredited landscape architecture programs, selected years: 1971-1989

| Year | BS | BSLA | BLA | MLA | Total* |
|------------|----|------|-----|-----|--------|
| 1971 | 2 | 3 | 13 | 4 | 22 |
| 1973 | 5 | 4 | 15 | 4 | 28 |
| 1975 | 7 | 5 | 15 | 7 | 34 |
| 1977 | 6 | 6 | 17 | 7 | 36 |
| 1984 | 3 | 12 | 23 | 12 | 50 |
| 1987 | 2 | 12 | 25 | 20 | 59 |
| 1989 | 2 | 12 | 24 | 22 | 60 |

Note: The degrees awarded in Landscape Architecture represented in this table are: Bachelor of Science (BS), Bachelor of Science in Landscape Architecture (BSLA), Bachelor of Landscape Architecture (BLA), and Masters in Landscape Architecture (MLA). The Landscape Architecture Accreditation Board is recognized by the Council of Postsecondary Accreditation and the United States Department of Education as an accrediting agency for first baccalaureate and graduate degree programs in landscape architecture. Accreditation is a non-governmental, voluntary system, self-regulated and evaluated on the basis of its stated objectives and compliance with minimum external mandates. Institutional programs are evaluated and their review dates documented as initial review (IR), next review (NR), and last review (LR). All the programs have passed the initial review stage and several are housed in a department devoted exclusively to landscape architecture.

Programs leading to first professional degrees at the bachelor's or master's level are eligible to seek ASLA accreditation. Others such as pre-professional and advanced professional landscape architecture programs are outside the scope of LAAB as they have different educational objectives. First professional undergraduate programs are 4-5 years in duration and those at the masters level are typically 3 years.

*Total represents sum of programs, not number of separate institutions granting degrees. One institution may grant more than one level of degree.

Source: American Society of Landscape Architects, Landscape Architecture Accreditation Board, Washington, D.C., 1989.

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Table 5-26.
 Characteristics of accredited landscape architecture programs: 1983-1988

| | | 1983/84 | 1984/85 | 1985/86 | 1986/87 | 1987/88 |
|----------------|------------|-----------|-----------|-------------|-------------|---------|
| Students..... | Total..... | 4,992 | 4,922 (a) | 4,958.5 (a) | 5,347.2 (a) | 5,473 |
| | Women..... | 1,748 | 1,675 (b) | 1,559.5 (b) | 1,675 | 1,713 |
| | Men..... | 3,244 | 3,002 (b) | 3,077 (b) | 3,453 | 3,760 |
| Degrees..... | Total..... | 1,192 (c) | 1,185 | 1,128 | 1,113 | 1,054 |
| Faculty..... | Total..... | 491 | 484 | 489 (a) | 615.11 (d) | 494 |
| | Men..... | 420 | 405 | 407 | 512.60 (d) | 368 |
| | Women..... | 71 | 79 | 74 | 102.5 (d) | 80 |
| Professor.... | Full..... | 109 | 104 | 108 | 151.5 | 156 |
| | Part..... | 17 | 36 | 35 | 32.8 | 33 |
| Associate.... | Full..... | 113 | 119 | 129 | 159 | 154 |
| | Part..... | 20 | 19 | 28 | 12 | 11 |
| Assistant.... | Full..... | 111 | 108 | 99 | 117 | 103 |
| | Part..... | 12 | 28 | 31 | 30.1 | 37 |
| Instructor.... | Full..... | NA | NA | NA | 21 | NA |
| | Part..... | NA | NA | NA | 65.5 | NA |

NA - Not available.

Note: In cases in which a program did not submit annual interim reports, the summary sheets of that program are listed as not reporting or NA and the number is indicated separate from the other respondents. Statistics for 1984/85 are based on data from 53 educational programs, while 1983/84, 1985/86 and 1986/87 data are based on 57 programs.

- (a) Total is larger than sum of women and men due to nonreporting of sex by certain programs.
- (b) Two non-reporting programs.
- (c) One non-reporting program.
- (d) Figure includes instructors for 1986/87. Data not available for other years.

Source: American Society of Landscape Architects, Annual Report Statistics, 1989, Washington, D.C., 1989.

Table 5-27.
State distribution of designers: 1970 and 1980

| State | 1970 Rank | Number of designers | Concentration ratio ^a | 1980 Rank | Number of designers | Concentration ratio ^a |
|---------------------|-----------|---------------------|----------------------------------|-----------|---------------------|----------------------------------|
| California..... | 2 | 31,127 | 1.34 | 1 | 48,036 | 1.30 |
| New York..... | 1 | 37,236 | 1.72 | 2 | 43,833 | 1.69 |
| Texas..... | 8 | 10,663 | .85 | 3 | 20,581 | .97 |
| Illinois..... | 3 | 13,616 | 1.02 | 4 | 17,255 | .98 |
| Pennsylvania..... | 4 | 12,051 | .88 | 5 | 14,981 | .86 |
| Michigan..... | 6 | 11,428 | 1.14 | 6 | 14,786 | 1.08 |
| Florida..... | 10 | 7,330 | 1.00 | 7 | 14,102 | 1.03 |
| Ohio..... | 5 | 11,575 | .94 | 8 | 13,949 | .87 |
| New Jersey..... | 7 | 11,240 | 1.30 | 9 | 13,728 | 1.20 |
| Massachusetts..... | 9 | 7,821 | 1.12 | 10 | 10,089 | 1.11 |
| Virginia..... | 11 | 4,996 | .97 | 11 | 7,588 | .95 |
| North Carolina..... | 16 | 4,225 | .71 | 12 | 7,472 | .84 |
| Washington..... | 21 | 3,119 | .80 | 13 | 6,733 | 1.07 |
| Georgia..... | 18 | 3,772 | .72 | 14 | 6,664 | .83 |
| Indiana..... | 13 | 4,470 | .73 | 15 | 6,287 | .76 |
| Minnesota..... | 19 | 3,749 | .84 | 16 | 6,083 | .94 |
| Wisconsin..... | 17 | 3,981 | .77 | 17 | 6,024 | .82 |
| Maryland..... | 12 | 4,586 | .99 | 18 | 5,750 | .86 |
| Connecticut..... | 15 | 4,227 | 1.12 | 19 | 5,744 | 1.14 |
| Missouri..... | 14 | 4,409 | .82 | 20 | 5,720 | .78 |
| Tennessee..... | 20 | 3,349 | .76 | 21 | 4,929 | .74 |
| Colorado..... | 23 | 2,415 | .96 | 22 | 4,683 | 1.01 |
| Alabama..... | 22 | 2,560 | .71 | 23 | 4,256 | .80 |
| Oregon..... | 31 | 1,609 | .66 | 24 | 3,787 | .94 |
| Arizona..... | 29 | 1,734 | .93 | 25 | 3,756 | .98 |
| Louisiana..... | 24 | 2,132 | .60 | 26 | 3,656 | .65 |
| Oklahoma..... | 30 | 1,727 | .61 | 27 | 3,321 | .76 |
| Kentucky..... | 25 | 2,104 | .63 | 28 | 3,284 | .67 |
| South Carolina..... | 28 | 1,574 | .65 | 29 | 3,090 | .68 |
| Iowa..... | 26 | 2,041 | .62 | 30 | 2,995 | .67 |
| Kansas..... | 27 | 1,889 | .73 | 31 | 2,763 | .76 |
| Mississippi..... | 33 | 1,158 | .53 | 32 | 2,069 | .63 |
| Arkansas..... | 37 | 955 | .48 | 33 | 1,855 | .61 |
| Rhode Island..... | 32 | 1,223 | 1.08 | 34 | 1,841 | 1.24 |
| Utah..... | 35 | 1,066 | .92 | 35 | 1,836 | .91 |
| Nebraska..... | 34 | 1,073 | .62 | 36 | 1,643 | .68 |
| West Virginia..... | 36 | 1,036 | .62 | 37 | 1,591 | .65 |
| New Mexico..... | 40 | 838 | .84 | 38 | 1,422 | .80 |
| New Hampshire..... | 38 | 900 | 1.01 | 39 | 1,357 | .92 |
| Hawaii..... | 39 | 879 | 1.03 | 40 | 1,236 | .88 |
| Nevada..... | 43 | 478 | .79 | 41 | 1,143 | .83 |
| Maine..... | 41 | 601 | .54 | 42 | 944 | .59 |
| Delaware..... | 42 | 541 | .85 | 43 | 799 | .88 |
| Idaho..... | 45 | 459 | .58 | 44 | 760 | .56 |
| Vermont..... | 44 | 467 | .92 | 45 | 627 | .80 |
| Montana..... | 46 | 418 | .55 | 46 | 565 | .49 |
| North Dakota..... | 48 | 213 | .34 | 47 | 447 | .48 |
| Wyoming..... | 50 | 160 | .42 | 48 | 442 | .60 |
| South Dakota..... | 47 | 320 | .44 | 49 | 386 | .38 |
| Alaska..... | 49 | 172 | .60 | 50 | 363 | .61 |

Note: Census figures for total designers for 1970 were 232,890 and for 1980 were 338,374. States are in order of rank of number of designers in 1980.

^aConcentration ratio: Proportion of designers in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, p. 25. (Data are from U.S. Bureau of the Census, *Census of Population*.)

Table 5-28.

Employment and unemployment of designers: 1983-1988

| Occupation | 1983 | 1985 | 1987 | 1988 | Change 1983-1988 | Change 1987-1988 |
|------------------------------|---------|---------|---------|---------|---------------------|---------------------|
| Designers..... | 415,000 | 504,000 | 546,000 | 525,000 | +110,000 | -21,000 |
| Employed..... | 393,000 | 484,000 | 531,000 | 510,000 | +117,000 | -21,000 |
| Unemployed..... | 22,000 | 20,000 | 15,000 | 15,000 | (c) | (c) |
| Unemployment rate (percent). | 5.2 | 3.9 | 2.7 | 2.8 | -2.4 | +1 |

Note: Employed plus unemployed may not equal occupation total due to rounding. Unemployment rates are computed based on an unrounded estimate of the unemployment and labor force levels. For years 1983 to 1986, all the employment rates were calculated by the Bureau of Labor Statistics using unrounded data. Therefore, calculating unemployment rates using the rounded levels for unemployed and labor force may yield slightly different rates. See chapter 2 for discussion of these data.

Source: National Endowment for the Arts, Research Division, "Artists Employment in 1988," Washington, D.C., Note 31, April 1988. (Data are from U.S. Bureau of the Census, and Bureau of Labor Statistics, Current Population Survey, Unpublished data.)

Table 5-29.
Number of industrial designers employed: 1976, 1978, and 1980

| Year | Employment | |
|------------|----------------------|-------------------------|
| | Estimated employment | Average annual openings |
| 1976 | 12,000 | 500 |
| 1978 | 13,000 | 550 |
| 1980 | 13,000 | 600 |

Source: U.S. Department of Labor, Occupational Outlook Quarterly, Washington, D.C., Spring issues 1978, p. 32; 1980, p. 20; and 1982, p. 19.

Table 5-30.
Cash compensation of industrial designers by position, selected years:
1979-1987

| | Average salary | | | | |
|----------------------------------|----------------------------|--------|--------|--------|--------|
| | 1979 | 1981 | 1983 | 1985 | 1987 |
| Total cash compensation | (in current dollars) | | | | |
| Principal; owner; president..... | 42,800 | 56,500 | 62,188 | 82,774 | 85,344 |
| Vice president..... | NA | NA | 59,655 | 60,767 | 62,112 |
| Director; manager..... | 34,400 | 41,500 | 42,021 | 51,428 | 50,712 |
| Project director..... | 24,900 | 34,800 | 35,650 | 39,986 | 43,022 |
| Senior designer..... | 21,200 | 27,500 | 30,014 | 33,107 | 36,445 |
| Staff designer..... | 15,800 | 21,500 | 24,173 | 26,750 | 26,777 |
| Entry level designer..... | 12,600 | 16,200 | 18,190 | 19,750 | 20,167 |
| Real cash compensation | (in constant 1979 dollars) | | | | |
| Principal; owner; president..... | 42,800 | 44,350 | 43,000 | 52,750 | 52,750 |
| Vice president..... | NA | NA | 41,250 | 38,750 | 38,400 |
| Director; manager..... | 34,400 | 32,600 | 29,800 | 32,750 | 31,400 |
| Project director..... | 24,900 | 27,300 | 24,700 | 25,500 | 26,600 |
| Senior designer..... | 21,200 | 21,600 | 20,800 | 21,000 | 22,500 |
| Staff designer..... | 15,800 | 16,900 | 16,700 | 17,000 | 16,600 |
| Entry level designer..... | 12,600 | 12,700 | 12,600 | 12,600 | 12,500 |

NA - Not a separate category.

Source: Brian J. Wynne, 1987 Compensation Survey, Industrial Designers Society of America (IDSA), Great Falls, VA, 1987, pp. 3 and 4. (Copyright)

Methodological note: IDSA mailed questionnaires to 852 members in the United States who head a design group. One hundred forty-two members, reporting on 1,021 industrial designers, completed and returned the questionnaire -- a 17 percent response rate. A statistical breakdown of the sample follows:

| | Number of respondents | Number of design employees |
|---------------------------|-----------------------|----------------------------|
| By practice | | |
| Consulting groups..... | 88 | 709 |
| Corporate groups..... | 48 | 270 |
| Others..... | 6 | 42 |
| By budget/billings | | |
| \$0-249,999..... | 48 | 120 |
| \$250,000-499,999..... | 35 | 181 |
| \$500,000-999,999..... | 25 | 194 |
| \$1,000,000+..... | 34 | 526 |
| By region | | |
| Northeast..... | 39 | 303 |
| Midwest..... | 46 | 326 |
| South..... | 20 | 163 |
| West..... | 37 | 229 |

Observational note: In 1987 the average industrial designer earned \$38,750 in base salary and \$44,500 in total cash compensation.

Table 5-31.

Selected characteristics of design groups responding to the Industrial Designers Society of America Corporate Design Study: 1987

| | Responses | | Average number of full-time employees | Average annual budget of design group | Average sales per dollar invested in design group |
|-----------------------------------------------|-----------|---------|------------------------------------------------|------------------------------------------------|------------------------------------------------------------|
| | Number | Percent | | | |
| By group type | | | | | |
| | | | | (in dollars) | |
| Central department..... | 41 | 45 | 4 | 1,101,829 | 1,945 |
| Central department (with other units)..... | 19 | 21 | 6 | 919,850 | 5,162 |
| Divisional unit..... | 14 | 15 | 4 | 656,500 | 3,695 |
| No formal department..... | 16 | 18 | 1 | NA | NA |
| Other..... | NA | NA | 3 | NA | NA |
| By group location | | | | | |
| Marketing..... | 18 | 20 | 4 | 1,137,857 | 1,595 |
| Engineering..... | 17 | 19 | 3 | 339,714 | 2,601 |
| Research and development.. | 23 | 25 | 4 | 1,561,350 | 3,391 |
| Design..... | 21 | 23 | 3 | 452,105 | 1,490 |
| Other..... | 12 | 13 | 4 | 772,500 | 2,408 |
| By sales | | | | | |
| \$0-100 million..... | 35 | 38 | 2 | 336,458 | 127 |
| \$100 million-1 billion.... | 35 | 38 | 3 | 679,500 | 562 |
| \$1 billion+..... | 21 | 23 | 7 | 1,964,100 | 3,929 |
| All responses..... | 91 | NA | 4 | 938,845 | 2,482 |

NA - Not applicable.

Source: Brian J. Wynne, 1987 Corporate Design Group Study, Industrial Designers Society of America (IDSA), Great Falls, VA, 1987, pp. 2, 10, 11, and 15.

Methodological note: Questionnaires were mailed in May 1987 to 218 IDSA members who head corporate industrial design groups. Of these, 95 responded for a return rate of 44 percent.

Table 5-32.

Types of tasks in which companies use industrial design groups: 1987

| | Company use of industrial design group ^a | | | | | | | | | |
|--------------------------------------------|-----------------------------------------------------|----------|-----------|-------------------------|--------------------|-----------|-------------------|----------------------|---------------------|---------|
| | Corporate image | Exhibits | Interiors | New product development | New product design | Packaging | Point of purchase | Product modification | Production strategy | Signage |
| By group type (number of responses) | (percentage of responses) | | | | | | | | | |
| Central department (41)..... | 51 | 49 | 39 | 90 | 98 | 42 | 24 | 76 | 59 | 42 |
| Central department (other units) (19)..... | 37 | 16 | 16 | 100 | 100 | 53 | 21 | 68 | 58 | 16 |
| Divisional unit (14)..... | 64 | 50 | 57 | 93 | 93 | 43 | 36 | 57 | 50 | 36 |
| No formal department (16)..... | 50 | 56 | 31 | 100 | 88 | 56 | 19 | 56 | 38 | 31 |
| Other (5)..... | 60 | 0 | 20 | 40 | 40 | 20 | 20 | 40 | 20 | 40 |
| By group location | | | | | | | | | | |
| Marketing (18)..... | 39 | 33 | 22 | 78 | 78 | 56 | 44 | 67 | 61 | 28 |
| Engineering (19)..... | 42 | 26 | 26 | 95 | 95 | 26 | 21 | 58 | 42 | 21 |
| Research and development (24)..... | 46 | 46 | 25 | 96 | 100 | 46 | 21 | 79 | 74 | 25 |
| Design (22)..... | 73 | 59 | 64 | 91 | 96 | 59 | 41 | 64 | 55 | 64 |
| Other (12)..... | 58 | 50 | 33 | 100 | 92 | 58 | 17 | 67 | 42 | 50 |
| By sales | | | | | | | | | | |
| \$0-100 million (36)..... | 53 | 56 | 31 | 94 | 94 | 42 | 31 | 72 | 53 | 39 |
| \$100 million - 1 billion (35)..... | 49 | 40 | 43 | 91 | 97 | 51 | 29 | 63 | 51 | 34 |
| \$1 billion+ (21)..... | 57 | 33 | 29 | 91 | 91 | 52 | 29 | 62 | 57 | 38 |
| All responses (95)..... | 52 | 43 | 35 | 94 | 94 | 48 | 30 | 67 | 53 | 37 |

Note: See table 5-31 for methodological note.

^aRespondents were asked to check all that apply.

Source: Brian J. Wynne, 1987 Corporate Design Group Study, Industrial Designers Society of America (IDSA), Great Falls, VA, 1987, p. 25.

Table 5-33.
Basis of judgment of performance of industrial design groups: 1987

How company/division primarily judges the contribution that the industrial group has made to a new product's success?

| | Basis of judgment of contribution | | | | |
|-----------------------------------------------|-----------------------------------|-------------|---------------------|-------------------------|------------------------------|
| | Customer comments | Performance | Production costs | Quality/ reliability | Market reaction/ sales |
| (percentage of responses) | | | | | |
| By group type (number of responses) | | | | | |
| Central department (38)..... | 1 | 16 | 0 | 5 | 63 |
| Central department (other units) (18)..... | 17 | 17 | 0 | 11 | 56 |
| Divisional unit (14)..... | 7 | 0 | 0 | 14 | 79 |
| No formal department (15)..... | 27 | 20 | 0 | 0 | 53 |
| Other (5)..... | 0 | 20 | 20 | 20 | 40 |
| By group location | | | | | |
| Marketing (17)..... | 0 | 12 | 0 | 0 | 88 |
| Engineering (18)..... | 39 | 6 | 0 | 6 | 50 |
| Research and development (23)..... | 13 | 26 | 0 | 13 | 48 |
| Design (22)..... | 18 | 5 | 0 | 9 | 68 |
| Other (10)..... | 0 | 30 | 10 | 10 | 50 |
| By sales | | | | | |
| \$0-\$100 million (35)..... | 17 | 14 | 3 | 9 | 57 |
| \$100 million - 1 billion (35)..... | 6 | 9 | 0 | 6 | 80 |
| \$1 billion+ (20)..... | 30 | 25 | 0 | 10 | 35 |
| All responses (90)..... | 16 | 14 | 1 | 8 | 61 |

Note: See table 5-31 for methodological note.

Source: Brian J. Wynne, 1987 Corporate Design Group Study, Industrial Designers Society of America, Great Falls, VA, 1987, p. 29.

Table 5-34.

Self-employment of graphic and fine artists and photographers and camera operators: 1984

| | Number | Self- employed | Wage and salary workers |
|-----------------------------------------|---------|-------------------|----------------------------|
| | | (percent) | |
| Graphic and fine artists..... | 204,000 | 63 | 37 |
| Photographers and camera operators..... | 101,000 | 45 | 55 |

Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook 1986-1987, Washington, D.C., 1987, pp. 221 and 224.

Table 5-35.

Total membership of the American Institute of Graphic Arts: 1954-1987

| Year | Total |
|-----------|-------|
| 1954..... | 1,324 |
| 1955..... | 1,326 |
| 1956..... | 1,412 |
| 1957..... | 1,525 |
| 1966..... | 1,714 |
| 1967..... | 1,885 |
| 1969..... | 1,886 |
| 1970..... | 1,886 |
| 1971..... | 1,885 |
| 1972..... | 1,642 |
| 1976..... | 1,767 |
| 1978..... | 1,661 |
| 1979..... | 1,620 |
| 1980..... | 1,700 |
| 1981..... | 1,954 |
| 1982..... | 2,000 |
| 1983..... | 2,200 |
| 1984..... | 2,439 |
| 1985..... | 3,000 |
| 1986..... | 5,000 |
| 1987..... | 5,420 |

Source: Data provided by the American Institute of Graphic Arts, Washington, D.C., 1987.

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Table 5-36.
Characteristics of respondents to the American Institute of Graphic Arts (AIGA) survey of graphic design professionals: 1987

| | Total respondents (N=2046) | Current AIGA member (N=1408) | Former AIGA member (N=225) | Never belonged to AIGA (N=400) (b) |
|----------------------------------------------------------------------------------|----------------------------------|---------------------------------------|-------------------------------------|---------------------------------------------|
| (percent) | | | | |
| Sex | | | | |
| Female..... | 47 | 46 | 54 | 46 |
| Male..... | 53 | 54 | 46 | 54 |
| Age | | | | |
| Up to 29..... | 26 | 26 | 26 | 24 |
| 30 to 39..... | 45 | 46 | 39 | 43 |
| 40 to 49..... | 18 | 17 | 21 | 18 |
| 50 to 59..... | 9 | 9 | 10 | 8 |
| 60 and over..... | 3 | 2 | 4 | 6 |
| Region of residence (a) | | | | |
| Northeast..... | 42 | 44 | 44 | 31 |
| Midwest..... | 17 | 16 | 18 | 22 |
| South..... | 17 | 17 | 14 | 19 |
| West..... | 22 | 21 | 23 | 27 |
| Foreign..... | 1 | 2 | 2 | 0 (b) |
| Education (highest level completed) | | | | |
| High school or less..... | 1 | (c) | 2 | 1 |
| Attended college, but did not earn a degree..... | 5 | 7 | 8 | 13 |
| A certificate from a college..... | 3 | 3 | 1 | 2 |
| A two-year college degree..... | 3 | 3 | 4 | 3 |
| A four-year college degree..... | 40 | 42 | 40 | 35 |
| Graduate or professional courses, but no graduate or professional degree..... | 22 | 21 | 24 | 25 |
| A graduate or professional degree..... | 23 | 24 | 21 | 19 |
| 1986 personal income from the profession | | | | |
| Less than \$12,000..... | 6 | 6 | 10 | 6 |
| \$12,000-17,999..... | 6 | 5 | 8 | 9 |
| \$18,000-24,999..... | 15 | 13 | 18 | 20 |
| \$25,000-34,999..... | 22 | 22 | 19 | 25 |
| \$35,000-49,999..... | 21 | 21 | 17 | 21 |
| \$50,000-74,999..... | 15 | 15 | 12 | 12 |
| \$75,000-124,999..... | 10 | 11 | 10 | 6 |
| \$125,000-174,999..... | 3 | 3 | 3 | 1 |
| \$175,000-249,999..... | 1 | 2 | 1 | (c) |
| \$250,000 or more..... | 1 | 1 | 1 | (c) |

Note: See table 5-37 for methodological note.

- (a) Regional classifications are those of the U.S. Bureau of the Census. See Appendix 2 for a list of the States included.
- (b) The sample of professionals never belonging to AIGA was chosen randomly from organization contacts and suggestions from the field. Since the sample of design professionals having never had an AIGA affiliation was limited to the U.S., there are by definition no foreign respondents in this category.
- (c) Indicates greater than 0 but less than 1/2 of 1 percent.

Source: Kane, Parsons and Associates, Inc., A Survey of Graphic Design Professionals, submitted to American Institute of Graphic Arts, New York, NY, 1987, pp. 8 and 9.

Table 5-37.
Percentage of graphic designers by sex and age: 1987

| Sex | Age (N = 2046) | | | |
|--------------|----------------|-------|-------|----------------|
| | Under 29 | 30-39 | 40-49 | 50 and over |
| Female | 64 | 51 | 30 | 17 |
| Male | 36 | 49 | 70 | 83 |

Note: These data are based on the total number of survey responses.

Source: Kane, Parsons and Associates, Inc., A Survey of Graphic Design Professionals: Report of the Findings, New York, NY, 1987, p. 10.

Methodological note: Tables 5-37 to 5-40 were taken from a 1987 survey of graphic arts professionals prepared for the American Institute of Graphic Arts (AIGA). Questionnaires were mailed to 15,000 graphic arts professionals. Approximately 4,800 were current AIGA members, 900 were former members, and the remaining 9,200 were chosen randomly by organizational contacts or suggestions from the field. Of the AIGA members, 1,408 returned the survey form for a response rate of 30 percent. Of the former members, 25 percent (225) returned the form. Of nonmembers, about 400 (4 percent) returned the form. The low response rate among nonmembers or former members decreased the overall response rate to 24 percent, a comparatively low return. Data are more representative of the AIGA membership than of the field in general.

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Table 5-38.
 Size of graphic arts firms/departments in which artists are employed by
 type of employer: 1987

| Number of employees | Type of employer | | | | | |
|---------------------|---------------------------|-----------------------------|-------------------------|------------------------|-------------------------|------------------|
| | Company in design field | Company in some other field | Government organization | Nonprofit organization | Educational institution | Publishing house |
| | (percentage distribution) | | | | | |
| 2-5..... | 38 | 37 | 67 | 67 | 64 | 43 |
| 6-10..... | 26 | 26 | 7 | 16 | 14 | 14 |
| 11-20..... | 15 | 17 | 22 | 11 | 11 | 24 |
| 21-50..... | 12 | 10 | 4 | 5 | 6 | 10 |
| 51-100..... | 4 | 4 | 0 | 0 | 2 | 5 |
| Over 100..... | 5 | 7 | 0 | 0 | 4 | 5 |
| Total*..... | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Based on the size of firms/departments in which respondents were employed. For companies whose primary activities are in the design field, the figures refer to the firm's total number of employees. For all other organizations, the numbers describe the design departments only. See table 5-37 for methodological note.

*Percents may not total 100 due to rounding.

Source: Kane, Parsons and Associates, Inc., A Survey of Graphic Design Professionals, submitted to American Institute of Graphic Arts, New York, NY, 1987, p. 18.

Table 5-39.

Employment characteristics of graphic design professionals responding to American Institute of Graphic Arts (AIGA) survey: 1987 (continued on the next page)

| | Total sample | Current AIGA member | Former AIGA member | Never belonged to AIGA |
|----------------------------------------------------------------------------------------|--------------|---------------------|--------------------|------------------------|
| (percent) | | | | |
| Employment situation | | | | |
| Freelance; work on a freelance basis for other designers or similar organizations..... | 8 | 7 | 13 | 11 |
| Self-employed; work for myself and do not have others on my payroll..... | 22 | 21 | 21 | 22 |
| Owner or partner in a firm that employs others on a full-time basis..... | 24 | 28 | 22 | 13 |
| Salaried employee of an organization..... | 44 | 42 | 41 | 53 |
| Unemployed..... | 1 | 1 | 2 | 1 |
| Type of job that best characterizes respondent. (a) | | | | |
| Graphic designer..... | 52 | 57 | 52 | 39 |
| Art director..... | 17 | 15 | 16 | 25 |
| Creative director..... | 14 | 15 | 16 | 12 |
| Teacher..... | 4 | 4 | 4 | 4 |
| Illustrator..... | 4 | 3 | 5 | 5 |
| Executive or manager in the field..... | 3 | 3 | 1 | 3 |
| Photographer..... | 3 | 1 | 2 | 10 |
| Package designer..... | 2 | 2 | 3 | 1 |
| Environmental designer..... | 1 | 1 | 2 | 1 |
| Student..... | 1 | 2 | 2 | 1 |
| Typographer..... | 1 | 1 | 3 | 1 |
| Writer..... | 1 | 1 | 2 | 1 |
| Printer..... | 1 | 1 | 1 | 2 |
| Editor..... | 1 | (b) | 4 | 2 |
| Display designer..... | 1 | 1 | 2 | 1 |
| Paper manufacturer..... | (b) | (b) | 1 | 1 |
| Filmmaker..... | (b) | (b) | (b) | 1 |
| Paper merchant..... | (b) | (b) | (b) | (b) |
| Other..... | 4 | 3 | 6 | 5 |

(a) There is a small amount of multiple response to these questions.

(b) Less than 1 percent.

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Table 5-39.
 Employment characteristics of graphic design professionals responding to American Institute of Graphic Arts (AIGA) survey: 1987 (continued from previous page)

| | Total sample | Current AIGA member | Former AIGA member | Never belonged to AIGA |
|----------------------------------------------------------------------------------------------|--------------|---------------------|--------------------|------------------------|
| (percent) | | | | |
| Kind of organization employed by (among those who are salaried employees of an organization) | | | | |
| A company whose primary activity is in the design field... | 41 | 46 | 39 | 28 |
| A company whose primary activity is in some other area.... | 29 | 28 | 23 | 34 |
| An educational institution..... | 13 | 13 | 15 | 14 |
| A publishing house..... | 10 | 8 | 14 | 15 |
| A nonprofit organization..... | 5 | 5 | 4 | 8 |
| A government organization..... | 2 | 2 | 5 | 4 |
| Other..... | 2 | 2 | 3 | 1 |
| Job title or position (a) | | | | |
| Chairman..... | 5 | 5 | 4 | 3 |
| President..... | 18 | 20 | 17 | 11 |
| Principal/partner..... | 27 | 29 | 24 | 18 |
| Vice president/associate partner..... | 5 | 6 | 5 | 4 |
| Art director..... | 35 | 32 | 37 | 44 |
| Corporate communications director/manager..... | 7 | 8 | 4 | 4 |
| Creative director..... | 25 | 25 | 25 | 25 |
| Other department director/manager..... | 5 | 5 | 4 | 7 |
| Project administrator/coordinator..... | 12 | 13 | 11 | 12 |
| Senior designer..... | 25 | 26 | 24 | 26 |
| Designer..... | 22 | 20 | 29 | 24 |
| Junior designer/design assistant..... | 3 | 3 | 5 | 2 |
| Sales/marketing..... | 13 | 15 | 14 | 10 |
| Production/traffic..... | 11 | 10 | 12 | 13 |
| Mechanical/finished art..... | 14 | 13 | 17 | 19 |
| Adjunct college instructor..... | 4 | 4 | 5 | 4 |
| Full-time college faculty member..... | 4 | 5 | 3 | 3 |
| Other..... | 4 | 4 | 4 | 6 |

Note: See table 5-37 for methodological note.

(a) There is a small amount of multiple response to these questions.

Source: Kane, Parsons and Associates, Inc., A Survey of Graphic Design Professionals, submitted to American Institute of Graphic Arts, New York, NY, 1987, pp. 17 and 18.

Table 5-40.

Number and percent of secondary schools offering courses in visual arts and design: 1981-82

| Course | Secondary schools offering courses in program | | Average courses per school | Program enrollment | |
|-----------------------------------|-----------------------------------------------|--------------------|----------------------------|--------------------|-------------------------------------|
| | Number | Percent of schools | Number | Number* | Percent enrollment through grade 12 |
| Design | 700 | 3.6 | 0.1 | 12,000 | 0 |
| Graphic and commercial arts | 3,300 | 16.7 | 9.2 | 61,000 | 3 |
| Crafts | 9,300 | 47.4 | 1.4 | 451,000 | 13 |
| Fine arts | 16,700 | 84.9 | 3.1 | 1,212,000 | 37 |

*Data have been rounded to nearest 1000.

Source: Evaluation Technologies, Inc., "Course Offerings and Enrollments in the Arts and the Humanities at the Secondary School Level," Arlington, VA, 1984, tables 1 and 2, pp. 18 and 20.

Table 5-41.

Employment and unemployment of painters, sculptors, craft artists, artist printmakers and photographers: 1983-1988

| Occupation | 1983 | 1985 | 1987 | 1988 | Change 1983-88 | Change 1987-88 |
|----------------------------------------------------------------|---------|---------|---------|---------|-------------------|-------------------|
| Painters/sculptors/craft artists/and artist printmakers.... | 192,000 | 207,000 | 198,000 | 219,000 | +27,000 | +21,000 |
| Employed..... | 186,000 | 200,000 | 191,000 | 215,000 | +29,000 | +24,000 |
| Unemployed..... | 6,000 | 7,000 | 7,000 | 4,000 | - 2,000 | - 3,000 |
| Unemployment rate (percent)..... | 3.3 | 3.2 | 3.4 | 2.0 | - 1.3 | - 1.4 |
| Photographers..... | 119,000 | 134,000 | 131,000 | 121,000 | + 2,000 | -10,000 |
| Employed..... | 113,000 | 129,000 | 126,000 | 117,000 | + 4,000 | - 9,000 |
| Unemployed..... | 6,000 | 5,000 | 5,000 | 4,000 | - 2,000 | - 1,000 |
| Unemployment rate (percent)..... | 5.0 | 3.5 | 4.0 | 3.6 | - 1.4 | - .4 |

Note: Employed plus unemployed may not equal occupation total due to rounding. Unemployment rates are computed based on an unrounded estimate of the unemployment and labor force levels. For years 1983 to 1986, all the employment rates were calculated by the Bureau of Labor Statistics using unrounded data. It is therefore possible that the unemployment rates using the rounded levels for unemployed and labor force yield slightly different rates. See chapter 2 for a description of these data.

Source: National Endowment for the Arts, Research Division, "Artist Employment in 1988," Washington, D.C., Note 31, April 1988. (Data are from U.S. Bureau of the Census and Bureau of Labor Statistics, Current Population Survey; Unpublished data.)

Table 5-42.
State distribution of painters, sculptors, craft artists, and artist
printmakers: 1970 and 1980

| State | 1970 | Number of painters, sculptors, craft artists, and artist printmakers | Concen- tration ratio ^a | 1980 | Number of painters, sculptors, craft artists, and artist printmakers | Concen- tration ratio ^a |
|---------------------|------|-------------------------------------------------------------------------------------|------------------------------------------|------|-------------------------------------------------------------------------------------|------------------------------------------|
| | Rank | | | Rank | | |
| California..... | 2 | 12,507 | 1.44 | 1 | 24,657 | 1.48 |
| New York..... | 1 | 15,381 | 1.91 | 2 | 21,274 | 1.81 |
| Texas..... | 7 | 3,560 | .76 | 3 | 8,419 | .87 |
| Illinois..... | 3 | 6,055 | 1.22 | 4 | 7,582 | .92 |
| Pennsylvania..... | 4 | 4,359 | .85 | 5 | 6,376 | .81 |
| Florida..... | 19 | 2,607 | .95 | 6 | 5,926 | .96 |
| New Jersey..... | 6 | 3,941 | 1.22 | 7 | 5,602 | 1.08 |
| Ohio..... | 5 | 4,036 | .88 | 8 | 5,373 | .74 |
| Massachusetts..... | 9 | 2,970 | 1.14 | 9 | 4,788 | 1.16 |
| Michigan..... | 8 | 3,482 | .93 | 10 | 4,699 | .76 |
| Virginia..... | 16 | 1,573 | .82 | 11 | 3,878 | 1.07 |
| Washington..... | 18 | 1,315 | .91 | 12 | 3,620 | 1.27 |
| Maryland..... | 11 | 2,003 | 1.16 | 13 | 3,575 | 1.18 |
| Minnesota..... | 15 | 1,662 | 1.00 | 14 | 3,060 | 1.05 |
| Missouri..... | 12 | 1,874 | .94 | 15 | 2,968 | .90 |
| Connecticut..... | 14 | 1,761 | 1.25 | 16 | 2,835 | 1.24 |
| Colorado..... | 20 | 1,022 | 1.09 | 17 | 2,805 | 1.33 |
| Wisconsin..... | 13 | 1,766 | .92 | 18 | 2,760 | .83 |
| Georgia..... | 17 | 1,334 | .68 | 19 | 2,538 | .70 |
| Arizona..... | 26 | 707 | 1.02 | 20 | 2,284 | 1.31 |
| Indiana..... | 19 | 1,154 | .51 | 21 | 2,212 | .59 |
| Tennessee..... | 22 | 919 | .56 | 22 | 2,138 | .71 |
| North Carolina..... | 21 | 1,022 | .46 | 23 | 1,987 | .49 |
| Oregon..... | 24 | 745 | .82 | 24 | 1,910 | 1.05 |
| New Mexico..... | 32 | 425 | 1.15 | 25 | 1,514 | 1.89 |
| Oklahoma..... | 28 | 682 | .65 | 26 | 1,448 | .74 |
| Louisiana..... | 27 | 687 | .52 | 27 | 1,357 | .53 |
| Kansas..... | 23 | 792 | .82 | 28 | 1,280 | .78 |
| Alabama..... | 25 | 710 | .52 | 29 | 1,213 | .51 |
| Iowa..... | 29 | 562 | .46 | 30 | 1,210 | .60 |
| Hawaii..... | 36 | 337 | 1.05 | 31 | 1,101 | 1.72 |
| Kentucky..... | 30 | 538 | .44 | 32 | 1,060 | .48 |
| South Carolina..... | 35 | 371 | .35 | 33 | 946 | .46 |
| Utah..... | 31 | 463 | 1.07 | 34 | 936 | 1.03 |
| Nebraska..... | 33 | 390 | .61 | 35 | 737 | .68 |
| New Hampshire..... | 39 | 245 | .74 | 36 | 687 | 1.03 |
| Rhode Island..... | 34 | 378 | .90 | 37 | 626 | .93 |
| Maine..... | 41 | 197 | .48 | 38 | 583 | .80 |
| Mississippi..... | 42 | 195 | .24 | 39 | 570 | .39 |
| Montana..... | 44 | 157 | .56 | 40 | 534 | 1.02 |
| Nevada..... | 45 | 151 | .67 | 41 | 502 | .81 |
| Vermont..... | 40 | 215 | 1.13 | 42 | 500 | 1.41 |
| Arkansas..... | 38 | 270 | .36 | 43 | 478 | .35 |
| Idaho..... | 46 | 134 | .45 | 44 | 370 | .61 |
| Alaska..... | 48 | 61 | .57 | 45 | 366 | 1.37 |
| West Virginia..... | 37 | 284 | .45 | 46 | 355 | .32 |
| Delaware..... | 43 | 193 | .81 | 47 | 323 | .79 |
| South Dakota..... | 47 | 78 | .29 | 48 | 178 | .39 |
| Wyoming..... | 49 | 55 | .39 | 49 | 172 | .52 |
| North Dakota..... | 50 | 49 | .21 | 50 | 146 | .35 |

Note: Census figures for total in category for 1970 were 86,849 and for 1980 were 153,162. States are in order of rank of number of painters in 1980.

^aConcentration ratio: Proportion of painters in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, figure IX, p. 29. (Data are from U.S. Bureau of the Census, Census of Population.)

Table 5-43.
State distribution of photographers: 1970 and 1980

| State | 1970 Rank | Number of photographers | Concentration ratio* | 1980 Rank | Number of photographers | Concentration ratio* |
|---------------------|-----------|-------------------------|----------------------|-----------|-------------------------|----------------------|
| California..... | 1 | 9,494 | 1.41 | 1 | 13,060 | 1.26 |
| New York..... | 2 | 8,775 | 1.40 | 2 | 10,539 | 1.45 |
| Texas..... | 4 | 3,398 | .94 | 3 | 5,582 | .94 |
| Illinois..... | 3 | 4,138 | 1.07 | 4 | 4,929 | 1.00 |
| Ohio..... | 6 | 3,003 | .84 | 5 | 4,211 | .94 |
| Florida..... | 9 | 2,189 | 1.03 | 6 | 4,098 | 1.07 |
| Pennsylvania..... | 5 | 3,347 | .84 | 7 | 3,859 | .79 |
| Michigan..... | 7 | 2,575 | .88 | 8 | 3,384 | .89 |
| New Jersey..... | 8 | 2,471 | .98 | 9 | 3,134 | .98 |
| Massachusetts..... | 10 | 1,970 | .98 | 10 | 2,818 | 1.10 |
| Virginia..... | 12 | 1,465 | .98 | 11 | 2,196 | .98 |
| Maryland..... | 11 | 1,894 | 1.41 | 12 | 2,097 | 1.12 |
| Missouri..... | 13 | 1,455 | .93 | 13 | 1,934 | .94 |
| North Carolina..... | 20 | 1,057 | .61 | 14 | 1,928 | .77 |
| Tennessee..... | 21 | 997 | .77 | 15 | 1,816 | .97 |
| Washington..... | 18 | 1,123 | .99 | 16 | 1,806 | 1.03 |
| Minnesota..... | 15 | 1,363 | 1.06 | 17 | 1,783 | .99 |
| Georgia..... | 19 | 1,105 | .72 | 18 | 1,678 | .75 |
| Wisconsin..... | 16 | 1,222 | .82 | 19 | 1,669 | .81 |
| Indiana..... | 14 | 1,388 | .78 | 20 | 1,596 | .69 |
| Colorado..... | 22 | 905 | 1.24 | 21 | 1,556 | 1.02 |
| Connecticut..... | 17 | 1,182 | 1.08 | 22 | 1,488 | 1.06 |
| Louisiana..... | 23 | 814 | .79 | 23 | 1,274 | .81 |
| Oregon..... | 27 | 706 | 1.00 | 24 | 1,203 | 1.07 |
| Arizona..... | 30 | 529 | .98 | 25 | 1,184 | 1.10 |
| Alabama..... | 26 | 751 | .71 | 26 | 1,120 | .76 |
| Kentucky..... | 25 | 756 | .79 | 27 | 1,054 | .77 |
| Oklahoma..... | 24 | 814 | 1.00 | 28 | 1,053 | .86 |
| Kansas..... | 28 | 696 | .93 | 29 | 975 | .96 |
| South Carolina..... | 31 | 485 | .58 | 30 | 936 | .73 |
| Iowa..... | 29 | 570 | .60 | 31 | 790 | .63 |
| Nebraska..... | 35 | 359 | .72 | 32 | 675 | 1.00 |
| Hawaii..... | 36 | 324 | 1.30 | 33 | 603 | 1.53 |
| Utah..... | 34 | 360 | 1.07 | 34 | 601 | 1.07 |
| Arkansas..... | 33 | 369 | .64 | 35 | 581 | .68 |
| Nevada..... | 44 | 192 | 1.09 | 36 | 573 | 1.49 |
| New Mexico..... | 32 | 452 | 1.57 | 37 | 554 | 1.12 |
| Mississippi..... | 37 | 306 | .48 | 38 | 540 | .59 |
| Rhode Island..... | 39 | 270 | .82 | 39 | 430 | 1.03 |
| West Virginia..... | 38 | 285 | .58 | 40 | 387 | .57 |
| Maine..... | 41 | 221 | .68 | 41 | 379 | .84 |
| Idaho..... | 43 | 198 | .86 | 42 | 335 | .89 |
| Montana..... | 42 | 203 | .92 | 43 | 307 | .95 |
| New Hampshire..... | 40 | 248 | .96 | 44 | 230 | .56 |
| Delaware..... | 45 | 169 | .91 | 45 | 223 | .88 |
| South Dakota..... | 48 | 146 | .69 | 46 | 211 | .75 |
| Alaska..... | 50 | 63 | .76 | 47 | 200 | 1.21 |
| North Dakota..... | 47 | 154 | .85 | 48 | 190 | .73 |
| Wyoming..... | 49 | 90 | .82 | 49 | 183 | .89 |
| Vermont..... | 46 | 166 | 1.12 | 50 | 165 | .75 |

Note: Census figures for total photographers for 1970 were 67,588 and for 1980 were 94,762. States are in order of rank of number of photographers in 1980.

*Concentration ratio: Proportion of photographers in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, figure X, p. 31. (Data are from U.S. Bureau of the Census, Census of Population.)

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Table 5-44.
U.S. retail art dealers and their sales by State: 1982 (continued on next page)

| | Number of retail art dealers | | Sales of art | | Sales of artists' materials and supplies | | Total sales (a) | | Average dealer sales |
|---------------------------|------------------------------|--------|---------------|--------|------------------------------------------|--------|-----------------|--------|----------------------|
| | (percent) | | (percent) | | (percent) | | (percent) | | |
| Total United States..... | 1,563 | 100.00 | \$662,800,000 | 100.00 | \$6,015,000 ^e | 100.00 | \$694,817,000 | 100.00 | \$ 444,560 |
| New York..... | 209 | 13.37 | 224,575,000 | 33.88 | 138,000 | 2.29 | 226,765,000 | 32.64 | 1,085,000 |
| California..... | 205 | 13.12 | 108,274,000 | 16.33 | 1,271,000 | 21.13 | 113,418,000 | 16.32 | 553,259 |
| Texas..... | 108 | 6.91 | 57,303,000 | 8.64 | 583,000 | 9.69 | 60,736,000 | 8.74 | 562,370 |
| Illinois..... | 79 | 5.05 | 35,076,000 | 5.29 | 239,000 | 3.97 | 37,025,000 | 5.33 | 468,671 |
| Massachusetts..... | 54 | 3.45 | (c) | (c) | (c) | (c) | 33,750,000 | 4.86 | 625,000 |
| Florida..... | 82 | 5.25 | 19,223,000 | 2.90 | 119,000 | 1.98 | 19,715,000 | 2.84 | 240,427 |
| Arizona..... | 51 | 3.26 | 17,278,000 | 2.61 | 216,000 | 3.59 | 17,923,000 | 2.58 | 351,431 |
| Michigan..... | 47 | 3.01 | (c) | (c) | (c) | (c) | 15,502,000 | 2.22 | 329,830 |
| Pennsylvania..... | 46 | 2.94 | 11,390,000 | 1.72 | 293,000 | 4.87 | 12,357,000 | 1.78 | 268,630 |
| New Jersey..... | 32 | 2.05 | (c) | (c) | (c) | (c) | 12,039,000 | 1.73 | 376,219 |
| District of Columbia..... | 27 | 1.73 | (c) | (c) | (c) | (c) | 11,389,000 | 1.64 | 421,815 |
| New Mexico..... | 39 | 2.50 | 9,347,000 | 1.38 | (b) | (b) | 10,645,000 | 1.53 | 272,949 |
| Louisiana..... | 22 | 1.41 | 9,633,000 | 1.45 | (d) | (d) | 10,123,000 | 1.46 | 460,136 |
| Colorado..... | 39 | 2.50 | 8,745,000 | 1.32 | (d) | (d) | 8,919,000 | 1.28 | 228,692 |
| Virginia..... | 27 | 1.73 | (c) | (c) | (c) | (c) | 8,518,000 | 1.23 | 315,481 |
| Maryland..... | 36 | 2.30 | 6,167,000 | 0.93 | 520,000 | 8.65 | 7,635,000 | 1.10 | 212,083 |
| Ohio..... | 49 | 3.13 | 6,685,000 | 1.01 | 173,000 | 2.88 | 6,996,000 | 1.01 | 142,776 |
| Wyoming..... | 11 | 0.70 | (c) | (c) | (c) | (c) | 5,751,000 | 0.83 | 522,818 |
| Hawaii..... | 17 | 1.09 | 5,700,000 | 0.86 | (b) | (b) | 5,700,000 | 0.82 | 335,294 |
| Minnesota..... | 30 | 1.92 | 4,957,000 | 0.75 | (d) | (d) | 5,528,000 | 0.80 | 184,267 |
| Connecticut..... | 22 | 1.41 | 4,674,000 | 0.71 | 47,000 | 0.78 | 4,896,000 | 0.70 | 222,545 |
| Wisconsin..... | 26 | 1.66 | 3,803,000 | 0.57 | 36,000 | 0.60 | 4,288,000 | 0.62 | 164,923 |
| Washington..... | 18 | 1.15 | 3,870,000 | 0.58 | (d) | (d) | 4,141,000 | 0.60 | 230,056 |
| Georgia..... | 21 | 1.34 | 3,045,000 | 0.46 | (b) | (b) | 4,076,000 | 0.59 | 194,095 |
| Tennessee..... | 24 | 1.54 | (c) | (c) | (c) | (c) | 3,880,000 | 0.56 | 161,667 |
| South Carolina..... | 22 | 1.41 | (c) | (c) | (c) | (c) | 3,854,000 | 0.55 | 175,182 |
| Missouri..... | 18 | 1.15 | (c) | (c) | (c) | (c) | 2,910,000 | 0.42 | 161,667 |
| Oregon..... | 13 | 0.93 | 2,696,000 | 0.41 | (b) | (b) | 2,724,000 | 0.39 | 209,538 |
| Nevada..... | 9 | 0.58 | 2,463,000 | 0.37 | (b) | (b) | 2,611,000 | 0.38 | 290,111 |
| Iowa..... | 13 | 0.83 | 2,527,000 | 0.38 | (b) | (b) | 2,588,000 | 0.37 | 199,077 |
| North Carolina..... | 17 | 1.09 | 2,167,000 | 0.33 | (d) | (d) | 2,543,000 | 0.37 | 149,588 |
| Indiana..... | 8 | 0.51 | 2,393,000 | 0.36 | (d) | (d) | 2,527,000 | 0.36 | 315,875 |
| Vermont..... | 7 | 0.45 | (d) | (d) | (d) | (d) | 2,399,000 | 0.35 | 342,714 |
| Oklahoma..... | 15 | 0.96 | 2,160,000 | 0.33 | (b) | (b) | 2,392,000 | 0.34 | 159,467 |
| Montana..... | 11 | 0.70 | 2,170,000 | 0.33 | (d) | (d) | 2,304,000 | 0.33 | 209,455 |
| Alaska..... | 5 | 0.32 | 1,960,000 | 0.30 | (d) | (d) | 2,157,000 | 0.31 | 431,440 |
| Kentucky..... | 20 | 1.28 | (c) | (c) | (c) | (c) | 1,929,000 | 0.28 | 96,450 |
| New Hampshire..... | 8 | 0.51 | 1,601,000 | 0.24 | (b) | (b) | 1,601,000 | 0.23 | 200,125 |
| Alabama..... | 8 | 0.51 | (d) | (d) | (d) | (d) | 1,362,000 | 0.20 | 170,250 |
| Idaho..... | 5 | 0.32 | (c) | (c) | (c) | (c) | 952,000 | 0.14 | 190,400 |
| Delaware..... | 6 | 0.38 | (c) | (c) | (c) | (c) | 799,000 | 0.11 | 133,167 |
| North Dakota..... | 4 | 0.26 | (a) | (a) | (a) | (a) | 666,000 | 0.10 | 166,500 |
| West Virginia..... | 8 | 0.51 | (c) | (c) | (c) | (c) | 329,000 | 0.08 | 66,125 |
| Kansas..... | 9 | 0.51 | 501,000 | 0.08 | (d) | (d) | 514,000 | 0.07 | 64,250 |

(a) Total sales includes art, artists' materials and supplies, and "other" (catalogs, greeting cards, gift wrap, calendars, etc.). Overall, art comprises 75 percent of sales, artists' materials and supplies comprise less than 1 percent, and "other" comprises about 4 percent of total sales. The breakdown of "other" is not shown separately in the tables but may be obtained by subtraction.

(b) Represents zero.

(c) Coverage factor is below 50 percent. These data are not presented for the geographic location because fewer than half of the responding art dealers provided a breakdown of their total sales. The estimated breakdown for the geographic location, however, is in the column total for the Total U.S.

(d) Data were withheld to avoid disclosure for individual art dealers. The data are included in the column total for the Total U.S.

(e) Data are not available because the response rate for this question was zero in North Dakota and South Dakota. Estimated data are included in the column total for the Total U.S.

Table 5-44.
U.S. retail art dealers and their sales by State: 1982 (continued from previous page)

| | Number of retail art dealers | | Sales of art | | | | Sales of artists' materials and supplies | | Total sales (a) | | Average dealer sales |
|--------------------|------------------------------|-----------|--------------|-----|-----------|-----|------------------------------------------|-----|-----------------|-----|----------------------|
| | | (percent) | (percent) | | (percent) | | (percent) | | (percent) | | |
| Arkansas | 7 | 0.45 | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) |
| Maine | 8 | 0.51 | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) |
| Mississippi | 2 | 0.13 | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) |
| Nebraska | 3 | 0.19 | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) |
| Rhode Island | 5 | 0.32 | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) |
| South Dakota | 3 | 0.19 | (e) | (e) | (e) | (e) | (e) | (e) | (e) | (e) | (e) |
| Utah | 9 | 0.58 | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) | (d) |

- (a) Total sales includes art, artists' materials and supplies, and "other" (catalogs, greeting cards, gift wrap, calendars, etc.). Overall, art comprises 95 percent of sales, artists' materials and supplies comprise less than 1 percent, and "other" comprises about 4 percent of total sales. The breakdown of "other" is not shown separately in the tables but may be obtained by subtraction.
- (b) Represents zero.
- (c) Coverage factor is below 50 percent. These data are not presented for the geographic location because fewer than half of the responding art dealers provided a breakdown of their total sales. The estimated breakdown for the geographic location, however, is in the column total for the Total U.S.
- (d) Data were withheld to avoid disclosure for individual art dealers. The data are included in the column total for the Total U.S.
- (e) Data are not available because the response rate for this question was zero in North Dakota and South Dakota. Estimated data are included in the column total for the Total U.S.

Source: National Endowment for the Arts, Research Division, "1,563 Retail Art Dealers Report 1982 Sales of Nearly \$700,000,000," Washington, D.C., Note 19, January 1987.

Methodological note: This table includes retail art dealers who submitted reports in the 1982 Economic Census. The sales data should not be interpreted as total art sales in the U.S., because art is sold by museum shops, art and craft fairs, auction houses, and other retail establishments that do not consider selling art as their primary business. Therefore, the sale of art by all sources is probably substantially greater than \$700,000,000 as of 1982. Furthermore, 1982 was in a recession period that peaked from July 1981 through November 1982. This may have dampened the sales of art in 1982 that are described in these data. The term "Art," as used in this table, may include contemporary art, art of all previous periods, art in all media, antiques, and art objects.

Table 5-45.

**Major sources of receipts for commercial photography, commercial arts, and graphic arts:
1982**

| | Commercial photography | Commercial art | Graphic arts and related design and commercial photography not elsewhere classified |
|------------------------------------------|---------------------------|-------------------|-------------------------------------------------------------------------------------------|
| Number of establishments | 3,207 | 2,303 | 4,806 |
| | (in thousands of dollars) | | |
| Total receipts | 778,417 | 595,630 | 1,721,452 |
| Portrait photography | 12,585 | 216 | 827 |
| Commercial photography | 706,886 | 9,082 | 29,018 |
| Commercial art and illustration | 12,022 | 534,145 | 44,673 |
| Graphic arts and related design | 14,760 | 31,112 | 1,529,375 |
| Photofinishing of customers' films | 14,848 | 1,806 | 5,528 |
| Sales of merchandise | 5,286 | 5,971 | 32,138 |
| Other sources | 12,030 | 13,298 | 79,893 |

Note: Includes only establishments with payroll.

Source: U.S. Department of Commerce, Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., May 1985, table 9, p. 5-56.

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Table 5-46.

Number of applicants and available positions listed at College Art Association annual meetings: 1976-1986

| Year | 1976-77 | 1977-78 | 1978-79 | 1979-80 | 1980-81 | 1981-82 | 1982-83 | 1983-84 | 1984-85 | 1985-86 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Applicants | | | | | | | | | | |
| Artists..... | 1,141 | 1,361 | 1,205 | 1,100 | 1,261 | 1,489 | 1,283 | 1,140 | 1,258 | 1,414 |
| Art historians.... | 715 | 703 | 561 | 521 | 488 | 538 | 470 | 470 | 471 | 474 |
| Others..... | 128 | 147 | 133 | 136 | 140 | 147 | 140 | 134 | 125 | 132 |
| Total..... | 1,984 | 2,211 | 1,899 | 1,757 | 1,889 | 2,174 | 1,893 | 1,744 | 1,854 | 2,020 |
| Positions | | | | | | | | | | |
| Artists..... | 649 | 624 | 520 | 526 | 534 | 487 | 410 | 480 | 510 | 492 |
| Art historians.... | 327 | 309 | 264 | 314 | 205 | 226 | 190 | 213 | 243 | 249 |
| Others..... | 232 | 108 | 194 | 211 | 230 | 199 | 165 | 196 | 230 | 280 |
| Total..... | 1,208 | 1,041 | 978 | 1,051 | 969 | 912 | 765 | 889 | 983 | 1,021 |
| Ratio: Applicants per position | | | | | | | | | | |
| Artists..... | 1.8 | 2.2 | 2.3 | 2.1 | 2.4 | 3.1 | 3.2 | 2.4 | 2.5 | 2.9 |
| Art historians.... | 2.2 | 2.3 | 2.1 | 1.7 | 2.4 | 2.4 | 2.5 | 2.2 | 1.9 | 1.9 |
| Overall..... | 1.6 | 2.1 | 1.9 | 1.7 | 2.0 | 2.4 | 2.5 | 2.0 | 1.9 | 2.0 |

Note: This table is based on the Keysort Curriculum Vitae Forms on file with the CAA for calendar years 1976-1986 and on the openings included in the positions listings for the academic years 1976-1986. Annual meeting locations were: 1977, Los Angeles; 1978, New York City; 1979, Washington; 1980, New Orleans; 1981, San Francisco; 1982, New York City; 1983, Philadelphia; 1984, Toronto; 1985, Los Angeles; and 1986, New York City.

Sources: College Art Association, CAA Newsletter, Fall 1981, p. 10; Fall 1982, p. 6, Fall 1983, p. 10; Fall 1984, p. 8; and Fall 1986, p. 8.

Table 5-47.
Number of applicants and available positions by discipline as published by the College Art Association for
calendar and academic years: 1980-1986

| | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants | Appli- cants |
|----------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | 1980 | 1979-80 | 1981 | 1980-81 | 1982 | 1981-82 | 1983 | 1982-83 | 1984 | 1983-84 | 1985 | 1984-85 | 1986 | 1985-86 |
| Artists | | | | | | | | | | | | | | |
| Painting and drawing..... | 488 | 54 | 509 | 64 | 674 | 79 | 589 | 58 | 508 | 56 | 572 | 66 | 662 | 80 |
| Sculpture..... | 159 | 49 | 182 | 60 | 231 | 49 | 222 | 30 | 171 | 32 | 207 | 42 | 215 | 41 |
| Printmaking..... | 142 | 24 | 177 | 27 | 189 | 28 | 148 | 29 | 131 | 22 | 137 | 26 | 151 | 26 |
| Photography..... | 87 | 48 | 98 | 45 | 118 | 32 | 94 | 22 | 78 | 39 | 89 | 29 | 114 | 45 |
| Ceramics..... | 90 | 26 | 112 | 19 | 110 | 25 | 95 | 20 | 98 | 18 | 113 | 22 | 102 | 17 |
| 2-D and 3-D design..... | 38 | 106 | 44 | 112 | 47 | 102 | 59 | 95 | 57 | 154 | 61 | 131 | 74 | 124 |
| Weaving/textile design..... | 28 | 15 | 39 | 17 | 37 | 9 | 31 | 8 | 37 | 7 | 34 | 5 | 31 | 8 |
| Video/film/multimedia..... | 34 | 18 | 42 | 11 | 22 | 9 | 2 | 9 | 15 | 10 | 11 | 21 | 15 | 13 |
| Jewelry/metalwork..... | 14 | 4 | 21 | 14 | 18 | 9 | 15 | 6 | 16 | 12 | 12 | 8 | 15 | 5 |
| Glassblowing..... | 6 | 1 | 4 | 6 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Woodworking..... | NA | NA | 3 | 1 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Commercial art/illustration..... | 5 | 9 | 4 | 8 | 7 | 5 | NA | 3 | NA | 4 | NA | NA | NA | NA |
| Computer graphics..... | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | 13 | 9 |
| Unspecified or broad*..... | 19 | 172 | 33 | 157 | 36 | 140 | 28 | 130 | 29 | 126 | 22 | 160 | 23 | 124 |
| Total..... | 1,110 | 526 | 1,268 | 541 | 1,489 | 487 | 1,283 | 410 | 1,140 | 480 | 1,258 | 510 | 1,415 | 492 |
| Art historians | | | | | | | | | | | | | | |
| Afro-American..... | NA | NA | 2 | 5 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Pre-Columbian/primitive..... | 29 | 8 | 22 | NA | 23 | 4 | 17 | 5 | 18 | 7 | 22 | 5 | 15 | 8 |
| Ancient/classical..... | 41 | 12 | 37 | 11 | 40 | 9 | 35 | 4 | 34 | 4 | 22 | 3 | 26 | 11 |
| Early Christian/Byzantine/ Medieval..... | 57 | 10 | 66 | 10 | 60 | 17 | 45 | 7 | 52 | 17 | 54 | 12 | 49 | 15 |
| Renaissance/Baroque..... | 137 | 44 | 108 | 27 | 117 | 27 | 109 | 21 | 8 | 21 | 107 | 22 | 120 | 18 |
| Modern Contemporary..... | 81 | 64 | 92 | 26 | 102 | 51 | 104 | 45 | 99 | 43 | 92 | 47 | 100 | 49 |
| American..... | 88 | 30 | 76 | 17 | 105 | 19 | 64 | 8 | 62 | 14 | 66 | 22 | 68 | 17 |
| Near and Far East..... | 31 | 18 | 27 | 11 | 26 | 5 | 24 | 15 | 30 | 12 | 39 | 15 | 38 | 17 |
| History of film/photography/ prints..... | 22 | 9 | 11 | 7 | 24 | 6 | 17 | 7 | 16 | 3 | 14 | 6 | 16 | 6 |
| Architectural history..... | 16 | 11 | 26 | 12 | 21 | 10 | 25 | 18 | 26 | 22 | 33 | 16 | 20 | 17 |
| Decorative arts..... | 5 | NA | 4 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Unspecified or broad*..... | 14 | 108 | 23 | 85 | 20 | 88 | 30 | 60 | 25 | 69 | 22 | 95 | 22 | 91 |
| Total..... | 521 | 314 | 494 | 211 | 538 | 236 | 470 | 190 | 370 | 212 | 471 | 243 | 474 | 249 |
| Others | | | | | | | | | | | | | | |
| Museum professionals..... | 37 | 121 | 50 | 114 | 68 | 102 | 62 | 86 | 60 | 110 | 57 | 138 | 47 | 115 |
| Art educators..... | 30 | 40 | 32 | 25 | 39 | 20 | 31 | 14 | 23 | 12 | 18 | 33 | 26 | 19 |
| Art librarians/slide curators..... | 24 | 15 | 19 | 7 | 21 | 15 | 20 | 13 | 16 | 15 | 22 | 22 | 21 | 19 |
| Administrators..... | 45 | 27 | 39 | 68 | 19 | 45 | 23 | 37 | 22 | 31 | 18 | 34 | 20 | 55 |
| Miscellaneous (includes internships)..... | NA | 8 | NA | 16 | NA | 17 | 4 | 15 | 13 | 28 | 10 | 23 | 18 | 72 |
| Total..... | 136 | 211 | 140 | 230 | 147 | 199 | 140 | 165 | 134 | 196 | 125 | 250 | 132 | 280 |
| Grand totals..... | 1,767 | 1,051 | 1,902 | 981 | 2,174 | 912 | 1,893 | 765 | 1,744 | 888 | 1,854 | 1,003 | 2,020 | 1,021 |

NA - No applicants received.

Note: This chart is based on the Keysort Curriculum Vitae Forms on file with the CAA for the calendar years 1980-1986 and on the openings included in the Positions Listings for the academic years 1980-1986.

*This category includes those applicants and openings not elsewhere classified. Since more "applicants" than "openings" were specific there are a much larger number of openings in this category. The category should not be used to reflect a ratio of openings to applicants.

Sources: College Art Association, CAA Newsletter, Fall 1981, p. 11; Fall 1982, p. 7; Fall 1983, p. 11; Fall 1984, p. 9; Fall 1986, p. 9.

Table 5-48.
Selected characteristics of craft artist membership organizations: 1978

| Region | | Corporate status of organizations | |
|-----------------------------------------------|---------|-------------------------------------|---------|
| Total organizations.... | Percent | Total national and regional.... | Percent |
| Northeast..... | 22 | Incorporated..... | 62 |
| North Central..... | 25 | Incorporated/nonprofit..... | 85 |
| South..... | 30 | Paid officers or staff..... | 34 |
| West..... | 22 | Own or rent facilities..... | 54 |
| Primary medium ^a | | Funding sources | |
| Total national and regional... | | Total national and regional..... | |
| Fiber..... | 42 | Membership fees..... | 85 |
| Clay..... | 40 | Sales..... | 53 |
| Metal..... | 4 | Workshop fees..... | 45 |
| Wood..... | 5 | Private donations..... | 31 |
| Glass..... | 2 | Funds from other organizations..... | 11 |
| Leather..... | 1 | Local government..... | 8 |
| Paper..... | 1 | | |
| Other media..... | 4 | Expenditures (N=907) | |
| Multimedia..... | 2 | Under \$1,000..... | 36 |
| | | 1,000-4,999..... | 26 |
| | | 5,000-9,999..... | 10 |
| | | 10,000-24,999..... | 9 |
| | | 25,000-49,999..... | 6 |
| | | 50,000-99,999..... | 7 |
| | | 100,000-499,999..... | 8 |
| | | 500,000 or more..... | 1 |
| Membership size (N=932) | | Years in existence (N=935) | |
| Under 25..... | 17 | 2 or less..... | 6 |
| 25-49..... | 17 | 3-4..... | 10 |
| 50-99..... | 20 | 5-9..... | 30 |
| 100-499..... | 33 | 10-19..... | 25 |
| 500-1,999..... | 11 | 20 or more..... | 30 |
| 2,000-4,999..... | 2 | | |
| 5,000 or more..... | 1 | Geographic focus (N=917) | |
| | | Local..... | 63 |
| | | State..... | 20 |
| | | Regional..... | 9 |
| | | National..... | 4 |
| | | International..... | 4 |
| Activities | | Stated purpose (N=943) | |
| Total national and regional.. | | Exhibiting..... | 56 |
| Exhibits..... | 88 | Marketing..... | 44 |
| Sales..... | 72 | Workshop..... | 68 |
| Apprentice programs..... | 14 | Information..... | 49 |
| Craft courses..... | 45 | Social..... | 38 |
| Workshops..... | 72 | Other..... | 16 |
| Other educational or research activities..... | 41 | | |
| Social functions..... | 64 | | |
| Publications..... | 48 | | |
| Percent using jury by medium | | | |
| Total organizations..... | 30 | | |
| Fiber..... | 25 | | |
| Clay..... | 37 | | |
| Metal..... | 53 | | |
| Wood..... | 27 | | |
| Glass..... | 28 | | |
| Leather..... | 17 | | |
| Paper..... | 40 | | |
| Other media..... | 11 | | |
| Multimedia..... | 16 | | |

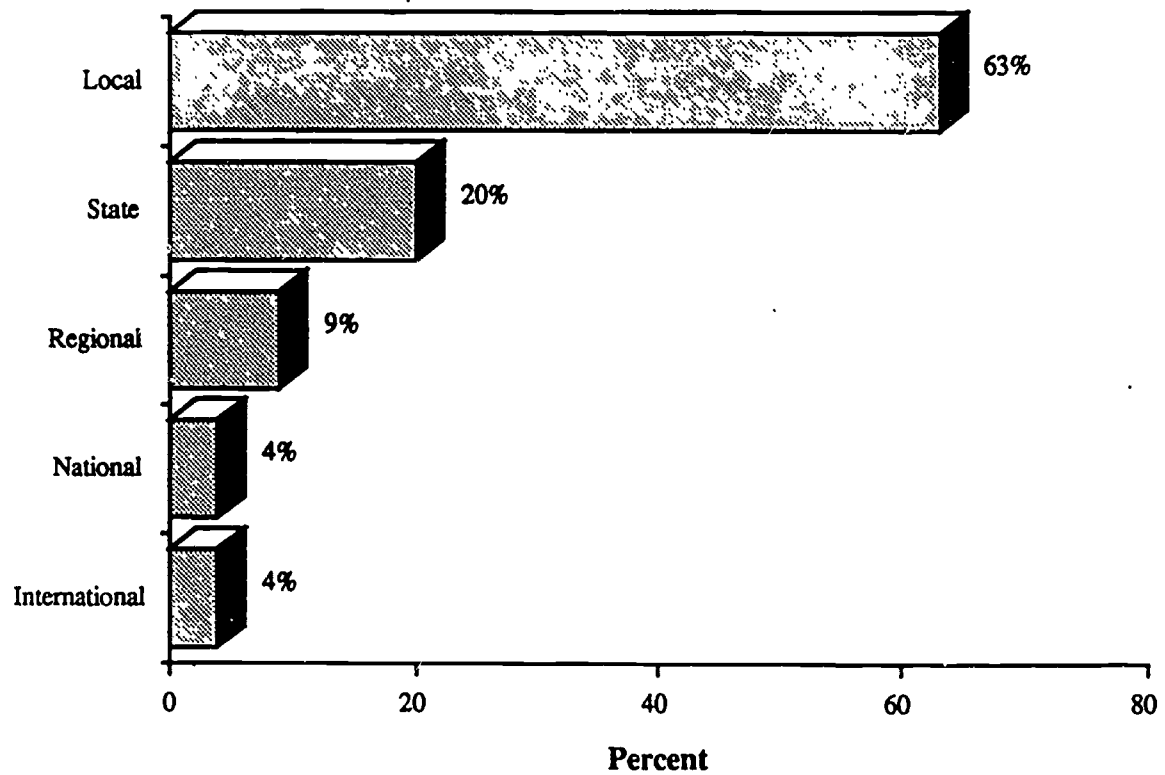
Note: The percentages are based on the number of organizations responding to questions rather than the total estimated universe of 1,218. The exact N was not reported for all variables in the final report. Percents have been rounded to nearest percent.

^aBased on organizations who listed this medium either as the single focus of the organization or as the primary focus when they covered more than one medium.

Source: National Endowment for the Arts, Research Division, *Craft Artist Membership Organizations 1978*, Washington, D.C., Report 13, January 1981, pp. 8-10, 16, 18, 20, 23, 26, 28, 30, 34, 36 and 38.

Methodological note: The craft membership organizations survey was planned as a census rather than a sampling of all known organizations. Mail survey procedures were used. A master mailing list of organizations developed from directories was reviewed for completeness by consultants from the crafts field. The original list was augmented with names suggested by respondents. These organizations were sent an advance letter from the Arts Endowment in early May 1978 to inform them of the survey and ask them to return a postcard with address correction or to request removal from the list if not a craft membership organization. The questionnaire was mailed shortly thereafter. The result of the survey effort was 947 completed questionnaires representative of a total estimated universe of about 1,200 craft membership organizations.

Chart 5-2.
Geographic focus of craft organizations: 1978



Note: Based on 917 craft organizations.

Source: National Endowment for the Arts, Craft Artist Membership Organizations, 1978; See table 5-48 for full citation.

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Chart 5-3a.
Number of years in existence of craft artist organizations: 1978

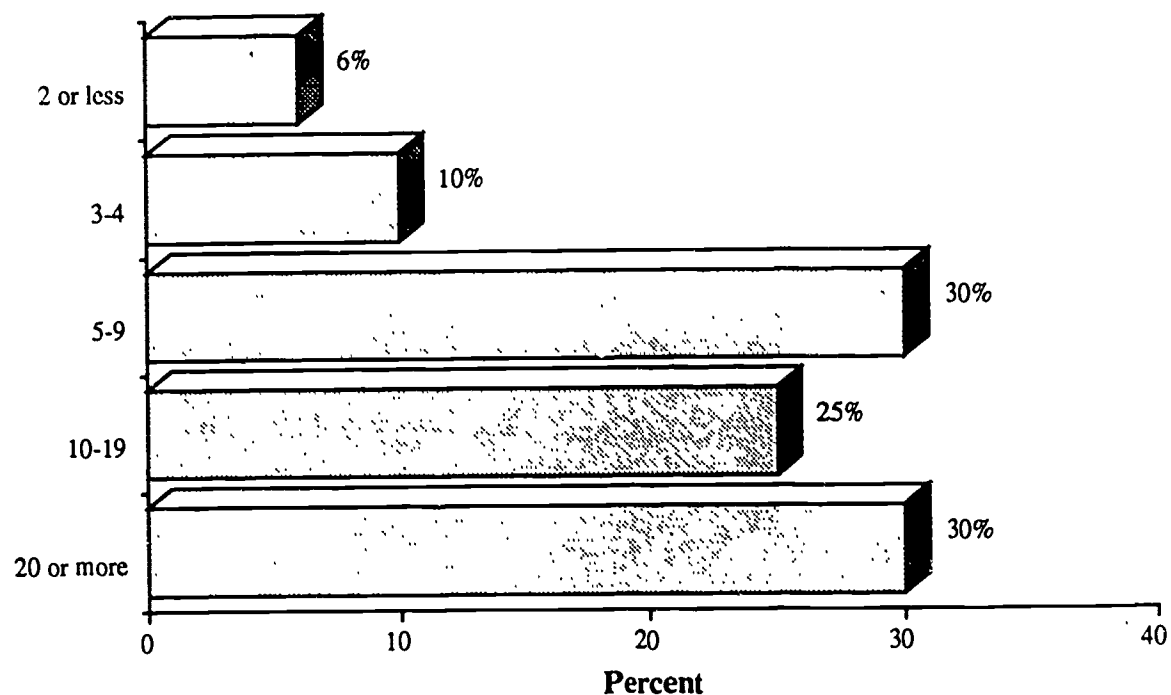
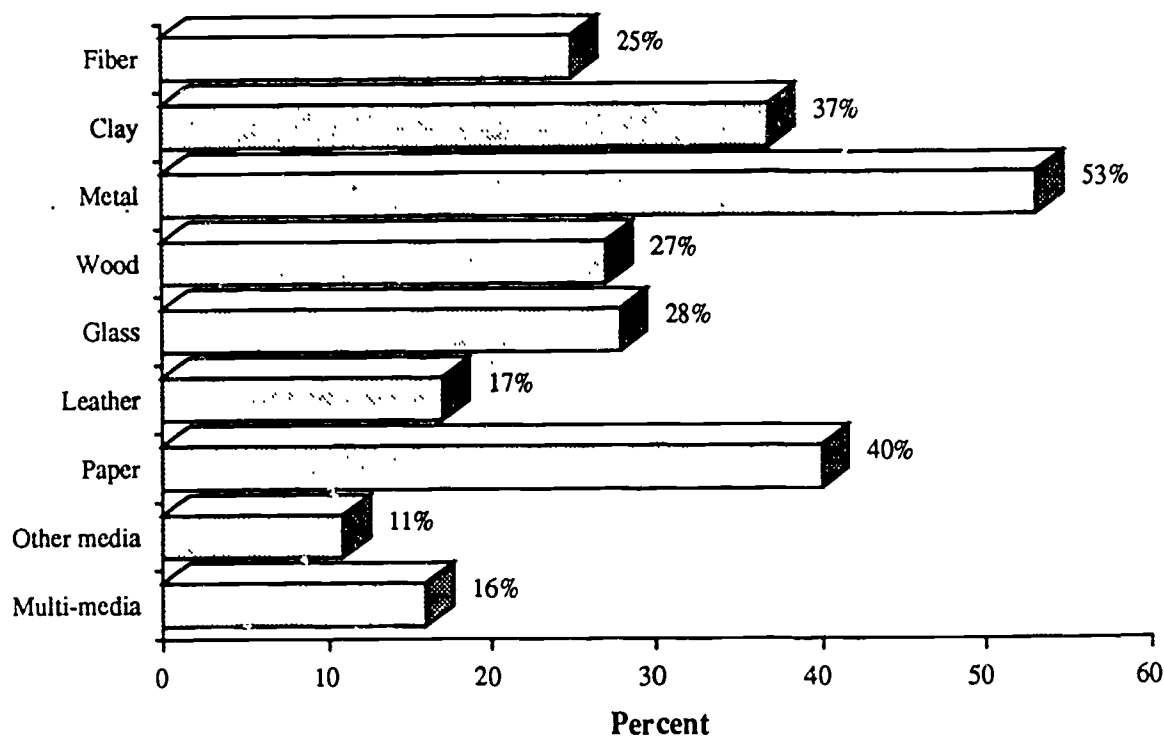


Chart 5-3b.
Percent of craft artists' organizations having jury requirement for membership by primary medium: 1978



Source: National Endowment for the Arts, Craft Artist Membership Organizations, 1978; See table 5-48 for full citation.

Table 5-49.
Estimated number of craft organizations and artists by medium: 1978

| Medium | Organizations | | | | Artists | | | |
|--------------------|------------------|---------|--------------|---------|------------------|---------|--------------|---------|
| | Primary mentions | | All mentions | | Primary mentions | | All mentions | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Fiber | | | | | | | | |
| Not specified..... | 280 | 19.3 | 333 | 12.9 | 73,908 | 24.7 | 78,124 | 20.6 |
| Specified..... | 340 | 23.4 | 591 | 23.0 | 73,457 | 24.6 | 91,592 | 24.1 |
| Total..... | 620 | 42.7 | 924 | 35.9 | 147,365 | 49.3 | 169,716 | 44.7 |
| Clay | | | | | | | | |
| Not specified..... | 167 | 11.5 | 191 | 7.4 | 3,139 | 11.7 | 36,931 | 9.7 |
| Specified..... | 296 | 20.4 | 369 | 14.3 | 55,278 | 18.5 | 61,121 | 16.1 |
| Total..... | 463 | 31.9 | 560 | 21.7 | 90,417 | 30.2 | 98,052 | 25.8 |
| Metal | | | | | | | | |
| Not specified..... | 23 | 1.6 | 109 | 4.2 | 3,988 | 1.3 | 10,500 | 2.8 |
| Specified..... | 76 | 5.2 | 204 | 7.9 | 11,291 | 3.8 | 20,934 | 5.5 |
| Total..... | 99 | 6.8 | 313 | 12.2 | 15,279 | 5.1 | 31,529 | 8.3 |
| Wood | | | | | | | | |
| Not specified..... | 77 | 5.3 | 226 | 8.8 | 12,558 | 4.2 | 23,124 | 6.1 |
| Specified..... | 24 | 1.7 | 57 | 2.2 | 3,851 | 1.5 | 6,191 | 1.6 |
| Total..... | 101 | 7.0 | 283 | 11.0 | 16,409 | 5.5 | 29,315 | 7.7 |
| Glass | | | | | | | | |
| Not specified..... | 12 | 0.8 | 81 | 3.1 | 2,145 | 0.7 | 6,205 | 1.6 |
| Specified..... | 30 | 2.1 | 90 | 3.5 | 5,382 | 1.8 | 9,390 | 2.5 |
| Total..... | 42 | 2.9 | 171 | 6.6 | 7,527 | 2.5 | 15,595 | 4.1 |
| Leather | | | | | | | | |
| Not specified..... | 18 | 1.2 | 56 | 2.2 | 3,162 | 1.0 | 5,510 | 1.4 |
| Specified..... | 2 | 0.1 | 8 | 0.3 | 240 | 0.1 | 664 | 0.2 |
| Total..... | 20 | 1.3 | 64 | 2.5 | 3,402 | 1.1 | 6,174 | 1.6 |
| Paper | | | | | | | | |
| Not specified..... | 1 | 0.1 | 5 | 0.2 | 158 | 0.1 | 449 | 0.1 |
| Specified..... | 8 | 0.5 | 20 | 0.8 | 1,627 | 0.5 | 2,323 | 0.6 |
| Total..... | 9 | 0.6 | 25 | 1.0 | 1,785 | 0.6 | 2,772 | 0.7 |
| Multimedia | | | | | | | | |
| Total..... | 37 | 2.5 | 109 | 4.2 | 705 | 2.2 | 11,484 | 3.0 |
| Other media | | | | | | | | |
| Total..... | 61 | 4.2 | 124 | 4.8 | 10,304 | 3.4 | 14,885 | 3.9 |
| Total..... | 1,452 (a) | 99.9 | 2,573 (a) | 99.9 | 299,193 | 99.9 | 379,572 (b) | 99.8 |

(a) These estimates of the total number of craft organizations differ from the 1,218 estimate cited earlier in this report because organizations listed more than one medium used by their members.

(b) This represents the total estimated number of craft artists who are members of craft organizations. Note the 1980 Crafts-Artists survey estimated a substantially lower total, between 150,000 and 180,000. See methodological notes to table 5-50 for discussion of reasons for this difference.

Source: National Endowment for the Arts, Research Division, *Craft Artist Membership Organizations 1978*, Washington, D.C., January 1981, Report 13, p. 46-49.

Methodological note: The survey questionnaire asked each respondent organization whether it was oriented to one medium, "fiber, clay, etc.," or more than one medium. Organizations responding "specific medium" were asked to name the medium. Organizations responding "general" were asked to list, in order of popularity, up to five media in which members worked.

Table 5-50.
Summary demographic characteristics of craft artists: 1980-1981 (continued on next page)

| Characteristic | Primary study (a) | | Comparative studies (b) | | |
|-----------------------------------------------------|----------------------|-------------------------------------|-------------------------|------------|-------------|
| | Member craft artists | | | | |
| | All members (c) | Primary activity 40+ hours week (c) | Sellers | Exhibitors | Subscribers |
| Percent female | 70 | 48 | 55 | 49 | 88 |
| Median age | 45 | 38 | 37 | 35 | 40 |
| Percent married | 72 | 66 | 56 | 75 | 77 |
| Percent white | 98 | 99 | 96 | 100 | 99 |
| Percent Hispanic | 1.3 | 2.4 | (f) | 1.4 | 1.2 |
| Percent completing 4 or more years of college | 56 | 55 | 79 | 74 | 60 |
| Percent employed full time or part time | 59 | 83 | 96 | 79 | 64 |
| Percent with crafts as main occupation | 34 | 97 | 86 | 91 | 42 |
| Percent who own their home | 82 | 67 | 66 | 79 | 83 |
| Average (mean) persons in household | 2.7 | 2.6 | 2.5 | 2.6 | 2.9 |
| Number of respondents (d) | 2,589-2,632 | 433-4390 | 65-689 | 69-72 | 165-168 |
| Average (mean) household income (in dollars) | 28,886 | 30,421 | 36,554 | 34,821 | 27,058 |
| Number of respondents (e) | 1,280 | 140 | 56 | 63 | 122 |

(a) Data are from main study of craft artists. See methodological note on next page.

(b) Data are from small studies of those who sell crafts at nationally recognized shops (sellers); those who exhibit at prominent fairs (exhibitors); and those who subscribe to craft periodicals not published by craft organizations (subscribers).

(c) Percents are calculated using weighted responses; the number of respondents is unweighted.

(d) Range shown is the lowest and highest number of respondents reporting the characteristic shown, except income.

(e) Number of respondents for income data only.

(f) Less than .5 percent.

Source: J. Georg Cerf, Constance F. Citro, Matthew Black and Audrey McDonald, *Crafts-Artists in the United States*, Mathematica Policy Research, Princeton, NJ, submitted to the National Endowment for the Arts, June 1982, table V1.2.

Table 5-50.

Summary demographic characteristics of craft-artists: 1980-1981 (continued from previous page)

Methodological note: This study was sponsored by the National Endowment for the Arts and conducted by Mathematica Policy Research in 1980. Sample selection was done in two stages. First, craft organizations responding to the 1978 craft organization survey were stratified by key characteristics (region, size, and primary medium). A sample of organizations was then selected within each stratum. In the second stage a sample of craft artists was selected from membership rosters. Mail surveys with telephone followups were used in both stages. All large craft organizations (2,000 or more members) were included in the first stage to ensure that these groups, which accounted for 36 percent of craft organization memberships, were included. Less prevalent primary media categories were oversampled to ensure that the resulting sample permitted reliable estimates of these media. The total sample size was 281 organizations, of which 73 percent returned lists. A sample of 5,146 individuals was selected from these lists, of whom 3,785 or 74 percent responded. Of these, 2,637 identified themselves as craft artists. The remainder were dropped from the analysis. Data were weighted to reflect the relative numbers of craft artists drawn from each stratum. The weights consider the media, number of organization memberships, and response level. All percentage distributions reflect weighted data; however, the numbers of respondents given are unweighted.

In addition to the main study, three smaller studies were conducted to ascertain the extent to which results of the member survey could be assumed to represent the total population of craft artists. These included craft artists who sell to nationally recognized shops, those who exhibit at prominent fairs, and those who subscribe to craft periodicals not published by crafts organizations. Data in this sample were not weighted.

Observational note: The 1980 survey estimated a total of 150,000 to 180,000 practicing craft artists for 1980. This was considerably less than the estimate of 375,000 from the 1978 study of craft organizations (see table 49). There were several reasons for this revised estimate. The main reason for the difference is an estimate of membership of craft organizations for 1980 based on actual counts of membership lists that is about a third lower than the 1978 estimate which was based on broad size intervals checked off by organizations. The next most important factor is the adjustment made in 1980 from member responses, that could not be made in 1978, to subtract over a quarter of the organization members as not being craft artists. Finally, a slightly larger adjustment was made for multiple memberships in 1980 than in 1978. The lower-bound estimate of 150,000 member craft artists in 1980 reflects the lower-bound estimate of the number of craft membership organizations.

Table 5-51.
Craft artists' media and extent of involvement in crafts: 1980-1981

| Characteristic | Primary study (a) | | Comparative studies (b) | | |
|----------------------------------------------------------------------|----------------------|-------------------------------------|-------------------------|------------|-------------|
| | Member craft artists | | Sellers | Exhibitors | Subscribers |
| | All members (c) | Primary activity 40+ hours week (c) | | | |
| Primary media (percent) | | | | | |
| Fiber | 42 | 16 | 12 | 22 | 67 |
| Clay | 17 | 32 | 44 | 35 | 20 |
| Leather or paper | 5 | 3 | 4 | 4 | NA |
| Glass or other | 7 | 11 | 13 | 12 | 7 |
| Metal | 13 | 17 | 12 | 15 | 4 |
| Wood | 17 | 21 | 15 | 13 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Number of respondents | 2,536 | 249 | 68 | 69 | 167 |
| Percent working in primary media for more than 10 years | | | | | |
| Percent working in primary media for more than 10 years | 45 | 48 | 69 | 44 | 45 |
| Number of respondents | 2,627 | 256 | 68 | 72 | 168 |
| Average number of years spent working in crafts | | | | | |
| Average number of years spent working in crafts | 16 | 13 | 13 | 11 | 17 |
| Number of respondents | 2,608 | 254 | 68 | 72 | 167 |
| Average number of hours per week spent | | | | | |
| Producing crafts | 20 | 55 | 44 | 43 | 23 |
| Marketing crafts | 2 | 7 | 8 | 9 | 3 |
| Number of respondents | 2,375 | 228 | 62 | 66 | 155 |
| Percent doing commissioned craft work | | | | | |
| Percent doing commissioned craft work | 46 | 78 | 72 | 78 | 45 |
| Number of respondents | 2,628 | 256 | 68 | 72 | 168 |

NA - Not available.

Note: See table 5-50 for methodological note.

(a) Data are from main study of craft artists.

(b) Data are from small studies of those who sell crafts at nationally recognized shops (sellers); those who exhibit at prominent fairs (exhibitors); and those who subscribe to craft periodicals not published by craft organizations (subscribers).

(c) Percents are calculated using weighted responses; the number of respondents is unweighted.

Source: J. Georg Cerf, Constance F. Citro, Matthew Black and Audrey McDonald, Crafts-Artists in the United States, Mathematica Policy Research, Princeton, NJ, submitted to the National Endowment for the Arts, June 1982, table V1.3.

Table 5-52.
Income characteristics of craft artists: 1980-1981

| Characteristic | Primary study (a) | | Comparative studies (b) | | |
|----------------------------------------------------------------------------------------|----------------------|-------------------------------------|-------------------------|------------|-------------|
| | Member craft artists | | Sellers | Exhibitors | Subscribers |
| | All members (c) | Primary activity 40+ hours week (c) | | | |
| Average gross income of craft-artists from | | | | | |
| Own crafts sales (in dollars)..... | 2,493 | 11,568 | 20,778 | 20,303 | 5,362 |
| Number of respondents..... | 2,348 | 229 | 61 | 70 | 150 |
| Craft-related sources (in dollars)..... | 303 | 1,133 | 481 | 23 | 119 |
| Number of respondents..... | 2,327 | 219 | 52 | 59 | 155 |
| Estimated sales and craft-related gross income of respondents (in dollars)..... | | | | | |
| | 2,796 | 12,701 | 21,259 | 20,326 | 5,481 |
| Average gross income of craft-artists from teaching crafts (in dollars)..... | | | | | |
| | 1,109 | 886 | 2,884 | 1,333 | 2,322 |
| Number of respondents..... | 2,352 | 220 | 59 | 54 | 155 |
| Average non-crafts income of respondents (in dollars)..... | | | | | |
| | 8,008 | 2,823 | 1,290 | 1,466 | 5,231 |
| Number of respondents..... | 1,734 | 181 | 58 | 67 | 135 |
| Total estimated average gross income of respondents (in dollars) (d)..... | | | | | |
| | 11,913 | 16,410 | 25,433 | 23,125 | 13,034 |
| Average craft expenses of respondents (in dollars)..... | | | | | |
| | 2,627 | 10,842 | 17,193 | 12,299 | 2,638 |
| Number of respondents..... | 2,169 | 210 | 68 | 72 | 168 |
| Estimated net craft income of respondents (e)..... | | | | | |
| | 169 | 1,859 | 4,066 | 8,027 | 2,843 |

Note: See table 5-50 for methodological note.

- (a) Data are from main study of craft artists.
- (b) Data are from small studies of those who sell crafts at nationally recognized shops (sellers); those who exhibit at prominent fairs (exhibitors); and those who subscribe to craft periodicals not published by craft organizations (subscribers).
- (c) Percents are calculated using weighted responses; the number of respondents is unweighted.
- (d) Estimated based on sum of averages shown.
- (e) Estimated by subtracting average craft expenses from estimated sales and craft-related gross income of respondents.

Source: J. Georg Cerf, Constance F. Citro, Matthew Black and Audrey McDonald, Crafts-Artists in the United States, Mathematica Policy Research, Princeton, NJ, submitted to the National Endowment for the Arts, June 1982, table V1.8.

Table 5-53.
Selected characteristics of craft artists: 1980-1981

| Characteristic | Primary study (a) | | Comparative studies (b) | | |
|------------------------------------------------------|----------------------|--------------------|-------------------------|------------|-------------|
| | Member craft artists | | Sellers | Exhibitors | Subscribers |
| | All members (c) | Primary activity | | | |
| | | 40+ hours week (c) | | | |
| Percent producing works for sale | 68 | 97 | 99 | 99 | 64 |
| Number of respondents..... | 2,629 | 256 | 68 | 72 | 168 |
| Percent with primary income from sale of crafts..... | 23 | 80 | 76 | 87 | 25 |
| Number of respondents..... | 1,910 | 252 | 68 | 71 | 107 |
| Percent who sell their work through | | | | | |
| Art/craft fairs..... | 46 | 60 | 57 | 96 | 42 |
| Own shop/studio..... | 35 | 69 | 65 | 68 | 40 |
| Craft shops..... | 25 | 48 | 60 | 65 | 32 |
| Other retail outlets..... | 13 | 26 | 37 | 50 | 14 |
| Cooperatives..... | 7 | 9 | 4 | 11 | 4 |
| Commissions..... | 31 | 53 | 47 | 61 | 33 |
| Art/craft galleries..... | 29 | 61 | 93 | 74 | 33 |
| Mail Orders..... | 6 | 15 | 16 | 22 | 4 |
| Wholesalers..... | 6 | 17 | 15 | 31 | 5 |
| Work group meetings..... | 6 | 2 | NA | NA | 8 |
| Number of respondents..... | 2,625 | 256 | 68 | 72 | 168 |

NA - Not available.

Note: See table 5-50 for methodological note.

(a) Data are from main study of craft artists.

(b) Data are from small studies of those who sell crafts at nationally recognized shops (sellers); those who exhibit at prominent fairs (exhibitors); and those who subscribe to craft periodicals not published by crafts organizations (subscribers).

(c) Percents are calculated using weighted responses; the number of respondents is unweighted.

Source: J. Georg Cerf, Constance F. Citro, Matthew Black and Audrey McDonald, Crafts-Artists in the United States, Mathematica Policy Research, Princeton, NJ, submitted to the National Endowment for the Arts, June 1982, table V1.7.

Table 5-54.
National Register Listings of historic places by resource type per year: 1967-1989

| Fiscal year* | Buildings | Districts | Sites | Structures | Objects | New listings | Total listings |
|--------------|-----------|-----------|-------|------------|---------|--------------|----------------|
| 1967..... | 349 | 249 | 217 | 58 | 0 | 873 | 873 |
| 1968..... | 23 | 4 | 2 | 1 | 0 | 30 | 903 |
| 1969..... | 127 | 30 | 41 | 5 | 0 | 203 | 1,106 |
| 1970..... | 536 | 90 | 103 | 49 | 4 | 782 | 1,888 |
| 1971..... | 838 | 99 | 162 | 38 | 1 | 1,138 | 3,026 |
| 1972..... | 958 | 166 | 173 | 48 | 5 | 1,350 | 4,376 |
| 1973..... | 1,632 | 279 | 218 | 130 | 11 | 2,270 | 6,646 |
| 1974..... | 998 | 231 | 219 | 148 | 5 | 1,601 | 8,247 |
| 1975..... | 1,694 | 358 | 340 | 159 | 7 | 2,558 | 10,805 |
| 1976..... | 1,194 | 284 | 168 | 104 | 6 | 1,756 | 12,561 |
| 1977..... | 1,271 | 158 | 102 | 101 | 10 | 1,642 | 14,203 |
| 1978..... | 1,753 | 304 | 215 | 92 | 8 | 2,372 | 16,575 |
| 1979..... | 3,047 | 433 | 327 | 201 | 6 | 4,014 | 20,589 |
| 1980..... | 3,259 | 446 | 142 | 235 | 9 | 4,091 | 24,680 |
| 1981..... | 1,337 | 219 | 104 | 155 | 4 | 1,819 | 26,499 |
| 1982..... | 2,828 | 343 | 179 | 148 | 2 | 3,500 | 29,999 |
| 1983..... | 4,315 | 568 | 148 | 79 | 3 | 5,113 | 35,112 |
| 1984..... | 3,158 | 527 | 218 | 97 | 9 | 4,009 | 39,121 |
| 1985..... | 2,541 | 516 | 144 | 204 | 12 | 3,417 | 42,538 |
| 1986..... | 2,592 | 506 | 168 | 126 | 6 | 3,398 | 45,936 |
| 1987..... | 1,820 | 378 | 140 | 120 | 9 | 2,467 | 48,403 |
| 1988..... | 1,566 | 494 | 130 | 276 | 5 | 2,471 | 50,874 |
| 1989..... | NA | NA | NA | NA | NA | 3,140 | 54,014 |
| Total..... | 37,836 | 6,682 | 3,660 | 2,574 | 122 | 50,874 | 104,888 |

NA - Not available.

*Fiscal year dating from October 1 of the preceding year to September 30 of the date year.

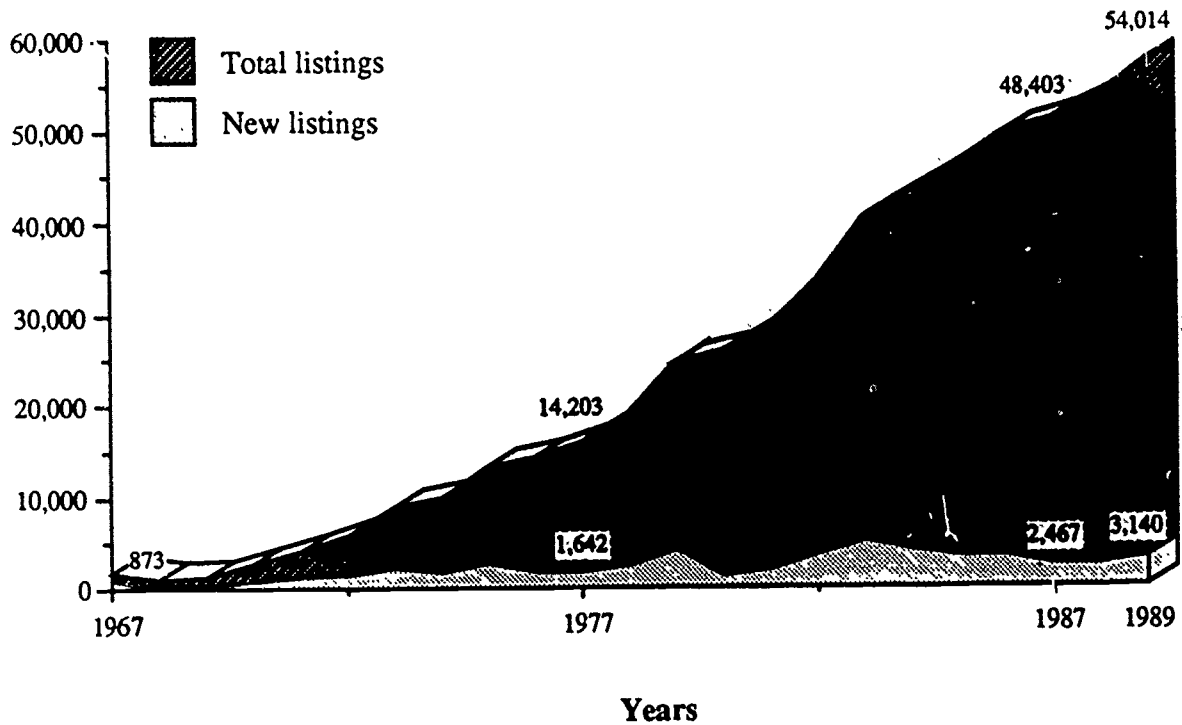
Source: Data provided by Kevin Kandt, National Register of Historic Places, National Park Service, Washington D.C., December 1989.

Methodological note: The National Register of Historic Places -- which includes sites, buildings, structures, and objects--is the Nation's official inventory of historic properties worthy of preservation. Properties included are significant at local, State, or national level; they may be listed because of their importance in American architecture, engineering, history, archeology, or culture. The advantages of listing in the National Register include recognition that a property is historically significant; possible eligibility (for income-producing buildings) for certain tax benefits; certain protections from potential harm resulting from Federal actions (under the Section 106 review process administered by the Advisory Council on Historic Preservation); special consideration in decisions to issue surface coal mining permits; and, when funds are available, eligibility for a Federal matching grants program. National Register listing in no way restricts the rights of a private property owner in the privately funded use, development, or sale of a National Register-listed property.

While the National Register program is administered overall by the National Park Service (NPS), nominations most often are made to NPS by the State Historic Preservation Officer (SHPO) of the State in which the property is located. Typically, the SHPO, acting on the recommendation of the State review board, recommends a property for listing and forwards the nomination form to the National Register, Interagency Resources Division, in the Washington office of the NPS, which then reviews and confirms or denies the nomination. National Register listing criteria are defined by Federal regulations (36 CFR Part 60).

Chart 5-4.

Total number of listings and number of new listings on the National Register of Historic Places (NRHP): 1967-1989



Note: The NRHP was initiated in 1966.

Source: National Register of Historic Places; See table 5-54 for full citation.

Table 5-55.
History of appropriations for the National Historic Preservation program: 1968-1990

| Year | Total | Apportioned to States | Number of sales and territories | National Trust for Historic Preservation | Administrative |
|---------------------------|----------|-----------------------|---------------------------------|------------------------------------------|----------------|
| (dollars are in millions) | | | | | |
| 1968..... | 0.3 | 0.0 | 0 | 0.3 | 1.853 |
| 1969..... | 0.1 | 0.08 | 26 | 0.2 | 0.680 |
| 1970..... | 0.969 | 0.67 | 36 | 0.30 | 0.969 |
| 1971..... | 5.98 | 4.51 | 46 | 1.04 | 6.119 |
| 1972..... | 5.98 | 4.00 | 46 | 1.04 | 5.980 |
| 1973..... | 7.505 | 5.38 | 49 | 1.31 | 6.205 |
| 1974..... | 11.505 | 8.70 | 50 | 1.75 | 15.505 |
| 1975..... | 20.00 | 17.60 | 50 | 2.70 | 20.00 |
| 1976..... | 20.00 | 15.26 | 55 | 2.54 | 20.00 |
| Transition..... | 4.75 | 3.82 | 55 | 0.68 | 4.75 |
| 1977..... | 17.5 | 13.92 | 55 | 2.54 | 10.0 |
| 1978..... | 45.0 | 36.72 | 55 | 4.80 | 17.50 |
| 1979..... | 60.0 | 47.12 | 56 | 5.40 | 45.0 |
| 1980..... | 55.0 | 47.02 | 57 | 5.20 | 45.0 |
| 1981..... | 32.5 (a) | 24.26 | 57 | 4.7 | 45.0 |
| 1982..... | 25.4 | 21.02 | 57 | 4.42 | 4.6 (b) |
| 1983..... | 26.0 | 21.50 | 57 | 4.5 | 0 |
| Jobs Bill..... | NA | 25.0 | 57 | NA | NA |
| 1984..... | 26.5 | 21.5 | 57 | 5.0 | 0 |
| 1985..... | 25.48 | 21.70 | 57 | 4.41 | 0 |
| 1986..... | 24.80 | 20.412 | 57 | 4.384 | 0 |
| 1987..... | 24.25 | 20.01 | 57 | 4.25 | 0 |
| 1988..... | 28.25 | 22.00 (c) | 57 | 4.5 | 0 |
| 1989..... | 30.50 | 24.75 | 57 | 4.75 | 0 |
| 1990..... | 32.75 | 27.00 (d) | 57 | 4.75 | 0 |

NA - Not available/not applicable.

- (a) This figure was rescinded. The actual appropriation was \$26 million.
- (b) The Administration requested \$4.6 million for the National Trust and zero for the States.
- (c) This figure does not include a \$1 million appropriation to the States for the restoration of lighthouses. A second \$1 million was appropriated in FY 89.
 An additional \$0.750 million was appropriated through the States for a special Micronesian study.
- (d) \$500,000 was taken out of this figure for Secretarial discretionary grants for Indian tribes. The \$27 million does not include a \$1 million appropriation for lighthouses.

Sources: Data provided by Nancy Miller, Deputy Director, National Conference of State Historic Preservation Officers, November 1989, Washington, D.C.

Table 5-56.
National Trust for Historic Preservation (NTHP) Financial Assistance
Commitments: 1970-1988

| Fiscal year | National Preservation Loan Funds (NPLF) (a) | Inner-City Ventures Fund (ICVF) | Perservation Services Fund (PSF) (b) | Critical Issues Fund (CIF) |
|------------------|---------------------------------------------------|---------------------------------------|--------------------------------------------|-------------------------------|
| (in dollars) | | | | |
| 1970..... | NA | NA | 20,400 | NA |
| 1971..... | 10,000 | NA | 20,000 | NA |
| 1972..... | 37,500 | NA | 20,600 | NA |
| 1973..... | 188,560 | NA | 18,050 | NA |
| 1974..... | 232,575 (c) | NA | 42,250 | NA |
| 1975..... | 20,000 | NA | 180,550 | NA |
| 1976..... | 277,500 (d) | NA | 182,000 | NA |
| 1977..... | 180,000 | NA | 143,000 | NA |
| 1978..... | 240,000 | NA | 147,220 | NA |
| 1979..... | 858,957 (e) | NA | 124,540 | NA |
| 1980..... | 1,214,000 (f) | NA | 127,815 | NA |
| 1981..... | 470,000 | 290,000 | 157,825 | 81,225 |
| 1982..... | 679,000 | 885,000 | 135,000 | 70,000 |
| 1983..... | 192,500 | 225,000 | 126,111 | 25,500 |
| 1984..... | 565,552 | 535,000 | 144,800 | 111,400 |
| 1985..... | 585,383 | 385,000 | 150,463 | 181,500 |
| 1986..... | 620,000 | 380,000 | 146,791 | 58,450 |
| 1987..... | 773,700 | 490,000 | 160,889 | 375,146 |
| 1988..... | 1,116,000 | 0 | 134,745 | 37,350 |
| Grand total..... | 8,261,227 | 3,190,000 | 2,183,049 | 940,571 |

NA - Not available.

Note: This table indicates commitments for grants and loan programs, not disbursements. See table 5-55 for note on National Trust for Historic Preservation (NTHP).

- (a) The NPLF includes both the Endangered Properties Fund and Revolving Fund.
- (b) The PSF includes both the professional consultation services (CS) and the preservation education programs.
- (c) Without the National Trust for Historic Preservation (NTHP) acquisition of property project, the amount is \$187,575.
- (d) Without NTHP acquisition of property project, the amount is \$180,000.
- (e) Without NTHP acquisition of property project, the amount is \$303,017.
- (f) Without NTHP acquisition of property project, the amount is \$679,600.

Source: Data provided by Jennifer L. Blake, Assistant Director of Financial Services, National Trust for Historic Preservation, Washington, D.C., 1987, 1989.

Observational note: The financial and technical assistance programs are administered in cooperation with the NTHP's seven regional and field offices. The four grant and loan programs offered by the NTHP apply to urban and rural areas and are available to current and new National Trust Preservation Forum members. Two grants programs which began in 1981 focus on urban revitalization and economic development issues. The other two are longstanding programs for real estate development, low-interest loan projects, and rehabilitation plans.

Table 5-57.
Selected data from the study on the magnitude of historic building
conservation needs in America: 1981 (continued on next page)

| | Frequency | Percent | Cumulative percent |
|-----------------------------|-----------|---------|-----------------------|
| Year of construction | | | |
| Pre-1700..... | 11 | 2.4 | 2.4 |
| 1700-1749..... | 26 | 5.7 | 8.1 |
| 1750-1799..... | 39 | 8.6 | 16.7 |
| 1800-1849..... | 89 | 19.6 | 36.3 |
| 1850-1899..... | 201 | 44.2 | 80.5 |
| 1900-1949..... | 88 | 19.3 | 99.8 |
| Post-1949..... | 1 | 0.2 | 100.0 |
| Total..... | 455 | 100.0 | 100.0 |
| Gross square footage | | | |
| 0 - 5,000..... | 206 | 47.8 | 47.8 |
| 5,000 - 10,000..... | 98 | 22.7 | 70.5 |
| 10,000 - 20,000..... | 48 | 11.1 | 81.6 |
| 20,000 - 50,000..... | 43 | 10.0 | 91.6 |
| 50,000 - 100,000..... | 20 | 4.6 | 96.2 |
| 100,000 - 250,000..... | 11 | 2.6 | 98.8 |
| 250,000 - 500,000..... | 4 | 0.9 | 99.7 |
| 500,000+..... | 1 | 0.3 | 100.0 |
| Total..... | 431 | 100.0 | 100.0 |
| Structure ownership | | | |
| Federal..... | 6 | 1.3 | 1.3 |
| State..... | 27 | 5.9 | 7.2 |
| Local..... | 71 | 15.4 | 22.6 |
| Nonprofit..... | 109 | 23.7 | 46.3 |
| Private..... | 224 | 48.7 | 95.0 |
| Other..... | 23 | 5.0 | 100.0 |
| Total..... | 460 | 100.0 | 100.0 |
| Structure management | | | |
| Federal..... | 6 | 1.3 | 1.3 |
| State..... | 18 | 3.9 | 5.2 |
| Local..... | 59 | 13.0 | 18.2 |
| Nonprofit..... | 130 | 28.5 | 46.7 |
| Private..... | 215 | 47.2 | 93.9 |
| Other..... | 28 | 6.1 | 100.0 |
| Total..... | 456 | 100.0 | 100.0 |

Table 5-57.
Selected data from the study on the magnitude of historic building
conservation needs in America: 1981 (continued from previous page)

| | Frequency | Percent | Cumulative percent |
|------------------------------------|-----------|---------|-----------------------|
| Current use | | | |
| Residential..... | 129 | 27.6 | 27.6 |
| Commercial..... | 53 | 11.3 | 38.9 |
| Industrial..... | 4 | 0.8 | 39.7 |
| Government..... | 31 | 6.6 | 46.3 |
| Institutional..... | 55 | 11.8 | 58.1 |
| Agricultural..... | 2 | 0.4 | 58.5 |
| Museum..... | 79 | 16.9 | 75.4 |
| Vacant..... | 35 | 7.5 | 82.9 |
| Other..... | 64 | 13.7 | 96.6 |
| Demolished..... | 16 | 3.4 | 100.0 |
| Total..... | 468 | 100.0 | 100.0 |
| Year of last rehabilitation | | | |
| 1981..... | 159 | 38.3 | 38.3 |
| 1974-1980..... | 146 | 35.2 | 73.5 |
| 1964-1973..... | 44 | 10.6 | 84.1 |
| 1950-1963..... | 24 | 5.8 | 89.9 |
| 1930-1949..... | 22 | 5.3 | 95.2 |
| Pre-1930..... | 9 | 2.2 | 97.4 |
| No rehabilitation..... | 11 | 2.6 | 100.0 |
| Total..... | 415 | 100.0 | 100.0 |
| Annual maintenance budget | | | |
| \$0 - 1,000..... | 86 | 22.9 | 22.9 |
| \$1,000 - 2,000..... | 50 | 13.3 | 36.2 |
| \$2,000 - 5,000..... | 88 | 23.5 | 59.7 |
| \$5,000 - 10,000..... | 52 | 13.9 | 73.6 |
| \$10,000 - 50,000..... | 69 | 18.4 | 92.0 |
| \$50,000 - 100,000..... | 18 | 4.8 | 96.8 |
| \$100,000 - 500,000..... | 9 | 2.4 | 99.2 |
| \$500,000+..... | 3 | 0.8 | 100.0 |
| Total..... | 375 | 100.0 | 100.0 |

Table 5-57.

Selected data from the study on the magnitude of historic building conservation needs in America: 1981 (continued from previous page)

| | Frequency | Percent | Cumulative percent |
|------------------------------------|-----------|---------|--------------------|
| Funding sources | | | |
| Historic Preservation | | | |
| Fund Grant..... | 72 | 10.9 | 10.9 |
| Other Federal..... | 23 | 3.5 | 14.4 |
| State..... | 54 | 8.1 | 22.5 |
| Local..... | 52 | 7.8 | 30.3 |
| Tax benefits..... | 29 | 4.4 | 34.7 |
| Private benefactors..... | 99 | 14.9 | 49.6 |
| Owners..... | 334 | 50.4 | 100.0 |
| Total..... | 663 | 100.0 | 100.0 |
| General condition | | | |
| All components okay..... | 168 | 38.4 | 38.4 |
| At least one compone not okay..... | 269 | 61.6 | 100.0 |
| Total..... | 437 | 100.0 | 100.0 |

Source: National Institute for the Conservation of Cultural Property, Inc. (NIC), Historic Buildings: A Study on the Magnitude of Architectural Conservation Needs in America, Washington, D.C., 1984, pp. 6-8.

Methodological note: This study was sponsored by the National Institute for Conservation of Cultural Property, Inc., (NIC) with support from the Design Arts Program of the National Endowment for the Arts. In 1981 a field survey was conducted from a sample of 2,114 properties selected from the National Register files. Usable responses based on fieldwork were obtained from 526 individual buildings (25 percent of the total). Sampling was conducted by NIC staff specifically employed for that purpose. The survey was designed to include approximately 1 percent of the estimated number of historic buildings. Data were compiled on a standardized response form field tested by National Conference of State Preservation Offices and the American Institute of Architect's Historic Resources Committee. Forms were distributed to 51 AIA State Historic Preservation Coordinators who acted as organizers. NIC requested that wherever possible only trained professionals complete the form. The focus of the study was an evaluation of the condition of the buildings and the cost of rehabilitation.

Table 5-58.

Condition of historic buildings and estimated cost to rehabilitate: 1981
(continued on next page)

| Year | Okay | Percent | Not okay | Percent | Cost to rehabilitate | Percent |
|-----------------------------------|------|---------|-------------|---------|-------------------------|---------|
| (dollars in thousands) | | | | | | |
| Condition by age | | | | | | |
| Pre- 1700..... | 4 | 2.4 | 7 | 2.6 | 238.5 | 0.2 |
| 1700-1749..... | 10 | 6.0 | 16 | 6.0 | 1,838.1 | 1.7 |
| 1750-1799..... | 15 | 9.0 | 24 | 9.0 | 810.7 | 0.8 |
| 1800-1849..... | 33 | 19.8 | 50 | 18.8 | 4,205.3 | 4.0 |
| 1850-1899..... | 66 | 39.5 | 122 | 45.9 | 56,017.5 | 53.3 |
| 1900-1949..... | 38 | 22.8 | 47 | 17.7 | 41,916.4 | 40.0 |
| Post-1949..... | 1 | 0.5 | 0 | 0.0 | 0.0 | 0.0 |
| Total..... | 167 | 100.0 | 266 | 100.0 | 105,026.5 | 100.0 |
| Condition by ownership | | | | | | |
| Federal..... | 1 | 0.5 | 5 | 1.9 | 5,406.5 | 5.2 |
| State..... | 9 | 5.4 | 14 | 5.2 | 6,026.1 | 5.8 |
| Local..... | 19 | 11.3 | 47 | 17.6 | 33,369.9 | 31.8 |
| Nonprofit..... | 38 | 22.6 | 62 | 23.2 | 5,498.0 | 5.2 |
| Private..... | 93 | 55.4 | 123 | 46.1 | 39,108.6 | 37.3 |
| Other..... | 6 | 3.6 | 15 | 5.6 | 15,197.1 | 14.5 |
| Multiple..... | 2 | 1.2 | 1 | 0.4 | 200.0 | 0.2 |
| Total..... | 168 | 100.0 | 267 | 100.0 | 104,806.2 | 100.0 |
| Condition by use | | | | | | |
| Residential.... | 49 | 29.3 | 78 | 29.5 | 3,209.3 | 3.1 |
| Commercial..... | 28 | 16.7 | 20 | 7.6 | 4,431.1 | 4.2 |
| Industrial..... | 1 | 0.6 | 3 | 1.1 | 7,377.0 | 7.0 |
| Government..... | 11 | 6.6 | 18 | 6.8 | 18,652.5 | 17.8 |
| Institutional..... | 17 | 10.2 | 34 | 12.9 | 13,249.5 | 12.7 |
| Agricultural..... | 1 | 0.6 | 1 | 0.4 | 1.0 | * |
| Museum..... | 31 | 18.6 | 47 | 17.8 | 4,657.2 | 4.4 |
| Vacant..... | 1 | 0.6 | 29 | 11.0 | 34,587.0 | 33.0 |
| Other..... | 28 | 16.8 | 34 | 12.9 | 18,573.8 | 17.7 |
| Total..... | 167 | 100.0 | 264 | 100.0 | 104,738.4 | 99.9 |

*Less than .5 percent.

Table 5-58.

Condition of historic buildings and estimated cost to rehabilitate: 1981
(continued from previous page)

| Year | Okay | | Not okay | | Cost to rehabilitate | |
|-------------------------------------------------------------------|---------|---------|----------|---------|------------------------|---------|
| | Percent | Percent | Percent | Percent | (dollars in thousands) | Percent |
| Condition by year rehabilitated | | | | | | |
| No rehabilitation..... | 4 | 2.8 | 6 | 2.4 | 2,074.0 | 2.1 |
| Pre- 1930..... | 4 | 2.8 | 5 | 2.0 | 651.1 | 0.7 |
| 1930-1949..... | 4 | 2.8 | 16 | 6.3 | 2,218.7 | 2.3 |
| 1950-1963..... | 9 | 6.2 | 14 | 5.6 | 27,691.1 | 28.7 |
| 1964-1973..... | 21 | 14.5 | 22 | 8.7 | 12,609.5 | 13.1 |
| 1974-1980..... | 57 | 39.3 | 84 | 33.3 | 17,095.7 | 17.7 |
| 1981..... | 46 | 31.7 | 105 | 41.7 | 34,186.3 | 35.4 |
| Total..... | 145 | 100.1 | 252 | 100.0 | 96,526.4 | 100.0 |
| Condition by maintenance budget (dollars in thousands) | | | | | | |
| Less than 1.0..... | 27 | 19.7 | 54 | 23.9 | 17,401.9 | 23.7 |
| 1.0 - 1.9..... | 21 | 15.3 | 28 | 12.4 | 2,402.9 | 3.3 |
| 2.0 - 4.9..... | 31 | 22.6 | 56 | 24.8 | 2,464.0 | 3.3 |
| 5.0 - 9.9..... | 23 | 16.8 | 29 | 12.8 | 3,403.4 | 4.6 |
| 10.0 - 49.9..... | 26 | 19.0 | 39 | 17.3 | 15,294.1 | 20.8 |
| 50.0 - 99.9..... | 3 | 2.2 | 14 | 6.2 | 10,559.3 | 14.4 |
| 100.0 - 499.9..... | 3 | 2.2 | 6 | 2.7 | 22,042.5 | 30.0 |
| 500.0+..... | 3 | 2.2 | 0 | 0.0 | 0.0 | 0.0 |
| Total..... | 137 | 100.0 | 226 | 100.1 | 73,566.1 | 100.1 |
| Condition by occupancy | | | | | | |
| Occupied..... | 166 | 99.4 | 235 | 89.0 | 70,151.4 | 67.0 |
| Vacant..... | 1 | 0.6 | 29 | 11.0 | 34,587.0 | 33.0 |
| Total..... | 167 | 100.0 | 264 | 100.0 | 104,738.4 | 100.0 |

Note: See table 5-57 for methodological note.

*Less than .5 percent.

Source: National Institute for the Conservation of Cultural Property, Inc. (NIC), Historic Buildings: A Study on the Magnitude of Architectural Conservation Needs in America, Washington, D. C., 1984, pp. 6-8.

Chapter 6

Literature

Section 6-1. Writers
Tables 6-1 to 6-22

Section 6-2. Production, Publication and Distribution
Tables 6-23 to 6-39

Section 6-3. Consumption of Literature
Tables 6-40 to 6-43

This chapter covers several aspects of Literature. Selected data on writers, including information on their numbers, education, and income, are presented in tables in section 1. Section 2 presents data on book production, publication, and distribution and sales, and section 3 covers consumption of books and periodicals and characteristics of readers.

Major Sources of Information

Section 6-1 includes several references to information in chapter 1 (Arts in the Economy), chapter 2 (Artist Employment), chapter 3 (Arts Education), and chapter 9 (Audiences). Information in those chapters relevant to writers was obtained from the following sources:

- U.S. Bureau of the Census;
- National Endowment for the Arts;
- Survey of Public Participation in the Arts, 1982 and 1985;
- National Assembly of State Arts Agencies;
- U.S. Department of Education;
- U.S. Department of Labor, Bureau of Labor Statistics;
- National Research Center of the Arts, Inc.;
- U.S. Bureau of Economic Analysis.

Tables in chapter 6 come from the following sources:

Writers

- Coda: Poets and Writers Newsletter;
- Encyclopedia of Associations;
- National Center for Education Statistics;
- Associated Writing Programs;
- The Wages of Writing: Per Word, Per Piece, or Perhaps (Columbia University study of Authors Guild members, 1979);
- Authors Guild;
- Library of Congress, Annual Report.

Production, Publication and Distribution

- Historical Statistics of the United States, Colonial Times to 1970;
- Publishers Weekly;
- Statistical Abstract of the United States;
- Department of Labor, Employment Hours and Earnings;
- Association of American Publishers;
- Bowker Annual of Library and Book Trade Information;
- Department of Commerce, U.S. Industrial Outlook;

- Book Industry Study Group;
- Library Journal;
- Paperbound Books in Print;
- American Book Trade Directory.

Consumption of Literature

- Survey of Current Business;
- Consumer Research Studies on Reading and Book Purchasing.

Section 6-1. Writers

A challenge in looking at the current state of literature is to discover how many Americans are writers—not such an easy task. Writing is, by its very nature, a solitary activity. Some authors may write for years or even a lifetime without publication or public readings of their work. In addition, writing is not the primary source of income for many authors, nor do they belong to any union or organization in which they might easily be enumerated.

Methods of Counting Authors

Comparisons of the numbers of authors compiled using various means and definitions are instructive of the problem of identifying the number of authors in the United States. From the Census Bureau data in chapter 2 it can be seen that the 1980 decennial Census of Population counted 45,748 authors (table 2-2). In the same year, the Current Population Survey (CPS), using a somewhat different classification, reported 71,000 authors (table 2-6) (see discussion in chapter 2, section 2-1).

There are several reasons to expect some differences between the two surveys. The Census of Population is taken every ten years in the same month, April. The Current Population Survey estimates are an average over 12 months. The author category is a relatively small occupational group. The CPS is based on a much smaller sample than the Census of Population and hence has much larger sampling errors for small groups. The Current Population Survey utilizes personal interviews, and the interviewer may probe for types of employment which might not otherwise be reported. To qualify as employed, one had to work only one hour in the week prior to the survey; consequently, some persons who would not consider themselves employed as authors in a self-administered questionnaire might state they were so employed when probed by an interviewer. With these cautions in mind, it can be noted that the Current

Population Survey lists the following numbers of authors from 1971 to 1988 (see tables 2-5 to 2-7):

| 1970 Classification | 1980 Classification |
|------------------------|------------------------|
| 1971 - 33,000 | 1983 - 64,000 |
| 1972 - 31,000 | 1984 - 72,000 |
| 1973 - 39,000 | 1985 - 71,000 |
| 1974 - 47,000 | 1986 - 77,000 |
| 1975 - 47,000 | 1987 - 86,000 |
| 1976 - 49,000 | 1988 - 83,000 |
| 1977 - 49,000 | |
| 1978 - 54,000 | |
| 1979 - 56,000 | |
| 1980 - 71,000 | |
| 1981 - 74,000 | |
| 1982 - 71,000 | |

The decennial Census of Population gives the following numbers of authors for 1950 to 1980 (tables 2-1 and 2-2).

| |
|-----------------------------------------------------|
| 1950 - 16,000 or 17,000 (different classifications) |
| 1960 - 29,000 |
| 1970 - 27,800 |
| 1980 - 45,800 |

Despite the differences in estimates, both the decennial Census of Population and the Current Population Survey indicate that there was a substantial rise in the author occupational group in the decade of the 1970's. CPS estimates indicate that this increase continued in the 1980's although estimates for 1988 were somewhat lower than for 1987.

Geographic Distribution of Authors

Table 6-1 presents information on the distribution of authors, by State, in 1970 and 1980 from the decennial Census of Population. The highest numbers and ratios of authors to State population in both years are in California and New York. The lowest numbers and ratios in 1970 are in South Dakota, Wyoming, West Virginia, and North Dakota, and in the latter three again in 1980. The two States with the highest number of authors approximately doubled those numbers in 10 years. California reported 5,035 authors in 1970 and 11,272 in 1980, while New York had 5,567 authors in 1970 and 9,361 in 1980.

The National Endowment for the Arts, Research Division Research Report 19, Where Artists Live 1980, reported 87 percent of authors living in urban areas and 13 percent in rural areas (see table 2-8). These

percentages are close to the 86 percent of all artists living in urban areas and 81 percent of all persons in professional specialties living in urban areas.

Employment in Related Industries

Interesting comparisons may be made with employees in printing and publishing, an industry based ultimately on the "raw material" of writers' efforts (see tables 2-16 and 6-26). In 1970, according to the Department of Commerce figures in table 2-16, more than a million persons were employed in this industry. In 1975, the number of employees dipped to 991,000, but in 1980, the figure was 1,151,000. In 1981, the number of employees increased by 10,000, and in 1982, there was a decrease of 6,000. Changes in printing technology, as well as in the economy and number of actual publications produced, may account for some of these fluctuations. Clearly, however, more printing and publishing employees, many of them members of unions, can be identified than those individuals who list their primary occupation as "author."

Membership in Writers' Professional Organizations

Table 6-2 presents numbers of members of some of the major nationwide writing organizations, as listed in a handbook by the editors of Coda, Poets and Writers Newsletter in 1985. The items that represent individuals sum to 38,822 writers but may include some double counting. The members of these prestigious organizations are writers of published poetry, fiction, and other literature forms. A more extensive, though by no means comprehensive, list of writers' organizations and their membership from 1984 to 1989 is presented in table 6-3. It is not possible to sum these memberships to arrive at an unduplicated total; however, the combined memberships for these writing organizations as listed in the Encyclopedia of Associations was 141,623 in 1989.

Such lists probably both overestimate and underestimate numbers of authors in certain ways. Many writers undoubtedly belong to more than one of these groups; others belong to no organization. Some who do not belong may not fit particular definitions of writers, i.e., they may not have published their work, may not have published within a given time, may publish in periodicals rather than books, and so forth.

Publishers' Estimates

Much higher estimates have been made of the number of creative writers nationwide than the ones obtained from the Census Bureau or counts of members of writing organizations. More than a decade ago, an often-quoted statement appeared in The Culture Barons. "A fiction editor at a leading publishing house estimates that 250,000 books are written each year -- out of which a mere 25,000 are published -- which suggests that there are about a quarter of a million serious writers working in the nation at any one time."¹ Actually, according to table 6-25, more than 39,000 new books and new editions were published in 1975, including 3,805 in fiction, so the editor's estimate is possibly low. While a few authors may write more than one book per year, probably many more than the 250,000 estimated book authors are writing shorter works, such as poems, plays, scripts, and short essays.

Self-reported Creative Writing

Another means of estimating the total number of authors is to ask members of the general public whether they ever write creatively. In such a survey, conducted by the National Research Center of the Arts, 13 percent of the respondents in 1975 said they ever write stories or poems. It should be noted that this may include any writing done over a lifetime and may reflect school years. In 1980, 22 percent of the respondents and in 1988, 24 percent of the respondents reported ever writing poems or stories (see table 9-3).

Creative writing is a recreational activity of 6 percent of adults, 18 years and over, in the Survey of Public Participation in the Arts (SPPA) in 1982 and again in 1985. The survey specified a time period of "in the last 12 months" (table 9-2).

Writers' Education

The education of writers is more difficult to measure than training in the performing arts. Writing is a skill taught through many courses at the elementary, secondary, and university levels. Consequently, enrollment in creative writing courses and/or numbers of courses taught measures neither the total amount of instruction nor the number of practitioners. That is, many courses labeled simply "language arts" or "English" have at least some creative writing components; in addition, writing skills are

¹Faye Levine, The Culture Barons, Thomas Y. Crowell Company, New York, NY, 1976, p. 295.

integral to many other areas, such as history and other social sciences.

Secondary Education

As shown in table 3-7a, in 1982 and in 1987 high school graduates averaged about a full year of English credits for each of the four years of high school (3.8 credits in 1982 and 4.03 in 1987), the highest number of credits for any single subject. English course curricula inevitably include some writing and study of literature, and many courses contain at least some elements of creative writing.

Interest in creative writing at the secondary school level is demonstrated in participation in writing-related extracurricular activities. A study conducted in 1982 by the U.S. Department of Education, National Center for Education Statistics found that 18 percent of high school seniors participated in high school newspapers, magazines, or yearbook clubs (see table 3-17). Participation was related to grade point average, with 33 percent of the students with the highest grade averages participating, compared with only 9 percent of those with averages of 2.00 or less. Girls were more likely to participate than boys, by a ratio of about 2 to 1 in all race/ethnicity categories.

Higher Education

Earned degrees in English and literature, by sex, from academic years 1949-50 to 1985-86 are listed in table 6-4. Note that in this series of surveys conducted by the U.S. Department of Education, National Center for Education Statistics, the category "English and literature" includes creative writing as well as several other topics, such as classics, American literature, and technical and business writing. All three levels of earned degrees showed some fluctuations in numbers between 1949-50 and 1958, followed by a rapid rise, more than doubling in numbers between 1959-60 and 1967-68. This corresponds to a general increase in total degrees awarded in all fields. The number of degrees granted peaked in 1970-71 for bachelors and masters degrees and, as could be expected, several years later in 1972-73 for doctoral degrees. A slow, but steady decline in numbers of degrees granted at each level has followed, reaching nearly stable numbers in the mid-1980's and small recent increases from the lows of 1982-83. The peak numbers were 57,026 bachelors degrees and 8,935 masters degrees (both in 1970-71), and 1,631 doctoral degrees in 1972-73. Recent numbers are 27,360 bachelors degrees, 4,923 masters degrees, and 937 doctoral degrees in 1985-86. Degrees in letters have declined as a percentage of total degrees awarded since 1970. In 1971,

for example, 7.7 percent of bachelors degrees were in letters. By 1984, this category was only 3.5 percent of all bachelors degrees awarded. In 1987 letters were 3.7 percent of all bachelors degrees (table 3-40b).

Degrees Awarded in Literature, by Sex

Table 6-4 also shows degrees awarded by sex. Throughout the 37-year period, more women than men have received bachelors degrees in English and literature. The percentage increased from 60 percent of all degrees awarded in 1949-50 to 67 percent and has remained at about that level since the 1960's. Recent data are 18,210 women compared with 9,150 men in 1985-86.

For recipients of masters degrees in English and literature, the percentages of men and women have undergone more complex changes. Through the 1950's, more men than women received masters degrees, e.g. 1,320 men (58 percent) compared with 939 women in 1949-50. Beginning in 1959-60, however, the number of women began to exceed the number of men receiving masters degrees (1,473 women, and 1,458 men in that year). By 1970-71, the peak year, 5,450 women (61 percent) and 3,485 men received masters degrees. Subsequently, the percentage of women recipients has remained the same or slightly higher. In 1985-86, for instance, 65 percent of the masters degree recipients were women (3,183 of 4,923 total degrees awarded).

With regard to doctoral degrees in English and literature, in 1949-50, only 49 of 230 doctoral degrees (21 percent) were awarded to women. Since 1981-82, more women than men have received doctoral degrees. In 1985-86, 57 percent of the 937 degrees were awarded to women.

Degrees and Programs in Creative Writing

Table 3-42 lists in greater detail than table 6-4 the areas of study in which undergraduate and graduate degrees were conferred in academic year 1986-87. Both tables were compiled by the National Center for Education Statistics (NCES). However, the total number of degrees granted in letters is higher in table 3-42 for each degree than for the same year in table 6-4 which includes only English and literature.

According to table 3-42, of the total of 37,133 bachelors degrees in letters for 1986-87, only 470 were for creative writing (193 presented to men and 277 to women). Bachelors degrees in creative writing were 1.26 percent of all degrees in letters, and women received 59 percent of the degrees at this level. At the masters degree level in

creative writing, 410 degrees were awarded, 6.7 percent of the total in the field of letters. Women received 232 or 57 percent of the masters degrees in creative writing awarded in 1986-87.

Comparison of Programs and Degrees

Associated Writing Programs (AWP), a nonprofit organization headquartered at Old Dominion University in Norfolk, Virginia, advocates creative writing as an art and works toward public and private support of literary artists.² According to the AWP survey conducted in 1989, 280 programs granted bachelors degrees with a concentration in creative writing (table 6-5). The number of specific "creative writing" degrees and programs reported by AWP is higher than that implied by the Department of Education classification reported in table 3-42. For example, only one doctoral degree was reported by NCES in 1986-87, yet AWP lists 39 doctoral programs throughout the United States in 1989. The discrepancies may occur because of differences in reporting "creative writing" as a program or as the topic of a degree. Both sources note that programs may be listed under literature or other topics in academic departments.

Recent Increases in Creative Writing Programs

More notable than the numbers of degrees granted are the large increases in the number of academic programs in creative writing offered in 1984 and 1989 compared with those offered in 1975 (table 6-5). According to AWP, in 1975, at least 27 programs were offered at the bachelors degree level, compared with 270 in 1989. At the masters degree level, 47 programs were offered in 1975, compared with 225 in 1989. Doctoral programs increased more than sixfold—between 1975 and 1989, from 6 to 39. Nondegree programs, however, decreased dramatically indicating that many programs previously classified as non-degree are now classified as degree granting.

Government Support for Literature

Federal support through the Literature Program of the National Endowment for the Arts has consistently remained at about 3 percent of the total appropriated funds of the National Endowment for the Arts during the 1980's (see table 1-16a). Because of fluctuations in the

total appropriations, however, the amount appropriated for literature has varied from a low of \$4,326 million in 1983 to a high of \$5,125 million in 1985. The Arts in Education programs, funded separately, also include some literature programs.

Data from 50 States on awards by State Arts Agencies are presented in tables 1-21 and 1-23. In 1987 literature grants were about 6 percent of the total number of State Arts Agency grants. The total amount awarded for literature was \$4.8 million about 2.7 percent of the total awarded for all disciplines.

The Columbia University Authors Guild Survey

Because of the complexity of investigating writing income in comparison to total income, few studies have been attempted in such basic areas as writers' employment, earnings, career progression, and the effects of government or private support for writers' activities. One study, conducted by the Columbia University Center for Social Science in 1979, was published by Paul William Kingston and Jonathan R. Cole, first as a monograph, and more recently by Columbia University Press in 1986 as The Wages of Writing: Per Word, Per Piece, or Perhaps. This survey is hereafter referred to as the Columbia University Authors Guild Survey.

The methodology for the study was as follows. Questionnaires were mailed to a sample of 3,200 of the 5,000 writers who were members of the Authors Guild in 1978, and to 1,900 of the 3,750 authors invited to become members of the guild in the previous three years (1976-1979). Of the 5,100 questionnaires sent to writers, 2,241 (46 percent) were returned.

The linking of the sample to Authors Guild members or those invited to be members has been criticized as skewing the sample in several ways. All writers in the sample had to have published at least one book, as that is a criterion for invitation to membership in Authors Guild. Many writers have not published a book, although they have published shorter works such as articles, individual poems, short stories, essays, or plays, and these authors would not be represented. The sample has thus been criticized as skewed toward more successful authors who have already published books. On the other hand, the study has also been criticized as being more representative of fiction and topical nonfiction writers than of authors of textbooks, professional books, or technical manuals who

²Information taken from Associated Writing Programs brochure, 1987.

may have very different income profiles than the Authors Guild based sample.³

The data are also now a decade old, since questions referred to calendar year 1978. However, no more recent survey of comparable national scope was available for this report. Despite the shortcomings of the study, the findings illuminate the challenges most writers face in attempting both to write full time and to make a living. Tables 6-6 to 6-14 summarize the findings of this study.

Definitions of Full-time and Part-time Writers

Recognizing that self-designation as a full-time author may mean very different things to different people, the Columbia University Authors Guild Survey asked authors to designate their commitment to writing in terms of both a time commitment and occupational commitment (whether they had another job). See tables 6-6, 6-8 and chart 6-1 for definitions of full- and part-time authors.

In terms of time commitment, the respondents were asked: "On average, in the last year how many hours per week did you spend writing or directly working in some other way on your book or article?" According to the study report, this question was deliberately worded so that authors would include research and thinking time, as well as time spent on other activities that directly contributed to their writing product.⁴

For the total sample, median time spent on writing was about 20 hours a week with the most active quarter writing 35 hours and the least active quarter fewer than 10. Among those holding no other job, 77 percent worked at writing 20 or more hours a week.

Other Occupations Among Writers

Table 6-7 lists the types of occupations of authors who held "a paid position besides freelance writing" at the time of the survey, excluding occasional lectures or readings, irregular fee-for-service editing, translating, and so forth. Part-time authors were 46 percent of those authors responding to the survey, but 70 percent were engaged in some paid work other than book and article writing (not defined by them as holding another job,

however). More than 80 percent of the other paid positions were professional.

Authors' Earnings, by Commitment, Sex, and Genre

Table 6-8 presents data on the earnings from writing by type of author. The distribution of writing income across writers' income categories is surprisingly similar for full- and part-time writers except for the lowest income category. For example, 8 percent of committed full-time writers, compared to 6 percent of limited full-timers and committed part-timers, earned \$50,000 to \$99,999. The data show that the amount of writing-related income, is not in a simple direct proportion to the amount of time spent on writing-related activities.

Table 6-9 compares the median income of authors in 1979 by sex and time commitment. For those working less than 10 hours per week, the female to male income ratio was .83, while it was .93 for writers working from 10 to 19 hours and .80 for those working 20 to 39 hours. However, for men and women authors who worked at least 40 hours each week at writing, the income returns to men were considerably higher than those of women. In this case, the ratio of female to male earnings was .56. For full-time authors in 1979, the median income for men was \$18,600 and that for women was \$10,500.

The differences between female and male earnings among the committed full-time authors were, in part, a result of the differences in the genres in which they worked. Children's books tended to yield lower incomes than other forms of writing (as indicated in tables 6-10 and 6-11). Women were almost three times as likely as men to be primarily authors of children's books (25 percent compared to 9 percent).⁵

Table 6-10 shows authors' income by genre and time commitment. For this sample of writers the highest median incomes are earned by "genre fiction" writers working at least 40 hours a week. This group had median incomes of \$31,500. Table 6-11 includes an income distribution by genre of income earned only from books.

Table 6-12 presents authors' total median income by time commitment and gives the ratio of income coming from writing. These authors had a median income of \$27,000 in 1979, of which a ratio of .33 came from writing. Only committed full-time writers earned more than half their total personal income from writing (overall ratio of

³ Curtis Benjamin, "What Do Authors Really Earn," Publishers Weekly, February 1982.

⁴ Columbia University Study, p. 42.

⁵ Columbia University Study, p. 76.

.77). For limited full-time writers and committed part-time writers, the ratio was about one-fourth of total income. (For comparisons with performing artists' income and the relation to total personal income, see tables 2-27 and 2-29.)

Table 6-14, comparing the Columbia University Authors Guild sample of writers income in their best year with income in 1979, indicates that, adjusted for inflation, their incomes are very unstable. Of the authors reporting income of less than \$2,500 in 1979, 12 percent had earned \$100,000 or more in a "best year." Current income was the same as the "best year" for about one-third of the writers in other income brackets, except for the \$100,000+ income bracket. Critics of this study have pointed out that other types of authors, such as textbook writers, might have very different income and employment profiles.

The data from this study can be compared with Census data for 1979 which reported median author income of \$6,956 (table 2-12). It should be remembered that the Census Bureau classifies each person only once and in the employment in which they spent the most time. However, to be classified in an occupational category one had to work for pay or profit only one hour in the reference week. In the Census data, women's median earnings were less than half men's median earnings.

Authors Guild Surveys of Advances and Royalty Rates

The Authors Guild has also conducted a series of 14 surveys of its members to determine the most common arrangements for advances on books and royalties received from publishers. A summary of results from five most recent surveys conducted between 1976 and 1987 is presented in table 6-15; table 6-16 presents additional data for 1987. Approximately 250 to 300 responses were tabulated for each of the five surveys. The Authors Guild in this period (1976 to 1987) had 5,000 to 6,000 invited members, all of whom had published one or more books. Note that although 315 contracts are represented in the data for 1987, the majority for works of fiction, they were made by only 85 publishers, and a large number of these (34) are controlled by only 13 conglomerate publishing companies.

Even a cursory glance at tables 6-15 and 6-16 shows that the royalty rate structure for books is extremely complex. Most royalties are based on a percentage of certain numbers of copies sold by publishers. Although more authors are receiving higher advances for books, according to table 6-15, royalty provisions seem less generous in recent years. About 55-60 percent of authors receive "common royalty rates" (usually 10 percent on the

first 5,000 copies sold, 12 1/2 percent on the next 5,000 copies sold, and 15 percent on all sold after 10,000). In the years of these surveys, the highest percentage receiving "worse" royalty rates (i.e., the percentage is smaller or more copies must be sold before receiving a higher rate) occurred in 1985 (23 percent). The lowest percentage receiving a high royalty rate (15 percent on all copies) for hardcover books also occurred in 1985 (6.7 percent).

Royalty provisions for mass market books are considerably higher (50 percent share is the most common provision), but mass market book prices are also usually lower than prices for hardcover trade books. That is, a 15 percent royalty rate on a hardcover book priced at \$13.95 is \$2.09. A mass market book must be priced higher than \$4.25 for a 50 percent royalty to be equal. In 1976, about 70 percent received a 50 percent rate compared with 55 percent in 1987 (see table 6-15).

The influence of an author's having an agent to negotiate contracts with the publishers is demonstrated in table 6-16. For instance, for fiction writers the 18 contracts for royalties of 15 percent on all hardcover copies were all negotiated by agents.

Copyright Registrations and Provisions

Royalties are directly dependent on copyright registration as well as contractual agreements with publishers. A copyright protects an author's "property" from unauthorized copying or reprinting. It is the "exclusive right to print, reprint, copy and vend the work; to make other versions of the work and, with certain limitations, to make recordings of the work and to perform the work in public" (see notes, table 6-17).

Copyright data for the United States from 1870 to 1987 are presented in tables 6-17 to 6-22. Although the basic protections of copyright law for books were enacted in 1790, numerous subsequent amendments have changed both the applications of that protection and the definitions of categories of copyrighted materials. Consequently, it is difficult to determine or compare the numbers of types of items protected by copyright registrations of various types of publications and other items over the years. It is clear, however, that copyrighting, as reported by the Library of Congress, has increased greatly over the past century. In 1871 there were 12,688 registrations. Registrations had increased to 166,000 by 1925. In 1987, more than half a million copyrights were registered in a single year (table 6-22).

In the period between 1970 and 1977, the annual number of books copyrighted rose from about 88,000 to 122,000. Recent changes in the way copyright statistics are published limits the comparability of later data, however. The "monograph" category in which books are now included contained almost 154,000 in 1987, and the category now also includes computer software.

Total copyrights are expected to increase dramatically in the next few years with the removal of the "manufacturing clause" which required materials copyrighted in the United States to be manufactured or printed here. Authors will now be able to copyright books printed in other countries. This clause, which was part of U.S. copyright law, was allowed to expire on July 1, 1986 after much debate in Congress.⁶

Numbers of copyright registrations provide little information about the actual numbers of new books and new editions published in the United States annually and also do not provide information on topics of publications. Some items are printed but not registered for copyright, notably government publications; others obtain a copyright but are never printed. Thus, information from the publishing industry gives a more detailed view of books produced in the United States.

Section 6-2. Production, Publication, and Distribution

Tables 6-23 to 6-25 present information on new books and new editions published from 1880 to 1987. As can be seen in the tables, definitions and ways of classifying books have changed over the period. Data prior to 1950 do not contain breakdowns by book subject, and data after 1970 on books by subject combine data for new books and new editions. Single year aberrations in a trend are sometimes due to the nature of publishing.

In 1880, a total of 2,076 books were reported published. By 1950, about 11,000 books were published, of which about 2,400 were new editions. By 1986, the number of new books and new editions had risen to about 52,637 (table 6-25).

⁶The Bowker Annual of Library and Book Trade Information, R.R. Bowker Company, New York, NY, 1987, p. 124.

New Books by Subject: 1950-1970

The total number of new books increased by 181 percent (from 8,634 to 24,288) between 1950 and 1970 (table 6-24). Books of special interest to the arts and literature had the following profile. Between 1950 and 1970, art books increased by 168 percent, biography by 73 percent, fiction by 65 percent, juvenile by 173 percent, literature by 164 percent, music by 147 percent, and poetry/drama by 115 percent.

In 1950, art books were about 3.7 percent of the total new books published, biographies were 6.2 percent, fiction works were 14 percent, juvenile books were 10.5 percent, poetry/drama was 5.2 percent, literature was 5.9 percent, and music was 1.0 percent. As can be seen by comparing these percent increases with the total percent increases, by 1970 a few arts-related categories had declined in percent of the total — most notably poetry/drama, biography, and fiction. Of the total new books in 1970, art was 3.5 percent, biographies were 3.0 percent, fiction was 8.2 percent, juvenile was 10.1 percent, poetry/drama was 4.0 percent, literature was 5.5 percent, and music was .9 percent.

New Books and New Editions: 1970-1987

Table 6-25, covering 1970 to 1987, combines numbers of new books and new editions by subject, whereas table 6-24 lists only new books by subject. For this reason the categories of art, biography, fiction, literature, and music have considerably higher numbers of new publications listed in 1970 in table 6-25 than in table 6-24. In addition, in 1981, methods of counting paperback books were improved. The number of fiction books approximately doubled, from 2,835 in 1980 to 5,655 in 1981, largely because of this change.

The importance of new editions in the various categories is demonstrated by the differences in the figures in tables 6-24 and 6-25 for each subject. Art books increase from 852 to 1,169 by adding new editions to new books. Biography is doubled from 735 to 1,536. Fiction increases by about 50 percent, from 1,998 to 3,137. Juvenile books increased only about 10 percent, from 2,472 to 2,640. The smaller increase in juvenile books is perhaps due to the fact that few juvenile books are revised as new editions; "classic" juvenile books tend to be reprinted in the original editions rather than revised. The new method of counting paperback books also had a relatively small effect on juvenile books in 1980-1981.

The number of new literature books listed for 1970 more than doubled with new editions added. This category

has characteristics opposite those of juvenile books as described above. Fewer books are published, but many are revised repeatedly as texts and reference books. Thus, new books alone were 1,998 in 1970 (table 6-24) and 3,085 with new editions added (table 6-25). Music books are much the same, although the numbers are smaller, 217 new books in 1970 (table 6-24) and a total of 404 with new editions added (table 6-25). Poetry and drama books increased by about 500, from 973 to 1,474, with new editions added in 1970 (tables 6-24 and 6-25).

In 1986 art books were about 3 percent of the total, music books .7 percent, fiction was 11 percent, poetry and drama was 2 percent, and literature was about 4 percent. These figures were similar to those for 1984.

Income of Hourly Employees in Printing and Publishing

Table 6-26 presents information on the number of employees and hourly wages in the printing and publishing industry from Bureau of Labor Statistics data for 1970 to 1987. Hourly earnings averaged \$9.99 for the industry in 1986 and \$10.28 in 1987. Hourly earnings for books were slightly less than for the total industry (\$9.02 in 1986 and \$9.35 in 1987).

Estimates of Book Sales

Two major sources for sales data are the Association of American Publishers (AAP) and the Book Industry Study Group (BISG). Both sets of data and data from other sources are reported annually in The Bowker Annual of Libr. / and Book Trade Information published by R.R. Bowker Company New York, NY.

Book sales figures may differ depending on whether they are compiled based on published sales to wholesalers and jobbers, on sales by bookstores, or purchases by consumers. Some consumer-based computations may include books published in earlier years but remaining in inventory. These and other methods of counting either new titles or numbers of copies sold can result in very different data concerning the sales of books in the United States.

Tables 6-27 to 6-29 present data from AAP and BISG on the dollar value and units of publisher sales. Tables 6-30 to 6-32 present data on the value of direct domestic consumer sales; hence the figures differ from those in tables 6-27 to 6-29.

Book Prices

Data on average publishers unit price and on the average retail prices of books and periodicals by subject matter, and by the major categories of hardcover and paperback, are shown in tables 6-33 and 6-34. Average prices by subject of mass market paperbacks in 1981 to 1987, are shown in table 6-35.

Distribution

The Book Industry Study Group sponsored an in-depth investigation of physical book distribution problems facing the book industry in the 1980's. Arthur Andersen and Company conducted the study in 1981, using the Delphi technique.⁷ In this technique, panels of experts are selected by peers, and a consensus is reached by each panel, through two rounds of questionnaires in this case. The seven panels consisted of 20 to 40 representatives of the following groups:

- Publishers of mass market paperbacks;
- Wholesalers and jobbers;
- Independent distributors of mass market paperbacks;
- Booksellers;
- Librarians; and
- Manufacturers (including printers and binders).

Survey response rates varied by panel, ranging from 58 to 83 percent; the overall response rate was 70 percent.

Quantity of Books Printed and Ordered

Table 6-36 presents the results of panels' ratings of factors from 1 (not important) to 5 (very important) in affecting traditional publishers' decisions and mass market publishers' decisions on the quantity of books to be printed in the initial print order. The initial print order may greatly affect the profitability of a book, as the publisher's objective is to recoup at least typesetting, paper, printing, binding, and other overhead costs as well as the author's initial royalty or advance. On the other hand, the publisher wants to avoid printing too many copies, requiring warehouse storage or disposal. Author's "reputation or promotability" was ranked highest (4.5 on the 1 to 5 scale) as a factor affecting initial print order decisions by mass market publishers (table 6-36).

⁷ Arthur Andersen and Company, Book Distribution in the United States: Issues and Perceptions, Book Industry Study Group, New York, NY, 1982, pp. 2.1 - 2.9, 5.9.

Traditional publishers also ranked author's reputation high (4.0), but "type of book" received a slightly higher ranking (4.4) by this group.

Considering the basis for the initial bookstore order decisions, author's reputation was again coded highest by most of the panels (tables 6-37 and 6-38). Only librarians gave higher ratings to another factor. Librarian's rating of "reviews" was higher, averaging 4.6, and their rating of author's reputation (4.3) was a close second (table 6-37).

Bookstores and Wholesalers

Wholesalers and bookstores are at the end of the traceable book distribution chain. Once books are purchased, whether by libraries or individuals, the number of readers or borrowers cannot easily be determined. In the United States, numerous specialized bookstores have developed. Table 6-39 lists the numbers of bookstores by types in 1975, 1977, 1982, and 1984 to 1986. These data originally appeared in the American Book Trade Directory published annually by R.R. Bowker Company, Inc.

Caution must be used in interpreting sales of books by these categories of bookstores, however, as bookstores are designated in a category if they sell only 50 percent of their stock in that subject area (see notes with table 6-39). Thus, many general bookstores may sell almost half juvenile books and vice versa. General bookstores include many that ordinarily might be assumed to fall into other categories, such as drugstore book sections and discount chain stores that carry a wide variety of types of books. Paperback books, for instance, are probably carried by almost all of these types of bookstores.

The number of stores in a category in a particular year does not necessarily represent the relative number of books sold or the dollar volume of business in that category. Logically, there is probably at least some direct relationship between these figures, or the stores would not stay in business or make a profit. However, some stores may sell large numbers of low priced books (used books or paperbacks, for instance), while others sell fewer high priced books (college, law, medical, and science-technology bookstores generally reflect this pattern).

As with the numbers of new books and new editions by type, there are fluctuations from year to year, but in most categories, the general trend is toward increased numbers of bookstores. The sharp increase in total bookstores in two years -- from 11,717 in 1975 to 16,217 in 1977 -- is mainly the result of increases in seven categories: antiquarian, department store, general, paperback, religious, special, and used. Two categories, religious and

general, account for nearly half of the total increase. Religious bookstores nearly tripled in number in a decade, from 1,421 in 1975 to 4,142 in 1984. As seen with the numbers of new books and new editions in table 6-25, a sharp rise in the religious category in the 1970's and 1980's now seems to be waning. In several other categories, the numbers were not as high, but the percentage increases were even larger.

A category of particular interest to writers is used books, as writers currently do not receive royalties for resales. Stores selling used books more than doubled in two years, from 120 in 1975 to 274 in 1977, then doubled again in five years to 561 in 1982. In the next three years, they nearly doubled again to 1,115 in 1985, followed by a 4 percent decline to 1,070 in 1986. Thus, the numbers of sellers of used books increased almost tenfold, and increased from 1 percent to 5 percent of all bookstores during this 11-year period.

Mail order bookstores have tripled in numbers during these 11 years, as have museum and art gallery bookstores. Juvenile bookstores, still a relatively small part of the total, show the steadiest increases, from only 55 in 1975, near the so-called "baby-bust" period with low birth rates. The number of stores increased to 94 in 1977, to 141 in 1982, nearly doubled in only three years to 228 in 1985, and declined slightly to 215 in 1986.

Section 6-3. Consumption of Literature

Measuring the number of books purchased, the number of titles published, or the number of volumes printed is relatively easy compared with the task of measuring the number of readers and the number of books read. Some problems inherent in this task are obvious: some books are purchased but never read; others are read (and reread), but at a time quite removed from date of purchase. Books purchased by libraries are circulated (and presumably read) numerous times per copy. A book purchased by an individual may also be read by more than one person (family member, friend, secondhand purchaser, etc.). Thus, the number of books sold annually may have little relation to the number of books read during a year. Keeping all of these caveats in mind, we may examine a few studies and polls in an attempt to discover how many people are reading how many books and other publications in a given period.

Reading in the 1950's and 1960's

Relatively few surveys or polls of reading habits have been attempted. Several conducted in the 1950's and early

1960's were summarized in an article in the 1962 Bowker Annual, "Readership."

In both 1953 and in 1957, the American Institute of Public Opinion found that 17 percent of the people in its scientific sample of the public were currently reading a book which they could name.⁸ In April 1959, George Gallup's Institute asked the question in slightly different terms and found that 21 percent of all adults sampled had read a book which they could name, hardcover or paperback, in the previous month.⁹

Comparative figures for several countries were published in Publishers Weekly, February 11, 1950.¹⁰ In this case, the question asked was, "Do you happen at this time to be reading any book?" The percentages responding "yes" were:

| | |
|---------------|----|
| England | 55 |
| Norway | 43 |
| Canada | 40 |
| Australia | 35 |
| Sweden | 33 |
| United States | 21 |

In "Books for All," (UNESCO, 1956), R.E. Barker compared consumption of books, newspapers, and magazines—a much wider area of readership—in several countries in 1952.¹¹ Designating the level of readership of the United Kingdom as 100 percent, consumption of publications in other countries was as follows (in percent):

| | |
|-------------------------|-----|
| United States | 149 |
| France | 76 |
| German Federal Republic | 46 |
| Italy | 15 |

According to an article cited from The 1959 Bowker Annual of Library and Trade Information, 4th ed., U.S. book sales per capita were \$4.00 for an average of four books, compared to \$3.45 per capita for an average of

⁸The 1962 Bowker Annual of Library and Book Trade Information, 7th ed., R.R. Bowker Company, New York, NY, 1972, p. 64. Hereafter cited as "Readership."

⁹As cited in Readership, p. 64.

¹⁰As cited in Readership, p. 65.

¹¹As cited in Readership, p. 65.

three books in Sweden.¹² These figures would seem to indicate that Americans were willing to pay more for books, although less per book, than were Swedish readers. However, "British libraries circulate about twice as many books per capita, spend more per capita for books, and circulate twice as many books per volume held."¹³ Thus, library purchases and circulation of books must not be overlooked in attempting to estimate reading activity.

In terms of books sold, the U.S. performance compares better. Since the advent of the paperbacks, more adult trade books have been sold each year than have been borrowed from libraries, and "even the skeptics" charge that many books are bought as 'furniture' rather than as reading is not usually assumed to apply to paperbacks."¹⁴

Personal Consumption Expenditures for Reading: 1930 - 1985

Statistics on personal consumption expenditures for recreation have been published by the U.S. Department of Commerce, Bureau of the Census, since 1909. Beginning in 1930, expenditures were included for two categories relevant to reading: books and maps and magazines, newspapers, and sheet music. Unfortunately for the purposes of this study, it is not possible to subtract from the figures the irrelevant subcategories of maps and sheet music. General trends are nevertheless evident. (See tables 1-3a and 1-3b for information for 1909 to 1988.) For the sake of brevity, the two categories are simply referred to as "books" and "magazines" in the following discussion.

In 1930, the first year for which expenditures for these two categories are separately available, Americans spent \$264 million on books and nearly twice as much, \$512 million, on magazines. Together, these categories were 19.4 percent, or about one-fifth, of the total recreation expenditures of nearly \$4 billion.

In 1935, the middle of the Depression, total recreation expenditures decreased to \$2.6 billion, but expenditures for books were 7 percent of the total, a level exceeded only by 8.5 percent in 1945. In 1935, expenditures for magazines were 17.3 percent of total recreation expenditures. Together, the two categories accounted for 24.3 percent of total expenditures, a level

¹²As cited in Readership, p. 65.

¹³Readership, p. 65.

¹⁴Readership, pp. 65-66.

nearly reached again in 1945, when it was 24.2 percent. Since 1983, the combined total for the two categories has been about half the 1935-1945 levels, about 12 percent of total recreation expenditures.

After reaching the peak of 17.3 percent of total recreation expenditures in 1935, the percent spent for magazines has slowly decreased (13.3 percent in 1950; 12.1 percent in 1960; 9.6 percent in 1970; 9.0 percent in 1980; and 6.5 percent in 1988). However, with these data it is not possible to separate the influence of changes in the purchase of subcategories in this area (magazines, newspapers, and sheet music).

Books have fluctuated less as a percentage of total recreation expenditures: a high of 8.5 percent in 1945, 6.0 percent in 1950, followed by a slow rise to 6.8 percent in 1970, then a steady decrease to 4.0 percent in 1988. As with magazines, the actual dollar amounts have steadily risen. Expenditures in this category first exceeded the billion dollar level in 1960: \$1.1 billion, followed by \$1.6 billion in 1965; \$2.9 billion in 1970; \$3.6 billion in 1975; \$5.6 billion in 1980; and \$9.8 billion in 1988.

Book Industry Study Group Data on Per Capita Expenditure

An analysis of trends in purchase of books in the early 1980's is presented in table 6-40, taken from Book Industry Trends 1985 by John Dessauer (Book Industry Study Group, Inc., New York, NY, 1985). The increase in the reading age population during this four-year period is 12.7 million, but the increase in "consumer units of reading" (books) is nearly 190 million. The resulting increase in books purchased per capita is, at first glance, less impressive, from 5.53 in 1980 to 6.08 in 1984.

Characteristics of Readers in 1983

Who is reading the purchased reading materials discussed above? In 1983, the Book Industry Study Group (BISG), Inc., sponsored a Consumer Research Study on Reading and Book Purchasing. This survey is hereafter called the BISG study. The characteristics of readers, based on a sample of 1,429 respondents nationwide, are summarized in table 6-41. The major categories of readers are book readers (read one or more books in the prior six months); non-book readers (read newspapers and magazines but no books in the prior six months); and nonreaders (read no book, newspaper, or magazine in the prior six months).

Half of all respondents were book readers. Only 6 percent were nonreaders, but a high proportion, 44 percent, were non-book readers. The percentages of book readers by sex (42 percent of males, 57 percent of females) were approximately reversed in non-book readers (52 percent of males, 37 percent of females). Nonreaders were evenly divided between the sexes.

Analyzed by age groups, persons 50 years and older are less likely than younger persons to be book readers. Only 29 percent of those 65 and older described themselves as book readers, compared to about 60 percent of those aged 16 to 29. The pattern is reversed among non-book readers, with the fewest at the lower ages and the highest numbers at the highest ages. The older persons are also more likely than others to be nonreaders. The decrease in book reading with age and the higher number of nonreaders may be related to lower average education levels in this age cohort. Other explanations may be the difficulties associated with accessibility of bookstores or libraries to obtain books and the cost of books for persons on limited incomes. Vision problems in the older age groups may also be a factor.

Incidence of book reading (having read at least one book in the last 4-6 months) increases with both education and income. However, one-quarter of those with college education or more were non-book readers. Book reading was highest in the West, with 59 percent being book readers compared with 47 to 49 percent in the other geographic regions (table 6-41).

Tables 6-42 and 6-43 present additional data on literature readership by genre.

Surveys of Public Participation in the Arts: 1982 and 1985

Two national surveys of public participation in the arts, sponsored by the National Endowment for the Arts, were carried out in 1982 and 1985. See chapter 9 for a detailed discussion of these surveys. Because of the similarities in the design of the two surveys, comparisons can be made in the percentage of public participation in the various arts in the two years.

In both years, 86 percent of the respondents said they had read books or magazines in the past 12 months (tables 9-1 and 9-2). This was the highest rate of participation in any general recreation activity, the next highest being "play cards, board games, etc." (over 65 percent participation). In the more specific arts-related recreation activities questions, 6 percent in both years had done creative writing. Eighteen percent in 1982 and 19

percent in 1985 had read or listened to poetry. The readership for books and magazines, as well as the audience for poetry reading, was stable over this three-year interval.

When these percentages are converted into individuals in the adult population of the United States, the numbers are enormous. The estimated number of adults in 1982 who had read any kind of book or magazine in the previous 12 months was 137,000,000, while 92,500,000 had read novels, short stories, poetry, or plays. The number of readers of poetry and the audience for poetry readings was about 32,600,000 in 1982. Thus, more persons read books and magazines than attended motion pictures (102,600,000) in the previous 12 months in 1982. Reading novels, short stories, poetry or plays is the third most popular activity in the survey list. The 6 percent who said they had done creative writing was higher than the percent of the population who had performed before the public in all the performing arts categories combined (tables 7-1 and 9-2).

Demographic Characteristics

Detailed analyses are given in table 9-16 of participation rates in arts activities by demographic characteristics in the 1985 Survey of Public Participation in the Performing Arts (SPPA). These characteristics are quite close in most respects to those presented in table 6-41 based on the BISG survey.

The grand mean for participation in reading was 56 percent, more than twice the 22 percent who visited art museums, the next most popular art-related activity. As in the BISG study, younger persons were readers more frequently than the mean with a decline to 48 percent in the over 74 years old age group. In the 1985 SPPA, a wider gap between men and women readers was found than in the BISG survey: 63 percent of women were readers compared to 48 percent of men.

Comparison with Participation in Other Arts

Overlapping audiences for art activities reported by respondents in the 1982 SPPA are presented in table 9-13. Reading was the "other activity" most frequently pursued by those attending jazz, classical music, opera, musicals, plays, ballet, and art museums, ranging from 78 to 88 percent who also read. Conversely, of those who participated in reading, 33 percent also attended art museums, 27 percent attended musicals, 18 percent attended plays, 20 percent attended classical music performances, and 13 percent attended jazz. Only

7 percent attended ballet performances, and 5 percent attended opera.

Expenditures on Reading: 1980 - 1986

The Department of Labor's, Bureau of Labor Statistics conducts an annual Consumer Expenditure Survey. Average annual expenditures by urban consumer units for entertainment and reading are shown in table 1-6 for the years 1980 to 1986. According to this survey, the proportion of entertainment expenditures on reading by urban consumers declined slightly during this period, from 13.6 percent of entertainment expenditures in 1980 (\$114 of a total of \$838) to 11.4 percent in 1986 (\$140 of \$1,227).

Persons under 25 years old spent less than half as much on reading as did persons 25 to 34 years old (\$66 and \$136, respectively). Spending on reading peaked from 35 to 54 years of age (\$173 per year), then declined (\$149 per year for persons 55 to 64 years of age; \$130 per year for persons 65 to 74 years of age; and \$93 per year for persons 75 and older).

The lowest expenditures on reading were reported in the South (\$120 per year). In this survey, the Northeast was highest in expenditures (\$154 per year), the Midwest second (\$151 per year), and the West was third (\$140 per year). The BISG and the SPPA studies reported the highest percentages of readers in the West. Perhaps there is a higher concentration of readers in the West but they spend less for reading materials, perhaps because they are younger and share books more often.

Table 6-1.
State distribution of authors: 1970 and 1980

| State | 1970 Rank | Number of authors | Concentration ratio (a) | 1980 Rank | Number of authors | Concentration ratio (a) |
|---------------------|-----------|-------------------|-------------------------|-----------|-------------------|-------------------------|
| California..... | 2 | 5,035 | 1.82 | 1 | 11,272 | 2.26 |
| New York..... | 1 | 5,567 | 2.16 | 2 | 9,361 | 2.67 |
| Illinois..... | 7 | 840 | .53 | 3 | 1,701 | .71 |
| Massachusetts..... | 4 | 1,347 | 1.62 | 4 | 1,525 | 1.24 |
| Texas..... | 9 | 721 | .48 | 5 | 1,487 | .52 |
| New Jersey..... | 8 | 839 | .81 | 6 | 1,370 | .89 |
| Florida..... | 11 | 710 | .81 | 7 | 1,352 | .73 |
| Virginia..... | 6 | 914 | 1.49 | 8 | 1,320 | 1.22 |
| Pennsylvania..... | 10 | 710 | .43 | 9 | 1,237 | .53 |
| Colorado..... | 21 | 318 | 1.06 | 10 | 882 | 1.40 |
| Connecticut..... | 5 | 1,058 | 2.35 | 11 | 873 | 1.28 |
| Maryland..... | 3 | 1,401 | 2.54 | 12 | 864 | .95 |
| Washington..... | 18 | 448 | .97 | 13 | 852 | 1.00 |
| Ohio..... | 12 | 660 | .45 | 14 | 797 | .37 |
| Michigan..... | 13 | 624 | .52 | 15 | 757 | .41 |
| Wisconsin..... | 17 | 453 | .74 | 16 | 656 | .66 |
| Minnesota..... | 14 | 608 | 1.15 | 17 | 632 | .72 |
| Georgia..... | 24 | 243 | .39 | 18 | 605 | .56 |
| Missouri..... | 16 | 462 | .72 | 19 | 590 | .60 |
| Oregon..... | 27 | 191 | .66 | 20 | 566 | 1.04 |
| North Carolina..... | 15 | 511 | .72 | 21 | 513 | .42 |
| Arizona..... | 20 | 336 | 1.51 | 22 | 498 | .96 |
| South Carolina..... | 36 | 77 | .22 | 23 | 338 | .55 |
| New Mexico..... | 29 | 144 | 1.22 | 24 | 335 | 1.40 |
| Indiana..... | 19 | 338 | .46 | 25 | 333 | .30 |
| Louisiana..... | 39 | 73 | .17 | 26 | 324 | .42 |
| Oklahoma..... | 23 | 289 | .86 | 27 | 293 | .50 |
| Tennessee..... | 31 | 133 | .25 | 28 | 286 | .32 |
| Nevada..... | 43 | 47 | .65 | 29 | 255 | 1.37 |
| Maine..... | 41 | 58 | .44 | 30 | 253 | 1.16 |
| Kansas..... | 25 | 235 | .76 | 31 | 252 | .51 |
| Iowa..... | 26 | 211 | .54 | 32 | 236 | .39 |
| Hawaii..... | 33 | 90 | .88 | 33 | 233 | 1.22 |
| New Hampshire..... | 32 | 124 | 1.17 | 34 | 209 | 1.05 |
| Utah..... | 30 | 140 | 1.01 | 35 | 208 | .77 |
| Kentucky..... | 35 | 85 | .21 | 36 | 169 | .25 |
| Rhode Island..... | 38 | 76 | .56 | 37 | 166 | .83 |
| Montana..... | 46 | 17 | .19 | 38 | 157 | 1.00 |
| Idaho..... | 42 | 48 | .51 | 39 | 126 | .69 |
| Alaska..... | 45 | 26 | .76 | 40 | 121 | 1.51 |
| Alabama..... | 22 | 299 | .69 | 41 | 117 | .16 |
| Nebraska..... | 37 | 77 | .37 | 42 | 117 | .36 |
| South Dakota..... | 49 | (b) | (b) | 43 | 100 | .73 |
| Vermont..... | 34 | 86 | 1.42 | 44 | 93 | .88 |
| Arkansas..... | 44 | 38 | .16 | 45 | 88 | .21 |
| Mississippi..... | 28 | 168 | .64 | 46 | 82 | .19 |
| Delaware..... | 40 | 65 | .85 | 47 | 74 | .60 |
| West Virginia..... | 47 | 12 | .06 | 48 | 58 | .18 |
| Wyoming..... | 50 | (b) | (b) | 49 | 53 | .53 |
| North Dakota..... | 48 | 10 | .13 | 50 | 18 | .14 |

Note: States are in order of rank of numbers of authors in 1980. The total number of authors in 1970 was 26,000 and in 1980 was 45,800.

- (a) Concentration ratio: Proportion of authors in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.
- (b) In the rankings (b) is used to represent numbers that are too low to be meaningful (fewer than 10 artists) and the concentration ratios derived from them.

Source: National Endowment for the Arts, Research Division, *Where Artists Live, 1980*, Washington, D.C., Report 19, March 1987, figure V, p. 21. (Data are from U.S. Bureau of the Census, Census of Population.)

Table b-2.

Estimated activity in literature by type of organization as listed by editors of *Coda: Poets and Writers Newsletter*, 1985

| Name of organization | Type of activity | Numbers |
|-------------------------------------------------|-----------------------------------------------------------|---------|
| Academy of American Poets..... | Newsletter circulation to members of affiliated societies | 14,000 |
| Associated Writing Programs..... | Creative writing programs sponsored | 100 |
| | Writing programs listed in catalog | 256 |
| | Members of AWP | 6,122 |
| | Users of job listing service | 1,700 |
| Authors' Guild..... | Members (must be published authors, nominated by peers) | 6,000 |
| International Women's Writing Guild..... | Members | 2,000 |
| | Associate members | 5,000 |
| Poets and Writers..... | Poets and fiction writers | 5,700 |
| | Organizations sponsoring readings | 640 |
| Coordinating Council of Literary Magazines..... | Members (individual presses) | 358 |
| | Magazine titles held in library | 1,800 |
| | Issues held in library | 16,000 |
| Small Press Record of Books in Print*..... | Presses listed currently | 2,000 |
| | Total publications produced | 18,000 |

Note: Information supplied by organizations; figures cannot be added or compared and do not represent total literary activity in the United States.

*Represents small presses in general, for all specialties, including but not limited to literature.

Source: The Writing Business: A Poets and Writers Handbook, by the editors of Coda: Poets and Writers Newsletter, W.W. Norton, Pushcart Press, New York, NY, 1985.

Table 6-3.
Membership figures for selected writers' organizations in selected years, as listed in the Encyclopedia of Associations:
1994-1989

| Organization | 1984 | 1986 | 1988 | 1989 |
|-----------------------------------------------------------------------------------------------------------------|-------------------|-------------------|-------------------|-------------------|
| American Literary Translators Association..... | 400 | 600 | 800 | 1,000 |
| American Science Fiction Association..... Regional/16 (a), State/50 (a) | 12,000 | 26,200(b) | 26,505(a) | NA |
| American Writers Theatre Foundation..... | 500 | 500 | 500 | 500 |
| Associated Writing Programs..... | 4,600 | 7,500 | 7,500 | 7,500 |
| Authors League of America (includes Dramatists Guild, Authors Guild, and other groups).. (Authors Guild).... | 11,000 (6,000) | 12,500 (6,000) | 13,500 (6,000) | 14,700 (6,500) |
| Children's Literature Association..... | 900 | 900 | 1,000 | 1,000 |
| Coordinating Council of Literary Magazines..... | 400(a) | 400(a) | 400(a) | 400(a) |
| Council of Writers Organizations..... (Writers represented)..... | 22(a) (b) | 23(a) 24,000 | 23(a) 24,000 | 24(a) 35,000 |
| Feminist Writers Guild Local/16 (a)..... | 1,000 | 1,000 | 1,000 | 1,000 |
| Maine Society of America..... | 200 | 200 | 200 | 500 |
| International Black Writers Conference..... | NA | 200 | 200 | 500 |
| International Women's Writing Guild..... | 6,000 | 6,000 | 6,000 | 6,000 |
| Mystery Writers of America..... | 1,500 | 1,500 | 1,500 | 2,200 |
| National Association for the Preservation and Perpetuation of Storytelling..... | 1,500 | 1,500 | 1,500 | 3,300 |
| National Federation of State Poetry Societies..... State/42 (a), Local/170 (a) | 7,500 | 7,500 | 7,500 | 7,500 |
| National League of American Pen Women..... State/47 (a), Local/220 (a) | 6,300 | 6,000 | 6,000 | 6,000 |
| National Poetry Day Committee..... State/350 (a), Local/200 (a) | 17,000 | 17,000 | 17,000 | 17,000 |
| National Poetry Foundation..... | 950 | 950 | 950 | 950 |
| National Story League..... Regional/3 (a), State/45 (a), Local/2 (a) | 1,000 | 1,000 | 1,000 | 15,000 |
| Poetry Society of America..... | 1,200 | 1,200 | 1,500 | 1,700 |
| Romance Writers of America..... Regional/7 (a), Local/84 (a) | 1,500 | 2,100 | 3,000 | 3,600 |
| Science Fiction Writers of America..... | 600 | 700 | 800 | 800 |
| Small Press Writers of America (horror/science fiction writers)..... | 220 | 247 | 400 | 400 |
| Society of Children's Book Writers..... Regional/25 (a), Local/32 (a) | 2,000 | 2,000 | 3,000 | 5,000 |
| Western World Maine Society..... | 100 | 100 | 100 | (c) |
| Western Writers of America..... | 424 | 473 | 473 | 473 |
| World Science Fiction Society..... | 10,000 | 10,000 | 10,000 | 10,000 |

NA - Not available.

Note: Numbers of members of organizations do not necessarily represent the number of writers in all cases; some organizations include persons interested in a particular genre. In addition, "writers" who are members of most groups may or may not be published, and may be full-time, part-time, or occasional writers. There is no comparability in the way "members" are defined, membership year periods, or the time each organization compiled its data. In addition, there is no means of excluding overlapping membership (persons belonging to more than one organization), and this is by no means a comprehensive list of writers' organizations. Figures are listed over a four-year period for comparative trend purposes. Only one organization reported a decline in membership from 1984 to 1986, and the total membership reported by these organizations increased by more than 4,000 from 1984 to 1986, and by more than 19,500 from 1984 to 1986. If the merger of organizations described in (b) is subtracted, the increase from 1984 to 1986 is 5,376.

(a) Number indicates number of groups or organizations, not individual writers.

(b) Increase of more than 14,000 members from 1984 is the result of merger with two other organizations.

(c) Inactive

Source: *Encyclopedia of Associations, 1994, 18th edition*, Denise S. Ahey, Katherine Gruber, and Karin E. Koak, eds., Gale Research Company, Detroit, MI, 1983; *Encyclopedia of Associations, 1986, 20th edition*, Katherine Gruber, ed., Gale Research Company, Detroit, MI, 1985; and *Encyclopedia of Associations, 1988, 22nd edition*, Karin E. Koak and Susan B. Martin, eds., Gale Research Company, Detroit, MI, 1987; *Encyclopedia of Associations, 1990, 24th edition*, Deborah M. Burek, Karen E. Koak, and Annette Bovolito, eds., Gale Research Company, Detroit, MI, 1989.

Table 6-4.

Earned degrees in English and literature conferred by institutions of higher education, by level of degree and sex of student: 1949-50 to 1985-86

| Year | Bachelor's degrees | | | Master's degrees | | | Doctor's degrees | | |
|--------------|--------------------|--------|--------|------------------|-------|-------|------------------|-------|-------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| 1949-50..... | 17,240 | 8,221 | 9,019 | 2,259 | 1,320 | 939 | 230 | 181 | 49 |
| 1951-52..... | 14,058 | 5,798 | 8,260 | 1,922 | 1,043 | 879 | 284 | 237 | 47 |
| 1953-54..... | 12,545 | 4,726 | 7,819 | 1,674 | 862 | 812 | 356 | 290 | 66 |
| 1955-56..... | 14,385 | 5,526 | 8,859 | 1,892 | 969 | 923 | 382 | 323 | 59 |
| 1957-58..... | 16,631 | 6,733 | 9,898 | 2,319 | 1,207 | 1,112 | 333 | 280 | 53 |
| 1959-60..... | 20,128 | 7,580 | 12,548 | 2,931 | 1,458 | 1,473 | 397 | 314 | 83 |
| 1961-62..... | 24,334 | 8,531 | 15,803 | 3,514 | 1,702 | 1,812 | 486 | 390 | 96 |
| 1963-64..... | 32,614 | 10,943 | 21,671 | 4,443 | 2,015 | 2,428 | 556 | 441 | 115 |
| 1965-66..... | 39,015 | 13,196 | 25,819 | 6,265 | 2,854 | 3,411 | 699 | 540 | 159 |
| 1967-68..... | 47,977 | 15,700 | 32,277 | 7,916 | 3,434 | 4,482 | 977 | 717 | 260 |
| 1969-70..... | 56,400 | 18,644 | 37,756 | 8,480 | 3,309 | 5,171 | 1,205 | 832 | 373 |
| 1970-71..... | 57,026 | 19,000 | 38,026 | 8,935 | 3,485 | 5,450 | 1,441 | 1,021 | 420 |
| 1971-72..... | 55,991 | 19,169 | 36,822 | 8,714 | 3,356 | 5,358 | 1,591 | 1,056 | 535 |
| 1972-73..... | 52,478 | 18,544 | 33,934 | 8,151 | 3,203 | 4,948 | 1,631 | 1,040 | 591 |
| 1973-74..... | 47,343 | 17,091 | 30,252 | 7,906 | 3,192 | 4,714 | 1,616 | 1,006 | 610 |
| 1974-75..... | 40,297 | 14,727 | 25,570 | 7,620 | 2,932 | 4,688 | 1,507 | 884 | 623 |
| 1975-76..... | 35,432 | 13,252 | 22,180 | 7,217 | 2,775 | 4,442 | 1,511 | 856 | 655 |
| 1976-77..... | 31,996 | 11,816 | 20,180 | 6,513 | 2,436 | 4,077 | 1,318 | 718 | 600 |
| 1977-78..... | 29,732 | 10,837 | 18,895 | 6,351 | 2,292 | 4,059 | 1,265 | 670 | 595 |
| 1978-79..... | 27,720 | 9,776 | 17,944 | 5,522 | 2,015 | 3,507 | 1,137 | 600 | 537 |
| 1979-80..... | 26,638 | 9,032 | 17,606 | 5,122 | 1,857 | 3,265 | 1,131 | 594 | 537 |
| 1980-81..... | 26,006 | 8,788 | 17,218 | 4,948 | 1,793 | 3,155 | 1,047 | 494 | 553 |
| 1981-82..... | 26,152 | 8,692 | 17,460 | 4,809 | 1,698 | 3,111 | 974 | 455 | 519 |
| 1982-83..... | 25,632 | 8,550 | 17,082 | 4,350 | 1,538 | 2,812 | 890 | 416 | 474 |
| 1983-84..... | 26,419 | 8,723 | 17,696 | 4,403 | 1,566 | 2,837 | 941 | 421 | 520 |
| 1984-85..... | 26,536 | 8,862 | 17,674 | 4,571 | 1,590 | 2,981 | 943 | 426 | 517 |
| 1985-86..... | 27,360 | 9,150 | 18,210 | 4,923 | 1,740 | 3,183 | 937 | 405 | 532 |

Note: English literature field includes degrees conferred in general English, English literature, comparative literature, classics, creative writing, composition, American literature, and technical and business writing.

Source: U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys.

As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics, 1988, U.S. Government Printing Office, Washington, D.C., September 1988, table 195, p. 233.

Methodological note: Although a strenuous effort has been made to provide a consistent series of data, minor changes have occurred over time in the way degrees are classified and reported. Any degrees classified in early surveys as "first-professional" are included above with bachelors degrees; any degrees classified as "second-professional" or "second-level" are included with masters degrees. Data for all years are for 50 States and the District of Columbia.

Table 6-5.
Number of creative writing programs included in Associated Writing Programs (AWP) Official Guide to Writing Programs: 1975, 1984 and 1989

| Formal degree-granting programs: | 1975 | 1984 | 1989 |
|-------------------------------------------------------------|------|------|------|
| Associate of Arts (AA)..... | (a) | (a) | 5 |
| Bachelor of Arts (BA) with concentration in writing..... | 24 | 155 | 260 |
| Bachelor of Fine Arts (BFA)..... | 3 | 10 | 8 |
| Bachelor of Science (BS) with concentration in writing..... | (a) | (a) | 10 |
| Bachelor of Science and Education (BSE).. | (a) | (a) | 2 |
| Master of Arts (MA)..... | 32 | 99 | 177 |
| Master of Fine Arts (MFA)..... | 15 | 37 | 48 |
| Masters in English Teaching (MAET)..... | (a) | (a) | 1 |
| Masters in Professional Writing (MPW).... | (a) | (a) | 1 |
| Masters of Science (MS)..... | (c) | (a) | 4 |
| Masters in Technical and Science Communication (ITSC)..... | (a) | (a) | 1 |
| Doctor of Philosophy (PhD)..... | 5 | 20 | 33 |
| Doctor of Arts (DA)..... | 1 | 5 | 6 |
| Total degree-granting programs..... | 81 | 320 | 328 |
| Programs not granting degrees (b)..... | 57 | 80 | 1 |

Notes: In 1975, 1984, and 1989, Associated Writing Program (AWP) conducted a survey of institutions granting formal degrees in creative writing. In some cases, the institutions listed the program under literature or arts rather than as "creative writing," but the content of the program was actually creative writing. These programs were included where known. Includes programs in the United States and Canada. Increases in this table may reflect change in reporting practices as well as growth in programs.

(a) Not a separate category in this year.

(b) Content of this category varies from year to year.

Source: Associated Writing Programs (AWP), Old Dominion University, Norfolk, VA, 1989.

Table 6-6.
Hours worked per week by full-time/part-time authors and by occupational commitments: 1979

| Average hours per week writing | Self-designation of time commitment* | | Occupational commitment* | |
|--------------------------------|--------------------------------------|----------------------------|--------------------------|-------------------|
| | Full-time freelance author | Part-time freelance author | Hold other paid job | No other paid job |
| | (percentage distribution) | | | |
| 0-9..... | 4 | 33 | 28 | 10 |
| 10-19..... | 8 | 34 | 29 | 13 |
| 20-39..... | 48 | 29 | 34 | 43 |
| 40+..... | 40 | 5 | 10 | 34 |
| Total (rounded)..... | 100 | 101 | 101 | 100 |
| (N =)..... | (1,038) | (1,024) | (983) | (1,144) |

Note: Authors were asked to estimate the amount of time they devoted to writing: "On average in the last year how many hours per week did you spend writing or directly working in some other way on your own book or article?" This question was deliberately worded so that authors would include research and thinking time, as well as time spent on other activities that directly contributed to their writing product.

*Classification categories in this table reflect respondents' self-designation as to time and occupational commitment and are not the same as the typology developed by the study as presented in chart 6-1 and table 6-7.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, table 3.1, p. 43, and table 3.2, p. 44.

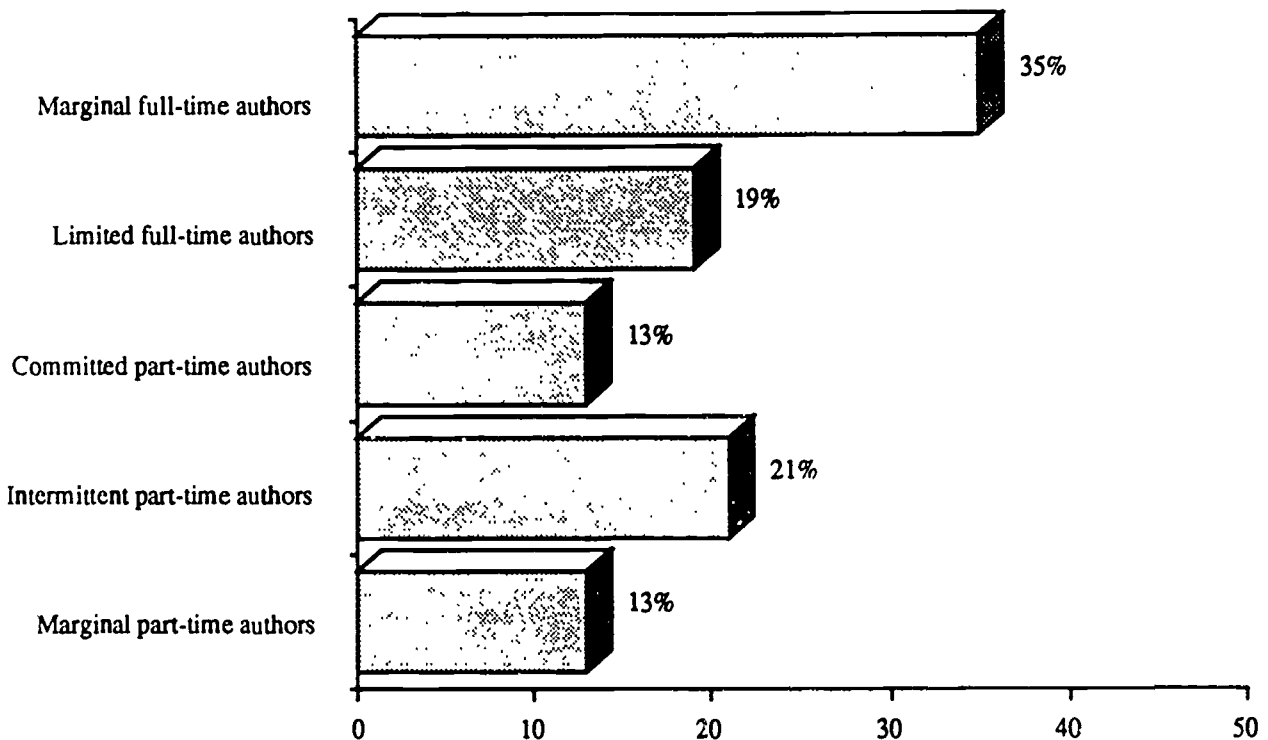
Methodological note: Based on a survey conducted in 1979 by the Center for Social Sciences, Columbia University. Questionnaires were mailed to a sample of 3,200 of the 5,000 members of the Authors Guild and to 1,900 of the 3,750 writers invited to be members of the guild in 1976-1979. Virtually all writers sampled had published at least one book; 2,241 persons (46 percent) returned questionnaires after two mailings. The results are best interpreted as reflecting Authors Guild eligible respondents not the writing profession as a whole.

Chart 6-1.

Percent of authors, by type, full-time and part-time: 1979*

* Typology of authors, Center for Social Sciences, Columbia University, 1979

| | |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Marginal full-time authors | Spends at least 25 hours a week on writing and holds no other paid positions (though in some cases earns irregular fees-for-service-writing-related income from editing, translating, and the like). |
| Limited full-time authors | Spends no more than 25 hours a week on writing and holds no other regular paid job. |
| Committed part-time authors | Holds a position other than freelance writing, yet averages 25 hours a week or more on writing. This group of authors testifies to the commonplace that time is not a zero-sum phenomenon. In effect, these are authors who hold two substantial positions. |
| Intermittent part-time authors | Holds a paid position other than freelance writing, and devotes a smaller but still considerable number of hours a week to writing (10 to 24 hours). |
| Marginal part-time authors | Holds a paid position unconnected with the writing craft and puts in fewer than 10 hours a week on writing. |



Source: Paul William Kingston and Jonathon R. Cole. *The Wages of Writing: Per Word, Per Piece, or Perhaps*. Columbia University Press, New York, 1986, pp.45 and 46; See methodological note with table 6-6 of this report.

Table 6-7.

Type of occupation of authors holding other paid positions: 1979 (Authors Guild based sample)

| Type of occupation | Percent |
|----------------------------------------|---------|
| University teaching..... | 36 |
| Editor/publisher..... | 11 |
| Journalist..... | 5 |
| Manager/proprietor..... | 5 |
| Primary/secondary school teaching..... | 4 |
| Clerical/secretarial..... | 3 |
| Blue collar/service..... | 1 |
| Sales/technical..... | 3 |
| Public relations.. | 5 |
| Other professional*..... | 20 |
| Other..... | 7 |
| Total (rounded)..... | 100 |

Note: 1,035 authors responded to the question on other occupation. See table 6-6 for methodological note.

* Other professional occupations included lawyers, physicians, clergy, computer programmers, and many kinds of "artistic" people.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, table 3.3, p. 49.

Table 6-8.

Earnings from writing by type of author: 1979 (Authors Guild based sample)

| Author type* | Writing-related income in 1979 | | | | | | | Row total |
|-----------------------------|--------------------------------|---------------|---------------|-----------------|-----------------|-----------------|------------|----------------|
| | \$0-2,499 | \$2,500-4,999 | \$5,000-9,999 | \$10,000-19,999 | \$20,000-49,999 | \$50,000-99,999 | \$100,000+ | |
| | (percentage distribution) | | | | | | | |
| Committed full-timers..... | 21 | 8 | 16 | 16 | 23 | 8 | 7 | 99 N = 661 |
| Limited full-timers..... | 41 | 18 | 10 | 13 | 9 | 6 | 3 | 100 N = 330 |
| Committed part-timers..... | 32 | 13 | 17 | 13 | 16 | 6 | 3 | 100 N = 238 |
| Intermittent part-timers... | 49 | 15 | 17 | 11 | 5 | 1 | 1 | 99 N = 403 |
| Marginal part-timers..... | 64 | 14 | 9 | 8 | 3 | 1 | NA | 99 N = 239 |

NA - Not applicable.

Note: Percentages represent the proportion within each author type with an income corresponding to each income category. Percentages for each type add across to 100 percent (allowing for discrepancies caused by rounding). See table 6-6 for methodological note.

*Typology of authors, Center for Social Sciences, Columbia University, 1979:

Committed full-time author: Spends at least 25 hours a week on writing and holds no other paid positions (though in some cases earns irregular fees-for-service-writing-related income from editing, translating, and the like).

Limited full-time author: Spends no more than 25 hours a week on writing and holds no other irregular paid job.

Committed part-time author: Holds a paid position other than freelance writing, yet averages 25 hours a week or more on writing. This group of authors testifies to the commonplace that time is not a zero-sum phenomenon. In effect, these are authors who hold two substantial positions.

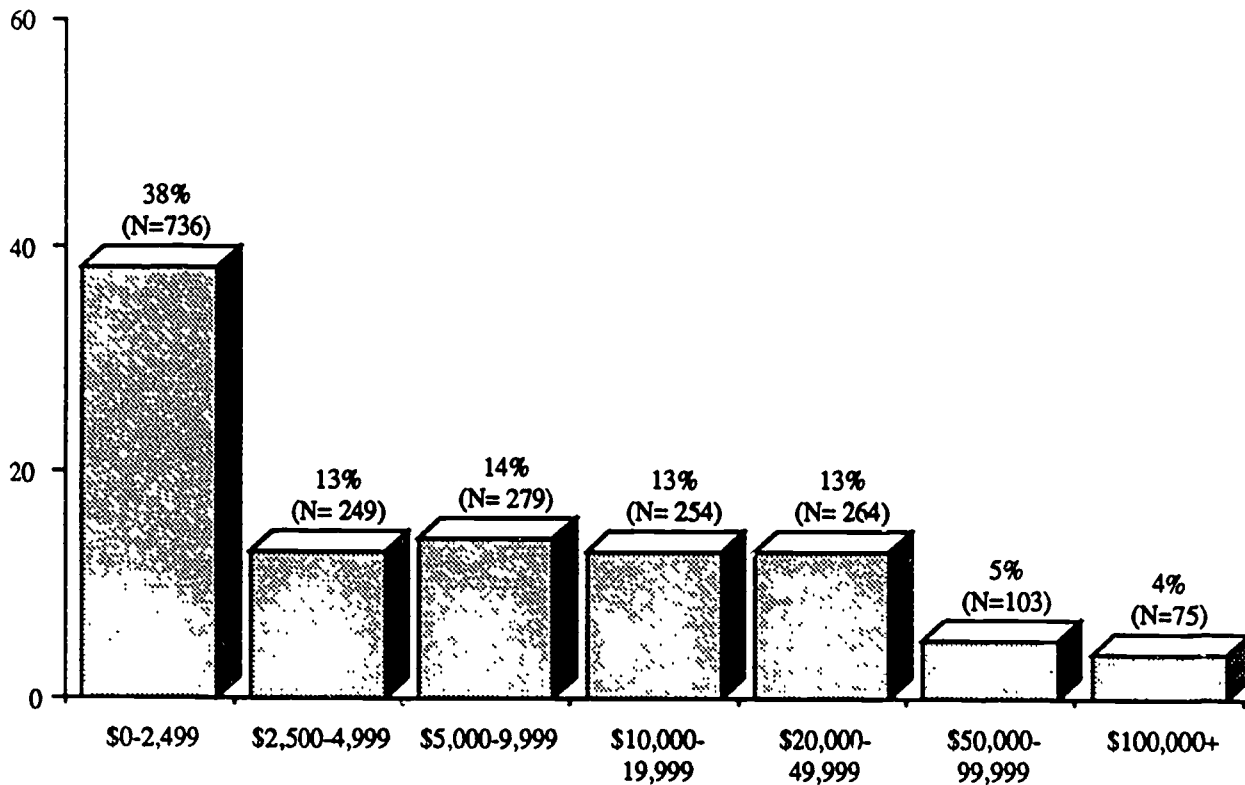
Intermittent part-time author: Holds a paid position other than freelance writing, and devotes a smaller but still considerable number of hours a week to writing (10 to 24 hours).

Marginal part-time author: Holds a paid position unconnected with the writing craft and puts in fewer than 10 hours a week on writing.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, table 4.3, p. 67.

Chart 6-2.

Percentage distribution of authors writing related income (Authors Guild based sample): 1979



Source: Paul William Kingston and Jonathon R. Cole. *The Wages of Writing, Per Word, Per Piece, or Perhaps...* Columbia University Press, New York, 1986, figure 4-1, p. 58; See methodological note with table 6-6 of this report.

Table 6-9.
 Median writing income of authors by time commitment and sex: 1979
 (Authors Guild based sample)

| Hours spent writing per week | Median income | | Number reporting | |
|---------------------------------|---------------|--------|------------------|-------|
| | Men | Women | Men | Women |
| | (in dollars) | | | |
| 0-9 hours..... | 1,500 | 1,250 | 200 | 119 |
| 10-19 hours..... | 2,325 | 2,160 | 230 | 142 |
| 20-39 hours..... | 6,250 | 5,000 | 404 | 326 |
| 40 or more hours..... | 18,600 | 10,500 | 297 | 136 |

Note: See table 6-6 for methodological note.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, figure 4.4, p. 77.

Table 6-10.

Median writing income of authors by time commitment and genre: 1979
(Authors Guild based sample)

| Hours spent writing per week | Median income (number reporting in parentheses) | | | |
|---------------------------------|-------------------------------------------------|---------------------|------------------|------------------|
| | Children's books | Adult nonfiction | Adult fiction | Genre fiction |
| | (in dollars) | | | |
| 0-9 hours..... | 2,050 (54) | 1,300 (87) | 500 (43) | 1,000 (25) |
| 10-19 hours..... | 2,964 (69) | 2,050 (72) | 1,400 (60) | 3,300 (35) |
| 20-39 hours..... | 7,000 (111) | 5,500 (171) | 5,948 (168) | 6,000 (113) |
| 40 or more hours..... | 16,100 (41) | 13,500 (147) | 10,000 (79) | 31,500 (56) |

Note: See table 6-6 for methodological note.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, figure 4.5, p. 87.

Table 6-11.
Income of authors from book writing by genre: 1979 (Authors Guild based sample)

| Writing income in 1979 | Genre | | | | | | | | | | | Total N | |
|---------------------------|---------------------------|-----------------------------|---------------------------------------------|--------------------------|-----------------|------------------------------------------------|--------|--------------------------|-----------------------------|-------------------|-------|------------|-----|
| | Genre fiction | General adult fiction | Acad- emically oriented nonfiction | Adult non- fiction | How-to books | Technical reports, manuals, handbooks | Poetry | Chil- dren's books | Religious, inspirational | Trans- lations | Other | | |
| | (percentage distribution) | | | | | | | | | | | | |
| \$0-2,499..... | 17 | 29 | 54 | 34 | 37 | 38 | 59 | 23 | 25 | 60 | 46 | 33 | 379 |
| \$2,500-4,999..... | 10 | 16 | 14 | 13 | 12 | 15 | 14 | 18 | 17 | 0 | 13 | 14 | 162 |
| \$5,000-9,999..... | 15 | 10 | 14 | 15 | 21 | 10 | 9 | 21 | 8 | 20 | 17 | 15 | 177 |
| \$10,000-19,999..... | 12 | 13 | 10 | 18 | 21 | 15 | 9 | 18 | 17 | 0 | 17 | 15 | 175 |
| \$20,000-49,999..... | 21 | 18 | 7 | 13 | 7 | 18 | 9 | 12 | 17 | 0 | 8 | 13 | 160 |
| \$50,000-99,999..... | 13 | 9 | 0 | 6 | 1 | 3 | 0 | 4 | 8 | 20 | 0 | 6 | 68 |
| \$100,000+..... | 10 | 6 | 1 | 2 | 1 | 3 | 0 | 3 | 8 | 0 | 0 | 3 | 42 |
| Total (rounded)..... | 98 | 101 | 100 | 101 | 100 | 102 | 100 | 99 | 100 | 100 | 101 | 99 | |
| Number of responses.. | 149 | 207 | 138 | 302 | 18 | 40 | 22 | 196 | 12 | 5 | 24 | 1,163 | |

Note: Only recently published authors (1977-1980) are included in this table. See table 6-6 for methodological note.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1936, table 4.7, p. 85.

Table 6-12.

Total personal income and ratio of writing income to total personal income of authors by author type: 1979 (Authors Guild based sample)

| Income | Author type* | | | | | |
|--------------------------------------------------------------|-------------------------|-----------------------|---------------------|-----------------------|--------------------------|----------------------|
| | Total sample of authors | Committed full-timers | Limited full-timers | Committed part-timers | Intermittent part-timers | Marginal part-timers |
| | (in dollars) | | | | | |
| Median..... | 27,000 | 24,000 | 19,000 | 29,650 | 31,425 | 30,825 |
| 90 percent..... | 78,720 | 95,000 | 66,700 | 75,503 | 72,710 | 74,750 |
| 75 percent..... | 45,000 | 45,988 | 36,000 | 46,875 | 46,750 | 48,000 |
| 25 percent..... | 13,000 | 10,031 | 8,020 | 15,368 | 18,688 | 21,000 |
| 10 percent..... | 5,000 | 3,500 | 3,941 | 7,288 | 8,000 | 9,525 |
| N..... | 1,903 | 628 | 319 | 236 | 396 | 244 |
| Median ratio of writing income to total personal income..... | .33 | .77 | .29 | .26 | .10 | .05 |
| N..... | | 595 | 294 | 226 | 377 | 221 |

Note: See table 6-6 for methodological note.

*Types of authors are defined in notes to chart 6-1 and table 6-8.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, table 4.8, p. 100.

Table 6-13.

Authors' writing income compared with total family income: 1978 (Authors Guild based sample)

| Income bracket | 1978* | |
|--------------------------|---------------------------|---------------------|
| | Writing income | Total family income |
| | (percentage distribution) | |
| \$0 - 3,150..... | 37 | 2 |
| \$3,151 - 5,250..... | 12 | 2 |
| \$5,251 - 10,500..... | 16 | 6 |
| \$10,501 - 21,000..... | 14 | 15 |
| \$21,001 - 31,520..... | 8 | 19 |
| \$31,521 - 52,520..... | 5 | 29 |
| \$52,521 - 105,050..... | 5 | 20 |
| \$105,051 - 210,000..... | 2 | 6 |
| \$210,001+..... | 1 | 2 |
| Total percent..... | 100 | 101 |
| N..... | 1,619 | 1,622 |

Note: See table 6-6 for methodological note.

*The 1978 values for writing income do not represent salaried income. They include income directly related to writing and other freelance writing income.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1980, table 4.10, p. 106 and table 4.11, p. 107.

Table 6-14.

Authors' income in best year compared to income in 1979 (Authors Guild based sample)

| Percent of authors reporting income in best year, adjusted for inflation | | | | | | | | |
|--------------------------------------------------------------------------|-----------|---------------|---------------|-----------------|-----------------|-----------------|------------|-------|
| 1979 writing income | \$0-2,499 | \$2,500-4,999 | \$5,000-9,999 | \$10,000-19,999 | \$20,000-49,999 | \$50,000-99,999 | \$100,000+ | Total |
| \$0-2,499..... | 100 | 69 | 47 | 32 | 16 | 10 | 12 | 37 |
| \$2,500-4,999..... | NA | 31 | 20 | 17 | 9 | 3 | 3 | 13 |
| \$5,000-9,999..... | NA | NA | 33 | 19 | 17 | 10 | 4 | 15 |
| \$10,000-19,999..... | NA | NA | NA | 32 | 19 | 13 | 6 | 13 |
| \$20,000-49,999..... | NA | NA | NA | NA | 39 | 30 | 19 | 14 |
| \$50,000-99,999..... | NA | NA | NA | NA | NA | 34 | 14 | 5 |
| \$100,000+..... | NA | NA | NA | NA | NA | NA | 43 | 4 |
| Total (rounded)..... | 100 | 100 | 100 | 100 | 100 | 100 | 101 | 101 |
| N..... | 150 | 202 | 280 | 336 | 390 | 173 | 133 | 1664 |

NA - Not applicable.

Note: See table 6-6 for methodological note.

Source: Paul William Kingston and Jonathan R. Cole, The Wages of Writing: Per Word, Per Piece, or Perhaps, Columbia University Press, New York, NY, 1986, table 4.2, p. 63.

Table 3-15.
Summary of Authors Guild surveys of book contract provisions: 1976-1987
 (continued on next page)

| Book contract provisions | Survey VI/V (1976) | Survey IX (1981) | Survey XII (1984) | Survey XIII (1985) | Survey XIV (1986/87) |
|----------------------------------------------------------------|--------------------------|------------------------|-------------------------|--------------------------|----------------------------|
| Number of contracts..... | (282) | (305) | (299) | (256) | (315) |
| Range of advances | (percent) | | | | |
| No advance..... | 5.3 | 1.0 | 3.7 | 1.2 | 3.2 |
| Under \$5,000..... | 28.7 | 12.8 | 9.4 | 12.1 | 11.7 |
| \$5,000 to 9,999..... | 28.0 | 19.7 | 15.7 | 20.7 | 20.6 |
| \$10,000 to 19,999..... | 18.1 | 21.6 | 20.1 | 28.5 | 17.5 |
| \$20,000 to 39,999..... | 10.3 | 12.8 | 18.7 | 15.6 | 19.7 |
| Over \$40,000..... | 7.1 | 8.5 | 15.4 | 21.9 | 25.4 |
| Not answered/unclear..... | 2.5 | 23.6 | 17.0 | NA | 1.9 |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |
| Royalty provisions | | | | | |
| Common royalty or equivalent (a)..... | 56.0 | 63.0 | 56.4 | 61.7 | 54.3 |
| Better royalty provisions (b)..... | 28.9 | 15.8 | 19.4 | 12.9 | 14.9 |
| Worse royalty provisions (c)..... | 10.1 | 17.3 | 21.2 | 23.1 | 20.6 |
| Other/no answer..... | 5.0 | 3.9 | 3.0 | 2.3 | 10.2 |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |
| Hardcover royalty rates | | | | | |
| 10 percent (5,000); 12 1/2 percent (5,000); 15 percent..... | 56.0 | 63.0 | 54.5 | 61.3 | 54.0 |
| 10 percent (5,000); 12 1/2 percent (2,500); 15 percent..... | 9.9 | 4.3 | 3.0 | 2.0 | 2.5 |
| 15 percent all copies..... | 10.3 | 8.2 | 13.4 | 6.7 | 8.9 |
| More than 15 percent, all copies..... | NA | NA | NA | .8 | NA |
| Other royalties based on list price | | | | | |
| Better..... | 8.9 | 3.3 | 3.0 | 3.6 | 3.5 |
| Worse..... | 8.9 | 16.0 | 18.7 | 21.2 | 20.6 |
| Even..... | NA | NA | 2.0 | NA | .3 |
| Royalties based on publishers' receipts... | 1.4 | 1.3 | 2.0 | 2.0 | 5.4 |
| Special arrangements..... | NA | NA | NA | .4 | NA |
| Not answered/unclear..... | 4.6 | 3.9 | 3.3 | 2.0 | 4.8 |
| | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |

NA - No responses or less than .1 percent.

- (a) The most common royalty rate is 10 percent on the first 5,000 copies sold; 12 1/2 percent on the next 5,000 copies sold; and 15 percent on all copies sold after the first 10,000.
- (b) The most common "better" royalty provision are 10 percent on the first 5,000 copies sold; 12 1/2 percent on the next 2,500 copies sold; and 15 percent on all copies sold after 7,500. Better royalty agreements included here also include 15 percent on all copies sold.
- (c) Includes all royalty provisions offering smaller percentages to authors or raising the percentage of royalties after more than 10,000 copies are sold.

Table 6-15.

Summary of Authors Guild surveys of book contract provisions: 1976-1987
(continued from previous page)

| | Survey VI/V (1976) | Survey IX (1981) | Survey XII (1984) | Survey XIII (1985) | Survey XIV (1986/87) |
|---------------------------------------------|--------------------------|------------------------|-------------------------|--------------------------|----------------------------|
| Book contract provisions | | | | | |
| Author's share of mass market proceeds..... | (percent) | | | | |
| 50 percent share..... | 69.9 | 67.9 | 60.9 | 60.7 | 54.6 |
| Other clauses increasing author's share... | 12.4 | 14.1 | 10.4 | 9.9 | 5.4 |
| 60 percent share..... | 2.1 | 1.6 | 2.3 | .4 | 2.9 |
| Over 60 percent share..... | 1.1 | 1.3 | .7 | .8 | 1.6 |
| Full royalty..... | 5.3 | 6.2 | 8.0 | 1.6 | NA |
| Less than 50 percent or 50 percent of net. | NA | NA | NA | .8 | NA |
| Special arrangement..... | NA | NA | NA | NA | 3.8 |
| Hard/soft arrangement..... | NA | NA | NA | NA | 15.6 |
| Not answered/unclear..... | 9.2 | 8.9 | 17.7 | 25.8 | 16.1 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

NA - No responses or less than .1 percent.

Note: Totals of columns by subgroups may not add to 100.0 due to rounding or missing data.

Source: "Guild Releases Number XIV in Series of Trade Book Contract Surveys," in *Authors Guild Bulletin*, Spring 1989; text table, p. 1; table A-1, p. 2; table C-1, p. 4; and table D-1, p. 6.

Methodological note: The report of the Authors Guild Book Contract Committee on the fourteenth (1986-87) survey of trade book publishing contracts is based on responses on 315 contracts -- 142 for nonfiction and 173 for fiction. These contracts were made by 85 publishers, of which 34 are controlled by 13 conglomerate publishing companies. Eleven university presses and eight small presses are also included. Of the 315 contracts, 234 (74%) were negotiated by an agent or attorney (96 nonfiction and 138 fiction). The numbers of contacts for earlier surveys were as follows: Survey XIII (1985), 256 contracts; Survey XII (1984), 299 contacts; Survey IX (1981), 305 contacts; Survey VI/V (1976), 282 contracts. The percent of contracts negotiated by agents has remained between 70 and 86 percent throughout this series of surveys. Because of the significant changes in the Consumer Price Index between 1976 and 1985, a 1976 dollar was worth only \$0.53 in 1985. To compare data in the 1976 survey with those in the 1985 survey, the brackets should be indexed up one bracket, with "Over \$40,000" comparable to "Over \$75,000" in the 1985 survey (not shown).

Table 6-16.

Summary of contract provisions for fiction and nonfiction books, in contracts negotiated by authors' representatives or not represented, Authors Guild survey: 1987

| Contract provisions | Number of contracts | | | | Total number | Percent |
|----------------------------------------------------------------|-------------------------------|-------------|-----------------|-------------|--------------|---------|
| | Negotiated by representatives | | Not represented | | | |
| | Fiction | Non-fiction | Fiction | Non-fiction | | |
| Range of advances | | | | | | |
| No advance..... | 1 | 0 | 2 | 7 | 10 | 3.2 |
| Under \$5,000..... | 17 | 2 | 10 | 8 | 37 | 11.7 |
| \$5,000 to 9,999..... | 36 | 15 | 5 | 9 | 65 | 20.6 |
| \$10,000 to 19,999..... | 15 | 28 | 4 | 8 | 55 | 17.5 |
| \$20,000 to 39,999..... | 24 | 28 | 5 | 5 | 62 | 19.7 |
| \$40,000 to \$74,999..... | 16 | 12 | 4 | 2 | 34 | 10.8 |
| \$75,000 to \$100,000..... | 9 | 3 | 0 | 1 | 13 | 4.1 |
| Over \$100,000..... | 22 | 9 | 1 | 1 | 33 | 10.5 |
| Not answered/unclear..... | 2 | 3 | 0 | 1 | 6 | 1.9 |
| Total..... | 142 | 100 | 31 | 42 | 315 | 100.0 |
| Hardcover royalty rates | | | | | | |
| 10 percent (5,000); 12 1/2 percent (5,000); 15 percent..... | 81 | 59 | 14 | 16 | 170 | 54.0 |
| 10 percent (5,000); 12 1/2 percent (2,500); 15 percent..... | 4 | 3 | 0 | 1 | 8 | 2.5 |
| 15 percent all copies..... | 18 | 8 | 0 | 2 | 28 | 8.9 |
| Other royalties based on list price..... | 27 | 22 | 13 | 15 | 77 | 24.4 |
| Royalties based on publisher's receipts..... | 2 | 4 | 3 | 8 | 17 | 5.4 |
| Special arrangements..... | 0 | 0 | 0 | 0 | 0 | 0.0 |
| Not answered/unclear..... | 6 | 2 | 3 | 4 | 15 | 4.8 |
| Total..... | 138 | 98 | 33 | 46 | 315 | 100.0 |
| Author's share of mass market proceeds | | | | | | |
| 50 percent share..... | 71 | 62 | 16 | 23 | 172 | 54.6 |
| Other clauses increasing author's share..... | 10 | 7 | NA | NA | 17 | 5.4 |
| 60 percent share..... | 8 | 1 | NA | NA | 9 | 2.9 |
| Over 60 percent share..... | 2 | 2 | 1 | NA | 5 | 1.6 |
| Special arrangements..... | 6 | 3 | 3 | NA | 12 | 3.8 |
| Hard/soft arrangement..... | 31 | 10 | 5 | 3 | 49 | 15.6 |
| Not answered/unclear..... | 12 | 13 | 7 | 19 | 51 | 16.1 |
| Total..... | 140 | 98 | 32 | 45 | 315 | 100.0 |

NA - No responses.

Source: "Guild Releases Number XIV in Series of Trade Book Contract Surveys," in *Authors Guild Bulletin*, Spring 1989; table C, p. 4; table A, p. 2; table D, p. 5.

Methodological notes: The report of the Authors Guild Book Contract Committee on the fourteenth survey of trade book publishing contracts is based on responses on 315 contracts -- 142 for nonfiction and 173 for fiction. Contracts were made by 85 publishers, of which 34 are controlled by 13 conglomerate publishing companies. Eleven university presses and eight small presses also are included. Of the 315 contracts, 234 (74.3 percent) were negotiated by an agent or attorney (96 nonfiction and 138 fiction). The percent of contracts negotiated by agents has remained between 70 and 85 percent throughout this series of surveys.

Table 6-17.

Copyright registrations, by subject matter: 1870-1900 (continued on next page)

| Year | Total copy copyright registra- tions (a) | Periodicals | Dramatic composi- tions (b) | Musical composi- tions | Maps | Commercial prints and labels (a) |
|------------|---------------------------------------------------|-------------|-----------------------------------|------------------------------|------|----------------------------------------|
| 1870 (d).. | 5,600 | (c) | (c) | (c) | (c) | (c) |
| 1871..... | 12,688 | (c) | (c) | (c) | (c) | (c) |
| 1872..... | 14,164 | (c) | (c) | (c) | (c) | (c) |
| 1873..... | 15,352 | (c) | (c) | (c) | (c) | (c) |
| 1874..... | 16,283 | (c) | (c) | (c) | (c) | 232 |
| 1875..... | 15,927 | (c) | (c) | (c) | (c) | 232 |
| 1876..... | 14,882 | (c) | (c) | (c) | (c) | 472 |
| 1877..... | 15,758 | (c) | (c) | (c) | (c) | 392 |
| 1878..... | 15,798 | 3,424 | 372 | 3,772 | (c) | 492 |
| 1879..... | 18,125 | 3,608 | 414 | 4,688 | (c) | 355 |
| 1880..... | 20,686 | 4,369 | 496 | 5,628 | (c) | 203 |
| 1881..... | 21,075 | 4,339 | 415 | 5,578 | (c) | 202 |
| 1882..... | 22,918 | 4,612 | 458 | 6,143 | (c) | 304 |
| 1883..... | 25,274 | 5,489 | 498 | 6,280 | (c) | 906 |
| 1884..... | 26,893 | 5,570 | 587 | 6,241 | (c) | 513 |
| 1885..... | 28,411 | 6,060 | 625 | 6,808 | (c) | 391 |

(a) Prior to 1941, commercial prints and labels not included in total; jurisdiction moved to copyright office in 1940. Registration of commercial prints and labels in the Patent Office was first authorized by the Act of June 18, 1974. Jurisdiction was transferred to the Register of Copyrights by Public Law 244, 53 Stat. 1142, effective June 30, 1940.

(b) Prior to 1910, this series pertains only to dramatic compositions.

(c) Category not counted.

(d) Registrations for July-December.

Table 6-17.

Copyright registrations, by subject matter: 1870-1900 (continued from previous page)

| Year | Total copy copyright registra- tions (a) | Periodicals | Dramatic composi- tions (b) | Musical composi- tions | Maps | Commercial prints and labels (a) |
|-----------|---------------------------------------------------|-------------|-----------------------------------|------------------------------|-------|----------------------------------------|
| 1886..... | 31,241 | 6,089 | 672 | 7,514 | (c) | 378 |
| 1887..... | 35,083 | 6,708 | 536 | 7,744 | (c) | 380 |
| 1888..... | 38,225 | 7,086 | 589 | 8,066 | (c) | 327 |
| 1889..... | 40,985 | 7,646 | 620 | 8,958 | (c) | 319 |
| 1890..... | 42,794 | 8,164 | 715 | 9,132 | (c) | 304 |
| 1891..... | 48,908 | 9,477 | 746 | 11,688 | 1,912 | 137 |
| 1892..... | 54,735 | 10,327 | 813 | 14,649 | NA | 6 |
| 1893..... | 58,956 | 11,094 | 580 | 16,273 | 1,814 | 2 |
| 1894..... | 62,762 | 12,149 | 465 | 18,460 | 1,922 | 4 |
| 1895..... | 67,572 | 12,155 | 827 | 18,563 | 1,432 | 3 |
| 1896..... | 72,470 | 12,892 | 907 | 20,951 | 1,198 | 35 |
| 1897..... | 75,000 | NA | NA | NA | (c) | 35 |
| 1898..... | 75,545 | NA | NA | NA | (c) | 89 |
| 1899..... | 80,968 | NA | NA | NA | (c) | 448 |
| 1900..... | 94,798 | NA | NA | NA | (c) | 775 |

NA - Not available.

(a) Prior to 1941, commercial prints and labels not included in total; jurisdiction moved to copyright office in 1940. Registration of commercial prints and labels in the Patent Office was first authorized by the Act of June 18, 1974. Jurisdiction was transferred to the Register of Copyrights by Public Law 244, 53 Stat. 1142, effective June 30, 1940.

(b) Prior to 1910, this series pertains only to dramatic compositions.

(c) Category not counted.

Source: U.S. Library of Congress, Annual Report of the Librarian of Congress and Annual Report of the Register of Copyrights, various issues. U.S. Patent Office, Annual Report of the Commissioner of Patents (1874-1896); unpublished data 1897-1940.

Table taken from U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Part 2, Washington, D.C., 1975, Series W-82 to W-92.

Table 6-17.

Copyright registrations, by subject matter: 1870-1900 (continued from previous page)

Methodological note: Figures are on a calendar-year basis for 1870-1896 and on a fiscal-year basis thereafter. Prior to 1870, copyright claims were entered at Federal District Courts. For additional information on this period, see Martin A. Roberts, Records in the Copyright Office Deposited by the United States District Courts Covering the Period 1790-1870, Washington, D.C., 1939.

The term "copyright" may be defined as the right to prevent copying. It has come to mean that body of exclusive rights granted by Federal statute to protect their writings. It includes the exclusive right to print, reprint, publish, copy, and vend the copyrighted work; to make other versions of the work and, with certain limitations, to make recordings of the work and to perform the work in public. The Copyright Office is primarily an office of record and registers claims if the provisions of the law and the regulations have been complied with. A certificate is issued to the applicant upon completion of each registration.

The first law, in 1790, applied only to maps, charts, and books. Subsequent amendments provided for prints (1802); musical compositions (1831); dramatic compositions with the right of public performance (1856); photographs (1865); paintings, drawings, sculpture, and models or designs for works of the fine arts (1870); performance rights in music (1897); motion pictures and photoplays (1912); and performance rights in nondramatic literary works (1952). The original term of copyright was 14 years, with the privilege of renewal for 14 years. In 1831, the first term was increased to 28 years. In 1909, the renewal term was also increased to 28 years. Before 1891, only citizens or residents of the United States could obtain copyrights. The Act of 1891 extended the privilege to citizens of countries with which the United States had reciprocal copyright agreements. Claims in works by citizens of States adhering to international copyright conventions to which the United States is a party (Mexico City, 1902; Buenos Aires, 1910; and Universal Copyright Convention, 1952) may also be registered, as well as works first published in States adhering to the Universal Copyright Convention. Detailed information on the various classes of works may be obtained by writing to the Register of Copyrights, Library of Congress, Washington, D.C. 20540. Note taken from Census Bureau source cited above.

Table 6-18.

Copyright registrations, by subject matter: 1901 - 1925 (continued on next page)

| Year | Total copy right regis- trations (a) | Books and pamphlets | | Periodi- cals (b) | Drama- tic or drama- tico- musical composi- tions (c) | Musical composi- tions | Maps | Works of art, models, or designs | Prints and pictorial illustra- tions | Commer- cial prints and labels (a) | Motion pictures | Miscel- laneous (d) | Renewals all classes (e) |
|------|-----------------------------------------------------|------------------------|---------------------------------------------|----------------------|-------------------------------------------------------------------------|------------------------------|-------|----------------------------------------------|--------------------------------------------------|---------------------------------------------------|--------------------|---------------------------|-----------------------------------|
| | | Total | Printed abroad in foreign language | | | | | | | | | | |
| 1901 | 92,351 | (f) | (f) | NA | NA | NA | (f) | (f) | (f) | 948 | (f) | (f) | (f) |
| 1902 | 92,978 | 24,272 | (f) | 21,071 | 1,448 | 19,706 | (f) | (f) | (f) | 913 | (f) | (f) | (f) |
| 1903 | 97,979 | 27,466 | (f) | 22,625 | 1,608 | 21,161 | (f) | (f) | (f) | 1,143 | (f) | (f) | (f) |
| 1904 | 103,130 | 27,824 | (f) | 21,496 | 1,571 | 23,110 | (f) | (f) | (f) | 1,301 | (f) | (f) | (f) |
| 1905 | 113,374 | 29,860 | (f) | 22,591 | 1,645 | 24,595 | (f) | (f) | (f) | 1,373 | (f) | (f) | (f) |
| 1906 | 17,704 | 29,261 | (f) | 23,163 | 1,879 | 26,435 | (f) | (f) | (f) | 1,095 | (f) | (f) | (f) |
| 1907 | 123,829 | 30,879 | (f) | 23,078 | 2,114 | 31,401 | (f) | (f) | (f) | 985 | (f) | (f) | (f) |
| 1908 | 119,742 | 30,191 | (f) | 22,409 | 2,382 | 28,427 | (f) | (f) | (f) | 915 | (f) | (f) | (f) |
| 1909 | 120,131 | 32,533 | (f) | 21,195 | 2,937 | 26,306 | (f) | (f) | (f) | 1,010 | (f) | (f) | (f) |
| 1910 | 109,074 | 24,740 | 1,351 | 21,608 | 3,911 | 24,345 | 2,622 | 4,383 | 11,925 | 235 | (f) | 14,533 | 1,007 |
| 1911 | 115,198 | 26,970 | 1,707 | 23,393 | 3,415 | 25,525 | 2,318 | 3,355 | 14,269 | 757 | (f) | 15,025 | 928 |
| 1912 | 120,931 | 29,286 | 2,294 | 22,580 | 3,767 | 26,777 | 2,158 | 3,224 | 17,639 | 893 | (f) | 14,152 | 1,349 |
| 1913 | 119,495 | 29,572 | 2,369 | 23,002 | 3,700 | 26,292 | 2,011 | 2,871 | 16,591 | 918 | 953 | 13,438 | 1,065 |
| 1914 | 123,154 | 31,891 | 2,860 | 24,134 | 3,957 | 28,493 | 1,950 | 3,021 | 15,438 | 1,059 | 2,148 | 10,891 | 1,231 |
| 1915 | 115,193 | 31,926 | 1,843 | 24,938 | 3,797 | 21,406 | 1,772 | 2,965 | 12,335 | 1,083 | 2,950 | 11,178 | 1,326 |

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Table 6-18.

Copyright registrations, by subject matter: 1901 - 1925 (continued from previous page)

| Year | Total copy right registrations (a) | Books and pamphlets | | Periodicals (b) | Dramatic or dramatico-musical compositions (c) | Musical compositions | Maps | Works of art, models, or designs | Prints and pictorial illustrations | Commercial prints and labels (a) | Motion pictures | Miscellaneous (d) | Renewals all classes (e) |
|------|------------------------------------|---------------------|------------------------------------|-----------------|------------------------------------------------|----------------------|-------|----------------------------------|------------------------------------|----------------------------------|-----------------|-------------------|--------------------------|
| | | Total (b) | Printed abroad in foreign language | | | | | | | | | | |
| 1916 | 115,967 | 32,897 | 1,276 | 26,553 | 3,223 | 20,644 | 1,612 | 2,220 | 12,722 | 1,235 | 3,240 | 11,228 | 1,628 |
| 1917 | 111,438 | 33,552 | 914 | 26,467 | 3,067 | 20,115 | 1,529 | 2,247 | 11,514 | 1,123 | 2,720 | 8,235 | 1,992 |
| 1918 | 106,728 | 33,617 | 636 | 25,822 | 2,711 | 21,849 | 1,269 | 1,858 | 9,161 | 708 | 1,838 | 6,746 | 1,857 |
| 1919 | 113,003 | 37,710 | 855 | 25,083 | 2,293 | 26,209 | 1,207 | 1,901 | 9,997 | 768 | 1,429 | 5,268 | 1,906 |
| 1920 | 126,562 | 39,090 | 939 | 28,935 | 2,906 | 29,151 | 1,498 | 2,115 | 10,945 | 780 | 1,714 | 8,096 | 2,112 |
| 1921 | 135,280 | 41,245 | 1,134 | 34,074 | 3,217 | 31,054 | 1,647 | 2,762 | 9,362 | 1,485 | 1,721 | 7,992 | 2,206 |
| 1922 | 138,633 | 46,307 | 1,309 | 35,471 | 3,418 | 27,381 | 1,935 | 2,954 | 9,139 | 2,101 | 1,487 | 7,820 | 2,726 |
| 1923 | 148,946 | 55,561 | 2,886 | 37,104 | 3,778 | 24,900 | 2,042 | 2,790 | 10,400 | 2,141 | 1,277 | 8,405 | 2,689 |
| 1924 | 162,694 | 61,982 | 2,306 | 39,806 | 3,409 | 26,734 | 2,265 | 2,873 | 11,170 | 2,016 | 1,473 | 9,549 | 3,433 |
| 1925 | 165,848 | 65,670 | 3,266 | 40,880 | 4,015 | 25,548 | 2,222 | 2,950 | 10,827 | 2,015 | 1,765 | 8,662 | 3,309 |

NA - Not available.

Note: Figures are on a fiscal year basis. See table 6-17 for methodological note.

- (a) Prior to 1941, commercial prints and labels not included in total; jurisdiction moved to copyright office in 1940. Serial publications issued at regular intervals of less than a year are considered periodicals. Otherwise, they are considered books.
- (b) Prior to 1927, contributions to periodicals included with books and pamphlets.
- (c) Prior to 1910, this series pertains only to dramatic compositions.
- (d) Includes lectures, sermons, addresses; reproductions of works of art; drawings or plastic works of a scientific or technical character; and photographs.
- (e) Prior to 1941, excludes renewals of commercial prints and labels. Registration of commercial prints and labels in the Patent Office was first authorized by the Act of June 18, 1874. Jurisdiction was transferred to the Register of Copyrights by Public Law 244, 53 Stat. 1142, effective June 30, 1940.
- (f) Category not counted.

Source: U.S. Library of Congress, Annual Report of the Librarian of Congress and Annual Report of the Register of Copyrights, various issues. U.S. Patent Office, Annual Report of the Commissioner of Patents, 1897 to 1940, and unpublished data.

Table taken from U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Part 2, Washington, D.C., 1975, Series W-82 to W-95.

Table 6-19.

Copyright registrations, by subject matter: 1926 - 1970 (continued on next page)

| Year | Total copy right regis- trations (a) | Books and pamphlets | | | Contribu- tions to period- icals (b) | Drama- tic or drama- tico- musical composi- tions | Musical composi- tions | Maps | Works of art, models, or designs | Prints and pictorial illustra- tions | Commer- cial prints and labels (a) | Motion pictures | Miscel- laneous (d) | Renewals all classes (e) |
|------|-----------------------------------------------------|------------------------|---------------------------------------------|----------------------|-----------------------------------------------|---------------------------------------------------------------------|------------------------------|-------|----------------------------------------------|--------------------------------------------------|---------------------------------------------------|--------------------|---------------------------|-----------------------------------|
| | | Total (b) | Printed abroad in foreign language | Period- icals (c) | | | | | | | | | | |
| 1926 | 177,635 | 73,455 | 3,430 | 41,169 | (b) | 4,130 | 25,484 | 2,647 | 1,473 | 13,382 | 2,544 | 1,623 | 8,541 | 4,029 |
| 1927 | 184,000 | 87,801 | 3,777 | 41,475 | 29,335 | 4,475 | 25,252 | 2,677 | 2,575 | 14,833 | 2,856 | 1,915 | 8,946 | 4,686 |
| 1928 | 193,914 | 50,095 | 4,405 | 47,364 | 26,986 | 4,473 | 26,897 | 2,862 | 3,152 | 14,272 | 2,801 | 2,304 | 10,062 | 5,447 |
| 1929 | 161,959 | 44,040 | 3,868 | 44,161 | 13,574 | 4,594 | 27,023 | 2,232 | 2,486 | 9,873 | 2,707 | 2,319 | 6,709 | 4,948 |
| 1930 | 172,792 | 47,248 | 4,664 | 43,939 | 14,587 | 5,734 | 32,129 | 2,554 | 2,734 | 9,170 | 2,333 | 2,195 | 6,565 | 5,937 |
| 1931 | 164,642 | 46,855 | 3,339 | 42,415 | 12,698 | 5,784 | 31,488 | 2,940 | 2,551 | 5,813 | 2,465 | 1,926 | 6,174 | 5,998 |
| 1932 | 151,735 | 46,576 | 4,784 | 39,177 | 10,489 | 6,296 | 29,264 | 1,774 | 2,590 | 3,354 | 1,975 | 1,539 | 4,788 | 5,888 |
| 1933 | 137,424 | 40,694 | 4,232 | 35,464 | 9,290 | 6,179 | 26,846 | 1,178 | 2,667 | 3,143 | 1,937 | 1,607 | 3,765 | 6,411 |
| 1934 | 139,047 | 40,658 | 3,593 | 35,819 | 7,740 | 7,945 | 27,001 | 1,250 | 5,447 | 2,834 | 2,170 | 1,513 | 3,851 | 6,989 |
| 1935 | 142,031 | 43,134 | 3,283 | 36,351 | 7,875 | 6,501 | 27,459 | 1,343 | 3,082 | 3,120 | 2,408 | 1,695 | 4,810 | 6,661 |
| 1936 | 156,962 | 47,667 | 3,853 | 38,418 | 7,082 | 6,569 | 33,250 | 1,444 | 2,977 | 4,117 | 2,306 | 1,708 | 5,550 | 8,180 |
| 1937 | 154,424 | 45,504 | 3,841 | 38,053 | 7,551 | 7,176 | 31,821 | 1,198 | 3,002 | 3,875 | 2,506 | 1,751 | 5,904 | 8,589 |
| 1938 | 166,248 | 49,156 | 3,646 | 39,249 | 8,195 | 7,369 | 35,334 | 1,200 | 3,330 | 3,010 | 2,415 | 1,889 | 7,576 | 9,940 |
| 1939 | 173,135 | 49,901 | 4,086 | 38,307 | 9,843 | 6,800 | 40,961 | 1,566 | 3,419 | 3,126 | 2,315 | 1,757 | 7,278 | 10,177 |
| 1940 | 176,997 | 50,125 | 2,504 | 40,173 | 13,926 | 6,450 | 37,975 | 1,622 | 3,081 | 4,699 | 2,470 | 1,611 | 7,128 | 10,207 |
| 1941 | 180,647 | 46,040 | 1,553 | 42,207 | 5,845 | 5,010 | 49,135 | 1,398 | 2,111 | 3,058 | 7,152 | 1,798 | 6,475 | 10,342 |
| 1942 | 182,232 | 45,157 | 651 | 45,145 | 5,119 | 4,803 | 50,023 | 1,217 | 2,110 | 2,917 | 7,162 | 2,219 | 4,872 | 11,488 |
| 1943 | 160,795 | 36,889 | 156 | 42,995 | 3,568 | 3,687 | 48,348 | 737 | 1,649 | 2,317 | 5,385 | 1,767 | 3,803 | 9,650 |
| 1944 | 169,269 | 35,932 | 82 | 44,364 | 4,730 | 4,875 | 52,087 | 594 | 1,743 | 2,426 | 5,953 | 1,872 | 4,526 | 10,247 |
| 1945 | 178,848 | 35,688 | 111 | 45,763 | 4,856 | 4,714 | 57,835 | 857 | 1,821 | 2,634 | 7,403 | 1,735 | 4,175 | 11,367 |

(a) Prior to 1941, commercial prints and labels not included in total; jurisdiction moved to copyright office in 1940.

(b) Prior to 1927, contributions to periodicals included with books and pamphlets.

(c) Serial publications issued at regular intervals of less than a year are considered periodicals. Otherwise, they are considered books.

(d) Includes lectures, sermons, addresses; reproductions of works of art; drawings or plastic works of a scientific or technical character; and photographs.

(e) Prior to 1941, excludes renewals of commercial prints and labels. Registration of commercial prints and labels in the Patent Office was first authorized by the Act of June 18, 1874. Jurisdiction was transferred to the Register of Copyrights by Public Law 244, 53 Stat. 1142, effective June 30, 1940.

Table 6-19.
Copyright registrations, by subject matter: 1926 - 1970 (continued from previous page)

| Year | Total copy right regis- trations (a) | Books and pamphlets | | | Contribu- tions to period- icals (b) | Drama- tic or drama- tico- musical composi- tions | Musical composi- tions | Maps | Works of art, models, or designs | Prints and pictorial illustra- tions | Commer- cial prints and labels (a) | Motion pictures | Miscel- laneous (d) | Renewals all classes (e) |
|------|-----------------------------------------------------|------------------------|---------------------------------------------|----------------------|-----------------------------------------------|---------------------------------------------------------------------|------------------------------|-------|----------------------------------------------|--------------------------------------------------|---------------------------------------------------|--------------------|---------------------------|-----------------------------------|
| | | Total (b) | Printed abroad in foreign language | Period- icals (c) | | | | | | | | | | |
| 1946 | 202,144 | 42,356 | 3,513 | 48,289 | 5,504 | 5,356 | 63,367 | 2,304 | 3,094 | 5,384 | 7,975 | 2,024 | 4,975 | 12,516 |
| 1947 | 230,215 | 49,525 | 3,970 | 58,340 | 4,400 | 6,456 | 68,709 | 1,779 | 4,044 | 6,506 | 9,674 | 2,084 | 5,497 | 13,201 |
| 1948 | 238,121 | 48,811 | 2,545 | 59,699 | 5,963 | 6,128 | 72,339 | 1,456 | 3,938 | 6,686 | 10,619 | 1,631 | 5,035 | 15,816 |
| 1949 | 201,190 | 47,422 | 2,644 | 54,163 | 4,140 | 5,159 | 48,210 | 2,314 | 3,281 | 4,358 | 13,233 | 1,763 | 3,472 | 13,675 |
| 1950 | 210,564 | 50,456 | 3,710 | 55,436 | 4,438 | 4,427 | 52,309 | 1,638 | 4,013 | 4,309 | 13,320 | 1,895 | 3,792 | 14,531 |
| 1951 | 200,354 | 47,125 | 3,536 | 55,129 | 3,408 | 3,992 | 48,319 | 1,992 | 3,428 | 3,590 | 11,981 | 2,149 | 2,869 | 16,372 |
| 1952 | 203,705 | 46,083 | 3,382 | 56,509 | 3,320 | 3,766 | 51,538 | 2,422 | 3,305 | 2,891 | 11,770 | 2,079 | 3,332 | 16,690 |
| 1953 | 218,506 | 49,059 | 3,875 | 59,371 | 3,288 | 3,884 | 59,302 | 2,541 | 3,029 | 3,126 | 12,025 | 2,175 | 3,605 | 17,101 |
| 1954 | 222,665 | 51,763 | 3,697 | 60,667 | 3,294 | 3,527 | 58,213 | 2,390 | 3,170 | 4,103 | 10,784 | 2,556 | 3,690 | 18,508 |
| 1955 | 224,732 | 54,414 | 3,694 | 59,448 | 3,746 | 3,493 | 57,527 | 2,013 | 3,456 | 3,793 | 10,505 | 2,650 | 4,168 | 19,519 |
| 1956 | 224,908 | 53,942 | 3,115 | 58,576 | 3,490 | 3,329 | 58,330 | 2,242 | 4,168 | 3,306 | 9,491 | 3,012 | 4,096 | 20,926 |
| 1957 | 225,807 | 53,503 | 2,915 | 59,724 | 3,214 | 2,764 | 59,614 | 2,084 | 4,557 | 3,409 | 8,687 | 3,198 | 3,580 | 21,473 |
| 1958 | 238,935 | 57,242 | (f) | 60,691 | 3,355 | 2,754 | 66,515 | 1,614 | 5,019 | 3,413 | 8,924 | 3,199 | 3,616 | 22,593 |
| 1959 | 241,735 | 55,967 | (f) | 62,246 | 3,042 | 2,669 | 70,707 | 1,865 | 4,593 | 3,186 | 8,786 | 3,724 | 3,417 | 21,533 |
| 1960 | 243,926 | 60,034 | (f) | 64,204 | 3,306 | 2,445 | 65,558 | 1,812 | 5,271 | 3,343 | 8,142 | 3,457 | 4,961 | 21,393 |

(a) Prior to 1941, commercial prints and labels not included in total; jurisdiction moved to copyright office in 1940.

(b) Prior to 1927, contributions to periodicals included with books and pamphlets.

(c) Serial publications issued at regular intervals of less than a year are considered periodicals. Otherwise, they are considered books.

(d) Includes lectures, sermons, addresses; reproductions of works of art; drawings or plastic works of a scientific or technical character; and photographs.

(e) Prior to 1941, excludes renewals of commercial prints and labels. Registration of commercial prints and labels in the Patent Office was first authorized by the Act of June 18, 1874. Jurisdiction was transferred to the Register of Copyrights by Public Law 244, 53 Stat. 1142, effective June 30, 1940.

(f) Category not counted.

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Table 6-19.

Copyright registrations, by subject matter: 1926 - 1970 (continued from previous page)

| Year | Total copy right regis- trations (a) | Books and pamphlets | | | Contribu- tions to period- icals (b) | Drama- tic or drama- tico- musical composi- tions | Musical composi- tions | Maps | Works of art, models, or designs | Prints and pictorial illustra- tions | Commer- cial prints and labels (a) | Motion pictures | Miscel- laneous (d) | Renewals all classes (e) |
|------|-----------------------------------------------------|------------------------|---------------------------------------------|----------------------|-----------------------------------------------|---------------------------------------------------------------------|------------------------------|-------|----------------------------------------------|--------------------------------------------------|---------------------------------------------------|--------------------|---------------------------|-----------------------------------|
| | | Total | Printed abroad in foreign language | Period- icals (c) | | | | | | | | | | |
| 1961 | 247,014 | 62,415 | (f) | 66,251 | 3,398 | 2,762 | 65,500 | 2,010 | 5,557 | 2,955 | 7,564 | 4,654 | 5,754 | 18,194 |
| 1962 | 254,776 | 66,571 | (f) | 67,523 | 2,993 | 2,813 | 67,612 | 2,073 | 6,043 | 2,889 | 7,167 | 3,641 | 6,177 | 19,274 |
| 1963 | 264,845 | 68,445 | (f) | 69,682 | 2,535 | 2,730 | 72,583 | 2,002 | 6,262 | 2,594 | 7,318 | 4,216 | 6,314 | 20,164 |
| 1964 | 278,987 | 71,618 | (f) | 74,611 | 2,529 | 3,039 | 75,256 | 1,955 | 5,915 | 3,325 | 7,013 | 4,107 | 7,045 | 22,574 |
| 1965 | 293,617 | 76,098 | (f) | 78,307 | 2,095 | 3,343 | 80,881 | 3,262 | 5,735 | 2,927 | 7,509 | 3,752 | 6,188 | 23,520 |
| 1966 | 286,866 | 77,300 | (f) | 77,963 | 1,717 | 3,215 | 76,805 | 1,933 | 5,164 | 3,081 | 6,285 | 2,889 | 5,050 | 25,464 |
| 1967 | 294,406 | 80,910 | (f) | 91,647 | 1,696 | 3,371 | 79,291 | 2,840 | 4,855 | 2,740 | 5,862 | 2,696 | 4,999 | 23,499 |
| 1968 | 303,451 | 85,189 | (f) | 81,773 | 2,026 | 3,214 | 80,479 | 2,560 | 5,236 | 3,109 | 5,972 | 2,922 | 5,197 | 25,774 |
| 1969 | 301,258 | 83,603 | (f) | 80,706 | 1,676 | 3,213 | 83,608 | 2,024 | 5,630 | 2,837 | 4,798 | 2,364 | 5,132 | 25,667 |
| 1970 | 316,466 | 88,432 | (f) | 83,862 | 1,943 | 3,352 | 88,949 | 1,921 | 6,807 | 3,373 | 5,255 | 2,545 | 6,711 | 23,316 |

Note: Figures are on a fiscal-year basis. See table 6-17 for methodological note.

(a) Prior to 1941, commercial prints and labels not included in total; jurisdiction moved to copyright office in 1940.

(b) Prior to 1927, contributions to periodicals included with books and pamphlets.

(c) Serial publications issued at regular intervals of less than a year are considered periodicals. Otherwise, they are considered books.

(d) Includes lectures, sermons, addresses; reproductions of works of art; drawings or plastic works of a scientific or technical character; and photographs.

(e) Prior to 1941, excludes renewals of commercial prints and labels. Registration of commercial prints and labels in the Patent Office was first authorized by the Act of June 18, 1874. Jurisdiction was transferred to the Register of Copyrights by Public Law 244, 53 Stat. 1142, effective June 30, 1940.

(f) Category not counted.

Source: U.S. Library of Congress, Annual Report of the Librarian of Congress and Annual Report of the Register of Copyrights, various issues. U.S. Patent Office, Annual Report of the Commissioner of Patents, 1897 to 1940, and unpublished data.

Table taken from U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Part 2, Washington, D.C., 1975, Series W-82 to W-95.

Table 6-20.
Copyright registration, by subject matter: 1970-1977

| Subject matter of copyright | 1970 | 1971 | 1972 | 1973 | 1974 | 1975 | 1976 | 1977 |
|----------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| (in thousands) | | | | | | | | |
| Total..... | 316.5 | 329.7 | 344.6 | 353.6 | 372.8 | 401.3 | 411.0 | 452.7 |
| Books..... | 88.4 | 96.1 | 103.2 | 104.5 | 104.8 | 111.9 | 113.2 | 122.1 |
| Periodicals (issues)..... | 83.9 | 84.5 | 84.7 | 88.6 | 92.2 | 95.1 | 96.0 | 106.5 |
| Contributions to newspapers, periodicals..... | 1.9 | 1.9 | 2.0 | 2.1 | 2.2 | 2.6 | 3.1 | 3.4 |
| Lectures, sermons, addresses..... | 1.7 | 1.9 | 1.9 | 1.7 | 1.6 | 1.9 | 1.8 | 2.0 |
| Dramatic or dramatico-musical compositions..... | 3.4 | 3.6 | 3.8 | 4.0 | 4.0 | 4.9 | 4.9 | 5.5 |
| Musical compositions..... | 88.9 | 95.2 | 97.5 | 95.3 | 104.5 | 114.8 | 118.5 | 131.2 |
| Maps..... | 1.9 | 1.7 | 1.6 | 1.9 | 1.5 | 1.8 | 1.6 | 1.8 |
| Works of art, models, or designs..... | 6.8 | 7.9 | 7.9 | 8.6 | 8.5 | 11.0 | 12.2 | 13.7 |
| Reproductions of works of art..... | 3.0 | 3.0 | 3.4 | 3.2 | 3.6 | 5.0 | 5.0 | 4.4 |
| Scientific or technical drawings (a)..... | 0.8 | 0.9 | 1.1 | 1.1 | 0.8 | 0.9 | 0.9 | 1.4 |
| Photographs, prints, and illustrations..... | 4.5 | 5.4 | 5.7 | 5.8 | 6.1 | 6.6 | 7.0 | 8.9 |
| Commercial prints and labels..... | 5.3 | 4.4 | 4.1 | 4.2 | 5.0 | 4.7 | 4.5 | 5.0 |
| Motion picture photoplays..... | 1.2 | 1.2 | 1.8 | 1.4 | 1.3 | 1.0 | 1.9 | 2.6 |
| Motion pictures, not photoplays..... | 1.3 | 1.2 | 1.4 | 1.4 | 1.7 | 2.0 | 2.3 | 2.6 |
| Sound recordings (b)..... | NA | NA | 1.1 | 6.7 | 9.4 | 8.9 | 9.0 | 10.6 |
| Renewals of all classes..... | 23.3 | 20.8 | 23.2 | 23.1 | 25.5 | 28.2 | 27.7 | 31.0 |

NA - Not applicable.

Note: For years ending June 30. Comprises copyright issued to citizens of the United States and residents of foreign countries.

(a) Includes plastic works.

(b) Registration began in 1972.

Source: The Library of Congress, Annual Report.

As included in: (1970-1976) U.S. Bureau of the Census, Statistical Abstract of the United States, 1977, Washington, D.C., 1977, table 970; (1978) U.S. Bureau of the Census, Statistical Abstract of the United States, 1978, Washington, D.C., 1978, table 995.

Table 6-21.
Copyright registration, by subject matter: 1978-1982

| Subject matter of copyright | 1978 (a) | 1979 | 1980 | 1981 | 1982 |
|-----------------------------------------------------------------------------------------------|--------------|-------|-------|-------|-------|
| | (thousands) | | | | |
| Total..... | 415.7 | 429.0 | 464.7 | 471.1 | 468.1 |
| Monographs..... | 112.9 | 122.8 | 119.2 | 119.0 | 116.3 |
| Serials..... | 110.9 | 109.6 | 117.9 | 118.5 | 112.4 |
| Musical works..... | 114.8 | 108.3 | 120.2 | 125.0 | 125.4 |
| Dramatic works, including any accompanying music..... | 6.1 | 7.1 | 8.0 | 8.8 | 8.7 |
| Choreography and pantomimes..... | (b) | (b) | (b) | (b) | 0.1 |
| Motion pictures and filmstrips..... | 8.5 | 5.7 | 8.5 | 7.8 | 7.6 |
| Two-dimensional works of fine and graphic art, including prints and art reproductions..... | 12.8 | 12.7 | 16.2 | 15.1 | 21.4 |
| Sculptural works..... | 0.8 | 2.4 | 2.9 | 2.5 | 1.9 |
| Technical drawings and models..... | 1.0 | 1.5 | 0.8 | 0.7 | 0.7 |
| Photographs..... | 1.4 | 1.2 | 1.2 | 1.3 | 0.8 |
| Cartographic works..... | 1.2 | 1.7 | 0.8 | 0.9 | 0.5 |
| Commercial prints and labels..... | 7.8 | 2.6 | 4.7 | 6.7 | 5.7 |
| Works of applied art..... | 6.1 | 13.2 | 14.2 | 12.5 | 11.2 |
| Sound recordings..... | 9.1 | 10.7 | 12.8 | 13.5 | 13.9 |
| Multimedia works..... | 0.6 | 1.3 | 2.0 | 2.1 | 2.3 |
| Machine-readable works..... | 0.6 | 1.2 | 1.9 | 2.1 | 2.7 |
| Renewals..... | 21.2 | 27.0 | 33.0 | 34.2 | 36.3 |

Note: Because copyright laws were changed effective 1978, data from 1978 and later years are not comparable with previous years. Copyrights for years before 1978 are for years ending June 30; beginning in 1978 copyrights are for years ending September 30. Numbers comprise claims to copyright registered for both U.S. and foreign works.

(a) Extrapolated from 11 months. Includes 50,000 registrations in process but not completed on September 30, 1978.

(b) Less than 50.

Source: The Library of Congress, Annual Report.

As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1984, Washington, D.C., 1983, table 965.

Table 6-22.
Copyright registration, by subject matter: 1985-1987

| Subject matter of copyright | 1985 | 1986 | 1987 |
|-----------------------------------|----------------|-------|-------|
| | (in thousands) | | |
| Total..... | 539.8 | 561.0 | 582.2 |
| Monographs (a)..... | 154.5 | 148.2 | 153.9 |
| Semiconductor chip products..... | 0.9 | 1.0 | 1.0 |
| Serials..... | 120.0 | 130.0 | 131.0 |
| Sound recordings..... | 22.7 | 29.0 | 31.9 |
| Renewals..... | 43.8 | 45.3 | 45.5 |
| Musical works (b)..... | 147.9 | 156.3 | 161.6 |
| Works of the visual arts (c)..... | 50.0 | 51.2 | 57.1 |

Note: For years ending September 30. Numbers comprise claims to copyright registered for both U.S. and foreign works.

- (a) Includes computer software/and machine-readable works.
- (b) Included in the category Musical works: dramatic works, accompanying music, choreography, pantomimes, motion pictures and filmstrips.
- (c) Two-dimensional works of fine and graphic art, including prints and art reproductions; sculptural works; technical drawings and models; photographs; commercial prints and labels; works of applied arts, cartographic works, and multimedia works.

Source: The Library of Congress, Annual Report, Washington, D.C., 1985-1987.

As included in: (1985-1987) U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 917, p. 550.

Table 6-23.
New books and new editions published: 1880-1949

| Books published (a) | | | | Books published (a) | | | |
|---------------------|------------|-----------|--------------|---------------------|--------|-----------|--------------|
| Year | Total | New books | New editions | Year | Total | New books | New editions |
| 1880..... | 2,076 | NA | NA | 1916..... | 10,445 | 9,160 | 1,285 |
| 1881..... | 2,991 | NA | NA | 1917..... | 10,060 | 8,849 | 1,211 |
| 1882..... | 3,472 | NA | NA | 1918..... | 9,237 | 8,085 | 1,152 |
| 1883..... | 3,481 | NA | NA | 1919..... | 8,594 | 7,625 | 969 |
| 1884..... | 4,088 | NA | NA | 1920..... | 8,422 | 5,101 | 1,086 |
| 1885..... | 4,030 | NA | NA | 1921..... | 8,329 | 5,438 | 1,008 |
| 1886..... | 4,676 | NA | NA | 1922..... | 8,638 | 7,998 | 865 |
| 1887..... | 4,437 | NA | NA | 1923..... | 8,863 | 6,257 | 921 |
| 1888..... | 4,631 | NA | NA | 1924..... | 9,012 | 6,380 | 1,158 |
| 1889..... | 4,014 | NA | NA | 1925..... | 9,574 | 6,680 | 1,493 |
| 1890..... | 4,559 | 4,113 | 446 | 1926..... | 9,925 | 6,832 | 1,527 |
| 1891..... | 4,665 | NA | NA | 1927..... | 10,153 | 7,450 | 1,449 |
| 1892..... | 4,862 | 4,074 | 788 | 1928..... | 10,354 | 7,614 | 1,562 |
| 1893..... | 5,134 | 4,281 | 853 | 1929..... | 10,187 | 8,342 | 1,845 |
| 1894..... | 4,484 | 3,837 | 647 | 1930..... | 10,027 | 8,134 | 1,893 |
| 1895..... | 5,469 | 5,101 | 368 | 1931..... | 10,307 | 8,506 | 1,801 |
| 1896..... | 5,703 | 5,189 | 514 | 1932..... | 9,035 | 7,556 | 1,479 |
| 1897..... | 4,928 | 4,171 | 757 | 1933..... | 8,092 | 6,813 | 1,279 |
| 1898..... | 4,886 | 4,332 | 554 | 1934..... | 8,198 | 6,788 | 1,410 |
| 1899..... | 5,321 | 4,749 | 572 | 1935..... | 8,766 | 6,914 | 1,852 |
| 1900..... | 6,356 | 4,490 | 1,866 | 1936..... | 10,436 | 8,584 | 1,852 |
| 1901..... | 8,141 | 5,496 | 2,645 | 1937..... | 10,912 | 9,273 | 1,639 |
| 1902..... | 7,833 | 5,485 | 2,348 | 1938..... | 11,067 | 9,464 | 1,603 |
| 1903..... | 7,865 | 5,793 | 2,072 | 1939..... | 10,640 | 9,015 | 1,625 |
| 1904..... | 8,291 | 6,971 | 1,320 | 1940..... | 11,328 | 9,515 | 1,813 |
| 1905..... | 8,112 | 7,514 | 598 | 1941..... | 11,112 | 9,337 | 1,775 |
| 1906..... | 7,139 | 6,724 | 415 | 1942..... | 9,525 | 7,786 | 1,739 |
| 1907..... | 9,620 | 8,925 | 695 | 1943..... | 8,325 | 6,764 | 1,561 |
| 1908..... | 9,254 | 8,745 | 509 | 1944..... | 6,970 | 5,807 | 1,163 |
| 1909..... | 10,901 | 10,193 | 708 | 1945..... | 6,548 | 5,386 | 1,162 |
| 1910..... | 13,470 | 11,671 | 1,799 | 1946..... | 7,735 | 6,170 | 1,565 |
| 1911..... | 11,123 (b) | 10,440 | 783 | 1947..... | 9,182 | 7,243 | 1,939 |
| 1912..... | 10,903 | 10,135 | 768 | 1948..... | 9,897 | 7,807 | 2,090 |
| 1913..... | 12,230 | 10,607 | 1,623 | 1949..... | 10,892 | 8,460 | 2,432 |
| 1914..... | 12,010 | 10,175 | 1,835 | | | | |
| 1915..... | 9,734 | 8,349 | 1,385 | | | | |

NA Not available.

(a) Years 1880-1919 includes pamphlets; 1920-1928, pamphlets included in total only; thereafter, pamphlets excluded entirely.

(b) Agrees with source; however, figures for components do not add to total shown.

Sources: 1890, Bookman Literary Yearbook, 1898, Dodd, Mead Co. All other series reprinted from various issues of Publishers Weekly, published by R. R. Bowker Co., a Xerox Education Co., copyright by Xerox Corporation. Figures represent the number of titles published, not the number of books printed. Table taken from: U.S. Bureau of the Census, Historical Statistics of the United States, Colonial Times to 1970, Part 2, Washington, D.C., 1975, Series R 192-217, p. 802.

Table 6-24.

New books and new editions published, by subject: 1950-1970 (continued on next page)

| Year | Books published | | | New books | | | | | | | | | |
|-----------|-----------------|-----------|--------------|-------------|-----|------------|----------|-----------|---------|---------------|---------|----------------|----------|
| | Total | New books | New editions | Agriculture | Art | Bio-graphy | Business | Education | Fiction | General works | History | Home economics | Juvenile |
| 1950..... | 11,022 | 8,634 | 2,388 | 111 | 317 | 538 | 190 | 209 | 1,211 | 262 | 456 | 150 | 907 |
| 1951..... | 11,255 | 8,765 | 2,490 | 105 | 272 | 586 | 180 | 229 | 1,329 | 329 | 435 | 186 | 982 |
| 1952..... | 11,840 | 9,399 | 2,441 | 114 | 267 | 650 | 180 | 238 | 1,354 | 336 | 454 | 237 | 1,094 |
| 1953..... | 12,050 | 9,724 | 2,326 | 126 | 265 | 710 | 225 | 201 | 1,495 | 360 | 495 | 197 | 1,264 |
| 1954..... | 11,901 | 9,690 | 2,211 | 111 | 285 | 687 | 196 | 223 | 1,512 | 339 | 529 | 192 | 1,193 |
| 1955..... | 12,589 | 10,226 | 2,363 | 125 | 305 | 735 | 228 | 231 | 1,459 | 315 | 572 | 205 | 1,372 |
| 1956..... | 12,538 | 10,007 | 2,531 | 106 | 283 | 676 | 222 | 229 | 1,500 | 305 | 521 | 159 | 1,384 |
| 1957..... | 13,142 | 10,561 | 2,581 | 120 | 304 | 699 | 266 | 254 | 1,433 | 360 | 773 | 115 | 1,420 |
| 1958..... | 13,462 | 11,012 | 2,450 | 122 | 409 | 608 | 283 | 276 | 1,592 | 213 | 750 | 142 | 1,424 |
| 1959..... | 14,876 (b) | 12,017 | 2,859 | 101 | 354 | 671 | 327 | 368 | 1,675 | 326 | 750 | 141 | 1,540 |
| 1960..... | 15,012 | 12,069 | 2,943 | 121 | 422 | 746 | 240 | 308 | 1,642 | 233 | 695 | 155 | 1,628 |
| 1961..... | 18,060 | 14,238 | 3,822 | 194 | 539 | 622 | 286 | 461 | 1,645 | 231 | 796 | 143 | 1,513 |
| 1962..... | 21,904 | 16,448 | 5,456 | 215 | 590 | 667 | 308 | 559 | 1,787 | 279 | 812 | 156 | 2,328 |
| 1963..... | 25,784 | 19,057 | 6,727 | 219 | 664 | 680 | 396 | 777 | 1,859 | 346 | 847 | 205 | 2,605 |
| 1964..... | 28,451 | 20,542 | 7,909 | 209 | 776 | 697 | 411 | 934 | 1,703 | 361 | 834 | 188 | 2,533 |
| 1965..... | 28,595 | 20,234 | 8,361 | 214 | 763 | 455 | 437 | 789 | 1,615 | 384 | 909 | 241 | 2,473 |
| 1966..... | 30,050 | 21,819 | 8,231 | 212 | 779 | 819 | 478 | 886 | 1,699 | 410 | 959 | 219 | 2,375 |
| 1967..... | 28,762 (a) | 21,877 | 6,885 | 218 | 844 | 783 | 509 | 781 | 1,981 | 426 | 1,015 | 203 | 2,390 |
| 1968..... | 30,387 | 23,321 | 7,066 | 191 | 930 | 786 | 644 | 917 | 1,822 | 521 | 1,048 | 245 | 2,318 |
| 1969..... | 29,579 | 21,787 | 7,792 | 216 | 856 | 718 | 566 | 721 | 1,816 | 508 | 1,191 | 267 | 1,321 |
| 1970..... | 36,071 | 24,288 | 11,783 | 200 | 852 | 735 | 658 | 842 | 1,998 | 568 | 1,010 | 235 | 2,472 |

NA - No data in original source.

(a) Beginning in 1967, counting methods were revised; prior years are not strictly comparable with subsequent years.

(b) Beginning in 1959, data are not strictly comparable with previous years because of change in definition of "book."

(c) Prior to 1961, includes military.

Table 6-24.
New books and new editions published, by subject: 1950-1970 (continued from previous page)

| New books (continued) | | | | | | | | | | | | | |
|-----------------------|----------|-----|------------|----------|-------|---------------------------|------------------|----------|---------|-------------------------|-----------------------|------------|--------|
| Year | Language | Law | Literature | Medicine | Music | Philosophy, psychology | Poetry, drama | Religion | Science | Sociology, economics | Sports, recreation | Technology | Travel |
| 1950..... | NA | 228 | 510 | 312 | 88 | 380 | 453 | 626 | 499 | 447 | 153 | 366 | 221 |
| 1951..... | NA | 233 | 445 | 336 | 80 | 393 | 400 | 636 | 521 | 430 | 151 | 287 | 230 |
| 1952..... | NA | 236 | 518 | 350 | 71 | 427 | 424 | 715 | 513 | 478 | 168 | 311 | 242 |
| 1953..... | NA | 196 | 485 | 328 | 58 | 425 | 412 | 725 | 522 | 467 | 194 | 294 | 280 |
| 1954..... | NA | 226 | 493 | 345 | 69 | 386 | 389 | 774 | 522 | 463 | 201 | 325 | 230 |
| 1955..... | NA | 240 | 529 | 407 | 85 | 362 | 423 | 747 | 623 | 443 | 175 | 355 | 290 |
| 1956..... | NA | 221 | 570 | 334 | 88 | 425 | 337 | 810 | 531 | 448 | 160 | 404 | 294 |
| 1957..... | NA | 252 | 477 | 359 | 73 | 480 | 378 | 883 | 697 | 416 | 195 | 316 | 291 |
| 1958..... | NA | 245 | 495 | 393 | 89 | 467 | 373 | 941 | 781 | 494 | 201 | 443 | 271 |
| 1959..... | NA | 245 | 630 | 445 | 93 | 505 | 395 | 984 | 814 | 566 | 204 | 585 | 298 |
| 1960..... | NA | 303 | 560 | 388 | 82 | 496 | 404 | 983 | 833 | 651 | 233 | 574 (c) | 372 |
| 1961..... | 248 | 203 | 617 | 595 | 114 | 433 | 517 | 1,098 | 1,193 | 1,289 | 381 | 665 | 455 |
| 1962..... | 226 | 219 | 771 | 688 | 137 | 36 | 505 | 1,174 | 1,309 | 1,603 | 367 | 780 | 532 |
| 1963..... | 334 | 269 | 861 | 752 | 139 | 505 | 578 | 1,459 | 1,643 | 1,932 | 427 | 960 | 595 |
| 1964..... | 414 | 256 | 1,038 | 876 | 156 | 528 | 681 | 1,441 | 1,923 | 2,445 | 452 | 939 | 747 |
| 1965..... | 385 | 291 | 1,166 | 871 | 183 | 582 | 775 | 1,428 | 1,850 | 2,372 | 474 | 942 | 635 |
| 1966..... | 459 | 316 | 1,185 | 1,007 | 207 | 629 | 728 | 1,477 | 2,079 | 2,632 | 441 | 1,091 | 732 |
| 1967..... | 382 | 392 | 1,172 | 935 | 165 | 633 | 739 | 1,502 | 1,835 | 2,761 | 391 | 1,051 | 769 |
| 1968..... | 387 | 432 | 1,301 | 1,022 | 210 | 669 | 791 | 1,511 | 2,011 | 3,107 | 501 | 1,072 | 885 |
| 1969..... | 355 | 363 | 1,348 | 928 | 227 | 678 | 944 | 1,278 | 1,999 | 3,216 | 585 | 884 | 802 |
| 1970..... | 339 | 355 | 1,349 | 1,144 | 217 | 843 | 973 | 1,315 | 1,955 | 3,867 | 583 | 930 | 848 |

NA - No data in original source.

(a) Beginning in 1967, counting methods were revised; prior years are not strictly comparable with subsequent years.

(c) Beginning in 1959, data are not strictly comparable with previous years because of change in definition of "book."

Prior to 1961, includes military.

Source: Reprinted from various issues of Publishers Weekly, published by R. R. Bowker Co., a Xerox Education Co., copyright by Xerox Corporation. Figures represent the number of titles published, not the number of books printed.

As included in U.S. Bureau of the Census, Historical Statistics of the United States, Colonial Times to 1970, Part 2, Washington, D.C., 1975, Series 192-217, p. 808.

Methodological note: Beginning in 1967, books are counted by title rather than by volume. Beginning in 1959, the United Nations Educational, Scientific, and Cultural Organization definition of a "book" (a volume over 49 pages) was adopted. Previously, all hardbound books and all paperbacks that were specialized (workbooks, laboratory manuals, etc.), over 65 pages, or had mass market distribution, were counted. Years prior to 1959, therefore, are not strictly comparable with subsequent years. The data are compiled from information and actual books submitted to R. R. Bowker Company by the various book publishing firms. The source also contains the number of publications for some foreign nations.

Table 6-25.
New books and new editions published domestically and imported in selected years, by subject:
1970-1987

| Subject | New books and new editions (b) | | | | | | | | Imports (c) | | | | |
|--------------------------------|--------------------------------|--------|--------|--------|--------|-------|--------|--------------|-------------|-------|-------|--------|--------------|
| | 1970 | 1975 | 1980 | 1982 | 1984 | 1985 | 1986 | 1987 prel | 1980 | 1984 | 1985 | 1986 | 1987 prel |
| | (a) | | | | | | | | | | | | |
| Total..... | 36,071 | 39,372 | 42,377 | 46,935 | 51,058 | 5,070 | 52,637 | 55,401 | 5,390 | 6,337 | 7,304 | 7,749 | 5,622 |
| Agriculture..... | 265 | 456 | 461 | 439 | 507 | 536 | 564 | 470 | 104 | 103 | 118 | 124 | 88 |
| Art..... | 1,169 | 1,561 | 1,691 | 1,722 | 1,836 | 1,545 | 1,697 | 1,280 | 157 | 61 | 166 | 168 | 76 |
| Biography..... | 1,536 | 1,968 | 1,891 | 1,752 | 2,098 | 1,953 | 2,152 | 1,818 | 126 | 240 | 216 | 188 | 102 |
| Business..... | 797 | 820 | 1,185 | 1,327 | 1,696 | 1,518 | 1,604 | 1,212 | 74 | 140 | 196 | 159 | 114 |
| Education..... | 1,178 | 1,038 | 1,011 | 1,046 | 1,052 | 1,085 | 1,029 | 869 | 133 | 190 | 211 | 220 | 209 |
| Fiction..... | 3,137 | 3,805 | 2,835 | 5,419 | 5,413 | 5,105 | 5,578 | 5,647 | 71 | 164 | 171 | 247 | 184 |
| General reference..... | 846 | 1,113 | 1,643 | 2,398 | 3,021 | 2,905 | 2,484 | 2,117 | 132 | 268 | 329 | 346 | 277 |
| History..... | 1,995 | 1,823 | 2,220 | 2,177 | 2,257 | 2,327 | 2,471 | 2,250 | 296 | 324 | 395 | 384 | 324 |
| Home economics..... | 321 | 728 | 879 | 1,099 | 1,306 | 1,228 | 1,103 | (d) 957 | 40 | 41 | 41 | 42 | 25 |
| Juvenile..... | 2,640 | 2,292 | 2,859 | 3,049 | 3,128 | 3,801 | 4,516 | 3,794 | 58 | 69 | 92 | 112 | 63 |
| Language..... | 472 | 438 | 529 | 576 | 670 | 632 | 668 | 514 | 134 | 179 | 216 | 334 | 131 |
| Law..... | 604 | 915 | 1,102 | 1,451 | 1,406 | 1,349 | 1,358 | 1,142 | 112 | 158 | 170 | 190 | 158 |
| Literature..... | 3,085 | 1,904 | 1,686 | 1,742 | 2,006 | 1,964 | 2,145 | 1,918 | 183 | 238 | 267 | 261 | 193 |
| Medicine..... | 1,476 | 2,282 | 3,292 | 3,229 | 3,554 | 3,579 | 3,445 | 3,339 | 671 | 508 | 598 | 665 | 526 |
| Music..... | 404 | 305 | 357 | 346 | 387 | 364 | 356 | 271 | 35 | 54 | 70 | (d) 66 | 38 |
| Philosophy, psychology..... | 1,280 | 1,374 | 1,429 | 1,465 | 1,554 | 1,559 | 1,669 | 1,515 | 218 | 211 | 267 | 263 | 216 |
| Poetry and drama..... | 1,474 | 1,501 | 1,179 | 1,049 | 1,164 | 1,166 | 1,278 | 1,011 | 120 | 174 | 220 | 216 | 112 |
| Religion..... | 1,788 | 1,773 | 2,055 | 2,075 | 2,482 | 2,564 | 2,788 | 2,303 | 94 | 160 | 173 | 141 | 123 |
| Science..... | 2,358 | 2,942 | 3,109 | 3,124 | 3,236 | 3,304 | 3,360 | 2,755 | 1,069 | 1,032 | 1,242 | 1,214 | 921 |
| Sociology, economics.. | 5,912 | 6,590 | 7,152 | 7,449 | 7,794 | 7,441 | 7,912 | 6,491 | 1,050 | 1,373 | 1,559 | 1,635 | 1,212 |
| Sports, recreation.... | 799 | 1,225 | 971 | 1,191 | 1,299 | 1,154 | 1,192 | 1,068 | 85 | 137 | 107 | 110 | 62 |
| Technology..... | 1,141 | 1,720 | 2,337 | 2,328 | 2,639 | 2,520 | 2,698 | 2,164 | 373 | 454 | 419 | 618 | 433 |
| Travel..... | 1,394 | 794 | 504 | 482 | 551 | 485 | 543 | 496 | 55 | 61 | 61 | 46 | 35 |

Note: This table comprises new books (those published for the first time), and new editions (those with changes in text or format). Not included are: government publications; books sold only by subscription; dissertations, periodicals and quarterlies; and pamphlets under 49 pages.

- (a) Increase is due largely to a major improvement in the recording of paperbound books.
- (b) Prior to 1980, book entries comprised all titles submitted for listing in Bowker's Weekly Record during a calendar year. Beginning in 1980, listings cover those titles issued six months in advance of purchase.
- (c) Data for imports in 1982 are not available.
- (d) Revised since originally published.

Source: R. R. Bowker Co., New York, NY, Publishers Weekly (copyright by Reed Publishing).
As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 370, p. 214;
U.S. Bureau of the Census Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 382, p. 224.

Table 6-26.

Number of employees and earnings of production workers in printing and publishing industry, selected years: 1970-1987 (continued on next page)

| Industry | 1970 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 |
|------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Printing and publishing total (a) | | | | | | | | | | | | | | |
| Employees (in thousands)..... | 1,106 | 1,083 | 1,080 | 1,109 | 1,181 | 1,243 | 1,252 | 1,266 | 1,269 | 1,296 | 1,372 | 1,428 | 1,457 | 1,507 |
| Production workers (in thousands)..... | 682 | 624 | 630 | 639 | 665 | 702 | 699 | 698 | 698 | 710 | 756 | 789 | 817 | 842 |
| Average hourly earnings (dollars) (b). | 3.92 | 5.38 | 5.69 | 6.09 | 6.47 | 6.91 | 7.53 | 8.18 | 8.75 | 9.11 | 9.40 | 9.71 | 9.99 | 10.28 |
| Newspapers | | | | | | | | | | | | | | |
| Employees (in thousands)..... | 373 | 377 | 383 | 393 | 406 | 421 | 420 | 422 | 418 | 428 | 441 | 451 | 458 | 471 |
| Production workers (in thousands)..... | 181 | 168 | 167 | 165 | 165 | 169 | 164 | 162 | 158 | 161 | 166 | 169 | 170 | 173 |
| Average hourly earnings (dollars) (b). | 4.24 | 5.81 | 6.30 | 6.67 | 6.87 | 7.25 | 7.72 | 8.35 | 8.88 | 9.22 | 9.51 | 9.77 | 10.02 | 10.22 |
| Periodicals | | | | | | | | | | | | | | |
| Employees (in thousands)..... | 75 | 68 | 70 | 72 | 79 | 82 | 90 | 96 | 98 | 100 | 107 | 113 | 115 | 121 |
| Production workers (in thousands)..... | 25 | 12 | 19 | 20 | 15 | 14 | 16 | 19 | 21 | 21 | 24 | 29 | 40 | 45 |
| Average hourly earnings (dollars) (b). | 4.18 | 5.13 | 5.81 | 6.26 | 5.87 | 6.38 | 7.16 | 7.80 | 8.86 | 9.56 | 10.06 | 10.20 | 10.63 | 10.72 |

(a) Includes industries not shown separately.

(b) Average for production workers only.

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Table 6-26.

Number of employees and earnings of production workers in printing and publishing industry, selected years: 1970-1987 (continued from previous page)

| Industry | 1970 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 |
|----------------------------------------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| Books | | | | | | | | | | | | | | |
| Employees (in thousands)..... | 99 | 98 | 88 | 90 | 103 | 103 | 101 | 100 | 102 | 98 | 102 | 107 | 109 | 111 |
| Production workers (in thousands)..... | 54 | 48 | 47 | 47 | 52 | 53 | 52 | 51 | 51 | 49 | 50 | 54 | 59 | 59 |
| Average hourly earnings (dollars) (b). | 3.51 | 4.64 | 4.95 | 5.30 | 5.70 | 6.13 | 6.76 | 7.49 | 8.07 | 8.38 | 8.50 | 8.70 | 9.02 | 9.35 |
| Commercial printing | | | | | | | | | | | | | | |
| Employees (in thousands)..... | 357 | 348 | 359 | 367 | 379 | 412 | 414 | 417 | 425 | 437 | 468 | 493 | 508 | 528 |
| Production workers (in thousands)..... | 276 | 262 | 270 | 275 | 280 | 306 | 307 | 307 | 311 | 319 | 343 | 359 | 369 | 382 |
| Average hourly earnings (dollars) (b). | 3.97 | 5.46 | 5.68 | 6.14 | 6.69 | 7.16 | 7.85 | 8.50 | 9.04 | 9.40 | 9.69 | 10.05 | 10.27 | 10.56 |
| Blankbooks and bookbinding | | | | | | | | | | | | | | |
| Employees (in thousands)..... | 59 | 55 | 50 | 52 | 61 | 65 | 62 | 63 | 61 | 65 | 69 | 70 | 73 | 73 |
| Production workers (in thousands)..... | 48 | 45 | 41 | 42 | 50 | 54 | 51 | 51 | 49 | 52 | 56 | 57 | 59 | 58 |
| Average hourly earnings (dollars) (b). | 2.99 | 4.10 | 4.39 | 4.71 | 4.97 | 5.31 | 5.78 | 6.31 | 6.76 | 7.17 | 7.38 | 7.63 | 7.87 | 8.17 |

(b) Average for production workers only.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Employment Hours and Earnings, United States, 1909-84, Volume I, Washington, D.C., March 1985; and 1987 Supplement.

Tables taken from: (1970) U.S. Bureau of the Census, Statistical Abstract of the United States, 1971, Washington, D.C., 1971, table 345; (1975, 1980, 1985) U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 672; (1976, 1977) U.S. Bureau of the Census, Statistical Abstract of the United States, 1978, Washington, D.C., 1978, table 676; (1978) U.S. Bureau of the Census, Statistical Abstract of the United States, 1979, Washington, D.C., 1979, table 681; (1979) U.S. Bureau of the Census, Statistical Abstract of the United States, 1980, Washington, D.C., 1980, table 692; (1981) U.S. Bureau of the Census, Statistical Abstract of the United States, 1982/83, Washington, D.C., 1982, table 661; (1982) U.S. Bureau of the Census, Statistical Abstract of the United States, 1984, Washington, D.C., 1983, table 707; (1983) U.S. Bureau of the Census, Statistical Abstract of the United States, 1985, Washington, D.C., 1984, table 690; (1984) U.S. Bureau of the Census, Statistical Abstract of the United States, 1986, Washington, D.C., 1985, table 694; (1985-86) U.S. Bureau of the Census, Statistical Abstract of the United States, 1988, Washington, D.C., 1987, table 642; (1987) U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 657.

Table 6-27.
Association of American Publishers data on amount of estimated book publishing industry sales by category in selected years: 1972-1986

| | 1972 | 1977 | 1982 | 1985 | | 1986 | | | | |
|------------------------------------------------------|---------------|---------------|---------------|--------------------------|---------------|--------------------------|---------------|--------------------------|--------------------------|--------------------------|
| | Dollar amount | Dollar amount | Dollar amount | Percent change from 1977 | Dollar amount | Percent change from 1982 | Dollar amount | Percent change from 1985 | Percent change from 1982 | Percent change from 1977 |
| (dollars are in millions) | | | | | | | | | | |
| Trade (total)..... | 444.8 | 887.2 | 1,355.5 | 52.8 | 1,989.7 | 46.7 | 2,095.5 | 5.4 | 54.6 | 136.2 |
| Adult hardbound..... | 251.5 | 501.3 | 671.6 | 34.3 | 995.9 | 48.3 | 1,025.8 | 3.0 | 52.7 | 104.6 |
| Adult paperbound*..... | 82.4 | 223.7 | 452.0 | 102.1 | 656.6 | 45.3 | 683.5 | 4.1 | 51.2 | 205.5 |
| Juvenile hardbound..... | 106.5 | 136.1 | 180.3 | 32.5 | 250.7 | 39.0 | 290.1 | 15.7 | 60.9 | 113.2 |
| Juvenile paperbound..... | 4.4 | 26.1 | 51.5 | 97.3 | 85.5 | 66.0 | 96.1 | 12.4 | 86.6 | 268.2 |
| Religious (total)..... | 117.5 | 250.6 | 390.0 | 55.6 | 455.0 | 16.7 | 475.5 | 4.5 | 21.9 | 89.7 |
| Bibles, testaments, hymnals, and prayerbooks..... | 61.6 | 116.3 | 163.7 | 40.8 | 174.7 | 6.7 | 182.9 | 4.7 | 11.7 | 57.3 |
| Other religious..... | 55.9 | 134.3 | 226.2 | 68.4 | 280.3 | 23.9 | 292.6 | 4.4 | 29.4 | 117.9 |
| Professional (total)..... | 381.0 | 698.2 | 1,230.5 | 76.2 | 1,561.0 | 26.9 | 1,722.5 | 10.3 | 40.0 | 146.7 |
| Technical and scientific..... | 131.8 | 249.3 | 431.4 | 73.0 | 561.7 | 30.2 | 579.1 | 3.1 | 34.2 | 132.3 |
| Business and other professional.. | 192.2 | 286.3 | 530.6 | 85.3 | 630.3 | 18.8 | 747.5 | 18.6 | 40.9 | 161.1 |
| Medical..... | 57.0 | 162.6 | 268.5 | 65.1 | 369.0 | 37.4 | 395.9 | 7.3 | 47.4 | 143.5 |
| Book Clubs..... | 240.5 | 406.7 | 590.0 | 45.1 | 686.7 | 16.4 | 698.4 | 1.7 | 18.4 | 71.7 |
| Mail order publications..... | 198.9 | 396.4 | 604.6 | 52.5 | 603.7 | -0.1 | 620.6 | 2.8 | 2.6 | 56.6 |
| Mass market paperback rack-sized... | 250.0 | 487.7 | 665.5 | 36.5 | 761.5 | 14.4 | 762.3 | 0.1 | 14.5 | 56.3 |
| University presses..... | 41.4 | 56.1 | 122.9 | 119.1 | 147.8 | 20.3 | 160.5 | 8.6 | 30.6 | 186.1 |
| Elementary and secondary text..... | 497.6 | 755.9 | 1,051.5 | 39.1 | 1,481.1 | 40.9 | 1,604.0 | 8.3 | 52.5 | 112.2 |
| College text..... | 375.3 | 649.7 | 1,142.4 | 75.8 | 1,325.0 | 16.0 | 1,409.8 | 6.4 | 23.4 | 117.0 |
| Standardized tests..... | 26.5 | 44.6 | 69.7 | 56.3 | 92.2 | 32.3 | 96.6 | 4.8 | 38.6 | 116.6 |
| Subscription reference..... | 278.9 | 294.4 | 396.6 | 34.7 | 486.6 | 22.7 | 501.2 | 3.0 | 26.4 | 70.2 |
| AV and other media (total)..... | 116.2 | 151.3 | 148.0 | -2.2 | 199.5 | 34.8 | 211.1 | 5.8 | 42.6 | 39.5 |
| Ehli..... | 101.2 | 131.4 | 130.1 | -1.0 | 173.9 | 33.7 | 177.4 | 2.0 | 36.4 | 35.0 |
| College..... | 9.2 | 11.0 | 7.9 | -31.9 | 9.9 | 25.3 | 13.5 | 36.5 | 70.9 | 16.4 |
| Other..... | 5.8 | 8.3 | 10.0 | 20.5 | 15.7 | 57.0 | 20.2 | 28.6 | 102.0 | 143.4 |
| Other sales..... | 49.2 | 63.4 | 77.1 | 21.6 | 89.7 | 16.3 | 96.5 | 7.6 | 25.2 | 52.2 |
| Total..... | 3,017.8 | 5,142.2 | 7,844.3 | 52.5 | 9,878.5 | 25.9 | 10,454.5 | 5.8 | 33.3 | 103.3 |

* Includes nonrack-sized sales by mass market publishers of \$113.5 million in 1982; \$170.2 million in 1985, and \$172.9 million in 1986.

Source: Association of American Publishers, Annual Statistics, various years.

As included in Joanne O'Hare, ed., Bowker Annual of Library and Book Trade Information, 31st edition, R. R. Bowker Company, New York, NY, 1986, table 1, p. 430; Association of American Publishers 1986 Annual Statistics.

As included in Filomena Sismora, Margaret M. Spien, and Dorothy Pollet Gray, eds., Bowker Annual of Library and Book Trade Information, 1988, R.R. Bowker Company, New York, NY, table 1, p. 44.

Table 6-28a.
Book Industry Study Group figures on estimated amount of book publishing industry sales
by category: 1982-1988 (continued on next page)

| Category | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-------------------------------------------------|---------|---------|---------|----------|----------|----------|----------|
| (in millions of dollars) | | | | | | | |
| Trade-total..... | 1,513.0 | 1,767.9 | 1,879.6 | 2,210.9 | 2,340.6 | 2,712.8 | 3,036.4 |
| Adult-total..... | 1,229.0 | 1,416.3 | 1,483.1 | 1,735.3 | 1,794.2 | 2,077.7 | 2,285.2 |
| Hardbound..... | 770.8 | 902.5 | 931.4 | 1,113.0 | 1,146.4 | 1,350.6 | 1,433.0 |
| Paperbound..... | 458.2 | 513.8 | 551.7 | 622.3 | 647.8 | 727.1 | 852.2 |
| Juvenile-total..... | 284.0 | 351.6 | 396.5 | 475.6 | 546.4 | 635.1 | 751.2 |
| Hardbound..... | 206.9 | 262.3 | 297.9 | 358.7 | 415.0 | 478.5 | 558.4 |
| Paperbound..... | 77.1 | 89.3 | 98.6 | 116.9 | 131.4 | 156.6 | 192.8 |
| Religious-total..... | 425.5 | 508.8 | 536.7 | 536.7 | 572.7 | 638.8 | 675.9 |
| Hardbound..... | 245.8 | 293.5 | 313.9 | 319.9 | 349.5 | 399.1 | 431.2 |
| Paperbound..... | 179.7 | 215.3 | 222.8 | 216.8 | 223.2 | 239.7 | 244.7 |
| Professional-total..... | 1,536.4 | 1,703.1 | 1,805.3 | 1,928.0 | 2,076.5 | 2,207.3 | 2,411.9 |
| Hardbound..... | 1,098.2 | 1,221.3 | 1,302.1 | 1,396.3 | 1,508.3 | 1,606.6 | 1,756.4 |
| Paperbound..... | 438.2 | 481.8 | 503.2 | 531.7 | 568.2 | 600.7 | 655.5 |
| Book Clubs-total..... | 522.9 | 569.9 | 575.6 | 598.0 | 608.2 | 678.7 | 690.2 |
| Hardbound..... | 399.9 | 439.4 | 447.2 | 468.2 | 475.5 | 545.2 | 552.9 |
| Paperbound..... | 123.0 | 130.5 | 128.4 | 129.8 | 132.7 | 133.5 | 137.3 |
| Mail order publications..... | 568.6 | 574.4 | 596.2 | 629.6 | 650.4 | 657.6 | 697.7 |
| Mass market-rack-sized..... | 703.4 | 742.3 | 771.3 | 803.7 | 809.3 | 913.7 | 1,006.9 |
| University Press-total..... | 125.4 | 129.1 | 138.4 | 146.8 | 159.4 | 170.9 | 198.1 |
| Hardbound..... | 92.8 | 95.0 | 101.3 | 107.0 | 115.9 | 123.7 | 143.0 |
| Paperbound..... | 22.6 | 34.1 | 37.1 | 39.8 | 43.5 | 47.2 | 55.1 |
| Elementary and High School (ELHI)-total..... | 1,108.2 | 1,169.0 | 1,316.0 | 1,472.9 | 1,595.1 | 1,695.6 | 1,783.8 |
| Hardbound..... | 614.9 | 658.1 | 751.4 | 854.3 | 953.9 | 1,014.6 | 1,022.1 |
| Paperbound..... | 493.3 | 510.9 | 564.6 | 618.6 | 641.2 | 681.2 | 761.7 |
| College-total..... | 1,206.1 | 1,265.6 | 1,311.2 | 1,358.4 | 1,436.1 | 1,549.5 | 1,716.8 |
| Hardbound..... | 995.7 | 1,023.9 | 1,038.5 | 1,051.4 | 1,085.7 | 1,145.8 | 1,239.5 |
| Paperbound..... | 210.4 | 241.7 | 272.7 | 307.0 | 350.4 | 403.7 | 477.3 |
| Standardized tests..... | 70.4 | 76.8 | 83.6 | 90.6 | 97.3 | 104.0 | 111.4 |
| Subscription reference..... | 306.9 | 347.9 | 370.6 | 390.2 | 410.9 | 437.6 | 473.9 |
| Total..... | 8,086.8 | 8,854.8 | 9,384.5 | 10,165.8 | 10,736.5 | 11,766.5 | 12,803.0 |

Source: Book Industry Study Group, Inc., Trends Update, "Measures of the Book Industry", Robert Winkler, Statistical Service Center, Volume VIII, No. 1, December 1989, Washington, D.C., table 1, p. 2.

Table 6-28a.

Book Industry Study Group figures on estimated amount of book publishing industry sales by category: 1982-1988 (continued from previous page)

Methodological note: Data are based on the U.S. Census of Manufacturers for Book Publishing and other sources. The authors note the following about the methodology:

In producing these revised 1982-1988 data, the Book Industry Study Group was to independently estimate publishers' sales for 1982 and for 1987 (Census years), and after committee review, to then ratio the earlier TRENDS estimates to match these benchmark values, preserving the pattern of year-to-year changes. At the same time, the views, advice, and estimates of dozens of industry people, companies, and associations, as well as all available data, direct and indirect, were consulted.

Where the prior TRENDS values seemed at odds with the available information, revisions were made. All of the material in this Update, as well as that of the September 1989 Update, should be regarded as preliminary in nature, and all TRENDS data will continue to be reviewed as the forecasts of the early 1990s are added to our new database.

Adjustments aside, the "tie" to the Census every fifth year is quite important as there must be a consistent check on the TRENDS estimates. Otherwise the estimates might, after a number of years of "push-forwarding", have little resemblance to the book industry. Readers will find that the estimates in this Update are markedly different than those in recent TRENDS volumes for a few categories: Trade, Professional, Subscription Reference, and quit consistent for many others. Our purpose in making these revisions was not to alter history, but to report it as accurately as possible, by conforming to the accepted main source of book industry data. Researchers should find that the pattern of year-to-year changes in this Update closely follows that of recent TRENDS volumes, although the amplitude of such changes may have been altered to match the Census data.

Although the Census is the acknowledged source of the TRENDS data, the data in this Update does not generally match the published figures in the Census as a number of adjustments have been made. These are documented more fully in the forthcoming 1989 TRENDS volume, and include, among others: the allocation of "other" and "not elsewhere classified" categories to the specified detail; adjustments to University Presses and other categories for not-for-profit publishing organizations not required to furnish the Census with data; allowances for very small publishers who were not given the opportunity to participate in the 1987 Census—this is being addressed for the 1992 Census; adjustments for Canadian publishers printing and selling in the U.S.—treated as SIC 2732 (Book Printing) by the Census; and for book publishing by non-traditional sources. The adjustments, detailed in TRENDS 1989, include information from, and suggestions by, many people in particular segments of the publishing industry.

Table 6-28b.
Book Industry Study Group figures on percentage distribution of estimated book publishing industry sales by category: 1982-1988

| Category | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| (percent of dollar value of sales) | | | | | | | |
| Trade-total..... | 18.7 | 20.0 | 20.0 | 21.7 | 21.8 | 23.1 | 23.7 |
| Adult-total..... | 15.2 | 16.0 | 15.8 | 17.1 | 16.7 | 17.7 | 17.8 |
| Hardbound..... | 9.5 | 10.2 | 9.9 | 10.9 | 10.7 | 11.5 | 11.2 |
| Paperbound..... | 5.7 | 5.8 | 5.9 | 6.1 | 6.0 | 6.2 | 6.7 |
| Juvenile-total..... | 3.5 | 4.0 | 4.2 | 4.7 | 5.1 | 5.4 | 5.9 |
| Hardbound..... | 2.6 | 3.0 | 3.2 | 3.5 | 3.9 | 4.1 | 4.4 |
| Paperbound..... | 1.0 | 1.0 | 1.1 | 1.1 | 1.2 | 1.3 | 1.5 |
| Religious-total..... | 5.3 | 5.7 | 5.7 | 5.3 | 5.3 | 5.4 | 5.3 |
| Hardbound..... | 3.0 | 3.3 | 3.3 | 3.1 | 3.2 | 3.4 | 3.4 |
| Paperbound..... | 2.2 | 2.4 | 2.4 | 2.1 | 2.1 | 2.0 | 1.9 |
| Bibles, Testaments-total..... | 1.8 | 1.8 | 1.7 | 1.5 | 1.5 | 1.5 | 1.5 |
| Hardbound..... | 1.6 | 1.6 | 1.4 | 1.2 | 1.2 | 1.1 | 1.0 |
| Paperbound..... | 0.2 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 |
| Other religious-total..... | 3.4 | 3.9 | 4.0 | 3.7 | 3.8 | 3.9 | 3.8 |
| Hardbound..... | 1.4 | 1.8 | 1.9 | 1.9 | 2.1 | 2.3 | 2.4 |
| Paperbound..... | 2.0 | 2.2 | 2.1 | 1.8 | 1.7 | 1.6 | 1.5 |
| Professional-total..... | 19.0 | 19.2 | 19.2 | 19.0 | 19.3 | 18.8 | 18.8 |
| Hardbound..... | 13.6 | 13.8 | 13.9 | 13.7 | 14.0 | 13.7 | 13.7 |
| Paperbound..... | 5.4 | 5.4 | 5.4 | 5.2 | 5.3 | 5.1 | 5.1 |
| Business-total..... | 2.8 | 2.9 | 3.0 | 3.2 | 3.3 | 3.3 | 3.5 |
| Hardbound..... | 2.1 | 2.1 | 2.1 | 2.2 | 2.2 | 2.1 | 2.2 |
| Paperbound..... | 0.7 | 0.8 | 0.9 | 1.0 | 1.1 | 1.2 | 1.3 |
| Law-total..... | 6.9 | 6.8 | 6.8 | 6.7 | 6.8 | 6.6 | 6.5 |
| Hardbound..... | 5.0 | 5.0 | 5.1 | 5.2 | 5.3 | 5.2 | 5.2 |
| Paperbound..... | 1.9 | 1.8 | 1.7 | 1.6 | 1.5 | 1.4 | 1.3 |
| Medical-total..... | 3.6 | 3.6 | 3.7 | 3.6 | 3.6 | 3.5 | 3.5 |
| Hardbound..... | 3.1 | 3.2 | 3.2 | 3.2 | 3.2 | 3.1 | 3.2 |
| Paperbound..... | 0.5 | 0.5 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 |
| Technical, scientific and other-total..... | 5.7 | 5.9 | 5.7 | 5.5 | 5.6 | 5.4 | 5.4 |
| Hardbound..... | 3.4 | 3.5 | 3.4 | 3.2 | 3.3 | 3.2 | 3.1 |
| Paperbound..... | 2.3 | 2.4 | 2.3 | 2.2 | 2.3 | 2.2 | 2.2 |
| Book Clubs-total..... | 6.5 | 6.4 | 6.1 | 5.9 | 5.7 | 5.8 | 5.4 |
| Hardbound..... | 4.9 | 5.0 | 4.8 | 4.6 | 4.4 | 4.6 | 4.3 |
| Paperbound..... | 1.5 | 1.5 | 1.4 | 1.3 | 1.2 | 1.1 | 1.1 |
| Mail order publications..... | 7.0 | 6.5 | 6.4 | 6.2 | 6.0 | 5.6 | 5.4 |
| Mass market-rack-sized..... | 8.7 | 8.4 | 8.2 | 7.9 | 7.5 | 7.8 | 7.9 |
| University Press-total..... | 1.6 | 1.5 | 1.5 | 1.4 | 1.5 | 1.5 | 1.5 |
| Hardbound..... | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| Paperbound..... | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Elementary and High School (ELHI)-total..... | 13.7 | 13.2 | 14.0 | 14.5 | 14.8 | 14.4 | 13.9 |
| Hardbound..... | 7.6 | 7.4 | 8.0 | 8.4 | 8.9 | 8.6 | 8.0 |
| Paperbound..... | 6.1 | 5.8 | 6.0 | 6.1 | 6.0 | 5.8 | 5.9 |
| College-total..... | 14.9 | 14.3 | 14.0 | 13.4 | 13.4 | 13.2 | 13.4 |
| Hardbound..... | 12.3 | 11.6 | 11.1 | 10.3 | 10.1 | 9.7 | 9.7 |
| Paperbound..... | 2.6 | 2.7 | 2.9 | 3.0 | 3.3 | 3.4 | 3.7 |
| Standardized tests..... | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 |
| Subscription reference..... | 3.8 | 3.9 | 3.9 | 3.8 | 3.8 | 3.7 | 3.7 |
| Total..... | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Note: See table 6-28a for methodological note.

Source: Book Industry Study Group, Inc., Trends Update, Volume VII, No. 4, September 1989, Washington, D.C., table 3, pp. 6 and 7.

Table 6-29.
Book Industry Study Group figures on estimated book publishing unit sales by category:
1982-1988

| Category | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-------------------------------------------------|---------|---------|---------|---------|---------|---------|---------|
| (in millions of units sold) | | | | | | | |
| Trade-total..... | 485.1 | 522.5 | 543.8 | 576.6 | 586.0 | 600.2 | 633.6 |
| Adult-total | 335.1 | 349.3 | 357.5 | 376.7 | 368.6 | 373.5 | 381.5 |
| Hardbound..... | 160.9 | 165.8 | 166.4 | 188.9 | 183.9 | 196.4 | 192.9 |
| Paperbound..... | 174.2 | 183.5 | 191.1 | 187.8 | 184.7 | 177.1 | 188.6 |
| Juvenile-total..... | 150.0 | 173.2 | 186.3 | 199.9 | 217.4 | 226.7 | 252.1 |
| Hardbound..... | 66.3 | 80.2 | 87.7 | 105.4 | 119.5 | 134.8 | 153.5 |
| Paperbound..... | 83.7 | 93.0 | 98.6 | 94.5 | 97.9 | 91.9 | 98.6 |
| Religious-total..... | 153.6 | 158.5 | 158.5 | 143.7 | 141.2 | 135.5 | 128.0 |
| Hardbound | 52.6 | 53.0 | 52.9 | 49.3 | 49.5 | 48.8 | 47.7 |
| Paperbound | 101.0 | 105.5 | 105.6 | 94.4 | 91.7 | 86.7 | 80.3 |
| Professional-total | 121.0 | 128.3 | 120.5 | 125.7 | 132.6 | 135.9 | 142.0 |
| Hardbound | 50.0 | 52.7 | 50.4 | 52.1 | 54.6 | 54.6 | 55.7 |
| Paperbound | 71.0 | 75.6 | 70.1 | 73.6 | 78.0 | 81.3 | 86.3 |
| Book Clubs-total | 136.0 | 137.4 | 137.0 | 132.9 | 129.0 | 123.6 | 115.1 |
| Hardbound | 42.8 | 43.9 | 43.7 | 43.2 | 41.4 | 42.7 | 38.9 |
| Paperbound | 93.2 | 93.5 | 93.3 | 89.7 | 87.6 | 80.9 | 76.2 |
| Mail order publications | 137.7 | 133.0 | 125.3 | 125.2 | 128.4 | 132.6 | 142.4 |
| Mass market-rack-sized..... | 434.2 | 426.6 | 438.2 | 429.8 | 430.5 | 441.4 | 472.7 |
| University Press-total | 17.2 | 16.5 | 15.9 | 16.1 | 16.0 | 14.7 | 14.8 |
| Hardbound | 7.8 | 6.9 | 6.7 | 6.6 | 6.5 | 5.9 | 5.9 |
| Paperbound | 9.4 | 9.6 | 9.2 | 9.5 | 9.5 | 8.8 | 8.9 |
| Elementary and High School (ELHI)-total..... | 244.1 | 233.4 | 243.3 | 245.0 | 238.2 | 216.2 | 211.0 |
| Hardbound | 86.5 | 84.4 | 89.0 | 93.4 | 97.3 | 91.0 | 85.5 |
| Paperbound | 157.6 | 149.0 | 154.3 | 151.6 | 140.9 | 125.2 | 125.5 |
| College-total..... | 126.7 | 127.2 | 123.5 | 120.2 | 121.0 | 129.6 | 142.0 |
| Hardbound | 81.5 | 78.5 | 73.0 | 68.5 | 66.0 | 67.9 | 71.1 |
| Paperbound | 45.2 | 48.7 | 50.5 | 51.7 | 55.0 | 61.7 | 70.9 |
| Subscription reference..... | 0.9 | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 | 1.1 |
| Total..... | 1,856.5 | 1,884.3 | 1,906.9 | 1,916.2 | 1,923.9 | 1,930.7 | 2,002.7 |

Note: See table 6-28a for methodological note.

Source: Book Industry Study Group, Inc., Trends Update, Volume VIII, No. 1, December 1989, Washington, D.C., table 2, p. 3.

Table 6-30.

Quantity of books sold and value of U.S. domestic consumer expenditures, by type of publication and market area: 1974 - 1987 (continued on next page)

| Type of publication and market area | (b) | | | | | | | | | | | | | |
|-------------------------------------|-------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 |
| Units sold | (in millions of units) | | | | | | | | | | | | | |
| Total* | 1,560 | 1,541 | 1,589 | 1,666 | 1,768 | 1,799 | 1,856 | 1,895 | 1,924 | 2,045 | 2,012 | 2,044 | 2,071 | 2,122 |
| Hardbound, total | 530 | 526 | 547 | 573 | 601 | 629 | 689 | 742 | 690 | 749 | 788 | 831 | 851 | 884 |
| Softbound, total | 1,030 | 1,015 | 1,042 | 1,093 | 1,166 | 1,170 | 1,167 | 1,153 | 1,233 | 1,297 | 1,224 | 1,213 | 1,221 | 1,238 |
| Trade | 298 | 272 | 288 | 320 | 356 | 375 | 487 | 495 | 518 | 614 | 612 | 666 | 702 | 737 |
| Adult | 192 | 182 | 193 | 217 | 255 | 285 | 369 | 372 | 356 | 409 | 424 | 455 | 465 | 486 |
| Juvenile | 106 | 90 | 95 | 103 | 101 | 90 | 118 | 123 | 162 | 205 | 188 | 210 | 237 | 251 |
| Religious | 78 | 96 | 113 | 128 | 135 | 145 | 152 | 149 | 157 | 153 | 162 | 144 | 142 | 130 |
| Professional | 53 | 51 | 57 | 61 | 72 | 85 | 103 | 110 | 125 | 139 | 129 | 140 | 156 | 165 |
| Bookclubs | 202 | 195 | 214 | 215 | 202 | 158 | 127 | 126 | 121 | 121 | 111 | 107 | 103 | 104 |
| Elhi text | 272 | 257 | 244 | 242 | 244 | 246 | 217 | 218 | 220 | 222 | 231 | 238 | 231 | 210 |
| College text | 83 | 84 | 84 | 83 | 91 | 101 | 118 | 119 | 119 | 122 | 114 | 110 | 108 | 113 |
| Mail order publications | 79 | 85 | 104 | 108 | 117 | 130 | 145 | 162 | 136 | 121 | 103 | 111 | 111 | 115 |
| Mass market paperbacks | 484 | 491 | 475 | 500 | 539 | 548 | 495 | 506 | 517 | 542 | 541 | 519 | 509 | 540 |
| General retailers | 550 | 595 | 618 | 668 | 744 | 775 | 841 | 867 | 911 | 1,019 | 1,004 | 1,023 | 1,051 | 1,101 |
| College stores | 205 | 195 | 203 | 214 | 229 | 223 | 242 | 245 | 251 | 266 | 260 | 258 | 257 | 265 |
| Libraries and institutions | 79 | 73 | 73 | 78 | 82 | 87 | 93 | 89 | 88 | 89 | 90 | 94 | 98 | 99 |
| Schools | 364 | 309 | 295 | 299 | 285 | 289 | 271 | 260 | 257 | 253 | 263 | 270 | 264 | 245 |
| Direct to consumers | 298 | 286 | 315 | 326 | 344 | 347 | 328 | 346 | 320 | 309 | 284 | 285 | 282 | 290 |
| Other | 65 | 83 | 85 | 81 | 84 | 78 | 80 | 89 | 96 | 109 | 111 | 115 | 118 | 121 |

(a) Includes university press publications and subscription reference works not shown separately by type.

(b) Figures for 1984 were revised since the last report.

Table 6-30.

Quantity of books sold and value of U.S. domestic consumer expenditures by type of publication and market area: 1974 - 1987 (continued from previous page)

| Type of publication and market area | (b) | | | | | | | | | | | | | |
|------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
| | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 |
| Consumer expenditures (in millions of dollars) | | | | | | | | | | | | | | |
| Total(a)..... | 4,487 | 4,969 | 5,580 | 600 | 7,231 | 7,948 | 8,854 | 9,906 | 10,549 | 12,012 | 12,837 | 14,072 | 15,052 | 16,653 |
| Hardbound, total..... | 3,012 | 3,276 | 3,653 | 432 | 4,646 | 5,143 | 5,731 | 6,463 | 6,601 | 7,574 | 8,136 | 8,924 | 9,596 | 10,609 |
| Softbound, total..... | 1,475 | 1,693 | 1,928 | 269 | 2,585 | 2,805 | 3,123 | 3,444 | 3,949 | 4,438 | 4,701 | 5,148 | 5,456 | 6,044 |
| Trade..... | 1,015 | 1,092 | 1,220 | 1,439 | 1,659 | 1,856 | 2,349 | 2,695 | 2,824 | 3,481 | 3,810 | 4,488 | 4,936 | 5,810 |
| Adult..... | 806 | 866 | 983 | 1,180 | 1,379 | 1,553 | 1,954 | 2,242 | 2,325 | 2,881 | 3,150 | 3,669 | 3,979 | 4,670 |
| Juvenile..... | 208 | 226 | 237 | 259 | 279 | 303 | 395 | 453 | 499 | 600 | 659 | 818 | 958 | 1,140 |
| Religious..... | 280 | 358 | 453 | 520 | 552 | 628 | 687 | 763 | 838 | 997 | 1,130 | 1,130 | 1,177 | 1,242 |
| Professional..... | 531 | 590 | 682 | 786 | 1,053 | 1,158 | 1,453 | 1,656 | 1,871 | 2,136 | 2,207 | 2,415 | 2,705 | 2,910 |
| Book clubs..... | 307 | 336 | 382 | 414 | 472 | 490 | 473 | 497 | 504 | 530 | 519 | 544 | 557 | 627 |
| Elhi text..... | 642 | 683 | 685 | 753 | 834 | 932 | 880 | 931 | 1,002 | 1,108 | 1,251 | 1,420 | 1,522 | 1,621 |
| College text..... | 530 | 635 | 685 | 725 | 819 | 957 | 1,138 | 1,289 | 1,429 | 1,577 | 1,628 | 1,707 | 1,803 | 1,952 |
| Mail order publications..... | 284 | 321 | 403 | 426 | 472 | 531 | 592 | 686 | 588 | 552 | 569 | 597 | 599 | 606 |
| Mass market paperbacks..... | 564 | 651 | 741 | 897 | 981 | 1,011 | 987 | 1,098 | 1,199 | 1,338 | 1,433 | 1,479 | 1,458 | 1,580 |
| General retailers..... | 1,310 | 1,565 | 1,791 | 2,123 | 2,500 | 2,773 | 3,341 | 3,891 | 4,224 | 5,095 | 5,536 | 6,159 | 6,636 | 7,543 |
| College stores..... | 775 | 895 | 1,005 | 1,140 | 1,319 | 1,383 | 1,603 | 1,833 | 2,037 | 2,326 | 2,428 | 2,615 | 2,769 | 3,026 |
| Libraries and institutions.... | 412 | 452 | 502 | 561 | 652 | 747 | 846 | 887 | 964 | 1,037 | 1,110 | 1,227 | 1,338 | 1,453 |
| Schools..... | 816 | 845 | 865 | 945 | 1,014 | 1,113 | 1,176 | 1,191 | 1,266 | 1,364 | 1,522 | 1,709 | 1,829 | 1,956 |
| Direct to consumers..... | 1,089 | 1,118 | 1,311 | 1,411 | 1,616 | 1,749 | 1,764 | 1,959 | 1,897 | 1,985 | 2,018 | 2,113 | 2,211 | 2,373 |
| Other..... | 85 | 94 | 106 | 120 | 130 | 119 | 124 | 147 | 163 | 204 | 224 | 249 | 269 | 302 |

Note: Includes all titles released by publishers in the U.S. and imports which appear under the imprints of American publishers. Multi-volume sets, such as encyclopedias, are counted as one unit.

(a) Includes university press publications and subscription reference works not shown separately by type.

(b) Figures for 1984 were revised since the last report.

Source: Book Industry Study Group, Inc., Book Industry Trends, New York, NY, annual. (Copyright)

As included in the U.S. Bureau of the Census, Statistical Abstract of the United States: 1987, Washington, D.C., 1986, table 368, p. 213; U.S. Bureau of the Census, Statistical Abstract of the United States: 1989, Washington, D.C., 1989, table 380, p. 223.

Table 6-31.
Book Industry Study Group figures on estimated domestic consumer expenditures on books: 1982-1988

| Category | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-------------------------------------------------|---------|----------|----------|----------|----------|----------|----------|
| (in millions of dollars) | | | | | | | |
| Trade-total..... | 2,484.2 | 2,942.1 | 3,139.2 | 3,660.0 | 3,878.4 | 4,453.0 | 5,070.2 |
| Adult-total..... | 2,028.2 | 2,369.8 | 2,485.6 | 2,871.2 | 2,968.6 | 3,398.6 | 3,806.4 |
| Hardbound..... | 1,249.2 | 1,491.6 | 1,517.2 | 1,791.4 | 1,845.0 | 2,160.4 | 2,322.3 |
| Paperbound..... | 779.0 | 878.2 | 968.4 | 1,079.8 | 1,123.6 | 1,238.2 | 1,484.1 |
| Juvenile-total..... | 456.0 | 572.3 | 653.6 | 788.8 | 909.8 | 1,054.4 | 1,263.8 |
| Hardbound..... | 312.7 | 406.2 | 466.9 | 572.1 | 665.3 | 766.7 | 903.3 |
| Paperbound..... | 143.3 | 166.1 | 186.7 | 216.7 | 244.5 | 287.7 | 360.5 |
| Religious-total..... | 706.0 | 850.9 | 921.5 | 925.6 | 986.6 | 1,104.0 | 1,168.1 |
| Hardbound..... | 400.6 | 483.3 | 532.4 | 545.7 | 595.8 | 683.9 | 739.4 |
| Paperbound..... | 305.4 | 367.6 | 389.1 | 379.9 | 390.8 | 420.1 | 428.7 |
| Professional-total..... | 1,529.5 | 1,811.2 | 2,909.8 | 2,043.4 | 2,207.9 | 2,349.7 | 2,573.2 |
| Hardbound..... | 1,143.0 | 1,273.3 | 1,350.8 | 1,452.2 | 1,574.2 | 1,679.1 | 1,840.4 |
| Paperbound..... | 486.5 | 537.9 | 559.0 | 591.2 | 633.7 | 670.6 | 732.8 |
| Book Clubs-total..... | 509.9 | 555.0 | 559.6 | 581.5 | 591.2 | 659.8 | 670.7 |
| Hardbound..... | 389.1 | 426.9 | 433.8 | 454.5 | 461.5 | 529.2 | 536.5 |
| Paperbound..... | 120.8 | 123.1 | 125.8 | 127.0 | 129.7 | 130.6 | 134.2 |
| Mail order publications..... | 580.7 | 589.6 | 614.2 | 650.1 | 671.6 | 678.6 | 719.7 |
| Mass market-rack-sized..... | 1,102.3 | 1,167.5 | 1,196.6 | 1,244.5 | 1,248.9 | 1,411.1 | 1,555.9 |
| University Press-total..... | 120.6 | 124.7 | 135.0 | 141.6 | 153.7 | 164.5 | 190.5 |
| Hardbound..... | 84.1 | 86.5 | 93.2 | 97.0 | 105.1 | 112.0 | 129.2 |
| Paperbound..... | 36.5 | 38.2 | 41.8 | 44.6 | 48.6 | 52.5 | 61.3 |
| Elementary and High School (ELHI)-total..... | 1,067.0 | 1,124.4 | 1,258.3 | 1,415.3 | 1,534.3 | 1,632.8 | 1,716.4 |
| Hardbound..... | 592.6 | 632.9 | 718.2 | 820.9 | 917.5 | 977.4 | 983.6 |
| Paperbound..... | 474.4 | 491.5 | 540.1 | 594.4 | 616.8 | 655.4 | 732.8 |
| College-total..... | 1,387.6 | 1,477.4 | 1,508.9 | 1,575.3 | 1,670.3 | 1,802.6 | 1,977.5 |
| Hardbound..... | 1,142.6 | 1,193.6 | 1,192.5 | 1,217.5 | 1,260.1 | 1,330.4 | 1,439.5 |
| Paperbound..... | 245.0 | 283.8 | 316.4 | 357.8 | 410.2 | 472.2 | 538.0 |
| Standardized tests..... | 72.5 | 79.5 | 86.9 | 94.7 | 102.1 | 109.7 | 118.1 |
| Subscription reference..... | 271.7 | 307.7 | 327.4 | 342.0 | 357.4 | 380.5 | 409.6 |
| Total..... | 9,932.0 | 11,030.0 | 11,657.4 | 12,674.0 | 13,402.4 | 14,746.3 | 16,189.9 |

Note: This table is domestic sales only. These data are derived from the forthcoming BISG TRENDS publication, and are coordinated with the total publishers' sales data. See methodological note on table 6-28a.

Source: Book Industry Study Group, Inc., Trends Update, Volume VIII, No. 1, December 1989, Washington, D.C., table 4, p. 5.

Table 6-32.
Recent printing and publishing performance and forecast: 1985-1989

| Industry data | Value of shipments | | Estimated value of shipments | | Forecasted value of shipments |
|--------------------------------------------|--------------------|---------|------------------------------|---------|-------------------------------|
| | 1985 | 1986 | 1987 | 1988 | 1989 |
| (in millions of dollars) | | | | | |
| Value of shipments (current dollars)*..... | 111,880 | 118,571 | 129,152 | 140,302 | 152,117 |
| Newspapers..... | 27,015 | 29,206 | 31,532 | 33,430 | 35,790 |
| Periodicals..... | 15,246 | 15,719 | 16,758 | 18,046 | 19,478 |
| Book publishing..... | 10,196 | 10,732 | 11,675 | 12,775 | 14,000 |
| Book printing..... | 2,919 | 3,102 | 3,385 | 3,700 | 4,025 |
| Miscellaneous publishing..... | 4,437 | 4,887 | 5,425 | 5,960 | 6,525 |
| Commercial printing..... | 35,559 | 37,358 | 41,350 | 45,735 | 50,075 |
| Manifold business forms..... | 6,669 | 6,985 | 7,592 | 8,298 | 8,954 |
| Greeting cards..... | 2,598 | 2,681 | 2,882 | 3,117 | 3,355 |
| Blankbooks and binders..... | 2,463 | 2,640 | 2,865 | 3,095 | 3,325 |
| Bookbinding..... | 890 | 1,048 | 1,140 | 1,240 | 1,340 |
| Typesetting..... | 1,504 | 1,593 | 1,694 | 1,809 | 1,921 |
| Platemaking..... | 2,388 | 2,618 | 2,854 | 3,097 | 3,329 |
| Value of shipments (1982 dollars)..... | 97,018 | 99,129 | 103,196 | 106,615 | 110,225 |
| Newspapers..... | 21,638 | 22,227 | 22,783 | 22,897 | 23,240 |
| Periodicals..... | 12,236 | 11,810 | 12,082 | 12,420 | 12,731 |
| Book publishing..... | 8,751 | 8,803 | 9,135 | 9,484 | 9,859 |
| Book printing..... | 2,671 | 2,723 | 2,810 | 2,905 | 3,010 |
| Miscellaneous publishing..... | 4,008 | 4,217 | 4,410 | 4,595 | 4,775 |
| Commercial printing..... | 32,545 | 33,539 | 35,524 | 37,335 | 39,121 |
| Manifold business forms..... | 6,066 | 6,266 | 6,579 | 6,796 | 7,001 |
| Greeting cards..... | 2,483 | 2,545 | 2,601 | 2,653 | 2,706 |
| Blankbooks and binders..... | 2,252 | 2,299 | 2,355 | 2,420 | 2,490 |
| Bookbinding..... | 807 | 931 | 950 | 965 | 975 |
| Typesetting..... | 1,377 | 1,452 | 1,523 | 1,604 | 1,684 |
| Platemaking..... | 2,185 | 2,317 | 2,444 | 2,542 | 2,631 |

Note: Estimates and forecasts made by International Trade Administration.

*Value of all products and services sold by the printing and publishing industry.

Source: U.S. Bureau of the Census, Bureau of Economic Analysis, International Trade Administration (ITA); U.S. Department of Labor: Bureau of Labor Statistics (BLS). Estimates and forecasts by ITA. As included in U.S. Industrial Outlook, 1989, Washington, D.C., p. 37-1.

Table 6-33.
Estimated average net unit price for the book publishing industry: 1982-1988

| Category | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| (in publishing dollars) | | | | | | | |
| Trade-total..... | 3.12 | 3.38 | 3.46 | 3.83 | 3.99 | 4.52 | 4.79 |
| Adult-total..... | 3.67 | 4.05 | 4.15 | 4.61 | 4.64 | 5.56 | 5.99 |
| Hardbound..... | 4.79 | 5.44 | 5.60 | 5.89 | 6.23 | 6.88 | 7.43 |
| Paperbound..... | 2.63 | 2.80 | 2.89 | 3.31 | 3.51 | 4.11 | 4.52 |
| Juvenile-total..... | 1.89 | 2.03 | 2.13 | 2.38 | 2.51 | 2.80 | 2.98 |
| Hardbound..... | 3.12 | 3.27 | 3.40 | 3.40 | 3.47 | 3.55 | 3.64 |
| Paperbound..... | 0.92 | 0.96 | 1.00 | 1.24 | 1.34 | 1.70 | 1.96 |
| Religious-total..... | 2.77 | 3.21 | 3.39 | 3.73 | 4.06 | 4.71 | 5.28 |
| Hardbound..... | 4.67 | 5.54 | 5.93 | 6.49 | 7.06 | 8.18 | 9.04 |
| Paperbound..... | 1.78 | 2.04 | 2.11 | 2.30 | 2.43 | 2.76 | 3.05 |
| Professional-total..... | 12.70 | 13.27 | 14.98 | 15.34 | 15.66 | 16.24 | 16.99 |
| Hardbound..... | 21.96 | 23.17 | 25.84 | 26.80 | 27.62 | 29.42 | 31.53 |
| Paperbound..... | 6.17 | 6.37 | 7.19 | 7.22 | 7.28 | 7.39 | 7.60 |
| Book Clubs-total..... | 3.84 | 4.15 | 4.20 | 4.50 | 4.71 | 5.49 | 6.00 |
| Hardbound..... | 9.34 | 10.01 | 10.23 | 10.84 | 11.49 | 12.77 | 14.21 |
| Paperbound..... | 1.32 | 1.40 | 1.38 | 1.45 | 1.51 | 1.65 | 1.80 |
| Mail order publications..... | 4.13 | 4.32 | 4.76 | 5.03 | 5.07 | 4.96 | 4.90 |
| Mass market-rack-sized..... | 1.62 | 1.74 | 1.76 | 1.87 | 1.88 | 2.07 | 2.13 |
| University Press-total..... | 7.29 | 7.82 | 8.70 | 9.12 | 9.96 | 11.63 | 13.39 |
| Hardbound..... | 11.90 | 13.77 | 15.12 | 16.21 | 17.83 | 20.97 | 24.24 |
| Paperbound..... | 3.47 | 3.55 | 4.03 | 4.19 | 4.58 | 5.36 | 6.19 |
| Elementary and High School (ELHI)-total..... | 4.54 | 5.01 | 5.41 | 6.01 | 6.70 | 7.84 | 8.45 |
| Hardbound..... | 7.11 | 7.80 | 8.44 | 9.15 | 9.80 | 11.15 | 11.95 |
| Paperbound..... | 3.13 | 3.43 | 3.66 | 4.08 | 4.55 | 5.44 | 6.07 |
| College-total..... | 9.52 | 9.94 | 10.62 | 11.30 | 11.87 | 11.96 | 12.09 |
| Hardbound..... | 12.22 | 13.04 | 14.23 | 15.35 | 16.45 | 16.87 | 17.43 |
| Paperbound..... | 4.65 | 4.96 | 5.40 | 5.94 | 6.37 | 6.54 | 6.73 |
| Total..... | 4.36 | 4.70 | 4.92 | 5.31 | 5.59 | 6.09 | 6.39 |

Notes: All data are averages of a wide range of subject matter, and these "averages" should be regarded as value indicators only - not actual prices of books. See methodological note on table 6-28a.

Source: Book Industry Study Group, Inc., Trends Update, Volume VIII, No. 3, December 1989, Washington, D.C., table 3, p. 4.

Table 6-34.
Average retail prices of books and periodicals in selected years: 1975-1987

| Books (per volume) | | | | | | Periodicals (c) | | | | | |
|------------------------|-------|-------|---------|---------|---------|-----------------------------------------------------------|-------|--------|--------|--------|--------|
| Subject | 1975 | 1980 | 1985 | 1986 | 1987 | Subject | 1975 | 1980 | 1985 | 1986 | 1987 |
| (in dollars) | | | | | | (in dollars) | | | | | |
| Hardcover (a)..... | 16.19 | 24.64 | \$31.46 | \$32.43 | \$35.35 | Total..... | 19.94 | 34.54 | 59.70 | 65.00 | 71.41 |
| Agriculture..... | 13.72 | 27.55 | 36.77 | 39.26 | 49.96 | Agriculture..... | 9.70 | 15.24 | 26.05 | 28.71 | 31.14 |
| Art..... | 17.90 | 27.70 | 35.15 | 35.41 | 38.43 | Business and economics..... | 15.26 | 25.42 | 44.41 | 47.15 | 50.39 |
| Biography..... | 14.09 | 19.77 | 22.20 | 22.96 | 24.33 | Chemistry and physics..... | 76.84 | 137.45 | 238.43 | 264.05 | 294.05 |
| Business..... | 16.54 | 22.45 | 28.84 | 30.72 | 31.77 | Children's periodicals..... | 4.69 | 7.85 | 13.31 | 13.76 | 15.19 |
| Education..... | 10.81 | 17.01 | 27.28 | 26.11 | 31.33 | Engineering..... | 26.64 | 49.15 | 84.38 | 92.66 | 103.49 |
| Fiction..... | 8.31 | 12.46 | 15.29 | 16.84 | 18.18 | Fine and applied arts..... | 11.09 | 18.67 | 27.03 | 28.28 | 30.58 |
| General reference..... | 21.60 | 29.84 | 37.91 | 38.97 | 40.77 | History..... | 11.14 | 15.77 | 25.55 | 26.04 | 27.64 |
| History..... | 15.85 | 22.78 | 27.02 | 28.44 | 31.42 | Home economics..... | 14.24 | 24.63 | 41.04 | 45.59 | 48.67 |
| Home economics..... | 10.27 | 13.31 | 17.50 | 18.97 | 20.34 | Industrial arts..... | 10.59 | 20.70 | 35.09 | 39.75 | 41.45 |
| Juvenile..... | 5.92 | 8.16 | 9.95 | 10.64 | 11.59 | Journalism, communications..... | 14.70 | 27.34 | 46.03 | 47.54 | 50.66 |
| Language..... | 15.80 | 22.16 | 28.68 | 32.80 | 37.02 | Labor and industrial relations.. | 7.40 | 18.84 | 34.75 | 37.14 | 38.65 |
| Law..... | 23.22 | 33.25 | 41.70 | 49.20 | 47.61 | Law..... | 15.00 | 23.00 | 35.15 | 36.44 | 39.82 |
| Literature..... | 14.89 | 18.70 | 24.53 | 25.73 | 28.38 | Library and information science.. | 14.18 | 23.25 | 40.66 | 42.82 | 48.42 |
| Medicine..... | 22.15 | 34.28 | 44.36 | 49.99 | 56.56 | Literature and languages..... | 10.41 | 15.30 | 24.18 | 25.21 | 26.21 |
| Music..... | 14.83 | 21.79 | 28.79 | 32.59 | 36.63 | Mathematics, botany, geology, and general science..... | 35.95 | 67.54 | 116.93 | 129.95 | 146.08 |
| Philosophy, psychology | 12.75 | 21.70 | 28.11 | 29.65 | 32.49 | Medicine..... | 42.38 | 73.37 | 137.92 | 151.77 | 169.38 |
| Poetry and drama..... | 10.76 | 17.85 | 22.14 | 25.11 | 28.22 | Philosophy and religion..... | 9.05 | 14.73 | 24.30 | 24.85 | 25.60 |
| Religion..... | 11.16 | 17.61 | 19.15 | 21.60 | 24.22 | Education..... | 14.72 | 23.45 | 37.81 | 40.47 | 43.30 |
| Science..... | 22.81 | 37.45 | 51.19 | 55.65 | 60.83 | Physical education and recreation..... | 7.80 | 13.83 | 23.72 | 24.78 | 26.67 |
| Sociology, economics.. | 21.65 | 31.76 | 33.33 | 30.34 | 33.91 | Political science..... | 12.79 | 19.30 | 32.72 | 35.19 | 39.95 |
| Sports, recreation.... | 10.97 | 15.92 | 23.43 | 23.25 | 23.49 | Psychology..... | 27.51 | 41.95 | 76.34 | 83.71 | 92.05 |
| Technology..... | 19.66 | 33.64 | 50.37 | 55.00 | 58.21 | Sociology and anthropology..... | 14.85 | 27.56 | 50.87 | 56.31 | 60.29 |
| Travel..... | 15.43 | 16.80 | 24.66 | 24.32 | 27.42 | Zoology..... | 27.37 | 44.58 | 90.75 | 102.83 | 112.91 |
| Paperbacks: | | | | | | General interest periodicals.... | 14.36 | 19.87 | 26.41 | 26.95 | 27.79 |
| Mass market (b)..... | 1.46 | NA | 3.63 | 3.86 | 3.98 | | | | | | |
| Trade or other..... | 5.24 | 8.60 | 13.98 | 14.86 | 14.53 | | | | | | |

NA - Not available.

- (a) Excludes publications of U.S. and other governmental units. books sold only by subscription, dissertations, periodicals and quarterlies, and pamphlets under 49 pages.
- (b) "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, and variety stores.
- (c) Average annual subscription prices.

Source: R. R. Bowker Co., New York, NY, (Books) Publishers Weekly, March 14, 1986; The Bowker Annual of Library and Book Trade Information; (Periodicals) Library Journal, August 1985, and earlier issues. (Copyright)
As included in the U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 371, p. 214;
U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., table 383, p. 224

Table 6-35.

Average prices and price indexes of mass market paperbacks in the U.S.
in selected years: 1981-1987

| Type of book | 1981 average prices | 1984 (final) | | | 1986 (final) | | | 1987 (preliminary) | | |
|-----------------------------|---------------------------|------------------|-------------------|-------|------------------|-------------------|-------|--------------------|-------------------|-------|
| | | Total volumes | Average prices | Index | Total volumes | Average prices | Index | Total volumes | Average prices | Index |
| Agriculture..... | 2.54 | 2 | 2.85 | 112.2 | 6 | 6.04 | 237.8 | 6 | 3.56 | 140.2 |
| Art..... | 5.49 | 3 | 8.28 | 150.8 | 3 | 9.80 | 178.5 | 7 | 12.38 | 225.5 |
| Biography..... | 3.82 | 72 | 4.45 | 116.4 | 76 | 5.15 | 134.8 | 62 | 5.10 | 133.5 |
| Business..... | 4.63 | 23 | 4.92 | 106.3 | 31 | 7.73 | 166.7 | 28 | 6.39 | 138.0 |
| Education..... | 3.96 | 5 | 5.15 | 130.1 | 20 | 7.28 | 183.6 | 14 | 5.99 | 151.3 |
| Fiction..... | 2.47 | 2,498 | 3.03 | 122.7 | 2,424 | 3.46 | 140.1 | 2,571 | 3.59 | 145.3 |
| General works..... | 3.63 | 59 | 4.58 | 126.2 | 61 | 5.07 | 139.4 | 80 | 5.40 | 148.8 |
| History..... | 3.53 | 21 | 3.77 | 106.8 | 33 | 5.19 | 146.7 | 28 | 4.90 | 138.8 |
| Home economics..... | 4.35 | 81 | 4.95 | 113.8 | 97 | 6.23 | 143.2 | 99 | 6.69 | 153.8 |
| Juvenile..... | 1.79 | 220 | 2.31 | 129.1 | 461 | 2.71 | 151.4 | 363 | 2.80 | 156.4 |
| Language..... | 3.42 | 20 | 5.56 | 182.6 | 17 | 5.28 | 154.4 | 22 | 4.94 | 144.4 |
| Law..... | 3.09 | 6 | 5.12 | 165.7 | 4 | 3.98 | 128.5 | 3 | 3.98 | 128.8 |
| Literature..... | 3.42 | 54 | 3.63 | 106.1 | 35 | 4.92 | 143.9 | 40 | 4.50 | 131.6 |
| Medicine..... | 3.66 | 33 | 5.01 | 136.9 | 43 | 7.18 | 196.2 | 46 | 6.28 | 171.6 |
| Music..... | 5.68* | 3 | 5.28 | 93.0 | 10 | 4.21 | 73.9 | 2 | 7.45 | 131.2 |
| Philosophy, psychology..... | 2.84 | 90 | 4.38 | 154.2 | 82 | 5.07 | 178.5 | 137 | 4.96 | 174.6 |
| Poetry, drama..... | 3.22 | 10 | 5.11 | 158.7 | 27 | 5.76 | 178.9 | 13 | 5.05 | 156.8 |
| Religion..... | 2.70 | 15 | 3.87 | 143.3 | 25 | 3.84 | 142.2 | 16 | 3.71 | 137.4 |
| Science..... | 4.45 | 54 | 3.55 | 119.8 | 14 | 5.91 | 132.6 | 5 | 4.55 | 102.2 |
| Sociology, economics..... | 3.43 | 44 | 4.42 | 128.9 | 55 | 5.32 | 155.1 | 78 | 5.63 | 161.1 |
| Sports, recreation..... | 3.05 | 189 | 4.06 | 133.1 | 160 | 4.09 | 134.1 | 175 | 4.97 | 163.0 |
| Technology..... | 4.20 | 81 | 8.61 | 205.0 | 36 | 12.08 | 287.6 | 25 | 10.69 | 254.5 |
| Travel..... | 3.23 | 10 | 5.86 | 181.4 | 10 | 5.01 | 155.1 | 13 | 6.88 | 213.0 |
| Total..... | 2.65 | 3,593 | 3.41 | 128.6 | 3,730 | 3.86 | 150.6 | 3,833 | 3.98 | 150.2 |

*1982 is used as the index base for music.

Note: Average prices of mass market paperbacks are based on listings of market titles in Paperbound Books in Print. Index base: 1981 = 100. Caution is advised in interpreting this table, as many categories list fewer than 20 volumes per year published; thus, the likelihood is high of one or a few books skewing the average price and index either high or low for that category.

Source: Dennis E. Smith and Sue Plezia, University of California, from data supplied by the R.R. Bowker Company. Table taken from Filomena Simora, Margaret M. Spien, and Dorothy Pollet Gray, eds. The Bowker Annual of Library and Book Trade Information, 1988 R.R. Bowker Company, New York, NY, table 5.

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Table 6-36.

Bases for traditional and mass market publishers' initial print quantity decisions: 1981 (continued on next page)

| Key factors in order decisions | Traditional publishers' decisions | | | | | Mass market publishers' decisions | | | |
|----------------------------------------------------------|--------------------------------------------|------------------------------|--------------|------------|----------------|-----------------------------------|--------------------------|--------------|----------------|
| | Ratings by panels* | | | | | Ratings by panels* | | | |
| | Traditional publishers | Wholesale-salers/ jobbers | Book-sellers | Librarians | Manu-facturers | Mass market publishers | Independent distributors | Book-sellers | Manu-facturers |
| | (order of ranking by panel in parentheses) | | | | | | | | |
| Adoption (college text)..... | 3.5 (4) | 3.9 (3) | 3.8 (2) | 3.9 (2) | 4.0 (2) | 1.0 (6) | 2.3 (8) | 2.7 (7) | 2.7 (5) |
| Advance orders..... | 2.9 (5) | 3.7 (5) | 3.4 (5) | 3.8 (3) | 3.5 (3) | 4.5 (1) | 3.3 (4) | 2.9 (6) | 4.2 (2) |
| Author's reputation or promotability..... | 4.2 (2) | 4.4 (1) | 4.4 (1) | 4.5 (1) | 4.8 (1) | 4.5 (1) | 4.8 (1) | 4.6 (1) | 4.8 (1) |
| Breakeven vs. author's advance or royalty agreement..... | 2.6 (7) | 3.1 (7) | 3.7 (3) | 3.1 (6) | 2.8 (4) | 1.5 (5) | 3.5 (3) | 3.6 (3) | 2.3 (6) |
| Economic print run size..... | 2.8 (6) | 3.8 (4) | 3.6 (4) | 3.4 (4) | 2.4 (7) | 3.0 (4) | 2.5 (7) | 3.4 (5) | 2.7 (5) |
| Editor's recommendations.... | 2.9 (5) | 3.1 (7) | 2.7 (7) | 3.2 (5) | 2.0 (8) | 3.0 (4) | 3.0 (5) | 1.6 (9) | 2.1 (7) |
| Hardcover sales results..... | NA | NA | NA | NA | NA | 3.0 (4) | 3.9 (2) | 4.0 (2) | 3.9 (3) |
| Sales department's recommendation..... | 3.6 (3) | 3.2 (6) | 2.9 (6) | 3.2 (5) | 2.5 (6) | 3.5 (3) | 2.0 (9) | 2.6 (8) | 1.8 (8) |
| Type of book..... | 4.4 (1) | 4.0 (2) | 3.8 (2) | 3.9 (2) | 2.6 (5) | 4.0 (2) | 2.8 (6) | 3.7 (3) | 3.0 (4) |

NA - Not applicable.

Note: Mean rating values that are equal are assigned equal rank.

* Mean rating evaluation by panel of the importance of factors in deciding on the quantity of initial printing: 1 = not important, 5 = very important.

Source: Arthur Andersen and Company, Book Distribution in the United States: Issues and Perceptions, Book Industry Study Group, New York, NY, 1982, pp. 4.14 and 4.16.

Table 6-36.

Bases for traditional and mass market publishers' initial print quantity decisions: 1981 (continued from previous page)

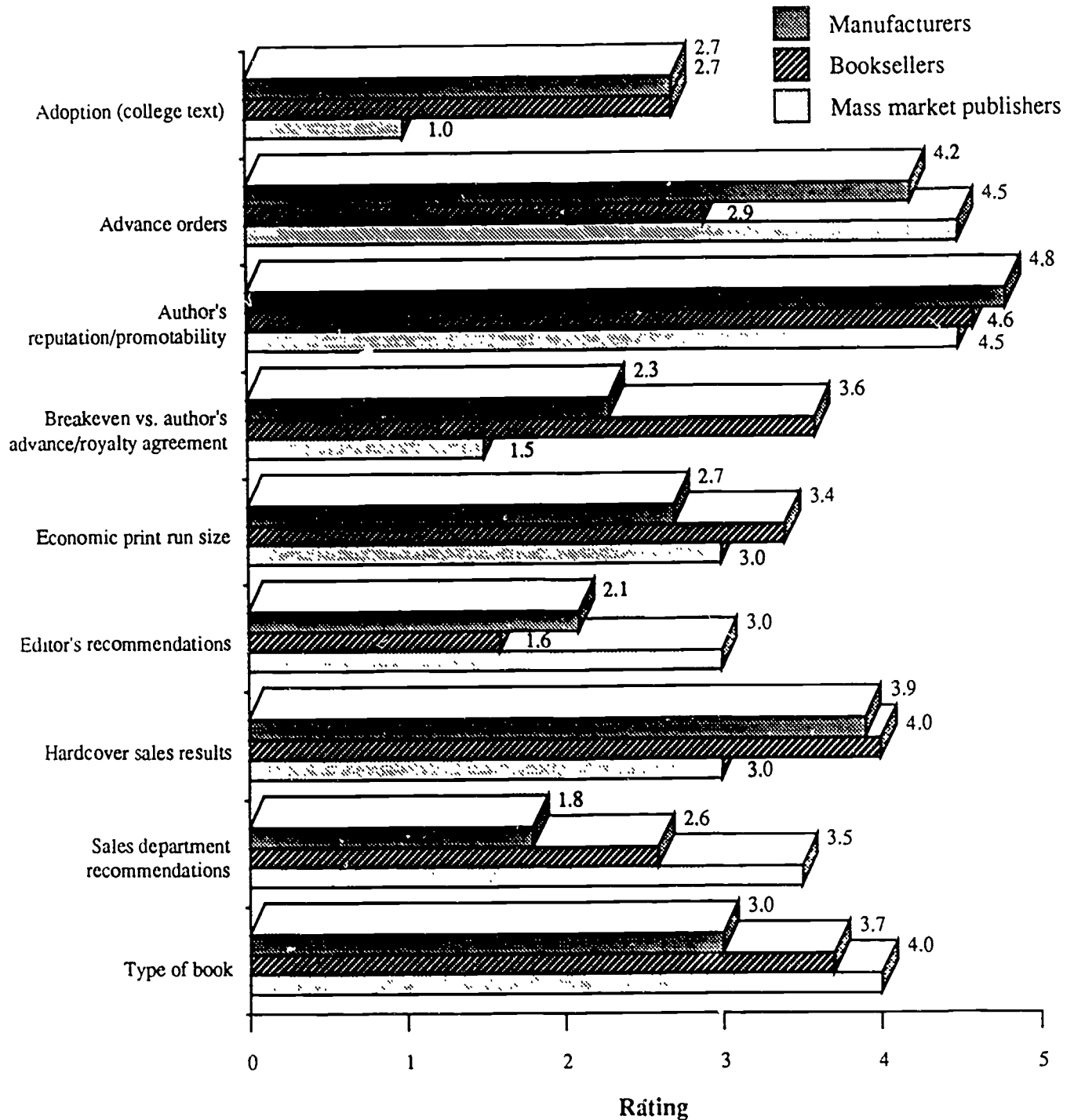
Methodological note: The Book Industry Study Group, Inc., (BISG), whose members represent all types of entities within the industry, identified distribution as a high priority for an analytic study. In spring and summer of 1981, Arthur Andersen and Company carried out a study of book distribution for BISG, using the Delphi technique. Two rounds of questionnaires were sent to seven panels of respondents. The panels consisted of 20 to 40 senior executives representative of the following groups: publishers of traditional books (trade, college text, scholarly, reference, technical, and inspirational books); publishers of mass market paperbacks; wholesalers and jobbers; independent distributors of mass market paperbacks; booksellers; librarians; and manufacturers (printers and binders). The survey did not address distribution processes for elhi books or direct mail distribution. The first questionnaire required approximately three hours to complete; the second was shorter and tailored to each panel. The overall response rate was 70 percent, with panel response rates varying from 58 to 83 percent. In the Delphi technique, the panels of experts do not come together physically and remain completely anonymous to each other. Thus, any panel member may revise previous positions, and the possibility of attaching a specific opinion to a particular individual is avoided. Other influences were also avoided, such as influence of dominant individuals, irrelevant communications within a group, and group pressure for conformity. The survey coordinator extracts the relevant information from responses and submits the statistical summary and commentary to individual panel members for future rounds. Arthur Andersen and Company, Book Distribution in the United States: Issues and Perceptions, Book Industry Study Group, New York, NY, 1982, pp. 2.1-2.9 and 5.9.

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Chart 6-3.

Bases for mass market publisher's initial print quality, as rated by survey panels: 1981



Note. Mean rating evaluation by panels of the importance of factors in deciding on the quantity of initial printing 1= not important, 5= very important.

Source. *Book Distribution in the United States. Issues and Perceptions*; See table 6-36 for full citation.

Table 6-37.

Bases for initial order decisions, traditional books, by panels of booksellers, publishers, wholesalers, and librarians: 1981

| Key factors in order decisions | Independent booksellers' order decisions | | | Chain booksellers' order decisions | | | Librarians' order decisions | | |
|--------------------------------------------|------------------------------------------|---------------------------|-------------------------|------------------------------------|---------------------------|-------------------------|-----------------------------|---------------------------|-------------------------|
| | Ratings by panels* | | | Ratings by panels* | | | Ratings by panels* | | |
| | Independent booksellers | Traditional publishers | Wholesalers/ jobbers | Chain booksellers | Traditional publishers | Wholesalers/ jobbers | Librarians | Traditional publishers | Wholesalers/ jobbers |
| (order of ranking by panel in parentheses) | | | | | | | | | |
| Author's reputation..... | 4.3 (1) | 4.1 (1) | 4.4 (1) | 4.8 (1) | 4.3 (1) | 4.6 (1) | 4.3 (2) | 3.5 (2) | 4.0 (2) |
| Category history..... | 3.0 (3) | 3.3 (4) | 3.5 (3) | 3.3 (3) | 3.6 (3) | 3.4 (4) | 2.9 (4) | 2.4 (3) | 3.3 (3) |
| College text adoption..... | 3.1 (2) | 2.6 (5) | 2.3 (6) | 1.3 (9) | 1.0 (11) | 1.4 (8) | 2.3 (5) | 1.0 (9) | 1.7 (6) |
| College text sampling..... | 2.1 (7) | 1.3 (8) | 1.4 (8) | 1.2 (10) | 1.9 (9) | 1.6 (7) | 1.9 (8) | 1.0 (9) | 1.6 (7) |
| Cover/outline..... | 3.1 (2) | 2.6 (5) | 2.6 (5) | 2.3 (6) | 2.4 (8) | 2.6 (5) | 1.9 (8) | 1.9 (5) | 1.7 (6) |
| Print quantity..... | 2.4 (6) | 2.1 (6) | 2.1 (7) | 3.0 (4) | 2.6 (7) | 2.6 (5) | 1.9 (8) | 1.0 (9) | 1.3 (10) |
| Promised promotion budget.. | 2.9 (4) | 2.1 (6) | 3.4 (3) | 3.6 (2) | 3.3 (5) | 4.0 (2) | 1.9 (8) | 1.4 (8) | 1.5 (8) |
| Publisher's recommendation. | 2.9 (4) | 3.5 (2) | 3.6 (2) | 2.4 (5) | 3.4 (4) | 3.6 (3) | 2.2 (6) | 1.8 (6) | 2.0 (4) |
| Publisher's reputation..... | 3.1 (2) | 3.4 (3) | 3.2 (4) | 2.2 (7) | 3.4 (4) | 3.4 (4) | 3.4 (3) | 2.3 (4) | 1.9 (5) |
| Reviews..... | 2.7 (5) | 3.3 (4) | 3.6 (2) | 2.2 (7) | 3.0 (6) | 3.4 (4) | 4.6 (1) | 4.3 (1) | 4.1 (1) |
| Trade advertising..... | 2.9 (4) | 3.5 (2) | 3.6 (2) | 2.4 (5) | 3.7 (2) | 3.6 (3) | 2.9 (4) | 1.7 (7) | 1.4 (9) |
| Wholesaler/jobber recommendation..... | 1.8 (8) | 2.0 (7) | 3.2 (4) | 1.5 (8) | 1.8 (10) | 1.9 (6) | 2.1 (7) | 1.4 (8) | 1.7 (6) |

Note: Mean rating values that are equal are assigned equal rank. See table 6-36 for methodological note.

*Mean rating evaluation by panel of the importance of factors in the initial ordering process for traditional books: 1 = not important, 5 = very important.

Source: Arthur Andersen and Company, Book Distribution in the United States: Issues and Perceptions, Book Industry Study Group, New York, NY, 1982, pp. 4.6. and 4.10.

Table 6-38.

Bases for initial order decisions, mass market paperback books, by booksellers: 1981

| Key factors in order decisions | Independent booksellers' decisions | | | Chain booksellers' order decisions | | |
|------------------------------------------|--------------------------------------------|------------------------|--------------------------|------------------------------------|------------------------|--------------------------|
| | Ratings by panels* | | | Ratings by panels* | | |
| | Booksellers | Mass market publishers | Independent distributors | Booksellers | Mass market publishers | Independent distributors |
| | (order of ranking by panel in parentheses) | | | | | |
| Author's reputation..... | 4.3 (1) | 3.8 (2) | 4.6 (1) | 4.6 (1) | 3.8 (2) | 4.0 (1) |
| Category history..... | 3.3 (4) | 4.0 (1) | 2.8 (6) | 3.5 (3) | 4.2 (1) | 3.0 (4) |
| Cover..... | 3.3 (4) | 3.8 (2) | 3.5 (3) | 3.3 (4) | 4.2 (1) | 3.5 (3) |
| Hardcover sales..... | 4.1 (2) | 3.0 (6) | 3.6 (2) | 4.6 (1) | 3.4 (3) | 3.8 (2) |
| Independent distributor's recommendation | 2.6 (8) | 3.5 (3) | 3.3 (4) | 1.5 (8) | 3.3 (4) | 1.8 (9) |
| Movie/TV tie-in..... | 3.7 (3) | 2.3 (8) | 3.0 (5) | 4.3 (1) | 2.0 (7) | 4.0 (1) |
| Print quantity..... | 2.7 (6) | 1.6 (9) | 1.0 (9) | 2.9 (6) | 2.0 (7) | 1.0 (10) |
| Promised promotion/advertising budget... | 3.1 (5) | 3.4 (4) | 2.2 (8) | 3.3 (4) | 3.8 (2) | 2.8 (5) |
| Publisher's recommendation..... | 2.6 (7) | 3.2 (5) | 3.0 (5) | 2.9 (6) | 3.2 (5) | 2.5 (6) |
| Publisher's reputation..... | 2.6 (7) | 3.0 (6) | 2.6 (7) | 2.4 (7) | 3.8 (2) | 2.3 (7) |
| Reviews..... | 2.7 (6) | 2.8 (7) | 3.0 (5) | 2.9 (6) | 2.8 (6) | 2.8 (5) |
| Trade advertising..... | 2.5 (9) | 3.2 (5) | 1.0 (9) | 3.0 (5) | 2.0 (7) | 2.0 (8) |

Note: Mean rating values that are equal are assigned equal rank. See table 6-36 for methodological note.

*Mean rating evaluation by panel of the importance of factors on initial orders of mass market paperback books:
1 = not important, 5 = very important.

Source: Arthur Andersen and Company, Book Distribution in the United States: Issues and Perceptions, Book Industry Study Group, New York, NY, 1982, pp. 4-8.

Table 6-39.

Number of bookstores and wholesalers by type in the United States, selected years: 1975-1986

| Type | Number | | | | | |
|-----------------------------------|------------|--------|--------|--------|--------|------------|
| | 1975 | 1977 | 1982 | 1984 | 1985 | 1986 |
| Antiquarian..... | 886 | 1,119 | 1,048 | 1,332 | 1,341 | 1,293 |
| Mail order antiquarian..... | NA | NA | 625 | 709 | 819 | 708 |
| College..... | 2,559 | 2,607 | 2,718 | 2,843 | 3,002 | 3,005 |
| Department store..... | 451 | 1,089 | 1,167 | 772 | 538 | 586 |
| Drugstore..... | 51 | 32 | 20 | 21 | 23 | 21 |
| Educational..... | 77 | 93 | 98 | 135 | 125 | 113 |
| Exporter-importer..... | 34 | 34 | 32 | 29 | 26 | 20 |
| Foreign language..... | 60 | 76 | 81 | 15 | 94 | 112 |
| General..... | 3,498 | 4,281 | 5,603 | 6,013 | 6,000 | 6,391 |
| Gift shop..... | 142 | 102 | 109 | 119 | 134 | 150 |
| Juvenile..... | 55 | 94 | 141 | 195 | 228 | 215 |
| Law..... | 48 | 58 | 61 | 63 | 63 | 42 |
| Mail order (general)..... | 100 | 150 | 326 | 366 | 359 | 316 |
| Medical..... | 82 | 97 | 113 | 122 | 122 | 36 |
| Museum store and art gallery..... | 121 | 133 | 245 | 303 | 338 | 387 |
| Newsdealer..... | 128 | 125 | 132 | 196 | 171 | 155 |
| Office supply..... | 97 | 48 | 56 | 60 | 76 | 82 |
| Paperback (a)..... | 598 | 800 | 733 | 824 | 778 | 732 |
| Religious..... | 1,421 | 2,752 | 3,490 | 4,142 | 4,126 | 3,848 |
| Remainders..... | NA | NA | 19 | 33 | 25 | 12 |
| Rental..... | 10 | 6 | 2 | 3 | 2 | 2 |
| Science-technology..... | 43 | 48 | 57 | 75 | 70 | 39 |
| Special (b)..... | 866 | 1,024 | 1,472 | 1,987 | 1,916 | 2,101 |
| Stationer..... | 253 | 146 | 140 | 141 | 121 | 122 |
| Used..... | 120 | 274 | 561 | 1,027 | 1,115 | 1,070 |
| Total..... | 11,717 (c) | 15,188 | 19,049 | 21,525 | 21,612 | 21,558 (d) |
| General wholesalers..... | 459 | 1,029 | 742 | 825 | 915 | 926 |
| Paperback wholesalers..... | 483 | NA | 282 | 350 | 369 | 284 |

NA - Not available.

Note: All "general" bookstores are assumed to carry hardbound (trade) books, paperbacks, and children's books; special effort has been made to apply this category only to bookstores for which this term can properly be applied. All "college" stores are assumed to carry college-level textbooks. The term "educational" is used for outlets handling school textbooks up to and including the high school level. The category "mail order" has been confined to those outlets that sell general trade books by mail and are not book clubs; all others operating by mail have been classified according to the kinds of books carried. The term "antiquarian" covers dealers in old and rare books. Stores handling only secondhand books are classified by the category "used." The category "paperback" represents stores with more than 80 percent of their stock in paperbound books. Other sources with paperback departments are listed under the major classification ("general," "department store," "stationer," etc.), with the fact that paperbacks are carried given in the entry. A bookstore that specializes in a subject to the extent of 50 percent of its stock has that subject designated as its major category. Note taken from source, 1987, below.

- This figure does include paperback departments of general bookstores, department stores, stationery, drugstores, or wholesalers handling paperbacks.
- "Special" includes stores specializing in subjects other than those specifically given in the above list.
- Figures in column add to 11,700; source gives 11,717 as total.
- Includes 14,489 independent bookstores, 1,283 bookstore chain headquarters, and 5,796 book store chain branches. Total adds to 21,558; source gives total as 21,568.

Source: R. R. Bowker Company, American Book Trade Directory, annual. Information compiled in Bowker Annual of Library and Book Trade Information, New York, NY; (1986) 32nd ed., 1987, tables 1 and 2, p. 432; (1985) 31st ed., 1986, tables 1 and 2, p. 439; (1984) 30th ed., 1985, tables 1 and 2, p. 498; (1982) 28th ed., 1983, tables 1 and 2, pp. 403-404; (1977) 25th ed., 1979, unnumbered table, p. 330; (1975) 21st ed., 1976, unnumbered table, pp. 190-191.

Table 6-40.
Estimated total and per capita general consumer expenditures on books in the United States:
1980-1984

| Category | 1980 | 1981 | 1982 | 1983 | 1984 |
|---------------------------------------------------------------------|---------|---------|---------|---------|---------|
| Reading age population (millions) | 211.2 | 213.0 | 214.9 | 216.4 | 223.9 |
| Total consumer expenditures on books (billions of dollars) | 5.1 | 5.84 | 6.12 | 7.15 | 7.65 |
| Total consumer units of books (millions) | 1,169.1 | 1,212.9 | 1,231.1 | 1,328.5 | 1,358.0 |
| Per capita expenditure on books (current dollars) | 24.14 | 27.41 | 28.47 | 32.91 | 34.28 |
| Per capita reading units purchased | 5.53 | 5.69 | 5.72 | 6.13 | 6.08 |

Source: John F. Dessauer, Book Industry Trends 1985, Book Industry Study Group, New York, NY, 1985, table A, p. xlii.

Table 6-41.
Selected characteristics and percent distribution of readers: 1983

| Characteristics | Book reader | Non-book reader | Non-reader |
|-------------------------------|-------------|-----------------|------------|
| All persons..... | 50 | 44 | 6 |
| Sex | | | |
| Male..... | 42 | 52 | 6 |
| Female..... | 57 | 37 | 6 |
| Race/ethnicity | | | |
| White..... | 52 | 44 | 4 |
| Other races..... | 38 | 47 | 15 |
| Age | | | |
| 16-20 years..... | 62 | 31 | 8 |
| 21-29 years..... | 60 | 36 | 3 |
| 30-39 years..... | 53 | 39 | 3 |
| 40-49 years..... | 55 | 39 | 6 |
| 50-64 years..... | 39 | 54 | 6 |
| 65 years and over..... | 29 | 61 | 10 |
| Educational attainment | | | |
| High school or less..... | 40 | 53 | 8 |
| Some college..... | 68 | 29 | 3 |
| College or more..... | 75 | 24 | 1 |
| Household income | | | |
| Less than \$15,000..... | 35 | 54 | 11 |
| \$15,000-\$24,999..... | 53 | 41 | 6 |
| \$25,000-\$39,999..... | 59 | 39 | 3 |
| \$40,000 and over..... | 70 | 29 | 1 |
| Region | | | |
| Northeast..... | 49 | 46 | 5 |
| Midwest..... | 47 | 49 | 5 |
| South..... | 48 | 45 | 7 |
| West..... | 59 | 34 | 7 |

Note: The data cover persons 16 years or over. For purposes of this study, a book reader is one who read one or more books in the six months prior to the survey. A non-book reader read newspapers and magazines but no books in that period. A nonreader read no books, newspapers, or magazines in the previous six months.

Source: Book Industry Study Group, Inc., 1983, Consumer Research Study on Reading and Book Purchasing, New York, NY, 1983. (Copyright)

As included in the U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 369, p. 213.

Methodological note: The study was based on a sample of 1,429 respondents from four regions of the United States: West, Midwest, Northeast, and South.

Table 6-42.

Percentage of U.S. adult population, aged 18 and up, that report reading various forms of literature in the last 12 months, and the percentage reading works of literary merit: 1983-84

| Literary form | Have read works in this form in last 12 months | Can provide information about works read | Can mention work or author of literary merit | Can mention contemporary work of merit |
|--------------------|------------------------------------------------|------------------------------------------|----------------------------------------------|----------------------------------------|
| | (percent) | | | |
| Novels..... | 40 | 30 | 11 | 7 |
| Short stories..... | 28 | 20 | 5 | 1 |
| Poetry..... | 15 | 10 | 6 | 1 |
| Plays..... | 5 | 5 | 4 | <1 |

Source: Developed from data in: Robinson, John R., et al., Americans' Participation In The Arts: A 1983-84 Arts-Related Trend Study. Final Report, College Park, MD: University of Maryland Survey Research Center, 1986.

As included in Nicholas Zill and Marianne Winglee, Who Reads Literature?, Child Trend, Inc., 1988, Washington, D.C., table 4. Taken from report prepared for the National Endowment for the Arts.

Table 6-43.

Percentage of U.S. adult population, aged 16 and over, that report reading various forms or genres of fiction books in the last six months: 1983

| Literary forms | Have read books of this form or genre in the last six months | |
|---------------------------------|--------------------------------------------------------------|-----------------------------|
| | Percent of all fiction readers | Percent of all adults (16+) |
| All forms/genres | 100 | 39 |
| Novels | | |
| Action/adventure | 37 | 14 |
| Mystery/detective..... | 35 | 14 |
| Historical | 35 | 14 |
| Modern dramatic..... | 31 | 12 |
| Romance (traditional)..... | 28 | 11 |
| Science fiction | 21 | 8 |
| Spy/international intrigue..... | 19 | 7 |
| Classics..... | 19 | 7 |
| Fantasy..... | 17 | 7 |
| Romance (sexy)..... | 13 | 5 |
| Romance (gothic/history)..... | 13 | 5 |
| Occult/supernatural..... | 12 | 5 |
| Westerns | 10 | 4 |
| War books | 10 | 4 |
| Juvenile/children's..... | 26 | 10 |
| Short stories..... | 22 | 9 |
| Humor/satire..... | 20 | 8 |
| Poetry | 11 | 4 |
| Plays | 8 | 3 |

Source: Market Facts, Inc., & Research & Forecasts, Inc. 1983 Consumer Research Study on Reading and Book Purchasing. Vol. I: Focus on Adults. New York: Book Industry Study Group, Inc., 1984.

As included in Nicholas Zill and Marianne Winglee, Who Reads Literature?, Child Trends, Inc., Washington, D.C., 1988, table 5. Taken from report prepared for the National Endowment for the Arts, Washington, D.C.

Chapter 7

Museums

Section 7-1. General Museum Studies
Tables 7-1 to 7-20

Section 7-2. Characteristics of Art Museums
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Section 7-4. Personnel and Administration
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Section 7-5. Selected Topics
Tables 7-40 to 7-50

In 1984 the American Association of Museums published a report of the Commission on Museums for a New Century, entitled Museums for a New Century. This report singled out several problems facing the museum community which, in the Commission's view, needed attention and fresh insight. Among the problems identified by the report was the lack of an "adequate profile" of American museums.¹ The report went on to urge the development of a permanent mechanism for collecting, analyzing, and disseminating data about museums.² This chapter provides a summary of major studies done in the last 25 years. As the Commission notes, no systematic museum data collection series currently exists. The American Association of Museums is currently working on developing such a series, and is completing data collection for a general museum sample survey in the spring of 1990. Plans call for the preparation of the report of survey findings in 1990. Prior to this survey, the most recent general museum program study was done in 1979.

¹Commission on Museums for a New Century, Museums for a New Century, American Association of Museums, Washington, D.C., 1984, p.28.

²Museums for a New Century, pp.32-33.

This chapter is divided into five sections. The first section surveys the major general museum studies done since 1960 and covers topics such as the number, type, governing authority, and budget of museums in each study. Section 2 presents selected data specifically on art museums. Section 3 discusses museum attendance. Section 4 presents data from museum personnel and administration studies, and section 5 presents data on selected topics, including African American Museums and contributions to museums.

Major Sources of Information

The major sources of information by section are as follows:

General Museum Studies: 1960-1987

- American Association of Museums (1963 study and 1987 data)
- U.S. Department of Education, Office of Education (1966 Study)
- National Endowment for the Arts and the National Research Center of the Arts, Inc. (1972 and 1976 Studies)

- National Center for Education Statistics (1979 Study)

Surveys of Art Museums

Association of Art Museum Directors

Audience and Attendance

- Surveys of Public Participation in the Arts, 1982 and 1985
- Annual Report of the Smithsonian Institution
- Association of Science-Technology Centers

Personnel and Administration

- Employment Hours and Earnings, Supplement; Bureau of Labor Statistics
- New England Museum Association
- Museum News
- Association of Art Museum Directors

Special Topics

- African American Museums Associations
- American Associations of Museums
- Association of Science-Technology Centers

Among the major sources of information for this chapter is the American Association of Museums (AAM). The AAM was founded in 1906 as a nonprofit service organization supported primarily by dues and contributions. Institutional AAM members include such institutions as art, history, science, natural history, and youth museums; zoos, aquariums, botanical gardens, and planetariums; and libraries, science and technology centers, and art centers. Individual members represent a variety of museum occupations including directors, curators, registrars, trustees, conservators, volunteers, public relations and development officers, educators, and sales and security personnel.

The AAM constitution provides for affiliate status for other museum service organizations that serve as advisors to the AAM Council. Table 7-1 includes a listing of AAM affiliate organizations. This listing illustrates the breadth and diversity of the museum community.

Section 7-1. General Museum Studies: 1960-1987

Between 1960 and 1979, five major general studies collected data representative of the characteristics of museums in the United States. In 1987, the AAM included a questionnaire with the update of its annual Directory, and has produced preliminary tabulations from these forms. Each of the major museum studies in the 1960's and 1970's, as well as the 1987 questionnaire, used somewhat different criteria for inclusion. This section briefly describes each study and summarizes major findings on the date of establishment, museum type, governing authority, and sources of income and expenditures. Study data on attendance and staff are also discussed in sections 3 and 4. The first mention of each study, and the table citations, give the full citation of each study. Thereafter, they are referenced according to the year of data collection.

The 1963 American Association of Museums Study

In 1963, a joint statistical project was undertaken by the American Association of Museums, the Smithsonian Institution, and the U.S. Office of Education. The Research and Information Service Documentation Center of the American Association of Museums mailed 6,000 forms to museums across the United States and Canada. Results of the survey were published in a report entitled A Statistical Survey of Museums in the United States and Canada. The survey was also used to assemble the second edition of the Museum Directory of the United States and Canada. A total of 3,433 museums in the United States returned questionnaires. The survey used a broad definition of museums which included organizations such as art, history, and science museums; historical societies and historic buildings; zoos; aquariums; botanical gardens; planetariums; and children's museums.³ If an institution had a collection, it was classified as a museum; if not, it was classified as a "related institution." The number of responses to the questions varied because of both non-response and applicability, given the wide range of institutions included. Tables 7-2 to 7-4 summarize some of the major findings of this study. Table 7-27 and 7-31, also from this study, are discussed in the attendance and personnel/program sections respectively.

³ American Association of Museums, A Statistical Survey of the Museums in the United States and Canada, American Association of Museums, Washington, D.C., 1965, p.9.

The 1966 Office of Education Study

Three years later, in 1966, a major museum study was undertaken by the United States Office of Education working cooperatively with the Smithsonian Institution and the American Association of Museums. The results of this survey were published in a report entitled Museums and Related Institutions: A Basic Program Survey. While the survey form was mailed to the universe of museums, several selection criteria were developed, and only museums meeting the criteria were included in the primary analysis for the study. The report lists three major goals of the study: (1) to establish a screened universe of museums and related operations, (2) to determine the types of supporting resources of museums, and (3) to ascertain the nature and extent of museum program activities. A total of 5,234 institutions were queried to ascertain whether they met the agreed-upon criteria for inclusion. Of this group, 4,958 institutions responded, and 2,889 of these (58 percent) were deemed to meet the criteria for inclusion in the primary analysis. Among the criteria were being open to the public at least four months of the year and/or eight hours per week, exhibiting a collection, and having at least one of three specified quality indicators: a catalogued collection, paid staff, or professionally designed exhibits. Museums also had to be nonprofit unless the enterprise had a substantial scholarly base. Table 7-5 lists these criteria and summarizes selected major findings.

The 1966 survey report provides a detailed description of the museums excluded from the analysis, that is helpful in understanding the composition of the museum universe. The study excluded about 2,000 of the 4,958 museums responding (42 percent). About half of those excluded were active museums, but they did not meet the study criteria. The reasons museums were excluded included: insufficient hours (226); lack of at least one of the quality indicators, i.e., had neither catalogued collections, nor paid staff, nor professionally designed exhibits (231); profitmaking institutions (232); or their information was included in another museum's response (329). Another 10 percent (204) were inactive museums at the time of the survey, and about one-third (670) were organizations with nonmuseum-like activities such as sponsoring agencies or historical societies, libraries, research and teaching collections only (data not shown in tables).⁴

⁴Lola Erkson Rogers and Richard Grove, Museums and Related Institutions: A Basic Program Survey, U.S. Office of Education, Government Printing Office, Washington, D.C., 1969, p.7.

The 1972 Study Sponsored by the National Endowment for the Arts

The 1972 study, the results of which were published in a report entitled Museums USA, was requested by the National Council on the Arts after an extensive feasibility study had been conducted. The study was sponsored by the National Endowment for the Arts (NEA) and conducted by the National Research Center of the Arts. The survey findings were prepared for publication by the NEA Division of Budget and Research. The criteria for inclusion, shown in table 7-6, resulted in a universe of 1,821 nonprofit museums.⁵ The criteria excluded museums without paid staff, without permanent facilities, with budgets under \$1,000 per month, and those that were open less than three months a year and less than 25 hours a week. A sample of 728 museums was chosen from the universe of 1,821, stratified by budget size. All museums with budgets over \$500,000 were included and data were weighted to represent the universe of eligible institutions. Tables 7-6 to 7-9 summarize selected results of this study.

The 1976 National Research Center of the Arts Study

A museum study was also conducted four years later by the National Research Center of the Arts, as part of a larger study of nonprofit performing arts and museum institutions in the United States. The larger study included information on theatre, opera, symphony, dance and presenter organizations; museums, art centers, visual arts organizations, and arts councils; and service organizations. A total of 5,340 institutions, including 1,470 museums, were defined as being in the arts organization universe. For museums, the study had inclusion criteria similar to the 1972 study except that the museum, if an affiliate, had to have a separate budget and operation. Consequently, 351 organizations that had been included in the 1972 study were excluded.⁶ The focus of this study was on finances

⁵National Endowment for the Arts, Museums USA. Research conducted by the National Research Center for the Arts, Inc., an affiliate of Louis Harris and Associates, Inc., under contract to NEA, Government Printing Office, Washington, D.C., 1974, figure 2.

⁶National Research Center for the Arts, Louis Harris and Associates, Inc. The Status of Nonprofit Arts and Museum Institutions in the United States in 1976 (2 vols.), prepared for the National Endowment for the Arts, New York, NY, 1979.

and sources of support. Table 7-10 presents selected study results.

The 1979 National Center for Education Statistics Study

The 1979 museum study was requested by the Institute of Museum Services and the National Museum Services Board and sponsored by the National Center for Education Statistics. The survey was conducted under contract by Macro Systems Inc. and published as a report entitled Museum Program Survey, 1979. It was preceded by a frame building survey in 1978 which established a universe listing and a data base of key items. The universe for this study was more inclusive than for the 1966, 1972, or 1976 studies and included 4,408 eligible nonprofit museums from which a representative sample of 1,373 museums was drawn. The study definition of a museum was:

An institution organized on a permanent basis for primarily educational or aesthetic purposes and which utilizes a staff; owns or uses tangible objects, animate or inanimate; cares for these objects; and exhibits them to the public on a regular basis.⁷

This definition, while covering the same factors as the previous studies, did not specify a budget amount or hours of operation. The result was a larger universe. The study covered a wide range of museum characteristics, some of which are summarized in tables 7-11 to 7-16. Data from this study dealing specifically with attendance and personnel are presented in tables 7-28, 7-29, and 7-37 in sections 3 and 4.

The Census of Service Industries

Table 7-17 summarizes data from the 1982 Census of Service Industries on museums. This census is based on the filers of FICA reports and income tax forms and does not include museums that are affiliates of other organizations (See chapter 1 for a description of Census of

Service Industries methodology.) This Census counted 2,386 museums in 1982 and 2,252 in 1977.

The 1987 Official Museum Directory Survey

In 1987, in connection with the preparation of the 1988 edition of The Official Museum Directory, the American Association of Museums mailed a survey to the approximately 6,500 museums previously listed in the directory. Response rates to the questions vary. Preliminary tabulations for selected items were made available by AAM for this report and are included in tables 7-18 to 7-20.

The differences in definitions of museum and in questionnaire items do not permit use of the studies of the 1960's and 1970's to observe change over time. However, the study results taken together do give a descriptive picture of museums in the period. Some of these items are discussed next.

Classification of Museums as Profit or Nonprofit

As indicated from the description of the studies above, with the exception of the 1963 and 1987 American Association of Museums data and the Census of Service Industries, most general museum studies have included only nonprofit museums. The existence of for-profit museums is well known, but they have never been studied as a group. Their exact number and functions are not statistically documented, except in the Census of Service Industries. The 1966 study included for-profit museums if they had a scholarly base. The data covering 1987 from the American Association of Museums, Directory survey indicate that about 72 percent (4,754) of the total museums listed (6,598) are tax exempt (table 7-18). The Census of Service Industries in 1982 includes 2,386 total museums, art galleries, and botanical and zoological gardens, only 220 of which are non-tax-exempt museums (table 7-17).

Decade of Establishment

Museums are among the oldest arts-related organizations, with the first museums predating the Revolutionary War.⁸ Tables 7-3 and 7-7 present data on the decade of establishment from the 1963 (includes non-tax-exempt), 1972, and 1979 (1978) studies. The AAM study of 1963 showed that about 21 percent of the museums had been established before 1900, about 45

⁷ Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for the National Center for Education Statistics, Washington, D.C., March 1981, p.2

⁸ Museums USA, p. xiii.

percent between 1900 and 1950, and 33 percent between 1950 and 1963, the date of the survey. The number of museums established per decade increased steadily, except for a dip during the decade of World War II. In the 1950's more than 700 museums were reported established.

The 1972 Museums USA study included a much more selective universe but had a similar distribution, with about 20 percent established before 1900, about 46 percent established between 1900 and 1950, and about one-third after 1950 (table 7-7).

The 1979 Museum Program survey did not collect date of establishment information. However, this information was collected in the universe building effort conducted in 1978 preceding the study (see table 7-7). The 1978 study, with a much larger universe than the 1972 study, found that of the 4,142 museums for which this information was available, about the same number of museums as in the 1972 study had been established prior to 1900 (401 in 1978 compared to 364 in 1972). This was, however, a much smaller percent of the 1978 universe (10 percent in 1978 compared to 20 percent in both 1972 and 1963). The 1978 study reported only 28 percent established between 1900 and 1950, and a majority (60 percent) established after 1950, with about one-fourth (1,194) established in the 1960's alone, and another 761 in the first eight years of the 1970's. Thus the 1978 universe study had a large proportion (46 percent) of museums which were less than 20 years old at the time of the study.

While the information from these studies indicates a growth in the establishment of museums over the decades of the 20th century, it does not permit estimation of the extent to which they also go out of operation or become only marginally active. Apparently, based on 6,000 museums to which survey forms were mailed in 1963, the Museum Directory of 1963 had about 600 fewer entries than that of 1987 (6,598) (see methodological notes for table 7-2 and table 7-18). The number of tax exempt museums listed in 1987 was 4,754, not much different from the 1979 NCES study total of 4,408. Data from the 1978 universe study seem to have indicated a larger increase over the years, unless many museums have also ceased operation.

The Distribution of Museums by Type

Each survey had different criteria for museum classification, especially for multi-focus museums. The distribution by type is also affected by differences in eligibility in the studies. Chart 7-1 compares the distribution of museums by type for four of the five major studies done between 1963 and 1979. These data are also

presented in tables 7-2, 7-5, 7-6, 7-10, and 7-11. While the studies differ in inclusion criteria, there is a consistency in the distribution by type. In the 1979 study, as in 1963 and 1966, about half of the museums had history as a primary focus.

In the 1966 and 1979 studies, art was the primary focus in about 14 percent of museums; in the 1972 NEA-sponsored study, art was the focus of 19 percent. In addition, in both 1966 and 1972 about 10 to 15 percent of museums had art as a focus combined with some other area. Science was the primary focus of 18 percent of museums in the 1979 study, and 15 to 16 percent in the 1972 and 1966 studies.

Table 7-20 lists museums by fields of interest for 1987. Since an institution could indicate multiple interest areas, there are 9,366 listings for about 6,600 museums. Some of the fields of interest are not exhibitions. The distribution is similar to that in the other studies but reflects the inclusion of some nonexhibiting fields of interest, such as arts councils. About 42 percent have history as an area of interest, 14 percent have art or decorative arts, 1 percent are children's museums, 4 percent are parks, about 15 percent are science-related, 8 percent are general, and 8 percent are "other."

Governing Authority

Data on the type of control or governing authority are generally consistent for the different studies. About half (48 to 53 percent) are private nonprofit corporations; slightly over one-third (34-36 percent) are under government authority; about 11 percent are under an educational agency; and 2 to 5 percent are under some other agency, such as a church, an industrial corporation, or an individual (tables 7-2, 7-5, 7-6, and 7-12). The data on art museums are of special interest for this report. In table 7-12 (1979 data), it can be seen that art museums have a somewhat higher percent of private nonprofit (60 percent) and educational institution (26 percent) control than the total museum distribution. Correspondingly, there is a lower percentage of government controlled art museums (13 percent).

Income and Expenditures

Most of the studies cited above have noted the difficulty of obtaining adequate financial information on museums. The 1966 study notes that:

The extreme difficulty of obtaining valid financial data from museums of the Nation

seems to result largely from the peculiar nature of many fiscal arrangements. When a museum is an integral part of a larger operation, such as another museum, a historical society, or a national park, the subsidiary operation may not have specific budget line items such as utilities or rent. Consequently, even when operating expenditures were known to exist, it was not always possible to report them.⁹

Some studies, such as the 1976 study, required that the museum have a separate budget. The other major studies have not had this criterion.

Museum expenditure data also differ, depending upon whether so called contributions-in-kind are included as expenditures or not. Contributions-in-kind include non-money contributions made through use of premises, provision of staff, utilities, or other services. The 1966 study, which separated contributions-in-kind from other expenditures, estimated about \$513 million total expenditures and \$476 million without in-kind contributions (table 7-5). The subsequent studies between 1972 and 1979 did not include estimates of this type of contribution.

Budget Size

In addition to the problems noted above, reported budget size of the museum universe varies considerably, depending on the criterion for inclusion in the survey. Studies which include small museums have a much different budget profile than those with size related selection criteria excluding smaller museums. Among the studies in the 1970's, the 1979 study with the largest universe (4,408), including many small museums, had the smallest average expenditure (\$228,000). The 1976 study, with the smallest universe (1,470), had the largest average budget (\$514,000) (tables 7-10 and 7-15). With the exception of the NRCA 1976 study, all other studies between 1966 and 1979 had average expenditures between \$214,000 and \$272,000. The fact that the 1966 study had stricter inclusion criteria apparently canceled out the impact of inflation by the time of the 1979 study.

Related data from the Census of Service Industries and the American Association of Museums for the 1980's are dramatically higher than those reported from the 1970's studies, more so than can be explained by inflation. For 1977, the Census of Service Industries reported

⁹Museums and Related Institutions: A Basic Program Survey, p 55.

average museum expenditures of \$272,000 and average income of \$292,000 (data not shown in this report). In 1982 expenditure data (although collected) was not published; however, average income which was published had risen to \$1.1 million. The 1987 data from the American Association of Museums on 2,058 museums returning the survey form (30 percent of their listings) averaged \$1.7 million in expenditures (table 7-19). It is likely that the 1979 sample survey represented a large number of small museums that did not submit expenditure data to either the Census of Service Industries or the AAM directory survey. These large differences between surveys, however, demonstrate the fragility of data in this area.

The 1966 expenditure data illustrate the wide range of museum expenditures. This study reported both median and average expenditures. Including in-kind contributions, the median was \$7,000 compared to an average of \$230,000 (table 7-5), indicating a very skewed distribution. In the 1972 study, 44 percent of the museums had budgets under \$50,000 (table 7-6). The 1979 study, which included more small museums in its universe, had a somewhat larger number (53 percent) under \$50,000 after six years of high inflation. This difference reflects the variations in criteria for inclusion in the study (table 7-11).

Differences in Museum Budgets by Type of Museum

Museums also differ in budget size by type of museum. History museums tend to have smaller budgets. In 1979, for example 65 percent of history museums had incomes under \$50,000, compared to 37 percent of science museums and 30 percent of art museums (table 7-11). The average expenditure for history museums was \$103,000 compared to \$460,000 for science museums and \$435,000 for art museums (table 7-15). Other types of museums categorized in the 1979 study (children's, parks and visitor centers, specialized, and general museums) had expenditures higher than the average for history but lower than those for science and art (between \$137,000 and \$220,000).

Sources of Museum Income

The three museum studies of the 1970's were rather consistent in the proportion of earned versus unearned income. It should be noted that the category "earned income" includes endowment and investment income. In the three studies, the percent of earned income for the museum universe studied ranged from 42 to 46 percent (tables 7-8, 7-10, and 7-13). The 1976 study, more representative of larger museums, had the largest percent of earned income, 46 percent. The percent of income from

government sources across the three studies ranged from 37 to 43 percent, and 14 to 21 percent came from private sources. The 1979 study, representing more small museums, had the smallest percent of private income, 14 percent.

In 1979, 14 percent of the total support came from the Federal government, 12 percent from State government, and 17 percent from local government. About 4 percent of income came from foundations, 2 percent from corporations, and 4 percent from individual contributions (table 7-13).

This distribution varies by type of museums. Parks and visitor centers receive the largest part of their income from government and have a much smaller earned income. Art museums have relatively less government support, with only 27 percent of their support in 1979 coming from the all levels of government compared to 43 percent for the total museum group (table 7-13).

Support for Museums Compared to Other Arts-Related Organizations

Museums taken together, with their wide range of focus and endeavors, obtain a significant percentage of government and private support for the arts. Some of the data in chapter 1 indicate the support for museums relative to other arts-related endeavors. Federal appropriations for the Smithsonian Institution funding were about \$245 million, compared with \$169 million for the entire National Endowment for the Arts in 1989 (table 1-14). In addition, the Institute of Museum Services funding was about \$22 million, and the National Gallery of Art received about \$39 million. Historic Preservation received about \$30 million. Within the National Endowment for the Arts, about 7 to 8 percent of program funds since 1980 have gone to museums (1-16a). In addition, many Federal agencies operate museums within their organizational components, using their appropriated funds. This includes, for example: Department of Interior, Department of Commerce, Department of Defense, NASA, National Archives, etc. Museums obtained about 5 to 6 percent of foundation dollars in the 1980's (table 1-31).

Sources of Earned Income

Table 7-14 presents sources of museums' earned income for 1979. The earned income category includes admission and membership fees, income from museum shops, and investment and endowment income. For the total museum group, 22 percent of earned income came from endowments and 9 percent from investments.

Admission fees constituted 29 percent and membership dues 11 percent of earned income. Art museums had a relatively larger portion of earned income from endowments and investments (34 and 12 percent respectively) and less from admissions (11 percent).

Overall, the 1979 study reported that 29 percent of all museums had endowments (table 7-16). The percentage was much higher for art museums, with 50 percent being endowed. Children's museums were least frequently endowed; 84 percent were not endowed.

The 1979 study found that 11 percent of all museums had deficits of income compared with expenses (table 7-16). Art museums most frequently experienced a deficit; 18 percent had a deficit in 1979. The 1979 study was done in a period of high inflation, and a question asked whether museums had been able to absorb the impact of inflation without reducing the level of operations. Of the total, over one-third (35 percent) indicated that they had been unable to do so and had to cut back in some areas (table 7-16).

Distribution of Expenditures

Several studies have asked questions concerning distribution of operating expenditures. The 1972 study attempted to elicit detail on this question, but cited problems in the lack of uniform accounting procedures. Information was published only on the distribution between salary and wage expenses and all other expenses, with 59 percent of expenses going to salaries, fringe benefits and payroll taxes and 41 percent going to other expenses (table 7-8). The 1976 study had a similar distribution (table 7-10).

The 1979 study classified expenditures by area of operation rather than by whether the expense was salary related (table 7-15). In this breakout, about 13 percent went to curatorial expenses, 13 percent to exhibits, 20 percent to general administration, and 19 percent to building maintenance. Only 5 percent went to conservation. Among art museums, 3 percent went to conservation.

Section 7-2. Characteristics of Art Museums

The Association of Art Museum Directors (AAMD) conducts two surveys of art museums on a regular basis (a "salary survey" and a general survey known as the "statistical survey"). Tables 7-21 to 7-24 and table 7-39 (discussed in section 7.4) present recent summary data

from the salary survey. Table 7-25 and 7-26 present summary data from the statistical survey. The data in both surveys represent characteristics of art museums that are both in the AAMD membership and responded to the surveys.

For the 1989 salary survey, (the sixth in the series) an 84 percent response rate was obtained with about 153 art museums in the United States and Canada represented. While primarily focused on personnel, the salary survey also collects information on the characteristics of the museums surveyed. Among the characteristics for which data is collected are: governance, year of founding, region, number of employees, and budget size. The governance of most art museums is private nonprofit (56-58 percent), or some combination of private with links to a government or a university (about 22 percent). About 6 percent are solely government operated and about 15-16 percent are university museums (table 7-21). Within the regional divisions of the AAMD, the largest number of museums are located in the mid-Atlantic and midwest. Of the total art museums represented in 1989, about 20 percent were founded before 1900 and about 18 percent after 1960. About one-fourth were started between 1926 and 1950 (table 7-22).

Of the total in 1989, about 13 percent have 10 or fewer full-time employees; about one-third (31 percent) have 21 to 50 and about 20 percent have over 100 employees (table 7-23). About one-third had operating budgets between \$1 and \$2.5 million, and 14 percent had operating budgets over \$7.5 million. The median budget category was \$1 to \$2.5 million.

Data in Table 7-25 are from the total responses to the 1989 Statistical Survey and cover the fiscal year 1988; Table 7-26 presents a comparison of the statistical survey results for a group of 119 art museums that responded to each of the surveys between 1985 and 1988 and can be used to measure change over the period. The statistical survey provides data on expenditures and sources of income as well as attendance and value of collections. For 1988 the estimated total value of collections was \$22.5 billion. An estimated 48 percent of the collection was insured. The art museums estimated an annual attendance of 46 million and a total of about 13,000 full-time, 6000 part-time employees, and 59,000 volunteers (table 7-25).

Section 7-3. Audience and Attendance

Several general studies of arts audiences have included questions on museum attendance. Tables from these surveys are included in chapter 9. A brief summary

of these findings as they apply to museums is presented next.

Data from Americans and the Arts Surveys

The National Research Center of the Arts, Inc., has conducted several national surveys of participation in various art-related activities. In 1975, 1980, 1984, and 1987 these surveys included the question "Do you ever go to art museums?" Fifty-six percent of the respondents in 1975, 60 percent in 1980, and 55 percent in 1987 said they sometimes or ever attend art museums (see table 9-3). These surveys asked specifically about attendance at art museums only. It should be noted that this series is generally thought to overestimate participation for all forms of the arts if considered on an annual basis. (See methodological note to table 9-3.)

Surveys of Public Participation in the Arts: 1982 and 1985

The 1982 and 1985 Surveys of Public Participation in the Arts (SPPA) asked members of the general public whether they had participated in various arts-related activities in the preceding 12 months. In 1982, 23 percent had visited art museums or galleries; 34 percent had visited historic parks, monuments, or buildings with historic or design value; and 35 percent had visited art or craft fairs or festivals (table 9-1). This estimate means about 36 million persons had visited art museums or art galleries; 61 million had visited historic parks, monuments, or buildings with historic or design value; and 64 million had visited art or craft fairs or festivals in the preceding year. The categories of historic parks or monuments and buildings with historic or design value probably include some museums. Similarly, some art or craft fairs or festivals are adjunct programs of museums. Participation rates for the 1985 survey were similar to those for 1982 except that there was an increase in visiting arts or crafts fairs or festivals from 35 percent in 1982 to 40 percent in 1985.

In both the 1982 and 1985 SPPA's, respondents were asked whether they participated in several other general and arts-related recreation activities in the last 12 months. In 1982, 28 percent of the respondents said they had visited zoos, arboretums, and gardens, all included in the broader definitions of museums (table 9-2). Science and history museums were visited by 25 percent of the respondents.

The 23 percent of 1982 SPPA respondents who had attended art museums were more likely than the average respondent to be urban residents and less likely to be

outside the Standard Metropolitan Statistical Area (see table 9-7).

Demographic characteristics of art museum attendees in the 1985 SPPA are presented in table 9-16. Attendance by age group was highest in the 25- to 44-year-old age range. Persons less likely than the mean to attend museums included blacks, widowed and separated persons, and persons over age 65. Attendance at art museums was associated with education and income; the more education and the higher the income, the more likely the person was to attend art museums.

Cultural Socialization and Museum Attendance

Tables 9-25 to 9-27 in chapter 9 present data from the 1982 and 1985 SPPA's concerning exposure to the arts through classes and through parental encouragement. In both years, about one-third of white respondents and one-fourth of black respondents reported that their parents had taken them to art museums or galleries "often" or "occasionally" (table 9-26). In the 1985 SPPA, 27 percent of Hispanic respondents reported such parental encouragement, as did 43 percent of Asian Americans.

Both the 1982 and the 1985 SPPA's included questions concerning a desire to attend or participate in more arts activities of various kinds. In both years, 31 percent wished to attend more art museums (table 9-28).

National Data on Museum Attendance

As these surveys of the general public demonstrate, the "audience" or number of potential visitors to museums is very large. Comparisons can be made between the number of persons who say they want to attend museums (particularly art museums) and the actual or estimated numbers of persons who do attend museums. Several of the national surveys, discussed in section 7.1 and section 7.2, have included questions on attendance.

Table 7-27 presents data from the 1963 AAM study of 3,443 museums and related institutions. This study estimated total attendance at 185 million for 1962, up from 83 million in 1952. The U.S. population in 1960 was about 178 million. This would be an average of about 1.05 visits per total population. Total art museum attendance was estimated at 22 million by the 1963 study. The 1972 Museums USA report, using a more selective museum universe (1,182) reported total attendance at 308 million (table 7-9). Attendance of 43 million at art museums was 14 percent of total attendance.

Total and Average Annual Attendance: 1975 to 1988

In the 1979 museum survey, attendance figures for the previous four years, 1975 through 1978, were also reported (table 7-28). This study estimated total attendance at 298 million and art museum attendance at 42 million for 1975. By 1979, total attendance was reported as 348 million, with art museum attendance being 50 million. Average attendance per art museum was 82,000 in 1979.

The estimated attendance of 50 million at art museums in 1979 from the Museum Program Survey cannot be directly compared with the estimate by the Survey of Public Participation in the Arts for 1982. As discussed before, this study estimated that 50 million persons had attended art museums at least once in the preceding 12 months. Since data were not gathered on the number of visits per person, a direct comparison cannot be made. Results of the Association of Art Museum Directors Survey estimated annual attendance for 1988 at 45 million for the 155 art museums responding to their survey (table 7-25). Individual attenders may be counted several times in this estimate.

Accuracy of Attendance Measurements

The 1979 NCES survey also asked how attendance data were compiled. Table 7-29 presents responses from 4,408 museums in the sample. More than half (55 percent) said their attendance data were estimates. Of the 1,990 museums using specific methods to compile attendance data, 56 percent used head counts or checker methods. These and other methods may significantly undercount children, school groups, and other special groups. Unspecified "other methods" were the next most frequently used to determine attendance data for all except science and art museums. Of the 381 science museums that provided accurate counts, 20 percent used cash register counts, presumably by charging an admission fee. Similarly, 19 of 247 art museums providing accurate counts used cash register counts. Those counts, however, are subject to errors caused by different admission charges for children, adults, and school groups, or by waiver of admission fees for some visitors. Children cannot be reliably counted by the turnstile method, as demonstrated by the fact that no children's museums reported using this method. Children might even distort attendance figures by going under or over turnstiles or by making multiple entries and exits during one "visit" to a museum.

Furthermore, the methods of collecting attendance data reported in table 7-29 are for only one year. Many museums change methods from year to year or during

museums change methods from year to year or during portions of a single year for special exhibits. For example, museums that usually do not charge admission and rely on head counts of visitors may charge admission to a particular temporary exhibition, changing temporarily to cash register counts of visitors. Thus, all data on attendance for museums, particularly for surveys of numerous museums, must be viewed with caution as to accuracy.

Visitors to the Smithsonian Institution

The Smithsonian Institution was created in 1846 by Congress after accepting the bequest of James *Smithson in 1826 to found "an establishment for the increase and diffusion of knowledge among men." The Smithsonian has received Federal support throughout its existence and is now supported by a combination of private funding, earned income, and Federal funding. Current (1989) Federal appropriations for the Smithsonian are approximately \$245 million (see table 1-14). Although not physically adjacent to each other, the 13 museums and National Zoological Park that now comprise the Smithsonian are one of the largest museum complexes in the world.

Because of its size, the Smithsonian is better able than most museums to estimate attendance at its separate institutions, as well as overall attendance. Recent annual reports of the Smithsonian have provided monthly and annual attendance figures for each separate facility. Total annual attendance figures for each facility, and for the Smithsonian Institution as a whole in selected years from 1972 to 1984, are shown in table 7-30. Notes with the table explain why data are lacking for some museums in some years. For instance, starting in 1974, attendance figures for the National Zoological Park are not included in overall attendance. The Cooper-Hewitt Museum in New York City, now the National Museum of Design, did not provide attendance figures before 1976. The Hirshhorn Museum opened in 1974, and the National Museum of African Art did not become part of the Smithsonian until 1979. Consequently, total annual attendance figures change from year to year, in part, because of the inclusion or exclusion of entire museums. Some museums have also undergone name changes, relocations, or closings for extensive renovations during the 12 years shown in table 7-30, thereby affecting attendance figures for both the particular museum and for the total of all museums.

During this period, Smithsonian museums have attracted 17.5 to 31 million visitors annually, equivalent to one-tenth or more of the total population of the United

States. Of course, some individuals visited more than one museum or visited repeatedly, and the museums are also popular with foreign visitors. The most striking trend is the phenomenal growth of attendance at the Air and Space Building, from just over 1 million visitors annually in the early 1970's to more than 15 million visitors in 1984 which was about half of the Smithsonian total for the year. Some changes in annual attendance at other museums have occurred because of special exhibitions, extended hours, or other factors.

Section 7-4. Personnel and Administration

Volunteers are a very important part of the staff of most museums. Some small museums are staffed entirely by volunteers, and large museums frequently use them, particularly in education and sales tasks, to reduce overall staff costs as part of the operating budget. The most recent data gathered by the American Association of Museums, in conjunction with preparation of The 1987 Official Museum Directory, indicated that 7.6 percent of all museums had only volunteer staff (table 7-18). An additional 10.9 percent of museums reporting staff size had only part-time staff.

In 1972, Museums USA reported that 60 percent of all museums used volunteers (table 7-9). Art museums relied more on volunteers than did other types of museums in the survey, with 74 percent using volunteers, compared with 53 percent of history museums, 59 percent of science museums, and 61 percent of art and history museums combined. Salaries, fringe benefits, and payroll taxes were a majority of the operating expenditures of museums in this survey, ranging from 56 to 63 percent of operating expenditures by type of museum (table 7-8). Reliance on services of volunteers is thus clearly an important aspect of containing or reducing these expenditures. Moreover, volunteering is also an important form of participation in the arts.

In the 1963 AAM survey, the kind of work performed by volunteers was reported in detail by all museums and by type of museum (table 7-31). More than 50 percent of all museums and of all history, art, science, general, and children's museums had volunteer tour guides. More than one-third of all museums also used volunteers as receptionists and as typists or secretaries as well as in the more professional activities of preparing exhibits and fundraising. More than half of the art museums (53 percent) and children's museums (64 percent) had volunteer fundraisers. Nearly one-fourth of all museums (23 percent) used volunteers at the sales desk. About one-

fourth of all museums also had volunteers serving as curators, research assistants, and catalogers.

Number of Employees and Women Employees

Table 7-32 presents Department of Labor data on the average annual number of employees and women employees and ranges of monthly employment for museums, botanical and zoological gardens in the years 1983 to 1986. The total number of employees increased from 37,800 to 46,200 during these four years, and the percentage of women employees increased from 51.3 percent to 54.8 percent of the total. During each of the four years, the lowest number of employees was in January or February and the number of employees peaked in July, indicating that between 5,500 and 8,100 employees were temporary or seasonal, presumably reflecting periods of peak attendance, particularly in outdoor facilities.

Surveys of Characteristics and Salaries of Museum Personnel

The American Association of Museums and several of its regional and affiliate organizations have surveyed member museums concerning salaries and other characteristics of staff members. Tables 7-33 through 7-39 present data from several of these surveys covering years between 1971 and 1989. Data from different surveys are not comparable, however, because of differences in the size and characteristics of sampled museums and differences in definitions of staff positions. In addition, salaries are given in some surveys as ranges, in others as averages or medians, and in others in quartile groupings. Most importantly, none of the salary data have been converted to constant dollars.

Table 7-33 presents data describing the museums responding to the 1986 salary of the New England regional association of the American Association of Museums and table 7-34 presents data on salary ranges for five museum staff positions from three New England regional surveys and one national survey conducted between 1971 and 1986. Information in table 7-34 is taken from the 1981 and 1986 NEMA survey reports. No information on methodology, sample size, or response rates is given for the two surveys in 1971. As might be expected, the ranges of salaries are greater in the 1971 national survey than in the three regional surveys. The ranges of salaries were greatest for directors and directors of administration in all five surveys. However, the lowest salaries for these positions were lower than the lowest salaries of the curators, conservators, and exhibits preparators.

In 1978, the American Association of Museums conducted a nationwide survey of its members' hiring practices and salary and fringe benefits. Questionnaires were mailed to 836 member museums; 38 percent responded. Data were supplied on a total of 4,131 paid personnel, of whom 71 percent were full-time staff members; and on 2,868 volunteers, or 41 percent of total personnel (table 7-35). Women represented 42.2 percent and minorities 9.3 percent of total paid personnel. The largest numbers of paid personnel and volunteers were in the "other" category. Thirty-seven percent of the volunteers were educators or assistant educators. The largest numbers of full-time paid employees were curators, directors, exhibit technicians, educators, and assistant curators.

Salary levels for 19 paid positions as reported in the 1978 AAM survey are shown in table 7-36. The highest "low salaries" for conservators and development officers, are approximately twice as much as the "lowest salaries" for several other positions. Except for curators, the highest salaries shown are all for administrative positions, directors, business managers, comptrollers, and development officers. The three highest median salaries are also for administrators: directors, development officers, and collections managers.

In the 1979 NCES museum survey, salary range distributions were compiled for types of employees in various types of museums. Because these are ranges of \$5,000 or more, and the 13 categories of staff position are more broadly defined, comparisons with other salary surveys cannot be easily made. Total museum staff are estimated at 38,972 (table 7-37). Science museums had the largest number of employees (13,765), followed by art museums (10,123), and history museums (9,548). Children's museums had the fewest employees (473). Of the total staff, 626 earned less than \$5,000, and 1,013 earned \$30,000 and over. The largest number received salaries of \$10,000 to \$14,999. The staff category with the greatest number of employees earning \$30,000 and over was general administration (563 employees), particularly in art and science museums. Of the total 4,793 curatorial staff, 239 were in the highest income category; more than half of these were in science museums. However, curatorial staff along with security staff, and building and maintenance staff, were also the staff types with the largest numbers of employees earning less than \$5,000.

More recently, the Association of Science-Technology Centers (ASTC) mailed a survey to 100 association members in February 1985. A total of 74 museums provided information on salaries of 790 individuals in 19 museum staff positions. These data are summarized in table 7-38. Women held 47 percent of all

(table 7-38). The highest two salaries for women in any position were about \$50,000 for director positions compared to \$68,000 and \$91,000 for men in the same positions. The lowest salary given for women was \$9,650 (educator B), compared with \$9,672 for men (exhibit planning technician)

Art Museum Directors

In 1981, a survey of arts administrators included chief operating officers of art museums as well as theatres, orchestras, and community arts agencies.¹¹ Responses were received from 67 percent of the 192 art museums included in the study. Salary ranges in the four fields are shown in chapter 2 in table 2-33. More than 75 percent of art museum directors received salaries above \$35,001, compared to about 20 percent of theatre administrators, 33 percent of orchestra administrators, and only 8 percent of community arts agency administrators.

The survey also included questions on job satisfaction of the art administrators (table 2-34). About 80 percent of art museum administrators indicated they were satisfied with contacts with works of art, autonomy and authority, and relations with colleagues at other institutions. Although 79 percent were satisfied with their role in the community, this was the lowest percentage of administrators in the four fields. Of the four groups, art museum administrators were the least satisfied with their contacts with artists and in their contact with government agencies. As might be expected from the salary data, art museum administrators were the group most satisfied with salary levels. Art museum administrators were the only group in which more than half the respondents (64 percent) were satisfied with their contacts with private donors.

Table 7-39 presents data from the Association of Art Museum Directors (AAMD) salary survey from 1987 and 1989. For 1989, reported salaries of art museum directors ranged from \$33,250 to \$200,000, with a median of \$72,250 up from \$65,000 in 1987 (table 7-39). Median salaries for the highest level of Curator A was \$38,000 in 1989 and \$37,597 in 1987.

¹¹Paul DiMaggio. *Managers of the Arts*. National Endowment for the Arts, Research Division Report 20, Seven Locks Press, Washington, D.C., 1987.

Section 7-5: Selected Topics

Tables in this section present selected information on African American Museums, contributions to museums, and science and technology centers

African American Museums, 1987

In 1986-87, the African American Museum Association (AAMA) surveyed its 99 institutional members in 28 States as well as other black organizations believed to collect and exhibit objects identified with the black experience. Not all institutional members of the AAMA are museums, and a total of 52 museums in 23 States and Canada are represented in the data compiled in tables 7-40 through 7-45. The predominant museum type was history museums (42 percent), followed by ethnic cultural centers (19 percent), art museums (15 percent), and historic houses or sites (13 percent) (table 7-40). Nearly half were private institutions (44 percent); and 26 percent were evenly divided between State and university institutions. Most African American museums were located in the North or Southeast, with 43 of the 52 located in 16 States and 1 province. Of these, 18 were located in 7 States in the Southeast. This distribution reflects the distribution of membership in the African American Museum Association.

The 47 museums providing budget information were nearly equally divided in four size categories. Of the 11 museums with budgets over \$250,000, six were below \$425,000, three were between \$700,000 and \$900,000, and two had budgets over \$1.2 million. Personnel costs represented 42.6 percent of the total operating budgets.

As a group, African American museums received about 50 percent of their income from government sources (Federal, State, local, and county), 20 percent from private donations, 17 percent from earned income (including endowments and trusts), and 11 percent from other sources (table 7-41). The high percentage of government support reflects the fact that almost one-third (29 percent) of the museums in the group are government sponsored and that the museums with larger operating budgets also had higher percentages of Federal and State support (table 7-42).

Table 7-43 presents information on visitors to African American museums. Of the 52 museums providing data for the AAMA survey, 50 have conducted studies of their visitors. Demographic information collected included race (75 percent of visitors were black, 21 percent were white, 2 percent were Hispanic, and 2 percent were "other"); sex (57 percent were female); and age (30 percent were age 18 or below, 21 percent were 19 to 29 years old,

18 percent were 30 to 44 years of age, 17 percent were 45 to 59 years of age, and 11 percent were over 60).

Only 45 of the 52 museums responding collected data on attendance (table 7-43). Most of the attendance figures were for calendar year 1985. The mean number of visits per year was 23,765 in a single year. The highest attendance for any museum was 200,000, and the lowest was 400 (notes, table 7-43). As with other visitor surveys cited in section 7-3, most visitors to African American Museums (74 percent) are from the immediate neighborhood or local community. Fewer visitors than in most museum surveys are from distant locations (15 percent). This category may include the categories "elsewhere in State," "other States," and "Foreign countries" used in other surveys.

The mean population served by African American Museums is 878,878, with a maximum population size of 5 million and a minimum of 5,000 (notes, table 7-43). Areas with population of 100,000 to 500,000 have the highest percentage of African American museums (24 percent).

African American museums are actively engaged in creating inventories and catalogs of their collections, as 88 percent have carried out inventory activities and 84 percent have done cataloging within the past two years (table 7-44). However, only 19 percent have computerized their collection records. Almost half have a nearly complete inventory of objects in their collections, and 29 percent have cataloged objects in their collections. An additional 13.5 percent have inventoried over half the objects in their collections, and 11.5 percent have cataloged over half the objects in their collections. The majority of museums have not, however, established policies regarding collections, loans, or disposal of objects in their collections.

American Association of Museums Survey of Contributions

Tables 46 to 49 present data from a American Association of Museums Survey of Contributions made to member museums for the years 1985 to 1987. Data from the representative sample were weighted to produce national estimates for individual giving (data for corporation and foundation giving were less complete and not weighted to national estimates). A focus of the survey was to determine the impact of the changes in charitable giving to museums brought about by the Tax Reform Act of 1986. Among the tax act provisions of concern to museums were the elimination of the non-itemizer charitable contribution deduction and the inclusion of gifts of appreciated property as a preference item in the

Alternative Minimum Tax. The survey found considerable decrease in each category of charitable giving to museums between 1986 and 1987. Some of the magnitude of these decreases may be related to increases in giving between 1985 and 1986 as taxpayers made increased contributions in anticipation of the tax law change. The strongest decrease in gifts to museums was found for gifts of appreciated property by individuals (table 7-46) which declined by 55 percent between 1986 and 1987. Other forms of giving also saw smaller but substantial declines (tables 7-47 to 7-49). AAM has plans to continue these surveys to ascertain the long term impact of the Tax Reform Act of 1986.

Association of Science and Technology

Tables 7-50 (a-d) present figures from the Association of Science and Technology Centers composite profile of institutions by size. Data are provided on staff, attendance, square feet of space, and income and expenses for centers by the categories, very small, small, medium and large.

Table 7-1.
Affiliate organizations of the American Association of Museums: 1987

| Professional organizations recognized by the AAM Council | Other resource organizations (continued) |
|------------------------------------------------------------------|-----------------------------------------------------------------------|
| African-American Museum Association | American Craft Council |
| American Association for Museum Volunteer ^s | American Historical Association |
| American Association for State and Local History | American Institute of Architects |
| American Association of Botanical Gardens and Arboreta | American Studies Association |
| American Association of Youth Museums | Archives of American Art |
| American Federation of Arts | Art Dealers Association of America, Inc. |
| American Institute for Conservation | Association of College and University Museums and Galleries |
| Association for Living Historical Farms and Agricultural Museums | Association of Volunteer Committees of Museums of Canada and the U.S. |
| Association of Art Museum Directors | Business Committee for the Arts |
| Association of College and University Museums and Galleries | College Art Association |
| Association of Railway Museums, Inc. | Costume Society of America |
| Association of Science Museum Directors | Council for Museum Anthropology |
| Association of Science-Technology Centers | Early American Industries Association |
| Association of Systematics Collections | Energy Information Clearinghouse |
| Council of American Maritime Museums | Independent Curators, Incorporated |
| Museum Computer Network | Independent Sector |
| Museum Store Association, Inc. | InterCultura |
| Museum Trustees Committee for Research and Development | International Exhibitions Foundation |
| | International Planetarium Society |
| Regional associations | J. Paul Getty Trust |
| | Museum Education Roundtable |
| New England Museum Association | Museum Reference Center |
| Mid-Atlantic Association of Museums | National Academy of Design |
| Southeastern Museums Conference | National Academy of Sciences |
| Midwest Museums Conference | National Assembly of Local Arts Agencies |
| Mountain Plains Museums Association | National Assembly of State Arts Agencies |
| Western Museums Conference | National Institute for the Conservation of Cultural Property |
| | National Humanities Alliance |
| Regional arts associations | National Recreation and Park Association |
| | National Register of Historic Places |
| New England Foundation for the Arts, Inc. | National Trust for Historic Preservation |
| Mid-Atlantic Arts Foundation | Natural Science for Youth Foundation |
| Southern Arts Federation | North American Indian Museum Association |
| Midwest Arts | Opportunity Resources for the Arts, Inc. |
| Western Arts Alliance | Smithsonian Institution Traveling Exhibition Services (SITES) |
| Western States Foundation | Society of American Archeology |
| | Society of American Archivists |
| State museum associations (45) | Society of Architectural Historians |
| | Society of Systematic Zoology |
| State arts agencies (56) | U.S. National Park Service, Division of Conservation |
| Other resource organizations | |
| Advisory Council on Historic Preservation | International organizations and museum associations |
| American Arts Alliance | |
| American Association for the Advancement of Science | International and regional organizations (14) |
| American Association of Zoological Parks and Aquariums | |
| American Council for the Arts | National organizations in foreign countries (28) |

Source: American Association of Museums, The Official Museum Directory 1988, National Register Publishing Company, Wilmette, IL, 1987, pp. A-11 to A-30.

Table 7-2.
Selected characteristics of museums: 1963

| | Number | Percent |
|-----------------------------------------------------------------------------|--------|---------|
| Museum type | | |
| Historic buildings and restorations | 1,019 | 30 |
| History | 825 | 24 |
| Related organizations | 390 | 11 |
| Art | 364 | 11 |
| Science | 300 | 9 |
| Live | 225 | 6 |
| Anthropology and archaeology | 109 | 3 |
| Libraries with special collections | 99 | 3 |
| General | 63 | 2 |
| Children's | 49 | 1 |
| Total responding to survey | 3,443 | 100 |
| Governing authority | | |
| Private | | |
| Corporation, association, or society | 1,466 | 48 |
| Individually owned | 172 | 6 |
| Corporation, association, or society chartered by a government agency | 140 | 5 |
| Non-denominational school, college, university, or group | 95 | 3 |
| Denominational school, college, university, or group | 81 | 3 |
| Public | | |
| State government | 357 | 12 |
| Municipal government | 297 | 10 |
| Federal government | 217 | 7 |
| School, college, or university | 150 | 5 |
| County government | 100 | 3 |
| Total | 3,075 | 100 |
| Attendance | | |
| Less than 5,000 | 655 | 34 |
| 5,000 to 34,999 | 635 | 33 |
| 35,000 and over | 638 | 33 |
| Total | 1,928 | 100 |
| Number of museums reporting having program* | | |
| Type of programs | | |
| Children's programs | 555 | 20 |
| Programs for volunteers | 427 | 16 |
| Programs for adults | 384 | 14 |
| Programs for staff members | 282 | 10 |
| Programs for undergraduate college students | 221 | 8 |
| Programs for graduate students | 148 | 5 |
| Decade of establishment | | |
| Museums established since | | |
| 1920 | 2,169 | 68 |
| 1930 | 1,848 | 58 |
| 1940 | 1,407 | 44 |
| 1950 | 1,061 | 33 |
| 1960 up to 1963 | 332 | 10 |

*A museum may have more than one type of program. Percentage represents percent of total for whom question was applicable.

Source: American Association of Museums, A Statistical Survey of Museums in the United States and Canada, Washington, D.C., 1965, tables B, G, I, J, and M.

Methodological note: The study was a joint undertaking of the American Association of Museums (AAM), the Smithsonian Institution, and the U.S. Office of Education. The survey form was mailed to about 6,000 museums from the AAM Directory. The term "museum" was defined to include such organizations and institutions as art, history and science museums, historical societies and historic buildings, zoos, aquariums, botanical gardens, planetariums, and children's museums. Those without a collection were categorized as "Related Organizations." Due to the inclusiveness of the survey, not all questions were applicable to all responding institutions and response per item varies. A total of 3,443 institutions returned the survey form.

Table 7-3.
Decade of establishment by type of museum: 1860-1963

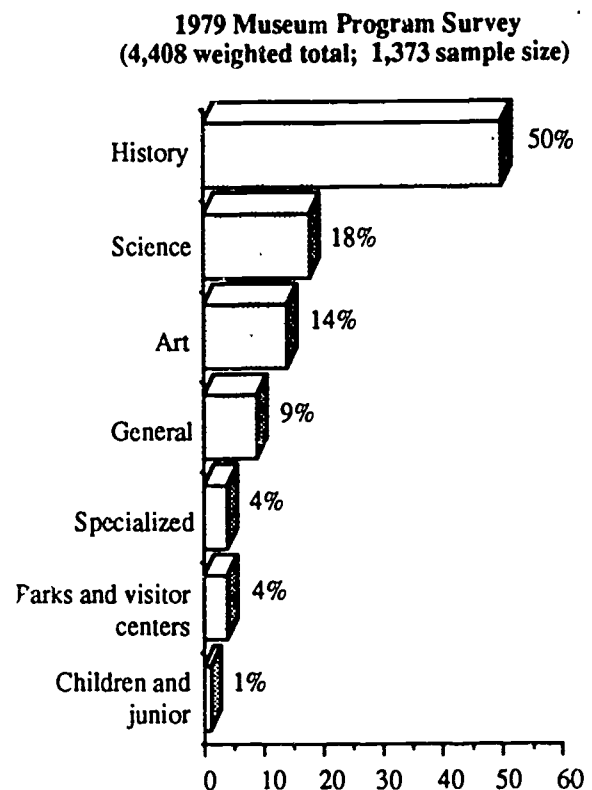
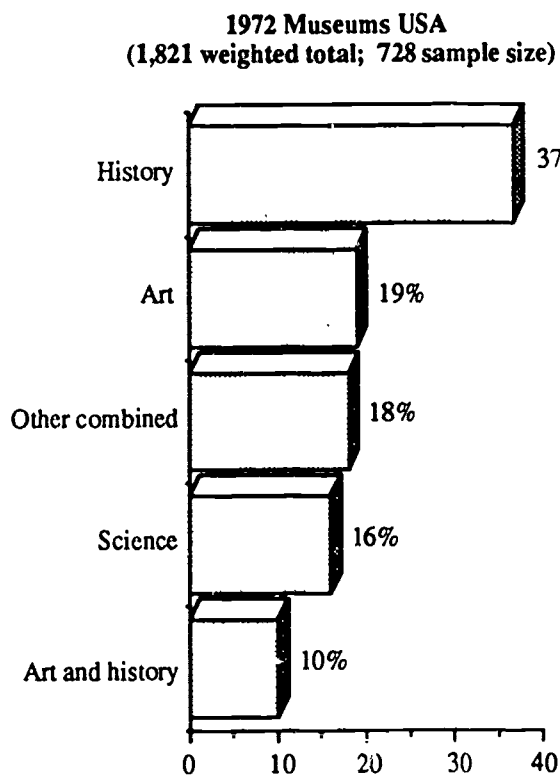
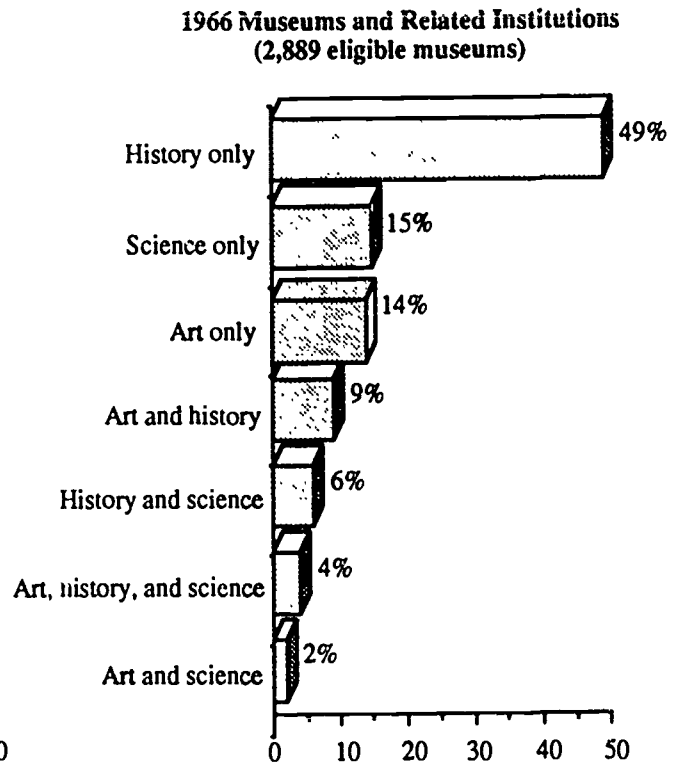
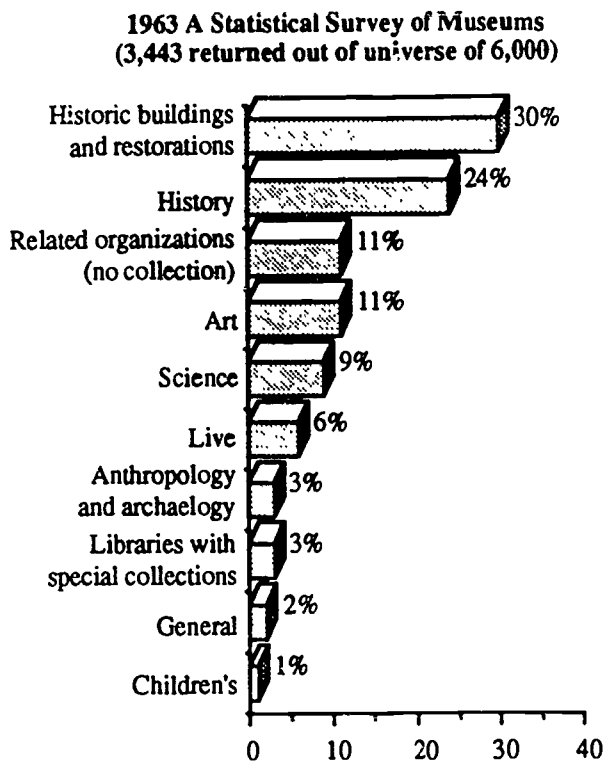
| Decade of establishment | Number of museums reporting | Historic buildings and restorations | Type of museum | | | | | | | | |
|-------------------------|-----------------------------|-------------------------------------|----------------|-----|---------|------|------------------------------|------------------------------------|---------|------------|-----------------------|
| | | | History | Art | Science | Live | Anthropology and archaeology | Libraries with special collections | General | Children's | Related organizations |
| Grand Total..... | 3,190 | 908 | 817 | 350 | 282 | 203 | 95 | 86 | 60 | 46 | 343 |
| Before 1860 | 327 | 195 | 46 | 9 | 27 | 6 | 3 | 14 | 6 | 0 | 21 |
| 1860 - 1869 | 48 | 15 | 11 | 4 | 7 | 1 | 1 | 3 | 1 | 0 | 5 |
| 1870 - 1879 | 76 | 8 | 16 | 15 | 12 | 9 | 0 | 6 | 4 | 0 | 6 |
| 1880 - 1889 | 70 | 11 | 21 | 11 | 6 | 2 | 2 | 6 | 3 | 0 | 8 |
| 1890 - 1899 | 161 | 51 | 32 | 22 | 11 | 17 | 3 | 11 | 2 | 1 | 11 |
| 1900 - 1909 | 163 | 42 | 40 | 15 | 18 | 12 | 6 | 7 | 6 | 0 | 17 |
| 1910 - 1919 | 176 | 42 | 31 | 32 | 14 | 10 | 8 | 5 | 2 | 3 | 29 |
| 1920 - 1929 | 321 | 69 | 84 | 47 | 26 | 32 | 19 | 5 | 9 | 4 | 26 |
| 1930 - 1939 | 441 | 114 | 97 | 52 | 48 | 49 | 17 | 8 | 9 | 4 | 43 |
| 1940 - 1949 | 346 | 98 | 104 | 36 | 28 | 12 | 9 | 5 | 3 | 9 | 42 |
| 1950 - 1959 | 729 | 180 | 229 | 73 | 53 | 41 | 13 | 12 | 13 | 22 | 93 |
| 1960 - (1963) | 332 | 83 | 106 | 34 | 32 | 12 | 14 | 4 | 2 | 3 | 42 |

Note: See table 7-2 for methodological note.

Source: American Association of Museums, A Statistical Survey of Museums in the United States and Canada, Washington, D.C., 1965, table 2, p. 14.

Chart 7-1.

Classification of museums by type, selected recent studies: 1963-1979



Source: See tables 7-2, 7-5, 7-6 and 7-11 for full citations.

Table 7-4.
Percentage of income by source of income: 1963

| Source of income | Number of museums reporting | Proportion of income | | | | | | | | | |
|----------------------------------------------|-----------------------------|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| | | 0-10 | 11-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71-80 | 81-90 | 91-100 |
| Grand total | 2,021* | (number of museums) | | | | | | | | | |
| Admission | 495 | 130 | 71 | 46 | 33 | 36 | 27 | 18 | 20 | 29 | 85 |
| Endowment | 487 | 111 | 66 | 42 | 45 | 31 | 32 | 18 | 23 | 28 | 91 |
| Tuition fees | 152 | 83 | 26 | 15 | 8 | 5 | 4 | 1 | 6 | 0 | 4 |
| Admission to special events | 261 | 107 | 45 | 29 | 8 | 12 | 14 | 0 | 4 | 2 | 40 |
| Membership | 770 | 251 | 151 | 102 | 57 | 48 | 19 | 29 | 34 | 19 | 60 |
| Publications (except sales desk sales) | 129 | 109 | 6 | 3 | 3 | 5 | 0 | 1 | 1 | 0 | 1 |
| Sales desk | 533 | 341 | 80 | 30 | 29 | 17 | 4 | 9 | 3 | 1 | 19 |
| Municipality | 242 | 41 | 28 | 19 | 30 | 31 | 17 | 27 | 19 | 17 | 13 |
| State or province | 382 | 24 | 8 | 7 | 12 | 19 | 6 | 9 | 16 | 16 | 265 |
| County | 245 | 34 | 25 | 13 | 15 | 30 | 12 | 9 | 11 | 19 | 77 |
| Federal government | 204 | 18 | 6 | 5 | 2 | 5 | 0 | 3 | 1 | 4 | 160 |
| Contributions | | | | | | | | | | | |
| Individuals | 646 | 303 | 94 | 60 | 46 | 43 | 21 | 9 | 12 | 16 | 42 |
| Corporations | 189 | 91 | 18 | 18 | 10 | 10 | 5 | 2 | 5 | 6 | 24 |
| Foundations | 212 | 85 | 35 | 20 | 13 | 8 | 7 | 5 | 6 | 5 | 28 |

Note: See table 7-2 for methodological note.

*Indicates total who reported on any source of income.

Source: American Association of Museums, A Statistical Survey of Museums in the United States and Canada, Washington, D.C., 1965, table 6, p. 24.

Table 7-5.
Selected data on museums by type of museum: 1966

| | Total | Art | History | Science | Art and history | Art and science | History and science | Art, history, and science |
|----------------------------------------------------------------------------------|--------|--------|---------|---------|-----------------|-----------------|---------------------|---------------------------|
| Total number of museums included in the study (a)..... | 2,889 | 420 | 1,424 | 438 | 269 | 44 | 176 | 118 |
| Percent of total museums..... | 100 | 15 | 49 | 15 | 9 | 2 | 6 | 4 |
| Governing authority | | | | | | | | |
| Government agencies..... | 36 | 13 | 39 | 51 | 19 | 43 | 49 | 33 |
| Municipal..... | 10 | 8 | 7 | 22 | 8 | 27 | 12 | 14 |
| County..... | 4 | 1 | 5 | 4 | 1 | 5 | 5 | 6 |
| State..... | 12 | 2 | 16 | 8 | 9 | 7 | 10 | 11 |
| Federal..... | 10 | 2 | 11 | 17 | 2 | 5 | 23 | 3 |
| Educational institutions..... | 11 | 31 | 3 | 17 | 8 | 7 | 11 | 16 |
| Public school district..... | 1 | 1 | (b) | 1 | (b) | (b) | (b) | 6 |
| College or university..... | 11 | 31 | 3 | 16 | 8 | 7 | 11 | 10 |
| Nonprofit..... | 49 | 54 | 53 | 28 | 65 | 46 | 35 | 48 |
| Church group or affiliates..... | 1 | 1 | 2 | (b) | 3 | 2 | (b) | (b) |
| Company business, individual..... | 3 | 2 | 3 | 4 | 4 | 2 | 4 | 2 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total museums reporting expenditures..... | 2,226 | 360 | 1,046 | 351 | 206 | 38 | 133 | 92 |
| Total expenditures including in-kind contributions (in millions of dollars)..... | 513 | 76 | 46 | 259 | 28 | 10 | 83 | 11 |
| Average expenditures (in thousands of dollars)..... | 230 | 211 | 44 | 248 | 136 | 263 | 624 | 120 |
| Median operating expenditures including in-kind contributions (dollars)..... | 7,000 | 27,100 | 3,000 | 32,000 | 8,000 | 80,000 | 12,500 | 16,000 |
| Number of full-time staff..... | 26,911 | 6,474 | 6,254 | 8,067 | 1,940 | 1,096 | 1,738 | 1,342 |
| Total number of staff..... | 46,218 | 12,497 | 12,261 | 11,308 | 3,160 | 14,95 | 3,481 | 2,016 |
| Percent having library..... | 39 | 55 | 32 | 38 | 44 | 46 | 37 | 47 |
| Attendance | | | | | | | | |
| Total annual visits (millions)..... | 560 | 212 | 79 | 210 | 13 | 10 | 26 | 11 |
| Median number per museum..... | 12,000 | 23,000 | 6,000 | 65,066 | 6,700 | 114,950 | 25,000 | 21,000 |

Note: Percents may not total 100 because of rounding.

(a) The definition of museums used for this study excluded certain museums. See methodological note below.

(b) Less than .5 percent.

Source: Lola Eriksen Rogers and Richard Grove, Museums and Related Institutions: A Basic Program Survey, prepared for the U.S. Department of Health, Education, and Welfare, Office of Education, Government Printing Office, Washington, D.C., 1969, tables 2, 18, 23, 30, and 44.

Methodological note: The U.S. Office of Education worked cooperatively with the Smithsonian Institution and the American Association of Museums in planning and conducting this study. The questionnaire was reviewed by over 150 museum staff members prior to a field test conducted with about 150 institutions. The actual survey was mailed to 4,950 institutions compiled from listings in the Museum Directory of the United States and Canada and other museum listings. The survey analysis defined museums so as to exclude a number of listings. The criteria for inclusion in the primary analysis were as follows:

1. Was open to the general public at stated hours, and at least four months per year or eight hours per week.
2. Exhibited objects in at least one of the following categories, with the material generally being owned by the exhibiting organization or agency:
 - a. Organized, labeled collections of objects, specimens such as historic artifacts, works of art, and science materials, including living plants and animals, but excluding library and archival materials, except for displays of exceptional historic interest, and exclusively research operations unless some educational/cultural activities (e.g., tours) were provided.
 - b. Original or authentically reproduced period furnishings in original or authentically reproduced structures, but excluding those buildings still functioning expressly for original purpose (e.g., functioning as court house).
 - c. Dioramas, habitat groups, and/or teaching exhibits.
3. Had at least one of the following quality indicators:
 - a. Catalogued collections
 - b. Paid staff (if the museum exhibited mainly living plants and animals, at least one professional staff member in the pertinent field was required)
 - c. Professionally designed exhibits, or period furniture and furnishings, or authentic reproductions.
4. Was nonprofit unless the enterprise had a substantial scholarly base (professional staff and/or formal academic research).

Based on these criteria, 2,889 in-scope questionnaires were analyzed and presented in the report. The largest number of museums excluded were those with unspecified hours of operation, those that were commercially owned without a scholarly base, those that were inactive, and those with no museum or exhibit facilities (i.e., sponsoring agencies).

Table 7-6.

Number, governing authority, region, and budget size of nonprofit museums by type of museum: 1972

| | Total | Art | History | Science | Art and History | Other combined |
|--------------------------------|-------|-----|---------|---------|-----------------|----------------|
| Number of museums (a)..... | 1,821 | 340 | 683 | 284 | 186 | 328 |
| Percent of museums..... | 100 | 19 | 37 | 16 | 10 | 18 |
| Governing authority | | | | | | |
| (percentage distribution) | | | | | | |
| Government | | | | | | |
| Federal..... | 6 | 1 | 11 | 5 | 2 | 5 |
| State..... | 12 | 3 | 20 | 5 | 5 | 14 |
| Municipal or county..... | 16 | 6 | 13 | 29 | 16 | 22 |
| Educational institution | | | | | | |
| Public..... | 5 | 7 | 2 | 12 | 5 | 7 |
| Private..... | 5 | 14 | (b) | 4 | (b) | 1 |
| Private nonprofit..... | 56 | 69 | 54 | 45 | 72 | 48 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 |
| Region | | | | | | |
| New England..... | 13 | 12 | 14 | 10 | 16 | 14 |
| Northeast..... | 17 | 20 | 19 | 13 | 29 | 9 |
| Southeast..... | 18 | 20 | 19 | 18 | 12 | 18 |
| Midwest..... | 22 | 23 | 22 | 30 | 20 | 27 |
| Mountain Plains..... | 12 | 10 | 9 | 11 | 14 | 18 |
| West..... | 15 | 15 | 17 | 18 | 9 | 14 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 |
| Budget size | | | | | | |
| Under \$50,000..... | 44 | 33 | 62 | 18 | 55 | 43 |
| \$50,000-99,999..... | 19 | 22 | 17 | 20 | 15 | 20 |
| \$100,000-249,999..... | 17 | 18 | 13 | 26 | 17 | 17 |
| \$250,000-499,999..... | 10 | 11 | 6 | 16 | 6 | 13 |
| \$500,000-999,999..... | 5 | 8 | 1 | 10 | 5 | 2 |
| \$1,000,000-Over..... | 5 | 8 | 1 | 10 | 2 | 5 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Percentages may not total 100 because of rounding.

(a) Represents weighted total meeting criteria for inclusion. See methodological note for description of inclusion criteria.

(b) Less than 5 percent.

Source: National Endowment for the Arts, *Museums USA* (research conducted by the National Research Center of the Arts, Inc., an affiliate of Louis Harris and Associates, Inc., under contract to NEA), Government Printing Office, Washington, D.C., 1974, pp. 8, 9, 10, 12, 13, 14, and 15.

Methodological note: This study was conducted by the National Research Center of the Arts under contract to the National Endowment for the Arts. An advisory panel of museum experts representing all types of museums participated in the design and analysis of the data. Six criteria were developed to determine if an institution qualified for inclusion in the survey. They were as follows:

- The institution has permanent facilities open to the public on a regularly scheduled basis.
- The facilities are open three months or more per year and a minimum of 25 hours per week during at least three months of the year.
- The operating budget for FY 1971-72 (excluding expenditures for acquisitions of land, buildings, major equipment, and for collections) averages a minimum of \$1,000 each month the museum is open.
- At least part of the collection exhibited is owned by the institution.
- The institution has at least one full-time paid employee with academic training or special knowledge relating to the major subjects represented in the collection.
- The institution is a nonprofit tax-exempt organization.

These criteria resulted in 1,821 institutions being defined as the universe for the study. The 1966 Office of Education museum program survey listing of museums was updated by the American Association of Museums and other museum listings. A sample of 728 museums was chosen from a universe stratified by budget size, and all 164 museums with budgets over \$500,000 were included. The disproportionate probability of selection given to larger museums was statistically corrected in the final tabulations by weighting procedures. Interviews were conducted in person with museum directors. Some portions of the questionnaire were left for completion by museum staff.

Table 7.
Decade in which museums were founded: data from 1972 and 1978

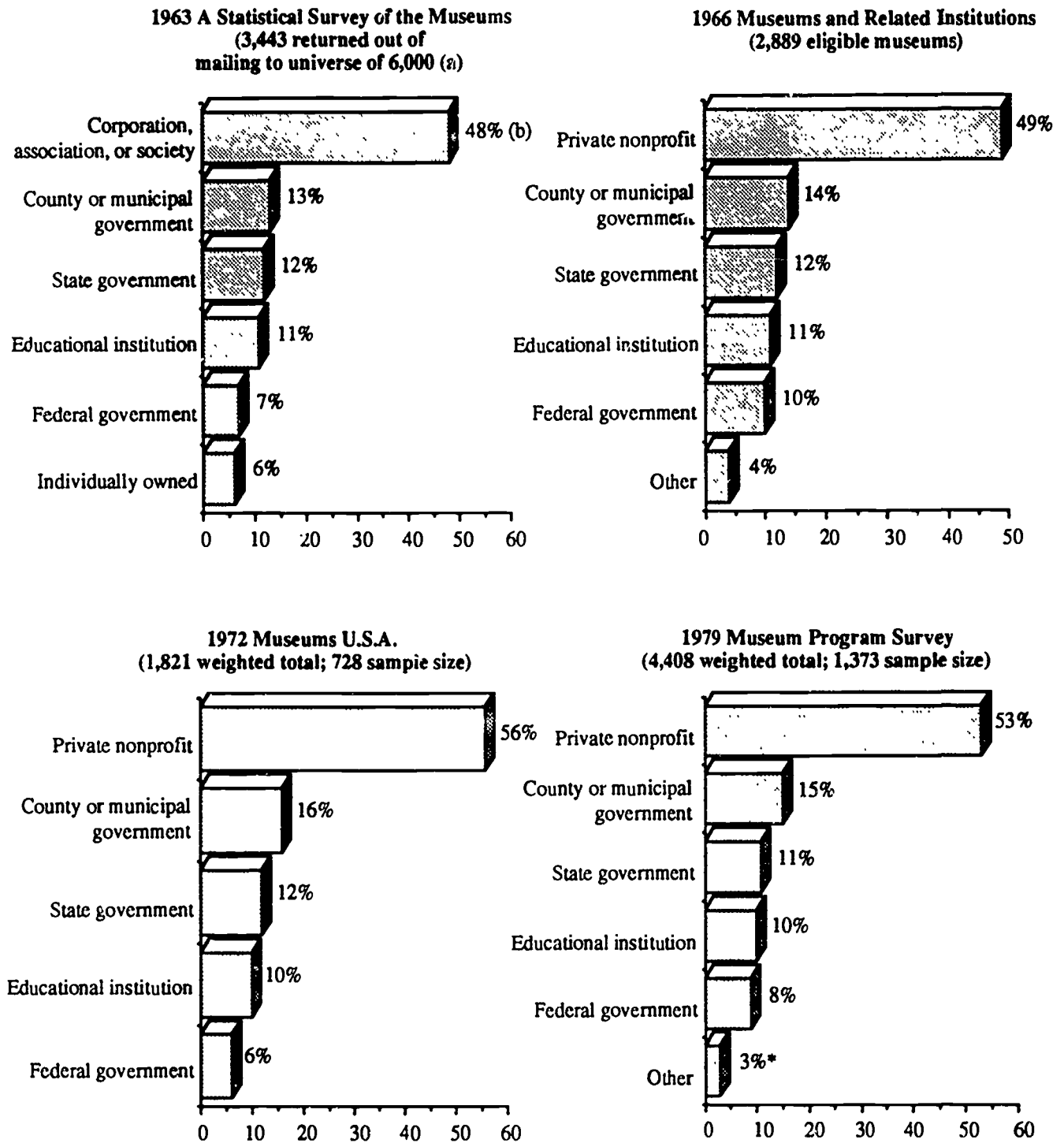
| Decade of founding | Museums USA study (1972) | Museum Program Survey universe study (1978) |
|--------------------|-----------------------------|------------------------------------------------|
| | Number of museums | Number of museums |
| 1975-1978..... | NA | 314 |
| 1970-1974..... | 18 (b) | 447 |
| 1960's..... | 291 | 1,194 |
| 1950's..... | 291 | 584 |
| 1940's..... | 182 | } 1,203 (c) |
| 1930's..... | 328 | |
| 1920's..... | 182 | |
| 1910's..... | 91 | |
| 1900's..... | 55 | |
| Before 1900..... | 364 | 401 |
| Not reported..... | 19 | 582 |
| Total..... | 1,821 | 4,724 |

Note: The two studies differed significantly in inclusion criteria. See tables 7-6 and 7-11 for a description of the inclusion criteria for each study.

- (a) The Museum Program Survey, 1979 did not include data on founding dates; however, the Universe Survey done in preparation for the Program survey included this information.
- (b) Represents only those museums founded in 1970 and 1971 and meeting the survey criteria.
- (c) Includes museums established between 1900 and 1950.

Source: Table taken from Samuel Schwarz and Mary G. Peters, Growth of Arts and Cultural Organizations in the Decade of the 1970's, Informatics General Corporation, Rockville, MD, December 1983.

Chart 7-2.
Classification of museums by governing authority, selected recent studies: 1963-1979



(a) Includes U.S. museums only
 (b) Includes 5 percent chartered by government agency.

* Includes church, private, individual, and other.

Source: See tables 7-2, 7-5, 7-6 and 7-12 for full citations.

Table 7-8.
Operating income and expenditures by museum type: 1972

| | Total | Art | History | Science | Art and History | Other combined |
|-----------------------------------------------------------------------|---------------------------|-----|---------|---------|--------------------|-------------------|
| Total operating income (in millions of dollars)..... | 513 | 158 | 69 | 153 | 53 | 80 |
| Total operating expenditures (in millions of dollars)..... | 479 | 142 | 63 | 146 | 52 | 75 |
| | (percentage distribution) | | | | | |
| Source of income | | | | | | |
| Private support..... | 21 | 32 | 14 | 18 | 18 | 14 |
| Operating revenues..... | 29 | 24 | 30 | 30 | 61 | 18 |
| Nosoperating revenues..... | 13 | 23 | 8 | 8 | 10 | 9 |
| Government support | | | | | | |
| Municipal-county..... | 18 | 13 | 10 | 24 | 3 | 30 |
| State..... | 7 | 2 | 24 | 3 | 4 | 12 |
| Federal..... | 12 | 6 | 14 | 17 | 4 | 17 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 |
| Distribution of operating budget* | | | | | | |
| Percent going to salaries, fringe benefits, and payroll taxes..... | 59 | 56 | 62 | 59 | 57 | 62 |
| Percent going to other expenditures..... | 41 | 44 | 38 | 41 | 43 | 38 |

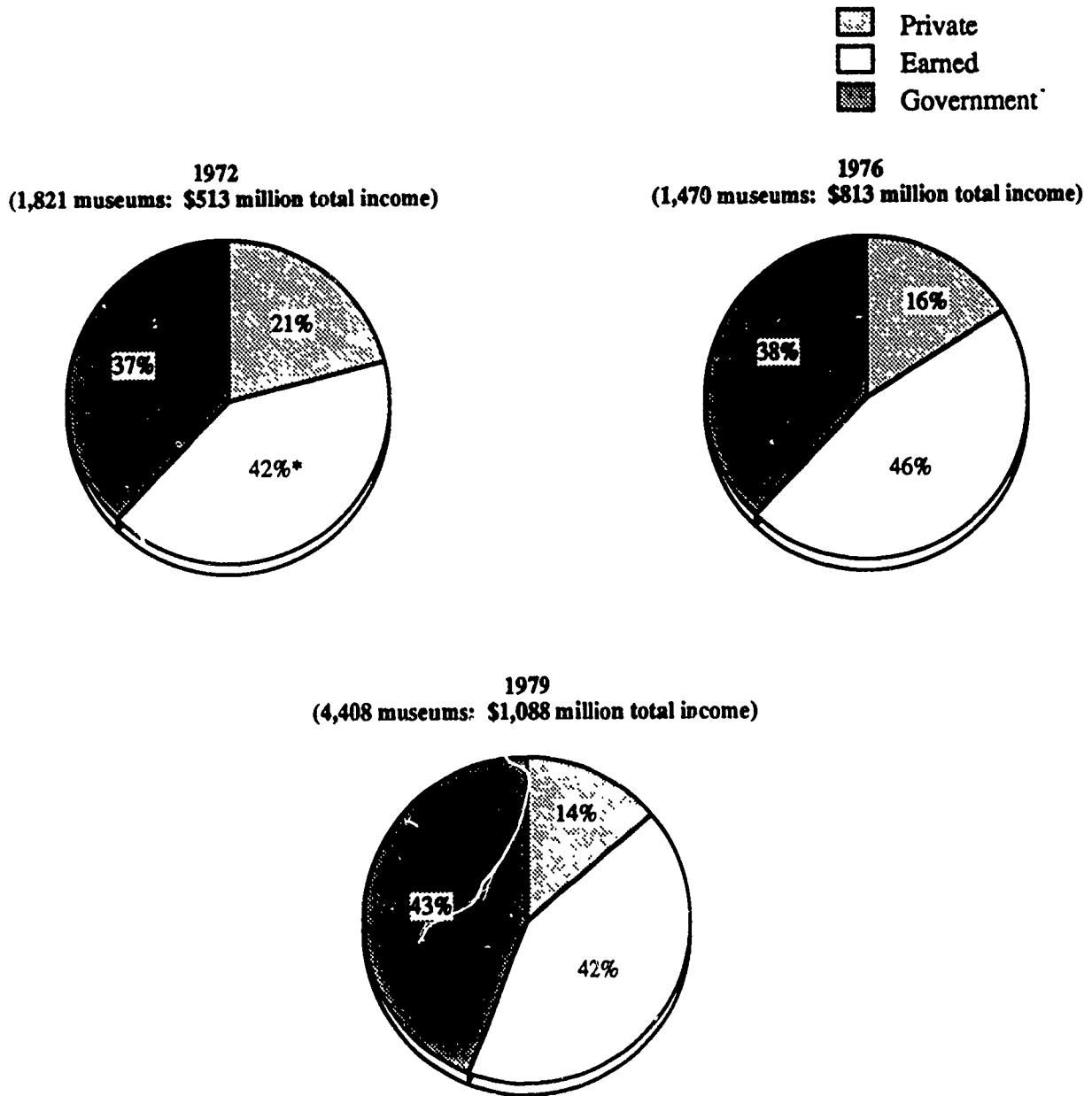
Note: See table 7-6 for methodological note.

*The survey attempted to elicit more detail on operating expenditures. However because of lack of uniform accounting procedures, the only reliable breakdowns were the two broad categories of "salaries" and "other expenditures."

Source: National Endowment for the Arts, Museums USA (research conducted by the National Research Center of the Arts, Inc., an affiliate of Louis Harris and Associates, Inc., under contract to NEA), Government Printing Office, Washington, D.C., 1974, figures 70, 73, and 81.

Chart 7-3.

Sources of income for nonprofit museums in recent studies: 1972, 1976, and 1979



Note: Definitions of museums used for the surveys have varied. See tables cited for description of criteria for inclusion in each study.

* Includes 29 percent from operating revenues and 13 percent from non-operating revenues.

Source: (1972) Museums USA; See table 7-8 for full citation. (1976) The Status of Nonprofit Arts and Museum Institutions in the United States; See table 7-10 for full citation. (1979) Museum Program Survey; See table 7-13 for full citation.

Table 7-9.
Selected characteristics of nonprofit museums by type of museum: 1972

| Characteristic | Total | Art | History | Science | Art and History | Other combined |
|------------------------------------------------------------------------|----------|---------------------------------|---------|----------|-----------------|----------------|
| Annual attendance (in millions) | 308 | 43 | 75 | 117 | 18 | 56 |
| | | (percent having characteristic) | | | | |
| Percent having admission fee | 37 | 15 | 51 | 39 | 55 | 18 |
| Percent making special effort to attract certain groups | | | | | | |
| Senior citizens | 31 | 36 | 28 | 27 | 27 | 40 |
| Blacks | 29 | 49 | 21 | 23 | 25 | 33 |
| Spanish Americans | 16 | 19 | 9 | 15 | 20 | 25 |
| Other minority | 18 | 24 | 12 | 12 | 13 | 33 |
| Economically disadvantaged | 27 | 33 | 24 | 30 | 19 | 30 |
| Percent having special exhibits | 68 | 98 | 51 | 62 | 58 | 81 |
| Percent sending out traveling exhibits | 34 | 55 | 19 | 36 | 29 | 42 |
| Percent loaning objects to storefront or community based museums | 42 | 46 | 38 | 36 | 40 | 51 |
| Percent using volunteers | 60 | 74 | 53 | 59 | 61 | 59 |
| Characteristic of directors | | | | | | |
| Percent male | 72 | 78 | 65 | 91 | 57 | 75 |
| Percent female | 28 | 22 | 35 | 9 | 43 | 25 |
| Percent white | 99 | 97 | 99 | 99 | 98 | 99 |
| Percent black | 1 | 2 | 1 | • | • | • |
| Percent other | • | 1 | • | 1 | 2 | 1 |
| Percent with endowments | 27 | 41 | 20 | 28 | 36 | 20 |
| Percent with cutbacks since 1966 | 36 | 42 | 34 | 33 | 29 | 41 |
| Staffing | | | | | | |
| Total full-time staff | 30,400 | 7,900 | 5,400 | 9,000 | 2,700 | 5,400 |
| Total part-time staff | 18,700 | 3,800 | 4,400 | 4,900 | 1,500 | 4,100 |
| Total volunteer staff | 64,200 | 23,900 | 17,700 | 9,700 | 3,600 | 9,300 |
| Average annual full-time salary, professional | \$11,500 | \$11,900 | \$9,700 | \$12,700 | \$10,100 | \$11,700 |
| Average annual full-time salary, non-professional | \$6,800 | \$7,200 | \$5,500 | \$7,200 | \$5,900 | \$7,200 |

Note: Data have been rounded and may not sum to total. Percents have been rounded. See table 7-6 for methodological note.

• Less than .5 percent.

Source: National Endowment for the Arts, Museums USA (research conducted by the National Research Center for the Arts, Inc., an affiliate of Louis Harris and Associates, Inc., under contract to NEA), Government Printing Office, Washington, D.C., 1974, figures 31, 33, 36-38, 47-49, 55, 58, 89, and 91.

Table 7-10.
Selected characteristics of nonprofit museums by type of museum: 1976

| | Total | Art | History | Science | Other (c) |
|------------------------------------------------------------|-------|-----|---------|---------|-----------|
| Number of museums meeting study criteria | 1,470 | 331 | 780 | 206 | 153 |
| Percent of total | 100 | 23 | 53 | 8 | 10 |
| Total operating expenditures (in millions of dollars)..... | 756 | 215 | 276 | 223 | 42 |
| Average expenditures (in thousands of dollars) (a)..... | 514 | 650 | 354 | 1,083 | 275 |
| Percent of operating budget going to personnel | 53 | 49 | 48 | 61 | NA |
| Percent of budget going to direct operating..... | 47 | 51 | 52 | 39 | NA |
| Total income (in millions of dollars)..... | 830 | 245 | 296 | 243 | 45 |
| Percent earned | 46 | 48 | 50 | 39 | 50 |
| Percent private..... | 16 | 23 | 10 | 17 | 13 |
| Percent government support..... | 38 | 29 | 39 | 45 | 37 |
| Percent having support from | | | | | |
| Individuals..... | NA | 87 | 81 | 81 (b) | 87 |
| Corporations | NA | 60 | 56 | 68 (b) | 73 |
| Government..... | NA | 79 | 86 | 91 (b) | 88 |
| United Arts Funds..... | NA | 22 | 19 | 24 (b) | 10 |

Note: Data have been rounded and may not sum to total.

NA - Data not obtained.

- (a) Calculated by project staff based on rounded data and on total number of museums in category.
- (b) Figures for these items represent natural history, science, and planetaria and exclude zoos and botanical gardens which are included in this category for other items in table.
- (c) Various combinations of art, history, science.

Source: National Research Center of the Arts, Louis Harris and Associates, Inc., The Status of Nonprofit Arts and Museum Institutions in the United States in 1976, prepared for the National Endowment for the Arts, Washington, D.C., 1979, pp. 4, 22, 56, 58, 67, and 85.

Methodological note: These data on museums were part of a larger study to collect information on the status of nonprofit theatres, opera, symphony, and dance organizations, presenter organizations, arts centers, visual arts organizations, and arts councils. The screening criteria used for museums were similar to that used in the 1972 study, Museums USA (see table 7-6 for methodological note), except that the museums, if affiliates, had to have a separate and identifiable budget and operation, and the size of the budget had to be larger. The imposition of these criteria resulted in over 351 organizations in the Museums USA universe being out of scope. For this reason, the weighted total for the 1976 study was 1,470 rather than 1,821. From the institutions considered eligible (5,340 for all types of institutions, including museums) a sample of about 1,185 (for all arts areas) was drawn and both field work and self-administered questionnaires completed. All museums with budgets over \$1 million were included in the sample.

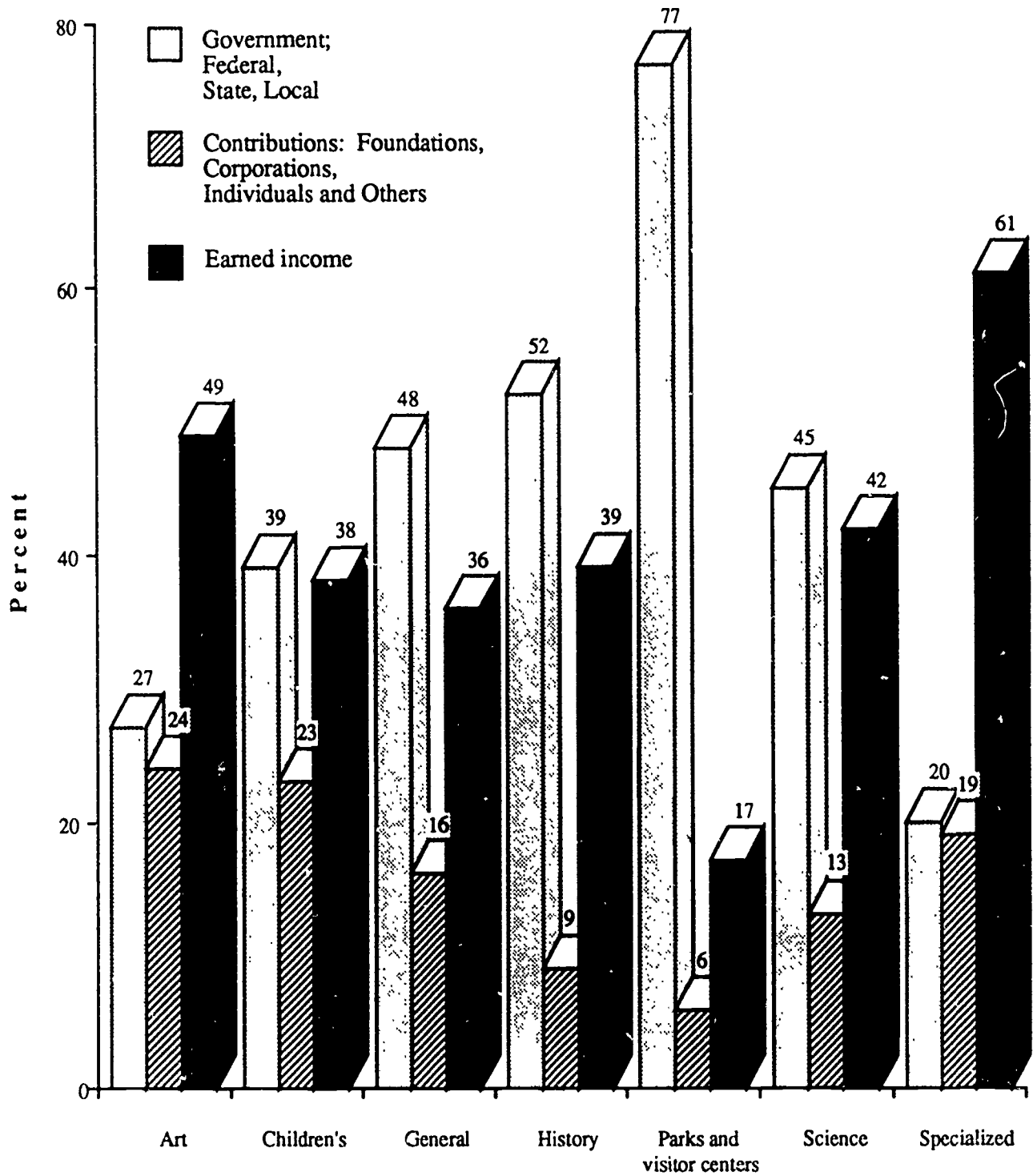
Table 7-11.
Total number and operating income of nonprofit museums by type of museum: 1979

| | Total | History | Science | Art | General | Specialized | Parks and visitor centers | Children's |
|---------------------------------------|---------------------------|---------|---------|-----|---------|-------------|---------------------------------|------------|
| Total number of eligible museums..... | 4,408 | 2,204 | 800 | 609 | 382 | 197 | 165 | 51 |
| Percent | 100 | 50 | 18 | 14 | 9 | 4 | 4 | 1 |
| | (percentage distribution) | | | | | | | |
| Total operating income | | | | | | | | |
| \$0 - 50,000..... | 53 | 65 | 37 | 30 | 56 | 62 | 39 | 44 |
| \$50,001 - 100,000..... | 15 | 14 | 15 | 18 | 12 | 12 | 26 | 21 |
| \$100,001 - 400,000..... | 21 | 16 | 26 | 32 | 19 | 14 | 26 | 23 |
| \$400,001+ | 11 | 5 | 22 | 20 | 13 | 12 | 9 | 12 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, table 1.

Methodological note: This survey was requested by the National Museum Services Board and the Institute of Museum Services. It was sponsored by the National Center for Education Statistics (NCES) and conducted by Macro Systems, Inc. The study was preceded by a universe frame building survey conducted in 1978 which constructed a data base with key data items. A sample of 1,373 nonprofit museums was drawn from the universe of 4,580 nonprofit museums. For the purposes of this survey, a museum was defined as an "institution organized on a permanent basis for primarily educational or aesthetic purposes and which utilizes a staff; owns or uses tangible objects, animate or inanimate; cares for these objects; and exhibits them to the public on a regular basis." The survey form was completed by museum directors. A response rate of 94 percent was achieved. Of the sample, 30 museums (representing 172 in the universe) were found to be out of scope either because they were not yet open to the public or did not meet the definition. The final universe was thus estimated to be 4,408 museums. The sample data were weighted to represent these museums.

Chart 7-4.
Sources of operating income by type of museum: 1979



Note: Total operating income was \$1,088 million for all museums.

Source: Museum Program Survey; See table 7-13 for full citation.

Table 7-12.
Control and region of nonprofit museums by type of museum: 1979

| | Total | History | Science | Art | General | Specialized | Parks and visitor centers | Children's and junior |
|-----------------------------|-------|---------|---------|-----|---------|-------------|---------------------------------|--------------------------|
| Total eligible museums..... | 4,408 | 2,204 | 800 | 609 | 382 | 197 | 165 | 51 |
| (percentage distribution) | | | | | | | | |
| Governing authority | | | | | | | | |
| Private nonprofit..... | 53 | 61 | 34 | 60 | 51 | 71 | 9 | 64 |
| Government agencies | | | | | | | | |
| Municipal..... | 10 | 7 | 19 | 6 | 12 | 11 | 4 | 10 |
| County..... | 5 | 3 | 8 | 3 | 11 | 5 | 4 | (b) |
| State..... | 11 | 16 | 6 | 2 | 9 | 4 | 21 | (b) |
| Federal..... | 8 | 8 | 7 | 2 | 2 | 2 | 59 | (b) |
| Educational | | | | | | | | |
| Private college..... | 3 | (a) | 5 | 13 | 6 | 2 | (b) | (b) |
| Public school district..... | 1 | (a) | 2 | (a) | 1 | (b) | (b) | 23 |
| Public college..... | 6 | 2 | 16 | 13 | 7 | 4 | 1 | (b) |
| Church..... | 1 | 1 | (b) | (b) | 1 | (b) | (b) | (b) |
| Industrial corporation..... | (a) | (a) | (b) | (b) | (b) | (b) | (b) | (b) |
| Private individual..... | 1 | 2 | (b) | (b) | (b) | (b) | (b) | (b) |
| Other..... | 1 | (a) | 2 | 1 | 1 | 1 | 3 | 4 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Region (c) | | | | | | | | |
| North Atlantic..... | 31 | 37 | 21 | 35 | 20 | 33 | 9 | 43 |
| Great Lakes and Plains..... | 26 | 26 | 27 | 23 | 29 | 34 | 15 | 19 |
| Southeast..... | 18 | 16 | 20 | 18 | 18 | 17 | 34 | 13 |
| West and Southwest..... | 26 | 22 | 32 | 24 | 33 | 17 | 42 | 26 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Percents may not total 100 because of rounding. See table 7-11 for methodological note.

(a) Less than .5 percent.

(b) None

(c) Regional classification is that used by the Bureau of Economic Analysis and not the Bureau of Census. See Appendix 2 for a list of States included.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, *Museum Program Survey, 1979*, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, tables 2 and D-1.

Table 7-13.
Sources of income of nonprofit museums by type of museum: 1979

| Income source | Total | History | Science | Art | General | Specialized | Parks and visitor centers | Children's |
|-------------------------------|-------|---------|---------|-----|---------|-------------|---------------------------------|------------|
| (in millions of dollars) | | | | | | | | |
| Operating income..... | 1,088 | 261 | 380 | 294 | 88 | 27 | 30 | 8 |
| Earned income..... | 467 | 101 | 160 | 143 | 31 | 16 | 5 | 3 |
| Federal government..... | 148 | 48 | 52 | 23 | 8 | 1 | 13 | 1 |
| State government..... | 126 | 67 | 25 | 14 | 14 | 1 | 4 | (a) |
| Local government..... | 188 | 18 | 96 | 42 | 21 | 3 | 6 | 2 |
| Individual contributions..... | 47 | 9 | 14 | 19 | 3 | 2 | (a) | 1 |
| Foundations..... | 46 | 6 | 18 | 16 | 3 | 1 | 1 | 1 |
| Corporations..... | 26 | 3 | 6 | 14 | 2 | 1 | (a) | (a) |
| Other..... | 48 | 7 | 10 | 23 | 5 | 2 | 1 | (a) |
| (percentage distribution) | | | | | | | | |
| Operating income | | | | | | | | |
| Earned income..... | 42 | 39 | 42 | 48 | 36 | 61 | 17 | 38 |
| Federal government..... | 14 | 19 | 14 | 8 | 10 | 4 | 43 | 11 |
| State government..... | 12 | 26 | 7 | 5 | 16 | 6 | 14 | 5 |
| Local government..... | 17 | 7 | 25 | 14 | 24 | 11 | 21 | 24 |
| Individual contributions..... | 4 | 3 | 4 | 6 | 4 | 7 | 1 | 8 |
| Foundations..... | 4 | 2 | 5 | 5 | 4 | 3 | 3 | 7 |
| Corporations..... | 2 | 1 | 2 | 5 | 2 | 3 | (b) | 5 |
| Other..... | 4 | 3 | 3 | 8 | 6 | 6 | 3 | 3 |

Note: See table 7-11 for methodological note.

(a) Less than \$500,000.

(b) Less than .5 percent.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, table 23.

Table 7-14.
Sources of earned income by type of museum: 1979

| Income source | Total | History | Science | Art | General | Specialized | Parks and visitor centers | Children's and juniors |
|---------------------------------------------------|---------------------------|---------|---------|-----|---------|-------------|---------------------------------|---------------------------|
| Total earned income (millions of dollars)..... | 460 | 101 | 160 | 143 | 31 | 16 | 5 | 3 |
| | (percentage distribution) | | | | | | | |
| Admission fees..... | 29 | 39 | 39 | 11 | 28 | 42 | 40 | 17 |
| Tuition fees..... | 4 | 1 | 2 | 9 | 3 | 1 | 1 | 13 |
| Membership dues..... | 11 | 7 | 10 | 15 | 8 | 13 | 8 | 10 |
| Investment income..... | 9 | 12 | 6 | 12 | 4 | 3 | 2 | 1 |
| Endowment income..... | 22 | 13 | 18 | 34 | 37 | 7 | 2 | 39 |
| Food service..... | 3 | 2 | 5 | 1 | 4 | 4 | 5 | * |
| Museum shop..... | 8 | 11 | 6 | 7 | 7 | 14 | 4 | 6 |
| Auxiliary services..... | 4 | 2 | 4 | 3 | 3 | 9 | 34 | 2 |
| Other income..... | 10 | 13 | 10 | 8 | 7 | 8 | 5 | 12 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Note: Totals may not add to 100 percent because of rounding. See table 7-11 for methodological note.

*Less than 5 percent.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, table 24.

Table 7-15.
Distribution of operating expenditures for nonprofit museums by type of museum: 1979

| | Total (a) | History | Science | Art | General | Specialized | Parks and visitor centers | Children's and junior |
|----------------------------------------------------------------------|---------------------------------|---------|---------|-----|---------|-------------|---------------------------------|--------------------------|
| Total expenditures (millions of dollars) | 1,005 | 226 | 368 | 264 | 84 | 27 | 28 | 8 |
| Estimate of average expenditures (thousands of dollars) (b) | 228 | 103 | 460 | 435 | 220 | 137 | 170 | 157 |
| Area of expenditure | (percent of total expenditures) | | | | | | | |
| Curatorial..... | 13 | 10 | 14 | 14 | 18 | 9 | 6 | 7 |
| Exhibits | 13 | 11 | 16 | 13 | 11 | 13 | 5 | 9 |
| Conservation | 5 | 4 | 8 | 3 | 4 | 3 | 4 | 1 |
| Education..... | 11 | 10 | 11 | 10 | 10 | 15 | 14 | 30 |
| Development..... | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 3 |
| Membership..... | 2 | 2 | 2 | 3 | 2 | 2 | (c) | 3 |
| Public information..... | 4 | 5 | 4 | 3 | 5 | 5 | 6 | 3 |
| Paid advertising..... | 1 | 2 | 1 | 1 | 1 | 1 | (c) | (c) |
| Security..... | 6 | 4 | 4 | 9 | 7 | 5 | 3 | 4 |
| General administration..... | 20 | 24 | 15 | 23 | 19 | 23 | 20 | 24 |
| Building and maintenance..... | 19 | 21 | 19 | 15 | 17 | 18 | 38 | 14 |
| Other areas..... | 6 | 6 | 5 | 6 | 6 | 4 | 2 | 1 |
| Total..... | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

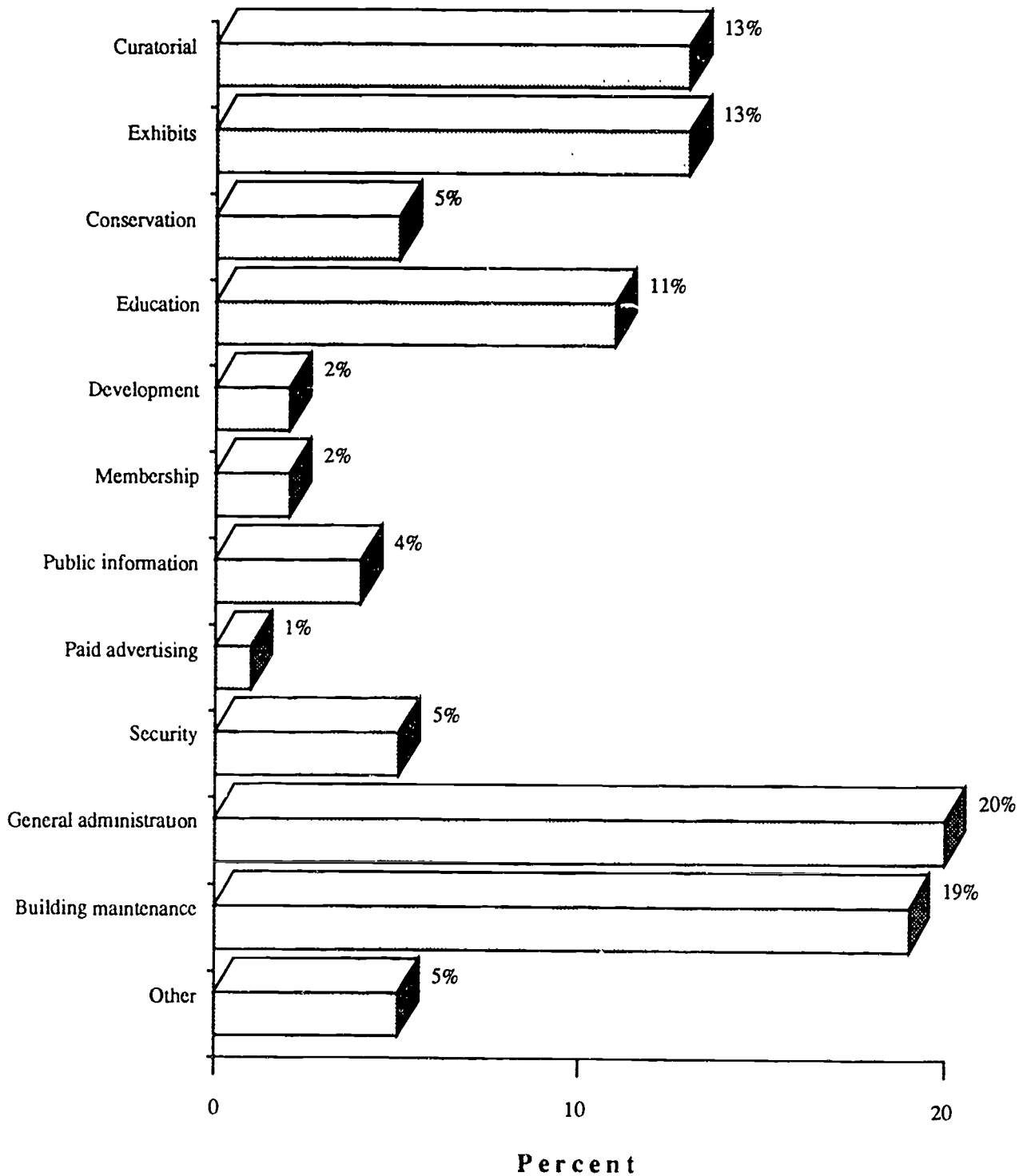
Note: Percents may not total 100 because of rounding. See table 7-11 for methodological note.

- (a) Excludes museums not reporting total expenditures.
- (b) Calculated by project staff using rounded figures and based on total number of museums in category. An unknown number of museums did not report expenditure data. This figure thus somewhat underestimates the average expenditures.
- (c) Less than .5 percent.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, table 25.

Chart 7-5.

Percent of total museum operating expenditures spent in each area of operation: 1979



Note: Total operating expenditures were \$1,005 million for all museums.

Source: Museum Program Survey; See table 7-15 for full citation.

Table 7-16.
Selected data on nonprofit museums by type of museum: 1979

| | Total | History | Science | Art | General | Specialized | Parks and visitor centers | Children's |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------|---------|-------|---------|-------------|---------------------------------|------------|
| Annual attendance (in millions)..... | 347.8 | 85.6 | 150.3 | 49.8 | 24.4 | 8.7 | 26.2 | 2.7 |
| Regular full-time staff..... | 37,533 | 8,964 | 13,439 | 9,862 | 3,100 | 897 | 861 | 410 |
| | (percent of total in category) | | | | | | | |
| Percent with general admission fee..... | 32 | 33 | 39 | 16 | 25 | 62 | 15 | 41 |
| Percent with membership programs..... | 57 | 60 | 46 | 68 | 59 | 57 | 9 | 72 |
| Percent within one-quarter mile of public transportation..... | 60 | 55 | 63 | 80 | 62 | 52 | 26 | 66 |
| Percent with own facilities for conservation..... | 43 | 37 | 66 | 32 | 44 | 57 | 45 | 28 |
| Percent of museums experiencing deficit of income compared with expenses..... | 11 | 9 | 12 | 18 | 13 | 13 | 2 | 11 |
| Percent of museums indicating they were unable to absorb the impact of inflation without reducing the level of operations..... | 35 | 44 | 43 | 34 | 35 | 46 | 35 | 26 |
| Percent with endowment funds..... | 27 | 21 | 29 | 50 | 38 | 15 | 6 | 16 |
| Percent offering some type of specific program during the year..... | 66 | 59 | 77 | 78 | 67 | 59 | 60 | 83 |
| Percent offering teacher training..... | 24 | 17 | 43 | 42 | 33 | 16 | 19 | 65 |
| Percent providing programs for academic credit..... | 33 | 25 | 44 | 49 | 34 | 23 | 19 | 41 |
| Percent with libraries..... | 67 | 62 | 79 | 66 | 72 | 64 | 73 | 63 |
| Percent loaning exhibitions..... | NA | 45 | 60 | 36 | 56 | 59 | 28 | 82 |
| Percent with facilities for the handicapped..... | 54 | 42 | 70 | 63 | 66 | 47 | 79 | 59 |

NA - Data not obtained.

Note: See table 7-11 for methodological note.

Source: Lewis C. Price, Lisa DiRocco, and Jenice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, figures 7, 11, 12, 18, 19, 22, 25, 26, 27, 31 and tables 20, 29, 34, 49, 54 and D-10.

Table 7-17.
Major sources of revenue of museums in the United States: 1982

| Type of museum | Number of establishments | Total revenue | Receipts from customers, patrons, and contract fees | | | | Other revenues | | |
|--------------------------------------------------------------------------|--------------------------|-----------------------|-----------------------------------------------------|---------------------|------------------------------------------------------|----------------------------|-------------------|-------------------------------------|---------------------|
| | | | Admissions | Number of ship fees | Sales of food, refreshments, and alcoholic beverages | Sales of other merchandise | Other | Government or private contributions | Other |
| (in thousands of dollars; percents in parentheses) | | | | | | | | | |
| Tax-exempt | | | | | | | | | |
| Museums, art galleries, and botanical and zoological gardens..... | 2,386 (100) | 2,596,952 (100) | 167,957 (6) (b) | 73,836 (3) (b) | 33,646 (1) (b) | 102,870 (4) (b) | 70,064 (3) (b) | 1,487,401 (73) (b) | 261,158 (10) (b) |
| Commercial..... | 367 (15) (a) | 228,036 (9) (b) | S | S | S | S | S | S | S |
| Noncommercial..... | 2,019 (85) (a) | 2,368,916 (91) (b) | 68,189 (3) (a) | 56,245 (2) (a) | 20,814 (f) | 69,131 (3) (a) | 52,672 (2) (a) | 1,459,964 (79) (a) | 241,901 (10) (a) |
| Museums and art galleries.. | 1,909 (95) (c) | 2,267,593 (96) (d) | 61,383 (3) (a) | 51,279 (2) (a) | 19,783 (f) | 65,398 (3) (a) | 48,219 (2) (a) | 1,400,025 (79) (a) | 221,506 (10) (a) |
| Arboreta, botanical and zoological gardens.. | 110 (5) (c) | 101,323 (4) (d) | 6,806 (7) (a) | 4,966 (5) (a) | 1,013 (1) (e) | 3,733 (4) (a) | 4,453 (4) (a) | 59,939 (59) (a) | 20,395 (20) (a) |
| Non-tax-exempt | | | | | | | | | |
| Commercial museums, art galleries and botanical and zoological gardens.. | 220 (100) | 65,319 (100) | 49,301 (75) (e) | 161 (f) | 2,783 (4) (e) | 11,531 (18) (e) | 1,543 (2) (e) | NA | NA |

Note: This table does not include museums within the governance of public agencies (Federal, State, local) or of educational institutions.

S - Data not included in source

NA - not applicable

(a) Percent of total number

(b) Percent of total revenue

(c) Percent of number of noncommercial museums

(d) Percent of total revenue of noncommercial museums

(e) Percent of total revenue for type of museum listed

(f) Less than 1 percent

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Washington, D.C., May 1985, Industry Series, Miscellaneous Subjects, SCEI-1-5, table 20, p. 5-88, and table 21, p. 5-89.

Methodological note: Establishments which indicated that all or part of their income was exempt from Federal income tax under provision of section 501 or 521 of the IRS code were classified as tax-exempt, establishments indicating no such exemption were classified as taxable. Revenue includes receipts from customers or clients for services rendered, from the use of facilities, and from merchandise sold during 1982 whether or not payment was received in 1982. Receipts are net after deductions for refunds and allowances for merchandise returned by customers. Revenues do not include sales, admissions, and other taxes collected by the organization from customers or clients and paid directly to a local, State, or Federal tax agency. Revenue includes income from interest, dividends, gross contributions, gifts, and grants (whether or not restricted for use in operations), rents, royalties, dues and assessments from members and affiliates, and net receipts from fundraising activities. Revenue does not include income from the sale of real estate, investments, or other assets, receipts of separately operated departments, concessions, etc., which are leased to others; and amounts transferred to operating funds from capital or reserve funds.

Noncommercial museums and art galleries are not funded primarily through admission charges. Historical, cultural, and educational societies whose functions are primarily providing attractions for the public (funded primarily through contributions and grants) are included here. Art galleries or art dealers primarily selling to the general public are classified in retail trade. Noncommercial arboreta, botanical and zoological gardens are also primarily funded other than by admission charges. Establishments primarily operating commercial exhibits (funded primarily from admissions) are included in amusement and recreation services, n.e.c.

Table 7-18.
Statistical summary of Official Museum Directory Survey: 1987

| | Number | Percent |
|------------------------------------|--------|---------|
| Total number of museums (a) | 6,598 | 100 |
| Number of tax exempt museums | 4,754 | 72 |
| Type - 501 (c) 3..... | 2,757 | 59 |
| Type - 170 | 533 | 11 |
| Did not specify..... | 1,463 | 30 |
| Staff Size | | |
| Museums reporting (b) | 3,164 | 48 |
| Volunteers only | 241 | 7.6 |
| Part-time only | 346 | 10.9 |
| Full-time staff | 2,577 | 81.4 |
| Number of employees | | |
| 1 | 476 | 18.5 |
| 2-3 | 1,098 | 42.6 |
| 4-10 | 511 | 19.8 |
| 11-20 | 197 | 7.6 |
| 21-50 | 166 | 6.4 |
| Over 50 | 129 | 5.0 |

(a) Represents total number of museums separately participating in the Official Museum Directory. Many museums have more than one function and are separately indexed in the directory under each function. This total is 9,366. See table 7-20 for a breakdown of these by type.

(b) Of the 6,598 museums, 48 percent provided information on staffing.

Source: Unpublished tabulation provided by Kathy Dwyer, American Association of Museums (AAM), Washington, D.C., December 1987.

Methodological note: Data in this table were collected in conjunction with preparation of the 1987 Official Museum Directory published by the American Association of Museums. A questionnaire was included as part of the listing process. Certain information such as tax status and museum type was obtained from the directory universe. Other information, such as expenditures and staffing, was obtained from varying percentages of the museums listed in the directory. These data provide a potentially rich source of information on American museums.

Table 7-19.
Total number and average expenditures by State of museums in the Official
Museum Directory: 1987

| State | Total museums | Number of museums responding to expenditure question | Percent of museums reporting | Total expenditures reported | Average expenditures |
|---------------------------|---------------|------------------------------------------------------|------------------------------|-----------------------------|----------------------|
| (in dollars) | | | | | |
| Alaska..... | 33 | 15 | 45 | 10,829,515 | 721,967 |
| Alabama..... | 65 | 25 | 38 | 18,139,188 | 725,567 |
| Arkansas..... | 74 | 18 | 24 | 39,894,478 | 2,216,359 |
| American Samoa..... | 1 | NA | NA | NA | NA |
| Arizona..... | 97 | 33 | 34 | 24,506,830 | 742,631 |
| California..... | 432 | 141 | 33 | 291,754,209 | 2,069,178 |
| Colorado..... | 139 | 37 | 27 | 37,071,119 | 1,001,922 |
| Connecticut..... | 140 | 42 | 3 | 29,029,446 | 691,177 |
| District of Columbia..... | 80 | 20 | 25 | 40,004,508 | 2,000,225 |
| Delaware..... | 22 | 10 | 45 | 10,979,633 | 1,097,963 |
| Florida..... | 155 | 55 | 36 | 79,862,565 | 1,452,046 |
| Georgia..... | 139 | 35 | 25 | 32,838,081 | 938,230 |
| Guam..... | 2 | NA | NA | NA | NA |
| Hawaii..... | 34 | 7 | 21 | 12,329,839 | 1,761,405 |
| Iowa..... | 109 | 42 | 39 | 53,543,494 | 1,274,845 |
| Idaho..... | 30 | 15 | 5 | 4,945,998 | 329,733 |
| Illinois..... | 230 | 81 | 35 | 324,321,258 | 4,003,966 |
| Indiana..... | 153 | 42 | 27 | 77,237,660 | 1,838,991 |
| Kansas..... | 142 | 45 | 32 | 36,231,218 | 805,138 |
| Kentucky..... | 88 | 17 | 19 | 35,600,542 | 2,094,149 |
| Louisiana..... | 61 | 20 | 33 | 15,701,208 | 785,060 |
| Massachusetts..... | 320 | 81 | 25 | 111,929,284 | 1,381,843 |
| Maryland..... | 91 | 30 | 33 | 23,169,719 | 772,323 |
| Maine..... | 125 | 40 | 32 | 57,901,327 | 1,447,533 |
| Michigan..... | 177 | 53 | 30 | 95,402,437 | 1,800,045 |
| Minnesota..... | 140 | 66 | 47 | 81,183,643 | 1,230,055 |
| Missouri..... | 139 | 41 | 29 | 35,915,712 | 875,992 |
| Mississippi..... | 56 | 10 | 18 | 4,099,321 | 409,932 |
| Montana..... | 62 | 18 | 29 | 6,152,852 | 341,825 |
| North Carolina..... | 162 | 48 | 30 | 57,628,169 | 1,200,586 |
| North Dakota..... | 37 | 14 | 38 | 3,891,628 | 277,973 |
| Nebraska..... | 95 | 46 | 48 | 41,387,629 | 899,731 |
| New Hampshire..... | 51 | 16 | 31 | 8,167,465 | 510,466 |
| New Jersey..... | 124 | 38 | 31 | 34,212,233 | 900,321 |
| New Mexico..... | 78 | 20 | 26 | 14,162,872 | 708,143 |
| Nevada..... | 24 | 13 | 54 | 25,817,995 | 1,985,999 |
| New York..... | 552 | 186 | 34 | 375,969,510 | 2,621,341 |
| Northern Marianas..... | 1 | NA | NA | NA | NA |
| Ohio..... | 256 | 38 | 23 | 233,384,129 | 4,023,864 |
| Oklahoma..... | 113 | 22 | 19 | 10,975,906 | 492,904 |
| Oregon..... | 64 | 21 | 33 | 14,627,981 | 696,565 |
| Pennsylvania..... | 291 | 103 | 35 | 248,245,905 | 2,410,154 |
| Puerto Rico..... | 17 | NA | NA | NA | NA |
| Rhode Island..... | 43 | 9 | 21 | 3,658,543 | 406,504 |
| South Carolina..... | 104 | 27 | 26 | 131,115,886 | 4,851,143 |
| South Dakota..... | 74 | 29 | 39 | 9,157,381 | 312,771 |
| Tennessee..... | 101 | 27 | 27 | 35,655,607 | 1,320,578 |
| Texas..... | 308 | 115 | 37 | 149,477,776 | 1,299,806 |
| Utah..... | 53 | 14 | 26 | 3,549,239 | 253,517 |
| Virginia..... | 240 | 69 | 29 | 118,013,661 | 1,710,342 |
| Virgin Islands..... | 3 | 1 | 33 | 1,000 | 1,000 |
| Vermont..... | 75 | 21 | 28 | 17,488,772 | 832,798 |
| Washington..... | 142 | 52 | 37 | 132,190,597 | 2,542,126 |
| Wisconsin..... | 189 | 64 | 34 | 114,477,595 | 1,788,712 |
| West Virginia..... | 29 | 6 | 21 | 100,545,033 | NA |
| Total..... | 6,560 | 2,058 | 31 | 5,475,377,496 | 1,688,716 |

NA - No museums from this area responded to this question or data were not available.

Note: See table 7-18 for methodological note.

Source: Tabulations provided by Kathy Dwyer, American Association of Museums, Washington, D.C., December 1987.

Table 7-20.
Listings in the Official Museum Directory by field of interest: 1987

| Field of interest/type | Number | Percent |
|----------------------------------------------|--------|---------|
| Art museum | 1,097 | 11.7 |
| Decorative arts museum | 249 | 2.6 |
| Children's museum | 114 | 1.2 |
| College and university museum | 432 | 4.6 |
| Company museum | 17 | .2 |
| General museum | 757 | 8.1 |
| History museum | 3,969 | 42.4 |
| Libraries | 128 | 1.4 |
| National/State agencies or councils | 73 | .8 |
| Nature centers | 181 | 1.9 |
| Park museum | 348 | 3.7 |
| Science and technology museum | 242 | 2.6 |
| Anthropology, ethnology, and archaeology ... | 312 | 3.3 |
| Aquarium | 34 | .7 |
| Botanical gardens | 223 | 2.4 |
| Natural history | 370 | 4.0 |
| Other* | 790 | 8.4 |
| Total major fields of interest | 9,366 | 100 |

Note: The total of 9,366 represents the major fields of interest checked by the 6,598 museums. Many museums checked more than one major field of interest. See table 7-18 for methodological note.

*Other categories include zoos and other fields of interest such as art schools associated with museums.

Source: Tabulations provided by Kathy Dwyer, American Association of Museums, Washington, D.C., December 1987.

Table 7-21.

Association of Art Museum Directors data on art museum governance and geographic district: 1987 and 1989 (data from Salary Survey)

| Distribution of responses by type of governance | | |
|-------------------------------------------------|--------------------------|--------------------------|
| Governance | Total MUSEUMS 1987 | Total MUSEUMS 1989 |
| | (percent) | |
| Private-nonprofit..... | 58.2 | 55.6 |
| University..... | 15.6 | 14.4 |
| Private/government..... | 12.8 | 13.1 |
| Government..... | 6.4 | 5.9 |
| Private/university..... | 3.5 | 4.6 |
| Other..... | NA | 2.0 |
| University/other..... | NA | 1.3 |
| Private/government/other..... | 1.4 | 1.3 |
| Private/other..... | 0.7 | 0.7 |
| Total percent..... | 100.0 | 100.0 |
| Base n..... | (141) | (153) |
| Missing cases..... | (1) | (2) |

| Distribution of responses by American Association of Museums districts | | | | |
|------------------------------------------------------------------------|------------------|-----------------------|------------------|-----------------------|
| District | 1987 | | 1989 | |
| | Total MUSEUMS | University MUSEUMS | Total MUSEUMS | University MUSEUMS |
| | (percent) | | (percent) | |
| New England..... | 12.8 | 22.2 | 11.0 | 18.2 |
| Mid-Atlantic..... | 24.1 | 18.5 | 26.5 | 15.2 |
| Midwest..... | 20.6 | 29.6 | 20.6 | 30.3 |
| Mountain Plains..... | 12.8 | 11.1 | 12.3 | 15.2 |
| Southeast..... | 12.8 | 11.1 | 12.9 | 9.1 |
| Western..... | 14.2 | 7.4 | 12.9 | 12.1 |
| Canada..... | 2.8 | 0.0 | 3.9 | 0.0 |
| Total percent..... | 100.0 | 100.0 | 100.0 | 100.0 |
| Base n..... | (141) | (27) | (155) | (33) |
| Missing cases..... | (1) | (0) | (0) | (0) |

NA - Not available.

Note: See table 7-24 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43.

Table 7-22.

Association of Art Museum Directors data on art museum founding date and size of metropolitan area: 1987 and 1989 (data from Salary Survey)

| Distribution of responses by museum founding date | | | | |
|---------------------------------------------------|------------------|-----------------------|------------------|-----------------------|
| Period | 1987 | | 1989 | |
| | Total MUSEUMS | University MUSEUMS | Total MUSEUMS | University MUSEUMS |
| | (percent) | | (percent) | |
| Before 1875..... | 10.3 | 15.4 | 8.6 | 15.2 |
| 1876-1900..... | 17.6 | 23.1 | 18.4 | 18.2 |
| 1901-1925..... | 19.9 | 3.8 | 23.0 | 6.1 |
| 1926-1950..... | 26.5 | 26.9 | 25.7 | 24.2 |
| 1951-1960..... | 5.1 | 3.8 | 6.6 | 12.1 |
| After 1960..... | 20.6 | 26.9 | 17.8 | 24.2 |
| Total percent..... | 100.0 | 100.0 | 100.0 | 100.0 |
| Base n..... | (136) | (26) | (152) | (33) |
| Missing cases..... | (6) | (1) | (3) | (0) |

| Distribution of responses by size of metropolitan area | | | | |
|--------------------------------------------------------|------------------|-----------------------|------------------|-----------------------|
| Population | 1987 | | 1989 | |
| | Total MUSEUMS | University MUSEUMS | Total MUSEUMS | University MUSEUMS |
| | (percent) | | (percent) | |
| Under 100,000..... | 12.7 | 37.0 | 12.3 | 39.4 |
| 100,001 to 500,000..... | 15.5 | 22.2 | 16.8 | 21.2 |
| 500,001 to 1,000,000..... | 14.1 | 7.4 | 14.8 | 9.1 |
| 1,000,001 to 2,000,000..... | 12.0 | 3.7 | 11.6 | 3.0 |
| 2,000,001 to 3,000,000..... | 19.0 | 7.4 | 17.4 | 9.1 |
| Over 3,000,000..... | 26.8 | 22.2 | 27.1 | 18.2 |
| Total percent..... | 100.0 | 100.0 | 100.0 | 100.0 |
| Base n..... | (142) | (27) | (155) | (33) |
| Missing cases..... | (0) | (0) | (0) | (0) |

Note: See table 7-24 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43.

Table 7-23.

Association of Art Museum Directors data on the number of full- and part-time art museum employees: 1987 and 1989 (data from Salary Survey)

| Distribution of responses by number of full-time employees | | | | |
|------------------------------------------------------------|------------------|-----------------------|------------------|-----------------------|
| Number of employees | 1987 | | 1989 | |
| | Total MUSEUMS | University MUSEUMS | Total MUSEUMS | University MUSEUMS |
| | (percent) | | (percent) | |
| 0 to 10..... | 12.1 | 38.5 | 12.5 | 38.7 |
| 11 to 20..... | 19.3 | 34.6 | 17.1 | 35.5 |
| 21 to 50..... | 28.6 | 23.1 | 30.9 | 19.4 |
| 51 to 100..... | 21.4 | 3.8 | 19.1 | 3.2 |
| 101 to 750..... | 18.6 | 0.0 | 20.4 | 3.2 |
| Total percent..... | 100.0 | 100.0 | 100.0 | 100.0 |
| Base n..... | (125) | (26) | (152) | (31) |
| Missing cases..... | (2) | (1) | (3) | (2) |

| Distribution of responses by number of part-time employees | | |
|------------------------------------------------------------|------------------|-----------------------|
| Number of employees | 1989 | |
| | Total MUSEUMS | University MUSEUMS |
| | (percent) | |
| 0 to 5..... | 11.5 | 22.6 |
| 6 to 10..... | 19.6 | 19.4 |
| 11 to 20..... | 25.0 | 22.6 |
| 21 to 50..... | 28.4 | 25.8 |
| 51 to 277..... | 15.5 | 9.7 |
| Total percent..... | 100.0 | 100.0 |
| Base n..... | (148) | (31) |
| Missing cases..... | (7) | (2) |

Note: See table 7-24 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43.

Table 7-24.

Association of Art Museum Directors data on the size of the operating budget and payroll as a percentage of art museum budgets: 1987 and 1989 (data from Salary Survey)

| Operating budget | Distribution of responses by size of operating budget | |
|-----------------------------------|-------------------------------------------------------|-----------------------|
| | 1989 | |
| | Total MUSEUMS | University MUSEUMS |
| | (percent) | |
| under \$400,000..... | 3.9 | 12.1 |
| \$400,001 to \$1,000,000..... | 20.3 | 42.4 |
| \$1,000,001 to \$2,500,000..... | 31.4 | 33.3 |
| \$2,500,001 to \$500,000,000..... | 23.5 | 9.1 |
| \$500,000,001 to \$7,500,000..... | 6.5 | 3.0 |
| Over \$7,500,000..... | 14.4 | 0.0 |
| Total percent..... | 100.0 | 100.0 |
| Base n..... | (153) | (33) |
| Missing cases..... | (2) | (0) |

| Percent of budget | Distribution of responses by payroll as percentage of operating budget | | | |
|-----------------------|------------------------------------------------------------------------|-----------------------|------------------|-----------------------|
| | 1987 | | 1989 | |
| | Total MUSEUMS | University MUSEUMS | Total MUSEUMS | University MUSEUMS |
| | (percent) | | (percent) | |
| 0 to 30 percent..... | 5.9 | 3.8 | 7.7 | 6.5 |
| 31 to 40 percent..... | 26.5 | 23.1 | 22.5 | 19.4 |
| 41 to 50 percent..... | 30.9 | 19.2 | 37.3 | 25.8 |
| 51 to 60 percent..... | 18.4 | 11.5 | 17.6 | 19.4 |
| 61 to 70 percent..... | 11.0 | 23.1 | 9.2 | 19.4 |
| 71 to 99 percent..... | 7.4 | 19.2 | 5.6 | 9.7 |
| Total percent..... | 100.0 | 100.0 | 100.0 | 100.0 |
| Base n..... | (136) | (26) | (142) | (31) |
| Missing cases..... | (6) | (1) | (13) | (2) |

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43.

Methodological note: The 1987 Salary Survey is the fourth and the 1989 is the sixth in a series of annual surveys by Association of Art Museum Directors (AAMD) of salaries of art museum employees. In 1987, 142 of 175 museums responded, a response rate of 81 percent. In 1989 153 of 183 museums responded, a response rate of 84 percent. In 1987 and 1989 museums surveyed included both current and former AAMD members in the active and associate member categories. In 1987 active membership was predicated upon an annual operating budget of \$1.1 million; 1989 active membership is predicated upon an annual budget of \$1.3 million. Associate members fall short of this budget level through university affiliation or other special circumstances. The format of the 1987 survey is identical to the 1986 survey and the 1989 survey format is identical to the 1988 survey. Both 1987 and 1988 statistical data was tabulated by the Consumer and Business Research Center at Wright State University in Dayton, OH.

Table 7-25.
Association of Art Museum Directors (AAMD) summary data from 1989 Statistical Survey:
FY 1988 (continued on next page)

| (N = 155 Art Museums) | |
|----------------------------------------------------|--------------|
| Full time employees..... | 13,087 |
| Part time employees..... | 5,878 |
| Building size (square feet)..... | 19,854,600 |
| Gallery space (square feet)..... | 7,120,571 |
| Museum store space (square feet)..... | 320,064 |
| Food service space (square feet)..... | 371,688 |
| Individual/family members..... | 1,196,672 |
| Corporate members..... | 23,640 |
| Volunteers..... | 58,705 |
| Annual attendance | 46,014,384 |
| | (in dollars) |
| Income | |
| Total operating income..... | 899,723,703 |
| Government grants | |
| Total Federal support..... | 95,717,991 |
| National Endowment for the Arts Support..... | 8,007,772 |
| National Endowment of the Humanities..... | 2,135,259 |
| IMS support..... | 2,702,861 |
| Other Federal support..... | 61,450,434 |
| State support..... | 74,262,736 |
| County support..... | 20,796,175 |
| City support..... | 62,210,439 |
| Other government support..... | 11,406,720 |
| Contributed income | |
| Corporate contributions..... | 46,090,645 |
| Foundation contributions..... | 55,430,030 |
| Individual/family contributions..... | 97,468,545 |
| Other private contributions..... | 36,077,680 |
| Endowment income | |
| Endowment income for operations..... | 132,828,982 |
| Endowment income for acquisitions..... | 40,192,256 |
| Earned income | |
| Net revenue from admissions..... | 37,519,927 |
| Net revenue from concerts, lectures and films..... | 4,289,985 |
| Net revenue from store..... | 30,277,616 |
| Net revenue from restaurant..... | 2,027,808 |
| Net revenue from class tuitions..... | 9,982,367 |
| Net revenue from participation fees..... | 5,308,203 |
| Net revenue from special events..... | 14,029,748 |
| Net revenue from other earned income..... | 18,976,062 |

Table 7-25.

**Association of Art Museum Directors (AAMD) summary data from 1989 Statistical Survey:
FY 1988 (continued from previous page)**

| | (in dollars) |
|--------------------------------------------|----------------|
| Expenditures | |
| Total operating expenses..... | 888,923,946 |
| Personnel expenditures | |
| Salaries..... | 357,184,470 |
| Benefits..... | 62,216,380 |
| Program expenditures | |
| Curatorial & exhibitions costs..... | 194,222,609 |
| Conservation costs..... | 18,834,174 |
| Education costs..... | 41,727,528 |
| Library costs..... | 13,915,319 |
| Support expenditures | |
| Security costs..... | 79,212,217 |
| Energy costs..... | 3,798,926 |
| Administration costs..... | 127,340,004 |
| Development costs..... | 53,332,697 |
| Building maintenance..... | 72,623,880 |
| Capital improvements/additions..... | 89,179,316 |
| Surplus/deficit | |
| Current surplus..... | 15,177,184 * |
| Accumulated reserve..... | 255,829,818 * |
| Acquisitions | |
| Cost of art purchased..... | 117,150,001 |
| Number of works purchased..... | 10,669 |
| Value of art donated..... | 77,300,498 |
| Number of works donated..... | 24,429 |
| Insurance carried on collections..... | 4,571,074,082 |
| Average percent of collection insured..... | 48.138 |
| Estimated total value of collections..... | 22,465,473,945 |
| Endowment - current book value..... | 2,151,520,316 |
| current market value..... | 2,582,743,229 |

Note: 184 museums were surveyed; 155 museums responded.

* Due to current accounting practices, amounts reported as current and/or accumulated surplus may include the principal of unrestricted or "Quasi-Endowment." These figures should not be interpreted as actual operating surplus.

Source: Association of Art Museum Directors. 1989 Statistical Survey, New York, NY, 1989, pp. 187 and 198.

Table 7-26.

Four-year comparisons of museums responding to the American Association of Art Museum Directors (AAMD) Statistical Surveys: 1985-1988 (continued on next page)

| Category | FY 1985 | FY 1986 | FY 1987 | FY 1988 | 1985-86 | 1986-87 | 1987-88 |
|---------------------------------------|-------------|-------------|-------------|-------------|------------------|---------|---------|
| | | | | | (percent change) | | |
| Museums represented..... | 119 | 119 | 119 | 119 | . | . | . |
| Full time employees..... | 11,016 | 11,570 | 11,967 | 11,939 | 5.03 | 3.43 | -.23 |
| Part time employees..... | 4,202 | 3,961 | 4,405 | 5,014 | -5.74 | 11.21 | 13.83 |
| Building size (square feet)..... | 16,632,633 | 16,462,551 | 17,150,659 | 17,626,295 | -1.02 | 4.18 | 2.77 |
| Gallery space (square feet)..... | 6,023,938 | 5,935,539 | 6,098,043 | 6,222,414 | -1.47 | 2.74 | 2.04 |
| Museum store space (square feet)..... | 241,687 | 256,257 | 255,046 | 272,151 | 6.03 | -.47 | 6.71 |
| Food service space (square feet)..... | 302,385 | 326,399 | 326,106 | 329,001 | 7.94 | -.09 | .89 |
| Individual members..... | 934,237 | 1,015,930 | 1,027,125 | 1,068,515 | 8.74 | 1.10 | 4.03 |
| Corporate members..... | 16,121 | 14,368 | 13,127 | 19,875 | -10.87 | -8.64 | 51.41 |
| Volunteers..... | 44,987 | 49,915 | 48,672 | 50,672 | 10.95 | -2.49 | 4.11 |
| Total attendance..... | 40,711,815 | 39,128,223 | 38,634,442 | 40,793,579 | -3.89 | -1.26 | 5.59 |
| | | | | | (in dollars) | | |
| Income | | | | | | | |
| Total operating income..... | 636,997,436 | 696,375,565 | 734,079,216 | 819,550,605 | 9.32 | 5.41 | 11.64 |
| Total Federal support..... | 73,081,163 | 72,873,280 | 75,073,444 | 87,699,275 | -.28 | 3.02 | 16.82 |
| NEA support..... | 7,805,827 | 6,955,377 | 5,812,526 | 7,228,561 | -10.90 | -16.43 | 24.36 |
| NEH support..... | 3,066,010 | 2,983,085 | 2,738,546 | 1,711,619 | -2.70 | -8.20 | -37.50 |
| IMS support..... | 3,145,459 | 2,844,697 | 2,847,506 | 2,287,076 | -9.56 | .10 | -19.68 |
| Other Federal support..... | 49,069,172 | 50,347,626 | 52,154,474 | 55,641,261 | 2.61 | 3.59 | 6.69 |
| State support..... | 58,019,039 | 64,558,470 | 64,155,203 | 67,567,025 | 11.27 | -.62 | 5.32 |
| County support..... | 17,832,261 | 19,750,712 | 25,046,492 | 20,039,911 | 10.76 | 26.81 | -19.99 |
| City support..... | 45,751,642 | 48,984,906 | 49,575,125 | 58,091,193 | 7.07 | 1.20 | 17.18 |
| Other government support | 6,750,607 | 9,570,024 | 10,245,338 | 10,138,068 | 41.77 | 7.06 | -1.05 |
| Contributed income | | | | | | | |
| Corporate contributions..... | 27,341,008 | 37,333,240 | 38,024,186 | 41,072,078 | 36.55 | 1.85 | 8.02 |
| Foundation contributions..... | 37,463,545 | 47,244,154 | 47,796,501 | 49,025,394 | 26.11 | 1.17 | 2.57 |
| Individual contributions..... | 58,707,010 | 69,550,564 | 83,014,884 | 88,806,605 | 18.47 | 19.36 | 6.98 |
| Other private contributions | 38,667,199 | 25,939,720 | 31,377,089 | 33,059,103 | -32.92 | 20.96 | 5.36 |
| Endowment income | | | | | | | |
| for operations..... | 88,849,595 | 89,097,299 | 96,789,016 | 118,530,019 | .28 | 8.63 | 22.46 |
| for acquisitions..... | 27,451,953 | 32,208,494 | 32,273,872 | 31,128,338 | 17.33 | .20 | -3.55 |
| Earned income | | | | | | | |
| Admissions..... | 27,947,231 | 27,921,811 | 31,728,407 | 35,503,552 | -.09 | 13.63 | 11.90 |
| Concerts/lectures/films..... | 2,633,661 | 3,085,774 | 4,510,692 | 3,911,107 | 17.17 | 46.18 | -11.81 |
| Store..... | 30,771,824 | 30,969,249 | 31,332,282 | 27,156,095 | .64 | 1.17 | -13.33 |
| Restaurant..... | 5,334,713 | 2,139,187 | 1,853,302 | 1,294,161 | -59.90 | -13.36 | -30.17 |
| Class tuitions..... | 8,384,860 | 7,842,114 | 9,017,155 | 8,923,877 | -6.47 | 14.98 | -1.03 |
| Participation fees..... | 11,930,017 | 11,520,655 | 9,749,431 | 11,310,499 | -3.43 | -15.37 | 16.01 |
| Special events..... | NA | 3,717,713 | 5,492,508 | 4,793,916 | NA | 47.74 | -12.72 |
| Other earned income..... | 21,515,439 | 16,111,051 | 19,227,687 | 18,183,085 | -25.12 | 19.34 | -5.43 |

NA - Not available

Note: Figures in this table include only those 119 museums responding to all 4 Surveys. Hence they may be compared for change.

*No change

Table 7-26.
Four-year comparisons of museums responding to the American Association of Art Museum Directors (AAMD) Statistical Surveys: 1985-1988 (continued from previous page)

| Category | FY 1985 | FY 1986 | FY 1987 | FY 1988 | 1985-86 | 1986-87 | 1987-88 |
|-------------------------------|-------------|---------------|---------------|---------------|------------------|---------|---------|
| | | | | | (percent change) | | |
| (in dollars) | | | | | | | |
| Expenditures | | | | | | | |
| Total operating expenses..... | 598,923,719 | 671,276,823 | 729,720,632 | 806,160,718 | 12.08 | 8.71 | 10.48 |
| Total salaries..... | 244,872,386 | 255,530,213 | 291,647,906 | 326,940,831 | 4.35 | 14.13 | 12.10 |
| Total benefits..... | 38,835,606 | 44,603,995 | 47,831,458 | 57,681,729 | 14.85 | 7.24 | 20.59 |
| Program costs | | | | | | | |
| Curatorial/exhibitions..... | 112,068,659 | 150,907,848 | 159,850,483 | 176,741,551 | 34.66 | 5.93 | 10.57 |
| Conservation..... | 9,223,985 | 13,440,276 | 15,748,894 | 18,007,082 | 45.71 | 17.18 | 14.34 |
| Education..... | 30,740,720 | 33,285,660 | 37,909,879 | 38,018,512 | 8.28 | 13.89 | 29 |
| Library..... | 8,478,341 | 11,273,903 | 11,339,261 | 13,138,689 | 32.97 | .58 | 15.87 |
| Support costs | | | | | | | |
| Security..... | 37,584,473 | 62,228,568 | 67,354,233 | 75,166,515 | 65.57 | 8.24 | 11.60 |
| Energy..... | 30,680,663 | 34,582,792 | 34,360,997 | 36,664,309 | 12.72 | -6.4 | 6.70 |
| Administration..... | 102,757,777 | 96,092,123 | 104,302,673 | 114,910,850 | -6.49 | 8.54 | 10.17 |
| Development..... | 18,957,007 | 32,390,143 | 37,601,259 | 48,642,540 | 70.86 | 16.09 | 29.36 |
| Building maintenance..... | NA | 52,498,828 | 55,207,836 | 67,656,625 | NA | 5.16 | 22.55 |
| Capital improvements..... | NA | 67,052,225 | 107,036,798 | 83,036,697 | NA | 59.63 | -22.42 |
| Acquisitions | | | | | | | |
| Cost of art purchased..... | 53,579,635 | 94,075,002 | 83,211,242 | 100,395,614 | 75.58 | -11.55 | 20.65 |
| Number purchased..... | 7,615 | 51,126 | 6,970 | 8,481 | 571.39 | -86.37 | 21.68 |
| Value of art donated..... | 76,108,143 | 143,040,130 | 94,618,873 | 67,170,566 | 87.94 | -33.85 | -29.01 |
| Number donated..... | 28,305 | 43,670 | 20,900 | 17,035 | 54.28 | -52.14 | -18.49 |
| Insurance carried..... | NA | 3,181,018,641 | 3,405,298,985 | 4,108,432,940 | NA | 7.05 | 20.65 |
| Endowment, book value..... | NA | 1,605,528,167 | 1,829,989,505 | 2,008,534,362 | NA | 13.98 | 9.76 |
| Endowment, market value | NA | 2,154,759,735 | 2,375,961,194 | 2,419,094,828 | NA | 10.27 | 1.82 |

NA - Not available

Source: Association of Art Museum Directors, 1989 Statistical Survey, New York, NY, 1989, pp 189 and 190

Table 7-27.

Yearly attendance by type for public and private museums: 1952, 1957, 1962

| Type | Attendance | | | 1962 | | |
|---------------------------------------------|------------|-------------|-------------|-----------------------------|-------------------|--------------------------|
| | 1952 | 1957 | 1962 | Percent of total attendance | Number of museums | Percent of total museums |
| Anthropology and archaeology..... | 2,883,409 | 3,635,395 | 4,579,674 | 2.5 | 109 | 3 |
| Art..... | 11,070,863 | 13,496,240 | 22,005,207 | 11.9 | 364 | 11 |
| Children's | 885,672 | 1,144,207 | 1,870,762 | 1.0 | 49 | 1 |
| General | 8,003,584 | 17,924,665 | 21,336,008 | 11.5 | 63 | 2 |
| Historical buildings and restorations | 7,063,650 | 12,487,839 | 20,748,790 | 11.2 | 1,019 | 30 |
| History | 9,808,159 | 16,796,595 | 26,720,182 | 14.5 | 825 | 24 |
| Libraries..... | 3,147,769 | 4,539,099 | 7,422,698 | 4.0 | 99 | 3 |
| Live | 24,911,905 | 32,747,514 | 44,663,817 | 24.2 | 225 | 6 |
| Science..... | 15,015,007 | 18,342,420 | 34,245,608 | 18.5 | 300 | 9 |
| Related organizations..... | 398,813 | 755,672 | 1,173,934 | 0.1 | 390 | 11 |
| Total | 83,188,831 | 121,869,646 | 184,766,678 | 100.0 | 3,443 | 100 |

Note: See table 7-2 for methodological note.

Source: American Association of Museums, A Statistical Survey of Museums in the United States and Canada, Washington, D C, 1965, table 3, p. 16; tables G and H, p. 18.

Table 7-28.
Average and total annual museum attendance, by type of museum: 1975-1979

| Type of attendance | Year | Type of museum | | | | | | | |
|--------------------|------|----------------|---------|---------|--------|---------|-------------|-----------------------|---------------------------|
| | | Total | History | Science | Art | General | Specialized | Children's and junior | Parks and visitor centers |
| (in thousands) | | | | | | | | | |
| Annual..... | 1975 | 298,317 | 84,376 | 117,661 | 42,108 | 20,366 | 8,621 | 1,018 | 24,166 |
| Average..... | 1975 | NA | 38 | 147 | 69 | 53 | 44 | 20 | 146 |
| Annual..... | 1976 | 345,620 | 107,799 | 134,313 | 42,039 | 23,091 | 9,364 | 1,440 | 27,575 |
| Average..... | 1976 | NA | 49 | 168 | 69 | 60 | 48 | 28 | 167 |
| Annual..... | 1977 | 352,409 | 90,522 | 156,844 | 47,115 | 22,894 | 9,881 | 2,190 | 26,062 |
| Average..... | 1977 | NA | 41 | 196 | 72 | 60 | 50 | 43 | 158 |
| Annual..... | 1978 | 339,840 | 88,286 | 143,917 | 45,351 | 23,522 | 9,793 | 2,481 | 26,509 |
| Average..... | 1978 | NA | 40 | 180 | 74 | 62 | 50 | 49 | 161 |
| Annual..... | 1979 | 347,757 | 85,590 | 150,255 | 49,826 | 24,411 | 8,749 | 2,727 | 26,200 |
| Average..... | 1979 | NA | 39 | 188 | 82 | 64 | 44 | 54 | 159 |

NA - Not applicable

Note: Total attendance may not equal sum of attendance by type of museum, due to rounding. See table 7-11 for methodological note.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, table 30, p. 64 and table 31, p. 52.

Table 7-29.
Attendance measurement methods by type of museum: 1979

| Attendance measurement method | Total museums | Type of museum | | | | | | |
|-------------------------------|---------------|---------------------|---------|-----|---------|-------------|---------------------------|-----------------------|
| | | History | Science | Art | General | Specialized | Parks and visitor centers | Children's and junior |
| | | (Number of museums) | | | | | | |
| Estimated counts..... | 2,418 | 1,251 | 419 | 362 | 212 | 88 | 58 | 27 |
| Accurate counts..... | 1,990 | 973 | 381 | 247 | 170 | 108 | 107 | 23 |
| Checker/head count..... | 1,116 | 442 | 225 | 214 | 96 | 46 | 80 | 14 |
| Turnstile..... | 77 | 22 | 38 | 10 | 3 | 1 | 2 | 0 |
| Cash register count..... | 272 | 130 | 75 | 19 | 19 | 23 | 4 | 3 |
| Other method..... | 525 | 359 | 43 | 4 | 52 | 39 | 22 | 6 |
| Total..... | 4,466 | 2,204 | 867 | 609 | 382 | 197 | 165 | 51 |

Note: Subtotals of counts may not add to totals because of nonresponse or multiple responses. See table 7-11 for methodological note.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, Museum Program Survey, 1979, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, table D-24, p. 60 and table D-27, p. 62.

Table 7-30.
Visitors to the Smithsonian Institution, selected years: 1972-1984

| Year | Smithsonian Institution Building | Arts & Industries Building | Natural History Building | Air & Space Building | Freer Gallery of Art | History & Technology Building | Fine Arts & Portrait Galleries |
|-----------|----------------------------------|----------------------------|--------------------------|----------------------|----------------------|-------------------------------|--------------------------------|
| 1972..... | 818,022 | 2,299,292 (a) | 3,404,571 | 1,104,151 (b) | 229,897 | 6,790,373 (c) | 246,196 |
| 1975..... | 967,164 | 1,973,356 | 3,668,587 | 1,416,432 | 215,061 | 7,111,054 | 368,948 |
| 1978..... | 757,485 | 903,081 | 5,366,159 | 10,028,888 | 244,493 | 4,050,687 | 480,947 |
| 1980..... | 1,023,394 | 1,227,597 | 5,202,864 | 7,257,648 | 311,845 | 4,625,477 | 371,539 |
| 1984..... | 966,191 | 1,046,480 | 6,336,796 | 15,123,914 | 373,208 | 5,392,718 (k) | 368,595 (l) |

| Year | Renwick Gallery | Hirshhorn Museum | National Zoological Park | Anacostia Neighborhood Museum | Cooper-Hewitt Museum | National Museum of African Art | Total |
|-----------|-----------------|------------------|--------------------------|-------------------------------|----------------------|--------------------------------|----------------|
| 1972..... | 104,881 (d) | (e) | 5,843,138 | 74,978 (f) | (g) | (h) | 20,915,499 (i) |
| 1975..... | 165,433 | 1,620,540 | (j) | 42,910 | (g) | (h) | 17,549,485 |
| 1978..... | 201,284 | 1,299,134 | (j) | 36,530 | 116,865 | (h) | 23,485,553 |
| 1980..... | 235,525 | 978,820 | (j) | 48,570 | 134,671 | 78,019 | 21,495,969 |
| 1984..... | 129,982 | 980,944 | (j) | 22,681 | 131,690 | 50,312 | 30,923,518 |

Note: As of 1977, the fiscal year estimates started in October and ended in September of the following year. Prior to 1977, fiscal year tabulations spanned July through June of the following year.

- (a) Increase due to extended night hours and to the wide interest in new exhibits opened during the year.
- (b) Decrease due to building being closed in May and June for installation of the planetarium exhibit.
- (c) Increase due, in part, to the popularity of several special exhibits.
- (d) Gallery opened in January 1972.
- (e) The Hirshhorn Museum and Sculpture Garden opened in October 1974.
- (f) Both adults and children visited the museum, but only children viewed the mobile unit at their schools.
- (g) The Cooper-Hewitt Museum, acquired by the Smithsonian in 1967, became the National Museum of Design in October 1976. Attendance figures are not available prior to that date.
- (h) The National Museum of African Art became part of the Smithsonian Institution in 1979. Attendance figures are therefore not applicable in prior years.
- (i) Increase of 7,114,291 visits partially due to the Folklife Festival and to the inclusion of visits to the National Zoological Park and the Anacostia Neighborhood Museum.
- (j) Not reflected in tabulations. Starting in 1974, visitors to the National Zoological Park were estimated to be 2.5 million in FY 1975, 2.6 million in FY 1978, 2.2 million in FY 1980, and 3.3 million in FY 1984.
- (k) The name of this museum was changed to the National Museum of American History in 1980.
- (l) The name of this museum was changed to the National Museum of American Art and the National Portrait Gallery in 1980.

Source: Smithsonian Year, Annual Report of the Smithsonian Institution for the years ending 1972, 1975, 1978, 1980, and 1984, The Smithsonian Institution Press, Washington, D.C., p. 226 for 1972; p. 590 for 1975; p. 493 for 1978; p. 556 for 1980; and p. 694 for 1984.

Table 7-31.
Kind of work performed by volunteers by type of museum: 1963

| Kind of work | Number of museums reporting | Type of museum | | | | | | | | | |
|-------------------------------------|-----------------------------|-------------------------------------|------------|------------|------------|-----------|------------------------------|---------------------------------|-----------|------------|-----------------------|
| | | Historic buildings and restorations | History | Art | Science | Live | Anthropology and archaeology | Libraries w/special collections | General | Children's | Related organizations |
| Total | 1,470 | 389 | 405 | 222 | 112 | 66 | 48 | 16 | 44 | 36 | 132 |
| Tour guides | 817 | 267 | 230 | 131 | 51 | 23 | 17 | 5 | 28 | 23 | 42 |
| Exhibition preparators | 582 | 131 | 188 | 76 | 42 | 14 | 20 | 7 | 15 | 17 | 72 |
| Receptionists | 549 | 145 | 165 | 98 | 34 | 10 | 10 | 1 | 17 | 25 | 44 |
| Fundraising | 522 | 126 | 128 | 117 | 28 | 23 | 8 | 1 | 16 | 23 | 52 |
| Typists/secretaries | 513 | 100 | 177 | 91 | 35 | 10 | 8 | 2 | 20 | 20 | 50 |
| Catalogers | 388 | 92 | 142 | 40 | 23 | 7 | 16 | 2 | 18 | 17 | 31 |
| Sales desk | 343 | 72 | 89 | 69 | 43 | 6 | 8 | 0 | 15 | 22 | 19 |
| Curators | 340 | 112 | 132 | 19 | 29 | 5 | 6 | 3 | 7 | 7 | 20 |
| Research assistants | 330 | 67 | 102 | 49 | 35 | 7 | 13 | 4 | 12 | 13 | 28 |
| Librarians | 321 | 76 | 100 | 54 | 22 | 12 | 6 | 6 | 12 | 11 | 22 |
| Gallery talks | 261 | 47 | 56 | 92 | 9 | 4 | 5 | 2 | 9 | 6 | 31 |
| Technical assistants/advisors | 238 | 38 | 71 | 30 | 35 | 12 | 10 | 2 | 10 | 12 | 18 |
| Teachers, children's classes | 167 | 24 | 35 | 29 | 17 | 10 | 2 | 0 | 10 | 25 | 15 |
| Teachers, adult classes | 73 | 11 | 16 | 15 | 9 | 4 | 1 | 0 | 3 | 6 | 8 |
| Switchboard | 27 | 3 | 8 | 6 | 4 | 1 | 1 | 0 | 0 | 3 | 1 |

Note: See table 7-2 for methodological note.

Source: American Association of Museums, *A Statistical Survey of Museums in the United States and Canada*, Washington, D.C., 1965, table 9, p. 30.

Table 7-32.

Average annual number of total women employees, range of monthly employment, and women employees as percent of total employees of museums, botanical, and zoological gardens: 1983-1986

| Year | Average annual number of all employees | Range of monthly number of employees (a) | Average annual number of women employees | Range of monthly number of women employees (a) | Women employees as percent of all employees (b) |
|------------|----------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------------|-------------------------------------------------|
| | | (in thousands) | | | (percent) |
| 1983 | 37.8 | 33.3 - 41.4 | 19.4 | 16.4 - 21.4 | 51.3 |
| 1984 | 40.2 | 36.9 - 42.4 | 21.1 | 18.8 - 22.3 | 52.5 |
| 1985 | 42.7 | 39.1 - 45.1 | 23.0 | 20.8 - 24.3 | 53.9 |
| 1986 | 46.2 | 41.7 - 48.8 | 25.3 | 22.4 - 26.8 | 54.8 |

(a) The lowest number of employees for each year was in January or February. The highest number of employees for each year was in July. The fluctuations (5,500 to 7,100 during the course of the year) reflect the seasonal changes in attendance by museums and botanical and zoological employees. The monthly number of women employees is greater than 50 percent in all cases. The range of the monthly number of women employees is more than half the range of the monthly number of all employees.

(b) Average annual number of women employees divided by average annual number of all employees.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Employment, Hours, and Earnings Supplement, Washington, D.C., 1987, SIC 84, p. 212.

Methodological note: Average annual number of employees is based on monthly estimates, divided by 12. Each month, a representative panel of industrial, commercial, and government establishments voluntarily submits information from payroll records to State agencies participating in the Current Employment Statistics program. These agencies forward the reports to the Bureau of Labor Statistics for use in the development of national estimates. The Standard Industrial Classification (SIC) system is used to achieve uniformity and comparability in the presentation of data. The sampling plan used in the Current Employment Statistics program is a design known as "sampling proportionate to the average size of establishment." Large establishments and a substantial number of smaller ones (in industries such as museums) fall into the sample with certainty.

Table 7-33.
Characteristics of respondents from the 1986 New England Museums Association (NEMA)
Salary Survey: 1986

| | Number of respondents | Percent |
|----------------------------------------------|--------------------------|---------|
| Positions surveyed by discipline | | |
| History..... | 258 | 39.9 |
| Art..... | 214 | 33.1 |
| Natural Science..... | 47 | 7.3 |
| Science/technology..... | 23 | 3.6 |
| Youth..... | 60 | 9.3 |
| General..... | 45 | 6.9 |
| Positions surveyed by sex | | |
| Male..... | 232 | 35.9 |
| Female..... | 415 | 64.1 |
| Positions surveyed by budget category | | |
| 0-100,000..... | 31 | 4.8 |
| 100,000-250,000..... | 59 | 9.1 |
| 250,001-500,000..... | 135 | 20.9 |
| 500,001-1,000,000..... | 133 | 20.6 |
| 1,000,001-3,000,000..... | 162 | 25.0 |
| over 3,000,000..... | 127 | 19.6 |
| Positions surveyed by job title | | |
| Director..... | 73 | 11.3 |
| Director of Administration..... | 15 | 2.3 |
| Business Manager/Controller..... | 29 | 4.5 |
| Curator A..... | 19 | 2.9 |
| Curator B..... | 67 | 10.4 |
| Curator C..... | 36 | 5.6 |
| Curator D..... | 12 | 1.9 |
| Educator A..... | 23 | 3.6 |
| Educator B..... | 56 | 8.7 |
| Educator C..... | 35 | 5.4 |
| Curatorial/Educational Assistant..... | 49 | 7.6 |
| Preparator of Exhibits..... | 22 | 3.4 |
| Technician/Preparator..... | 22 | 3.4 |
| Registrar A..... | 31 | 4.8 |
| Registrar B..... | 9 | 1.4 |
| Conservator A..... | 8 | 1.2 |
| Conservator B..... | 4 | .6 |
| Director of Development..... | 22 | 3.4 |
| Development B..... | 10 | 1.5 |
| Director of Publicity..... | 24 | 3.7 |
| Publicity B..... | 13 | 2.0 |
| Director of Membership..... | 14 | 2.2 |
| Membership B..... | 16 | 2.5 |
| Librarian..... | 18 | 2.8 |
| Editor..... | 7 | 1.1 |
| Volunteer Coordinator..... | 13 | 2.0 |

Source: New England Museum Association of the American Association of Museums, *1986 NEMA Salary Survey*, Boston, MA, 1987, p.3.

Methodological Note: The New England Museum of Association conducted the 1986 salary survey of 200 New England institutions. This survey updated information collected from two surveys in 1978 and 1981. The survey assesses 26 professional positions which is more than the previous figures. Three positions were added: Librarian, editor/head of publications, and volunteer coordinators. Seventy-eight (39%) institutions responded to the survey.

Table 7-34.
 Comparison of salary ranges in American Association of Museums (AAM) and the
 New England Museum Association (NEMA) personnel surveys: 1971-1986

| Position | 1971 AAM national survey | 1971 AAM New England region survey | 1978 NEC (NEMA) salary survey | 1981 NEMA salary survey | 1986 NEMA salary survey |
|--------------------------------|--------------------------------|------------------------------------------|-------------------------------------|-------------------------------|-------------------------------|
| (in dollars) | | | | | |
| Director..... | 3,100-45,000 | 5,200-33,000 | 7,000-50,000 | 9,000-70,000 | 13,600-78,000 |
| Director of administration.... | 3,000-33,000 | 5,200-22,500 | 6,000-33,000 | 7,500-44,000 | 14,000-64,500 |
| Curator A..... | 3,300-25,000 | 5,800-16,900 | 6,000-30,000 | 10,500-40,000 | 15,000-56,000 |
| Conservator..... | 6,000-23,000 | 16,000-23,000 | 10,000-26,000 | 11,500-33,500 | 15,500-41,500 |
| Exhibits preparator..... | 5,500- 8,400 | 5,500 -8,000 | 7,000-20,000 | 10,000-23,500 | 13,900-33,100 |

Note: In 1971, the American Association of Museums published a salary survey which contained both regional and national data. The first New England Museum Association (NEMA), then known as the New England Conference (NEC), salary survey was published in 1978. The table above compares low and high salary ranges for five positions from the current 1986 NEMA salary survey with the same positions in the previous surveys. Caution must be exercised when comparing data for various years since the number of professional positions surveyed varies.

Source: New England Museum Association of the American Association of Museums, 1986 NEMA Salary Survey, Boston, MA, 1987, p. 4.

Methodological Note: In 1978, the New England Conference of Museums (NEC) distributed salary survey sheets to 200 museums in New England. A total of 497 survey sheets regarding 17 positions were returned from 105 museums. In 1981, the same organization, now called the New England Museum Association (NEMA), distributed salary survey sheets to 175 museums in the New England region. A total of 410 survey sheets regarding 18 positions were returned; 12 were invalid because of incomplete data. Data on 398 valid survey sheets from 113 institutions (64.6 percent response rate) were analyzed. The position of business manager/controller was added for this survey. No methodology is provided by the source for the two 1971 surveys. See table 7-33 for 1986 methodology.

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Table 7-35.

Characteristics of personnel of museums responding to the American Association of Museums salary survey: 1978

| Position | Number of personnel and employment status | | | | Characteristics of total full- and part-time paid personnel | | | |
|-------------------------------|-------------------------------------------|-----------|-----------|-----------|-------------------------------------------------------------|--------|-------|----------|
| | Total paid personnel | Full-time | Part-time | Volunteer | Male | Female | White | Minority |
| | | | | | (percent) | | | |
| Director..... | 264 | 257 | 7 | 2 | 83.3 | 16.7 | 98.9 | 1.1 |
| Business manager.... | 78 | 70 | 8 | 2 | 46.2 | 53.8 | 83.3 | 16.7 |
| Assistant director.. | 95 | 84 | 11 | 2 | 62.1 | 37.9 | 93.7 | 6.3 |
| Collections manager. | 34 | 23 | 11 | 49 | 64.7 | 35.3 | 91.2 | 8.8 |
| Comptroller..... | 45 | 32 | 13 | 4 | 51.1 | 48.9 | 97.8 | 2.2 |
| Conservator..... | 70 | 48 | 22 | 24 | 67.1 | 32.9 | 95.7 | 4.3 |
| Curator..... | 389 | 348 | 41 | 60 | 74.0 | 26.0 | 96.4 | 3.6 |
| Assistant curator... | 206 | 124 | 82 | 81 | 60.7 | 39.3 | 97.6 | 2.4 |
| Development officer. | 36 | 31 | 5 | 7 | 72.2 | 27.8 | 100.0 | NA |
| Editor..... | 38 | 33 | 5 | 7 | 68.4 | 31.6 | 97.4 | 2.6 |
| Educator..... | 232 | 180 | 52 | 338 | 44.4 | 55.6 | 95.7 | 4.3 |
| Assistant educator.. | 166 | 88 | 78 | 731 | 35.5 | 64.5 | 95.8 | 4.2 |
| Exhibit designer.... | 123 | 106 | 17 | 14 | 81.3 | 18.7 | 93.5 | 6.5 |
| Exhibit technician.. | 239 | 187 | 52 | 25 | 86.2 | 13.8 | 87.4 | 12.6 |
| Librarian..... | 142 | 106 | 36 | 43 | 44.4 | 55.6 | 97.2 | 2.8 |
| Photographer..... | 74 | 58 | 16 | 19 | 89.2 | 10.8 | 93.2 | 6.8 |
| Public relations officer..... | 80 | 67 | 13 | 15 | 48.8 | 51.2 | 98.8 | 1.2 |
| Registrar..... | 151 | 124 | 27 | 35 | 45.7 | 54.3 | 92.7 | 7.3 |
| Superintendent..... | 123 | 109 | 14 | 0 | 98.4 | 1.6 | 88.6 | 11.4 |
| Other..... | 1,546 | 849 | 697 | 1,410 | 44.5 | 55.5 | 84.0 | 16.0 |
| Total..... | 4,131 | 2,924 | 1,207 | 2,868 | 57.8 | 42.2 | 90.7 | 9.3 |

NA - Not applicable.

Source: "Survey of Hiring Practices and Salary and Fringe Benefits," *Museum News*, October 1980, figure 5, p. 35; figure 6, p. 35; and figure 7, p. 36.

Methodological note: In August 1978, questionnaires were mailed to 836 member museums of the American Association of Museums. By March 1979, 317 institutions had completed and returned questionnaires, for a response rate of 38 percent. Data were analyzed by three museum characteristics: discipline, geographic location, and budget size.

Table 7-36.
Salary levels as reported for 19 positions in the American Association of
Museums salary survey: 1978

| Position | Responses | Actual low salary | 25 percent below this level | Median | 25 percent above this level | Actual high salary |
|----------------------------------|-----------|-------------------------|-----------------------------------|--------|-----------------------------------|--------------------------|
| (in dollars) | | | | | | |
| Director..... | 224 | 6,000 | 15,700 | 20,525 | 28,000 | 65,000 |
| Business manager.... | 60 | 6,000 | 10,000 | 13,525 | 20,000 | 58,000 |
| Assistant director.. | 72 | 4,800 | 10,000 | 14,000 | 19,500 | 34,000 |
| Collections manager. | 15 | 8,500 | 13,000 | 16,000 | 20,500 | 25,000 |
| Comptroller..... | 26 | 7,000 | 9,500 | 12,500 | 17,500 | 37,000 |
| Conservator..... | 32 | 9,500 | 12,500 | 14,050 | 17,300 | 28,600 |
| Curator..... | 136 | 6,000 | 11,500 | 14,475 | 17,900 | 34,000 |
| Assistant curator... | 62 | 6,000 | 8,000 | 9,991 | 12,000 | 17,150 |
| Development officer. | 25 | 8,250 | 13,000 | 17,500 | 24,000 | 50,000 |
| Editor..... | 26 | 7,800 | 9,000 | 11,025 | 14,500 | 22,400 |
| Educator..... | 99 | 4,150 | 9,800 | 12,600 | 15,000 | 28,600 |
| Assistant educator.. | 42 | 6,000 | 7,800 | 9,015 | 11,000 | 17,150 |
| Exhibit designer.... | 70 | 7,000 | 9,800 | 12,487 | 15,400 | 23,000 |
| Exhibit technician.. | 76 | 5,700 | 8,800 | 10,002 | 12,300 | 20,000 |
| Librarian..... | 63 | 6,500 | 8,900 | 11,000 | 13,700 | 21,000 |
| Photographer..... | 38 | 4,000 | 8,700 | 11,400 | 14,300 | 23,300 |
| Public relations officer..... | 53 | 4,000 | 9,500 | 11,475 | 14,500 | 25,300 |
| Registrar..... | 95 | 5,300 | 8,800 | 10,978 | 13,000 | 27,000 |
| Superintendent..... | 86 | 4,500 | 8,500 | 10,996 | 15,000 | 32,000 |
| Other..... | 110 | 4,500 | 7,500 | 8,991 | 10,500 | 28,000 |

Note: See table 7-41 for methodological note.

Source: "Survey of Hiring Practices and Salary and Fringe Benefits," *Museum News*, October 1980, figure 10, p. 37.

Table 7-37.
Salary distribution of full-time museum employees by position and type of museum: 1979
 (continued on next page)

| Position and type of museum | Total number of employees | Salary range | | | | | |
|---------------------------------|---------------------------|---------------|-------------------|---------------------|---------------------|---------------------|-------------------|
| | | Under \$5,000 | \$5,000 - \$9,999 | \$10,000 - \$14,999 | \$15,000 - \$19,999 | \$20,000 - \$29,999 | \$30,000 and over |
| Curatorial staff | 4,793 | 100 | 883 | 1,607 | 1,088 | 877 | 239 |
| Art museums | 1,391 | 0 | 194 | 529 | 321 | 269 | 78 |
| Children's museums | 28 | 0 | 9 | 11 | 5 | 3 | 0 |
| General museums | 552 | 21 | 88 | 156 | 150 | 110 | 28 |
| History museums | 1,008 | 57 | 309 | 386 | 168 | 89 | 0 |
| Parks and visitor centers | 51 | 0 | 6 | 24 | 9 | 11 | 1 |
| Science museums | 1,676 | 21 | 262 | 462 | 413 | 386 | 133 |
| Specialized museums | 88 | 2 | 15 | 38 | 23 | 10 | 0 |
| Exhibits staff | 3,965 | 8 | 1,096 | 1,712 | 904 | 218 | 28 |
| Art museums | 361 | 2 | 70 | 197 | 54 | 33 | 4 |
| Children's museums | 41 | 0 | 11 | 21 | 8 | 2 | 0 |
| General museums | 285 | 2 | 47 | 121 | 86 | 27 | 2 |
| History museums | 813 | 1 | 392 | 307 | 81 | 29 | 3 |
| Parks and visitor centers | 33 | 0 | 19 | 9 | 4 | 2 | 0 |
| Science museums | 2,217 | 2 | 386 | 1,027 | 663 | 120 | 19 |
| Specialized museums | 215 | 1 | 171 | 31 | 8 | 4 | 0 |
| Conservation staff | 1,747 | 20 | 418 | 720 | 412 | 158 | 18 |
| Art museums | 274 | 0 | 37 | 82 | 80 | 64 | 12 |
| Children's museums | 15 | 0 | 5 | 7 | 3 | 0 | 0 |
| General museums | 74 | 1 | 14 | 27 | 18 | 13 | 1 |
| History museums | 252 | 16 | 68 | 125 | 33 | 10 | 0 |
| Parks and visitor centers | 10 | 0 | 0 | 4 | 6 | 0 | 0 |
| Science museums | 1,110 | 3 | 291 | 470 | 269 | 72 | 5 |
| Specialized museums | 11 | 0 | 4 | 5 | 2 | 0 | 0 |
| Education staff | 3,312 | 33 | 1,003 | 1,369 | 621 | 253 | 34 |
| Art museums | 655 | 0 | 157 | 314 | 122 | 55 | 7 |
| Children's museums | 119 | 0 | 41 | 49 | 23 | 5 | 0 |
| General museums | 335 | 6 | 88 | 125 | 81 | 30 | 4 |
| History museums | 938 | 16 | 418 | 363 | 117 | 25 | 0 |
| Parks and visitor centers | 117 | 0 | 44 | 44 | 23 | 7 | 0 |
| Science museums | 1,048 | 11 | 225 | 420 | 242 | 128 | 22 |
| Specialized museums | 100 | 0 | 31 | 53 | 13 | 2 | 0 |
| Development staff | 488 | 1 | 97 | 153 | 98 | 85 | 55 |
| Art museums | 171 | 0 | 40 | 43 | 31 | 30 | 27 |
| Children's museums | 7 | 0 | 1 | 4 | 2 | 0 | 0 |
| General museums | 40 | 0 | 13 | 7 | 8 | 9 | 3 |
| History museums | 112 | 0 | 13 | 57 | 27 | 13 | 4 |
| Parks and visitor centers | 4 | 0 | 0 | 3 | 0 | 0 | 1 |
| Science museums | 135 | 1 | 22 | 35 | 27 | 30 | 21 |
| Specialized museums | 19 | 0 | 8 | 5 | 2 | 4 | 0 |
| Membership staff | 461 | 8 | 182 | 210 | 36 | 24 | 1 |
| Art museums | 216 | 0 | 77 | 119 | 16 | 5 | 0 |
| Children's museums | 2 | 0 | 1 | 1 | 0 | 0 | 0 |
| General museums | 41 | 0 | 15 | 23 | 2 | 0 | 0 |
| History museums | 65 | 5 | 29 | 19 | 10 | 1 | 1 |
| Parks and visitor centers | 3 | 0 | 2 | 1 | 0 | 0 | 0 |
| Science museums | 115 | 4 | 55 | 41 | 7 | 8 | 0 |
| Specialized museums | 19 | 0 | 3 | 6 | 1 | 9 | 0 |

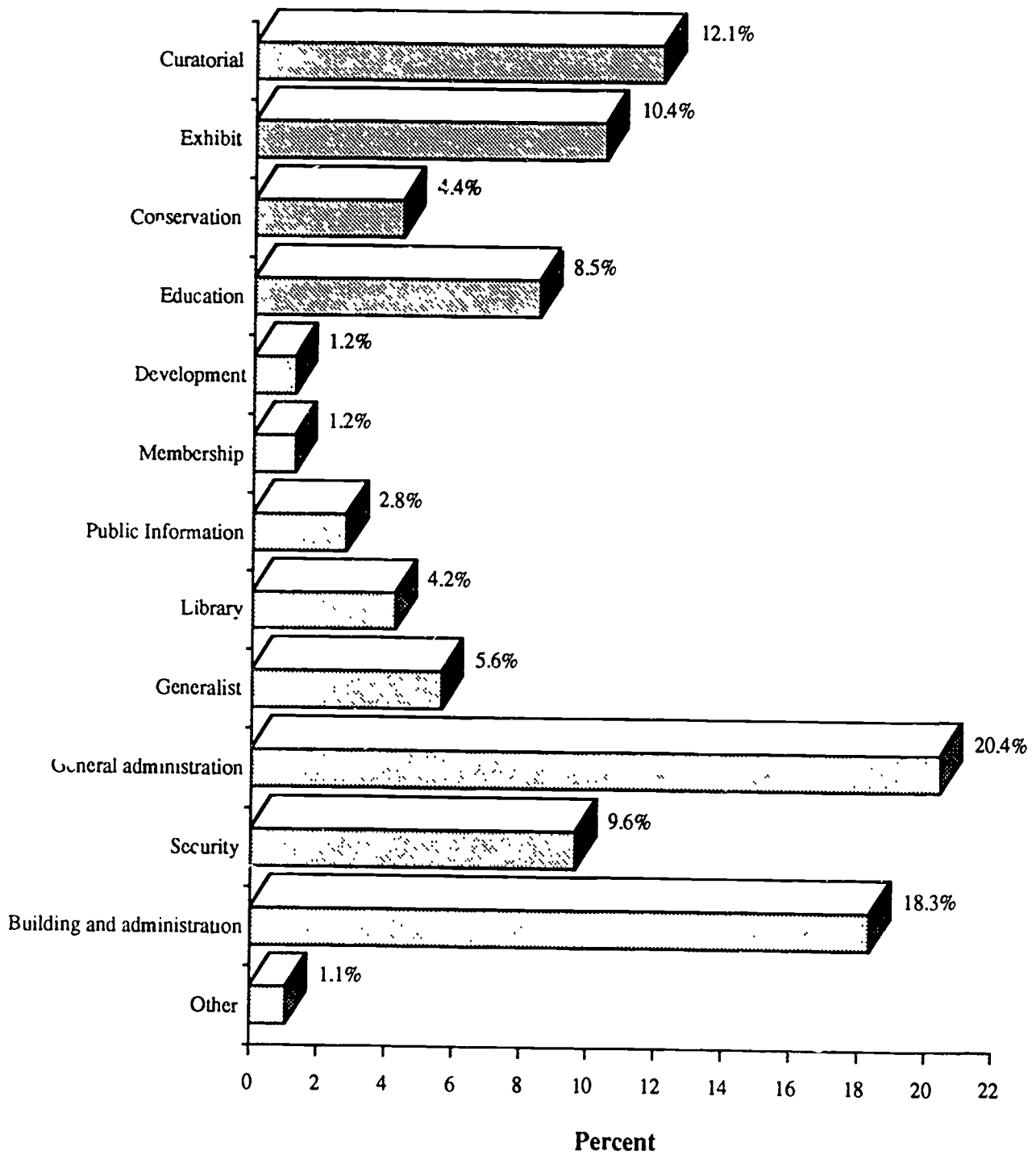
Table 7-37.
Salary distribution of full-time museum employees by position and type of museum: 1979
 (continued from previous page)

| Position and type of museum | Total number of employees | Salary range | | | | | |
|--------------------------------------|---------------------------|---------------|-------------------|---------------------|---------------------|---------------------|-------------------|
| | | Under \$5,000 | \$5,000 - \$9,999 | \$10,000 - \$14,999 | \$15,000 - \$19,999 | \$20,000 - \$29,999 | \$30,000 and over |
| Public information staff | 1,109 | 15 | 328 | 453 | 204 | 98 | 11 |
| Art museums | 285 | 0 | 100 | 93 | 58 | 31 | 3 |
| Children's museums | 15 | 0 | 3 | 8 | 3 | 1 | 0 |
| General museums | 109 | 4 | 28 | 26 | 31 | 18 | 2 |
| History museums | 265 | 5 | 73 | 132 | 45 | 9 | 1 |
| Parks and visitor centers | 75 | 4 | 22 | 44 | 6 | 1 | 0 |
| Science museums | 317 | 2 | 87 | 129 | 60 | 34 | 5 |
| Specialized museums | 43 | 1 | 15 | 22 | 1 | 4 | 0 |
| Library staff | 1,573 | 17 | 340 | 830 | 291 | 89 | 7 |
| Art museums | 723 | 0 | 83 | 443 | 150 | 42 | 4 |
| Children's museums | 4 | 0 | 2 | 1 | 1 | 0 | 0 |
| General museums | 57 | 0 | 11 | 33 | 6 | 5 | 2 |
| History museums | 597 | 15 | 199 | 269 | 93 | 22 | 0 |
| Parks and visitor centers | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| Science museums | 163 | 2 | 37 | 69 | 37 | 18 | 1 |
| Specialized museums | 27 | 0 | 8 | 16 | 2 | 1 | 0 |
| General administration | 7,643 | 85 | 2,334 | 2,373 | 1,328 | 961 | 563 |
| Art museums | 2,226 | 12 | 730 | 728 | 324 | 227 | 206 |
| Children's museums | 137 | 0 | 33 | 61 | 21 | 15 | 6 |
| General museums | 676 | 18 | 201 | 191 | 133 | 76 | 57 |
| History museums | 2,055 | 48 | 683 | 633 | 354 | 270 | 68 |
| Parks and visitor centers | 203 | 0 | 48 | 51 | 42 | 58 | 4 |
| Science museums | 2,185 | 1 | 591 | 657 | 431 | 300 | 205 |
| Specialized museums | 162 | 7 | 48 | 51 | 23 | 15 | 17 |
| Security staff | 3,835 | 117 | 1,935 | 1,427 | 292 | 59 | 4 |
| Art museums | 1,919 | 54 | 1,036 | 729 | 74 | 24 | 3 |
| Children's museums | 29 | 0 | 24 | 4 | 0 | 1 | 0 |
| General museums | 283 | 1 | 119 | 81 | 69 | 13 | 0 |
| History museums | 659 | 39 | 385 | 190 | 42 | 4 | 0 |
| Parks and visitor centers | 33 | 0 | 12 | 16 | 3 | 2 | 0 |
| Science museums | 851 | 10 | 341 | 381 | 103 | 15 | 1 |
| Specialized museums | 60 | 14 | 19 | 27 | 1 | 0 | 0 |
| Building and maintenance staff | 7,148 | 179 | 2,558 | 2,757 | 1,240 | 397 | 16 |
| Generalist staff | 2,348 | 37 | 893 | 955 | 325 | 107 | 33 |
| Other staff | 550 | 9 | 247 | 154 | 104 | 33 | 3 |
| Total, all staff, all museums | 38,972 | 626 | 12,313 | 14,720 | 6,941 | 3,359 | 1,013 |
| Art museums | 10,123 | 84 | 3,200 | 4,134 | 1,478 | 871 | 356 |
| Children's museums | 473 | 0 | 166 | 192 | 77 | 34 | 6 |
| General museums | 3,238 | 60 | 973 | 1,000 | 767 | 337 | 102 |
| History museums | 9,548 | 360 | 3,774 | 3,388 | 1,349 | 589 | 88 |
| Parks and visitor centers | 881 | 5 | 234 | 356 | 164 | 118 | 6 |
| Science museums | 13,765 | 91 | 3,544 | 5,327 | 3,007 | 1,358 | 438 |
| Specialized museums | 943 | 27 | 424 | 322 | 100 | 52 | 17 |

Note: Total number of staff differs from total given elsewhere in report due to imputations for nonresponses. See table 7-11 for methodological note.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, *Museum Program Survey, 1979*, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., 1981, tables 55-A through 55-N, pp. 110-116.

Char. 7-6.
 Distribution of regular full-time personnel, by area of responsibility: 1979



Note: Total number of staff was 38,972.

Source: Lewis C. Price, Lisa DiRocco, and Janice D. Lewis, *Museum Program Survey, 1979*, prepared by Macro Systems, Inc., for National Center for Education Statistics, Washington, D.C., March 1981, figure 33; (data not shown in table).

Table 7-38.
High, low, and median salary by position and sex in science-technology centers: 1985

| | Female | | | | | Male | | | | | Total responses |
|--------------------------------|--------------|--------|--------|--------|---------|--------------|--------|--------|--------|---------|-----------------|
| | High | Low | Median | Number | Percent | High | Low | Median | Number | Percent | |
| | (in dollars) | | | | | (in dollars) | | | | | |
| Director..... | 49,900 | 12,000 | 28,000 | 12 | 17 | 91,000 | 21,049 | 40,055 | 60 | 83 | 72 |
| Director of administration.... | 50,800 | 22,000 | 33,000 | 11 | 46 | 67,800 | 23,000 | 41,780 | 13 | 54 | 24 |
| Business manager..... | 46,300 | 13,500 | 19,425 | 17 | 49 | 48,048 | 17,000 | 28,500 | 18 | 51 | 35 |
| Curator A..... | 27,148 | 23,800 | 25,474 | 2 | 6 | 66,023 | 17,200 | 23,243 | 31 | 94 | 33 |
| Curator B..... | 34,781 | 15,760 | 23,761 | 9 | 22 | 52,200 | 15,000 | 26,190 | 32 | 78 | 41 |
| Curator C..... | 23,000 | 11,200 | 15,136 | 7 | 41 | 21,800 | 14,000 | 15,475 | 10 | 59 | 17 |
| Educator A..... | 47,112 | 14,310 | 21,000 | 31 | 55 | 44,928 | 13,500 | 25,000 | 25 | 45 | 56 |
| Educator B..... | 28,000 | 9,650 | 17,573 | 26 | 45 | 39,552 | 12,145 | 20,775 | 32 | 55 | 58 |
| Educator C..... | 25,000 | 11,000 | 15,750 | 39 | 58 | 34,500 | 12,000 | 15,774 | 28 | 42 | 67 |
| Educator/curator/scientist... | 20,440 | 10,000 | 14,490 | 40 | 77 | 23,485 | 10,000 | 16,036 | 12 | 23 | 52 |
| Registrar..... | 27,192 | 12,000 | 19,289 | 22 | 88 | 42,109 | 14,165 | 23,800 | 3 | 12 | 25 |
| Publicity director..... | 41,500 | 12,000 | 18,081 | 31 | 79 | 34,356 | 15,000 | 22,560 | 8 | 21 | 39 |
| Publicity assistant..... | 25,800 | 10,000 | 16,800 | 17 | 85 | 16,068 | 12,600 | 14,856 | 3 | 15 | 20 |
| Development officer..... | 36,750 | 15,000 | 25,900 | 18 | 82 | 36,000 | 23,000 | 31,000 | 4 | 18 | 22 |
| Membership..... | 28,500 | 11,500 | 16,750 | 20 | 87 | 34,000 | 11,385 | 16,887 | 3 | 13 | 23 |
| Exhibit designer A..... | 27,000 | 11,385 | 18,000 | 11 | 24 | 41,664 | 16,000 | 23,147 | 34 | 76 | 45 |
| Exhibit designer B..... | 27,800 | 10,000 | 17,700 | 7 | 24 | 26,390 | 14,126 | 18,330 | 22 | 76 | 29 |
| Exhibit planning technician. | 22,620 | 11,000 | 16,000 | 4 | 8 | 30,400 | 9,672 | 17,183 | 48 | 92 | 52 |
| Graphic artist..... | 27,300 | 10,000 | 15,700 | 24 | 63 | 26,000 | 12,100 | 16,525 | 14 | 37 | 38 |
| Total | NA | NA | NA | 348 | 47 | NA | NA | NA | 400 | 53 | 748 |

NA - Not applicable

Source: Craig A. Bowen and Jack Heazlitt, The 1985 ASTC Salary Survey: A Survey of Salaries in Science Centers and Museums, Association of Science-Technology Centers, Washington, D.C., 1985, figure 5, p. 7

Methodological note The 1985 ASTC salary survey was designed to duplicate and expand upon the 1982 ASTC salary survey. The survey questionnaire was mailed in February 1985 to 100 ASTC members in the United States. A total of 19 positions were surveyed, the position of graphic artist having been added to the positions surveyed in 1982. A total of 74 museums responded, providing information on 790 individuals. Data were tabulated and analyzed by position, budget size, geographic region, and gender.

Table 7-39.
Salaries of selected employees of art museums, Association of Art Museum Directors
survey: 1987 and 1989

| Position or title | 1987 | | 1989 | | | | |
|-------------------------------|---------------------|---------------|---------------------|---------------|---------------|----------------|----------------|
| | Number of responses | Median salary | Number of responses | Median salary | Lowest salary | Highest salary | Average salary |
| Director..... | 129 | 65,000 | 148 | 72,250 | 33,250 | 200,000 | 80,121 |
| Administrator..... | 122 | 40,000 | 129 | 45,000 | 14,420 | 177,000 | 49,568 |
| Development officer..... | 91 | 40,000 | 96 | 45,500 | 16,400 | 139,000 | 50,301 |
| Membership secretary..... | 103 | 19,000 | 109 | 21,424 | 9,700 | 67,600 | 23,610 |
| Marketing director..... | 32 | 32,603 | 33 | 35,000 | 13,500 | 84,000 | 40,666 |
| Public relations officer..... | 110 | 25,500 | 110 | 27,250 | 10,500 | 69,721 | 30,264 |
| Museum store manager..... | 94 | 23,000 | 113 | 24,810 | 9,500 | 69,700 | 26,980 |
| Volunteer coordinator..... | 42 | 20,000 | 52 | 20,000 | 8,684 | 48,540 | 21,263 |
| Curator A..... | 96 | 37,597 | 103 | 38,000 | 15,970 | 100,000 | 45,019 |
| Curator B..... | 97 | 34,200 | 110 | 37,350 | 10,617 | 81,600 | 40,975 |
| Curator C..... | 39 | 29,000 | 51 | 34,100 | 12,000 | 69,000 | 35,445 |
| Curator D..... | 40 | 26,381 | 62 | 30,000 | 16,000 | 52,695 | 30,458 |
| Curator E..... | 48 | 21,911 | 50 | 26,344 | 15,038 | 44,685 | 26,273 |
| Curatorial assistant..... | 68 | 17,630 | 74 | 18,150 | 8,000 | 46,955 | 18,489 |
| Photographer..... | 55 | 25,419 | 60 | 27,200 | 5,912 | 57,005 | 27,970 |
| Educator A..... | 114 | 27,000 | 127 | 30,187 | 11,424 | 95,400 | 33,413 |
| Educator B..... | 76 | 23,421 | 77 | 25,390 | 14,000 | 56,200 | 27,910 |
| Educator C..... | 49 | 20,545 | 63 | 21,840 | 7,000 | 44,100 | 22,746 |
| Educational assistant..... | 50 | 16,700 | 67 | 17,500 | 9,000 | 41,914 | 18,505 |
| Registrar A..... | 126 | 24,168 | 139 | 26,000 | 9,862 | 68,171 | 28,583 |
| Registrar B..... | 63 | 19,000 | 70 | 22,256 | 13,729 | 47,810 | 24,295 |
| Registrar C..... | 49 | 17,100 | 56 | 18,997 | 8,805 | 31,001 | 19,381 |
| Librarian A..... | 79 | 25,411 | 80 | 28,047 | 8,500 | 71,618 | 30,678 |
| Librarian B..... | 39 | 20,948 | 45 | 24,576 | 12,097 | 48,489 | 25,675 |
| Conservator A..... | 42 | 41,943 | 48 | 45,000 | 13,560 | 95,647 | 45,836 |
| Conservator B..... | 34 | 34,824 | 35 | 38,600 | 20,800 | 63,320 | 38,877 |
| Conservation assistant..... | 24 | 18,764 | 26 | 19,984 | 13,500 | 32,830 | 20,588 |
| Conservation scientist..... | 10 | 36,800 | 9 | 35,309 | 19,500 | 49,400 | 38,664 |
| Preparator A..... | 101 | 22,000 | 114 | 23,750 | 10,100 | 76,800 | 26,887 |
| Preparator B..... | 76 | 18,889 | 87 | 20,500 | 7,950 | 44,346 | 22,290 |
| Editor..... | 57 | 28,500 | 59 | 33,700 | 13,500 | 78,500 | 35,609 |
| Head designer..... | 47 | 26,750 | 44 | 27,919 | 12,500 | 59,910 | 29,896 |
| Building superintendent..... | 86 | 30,620 | 100 | 31,500 | 10,900 | 68,917 | 34,487 |
| Chief of security..... | 86 | 24,503 | 102 | 25,200 | 12,472 | 79,000 | 27,960 |

Note. Relevant position descriptions are available in the complete report. See table 7-24 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 5-41, Association of Art Museum Directors, 1989 Salary Survey, New York, NY, 1989, pp. 5-42.

Table 7-40.
 Characteristics of African American museums: 1987

| Characteristic | Number of responses | Percentage |
|-------------------------------------------|---------------------|------------|
| Type of museum (N=52) | | |
| History..... | 22 | 42 |
| Ethnic cultural center..... | 10 | 19 |
| Art..... | 8 | 15 |
| Historic house or site..... | 7 | 13 |
| Other.... | 4 | 8 |
| No answer..... | 1 | 2 |
| Governing authority (N=52) | | |
| Private..... | 23 | 44 |
| State..... | 7 | 13 |
| University..... | 7 | 13 |
| Local government..... | 3 | 6 |
| Foundation..... | 3 | 6 |
| Federal..... | 3 | 6 |
| County..... | 2 | 4 |
| Church..... | 2 | 4 |
| Other and missing data..... | 2 | 4 |
| Location by region (N=52) | | |
| East (16 States and 1 province)..... | 43 | 83 |
| Northeast (9 States and 1 province)..... | (25) | (45) |
| Southeast (7 States)..... | (18) | (35) |
| West (4 States)..... | 9 | 17 |
| Operating budget (N=47) | | |
| Less than \$50,000..... | 13 | 28 |
| \$50,000 to \$100,000..... | 11 | 23 |
| \$101,000 to \$250,000..... | 12 | 26 |
| Over \$250,000..... | 11 | 23 |
| (\$256,000 to \$425,000)..... | (6) | (12) |
| (\$700,000 to \$900,000)..... | (3) | (6) |
| (Over \$1.2 million)..... | (2) | (4) |
| Use of funds (N=46) | | |
| All personnel costs..... | NA | 43 |
| All costs related to housing..... | NA | 21 |
| All costs related to the collections..... | NA | 9 |
| Other costs not included above..... | NA | 17 |

NA - Not given.

Source: Harris H. Shettel, AAMA Profile of Black Museums, African American Museum Association, Washington, D.C., 1987, table 3, p. 16; table 4, p. 16; text and table 5, p. 17; text and table 6, p. 18; and table 7, p. 19.

Methodological note: In 1986-1987, with funding from the National Endowment for the Humanities, the African American Museum Association surveyed its 99 institutional members, not all of which are museums, in 28 States. Other black organizations believed either to collect or exhibit objects identified with the black experience were also surveyed. Responses from 52 museums in 23 States and Canada were used to compile the profile of black museums.

Table 7-41.
Sources of income for African American museums: 1987

| Source (N=46) | Average percent of budget |
|-------------------------------------|------------------------------|
| State..... | 21.39 |
| Federal..... | 13.46 |
| Local government..... | 12.00 |
| Individual gifts and donations..... | 9.65 |
| Local business..... | 8.76 |
| Dues..... | 5.50 |
| Endowments..... | 4.70 |
| Admission fees..... | 3.57 |
| County..... | 3.50 |
| Sales..... | 2.07 |
| United Way..... | 1.09 |
| Trust funds..... | 1.00 |
| Savings..... | .30 |
| Loans..... | .22 |
| Other..... | 10.93 |

Note: The Federal (3 museums) and university (7 museums) in the above table have unique situations; the former are totally supported by the government, and the latter are indirectly supported by whoever supports the university. Of the 52 museums sampled, 27 (52 percent) have a sales shop as a source of income; 46 answered this question regarding sources of income. See table 7-51 for methodological note.

Source: Harris H. Shettel, AAMA Profile of Black Museums, African American Museum Association, Washington, D.C., 1987, table 8, p. 20.

Table 7-42.

Funding sources for African American museums by type of museum: 1987

| Museum characteristic | Federal | State | County | Local business | Individual gifts, donations | Other (a) |
|---------------------------------------------|---------|-------|--------|----------------|-----------------------------|-----------|
| (average percent of budget) | | | | | | |
| Type of museum governing authority (N = 38) | | | | | | |
| Private (N = 22)..... | 6 | 21 | 3 | 9 | 16 | 45 |
| Public (N = 16)..... | 26 | 30 | 0 | 6 | (b) | 38 |
| Type of museum's subject (N = 42) | | | | | | |
| History (N = 19)..... | 8 | 20 | 0 | 8 | 10 | 54 |
| Art (N = 8)..... | 16 | 37 | 6 | 6 | 13 | 22 |
| Ethnic cultural center (N = 8)..... | 0 | 5 | 14 | 13 | 13 | 55 |
| Historic house or site (N = 7)..... | 42 | 21 | 0 | 11 | 4 | 22 |
| Operating budget (N = 43) | | | | | | |
| Below \$50,000 (N = 12)..... | 2 | 17 | 4 | 8 | 6 | 43 |
| \$50,000 to \$100,000 (N = 10)..... | 8 | 27 | 0 | 4 | 13 | 48 |
| \$100,000 to \$250,000 (N = 11)..... | 24 | 6 | 10 | 8 | 8 | 44 |
| Over \$250,000 (N = 10)..... | 26 | 34 | 0 | 10 | 5 | 25 |

Note: See table 7-51 for methodological note.

(a) The "Other" category includes dues, endowments, admission fees, sales, United Way, trust funds, savings, loans and other sources. See table 7-58 for distribution of total.

(b) Less than 1 percent.

Source: Harris H. Shettel, AAMA Profile of Black Museums, African American Museum Association, Washington, D.C., 1987, table 33 p. 58; table 29, p. 56; and table 38, p. 62.

Table 7-43.
Information on visitors to African American museums: 1987

| Information category | Percentage |
|----------------------------------------------------------|--------------|
| Museums performing visitor studies (N = 50) | |
| Collected any information on visitors..... | Less than 40 |
| Topics of visitor studies | |
| Visitors liked visit..... | 37 (a) |
| Visitors learned from visit..... | 24 (a) |
| Visitors' reasons for visit..... | 29 (a) |
| Demographic information on visitors..... | 21 (a) |
| Demographic information on visitors (N = 49) | |
| Ethnic | |
| Black..... | 75 |
| White..... | 21 |
| Hispanic..... | 2 |
| Other..... | 2 |
| Sex | |
| Male..... | 43 |
| Female..... | 57 |
| Age | |
| 60 and above..... | 11 |
| 45-59..... | 17 |
| 30-44..... | 18 |
| 19-29..... | 21 |
| 13-18 (school-related visits)..... | 13 |
| 13-18 (independent visits)..... | 2 |
| 12 and below..... | 15 |
| Total visits per museum per year (N = 45) | |
| Greater than 50,000 (b)..... | 13 |
| 20,000 to 50,000..... | 16 |
| 5,000 to 20,000..... | 25 |
| 2,000 to 5,000..... | 22 |
| Less than 2,000..... | 24 |
| Distribution of visitors' residences | |
| Immediate neighborhood..... | 35 |
| Community..... | 39 |
| Suburban areas..... | 11 |
| Distant locations..... | 15 |
| Size of population served by museums (N = 47) (c) | |
| Greater than 2 million..... | 19 |
| 500,000 to 2 million..... | 21 |
| 100,000 to 500,000..... | 24 |
| 50,000 to 100,000..... | 19 |
| Less than 50,000..... | 17 |

Note: See table 7-51 for methodological note.

(a) Percent of museums that collected information on visitors.

(b) The mean number of visits reported is 23,765 in a single year (mostly 1985 figures). The maximum number is 200,000 and the minimum is 400.

(c) The mean population served is 878,878, with a maximum of 5 million and a minimum of 5,000.

Source: Harris H. Shettel, *AAMA Profile of Black Museums*, African American Museum Association, Washington, D.C., 1987, table 16, p. 40; table 15, p. 39; text and table 14, p. 38; and text and table 13, p. 37.

Table 7-44.
 Status of collection records of African American museums: 1987

| Status description | Objects inventoried | | Objects catalogued | |
|-------------------------------------------------|---------------------|------------|--------------------|------------|
| | Number | Percentage | Number | Percentage |
| Almost all..... | 25 | 40 | 15 | 29 |
| Over half..... | 7 | 14 | 6 | 12 |
| About one-half..... | 4 | 8 | 5 | 10 |
| Less than half..... | 9 | 17 | 13 | 25 |
| No answer (N = 52)..... | 0 | 0 | 1 | 2 |
| Activity carried out within last two years..... | NA | 88 | NA | 84 |
| | | Yes | No | |
| | | (percent) | | |
| Computerized collection records..... | | 19 | 81 | |
| Formal written statement regarding | | | | |
| Collection policy..... | | 44 | 56 | |
| Loan policy..... | | 42 | 58 | |
| Disposal policy..... | | 29 | 71 | |

NA - Not available.

Note: See table 7-51 for methodological note.

Source: Harris H. Shettel, AAMA Profile of Black Museums, African American Museum Association, Washington, D.C., 1987, table 11, p. 33 and text, p. 34.

Table 7-45.

Frequency of exhibition programs in African American museums by selected museum characteristics: 1987

| Characteristic | Frequency of exhibits | | | | | |
|------------------------------------------------------------------------------------|-----------------------|-------------------------|---------------------|--------------------------|-------------------------|--------------|
| | Never | Less than 1 per year | About 1 per year | 2 or 3 times per year | More than 3 per year | No answer |
| (percent) | | | | | | |
| Type of exhibit (N = 52) | | | | | | |
| How often do you install new long-term exhibits?..... | 0 | 40 | 33 | 17 | 4 | 6 |
| How often do you install traveling exhibits from other institutions?..... | 23 | 17 | 14 | 21 | 21 | 4 |
| How often do you install temporary exhibits of your own?..... | 6 | 14 | 14 | 40 | 26 | 0 |
| How often do you provide traveling or temporary exhibits to other museums?.. | 38 | 15 | 14 | 19 | 12 | 2 |
| Type of museum subject area (N = 45) | | | | | | |
| History (N = 22)..... | NA | 45 | 41 | 14 | 0 | NA |
| Art (N = 7)..... | NA | 14 | 43 | 29 | 14 | NA |
| Ethnic cultural center (N = 10)..... | NA | 30 | 30 | 30 | 10 | NA |
| Historic house or site (N = 6)..... | NA | 83 | 17 | 0 | 0 | NA |
| Type of museum governing authority (N = 40) | | | | | | |
| Public (N = 19)..... | NA | 58 | 32 | 10 | 0 | NA |
| Private (N = 21)..... | NA | 28 | 38 | 29 | 5 | NA |
| Operating budget (N = 44) | | | | | | |
| Below \$50,000..... | NA | 46 | 46 | 8 | 0 | NA |
| \$50,000 to \$99,999..... | NA | 22 | 33 | 34 | 11 | NA |
| \$100,000 to \$250,000..... | NA | 27 | 46 | 18 | 9 | NA |
| Over \$250,000..... | NA | 46 | 27 | 27 | 0 | NA |

NA - Not applicable.

Note: See table 7-51 for methodological note.

Source: Harris H. Shettel, AAMA Profile of Black Museums, African American Museum Association, Washington, D.C., 1987, table 12, p. 35; table 25, p. 54; table 32, p. 58; and table 36, p. 61.

Table 7-46.
Value and number of gifts of appreciated property by individuals, American Association of Museums, Survey on Contributions: 1985-1987

| Appreciated property | Gifts of appreciated property by individuals combined regular gifts and gifts for special/capital campaigns to AAM member museums | | |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------|---------|
| | 1985 | 1986 | 1987 |
| (dollar value of gifts in millions) | | | |
| Gifts | | | |
| Regular campaigns..... | 12.815 | 17.414 | 9.701 |
| Special/capital campaigns..... | 16.075 | 41.273 | 16.610 |
| Total..... | 28.890 | 58.687 | 26.311 |
| | | 1985-86 | 1986-87 |
| Dollar change..... | | 29.797 | -32.376 |
| Percent change..... | | 103.1 | -55.2 |
| (number of contributors) | | | |
| Regular campaigns..... | 1,797 | 2,201 | 1,362 |
| Special/capital campaigns..... | 436 | 1,381 | 575 |
| Total..... | 2,233 | 3,582 | 1,937 |
| | | 1985-86 | 1986-87 |
| Number change..... | | 1,349 | -1,645 |
| Percent change..... | | 60.4 | -45.9 |

Source: American Association of Museums, *Survey on Contributions of Objects and Dollars 1985-1987*, undertaken with cooperation and support of the Museum Trustee Association, Washington, D.C., 1989, tables S1 and S2.

Methodological note: In February 1988, the American Association of Museums undertook a survey of a sample of its 2,271 institutional members to determine the impact of changes brought about by enactment of the Tax Reform Act of 1986 relating to charitable giving to museums. The survey specifically requested data from the sample on gifts of cash, objects and appreciated property by individuals, foundations and corporations for calendar years 1985, 1986 and 1987. Tables in this book include only gifts from individuals. Gifts from corporations and foundations were not weighted to produce national estimates. However, results for about 236 museums responding are available in the full report.

The Tax Reform Act of 1986. The Tax Reform Act of 1986 dramatically altered the tax treatment of charitable giving. The centerpiece of the law is a lower rate structure. Two provisions of particular concerns to museums and others in the charitable community are:

- the elimination of the non-itemizer charitable contributions deduction;
- the inclusion of gifts of appreciated property as a preference item in the Alternative Minimum Tax.

The AAM Survey on Contributions of Objects and Dollars was designed to determine the effect of these changes on giving to museums by individuals, foundations and corporations.

Survey Participants. The AAM Survey on Contributions of Objects and Dollars consisted of a stratified sample of 431 AAM institutional members by type, size and region a breakdown of each follows. 274 museums participated in the survey. The data was amplified to represent national estimates in selecting categories for all AAM museum members, consisting of 2,271 museums at the time of the sampling.

Data are reported by the following museum size categories:

Operating budget size: small = \$0 - \$125,000; medium = \$125,000 - \$2 million; large = \$2 million +.

The response rate for the entire sample was 66 percent. For the budget sizes, the response rates were: Small museums, 73 percent; medium museums, 65 percent; large museums, 56 percent. For all categories of gifts by individuals, AAM estimates for the entire AAM membership are provided. Because of the high variability of responses by the 274 reporting museums for gifts by corporations and foundations, estimates for the AAM membership was not done.

Participating museums will be reporting data on contributions for calendar years 1988 and 1989, enabling the AAM to determine more precisely patterns and trends in giving to museums. This survey has been undertaken with the support and cooperation of the Museum Trustee Association.

Table 7-47.

Gifts by individuals: value and number of gifts of appreciated property and of objects donated to American Association of Museums (AAM) member museums by budget size category: 1985-1987

| | 1985 | 1986 | 1987 |
|-----------------------------------------------------------------------------------------------|-------------------------------------|---------|----------|
| Gifts or objects by individuals to AAM member museums | | | |
| | (dollar value of gifts in millions) | | |
| Gifts | | | |
| Small | 8.409 | 12.487 | 5.814 |
| Medium | 45.423 | 53.412 | 35.061 |
| Large | 25.293 | 37.926 | 31.488 |
| Total | 79.125 | 103.825 | 72.363 |
| | | 1985-86 | 1986-87 |
| Dollar change | | 24.700 | -31.463 |
| Percent change | | 31.2 | -30.3 |
| | (number of contributors) | | |
| Small | 105,090 | 199,409 | 202,844 |
| Medium | 189,120 | 411,681 | 277,740 |
| Large | 62,286 | 82,205 | 50,447 |
| Total | 356,496 | 693,295 | 531,031 |
| | | 1985-86 | 1986-87 |
| Number change | | 336,799 | -162,264 |
| Percent change | | 94.5 | -23.4 |
| Gifts of appreciated property -other than objects by individuals to AAM member museums | | | |
| | (dollar value of gifts in millions) | | |
| Gifts | | | |
| Small | 1.610 | 0.125 | 0.465 |
| Medium | 4.186 | 8.359 | 2.510 |
| Large | 7.019 | 8.930 | 6.726 |
| Total | 12.815 | 17.414 | 9.701 |
| | | 1985-86 | 1986-87 |
| Dollar change | | 4.599 | -7.713 |
| Percent change | | 35.9 | -44.3 |
| | (number of contributors) | | |
| Small | 72 | 54 | 107 |
| Medium | 685 | 606 | 409 |
| Large | 1,040 | 1,541 | 846 |
| Total | 1,797 | 2,201 | 1,362 |
| | | 1985-86 | 1986-87 |
| Number change | | 404 | -839 |
| Percent change | | 22.5 | -38.1 |

Note: See table 7-46 for survey methodological note

Source: American Association of Museums, Survey on Contributions of Objects and Dollars 1985-87, undertaken with the cooperation and support of the Museum Trustee Association, Washington, D.C., table A7-57 except table A1, A2, A3, and A4.

Table 7-48.

Gifts by individuals: cash contributions and number of cash contributions to American Association of Museums (AAM) member museums by budget size category: 1985-1987

| Gifts of cash contributions by individuals to AAM member museums | 1985 | 1986 | 1987 |
|------------------------------------------------------------------|-------------------------------------|---------|---------|
| | (dollar value of gifts in millions) | | |
| Gifts | | | |
| Small..... | 5.600 | 9.697 | 8.534 |
| Medium..... | 23.974 | 26.012 | 24.565 |
| Large..... | 48.068 | 56.474 | 53.538 |
| Total..... | 77.642 | 92.183 | 86.637 |
| | | 1985-86 | 1986-87 |
| Dollar change..... | | 14.541 | -5.546 |
| Percent change..... | | 18.7 | -6.0 |
| | (number of contributors) | | |
| Small..... | 70,954 | 90,097 | 84,175 |
| Medium..... | 163,903 | 173,353 | 191,221 |
| Large..... | 185,916 | 213,800 | 241,488 |
| Total..... | 420,773 | 477,250 | 516,884 |
| | | 1985-86 | 1986-87 |
| Number change..... | | 56,477 | 39,634 |
| Percent change..... | | 13.4 | 8.3 |

Note: See table 7-46 for survey methodological note.

Source: American Association of Museums, Survey on Contributions of Objects and Dollars 1985-87, undertaken with the cooperation and support of the Museum Trustee Association, Washington, D.C., tables A5 and A6.

Table 7-49.

Gifts by individuals: special or capital campaigns-gifts of appreciated property and contributions to the American Association of Museums (AAM) member museums by budget size category: 1985-1987

| Gifts by individuals of special or capital campaigns-gifts of appreciated property to AAM member museums | 1985 | 1986 | 1987 |
|----------------------------------------------------------------------------------------------------------|-------------------------------------|---------|---------|
| | (dollar value of gifts in millions) | | |
| Gifts | | | |
| Small..... | 0.000 | 0.161 | 0.018 |
| Medium..... | 11.850 | 18.467 | 5.012 |
| Large..... | 4.225 | 22.645 | 11.580 |
| Total..... | 16.075 | 41.273 | 16.610 |
| | | 1985-86 | 1986-87 |
| Dollar change..... | | 25.198 | -24.663 |
| Percent change..... | | 156.8 | -59.8 |
| | (number of contributors) | | |
| Small..... | 0 | 54 | 18 |
| Medium..... | 197 | 826 | 354 |
| Large..... | 239 | 501 | 203 |
| Total..... | 436 | 1,381 | 575 |
| | | 1985-86 | 1986-87 |
| Number change..... | | 945 | -806 |
| Percent change..... | | 216.7 | -58.4 |

Note: See table 7-46 for survey methodological note.

Source: American Association of Museums, Survey on Contributions of Objects and Dollars 1985-87, undertaken with the cooperation and support of the Museum Trustee Association, Washington, D.C., tables A7 and A8.

Table 7-50a.
Association of Science-Technology Centers composite profile of institutions by size: 1986
(very small science center)

| Very small science center | | | |
|---------------------------|----------------------------|------------------------|----------------------------|
| Profile element | Full-time equivalent staff | Volunteers | |
| | | Number | Full-time equivalent staff |
| Administration/finance | 2.20 | 4 | .60 |
| Development/PR | 1.00 | 4 | .50 |
| Operations | 2.00 | 11 | .90 |
| Plant | 1.70 | 3 | .30 |
| Exhibits | 1.60 | 6 | .70 |
| Theater/planetarium | 1.75 | 3 | .70 |
| Programs/education | 2.80 | 10 | .90 |
| Museum store | 1.00 | 10 | .70 |
| Collections/research | 1.50 | 3 | .70 |
| Other | 1.50 | 45 | 5.10 |
| Total | 17.05 | 99 | 11.10 |
| Annual attendance | | 78,000 visitors | |
| | Square feet | Use of space | |
| | | Percent | |
| Exhibits | 5,200 | | 45 |
| Planetarium/theater | 990 | | 9 |
| Food service and store | 360 | | 3 |
| Education | 1,200 | | 10 |
| Other public space | 680 | | 6 |
| Non public space | 3,100 | | 27 |
| Total | 11,530 | | 100 |
| Income | Amount | Operating budget | |
| | | Percent | |
| Revenue | | | |
| Admissions | 75,800 | | 39 |
| Investments | 4,650 | | 2 |
| Membership | 19,800 | | 10 |
| Store | 18,100 | | 9 |
| Food service | 135 | | 0 |
| Special events | 19,200 | | 10 |
| Programs | 23,000 | | 12 |
| Other | 34,800 | | 18 |
| Total revenue | 195,485 | | 100 |
| Support | | | |
| Individuals | 40,200 | | 9 |
| Foundations | 37,300 | | 9 |
| Corporations | 36,800 | | 9 |
| Federal government | 87,500 | | 20 |
| State government | 29,500 | | 7 |
| Local government | 89,800 | | 21 |
| Other | 111,200 | | 25 |
| Total support | 432,300 | | 100 |
| Total income | 627,785 | | |
| Expenses | | | |
| Exhibits/collections | 55,900 | | 9 |
| Education | 66,200 | | 11 |
| Planetarium/theater | 25,500 | | 4 |
| Membership | 13,800 | | 2 |
| Other programs | 13,700 | | 2 |
| Management/general | 107,000 | | 17 |
| Plant | 70,900 | | 11 |
| Development/PR | 31,500 | | 5 |
| Store | 17,700 | | 3 |
| Auxiliary enterprises | 16,700 | | 3 |
| Other support services | 199,000 | | 32 |
| Total expenses | 617,900 | | 100 |
| Surplus (deficit) | 9,885 | | |

Note: See notes on table 7-50d

Source: Association of Science-Technology Centers, *The ASTC Science Center Survey, Administration and Finance Report*, Washington, D.C., 1989, Appendix A, p. 49.

Table 7-50b.
Association of Science-Technology Centers composite profile of institutions by size: 1986
(small science center)

| Small science center | | | |
|--------------------------------|----------------------------|------------------|----------------------------|
| Profile element | Full-time equivalent staff | Volunteers | |
| | | Number | Full-time equivalent staff |
| Administration/finance | 5.20 | 11 | .60 |
| Development/PR | 3.00 | 26 | 2.00 |
| Operations | 6.20 | 12 | 1.50 |
| Plant | 4.50 | 6 | .80 |
| Exhibits | 4.20 | 7 | 1.20 |
| Theater/planetarium | 3.40 | 9 | .90 |
| Programs/education | 6.60 | 31 | 4.30 |
| Museum store | 2.60 | 16 | 2.20 |
| Collections/research | 3.90 | 10 | 1.40 |
| Other | 3.30 | 39 | 2.60 |
| Total | 42.90 | 167 | 17.50 |
| Annual attendance | 189,000 visitors | | |
| | Square feet | Use of space | |
| | | Percent | |
| Exhibits | 16,700 | | 39 |
| Planetarium/theater | 3,500 | | 8 |
| Food service and store | 1,000 | | 2 |
| Education | 3,400 | | 8 |
| Other public space | 3,750 | | 9 |
| Non public space | 14,900 | | 34 |
| Total | 43,250 | | 100 |
| | Amount | Operating budget | |
| | | Percent | |
| Revenue | | | |
| Admissions | 353,700 | | 37 |
| Investments | 119,200 | | 13 |
| Membership | 94,700 | | 10 |
| Store | 145,700 | | 15 |
| Food service | 24,700 | | 3 |
| Special events | 89,600 | | 9 |
| Programs | 78,400 | | 8 |
| Other | 41,100 | | 4 |
| Total revenue | 947,100 | | 100 |
| Support | | | |
| Individuals | 272,000 | | 22 |
| Foundations | 139,500 | | 11 |
| Corporations | 67,300 | | 5 |
| Federal government | 66,900 | | 5 |
| State government | 116,300 | | 9 |
| Local government | 367,000 | | 29 |
| Other | 215,300 | | 17 |
| Total support | 1,244,300 | | 100 |
| Total income | 2,191,400 | | |
| Expenses | | | |
| Exhibits/collections | 263,100 | | 14 |
| Education | 192,800 | | 10 |
| Planetarium/theater | 79,700 | | 4 |
| Membership | 65,700 | | 4 |
| Other programs | 202,300 | | 11 |
| Management/general | 271,000 | | 15 |
| Plant | 263,900 | | 14 |
| Development/PR | 146,700 | | 8 |
| Store | 147,700 | | 8 |
| Auxiliary enterprises | 70,500 | | 4 |
| Other support services | 152,100 | | 8 |
| Total expenses | 1,855,500 | | 100 |
| Surplus (deficit) | 335,900 | | |

Notes: See notes on table 7-50d

Sources: Association of Science-Technology Centers, *The ASTC Science Center Survey, Administration and Finance Report*, Washington, D. C., 1989, Appendix A, p. 50

Table 7-50c.
Association of Science-Technology Centers composite profile of institutions by size: 1986
(medium science center)

| Medium size science center | | | |
|--------------------------------|----------------------------|-------------------------|----------------------------|
| Profile element | Full-time equivalent staff | Volunteers | |
| | | Number | Full-time equivalent staff |
| Administration/finance | 10.40 | 15 | 1.20 |
| Development/PR | 7.10 | 25 | 1.80 |
| Operations | 15.20 | 26 | 2.30 |
| Plant | 10.10 | 24 | .90 |
| Exhibits | 10.70 | 19 | 2.60 |
| Theater/planetarium | 5.90 | 3 | .40 |
| Programs/education | 16.70 | 144 | 9.60 |
| Museum store | 4.70 | 15 | 1.40 |
| Collections/research | 14.90 | 20 | 2.50 |
| Other | 14.30 | 13 | 1.20 |
| Total | 110.00 | 304 | 23.90 |
| Annual attendance | | 407,800 visitors | |
| | Square feet | Use of space | |
| | | Percent | |
| Exhibits | 47,800 | | 37 |
| Planetarium/theater | 7,800 | | 6 |
| Food service and store | 3,600 | | 3 |
| Education | 7,600 | | 6 |
| Other public space | 11,900 | | 9 |
| Non public space | 52,200 | | 40 |
| Total | 130,900 | | 100 |
| Income | Amount | Operating budget | |
| | | Percent | |
| Revenue | | | |
| Admissions | 539,200 | | 24 |
| Investments | 154,600 | | 7 |
| Membership | 178,600 | | 8 |
| Store | 264,200 | | 12 |
| Food service | 96,800 | | 4 |
| Special events | 215,900 | | 10 |
| Programs | 373,300 | | 17 |
| Other | 400,500 | | 18 |
| Total revenue | 2,223,100 | | 100 |
| Support | | | |
| Individuals | 193,800 | | 7 |
| Foundations | 315,900 | | 11 |
| Corporations | 280,100 | | 9 |
| Federal government | 269,400 | | 9 |
| State government | 739,200 | | 25 |
| Local government | 918,100 | | 31 |
| Other | 253,700 | | 9 |
| Total support | 2,970,200 | | 100 |
| Total income | 5,193,300 | | |
| Expenses | | | |
| Exhibits/collections | 572,700 | | 12 |
| Education | 685,300 | | 14 |
| Planetarium/theater | 278,000 | | 6 |
| Membership | 160,000 | | 3 |
| Other programs | 818,700 | | 17 |
| Management/general | 602,700 | | 13 |
| Plant | 543,300 | | 11 |
| Development/PR | 222,300 | | 5 |
| Store | 336,800 | | 7 |
| Auxiliary enterprises | 103,200 | | 2 |
| Other support services | 489,400 | | 10 |
| Total expenses | 4,812,400 | | 100 |
| Surplus (deficit) | 380,900 | | |

Notes: see notes on table 7-50d

Source: Association of Science-Technology Centers. The ASTC Science Center Survey, Administration and Finance Report, Washington, D.C., 1989, Appendix A, t 51

Table 7-50d.
Association of Science-Technology Centers composite profile of institutions by size: 1986
(large science center) (continued on next page)

| Large size science center | | | |
|--------------------------------|----------------------------|---------------------------|-----------------------------|
| Profile element | Full-time equivalent staff | Volunteers | |
| | | Number | Full-time equivalent staff |
| Administration/finance | 20.00 | 24 | 1.10 |
| Development/PR | 10.40 | 10 | .70 |
| Operations | 63.70 | 3 | .20 |
| Plant | 25.10 | 0 | .00 |
| Exhibits | 35.00 | 5 | .40 |
| Theater/planetarium | 6.70 | 10 | 1.25 |
| Programs/education | 19.60 | 214 | 11.00 |
| Museum store | 7.90 | 16 | 1.60 |
| Collections/research | 32.20 | 19 | 2.00 |
| Other | 16.30 | 60 | 24.00 |
| Total | 236.90 | 361 | 42.25 |
| Annual attendance | | 1,546,000 visitors | |
| | | Square feet | Use of space Percent |
| Exhibits | | 198,500 | 45 |
| Planetarium/theater | | 15,800 | 4 |
| Food service and store | | 12,100 | 3 |
| Education | | 11,300 | 3 |
| Other public space | | 62,900 | 14 |
| Non public space | | 137,200 | 31 |
| Total | | 437,800 | 100 |
| | | Amount | Operating budget Percent |
| Income | | | |
| Revenue | | | |
| Admissions | | 1,436,200 | 29 |
| Investments | | 803,300 | 16 |
| Membership | | 241,600 | 5 |
| Store | | 692,300 | 14 |
| Food service | | 878,200 | 18 |
| Special events | | 291,600 | 6 |
| Programs | | 312,500 | 6 |
| Other | | 240,200 | 5 |
| Total revenue | | 4,895,900 | 100 |
| Support | | | |
| Individuals | | 307,900 | 4 |
| Foundations | | 135,500 | 2 |
| Corporations | | 238,900 | 3 |
| Federal government | | 50,000 | 1 |
| State government | | 3,219,200 | 46 |
| Local government | | 1,897,000 | 27 |
| Other | | 1,205,900 | 17 |
| Total support | | 7,054,400 | 100 |
| Total income | | 11,950,300 | |
| Expenses | | | |
| Exhibits/collections | | 1,651,400 | 14 |
| Education | | 1,109,500 | 10 |
| Planetarium/theater | | 732,200 | 6 |
| Membership | | 289,500 | 3 |
| Other programs | | 667,000 | 6 |
| Management/general | | 1,063,600 | 9 |
| Plant | | 2,704,800 | 24 |
| Development/PR | | 498,500 | 4 |
| Store | | 696,800 | 6 |
| Auxiliary enterprises | | 1,040,000 | 9 |
| Other support services | | 1,019,900 | 9 |
| Total expenses | | 11,473,200 | 100 |
| Surplus (deficit) | | 477,100 | |

Table 7-50d.
Association of Science-Technology Centers composite profile of institutions by size: 1986
(large science center) (continued from previous page)

Note: Because there seems to be a significant difference in the way 'small' and 'very small' institutions use their limited space, all analyses of facilities use the four categories of institutional size defined below:

| Category | Exhibit space/ total N | Museum, with planetarium space | Theater |
|------------|---------------------------|-----------------------------------|---------|
| Very small | 32 | 45% | 34% |
| Small | 45 | 39% | 60% |
| Medium | 28 | 37% | 86% |
| Large | 14 | 45% | 100% |

Source: Association of Science-Technology Centers, The ASTC Science Center Survey, Administration and Finance Report, Washington, D.C., 1989, Appendix A, p. 52.

Methodological note: The Association of Science-Technology Centers (ASTC) began conducting surveys in 1986. The purpose of the survey is to collect and publish data on science centers administration and finance, education programs, and exhibits. In late April 1986, ASTC mailed the Science Center Survey (via Wayne State University) to a total of 187 institutions, 167 members, and 20 nonmembers. Of these, 36 were located outside of the United States. By the end of August, ASTC had received completed or partially completed questionnaires from 131 institutions. There was an overall response rate of 70 percent to the survey -- 76 percent in the U.S. and 47 percent outside the country.

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Chapter 8

Motion Pictures, Radio, Television and Recording

Section 8-1. Motion Pictures
Tables 8-1 through 8-21

Section 8-2. Radio, Television and
Recording
Tables 8-22 through 8-70

Section 8-3. Selected Data on
Employment/Education in
Motion Pictures and
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Tables 8-71 through 8-83

Creative works currently reach the public in the United States primarily through radio, television, recordings, and motion pictures. This chapter covers some important aspects in the development and current status of these media.

Section 8-1 presents selected tables on the motion picture industry. Section 8-2 presents tables on radio, television and recording, and section 8-3 presents summary data on employment in motion pictures, television, and radio.

Major Sources of Information

An excellent source of data on radio and television is Christopher H. Sterling's 1984 work, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, 1984. Sterling has culled material from a number of sources and integrated them. Many of the tables in the section on radio and television are taken directly from his material. An earlier work by Christopher Sterling and Timothy Haight, entitled, The Mass Media: Aspen Institute Guide to Communications Industry Trends, published in 1978 includes information on books and motion pictures in addition to radio and television.

By section, data presented in this chapter were obtained from the following sources.

Motion Pictures

- The National Association of Theatre Owners (NATO);
- The Motion Picture Association of America (MPAA);
- The Census of Service Industries.

Radio and Television

- Christopher H. Sterling's Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983. Primary sources used by Sterling are identified on the tables;
- Television and Cable Factbook, produced by Television Digest;
- National Cable Television Association. Cable Television Developments;
- Paul Kagan and Associates, Cable TV Programming News Roundup;
- Broadcasting Cablecasting Yearbook,
- Corporation for Public Broadcasting.

Selected Data on Employment/Education in Motion Pictures and Broadcasting

- Screen Actors Guild;
- Bureau of Labor Statistics, Employment and Earnings series and Current Population Survey;
- Department of Education, Earned Degrees Survey.

This report also includes limited data on the recording industry (tapes, records, and cassettes) provided by the Recording Industry Association of America and limited data on the burgeoning video cassette recorder (VCR) field.

Section 8-1. Motion Pictures

Finances

Table 8-1 presents total box office receipts for motion pictures from 1929 to 1988. In 1929 gross receipts were \$720 million; in 1986 they were about \$3.8 billion; and in 1988, \$4.5 billion. The 1986 figure can be compared with the amount of total commercial advertising expenditures for television, about \$20 billion in 1986. Consumers now more frequently pay for entertainment indirectly through increased cost of the advertised consumer items. The use of pay TV, present in 51 percent of homes by 1989, and VCR's, present in 21 percent of homes by 1985 and 58 percent by 1988, is changing this somewhat (see table 8-22 and 8-28).

The historical data document the decrease in motion picture receipts as a percent of total admissions to recreational activity (from 88 percent at the peak in 1943 to 38 percent in 1987) and as a percent of total consumption expenditures (from 1.28 in 1943 to .14 in 1988) (table 8-1).

Tables 1-5a and 1-5b in chapter 1 include summary data on corporate profits from the motion picture industry from 1929 to 1986. These data indicate that profits peaked in 1946 as a percent of total profits and in constant dollars. They also show some increase in the period of the 1970's and 1980's

Motion Picture Distributors

Table 8-2 gives the percentage distribution of film rental market shares among distributors for 1970 to 1988, and table 8-3 includes the percentage distribution of the total share gross box office receipts by distributors in 1986. The film rental market shares, presented in table 8-2, represent the distributors' share of the box office

gross and, hence, are a preferred measure of distributor performance. As can be seen from tables 8-2 and 8-3, 9 to 14 major distributors account for virtually all of the market rental shares and box office gross. The top four or five appear to alternate in achieving the largest percent of film rental shares. In 1988 the largest share went to Buena Vista, and in 1987 and 1986 to Paramount with 20 and 22 percent respectively. In 1985 the largest share went to Warner Brothers with 18 percent and in 1984 to Paramount with 22 percent.

Costs of Production

Table 8-4 presents data on the range of film negative costs by major distributors in 1986 and 1987. This category represents the cost of producing the film. In 1987, the median category for cost of production was \$9 to \$12 million. Almost half of the 139 films (45 percent) cost \$12 million or over. Three films cost over \$30 million. About 15 percent were in the category of under \$6 million. 23 percent in the category \$6 to \$9 million, and 16 percent in the category \$9 to \$12 million.

Advertising Costs

In 1984, motion picture advertising costs totaled \$877.5 million and by 1987 they were over \$1.1 billion. The largest percent of advertising expenditures (68 percent in 1987) went to newspapers, with about 28 percent going to television, and the rest going to radio, magazines, and cable (table 8-5)

Admission Prices

Table 8-6 presents average admission prices from 1948 to 1988. In current dollars, the price has increased from an average of 36 cents in 1948 to an average of \$4.11 in 1988. In constant 1985 dollars, the data indicate that the price increased until about 1967 and then stabilized, and in constant dollars had had a small decline (as shown in chart 8-1).

Number of Motion Pictures Released

Data on the number of motion pictures released vary considerably, depending on which types of films and distributors are included. Tables 8-7 to 8-10 present summary data on film releases.

According to Motion Picture Association of America (MPAA) data from 1930 to 1982, major national distributors released 350 to 490 films per year in the 1930's and 1940's (table 8-7) After 1958, they declined to levels

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between 200 and 300 per year. In 1982, 208 new films were released by national distributors and 39 were re-released (table 8-7)

Table 8-8 presents data on films released by 90 distributors including independents. These data range from 426 to 515 films per year for the period of 1982 to 1988

Table 8-9 presents data on the numbers of films produced by both Motion Picture Association of America members and independent film producers. The table is based on the number of films rated by the MPAA and has larger figures than in table 8-7. For example, in 1982 the total number of films listed is 349, with independent sources representing 55 percent of the total.

Christopher Sterling and Timothy Haight in their 1978 book, The Mass Media. Aspen Institute Guide to Communications Industry Trends, note that despite the problems of classification and differing estimates.

The film industry is still completing its transition from its pre-television mass medium role to its present status as a more specialized entertainment medium. However, the overall trend in motion pictures is clear: a smaller annual output of the traditional Hollywood product and continued emphasis on products that cater to smaller, more specific, audiences¹

Motion Picture Ratings

Further information on the number of films released, as well the level of the subject matter, is provided by looking at the distribution of ratings. Data on the number of films rated and the distribution of ratings are presented in tables 8-11 to 8-14

The current motion picture rating code was developed in 1968. The old system of self regulation, which began with the establishment of the Motion Picture Association of America in 1922, involved seeking the Motion Picture Seal of Approval by the Production Code Administration. Major companies belonging to the MPAA voluntarily agreed not to distribute films not obtaining the seal of approval. Often films would be modified to obtain the seal. Jack Valenti, Executive Officer of the MPAA, cites several factors leading to the development of a new system. Among them were the Supreme Court Decision in the 1950's that brought about the separation of studio and

¹Christopher Sterling and Timothy Haight. The Mass Media. Aspen Institute Guide to Communications Industry Trends. Praeger Publishers, New York, 1978, p. 32

theatre ownership. He notes: "Out of the relinquishment of power from the big studios, came a thrust of the filmmaker to garner a larger share of the creative command decisions."² Among the other factors was the Supreme Court decision that States and cities have a constitutional power to prevent the exposure of children to books and films, a power which could not be extended to adults. Finally, cultural and social changes of the 1960's resulted in several major films being produced which conflicted with the formal rules in the Motion Picture Code. One film, "Blow Up," was denied the seal and then released by its producer, MGM, through a subsidiary company, thereby flouting the voluntary agreement of MPAA members not to release films without a Code seal

The 1968 system was developed by representatives of MPAA, the National Association of Theatre Owners (NATO), and the governing committee of the International Film Importers and Distributors of America (IFIDA). Under the new system, films would no longer be approved or disapproved. Instead, movies would be rated for parents. It would then be the parents' responsibility to make an informed decision on whether their children should attend. The categories included "G," for general patronage; "PG," parental guidance suggested; "R," no one under 17 admitted without parent (initially under 16), and "X," no one under 17 admitted. "PG-13" was added in 1984.

Film distributors are not required to submit a film for rating, but the vast number of films are submitted. The exception is pornographic films. Most of these are not submitted, but give themselves an "X" rating. This is the only rating which may be self applied. Hence, the tables in this report do not list the true number of "X" ratings. The NATO estimates that about 85 percent of exhibitors subscribe to the rating program and attempt to enforce it

Table 8-11 gives the distribution of ratings by category for the period 1968 to 1989. Since "X" rated films are generally not submitted, the table does not reflect a distribution including these films. A total of 8,605 films have been rated since 1968. Of those, almost half were "R" rated (48 percent), about one-third were rated "PG", and 11 percent were rated "G". The category "PG-13," introduced in 1984, has already been given to 4 percent of the films. About 4 percent received an "X" rating. Table 8-12 presents the MPAA rated films by producer. Just over half (57 percent) of the films rated have been distributed by independents, while 89 percent of the "X" rated and 66 percent of the "R" rated films were distributed by independents.

²Jack Valenti, "The Voluntary Movie Rating System." Encyclopedia of Exhibition, Wayne Green, ed. National Association of Theatre Owners, 1987, p 66

Table 8-15 presents the Academy Award winners for the three major categories (best actor, best actress, best picture) from 1927-28, the first year they were awarded, to 1988

Top Grossing Films

Table 8-16 gives the 50 top grossing films for 1987 and 1988. This table is interesting in that it gives an indication of the concentration of receipts. In 1988 the top 25 pictures accounted for \$1.87 billion in receipts, about 42 percent of total motion picture receipts.

Number of Theatre Screens

Data on the number of theatre screens, as on the number of films released, vary depending on the types of theatres included. The Census of Service Industries data (used for some years in table 8-17) include commercially operated four-wall and drive-in theatres primarily engaged in the exhibition of motion pictures. Establishments primarily engaged in commercial exhibition of motion pictures on an itinerant basis, with portable projection and sound equipment, are also included. Table 8-17, presenting data from 1948 to 1988, documents the decline from highs in the late 1940's (18,631) to lows in the 1960's (12,652 in 1963). These declines were followed by increases in the late 1970's and 1980's (up to a high of 23,555 in 1987). The recent increase in screens, however, in part reflects the trend to use multiple screens with smaller capacity for seating.

Movie Attendance

Movie attendance data are presented in tables 8-18 and 8-19. Table 8-18, taken from the Census Bureau Historical Statistics volume, documents the rise and decline in attendance over the period, 1922 to 1965. The data were developed on the basis of an index for weekly attendance and represent only approximations. They cannot be converted to yearly admissions and compared to the data in table 8-19. The data on yearly admissions from 1970 to 1988 in table 8-19 show some increases in the 1980's over the 1970's but in general indicate a rather flat trend since the mid 1970's. Table 8-20 presents data from a study sponsored by the Motion Picture Association of America, conducted by the Opinion Research Corporation, on frequency of attendance by age and marital status. Attendance is most frequent among teenagers, about half indicated they attended at least once a month.

American Film Institute

Table 8-21 presents summary data on the American Film Institute (AFI) from 1979 to 1988. The American Film Institute was established in 1967 to serve as a focus and center of coordination for the many individuals and institutions concerned with the moving image as art. The Institute receives about 18 percent of its budget from the National Endowment for the Arts. The rest of its funding comes from fundraising and revenue-generating activities. There are currently about 92,000 AFI members. A description of the activities of AFI is presented in the methodological note for table 8-21.

Section 8-2. Radio, Television and Recording

Table 8-22 presents summary statistics on utilization of selected media in the United States. These data are presented in more detail in the tables that follow.

Growth of the Television Industry

Tables 8-23 and 8-24 present data on the growth of television stations and households with television sets. The effective beginnings of television occurred shortly after the end of World War II. The proportion of television households climbed from essentially none at the end of World War II in 1946 to a significant 9.0 percent by 1950. From that point, growth was rapid, reaching 93 percent of the households by 1965 and virtual saturation of 98 percent by 1977; that percentage remained level through 1988. Meanwhile, the number of commercial stations has increased more than ninefold in 40 years to 919 in 1986 and there were 1,028 stations in 1988 (table 8-23). The rapid growth of households in possession of color receivers during the same time period should also be noted, with 89 percent of the homes equipped by 1981 (table 8-24).

Radios in Use

Radio households grew from 2 percent in 1922 to 81 percent in 1940 and reached 95 percent by 1950. By 1970, 99 percent of U.S. households had radios (table 8-25). Automobile radios are a significant part of the radio medium. There are many more automobiles than households with radio receivers (in 1981, 115 million compared with 80.5 million), because there are more cars than households in the United States. In 1972, the proportion of autos with radios was estimated at 95 percent, and this estimate has been arbitrarily assigned since that date because 100 percent is deemed impossible to achieve. However, auto radios had a slower growth rate than did household radios, with the Depression and war

years displaying a flat curve and even a decline. After the war, it took only five years to go from 23 percent in 1945 to 50 percent in 1950. It took 20 more years to reach 90 percent in 1970, and virtual saturation in another two years

Cable Television

With the postwar development of broadcast television across the country, many communities found that distance from transmitters, or hills blocking the line of sight, prevented acceptable reception. Community Antenna Television (CATV) was their solution, placing a suitable antenna atop a hill to pull in all available television signals. A cable network provided connections from the antenna to the homes of individual subscribers, who paid an installation charge as well as monthly fees. Thus, cable TV began in 1948.

The cable system idea spread from the areas of poor reception to areas with meager television service, in order to obtain more channels. When cable companies began to develop their own programs, the foundations of modern cable systems were born. However, expansion into the larger market areas was held up by the FCC, pending resolution of questions of regulation and property rights of broadcast television. The complicated disputes were settled in 1977, giving cable TV opportunities to move into all areas — provided the economics of the expansion were acceptable and local regulations could be met.

From 1952 to 1969, growth of cable television was confined to very small systems, and the percentage of TV homes with cable did not reach 3 percent until 1967.⁶ The growth of cable television since 1969 is shown in table 8-26. Whereas in 1970, with 2,490 systems, there were about 4.5 million subscribers, in 1988 there were 8,500 systems and over 48 millions subscribers. The steady increase in number of systems accelerated in the 1980's, so that by 1988 nearly 54 percent of the households with TV sets also subscribed to cable (table 8-26)

The distribution of cable systems, according to number of subscribers for 1989, is shown in table 8-27 (The total number of subscribers in this table disagrees with that for table 8-26 because these data were not available for all cable systems) The disparity between number of cable systems and number of subscribers is clearly seen in columns 3 and 5 of table 8-27. The 1.86 percent of the systems with 50,000 or more subscribers have 35 percent of all subscribers, while the systems with fewer than 3,500 subscribers (constituting 75 percent of the systems) have only about 11 percent of subscribers.

⁶Christopher Sterling, *Electronic Media*, p 28

Pay TV

During the early 1970's "pay TV" was also developing. Homes subscribing to cable, now called "basic subscribers," became eligible for special programming by paying a fee for additional channels. Home Box Office was created in 1972 to provide this service by showing movies on its channel. The channel signal was scrambled, and the subscriber could unscramble the signal by paying a monthly fee or, in some cases, a per-program fee. Soon other film services sprang up, as well as live sports coverage. The industry refers to these programs as pay units. Use of pay units, of course, increases the income of cable systems.

Table 8-28 presents statistics on the growth of pay unit subscriptions since 1973. Not all systems offer the extra pay cable channels, although the great majority do. A subscriber may order more than one pay channel; therefore the pay units shown in column 2 of table 8-28 show the total number of extra channels paid for, not the number of homes subscribing to pay channels. The ratio of total pay units to number of basic subscribers, shown in the last column of table 8-28, grew rapidly after the 1972 introduction, reaching 87.5 percent in 1984. In 1986 that ratio declined to 80.8 percent, but rose again by 1988 to 85 percent. However, the number of pay units has recently increased at a slower rate than the number of basic subscribers.

Another aspect of pay TV is distribution by satellites. Satellite communications technology permits transmission of television signals to any location with a receiving dish. This advance was especially valuable to isolated locations lacking broadcast TV and for which a cable system would be prohibitively expensive, but the use of dishes was by no means confined to those situations. By scrambling the signal, and charging for the de-scrambling device through monthly payments, the system operator could make a profit and bring unique programming to homes. Home Box Office was the first to exploit this technology in 1975. However, neither subscription television (STV) with its one-channel distribution, nor multi-channel distribution services (MDS), both based on satellite transmission to receiving dishes, could compete with multi-channel cable TV, and they have not become major factors in the pay TV market.

Penetration of the various formats for 1986 to 1989, with projections for 1990, is compared in tables 8-29a and 8-29b. Table 8-29a provides estimates of size, while table 8-29b shows proportions for certain key relationships. The small number of subscribers to the satellite-and-dish types of system is noted: backyard pay TV, MDS, STV, and SMATV (master antennas used in large apartment buildings) are all very small compared to cable TV

(table 8-29a). The number of backyard dishes appears to be slowly growing, estimated to be 3 million in 1990.

Table 8-29a shows the growth of a new service that has been available only since 1980 video shopping. Shopping channels are found on broadcast television, cable, STV, MDS, and SMATV. From 1986 to 1987, the proportion of all TV households having one or more video shopping channels increased from 23 to 60 percent, for 1990, it is projected at 71 percent (table 8-29b)

Slower growth in cable penetration is projected for 1989 and 1990 (table 8-29a). Coverage of the country by cable systems is already high, for 84 percent of households with TV were passed by cable in 1988. The proportion of homes with access to cable that actually subscribed in 1988 was 59 percent, and it is estimated that 62 percent of homes with TV will be basic cable subscribers in 1990 (table 8-29b).

Ownership and Control

Television

Multiple ownership of broadcast media has become common. The increase in group ownership of commercial television stations from 1948 to 1983 is shown in table 8-30. In 1948, 37.5 percent of all TV stations were group-owned; the proportion rose steadily to 73.3 percent owned by groups in 1983.

The top 15 group owners in television for 1959 and 1980 are shown in table 8-31. The column labeled "Net weekly circulation" discloses that the stations owned by the three big networks head the list in numbers of homes in their broadcast areas. Their stations are concentrated in the largest markets. Overall, however, the 87 stations owned by the top 15 corporations in 1980 constitute only 11 percent of the 734 commercial stations existing in 1980. In that same year, there were 144 groups owning a total of 506 stations (table 8-30). Subtracting the holdings of the top 15 leaves the remaining groups with an average of 3.3 stations per owner, compared with the average of 5.5 for the top 15. Group ownership is diffuse, and most firms broadcast to small markets. The fact that the FCC had, during that period, set a limit of seven television stations per owner (plus 7 AM and 7 FM radio stations) seems to have prevented great concentration in a few hands. In 1984, the FCC changed its rules on ownership, so that 12 television, 12 AM radio, and 12 FM radio stations were permissible for an owner.

Radio

Table 8-32 lists the top 15 group owners in radio in 1980. Two of the major networks (CBS and ABC) top the list in numbers of stations owned and, most importantly, in numbers of listeners reached in an average rating week. NBC ranks sixth in numbers of listener ratings, but 13th in number of stations. The other 12 owners, however, were not networks: they did not originate programs. Moreover, these 15 leading owners accounted for only 164 stations, which constituted 2 percent of the 7,714 AM and FM commercial stations broadcasting in that year.

Ownership by the Print Media

The newspaper-magazine industry has achieved a significant role in broadcast ownership. Table 8-33 demonstrates the steady progress of this industry in acquiring TV broadcast facilities. In 1980, there were 230 television stations owned by the press, which constituted 31 percent of the 734 commercial television stations counted that year. This cross-ownership of media has been controlled to some extent by the FCC's prohibiting a newspaper from owning more than one television or one radio station in the area served by the paper.

Minority Ownership

As seen in table 8-34, the ownership of radio and television stations by minority groups is negligible. Comparison of two years -- 1977 and 1982 -- displays some growth in minority ownership, particularly radio, which increased fourfold compared with a twofold increase for television. Nevertheless, only 2 percent of all radio stations have minority owners. According to Sterling, it is not clear how minority ownership was defined for these data, but it is assumed that majority control by members of one or more ethnic or racial minorities was the determinant.⁷

Cable

Multiple ownership is common in cable television. Table 8-35 presents data on the proportion of all cable subscribers served by the largest multiple system operators of cable systems for the years 1969 to 1981. There was a fairly rapid rise in the concentration of subscribers among multiple owners until 1973. A small decline then set in, but the degree of concentration began to increase again in 1979. By 1981, the four largest firms served 27.3 percent of all subscribers, while the largest 50 served 77.8 percent.

⁷ Christopher Sterling, *Electronic Media*, p. 44.

The top 50 multiple service operators for 1989 are listed in table 8-36, as obtained through Paul Kagan Associates. Together they serve 80 percent of Kagan's estimate of the total number of cable subscribers for 1987 in table 8-29a. These operators are a mix of companies, from those whose sole business is cable television to newspaper/magazine publishers, broadcasters, cinema producers, and others.

An insight into the size of cable systems is gained from table 8-37, which presents the 50 top cable systems in the country in terms of number of subscribers. The largest, in central Long Island, New York, had 472,225 basic subscribers in July 1989 up from 282,000 in May of 1987. The 50th, Heritage in Dallas, Texas, had 107,244 subscribers. Adding an indeterminate number of multiple pay units for many subscribers offers a glimpse of the potential in these large markets.

Financial Aspects of Electronic Media

Revenues, Expenses, and Profits: Commercial Television

The balance sheet for commercial television from 1948 to 1980 is shown in tables 8-38 and 8-39. The first table is concerned with the television networks and their owned and operated stations. The second table covers stations other than the network-owned, plus a summary for all stations. The data come from the FCC, which stopped collecting such statistics after 1980.

Until 1959 (table 8-38), separate figures for the networks and their stations were not available. It is noted that the networks' expenses exceeded revenues in the first three years during their start-up period, but pre-tax earnings grew rapidly after that. Looking separately at the networks and their stations, the profitability of the stations is clearly seen. The 15 network-owned stations had profit ratio percents ranging from the high 30's to mid 40's throughout much of this period, compared with single digit profit ratios for the three networks until 1973. These stations, of course, are located in the largest television markets and have the greatest potential for large profits. Also of interest is the comparison of earnings for networks and their stations: from 1959 (when data first became available) through 1971, pre-tax earnings for the 15 network-owned stations exceeded that of the networks by wide margins. By 1972, the networks were able to revise their advertising pricing structure, and their profits rose rapidly thereafter. Nevertheless, the 15 network owned stations still accounted for 39 percent of the networks' combined pre-tax earnings in 1980.

Turning to the stations not owned by the networks (table 8-39), as a group they started out by losing money. After 1950 they became profitable, with profit ratio percents ranging mostly from the low 20's to the low 30's. By 1980, the average profit per station (pre-tax) for the 710 stations not owned by networks was \$1,576,000 million. However, for the 15 network-owned stations (see table 8-38) the average profit in 1980 was \$13,900,000. This demonstrates the earnings potential for the largest markets.

The last part of table 8-39 sums the data for all commercial television, including the networks and their 15 stations. The industry's earnings before taxes rose from substantial losses in 1948 and 1949 to profits of \$552 million in 1972, and experienced a large jump from \$780 million in 1975 to \$1,250 million in 1976. It climbed steadily from that point to \$1,653 million in 1980.

Advertising on Television

Commercial television is supported by advertising. For 1987, advertising on television reached \$24 billion. Expenditures by advertisers for 1949 to 1987 are shown in table 8-40 and a breakdown of network billings from 1963 to 1987 is shown in table 8-41. Network expenditures refer to purchase by network advertisers for access to individual stations broadcasting the program, costs of producing the program, and costs of producing the commercial announcements, as well as commissions to advertising agencies. National spot expenditures refer to purchase of time by national advertisers on individual stations "spotted" or selected in various communities, usually for commercials adjacent to network or other programs on the individual stations. Spot expenditures in this context also cover purchase of "participation" as an advertiser on a station-supplied program.

The networks receive the largest disbursements from advertisers. Local expenditures for advertising are rising at a higher rate than those for network and spot advertising, for example, in the five years from 1980 to 1985, local advertising rose 93 percent, compared with 62 percent for networks and 84 percent for spot advertising. This has been a trend since 1965 and probably marks increasing activity by local as opposed to national advertisers.

Television Commercials

The television commercial has evolved from the early standard of 60 seconds to a 30-second format. Table 8-42 shows the change, which was brought about by increasing charges to advertisers for network time. From 1965 to 1981 the 30-second commercial rose from nothing to complete dominance. "Piggyback" commercials, whereby

an advertiser flashes messages in succession for two or more products, increased and then diminished during this period. The total time devoted to commercials by the three networks increased by 22 percent from 1967 to 1981. At the same time, the total number of commercials jumped 231 percent, a phenomenon that the average viewer may have noted without precise statistics.

The last two columns of this table illustrate an important change in the relationship of advertisers with television, the rise of multiple sponsorship. During the 1940's and 1950's, a single sponsor frequently supported a program, exercising influence over all aspects of the program and, of course, having exclusive advertising rights. The increasing expense of production and charges for time resulted in sharing by "participating" advertisers. The networks sold time on a program for each advertiser's commercials which obliterated the earlier identification of a program with a single sponsoring company.

Revenues, Expenses, and Profits: Radio

Radio networks, along with their owned and operated stations, had considerable earning power (pre-tax earnings) in the late 1930's and 1940's, according to table 8-43. However, the 1950's saw a decline in earnings until, by the end of the decade, they were in the red. This period, of course, coincides with the rise of television. The 1960's were little better for the networks, but it took until the late 1970's — an era characterized by high inflation — for them to show substantial pre-tax earnings. Because the data do not permit separate accounting for the networks and their stations, it cannot be determined from these numbers whether the stations were operating in the black while the networks were in decline, or whether both declined together. Information since 1980 is not available, since the FCC stopped collecting these data after that year.

The stations not owned by networks, on the other hand, never showed a deficit as a group. In the early years, they reached a peak in pre-tax earnings in 1944 (as did the networks and their stations), but dropped off and did not reach that level again until 20 years later. This decline in earnings occurred as the number of stations rapidly increased; instead of a natural growth in earnings with growth in number of stations, a reduction took place. However, this time span coincided with growth in the number of F.M. stations. This probably accounts in part for the lack of growth in total earnings, since FM was struggling for a foothold in those years, but AM stations were having problems as well from television's competition. These non-network stations finally established a strong earnings base by 1964 and continued thereafter, at a much faster rate of recovery than the networks.

Table 8-44 interprets the earnings figures of the previous table in terms of profitability. A profit ratio, derived by dividing pre-tax earnings by total revenue, reflects the changing fortunes of networks and other stations. Beginning in 1944, the non-network stations, almost without exception, showed higher profit ratios each year than the networks, until the networks suddenly reversed this in the mid 1970's.

Another view of the earnings differences between these two groups may be seen in the last two columns of table 8-44. In 1938, the networks and their 23 stations accounted for about as much of the profits in the industry as did the other 637 stations. Never again was the split between the two groups nearly equal. The networks' red ink years are reflected by 100 percent of industry profits belonging to the other stations in many years between 1956 and 1969. Even as the networks recovered in the late 1970's, they still accounted for less than 20 percent of industry profits.

Radio stations, as of 1980 and earlier, were not as profitable as television stations. A comparison of profit ratios in table 8-44 with those for television in tables 8-38 and 8-39 shows, for non-network stations, television ratios consistently about twice as high (or even greater) as those for radio since 1951.

Advertising Expenditures for Radio

Table 8-45 discloses advertising support for radio from 1935 to 1987. The networks include not only the four national ones (ABC, NBC, CBS, and Mutual) but also three large regional networks (Don Lee Network, Yankee Network, and Texas State Network). Advertising expenditures for radio reached \$6.5 billion in 1985 and were \$7.2 billion in 1987.

Comparing local and network advertising expenditures in table 8-45, network expenditures were considerably higher than local from 1935 to 1946. The next year, total local expenditures drew even with those of the networks, and then pulled away. At that point network expenditures actually declined to a low in 1961, then gradually rose until a spurt of growth in 1976 and after. Local advertising revenue, in contrast, rose annually from its beginning level of \$35 million in 1935, so that by 1985 its \$4.79 billion constituted 74 percent of the industry total. National spot revenues sustained constant growth over this period, never reaching the levels for local stations but permanently surpassing the networks in 1953. The difference between television and radio in network advertising is marked. In television the networks dominated the entire period even though local advertising gradually reduced their lead (table 8-41). Radio networks lost their dominance by the end of World War II — just as

television appeared on the scene -- and remained much smaller in advertising income.

Cost of Buying a Broadcast Station

Table 8-46 gives the number of transactions and the dollar volume of FCC approved transactions from 1954 to 1987. In 1987 the average price for a radio station was about \$8 million and for a TV station was about \$12 million. The average selling price for any one year may reflect sale of unusually large or small stations.

Revenues for Cable

The two major sources of income for cable are service charges to the subscriber and advertising. Cable charges to subscribers, shown in table 8-47 for the years 1975 through 1988, rose substantially during these 14 years. In 1975 the average pay rate was \$6.48 per month and in 1988 the average pay rate was \$14.45.

Cable advertising revenue data are only available beginning with 1980, and are shown in table 8-48. From 1980 to 1989 advertising income increased, from \$58 million to \$1,963 million. The bulk of this revenue went to the cable networks, which had 71 percent of the total advertising income for the industry in 1989. However, in the five years from 1983 to 1987, national/local spot revenue increased 428 percent, much faster than the networks' 190 percent. This shift toward local advertising parallels that found for broadcast television.

Advertising Expenditures: Electronic Versus Other Media

Table 8-49 compares advertising expenditures in various media for the years 1975 to 1987. Newspapers have held the largest share of all media throughout the period. Television (including cable) has been catching up, however. Whereas television had 19 percent of all advertising expenditures in 1975, compared with 30 percent for newspapers, in 1987 television's share was 22 percent and newspapers' was 27 percent. Expenditures for all media increased by 390 percent over the 12 years; television led with an increase of 463 percent, and direct mail was second with 461 percent, while newspapers increased by 349 percent. Local advertising predominates with newspapers, as it does with radio. The other media are either all national or balanced between the two.

Programming in Commercial Television

The content of both prime-time and daytime network television programming is given in table 8-50 for the years 1973 to 1982. Similar but not directly comparable data for audiences during the 7:00 to 11:00 PM period in 1987 are presented in table 8-51. For the years included in table 8-50, during prime time (7:00 to 11:00 PM) reductions took place in number of quarter-hours for variety shows, feature films, and suspense/mysteries; the time devoted to drama/adventure, situation comedies, and "other" increased. News does not appear in this table because the definition of prime time excludes the typical news programs occurring at 6:00 PM and 11:00 PM.

Daytime programs, which consisted principally of drama and quiz/audience participation in the mid-1970's, changed in the direction of even more drama but half the number of quiz/audience participation shows. Again, news is largely excluded by defining daytime television as 10:00 AM to 4:30 PM. In 1987 the largest number of programs and percent of average audiences went to situation comedies (table 8-51).

Violence in Television

The presence of violence in television programming has long been an issue. Gerbner's profile of violence on television networks for the years 1967 to 1980 is shown in table 8-52. Higher index numbers in this table indicate higher incidence of violence. Within each category of program year-to-year fluctuations are prevalent, but the overall level of violence for the category is summarized fairly well by the average profile in the last row of the table.

Cartoon programs have the highest average profile. There is controversy over the meaning of this finding. The question asked is: Does the type of incident shown in cartoons hold the same impact as the realistic and violent episode shown in crime and other regular programming? On the other hand, small children are the audience for cartoons, and the differential effect of "make believe" cartoon violence and other types of violence may not be comparable for them and for adults.

Comedy programs have the lowest of the average profiles, but they took a jump in violent episodes in 1976. The early evening period, which generally features family-type programs, has a considerably lower average profile than the later-evening period, although this is not true for every year (e.g., 1967 and 1979). The other categories of program have remained consistently high throughout the period.

Audiences for Commercial Broadcasting

Television Viewing

Viewing of television in the home is shown for the years 1955 to 1980, at five-year intervals, in table 8-53a. Similar data is presented for 1987 in tables 8-53b and 8-53c. The last line of table 8-53a documents a steady increase over this time span in the hours per day the average television set is used. Summary data in table 8-22 also document this increase -- from an average of 4.6 hours in 1950 to 7.1 in 1988. In tables 8-53a and 8-53b, in all time slots women were the most frequent viewers for the entire period, except for the 5 to 8 PM time slot in 1955, when children were predominant.

The percent of households viewing during the day (10:00 AM to 1:00 PM and 1:00 PM to 4:00 PM) has slowly increased, along with the proportion of viewers that are men. It is speculated that some of this increase may be related to the rise in proportion of retired men over those years. The proportion of men also increased slightly during prime time and somewhat more for the 11:00 PM to 1:00 AM time slot. The latter is the only time period in which the proportions of men and women are approaching equality. On the other hand, the proportion of viewers who are children has decreased very significantly in all time slots. Teenagers have been a small proportion of the viewers in all time periods.

The data cited above for children's use of television do not throw light on the frequently repeated observation that children are devoting a major portion of their lives to television viewing. However, table 8-54, providing demographic statistics of households by weekly hours of television viewing, lends indirect support to the observation. Viewing hours increase with size of the family unit, along with increased viewing time over the years for all family sizes. Families with children under 18 have much more viewing time than those with no children in that age range.

Radio Audiences

The demographics of the radio audience for three points in time are presented in table 8-55. Females tended to listen more than males in 1947 and 1968, but in 1982 there was no difference. Although data are scanty on use by age group, in general, the younger people listen more than older people. The age gap became particularly marked in 1982, with 45 percent of the 18-to-24-year-olds listening more than four hours a day, compared with 20 percent for those over 54, with intermediate age groups ranged in decreasing percents as well.

Format preferences and audience composition of radio audiences are presented in tables 8-56 and 8-57. The tables involve only commercial stations, and thus underrepresent the talk and classical music formats. Top 40 contemporary, album oriented rock and adult contemporary have the largest share of the radio market.

Public Television

Growth and Programming

Non-commercial public television was started in 1952, when the FCC allocated channels for educational television. VHF channels were made available, but growth in the number of stations was slow. Table 8-58 depicts the expansion of educational television from 1974 through 1986. By 1986 there were 305 stations, but the number of broadcasters was 178 because a number of States have networks to serve all regions within the State, with all stations carrying the same broadcast.

Broadcast hours and number of programs per station also grew steadily during this period. Analysis of program content reveals a small decline in the proportion of programs labeled "instructional," and a greater decline between 1974 and 1986 in the broadcasting of the Children's Television Workshop programs, "Sesame Street" and "The Electric Company" (table 8-59). This does not necessarily mean a reduction in children's programming, however, but possibly just a reduction in the proportion of hours devoted to it as other types of programming expand. The statistics reported here do not break out the time slots, and thus do not focus on whether children's programming at appropriate hours remains the same as in earlier years.

Among the categories in general content, the proportion of time devoted to information and skills has nearly doubled between 1974 and 1986. In 1986 this group of programs had the largest percentage of all program categories. Cultural content is second, and has maintained a level of about 20 percent over this time span (table 8-59). Cultural programs most frequently fall into the drama category (table 8-60). Music-dance is the second most frequent category.

Production of programs by local stations, which was at a modest level in 1974, declined by half by 1986 (table 8-59). Foreign producers are rising in importance. However, central public television production facilities have provided the largest proportion of programs, with the Children's Television Workshop an important second. The Public Broadcasting Service provides major distribution services.

Sources of Income

Table 8-61 presents the total amount and percentage distribution of sources of public broadcasting income for the years, 1973, 1983 and 1988. The years between 1973 and 1983 were ones of especially strong inflation and this is reflected in the growth in income, for these years. However, public broadcasting income has continued to grow, being over \$1 billion for 1988. More apparent is the growth in private income as a percentage of the total income, from 28 percent in 1973 to 51 percent in 1988. This reflects primarily a decline in the percent of State and local support. As a percentage of the total Federal support declined only from 21.7 percent to 18.9 percent over the period while State and local government support declined from 50 to 30 percent of the total over the same period.

Video Cassette Recorders in Use

Table 8-62 documents the increase in use of video cassette recorders since 1975. By 1985 an estimated 26 million were in use, and in 1987 an estimated 48 million were in use.

Selected Data on the Recording Industry

Tables 8-63 to 8-69 present data on the recording industry. Data are taken from the Recording Industry Association of America (RIAA) publication, Inside the Recording Industry: A Statistical Overview-1988 Update. This report is published yearly and summarizes recording industry sales, and consumer preferences and characteristics. The data on manufacturers unit shipments for all types of recordings indicate a recent upswing after declines in the early and mid-1980's, largely due to CD's and cassettes. Total units (LP's, singles, cassettes, compact disks) shipped were at 614 million in 1973, peaked at 726 million in 1978, declined to 577 million in 1982 and were at 706 million in 1987 (table 8-63).

In 1987 the majority of the dollar value of sales were in cassette tapes (50 percent). Compact disks continue to increase and were 32 percent of the total volume by 1987, up from 8 percent in 1985. LP's continue to decline, from 26 percent to 13 percent between 1985 and 1987 (table 8-64).

Table 8-65 presents data from consumer surveys conducted by Chilton Research for the years 1985 to 1987. About three-fourths of recording industry sales are to consumers under the age of 35, and almost one-third

(31 percent) are to consumers under the age of 20 (table 8-64). Of the 8 categories listed, rock recordings were 47 percent of the total percent of dollar volume (table 8-65)

Tables 8-66 to 8-67 present data on gold, platinum, and multi-platinum awards. As with recording sales shipments, the peak year for gold recordings was 1978. A description of criteria for awards is presented in the methodological note for table 8-66.

Table 8-68 presents data on US factory sales of consumer electronic products and table 8-69 presents data on U.S. imports and exports of prerecorded tapes and disks.

Section 8-3. Selected Data on Employment/Education in Motion Pictures and Broadcasting

This section presents selected data on employment in motion pictures and broadcasting. Additional relevant information is also presented in chapter 2.

Number of Employees

Table 8-70 presents data on the number of employees and the percent women employees in motion pictures and broadcasting from 1947 to 1986. The data are from the Bureau of Labor Statistics (BLS) Employment and Earnings series. Employment in motion pictures declined 30 percent between 1947 and 1963. After the 1960's, a slow rise ensued until, in 1986, employment was about 90 percent of what it had been in the 1940's. Employment in broadcasting increased from 87,000 in 1958 to 238,000 in 1986 (174 percent). The percent of women in motion pictures has always been higher than in broadcasting. The percent of women employees in motion pictures rose from 35 percent in 1960 to 42 percent in 1986. In broadcasting, the percent women increased from 23 percent in 1960 to 36 percent in 1986.

Employment in Radio and Television

The size of the workforce in radio and television for most years from 1930 to 1980 is given in table 8-71. These data are from the Federal Communications Commission, who apparently stopped keeping such statistics in 1980. The number of employees in television grew steadily from the industry's beginnings, while radio grew with the

increase in the number of stations up to about 1950. With competition from television in the 1950's, radio employment sagged, but picked up in the 1960's and has risen steadily since then. Given the large number of radio stations in 1980 (8,752) compared with the number of television stations in that year (1,011), the difference in total employees of nearly 20,000 persons reflects the difference in staffing of the individual stations for each medium. Radio stations have much smaller staffs than television stations. However, an estimate of the average number of employees per station cannot be accurately obtained from these data, since network employment is included as well.

The number of radio and television announcers, ranked by State, is given in table 8-72. The number of announcers grew substantially in each State from 1970 to 1980. The concentration ratio for each State, calculated by determining the correspondence of the national ratio of announcers to labor force to the State ratio, tended to be fairly stable over the decade. Small States, and those with large populations, in general had ratios below the national average, while the larger, less densely populated States had the larger ratios.

Minority and female employment in commercial and public television stations is shown in table 8-73. The source warns that the stations may overestimate minority employment. These data show little difference between commercial and public stations in minority employment, but public stations had slightly higher percents of women employees (32 percent for commercial and 39 percent for public in 1981). Both women and minorities show an increase in percent of employees between 1971 and 1980. Some of the increase in minority employment (from 8 to 17 percent) may be due to classification differences over the period. The category "minorities" includes blacks, Orientals, Native Americans, and Hispanic Americans.

Motion Picture and Television Unions

Table 8-74 presents data on membership of the American Federation of Television and Radio Artists (AFTRA), Screen Actors Guild (SAG), and Writers Guild of America West. The membership of AFTRA is confined to broadcasting and includes on-air personnel. The Screen Actors Guild consists of performers in theatrical films and television productions as well as in radio and television commercials. As discussed in chapter 2, there is considerable overlap of membership. In 1986, SAG membership was 62,660 and AFTRA membership was 63,839. Over half (55 percent) of SAG members also belonged to AFTRA, and 54 percent of AFTRA belonged to SAG.

Tables 8-75 to 8-82 present data obtained from Screen Actors Guild Membership in this union increased from 2,462 in 1933 to 31,522 in 1975. Since 1975, membership has more than doubled, reaching 72,305 by 1988 (table 8-75). Screen Actors Guild classifies type of work/earnings into four groups: theatrical, television, commercial, and industrial. Total member earnings were about \$748 million in 1986 and \$795 million in 1988 (table 8-78). Overall, the largest percent of member earnings was from commercials which constituted 38 percent of total earnings in 1988 (calculated from data in table 8-78). Television earnings were a close second, at 37 percent. Theatrical earnings were 23 percent, and industrials were only 1 percent of total earnings.

Overall most of the earnings are from the Hollywood (55-56 percent) or New York branch (34 percent) (table 8-76). Hollywood is especially dominant for theatrical and television earnings (60 and 71 percent, respectively, for 1988). The highest percent of commercial and industrial earnings is from New York (49 and 35 percent in 1986, and 39 and 25 percent in 1988, respectively) (table 8-77).

Of the total members in both 1986 and 1988, 30 percent had no SAG earnings over the year. Table 8-79a gives the average earnings for 1986 and 1988 by age category, and table 8-79b gives the distribution of earning category for 1988 only. Of the total active members in 1988, 75 percent earned less than \$5,000 (table 8-79b). The largest number of members were in the age category 30-39. Highest average earnings were in the age categories of 40-49, 50-59, and 90-99 (there were only 8 members in the 90-99 age group). In most years for which data are available, about 88 percent of the members had incomes under \$10,000 (table 8-80).

The data in table 8-81 show increases in the total membership in all ethnic groups and for both sexes between 1986 and 1988, but most especially in the Asian, black and caucasian categories. However, the distribution remained essentially the same for both years.

Data from SAG document the overrepresentation of males in performing roles. About 44 percent of the members of SAG were female in 1986 and 56 percent were male. In 1988 females were 42 percent and males 58 percent (table 8-81). Of those who had performing roles, about 66-67 percent were men and 33-34 percent were women (table 8-82).

Degrees in Communication

Modern media have spawned a great interest in the variety of careers in the communications fields. Table 8-83 presents the number of degrees awarded in the summary category of communications from 1971 to 1986. Greater detail of the fields included under the category "communications" and the number of graduates for 1984 is presented in table 3-42. In 1972, about 11,000 bachelors degrees were awarded in communication; by 1986, this number had increased to about 44,000. Starting with a preponderance of men in these subjects at the undergraduate level, the number of women drew even by 1979, and by 1986 constituted 60 percent of bachelors degrees. A similar pattern followed for masters degrees. In doctorates, the gap between women and men is closing (table 8-83).

Table 8-1.
Motion picture theatre box office receipts: 1929-1988

| Year | Admissions to motion picture theatres | Admissions to specified amusements (a) | Motion pictures as a percent of total admissions (b) | Personal expenditures | Motion pictures as a percent of personal consumption expenditures (b) |
|---------------------------|---------------------------------------|----------------------------------------|------------------------------------------------------|-----------------------|-----------------------------------------------------------------------|
| (dollars are in millions) | | | | | |
| 1929... | 720 | 913 | 78.86 | 77,251 | 0.93 |
| 1930..... | 732 | 892 | 82.06 | 69,916 | 1.05 |
| 1931..... | 719 | 854 | 84.19 | 60,482 | 1.19 |
| 1932..... | 527 | 631 | 83.52 | 48,591 | 1.08 |
| 1933..... | 482 | 573 | 84.12 | 45,811 | 1.05 |
| 1934..... | 518 | 625 | 82.88 | 51,344 | 1.01 |
| 1935..... | 556 | 672 | 82.74 | 55,764 | 1.00 |
| 1936..... | 626 | 759 | 82.48 | 61,556 | 1.01 |
| 1937..... | 676 | 818 | 82.64 | 66,621 | 1.01 |
| 1938..... | 665 | 816 | 81.25 | 64,032 | 1.04 |
| 1939..... | 659 | 821 | 80.27 | 66,968 | 0.98 |
| 1940..... | 735 | 904 | 81.31 | 70,979 | 1.04 |
| 1941..... | 809 | 995 | 81.31 | 80,765 | 1.00 |
| 1942..... | 1,022 | 1,204 | 84.88 | 88,592 | 1.15 |
| 1943..... | 1,275 | 1,455 | 87.63 | 99,407 | 1.28 |
| 1944..... | 1,341 | 1,563 | 85.80 | 108,151 | 1.24 |
| 1945..... | 1,450 | 1,714 | 84.60 | 119,493 | 1.21 |
| 1946..... | 1,692 | 2,056 | 81.90 | 143,808 | 1.18 |
| 1947..... | 1,594 | 2,003 | 79.58 | 161,742 | 0.99 |
| 1948..... | 1,506 | 1,918 | 78.52 | 174,749 | 0.86 |
| 1949..... | 1,451 | 1,872 | 77.51 | 178,135 | 0.81 |
| 1950..... | 1,376 | 1,781 | 77.26 | 191,966 | 0.72 |
| 1951..... | 1,310 | 1,716 | 76.34 | 207,066 | 0.63 |
| 1952..... | 1,246 | 1,655 | 75.29 | 217,093 | 0.57 |
| 1953..... | 1,187 | 1,605 | 73.96 | 229,665 | 0.52 |
| 1954..... | 1,228 | 1,672 | 73.44 | 235,841 | 0.52 |
| 1955..... | 1,326 | 1,801 | 73.63 | 253,665 | 0.52 |
| 1956..... | 1,394 | 1,899 | 73.41 | 266,007 | 0.52 |
| 1957..... | 1,126 | 1,655 | 68.04 | 280,409 | 0.40 |
| 1958..... | 992 | 1,534 | 64.50 | 289,461 | 0.34 |
| 1959..... | 954 | 1,571 | 60.73 | 310,768 | 0.31 |
| 1960..... | 956 | 1,652 | 57.87 | 324,903 | 0.29 |
| 1961..... | 955 | 1,680 | 56.68 | 334,995 | 0.29 |
| 1962..... | 945 | 1,757 | 53.78 | 335,217 | 0.28 |
| 1963..... | 942 | 1,820 | 51.76 | 374,578 | 0.25 |
| 1964..... | 951 | 2,922 | 49.48 | 400,381 | 0.24 |
| 1965..... | 1,067 | 2,123 | 50.26 | 430,154 | 0.25 |
| 1966..... | 1,119 | 2,310 | 48.44 | 464,793 | 0.24 |
| 1967..... | 1,128 | 2,404 | 46.92 | 490,358 | 0.23 |
| 1968..... | 1,294 | 2,653 | 48.77 | 535,932 | 0.24 |
| 1969..... | 1,400 | 2,903 | 48.23 | 579,711 | 0.24 |
| 1970..... | 1,429 | 3,141 | 45.50 | 618,796 | 0.23 |
| 1971..... | 1,350 | 3,359 | 40.19 | 668,171 | 0.20 |
| 1972..... | 1,583 | 3,487 | 45.40 | 773,034 | 0.22 |
| 1973..... | 1,524 | 3,870 | 39.38 | 809,885 | 0.19 |
| 1974..... | 1,909 | 4,621 | 41.31 | 889,603 | 0.21 |
| 1975..... | 2,115 | 4,775 | 44.29 | 979,070 | 0.22 |
| 1976..... | 2,036 | 4,076 | 49.95 | 1,089,867 | 0.19 |
| 1977..... | 2,372 | 4,986 | 47.57 | 1,204,441 | 0.20 |
| 1978..... | 2,643 | 5,802 | 45.55 | 1,346,475 | 0.20 |
| 1979..... | 2,821 | 6,284 | 44.89 | 1,507,167 | 0.19 |
| 1980..... | 2,749 | 6,438 | 42.70 | 1,668,059 | 0.16 |
| 1981..... | 2,960 | 6,864 | 43.12 | 1,849,080 | 0.16 |
| 1982..... | 3,445 | 7,540 | 45.69 | 1,984,894 | 0.17 |
| 1983..... | 3,766 | 8,252 | 45.64 | 2,155,920 | 0.17 |
| 1984..... | 4,031 | 9,535 | 42.28 | 2,430,455 | 0.17 |
| 1985..... | 3,749 | 9,556 | 39.23 | 2,629,352 | 0.14 |
| 1986..... | 3,778 | 10,345 | 36.52 | 2,799,845 | 0.13 |
| 1987..... | 4,252 | 11,100 (c) | 38.31 | 3,012,100 (c) | 0.14 |
| 1988..... | 4,458 | (d) | (d) | 3,227,500 (c) | 0.14 |

(a) Includes motion picture theatre, opera, and entertainments of nonprofit institutions and spectator sports. This figure should be distinguished from those in chapter 1 which exclude motion pictures.

(b) Data calculated based on information in this table.

(c) Estimate.

(d) Data not available.

Source: U.S. Department of Commerce, Social and Economic Administration, Bureau of Economic Analysis, Survey of Current Business and Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 107.

Table 8-2.
North American theatrical film rental market shares: 1970-1988

| Year | Columbia (c) | Fox | MGM/UA (a) | Paramount | Universal | Warner | Buena | | Tri-Star (c) |
|-----------|-----------------|-----|---------------|-----------|-----------|----------|-------|--------------|-----------------|
| | | | | | | Brothers | Vista | Orion (b) | |
| (percent) | | | | | | | | | |
| 1970..... | 14 | 19 | 9 | 12 | 13 | 5 | 9 | 3 | NA |
| 1971..... | 10 | 12 | 7 | 17 | 5 | 9 | 8 | 3 | NA |
| 1972..... | 9 | 9 | 15 | 22 | 5 | 18 | 5 | 3 | NA |
| 1973..... | 7 | 19 | 11 | 9 | 10 | 16 | 7 | 3 | NA |
| 1974..... | 7 | 11 | 9 | 10 | 19 | 23 | 7 | 4 | NA |
| 1975..... | 13 | 14 | 11 | 11 | 25 | 9 | 6 | 5 | NA |
| 1976..... | 8 | 13 | 16 | 10 | 13 | 18 | 7 | 5 | NA |
| 1977..... | 12 | 20 | 18 | 10 | 12 | 14 | 6 | 4 | NA |
| 1978..... | 11 | 13 | 11 | 24 | 17 | 13 | 5 | 4 | NA |
| 1979..... | 11 | 9 | 15 | 15 | 15 | 20 | 4 | 5 | NA |
| 1980..... | 14 | 16 | 7 | 16 | 20 | 14 | 4 | 2 | NA |
| 1981..... | 13 | 13 | 9 | 15 | 14 | 18 | 3 | 1 | NA |
| 1982..... | 10 | 14 | 11 | 14 | 30 | 10 | 4 | 3 | NA |
| 1983..... | 14 | 21 | 10 | 14 | 13 | 17 | 3 | 4 | NA |
| 1984..... | 16 | 10 | 7 | 21 | 8 | 19 | 4 | 5 | 5 |
| 1985..... | 10 | 11 | 9 | 10 | 16 | 18 | 3 | 5 | 10 |
| 1986..... | 9 | 8 | 4 | 22 | 9 | 12 | 10 | 7 | 7 |
| 1987..... | 4 | 9 | 4 | 20 | 8 | 13 | 14 | 10 | 5 |
| 1988..... | 3 | 11 | 10 | 16 | 10 | 11 | 20 | 7 | 6 |

NA - Not available.

Notes: The following summarizes information on newer, minor and defunct distributors. Notes a, b, c, h, and i refers to the above table, all other notes are general.

- (a) MGM/UA means the present distribution company as well as the "old" UA, which took over domestic distribution of MGM product later in 1973.
- (b) Includes old American International Pictures (1970-79), and Filmways Pictures (1980-81). Name changed to Orion in 1981.
- (c) Tri-Star Pictures began operation in April 1984, absorbed Columbia Pictures late 1987; Corporate name changed to Columbia Pictures Entertainment. Col and Tri-Star retain separate marketing controls, but certain administrative functions are performed by Triumph releasing, an entity which has no operational significance.
- (d) Embassy Pictures market shares as follows: 3 percent in 1980, 5 percent in 1981, 1 percent in 1983 and 1985, nil in 1984, insignificant in other years. Company bought by Columbia Pictures in 1985. Dino De Laurentiis acquired Embassy's theatrical production-distribution operations from Columbia later in 1985. Name changed to De Laurentiis Entertainment Group, and distribution operations resumed June 1986. Market share for 1986 just over 2 percent; for 1987, just over 1 percent.
- (e) Pre-'74, the "old" MGM market shares as follows: 4 percent in 1970, 9 percent in 1971, 6 percent in 1972 and 5 percent in 1973. Company exited distribution late in 1973.
- (f) National General Pictures (most of its release schedule being CBS-Cinema Center Films) market shares as follows: 7 percent in 1970, 8 percent in 1971, 3 percent in 1972 and 8 percent in 1973. NGP also released First Artists product under a commitment transferred to Warner Bros. in 1974 when NGP folded.
- (g) Cinerama Releasing Corp. (most of its releases being ABC Pictures product) market shares as follows: 3 percent over 1970-73 period. CRC folded thereafter.
- (h) Allied Artists Pictures had a 4 percent market share in 1974. Insignificant in other years. Lorimar acquired assets in 1981. Lorimar began domestic distribution operations in 1987. Warner Bros. acquired Lorimar in late 1988.
- (i) Formerly Disney.

Source: Daily Variety, Daily Variety, 1989.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, 1989, p. 110.

Methodological note: Feature film rentals from U.S. and Canadian theaters, expressed in percentages of total industry rentals (including those of minor distributors). This data table summarizes all earlier published annual distributor market share rankings. Although such boxoffice data is recently available, film rentals - the distributors' share of boxoffice gross - are preferable in measuring distributor performance. Percentages do not add to 100 percent in any year; the residual amount is accounted for by smaller and/or defunct distributors.

Table 8-3.
Box office market shares: 1986

| Rank Distribution* | Number of pictures | Market share (percent) |
|--------------------------------------------|--------------------|---------------------------|
| 1. Paramount..... | 19 | 22.2 |
| 2. Warner Brothers..... | 21 | 11.0 |
| 3. Disney..... | 12 | 10.1 |
| 4. Columbia..... | 17 | 9.5 |
| 5. Universal..... | 16 | 8.5 |
| 6. Fox..... | 21 | 8.1 |
| 7. Tri-Star..... | 18 | 7.1 |
| 8. Orion..... | 14 | 7.0 |
| 9. Metro-Goldwyn-Mayer/United Artists..... | 15 | 4.4 |
| 10. Cannon..... | 18 | 2.7 |
| 11. De Laurentiis Entertainment Group..... | 11 | 2.5 |
| 12. New World..... | 8 | 2.0 |
| 13. New Line..... | 5 | 1.1 |
| 14. Atlantic..... | 12 | 1.0 |

*Covers period January 6, 1986 to January 4, 1987.

Source: Reprinted by permission from Daily Variety, January 6, 1987. (Copyright)
As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1987, Wayne R. Green,
ed., New York, NY, p. 34.

Table 8-4.

Percentage distribution of range of film negative costs: 1986 and 1987 releases

| Number of each major's releases in each budget category: Budgets | | | | | | | |
|------------------------------------------------------------------|----------|---------|----------|-----------|-----------|-----------|-------|
| (in millions of dollars) | | | | | | | |
| Distributor (total) | 0-\$6 | \$6-\$9 | \$9-\$12 | \$12-\$15 | \$15-\$21 | \$21-\$30 | \$30+ |
| 1986 | | | | | | | |
| | (number) | | | | | | |
| Buena Vista (7)..... | 0 | 0 | 2 | 4 | 1 | 0 | 0 |
| Columbia (18)..... | 5 | 5 | 4 | 4 | 0 | 0 | 0 |
| De Laurentiis Entertainment | | | | | | | |
| Group (11)..... | 3 | 4 | 1 | 1 | 1 | 1 | 0 |
| MGM/UA (10)..... | 1 | 2 | 3 | 1 | 3 | 0 | 0 |
| Orion (15)..... | 3 | 6 | 5 | 0 | 0 | 1 | 0 |
| Paramount (15)..... | 2 | 6 | 2 | 2 | 1 | 2 | 0 |
| Tri-Star (19)..... | 6 | 1 | 5 | 3 | 3 | 1 | 0 |
| 20th Century Fox (17)..... | 4 | 2 | 2 | 2 | 6 | 1 | 0 |
| Universal (13)..... | 4 | 2 | 1 | 2 | 2 | 1 | 2 |
| Warner Brothers (17)..... | 5 | 3 | 1 | 3 | 1 | 4 | 0 |
| *Total releases (142)..... | 33 | 31 | 26 | 22 | 18* | 11 | 2 |
| 1987 | | | | | | | |
| Buena Vista (11)..... | 3 | 0 | 4 | 4 | 0 | 0 | 0 |
| Columbia (15)..... | 1 | 7 | 2 | 3 | 1 | 0 | 1 |
| De Laurentiis Entertainment | | | | | | | |
| Group (12)..... | 2 | 5 | 3 | 1 | 1 | 0 | 0 |
| MGM/UA (12)..... | 3 | 3 | 1 | 3 | 0 | 1 | 1 |
| Orion (16)..... | 0 | 5 | 6 | 4 | 1 | 0 | 0 |
| Paramount (12)..... | 1 | 5 | 1 | 2 | 1 | 2 | 0 |
| Tri-Star (7)..... | 3 | 1 | 2 | 5 | 4 | 2 | 0 |
| 20th Century Fox (13)..... | 2 | 2 | 2 | 3 | 4 | 0 | 0 |
| Universal (16)..... | 4 | 5 | 1 | 0 | 4 | 2 | 0 |
| Warner Brothers (15)..... | 2 | 0 | 0 | 5 | 3 | 4 | 1 |
| Total releases (139)..... | 21 | 33 | 22 | 30 | 19 | 11 | 3 |

Note: Excludes foreign-language films and documentaries/specialized releases.

*Column total adds to 18; however, the total in the source is 19. Total releases adds to 143 but is 142 in source.

Source: Reprinted by permission from Daily Variety, July 29, 1987. (Copyright)

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1987, Wayne Green, ed., New York, NY, 1987, p. 29.

Table 8-5.
Motion picture advertising expenditures by media: 1984-1987

| Media | 1984 | | 1986 | | 1987 | |
|-----------------|-----------|------------|-----------|------------|-----------|------------|
| | Share | Dollars | Share | Dollars | Share | Dollars |
| | (percent) | (millions) | (percent) | (millions) | (percent) | (millions) |
| Newspapers..... | 69.5 | 609.8 | 68.9 | 674.5 | 67.9 | 780.9 |
| Network TV..... | 19.0 | 167.2 | 14.6 | 143.1 | 12.7 | 146.0 |
| Local TV..... | 8.3 | 72.6 | 12.3 | 120.1 | 14.8 | 170.3 |
| (All TV)..... | (27.4) | (239.8) | (26.9) | (263.2) | (27.5) | (316.3) |
| Radio..... | 2.6 | 23.0 | 1.8 | 17.4 | 2.6 | 29.8 |
| Magazines..... | 0.6 | 4.9 | 0.7 | 6.7 | 0.4 | 4.9 |
| Cable..... | NA | NA | 1.7 | 17.0 | 1.5 | 17.2 |
| Outdoor..... | NA | NA | NA | NA | 0.1 | 1.3 |
| Total..... | 100.0 | 877.5 | 100.0 | 978.8 | 100.0 | 1,150.4 |

NA - Not available.

Source: U.S. Economic Review, various issues. Table prepared by Motion Picture Association of America, Inc.
As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 122.

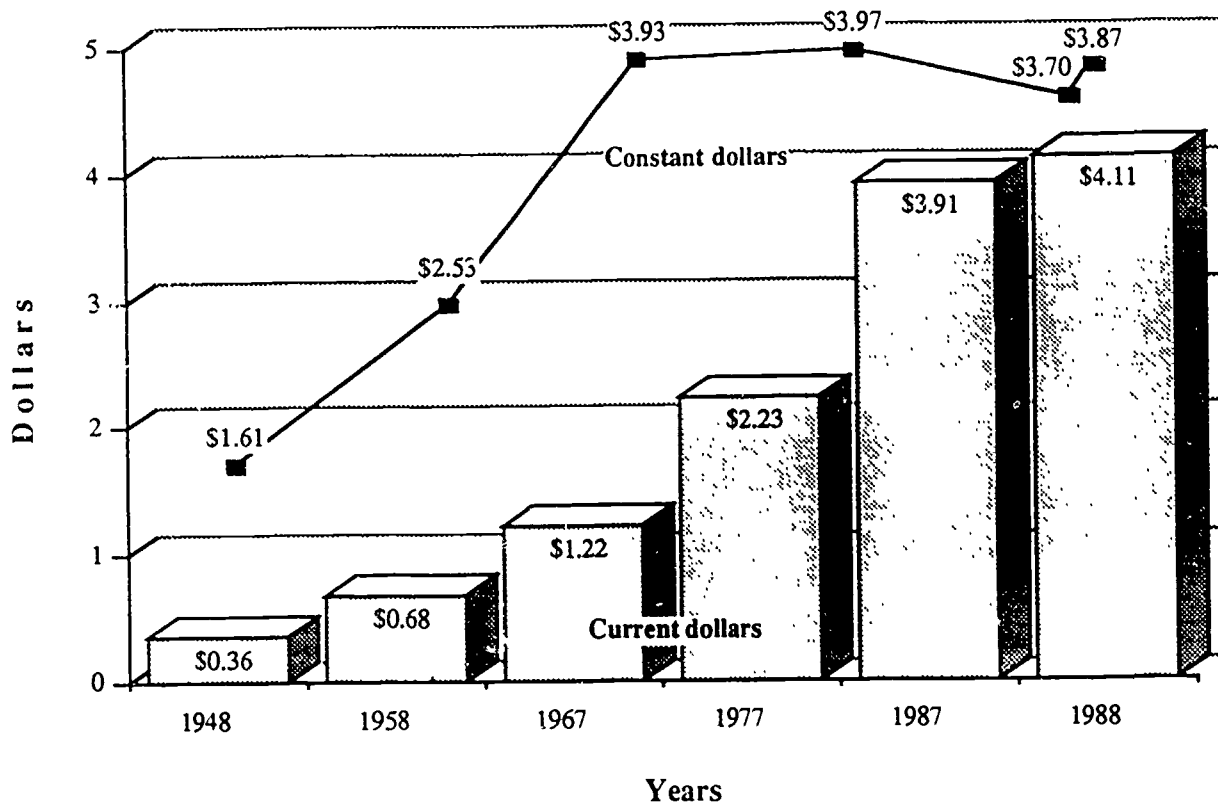
Table 8-6.

Average motion picture admission prices, selected years: 1948-1988

| Year | New releases |
|-----------|--------------|
| 1948..... | \$0.36 |
| 1954..... | 0.49 |
| 1958..... | 0.68 |
| 1963..... | 0.86 |
| 1967..... | 1.22 |
| 1971..... | 1.65 |
| 1974..... | 1.89 |
| 1975..... | 2.03 |
| 1976..... | 2.13 |
| 1977..... | 2.23 |
| 1978..... | 2.34 |
| 1979..... | 2.47 |
| 1980..... | 2.69 |
| 1981..... | 2.78 |
| 1982..... | 2.94 |
| 1983..... | 3.15 |
| 1984..... | 3.36 |
| 1985..... | 3.55 |
| 1986..... | 3.71 |
| 1987..... | 3.91 |
| 1988..... | 4.11 |

Source: National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., Hollywood, CA, p. 109.

Chart 8-1.
Average motion picture admission prices: selected years 1948-1987



Source: National Association of Theatre Owners; See table 8-6 for full citation.

Table 8-7.
Number of motion pictures released by national distributors: 1930-1982

| | New | Re-issues | Total |
|-----------|-----|-----------|-------|
| 1930..... | NA | NA | 355 |
| 1931..... | 344 | 1 | 345 |
| 1932..... | 357 | 1 | 358 |
| 1933..... | 376 | 3 | 379 |
| 1934..... | 389 | NA | 389 |
| 1935..... | 388 | 3 | 391 |
| 1936..... | 413 | 10 | 423 |
| 1937..... | 487 | 10 | 497 |
| 1938..... | 448 | 20 | 468 |
| 1939..... | 468 | 15 | 483 |
| 1940..... | 472 | 3 | 475 |
| 1941..... | 497 | 7 | 504 |
| 1942..... | 484 | 8 | 492 |
| 1943..... | 426 | 6 | 432 |
| 1944..... | 409 | 6 | 415 |
| 1945..... | 367 | 8 | 375 |
| 1946..... | 383 | 17 | 400 |
| 1947..... | 371 | 55 | 426 |
| 1948..... | 398 | 50 | 448 |
| 1949..... | 406 | 85 | 491 |
| 1950..... | 425 | 48 | 473 |
| 1951..... | 411 | 28 | 439 |
| 1952..... | 353 | 33 | 386 |
| 1953..... | 378 | 36 | 414 |
| 1954..... | 294 | 75 | 369 |
| 1955..... | 281 | 38 | 319 |
| 1956..... | 311 | 35 | 346 |
| 1957..... | 363 | 19 | 382 |
| 1958..... | 327 | 25 | 352 |
| 1959..... | 236 | 18 | 254 |
| 1960..... | 233 | 15 | 248 |
| 1961..... | 225 | 15 | 240 |
| 1962..... | 215 | 24 | 237 |
| 1963..... | 203 | 20 | 223 |
| 1964..... | 227 | 15 | 242 |
| 1965..... | 257 | 22 | 279 |
| 1966..... | 231 | 26 | 257 |
| 1967..... | 229 | 35 | 264 |
| 1968..... | 241 | 17 | 258 |
| 1969..... | 241 | 10 | 251 |
| 1970..... | 267 | 39 | 306 |
| 1971..... | 281 | 32 | 313 |
| 1972..... | 273 | 39 | 312 |
| 1973..... | 229 | 38 | 267 |
| 1974..... | 223 | 45 | 268 |
| 1975..... | 177 | 38 | 215 |
| 1976..... | 177 | 29 | 206 |
| 1977..... | 154 | 32 | 186 |
| 1978..... | 171 | 20 | 191 |
| 1979..... | 188 | 26 | 214 |
| 1980..... | 193 | 42 | 235 |
| 1981..... | 200 | 40 | 240 |
| 1982..... | 208 | 39 | 247 |

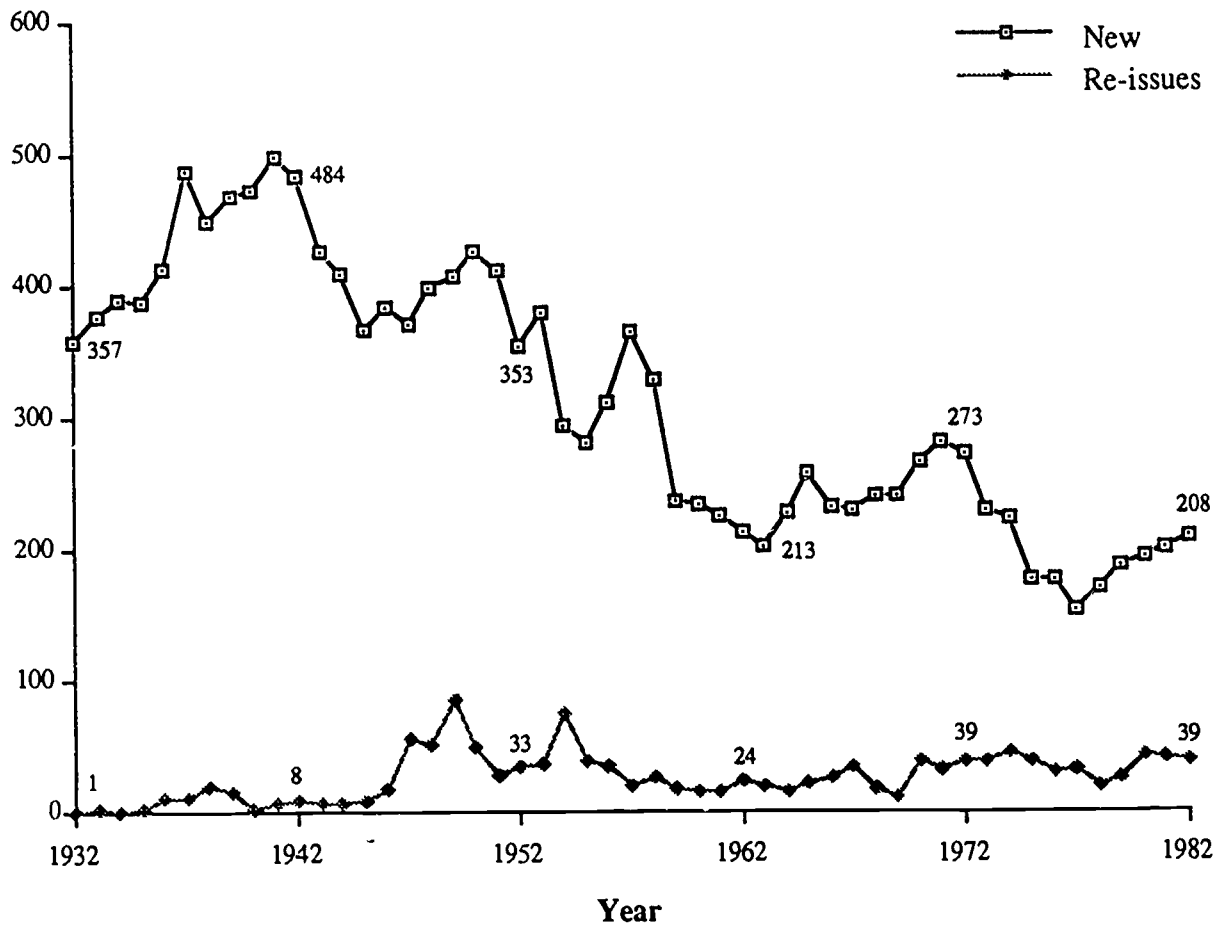
NA - Not available.

Note: Figures reflect major studio output only. Series continues in table 8-8 however figures in table 8-8 reflect all films released theatrically in the U.S.

Source: Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1982, Jim Kozak, ed., North Hollywood, CA, p. 100.

Chart 8-2.
Number of motion pictures released by national distributors: 1932-1982



Source: Motion Picture Association of America; See table 8-7 for full citation.

Table 8-8.
 Motion pictures released in the United States by U.S. distributors:
 1982-1988

| Year | New releases | Re-issues | Total |
|------------|--------------|-----------|-------|
| 1982..... | 359 | 71 | 430 |
| 1983*..... | 397 | 99 | 496 |
| 1984*..... | 387 | 128 | 515 |
| 1985*..... | 368 | 82 | 450 |
| 1986*..... | 394 | 32 | 426 |
| 1987..... | 475 | 19 | 494 |
| 1988..... | 454 | 18 | 472 |

*Reflects all films released theatrically in the U.S.

Source: Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 100.

Table 8-9.
Nineteen years of independent film production: 1969-1988

| 12 months ended May 31 | Independent (b) sources | All (c) sources | Independent share (percent) |
|------------------------|----------------------------|--------------------|---------------------------------------|
| 1969 (a)..... | 30 | 277 | 10.8 |
| 1970..... | 133 | 410 | 32.4 |
| 1971..... | 246 | 505 | 48.7 |
| 1972..... | 239 | 490 | 48.8 |
| 1973..... | 294 | 542 | 54.2 |
| 1974..... | 357 | 557 | 64.1 |
| 1975..... | 292 | 449 | 65.0 |
| 1976..... | 312 | 462 | 67.5 |
| 1977..... | 299 | 425 | 70.4 |
| 1978..... | 225 | 343 | 65.6 |
| 1979..... | 189 | 337 | 56.1 |
| 1980..... | 205 | 342 | 59.9 |
| 1981..... | 171 | 312 | 54.8 |
| 1982..... | 192 | 349 | 55.0 |
| 1983..... | 154 | 315 | 48.9 |
| 1984..... | 144 | 311 | 46.3 |
| 1985..... | 170 | 320 | 53.1 |
| 1986..... | 193 | 347 | 55.6 |
| 1987..... | 380 | 515 | 73.7 |
| 1988..... | 352 | 513 | 68.6 |

Note: Based on independent-mode features which received Motion Picture Association of America (MPAA) film ratings.

(a) Data for 1969 only for seven months, since ratings system began November 1, 1968.

(b) Excludes production for major companies by affiliated independent units, also films acquired by negative pickup, and other deals at various stages of production. However, it includes many films later acquired for release by MPAA and other prominent distributors.

(c) Includes films from independents plus MPAA, Walt Disney Productions, Orion (Filmways/AIP), and their affiliates.

Source: Motion Picture Association of America data, updated and arranged by Daily Variety, Daily Variety 1989. (Copyright)

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 105.

Table 8-10.

Motion pictures released by Motion Picture Association of America member firms: 1982-1986

| Year | New releases | Re-issues | Total |
|------------|--------------|-----------|-------|
| 1982..... | 149 | 26 | 175 |
| 1983..... | 165 | 25 | 190 |
| 1984..... | 151 | 15 | 166 |
| 1985... .. | 134 | 15 | 149 |
| 1986..... | 128 | 5 | 133 |

Note: Members of the Motion Picture Association of America include Columbia Pictures, Walt Disney/Buena Vista, Embassy Pictures (now De Laurentiis Entertainment Group), MGM/UA, Orion, Paramount, 20th Century Fox, Universal, and Warner Brothers.

Source: Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1987, Wayne R. Green, ed., New York, NY, p. 23.

Table 8-11.
 Classification and ratings of motion pictures:
 November 1, 1968 - May 1989

| Percentage of pictures rated 1968-May 1989(a) | | | | |
|-----------------------------------------------|----|-----------|----|------------------------------|
| G | PG | PG-13 (b) | R | X |
| 11 | 33 | 4 | 48 | 4 (of those submitted) |

(a) Total number of pictures rated was 8,605.

(b) PG-13 rating went into effect July 1, 1984.

Source: Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 103.

Methodological note: The rating system, begun in 1968, is administered by the Motion Picture Association of America, Classification and Rating Administration. The categories are defined as follows:

G: General Audiences - Nothing that would offend parents for viewing by children.

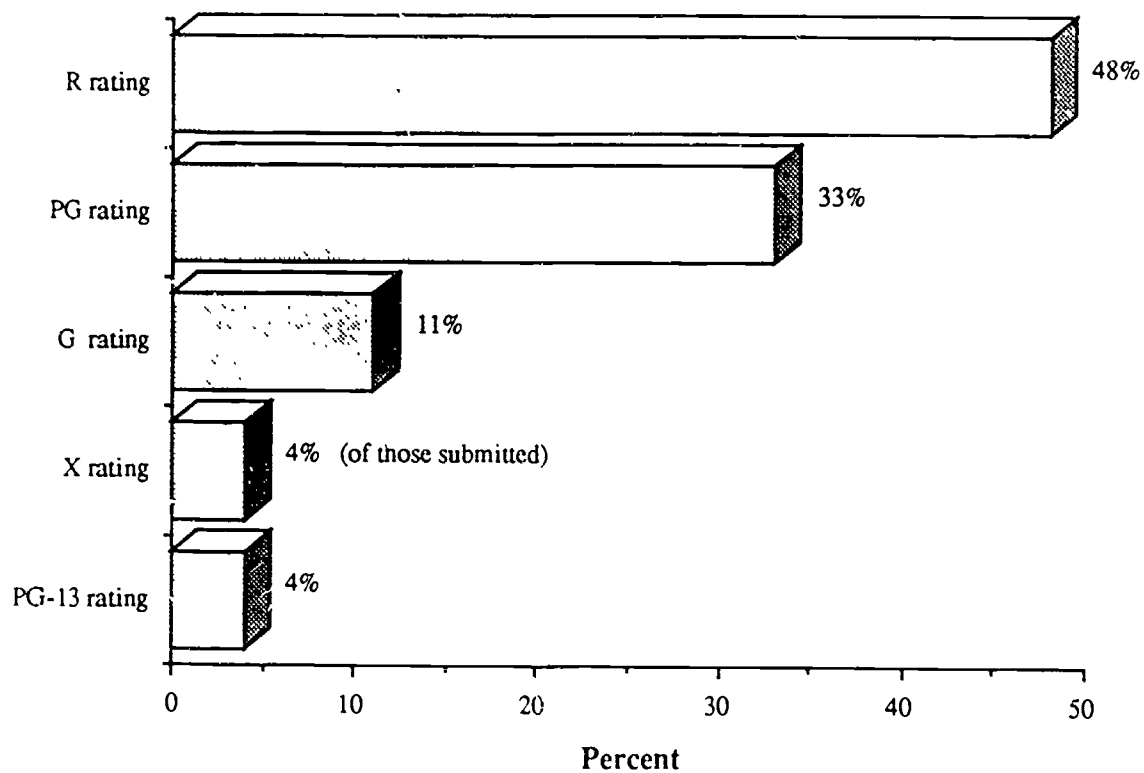
PG: Parental Guidance Suggested - Parents urged to give "parental guidance." May contain some material parents might not like for their young children.

PG-13: Parents Strongly Cautioned - Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers.

R: Restricted - Contains some adult material. Parents are urged to learn more about the film before taking their young children with them.

X: No One Under 17 Admitted - Patently adult. Children are not admitted.

Chart 8-3.
Distribution of motion picture ratings: 1968-May, 1989



Note: Total number of pictures rated was 8,605

Source: National Association of Theatre Owners; See table 8-11 for full citation.

Table 8-12.
 Motion Picture Association of America ratings totals by distributor:
 November 1968-May 1989

| Distributor | Ratings box score | | | | | Total |
|--------------------------|-------------------|-------|--------|-------|-----|-------|
| | G | PG | PG-13* | R | X | |
| Allied Artists..... | 6 | 23 | 0 | 21 | 5 | 55 |
| Buena Vista..... | 114 | 33 | 5 | 12 | 0 | 164 |
| Cinerama Releasing..... | 15 | 46 | 0 | 28 | 1 | 90 |
| Columbia..... | 41 | 197 | 25 | 152 | 2 | 417 |
| DEG (Embassy)..... | 11 | 78 | 5 | 99 | 5 | 198 |
| Metro-Goldwyn-Mayer..... | 79 | 103 | 14 | 102 | 2 | 300 |
| National General..... | 21 | 37 | 0 | 21 | 1 | 80 |
| Orion..... | 16 | 167 | 22 | 154 | 2 | 361 |
| Paramount..... | 60 | 155 | 24 | 145 | 7 | 391 |
| Tri-Star..... | 2 | 18 | 23 | 49 | 0 | 92 |
| 20th Century Fox..... | 29 | 187 | 20 | 126 | 2 | 364 |
| United Artists..... | 43 | 204 | 3 | 122 | 8 | 380 |
| Universal..... | 49 | 190 | 21 | 135 | 2 | 397 |
| Warner Brothers..... | 42 | 197 | 24 | 187 | 0 | 450 |
| Independent..... | 386 | 1,241 | 171 | 2,763 | 305 | 4,866 |
| Total..... | 914 | 2,876 | 357 | 4,116 | 342 | 8,605 |

* PG-13 rating went into effect July 1, 1984.

Source: Motion Picture Association of America, Inc.
 As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed.,
 North Hollywood, CA, p. 103.

Table 8-13.
Recent primary sources of independent pictures:
June 1, 1986 - May 31, 1987

| Volume rank | Rank last year | Number of pictures | Company | Ratings | | | | | Total |
|-------------|----------------|--------------------|-----------------------------------------------|---------|----|-------|-----|---|-------|
| | | | | G | PG | PG-13 | R | X | |
| 1. | 1. | 27 | Cannon..... | 2 | 10 | 3 | 27 | 0 | 42 |
| 2. | 2. | 23 | New World..... | 0 | 5 | 3 | 20 | 0 | 28 |
| 3. | 3. | 12 | Atlantic Releasing..... | 1 | 1 | 3 | 5 | 0 | 10 |
| 3. | 6. | 5 | Shapiro Entertainment..... | 0 | 1 | 2 | 7 | 0 | 10 |
| 3. | NA | NA | Vestron..... | 0 | 1 | 2 | 7 | 0 | 10 |
| 4. | NA | NA | Concorde..... | 0 | 1 | 1 | 7 | 0 | 9 |
| 4. | 4. | 8 | Empire..... | 0 | 0 | 0 | 9 | 0 | 9 |
| 5. | NA | NA | Island Alive..... | 0 | 0 | 3 | 5 | 0 | 8 |
| 6. | 8. | 3 | Hemdale..... | 0 | 2 | 0 | 5 | 0 | 7 |
| 7. | NA | NA | Cinetel..... | 0 | 1 | 0 | 5 | 0 | 6 |
| 7. | NA | NA | New Century/Vista..... | 0 | 1 | 2 | 3 | 0 | 6 |
| 7. | 7. | 4 | Skouras..... | 0 | 2 | 2 | 2 | 0 | 6 |
| 7. | 7. | 4 | Troma..... | 0 | 1 | 0 | 5 | 0 | 6 |
| 8. | NA | NA | Embassy Home Entertainment..... | 0 | 1 | 0 | 4 | 0 | 5 |
| 8. | NA | NA | International Film Marketing..... | 0 | 1 | 1 | 3 | 0 | 5 |
| 9. | NA | NA | Academy Home Entertainment..... | 0 | 1 | 1 | 2 | 0 | 4 |
| 9. | NA | NA | Concorde Cinema Group..... | 0 | 1 | 1 | 2 | 0 | 4 |
| 9. | NA | NA | Cineplex Odeon..... | 0 | 0 | 0 | 4 | 0 | 4 |
| 9. | 4. | 8 | Samuel Goldwyn..... | 1 | 0 | 0 | 3 | 0 | 4 |
| 9. | NA | NA | Trans World Entertainment..... | 0 | 0 | 2 | 2 | 0 | 4 |
| 10. | NA | NA | Circle Releasing..... | 0 | 1 | 0 | 2 | 0 | 3 |
| 10. | NA | NA | Crown International..... | 0 | 1 | 0 | 2 | 0 | 3 |
| 10. | NA | NA | Miramax..... | 0 | 1 | 1 | 1 | 0 | 3 |
| 10. | NA | NA | The Movie Store..... | 0 | 0 | 0 | 3 | 0 | 3 |
| 10. | 8. | 3 | New Line..... | 0 | 0 | 1 | 2 | 0 | 3 |
| 10. | NA | NA | Platinum..... | 0 | 0 | 0 | 3 | 0 | 3 |
| 10. | NA | NA | Seymour Borde & Associates..... | 0 | 0 | 1 | 2 | 0 | 3 |
| | | | Total, above companies..... | 4 | 33 | 29 | 146 | 0 | 212 |
| | | | Total, all other independent sources (a)..... | 1 | 9 | 14 | 41 | 0 | 65 |
| | | | Overall independent total (a) .. | 5 | 42 | 43 | 187 | 0 | 277 |
| | | | Grand total, all sources (b)..... | 7 | 81 | 74 | 256 | 1 | 419 |

NA - No pictures made.

Note: Based on three or more film ratings issued by the Classification and Rating Administration during the period June 1, 1986 through May 31, 1987.

(a) Separately identifiable companies, not affiliated with Motion Picture Association of America (MPAA) member companies or Orion (Filmways/AIP).

(b) Includes all independent products, those from MPAA companies and affiliated producing units plus Orion (Filmways/AIP). Since 1986, Island Alive has split into two separate distribution entities, as has Concorde/Cinema Group.

Source: Reprinted by permission from Daily Variety, June 15, 1987. (Copyright)

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1987, Wayne R. Green, ed., New York, NY, p. 35.

Table 8-14.

Nineteen years of independent film production-distribution ratings:
1969-1987

| Twelve months ended May 31 | Film ratings | | | | | Total |
|----------------------------|--------------|----|-------|-----|------|-------|
| | G | PG | PG-13 | R | X | |
| 1969* | 12 | 7 | NA | 7 | 4 | 30 |
| 1970 | 25 | 42 | NA | 54 | 12 | 133 |
| 1971 | 33 | 68 | NA | 96 | 4 | 241 |
| 1972 | 32 | 89 | NA | 100 | 23 | 244 |
| 1973 | 29 | 92 | NA | 167 | 6 | 294 |
| 1974 | 47 | 93 | NA | 192 | 25 | 357 |
| 1975 | 30 | 93 | NA | 157 | 12 | 292 |
| 1976 | 39 | 83 | NA | 163 | 27 | 312 |
| 1977 | 35 | 78 | NA | 141 | 45 | 299 |
| 1978 | 32 | 71 | NA | 106 | 16 | 255 |
| 1979 | 10 | 59 | NA | 98 | 22 | 189 |
| 1980 | 12 | 61 | NA | 104 | 28 | 205 |
| 1981 | 4 | 52 | NA | 78 | 37 | 171 |
| 1982 | 2 | 53 | NA | 127 | 10 | 192 |
| 1983 | 10 | 38 | NA | 108 | (-2) | 154 |
| 1984 | 3 | 32 | NA | 109 | 0 | 144 |
| 1985 | 8 | 28 | 13 | 120 | 2 | 170 |
| 1986 | 7 | 32 | 26 | 129 | (-1) | 193 |
| 1987 | 5 | 42 | 43 | 187 | 0 | 277 |

NA - Not applicable; this category was not used until 1984.

Note: Based on Daily Variety's running tabulation of ratings issued by the Classification and Rating Administration of the Motion Picture Association of America (MPAA). Excludes production for major companies by affiliated independent units, films acquired for release by majors via negative pickup, and other deals made in various stage of production. Includes, however, many films later acquired for release by MPAA and other prominent companies. MPAA data, updated and arranged by Daily Variety.

*Data only for seven months, since rating system began November 1, 1968.

Source: Reprinted by permission from Daily Variety, June 15, 1987. (Copyright)
As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1987, Wayne R. Green, ed., New York, NY, p. 36.

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Table 8-15.

Top three annual winners of the Academy Awards: 1927-1988 (continued on next page)

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1927-28 | 1941 | 1954 |
| Actor: Emil Jannings, "The Way of All Flesh"; Actress: Janet Gaynor, "Seventh Heaven"; Picture: "Wings" | Actor: Gary Cooper, "Sergeant York"; Actress: Joan Fontaine, "Suspicion"; Picture: "How Green Was My Valley." | Actor: Marlon Brando, "On the Waterfront"; Actress: Grace Kelly, "The Country Girl"; Picture: "On the Waterfront" |
| 1928-29 | 1942 | 1955 |
| Actor: Warner Baxter, "In Old Arizona"; Actress: Mary Pickford, "Coquette"; Picture: "Broadway Melody" | Actor: James Cagney, "Yankee Doodle Dandy"; Actress: Greer Garson, "Mrs. Miniver"; Picture: "Mrs. Miniver". | Actor: Ernest Borgnine, "Marty"; Actress: Anna Magnani, "The Rose Tattoo"; Picture: "Marty." |
| 1929-30 | 1943 | 1956 |
| Actor: George Arliss, "Disraeli"; Actress: Norma Shearer, "The Divorcee"; Picture: "All Quiet on the Western Front" | Actor: Paul Lukas, "Watch on the Rhine"; Actress: Jennifer Jones, "The Song of Bernadette"; Picture: "Casablanca." | Actor: Yul Brynner, "The King and I"; Actress: Ingrid Bergman, "Anastasia"; Picture: "Around the World in 80 Days" |
| 1930-31 | 1944 | 1957 |
| Actor: Lionel Barrymore, "Free Soul"; Actress: Marie Dressler, "Min and Bill"; Picture: "Cimarron." | Actor: Bing Crosby, "Going My Way"; Actress: Ingrid Bergman, "Gaslight"; Picture: "Going My Way." | Actor: Alec Guinness, "The Bridge on the River Kwai"; Actress: Joanne Woodward, "The Three Faces of Eve"; Picture: "The Bridge on the River Kwai." |
| 1931-32 | 1945 | 1958 |
| Actor: Fredric March, "Dr. Jekyll and Mr. Hyde"; Wallace Beery, "The Champ" (tie); Actress: Helen Hayes, "Sin of Madelon Claudet"; Picture: "Grand Hotel" | Actor: Ray Milland, "The Lost Weekend"; Actress: Joan Crawford, "Mildred Pierce"; Picture: "The Lost Weekend." | Actor: David Niven, "Separate Tables"; Actress: Susan Hayward, "I Want to Live"; Picture: "Gigi." |
| 1932-33 | 1946 | 1959 |
| Actor: Charles Laughton, "Private Life of Henry VIII"; Actress: Katharine Hepburn, "Morning Glory"; Picture: "Cavalcade" | Actor: Frederic March, "The Best Years of Our Lives"; Actress: Olivia de Havilland, "To Each His Own"; Picture: "The Best Years of Our Lives" | Actor: Charlton Heston, "Ben-Hur"; Actress: Simone Signoret, "Room at the Top"; Picture: "Ben-Hur" |
| 1934 | 1947 | 1960 |
| Actor: Clark Gable, "It Happened One Night"; Actress: Claudette Colbert, same; Picture: "It Happened One Night." | Actor: Ronald Colman, "A Double Life"; Actress: Loretta Young, "The Farmer's Daughter"; Picture: "Gentlemen's Agreement" | Actor: Burt Lancaster, "Elmer Gantry"; Actress: Elizabeth Taylor, "Butterfield 8"; Picture: "The Apartment" |
| 1935 | 1948 | 1961 |
| Actor: Victor McLaglen, "The Informer"; Actress: Bette Davis, "Dangerous"; Picture: "Mutiny on the Bounty" | Actor: Laurence Olivier, "Hamlet"; Actress: Jane Wyman, "Jonny Belinda"; Picture: "Hamlet" | Actor: Maximilian Schell, "Judgement at Nuremberg"; Actress: Sophia Loren, "Two Women"; Picture: "West Side Story." |
| 1936 | 1949 | 1962 |
| Actor: Paul Muni, "Story of Louis Pasteur"; Actress: Luise Rainer, "The Great Ziegfeld"; Picture: "The Great Ziegfeld." | Actor: Broderick Crawford, "All the King's Men"; Actress: Olivia de Havilland, "The Heiress"; Picture: "All the King's Men." | Actor: Gregory Peck, "To Kill a Mockingbird"; Actress: Anne Bancroft, "The Miracle Worker"; Picture: "Lawrence of Arabia." |
| 1937 | 1950 | 1963 |
| Actor: Spencer Tracy, "Captains Courageous"; Actress: Luise Rainer, "The Good Earth"; Picture: "Life of Emile Zola" | Actor: Jose Ferrer, "Cyrano de Bergerac"; Actress: Judy Holliday, "Born Yesterday"; Picture: "All About Eve" | Actor: Sidney Poitier, "Lilies of the Field"; Actress: Patricia Neal, "Hud"; Picture: "Tom Jones." |
| 1938 | 1951 | 1964 |
| Actor: Spencer Tracy, "Boys Town"; Actress: Bette Davis, "Jezebel"; Picture: "You Can't Take it with You" | Actor: Humphrey Bogart, "The African Queen"; Actress: Vivien Leigh, "A Streetcar Named Desire"; Picture: "An American in Paris" | Actor: Rex Harrison, "My Fair Lady"; Actress: Julie Andrews, "Mary Poppins"; Picture: "My Fair Lady." |
| 1939 | 1952 | 1965 |
| Actor: Robert Donat, "Goodbye Mr. Chips"; Actress: Vivien Leigh, "Gone with the Wind"; Picture: "Gone with the Wind" | Actor: Gary Cooper, "High Noon"; Actress: Shirley Booth, "Come Rack Little Sheba"; Picture: "Greatest Show on Earth" | Actor: Lee Marvin, "Cat Ballou"; Actress: Julie Christie, "Darling"; Picture: "The Sound of Music" |
| 1940 | 1953 | 1966 |
| Actor: James Stewart, "The Philadelphia Story"; Actress: Ginger Rogers, "Kitty Foyle"; Picture: "Rebecca." | Actor: William Holden, "Stalag 17"; Actress: Audrey Hepburn, "Roman Holiday"; Picture: "From Here to Eternity" | Actor: Paul Scofield, "A Man for All Seasons"; Actress: Elizabeth Taylor, "Who's Afraid of Virginia Woolf?"; Picture: "A Man for All Seasons" |

Table 8-15.

Top three annual winners of the Academy Awards: 1927-1988 (continued from previous page)

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 1967 Actor: Rod Steiger, "In the Heat of the Night"; Actress: Katharine Hepburn, "Guess Who's Coming to Dinner"; Picture: "In the Heat of the Night" | 1975 Actor: Jack Nicholson, "One Flew Over the Cuckoo's Nest"; Actress: Louise Fletcher, same; Picture: "One Flew Over the Cuckoo's Nest." | 1983 Actor: Robert Duvall, "Tender Mercies"; Actress: Shirley MacLaine, "Terms of Endearment"; Picture: "Terms of Endearment." |
| 1968 Actor: Cliff Robertson, "Charly"; Actress: Katharine Hepburn, "The Lion in Winter"/ Barbara Streisand, "Funny Girl" (tie), Picture: "Oliver" | 1976 Actor: Peter Finch, "Network"; Actress: Faye Dunaway, same; Picture: "Rocky." | 1984 Actor: F. Murray Abraham, "Amadeus"; Actress: Sally Field, "Places in the Heart"; Picture: "Amadeus." |
| 1969 Actor: John Wayne, "True Grit"; Actress: Maggie Smith, "The Prime of Miss Jean Brodie"; Picture: "Midnight Cowboy." | 1977 Actor: Richard Dreyfuss, "The Goodbye Girl"; Actress: Diane Keaton, "Annie Hall"; Picture: "Annie Hall." | 1985 Actor: William Hurt, "Kiss of the Spider Woman"; Actress: Geraldine Page, "The Trip to Italy"; Picture: "Out of Africa." |
| 1970 Actor: George C. Scott, "Patton"; Actress: Glenda Jackson, "Women in Love"; Picture: "Patton." | 1978 Actor: Jon Voight, "Coming Home"; Actress: Jane Fonda, "Coming Home"; Picture: "The Deer Hunter." | 1986 Actor: Paul Newman, "The Color of Money"; Actress: Mariee Matlin, "Children of a Lesser God"; Picture: "Platoon." |
| 1971 Actor: Gene Hackman, "The French Connection"; Actress: Jane Fonda, "Kluge"; Picture: "The French Connection." | 1979 Actor: Dustin Hoffman, "Kramer vs. Kramer"; Actress: Sally Field, "Norma Rae"; Picture: "Kramer vs. Kramer." | 1987 Actor: Michael Douglas, "Wall Street"; Actress: Cher, "Moonstruck"; Picture: "The Last Emperor" |
| 1972 Actor: Marlon Brando, "The Godfather"; Actress: Liza Minnelli, "Cabaret"; Picture: "The Godfather" | 1980 Actor: Robert De Niro, "Raging Bull"; Actress: Sissy Spacek, "Coal Miner's Daughter"; Picture: "Ordinary People." | 1988 Actor: Dustin Hoffman, "Rain Man"; Actress: Jodie Foster, "The Accused"; Picture: "Rain Man" |
| 1973 Actor: Jack Lemmon, "Save the Tiger"; Actress: Glenda Jackson, "A Touch of Class"; Picture: "The Sting." | 1981 Actor: Henry Fonda, "On Golden Pond"; Actress: Katharine Hepburn, "On Golden Pond"; Picture: "Chariots of Fire." | |
| 1974 Actor: Art Carney, "Harry and Tonto"; Actress: Ellen Burstyn, "Alice Doesn't Live Here Anymore"; Picture: "The Godfather, Part II." | 1982 Actor: Ben Kingsley, "Gandhi"; Actress: Meryl Streep, "Sophie's Choice"; Picture: "Gandhi." | |

Source: National Association of Theater Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, pp. 141-149

Table 8-16.
Fifty top grossing film releases of 1987 and 1988 (continued on next page)

| Title (distributor) 1987 | | Title (distributor) 1988 | |
|-----------------------------------------------|--------------------------------------|-------------------------------------------|--------------------------------------|
| | Gross (in millions of dollars) | | Gross (in millions of dollars) |
| 1. Three Men and A Baby (BV)..... | 167.7 | 1. Rain Man (MGM/UA)..... | 169.6 * |
| 2. Fatal Attraction (Par)..... | 156.6 | 2. Who Framed Roger Rabbit (BV)..... | 152.6 |
| 3. Beverly Hills Cop II (Par)..... | 153.6 | 3. Coming to America (Par)..... | 128.1 |
| 4. Good Morning Vietnam (BV)..... | 123.9 | 4. Big (Fox)..... | 113.4 |
| 5. Moonstruck (MGM/UA)..... | 80.2 | 5. Twins (Uni)..... | 110.6 * |
| 6. The Untouchables (Par)..... | 76.2 | 6. "Crocodile" Dundee I (Par)..... | 109.3 |
| 7. The Secret of My Success (Uni)..... | 66.9 | 7. Die Hard (Fox)..... | 80.7 |
| 8. Stakeout (BV)..... | 65.6 | 8. Cocktail (BV)..... | 78.0 |
| 9. Lethal Weapon (WB)..... | 65.2 | 9. The Naked Gun (Par)..... | 77.9 |
| 10. The Witches of Eastwick (WB)..... | 63.7 | 10. Beetlejuice (WB)..... | 73.3 |
| 11. Dirty Dancing (Vestron)..... | 63.4 | 11. Working Girl (Fox)..... | 62.1 |
| 12. Throw Momma From The Train (Ori)..... | 57.9 | 12. A Fish Called Wanda (MGM/UA)..... | 61.5 |
| 13. Predator (Fox)..... | 57.8 | 13. Scrooged (Par)..... | 60.2 |
| 14. Dagnet (Uni)..... | 57.3 | 14. Willow (MGM/UA)..... | 56.7 |
| 15. La Bamba (Col)..... | 54.2 | 15. Beaches (BV)..... | 55.1 * |
| 16. Robocop (Ori)..... | 53.4 | 16. Rambo III (Tri)..... | 53.7 |
| 17. Outrageous Fortune (BV)..... | 52.8 | 17. Oliver & Company (BV)..... | 53.2 |
| 18. The Living Daylights (MGM/UA)..... | 51.2 | 18. Bull Durham (Ori)..... | 50.5 |
| 19. Broadcast News (Fox)..... | 50.7 | 19. A Nightmare on Elm Street 4 (NL)..... | 49.3 |
| 20. Eddie Murphy Raw (Par)..... | 50.5 | 20. Colors (Ori)..... | 46.2 |
| 21. Planes, Trains and Automobiles (Par)..... | 49.5 | 21. The Land Before Time (Uni)..... | 46.0 |
| 22. Snow White (BV)..... | 46.5 | 22. Young Guns (Fox)..... | 44.1 |
| 23. Full Metal Jacket (WB)..... | 46.3 | 23. Biloxi Blues (Uni)..... | 43.1 |
| 24. A Nightmare on Elm Street 3 (NL)..... | 44.7 | 24. The Great Outdoors (Uni)..... | 41.4 |
| 25. The Last Emperor (Col)..... | 43.9 | 25. Dirty Rotten Scoundrels (Ori)..... | 41.4 |
| 26. Wall Street (Fox)..... | 43.3 | 26. Big Business (BV)..... | 40.1 |
| 27. Mannequin (Fox)..... | 40.8 | 27. Tequila Sunrise (WB)..... | 39.7 |
| 28. Roxanne (Col)..... | 40.0 | 28. Bambi (BV)..... | 39.0 |
| 29. Blind Date (Trn)..... | 39.3 | 29. The Dead Pool (WB)..... | 37.9 |
| 30. Spaceballs (MGM/UA)..... | 38.1 | 30. Midnight Run (Uni)..... | 37.3 |
| 31. The Running Man (Tri)..... | 36.1 | 31. Red Heat (Tri)..... | 34.9 |
| 32. Summer School (Par)..... | 35.6 | 32. Mississippi Burning (Ori)..... | 34.6 |
| 33. No Way Out (Ori)..... | 35.5 | 33. Child's Play (MGM/UA)..... | 32.8 |
| 34. Like Father Like Son (Trn)..... | 34.3 | 34. Dangerous Liaisons (WB)..... | 32.6 |
| 35. Adventures in Babysitting (BV)..... | 34.3 | 35. The Accused (Par)..... | 30.4 |
| 36. Cinderella (BV)..... | 34.1 | 36. The Accidental Tourist (WB)..... | 30.2 |

*Still in release as of 7/4/89.

Table 8-16.
Fifty top grossing film releases of 1987 and 1988 (continued from previous page)

| Title (distributor) 1987 | | Title (distributor) 1988 | |
|------------------------------------------|--------------------------------------|-----------------------------------------|--------------------------------------|
| | Gross (in millions of dollars) | | Gross (in millions of dollars) |
| 37. Batteries Not Included (Uni) | 32.9 | 37. Shoot to Kill (BV) | 29.3 |
| 38. The Lost Boys (WB) | 32.2 | 38. Ernest Saves Christmas (BV) | 28.1 |
| 39. Can't Buy Me Love (BV) | 31.6 | 39. Betrayed (MGM/UA) | 25.8 |
| 40. Nuts (WB) | 30.9 | 40. Funny Farm (WB) | 25.5 |
| 41. Harry and the Hendersons (Uni) | 29.7 | 41. Alien Nation (Fox) | 24.8 |
| 42. The Princess Bride (Fox) | 29.1 | 42. Gorillas in the Mist (Uni/WB) | 23.6 |
| 43. Revenge of the Nerds 2 (Fox) | 28.8 | 43. The Fox and the Hound (BV) | 23.5 |
| 44. Police Academy 4 (WB) | 28.0 | 44. License to Drive (Fox) | 21.4 |
| 45. Baby Boom (MGM/UA) | 26.7 | 45. Married to the Mob (Ori) | 21.3 |
| 46. Overboard (MGM/UA) | 26.7 | 46. Punchline (Col) | 21.0 |
| 47. Innerspace (WB) | 25.8 | 47. Short Circuit 2 (Tri) | 20.8 |
| 48. Tin Men (BV) | 25.3 | 48. Action Jackson (Lor) | 20.2 |
| 49. Black Widow (Fox) | 24.6 | 49. The Presidio (Par) | 20.0 |
| 50. Ernest Goes to Camp (BV) | 23.5 | 50. Tucker (Par) | 19.6 |

* Still in release as of 7/4/89.

Source: Compiled from various sources. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 112.

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Table 8-17.
Number of theatre screens, selected years: 1948 - 1988

| Year | Indoor | Drive-in | Total |
|---------------|--------|----------|--------|
| 1948 (a)..... | 17,811 | 820 | 18,631 |
| 1954..... | 14,716 | 3,775 | 18,491 |
| 1958..... | 12,291 | 4,063 | 16,354 |
| 1963..... | 9,150 | 3,502 | 12,652 |
| 1964 (b)..... | 9,200 | 3,540 | 12,740 |
| 1965..... | 9,240 | 3,585 | 12,825 |
| 1966..... | 9,290 | 3,640 | 12,930 |
| 1967..... | 9,330 | 3,670 | 13,000 |
| 1968..... | 9,500 | 3,690 | 13,190 |
| 1969..... | 9,750 | 3,730 | 13,480 |
| 1970..... | 10,000 | 3,750 | 13,750 |
| 1971..... | 10,300 | 3,770 | 14,070 |
| 1972..... | 10,580 | 3,790 | 14,370 |
| 1973..... | 10,850 | 3,800 | 14,650 |
| 1974..... | 11,612 | 3,772 | 15,384 |
| 1975..... | 12,168 | 3,801 | 15,969 |
| 1976..... | 12,562 | 3,414 | 15,976 |
| 1977..... | 12,990 | 3,564 | 16,554 |
| 1978..... | 13,129 | 3,626 | 16,755 |
| 1979..... | 13,439 | 3,656 | 17,095 |
| 1980..... | 14,171 | 3,504 | 17,675 |
| 1981..... | 14,790 | 3,354 | 18,144 |
| 1982..... | 15,117 | 3,178 | 18,295 |
| 1983..... | 16,032 | 2,852 | 18,884 |
| 1984..... | 16,749 | 2,840 | 19,589 |
| 1985 (c)..... | 18,327 | 2,770 | 21,097 |
| 1986 (c)..... | 19,947 | 2,718 | 22,665 |
| 1987..... | 21,048 | 2,507 | 23,555 |
| 1988..... | 21,632 | 1,497 | 23,129 |

(a) Data for 1948, 1954, 1958, and 1963 from the U.S. Bureau of the Census, Washington, D.C.

(b) Data from 1964-1988 from various sources.

(c) Revised August 1987.

Source: National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 94.

Table 8-18.
 Movie attendance: 1922-1965

| Year | Average weekly attendance |
|-----------|---------------------------------|
| | (in millions) |
| 1922..... | 40 |
| 1923..... | 43 |
| 1924..... | 46 |
| 1925..... | 46 |
| 1926..... | 50 |
| 1927..... | 57 |
| 1928..... | 65 |
| 1929..... | 60 |
| 1930..... | 90 |
| 1931..... | 75 |
| 1932..... | 60 |
| 1933..... | 60 |
| 1934..... | 70 |
| 1935..... | 80 |
| 1936..... | 88 |
| 1937..... | 88 |
| 1938..... | 85 |
| 1939..... | 85 |
| 1940..... | 80 |
| 1941..... | 85 |
| 1942..... | 85 |
| 1943..... | 85 |
| 1944..... | 85 |
| 1945..... | 85 |
| 1946..... | 90 |
| 1947..... | 90 |
| 1948..... | 90 |
| 1949..... | 70 |
| 1950..... | 60 |
| 1951..... | 54 |
| 1952..... | 51 |
| 1953..... | 46 |
| 1954..... | 49 |
| 1955..... | 46 |
| 1956..... | 47 |
| 1957..... | 45 |
| 1958..... | 40 |
| 1959..... | 42 |
| 1960..... | 40 |
| 1961..... | 42 |
| 1962..... | 43 |
| 1963..... | 42 |
| 1964..... | 44 |
| 1965..... | 44 |

Note: Alaska and Hawaii excluded.

Source: (1922-1965) U.S. Bureau of the Census, Historical Statistics Colonial Times to 1970, Washington, D.C., 1975, Series H 862-877.

Table 8-19.
Motion picture theatres box office attendance: 1970-1988

| Year | Yearly admissions (millions) | Percent change from previous period |
|-----------|---------------------------------|----------------------------------------|
| 1970..... | 920.6 | NA |
| 1971..... | 820.3 | -10.90 |
| 1972..... | 934.1 | +13.87 |
| 1973..... | 864.6 | - 7.44 |
| 1974..... | 1,010.7 | +16.90 |
| 1975..... | 1,032.8 | + 2.19 |
| 1976..... | 957.1 | - 7.33 |
| 1977..... | 1,063.2 | +11.09 |
| 1978..... | 1,128.2 | + 6.11 |
| 1979..... | 1,120.9 | - 0.9 |
| 1980..... | 1,021.5 | - 8.9 |
| 1981..... | 1,067.0 | + 4.36 |
| 1982..... | 1,175.4 | +10.16 |
| 1983..... | 1,196.9 | + 1.83 |
| 1984..... | 1,199.1 | + 0.18 |
| 1985..... | 1,056.0 | - 12.0 |
| 1986..... | 1,017.2 | - 3.68 |
| 1987..... | 1,038.5 | + 7.0 |
| 1988..... | 1,084.8 | + .03 |

NA - Not applicable/available.

Source: Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 108.

Table 8-20.

Percentage distribution of motion picture frequency of attendance by age and marital status:
1986-1988

| | Total public age 12 and over | | | Adult public age 18 and over | | | Teenagers age 12 to 17 | | | Married | | | Single | | |
|-------------------------------------------------|---------------------------------|------|------|---------------------------------|------|------|------------------------|------|------|---------|------|------|--------|------|------|
| | 1986 | 1987 | 1988 | 1986 | 1987 | 1988 | 1986 | 1987 | 1988 | 1986 | 1987 | 1988 | 1986 | 1987 | 1988 |
| | (percent) | | | | | | | | | | | | | | |
| Frequent (at least once a month)..... | 21 | 23 | 20 | 20 | 22 | 18 | 46 | 47 | 38 | 13 | 15 | 14 | 29 | 28 | 23 |
| Occasional (once in 2 to 6 months)..... | 25 | 27 | 30 | 25 | 27 | 28 | 34 | 37 | 43 | 25 | 29 | 29 | 25 | 25 | 28 |
| Infrequent (less than once in 6 months)..... | 11 | 10 | 11 | 11 | 11 | 11 | 10 | 6 | 12 | 13 | 13 | 13 | 9 | 8 | 8 |
| Never..... | 43 | 38 | 38 | 40 | 44 | 42 | 8 | 8 | 3 | 50 | 42 | 43 | 38 | 37 | 40 |
| Not reported..... | 0 | 1 | 1 | (a) | 1 | 1 | 2 | 2 | 4 | 0 | 0 | (b) | 0 | 0 | (b) |

(a) Less than 1/2 percent.

(b) Not reported.

Source: Motion Picture Association of America, Inc.

As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, p. 124.

Table 8-21.

General fund revenues and expenditures, American Film Institute: 1979-1988 (continued on next page)

| Categories | 1979 | 1980 | 1981 | 1982 | 1983 |
|---------------------------------------------------|--------------|--------------|--------------|---------------|---------------|
| (in thousands of dollars) | | | | | |
| Revenues | | | | | |
| Federal grants and contracts | 2,461 | 2,826 | 2,584 | 3,005 | 2,684 |
| Membership | 1,087 | 1,263 | 1,451 | 1,641 | 1,734 |
| Special events | 918 | 946(a) | 1,435(a) | 1,142(a) | 1,697 |
| Private grants and contributions | 714 | 847 | 1,530 | 2,746 | 2,178 |
| Film and video exhibition | 287 | 370 | 275 | 319 | 301 |
| Filmmaker training | 273 | 246 | 308 | 283 | 332 |
| Seminars, courses, and lectures | 131 | 188 | 92 | 179 | 169 |
| Publications | 171 | 336 | 566 | 669 | 982 |
| Donated rents, goods, and services | 268 | 346 | 346 | 546 | 270 |
| Miscellaneous | 116 | 92 | 195 | 182 | 149 |
| Total revenues | 6,426 | 7,460 | 8,782 | 10,714 | 10,494 |
| Expenditures | | | | | |
| Program Services | | | | | |
| Education and training | 1,547 | 1,781 | 1,935 | 2,177 | 2,075 |
| Membership | 1,136 | 930 | 968 | 1,138 | 1,239 |
| Exhibition | 514 | 704 | 870 | 1,033 | 903 |
| Special events | 601 | 662 | 765(a) | 708(a) | 942 |
| Publications | 880 | 1,099 | 1,249 | 1,531 | 1,847 |
| Preservation and documentation | 657 | 918 | 682 | 967 | 1,011 |
| Total program services | 5,334 | 6,094 | 6,469 | 7,555 | 8,017 |
| Supporting services | | | | | |
| General and administrative | 1,245 | 1,282 | 1,195 | 1,367 | 1,352 |
| Fundraising | 155 | 202 | 363 | 463 | 343 |
| Other, principally interest (b)..... | NA | NA | 551 | 1,109 | 836 |
| Total supporting services | 1,400 | 1,484 | 2,109 | 2,939 | (d) |
| Total operating expenses | 6,734 | 7,578 | 8,578 | 10,494 | 10,549 |
| Depreciation | (d) | (d) | (d) | 464 | 564 |
| Excess of revenues over expenditures | (308) | (118) | 204 | 219 | (619) |

NA - Not available.

Notes: Figures may not add to totals due to rounding. All figures are for fiscal years ending June 30

- (a) Category is national events
- (b) Includes facilities acquisition and/or renovation.
- (c) Publication of *American Film* magazine moved to New York in FY 1986 Under co-publication arrangement with Sackler Foundation. Magazine sold to Billboard Publications in FY 1988. AFI retains a 92,000 national membership
- (d) Not applicable.

Table 8-21.
General fund revenues and expenditures, American Film Institute: 1979-1988 (continued from previous page)

| Categories | 1984 | 1985 | 1986 | 1987 | 1988 |
|---------------------------------------------------|---------------|---------------|---------------|---------------|---------------|
| (in thousands of dollars) | | | | | |
| Revenues | | | | | |
| Federal grants and contracts | 2,899 | 3,255 | 2,967 | 2,940 | 2,957 |
| Membership | 1,834 | 1,790 | 3,042 | 630 | 815 |
| Special events | 2,045 | 1,951 | 2,005 | 1,770 | 1,709 |
| Private grants and contributions | 2,553 | 2,704 | 2,927 | 3,407 | 3,303 |
| Film and video exhibition | 201 | 213 | 214 | 418 | 399 |
| Filmmaker training | 647 | 703 | 764 | 717 | 937 |
| Seminars, courses, and lectures | 262 | 324 | 427 | 546 | 544 |
| Publications | 1,056 | 1,181 | 511(c) | (d) | (d) |
| Donated rents, goods, and services | 221 | 114 | 55 | 96 | 16 |
| Miscellaneous | 141 | 353 | 316 | 384 | 734 |
| Total revenues | 11,858 | 12,387 | 13,222 | 10,908 | 11,414 |
| Expenditures | | | | | |
| Program Services | | | | | |
| Education and training | 2,232 | 2,514 | 3,004 | 3,462 | 3,558 |
| Membership | 1,319 | 1,257 | 1,426 | 465(c) | 553 |
| Exhibition | 507 | 518 | 549 | 951 | 986 |
| Special events | 1,456 | 1,217 | 1,263 | 955 | 1,100 |
| Publications | 1,786 | 1,983 | 1,227 | 300 | 812 |
| Preservation and documentation | 1,142 | 1,111 | 1,378 | 1,604 | 1,624 |
| Total program services | 8,442 | 8,600 | 8,848 | 7,736 | 8,633 |
| Supporting services | | | | | |
| General and administrative | 1,496 | 1,385 | 1,288 | 1,199 | 1,248 |
| Fundraising | 369 | 709 | 565 | 772 | 927 |
| Other, principally interest | 809 | 865 | 646 | 608 | 547 |
| Total supporting services | 2,674 | 2,959 | 2,499 | 2,579 | 2,722 |
| Total operating expenses | 11,116 | 11,559 | 11,346 | 10,315 | 11,355 |
| Depreciation | (d) | (d) | (d) | (d) | (d) |
| Excess of revenues over expenditures | 742 | 1,028 | 1,876 | 593 | 59 |

NA - Not available

Notes: Figures may not add to totals due to rounding. All figures are for fiscal years ending June 30.

(a) Category is national events.

(b) Includes facilities acquisition and/or renovation.

(c) Publication of *American Film* magazine moved to New York in FY 1986. Under co-publication arrangement with Sackler Foundation. Magazine sold to Billboard Publications in FY 1988. AFI retains a 92,000 national membership.

(d) Not applicable.

Source: American Film Institute *Annual Report*, Washington, D.C., 1979-1980, p. 29; 1981-1982, p. 32; 1982-1983, p. 29; 1983-1984, p. 29; 1984-1985, p. 29; 1985-1986, p. 29; and 1987-1988.

Table 8-21.

General fund revenues and expenditures, American Film Institute: 1979-1988 (continued from previous page)

Methodological note: The only national arts organization in the United States devoted to film, television, and video, the American Film Institute was established in 1967 to serve as a point of national focus and a center of coordination for the many individuals and institutions concerned with the moving image as art. Three major goals guide the work of the American Film Institute:

- To increase recognition and understanding of the moving image as an art form;
- To identify, develop, and encourage new talent; and
- To establish, through innovative fundraising and sound fiscal management, the necessary resources for achievement of Institute goals.

Through a series of interrelated programs emanating from its Los Angeles campus and its offices at the Kennedy Center in Washington, D. C., the Institute conducts activities around the country which celebrate and nurture the film and video arts. The Institute:

- Coordinates the preservation of our moving image heritage through its National Center for Film and Video Preservation created in conjunction with the National Endowment for the Arts;
- Maintains a 92,000 national membership.
- Exhibits programs of film and video at the AFI Theater in the Kennedy Center for the Performing Arts; provides touring programs of film and guest speakers at exhibition sites around the country; presents the annual AFI FEST - Los Angeles;
- Operates the Directing Workshop for Women, a national training program that provides unique directing opportunities for women of advanced professional standing.
- Maintains a conservatory for training film and videomakers from the United States and around the world;
- Conducts workshops and seminars on film, television, and video for the public in cities across the country;
- Administers NEA funds for production grants to independent filmmakers;
- Enhances opportunities for and recognition of student filmmakers through a film distribution program; and
- Conducts a television workshop and provides forums and screening facilities for the burgeoning community of artists working in the field of television and video, and otherwise serves as a national advocate for the art form of the moving image, its artists, and the organizations that serve them.

Less than 18 percent of the Institute's annual budget is received from the NEA. the balance is raised each year through fundraising and revenue-generating activities. This note is taken from the 1987-88 Annual Report

Table 8-22.
Utilization of selected media, selected years: 1950-1988

| Item | Unit | 1950 | 1960 | 1970 | 1975 | 1980 | 1982 | 1984 | 1985 | 1986 | 1987 | 1988 |
|---------------------------------|---------------|---------|-------|-------|-------|-------|-------|-------|-----------|-------|-------|-------|
| Households with -- | | | | | | | | | | | | |
| Telephone service (a) | Percent..... | (c) | 78.5 | 87.0 | (NA) | 93.0 | (NA) | 91.8 | 91.8 | 92.2 | 92.5 | 92.9 |
| Radio sets (b) | Percent..... | 92.6 | 96.3 | 98.6 | 98.6 | 99.0 | 99.0 | 99.0 | 99.0 | 99.0 | 99.0 | 99.0 |
| Average number of sets | Number..... | 2.1 | 3.7 | 5.1 | 5.6 | 5.5 | 5.5 | 5.5 | 5.5 | 5.4 | 5.4 | 5.6 |
| Television sets (e) | Millions.. | 3.9 | 45.8 | 58.5 | 68.5 | 76.3 | 81.5 | 83.8 | 84.9 | 85.9 | 87.4 | 88.6 |
| Television sets (e) | Percent..... | 9 | 87 | 95 | 97 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| Color set households (e) | Millions..... | (d) | 0.3 | 20.9 | 46.9 | 63.4 | 71.4 | 75.8 | 77.7 | 80.1 | 82.7 | 85.0 |
| Average viewing per day (f) | Hours..... | 4.6 | 5.1 | 5.9 | 6.1 | 6.6 | 6.8 | 7.1 | 7.1 | (NA) | 7.2 | 7.1 |
| Average number of sets (g) | Number..... | 1.01 | 1.13 | 1.39 | 1.54 | 1.68 | 1.75 | 1.78 | 1.8 | 1.83 | 1.86 | 1.90 |
| Cable TV (h) | Percent..... | (NA) | (NA) | (NA) | (NA) | 19.8 | 29.0 | 41.2 | 44.6 | 46.8 | 48.7 | 51.1 |
| VCRs (i) | Percent..... | (NA) | (NA) | (NA) | (NA) | 1.1 | 3.1 | 10.6 | 20.8 | 36.0 | 48.7 | 58.1 |
| Commercial radio stations: (d) | | | | | | | | | | | | |
| AM | Number..... | 2,232 | 3,539 | 4,323 | 4,463 | 4,589 | 4,668 | 4,754 | 4,718 (j) | 4,863 | 4,902 | (NA) |
| FM | Number..... | 676 | 815 | 2,196 | 2,767 | 3,282 | 3,380 | 3,716 | 3,875 (j) | 3,944 | 4,041 | (NA) |
| Television stations: Total (k) | Number..... | 98 | 559 | 862 | 953 | 1,011 | 1,065 | 1,138 | 1,182 | 1,235 | 1,290 | 1,362 |
| Commercial | Number..... | (NA) | 515 | 677 | 706 | 734 | 777 | 841 | 883 | 919 | 968 | 1,028 |
| Cable television: (k) | | | | | | | | | | | | |
| Systems | Number..... | 70 (l) | 640 | 2,490 | 3,506 | 4,225 | 4,825 | 6,200 | 6,844 | 7,600 | 7,900 | 8,500 |
| Subscribers served | Millions..... | .01 (l) | .65 | 4.5 | 9.8 | 15.5 | 21.0 | 30.0 | 31.3 | 37.5 | 41.0 | 42.8 |
| Daily newspaper circulation (m) | | | | | | | | | | | | |
| Number | Millions..... | 53.8 | 58.9 | 62.1 | 60.7 | 62.2 | 62.5 | 63.1 | 62.8 | 62.7 | 62.8 | (NA) |
| Per capita (n) | Number..... | .354 | .327 | .305 | .282 | .275 | .269 | .267 | .263 | .260 | .258 | (NA) |

NA - Not available.

- (a) For occupied housing units, 1960 through 1980, as of April 1; thereafter, as of March, U.S. Bureau of the Census, Census of Housing: 1960, 1970, and 1980, vol. 1, and unpublished data.
- (b) As of December 31, except as noted, Radio Advertising Bureau, New York, NY, Radio Facts, annual (copyright). Number of stations on the air compiled from Federal Communications Commission reports.
- (c) Information is not available.
- (d) Indicates that the response is zero.
- (e) 1970-1975, as of September of prior year; all other years as of January of year shown, 1950-1965 National Broadcasting Company, New York, NY, thereafter, A.C. Nielsen Company, Northbrook, IL, Nielsen Report on Television (copyright).
- (f) Calendar year data, A.C. Nielsen Company, Northbrook, IL, Nielsen Report on Television (copyright).
- (g) 1970 and 1975, as of September; all other years, as of January. Excludes Alaska and Hawaii, Television Bureau of Advertising, Inc., New York, NY, "Trends in Television 1950 to Date," March 1986.
- (h) As of February, see footnote g.
- (i) As of February. Excludes Alaska and Hawaii, A.C. Nielsen Company, Northbrook, IL, VCR Trends (copyright).
- (j) As of February 1986.
- (k) As of January 1, Television Digest, Inc., Washington, DC, Television and Cable Factbook, annual (copyright). Number of television stations on the air.
- (l) Data for 1952.
- (m) As of September 30, except 1950 and 1960, as of October 1, Editor & Publisher, Inc., New York, NY, Editor & Publisher International Year Book annual (copyright).
- (n) Per capita based on total resident population enumerated as of April 1, 1970 and 1980, and estimated as of July 1 for other years.

Sources Figures taken from sources listed in footnotes, as compiled by U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, p. 531, U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 900, p. 544.

Table 8-24.
Households with television receivers: 1946-1986

| Year | Television homes | | | | |
|-----------|---------------------------------|---------------------------|------------------------------------|----------------------------|------------------------------|
| | Homes with television receivers | Percent of all U.S. homes | Percent with two or more receivers | Percent with UHF receivers | Percent with color receivers |
| 1946..... | 8,000 | 0.02 | -- | -- | -- |
| 1947..... | 14,000 | 0.04 | -- | -- | -- |
| 1948..... | 172,000 | 0.40 | 1 | -- | -- |
| 1949..... | 940,000 | 2.30 | 1 | -- | -- |
| 1950..... | 3,875,000 | 9.00 | 1 | -- | -- |
| 1951..... | 10,320,000 | 23.50 | 2 | -- | -- |
| 1952..... | 15,300,000 | 34.20 | 2 | -- | -- |
| 1953..... | 20,400,000 | 44.70 | 3 | -- | -- |
| 1954..... | 26,000,000 | 55.70 | 3 | -- | -- |
| 1955..... | 30,700,000 | 64.50 | 3 | -- | 0.02 |
| 1956..... | 34,900,000 | 71.80 | 5 | -- | 0.05 |
| 1957..... | 38,900,000 | 78.60 | 6 | 9.2 | 0.20 |
| 1958..... | 41,925,000 | 83.20 | 8 | 8.1 | 0.40 |
| 1959..... | 43,950,000 | 85.90 | 10 | 8.0 | 0.60 |
| 1960..... | 45,750,000 | 87.10 | 13 | 7.0 | 0.70 |
| 1961..... | 47,200,000 | 88.80 | 13 | 7.1 | 0.90 |
| 1962..... | 48,855,000 | 90.00 | 14 | 7.3 | 1.20 |
| 1963..... | 50,300,000 | 91.30 | 16 | 9.6 | 1.90 |
| 1964..... | 51,600,000 | 92.30 | 19 | 15.8 | 3.10 |
| 1965..... | 52,700,000 | 92.60 | 22 | 27.5 | 5.30 |
| 1966..... | 53,850,000 | 93.00 | 25 | 38.0 | 9.70 |
| 1967..... | 55,130,000 | 93.60 | 28 | 47.5 | 16.30 |
| 1968..... | 56,670,000 | 94.66 | 29 | 57.0 | 24.20 |
| 1969..... | 58,250,000 | 95.00 | 33 | 66.0 | 32.00 |
| 1970..... | 59,700,000 | 95.20 | 34 | 73.0 | 39.20 |
| 1971..... | 61,600,000 | 95.50 | 36 | 80.0 | 45.10 |
| 1972..... | 63,500,000 | 95.80 | 38 | 81.0 | 52.80 |
| 1973..... | 65,600,000 | 96.00 | 41 | 86.0 | 60.10 |
| 1974..... | 66,800,000 | 96.10 | 42 | 89.0 | 67.30 |
| 1975..... | 68,500,000 | 97.10 | 43 | 91.0 | 70.80 |
| 1976..... | 70,500,000 | 97.30 | 45 | NA | 73.30 |
| 1977..... | 71,500,000 | 97.90 | 47 | 92.0 | 76.00 |
| 1978..... | 74,500,000 | 98.00 | 48 | NA | 81.00 |
| 1979..... | 76,300,000 | 98.00 | 50 | NA | 83.00 |
| 1980..... | 77,300,000 | 98.00 | 50 | 95.0 | 87.00 |
| 1981..... | 82,500,000 | 98.00 | 50 | 96.0 | 89.00 |
| 1982..... | 83,200,000 | 98.00 | NA | NA | NA |
| 1983..... | 83,300,000 | 98.00 | NA | NA | NA |
| 1984..... | 83,800,000 | 98.00 | NA | NA | NA |
| 1985..... | 84,900,000 | 98.00 | NA | NA | NA |
| 1986..... | 85,900,000 | 98.00 | NA | NA | NA |

-- Not applicable.

NA - Not available.

Sources: (1946-1982) Sterling and Kittriss (1978), p. 535 for data through 1977. 1978 data from Nielsen Television Index, Television Audience 1978, p. 3, which reports data as of September. 1979-1980 data supplied directly to Christopher H. Sterling from TV Digest, Inc. 1981 data from Arbitron Fall '81 Census Book (homes with television) and National Retail Merchants Association (average cost of receivers). 1982 data from Arbitron supplied directly to Christopher H. Sterling. As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, p. 237, table 680-A (1983-1986).

(1983-1986) data updated from A. C. Nielsen Company, Nielsen Report on Television, Northbrook, IL. (Copyright)

Table 8-24.
Households with television receivers: 1946-1986

| Year | Television homes | | | | |
|-----------|---------------------------------|---------------------------|------------------------------------|----------------------------|------------------------------|
| | Homes with television receivers | Percent of all U.S. homes | Percent with two or more receivers | Percent with UHF receivers | Percent with color receivers |
| 1946..... | 8,000 | 0.02 | -- | -- | -- |
| 1947..... | 14,000 | 0.04 | -- | -- | -- |
| 1948..... | 172,000 | 0.40 | 1 | -- | -- |
| 1949..... | 940,000 | 2.30 | 1 | -- | -- |
| 1950..... | 3,875,000 | 9.00 | 1 | -- | -- |
| 1951..... | 10,320,000 | 23.50 | 2 | -- | -- |
| 1952..... | 15,300,000 | 34.20 | 2 | -- | -- |
| 1953..... | 20,400,000 | 44.70 | 3 | -- | -- |
| 1954..... | 26,000,000 | 55.70 | 3 | -- | -- |
| 1955..... | 30,700,000 | 64.50 | 3 | -- | 0.02 |
| 1956..... | 34,900,000 | 71.80 | 5 | -- | 0.05 |
| 1957..... | 38,900,000 | 78.60 | 6 | 9.2 | 0.20 |
| 1958..... | 41,925,000 | 83.20 | 8 | 8.1 | 0.40 |
| 1959..... | 43,950,000 | 85.90 | 10 | 8.0 | 0.60 |
| 1960..... | 45,750,000 | 87.10 | 13 | 7.0 | 0.70 |
| 1961..... | 47,200,000 | 88.80 | 13 | 7.1 | 0.90 |
| 1962..... | 48,855,000 | 90.00 | 14 | 7.3 | 1.20 |
| 1963..... | 50,300,000 | 91.30 | 16 | 9.6 | 1.90 |
| 1964..... | 51,600,000 | 92.30 | 19 | 15.8 | 3.10 |
| 1965..... | 52,700,000 | 92.60 | 22 | 27.5 | 5.30 |
| 1966..... | 53,850,000 | 93.00 | 25 | 38.0 | 9.70 |
| 1967..... | 55,130,000 | 93.60 | 28 | 47.5 | 16.30 |
| 1968..... | 56,670,000 | 94.60 | 29 | 57.0 | 24.20 |
| 1969..... | 58,250,000 | 95.00 | 33 | 66.0 | 32.00 |
| 1970..... | 59,700,000 | 95.20 | 34 | 73.0 | 39.20 |
| 1971..... | 61,600,000 | 95.50 | 36 | 80.0 | 45.10 |
| 1972..... | 63,500,000 | 95.80 | 38 | 81.0 | 52.80 |
| 1973..... | 65,600,000 | 96.00 | 41 | 86.0 | 60.10 |
| 1974..... | 66,800,000 | 96.10 | 42 | 89.0 | 67.30 |
| 1975..... | 68,500,000 | 97.10 | 43 | 91.0 | 70.80 |
| 1976..... | 70,500,000 | 97.30 | 45 | NA | 73.30 |
| 1977..... | 71,500,000 | 97.90 | 47 | 92.0 | 76.00 |
| 1978..... | 74,500,000 | 98.00 | 48 | NA | 81.00 |
| 1979..... | 76,300,000 | 98.00 | 50 | NA | 83.00 |
| 1980..... | 77,300,000 | 98.00 | 50 | 95.0 | 87.00 |
| 1981..... | 82,500,000 | 98.00 | 50 | 96.0 | 89.00 |
| 1982..... | 83,200,000 | 98.00 | NA | NA | NA |
| 1983..... | 83,300,000 | 98.00 | NA | NA | NA |
| 1984..... | 83,800,000 | 98.00 | NA | NA | NA |
| 1985..... | 84,900,000 | 98.00 | NA | NA | NA |
| 1986..... | 85,900,000 | 98.00 | NA | NA | NA |

-- Not applicable.

NA - Not available.

Sources: (1946-1982) Sterling and Kitross (1978), p. 535 for data through 1977. 1978 data from Nielsen Television Index, Television Audience 1978, p. 3, which reports data as of September. 1979-1980 data supplied directly to Christopher H. Sterling from TV Digest, Inc. 1981 data from Arbitron Fall '81 Census Book (homes with television) and National Retail Merchants Association (average cost of receivers). 1982 data from Arbitron supplied directly to Christopher H. Sterling. As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, p. 237, table 680-A (1983-1986).

(1983-1986) data updated from A. C. Nielsen Company, Nielsen Report on Television, Northbrook, IL. (Copyright)

Table 8-25.

Number and percent of U.S. households and automobiles with AM receivers, selected years: 1922-1981

| Year | Households with radio receivers | Percent of all U.S. households | Average factory cost of home receivers | Automobiles with radio receivers | Percent of all U.S. automobiles |
|------------|---------------------------------|--------------------------------|----------------------------------------|----------------------------------|---------------------------------|
| | | | (in dollars) | | |
| 1922 | 60,000 | 0.2 | 50 | NA | NA |
| 1925 | 2,750,000 | 10.1 | 83 | NA | NA |
| 1930 | 13,750,000 | 45.8 | 78 | 80,000 | 0.1 |
| 1935 | 21,456,000 | 67.3 | 55 | 2,000,000 | 8.9 |
| 1940 | 28,500,000 | 81.1 | 38 | 7,500,000 | 27.4 |
| 1945 | 33,100,000 | 88.0 | 40 | 6,000,000 | 23.4 |
| 1950 | 40,700,000 | 94.7 | 26 | 18,060,000 | 49.6 |
| 1955 | 45,900,000 | 96.4 | 20 | 29,000,000 | 60.0 |
| 1960 | 50,193,000 | 95.6 | 20 | 40,387,000 | 68.1 |
| 1965 | 55,200,000 | 98.6 | 10 | 56,871,000 | 79.1 |
| 1970 | 62,000,000 | 98.6 | 11 | 80,500,000 | 92.5 |
| 1975 | 70,400,000 | 98.6 | NA | 100,400,000 | 95.0 |
| 1980 | 78,600,000 | 98.6 | 17 | 113,200,000 | 95.0 |
| 1981 | 80,500,000 | 98.6 | NA | 115,000,000 | 95.0 |

NA - Not available.

Sources: This table is reprinted from Christopher H. Sterling and John M. Kittross, Stay Tuned: A Concise History of American Broadcasting, Wadsworth Publishing Co., Belmont, CA, 1978; updated with the assistance of the Radio Advertising Bureau. All figures are estimates drawn from various original sources, including NBC (for the number of radio homes up to 1950); the Radio Advertising Bureau (for the number of radio homes since 1950, and for number and percent of cars with radios); and Lawrence W. Lichty and Malachi C. Topping, eds., American Broadcasting: A Sourcebook on the History of Radio and Television, Hastings House, New York, NY, 1975, for the average cost data. The percentages of U.S. automobiles with radios are based on U.S. Department of Transportation estimates for the number of cars in the United States compared with figures for car radio sales and scrappage. The Radio Advertising Bureau reports that 95 percent has been an arbitrary cut-off point for these percentages, since "there is no indication of ever reaching 100 percent."

As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, pp. 221-223 and p. 226, table 670-a.

Table 8-26.
Number of cable systems and subscribers: 1970-1989

| Year | Number of systems | Basic subscribers | Percent basic television households |
|-----------|-------------------|-------------------|-------------------------------------|
| 1970..... | 2,490 | 4,498,030 | 7.5 |
| 1971..... | 2,639 | 5,569,810 | 8.9 |
| 1972..... | 2,841 | 6,484,380 | 10.0 |
| 1973..... | 2,991 | 7,163,340 | 10.8 |
| 1974..... | 3,158 | 8,230,310 | 12.0 |
| 1975..... | 3,506 | 9,169,690 | 13.2 |
| 1976..... | 3,681 | 10,787,970 | 15.1 |
| 1977..... | 3,832 | 12,168,450 | 16.6 |
| 1978..... | 3,875 | 13,391,910 | 17.9 |
| 1979..... | 4,150 | 14,814,380 | 19.4 |
| 1980..... | 4,225 | 17,671,490 | 22.6 |
| 1981..... | 4,375 | 23,219,200 | 28.3 |
| 1982..... | 4,825 | 29,340,570 | 35.0 |
| 1983..... | 5,600 | 34,113,790 | 40.5 |
| 1984..... | 6,^00 | 37,29^,870 | 43.7 |
| 1985..... | 6,600 | 39,872,520 | 46.2 |
| 1986..... | 7,500 | 42,237,140 | 48.1 |
| 1987..... | 7,900 | 44,970,880 | 50.5 |
| 1988..... | 8,500 | 48,636,520 | 53.8 |
| 1989..... | 9,010 | * | * |

Note: Data for year were collected at the following times: number of systems for 1970-1988 on January 1 of that year; for 1989 in April of that year; and basic subscribers in November of that year.

* Data not yet available.

Source: (Number of systems) Warren Publishing, Inc., Television and Cable Factbook, No. 57, 1989 Edition, Cable and Services Volume, p. C-374 (Systems through 1988), p. C-375 (April 1989); (Basic Subscribers) A.C. Nielsen Company.

As included in National Cable Television Association, Cable Television Developments, Washington, D.C., August 1989, Volume 13, No. 51, p. 2 and 4.

Table 8-27.

Number of cable systems and subscribers by subscriber size: 1989

| Subscriber range | Number of systems | Percent of systems | Number of basic subscribers | Percent of subscribers |
|---------------------|-------------------|--------------------|-----------------------------|------------------------|
| 50,000 or more..... | 168 | 1.86 | 15,771,313 | 34.65 |
| 20,000-49,999..... | 379 | 4.20 | 11,722,327 | 25.75 |
| 10,000-19,999..... | 495 | 5.49 | 6,951,078 | 15.27 |
| 5,000-9,999..... | 662 | 7.34 | 4,650,464 | 10.22 |
| 3,500-4,999..... | 387 | 4.30 | 1,608,433 | 3.53 |
| 1,000-3,499..... | 1,644 | 18.25 | 3,134,565 | 6.89 |
| 500-999..... | 1,272 | 14.12 | 909,400 | 2.00 |
| 250-499..... | 1,265 | 14.04 | 456,280 | 1.00 |
| 249 and under..... | 2,225 | 24.07 | 304,875 | 0.69 |
| Not available..... | 513 | 5.70 | NA | NA |
| Total..... | 9,010 | 100.00 | 45,508,739* | 100.00 |

NA - Not available.

Note: Data as of April 1, 1989.

*Figure smaller than in table 8-29 due to missing data from a number of cable systems.

Source: Warren Publishing, Inc., Television and Cable Factbook, No. 57, 1989 Edition, Cable and Services Volume, p. C-375.

As included in National Cable Television Association, Cable Television Developments, Washington, D.C., August 1989, Volume 13, No. 51.

Table 8-28.
Pay cable summary: 1973-1988

| Year | Pay units (in millions) | Systems with pay cable | Pay units to homes passed by cable | Percent pay units to basic cable |
|-----------|----------------------------|---------------------------|------------------------------------------|-------------------------------------|
| 1973..... | 0.035 | NA | NA | NA |
| 1974..... | 0.140 | NA | NA | NA |
| 1975..... | 0.469 | 170 | 11.1 | 23.6 |
| 1976..... | 0.978 | 364 | 10.6 | 22.3 |
| 1977..... | 1.642 | 604 | 12.2 | 25.3 |
| 1978..... | 3.289 | 1,029 | 17.9 | 35.0 |
| 1979..... | 5.732 | 1,822 | 22.3 | 41.3 |
| 1980..... | 9.144 | 3,072 | 27.9 | 50.6 |
| 1981..... | 15.450 | 3,975 | 37.6 | 68.8 |
| 1982..... | 20.791 | 4,826 | 46.2 | 84.0 |
| 1983..... | 26.418 | 5,546 | 47.3 | 84.3 |
| 1984..... | 29.966 | 5,721 | 49.5 | 87.5 |
| 1985..... | 30.596 | 6,020 | 47.3 | 83.5 |
| 1986..... | 32.064 | 6,838 | 46.2 | 80.8 |
| 1987..... | 34.793 | NA | 47.5 | 81.6 |
| 1988..... | 38.819 | NA | 50.3 | 85.0 |

NA - Not available.

Note: From annual census volumes. Data from 1973 are as of July 15; other years' data are as of December 31.

Source: Paul Kagan Associates, Inc., "Pay TV Subscriber History," The Kagan Census of Cable and Pay TV, December 31, 1988, published 1989, pp. 10-11. Used with permission.
As included in National Cable Television Association, Cable Television Developments, Washington, D.C., August 1989, p. 3.

Table 8-29a.
Cable and pay TV census: May 1986-1990

| | 1986 | 1987 | 1988 | 1989* | 1990* |
|------------------------------------------------------------|---------------|--------|--------|--------|--------|
| | (in millions) | | | | |
| TV households (TVHH) | 86.417 | 87.417 | 89.058 | 89.992 | 90.983 |
| Homes passed by cable | 67.727 | 71.208 | 74.642 | 78.133 | 81.125 |
| Basic cable subscribers | 38.997 | 41.428 | 43.850 | 47.046 | 50.328 |
| Pay cable units | 31.791 | 33.504 | 35.783 | 38.402 | 41.211 |
| Video shopping homes | 19.667 | 52.167 | 55.000 | 62.833 | 64.833 |
| Backyard dishes | 1.681 | 1.975 | 2.097 | 2.477 | 2.913 |
| Backyard pay TV subscribers | .087 | .420 | .415 | .719 | 1.067 |
| Satellite master antenna TV subscribers (SMATV) | .583 | .659 | .686 | .746 | .819 |
| Multi-channel distribution service (MDS) subscribers | .252 | .227 | .203 | .267 | .335 |
| Subscription TV (STV) subscribers | .153 | .127 | .106 | 0.000 | 0.000 |

Table 8-29b.
Selected percentages indicating pay TV penetration: 1986-1990

| | 1986 | 1987 | 1988 | 1989* | 1990* |
|-----------------------------------------------------------|---------------|------|------|-------|-------|
| | (in percents) | | | | |
| Percent of TVHH passed by cable | 78 | 81 | 84 | 87 | 89 |
| Percent of TVHH subscribing to basic cable | 45 | 47 | 49 | 52 | 55 |
| Percent of TVHH subscribing to video shopping | 23 | 60 | 62 | 70 | 71 |
| Percent of TVHH with backyard dishes | 2 | 2 | 2 | 3 | 3 |
| Percent of homes passed subscribing to basic cable | 58 | 58 | 59 | 60 | 62 |
| Ratio of total pay units to basic cable subscribers | 82 | 81 | 82 | 82 | 82 |

*Projected

Source: (1986-1987) Cable TV Programming News Roundup, Paul Kagan Associates, Inc., Carmel, CA, November 30, 1987, (1989-1990) Cable TV Programming News Roundup. Estimates of Paul Kagan Associates, Inc., Carmel, CA, May 16, 1989, p. 6.

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Table 8-30.
Number of group-owned television stations: 1948-1983

| Year | Number of groups | Number of group-owned stations | Total commercial stations | Percent of group control |
|-----------|------------------|--------------------------------|---------------------------|--------------------------|
| 1948..... | 3 | 6 | 16 | 37.5 |
| 1949..... | 10 | 24 | 51 | 47.1 |
| 1950..... | 17 | 52 | 98 | 53.1 |
| 1951..... | 19 | 53 | 107 | 49.5 |
| 1952..... | 19 | 53 | 108 | 49.1 |
| 1953..... | 38 | 104 | 126 | 82.5 |
| 1954..... | 48 | 126 | 354 | 35.6 |
| 1955..... | 62 | 165 | 411 | 40.1 |
| 1956..... | 60 | 173 | 441 | 39.2 |
| 1957..... | 65 | 192 | 471 | 40.8 |
| 1958..... | 82 | 241 | 495 | 48.7 |
| 1959..... | 85 | 249 | 510 | 48.8 |
| 1960..... | 84 | 252 | 515 | 48.9 |
| 1961..... | 87 | 260 | 527 | 49.3 |
| 1962..... | 89 | 268 | 541 | 49.5 |
| 1963..... | 97 | 280 | 557 | 50.3 |
| 1964..... | 106 | 299 | 564 | 53.0 |
| 1965..... | 109 | 310 | 569 | 54.5 |
| 1966..... | 111 | 324 | 585 | 55.4 |
| 1975..... | 115 | 405 | 706 | 57.4 |
| 1976..... | 119 | 415 | 701 | 59.2 |
| 1980..... | 144 | 506 | 734 | 68.9 |
| 1981..... | NA | NA | 756 | NA |
| 1982..... | 158 | 563 | 777 | 72.5 |
| 1983..... | 174 | 596 | 813 | 73.3 |

NA - Not available

Note: Data for 1967-1974 and 1977-1979 not available.

Sources: The first two columns (through 1966) are from A.R. Kroeger "How Things Stand With Groups," Television, March 1966, pp. 30-31. Data for 1975-76 are from Herbert H. Howard, "The Contemporary Status of Television Group Ownership," Journalism Quarterly, 53:0399-405, 1976; and Television Station Group Ownership: 1980, University of Tennessee College of Communications, Knoxville, TN, 1980, 1982, 1983, (updated).

As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 280-A, p. 60.

Table 8-31.

The top 15 group owners in television: 1959 and 1980

| Ownership unit | Rank | | Stations | | Net weekly circulation | | Percent of U.S. households | |
|----------------------|-------|------|----------|------|------------------------|------|----------------------------|------|
| | 1959 | 1980 | 1959 | 1980 | 1959 | 1980 | 1959 | 1980 |
| CBS..... | 1 | 1 | 5 | 5 | 11.3 | 16.0 | 22 | 22 |
| ABC..... | 3 | 2 | 5 | 5 | 9.6 | 15.8 | 19 | 22 |
| RCA (NBC)..... | 2 | 3 | 5 | 5 | 10.8 | 15.2 | 21 | 21 |
| Metromedia..... | 7 (a) | 4 | 4 | 7 | 3.9 | 13.9 | 8 | 20 |
| RKO General..... | 4 | 5 | 4 | 4 | 5.4 | 9.5 | 11 | 17 |
| Westinghouse..... | 5 | 6 | 5 | 6 | 4.7 | 9.0 | 9 | 11 |
| WGN/Continental..... | 6 | 6 | 2 | 3 | 4.5 | 8.6 | 9 | 13 |
| Storer..... | 8 | 8 | 5 | 7 | 3.3 | 7.0 | 6 | 10 |
| Field..... | NA | 9 | NA | 5 | NA | 6.1 | NA | 14 |
| Capital Cities..... | 9 (b) | 10 | 6 | 6 | 2.8 | 5.8 | 5 | 7 |
| Taft..... | NA | 11 | NA | 7 | NA | 5.6 | NA | 9 |
| Gaylord..... | NA | 12 | NA | 7 | NA | 5.6 | NA | 9 |
| Cox..... | NA | 13 | NA | 5 | NA | 6.2 | NA | 6 |
| Scripps-Howard..... | 11 | 14 | 3 | 6 | 1.9 | 4.1 | 4 | 5 |
| Post-Newsweek..... | NA | 15 | NA | 4 | NA | 4.1 | NA | 5 |

NA - Not available.

(a) Known as Metropolitan stations in 1959.

(b) Known as Triangle stations in 1959.

Source: Christopher H. Sterling, in Benjamin Compaine et al. Who Owns the Media? Concentration of Ownership in the Mass Communications Industry, Knowledge Industry Publications, White Plains, NY, 1982, p. 329.

As included in Christopher H. Sterling, Electronic Media. A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 280C, p. 62.

Table 8-32.
The top 15 group owners in radio: 1980

| Rank | Ownership unit | Number of stations owned | Total weekly listeners |
|------|---------------------|--------------------------|------------------------|
| 1 | CBS..... | 14 | 7,208,000 |
| 2 | ABC..... | 13 | 6,932,000 |
| 3 | Group W..... | 12 | 5,843,000 |
| 4 | Metromedia..... | 13 | 5,239,000 |
| 5 | Capital Cities..... | 12 | 4,760,000 |
| 6 | RCA (NBC)..... | 8 | 4,657,000 |
| 7 | RKC..... | 11 | 4,258,000 |
| 8 | SJR..... | 9 | 3,749,000 |
| 9 | Bonneville..... | 11 | 3,326,000 |
| 10 | Cox..... | 12 | 3,307,000 |
| 11 | Taft..... | 12 | 2,786,000 |
| 12 | Gannett..... | 11 | 2,636,000 |
| 13 | Inner City..... | 6 | 2,514,000 |
| 14 | Plough..... | 12 | 2,120,000 |
| 15 | GE..... | 8 | 1,742,000 |
| | Total..... | 164 | NA |

NA - Not applicable.

Note: Total audience measures are misleading in that repeat listeners are not accounted for, but the figures provide at least a sense of magnitude difference. Data include AM and FM stations. The source counts simulcast AM-FM stations as single stations and includes only those groups with five or more stations showing up in market rating books (which does not substantially affect the above list).

Source: Data compiled by James Duncan, American Radio, Kalamazoo, MI, 1981, p. A-28. Cited by C.H. Sterling in Benjamin Compaine, et al., Who Owns the Media? Concentration of Ownership in the Mass Communications Industry, 2nd edition, Knowledge Industry Publications, White Plains, NY, 1982, p. 330. 's included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 270-B, p. 57.

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Table 8-33.

Number of radio and television stations owned by newspapers and/or magazines, selected years: 1961-1987

| Date | AM radio | FM radio | TV |
|--------------------|-------------|-------------|-----|
| 1961, Sept. 1..... | 412 | 147 | 161 |
| 1965, Oct. 31..... | 391 | 170 | 174 |
| 1968, Dec. 4..... | 381 | 191 | 183 |
| 1969, Dec. 1..... | 394 | 245 | 189 |
| 1971, Feb. 1..... | 402 | 248 | 191 |
| 1971, Dec. 1..... | 318 | 209 | 176 |
| 1972, Dec. 1..... | 325 | 171 | 178 |
| 1973, Dec. 1..... | 304 | 211 | 179 |
| 1974, Dec. 1..... | 321 | 236 | 193 |
| 1975, Dec. 1..... | 320 | 238 | 197 |
| 1976, Dec. 1..... | 322 | 238 | 209 |
| 1977, Dec. 1..... | 314 | 238 | 211 |
| 1978, Dec. 1..... | 319 | 252 | 221 |
| 1979, Dec. 1..... | 318 | 257 | 226 |
| 1980, Dec. 1..... | 315 | 264 | 230 |
| 1981, Dec. 1..... | 311 | 277 | 246 |
| 1982, Dec. 1..... | 300 | 263 | 251 |
| 1983, Dec. 1..... | 288 | 257 | 248 |
| 1984, Dec. 1..... | 268 | 256 | 255 |
| 1985, Dec. 1..... | 264 | 255 | 253 |
| 1986, Dec. 1..... | 232 | 226 | 271 |
| 1987, Dec. 1..... | 195 | 188 | 260 |

Source: Broadcasting Publications, Inc., Broadcasting Cablecasting Yearbook. Washington, D.C. (Copyright)

As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 947; U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 911, p. 548.

Table 8-34.
 Minority-owned broadcast outlets: 1977 and 1982

| Type of outlet | 1977 | | 1982 | |
|---------------------|---------------|----------|---------------|----------|
| | Total outlets | Minority | Total outlets | Minority |
| Television: | | | | |
| Commercial VHF..... | 514 | 1 | 524 | 9 |
| Commercial UHF..... | 203 | 7 | 250 | 5 |
| Noncommercial..... | 245 | NA | 271 | 4 |
| Total..... | 965 | 8 | 1,045 | 18 |
| Radio: | | | | |
| Commercial AM..... | 4,469 | 32 | 4,634 | 100 |
| Commercial FM..... | 2,845 | 9 | 3,349 | 50 |
| Noncommercial..... | 861 | 2 | 1,118 | 28 |
| Total..... | 8,175 | 43 | 9,101 | 178 |

NA - Not available.

Sources: Communications Resource Center (1977); National Association of Broadcasters (1982).
 As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 260-B, p. 46.

Table 8-35.
Top 50 Multiple Service Operators subscriber concentration: 1969-1981

| Year | Percent of all cable subscribers served by the largest: | | | |
|------|---------------------------------------------------------|---------|----------|----------|
| | 4 firms | 8 firms | 25 firms | 50 firms |
| 1969 | 16.3 | 26.7 | 47.9 | 61.1 |
| 1970 | 17.2 | 28.0 | 50.3 | 64.0 |
| 1971 | 21.7 | 31.6 | 53.7 | 67.3 |
| 1972 | 25.7 | 37.6 | 58.6 | 70.2 |
| 1973 | 27.2 | 40.3 | 61.7 | 73.4 |
| 1974 | 26.2 | 38.6 | 58.6 | 69.3 |
| 1975 | 26.4 | 38.1 | 58.5 | 69.8 |
| 1976 | 24.9 | 36.6 | 56.8 | 68.7 |
| 1977 | 23.1 | 34.2 | 54.1 | 66.7 |
| 1978 | 22.7 | 33.9 | 54.1 | 67.3 |
| 1979 | 24.0 | 36.5 | 58.4 | 71.5 |
| 1980 | 25.8 | 38.6 | 62.1 | 74.5 |
| 1981 | 27.3 | 40.9 | 63.9 | 77.8 |

Source: Data through 1979, Yale M. Braunstein, Recent Trends in Cable Television Related to the Prospects for New Television Networks, Federal Communications Commission Network Inquiry Special Staff, Washington, D.C., January 1980, p. 14.

Data for 1980 and 1981 figured by Christopher H. Sterling from spring listings in Television Digest of the top 50 multiple service operators.

As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, p. 72, table 290-C.

Methodological note: These data were assembled by an outside consultant for the Federal Communications Commission's special study of networks in 1978-1980.

Table 8-36.
Top 50 Cable Multiple System Operators: 1989

| Rank | MSO (multiple system operator) | Basic subscribers |
|------|--------------------------------------------------------------------|-------------------|
| 1 | TCI (Tele-Communications Inc.) (a) (b) | 4,426,800 |
| 2 | ATC (American Television & Communications Corporation) (c) | 4,139,000 |
| 3 | Continental Cablevision Inc. | 2,446,000 |
| 4 | Comcast Cable Communications | 2,152,100 |
| 5 | Warner Cable Communications Inc. | 1,582,800 |
| 6 | Storer Communications Cable Division | 1,526,100 |
| 7 | Cox Cable Communications (b) | 1,513,900 |
| 8 | Cablevision Systems Corporation | 1,363,600 |
| 9 | United Artists Cablesystems Corporation | 1,322,600 |
| 10 | United Cable Television Corporation | 1,302,700 |
| 11 | Newhouse Broadcasting (including Metrovision, NewChannels, Vision) | 1,160,000 |
| 12 | Jones Intercable Inc. | 1,126,200 |
| 13 | Jones Spacelink, Ltd. | 1,120,800 |
| 14 | Heritage Communications Inc. | 1,107,700 |
| 15 | Times Mirror Cable | 1,020,100 |
| 16 | Viacom Cable | 966,000 |
| 17 | Cablevision Industries Inc. | 950,600 |
| 18 | KBLCOM | 930,400 |
| 19 | Sammons Communications Inc. | 859,500 |
| 20 | Century Communications Corporation (b) | 793,800 |
| 21 | Adelphia Communications | 761,400 |
| 22 | Cooke CableVision Inc. | 730,800 |
| 23 | Centel Cable Television | 598,500 |
| 24 | TeleCable Corporation | 581,100 |
| 25 | WestMarc Communications Inc. | 561,900 |
| 26 | Scripps-Howard Cable (b) | 533,300 |
| 27 | MultiVision Cable TV Corporation | 486,400 |
| 28 | Tele-Media Corporation | 466,300 |
| 29 | Falcon Communications (b) | 451,900 |
| 30 | Prime Cable Corporation | 414,600 |
| 31 | Post-Newsweek Cable Inc. | 405,700 |
| 32 | Lenfest Group | 365,900 |
| 33 | TCA Cable TV Inc. | 353,100 |
| 34 | Rifkin & Associates Inc. | 326,800 |
| 35 | Multimedia Cablevision | 323,900 |
| 36 | Colony Communications | 321,800 |
| 37 | Maclean Hunter Cable TV | 298,600 |
| 38 | TKR Cable | 281,100 |
| 39 | Western Communications | 268,700 |
| 40 | Cencom Cable Associates | 256,000 |
| 41 | Star Cablevision Group | 252,400 |
| 42 | Simmons Communications Inc. | 247,100 |
| 43 | Hauser Communications | 238,000 |
| 44 | Service Electric Cable TV, Inc. (b) | 212,700 |
| 45 | Greater Media Inc. | 193,000 |
| 46 | Harron Communications Corporation | 179,900 |
| 47 | Media General Inc. | 175,500 |
| 48 | Columbia International Inc. | 174,800 |
| 49 | Sutton Capital Associates | 169,600 |
| 50 | NYT (New York Times) Cable | 165,500 |

(a) Subscriber total does not reflect TCI interest in: United Artists (9), United Cable (10), Heritage (14), WestMarc (25), Lenfest (32), TKR (38), Cencom (40), among others.

(b) Paul Kagan Associates estimates.

(c) Includes Paragon Communications and affiliated systems.

Source: Paul Kagan Associates, Inc., *Cable TV Investor*, July 3, 1989, pp. 8-9. Data as of April 30, 1989

As included in National Cable Television Association, *Cable Television Developments*, Washington, D.C., August 1989, Volume 13, No. 51, p. 10.

Table 8-37.
Top 50 cable systems: 1989

| Rank | System location | Operator | Basic subscribers | |
|------|---------------------------------|--------------------------------------------------------|-------------------|---------|
| 1 | Woodbury (Long Island), NY | Cablevision Systems Corporation | 472,225 | (6/89) |
| 2 | San Diego, CA | Cox Cable Communications | 301,765 | (4/89) |
| 3 | Orlando/Melbourne, FL | ATC (American Television & Communications Corporation) | 298,000 | (2/89) |
| 4 | San Antonio, TX | KBLCOM | 234,835 | (6/89) |
| 5 | Manhattan, NY | ATC (American Television & Communications Corporation) | 231,864 | (6/89) |
| 6 | Phoenix, AZ | Times Mirror Cable | 220,968 | (5/89) |
| 7 | East Orange, NJ | Maclean Hunter Cable TV | 212,000 | (6/89) |
| 8 | Houston, TX | Warner Cable Communications Inc. | 207,000 | (6/89) |
| 9 | Puget Sound, WA | Viacom | 203,000 | (6/88) |
| 10 | Honolulu, HI | ATC (American Television & Communications Corporation) | 202,000 | (1/89) |
| 11 | Chicago, Illinois suburbs | Continental | 177,208 | (2/89) |
| 12 | Wayne, NJ | UA Entertainment | 174,173 | (6/89) |
| 13 | Cincinnati, OH | Warner Cable Communications Inc. | 167,000 | (6/89) |
| 14 | Rochester, NY | ATC (American Television & Communications Corporation) | 167,000 | (1/89) |
| 15 | Atlanta, GA | Prime Cable | 166,329 | (5/89) |
| 16 | Cleveland, OH | Cablevision Systems Corporation | 165,890 | (6/89) |
| 17 | Louisville/Jefferson County, KY | Storer Communications Cable Division | 163,722 | (5/88) |
| 18 | Hampton Roads, VA | Cox Cable Communications | 162,964 | (3/89) |
| 19 | Cherry Hill, NJ | NYT (New York Times) Cable | 162,000 | (1/89) |
| 20 | Fairfax, VA | Media General Inc. | 157,000 | (11/88) |
| 21 | Connecticut Compiex | Cablevision Systems Corporation | 156,080 | (6/89) |
| 22 | Jacksonville, FL | Continental | 154,600 | (5/89) |
| 23 | Hartford/Plainville/Vernon, CT | UA Entertainment | 152,683 | (6/89) |
| 24 | Chicago, IL | TCI (Tele-Communications Inc.) | 148,857 | (4/89) |
| 25 | Memphis/West Memphis, TN | ATC (American Television & Communications Corporation) | 148,000 | (1/89) |
| 26 | Kansas City, MO | ATC (American Television & Communications Corporation) | 147,000 | (2/89) |
| 27 | San Jose/Campbell, CA | Heritage | 145,000 | (6/89) |
| 28 | Baltimore County, MD | Comcast | 144,000 | (6/89) |
| 29 | Manhattan, NY | Paragon | 143,500 | (6/89) |
| 30 | Tulsa, OK | UA Entertainment | 140,015 | (6/89) |
| 31 | Denver suburbs, CO | UA Entertainment | 139,303 | (6/89) |
| 32 | Charlotte, NC | ATC (American Television & Communications Corporation) | 139,000 | (1/89) |
| 33 | Pompano, FL | Continental | 136,793 | (2/89) |
| 34 | St. Louis, MO | Cencom Cable Associates | 135,196 | (6/89) |
| 35 | Buffalo, NY | Adelphia Communications | 132,801 | (3/88) |
| 36 | Brooklyn/Queens, NY | Warner Cable Communications Inc. | 132,500 | (6/89) |
| 37 | San Diego, CA | ATC (American Television & Communications Corporation) | 132,000 | (1/89) |
| 38 | Martin/Stuart County, FL | Centel Cable Television | 129,460 | (3/89) |
| 39 | San Francisco, CA | Viacom | 123,000 | (6/88) |
| 40 | Seattle, WA | TCI (Tele-Communications Inc.) | 120,518 | (1/89) |
| 41 | Austin, TX | ATC (American Television & Communications Corporation) | 120,000 | (1/89) |
| 42 | Warren, NJ | TKR Cable | 118,822 | (6/89) |
| 43 | Wilmington, DE | Heritage | 112,000 | (6/89) |
| 44 | Grand Rapids, MI | UA Entertainment | 111,198 | (6/89) |
| 45 | San Diego County, CA | Times Mirror Cable | 111,029 | (5/89) |
| 46 | Toledo, OH | Blade Communications | 110,785 | (5/89) |
| 47 | Southeast Michigan | Comcast Cable Communications | 110,000 | (6/89) |
| 48 | Chicago, Illinois suburbs | Centel Cable Television | 109,576 | (5/89) |
| 49 | Las Vegas, NV | Prime Cable Corporation | 107,288 | (5/89) |
| 50 | Dallas, TX | Heritage | 107,244 | (6/89) |

Note: Ranked by number of subscribers.

Sources: International Communications Research, Cablevision July 17, 1989, p. 75.

As included in National Cable Television Association, Cable Television Developments, Washington, D.C., August 1989, Volume 13, No 51, p. 11.

Table 8-38.
Revenues, expenses, earnings, and profit ratios of television networks and their owned-and-operated stations: 1948-1980

| Year | Number of networks | Combined network/station revenues and earnings | | | | | Networks only | | | Network-owned stations | | | |
|---------------------------|--------------------|------------------------------------------------|----------|----------|------------------|---------------------------|--------------------------------------|------------------|----------------|---------------------------|------------------|----------------|---------------------------|
| | | Number of network-owned stations | Revenues | Expenses | Pre-tax earnings | Profit ratio (in percent) | Percent of total TV industry profits | Pre-tax earnings | Percent change | Profit ratio (in percent) | Pre-tax earnings | Percent change | Profit ratio (in percent) |
| (dollars are in millions) | | | | | | | | | | | | | |
| 1948.. | 4 | 10 | 4.8 | 11.2 | (6.4) | (133) | -- | NA | NA | NA | NA | NA | NA |
| 1949..... | 4 | 14 | 19.3 | 31.4 | (12.1) | (63) | -- | NA | NA | NA | NA | NA | NA |
| 1950.. | 4 | 14 | 55.5 | 65.5 | (10.0) | (18) | -- | NA | NA | NA | NA | NA | NA |
| 1951..... | 4 | 15 | 128.4 | 117.4 | 11.0 | 9 | 26 | NA | NA | NA | NA | NA | NA |
| 1952..... | 4 | 15 | 180.2 | 170.3 | 9.9 | 5 | 18 | NA | NA | NA | NA | NA | NA |
| 1953..... | 4 | 16 | 291.7 | 213.7 | 18.0 | 8 | 76 | NA | NA | NA | NA | NA | NA |
| 1954.. | 4 | 16 | 306.7 | 270.2 | 36.5 | 12 | 40 | NA | NA | NA | NA | NA | NA |
| 1955... .. | 4 | 16 | 374.0 | 306.0 | 68.0 | 18 | 45 | NA | NA | NA | NA | NA | NA |
| 1956..... | 3 | 16 | 442.3 | 356.9 | 85.4 | 19 | 45 | NA | NA | NA | NA | NA | NA |
| 1957... | 3 | 16 | 467.9 | 397.2 | 70.7 | 15 | 44 | NA | NA | NA | NA | NA | NA |
| 1958.. | 3 | 19 | 516.7 | 439.7 | 77.0 | 15 | 45 | NA | NA | NA | NA | NA | NA |
| 1959 | 3 | 17 | 576.1 | 488.2 | 87.9 | 15 | 40 | 32.0 | -- | 7.3 | 55.9 | -- | 40.6 |
| 1960 | 3 | 15 | 640.7 | 545.5 | 95.2 | 15 | 39 | 33.6 | 5.0 | 6.8 | 61.6 | 10.2 | 42.2 |
| 1961 | 3 | 15 | 675.3 | 588.3 | 87.0 | 13 | 37 | 24.7 | (26.5) | 4.7 | 62.3 | 1.1 | 41.9 |
| 1962 | 3 | 15 | 754.2 | 642.8 | 111.4 | 15 | 36 | 36.7 | 48.6 | 6.3 | 74.7 | 19.9 | 44.1 |
| 1963.. | 3 | 15 | 820.3 | 684.1 | 136.2 | 17 | 40 | 56.4 | 53.7 | 8.9 | 79.8 | 6.8 | 43.3 |
| 1964 | 3 | 15 | 928.7 | 772.2 | 156.5 | 17 | 38 | 60.2 | 6.7 | 8.4 | 96.3 | 20.7 | 44.5 |
| 1965 | 3 | 15 | 1,023.8 | 867.2 | 161.6 | 16 | 36 | 59.4 | (1.3) | 7.5 | 102.2 | 6.1 | 43.5 |
| 1966 | 3 | 15 | 1,166.3 | 979.5 | 186.8 | 16 | 38 | 78.7 | 32.5 | 8.7 | 108.1 | 5.8 | 41.2 |
| 1967 | 3 | 15 | 1,216.6 | 1,056.6 | 160.1 | 13 | 39 | 55.8 | (29.1) | 5.9 | 104.3 | (3.5) | 39.6 |
| 1968 | 3 | 15 | 1,307.9 | 1,129.2 | 178.8 | 14 | 36 | 56.4 | 1.1 | 5.5 | 122.4 | 17.4 | 42.0 |
| 1969 | 3 | 15 | 1,467.3 | 1,241.3 | 226.1 | 15 | 41 | 92.7 | 64.4 | 8.1 | 133.4 | 9.0 | 41.3 |
| 1970 | 3 | 15 | 1,457.1 | 1,289.6 | 167.5 | 11 | 37 | 50.1 | (46.0) | 4.4 | 117.3 | (12.1) | 37.5 |
| 1971 | 3 | 15 | 1,378.9 | 1,234.0 | 144.9 | 11 | 37 | 53.7 | (7.2) | 4.9 | 91.2 | (22.3) | 32.0 |
| 1972 | 3 | 15 | 1,598.4 | 1,385.0 | 213.4 | 13 | 39 | 110.9 | 106.5 | 8.7 | 102.5 | 12.4 | 31.3 |
| 1973... | 3 | 15 | 1,758.0 | 1,470.3 | 287.7 | 16 | 44 | 184.9 | 66.7 | 13.2 | 102.8 | 0.3 | 29.1 |
| 1974..... | 3 | 15 | 1,921.1 | 1,590.3 | 330.8 | 17 | 45 | 225.1 | 21.7 | 14.6 | 105.7 | 2.8 | 28.2 |
| 1975 | 3 | 15 | 2,069.4 | 1,755.3 | 314.2 | 15 | 40 | 208.5 | (7.4) | 12.5 | 105.7 | 0.0 | 26.7 |
| 1976.. | 3 | 15 | 2,604.4 | 2,149.8 | 454.6 | 17 | 36 | 295.6 | 41.8 | 14.0 | 159.0 | 50.4 | 34.9 |
| 1977 | 3 | 15 | 3,084.9 | 2,529.5 | 555.4 | 18 | 30 | 406.1 | 37.4 | 15.7 | 149.3 | (6.1) | 29.7 |
| 1978 | 3 | 15 | 3,549.1 | 2,989.3 | 559.8 | 16 | 34 | 373.5 | (8.0) | 12.6 | 186.3 | 24.8 | 31.9 |
| 1979 | 3 | 15 | 4,092.4 | 3,517.1 | 575.3 | 14 | 34 | 370.3 | (0.9) | 10.7 | 205.1 | 10.1 | 32.2 |
| 1980 | 3 | 15 | 4,565.5 | 4,031.4 | 534.1 | 12 | 32 | 325.6 | (12.0) | 8.4 | 208.5 | 1.7 | 29.6 |

Not applicable.

NA - Not available

Note: Because all financial figures are rounded to the nearest hundred-thousand, totals may not add up exactly. Figures in parentheses indicate losses.

Sources: data derived from FCC figures released annually in the Federal Communications Commission Annual Report and in Television Factbook, Television Digest, Washington, D.C., with profit margins and percentage change figures calculated by Christopher H. Sterling. Some data from Broadcasting Monthly [May-June 1977], p. 75. As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 381-A, pp. 123, 124.

Table 8-39.

Revenues, expenses, earnings, and profit ratios of commercial television stations: 1948-1980

| Year | All non network-owned-and-operated stations (a) | | | | | | All commercial stations (b) | | | | | |
|---------------------------|-------------------------------------------------|---------|----------|-----------------------|---------------------------|--------------------------------------|-----------------------------|---------|----------|-----------------------|---------------------------|--|
| | Number of stations | Revenue | Expenses | Earnings before taxes | Profit ratio (in percent) | Percent of total TV industry profits | Number of stations | Revenue | Expenses | Earnings before taxes | Profit ratio (in percent) | |
| (dollars are in millions) | | | | | | | | | | | | |
| 1948..... | 40 | 3.9 | 12.4 | (8.5) | (218) | NA | 50 | 8.7 | 23.6 | (14.9) | (171) | |
| 1949..... | 84 | 15.0 | 29.0 | (13.5) | (90) | NA | 98 | 34.3 | 59.6 | (25.3) | (74) | |
| 1950..... | 93 | 50.4 | 49.6 | .8 | 2 | NA | 107 | 105.9 | 115.1 | (9.2) | (9) | |
| 1951..... | 98 | 107.3 | 76.7 | 30.6 | 29 | 74 | 108 | 235.7 | 194.1 | 41.6 | 18 | |
| 1952..... | 107 | 144.0 | 98.4 | 45.6 | 32 | 82 | 122 | 324.2 | 268.7 | 55.5 | 17 | |
| 1953..... | 318 | 201.0 | 151.0 | 50.0 | 25 | 74 | 334 | 432.7 | 364.7 | 68.0 | 16 | |
| 1954..... | 394 | 286.3 | 232.5 | 53.8 | 19 | 60 | 410 | 593 | 502.7 | 90.3 | 15 | |
| 1955..... | 421 | 370.0 | 288.5 | 81.5 | 22 | 55 | 437 | 744.7 | 594.5 | 150.2 | 20 | |
| 1956..... | 459 | 454.6 | 350.4 | 104.2 | 23 | 55 | 475 | 896.9 | 707.3 | 189.6 | 21 | |
| 1957..... | 485 | 475.3 | 386.0 | 89.3 | 19 | 56 | 501 | 943.2 | 783.2 | 160.0 | 17 | |
| 1958..... | 495 | 513.3 | 418.4 | 94.8 | 18 | 55 | 514 | 1,030.0 | 858.1 | 171.9 | 17 | |
| 1959..... | 504 | 587.8 | 453.4 | 134.4 | 23 | 60 | 521 | 1,163.9 | 941.6 | 222.3 | 19 | |
| 1960..... | 515 | 627.9 | 479.0 | 148.9 | 24 | 61 | 530 | 1,268.6 | 1,024.5 | 244.1 | 19 | |
| 1961..... | 525 | 643.0 | 493.0 | 150.0 | 23 | 63 | 540 | 1,318.3 | 1,081.3 | 237.0 | 18 | |
| 1962..... | 539 | 732.0 | 551.8 | 200.2 | 27 | 64 | 554 | 1,486.2 | 1,174.6 | 311.6 | 21 | |
| 1963..... | 550 | 776.9 | 569.9 | 207.0 | 27 | 60 | 565 | 1,597.2 | 1,254.0 | 343.2 | 21 | |
| 1964..... | 560 | 864.6 | 605.5 | 259.1 | 30 | 62 | 575 | 1,773.3 | 1,377.7 | 415.6 | 23 | |
| 1965..... | 573 | 941.0 | 654.7 | 286.3 | 30 | 64 | 588 | 1,964.8 | 1,516.9 | 447.9 | 23 | |
| 1966..... | 593 | 1,036.7 | 730.6 | 306.1 | 30 | 62 | 608 | 2,203.7 | 1,710.1 | 492.9 | 22 | |
| 1967..... | 604 | 1,058.8 | 804.3 | 254.5 | 24 | 61 | 619 | 2,275.4 | 1,860.9 | 414.6 | 18 | |
| 1968..... | 627 | 1,212.9 | 897.0 | 316.0 | 26 | 64 | 642 | 2,520.9 | 2,026.1 | 494.8 | 20 | |
| 1969..... | 658 | 1,328.9 | 1,001.3 | 327.5 | 25 | 59 | 673 | 2,796.2 | 2,242.6 | 553.6 | 20 | |
| 1970..... | 671 | 1,351.1 | 1,064.0 | 286.4 | 21 | 63 | 686 | 2,808.2 | 2,354.4 | 453.8 | 16 | |
| 1971..... | 673 | 1,371.4 | 1,127.2 | 244.3 | 18 | 63 | 688 | 2,750.3 | 2,361.2 | 389.2 | 14 | |
| 1972..... | 648 | 1,581.1 | 1,242.3 | 338.8 | 21 | 61 | 663 | 3,179.4 | 2,627.3 | 552.2 | 17 | |
| 1973..... | 651 | 1,706.8 | 1,341.4 | 365.4 | 21 | 56 | 666 | 3,464.8 | 3,811.7 | 653.1 | 19 | |
| 1974..... | 659 | 1,855.2 | 1,448.9 | 406.3 | 22 | 55 | 669 | 3,776.3 | 3,039.2 | 737.1 | 20 | |
| 1975..... | 654 | 2,024.7 | 1,558.8 | 465.9 | 23 | 60 | 669 | 4,094.1 | 3,314.1 | 780.0 | 19 | |
| 1976..... | 687 | 2,594.1 | 1,798.5 | 795.6 | 31 | 64 | 702 | 5,198.5 | 3,945.3 | 1,250.2 | 24 | |
| 1977..... | 682 | 2,804.1 | 1,958.5 | 845.6 | 30 | 60 | 697 | 5,889.0 | 4,488.0 | 1,401.1 | 24 | |
| 1978..... | 699 | 3,400.7 | 2,307.2 | 1,093.5 | 32 | 66 | 714 | 6,949.8 | 5,296.5 | 1,653.3 | 24 | |
| 1979..... | 708 | 3,782.6 | 2,667.7 | 1,114.9 | 29 | 66 | 723 | 7,875.0 | 6,184.8 | 1,690.2 | 21 | |
| 1980..... | 710 | 4,242.2 | 3,122.9 | 1,119.4 | 26 | 68 | 725 | 8,807.7 | 7,154.2 | 1,653.5 | 19 | |

NA - Not available

Note: Figures may not add to totals due to rounding. Figures in parentheses indicate losses.

(a) Includes all commercial stations (VHF and UHF, independent and affiliate) except the 15 network owned-and-operated stations.

(b) Includes network owned-and-operated stations.

Source: FCC annual financial reports on the television business, partially reprinted in the FCC's Annual Report.As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 380-B, pp. 116, 117.

Table 8-40.
Advertising expenditures for television: 1949-1987

| Year | Advertising expenditures | | | |
|-----------|--------------------------|---------|---------------|-------|
| | Total | Network | National spot | Local |
| | (in millions of dollars) | | | |
| 1949..... | 58 | 29 | 9 | 19 |
| 1950..... | 171 | 85 | 31 | 55 |
| 1951..... | 332 | 181 | 70 | 82 |
| 1952..... | 454 | 256 | 94 | 104 |
| 1953..... | 606 | 320 | 146 | 141 |
| 1954..... | 809 | 422 | 207 | 180 |
| 1955..... | 1,035 | 550 | 260 | 225 |
| 1956..... | 1,225 | 643 | 329 | 253 |
| 1957..... | 1,286 | 690 | 352 | 244 |
| 1958..... | 1,387 | 742 | 397 | 248 |
| 1959..... | 1,529 | 776 | 486 | 267 |
| 1960..... | 1,627 | 820 | 527 | 281 |
| 1961..... | 1,691 | 887 | 548 | 256 |
| 1962..... | 1,897 | 976 | 629 | 292 |
| 1963..... | 2,032 | 1,025 | 698 | 309 |
| 1964..... | 2,289 | 1,132 | 806 | 351 |
| 1965..... | 2,515 | 1,237 | 892 | 386 |
| 1966..... | 2,823 | 1,393 | 988 | 442 |
| 1967..... | 2,909 | 1,455 | 988 | 466 |
| 1968..... | 3,231 | 1,523 | 1,131 | 577 |
| 1969..... | 3,585 | 1,678 | 1,253 | 654 |
| 1970..... | 3,596 | 1,658 | 1,234 | 704 |
| 1971..... | 3,534 | 1,593 | 1,145 | 796 |
| 1972..... | 4,091 | 1,804 | 1,318 | 969 |
| 1973..... | 4,460 | 1,968 | 1,377 | 1,115 |
| 1974..... | 4,851 | 2,145 | 1,495 | 1,211 |
| 1975..... | 5,263 | 2,306 | 1,632 | 1,334 |
| 1976..... | 6,721 | 2,857 | 2,154 | 1,700 |
| 1977..... | 7,612 | 3,460 | 2,204 | 1,948 |
| 1978..... | 8,955 | 3,975 | 2,607 | 2,373 |
| 1979..... | 10,151 | 4,599 | 4,599 | 2,682 |
| 1980..... | 11,424 | 5,130 | 3,269 | 2,967 |
| 1981..... | 12,811 | 5,575 | 3,746 | 3,368 |
| 1982..... | 14,566 | 6,210 | 4,364 | 3,765 |
| 1983..... | 16,542 | 7,017 | 4,827 | 4,345 |
| 1984..... | 19,670 | 8,526 | 5,488 | 5,084 |
| 1985..... | 21,022 | 8,060 | 6,004 | 5,714 |
| 1986..... | 22,881 | 8,342 | 6,570 | 6,514 |
| 1987..... | 23,904 | 8,500 | 6,846 | 6,833 |

Note: See table 8-48 for methodological note.

Source: (1949-1970) U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Series R123-129; (1971-1974) Television Factbook, 1976, Washington, D.C., 1976, p. 65a; (1975-1977) U.S. Bureau of the Census, Statistical Abstract of the United States: 1979, Washington, D.C., 1979, table 1002; (1978-1979) U.S. Bureau of the Census, Statistical Abstract of the United States: 1984, Washington, D.C., 1983, table 968; (1980-1984) U.S. Bureau of the Census, Statistical Abstract of the United States: 1987, Washington, D.C., 1986, table 925; (1985-1987) U.S. Bureau of the Census, Statistical Abstract of the United States: 1989, Washington, D.C., table 920.

Table 8-41.
Network television advertising billings by network: 1963-1987

| Year | Network | | | Total |
|--------------------------|---------|---------|---------|---------|
| | ABC | CBS | NBC | |
| (in millions of dollars) | | | | |
| 1963..... | 276.8 | 436.7 | 344.5 | 1,058.0 |
| 1964..... | 291.4 | 472.7 | 381.8 | 1,145.9 |
| 1965..... | 338.0 | 492.3 | 430.0 | 1,260.3 |
| 1966..... | 389.8 | 548.3 | 473.2 | 1,411.3 |
| 1967..... | 413.0 | 583.6 | 503.2 | 1,499.9 |
| 1968..... | 418.4 | 580.2 | 549.5 | 1,548.1 |
| 1969..... | 444.9 | 650.9 | 601.6 | 1,697.4 |
| 1970..... | 472.3 | 561.7 | 599.7 | 1,733.7 |
| 1971..... | 467.9 | 606.7 | 553.1 | 1,627.7 |
| 1972..... | 560.5 | 675.7 | 597.6 | 1,833.8 |
| 1973..... | 619.5 | 728.6 | 695.5 | 2,043.6 |
| 1974..... | 677.5 | 821.3 | 757.8 | 2,256.6 |
| 1975..... | 716.6 | 872.5 | 841.8 | 2,430.8 |
| 1976..... | 954.3 | 1,045.6 | 991.7 | 2,991.6 |
| 1977..... | 1,242.0 | 1,206.7 | 1,170.7 | 3,619.5 |
| 1978..... | 1,479.9 | 1,350.3 | 1,274.9 | 4,105.1 |
| 1979..... | 1,706.5 | 1,564.9 | 1,425.9 | 4,697.4 |
| 1980..... | 1,877.0 | 1,701.0 | 1,569.3 | 5,147.3 |
| 1981..... | 2,009.2 | 1,898.0 | 1,685.6 | 5,592.8 |
| 1982..... | 2,216.5 | 2,157.6 | 1,858.1 | 6,232.3 |
| 1983..... | 2,495.7 | 2,373.1 | 2,172.8 | 7,041.6 |
| 1984..... | 3,236.2 | 2,828.2 | 2,490.9 | 8,555.3 |
| 1985..... | 2,688.5 | 2,887.0 | 2,738.0 | 8,313.5 |
| 1986..... | 2,577.1 | 2,869.3 | 3,153.7 | 8,600.1 |
| 1987..... | 2,678.7 | 2,825.4 | 3,310.3 | 8,814.4 |

Note: These figures are estimates of net time and program billings and do not represent actual revenues to the networks. Data for 1963-66 are compiled by Leading National Advertisers-Bureau of Advertising Reports (LNA-BAR), Leading National Advertisers in 1967, and Bureau of Advertising Reports in 1968-87.

Source: Television Bureau of Advertising Reports. As included in Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1988 Edition, p. C-308.

Table 8-42.
Measures of network television commercials: 1965-1981

| Year | Total number of commercial minutes (3 networks) | Commercials by length | | | Number of commercials | | Number of prime-time programs by type of sponsorship | |
|-----------|-------------------------------------------------|-----------------------|-----------|--------|-----------------------|-------|------------------------------------------------------|---------------|
| | | 30 second | 60 second | P/B's* | Number | Index | Sponsor | Participating |
| | | (percent) | | | | | | |
| 1965..... | NA | 0 | 77 | 23 | NA | NA | 32 | 51 |
| 1967..... | 100,000 | 6 | 49 | 43 | 103,000 | 100 | 20 | 60 |
| 1969..... | 100,424 | 14 | 34 | 51 | 108,600 | 105 | 6 | 67 |
| 1971..... | 99,867 | 53 | 16 | 30 | 132,300 | 128 | 3 | 63 |
| 1973..... | 101,955 | 72 | 9 | 19 | 158,000 | 153 | 0 | 70 |
| 1975..... | 109,135 | 79 | 6 | 15 | 180,400 | 175 | NA | NA |
| 1977..... | 116,420 | 82 | 5 | 13 | 194,342 | 189 | NA | NA |
| 1979..... | 121,184 | 83 | 3 | 12 | 234,330 | NA | NA | NA |
| 1981..... | 122,297 | 87 | 2 | 11 | 238,256 | NA | NA | NA |

NA - Not available

Note: Data in first six columns are for the indicated calendar year, while the last two columns represent the season (which in 1965, for example, ran from September 1964 through August 1965).

*Indicates "piggyback" commercials.

Sources: Total number of commercial minutes and number of commercials, both through 1977, originally from Broadcast Advertising Research (BAR) as reported by Westinghouse Broadcasting Company, Inc., "Reply Comments" (1978), Chart 4, as reprinted in UCLA School of Law (1979), p. 76. Number of prime-time programs by type of sponsorship from L. W. Lichty, University of Maryland. Commercials by length and all material for 1979 and 1981 from BAR direct to Christopher H. Sterling.

As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 381-B, p. 125.

Methodological note: There were several important changes in network television advertising patterns between 1965 and 1981. During this period, for example, the total number of minutes for television advertising increased about 27 percent, while the number of television commercials grew by more than 100 percent. The latter development occurred as the 30-second commercial unit became the industry norm - a change forced in part by the sharply rising charges for network time.

Table 8-43.
Revenues, expenses, and earnings of commercial radio networks and stations: 1937-1980

| Year | Networks and network owned-and-operated stations | | | | | | Other stations (a) | | | Total, all stations | | | |
|--------------------------|--------------------------------------------------|--------------------|--------------------|----------------|----------------|------------------|------------------------------|----------------|----------------|---------------------|----------------|----------------|------------------|
| | Total number of stations | Number of networks | Number of stations | Total revenues | Total expenses | Pre-tax earnings | Number of stations reporting | Total revenues | Total expenses | Pre-tax earnings | Total revenues | Total expenses | Pre-tax earnings |
| (in millions of dollars) | | | | | | | | | | | | | |
| 1937 | 629 | 3 | NA | NA | NA | NA | NA | NA | NA | NA | 114.2 | 91.6 | 22.6 |
| 1938.. | 660 | 3 | 23 | 54.8 | 35.5 | 9.2 | 637 | 65.5 | 56.9 | 9.5 | 111.4 | 92.5 | 18.9 |
| 1939 . | 705 | 3 | 23 | 48.4 | 37.6 | 11.0 | 682 | 75.3 | 62.6 | 12.8 | 123.9 | 100.1 | 23.8 |
| 1940 .. | 65 | 3 | 31 | 56.4 | 42.2 | 14.1 | 734 | 90.6 | 71.5 | 19.1 | 147.1 | 118.8 | 33.3 |
| 1941. | 817 | 3 | 33 | 62.0 | 44.7 | 18.0 | 784 | 106.6 | 79.6 | 27.1 | 168.8 | 124.0 | 44.8 |
| 1942.... | 851 | 4 | 32 | 63.7 | 46.8 | 16.9 | 819 | 115.1 | 87.4 | 27.7 | 178.8 | 134.2 | 44.6 |
| 1943.... | 841 | 4 | 31 | 76.6 | 53.0 | 23.6 | 810 | 138.6 | 95.8 | 42.8 | 215.3 | 148.8 | 66.5 |
| 1944.... | 875 | 4 | 32 | 94.6 | 68.4 | 26.2 | 843 | 180.7 | 116.6 | 64.1 | 275.3 | 185.0 | 90.3 |
| 1945.... | 911 | 4 | 28 | 100.9 | 77.9 | 23.1 | 873 | 198.3 | 137.8 | 60.5 | 299.3 | 215.7 | 83.6 |
| 1946.... | 1,025 | 4 | 29 | 102.0 | 82.6 | 19.4 | 996 | 220.6 | 168.5 | 57.1 | 322.6 | 246.1 | 76.5 |
| 1947.... | 1,464 | 4 | 27 | 104.4 | 84.8 | 19.6 | 1,437 | 259.3 | 207.1 | 52.2 | 368.7 | 291.9 | 71.8 |
| 1948 | 1,824 | 4 | 27 | 109.1 | 91.0 | 18.1 | 1,797 | 298.0 | 252.0 | 46.1 | 407.0 | 342.9 | 64.1 |
| 1949 .. | 2,021 | 4 | 27 | 108.1 | 90.6 | 17.5 | 1,994 | 305.7 | 266.9 | 38.8 | 413.8 | 357.5 | 56.3 |
| 1950 | 2,229 | - | 26 | 110.5 | 91.5 | 19.0 | 2,208 | 334.0 | 284.8 | 49.2 | 444.5 | 376.3 | 68.2 |
| 1951 | 2,266 | - | 25 | 104.0 | 93.9 | 10.1 | 2,241 | 346.4 | 299.0 | 47.4 | 450.4 | 392.9 | 57.5 |
| 1952.. | 2,380 | 4 | 25 | 100.6 | 89.4 | 11.2 | 2,355 | 369.1 | 320.2 | 48.9 | 469.7 | 409.6 | 60.1 |
| 1953 .. | 2,470 | 4 | 22 | 97.3 | 86.9 | 10.4 | 2,457 | 378.7 | 333.4 | 44.6 | 475.3 | 420.3 | 55.0 |
| 1954... | 2,598 | 4 | 21 | 88.6 | 80.4 | 8.2 | 2,577 | 361.0 | 327.3 | 33.7 | 410.5 | 407.7 | 41.8 |
| 1955 | 2,742 | 4 | 19 | 78.3 | 72.4 | 5.9 | 2,724 | 375.0 | 335.9 | 40.0 | 453.4 | 407.4 | 46.0 |
| 1956..... | 2,966 | 4 | 19 | 70.2 | 69.8 | 0.4 | 2,947 | 410.4 | 361.6 | 48.8 | 480.6 | 431.4 | 49.2 |
| 1957 | 3,164 | 4 | 21 | 73.5 | 73.5 | 0.0 | 3,143 | 444.4 | 389.8 | 54.6 | 517.9 | 463.3 | 54.6 |
| 1958. | 3,290 | - | 23 | 69.4 | 73.0 | (3.7) | 3,267 | 453.7 | 412.8 | 40.9 | 523.1 | 485.8 | 37.3 |
| 1959... | 3,528 | 4 | 19 | 60.4 | 64.9 | (4.5) | 3,529 | 499.6 | 452.7 | 46.9 | 560.0 | 517.6 | 42.4 |
| 1960 .. | 3,688 | - | 19 | 63.0 | 66.0 | (3.0) | 3,669 | 534.7 | 485.8 | 48.9 | 597.7 | 551.8 | 45.9 |
| 1961. | 3,610 | - | 19 | 61.5 | 61.3 | 0.2 | 3,591 | 522.1 | 490.2 | 31.8 | 583.6 | 511.6 | 32.0 |
| 1962. . | 3,698 | - | 19 | 64.1 | 61.9 | 2.2 | 3,679 | 562.7 | 518.2 | 44.5 | 626.8 | 580.1 | 46.7 |
| 1963 . . | 3,832 | - | 19 | 68.9 | 63.0 | 5.0 | 3,815 | 600.7 | 548.6 | 52.1 | 669.7 | 611.6 | 53.1 |
| 1964.... | 3,896 | 4 | 19 | 71.1 | 66.2 | 4.3 | 3,877 | 648.0 | 578.5 | 69.3 | 719.2 | 645.4 | 73.8 |
| 1965... . | 3,941 | 4 | 19 | 74.4 | 71.3 | 3.0 | 3,922 | 702.4 | 624.4 | 78.0 | 776.8 | 695.7 | 81.1 |
| 1966..... | 4,019 | 4 | 19 | 79.4 | 75.8 | 3.6 | 4,000 | 773.2 | 676.2 | 97.0 | 852.7 | 752.1 | 100.6 |
| 1967 | 4,068 | - | 19 | 77.1 | 79.1 | (2.0) | 4,057 | 807.6 | 720.5 | 87.0 | 884.7 | 799.6 | 85.0 |
| 1968 . | 4,161 | - | 20 | 81.3 | 86.5 | (5.2) | 4,141 | 913.4 | 790.9 | 122.5 | 994.7 | 877.4 | 117.3 |
| 1969 . | 4,194 | - | 20 | 84.5 | 85.0 | (0.5) | 4,174 | 955.8 | 844.1 | 111.7 | 1,040.3 | 929.2 | 111.2 |
| 1970 | 4,209 | - | 20 | 86.1 | 84.4 | 1.7 | 4,189 | 991.2 | 888.9 | 102.2 | 1,077.4 | 973.4 | 104.0 |
| 1971 | 4,252 | - | 20 | 97.0 | 89.4 | 7.5 | 4,232 | 1,079.4 | 969.2 | 110.2 | 1,176.3 | 1,058.6 | 117.8 |
| 1972 | 4,271 | - | 20 | 106.3 | 93.4 | 12.9 | 4,251 | 1,185.7 | 1,051.7 | 134.1 | 1,292.1 | 1,145.0 | 147.0 |
| 1973 | 4,267 | - | 18 | 102.3 | 96.3 | 6.0 | 4,269 | 1,254.5 | 1,137.3 | 117.3 | 1,356.9 | 1,233.6 | 123.3 |
| 1974 | 4,267 | - | 18 | 104.4 | 102.1 | 2.3 | 4,343 | 1,305.3 | 1,212.8 | 92.5 | 1,409.7 | 1,314.9 | 94.8 |
| 1975 | 4,355 | - | 1 | 118.4 | 109.5 | 9.0 | 4,338 | 1,361.3 | 1,274.7 | 86.5 | 1,479.7 | 1,384.3 | 95.4 |
| 1976.... | 4,363 | - | 1 | 143.8 | 133.4 | 10.3 (b) | 4,346 | 1,543.1 | 1,396.0 | 147.2 | 1,686.9 | 1,529.4 | 157.5 |
| 1977 . | 4,292 | 8 | 18 | 182.9 | 138.4 | 44.3 | 4,274 | 1,663.0 | 1,502.8 | 160.2 | 1,846.0 | 1,641.5 | 204.4 |
| 1978 | 4,316 | 3 | 36 (c) | 236.4 | 192.6 | 43.7 | 4,280 | 1,828.4 | 1,634.8 | 193.6 | 2,064.8 | 1,827.4 | 237.4 |
| 1979 | 4,253 | 8 | 35 | 252.0 | 214.8 | 37.2 | 4,218 | 2,621.6 | 2,427.3 | 194.3 | 2,873.6 | 2,642.2 | 231.4 |
| 1980 .. | 4,259 | 8 | 35 | 292.8 | 265.3 | 27.5 | 4,224 | 2,913.2 | 2,782.0 | 131.6 | 3,206.0 | 3,047.3 | 159.1 |

NA - Not available

Note: Figures in parentheses indicate losses.

(a) Independent FM stations are not included in the totals after 1968.

(b) Sharp rise is due primarily to network earnings of over \$25 million compared to a \$5 million loss the year before.

(c) Sharp rise in station count due to the inclusion of FM stations by the PCC.

Source: Federal Communications Commission annual financial reports on the radio business, as partially reported in the Annual Report. As included in Christopher H. Sterling, *The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies, 1920-1982*, Praeger, New York, NY, 1984, table 370-B, pp. 107-108.

Table 8-44.
Profit ratios of commercial radio network stations: 1937-1980

| Year | Profit ratios | | | Proportion of total profits | |
|-----------|---------------------------|----------------|-------------|-----------------------------|----------------|
| | Networks and O&O stations | Other stations | Total radio | Networks and O&O stations | Other stations |
| 1937..... | NA | NA | 20 | NA | NA |
| 1938..... | 17 | 15 | 17 | 49 | 51 |
| 1939..... | 23 | 17 | 19 | 46 | 54 |
| 1940..... | 25 | 21 | 23 | 42 | 58 |
| 1941..... | 29 | 25 | 27 | 40 | 60 |
| 1942..... | 27 | 24 | 25 | 38 | 62 |
| 1943..... | 31 | 31 | 31 | 35 | 65 |
| 1944..... | 28 | 35 | 33 | 29 | 71 |
| 1945..... | 23 | 31 | 28 | 28 | 78 |
| 1946..... | 19 | 26 | 24 | 25 | 75 |
| 1947..... | 19 | 20 | 20 | 27 | 73 |
| 1948..... | 17 | 15 | 16 | 28 | 72 |
| 1949..... | 16 | 13 | 14 | 31 | 69 |
| 1950..... | 17 | 15 | 15 | 28 | 72 |
| 1951..... | 10 | 14 | 13 | 18 | 82 |
| 1952..... | 11 | 13 | 13 | 19 | 81 |
| 1953..... | 11 | 12 | 12 | 19 | 81 |
| 1954..... | 9 | 9 | 9 | 20 | 80 |
| 1955..... | 8 | 11 | 10 | 13 | 87 |
| 1956..... | - | 12 | 10 | - | 100 |
| 1957..... | - | 12 | 11 | - | 100 |
| 1958..... | - | 9 | 7 | (1) | 100 |
| 1959..... | (1) | 9 | 8 | (11) | 100 |
| 1960..... | (1) | 9 | 8 | (7) | 100 |
| 1961..... | - | 6 | 5 | - | 100 |
| 1962..... | 3 | 8 | 7 | 5 | 95 |
| 1963..... | 9 | 9 | 9 | 10 | 90 |
| 1964..... | 6 | 11 | 10 | 6 | 94 |
| 1965..... | 4 | 11 | 10 | 4 | 96 |
| 1966..... | 5 | 13 | 12 | 4 | 96 |
| 1967..... | - | 11 | 10 | (2) | 100 |
| 1968..... | (1) | 13 | 12 | (4) | 100 |
| 1969..... | - | 12 | 11 | - | 100 |
| 1970..... | 1 | 10 | 10 | 2 | 98 |
| 1971..... | 8 | 10 | 10 | 6 | 94 |
| 1972..... | 12 | 11 | 11 | 9 | 91 |
| 1973..... | 6 | 9 | 9 | 5 | 95 |
| 1974..... | 2 | 7 | 7 | 2 | 98 |
| 1975..... | 8 | 6 | 6 | 9 | 91 |
| 1976..... | 7 | 10 | 9 | 6 | 93 |
| 1977..... | 24 | 10 | 11 | 22 | 78 |
| 1978..... | 19 | 11 | 11 | 18 | 82 |
| 1979..... | 24 | 7 | 8 | 16 | 84 |
| 1980..... | 9 | 5 | 5 | 17 | 82 |

NA - Data not available.

Note: All figures are in percents. Figures in parentheses indicate loss. Dashes indicate less than one percent.

Source: Federal Communications Commission, AM and FM Broadcast Financial Data, Federal Communications Commission, Washington, D.C., 1938-80 annual, table 370-B.

As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983; Praeger, New York, NY, 1984, pp. 109-110.

Table 8-45.
Advertising expenditures for radio: 1935-1987

| Advertising expenditures | | | | Advertising expenditures | | | | | |
|--------------------------|-------|----------|------|--------------------------|-------|----------|---------|-------|-------|
| Year | Total | National | | Year | Total | National | | | |
| | | Network | spot | | | Local | Network | spot | Local |
| (in millions of dollars) | | | | (in millions of dollars) | | | | | |
| 1935 | 61 | 63 | 15 | 35 | 1961 | 683 | 43 | 221 | 420 |
| 1936 | 122 | 76 | 23 | 24 | 1962 | 736 | 46 | 233 | 457 |
| 1937 | 165 | 89 | 28 | 48 | 1963 | 89 | 56 | 243 | 490 |
| 1938 | 16 | 89 | 34 | 44 | 1964 | 216 | 59 | 256 | 531 |
| 1939 | 134 | 99 | 35 | 50 | 1965 | 917 | 60 | 275 | 582 |
| 1940 | 216 | 113 | 42 | 60 | 1966 | 1,010 | 64 | 308 | 638 |
| 1941 | 24 | 125 | 52 | 70 | 1967 | 1,031 | 64 | 310 | 657 |
| 1942 | 260 | 129 | 59 | 73 | 1968 | 1,190 | 63 | 360 | 767 |
| 1943 | 314 | 157 | 71 | 86 | 1969 | 1,264 | 59 | 368 | 837 |
| 1944 | 394 | 192 | 87 | 114 | 1970 | 1,308 | 56 | 371 | 881 |
| 1945 | 424 | 198 | 92 | 134 | 1971 | 1,445 | 63 | 395 | 987 |
| 1946 | 454 | 200 | 98 | 157 | 1972 | 1,612 | 74 | 402 | 1,136 |
| 1947 | 506 | 201 | 106 | 198 | 1973 | 1,773 | 48 | 400 | 1,255 |
| 1948 | 562 | 211 | 121 | 230 | 1974 | 1,837 | 72 | 408 | 1,355 |
| 1949 | 577 | 203 | 123 | 245 | 1975 | 1,980 | 83 | 436 | 1,461 |
| 1950 | 607 | 196 | 136 | 277 | 1976 | 2,330 | 101 | 518 | 1,707 |
| 1951 | 606 | 180 | 138 | 289 | 1977 | 2,632 | 137 | 546 | 1,951 |
| 1952 | 624 | 162 | 142 | 321 | 1978 | 3,052 | 147 | 620 | 2,285 |
| 1953 | 611 | 141 | 146 | 324 | 1979 | 3,310 | 161 | 665 | 2,484 |
| 1954 | 614 | 114 | 135 | 309 | 1980 | 3,702 | 183 | 779 | 2,740 |
| 1955 | 644 | 84 | 134 | 324 | 1981 | 4,230 | 230 | 879 | 3,121 |
| 1956 | 644 | 61 | 161 | 346 | 1982 | 4,670 | 255 | 973 | 3,492 |
| 1957 | 640 | 64 | 187 | 348 | 1983 | 5,210 | 296 | 1,038 | 3,876 |
| 1958 | 649 | 58 | 190 | 372 | 1984 | 5,817 | 320 | 1,197 | 4,300 |
| 1959 | 656 | 44 | 206 | 406 | 1985 | 6,490 | 365 | 1,335 | 4,790 |
| 1960 | 697 | 4 | 222 | 428 | 1986 | 6,949 | 423 | 1,348 | 5,178 |
| | | | | | 1987 | 7,206 | 413 | 1,330 | 5,463 |

Source Sources listed for 1935-1970 were as follows: 1935-1954 and 1958-1968, Printers' Ink Advertisers' Guide to Marketing, various issues; 1957, Printers' Ink, Feb. 6, 1959, p. 9; 1969 and 1970, Marketing Communications, July 1971, as included in: (1935-1970) U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Washington, D.C., Series R106-122; (1971-1974) Television Factbook: 1974, Washington, D.C., 1974, p. 43a; (1975-1977) U.S. Bureau of the Census, Statistical Abstract of the United States: 1979, Washington, D.C., 1979, table 1002; (1978-1979) U.S. Bureau of the Census, Statistical Abstract of the United States: 1984, Washington, D.C., 1983, table 968; (1980-1985) U.S. Bureau of the Census, Statistical Abstract of the United States: 1987, Washington, D.C., 1986, table 925; (1986-1987) U.S. Bureau of the Census, Statistical Abstract of the United States: 1989, Washington, D.C., table 920.

Methodological note: Historical time series on advertising expenditures were first developed by J.D.H. Weld of the McCann-Erickson Advertising Agency, New York, in 1938. After Dr. Weld's death in 1946, McCann-Erickson continued to prepare the estimates under the supervision of Dr. Hans Zeisel and Robert J. Conn.

Total advertising expenditures in radio and television are total time sales of networks and stations including commissions of advertising agencies and station representatives, as reported by the Federal Communications Commission, multiplied by estimated "adjustment" factors. For a description of the method used in developing the annual adjustment factors, see Historical Statistics, Colonial Times to 1970, Series R106-122. Total advertising expenditures are larger than total broadcast revenues as reported by the FCC in two respects: The inclusion of commissions paid to advertising agencies and station representatives; and the inclusion of sums paid by advertisers for talent, program, and production to organizations which do not operate networks or broadcast stations (included in the "adjustment" figures).

The four national networks included in radio are the American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), National Broadcasting Company (NBC), and the Mutual Broadcasting System (MBS). The three large regional networks included for most years are Don Lee Network, Yankee Network, and Texas State Network. The networks included in television are ABC, CBS, NBC (each of which operates a network in both radio and television) and, until September 1955, the DuMont Network. At that time DuMont withdrew from the network field.

Figures for network expenditures are total expenditures of network advertisers in radio or television for time (i.e., access to the individual stations broadcasting the program); for the program, including talent and production; and for the production of the commercial announcements. Sums include commissions to advertising agencies but exclude discounts and allowances received by the advertiser. The figures are before disbursements by the networks to their affiliated and owned stations, and exclude the non-network time sales of the stations owned by the networks.

National spot expenditures are commonly confused with commercial, or "spot" announcements. The term used in this context refers to the purchase of time by national advertisers on individual stations "spotted" or selected in various communities. Advertiser expenditures are predominantly for commercial announcements adjacent to network or other programs carried by the individual stations. In addition, national spot advertisers sponsor programs or purchase "participations" in station-supplied programs. Thus, national spot advertiser expenditures include total time sale (after discounts but including commissions to advertising agencies and station representatives) multiplied by an estimated "adjustment" factor for program and production. This note taken from the sources cited above.

Table 8-46
Number of sales and dollar volume of transactions of broadcast stations: 1954-1987

| | Number of transactions changing hands | | | Dollar volume of transactions approved by FCC | | | |
|------------|------------------------------------------|------------|--------------|--------------------------------------------------|----------------|----------------|----------------|
| | Radio only | TV only | Radio/ TV | Radio only | TV only | Radio/ TV* | Total* |
| 1954..... | 187 | 27 | 18 | 10,224,647 | 23,906,760 | 26,213,323 | 60,344,130 |
| 1955..... | 242 | 29 | 11 | 27,333,104 | 23,394,660 | 22,351,602 | 73,079,366 |
| 1956..... | 316 | 21 | 24 | 32,563,378 | 17,830,395 | 65,212,055 | 115,605,828 |
| 1957..... | 357 | 38 | 28 | 48,207,470 | 28,489,006 | 47,490,884 | 124,187,660 |
| 1958..... | 407 | 23 | 17 | 49,868,123 | 16,796,285 | 60,872,618 | 127,537,062 |
| 1959..... | 436 | 21 | 15 | 65,544,653 | 15,227,201 | 42,724,727 | 123,496,581 |
| 1960..... | 345 | 21 | 10 | 51,763,285 | 22,930,225 | 24,648,400 | 99,341,910 |
| 1961..... | 282 | 24 | 13 | 55,532,516 | 31,167,943 | 42,103,708 | 128,804,167 |
| 1962..... | 306 | 16 | 8 | 59,912,520 | 23,007,638 | 18,822,745 | 101,742,903 |
| 1963..... | 305 | 16 | 3 | 43,457,584 | 36,799,768 | 25,045,726 | 105,303,078 |
| 1964..... | 420 | 36 | 20 | 52,296,480 | 86,274,494 | 67,180,762 | 205,756,736 |
| 1965..... | 389 | 37 | 15 | 55,933,300 | 29,433,473 | 49,756,993 | 135,123,766 |
| 1966..... | 367 | 31 | 11 | 76,633,762 | 30,574,054 | 28,510,500 | 135,718,316 |
| 1967..... | 316 | 30 | 9 | 59,670,053 | 80,316,223 | 32,086,297 | 172,072,573 |
| 1968..... | 316 | 20 | 9 | 71,310,709 | 33,588,069 | 47,556,634 | 152,455,412 |
| 1969..... | 343 | 32 | 5 | 108,866,538 | 87,794,032 | 35,037,000 | 231,697,570 |
| 1970..... | 268 | 19 | 3 | 86,292,899 | 87,454,078 | 1,038,465 | 174,785,442 |
| 1971..... | 270 | 27 | 2 | 125,501,514 | 267,296,410 | 750,000 | 393,547,924 |
| 1972..... | 239 | 37 | 0 | 114,424,673 | 156,905,864 | 0 | 271,330,537 |
| 1973..... | 352 | 25 | 4 | 160,933,557 | 66,635,144 | 2,812,444 | 230,381,145 |
| 1974..... | 369 | 24 | 5 | 168,998,012 | 118,983,462 | 19,800,000 | 307,781,474 |
| 1975..... | 363 | 22 | 0 | 131,065,860 | 128,420,101 | 0 | 259,485,961 |
| 1976..... | 413 | 32 | 3 | 180,663,820 | 108,459,657 | 1,800,000 | 290,923,477 |
| 1977..... | 344 | 25 | 0 | 161,236,169 | 128,635,435 | 0 | 289,871,604 |
| 1978..... | 586 | 51 | 5 | 331,557,239 | 289,721,159 | 30,450,000 | 651,728,398 |
| 1979..... | 546 | 47 | 52 | 335,597,000 | 317,581,000 | 463,500,000 | 1,116,648,000 |
| 1980..... | 424 | 35 | 3 | 339,634,000 | 534,150,000 | 27,000,000 | 876,084,000 |
| 1981..... | 625 | 24 | 6 | 447,838,067 | 227,950,000 | 78,400,000 | 754,188,067 |
| 1982..... | 597 | 30 | 0 | 470,722,833 | 527,675,411 | 0 | 998,398,244 |
| 1983..... | 669 | 61 | 10 | 621,077,876 | 1,902,701,830 | 352,000,000 | 2,854,895,356 |
| 1984..... | 782 | 82 | 2 | 977,024,266 | 1,252,023,787 | 234,500,000 | 2,118,056,053 |
| 1985..... | 1,558 | 99 | 218 | 1,414,816,073 | 3,290,995,000 | 962,450,000 | 5,668,261,073 |
| 1986..... | 959 | 128 | 192 | 1,496,131,426 | 2,709,516,490 | 1,993,021,955 | 6,192,669,871 |
| 1987..... | 775 | 59 | 12 | 1,236,353,748 | 1,661,832,724 | 4,610,965,000 | 7,509,154,473 |
| Total..... | 12,902 | 1,169 | 478 | 10,268,566,430 | 13,548,073,434 | 10,155,601,323 | 33,050,458,121 |

*Detail may not sum to total due to rounding

Note: The dollar volume figures represent total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions, such as the CapCities buy of ABC. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility (replaced last year by Groups, see below) was counted as one station in computing the total number of stations traded. Now, AM-FM combinations as well as groups, are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with interests other than broadcast stations could not be evaluated, since individual station values were not broken out of the larger sales. Group sales totals are now limited to compilations of "pure" stations sales--those only concerning TV and radio stations.

Source: Broadcasting/Cablecasting, Broadcasting/Cablecasting Yearbook 1988 Washington, D.C., 1988, p. H-80

Table 8-47.
Average cable rates: 1975-1988

| Year | Pay rate (a) | Basic rate (b) |
|------------------------|--------------|----------------|
| (in dollars per month) | | |
| 1975..... | 6.48 | 7.86 |
| 1976..... | 6.72 | 7.87 |
| 1977..... | 7.00 | 7.92 |
| 1978..... | 7.26 | 8.09 |
| 1979..... | 7.53 | 8.44 |
| 1980..... | 7.85 | 8.80 |
| 1981..... | 8.14 | 9.03 |
| 1982..... | 8.46 | 9.56 |
| 1983..... | 8.76 | 9.84 |
| 1984..... | 9.20 | 10.08 |
| 1985..... | 10.24 | 10.42 |
| 1986..... | 11.09 | 10.31 |
| 1987..... | 13.27 | 10.15 |
| 1988..... | 14.45 | 10.18 |

(a) Pay rate refers to pay/premium service in which there is a fee per subscriber paid by operator and the subscriber pays an additional fee.

(b) Basic rate refers to basic service in which there is a fee per subscriber paid by operator and usually no additional fee paid by the subscriber.

Source: (1975-1986) Paul Kagan Associates, Inc., The Pay TV Newsletter, June 26, 1987, p. 4.; (1987-1988) Paul Kagan Associates, Inc., The Pay TV Newsletter, May 26, 1989, p. 3.

As included in National Cable Television Association, Cable Television Developments, Washington, D.C., September 1987, p. 5 and August 1989, p. 7.

Table 8-48.
Cable advertising revenue: 1980-1989

| Year | Cable network advertising revenue | National/local spot revenue | Total revenue |
|--------------------------|--------------------------------------|--------------------------------|---------------|
| (in millions of dollars) | | | |
| 1980..... | 50.0 | 8.0 | 58.0 |
| 1981..... | 105.0 | 17.0 | 124.0 |
| 1982..... | 195.0 | 32.0 | 230.0 |
| 1983..... | 331.0 | 60.0 | 396.0 |
| 1984..... | 487.0 | 98.0 | 594.0 |
| 1985..... | 634.0 | 167.0 | 815.0 |
| 1986..... | 746.0 | 195.0 | 964.0 |
| 1987..... | 868.0 | 268.0 | 1,170.0 |
| 1988..... | 1,111.0 | 368.0 | 1,528.0 |
| 1989..... | 1,401.0 | 488.0 | 1,963.0 |

Note: From 1981-1989, total ad revenue includes Regional Sports.

Source: Paul Kagan Associates, Inc., Cable TV Advertising, April 19, 1989, p. 3.
As included in National Cable Television Association, Cable Television Developments, Washington, D.C., August 1989, Volume 13, No. 51, p. 13.

Table 8-49.
Volume of advertising in the United States by media source: 1975-1987

| Medium | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | |
|--------------------------|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| (in millions of dollars) | | | | | | | | | | | | | | |
| Television | Total | 5,283 | 6,721 | 7,612 | 8,955 | 10,154 | 11,366 | 12,650 | 14,280 | 16,436 | 19,900 | 21,290 | 23,185 | 24,370 |
| | Network | 2,306 | 2,857 | 3,460 | 3,975 | 4,599 | 5,130 | 5,575 | 6,275 | 7,017 | 8,526 | 8,285 | 8,570 | 8,830 |
| | Spot | 1,623 | 2,154 | 2,204 | 2,607 | 2,873 | 3,269 | 3,730 | 4,290 | 5,096 | 5,773 | 6,004 | 6,570 | 6,830 |
| | Cable (national) | NA | NA | NA | NA | NA | 50 | 105 | 195 | 303 | 466 | 637 | 752 | 865 |
| | Local | 1,334 | 1,710 | 1,948 | 2,373 | 2,682 | 2,967 | 3,345 | 3,715 | 4,323 | 5,055 | 5,714 | 6,514 | 6,900 |
| | Syndication (national) | NA | NA | NA | NA | NA | 50 | 75 | 150 | 300 | 420 | 520 | 600 | 730 |
| | Cable (local) | NA | NA | NA | NA | NA | 8 | 17 | 32 | 50 | 80 | 130 | 179 | 215 |
| Radio | Total | 1,980 | 2,330 | 2,634 | 3,052 | 3,310 | 3,702 | 4,230 | 4,625 | 5,210 | 5,813 | 6,490 | 6,949 | 7,240 |
| | Network | 83 | 105 | 137 | 147 | 161 | 183 | 230 | 254 | 296 | 316 | 365 | 423 | 405 |
| | Spot | 436 | 518 | 546 | 620 | 665 | 779 | 879 | 931 | 1,038 | 1,197 | 1,335 | 1,348 | 1,320 |
| | Local | 1,461 | 1,707 | 1,951 | 2,285 | 2,484 | 2,740 | 3,121 | 3,440 | 3,876 | 4,300 | 4,790 | 5,178 | 5,515 |
| Newspapers | Total | 8,442 | 9,910 | 11,132 | 12,707 | 14,493 | 15,541 | 17,420 | 18,355 | 20,582 | 23,522 | 25,170 | 26,990 | 29,485 |
| | National | 1,221 | 1,502 | 1,677 | 1,787 | 2,085 | 2,353 | 2,729 | 2,975 | 2,734 | 3,081 | 3,352 | 3,376 | 3,510 |
| | Local | 7,221 | 8,408 | 9,455 | 10,920 | 12,408 | 13,188 | 14,691 | 15,380 | 17,848 | 20,441 | 21,818 | 23,614 | 25,975 |
| Magazines | Total | 1,465 | 1,789 | 2,162 | 2,597 | 2,932 | 3,149 | 3,533 | 3,745 | 4,233 | 4,932 | 5,155 | 5,317 | 5,530 |
| | Weeklies | 612 | 748 | 903 | 1,158 | 1,327 | 1,418 | 1,598 | 1,670 | 1,917 | 2,224 | 2,297 | 2,327 | 2,450 |
| | Women's | 368 | 457 | 565 | 672 | 730 | 782 | 853 | 915 | 1,056 | 1,209 | 1,294 | 1,376 | 1,450 |
| | Monthlies | 485 | 584 | 694 | 767 | 875 | 949 | 1,082 | 1,160 | 1,260 | 1,499 | 1,564 | 1,614 | 1,630 |
| Parent publications | Total | 4 | 86 | 90 | 104 | 120 | 130 | 146 | 146 | 163 | 181 | 186 | 197 | 200 |
| Direct mail | Total | 4,124 | 4,786 | 5,164 | 5,987 | 6,653 | 7,596 | 8,944 | 10,345 | 11,795 | 13,800 | 15,500 | 17,145 | 19,030 |
| Business publications | Total | 919 | 1,035 | 1,221 | 1,400 | 1,575 | 1,674 | 1,841 | 1,860 | 1,990 | 2,270 | 2,375 | 2,387 | 2,480 |
| | Total | 335 | 383 | 418 | 466 | 540 | 578 | 650 | 720 | 794 | 872 | 945 | 985 | 1,030 |
| Outdoor | National | 220 | 252 | 290 | 307 | 355 | 364 | 419 | 465 | 512 | 562 | 610 | 600 | 625 |
| | Local | 115 | 131 | 128 | 159 | 185 | 214 | 231 | 255 | 282 | 310 | 335 | 385 | 405 |
| Miscellaneous | Total | 5,558 | 6,650 | 7,487 | 8,682 | 9,783 | 10,744 | 12,136 | 13,254 | 14,647 | 16,530 | 17,639 | 18,995 | 20,495 |
| | National | 2,869 | 3,471 | 3,899 | 4,494 | 5,062 | 5,663 | 6,449 | 7,199 | 7,651 | 8,586 | 9,031 | 9,575 | 10,250 |
| | Local | 2,689 | 3,179 | 3,588 | 4,188 | 4,721 | 5,081 | 5,687 | 6,055 | 6,996 | 7,944 | 8,608 | 9,420 | 10,245 |
| Total | National | 15,340 | 18,555 | 20,850 | 24,025 | 27,080 | 30,290 | 34,475 | 38,485 | 42,525 | 49,690 | 53,355 | 56,850 | 60,605 |
| | Local | 12,820 | 15,135 | 17,070 | 19,925 | 22,480 | 24,190 | 27,075 | 28,845 | 33,325 | 38,130 | 41,395 | 45,290 | 49,255 |
| Grand total | | 28,160 | 33,690 | 37,920 | 43,950 | 49,560 | 54,480 | 61,550 | 67,330 | 75,850 | 87,820 | 94,750 | 102,140 | 109,860 |

NA - Not available

Note: These are total expenditures by advertisers, not merely receipts by media.

*Preliminary data

Source: Prepared for Advertising Age by Robert J. Coen, Senior Vice President, McCann-Erickson Inc. and used with permission by media. As included in Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1988 Edition, p. C-307.

Table 8-50.
Content of prime-time and daytime network television programming:
1973-1982

| | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 |
|------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Number of quarter hours per week | | | | | | | | | | |
| Prime-time programs (7-11 PM) | | | | | | | | | | |
| Type of program: | | | | | | | | | | |
| Variety..... | 20 | 8 | 16 | 28 | 36 | 12 | NA | 18 | 16 | 12 |
| Drama/adventure..... | 40 | 68 | 68 | 52 | 60 | 72 | 48 | 60 | 76 | 76 |
| Feature film..... | 64 | 58 | 40 | 46 | 48 | 48 | 56 | 56 | 40 | 40 |
| Suspense/mystery..... | 68 | 76 | 84 | 66 | 48 | 48 | 56 | 28 | 48 | 48 |
| Situation comedy..... | 48 | 30 | 44 | 50 | 64 | 58 | 68 | 70 | 60 | 64 |
| Other..... | 12 | 12 | 12 | 22 | 28 | 26 | 36 | 32 | 24 | 24 |
| Total..... | 252 | 252 | 264 | 264 | 264 | 264 | 264 | 264 | 54 | 264 |
| Daytime programs (10 AM - 4:30 PM) | | | | | | | | | | |
| Type of program: | | | | | | | | | | |
| Daytime drama..... | 148 | 138 | 158 | 180 | 180 | 200 | 210 | 220 | 220 | 220 |
| Situation comedy..... | 20 | 10 | 10 | 30 | 50 | 30 | 20 | 40 | 30 | 20 |
| Quiz/audience participation.... | 158 | 188 | 168 | 130 | 120 | 100 | 120 | 60 | 80 | 80 |
| News/other..... | 13 | 3 | 3 | 20 | 10 | 20 | 10 | 20 | 10 | NA |
| Total..... | 340 | 340 | 340 | 360 | 360 | 350 | 360 | 340 | 340 | 320 |

NA - Not available

Some daytime data for 1977-1982 are estimated from Nielsen by Christopher H. Sterling; totals do not add up due to rounding. Lists only sponsored shows.

Source: All data from A.C. Nielsen, Television Audience, various annual issues. Hours are average for the Fall of each indicated television season.

As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 582-C, p. 198.

Table 8-51.

Types of network television shows and their audiences between hours of 7 and 11 p.m.: July 1987

| | Number of programs | Percent of average audience | Percent share of programming |
|----------------------------|--------------------|-----------------------------|------------------------------|
| Mystery and Suspense | 13 | 12.1 | 18 |
| Situation Comedy.. .. | 27 | 13.0 | 38 |
| General Drama..... | 8 | 9.5 | 11 |
| Feature Films..... | 12 | 10.0 | 17 |
| Adventure | 4 | 7.7 | 6 |
| All Regular Programs..... | 72 | 10.6 | |

Source: National Audience Demographics Report, July 1987.

As included in Broadcasting/Cablecasting, Broadcasting/Cablecasting Yearbook 1988, Washington, D. C., 1988, p. G-16.

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Table 8-52.
Gerbner violence profile of network television programming: 1967-1980

| Year | All network programs | Early evening programs (a) | Later-evening programs (b) | All weekend daytime programs | Television feature films (c) | Prime time only | | | | | |
|---------------------------------------------------------------------------------|----------------------|----------------------------|----------------------------|------------------------------|------------------------------|------------------|----------------------------------------------|---------------------|------------------|------------------|------------------|
| | | | | | | Cartoon programs | Crime/western/ action-adventure programs (c) | Comic tone programs | All ABC programs | All CBS programs | All NBC programs |
| (Higher numbers indicate higher levels of violence. See explanatory note below) | | | | | | | | | | | |
| 1967..... | 199 | 212 | 148 | 251 | 182 | 251 | 225 | 81 | 222 | 151 | 220 |
| 1968..... | 181 | 161 | 179 | 232 | 236 | 239 | 225 | 84 | 193 | 167 | 187 |
| 1969..... | 183 | 137 | 156 | 259 | 169 | 262 | 218 | 73 | 164 | 183 | 205 |
| 1970..... | 173 | 113 | 165 | 250 | 250 | 250 | 220 | 77 | 161 | 162 | 203 |
| 1971..... | 175 | 152 | 170 | 208 | 228 | 232 | 207 | 82 | 142 | 194 | 189 |
| 1972..... | 173 | 149 | 165 | 207 | 225 | 217 | 244 | 59 | 175 | 150 | 203 |
| 1973..... | 161 | 127 | 137 | 212 | 186 | 218 | 238 | 44 | 138 | 174 | 172 |
| 1974..... | 182 | 146 | 210 | 192 | 213 | 196 | 219 | 67 | 197 | 174 | 177 |
| 1975..... | 180 | 101 | 208 | 221 | 263 | 233 | 221 | 65 | 187 | 155 | 201 |
| 1976..... | 204 | 145 | 209 | 247 | 220 | 273 | 234 | 132 | 207 | 182 | 224 |
| 1977..... | 166 | 140 | 165 | 209 | 265 | 228 | 219 | 99 | 154 | 159 | 190 |
| 1978..... | 183 | 116 | 180 | 249 | 248 | 252 | 185 | 119 | 186 | 183 | 179 |
| 1979..... | 174 | 156 | 150 | 210 | 207 | 226 | 227 | 144 | 145 | 190 | 179 |
| 1980..... | 187 | 153 | 150 | 249 | 214 | 256 | 228 | 146 | 150 | 188 | 196 |
| Average profile... | 179 | 141 | 174 | 224 | 228 | 234 | 225 | 92 | 173 | 172 | 192 |

Note: Higher numbers in table indicate a higher level of violence within each programming category.

(a) Early evening is 8-9 PM Monday-Saturday, 7-9 PM Sunday.

(b) Later-evening is 9-11 PM all days (all of these times would be one hour earlier for Central and Mountain time zones).

(c) Excludes cartoons.

Source: Data through 1976 from George Gerbner et al. Violence Profile No. 7 and Violence Profile No. 10, Annenberg School of Communications, University of Pennsylvania, Philadelphia 1976 and 1978 (1977). Data for 1977-1980 plus average profile provided directly to Christopher H. Sterling by Gerbner and Nancy Signorelli, University of Pennsylvania.

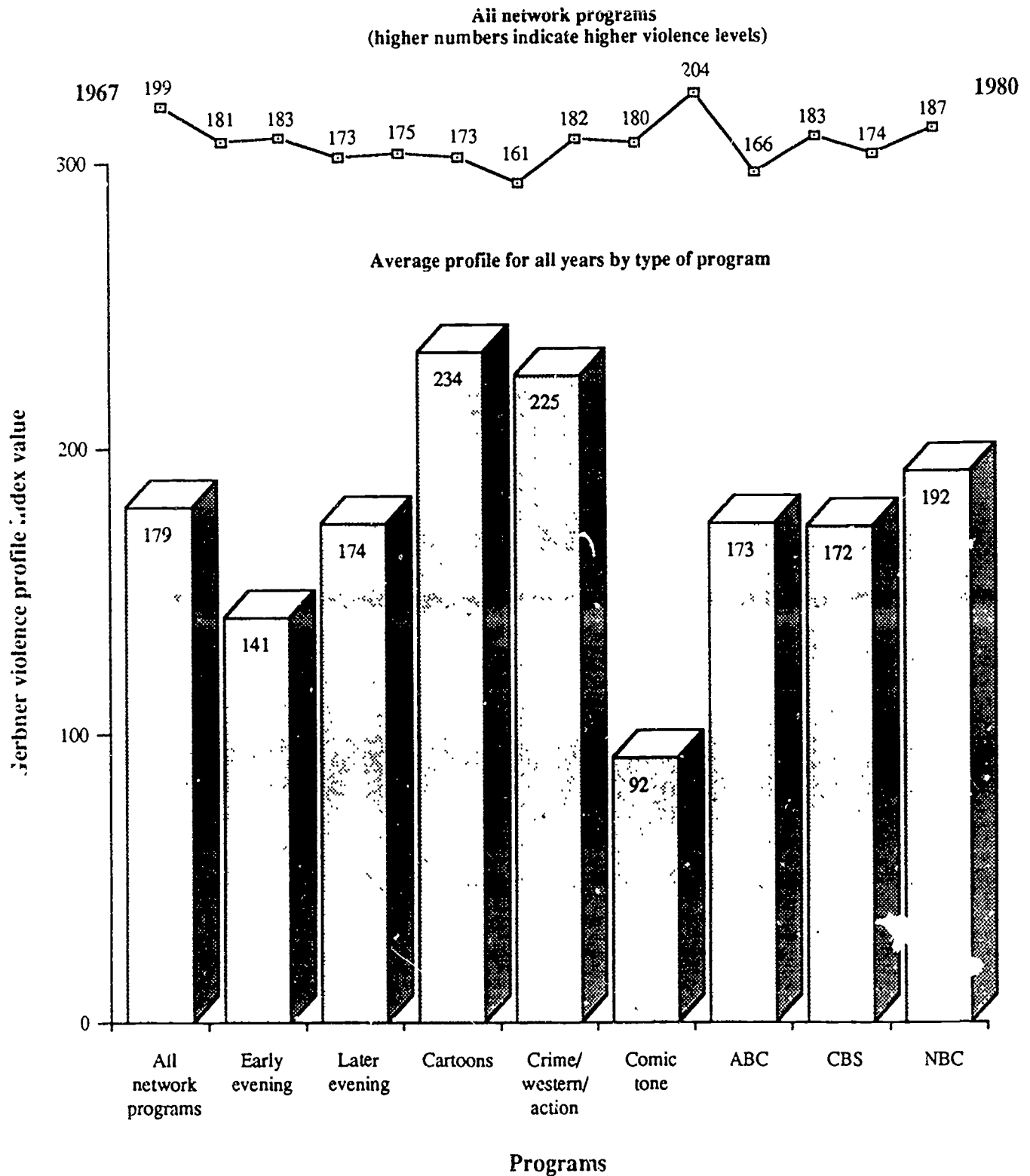
As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 583-a, p. 203.

Methodological note: Dean George Gerbner's research team has attempted to quantify violence in network television programming according to the type of program and the hour it is presented. Their results are printed in an annual report (see source). The team uses the following measures to construct an index. Higher scores indicate higher violence levels:

1. The percentage of programs containing any violence.
2. The rate of violent episodes per program.
3. The rate of violent episodes per hour.
4. The percentage of major characters involved in any violence.
5. The percentage of major characters involved in any killing.

7.5.1

Chart 8-4.
 Gerbner violence profile of network television programming: 1967-1980



Source: Gerbner, et.al., as included in Christopher Sterling; See table 8-52 for full citation.

Table 8-53a.
Average daily television use, by sex and age of viewers, and time of day: 1955-1980

| Time of day and viewer characteristics | 1955 | 1960 | 1965 | 1970 | 1975 | 1980 |
|---------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | (percent) | | | | | |
| Early day (10 AM to 1 PM), Monday through Friday | | | | | | |
| Households using television | 16 | 21 | 19 | 22 | 21 | 22 |
| Men | 12 | 14 | 15 | 16 | 19 | 22 |
| Women | 53 | 59 | 55 | 59 | 60 | 59 |
| Teenagers | 4 | 4 | 5 | 4 | 6 | 5 |
| Children | 31 | 23 | 25 | 21 | 15 | 14 |
| Afternoon (1 to 4 PM), Monday through Friday | | | | | | |
| Households using television | 17 | 21 | 25 | 28 | 27 | 29 (b) |
| Men | 14 | 18 | 16 | 16 | 17 | 20 |
| Women | 52 | 62 | 64 | 66 | 63 | 58 |
| Teenagers | 6 | 5 | 5 | 5 | 7 | 8 |
| Children | 28 | 15 | 15 | 13 | 13 | 14 |
| Early fringe (5 to 8 PM), Monday through Friday | | | | | | |
| Households using television | 42 | 48 | 42 | 52 | 52 | 47 (c) |
| Men | 19 | 23 | 26 | 28 | 30 | 31 |
| Women | 27 | 34 | 36 | 33 | 39 | 42 |
| Teenagers | 13 | 12 | 10 | 10 | 10 | 9 |
| Children | 41 | 31 | 28 | 24 | 22 | 18 |
| Prime (8 to 11 PM), Monday through Sunday | | | | | | |
| Households using television | 62 | 61 | 59 | 62 | 61 | 64 |
| Men | 32 | 32 | 32 | 32 | 34 | 36 |
| Women | 39 | 42 | 42 | 42 | 42 | 44 |
| Teenagers | 11 | 10 | 10 | 11 | 11 | 9 |
| Children | 18 | 16 | 16 | 15 | 13 | 11 |
| Late fringe (11 PM to 1 AM), Monday through Sunday | | | | | | |
| Households using television | NA | 30 (a) | 31 (a) | 28 | 29 | 32 |
| Men | NA | 37 | 39 | 39 | 41 | 43 |
| Women | NA | 49 | 50 | 49 | 45 | 47 |
| Teenagers | NA | 6 | 7 | 8 | 9 | 8 |
| Children | NA | 8 | 4 | 4 | 5 | 2 |
| Average hours of use per day | 4:51 | 5:06 | 5:29 | 6:32 | 6:26 | 7:02 |

NA - Not available.

Note: Data are as of November of each year.

(a) 11.00 PM. to midnight only.

(t) 1.00 to 4:30 PM.

(c) 4:30 to 7:30 PM.

Sources: Data supplied to Christopher H. Sterling by Nielsen Television Index, A.C. Nielsen Co. As included in Christopher H. Sterling, *Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies, 1920-1983*. Praeger, New York, NY, 1984, p. 242, table 681-B.

Table 8-53b.
Television audience composition: July 1987

| Daypart | Percent of U.S. homes using TV | Number of viewers per 1,000 viewing homes | Percent of audience per average minute | | | |
|------------------------------------|--------------------------------|-------------------------------------------|----------------------------------------|-------|-------|----------|
| | | | Men | Women | Teens | Children |
| Monday-Friday 10 am - 1 pm..... | 26.5 | 1,410 | 22 | 48 | 11 | 19 |
| Monday-Friday 1-4.30 pm | 30.0 | 1,444 | 22 | 50 | 11 | 17 |
| All Nights 8-11 pm | 52.0 | 1,707 | 37 | 46 | 7 | 10 |

Table 8-53c.
Television usage by households per week, in hours and minutes: July 1987

| | 7 am - 1 pm | 1-4.30 | 4:30-7:30 pm | 7:30-8 pm | 8-11 pm | 11 pm-1 am | 1-7am |
|---------------------|-------------|--------|--------------|-----------|---------|------------|-------|
| Monday-Friday | 6:46 | 5:15 | 6:14 | 1:13 | | 3:20 | |
| Saturday | 1:15 | 0:59 | 1:02 | 0:11 | 1:19 | | |
| Sunday | 1:13 | 1:05 | 1:11 | | 1:37 | | |
| All days | | | | 1:38 | 10:55 | 4:36 | 3:34 |

Source: National Audience Demographics Report, July 1987.

As included in Broadcasting/Cablecasting, Broadcasting/Cablecasting Yearbook 1988, Washington, D C. 1988. p G-1b

Table 8-54.

Average weekly hours of television use by household size and other characteristics: 1960-1980

| Characteristics of audience | Average viewing hours per week | | | | |
|--------------------------------------------|--------------------------------|--------------|--------------|--------------|--------------|
| | 1960 | 1965 | 1970 | 1975 | 1980 |
| Household size (a) | | | | | |
| 1 to 2 members..... | 33:01 | 32:50 | 36:31 | 37:26 | 39:25 |
| 3 to 4 members..... | 39:20 | 45:13 | 49:03 | 50:36 | 54:30 |
| 5 or more members..... | 49:49 | 52:09 | 59:03 | 56:46 | 63:59 |
| Children under 18 years | | | | | |
| None..... | NA | 34:05 | 39:00 | 38:41 | 41:57 |
| 1 or more..... | NA | 49:08 | 55:46 | 53:12 | 60:04 |
| Income level | | | | | |
| \$5,000 or less (b)..... | 42:42 | 38:26 | 42:55 | 42:17 | 45:43 |
| \$5,000 to \$15,000..... | 44:36 | 44:27 | 45:35 | 48:03 | 50:28 |
| \$15,000 or more..... | 41:12 | 40:44 | 43:20 | 46:52 | 51:40 |
| Education level (c) | | | | | |
| Grade school..... | NA | 41:14 | 48:14 | 46:53 | 52:13 |
| High school..... | NA | 43:03 | 48:21 | 48:21 | 51:37 |
| 1 or more years of College..... | NA | 39:33 | 40:27 | 40:27 | 44:24 |
| County size (d) | | | | | |
| Urban ("A" and "B" counties)..... | 41:14 | 42:17 | 45:41 | 45:41 | 48:37 |
| Rural ("C" and "D" counties)..... | 37:31 | 40:53 | 43:56 | 43:56 | 50:24 |
| National average viewing hours..... | 40:02 | 41:52 | 45:07 | 45:07 | 49:14 |

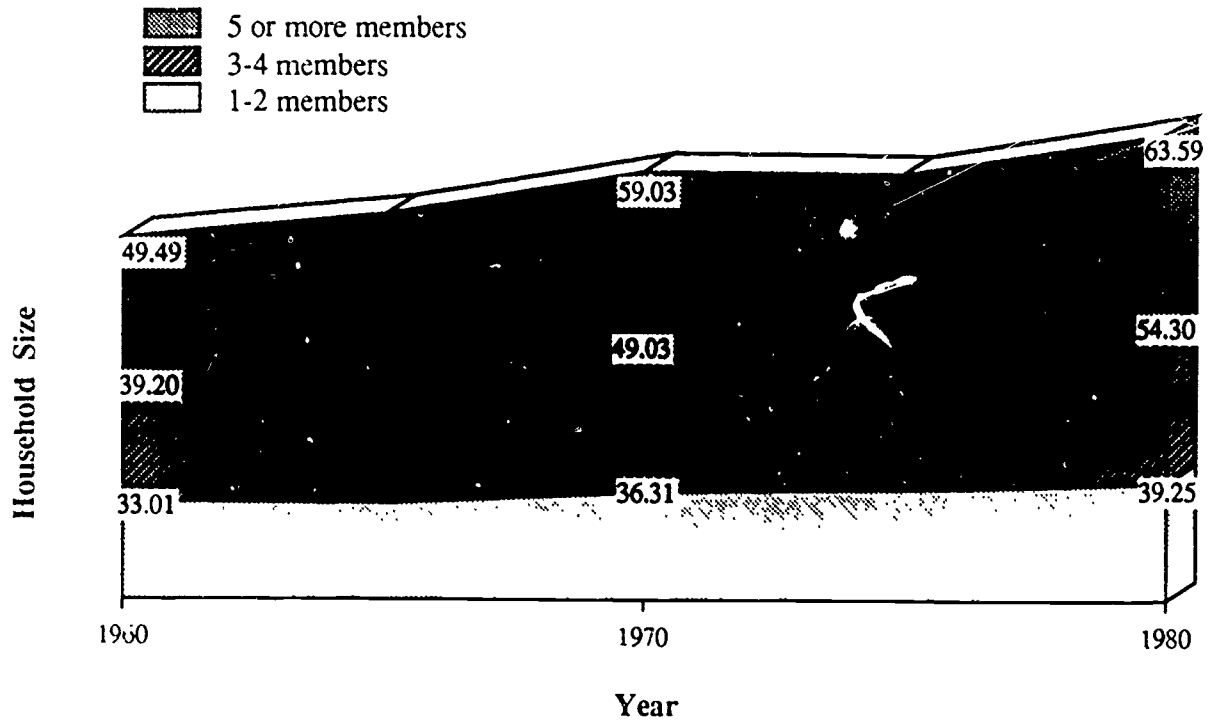
NA - Not available.

- (a) Household size categories changed in 1980 to 1-2 members, 3 members, and 4 or more members.
- (b) Income levels changed in 1975 to \$10,000 or less; and \$10,000 - \$15,000 or more.
- (c) Education level categories changed in 1980 to less than 4 years of high school, high school graduate, and 1 or more years of college.
- (d) County-size categories from Nielsen Television Index, A. C. Nielsen Company (1976), p. 53:
 "A" counties: All counties in the 25 largest metropolitan areas. "B" counties: All counties not in "A" category with populations of over 150,000 or in metropolitan areas over 150,000.
 "C" counties: All counties not in "A" category with populations of over 35,000 or in metropolitan areas over 35,000. "D" counties: All other counties.

Source: Data supplied to Christopher H. Sterling by A. C. Nielsen Co. All data are as of November of each year.

As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 681-A, p. 240.

Chart 8-5.
Average hours of television use per week: 1960-1980



Source: A.C. Nielsen Co., as included in Christopher Sterling; See table 8-54 for full citation

Table 8-55.
Characteristics of the radio audience by hours of daily listening: 1947, 1968, and 1982

| Characteristics of audience | Light use of radio | | | Moderate use of radio | | | Heavy use of radio | | |
|-----------------------------|------------------------------|-------------------------------|------------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|-----------------------------|-------------------------------|
| | 1947: Less than 1 hour | 1968: Less than 2 hours | 1982: Less than 1 hour | 1947: 1 to 3 hours | 1968: 2 to 4 hours | 1982: 1 to 4 hours | 1947: 3 or more hours | 1968: 4 or more hours | 1982: More than 4 hours |
| | (percent) | | | | | | | | |
| Sex | | | | | | | | | |
| Male | 30 | 40 | 35 | 50 | 29 | 35 | 20 | 30 | 30 |
| Female | 20 | 28 | 36 | 49 | 31 | 34 | 31 | 40 | 30 |
| Age | | | | | | | | | |
| 18 to 24 years | -- | -- | 21 | -- | -- | 34 | -- | -- | 45 |
| 21 to 29 years | 20 | -- | -- | 48 | -- | -- | 32 | -- | -- |
| Under 34 years | -- | 31 | -- | -- | 29 | -- | -- | 38 | -- |
| 25 to 34 years | -- | -- | 33 | -- | -- | 36 | -- | -- | 31 |
| 30 to 49 years | 24 | -- | -- | 49 | -- | -- | 27 | -- | -- |
| 34 to 49 years | -- | 32 | -- | -- | 29 | -- | -- | 38 | -- |
| 35 to 54 years | -- | -- | 41 | -- | -- | 35 | -- | -- | 24 |
| Over 50 years | 27 | 39 | -- | 45 | 30 | -- | 28 | 31 | -- |
| Over 54 years | -- | -- | 46 | -- | -- | 34 | -- | -- | 20 |
| Community population | | | | | | | | | |
| 1,000,000 and more | 24 | 33 | NA | 48 | 31 | NA | 28 | 35 | NA |
| 50,000 to 1,000,000 | 22 | 30 | NA | 48 | 33 | NA | 30 | 37 | NA |
| 2,500 to 50,000 | 26 | 40 | NA | 52 | 27 | NA | 22 | 33 | NA |
| Under 2,500 | 28 | 37 | NA | 51 | 25 | NA | 21 | 36 | NA |
| Education level | | | | | | | | | |
| Grade school | NA | 41 | 40 | NA | 27 | 32 | NA | 32 | 28 |
| High school | NA | 29 | 33 | NA | 28 | 32 | NA | 42 | 35 |
| College | 31 | 39 | 36 | 31 | 36 | 39 | 18 | 24 | 25 |
| Race | | | | | | | | | |
| White | NA | 34 | 36 | NA | 30 | 35 | NA | 35 | 29 |
| Black | NA | 30 | 40 | NA | 24 | 32 | NA | 46 | 28 |
| Hispanic | NA | NA | 13 | NA | NA | 38 | NA | NA | 49 |

NA - Not available

-- Not a separate category in the survey.

Sources: 1947 data Paul F. Lazarsfeld and Patricia Kendall, Radio Listening in America, Prentice-Hall, New York, NY, 1948, pp. 132-134; 1968 data National Association of Broadcasters (1970) pp. 24-27; 1982 data Browne, Bortz, and Coddington study for National Association of Broadcasters, September 1982.

As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, p. 228.

Table 8-56.
Format preference of all radio listeners in the standard Arbitron markets: 1978-1986

| Program category | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|------------------------------------------------------------|------|------|------|------|------|------|------|------|------|
| (percentage of national radio listening devoted to format) | | | | | | | | | |
| Top 40/contemporary..... | NA | NA | NA | NA | NA | NA | 16.9 | 17.7 | 15.0 |
| Album oriented rock, progressive/ classic..... | NA | NA | NA | NA | NA | NA | 10.8 | 10.7 | 14.1 |
| Adult contemporary/oldies/soft rock..... | NA | NA | NA | NA | NA | 11.7 | 13.6 | 15.9 | 16.2 |
| Middle of the road/variety..... | NA | NA | NA | NA | NA | 7.6 | 7.3 | 7.0 | 6.6 |
| Black/urban..... | 8.6 | 9.8 | 9.8 | 9.1 | 11.7 | 10.5 | 10.1 | 8.5 | 9.7 |
| Religion/Gospel..... | 1.2 | 1.1 | 1.2 | 1.2 | 1.4 | 1.6 | 1.8 | 2.0 | 1.8 |
| Spanish..... | 1.7 | 2.2 | 2.0 | 2.1 | 2.3 | 2.3 | 2.6 | 2.3 | 2.7 |
| Classical..... | 1.4 | 1.2 | 1.3 | 1.3 | 1.3 | 1.4 | 1.2 | 1.4 | 1.3 |
| Beautiful music/EZ listening..... | 16.7 | 16.1 | 15.6 | 14.6 | 11.8 | 11.3 | 11.0 | 10.1 | 8.9 |
| Country..... | 9.3 | 9.6 | 10.3 | 12.1 | 12.6 | 12.6 | 11.8 | 11.2 | 10.9 |
| Nostalgia..... | .2 | .2 | .6 | 2.0 | 3.6 | 4.6 | 4.1 | 4.0 | 3.7 |
| News/talk..... | 8.8 | 9.7 | 9.7 | 9.1 | 9.4 | 9.3 | 8.6 | 8.8 | 8.7 |

NA - Not available.

Source: James H. Duncan, American Radio Tenth Anniversary Issue 1976-1986, A Prose and Statistical History, New York, November 1986, pp. 30-34.

Methodological note: Data in table 8-56 and 8-57 are based on Arbitron ratings information for all standard Arbitron markets, as computed and summarized by James Duncan in his compilation, American Radio Tenth Anniversary Issue. Only commercial stations are included, thus talk and classical are underrepresented. The headings used in table 6-57 are defined as follows:

Nat % - The percentage of all radio listening (in the standard Arbitron markets) that is devoted to the particular format. It is based on AQH, 12+, Broadcast Week, Metro.

STATIONS - The number of stations that are using the format. Again the universe is all standard Arbitron markets.

TSL - Time Spent Listening. The number of hours per week the average listener spends with a station programming a particular format. The sample base is a group of successful stations using each format. The number of stations in the sample base varies from over 100 for CHR to around 15 or so for Classical. The Broadcast Week is used for this calculation and for all of the calculations which follow.

T/O Ratio - Turnover Ratio. It is calculated by dividing the weekly cume by the quarter hour average.

% EXCEL - The percentage of a station's cume audience which listens only to that station during a given week.

The other figures (% 18-34, 35-49, etc.) are the percentage of a station's total audience that lies in various demographics.

All figures for TSL are calculated by breaking down the audiences of over 600 stations on each sweep. Means were then compiled for stations in the same format group. All data is from the Spring sweep.

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Table 8-57.
Format preference and audience composition of each radio format: 1978-1986 (continued on next page)

| | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|----------------------------------------------------------|---------------------------|------|------|------|------|------|------|------|------|
| Top 40/contemporary | | | | | | | | | |
| Percentage of all radio listening devoted to format..... | NA | NA | NA | NA | NA | NA | 16.9 | 17.7 | 15.0 |
| Number of stations..... | NA | NA | NA | NA | NA | NA | 370 | 373 | 340 |
| Time spent listening..... | 7.9 | 7.5 | 7.3 | 8.0 | 8.4 | 3.4 | 8.5 | 8.8 | 8.6 |
| Turnover ratio..... | 17.1 | 16.9 | 17.2 | 15.9 | 15.0 | 15.1 | 14.5 | 14.4 | 14.6 |
| Percentage listening to stations exclusively..... | 9.4 | 8.5 | 8.9 | 9.5 | 9.3 | 9.1 | 9.8 | 10.2 | 11.2 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens..... | 27.6 | 26.2 | 24.9 | 24.2 | 23.6 | 23.5 | 25.5 | 25.2 | 25.3 |
| 18-34..... | 53.0 | 53.6 | 56.0 | 58.3 | 58.0 | 63.3 | 56.4 | 56.6 | 55.2 |
| 35-49..... | 12.1 | 13.4 | 13.1 | 12.6 | 13.3 | 8.5 | 13.2 | 14.3 | 14.8 |
| 50 and over..... | 7.3 | 6.8 | 6.0 | 4.9 | 5.1 | 4.7 | 4.9 | 3.9 | 4.7 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male..... | NA | 44.1 | 43.9 | 44.1 | 42.5 | 43.8 | 44.9 | 43.7 | 42.6 |
| Female..... | NA | 55.9 | 56.1 | 55.9 | 57.5 | 56.2 | 55.1 | 56.3 | 57.4 |
| Adult oriented rock/Progressive/Classic | | | | | | | | | |
| Percentage of all radio listening devoted to format..... | NA | NA | NA | NA | NA | NA | 10.8 | 10.7 | 14.1 |
| Number of stations..... | NA | NA | NA | NA | NA | NA | 202 | 179 | 220 |
| Time spent listening..... | 8.9 | 9.0 | 9.2 | 9.4 | 9.4 | 9.0 | 9.6 | 9.8 | 9.1 |
| Turnover ratio..... | 14.2 | 14.0 | 13.7 | 13.5 | 13.5 | 14.0 | 13.1 | 12.9 | 13.7 |
| Percentage listening to stations exclusively..... | 7.7 | 7.5 | 9.7 | 9.7 | 9.3 | 8.4 | 9.7 | 9.9 | 11.1 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens..... | 20.9 | 22.9 | 23.7 | 26.2 | 26.3 | 25.3 | 19.5 | 14.1 | 10.7 |
| 18-34..... | 73.0 | 72.1 | 71.5 | 69.0 | 68.5 | 68.3 | 72.9 | 76.1 | 76.9 |
| 35-49..... | 4.4 | 3.5 | 3.6 | 3.1 | 3.8 | 4.8 | 5.7 | 7.6 | 9.8 |
| 50 and over..... | 1.7 | 1.5 | 1.2 | 1.2 | 1.4 | 1.6 | 1.9 | 2.2 | 2.6 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male..... | NA | 61.1 | 65.6 | 65.6 | 64.0 | 65.8 | 65.6 | 67.7 | 67.0 |
| Female..... | NA | 38.9 | 34.4 | 34.4 | 36.0 | 34.2 | 34.3 | 32.3 | 33.0 |

NA - Not available.

Table 8-57.

Format preference and audience composition of each radio format: 1978-1986 (continued from previous page)

| | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|-----------------------------------------------------------|---------------------------|------|------|------|------|------|------|------|------|
| Adult Contemporary/Oldies/Soft Rock | | | | | | | | | |
| Percentage of all radio listening devoted to format | NA | NA | NA | NA | NA | 11.7 | 13.6 | 15.9 | 16.2 |
| Number of stations | NA | NA | NA | NA | NA | 319 | 420 | 470 | 525 |
| Time spent listening | 7.2 | 8.2 | 7.6 | 7.6 | 8.2 | 8.0 | 8.1 | 8.5 | 8.8 |
| Turnover ratio | 18.4 | 15.4 | 16.5 | 16.6 | 15.1 | 15.7 | 15.6 | 14.8 | 14.3 |
| Percentage listening to stations exclusively | 3.7 | 4.8 | 7.0 | 6.1 | 6.3 | 6.2 | 6.8 | 7.4 | 8.1 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens | 7.0 | 7.1 | 5.4 | 5.2 | 5.1 | 4.4 | 3.9 | 3.8 | 3.4 |
| 18-34 | 75.0 | 73.5 | 60.5 | 63.4 | 60.4 | 61.2 | 59.9 | 54.5 | 53.4 |
| 35-49 | 11.1 | 13.9 | 22.8 | 20.2 | 23.2 | 25.1 | 27 | 32 | 32 |
| 50 and over | 6.9 | 5.5 | 11.3 | 11.2 | 12.3 | 9.3 | 9.2 | 9.7 | 11.2 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male | NA | 42.7 | 42.1 | 41.5 | 42.1 | 41.2 | 41.2 | 41.1 | 41.5 |
| Female | NA | 57.3 | 57.9 | 58.5 | 57.9 | 58.8 | 58.8 | 58.9 | 58.5 |
| Middle of the Road/Variety | | | | | | | | | |
| Percentage of all radio listening devoted to format | NA | NA | NA | NA | NA | 7.6 | 7.3 | 7.0 | 6.6 |
| Number of stations | NA | NA | NA | NA | NA | 299 | 262 | 249 | 246 |
| Time spent listening | 8.6 | 8.3 | 8.3 | 8.3 | 8.9 | 8.7 | 9.4 | 9.6 | 9.6 |
| Turnover ratio | 15.2 | 15.1 | 15.2 | 15.1 | 14.2 | 14.4 | 13.6 | 13.2 | 13.1 |
| Percentage listening to stations exclusively | 10.8 | 10.0 | 11.5 | 10.9 | 10.7 | 10.5 | 11.7 | 12.4 | 12.4 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens | 3.3 | 2.8 | 2.2 | 2.2 | 1.7 | 1.5 | 1.2 | 1.0 | 1.1 |
| 18-34 | 24.1 | 24.1 | 19.3 | 20.3 | 16.3 | 19.1 | 16.7 | 14.9 | 14.6 |
| 35-49 | 26.1 | 25.3 | 25.9 | 25.7 | 25.3 | 25 | 24.7 | 24.6 | 25.4 |
| 50 and over | 46.5 | 47.8 | 52.6 | 51.8 | 56.7 | 54.4 | 57.4 | 59.5 | 58.9 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male | NA | 43.4 | 43.6 | 44.1 | 43.0 | 42.9 | 42.9 | 42.5 | 44.2 |
| Female | NA | 56.6 | 56.4 | 55.9 | 57.0 | 57.1 | 57.1 | 57.5 | 55.8 |

NA - Not available.

Table 8-57.
Format preference and audience composition of each radio format: 1978-1986 (continued from previous page)

| | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|-----------------------------------------------------------|---------------------------|------|------|------|------|------|------|------|------|
| Black/Urban | | | | | | | | | |
| Percentage of all radio listening devoted to format | 8.6 | 9.8 | 9.8 | 9.1 | 11.7 | 10.5 | 10.1 | 8.5 | 9.7 |
| Number of stations | 153 | 218 | 179 | 176 | 244 | 195 | 201 | 205 | 219 |
| Time spent listening | 11.2 | 9.3 | 9.8 | 10.0 | 11.3 | 11.0 | 11.0 | 11.3 | 11.7 |
| Turnover ratio | 12.0 | 13.5 | 12.8 | 12.6 | 11.1 | 11.5 | 11.4 | 11.2 | 10.7 |
| Percentage listening to stations exclusively | 16.8 | 18.9 | 16.5 | 20.5 | 10.8 | 9.8 | 10.5 | 11.1 | 12.3 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens | 25.7 | 24.3 | 21.3 | 21.4 | 19.1 | 18.0 | 18.1 | 18.7 | 18.5 |
| 18-34 | 48.9 | 51.5 | 53.4 | 54.1 | 55.9 | 56.6 | 54.7 | 56.1 | 55.8 |
| 35-49 | 14.9 | 14.0 | 14.9 | 15.5 | 15.7 | 16.3 | 17.1 | 17.3 | 17.7 |
| 50 and over | 10.5 | 10.2 | 11.9 | 10.0 | 9.3 | 9.9 | 10.1 | 7.9 | 8.0 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male | NA | 41.3 | 43.7 | 43.2 | 43.7 | 44.3 | 44.8 | 46.3 | 45.0 |
| Female | NA | 58.7 | 56.3 | 56.8 | 56.3 | 55.7 | 55.2 | 53.7 | 55.0 |
| Religion/Gospel | | | | | | | | | |
| Percentage of all radio listening devoted to format | 1.2 | 1.1 | 1.2 | 1.2 | 1.4 | 1.6 | 1.8 | 2.0 | 1.8 |
| Number of stations | 143 | 143 | 167 | 183 | 199 | 201 | 220 | 227 | 213 |
| Time spent listening | 11.3 | 9.9 | 8.1 | 8.1 | 8.9 | 9.3 | 10.0 | 8.5 | 8.9 |
| Turnover ratio | 12.8 | 12.7 | 15.5 | 15.6 | 14.2 | 13.5 | 12.5 | 14.9 | 14.2 |
| Percentage listening to stations exclusively | 10.4 | 9.7 | 10.5 | 10.2 | 9.6 | 10.5 | 10.4 | 8.8 | 10.0 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens | 3.2 | 1.7 | 4.2 | 4.4 | 2.2 | 2.7 | 2.1 | 2.7 | 3.4 |
| 18-34 | 23.8 | 17.5 | 27.7 | 30.9 | 22.8 | 26.0 | 25.8 | 29.3 | 29.0 |
| 35-49 | 22.8 | 27.7 | 29.2 | 18 | 20.1 | 26.7 | 28.4 | 25.7 | 28.7 |
| 50 and over | 50.7 | 53.1 | 38.9 | 46.7 | 54.9 | 44.6 | 43.7 | 42.3 | 38.9 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male | NA | 29.8 | 31.8 | 31.9 | 33.4 | 33.2 | 36.4 | 36.3 | 30.9 |
| Female | NA | 70.2 | 58.2 | 68.1 | 66.6 | 66.8 | 63.6 | 63.7 | 69.1 |

NA - Not available.

Table 8-57.

Format preference and audience composition of each radio format: 1978-1986 (continued from previous page)

| | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|-----------------------------------------------------------|---------------------------|------|------|------|------|------|------|------|------|
| Spanish | | | | | | | | | |
| Percentage of all radio listening devoted to format | 1.7 | 2.2 | 2.0 | 2.1 | 2.3 | 2.3 | 2.6 | 2.3 | 2.7 |
| Number of stations..... | 45 | 51 | 59 | 68 | 56 | 71 | 69 | 64 | 76 |
| Time spent listening..... | 16.6 | 18.2 | 13.5 | 14.3 | 15.6 | 14.5 | 12.4 | 13.8 | 12.2 |
| Turnover ratio..... | 8.1 | 6.9 | 9.3 | 8.8 | 8.2 | 8.8 | 10.1 | 9.1 | 10.3 |
| Percentage listening to stations exclusively | 26.5 | 25.0 | 28.3 | 24.0 | 24.1 | 14.7 | 14.2 | 13.8 | 16.1 |
| Age | (percentage distribution) | | | | | | | | |
| Teens..... | 6.2 | 4.2 | 3.1 | 4.5 | 2.5 | 3.4 | 4.8 | 3.3 | 3.9 |
| 18-34..... | 33.0 | 35.8 | 33.3 | 28.9 | 32.6 | 36.3 | 37.3 | 36.8 | 33.1 |
| 35-49..... | 28.7 | 28 | 29.5 | 28.2 | 27.5 | 27 | 26 | 26.7 | 32.8 |
| 50 and over..... | 32.1 | 32.0 | 34.1 | 38.4 | 37.4 | 33.3 | 31.9 | 33.2 | 30.2 |
| Sex | (percentage distribution) | | | | | | | | |
| Male..... | NA | 34.9 | 35.4 | 35.3 | 39.4 | 42.6 | 37.7 | 39.8 | 38.0 |
| Female..... | NA | 65.1 | 64.6 | 64.7 | 61.6 | 57.4 | 62.3 | 60.2 | 62.0 |
| Classical | | | | | | | | | |
| Percentage of all radio listening devoted to format | 1.4 | 1.2 | 1.3 | 1.3 | 1.3 | 1.4 | 1.2 | 1.4 | 1.3 |
| Number of stations..... | 41 | 40 | 35 | 35 | 35 | 36 | 36 | 38 | 37 |
| Time spent listening..... | 7.3 | 7.5 | 7.3 | 7.5 | 7.6 | 7.9 | 7.7 | 7.7 | 7.6 |
| Turnover ratio..... | 17.6 | 16.7 | 17.2 | 16.9 | 16.5 | 15.9 | 16.4 | 16.2 | 16.7 |
| Percentage listening to stations exclusively | 4.9 | 6.7 | 6.0 | 6.0 | 5.0 | 6.1 | 5.0 | 6.8 | 6.3 |
| Age | (percentage distribution) | | | | | | | | |
| Teens..... | 0.7 | 1.5 | 1.2 | 1.1 | 0.8 | 0.9 | 0.9 | 0.9 | 0.8 |
| 18-34..... | 29.5 | 29.9 | 29.7 | 28.4 | 25.6 | 22.2 | 22.1 | 20.3 | 17.3 |
| 35-49..... | 30.7 | 30.6 | 26.7 | 30.8 | 33.3 | 29.1 | 33.6 | 28.3 | 28.6 |
| 50 and over..... | 39.1 | 38.0 | 42.4 | 39.7 | 40.3 | 47.8 | 43.4 | 50.5 | 53.3 |
| Sex | (percentage distribution) | | | | | | | | |
| Male..... | NA | 49.1 | 54.4 | 53.3 | 47.7 | 49.6 | 55.7 | 50.6 | 52.5 |
| Female..... | NA | 50.9 | 45.6 | 46.7 | 52.3 | 50.4 | 44.3 | 49.4 | 47.5 |

NA - Not available.

Table 8-57.
Format preference and audience composition of each radio format: 1978-1986 (continued
from previous page)

| | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|-----------------------------------------------------------|---------------------------|------|------|------|------|------|------|------|------|
| Beautiful Music | | | | | | | | | |
| Percentage of all radio listening devoted to format | 16.7 | 16.1 | 15.6 | 14.6 | 11.8 | 11.3 | 11.0 | 10.1 | 8.9 |
| Number of stations..... | 352 | 349 | 345 | 324 | 274 | 220 | 207 | 194 | 179 |
| Time spent listening..... | 10.8 | 10.2 | 10.1 | 10.3 | 10.6 | 11.0 | 11.4 | 11.8 | 11.7 |
| Turnover ratio..... | 12.1 | 12.3 | 12.5 | 12.2 | 11.9 | 11.4 | 11.0 | 10.7 | 10.7 |
| Percentage listening to stations exclusively..... | 8.7 | 8.8 | 9.9 | 9.9 | 9.9 | 11.1 | 12.7 | 13.7 | 14.4 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens..... | 1.1 | 0.9 | 1.0 | 0.9 | 0.7 | 0.8 | 0.6 | 0.7 | 0.6 |
| 18-34..... | 19.4 | 17.0 | 17.0 | 15.6 | 14.7 | 14.9 | 9.7 | 11.2 | 10.5 |
| 35-49..... | 28.3 | 28.7 | 26.7 | 26.8 | 25.2 | 24.3 | 26.6 | 24.1 | 22.6 |
| 50 and over..... | 51.1 | 53.4 | 55.3 | 56.7 | 59.4 | 60.0 | 63.0 | 64.0 | 66.3 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male..... | NA | 39.7 | 41.3 | 40.0 | 40.0 | 40.2 | 40.1 | 39.0 | 39.0 |
| Female..... | NA | 60.3 | 58.8 | 60.0 | 60.0 | 59.8 | 59.9 | 61.0 | 61.0 |
| Country | | | | | | | | | |
| Percentage of all radio listening devoted to format | 9.3 | 9.6 | 10.3 | 12.1 | 12.6 | 12.6 | 11.8 | 11.2 | 10.9 |
| Number of stations..... | 442 | 434 | 460 | 475 | 552 | 545 | 533 | 501 | 474 |
| Time spent listening..... | 10.1 | 9.9 | 9.8 | 9.7 | 10.1 | 10.0 | 10.7 | 10.8 | 11.1 |
| Turnover ratio..... | 13.1 | 12.7 | 12.8 | 13.0 | 12.4 | 12.5 | 11.8 | 11.8 | 11.3 |
| Percentage listening to stations exclusively..... | 15.6 | 13.7 | 15.6 | 15.0 | 14.3 | 13.9 | 15.0 | 15.9 | 18.0 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens..... | 3.6 | 3.0 | 3.5 | 4.2 | 4.2 | 3.9 | 3.1 | 2.4 | 3.1 |
| 18-34..... | 27.4 | 30.3 | 30.1 | 30.7 | 31.8 | 32.2 | 31.9 | 30.3 | 34.6 |
| 35-49..... | 33.7 | 30.6 | 33.5 | 31.8 | 32.6 | 33.6 | 33.7 | 34.1 | 30.8 |
| 50 and over..... | 35.3 | 36.1 | 32.9 | 33.3 | 31.4 | 30.2 | 31.3 | 33.2 | 31.5 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male..... | NA | 48.9 | 49.2 | 49.5 | 47.9 | 49.3 | 49.6 | 48.8 | 50.3 |
| Female..... | NA | 51.1 | 50.8 | 50.5 | 52.1 | 50.7 | 50.4 | 51.2 | 49.7 |

NA - Not available.

Table 8-57.
Format preference and audience composition of each radio format: 1978-1986 (continued from previous page)

| | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 |
|-----------------------------------------------------------|---------------------------|------|------|------|------|------|------|------|------|
| Nostalgia | | | | | | | | | |
| Percentage of all radio listening devoted to format | .2 | .2 | .6 | 2.0 | 3.6 | 4.6 | 4.1 | 4.0 | 3.7 |
| Number of stations..... | 12 | 9 | 28 | 72 | 143 | 173 | 162 | 167 | 157 |
| Time spent listening..... | NA | NA | NA | 9.5 | 10.6 | 10.6 | 11.3 | 10.9 | 11.9 |
| Turnover ratio..... | NA | NA | NA | 13.2 | 11.9 | 11.8 | 11.1 | 11.6 | 10.6 |
| Percentage listening to stations exclusively..... | NA | NA | NA | 8.4 | 9.1 | 11.0 | 11.6 | 12.8 | 14.1 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens..... | NA | NA | NA | 0.8 | 0.3 | 0.4 | 0.3 | 0.4 | 0.2 |
| 18-34..... | NA | NA | NA | 8.2 | 6.1 | 6.2 | 4.1 | 5.2 | 3.3 |
| 35-49..... | NA | NA | NA | 20.3 | 19.6 | 17.6 | 14.4 | 12.5 | 10.1 |
| 50 and over..... | NA | NA | NA | 70.7 | 74.0 | 75.8 | 82.2 | 81.9 | 86.6 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male..... | NA | NA | NA | 45.7 | 43.9 | 45.4 | 43.1 | 44.7 | 46.0 |
| Female..... | NA | NA | NA | 54.3 | 56.1 | 54.6 | 56.9 | 55.3 | 54.0 |
| News/Talk | | | | | | | | | |
| Percentage of all radio listening devoted to format | 8.8 | 9.7 | 9.7 | 9.1 | 9.4 | 9.3 | 8.6 | 8.8 | 3.7 |
| Number of stations..... | 78 | 86 | 94 | 88 | 100 | 119 | 124 | 126 | 120 |
| Time spent listening..... | 7.4 | 8.0 | 7.5 | 7.8 | 8.1 | 8.1 | 8.4 | 8.3 | 8.1 |
| Turnover ratio..... | 17.7 | 15.8 | 16.8 | 16.3 | 15.6 | 15.6 | 15.0 | 15.2 | 15.2 |
| Percentage listening to stations exclusively..... | 8.1 | 7.9 | 9.2 | 8.1 | 8.0 | 8.6 | 8.5 | 8.6 | 8.8 |
| <u>Age</u> | (percentage distribution) | | | | | | | | |
| Teens..... | 1.4 | 1.2 | 1.0 | 0.9 | 0.7 | 0.7 | 0.5 | 0.8 | 0.8 |
| 18-34..... | 13.0 | 13.3 | 13.8 | 13.0 | 12.0 | 12.2 | 15.6 | 11.2 | 12.6 |
| 35-49..... | 21.1 | 19.8 | 20.9 | 18 | 19.5 | 18.7 | 14.7 | 20 | 19 |
| 50 and over..... | 64.5 | 55.7 | 64.3 | 67.2 | 67.8 | 68.4 | 69.2 | 68.0 | 67.6 |
| <u>Sex</u> | (percentage distribution) | | | | | | | | |
| Male..... | NA | 46.8 | 50.3 | 47.8 | 47.1 | 46.9 | 47.2 | 47.2 | 47.5 |
| Female..... | NA | 53.2 | 49.7 | 52.2 | 52.9 | 53.1 | 52.8 | 52.8 | 52.5 |

NA - Not available.

Note: See table 8-56 for methodological note.

Source: James H. Duncan, *American Radio Tenth Anniversary Issue 1976-1986. A Prose and Statistical History*, New York, November 1986, pp. 30-34.

Table 8-58.
System characteristics and broadcast hours for public television: 1974-1986

| | 1974* | 1976* | 1978 | 1980 | 1982 | 1984 | 1986 |
|-----------------------------------------------------------|-------|-------|---------|-------|-------|-------|-------|
| System characteristics | | | | | | | |
| Number of television stations..... | 238 | 253 | 272 | 281 | 291 | 303 | 305 |
| Number of broadcasters..... | 151 | 152 | 156 | 160 | 164 | 169 | 178 |
| Broadcast hours and number of programs | | | | | | | |
| Average annual hours per broadcaster..... | 3,872 | 4,542 | 4 4,894 | 5,128 | 5,421 | 5,542 | 5,650 |
| Average annual number of programs per broadcaster..... | 6,547 | 7,607 | 8 8,282 | 8,823 | 9,162 | 8,978 | 9,327 |

*Data for 1974 and 1976 refer to calendar years. Data for other years cover fiscal years.

Source: Corporation for Public Broadcasting, Public Television Programming Survey, 1986; (unpublished as of October 1987).

Data provided by Edward Coltman, Deputy Director, Corporation for Public Broadcasting, Washington, D.C., October 1987.

Methodological note: The Public Television programming surveys are designed to provide information on public television programming content. The methodology for the 1986 survey was as follows. In 1986, the survey period was divided into seven segments each 52 days long and covering the fiscal year with the exception of the first day. The sample for the 1986 fiscal year was generated by computer according to the following rules: (1) The 364 days of the sample year were numbered and divided into seven segments of 52 days. (2) Within the first segment, each broadcaster was randomly assigned (by a random number generator) one of the 52 dates. (3) For the second segment of the year, each broadcaster was once again randomly assigned one of the 52 dates; however, the date was replaced by another random selection if it fell on the same day of the week as the first sample date. (4) Broadcaster-by-broadcaster sample selection was repeated in this fashion for the remaining segments of the year. Days of the week that had already been chosen for a given broadcaster were not allowed to recur; but the sample was otherwise random within each segment of the year. In sum, the sample for fiscal year 1986 had the following characteristics: Each day of the sample year was represented, and each had an equal probability of being chosen. The sample of each broadcaster was spread over the seven segments of the whole year. Each broadcaster was sampled once for each day of the week. There were an equal number of sample dates for each day of the week, one for each broadcaster. The sampling universe for the 1986 fiscal year included seven dates for each of the 178 broadcasters or 1,246 broadcaster-days. The survey generated responses for 1,135 broadcaster-days. Thus the response rate was 91.09 percent of the broadcaster-days in the sample. Five broadcasters did not provide material for any of the dates requested: Alabama Network; KRCE, Rohnert Park, CA; WLRN, Miami, FL; KVZK, Samoa; and WMTJ, Fajardo, PR. Note taken from the source cited above.

Table 8-59.
Public television program content, producers and distributors: 1974-1986

| System characteristics | 1974 (a) | 1976 (a) | 1978 | 1980 | 1982 | 1984 | 1986 |
|-----------------------------------------------------|--------------------------------------|----------|------|------|------|------|------|
| Program content | | | | | | | |
| | Percentages of total broadcast hours | | | | | | |
| General..... | 61.6 | 66.5 | 70.7 | 71.3 | 72.0 | 73.2 | 74.5 |
| News and public affairs..... | 12.6 | 11.9 | 11.0 | 12.2 | 12.4 | 14.1 | 16.4 |
| Information and skills..... | 15.9 | 19.9 | 23.6 | 22.8 | 24.5 | 25.5 | 29.5 |
| Cultural.... | 17.9 | 20.9 | 22.1 | 21.9 | 22.8 | 20.1 | 20.5 |
| General children's and youth's..... | 10.7 | 10.0 | 8.7 | 8.9 | 7.5 | 7.9 | 6.5 |
| Other general..... | 4.4 | 3.8 | 5.3 | 5.5 | 4.8 | 5.5 | 1.6 |
| Instructional..... | 17.1 | 16.6 | 14.9 | 14.7 | 14.3 | 13.0 | 14.5 |
| <u>The Electric Company, Villa Alegre</u> (b).... | NA | 1.8 | 1.6 | 1.5 | 1.1 | 1.0 | 0.4 |
| Other children's and youth's..... | 15.2 | 13.4 | 12.1 | 12.2 | 11.8 | 11.4 | 14.1 |
| Adult educational..... | 1.9 | 1.4 | 1.2 | 1.0 | 1.4 | 0.4 | (c) |
| <u>Sesame Street and The Electric Company</u> (b).. | 21.2 | 17.8 | 16.1 | 15.5 | 14.8 | 14.8 | 11.4 |
| Producer | | | | | | | |
| Local (broadcaster's own facilities)..... | 11.4 | 10.1 | 7.7 | 7.0 | 6.7 | 5.7 | 5.2 |
| Major public television production center... | 45.4 | 21.5 | 24.2 | 28.4 | 25.9 | 44.4 | 37.6 |
| Other public television source..... | | 26.7 | 28.0 | 17.8 | 19.7 | (d) | (d) |
| Consortium..... | 2.5 | 1.7 | 1.8 | 2.7 | 2.6 | 3.3 | 3.1 |
| Children's Television Workshop..... | 22.0 | 18.8 | 16.8 | 17.1 | 15.8 | 16.4 | 29.1 |
| Independent producer..... | 5.9 | 6.1 | 5.3 | 7.9 | 11.3 | 9.2 | (f) |
| Commercial producer..... | 1.9 | 2.8 | 2.7 | 3.2 | 3.9 | 2.8 | (f) |
| Non-PTV ITV producer..... | NA | NA | NA | NA | NA | NA | 5.5 |
| Foreign producer..... | 5.8 | 7.6 | 9.1 | 7.8 | 6.0 | 8.9 | 11.0 |
| International coproduction..... | (e) | (e) | (e) | 4.7 | 4.1 | 4.3 | 4.1 |
| Other..... | 5.1 | 4.6 | 4.4 | 3.5 | 4.0 | 4.6 | 4.4 |
| Distributor | | | | | | | |
| Local distribution only..... | 11.3 | 10.0 | 7.4 | 6.8 | 6.2 | 5.6 | 4.9 |
| Public Broadcasting Service..... | 62.1 | 69.3 | 71.6 | 69.6 | 67.1 | 65.3 | 63.9 |
| Regional public television network..... | 9.6 | 6.2 | 5.4 | 7.6 | 10.8 | 13.0 | 14.0 |
| Other..... | 17.0 | 14.5 | 15.6 | 16.0 | 15.9 | 16.1 | 17.2 |

NA - Not applicable, or not a separate category.

Note: Totals may not equal 100 percent due to rounding.

- (a) Data for 1974 and 1976 refer to calendar years. Data for other years cover fiscal years (September to September).
- (b) Broadcasts of "The Electric Company" during school hours when school is in session are counted, except in 1974, in two categories: "Instructional" and "Sesame Street and The Electric Company."
- (c) Included under category "Other children's and youth's."
- (d) Included under category "Major public television production center."
- (e) Included under category "Foreign producer."
- (f) Included under category "Children's Television Workshop."

Source: Corporation for Public Broadcasting, Public Television Programming Survey, 1986; (unpublished as of October 1987).
 Data provided by Edward Colman, Deputy Director, Corporation for Public Broadcasting, Washington, D.C., October 1987.

Table 8-60.

Cultural programming hours and programs as a percent of total and prime-time hours and programs: 1986

| Type of cultural program | Total hours/programs | | Prime-time hours/programs | | |
|-----------------------------------|---------------------------------|------------------------------------|--------------------------------------------|-----------------------------------------------|-------|
| | Percent of total audience hours | Percent of total audience programs | Percent of total audience prime-time hours | Percent of total audience prime-time programs | |
| Culture-reviews..... | 1.8 | 2.0 | 3.1 | 3.9 | |
| Drama..... | 8.7 | 6.5 | 18.1 | 15.8 | |
| Music-dance..... | 5.7 | 3.5 | 13.8 | 10.3 | |
| Comedy..... | 2.3 | 2.7 | 3.0 | 4.3 | |
| Films..... | 4.5 | 2.3 | 4.7 | 2.4 | |
| Total general audience hours..... | 100.0 | 100.0 | Total prime-time hours..... | 100.0 | 100.0 |

Note: See table 8-62 for methodological note.

Source: Corporation for Public Broadcasting, Public Television Programming Survey, 1986 (unpublished as of October 1987). Data provided by Edward Colman, Deputy Director, Corporation for Public Broadcasting, Washington, D.C., October 1987.

Table 8-61.

Changes in public broadcasting income: 1973, 1983, and 1988

| Major income source | 1973 | | Current income 1983 | | 1988 | |
|----------------------------------------|---------|---------|------------------------|---------|-----------|---------|
| | Amount | Percent | Amount | Percent | Amount | Percent |
| (dollars are in thousands) | | | | | | |
| CPB Federal appropriation..... | 35,000 | 13.7 | 137,000 | 15.2 | 214,000 | 15.7 |
| Federal grants..... | 20,585 | 8.1 | 26,722 | 3.0 | 33,487 | 2.5 |
| State and local tax-based sources..... | 127,275 | 50.0 | 318,312 | 35.4 | 415,853 | 30.4 |
| Private sources..... | 71,904 | 28.2 | 417,145 | 46.4 | 704,411 | 51.5 |
| Total Federal sources..... | 55,585 | 21.7 | 163,722 | 18.2 | 247,487 | 18.1 |
| Total nonfederal..... | 199,179 | 78.2 | 735,457 | 81.8 | 1,120,264 | 81.9 |
| Total income..... | 254,764 | 100.0 | 899,179 | 100.0 | 1,367,752 | 100.0 |

Sources: Corporation for Public Broadcasting, Policy Development and Planning, 1989, American Association of Fund-Raising Counsel, Inc.

As included in Giving USA, New York, NY, 1985, p. 89.

Table 8-62.
Video cassette recorders in use: 1975-1987

| Year | Number of VCRs |
|-----------|----------------|
| | (in millions) |
| 1975..... | .03 |
| 1976..... | .08 |
| 1977..... | .20 |
| 1978..... | .60 |
| 1979..... | 1.15 |
| 1980..... | 1.85 |
| 1981..... | 3.00 |
| 1982..... | 4.85 |
| 1983..... | 8.35 |
| 1984..... | 15.50 |
| 1985..... | 26.00 |
| 1986..... | 37.50 |
| 1987..... | 48.00 |

Source: Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1988 Edition, p. C-300.

Table 8-63.

A 15-year trend of manufacturers' unit shipments and manufacturers' dollar value of sales in the recording industry: 1973-1987

| | Disc Singles | Cassette Singles | LP's/ EP's | CD's | Cassettes | 8-Tracks | Total |
|---------------------------|-----------------|---------------------|---------------|---------|-----------|----------|---------|
| (units are in millions) | | | | | | | |
| 1973..... | 228.0 | (a) | 280.0 | (b) | 15.0 | 91.0 | 614.0 |
| 1974..... | 204.0 | (a) | 276.0 | (b) | 15.3 | 96.7 | 592.0 |
| 1975..... | 164.0 | (a) | 257.0 | (b) | 16.2 | 94.6 | 531.8 |
| 1976..... | 190.0 | (a) | 273.0 | (b) | 21.8 | 106.1 | 590.9 |
| 1977..... | 190.0 | (a) | 344.0 | (b) | 36.9 | 127.3 | 698.2 |
| 1978..... | 190.0 | (a) | 341.3 | (b) | 61.3 | 133.6 | 726.2 |
| 1979..... | 195.5 | (a) | 318.3 | (b) | 82.8 | 104.7 | 701.1 |
| 1980..... | 164.3 | (a) | 322.8 | (b) | 110.2 | 86.4 | 683.7 |
| 1981..... | 154.7 | (a) | 295.2 | (b) | 137.0 | 48.5 | 635.4 |
| 1982..... | 137.2 | (a) | 243.9 | (b) | 182.3 | 14.3 | 577.7 |
| 1983..... | 124.8 | (a) | 209.6 | .8 | 236.8 | 6.0 | 578.0 |
| 1984..... | 131.5 | (a) | 204.6 | 5.8 | 332.0 | 5.9 | 679.8 |
| 1985..... | 120.7 | (a) | 167.0 | 22.6 | 339.1 | 3.5 | 653.0 |
| 1986..... | 93.9 | (a) | 125.2 | 53.0 | 344.5 | 1.7 | 618.3 |
| 1987..... | 82.0 | 5.1 | 107.0 | 102.1 | 410.0 | (c) | 706.8 |
| Percent change | | | | | | | |
| in 1986-87..... | -13.0 | NA | -15 | +93 | +19 | NA | +14.3 |
| Jan-June 1988..... | 36.5 | 5.5 | 43.5 | 70.4 | 208.1 | NA | 364.4 |
| (dollars are in millions) | | | | | | | |
| 1973..... | 190.0 | (a) | 1,246.0 | (b) | 76.0 | 489.0 | 2,001.0 |
| 1974..... | 194.0 | (a) | 1,356.0 | (b) | 87.2 | 549.2 | 2,186.4 |
| 1975..... | 211.5 | (a) | 1,485.0 | (b) | 98.8 | 583.0 | 2,378.3 |
| 1976..... | 245.1 | (a) | 1,663.0 | (b) | 145.7 | 678.2 | 2,732.0 |
| 1977..... | 245.1 | (a) | 2,195.1 | (b) | 249.6 | 811.0 | 3,500.8 |
| 1978..... | 260.3 | (a) | 2,473.3 | (b) | 449.8 | 948.0 | 4,131.4 |
| 1979..... | 275.4 | (a) | 2,136.0 | (b) | 604.6 | 669.4 | 3,685.4 |
| 1980..... | 269.3 | (a) | 2,290.3 | (b) | 776.4 | 526.4 | 3,862.4 |
| 1981..... | 256.4 | (a) | 2,341.7 | (b) | 1,062.8 | 309.0 | 3,969.9 |
| 1982..... | 283.0 | (a) | 1,925.1 | (b) | 1,384.5 | 49.0 | 3,641.6 |
| 1983..... | 269.3 | (a) | 1,689.0 | 17.4 | 1,810.9 | 27.9 | 3,814.3 |
| 1984..... | 298.7 | (a) | 1,548.8 | 103.3 | 2,383.9 | 35.7 | 4,370.4 |
| 1985..... | 281.0 | (a) | 1,280.5 | 389.5 | 2,411.5 | 25.3 | 4,387.8 |
| 1986..... | 228.1 | (a) | 983.0 | 930.1 | 2,499.5 | 10.5 | 4,651.1 |
| 1987..... | 203.3 | 14.3 | 793.1 | 1,593.6 | 2,959.7 | (c) | 5,567.5 |
| Percent change | | | | | | | |
| in 1986-87..... | -11.0 | NA | -19 | +71.3 | +18.4 | NA | +19.7 |
| Jan-June 1988..... | 100.2 | 14.8 | 302.7 | 1,009.3 | 1,531.6 | NA | 2,961.4 |

NA - Not applicable.

Note: Cassettes became the configuration of choice in 1983, beating LP's by 27.2 million units. CD shipments surpassed LP shipments for the first time during the first half of 1988.

(a) Not available before 1987.

(b) Not available before 1983.

(c) Not available after 1986.

Source: Recording Industry Association of America Inc. (RIAA), *Inside the Recording Industry: A Statistical Overview - 1988 Update*, Washington, D.C., 1988, pp. 8 and 9.

Methodological Note: Member companies of the Recording Industry Association of America regularly report their company's sales figures (dollars and units) to Peat, Marwick, Main & Co. in Washington, D.C. They act as an independent accounting firm for the recording industry.

RIAA's Market Research Committee meets twice a year to translate these aggregate figures to represent the industry as a whole.

Table 3-64.

Breakdown of recording industry annual dollar volume of gross sales, price categories, product, and market: 1985-1987

| | 1985 | 1986 | 1987 |
|--------------------------------------|------|------|------|
| (percentage of annual dollar volume) | | | |
| Gross sales volume | | | |
| Cassettes..... | 59 | 56 | 50 |
| Compact discs..... | 8 | 19 | 32 |
| LP's..... | 26 | 18 | 13 |
| 12" singles..... | 2 | 2 | 3 |
| 7" singles..... | 5 | 5 | 2 |
| Price categories | | | |
| Current release/best seller..... | 37 | 35 | 50 |
| Full price catalog..... | 41 | 38 | 25 |
| Mid-line..... | 10 | 16 | 13 |
| Budget..... | 9 | 7 | 6 |
| Cut-outs..... | 3 | 4 | 6 |
| Product | | | |
| Prerecorded music..... | 76 | 82 | 78 |
| Prerecorded video..... | 13 | 10 | 9 |
| Blank audio tape..... | 3 | 3 | 3 |
| Blank video tape..... | 2 | 2 | 2 |
| Other accessories, hardware..... | 6 | 3 | 8 |
| Market | | | |
| Retail business..... | 52 | 52 | 57 |
| Wholesale rack business..... | 34 | 40 | 35 |
| Independent distribution..... | 4 | 4 | 5 |
| Wholesale one-stop business..... | 10 | 4 | 3 |

Source: National Association of Recording Merchandisers. RIAA/NARM Market Research Survey. Data taken from Record Industry Association of America, *Inside the Recording Industry: A Statistical Overview - 1988 Update*, Washington, D.C., 1988, pp. 22-23.

Methodological Note: Merchandiser's Survey. RIAA/NARM Survey: 1985-1987. The Market Research Committee of the RIAA and the National Association of Recording Merchandisers (NARM) commissioned Sinrod Marketing Group Inc. to conduct the RIAA/NARM annual joint market research project. Questionnaires developed by a RIAA/NARM joint subcommittee were sent in early 1987 to all regular NARM members. The questions pertained to buying patterns, sales volume and outlet information. Surveys were completed and returned by 90 NARM members, representing approximately 80 percent of that organization's membership by product volume. Results for the last three years are provided.

Table 8-65.
Trends in consumer purchases of prerecorded discs and tapes in the United States:
1985-1987

| | 1985 | 1986 | 1987 |
|--------------------------------|----------------------------|------|------|
| | (percent of dollar volume) | | |
| Configuration purchased | | | |
| 7" singles..... | 2 | 2 | 1 |
| 12" singles..... | 2 | 2 | 2 |
| LP's..... | 34 | 28 | 18 |
| Compact discs..... | 3 | 10 | 20 |
| Cassette tapes..... | 59 | 57 | 59 |
| Type of music purchased | | | |
| Gospel..... | 4 | 3 | 3 |
| Jazz..... | 3 | 4 | 4 |
| Classical..... | 5 | 6 | 5 |
| Other..... | 8 | 6 | 7 |
| Country..... | 10 | 10 | 10 |
| Black/urban..... | 10 | 10 | 12 |
| Pop..... | 17 | 14 | 13 |
| Rock..... | 43 | 47 | 47 |
| DK/refused..... | NA | 1 | 1 |
| Age | | | |
| 10-14..... | 9 | 9 | 7 |
| 15-19..... | 25 | 23 | 24 |
| 20-24..... | 15 | 20 | 19 |
| 25-29..... | 14 | 14 | 15 |
| 30-34..... | 11 | 10 | 11 |
| 35+..... | 26 | 24 | 25 |
| Race | | | |
| White..... | 82 | 82 | 80 |
| Black..... | 11 | 12 | 12 |
| Hispanic..... | 3 | 2 | 3 |
| Other..... | 3 | 3 | 3 |
| NA/refused..... | 1 | 1 | 1 |
| Gender | | | |
| Male..... | 53 | 56 | 57 |
| Female..... | 47 | 44 | 43 |
| Where purchased | | | |
| Record store..... | 61 | 63 | 66 |
| Other store..... | 23 | 22 | 20 |
| Tape/Record club..... | 10 | 9 | 10 |
| Mail order..... | 5 | 5 | 4 |
| DK/refused..... | 1 | 1 | 1 |
| Region | | | |
| Northeast..... | 21 | 22 | 21 |
| South..... | 34 | 31 | 32 |
| North Central..... | 24 | 24 | 22 |
| West..... | 23 | 23 | 23 |

NA - Not available.

Note: Due to rounding, figures may not add to 100 percent.

Source: Chilton Research Services. Data taken from Recording Industry Association of America Inc., Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, pp. 11-15.

Methodological Note: Trends in Consumer Purchases of Prerecorded Discs and Tapes in the United States: 1985-1987. Every month, Chilton Research Services (CRS), conducts a consumer survey under the guidance of the RIAA Market Research Committee. Consumers are interviewed using a random sampling of approximately 1,225 males and females, ten years of age or older, out of which an average of 225 record buyers are contacted throughout the continental United States. Also questioned are non-buyers to determine their demographics and reasons for not purchasing. Buyers are asked to list their monthly purchases and provide other details such as retail vs. mail order, price, music type, configuration of choice, etc.

Table 8-66. The Recording Industry Association of America Annual Gold, Platinum, and Multi-Platinum awards: 1958-1987 (continued on next page)

| | Gold LP's | Gold Singles | Platinum LP's | Platinum Singles | Multi-Platinum LP's | Multi-Platinum Singles |
|---------------------------------|--------------|--------------|---------------|------------------|---------------------|------------------------|
| 1958..... | 1 | 4 | NA | NA | NA | NA |
| 1959..... | 6 | 1 | NA | NA | NA | NA |
| 1960..... | 16 | 0 | NA | NA | NA | NA |
| 1961..... | 15 | 2 | NA | NA | NA | NA |
| 1962..... | 37 | 5 | NA | NA | NA | NA |
| 1963..... | 27 | 2 | NA | NA | NA | NA |
| 1964..... | 28 | 7 | NA | NA | NA | NA |
| 1965..... | 36 | 11 | NA | NA | NA | NA |
| 1966..... | 58 | 23 | NA | NA | NA | NA |
| 1967..... | 61 | 34 | NA | NA | NA | NA |
| 1968..... | 75 | 45 | NA | NA | NA | NA |
| 1969..... | 94 | 64 | NA | NA | NA | NA |
| 1970..... | 114 | 56 | NA | NA | NA | NA |
| 1971..... | 91 | 55 | NA | NA | NA | NA |
| 1972..... | 124 | 66 | NA | NA | NA | NA |
| 1973..... | 116 | 70 | NA | NA | NA | NA |
| 1974..... | 127 | 68 | NA | NA | NA | NA |
| 1975..... | 125 | 48 | NA | NA | NA | NA |
| 1976..... | 149 | 55 | 37 | 4 | NA | NA |
| 1977..... | 183 | 55 | 68 | 3 | NA | NA |
| 1978..... | 193 | 61 | 102 | 10 | NA | NA |
| 1979..... | 112 | 60 | 42 | 12 | NA | NA |
| 1980..... | 160 | 42 | 66 | 3 | NA | NA |
| 1981..... | 153 | 32 | 60 | 2 | NA | NA |
| 1982..... | 130 | 24 | 55 | 4 | NA | NA |
| 1983..... | 111 | 47 | 49 | 2 | NA | NA |
| 1984..... | 131 | 26 | 59 | 2 | 109 | 0 |
| 1985..... | 138 | 14 | 65 | 1 | 61 | 1 |
| 1986..... | 140 | 7 | 204 | 0 | 108 | 0 |
| 1987..... | 142 | 3 | 79 | 0 | 71 | 0 |
| Totals through 1987..... | 2,893 | 987 | 886 | 43 | 349 | 1 |

NA - Not applicable.

Note: Platinum Certification status began in 1976, Multi-Platinum Certification began in 1984.

Source: Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C. 1988, p. 19.

Table 8-66. The Recording Industry Association of America Annual Gold, Platinum, and Multi-Platinum awards: 1958-1987 (continued from previous page)

Note: RIAA Gold and Platinum Awards

Gold Criteria

The Recording Industry Association of America has been the only official certification agency for Gold Record Awards since they were conceived in 1958, and for Platinum Record Awards since their inception on January 1, 1976. From 1958 until January 1, 1975, the requirement for a Gold Album certification was a minimum of \$1 million in manufacturer's dollar volume based at 33 1/3 percent of suggested retail price of each LP, tape and/or CD sold. Currently, the requirement is a minimum sale of 500,000 units. A further requirement is that the manufacturer's dollar volume be at least \$1 million based at 33 1/3 percent of the suggested retail price of each record, tape and/or CD sold.

Currently, the requirement for a Gold Single is the sale of one million copies, with Disco/Dance Music records (12-inch 33 1/3's or 45's with one selection per side) counted as two units. The "A" side must be the same on all configurations to combine sales.

Effective January 1, 1989, the requirement for Gold Single certification will be a minimum of 500,000 copies, with extended play versions (vinyl EP, maxi-cassette and CD-3 maxi) counted as two units. Regular 45's, cassette singles and CD singles will be counted as one unit. The "A" side must be the same on all configurations to combine sales. The "B" side may vary and be combined in sales.

Platinum Criteria

For Platinum Album certifications, the requirement is a minimum sale of one million units in LP's, tapes and/or CD's with manufacturer's dollar volume at least \$2 million, based on 33 1/3 percent of suggested retail price for each record, tape and/or CD sold. Other requirements for Gold Albums also apply.

Currently, for a Platinum Single a sale of two million units is required and for all other gold single requirements apply.

Effective January 1, 1989, the requirement for a Platinum Single certification is a minimum sale of one million copies. All other Gold Single requirements apply.

Promotional copies for radio and press review purposes are not included in the sales, but recordings given free with quantities purchased are included. Sales through record and tape clubs are included, but club bonus records or membership enrollment inducement packages are not included.

Only domestic U.S. sales may be included. Export sales and sales to military post exchanges overseas are excluded. At least fifty percent (50%) of the recordings sold must go through normal retail outlets. Special packages sold only through clubs or mail will not be included.

The RIAA adopted a new post-release qualification delay of 60 days for the Gold and Platinum Record Awards certification, effective for all recordings released on or after January 4, 1980. A 120-day certification delay has been adopted as of July 1, 1979. Up to that time there was no delay in applying for certification.

Effective January 1, 1983, the following criteria were added for the purpose of certifying multi-record, tape or CD sets. For three or more record, tape or CD equivalent sets, there must be a minimum of 250,000 net sets shipped, at a minimum of \$2 million worth of net sales, based on 33 1/3 percent of suggested retail price, for a Gold award; 500,000 sets and \$4 million for a Platinum award, and sets are not to be combined with sales of individual LP, tape or CD equivalents within those sets for certification. All other Gold Album requirements apply.

Multi-Platinum Criteria

RIAA presented its first Multi-Platinum certification awards on December 5, 1984, to a total of 106 albums. With the introduction of the Multi-Platinum category, albums and singles will now be certified at successive million levels, combining sales of records, tapes and compact discs (CD's), as in the past.

After the manufacturer applies for certification, the official RIAA auditing firm makes an appointment to verify the sales totals, and then issues a formal certification. This permits the manufacturer to order the official Gold and Platinum Record Award Plaques, with the trademarked sales certification seal, available only through RIAA.

Multi-Platinum certifications for albums will be awarded at successive sales levels of 2 million units, 3 million units, 4 million units, 5 million units, and at each million-unit sale level thereafter. For certification purposes, an "album" will include its LP, tape and compact disc configuration counterparts. A further requirement is that the manufacturer's dollar volume total at least \$4 million for sales of 2 million units; \$6 million for sales of 3 million units; \$8 million for sales of 4 million units, etc. These dollar volumes are based on 33 1/3 percent of the suggested retail price of each album sold.

Effective January 1, 1989, Multi-Platinum certifications for single records may be awarded at successive sales levels of 2 million units, 3 million units, 4 million units, and at each million-unit sale level thereafter. All other Gold requirements apply.

Table 8-67.
Annual gold, platinum and multi-platinum music video awards: 1985-1987

| | Gold | Platinum |
|------------|------|----------|
| 1985*..... | 5 | — |
| 1986..... | 25 | 8 |
| 1987..... | 19 | 5 |

*Music video certification began in 1985.

Notes: Music Video Criteria

RIAA announced certification levels to designate Gold and Platinum Music Video Awards for non-theatrically released home music video product on October 1, 1985. The first of the music videos to be awarded were certified on October 10, 1985. They were "Huey Lewis and the News," and "Phil Collins No Jacket Required EP."

A music video is defined as a music title that has not been exhibited in a motion picture theater prior to its release as a videocassette or videodisc.

The criteria for a non-theatrical Gold Music Video is the sale of 25,000 units and/or sales value of at least \$1 million at suggested list price. The non-theatrical Platinum Music Video criteria is the sale of 50,000 units and/or sales value of at least \$2 million at suggested list price.

Multi-Platinum Video Criteria

The RIAA introduced the Multi-Platinum Music Video category as of January, 1988, as an indication of the continued success of music video sales.

Criteria for a Multi-Platinum Video Award are the sales of 100,000 units and/or a value of at least \$4 million at suggested list price.

Effective January 1, 1989, Multi-Platinum Music Videos may be re-certified in increments of 50,000 units and/or \$2 million.

Source: Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, p. 20.

Table 8-68.

Annual U.S. factory sales of consumer electronic products by type: 1977-1987

| | 1977 | 1979 | 1981 | 1983 | 1985 | 1987 |
|----------------------------------------|--------------|--------------|---------------|---------------|-------------------|---------------|
| (dollars are in millions) | | | | | | |
| Monochrome TV receivers..... | 530 | 561 | 505 | 465 | 309 | 287 |
| Color TV receivers..... | 3,289 | 3,685 | 4,349 | 5,002 | 5,562 | 6,271 |
| Projection TV..... | NA | NA | 287 | 268 | 488 | 527 |
| Videocassette recorders..... | 180 | 389 | 1,127 | 2,162 | 4,738 | 5,093 |
| Color cameras..... | NA | NA | 147 | 303 | 228 | 35 |
| Videodisc players..... | NA | NA | 55 | 81 | 45 | 55 |
| Audio systems (a)..... | 606 | 748 | 720 | 530 | 1,372 | 1,048 |
| Separate audio components..... | 1,275 | 1,173 | 1,363 | 1,268 | 1,132 | 1,400 |
| Home radio..... | 523 | 436 | 501 | 565 | 379 (e) | 409 |
| Portable audio tape equipment (b)..... | 1,208 | 1,739 | 1,157 | 1,102 | 1,140 | 1,431 |
| Car audio (c)..... | 534 | 623 | 2,000 | 1,900 | 3,000 | 3,800 |
| Blank audio cassettes..... | NA | NA | 242 | 249 | 277 | 326 |
| Blank videocassettes..... | NA | NA | NA | 580 | 1,285 | 1,188 |
| Total..... | 8,145 | 9,359 | 12,453 | 14,575 | 19,955 | 21,870 |
| Estimates by consensus (d)..... | NA | NA | 44 | 5,936 | 6,283 (e) | 8,561 |
| Grand Total..... | 8,145 | 9,359 | 12,497 | 20,511 | 26,238 (e) | 30,431 |

NA - Not available.

(a) Prior to 1981, data includes console phone.

(b) Prior to 1980, data includes some tape equipment other than portable.

(c) Prior to 1980, data reflects factory installed car audio products only.

(d) Includes personal computers, software, programmable video game cartridges, telephones, telephone answering devices, and videodiscs.

(e) Revised.

Source: Electronic Industries Association Marketing Services Department. Data taken from Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, pp. 26-27.

Table 8-69. U.S. imports and exports of prerecorded tapes and discs: 1987

| | Number of Units | | | | | | | |
|----------------------------|----------------------|----------------|------------------|----------------|-------------------|-----------|-------------------|-----------|
| | LP's (+ EP's) 33 1/3 | | Singles | | Tapes | | CD's | |
| | Imports | Exports | Imports | Exports | Imports | Exports | Imports | Exports |
| Europe | | | | | | | | |
| E.E.C. | 1,440,023 | 10,713 | 374,861 | 67,391 | 9,375,100 | NA | 14,867,707 | NA |
| Rest of Europe.... | 2,270,894 | 85,708 | 2,569,088 | 11,098 | 4,290,304 | NA | 4,176,159 | NA |
| North America | | | | | | | | |
| U.S.A. | | | | | | | | |
| Canada | 933,175 | 9,639 | 941,137 | 55,214 | 8,891,888 | NA | 897,923 | NA |
| Latin America..... | 164,344 | 20,807 | 578,164 | 4,713 | 4,411,055 | NA | 16,155 | NA |
| Caribbean..... | 78,422 | NA | 61,421 | 600 | 828,161 | NA | NA | NA |
| Africa | 3,001 | NA | 5,667 | NA | 179,405 | NA | 18,775 | NA |
| Middle East..... | 2,805 | NA | 7,923 | NA | 581,922 | NA | 3,160 | NA |
| Asia..... | 83,508 | 6,822 | 414,499 | 33,969 | 18,809,002 | NA | 27,320,070 | NA |
| Australia | 64,394 | 2,749 | 51,393 | 1,046 | 105,853 | NA | 121,703 | NA |
| Total (World) | 6,040,566 | 136,038 | 5,004,153 | 174,831 | 47,472,690 | NA | 47,421,652 | NA |

| | U.S. Dollar Value | | | | | | | |
|----------------------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|--------------------|-----------|
| | Records 33 1/3 | | Singles | | Tapes | | CD's | |
| | Imports | Exports | Imports | Exports | Imports | Exports | Imports | Exports |
| Europe | | | | | | | | |
| E.E.C. | 3,634,611 | 66,154 | 946,277 | 313,679 | 9,931,676 | 29,100 | 46,700,472 | NA |
| Rest of Europe.... | 8,374,919 | 411,236 | 8,793,833 | 47,337 | 8,601,879 | 103,861 | 24,927,733 | NA |
| North America | | | | | | | | |
| U.S.A. | | | | | | | | |
| Canada | 1,208,208 | 90,608 | 1,255,038 | 285,941 | 10,747,242 | 94,941 | 3,799,819 | NA |
| Latin America..... | 357,362 | 71,796 | 847,354 | 26,267 | 4,956,415 | 356,245 | 50,323 | NA |
| Caribbean..... | 324,181 | NA | 164,232 | 2,667 | 201,125 | 9,108 | NA | NA |
| Africa | 21,811 | NA | 19,952 | NA | 177,780 | 65,000 | 188,374 | NA |
| Middle East..... | 8,711 | NA | 10,021 | NA | 168,623 | NA | 5,+16 | NA |
| Asia..... | 335,551 | 35,878 | 1,013,145 | 84,697 | 9,206,970 | 136,372 | 65,215,049 | NA |
| Australia | 226,677 | 12,764 | 224,781 | 3,472 | 195,001 | 6,002 | 222,353 | NA |
| Total (World) | 14,492,831 | 688,436 | 25,311,340 | 764,860 | 44,186,711 | 880,629 | 141,109,539 | NA |

NA - Not available/not applicable.

Source: U.S. International Trade Commission (ITC). Data taken from Recording Industry Association of America, Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, p. 32.

Table 8-70.

Total number of employees and number and percent of women employees in the motion picture and broadcasting industries: 1947-1986

| Year | Motion picture industry | | | Broadcasting industry | | |
|-----------|-------------------------|-------------|---------------|-----------------------|-------------|---------------|
| | Total employees | Total women | Percent women | Total employees | Total women | Percent women |
| | (in thousands) | | | (in thousands) | | |
| 1947..... | 252.0 | NA | NA | NA | NA | NA |
| 1948..... | 249.0 | NA | NA | NA | NA | NA |
| 1949..... | 250.0 | NA | NA | NA | NA | NA |
| 1950..... | 248.0 | NA | NA | NA | NA | NA |
| 1951..... | 245.4 | NA | NA | NA | NA | NA |
| 1952..... | 240.1 | NA | NA | NA | NA | NA |
| 1953..... | 234.0 | NA | NA | NA | NA | NA |
| 1954..... | 230.7 | NA | NA | NA | NA | NA |
| 1955..... | 231.6 | NA | NA | NA | NA | NA |
| 1956..... | 225.8 | NA | NA | NA | NA | NA |
| 1957..... | 211.1 | NA | NA | NA | NA | NA |
| 1958..... | 199.1 | NA | NA | 86.9 | NA | NA |
| 1959..... | 195.1 | NA | NA | 88.9 | NA | NA |
| 1960..... | 189.6 | 66.3 | 35.0 | 92.4 | 20.9 | 22.6 |
| 1961..... | 186.5 | 64.1 | 34.4 | 93.9 | 21.4 | 22.8 |
| 1962..... | 178.3 | 60.7 | 34.0 | 95.3 | 21.4 | 22.5 |
| 1963..... | 176.5 | 59.8 | 33.9 | 99.1 | 22.2 | 22.4 |
| 1964..... | 177.4 | 58.8 | 33.1 | 102.9 | 23.0 | 22.4 |
| 1965..... | 185.1 | 59.1 | 31.9 | 106.9 | 23.6 | 22.1 |
| 1966..... | 187.5 | 60.8 | 32.4 | 113.6 | 24.8 | 21.8 |
| 1967..... | 194.3 | 64.4 | 33.1 | 119.6 | 26.9 | 22.5 |
| 1968..... | 196.0 | 66.4 | 33.9 | 123.6 | 28.3 | 22.9 |
| 1969..... | 206.7 | 69.5 | 33.6 | 131.3 | 31.2 | 23.8 |
| 1970..... | 204.1 | 70.7 | 34.6 | 137.6 | 32.2 | 23.4 |
| 1971..... | 201.2 | 71.4 | 35.5 | 143.0 | 33.6 | 23.6 |
| 1972..... | 204.9 | 73.0 | 35.6 | 142.7 | 34.1 | 23.9 |
| 1973..... | 206.6 | 76.7 | 37.1 | 144.3 | 35.7 | 24.7 |
| 1974..... | 207.5 | 76.5 | 36.9 | 149.4 | 38.1 | 25.5 |
| 1975..... | 205.7 | 76.5 | 37.2 | 154.5 | 40.7 | 26.3 |
| 1976..... | 209.5 | 76.6 | 36.6 | 159.8 | 42.9 | 26.8 |
| 1977..... | 214.0 | 77.8 | 36.4 | 168.6 | 47.2 | 28.0 |
| 1978..... | 213.1 | 79.3 | 37.2 | 179.8 | 52.7 | 29.3 |
| 1979..... | 227.6 | 84.5 | 37.1 | 188.5 | 58.5 | 31.0 |
| 1980..... | 216.0 | 81.6 | 37.8 | 198.0 | 63.3 | 32.0 |
| 1981..... | 213.3 | 86.4 | 40.5 | 202.5 | 66.0 | 32.6 |
| 1982..... | 211.3 | 82.0 | 38.8 | 218.8 | 72.2 | 33.0 |
| 1983..... | 213.8 | 83.8 | 39.2 | 225.6 | 77.4 | 34.3 |
| 1984..... | 217.2 | 88.3 | 40.7 | 233.1 | 81.0 | 34.7 |
| 1985..... | 224.8 | 92.4 | 41.1 | 238.4 | 84.8 | 35.6 |
| 1986..... | 226.5 | 95.3 | 42.1 | 237.8 | 85.8 | 36.1 |

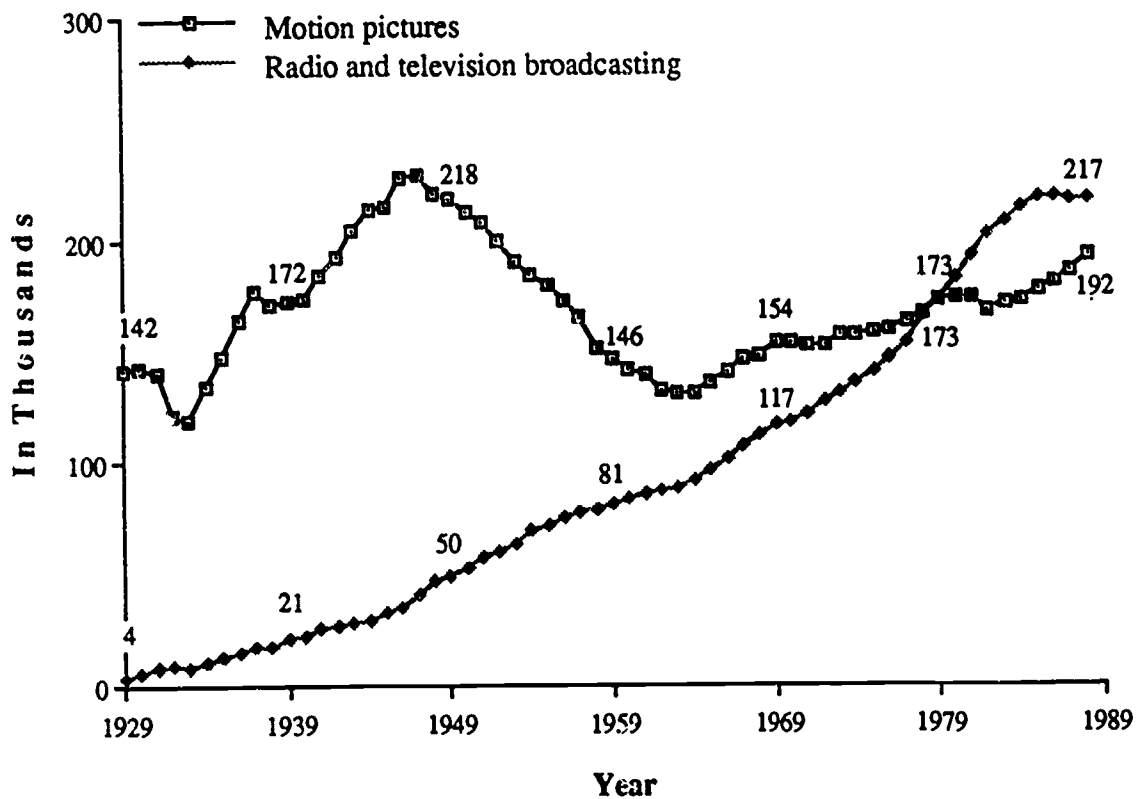
NA - Not available.

Source: U.S. Bureau of Labor Statistics, Employment and Earnings, United States, 1909-1978 and Supplements.

As included in Harold Horowitz, *The Work and Earnings of Artists in the Media Fields of Cinema, Radio and Television*, National Endowment for the Arts, Washington, D.C., table 2, p. 12. Prepared for the UNESCO Symposium on the Cultural Industries, Seoul, Korea, May 1982 (revised November 1982). Updated for this report from source cited above.

Chart 8-6.

Total number of full-time equivalent persons engaged in motion pictures and radio, and television broadcasting: 1929-1988



Source: Bureau of Economic Analysis, The National Income and Product Accounts, 1929-1982; See table 2-16 for full citation. These data, in full-time equivalents, differ from those (data) in table 8-70 which are taken from the Bureau of Labor Statistics series Employment and Earnings.

Table 8-71.
Number of radio and television network and station employees: 1930, 1935, and 1939-1980

| | Total radio employees | Total television employees |
|-----------|-----------------------|----------------------------|
| 1930..... | 6,000 | -- |
| 1935..... | 14,600 | -- |
| 1938..... | 22,500 | -- |
| 1939..... | 23,900 | -- |
| 1940..... | 25,700 | -- |
| 1941..... | 27,600 | * |
| 1942..... | 29,600 | * |
| 1943..... | 31,800 | * |
| 1944..... | 34,300 | * |
| 1945..... | 37,800 | * |
| 1946..... | 40,000 | * |
| 1947..... | NA | * |
| 1948..... | 48,300 | * |
| 1949..... | 52,000 | 3,800 |
| 1950..... | NA | 9,000 |
| 1951..... | NA | NA |
| 1952..... | 51,000 | 14,000 |
| 1953..... | 51,800 | 18,200 |
| 1954..... | 42,600 | 79,400 |
| 1955..... | 45,300 | 32,300 |
| 1956..... | 47,600 | 35,700 |
| 1957..... | 48,900 | 37,800 |
| 1958..... | 48,800 | 39,400 |
| 1959..... | 50,400 | 40,300 |
| 1960..... | 53,000 | 40,600 |
| 1961..... | 54,200 | 40,100 |
| 1962..... | 56,100 | 41,900 |
| 1963..... | 57,900 | 43,700 |
| 1964..... | 60,200 | 45,700 |
| 1965..... | 60,200 | 47,700 |
| 1966..... | 64,800 | 50,300 |
| 1967..... | 67,200 | 51,700 |
| 1968..... | 70,700 | 55,300 |
| 1969..... | 70,000 | 57,800 |
| 1970..... | 71,000 | 58,400 |
| 1971..... | 73,400 | 58,100 |
| 1972..... | 76,200 | 59,300 |
| 1973..... | 77,500 | 60,200 |
| 1974..... | 80,100 | 61,900 |
| 1975..... | 81,800 | 62,300 |
| 1976..... | 86,300 | 64,800 |
| 1977..... | 86,400 | 67,200 |
| 1978..... | 91,700 | 70,800 |
| 1979..... | 84,400 | 75,500 |
| 1980..... | 98,000 | 78,300 |

NA - Not available.

-- Not applicable.

Note: All figures are rounded to the nearest hundred.

*Television data for 1941-1948 are included in the radio totals.

Sources: 1930 figure: U.S. Department of Commerce estimate; 1935-1965 data: FCC, as printed in annual mimeographed financial reports for the radio and television industries; 1965-1980 data: FCC, as included in the FCC's Annual Report.

As included in Christopher H. Sterling, *The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983*, New York, NY, table 460-A, p. 144, 145.

Methodological note: Except for the 1930 figure, which is a U.S. Department of Commerce estimate, data were provided by the FCC. The figures are current as of the last day of each year. Both full-time and part-time employment are included in the totals. Due to changes in FCC data-gathering procedures, there will be no further FCC reports on overall industry employment as given here. The only official source of data will be the U.S. Bureau of Labor Statistics, Department of Commerce.

Table 8-72.
State distribution of announcers: 1970 and 1980

| State | 1970 | | | 1980 | | |
|---------------------|------|----------------------|----------------------------------|------|----------------------|----------------------------------|
| | Rank | Number of announcers | Concentration ratio ^a | Rank | Number of announcers | Concentration ratio ^a |
| California..... | 1 | 2,415 | .93 | 1 | 3,986 | .78 |
| Texas..... | 3 | 1,502 | 1.08 | 2 | 3,267 | 1.10 |
| New York..... | 2 | 1,966 | .82 | 3 | 2,690 | .75 |
| Florida..... | 5 | 1,099 | 1.34 | 4 | 2,293 | 1.21 |
| Ohio..... | 7 | 1,021 | .74 | 5 | 1,843 | .83 |
| Illinois..... | 6 | 1,049 | .70 | 6 | 1,817 | .74 |
| Pennsylvania..... | 4 | 1,297 | .84 | 7 | 1,793 | .74 |
| Michigan..... | 8 | 913 | .82 | 8 | 1,661 | .88 |
| North Carolina..... | 9 | 856 | 1.29 | 9 | 1,551 | 1.25 |
| Virginia..... | 11 | 684 | 1.19 | 10 | 1,425 | 1.28 |
| Georgia..... | 10 | 734 | 1.25 | 11 | 1,236 | 1.11 |
| Tennessee..... | 12 | 658 | 1.33 | 12 | 1,174 | 1.26 |
| Alabama..... | 19 | 513 | 1.27 | 13 | 1,174 | 1.60 |
| Wisconsin..... | 13 | 606 | 1.05 | 14 | 1,136 | 1.12 |
| Indiana..... | 17 | 556 | .82 | 15 | 1,101 | .95 |
| Missouri..... | 14 | 578 | .97 | 16 | 1,085 | 1.07 |
| Louisiana..... | 21 | 468 | 1.18 | 17 | 990 | 1.26 |
| Washington..... | 18 | 520 | 1.20 | 18 | 915 | 1.05 |
| Minnesota..... | 22 | 456 | .92 | 19 | 894 | 1.00 |
| Colorado..... | 27 | 357 | 1.28 | 20 | 874 | 1.36 |
| Kentucky..... | 23 | 442 | 1.20 | 21 | 873 | 1.28 |
| Massachusetts..... | 16 | 561 | .72 | 22 | 846 | .67 |
| Maryland..... | 15 | 576 | 1.12 | 23 | 835 | .90 |
| Iowa..... | 20 | 489 | 1.34 | 24 | 832 | 1.35 |
| Oklahoma..... | 30 | 320 | 1.02 | 25 | 823 | 1.36 |
| South Carolina..... | 29 | 339 | 1.06 | 26 | 777 | 1.23 |
| Oregon..... | 26 | 369 | 1.36 | 27 | 706 | 1.26 |
| Kansas..... | 28 | 356 | 1.24 | 28 | 706 | 1.40 |
| Mississippi..... | 25 | 390 | 1.59 | 29 | 679 | 1.50 |
| Arizona..... | 32 | 279 | 1.34 | 30 | 666 | 1.25 |
| New Jersey..... | 24 | 395 | .41 | 31 | 625 | .39 |
| Arkansas..... | 33 | 273 | 1.22 | 32 | 581 | 1.37 |
| Connecticut..... | 31 | 291 | .69 | 33 | 485 | .69 |
| Nebraska..... | 35 | 215 | 1.12 | 34 | 433 | 1.29 |
| West Virginia..... | 38 | 191 | 1.02 | 35 | 433 | 1.28 |
| New Mexico..... | 34 | 260 | 2.35 | 36 | 392 | 1.59 |
| North Dakota..... | 39 | 186 | 2.68 | 37 | 334 | 2.58 |
| Montana..... | 40 | 174 | 2.06 | 38 | 291 | 1.81 |
| Utah..... | 37 | 199 | 1.54 | 39 | 280 | 1.00 |
| Idaho..... | 41 | 160 | 1.82 | 40 | 280 | 1.49 |
| Maine..... | 36 | 203 | 1.64 | 41 | 279 | 1.25 |
| South Dakota..... | 42 | 145 | 1.80 | 42 | 260 | 1.85 |
| Nevada..... | 43 | 141 | 2.08 | 43 | 259 | 1.36 |
| Hawaii..... | 47 | 94 | .98 | 44 | 241 | 1.23 |
| Alaska..... | 50 | 53 | 1.67 | 45 | 205 | 2.49 |
| Wyoming..... | 45 | 105 | 2.50 | 46 | 192 | 1.88 |
| New Hampshire..... | 44 | 116 | 1.17 | 47 | 180 | .88 |
| Rhode Island..... | 48 | 71 | .56 | 48 | 174 | .84 |
| Vermont..... | 46 | 96 | 1.69 | 49 | 103 | .94 |
| Delaware..... | 49 | 70 | .99 | 50 | 84 | .67 |

Note: States are in order of rank of number of announcers in 1980.

^aConcentration ratio: Proportion of announcers in State labor force compared with national proportion. A ratio of 1.00 would mean that State concentration was identical to the national average.

Source: U.S. Bureau of the Census, Census of Population, National Endowment for the Arts, Research Division, *Where Artists Live*, 1980, Washington, D.C., Report 19, March 1987, figure III, p. 17.

Table 8-73.

Minority and female employment in commercial and public television stations:
1971-1981

| | 1971 | 1972 | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
|---------------------------------------|------|------|------|------|------|------|------|------|------|------|------|
| (percent) | | | | | | | | | | | |
| Commercial television stations | | | | | | | | | | | |
| Minority employees | | | | | | | | | | | |
| Full-time employees..... | 8 | 10 | 11 | 12 | 13 | 14 | 14 | 16 | 17 | 16 | 17 |
| Part-time employees..... | 15 | 18 | 20 | 20 | 21 | 22 | 22 | NA | NA | NA | NA |
| Total, all minority employees.. | 9 | 11 | 12 | 13 | 13 | 15 | 15 | NA | NA | NA | NA |
| Female employees | | | | | | | | | | | |
| Full-time employees..... | 22 | 22 | 23 | 24 | 25 | 26 | 28 | 29 | 31 | 32 | 32 |
| Part-time employees..... | 24 | 26 | 27 | 30 | 31 | 33 | 35 | NA | NA | NA | NA |
| Total, all female employees.... | 22 | 23 | 23 | 25 | 26 | 27 | 29 | NA | NA | NA | NA |
| Public television stations | | | | | | | | | | | |
| Minority employees | | | | | | | | | | | |
| Full-time employees..... | 8 | 10 | 11 | 11 | 12 | 12 | 13 | 17 | 15 | 17 | 17 |
| Part-time employees..... | 10 | 9 | 9 | 10 | 11 | 12 | 12 | NA | NA | NA | NA |
| Total, all minority employees.. | 9 | 10 | 10 | 11 | 12 | 12 | 13 | NA | NA | NA | NA |
| Female employees | | | | | | | | | | | |
| Full-time employees..... | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 37 | 37 | 39 |
| Part-time employees..... | 25 | 25 | 31 | 32 | 34 | 38 | 39 | NA | NA | NA | NA |
| Total, all female employees.... | 27 | 28 | 30 | 31 | 32 | 34 | 35 | NA | NA | NA | NA |

NA - Data from source after 1977 do not include part-time personnel.

Sources: Data through 1976 taken from United Church of Christ, Office of Communication, Television Station Employment Practices, appropriate annual issues; data for 1977-1981 from FCC, EEO Trend Report (1981), pp. 2 and 8.

As included in Christopher H. Sterling, The Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 460-D, p. 149.

Methodological note: Data based on FCC-gathered statistics which are reanalyzed each year by the Office of Communication, United Church of Christ. The category of "minorities" includes Blacks, Orientals, Native Americans, and Hispanic Americans. The United Church of Christ warns that station-reported data may overestimate minority employment, especially in higher-ranking jobs.

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Table 8-74.
Number of members and earnings of selected television unions: 1961-1981

| Year | AFTRA (a) | | | Screen Actors Guild (SAG) | | | | Writers Guild of America West | | |
|----------------------------|-------------------|-----------------------|-------------------|---------------------------|-----------|-------------|------------------|-------------------------------|-------------------|---------------------------|
| | Number of members | Total member earnings | Number of members | Member earnings from: | | | | Total member earnings | Number of members | Total member earnings (c) |
| | | | | Television | | | | | | |
| | | | | Production | Residuals | Commercials | Theatrical films | | | |
| (dollars are in millions) | | | | | | | | | | |
| 1961..... | NA | NA | NA | NA | NA | NA | NA | NA | NA | 26.0 |
| 1962..... | 15,506 | NA | 14,365 | 21.6 | 6.4 | NA | NA | 73.7 | NA | 27.0 |
| 1963..... | 16,351 | NA | 14,650 | 19.7 | 7.7 | NA | NA | 76.9 | NA | 27.0 |
| 1964..... | 16,780 | NA | 15,290 | 23.2 | 7.7 | NA | NA | 83.9 | NA | 32.0 |
| 1965..... | 17,073 | NA | 16,117 | 26.6 | 7.3 | 38.6 | 25.7 | 97.8 | 2,336 | 32.0 |
| 1966..... | 17,565 | NA | 16,791 | 32.2 | 8.5 | 40.6 | 23.7 | 104.7 | 2,448 | 34.0 |
| 1967..... | 18,184 | NA | 18,471 | 24.8 | 11.1 | 46.3 | 26.6 | 108.9 | 2,596 | 37.0 |
| 1968..... | 18,897 | NA | 21,571 | 23.9 | 12.1 | 51.6 | 25.0 | 112.8 | 2,723 | 42.0 |
| 1969..... | 21,076 | NA | 21,600 | 25.4 | 10.5 | 57.1 | 27.6 | 121.2 | 2,740 | 45.0 |
| 1970..... | 24,000 | 107.3 | 22,446 | 23.4 | 11.0 | 61.4 | 17.9 | 114.3 | 2,909 | 39.0 |
| 1971..... | 22,752 | 132.1 | 24,996 | 20.5 | 13.5 | 59.2 | 20.6 | 114.4 | 2,948 | 37.0 |
| 1972..... | 23,714 | 131.6 | 26,610 | 38.6 | 13.1 | 62.3 | 22.2 | 136.2 | 2,865 | 39.2 |
| 1973..... | 24,576 | 140.9 | 27,904 | 37.4 | 11.0 | 73.5 | 25.3 | 147.2 | 2,998 | 42.6 |
| 1974..... | 26,220 | 156.3 | 29,797 | 47.9 | 12.8 | 78.7 | 24.8 | 164.3 | 3,172 | 56.1 |
| 1975..... | 25,490 | 166.0 | 31,522 | 53.0 | 18.9 | 86.3 | 24.4 | 182.8 | 3,550 | 72.6 |
| 1976..... | 29,672 | 214.4 | 32,434 | 63.6 | (b) | 110.7 | 33.7 | 208.0 | 3,961 | 76.0 |
| 1977..... | 34,049 | 245.3 | 35,118 | 84.2 | NA | 125.2 | 42.0 | 251.4 | 4,380 | 92.0 |
| 1978..... | 38,610 | 279.9 | 38,981 | 111.5 | NA | 147.6 | 44.9 | 304.0 | 4,780 | 109.3 |
| 1979..... | 44,083 | 307.6 | 43,241 | 113.7 | NA | 166.3 | 57.9 | 357.9 | 5,252 | 135.7 |
| 1980..... | 40,083 | 341.4 | 47,132 | 126.8 | NA | 192.6 | 65.9 | 385.3 | 5,717 | 142.7 |
| 1981..... | 52,233 | 395.6 | 50,424 | 161.3 | NA | 211.2 | 66.8 | 439.3 | 6,003 | 113.5 |

NA - Not available.

(a) American Federation of Television and Radio Artists (includes most on-air personnel of the networks and large radio and TV stations).

(b) Amount now split between TV production and theatrical films.

(c) Includes earnings from television commercials and theatrical films.

Sources: AFTRA: 1961-1969, Office of Telecommunications Policy (1973); 1970-1977, MATHTEX-Number of Members, III 10, Number of Earnings, III 28; 1978-1981, direct to Christopher H. Sterling from AFTRA Office of National Secretary. SAG: data to 1971 from Office of Telecommunications Policy (1973); 1972-1981 (all categories), direct to Christopher H. Sterling from SAG, Office of National Executive Secretary. Writers Guild of America West: Number of members, 1965-1978, MATHTEX, III 33; 1979-1981, direct to Christopher H. Sterling from Office of Director; Total member earnings, 1961-1971, Office of Telecommunications Policy (1973); 1972-1981, direct to Christopher H. Sterling from Writers Guild of America West, Office of the Director.

As included in Christopher H. Sterling, Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983, Praeger, New York, NY, 1984, table 460-C, pp. 147, 148.

Table 8-75.
Total membership and percent change in membership of Screen Actors Guild (SAG):
1933-1988

| Year | Total members* | Number change from previous year | | Percent change from previous year | |
|----------------|----------------|----------------------------------|-------|-----------------------------------|------|
| 1933..... | 2,462 | NA | NA | NA | NA |
| 1934..... | 3,150 | (+) | 688 | (+) | 27.9 |
| 1935-1938..... | NA | NA | NA | NA | NA |
| 1939..... | 8,362 | NA | NA | NA | NA |
| 1940..... | 8,704 | (+) | 342 | (+) | 4.1 |
| 1941..... | 9,228 | (+) | 524 | (+) | 6.0 |
| 1942..... | 8,277 | (-) | 951 | (-) | 10.3 |
| 1943..... | 8,604 | (+) | 327 | (+) | 4.0 |
| 1944..... | 9,642 | (+) | 1,038 | (+) | 12.1 |
| 1945..... | 8,173 | (-) | 1,469 | (-) | 15.2 |
| 1946..... | 9,548 | (+) | 1,375 | (+) | 16.8 |
| 1947..... | 9,137 | (-) | 411 | (-) | .6 |
| 1948..... | 7,663 | (-) | 1,474 | (-) | 16.1 |
| 1949..... | 7,707 | (+) | 44 | (+) | .6 |
| 1950..... | 7,338 | (-) | 369 | (-) | 4.8 |
| 1951..... | 7,404 | (+) | 66 | (+) | .9 |
| 1952..... | 7,975 | (+) | 571 | (+) | 7.7 |
| 1953..... | 8,218 | (+) | 243 | (+) | 3.1 |
| 1954..... | 8,370 | (+) | 152 | (+) | 1.9 |
| 1955..... | 9,831 | (+) | 1,461 | (+) | 17.5 |
| 1956..... | 10,082 | (+) | 251 | (+) | 2.6 |
| 1957..... | 11,174 | (+) | 1,092 | (+) | 10.8 |
| 1958..... | 12,457 | (+) | 1,283 | (+) | 1.5 |
| 1959..... | 13,403 | (+) | 946 | (+) | 7.6 |
| 1960..... | 13,685 | (+) | 282 | (+) | 2.1 |
| 1961..... | 13,944 | (+) | 259 | (+) | 1.9 |
| 1962..... | 14,315 | (+) | 371 | (+) | 2.7 |
| 1963..... | 14,768 | (+) | 453 | (+) | 3.2 |
| 1964..... | 15,302 | (+) | 534 | (+) | 3.6 |
| 1965..... | 16,225 | (+) | 923 | (+) | 6.0 |
| 1966..... | 16,793 | (+) | 568 | (+) | 3.5 |
| 1967..... | 18,495 | (+) | 1,702 | (+) | 10.1 |
| 1968..... | 20,441 | (+) | 1,946 | (+) | 10.5 |
| 1969..... | 21,748 | (+) | 1,307 | (+) | 6.4 |
| 1970..... | 22,515 | (+) | 767 | (+) | 3.5 |
| 1971..... | 25,060 | (+) | 2,545 | (+) | 11.3 |
| 1972..... | 26,610 | (+) | 1,550 | (+) | 6.2 |
| 1973..... | 27,904 | (+) | 1,294 | (+) | 5.2 |
| 1974..... | 29,797 | (+) | 1,893 | (+) | 6.8 |
| 1975..... | 31,522 | (+) | 1,725 | (+) | 5.8 |
| 1976..... | 32,434 | (+) | 912 | (+) | 2.9 |
| 1977..... | 35,118 | (+) | 2,684 | (+) | 8.3 |
| 1978..... | 38,981 | (+) | 3,863 | (+) | 11.0 |
| 1979..... | 43,241 | (+) | 4,260 | (+) | 10.9 |
| 1980..... | 47,132 | (+) | 3,891 | (+) | 9.0 |
| 1981..... | 50,414 | (+) | 3,282 | (+) | 7.0 |
| 1982..... | 51,715 | (+) | 1,301 | (+) | 2.6 |
| 1983..... | 54,017 | (+) | 2,302 | (+) | 4.5 |
| 1984..... | 57,082 | (+) | 3,065 | (+) | 5.7 |
| 1985..... | 60,821 | (+) | 3,739 | (+) | 6.6 |
| 1986* | 62,660 | (+) | 1,830 | (+) | 3.0 |
| 1987..... | 70,323 | (+) | 7,663 | (+) | 12.2 |
| 1988..... | 72,305 | (+) | 1,982 | (+) | 2.8 |

NA - Not available.

Note: In May 1986, SAG membership was 62,660 and American Federation of Radio and Television Actors (AFTRA) was 63,839. There were 34,487 members of SAG belonging to both unions (55 percent of SAG membership and 54 percent of AFTRA).

*Data on total members varies for 1986. In table 8-79 the total was 69,209.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, January 1990.

Table 8-76.

Total earnings and members of Screen Actors Guild (SAG) by geographic branch for all contracts: 1986 and 1988

| Branch | Earnings | Percent of earnings | Members | Percent of members |
|-----------------------|--------------------|---------------------|-----------------|--------------------|
| 1986 | | | | |
| Hollywood | 403,412,608 | 56.1 | 31,311 | 45.2 |
| New York | 241,967,840 | 33.6 | 23,483 | 33.9 |
| Chicago | 27,622,228 | 3.8 | 2,390 | 3.5 |
| San Francisco | 10,777,447 | 1.5 | 1,913 | 2.8 |
| Florida | 6,985,236 | 1.0 | 2,518 | 3.6 |
| Detroit | 3,531,410 | .5 | 593 | .9 |
| Boston | 3,357,592 | .5 | 698 | 1.0 |
| Dallas | 3,200,523 | .4 | 631 | .9 |
| Washington, D.C. | 2,572,334 | .4 | 924 | 1.3 |
| Georgia | 2,289,208 | .3 | 505 | .7 |
| Tennessee | 1,995,359 | .3 | 235 | .3 |
| Philadelphia | 1,989,529 | .3 | 734 | 1.0 |
| Hawaii | 1,908,536 | .3 | 630 | .9 |
| Denver | 1,896,426 | .3 | 451 | .7 |
| San Diego | 1,760,715 | .2 | 358 | .5 |
| Arizona | 1,034,852 | .1 | 574 | .8 |
| New Mexico | 937,985 | .1 | 106 | .2 |
| Houston | 576,784 | .08 | 274 | .4 |
| Nevada | 333,478 | .05 | 276 | .4 |
| Utah | 195,112 | .03 | 156 | .2 |
| Other | 1,335,216 | .2 | 449 | .6 |
| Total | 719,680,418 | | 69,209 * | |
| 1988 | | | | |
| Hollywood | 425,424,192 | 55.4 | 32,985 | 45.6 |
| New York | 260,385,767 | 33.9 | 23,738 | 32.8 |
| Chicago | 30,428,925 | 4.0 | 2,538 | 3.5 |
| San Francisco | 11,800,302 | 1.5 | 1,952 | 2.7 |
| Florida | 8,762,533 | 1.1 | 2,915 | 4.0 |
| Detroit | 4,198,535 | 0.5 | 601 | 0.8 |
| Washington, D.C. | 3,732,178 | 0.5 | 1,128 | 1.6 |
| Boston | 3,591,365 | 0.5 | 812 | 1.1 |
| Dallas | 2,616,855 | 0.3 | 624 | 0.9 |
| Philadelphia | 2,478,421 | 0.3 | 829 | 1.1 |
| Hawaii | 2,332,867 | 0.3 | 639 | 0.9 |
| Georgia | 2,048,378 | 0.3 | 502 | 0.7 |
| Tennessee | 1,723,189 | 0.2 | 219 | 0.3 |
| San Diego | 1,218,774 | 0.2 | 348 | 0.5 |
| Arizona | 1,178,605 | 0.2 | 551 | 0.8 |
| Denver | 1,169,169 | 0.2 | 494 | 0.7 |
| New Mexico | 901,619 | 0.1 | 125 | 0.2 |
| Houston | 684,416 | 0.1 | 301 | 0.4 |
| Utah | 428,107 | 0.1 | 157 | 0.2 |
| Nevada | 261,805 | 0.0 | 298 | 0.4 |
| Other | 2,186,131 | 0.3 | 549 | 0.8 |
| Total | 767,552,133 | | 72,305 * | |

Note: Includes active members only.

*Number of members varies somewhat depending on time of membership count and whether only active members are included.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990.

Table 8-77.
Screen Actors Guild (SAG) earnings by type of contract and geographic branch: 1986
and 1988

| Branch | Theatrical | Television | Commercial | Industrial |
|------------------------------|------------|------------|------------|------------|
| 1986 | | | | |
| Total earnings in thousands* | 129,228 | 289,407 | 293,573 | 7,423 |
| (percent of total earnings) | | | | |
| Hollywood..... | 60.8 | 75.3 | 35.8 | 24.3 |
| New York..... | 30.4 | 19.5 | 49.0 | 34.9 |
| Chicago..... | 3.3 | 1.2 | 6.6 | 4.7 |
| San Francisco..... | 1.5 | 1.3 | 1.7 | 1.0 |
| Florida..... | .7 | .5 | 1.5 | 2.3 |
| Detroit..... | .0 | .0 | .9 | 10.5 |
| Boston..... | .2 | .2 | .7 | 4.5 |
| Dallas..... | .4 | .2 | .7 | 2.1 |
| Washington, D.C..... | .3 | .1 | .4 | 12.5 |
| Georgia..... | .2 | .2 | .5 | .3 |
| Tennessee..... | .1 | .1 | .5 | .0 |
| Philadelphia..... | .4 | .1 | .4 | .8 |
| Hawaii..... | .2 | .4 | .1 | .0 |
| Denver..... | .4 | .1 | .4 | .4 |
| San Diego..... | .1 | .3 | .2 | .5 |
| Arizona..... | .2 | .1 | .1 | .5 |
| New Mexico..... | .5 | .1 | .0 | .0 |
| Houston..... | .1 | .1 | .1 | .5 |
| Nevada..... | .0 | .0 | .1 | .0 |
| Utah..... | .0 | .0 | .0 | .1 |
| Other..... | .2 | .1 | .3 | .1 |
| 1988 | | | | |
| Total earnings in thousands* | 178,342 | 283,574 | 296,250 | 9,386 |
| (percent of total earnings) | | | | |
| Hollywood..... | 59.6 | 70.7 | 45.2 | 35.2 |
| New York..... | 32.5 | 23.4 | 39.0 | 22.8 |
| Washington, D.C..... | 2.7 | 1.9 | 6.8 | 15.8 |
| Detroit..... | 1.1 | 1.2 | 2.1 | 8.4 |
| Boston..... | 1.0 | 0.8 | 1.6 | 5.9 |
| Chicago..... | 0.4 | 0.5 | 1.1 | 2.9 |
| Dallas..... | 0.3 | 0.2 | 0.6 | 2.0 |
| Florida..... | 0.3 | 0.2 | 0.6 | 1.6 |
| San Francisco..... | 0.3 | 0.2 | 0.5 | 1.4 |
| Philadelphia..... | 0.3 | 0.2 | 0.5 | 0.6 |
| Arizona..... | 0.3 | 0.2 | 0.4 | 0.5 |
| Georgia..... | 0.2 | 0.2 | 0.4 | 0.5 |
| Utah..... | 0.2 | 0.1 | 0.2 | 0.4 |
| Denver..... | 0.1 | 0.1 | 0.2 | 0.4 |
| Houston..... | 0.1 | 0.1 | 0.1 | 0.4 |
| San Diego..... | 0.1 | 0.1 | 0.1 | 0.3 |
| Hawaii..... | 0.0 | 0.1 | 0.1 | 0.2 |
| Tennessee..... | 0.0 | 0.0 | 0.1 | 0.1 |
| Nevada..... | 0.0 | 0.0 | 0.0 | 0.0 |
| New Mexico..... | 0.0 | 0.0 | 0.0 | 0.0 |
| Other..... | 0.3 | 0.1 | 0.5 | 0.4 |

Note: Includes active members only.

*1986 earnings for theatrical, television, commercial, and industrial does not sum to total in tables 8-76 or 8-78.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990.

Table 8-78.
Screen Actors Guild (SAG) earnings and members by type of contract for all members:
1983-1988

| Type of contract | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 |
|-------------------------|----------|----------|----------|----------|---------|---------|
| (earnings in thousands) | | | | | | |
| Theatrical..... | 84,006 | 90,032 | 102,534 | 134,614 | 156,780 | 184,353 |
| Television..... | 210,710 | 240,713 | 280,684 | 299,339 | 332,152 | 292,489 |
| Commercials..... | 238,962 | 260,177 | 287,412 | 306,213 | 301,358 | 308,480 |
| Industrials..... | 3,576 | 4,519 | 5,692 | 7,666 | 9,110 | 9,614 |
| All contracts..... | 537,254 | 595,441 | 676,322 | 747,832 | 799,400 | 794,936 |
| (member count) | | | | | | |
| Theatrical..... | 22,423 | 27,278 | 27,536 | 30,647 | 30,846 | 36,423 |
| Television..... | 32,690 | 33,524 | 36,284 | 39,002 | 39,110 | 39,575 |
| Commercials..... | 22,273 | 24,059 | 24,571 | 25,097 | 25,632 | 25,297 |
| Industrials..... | 3,103 | 3,534 | 4,081 | 4,257 | 5,188 | 5,472 |
| All contracts..... | 50,456 * | 54,377 * | 57,167 * | 60,599 * | 62,656 | 64,292 |

*The total for all contracts is less than the total when member counts are summed because of multiple contracts per person. Not all members have contracts.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, January 1990.

Table 8-79a.

Average earnings of Screen Actors Guild (SAG) active members by sex and age: 1986 and 1988

| Age | 1986 | | | | 1988 | | | |
|-------------------|-------------------|-------------------|---------------------|-------------------|-------------------|-------------------|---------------------|-------------------|
| | Earnings of males | Number of members | Earnings of females | Number of members | Earnings of males | Number of members | Earnings of females | Number of members |
| | (in dollars) | | (in dollars) | | (in dollars) | | (in dollars) | |
| 0-9 | 7,879 | 655 | 8,072 | 679 | 8,543 | 673 | 9,331 | 640 |
| 10-19 | 7,940 | 2,348 | 5,944 | 2,228 | 8,904 | 2,287 | 6,990 | 2,206 |
| 20-29 | 8,130 | 5,799 | 7,299 | 6,155 | 8,904 | 5,522 | 8,399 | 5,880 |
| 30-39 | 11,121 | 12,118 | 7,889 | 10,562 | 11,849 | 12,435 | 8,158 | 10,756 |
| 40-49 | 17,367 | 7,883 | 10,277 | 4,701 | 15,685 | 9,032 | 9,489 | 5,692 |
| 50-59 | 16,178 | 4,892 | 7,184 | 2,177 | 16,799 | 5,236 | 6,325 | 2,423 |
| 60-69 | 15,984 | 3,087 | 7,505 | 1,381 | 13,967 | 3,431 | 6,168 | 1,615 |
| 70-79 | 13,331 | 1,087 | 8,246 | 484 | 12,555 | 1,327 | 6,093 | 603 |
| 80-89 | 17,072 | 199 | 9,222 | 129 | 10,497 | 282 | 6,722 | 173 |
| 90-99 | 28,310 | 9 | 6,458 | 8 | 60,486 | 8 | 3,312 | 15 |
| Age unknown | 1,759 | 1,485 | 1,133 | 1,143 | 2,325 | 1,177 | 1,762 | 892 |

NA - Not available

Note: Of the total membership in both years (69,209 and 72,305) 30 percent had no earnings during the period reported.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990.

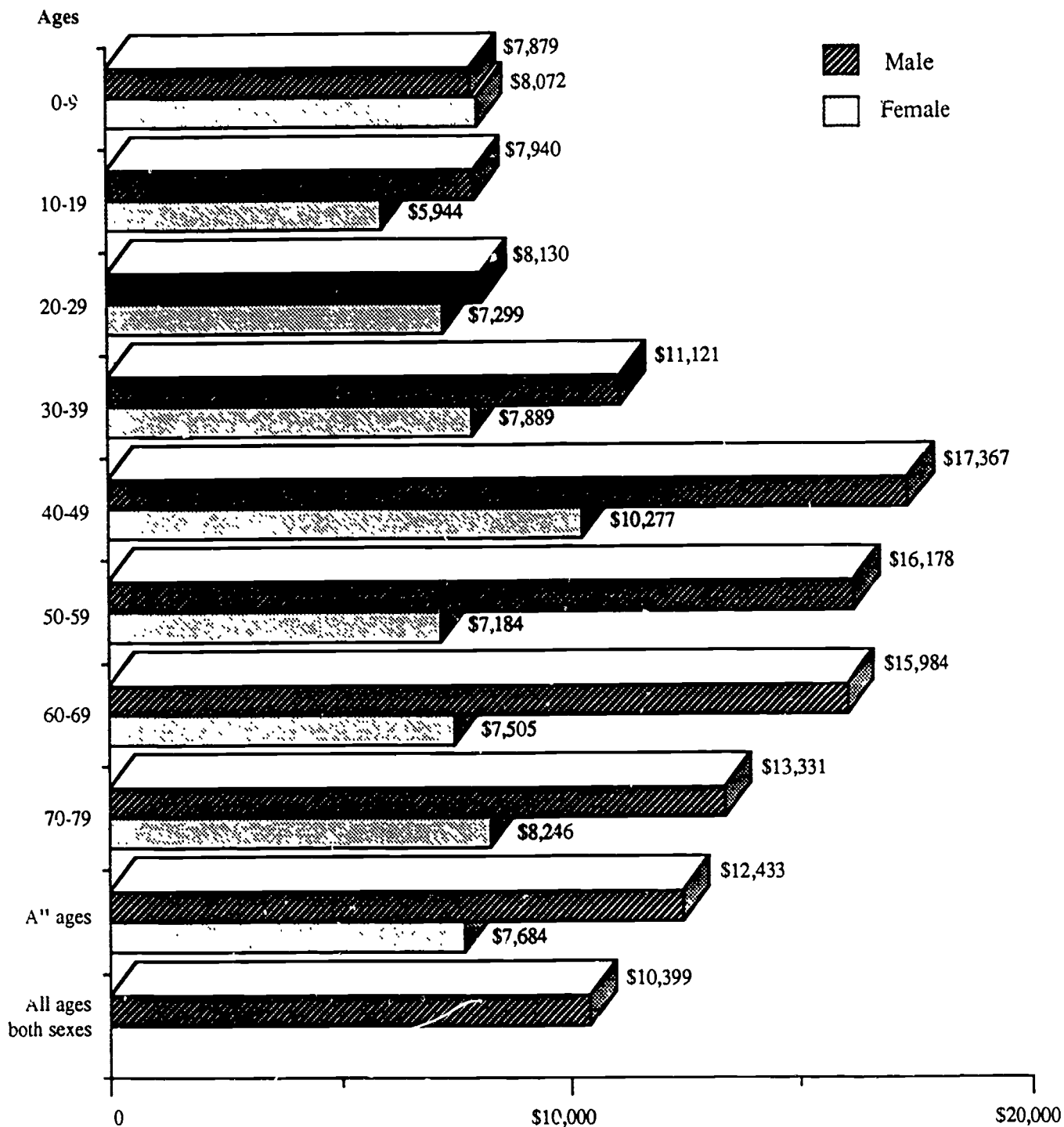
Table 8-79b.

Distribution of total annual earnings of Screen Actors Guild (SAG) active members: 1988

| Total earnings | Number of members | Percent |
|--------------------------|-------------------|---------|
| \$0 - \$5,000..... | 51,474 | 75.4 |
| \$5,001 - \$10,000..... | 5,417 | 7.9 |
| \$10,001 - \$20,000..... | 4,524 | 6.6 |
| \$20,001 - \$30,000..... | 1,981 | 2.9 |
| \$30,001 - \$40,000..... | 1,120 | 1.6 |
| \$40,001 - \$50,000..... | 800 | 1.2 |
| Over \$50,000..... | 2,982 | 4.4 |
| Total..... | 68,298 | 100 |

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, January 1990.

Chart 8-7a.
Average annual Screen Actors Guild (SAG) earnings by age and sex: 1986

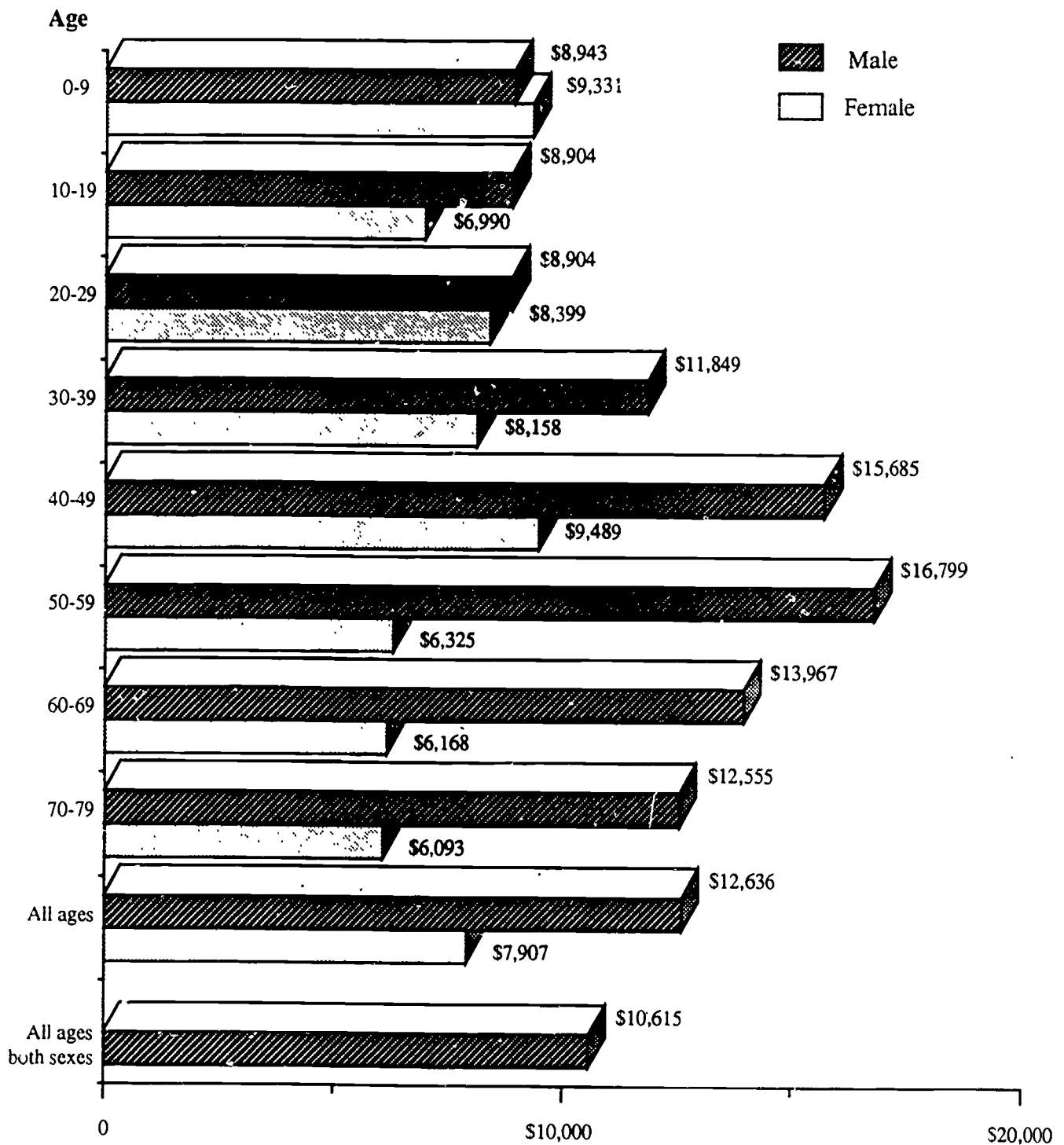


Note: Figures represent the average session and residual earnings of SAG's 69,029 members under all SAG contracts in calendar year 1986. Average SAG earnings for members of all ages and both sexes were \$10,399. Women's average earnings of \$7,684 were 26 percent below the general average, while men's average earnings of \$12,433 were 20 percent above the general average. In 1986, 20,882 members or 30 percent had no earnings at all; 34 percent or one-third of SAG women had no earnings, while 27 percent or about one-third of SAG men had no earnings.

Source: Tom [unclear] [unclear] [unclear]; See table 8-79a for full citation.

Chart 8-7b.

Average annual Screen Actors Guild (SAG) earnings by age and sex: 1988



Note: Figures represent the average session and residual earnings of SAG's 72,305 members under all SAG contracts in calendar year 1988. Average SAG earnings for members of all ages and both sexes were \$10,615. Women's average earnings of \$7,907 were 26 percent below the general average, while men's average earnings of \$12,636 were 19 percent above the general average. In 1988 21,784 members or 30 percent had no earnings at all; 34 percent or one-third of SAG women had no earnings, while 27 percent or about one-quarter of SAG men had no earnings.

Source: Tony Phipps, Screen Actors Guild; See table 8-79a for full citation.

Table 8-80.
Total earnings of actors in Screen Actors Guild (SAG) jurisdiction, and SAG actors earning over and under \$10,000: 1962-1984

| Year | Total earnings | Number earning over \$10,000 | Number earning under \$10,000 | Percent earning over \$10,000 | Percent earning under \$10,000 |
|-----------|----------------|------------------------------|-------------------------------|-------------------------------|--------------------------------|
| | (in dollars) | | | | |
| 1962..... | 73,700,000 | 1,615 | 12,750 | 11 | 89 |
| 1963..... | 76,900,000 | 1,650 | 13,000 | 11 | 89 |
| 1964..... | 83,900,000 | 1,790 | 13,500 | 12 | 88 |
| 1965..... | 97,791,000 | 2,117 | 14,000 | 13 | 87 |
| 1966..... | 104,700,000 | 2,291 | 14,500 | 14 | 86 |
| 1967..... | 108,900,000 | 2,371 | 16,100 | 13 | 87 |
| 1968..... | 112,800,000 | 2,571 | 19,000 | 12 | 88 |
| 1969..... | 121,215,000 | 2,500 | 19,100 | 12 | 88 |
| 1970..... | 114,348,000 | 2,446 | 20,000 | 11 | 89 |
| 1971..... | 114,351,278 | NA | NA | NA | NA |
| 1972..... | 123,848,446 | 2,646 | 23,854 | 10 | 90 |
| 1973..... | 137,244,462 | 2,993 | 24,802 | 11 | 89 |
| 1974..... | 152,853,292 | 3,276 | 39,241 | 8 | 92 |
| 1975..... | 165,222,755 | 3,613 | 40,240 | 8 | 92 |
| 1976..... | 209,915,437 | 4,567 | 42,009 | 10 | 90 |
| 1977..... | 253,479,415 | 5,315 | 45,378 | 10 | 90 |
| 1978..... | 305,979,753 | 6,073 | 52,802 | 10 | 90 |
| 1979..... | 360,527,821 | 6,909 | 54,930 | 11 | 89 |
| 1980..... | 388,107,972 | 7,477 | 57,082 | 12 | 88 |
| 1981..... | 442,286,113 | 8,063 | 61,666 | 12 | 88 |
| 1982..... | 463,151,451 | 8,192 | 63,071 | 11 | 89 |
| 1983..... | 567,973,698 | 9,452 | 66,893 | 12 | 88 |
| 1984..... | 620,106,478 | 10,521 | 78,213 | 12 | 88 |

NA - Not available.

Note: Data in this table are based on total earnings of actors in SAG jurisdiction not active members as in table 8-76.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987.

Table 8-81.
Screen Actors Guild (SAG) membership by ethnicity and sex: 1986 and 1988

| Ethnicity | Total number* | Total percent | Male number | Male percent | Female number | Female percent |
|-----------------------|---------------|---------------|-------------|--------------|---------------|----------------|
| 1986 | | | | | | |
| Asian/Pacific | 925 | 1.7 | 463 | 1.5 | 462 | 2.0 |
| Black | 4,033 | 7.5 | 2,368 | 7.8 | 1,665 | 7.1 |
| Caucasian | 46,676 | 87.0 | 26,178 | 86.5 | 20,498 | 87.8 |
| Latino/Hispanic | 1,853 | 3.5 | 1,164 | 3.8 | 689 | 2.9 |
| American Indian | 145 | .3 | 101 | .3 | 44 | .2 |
| Total* | 53,632 | 100 | 30,274 | 100 | 23,358 | 100 |
| 1988 | | | | | | |
| Asian/Pacific | 1,319 | 1.9 | 679 | 1.7 | 640 | 2.1 |
| Black | 5,611 | 8.0 | 3,297 | 8.3 | 2,314 | 7.6 |
| Caucasian | 60,645 | 86.1 | 34,177 | 85.6 | 26,468 | 86.9 |
| Latino/Hispanic | 2,664 | 3.8 | 1,674 | 4.2 | 990 | 3.2 |
| American Indian | 171 | .2 | 118 | .3 | 53 | .2 |
| Total* | 70,410 | 100 | 39,945 | 100 | 30,465 | 100 |

*Based on total SAG membership statistics of those for whom information is available. Excluding "Other" and "Unknown".

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990.

Table 8-82.
Screen Actors Guild (SAG) roles by sex, age of performers, and type of
roles: 1986 and 1988

| Sex | 1986 | | 1988 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| Total roles..... | 40,454 | 100 | 37,875 | 100 |
| Male..... | 27,153 | 67 | 24,814 | 66 |
| Female..... | 13,301 | 33 | 13,061 | 34 |
| Leading roles..... | 16,484 | 100 | 14,578 | 100 |
| Male..... | 10,672 | 65 | 9,227 | 63 |
| Female..... | 5,812 | 35 | 5,351 | 37 |
| Supporting roles..... | 23,970 | 100 | 23,297 | 100 |
| Male..... | 16,481 | 69 | 15,587 | 67 |
| Female..... | 7,489 | 31 | 7,710 | 33 |
| Age | | | | |
| Male | | | | |
| Under 40..... | 14,833 | 56 | 13,557 | 56 |
| 40 and over..... | 11,704 | 44 | 10,539 | 44 |
| Female | | | | |
| Under 40..... | 8,971 | 69 | 8,988 | 71 |
| 40 and over..... | 3,958 | 31 | 3,673 | 29 |

Note: Figures represent theatrical and television reports on 40,454 roles filed in 1986 and 37,855 roles filed in 1988 with Screen Actors Guild (SAG) Affirmative Action.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990.

Table 8-83.

Earned degrees in communications conferred by institutions of higher education, by level of degree and sex of student: 1970-71 to 1985-86

| Year | Bachelor's degrees | | | Master's degrees | | | Doctor's degrees | | |
|--------------|--------------------|--------|--------|------------------|-------|-------|------------------|-----|-------|
| | Total | Men | Women | Total | Men | Women | Total | Men | Women |
| 1970-71..... | 10,802 | 6,989 | 3,813 | 1,856 | 1,214 | 642 | 145 | 126 | 19 |
| 1971-72..... | 12,340 | 7,964 | 4,376 | 2,200 | 1,443 | 757 | 111 | 96 | 15 |
| 1972-73..... | 14,317 | 9,074 | 5,243 | 2,406 | 1,546 | 860 | 139 | 114 | 25 |
| 1973-74..... | 17,096 | 10,536 | 6,560 | 2,640 | 1,668 | 972 | 175 | 146 | 29 |
| 1974-75..... | 19,248 | 11,455 | 7,793 | 2,794 | 1,618 | 1,176 | 165 | 119 | 46 |
| 1975-76..... | 21,282 | 12,458 | 8,824 | 3,126 | 1,818 | 1,308 | 204 | 154 | 50 |
| 1976-77..... | 23,214 | 12,932 | 10,282 | 3,091 | 1,719 | 1,372 | 171 | 130 | 41 |
| 1977-78..... | 25,400 | 13,480 | 11,920 | 3,296 | 1,673 | 1,623 | 191 | 138 | 53 |
| 1978-79..... | 26,457 | 13,266 | 13,191 | 2,882 | 1,483 | 1,399 | 192 | 138 | 54 |
| 1979-80..... | 28,616 | 13,656 | 14,960 | 3,082 | 1,527 | 1,555 | 193 | 121 | 72 |
| 1980-81..... | 31,282 | 14,179 | 17,103 | 3,105 | 1,448 | 1,657 | 182 | 107 | 75 |
| 1981-82..... | 34,222 | 14,917 | 19,305 | 3,327 | 1,578 | 1,749 | 200 | 136 | 64 |
| 1982-83..... | 38,602 | 16,185 | 22,417 | 3,604 | 1,661 | 1,943 | 214 | 126 | 88 |
| 1983-84..... | 40,165 | 16,647 | 23,518 | 3,656 | 1,600 | 2,056 | 219 | 131 | 88 |
| 1984-85..... | 42,083 | 17,238 | 24,845 | 3,669 | 1,576 | 2,093 | 234 | 143 | 91 |
| 1985-86..... | 43,969 | 17,388 | 25,581 | 3,666 | 1,457 | 2,209 | 273 | 157 | 116 |

Note: Includes degrees in communications: general, journalism, radio-television, advertising, communication media, and other communications. Does not include communication technologies total. In 1986 there were an additional 1,439 bachelors, 271 masters and 2 doctors degrees.

Source: U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys. As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics: 1988, U.S. Government Printing Office, Washington, D.C., September 1988, table 191, p. 230.

Chapter 9

Arts Audiences

Section 9-1. Audience Attendance
Tables 9-1 to 9-14

Section 9-2. Audience Characteristics
Tables 9-15 to 9-18

Section 9-3. Audience Preferences
Tables 9-19 to 9-23

Section 9-4. Audience Socialization,
Desire To Increase Attendance,
and Barriers to Attendance
Tables 9-24 to 9-30

This chapter is divided into four sections. The first presents information on attendance or participation in the arts by the general public. The second gives demographic characteristics of audiences. The third presents the public's opinions on music preferences, and the fourth presents data on early exposure to the arts, adults' desire to increase attendance, and reasons given for not participating more. Additional information on attendance for specific artistic disciplines (e.g., performing arts, museums, literature) is presented in the respective discipline chapters.

Major Sources of Information

The major sources of information for this chapter are:

- The 1982 and 1985 Surveys of Public Participation in the Arts (SPPA) sponsored by the National Endowment for the Arts and conducted by the Bureau of the Census;
- The series *Americans and the Arts* by the National Research Center of the Arts (NRCA), Louis Harris and Associates, Inc.;

- Volume II of the Ford Foundation study, entitled Survey of the Characteristics and Attitudes of Audiences for Theater, Opera, Symphony, and Ballet in 12 U.S. Cities;
- The Twentieth Century Fund survey of audiences at performing arts events in 20 cities as part of work done for The Performing Arts: The Economic Dilemma, by W. J. Baumol and W. G. Bowen;
- Young Audiences, Inc. (a nationwide organization that introduces the arts to children in the schools during school hours);
- ACUCAA (the Association of College, University, and Community Arts Administrators) on arts versus sports coverage in newspapers;
- Country Music Association, a survey on music preferences to help build radio audiences;
- Music Educators National Conference study on the music activities of children.

Other studies that were not used, but that had interesting and valuable information include:

- Arts and Cultural Programs on Radio and Television, condensed from a report prepared by Research and Programming Services, February 1977. National Endowment for the Arts, Research Division Report, No. 4, September 1977.
- Audience Studies of the Performing Arts and Museums: A Critical Review, by Paul DiMaggio, Michael Useem, and Paula Brown, Center for the Study of Public Policy, November 1977. National Endowment for the Arts, Research Division, Report 9, November 1978.

Section 9-1. Audience Attendance

The Surveys of Public Participation in the Arts

The major source of data for this chapter is the Surveys of Public Participation in the Arts (SPPA) sponsored by the National Endowment for the Arts and conducted by the U.S. Census Bureau in 1982 and 1985. These surveys provide very high quality data for two years within the 1980's. In the 1982 SPPA, more than 17,200 adults were interviewed over 12 months. In the 1985 SPPA, 13,600 were interviewed over 6 months. A 90 percent response rate was attained in both surveys. The survey consisted of core items asked of each respondent and sets of rotating items asked of respondents interviewed in selected months. The Survey Research Center of the University of Maryland prepared the basic analyses of the data and wrote the general technical report. The National Endowment for the Arts Research Division also commissioned several additional analyses of these data, the reports for which are available through the ERIC system. The NEA Research Division has also prepared research notes which summarize data from the survey. Selected tables from several of these various reports are included in this compilation.

Analyses conducted on the SPPA have differed in whether they use only the first 6 months of 1982 or the full 1982 sample. In general, the tables included in this report when they include data from both 1982 and 1985 use only the first 6 months of 1982 in order to be more comparable with the 1985 study when data was collected only over 6 months. Analyses also differ as to whether weighted or

unweighted data are used. Notes to the tables identify these variations.

Tables 9-1 and 9-2 present basic data from the 1982 and 1985 SPPA surveys. These surveys found that in 1982 about 19 percent of the public reported attending a musical play or operetta, 14 percent a classical music performance, and 12 percent a play within the last 12 months. Fewer persons reported attending ballet and opera (5 and 4 percent respectively). Between 1982 and 1985 there were small but statistically significant decreases for attendance at certain performances. The percent reporting attending classical music performances declined from 14 to 13 percent; those attending opera performances declined from 4 to 3 percent; and those attending musical plays declined from 19 to 17 percent (table 9 1).

The survey also collected data on attendance at art museums, historical sites, and arts or crafts fairs. These data have been discussed in chapter 7 which covers museums. Twenty-three percent reported attending art museums or galleries and 25 percent reported attending science or history museums in 1982. Data for 1985 were similar. Slightly over one-third reported visiting historic sites (34 percent in 1982 and 36 percent in 1985). Attendance at arts and craft fairs increased from 35 to 40 percent over the period.

Performances Before the Public

Rates of performance before the public were much less, ranging from .13 percent for ballet to .90 percent for playing classical music in 1982. Changes between 1982 and 1985 were not significant for any of the public performance variables.

Other Arts Related Recreation Activities

About 6 percent of the public in both 1982 and 1985 reported doing some creative writing, and about 9 percent have done some painting or sculpture during the last 12 months. Almost one-third reported doing some needlework crafts (table 9-2).

The Americans and the Arts Series

Another source of information on public participation in the arts are the data collected in the series Americans and the Arts by the National Research Center of the Arts, an affiliate of Louis Harris and Associates. These surveys use a methodology very different from the

SPPA studies, and the results cannot be directly compared. Table 9-3 summarizes selected data from these studies.

The Harris surveys have been done at periodic intervals since 1973. Methodology and questionnaire wording for the studies has differed somewhat over the years. In 1984 and 1987, the survey sample size was about 1,500 adults. The data are collected over the telephone using a random digit dial quota sampling technique which involves telephoning until the desired number of persons with selected representative demographic characteristics have responded. This technique may have a selection bias, because those more interested in the topic, and also perhaps more likely to have participated in the arts, may be more likely to respond. Analyses of the actual sample characteristics also indicates that the sample may be more representative of those with higher education levels than the general public. (See table 9-3 notes.)

The Americans and the Arts series typically asks whether respondents "ever" go to the events or whether they participate every "once in a while." The SPPA studies ask whether there has been participation in the last 12 months. Hence the Harris studies report much higher participation rates than the SPPA studies (table 9-3).

Selected Other Studies

In 1963 and 1964, the Twentieth Century Fund sponsored a survey of audience at performing arts events in 20 cities as part of work done for Performing Arts: The Economic Dilemma by W. J. Baumol and W. G. Bowen. Table 9-4 presents summary data from this study. The statistics in table 9-4 differ from the audience data in tables 9-1 to 9-3 because they report the number of admissions. A person may have more than one admission. The study estimated total attendance at orchestra, theatre, opera and dance at 20 million for 1963-64.

Table 9-5 presents data from the Ford Foundation's study on The Finances of the Performing Arts. Volume II of this study was the Survey of the Characteristics and Attitudes of Audiences for Theater, Opera, Symphony, and Ballet in 12 U.S. Cities. The survey was conducted in 1971 via 6,000 telephone interviews. The data cannot be directly compared with data from the 1982 and 1985 SPPA since the Ford Foundation study covers only 12 large cities.

Participation in the Arts by Region and by Urban/Rural Location

Table 9-6 presents data from the SPPA on public participation by region for 1982 and 1985. The table is taken from a report by J. Blau and G. Quets entitled The Geography of Arts Participation: Report on the 1982 and 1985 Surveys of Public Participation in the Arts. The report from which the table was taken concluded that overall the highest rates of arts participation in 1982 and 1985 were in the West and the lowest in the South. The Northeast, often noted to have the highest level of artistic activity, has the highest rate of participation in only one activity: attending musicals. Northeastern and Western rates for opera attendance were essentially the same. Although the West is closest to the Northeast for attendance at musicals, the Midwest is more likely than the Northeast to occupy a position behind the West in other areas.¹

The Blau and Quets report, however, also concludes that: "Where demographic characteristics of regions are taken into account, regional differences in arts participation are reduced."²

Table 9-7, from National Endowment of the Arts Research Division Note 16, splits the participation data by urban/rural and metropolitan (SMSA) areas for 1982. Attending performances of jazz, classical music, opera, musical plays, plays, and ballet and visiting art museums are often said to be primarily activities of city dwellers. The data collected by the SPPA confirm this generalization, but not with equal force for all art forms. As shown in table 9-7, the rates for urban residents were substantially higher than those for rural farm and rural non-farm residents. For three kinds of events—jazz music concerts, opera, and ballet performances—the attendance rates were about twice as high by urban residents as for rural residents. For example, the rate of attendance at opera was 4 percent for urban residents, 1 percent for rural farm residents, and 2 percent for rural non-farm residents.

¹Judith R. Blau and Gail A. Quets, The Geography of Arts Participation, Report on the 1982 and 1985 Surveys of Public Participation in the Arts, Columbia University, Report submitted to the National Endowment for the Arts, March 1987, p. 12.

²Blau and Quets, p. 104.

³National Endowment for the Arts, Research Division, "Public Participation in the Arts by Urban and Rural Residents," Note 16, May 27, 1986, p.1.

The table also presents the data by metropolitan area. Differences in rates of participation are very similar to those between rural and urban residents. The major differences were between whether the respondent lived in an SMSA or outside the SMSA, rather than whether the respondent lived in the central city of the SMSA. The central city residents usually had the highest rates of participation, but the differences were small when compared with those in the SMSA but not in the central city (table 9-7).

Young Audiences

Tables 9-8 and 9-9 provide information from Young Audiences, Inc., a group that has sponsored and trained performing artists to present performance workshops and residencies in the schools. In 1985-86, they reached more than 4.7 million children and in 1987-88 they reached over 5.2 million children in 25 States and the District of Columbia.

Media Exposure and Audience Participation

Tables 9-10 and 9-11 present data from the SPPA on participation in the arts via media. More people are exposed to the arts via media than via live performances. Only attendance at musical theatre or operettas had a participation rate that was not substantially higher for participation via media than live events. (Twenty percent participated via media for musical theatre compared with 19 percent via live event.)

The data in table 9-10 show a small drop in the mass media exposure to the arts reported by the public for jazz performances, classical music performances, and plays between 1982 and 1985. Only art museum programs on TV show a small, but not statistically significant, increase.

Table 9-11 gives correlations between media activities and attending live events in 1982. All correlation coefficients for pairs of media and live events were positive, but most were weak or moderate. The strongest correlations were between listening to jazz and attending jazz performances, listening to classical music recordings and attending classical music performances, and listening to classical music and attending art museums.

There are seven negative correlations in the tables. These are between television watching and arts attendance. The table shows that, as the amount of watching TV increases, attendance at live arts events decreases. However, the coefficients are weak. One surprise is that

the correlation between visiting art museums and participation via the media is usually stronger than the correlation between attending live performances and participation via media in a similar art form.⁴

Overlapping Audiences

Tables 9-12 and 9-13 show data for 1971 from the Ford Foundation and for 1982 from SPPA that examine the question of whether an attender at one art form also attends another art form. In both years, those who attended opera and ballet were found most often to also attend theatre and symphony. The 1982 study included museums and showed that those who attend the performing arts are also likely to go to art museums.

Arts and Sports

In 1985, the Association of College, University, and Community Arts Administration replicated an interesting study done by a member in 1972 on the amount of arts coverage in newspapers versus that for sports. The study found that although arts coverage has increased, it has fallen farther behind sports coverage (table 9-14).

Section 9-2. Audience Characteristics

Tables 9-15 through 9-18 show demographic characteristics of audiences. Tables 9-15 to 9-17 are from the 1982 and 1985 SPPA. Table 9-18 gives audience characteristics from the Twentieth Century Fund survey (1963-64) as published by Baumol and Bowen in Performing Arts: The Economic Dilemma.

Race and Ethnicity

Table 9-15 presents data for attendance at art events and some personal performance categories by race and ethnicity. The tables are from a report by P. DiMaggio and F. Ostrower on Race, Ethnicity, and Participation in the Arts. Data used in these analyses were weighted full sample responses for the 1982 and 1985 SPPA.

The authors of this report conclude that, with the exception of attendance at jazz concerts, for which rates of

⁴National Endowment for the Arts, Research Division. "Audience Crossover: Media Participation and Attending Live Events," p. 2.

participation of black respondents exceeded that of whites or Hispanics, white respondents rates of participation were greater in all of the core arts activities than did blacks or Hispanics.⁵ Differences ranged from one-tenth of one percent (for Hispanic compared with white ballet attendance in 1982) to almost 24 percent (for fiction reading by Hispanics compared with whites in 1982). The absolute percentage differences were relatively low because a low percent of the total attended several of the core activities. If one looks at the ratios, the differences are more sizable. For example, in both 1982 and 1985 whites were more than twice as likely as blacks to report attending a classical music concert, an opera performance, a musical theatre performance, a play, or a ballet (table 9-15). Differences in participation were smaller for rates of public performance and for participation via media.

When the analyses controlled for sociodemographic factors such as education and income, the differences were reduced but remained statistically significant. The report concluded that "although interracial differences are robust, they are small relative to differences associated with other determinants of participation," and noted that "once other sociodemographic factors are taken into account participation rates of blacks and whites are more similar than rates for men and women for all activities but visiting art exhibitions."⁶

Other Demographic Characteristics

Tables 9-16 and 9-17 show participation rates for various art activities by demographic characteristics for 1985. Education, income, and occupation are the major predictors for all art forms. Since these three characteristics are highly related to one another (more education leads to professional and managerial occupations, which tend to have higher incomes), Robinson et. al. did extensive analysis to determine the main predictor. Education emerged as the main independent variable of the regression analysis (data not shown). Education also seems to be a strong predictor of participating in the arts via the media (table 9-17).

⁵Paul DiMaggio and Francie Ostrower, Race Ethnicity and Participation in the Arts, Columbia University, Report submitted to the National Endowment for the Arts, June 1987, p.ii-iii.

⁶DiMaggio and Ostrower, p.viii.

Women participate more through both live attendance and through the media than men in most categories, with the exception of jazz.

Tables 9-18 gives characteristics of performing arts audiences for 1963-64. These figures are percentages of the audience as compared to the percentage of the general adult population. Education and income were also the dominant factors in this study.

Section 9-3. Audience Preferences

This section provides data on the public's taste in music. The first three tables (tables 9-19 through 9-21) are from the SPPA. The last two (tables 9-22 and 9-23) are from market structure surveys commissioned and reported by the Country Music Association. The 1982 SPPA data show that the most popular types of music are "country-western," liked by 57 percent, and "mood/easy listening," liked by 47 percent (table 9-19). Between 1982 and 1985, "hymns/gospel," "mood/easy listening," "rock," and "soul/blues" showed increases, while "country-western" showed a decrease (table 9-19).

When respondents were asked what music type they liked best in 1982, "country-western" music was most frequently chosen (23 percent), followed by "mood/easy listening" (14 percent). Classical music was liked best by 7 percent and jazz by 3 percent (table 9-20).

Table 9-21 subdivides music preferences by age and shows that the young like "jazz," "soul/blues," and "rock" best, while older groups like "opera," "barbershop," and "hymns/gospel."

The Country Music Association conducted a survey in early 1986 as part of a market structure study to determine how to build audiences. To be included, a participant had to be white, be between ages 18 and 54, and had to have purchased a music recording within the previous three months. The results of the survey indicate that among the respondents in this select group "rock" is the most popular form of music (table 9-22). Of all forms of music, including rock (strongest in young males), soft rock is the most widely accepted by age, sex, and geography. By sex, the preferences indicate that women have a greater liking of soft rock and, at lower levels, country and gospel. Table 9-23 presents results of a market cluster analysis conducted by Arbitron for the Country Music Association. On the basis of this study, which found that country music listeners clustered in high socio-economic market categories, the authors conclude that "the current Country Music listener is a thousand

miles away in lifestyle from the uneducated, rural stereotype once identified with the music" (see table 9-23 for methodological description).

Section 9-4. Audience Socialization, Desire To Increase Attendance, and Barriers to Attendance

Socialization

Tables 9-24 through 9-27 look at socialization experiences relative to the arts. Arts socialization may include exposure to the arts through mechanisms such as lessons, classes, attendance at events as a child, and appreciation of the arts in the home. Table 9-24 gives music activity participation by children (9-, 13-, and 17-year-olds). The data show that while listening to music increased from age 9 to age 17 (from 38 percent to 98 percent), such activities as music lessons by members of each age group decreased (from 36 percent to 12 percent). Singing or playing an instrument in a community group also decreased, although singing or playing by oneself just for fun did not decrease (table 9-24).

Table 9-25 gives the rates of exposure to art socialization of adults responding to the 1982 and 1985 SPPA. No significant changes occurred over the three years. It is interesting to note that more adults have had music lessons or classes than remember their parents encouraging them to read often.

Table 9-26 presents data on arts socialization by race and ethnicity. The data indicate that whites have had more arts socialization experiences than blacks or Hispanics. This is not the case for Asians. Table 9-27, taken from an analysis of SPPA by R. Orend entitled Socialization in the Arts, shows arts socialization experiences by age. The analyses are based on 1982 data collected in the months of November and December for a sample of 2,678 respondents. This was the period when all the rotating questions relevant to the analyses were asked. About 70 percent of respondents in all age groups indicated that they had never heard classical music played in their home in their youth. Of the total, 57 percent indicated that they had never attended a play, dance, classical concert, or art museum in their youth. In general, the data indicate that younger people have had more arts socialization experiences than did the older people in the sample (table 9-27).

Desire To Increase Attendance

Table 8-28 gives data, by age, on the desire to increase attendance at arts events. The desire to go to more arts events decreases after age 65.

Barriers to Attendance at the Arts

Table 9-29 gives 1982 SPPA data on barriers to attendance by residence (central city/SMSA, SMSA-not central city, and not in SMSA). "Not enough time" is the most frequent reason given for not going to the arts as much as desired for the total SPPA sample. For the total sample, the next five most frequently cited reasons are: expense, art form not available, too far to go, poor performance time, and lack of motivation.

The data in table 9-29 indicate that for those outside the SMSA the most frequently mentioned reasons for not attending arts events are quite different than for those in the SMSA and for the total sample. Lack of availability of the art form and distance (rather than lack of time) are ranked first and second in frequency of mention for those outside the SMSA.

Table 9-30 includes 1985 data from J. West's analyses of 1982 and 1985 SPPA data, reported in Public Participation in the Arts: Demand and Barriers. For 1985, this analysis used responses collected from 2,357 persons in the month of January. The table gives the demographic characteristics of those who mentioned four types of barriers in 1985: cost, time, access, and personal reasons.

Females less frequently than males cited time (43 percent compared with 50 percent) and more frequently cited cost and limited access as reasons for not attending; men most frequently cited time. For the highly educated, those with higher income, and those with incomes below \$5,000, time is the most frequently cited factor.

Table 9-1.
Rates of public participation in the arts: 1982 and 1985 (continued on next page)

| At least once in last 12 months (a) | Estimated participation rates | | Evaluation of rate change |
|---------------------------------------------------------------------------------|-------------------------------|--------------------|---------------------------|
| | 1982 (N=9,263) | 1985 (N=13,675) | |
| Attended | (percent) | | |
| Jazz performances | 10 | 10 | No change |
| Classical music | 14 | 13 | Decrease (b) |
| Opera performances | 4 | 3 | Decrease (b) |
| Musical plays or operettas | 19 | 17 | Decrease (b) |
| Plays (non-musical) | 12 | 12 | No change |
| Ballet performances | 5 | 4 | Not significant |
| Motion pictures (went out to) | 60 | 59 | Not significant |
| Visited | | | |
| Art museums or galleries | 23 | 22 | Not significant |
| Parks, monuments, buildings or neighborhoods for historic or design value | 34 | 36 | Not significant |
| Art or crafts fairs or festivals | 35 | 40 | Increase (b) |
| Performed before the public | | | |
| Played classical music | 0.90 | 0.85 | Not significant |
| Played jazz music | 0.78 | 0.68 | Not significant |
| Danced in ballet performance | 0.13 | 0.12 | Not significant |
| Acted in non-musical role | 0.77 | 0.81 | Not significant |
| Sang in musical play or operetta | 0.89 | 0.83 | Not significant |
| Sang in opera | 0.08 | 0.04 | Not significant |
| Read | | | |
| Books and magazines | 86 | 86 | No change |
| Novels, short stories, poetry or plays | 57 | 56 | Not significant |
| Read or listened to poetry | 18 | 19 | Not significant |

Note: See methodological note on next page.

(a) Arts participation by adults (18 years of age or older) in 12 months preceding interview.

(b) Statistically significant at the 95 percent confidence level.

Source: National Endowment for the Arts, Research Division, "Public Participation in the Arts 1982 and 1985 Compared," Washington, D.C., Note 27, December 1987. [Data are from the 1982 and 1985 Surveys of Public Participation in the Arts (SPPA)]

Table 9-1.
Rates of public participation in the arts: 1982 and 1985 (continued from previous page)

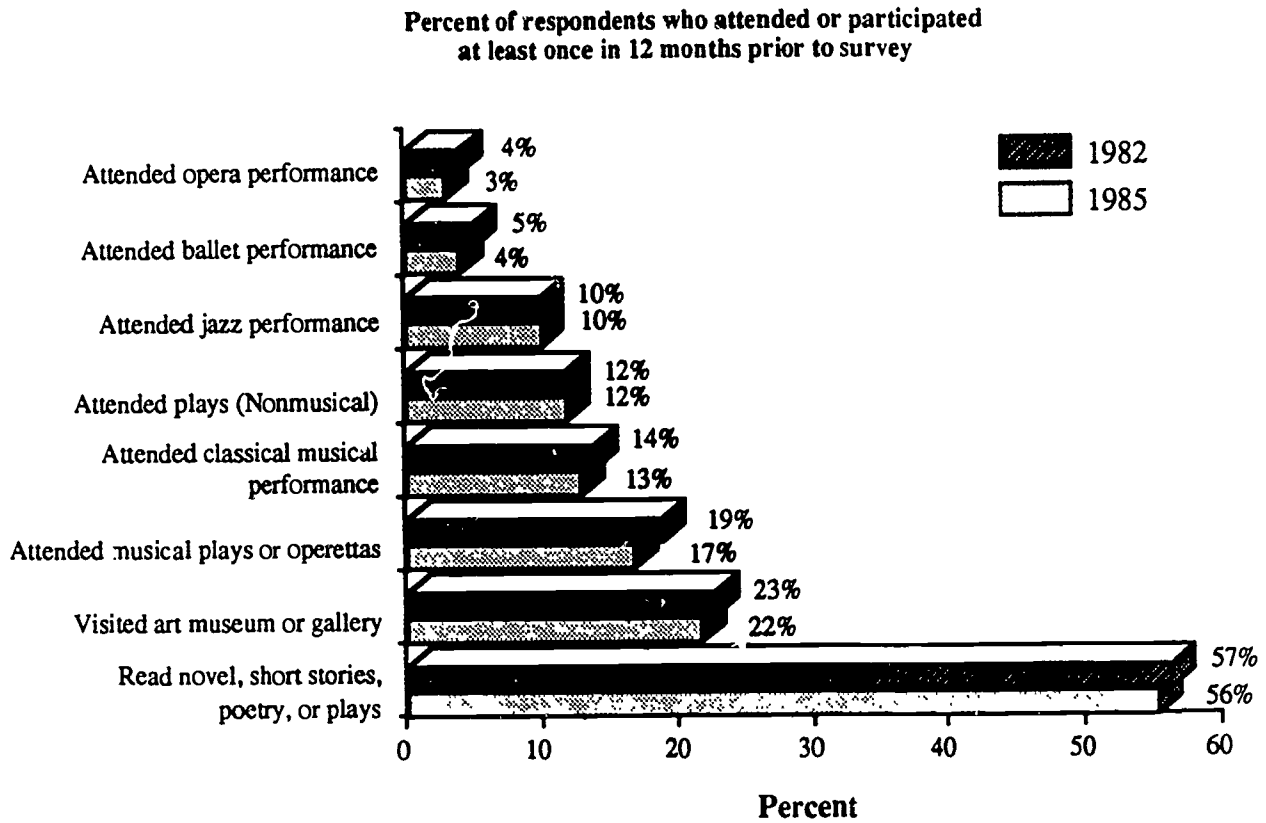
Methodological note: The Surveys of Public Participation in the Arts (SPPA) sponsored by the National Endowment for the Arts (NEA), were conducted by the Census Bureau in 1982 and 1985. The University of Maryland Survey Research Center, under contract to NEA, analyzed the results and produced a general technical report. In addition the National Endowment for the Arts has commissioned several special analyses of the data.

Interviews were conducted with a probability sample of 17,254 respondents during 12 months of 1982 and 13,675 respondents during the first 6 months of 1985. Data included in this report comparing 1982 and 1985, unless otherwise noted, utilize only data from the first 6 months of 1982 (June-January) in order to be comparable with the 1985 data which was only collected from June to January. Both surveys contained core items which were asked of all respondents and sets of rotating items asked of a smaller sample in rotating months. The core questions covered participation in arts events and activities over the past 12 months. The rotating questions included questions about: (1) barriers to arts participation; (2) socialization experiences; (3) recreational lifestyles; (4) performance locations and music preferences; (5) other arts related participation; and (6) mass media participation. In November and December of 1982 all rotating questions were asked of all respondents. Response rates were about 90 percent for both 1982 and 1985.

Only changes that meet or exceed the 95 percent confidence level are described as being statistically significant in this table. This is a widely used standard. The mathematical formula involved considers both the size of the sample and the percent of the population that participated in each activity covered in the questionnaire. Both factors must be taken into account concurrently. For example, a change of 4 percentage points, from 10 percent participation to 14 percent participation, could be regarded as a significant change if the sample for the particular activity was 500 or more persons, but would not be significant if the sample for the particular activity was less than this number.

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Chart 9-1.
Participation rates for various arts performances: 1982 and 1985



Source: Survey of Public Participation in the Arts; See table 9-1 for full citation.

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Table 9-2.
Participation in general and selected other arts-related recreation activities: 1982 and 1985

| At least once in last 12 months (a) | Estimated participation rates | | Evaluation of rate change |
|-----------------------------------------------------|-------------------------------|-------------------|---------------------------|
| | 1982 (N=1,803) | 1985 (N=2,294) | |
| I. General recreation activities | | | |
| | (percent) | | |
| Go to movies | 60 | 59 | Not significant |
| Go to sports events | 48 | 50 | Not significant |
| Visit zoos, arboretums, gardens | 28 | 31 | Not significant |
| Play cards/board/games | 68 | 66 | Not significant |
| Go to amusement park, carnival | 47 | 45 | Not significant |
| Jog, lift weights, exercise | 50 | 57 | Increase (b) |
| Sports activities (softball, golf)..... | 41 | 41 | No change |
| Camping, hiking, canoeing | 35 | 37 | Not significant |
| Read books or magazines | 86 | 86 | No change |
| Do volunteer or charity work | 27 | 30 | Not significant |
| Work on collections (stamps, coins) | 15 | 15 | No change |
| Prepare special gourmet meals | 29 | 30 | Not significant |
| Make repairs or improvements | 59 | 58 | Not significant |
| Work with indoor plants, gardening | 63 | 55 | Decrease (b) |
| | Estimated participation rates | | |
| | 1982 (N=1,704) | 1985 (N=2,374) | Evaluation of rate change |
| II. Other arts-related recreation activities | | | |
| | (percent) | | |
| Visited science, history museum | 25 | 23 | Not significant |
| Arts lessons or classes | 12 | 10 | Not significant |
| Crafts work | 12 | 11 | Not significant |
| Needlework crafts | 29 | 28 | Not significant |
| Backstage work: theatre, etc. | 3 | 4 | Not significant |
| Backstage work: music concert | 2 | 1 | Not significant |
| Creative writings (outside class) | 6 | 6 | No change |
| Photographic arts | 9 | 10 | Not significant |
| Painting, sculpture, etc. | 9 | 9 | No change |

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

(a) Arts participation by adults (18 years of age or older) in 12 months preceding interview.

(b) Statistically significant at the 95 percent confidence level.

Sources: John P. Robinson, et al., Survey Research Center, University of Maryland, Survey of Public Participation in the Arts, Volume II: Changes in Americans' Participation, 1982-1985, July 1987. Prepared as the Final Report NEA DCA 85-24 for the National Endowment for the Arts, table D2, p. 111. (Data are from the 1982 and 1985 SPPA.)

Table 9-3.
Selected audience data from the series "Americans and the Arts": 1973-1987
 (continued on next page)

| | 1973 | 1975 (a) | 1980 (a) | 1984 (a) | 1987 (a) |
|-----------------------------------------------------------------------------|------|-------------------|----------|----------|----------|
| Respondents opinion of the amount of time available for leisure each week | | | | | |
| Median work hours (includes job, housework, and travel to job)..... | 40.6 | 43.1 | 46.9 | 47.3 | 46.8 |
| Median leisure hours..... | 26.2 | 24.3 | 19.2 | 18.1 | 16.6 |
| Do you ever go to: | | | | | |
| | | (percent yes) (b) | | | |
| Movies (in last 12 months)..... | NA | 70 | 75 | 78 | 74 |
| Theatre, musical comedies, etc..... | NA | 53 | 65 | 67 | 65 |
| Live popular music performances..... | NA | 46 | 53 | 60 | 57 |
| Art museums..... | NA | 56 | 60 | 58 | 55 |
| Live opera/musical theatre..... | NA | NA | 25 | 35 | 34 |
| Live ballet, modern dance, folk/ethnic dance.... | NA | 23 | 25 | 34 | 27 |
| Live classical music performances..... | NA | 25 | 26 | 34 | 31 |
| Participation in the arts (personal participation every once in a while) | | | | | |
| Engage in photography..... | NA | 19 | 44 | 47 | 51 |
| Do needlepoint, weaving, or other handwork..... | NA | 39 | 42 | 44 | 41 |
| Play a musical instrument..... | NA | 18 | 30 | 31 | 30 |
| Paint, draw, or engage in graphic arts..... | NA | 22 | 28 | 29 | 27 |
| Write stories or poems..... | NA | 13 | 22 | 25 | 24 |
| Sing in a choir or other choral group..... | NA | 11 | 21 | 22 | 22 |
| Dance ballet or modern dance..... | NA | 9 | 20 | 21 | 23 |
| Dance folk or ethnic dance..... | NA | 5 | 18 | 17 | 15 |
| Make pottery or ceramics..... | NA | 8 | 18 | 17 | 14 |
| Make sculpture or work with clay..... | NA | 5 | 10 | 9 | 8 |
| Work with a local theatre group..... | NA | 3 | 5 | 7 | 6 |

NA - Not available.

(a) Excludes performances given by respondent's children at schools.

(b) This response category essentially includes all those who did not choose the "never attend" category.

Source: National Research Center of the Arts, Inc., Louis Harris and Associates, Inc., Americans and the Arts, Philip Morris Companies Inc., January, 1988, tables 1, 5, and 9; and appendix B, tables A and C.

Table 9-3.

Selected audience data from the series "Americans and the Arts": 1973-1987
(continued from previous page)

Methodological note: The methodology of this series has varied somewhat over the years, but especially in the first two surveys. Data for the 1984 study were based on a telephone quota sample survey of 1,504 adults, aged 18 and over, from March 5 through March 25, 1984. The 1987 sample of 1,501 completed questionnaires was collected from March 13 to April 6 using a similar method. The national samples in 1984 and 1987 were drawn to reflect, within 1 percent, the actual proportions of those living in the country in different regions and metropolitan (and nonmetropolitan) areas. Multistage unclustered sampling was used to select States (not including Alaska and Hawaii), then counties, and then minor civil divisions with probability proportional to census estimates of their respective adult populations. For each of these Primary Sampling Units, telephone exchanges and the next two digits in the telephone numbers were randomly chosen. Interviewers then added two randomly generated digits to complete a seven-digit number. This process guaranteed the inclusion in the sample of individuals who had unlisted numbers as well as those whose telephones were not yet listed, but did not include individuals living in institutions and others without their own phone lines.

Response data is available for only the 1987 survey in which 7,519 telephone numbers were called to obtain 1,501 completed interviews. Of the incomplete interviews: 1,138 refused altogether, 199 terminated interview once begun, 116 were unavailable because there was no English speaker in the household, 121 reported unavailable for interview because of illness, 600 agreed to callback but did not participate before end of field period, 1,281 phones never answered or always were busy, 1,974 phones were not in service, 84 were duplicate numbers, and 505 were business phones.

Weighting was carried out in two stages. First, weighting was carried out on age, sex, race figures to bring them into line with their actual proportions in the population. The sample was then weighted on the basis of U.S. household income distribution. This allowed inclusion of low-income households, which are often underrepresented in telephone surveys. Despite these weighting adjustments, the sample appears to somewhat overrepresent those with more education. For example, in 1974, 23 percent of the Harris sample were college graduates compared to about 16 percent of the U.S. population. Only 4 percent had an eighth grade education, compared to about 13 percent of the U.S. population. In the 1987 survey, the resulting weights for the Harris survey are: High School Graduate or less - 49 percent, some college - 26 percent, and college graduate - 24 percent. The corresponding Census Bureau estimates using Current Population Survey data are: 65 percent, 18 percent, and 17 percent, respectively. Since educational level is widely believed to be the most important predictor of participation in arts and cultural activities, the respondent bias of the Harris surveys for level of education may help to explain the high levels of participation that were found.

Observational note: The figures for rates of participation of the public in the arts in this series are substantially higher than in the Survey of Public Participation in the Arts (SPPA). This may be based, in part, on the ambiguous wording of the questions, e.g.,

for movies: "Approximately how often did you go to the movies in the past twelve months?";

for theatre: "Do you ever go to any live performances of plays, musical comedies, pantomime, or other kinds of theater, or not?"

for personal participation: "Please tell me whether you yourself do...at least once in a while, or not."

Appendix B of the Public Participation in the Arts: Final Report on the 1982 Survey from the Survey Research Center of the University of Maryland has more detail on the differences between these surveys.

Table 9-4.
Estimated attendance at live professional performances: 1963-64

| Art form | Attendance* |
|--------------------|-------------|
| (in millions) | |
| Orchestras | |
| Major | 6.60 |
| Metropolitan | 2.00 |
| Theatres | |
| Broadway | 7.00 |
| Off-Broadway | .90 |
| Regional | 1.50 |
| Opera | 1.70 |
| Dance | .75 |
| Total | 20.45 |

*Attendance means number of admissions. Individual participants may be counted more than once.

Source: William J. Baumol and William G. Bowen, The Performing Arts: The Economic Dilemma. A Twentieth Century Fund Study, M.I.T. Press, Cambridge, MA, 1966, table III-1, p. 67.

Methodological Note: "Professional" means that performers are paid for working at their vocation. Attendance records are for main companies, estimates for others. Data were gathered from the multiple sources used by the authors. No further discussion of the estimation procedures was given.

Table 9-5.
Exposure to the performing arts in 12 cities: 1971

| Art form and type of exposure | Percent exposed during past year | | | | |
|-------------------------------|----------------------------------|------|-------|------|------|
| | More than once per | | | | |
| | Total | Week | Month | Year | Once |
| Jazz, rock, or folk: | | | | | |
| On TV | 66 | 11 | 20 | 29 | 6 |
| On radio | 65 | 48 | 8 | 6 | 3 |
| On records or tape | 52 | 29 | 13 | 8 | 2 |
| Live amateur | 19 | 1 | 2 | 12 | 5 |
| Live professional | 25 | 1 | 2 | 15 | 8 |
| Any form | 81 | 60 | 9 | 9 | 2 |
| Symphony | | | | | |
| On TV | 30 | 0 | 2 | 19 | 9 |
| On radio | 28 | 5 | 6 | 13 | 3 |
| On records or tape | 25 | 4 | 7 | 12 | 3 |
| Live amateur | 6 | 0 | 0 | 3 | 3 |
| Live professional | 10 | 0 | 0 | 5 | 4 |
| Any form | 51 | 12 | 10 | 23 | 6 |
| Opera | | | | | |
| On TV | 14 | 0 | 0 | 7 | 6 |
| On radio | 12 | 1 | 2 | 7 | 2 |
| On records or tape | 10 | 1 | 2 | 6 | 2 |
| Live amateur | 2 | 0 | 0 | 1 | 1 |
| Live professional | 4 | 0 | 0 | 2 | 2 |
| Any form | 27 | 2 | 4 | 14 | 7 |
| Broadway musicals | | | | | |
| On TV | 38 | 0 | 2 | 26 | 10 |
| On radio | 14 | 2 | 3 | 7 | 2 |
| On records or tape | 27 | 2 | 6 | 15 | 3 |
| Live amateur | 11 | 0 | 0 | 5 | 6 |
| Live professional | 18 | 0 | 0 | 9 | 8 |
| Any form | 60 | 7 | 11 | 33 | 9 |
| Theatre | | | | | |
| Live amateur | 23 | 0 | 0 | 13 | 9 |
| Live professional | 16 | 0 | 0 | 10 | 5 |
| Any form | 31 | 0 | 1 | 20 | 10 |
| Ballet | | | | | |
| On TV | 22 | 0 | 0 | 12 | 9 |
| Live amateur | 4 | 0 | 0 | 1 | 3 |
| Live professional | 4 | 0 | 0 | 2 | 3 |
| Any form | 25 | 0 | 1 | 15 | 9 |
| Movies | | | | | |
| On TV | 93 | 41 | 30 | 17 | 4 |
| In movie theatre | 69 | 2 | 16 | 45 | 6 |
| Any form | 96 | 56 | 23 | 15 | 2 |

Source: Eric Marder Associates, Inc., *The Finances of the Performing Arts, Volume II: A Survey of the Characteristics and Attitudes of Audiences for Theater, Opera, Symphony, and Ballet in 12 U.S. Cities*. Prepared for the Ford Foundation, New York, NY, 1974, tables 1-7, pp. 5-7.

Methodological notes: Data are from a survey conducted for the Ford Foundation. A total of 6,000 telephone interviews were conducted (500 per city in the following 12 cities: New York, Philadelphia, Boston, Washington, Atlanta, Houston, Chicago, Cincinnati, Minneapolis, Los Angeles, San Francisco, and Seattle). The sample was selected randomly from telephone directories with one person over 14 years of age in the recipient household being chosen. The results were weighted according to characteristics of sex, age, and education of the city's population as reported in the 1970 Census.

Table 9-6.
Respondents reporting participation in arts activities by region: 1982 and 1985

| Attended | Northeast | Midwest | South | West | Total |
|--------------------------------------------------------|-----------|---------|-------|------|-------|
| (percent attending at least once in last 12 months) | | | | | |
| weighted data | | | | | |
| Jazz performance | | | | | |
| 1982.... | 8.9 | 10.1 | 8.6 | 11.6 | 9.6 |
| 1985..... | 8.2 | 10.5 | 8.3 | 11.5 | 9.5 |
| | -0.7 | +4 | -0.3 | -0.1 | -0.1 |
| Classical music performance | | | | | |
| 1982..... | 13.8 | 14.1 | 10.0 | 15.6 | 13.0 |
| 1985..... | 13.1 | 14.6 | 9.9 | 14.9 | 12.7 |
| | -0.7 | +0.5 | -0.1 | -0.7 | -0.3 |
| Opera performance | | | | | |
| 1982..... | 3.9 | 3.1 | 2.0 | 3.8 | 3.0 |
| 1985..... | 3.5 | 2.0 | 2.0 | 3.4 | 2.6 |
| | -0.4 | -1.1 | 0 | -0.4 | -0.4 |
| Musical plays or operettas | | | | | |
| 1982..... | 22.7 | 18.4 | 13.7 | 22.4 | 18.6 |
| 1985..... | 19.8 | 17.4 | 12.7 | 18.8 | 16.6 |
| | -2.9 | -1.0 | -1.0 | -3.6 | -2.0 |
| Plays | | | | | |
| 1982.... | 13.9 | 12.1 | 9.1 | 14.1 | 11.9 |
| 1985..... | 13.9 | 12.2 | 8.7 | 13.2 | 11.6 |
| | 0 | +0.1 | -0.4 | -0.9 | -0.3 |
| Ballet performance | | | | | |
| 1982..... | 5.6 | 3.5 | 3.4 | 4.8 | 4.2 |
| 1985..... | 5.0 | 4.2 | 3.4 | 5.1 | 4.3 |
| | -0.6 | +0.7 | 0 | +0.3 | +0.1 |
| Visited art museums/galleries | | | | | |
| 1982..... | 22.3 | 21.4 | 18.4 | 29.1 | 22.1 |
| 1985..... | 20.1 | 21.0 | 18.7 | 30.9 | 21.9 |
| | -2.2 | -0.4 | +0.3 | +1.8 | -0.2 |
| Read novels, short stories, poetry or plays | | | | | |
| 1982..... | 58.3 | 58.4 | 49.0 | 63.9 | 56.4 |
| 1985..... | 57.0 | 56.7 | 50.4 | 63.7 | 56.0 |
| | -1.3 | -1.7 | +1.4 | -0.2 | -0.4 |

Note: The data in this table were from special weighted tabulations prepared by the U.S. Bureau of the Census. For confidentiality reasons, geographic region was not included on the Public Use Tape for the SPPA prepared by the Census Bureau. See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source: Judith R. Blau, State University of New York at Albany, and Gail A. Quits, The Geography of Arts Participation: Report on the 1982 and 1985 Surveys of Public Participation in the Arts, Columbia University, New York, NY, March 1987. Prepared for the National Endowment for the Arts, Agreement 86-198, table 1, p. 13. (Data are from the 1982 and 1985 SPPA)

Table 9-7.
Rates of participation in live arts events by urban/rural place and by metropolitan area: 1982

| | Number of persons 18+ years | Jazz music | Classical music | Opera | Musical plays/ operettas | Plays | Ballet | Art museums |
|---------------------------------|-----------------------------------|-----------------------------------------------------|--------------------|-------|--------------------------------|-------|--------|----------------|
| | (in thousands) | (percent attending at least once in last 12 months) | | | | | | |
| Full adult population..... | 164,575 | 10 | 13 | 3 | 19 | 12 | 4 | 22 |
| Urban/rural place | | | | | | | | |
| Urban..... | 112,520 | 11 | 15 | 4 | 21 | 13 | 5 | 25 |
| Rural farm..... | 5,63 | 4 | 9 | 1 | 13 | 7 | 2 | 16 |
| Rural non-farm..... | 46,892 | 7 | 9 | 2 | 13 | 9 | 3 | 17 |
| Metropolitan (SMSA) area | | | | | | | | |
| Central city of SMSA..... | 44,225 | 13 | 15 | 4 | 21 | 14 | 6 | 26 |
| SMSA not central city.... | 66,438 | 11 | 14 | 4 | 22 | 13 | 5 | 25 |
| Not in SMSA..... | 53,912 | 6 | 10 | 1 | 12 | 9 | 2 | 16 |

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source: National Endowment for the Arts, Research Division, "Public Participation in the Arts by Urban and Rural Residents," Washington, D.C., Note 16, May 1986. (Data are from the 1982 SPPA.)

Table 9-8.
Number of participants and type of program of Young Audiences: 1985-86
and 1987-88

| | Number of participants 1985-1986 | | Number of participants 1987-1988 | |
|----------------------------|----------------------------------------|--------|----------------------------------------|--------|
| Total participants | | | | |
| Ensembles..... | 674 | | 706 | |
| Schools..... | 7,773 | | 8,657 | |
| Artists..... | 2,146 | | 2,417 | |
| Children reached..... | 4,774,292 | | 5,265,346 | |
| Total programs..... | | | | |
| | 28,578 | | 33,298 | |
| Format | | | | |
| Auditorium..... | 18,034 | | 20,971 | |
| Workshops..... | 10,544 | | 12,327 | |
| Residencies..... | 466 | | 674 | |
| Subject of program | | | | |
| | Percent | Number | Percent | Number |
| Music..... | 44 | 12,477 | 41 | 13,514 |
| Theatre..... | 26 | 7,596 | 31 | 10,298 |
| Dance..... | 16 | 4,548 | 14 | 4,831 |
| Poetry, visual, etc..... | 14 | 3,957 | 14 | 4,655 |

Note: Counts provided by Young Audiences, Inc., Jane C. Bak, Director of National Services, New York, NY, October 1987, 1989.

Source: Young Audiences, Inc., 1986 Annual Report, New York, NY, 1986; Young Audiences, Inc., 1988 Annual Report, New York, NY, 1989.

Observational note: In the 37 years since Young Audiences introduced children to the arts in Baltimore, the idea has grown into a nationwide organization with 36 chapters in 25 States and the District of Columbia. Young Audiences reaches children in schools during regular recesses. Approximately 90 percent of all programs are presented to elementary school students. Most of the rest are designed for students in middle and secondary schools. In addition, an increasing number of community programs involving adults and children are presented in libraries, museums, parks, and other public places.

Young Audiences chapters select, sponsor, and train musicians, dancers, and actors to present performances, workshops and residencies in each of their art forms. The artists on YA rosters are among the best in their communities and are experts in reaching and communicating with children.

Table 9-9.
Young Audiences chapter profile: 1985-86 and 1987-88

| | Percent 1985-1986 | Percent 1987-1988 | | Percent 1985-1986 | Percent 1987-1988 |
|-------------------------------------|----------------------|----------------------|----------------------------------------------------------------------|----------------------|----------------------|
| Expense profile (a) | | | Total programs (a) | | |
| Artist fees..... | 53 | 51 | Music..... | 44 | 41 |
| Staff salaries..... | 25 | 26 | Theatre..... | 26 | 31 |
| Office expenses..... | 7 | 7 | Dance..... | 16 | 14 |
| Other (b)..... | 4 | 5 | Other..... | 14 | 14 |
| Artist travel/cartage/etc..... | 3 | 3 | Average number of programs/ workshops per ensemble..... | 43 | 47 |
| Donated services..... | 3 | 3 | | | |
| Rent and utilities..... | 2 | 2 | Residencies (c) | | |
| Cooperative funding..... | 2 | 2 | Music..... | 46 | 37 |
| Travel: board/staff..... | 1 | 1 | Theatre..... | 17 | 40 |
| | | | Dance..... | 13 | 12 |
| Source of income profile (a) | | | Other..... | 24 | 11 |
| School sources..... | 45 | 44 | Average number of times a residency is given..... | 4 | 4 |
| State..... | 9 | 9 | Average number of performances/ demonstrations per residency..... | 3 | 1 |
| Foundations..... | 8 | 8 | Average number of workshops per residency..... | 17 | 13 |
| Corporate..... | 8 | 8 | | | |
| Benefits -- special events..... | 7 | 7 | | | |
| Municipal grants..... | 4 | 5 | | | |
| Other (b)..... | 4 | 4 | | | |
| Donated services..... | 4 | 4 | | | |
| Other individuals..... | 3 | 4 | | | |
| MPTF..... | 3 | 3 | | | |
| Civic institutions..... | 3 | 2 | | | |
| Board members..... | 1 | 2 | | | |
| Federal..... | 1 | 0 | | | |
| | | | | | |
| Board profile (a) | | | | | |
| Business..... | 33 | 37 | | | |
| Community volunteer..... | 27 | 27 | | | |
| Education..... | 15 | 15 | | | |
| Arts professional..... | 15 | 12 | | | |
| Other professional..... | 10 | 9 | | | |

Note: See table 9-8 for observational note.

(a) Based on information obtained from 36 chapters.

(b) Includes miscellaneous items and loan payments.

(c) Based on information from 23 chapters.

Source: Data provided by Jane C. Bek, Director of National Services, Young Audiences, Inc., New York, NY, October 1987, 1989.

Table 9-10.
Rates of public participation in the arts via media: 1982 and 1985

| Watching at least once in last 12 months (a) | Estimated participation rates | | Evaluation of rate change |
|----------------------------------------------|-------------------------------|-------------------|---------------------------|
| | 1982 (N=1,385) | 1985 (N=2,125) | |
| | (percent) | | |
| Jazz | | | |
| TV..... | 20 | 17 | Decrease (b) |
| Radio..... | 21 | 18 | Decrease (b) |
| Recordings..... | 24 | 21 | Decrease (b) |
| Classical music | | | |
| TV..... | 27 | 24 | Decrease (b) |
| Radio..... | 25 | 21 | Decrease (b) |
| Recordings..... | 25 | 21 | Decrease (b) |
| Opera | | | |
| TV..... | 13 | 12 | Not significant |
| Radio..... | 8 | 7 | Not significant |
| Recordings..... | 9 | 7 | Not significant |
| Musical theatre or operetta | | | |
| TV..... | 20 | 18 | Not significant |
| Radio..... | 6 | 5 | Not significant |
| Recordings..... | 9 | 8 | Not significant |
| Plays (non-musical) | | | |
| TV..... | 27 | 21 | Decrease (b) |
| Radio..... | 4 | 4 | No change |
| Ballet | | | |
| TV..... | 19 | 15 | Decrease (b) |
| Programs about art in museums | | | |
| TV..... | 23 | 25 | Not significant |

Note See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

(a) Arts participation by adults (18 years of age or older) in 12 months preceding interview.

(b) Statistically significant at the 95 percent confidence level.

Source National Endowment for the Arts, Research Division, "Public Participation in the Arts 1982 and 1985 Compared." Washington, D.C., Note 27, December 1987. (Data are from the 1982 and 1985 SPPA.)

Table 9-11.
Correlations between media activities and attending live events: 1982

| | Attending live events at least once in last 12 months | | | | | | |
|--------------------------------------------------|-------------------------------------------------------|-----------------|-------|-----------------------------|-------|--------|-------------|
| | Jazz music | Classical music | Opera | Musical plays and operettas | Plays | Ballet | Art museums |
| (Pearson's r correlation) | | | | | | | |
| Jazz | | | | | | | |
| Watched on TV..... | .260 | .170 | .062 | .151 | .115 | .102 | .208 |
| Listened on radio..... | .322 | .152 | .053 | .111 | .143 | .098 | .203 |
| Listened to records..... | .351 | .141 | .013 | .152 | .155 | .132 | .229 |
| Classical music | | | | | | | |
| Watched on TV..... | .104 | .293 | .156 | .223 | .167 | .151 | .283 |
| Listened on radio..... | .153 | .307 | .144 | .197 | .200 | .160 | .302 |
| Listened to records..... | .176 | .343 | .149 | .216 | .206 | .210 | .343 |
| Opera | | | | | | | |
| Watched on TV..... | .053 | .260 | .205 | .157 | .147 | .102 | .216 |
| Listened on radio..... | .100 | .265 | .233 | .133 | .168 | .134 | .223 |
| Listened to records..... | .035 | .248 | .234 | .144 | .141 | .158 | .186 |
| Musical plays/opereettas | | | | | | | |
| Watched on TV..... | .110 | .240 | .122 | .255 | .183 | .118 | .231 |
| Listened on radio..... | .045 | .207 | .163 | .087 | .117 | .096 | .214 |
| Listened to records..... | .102 | .251 | .163 | .219 | .176 | .183 | .289 |
| Plays | | | | | | | |
| Watched on TV..... | .141 | .228 | .132 | .257 | .233 | .161 | .282 |
| Listened on radio..... | .086 | .133 | .115 | .084 | .132 | .091 | .176 |
| Ballet | | | | | | | |
| Watched on TV..... | .166 | .271 | .158 | .219 | .178 | .224 | .273 |
| Art museums | | | | | | | |
| Watched TV programs about things in museums..... | .133 | .200 | .106 | .157 | .125 | .110 | .293 |
| Hours spent watching all TV... | -.037 | -.124 | -.047 | -.093 | -.104 | -.077 | -.132 |

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source: National Endowment for the Arts, Research Division, "Audience Crossover: Media Participation and Attending Live Events," Washington, D.C., Note 12, June 1985. (Data are from the 1982 and 1985 SPPA.)

Methodological note: Correlation coefficients (Pearson's r) measure the degree to which the relationship between two variables can be represented by a straight line. In terms of this table, they show whether attending a live arts event goes along more or less closely with one of the kinds of electronic media participation. The range of possible values is +1.000 to -1.000. When the coefficient is positive, the two activities increase or decrease together, but if one activity increases as the other decreases, the coefficient is negative. The middle of the range is 0.000, and describes a relationship that is totally non-linear. A pair of activities with this neutral coefficient do not go along with each other with any consistency. Correlations of .400 or greater are considered "strong;" .300 to .400 are "substantial;" .200 to .300 are "moderate;" and under .200 are weak.

Table 9-12.
Overlapping audiences for performing arts in 12 cities: 1971

| Among those who attended in last 12 months | Percent who also attended in past years | | | | Percent who attended no other arts |
|-----------------------------------------------|-----------------------------------------|----------|-------|--------|------------------------------------------|
| | Theater | Symphony | Opera | Ballet | |
| Theatre | NA | 31 | 13 | 19 | 63 |
| Symphony | 45 | NA | 27 | 27 | 36 |
| Opera | 50 | 75 | NA | 25 | 25 |
| Ballet | 60 | 60 | 20 | NA | 20 |

NA - Not applicable.

Note: See table 9-5 for methodological note.

Source: Eric Marder Associates, Inc., The Finances of the Performing Arts, Volume II: A Survey of the Characteristics and Attitudes of Audiences for Theater, Opera, Symphony, and Ballet in 12 U.S. Cities, prepared for the Ford Foundation, New York, NY, 1974.

Table 9-13.
Overlapping audiences for art activities: 1982

| Among those who attended | Percent who also attended at least once in last 12 months | | | | | | | |
|--------------------------|-----------------------------------------------------------|-----------------|-------|----------|-------|--------|-------------|---------|
| | Jazz | Classical music | Opera | Musicals | Plays | Ballet | Art museums | Reading |
| Jazz | NA | 34 | 9 | 41 | 31 | 14 | 51 | 78 |
| Classical music | 25 | NA | 15 | 54 | 41 | 19 | 62 | 86 |
| Opera | 27 | 63 | NA | 64 | 51 | 32 | 69 | 88 |
| Musicals | 21 | 38 | 10 | NA | 39 | 14 | 52 | 82 |
| Plays | 25 | 44 | 13 | 62 | NA | 18 | 60 | 87 |
| Ballet | 32 | 58 | 23 | 64 | 50 | NA | 68 | 88 |
| Art museums | 12 | 37 | 10 | 44 | 33 | 13 | NA | 84 |
| Reading | 13 | 20 | 5 | 27 | 18 | 7 | 33 | NA |

NA - Not applicable.

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source: John P. Robinson, et al., Survey Research Center, University of Maryland. Public Participation in the Arts: Final Report on the 1982 Survey, prepared for Grant 12-4050-003, National Endowment for the Arts, Research Division, October 1985, table 3-5, p. 208. (Data are from 1982 SPPA.)

Table 9-14.
Results of ACUCA survey of arts editors on amount and type of coverage
compared to sports coverage: 1972 and 1985 (continued on next page)

| | 1972 | 1985 |
|-------------------------------------------------------------------------------------------------------|-----------|------|
| | (percent) | |
| Organization responsible for booking or promoting most cultural artistic presentations in city | | |
| University or college..... | 18 | 19 |
| Private or commercial..... | 40 | 35 |
| Equal..... | 40 | 45 |
| Use of 5,000 seat auditorium or arena | | |
| By sports and culture..... | 51 | 64 |
| By sports alone..... | 21 | 12 |
| None that size..... | 22 | 17 |
| More than one..... | 14 | 19 |
| Sports as percent of total copy on an average day | | |
| Less than 1 percent..... | 1 | 0 |
| 1-3 percent..... | 14 | 0 |
| 5-10 percent..... | 34 | 21 |
| More than 10 percent..... | 43 | 77 |
| Culture as percent of total copy on an average day | | |
| Less than 1 percent..... | 33 | 22 |
| 1-3 percent..... | 45 | 32 |
| 5-10 percent..... | 16 | 27 |
| More than 10 percent..... | 3 | 14 |
| Size of arts coverage staff compared to sports staff | | |
| Larger..... | 5 | 4 |
| Smaller..... | 88 | 86 |
| Same..... | 6 | 10 |

Table 9-14.

Results of ACUCAA survey of arts editors on amount and type of coverage compared to sports coverage: 1972 and 1985 (continued from previous page)



| | 1972 | 1985 |
|--------------------------------------------------------------------------------|-----------|-----------|
| | (percent) | |
| Percent having space devoted to cultural arts | | |
| Weekly section..... | 55 | 82 |
| Weekly page..... | 26 | 18 |
| Would editors like additional space to extend to cultural arts coverage | | |
| Yes..... | 71 | 81 |
| No..... | 6 | Not asked |
| No: Adequate..... | 23 | 14 |
| No: More than adequate..... | 1 | 3 |
| Coverage by local radio and TV stations | | |
| Frequency of review of cultural events | | |
| Regularly..... | 10 | 9 |
| Occasionally..... | 24 | 27 |
| Seldom..... | 35 | 35 |
| Never..... | 16 | 22 |
| No local TV..... | 5 | 3 |
| Perceived impact of paper on building crowds for cultural events | | |
| Considerable..... | 70 | 78 |
| Some..... | 27 | 17 |
| Little..... | 0 | 0 |
| None..... | 0 | 0 |

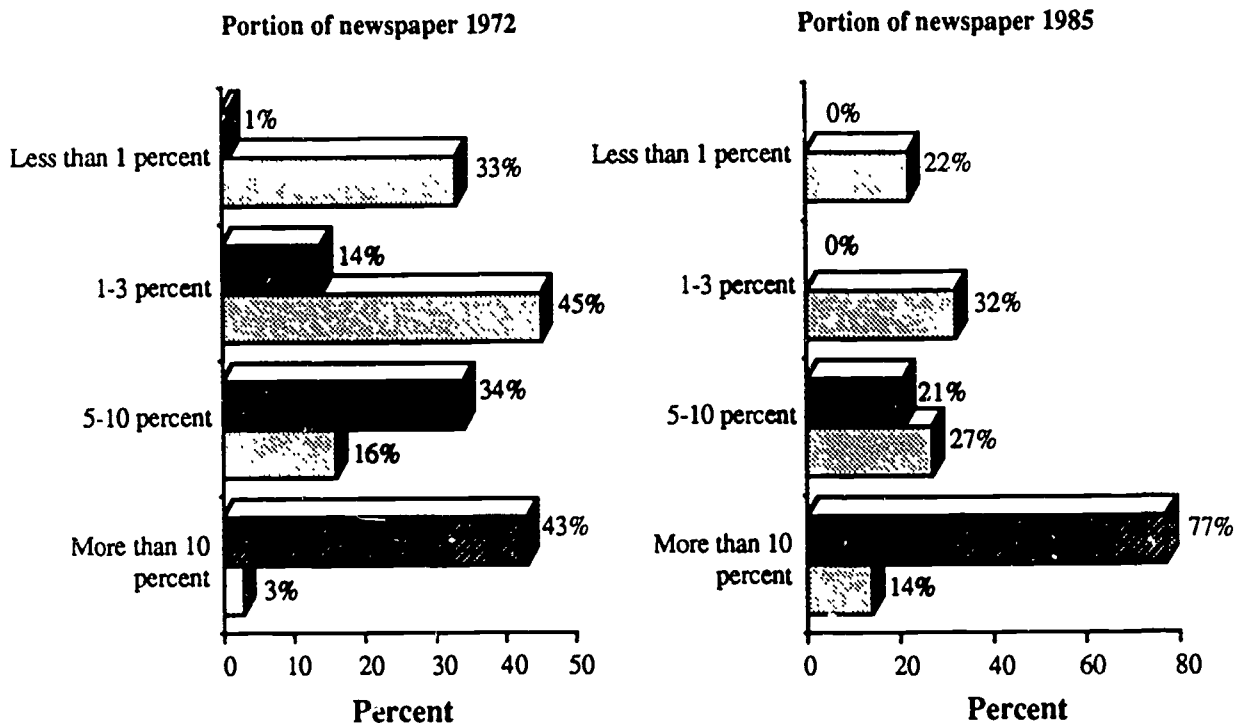
Source: Gayle Stabler, "And In This Corner, the Bald Soprano", ACUCAA (Association of College, University and Community Arts Administrators) Bulletin Supplement, Volume 29, Number 5, May 1986, pp. 1-5.

Methodological note: In 1972 a survey of arts editors was undertaken by Paul Cracroft, program director for lectures and concerts at the University of Utah, Salt Lake City. The survey had two purposes: (1) to determine if there was an imbalance between arts coverage and sports coverage, and (2) to ascertain if other arts presenters faced problems similar to his. The 1972 survey was sent to 140 arts editors from daily newspapers around the country. Responses were received from 96 editors. In 1985, ACUCAA researcher Gayle Stabler replicated the survey. Surveys were mailed to 155 daily newspapers in cities with populations of 200,000 or more and/or cities with college or university campuses. Surveys were also sent to the capital city in each State. Responses were received from 77 arts editors, for a 50 percent return.

Chart 9-2.

Average percent of newspaper devoted to sports and cultural arts: 1972 and 1985

 Sports coverage as a percent of total copy
 Cultural arts coverage as a percent of total copy



Source: ACUCAA survey; See table 9-14 for full citation.

Table 9-15.
Participation in arts activities by race and ethnicity: 1982 and 1985

| Race/ethnicity | Attend jazz concert | | Attend classical concert | | Attend opera performance | | Attend musical | | Attend play | |
|----------------|-----------------------------------------------------|-------|--------------------------|-------|--------------------------|------|----------------|-------|-------------|-------|
| | 1982 | 1985 | 1982 | 1985 | 1982 | 1985 | 1982 | 1985 | 1982 | 1985 |
| | (percent attending at least once in last 12 months) | | | | | | | | | |
| White..... | 9.13 | 9.48 | 14.42 | 14.31 | 3.33 | 2.97 | 20.67 | 18.60 | 13.44 | 13.10 |
| Black..... | 15.64 | 13.08 | 6.67 | 6.39 | 1.36 | 1.43 | 10.10 | 8.45 | 5.82 | 6.09 |
| Hispanic..... | 8.27 | 6.55 | 7.87 | 6.77 | 2.52 | 0.78 | 10.96 | 9.52 | 5.47 | 6.41 |
| Asian*..... | * | 7.81 | * | 16.50 | * | 4.58 | * | 13.89 | * | 8.87 |

| Race/ethnicity | Attend ballet | | Visit art exhibit | | Perform on musical instrument | | Perform: act/sing/dance | | Read | |
|----------------|-----------------------------------------------------|------|-------------------|-------|-------------------------------|------|-------------------------|------|-------|-------|
| | 1982 | 1985 | 1982 | 1985 | 1982 | 1985 | 1982 | 1985 | 1982 | 1985 |
| | (percent attending at least once in last 12 months) | | | | | | | | | |
| White..... | 4.64 | 4.72 | 23.94 | 24.14 | 4.01 | 2.98 | 4.68 | 4.27 | 60.19 | 59.66 |
| Black..... | 1.78 | 2.14 | 12.47 | 10.71 | 3.35 | 1.72 | 4.87 | 3.49 | 42.41 | 43.34 |
| Hispanic..... | 4.54 | 3.21 | 16.22 | 18.18 | 3.11 | 2.03 | 2.85 | 2.63 | 36.45 | 41.46 |
| Asian*..... | * | 6.22 | * | 26.02 | * | 3.82 | * | 4.00 | * | 53.73 |

Note: These numbers for 1982 and 1985 are for the full sample. The data reflect weighted percentages of groups engaging in an activity at least once during the twelve months preceding the survey. See table 9-1 for general methodological note on the Surveys of Public Participation in the Arts (SPPA).

*In 1982, Asian-Americans were in an "Other" racial category not included in this analysis.

Source: Paul DiMaggio and Francie Ostrower, Race, Ethnicity and Participation in the Arts: Patterns of Participation by Black, Hispanic and White Americans in Selected Activities, Report to the National Endowment for the Arts, Research Division, Yale University, New Haven, CT, 1987, p. 27. (Data are from the 1982 and 1985 SPPA.)

Methodological note: Data used in this table were taken from 1982 and 1985 Surveys of Public Participation in the Arts (SPPA). The surveys permit generalizations to national populations of white and black Americans, because the SPPA's were designed to be proportionally representative with respect to national figures of age, race, and gender. Because the sample was not designed to be representative with respect to Hispanic or Asian origins, data about those groups must be viewed with less confidence than data for whites or blacks.

Table 9-16.
Participation rates for various arts activities by demographic characteristics: 1985

| | Jazz | Classical music | Opera | Musicals | Plays | Ballet | Art museums | Reading* |
|-------------------------------------------------------------------|------|-----------------|-------|----------|-------|--------|-------------|----------|
| (percent attending/participating at least once in last 12 months) | | | | | | | | |
| Grand mean | 10 | 13 | 3 | 17 | 12 | 4 | 22 | 56 |
| Age | | | | | | | | |
| 18-24..... | 14 | 11 | 2 | 15 | 11 | 4 | 22 | 57 |
| 25-34..... | 15 | 12 | 2 | 16 | 12 | 5 | 26 | 59 |
| 35-44..... | 10 | 16 | 4 | 21 | 14 | 6 | 27 | 62 |
| 45-54..... | 8 | 15 | 4 | 20 | 13 | 3 | 22 | 57 |
| 55-64..... | 5 | 11 | 3 | 18 | 10 | 4 | 19 | 50 |
| 65-74..... | 3 | 13 | 3 | 13 | 10 | 4 | 16 | 50 |
| 75-96..... | 1 | 10 | 1 | 8 | 7 | 2 | 10 | 48 |
| Sex | | | | | | | | |
| Male..... | 10 | 11 | 2 | 15 | 11 | 3 | 21 | 48 |
| Female..... | 9 | 14 | 3 | 19 | 12 | 5 | 23 | 63 |
| Race | | | | | | | | |
| White..... | 9 | 14 | 3 | 18 | 12 | 5 | 23 | 58 |
| Black..... | 13 | 6 | 1 | 9 | 6 | 2 | 11 | 44 |
| Other..... | 8 | 15 | 4 | 13 | 8 | 5 | 24 | 50 |
| Education | | | | | | | | |
| Grade school..... | 1 | 3 | 1 | 3 | 1 | 1 | 4 | 23 |
| Some high school..... | 3 | 3 | 1 | 6 | 4 | 1 | 7 | 37 |
| High school graduates..... | 7 | 7 | 1 | 12 | 6 | 2 | 14 | 52 |
| Some college..... | 13 | 15 | 3 | 21 | 15 | 6 | 30 | 72 |
| College graduate..... | 18 | 29 | 6 | 34 | 26 | 9 | 45 | 78 |
| Graduate school..... | 24 | 41 | 11 | 40 | 36 | 15 | 56 | 80 |
| Income | | | | | | | | |
| Under \$5,000..... | 8 | 9 | 2 | 10 | 8 | 3 | 16 | 44 |
| \$5,000-\$9,999..... | 7 | 7 | 1 | 8 | 4 | 2 | 12 | 43 |
| \$10,000-\$14,999..... | 6 | 8 | 1 | 11 | 8 | 3 | 15 | 50 |
| \$15,000-\$24,999..... | 8 | 11 | 2 | 12 | 9 | 4 | 19 | 53 |
| \$25,000-\$49,999..... | 11 | 15 | 3 | 22 | 14 | 5 | 28 | 63 |
| \$50,000 and over..... | 19 | 30 | 8 | 37 | 28 | 11 | 45 | 77 |
| Not ascertained..... | 9 | 12 | 2 | 17 | 11 | 3 | 19 | 56 |
| SMSA | | | | | | | | |
| Central city of SMSA..... | 13 | 14 | 4 | 18 | 13 | 5 | 25 | 57 |
| SMSA, not central city..... | 10 | 15 | 3 | 21 | 14 | 5 | 26 | 61 |
| Not in SMSA..... | 6 | 9 | 2 | 10 | 7 | 3 | 14 | 49 |
| Region | | | | | | | | |
| Northeast..... | 8 | 13 | 4 | 20 | 14 | 5 | 21 | 57 |
| Northcentral..... | 10 | 15 | 1 | 17 | 11 | 4 | 21 | 55 |
| South..... | 9 | 10 | 2 | 13 | 10 | 4 | 19 | 51 |
| West..... | 12 | 15 | 4 | 19 | 13 | 5 | 30 | 66 |
| Marital status | | | | | | | | |
| Married..... | 8 | 12 | 2 | 17 | 11 | 4 | 21 | 56 |
| Widowed..... | 3 | 10 | 2 | 12 | 9 | 4 | 13 | 49 |
| Divorced..... | 12 | 14 | 3 | 16 | 14 | 4 | 24 | 57 |
| Separated..... | 13 | 11 | 3 | 14 | 11 | 5 | 20 | 55 |
| Never married..... | 17 | 16 | 3 | 19 | 14 | 6 | 27 | 57 |
| Work hours | | | | | | | | |
| None..... | 7 | 11 | 2 | 14 | 10 | 4 | 19 | 54 |
| 1 to 29..... | 12 | 17 | 3 | 20 | 15 | 6 | 27 | 64 |
| 30 to 39..... | 10 | 14 | 3 | 17 | 13 | 5 | 22 | 60 |
| 40 hours..... | 11 | 11 | 3 | 17 | 11 | 4 | 21 | 56 |
| 41 to 49..... | 12 | 14 | 3 | 18 | 14 | 5 | 26 | 53 |
| 50 or more..... | 24 | 17 | 4 | 21 | 16 | 5 | 28 | 55 |

*Includes novels, short stories, poetry, or plays.

Note See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source John P. Robinson, Carol Keegan, Marcia Karth and Timothy A. Triplett, Public Participation in the Arts Final Report on the 1985 Survey, Volume 1 Overall Project Report. Prepared for National Endowment for the Arts, December 1986, p. 101. (Data are from the 1985 SPPA.)

Table 9-17.
Arts participation rates via media by demographic characteristics: 1985

| | Average TV hours per day | Jazz on TV | Jazz on radio | Jazz on recording | Classical music on TV | Classical music on radio | Classical music on recording | Opera on TV | Opera on radio | Opera on recording | Musical on TV | Musical on radio | Musical on recording | Play on TV | Play on radio | Ballet on TV | Art museums on TV |
|----------------------------|-----------------------------------|---------------|------------------|----------------------|-----------------------------|--------------------------------|------------------------------------|----------------|-------------------|-----------------------|------------------|---------------------|-------------------------|---------------|------------------|-----------------|-------------------------|
| | (percent) | | | | | | | | | | | | | | | | |
| Grand mean | 2.8 | 17 | 18 | 19 | 24 | 21 | 21 | 12 | 6 | 7 | 17 | 5 | 8 | 22 | 4 | 15 | 25 |
| Income | | | | | | | | | | | | | | | | | |
| Under \$5,000 | 3.8 | 16 | 20 | 20 | 17 | 17 | 18 | 10 | 5 | 7 | 13 | 3 | 8 | 17 | 5 | 18 | 20 |
| \$5,000 - \$9,999 | 3.2 | 15 | 15 | 15 | 17 | 14 | 12 | 11 | 3 | 4 | 13 | 5 | 4 | 14 | 3 | 22 | 18 |
| \$10,000 - \$14,999 | 2.9 | 16 | 14 | 12 | 22 | 17 | 14 | 11 | 5 | 4 | 18 | 4 | 4 | 16 | 4 | 20 | 24 |
| \$15,000 - \$24,999 | 3.0 | 17 | 16 | 18 | 22 | 17 | 18 | 10 | 4 | 7 | 16 | 3 | 5 | 22 | 2 | 16 | 24 |
| \$25,00 - \$49,999 | 2.6 | 18 | 18 | 20 | 26 | 24 | 25 | 12 | 8 | 8 | 19 | 5 | 9 | 23 | 5 | 18 | 27 |
| \$50,000 and over | 1.8 | 26 | 31 | 30 | 43 | 42 | 41 | 24 | 17 | 16 | 29 | 13 | 20 | 39 | 5 | 27 | 39 |
| Not ascertained | 2.9 | 15 | 14 | 18 | 18 | 18 | 16 | 10 | 3 | 5 | 14 | 2 | 6 | 18 | 1 | 14 | 23 |
| Age | | | | | | | | | | | | | | | | | |
| 18 - 24 | 3.1 | 19 | 22 | 25 | 14 | 14 | 15 | 7 | 2 | 4 | 12 | 1 | 6 | 17 | 1 | 14 | 22 |
| 25 - 34 | 2.7 | 22 | 24 | 26 | 22 | 24 | 20 | 8 | 5 | 6 | 17 | 4 | 7 | 24 | 5 | 18 | 26 |
| 35 - 44 | 2.5 | 17 | 20 | 19 | 25 | 26 | 25 | 13 | 10 | 8 | 17 | 7 | 7 | 20 | 5 | 19 | 25 |
| 45 - 54 | 2.6 | 19 | 15 | 18 | 29 | 23 | 27 | 15 | 10 | 12 | 22 | 8 | 12 | 23 | 4 | 19 | 27 |
| 55 - 64 | 2.8 | 14 | 11 | 13 | 28 | 21 | 25 | 19 | 7 | 11 | 19 | 6 | 9 | 25 | 4 | 18 | 30 |
| 65 - 74 | 3.4 | 12 | 9 | 10 | 26 | 17 | 15 | 15 | 6 | 6 | 20 | 4 | 5 | 21 | 2 | 25 | 23 |
| 75 - 96 | 3.6 | 9 | 7 | 3 | 31 | 16 | 15 | 18 | 8 | 5 | 15 | 4 | 2 | 18 | 3 | 29 | 23 |
| Race | | | | | | | | | | | | | | | | | |
| White | 2.8 | 15 | 16 | 17 | 24 | 21 | 21 | 12 | 7 | 8 | 17 | 5 | 8 | 22 | 4 | 18 | 25 |
| Black | 3.4 | 37 | 32 | 36 | 21 | 18 | 15 | 9 | 4 | 4 | 17 | 3 | 5 | 19 | 4 | 19 | 23 |
| Other | 2.9 | 28 | 37 | 21 | 40 | 37 | 43 | 23 | 10 | 13 | 36 | 15 | 17 | 23 | 0 | 42 | 39 |
| Sex | | | | | | | | | | | | | | | | | |
| Male | 2.6 | 19 | 19 | 19 | 22 | 20 | 19 | 11 | 6 | 7 | 16 | 5 | 6 | 21 | 4 | 15 | 24 |
| Female | 3.0 | 6 | 17 | 19 | 26 | 22 | 22 | 13 | 7 | 8 | 19 | 5 | 9 | 22 | 3 | 23 | 26 |
| Education | | | | | | | | | | | | | | | | | |
| Grade school | 3.2 | 7 | 8 | 6 | 10 | 6 | 7 | 5 | 1 | 2 | 7 | 1 | 1 | 6 | 1 | 13 | 9 |
| Some high school | 3.4 | 11 | 10 | 8 | 10 | 7 | 5 | 6 | 1 | 1 | 8 | 1 | 1 | 8 | 0 | 12 | 15 |
| High school graduate | 3.1 | 14 | 12 | 15 | 18 | 14 | 14 | 10 | 4 | 5 | 14 | 3 | 5 | 15 | 3 | 15 | 22 |
| Some college | 2.5 | 23 | 24 | 26 | 21 | 24 | 25 | 13 | 6 | 8 | 20 | 4 | 8 | 28 | 3 | 19 | 31 |
| College graduate | 2.1 | 27 | 32 | 33 | 41 | 44 | 43 | 17 | 11 | 15 | 29 | 11 | 17 | 37 | 6 | 23 | 38 |
| Graduate school | 1.9 | 31 | 36 | 34 | 59 | 58 | 55 | 34 | 30 | 23 | 42 | 18 | 26 | 55 | 15 | 49 | 50 |

822 Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source: John Robinson, Carol Keegar, Marcia Karth and Timothy Triplett, Changes in Americans' Participation, 1982-1985, Survey Research Center, University of Maryland, July 1987, tables 6.3a and 6.3b, pp. 89 and 91. (Data are from the 1985 SPPA.)

Table 9-18.

Demographic characteristics of performing arts audiences: 1963-1964 (continued on next page)

| | Theatre | Major sym- phonies | Opera | Ballet | Ensembles | Performing arts audience (c) | Urban population (d) (1960) |
|--------------------------------|------------------|-----------------------|------------------|------------------|------------------|------------------------------------|-----------------------------------|
| | (percent) | | | | | | |
| Sex | | | | | | | |
| Male | 55.8 | 47.4 | 56.9 | 48.8 | 60.6 | 52.8 | 48.4 |
| Age | | | | | | | |
| Under 20 | 9.0 | 7.9 | 6.1 | 8.9 | 9.3 | 5.9 | 37.1 |
| Over 60 | 6.0 | 14.0 | 8.7 | 6.8 | 6.8 | 9.0 | 13.1 |
| Median age | 37 | 39 | 37 | 35 | 33 | 38 | 30.3 |
| Occupational category | | | | | | | |
| Males | | | | | | | |
| Employed persons (a) | | | | | | | |
| Professional | 63.5 | 68.5 | 66.2 | 64.3 | 81.3 | 63.0 | 12.7 |
| Teachers | 10.7 | 12.7 | 11.8 | 10.2 | 25.6 | 10.3 | 1.1 |
| Managerial | 21.6 | 19.1 | 19.6 | 16.6 | 11.5 | 21.4 | 12.6 |
| Clerical and sales | 12.1 | 10.5 | 9.4 | 16.7 | 6.0 | 13.0 | 17.2 |
| Blue collar | 2.8 | 1.9 | 3.8 | 2.4 | 1.2 | 2.6 | 57.5 |
| Students (b) | 17.2 | 19.0 | 12.8 | 9.4 | 23.8 | 13.9 | NA |
| Females | | | | | | | |
| Employed persons (a) | | | | | | | |
| Professional | 62.7 | 68.2 | 62.5 | 63.4 | 78.1 | 63.2 | 14.0 |
| Teachers | 27.3 | 29.6 | 20.9 | 21.8 | 28.3 | 25.4 | 5.6 |
| All other | 37.3 | 31.8 | 37.5 | 36.6 | 21.9 | 36.8 | 86.0 |
| Students (a) | 16.4 | 15.3 | 14.5 | 17.1 | 20.4 | 15.1 | NA |
| Housewives (b) | 33.5 | 36.9 | 27.7 | 21.6 | 19.0 | 35.2 | NA |
| Education | | | | | | | |
| Males (age 25 and over) | | | | | | | |
| Grade school and less | | | | | | | |
| than 4 years high school ... | 2.0 | 1.8 | 2.0 | 1.6 | 1.0 | 2.2 | 56.6 |
| 4 years high school | 6.2 | 4.2 | 5.5 | 5.9 | 1.4 | 6.5 | 22.1 |
| 1-3 years college | 12.4 | 10.0 | 15.4 | 11.8 | 5.0 | 12.8 | 9.8 |
| 4 years college | 23.2 | 23.1 | 21.4 | 26.6 | 16.8 | 23.1 | 6.2 |
| Graduate school | 56.3 | 61.0 | 55.6 | 54.2 | 75.9 | 55.4 | 5.3 |
| Median category | graduate work | graduate work | graduate work | graduate work | graduate work | graduate work | 2 years high school |

NA - Not available.

(a) The number of employed persons is the base for the following percentages.

(b) The base for these percentages is the total number of respondents.

(c) Based on Twentieth Century Fund audience survey of 24,425 respondents. The figures given here are weighted averages of the results for individual art forms. Weights are based on estimated attendance in 1963-1964 and are as follows (on a 100 point scale) Broadway = 38, off-Broadway = 5, regional repertory theatre = 9, major orchestras = 38, opera = 6, dance = 4.

(d) Data from U.S. Census of Population, 1960 Detailed Characteristics, U.S. Summary, Tables 158, 173, 185, 194, 203, 224. A composite profile could have been built for just those cities where surveys were conducted, but some experimentation indicated that this refinement would have made little difference.

Table 9-18.
Demographic characteristics of performing arts audiences: 1963-1964 (continued from previous page)

| | Theatre | Major sym- phonies | Opera | Ballet | Ensembles | Performing arts audience (c) | Urban population (d) (1960) |
|-------------------------------------------------|--------------------|-----------------------|--------------------|--------------------|------------------|------------------------------------|-----------------------------------|
| | (percent) | | | | | | |
| Females (age 25 and over) | | | | | | | |
| Grade school and less | | | | | | | |
| than 4 years high school .. | 2.1 | 2.5 | 1.7 | 1.9 | 1.6 | 2.8 | 55.1 |
| 4 years high school | 15.6 | 11.7 | 13.1 | 16.0 | 6.4 | 15.3 | 28.9 |
| 1-3 years college | 22.2 | 21.9 | 26.8 | 20.7 | 13.9 | 23.6 | 9.5 |
| 4 years college | 27.2 | 30.7 | 26.6 | 24.1 | 26.3 | 26.7 | 4.5 |
| Graduate school | 32.3 | 33.2 | 31.9 | 37.2 | 51.8 | 31.6 | 2.0 |
| Median category | 4 years college | 4 years college | 4 years college | 4 years college | graduate work | 4 years college | 3 years high school |
| Income | | | | | | | |
| Over \$5,000 | 92.5 | 88.2 | 89.7 | 89.0 | 86.0 | 91.3 | 64.8 |
| Over \$15,000 | 41.0 | 35.4 | 31.2 | 31.2 | 30.5 | 39.5 | 5.4 |
| Over \$25,000 | 17.3 | 16.4 | 13.2 | 13.6 | 11.7 | 17.4 | 1.5 |
| Median income in dollars... | 13,188 | 11,870 | 11,300 | 11,016 | 11,178 | 12,804 | 6,166 |
| Frequency of attendance in last 2 months | | | | | | | |
| Theatre | 8.5 | 7.9 | 9.8 | 11.7 | 9.1 | NA | NA |
| Symphony | 2.2 | 9.7 | 4.2 | 3.6 | 5.7 | NA | NA |
| Opera | 1.0 | 1.7 | 5.4 | 2.9 | 1.7 | NA | NA |
| Dance | 0.9 | 0.9 | 2.1 | 5.8 | 1.6 | NA | NA |
| Other serious music | 1.8 | 3.2 | 3.1 | 2.6 | 8.7 | NA | NA |
| Number of respondents | 9,976 | 9,936 | 1,442 | 2,136 | NA | NA | NA |

NA - Not available.

(c) Based on Twentieth Century Fund audience survey of 24,425 respondents. The figures given here are weighted averages of the results for individual art forms. Weights are based on estimated attendance in 1963-1964 and are as follows (on a 100 point scale) Broadway = 38, off-Broadway = 5, regional repertory theatre = 9, major orchestras = 38, opera = 6, dance = 4.

(d) Data from U.S. Census of Population, 1960 Detailed Characteristics, U.S. Summary, Tables 158, 173, 185, 194, 203, 224. A composite profile could have been built for just those cities where surveys were conducted, but some experimentation indicated that this refinement would have made little difference.

Source: Twentieth Century Fund audience survey, as reported in William J. Baumol and William G. Bowen, Performing Arts: The Economic Dilemma, A Twentieth Century Fund study, M.I.T. Press, Cambridge, MA, 1966.

Methodological note Audience survey was conducted by the Twentieth Century Fund. Questionnaires were distributed to a predetermined sample (usually 50 percent) of the audience at performances, by inserting copies into programs. Recipients were requested to complete the forms and return them before leaving the hall. The surveys were conducted from September 1963 through March 1965 in 20 cities. There were 153 performances (88 theatrical, 30 orchestral, 8 operatic, 9 dance, 5 chamber music, and 13 free open-air performances) which produced 29,413 usable replies.

Table 9-19.
Public preference for various types of music: 1982 and 1985

| Musics liked | Estimated preference rates | | Evaluation of rate change |
|----------------------------|----------------------------|-------------------|---------------------------|
| | 1982 (N=1,475) | 1985 (N=2,125) | |
| | (percent) | | |
| Classical/chamber..... | 29 | 30 | Not significant |
| Opera..... | 10 | 10 | No change |
| Show tunes..... | 24 | 24 | No change |
| Jazz..... | 30 | 33 | Not significant |
| Soul/blues..... | 27 | 33 | Increase* |
| Big band..... | 33 | 32 | Not significant |
| Country-western..... | 57 | 53 | Decrease* |
| Bluegrass..... | 24 | 24 | No change |
| Rock..... | 37 | 42 | Increase* |
| Mood/easy listening..... | 47 | 52 | Increase* |
| Folk..... | 26 | 25 | Not significant |
| Barbershop..... | 16 | 15 | Not significant |
| Hymns/gospel..... | 35 | 40 | Increase* |
| Other (mostly ethnic)..... | 1 | 5 | Increase* |

Note: Sample size in this table reflects rotating question items. See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

*Statistically significant at the 95 percent confidence level.

Source: National Endowment for the Arts, Research Division, "Public Participation in the Arts 1982 and 1985 Compared," Washington, D.C., Note 27, December 1987. (Data are from the 1982 and 1985 SPPA.)

Table 9-20.
Proportion of public liking selected musics best: 1982

| Type of music | Like best | |
|-----------------------------------------|-----------|-----------------------------|
| | Percent | Population (in millions) |
| Country-western..... | 23 | 38.0 |
| Mood/easy listening..... | 14 | 22.0 |
| Hymns/gospel..... | 11 | 18.0 |
| Rock..... | 15 | 24.0 |
| Big band..... | 6 | 9.0 |
| Classical/chamber..... | 7 | 11.0 |
| Soul/rhythm/blues..... | 5 | 7.0 |
| Jazz..... | 3 | 5.0 |
| Folk..... | 1 | 2.0 |
| Bluegrass..... | 1 | 1.0 |
| Operettas/musicals/show tunes..... | 2 | 4.0 |
| Barbershop..... | 0.3 | 1.0 |
| Opera..... | 0.6 | 1.0 |
| Others (mostly ethnic music types)..... | 0.6 | 1.0 |
| Total..... | 98.5* | 156.0* |

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

*Sums do not total 100 percent or 164 million because of rounding.

Source: Harold Horowitz, The American Jazz Music Audience, National Jazz Service Organization, Washington, J.C., September 8, 1986, table 14, p. 58. (Data are from the 1982 SPPA.)

Table 9-21.

Proportion of persons liking selected musics by age groups: 1982

| Preference | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-96 |
|----------------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| (percent) | | | | | | | |
| Liked more by younger age groups | | | | | | | |
| Jazz..... | 32 | 33 | 23 | 27 | 23 | 17 | 8 |
| Soul/rhythm/blues..... | 32 | 36 | 26 | 26 | 20 | 16 | 5 |
| Rock..... | 75 | 56 | 33 | 13 | 8 | 5 | 2 |
| About equally liked by all age groups | | | | | | | |
| Classical/chamber..... | 17 | 28 | 2 | 31 | 34 | 26 | 23 |
| Operettas/musicals/show tunes..... | 15 | 19 | 29 | 39 | 29 | 24 | 19 |
| Big band..... | 16 | 21 | 31 | 45 | 52 | 50 | 27 |
| Country-western..... | 51 | 56 | 66 | 63 | 58 | 59 | 47 |
| Bluegrass..... | 20 | 28 | 28 | 25 | 26 | 21 | 11 |
| Mood/easy listening..... | 42 | 49 | 53 | 56 | 52 | 44 | 13 |
| Folk..... | 14 | 26 | 29 | 30 | 26 | 26 | 20 |
| Liked more by the older age groups | | | | | | | |
| Opera..... | 3 | 5 | 10 | 15 | 14 | 14 | 16 |
| Barbershop..... | 5 | 7 | 12 | 20 | 23 | 27 | 23 |
| Hymns/gospel..... | 21 | 28 | 38 | 41 | 46 | 50 | 55 |

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Source: Harold Horowitz, The American Jazz Music Audience, National Jazz Service Organization, Washington, D.C., September 8, 1986, table 17, p. 67. (Data are from the 1982 SPPA.)

Table 9-22.
Overall opinion of recording buyers of selected music types by sex and age: 1986

| | (proportion indicating like "somewhat" to "very much") | | | | | |
|--------------------|--------------------------------------------------------|--------|-------|-------|-------|-------|
| | Sex | | Age | | | |
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 |
| | (percent) | | | | | |
| Country..... | 46 | 54 | 48 | 46 | 54 | 60 |
| Rock..... | 61 | 50 | 80 | 65 | 44 | 25 |
| Soft rock..... | 63 | 75 | 76 | 70 | 70 | 62 |
| Classical..... | 39 | 42 | 34 | 35 | 48 | 50 |
| Jazz..... | 32 | 35 | 35 | 33 | 33 | 33 |
| Black or soul..... | 22 | 32 | 35 | 28 | 26 | 19 |
| Gospel..... | 26 | 37 | 21 | 29 | 38 | 41 |

Source: Country Music Association, A New Look at Building Country Music Radio Audiences, Ed Benson and Judi Turner, eds., Nashville, TN, 1987, p. 13.

Methodological note: The data comes from a "market structure" study in which "Country Music" was studied in relation to rock, soft rock, jazz, black or soul, classical, and gospel music. The study was conducted in the following 12 cities with a sample of 486 people: San Diego, Seattle, Dallas, Houston, Phoenix, Chicago, St. Louis, Birmingham, Jacksonville, Memphis, Boston, and Pittsburgh. Interviews were conducted in shopping malls between February 21 and March 21, 1986, with some supplemental interviewing in April 1986. To be included, a possible interviewee had to be 18 to 54 years old, white, and have purchased a music recording for themselves within the previous 3 months.

Table 9-23.
Characteristics of country music audience: 1989

| (percentage distribution) | | |
|------------------------------|--------------------|-----------------------|
| Age | Country preference | All other preferences |
| 18-24..... | 11 | 18 |
| 25-34..... | 21 | 22 |
| 35-44..... | 23 | 16 |
| 45-54..... | 20 | 13 |
| 55-64..... | 14 | 15 |
| 65+ | 10 | 16 |
| Socioeconomic market cluster | Country listeners | Total U.S. population |
| Cluster 1-3..... | 40 | 24 |
| Cluster 4-6..... | 40 | 42 |
| Cluster 7-8..... | 10 | 21 |
| Cluster 9-10..... | 10 | 14 |

Note: Based on market surveys conducted by Arbitron.

Source: Country Music Association, The Country Music Radio Listener. A Special Arbitron Ratings Study, Nashville, TN, 1989, pp. 10, 14, 15.

Observational Note: The report notes that Country Music has become the music with the widest appeal other than rock and roll and the rural roots of Country Music have long ago spread to encompass a much wider range of people.

"Arbitron's ClusterPlus analysis of the societal concentrations of Country Music audiences shows that the current Country Music listener is a thousand miles away in lifestyle from the uneducated, rural stereotype once identified with the music. Country Music audiences cluster highest in the three groups most identified with commercial purchasing influence: Clusters 1-3. These groups are composed of the well-educated, affluent professional families of the city and suburbs."

Methodological Note: The market cluster analysis is based on ClusterPlus, a market segmentation system developed by Donnelley Market Information Services to profile a market or audience by lifestyles. Based on the 1980 Census, Donnelley has analyzed over 1,600 demographic characteristics by ZIP code. Donnelley updates its analysis annually. Every residential ZIP code in the U.S. is assigned to the one cluster which best describes the lifestyle of the people who live there. Clusters are described as follows: Clusters 1-3 (upscale, better education, professional, urban, suburban); Clusters 4-6 (white color, young or middle aged, above average income); Clusters 7-8 (average income, older, rural, old homes); Clusters 9-10 (downscale, urban, ethnic, old housing, less educated, rural).

Table 9-24.
Musical activities of 9, 13, and 17 year olds by age group and sex: 1979

| Musical activities in 1979 | 9 year olds | | | 13 year olds | | | 17 year olds | | |
|-----------------------------------------------------|-------------|------|--------|--------------|------|--------|--------------|------|--------|
| | Both sexes | Male | Female | Both sexes | Male | Female | Both sexes | Male | Female |
| | (percent) | | | | | | | | |
| Listen to music..... | 38.3 | 36.1 | 40.6 | 90.3 | 87.5 | 93.0 | 98.5 | 97.9 | 99.1 |
| Sing by yourself just for fun. | 45.3 | 38.3 | 52.5 | 60.1 | 47.1 | 72.8 | 71.2 | 58.0 | 83.7 |
| Sing with friends for fun..... | 39.9 | 30.4 | 49.7 | 41.3 | 24.6 | 57.5 | 48.9 | 34.4 | 62.7 |
| Sing in a church or community group..... | 43.6 | 42.4 | 44.9 | 26.8 | 22.6 | 30.9 | 20.3 | 15.1 | 25.4 |
| Play a musical instrument by yourself for fun..... | 35.3 | 35.9 | 34.7 | 40.3 | 38.5 | 42.1 | 39.2 | 35.6 | 42.7 |
| Play a musical instrument with friends for fun..... | 26.2 | 26.0 | 26.4 | 22.5 | 22.0 | 23.0 | 21.6 | 22.1 | 21.0 |
| Play a musical instrument in a community group..... | 20.1 | 20.5 | 19.8 | 10.6 | 10.3 | 10.9 | 8.2 | 8.0 | 8.4 |
| Take a music lesson..... | 36.3 | 33.6 | 39.1 | 23.0 | 20.4 | 25.5 | 11.9 | 9.8 | 13.8 |
| Make up your own music..... | 50.3 | 47.4 | 53.4 | 36.7 | 36.1 | 37.2 | 28.3 | 30.0 | 26.7 |

Source: U.S. Department of Education, National Institute of Education, National Assessment of Educational Progress, Music, 1971-79: Results from the Second National Music Assessment, November 1981.

As included in Daniel V. Steinel, Music and Music Educators: Data and Information, Music Educators National Conference, Reston, VA, 1984, table 4.3.

Methodological note: The National Assessment of Education Progress (NAEP) is a project funded by the National Institute of Education and prior to 1984 carried out by the Education Commission of the States. Beginning in 1984, the Educational Testing Service (ETS) assumed over responsibility for NAEP. The overall goal of the project is to determine the Nation's progress in education. To accomplish this, a cross-sectional study was designed and initially implemented in 1969. Each year since 1969, National Assessment has gathered information about levels of educational achievement across the country. NAEP surveys the educational attainments of 9, 13, and 17 year olds, and young adults (ages 25 to 35) in 10 learning areas. Different learning areas are assessed every year, and all areas are periodically reassessed to measure possible changes in educational achievement.

A multistage probability sample is used by NAEP. The primary sampling units are stratified by region, and within region by State, size of community, and for the two smaller sizes of community strata, by socioeconomic level. The design of the NAEP changed substantially with the change in administration to the Educational Testing Service in 1984.

Participating students are administered instruments designed to assess their attainment of specific tasks. Assessment exercises are administered to individuals or small groups by trained personnel. Information from NAEP is subject to both nonsampling and sampling error. Nonsampling errors may include nonparticipation and instrumentation. Nonparticipation is minimized through oversampling, although this does not assess the bias of nonparticipants. Instrumentation nonsampling error occurs if the NAEP assessment instruments do not adequately measure what is being taught and, in turn, what is being learned by the students. This information is from National Center for Education Statistics, The Condition of Education: 1983 Edition, p. 235.

Table 9-25.

Differences in rates of exposure to art socialization experiences (including lessons or classes and parent-mediated experiences): 1982 and 1985

| Category | Estimated participation rates | | Evaluation of significance* |
|-------------------------------------------------------------------------|-------------------------------|-------------------|-----------------------------|
| | 1982 (N=1,572) | 1985 (N=2,374) | |
| Lessons or classes (percent citing some exposure) | | | |
| Music..... | 48 | 47 | Not significant |
| Visual arts..... | 25 | 25 | No change |
| Acting..... | 9 | 10 | Not significant |
| Ballet..... | 8 | 8 | No change |
| Creative writing..... | 20 | 8 | Not significant |
| Arts/crafts..... | 33 | 34 | Not significant |
| Art appreciation..... | 21 | 19 | Not significant |
| Music appreciation..... | 22 | 20 | Not significant |
| Parent mediated (percent indicating parent often did the action) | | | |
| Listened to classical music/opera..... | 8 | 9 | Not significant |
| Took to museums..... | 5 | 5 | No change |
| Took to plays/dance/classical music performances..... | 6 | 5 | Not significant |
| Encouraged reading..... | 38 | 37 | Not significant |

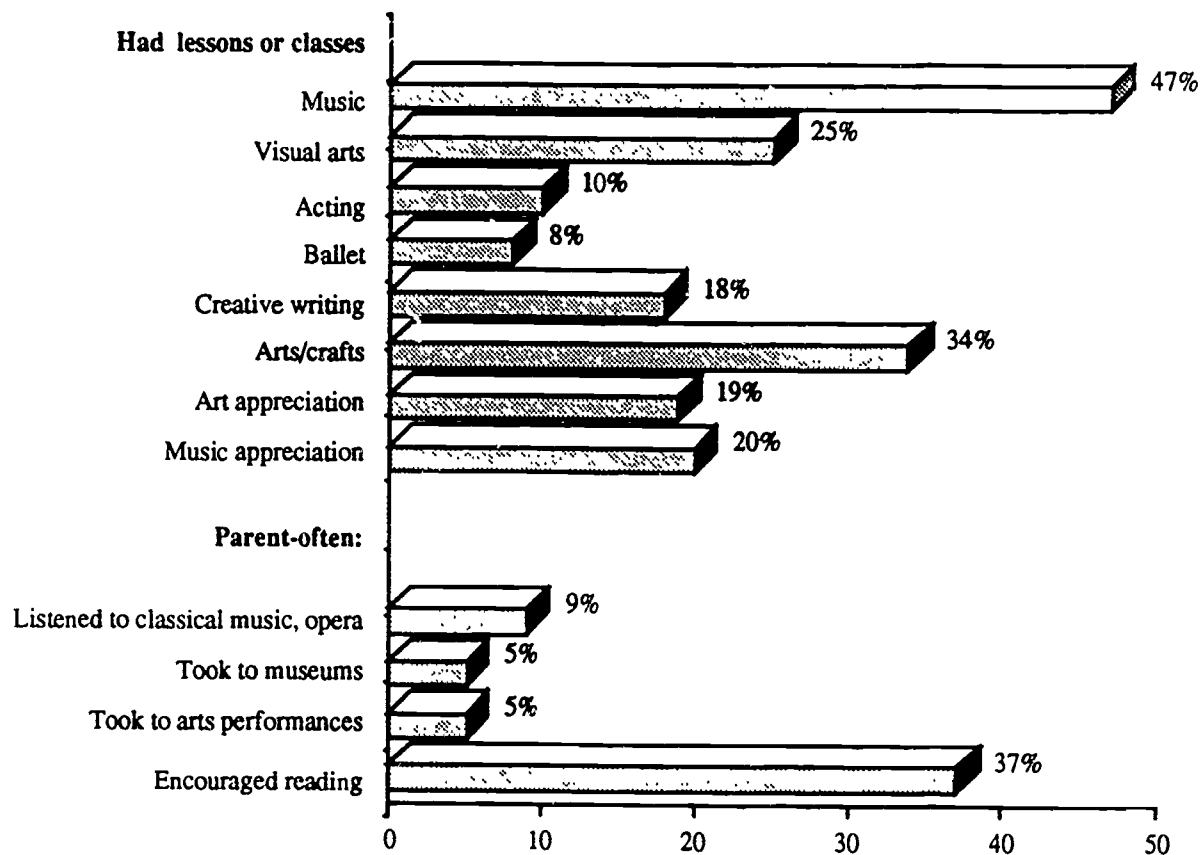
Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

*No changes were significant at the 95 percent confidence level in this group.

Source: National Endowment for the Arts, Research Division, "Public Participation in the Arts 1982 and 1985 Compared," Washington, D.C., Note 27, December 1987. (Data are from the 1982 and 1985 SPPA.)

Chart 9-3

Percentage of the population with art socialization experiences (including lessons, classes, and parent-mediated experiences): 1985



Source: Survey of Public Participation in the Arts; See table 9-25 for full citation.

Table 9-26.

Cultural socialization in family by race and ethnicity: 1982 and 1985

| Race/ethnicity | Parents listened to classical music (a) | | Parents took to art museums/galleries (a) | | Parents took to plays/dance/classical music (a) | | Parents encouraged reading (a) | |
|----------------|-----------------------------------------|------------------|-------------------------------------------|------------------|-------------------------------------------------|------------------|--------------------------------|------------------|
| | 1982 (N=5372) | 1985 (N=2289) | 1982 (N=5379) | 1985 (N=2290) | 1982 (N=5374) | 1985 (N=2284) | 1982 (N=5383) | 1985 (N=2294) |
| | (percent) | | | | | | | |
| White..... | 32.64 | 34.19 | 35.53 | 36.64 | 33.05 | 33.59 | 40.36 | 39.08 |
| Black..... | 18.84 | 22.17 | 26.86 | 26.07 | 20.31 | 29.13 | 32.82 | 37.91 |
| Hispanic..... | 16.56 | 25.05 | 22.76 | 27.09 | 20.36 | 23.16 | 22.26 | 20.06 |
| Asian..... | (b) | 48.70 | (b) | 43.30 | (b) | 32.86 | (b) | 46.66 |

Note: Includes weighted full sample for rotating items for 1982 and June-January for 1985. See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

(a) These numbers reflect weighted percentages of groups reporting that parents are engaged in activities "occasionally or often" for all columns, except "encouraged reading" which refers to just "often."

(b) In 1982, Asian-Americans were in an "Other" category not included in this analysis.

Source: Paul DiMaggio and Francie Ostrower, Race, Ethnicity and Participation in the Arts: Patterns of Participation by Black, Hispanic, and White Americans in Selected Activities from the 1982 and 1985 Surveys of Public Participation in the Arts, Report to the National Endowment for the Arts, Research Division, Yale University, New Haven, CT, 1987, Table 2-6. (Data are from the 1982 and 1985 SPPA.)

Table 9-27.
Socialization experiences by age: 1982

| Age group | Never attended a play, dance, classical concert, or art museum in their youth | Never had a music or art appreciation class prior to age 25 | Never had music, acting, writing, ballet, art, or craft lessons prior to age 25 | Never had an arts-related socialization experience prior to age 25 | Never heard classical music or opera played in their home during their youth |
|-------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------|
| (percent of adult population) | | | | | |
| 18-24 years | 44.2 | 73.0* | 22.5 | 12.5 | 70.1 |
| 25-31 years | 48.9 | 62.4 | 25.2 | 14.8 | 69.3 |
| 32-42 years | 56.8 | 68.8 | 40.3 | 26.5 | 70.5 |
| 43-61 years | 60.7 | 78.4 | 52.2 | 37.1 | 70.4 |
| 62+ years | 71.7 | 87.7 | 64.7 | 48.2 | 75.7 |
| Total | 57.4 | 74.9 | 43.0 | 29.5 | 71.2 |

Note: Uses 1982 data for November and December only during which time there were 2,678 valid responses. This sample was selected because it was the time frame in which respondents were asked all of the socialization questions. See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

*Many respondents are still in school as well as not having reached age limit at which many people have appreciation classes.

Source: Richard J. Orend, Socialization in the Arts from the 1982 Survey of Public Participation in the Arts, Report to the National Endowment for the Arts, Research Division, Washington, D.C., 1987, table 8, p. 21. (Data are from the 1982 SPPA.)

Table 9-28.

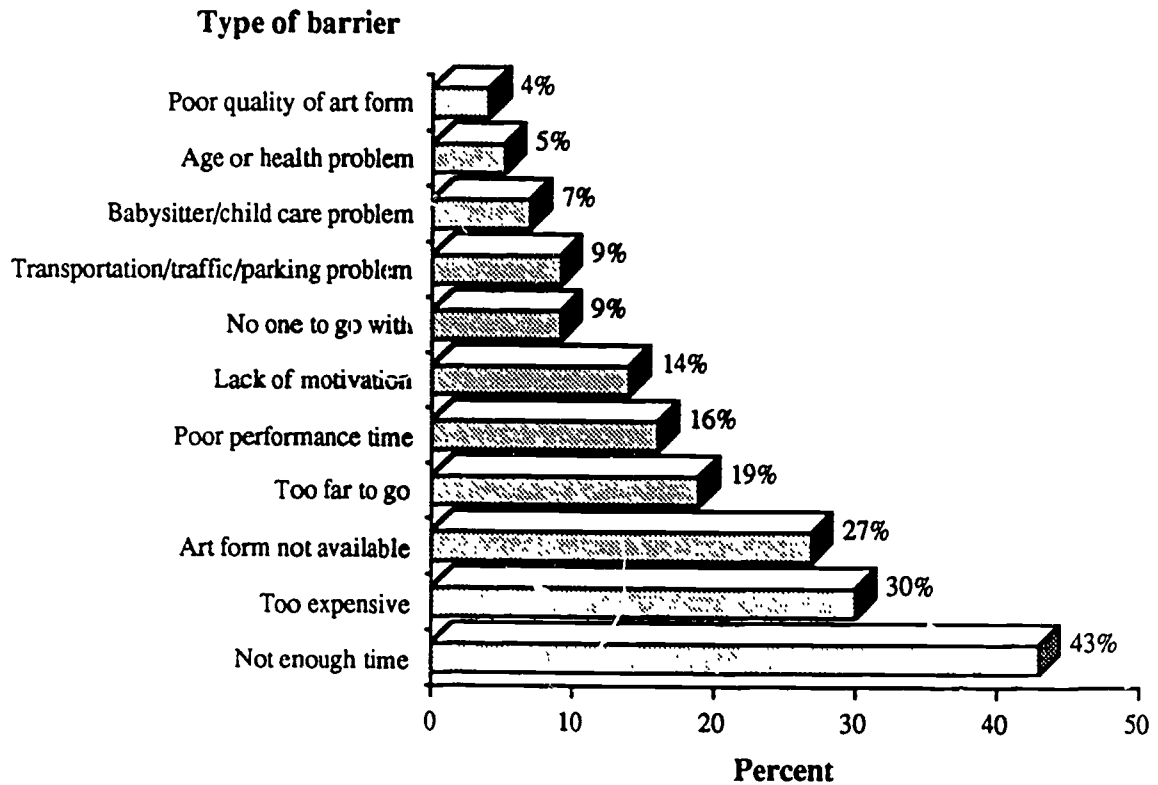
Age and the desire to increase attendance at performing arts events and art museums: 1982

| Age group | Adult persons indicating wish to attend more | | | | | | |
|-----------------|----------------------------------------------|-----------------|-------|-----------------------------|-------|--------|-------------|
| | Jazz music | Classical music | Opera | Musical plays and operettas | Plays | Ballet | Art museums |
| 1982 results | (percent) | | | | | | |
| Total..... | 18 | 18 | 7 | 33 | 25 | 12 | 31 |
| 18-24 yrs..... | 27 | 12 | 3 | 28 | 23 | 12 | 32 |
| 25-34 yrs..... | 26 | 19 | 6 | 35 | 30 | 13 | 40 |
| 35-44 yrs..... | 17 | 22 | 8 | 36 | 28 | 12 | 33 |
| 45-54 yrs..... | 16 | 23 | 10 | 38 | 28 | 13 | 29 |
| 55-64 yrs..... | 10 | 18 | 9 | 33 | 22 | 10 | 25 |
| 65-74 yrs..... | 8 | 16 | 10 | 28 | 17 | 10 | 22 |
| 75-96+ yrs..... | 5 | 17 | 12 | 25 | 14 | 11 | 18 |

Note: See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

Sources: (1982) National Endowment for the Arts, Research Division, "Age, Desire and Barriers to Increased Attendance at Performing Arts Events and Art Museums," Washington, D.C., Note 14, February 1986. (Data are from the 1982 SPPA.)

Chart 9-4.
Perception of barriers to increased attendance at performing arts events and art museums by full adult population: 1982



Source: Survey of Public Participation in the Arts, 1982; See table 9-29 for full citation.

Table 9-29.

Metropolitan area (SMSA) residence and the perception of barriers to increased attendance at performing arts events and art museums: 1982

| | Full adult population | Central city of SMSA | Not in central city of SMSA | Not in SMSA | | | | |
|-------------------------------------|-----------------------|----------------------|-----------------------------|-------------|------|---------|------|---------|
| Number of persons in group..... | 164,575,000 | 44,225,000 | 66,438,000 | 53,912,000 | | | | |
| Percent desiring more activity..... | 63.0 | 62.0 | 67.9 | 55.7 | | | | |
| Type of barrier | Rank | Percent | Rank | Percent | Rank | Percent | Rank | Percent |
| Not enough time..... | 1 | 42.6 | 1 | 45.5 | 1 | 50.0 | 3 | 29.2 |
| Too expensive..... | 2 | 29.9 | 2 | 37.9 | 2 | 31.8 | 4 | 19.7 |
| Art form not available..... | 3 | 27.2 | 3 | 18.3 | 4 | 17.7 | 1 | 49.0 |
| Too far to go..... | 4 | 19.0 | 8 | 9.8 | 5 | 15.9 | 2 | 31.8 |
| Poor performance time..... | 5 | 15.8 | 5 | 15.6 | 3 | 19.6 | 5 | 10.4 |
| Lack of motivation..... | 6 | 13.8 | 4 | 17.7 | 6 | 14.5 | 6 | 9.2 |
| No one to go with..... | 7 | 9.2 | 6 | 11.1 | 7 | 10.2 | 8 | 5.9 |
| Transport/traffic/parking problem.. | 8 | 8.6 | 7 | 10.0 | 8 | 9.0 | 7 | 6.7 |
| Babysitter or child care problem... | 9 | 6.8 | 9 | 8.0 | 9 | 7.2 | 9 | 5.3 |
| Age or health problem..... | 10 | 4.7 | 10 | 6.1 | 11 | 4.0 | 10 | 4.4 |
| Poor quality of art form..... | 11 | 4.0 | 11 | 5.3 | 10 | 4.8 | 11 | 1.9 |
| Fear of crime..... | 12 | 2.8 | 12 | 4.0 | 12 | 3.4 | 15 | 0.9 |
| Prefer to watch TV..... | 13 | 2.0 | 13 | 2.7 | 15 | 2.0 | 12 | 1.4 |
| Tickets sold out..... | 14 | 1.8 | 14 | 2.3 | 13 | 2.2 | 17 | 0.7 |
| Lack of knowledge of events..... | 15 | 1.7 | 15 | 2.3 | 16 | 1.9 | 13 | 1.0 |
| Work related problem..... | 16 | 1.6 | 16 | 1.5 | 14 | 2.2 | 16 | 0.8 |
| Problem related to handicap..... | 17 | 1.2 | 17 | 1.4 | 17 | 1.2 | 14 | 0.9 |
| Feel uncomfortable..... | 18 | 0.9 | 18 | 0.8 | 18 | 1.2 | 18 | 0.6 |
| Prefer something else..... | 19 | 0.6 | 19 | 0.7 | 20 | 0.7 | 19 | 0.4 |
| Don't go out at night..... | 20 | 0.6 | 20 | 0.6 | 19 | 0.7 | 21 | 0.4 |
| Don't know..... | 21 | 0.5 | 21 | 0.5 | 21 | 0.6 | 20 | 0.4 |
| Moved recently or in transit..... | 22 | 0.2 | 22 | 0.3 | 22 | 0.3 | * | * |

Note: Types of barriers sum to more than 100 percent because of multiple choices by survey respondents. See table 9-1 for general methodological note on Survey of Public Participation in the Arts (SPPA).

*No cases in sample

Source: National Endowment for the Arts, Research Division, "Population Location and the Barriers of Art" from 'Not Available' to 'Too Far to Go', Washington, D.C., Note 18, September 1986. (Data are from the 1982 SPPA.)

Table 9-30.
Barriers to increased attendance at performing arts events and art museums, by selected background characteristics: 1985

| Characteristic | Type of barrier (N=2,357) | | | |
|---------------------------------------------|---------------------------|------|--------|----------|
| | Cost | Time | Access | Personal |
| (percent of respondents mentioning barrier) | | | | |
| Sex | | | | |
| Male | 24 | 50 | 40 | 24 |
| Female | 33 | 43* | 46* | 26* |
| Race | | | | |
| White | 2 | 46 | 45 | 26 |
| Black | 41 | 42 | 35 | 20 |
| Other | 35* | 63 | 17* | 20 |
| Age | | | | |
| 18 - 24 | 33 | 55 | 42 | 24 |
| 25 - 29 | 36 | 49 | 39 | 25 |
| 35 - 39 | 31 | 53 | 44 | 18 |
| 45 - 49 | 22 | 54 | 41 | 27 |
| 55 - 59 | 24 | 45 | 44 | 33 |
| 65 - 69 | 26 | 13 | 58 | 30 |
| 75+ | 13* | 8* | 57* | 22* |
| Labor force participation | | | | |
| Yes | 30 | 55 | 40 | 24 |
| No | 29 | 29* | 51* | 27 |
| Education | | | | |
| Elementary school | 43 | 24 | 35 | 27 |
| Some high school | 25 | 34 | 48 | 24 |
| High school graduate | 31 | 41 | 43 | 27 |
| Some college | 30 | 56 | 46 | 21 |
| College graduate | 28 | 54 | 41 | 23 |
| Postgraduate | 30 | 51* | 39 | 30 |
| Family income | | | | |
| Under \$5,000 | 37 | 63 | 41 | 15 |
| \$5,000 - \$9,999 | 41 | 23 | 40 | 32 |
| \$10,000 - \$14,999 | 29 | 36 | 46 | 29 |
| \$15,000 - \$24,999 | 38 | 40 | 46 | 23 |
| \$25,000 - \$49,999 | 22 | 53 | 45 | 21 |
| \$50,000 and over | 22* | 79* | 34 | 29* |
| Household composition | | | | |
| Married, no children | 23 | 49 | 46 | 26 |
| Married, with children | 36 | 46 | 40 | 20 |
| Not married, no children | 27 | 30 | 44 | 33 |
| Not married, with children | 41 | 41 | 38 | 20 |
| Never married, no children | 31* | 54* | 43 | 25* |
| Number of children under 6 years | | | | |
| 0 | 28 | 47 | 45 | 26 |
| 1 | 34 | 45 | 38 | 23 |
| 2 or more | 42* | 46 | 38 | 13* |
| Number of children 6 to 11 years | | | | |
| 0 | 28 | 46 | 44 | 26 |
| 1 | 38 | 47 | 41 | 21 |
| 2 or more | 32* | 46 | 42 | 13* |

Notes: Uses responses collected during the month of January from 2,357 respondents. See table 9-1 for general methodological note on Surveys of Public Participation in the Arts (SPPA).

*Differences in reasons given for not attending more arts events are significant ($p < .05$) across categories of the background characteristics.

Source: Jerry West, *Public Participation in the Arts: Demand and Barriers*. Prepared for the National Endowment for the Arts, Research Division, Washington, D.C., 1987, table 6, pp. 37-38. (Data are from the 1985 SPPA.)

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Appendix 3

Regional Classification

Appendix 3 - Regional Classification

U.S. Bureau of Economic Analysis,
of the U.S. Department of Commerce Regions

Northeast

Connecticut
Delaware
District of Columbia
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

Southeast

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee
Virginia
West Virginia

Central (Middle)

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

West

Alaska
Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oklahoma
Oregon
Texas
Utah
Washington
Wyoming

U.S. Bureau of Census, Current Population Survey Regions

Northeast

(New England)

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

(Middle Atlantic)

New York
New Jersey
Pennsylvania

South

(South Atlantic)

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

(East South Central)

Kentucky
Tennessee
Alabama
Mississippi

(West South Central)

Arkansas
Louisiana
Oklahoma
Texas

Midwest

(East North Central)

Ohio
Indiana
Illinois
Michigan
Wisconsin

(West North Central)

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

West

(Mountain)

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

(Pacific)

Washington
Oregon
California
Alaska
Hawaii