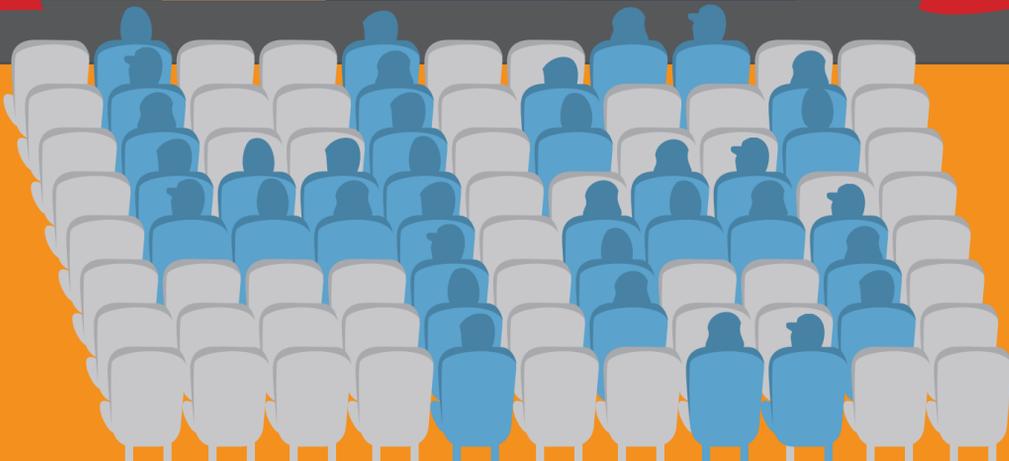


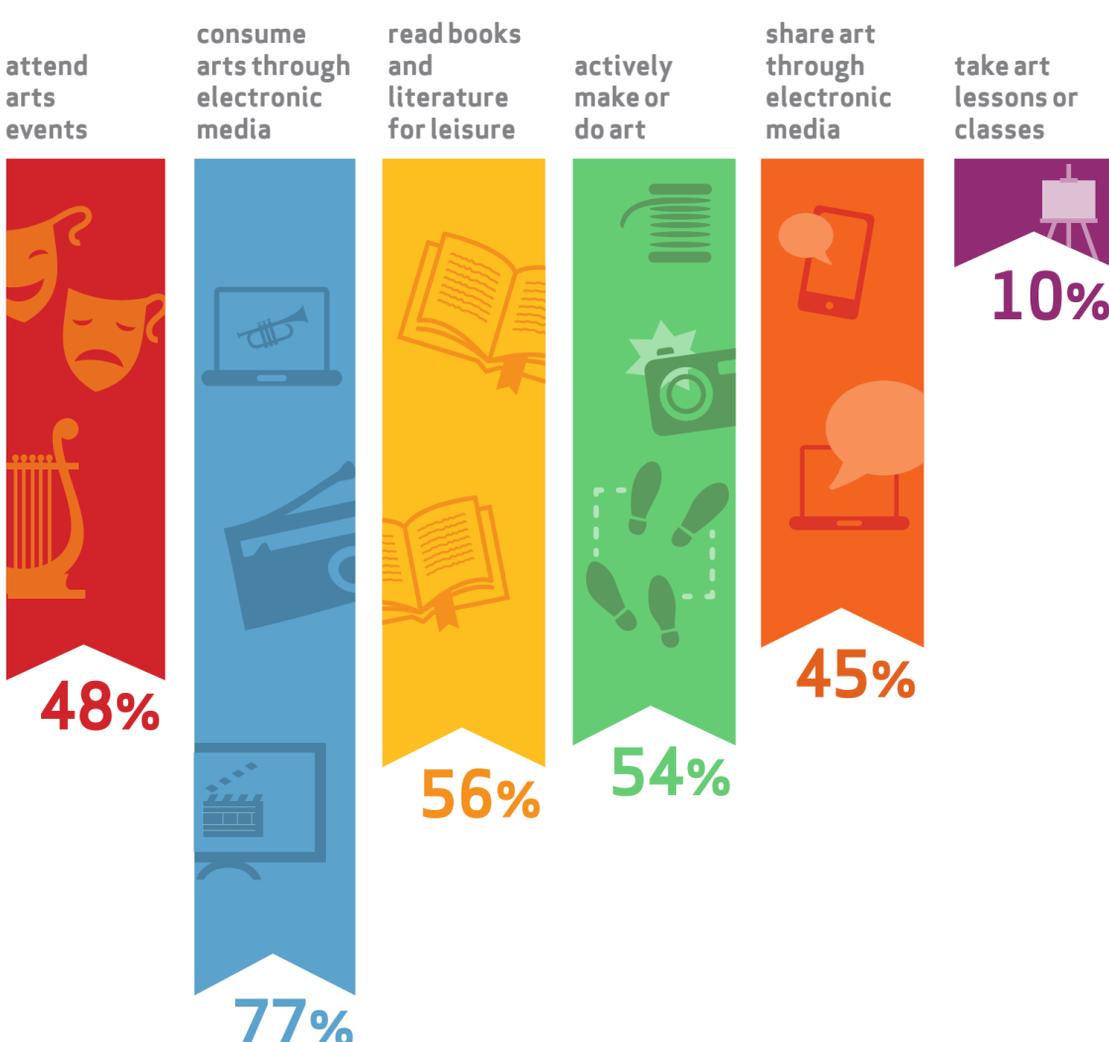
A Closer Look at Arts Engagement in California

Arts event attendance in California has fallen 10%*

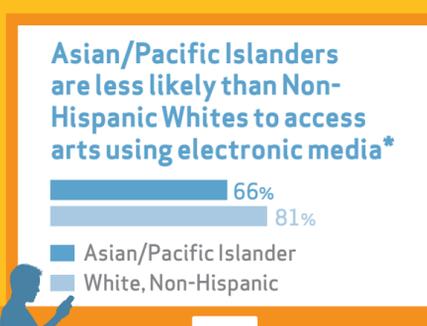
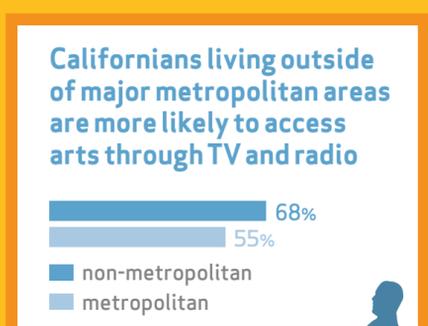
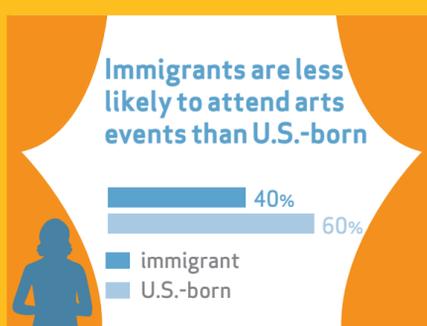
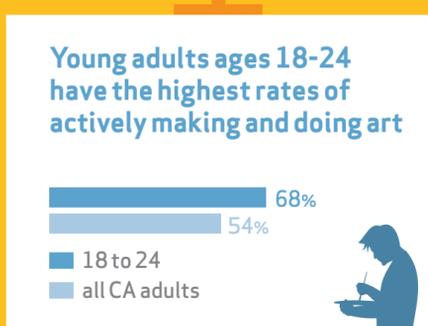


*Arts events are defined as: dance performances, theater, jazz, classical music, opera, art museum, craft fair or arts festival.

Californians are attending arts events less, however they are participating in arts in other ways:



The SPPA gives insights into how art participation varies across California's diverse population. Some examples:



* Electronic media refers to: TV, radio, handheld and mobile devices, internet, & DVD, CD, tape or record players.

The second part to this study, The Cultural Lives of Californians, will provide a fuller understanding of how Californians are encountering, engaging with, and participating in art. The two-part study as a whole aims to evolve understanding of what arts participation is and to better understand the implications of the changing cultural landscape.