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# Table of Contents

Overview ........................................................................................................................................... 2
Acknowledgements ................................................................................................................................. 3

I. Sampling Design and Weighting ......................................................................................................... 4
   Sample Design Background ............................................................................................................... 4
   Weighting and Estimation .................................................................................................................. 8

II. Survey Administration ...................................................................................................................... 10
   Data Collection and Maximizing Response Rates ............................................................................ 10
   Survey Interviews ............................................................................................................................. 14

III. Questionnaire Frame and Design .................................................................................................. 15
   Frame/Opening Question .................................................................................................................... 15
   Question Design ............................................................................................................................... 16

IV. Comparing the California Survey with the Survey of Public Participation in the Arts........... 20
   Survey Administration ...................................................................................................................... 20
   Questionnaires ................................................................................................................................ 24
   Survey Results .................................................................................................................................. 24

Works Cited ......................................................................................................................................... 27

Appendix: Annotated Questionnaire .................................................................................................... 28

List of Figures

Figure 1. Map of California’s Metro Regions ..................................................................................... 5

List of Tables

Table 1. Distribution of Completes by Region in California ................................................................. 7
Table 2. Completes by Frame and Target Area .................................................................................... 8
Table 3. Case Statuses ......................................................................................................................... 13
Table 4. Interview Length .................................................................................................................... 14
Table 5. Examples of Differences in Findings .................................................................................... 25
Table 6. Summary Comparison of California Survey and SPPA ...................................................... 26
Overview

The primary goal of the *California Survey of Arts & Cultural Participation* is to measure the ways Californians are encountering, experiencing and participating in art. Resulting from a rigorous design phase that included in-depth interviews with cultural experts, fieldwork in the San Joaquin Valley and an extensive review of the literature\(^1\) and existing surveys — used in the U.S. and across the globe — the *California Survey* asks a wide range of questions about what Californians do to engage with arts and culture. In addition to gathering information about the activities that people did, the *California Survey* asks questions to elicit further detail about their participation, such as how frequently and where they typically engage in particular activities, and what participating in arts and cultural activities means to them.

This report provides technical background on the *California Survey of Arts & Cultural Participation*, including details of the sampling and weighting procedures in Section I of the report and of the survey’s administration in Section II. Section III provides an overview of the survey’s frame and questionnaire design. In the final section of the report, we discuss how the *California Survey* compares to the National Endowment for the Arts’ *Survey of Public Participation in the Arts* (SPPA),\(^2\) the primary source of national data on arts participation in the U.S., in terms of the surveys’ administration, design and results for California.

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2 For more information on the SPPA, see: [http://arts.gov/publications/additional-materials-related-to-2012-sppa](http://arts.gov/publications/additional-materials-related-to-2012-sppa)
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We wish to thank our colleagues at NORC and the Cultural Policy Center at the University of Chicago for their assistance in preparing this report: Rebeccah Duvoisin, Gwen Rugg and Jaclyn Wong for their research assistance throughout this study; and Katie Dekker, Becki Curtis and Wei Zeng for their sampling and statistical expertise. We would also like to express our gratitude to David Chearo and the staff of the University of Chicago Survey Lab for their dedicated work on this survey.
I. Sampling Design and Weighting

The *California Survey of Arts & Cultural Participation* sample is comprised of 1,238 adult respondents (aged 18 and older), identified through a stratified random sample of individuals living throughout California in households containing mobile or landline telephones. Our goals were to represent the adult population of California while ensuring sufficient completed interviews in targeted subgroups to permit analyses of interest. Our first step was to stratify California into two separate areas, comprising the largest metropolitan areas and the remaining smaller metropolitan and rural areas (Figure 1). The reason for this stratification was to avoid over-representing urban populations at the expense of more rural areas. The study originally targeted approximately 1,200 completes across California, of which 800 would be from the largest metro areas and 400 from the remainder, which is roughly in proportion with the state population distribution.

We then fielded three types of sample in each stratum: landline random-digit dial, cell random-digit dial, and race-targeted lists for African American and Chinese ethnicity populations. The *California Survey* can be described as a dual-frame Random-Digit-Dialing (RDD) telephone design (landline plus cell) with a supplement of race/ethnicity list sample. In so doing, our frame would include all telephones in California during the study period. It is considered best practice to field both landline and cell samples to avoid the risk of bias potentially introduced by not including cellphone “only” or “mostly” households. Lists of likely African American or Chinese ethnicity households were used to augment the total number of completed interviews in those groups in order to permit comparative analyses of these populations. In addition, we oversampled African American and Chinese ethnicity respondents due to investigator interest.

Sample Design Background

As mentioned above, we executed a dual-frame telephone design for the *California Survey* — a random-digit-dial of both landline and cellphone households. The original plan was for a 12-week field period. Thus a telephone design was most appropriate given deadlines for data and report delivery. We had initially considered a multi-mode address-based (ABS) approach, which would have contacted respondents via a mail, telephone, web or in-person depending on the design implementation. An ABS approach would have required significantly more time for multiple mailings, and would not have been feasible for a 12-week field period. Second, an ABS design would carry cost implications that were deemed infeasible for the current work.
Figure 1. Map of California’s Metro Regions

Geography was split into “Large Metro Regions” and “Remainder of California.” Counties included in the “Large Metro Regions” category are:

1. Alameda
2. Contra Costa
3. El Dorado
4. Los Angeles
5. Marin
6. Napa
7. Orange
8. Placer
9. Sacramento
10. San Diego
11. San Francisco
12. San Mateo
13. Santa Clara
14. Santa Cruz
15. Solano
16. Sonoma
17. Sutter
18. Yolo
19. Yuba

These regions comprise the Bay Area, greater Sacramento, greater Los Angeles, and Orange and San Diego counties and are designated in the red areas on the map.

NORC is an industry leader in sampling methodology and design for dual-frame random-digit-dial (RDD) surveys. Our innovative approach to allocating sample across the two frames has allowed us to increase coverage while containing costs, bias and design effects for such surveys as the National Immunization Survey, National Survey of Children with Special Health Care Needs and National Survey of Children’s Health. Dual-frame approaches are also implemented on notable cultural surveys including the Public Policy Institute of California. Including cellphones in a telephone survey avoids coverage issues with
landline-only households, and thus avoids the over-inclusion of higher-income, non-Hispanic White households.

Based on recent results from the National Health Interview Survey, 34 percent of U.S. households are cellphone-only, and 32 percent of U.S. adults live in cellphone-only households (Blumberg & Luke, 2013). With more than 28 percent of California adults living in cellphone-only households as of 2011 and with this percentage growing annually, it is imperative that the survey include a substantial cellphone sample to adequately represent this population.

We began by independently selecting RDD samples of telephone numbers from a landline-sampling frame and a cellphone sampling frame. The landline-sampling frame consisted of active California landline telephone exchanges. The landline frame was further restricted within these active exchanges to banks of 100 consecutive telephone numbers (e.g., 773-256-0000 to 773-256-0099) that contained at least one directory-listed residential landline telephone number. Such sampling is known as “list-assisted” or “1+” sampling; list-assisted RDD sampling is very common and is used to increase the working residential number rate in the sampling frame, thus reducing costs, while still providing coverage of nearly all working residential landline numbers. The cellphone sampling frame consisted of telephone numbers in all active California cellphone telephone exchanges. Because cellphone directories are not available, list-assisted sampling was not possible for cellphones. Both the landline and cellphone sampling frames were updated each quarter to reflect any new telephone exchanges and area codes.

We had recommended that approximately 40 percent of the cases be completed via cellphone interviews, with 60 percent being from landline random-digit dial. The selection of the proportion of cellphone interviews must balance the increased cost of cellphone interviewing against the design effect of the weights, and thus the effective sample size and statistical power of the survey. Given that the cellphone-population alone is approximately 30 percent in California, the under-representation of such adults will cause them to have relatively larger weights, and thus to increase the design effect. Any increase in design effect, however, must be considered against the increase in data collection costs incurred by increasing the proportion of cellphone interviews, which for a fixed cost will reduce the total sample size due to their higher marginal cost. In the landline sample, one adult was randomly selected per household interviewed. We used the “most recent birthday” method of within-household selection, a commonly used method for

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3 A telephone exchange is the first six digits of a telephone number.
achieving an equal-probability selection of one adult per household; for example, it is the method employed by the Behavioral Risk Factor Surveillance System (BRFSS).⁴

In the cellphone sample, no within-household selection was conducted, as research has shown that most cellphone households treat a cellphone as an individual device rather than a shared household device. While some level of sharing does occur (estimates range from 11 percent to 17 percent), the operational complexities of respondent selection within such households outweigh the benefits, and therefore, most surveys do not conduct within-household selection in cellphone samples (American Association for Public Opinion Research Cell Phone Task Force, 2010). For the cell-phone sample, we conducted the interview with any adult who answered the phone.

As mentioned above, our plan was to generate 1,200 completed interviews across California, 800 from the largest metro areas and 400 from the remainder; we outlined our regional distribution in Table 1 below and the map in Figure 1. The primary motivation behind this design was to guarantee that underserved locations, of particular importance to the client, were represented in our survey. Having 1,200 completes allowed us to make comparisons by cells of interest, including region, race/ethnicity (for those with sufficient completes), gender and other attributes.

Table 1. Distribution of Completes by Region in California

<table>
<thead>
<tr>
<th>Region</th>
<th>Households⁵</th>
<th>Completes</th>
<th>Sampling Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Largest Metro Areas⁶</td>
<td>8,866,639</td>
<td>800</td>
<td>.01%</td>
</tr>
<tr>
<td>Remainder of California</td>
<td>3,710,859</td>
<td>400</td>
<td>.01%</td>
</tr>
<tr>
<td>Total</td>
<td>12,577,498</td>
<td>1200</td>
<td>0.01%</td>
</tr>
</tbody>
</table>

NORC oversampled the Chinese community in California using a targeted list sample from the Marketing Systems Group (MSG) vendor to increase the expected number of Chinese ethnicity completes from approximately 30 to 150.

⁴ [http://www.cdc.gov/brfss/](http://www.cdc.gov/brfss/)
⁵ Household Counts from Census 2010.
⁶ Los Angeles County, San Diego County, Orange County, Bay Area, and Greater Sacramento.
Table 2. Completes by Frame and Target Area

<table>
<thead>
<tr>
<th></th>
<th>Largest Metro Areas</th>
<th>Remainder of California</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cellphone</td>
<td>336</td>
<td>211</td>
<td>547</td>
</tr>
<tr>
<td>Landline</td>
<td>149</td>
<td>155</td>
<td>304</td>
</tr>
<tr>
<td>List, African-American</td>
<td>166</td>
<td>34</td>
<td>200</td>
</tr>
<tr>
<td>List, Chinese Ethnicity</td>
<td>169</td>
<td>18</td>
<td>187</td>
</tr>
<tr>
<td>Total</td>
<td>820</td>
<td>418</td>
<td>1238</td>
</tr>
</tbody>
</table>

Weighting and Estimation

Survey weights must account for probabilities of selection for the sampled households and persons, adjust for nonresponse, adjust for the dual-frame (landline and cellphone) sample design, and may be calibrated to independent population control totals. Our weighting methodology minimized the variance of the resultant estimates, while still allowing appropriate analysis and comparison of results by selected population subgroups and geographic areas. Our goal in minimizing variance was to limit design effect, which reduces the effective sample size.

We prepared three sets of weights: a base weight reflecting the probability of selection of each telephone number, a final household weight for use in producing household-level estimates and a final adult weight for use in producing adult-level estimates. Our weights include the following adjustments:

- Base weighting
- Nonresponse adjustments
- Adjustment for multiple telephone lines
- Conversion to adult-level
- Dual-frame sample adjustment
- Ratio adjustments to population controls to produce final adult weight
- Weight trimming to reduce the impact of outliers

As outlined above, we created weights in order to adjust for differential probabilities of selection, the presence of multiple telephones per household and non-response. Following initial weighting, we used controls from the 2012 American Community Survey to adjust to the distributions of race/ethnicity (non-Hispanic African American, non-Hispanic White, Hispanic, other), age, gender and educational-attainment. The purpose of doing so was to reduce the bias of any resulting estimates by ensuring the
weighted respondents were demographically similar to our target areas. Following best practices, we then “trimmed” any outlier weights to limit their potential impact on design effect.
II. Survey Administration

NORC worked with the University of Chicago Survey Lab to conduct telephone interviews for the *California Survey of Arts & Cultural Participation* between November 2013 and March 2014 with adults living throughout California.

**Data Collection and Maximizing Response Rates**

Here, we briefly describe our data collection procedures.

**Drawing the Samples**

We purchased our samples of telephone numbers from Marketing Systems Group. This group identified California landline and cellphone exchanges, optionally stratified the landline sample by region and provided the requested number of sample lines for each sampling stratum. Our race-targeted sample of ethnically Chinese and African-American households came from Marketing Strategy Group.

**Formation of Replicates**

Once the samples of telephone numbers were obtained, the sampled numbers in each stratum were randomly divided into replicates, and the sample was released for dialing by replicate. Because each replicate represented a full version of the sample design, it was possible to release only the sample required to obtain the targeted number of interviews, thus reducing costs and maximizing response rates while maintaining the integrity of the sample design.

**Pre-Screening**

Prior to being released for dialing, Marketing Strategy Group put the landline sample numbers through an automated “pre-screening” process to identify as many nonworking (i.e., disconnected, modem, fax machine) and business numbers as possible. As expected, more than 50 percent of sampled landline telephone numbers (about 15,000) were pre-screened out through this process. These pre-identified non-household numbers would have otherwise been dialed by NORC, but were finalized as out of scope, providing cost savings by reducing unnecessary dials.

**Advance Letters**

We sent an advance-letter to households for whom we matched a telephone number.
Screening

Because not every sample line belonged to a household that was eligible for the survey, a series of screening questions established eligibility prior to the interview, and cases found to be ineligible were screened out. The following types of cases were coded as ineligible:

- **Nonworking and Business Numbers.** Any remaining nonworking and business numbers in the landline sample that were not identified through the pre-screening procedures described above, as well as any nonworking and business numbers in the cellphone sample, were screened out.

- **Out-of-Area Numbers.** Because the target population was households and adults living in California, any households identified as being outside of the state were screened out. Landline telephone numbers were tied to particular geographic locations with great accuracy, so only a few landline numbers were screened out in this phase for this reason. However, the assignment of geographic information to cellphone numbers is more problematic due to cellphone portability — a cellphone user may have purchased his or her cellphone in a different geographic area than he or she resides, or may have moved to a different area after the time of purchase while retaining the same cellphone number. Because of portability, despite sampling from active California cellphone exchanges, some of the households and adults identified through the cellphone sample did not actually reside in California. Any such households were screened-out as ineligible based on their zip code of residence. Note that there are an unknown number of people living in California with non-California cellphones who would be missed from this design.

- **Minor-Only Cellphones.** While landline phones are thought of as devices that are shared by all members of the household, cellphones are often individual devices used by only one member of the household. In particular, many cellphones that we reached belonged to people under the age of 18 and were not shared with an adult in the household. These “minor-only” cellphones were screened out as ineligible.

Non-response and Refusal Conversion

Non-response can occur for a variety of reasons. While there may be outright refusals, some respondents are willing to complete the survey, but are unable to at the current time or may not be the appropriate person to do so. In landline households, we interviewed a randomly selected respondent. If the interviewer began the call with an individual who was not the selected respondent, the interviewer attempted to transition to the appropriate person immediately. A series of questions were programmed within the CATI (Computer-Assisted Telephone Interview) software instrument to allow for this
transition to occur, ensuring that the new respondent received information about the study and the informed consent scripts before continuing with the interview.

If a respondent could not complete the survey at the time called, interviewers attempted to set up callbacks for a time that was more convenient for the respondent. In addition to calling at times that worked better for respondents, NORC left voicemail messages for a variety of cases. First, messages were left for cases that had not yet had any contact, in order to let respondents know who was calling and why. This message provided information about the survey and asked respondents to call back at a toll-free number in order to participate. Once an eligible household was reached, messages were left if a respondent scheduled a callback and then was not available when called. If the respondent was not able to complete the interview after starting and agreed to a follow-up call, messages were tailored to recall the section of the interview where the respondent left off and encouraged re-contact to complete the interview. Finally, near the end of data collection, the message that was left was modified to note this approaching deadline and to request contact with the respondent in the very near future to complete the interview.

When an interviewer encountered a refusal, valuable information was gleaned from that interaction. Recording that information in a “clear call” note helped the next interviewer ascertain the best approach with the household. Specific concerns (e.g., why the interview was refused) were recorded as well as any questions the respondent asked (e.g., who is the study sponsor?). All these data were automatically populated in the call note for a case and made available for the next interviewer to review, to help strategize the best way to establish rapport with the respondent, and eventually gain his or her cooperation. In addition to review by the interviewer, project staff members were able to review these data at the aggregate level to evaluate the most common reasons for refusals and whether there were certain concerns that suggested the need for an additional explication. Refusal converters made the calls to these cases and were able to tailor their introductions to the reasons for refusal.

In total, there were 71,555 calls attempted. Of these attempts, 96 percent resulted in non-response or incomplete interviews. The 1,238 completed interviews required 2,744 attempts — an average of 2.2 attempts per complete.

At the end of the data collection period, there were 1,238 completes out of 30,765 total fielded telephone number cases. Of the incomplete cases, there were 33 (0 percent) partial interviews, 2,429 (8 percent) known ineligible incomPLEtes and 27,065 (88 percent) unknown eligible incomplete cases. The non-contacts made up 75 percent of all cases. Only 7 percent of cases were non-response due to hard refusals. Data
fielding costs average approximately $86 per case, which includes $20 incentives paid to those who completed interviews.

### Table 3. Case Statuses

<table>
<thead>
<tr>
<th>Case Statuses</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Eligible Complete</strong></td>
<td>1,238</td>
<td>4.0%</td>
</tr>
<tr>
<td>Interview Complete</td>
<td>1,238</td>
<td>4.0%</td>
</tr>
<tr>
<td><strong>Eligible Incomplete</strong></td>
<td>33</td>
<td>0.1%</td>
</tr>
<tr>
<td>Partial Interview (Break-offs)</td>
<td>33</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Ineligible</strong></td>
<td>2,429</td>
<td>7.9%</td>
</tr>
<tr>
<td>Invalid Contact Information</td>
<td>1,213</td>
<td>3.9%</td>
</tr>
<tr>
<td>Out of Scope - Business</td>
<td>574</td>
<td>1.9%</td>
</tr>
<tr>
<td>Out of Scope - Language</td>
<td>306</td>
<td>1.0%</td>
</tr>
<tr>
<td>Out of Scope - Minor</td>
<td>179</td>
<td>0.6%</td>
</tr>
<tr>
<td>Out of Scope - CA Residency</td>
<td>134</td>
<td>0.4%</td>
</tr>
<tr>
<td>Out of Scope - Group Quarters</td>
<td>23</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Unknown Eligible</strong></td>
<td>27,065</td>
<td>88.0%</td>
</tr>
<tr>
<td>Non-Contact</td>
<td>23,139</td>
<td>75.2%</td>
</tr>
<tr>
<td>Contact - No Interview</td>
<td>1,841</td>
<td>6.0%</td>
</tr>
<tr>
<td>Interview Refused</td>
<td>1,989</td>
<td>6.5%</td>
</tr>
<tr>
<td>Unable to Complete Interview</td>
<td>96</td>
<td>0.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>30,765</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Survey Interviews

Considering all completed cases, the average interview length was 22 minutes. However, there were 444 interviews during which the timer recorded a minute or less. Removing these interviews from the calculation, the average interview length was 34 minutes. The longest interview was 93 minutes.

Table 4. Interview Length

<table>
<thead>
<tr>
<th>Interview Length</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 minute or less</td>
<td>444</td>
<td>35.9%</td>
</tr>
<tr>
<td>1-15 minutes</td>
<td>31</td>
<td>2.5%</td>
</tr>
<tr>
<td>15-30 minutes</td>
<td>272</td>
<td>22.0%</td>
</tr>
<tr>
<td>30-45 minutes</td>
<td>382</td>
<td>30.9%</td>
</tr>
<tr>
<td>45-60 minutes</td>
<td>88</td>
<td>7.1%</td>
</tr>
<tr>
<td>60 minutes or more</td>
<td>21</td>
<td>1.7%</td>
</tr>
<tr>
<td>Total</td>
<td>1,238</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Interview Language

NORC telephone interviewing staff includes a number of Spanish and Chinese (Mandarin) language interviewers. These interviewers completed surveys with all households that preferred to be surveyed in either of these languages. If a non-Spanish or Chinese language interviewer encountered a case that required interviewing in either of these languages, he or she made an appointment, and delivered the case to one of the interviewers capable of completing the survey in one of these other target languages. NORC used lists to complete most of the Chinese cases, which were called by Chinese language interviewers facilitating this process. That said, the majority of the Chinese ethnicity completes were completed in English.

In total, English language interviews made up 87 percent of the completed interviews. Only 4 percent of the completed interviews were in Spanish, and 9 percent were in Mandarin Chinese.
III. Questionnaire Frame and Design

As described in earlier sections of this report, the California Survey of Arts and Cultural Participation is a stand-alone survey entirely focused on arts and cultural participation. The context is set by an introduction from the interviewer that informs potential respondents that they are being asked to participate in a survey on “how people make, see or engage arts and culture in their daily lives and the creative activities that they do.” After the questions needed for sampling to select the appropriate respondent, the beginning open-ended question of the survey helps define that areas of behavior that are going to be asked about. The information in this section is also provided in Cultural Lives of Californians: Insights from the California Survey of Arts & Cultural Participation (Novak-Leonard, Reynolds, English, & Bradburn, 2015).

Frame/Opening Question

The California Survey of Arts & Cultural Participation begins with a broad, open question:

“People are involved in different types of activities that they enjoy or that are important to them. Please briefly tell me about any creative, cultural or artistic activities that you do.”

As an opening question, this prompt alerted respondents to a very broad and inclusive definition of art and artistic and cultural activity, setting the tone for the survey. In turn, they provided a richly eclectic set of responses to this question, including: writing poetry, painting Russian eggs, going to performances, animating video games, studying opera, sandblasting mirrors, creating metal sculptures, preparing for and celebrating Día de los Muertos, cooking, making bowties that incorporate people’s personality characteristics, belly dancing, wood carving and building models, customizing old cars, doing hula and Tahitian dance, making costumes and going to comedy shows. Californians collectively shared a broad range of responses; individuals also shared the range of their own personal participation. For example, one Californian shared that he goes to art museums and does online gaming and roleplaying. Another attends musical performances and helps with a church youth group’s musical team. Another attends

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7 To our knowledge, this approach is unlike all other arts participation surveys to date. UNESCO Institute for Statistics (2012) offers the most comprehensive review of surveys about arts and cultural participation conducted to date. In addition, we reviewed additional survey tools, including: Arts and Heritage in Canada: Access and Availability Survey 2012, Department of Canadian Heritage (2012); Taking Part Survey conducted by The Department for Culture, Media and Sport in the UK (2012-13); More than Bums on Seats: Australian Participation in the Arts, conducted by the Australia Council for the Arts (2010); Statistics Canada General Social Survey section on Cultural Activities and Sports Participation; and the California Cultural Census, developed by Brown & Novak, in Cultural Engagement in California’s Inland Regions (2008).
museums, theater and music concerts, and is a poetry critic. Another Californian shared that he attends modern dance concerts, and that he writes his own books and creates blessing ceremonies based on Buddhist traditions. This range of responses provides important insights into the rich panorama of artistic and cultural activities in which many Californians are engaging.

After inviting Californians to describe openly their creative, cultural or artistic activities, the survey proceeds to ask an extensive set of closed- and open-ended questions in order to understand how California’s adults are engaging in different kinds of artistic and cultural participation.

**Question Design**

Following the traditional format of survey tools, the *California Survey* consists largely of direct questioning about various forms of participation in arts and culture. Respondents then select from a set of choices, in order to count and systematically measure means of participation. There are several key aspects about the questions asked that are pertinent to the findings presented in this report:

- The *California Survey* questions focus on participation in a broad art form — such as music, dance and visual art — as opposed to specific artistic genres. For example:

  "(During the last 12 months) did you go to a live music concert or performance?"

  "...did you do any dancing?"

Artistic genres evolve, boundaries blur and new artistic forms and aesthetics are constantly taking shape. People who earn their livelihoods as artists often do not identify with or want to limit themselves by trying to understand or fit the definitions of specific genres. It is an even greater challenge, then, to pose close-ended questions about artistic genre to the general public. Consequently, precisely measuring participation in specific genres poses both substantive and technical challenges; how can it be expected that all Californian survey-takers have a shared understanding of different genre-specific terms?

Despite these challenges, attempting to gauge the types and range of genres that Californians engage with is important. Therefore, interviewers asked open-ended, follow-up questions inviting respondents to use their own language and terms to describe their type of participation in greater detail. For example:
“What kinds of music concerts and performances did you go to? For example, rock or country music concerts, performances of salsa, gospel, bhangra or Western or Chinese classical music.”

“What types or styles of dance have you done during the last 12 months?”

As done with the introductory question, interviewers used an array of examples to make the items more inclusive to respondents. For example:

“... did you do any singing? This could include activities such as singing at a worship service, beat boxing or singing for an audience.”

“... did you do any craftwork? This could include pottery, beadwork, sewing, knitting, woodwork or leatherwork.”

“... did you go see any live performances of musical or non-musical theater, puppetry, comedy events or other types of performance where people were telling stories or acting?”

“... did you attend any events that featured the work of authors, poets, rappers or storytellers?”

The survey asked questions about going to events, such as dance or theater performances, put on by adults as well as those put on by children. For example:

“... did you go see any live dance performances? This could include professional dance troupes and student dance recitals.”

Then, interviewers followed up with a series of questions, asking separately about performances or other events put on by adults versus those put on by children or students. For example:

“During the last 12 months, with the exception of performances given by children or students, how often did you attend live music concerts or performances? This could include live music performances at a festival, concert hall or elsewhere.”

The survey also included questions about how often and in what types of places people participate in specific kinds of arts and cultural activities. For example:
“...how often did you use YouTube to watch or learn about artists or their work?” [Response categories measure frequency using a range of frequency intervals from “several times day” to “never.”]

“People see live music in a variety of locations. I’d like to know where you most often saw or heard live music being played during the last 12 months.

- [Respondent’s] own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds, or open-air facility
- Community center or library
- Art/dance/music studio
- Other__________

Additional questions went beyond asking about behaviors — to surface attitudes and motivations for engaging in arts and cultural activities. For example:

“People participate in arts and culture for many reasons. I’m going to read you a list of reasons. Thinking about all of the arts and culture activities that you do, which one of the reasons comes closest to how you would describe your reason for doing them?”

Initial Internal Validity Check

Even without fully knowing what California’s adults would consider and report as creative, cultural or artistic activity, we needed to include a limited set of questions to systematically measure this activity. Using the open-ended data from the California Survey we can answer our own question about how
effectively the close-ended questions captured the range of activity that Californians consider and report as creative, cultural or artistic. After examining the free responses given to the initial open-ended question against the close-ended questions that follow in the California Survey, we find that our close-ended questions captured about 85 percent of respondents’ free responses about the “creative, cultural or artistic” activities in which they participate.

Through a coding process, members of our research team who had not been involved in the survey design process coded whether the activity reported by a respondent to an open-ended question reasonably could have been reported during a later close-ended question in the survey. This coding process found that 78 respondents did not provide an open response or only discussed sports and/or exercise, and these respondents were excluded from this exercise. Sports and exercise are certainly part of culture, writ large, however our purposes are more focused on aesthetic cultural expression. Of the remaining respondents, we concluded that 83 percent of them would have had all of the responses they provided to the open-ended question captured by a close-ended question later in the survey. Approximately 15 percent of respondents gave at least one response that reasonably would not have been captured by our close-ended questions. These responses fall into three main categories of activity: (1) attending worship services; (2) food, either preparing or consuming it; and (3) travel. We include these activities in our total of “creative, cultural or artistic” activities, and conservatively estimate that the close-ended survey questions captured about 85 percent of freely offered responses about creative, cultural and artistic activities.

For additional perspective, we also examined the open-ended responses against the National Endowment for the Arts’ historically used measures of attendance at “benchmark arts” events, which include attendance at live ballet, classical music, musical or non-musical theater, jazz or opera performances and attendance at an art museum. Approximately 25 percent of the sample from this study freely mentioned having attended such events. Further details about our coding processes are available upon request.
IV. Comparing the California Survey with the Survey of Public Participation in the Arts

It is expected that researchers will want to compare the results of our study to others on arts participation, and in so doing it is important to keep in mind fundamental differences in design and methodology between the surveys that affect comparability. In effort to develop a survey that would complement existing knowledge and strengths of existing data collections on arts participation, we studied extensively the National Endowment for the Arts’ Survey of Public Participation in the Arts (SPPA), the primary source of national data on arts participation in the United States. The California Survey of Arts & Cultural Participation, however, takes a very different approach than the SPPA. In this section, we discuss key differences between the surveys’ administration and design that underlie differences in the surveys’ results. We also highlight elements of the SPPA that were incorporated into the design of the California Survey.

Survey Administration

Probably the greatest difference between the California Survey and the SPPA lies in the context in which the survey is conducted. Since 2002, the SPPA has been conducted as a supplement to the Current Population Survey (CPS), a joint survey conducted by the United States Census Bureau and the Bureau of Labor Statistics.\(^8\) The CPS is a monthly survey whose primary purpose is to estimate the unemployment rate for the United States, but it also contains many questions about factors related to employment. The CPS is a panel survey in which respondents are interviewed eight times over a 16-month period, using a 4-8-4 rotation pattern. Each month a new sample is added and an old sample rotated off. In 2002 and 2008, the SPPA was asked of a sample of those in their final interview month who were being rotated off the CPS panel; in 2012, approximately half of all CPS interviews conducted in July received the supplemental SPPA questionnaire.\(^9\)

Priming and Recall Period

The SPPA supplement is asked directly at the end of the last core CPS question with only the transition sentences: “This month we are asking additional questions, concerning participation in the arts. The following questions are about your activities during the last 12 months between [fill today’s date], 2011

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\(^8\) For more information on the CPS, see: [http://www.census.gov/cps/](http://www.census.gov/cps/)

\(^9\) For further details, see: [http://www2.census.gov/programs-surveys/cps/techdocs/cpsjul12.pdf](http://www2.census.gov/programs-surveys/cps/techdocs/cpsjul12.pdf)
and [fill today’s date], 2012.”¹⁰ Until the first question about attendance at a live jazz performance or a live music performance, depending on which form of the core questionnaire the respondents were asked, respondents do not know what kind of activities they are going to be asked about.

There are two important things to note about the context of the SPPA. First, the CPS questions that lead up to the SPPA questions are mostly about employment and work-related qualifications. The questions immediately before the SPPA questions are about citizenship and income. There is then an abrupt shift to questions about attendance at live musical performances.

Perhaps more importantly, however, is the abrupt shift in the recall period. Most of the CPS questions are about activities in the previous week (e.g., “Were you employed last week?”) or about conditions that are in the present (e.g., “Does anyone in this household have a business or a farm?”). At the beginning of the SPPA supplement there is an abrupt shift to questions that require reports about behavior over the last 12 months, within specific dates. It is well known that accuracy of recall is influenced by the preparation respondents have to engage in recalling the asked about behavior, often called priming (Sudman & Bradburn, 1974; Sudman, Bradburn, & Schwarz, 1996; Tourangeau, 2000). The priming can be accomplished in different ways, but usually it is done by cues such as the following: “Now for questions on a different topic. I am going to ask you about going to live musical performances such as (examples)… Take your time in thinking about the answers…” Without some transition time and change in the context from the previous questions, respondents have a difficult time doing the recall task they are asked to do.¹¹

The California Survey of Arts & Cultural Participation takes a very different approach than the SPPA. First, the California Survey is a stand-alone survey. It is entirely about arts and cultural participation. The context is set by an introduction from the interviewer that informs potential respondents that they are being asked to participate in a survey on “how people make, see or engage arts and culture in their daily lives and the creative activities that they do.” After the questions needed to select the appropriate respondent within a household, the beginning open-ended question of the survey helps define the areas of behavior that are going to be asked about. By the time respondents are asked about specific attendance at

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¹⁰ Please note that these transition sentences are not fully documented in the 2012 SPPA questionnaire (S. Iyengar, personal communication, April 1, 2015), which, along with additional background and data, is available here: http://arts.gov/publications/additional-materials-related-to-2012-sppa

¹¹ In the 2002 SPPA, additional language was used to transition from the CPS Core questions to the SPPA Supplement questions; however, multiple factors likely influenced it not being retained in the 2008 and 2012 SPPA waves, including requirements to shorten the survey and the desire to curtail nonresponse to CPS supplements (S. Iyengar, personal communication, April 1, 2015).
artistic and cultural events, their memories have been extensively primed and they are able to provide more accurate recall.

There are additional differences between stand-alone surveys and piggybacked questionnaires that may also affect respondents’ answers. In 2006, NORC conducted the National Voluntary Associate Study (NVAS), a follow-up study of volunteerism with a panel from its General Social Survey (GSS) that completed a similar module several years prior. In the first GSS survey, there was a notable drop in the level of volunteerism and the size of social networks. In the NVAS several years later, the same respondents reported higher levels of volunteerism and larger social networks. NORC’s survey experts concluded that the higher rates measured in the NVAS are likely due to the following: (1) the survey was a stand-alone survey of volunteerism and social networks, focused exclusively on these topics, (2) the follow-on survey was approximately 30 minutes in length compared to nearly 2 hours for the GSS.

The CPS itself takes about 6 minutes, while the SPPA supplement is estimated to take another 10 minutes, so that the entire interview lasts about 15 to 20 minutes, only 10 of which are about arts participation. The California Survey took about 25 minutes, on average, all of which was devoted to questions about arts and cultural activities.

Timing of Data Collection

The 2012 SPPA was conducted July 15 to 21, 2012, all within one week, which is a necessary requirement for the CPS labor force participation and employment estimates. The California Survey was conducted November 2013 through March 2014, with the greatest portion of completed responses collected between January 15, 2014 and early March 2014. The timing of data collection may also affect respondent recall for various types of seasonal events.

Response Rates

As previously described, the CPS uses 4-8-4 rotation sample for a total of 16 months of panel participation. In-person interviews are done in months 1 and 13, and most others are done by phone. Being a multi-mode survey with an in-person component helps achieve higher response rates than a telephone-only survey. For households not interviewed by the CATI phone interviewing service, attempts are made to reach the households in-person by field representatives. In 2012, the SPPA had a response rate of 75 percent. The California Survey was a single interview conducted by telephone only, including cellphone and landline households, for which the industry standard response rate is typically under 20%

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percent according to the Council of American Survey Research Organizations (CASRO). The *California Survey* had a 31.6 percent weighted CASRO response rate after sample cleaning. Due the budget and timing parameters, the maximum number of call attempts was nine for a complete case and 17 for a non-complete. Differences in response rate are also expected due to the CPS being a government study as well as a panel design, both of which contribute to higher cooperation.

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14 Section II contains details on prescreening and screening steps taken for the CSACP.
Similar to the Survey of Public Participation in the Arts, the California Survey of Arts & Cultural Participation also:

- Measures participation without drawing distinctions between nonprofit and for-profit offerings
- Asks primarily about activities done within the prior 12 months

Some key differences are that the California Survey:

- Begins with an open-ended question about respondents’ own description of their creative, cultural and artistic activities
- Focuses its questions on participation in art forms — such as music, dance and visual art — as opposed to specific artistic genres
- Includes an array of examples designed to allow inclusive responses
- Asks questions about going to events, such as dance or theater performances, put on by adults as well as those put on by children

A key distinction in the questionnaire design is that the California Survey asks the majority of its questions of all respondents. Respondents are asked a series of drilldown questions for, at maximum, two types of arts participation that the respondent identified as his or her “most liked.” In contrast, and due primarily to concerns about the interview length, the SPPA questionnaire utilizes a series of rotating modules so that the entire questionnaire does not have to be administered to each respondent. In 2008, SPPA respondents answered 3 of 5 modules; in 2012, respondents answered 3 of 7 modules. The modular design results in more complex weighting considerations for analysis and cuts the available sample size for more complex analysis. Assuming that more analysis of the SPPA, and more complex analysis leveraging SPPA data are desired, the complexity of the data and available sample size are topics of concern.

Survey Results

There are approximately 25 questions on the California Survey of Arts and Cultural Participation that are closely adapted from the SPPA or used the same wording as the SPPA. Of those for which we generated

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15 SPPA questionnaires and data can also be accessed here: [http://www.icpsr.umich.edu/icpsrweb/NADAC/](http://www.icpsr.umich.edu/icpsrweb/NADAC/)
comparable state-level population estimates, the *California Survey* finds higher participation rates than the SPPA.

### Table 5. Examples of Differences in Findings

<table>
<thead>
<tr>
<th></th>
<th>California Survey</th>
<th>2012 SPPA California</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the past 12 months, did you do any acting?</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>…did you go to an arts and cultural fair or festival such as a crafts fair, a music festival or a festival with performing artists?</td>
<td>56%</td>
<td>25%</td>
</tr>
<tr>
<td>… how often did you go to the movies or go see a film?</td>
<td>78%</td>
<td>63%*</td>
</tr>
<tr>
<td>Did you purchase or acquire any pieces of art during the last 12 months? [IF R ASKS FOR CLARIFICATION, READ: such as paintings, drawings, sculpture, prints or lithographs.]</td>
<td>37%</td>
<td>8%^</td>
</tr>
<tr>
<td>During the past 12 months, did you donate any money, goods or services to a cultural or arts organization, group or project?</td>
<td>41%</td>
<td>12%**</td>
</tr>
</tbody>
</table>

2012 SPPA Question Wording: * During the last 12 months, did you go to the movies? (A3a); ^ Do you own any pieces of art, such as paintings, drawings, sculpture, prints, or lithographs? (D8a) Did you purchase or acquire any of these pieces during the last 12 months? (D8b); ** [During the last 12 months], did you donate any money, goods or services to an arts or cultural organization? (D24a)

While some of the differences may be due to the fact that SPPA was designed as a national survey and the *California Survey* covered only residents of California, the magnitude and consistency of the differences suggest that methodological differences in the questionnaires between the two surveys account for much of the difference in reported estimates of participation, even when the questions were identical.

In addition to variance due to sampling (called somewhat misleadingly “sampling error”), there are many factors influencing variance between surveys (called “measurement error”) that make comparison between surveys difficult, even when they have similar sampling designs. The most important factors for surveys that ask respondents to recall past behavior, as these surveys do, are question wording, question context and recall period (Sudman & Bradburn, 1974; Sudman et al., 1996; Tourangeau, 2000). While the direction of effects (that is whether the effect of a particular variable is to increase or decrease behavioral reports) are reasonably well known, unfortunately, there is no metric to quantify measurement error as there is for sampling error.

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16 See the annotated CSACP questionnaire provided in the Appendix for specific questions.
While we cannot put precise estimates of the effects of these major differences in the two surveys, we can be confident that the context, type of questions and length of the California Survey produce greater reports of participation in specific activities than would be produced by the SPPA, which of necessity, limits the context and length of the survey.

Table 6. Summary Comparison of California Survey and SPPA

<table>
<thead>
<tr>
<th></th>
<th>California Survey</th>
<th>2012 SPPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>VEHICLE</td>
<td>Stand-alone survey</td>
<td>Supplement to Current Population Survey</td>
</tr>
<tr>
<td>PRIMING</td>
<td>Emphasized</td>
<td>Minimal</td>
</tr>
<tr>
<td>REFERENCE TIME FRAME</td>
<td>Most questions ask about last 12 months</td>
<td>Most questions ask about last 12 months</td>
</tr>
<tr>
<td>INTERVIEW LENGTH</td>
<td>Approx. 25 minutes (on average)</td>
<td>Approx. 10 minutes</td>
</tr>
<tr>
<td>INTERVIEW MODE</td>
<td>Phone interviews only</td>
<td>Multi-mode (phone and in-person)</td>
</tr>
<tr>
<td>RESPONSE RATE</td>
<td>32%</td>
<td>75%</td>
</tr>
<tr>
<td>DATA</td>
<td>Closed- &amp; open-ended behavioral &amp; attitudinal questions</td>
<td>Closed-ended behavioral questions</td>
</tr>
<tr>
<td>QUESTIONNAIRE DESIGN</td>
<td>Majority of questions answered by all respondents; uses drilldown questions to ask details about ‘most liked’ types of arts participation</td>
<td>Rotating Modules</td>
</tr>
<tr>
<td>WEIGHTING</td>
<td>One set of weights</td>
<td>Multiple sets of weights</td>
</tr>
<tr>
<td>QUESTION WORDING</td>
<td>Focuses its questions on participation in art forms – such as music, dance, and visual art – and includes an array of examples designed to allow inclusive responses</td>
<td>“Benchmark” questions, among others, are specific to artistic genres</td>
</tr>
<tr>
<td></td>
<td>Asks questions about going to events, such as dance or theater performances, put on by adults as well as those put on by children.</td>
<td>Asks questions about going to events, such as dance or theater performances, “with the exception of elementary or high school performances”</td>
</tr>
<tr>
<td>RESULTS</td>
<td>Higher rates of participation for most comparable measures</td>
<td>Lower rates of participation for most comparable measures</td>
</tr>
</tbody>
</table>
Works Cited


Appendix: Annotated Questionnaire

INTRO

Script
Hello. This is _______ calling from the University of Chicago IF ADVANCE LETTER SENT, READ: to follow up on a letter that was sent to your home. We are conducting a survey on how people make, see or engage art and culture in their daily lives, and the creative activities that they do.

Script
The survey takes approximately 30 minutes and in appreciation for your time, we will send you $20 after you complete the survey.

ELIGIBILITY SCREEN (HARDLINE SAMPLE ONLY)

Script
For the survey, I need to speak with a person in your household — 18 years or older — who had the most recent birthday. I don't mean who’s the oldest, but who had a birthday last. Is that person available?

IF ELIGIBLE R DID NOT ANSWER PHONE, THEN REPEAT INTRO WITH ELIGIBLE R. SKIP TO R AVAILABILITY/FOLLOW UP LANGUAGE

Script
First I have a few quick questions to make sure you are eligible for the survey

A3
3. Just to confirm that we are speaking with an adult age 18 or older, please tell me the year you were born.

A4
4. Please tell me your home zip code.

R AVAILABILITY/FOLLOW UP LANGUAGE

Language to be inserted for follow up call with eligible R

A5
5. Is the phone I’m calling for business use, for personal use or a combination of the two?
   ○ Business use only
   ○ Personal use only
   ○ Combination

A1
1. Do you prefer that I speak in English, Spanish or in another language?
   DO NOT READ: CODE RESPONSE
   ○ English
   ○ Spanish
   ○ Other

[IF INTERVIEWER WHO SPEAKS SPANISH OR CHINESE IS AVAILABLE, TRANSFER CALL TO THEM. OTHERWISE TAKE NAME, PHONE AND SCHEDULE CALL BACK TIME IF POSSIBLE (IF R SPEAKS ENOUGH ENGLISH)]
IRB

Script Your participation is voluntary. You may decide to stop the interview at any point or skip any questions you do not feel comfortable answering. However, all information that you provide will be kept in strict confidence. It is important to us to protect your privacy. All participants’ answers are combined, and presented in the form of summary statistics, such as tables and graphs.

Script Parts of this interview may be recorded for quality control purposes. This will not compromise the strict confidentiality of your responses. May I continue with the recording?

PRIMING QUESTIONS

B5 5. People are involved in different types of activities that they enjoy or that are important to them. Please briefly tell me about any creative, cultural or artistic activities that you do.

OPTIONAL PROBE IF NEEDED: Please think broadly. You could include anything you do that involves making music, dancing, roleplaying or telling stories, writing or making art. Also think of activities when you make something, or build, customize or repurpose something to your liking.

B5a IF MULTIPLE ABOVE: 5a. Which of those do you do like to do the most?

B6 6. Now, please think about the things you like to do in your free time. I will read you a list of things that some people like to do in their free time, and please tell me which you like to do the most.

MARK ONE RESPONSE

○ Read
○ Play sports or exercise
○ Surf the Internet or play games online
○ Go out to arts or entertainment events (not sports)
○ Or something else
○ DK
○ REFUSED

IF RESPONSE PROVIDED IN Q5a AND RESPONSES GIVEN IN Q5a AND Q6 AND ARE DIFFERENT, THEN ASK

B7 7. Would you say you like [FILL IN RESPONSE FROM Q5a] more or less than [FILL IN RESPONSE PROVIDED IN Q6]?

DO NOT READ; MARK ONE RESPONSE

○ More than
○ Less than
○ I like them both same
○ DK
○ REFUSED
DOING/MAKING – SCREENING QUESTIONS

Script  Now, I would like to ask you if you did specific creative, cultural or artistic activities during the last 12 months between [MONTH] 2012 and [MONTH] 2013.

Script  IF OPEN-ENDED RESPONSE PROVIDED IN Q5, READ: I realize I may ask about [an activity OR activities] that you just mentioned, but I need to confirm that you did [it OR them] within the last 12 months.

Script  At any time during the last 12 months....

SMDO1  8.  ... did you do any singing?  This could include activities such as singing at a worship service, beatboxing or singing for an audience.

Script  IF ASKED FOR CLARIFICATION: Beatboxing is when someone uses their voice or mouth to create drumbeats, rhythms or other musical sounds.
○ Yes
○ No
○ DK
○ REFUSED

SMDO2  9.  ... did you play musical instruments or make music through other means?  This could include practicing an instrument or mixing, composing or writing music.
○ Yes
○ No
○ DK
○ REFUSED

SCDO1  10.  ... did you do any craftwork?  This could include pottery, beadwork, sewing, knitting, woodwork or leatherwork.
○ Yes
○ No
○ DK
○ REFUSED

SCDO2  11.  ... did you do any do-it-yourself projects where you repurposed materials or customized something as an artistic activity, such as adding your own artistic style to your home or a car?
○ Yes
○ No
○ DK
○ REFUSED

SCDO3  12.  During the last 12 months between [MONTH] 2012 and [MONTH] 2013, did you make any visual art?  This could include paintings, sculpture, photography or other forms of visual art.
○ Yes
○ No
○ DK
○ REFUSED

SLDO  13.  ... did you do any creative writing, such as writing poetry or stories, journaling or blogging?
14. … did you do any dancing [IF R ASKS FOR CLARIFICATION, such as dancing at a party or club, street-dancing or practicing or performing any dance]?
   - Yes
   - No
   - DK
   - REFUSED

15. … did you do any acting?
   - Yes
   - No
   - DK
   - REFUSED

16. … did you perform any standup comedy, puppetry or another type of theatrical performance?
   - Yes
   - No
   - DK
   - REFUSED

IF ALL RESPONSES FOR Q8-16=NO, THEN ASK:

17. Since being an adult, have you ever done any of the activities I asked about, or have you ever wanted to do any of these activities?
   - Yes
   - No
   - DK
   - REFUSED

IF Q17 <> YES, SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

18. Which one(s)?
   DO NOT READ LIST; CODE RESPONSES GIVEN (MENU WITH ACTIVITIES FROM “DOING/MAKING” SCREEN QUESTIONS)
   - Singing
   - Making music
   - Doing craftwork
   - Visual art
   - Creative writing
   - Dancing
   - Acting and other theatrical performance
   - DK
   - REFUSED

IF DK/R/NA: SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS
C19  19. Why did you stop [RANDOMLY SELECT ONE ACTIVITY FROM Q18 RESPONSES TO INSERT], or why haven’t you done this activity?
CODE ALL RESPONSES
○ I don’t have enough time
○ I feel unaware of how to get involved
○ I feel that I don’t have enough knowledge or talent
○ It’s too expensive
○ My family or friends disapprove
○ It’s not a priority for me
○ Other (CAPTURE)
ALL RESPONDENTS ASKED Q19, SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS
IF ONE RESPONSE FOR Q8-16=YES, THEN ASK:

Script  Now, I’d like to ask you more about [INSERT THE ONE ACTIVITY FROM Q8-16=YES].
JUMP TO SINGING
JUMP TO MAKING MUSIC
JUMP TO DOING CRAFTWORK
JUMP TO MAKING ART
JUMP TO CREATIVE WRITING
JUMP TO DANCING
JUMP TO ACTING & OTHER THEATRICAL PERFORMANCE
IF MORE THAN ONE RESPONSE FOR Q8-16=YES, THEN ASK:

C20  20. Of all of the things that you told me you did during last 12 months, which of these activities did you like doing the most?
CODE ONE RESPONSE IN POP UP LIST; LIST POPULATED WITH ACTIVITIES MARKED “YES” FROM Q8-16
○ Singing
○ Making music
○ Doing craftwork
○ Visual art
○ Creative writing
○ Dancing
○ Acting and other theatrical performance
○ DK OR REFUSED

Script  Now, I’d like to ask you more about [INSERT THE ACTIVITY IDENTIFIED IN Q20].
[REPEAT BULLETED SKIP PATTERNS ABOVE]
JUMP TO SINGING
JUMP TO MAKING MUSIC
JUMP TO DOING CRAFTWORK
JUMP TO MAKING ART
JUMP TO CREATIVE WRITING
JUMP TO DANCING
JUMP TO ACTING & OTHER THEATRICAL PERFORMANCE
ATTENDING/GOING TO – SCREENING QUESTIONS

Script  Now, I would to ask you if you went to some specific kinds of creative, cultural or artistic events during the last 12 months, that is between [MONTH] 2012 and [MONTH] 2013. During the last 12 months....

SFAT  21. … did you go to an arts and cultural fair or festival such as a crafts fair, a music festival or a festival with performing artists?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

SMAT  22. … did you go to a live music concert or performance?

   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

SCAT  23. … did you go to an art exhibit, such as paintings, sculpture, pottery, graphic design or photography?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

STAT  24. … did you go see any live performances of musical or non-musical theater, puppetry, comedy events or other types of performance where people were telling stories or acting?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

SDAT  25. … did you go see any live dance performances? This could include professional dance troupes and student dance recitals.
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

SLAT  26. … did you attend any events that featured the work of authors, poets, rappers or storytellers?
   ○ Yes
   ○ No
   ○ DK
D27 27. Since being an adult, did you ever go to any of the types of events I asked about, or did you ever want to go to any of these events, but didn’t end up going?

DO NOT READ RESPONSES; CAPTURE RESPONSE

○ No, not at all
○ R has gone to an event in their adult life
○ R wanted to go, but did not go
○ DK (SKIP TO ADDITIONAL LIVE EXPERIENCES)
○ REFUSED (SKIP TO ADDITIONAL LIVE EXPERIENCES)

D28 28. Why didn’t you go to any of these events during the past 12 months?

CODE ALL RESPONSES

○ I don’t have enough time
○ I feel unaware of when or where the events are taking place
○ They do not take place in a convenient location
○ I feel that I don’t have enough knowledge or talent to understand the event
○ It’s too expensive
○ My family or friends disapprove
○ It’s not a priority for me
○ Other (CAPTURE)

SKIP TO ADDITIONAL LIVE EXPERIENCES

IF ONE RESPONSE FOR Q21-26=YES, THEN ASK:

Script Now, I’d like to ask you more about [INSERT THE ONE EVENT FROM Q21-26=YES].

JUMP TO ATTEND FESTIVAL
JUMP TO ATTEND LIVE MUSIC
JUMP TO SEE ART
JUMP TO ATTEND THEATER
JUMP TO ATTEND DANCE
JUMP TO ATTEND LITERARY EVENTS

IF MORE THAN ONE RESPONSE FOR Q21-26=YES, THEN ASK:

D29 29. Of all of the things that you told me you went to during last 12 months, which of these types of events did you like going to the most?

CODE ONE RESPONSE IN POP LIST; LIST POPULATED WITH EVENTS MARKED “YES” FROM Q21-26

○ Attend festival
○ Attend live music
○ See art
○ Attend theater
○ Attend dance
○ Attend literary events

Script Now, I’d like to ask you more about going to [INSERT THE ACTIVITY IDENTIFIED IN Q29].

[REPEAT BULLETED SKIP PATTERNS ABOVE]
DOING/MAKING DRILLDOWNS

SINGING

1. During the last 12 months, how often did you casually sing, this could include singing while you drive or while doing chores or tasks around your home? [DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
   ○ Never
   ○ About once a year
   ○ Several times a year
   ○ About once a month
   ○ Several times a month
   ○ Once a Week
   ○ Several times a week
   ○ Once a day
   ○ Several times a day
   ○ DK
   ○ REFUSED

2. During the last 12 months, how often did you perform or practice any singing? [DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
   ○ Never
   ○ About once a year
   ○ Several times a year
   ○ About once a month
   ○ Several times a month
   ○ Once a week
   ○ Several times a week
   ○ Once a day
   ○ Several times a day
   ○ DK
   ○ REFUSED

3. … do you always, sometimes, rarely or never sing with other people? CODE ONE RESPONSE
   ○ Always
   ○ Sometimes
4. People sing in a variety of locations. I’d like to know where you sang most often during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE

- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

ASK Q5 ONLY IF Q1 OR Q2 = "ABOUT ONCE A MONTH" OR MORE FREQUENTLY

5. Are there any other locations where you would say you sang a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN

- No
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

MAKING LIVE MUSIC

1. During the last 12 months, how often did you play or make music?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO]
F2 2. What musical instrument(s) did you play during the last 12 months?
[DO NOT READ; CODE INTO DROPDOWN MENU]
○ Piano or keyboard
○ Guitar (acoustic or electric)
○ Bass
○ Bassoon
○ Cello
○ Clarinet
○ Drums
○ French Horn
○ Flute
○ Oboe
○ Saxophone
○ Trombone
○ Trumpet
○ Tuba
○ Violin or fiddle
○ Other (CAPTURE)
[IF NONE, THEN SKIP TO Q5]
○ DK
○ REFUSED

MOP 3. … do you always, sometimes, rarely or never play with other people?
CODE ONE RESPONSE
○ Always
○ Sometimes
○ Rarely
○ Never
○ DK
○ REFUSED

F4 4. What other ways, if any, did you make music during the last 12 months?
CAPTURE RESPONSE
5. People play or make music in a variety of locations. I’d like to know where you did this most often during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

ASK Q6 ONLY IF Q1=“ABOUT ONCE A MONTH” OR MORE FREQUENTLY

6. Are there any other locations you’d say you played or made music at a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN
- No
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

DOING CRAFTWORK & REPURPOSING

Script
During the last 12 months, between [MONTH] 2012 and [MONTH] 2013, what kinds of craftwork or repurposing or customizing did you do? Did you…

1. … work with pottery, ceramics or jewelry?
○ Yes
○ No
○ DK
○ REFUSED

CDO2 2. … do any leatherwork, metalwork or woodwork?
○ Yes
○ No
○ DK
○ REFUSED

CDO3 3. … do any weaving, crocheting, quilting, needlepoint, knitting or sewing?
○ Yes
○ No
○ DK
○ REFUSED

CDO4 4. … do drawing or painting?
○ Yes
○ No
○ DK
○ REFUSED

CDO5 5. … do any scrapbooking?
○ Yes
○ No
○ DK
○ REFUSED

G6 6. … do any DIY craft projects to decorate or organize your home as an artistic activity?
○ Yes
○ No
○ DK
○ REFUSED

G7 7. … do any projects to customize your home or vehicle as an artistic activity?
○ Yes
○ No
○ DK
○ REFUSED

G8 8. If you did any other type of craftwork, repurposing or customizing during the last 12 months, please briefly tell us what you did.
[CAPTURE RESPONSE]

G9 9. During the last 12 months, how often did you do these activities?
[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ About once a year
○ Several times a year
○ About once a month
o Several times a month
o Once a week
o Several times a week
o Once a day
o Several times a day
o DK
o REFUSED

G10 10. … do you always, sometimes, rarely or never do these activities with other people?
o Always
o Sometimes
o Rarely
o Never
o DK
o REFUSED

G11 11. People can do craftwork or make things in a variety of spaces. I’d like to know where you did (IF SCDO1=YES & SCDO2=NO, THEN READ craftwork OR IF SCDO1=NO & SCDO2=YES, THEN READ repurposing or customizing OR IF SCDO1=YES & SCDO2=YES, THEN READ craftwork and repurposing or customizing) most often during the last 12 months.
DO NOT READ LIST; CODE ONE RESPONSE
o R’s own home, or at someone else’s home
o College or university campus
o Elementary, middle or high school
o Church, synagogue, mosque or other place of worship
o Theater, concert hall or auditorium
o Restaurant, bar, nightclub or coffee shop
o Art museum or gallery
o Park, fairgrounds or open-air facility
o Community center or library
o Art/dance/music studio
o Other (CAPTURE)
o DK
o REFUSED
ASK Q12 ONLY IF Q9=“ABOUT ONCE A MONTH” OR MORE FREQUENTLY

G12 12. Are there any other locations you’d say you did (IF SCDO1=YES & SCDO2=NO, THEN READ craftwork OR IF SCDO1=NO & SCDO2=YES, THEN READ repurposing or customizing OR IF SCDO1=YES & SCDO2=YES, THEN READ craftwork and repurposing or customizing) DO NOT READ LIST; CODE ALL RESPONSES GIVEN
o No
o R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

MAKING ART

Script During the last 12 months, between [MONTH] 2012 and [MONTH] 2013, what kinds of visual art did you make? Did you…

H1 1. … make drawings or paintings?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

VDO1 2. …take any photographs as an artistic activity?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

VDO2 3. … create, edit or remix any films or videos as an artistic activity?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

H4 4. … create any other visual art, such as sculpture or graphic designs?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

ASK IF Q4=Yes

H5 5. What kinds of visual art did you create during the last 12 months?
OPEN-END CAPTURE RESPONSE

H6 6. During the last 12 months, how often did you make visual art?
[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO
7. … do you always, sometimes, rarely or never make art with other people?
   ○ Always
   ○ Sometimes
   ○ Rarely
   ○ Never
   ○ DK
   ○ REFUSED

8. People can make art in a variety of locations. I’d like to know where you made your art most often during the last 12 months.
   DO NOT READ LIST; CODE ONE RESPONSE
   ○ R’s own home, or at someone else’s home
   ○ College or university campus
   ○ Elementary, middle or high school
   ○ Church, synagogue, mosque or other place of worship
   ○ Theater, concert hall or auditorium
   ○ Restaurant, bar, nightclub or coffee shop
   ○ Art museum or gallery
   ○ Park, fairgrounds or open-air facility
   ○ Community center or library
   ○ Art/dance/music studio
   ○ Other (CAPTURE)
   ○ DK
   ○ REFUSED

ASK Q9 ONLY IF Q6=“ABOUT ONCE A MONTH” OR MORE FREQUENTLY

9. Are there any other locations you’d say you made art at a lot during the last 12 months?
   DO NOT READ LIST; CODE ALL RESPONSES GIVEN
   ○ No
   ○ R’s own home, or at someone else’s home
   ○ College or university campus
   ○ Elementary, middle or high school
   ○ Church, synagogue, mosque or other place of worship
   ○ Theater, concert hall or auditorium
Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED
SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

CREATIVE WRITING

11 1. During the last 12 months, that is between [MONTH] 2012 and [MONTH] 2013, what kinds of creative writing did you do?
DO NOT READ LIST; CODE RESPONSES
○ Poetry
○ Plays
○ For magazine articles
○ Blogging
○ Short stories
○ Novels/books
○ Writing in diary or journal
○ Comedy/stand up
○ Other (CAPTURE)
○ DK
○ REFUSED

12 2. During the last 12 months, how often did you write?
[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
○ DK
○ REFUSED

13 3. Who was the intended audience for most of your writing?
○ Yourself
○ Adults
○ Children
○ General public
○ (DO NOT READ; CAPTURE RESPONSE) Other
○ DK
4. People can write in a variety of locations, such as home, school or elsewhere. I’d like to know where you wrote most often during the last 12 months.

**DO NOT READ LIST; CODE ONE RESPONSE**

- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

ASK Q5 ONLY IF Q2="ABOUT ONCE A MONTH" OR MORE FREQUENTLY

5. Are there any other locations where you’d say you wrote a lot during the last 12 months?

**DO NOT READ LIST; CODE ALL RESPONSES GIVEN**

- No
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

**SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS**

**DANCING**

Script

During the last 12 months, that is between [MONTH] 2012 and [MONTH] 2013…

J1 1. … how often did you do any social dancing, including dancing at parties or celebrations, clubs, bars or other social settings? **[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]**
DPP 2. … how often did you perform or practice any dancing?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

○ Never (SKIP TO Q5)
○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
○ DK
○ REFUSED

J3 3. What types or styles of dance have you done during the last 12 months?

[FILL IN; postcode]

J4 4. … do you always, sometimes, rarely or never dance with other people?

○ Always
○ Sometimes
○ Rarely
○ Never
○ DK
○ REFUSED

J5 5. People can dance in a variety of spaces. I’d like to know where you danced most often during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE

○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

ASK Q6 ONLY IF Q1 OR Q2 = “ABOUT ONCE A MONTH” OR MORE FREQUENTLY

J6 6. Are there any other locations or places you’d say you danced a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN
○ No
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub, or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

ACTING & OTHER THEATRICAL PERFORMANCE

Script During the last 12 months, that is between [MONTH] 2012 and [MONTH] 2013…

K1 1. … how often did you do any acting?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ Never
○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
○ DK
○ REFUSED
TPP 2. … how often did you perform or practice a musical or non-musical stage play?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ Never
○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
○ DK
○ REFUSED

K3 3. … how often did you do any story-telling or puppetry?

IF ASKED TO CLARIFY, READ: Story-telling can include sharing personal, historical or cultural stories in the oral tradition.

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ Never
○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
○ DK
○ REFUSED

K4 4. … did you perform any standup or other comedy?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ Yes
○ No
○ DK
○ REFUSED

K5 5. People can do these activities in a variety of spaces. I’d like to know where you did them most often during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

ASK Q6 ONLY IF Q1 OR Q2 OR Q3 = “ABOUT ONCE A MONTH” OR MORE FREQUENTLY

K6 6. Are there any other locations or places you’d say you acted, did comedy or storytelling a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN
○ No
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

SKIP TO ATTENDING/GOING TO SCREENING QUESTIONS

ATTENDANCE/GOING TO DRILLDOWNS

ATTENDING FESTIVALS

L1 1. During the last 12 months, how often did you attend any arts and cultural fairs or festivals?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
2. Where were the arts and cultural fairs or festivals that you went to?
DO NOT READ LIST; CODE ONE RESPONSE
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

3. Did you usually have to buy a ticket, or pay an admission fee or cover charge to attend arts and cultural fairs or festivals in this location?
○ Yes
○ No
○ DK
○ REFUSED
ASK Q4 ONLY IF Q1="SEVERAL TIMES A YEAR” OR MORE FREQUENTLY

4. Are there any other locations you’d say you attended arts and cultural fairs or festivals a lot during the last 12 months?
DO NOT READ LIST; CODE ALL RESPONSES GIVEN
○ No
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED
SKIP TO ADDITIONAL LIVE EXPERIENCES
ATTENDING LIVE MUSIC

M1AT 1. During the last 12 months, with the exception of performances given by children or students, how often did you attend live music concerts or performances? This could include live music performances at a festival, concert hall or elsewhere.

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

○ About once a year
○ Several times a year
○ About once a month
○ Several times a month
○ Once a week
○ Several times a week
○ Once a day
○ Several times a day
○ DK
○ REFUSED

M2 2. What kinds of music concerts and performances did you go to? For example, rock or country music concerts, performances of salsa, gospel, bhangra or Western or Chinese classical music.

CAPTURE RESPONSE

M2AT 3. During the last 12 months, did you attend any recitals or music performances given by children or students?

○ Yes
○ No
○ DK
○ REFUSED

M4 4. People see live music in a variety of locations. I’d like to know where you most often saw or heard live music being played during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE

○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

M5 5. Did you usually have to buy a ticket, or pay an admission fee or cover charge to hear live music concert in this location?
6. Are there any other locations you’d say you saw or heard live music being played a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN

- No
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

SKIP TO ADDITIONAL LIVE EXPERIENCES

GOING TO SEE VISUAL ARTS

1. During the last 12 months, with the exception of exhibits of children’s or students’ art, how often did you go to see art exhibits or visit an art museum?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

2. During the last 12 months, did you go to see an art exhibit of children’s or student’s art?

- Yes
- No
- DK
N3  3. People see art in a variety of spaces. I’d like to know where you most often saw visual art during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE

○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

N4  4. Did you usually have to buy a ticket, or pay an admission fee or cover charge to see the art in this location?

○ Yes
○ No
○ DK
○ REFUSED

ASK Q5 ONLY IF Q1=“SEVERAL TIMES A YEAR” OR MORE FREQUENTLY

N5  5. Are there any other locations you’d say you saw art a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN

○ No
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

SKIP TO ADDITIONAL LIVE EXPERIENCES
SEEING ACTING & THEATRICAL PERFORMANCE

**T1AT** 1. During the last 12 months, with the exception of performances given by children or students, how often did you go to a live musical stage play?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

**T2AT** 2. During the last 12 months, with the exception of performances by children or students, how often did you go to a live performance of a nonmusical stage play?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

**O3** 3. During the last 12 months, did you go to any musical or nonmusical theater performances given by children or students?

- Yes
- No
- DK
- REFUSED

**O4** 4. Now thinking about all performances, including children’s performances, how often did you attend comedy performances, such as stand-up comedy, during the last 12 months?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
- Never
- About once a year
5. During the last 12 months, how often did you attend events where there was story telling or puppetry?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

6. People can see acting, comedy or other theatrical performances in a variety of locations. I’d like to know where you most often saw these types of performances during the last 12 months.

[DO NOT READ LIST; CODE ONE RESPONSE]

- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

7. Did you usually have to buy a ticket, or pay an admission fee or cover charge to see performances in this location?

- Yes
- No
- DK
O8. Are there any other locations you’d say you saw these types of performances at a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN

- No
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

SKIP TO ADDITIONAL LIVE EXPERIENCES

SEEING DANCING

D1AT 1. With the exception of performances by children or students, how often did you go to a live dance performance during the last 12 months?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

P2 2. Did you attend any children’s dance recitals, or other types of dance performances given by children or students during the last 12 months?

- Yes
- No
- DK
- REFUSED
3. People can see dancing and dance performances in a variety of locations. I’d like to know where you most often saw dancing during the last 12 months.

**DO NOT READ LIST; CODE ONE RESPONSE**
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

4. Did you usually have to buy a ticket, or pay an admission fee or cover charge to see dancing in this location?
- Yes
- No
- DK
- REFUSED

**ASK Q5 ONLY IF Q1=“SEVERAL TIMES A YEAR” OR MORE FREQUENTLY**

5. Are there any other locations you saw dancing a lot during the last 12 months?

**DO NOT READ LIST; CODE ALL RESPONSES GIVEN**
- No
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

**SKIP TO ADDITIONAL LIVE EXPERIENCES**
**ATTENDING LITERARY EVENTS**

Q1 1. During the last 12 months, with the exception of events featuring children or students, how often did you go to a poetry slam, rap session, live book reading or storytelling event?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

Script [IF R ASKS FOR CLARIFICATION: This would not include bible readings that are part of regular church services. Readings for children do count, but do not include readings done by children that are part of an elementary, middle or high school performance.]

Q2 2. During the last 12 months, did you go to a poetry slam, rap session, live book reading or storytelling event featuring children or students?

- Yes
- No
- DK
- REFUSED

Q3 3. People can go these activities in a variety of locations. I’d like to know where you most often went to these kinds of events during the last 12 months.

DO NOT READ LIST; CODE ONE RESPONSE

- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

Q4 4. Did you usually have to buy a ticket, or pay an admission fee or cover charge to go to events at this location?
Q5  5. Are there other locations you’d say you went to events like this a lot during the last 12 months?

DO NOT READ LIST; CODE ALL RESPONSES GIVEN

○ No
○ R’s own home, or at someone else’s home
○ College or university campus
○ Elementary, middle or high school
○ Church, synagogue, mosque or other place of worship
○ Theater, concert hall or auditorium
○ Restaurant, bar, nightclub or coffee shop
○ Art museum or gallery
○ Park, fairgrounds or open-air facility
○ Community center or library
○ Art/dance/music studio
○ Other (CAPTURE)
○ DK
○ REFUSED

ATTITUINAL QUESTIONS

[ASKED IF R REPORTED YES TO AT LEAST ONE QUESTION FROM “DOING & MAKING” SCREENING Q8-16]

W1  1. People participate in arts and culture for many reasons. I'm going to read you a list of reasons. Thinking about all of the arts and culture activities that you do, which one of the reasons comes closest to how you would describe your reason for doing them?

○ To be entertained
○ To be or feel creative
○ To pass along or learn about one’s own heritage
○ Or something else (SPECIFY)
○ DK
○ REFUSED

W2  2. How important would you say being involved in art and cultural activities is to you? In other words, if you weren’t able to engage in [FILL IN ACTIVITY USED FOR DOING/MAKING DRILLDOWN FROM DOING/MAKING SCREENING Q8-16], for example, how unhappy would you be—would you be very unhappy, pretty unhappy, moderately unhappy, or not too unhappy?

DO NOT READ; CODE ONE RESPONSE

○ Very unhappy
○ Pretty unhappy
○ Moderately unhappy
W3 3. Of all of various arts and cultural activities you have done, please describe for me your most meaningful or memorable experience.

CAPTURE OPEN-ENDED RESPONSE

LIVE EXPERIENCE – ADDITIONAL ACTIVITIES

Script I would like to ask you about a few more things you may have done during the last 12 months between [MONTH] 2012 and [MONTH] 2013. During the last 12 months....

R1 1. ... how often did you go to the movies or go see a film?

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

- Never
- About once
- Several times
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

READING SUBSECTION

R2 2. ... did you read for pleasure? Please exclude reading to keep up with current events.

- Yes
- No
- DK
- REFUSED

R3 3. ... did you read to children, family or friends?

- Yes
- No
- DK
- REFUSED

R4 4. ... did you tell stories to children, family or friends? Story-telling can also include sharing personal or historical stories, or folklore.

- Yes
- No
- DK
- REFUSED

IF Q2=NO, THEN SKIP TO Q8
6. **During the last 12 months, that is between [MONTH] 2012 and [MONTH] 2013, with the exception of books required for work or school, how often did you read any novels, short stories, poetry or plays?**

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

7. **What other kinds of materials did you read for pleasure during the last 12 months? Please exclude reading to keep up with current events.**

[DO NOT READ RESPONSES; CODE OPEN RESPONSES INTO ALL THAT APPLY]

- Comic books
- Magazines
- Blogs
- Newspapers
- Journals
- DK
- REFUSED

8. **During the last 12 months, did you participate in a book club or reading group?**

- Yes
- No
- DK
- REFUSED

9. **... did you visit or go see any buildings, neighborhoods, parks or monuments because of their historical, architectural or design value?**

- Yes
- No
- DK
- REFUSED

10. **... did you work with indoor plants or do any gardening for pleasure?**

- Yes
- No
- DK
11. ... did you spend time with friends or family members while they sang, played instruments or otherwise made music?  

Script: If R asks for clarification, read: In contrast to going to a music concert, this could be more casual, such as spending time with friends or family who like to play guitars or who like to sing together at parties or to sing karaoke.

- Yes
- No
- DK
- REFUSED

12. ... did you design or create any animations, digital art, computer graphics or video games?

- Yes
- No
- DK
- REFUSED

13. Did you purchase or acquire any pieces of art during the last 12 months? [If R asks for clarification, read: such as paintings, drawings, sculpture, prints or lithographs.]

- Yes
- No
- DK
- REFUSED

14. ... did you make any costumes or sets, or design or operate lighting or sound equipment?

- Yes
- No
- DK
- REFUSED
ARTS LEARNING

S1 1. Since being an adult, have you spent time learning how to sing, make music, do crafts, make art, write creatively, dance or act? For example, you may have spent time taking lessons or classes, learning from family members or friends, or teaching yourself using the Internet or another resource?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED
   IF Q1 <> YES, SKIP TO VOLUNTEER & DONATE
   ASK IF Q1=YES

S2 2. Now, please tell me how you spent time learning — was it by taking lessons or classes, learning from family or friends, or teaching yourself using the Internet or another resource, or some other way?
   MARK ALL RESPONSES PROVIDED
   ○ Taking lessons or classes
   ○ Learning from family or friends
   ○ Teaching yourself using the Internet or another resource
   ○ Other
   ○ DK
   ○ REFUSED
   ASK IF Q1=YES

S3 3. Did you spend time learning how to sing, make music, do crafts, make art, write creatively, dance or act during the last 12 months?
   DO NOT READ; MARK ONE RESPONSE
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED
   IF Q3 <> YES, SKIP TO VOLUNTEER & DONATE
   ASK IF Q3=YES

S4 4. What did you spend time learning during the last 12 months?
   READ; CAPTURE ALL RESPONSES
   ○ To sing
   ○ To make music
   ○ To make crafts
   ○ To make art
   ○ To write creatively
   ○ To dance
   ○ To act
   ○ DO NOT READ – OTHER; CAPTURE RESPONSE
   ○ DK (SKIP TO VOLUNTEER & DONATE)
   ○ REFUSED (SKIP TO VOLUNTEER & DONATE)
   ASK IF Q3=YES
5. In what locations did you usually do this learning?
DO NOT READ LIST; CODE ALL RESPONSES GIVEN
- R’s own home, or at someone else’s home
- College or university campus
- Elementary, middle or high school
- Church, synagogue, mosque or other place of worship
- Theater, concert hall or auditorium
- Restaurant, bar, nightclub or coffee shop
- Art museum or gallery
- Park, fairgrounds or open-air facility
- Community center or library
- Art/dance/music studio
- Other (CAPTURE)
- DK
- REFUSED

VOLUNTEER & DONATE

1. During the past 12 months, did you do any volunteer or charity work for a cultural or arts organization, group or project?
- Yes
- No
- DK
- REFUSED

2. During the past 12 months, did you donate any money, goods or services to a cultural or arts organization, group or project?
- Yes
- No
- DK
- REFUSED

IF AT LEAST ONE RESPONSE FOR DOING/MAKING SCREENING QUESTIONS=YES, THEN ASK NEXT QUESTION; OTHERWISE SKIP

3. During the last 12 months, did you spend time teaching others to [FILL IN; POPULATE FROM DOING/MAKING SCREENING QUESTIONS=YES. E.g. sing, play music, dance, act, etc]?
- Yes
- No
- DK
- REFUSED

4. Did you earn money for any of the cultural, creative or arts activity you reported doing during the last 12 months?
- Yes – main income
- Yes – supplemental income
- No
- DK
- REFUSED
ONLINE ENGAGEMENT

During the last 12 months, that is between [MONTH] 2012 and [MONTH] 2013,…

1. … on an average day, how much time did you spend online, excluding time spent online for work or school?
   CAPTURE TIME IN MINUTES
   [IF NO TIME, THEN SKIP TO TV & MEDIA CONSUMPTION]

2. … how often did you tell people about upcoming arts and cultural events or share your opinion about artists, artworks, films or other pieces of art on Facebook, Twitter or other social media?
   ○ Never
   ○ About once a year
   ○ Several times a year
   ○ About once a month
   ○ Several times a month
   ○ Once a week
   ○ Several times a week
   ○ Once a day
   ○ Several times a day
   ○ DK
   ○ REFUSED

3. … how often did you learn from others about upcoming arts and cultural events, or to hear about artists, artworks, films or other pieces of art on Facebook, Twitter or other social media?
   ○ Never
   ○ About once a year
   ○ Several times a year
   ○ About once a month
   ○ Several times a month
   ○ Once a week
   ○ Several times a week
   ○ Once a day
   ○ Several times a day
   ○ DK
   ○ REFUSED

4. … how often did you use YouTube to watch or learn about artists or their work?
   ○ Never
   ○ About once a year
   ○ Several times a year
   ○ About once a month
   ○ Several times a month
   ○ Once a week
   ○ Several times a week
5. … how often did you do any gaming? This includes playing against others on platforms, such as XBOX360 or a PlayStation, and playing games such as Halo and StarCraft.

[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]

- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

IF AT LEAST ONE RESPONSE FOR DOING/MAKING SCREENING QUESTIONS=YES, THEN ASK:

6. During the last 12 months, did you post your own art online, or post images or videos, of what you made, including design, music, photography, films, video or creative writing?

- Yes
- No
- DK
- REFUSED

CONSUMPTION: TV & OTHER MEDIA

Script  Now, I would like to ask you a few questions about your TV and movie watching.

V1 1. Thinking about yesterday, how much time did you spend watching videos, shows or movies on any device, including TV, computer, handheld and mobile devices?

[RECORD NUMBER IN HOURS OR MINUTES]

- DK
- REFUSED

DEFINE IF MOBILE DEVICE TERMS NEED TO BE CLARIFIED:

[50]

Script  o  Smart Phone – a mobile phone that offers more advanced computing ability and Internet connectivity

Script  o  MP3 player – a portable consumer electronic device that allows you to store and play music files
Script  
○ eBook reader – an electronic device that is designed primarily for the purpose of reading digital books and periodicals
Script  
○ Notebook computer – a portable computer that is smaller than a laptop
Script  
○ Tablet computer – a computer contained entirely in a flat touch screen that uses a stylus, digital pen, or fingertip as the primary input device instead of a keyboard or mouse

V4  
4.  Thinking about yesterday, how much time did you spend listening to music via radio or music streaming, CD, tape, record or a digital file?  
[RECORD NUMBER IN HOURS OR MINUTES]  
○ DK  
○ REFUSED  
(IF NO TIME WATCHING OR LISTENING, THEN SKIP TO DEMOGRAPHICS)

V5  
5.  How often do you put together playlists for yourself or others?  
[DO NOT READ RESPONSES; CODE OPEN RESPONSE INTO DROPDOWN MENU]  
○ Never  
○ About once a year  
○ Several times a year  
○ About once a month  
○ Several times a month  
○ Once a week  
○ Several times a week  
○ Once a day  
○ Several times a day

Script  
During the last 12 months, between [MONTH] 2012 and [MONTH] 2013, how often did you use any form of media to watch or listen to… [IF ASKS TO CLARIFY MEDIA, READ: such as a TV, a computer, a handheld or mobile device, or radio]

V6  
6.  … music performances or programs about singers or musicians?  
IF ASKED, THIS INCLUDES SINGING COMPETITION SHOWS SUCH AS AMERICAN IDOL AND THE VOICE

V7  
7.  … dance performances or programs about dancers?  
[IF ASKED, THIS WOULD INCLUDE SHOWS LIKE SO YOU THINK YOU CAN DANCE AND DANCING WITH THE STARS.]

V8  
8.  … theater productions, or programs about story telling, comedy or other stage performances?

V9  
9.  … programs or information about art or artists?  
[IF ASKED FOR CLARIFICATION, READ: such as painting sculpture, graphic design or photography]

V10  
10.  … programs or information about craft making, DIY projects or home decorating?  
[IF ASKED: THIS WOULD INCLUDE SHOWS SUCH AS PROJECT RUNWAY AND DESIGN STARS]

V11  
11.  … books, short stories or poetry read aloud?

Adapted from 2012 SPPA
b2(g-h)
Adapted from 2012 SPPA
b2(l)
Adapted from 2012 SPPA,
b2, which asks about visual artists
Adapted from 2012 SPPA
b2(k)
V12 12. … programs about books, writers, poets, or their works?

- Never
- About once a year
- Several times a year
- About once a month
- Several times a month
- Once a week
- Several times a week
- Once a day
- Several times a day
- DK
- REFUSED

DEMOGRAPHICS

ASK ALL RESPONDENTS

Script
Now, I’d like to ask a few final questions about you.

X1 1. During the last 12 months, what has been your primary mode of transportation?
- Own car
- Carpool (someone else’s car)
- Bus
- Bike
- Train
- Walk
- Other
- DK
- REFUSED

X2 2. During the last 12 months, how many minutes a day did you usually spend commuting or in transit from place to place?
[CAPTURE NUMBER]

X3 3. What is your sex?
- Male
- Female
- DK
- REFUSED

X4 4. What is the highest level of school you have completed or the highest degree you have received?
- Grade school [8th GRADE OR BELOW]
- Some high school [9th-12th GRADE, NO DIPLOMA]
- High school graduate [DIPLOMA OR EQUIVALENT, EG GED]
- Some college but no degree
- Associate degree in college [INCLUDES OCCUPATIONAL/VOCATIONAL OR ACADEMIC PROGRAM]
- Bachelor’s degree (For example: BA, AB, BS)
5. Are you Spanish, Hispanic or Latino?
   ○ Yes
   ○ No
   ○ DK
   ○ REFUSED

6. I am going to read you a list of five race categories. Please choose
   one or more races that you consider yourself to be: White; Asian;
   Black or African American; American Indian or Alaska Native; OR
   Native Hawaiian or Other Pacific Islander.
   [DO NOT READ FOLLOWING LIST; RECORD ALL RESPONSES
   THAT APPLY]
   ○ White
   ○ Asian
   ○ Black or African American
   ○ American Indian or Alaska Native
   ○ Native Hawaiian or Other Pacific Islander
   ○ [DO NOT READ] Other
   ○ DK
   ○ REFUSED

7. What is the primary language spoken in your household?
   DO NOT READ OPTIONS
   ○ English
   ○ Spanish
   ○ Chinese
   ○ OTHER (SPECIFY)
   ○ DK
   ○ REFUSED

8. Do you consider yourself to be…
   ○ Heterosexual or straight
   ○ Gay or lesbian
   ○ Bisexual
   ○ Transgender
   ○ or something else
   ○ DK
   ○ REFUSED

CP. How many different cellphone numbers, if any, could I have
   reached you for this call?

LL. How many different landline telephone numbers, if any, are
   there in your home that I could have reached you on for this call?
   This includes listed or unlisted numbers. To answer this question,
   please don’t count cellphones or landlines used only for faxes or
   modems.

HH. How many adults, 18 years of age, or older, live in your
household?
IF THE RESPONDENT ASKS FOR A DEFINITION OF LIVING IN THE HOUSEHOLD “Would you consider the person to be living or staying in your household 3 or more days a week, 2 or more weeks a month or 6 or more months a year?”

X9 9. How many children under the age of 18 live in your household?
[CAPTURE NUMBER, 0-99]
[IF 0, SKIP TO Q14]

X10 10. (Is the child/are there any children) between 0-5 years old?
○ Yes
○ No
○ DK
○ REFUSED

X11 11. … 6-12?
○ Yes
○ No
○ DK
○ REFUSED

X12 12. … 13-17?
○ Yes
○ No
○ DK
○ REFUSED

X13 13. Are you the parent or guardian of any of these children?
○ Yes
○ No
○ DK
○ REFUSED

X14 14. Last week were you working for pay full-time or part-time, going to school, keeping house or what?
CHOOSE ALL THAT APPLY
○ Working full-time for pay
○ Working part-time for pay
○ With a job, but not at work because of temporary illness, vacation, strike
○ Unemployed, laid off, looking for work
○ Retired
○ In school
○ Keeping house
○ OTHER (SPECIFY)
○ DK
○ REFUSED
IF Q14 > 3, SKIP TO Q15

X15 15. How many hours did you work for pay last week, at all jobs?
CAPTURE NUMBER
16. Which category best describes your household’s combined income from over the last 12 months:
○ Less than $10,000
○ $10k-19,000
○ $20k-29,000
○ $30-39,000
○ $40-49,000
○ $50-74,000
○ $75-$99,000
○ $100-149,000
○ $150,000 or more
○ DK
○ REFUSED

17. How long have you lived in the United States?
○ All or almost all of my life
○ Over 10 years
○ 5 to 10 years
○ Less than 5 years
○ DK
○ REFUSED

INCENTIVE/ADDRESS CONFIRMATION QUESTIONS

Script
Thank you for your time. I’ll need your mailing address so I can send you [$20 dollars] as a token of our appreciation to you for completing this survey.

AC_REFUSED
DO NOT READ; CODE
Refused to give address
Address provided
AC_NAME____________________________
AC_STREET1__________________________
AC_CITY_____________________________
AC_STATE ___________________________
AC_ZIP______________________________

18. We’re interested in following up with a few people about the activities they’ve told us about. Could we call you later to talk in more depth about the activities you told us that you do?
○ Yes
○ No

Script
We would also like your permission to anonymously quote some of your answers today. This will be helpful to provide examples in our final report. If we use a quote, we will not use your name and we will remove any names or information that could be used to identify you or your family and friends.

Script
Would you like contact information for the person responsible for this research in case you have questions later on? NORC CONTACT (IRB NUMBER)
Script  Thank you. This concludes our conversation today. Good-bye.