

Results from the Pilot Study for the 2012 Survey of Public Participation in the Arts

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Section 1: Overview

The Urban Institute (UI) and Silber & Associates conducted a pilot study of 408 adults to evaluate question wording and survey design for the 2012 Survey of Public Participation in the Arts (SPPA). The 408 interviews were conducted in English by Silber & Associates in early June and ended in late July 2011. All were telephone interviews with one randomly selected adult (18+) in each sampled household. The telephone households were selected using a random digit dial sample combined with a sample of cell phone numbers in order to give most United States telephone households a chance of selection.

This report summarizes UI and Silber & Associates' observations and provides recommendations for the upcoming 2012 SPPA. The pilot study indicates that the instrument was largely successful and that most respondents were cooperative, regardless of whether they participated in arts and leisure activities. The final section of this report contains suggested revisions to the survey design and questionnaire and several recommendations to reduce the time needed to complete the survey.

Section 2: Summary of the survey design

The pilot questionnaire is divided into sections and contains a variety of questions about participation in the arts and other cultural activities in the past twelve months.

All respondents were first asked a Core set of participation questions---either the benchmark Core questions (Core 1), which were the same core questions asked on the 2008 SPPA, or the new set of Core questions (Core 2), a set based on the 2008 Core questions but with the addition of new questions the National Endowment for the Arts wants to continue tracking in the future. In addition, respondents were randomly assigned two of five different modules described in Table 1. At the end of the survey, everyone was asked demographic questions.

Respondents who live with a partner or are married were also asked to answer the Core questions, the additional participation questions in Module A, and all of Module D for their partner or spouse. A total of 160 interviews included spouse proxy reports, almost 40 percent of all completed interviews.

<i>Module</i>	<i>Description</i>
A	Other Attendance and Music Preferences
B	Accessing Art through Media
C	Creating Arts through Media
D	Creating, Performing, and Other Activities
E	Arts Learning

Although telephone households were selected randomly and respondents were randomly assigned two of the five modules, the completed interviews are not a representative sample of the US population. For example, the pilot study contains more women and older respondents than the US population. This is largely due to the small number (n=408) of completed interviews and limited call design of three to five calls before a number was replaced. In an RDD national telephone survey with a typical size of at least 1,000 respondents and a standard call design, the over-representation of any demographic group would be minimized and appropriate weights would be applied to the final data to match population parameters.

Table 2 shows the sample sizes for various paths that respondents took through the survey. The table includes a separate column and count for interviews that included spouse/partner responses, since for the 2012 SPPA these will be counted as two separate interviews. Of the 408 interviews, 10 were partially completed interviews, so the sum of the columns will be slightly less than the overall total. For instance, the overall total shows 408 interviews, but the sum of the total column is 398, which is the number of respondents who completed the core questions plus two modules.

Table 2: Sample Sizes by Modules						
	Core 1	Core 1 with spouse/partners	Core 2	Core 2 with spouse/partners	Total	Total with spouse/partners
Module A & B	20	25	20	28	40	53
Module A & C	18	24	21	31	39	55
Module A & D	22	31	17	20	39	51
Module A & E	21	28	20	29	41	57
Module B & C	22	31	21	37	43	68
Module B & D	21	32	20	34	41	64
Module B & E	18	22	21	25	39	45
Module C & D	19	26	19	30	38	56
Module C & E	19	29	20	26	39	55
Module D & E	21	31	18	21	39	52
Overall Total:	206	287	202	281	408	568

The average length of interview for the pilot study was 7 minutes and 57 seconds. The average length for households that did not include spouse/partner reporting was 6 minutes and 45 seconds, while the average length in households including spouse/partner reporting was 9 minutes and 21 seconds. These estimates do not include the time taken to ask the demographic questions at the end of the survey since these questions will not be part of the 2012 SPPA Current Population Survey supplement.

The two Core sections of the questionnaire were almost identical in length, an average of just under three minutes. Table 3 shows the average length of each module, with separate averages for interviews that included spouse/partner reporting. Module A and E took the longest to administer. If spouse/partner reporting is not included, Module E took the longest module to administer. By far, Module C was the shortest.

Table 3: Average Length in Minutes/Seconds of each module		
	Average Length	N
Core 1	2.44	204
<i>With spouse/partners</i>	3.32	80
<i>Without spouse/partners</i>	2.14	124
Core 2	2.41	201
<i>With spouse/partners</i>	3.34	79
<i>Without spouse/partners</i>	2.07	122
Module A	3.08	160
<i>With spouse/partners</i>	3.42	60
<i>Without spouse/partners</i>	2.47	100
Module B	2.30	163
Module C	1.33	161
Module D	2.54	158
<i>With spouse/partners</i>	3.42	69
<i>Without spouse/partners</i>	2.16	89
Module E	3.02	160

Section 3: Analysis and Recommendations

The pilot study revealed few concerns. However, here a few points worth mentioning:

1. From the 2008 experience we knew that the length of Core 1 would not be issue, but we were concerned that the new Core section (Core 2) might take too long to administer. As it turned out, the new set of Core questions averaged a few seconds shorter than Core 1, so the recommendation is not to shorten Core 2.
2. In past SPPA studies, respondents were asked directly about attending a live Jazz, Classical, Salsa, or Opera performance. The Core 2 approach first asks about attending music. If the respondent answers yes, the interviewer follows up with types of music. A concern was that asking a filter question about attending live music could lead to an undercount of people answering yes to the benchmark music questions (Jazz, Classical, Latin/Salsa, and Opera). This did not happen. In fact, music participation for these music types was higher in Core 2 than Core 1. Therefore, the recommendation is to ask about music attendance in Core 2 as planned.
3. The number of “refused” or “don’t know” responses was remarkably low on most questions, including the spouse/partner proxy questions. An exception, however, was when the respondent was asked about his or her spouse’s/partner’s reading habits---both the amount and type of reading. The 2008 SPPA,¹ in fact, showed some evidence of a small but statistically significant underreporting of spouse/partner reading. Therefore, the recommendation is that we consider not asking respondents to proxy report on their spouse’s/partner’s reading habits.
4. A couple of respondents asked for a definition of folk music (Core 2). The recommendation is to either drop folk music from the list or provide Census interviewers with an online pop-up definition.
5. A few respondents asked for the definition of a park when asked “Did you visit a park or monument for its historical, architectural or design value?” The recommendation is to provide Census interviewers with an online pop-up that instructs the respondent to include any park that was visited because of historical, architectural or design value.
6. Module A went smoothly, although it was bit longer than the other modules. The length is less of a concern because part of this module includes spouse/proxy reports, which count as two interviews. A few people had difficulty choosing a favorite music, but this has not been a problem in past SPPA studies. Therefore, the recommendation is to not make any changes to Module A.

¹ Timothy Triplett, "Can Your Spouse Accurately Report Your Activities? An Examination of Proxy Reporting," Survey Practice February 2010.

7. Prior to the pilot, there was some concern whether the technology terminology would be understandable to most people. The terminology turned out not to be a problem, even to older respondents. Only one person asked for clarification of a Smartphone. The recommendation is to use the technology wording from the pilot test.
8. In response to the Module B question about watching or listening to dance, several respondents asked whether to include shows such as “Dancing with the Stars,” “America’s Got Talent,” or other reality TV that includes dancing. The recommendation is to add wording that explicitly includes or excludes these types of TV shows.
9. Module C had some minor issues. The first issue pertains to the question about taking photographs. In past rounds of SPPA, the question included wording about taking photographs “as an artistic activity.” The pilot, however, dropped the qualification and simply asked, “During the last 12 months, did you take any photographs?” A couple of respondents wanted clarification about whether this meant taking family or personal pictures or only meant taking photographs as an artistic endeavor. The recommendation is to revert to the wording that was used in prior rounds of the SPPA. Because Module C is about creating art, it makes sense to ask about photography as an artistic activity.
10. Also in Module C, we should consider deleting question MC3a: “During the last 12 months, did you use a computer, a handheld or mobile device, or the Internet to create the dance?” No one answered yes to this question. Furthermore, it is awkward to read, and it’s unclear how someone would use these technologies for creating dance.
11. Finally, a number of people asked what qualified as creative writing in Module C---whether, for example, it included keeping journals, writing for work, and writing songs. The recommendation is to develop a definition for Census interviewers to use as needed.
12. A number of people wanted to know what counts as singing in Module D. They asked, for instance, whether it includes singing in the shower or singing at church. Similarly, a few respondents asked what counts as dancing, and whether it included dancing at a wedding, at a bar, or at a social event. The recommendation is to develop definitions for Census interviewers of what qualifies as singing and dancing.
13. Some respondents got confused about the time frame in Module E when switching from the question that asked, “Did you take any of these lessons or classes in the past year?” to this question: “Did you learn any _____, through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?” The intent of the latter question is to find out if a person has *ever* been taught by family or

friends. The recommendation is to change “Did you learn any” to “Have you ever learned any.”

14. More than 5% of the respondents did not know the answer to Module E question 10 (“When you were a child, did your parents take you to a live music, theater, or dance performance?”) and a few other respondents commented that their parent didn’t actually attend with them. This module is already slightly long, so the recommendation is to consider dropping the question.

Section 4: Summary of the final changes to the 2012 SPPA questionnaire based on the pilot test and report debriefing

1. Decide whether to continue asking respondents to report on their spouse's/partner's reading habits.
 - *Resolution: Continue to ask respondents to report on their spouse/partner reading habits. This will avoid requiring that different survey weights be used questions in the Core module which could be confusing to researchers. While the reading rates reported by spouses may be underestimated, researchers would still have the option to produce reading estimates that excluded spouse/partner proxy responses.*
2. Provide the Census interviewer with a definition of folk music or drop it from the list of live music performances in Core 2.
 - *Resolution: Leave as is. (Keep folk music as a category, and don't add a pop-up definition.) The feeling is that it would be best leave it up to the respondent to decide what it means.*
3. Provide Census interviewers with an online pop-up that instructs the respondent to include any park that was visited because of historical, architectural or design value.
 - *Resolution: Pop-up instruction has been included in the final 2012 instrument: "This would include any park in which your visit was at least in part because of the historical, architectural or design value of the park."*
4. Although not a problem in the pilot, we need to provide the Census interviewers with definitions of the technologies mentioned in Module B.
 - *Resolution: The following POP-UP HELP Options were added to the questionnaire:*
 - **Smart Phone** - a mobile phone that offers more advanced computing ability and internet connectivity
 - **MP3 player** - a portable consumer electronic device that allows you to store and play music files
 - **eBook reader**- an electronic device that is designed primarily for the purpose of reading digital books and periodicals
 - **Notebook computer**- a portable computer that is smaller than a laptop
 - **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
5. Decide how to handle reporting of reality TV shows such as "Dancing with the Stars."
 - *Resolution: Want to include so we revised B2g and B5g to now read as "Other dance programs or shows."*
6. Decide whether to qualify taking photographs "as an artistic activity."
 - *Resolution: Changed question C5 to read "Did you take any photographs as an artistic activity."*
7. Decide whether to delete the question that asks about using a computer, a handheld device, mobile device, or the Internet to create dance.

- *Resolution: Deleted question C3a.*
8. Provide Census interviewers with a pop-up definition of creative writing.
 - *Resolution: Revised question C8 to read “Did you do any creative writing, such as: fiction, non-fiction, poetry, or plays?” No pop-up help option will be added, and it is acceptable for respondents to do their creative writing as part of school or work. We are reasonably sure that college students will not include essays for their courses, and people who do creative writing as part of their profession will also correctly report this activity.*
 9. Provide Census interviews with guidelines on what counts or doesn’t count when respondents are asked if they sing or dance.
 - *Resolution: Revised the singing questions D13a and D13c (spouse/partner) to read, “Did you (your spouse/partner) perform or practice any singing?” The new phrasing should eliminate the need for a pop-up help option since it clearly excludes people who do singing casually (e.g., in shower or the car, but nowhere else); and people who sing in church as part of a congregation only (not as part of the choir), as well as people who sing to their children in a “casual” way.*
 - *Resolution: Revised the first dance question so that D11a and D12a now read, “Did you (your spouse/partner) perform or practice any dance?”*
 - *Resolution: Revised the second dance question so that D11b and D12b now read, “Did you (spouse/partner) do any social dancing, including dancing at weddings, clubs, or other social settings?” The new phrasing should eliminate the need for a pop-up help menu. For people who feel they practice or perform social dancing, a yes to both questions is fine.*
 10. Decide how to ensure people are thinking about more than just the past year when answering about learning family traditions.
 - *Resolution: Revised the wording from “Did you learn” to “Have you ever learned...” Put “HAVE YOU EVER” in all caps so that Census interviewers know that they should stress “Have you ever” to help respondents understand they are being asked about more than the past year. (The preceding question asks about only the past year). This change applies to questions E1e, E2e, E3e, E4e, E5e, E6e, E7e, and E8e.*
 11. Decide whether to reword or drop the question about parents taking children to see a live music, theater, or dance performance.
 - *Resolution: Remove “Did your parents take you to” from E9 and E10 and revise the wording to “When you were a child, did you go to... (E9)” and “When you were a child, did you attend... (E10)”. The “parents” phrasing added undue recall complexity. Some people were confused because they attended arts activities coordinated by their schools, or someone other than their parents took them.*
 12. On the pilot Question B3 only asked about listening.
 - *Resolution: The intent of this question was to ask about watching or listening, so the question has been revised to read, “During the last 12 months, did you use a DVD or CD player or record or tape player to*

watch or listen to music or programs about theater, dance, visual arts, or literature?"

13. The pilot question C1 does not have a category for written or spoken literature.
 - *Resolution: Add a "part f" using the same categories as the reading question (but not in the same order): "f. poetry, short stories, novels, or plays." The wording is in the order we'd expect people to email, post, or share (highest frequency to lowest).*
14. If the respondent read more than one book, he/she is asked if the books were "fiction, nonfiction, or both." Should the questionnaire add a "Something else" categories (to parallel Question 12C)?
 - *Resolution: Do not change wording; do not add a pop-up (e.g., for people who aren't sure what to do with poetry). No one responded "Something else" in the pilot.*
15. Question E9 uses the language art museum/gallery vs. art exhibit (or, location vs. activity). The question asks about going to an "art museum or gallery." This language mirrors Core 1, but is different than Core 2 (which asks about attendance at "art exhibit," to focus on the arts activity rather than a physical location). Should the Core 2 language be used instead?
 - *Resolution: Have E9 keep the original wording with "art museum or gallery." Following the survey, we will need to examine carefully whether the different wording caused different reporting of attendance at art museums or galleries (Core 1) vs. attendance at art exhibits. The pilot study was inconclusive, but there is some concern that the new wording in Core 2, "art exhibit," may be too strong. This wording was chosen to avoid people including visits to museums/galleries for activities such as performances; however, the word "exhibit" may cause people to think about visits to a specific, perhaps only temporary, exhibit.*
16. The Core 2 pilot questions did not capture ballet attendance. Currently, Core 2 only asks about attending "live dance" (Q5A), and does not have a question about ballet attendance (one of the key "benchmark" activities) and in contrast to the other benchmark activities (e.g., Opera, Jazz) there is no opportunity to select it from a list to gauge participation rates.
 - *Resolution: Add new question Q5a [With the exception of elementary or high school performances], did you go to a live ballet performance [during the last 12 months]?*
 - *Make the other dance question Q5b: and use the revised wording [With the exception of elementary or high school performances,] did you go to any live dance performance other than ballet [during the last 12 months]?*
 - *Similarly create spouse/partner versions of the questions (Q5c and Q5d).*
17. Finally we made a few final consistency edits:
 - *Changed the word "attend" to "go to" in questions Q9 in Core1 and Q6 in Core2.*
 - *Included pottery as an example of an art exhibit in Core2 question 7a and 7b (spouse/partner version).*

Section 5: Recommended 2012 SPPA Questionnaire

2012 Survey of Public Participation in the Arts (SPPA)

PROGRAMMER INFORMATION - THERE ARE 20 VERSIONS:

Form1: Core1 + module A and module B {random 5% of interviews}
Form2: Core1 + module A and module C {random 5% of interviews}
Form3: Core1 + module A and module D {random 5% of interviews}
Form4: Core1 + module A and module E {random 5% of interviews}
Form5: Core1 + module B and module C {random 5% of interviews}
Form6: Core1 + module B and module D {random 5% of interviews}
Form7: Core1 + module B and module E {random 5% of interviews}
Form8: Core1 + module C and module D {random 5% of interviews}
Form9: Core1 + module C and module E {random 5% of interviews}
Form10: Core1 + module D and module E {random 5% of interviews}
Form11: Core2 + module A and module B {random 5% of interviews}
Form12: Core2 + module A and module C {random 5% of interviews}
Form13: Core2 + module A and module D {random 5% of interviews}
Form14: Core2 + module A and module E {random 5% of interviews}
Form15: Core2 + module B and module C {random 5% of interviews}
Form16: Core2 + module B and module D {random 5% of interviews}
Form17: Core2 + module B and module E {random 5% of interviews}
Form18: Core2 + module C and module D {random 5% of interviews}
Form19: Core2 + module C and module E {random 5% of interviews}
Form20: Core2 + module D and module E {random 5% of interviews}

We would also like the CATI program to include a variable indicating when a pop-up help option is used.

CORE1 QUESTIONS (ASK FORMS 1-10)

If not married and doesn't have a partner or don't know or refused to marital status question

The following questions are about your activities during the last 12 months between {fill today's date}, 2011 and {fill today's date}, 2012.

If married/ has partner

The following questions are about you and your spouse/partner's activities during the last 12 months between {fill today's date}, 2011 and {fill today's date}, 2012.

Ask All

Q1A With the exception of elementary or high school performances, did **you** go to a live jazz performance during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if attended a live jazz performance in the last 12 months (Q1a=1)

Q1B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask if married/has partner

Q1C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live jazz performance [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if spouse/partner attended a live jazz performance in the last 12 months (Q1c=1)

Q1D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask All

Q2A [With the exception of elementary or high school performances] did **you** go to a live Latin, Spanish, or salsa music performance [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if attended a live Latin, Spanish, or salsa music performance in the last 12 months (Q2a=1)

Q2B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask if married/ has partner

Q2C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live Latin, Spanish, or salsa music performance [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

If spouse or partner attended a live Latin, Spanish, or salsa music performance in the last 12 months (Q2c=1)

Q2D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask All

Q3A [With the exception of elementary or high school performances] did **you** go to a live classical music performance such as symphony, chamber, or choral music [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if attended a live classical music performance in the last 12 months (Q3a=1)

Q3B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask if married/has partner

Q3C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live classical music performance such as symphony, chamber, or choral music [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner attended a live classical music performance in the last 12 months (Q3c=1)

Q3D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask All

Q4A [With the exception of elementary or high school performances] did **you** go to a live opera [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if attended a live opera in the last 12 months (Q4a=1)

Q4B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask if married/has partner

Q4C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live opera [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if spouse/partner attended a live opera in the last 12 months (Q4c=1)

Q4D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask All

Q5A [With the exception of elementary or high school performances] did **you** go to a live musical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if attended a live musical stage play in the last 12 months (Q5a=1)

Q5B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask if married/has partner

Q5C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live musical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner attended a live musical stage play in the last 12 months (Q5c=1)

Q5D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask All

Q6A [With the exception of elementary or high school performances] did **you** go to a live performance of a nonmusical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if attended a live performance of a nonmusical stage play in the last 12 months (Q6a=1)

Q6B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask if married/has partner

Q6C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live performance of a nonmusical stage play [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if spouse/partner attended a live performance of a nonmusical stage play in the last 12 months (Q6c=1)

Q6D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask All

Q7A [With the exception of elementary or high school performances] did **you** go to a live ballet performance [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if attended a live ballet performance in the last 12 months (Q7a=1)

Q7B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask if married/has partner

Q7C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live ballet performance [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner attended a live ballet performance in the last 12 months (Q7c=1)

Q7D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask All

Q8A [With the exception of elementary or high school performances] Did **you** go to a live dance performance other than ballet, such as modern, contemporary, folk, traditional, or tap dance [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if attended a live dance performance in the last 12 months (Q8a=1)

Q8B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask if married/has partner

Q8C [With the exception of elementary or high school performances] did your **spouse/partner** go to a live dance performance other than ballet, such as modern, contemporary, folk, traditional, or tap dance [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner attended a live dance performance in the last 12 months (Q8c=1)

Q8D How many times did your **spouse/partner** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask All

Q9A [With the exception of elementary or high school performances] did **you** go to any other music, theater, or dance performance [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask if married/has partner

Q9B [With the exception of elementary or high school performances] did **your spouse/partner** go to any other music, theater, or dance performance [during the last 12 months?]

1 Yes

2 No

8 Don't know

9 Refused

Ask All

Q10A [During the last 12 months] did **you** visit an art museum or gallery?

1 Yes

2 No

8 Don't know

9 Refused

Ask if visited an art museum or gallery in the last 12 months (Q10a=1)

Q10B How many times did **you** do this during the last 12 months?

Record Exact number 1-97

98 Don't know

99 Refused

Ask if married/has partner

Q10C [During the last 12 months] did your **spouse/partner** visit an art museum or gallery?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if partner/spouse visited an art museum or gallery in the last 12 months (Q10c=1)

Q10D How many times did your **spouse/partner** do this [during the last 12 months?]

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask All

Q11A [During the last 12 months] did **you** visit a crafts fair or a visual arts festival?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q11B [During the last 12 months] did **you** visit an outdoor festival that featured performing artists?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q11C [During the last 12 months] did your **spouse/partner** visit a crafts fair or a visual arts festival?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q11D [During the last 12 months] did your **spouse/partner** visit an outdoor festival that featured performing artists?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q12A [During the last 12 months] did **you** visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q12B [During the last 12 months] did your **spouse/partner** visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Next I have a few Questions about Reading.

Ask All

Q13A With the exception of books required for work or school, did **you** read any books during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if read any books in the last 12 months (Q13a=1)

Q13B About how many did **you** read during the last 12 months?

- Record Exact number 1-97
- 98 Don't know
 - 99 Refused

Ask if married/has partner

Q13C [With the exception of books required for work or school] did your **spouse/partner** read any books [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner read any books in the last 12 months (Q13c=1)

Q13D About how many did your **spouse/partner** read [during the last 12 months?]

Record Exact number 1-97

- 98 Don't know
- 99 Refused

Ask All

Q14A [During the last 12 months] did **you** read any (INSERT)?

- a. Novels or short stories
- b. Poetry
- c. Plays

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q14B [During the last 12 months] did your **spouse/partner** read any:

- a. Novels or Short stories
- b. Poetry
- c. Plays

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

CORE2 QUESTIONS (ASK FORMS 11-20)

If not married and doesn't have a partner or don't know or refused to marital status question

The following questions are about your activities during the last 12 months between {**fill today's date**}, 2011 and {**fill today's date**}, 2012.

If married/ has partner

The following questions are about you and your spouse/partner's activities during the last 12 months between {**fill today's date**}, 2011 and {**fill today's date**}, 2012.

Ask All

Q1A With the exception of elementary or high school performances, did **you** go to a live music performance during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if person went to a live music performance (Q1a = 1)

Q2A [With the exception of elementary or high school performances,] did **you** go to a live (INSERT) performance? [During the last 12 months]

- a. Jazz
- b. Latin, Spanish, or salsa music
- c. Classical music, such as symphony, chamber or choral music
- d. Opera
- e. Hymns, gospel, or choir music
- f. Country music
- g. Rap or hip hop
- h. Blues, rhythm & blues, or soul music
- i. Folk music
- j. Pop or rock music

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q1B With the exception of elementary or high school performances, did **your spouse/partner** go to a live music performance during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner went to a live music performance (Q1B = 1)

Q2B [With the exception of elementary or high school performances,] did **your spouse/partner** go to a live (INSERT) performance? [During the last 12 months]

- a. Jazz
- b. Latin, Spanish, or salsa music
- c. Classical music, such as symphony, chamber or choral music
- d. Opera
- e. Hymns, gospel, or choir music
- f. Country music
- g. Rap or hip hop
- h. Blues, rhythm & blues, or soul music
- i. Folk music
- j. Pop or rock music

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q3A [With the exception of elementary or high school performances,] did **you** go to a live musical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q3B [With the exception of elementary or high school performances] did **your spouse/partner** go to a live musical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q4A [With the exception of elementary or high school performances,] did **you** go to a live performance of a nonmusical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q4B [With the exception of elementary or high school performances,] did your **spouse/partner** go to a live performance of a nonmusical stage play [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q5A [With the exception of elementary or high school performances,] did **you** go to a live ballet performance [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q5B [With the exception of elementary or high school performances,] did you go to a live dance performance other than ballet [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q5C [With the exception of elementary or high school performances,] did your **spouse/partner** go to a live ballet performance [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q5D [With the exception of elementary or high school performances,] did your **spouse/partner** go to a live dance performance other than ballet [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if attended a music, theater or dance performance (Q1a=1 or Q3a=1 or Q4a =1 or Q5a=1 or Q5b=1)

Q6A [With the exception of elementary or high school performances,] during the last 12 months, approximately how many times did **you** go to a live music, theater, or dance performance?

- Record Exact number 1-97
- 98 Don't know
 - 99 Refused

Ask if spouse/partner attended a music, theater or dance performance (Q1b=1 or Q3b=1 or Q4b =1 or Q5c=1 or Q5d=1)

Q6B [With the exception of elementary or high school performances,] during the last 12 months, approximately how many times did your **spouse/partner** go to a live music, theater, or dance performance?

- Record Exact number 1-97
- 98 Don't know
 - 99 Refused

Ask All

Q7A [With the exception of elementary or high school exhibits, during the last 12 months] did **you** go to an art exhibit, such as paintings, sculpture, pottery, graphic design, or photography?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q7B With the exception of elementary or high school exhibits, during the last 12 months] did your **spouse/partner** go to an art exhibit, such as paintings, sculpture, pottery, graphic design, or photography?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q8A [During the last 12 months,] did **you** go to a film festival?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q8B [During the last 12 months,] did your **spouse/partner** go to a film festival?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q9A [During the last 12 months,] 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?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q9B [During the last 12 months,] did your **spouse/partner** go to an arts and cultural fair or festival such as a crafts fair, a music festival, or a festival with performing artists?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Q10A [During the last 12 months,] did **you** go see any buildings or neighborhoods for their historical, architectural or design value?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q10B [During the last 12 months,] did your **spouse/partner** go see any buildings or neighborhoods for their historical, architectural or design value?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

Q11A [During the last 12 months,] did **you** visit a park or monument for its historical, architectural or design value?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q11B [During the last 12 months,] did your **spouse/partner** **you** visit a park or monument for its historical, architectural or design value?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

POP-UP HELP Option: "This would include any park in which your visit was a least in part because of the historical, architectural or design value of the park".

Next I have a few Questions about Reading.

Ask All

Q12A With the exception of books required for work or school, did **you** read any books during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if read any books in the last 12 months (Q12A=1)

Q12B About how many did **you** read during the last 12 months?

- Record Exact number 1-900
- 901 Over 900
 - 998 Don't know
 - 999 Refused

Ask if read 1 book in the last 12 months (Q12B=1)

Q12C Was this book fiction or nonfiction?

- 1 Fiction
- 2 Nonfiction
- 3 Something else (Volunteer Response)
- 8 Don't know
- 9 Refused

Ask if read more than 1 book in the last 12 months (Q12B >1 and Q12B <902)

Q12D Were these books fiction, nonfiction, or both?

- 1 Fiction
- 2 Nonfiction
- 3 Both
- 8 Don't know
- 9 Refused

Ask if married/has partner

Q12E [With the exception of books required for work or school] did your **spouse/partner** read any books [during the last 12 months?]

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner read any books in the last 12 months (Q12E=1)

Q12F About how many did your **spouse/partner** read [during the last 12 months?]

Record Exact number 1-900

901 Over 900

998 Don't know

999 Refused

Ask if spouse/partner read 1 book in the last 12 months (Q12F=1)

Q12G Was this book fiction or nonfiction?

1 Fiction

2 Nonfiction

3 Something else (volunteer response)

8 Don't know

9 Refused

Ask if spouse/partner read more than 1 book in the last 12 months (Q12F >1 and Q12F < 902)

Q12H Were these books fiction, nonfiction, or both?

1 Fiction

2 Nonfiction

3 Both

8 Don't know

9 Refused

Ask All

Q13A [During the last 12 months,] did **you** read any (INSERT)?

a. Novels or short stories

b. Poetry

c. Plays

1 Yes

2 No

8 Don't know

9 Refused

- Ask if married/has partner**
- Q13B** [During the last 12 months,] did your **spouse/partner** read any:
- a. Novels or Short stories
 - b. Poetry
 - c. Plays
-
- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refused

MODULE A: Other Attendance & Music Preferences

Asked on Forms 1-4 and 11-14

Ask All

A1a During the last 12 months, with the exception of elementary or high school performances, did **you** go to a live book reading or a poetry or storytelling event?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

A1b During the last 12 months, with the exception of elementary or high school performances, did your **spouse/partner** go to a live book reading or a poetry or storytelling event?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

A2a During the last 12 months, did **you** participate in a book club or reading group?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

A2b During the last 12 months, did **your spouse/partner** participate in a book club or reading group?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

A3a During the last 12 months, did **you** go to the movies?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

A3b During the last 12 months, did **your spouse/partner** go to the movies?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

A4a With the exception of youth sports, did **you** go to any amateur or professional sports events during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

A4b With the exception of youth sports, did **your spouse/partner** go to any amateur or professional sports events during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

A5 With the exception of elementary or high school performances, did **you** attend any free music, theater, or dance performances during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

A6 During the last 12 months, now including elementary, middle and high school performances, did **you** go to an art exhibit or music, theater, or dance performance at a: (INSERT)?

- a. College or university campus
- b. Elementary, middle, or high school
- c. Church, synagogue, or other place of worship
- d. Theater, concert hall, or auditorium
- e. Restaurant, bar, nightclub, or coffee shop
- f. Art museum or gallery
- g. Park or open-air facility
- h. Community center

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

A7 Now I am going ask about your music preferences. For each type of music I read, please tell me if you like to listen to it. Do you like to listen to (INSERT)?

- a. Classical such as symphony, chamber, or choral music
- b. Opera
- c. Broadway musicals or show tunes
- d. Jazz
- e. Classic rock or oldies
- f. Alternative or indie rock
- g. Pop
- h. Country music
- i. Dance, techno, or electronica
- j. Rap or hip hop
- k. Reggae
- l. Blues, rhythm & blues, or soul music
- m. Latin, Spanish, or salsa
- n. Asian, African, or Middle Eastern Music
- o. Bluegrass
- p. Folk music
- q. Hymns, gospel, or choir music
- r. Anything else I have not mentioned

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if A7 series has more than one “Yes” response

A8 Of those music types that you mentioned listening to, which do you like best?

- 1 Classical such as symphony, chamber, or choral music
- 2 Opera
- 3 Broadway musicals or show tunes
- 4 Jazz
- 5 Classic rock or oldies
- 6 Alternative or indie rock
- 7 Pop
- 8 Country music
- 9 Dance, techno, or electronica
- 10 Rap or hip hop
- 11 Reggae
- 12 Blues, rhythm & blues, or soul music
- 13 Latin, Spanish or salsa
- 14 Asian, African, or Middle Eastern music
- 15 Bluegrass
- 16 Folk music
- 17 Hymns, gospel, or choir music
- 97 Other
- 98 Don't know
- 99 Refused

MODULE B: Accessing Art through Media

Asked on Forms 1,5,6,7 and 11,15,16,17

The following questions are about ways people use television, radio, the Internet, and other electronic media. We will first be asking about traditional media such as TV and radio and then ask a few questions about the use of the Internet and handheld or mobile devices.

Ask All

B1 Approximately, how many hours of television do you watch on an average day?

Record Exact number 0-97

98 Don't know

99 Refused

Ask All

B2 [During the last 12 months,] did you use a TV or radio to watch or listen to any: (INSERT)?

- a. Jazz
- b. Latin, Spanish, or salsa music
- c. Classical music
- d. Opera
- e. Other music, such as rock, pop, country, folk, rap or hip-hop
- f. Theater productions, such as a musical or stage play
- g. Ballet, modern, or contemporary dance
- h. Other dance programs or shows
- i. Programs or information about the visual arts, such as painting, sculpture, graphic design, or photography
- j. Programs or information about books or writers
- k. Books, short stories, or poetry read aloud

1 Yes

2 No

8 Don't know

9 Refused

Ask All

B3 During the last 12 months, did you use a DVD or CD player or record or tape player to watch or listen to music or programs about theater, dance, visual arts, or literature?

1 Yes

2 No

8 Don't know

9 Refused

Ask All

B4 During the last 12 months, did you use the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if used the Internet in the last 12 months (B4=1)

B4a How often did you use the Internet?

- 1 Several times a day
- 2 About once a day
- 3 3 to 5 times a week
- 4 1 or 2 days a week
- 5 Every few weeks
- 6 or less often
- 8 Don't know
- 9 Refused

Ask if used the Internet in the last 12 months (B4=1)

B5 [During the last 12 months,] did you use the Internet to watch, listen to or download any: (INSERT)?

- a. Jazz
- b. Latin, Spanish or salsa music
- c. Classical music
- d. Opera
- e. Other music, such as rock, pop, country, folk, rap or hip-hop
- f. Theater productions, such as a musical or stage play
- g. Ballet, modern or contemporary dance
- h. Other dance programs or shows
- i. Programs or information about the visual arts, such as painting, sculpture, graphic design, or photography
- j. Programs or information about books or writers
- k. Books, short stories, or poetry read aloud or in text

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

B6 During the last 12 months, did you use any handheld or mobile devices such as a smart phone, MP3 player, eBook reader, or a laptop, notebook or tablet computer?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

POP-UP HELP Options:

Smart Phone - a mobile phone that offers more advanced computing ability and internet connectivity

MP3 player - a portable consumer electronic device that allows you to store and plays music files

eBook reader- an electronic device that is designed primarily for the purpose of reading digital books and periodicals

Notebook computer- a portable computer that is smaller than a laptop

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

Ask if used handheld/mobile device in the last 12 months (B6=1)

B7 [During the last 12 months,] did you use any handheld or mobile devices to read, listen to, or download any novels, short stories, poetry or plays?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if used handheld/mobile device in the last 12 months (B6=1)

B8 During the last 12 months, did you use any handheld or mobile devices to download, watch, or listen to any music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if used handheld/mobile device in the last 12 months (B6=1)

B9 [During the last 12 months,] did you use any handheld or mobile devices to watch, listen to, or download any theater or dance performances?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if used handheld/mobile device in the last 12 months (B6=1)

B10 [During the last 12 months,] did you use any handheld or mobile devices to download or view any visual arts such as painting, sculpture, graphic design, or photography?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

MODULE C: Creating Arts through Media

Asked on Forms 2,5,8,9 and 12,15,18,19

The following questions are about ways people create and share music and art.

Ask All

c1 During the last 12 months did you use a computer, a handheld or mobile device, or the Internet to email, post, or share (INSERT):

- a. Music
- b. Dance
- c. Films or videos
- d. Photography
- e. Other visual arts such as painting, sculpture, or graphic design
- f. poetry, short stories, novels, or plays

Ask All

c2 During the last 12 months, did you create or perform any music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created music (C2=1)

c2a [During the last 12 months,] did you use a computer, a handheld or mobile device, the Internet to create the music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

c2b [During the last 12 months,] did you record, edit, or remix any music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created, recorded or remixed music (C2=1 or C2b=1)

C2c Did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of the music you created, performed, recorded, edited, or remixed?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C3 During the last 12 months, did you create or perform any dance?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C3b [During the last 12 months,] did you record, edit, or remix any dance performances?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created, recorded or remixed dance (C3=1 or C3b=1)

C3c Did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of the dance you created, performed, recorded, edited or remixed?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C4 [During the last 12 months,] did you create any films or videos?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C4a [During the last 12 months,] did you edit or remix any films or videos?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created, recorded or remixed films or videos (C4=1 or C4a=1)

C4b Did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of the films and videos you created, edited, or remixed?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C5 [During the last 12 months,] did you take any photographs as an artistic activity?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C5a [During the last 12 months,] did you do any photo editing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created, recorded or remixed photos (C5=1 or C5a=1)

C5b Did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of the photographs you took or edited?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C6 [During the last 12 months,] did you create any other visual art, such as paintings, sculpture, or graphic designs?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created visual arts (C6=1)

C6a [During the last 12 months,] did you use a computer, a handheld or mobile device, or the Internet to create visual arts, such as painting, sculpture, or graphic design?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if created visual arts (C6=1)

C6b Did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of your visual art, such as painting, sculpture, or graphic design?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

C7 [During the last 12 months,] did you do any scrapbooking?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if did any scrapbooking (C7=1)

C7a [During the last 12 months,] did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of your scrapbooking?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

C8 **Ask All**
[During the last 12 months,] did you do any creative writing, such as: fiction, non-fiction, poetry, or plays?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

C8a **Ask if did any creative writing (C8=1)**
[During the last 12 months,] did you use a computer, a handheld or mobile device, or the Internet to email, post, or share any of your creative writing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

MODULE D: Creating, Performing, and Other Activities

Asked on Forms 3, 6,8,10 and 13,16,18,20

These next questions are about your participation in other activities.

Ask All

D1a [During the last 12 months], did **you** exercise or participate in any sports activity?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D1b [During the last 12 months], did **your spouse/partner** exercise or participate in any sports activity?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D2a [During the last 12 months], did **you** do any hunting or fishing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D2b [During the last 12 months], did **your spouse/partner** do any hunting or fishing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D3a [During the last 12 months], did **you** participate in any other outdoor activities, such as camping, hiking, or canoeing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D3b [During the last 12 months], did **your spouse/partner** participate in any other outdoor activities, such as camping, hiking, or canoeing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D4a [During the last 12 months], did **you** work with indoor plants or do any gardening for pleasure?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D4b [During the last 12 months], did **your spouse/partner** work with indoor plants or do any gardening for pleasure?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D5a [During the last 12 months] did you work with pottery, ceramics, or jewelry?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D5b [During the last 12 months] did **your spouse/partner** work with pottery, ceramics, or jewelry?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D6a [During the last 12 months] did you do any leatherwork, metalwork or woodwork?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D6b [During the last 12 months] did **your spouse/partner** do any leatherwork, metalwork or woodwork?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D7a [During the last 12 months] did **you** do any weaving, crocheting, quilting, needlepoint, knitting, or sewing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D7b [During the last 12 months] did **your spouse/partner** do any weaving, crocheting, quilting, needlepoint, knitting, or sewing?

- 1 Yes
- 2 No
- 8 Don't know

Ask if does not have spouse/partner

D8a Do **you** own any pieces of art, such as paintings, drawings, sculpture, prints, or lithographs?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if does not have spouse/partner and owns any art (D8a=1)

D8b Did **you** purchase or acquire any of these pieces during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D8c Do **you or your spouse/partner** own any pieces of art, such as paintings, drawings, sculpture, prints, or lithographs?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner and own any art (D8c=1)

D8d Did **you or your spouse/partner** purchase or acquire any of these pieces during the last 12 months?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D9a During the last 12 months did **you** play a musical instrument?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask played a musical instrument (D9a=1)

D9b Did **you** play a musical instrument with other people?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D9c During the last 12 months did **your spouse/partner** play a musical instrument?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner played a musical instrument (D9c=1)

D9d Did **your spouse/partner** play a musical instrument with other people?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D10a During the last 12 months did **you** do any acting?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D10b During the last 12 months did **your spouse/partner** do any acting?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D11a During the last 12 months, did you perform or practice any dance?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D11b During the last 12 months, did you do any social dancing, including dancing at weddings, clubs, or other social settings?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D12a During the last 12 months, did **your spouse/partner** perform or practice any dance?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D12b During the last 12 months, did **your spouse/partner** do any social dancing, including dancing at weddings, clubs, or other social settings?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D13a During the last 12 months did **you** perform or practice any singing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to singing (D13a=1)

D13b Did **you** do any singing with other people?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D13c During the last 12 months did **your spouse/partner** perform or practice any singing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse/partner did singing (D13c=1)

D13d Did **your spouse/partner** do any singing with other people?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to musical instrument, dance or sing (D9a=1 or D11a=1 or D13a=1)

D14a [During the last 12 months] did **you** perform or practice jazz?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse partner and yes to musical instrument, dance, or sing (D9c=1 or D12a=1 or D13c=1)

D14b [During the last 12 months] did **your spouse/partner** perform or practice jazz?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to musical instrument, or sing (D9a=1 or D13a=1)

D15a [During the last 12 months] did **you** perform or practice classical music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse partner and yes to musical instrument, or sing (D9c=1 or D13c=1)

D15b [During the last 12 months] did **your spouse/partner** perform or practice classical music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to musical instrument, acting, dance or sing (D9a=1 or D10a=1 or D11a=1 or D13a=1)

D16a [During the last 12 months] did **you** perform or practice opera?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse partner and yes to musical instrument, act, dance, or sing (D9c=1 or D10b or D12a=1 or D13c=1)

D16b [During the last 12 months] did **your spouse/partner** perform or practice opera?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to musical instrument, dance or sing (D9a=1 or D11a=1 or D13a=1)

D17a [During the last 12 months] did **you** perform or practice Latin, Spanish or salsa music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse partner and yes to musical instrument, dance, or sing (D9c=1 or D12a=1 or D13c=1)

D17b [During the last 12 months] did **your spouse/partner** perform or practice Latin, Spanish or salsa music?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to musical instrument, or sing (D9c=1 or D13c=1)

D18a [During the last 12 months] did **you** perform or practice choral music or sing in a glee club or choir?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse partner and yes to musical instrument, or sing (D9c=1 or D13c=1)

D18b [During the last 12 months] did **your spouse/partner** perform or practice choral music or sing in a glee club or choir?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if yes to musical instrument, dance or sing (D9a=1 or D11a=1 or D13a=1)

D19a [During the last 12 months] did **you** perform or practice a musical or non-musical stage play?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if spouse partner and yes to musical instrument, dance, or sing (D9c=1 or D12a=1 or D13c=1)

D19b [During the last 12 months] did **your spouse/partner** perform or practice a musical or non-musical stage play?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D20a [During the last 12 months], did **you** teach any art classes or lessons?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D20b [During the last 12 months], did **your spouse/partner** teach any art classes or lessons?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D21a [During the last 12 months], did **you** participate in any community activities, meetings, or events?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D21b [During the last 12 months], did **your spouse/partner** did you participate in any community activities, meetings, or events?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

D22a [During the last 12 months], did **you** do any volunteer or charity work?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D22b [During the last 12 months], did **your spouse/partner** do any volunteer or charity work?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if does not have spouse/partner

D23a Are you currently a member of or do you subscribe to an arts or cultural organization?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D23b Are **you or your spouse/partner** currently a member of or subscribe to an arts or cultural organization?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if does not have spouse/partner

D24a [During the last 12 months], did **you** donate any money, goods or services to an arts or cultural organization?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if married/has partner

D24b [During the last 12 months], did **you or your spouse/partner** donate any money, goods or services to an arts or cultural organization?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

MODULE E: Arts Learning

Asked on Forms 4,7,9,10,14,17,19,20

These last questions are about lessons or classes that you may have taken at any time in your life.

Ask All

E1a Have you ever taken lessons or classes in music – either voice-training or playing an instrument?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E1a (E1a=1)

E1b Were these music lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E1a (E1a=1)

E1c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E1c=2 or E1c=3)

E1d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E1e HAVE YOU EVER learned any music through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E2a Have you ever taken lessons or classes in photography or filmmaking?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E2a (E2a=1)

E2b Were these photography or filmmaking lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E2a (E2a=1)

E2c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E2c=2 or E2c=3)

E2d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E2e HAVE YOU EVER learned any photography or filmmaking through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E3a Have you ever taken lessons or classes in other visual arts such as drawing, painting, pottery, weaving, graphic or fashion design?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E3a (E3a=1)

E3b Were these visual arts lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E3a (E3a=1)

E3c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E3c=2 or E3c=3)

E3d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E3e HAVE YOU EVER learned any visual arts through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E4a Have you ever taken lessons or classes in acting or theater?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E4a (E4a=1)

E4b Were these acting or theater lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E4a (E4a=1)

E4c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E4c=2 or E4c=3)

E4d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E4e HAVE YOU EVER learned any acting or theater through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E5a Have you ever taken lessons or classes in dance?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E5a (E5a=1)

E5b Were these dance lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E5a (E5a=1)

E5c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E5c=2 or E5c=3)

E5d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E5e HAVE YOU EVER learned any dance through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E6a Have you ever taken lessons or classes in creative writing?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E6a (E6a=1)

E6b Were these creative writing lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E6a (E6a=1)

E6c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E6c=2 or E6c=3)

E6d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E6e HAVE YOU EVER learned any creative writing through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E7a Have you ever taken lessons or classes in art appreciation or art history?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E7a (E7a=1)

E7b Were these art appreciation or art history lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E7a (E7a=1)

E7c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E7c=2 or E7c=3)

E7d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E7e HAVE YOU EVER learned any art appreciation or art history through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E8a Have you ever taken lessons or classes in music appreciation?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask if Yes to E8a (E8a=1)

E8b Were these music appreciation lessons or classes taken ...

- 1 in school
- 2 outside of school
- 3 or both in school and outside of school?
- 8 Don't know
- 9 Refused

Ask if Yes to E8a (E8a=1)

E8c Did you take these lessons or classes when you were (READ) ...

- 1 A child under 18
- 2 an adult 18 or older
- 3 or both as an adult and child?
- 8 Don't know
- 9 Refused

Ask if learned as adult or adult and child (E8c=2 or E8c=3)

E8d Did you take any of these lessons or classes in the past year?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E8e HAVE YOU EVER learned any music appreciation through any other means such as being taught by family or friends, as part of a family tradition, by teaching yourself, or by using books or the Internet?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E9 When you were a child, did you go to an art museum or gallery?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask All

E10 When you were a child, did you attend a live music, theater, or dance performance?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask all

E11a What is the highest degree or level of school your Father completed?

- 1 Less than 9th grade
- 2 Some high school
- 3 High school graduate (or GED)
- 4 Some college
- 5 College graduate (BA, AB, BS)
- 6 Advanced or graduate degree (Masters, Professional, Doctoral)
- 8 Don't know
- 9 Refused

Ask all

E11b And, what is the highest degree or level of school your Mother completed?

- 1 Less than 9th grade
- 2 Some high school
- 3 High school graduate (or GED)
- 4 Some college
- 5 College graduate (BA, AB, BS)
- 6 Advanced or graduate degree (Masters, Professional, Doctoral)
- 8 Don't know
- 9 Refused

Ask all

E12 How many children do you have between the ages 5 and 17 years of age?

- Record Exact number
- 98 Don't know
- 99 Refused

These last two questions are about your children school aged children ages 5 to 17.

Ask all who have at least one school aged child (E12=1 and E12 <98)

E13 During the last 12 months, were any of your school aged children taught art or music in school?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Ask all who have at least one school aged child (E12=1 or more)

E14 During the last 12 months, were any of your school aged children taught art or music outside of school?

- 1 Yes
- 2 No
- 4 Don't know
- 9 Refused

Ask all who have at least one school aged child (E12=1 or more)

E15 With the exception of elementary, middle, or high school performances, did any of your school aged children go to an art museum or gallery or attend a live music, theater, or dance performance during the last 12 months?

- 1 Yes
- 2 No
- 5 Don't know
- 6 Refused

Additional Questions (Asked of everyone in pilot and not part of the SPPA2012)

Dem1 What year were you born? (enter 4 digit year; 9999 if refused)

Dem2 What is the last grade or class that you completed in school?

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Technical, trade or vocational school AFTER high school
- 5 Some college, no 4-year degree (including associate degree)
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical)
- 8 Don't know (DO NOT READ)
- 9 Refused (DO NOT READ)

Dem3 Are you yourself of Latino or Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Dem4 What is your race? Are you white, black or African American, Asian, American Indian or Alaska Native, or Native Hawaiian or other Pacific Islander? You may select more than one race.

- 1 White
- 2 African American/Black
- 3 Asian
- 4 American Indian or Alaska Native
- 5 Native Hawaiian or other Pacific Islander
- 6 Other (SPECIFY, SO NEED TEXT FIELD)
- 8 Don't know
- 9 Refused

Section 6: Sampling Plan for the SPPA CPS supplement

We plan to use the sampling plan that was used by Census Bureau in conduction the 2008 SPPA. Below is a description of the 2008 sampling plan.

- 1) If the CPS respondent is 18 or older then
 - a. Interview the CPS respondent or their spouse/partner.
 - i. If the CPS respondent has a spouse/partner living in the household who is 18 or older then you would randomly choose either the CPS respondent of their spouse/partner
 1. The respondent for these interviews would also answer the proxy questions for their spouse partner.
 - b. If there are one or more other adults (18+) besides the CPS respondent and their spouse/partner living in the household– randomly choose one of these other adults to be interviewed. (Hence, if there is only one other adult other than the CPS respondent and their spouse/partner that person should be interviewed.)
 - i. If the randomly selected adult has a spouse/partner living in the household who is 18 or older then
 1. Ask the random adult to also answer the proxy questions for their spouse/partner.
- 2) If the CPS respondent is *not* 18 or older then
 - a. Do not interview the CPS respondent.
 - b. Randomly choose one adult from amongst all adults (18+) in the household to be interviewed.
 - i. If the random adult has a spouse/partner living in the household who is 18 or older then
 1. Ask the random adult to answer the proxy questions for their spouse/partner.

NOTE: No more than two interviews will be conducted per household (not including proxy interviews). In households where the CPS respondent is *not* 18 or older, only one interview will be conducted (not including proxy interviews).

Appendix: Frequency Tables