

## **Supporting Statement B: Annual Arts Benchmarking Survey**

### **B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

#### **B.1. Universe and Respondent Selection**

The Census Bureau will conduct the AABS as a February supplement in conjunction with the CPS. The universe is the more than 100 million housing units in the 3,141 counties and independent cities that make up the United States. From this universe, the Bureau will select a sample of approximately 72,000 households each month, of which approximately 60,000 households are eligible to be interviewed (most ineligible housing units are non-residential or unoccupied). About 55,500 households will be interviewed each month. The Bureau will administer the AABS supplement to a random one-quarter of the 60,000 eligible households, or the approximately 15,000 households who are in two of the CPS months in sample rotations. In larger households, a second supplemental AABS interview will be administered. The Census Bureau estimated that based on the 2008 SPPA we should expect that there will be approximately 16,000 adults eligible for the AABS supplements. Since the AABS allows proxy responses for spouses or partners we expect that data will be collected on approximately 18,000 adults. This is what occurred in the 2008 SPPA using the same sampling procedures and also using two CPS months in sample rotations. The exact number of interviews will ultimately depend on the supplemental response rate. However, based on prior experience and the current design that permits some proxy responses, we expect the supplement response rate to be close to the overall CPS response rate, which is approximately 81.6 percent.

#### **B.2. Procedures for Collecting Information**

The main data for the Annual Arts Benchmarking Arts Attendance and Arts Learning survey will be collected as a supplemental survey associated with the February 2013 CPS. The main data for the Annual Arts Benchmarking Arts Creation and Performance survey will be collected as a supplemental survey associated with the February 2014 CPS. Attachment K gives an overview of the CPS sample design and weighting.

#### **B.3. Methods for Maximizing Response Rate**

One of the main reasons that the NEA has chosen to have the AABS as a supplement to the CPS is the fact that the CPS has historically achieved higher response rates than what would otherwise be possible. To avoid breakoffs we have kept the number of supplemental questions to a minimum. We also have plans (described in the next section) to test each question to ensure that the questions are easy to answer and will not lead to any significant item nonresponse. As with the SPPA, to avoid lower response rates we have given the Census Bureau permission to collect the information via proxy from a knowledgeable adult in the event that the target respondent is unavailable during

the CPS field period. Finally, the Census Bureau's final AABS supplement survey weights include a nonresponse adjustment which reduces potential nonresponse bias.

#### **B.4. Test of Procedures and Methods**

Prior to the Census Bureau's fielding of the AABS supplement, the questions will be pilot-tested by Silber & Associates. Specifically, the Arts Attendance and Arts Learning questions (Attachment D) will be pilot-tested by trained telephone interviewers using a computer-assisted telephone instrument with randomly selected adults from 300 households in fall 2011. We do not have plans to conduct separate cognitive interviews because these questions were cognitively tested for the SPPA study. The sample for the pilot test will be a national random-digit dial probability sample that will include both landline telephone and cell phone exchanges. The telephone interviewers will be instructed to record all comments and concerns that respondents may raise during the interview. At the end of the interview, respondents will be asked if they had difficulty answering any of the questions. The pilot test will include a few demographic questions (age, sex, race, education) that will be used to determine whether any particular group had difficulty answering the questions.

Given that most of the AABS questions are taken directly from the SPPA<sup>1</sup>, we expect that the pilot study will likely lead to only small revisions to wording or perhaps changes in question order, but will unlikely lead to any significant changes. However, we will provide OMB with the final version after completing the pilot study and will revise the overall OMB package if requested. The same pilot-testing procedures described above will be used in fall 2012 to test the Arts Creation and Performance questions.

#### **B.5. Consultations on Statistical Aspects of the Design**

The Census Bureau will issue an official source and accuracy statement<sup>2</sup> that documents the estimation procedures for the AABS supplement including a detailed discussion on how to properly report accuracy of the estimates. In addition, NEA will either provide data users with a user's guide or modify the current SPPA user's guide (attachment J) to include information on how to use the AABS data.

The following is contact information for the firms that have been involved in the statistical design of the AABS studies and will likely assist NEA in creating a user's guide as well as help data users with their statistical analyses:

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<sup>1</sup> Attachments H, I, and J contain additional information on the SPPA, including the 2012 SPPA pilot study results, 2008 CPS-SPPA Source and Accuracy Statement, and the 2008 SPPA User's Guide.

<sup>2</sup> We expect the source and accuracy statement to be similar to the SPPA version shown in attachment I.

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Attachments

- A. Title 13, Section 182, United States Code
- B. First Federal Register Notice, Vol. 76, No. 109, p. 32992
- C. Second Federal Register Notice, Vol. 76, No. 171, pp. 54807-54807
- D. AABS Questionnaire: Arts Attendance and Arts Learning
- E. AABS Questionnaire: Arts Creation and Performance
- F. CPS Advance Letter
- G. Confidentiality Brochure
- H. 2012 SPPA Pilot Results
- I. Source and Accuracy Statement (2008 CPS/SPPA)
- J. 2008 SPPA User's Guide: <http://www.nea.gov/research/SPPA/users-guide.pdf>
- K. Overview of CPS Sample Design and Methodology