

2022 AHS Public Participation in the Arts – Cognitive Interview Protocol Guide

Individual / target respondent interview

PARTICIPANT ID: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / 2020

COGNITIVE INTERVIEWER NAME: \_\_\_\_\_

START TIME: \_\_\_\_\_: \_\_\_\_\_ AM / PM

VARIABLES FOR MODULE D:

AGE: 18-24\_\_\_\_ 25+\_\_\_\_ CHILDREN: NO\_\_\_\_YES\_\_\_\_ → Number: \_\_\_\_ →

CHILDREN'S AGE(S): \_\_\_\_\_ → R IS PARENT: YES\_\_\_\_NO\_\_\_\_

**SECTION I. INTRODUCTION**

Hello, I'm [NAME OF COGNITIVE INTERVIEWER]. I work for the Census Bureau. Thanks for agreeing to help us today.

Let me begin by telling you about what we'll be doing today. The Census Bureau counts the population in the U.S and also conducts various kinds of surveys.

Today we will be testing some new questions that were developed for a national survey called the Current Population Survey. I will first ask you some survey questions and you'll answer them just like you would if you were taking the actual survey.

Then I will ask you how you came up with your answers for some of the survey questions.

This helps us get a better idea how of well the new questions work with people such as yourself before we actually use them in the survey.

Please keep in mind I'm only asking for your thoughts and opinions on these materials, and there are no right or wrong answers.

Do you have any questions so far?

## SECTION II. INTERVIEW CONSENT

**Prior to today, you signed a consent form providing information about your rights as a participant. This also asked for your permission to have this session audio recorded. Do you have any questions about that before we begin?**

IF PARTICIPANT PROVIDES CONSENT TO HAVE THE SESSION AUDIO-TAPED:

**Ok, I will now turn on the audio recorder.**

TEST AUDIO RECORDER AND TURN IT ON AGAIN AFTER TEST

**For the upcoming questions, I am interested in your answers, but I am also interested in the process you go through in your mind when you answer the questions. So I'd like you to tell me everything you are thinking about as you go about answering each question.**

THINK-ALoud PRACTICE

**This is a little unusual for most people, so let's begin with a practice question. Remember to say your thoughts out loud as you answer.**

**How many windows are there in the place where you live?**

**[IF NEEDED:] Try to visualize the place where you live and think about how many windows there are in that place. As you count up the windows, tell me what you are seeing and thinking about.**

**PROBES:**

- How did you come up with that answer?
- Tell me more about that. Why did you say [ANSWER]?
- I noticed that you hesitated. Tell me what you were thinking.

**Okay, that was great. Now we can get started with the survey. Please answer the questions as you would if you were taking the actual survey, and remember to tell me what you are thinking about as you are answering them.**

NOTE TO COGNITIVE INTERVIEWER: START INTERVIEW. NOTE ANY PROBLEMS /COMMENTS /QUESTIONS /PUZZLED LOOKS/EXASPERATED SIGHS RESPONDENT HAS DURING THE INTERVIEW. WHEN NECESSARY, PROBE ON THESE AFTER THE RESPONDENT ANSWERS THE QUESTION.

## SECTION III. COGNITIVE INTERVIEW

### Core 1: Participation in Arts and Leisure Activities

**Introduction** The following questions are about your activities during the last 24 months between [fill today's date], 2019 and [fill today's date], 2021.

**1-1A** With the exception of elementary, middle, or high school performances, did you go to a live jazz performance during the last 24 months?

- Yes - Go to 1-1B
- No - Skip to 1-2A
- Don't know
- Refused

**1-1B (if 1-1A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-2A** With the exception of elementary, middle, or high school performances, did you go to a live Latin, Spanish, or salsa music performance during the last 24 months?

- Yes - Go to 1-2B
- No - Skip to 1-3A
- Don't know
- Refused

**1-2B (if 1-2A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-3A** With the exception of elementary, middle, or high school performances, did you go to a live classical music performance during the last 24 months?

- Yes – *Go to 1-3B*
- No – *Skip to 1-4A*
- Don't know
- Refused

**1-3B (if 1-3A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-4A** With the exception of elementary, middle, or high school performances, did you go to a live opera during the last 24 months?

- Yes – *Go to 1-4B*
- No – *Skip to 1-5A*
- Don't know
- Refused

**1-4B (if 1-4A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-5A** With the exception of elementary, middle, or high school performances, did you go to a live musical stage play during the last 24 months?

- Yes – *Go to 1-5B*
- No – *Skip to 1-6A*
- Don't know
- Refused

**1-5B (if 1-5A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-6A** With the exception of elementary, middle, or high school performances, did you go to a live performance of a non-musical stage play during the last 24 months?

- Yes - *Go to 1-6B*
- No - *Skip to 1-7A*
- Don't know
- Refused

**1-6B (if 1-6A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-7A** With the exception of elementary, middle, or high school performances, did you go to a live ballet performance during the last 24 months?

- Yes - *Go to 1-7B*
- No - *Skip to 1-8A*
- Don't know
- Refused

**1-7B (if 1-7A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-8A** With the exception of elementary, middle, 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 24 months?

- Yes - *Go to 1-8B*
- No - *Skip to 1-9A*
- Don't know

- Refused

**1-8B (if 1-8A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-9A**

With the exception of elementary, middle, or high school performances, did you go to any live music, dance, or theater performance—other than the kinds I've asked about—during the last 24 months? This may include rock, folk, or country music concerts; rap or hip-hop performances; comedy or improv, magic shows, or circus acts.

- Yes
- No
- Don't know
- Refused

**Transition**

Next I will ask you about other activities you may have taken part in during the last 24 months.

**1-10A**

[During the last 24 months,] did you visit an art museum or gallery?

- Yes - *Go to 1-10B*
- No - *Skip to 1-11A*
- Don't know
- Refused

**1-10B (if 1-10A = yes)** How many times did you do this [during the last 24 months]?

Number \_\_\_\_\_

- Don't know
- Refused

**1-11A**

[During the last 24 months,] did you go to a crafts fair or a visual arts festival?

- Yes
- No
- Don't know
- Refused

1-12A [During the last 24 months,] did you go to an outdoor festival that featured performing artists?

- Yes
- No
- Don't know
- Refused

1-13A [During the last 24 months,] did you visit a historic park or monument, or tour a building or neighborhood for its historic or design value? [This would include any park in which your visit was at least in part because of the historical or design value of the park.]

- Yes
- No
- Don't know
- Refused

### Retrospective Probes

1. You said that you went to [repeat types = yes, and numbers of performances].
  - How did you come up with your answer(s)?
    - *(if needed)* How did you come up with the numbers of times you did these things?
  - What does "going to a performance" mean to you in questions like these?
  - What kinds of things did you include?
  - What did you exclude?
2. These questions ask you about things you did in the last 24 months.
  - How easy or difficult is it to think about the things you may have done in the last 24 months?
    - *(if needed)* Tell me more about what made it easy/difficult.
  - What is the earliest performance you included in your answer?
    - When did that performance take place?
3. The questions you just answered say "with the exception of elementary, middle, or high school performances."
  - Please tell me in your own words what that means to you.
4. (1-9A) Earlier I asked whether you've gone to any live music, dance, or theater performance other than the kinds I had already asked about, and you said [fill in response].
  - Were you thinking of any particular kinds of performances when you heard this question?
    - o *(if yes)* What kinds were you thinking of?

- o (if no) Are there any other kinds of performances that come to mind now?
5. (1-11A) Earlier I asked, did you go to a crafts fair or a visual arts festival, and you said [fill in response].
    - What does “crafts fair” mean to you in this question?
    - What does “visual arts festival” mean to you in this question?
  6. (1-12A) Earlier I asked, did you go to an outdoor festival that featured performing artists, and you said [fill in response].
    - Please tell me in your own words what this question is asking.
    - What does “festival that featured performing artists” mean to you?
      - (If needed) Can you think of any examples?
  7. (1-13A) Earlier I asked, did you visit a historic park or monument, or tour a building or neighborhood for its historic or design value, and you said [fill in response].
    - Please tell me in your own words what this question is asking.
    - What does “historic or design value” mean to you?
    - What are some examples of these kinds of places?

## Core 1, Part 2 – Reading

### Observations:

- Note whether R mentions e-books or audiobooks prior to first mention of e-books in 1-15aa.
- Note whether R reconsiders their responses to 14A-B upon hearing mention of e-books in 15aa.
- If R answers “no” to 1-14A, note whether they comment on being asked questions about novels, etc. in 1-15A.

### Transition

Next, I have a few questions about reading.

### 1-14A

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

- Yes – Go to 1-14B
- No – Skip to 1-15A
- Don’t know
- Refused



**1-14B (if 1-14A = yes)** About how many did you read [during the last 12 months]?

Number \_\_\_\_\_

- Over 900
- Don't know
- Refused

**1-15A**

During the last 12 months, did you read any...

(Interviewer note: Include any reading of novels or short stories, poetry, or plays in the last 12 months, regardless of whether it was in books, magazines, or newspapers in paper form or online.)

...Novels or short stories?     Y / N / DK / R

...Poetry?                             Y / N / DK / R

...Plays?                                 Y / N / DK / R

*Any yes - go to 1-15aa*

*All no - skip to 1-15ac*

**1-15aa (if any 1-15A = yes)**

You said you read [novel or short stories / poetry / plays]. Did you read any of these on electronic devices such as e-readers, tablets, laptop computers, or cell phones?

- Yes
- No
- Don't know
- Refused

**1-15ab (if any 1-15A = yes)**

Did you read these in printed form?

- Yes
- No
- Don't know
- Refused

**1-15ac** Did you listen to any recordings, broadcasts, or web streams of novels or short stories?

- Yes
- No
- Don't know
- Refused

**1-15ad** Did you listen to any recordings, broadcasts, or web streams of poetry?

- Yes
- No
- Don't know
- Refused

**1-16A (if 1-14A = yes)** During the last 12 months, with the exception of books required for work or school, did you read any (INSERT)?

...Nonfiction books about history	Y / N / DK/ R
...Nonfiction books about science or technology	Y / N / DK/ R
...Biographies or memoirs	Y / N / DK/ R
...Graphic novels, or books in comic-strip format	Y / N / DK/ R
...Religious texts or books about religion or spirituality	Y / N / DK/ R

**1-16aa (if 1-14A = yes)**

Considering all the books you read outside work or school, did you read any on electronic devices such as e-readers, tablets, laptops, computers, or cell phones?

- Yes
- No
- Don't know
- Refused

**1-16ab (if 1-14A = yes)**

Did you read any books in printed form?

- Yes
- No
- Don't know
  
- Refused

1-17A

During the last 12 months, did you listen to any audiobooks? This could include recordings, broadcasts, or web streaming.

- Yes
- No
- Don't know
  
- Refused

### Retrospective Probes

1. (1-14A) Earlier I asked, with the exception of books required for work or school, did you read any books during the last 12 months, and you said [fill in response].
  - In your own words, can you tell me what this question is asking?
  - *Probe as needed:*
    - Tell me more about how you came up with your answer.
    - What were you thinking about when I asked you about books?
    - Was there anything you thought about including as a book but did not include?
  - Sometimes books or portions of books are available to read on websites.
    - Do you ever read books or portions of books on websites?
    - (if yes) Did you include these in your response?
2. (1-14B) Earlier I asked about how many books you read during the last 12 months, and you said [fill in response].
  - How did you come up with your answer?
  - What did you include in your answer? What did you exclude?
  - As you came up with your answer, did you think about whether to include e-books (or books in electronic format)?
    - How about audiobooks?
    - How did you decide what to include and not include in your answer?
  - What does “with the exception of books required for work or school” mean to you?
    - Did that instruction affect how you came up with your responses?

3. (1-15aa) Earlier I asked whether you read any [novel or short stories / poetry / plays] on electronic devices such as e-readers, tablets, laptop computers, or cell phones, and you said [fill in response].
  - Please tell me in your own words what this question is asking you.
  - What terms do you use to refer to electronic books?
4. (1-15ac) Earlier I asked whether you listened to any recordings, broadcasts, or web streams of novels or short stories, and you said [fill in response].
  - Please tell me in your own words what this question is asking you.
  - How did you come up with your answer?
  - What does “web streams” mean to you?
  - Have you ever heard of novels, stories, or poetry being read over broadcasts or web streams?
5. (1-16A) Earlier I asked you whether you read any graphic novels or books in comic-strip format, and you said [fill in response].
  - What does “graphic novels or books in comic-strip format” mean to you?
6. (1-17A) Earlier I asked whether you listened to any audiobooks, which could include recordings, broadcasts, or web streaming, and you said [fill in response].
  - What does this question mean do you?
  - What does “recordings, broadcast, or web streaming” mean to you?
  - Have you ever heard of audiobooks being available as broadcasts or web streaming?
    - (if no) In your opinion, is this question clear or not clear?

## Core 2: Participation in Arts and Leisure Activities

- Introduction**            The first questions are about participation in art and leisure activities.  
The following questions are about your activities during the last 24 months between [fill today's date], 2019 and [fill today's date], 2021.
- 2-1A**                      With the exception of elementary, middle, or high school performances, did you go to a live music, theater, or dance performance?
- Yes
  - No
  - Don't know
  - Refused
- 2-1B**                      With the exception of elementary, middle, or high school performances, did you go to a live book reading or a poetry or storytelling event?
- Yes
  - No
  - Don't know
  - Refused

**2-1C** With the exception of elementary, middle, or high school exhibits, did you go to an art exhibit, such as paintings, sculpture, pottery, graphic design, or photography?

- Yes
- No
- Don't know
- Refused

**2-1D** Did you go out to the movies or go see a film?

- Yes - *Go to 2-1D2*
- No- *Skip to 2-1E*
- Don't know
- Refused

**2-1D2 (if 2-1D = yes)** Was it part of a film festival?

- Yes
- No
- Don't know
- Refused

**2-1D3 (if 2-1D = yes)** Was it a documentary?

- Yes
- No
- Don't know
- Refused

**2-1E** Did you visit or go see any buildings, neighborhoods, parks or monuments because of their historical, architectural or design value?

- Yes
- No
- Don't know
- Refused

**2-3A - 2-3I (if any 2-1A, 2-1B, 2-1C, 2-1D or 2-1E = yes)**

Thinking about all the kinds of events you told me you went to, during the last 24 months, did you go to any at a...

...college or university campus?

Y / N / DK / R

...elementary, middle, or high school?	Y / N / DK / R
...church, synagogue, or other place of worship?	Y / N / DK / R
...theater, concert hall, or auditorium?	Y / N / DK / R
...restaurant, bar, nightclub, or coffee shop?	Y / N / DK / R
...museum or gallery?	Y / N / DK / R
...park or open-air facility?	Y / N / DK / R
...community center or public library?	Y / N / DK / R
...some other location?	Y / N / DK / R

**2-4 (if any 2-1A, 2-1B, 2-1C, 2-1D or 2-1E = yes)**

Thinking about all the events you said you went to, what are some ways you first heard about them? Select all that apply.

- Partner or spouse
- Other family members
- Friend, neighbor, or co-worker
- Social media
- Other media outlets (examples include print or broadcasts)
- Some other source

**Retrospective Probes**

1. These questions ask you about things you have done in the last 24 months.
  - How easy or difficult is it to think about the things you may have done in the last 24 months?
  - What is the earliest performance you included in your answer?
    - When did that performance take place?
2. The questions you just answered say “with the exception of elementary, middle, or high school performances.”
  - Please tell me in your own words what that means to you.
3. (2-1E) – Earlier I asked, did you visit or go see any buildings, neighborhoods, parks or monuments because of their historical, architectural or design value, and you said [fill in response].
  - Please tell me in your own words what this question means to you.
  - What does “historic, architectural or design value” mean to you?
  - What are some examples of these kinds of places?

## Module A: Consuming Art via Electronic Media

### Introduction

The following questions are about ways people use electronic devices and media. By “devices,” we mean things like TV and radio, and record-, cassette-, CD- and DVD-players as well as computers, laptops, tablets, cell phones and other mobile devices.

### A-1A

During the last 12 months, did you use a device to watch or listen to jazz music?

- Yes - *Go to A-2A*
- No - *Skip to A-1B*
- Don't know
- Refused

### A-2A (if A-1A = yes)

How often do you use a device to watch or listen to jazz music?



- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1B**

[During the last 12 months], did you use a device to watch or listen to Latin, Spanish, or salsa music?

- Yes – *Go to A-2B*
- No – *Skip to A-1C*
- Don't know
- Refused

**A-2B (if A-1B = yes)**

How often do you use a device to watch or listen to Latin, Spanish, or salsa music?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1C**

[During the last 12 months], did you use a device to watch or listen to classical music or opera?

- Yes – *Go to A-2C*
- No – *Skip to A-1D*
- Don't know
- Refused

**A-2C (if A-1C = yes)**

How often do you use a device to watch or listen to classical music or opera?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know

- Refused

**A-1D**

[During the last 12 months], did you use a device to watch or listen to other kinds of music, such as rock, pop, country, folk, rap or hip-hop?

- Yes – *Go to A-2D*
- No – *Skip to A-1E*
- Don't know
- Refused

**A-2D (if A-1D = yes)**

How often do you use a device to watch or listen to other kinds of music?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1E**

[During the last 12 months], did you use a device to watch or listen to theater productions, such as musicals or plays?

- Yes – *Go to A-2E*
- No – *Skip to A-1F*
- Don't know
- Refused

**A-2E (if A-1E = yes)**

How often do you use a device to watch or listen to theater productions?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1F**

[During the last 12 months], did you use a device to watch or listen to dance performances?

- Yes – *Go to A-2F*

- No – *Skip to A-1G*
- Don't know
- Refused

**A-2F (if A-1F = yes)** How often do you use a device to watch or listen to dance performances?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1G** [During the last 12 months], did you use a device to watch or listen to programs, podcasts, or other video or audio content about music, dance, or theater?

- Yes – *Go to A-2G*
- No – *Skip to A-1H*
- Don't know
- Refused

**A-2G (if A-1G = yes)** How often do you do this?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1H** [During the last 12 months], did you use a device to watch or listen to programs, podcasts, or other video or audio content about the visual arts?

- Yes – *Go to A-2H*
- No – *Skip to A-1I*
- Don't know
- Refused

**A-2H (if A-1H = yes)** How often do you do this?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1I** [During the last 12 months], did you use a device to watch or listen to programs, podcasts, or other video or audio content about books or writers?

- Yes - *Go to A-2I*
- No - *Skip to A-1J*
- Don't know
- Refused

**A-2I (if A-1I = yes)** How often do you do this?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-1J** [During the last 12 months], did you use a device to watch or listen to documentaries of any kind?

- Yes - *Go to A-2J*
- No - *Skip to A-3A*
- Don't know
- Refused

**A-2J (if A-1J = yes)** How often do you do this?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know

- Refused

**A-3A (all)**

[During the last 12 months], did you use a computer, tablet, or smart phone to look at paintings, sculpture, pottery, or other visual art?

- Yes – *Go to A-3B*
- No – *Skip to A-4*
- Don't know
- Refused

**A-3B (if A-3A = yes)** How often do you do this?

- Everyday
- A few times a week
- A few times a month
- A few times a year
- Don't know
- Refused

**A-4 (all)**

[During the last 12 months], did you use a device in a museum, theater, concert hall, to learn about or interact with an art exhibit or as part of a performance?

- Yes
- No
- Don't know
- Refused

**A-5A – A-5D (all)**

During the last 12 months, did you email, post, or digitally share information, articles, websites, blogs, comments, or video or audio clips or any other media content about...

(Interviewer note: May include social media, blog posts, and news articles.)

- ...music, dance, or theater? Y / N / DK / R
- ...movies or films? Y / N / DK / R
- ...visual art? Y / N / DK / R
- ...books or literature? Y / N / DK / R

**Retrospective Probes**

1. (Introduction) – At the beginning of this section I said,

“The following questions are about ways people use electronic devices and media. By “devices,” we mean things like TV and radio, and record-, cassette-, CD- and DVD-players as well as computers, laptops, tablets, cell phones and other mobile devices.”

- Please tell me in your own words what this means to you.
    - *(if needed)* What does “electronic devices and media” mean to you? *(Probe on both terms as needed)*
  - What do you think of the examples of different kinds of devices?
  - Are there any other devices that come to mind?
2. (A-1A – A-3B) These questions asked how often you use a device to watch or listen to different things, and you said [repeat responses for A-1B, A-2B, and A-3B if answered].
- How did you come up with your answers?
  - How easy or difficult was it for you to answer these questions?
3. (A-1G) Earlier I asked you whether you used a device to watch or listen to programs, podcasts, or other video or audio content about music, dance, or theater.
- Please tell me in your own words what this question is asking.
  - What does “other video or audio content” mean to you?

## **Module B: Arts Creation and Performance**

**Introduction**

The following questions are about ways people make and do art.

**B-1A**

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

- Yes
- No
- Don't know
- Refused

**B-1B**

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

- Yes
- No
- Don't know
- Refused

**B-1C**

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

- Yes
- No
- Don't know
- Refused

**B-1D**

[During the last 12 months], did you play a musical instrument?

- Yes - *Go to B-2D*
- No - *Skip to B-1E*
- Don't know
- Refused

**B-2D (if B-1D = yes)**

Did you play a musical instrument with one or more partners, a band, orchestra, or other music group?

- Yes
- No
- Don't know
- Refused

**B-1E**

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

- Yes
- No
- Don't know
- Refused

**B-1F** [During the last 12 months], did you perform or practice any dance?

- Yes
- No
- Don't know
- Refused

**B-1G** [During the last 12 months], did you do any social dancing, including dancing at weddings, clubs, or other social settings?

- Yes
- No
- Don't know
- Refused

**B-1H** [During the last 12 months], did you perform or practice any singing? This may include singing by yourself, or in a choir or social gathering.

- Yes – *Go to B-2H*
- No – *Skip to B-1I*
- Don't know
- Refused

**B-2H (if B-1H = yes)** Did you do any singing with others, such as one or more partners, a glee club, choir, chorus, band, or other music group?

- Yes
- No
- Don't know
- Refused

**B-1I** [During the last 12 months], did you create any films or videos as an artistic activity?

- Yes
- No
- Don't know



- Refused
- B-1J** [During the last 12 months], did you take any photographs as an artistic activity?
- Yes
  - No
  - Don't know
  - Refused
- B-1K** [During the last 12 months], did you create any other visual art, such as paintings, sculpture, graphic designs, or digital art?
- Yes
  - No
  - Don't know
  - Refused
- B-1L** [During the last 12 months], did you do any creative writing, such as fiction, non-fiction, poetry, or plays?
- Yes
  - No
  - Don't know
  - Refused
- B-1M** [During the last 12 months], did you design, code, or create any games, software, or tools for computers, mobile devices, or other platforms for artistic purposes?
- Yes
  - No
  - Don't know
  - Refused
- B-1N** [During the last 12 months], did you use a computer, mobile device, or other platform to create visual art or a performance?"
- Yes
  - No
  - Don't know
  - Refused

**B-1O (if any B-1A - B-1M = yes)**

Who was your intended audience for most of your performances, art work, and/or creative writing?

- Just yourself
- Only people you know personally
- General public

**B-2P (if any B-1A - B-1M = yes)**

During the last 12 months, did you use the internet to share any of your performances, art work, and/or creative writing? (This may include those shared through email, websites, or social media.)

- Yes
- No
- Don't know
- Refused

**Retrospective Probes**

1. (B-1F) Earlier I asked whether you performed or practiced any dance, and you said [fill in response].
  - What does “performed or practiced” mean to you?
2. (B-1G) Earlier I asked whether you did any social dancing, including dancing at weddings, clubs, or other social settings, and you said [fill in response].
  - How did you come up with your answer to this question?
  - What does “social dancing” mean to you?
3. (B-1H) Earlier I asked whether you performed or practiced any singing, which may include singing by yourself, or in a choir or social gathering, and you said [fill in response].
  - How did you come up with your answer to this question?
4. (B-1J) Earlier I asked whether you took any photographs as an artistic activity, and you said [fill in response].
  - How did you come up with your answer to this question?
  - What does “take any photographs as an artistic activity” mean to you?

## Module C: Leisure Activities

- C-1A** During the last 12 months, did you go to any amateur or professional sports events?
- Yes
  - No
  - Don't know
  - Refused
- C-1B** [During the last 12 months], did you exercise or participate in any sports activities?
- Yes
  - No
  - Don't know
  - Refused
- C-1C** [During the last 12 months], did you do any hunting or fishing?
- Yes
  - No
  - Don't know
  - Refused
- C-1D** [During the last 12 months], did you participate in any other outdoor activities, such as camping, hiking, or canoeing?
- Yes
  - No
  - Don't know
  - Refused
- C-1E** [During the last 12 months], did you work with indoor plants or do any gardening for pleasure?
- Yes
  - No
  - Don't know

- Refused

**C-1F** [During the last 12 months], did you do any interior design, architectural work, fashion design, or landscaping as a pastime or hobby?

- Yes – Go to C-2F
- No – Skip to C-1G
- Don't know
- Refused

**C-2F (if C-1F = yes)** How often did you do this?

- At least once a week
- At least once a month but not every week
- At least 3 or 4 times a year but not every month
- 1 or 2 times a year
- Don't know
- Refused to answer

**C-1G** [During the last 12 months], did you work on any projects in which you restored, rebuilt, or customized something, such as a historic home, a classic vehicle, or furniture?

- Yes – Go to C-2G
- No – Skip to C-1H
- Don't know
- Refused

**C-2G (if C-1G = yes)** How often did you do this?

- At least once a week
- At least once a month but not every week
- At least 3 or 4 times a year but not every month
- 1 or 2 times a year
- Don't know
- Refused to answer

**C-1H** [During the last 12 months], did you play any video or computer games?

- Yes – *Go to C-2H*
- No – *Skip to C-1I*
- Don't know
- Refused

**C-2H (C-1H = yes)** How often did you do this?

- At least once a week
- At least once a month but not every week
- At least 3 or 4 times a year but not every month
- 1 or 2 times a year
- Don't know
- Refused to answer

**C-1I** [During the last 12 months], did you participate in any book clubs or reading groups?

- Yes – *Go to C-2I*
- No – *Skip to C-1J*
- Don't know
- Refused

**C-2I (if C-1I = yes)** How often did you do this?

- At least once a week
- At least once a month but not every week
- At least 3 or 4 times a year but not every month
- 1 or 2 times a year
- Don't know
- Refused to answer

**C-1J** [During the last 12 months], did you prepare or cook any food as an artistic activity or take part in a cooking class?

- Yes – *Go to C-2J*
- No – *Skip to C-1K*
- Don't know
- Refused

- C-2J (if C-1J = yes)** How often did you do this?
- At least once a week
  - At least once a month but not every week
  - At least 3 or 4 times a year but not every month
  - 1 or 2 times a year
  - Don't know
  - Refused to answer

- C-1K** [During the last 12 months], did you visit a public library?
- Yes - *Go to C-2K*
  - No - *Skip to C-3A*
  - Don't know
  - Refused

- C-2K (if C-1K = yes)** How often did you do this?
- At least once a week
  - At least once a month but not every week
  - At least 3 or 4 times a year but not every month
  - 1 or 2 times a year
  - Don't know
  - Refused to answer

- C-3A** During the last 12 months, did you do any volunteer or charity work?
- Yes - *Go to C-3B*
  - No - *Skip to C-4*
  - Don't know
  - Refused

- C-3B (if C-2A = yes)** Did you volunteer for an arts organization, group, or project?
- Yes
  - No
  - Don't know
  - Refused

- C-4** During the last 12 months, did you subscribe to season tickets to arts events or membership in an arts organization?
- Yes
  - No
  - Don't know
  - Refused
- C-5** During the last 12 months, outside of any ticket purchases or subscriptions, did you donate any money, goods, or services to an arts organization, group, or project?
- Yes
  - No
  - Don't know
  - Refused
- C-6** During the last 12 months, did you purchase or acquire any pieces of art, such as paintings, drawings, sculpture, pottery, or other visual art?
- Yes
  - No
  - Don't know
  - Refused
- C-7** During the last 12 months, did you participate in any community activities, meetings, or events?
- Yes
  - No
  - Don't know
  - Refused

### **Retrospective Probes**

1. (C-1F – *if R answers yes*) Earlier I asked whether you did any interior design, architectural work, fashion design, or landscaping as a pastime or hobby, and you said yes.
  - How did you come up with your answer to this question?
  - (C-2F – *if needed*) And you said [NAME] did this [repeat frequency response]. How did you choose that answer?

2. (C-1G – *if R answers yes*) Earlier I asked whether you worked on any projects in which you restored, rebuilt, or customized something, such as a historic home, a classic vehicle, or furniture, and you said yes.
  - What kinds of activities were you thinking about as you came up with your answer?
  - (C-2G) And you said [NAME] did this [repeat frequency response]. How did you choose that answer?
3. (C-1J – *if R answers yes*) Earlier I asked whether you prepared or cooked any food as an artistic activity or took part in a cooking class, and you said yes.
  - What does “prepared or cooked any food as an artistic activity” mean to you?
  - (C-2J) And you said [NAME] did this [repeat frequency response]. How did you choose that answer?
4. (C-7) Earlier I asked whether you participated in any community activities, meetings, or events, and you said [fill in response].
  - What does “community activities, meetings, or events” mean to you?
  - What kinds of activities were you thinking about as you came up with your answer?

## Module D: Arts Education

**Introduction**            These questions are about learning.

(Interviewer note: Classes or lessons taken online should be included.)

### Module D, part 1 – Rs aged 18-24

**D-1A**                        In your lifetime, have you ever taken lessons or classes in music—either voice-training or playing an instrument?

- Yes – *Go to D-2A*
- No – *Skip to D-4A*
- Don’t know
- Refused

**D-2A (if D-1A = yes)**    Where were the music classes [either voice-training or playing an instrument] taken?

- In school
- Out of school
- Both in school and outside of school



- Don't know
- Refused

**D-3A (if D-1A = yes)** During the last 12 months, did you take any lessons or classes in music (either voice-training or playing an instrument)?

- Yes
- No
- Don't know
- Refused

**D-4A** During the last 12 months, did you learn music [either voice-training or playing a musical instrument] through 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?

- Yes
- No
- Don't know
- Refused

**D-1B** In your lifetime, have you ever taken lessons or classes in photography or filmmaking?

- Yes - *Go to D-2B*
- No - *Skip to D-4B*
- Don't know
- Refused

**D-2B (if D-1B = yes)** Where were the photography or filmmaking classes taken?

- In school
- Out of school
- Both in school and outside of school
- Don't know
- Refused

**D-3B (if D-1B = yes)** During the last 12 months, did you take any lessons or classes in photography or filmmaking?

- Yes
- No
- Don't know

- Refused

**D-4B**

During the last 12 months, did you learn photography or filmmaking through 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?

- Yes
- No
- Don't know
- Refused

**D-1C**

In your lifetime, have you ever taken lessons or classes in other visual arts such as drawing, painting, pottery, weaving, or graphic design?

- Yes – *Go to D-2C*
- No – *Skip to D-4C*
- Don't know
- Refused

**D-2C (if D-1C = yes)** Where were the other visual arts classes taken?

- In school
- Out of school
- Both in school and outside of school
- Don't know
- Refused

**D-3C (if D-1C = yes)** During the last 12 months, did you take any lessons or classes in other visual arts such as drawing, painting, pottery, weaving, or graphic design?

- Yes
- No
- Don't know
- Refused

**D-4C**

During the last 12 months, did you learn other visual arts such as drawing, painting, pottery, weaving, or graphic design through 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?

- Yes
- No
- Don't know
- Refused

**D-1D**

In your lifetime, have you ever taken lessons or classes in acting or theater?

- Yes - *Go to D-2D*
- No - *Skip to D-4D*
- Don't know
- Refused

**D-2D (if D-1D = yes)** Where were the acting or theater classes taken?

- In school
- Out of school
- Both in school and outside of school
- Don't know
- Refused

**D-3D (if D-1D = yes)** During the last 12 months, did you take any lessons or classes in acting or theater?

- Yes
- No
- Don't know
- Refused

**D-4D**

During the last 12 months, did you learn acting or theater through 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?

- Yes
- No
- Don't know

- Refused

**D-1E** In your lifetime, have you ever taken lessons or classes in dance?

- Yes – *Go to D-2E*
- No – *Skip to D-4E*
- Don't know
- Refused

**D-2E (if D-1E = yes)** Where were the dance classes taken?

- In school
- Out of school
- Both in school and outside of school
- Don't know
- Refused

**D-3E (if D-1E = yes)** During the last 12 months, did you take any lessons or classes in dance?

- Yes
- No
- Don't know
- Refused

**D-4E** During the last 12 months, did you learn dance through 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.

- Yes
- No
- Don't know
- Refused

**D-1F** In your lifetime, have you ever taken lessons or classes in creative writing?

- Yes – *Go to D-2F*
- No – *Skip to D-4F*
- Don't know

- Refused

**D-2F (if D-1F = yes)** Where were the creative writing classes taken?

- In school
- Out of school
- Both in school and outside of school
- Don't know
- Refused

**D-3F (if D-1F = yes)** During the last 12 months, did you take any lessons or classes in creative writing?

- Yes
- No
- Don't know
- Refused

**D-4F** During the last 12 months, did you learn creative writing through 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,

- Yes
- No
- Don't know
- Refused

**D-1G** In your lifetime, have you ever taken lessons or classes in art history or art or music appreciation?

- Yes - *Go to D-2G*
- No - *Skip to D-4G*
- Don't know
- Refused

**D-2G (if D-1G = yes)** Where were the art history or art or music appreciation classes taken?

- In school
- Out of school
- Both in school and outside of school

- Don't know
- Refused

**D-3G (if D-1G = yes)** During the last 12 months, did you take any lessons or classes in art history or art or music appreciation?

- Yes
- No
- Don't know
- Refused

**D-4G** During the last 12 months, did you learn art history or art or music appreciation through 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?

- Yes
- No
- Don't know
- Refused

**D-1H** In your lifetime, have you ever taken lessons or classes in creative coding or in computer animation or digital art?

- Yes - *Go to D-2H*
- No - *Skip to D-4H*
- Don't know
- Refused

**D-2H (if D-1H = yes)** Where were the creative coding or computer animation or digital art classes taken?

- In school
- Out of school
- Both in school and outside of school
- Don't know
- Refused

**D-3H (if D-1H = yes)** During the last 12 months, did you take any lessons or classes in computer animation or digital art?

- Yes
- No
- Don't know
  
- Refused

**D-4H** During the last 12 months, did you learn creative coding or computer animation or digital art through 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?

- Yes
- No
- Don't know
  
- Refused

### Retrospective Probes

1. (D-2A, - 2B, -2C, -2D, -2E, -2F, -2G, -2H – *If R received any of these, refer to the first one with a yes response. If R did not respond yes to any, refer to the first one R received.*)
  - Earlier I asked where you took classes or lessons in [fill in activity], and you said [fill in response].
  - What does this question mean to you?
  - How did you come up with your answer?
2. (D-4A, - 4B, -4C, -4D, -4E, -4F, -4G, -4H – *If R received any of these, refer to the first one with a yes response. If R did not respond yes to any, refer to the first one R received.*)
  - Earlier I asked whether you learned [fill in activity] through 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, and you said [fill in response].
  - What does this question mean to you?
  - How did you come up with your answer?

### Module D, part 2 – Rs aged 25+

**D-5A** During the last 12 months, did you take any lessons or classes in music (either voice-training or playing an instrument)?

- Yes
- No
- Don't know

- Refused

**D-5B**

During the last 12 months, did you learn music [either voice-training or playing an instrument] through 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?

- Yes
- No
- Don't know
  
- Refused

**D-6A**

During the last 12 months, did you take any lessons or classes in photography or filmmaking?

- Yes
- No
- Don't know
  
- Refused

**D-6B**

During the last 12 months, did you learn photography or filmmaking through 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?

- Yes
- No
- Don't know
  
- Refused

**D-7A**

During the last 12 months, did you take any lessons or classes in other visual arts such as drawing, painting, pottery, weaving, or graphic design?

- Yes
- No
- Don't know
  
- Refused

**D-7B**

During the last 12 months, did you learn other visual arts such as drawing, painting, pottery, weaving, or graphic design through 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?

- Yes



- No
- Don't know
- Refused

**D-8A**

During the last 12 months, did you take any lessons or classes in acting or theater?

- Yes
- No
- Don't know
- Refused

**D-8B**

During the last 12 months, did you learn acting or theater through 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?

- Yes
- No
- Don't know
- Refused

**D-9A**

During the last 12 months, did you take any lessons or classes in dance?

- Yes
- No
- Don't know
- Refused

**D-9B**

During the last 12 months, did you learn dance through 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?

- Yes
- No
- Don't know
- Refused

**D-10A**

During the last 12 months, did you take any lessons or classes in creative writing?

- Yes

- No
- Don't know
- Refused

**D-10B** During the last 12 months, did you learn creative writing through 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?

- Yes
- No
- Don't know
- Refused

**D-11A** During the last 12 months, did you take any lessons or classes in art history or art or music appreciation?

- Yes
- No
- Don't know
- Refused

**D-11B** During the last 12 months, did you learn art history or art or music appreciation through 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?

- Yes
- No
- Don't know
- Refused

**D-12A** During the last 12 months, did you take any lessons or classes in creative coding or computer animation or digital art?

- Yes
- No
- Don't know
- Refused

**D-12B** During the last 12 months, did you learn creative coding or computer animation or digital art through 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?

- Yes
- No
- Don't know
- Refused

### Retrospective Probes

1. (D-5A, - 6A, -7A, -8A, -9A, -10A, -11A, -12A – *If R received any of these, refer to the first one with a yes response. If R did not respond yes to any, refer to the first one R received.*)
  - Earlier I asked whether you took any lessons or classes in [fill in activity], and you said [fill in response].
  - What does this question mean to you?
  - How did you come up with your answer?
2. (D-5B, - 6B, -7B, -8B, -9B, -10B, -11B, -12B – *If R received any of these, refer to the first one with a yes response. If R did not respond yes to any, refer to the first one R received.*)
  - Earlier I asked whether you learned [fill in activity] through 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, and you said [fill in response].
  - What does this question mean to you?
  - How did you come up with your answer?

**Transition**            The next questions are about children in your household.

**D-13A (children in the household 4 years old or younger)**

During the last 12 months, did you or anyone else bring [this child/any of these children] to an art museum or gallery or to a live music, theater, or dance performance?

- Yes
- No
- Don't know
- Refused

**D-13B (children in the household 4 years old or younger)**

[During the last 12 months,] [was this child/were any of these children] taught art or music, whether at home, in school or child-care, or in some other setting? This could include groups, classes or lessons that focus on arts, music, dance, and/or theater.

- Yes
- No
- Don't know
- Refused

**D-13C (children in the household 5-17)**

During the last 12 months, [was this child/were any of these children] taught art or music in school?

- Yes
- No
- Don't know
- Refused

### D-13D (children in the household 5-17)

[During the last 12 months,] [was this child/were any of these children] taught art or music outside of school?

- Yes
- No
- Don't know
- Refused

### D-13E (children in the household 5-17)

With the exception of elementary, middle, or high school performances, did [this child/any of these children] go to an art museum or gallery or attend a live music, theater, or dance performance [during the last 12 months]?

- Yes
- No
- Don't know
- Refused

### Retrospective Probes

1. Please tell me in your own words what these questions were asking you.
  - a. How did you come up with your answer(s)?
2. (D-13B) Earlier I asked you if [this child/ any of these children] [was/were] taught art or music, whether at home, in school or child-care, or in some other setting, and you answered [fill in response].
  - What does this question mean to you?
  - How did you come up with your answer?
3. (D-13D) Earlier I asked you if [this child/ any of these children] [was/were] taught art or music outside of school, and you answered [fill in response].
  - What does this question mean to you?
  - How did you come up with your answer?

## Module D, part 4

**D-14** [During the last 12 months,] did you attend a music, theater, or dance performance that featured student performers?

- Yes
- No
- Don't know
- Refused

**D-15A** What is the highest degree or level of school your father completed?

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

**D-15B** And, [what is the highest degree or level of school] your mother [completed]?

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

**Transition** Finally, I'd like to read you three statements. Please tell me if you strongly agree, agree, disagree, or strongly disagree with each statement about where you live.

**D-16A (all)** There are many different kinds of arts and cultural activities in my neighborhood or community.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Don't know
- Refused

**D-16B (all)** There are plenty of opportunities for me to take part in arts and cultural activities in my neighborhood or community.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Don't know
- Refused

**D-16C (all)** It is easy for me to find information about the arts in my neighborhood or community.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Don't know
- Refused

### **Retrospective Probes**

1. Please tell me in your own words what these questions were asking you.
  - How did you come up with your answer(s)?

2. (D-14) Earlier I asked did you attend a music, theater, or dance performance that featured student performers, and you answered [fill in response].
  - What does this question mean to you?
  - (If R answered “yes”) What were you thinking of as you came up with your answer?
  - What does “featured student performers” mean to you?
3. (D-16A) Earlier I read the statement, “There are many different kinds of arts and cultural activities in my neighborhood or community” and you said you [fill in response].
  - How did you come up with your answer?
4. (D-16B) Earlier I read the statement, “There are plenty of opportunities for me to take part in arts and cultural activities in my neighborhood or community” and you said you [fill in response].
  - How did you come up with your answer?
5. (D-16C) Earlier I read the statement, “It is easy for me to find information about the arts in my neighborhood or community” and you said you [fill in response].
  - How did you come up with your answer?



## SECTION IV. DEBRIEFING AND WRAP-UP

Now, I have a few last questions your experience today.

- Overall, did you think this interview was easy or difficult? (*if needed*) Why do you say that?
- Have you ever answered survey questions about the arts or your leisure activities? If yes, what was the survey? What was the experience like for you?
- Thinking about the survey questions I asked, do you think some people might find any of these questions sensitive? (*if needed*) Why do you say that?
- Do you have anything else you would like to tell us that you haven't had a chance to mention yet?

Thank you for taking part in our study. It was very helpful to talk to you.

TURN OFF THE TAPE RECORDER.

MAILING ADDRESS FOR INCENTIVE

We will send you \$40 by mail for your time today. Is the address you gave us earlier the one we should use, or do you want to provide a different mailing address?

IF R PROVIDES UPDATED MAILING ADDRESS, ENTER IT INTO THE SECURE INTERVIEW TRACKING FILE.