

## Supporting Statement A:

### Arts Supplement to the 2022 General Social Survey

#### Introduction

This request is for clearance of an **arts-related supplement** to the General Social Survey (GSS) to be conducted by the National Opinion Research Center (NORC) in 2022. This supplement was previously approved under an Emergency clearance (OMB Control Number 3135-0132, expires 7/31/22). The NEA now seeks regular clearance to extend the data collection period beyond the emergency clearance expiration date and to make some additional minor research design changes. The GSS, first conducted in 1972, is a nationally representative survey of adults in the United States. More broadly, the GSS data collection of contemporary American society serves as a statistical barometer of social change and trends, and it helps explain the country's opinions, attitudes, and behaviors.

The NEA now seeks regular clearance so that the agency can better monitor and report to the public the extent to which arts participation in the United States has been affected uniquely by the COVID-19 pandemic. Arts participation is widely recognized as a positive indicator of social and civic well-being. Historical data on arts participation rates through the Survey for Public Participation in the Arts (OMB Control Number 3135-0136), and the Arts Basic Survey (OMB Control Number 3135-0131)—as collected by the NEA in partnership with the U.S. Census Bureau—have been included in the OMB “Social Indicators” that appear under “Performance and Management” in the President’s annual budget submission. Studies in the U.S. and abroad have established strong positive relationships between arts participation and health and well-being in individuals.

Designed by the NEA, the 2022 General Social Survey’s Arts Supplement affords the only current vehicle for reporting how U.S. arts participation has changed as a direct result of the pandemic, and for identifying which population subgroups have not resumed these activities, and which may be underserved, having limited access. The NEA will use these data to fulfill its mission of providing all Americans with diverse opportunities for arts participation, whether in-person or virtually.

By tracking changes in arts participation during the pandemic, moreover, the NEA will gain a better understanding of how consumption patterns have affected economic recovery of the nation’s arts sector. In 2019, arts and cultural industries contributed \$919.7 billion, or 4.3 percent, of the U.S. Gross Domestic Product (GDP), and accounted for 5.2 million salaried workers, earning total compensation of \$446 billion. From 2017 to 2019, arts and cultural production increased at a 3 percent clip, slightly higher than the growth rate for the economy as a whole. A year before COVID-19 hit the U.S., consumers spent \$28.5 billion on admissions to performing arts events.

Over the last two years, academic, government, and industry reports have shown that arts and cultural employers and businesses are among the hardest hit by the pandemic, and likely will be the slowest to recover. In a January 2021 white paper produced for FEMA’s Recovery Support Function Leadership Group, Argonne National Laboratory analysts concluded from multiple data sources that “[a]cross the spectrum of artistic and creative endeavors, restrictions on gatherings, changes in consumer behavior (voluntary or otherwise), and severe unemployment have taken a devastating toll on the sector.” Recognizing both the outsized economic contributions of the arts

and the disproportionate effects from the pandemic, Congress passed two successive relief packages (the CARES Act of 2020 and the American Rescue Plan of 2021) that included stimulus funding for arts jobs and arts and cultural venues and facilities.

Under both pieces of legislation, the NEA received special funds for the purpose of grantmaking to help the sector in its recovery. The 2022 General Social Survey's Arts Supplement is a critical instrument for assessing the pace of that recovery, allowing the NEA to learn—by combining the survey results with other data sources—whether social and economic conditions for the arts have improved, as a result of the stimulus funding and other measures, and for which industries and subpopulations.

The data will be provided to the public for free through the GSS website as well as through NEA platforms and affiliated platforms, such as the NEA's data archive: National Archive of Data on Arts & Culture (NADAC). The data also will provide the basis for a range of NEA reports and independent research publications.

## **A. Justification**

### **A.1. Necessity of Information Collection**

The NEA, pursuant to its mandate “to support projects and productions that will encourage public knowledge, education, understanding and appreciation of the arts” (USC20, Section 954 (5)) and “to develop and implement a practical system of national information and data collection and public dissemination on the arts and their audiences, including trends in audience participation” (USC 20, Section 954 (q)), has entered into an interagency agreement with the National Science Foundation (NSF) to fund an arts supplement GSS. Though this interagency agreement, NSF made a federal grant to NORC to administer the survey.

The GSS is a nationally representative survey of non-institutionalized adults in the United States, conducted through a randomized mode of administration—targeting half of the respondents to start data collection by face-to-face outreach with non-response follow-up asking them to take the survey via the internet, and targeting the other half to start data collection asking them to take the survey via the internet with non-response follow-up by face-to-face outreach. About 30% of respondents are anticipated to ultimately complete the survey via the internet. The survey has been conducted since 1972, and is a leading source of data about societal changes and trends.

The 2022 General Social Survey's Arts Supplement will be administered as a stand-alone (follow-up) module and respondents will be invited to complete the stand-alone arts supplement as a self-administered web survey. The 2022 GSS Arts Supplement affords the only current vehicle for reporting how U.S. arts participation has changed as a direct result of the pandemic, and for identifying which population subgroups have not resumed these activities, and which may be underserved, having limited access. The NEA will use these data to fulfill its mission of providing all Americans with diverse opportunities for arts participation, whether in-person or virtually.

By tracking changes in arts participation during the pandemic, moreover, the NEA will gain a better understanding of how consumption patterns have affected economic recovery of the nation's arts sector particularly as it relates to the pandemic; academic, government, and industry

reports have shown over the past year that arts and cultural employers and businesses are among the hardest hit by the pandemic, and likely will be the slowest to recover.

The NEA intends to support the GSS in future iterations of the arts and cultural supplement, in order to examine trends over time.

## **A.2. Needs and Uses of the Data**

### *Need for the data*

Since 1982, the Survey of Public Participation in the Arts (SPPA) has been the nation’s largest and most representative survey of arts participation patterns in adulthood. It includes questions about arts attendance and reading, personal creation and performance of art, arts participation via electronic media, and arts learning. Yet with each successive wave of the SPPA, a core data element has been lacking. The survey is designed to ask U.S. adults about their arts participation within the last twelve months. The arts supplement for the 2022 GSS will be a stand-alone (follow-up) module to the GSS and will include a subset of survey items that reflect on a similar twelve-month reference period between summer 2021 to summer 2022, but importantly, will also include a subset of survey items specifically asking respondents to report on changes in the *rate* of arts participation between the last twelve months versus the first year of the COVID-19 pandemic, which occurred between March 2020 and March 2021. This later type of information has been sought repeatedly by arts and cultural researchers, not to mention arts policy-makers and program managers.

The GSS was a strategic choice for this data collection. It is a nationally representative survey of non-institutionalized adults in the United States. The survey has been conducted since 1972, and is a leading source of data about societal changes and trends. A major advantage of including a supplement to the GSS is the large amount of other information as part of the survey, including demographic information on all respondents. The data from the GSS is available free to the public on their website.<sup>1</sup> The GSS has been conducted since 1972 and, according to NORC, is the only full-probability, personal-interview survey designed to monitor changes in both social characteristics and attitudes currently being conducted in the United States.<sup>2</sup> In addition, the GSS has included arts supplements sponsored by the NEA in the past, which may allow for stakeholders to examine trends in arts participation over the last decade.

### *Uses of the Data*

The NEA remains the primary Federal source for national data and analyses about the U.S. arts sector, and has identified the collection of this data as one of its research priorities. In addition to providing this timely and sought-after data to arts and cultural researchers as well as the broader public, the Agency will use the information to understand trends directly related to its goal of “provid[ing] opportunities for the American people to engage with the Arts.”<sup>3</sup> This data can be used to document why people make choices with respect to arts activities, and ultimately, to

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<sup>1</sup> <https://gssdataexplorer.norc.org/>

<sup>2</sup> <https://gss.norc.org/About-The-GSS>

<sup>3</sup> Identified as “Goal 2.1” in the NEA’s FY 2018 – 2022 Strategic Plan:  
<https://www.arts.gov/sites/default/files/NEA-FY2018-2022-StrategicPlan-2.16.18.pdf>

make more informed decisions about how to effectively target arts programming. The findings will not only shed light on the COVID-19 pandemic’s impact on arts participation, including the use of technology to stream arts programming and the willingness of U.S. adults to return to in-person arts events, but also whether these behaviors are correlated with demographic and other factors. While the SPPA provides a wealth of information on behavior (e.g., frequency of attendance) and demographics of respondents, the SPPA as well as the Current Population Survey (for which the SPPA is a supplement) does not include other constructs, such as opinions, attitudes, and additional behaviors. The data collected from the GSS arts supplement will complement the SPPA data. In addition to providing new information, the questions about arts participation on the GSS may be used as an independent source of comparison to the SPPA estimates. The analyses will also benefit from the timing of the surveys – the data from the 2022 SPPA are expected to be available in April 2023 while the data from the 2022 GSS arts supplement are expected to be available in May 2023. Further, the collection of the Arts Basic Survey (ABS) provides additional estimates on arts participation (but again, do not capture the data that is unique to the GSS).<sup>4</sup> The NEA intends to support future arts supplements to the GSS, in order to examine trends over time. Reports and analyses from these data will be made available to the public on the NEA’s website and associated platforms, such as NADAC, in addition to the GSS website housed with NORC.

### **A.3. Use of Information Technology**

The supplemental questions are designed to obtain the required information while keeping respondent burden to a minimum. For the 2022 GSS, the arts supplement will be administered as a stand-alone (follow-up) module and respondents will be invited to complete the supplement as a self-administered web survey.

### **A.4. Efforts to Identify Duplication**

There are a few surveys with some questions regarding participation in the arts. The Survey of Public Participation in the Arts captures information about a range of participation, creation, and learning activities; however, data is lacking on a longer reference period as it relates to the first year of the COVID-19 pandemic. The General Social Survey has included periodic modules on arts and culture, and the 2022 wave is the first time the GSS will be able to capture in more detail the COVID-19 pandemic’s impact on arts participation, including the use of technology to stream arts programming and the willingness of U.S. adults to return to in-person arts events.

### **A.5. Minimizing Burden in Small Businesses or Small Entities**

Not applicable. The collection of public participation in the arts information does not involve small businesses or other small entities.

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<sup>4</sup> Like the SPPA, the ABS is conducted as a supplement to the Current Population Survey. The ABS is an abbreviated version of the SPPA, and is conducted in years the SPPA is not. (The SPPA is conducted approximately every five years.) The most recent 2020 ABS has two components—the first contained questions related to attendance, while the other contained questions about personal performance and creation of art. The data from the ABS, among other uses, is also reported as part of the Agency’s performance measures.

#### **A.6. Consequences of Less Frequent Data Collection**

This data will fill an existing research gap about COVID-19 pandemic's impact on arts participation, including the use of technology to stream arts programming and the willingness of U.S. adults to return to in-person arts events. This data will make it possible to further inform policy decisions and assist researchers to answer questions related to access to and participation in the arts, among other issues, including rates of change in access and participation as it relates to global pandemics or other major events.

#### **A.7. Special Circumstances**

There are no special circumstances that apply to the 2022 GSS.

#### **A.8. Public Comment and Consultations Outside the Agency**

The 2022 GSS Arts Supplement is expected to be fielded after OMB approval and sometime between June and December 2022. The currently expedited/emergency clearance will expire in July 2022, thus the NEA is submitting a normal PRA clearance package, to cover any period beyond July 2022 and to make minor adjustments to the research design.

A 60-day Federal Register notice was published on October 25, 2021, to solicit comments on the 2022 GSS prior to submission of this OMB clearance request. A copy of this request is included in Attachment A. At the guidance of OMB, the NEA published a five-day Federal Register notice on December 28, 2021, to solicit comments for emergency approval. A copy of this request is included in Attachment E. A 30-day Federal Register notice was published on May 6, 2022, a copy of this request is in Attachment F.

The NEA's Office of Research & Analysis developed and proposed questions to NSF for inclusion in the 2022 GSS arts supplement that will enable the NEA to better gauge the impact of the COVID-19 pandemic on U.S. arts participation, including participation through web streaming of live events and the use of technology to create and share art. The NEA reviewed feedback and comments from the expert review and cognitive testing conducted by NORC to finalize the survey's language.

A copy of the proposed 2022 GSS arts-related supplement is included in Attachment B.

#### **A.9. Paying Respondents**

Across the survey industry, monetary incentives have shown to be a vital tool to reduce attrition on panel surveys and encourage survey participation. A proposed up to \$25 token of appreciation will be offered initially to respondents for participation in this supplement, potentially increasing the offered token of appreciation up to \$50 if needed to boost participation in the later weeks of data collection. A pre-paid token of appreciation of up to \$5 may also be offered.

#### **A.10. Assurance of Confidentiality**

The GSS geographic identification code files are made available only to researchers under special contract with NORC. Under contract, the GSS will provide data on State, Primary sampling unit,

County, & Census tract, but in no circumstances will individually identifying information (name, address, etc.) be provided.<sup>5</sup>

NORC operates its own Institutional Review Board (IRB), which is responsible for ensuring compliance with federal, state and other applicable regulations. NORC's IRB has the responsibility for monitoring survey procedures to ensure the confidentiality of persons and establishments participating in a study. NORC's IRB has obtained a Federal Wide Assurance (FWA) and is registered with the Federal Office for Human Research Protections. The FWA demonstrates that the NORC IRB complies with the strict U.S. Department of Health and Human Services regulations. NORC's IRB requires that research protocols, both for projects in the U.S. and internationally, provide sufficient detail to ensure that (1) the selection of subjects is equitable, subjects' privacy is protected, and data confidentiality is maintained; (2) informed consent is written in language that study participants can understand and is obtained without coercion or undue influence; and (3) appropriate safeguards protect the rights and welfare of vulnerable subjects.

Since the 2022 GSS Arts Supplement will be a stand-alone (follow-up) module to the GSS, a passive consent approach at the front of the interview will be used. NORC's informed consent language will notify potential respondents that the data will be linked to the main GSS data for the purpose of analysis, and that all identifying information will be kept confidential. The General Social Survey has a Certificate of Confidentiality from the National Institutes of Health, which protects any identifiable, sensitive information collected from respondents. The exact language related to consent and contact information for sending incentives, the survey instrument, and all protocols will be finalized prior to administration of the survey and approved by NORC's IRB. Respondents will be given the opportunity to revoke their consent at any point in time and will be provided a toll-free number to call. Contact information collected at the end of the survey will only be used for sending respondent incentives—this information will not be provided to the National Endowment for the Arts and will be retained by NORC until no longer needed by NORC. The NEA will only receive a public use datafile, with de-identified information.

#### **A.11. Questions of a Sensitive Nature**

The arts supplement will ask no questions of a sensitive nature.

#### **A.12. Estimate of Hour Burden**

The estimated respondent burden is 125 hours. This is based on an average 10-minute interview for 750 respondents. This estimate was based on pretesting conducted in the summer of 2021 by NORC.

#### **A.13. Estimate of Cost Burden**

There are no costs to respondents other than that of their time to respond.

#### **A.14. Cost to Federal Government**

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<sup>5</sup> More details can be found at: <https://gss.norc.org/Documents/other/ObtainingGSSSensitiveDataFiles.pdf>

The estimated cost to the government of the supplement is \$300,000, which will be borne by the NEA.

#### **A. 15. Reasons for Program Changes**

The arts-related supplement to the 2022 GSS is a new data collection, based on previous GSS arts supplement collections, that will provide data for comparison with prior GSS surveys, but also will include new data points on the level of arts participation during the COVID-19 pandemic and changes in arts participation across multiple years of the pandemic.

#### **A.16. Project Schedule**

Data collection for the 2022 GSS will be conducted between June and December 2022. The arts supplement as a stand-alone (follow-up) module may be in any of these months. NORC is targeting April 2023 for delivering the public-use file and documentation draft to NEA, and targeting May of 2023 for a final data file delivery. A summary report from NEA is anticipated to be released in the fall of 2023.

#### **A.17. Request to Not Display Expiration Date**

We do not wish to display the assigned expiration date of the information collection. There are no printed questionnaires for the GSS. The arts supplement is conducted as a stand-alone follow-up self-administered web survey.

#### **A.18. Exceptions to the Certification**

There are no exceptions to the certification.