

Working Paper Series, 2



**RESOURCES FOR STUDYING
PUBLIC PARTICIPATION IN THE ARTS:
An Inventory and Review of Available Survey Data on
North Americans' Participation in and Attitudes towards the Arts**

Princeton University Center for Arts and Cultural Policy Studies
Center for Domestic and Comparative Policy Studies
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Foreword

The Princeton University Center for Arts and Cultural Policy Studies was founded in 1995, with support from the Nathan Cummings Foundation and the Andrew W. Mellon Foundation, and space provided by the Woodrow Wilson School's Center for Domestic and Comparative Policy Studies and by the Princeton Sociology Department. Operating initially at a modest level of activity, we had to determine how best to use our resources and energy to improve the extent and quality of information relevant to planning and policy making in the arts. Clearly the need for such information far exceeds the capacity of any single institute or research center to provide it. Our choice, then, was to emphasize not simply the production of research *per se*, but rather to focus upon investment in research *infrastructure*. One part of this strategy is to invest in *human capital* by training and encouraging skilled scholars with a strong commitment to research in the fields of arts and cultural policy. The other is to invest in *information resources* that will increase the volume of high-quality research in arts and cultural policy by increasing awareness of available data and reducing the cost to researchers of locating and evaluating them.

Towards this end, we decided to begin the Center's life by undertaking two research projects that would take stock of the extent and quality of statistically analyzable information about arts audiences and arts organizations. We decided to focus on this type of information despite our awareness of the value of other kinds of research, because investment at the margin in quantitative studies promises to increase substantially the yield of resources already expended. Although much information that arts policy makers, managers and grantmakers would find useful simply does not exist, much information that *could* inform planning and policy making in the cultural field sits unused in file drawers and computer centers -- either because it is not intended for public use, or because potential users are unaware of its existence. Therefore, we believed that studies aiming to improve the quality of ongoing data collection efforts or to provide researchers with access to information already collected would yield the greatest increase in the rate of production of useful knowledge at the lowest cost.

The first of these efforts, prepared with support from the Nathan Cummings Foundation, the Andrew W. Mellon Foundation, and the National Endowment for the Arts, Research Division, was a critical study of information resources about arts organizations, "Data on Arts Organizations: A Review and Needs Assessment, with Design Implications," by Deborah Kaple, Lori Morris, Ziggy Rivkin-Fish, and Paul DiMaggio. (The interested reader can find the title page, table of contents, executive summary [as a downloadable zip file], and hard-copy order information on the Center's site on the World Wide Web, at www.princeton.edu/~artspol/.) That study reviewed more than one dozen sources of information about arts and cultural organizations, based on interviews with researchers and data specialists, and on research on the universe of arts and cultural organizations in three metropolitan areas, concluding with recommendations for improving data quality and establishing an ongoing national data base on the arts sector.

The other study, the results of which appear in this document, is an evaluative inventory of data sets containing information on public participation in the arts collected from cross-sect-

ional samples of local, state, or national populations. To prepare this inventory, we were fortunate to obtain the services of Becky Pettit, a graduate student in Princeton's Sociology Department and Office of Population Research. Ms. Pettit brought to the project experience in the analysis of data on cultural participation, as well as a strong training in data management and statistical methods.

Research on arts audiences has taken two forms: surveys of members of audiences for particular organizations or events, on the one hand; and surveys of cross-sectional samples of the entire public, on the other. The former date back to research in museums in the 1920s and surveys of Federal Theatre Project audiences in the 1930s. The latter emerged somewhat later: Although local sample surveys were undertaken as early as the 1930s, further development of this genre awaited the rise of high-speed computing and sophisticated survey methodology in the post-war era.

Research on specific audiences has proliferated because it is a useful tool for managers eager to expand the ranks and increase the commitment of people who attend their performances or exhibits. But such studies are less useful for people whose interest in the arts transcends that of a single institution for several reasons. First, organizational audience studies can reach only a small share of the actual or potential arts public, and that share is likely to be unrepresentative of the whole. Second, because such studies focus on the respondent's relationship to the organization that sponsors them, they are ill equipped to delineate the cross-cutting enthusiasms and webs of affiliation that animate the lives of the arts public. Third, because arts institutions do not impose lightly upon their audiences' patience, organizational audiences surveys are (and should be) brief, to the point, and -- for purposes of policy analysis or scholarly inquiry -- hopelessly incomplete.

We focus in this report on sample surveys of full populations (local, regional, and national). These are studies that use scientific means to identify a subset or "sample" of persons who live in a particular area, whose responses can be used to produce valid generalizations (within a range defined by statistical "confidence limits") about the behavior or attitudes of the population as a whole. Many agencies have sponsored studies of this kind, and this report's author, Becky Pettit, obtained and examined many more studies than are described herein, rejecting most of them because they were of inadequate technical quality, or because the information required to evaluate their quality was unavailable, or, in a few cases, because they were proprietary and thus unavailable even to qualified researchers.

Most of the 25 that survived these tests fall into two broad categories. The first category includes studies that focus on participation in the arts. The most prominent of these are the National Endowment for the Arts' 1982, 1985, and 1992 Surveys of Public Participation in the Arts, which are notable for their high technical quality, large sample sizes, and commitment to developing reliable data on trends by asking the same questions at almost-regular intervals. Also prominent in this category are the "Americans and the Arts" surveys under-

taken over a long period by the Louis Harris Organization. Because such studies are devoted to the arts, they tend to contain particularly rich collections of questions about people's cultural activities and, in some cases, attitudes towards the arts and culture. At the same time they suffer from the disadvantage of having less room for questions about personal characteristics and demographic background, or about attitudes towards issues unrelated to the arts.

The second category comprises broadly focussed, or "omnibus," social surveys that include a selection of questions about participation in or attitudes toward the arts. The leading example of this genre is the 1993 General Social Survey, which appended approximately 15 minutes of questions about the arts and culture to an ongoing national population survey of the highest technical quality. But statewide surveys fielded by local research centers in Kentucky, New Jersey, Maryland, and South Carolina have undertaken similar inquiries. The advantages and disadvantages of such studies are the reverse of those of surveys devoted to the arts: fewer and less detailed questions about participation in the arts, but far richer background measures and information about social and political attitudes.

To generalize, researchers who are interested primarily in the arts participation of the public as a whole, or in the relationship between particular types of participation and other attitudes or experiences related to the arts, will ordinarily find studies of the first kind especially valuable. By contrast, researchers who are interested in exploring the impact of differences in socioeconomic background, family structure, or life style on participation in or attitudes towards the arts will find more to work with in surveys of the second kind, as will researchers interested in the relationship of arts participation or cultural attitudes to views on religion, politics, or social issues.

The report that follows contains four kinds of information about the surveys it includes:

1. *Descriptive information* about the sponsorship, aims, sample coverage and sampling procedure, and question content of the survey. When publications based upon the data are available, these are listed as well.
2. *Evaluative information* about the technical strengths and weaknesses of each study. Only data sets that appear to have been assembled in a manner consistent with professional standards of survey practice are included in this review, and each of the data sets included is of potential value to researchers. At the same time, none is perfect. The evaluations are meant to enable researchers to recognize limits to what they can infer from each data set and potential sources of bias that must be taken into account.
3. *Contact information* enabling readers to obtain documentation of the study and a computer file containing the data so that they can undertake their own analyses.

4. A *study-by-data-element matrix* (included as the appendix to this report) permitting researchers with particular interests to identify quickly data sources they can use to answer their questions. There is one column in this matrix for each of the 25 studies this report reviews. The rows list many kinds of questions that one or more of the surveys asked. To identify all surveys that asked a particular type of question, look for a letter or number in the cell formed by the intersection of the row (question type) and column (study).

We hope that this report will achieve the goal of stimulating research on public participation in and attitudes towards the arts. The Center is publishing it simultaneously as a hard-copy working paper and on our World Wide Web site in order to make it accessible as possible. We regard the project as an open one. Our long-term agenda includes adding documentation of similar surveys conducted outside of North America, as well as information about surveys from the U.S. and Canada not already included; creating a forms-searchable data base making it easier for web users to identify lists of data sets including the information they need; and a chat room for researchers working with the data sets in this inventory. We invite readers to contact us through the Web site to nominate additional studies for inclusion in this data base.

Paul DiMaggio and Stanley Katz, Co-Directors
Center for Arts and Cultural Policy Studies
Princeton, New Jersey
February 4, 1997

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AMERICANS AND THE ARTS (OVERVIEW)

DESCRIPTION: Americans and the arts is a series of six surveys measuring participation in the arts, attitudes about the arts and arts in education, personal participation in the arts through activities such as painting and writing, exposure to broadcast and recorded media, and reasons for non-attendance. Face-to-face interviews were conducted in 1973, and 1975. Telephone interviews were conducted in 1980, 1984, 1987 and 1992. Each sample consisted of approximately 1,500 United States residents.

RESEARCHER AND DATA: All six surveys were conducted by the National Research Center of the Arts (NRCA), an affiliate of Louis Harris and Associates. Some of the later surveys were sponsored by Philip Morris Companies, Inc. and the American Council for the Arts.

SAMPLE: See separate entries for each survey, immediately following.

DATA: All the interviews include standard demographic information. The surveys include household and individual questions about age, sex, race, marital status, occupation, education, and income. For further details see each entry.

COMMENTS:

The Harris studies have been successful in publicizing arts participation, and have been used for arts advocacy (AMS 1994, p.30). Methodological differences between the six surveys limit the comparisons that can be made between rates of participation in each survey. However, unlike other national surveys such as the 1993 General Social Survey or the National Endowment for the Arts Surveys of Public Participation in the Arts, the Harris studies have probed attitudes, opinions and perceptions about the arts, so that responses can be compared over time (AMS 1994, p.30).

The Harris studies record much higher estimates of participation than do NEA-sponsored studies of public participation in the arts conducted around the same time (Citro 1990, p.10; Robinson, 1989). There are several possible explanations for the high rates of participation recorded by the Harris studies, including both sample selection and questionnaire design.

Robinson (1989, p.398) suggests that some of the discrepancies may reflect sample selectivity primarily caused by the use of random-digit-dialing in the Harris studies. Unfortunately, the Harris studies do not report overall response rates. As a result, it is difficult to determine the extent to which self-selection is a problem. Because the sample was determined by random-digit-dialing there may be a selection bias for those more interested in the arts (Citro 1990, p.10), and respondents had higher education levels than non-respondents (Citro 1990, p.10; Robinson 1989, p. 409). The sample

bias is due in part to low income and less educated persons not having a telephone, and because persons not interested in the arts are more likely to terminate the interview when it is introduced as an arts study.

Internal questionnaire design may also have contributed to high reported levels of participation in the Harris Studies. The two-stage filtered question design for participation items may lead to telescoping (i.e. recalling events as having occurred more recently than they actually occurred) (Citro 1990, p.10; Robinson 1989, p. 398). For example, a question may ask "Did you attend a live jazz performance in the last 12 months?" If the respondent answers yes, the next question may ask "In the last 6 months?" Such survey questions often encourage respondents to over-estimate recent participation rates. In addition, questions that combine events (such as including the theater and ballet in one question) lead to higher reported rates of participation than do questions about single activity types (Robinson 1989, p.402). Researchers are unable to disaggregate the responses to measure participation rates for each type of activity.

Lastly, the Harris studies suffer from limited documentation, including failure to report response rates, which preclude useful comparisons with other data sources (Citro 1990, p.10).

FOR TAPE, CODEBOOK AND INFORMATION:

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1. AMERICANS AND THE ARTS (1973)

DESCRIPTION: The 1973 Americans and the Arts study was the first in a series of studies measuring participation in and attitudes about the arts and arts in education. This study surveyed 3005 respondents selected from the U.S. population 16 years and over. Using face-to-face interviews, the researchers measured childhood arts exposure, current arts participation, leisure activities, and attitudes regarding arts and arts funding.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc.

SAMPLE: The researchers used a random multi-stage cluster sampling design to obtain a cross-section sample of the U.S. population, 16 years and over. Data were collected by questionnaire in face-to-face interviews conducted in January, 1973.

DATA: Demographic indicators include gender, education (7 categories), age (9 categories), income coded in 9 categories, and marital status coded in 5 categories. Respondents were asked number of children under 18 and number of adults over 16 which leads to an overestimate of the number of persons in the household if there are people between the ages of 16 and 18 in the household. Respondents were asked if they were working and occupations are coded in 9 categories. Respondents were also asked their religious preference and their race/ethnicity.

This survey measured leisure activities, cultural attitudes and preferences, and community opportunities in the arts. Respondents were asked in-depth questions about their childhood exposure to the arts, cultural background, and current attitudes regarding music, theater, movies, ballet, opera, museums, and visual arts.

The survey included items regarding about quality of life, historical preservation, and community resources, as well as questions about attitudes towards the cost of the arts, price supports for the arts, and views on government and business support of arts and cultural opportunities. Questions on participation in and attitudes towards sporting events, and vacation leisure activities were also included.

PUBLICATIONS:

National Research Center of the Arts, 1973. *Americans and the Arts*. New York: Associated Councils of the Arts.

Reed, J.S. and Marsden, P.V., 1980. *Leisure Time Use in the South: A Secondary Analysis*. National Endowment for the Arts. (ERIC No. ED221435)

Orend, Richard, 1984. *The Arts Public in the South*, National Endowment for the Arts Research Division Report #17.

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2. AMERICANS AND THE ARTS (1975)

DESCRIPTION: The 1975 Americans and the Arts study was the second in a series of studies measuring participation in and attitudes about the arts and arts in education. This survey surveyed 1555 respondents selected from the U.S. population 16 years and over. In face-to-face interviews the researchers measured childhood arts exposure, current arts participation, leisure activities, and attitudes regarding arts and arts funding. This survey also included a section on the 1976 presidential race.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc.

SAMPLE: The researchers used a random multi-stage cluster sampling design to obtain a cross-section sample of the U.S. population, 16 years and over. Data were collected from 1555 respondents in face-to-face interviews conducted in June, 1975.

DATA: Demographic indicators include gender, education coded in 9 categories, age coded in 9 categories, income coded in 9 categories, and marital status coded in 5 categories. Respondents were asked number of children under 16 that respondent is the parent of. Respondents were not asked to indicate if these children live in the household. As a result, the number of children actually living in a household may be overreported. Respondents were asked if they were working and occupations are coded in 9 categories. Respondents were also asked their religious preference and their race/ethnicity.

This survey measured leisure activities, cultural attitudes and preferences, and community opportunities for the arts. Respondents were asked in-depth questions about their childhood exposure to the arts, their cultural background, and current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, visual arts.

The survey also measured attitudes about quality of life, historical preservation, community resources. It included questions regarding attitudes about the cost of the arts, price supports for the arts, and views on government and business support of arts and cultural opportunities. Questions regarding participation in and attitudes towards sports and sporting events, and vacation leisure activities were also included.

This survey also included a section with questions about the 1976 presidential election campaign.

PUBLICATIONS:

Reed, J.S. and Mardsen, P.V., 1980. *Leisure Time Use in the South: A Secondary Analysis*. National Endowment for the Arts. (ERIC No. ED221435)

Orend, Richard, 1984. *The Arts Public in the South*. National Endowment for the Arts Research Division Report #17.

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3. AMERICANS AND THE ARTS (1980)

DESCRIPTION: The 1980 Americans and the Arts study was the third in a series of studies measuring participation in and attitudes about the arts and arts in education. This survey was administered in telephone interviews to 1501 respondents selected from the U.S. population 16 years and over. The questionnaire measured childhood arts exposure, current arts participation, leisure activities, and attitudes regarding arts and arts funding. This survey also included a section on participation in the arts through live or recorded broadcast media.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc. and sponsored in part by Philip Morris Companies, Inc and the American Council for the Arts.

SAMPLE: The researchers used a random multi-stage cluster sampling design to obtain a cross-section sample of the U.S. civilian population, excluding residents of Alaska and Hawaii. Institutionalized people were excluded unless they had their own phone. Data were collected in telephone interviews conducted in July, 1980.

The population was stratified by geographic region and metropolitan versus non-metropolitan residence. The sample was then selected through random-digit-dialing.

DATA: Demographic indicators include gender, education coded in 9 categories, age coded in 8 categories, income coded in 6 categories, and marital status coded in 5 categories. Respondents were asked if they were working and occupations are coded in 9 categories. Respondents were also asked their religious preference and their race/ethnicity and labor union participation.

Like the 1973 and 1975 Americans and the Arts surveys, the 1980 survey contained a core of 58 leisure activity and attitudinal questions. Respondents were asked in-depth questions about their childhood exposure to the arts, their cultural background, and current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, visual arts. Questions tapped patterns in attendance at arts events, and direct participation in arts and other leisure activities, as well as measured feelings about the adequacy of arts facilities, reasons for attendance, deterrents to participation, and views about the role of public support for arts education in the schools. The survey also probed respondents' perceptions of the meaning of the arts.

The survey measured attitudes about quality of life, historical preservation, and community resources. It also measured attitudes about the cost of the arts, price supports for the arts, and views on government and business support of arts and cultural opportunities. Questions regarding participation in and attitudes towards sports and sporting events, and vacation leisure activities were also included.

The survey included additional measures of accessibility to sports, cultural, or educational events. It measured attitudes about the importance of arts and cultural events to business and to the community, and attitudes towards the high cost of cultural activities. The survey also measured rates of attendance at community cultural events, and perceptions of the importance of the arts to children.

This survey included a series of questions addressing attitudes about and exposure to arts and cultural events through live or recorded broadcast media. It included questions about preferences for television or live performances.

PUBLICATIONS:

National Research Center of the Arts, 1980. *Americans and the Arts: A 1980 Survey of Public Opinion conducted for Philip Morris, Inc., and the American Council for the Arts under a grant from the National Endowment for the Arts*. New York: American Council for the Arts.

COMMENTS:

Survey sampling differences preclude comparisons with measures of arts participation from the 1973 and 1975 Americans and the Arts studies which used face-to-face interviewing. Telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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4. AMERICANS AND THE ARTS (1984)

DESCRIPTION: The 1984 Americans and the Arts study was the fourth in a series of studies measuring participation in and attitudes about the arts and arts in education. This survey was administered in telephone interviews to 1504 respondents selected from the U.S. adult population. The questionnaire measured current arts participation, leisure activities, and attitudes regarding arts and arts funding.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc. and sponsored in part by Philip Morris Companies, Inc and the American Council for the Arts.

SAMPLE: The researchers used a random multi-stage cluster sampling design to obtain a cross-section sample of the U.S. civilian population, excluding residents of Alaska and Hawaii. Institutionalized people were excluded unless they had their own phone. Data were collected by telephone interview in March, 1983.

The population was stratified by geographic region and metropolitan versus non-metropolitan residence and the sample then selected through random-digit-dialing.

DATA: Demographic indicators include gender, education (9 categories), age (8 categories), income (6 categories), and marital status (6 categories, including a category for cohabitation). Respondents were asked if they were working and occupations are coded in 9 categories. Respondents were also asked their religious preference and two questions about their race/ethnicity. One of these asked the respondents to identify themselves as black, white, Asian, or Native American. The second question asked if they were of Hispanic origin. These categories can be combined for additional racial/ethnic specification.

Respondents were asked questions about current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, visual arts. Questions tapped patterns in attendance at arts events, and direct participation in arts and other leisure activities, as well as feelings about the adequacy of arts facilities, reasons for attendance,

deterrents to participation, and views about the role of public support for arts education in the schools. The survey probed respondents' perceptions of the meaning of the arts.

The survey also measured attitudes about the cost of the arts, price supports for the arts, and views on government and business support of arts and cultural opportunities. Questions regarding participation in and attitudes towards sports and sporting events, and vacation leisure activities were also included.

The study measured accessibility to sports, cultural, or educational events. It included questions about the importance of arts and cultural events to business and to the community, and attitudes towards the high cost of cultural activities. The survey also measured rates of attendance at community cultural events, and perceptions of the importance of the arts to children.

This survey included a series of questions addressing attitudes about and exposure to arts and cultural events through live or recorded media. It included questions about preferences for television or live performances.

PUBLICATIONS:

National Research Center of the Arts, 1984. *Americans and the Arts: A 1984 Survey of Public Opinion conducted for Philip Morris, Inc.* New York: Louis Harris.

COMMENTS:

Survey sampling differences preclude comparisons with measures of arts participation from the 1973 and 1975 Americans and the Arts studies which used face-to-face interviewing. Telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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5. AMERICANS AND THE ARTS (1987)

DESCRIPTION: The 1987 Americans and the Arts study was the fifth in a series of studies measuring participation in and attitudes about the arts and arts in education.

This survey was administered by telephone interview to 1501 respondents selected from the U.S. population 18 and over. The questionnaire measured current arts participation, leisure activities, and attitudes regarding arts and arts funding.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc. and sponsored in part by Philip Morris Companies, Inc and the American Council for the Arts.

SAMPLE: The researchers used a form of random-digit-dialing and a random multi-stage cluster sampling design to obtain a cross-section sample of the U.S. civilian population, excluding residents of Alaska and Hawaii. Institutionalized people were excluded unless they had their own phone. Data were collected in telephone interviews conducted in March, 1987.

DATA: Demographic indicators include gender, education coded in 9 categories, age coded in 9 categories, income coded in 6 categories, and marital status coded in 6 categories which includes a category for cohabitation. Respondents were asked if they were working and occupations are coded in 9 categories. Respondents were also asked their religious preference and their race/ethnicity. In this survey there were two questions on race and ethnicity. One asked the respondents to identify themselves as black, white, Asian, or Native American. The second question asked if they were of Hispanic origin. These categories can be combined for additional racial/ethnic specification.

Respondents were asked questions about current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, and visual arts. Questions tapped patterns in attendance at arts events, and direct participation in arts and other leisure activities, as well as feelings about the adequacy of arts facilities, reasons for attendance, deterrents to participation, and views about the role of arts education in public schools. The survey probed respondents' perceptions of the meaning of the arts.

The survey measured attitudes about the cost of the arts, price supports for the arts, and views on government and business support of arts and cultural opportunities. Questions regarding participation in and attitudes towards sports and sporting events, and vacation leisure activities were included.

The survey measured accessibility to sports, cultural, or educational events. It included questions regarding the importance of arts and cultural events to business and to the community, and attitudes towards the high cost of such cultural activities. The survey also measured rates of attendance at community cultural events and perceptions of the importance of the arts to children.

This survey included a series of questions addressing attitudes about and exposure to arts and cultural events through live or recorded media. It included questions about preferences for television as compared with live performances.

COMMENTS:

Survey sampling differences preclude comparisons with measures of arts participation from the 1973 and 1975 Americans and the Arts studies which used face-to-face interviewing. Telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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6. AMERICANS AND THE ARTS (1992)

DESCRIPTION: The 1992 Americans and the Arts was the sixth in a series of studies measuring participation in and attitudes about the arts and arts in education. This survey was administered by telephone interviews to 1005 respondents selected from the U.S. population 18 and over. The questionnaire measured current arts participation, attitudes towards art and art education for children, arts funding, perceptions of and support for artists, and television and the arts.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc. and sponsored in part by Philip Morris Companies, Inc and the American Council for the Arts.

SAMPLE: The researchers used a form of random-digit-dialing with a random multi-stage cluster sampling design to obtain a cross-section sample of the U.S. civilian population, excluding residents of Alaska and Hawaii. Institutionalized people were excluded unless they had their own phone. Data were collected in telephone interviews conducted in February, 1992.

DATA: Demographic indicators include gender, education (9 categories), age (9 categories), income (8 categories), and marital status (5 categories). Respondents

were asked the number of adults over 18 and the number of children under 20 in two separate questions, presumably causing double-counting of persons aged 19. Respondents were also asked two questions on their race/ethnicity. One asked respondents to identify themselves as black, white, Asian, or Native American. The second question asked if they were of Hispanic origin.

Respondents were asked about attitudes towards appreciation of music, theater, movies, ballet, opera, museums, and visual arts. Questions tapped attendance at arts events and direct participation in arts and other leisure activities, as well as feelings about the adequacy of arts facilities, reasons for attendance, deterrents to participation, and views on arts education in public schools. The survey probed respondents' perceptions of the meaning of the arts. Also included were questions about perceptions of, and support for, the individual artist, and attitudes about the importance of the arts to children; and items addressing attitudes about, and exposure to, arts and cultural events through live or recorded media, as well as questions about preferences for television or live performances.

PUBLICATIONS:

National Research Center of the Arts, 1992. *Americans and the Arts VI*. New York: ACA Books, American Council for the Arts.

COMMENTS:

Survey sampling differences preclude comparisons with measures of arts participation from the 1973 and 1975 Americans and the Arts studies which used face-to-face interviewing. Telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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7. ARTS AND THE PEOPLE SURVEY (1972)

DESCRIPTION: The Arts and the People study surveyed a cross-section of New York State residents aged 16 and over in face-to-face interviews. The questionnaires measured childhood arts exposure, current arts participation, leisure activities, and attitudes regarding the arts and arts funding.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc. for the New York Council on the Arts.

SAMPLE: The researchers obtained a cross-sectional sample of 1531 New York State residents, 16 years and over. Data were collected in face-to-face interviews conducted in September, 1972.

DATA: Demographic indicators include gender, education coded in 7 categories, age coded in 9 categories, income coded in 9 categories, and marital status coded in 5 categories. Respondents were asked the number of adults over 16 and the number of children under 18 in two separate questions. As a result the total number in the household will be overestimated if any household members are between the ages of 16 and 18. Respondents were asked if they are working and occupations are coded in 9 categories. Respondents were also asked their religious preference and their race/ethnicity.

This survey measured cultural and leisure activities, preferences, and community opportunities for the arts in New York. Respondents were asked in-depth questions about their childhood exposure to the arts, and current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, visual arts, community resources, financial support for the arts, and sports and vacation activities related to the arts.

FOR TAPE, CODEBOOK AND INFORMATION:

Institute for Research in Social Sciences
Louis Harris Data Center
Campus Box #3355
University of North Carolina
Chapel Hill, NC 27599
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8. ANCHORAGE PUBLIC PERSPECTIVE ON THE ARTS AND CULTURE SURVEY (1974)

DESCRIPTION: The Public Perspective on the Arts and Culture Survey interviewed a cross-section of Anchorage, Alaska residents, ages 18 and over in face-to-face interviews. The questionnaires measured childhood arts exposure, current arts participation, leisure activities, and attitudes regarding the arts and arts funding.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc.

SAMPLE: The researchers obtained a cross-sectional sample of 522 Anchorage residents, 18 years and over. Data were collected in face-to-face interviews in September, 1974.

DATA: Demographic indicators include gender, education coded in 9 categories, age coded in 8 categories, income coded in 9 categories, and marital status coded in 5 categories. Respondents were asked the number of adults over 16 and the number of children under 18 in two separate questions. As a result the total number in the household will be overestimated if any household members are between the ages of 16 and 18. They are also asked if they are working and occupations are coded in 8 categories. Respondents were asked about residential mobility (i.e. how long they have lived in the Anchorage area). Respondents were also asked their race/ethnicity.

This survey measured cultural and leisure activities, preferences, and community opportunities for the arts in Winston-Salem. Respondents were asked in-depth questions about their childhood exposure to the arts, their cultural background, and current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, visual arts, community resources, financial support for the arts, and sports and vacation activities related to the arts.

FOR TAPE, CODEBOOK AND INFORMATION:

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9. WINSTON-SALEM PUBLIC PERSPECTIVE ON THE ARTS AND CULTURE SURVEY (1974)

DESCRIPTION: The Public Perspective on the Arts and Culture Survey was conducted through face to face interviews with a sample of Winston-Salem, North Carolina residents older than 17. The survey measured childhood arts exposure, adult arts participation, leisure activities, and attitudes towards the arts and arts funding.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc.

SAMPLE: Data were collected in face-to-face interviews with a cross-sectional sample of 753 Winston-Salem residents, aged 18 and over, in April, 1974.

DATA: Demographic indicators include gender, education (9 categories), age (8 categories), income (8 categories), and marital status (5 categories). Occupations of employed respondents were coded in 8 categories. Respondents were also asked their race/ethnicity. This survey measured cultural and leisure activities, preferences, and community opportunities for the arts in Winston-Salem. Respondents were asked in-depth questions about their childhood exposure to the arts, their cultural background, and current attitudes regarding appreciation of music, theater, movies, ballet, opera, museums, visual arts, community resources, financial support for the arts, and sports and vacation activities related to the arts.

FOR TAPE, CODEBOOK AND INFORMATION:

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10. ARTS IN THE BOROUGH OF QUEENS SURVEY (1975)

DESCRIPTION: The Arts in the Borough of Queens Survey interviewed a cross-section of Queens residents, ages 16 and over, in face-to-face interviews. The questionnaires measured childhood arts exposure, current arts participation locally and in other areas of New York City, leisure activities, attitudes regarding the arts and arts funding, and transportation to arts events.

RESEARCHER AND DATA: Conducted by the National Research Center for the Arts, an affiliate of Louis Harris and Associates, Inc.

SAMPLE: The researchers obtained a cross-sectional sample of 1041 Queens, New York residents, 18 years and over. Data were collected in face-to-face interviews in April, 1975.

DATA: Demographic indicators include gender, education coded in 9 categories, age coded in 8 categories, income coded in 9 categories, and marital status coded in 5 categories. Respondents were asked number of children under 16 that respondent is the parent of. Respondents were not asked to indicate if these children live in the household. As a result, the number of children actually living in a household may be overreported. They are also asked if they are working and occupations are coded in 9 categories. Respondents were asked about residential mobility (i.e. how long they have lived in the New York area). Respondents were also asked their religious preference and race/ethnicity.

This survey measured cultural and leisure activities, preferences, and community opportunities for the arts in Queens, NY. Respondents were asked in-depth questions about their childhood exposure to the arts, current use of leisure time, use of local arts facilities, attendance at arts events in other areas of New York City, and transportation to, and financial support for, the arts.

FOR TAPE, CODEBOOK AND INFORMATION:

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11. GENERAL SOCIAL SURVEY (1993) -- TOPICAL MODULE ON THE SOCIOLOGY OF CULTURE

DESCRIPTION: The General Social Survey (GSS) is an almost annual survey of a randomly selected cross-section of English speaking residents of United States households. Along with standard demographic and socio-economic data the 1993 GSS included a number of questions dealing with culture. The culture questions measured personal values, predispositions towards strategies of action, and artistic and cultural

tastes, activities, and attitudes.

RESEARCHER AND DATA: The 1993 GSS was conducted by the National Opinion Research Center (NORC) in Chicago, Illinois, James Davis and Tom Smith principal investigators, with support from the National Science Foundation.

SAMPLE: The 1993 GSS collected information from 1,606 respondents (82 percent response rate) who were randomly selected from adult, English speaking, non-institutionalized persons in the United States. The cumulative GSS merges all past GSS's into a single file with each year acting as a subfile. The data in the combined file covers years 1972-1993, excluding 1979, 1981 and 1992, years in which no survey was conducted. The combined data set contains individual responses for 29,388 respondents including the 1,606 adults who participated in the 1993 study. The inclusion of a weight variable allows researchers to make analyses representative of U.S. residents by age, gender and ethnicity.

DATA: A large number of standard items have been included on the 1993 GSS such as standard demographic and socio-economic indicators, and attitudes about government spending, abortion, and the role of government. The 1993 data set also included a topical module on environmental knowledge, attitudes and activity.

Demographic variables include gender, education coded by year, age coded in eight categories, income coded in 21 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children. They are also asked if they are working and occupations are coded in 9 categories. Respondents were asked about residential mobility (i.e. number of years lived in current residence), religious preference coded in 29 categories and race/ethnicity coded in 5 categories.

The interview schedule in the section about culture focused on three areas of cultural studies: personal values, predispositions towards strategies of action, and artistic and cultural tastes and activities. The culture questions cover a wide range of interests in cultural research beyond arts participation. With respect to arts participation, the section on culture included items on musical tastes and preferences, leisure time activities, television viewing, as well as attitudinal data regarding arts and culture.

The culture module included 18 questions tapping attitudes towards different music genres -- including oldies rock, country/western, mood/easy listening, gospel, blues, big band/swing, contemporary pop, show tunes, jazz, classical, bluegrass, folk, reggae, latin, opera, new age, rap, and heavy metal. The question structure offered explicit options for the respondent to reply that he or she didn't know much about this musical type, as well as for negative, or 'dislike', responses.

The culture module also included 14 behavioral items measuring participation in leisure or recreational activities in the past 12 months, including: going to see a movie in a

theater, visiting an art museum or gallery, making crafts, playing a musical instrument, going to the ballet or dance performance, going to a classical music or opera performance, or taking part in a music, dance or theater performance.

In addition, the section on culture included a number of survey items measuring respondents' agreement or disagreement with statements about cultural authority and cultural diversity, for example suggesting that artistic excellence can be found in popular and folk culture as well as in the fine arts, or that only a few people have the knowledge and ability to judge excellence in the arts. Several items addressed school curricula and instructional languages.

PUBLICATIONS:

Davis, James and Tom Smith, 1992. *The NORC General Social Survey: A User's Guide*. Newbury Park, CA: Sage.

Marsden, Peter V. and Joseph F. Swingle, 1994. "Conceptualizing and measuring culture in surveys: Values, strategies, and symbols." *Poetics*, 22: 269-289.

DiMaggio, Paul. 1996. "Are Art-Museum Visitors Different from Other People? The Relationship between Attendance and Social and Political Attitudes in the United States." *Poetics* 24: 161-80 (special issue on research on museums) .

COMMENTS: The GSS employs survey methods that produce a representative sample, and high quality data (Marsden 1994, p. 286). As a result, survey results are largely generalizable to the population of the United States.

Because the GSS is an omnibus survey that collects substantial data on social and political attitudes, socio-economic position and social origins there is potential for a wide variety of research measuring the relationships between arts and cultural participation and attitudes with other demographic and socio-economic information (Marsden 1995, p.285). Unfortunately, the questions about culture were only included on the 1993 GSS; thus trend data are unavailable. Due to the necessary brevity of the culture module, many potentially interesting measures were left off of the survey, including measures of cultural literacy, tastes in home decorations, perceived availability of resources and informal social networks. As a result, there are no measures on the GSS that allow researchers to address the relationship between socialization and cultural diffusion (Marsden 1994, p. 286).

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12. CANADIAN ARTS CONSUMER PROFILE (1990/1991)

DESCRIPTION: The Canadian Arts Consumer Profile includes four self-administered audience surveys (two mail and two distributed at arts events), one general public telephone survey, and one general public self-administered mail survey. This overview looks at the general public surveys conducted by Decima. These two surveys addressed such topics as leisure activities, performing arts attendance, items concerning likes and dislikes to be used in the development of a psychographic typology, opinions on accessibility and ticket-pricing, young audiences and childhood experiences, festivals, the visual arts, media coverage, and demographics.

RESEARCHER AND DATA: Commissioned by Communications Canada (a consortium of cultural ministries in all ten Canadian provinces plus the cities of Montreal, Vancouver, and Toronto), research conducted by Decima Research and Les Consultants Culture Inc.

SAMPLE: The general public (sixteen years and older) was randomly sampled through a seven-minute telephone questionnaire and a long mail questionnaire. The sample size was 11,106 valid completed telephone interview, including anglophones in Quebec, francophones outside Quebec, and other ethnocultural groups in the three major cities. The long questionnaire sought 5,457 valid completed questionnaires. The telephone survey recruited respondents to the long questionnaire. The general public surveys were conducted between March and April 1991, and September and October 1991.

DATA: In the General Public Long Questionnaire demographic indicators include gender, education coded in 8 categories, age coded in 12 categories, and income coded in 11 categories. Respondents were asked size of household. They are also asked if they are working and occupations are coded in 13 categories.

The survey also included a number of cultural participation variables including measures of:

(A) Leisure: average hours per week devoted to leisure activities, average dollars spent per week on leisure activities, 21 specific leisure activities done in the past year (fishing, hunting, gardening, golf, sung in a choir, etc.), average number of evenings per week going out, frequency of out-of-home leisure activities (bar, restaurant, movies, bingo, library, etc.), desire to go out more often, out-of-home leisure activities, desire to do more, impediments to go out more often.

(B) Performing Arts Attendance: types of live performances attended in the past five years (ballet, modern dance, theatre-drama, theatre-comedy, theatre-experimental, musicals, stand-up comedy, symphonic music-classical, symphonic pops, chamber music, opera, choral music, pop/rock music, jazz/blues, folk music, country and western, children's music/theatre/dance, ethnic and heritage performances attended

between June and August, same types of performances want to attend more often, impediments or barriers to participation, key expectations of a performance (is entertaining, about social issues, strong emotional impact, etc.), key criteria for choosing a performance (reputation of performers, ticket price, word of mouth, media reviews, etc.), preference for local or visiting performers, best day of the week and time for attending a performance, eat/drink at home or out before or after show.

(C) Likes and dislikes (divided into two sections): 38 attitudinal items about arts, artists, and arts performances on a six-point agree/disagree scale.

(D) Ticket Purchasing: relation of person who usually buys the ticket, preferred amount of time before performance to buy tickets, how to buy tickets, willing to pay for 8 different types of performance.

(E) Accessibility: influence of the type of facility on attendance, important criteria for a performance facility (quality of the sound, comfort of the seating, ease of parking, etc.).

(F) Young Audiences: [Filter: children under 16 in the home]: types of performances or activities child has attended or done in past year (museums and art galleries, ballet performances, taking drama classes, etc.), same types of activities you desire child to do, same types of activities organized by school or parents or children, impediments or barriers to participation, willingness to pay and how much for field trips for children to attend performances and visit museums/galleries, respondent's own childhood participation in four types of activities (theatre, dance, classical music, children's music/dance/theatre), experience remembered as enjoyable for each of the four activities, childhood attendance with parents or school or friends, regular activities as a child (visit art museums, play team sports, take art classes, etc.), respondent's parents' interest in the arts, respondent's parent's purchase frequency of original art.

(G) Festivals: attendance at arts festivals, types of performances or shows at a festival (jazz/blues, folk, classical music, etc.), travel outside of city to attend a festival, main reason for attending a festival (atmosphere of festivals, vast array of choices, better value for money, etc.).

(H) Visual Arts: Frequency of visits to art museums and galleries (university gallery, national museum, artist-run gallery, a craft store, etc.), amount willing to pay for admissions, appreciation of images on a four-point scale (abstract images, wildlife, landscapes, still life, etc.), ownership of art objects (books with pictures of art, framed posters of famous works of art, original paintings, etc.), art objects purchased over the past five years, amount paid for last purchase, outlet of last purchase, decision criteria to buy art objects (matches decor, know the artist, an investment, price right, etc.).

(I) Reading, Viewing, and Listening: daily newspaper readership, weekly listening to

radio, television viewing, favorite kinds of television programs, record/CD/tape purchases in last year, types of music purchased (nine types), types of music interested in purchasing in future.

(J) Getting Information: sources of info about arts performances and show (daily newspaper, radio, friends, spouse, box office, etc.), satisfaction with available information, frequency of ... and reports about performing arts, main reasons for seeking information, degree ... attendance to nine types of performance (four-point scale).

COMMENTS: This is probably the most complete set of surveys on arts participation and allows for a great range of analyses. It is a nationally representative sample which permits projections and generalizations. It is very large, which allows researchers to probe subgroups of the population or attendance profiles for such events as opera, modern dance or experimental theater. The arts participation data can be cross-analyzed with complementary leisure. The frequency questions for the performing arts are designed to minimize the distorting effects of "telescoping" by forcing respondents to think about a particular show or performance. The large battery of attitudinal items is a rich source of information about the subjective side to arts participation. The items are diverse allowing for the use of ... techniques.

Another positive feature of this study is the set of questions on children and childhood experiences. The information sources section offers many possibilities to understand the degree of involvement and information search. Not only does it consider the media or arts marketing sources, but also has a few items which shed some light on interpersonal influences. Finally, it has such highly unusual data as respondents' college major and a sample size large enough to see how major field relates to participation rates and attitudes.

Compared to many other surveys on arts participation, this study has few disadvantages. Nevertheless, a few minor problems may be cited. The questionnaire is extremely long. Although the number of valid completed interviews is high, it is possible that the second portion of the questionnaire induced some respondent fatigue. Researchers accustomed to using occupation as part of socioeconomic status will not be satisfied with the sectoral approach to employment.

FOR TAPE, CODEBOOK AND INFORMATION:

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13. CANADIAN GENERAL SOCIAL SURVEY (1992)

DESCRIPTION: The 1992 Canadian GSS consisted of approximately 10,000 telephone interviews of a cross-sectional sample of Canadian households. The questionnaire consisted of items which measured social mobility of a respondent and his/her parents, health and well-being, language, education and work, and a series of daily time use questions including specific information about participation in the arts.

RESEARCHER AND DATA: Conducted by Statistics Canada.

SAMPLE: Approximately 10,000 interviews were completed from a sample of Canadian households. The sample was selected from all 10 provinces using a random-digit-dialing technique. All persons over age 15 living in private households were eligible, and the respondent was randomly chosen from a list of all household members. The survey was conducted monthly from January 1992 through December 1992.

DATA: Demographic information was collected for all members of the household measuring age, sex, marital status and relation to the household reference person. The full questionnaire is completed only for the main respondent. The full questionnaire gathers information on age, gender, education coded in years, income, religion coded into 15 categories and marital status coded into four categories. The questionnaire also included information on language, birthplace,

The questionnaire begins with an extensive time use survey asking the respondent to identify activities they have been involved in over the last month. They are then probed on participation in specific activities including child care, home maintenance, volunteer activities, and educational, cultural and recreational activities.

Educational, cultural and recreational activities questions measure participation in courses or training sessions, reading habits (including newspapers, magazines and books), listening to music, and if the respondent has viewed films. The survey includes a number of arts attendance questions including measures of attendance at popular music, dance, symphony or classical music, theater, professional sporting events, the movies, museums or art galleries, historical sites, and festivals or fairs.

The survey also included information about participation in the arts including painting and drawing, craft making, playing a musical instrument, involvement in classes or lessons, and playing of sports. Additional questions measure participation in sports by other household members, and participation in sports during schooling.

The questionnaire also includes extensive information on the respondent's and his/her spouse's work including type of industry, amount worked, participation in unions, and use of flex-time.

COMMENTS:

The Canadian GSS time use survey is similar to data collected in the 1986 GSS. As a result, the two surveys may be used to compare changes in time use. However, the 1992 survey included extensive probes about arts attendance and participation that were not included in the 1986 survey.

The survey is prone to sample selection bias due to its reliance on telephones and random-digit-dialing. Furthermore, participation in specific events may be overestimated due to a filtered question design. For example, respondents were first asked "During the past 12 months did you attend any popular musical performance by professional artists?" If they answered yes, they were asked if they attended different types of performances and if they attended in the past month or week.

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Ghislaine Villeneuve
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14. SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (1982)

DESCRIPTION: The 1982 SPPA consisted of 75 percent face-to-face and 25 percent telephone interviews of a cross-sectional sample of U.S. households. The questionnaire consisted of a core set of items which measured arts activities and attendance. For surveys conducted in the first 10 months of 1982, questionnaires also included one of several sets of rotating questions, described below. Surveys conducted in November and December included all survey items.

RESEARCHER AND DATA: Conducted for the National Endowment for the Arts by the National Bureau of the Census.

SAMPLE: A total of 17,254 completed surveys were collected from a sample of U.S. households. The sample was selected using a multi-stage clustered design and drawn from Census Bureau population counts. All non-institutionalized individuals living in the U.S. were eligible. All those above age 18 in selected households were asked to respond.

The survey had an overall response rate of more than 85 percent. 25 percent of the interviews were conducted over the phone, and 75 percent of the interviews were conducted face-to-face.

The survey was appended to the National Crime Survey, conducted by the Census Bureau for the Department of Justice. The National Crime Survey is an on-going household sample survey. About 1 in 12 NCS households were asked to respond to the SPPA questions.

From January to October the questionnaire included the core set of questions (described below) and one of a six rotating sets of questions. The November and December interviews (2,678) included the core set of questions and all of the rotating question sets.

The data included a weight variable to make the sample representative of the U.S. population by age, gender, and ethnicity.

DATA: Demographic variables include gender, education coded by year, age coded by year, income coded in 14 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children under age 12 in the household. They are also asked if they are working, and about residential mobility (i.e. how long they have lived in current residence). Race/ethnicity is coded in 3 categories.

Additional demographic measures available from the National Crime Survey include geographic data on state, county, Metropolitan status of county, rural or urban status, size of community, description of the place, Standard Metropolitan Statistical Area (SMSA), and population of SMSA. Housing information included type of unit, availability of telephone, number of housing units in the structure, and home ownership. Additional occupational information includes labor-force status, reasons for unemployment, extent of job search, occupation, and type of employer.

The core questionnaire consisted of questions about attendance at arts and leisure activities in the past 12 months. These events included: jazz, classical music, popular music, opera, musical stage play, non-musical stage play, ballet performance, movies, attendance at museums or art galleries, visits to historic buildings and museums, and visits to natural science museums. The core questionnaire also included items that measured the respondent's participation in painting, sculpture, or printmaking, craft-making, singing lessons or participation in a choir, sewing crafts, and creative writing.

The rotating questions were divided into 6 sections. A brief explanation of each of the sections follows.

A section on barriers to participation asked if respondents would like to attend, or attend more, arts performances, including jazz music, classical music, operas, musical plays and operettas, non-musical plays, ballet performances, and art galleries and museums. If they indicated yes, they were asked additional questions to identify reasons for non-participation. Some of the possible reasons for non-participation included cost,

availability, quality of performance, personal physical and psychological barriers, lack of transportation or poor parking, and crime or fear of crime.

A section on socialization experiences gathered information about the respondents' participation in the arts through lessons and classes at various ages. Questions tapped participation in lessons or classes in music (both voice and instrument), visual arts, acting or theater, ballet, creative writing, craft-making, and art and music appreciation. In addition, this section included questions about exposure to the arts in the home through activities of parents. Questions measured parents' appreciation of classical music and opera in the home, the respondents' attendance at art museums or galleries, plays, dance or classical music performances with their parents, and tapped parental encouragement of reading for pleasure. Finally, this section included questions about parents' educational attainment.

A section on performance locations included questions to identify the location where respondents attended core activities in the past 12 months. Possible venues included: schools or colleges, religious facilities, concert hall/opera house/auditorium, theater, night club, library, museum or gallery, outdoor facility.

A section about musical preferences measured appreciation of many genres of types of music and asked respondents which type they most enjoyed listening to.

A section on additional leisure activities measured respondents' attendance in the last 12 months at movies, sports events, zoos and gardens, and amusement parks. Other items asked about game playing, exercise, participation in sports, outdoor activities (like camping), leisure reading, volunteer work, collecting, gourmet cooking, home/car improvements, and gardening. Respondents were also asked if they had visited history museums, historic parks and monuments, or art or craft fairs. Participation data also were drawn from questions about taking lessons or classes in art, literature, music, or dance, various handi-craft and art production activities, working in performances and reading or listening to poetry in the last 12 months.

A final section on consumption of arts programming on television, radio, and pre-recorded audio. Questions measured how many hours of television the respondent watched per day, and if they had watched arts programming on television, listened to it on the radio, or listened to tapes or records in the past 12 months. Questions asked respondents to specify which types of the art forms they had watched or listened to in the past 12 months.

PUBLICATIONS:

AMS Planning & Research Corporation, 1994. *A Practical Guide to Arts Participation Research*. Fairfield, CT: AMS Planning & Research.

Citro, Constance F., 1990. *Public Participation in the Arts in America: A Review of Data Sources and Data Needs*. Washington, D.C.: Research Division, National Endowment for the Arts.

Robinson, John P., 1989. "The Polls, A Review. Survey Organization Differences in Estimating Public Participation in the Arts." *Public Opinion Quarterly* 53: 397-414.

Triplett, Timothy and Jeffrey Holland, 1986. *Public Participation in the Arts. The 1982 and 1985 Users Manual*.

COMMENTS: As part of the National Crime Survey, the SPPA has very high response rates and a limited amount of response bias. Furthermore, because it is a household survey, records can be used to identify if there is systematic non-response among households or particular household members, and household or spouse effects on individual behavior can be examined. Overall, the SPPA has generated very high quality data, and the National Endowment for the Arts has encouraged the publication of many reports to disseminate this information (Citro 1990, p. 25). The SPPA has been criticized for the structure of questions that encourage telescoping for participation rates in the last month (Citro 1990, p.10).

FOR TAPE, CODEBOOK AND INFORMATION:

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15. SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (1985)

DESCRIPTION: The 1985 SPPA consisted of 75 percent face-to-face and 25 percent telephone interviews of a cross-sectional sample of U.S. households. The questionnaire consisted of a core set of items which measured arts and non-arts activities and attendance. Surveys were only conducted in the first 6 months of 1985. Questionnaires included a core set of items (the same as in the 1982 survey) and each month respondents answered one of six rotating sets of questions. The rotating sections measured: barriers to participation, arts socialization experiences, recreational lifestyle, performance locations and musical preferences, other arts related participation, and participation via mass media.

RESEARCHER AND DATA: Conducted for the National Endowment for the Arts by the National Bureau of the Census.

SAMPLE: A total of 13,675 completed surveys were collected from a sample of U.S.

households. The sample was selected using a multi-stage clustered design and drawn from Census Bureau population counts. All non-institutionalized individuals living in the U.S. were eligible. All those above age 18 in selected households were asked to respond. The survey had an overall response rate of more than 85 percent. 25 percent of the interviews were conducted over the phone, and 75 percent of the interviews were conducted face-to-face.

The survey was appended to the National Crime Survey, conducted by the Census Bureau for the Department of Justice. The National Crime Survey is an on-going household sample survey. About 1 in 6 NCS households were asked SPPA questions in the first 6 calendar months of 1985. The NEA planned to implement a revised questionnaire for the last 6 months of 1985 with improved wording from test surveys, but the project was aborted by the Office of Management and the Budget.

The data include a weight variable to make the sample representative of the U.S. population by age, gender, and ethnicity.

DATA: Demographic variables include gender, education coded by year, age coded by year, income coded in 14 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children under age 12 in the household. They are also asked if they are working, and about residential mobility (i.e. how long they have lived in current residence). Race/ethnicity is available coded in 5 categories.

Additional questions for the 1985 survey were the same as for the 1982 survey. (see SPPA 1982)

PUBLICATIONS:

Andreason, Alan R., 1990. *Expanding the Audience for the Performing Arts*. Washington: Steven Locks Press.

Citro, Constance F., 1990. *Public Participation in the Arts in America: A Review of Data Sources and Data Needs*. Washington, D.C.: Research Division, National Endowment for the Arts.

DiMaggio, Paul and Francie Ostrower, 1992. *Race, Ethnicity, and Participation in the Arts*. Washington, D.C.: Steven Locks Press.

Orend, Richard J., 1989. *Socialization and Participation in the Arts*. Washington, D.C.: National Endowment for the Arts.

Robinson, John P., 1989. "The Polls--A Review. Survey Organization Differences in Estimating Public Participation in the Arts." *Public Opinion Quarterly*, Volume 53: 397-

414.

Triplett, Timothy and Jeffrey Holland, 1986. *Public Participation in the Arts. The 1982 and 1985 Users Manual.*

Zill, Nicolas and Marianne Winglee, 1989. *Who Reads Literature.* Cabin, MD: Steven Locks Press.

COMMENTS: As part of the National Crime Survey, the SPPA has very high response rates and a limited amount of response bias. Furthermore, because it is a household survey, records can be used to identify if there is systematic non-response among households or particular household members, and household or spouse effects on individuals can be examined. Overall, the SPPA has generated very high quality data, and the National Endowment for the Arts has encouraged the publication of many reports to disseminate this information (Citro 1990, p. 25).

Unfortunately, funding was eliminated for the data collection in the second six months of 1985. As a result, each rotating set of questions was asked of only one group of respondents and no group of respondents was asked all sets of questions, so relationships among the items in the rotating sets cannot be investigated.

FOR TAPE, CODEBOOK AND INFORMATION:

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16. SURVEY OF PUBLIC PARTICIPATION IN THE ARTS (1992)

DESCRIPTION: The 1992 SPPA consisted of 20 percent face-to-face and 80 percent telephone interviews of a cross-sectional sample of U.S. households. The questionnaire consisted of a core set of questions asked of all respondents, and a series of rotating sections asked of different groups in selected months. The core questionnaire measured attendance and activity patterns, as well as participation via the media. The rotating sets of questions measured participation in other leisure activities, musical preferences, and participation through classes and lessons.

RESEARCHER AND DATA: Conducted for the National Endowment for the Arts by the National Bureau of the Census.

SAMPLE: A total of 12,736 completed surveys were collected from a sample of U.S. households. The sample was selected using a multi-stage clustered design and drawn from Census Bureau population counts. All non-institutionalized individuals living in the U.S. were eligible. All those above age 18 in selected households were asked to respond. The survey had an overall response rate of slightly less than 80 percent.

The survey was appended to the National Crime Survey, conducted by the Census Bureau for the Department of Justice. The National Crime Survey is an on-going household sample survey. In the first 6 months of 1992, 6,947 respondents answered only core questions about arts participation and attitudes about the arts. The 5,789 respondents surveyed in the last six months of 1992 were asked all core questions in addition to a rotating battery of other questions. The data includes a weight variable to make the sample representative of the U.S. population by age, gender, and ethnicity.

DATA: Demographic variables include gender, education coded by year, age coded by year, income coded in 14 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children under age 12 in the household. They are also asked if they are working, and about residential mobility (i.e. how long they have lived in current residence). Race/ethnicity is coded in 5 categories, and respondents were also asked about Hispanic origin. As a result, an additional number of race/ethnicity categories can be constructed.

Additional demographic information available from the National Crime Survey include geographic data measuring state, county, Metropolitan status of county, rural or urban status, size of community, description of the place, Standard Metropolitan Statistical Area (SMSA), and population of SMSA. Housing information included type of unit, availability of telephone, number of housing units in the structure, and home ownership. Occupational information includes reasons for unemployment, extent of job search, occupation, and type of employer.

The core questionnaire included questions about recent attendance at jazz, classical music, opera, musicals and operettas, non-musical stage plays, ballet, other forms of dance, art museums or galleries, art or craft fairs or festivals, and historic sites. The 1992 survey specifically asks respondents not to include grade school or high school performances for all participation questions.

Unlike those for the 1982 or 1985 SPPAs the 1992 core questionnaire included questions about exposure to the arts via the media, both broadcast and recorded. Also, all surveys included questions about the kinds of activities respondents would like to do more, and which activities they would like to do most. Other core questions measured the amount and type of leisure reading in which the respondent engaged, measured separately for plays, poetry, novels and short stories, in the last year. Questions also tapped exposure to literature and poetry through live and recorded readings.

The long form of the questionnaire, which was completed by all respondents in the second six months of 1992, included many additional items. Respondents were asked about participation in such leisure activities as movies, sports, amusement parks, exercise, outdoor activities, charity work, home improvements, and gardening. A series of questions measured art making and performance. The long form measured musical preferences, participation in, and venues of, classes and lessons throughout the life cycle, as well as parental education levels.

PUBLICATIONS:

Larson, Jan, 1994. "The Museum is Open", *American Demographics*, November: 32-38.

Robinson, John, 1994. *American Demographics*, February: 9 - 10.

Zill, Nicolas and John Robinson, 1994. "Name that Tune." *American Demographics*, August: 22-27.

COMMENTS: As part of the National Crime Survey, the SPPA has very high response rates and a limited amount of response bias. Furthermore, because it is a household survey, records can be used to identify if there is systematic non-response among households or particular household members, and household or spouse effects on individual behavior can be examined. Overall, the SPPA has generated very high quality data, and the National Endowment for the Arts has encouraged the publication of many reports to disseminate this information (Citro 1990, p. 25).

FOR TAPE, CODEBOOK AND INFORMATION:
ICPSR User Support
Institute for Social Research
P.O. Box 1248
Ann Arbor, MI 48106
(313-763-8041)

17. LOCAL SURVEYS OF PUBLIC PARTICIPATION IN THE ARTS (1992)

DESCRIPTION: The 1992 local SPPAs were conducted in 12 communities to augment the national survey of public participation in the arts. Each survey consisted of a core questionnaire which duplicated questions from the 1992 national survey. These core questions measured participation rates in the performing and visual arts, literature and music, and participation through the media, such as through television, radio and recordings. Each survey also consisted of a local component which addressed issues pertinent to each community (See each local survey for more information).

RESEARCHER AND DATA: Commissioned by the National Endowment for the Arts in collaboration with various local co-sponsors, the 12 local surveys of public participation in the arts were conducted by Abt Associates of Cambridge, Massachusetts.

SAMPLE: Approximately 5,000 completed surveys were collected in 12 communities around the United States (for exact local sample size and response rates see sections below on each local survey). Abt Associates used a list-assisted random-digit-dialing survey method. Approximately 400 households were surveyed in each of the 12 localities.

The person over 18 who had the most recent birthday was considered the eligible respondent in each household. Each selected respondent was contacted up to six times with an overall response rate of close to 45 percent. The surveys were conducted over a three-month period from February 12 to May 15, 1992.

The data included two weight variables to weight the sample for the number of adults living in the household and to make the sample more representative of the local population with respect to age, gender, ethnicity, and household income.

Respondents in Dade County and Broward County (Florida), and San Jose/Santa Clara County (California) were offered the option to complete the interviews in Spanish. Otherwise, all interviews were conducted in English.

DATA: Demographic variables include gender, education coded in 9 categories, age coded by year, income coded in 9 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children in the household. They are also asked about residential mobility (i.e. how long they have lived in current residence). Race/ethnicity is available coded in 10 categories. Respondents were asked about frequency and venue of recent attendance at jazz performances, classical music performances, opera, musicals and operettas, non-musical stage plays, ballet, other forms of dance, art museums or galleries, art or craft fairs or festivals, and historic sites. (Respondents were instructed to exclude grade school or high school performances in answering all participation questions.)

The surveys included questions to identify the reading preferences of the respondent. Questions measured leisure reading by type of literature, and the number of books read in the last year (other than those read for work or school). The local surveys also asked respondents if they had listened to readings of poetry or novels or books, either recorded or live.

The 1992 local SPPAs also included many questions about participation through recorded or live broadcast performances.

The 1992 local surveys used as a core component the rotating component from the 1982 and 1985 surveys which measured barriers to participation. The survey probed which types of events respondents would like to attend more, and reasons for non-attendance or infrequent attendance.

The local surveys also included questions on sources of information about arts and art related events, respondents' media use patterns, and the respondents' attitudes about availability of information about the arts.

Each local survey also included several questions specific to that community. These questions are described below in descriptions of each of the local surveys.

PUBLICATIONS:

AMS Planning & Research Corporation, 1993. *Summary Report: 12 Local Surveys of Public Participation in the Arts*. Research Division Report, National Endowment for the Arts.

AMS Planning & Research Corporation, 1994. *A Practical Guide to Arts Participation Research*. Fairfield, CT: AMS Planning & Research.

COMMENTS: Results can not be compared directly with SPPA results because of methodological differences (AMS 1994, p. 29). However, comparisons of participation rates may be made among cities because the sampling methodology and the core participation questions were the same for all the local surveys. Initial comparisons suggest that factors such as arts facility development, demographic change, and local culture affect participation (AMS 1994, p.29).

The local surveys were marred by low response rates, which may make them unsuitable for many purposes. In addition, they were conducted by telephone and suffer from conventional non-response bias of telephone samples. In addition they were introduced as being surveys about the arts, which may have led to response bias through self-selection of frequent attenders or arts supporters into the samples (AMS, 1993, p.88).

Details of the 1992 Local SPPAs:

ALLEGHENY COUNTY, PENNSYLVANIA

SAMPLE: The county was divided into the City of Pittsburgh and the rest of Allegheny County and quota sampling methods were used to gather approximately 200 complete interviews from each strata. A total of 411 interviews were conducted, with a total response rate was 48 percent.

ADDITIONAL DATA: Respondents were asked if they were first-time attenders, and if they attended professional, or other, sporting events in the past 12 months. Questions also tapped subscription to performing-arts organizations, contributions to arts or cultural organizations, and other philanthropic giving. The Allegheny survey also included a question about the attractiveness of a proposed sampler subscription plan including tickets to performances of several different groups.

LAS VEGAS, NEVADA

SAMPLE: The sample was selected from 28 Nevada ZIP Codes in the greater Las Vegas area. 402 interviews were completed for a response rate of 42 percent.

ADDITIONAL DATA: Behavioral questions measured contributions to arts or cultural organizations, and general philanthropic contributions. Respondents were also asked if there was enough variety in local arts and cultural events, and whether they felt that additional cultural facilities were needed in the area. Additional questions measured length of residence in Las Vegas, and in Nevada.

RENO, NEVADA

SAMPLE: The sample was selected from 14 ZIP Codes in the greater Reno area. A total of 401 interviews were conducted. The response rate was 50 percent.

ADDITIONAL DATA: The Reno survey included the same questions as the Las Vegas survey as well as questions about length of residence in Reno and in Nevada.

RURAL NEVADA

SAMPLE: The rural Nevada sample was selected from 10 rural Nevada Counties: Carson City, Ely, Elko/Carlin, Fallon, Minden/Gardenville, Lincoln County, Tomopah/-Goldfield, Virginia City, Winnemucca, and Yerrington. Proportional quota sampling methods were used based on population shares of each of the 10 areas. A total of 401 surveys were completed. The response rate was 52 percent.

ADDITIONAL DATA: None.

SEDONA, ARIZONA

SAMPLE: The Sedona sample was selected from two telephone exchanges within the 602 area code. 91 percent of those sampled lived within a single ZIP Code. The total sample size was 402 and the response rate was 45 percent.

ADDITIONAL DATA: The Sedona survey included questions about attitudes towards non-academic art classes in local schools, musical tastes, and the desirability of additional cultural facilities in the area. Demand questions measured which kinds of musical performances the respondent would attend if they were available and demand

for (by type) of adult arts and crafts classes. Respondents were also asked how long they had resided in the area.

WINSTON-SALEM, NORTH CAROLINA

SAMPLE: The Winston-Salem sample was drawn from all of Forsyth County, which included Winston-Salem. A total of 403 interviews were conducted. The response rate was 45 percent.

ADDITIONAL DATA: This survey asked respondents if they had children under 17 and included behavioral questions about childrens' participation in arts or arts-related classes. Attitudinal questions measured perceptions of the arts in Winston-Salem, if the respondent feels adequate opportunity exists to experience the arts of different racial and ethnic groups, and if the she or he feels that the arts attract business to Winston-Salem. Respondents were also asked about their attitudes towards the use of entertainment taxes to support the arts. Other questions measured knowledge about, perceived importance of, and willingness to pay for arts festivals in the Winston-Salem area; and awareness of the local arts agency.

KING COUNTY, WASHINGTON

SAMPLE: The King County sample was drawn from all of King County, Washington. This area included Seattle and Bellevue. The total sample size was 406. The response rate was 43 percent.

ADDITIONAL DATA: Respondents were asked if they felt there were adequate opportunities to experience arts of different racial and ethnic groups.

CHICAGO METROPOLITAN AREA, ILLINOIS

SAMPLE: The Chicago sample is drawn from 6 northeastern Illinois counties: Cook, Kane, DuPage, Lake, McHenry, and Will. The total sample size is 401. The response rate was 42 percent.

ADDITIONAL DATA: The Chicago survey asked the respondent if they had attended professional or other sporting events in the past 12 months, and about their attitudes towards sporting events. Respondents were also asked how likely they were to attend concerts, theaters, and museums in the next year, about their perceptions of such events, and about their attitudes toward going to concerts.

PHILADELPHIA AREA

SAMPLE: The Philadelphia sample is selected from the Philadelphia SMSA, 3 New Jersey counties, and 5 Pennsylvania counties that comprise the Philadelphia greater metropolitan area. Stratified sampling was conducted by dividing the population into 3 sub-populations including: All counties except Philadelphia County, telephone exchanges in Philadelphia with high minority concentrations, and all other telephone exchanges in Philadelphia. The attempt to oversample minorities was somewhat limited due to the lack of non-English interviewers, and as a result blacks were approximately 50 percent more likely than Latinos or Asians to be in the sample relative to their

representation in the population (Stern and Seifert, 1994, p.15). A total of 607 surveys were collected. The response rate was 44 percent.

ADDITIONAL DATA: Behavioral questions asked about participation in professional and other sporting events, and performing arts subscriptions. Respondents were asked if they felt there are adequate opportunities to experience the arts of different racial and ethnic groups, and how important it is that arts activities include residents of all racial and ethnic groups. A demand question measured the attractiveness of a sampler (a subscription to performances of several groups). Finally, respondents were asked about their participation in, venues, evaluation, and importance of arts events in the neighborhoods.

BROWARD COUNTY, FLORIDA

SAMPLE: The Broward sample was selected from all Broward County residents. A total of 403 surveys were conducted. The response rate was 41 percent.

ADDITIONAL DATA: None.

DADE COUNTY, FLORIDA

SAMPLE: The Dade County sample was selected using proportional, stratified sampling. The area was divided into two areas by telephone exchanges. One consisted of exchanges with a high minority population, and the other included all other exchanges in Dade County. Analysis of ZIP Codes indicate that the sample is concentrated near downtown Miami (AMS, 1993, p.61). Twenty-one percent of the interviews were conducted in Spanish (AMS, 1993, p.61). The total sample size was 402. The response rate was 40 percent.

ADDITIONAL DATA: Respondents were asked who chooses the arts events they attend, if they read a Sunday newspaper, (and if so, which sections) and if they were part-year residents of Dade County. Respondents were also asked about their knowledge of local arts and cultural activities.

SANTA CLARA COUNTY, CALIFORNIA

SAMPLE: The Santa Clara sample was selected from all residents in Santa Clara County, excluding 4 telephone exchanges. A total of 401 surveys were completed. The response rate was 43 percent.

ADDITIONAL DATA: None.

FOR TAPE, CODEBOOK AND INFORMATION:

National Endowment for the Arts, Research Division
Washington, DC 20506

18. MARYLAND POLL (1988)

DESCRIPTION: The Maryland Poll is a statewide telephone poll conducted bi-annually. The survey collected information on participation in the arts and cultural activities, as well as attitudes about changing lifestyles and priorities.

RESEARCHER AND DATA: Produced by the Survey Research Center at the University of Maryland, College Park.

SAMPLE: A total of 1,009 completed surveys were collected from a sample selected by random-digit-dialing. Responses were collected from adults aged 18 and over living in households with telephones, located in the state of Maryland. The survey was conducted in Spring 1988.

DATA: Demographic variables include gender, education coded by year, age coded by year, income coded in 12 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children in the household. Respondents are asked to report if they are working or not. Race/ethnicity is available coded in 5 categories.

Arts related survey items measured attendance at art museums.

Other survey items measured respondents' priorities, time-use preferences, and stress levels. There was also a section about use of technology in the home – such as computers, microwaves, and cable television.

COMMENTS: Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

FOR TAPE, CODEBOOK AND INFORMATION:

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19. MARYLAND POLL (Spring, 1989)

DESCRIPTION: The Maryland Poll is a statewide telephone poll conducted bi-annually. The survey collected information on participation in the arts and cultural activities, as well as attitudes about the environment, lottery, speed limit, sports, and advertising.

RESEARCHER AND DATA: Produced by the Survey Research Center at the University of Maryland, College Park.

SAMPLE: A total of 1,011 completed surveys were collected from a sample selected by random-digit-dialing. Responses were collected from adults aged 18 and over living in households with telephones, located in the state of Maryland. The survey was conducted from April 12 - May 17, 1989.

DATA: Demographic variables include gender, education coded in 6 categories, age coded in 7 categories, income coded in 12 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children in the household. Respondents were asked work status, and residential mobility questions (i.e. how long respondent has lived in Maryland). Race/ethnicity is available coded in 5 categories.

The survey also included reason for non-working, alcohol and drug abuse in the family. The questionnaire also included measures of residential community size, county of residence, and the length of time the respondent had lived in their residence. Residents rated the quality of life in Maryland, and were asked to identify primary concerns about living in Maryland.

The survey had two forms. One form measured arts and culture participation in the past twelve months. The other asked about participation in the same events, but first asked if the respondent had ever participated in the event, and then asked specifically how many times he or she had participated in the past twelve months. Events included jazz performance, classical music performance, opera, musical stage play or operetta (not including grade school or high school performances), a performance of a non-musical stage play (not including grade school or high school performances), ballet, an art gallery or museum, or an art or craft fair or festival. The survey also measured if the respondent had read poetry, or listened to a reading of poetry.

Respondents were also asked several questions about political participation, including voter registration, awareness about the neighborhood polling locations, participation in the last election, and party affiliation. The survey also included a battery of questions about the use of Maryland state parks and attitudes towards the state's environment and natural resources. Other questions tapped participation in and attitudes towards the state lottery, and attitudes towards the use of state money for state college sporting

facilities, speed limit enforcement, drugs, and gender and sexuality in television advertising.

COMMENTS: The same arts participation questions were not asked of all residents. Sample sizes for each type of question are only about 25 percent of the total sample.

Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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20. MARYLAND POLL (Spring, 1993)

DESCRIPTION: The Maryland Poll is a statewide telephone poll conducted bi-annually. The survey collected information on visits to art museums and galleries, rating of public libraries, and attitudes about work and time use.

RESEARCHER AND DATA: Produced by the Survey Research Center at the University of Maryland, College Park.

SAMPLE: A total of 1,009 completed surveys were collected from a sample selected by random-digit-dialing. Respondents were collected from adults aged 18 and over living in households with telephones, located in the state of Maryland. The survey was conducted from April - June, 1993.

DATA: Demographic variables include gender, education coded in 6 categories, age coded by year, income coded in 17 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children in the household. Respondents reported their work status, their religious preference coded in 7 categories and their race/ethnicity coded in 5 categories.

The survey asked if the respondent had visited an art museum or gallery in the last twelve months, and if so, how many times he or she had attended in the previous year and month.

Other questions asked about television viewing, perceptions of TV programming quality, availability and subscription to cable television, reasons for subscribing to cable, ownership and use of microwave ovens, and use of personal computers at home, school or work.

Respondents were asked when they last visited a Maryland public library, what types of information they had needed lately, whether they sought that information at the library, and if they were successful in finding the information they needed.

Questions tapped attitudes toward the use of state money for state college sporting facilities, speed limit enforcement, drugs, and gender and sexuality in television advertising. Respondents were asked to rate the quality of life in Maryland, and to identify primary concerns about living in Maryland. The survey included a number of questions about use of time, feelings of time pressure, lack of time for family, friends and leisure, and feelings of guilt or pressure from devoting too much time at work or thinking about work.

COMMENTS: Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

FOR TAPE, CODEBOOK AND INFORMATION:

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21. SOUTHERN FOCUS POLL (Spring, 1994)

DESCRIPTION: The Southern Focus Poll is a nationwide telephone poll conducted bi-annually. Two samples are selected--a Southern and non-Southern sample. The survey collected information on the use of leisure time, definitions of the South and Southern culture, schools, and religion.

RESEARCHER AND DATA: Conducted by the Center for the Study of the American South at the Institute for Research in Social Science at the University of North Carolina, Chapel Hill.

SAMPLE: A total of 1,236 completed surveys were collected from two samples. The researchers use a stratified random-digit-dialing technique to select a Southern and non-Southern sample. The Southern sample was selected from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia. A total of 817 Southern responses and 419 non-Southern responses were collected. African-Americans were oversampled in the Southern sample. Respondents were selected from adults aged 18 and over living in households with telephones. The survey was conducted from February 1 - March 20, 1994.

DATA: Demographic variables include gender, education coded in 15 categories, age coded by year, income coded in 7 categories, and marital status coded in 5 categories. Respondents were asked size of household and number of children in the household. Respondents reported their work status, residential mobility(i.e. time living in current residence), religious preference coded in 10 categories and race/ethnicity coded in 7 categories. Respondents were also asked if they were from Hispanic origin so additional race/ethnicity categories can be constructed.

The survey measured arts participation with questions about attendance at a classical music concert, opera or the ballet in the last year, attendance at any kind of museum (suggesting an art or history museum), and attendance at a crafts fair or arts festival in the past year. Respondents were also asked if they had read any novels in the past year, and if so, if any had been written by Southern writers. Respondents were also asked if they had any artistic talent in singing, playing an instrument, writing, or drawing.

Data were also collected on county and state of residence, length of time of residence in the South, travel outside of the South, if the respondent had ever lived in the South, if the respondent had ever visited the South, respondent's state of residence at age 16, Southern identity, attitudes about media presentation of the South, and race relations in the South.

The survey also collected information on type and strength of political party affiliation. A

number of questions tapped religious affiliation, political influence of leaders in the respondents' religion, and the proper roles of religious organizations. Respondents were asked about participation in religious services, frequency of reading the Bible at home, and prayer outside of the church, as well as a series of items about religious attitudes and beliefs. Other questions explored attitudes toward gender relations, equality in marriage, exercise and food purchase and preparation. Respondents were also asked to cite their favorite professional baseball team, room in the house, and month of the year, and to identify the most influential person in their lives.

COMMENTS: Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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22. KENTUCKY POLLS (1980)

DESCRIPTION: The Kentucky Poll is a statewide telephone poll conducted bi-annually. The survey collected information on participation in the arts and cultural activities, public television, taxes, the space program, and Kentucky politics.

RESEARCHER AND DATA: Produced by the Survey Research Center at the University of Kentucky, with principal investigator, James Christiansen.

SAMPLE: A total of 670 completed surveys were collected from a sample selected from adults aged 18 and over living in households with telephones located in the state of Kentucky. The survey was conducted from March 26 - April 17, 1980.

DATA: Demographic variables include gender, education coded by year, age coded by year, income coded in 5 categories, and marital status coded in 5 categories. Respondents were asked number of children in the household. Respondents reported

their work status, occupation, residential mobility(i.e. time living in current residence), and religious preference which was coded in 10 categories.

The questionnaire included measures of community size, county of residence, and the length of time respondents have lived in their residences. Residents rated the quality of life in Kentucky, and were asked to identify primary concerns about living in Kentucky.

The survey measured frequency of attendance at theatre, art museums, ballet and other dance performances, and musical performances. The survey also measured frequency of attendance at movies.

Respondents were also asked a series of questions about the quality and availability of cultural events in their communities and the adequacy of community facilities for cultural events. The survey also measures the respondents' willingness to support increases in taxes to support the arts and about arts in education.

The survey includes questions about the respondents' political philosophy and the amount of communication they have with their legislators. In addition a number of questions measure how frequently the respondent watches Kentucky public television and the respondents' attitudes about Kentucky public television. The survey also included a number of items about the space program and tapped knowledge about the relationship between a number of technological advancements and the space program.

COMMENTS: Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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23. KENTUCKY POLL (1989)

DESCRIPTION: The Kentucky Poll is a statewide telephone poll conducted bi-annually. The 1989 survey collected information on participation in arts and cultural activities and attitudes towards public television, county government and government spending on services.

RESEARCHER AND DATA: Produced by the Survey Research Center at the University of Kentucky, principal investigator, James Hougland.

SAMPLE: A total of 705 completed surveys were collected from a sample selected from adults aged 18 and over living in households with telephones located in the state of Kentucky. The survey was conducted from April 18 - May 13, 1989.

DATA: Demographic variables include gender, years of education, age in years, income (9 categories), and marital status (5 categories). Respondents were asked size of household and number of children in the household. Respondents reported residential mobility(i.e. time living in current residence), religious preference which was coded in 34 categories, and race/ethnicity, which was coded in 3 categories.

The survey probed for the number of children under age six in the household and asks several questions about need for, sources of, and cost of childcare, as well as employer childcare benefits. It also included measures of community size, county of residence, and length of time respondents had lived in their residences. Respondents were asked to rate the quality of life in Kentucky and to identify primary concerns about living in Kentucky.

The survey measured frequency of attendance at musical concerts, live theater, craft shows, professional sporting events, high school or college sporting events.

Respondents were asked about their perceptions of the quality of concerts, plays and art shows, the importance of community-supported theater, the importance of symphony orchestras and the importance of museums. Questions tapped perceptions of the importance of the arts to the community, the role of the arts in attracting new industry, and the role of the arts in attracting tourists and visitors. The survey included questions about the importance of local school system spending for arts education programs in the schools, and state government and corporate spending on the arts. Respondents were also asked to evaluate the importance of state funding for public libraries, public parks, and state supported colleges.

Respondents were asked how frequently they, or other household members, watched Kentucky Educational Television (KET), and if they had contributed to KET. The survey also asked how important arts and cultural, children's, adult education, informational, hobby, public affairs, industrial, and nature and science programming were to the

respondent. Respondents were also questioned about the importance of public or educational television and public radio.

The survey included a battery of questions about public education, including respondents' perceptions about the knowledge and competence of most school teachers, the importance of education, whether the respondents' parents encouraged them to get a good education, their educational aspirations for their children, and a range of attitude items.

Respondents were also asked questions related to both national and statewide politics, including voter registration and party affiliation, several questions tapping attitudes about taxes, and items asking respondents to rate the quality of a variety of public services.

A number of questions measure the respondents' perception of elected county officials, the quality of public roads, water and sewer systems, county parks and playgrounds, and respondents' willingness to pay to support improvements in any of these areas. The survey included questions about health maintenance organizations, the use of types of animals in medical research, if the respondent has a pet, and if the respondent is a vegetarian.

A few questions tap personal boredom, the clarity of the respondent's life goals, fatalistic attitudes, desires to be busy and active, and perceptions of purpose.

COMMENTS: The questions about detailed educational attitudes permit investigation of relationships between participation in the arts and educational orientations that have not been possible in the past.

Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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24. NEW JERSEY STATE EAGLETON POLL (March, 1989)

DESCRIPTION: The New Jersey State Eagleton Poll is a series of telephone polls measuring attitudes about politics and other aspects of life in New Jersey. The March, 1989 poll included a number of questions measuring participation in the arts.

RESEARCHER AND DATA: Conducted by the Eagleton Institute of Rutgers University.

SAMPLE: A total of 798 completed surveys were collected from a random telephone sample of New Jersey residents. The survey was conducted in March, 1989.

DATA: Demographic variables include gender, education coded in 5 categories, age coded in 8 categories, income coded in 5 categories, and marital status coded in 5 categories. Respondents reported number of children in the household, however they were asked number of school-aged children so exact ages can not be determined. Respondents reported work status, residential mobility(i.e. time living in current residence), religious preference which was coded in 4 categories, and race/ethnicity which was coded in 4 categories.

The survey measured frequency of arts participation in the previous 12 months, specifically in relation to attendance at classical music (including opera and symphony), outdoor concerts, live theater, the ballet or some other dance performance, visits to art galleries, exhibits or museums, and visits to a crafts fair or artist festival. Respondents were also asked when they had attended these events. Additional questions tapped attitudes about state tax support for the arts, knowledge of a proposed performing arts center in Newark, and perceived benefits from the proposed arts center.

The survey includes measures of length of residence in New Jersey, county and municipality of residence, as well as of attitudes about state and national politics. Respondents were asked about the strength and nature of political party affiliations, effectiveness of local schools, and taxes.

Respondents were also asked a series of questions about education, as well as such topics as automobile ownership, car and health insurance, knowledge about Medicaid, and attitudes towards nursing homes and abortion.

COMMENTS: The arts participation questions group several sets of arts events, making it impossible to disaggregate measures of attendance at opera and symphony or different types of dance performances.

Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These

systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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25. SOUTH CAROLINA STATE OMNIBUS SURVEY (April, 1991)

DESCRIPTION: The South Carolina State Omnibus Survey is a statewide telephone survey measuring attendance at and support of art events, and attitudes about the environment and oil drilling.

RESEARCHER AND DATA: Conducted by the Survey Research Laboratory at the University of South Carolina, Columbia, South Carolina.

SAMPLE: A total of 1,686 completed surveys were collected from a random telephone sample of South Carolina residents. The survey was conducted April 9 - 27, 1991.

DATA: Demographic variables include gender, education coded by year, age coded by year, and income coded in 13 categories. Respondents reported number of children in the household, however they were asked number of school-aged children so exact ages can not be determined. Respondents reported residential mobility(i.e. time living in current residence), and race/ethnicity which was coded in 6 categories.

Respondents were asked about participation in an aggregated measure of art events and exhibits, and also about reasons for non-participation. Questions addressed the importance of quality arts events in the community, attitudes about state and local government funding of arts activities, the importance of arts education in the schools, state funding of arts in the schools, donation of money or time to arts or cultural activities, and if the respondent had purchased any original art in the past year.

Another battery of questions dealt with attitudes toward the environment.

COMMENTS: Like most telephone surveys, this poll was prone to selection bias. Telephone surveys have a much lower response rate than in-person studies. In

addition, telephone surveys often are prone to a systematic response bias due to refusals, terminations, unlisted numbers, and persons who are not at home (AMS 1994, p.47). These systematic exclusions tend to lead to an underrepresentation of less well educated and low income persons in sample.

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1

Table 1
Content of Surveys^A

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Demographics																								
local/national	nat	nat	nat	nat	nat	nat	state	loc	loc	loc	nat	nat	nat	nat	nat	nat	loc	loc	loc	loc	reg	loc	loc	loc
hh/individual	ind	ind	ind	ind	ind	ind	ind	ind	ind	ind	ind	ind	ind	hh	hh	hh	inc	ind	ind	ind	ind	ind	ind	ind
gender	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y
education	7	9	9	9	9	9	7	9	9	9	num	8	num	num	num	num	9	num	6	6	15	num	num	5
age	9	9	8	8	9	9	9	8	8	8	8	12	num	num	num	num	num	num	7	num	num	num	num	8
income	9	9	6	6	6	8	9	9	8	9	21	11	8	14	14	14	9	12	12	17	7	5	9	5
marital status	5	5	5	6	6	5	5	5	5	5	5		y	5	5	5	5	5	5	5	5	5	5	5
size of hh	y ¹	y ²				y ³	y ¹	y ¹	y	y ²	y		y	y	y	y	y	y	y		y		y	
# of children	y <18	y <16				y <20	y <18	y <18	y <18	y <16	y	y <16	y	y <12	y <12	y <12	y	y	y		y	y	y	y ⁴
work status	y	y	y	y	y		y	y	y	y	y	y	y	y	y	y		y	y	y	y	y		y
occupation	9	9	9	9	9		9	8	8	9	9	13	y									num		
residential mobility								y		y	y		y	y	y	y	y		y		y	y	y	y
religion	5	4	4	4	4		4			4	29		9								7	10	10	34
race/ethnicity	6	5	5	4 ⁵	4 ⁵	4 ⁵	6	5	5	5	5		8	3	5	5 ⁵	10	5	5	5	7 ⁵		3	4
language													y											
Attendance																								
theater	y*	y*	y	y	y	y	y*	y	y	y*		y*	y	y*	y*	y	y		y	y		y	y	y
art museums	y*	y*	y	y	y	y	y*	y	y	y*	y	y*	y	y*	y*	y	y	y	y	y	y	y	y	y
ballet or dance	y*	y*	y	y	y	y	y*	y	y	y*	y	y*	y	y*	y*	y	y		y		y	y		y
symphony/jazz or other music	y*	y*	y	y	y	y	y*	y	y	y*	y	y*	y	y*	y*	y	y		y	y	y	y	y	y
named venues								y	y	y														
media/recorded	y		y	y	y	y	y			y	y	y	y	y	y	y	y							
fairs/festivals										*		y	y	y	y	y	y		y		y		y	y
historic places	y*	y*	y	y	y		y*			*			y	y	y	y	y							
spectator sports	y	y	y				y	y	y	y	y	y	y	y	y	y								y
movies	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y					y		
Participation																								
music	y*	y	y	y	y	y	y*	y	y	y	y	y*	y	y*	y*	y*					y			
dance	y*	y	y	y	y	y	y*	y	y	y	y	*		y*	y*	y*								
theater	y*	y	y	y	y	y	y*	y	y	y	y	*		y*	y*	y*								
art/painting	y*	y	y	y	y	y	y*	y	y	y			y	y*	y*	y*					y			

	1	2	3	4	5	6	7	8	9	10	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
singing	y*	y	y	y	y	y	y*	y	y	y		y*		y*	y*	y*		20		22		24	25	26	
poetry/writing	y*	y	y	y	y	y	y*	y	y	y				y*	y*	y*	y		y						
courses/lessons	y*	*	*	*		y*	y	y*	y*			y*	y	y*	y*	y*									
read/literature	y	y	y			y	y	y	y	y		y	y	y	y	y	y								
outdoor activities	y	y	y				y	y	y	y	y	y		y	y	y									
sports	y	y	y				y	y	y	y	y	y*	y*	y	y	y									
dining out	y											y													
church	y										y														
wood/crafts	y*	y	y	y	y	y	y*	y	y	y	y	y	y	y*	y*	y									
cooking	y													y	y										
travel	y											y													
Tastes and Preferences																									
literature	y						y										y								
music	y						y							y	y	y									
art purchasing								y				y				y									
music purchasing		y	y	y	y	y				y		y													
literature purchasing						y	y																		
Involvement/Information																									
subscription	y						y										y								
contribution	y			y	y	y	y		y			y													
interest in sampler																	y								
deterrents	y	y	y	y	y	y	y	y	y	y		y		y	y		y								
sources of information	y						y	y	y	y		y					y								
distance to events							y																		
transport to activities	y						y			y							y								
volunteer	y						y	y	y			y	y	y	y	y			y						
Social and Political Issues																									
public funding of arts	y	y	y	y	y	y	y	y	y	y													y	y	y

arts education	y	y	y	y	y	y	y	y	y		y	y					y					y	y	
	1	2	3	4	5	6	7	8	9	10	13	14	15	16	17	18	19	20	21	22	23	24	25	26
knowledge about local arts orgs								y	y		y													
government spending		y				y			y		y								y	y		y	y	
political party		y									y								y	y	y		y	y
political philosophy		y									y								y		y	y		y
distribution of resources	y	y			y						y													y
era/women											y								y					
abortion											y													y
AIDS											y													
Household Resources																								
cable television					y	y											y	y						
computer (own and use)																		y						
own car								y	y	y				y	y									
phone (own and use)						y							y	y	y			y	y					

A. The numbers listed in the top row of each page correspond to the number of each survey. See Table 1 for listing of surveys. Each cell indicates if data is available in survey.

“y” indicates that data is available – used primarily for dichotomous variables

“num” indicates a continuous numerical variable

a number indicates the number of categories for a categorical variable

* Indicates that survey asks about attendance and participation when respondent was a child.

1. Respondents are asked number of adults over 16 and number of children under 18 in two separate questions. This leads to an overestimate of persons between 16 and 18 and total number in household.

2. Respondents are asked number of adults over 16 and number of children respondent is parent of (does not specify children living in the household). As a result the total number of persons reported may overestimate number of children living in the household.

3. Respondents are asked number of adults over 18 and number of children under 20 in two separate questions. This leads to an overestimate of persons between ages 18 and 20 and total number in household .

4. Asks number of school age children, exact age not specified.

5. Hispanic origin asked separately from race so two additional ethnic categories can be constructed.

*