

Culture & Community in a Time of Transformation: A Special Edition of Culture Track

Finalized March 22, 2021

Survey welcome screen

[DISPLAY ALL TRANSLATIONS] Welcome, and many thanks for taking the time to be a part of this important national research study.

[DISPLAY ALL TRANSLATIONS] In what language would you like to take the survey?

- a. English
- b. Spanish
- c. Simplified Chinese
- d. Traditional Chinese
- e. Tagalog
- f. Vietnamese
- g. Portuguese
- h. Haitian Creole
- i. Cape Verdean Creole
- j. Khmer

[DISPLAY ALL TRANSLATIONS] The next page will provide a little more background about the study. Feel free to skip ahead to the survey questions if you like.

Survey consent screen

You're being asked to participate in a **research study about** how people are spending their time during the pandemic and how creativity, entertainment, culture, and other things fit into their lives. Your participation in this survey about these topics will last about 15 minutes. At the end of the 15-minute survey, you'll be asked if you'd like to answer some additional questions; your participation in any and all of this survey is completely voluntary.

All respondents who choose to participate will be entered into a drawing to win one of twenty-five \$100 VISA gift cards; we will ask for name and email address at the end of the survey for the sole purpose of notifying winners. When we write about or share the results from the study, we will write about the combined information from all the people who participate, and no one will be able to identify your answers.

The person in charge of this study is **Jennifer Benoit-Bryan, PhD** of Slover Linett Audience Research. If you have questions, suggestions, or concerns regarding this study her contact information is:

National@sloverlinett.com. For more information about this study or for more detailed information, please visit <https://publicengagementcovidstudy.org/>.

Culture & Community in a Time of Transformation: A Special Edition of Culture Track

Developed by Slover Linett Audience Research in Partnership with LaPlaca Cohen & Yancey Consulting

Survey start page

This survey is about how **the arts, culture, creativity** and **community** fit into your life — not just during the pandemic but also in the times ahead. We know those words mean different things to different people, which is great! There are no right or wrong answers. Think about whatever *you* enjoy doing, from knitting groups and church choirs to concerts and zoos, libraries, community mural projects, historic sites, museums of all kinds, etc.

Thanks again, and let's get started!

1. [TRACKING QUESTION] Have you been doing any of the following creative activities during the past year? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Something musical (playing an instrument, singing alone or with others, etc.) [KEEP AT TOP]
- b. Dancing
- c. Reading
- d. Painting, drawing, sculpting, street art, etc.
- e. Photography or photo editing
- f. Filmmaking or videomaking (including for TikTok, Instagram, etc.)
- g. Designing or fashion (outfits, makeup styles, hairstyles or braids, etc.)
- h. Computer design (animation, graphics, programs, digital art, etc.)
- i. Home improvement projects or design
- j. Crafting (quilting, pottery, woodwork, ceramics, knitting, metalwork, etc.)
- k. Creative writing, journaling, writing poetry, or scrapbooking
- l. Learning a new language or improving one I know
- m. Learning a cultural heritage tradition or craft
- n. Storytelling or listening to stories
- o. Gardening
- p. Acting
- q. Cooking or baking
- r. Protesting and/or social activism
- s. Other creative activity (please explain): _____
- t. None of the above [EXCLUSIVE]

2. **[TRACKING QUESTION] [IF Q1.=a.] You shared that you've been doing musical activities over the past year. What kind of musical activities have you been doing?** Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Singing or rapping
- b. Playing or practicing an instrument
- c. Writing, producing, or programming music
- d. Creating a playlist
- e. Building or assembling a musical instrument
- f. Other musical activity (please explain): _____
- g. None of the above [EXCLUSIVE]

3. **[SKIP IF Q1.=“None”] Next, would you share some of the reasons you've done those creative activities over the past year?** Please select up to FIVE.

[RANDOMIZE ORDER]

- a. To improve my own skills
- b. To connect with others
- c. To relax
- d. To distract from the crisis
- e. To feel a sense of accomplishment
- f. To learn something new
- g. To heal or grieve
- h. To have fun
- i. To connect to my culture
- j. To express my feelings
- k. To broaden my perspective
- l. To process my emotions
- m. To create something I'm proud of
- n. To feel like I'm part of a community
- o. Another reason (please explain): _____
- p. None of the above [EXCLUSIVE]

4. **What kinds of things do you want more of in your life right now?** Please select up to FIVE or tell us in your own words.

[RANDOMIZE ORDER]

- a. Hope
- b. Humor

- c. Distraction or escape
- d. Fun
- e. Creativity
- f. Healing
- g. Reflection and processing
- h. Connection with others
- i. Purpose
- j. Adventure
- k. Calm
- l. Justice
- m. Stability
- n. Another need (please explain): _____
- o. None of the above [EXCLUSIVE]

5. **[TRACKING QUESTION] Have you done any online arts or culture activities or events over the past year?** This might have been via your computer, a streaming service, mobile phone or tablet. Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Online exhibitions or galleries
- b. Virtual tours or virtual reality (VR) experiences (a museum tour, science experience, zoo visit, etc.)
- c. Listening to podcasts (from or featuring an artist, performer, museum, zoo, garden, etc.)
- d. Online materials or activities for kids
- e. Live-stream performances or cultural events
- f. Live interactive events or performances online where you can participate via chat, audio, or video
- g. Pre-recorded performances
- h. Online classes, courses, or workshops (art class, music history course, etc.)
- i. Online community meetings or discussions (hosted or presented by artists, museums, libraries, community arts groups, etc.)
- j. Virtual book club
- k. Q & A interview with an artist, performer, scientist, historian, etc.)
- l. Watching an artist/maker/musician, etc. individually stream themselves on social media
- m. Another online arts or culture activity (please explain): _____
- n. None of the above – I was aware of some of these things but have not participated in any [EXCLUSIVE]
- o. None of the above – I wasn't aware of any of these things [EXCLUSIVE]

6. **[IF Q5.≠“None”] What (if anything) did you get out of doing those online arts or culture activities?** Please select up to FIVE.

[RANDOMIZE ORDER]

- a. Improved my own skills
- b. Connection with others
- c. Relaxation
- d. Distraction from the crisis
- e. A sense of accomplishment
- f. Learned something new
- g. Helped with healing or grieving
- h. Fun
- i. Connection to my culture
- j. Expressed my feelings
- k. Broadened my perspective
- l. Helped me process my emotions
- m. Created something I’m proud of
- n. Felt like I am part of a community
- o. Another benefit (please explain): _____
- p. None of the above [EXCLUSIVE]

7. **[TRACKING QUESTION] [IF Q6.≠“None”] Who provided the online arts or culture activities that you did?** Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Dance group
- b. Library
- c. Museum (art, history, science, etc.)
- d. Park (local park, national park, etc.)
- e. Zoo or aquarium
- f. Church, mosque, or temple
- g. Botanical garden
- h. Opera
- i. Classical music group
- j. Folk music group
- k. World music group
- l. Jazz music group
- m. A music venue or performing arts center [GROUP: VENUE]
- n. Festival or fair (crafts, music, food & drink, science, etc.) [GROUP: VENUE]
- o. Theater group
- p. Individual performer, artist, band, or ensemble

- q. Cultural center or cultural heritage organization
- r. Another community-based group or mutual aid organization [ANCHOR AT BOTTOM OF LIST]
- s. None of the above

8. [IF Q7.=c.] You shared that you participated in an online activity offered by a museum over the past year. Which kind(s) of museum were those? Please select ALL that apply.

- a. Art museum
- b. Architectural tour or design museum
- c. Science or technology museum or planetarium
- d. Natural history museum
- e. History museum or historical attraction (historic home, landmark, religious site)
- f. Another kind of museum (please specify): _____
- g. None of these – I did not participate in an online activity offered by a museum

9. [IF Q5.≠“None”] Thinking about the kinds of online arts or culture activities that you’ve done, how important are the following qualities?

[RANDOMIZE ORDER]

[5-point scale: 1/left = “Not at all important” - 3/center = “Neutral” - 5/right = “Very important” + “Not sure” option]

It is important to me that online arts or culture activities...

- a. ...come from organizations or artists based in my local area (town, city, or region).
- b. ...allow me to experience organizations or artists located in other places, that I normally wouldn’t see in person.
- c. ...are free (no cost to access online).
- d. ...help educate my child (or children).
- e. ...include a social element, helping me connect with other people enjoying the same experience.
- f. ...come from organizations or venues I’ve attended myself or have a personal connection with.
- g. ...reflect my culture or heritage.

10. [IF Q5.≠“None”] Over the past year, have you paid for any online arts or culture activities?

Please select ONE.

- a. No, everything I’ve accessed online from arts or culture organizations during the pandemic has been free.
- b. Yes, I’ve paid for access to one or more online activities from arts or culture organizations during the pandemic.

11. People can be involved in culture, creativity and community in many different ways. Have you done any of the following types of participatory activities in the past few years (before or during the pandemic)? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Participated in activism or protest with an artistic, creative, or cultural element [GROUP: ACTIVISM]
- b. Participated in activism or protest in partnership with an arts or culture organization [GROUP: ACTIVISM]
- c. Participated in activism or protest against an arts or culture organization [GROUP: ACTIVISM]
- d. Researched the practices, policies, or people at an arts or culture organization
- e. Volunteered my time to an arts or culture organization in my community
- f. Collected or purchased art from a local artist [GROUP: PURCHASE]
- g. Collected or purchased art from a non-local artist [GROUP: PURCHASE]
- h. Participated in or watched a tribal ceremony
- i. Participated in a community art project (mural, installation, pop-up, etc.)
- j. Participated in a performance with other members of my community (music, theater, dance, comedy, storytelling, etc.)
- k. Donated money to an arts or culture organization in my community
- l. Been involved with decision-making or community input at an arts or culture organization
- m. Another kind of creative, participatory activity in my community (please explain):

- n. None of the above [EXCLUSIVE]

12. [SKIP IF Q11.=“None”] You shared that you’ve done one or more of the participatory arts or culture activities in the previous question. Would you share some of the reasons that you’ve done those? Please select up to FIVE.

[RANDOMIZE ORDER]

- a. To improve my skills

- b. To connect with others
- c. To relax
- d. To distract from the crisis
- e. To feel a sense of accomplishment
- f. To learn something new
- g. To heal or grieve
- h. To have fun
- i. To connect to my culture
- j. To express my feelings
- k. To broaden my perspective
- l. To process my emotions
- m. To create something I'm proud of
- n. To feel like I'm part of a community
- o. Another reason (please explain): _____
- p. None of the above [EXCLUSIVE]

Now let's talk about the kinds of culture and community destinations that people can attend in-person (or *could* attend before the pandemic).

13. [TRACKING QUESTION] Have you done any of the following activities in person in the past few years (before or during the pandemic)? Please select ANY that you did at least once in the past few years.

[RANDOMIZE ORDER]

- a. Dance performance (folk, regional, ballet, hip-hop, contemporary, etc.)
- b. Outdoor or indoor festival or fair (crafts, music, food & drink, science, art, dance, etc.)
- c. Public library or literary event (storytelling event, poetry reading, etc.)
- d. Watched a television program or movie (at home or somewhere else)
- e. Museum (art, children's, science, history, etc.)
- f. Park, zoo, aquarium, or botanical garden
- g. Music performance or concert
- h. Theater or comedy performance (musical, play, standup, etc.)
- i. Public art or street art (mural, event, installation, etc.)
- j. Read books/literature (at home or somewhere else)
- k. Cultural center or cultural heritage organization
- l. Historic site, tour, or reenactment
- m. Community arts school or arts center
- n. Video games or online gaming (at home or somewhere else)
- o. Social or community center/organization
- p. Church, mosque, or temple
- q. None of the above

14. [IF Q13.=a.] You shared that you went to a dance performance in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Latin dance (salsa, tango, etc.)
- b. Folk dance (Irish step dance, Mexican folklorico, etc.)
- c. Contemporary dance (jazz, hip-hop, modern)
- d. Ballet
- e. Another kind of dance performance (please specify): _____
- f. None of these - I did not go to a dance performance in the past few years

15. [IF Q13.=b.] You shared that you went to a festival or fair in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Community arts festival
- b. Craft/design fair
- c. Dance festival
- d. Theater festival
- e. Art fair
- f. Film festival
- g. Music festival
- h. Food and drink festival
- i. Science festival
- j. Pride march, event, or festival
- k. A festival which celebrates cultural heritage
- l. Maker fair
- m. Another kind of festival or fair (please specify): _____
- n. None of these - I did not go to a festival or fair in the past few years

16. [IF Q13.=c.] You shared that you went to a public library or literary event in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Public library to browse, borrow books, or get online
- b. Public library to attend an event or performance
- c. Storytelling event (open mic, story slam, etc.)
- d. Poetry reading or poetry slam
- e. Book reading or author appearance

- f. Another kind of literary event (please specify): _____
- g. None of these - I did not go to a public library or literary event in the past few years

17. [IF Q13.=e.] You shared that you went to a museum in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Art museum
- b. Architectural tour or design museum
- c. Science or technology museum or planetarium
- d. Children’s museum
- e. Natural history museum
- f. History museum or historical attraction (e.g., historic home, landmark, religious site)
- g. Another kind of museum (please specify): _____
- h. None of these - I did not go to a museum in the past few years

18. [IF Q13.=f.] You shared that you went to a park, zoo, aquarium, or botanical garden in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Zoo
- b. Aquarium
- c. Botanical garden
- d. Park (local park, national park, etc.)
- e. Other (please specify): _____
- f. None of these - I did not go to a park, zoo, aquarium, or botanical garden in the past few years

19. [IF Q13.=g.] You shared that you went to a music performance or concert in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Pop music
- b. Jazz music
- c. World music
- d. Opera
- e. Country music
- f. Classical music
- g. Folk or roots

- h. R&B or soul music
- i. Blues music
- j. Hip-hop music
- k. Another kind of music (please specify): _____
- l. None of these - I did not go to a music performance or concert in the past few years

20. [IF Q13.=h.] You shared that you went to a theater or comedy performance in the past few years. What kind(s) were they? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Musical
- b. Play (non-musical)
- c. Comedy club or performance
- d. Another kind of theater or comedy performance (please specify): _____
- e. None of these - I did not go to a theater or comedy performance in the past few years

You're more than halfway done with the survey — and we're very grateful for what you're sharing! Now, a few questions about how the arts and culture organizations in your community should respond to the current moment, and how they can become better for you and your community.

21. [TRACKING QUESTION] How would you want arts or culture organizations to help your community during times like these? Please select ALL that apply.

[RANDOMIZE ORDER]

Help my community...

- a. Stay connected
- b. Know what's going on, with trusted information
- c. Heal, grieve, and process our emotions
- d. Have hope
- e. Look ahead and plan for recovery
- f. Provide opportunities to laugh and relax
- g. Bring people of different backgrounds together
- h. Educate children
- i. Express ourselves creatively
- j. Experience distraction or escape
- k. Reflect back on history or connect the past to the present
- l. Make people aware of COVID safety practices and/or help with COVID vaccination efforts
- m. Understand and discuss social and racial problems

- n. Meet our practical, everyday challenges
- o. Deal with financial and economic problems
- p. Experience moments of beauty or joy
- q. Another way to help (please tell us more): _____
- r. I don't want arts or culture organizations to help in any of these ways [EXCLUSIVE]

22. What qualities or values are most important to you in an arts or culture organization? Please select up to FIVE.

[RANDOMIZE ORDER]

- a. Deep ties to their local communities
- b. Broad diversity of perspectives and voices
- c. High quality
- d. Widely accessible prices and operating hours
- e. Preservation of heritage or culture
- f. Serves as a community gathering place
- g. Experiences that are fully accessible to people with disabilities
- h. Frequently-changing content
- i. International recognition
- j. Being welcoming for all kinds of people
- k. Another quality or value (please tell us more): _____
- l. None of these qualities are important to me in an arts or culture organization

23. In general, how unimportant or important are arts or culture organizations to you, personally?

[5-point scale: 1/left = "Not important at all" ↔ 5/right = "Extremely important"]

24. [TRACKING QUESTION] How much do you personally agree or disagree with the following statements?

[RANDOMIZE ORDER]

[5-point scale: 1/left = "Disagree strongly" - 3/center = "Neutral" - 5/right = "Agree strongly" + "Not sure" option]

- a. I hope arts and culture organizations change after the pandemic to be more relevant to more people.
- b. I've seen or heard a lot about arts or culture organizations in my area helping our community during the crisis in specific ways.
- c. I can easily afford to attend arts or culture activities in my area.
- d. A lack of affordable transportation prevents me from attending arts or culture organizations as often as I'd like.

- e. Arts or culture organizations should involve their communities and collaborate with them to create programs.
- f. It's important to me to have a local venue that focuses on arts and culture reflective of my cultural identity.

25. [TRACKING QUESTION] In general, would any of these types of changes make arts or culture organizations better for you in the future? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. Reflecting stories from my community
- b. Focusing on social issues or social change
- c. Supporting local artists, organizers, etc.
- d. Working with other nonprofits in my community
- e. Bringing new perspectives from outside my community
- f. Sharing content connected to social issues or topics that matter to my community
- g. Treating their employees fairly and equitably
- h. More diverse audiences/visitors/participants
- i. More diverse backgrounds and perspectives among staff
- j. More diverse stories and programming
- m. Operating hours that align better with my schedule
- n. Affordable entry or ticket prices
- o. Less formal
- p. Friendlier to all kinds of people
- q. More child-friendly
- r. Engaging more young adults
- s. More frequent new works or exhibits
- t. More digital offerings
- u. Other type of change (please explain): _____
- v. Nothing — I don't think the organizations need to change

26. Based on what you've seen or heard, do you think systemic racism is present in each of the types of organizations below?

[5-point scale: 1/left = "Not at all" - 3/center = "Neutral" - 5/right = "A great deal" + "Not sure" option]

- a. [INSERT ONE STEM, RANDOMLY]
- b. [INSERT ONE STEM, RANDOMLY]
- c. [INSERT ONE STEM, RANDOMLY]
- d. [INSERT ONE STEM, RANDOMLY]

STEMS TO BE INSERTED:

- a. Dance groups
- b. Festivals or fairs
- c. Libraries
- d. Art museums
- e. Science or technology museums
- f. Natural history museums
- g. History museums or historical attractions
- h. Parks (local park, national park, etc.)
- i. Zoos or aquariums
- j. Botanical gardens
- k. Theater groups
- l. Jazz music groups
- m. World or folk music groups
- n. Opera
- o. Orchestras

Only one more topic, before we ask you a few final, important demographic questions. (You're almost there!)

Some places are beginning to reopen, but at different speeds around the country. We're curious about how you're approaching the recovery.

28. Over the last three months (during 2021) have you attended any in-person arts or culture activities?

- a. Yes
- b. No

29. [IF Q28.=b.] Have you begun to make plans to attend any arts or culture activities in person?

[5-point scale: 1/left = "Not at all" - 3/center = "Neutral" - 5/right = "To a great extent"]

30. Over the past few years, have any of these applied to you? Please select ALL that apply.

- a. I've been a member of one or more museums, zoos, aquariums, gardens, or other cultural destinations in my area.
- b. I've been a subscriber or season-ticket holder to one or more theaters, music groups, performing arts centers, dance companies, or other arts organizations or venues in my area
- c. I've been employed by an arts or culture organization (as a museum professional, arts manager, etc.)
- d. I've earned money as an artist or arts educator/teaching artist
- e. None of the above

31. [TRACKING QUESTION] Have you, a family member, or a close friend been sick or hospitalized due to COVID-19?

- a. Yes
- b. No
- c. Not sure
- d. Prefer not to answer

32. [TRACKING QUESTION] Has your income changed because of Covid-19? Please select ONE.

- a. No, there has been no change to my income
- b. Yes: my income has increased since the beginning of the pandemic.
- c. Yes: I still have some income but less than before.
- d. Yes: I have no income now
- e. Prefer not to answer

33. [IF NORC SKIP] Where is your primary residence located? If you have multiple residences, please select the location that best reflects where you spend most of your time.

- a. In the United States
- b. In Canada
- c. I primarily live outside of the United States

33_INT. [IF NORC SKIP] [IF Q33.=c.] In what country do you primarily live?

[Dropdown list of countries]

33_ZIP. [IF NORC SKIP] [IF Q33.=a. or Q33_INT=USA] What is your ZIP code in the United States?

Q33_CANZIP. What is your postal code in Canada?

33_MA. [IF Q33_ZIP between 01001 and 02791 or 05501 or 05544] The ZIP code you shared indicates that you live in Massachusetts. How many years have you lived in Massachusetts? Please enter a WHOLE number. If you have lived in Massachusetts for less than a year, please put 0. ___ years

34. [IF NORC SKIP] What year were you born? _____

35. [IF NORC SKIP] [IF Q33.=a. or Q33_INT=USA] Are you of Hispanic/Latino descent?

- a. Yes
- b. No

36. [IF NORC SKIP] [IF Q33.=a. or Q33_INT=USA] Which of the following categories do you identify as? Select ALL that apply.

[RANDOMIZE]

- a. American Indian or Alaska Native (please type in name of enrolled or principal tribe):
- b. Asian Indian
- c. Black or African American
- d. Chinese
- e. Filipino
- f. Guamanian or Chamorro
- g. Japanese
- h. Korean
- i. Native Hawaiian
- j. Samoan
- k. Vietnamese
- l. White
- m. Other Asian / Pacific Islander (please specify):
- n. Some other race (please specify):
- o. Prefer not to answer

35_CAN. [IF Q33.=b.] Do you identify as an Aboriginal person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? Note: First Nations (North American Indian) includes Status and Non-Status Indians.

- a. No, not an Aboriginal person
- b. Yes, First Nations (North American Indian)
- c. Yes, Métis
- d. Yes, Inuk (Inuit)

36_CAN. [IF Q33.=b.] Which of the following categories do you identify as?

- a. Arab
- b. Black
- c. Chinese
- d. Filipino
- e. Japanese
- f. Korean
- g. Latin American
- h. South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- i. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- j. West Asian (e.g., Iranian, Afghan, etc.)
- k. White
- l. Other (please specify): _____
- m. Prefer not to answer

37. [IF NORC SKIP] [IF Q33.=a. or Q33_INT=USA] What is the highest level of education that you've completed? Please select ONE.

- a. Less than High School
- b. High School Equivalent
- c. Some College/Associate Degree
- d. Bachelor's Degree
- e. Graduate Degree

47_CAN. [IF Q33.=b.] What is the highest level of education that you've completed?

- a. Less than a high school diploma
- b. High school diploma or high school equivalency certificate
- c. Registered Apprenticeship or other trades certificate or diploma
- d. A college, CEGEP or other non-university certificate or diploma
- e. University certificate or diploma below bachelor level
- f. Bachelor's degree (e.g., B.A., B.A. (Hons.), B.Sc., B.Ed., LL.B.)
- g. University certificate or diploma above bachelor level
- h. Degree in medicine, dentistry, veterinary medicine or optometry (M.D., D.D.S., D.M.D., D.V.M., O.D.)
- i. Master's degree (e.g., M.A., M.Sc., M.Ed., M.B.A.)
- j. Doctorate (e.g., Ph.D.)

38. [IF NORC SKIP] For statistical purposes, we have another question about your income. Please tell us which category includes your annual household income over the past year. Please select ONE.

- a. Under \$25,000
- b. \$25,000–\$49,999
- c. \$50,000–\$99,999
- d. \$100,000 - \$149,999
- e. \$150,000- \$199,999
- f. \$200,000 or more

39. Do you have any of the following physical, mental, or emotional conditions that have lasted 6 months or more? Select ALL that apply.

- a. I have a hearing impairment.
- b. I have a vision impairment that is not fully corrected with glasses.
- c. I have a cognitive impairment.
- d. I have an ambulatory impairment.
- e. I have a self-care impairment.
- f. I have an independent-living impairment.
- g. None of the above.

40. [IF NORC SKIP] Do you identify as... Please select ANY that apply.

- a. Female
- b. Male
- c. Non-binary
- d. Prefer to self-describe: _____
- e. Prefer not to answer

41. Do you have children under the age of 18 living at home with you, at least part-time?

- a. Yes, I have children under the age of 18 living at home with me.
 - b. No, I do not have any children under the age of 18 living at home.
-

Thank you for sharing about your life and activities in this research study. We sincerely appreciate you taking the time. If you have 7–8 more minutes, we would be very grateful if you could answer just a few more questions.

- a. Okay
- b. No, thanks

[IF yes, continue the survey. If no, send to exit screen.]

42. [IF they paid for an online activity] You shared that you have paid for an online activity from an arts or culture organization over the past year. What made the activity appealing enough for you to pay to participate? Please select ALL that apply.

[RANDOMIZE ORDER]

- a. I wanted to support the artists or performers involved.
- b. I wanted to support the arts or culture organizations presenting/offering the activity.
- c. I was excited about the content or the artist.
- d. It was a special, one-time-only event.
- e. I expected it to be high quality because they charged a fee.
- f. A friend or family member recommended it.
- g. If offered me behind-the-scenes access.
- h. I have a personal connection to the organization or artist.
- i. The price was reasonable.
- j. There weren't many/any free options.
- k. I was attracted to the content because of the reputation of the organization that produces it.
- l. The content reflected my heritage or culture.
- m. The content let me experience a different heritage or culture than my own.

- n. Another reason (please specify): _____
- o. None of the above

43. [IF they only accessed free digital activities] You shared that all the online activities from arts or culture organization you've done over the past year have been free. We're curious to learn what, if anything, would make an online activity appealing enough for you to pay for access?

Please select ALL that apply.

[RANDOMIZE ORDER]

- a. I was unaware that there were paid activities. [ANCHOR]
- b. If I knew that the money would go directly to the artists involved.
- c. If I knew that the money would support the arts or culture organizations presenting/offering the activity (if applicable).
- d. If I knew that arts or culture organizations were struggling financially.
- e. If I really liked the content or artist.
- f. If it was a special, one-time only event.
- g. If I knew it would be particularly high quality.
- h. If a friend or family member recommended it.
- i. If it offered me behind-the-scenes access.
- j. If I had a personal connection to the organization or artist.
- k. If there weren't many/any good free options.
- l. My financial situation makes it difficult to pay for content.
- m. If the content was from a reputable source.
- n. Another reason (please specify): _____

44. [IF Q5.≠“None”] When you are able to engage in (or engage in more) in-person arts or culture activities, how do you expect you'll split your time between online and in-person experiences?

Please select ONE option.

- a. I'll almost always prefer online activities over in-person events.
- b. I'll usually prefer online activities, but sometimes I'll choose to go to an in-person event.
- c. I'll prefer online and in-person activities about equally.
- d. I'll usually prefer in-person events, but sometimes I'll choose an online activity.
- e. I'll almost always prefer in-person events over online activities.
- f. I'll make my decisions solely on the basis of the content, not a preference for online or in-person.

45. [IF Q43.=a. or b.] Would you share more about why you prefer doing arts or culture activities online over in-person events?

46. [IF Q43.=d. or e.] Would you share more about why you prefer in-person arts or culture events over online activities?

47. [TRACKING QUESTION] We're curious how the past year has affected your emotions. Compared to your life before the pandemic, how are you feeling these days? Please select ONE answer for each feeling.

[RANDOMIZE ORDER]

[5-point scale: 1="A lot less" 3="About the same" 5="A lot more"]

- a. Worried or afraid
- b. Sad or depressed
- c. Bored
- d. Angry
- e. Connected to others
- f. Hopeful
- g. Self-reflective

48. Which of the following social issues (if any) do you think arts or culture organizations should address? Please select up to THREE or tell us in your own words.

[RANDOMIZE ORDER]

- a. The COVID pandemic
- b. The opioid/heroin epidemic
- c. The political division in the United States
- d. Systemic racial injustice
- e. Income inequality and the wealth gap
- f. Climate change and natural disasters
- g. Food insecurity/hunger
- h. Another social issue (please explain): _____
- i. None of these – I don't feel it's arts or culture organizations' responsibility to address these social issues.

49. Thinking ahead to when people are able to go out again, what are you most excited to do in the first few weeks? Please select up to FIVE.

[RANDOMIZE]

- a. Get together with friends or loved ones in our homes
- b. Go out to a bar or restaurant
- c. Go to church, temple, mosque, etc.
- d. Go to the movies
- e. Go to a library
- f. See a dance performance
- g. Go to a festival or fair
- h. Visit a museum
- i. Visit a garden or zoo
- j. Go to a park
- k. See a concert or musical performance
- l. See a play (non-musical or musical)
- m. Take an art, music, or dance class
- n. Another activity or destination (please explain): _____
- o. None of the above [EXCLUSIVE]

50. Which safety measures that organizations could provide would most influence your choices about attending in-person arts or culture experiences? Please select up to FIVE.

[RANDOMIZE ORDER]

- a. Activities that take place outdoors
- b. Reduced capacity (to limit crowding)
- c. Short activities (to limit exposure)
- d. Enforcement of masks for visitors
- e. Well-managed social distancing
- f. Extensive cleaning measures
- g. A requirement to show proof of vaccination
- h. Another safety measure (please specify): _____
- i. I'm ready to attend with or without these safety measures
- j. My choice will be influenced by other things that organizations can't control

51. Which of the following statements best matches your COVID-19 vaccination status? Please select ONE.

- a. I am fully vaccinated
- b. I am partially vaccinated (I have received one dose but not the second)
- c. I am not vaccinated
- d. Prefer not to answer

Thanks/drawing signup screen

Thank you for sharing about your life and activities in this research study. We sincerely appreciate you taking the time.

As a token of our thanks, you can be entered to win one of 25 VISA Gift Cards worth \$100 each. If you'd like to be entered in the drawing, please provide your name and email address below. The research team will use it to contact you only to inform you if you've won a gift card; it will not be shared with any other organizations for any purpose without your approval.

Yes, enter me in the drawing:

Name: _____

Email address: _____

If you'd like to see the results from the research conducted, please visit <https://sloverlinett.com/cctt/reports-and-tools/> to read our 2020 survey reports and stay up to date on upcoming 2021 publications.

For more information about this study , please visit <https://publicengagementcovidstudy.org/>