

Wave 1 Methodology & Limitations

Wave 1 Survey Methodology

For readers interested in how the Wave 1 national survey was conducted, we offer methodological details in this section. For additional details, see also the online [methodology appendix](#) and [survey instrument](#) posted on the Culture Track website.

We developed a dual sampling framework for this study because there are two groups that we felt were crucial to hear and learn from: the general public and active arts and culture attenders. In reality, these groups overlap extensively, and our approach to handling that overlap is discussed below. For the **representative sample of the general public**, we collaborated with the National Opinion Research Center (NORC), a leading research center based at the University of Chicago. NORC maintains a panel, AmeriSpeak, that provides coverage for over 97 percent of U.S. households¹. All U.S. respondents (age 18 or older) were eligible for participation. In total, we collected responses from a sample of 2,027 adult American respondents through the AmeriSpeak panel, with a weighted cumulative response rate of 6% and a margin of error of +/-2.88%. The panel survey was fielded between April 29th and May 13th, 2020. In addition to the high level of representative coverage of the NORC panel, we chose to work with the AmeriSpeak team because of their statistical expertise in weighting data, particularly with respect to combining probability and non-probability samples².

¹ Yang, Michael., Ganesh, Nada., Mulrow, Edward J., & Pineau, Vicki. (2018). Estimation Methods for Nonprobability Samples with a Companion Probability Sample. JSM Proceedings, Survey Research Methods Section. Alexandria, VA: American Statistical Association. 1715-1723.

² Statistical weights for the AmeriSpeak sample were calculated using panel base sampling weights to start (the inverse of probability of selection from the NORC national frame) and were then raked to external population totals associated with age, sex, education, race/ethnicity, housing tenure, telephone status, and Census Division. The external population totals are obtained from the February 2020 U.S. Census Current Population Survey.

For the **sample of arts and culture attenders**, we invited any primarily adult-serving arts and culture organization in the United States to send the survey to a portion of its audience email lists at no cost to the organizations. In return, these organization were promised that they would have access to their respondents' survey response data, and that those responses could be compared to the national sample.

In total, 653 organizations distributed the survey to a portion of their lists. Those participating organizations included arts councils, craft centers, arts schools, film centers, radio stations, architecture centers, botanical gardens, historical societies, museums of all types (art, cultural, history, science, natural history, children's), zoos and aquaria, dance companies or venues, orchestras, opera companies, performing arts centers, theater companies or venues, and photography centers. The organizations represented most heavily are museums and the performing arts. Organizations from 48 states, DC, Puerto Rico, and 2 Canadian provinces participated in the research (149 from the Midwest, 173 from the Northeast, 194 from the South, and 133 from the West Census Region, 1 from Puerto Rico, and 3 from Canada).

The survey that these organizations distributed to their lists was fielded from April 29th through May 19th, 2020. We received 121,730 responses through email invitations distributed by arts and culture organizations for a response rate of approximately 5% (not all organizations reported to us how many survey invitations they had distributed). Although this side of the sampling frame was meant to capture arts attenders and subscribers, museum visitors and members, and other active cultural participants, we should emphasize that not all of these respondents were highly affiliated with the organization from whose list they received the survey invitation. Such lists include people whose emails were collected by the organization for a spectrum of reasons, e.g. in exchange for free on-site Wi-Fi, to register for an event or program, or to purchase tickets, memberships, or subscriptions.

For our analysis, it was important to **combine the two samples**, the representative AmeriSpeak panel sample and the non-representative audience-list sample, into one combined dataset with our best estimate of the general U.S. population. We worked with statisticians at NORC to create a set of weights³ drawing from what we know of the behavior of the population-representative sample, then applied those weights to each respondent from the audience-list sample to bring that "cultural oversample" into line with the actual proportion of Americans with those levels and types of arts participation. To create the weighting schema, statisticians first identified variables in the data that are highly predictive of selection into the nonprobability sample (i.e., the audience-list sample). They used extreme gradient boosting (an extension of a random forest model). After matching the probability (i.e., representative AmeriSpeak sample) and nonprobability sample based on the most influential variables, they then assigned weights to the nonprobability sample based on matching

³ The combined weights were constructed using a machine-learning procedure to identify the variables that were most influential in predicting being in the non-probability (i.e., audience-list) sample (Yang, Ganesh, Mulrow, & Pineau, 2019; Mulrow, Ganesh, Pineau, & Yang, 2020). The most influential variable was past cultural attendance, but the weights also included activities during COVID-19, emotional impacts of COVID-19, past affiliation with arts and culture (e.g., donation, subscription, membership), education level, employment status, income, metro area, race and ethnicity, region, and age.

records from the probability sample. Next, they evaluated for key outcome variables identified by the Slover Linett research team. They did this by estimating the bias – the difference between the estimate from the probability sample only and the estimate from the combined sample. The bias estimates were converted into z-scores by dividing the bias estimate by the standard error of the bias. If we found unusually high z-score, e.g. above 1.96, we reevaluated the process for determining influential variables. Variables where weights were most influential are age, income, employment status, and emotional state. These weights help counter the affinity bias we know exists on the lists of cultural organizations toward those with the highest levels of affiliation (e.g., donors or members/subscribers) to better reflect the average participant in arts and culture activities. Indeed, we found that the unweighted responses⁴ from arts and culture organizations were disproportionately white, compared to the panel data which has been weighted to the U.S. population (see Figure 1 on page 9 of the full report). There was a process of iteration on the weights which included a comparison of the panel sample with the combined weighted sample across every survey question to ensure a small margin of error +/-2% between these two groups throughout the survey.

The racial or ethnic groups with the widest gaps in representation on the lists of arts and culture organizations are Hispanic/Latinx respondents and Black/African Americans. It's worth noting that the list-based sample from cultural organizations likely has both coverage and non-response bias. For collecting institutions in particular, not all visitors or attenders to an institution are on their lists, and in fact, those who are on the lists may have higher levels of affiliation than those who aren't captured. In addition, among those who received the survey invitation, the likelihood of actually taking that survey may not be evenly distributed throughout a sample, which causes non-response bias. With our sample, it's impossible to isolate and control for these factors, which may mean that the actual pool of visitors or attenders to organizations may be more diverse than what is reflected in the sample.

In the report the comparisons are made between specific racial and ethnic groups and the overall population. We chose to make overall the comparison group because we did not want to center Whites/Caucasians as the benchmark throughout the report, even if they are the single largest racial or ethnic group. Instead, we chose to compare to the overall population, even though that sets a slightly higher bar for statistical significance, because each group makes up a portion of the overall population.

For our analysis, we report anything with a p-value of <.05 as statistically significant. All of the differences we draw out in the report are statistically significant unless otherwise noted.

⁴ We don't know to what extent the disproportionate white responses from arts and culture organization lists are due to the actual proportion of whites on these lists or to differential response rates by race or ethnicity.

Limitations of the study

The authors want to acknowledge certain limitations of this research which should be taken into account when interpreting the findings shared in this report. The primary limitation of this research approach stems from the fact that the survey was only available online. We know that not all households have internet access and that there are significant demographic differences between those who have access and those who don't have access. This limitation may mean that individuals with internet access are overrepresented in our sample. A Pew Research study from February 2019⁵ reported that 73% of US household had broadband access, but racially minoritized groups (Black/African Americans and Hispanics/Latinxs), older adults (65+), rural residents, and those with lower levels of education and income were less likely to have broadband service at home. The study found that those who did not have broadband access at home relied on their smartphones for internet access but that the disparities based on race, education, resident type and income persisted in this domain as well. Consequently, we believe there is some degree of under-coverage bias in our sample. While our weighting scheme is designed to amplify under-represented voices in our dataset, relying on the highly representative NORC AmeriSpeak panel framework, we may still be missing the voices and perspectives of a portion of the population.

Another limitation of this study is one that most studies grapple with—the passage of time between collecting the data and sharing a report. This issue feels particularly acute during 2020 given the magnitude of societal changes with respect to the evolution of COVID-19 as well as the increasing momentum of the movement for racial justice in the United States. As researchers, we believe that the data around the physical and emotional impacts of Covid-19, as well as the planning and excitement about future cultural behavior are most at risk of sizeable shifts since this data was collected, but until we go back into the field with a second wave of research, we can't be certain of what's constant and what's changed since the survey data was collected in May, 2020.

⁵ Survey of US adults conducted Jan 8-Feb 7, 2019. "Mobile technology and home broadband 2019". https://www.pewresearch.org/internet/2019/06/13/mobile-technology-and-home-broadband-2019/pi_2019-06-13_broadband_0-03/

Analytical Models

Factor Analyses

The results of three factor analyses with varimax rotation are included in this discussion of research results. The first factor analysis grouped the response options for the question of what role arts and culture organizations should play during a crisis like COVID-19. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for this analysis, $KMO = .85$. Bartlett's test of sphericity=215108, $p < .001$, indicating that the correlation structure is adequate for factor analyses. The maximum likelihood factor analysis was set with a cut-off point of .40 and the Kaiser's criterion of eigenvalues greater than 1 (Field, 2009) yielded a four-factor solution as the best fit for the data, accounting for 46.39% of the variance.

To explore the underlying structure of desired change in arts and culture organizations, 12 response options for this question were entered in a factor analysis with varimax rotation. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, $KMO = .81$. Bartlett's test of sphericity=143709, $p < .001$, indicating that the correlation structure is adequate for factor analyses. The maximum likelihood factor analysis was set with a cut-off point of .40 and the Kaiser's criterion of eigenvalues greater than 1 yielded a three-factor solution as the best fit for the data, accounting for 42.80% of the variance.

And finally, we reduced the different types of activities respondents participated in in 2019 into 9 genre categories. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, $KMO = .89$. Bartlett's test of sphericity=648810, $p < .001$, indicating that the correlation structure is adequate for factor analyses. The maximum likelihood factor analysis was set with a cut-off point of .40 and the Kaiser's criterion of eigenvalues greater than 1 yielded a nine-factor solution as the best fit for the data, accounting for 48.62% of the variance.

The table of factor loadings for all models are available upon request from the author.

Regression Models

In our analysis we ran four regression models to understand how a confluence of behavioral and demographic variables impact the likelihood to participate in an online cultural activity, impact the range/breadth of online cultural activities one participates in, impact participation in creative activities, and impact the desire for arts and culture organization to change after the pandemic to become more relevant to the respondent. The following demographics were included in the regression analysis: income, education, race and ethnicity, whether a respondents lived in a metro area or non-metro area, their relationship to the arts (as an arts educator/teaching arts, volunteer, employee, member or subscriber of an arts and culture organization), frequency of participation in the cultural activities, range of cultural activities they participated in, and interaction variables of race and ethnicity by income.

For the regression of likelihood to participate in online cultural activities shown in Figure 23 the r -squared = .089. The Std. Error of the Estimate = .471. And the p -value = .000 indicating the independent variables reliably predicts the dependent variables.

Fig. 23 | Behavioral and demographic variables which impact the likelihood to participate in an online cultural activity.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Range of cultural activities	0.018	0.000	0.183	46.576	0.000
Identify as Black/African American	0.151	0.012	0.098	12.301	0.000
Education level	0.022	0.001	0.075	18.136	0.000
Generation	0.033	0.002	0.073	19.288	0.000
Artist or arts educator/teaching artist	0.168	0.009	0.071	19.324	0.000
Volunteer at an arts & culture organization	0.154	0.009	0.066	18.069	0.000
Identify as Asian or Pacific Islander	0.114	0.019	0.051	6.075	0.000
Identify as Hispanic/Latinx	0.102	0.019	0.044	5.258	0.000
Frequency of participation in the cultural activities	0.020	0.002	0.042	11.732	0.000
Lives in a metropolitan area	0.035	0.004	0.028	7.868	0.000
Subscriber at an arts & culture organization	0.040	0.006	0.025	6.574	0.000

Fig. 23 (continued) | Behavioral and demographic variables which impact the likelihood to participate in an online cultural activity.

Member of an arts & culture organization	0.030	0.005	0.021	5.573	0.000
Interaction variable: Native American x income	0.092	0.041	0.020	2.232	0.026
Identify as multiracial	0.032	0.020	0.014	1.635	0.102
Interaction variable: multiracial x income	0.009	0.007	0.012	1.401	0.161
Annual household income	0.004	0.002	0.012	2.585	0.010
Employee of an arts & culture organization	-0.002	0.011	-0.001	-0.176	0.861
Interaction variable: Hispanic/Latinx x income	-0.009	0.006	-0.012	-1.485	0.137
Identify as Native American	-0.237	0.114	-0.018	-2.074	0.038
Interaction variable: Asian or Pacific Islander x income	-0.029	0.005	-0.047	-5.550	0.000
Interaction variable: Black/African American x income	-0.036	0.005	-0.058	-7.561	0.000

For the regression of number of online cultural activities that someone participates in shown in Figure 24 the r-squared = .192. The Std. Error of the Estimate = 1.243. And the p-value = .000 indicating the independent variables reliably predicts the dependent variables.

Fig. 24 | Behavioral and demographic variables which impact the number of online cultural activities one participates in.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Range of cultural activities	0.080	0.001	0.292	78.896	0.000
Artist or arts educator/ teaching artist	0.841	0.023	0.127	36.546	0.000
Identify as multiracial	0.579	0.052	0.089	11.164	0.000
Volunteer at an arts & culture organization	0.580	0.023	0.089	25.776	0.000
Identify as Asian or Pacific Islander	0.512	0.049	0.083	10.384	0.000
Identify as Black/African American	0.347	0.032	0.080	10.668	0.000
Education level	0.059	0.003	0.072	18.547	0.000
Member of an arts & culture organization	0.271	0.014	0.070	19.373	0.000
Identify as Native American	2.115	0.302	0.059	7.002	0.000
Frequency of participation in the cultural activities	0.063	0.004	0.048	14.246	0.000
Generation	0.054	0.005	0.042	11.977	0.000
Subscriber at an arts & culture organization	0.142	0.016	0.031	8.781	0.000
Lives in a metropolitan area	0.105	0.012	0.030	8.865	0.000
Employee of an arts & culture organization	0.129	0.030	0.015	4.333	0.000
Interaction variable: Hispanic/Latinx x income	0.029	0.016	0.014	1.772	0.076
Identify as Hispanic/Latinx	0.049	0.051	0.007	0.956	0.339
Annual household income	-0.015	0.004	-0.014	-3.330	0.001
Interaction variable: Native American x income	-0.441	0.108	-0.034	-4.073	0.000
Interaction variable: Black/African American x income	-0.107	0.013	-0.062	-8.478	0.000
Interaction variable: multiracial x income	-0.153	0.018	-0.069	-8.650	0.000
Interaction variable: Asian or Pacific Islander x income	-0.125	0.014	-0.072	-9.030	0.000

For the regression of level of desired change in arts and cultural organizations to become more relevant after the pandemic shown in Figure 25 the r-squared = .037. The Std. Error of the Estimate = .962. And the p-value = .000 indicating the independent variables reliably predicts the dependent variables.

Fig. 25 | Behavioral and demographic variables which impact the desire for arts & culture organization to change after the pandemic to become more relevant.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Interaction variable: Asian or Pacific Islander x income	0.137	0.011	0.111	12.419	0.000
Interaction variable: multiracial x income	0.160	0.014	0.101	11.398	0.000
Interaction variable: Black/African American x income	0.110	0.010	0.090	11.125	0.000
Identify as Hispanic/Latinx	0.241	0.040	0.053	5.973	0.000
Interaction variable: Hispanic/Latinx x income	0.038	0.013	0.026	3.009	0.003
Lives in a metropolitan area	0.062	0.009	0.025	6.579	0.000
Artist or arts educator/teaching artist	0.078	0.019	0.016	4.042	0.000
Interaction variable: Native American x income	0.092	0.085	0.010	1.081	0.280
Frequency of participation in the cultural activities	0.009	0.004	0.009	2.452	0.014
Identify as Native American	0.004	0.238	0.000	0.018	0.986
Volunteer at an arts & culture organization	-0.011	0.018	-0.002	-0.619	0.536
Identify as Asian or Pacific Islander	-0.028	0.040	-0.006	-0.713	0.476
Education level	-0.007	0.003	-0.012	-2.818	0.005
Employee of an arts & culture organization	-0.079	0.024	-0.013	-3.320	0.001
Generation	-0.016	0.004	-0.018	-4.476	0.000
Subscriber at an arts & culture organization	-0.064	0.013	-0.020	-5.008	0.000
Identify as Black/African American	-0.066	0.026	-0.021	-2.549	0.011
Range of cultural activities	-0.004	0.001	-0.023	-5.444	0.000
Member of an arts & culture organization	-0.107	0.011	-0.039	-9.495	0.000
Identify as multiracial	-0.282	0.041	-0.061	-6.876	0.000
Annual household income	-0.095	0.003	-0.130	-27.125	0.000

For the regression of likelihood to participate in creative activities shown in Figure 26 the r-squared = .176. The Std. Error of the Estimate = 1.150. And the p-value = .000 indicating the independent variables reliably predicts the dependent variables. Two additional variables were included in this regression: employment status (workings vs. not working) and an interaction variable of Hispanic/Latinx by age.

Fig. 26 | Behavioral and demographic variables which impact the likelihood to participate in creative activities.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Range of cultural activities	0.072	0.001	0.287	76.679	0.000
Identify as Black/African American	0.895	0.030	0.225	29.736	0.000
Generation	0.191	0.005	0.163	41.992	0.000
Artist or arts educator/teaching artist	0.782	0.021	0.129	36.676	0.000
Interaction variable: Hispanic/Latinx x age	0.131	0.021	0.077	6.292	0.000
Volunteer at an arts & culture organization	0.457	0.021	0.076	21.906	0.000
Interaction variable: Asian or Pacific Islander x income	0.102	0.013	0.064	7.940	0.000
Interaction variable: multiracial x income	0.078	0.016	0.038	4.780	0.000
Subscriber at an arts & culture organization	0.080	0.015	0.019	5.341	0.000
Identify as Native American	0.410	0.279	0.012	1.468	0.142
Employee of an arts & culture organization	0.039	0.028	0.005	1.406	0.160
Member of an arts & culture organization	0.001	0.013	0.000	0.047	0.963
Interaction variable: Native American x income	-0.057	0.100	-0.005	-0.574	0.566
Identify as Hispanic/Latinx	-0.048	0.095	-0.008	-0.501	0.616
Identify as multiracial	-0.155	0.048	-0.026	-3.229	0.001
Education level	-0.020	0.003	-0.027	-6.803	0.000
Interaction variable: Hispanic/Latinx x income	-0.052	0.016	-0.027	-3.339	0.001
Frequency of participation in the cultural activities	-0.039	0.004	-0.033	-9.631	0.000

Fig. 26 (continued) | Behavioral and demographic variables which impact the likelihood to participate in creative activities.

Lives in a metropolitan area	-0.117	0.011	-0.037	-10.689	0.000
Working vs. not working	-0.149	0.009	-0.058	-15.958	0.000
Annual household income	-0.078	0.004	-0.082	-18.956	0.000
Identify as Asian or Pacific Islander	-0.489	0.046	-0.086	-10.673	0.000
Interaction variable: Black/African American x income	-0.245	0.012	-0.154	-21.045	0.000

Digital Usage Gap Tables

The tables below detail the difference in the proportion of users of digital content with specific demographic variables among recent in-person attenders to a category of cultural activity and those who had not recently attended that category of in-person cultural activity as discussed on pages 30-32 of the full report. The demographic variables included in the tables below are the proportion of Black/African Americans, proportion of Hispanics/Latinx, proportion with incomes <\$25,000, and proportion whose highest education level is a high school diploma or GED.

Fig. 27 | Proportion of African Americans using digital content from different types of organizations who had been to that type of organization in person vs. those who had not been to that type of organization in 2019 (sample sizes included)

	Been in 2019	Not been in 2019	Gap
Jazz Music Group[^]	9% (n=1,494)	39% (n=1,119)	30%
Botanical Garden[^]	5% (n=8,724)	27% (n=1,046)	22%
Natural History Museum[^]	4% (n=5,474)	18% (n=1,998)	14%
Public Park	18% (n=3,344)	29% (n=377)	11%
Classical Music Group[^]	2% (n=19,369)	13% (n=11,460)	11%
Art Museum[^]	7% (n=30,807)	12% (n=2,737)	5%
Theater Group[^]	6% (n=20,746)	11% (n=9,791)	5%
Dance Group[^]	19% (n=8,267)	24% (n=9,480)	5%
Historic Attraction/Museum	6% (n=14,268)	9% (n=2,097)	3%
Zoo or Aquarium	9% (n=11,257)	11% (n=3,725)	2%
Library	18% (n=12,763)	16% (n=1,725)	-2%
Cultural Center	11% (n=7,290)	9% (n=5,498)	-2%
Science or Technology Museum	12% (n=6,009)	9% (n=2,428)	-3%

[^] indicates statistical significance at the 95% level compared to other group

Fig. 28 | Proportion of Hispanics or Latinx using digital content from different types of organizations who had been to that type of organization in person vs. those who had not been to that type of organization in 2019 (sample sizes included)

	Been in 2019	Not been in 2019	Gap
Science or Technology Museum[^]	10% (n=6,009)	30% (n=2,428)	20%
Library[^]	15% (n=1,725)	33% (n=12,763)	18%
Public Park	21% (n=3,344)	31% (n=377)	10%
Botanical Garden	14% (n=8,724)	22% (n=1,046)	8%
Dance Group	14% (n=8,267)	18% (n=9,480)	4%
Theater Group	13% (n=20,746)	15% (n=9,791)	2%
Natural History Museum	23% (n=5,474)	24% (n=1,998)	1%
Classical Music Group	20% (n=19,369)	21% (n=11,460)	1%
Historic Attraction/Museum	19% (n=14,268)	18% (n=2,097)	-1%
Cultural Center	29% (n=7,290)	27% (n=5,498)	-2%
Zoo or Aquarium	17% (n=11,257)	15% (n=3,725)	-2%
Art Museum[^]	26% (n=30,807)	19% (n=2,737)	-7%
Jazz Music Group[^]	33% (n=5,374)	18% (n=1,013)	-15%

[^] indicates statistical significance at the 95% level compared to other group

Fig. 29 | Proportion with Under 25k yearly income using digital content from different types of organizations who had been to that type of organization in person vs. those who had not been to that type of organization in 2019 (sample sizes included)

	Been in 2019	Not been in 2019	Gap
Jazz Music Group[^]	11% (n=4,348)	26% (n=834)	15%
Historic Attraction/Museum	9% (n=11,584)	24% (n=1,748)	15%
Science or Technology Museum	11% (n=5,013)	21% (n=2,039)	10%
Cultural Center	17% (n=6,045)	26% (n=4,606)	9%
Botanical Garden	14% (n=6,824)	22% (n=844)	8%
Zoo or Aquarium[^]	12% (n=9,371)	19% (n=3,084)	7%
Theater Group[^]	9% (n=16,906)	16% (n=8,064)	7%
Dance Group[^]	12% (n=6,794)	18% (n=7,808)	6%
Classical Music Group	13% (n=15,356)	16% (n=9,121)	3%
Natural History Museum	21% (n=4,545)	23% (n=1,679)	2%
Art Museum	21% (n=24,877)	18% (n=2,243)	-3%
Public Park	27% (n=2,729)	24% (n=312)	-3%
Library	21% (n=10,460)	13% (n=1,475)	-8%

[^] indicates statistical significance at the 95% level compared to other group

Fig. 30 | Proportion with no college education using digital content from different types of organizations who had been to that type of organization in person vs. those who had not been to that type of organization in 2019 (sample sizes included)

	Been in 2019	Not been in 2019	Gap
Botanical Garden[^]	10% (n=1,795)	45% (n=1,441)	35%
Cultural Center[^]	2% (n=7,742)	28% (n=5,835)	26%
Art Museum[^]	14% (n=32,579)	29% (n=2,862)	15%
Dance Group[^]	11% (n=8,725)	24% (n=10,001)	13%
Library[^]	18% (n=13,527)	39% (n=1,823)	11%
Natural History Museum[^]	21% (n=5,820)	31% (n=2,099)	10%
Zoo or Aquarium[^]	14% (n=11,765)	23% (n=3,917)	9%
Classical Music Group[^]	14% (n=20,530)	22% (n=12,081)	8%
Science or Technology Museum[^]	24% (n=6,356)	32% (n=2,552)	8%
Theater Group[^]	9% (n=21,730)	17% (n=10,330)	8%
Historic Attraction/Museum[^]	17% (n=15,038)	23% (n=2,205)	6%
Jazz Music Group	28% (n=5,746)	28% (n=1,076)	0%
Public Park	33% (n=3,555)	32% (n=402)	-1%

[^] indicates statistical significance at the 95% level compared to other group

Other Responses - Full Tables

The tables below are the full data tables of figures that are either referenced in the report but not included earlier, or of which a truncated version appears in the report. All significance is indicated at the $p=.05$ level.

Fig. 31 | “In general, what kinds of changes would make arts & culture organizations better for you in the future? Please check any that apply.”

	Overall U.S. Population n=121,012	Asian or Pacific Islander n=4,013	Black/ African American n=3,265	Hispanic /Latinx n=5,865	Multiracial n=2,315	Native American n=258	White/ Caucasian n=94,529
More fun	28%	34%	29%	37%	27%	32%	25%
Friendlier to all kinds of people	24%	41%	30%	27%	40%	12%	20%
Supporting local artists, organizers, etc.	24%	26%	27%	31%	35%	37%	20%
Treat their employees fairly and equitably	20%	24%	25%	26%	30%	10%	16%
Engage more young people	19%	24%	27%	26%	38%	13%	14%
More focus on our local community	18%	17%	19%	22%	35%	8%	17%
More diverse voices and faces	18%	33%	35%	25%	30%	17%	12%
Stories or content that connect to my life	18%	30%	21%	16%	26%	36%	17%
Less formal	17%	16%	14%	17%	29%	4%	17%
More frequent new works or exhibits	16%	18%	17%	22%	23%	8%	14%
Working with other nonprofits in our community	15%	13%	23%	18%	33%	46%	12%
More child-friendly	14%	16%	16%	20%	23%	5%	12%
Other	4%	1%	1%	4%	4%	1%	4%
Nothing — I wouldn't change them at all	28%	21%	24%	18%	11%	26%	33%

▼ = statistically lower than the overall U.S. population

▲ = statistically higher than the overall U.S. population

Fig. 32 | “Still thinking back to 2019, about how often did you participate in those kinds of activities — the kind you think of as cultural?”

	Overall U.S. Population	Asian or Pacific Islander	Black/ African American	Hispanic /Latinx	Multiracial	Native American	White/ Caucasian
	n=120,306	n=3,939	n=3,141	n=5,745	n=2,276	n=249	n=93,825
A few times a week	11%	10%	9%	13%	11%	5%	10%
A few times a month	22%	18%	25%	20%	20%	21%	23%
About once a month	19%	18%	18%	17%	28%	31%	20%
A few times over the year	48%	54%	48%	50%	41%	43%	47%

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Fig. 33 | “During 2019 (before Covid-19), did any of these apply to you?”

	Overall U.S. Population	Asian or Pacific Islander	Black/ African American	Hispanic /Latinx	Multiracial	Native American	White/ Caucasian
	n=121,808	n=4,020	n=3,270	n=5,846	n=2,329	n=258	n=95,258
I was a member of one or more museums, zoos, aquariums, gardens, or other cultural destinations in my area	13%	15%	9%	12%	12%	20%	13%
I was a subscriber or season-ticket holder to one or more theaters, music groups, performing arts centers, dance companies	9%	8%	7%	11%	8%	13%	9%
I volunteered at an arts or culture organization	4%	3%	5%	4%	6%	7%	4%
I earned money as an artist or arts educator/ teaching artist	4%	5%	5%	5%	7%	4%	3%
I was employed by an arts or culture organization	3%	2%	2%	5%	3%	10%	2%
None of these	77%	76%	81%	73%	76%	65%	77%

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Fig. 34 | “Have you done any of those online or digital cultural activities yourself in the past 30 days? Please check any that apply.”

	Overall U.S. Population	Asian or Pacific Islander	Black/ African American	Hispanic /Latinx	Multiracial	Native American	White/ Caucasian
	n=122,933	n=4,049	n=3,290	n=5,900	n=2,329	n=260	n=95,601
Pre-recorded performances filmed before the shutdowns	49%	55%	50%	45%	39%	68%	48%
Live-stream performances or cultural events	40%	49%	45%	40%	41%	28%	38%
Online materials or activities for kids	37%	40%	58%	36%	36%	45%	33%
Podcasts	36%	35%	27%	41%	46%	50%	35%
Live interactive events or performances online	35%	36%	40%	33%	47%	84%	33%
Online classes, courses, or workshops	32%	46%	51%	39%	25%	53%	25%
Virtual tours or VR experiences	30%	27%	17%	32%	36%	66%	30%
Online community meetings or discussions	29%	38%	32%	36%	20%	31%	26%
Apps	25%	20%	42%	35%	21%	50%	18%
Online exhibitions or galleries	23%	13%	18%	26%	18%	67%	22%
None of these	47%	38%	47%	45%	40%	37%	49%

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Fig. 35 | “Earlier, you indicated that you’ve done the following online or digital arts & culture activities. About how often have you done each of these activities over the past 30 days?” Percent indicating they’d done said activity “Many times.”

	Overall U.S. Population	Asian or Pacific Islander	Black/ African American	Hispanic /Latinx	Multiracial	Native American	White/ Caucasian
	n=74,158	n=2,440	n=1,774	n=3,468	n=1,568	n=153	n=59,787
Online materials or activities for kids	45%	49%	56%	40%	35%	20%	44%
Podcasts	37%	29%	39%	34%	65%	4%	34%
Online classes, courses, or workshops	26%	35%	24%	27%	21%	3%	26%
Online community meetings or discussions	21%	5%	42%	19%	29%	4%	20%
Pre-recorded performances filmed before the shutdowns	20%	14%	38%	17%	12%	7%	21%
Apps	20%	3%	36%	27%	13%	1%	18%
Live interactive events or performances online	20%	16%	25%	13%	19%	5%	21%
Online exhibitions or galleries	15%	9%	29%	19%	22%	7%	10%
Live-stream performances or cultural events	14%	9%	35%	11%	6%	3%	13%
Virtual tours or VR experiences	10%	4%	15%	9%	11%	5%	10%
Other	58%	95%	37%	55%	92%	3%	51%

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Fig. 36 | “How valuable to you personally were those activities?”; those selecting a top 2 box indicating a 4 or a 5 or “Super valuable”.

	Overall U.S. Population n=97,050	Asian or Pacific Islander n=3,254	Black/ African American n=2,497	Hispanic /Latinx n=4,567	Multiracial n=1,892	Native American n=197	White/ Caucasian n=75,836
Online materials or activities for kids	76%	62%	79%	86%	75%	95%	75%
Live interactive events or performances online	71%	41%	80%	75%	73%	29%	70%
Online classes, courses, or workshops	68%	66%	64%	70%	66%	46%	69%
Live-stream performances or cultural events	66%	56%	68%	64%	63%	81%	65%
Online community meetings or discussions	64%	70%	61%	58%	81%	85%	63%
Podcasts	63%	86%	61%	64%	69%	75%	60%
Virtual tours or VR experiences	63%	48%	67%	60%	91%	84%	62%
Online exhibitions or galleries	62%	66%	53%	70%	36%	86%	60%
Pre-recorded performances filmed before the shutdowns	60%	61%	66%	72%	75%	83%	56%
Apps	58%	53%	55%	63%	29%	96%	55%

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