

SHEA ARTS SURVEY (2011)

[This set of questions, here organized by central themes, was used in systematic interviews with a representative sample of 1,200 Harris County residents, reached by telephone (70% landline and 30% cell phone) between 21 November and 4 January 2012. The findings will be made available to the general public on 25 September 2012.]

LEISURE ACTIVITIES.

- LEISURE1 First of all, a question about your free-time activities. Thinking about all the different things you do when you're not at work, or taking care of family chores, or sleeping, which one is your overall favorite free-time activity?
Open-ended.
- LEISURE2 What else do you most enjoy doing, among your favorite free-time activities?
Open-ended.
- SPORTS During the past 12 months, did you attend a sporting event of any sort, either professional or amateur?
- FESTIVAL . . . Did you attend any outdoor festivals?
- READING . . . Did you read any novels, poems, or plays?
- MOVIES . . . Did you go out to any movies in theaters?
- MUSEUMS . . . Did you visit any museums, photo exhibits, libraries, or art galleries?

ARTS ATTENDANCE.

- ARTSPERF During the past 12 months, did you attend any live performances in the arts, either professional or amateur, such as drama, dance, music or any other type of concert or performance?
- NUMPERFS If R did attend an arts performance in the past year (ARTSPERF): About how many different arts performances did you attend during the past year? Would you say one or two, 3 to 5, 6 to 10, or more than 10?

- THEATER Thinking about all the arts performances that you attended in the past year, were any of them held in a concert hall, opera house, or theater?
- SCHOOL . . . Were any of them held in a college or school facility?
- CHURCH . . . Were any of them held in a church or other religious facility?
- CENTER . . . Were any of them held in a community center?
- NITECLUB . . . Were any of them held in a nightclub, restaurant, or jazz club?
- OTHPLACE . . . Other (specify).

- WANTEDUC Was this a major reason, a minor reason, or not a reason at all for why you went to the arts performances you attended last year. – You wanted an educational experience either for yourself or your family.
- WANTFUN . . . You wanted to have an enjoyable experience.
- SEEFRNDS . . . You wanted to meet up with friends or family.
- TALKEDUP . . . You wanted to attend the event because everyone was talking about it.
- HELPPORGS . . . You wanted to support an important organization or event in the community.
- HELPPFRND . . . You wanted to support a friend or family member involved in the performance.

- HOWHEAR How, if at all, do you generally hear about arts and cultural events in the Houston area? Is it primarily from newspapers or magazines, radio or television, in the mail, on the internet, through the social media, talking with friends, some other way, or do you never look for such information?

REASONS FOR *NOT* ATTENDING THE ARTS IN HOUSTON.

- ENTRYFEE Please tell me if this is a major reason, a minor reason, or not a reason at all in your own decisions about whether or not to go out to arts or cultural events, such as museums, galleries, concerts, or theater performances: The entry fees cost too much.
- OTHCOSTS . . . All the additional costs of going out, such as hiring a baby-sitter, eating at a restaurant, and parking.
- NOTIME . . . I don't have enough free time; I'm too busy.
- NOESCORT . . . I usually have no one to go with.
- NOHEAR . . . I rarely hear about the events in time.
- TRANSBAD . . . Because of traffic or other transportation problems, it's just too difficult to get from my home to the places where arts events are held.
- NOTSAFE . . . I worry about safety when going out at night.
- NOTCOMF . . . I don't feel comfortable at many of the arts events.
- NOTKNOW . . . I don't know enough to enjoy some of the arts events.
- BORING . . . Many of the arts or cultural events in Houston are boring.
- OTHERFUN . . . I prefer to do other things with my free time.

PERSONAL INVOLVEMENT WITH THE ARTS.

- PERFORMS Thinking back over the past 12 months, did you spend any of your time performing for an audience or creating artistic objects to show to others?

- WRITING . . . writing poems, stories, or blogs for others to read?
- OTHARTS . . . being involved in arts activities, such as playing a musical instrument, singing, dancing, painting, sculpture, photography, quilting, film making, or other creative activities?
- CLASSES If “yes” to any of the above (PERFORMS, WRITING, OTHARTS): During the past year, did you take any classes to improve your skills in one or more of these arts activities?
- CHLDARTS What about when you were a child (under the age of 16)? Were you ever personally involved as a child with any of the arts or other creative activities?
- ARTSTHEN If “yes” (CHLDARTS): What sort of artistic activities were you personally involved with? Open-ended.

ARTS THROUGH THE MEDIA

- MUSIHOME During the past 12 months, did you listen to any music, either digitally, online, on CDs, or on radio or television?
- MUSITYPE If “yes” (MUSIHOME): What type of music do you most often listen to? Open-ended. Eight categories.
- MUSICOUT Has your ability to listen to music through iTunes, the Internet, radio and other media increased or decreased your interest in attending live concerts or other musical performances, or has it had no clear effect on your attendance at such events?
- ARTSHOME During the past 12 months, did you watch any arts or cultural videos, either digitally, online, or on television?
- ARTSOUT Has your ability to watch arts performances and cultural videos through these kinds of sources increased or decreased your interest in attending live arts events in the wider Houston community, or has it had no clear effect on your attendance at such events?

IMPORTANCE OF THE ARTS FOR HOUSTON.

- WHATMISS If Houston had to choose between having either excellent music and theater or great sports teams and stadiums, which would you most want to preserve? In other words, which would you miss most – music and theater, or sports teams and stadiums – if one or the other were to disappear from Houston?
- HOUSOKAY Compared to most other cities in the country, would you say that the Houston area is a much better place, a slightly better place, a slightly worse place, or a much worse place to live?
- WHYBET1 If “much better” or “slightly better” (HOUSOKAY): What is it about the Houston area that makes it a better place to live compared to most other urban areas in the country? Open-ended.
- WHYBET2 What else makes Houston a better place to live? Open-ended.

- WHYWRS1 If “much worse” or “slightly worse” (HOUSOKAY): What is it about the Houston area that makes it a worse place to live compared to most other urban areas in the country? Open-ended.
- WHYWRS2 What else makes Houston a worse place to live? Open-ended.
- HOWBETTR What one thing do you think Houston could do that would make it a better place to live? Open-ended.
- HOUSARTS How important is it for Houston’s overall quality of life to have lots of music, theaters, museums, and other excellent arts venues in this city?
- ARTGUEST When you have had out-of-town visitors, have you ever taken them to an arts or cultural event in the Houston area?

ARTS AND CULTURAL DIFFERENCES.

- ARTSDIV In general, how satisfied are you with the extent to which Houston’s arts and cultural activities reflect the region’s diverse cultures, including your own?
- ETHSOK Do you think that the increasing ethnic diversity in Houston will eventually become [ROTATE:] a source of great strength for the city, or a growing problem for the city?
- IMMCULT Does the increasing immigration into this country today have an overall positive or negative effect on American culture, or does it have no clear effect on American culture?
- ARTUNITES Agree/Disagree: Arts and cultural activities in Houston generally help to bring people together, by emphasizing our common human experience.
- ARTDIVIDE Agree/Disagree: Arts and cultural activities in Houston generally tend to separate people along ethnic lines.

ARTS EDUCATION.

- ARTSEDUC Agree/Disagree: There should be more emphasis on the arts and music in the public schools today.
- ARTASIMP Agree/Disagree: Arts education for children is much less important than English, History, or Math.
- ART4CHLDN Agree/Disagree: Participation in the arts is important for children.

ARTS FUNDING.

- GOVARTS Are you generally in favor or opposed to government support for the arts?
- ARTSGOVT Agree/Disagree: The government should not be spending taxpayer money on the arts.
- ARTSPAY Do you think that arts courses in the public schools should be paid for by the school district as part of the regular school budget, or should they be paid for by those who participate in them?

ARTSTAX If “by the school district” (ARTSPAY): Would you personally be willing to pay slightly higher property taxes if that were needed to fund courses in arts and music in the public schools?

ARTS PHILANTHROPY.

CHARITY During the past 12 months, how often, if at all, did you personally contribute any of your time to a volunteer activity? Would you say not at all in the past year, once or twice, 3 to 5 times, 6 to 12 times, or more than once a month?

ARTSVOL If “contributed” (CHARITY): Were any of these activities associated with an arts or cultural organization?

DONATED During the past 12 months, did you donate any money to an arts or cultural organization in the Houston area?

FAMILY CIRCUMSTANCES.

FAMSIZE Counting yourself, how many people in all live in your household?

MARRIAGE Are you married, in a domestic partnership, separated, divorced, widowed, or have you never been married?

ANYCHILD Do you have any children?

NCHLDN If “yes” (ANYCHILD): How many children do you have?

CHLDHOME If “yes” (ANYCHILD): How many of them are living at home?

YNGCHLDN If “yes” (ANYCHILD): How many of your children are under the age of six?

SOCIOECONOMIC STATUS.

EDUC What is the highest grade of school or year of college that you’ve completed? Open-ended: Coded into nine categories.

WORKING Are you working full-time, part-time, going to school, managing the house, or something else? Coded into eight categories.

SELFINC8 If R is working full- or part-time (WORKING): Which of the following income categories includes the total salary that you personally earned from all jobs during the year 2010? Please stop me when I reach the correct category. Eight categories (from “less than \$12,500” to “more than \$100,000”).

INCOME9 Please stop me when I reach the category that includes your total household income in 2010; that is, the income for all members of the household during the past year. Coded into nine categories (from “less than \$12,500” to “more than \$150,000”).

INTERNET Do you have access to the Internet in your home or place of work?

OWNRENT Do you own or rent the place where you live?

MIGRATION PATTERNS.

HOWLONG2	How many years have you lived in the Houston area? Open-ended.
CHLDPLA2	Where did you live when you were growing up (when you were 16 years old)? [If R says, "Mexico":] Which state is that? Open-ended.
LASTPLA2	Where did you live just before coming to the Houston area? [If R says, "Mexico":] Which state is that? Open-ended.
SELFBORN	Were you born in the United States?
SELFHOME	If "no" (SELFBORN): What is your country of origin? Open-ended.
YRSINUS	If "no" (SELFBORN): How many years have you lived in the U.S.? Open-ended.
PARSBORN	Were both of your parents born in the United States?
MOMSHOME	If a parent was not born in the U.S. (PARSBORN): Where does your mother's family come from? [If R says, "Mexico":] Which state is that? Open-ended.
POPSHOME	If a parent was not born in the U.S. (PARSBORN): Where does your father's family come from? [If R says, "Mexico":] Which state is that? Open-ended.
CITIZEN	If "no" (SELFBORN): Are you an American citizen?
FTRCITIZ	If "no" (CITIZEN): Do you think you will become an American citizen sometime within the next ten years? Would you say: definitely yes, probably yes, probably not, or definitely not?
WHERELIV	Do you live in the city of Houston or in the suburbs?
ZIPCODE	What is your home ZIP code? Open-ended.

RELIGION AND POLITICS.

RELIG1	What is your religious preference, if any? (Is it Protestant, Catholic, Jewish, some other religion, or no religion?) Open-ended: Five categories.
DENOM5	If "Protestant" (RELIG1): What specific denomination is that, if any? Open-ended: Nine categories.
RELIMP	How important would you say religion is in your life? Would you say: very important, somewhat important, or not very important?
BIBLE	Which one of these three statements comes closest to describing your feelings about the Bible? — The Bible is the actual word of God, and it should be taken literally, word for word; The Bible is the inspired word of God, but it was written by men and contains some human errors; or: The Bible is an ancient book of history and legends; God had nothing to do with it.
CHURCH1	In the past thirty days, did you attend a religious service, other than a wedding or funeral?
RELMUSIC	If "yes" (CHURCH1): How important (if at all) is the role of singing or music in the church you attend? Would you say: very important, somewhat important, or not very important?

PARTY	Would you call yourself a Republican, a Democrat, an Independent, or something else?
LEANING	If R does not name either major party (PARTY): Do you think of yourself as closer to the Republican Party or to the Democratic Party?
POLITIC7	Do you think of yourself as conservative, moderate, or liberal in your politics? [If “conservative” or “liberal”:] Do you consider yourself to be very (conservative/-liberal) or only somewhat (conservative/liberal)? [If “moderate”:] Do you think of yourself as more like a conservative or more like a liberal?
CANVOTE	If “yes” (SELFBORN) or “yes” (CITIZEN): Right now, are you registered so that you can vote in the local or national election if you want to?

OTHER PERSONAL ATTRIBUTES.

AGE	How old were you on your last birthday?
GENDER	Gender of the respondent, recorded by the interviewer.
ETHGROUP	Are you Anglo (or non-Hispanic white), Black (or African American), Hispanic (or Latino), Asian, or of some other ethnic background? [IF R names more than one ethnicity:] Which ethnic group do you generally identify with?
LINGO1	Language of the interview: English or Spanish.
ANYENGL	If the interview is in Spanish (LINGO1): Do you speak any English?
TALKENGL	If “yes” (ANYENGL): Would you say that you speak English very well, fairly well, or only a little?
ANYSPAN	If the interview is in English (LINGO1): Do you speak any Spanish?
TALKSPAN	If “yes” (ANYSPAN): Would you say that you speak Spanish very well, fairly well, or only a little?
HOMELANG	What language do you speak (most often) at home? English, Spanish, or other language?

THE INTERVIEW.

DATE	Date of the interview.
DURATION	Length of the interview.
INTETH	The ethnicity of the interviewer.
INTGEN	The gender of the interviewer.
LANDCELL	Landline phone or cell phone.
INT	Summary interruptions: Note the reason.
