



Evaluating and Improving Quality of Measurement

Reconciling Public Participation Rate Differences in
Census Bureau Vs. Academic/Commercial Survey Estimates

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Agenda

- New Census Bureau Undercounts
- Large and consistent difference between Census and Commercial/Academic estimates

Challenge

- Although the match between arts participation questions and years of study is not exact, three separate survey organizations using different field procedures and representing different types of survey organizations have all produced consistently higher estimates of arts and leisure participation than the SPPA surveys conducted by the Census Bureau.
- The Challenge is to try to explain why there are these differences

Comparison of National Surveys Asking Arts Participation Questions

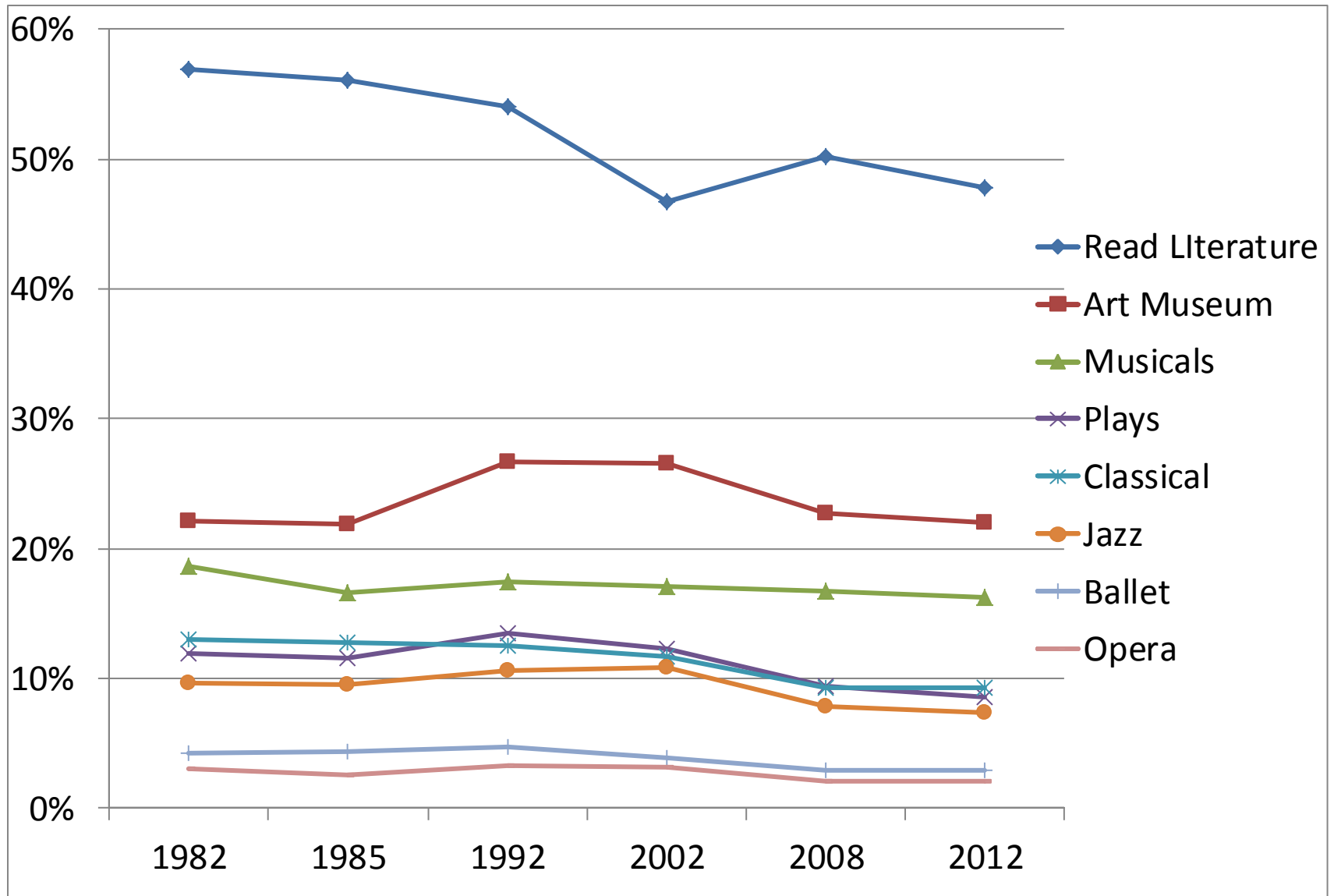
Organization	Years	Approximate Sample Size	Mode	Approximate Response Rate	Question Context
<u>SPPA:</u>					
1) a) Census Bureau	1982 1985	12,000 – 18,000	¾ Personal ¼ Telephone	90%	Exit questions in Crime Survey
b) Census Bureau	1992	12,000	¾ Telephone ¼ Personal	70% Jan.–June* 85% July-Dec.	Exit questions in Crime Survey
c) Census Bureau	2002 2008 2012	17,000	4/5 Telephone 1/5 Personal	66% 2002 75% 2008. 72% 2012	Supplement on the Current Population Survey (CPS)**
2) Westat (Commercial)	1997	12,000	Telephone	55%	Stand-alone Arts Survey
<u>Non-SPPA:</u>					
3) General Social Survey (GSS) (University)	1993 1998 2003	1,500	Personal	70 – 80%	Middle of Omnibus Survey
4) Univ. MD (University)	1998	1,504	Telephone	57%	Near end of Omnibus Survey

Arts Participation Questions

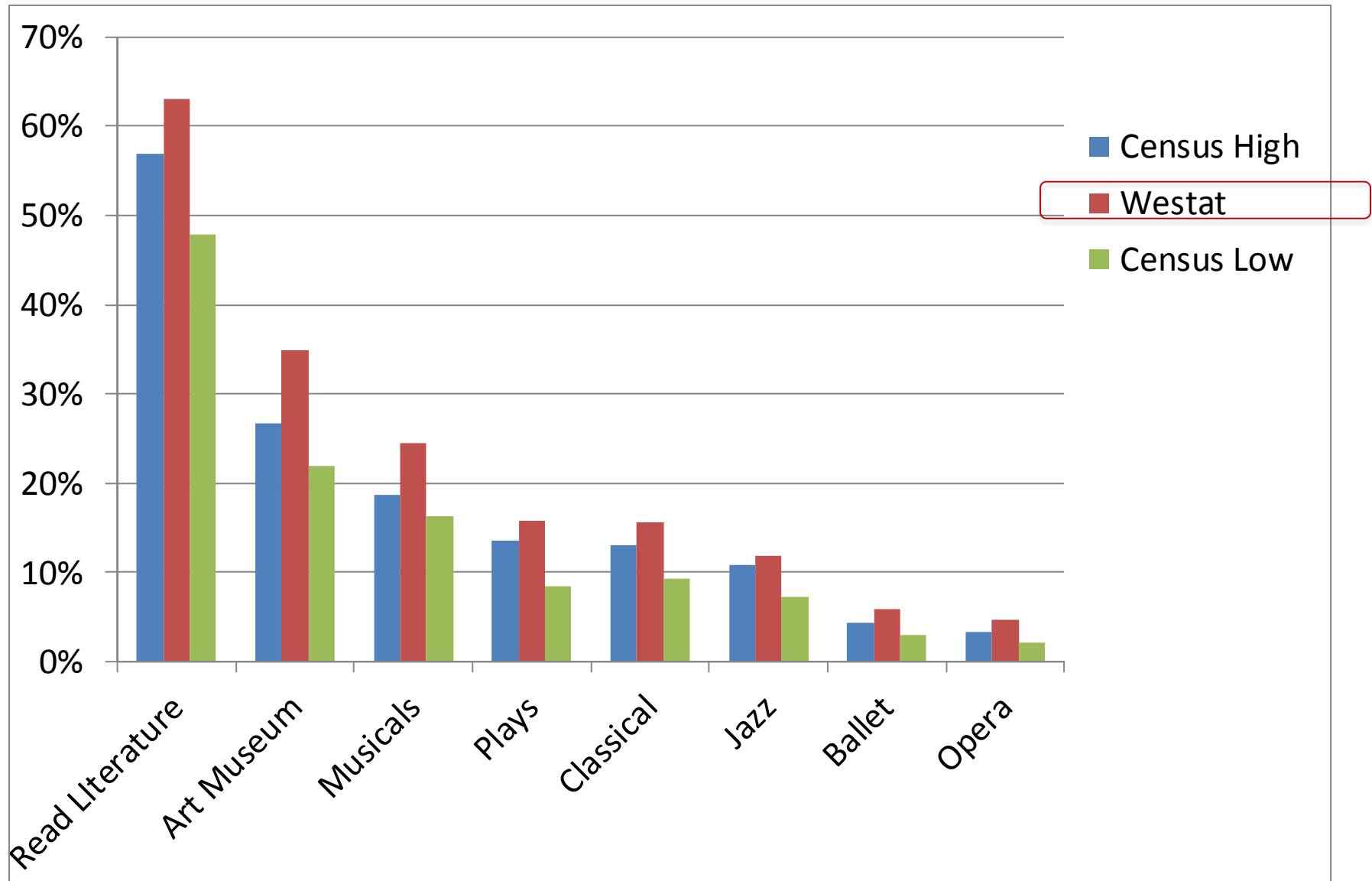
- With the exception of elementary or high school performances, did you go to a live [fill below] performance between **{today's date}** 2011 and **{today's date}** 2012?
 - Jazz
 - Classical music such as symphony, chamber or choral music
 - Opera
 - Musical stage play
 - Non-Musical stage play
 - Ballet
- Visited an art museum or Art Gallery last 12 months
- Read literature: last 12 months read any novels, short stories, or plays

Arts Participation: 1982-2012 (excluding 1997)

(Source: Census)

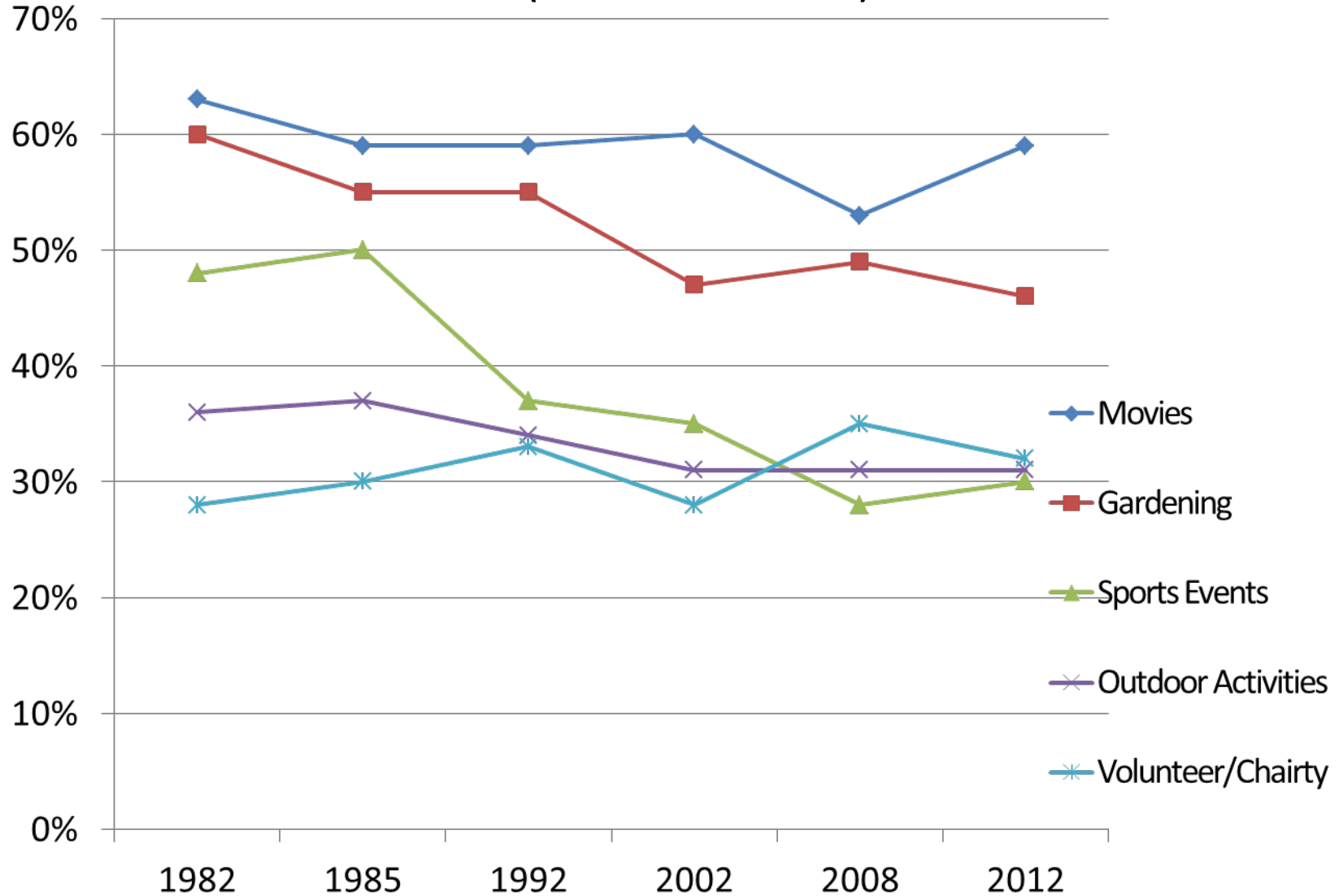


High & Low Census Participation Rates Versus Westat Rates



Leisure Activity Trends: 1982-2012 (excluding 1997)

(Source: Census)



Summary

- Using exactly the same questions and equivalent field and sampling procedures, arts participation rate from Westat were significantly higher than Census Estimates
- Higher rates are found for other leisure activities (movies, gardening) and these finding were higher in other national surveys
- Difference were not due to simply lower response rates

Conclusions

- This looks to be a real “House Effect”, possibly due to:
 - Census Bureau interviewers are better able to locate and interview less active respondents.
 - Census respondents feel less reason to portray themselves as being more active.