NORC at the University of Chicago

FINAL REPORT
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National Survey of Artists:
Technical Report

Presented by:
NORC at the University of Chicago

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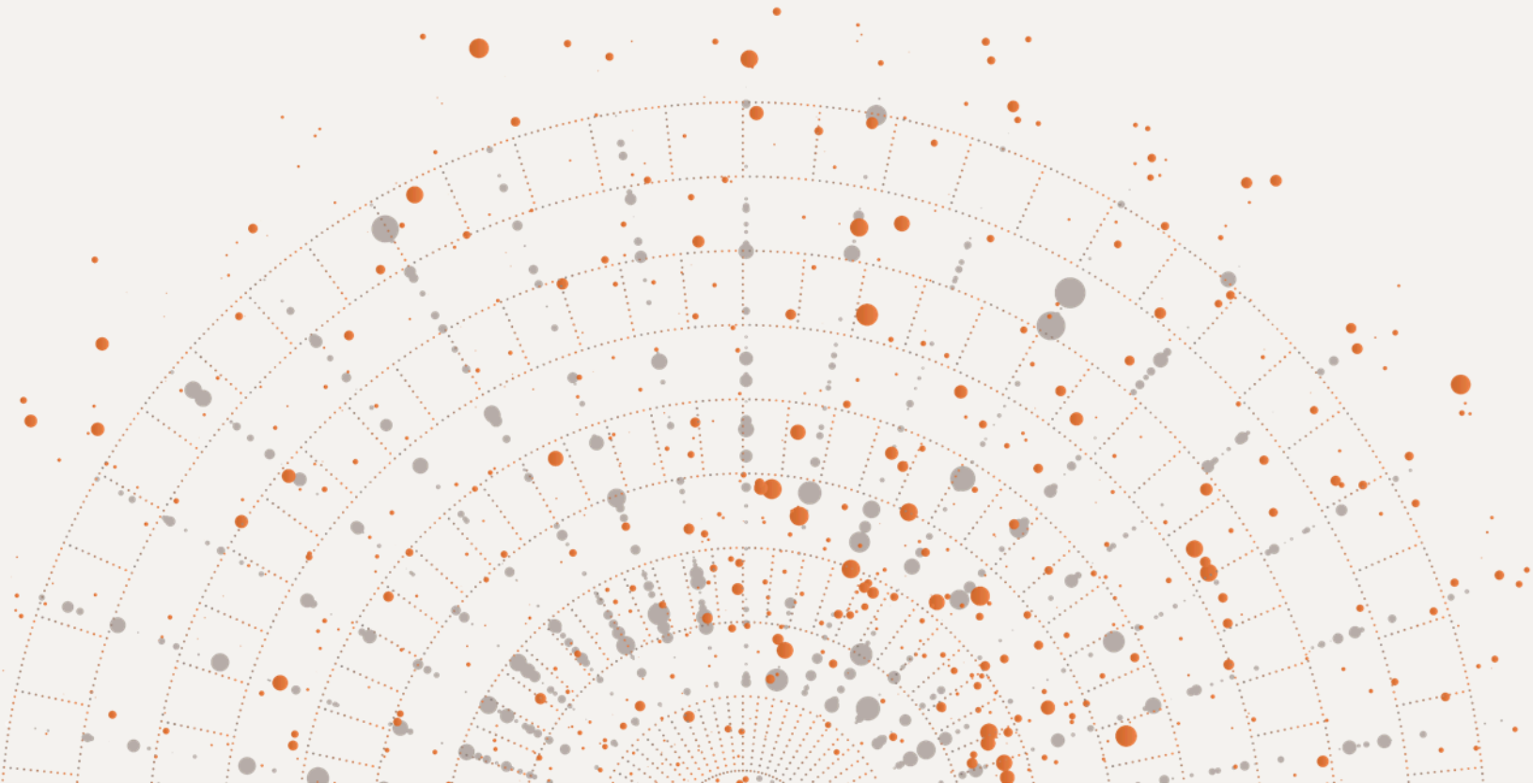

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Questions about this report? Contact Gwendolyn Rugg at rugg-gwendolyn@norc.org

About NORC

NORC at the University of Chicago is an objective, nonpartisan research organization that has been a pioneer in data science and social science research for over 80 years. Known for delivering reliable data and rigorous analysis, NORC supports decision-making across government, business, and nonprofit sectors. With a commitment to scientific integrity and innovation, NORC conducts research on critical issues such as arts and culture, health, education, economics, and public policy—transforming complex information into actionable insights that improve lives and communities.

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Chapter 1 | Introduction

In this report we describe in detail the methodology used to conduct the National Survey of Artists, including the study's design, implementation, weighting, and data file preparation. It is intended to document our approach in a transparent and detailed manner and to provide context for the interpretation of our findings. This report provides complete information on how the survey was executed, including information disclosure needed to meet the requirements of the AAPOR Transparency Initiative.[1]

Survey Background and Overview

For many working artists, artmaking is not a full-time job – it is a vocation woven into their lives in various ways. Artists may work traditional day jobs and make art on the side or piece together a livelihood through a patchwork of gigs – short- or long-term, paid or unpaid. National labor surveys tend to focus on traditional job structures, occasionally nodding to nontraditional forms of labor, but rarely fully capturing the fluid, flexible, and often unconventional ways artists work. National labor surveys also have limitations in how "artists" are identified within the workforce. This leaves a gap in our understanding of the artist workforce in the United States. Without complete data on how many working artists there are or how they make a living, funders' and policymakers' ability to make informed decisions about how to support the artistic workforce is hindered.

Funding from the Andrew W. Mellon Foundation enabled NORC to design and field a nationally representative survey intended to illuminate a fuller spectrum of the artist workforce and inform the systems meant to sustain it. The resulting analyses provide insights into how many of working artists currently exist within the U.S. population, who these artists are, and how they support themselves. In order to reach an artist population not previously included in or understood via existing data sources, we first had to develop screening criteria in collaboration with Mellon program staff to determine who would be eligible to complete the full survey. These criteria included participating in specific creative practices, with additional parameters around how they engage with those practices, how much time they spend on their practices, who they share their creative work with, and how others see them. The main survey questionnaire is included in Appendix B of this report. The National Survey of Artists was administered using three sample sources: NORC's AmeriSpeak® probability-based panel, a non-probability panel, and a list sample of graduates of arts and design schools and colleges provided by the Strategic National Arts Alumni Project (SNAAP). Final data were weighted using NORC's TrueNorth

[1] NORC at the University of Chicago is a Charter Member of the AAPOR Transparency Initiative, which fosters open science of survey research by acknowledging those organizations that pledge to practice transparency in their reporting of survey-based research findings. More on the Transparency Initiative can be found here: https://www.aapor.org/StandardsEthics/Transparency-Initiative/FAQs.aspx

Calibration methodology, which generates reliable results from non-probability samples by calibrating data from nonprobability surveys with probability-based AmeriSpeak data.

Chapter 2 | Pre-Field Activities

Literature Review

Before initiating questionnaire development, NORC conducted a literature review focused on identifying approaches for capturing information on "nontraditional" or alternative work arrangements via survey research. This step was intended to ensure that the survey items on work and employment would be set up to capture the alternative work arrangements that artists may be more likely to hold (e.g., part-time, self-employed, informal, temporary, seasonal, or "gig" work). The literature review focused on identifying the unique challenges of attempting to capture alternative work arrangements via survey research and best practices for overcoming these challenges. As part of the literature review, the research team also compiled over 400 questions about alternative work from existing surveys, which served as a reference for developing work-related survey items in the National Survey of Artists.

Advisory Board

NORC and the Mellon Foundation jointly convened an advisory board comprised of artists, arts sector experts, and researchers. Board members advised on the scope, content, and applicability/relevance of the survey for the arts sector. The advisory board convened three times during the project period: twice during the formative stages of survey design, and once in preparation for public dissemination of the survey findings. Advisory board members provided feedback on survey objectives, the pilot survey questionnaire, and the main survey questionnaire. Each advisory board member received an honorarium for their time and effort.

Questionnaire Development

The goals of the National Survey of Artists were to learn:

1. How many artists live and work in the United States today?
2. Who are these artists?
3. How do they describe their creative practice(s)?
4. How are their work arrangements structured?
5. How do they support themselves financially?
6. What can we learn about their health and wellbeing?

To develop a survey instrument that addressed these goals, the research team compiled and reviewed existing surveys about artistic and cultural engagement, labor, finances, and wellbeing. We assembled a database of over 150 existing survey items for reference for our survey design in addition to the items identified during the literature review on alternative work. Where possible, the research team adopted previously validated survey items verbatim, while in others we took inspiration from existing items to create new questions that better aligned with the survey objectives and respondent population. Source information for each survey item is provided in the Questionnaire Crosswalk in Appendix C of this report.

Pilot Survey

The success of this survey hinged upon accurately identifying artists within the general population of U.S. adults. While there is no singular or best definition of an artist, the priority for this survey was to locate and survey artists who strive to support themselves through the creation of their artwork, *inclusive of* artists who may be missed in other prominent national surveys that currently provide data about working artists.

Prior to designing and administering the full survey, the research team designed and conducted a pilot survey to test the efficacy and viability of the potential screening questions we would use to identify artists. NORC developed a draft of fifteen screening survey items to consider for administration in the pilot survey. The Mellon Foundation provided feedback on screener items via five rounds of review, which ultimately yielded eight potential screener items for pilot testing. NORC shared the draft of the eight-item pilot survey with the study's advisory board for review and feedback. Advisory board members contributed insights related to their respective areas of expertise, addressing the screening questions themselves and the overall design of the screening survey. The research team aggregated and shared feedback from advisory board members with the Mellon Foundation, after which we revised and finalized the screener pilot survey. The screening questions administered in the pilot survey are included in Appendix A of this report. Pilot survey administration and data collection outcomes are detailed in Chapter 3 of this report.

Main Survey

The research team developed the main survey questionnaire concurrent to pilot survey fielding. Leveraging the initial literature review and compilation of existing survey instruments containing pertinent items, the research team constructed a survey instrument intended to capture information about artists' practices, work, finances, and wellbeing. NORC and the Mellon Foundation engaged in multiple rounds of review to create the survey instrument. NORC also shared a draft of the survey instrument with advisory board members, who offered feedback related to their artistic discipline(s) and area of expertise for specific sections of the survey. The research team used the advisory board's specialized insights to revise and finalize the survey.

The final survey instrument includes the following sections:

1. Section 1. Artist screener
2. Section 2. Work
3. Section 3. Finances
4. Section 4. Health and wellbeing
5. Section 5. Demographics[2]

Once the survey instrument was finalized, it was translated into Spanish. The Main Survey Questionnaire is included in Appendix B of this report. Main survey administration and data collection outcomes are detailed in Chapter 3 of this report.

IRB Approval

NORC's Institutional Review Board (IRB) approved the research project, including all documents and protocols. While the great majority of National Survey of Artists respondents took the survey online, some AmeriSpeak participants completed their survey via telephone. All NORC AmeriSpeak phone interviewers are trained in human subjects research and best practices in data collection procedures. Lead personnel on all IRB-approved studies also must take rigorous human subjects protections training. Every employee of NORC, including field interviewers and staff, has pledged to uphold the confidentiality of our participants as a condition of employment.

[2] While identical demographics questions were asked of all survey respondents, not all demographic information was collected during survey fielding for respondents recruited from the AmeriSpeak sample. This is because extensive demographic data had already been collected from NORC's AmeriSpeak panel members. The exact survey items administered to AmeriSpeak respondents that yielded these demographic data were included on the survey questionnaire and administered to non-probability panel respondents and SNAAP respondents to garner consistent demographic data across the survey's three sample sources.

Chapter 3 | Data Collection

Sampling

The National Survey of Artists was administered using three sample sources: NORC's AmeriSpeak® probability-based panel, a non-probability panel operated by an external vendor, and a list sample of graduates of arts and design schools and colleges provided by the Strategic National Arts Alumni Project (SNAAP).

Pilot Survey

The probability sample for the pilot survey was selected from NORC's AmeriSpeak Panel. AmeriSpeak panelists who completed the pilot survey were also eligible to be recruited for the main survey. The pilot survey was not administered to other sample sources.

Main Survey

AmeriSpeak Probability Panel

The probability sample for the National Survey of Artists was selected from NORC's AmeriSpeak Panel using sampling strata based on age, racial identity, Hispanic ethnicity, education, and gender (48 sampling strata in total).[3] Sample selection accounted for the expected differential survey completion rates across the sampling strata. The size of the selected sample per stratum was determined such that the distribution of the complete surveys across the strata matched that of the target population as represented by Census data. When panelists are selected for an AmeriSpeak survey, the selection process, within each sampling strata, favors those who were not selected in the most recent previous AmeriSpeak survey. This selection process is designed to minimize the number of surveys any one panelist is exposed to in order to mitigate survey fatigue and maximize the rotation of all panelists across AmeriSpeak surveys.

Non-Probability Panel

For the non-probability sample, NORC defined quota buckets for demographic strata to reflect population distributions derived from the AmeriSpeak screener completes and worked with the sample

[3] To recruit individuals into NORC's AmeriSpeak panel, randomly selected U.S. households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by U.S. mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. For more detailed information on the AmeriSpeak panel recruitment and management methodology, please see the Appendix ("Technical Overview of the AmeriSpeak® Panel NORC'S Probability-Based Household Panel") attached to this report.

provider, Lucid, to slowly release sample over the field period to adequately fill each. The quota buckets and the number of interviews in each are provided in the Survey Fielding subsection below.

SNAAP Sample

SNAAP is a national survey that gathers insights on the education, employment, artistic practices, and finances of alumni of approximately 120 college and university arts, design, and related programs to explore how their arts training has shaped their careers and lives.[4] It includes graduates from a wide range of artistic disciplines, such as visual arts, performing arts, and design. The newest iteration of SNAAP began fielding in October 2022 and, for the first time, allowed its respondents to opt-in to being contacted for additional surveys of relevance to the lives and careers of art and design alumni. SNAAP research staff maintain a list of individuals who opted-in, and this list was the basis of the sample we drew from for the National Survey of Artists. Due to the list size, we invited a random sample from this list to participate in the survey. NORC did not define quotas for the SNAAP list sample.

Recruitment

Pilot Survey

A sub-sample of English-speaking AmeriSpeak web-mode panelists were invited on March 20, 2024, for the pilot survey soft launch. NORC confirmed data quality and full launched the pilot survey from March 21 - 28, 2024. AmeriSpeak panelists were invited to take the survey via email and text message and were offered the cash equivalent of $2 for completing the pilot survey.

Main Survey

AmeriSpeak Probability Panel

For the main survey, a sub-sample of English- and Spanish-speaking AmeriSpeak web-mode panelists were invited to the survey on September 24, 2024 in a soft launch. The initial data from the soft launch was once again reviewed to confirm that there were no processing or programming errors. Once reviewed, the remainder of sampled AmeriSpeak panelists were invited to the survey from September 27 through October 21.

Invited AmeriSpeak panelists could take the survey online through the password-protected AmeriSpeak Mobile App, the password-protected AmeriSpeak Web portal, or by following a link in the email invitation sent to them. NORC sent the initial invitations on September 24, 2024 to the soft-launch

[4] "Strategic National Arts Alumni Project," SNAAP, https://snaaparts.org/.

sample panelists and on September 27 to the remaining sampled panelists. To encourage study participation, NORC sent email reminders to sampled web-mode panelists on the following schedule:

1. Email reminders were sent three (3) days after the initial invite email, and then every five (5) days thereafter.
2. SMS or text messages were sent to those invited panelists who agreed to receive such messages on October 16.
3. A “last chance” email reminder was also sent 2 days before the end of the field period on October 20.

To administer the phone survey, NORC dialed sampled panelists who prefer to take surveys on the phone from September 28 to October 19, 2024. Although most panelists who have stated a preference to take the survey on the phone do take them in that mode, they also have the option of taking the survey online via the web portal or the AmeriSpeak App or can ask the interviewer to email them an invite instead. These rare phone-preferred panelists who end up taking the survey online are coded in the data based on the mode they took the survey, not their previously stated mode preference. AmeriSpeak panelists were offered the cash equivalent of $10 for completing the survey and $1 for completing the screener if they were screened out.

Non-Probability Panel

The non-probability panel vendor conducted a soft launch on October 28. Data was reviewed to confirm that there were no processing or programming errors. Once reviewed, the full launch of the non-probability panel started on November 4. The recruitment methods used for the nonprobability sample are unknown to NORC. The method for garnering completes did not necessarily involve reminders. For non-probability respondents, all completed interviews were self-administered by the respondent online. The survey was available to complete in either English or Spanish, per the respondent’s preference. The incentive provided to nonprobability sample is unknown to NORC and was in alignment with the panel vendor’s standard incentive practices for a survey of this length.

SNAAP Sample

One week prior to launching the survey with the SNAAP sample, research staff from SNAAP sent a pre-recruitment email to the sample list introducing the National Survey of Artists and encouraging participation. We then conducted a soft launch with 10% of the SNAAP list on October 21. Data was reviewed to confirm that there were no processing or programming errors. Once reviewed, the full launch of the survey with the SNAAP list started on October 22. All soft-launch and full launch invitations were sent by SNAAP research staff from a SNAAP email account to capitalize on the sample’s familiarity with and trust of SNAAP. Due to a swift and robust response, no follow-up reminders were needed before achieving the target quota. All completed surveys were self-administered by the respondent online. The survey was available to complete in either English or

Spanish, per the respondent's preference. Respondents from the SNAAP list were offered the cash equivalent of $40, paid by NORC.

Survey Fielding

Pilot Survey

In total, NORC collected 5,090 pilot survey screener responses. The pilot survey was specifically conducted to test wording for potential screener questions and assess potential incidence rates of eligible artists within the AmeriSpeak panel. To help the research team determine which criteria were most essential to include in a screener to identify our artist population of interest, we analyzed pilot data to examine the basic demographic characteristics of individuals who would or would not have screened into the survey if we were to implement various screener question combinations on the main survey. We also created various "edge cases"—specific types of individuals who we would expect to screen into or out of the survey according to our artist population of interest—and assessed which screener question combinations would lead these "edge case" individuals to screen in or out as appropriate. One example was culture bearers, who the research team intended to screen into the survey should all other eligibility criteria be met. Finally, we analyzed open-ended responses to "Other-specify" items to identify potential patterns in responses and assess whether new response categories should be added to the draft screener questions. Per these analytic activities, the screener questions were edited and finalized. Pilot survey responses are not included in the final public use data file.

Main Survey

The survey was offered in English and Spanish and was administered in two modes for the AmeriSpeak respondents depending on the preference of the respondent provided during the panel recruitment: 1) self-administered by the respondent online via the Web; or 2) administered over the telephone by a live interviewer. For non-probability and SNAAP respondents, all completed interviews were self-administered by the respondent online. Final data was weighted using NORC's TrueNorth Calibration methodology.

Not including soft launches, data collection for AmeriSpeak panelists began on September 27 and ended on October 22 (26 days). Data collection for the SNAAP list began on October 22 and ended on October 24 (3 days). Data collection for the Lucid non-probability panel began on November 4 and ended on November 19 (16 days). Each data collection period was guided by the target number of eligible survey completes we aimed to garner from each sample.

Outcomes

In total, NORC collected 1,335 final responses through the AmeriSpeak panel (1,310 by web mode and 25 by phone mode), 771 final responses through the Lucid non-probability panel, and 512 responses

through the SNAAP list. This does not include responses that were removed for data quality purposes (see Chapter 4 for details). See below for detailed survey outcomes.

Study Target Population: Artists age 18+

1. The Study Target Population is the total set of individuals of interest to which the researcher intends to generalize their conclusions.

Sample Units (Probability cases only): 36,394

2. Sample Units are the number of panel members selected into the study sample.

Overall Completed Units: 2,618

Probability Completed Units: 1,335

Nonprobability Completed Units: 771

SNAAP Completed Units: 521

3. Overall Completed Units is the number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview. This number excludes any cases where an interviewer finished a survey, but the case was removed due to data quality concerns (the process for such removal is detailed later in this report).

Expected Eligibility Rate: 8%

4. Expected Eligibility Rate is the percentage of the sampling population who are expected to meet study eligibility criteria.

Observed Eligibility Rate: 19%

5. Observed Eligibility Rate is the percentage of the sample members who were eligible for the study among those who answered the screening questions.

Survey Field Period: September 24, 2024 - November 19, 2024

6. Survey Field Period is the period from the earliest to the latest contact dates of cases sampled for the survey.

Median Duration (minutes): 14 online, 36 by phone

7. Median Duration is the length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via the web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become inactive. In the case of multiple contacts, this number represents the sum of those contacts.

Minimum quotas were set for the nonprobability sample, broken out in the following ways:

Nested Quota Cells and Number of Completes for Nonprobability Sample by Race/Ethnicity, Age, Education, and Gender (Unweighted)

Ethnicity	Age	Education	Gender	# of Completes
Non-Hispanic White/Other	18-34 yrs	Some college or less	Male	41
			Female	39

		Bachelor's or above	Male	15
			Female	35
	35-49 yrs	Some college or less	Male	51
			Female	56
		Bachelor's or above	Male	52
			Female	45
	50-64 yrs	Some college or less	Male	26
			Female	24
		Bachelor's or above	Male	14
			Female	13
	65+ yrs	Some college or less	Male	23
			Female	10
		Bachelor's or above	Male	11
			Female	15
Non-Hispanic African American	18-34 yrs	Some college or less	Male	33
			Female	14
		Bachelor's or above	Male	13
			Female	6
	35-49 yrs	Some college or less	Male	24
			Female	21
		Bachelor's or above	Male	9
			Female	5
	50-64 yrs	Some college or less	Male	6
			Female	7
		Bachelor's or above	Male	8
			Female	1
	65+ yrs	Some college or less	Male	3
			Female	1
		Bachelor's or above	Male	0
			Female	2
Hispanic	18-34 yrs	Some college or less	Male	19
			Female	24
			Neither	1
		Bachelor's or above	Male	12
			Female	5
	35-49 yrs	Some college or less	Male	22
			Female	20
		Bachelor's or above	Male	18
			Female	14
	50-64 yrs	Some college or less	Male	3

			Female	4
		Bachelor's or above	Male	2
			Female	1
	65+ yrs	Some college or less	Male	1
			Female	2
		Bachelor's or above	Male	0
			Female	0
			Total	**771**

Panel & Sample Survey Performance

The rates reported in the tables below only apply to the AmeriSpeak portion of the sample. It is not possible to measure most sample performance rates for the nonprobability samples, since we do not know how many were invited to the survey or the necessary information about how the panels were built. It is also not relevant, since there is no advantage of a high response rate when neither the panel nor the sample is based on probability. That said, AAPOR transparency requirements require a participation rate for nonprobability respondents (i.e., the number of eligible non-probability respondents completing a survey over the number of eligible non-probability respondents starting a survey). For this survey the nonprobability participation rate was 93.6%. This rate excludes data quality removals, which are explained in Chapter 4 of this report.

To meet requirements in the AAPOR Transparency Initiative, we offer performance outcome measures of both the AmeriSpeak Panel and the AmeriSpeak sample selected from the AmeriSpeak Panel. The AmeriSpeak Panel is a household panel, so recruitment and retention rates are household rates. The survey sample is an individual-level sample pulled from the AmeriSpeak panel, so those are individual level rates.

Panel Outcome Measures	
Weighted Household Panel Recruitment Rate (WPRecr)[5]	**Weighted Household Panel Retention Rate (WPRet)[6]**
26.4%	77.2%

Survey Sample Outcome Measures				
Screener Completion Rate	**Incidence/ Eligibility Rate**	**Interview Completion Rate**	**Survey Completion Rate**	**Weighted Cumulative**

[5] Weighted Household Recruitment Rate (WPRecr): The weighted AAPOR RR3 at the household level for AmeriSpeak panel recruitment. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel. AAPOR RR3 and other response rate calculations can be found here: https://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx.

[6] Weighted Household Retention Rate (WPRet): The weighted percent of recruited households that remain on the panel and are available for sampling for this survey. Unavailable panelists are those who have temporarily or permanently asked to be removed from the panel or from receiving surveys.

(ScrC)[7]	(I)[8]	(IC)[9]	(SurC)[10]	Response Rate (WCR)[11]
19.6%	19.0%	98.5%	19.3%	3.9%

[7] Screener Completion Rate (ScrC): The percent of eligible sample members invited to the survey who completed the screener question(s) to identify whether they are eligible for the survey, whether or not they screened out of or into the survey. 36,394 panelists were invited to the survey, and 7,129 completed the screener questions to determine eligibility for the survey.

[8] Incidence/Eligibility Rate (I): The percent of those who completed the screener questions(s) who, based on their responses to the screener question(s), is determined to be eligible to take the survey. Of the 7,129 invited panelists completed the screener questions to determine eligibility for the survey, 1,355 were determined eligible for the survey based on their response.

[9] Interview Completion Rate (IC): The percent of eligible sample members who completed the survey interview. Of the 1,355 invited panelists who were determined to be eligible for the survey, 1,335 completed the survey. To be an interview completer, a respondent had to go through the entire survey and meet the standards of data quality review, as discussed later in this report

[10] Survey Completion Rate (SurC): The overall completion rate at the survey stage of those invited, taking into consideration that not all invited were eligible. To achieve this, this includes the screener completion rate and the interview completion rate (SurC = ScrC x IC)

[11] Weighted Cumulative Response Rate (WCR): The overall survey response rate that accounts for survey outcomes in all response stages (e.g., screener completion rate and interview completion rate), plus it includes panel outcome measures such as panel recruitment rate and panel retention rate. This overall rate is weighted to account for the sample design and differential inclusion probabilities of sample members. (WCR=SurC x WPRet x WPRecr)

Chapter 4 | Data Processing

Data Quality Review

NORC applied three cleaning rules to the survey data for quality control. In total, 91 cases were removed from the final set of completed cases based on the cleaning rules. Descriptions of the cleaning rules and the counts from each are outlined below (counts are overlapping). Cleaning rules were applied to AmeriSpeak and non-probability cases. The SNAAP list sample cases did not require the application of these cleaning rules, which are designed to address known issues related to panel surveys.

Quality Checks

1. **Removing Speeders** (i.e., those that completed the survey in less than one-third the median duration): 89 were removed for speeding, including 83 from the AmeriSpeak panel and 6 from the non-probability panel
2. **Removing Respondents with High Refusal Rates** (i.e., those that skipped or refused more than 50% of the eligible questions): 6 were removed for high refusal rates, all from AmeriSpeak
3. **Removing Straight-liners** (i.e., those that straight-lined eligible grid item questions): 49 were removed for straight-lining both the Q75 and Q84 grid series, including 48 from AmeriSpeak and 1 from the non-probability panel

AmeriSpeak is a probability-based panel, where respondents must be chosen by NORC to join, where access to surveys is controlled by secure log-in to a web portal or app. Emails, text invitations, or interview-operated telephone calls go directly to the address/number of the recruited panelist. When being called by phone, the panelist is requested by name. Because of the way AmeriSpeak surveys are programmed and by which panelists are invited, panelists cannot take the survey more than once, and each panelist is always identifiable based on a unique ID. For these reasons, AmeriSpeak does not suffer the problem of "bots," fabricated profiles, non-invited respondents, or individuals or members of the household repeatedly and illegitimately taking the same survey. However, since this project used NORC's TrueNorth methodology, part of the sample for this survey was a non-probability source where bots, fabricated profiles, non-invited respondents, or repeat survey takers can be an issue. So, in addition to the data quality checks described above, NORC took additional data quality steps with the non-probability cases. At the beginning of the survey for non-probability cases, when we collected certain demographic measures, we also implemented two "attention checks." One was a question that provides a list of random numbers for response options and asks the respondent to pick a specific number. In addition, we asked both age and birth year in the section with demographic questions (these two questions were not asked in a sequential order). If a respondent failed to select the correct number during the first attention check, or if the respondent gave an age and birth year that could not both be true, we ended the survey for that respondent. Finally, we utilized a programmed tool called Relevant

ID[12] which flags and blocks suspicious non-probability respondents based on duplicate IP addresses, geo-location, and other suspicious factors. The number of non-probability cases blocked from the survey by these means were:

1. 132 cases were flagged as suspicious and blocked from taking the survey by Relevant ID
2. 116 cases failed at least one of the two attention check questions and were blocked

Statistical Weighting

AmeriSpeak Weights

1. **AmeriSpeak Panel Weight:** Since the sampling frame for the probability sample was the AmeriSpeak Panel, which itself is a sample, the starting point of the weighting process for the study was the AmeriSpeak panel weight. The panel weight reflects the cumulative panel recruitment selection probabilities, nonresponse adjustments, and calibration to population benchmarks, both at the household and individual levels.

2. **Probability Base Weight:** The AmeriSpeak Panel Weight was then adjusted to account for the sample selection probability from the panel under the study sample design. The base weight for the study sample is a product of the AmeriSpeak Panel Weight and the inverse of selection probabilities associated with sample selection from the panel.

3. **Nonresponse Adjusted Probability Weight:** The nonresponse adjusted weight was created by adjusting the base weights for respondents to compensate for nonrespondents within nonresponse weighting classes defined by age, racial/ethnic identity, gender, and education. Within each weighting class, the nonresponse adjusted weight is the product of the base weight and the inverse of the weighted response rate.

4. **Developing final study target population benchmarks from the screener completes in the probability sample:** This survey included multiple screener questions to identify the study's target population of artists, and no known or reliable benchmarks are available for this target population. As a result, weighting adjustments for this study involved additional steps. The first was a raking adjustment of screener completes to align them with population benchmarks for the general adult (18+ years of age) population. Once the screener completes were adjusted to the population benchmarks of those invited to answer the screener questions, we used the weighted counts of the survey-eligible respondents to define the benchmarks for the target population for the study. For respondents with an advanced degree (bachelor's or above) in an arts-related field, a combination of AmeriSpeak and SNAAP weighted counts were used to derive benchmarks for the target population. For respondents without an advanced degree in an arts-related field, weighted counts from AmeriSpeak were adjusted using a ratio calculated from

[12] https://www.imperium.com/relevantid/

the difference in final target population benchmark for advanced arts degree and the AmeriSpeak alone weighted counts. Any extreme ratio adjustments were truncated.

The AmeriSpeak Panel Technical Overview, included in Appendix D, provides an even deeper discussion on how AmeriSpeak develops panel, base, and the standard approach to final weights for probability. This study used the TrueNorth weighting methodology, so it required additional steps to develop final weights, which are detailed later in this section.

SNAAP Weights

The SNAAP weight began with probability of selection. A simple random sample from the SNAAP list sample was selected for this study, so all in the sample were given the same initial weight. Only information on survey completes was provided, so standard screener nonresponse adjustments could not be computed. Rather, marginal distributions of the full list sample were provided by SNAAP as a proxy for the eligible target population. The initial weight was raked to these marginal distributions to align the sample demographically by race/ethnicity, age, and gender with the full SNAAP list. Finally, these adjusted weights were raked to match the eligible distribution from AmeriSpeak eligible respondents with a bachelor's degree or higher by education level, race/ethnicity, age, and gender.

Combined AmeriSpeak and SNAAP Weights

Prior to TrueNorth weighting, a combined weight was created for AmeriSpeak and SNAAP using a factor based on effective sample size within education level and whether respondent has an arts-related degree.[13]

$$w_{comb} = \begin{cases} wgt_{AMS}\dfrac{n_{AMS}}{n_{AMS}+n_{SNAAP}} \\ wgt_{SNAAP}\dfrac{n_{SNAAP}}{n_{AMS}+n_{SNAAP}} \end{cases}$$

Where n_{AMS} and n_{SNAAP} denote the number of completed interviews from the AmeriSpeak and the SNAAP sample, respectively.

The final combined weight was then raked to derived benchmarks for the eligible population along the following dimensions:

[13] The survey asks, "Were any of your degrees arts-related?". For the purposes of this survey, an "arts-related degree," means any completed higher education degree (associates degree and above) focused on the fine arts or performing arts. This includes fields like visual arts, music, theater, creative writing, and similar disciplines. For this question, the survey displayed the higher education degree(s) the respondent selected in a prior survey question in a grid format and asked the respondent to indicate whether any of the degrees they selected would fall into this category.

1. **Advanced Arts-related Degree x Age:** 18-24 bachelor's+ arts-related, 25-29 bachelor's+ arts-related, 30-39 bachelor's+ arts-related, 40-49 bachelor's+ arts-related, 50-59 bachelor's+ arts-related, 60-64 bachelor's+ arts-related, 65+ bachelor's+ arts-related, 18-24 all other, 25-29 all other, 30-39 all other, 40-49 all other, 50-59 all other, 60-64 all other, 65+ all other.
2. **Advanced Art Degree x Gender:** Male bachelor's+ arts-related, female bachelor's+ arts-related, male all other, and female all other.
3. **Advanced Art Degree x Race/Ethnicity:** Non-Hispanic White bachelor's+ arts-related, non-Hispanic Black bachelor's+ arts-related, Hispanic bachelor's+ arts-related, non-Hispanic Asian/Pacific Islander bachelor's+ arts-related, non-Hispanic all other bachelor's+ arts-related, non-Hispanic White all other, non-Hispanic Black all other, Hispanic all other, non-Hispanic Asian/Pacific Islander all other, and non-Hispanic other race all other.
4. **Advanced Art Degree x Division:** New England bachelor's+ arts-related, Middle Atlantic bachelor's+ arts-related, East North Central bachelor's+ arts-related, West North Central bachelor's+ arts-related, South Atlantic bachelor's+ arts-related, East South Central bachelor's+ arts-related, West South Central bachelor's+ arts-related, Mountain bachelor's+ arts-related, Pacific bachelor's+ arts-related, New England all other, Middle Atlantic all other, East North Central all other, West North Central all other, South Atlantic all other, East South Central all other, West South Central all other, Mountain all other, and Pacific all other.
5. **Advanced Art Degree x Education:** Bachelor's arts-related, post-graduate arts-related, less than high school, high school or equivalent, some college, bachelor's not arts-related, and post-graduate not arts-related.
6. **Advanced Art Degree x Arts-related Degree:** Not applicable (degrees less than associates), associates arts-related, bachelor's+ arts-related, and bachelor's+ not arts-related.

TrueNorth Weighting

The TrueNorth weighting process solves a number of problems inherent to nonprobability samples and creates a pseudo-probabilistic and far less biased sample than nonprobability samples alone. This is mainly achieved by blending a much higher-quality and lower-bias probability sample with a nonprobability sample. But the real difference is in the sophisticated way in which TrueNorth combines these samples.

A nonprobability sample is not randomly selected. Rather, respondents are irregularly invited through a variety of means, driven primarily by convenience (in short, the survey provider has some "easy" means of finding people such as purchasing a list from a company or through advertising on specific websites). Thus, the "types" of people in a nonprobability sample are unknown, and as well and just as concerning, the proportions of these types are unknown. Therefore, any method of weighting a nonprobability sample needs to be able to effectively typologize respondents into meaningful groups from which to weight and then know the proportions of people that belong in each group.

At its heart, this is what all weighting does. For example, nearly all samples are put into "types" by age group, gender, race/ethnicity, etc., and we can attain the correct proportions of each type via U.S. Census data. Raking or some other typical weighting procedure will then create weights to ensure proper representation of each type of respondent. Unfortunately, multiple studies document in detail that weighting solely by demographics is necessary, but quite insufficient, to weight nonprobability samples and reduce the bias of such samples.[14] So, while TrueNorth, like most nonprobability weighting schemes, does weight to these important demographic parameters, more needs to be done. New types need to be defined and the proportions of each type need to be set.

TrueNorth does this by using a tree-based non-parametric supervised learning algorithm to classify respondents into types based on their actual survey responses. TrueNorth leverages the fact that it has a companion probability sample that, properly weighted, is assumed to be generally unbiased, and such data can be leveraged. The TrueNorth algorithm classifies a sample into types based on how they best cluster by respondent's responses to survey data. It thus solves both problems for the nonprobability sample: It first creates types in that the tree-based analyses classify cases into distinct leaves (types), and second, the weighted probability sample then provides the estimated weighted proportion of each leaf in the overall tree.

Notably, it is often typical that some leaves end up without any nonprobability sample cases. This in effect represents the fact that the nonprobability sample does not actually cover all types of people (most notably this includes people who do not have Internet access, but it could also people who could not be reached because they do not visit the websites for which the survey was advertised or do not belong to the lists used by the nonprobability provider). For leaves that contain only probability cases, the final weights of the cases are unchanged. For leaves with both probability and nonprobability cases, a ratio adjustment that resembles a poststratification adjustment forces the total weight in the leaf to match the sum of the nonresponse adjusted weight across probability sample units in that leaf.

The Process of TrueNorth Weighting

The final TrueNorth weights delivered with the data for the combined sample were developed in three major steps. First, we fit a weighted tree model to the combined probability and nonprobability sample. Second, based on the fitted tree model, we estimated the probabilities of inclusion in the combined probability and nonprobability samples and computed the initial weights as the inverse of the estimated probabilities. Third, we made poststratification adjustments, including calibration to benchmarks and

[14] See the following: Andrew Mercer, Arnold Lau, and Courtney Kennedy. (2018). "For Weighting Online Opt-In Samples, What Matters Most?" https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/

Axel Börsch-Supan, Joachim Winter. (2004). "How to make internet surveys representative: A case study of a two-step weighting procedure," MEA discussion paper series 04067, Munich Center for the Economics of Aging (MEA) at the Max Planck Institute for Social Law and Social Policy.

Reg Baker, J. Michael Brick, Nancy A. Bates, Mike Battaglia, Mick P. Couper, Jill A. Dever, Krista J. Gile, Roger Tourangeau. (2013). "REPORT OF THE AAPOR TASK FORCE ON NONPROBABILITY SAMPLING." American Association for Public Opinion Research.

weight trimming, to the initial weights to create the final weights. These three steps are described in more detail below.

Step 1: Fit Weighted Tree Model

A decision tree is a non-parametric supervised learning algorithm for classification. In this application, respondents are classified into types based on their actual survey responses. To fit the weighted tree model, we used the nonresponse adjusted weights for the probability sample units and the weight of 1 for all nonprobability sample units. The tree model was fitted with all observed survey response data, and leaves in the final tree are assumed to be homogeneous with respect to the probabilities of inclusion in the nonprobability sample. Each sample member was assigned to a single leaf. The size of the leaves (i.e., the number of sample members in each leaf) was determined to minimize a bias-variance score computed over a set of key variables that are identified through an Extreme Gradient Boosting model.

Step 2: Compute Initial Weights

In this step, we used the tree structure to estimate two quantities that were needed to calculate the inclusion probabilities for any probability and nonprobability sample units. The first was the probabilities of inclusion in the nonprobability sample among all sample units, and the second was the probabilities of inclusion in the probability sample among the nonprobability sample units. The probabilities of inclusion for probability cases in the probability sample were known, which is why they did not need to be calculated in this step.

For all units in each leaf, we estimated their probabilities of inclusion in the nonprobability sample as the ratio of the number of nonprobability sample units to the total weighted counts of the leaf. Note that the numerator was simply the number of nonprobability sample units, and the denominator was the sum of the number of nonprobability sample units and the weighted total of probability sample units. Essentially, the estimated probability of inclusion in the nonprobability sample was the estimated population proportion of nonprobability units per leaf.

Because the leaves were expected to be homogeneous, we imputed the probability of inclusion in the probability sample among the nonprobability sample units as the average design probability over all probability sample units. In other words, the nonprobability sample units in a leaf were assumed to have a probability of inclusion in the probability sample that is equal to the average inclusion probabilities among the probability sample units.

For all sample units, the inclusion probability in the combined sample was estimated as (1) the probability of inclusion in the probability sample plus (2) the probability of inclusion in the nonprobability sample given that they are not selected into the probability sample. The inverse of the estimated probability was the initial sample weight for units in the combined sample.

Next, we ratio-adjusted the initial weights per leaf such that the sum of the weights over all units was the same as the sum of the nonresponse adjusted weight for all probability sample units. For leaves that contained probability sample units only, this ratio adjustment did not change the initial weight. For leaves that contained nonprobability sample units only, all units retained their starting weight of 1. For leaves that had both probability and nonprobability units, the ratio adjustment resembled a poststratification adjustment that forced the total weight to match the sum of the nonresponse adjusted weight for all probability sample units.

Step 3: Create the Final TrueNorth Weights

A final raking adjustment was applied to the ratio-adjusted weights. The weights to be raked are:

1. initial weights for probability sample-only leaves
2. weights of 1 for nonprobability sample-only leaves
3. ratio-adjusted weights for all other leaves

The raking variables were defined as follows:

1. **Advanced Art Degree x Age:** 18-24 bachelor's+ arts-related, 25-29 bachelor's+ arts-related, 30-39 bachelor's+ arts-related, 40-49 bachelor's+ arts-related, 50-59 bachelor's+ arts-related, 60-64 bachelor's+ arts-related, 65+ bachelor's+ arts-related, 18-24 all other, 25-29 all other, 30-39 all other, 40-49 all other, 50-59 all other, 60-64 all other, 65+ all other.
2. **Advanced Art Degree x Gender:** Male bachelor's+ arts-related, female bachelor's+ arts-related, male all other, and female all other.
3. **Advanced Art Degree x Race/Ethnicity:** Non-Hispanic White bachelor's+ arts-related, non-Hispanic Black bachelor's+ arts-related, Hispanic bachelor's+ arts-related, non-Hispanic Asian/Pacific Islander bachelor's+ arts-related, non-Hispanic all other bachelor's+ arts-related, non-Hispanic White all other, non-Hispanic Black all other, Hispanic all other, non-Hispanic Asian/Pacific Islander all other, and non-Hispanic other race all other.
4. **Advanced Art Degree x Division:** New England bachelor's+ arts-related, Middle Atlantic bachelor's+ arts-related, East North Central bachelor's+ arts-related, West North Central bachelor's+ arts-related, South Atlantic bachelor's+ arts-related, East South Central bachelor's+ arts-related, West South Central bachelor's+ arts-related, Mountain bachelor's+ arts-related, Pacific bachelor's+ arts-related, New England all other, Middle Atlantic all other, East North Central all other, West North Central all other, South Atlantic all other, East South Central all other, West South Central all other, Mountain all other, and Pacific all other.
5. **Advanced Art Degree x Education:** Bachelor's arts-related, post-graduate arts-related, less than high school, high school or equivalent, some college, bachelor's not arts-related, and post-graduate not arts-related.

6. **Advanced Art Degree x Arts-related Degree:** Not applicable (degrees less than associates), associates arts-related, bachelor's+ arts-related, and bachelor's+ not arts-related.

The population benchmarks were obtained from the eligible respondents.

The raked weights are the final TrueNorth weights for the combined sample. Survey weights are developed to reduce estimation bias that could arise from unequal selection probabilities, nonresponse, frame coverage errors, and, in this instance, via the TrueNorth calibration, systematic bias in the non-probability part of the sample. However, excessive weight variation could increase the total sampling error by inflating the variance of the estimates. For that reason, at the final stage of the weighting process, extreme final weights were trimmed so that extreme weights do not overly influence the survey estimates. Again, a more detailed discussion of our approach to trimming can be found in Appendix D of this report. Weights after trimming were re-raked to the same population totals to produce the final study weights.

Benchmark Comparisons

The following table shows the weighted and unweighted estimates for key demographics and compares them to population benchmarks.[15]

Demographic Category	Subcategory	Unweighted (%)	Weighted (%)	Benchmark (%)
Age	18 - 24	7.4	16.9	17.0
	25 - 29	9.9	13.7	13.6
	30 - 39	29.8	19.3	19.3
	40 - 49	21.2	15.0	15.0
	50 - 59	11.6	12.6	12.6
	60 - 64	6.2	4.6	4.6
	65 Plus	13.9	17.8	17.9
Sex	Male	51.1	48.7	48.6
	Female	48.9	51.3	51.4
Education Status	Less than high school	4.8	9.1	9.0
	High school equivalent	15.4	26.9	26.9
	Some college/associate degree	30.3	25.4	25.5
	Bachelor's degree	27.0	21.5	21.5
	Postgrad	22.5	17.1	17.1
Race/Ethnicity	Non-Hispanic White	58.8	61.6	61.5
	Non-Hispanic Black	16.0	15.0	14.9
	Hispanic	16.7	12.4	12.4
	Non-Hispanic AAPI	2.9	5.7	5.7
	Non-Hispanic other	5.6	5.4	5.4

[15] Because we trim the weights to remove extreme weights and hold down weight variation, the final study weights may end up deviating from exact population benchmarks by small but acceptable amounts. Even without trimming, there can be a limit in the ability to perfectly match benchmarks along all variables and categories included in the raking procedure. Our goal is to rake as close as possible before trimming.

As a part of the AAPOR Transparency Initiative, it is incumbent on us to state that there are no perfect studies, and all research and methods have their limitations. The purpose of this document is to make apparent, for this study, some possible limitations, the steps taken to minimize them, and the potential or known sources of measurable or estimated error whenever possible. However, there will always be some unmeasured and unknowable error with all forms of survey research, including ours.

Design Effect and Sampling Margin of Error Calculations

Under TrueNorth calibration, combined probability and nonprobability sample weights yield approximately unbiased population estimates. The margins of error reported below reflect the sampling variation of the probability sample as well as the TrueNorth model-assisted calibration procedures that generate the combined sample weights. As such, it is reasonable for analysts using this data to employ standard methods for approximating margins of error and statistical significance, although there is currently no statistically agreed upon approach to variance estimation when utilizing nonprobability samples.

1. **Study design effect:** 2.19
2. **Study margin of error:** +/- 3.05%

Final Data File Preparation

A public-use data file and associated user guide are available to researchers online in the National Archive of Data on Arts and Culture (NADAC).

Chapter 5 | Study Limitations

Several study limitations are important to acknowledge to provide readers additional context when interpreting and using the findings presented in the findings report. These include:

1. *Utility of Further Survey Question Validation.* To minimize the potential for respondent misinterpretation of our questions, we opted to utilize established, validated survey measures wherever possible. However, many questions in this survey were custom-designed to address specific aspects of artists' lives and work arrangements not previously captured in existing surveys. This survey instrument would benefit from cognitive testing and further validation steps to ensure questions are consistently understood as intended across diverse respondent groups. To minimize the potential for poor response quality, we implemented data cleaning criteria to remove cases of consistently low quality (e.g., “speeders,” “straight-liners”). To the extent

possible we also opted to use sample sources whose respondents would be more likely to be engaged and who were well-compensated for their participation.

2. *Definitional Considerations: Who Counts as an Artist?* A fundamental challenge in any study of artists is the lack of consensus on how to identify artists within the general population. In this report, we conceptualize artists as individuals who actively engage in a wide range of creative practices with professional intent, regardless of whether their primary or secondary employment involves artistic work. Recognizing that others might prefer to define or characterize artists differently, we have also created a public use data file that allows researchers to explore the data for themselves. This enables anyone to examine specific subsets of the artist population—for example, focusing only on those whose primary occupation is in the arts or those who dedicate a greater number of hours to their creative practices per week. The public use data file is accompanied by a comprehensive user guide to facilitate such analyses.

3. *Population Coverage Limitations.* Despite our efforts to be inclusive, certain segments of the artist population may remain underrepresented in our findings. For example, artists who were temporarily inactive during our reference period (the past 12 months) would not be captured in our sample, even if they identify as artists and plan to resume practice. Additionally, our survey was administered only in English and Spanish, potentially excluding artists who primarily communicate in other languages. Finally, individuals who engage in artistic practices but who conceptualize their work through different cultural frameworks or terminologies might not have recognized themselves in our screening questions and thus might not have screened into the full survey.

Appendix

A. Pilot Survey Questionnaire: Screener Items Tested

B. Main Survey Questionnaire

C. Questionnaire Crosswalk

D. AmeriSpeak Panel Technical Overview