
What Do Kids *Really* Think About the Arts?

Study conducted for:
NASAA



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 **HarrisInteractive®**

MARKET RESEARCH

The Harris Poll® PEOPLE



Q705. What are your favorite things to do?

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Non-Creative/Artistic Activities (Net)	1224 99%	618 99%	606 100%	607 100%	248 100%	359 100%	616 99%	339 99%	278 99%	124 100%	182 100%	169 98%	143 99%	124 100%	177 100%	170 100%	135 99%	284 99%	307 100%	382 99%	251 100%
Spend time with friends	957 78%	454 73%	503 83% b	454 75%	187 75%	267 74%	503 81%	273 80%	230 82% d	89 72%	131 72%	120 70%	114 79%	98 79%	136 77%	153 90% jklmo	117 86% jkl	232 81%	252 82% t	282 73%	190 76%
Listen to music	930 76%	402 65%	528 87% b	372 61%	137 55%	235 65% d	559 90% def	307 90% def	252 90% def	45 36%	82 45%	149 87% jk	126 87% jk	92 74% jk	153 86% jk	158 93% jkn	126 93% jkn	225 79%	231 75%	282 73%	192 76%
Watch TV	903 73%	463 74%	439 72%	520 86% ghi	214 86% ghi	307 85% ghi	382 61%	220 64%	163 58%	109 88% lmpq	154 85% lmpq	115 67%	85 59%	105 85% lmpq	153 86% lmpq	104 61%	78 57%	218 76%	230 75%	277 72%	178 71%
Watch videos or DVDs	886 72%	445 71%	441 73%	453 75%	194 78%	259 72%	433 70%	236 69%	197 70%	95 77%	132 73%	119 69%	99 68%	99 80%	126 71%	117 69%	99 73%	209 73%	228 74%	272 71%	178 71%
Go to the movies	856 70%	427 69%	429 71%	390 64%	153 61%	238 66%	466 75% def	258 75% def	208 74% de	84 67%	112 62%	129 75% kn	102 70%	69 55%	125 71%	128 75% kn	107 78% kn	206 72%	221 72%	262 68%	166 66%
Play video or computer games	796 65%	508 82% c	287 47%	479 79% ghi	194 78% ghi	284 79% ghi	317 51%	182 53%	135 48% lmnopq	120 97% lmnopq	167 92% pq	129 75% pq	93 64% pq	74 60% pq	118 66% pq	54 32% pq	42 31%	195 68%	207 67%	232 60%	161 64%
Read	640 52%	270 43%	370 61% b	326 54%	136 55%	190 53%	315 51%	174 51%	141 50%	63 50%	77 42%	63 37%	68 47%	73 59% kl	113 64% klm	111 65% klm	73 54% l	148 52%	159 52%	193 50%	140 56%
Surf the Internet	627 51%	334 54%	292 48%	222 37% e	65 26%	157 44% de	405 65% defi	241 70% defi	164 59% def	27 22%	84 46% j	131 76% jknoq	93 64% jkno	38 30%	74 42% j	110 65% jkno	71 52% jn	146 51%	158 51%	199 52%	124 49%
Spend time with family	582 47%	255 41%	327 54% b	379 62% fghi	176 71% dfghi	203 57% ghi	203 33%	111 32%	92 33% lmpq	78 62% lmpq	90 49% lm	50 29%	38 26%	98 79% klmpq	114 64% klmpq	61 36% m	54 40% m	141 49%	168 55% tu	167 43%	106 42%
Play sports	572 46%	335 54% c	236 39%	298 49%	127 51%	171 48%	273 44%	157 46%	116 41% mnopq	81 65% mnopq	108 60% mnopq	84 49%	62 43%	46 37%	63 36%	73 43%	54 40%	141 49%	160 52% t	155 40%	116 46%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q705. What are your favorite things to do?

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Go shopping	551 45%	141 23%	410 68% b	245 40% e	77 31%	168 47% de	306 49% de	167 49% e	138 49% de	25 20%	38 21%	38 22%	40 28%	52 42% jkl	130 73% jklmn	129 76% jklmn	99 73% jklmn	131 46%	148 48%	168 44%	105 42%
Go to a concert or live music performance	414 34%	174 28%	239 39% b	83 14%	37 15%	46 13%	330 53% def	176 51% def	154 55% def	21 17%	14 8%	71 41% jkno	67 46% jkno	16 13%	32 18% k	105 62% jklmno	87 64% jklmno	87 30%	106 35%	114 30%	106 42% rt
Creative/Artistic Activities (Net)	969 79%	405 65%	564 93% b	466 77%	200 81%	266 74%	503 81%	281 82%	222 79%	82 66%	105 58%	120 70%	99 68%	118 96% jklm	161 91% jklm	161 95% jklm	123 91% jklm	236	243 79%	301 78%	190 76%
Draw, paint or sculpt	455 37%	193 31%	262 43% b	298 49% fghi	146 59% dfghi	152 42% ghi	157 25%	85 25%	71 25%	60 48% imp	72 39% lm	36 21%	25 18% jklmopq	86 69% jklmopq	81 46% imp	49 29% lm	46 34% lm	97 34%	125 40%	135 35%	99 40%
Sing	422 34%	86 14%	336 55% b	214 35%	91 37%	123 34%	208 33%	108 31%	100 36%	12 9%	16 9%	30 18% k	28 19% k	79 64% jklmp	107 61% jklmp	77 45% jklm	73 53% jklm	102 36%	100 32%	138 36%	82 33%
Write (stories, poetry, songs, in a journal, etc.)	410 33%	124 20%	287 47% b	174 29%	67 27%	108 30%	236 38% def	131 38% de	105 38% d	20 16%	25 14%	37 21%	42 29% k	47 38% jkl	82 46% jklm	94 55% jklmn	63 47% jklm	106 37%	110 36%	127 33%	68 27%
Dance	390 32%	73 12%	317 52% b	177 29%	66 27%	110 31%	213 34%	120 35%	93 33%	8 6%	16 9%	30 17%	19 13%	58 47% jklm	94 53% jklm	90 53% jklm	74 54% jklm	106 37%	92 30%	114 30%	77 31%
Take photographs or make videos	307 25%	132 21%	175 29% b	91 15%	39 16%	51 14%	216 35% def	122 36% def	95 34% def	22 18%	27 15%	44 26% o	39 27% ko	18 14%	24 13% jklmno	78 46% jklmno	56 41% jklmno	73 26%	81 26%	89 23%	64 25%
Play a musical instrument	283 23%	141 23%	142 23%	114 19%	35 14%	79 22% d	169 27% de	97 28% de	72 26% e	13 10%	38 21%	46 26% j	45 31% j	22 18%	41 23% j	51 30% j	28 20%	59 21%	69 23%	91 24%	63 25%
Make crafts, jewelry or clothes	278 23%	55 9%	223 37% b	192 32% ghi	90 36% ghi	103 29% ghi	85 14%	45 13%	40 14%	24 19% lm	18 10%	8 5%	5 3% jklmpq	65 53% jklmpq	85 48% klm	37 22% klm	35 26% klm	71 25%	84 27%	75 19%	47 19%
Act or perform on stage	228 19%	66 11%	162 27% b	101 17%	43 17%	57 16%	127 20%	71 21%	57 20%	8 6%	15 8%	26 15%	16 11% jkm	35 28% jkm	42 24% jkm	45 26% jklm	40 30% jklm	55 19%	47 15%	77 20%	50 20%
None of these	3	3	-	-	-	-	3	1	2	-	-	1	2	-	-	-	-	1	1	-	-

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q705. What are your favorite things to do?

Base: All Qualified Respondents And Quota Open

	Gender			Age							Age By Gender							Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Sigma	11489	5082	6407	5580	2271	3309	5908	3281	2628	1003	1416	1455	1207	1268	1893	1825	1420	2749	2979	3449	2312
	934%	816%	1055%	919%	915%	922%	949%	959%	936%	806%	780%	846%	833%	1024%	1068%	1073%	1046%	962%	966%	897%	919%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q710. Why do you like to do these types of activities?

Base: Selected Creative/Arts

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	964	410	554	432	139	293	532	270	262	52	124	115	119	87	169	155	143	235	270	271	188
Weighted Base	969	405	564	466	200*	266	503	281	222	82*	105*	120*	99*	118*	161*	161*	123*	236	243	301	190
It makes me feel good.	669 69%	269 66%	400 71%	323 69%	144 72%	179 67%	345 69%	180 64%	165 74%	61 74%	62 59%	73 61%	73 73%	83 71%	117 73%	107 66%	93 75%	153 65%	172 71%	207 69%	138 72%
I can use my imagination.	648 67%	273 67%	374 66%	336 72%	141 70%	196 74%	312 62%	169 60%	143 64%	61 75%	83 80%	63 53%	65 66%	80 67%	112 69%	106 65%	77 63%	157 66%	176 72%	194 65%	121 64%
I'm good at it.	606 62%	269 66%	337 60%	314 67%	132 66%	182 68%	292 58%	171 61%	120 54%	57 69%	74 71%	77 64%	62 62%	75 64%	108 67%	95 59%	59 48%	147 62%	159 65%	191 64%	109 57%
I can be by myself.	526 54%	214 53%	313 55%	224 48%	70 35%	154 58%	303 60%	164 59%	138 62%	34 42%	64 61%	61 51%	55 56%	35 30%	90 56%	104 64%	83 67%	114 49%	131 54%	183 61%	98 52%
I can express my feelings.	515 53%	183 45%	332 59%	196 42%	70 35%	126 47%	319 63%	182 65%	137 62%	17 21%	46 44%	69 57%	51 51%	52 44%	80 49%	113 70%	87 70%	128 54%	129 53%	158 53%	100 53%
I can express my individuality.	465 48%	162 40%	303 54%	175 38%	52 26%	124 46%	290 58%	163 58%	127 57%	16 19%	49 47%	51 42%	47 47%	36 30%	75 46%	113 70%	80 65%	106 45%	135 56%	140 47%	84 44%
Being creative is cool.	448 46%	189 47%	259 46%	239 51%	90 45%	149 56%	209 42%	117 42%	92 41%	43 53%	65 62%	40 33%	41 42%	46 39%	84 52%	78 48%	51 41%	107 45%	128 53%	130 43%	83 44%
I can be with friends.	412 43%	153 38%	259 46%	206 44%	76 38%	130 49%	206 41%	119 42%	88 39%	32 39%	43 41%	40 34%	38 38%	44 38%	87 54%	78 48%	50 41%	99 42%	125 51%	98 33%	90 48%
I want to be a star or famous some day.	322 33%	115 28%	207 37%	167 36%	71 36%	95 36%	155 31%	111 39%	44 20%	29 35%	25 24%	41 34%	20 20%	42 36%	70 44%	70 43%	24 20%	83 35%	79 33%	95 32%	64 34%
People tell me that they like it when I do this.	290 30%	130 32%	160 28%	165 35%	65 33%	100 37%	125 25%	71 25%	54 24%	29 36%	37 35%	34 29%	30 30%	36 30%	63 39%	36 23%	25 20%	84 36%	75 31%	93 31%	38 20%
I can meet new people.	271 28%	103 25%	168 30%	105 23%	33 17%	72 27%	166 33%	94 33%	72 33%	15 18%	23 22%	31 26%	33 33%	18 15%	49 30%	62 39%	39 32%	69 29%	79 33%	72 24%	52 27%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q710. Why do you like to do these types of activities?

Base: Selected Creative/Arts

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	969	405	564	466	200*	266	503	281	222	82*	105*	120*	99*	118*	161*	123*	236	243	301	190	
I like to be around people who are artistic or creative.	246 25%	100 25%	146 26%	114 24%	48 24%	66 25%	132 26%	77 27%	55 25%	19 23%	23 22%	34 28%	25 25%	29 24%	44 27%	44 27%	30 24%	63 27%	58 24%	73 24%	52 27%
It makes me popular with other people my age.	82 8%	48 12% c	33 6%	39 8%	13 7%	26 10%	43 8% i	30 11%	13 6%	11 13% q	10 9% q	17 14% nq	11 11% nq	3 2%	16 10% q	13 8% q	1 1%	22 9%	26 11%	15 5%	19 10%
Something else	108 11%	45 11%	63 11%	36 8%	8 4%	29 11% d	71 14% de	35 12% e	37 17% de	1 1%	14 14% j	15 13% j	15 15% j	7 6%	15 9%	19 12% jn	22 18% jn	22 9%	27 11%	39 13%	20 10%
Sigma	5607 579%	2253 556%	3354 595%	2639 566%	1012 506%	1627 612%	2968 590%	1683 599%	1285 578%	425 519%	617 590%	645 540%	566 571%	587 496%	1010 626%	1038 643%	720 585%	1355 574%	1498 617%	1688 561%	1067 562%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q721. During the past year, have you gone to any of the following, either at school or someplace else?

Summary of Yes

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
1. An art museum	481 39%	237 38%	244 40%	223 37%	86 35%	137 38%	257 41%	141 41%	117 42%	41 33%	63 35%	79 46%	54 37%	45 36%	74 42%	62 36%	63 46%	117 41%	123 40%	142 37%	99 39%
2. Some other kind of museum (such as science or history)	815 66%	427 69%	388 64%	435 72% ghi	189 76% ghi	246 68%	381 61%	211 62%	169 60%	97 78% mp	130 72% mp	117 68%	83 57%	92 74% mp	116 65%	94 55%	86 63%	208 73% t	207 67%	236 61%	165 65%
3. A play	788 64%	396 64%	393 65%	347 57%	138 56%	209 58%	441 71% def	246 72% def	195 70% def	69 56%	107 59%	125 73% jkno	94 65%	69 56%	101 57%	120 71%	102 75% jkno	200 70% t	219 71% t	213 55%	156 62%
4. An orchestra or symphony performance	383 31%	218 35% c	165 27%	149 25%	54 22%	95 26%	234 38% def	127 37% def	107 38% def	36 29%	51 28% n	69 40% no	62 43% kno	18 15%	44 25%	58 34% n	45 33% n	89 31%	98 32%	103 27%	93 37% t
5. Some other kind of concert or live music performance	749 61%	369 59%	380 63%	280 46%	110 44%	170 47%	468 75% def	249 73% def	219 78% def	56 45%	85 47%	116 68% jkno	112 77% jkno	55 44%	85 48%	132 78% jkno	107 79% jkno	190 67% t	203 66% t	207 54%	149 59%
6. A ballet or other dance performance	321 26%	106 17%	215 35% b	127 21%	48 20%	79 22%	194 31% def	99 29% d	95 34% def	18 14%	19 10%	30 18%	39 27% k	31 25% k	60 34% jkl	69 40% jklm	56 41% jklmn	88 31%	76 25%	85 22%	71 28%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q721. During the past year, have you gone to any of the following, either at school or someplace else?

Summary of No

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
1. An art museum	749 61%	386 62%	364 60%	384 63%	162 65%	222 62%	365 59%	202 59%	164 58%	84 67%	118 65%	93 54%	91 63%	79 64%	104 58%	109 64%	73 54%	169 59%	185 60%	243 63%	153 61%
2. Some other kind of museum (such as science or history)	415 34%	196 31%	219 36%	172 28%	59 24%	113 32%	242 39%	131 38%	111 40%	27 22%	52 28%	55 32%	62 43%	32 26%	62 35%	76 45%	50 37%	78 27%	101 33%	148 39%	87 35%
3. A play	442 36%	227 36%	215 35%	260 43%	110 44%	150 42%	182 29%	97 28%	85 30%	55 44%	74 41%	47 27%	51 35%	55 44%	76 43%	50 29%	34 25%	85 30%	90 29%	172 45%	95 38%
4. An orchestra or symphony performance	847 69%	405 65%	442 73%	458 75%	194 78%	264 74%	389 62%	215 63%	173 62%	89 71%	131 72%	103 60%	82 57%	106 85%	134 75%	112 66%	91 67%	197 69%	210 68%	282 73%	158 63%
5. Some other kind of concert or live music performance	481 39%	254 41%	228 37%	327 54%	138 56%	189 53%	155 25%	94 27%	61 22%	69 55%	96 53%	56 32%	33 23%	69 56%	92 52%	38 22%	28 21%	95 33%	105 34%	178 46%	103 41%
6. A ballet or other dance performance	909 74%	517 83%	392 65%	480 79%	200 80%	280 78%	429 69%	243 71%	186 66%	107 86%	163 90%	141 82%	106 73%	93 75%	117 66%	102 60%	80 59%	197 69%	232 75%	299 78%	181 72%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q721_1. During the past year, have you gone to any of the following, either at school or someplace else?

1. An art museum

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Yes	481 39%	237 38%	244 40%	223 37%	86 35%	137 38%	257 41%	141 41%	117 42%	41 33%	63 35%	79 46%	54 37%	45 36%	74 42%	62 36%	63 46%	117 41%	123 40%	142 37%	99 39%
No	749 61%	386 62%	364 60%	384 63%	162 65%	222 62%	365 59%	202 59%	164 58%	84 67%	118 65%	93 54%	91 63%	79 64%	104 58%	109 64%	73 54%	169 59%	185 60%	243 63%	153 61%
Sigma	1230 100%	623 100%	607 100%	607 100%	248 100%	359 100%	623 100%	342 100%	281 100%	124 100%	182 100%	172 100%	145 100%	124 100%	177 100%	170 100%	136 100%	286 100%	308 100%	385 100%	251 100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q721_2. During the past year, have you gone to any of the following, either at school or someplace else?
 2. Some other kind of museum (such as science or history)

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Yes	815 66%	427 69%	388 64%	435 72% ghi	189 76% ghi	246 68%	381 61%	211 62%	169 60%	97 78% mp	130 72% mp	117 68%	83 57%	92 74% mp	116 65%	94 55%	86 63%	208 73% t	207 67%	236 61%	165 65%
No	415 34%	196 31%	219 36%	172 28%	59 24%	113 32%	242 39% de	131 38% de	111 40% de	27 22%	52 28%	55 32%	62 43% jkn	32 26%	62 35%	76 45% jkn	50 37%	78 27%	101 33%	148 39% r	87 35%
Sigma	1230 100%	623 100%	607 100%	607 100%	248 100%	359 100%	623 100%	342 100%	281 100%	124 100%	182 100%	172 100%	145 100%	124 100%	177 100%	170 100%	136 100%	286 100%	308 100%	385 100%	251 100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q721_3. During the past year, have you gone to any of the following, either at school or someplace else?

3. A play

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Yes	788 64%	396 64%	393 65%	347 57%	138 56%	209 58%	441 71% def	246 72% def	195 70% def	69 56%	107 59%	125 73% jkno	94 65%	69 56%	101 57%	120 71%	102 75% jkno	200 70% t	219 71% t	213 55%	156 62%
No	442 36%	227 36%	215 35%	260 43% ghi	110 44% ghi	150 42% ghi	182 29%	97 28%	85 30%	55 44% lq	74 41% lq	47 27%	51 35%	55 44% lq	76 43% lq	50 29%	34 25%	85 30%	90 29%	172 45% rs	95 38%
Sigma	1230 100%	623 100%	607 100%	607 100%	248 100%	359 100%	623 100%	342 100%	281 100%	124 100%	182 100%	172 100%	145 100%	124 100%	177 100%	170 100%	136 100%	286 100%	308 100%	385 100%	251 100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q721_4. During the past year, have you gone to any of the following, either at school or someplace else?

4. An orchestra or symphony performance

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Yes	383 31%	218 35% c	165 27%	149 25%	54 22%	95 26%	234 38% def	127 37% def	107 38% def	36 29%	51 28% n	69 40% no	62 43% kno	18 15%	44 25%	58 34% n	45 33% n	89 31%	98 32%	103 27%	93 37% t
No	847 69%	405 65%	442 73% b	458 75% ghi	194 78% ghi	264 74% ghi	389 62%	215 63%	173 62%	89 71%	131 72% m	103 60%	82 57% klmpq	106 85%	134 75% lm	112 66%	91 67%	197 69%	210 68%	282 73% u	158 63%
Sigma	1230 100%	623 100%	607 100%	607 100%	248 100%	359 100%	623 100%	342 100%	281 100%	124 100%	182 100%	172 100%	145 100%	124 100%	177 100%	170 100%	136 100%	286 100%	308 100%	385 100%	251 100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q721_5. During the past year, have you gone to any of the following, either at school or someplace else?

5. Some other kind of concert or live music performance

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Yes	749 61%	369 59%	380 63%	280 46%	110 44%	170 47%	468 75% def	249 73% def	219 78% def	56 45%	85 47%	116 68% jkno	112 77% jkno	55 44%	85 48%	132 78% jkno	107 79% jkno	190 67% t	203 66% t	207 54%	149 59%
No	481 39%	254 41%	228 37%	327 54% ghi	138 56% ghi	189 53% ghi	155 25%	94 27%	61 22%	69 55% lmpq	96 53% lmpq	56 32%	33 23%	69 56% lmpq	92 52% lmpq	38 22%	28 21%	95 33%	105 34%	178 46% rs	103 41%
Sigma	1230 100%	623 100%	607 100%	607 100%	248 100%	359 100%	623 100%	342 100%	281 100%	124 100%	182 100%	172 100%	145 100%	124 100%	177 100%	170 100%	136 100%	286 100%	308 100%	385 100%	251 100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q721_6. During the past year, have you gone to any of the following, either at school or someplace else?

6. A ballet or other dance performance

Base: All Qualified Respondents And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1230	621	609	577	182	395	653	329	324	90	205	163	163	92	190	166	161	291	344	349	246
Weighted Base	1230	623	607	607	248	359	623	342	281	124*	182	172*	145	124*	177	170*	136*	286	308	385	251
Yes	321 26%	106 17%	215 35% b	127 21%	48 20%	79 22%	194 31% def	99 29% d	95 34% def	18 14%	19 10%	30 18%	39 27% k	31 25% k	60 34% jkl	69 40% jklm	56 41% jklmn	88 31%	76 25%	85 22%	71 28%
No	909 74%	517 83% c	392 65%	480 79% ghi	200 80% gi	280 78% gi	429 69% def	243 71%	186 66%	107 86% opq	163 90% mnopq	141 82% opq	106 73% pq	93 75% q	117 66%	102 60%	80 59%	197 69%	232 75%	299 78%	181 72%
Sigma	1230 100%	623 100%	607 100%	607 100%	248 100%	359 100%	623 100%	342 100%	281 100%	124 100%	182 100%	172 100%	145 100%	124 100%	177 100%	170 100%	136 100%	286 100%	308 100%	385 100%	251 100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

September 2003

 **HarrisInteractive**[®]
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Q706. How much do you agree or disagree with the following statements?

Disagree Summary Table

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Creative people are popular	328 27%	168 28%	160 27%	119 20%	59 23%	60 19%	210 34% def	109 32% df	101 36% def	25 21%	35 20%	51 30% o	57 39% jkno	34 24%	25 17%	58 33% ko	44 34% ko	70 25%	87 29%	105 28%	67 27%
Creative people are smart	122 10%	67 11%	55 9%	41 7%	22 9%	19 6%	81 13% df	49 14% df	32 12% f	7 6%	13 8%	26 16% o	20 14% o	15 11%	5 3%	23 13% o	12 9%	27 10%	32 11%	34 9%	29 12%
It's fun to be with creative people	65 5%	36 6%	29 5%	23 4%	12 5%	11 3%	43 7% i	34 10% dfgi	9 3%	5 4%	9 5%	17 10% o	5 4%	7 5%	2 1%	16 9% o	4 3%	16 6%	22 7%	12 3%	14 6%
Creative people do well in school	129 11%	76 12%	53 9%	41 7%	22 9%	19 6%	88 14% df	38 11%	50 18% defg	9 8%	12 7%	25 15% o	30 20% jkop	13 9%	7 5%	13 7%	21 16% ko	34 12%	28 9%	44 12%	23 9%
Being creative helps a person succeed in life	83 7%	43 7%	40 7%	29 5%	16 6%	13 4%	54 9% fi	39 11% df	15 6%	8 6%	10 6%	17 10% o	9 6%	8 6%	4 2%	22 13% o	6 5%	19 7%	26 9%	24 6%	15 6%
Creative people are happy	157 13%	77 13%	80 14%	42 7%	20 8%	21 7%	116 19% def	57 17% def	59 21% def	5 4%	14 8%	27 16% jo	31 21% jko	15 11%	7 5%	30 17% jo	28 21% jko	28 10%	35 12%	59 15%	36 15%
I am a creative person	125 10%	71 12%	54 9%	46 8%	19 7%	27 8%	79 13% d	47 14% d	33 12%	11 9%	16 9%	26 15% o	19 13%	8 6%	11 8%	21 12% o	14 11% o	26 10%	34 11%	40 10%	26 10%
Art, music, dance, and theater make the world a better place to live in	132 11%	76 13%	55 9%	59 10%	29 11%	30 9%	72 12%	46 13%	26 10%	13 11%	22 13%	23 14% o	18 12%	17 12%	7 5%	23 13% o	8 6%	34 12%	38 12%	34 9%	26 10%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706. How much do you agree or disagree with the following statements?

Disagree Summary Table

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender		Age						Age By Gender								Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706. How much do you agree or disagree with the following statements?

Agree Summary Table

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Creative people are popular	385 32%	193 32%	192 32%	277 48% ghi	127 49% ghi	150 47% ghi	108 17%	58 17%	50 18%	55 46% lmpq	73 42% lmpq	40 23% p	26 18%	72 51% lmpq	77 52% lmpq	19 11%	24 18%	72 26%	93 31%	133 35%	87 35%
Creative people are smart	717 60%	360 59%	358 60%	428 74% ghi	195 75% ghi	233 72% ghi	290 47%	157 46%	132 48%	91 76% lmpq	112 64% pq	85 50%	72 50%	104 74% lmpq	121 82% klmpq	73 42%	60 46%	173 63%	162 54%	230 61%	152 61%
It's fun to be with creative people	937 78%	446 73%	491 83% b	474 81% gh	221 85% gh	253 78% h	464 75% h	238 69%	226 82% gh	95 79%	122 70%	118 70%	111 77%	126 90% klmp	131 88% klmp	120 69%	115 88% klp	207 75%	239 80%	295 78%	196 80%
Creative people do well in school	727 60%	352 58%	374 63%	424 73% ghi	196 76% ghi	228 71% ghi	303 49%	160 46%	144 52%	89 74% lmpq	116 66% lmp	79 46%	68 47%	107 77% lmpq	112 76% lmpq	81 46%	75 57%	163 59%	175 58%	229 60%	159 64%
Being creative helps a person succeed in life	902 75%	435 71%	467 79% b	443 76% f	206 79% dfgh	237 74%	459 74%	240 70%	219 79% gh	90 75%	114 66%	124 73%	107 74%	116 83% kp	123 83% kp	116 66%	113 86% klmp	202 74%	228 76%	285 75%	186 75%
Creative people are happy	634 53%	303 50%	332 56%	413 71% ghi	194 75% ghi	219 68% ghi	221 36%	123 36%	98 36%	82 68% lmpq	104 60% lmpq	61 36%	55 38%	112 80% klmpq	115 78% klmpq	62 35%	43 33%	157 57%	157 52%	199 52%	121 49%
I am a creative person	929 77%	448 74%	481 81% b	476 82% gh	220 85% gh	256 79% h	453 73% h	235 68%	219 79% gh	97 81% l	132 76% l	106 62%	113 78% l	123 88% klp	124 84% l	129 74%	106 80% l	216 79%	226 75%	295 78%	192 78%
Art, music, dance, and theater make the world a better place to live in	839 70%	384 63%	455 77% b	412 71% f	207 80% dfgh	205 64%	427 69% h	216 63%	211 77% fgh	94 79% kl	88 51%	100 59%	102 70% k	112 81% klp	117 79% kl	116 66% k	110 84% klmp	186 68%	195 65%	279 74%	179 72%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706. How much do you agree or disagree with the following statements?

Agree Summary Table

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender		Age						Age By Gender								Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_1. How much do you agree or disagree with the following statements?

1. Creative people are popular.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	385 32%	193 32%	192 32%	277 48% ghi	127 49% ghi	150 47% ghi	108 17% ghi	58 17% ghi	50 18% ghi	55 46% impq	73 42% impq	40 23% p	26 18% p	72 51% impq	77 52% impq	19 11% p	24 18% p	72 26% p	93 31% p	133 35% p	87 35% p
(5) Strongly Agree	114 10%	50 8%	64 11%	96 16% fghi	54 21% ghi	42 13% ghi	18 3% ghi	10 3% ghi	9 3% ghi	23 19% impq	15 9% p	6 4% p	5 4% p	30 22% klmpq	27 18% impq	3 2% p	3 3% p	18 7% p	36 12% p	27 7% p	34 14% rt
(4) Somewhat Agree	271 23%	143 23%	127 22%	181 31% ghi	73 28% ghi	108 33% ghi	90 14% ghi	49 14% ghi	41 15% ghi	32 26% p	58 33% impq	33 20% p	20 14% p	41 30% mpq	50 34% impq	15 9% p	20 16% p	54 19% p	58 19% p	106 28% p	53 22% p
(3) Neither Agree nor Disagree	489 41%	248 41%	240 41%	186 32% ghi	74 28% ghi	112 35% ghi	302 49% def	177 51% def	126 46% def	40 33% p	67 38% p	79 47% no	62 43% n	34 24% p	45 31% p	98 56% jkno	63 48% no	134 49% tu	120 40% p	141 37% p	93 38% p
Disagree (Net)	328 27%	168 28%	160 27%	119 20% p	59 23% p	60 19% p	210 34% def	109 32% df	101 36% def	25 21% p	35 20% p	51 30% o	57 39% jkno	34 24% p	25 17% p	58 33% ko	44 34% ko	70 25% p	87 29% p	105 28% p	67 27% p
(2) Somewhat Disagree	237 20%	120 20%	118 20%	71 12% p	31 12% p	40 12% p	166 27% def	86 25% def	80 29% def	11 9% p	21 12% p	46 27% jko	43 30% jkno	21 15% p	20 13% p	40 23% jk	37 28% jkno	39 14% p	69 23% r	80 21% p	50 20% p
(1) Strongly Disagree	91 8%	48 8%	43 7%	47 8% p	28 11% p	19 6% p	44 7% p	23 7% p	20 7% p	15 12% lo	14 8% p	6 3% p	13 9% p	13 9% p	5 4% p	18 10% p	7 5% p	31 11% p	19 6% p	25 7% p	17 7% p
Mean	3.1	3.0	3.1	3.4 ghi	3.4 ghi	3.4 ghi	2.8	2.8	2.8	3.3 impq	3.2 impq	2.9	2.7	3.4 impq	3.5 impq	2.7	2.8	3.0	3.1	3.1	3.2

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_1. How much do you agree or disagree with the following statements?

1. Creative people are popular.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.0	1.0	1.1	1.1	1.2	1.1	0.9	0.9	0.9	1.2	1.0	0.9	0.9	1.2	1.1	0.8	0.9	1.0	1.1	1.0	1.1
Std. Err.	0.03	0.04	0.04	0.05	0.08	0.06	0.03	0.05	0.05	0.12	0.08	0.07	0.07	0.11	0.08	0.07	0.07	0.06	0.06	0.06	0.06
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_2. How much do you agree or disagree with the following statements?

2. Creative people are smart.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	717 60%	360 59%	358 60%	428 74% ghi	195 75% ghi	233 72% ghi	290 47% ghi	157 46% ghi	132 48% impq	91 76% pq	112 64% pq	85 50% pq	72 50% pq	104 74% impq	121 82% klmpq	73 42% klmpq	60 46% klmpq	173 63% klmpq	162 54% klmpq	230 61% klmpq	152 61% klmpq
(5) Strongly Agree	289 24%	135 22%	154 26%	196 34% fghi	106 41% dfghi	90 28% ghi	93 15% ghi	45 13% ghi	48 17% lpq	41 34% lpq	39 22% p	26 15% p	29 20% klmpq	65 47% klmpq	51 35% impq	19 11% impq	18 14% impq	56 20% impq	65 22% impq	101 27% impq	67 27% impq
(4) Somewhat Agree	428 36%	225 37%	203 34%	232 40% gi	89 34% gi	143 44% ghi	197 32% ghi	112 33% ghi	84 31% ghi	50 42% ghi	73 42% ghi	59 35% ghi	43 29% ghi	39 28% ghi	70 47% mnpq	53 31% mnpq	42 32% mnpq	117 43% mnpq	97 32% mnpq	129 34% mnpq	85 34% mnpq
(3) Neither Agree nor Disagree	363 30%	183 30%	180 30%	113 19% jkl	43 16% kl	71 22% lmn	250 40% opq	138 40% opq	112 41% opq	22 19% opq	49 28% opq	59 35% opq	53 36% opq	20 15% opq	21 14% opq	79 45% opq	59 45% opq	75 27% opq	106 35% opq	115 30% opq	66 27% opq
Disagree (Net)	122 10%	67 11%	55 9%	41 7% rst	22 9% st	19 6% rst	81 13% rst	49 14% rst	32 12% rst	7 6% rst	13 8% rst	26 16% rst	20 14% rst	15 11% rst	5 3% rst	23 13% rst	12 9% rst	27 10% rst	32 11% rst	34 9% rst	29 12% rst
(2) Somewhat Disagree	93 8%	47 8%	45 8%	25 4% vw	15 6% vw	11 3% vw	67 11% vw	44 13% vw	24 9% vw	4 3% vw	7 4% vw	24 14% vw	13 9% vw	11 8% vw	4 3% vw	20 12% vw	10 8% vw	18 7% vw	24 8% vw	28 7% vw	22 9% vw
(1) Strongly Disagree	29 2%	19 3%	10 2%	15 3% xyz	8 3% xyz	8 2% xyz	14 2% xyz	6 2% xyz	8 3% xyz	3 2% xyz	7 4% xyz	3 2% xyz	7 5% xyz	5 3% xyz	1 1% xyz	3 2% xyz	2 1% xyz	8 3% xyz	8 3% xyz	7 2% xyz	7 3% xyz
Mean	3.7	3.7	3.8	4.0 ghi	4.0 ghi	3.9 ghi	3.5	3.4	3.5	4.0 impq	3.7 p	3.5	3.5	4.1 impq	4.1 klmpq	3.4	3.5	3.7	3.6	3.8	3.7

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_2. How much do you agree or disagree with the following statements?

2. Creative people are smart.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender		Age						Age By Gender								Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.0	1.0	1.0	1.0	1.0	0.9	0.9	0.9	1.0	0.9	1.0	1.0	1.1	1.1	0.8	0.9	0.9	1.0	1.0	1.0	1.0
Std. Err.	0.03	0.04	0.04	0.04	0.07	0.05	0.04	0.05	0.05	0.09	0.07	0.08	0.08	0.10	0.06	0.07	0.07	0.06	0.06	0.06	0.06
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_3. How much do you agree or disagree with the following statements?

3. It's fun to be with creative people.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	937 78%	446 73%	491 83% b	474 81% gh	221 85% gh	253 78% h	464 75% h	238 69%	226 82% gh	95 79%	122 70%	118 70%	111 77%	126 90% klmp	131 88% klmp	120 69%	115 88% klp	207 75%	239 80%	295 78%	196 80%
(5) Strongly Agree	450 37%	188 31%	261 44% b	237 41% fh	126 49% dfgh	111 34%	212 34% h	96 28%	116 42% gh	40 34%	47 27%	42 25%	59 41% kl	86 62% klmnopq	64 43% kl	54 31%	57 43% kl	93 34%	102 34%	151 40%	104 42%
(4) Somewhat Agree	488 41%	258 42%	230 39%	237 41%	95 37%	142 44%	251 41%	142 41%	110 40%	55 46% n	75 43%	76 45% n	52 36%	40 29%	66 45% n	65 38%	58 44% n	113 41%	137 46%	144 38%	93 38%
(3) Neither Agree nor Disagree	199 17%	127 21% c	72 12%	85 15% e	27 10%	59 18% de	114 18% e	72 21% e	41 15%	20 17% n	43 25% noq	34 20% nq	29 20% n	6 5%	15 10% noq	38 22% noq	13 10%	52 19%	39 13%	72 19%	36 15%
Disagree (Net)	65 5%	36 6%	29 5%	23 4%	12 5%	11 3%	43 7% i	34 10% dfgi	9 3%	5 4%	9 5%	17 10% o	5 4%	7 5%	2 1%	16 9% o	4 3%	16 6%	22 7%	12 3%	14 6%
(2) Somewhat Disagree	39 3%	22 4%	16 3%	15 3%	9 3%	7 2%	23 4%	17 5%	6 2%	2 2%	5 3%	12 7% o	3 2%	7 5%	1 1%	5 3%	3 2%	6 2%	11 4%	11 3%	10 4%
(1) Strongly Disagree	27 2%	14 2%	13 2%	7 1%	3 1%	4 1%	20 3% i	17 5% dfi	3 1%	3 2%	4 2%	6 3%	2 1%	-	* *	12 7% noq	1 1%	10 4% t	11 4% t	1 *	4 2%
Mean	4.1	4.0	4.2 b	4.2 fgh	4.3 fgh	4.1 h	4.0 h	3.8	4.2 gh	4.1	3.9	3.8	4.1 l	4.5 jklmp	4.3 klp	3.8	4.3 klp	4.0	4.0	4.1	4.1

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_3. How much do you agree or disagree with the following statements?

3. It's fun to be with creative people.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	0.9	0.9	0.9	0.9	0.9	0.8	1.0	1.0	0.8	0.9	0.9	1.0	0.9	0.8	0.7	1.1	0.8	1.0	1.0	0.8	0.9
Std. Err.	0.03	0.04	0.04	0.04	0.06	0.05	0.04	0.06	0.05	0.09	0.07	0.08	0.07	0.07	0.06	0.09	0.06	0.06	0.06	0.05	0.05
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_4. How much do you agree or disagree with the following statements?

4. Creative people do well in school.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	727 60%	352 58%	374 63%	424 73% ghi	196 76% ghi	228 71% ghi	303 49% ghi	160 46% ghi	144 52% ghi	89 74% lmpq	116 66% lmp	79 46% lmp	68 47% lmp	107 77% lmpq	112 76% lmpq	81 46% lmpq	75 57% lmpq	163 59% lmpq	175 58% lmpq	229 60% lmpq	159 64% lmpq
(5) Strongly Agree	258 21%	125 20%	133 22%	179 31% ghi	89 34% ghi	89 28% ghi	79 13% ghi	50 14% ghi	30 11% mpq	34 29% mpq	42 24% mpq	33 19% mpq	16 11% klmpq	55 40% lmpq	47 32% lmpq	17 10% lmpq	14 11% lmpq	54 20% lmpq	70 23% lmpq	74 19% lmpq	60 24% lmpq
(4) Somewhat Agree	469 39%	228 37%	241 41%	245 42% h	107 41% h	138 43% h	224 36% h	110 32% h	114 41% g	55 46% g	74 42% g	46 27% g	53 36% g	52 37% g	64 44% g	64 37% g	61 47% g	109 40% g	105 35% g	156 41% g	99 40% g
(3) Neither Agree nor Disagree	346 29%	181 30%	165 28%	117 20% defi	41 16% defi	76 24% defi	229 37% defi	147 43% defi	82 30% de	22 18% de	47 27% n	66 39% jno	47 32% jn	19 14% jno	29 20% jno	81 46% jknoq	35 27% n	78 28% n	97 32% n	106 28% n	65 26% n
Disagree (Net)	129 11%	76 12% df	53 9% df	41 7% df	22 9% df	19 6% df	88 14% df	38 11% df	50 18% defg	9 8% defg	12 7% defg	25 15% o	30 20% jkop	13 9% jkop	7 5% jkop	13 7% jkop	21 16% ko	34 12% ko	28 9% ko	44 12% ko	23 9% ko
(2) Somewhat Disagree	105 9%	61 10% jknop	44 7% jknop	27 5% jknop	13 5% jknop	14 4% jknop	78 13% jknop	33 10% jknop	45 16% jknop	6 5% jknop	7 4% jknop	22 13% jknop	26 18% jknop	8 5% jknop	7 5% jknop	10 6% jknop	19 14% jknop	29 11% jknop	22 7% jknop	36 9% jknop	17 7% jknop
(1) Strongly Disagree	25 2%	15 2% jknop	10 2% jknop	14 2% jknop	9 4% jknop	5 2% jknop	10 2% jknop	5 2% jknop	5 2% jknop	4 3% jknop	5 3% jknop	3 2% jknop	3 2% jknop	6 4% jknop	- - jknop	2 1% jknop	2 1% jknop	5 2% jknop	6 2% jknop	9 2% jknop	5 2% jknop
Mean	3.7	3.6	3.8	3.9 ghi	4.0 ghi	3.9 ghi	3.5	3.5	3.4 lmpq	3.9 lmpq	3.8 lmpq	3.5	3.4	4.0 lmpq	4.0 lmpq	3.5	3.5	3.7	3.7	3.7	3.8

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_4. How much do you agree or disagree with the following statements?

4. Creative people do well in school.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.0	1.0	0.9	1.0	1.0	0.9	0.9	0.9	0.9	1.0	0.9	1.0	1.0	1.1	0.8	0.8	0.9	1.0	1.0	1.0	1.0
Std. Err.	0.03	0.04	0.04	0.04	0.07	0.05	0.04	0.05	0.05	0.09	0.07	0.08	0.08	0.10	0.07	0.06	0.07	0.06	0.06	0.06	0.05
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_5. How much do you agree or disagree with the following statements?

5. Being creative helps a person succeed in life.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	902 75%	435 71%	467 79% b	443 76%	206 79%	237 74%	459 74%	240 70%	219 79% gh	90 75%	114 66%	124 73%	107 74%	116 83% kp	123 83% kp	116 66%	113 86% klmp	202 74%	228 76%	285 75%	186 75%
(5) Strongly Agree	400 33%	185 30%	215 36%	218 37% gh	102 39% gh	116 36%	182 29%	92 27%	90 32%	39 32%	54 31%	51 30%	42 29%	63 45% lmp	62 42% p	41 24%	48 37%	88 32%	100 33%	130 34%	81 33%
(4) Somewhat Agree	502 42%	250 41%	252 43%	225 39%	104 40%	121 38%	277 45%	147 43%	130 47%	51 42%	61 35%	73 43%	65 45%	53 38%	61 41%	74 43%	65 49% k	114 41%	128 42%	155 41%	105 43%
(3) Neither Agree nor Disagree	217 18%	131 22% c	86 14%	110 19%	38 15%	72 22%	107 17%	66 19%	41 15%	23 19%	50 29% noq	29 17%	29 20% q	15 11%	22 15%	36 21% q	12 9%	54 20%	47 16%	71 19%	46 18%
Disagree (Net)	83 7%	43 7%	40 7%	29 5%	16 6%	13 4%	54 9% fi	39 11% df	15 6%	8 6%	10 6%	17 10% o	9 6%	8 6%	4 2%	22 13% o	6 5%	19 7%	26 9%	24 6%	15 6%
(2) Somewhat Disagree	49 4%	27 4%	21 4%	11 2%	3 1%	8 2%	38 6% de	26 7% def	12 4%	* *	6 4%	14 8% jo	7 5%	3 2%	2 1%	12 7% jo	5 4%	7 3%	16 5%	13 3%	12 5%
(1) Strongly Disagree	35 3%	16 3%	19 3%	18 3% f	13 5% i	6 2%	16 3% i	13 4%	3 1%	8 6%	4 2%	3 2%	2 1%	5 4%	2 1%	10 6%	1 1%	12 4%	10 3%	10 3%	3 3%
Mean	4.0	3.9	4.1	4.1 h	4.1 h	4.0 h	3.9 h	3.8	4.1 gh	3.9	3.9	3.9	3.9	4.2 p	4.2 klmp	3.7	4.2 kp	3.9	4.0	4.0	4.0

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_5. How much do you agree or disagree with the following statements?

5. Being creative helps a person succeed in life.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.0	0.9	1.0	1.0	1.0	0.9	1.0	0.8	1.1	0.8	1.0	1.0	1.0	0.9
Std. Err.	0.03	0.04	0.04	0.04	0.07	0.05	0.04	0.06	0.05	0.10	0.07	0.08	0.07	0.09	0.07	0.09	0.06	0.06	0.06	0.06	0.05
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_6. How much do you agree or disagree with the following statements?

6. Creative people are happy.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	634 53%	303 50%	332 56%	413 71% ghi	194 75% ghi	219 68% ghi	221 36% ghi	123 36% ghi	98 36% impq	82 68% impq	104 60% impq	61 36% impq	55 38% klmpq	112 80% klmpq	115 78% klmpq	62 35% klmpq	43 33% klmpq	157 57%	157 52%	199 52%	121 49%
(5) Strongly Agree	242 20%	100 16%	143 24% b	186 32% fghi	110 43% dfghi	75 23% ghi	57 9% ghi	22 6% ghi	34 12% gh	38 31% impq	33 19% lp	12 7% lp	17 11% jklmpq	73 52% klmpq	42 28% impq	10 6% impq	18 13% impq	48 17%	65 21%	82 22%	48 20%
(4) Somewhat Agree	392 33%	203 33%	189 32%	227 39% eghi	84 32% deghi	144 45% deghi	165 27% deghi	101 29% deghi	64 23% deghi	44 37% q	71 41% q	49 29% q	39 27% q	39 28% lmnpq	73 49% lmnpq	51 30% lmnpq	25 19% lmnpq	109 40% u	92 31%	118 31%	73 29%
(3) Neither Agree nor Disagree	410 34%	230 38% c	180 30%	127 22% c	45 17% c	82 25% c	283 46% def	164 48% def	119 43% def	33 27% n	56 32% no	82 48% jkno	59 41% no	12 9% no	26 17% no	82 47% jkno	60 46% jkno	90 33%	109 36%	122 32%	89 36%
Disagree (Net)	157 13%	77 13%	80 14%	42 7% c	20 8% c	21 7% c	116 19% def	57 17% def	59 21% def	5 4% f	14 8% f	27 16% jo	31 21% jko	15 11% jo	7 5% jo	30 17% jko	28 21% jko	28 10%	35 12%	59 15%	36 15%
(2) Somewhat Disagree	123 10%	59 10%	64 11%	29 5% c	12 5% c	17 5% c	94 15% def	50 14% def	44 16% def	1 1% f	12 7% f	24 14% jo	21 15% jo	11 8% jo	6 4% jo	25 15% jko	23 17% jko	19 7%	26 9%	51 14% r	27 11%
(1) Strongly Disagree	34 3%	18 3%	16 3%	12 2% c	8 3% c	4 1% c	22 4% def	7 2% def	14 5% f	4 3% f	3 1% f	2 1% f	9 6% klmpq	4 3% klmpq	2 1% klmpq	5 3% klmpq	5 4% klmpq	9 3%	9 3%	7 2%	9 4%
Mean	3.6	3.5	3.6	3.9 fghi	4.1 dfghi	3.8 ghi	3.2	3.2	3.2	3.9 impq	3.7 impq	3.3	3.2	4.2 klmpq	4.0 klmpq	3.2	3.2	3.6	3.6	3.6	3.5

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_6. How much do you agree or disagree with the following statements?

6. Creative people are happy.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.0	1.0	1.0	1.0	1.0	0.9	0.9	0.9	1.0	1.0	0.9	0.8	1.0	1.1	0.8	0.9	1.0	1.0	1.0	1.0	1.0
Std. Err.	0.03	0.04	0.04	0.04	0.07	0.05	0.04	0.05	0.06	0.09	0.07	0.07	0.08	0.10	0.07	0.07	0.08	0.05	0.06	0.06	0.06
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_7. How much do you agree or disagree with the following statements?

7. I am a creative person.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	929 77%	448 74%	481 81% b	476 82% gh	220 85% gh	256 79% h	453 73% h	235 68%	219 79% gh	97 81% i	132 76% j	106 62%	113 78% k	123 88% klp	124 84% l	129 74%	106 80% m	216 79%	226 75%	295 78%	192 78%
(5) Strongly Agree	434 36%	180 30%	253 43% b	255 44% ghi	128 49% ghi	127 39% gh	179 29%	88 26%	91 33%	41 34%	57 33%	35 21%	47 33%	86 62% jklmpq	70 48% klmpq	53 31%	44 33% l	99 36%	115 38%	135 36%	85 34%
(4) Somewhat Agree	496 41%	268 44%	228 38%	221 38%	92 36%	129 40%	275 44%	147 43%	128 46%	56 46% n	75 43% n	71 42% n	66 45% n	37 26%	53 36%	76 43% n	62 47% n	117 43%	111 37%	160 42%	107 43%
(3) Neither Agree nor Disagree	147 12%	90 15% c	57 10%	60 10%	21 8%	39 12%	88 14% i	63 18% degi	24 9%	12 10%	26 15% jmnoq	38 23% n	13 9%	8 6%	13 9%	25 14% n	11 9%	33 12%	41 14%	45 12%	29 12%
Disagree (Net)	125 10%	71 12%	54 9%	46 8%	19 7%	27 8%	79 13% d	47 14% d	33 12%	11 9%	16 9% n	26 15%	19 13%	8 6%	11 8%	21 12% n	14 11% n	26 10%	34 11%	40 10%	26 10%
(2) Somewhat Disagree	88 7%	51 8%	37 6%	30 5%	10 4%	20 6%	58 9% de	37 11% de	21 8%	7 6%	12 7% n	21 12% n	11 8%	3 2%	8 6%	15 9% n	10 8% n	16 6%	22 7%	31 8%	19 8%
(1) Strongly Disagree	37 3%	20 3%	17 3%	16 3%	9 3%	7 2%	21 3%	10 3%	11 4%	4 3%	5 3% n	5 3%	7 5%	5 4%	3 2%	5 3% n	4 3% n	10 4%	12 4%	9 2%	6 3%
Mean	4.0	3.9	4.1 b	4.2 ghi	4.2 ghi	4.1 gh	3.9	3.8	4.0	4.0 l	4.0 l	3.6	3.9	4.4 jklmpq	4.2 lp	3.9	4.0 l	4.0	4.0	4.0	4.0

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_7. How much do you agree or disagree with the following statements?

7. I am a creative person.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1	1.0	1.0	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.1	1.0	1.0
Std. Err.	0.03	0.04	0.04	0.04	0.06	0.05	0.04	0.06	0.06	0.09	0.08	0.08	0.09	0.09	0.08	0.08	0.08	0.06	0.06	0.06	0.06
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_8. How much do you agree or disagree with the following statements?

8. Art, music, dance, and theater make the world a better place to live in.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1202	597	605	560	230	330	642	321	321	108	169	160	160	122	161	161	161	308	283	298	312
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Agree (Net)	839 70%	384 63%	455 77% b	412 71% f	207 80% dfgh	205 64%	427 69% h	216 63%	211 77% fgh	94 79% kl	88 51%	100 59%	102 70% k	112 81% klp	117 79% kl	116 66% k	110 84% klmp	186 68%	195 65%	279 74%	179 72%
(5) Strongly Agree	461 38%	190 31%	271 46% b	226 39% f	121 47% dfh	106 33%	234 38%	118 34%	116 42%	45 37% k	36 20%	50 29%	59 41% k	76 55% jkl	70 47% kl	69 39% k	56 43% k	87 32%	92 31%	164 43% rs	117 47% rs
(4) Somewhat Agree	378 31%	194 32%	184 31%	185 32%	86 33%	100 31%	193 31%	97 28%	96 35%	50 41%	53 30%	50 29%	42 29%	36 26%	47 32%	47 27%	54 41% np	100 36% u	102 34%	115 30%	62 25%
(3) Neither Agree nor Disagree	232 19%	149 24% c	82 14%	111 19% e	24 9% degi	87 27% degi	121 19% ei	83 24% egi	38 14%	13 11% jmnopq	64 37%	47 28% jnoq	25 17%	10 8%	23 16%	36 20% nq	13 10%	55 20%	68 23%	66 17%	42 17%
Disagree (Net)	132 11%	76 13%	55 9%	59 10%	29 11%	30 9%	72 12%	46 13%	26 10%	13 11%	22 13%	23 14% o	18 12%	17 12%	7 5%	23 13%	8 6%	34 12%	38 12%	34 9%	26 10%
(2) Somewhat Disagree	84 7%	45 7%	40 7%	39 7%	18 7%	21 6%	45 7%	28 8%	18 6%	4 4%	14 8%	16 9%	11 8%	14 10%	7 5%	12 7%	6 5%	20 7%	24 8%	30 8%	11 4%
(1) Strongly Disagree	47 4%	32 5%	16 3%	20 3%	11 4%	9 3%	27 4%	18 5%	9 3%	8 7% o	9 5% o	8 5%	7 5% o	3 2%	* *	10 6% o	2 1%	14 5% t	14 5% t	4 1%	15 6% t
Mean	3.9	3.8	4.1 b	4.0 f	4.1 dfh	3.8	3.9 h	3.8	4.1 gh	4.0 k	3.5	3.7	3.9 k	4.2 kl	4.2 klp	3.9 k	4.2 klp	3.8	3.8	4.1 rs	4.0 s

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q706_8. How much do you agree or disagree with the following statements?

8. Art, music, dance, and theater make the world a better place to live in.

Base: Qualified U.S. Respondent Ages 8-18 And Quota Open

	Gender		Age						Age By Gender								Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1202	610	592	582	259	322	620	344	276	120*	174*	170*	145*	139*	148*	174*	131*	275	300	379	247
Std. Dev.	1.1	1.1	1.0	1.1	1.1	1.0	1.1	1.2	1.1	1.1	1.1	1.1	1.2	1.1	0.9	1.2	0.9	1.1	1.1	1.0	1.2
Std. Err.	0.03	0.05	0.04	0.05	0.07	0.06	0.04	0.06	0.06	0.11	0.08	0.09	0.09	0.10	0.07	0.09	0.07	0.06	0.07	0.06	0.07
Sigma	1202	610	592	582	259	322	620	344	276	120	174	170	145	139	148	174	131	275	300	379	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

October 2003



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Q700. Where do you find out about fun things to do after school and on weekends?

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
My friends	1012 83%	526 82%	485 84%	412 74%	158 68%	254 77%	600 91% def	309 92% def	291 89% def	75 63%	132 74%	169 93% jkno	150 91% jkno	83 74%	122 81% j	139 91% jkno	141 88% jkn	229 83%	246 81%	325 84%	212 84%
TV	715 59%	385 60%	330 57%	330 59%	145 63%	185 56%	385 58%	210 63%	175 54%	72 61%	95 53%	121 66% kq	97 59%	73 65% q	90 60%	89 58%	78 49%	159 57%	173 57%	240 62%	142 56%
My parents	622 51%	326 51%	296 51%	436 78% fghi	194 84% dfghi	243 74% ghi	186 28%	97 29%	89 27%	101 85% lmpq	133 75% lmpq	52 29%	39 24%	93 82% lmpq	109 73% lmpq	45 29%	50 31%	149 54%	155 51%	191 50%	127 50%
Internet	523 43%	299 46% c	224 39%	148 26% e	45 20%	102 31% de	375 57% def	198 59% def	178 55% def	16 14%	55 31% j	128 70% jkno	101 61% jkno	29 26%	48 32% j	70 46% jkno	77 48% jkno	125 45%	126 42%	165 43%	105 41%
Radio	472 39%	219 34%	253 44% b	119 21%	58 25%	61 18%	353 53% def	187 56% def	166 51% def	18 15%	24 13%	96 53% jkno	81 49% jko	40 36% jk	37 25% k	91 59% jkno	85 53% jkno	83 30%	112 37%	182 47% rsu	93 37%
Magazine or newspaper	452 37%	220 34%	232 40%	145 26%	57 25%	88 27%	307 47% def	156 46% def	152 47% def	26 22%	46 26%	74 41% jko	74 45% jkno	31 28%	42 28%	81 53% jkno	78 48% jkno	94 34%	101 33%	160 41%	97 38%
My brothers or sisters	387 32%	194 30%	193 33%	168 30%	60 26%	109 33%	219 33%	117 35%	101 31%	33 28%	59 33%	61 33%	41 25%	26 24%	50 33%	56 37%	61 38% m	84 30%	88 29%	121 31%	94 37%
Posters or billboards	335 27%	151 23%	184 32% b	72 13%	37 16%	35 11%	262 40% def	138 41% def	124 38% def	11 9%	20 11%	64 35% jko	55 34% jko	26 23% jko	15 10%	74 48% jkmno	69 43% jkno	58 21%	76 25%	127 33% r	73 29%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q700. Where do you find out about fun things to do after school and on weekends?

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Teachers	305 25%	143 22%	162 28%	186 33% ghi	89 38% ghi	97 30% ghi	119 18%	66 20%	53 16%	38 32% lmq	48 27% lq	27 15%	29 18%	50 45% klmpq	49 32% lmq	39 26% lq	23 15%	67 24%	71 23%	101 26%	65 26%
Church or place of worship	303 25%	149 23%	154 27%	147 26%	66 28%	81 25%	156 24%	75 22%	81 25%	34 29%	37 21%	40 22%	38 23%	32 28%	45 30%	35 23%	43 27%	58 21%	66 22%	119 31% rs	60 24%
Someplace else	154 13%	75 12%	79 14%	40 7%	16 7%	24 7%	114 17% def	55 16% def	59 18% def	11 10%	11 6%	31 17% kn	22 14% n	4 4%	13 9%	25 16% kn	36 22% jkno	25 9%	39 13%	55 14%	35 14%
I don't know where to find out about fun things to do.	26 2%	14 2%	12 2%	10 2%	4 2%	7 2%	16 2% h	2 1%	13 4% gh	* *	5 3%	1 *	8 5% l	3 3%	1 1%	1 1%	6 4%	3 1%	11 4%	8 2%	4 2%
Sigma	5305 435%	2701 419%	2604 452%	2214 395%	929 401%	1286 391%	3091 468%	1609 480%	1481 456%	438 367%	664 372%	864 475%	735 447%	490 437%	621 414%	746 486%	747 465%	1133 409%	1263 418%	1796 465%	1107 436%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_1. During the past 12 months, have you participated in the following activities in school or outside of school?

1. An acting or drama class or program

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	287 23%	133 21%	153 27%	108 19%	44 19%	64 19%	179 27% df	90 27% d	89 27% d	22 18%	31 18%	42 23%	38 23%	23 20%	32 21%	48 31% k	51 32% k	67 24%	65 21%	78 20%	77 30% t
Participated Outside of School	157 13%	58 9%	100 17% b	60 11%	32 14%	29 9%	97 15% f	54 16% f	43 13%	7 6%	10 6%	22 12%	19 11%	25 22% jk	18 12%	32 21% jk	24 15% k	44 16% s	22 7%	53 14% s	38 15% s
I Never Did This	838 69%	477 74% c	361 63%	406 72% gh	161 70%	245 74% gh	432 65%	216 64%	216 66%	95 80% npq	138 77% npq	127 70%	116 71%	66 59%	106 71% p	89 58%	100 62%	187 67%	224 74% u	268 69%	158 62%
Sigma	1282 105%	668 104%	614 107%	574 102%	238 102%	337 102%	708 107%	360 107%	348 107%	124 104%	180 101%	192 105%	173 105%	114 101%	157 105%	169 110%	175 109%	298 107%	311 103%	399 103%	273 107%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q711_2. During the past 12 months, have you participated in the following activities in school or outside of school?

2. A play

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	415 34%	189 29%	226 39% b	208 37%	94 40% i	114 35%	208 31%	113 34%	94 29%	48 40% m	49 28%	55 30%	37 22%	46 41% m	65 43% klm	59 38% m	58 36% m	98 35%	89 29%	131 34%	98 39%
Participated Outside of School	175 14%	82 13%	93 16%	76 14%	34 15%	42 13%	99 15%	55 17%	44 13%	11 9%	15 8%	31 17% k	25 15%	23 21% k	27 18% k	24 16%	19 12%	43 15%	29 10%	64 17% s	39 15%
I Never Did This	699 57%	402 62% c	297 51%	299 53%	112 48%	188 57%	400 61% de	193 58%	206 63% de	65 54%	118 66% no	107 59% n	112 68% no	47 42%	69 46%	87 56%	94 59% n	154 56%	198 65% rtu	210 54%	135 53%
Sigma	1289 106%	674 105%	616 107%	583 104%	240 103%	343 104%	706 107%	362 108%	344 106%	124 104%	182 102%	193 106%	174 106%	116 103%	161 107%	169 110%	170 106%	295 106%	316 104%	405 105%	273 107%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_3. During the past 12 months, have you participated in the following activities in school or outside of school?

24 Oct 2003
Table 4

3. A music or singing class or program

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	658 54%	337 52%	321 56%	379 68% ghi	167 72% ghi	212 64% ghi	279 42%	153 46%	126 39%	91 76% klmpq	106 59% lmq	75 41%	65 39%	75 67% lmpq	106 71% lmpq	78 51%	61 38%	169 61% tu	175 58%	193 50%	121 48%
Participated Outside of School	229 19%	111 17%	118 20%	97 17%	37 16%	60 18%	132 20%	68 20%	64 20%	16 13%	22 12%	39 21%	35 21%	21 19%	38 26% jk	29 19%	30 18%	58 21% s	33 11%	92 24% s	45 18%
I Never Did This	461 38%	257 40%	204 35%	134 24%	50 21%	85 26%	327 49% def	153 46% def	174 53% def	25 21%	57 32% o	89 49% jkno	87 53% jkno	24 22%	28 19%	64 42% jno	87 54% jkno	87 31%	113 38%	151 39%	110 43% r
Sigma	1349 110%	705 109%	643 112%	610 109%	253 109%	357 109%	739 112%	374 112%	364 112%	132 111%	185 104%	202 111%	186 113%	120 107%	172 115%	172 112%	178 111%	314 113%	321 106%	435 113%	276 109%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Q711_4. During the past 12 months, have you participated in the following activities in school or outside of school?

4. A music or singing performance

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	604 49%	306 47%	298 52%	340 61%	147 63%	193 59%	264 40%	149 44%	115 35%	83 69%	98 55%	69 38%	56 34%	64 57%	95 64%	80 52%	58 36%	134 48%	154 51%	192 50%	123 48%
Participated Outside of School	277 23%	133 21%	144 25%	103 18%	47 20%	56 17%	174 26%	88 26%	87 27%	19 16%	25 14%	45 25%	44 27%	28 25%	31 21%	43 28%	42 26%	69 25%	57 19%	103 27%	46 18%
I Never Did This	499 41%	286 44%	213 37%	182 32%	64 28%	118 36%	317 48%	144 43%	174 53%	33 28%	72 40%	94 52%	87 53%	31 27%	46 31%	50 32%	87 54%	118 42%	124 41%	144 37%	113 45%
Sigma	1380 113%	725 112%	655 114%	624 111%	257 111%	367 112%	756 114%	380 113%	375 115%	135 113%	194 109%	208 114%	188 114%	123 109%	173 115%	172 112%	187 117%	321 116%	335 111%	438 114%	282 111%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_5. During the past 12 months, have you participated in the following activities in school or outside of school?

5. A dance class or program

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	109 9%	38 6%	71 12% b	40 7%	13 6%	26 8%	69 10%	37 11%	32 10%	4 3%	10 5%	14 8%	11 7%	10 9%	17 11%	24 15% jkm	21 13% j	25 9%	22 7%	34 9%	28 11%
Participated Outside of School	165 14%	27 4%	138 24% b	80 14%	36 16%	44 13%	85 13%	47 14%	38 12%	1 1%	10 5%	9 5%	6 4%	35 31% jklm	34 23% jklm	37 24% jklm	32 20% jklm	40 14% s	22 7%	68 17% s	35 14% s
I Never Did This	981 80%	590 91% c	391 68%	450 80%	185 80%	266 81%	530 80%	270 81%	260 80%	115 96% nopq	160 90% nopq	164 90% nopq	150 91% nopq	70 62%	105 70%	106 69%	110 68%	221 80%	263 87% rt	292 76%	203 80%
Sigma	1254 103%	654 101%	600 104%	570 102%	234 101%	336 102%	684 104%	354 106%	330 101%	120 100%	180 101%	187 103%	167 102%	115 102%	156 104%	167 109%	163 101%	285 103%	307 102%	394 102%	266 105%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_6. During the past 12 months, have you participated in the following activities in school or outside of school?

6. A dance performance

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	132 11%	44 7%	89 15% b	50 9%	19 8%	31 10%	82 12% i	52 16% dei	30 9%	7 6%	11 6%	15 8%	10 6%	11 10%	20 13%	37 24% jklmnoq	20 13%	32 11% s	16 5%	51 13% s	34 13% s
Participated Outside of School	159 13%	32 5%	127 22% b	79 14%	34 15%	45 14%	80 12%	47 14%	33 10%	6 5%	9 5%	11 6%	6 4%	28 25% jklm	36 24% jklm	36 24% jklm	27 17% jklm	42 15%	29 10%	58 15%	30 12%
I Never Did This	973 80%	582 90% c	391 68%	448 80%	182 78%	266 81%	525 79%	255 76%	270 83%	107 89% nopq	163 91% nopq	160 88% nopq	151 92% nopq	75 67%	103 69%	94 61%	119 74%	216 78%	261 86% rt	294 76%	200 79%
Sigma	1264 103%	657 102%	607 105%	577 103%	234 101%	343 104%	687 104%	354 106%	333 102%	120 100%	183 103%	186 102%	167 102%	114 101%	159 106%	168 109%	166 103%	289 104%	306 101%	403 104%	265 104%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_7. During the past 12 months, have you participated in the following activities in school or outside of school?

7. An art class or program (such as drawing, painting or other art)

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	665 54%	336 52%	329 57%	420 75%	180 78%	241 73%	245 37%	141 42%	104 32%	103 86%	126 70%	66 36%	41 25%	76 68%	115 76%	74 49%	63 39%	170 61%	170 56%	178 46%	146 57%
Participated Outside of School	159 13%	75 12%	84 15%	78 14%	36 15%	42 13%	81 12%	44 13%	37 11%	14 11%	19 11%	27 15%	15 9%	22 20%	23 15%	17 11%	23 14%	44 16%	22 7%	53 14%	40 16%
I Never Did This	474 39%	272 42%	203 35%	108 19%	42 18%	66 20%	367 56%	174 52%	193 59%	13 11%	40 23%	103 57%	115 70%	28 25%	25 17%	70 46%	78 49%	88 32%	122 40%	173 45%	92 36%
Sigma	1299 106%	683 106%	616 107%	606 108%	257 111%	348 106%	693 105%	358 107%	335 103%	130 109%	185 104%	197 108%	171 104%	127 113%	163 109%	162 105%	164 102%	302 109%	314 104%	404 105%	279 110%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_8. During the past 12 months, have you participated in the following activities in school or outside of school?

8. A photography class or program

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	94 8%	36 6%	57 10% b	21 4%	4 2%	16 5%	73 11% def	28 8% de	44 14% def	3 3%	5 3%	14 8%	14 9% n	1 1%	12 8%	15 10% kn	30 19% jklmno	21 8%	23 8%	22 6%	27 11%
Participated Outside of School	76 6%	45 7%	31 5%	15 3%	3 1%	12 4%	61 9% def	29 9% def	32 10% def	3 3%	4 2%	19 11% jkn	19 11% jkn	*	8 5%	10 6% n	13 8% n	12 4%	8 3%	33 9% s	23 9% s
I Never Did This	1061 87%	567 88%	494 86%	526 94% ghi	224 97% ghi	302 92% ghi	534 81%	280 84%	254 78%	113 95% lmpq	170 95% lmpq	150 82%	134 82%	111 99% lmopq	133 89% q	131 85% q	119 74%	247 89% u	272 90% u	332 86%	207 82%
Sigma	1231 101%	648 101%	582 101%	563 100%	232 100%	331 101%	668 101%	338 101%	330 101%	120 100%	179 100%	183 100%	168 102%	112 100%	152 102%	155 101%	162 101%	281 101%	303 100%	387 100%	258 102%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q711_9. During the past 12 months, have you participated in the following activities in school or outside of school?

9. A video- or movie-making class or program

Base: Qualified U.S. Respondents Ages 8-18 And Quota Open

	Gender			Age						Age By Gender								Region			
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1221	611	610	567	232	335	654	331	323	120	160	169	162	112	175	162	161	334	322	330	234
Weighted Base	1221	644	577	560	232	329	661	335	325	120*	179*	182	164	112*	150	153	161	277	302	386	254
Participated In School	142 12%	77 12%	65 11%	38 7%	10 4%	28 9%	104 16% def	43 13% de	61 19% def	4 3%	17 9%	29 16% jn	28 17% jno	6 6%	11 8%	13 9% jknop	34 21% j	30 11%	27 9%	56 14%	29 12%
Participated Outside of School	123 10%	76 12%	46 8%	31 6%	12 5%	19 6%	91 14% def	56 17% def	35 11% d	2 2%	10 5%	39 22% jknopq	26 16% jkoq	10 9%	10 6%	17 11% j	9 6%	22 8%	27 9%	44 11%	30 12%
I Never Did This	980 80%	505 78%	475 82%	495 88% ghi	211 91% ghi	284 87% ghi	485 73%	249 74%	236 73%	114 95% lmpq	154 86% lm	124 68%	114 69%	97 86% lm	131 87% lmq	126 82% lm	122 76%	229 82%	255 84%	297 77%	199 78%
Sigma	1245 102%	659 102%	586 102%	565 101%	233 100%	332 101%	680 103%	348 104%	332 102%	120 100%	180 101%	192 106%	167 102%	113 101%	152 101%	156 102%	165 103%	281 101%	308 102%	396 103%	258 101%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base

Q715. Where did you participate in these artistic or creative activities?

Base: Participated In Program Outside Of School

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	601	255	346	259	104	155	342	190	152	36	58	93	68	68	97	97	84	171	130	173	126
Weighted Base	579	267	312	238	92*	146*	342	187	154*	30**	63*	97*	77*	62*	83*	90*	78*	139*	106*	208	125*
My home	274 47%	130 49%	144 46%	91 38%	31 34%	60 41%	183 54% de	97 52% de	87 56% def	13 42%	26 42%	51 52% n	41 53% n	18 29%	34 41%	46 51% n	46 59% no	55 40%	46 43%	111 53%	62 50%
Church or place of worship	232 40%	106 40%	126 40%	118 50% ghi	50 55% ghi	67 46% gh	114 33%	59 32%	55 35%	22 71%	31 49% l	26 26%	28 37%	29 47% l	36 44% l	34 37%	27 34%	48 35%	45 43%	99 47% u	38 31%
A school for art, music, dance etc.	171 30%	55 20%	117 37% b	75 32%	28 30%	47 33%	96 28%	51 27%	45 29%	4 15%	18 29%	18 19%	14 18%	23 38% lm	29 35% lm	33 36% lm	32 41% lm	41 30%	22 21%	60 29%	48 38% s
Camp	150 26%	64 24%	87 28%	73 31%	37 40% dghi	36 25%	77 23%	44 23%	34 22%	12 39%	17 27%	21 22%	14 18%	25 40% lm	19 23%	23 25%	20 26%	38 28%	17 16%	56 27%	39 31% s
Youth group or program (such as Girl Scouts, Boy Scouts, Boys & Girls Clubs, Big Brothers / Big Sisters, 4H)	125 22%	47 17%	79 25%	61 26% i	24 26% i	38 26% i	64 19%	43 23%	21 13%	9 28%	13 20%	19 20%	6 8%	15 25% m	25 30% m	24 27% m	15 19%	29 21%	25 24%	44 21%	28 22%
Recreation or community center	102 18%	48 18%	54 17%	52 22%	16 17%	36 25% g	50 15%	29 16%	21 14%	4 13%	18 29%	17 17%	9 11%	12 20%	18 21%	12 14%	12 16%	28 20%	23 22%	31 15%	20 16%
Theater or museum	73 13%	36 13%	38 12%	21 9%	4 5%	17 12%	52 15% e	26 14%	26 17% e	2 6%	6 10%	16 17%	12 15%	3 4%	11 13%	10 11%	14 18% n	14 10%	12 11%	28 13%	20 16%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q715. Where did you participate in these artistic or creative activities?

Base: Participated In Program Outside Of School

	Gender			Age						Age By Gender							Region				
	Total	Male	Female	8-12	8-9	10-12	13-18	13-15	16-18	Male 8-9	Male 10-12	Male 13-15	Male 16-18	Female 8-9	Female 10-12	Female 13-15	Female 16-18	East	South	Mid-West	West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	579	267	312	238	92*	146*	342	187	154*	30**	63*	97*	77*	62*	83*	90*	78*	139*	106*	208	125*
Someplace else	130 23%	62 23%	68 22%	32 13%	12 13%	20 14%	99 29% def	56 30% def	43 28% def	4 14%	11 17%	24 25% o	23 30% o	8 13%	9 11%	32 36% no	19 25% o	33 24%	20 19%	51 24%	27 22%
Sigma	1259 217%	547 205%	712 228%	524 220%	202 219%	322 221%	735 215%	405 216%	330 214%	69 229%	141 223%	191 198%	146 190%	133 215%	181 219%	213 236%	185 238%	286 207%	210 198%	480 230%	282 225%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f/g/h/i - j/k/l/m/n/o/p/q - r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing