

ICPSR 35575

Americans and the Arts [1973 - 1992]

The National Research Center of the Arts

Questionnaire for Americans and the Arts V
[1987]

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LOUIS HARRIS AND ASSOCIATES, INC.
630 Fifth Avenue
New York, New York 10111

/ FOR OFFICE USE ONLY:
/
/ Questionnaire No.: _____
/
/ 5-6-7-8

Study No. 871009

Date March 17, 1987

Sample Point No. / / / / / / / /
10-11-12-13-14-15-16

Time Started: _____ A.M./P.M.

Interviewer: _____ I.D. No.: _____ Date: _____

Area Code: _____ Telephone No.: _____
(17-26)

Hello. I'm _____ from Louis Harris and Associates, the national survey research firm in New York. We are conducting a national survey about important issues facing the public today and would like to ask you some questions.

Q1. Are you 18 years of age or older? (IF NO, ASK IF ANYONE IN HOUSEHOLD IS 18 YEARS OLD OR OLDER AND ASK TO SPEAK WITH THAT PERSON. IF NO ONE IN HOUSEHOLD IS 18 OR OLDER, SCREEN OUT.)

Yes..... (CONTINUE WITH QUESTIONNAIRE)
No..... (SCREENOUT)
Refused..... (REFUSAL)

S2. We want to speak with the youngest (male/female person) 18 and over in this household, who lives here most of the year. (NOTE: IN THE CASE OF STUDENTS, TAKE THOSE WHO ESSENTIALLY LIVE AT HOME AND GO TO SCHOOL, BUT NOT THOSE WHO ARE NOT HOME MOST OF THE YEAR).

BE SURE TO GET YOUNGEST ADULT AVAILABLE

91 FROM OBSERVATION: Respondent Sex

Male..... (27(_____ -1
Female..... _____ -2.

1a. First, we would like to know approximately how many hours a week you spend at your job or occupation, and that includes keeping house or going to school as well as working for pay or profit. How many hours would you estimate you spend at work, housekeeping, or studies, including any travel time to and from the job or school?

DO NOT READ LIST -- RECORD BELOW

1b. And about how many hours each week do you estimate you have available to relax, watch TV, take part in sports or hobbies, go swimming or skiing, go to the movies, theater, concerts, or other forms of entertainment, get together with friends, and so forth?

DO NOT READ LIST -- RECORD BELOW

| | <u>Q.1a</u> <u>Work</u> | <u>Q.1b</u> <u>Leisure</u> |
|-----------------------------|----------------------------|-------------------------------|
| 10 hours or less..... | (28(_____-1 | (30(_____-1 |
| 11-15 hours..... | _____-2 | _____-2 |
| 16-20 hours..... | _____-3 | _____-3 |
| 21-25 hours..... | _____-4 | _____-4 |
| 26-30 hours..... | _____-5 | _____-5 |
| 31-35 hours..... | _____-6 | _____-6 |
| 36-40 hours..... | _____-7 | _____-7 |
| 41-45 hours..... | _____-8 | _____-8 |
| 46-50 hours..... | _____-9 | _____-9 |
| 51-60 hours..... | _____-0 | _____-0 |
| More than 60 hours..... | (29(_____-1 | (31(_____-1 |
| It varies (vol.)..... | _____-2 | _____-2 |
| Don't work (vol.)..... | _____-3 | XXXXX |
| No leisure time (vol.)..... | XXXXX | _____-4 |
| Not sure..... | _____-5 | _____-5 |

2a. Is there a (READ EACH ITEM) that is easily accessible from your home, or not?

| <u>ROTATE -- START AT "X"</u> | <u>Is</u> | <u>Is</u> <u>Not</u> | <u>Not</u> <u>Sure</u> |
|---|-------------|-------------------------|---------------------------|
| () 1. Stadium or arena where sports events take place.... | (32(_____-1 | _____-2 | _____-3 |
| () 2. Theater where plays or musicals are performed..... | (33(_____-1 | _____-2 | _____-3 |
| () 3. Park or botanical garden..... | (34(_____-1 | _____-2 | _____-3 |
| () 4. Community, neighborhood, or recreational center where people can learn various arts and crafts..... | (35(_____-1 | _____-2 | _____-3 |
| () 5. Concert hall where musical concerts or operas are performed..... | (36(_____-1 | _____-2 | _____-3 |
| () 6. Public library..... | (37(_____-1 | _____-2 | _____-3 |
| () 7. Movie theater..... | (38(_____-1 | _____-2 | _____-3 |
| () 8. Museum with painting and sculpture or with scientific or historical exhibits..... | (39(_____-1 | _____-2 | _____-3 |
| () 9. Public tennis court or golf course..... | (40(_____-1 | _____-2 | _____-3 |

2b. Whether or not you are personally interested in having facilities such as museums, theaters, and concert halls in the community, how important do you think it is to the quality of life in the community to have such things available -- very important, somewhat important, of minor importance, or not at all important? RECORD BELOW

2c. How important do you think it is to businesses and the economy of this community to have facilities such as museums, theaters, and concert halls available -- very important, somewhat important, of minor importance, or not at all important? RECORD BELOW

| | <u>Q.2b</u> Importance to Quality of Life in the Community | <u>Q.2c</u> Importance to Business and Economy |
|---------------------------|---|---|
| Very important..... | (41(____ -1 | (42(____ -1 |
| Somewhat important..... | ____ -2 | ____ -2 |
| Of minor importance..... | ____ -3 | ____ -3 |
| Not at all important..... | ____ -4 | ____ -4 |
| Not sure..... | ____ -6 | ____ -6 |

3. Do you feel there should be more (READ EACH ITEM) presented in this area, or do you think enough are already being given?

| <u>ROTATE -- START AT "X"</u> | <u>Should be More</u> | <u>Enough Being Given</u> | <u>Not Sure</u> |
|---|---------------------------|-----------------------------------|---------------------|
| () 1. Sports events..... | (43(____ -1 | ____ -2 | ____ -3 |
| () 2. Children's theater performances..... | (44(____ -1 | ____ -2 | ____ -3 |
| () 3. Plays, musicals, pantomimes, and other adult performances..... | (45(____ -1 | ____ -2 | ____ -3 |
| () 4. Ballet or modern dance performances..... | (46(____ -1 | ____ -2 | ____ -3 |
| () 5. Folk or ethnic dance performances..... | (47(____ -1 | ____ -2 | ____ -3 |
| () 6. Classical music concerts or recitals..... | (48(____ -1 | ____ -2 | ____ -3 |
| () 7. Popular music performances such as rock, country, and other popular music presentations.. | (49(____ -1 | ____ -2 | ____ -3 |
| () 8. Outdoor arts festivals..... | (50(____ -1 | ____ -2 | ____ -3 |
| () 9. Exhibitions of paintings or sculpture..... | (51(____ -1 | ____ -2 | ____ -3 |

4. Let me read you some activities that some people do at least every once in a while. Please tell me whether you yourself do each of these activities at least once in a while or not. READ EACH ITEM

| <u>ROTATE -- START AT "X"</u> | <u>Do</u> | <u>Don't</u> <u>Do</u> | <u>Not</u> <u>Sure</u> |
|--|-------------|---------------------------|---------------------------|
| () 1. Paint, draw, or engage in graphic arts such as etching..... | (52(_____-1 | _____-2 | _____-3 |
| () 2. Make pottery or ceramics..... | (53(_____-1 | _____-2 | _____-3 |
| () 3. Sing in a choir or other choral group..... | (54(_____-1 | _____-2 | _____-3 |
| () 4. Do needlepoint, weaving, or other handwork..... | (55(_____-1 | _____-2 | _____-3 |
| () 5. Make sculpture or work with clay..... | (56(_____-1 | _____-2 | _____-3 |
| () 6. Write stories or poems..... | (57(_____-1 | _____-2 | _____-3 |
| () 7. Play a musical instrument..... | (58(_____-1 | _____-2 | _____-3 |
| () 8. Work with a local theater group..... | (59(_____-1 | _____-2 | _____-3 |
| () 9. Engage in photography..... | (60(_____-1 | _____-2 | _____-3 |
| () 10. Dance, ballet or modern dance..... | (61(_____-1 | _____-2 | _____-3 |
| () 11. Dance, folk or ethnic dance..... | (62(_____-1 | _____-2 | _____-3 |

5. Approximately how often did you go to the movies in the past 12 months?

DO NOT READ LIST

| | |
|------------------------|-------------|
| None..... | (63(_____-1 |
| Once..... | _____-2 |
| 2-3 times..... | _____-3 |
| 4-5 times..... | _____-4 |
| 6-10 times..... | _____-5 |
| 11-20 times..... | _____-6 |
| 21-30 times..... | _____-7 |
| 31-50 times..... | _____-8 |
| 51 times and over..... | _____-9 |
| Not sure..... | _____-0 |

6a. Do you ever go to any live performances of plays, musical theater, pantomime, or other kinds of theater, or not?

| | | |
|---------------|-------------|-------------------|
| Do go..... | (64(_____-1 | (ASK Q. 6b) |
| Never go..... | _____-2 | } (SKIP TO Q. 7a) |
| Not sure..... | _____-3 | |

6b. Approximately how many times did you go to live theater performances in the past 12 months, not counting any performances given by your children in connection with school or classes? DO NOT READ LIST

| | |
|-------------------------|-------------|
| None..... | (65(_____-1 |
| Once..... | _____-2 |
| 2-3 times..... | _____-3 |
| 4-5 times..... | _____-4 |
| 6-10 times..... | _____-5 |
| 11-20 times..... | _____-6 |
| More than 20 times..... | _____-7 |
| Not sure..... | _____-8 |

ASK EVERYONE

7a. Do you ever go to live popular music performances by popular singers, bands, rock groups, and the like, or not?

Do go.....(66(____-1 (ASK Q7b)

Never go.....____-2 } (SKIP TO Q.8a)
Not sure.....____-3 }

7b. Approximately how many times did you go to live popular music performances in the past 12 months? DO NOT READ LIST

None.....(67(____-1
Once.....____-2
2-3 times.....____-3
4-5 times.....____-4
6-10 times.....____-5
11-20 times.....____-6
More than 20 times.....____-7
Not sure.....____-8

ASK EVERYONE

8a. How often would you estimate you buy records or recordings of classical music -- do you buy classical music or recordings frequently, every once in a while, only occasionally, or almost never?

Frequently.....(68(____-1
Every once in a while.....____-2
Only occasionally.....____-3
Almost never.....____-4
Never (vol.).....____-5
Not sure.....____-6

8b. And how often do you listen to classical music, either on recordings or on the radio -- do you listen to classical music frequently, every once in a while, only occasionally, or almost never?

Frequently.....(69(____-1
Every once in a while.....____-2
Only occasionally.....____-3
Almost never.....____-4
Never (vol.).....____-5
Not sure.....____-6

8c. What about live performances of classical or symphonic music by orchestras, chamber groups, soloists. etc. -- do you ever go to such classical music performances, or not?

Do go(70(____-1 (ASK Q. 8d)

Never go.....____-2 } (SKIP TO Q.8e)
Not sure.....____-3 }

8d. Approximately how many times did you go to live classical music performances in the past 12 months, not counting performances given by your children in connection with school or classes? DO NOT READ LIST

None.....(71(____-1
 Once.....____-2
 2-3 times.....____-3
 4-5 times.....____-4
 6-10 times.....____-5
 11-20 times.....____-6
 More than 20 times.....____-7
 Not sure.....____-8

ASK EVERYONE

8e. What about live performances of opera or musical theater -- do you ever go to live opera or musical theater performances, or not?

Do go.....(72(____-1 (ASK Q. 8f)
 Never go.....____-2 } (SKIP TO Q.9)
 Not sure.....____-3 }

8f. Approximately how many times did you go to live performances of opera or musical theater in the past 12 months, not counting performances given by your children in connection with school or classes?

None.....(73(____-1
 Once.....____-2
 2-3 times.....____-3
 4-5 times.....____-4
 6-10 times.....____-5
 11-20 times.....____-6
 More than 20 times.....____-7
 Not sure.....____-8

ASK EVERYONE

8g. What about contemporary or avant-garde music -- do you ever go to such live concerts, or not?

Do go.....(74(____-1 (ASK Q.8h)
 Never go.....____-2 } (SKIP TO Q. 9a)
 Not sure.....____-3 }

8h. About how many times have you gone to a live concert of contemporary music in the past 12 months?

None.....(75(____-1
 Once.....____-2
 2-5 times.....____-3
 6-20 times.....____-4
 More than 20 times.....____-5
 Not sure.....____-6

ASK EVERYONE

9a. And what about dance performances -- do you ever go to live performances of ballet or modern dance, or folk or ethnic dance, or not?

Do go.....(76(____-1 (ASK Q.9b)

Never go.....____-2 } (SKIP TO Q.10)
Not sure.....____-3 }

9b. Approximately how many times did you go to live performances of ballet or modern dance, or folk or ethnic dance, in the past 12 months, not counting performances given by your children in connection with school or classes?

None.....(77(____-1
Once.....____-2
2-5 times.....____-3
6-20 times.....____-4
More than 20 times.....____-5
Not sure.....____-6

ASK EVERYONE

10. I would like to read you some reasons people have given us why they do not go out more often to performances of things such as music, theater, and dance. For each, would you tell me whether it is a major reason you don't go out more often to live performances, is it a minor reasons, or is it not a reason at all for your not going out more often to live performances? READ EACH ITEM

| <u>ROTATE -- START AT "X"</u> | <u>Major Reason</u> | <u>Minor Reason</u> | <u>Not A Reason At All</u> | <u>Not Sure</u> |
|---|-------------------------|-------------------------|------------------------------------|---------------------|
| () 1. Ticket prices are too high.....(78(| -1 | -2 | -3 | -4 |
| () 2. It is too difficult to get from here to places where performances are given.....(79(| -1 | -2 | -3 | -4 |
| () 3. It is so difficult to find a parking place...(80(| -1 | -2 | -3 | -4 |
| () 4. The costs of hiring a baby-sitter, eating out, and other such costs, are more than I can afford.....*2(10(| -1 | -2 | -3 | -4 |
| () 5. Performances are usually given in neighborhoods or areas I prefer not to visit.(11(| -1 | -2 | -3 | -4 |
| () 6. The quality of performances given in this area are not usually worth the time, trouble, or money.....(12(| -1 | -2 | -3 | -4 |
| () 7. Tickets are usually too difficult to obtain.....(13(| -1 | -2 | -3 | -4 |
| () 8. Not very many performances are given in this area.....(14(| -1 | -2 | -3 | -4 |
| () 9. It is difficult to get information on what performances are being given.....(15(| -1 | -2 | -3 | -4 |
| () 10. I feel out of place in the theaters and concert halls where performances are given...(16(| -1 | -2 | -3 | -4 |
| () 11. Going out at night is a real worry.....(17(| -1 | -2 | -3 | -4 |
| () 12. I don't get enough uplift when I attend an arts performance.....(18(| -1 | -2 | -3 | -4 |
| () 13. I don't have enough time to do it.....(19(| -1 | -2 | -3 | -4 |

11a. How many times, if any, did you visit art museums that exhibit paintings, drawings, sculpture, etc., during the past 12 months? DO NOT READ LIST

| | | |
|-------------------------|------|----|
| None..... | (20(| -1 |
| Once..... | | -2 |
| 2-3 times..... | | -3 |
| 4-5 times..... | | -4 |
| 6-10 times..... | | -5 |
| 11-20 times..... | | -6 |
| More than 20 times..... | | -7 |
| Not sure..... | | -8 |

11b. And how many times did you visit science or natural history museums during the past 12 months? DO NOT READ LIST

| | | | |
|----------------|----|-------------------------|----|
| None.....(21(| -1 | 6-10 times..... | -5 |
| Once..... | -2 | 11-20 times..... | -6 |
| 2-3 times..... | -3 | More than 20 times..... | -7 |
| 4-5 times..... | -4 | Not sure..... | -8 |

11c. And how about history museums which preserve objects from the past -- including historic buildings or sites -- how many times did you visit history museums in the past 12 months?

| | |
|-------------------------|----|
| None.....(22(| -1 |
| Once..... | -2 |
| 2-3 times..... | -3 |
| 4-5 times..... | -4 |
| 5-10 times..... | -5 |
| 11-20 times..... | -6 |
| More than 20 times..... | -7 |
| Not sure..... | -8 |

11d. I would like to read you some reasons people have given us why they do not go to museums more often. For each, would you tell me whether it is a major reason why you do not go to museums more often, a minor reason, or not a reason at all? READ EACH ITEM

| | Major Reason | Minor Reason | Not A Reason At All | Not Sure |
|--|--------------|--------------|---------------------|----------|
| <u>ROTATE -- START AT "X"</u> | | | | |
| () 1. It's too difficult to get from here to museums.....(23(| -1 | -2 | -3 | -4 |
| () 2. It is so difficult to find a parking space...(24(| -1 | -2 | -3 | -4 |
| () 3. The quality of exhibitions at museums in this area is not good enough to make going to them worthwhile.....(25(| -1 | -2 | -3 | -4 |
| () 4. There is always pretty much the same thing shown, so there is no need to go very often..(26(| -1 | -2 | -3 | -4 |
| () 5. Exhibitions are usually presented in neighborhoods or areas I prefer not to visit.(27(| -1 | -2 | -3 | -4 |
| () 6. It is difficult to get information on what museum exhibitions and events are going on...(28(| -1 | -2 | -3 | -4 |
| () 7. I don't feel comfortable going to museums....(29(| -1 | -2 | -3 | -4 |
| () 8. It is too expensive to go to museums.....(30(| -1 | -2 | -3 | -4 |
| () 9. There are not enough museum exhibitions in this area.....(31(| -1 | -2 | -3 | -4 |
| () 10. I don't get enough uplift when I visit a museum.....(32(| -1 | -2 | -3 | -4 |
| () 11. I don't have enough time to do it.....(33(| -1 | -2 | -3 | -4 |

12a. Different people get different things out of the arts. As far as you are concerned, do you ever find the arts (READ EACH ITEM), or not?

| | Arts Do | Arts Do Not | Not Sure |
|---|---------|-------------|----------|
| <u>ROTATE -- START AT "X"</u> | | | |
| () 1. Give you an uplift from everyday experiences.....(34(| -1 | -2 | -3 |
| () 2. Are a positive experience in a troubled world.....(35(| -1 | -2 | -3 |
| () 3. Allow you to find a source of creative expression and experience that is rare.....(36(| -1 | -2 | -3 |
| () 4. Just give you pure pleasure to experience or to participate in.....(37(| -1 | -2 | -3 |

Very much.....(38)_____ -1
Only somewhat....._____ -2
Hardly at all....._____ -3
Not sure....._____ -4

13b. Now, out of that list of types of arts programs, which one or two would you like to see more of on television? MULTIPLE RECORD BELOW

[illegible]

13c. If more programs on the arts were on TV, would you certainly view such arts programs, probably view them, probably not view them, or certainly not view them?

Certainly view.....(48(____-1
 Probably view.....____-2
 Probably not view.....____-3
 Certainly not view.....____-4
 Not sure.....____-5

13d. Do you subscribe to cable television or pay TV, or not?

Subscribe.....(49(____-1 (ASK Q. 13e)
 Do not subscribe.....____-2 } (SKIP TO Q.14a)
 Not sure.....____-3 }

13e. Do you think there is more arts and cultural programming on commercial TV channels, on cable channels, or on public broadcasting?

On commercial TV.....(50(____-1
 On cable channels.....____-2
 On public broadcasting.....____-3
 Not sure.....____-4

ASK EVERYONE

14a. Do you own a video cassette recorder, or VCR, a machine which allows you to record television programs and allows you to play movies or other recordings on it, or not?

Own a VCR.....(51(____-1 (ASK Q.14b)
 Do not own a VCR.....____-2 } (SKIP TO Q. 15a)
 Not sure.....____-3 }

14b. Over the past 12 months, about how many movies or other video recordings have you rented to play on your VCR? RECORD BELOW -- DO NOT READ LIST

14c. Over that same period of time, how many video cassettes have you bought? RECORD BELOW -- DO NOT READ LIST

| <u>Q.14b.</u> | <u>Q.14c.</u> |
|-----------------------|---------------|
| None.....(52(____-1 | (53(____-1 |
| One.....____-2 | ____-2 |
| 2-3.....____-3 | ____-3 |
| 4-5.....____-4 | ____-4 |
| 6-10.....____-5 | ____-5 |
| 11-20.....____-6 | ____-6 |
| 21-50.....____-7 | ____-7 |
| 51 or more.....____-8 | ____-8 |
| Not sure.....____-9 | ____-9 |

14d. Do you find that you are increasingly watching a movie or some other performance on a video cassette instead of watching regularly scheduled programs on TV, or hasn't this happened to you?

Increasingly watching video cassettes.....(54(____-1
 Hasn't happened to me.....-2
 Not sure.....-3

14e. Now, if there were first rate video cassettes of (READ LIST), would you be certain to rent or buy them, probably rent or buy them, or probably not rent or buy them? (READ EACH ITEM)

| <u>ROTATE -- START AT "X"</u> | | Certain Rent/Buy | Probably Rent/Buy | Probably Not | Not Sure |
|-------------------------------|--|---------------------|----------------------|-----------------|-------------|
| () | 1. Important current art exhibits.....(55(____-1 | ____-2 | ____-3 | ____-4 | |
| () | 2. New hit plays on Broadway and in London....(56(____-1 | ____-2 | ____-3 | ____-4 | |
| () | 3. Recent performances of top symphony orchestras and top performing artists.....(57(____-1 | ____-2 | ____-3 | ____-4 | |
| () | 4. Top opera performances, such as from La Scala.....(58(____-1 | ____-2 | ____-3 | ____-4 | |
| () | 5. Performances by the top ballet and modern dance companies in the world.....(59(____-1 | ____-2 | ____-3 | ____-4 | |
| () | 6. Performances of hit musical comedies and musical theater shows.....(60(____-1 | ____-2 | ____-3 | ____-4 | |
| () | 7. The best pop concerts just after they have taken place.....(61(____-1 | ____-2 | ____-3 | ____-4 | |

ASK EVERYONE

15a. Now I'd like to talk about children of school age. Thinking about children who are in school, how important would you say it is for children of that age to be exposed to theater, music, dance, exhibitions of paintings and sculpture, and similar cultural events --- would you say it is very important, somewhat important, of minor importance, or not at all important?

Very important.....(62(____-1
 Somewhat important.....-2
 Of minor importance.....-3
 Not at all important.....-4
 Not sure.....-5

15b. And from what you know or have heard, would you say that school children in this area have enough opportunities to hear music and go to plays and things such as that, or not?

Have enough opportunities...(63(____-1
 Not enough opportunities.....-2
 Not sure.....-3

15c. How much do you feel that you would like your children to be able to enjoy cultural opportunities that were not available to you -- very much, somewhat, not very much, or not at all?

Very much.....(64(____-1
 Somewhat.....-2
 Not very much.....-3
 Not at all.....-4
 Not sure.....-5
 No children.....-6

15d. Some people think that classes in the arts for children should be taught in public schools, just as math or science or English. Other people think that classes as those should be given, but only after school or as a non-credit activity. And still others don't think they should be given at all. In your opinion, should the public schools in this area teach courses in (READ EACH ITEM) for credit, should be an after-school or non-credit course, or should it not be offered at all?

| ROTATE -- START AT "X" | | Teach For Credit | Non- Credit | Not at All | Not Sure |
|------------------------|---|------------------------|----------------|---------------|-------------|
| () | 1. Drawing, painting, or sculpture..... | (65(____-1 | ____-2 | ____-3 | ____-4 |
| () | 2. Acting..... | (66(____-1 | ____-2 | ____-3 | ____-4 |
| () | 3. Photography or film-making..... | (67(____-1 | ____-2 | ____-3 | ____-4 |
| () | 4. Playing a musical instrument..... | (68(____-1 | ____-2 | ____-3 | ____-4 |
| () | 5. Voice or singing..... | (69(____-1 | ____-2 | ____-3 | ____-4 |
| () | 6. Music appreciation..... | (70(____-1 | ____-2 | ____-3 | ____-4 |
| () | 7. Ballet, modern dance, or movement..... | (71(____-1 | ____-2 | ____-3 | ____-4 |
| () | 8. Writing stories or poems..... | (72(____-1 | ____-2 | ____-3 | ____-4 |
| () | 9. Art appreciation..... | (73(____-1 | ____-2 | ____-3 | ____-4 |
| () | 10. Art history..... | (74(____-1 | ____-2 | ____-3 | ____-4 |
| () | 11. Art criticism..... | (75(____-1 | ____-2 | ____-3 | ____-4 |
| () | 12. Aesthetics..... | (76(____-1 | ____-2 | ____-3 | ____-4 |

15e. Do you think that arts courses such as the ones we have just discussed -- whether offered for credit or not for credit -- should be paid for by the school system as part of the regular school budget, or should the cost of such courses come from the regular school budget?

Paid for from regular school budget.....(77(____-1
 Not paid from regular school budget.....____-2
 Should not be offered at all (vol.).....____-3
 Not sure.....____-4

15f. Do you think that in order to have well-rounded students turned out by the school system, it is just as important to have students learn as much about the arts as they do English, foreign languages, math, science, and social studies, or don't you feel that way?

Just as important to learn about arts.....(78(____-1
 Don't feel that way.....____-2
 Not sure.....____-3

15g. When you were in school did you take any course such as the ones we have just been discussing, or not?

Did take.....(79(____-1
 Did not take.....____-2
 Not sure.....____-3

15h. Are you willing to pay more in taxes to make sure that children in school will be able to learn about the arts or not?

Willing to pay more.....(80(____-1
 Not willing to pay more.....____-2
 Not sure.....____-3

16. Now I would like to read you some other statements people have made to us. For each, would you please tell me whether you tend to agree strongly, agree slightly, disagree slightly, or disagree strongly. (READ EACH STATEMENT)

| ROTATE -- START AT "X" | | Agree | Agree | Disagree | Disagree | Not |
|------------------------|---|----------|----------|----------|----------|------|
| | | Strongly | Slightly | Slightly | Strongly | Sure |
| () 1. | To see something performed live on stage is more meaningful and exciting than watching it on TV...3*(10(| -1 | -2 | -3 | -4 | -5 |
| () 2. | Most people enjoy attending arts events.....(11(| -1 | -2 | -3 | -4 | -5 |
| () 3. | Museums are an important resource for the whole community, because they tell us so much about art and history of different cultures or about science and our environment...(12(| -1 | -2 | -3 | -4 | -5 |
| () 4. | Most people enjoy attending sports events.....(13(| -1 | -2 | -3 | -4 | -5 |
| () 5. | Things such as museums and theater and music performances make a community a better place to live....(14(| -1 | -2 | -3 | -4 | -5 |
| () 6. | Some means should be found to present more performances of music, theater, and dance in all parts of the country so that all Americans have an opportunity to attend.....(15(| -1 | -2 | -3 | -4 | -5 |

17. Now I'm going to read you some different places and organizations and I would like you to tell me whether you think they generally get enough money from fees, admissions, sales, dues, etc., to be self-supporting, or must they generally rely on contributions from individuals and businesses or support from government sources. From what you know or have heard, are (READ EACH ITEM) generally self-supporting on money earned, or do they usually have to depend on private contributions, or do they usually have to depend on government support? SINGLE RECORD BELOW

| ROTATE -- START AT "X" | | Self-Supporting | Depend on | | All/Both (Vol.) | Not Sure |
|------------------------|--|-----------------|-----------------------|------------------------------|-----------------|----------|
| | | | Private Contributions | Depend on Government Support | | |
| () 1. | Art Museums.....(16(| -1 | -2 | -3 | -4 | -5 |
| () 2. | Public libraries.....(17(| -1 | -2 | -3 | -4 | -5 |
| () 3. | Theater groups.....(18(| -1 | -2 | -3 | -4 | -5 |
| () 4. | Natural history museums.....(19(| -1 | -2 | -3 | -4 | -5 |
| () 5. | Hospitals.....(20(| -1 | -2 | -3 | -4 | -5 |
| () 6. | Zoos.....(21(| -1 | -2 | -3 | -4 | -5 |
| () 7. | Opera companies.....(22(| -1 | -2 | -3 | -4 | -5 |
| () 8. | Symphony orchestras.....(23(| -1 | -2 | -3 | -4 | -5 |
| () 9. | Science museums.....(24(| -1 | -2 | -3 | -4 | -5 |
| () 10. | Historical museums.....(25(| -1 | -2 | -3 | -4 | -5 |
| () 11. | Ballet or modern dance troupes(26(| -1 | -2 | -3 | -4 | -5 |
| () 12. | Public tennis courts and golf courses.....(27(| -1 | -2 | -3 | -4 | -5 |
| () 13. | Sports arenas and parks.....(28(| -1 | -2 | -3 | -4 | -5 |

18. If arts organizations -- such as art museums, dance, opera, and theater groups, and symphony orchestras -- need financial assistance to operate, do you feel that (READ EACH ITEM) should provide assistance, or not? RECORD BELOW

| <u>DO NOT ROTATE</u> | <u>Should Provide</u> | <u>Should Not</u> | <u>Not Sure</u> |
|-----------------------------------|---------------------------|-----------------------|---------------------|
| 1. Individuals..... | (29(-1 | -2 | -3 |
| 2. The federal government..... | (30(-1 | -2 | -3 |
| 3. State government..... | (31(-1 | -2 | -3 |
| 4. Municipal government..... | (32(-1 | -2 | -3 |
| 5. County government..... | (33(-1 | -2 | -3 |
| 6. Business and corporations..... | (34(-1 | -2 | -3 |
| 7. Foundations..... | (35(-1 | -2 | -3 |

19a. Now I want to ask you about individual professional artists. These are people who have demonstrated some real talent and have had professional training to be actors, painters and sculptors, ballet and modern dancers, conductors and members of symphony orchestras and other musical groups, opera and other singers, playwrights, poets, novelists, composers, and other professional artists' jobs. Do you feel that such individual professional artists (READ EACH ITEM) or not?

| <u>ROTATE -- START AT "X"</u> | <u>Feel</u> | <u>Don't Feel</u> | <u>Not Sure</u> |
|--|-------------|-----------------------|---------------------|
| () 1. Work very hard for very little money..... | (36(-1 | -2 | -3 |
| () 2. Tend to be hard people to work with and get along with.... | (37(-1 | -2 | -3 |
| () 3. Are often overlooked for long periods of time, even though they have real creative talents..... | (38(-1 | -2 | -3 |
| () 4. Generally are not very disciplined people..... | (39(-1 | -2 | -3 |
| () 5. Have to be deeply dedicated and determined people to survive as artists..... | (40(-1 | -2 | -3 |
| () 6. Become artists because they don't want to settle down to a normal job like most other people have to do..... | (41(-1 | -2 | -3 |
| () 7. Are highly important to the life of the country as the current and potential creators of the art and culture that the nation needs to be a full and rich place to live. | (42(-1 | -2 | -3 |
| () 8. Don't know how to give an honest day's work for an honest day's pay..... | (43(-1 | -2 | -3 |
| () 9. More than others, artists reflect what life is really like in a given time, so what artists do is an important part of the history of a community or country..... | (44(-1 | -2 | -3 |
| () 10. In their work, artists capture a vision of the future that few others in other occupations achieve in their work..... | (45(-1 | -2 | -3 |

19b. Do you think that (READ EACH ITEM) should help individual professional artists, such as I have described, if they need financial assistance to continue their artistic professions, or not? RECORD BELOW

| <u>DO NOT ROTATE</u> | <u>Should Help</u> | <u>Should Not</u> | <u>Not Sure</u> |
|-------------------------------------|------------------------|-----------------------|---------------------|
| 1. Federal government..... | (46(-1 | -2 | -3 |
| 2. State government..... | (47(-1 | -2 | -3 |
| 3. Local government..... | (48(-1 | -2 | -3 |
| 4. Businesses and corporations..... | (49(-1 | -2 | -3 |
| 5. Individual contributors..... | (50(-1 | -2 | -4 |

19c. Other countries in the western world, such as Canada, France, the Netherlands, Scandinavian countries, and others all have programs to help individual artists develop. Their governments and private contributors set up special funds that sometimes buy the works of developing artists, sometimes give artists direct grants of money, and sometimes set up professional training facilities for artists. In the U.S., almost no such facilities or programs exist. Do you think there should be such programs for individual artists in this country or not?

Should be.....(51(____-1
Should not be.....____-2
Not sure.....____-3

19d. The federal government now pays out over \$900 per capita for defense, \$140 for education, and no more than 75 cents for the arts. Would you be willing to pay (READ EACH ITEM) for the arts, or would you not be willing to do that?

| <u>DO NOT ROTATE -- READ UNTIL "YES" THEN SKIP TO Q.19e</u> | <u>Willing to Pay</u> | <u>Not Willing</u> | <u>Not Sure</u> |
|---|---------------------------|------------------------|---------------------|
| 1. \$25 more in taxes per year.....(52(____-1 | ____-2 | ____-3 | |
| 2. \$15 more in taxes per year.....(53(____-1 | ____-2 | ____-3 | |
| 3. \$10 more in taxes per year.....(54(____-1 | ____-2 | ____-3 | |
| 4. \$5 more in taxes per year.....(55(____-1 | ____-2 | ____-3 | |

19e. Do you favor or oppose an incentive plan to stimulate private giving to the arts, under which for every \$3 that an arts organization or institution raises from private sources, government would contribute \$1?

Favor.....(56(____-1
Oppose.....____-2
Not sure.....____-3

ASK EVERYONE

20a. In the past 12 months, have you personally or your immediate family contributed any money to an arts organizations or an arts fund, or not?

Have contributed.....(57(____-1 (ASK Q. 20b)
Not contributed.....____-2 } (SKIP TO Q.20d)
Not sure.....____-3 }

20b. What kinds of arts organizations or arts funds have you contributed to?
Any others? DO NOT READ LIST BUT MULTIPLE RECORD BELOW

1. An art museum.....(58(____-1
2. A dance company.....____-2
3. An opera company.....____-3
4. A theater company.....____-4
5. A children's theater company....____-5
6. A symphony orchestra.....____-6
7. A choral group.....____-7
8. A handicraft organization.....____-8
9. A united arts fund.....____-9
10. Other SPECIFY BELOW
.....____-0
Not sure.....____-x
11. PBS/Public TV/Radio.....____-y

20c. About how much in total would you estimate you personally or your immediate family contributed to arts organizations or arts funds in the past 12 months?

DO NOT READ LIST

\$1-5.....(59(____-1
 \$6-10.....____-2
 \$11-15.....____-3
 \$16-20.....____-4
 \$21-30.....____-5
 \$31-50.....____-6
 \$51-100.....____-7
 \$101-200.....____-8
 \$201-500.....____-9
 \$501-1,000.....____-0
 \$1,001 or over.....-x
 Not sure/refused.....-y

ASK EVERYONE

20d. Compared with other charitable causes you are asked to give to, do you feel that you are asked to give to the arts less than to other causes, more, or about the same?

Asked less to give to the arts.....(60(____-1
 Asked more to give to the arts.....____-2
 About the same for the arts as others.....____-3
 Not sure.....____-4

20e. Suppose you were asked more often to give to the arts, would you be certain to give more to the arts, or not?

Would give more to the arts.....(61(____-1
 Would not give more.....____-2
 Not sure.....____-3

20f. Now let me ask you about a cause in the arts that you might be very interested in. How much do you think you would be persuaded to give to a fund-raising campaign for that arts cause that did the following things -- would you be persuaded a great deal, some but not a lot, not persuaded much, or hardly persuaded at all?

| | Persuaded a Great Deal | Persuaded Some, But Not a Lot | Not Persuaded Much | Hardly Persuaded at All | Not Sure |
|---|------------------------------|--|--------------------------|-------------------------------|-------------|
| <u>ROTATE -- START AT "X"</u> | | | | | |
| () 1. An intimate gathering of a small group of friends who were also likely to give to the same campaign.....(62(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 2. An in-person call to you at home or where you work.....(63(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 3. A big dinner with speakers and entertainment.....(64(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 4. Ads in newspapers.....(65(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 5. Ads on television.....(66(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 6. Ads on radio.....(67(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 7. A telephone call from someone you respect and know.....(68(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |
| () 8. A special mailing to you personally from a prominent person in the arts.....(69(____-1 | ____-2 | ____-3 | ____-4 | ____-5 | |

20d. Since many employers now match employees' contributions to colleges and universities, would you favor or oppose employers adopting a policy of contributing an equal amount to an arts organization or arts fund when an employee makes such a contribution?

| | | | |
|---------------|------|-------|----|
| Favor | (70(| _____ | -1 |
| Oppose..... | | _____ | -2 |
| Not sure..... | | _____ | -3 |

TO BE ASKED OF EVERYONE

F1. What type of work does the main wage earner of this household do?

ASK FOR JOB TITLE AND MAIN DUTIES -- DESCRIBE IN DETAIL:

Professional.....(71(____-1
 Manager, official.....____-2
 Proprietor (small business).....____-3
 Clerical worker.....____-4
 Sales worker.....____-5
 Skilled craftsmen, foreman.....____-6
 Operative, unskilled laborer (except farm).....____-7
 Service worker.....____-8
 Farmer, farm manager, farm laborer.....____-9
 Student.....____-0
 Housewife.....(72(____-1
 Military service.....____-2
 Unemployed.....____-3
 Retired.....____-4
 Welfare.....____-5
 Disabled.....____-6
 Other (SPECIFY):
 _____...____-7
 Not sure.....____-8

F2. Which of the following best describes the female head of this family -- a housewife who prefers to stay at home, a housewife who plans to go to work, a woman who works to earn money for her family, or a woman with a full-time career?

Woman who prefers to stay at home.....(73(____-1
 Woman who plans to go to work.....____-2
 Woman who earns money for family.....____-3
 Woman with full-time career.....____-4
 No female head (vol.).....____-5
 Student (vol.).....____-6
 Not sure.....____-7

F3. Is the main wage earner of this household male or female?

Male.....(74(____-1
 Female.....____-2
 Male and female both equal (vol.).....____-3
 Not sure.....____-4

F4. Are you single, married, divorced, separated, or widowed? SINGLE RECORD

Single.....(75(____-1
 Married.....____-2
 Unmarried, living with partner (vol.)...____-3
 Divorced.....____-4
 Separated.....____-5
 Widowed.....____-6
 Not sure.....____-7

F5. How old are you? IF HESITANT, READ LIST

| | | | |
|------------------|------|-----|----|
| 18 to 20..... | (76(| ___ | -1 |
| 21 to 24..... | ___ | ___ | -2 |
| 25 to 29..... | ___ | ___ | -3 |
| 30 to 34..... | ___ | ___ | -4 |
| 35 to 39..... | ___ | ___ | -5 |
| 40 to 44..... | ___ | ___ | -6 |
| 45 to 49..... | ___ | ___ | -7 |
| 50 to 64..... | ___ | ___ | -8 |
| 65 and over..... | ___ | ___ | -9 |
| Not sure..... | ___ | ___ | -0 |

F6. What is the last grade or level of school you completed?

| | | | |
|--|------|-----|----|
| No formal schooling..... | (77(| ___ | -1 |
| First through 7th grade..... | ___ | ___ | -2 |
| 8th grade..... | ___ | ___ | -3 |
| Some high school..... | ___ | ___ | -4 |
| High school graduate..... | ___ | ___ | -5 |
| Some college..... | ___ | ___ | -6 |
| Two-year college graduate..... | ___ | ___ | -7 |
| Four-year college graduate..... | ___ | ___ | -8 |
| Postgraduate..... | ___ | ___ | -9 |
| Trade/technical/vocational after high school*.XXXXXX | | | |

*INTERVIEWER: PROBE FOR LAST LEVEL OF FORMAL EDUCATION AND CODE INTO APPROPRIATE CATEGORY.

| | | | |
|---------------|-----|-----|----|
| Not sure..... | ___ | ___ | -0 |
|---------------|-----|-----|----|

F7. Are you a member of a labor union, or is anyone else in this household a member of a labor union? (IF "YES":) Can you tell me who that person is?

MULTIPLE RECORD IF NECESSARY

| | | | |
|---------------------------------|------|-----|----|
| Self is member..... | (78(| ___ | -1 |
| Other is member..... | ___ | ___ | -2 |
| No union member in household... | ___ | ___ | -3 |
| Not sure..... | ___ | ___ | -4 |

F8. With which religious group do you identify? Would you describe yourself as Protestant, Catholic, Jewish, or what?

INTERVIEWER NOTE:

Protestant.....(79(_____-1
 Catholic....._____-2
 Jewish....._____-3
 Other (SPECIFY):
 _____.._____-4
 None (vol.)....._____-5
 Not sure....._____-6

CODE AS "PROTESTANT"
 Baptist
 "Born-Again"
 "Christian" (UNSPEC.)
 Church of Christ
 Congregational
 Episcopalian
 "Fundamentalist"
 Latter-Day Saint/Mormon
 Lutheran
 Methodist
 Pentecostal
 Presbyterian
 Unitarian

CODE AS "OTHER" AND SPECIFY:
 Christian Scientist
 Greek/Russian Orthodox
 Jehovah's Witness
 7th Day Adventist

F9. Which of the following income categories best describes your total 1986 household income? Was it (READ LIST)?

\$7,500 or less.....(80(_____-1
 \$7,501 to \$15,000....._____-2
 \$15,001 to \$25,000....._____-3
 \$25,001 to \$35,000....._____-4
 \$35,001 to \$50,000....._____-5
 \$50,001 or over....._____-6
 Not sure....._____-7

INTERVIEWER: TOTAL HOUSEHOLD
 INCOME BEFORE TAXES FROM ALL
 SOURCES -- IF UNSURE OF 1986
 INCOME, PROBE FOR ESTIMATE

F10. Are you of Hispanic origin or descent, or not?

Yes, of Hispanic origin....4*(10(_____-1
 No, not of Hispanic origin....._____-2
 Not sure....._____-3

F11. Do you consider yourself white, black, asian, or what?

White.....(11(_____-1
 Black....._____-2
 Oriental/Asian or Pacific Islander.._____-3
 American Indian or Alaskan native..._____-4
 Not sure....._____-5

/12-80Z/

That completes the interview. Thank you very much for your cooperation!