

ICPSR 35575

Americans and the Arts [1973 - 1992]

The National Research Center of the Arts

Questionnaire for Americans and the Arts I
[1973]

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1
LOUIS HARRIS AND ASSOCIATES, INC.
NATIONAL RESEARCH CENTER OF THE ARTS
1270 Avenue of the Americas, N.Y. 10020

Study No. A007

January 1973

Male.....

Female.....

FOR OFFICE USE ONLY -- DO NOT FILL IN:

Questionnaire No. 5-6-7-8-

Sample Point No. 10-11-12-13-

Interviewer's name: City/Town:

County: State:

I'm from Louis Harris & Associates, the national public opinion research firm. We've been asking your neighbors some questions and would like to ask you some too.

HOW TO DETERMINE WHOM YOU ARE TO INTERVIEW IN THIS
HOUSEHOLD:

1. IF ONLY ONE WOMAN OR MAN LIVES HERE, INTERVIEW THAT PERSON, PROVIDED YOUR QUOTA FOR THAT SEX HAS NOT BEEN COMPLETED.
2. IF MORE THAN ONE WOMAN OR MAN LIVES HERE, LIST BELOW ALL THE WOMEN OR ALL THE MEN -- NOT BOTH -- ACCORDING TO AGE, THE OLDEST FIRST. THEN, STARTING AT THE BOTTOM OF THE LIST, MOVE UPWARD UNTIL YOU COME TO THE FIRST "X" NEXT TO WHICH YOU HAVE ENTERED A NAME (OR DESCRIBED BY POSITION). THE PERSON NEXT TO THIS "X" IS THE ONLY PERSON YOU CAN INTERVIEW.

IMPORTANT: LIST ONLY THE MEN OR WOMEN, 16 YEARS OLD OR OLDER -- NOT BOTH -- WHO ARE AT HOME

How many women/men 16 years or over live here?

(write in)

Who is the oldest woman/man who lives here and is at home now? And the next oldest?
(STARTING WITH THE OLDEST, LIST (BY AGE) EITHER ALL OF THE WOMEN OR ALL OF THE MEN --
NOT BOTH -- NOW AT HOME)

EITHER WOMEN OR MEN

Identify by name or position in the household
(Women -- wife, mother, daughter, boarder, etc.)
(Men -- husband, father, son, boarder, etc.)

AGE

1. X
2. X
- 3.

Respondent's name (please print):

Address:

City/town: State: Zip:

Telephone No. Area Code:

12. Now I am going to read you some different kinds of occupations and professions, and would like you to tell me how much you respect each one. Do you have a great deal of respect, some respect, or not much respect for someone who is a (READ FIRST ITEM ON LIST)? (RECORD BELOW AND CONTINUE WITH LIST)

	<u>Great Deal of Respect</u>	<u>Some Respect</u>	<u>Not Much Respect</u>	<u>Not Sure</u>
1. Doctor.....	(16) ____ -1	____ -2	____ -3	____ -4
2. Electrical engineer.....	(17) ____ -1	____ -2	____ -3	____ -4
3. Painter or sculptor.....	(18) ____ -1	____ -2	____ -3	____ -4
4. Major league baseball player.....	(19) ____ -1	____ -2	____ -3	____ -4
5. Professional actor.....	(20) ____ -1	____ -2	____ -3	____ -4
6. Businessman.....	(21) ____ -1	____ -2	____ -3	____ -4
7. Master carpenter.....	(22) ____ -1	____ -2	____ -3	____ -4
8. Ballet dancer.....	(23) ____ -1	____ -2	____ -3	____ -4
9. Lawyer.....	(24) ____ -1	____ -2	____ -3	____ -4
10. Professional photographer.....	(25) ____ -1	____ -2	____ -3	____ -4
11. Professional musician.....	(26) ____ -1	____ -2	____ -3	____ -4
12. Bus driver.....	(27) ____ -1	____ -2	____ -3	____ -4
13. Banker.....	(28) ____ -1	____ -2	____ -3	____ -4
14. Policeman.....	(29) ____ -1	____ -2	____ -3	____ -4
15. Architect or city planner.....	(30) ____ -1	____ -2	____ -3	____ -4
16. Director of films or plays.....	(31) ____ -1	____ -2	____ -3	____ -4
17. Gas station attendant.....	(32) ____ -1	____ -2	____ -3	____ -4
18. Poet.....	(33) ____ -1	____ -2	____ -3	____ -4
19. Art or theatre critic.....	(34) ____ -1	____ -2	____ -3	____ -4
20. Sanitation worker.....	(35) ____ -1	____ -2	____ -3	____ -4
21. Scientist.....	(36) ____ -1	____ -2	____ -3	____ -4
22. School teacher.....	(37) ____ -1	____ -2	____ -3	____ -4

1b. Do you know any (READ FIRST ITEM ON LIST) personally, or not? (RECORD BELOW AND CONTINUE WITH LIST)

1c. From what you know or have heard, is it your impression that a (READ FIRST ITEM ON LIST) in general earns more money than most salaried people, about the same amount, or less than most salaried people? (RECORD BELOW AND CONTINUE WITH LIST)

	1b.			1c.			
	Know Personally	Do Not Know Personally	Not Sure	Earn More	Earn Same	Earn Less	No Su
1. Painter or sculptor.....	(38)____-1	____-2	____-3	(47)____-1	____-2	____-3	____
2. Professional actor.....	(39)____-1	____-2	____-3	(48)____-1	____-2	____-3	____
3. Ballet dancer.....	(40)____-1	____-2	____-3	(49)____-1	____-2	____-3	____
4. Professional photographer.....	(41)____-1	____-2	____-3	(50)____-1	____-2	____-3	____
5. Professional musician.....	(42)____-1	____-2	____-3	(51)____-1	____-2	____-3	____
6. Architect or city planner.....	(43)____-1	____-2	____-3	(52)____-1	____-2	____-3	____
7. Director of films or plays.....	(44)____-1	____-2	____-3	(53)____-1	____-2	____-3	____
8. Poet.....	(45)____-1	____-2	____-3	(54)____-1	____-2	____-3	____
9. Art or theatre critic.....	(46)____-1	____-2	____-3	(55)____-1	____-2	____-3	____

1d. Some people tell us their communities are getting less attractive and more unsightly from things like billboards along highways, auto junkyards, trash and litter in the streets, overhead power and telephone wires, rundown buildings, unattractively designed construction, and that sort of thing. Do you feel that the problem of (READ FIRST ITEM ON LIST) is very serious in the area where you live, somewhat serious, or not really serious at all at this time? (RECORD BELOW AND CONTINUE WITH LIST)

	Very Serious	Some- what Serious	Not Really Serious	Not Sure
1. Billboards along highways.....	(56)____-1	____-2	____-3	____-4
2. Auto junk yards.....	(57)____-1	____-2	____-3	____-4
3. Trash and litter in the streets.....	(58)____-1	____-2	____-3	____-4
4. Overhead power and telephone lines.....	(59)____-1	____-2	____-3	____-4
5. Rundown buildings.....	(60)____-1	____-2	____-3	____-4
6. Unattractive construction.....	(61)____-1	____-2	____-3	____-4
7. Parks for trailers or mobile homes.....	(62)____-1	____-2	____-3	____-4

1e. I would like to read you some opinions people have expressed to us about life in America these days. For each one, please tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly. (READ STATEMENTS, RECORDING BELOW FOR EACH ONE)

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Not Sur
--	-------------------	-------------------	----------------------	----------------------	------------

1. A lot of homesites and housing developments are put up without regard for trees and landscaping, or for keeping the area attractive.....(63(____ -1 ____ -2 ____ -3 ____ -4 ____

2. People who try to save old and historic buildings from being torn down are wasting time and money. Modernization is the price of progress.....(64(____ -1 ____ -2 ____ -3 ____ -4 ____

3. Those new interstate highways ruin the looks of the places they run through.....(65(____ -1 ____ -2 ____ -3 ____ -4 ____

4. Every town and city should have an effective and impartial planning board with real control over the quality, appearance and location of new buildings.....(66(____ -1 ____ -2 ____ -3 ____ -4 ____

5. When businesses put up factories or office buildings, they should be given incentives to spend a certain part of the cost on landscaping, attractive interiors, fountains, art works, sculpture, and things like that.....(67(____ -1 ____ -2 ____ -3 ____ -4 ____

6. Overcrowding is one of the biggest problems of our cities. It would solve a lot of problems if more factories and new towns were located outside our urban areas.....(68(____ -1 ____ -2 ____ -3 ____ -4 ____

7. Most new buildings in our cities are too cold and sterile looking.....(69(____ -1 ____ -2 ____ -3 ____ -4 ____

10. Communities should make more of an effort to preserve buildings and landmarks from the past. It would make our cities more interesting and pleasant to live in.....(70(____ -1 ____ -2 ____ -3 ____ -4 ____

11. The furniture, rugs, and decorations people can buy for their homes today are a lot more attractive than they used to be.....(71(____ -1 ____ -2 ____ -3 ____ -4 ____

12. The way most offices and business places are designed and furnished makes me feel uncomfortable. They seem to be such unfriendly places.....(72(____ -1 ____ -2 ____ -3 ____ -4 ____

13. It seems to me that many cities are making a real effort to improve the quality and appearance of things like road signs, street lamps, public vehicles and parking facilities.....(73(____ -1 ____ -2 ____ -3 ____ -4 ____

2a. What does the word "cultural" mean to you? Anything else?

(74-

(75-

2b... Thinking about the kinds of things you enjoy doing most in your leisure time, what two or three do you get the most creative or artistic satisfaction from? You may include anything that you find fulfilling -- such as growing flowers, jazzing up your car, building things, reading a good book, acting or singing, going to a rock concert -- anything you enjoy.

(76-

(77-

2c. As far as your own job is concerned (INTERVIEWER NOTE: FOR HOUSEWIVES, STUDENTS AND OTHER NON-EMPLOYED RESPONDENTS, REWORD TO SAY, "As far as the kind of job you would like to have") tell me, for each of the factors listed on this card (HAND RESPONDENT CARD "A"), if it is very important to you, somewhat important, or not really important at all. (READ LIST, RECORDING BELOW FOR EACH ITEM)

	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not</u> <u>Really</u> <u>Important</u>	<u>Not</u> <u>Sure</u>
1. A high salary.....	(78) (____ -1	____ -2	____ -3	____ -4
2. Being given a lot of important responsibilities	(79) (____ -1	____ -2	____ -3	____ -4
3. Regular working hours that leave me plenty of free time that I can count on.....	(80) (____ -1	____ -2	____ -3	____ -4
4. Work that is creative and fulfilling to me personally.....	(10) (____ -1	____ -2	____ -3	____ -4
5. Work that is useful to society or that helps other people.....	(11) (____ -1	____ -2	____ -3	____ -4
6. Pleasant people to work with.....	(12) (____ -1	____ -2	____ -3	____ -4
7. Nice facilities and surroundings at the place where I work.....	(13) (____ -1	____ -2	____ -3	____ -4

2d. Do you find such household activities as carpentry, gardening, or painting and fixing up things enjoyable and fulfilling, or not?

Find enjoyable.....	(14) (____ -1
Do not find enjoyable.....	____ -2
Not sure.....	____ -3

3.. Now I am going to read a list of different types of leisure-time activities, and for each one I'd like you to tell me how much you do these kinds of things yourself -- a great deal, some, very little, or not at all? You can use this card as a guide to answer whatever comes closest to applying to you. (HAND RESPONDENT CARD "B") (READ LIST OF ACTIVITIES AND RECORD FOR EACH)

Do A Great Deal	Do Some	Do Very Little	Do Not Do	Do Not Sur
-----------------------	------------	----------------------	-----------------	------------------

1. Engage in outdoor activities such as hiking, fishing, hunting, mountain climbing, skiing or boating.....(15(____-1____-2____-3____-4____)
2. Attend spectator sports such as football, baseball, tennis, hockey, basketball, soccer or horseracing.....(16(____-1____-2____-3____-4____)
3. Participate in competitive sports such as baseball, football, tennis, hockey, golf, basketball or bowling.....(17(____-1____-2____-3____-4____)
4. Attend musical performances such as rock, jazz, folk, symphony or chamber music concerts.....(18(____-1____-2____-3____-4____)
5. Go to see things like art shows, museums, historical houses or antique,craft or furniture shows.....(19(____-1____-2____-3____-4____)
6. Attend the theatre, movies, ballet or modern dance performances; opera, the circus or other pageants.....(20(____-1____-2____-3____-4____)
7. Participate in social activities such as dining out at nice restaurants, giving or attending parties, going dancing, or taking part in lodge activities or church socials.....(21(____-1____-2____-3____-4____)
- 8. Attend lectures, take adult education courses, spend time at the library doing research or studying.....(22(____-1____-2____-3____-4____)
9. Engage in creative activities such as photography, painting or sketching, woodworking, weaving, etc.....(23(____-1____-2____-3____-4____)

4a. About how many hours a week does your job or occupation take, including travel time? (RECORD BELOW) (INTERVIEWER NOTE: INCLUDE STUDENTS AND HOUSEWIVES IN THIS RESPONSE)

4b. And about how much leisure time do you estimate you have each week to relax, engage in hobbies, go to movies and concerts and other forms of entertainment, take part in sports, or get together with friends and so forth? (RECORD BELOW)

4a. Work Time

Don't work/no leisure time.....	(24(____-1
10 hours or less.....	____-2
11-15 hours.....	____-3
16-20 hours.....	____-4
21-25 hours.....	____-5
26-30 hours.....	____-6
31-35 hours.....	____-7
36-40 hours.....	____-8
41-45 hours.....	____-9
46-50 hours.....	____-0
Over 50 hours.....	____-x
Varies (vol.).....	____-y
Not sure.....	(25(____-1

4b. Leisure Time

(26(____-1
____-2
____-3
____-4
____-5
____-6
____-7
____-8
____-9
____-0
____-x
____-y
(27(____-1

5a. This card (HAND RESPONDENT CARD "C") lists a variety of activities which some people engage in. Please look it over and tell me which things you do yourself at the present time?

(MULTIPLE RECORD BELOW)

5b. Are there any of these activities which you used to engage in but no longer do? (MULTIPLE RECORD BELOW)

5c. Which of these activities did you engage in while in grade school or grammar school? (MULTIPLE RECORD BELOW)

5d. Which of these activities did you engage in while in junior high school or high school? (MULTIPLE RECORD BELOW)

5e. Which of these activities did you engage in while in college? (MULTIPLE RECORD BELOW)

5f. And which of these activities did you ever take private lessons, instruction, or tutoring in? (MULTIPLE RECORD BELOW)

5g. As far as you know, which of these activities are available to adults in the community where you now live? (MULTIPLE RECORD BELOW)

	5a. Do At Present	5b. Used To Do	5c. Did In Grade School	5d. Did In Jr.High /High School	5e. Did In College	5f. Ever Took Lessons	5g. Availab To Adul Locally
1. Play a musical instrument....	(28(-1	(29(-1	(30(-1	(31(-1	(32(-1	(33(-1	(34(-
2. Paint, draw or make sculpture....	-2	-2	-2	-2	-2	-2	-
3. Perform ballet or modern dancing....	-3	-3	-3	-3	-3	-3	-
4. Sing in a choir or other group....	-4	-4	-4	-4	-4	-4	-
5. Work with a theatrical group.....	-5	-5	-5	-5	-5	-5	-
6. Play in an orchestra, band or other musical group.....	-6	-6	-6	-6	-6	-6	-
7. Write poetry or do other creative writing.....	-7	-7	-7	-7	-7	-7	-
8. Engage in woodworking, weaving, pottery, ceramics or other crafts..	-8	-8	-8	-8	-8	-8	-
None.....	-9	-9	-9	-9	-9	-9	-
Not sure.....	-0	-0	-0	-0	-0	-0	-
Didn't attend.....			-x	-x	-x		

5h. (FOR EACH "DO AT PRESENT" IN 5a) Is your own interest in (activity in 5a) something that stimulates you to see performances or exhibitions of other people's work in this activity, or not? (RECORD FOR EACH APPLICABLE ACTIVITY)

	Stimulates to see		
	<u>Others</u>	<u>Does Not</u>	<u>Not Sure</u>
1. Play a musical instrument.....(35(____-1	____-2	____-3	
2. Paint, draw or make sculpture.....(36(____-1	____-2	____-3	
3. Perform ballet or modern dancing.....(37(____-1	____-2	____-3	
4. Sing in a choir or other group.....(38(____-1	____-2	____-3	
5. Work with a theatrical group.....(39(____-1	____-2	____-3	
6. Play in an orchestra, band or other musical group.....(40(____-1	____-2	____-3	
7. Write poetry or do other creative writing.....(41(____-1	____-2	____-3	
8. Engage in woodworking, weaving, pottery, ceramics or other crafts.....(42(____-1	____-2	____-3	

(HAND RESPONDENT CARD "C" AGAIN)

6a. / Are there any activities on that card that you don't now engage in, for whatever reason, that you would like to do? (MULTIPLE RECORD BELOW)

6b. (FOR EACH "WOULD LIKE TO DO" IN 6a) Please look at this card (HAND RESPONDENT CARD "D") and tell me which phrase comes closest to the reason why you don't now (activity in 6a)? (RECORD BELOW FOR EACH ACTIVITY MENTIONED IN 6a)

6a.		6b.							
Would Like to Do		Lack Of Time	Lack of Train- ing	Lack of Facil- ities/ Equip- ment	Cost of Les- sons	Lack of Talent	Family/ Friends Not Inter- ested	Other (SPECIFY)	Not Sure
1. Play a musical instrument.....	(43) ____ -1	(44) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
2. Paint, draw or make sculptures.....	____ -2	(45) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
3. Perform ballet or modern dancing.....	____ -3	(46) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
4. Sing in a choir or other group.....	____ -4	(47) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
5. Work with a theatrical group.....	____ -5	(48) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
6. Play in an orchestra, band or other musical group.....	____ -6	(49) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
7. Write poetry or do other creative writing.....	____ -7	(50) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
8. Engage in woodworking, weaving, pottery, ceramics or other crafts.....	____ -8	(51) ____ -1	____ -2	____ -3	____ -4	____ -5	____ -6	____ -7	____ -8
None.....	____ -9								
Not sure.....	____ -0								

7. Here is another list of hobbies and different informal activities which many people enjoy (HAND RESPONDENT CARD "E") Please tell me for each activity if it is something you often do yourself, sometimes do, hardly ever do, or never do. (READ LIST, RECORDING BELOW FOR EACH ITEM)

	Often Do	Some- times Do	Hardly Ever Do	Never Do	Not Sure
1. Sing, dance or perform for the entertainment of friends or at social gatherings.....	(52) -1	-2	-3	-4	-5
2. Sew, knit, crochet or do other needlework...	(53) -1	-2	-3	-4	-5
3. Cook special dishes or gourmet meals.....	(54) -1	-2	-3	-4	-5
4. Make flower arrangements, have a nice garden, or engage in other horticultural activities....	(55) -1	-2	-3	-4	-5
5. Collect things such as stamps, coins, shells or antiques.....	(56) -1	-2	-3	-4	-5
6. Take photographs or make home movies.....	(57) -1	-2	-3	-4	-5
7. Study nature by taking nature walks, bird-watching, etc.....	(58) -1	-2	-3	-4	-5
8. Do yoga or other body movement exercises....	(59) -1	-2	-3	-4	-5
9. Keep up with the latest fashions in your clothing styles.....	(60) -1	-2	-3	-4	-5
10. Take weekend trips to enjoy the beauty of the countryside or visit interesting places....	(61) -1	-2	-3	-4	-5

8c. What types of books do you like best -- novels or short stories, poetry, or non-fiction?

Novels or short stories
(fiction).....(62) -1
Poetry.....-2
Non-fiction.....-3
None.....-4
Not sure.....-5

8d. About how many books, on the average, do you read in a year?

One.....(63) -1
2.....-2
3-5.....-3
6-10.....-4
11-15.....-5
16-20.....-6
More than 20.....-7
Not sure.....-8

8e. (HAND RESPONDENT CARD "F") Please look at this list and tell me which types of music you like to listen to. (MULTIPLE RECORD BELOW)

8f. And which one do you like best? (RECORD ONE BELOW)

8e. Like	8f. Like Best
Country and Western..(64) -1	(65) -1
Opera.....-2	-2
Rock.....-3	-3
Popular songs.....-4	-4
Religious.....-5	-5
Symphony, chamber, or other classical music..-6	-6
Jazz.....-7	-7
Folk music.....-8	-8
Broadway musicals.....-9	-9
Other (SPECIFY)	
_____ -0	
None.....-x	-x
Not sure.....-y	-y

8g. How do you most enjoy listening to music -- at a live performance, from a record or tape, on radio, or on television?

Live performance... (66) (____) -1
 Record or tape..... -2
 On radio..... -3
 On television..... -4
 Other (SPECIFY) _____
 _____ -5
 It depends (vol.)..... -6
 Not sure..... -7

9a. As far as you are concerned, are there enough movies available that are convenient to where you live?

Are..... (67) (____) 1
 Are not..... -2
 Not sure..... -3

9b. In deciding whether to go to a movie, is (READ FIRST ITEM ON LIST) very important to you, somewhat important, not very important, or not at all important to you? (RECORD BELOW AND CONTINUE LIST)

	Very Important	Somewhat Important	Not Very Important	Not at All Important	Not Sure
1. Who wrote the screenplay..... (68) (____) -1	____ -2	____ -3	____ -4	____ -	
2. Who is in the cast..... (69) (____) -1	____ -2	____ -3	____ -4	____ -	
3. Who directed the film..... (70) (____) -1	____ -2	____ -3	____ -4	____ -	
4. The convenience and location of the theatre (71) (____) -1	____ -2	____ -3	____ -4	____ -	
5. What critics said about the film..... (72) (____) -1	____ -2	____ -3	____ -4	____ -	
6. The price of admission..... (73) (____) -1	____ -2	____ -3	____ -4	____ -	
7. What friends and/or relatives have told you about the film..... (74) (____) -1	____ -2	____ -3	____ -4	____ -	
8. What type of film it is (comedy, adventure, musical, etc.)..... (75) (____) -1	____ -2	____ -3	____ -4	____ -	
9. The advertisements you have seen..... (76) (____) -1	____ -2	____ -3	____ -4	____ -	
10. Advance publicity such as TV appearances by the actors, stories in magazines, etc..... (77) (____) -1	____ -2	____ -3	____ -4	____ -	

9c. When you go to the movies, is it primarily for light entertainment, or do you think of movies as an important form of artistic expression?

Primarily entertainment.. (78) (____) -1
 Important form of
 artistic expression..... -2
 Can be either (vol.)..... -3
 Neither (vol.)..... -4
 Not sure..... -5

9d. Do you have any interest in going to see famous old films, or not?

Have interest..... (79) (____) -1
 Don't have interest..... -2
 Not sure..... -3

10a. Is there a (READ FIRST ITEM ON LIST) which is readily accessible to where you live, or not? (RECORD BELOW AND CONTINUE WITH LIST)

10b. And how important to you is it to have an easily accessible (READ FIRST ITEM ON LIST) -- very important, somewhat important, not very important, or not at all important? (RECORD BELOW AND CONTINUE WITH LIST)

10a.			10b.						
Is	Is Not	Not Sure	Very Important	Some-what Important	Not Very Important	Not at All Important	Not Sure		
1. Theatre where plays or musicals are performed.....	(10) _____	-1 _____	-2 _____	-3 _____	(13) _____	-1 _____	-2 _____	-3 _____	-4 _____
2. Concert hall where music or opera is performed.....	(11) _____	-1 _____	-2 _____	-3 _____	(14) _____	-1 _____	-2 _____	-3 _____	-4 _____
3. Museum with paintings and sculpture, and/or scientific or historical exhibits.....	(12) _____	-1 _____	-2 _____	-3 _____	(15) _____	-1 _____	-2 _____	-3 _____	-4 _____

10c. Whether or not you are personally interested in having facilities like museums, theatres 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, not very important, or not at all important? (RECORD BELOW)

10d. How important do you think it is to the business and economy of the community to have such facilities available -- very important, somewhat important, not very important, or not at all important? (RECORD BELOW)

10c. Quality of Life In Community	10d. Business/ Economy of Community
Very important.....(16) _____	(17) _____
Somewhat important..... _____	_____
Not very important..... _____	_____
Not at all important..... _____	_____
Not sure..... _____	_____

10e. As far as you personally are concerned, are there enough facilities for creative activities in your community -- things like local art and photography shows, street festivals, local music and drama groups, or craft groups -- that you can actively participate in?

Enough.....(18) _____ (SKIP TO 10g)
 Not enough..... _____ (ASK 10f)
 Not sure..... _____ (ASK 10f)

10f. (IF "NOT ENOUGH" OR "NOT SURE" IN 10e) As far as you personally are concerned, how important is it for there to be more creative activities in your community that you could actively participate in -- things like local art and photography shows, street festivals, local music and drama groups, or crafts groups? Would you say that having more such things is very important to you, somewhat important, not very important, or not at all important?

Very important.....(19) _____
 Somewhat important..... _____
 Not very important..... _____
 Not at all important..... _____
 Not sure..... _____

10g. (ASK EVERYONE) And how important do you think it is for the children and young people of your community to have more of the kinds of events we have been talking about -- very important, somewhat important, not very important, or not at all important?

Very important.....(20(_____-1
Somewhat important....._____-2
Not very important....._____-3
Not at all important...._____-4
Not sure....._____-5

10h. As far as you are concerned, are there enough places for cultural events -- places such as theatres, concert halls and museums in the community where you live, or aren't there enough such places?

Enough.....(21(_____-1
Not enough....._____-2
Not sure....._____-3

11a. Thinking in general, what sort of physical condition are most of the theatres, concert halls and museums in the area where you live -- are they generally run-down, are they in satisfactory condition, or are they mostly in very good condition? By "theatre" I mean a place where live performances are given -- not a movie house.

Run down.....(22(_____-1
Satisfactory condition....._____-2
In very good condition....._____-3
It varies (vol.)....._____-4
Not sure....._____-5

11b. Would you be willing to pay an additional \$50 a year in your taxes if the money were used to maintain and operate cultural facilities such as theatre, music and art exhibitions?

Would pay \$50.....(23(_____-1(SKIP TO 11e)
Would not....._____-2 (ASK 11c)
Not sure....._____-3 (ASK 11c)

11c. (IF "WOULD NOT" OR "NOT SURE" IN 11b) How about a tax rise of \$25 to pay for such facilities, would you be willing to pay that much, or not?

Would pay \$25.....(24(_____-1(SKIP TO 11e)
Would not....._____-2(ASK 11d)
Not sure....._____-3(ASK 11d)

11d. (IF "WOULD NOT" OR "NOT SURE" IN 11c) Would you be willing to pay an additional \$5 in taxes to make such activities more available?

Would pay \$5..(25(_____-1
Would not....._____-2
Not sure....._____-3

11e. (ASK EVERYONE) Have you ever done any volunteer work to support cultural activities in your community?

Have done.....(26(_____-1 (ASK 11f)
Have not....._____-2 (SKIP TO 11g)
Not sure....._____-3 (SKIP TO 11g)

11f. (IF "HAVE DONE" IN 11e) What sort of work have you done?

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11g. (ASK EVERYONE) Have you ever taken out a membership in, or donated money to, an organization like a museum, a symphony, or a theatre group?

Have.....(29(_____-1
Have not....._____-2
Not sure....._____-3

11h. Have you ever belonged to any organization devoted to preserving old buildings and historic sites, or to improving and upgrading the look of the community or neighborhood, or haven't you ever belonged to such an organization?

Have.....(30(_____-1
Have not....._____-2
Not sure....._____-3

11i. Do you feel businesses have a responsibility to help support cultural activities in your community, or don't you feel this is a responsibility of business?

Have responsibility.....(31(_____-1
Don't have....._____-2
Not sure....._____-3

11j. In your opinion, do business corporations have a responsibility to contribute to building cultural facilities in your community, or don't you feel they have such a responsibility?

Have responsibility.....(32(_____-1
Don't have....._____-2
Not sure....._____-3

11k. And do you think business organizations should make their own facilities, such as conference rooms and auditoriums, available for concerts or dramatic groups during non-business hours even if it increases their own costs and expenses?

Should make available....(33(_____-1
Should not....._____-2
Not sure....._____-3

11L. In some places, groups have been giving concerts and putting on plays or films during lunch hours and after work, right in the business districts of their community. Have such things taken place where you work, or not?

Have taken place.....(34(_____-1
Have not....._____-2
Not sure....._____-3

11m. Would you personally be interested in having such activities available during the working day, or not?

Would.....(35(_____-
Would not....._____-
Not sure....._____-

12. I would like to read you some statements people have made to us about various kinds of activities. For each statement, please tell me whether you tend to agree or disagree. (READ STATEMENTS, RECORDING BELOW FOR EACH ONE)

	<u>Agree</u>	<u>Dis-</u> <u>agree</u>	<u>Not</u> <u>Sure</u>
a. To see something acted on stage is more exciting and meaningful than watching it on TV or in the movies.....(36 (-1	-2	-3
b. The only really good theatre is Broadway shows. Most local productions or touring companies aren't worth watching.....(37 (-1	-2	-3
c. The only thing that keeps me from seeing more plays is the expense.....(38 (-1	-2	-3
d. I would go to the theatre more often if there were a playhouse in my community that I could reach easily.....(39 (-1	-2	-3
e. Most plays are too difficult to understand. Movies and TV are more entertaining.....(40 (-1	-2	-3
f. I would like to see shows that use actors from my community....(41 (-1	-2	-3
g. It's important for young people to have the experience of seeing live actors perform on a stage.....(42 (-1	-2	-3
h. Movies are much more relevant to life today than most things you see on stage.....(43 (-1	-2	-3
i. Unless you understand a great deal about music, there's no point in going to hear a symphony orchestra play.....(44 (-1	-2	-3
j. I wouldn't mind going to hear a concert in the park, but going to a concert hall makes me feel uncomfortable.....(45 (-1	-2	-3
k. No matter how good stereo gets, a live performance is almost always better.....(46 (-1	-2	-3
L. If concerts were performed in my community, I'd probably go to see them.....(47 (-1	-2	-3
m. Classical music is too boring for most people; they should mix some popular music into every concert.....(48 (-1	-2	-3
n. There are plenty of musical performances available if people want to take the trouble to find them.....(49 (-1	-2	-3
o. The schools should make more of an effort to hold concerts for students. They need to be exposed to live classical music.....(50 (-1	-2	-3
p. I don't like to go to downtown areas after dark; it's inconvenient and dangerous.....(51 (-1	-2	-3
q. Symphony concerts are just for highbrows.....(52 (-1	-2	-3

13a. From what you know or have heard, how often are there live theatre performances easily accessible to where you live -- almost all the time, only on weekends (Friday to Sunday), only at certain times of the year, only occasionally, or almost never? (HAND RESPONDENT CARD "G") Use this card to guide you. (RECORD BELOW)

13b. What about ballet or modern dance groups -- how often do such groups perform in places accessible to where you live? (RECORD BELOW)

13c. How about opera -- how often is it performed in places accessible to where you live? (RECORD BELOW)

13d. And how often are there symphony concerts or other live performances of classical music in places accessible to where you live? (RECORD BELOW)

	13a. Theatre	13b. Dance	13c. Opera	13d. Classical Concerts
Almost all the time.....	(53(-1	(54(-1	(55(-1	(56(-1
Only on weekends (Fri-Sun).....	-2	-2	-2	-2
Only at certain times of year.....	-3	-3	-3	-3
Only occasionally.....	-4	-4	-4	-4
Almost never.....	-5	-5	-5	-5
Not sure.....	-6	-6	-6	-6

14a. In the past 12 months, have you attended any live (READ FIRST ITEM ON LIST), or not? (RECORD BELOW AND CONTINUE WITH LIST)

14b. (FOR EACH "HAVE ATTENDED" IN 14a) How many times in the past 12 months do you estimate you attended a live (performance)? (RECORD BELOW FOR EACH APPLICABLE ITEM)

14a.				14b.					
Have attended	Have not attended	Not Sure		Once	2-3 times	4-5 times	6-10 times	More than 10 times	Not Sure
1. Theatre performance..	(57(-1	-2	-3	(60(-1	-2	-3	-4	-5	-6
2. Ballet or modern dance performance....	(58(-1	-2	-3	(61(-1	-2	-3	-4	-5	-6
3. Concert or opera performance.....	(59(-1	-2	-3	(62(-1	-2	-3	-4	-5	-6

INTERVIEWER: TURN QUESTIONNAIRE OVER
AND CONTINUE.

14c. What do you think the most expensive tickets cost for theatre in this area? (RECORD BELOW)

14d. And what do you think the least expensive theatre tickets cost in this area for the same show? (RECORD BELOW)

14e. How about ballet or modern dance performances -- from what you know, how much would you say the most expensive tickets for such performances cost around here? (RECORD BELOW)

14f. And what would you estimate the least expensive tickets cost for ballet or modern dance performances? (RECORD BELOW)

14g. How much do the most expensive seats cost around here for professional sports events like professional football or baseball? (RECORD BELOW)

14h. And how much are the cheapest seats for such sports events? (RECORD BELOW)

14i. How about concert or opera -- what is the highest ticket price charged for those events in this area? (RECORD BELOW)

14j. And what is the lowest price charged for concert or opera tickets? (RECORD BELOW)

14k. Finally, what is the average ticket price for a first-run movie around here? (RECORD BELOW)

	Less Than \$1	\$1	\$2	\$3	\$4	\$5	\$6	\$7	\$8	\$9	\$10	\$11	\$12- 15	\$16- 20	\$21- 25	More than \$25	Never avail- able	Not Sure
14c. Highest theatre price.	(63(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(64(-1	-2	-3	-4	-5	-6	
14d. Lowest theatre price..	(65(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(66(-1	-2	-3	-4	-5	-6	
14e. Highest ballet/dance..	(67(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(68(-1	-2	-3	-4	-5	-6	
14f. Lowest ballet/dance...	(69(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(70(-1	-2	-3	-4	-5	-6	
14g. Highest pro sports....	(71(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(72(-1	-2	-3	-4	-5	-6	
14h. Lowest pro sports.....	(73(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(74(-1	-2	-3	-4	-5	-6	
14i. Highest concert/opera.	(75(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(76(-1	-2	-3	-4	-5	-6	
14j. Lowest concert/opera..	(77(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(78(-1	-2	-3	-4	-5	-6	
14k. Average movie price...	(79(-1	-2	-3	-4	-5	-6	-7	-8	-9	-0	-X	-Y(80(-1	-2	-3	-4	-5	-6	

15a. In deciding whether or not to go see a particular play, is (READ FIRST ITEM ON LIST) very important to you, somewhat important, not very important, or not at all important to you? (RECORD BELOW AND CONTINUE WITH LIST)

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not very important</u>	<u>Not at all important</u>	<u>Not sure</u>
1. Who wrote the play.....(10(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
2. Who is in the cast.....(11(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
3. Who is the director.....(12(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
4. The convenience and location of the theatre.....(13(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
5. What critics said about the production.....(14(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
6. The price of admission.....(15(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
7. What friends or relatives have told you about the production.....(16(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
8. What type of play it is (comedy, musical, drama, etc.).....(17(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
9. The advertisements you have seen.....(18(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>
10. Advance publicity, such as TV appearances by the actors, stories in magazines, etc.....(19(<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>

15b. (IF "HAVE NOT ATTENDED" THEATRE IN 14a, OR HAVE ATTENDED THEATRE 3 TIMES OR LESS IN 14b) From this list (HAND RESPONDENT CARD "H") please select the reasons that help explain why you didn't go to the theatre more often in the last 12 months? (MULTIPLE RECORD BELOW)

15c. (IF "HAVE NOT ATTENDED" BALLET/DANCE IN 14a, OR HAVE ATTENDED 3 TIMES OR LESS IN 14b) How about your reasons for not seeing more ballet or modern dance -- which of the reasons on the card apply to you? (MULTIPLE RECORD BELOW)

15d. (IF "HAVE NOT ATTENDED" CONCERT/OPERA IN 14a, OR HAVE ATTENDED 3 TIMES OR LESS IN 14b) And what reasons apply to your not going to more opera or concerts? (MULTIPLE RECORD BELOW)

	15b. Theatre	15c. Ballet/ Dance	15d. Opera/ Concert
No shows available.....	(20(-1	(21(-1	(22(-1
Price of tickets.....	-2	-2	-2
Inconvenient time.....	-3	-3	-3
Difficult to get there.....	-4	-4	-4
Haven't liked the kinds of programs offered.....	-5	-5	-5
Don't enjoy that kind of activity.....	-6	-6	-6
I never have anyone to go with.....	-7	-7	-7
It's in a part of town I don't like to go to.....	-8	-8	-8
Other (specify):.....	-9		
Other (specify):.....		-9	
Other (specify):.....			-9
Not sure.....	-0	-0	-0

15e. (ASK EVERYONE) As far as you are concerned, is the total cost of going to events like plays and concerts an important factor that keeps you from going more often? In the total cost, consider things like paying for a babysitter, parking the car or taking a taxi, eating out, and such expenses.

Total cost is a factor.....(23(-1
Total cost is not a factor.....-2
Not sure.....-3

15f. When you do go to a museum, or to see a play, or hear a music performance, or similar activity in your own area, how do you usually get there -- by car, bus, subway, train, or how? (MULTIPLE RECORD BELOW)

Never go.....(24(-1
Car.....-2
Bus.....-3
Subway.....-4
Train.....-5
Walk.....-6
Taxi.....-7
Other (specify):.....-8
Not sure.....-9

15g. Is obtaining tickets for plays, concerts or other performances a major inconvenience for you, a minor inconvenience, or isn't it really inconvenient at all? (RECORD BELOW)

15h. How about taking public transportation to plays or concerts -- is that a major inconvenience for you, a minor inconvenience, or isn't it really inconvenient in the area where you live? (RECORD BELOW)

15i. How inconvenient is it to find restaurants or places to eat near the theatres or other entertainment places in your area -- is that a major inconvenience for you, a minor inconvenience or not really an inconvenience at all? (RECORD BELOW)

15j. (IF TRAVEL BY CAR IN 15f) How about parking facilities near theatres, concert halls or other places of entertainment in your community -- do you find a place to park a major inconvenience, a minor inconvenience, or not really inconvenient? (RECORD BELOW)

	Major incon- venience	Minor incon- venience	Not an incon- venience	Never go (vol.)	Don't use (vol.)	Not sure
15g. Obtaining tickets. (25(-1	-2	-3	-4	-5	-6
15h. Public trans- portation.....(26(-1	-2	-3	-4	-5	-6
15i. Eating places.....(27(-1	-2	-3	-4	-5	-6
15j. Parking.....(28(-1	-2	-3	-4	-5	-6

15k. (ASK EVERYONE) Some people tell us that when they go to see a play, musical performance, or some other cultural event they usually eat out at a restaurant or meet with friends. How often do you usually combine going to a performance with eating out or meeting friends -- almost always, sometimes, hardly ever, or never?

Almost always.....(29(-1
Sometimes.....	-2
Hardly ever.....	-3
Never.....	-4
Not sure.....	-5

16a. How convenient is the nearest museum to where you live -- is it very easy to get to, only fairly easy, or not easy at all? (RECORD BELOW)

16b. How convenient is the nearest theatre where plays and musicals are presented to where you live -- is it very easy for you to get to, only fairly easy, or not easy at all? (RECORD BELOW)

16c. How convenient is the nearest concert hall to where you live -- is it very easy for you to get to, only fairly easy, or not easy at all? (RECORD BELOW)

16d. How convenient is the nearest public library to where you live -- is it very easy to get to, only fairly easy, or not easy at all? (RECORD BELOW)

16e. And how convenient is the nearest sports arena to where you live -- is it very easy to get to, only fairly easy, or not easy at all? (RECORD BELOW)

	16a. Museum	16b. Theatre	16c. Concert Hall	16d. Public Library	16e. Sports Arena
Very easy.....(30(-1	(31(-1	(32(-1	(33(-1	(34(-1
Only fairly easy.....	-2	-2	-2	-2	-2
Not easy at all.....	-3	-3	-3	-3	-3
None available (vol.).....	-4	-4	-4	-4	-4
Not sure.....	-5	-5	-5	-5	-5

16f. Do you find that when you are traveling or vacationing you go to more theatrical and musical performances and other cultural events than while you are at home, or don't you find this is so?

More while traveling/

vacationing.....	(35(-1
Not more.....		-2
About equal (vol.).....		-3
Don't do either (vol.).....		-4
Not sure.....		-5

16g. Do you ever plan a vacation or take a trip for the specific purpose of going to such cultural events as theatre, a music festival, museums, or some other kind of cultural event or activity?

Plan vacation for this activity...	(36(-1
Don't plan.....		-2
Not sure.....		-3

17a. If you were going to a dance performance, which one type of dancing would you most like to see -- folk or ethnic dancing, classical ballet, modern dance, tap dancing, ballroom dancing, or what?

Folk/ethnic.....	(37(-1
Classical ballet.....		-2
Modern dance.....		-3
Tap dancing.....		-4
Ballroom dancing.....		-5
Like different types equally(vol)		-6
Other (specify)		-7
None.....		-8
Not sure.....		-9

17b. If you were going to a museum, which one type of museum would you prefer -- one that displays visual arts such as paintings, sculpture, films or photography, one with scientific or natural history exhibits, or an historical museum with exhibits from the past?

Painting and sculpture.....	(38(-1
Scientific and natural history.....		-2
Historical.....		-3
Other (specify)		-4
None.....		-5
Not sure.....		-6

18a. How often do you visit art museums in the course of an average year? (RECORD BELOW)

18b. How about science or natural history museums -- how often do you go to these in the course of an average year? (RECORD BELOW)

18c. And how many times a year, on the average do you visit history museums or historic buildings or sites which preserve objects from the past? (RECORD BELOW)

18a. Art Museums	18b. Science/ natural History museums	18c. History museums/ buildings or sites
Never.....(39((40((41(
Once.....		
Twice.....		
3-5 times.....		
6-10 times.....		
More than 10 times.....		
Not sure.....		

18d. (IF "ONCE" OR "MORE OFTEN" IN QUESTIONS 18a,18b or 18c--OTHERS SKIP TO 18e) When you visit (museum in 18a/18b/18c) is it generally one in your own community or nearby area, or is it more often elsewhere when you are traveling or on vacation? (RECORD FOR EACH APPLICABLE MUSEUM)

Art Museums	Science/ Natural history museums	History museums/ buildings or sites
Own community/ area.....(42((43((44(
Elsewhere.....		
Don't go.....		
Not sure.....		

18e. (ASK EVERYONE) As far as you know, do the museums in your community make their facilities available for other cultural activities such as concerts, lectures, films and so forth?

Available.....	(45(-1
Not available.....		-2
Not sure.....		-3

19. I'd like to read you a few statements people have made about museums. For each statement, tell me if you tend to agree or disagree. (READ STATEMENTS, RECORDING BELOW FOR EACH)

	<u>Agree</u>	<u>Disagree</u>	<u>Not sure</u>
a. Going to museums is a good thing to do with children.....(46(<u>-1</u>	<u>-2</u>	<u>-3</u>
b. There's so much exciting new talent in the visual arts that one should really go to museums and art shows often.....(47(<u>-1</u>	<u>-2</u>	<u>-3</u>
c. Most museums are such stuffy and depressing places that I don't enjoy going to them.....(48(<u>-1</u>	<u>-2</u>	<u>-3</u>
d. Unless you know a lot about art or art history, you don't get much from visiting museums.....(49(<u>-1</u>	<u>-2</u>	<u>-3</u>
e. Most great artists will always be men rather than women.....(50(<u>-1</u>	<u>-2</u>	<u>-3</u>
f. There's not much point to going to a museum more than once or twice. You'd just be looking at the same things all over again.....(51(<u>-1</u>	<u>-2</u>	<u>-3</u>
g. A lot of museums are doing many imaginative things to make them interesting places to visit.....(52(<u>-1</u>	<u>-2</u>	<u>-3</u>
h. I'd go to museums more if they weren't so inconvenient to get to.....(53(<u>-1</u>	<u>-2</u>	<u>-3</u>
i. I wish there were more places where you could see art, and hear music and attend performances all in the same location... (54(<u>-1</u>	<u>-2</u>	<u>-3</u>
j. I find going to museums a good way to relax.....(55(<u>-1</u>	<u>-2</u>	<u>-3</u>
k. I can get all the culture and entertainment I need at home, from TV, radio and records or tapes.....(56(<u>-1</u>	<u>-2</u>	<u>-3</u>
L. What I was taught in school never really helped me to enjoy or appreciate the arts.....(57(<u>-1</u>	<u>-2</u>	<u>-3</u>
m. Museums are not a good place to take children, because they become too easily bored and distracted.....(58(<u>-1</u>	<u>-2</u>	<u>-3</u>
n. Museums are an important resource for the whole community, because they tell us so much about the art and history of different cultures or about science and our environment....(59(<u>-1</u>	<u>-2</u>	<u>-3</u>
o. Going to museums is a good way to meet new people who share your interests.....(60(<u>-1</u>	<u>-2</u>	<u>-3</u>
p. When I go to museums, I like the feeling of doing the same thing that well-educated, sophisticated people do.....(61(<u>-1</u>	<u>-2</u>	<u>-3</u>
q. The arts are too effeminate for most men to feel comfortable taking part in them.....(62(<u>-1</u>	<u>-2</u>	<u>-3</u>

20a. If there were some sort of organization in your community or neighborhood that arranged tickets and transportation for group trips to plays, operas, concerts and dance performances, and it weren't too expensive, would you like to join such an organization, or not?

Would like to join.....(63(-1
 Would not.....-2
 Already belong (vol).....-3
 Not sure.....-4

20b. How about a similar group that organized trips to museums, or famous buildings and historical sites, and provided a guide to explain what you were seeing -- would you be interested in joining such a group, or not?

Would be interested.....(64(-1
 Would not.....-2
 Already belong (vol).....-3
 Not sure.....-4

21. Looking at the items listed on this card (HAND RESPONDENT CARD "I"), tell me which ones you use to find out about cultural events that take place in your own area or community?
 (MULTIPLE RECORD BELOW)

22. (FOR EACH ITEM "DO USE" IN 21) And how important a source of information is (item in 21) for you -- very important, somewhat important, or not really important at all? (RECORD BELOW FOR EACH APPLICABLE ITEM)

FOR EACH APPLICABLE ITEM)

	21.		22.				
	Do Use		Very impor- tant	Somewhat impor- tant	Not really impor- tant	Not Sure	
1. Local newspaper adver- tisements.....	(65(-1	(67(-1	-2	-3	-4
2. Reviews or news stories in local newspapers.....		-2	(68(-1	-2	-3	-4
3. Magazine stories or reviews.....		-3	(69(-1	-2	-3	-4
4. Word-of-mouth recommen- dations from friends, relatives or colleagues.....		-4	(70(-1	-2	-3	-4
5. Radio advertisements or announcements.....		-5	(71(-1	-2	-3	-4
6. TV advertisements or announcements.....		-6	(72(-1	-2	-3	-4
7. Radio commentary or critics.....		-7	(73(-1	-2	-3	-4
8. TV commentary or critics.....		-8	(74(-1	-2	-3	-4
9. Posters, handbills or sidewalk advertising.....		-9	(75(-1	-2	-3	-4
10. Direct mail ads.....		-0	(76(-1	-2	-3	-4
11. Subscription solicitations.....		-x	(77(-1	-2	-3	-4
12. Other(specify).....		-y	(78(-1	-2	-3	-4
None.....	(66(-1					
Not sure.....		-2					

23a. (ASK EVERYONE) Thinking back to your childhood, did you have any close friends or members of your family who were active in any kind of creative or artistic activity, such as playing a musical instrument, making or building things, painting, acting, or other things of that sort?

Did have.....(10(-1 (ASK 23b)
 Did not have.....-2 (SKIP TO 23c)
 Not sure.....-3 (SKIP TO 23c)

23b. (IF "DID HAVE" IN 23a) Did this person(s) have a real influence in stimulating your own interest in artistic and creative things, or not?

Did have.....(11(-1
 Did not have.....-2
 Not sure.....-3

23c. (ASK EVERYONE) Did you have any teachers when you were in school who really helped to develop your interest in artistic or creative things, or not?

Did have.....(12(-1
 Did not have.....-2
 Not sure.....-3

23d. When you were in school did you ever take any field trips to museums, planetariums, concerts or plays?

Did take.....(13(1 (ASK 23e)
 Did not.....-2 (SKIP TO 23f)
 Not sure.....-3 (SKIP TO 23f)

23e. (IF "DID TAKE" IN 23d) Thinking back on it, did these trips really stimulate your interest in the things you were taken to see or hear?

Did stimulate.....(14(-1
 Did not.....-2
 Not sure.....-3

23f. (ASK EVERYONE) Did outside groups ever come to your school to perform music or put on plays?

Did.....(15(-1 (ASK 23g)
 Did not.....-2 (SKIP TO 23h)
 Not sure.....-3 (SKIP TO 23h)

23g. (IF "DID" IN 23f) Did these events really stimulate your interest in the things they performed, or not?

Did stimulate....(16(-1
 Did not.....-2
 Not sure.....-3

23h. (ASK EVERYONE) Did you ever take any art appreciation courses in school or college? (RECORD BELOW)

23i. Did you ever take any music appreciation courses in school or college? (RECORD BELOW)

	Did take	not take	Not Sure
--	-------------	-------------	-------------

23h. Art appreciation.....(17(-1 -2 -3

23i. Music appreciation.....(18(-1 -2 -3

23j. On the whole, would you say you are more interested in the arts and culture than your parents, less interested, or about equally interested?

More interested.....(19(-1
 Less interested.....-2
 About the same.....-3
 Not sure.....-4

23k. Would you say that you personally are attending more events such as concerts, plays, dance recitals and museum trips than you were five years ago, going less, or going about the same amount?

Going more.....(20	-1	(ASK 23L)
Going less.....	-2	(ASK 23L)
Going about same...	-3	(SKIP TO 24a)
Not sure.....	-4	(SKIP TO 24a)

23L. (IF "GOING MORE" OR "GOING LESS" IN 23k) For what reasons are you going (more) (less)?

(21-
(22-

24a. (ASK EVERYONE) When you were growing up, how often did you (READ FIRST ITEM ON LIST) with your family or with friends -- often, sometimes, hardly ever, or never? (RECORD BELOW AND CONTINUE WITH LIST)

24b. (FOR EACH "OFTEN" OR "SOMETIMES" IN 24a) About what age were you when you started going to (item in 24a) (RECORD BELOW FOR EACH APPLICABLE ITEM)

24c. (ASK EVERYONE) how important do you think it is for young people today to (READ FIRST ITEM ON LIST) -- very important, somewhat important, not very important, or not important at all? (RECORD BELOW AND CONTINUE WITH LIST)

24a.						24b.								24c. Importance:					
Often	Sometimes	Hardly ever	Never	Not Sure	Before age	8-10	11-13	14-16	17-19	20-22	Not Sure	Very	Some- what	Not very	Not at All	Not Sure			
1. Go to plays....(23(-1	-2	-3	-4	-5	(30(-1	-2	-3	-4	-5	-6	-7	(37(-1	-2	-3	-4	-5
2. Go to art museums.....(24(-1	-2	-3	-4	-5	(31(-1	-2	-3	-4	-5	-6	-7	(38(-1	-2	-3	-4	-5
3. Go to concerts.(25(-1	-2	-3	-4	-5	(32(-1	-2	-3	-4	-5	-6	-7	(39(-1	-2	-3	-4	-5
4. Go to the opera(26(-1	-2	-3	-4	-5	(33(-1	-2	-3	-4	-5	-6	-7	(40(-1	-2	-3	-4	-5
5. Go to science or natural history museums(27(-1	-2	-3	-4	-5	(34(-1	-2	-3	-4	-5	-6	-7	(41(-1	-2	-3	-4	-5
6. Visit his- torical sites..(28(-1	-2	-3	-4	-5	(35(-1	-2	-3	-4	-5	-6	-7	(42(-1	-2	-3	-4	-5
7. Go to ballet or modern dance per- formances.....(29(-1	-2	-3	-4	-5	(36(-1	-2	-3	-4	-5	-6	-7	(43(-1	-2	-3	-4	-5

25a. From what you see or hear, would you say that most school children in your community are getting enough exposure to theatre, music, and similar events today, or do you think they are not getting enough?

Getting enough.....	(44(-1
Not getting enough.....		-2
Not sure.....		-3

25b. Would you like to see your own children have a career in the arts -- say, as a musician or painter -- or wouldn't you like to see that happen?

Would like.....	(45(-1
Would not like.....		-2
Not sure.....		-3

25c. Why do you feel that way? Any other reason?

(46-
(47-

25d. Some people feel they have to study or learn about such things as art or music before they can understand or enjoy it. Others say such training helps, but is not essential, while still others think such training is not necessary in order to enjoy art or music. In general, which way do you feel about this?

To have studied or learned.....	(48(-1
Helps, but not essential.....		-2
Training not necessary.....		-3
Not sure.....		-4

26a. Some people also think that classes in the arts should be a regular part of the school curriculum, just like math or science or English. Other people think that such courses should not be given for credit, or not given at all. In your opinion, should schools teach courses in (READ FIRST ITEM ON LIST) for credit, should it be an after-school or non-credit activity, or shouldn't it be offered at all? (RECORD BELOW AND CONTINUE WITH LIST)

26b. As far as you know, are courses in (READ FIRST ITEM ON LIST) being offered in your local schools now, or not? (RECORD BELOW AND CONTINUE WITH LIST)

	26a.					26b.		
	Teach for credit	Non- credit	Should not offer at all	Not Sure		Offered	Not offered	Not Sure
1. Painting, sculpture or graphics.....	(49(-1	-2	-3	-4	(59(-1	-2	-3	
2. Acting.....	(50(-1	-2	-3	-4	(60(-1	-2	-3	
3. Photography or filmmaking....	(51(-1	-2	-3	-4	(61(-1	-2	-3	
4. Playing a musical instru- ment.....	(52(-1	-2	-3	-4	(62(-1	-2	-3	
5. Voice or singing.....	(53(-1	-2	-3	-4	(63(-1	-2	-3	
6. Music appreciation.....	(54(-1	-2	-3	-4	(64(-1	-2	-3	
7. Art appreciation.....	(55(-1	-2	-3	-4	(65(-1	-2	-3	
8. Dancing (ballet or modern dance).....	(56(-1	-2	-3	-4	(66(-1	-2	-3	
9. Creative writing or poetry...	(57(-1	-2	-3	-4	(67(-1	-2	-3	
10. Weaving, woodworking, pottery and other crafts.....	(58(-1	-2	-3	-4	(68(-1	-2	-3	

27a. From what you know or have heard, do most cultural organizations such as museums, symphony orchestras and dance companies make a profit, lose money, or more or less break even? (RECORD BELOW)

27b. What about most professional theatres -- do they make money, lose money, or break even? (RECORD BELOW)

	27a. Cultural organizations	27b. Professional Theatres
Make money.....	(69(-1	(70(-1
Lose money.....	-2	-2
Break even.....	-3	-3
Depends (vol.).....	-4	-4
Not sure.....	-5	-5

27c. Some people think that if cultural organizations such as museums or symphony orchestras can't pay their own way, they should just go out of business. Others think that such organizations are such a benefit to the whole community that their losses should be made up by government support. Which way do you feel -- should cultural organizations have to pay their own way, or should they be able to receive direct government funds to help support them?

Pay own way.....	(71(-1
Get direct government support..	-2
Depends (vol.).....	-3
Not sure.....	-4

28a. From what you know or have heard, do (READ FIRST ITEM ON LIST) get most of their money from government support, from private donors and gifts from business, or are they mostly self supporting through admission or membership charges, fees or dues, or ticket sales? (HAND RESPONDENT CARD "K") (RECORD BELOW AND CONTINUE WITH LIST)

28b. (HAND RESPONDENT CARD K-1) Which of the organizations are you in favor of federal, state or local governments helping to support? (MULTIPLE RECORD BELOW)

28c. And which of these organizations do you think businesses and corporations should help support by contributing money or facilities? (MULTIPLE RECORD BELOW)

	28a.				28b. Favor Gov't. support	28c. Favor Corp. support
	Government support	Private & business donors	Self Sup- porting	Not Sure		
1. Art museums.....	(72(-1	-2	-3	-4	(16(-1	(18(-1
2. Public libraries...	(73(-1	-2	-3	-4	-2	-2
3. Churches.....	(74(-1	-2	-3	-4	-3	-3
4. Broadway plays or commercial touring produc- tions.....	(75(-1	-2	-3	-4	-4	-4
5. Non-commercial professional theatres.....	(76(-1	-2	-3	-4	-5	-5
6. Natural history museums.....	(77(-1	-2	-3	-4	-6	-6
7. Hospitals.....	(78(-1	-2	-3	-4	-7	-7
8. Zoos.....	(79(-1	-2	-3	-4	-8	-8
9. Opera companies....	(80(-1	-2	-3	-4	-9	-9
10. Symphony orches- tras.....	(10(-1	-2	-3	-4	-0	-0
11. Public parks/ Botanical gardens..	(11(-1	-2	-3	-4	-X	-X
12. History museums....	(12(-1	-2	-3	-4	-Y	-Y
13. Science museums....	(13(-1	-2	-3	-4	(17(-1	(19(-1
14. Ballet or modern dance troupes.....	(14(-1	-2	-3	-4	-2	-2
15. Public recreation areas like tennis courts or public golf courses.....	(15(-1	-2	-3	-4	-3	-3
None.....					-4	-4
Not sure.....					-5	-5

28d. As far as you know, are people's gifts to cultural organizations allowed as a tax deduction at present, or isn't this allowed?

Are allowed....(20(-1
Are not allowed.... -2
Not sure..... -3

29a. In your personal opinion, which are the most important areas of the arts and culture that you feel government should give funds to? (RECORD BELOW)

29b. (FOR EACH AREA NAMED IN 29a) Why do you feel (area) should get government funds? (RECORD BELOW FOR EACH AREA NAMED IN 29a)

29a. Area

29b. Reasons

#1

#1

#2

#2

#3

#3

(21-
(22-
(23-
(24-
(25-
(26-
(27-
(28-
(29-
(30-
(31-
(32-

ACTUAL

CARD VI

A007

F1. What is your position in this household?

Male head.....(33(1
 Female head (no male
 head).....-2
 Wife.....-3
 Son.....-4
 Daughter.....-5
 Other (SPECIFY)
-6

F2a. Is the head of the household an hourly wage worker, salaried, self-employed, or what?

Hourly wage worker..(34(-1
 Salaried.....-2
 Self-employed.....-3
 Retired.....-4
 Unemployed.....-5

(ASK F2b)

NONE OF THE ABOVE:

Student.....-6
 Military service.....-7
 Housewife.....-8
 Other (SPECIFY)
-9

(SKIP TO F3)

F2b. (ASK IF EMPLOYED, RETIRED, OR UNEMPLOYED IN F2a) What type of work does (did, if retired) the head of the household do? (PROBE FULLY, FINDING OUT WHAT THE JOB IS CALLED, DUTIES INVOLVED, ETC., IN ORDER TO CATEGORIZE CORRECTLY BELOW)

Professional and technical worker..(35(1
 Manager, official, proprietor.....-2
 Clerical worker.....-3
 Sales worker.....-4
 Skilled craftsman, foreman.....-5
 Operative and non-skilled laborer
 (except farm).....-6
 Service worker.....-7
 Farm, farm manager, farm laborer.....-8
 Other (SPECIFY)
-9
 Not sure.....-0

F3. (ASK EVERYONE) Are you single, married, widowed, divorced or separated?

Single.....36(-1
 Married.....-2
 Widowed.....-3
 Divorced.....-4
 Separated.....-5

F4. How many children under the age of 18 do you have?

1.....37(-1
 2.....-2
 3.....-3
 4.....-4
 5.....-5
 6.....-6
 7 or more.....-7
 None.....-8

F5. What is the last grade of school you completed?

8th grade or less.....(38(-1
 Some high school.....-2
 High school graduate.....-3
 Some college.....-4
 2-year college graduate (community,
 etc.).....-5
 4-year college graduate.....-6
 Post graduate.....-7

F6. What is your religion?

Protestant.....(39(-1
 Catholic.....-2
 Jewish.....-3
 Other.....-4
 None.....-5

F7a. Do you attend church (or temple) regularly only sometimes, or hardly at all?

Regularly(40(-1
 Sometimes-2
 Hardly at all.....-3
 Not sure.....-4

F7b. Are you a member of a labor union, or is a member of this household a member of a labor union?

Union member.....(41(-1
 Union member in household.....-2
 No union member in household...-3

8. In what age group are you? (READ LIST)

16-17.....	(42)	(-1)
18-20.....		-2
21-24.....		-3
25-29.....		-4
30-34.....		-5
35-39.....		-6
40-49.....		-7
50-64.....		-8
65 and over.....		-9
Refused.....		-0

INTERVIEWER: IF RESPONDENT REFUSES.
ESTIMATE AND RECORD FOR "REFUSED", PLUS
THE AGE GROUP YOU ESTIMATE.

F9. For statistical purposes only, we need to know your total household income for 1972 before taxes. Will you please look at this card (HAND RESPONDENT CARD "L") and tell me which letter best represents all the money the members of this household either earned or received from salary or wages or other sources such as pensions, stocks and bonds, real estate, and other investments in 1972?

A. Under \$3,000.....	(43)	(-1)
B. \$3,000 to \$4,999.....		-2
C. \$5,000 to \$6,999.....		-3
D. \$7,000 to \$9,999.....		-4
E. \$10,000 to \$11,999.....		-5
F. \$12,000 to \$14,999.....		-6
G. \$15,000 to \$19,999.....		-7
H. \$20,000 to \$24,999.....		-8
I. \$25,000 and over.....		-9
J. Not sure/refused.....		-0

INTERVIEWER: IF "NOT SURE" OR "REFUSED",
ESTIMATE AND RECORD FOR THE LETTER "J" PLUS
THE LETTER YOU ARE ESTIMATING.

F10a. Do you feel certain you will take a trip by air outside the continental limits of the United States in the next few years, that you probably will, or probably will not? (RECORD BELOW)

F10b. Do you feel certain you will take a trip by air to Europe in the next few years, that you probably will, or probably will not? (RECORD BELOW)

	F10a. Outside U.S.	F10b. Europe
Certain will take.....	(44)	(45)
Probably will take.....		
Probably not take.....		
Not sure.....		

RECORD THE FOLLOWING -- DO NOT ASK

F11. Ethnic group or racial background:

White.....	(46)	()
Negro/Black.....		
Oriental.....		
Puerto Rican.....		
Mexican, other Spanish-American....		
American Indian.....		
Other (SPECIFY).....		

F12. Sex:

Male.....	(47)	(-1)
Female.....		-2

F13. Length of interview ("X" ONLY ONE):

15 minutes or less.....	(48)	()
16 minutes to 30 minutes.....		
31 to 45 minutes.....		
46 minutes to one hour.....		
1 hr. 1 min. to 1 hr. 15 minutes....		
1 hr. 16 min. to 1 hr. 30 min.....		
1 hr. 31 min. to 1 hr. 45 minutes..		
1 hr. 46 min. to 2 hours.....		
2 hrs. 1 min. to 2 hrs. 15 min.....		
2 hrs. 16 min. to 2 hrs. 30 min....		
2 hrs. 31 min. to 2 hrs. 45 min....		
More than 2 hrs. 45 minutes.....		

Respondent's name (Please print): (49) ()

Col. 50 Undocumented Person

Address: _____

City/town: _____

State: _____ Zip: _____

Telephone: _____

Telephone area code: _____

THIS IS A BONA FIDE INTERVIEW AND HAS BEEN
OBTAINED ACCORDING TO MY AGREEMENT WITH LOU
HARRIS AND ASSOCIATES, INC.

Interviewer's name: _____

Date: _____ Time (o'clock): _____

This interview validated by: _____

Date of validation: _____