

Performing Arts Survey and Walkthrough

Below are questions that were included in a survey of respondents' interest in the performing arts. In the Excel file, you will find each respondent's answer to these questions.

Q1: Arts activities may include attending live performances of music, dance or theatre, visiting museums and galleries, listening to recordings at home, or creating art yourself such as painting or singing in a chorus. Would you say that you are ... in arts activities?

Not at all interested	Not very interested	Somewhat interested	Very interested	Extremely interested
1	2	3	4	5

Q2-Q8: Now I'd like to ask how much you like or dislike a few different kinds of cultural activities. On a scale from 0 to 10, with 0 meaning that you dislike it a lot and 10 meaning that you like it a lot, in general how much do you like or dislike...?

- Visiting art museums or galleries (**Q2**)
- Attending jazz concerts (**Q3**)
- Attending stage plays (**Q4**)
- Attending musical theatre performances such as Broadway shows (**Q5**)
- Attending opera performances (**Q6**)
- Attending ballet performances (**Q7**)
- Attending classical music concerts (**Q8**)

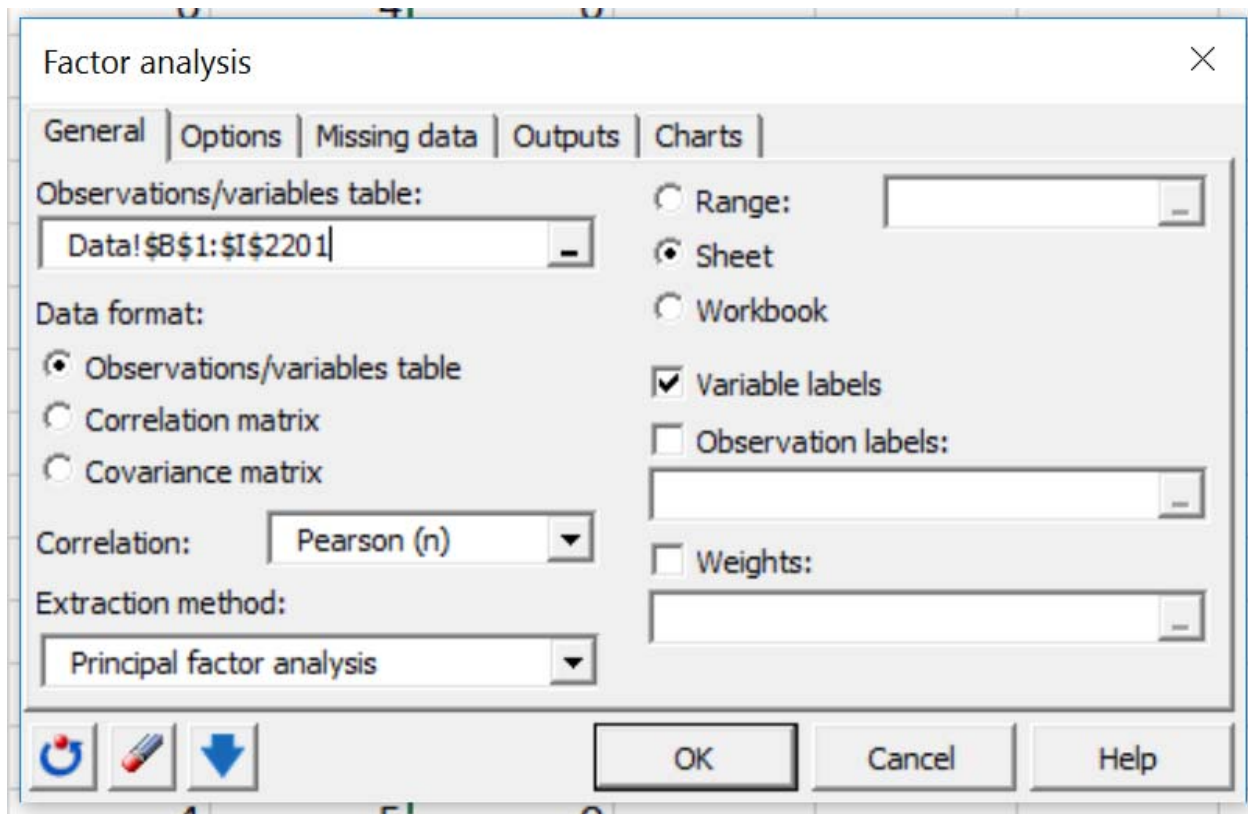
GENDER: What is your gender?

- Male (1)
- Female (0)

Walkthrough for Module 2 Questions

Install XL Stat following the instructions provided on their website: www.xlstat.com. We will use XL Stat to perform a factor analysis and segment the market.

For demonstration purposes, we will set the number of factors equal to 2. Select the Data worksheet. Click on the XLSTAT ribbon and select Analyzing Data. From the dropdown menu, click on Factor Analysis. In the Observations/variables area, select cells B1 to I2201. Be sure that the “Variable labels” option is checked, as the first row in the selected region contains the variable names. Your dialog box should appear as follows:



On the Option tab of the dialog box, select Rotation. Change the Number of factors from “Automatic” to “User defined” at set it to 2. Your dialog box should appear as follows:

Factor analysis

General Options Missing data Outputs Charts

Number of factors:

☐ Automatic

☒ User defined: 2

Initial communalities:

Squared multiple correlations

Stop conditions:

Iterations: 50

Convergence: 0.0001

☒ Rotation

Number of factors: 2

Method: Varimax

☐ Kaiser normalization

OK Cancel Help

Click OK.

XLSTAT will create a new tab with the results.

The output has been included in the Excel file. In answering Questions 3-5, you should use the output that is included in the Excel file.