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 1 Questions

To inform our expectations of the factor analysis, complete the correlation matrix using the structure that has been provided on “Correlation Matrix” worksheet.

- In cell B2, using the following formula:
  =CORREL(Data!$B$2:$B$2201,Data!B2:B2201)
- Drag this formula across to cell I2 to compute the correlation between overall interest in the arts (Q1) and interest in each of the specific types of arts.
- In cell B3, enter the following formula:
  =CORREL(Data!$C$2:$C$2201,Data!B2:B2201)
- Drag this formula across to cell I3 to compute the correlation between interest in museums (Q2) and responses to the other questions.
- In cell B4, use the following formula and drag it across to cell I3:
  =CORREL(Data!$D$2:$D$2201,Data!B2:B2201)
- Repeat this process, for the remaining rows of the correlation matrix, changing the column referenced in the first part of the CORREL command