

ICPSR 35586

## **Local Area Arts Participation Study 1992**

*National Endowment for the Arts*

Example Local Questionnaire

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## LOCAL SURVEYS OF PARTICIPATION IN THE ARTS

### Core Questionnaire

The following questions are about **your** activities during the last 12 months—between \_\_\_\_\_ 1, 19\_\_, and \_\_\_\_\_, 19\_\_.

1. With the exception of elementary or high school performances, did **you** go to a live jazz performance during the **last 12 months**?

YES (ASK A-B) ..... 1  
NO (GO TO Q.2) ..... 2

- A. About how many times did you do this during the **last 12 months**?

\_\_\_\_\_ NUMBER OF TIMES

- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated  
with a religious organization ..... 1  
Civic center ..... 2  
Coffee house ..... 3  
College facility ..... 4  
Concert hall, opera house ..... 5  
Dinner theater ..... 6  
Elementary or high school facility ..... 7  
Library ..... 8  
Museum or art gallery ..... 9  
Nightclub/Jazz club ..... 10  
Park or other open-air facility ..... 11  
Theater ..... 12  
Town hall, city hall ..... 13  
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.) ..... 14  
OTHER (SPECIFY) \_\_\_\_\_ ..... 96

2. With the exception of elementary or high school performances, did you go to a live classical music performance such as symphony, chamber, or choral music during the **last 12 months**?

YES (ASK A-B) ..... 1  
NO (GO TO Q.3) ..... 2

- A. About how many times did you do this during the **last 12 months**?

\_\_\_\_\_ NUMBER OF TIMES

- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated with a religious organization	1
Civic center	2
Coffee house	3
College facility	4
Concert hall, opera house	5
Dinner theater	6
Elementary or high school facility	7
Library	8
Museum or art gallery	9
Nightclub/Jazz club	10
Park or other open-air facility	11
Theater	12
Town hall, city hall	13
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.)	14
OTHER (SPECIFY) _____	96

3. (With the exception of elementary or high school performances,) Did you go to a live opera during the last 12 months?

YES (ASK A-B) . . . . . 1  
NO (GO TO Q.4) . . . . . 2

- A. About how many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated with a religious organization . . . . .	1
Civic center . . . . .	2
Coffee house . . . . .	3
College facility . . . . .	4
Concert hall, opera house . . . . .	5
Dinner theater . . . . .	6
Elementary or high school facility . . . . .	7
Library . . . . .	8
Museum or art gallery . . . . .	9
Nightclub/Jazz club . . . . .	10
Park or other open-air facility . . . . .	11
Theater . . . . .	12
Town hall, city hall . . . . .	13
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.) . . . . .	14
OTHER (SPECIFY) _____ . . . . .	96

4. (With the exception of elementary or high school performances,) Did you go to a live musical stage play or an operetta during the last 12 months?

YES (ASK A-B) . . . . . 1  
 NO (GO TO Q.5) . . . . . 2

- A. About how many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated with a religious organization . . . . .	1
Civic center . . . . .	2
Coffee house . . . . .	3
College facility . . . . .	4
Concert hall, opera house . . . . .	5
Dinner theater . . . . .	6
Elementary or high school facility . . . . .	7
Library . . . . .	8
Museum or art gallery . . . . .	9
Nightclub/Jazz club . . . . .	10
Park or other open-air facility . . . . .	11
Theater . . . . .	12
Town hall, city hall . . . . .	13
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.) . . . . .	14
OTHER (SPECIFY)_____ . . . . .	96

5. (With the exception of elementary or high school performances,) Did you go to a live performance of a non-musical stage play during the last 12 months?

YES (ASK A-B) . . . . . 1  
NO (GO TO Q.6) . . . . . 2

- A. About how many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated with a religious organization	1
Civic center	2
Coffee house	3
College facility	4
Concert hall, opera house	5
Dinner theater	6
Elementary or high school facility	7
Library	8
Museum or art gallery	9
Nightclub/Jazz club	10
Park or other open-air facility	11
Theater	12
Town hall, city hall	13
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.)	14
OTHER (SPECIFY) _____	96

6. (With the exception of elementary or high school performances,) Did you go to a live ballet performance during the last 12 months?

YES (ASK A-B) . . . . . 1  
NO (GO TO Q.7) . . . . . 2

- A. About how many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated with a religious organization	1
Civic center	2
Coffee house	3
College facility	4
Concert hall, opera house	5
Dinner theater	6
Elementary or high school facility	7
Library	8
Museum or art gallery	9
Nightclub/Jazz club	10
Park or other open-air facility	11
Theater	12
Town hall, city hall	13
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.)	14
OTHER (SPECIFY) _____	96

7. (With the exception of elementary or high school performances,) Did you go to a live dance performance other than ballet, such as modern, folk, or tap, during the last 12 months?

YES (ASK A-B) ..... 1  
NO (GO TO Q.8) ..... 2

- A. About how many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES



- B. In what type of place or facility did you see this (most recent) performance? IF R OFFERS THE SPECIFIC NAME OF A FACILITY BUT CANNOT CATEGORIZE IT BY TYPES GIVEN BELOW, WRITE THE NAME GIVEN.

Church, synagogue, mosque, other facility associated with a religious organization	1
Civic center	2
Coffee house	3
College facility	4
Concert hall, opera house	5
Dinner theater	6
Elementary or high school facility	7
Library	8
Museum or art gallery	9
Nightclub/Jazz club coffee house	10
Park or other open-air facility	11
Theater	12
Town hall, city hall	13
The "Y" (YMCA, YWCA, YMHA, YWHA, etc.)	14
OTHER (SPECIFY) _____	96

8. During the last 12 months, did you visit an art museum or gallery?

YES (ASK A) ..... 1  
NO (GO TO Q.9) ..... 2

- A. About how many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

9. (During the last 12 months,) Did you visit an art fair or festival or craft fair or festival?

YES (ASK A) ..... 1  
NO (GO TO Q.10) ..... 2

- A. How many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

10. (During the last 12 months,) Did you visit an historic park or monument or tour buildings or neighborhoods for their historic or design value?

YES (ASK A) ..... 1  
NO (GO TO Q.11) ..... 2

- A. How many times did you do this during the last 12 months?

\_\_\_\_\_ NUMBER OF TIMES

11. With the exception of books required for work or school, did you read any books during the last 12 months?

YES (ASK A) ..... 1  
NO (GO TO Q.12) ..... 2

- A. About how many books did you read during the last 12 months?

\_\_\_\_\_ Number of books

12. (During the last 12 months,) Did you read any...

	<u>YES</u>	<u>NO</u>
Plays? .....	1	2
Poetry? .....	1	2
Novels or short stories? .....	1	2

13. (During the last 12 months,) Did you listen to:

	<u>YES</u>	<u>NO</u>
A reading of poetry, either live or recorded? .....	1	2
A reading of novels or books, either live or recorded? .....	1	2

14. During the last 12 months, have you watched any of the following on television or video (VCR) tape?

<u>Type of Performance</u>	<u>Watched in past 12 months?</u>	<u>A. How many times did you do this in past 12 months?</u>
A jazz performance?	YES ..... 1 NO ..... 2	⇒ _____ TIMES
A classical music performance?	YES ..... 1 NO ..... 2	⇒ _____ TIMES
An opera?	YES ..... 1 NO ..... 2	⇒ _____ TIMES
A musical stage play or operetta?	YES ..... 1 NO ..... 2	⇒ _____ TIMES
A nonmusical stage play?	YES ..... 1 NO ..... 2	⇒ _____ TIMES
A dance performance, such as ballet, modern, folk, or tap?	YES ..... 1 NO ..... 2	⇒ _____ TIMES
A program about artists, art works, or art museums?	YES ..... 1 NO ..... 2	⇒ _____ TIMES

15. During the past 12 months, did you listen to any of the following types of performances on the radio, on records, tapes, or compact discs?

<u>Type of Performance</u>	<u>Watched in past 12 months?</u>
Jazz?	YES ..... 1 NO ..... 2
Classical music?	YES ..... 1 NO ..... 2
Opera music?	YES ..... 1 NO ..... 2
A musical stage play or an operetta?	YES ..... 1 NO ..... 2
A nonmusical stage play?	YES ..... 1 NO ..... 2

16. (During the last 12 months), have you gone out to a **movie theater** to see a movie?  
(Do not include movies you have watched on a VCR or at some other place other than a movie theater.)

YES . . . . 1  
NO . . . . 2

17. I'm going to read to you a list of arts events that some people like to attend. If you could go to any of these events as often as you wanted, which ones would you go to **more often** than you do now? I'll read the list. Go to ...

	<u>YES</u>	<u>NO</u>
Jazz music performances . . . . .	1	2
Classical music performances . . . . .	1	2
Operas . . . . .	1	2
Musical plays or operettas . . . . .	1	2
Non-musical plays . . . . .	1	2
Ballet performances . . . . .	1	2
Dance performances other than ballet . . . . .	1	2
Exhibits at art museums or galleries . . . . .	1	2

IF ONLY ONE IS CHOSEN, SKIP TO NEXT ITEM.  
IF MORE THAN ONE IS CHOSEN, ASK A:

- A. Which of these would you like to do most?

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I've just mentioned many different types of arts activities.

18. In general, would you like to attend cultural and artistic events **more often** than you have in the past 12 months?

YES (ASK A) . . . . . 1  
NO (GO TO Q.19) . . . . . 2

- A. What are the reasons that you did not attend these types of events (more often)?  
PROBE: Are there other reasons? RECORD VERBATIM AND CODE AT END OF INTERVIEW.

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- B. How about (ITEM)? IF NEEDED: Was this a reason you did not attend arts events (more often)?

READ ITEM ONLY IF NOT MENTIONED IN "A".

- |  |                     |
|--|---------------------|
| 1. Was the cost of tickets a reason you did not attend more often?           | Yes . 1<br>No . . 2 |
| 2. The distance or travel time to events or inconvenient location of events? | Yes . 1<br>No . . 2 |
| 3. The quality of the performances?  | Yes . 1<br>No . . 2 |
| 4. Lack of transportation or parking problems?                               | Yes . 1<br>No . . 2 |
| 5. Not having enough time to attend?   | Yes . 1<br>No . . 2 |
| 6. Safety or fear of crime in the area where an event was held?              | Yes . 1<br>No . . 2 |

- C. IF MORE THAN ONE REASON: Of the reasons you just mentioned, which is the most important?

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19. In general, how important is it to you to be able to attend or to take part in arts activities and events? Would you say it is...

very important, . . . . . 1  
somewhat important, . . . . . 2  
not at all important? . . . . . 3

20. In your opinion, how important is it to offer activities such as music, dance, theater, and art in the schools? Would you say that it is...

very important, ..... 1  
 somewhat important, ..... 2  
 not at all important? ..... 3

21. How do you learn or find out about arts events in your community? CIRCLE ALL THAT APPLY. PROBE: In what other ways do you find out about events?

NEWSPAPER(S) (ASK A-D) ..... 1  
 WORD OF MOUTH ..... 2  
 FRIENDS, RELATIVES, OTHER INDIVIDUALS ..... 3  
 MAILED ANNOUNCEMENT, FLYER, BROCHURE ..... 4  
 POSTERS/NOTICES IN PUBLIC AREAS ..... 5  
 TELEVISION (ASK E,F) ..... 6  
 RADIO (ASK G) ..... 7  
 MAGAZINE (ASK H) ..... 8  
 SCHOOL NOTICES ..... 9  
 TELEMARKETING/TELEPHONE SOLICITATION ..... 10  
 OTHER (SPECIFY) \_\_\_\_\_ ..... 11

NONE/DO NOT GET INFORMATION ABOUT  
 ARTS EVENTS (GO TO Q.22) ..... 00

A. Which newspaper(s)? \_\_\_\_\_

B. In general, how many days each week do you read a newspaper?

\_\_\_\_\_ DAYS/WEEK

C. Do you usually read the Sunday paper?

YES ..... 1  
 NO ..... 2

D. Which of the following sections do you read regularly?  
 (CIRCLE ALL THAT APPLY)

	YES	NO
The front or "A" section	1	2
Local news section	1	2
Business	1	2
Sports	1	2
Living / entertainment/arts	1	2
Neighbors	1	2

E. Was that on cable TV, network TV, or both?

CABLE .....	1
NETWORK .....	2
BOTH .....	3

F. Which, if any, local news programs do you watch?

\_\_\_\_\_

NONE .....	00
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G. Which radio station? \_\_\_\_\_

H. Which magazine(s)? \_\_\_\_\_

\_\_\_\_\_

22. In general, how would you rate the availability and adequacy of information about arts events in your area? Would you say that it is ...

excellent, .....	1
good, .....	2
fair, or .....	3
poor? .....	4

\* Questions on this page were not asked of all respondents

1. What arts and cultural organizations are you familiar with or have you heard of in the South Florida area? These can be either large organizations, festivals, smaller or ethnic cultural groups, etc. INTERVIEWER: RECORD VERBATIM RESPONSES.

PROBE: What other arts groups or organizations?

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2. Who most often selects the arts events you attend? (PROBE FOR ONE ANSWER.)

RESPONDENT ..... 1  
SPOUSE/PARTNER ..... 2  
OTHER FAMILY MEMBER ..... 3  
FRIEND(S) ..... 4  
JOINT DECISION OF THOSE INVOLVED ..... 5  
NO CONSISTENT PATTERN ..... 6  
OTHER (SPECIFY) ..... 7

NOT APPLICABLE--RESPONDENT DOES NOT ATTEND  
ARTS EVENTS ..... 8

3. Do you think that this area offers a reasonably good number of arts-related activities that reflect the cultures of different ethnic groups?

YES ..... 1  
NO ..... 2

4. Are you interested in attending arts-related activities that reflect the cultures of different ethnic groups?

YES ..... 1  
NO ..... 2

5. ASK ONLY IF PARTICIPATED IN AT LEAST ONE ART FORM (FROM QS. 1-7):

In the past twelve months, have you been a subscription ticket holder for any performing arts organization?

YES ..... 1  
NO ..... 2

- A. Do you think that a "sampler" ticket package that allows you to choose several different types of events is a good idea?

YES ..... 1  
NO ..... 2



## DEMOGRAPHIC ITEMS

These next questions are for background purposes.

1. Do you live in Florida year-round or for part of the year?

FLORIDA  
SITES  
ONLY

YEAR-ROUND ..... 1  
PART OF YEAR ..... 2  
OTHER (SPECIFY) ..... 3

2. For how many years have you lived in Florida (either year-round or for part of the year)?

FLORIDA  
SITES  
ONLY

\_\_\_\_\_ YEARS

3. Including yourself, how many people live in your household?

\_\_\_\_\_ NUMBER IN HOUSEHOLD

IF "1" ONLY, GO TO Q. 4.

- A. How many people in your household are 18 years old or older?

\_\_\_\_\_ NUMBER

4. How old were you on your last birthday?

\_\_\_\_\_ YEARS

5. Are you currently...

married, ..... 1  
widowed, ..... 2  
separated ..... 3  
divorced, or ..... 4  
never married ..... 5

6. What is the highest grade of school or highest degree you have completed? (DO NOT READ CATEGORIES.)

No school ..... 1  
Grades K-8 ..... 2  
Grades 9-11 ..... 3  
Completed high school (or GED) ..... 4  
Vocational school (after high school) ..... 5  
Some college or Associates Degree ..... 6  
Bachelors Degree ..... 7  
Some graduate school ..... 8  
Graduate degree ..... 9  
Other (SPECIFY) ..... 10

7. Which of the following best describes your race or heritage? Do you consider yourself to be...

White, non-Hispanic, .....	1
Black or African-American, .....	2
Hispanic, .....	3
Caribbean islander (SPECIFY) _____	4
Central American (SPECIFY) _____	5
South American (SPECIFY) _____	6
Native American or Alaskan, .....	7
Asian, Pacific Islander, Filipino, or .....	8
Something else? (SPECIFY) _____	9

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8. Which of the following categories best describes your household's total family income in 1991?

Less than \$10,000 .....	1
\$10,000 to \$14,999 .....	2
\$15,000 to \$19,999 .....	4
\$20,000 to \$29,999 .....	5
\$30,000 to \$49,999 .....	6
\$50,000 to \$74,999 .....	7
\$75,000 to \$99,999 .....	8
\$100,000 or more .....	9

9. What is your zip code?

\_\_\_\_\_ ZIP CODE

10. INTERVIEWER OBSERVATION:

R is MALE .....	1
R is FEMALE .....	2