

ABOUT YOU



Your responses will be kept 100% private, and will be destroyed at the end of the semester.

Age: _____ Gender: _____ Occupation: _____

1. How many adults (18+) currently live in your household?

☐ 1 ☐ 2 ☐ 3-4 ☐ 5-7 ☐ 8 or more

2. How many 18 years old and younger?

☐ 0 ☐ 1-2 ☐ 3-4 ☐ 5-7 ☐ 8 or more

3. What is your approximate household income?

☐ < \$14,999 ☐ \$15-24,999 ☐ \$25-39,999 ☐ \$40-59,999
☐ \$60-84,999 ☐ \$85-119,999 ☐ \$120,000+

4. Please circle the degree to which the following statements apply to you:

It is important for me to be one of the first to try out a new thing.	Not important	Very important
	0 1 2 3 4 5 6 7 8 9 10	
When I go out, I want to go where my friends are.	Not important	Very important
	0 1 2 3 4 5 6 7 8 9 10	
I wish it were easier to find things to do where I live.	Don't care	Oh man, totally!
	0 1 2 3 4 5 6 7 8 9 10	

SMARTPHONES, TABLETS & APPS

5. Which of the following, if any, do you own?

☐ Smartphone ☐ Regular cell phone ☐ Computer ☐ iPad or Tablet

6. If you own a smartphone or tablet, how often do you use it to do the following?

	10+ times per day	3-9 times per day	1 or 2 times per day	A few times per week	A few times per month	Once per month or less	Never	I don't know what this is
Make a phone call								
Check email								
Send a text message								
Check Facebook / Twitter news feed								
Post to Facebook or Twitter								
"Check in" using an app								

DISCOVERING & ATTENDING EVENTS

7. How often do you use the following to find out about events in your area?

	A few times per week	A few times per month	Once a month or so	A few times per year	Once per year or less	Never	I don't know what this is
Word of mouth							
Saw a flyer							
Facebook, Twitter, other social media							
TV & Radio							
Newspapers & magazines							
Email newsletters							
Serendipity / accidental encounter							
Other: _____							

8. How often do you attend the following types of events?

	A few times a week	A few times a month	Once a month or so	A few times a year	Once a year or less	Never
Concerts						
Sporting Events						
Movies						
Live Theater						
Dancing						
Beer/Wine Tasting						
Lectures						
Art						
Host my own events						
Other: _____						

May we contact you for a brief follow-up interview? We would love you forever.
If so, please leave your email here*:

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*We HATE spam. We promise to ONLY ever use your email address to contact you for this follow-up interview.