

# 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.