



Dear Friend,

Today, along with thousands of other Americans, you played an important role in the cultural life of our country by attending an arts program.

The National Endowment for the Arts supports hundreds of arts performances, exhibitions and film screenings every year, including the event you just attended.

Now, I invite your feedback.

Please complete this questionnaire when you get home, preferably within 24 hours.

Your responses will help the Endowment understand how audiences are impacted by the performances, exhibitions and film screenings it funds.

You must be at least 18 years old to respond. Your answers are anonymous and confidential, so please be as candid as possible.

Sincerely,

Rocco Landesman  
Chairman

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Paperwork Burden Statement

Your participation is voluntary. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid Office of Management and Budget (OMB) control number. The OMB control number for this interview is displayed at the top right of this page. The estimated time to complete this questionnaire is 10 minutes. Please contact Elizabeth Holland, Project Director, NEA (hollande@arts.gov) if you have any questions regarding the estimated time burden or any other aspect of this data collection

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**Begin Here**

*The following questions pertain to the live performance you just attended. Before answering these questions, you may wish to close your eyes for a moment and imagine yourself back at the performance, thinking about what you saw, heard, and felt. Please turn the page to begin the survey.*

1. **Did the performance expose you to...** (mark 'yes' or 'no' for each item)

	No	Yes	Not Sure or Not Applicable
A. ...a style or genre of art you had not previously seen?	0	1	99
B. ...an artist, ensemble or company you had not previously seen?	0	1	99
C. ...an unfamiliar work of art by an artist you were already familiar with?	0	1	99
D. ...a different interpretation of a work of art you had previously seen?	0	1	99

2. **Did you lose track of time and get absorbed in the performance?**

<input type="checkbox"/> No (skip to the next question)	<input type="checkbox"/> Yes → → <b>How absorbed were you?</b> (circle a number)				
	A Little		Somewhat		Completely
	1	2	3	4	5

3. **Following is a list of words that might describe how the performance made you feel. Circle a number for each word, indicating whether it describes your feelings *Not at all*, *A little* or *A lot*. Please respond in reference to how the art itself made you feel, not in reference to how the venue made you feel, or anything besides the art.**

	Not at all	A little	A lot
Refreshed	0	1	2
Amused	0	1	2
Peaceful	0	1	2
Inspired	0	1	2
Amazed	0	1	2
Fulfilled	0	1	2
Compassionate	0	1	2
Bored	0	1	2
Emotionally drained	0	1	2
Upset	0	1	2
Sad	0	1	2
Broken hearted	0	1	2
Offended	0	1	2
Confused	0	1	2

4. **In your own words, how did the performance make you feel?**

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5. **As a result of this experience, are you better able to explain to other people what you like or don't like in arts performances?** (mark one)

- No change       Yes, somewhat       Yes, a lot

6. **Did you leave the performance with any ideas for new or different ways to be creative in your own life or work?** (mark one)

- No       Yes

7. **Did the performance raise questions in your mind that you would like to ask the performers or creators of the work?** (mark one)

- No       Yes → → **7A. If “Yes”, what were one or two of your questions?**

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Next, please answer a few questions about what the performance made you think about.

8. **Were your eyes opened to an issue, idea or point of view that you had not fully considered?**

<input type="checkbox"/> No (skip to the next question)	<input type="checkbox"/> Yes → → <b>How much were your eyes were opened?</b> (circle a number)				
	A Little		Somewhat		Completely
	1	2	3	4	5

9. **Did the performance explore or celebrate your own cultural background or heritage?**

<input type="checkbox"/> No (skip to the next question)	<input type="checkbox"/> Yes → → <b>How much did it do this?</b> (circle a number)				
	A Little		Somewhat		Completely
	1	2	3	4	5

10. **Did the performance give you a new appreciation for people who are different than you, or for a culture other than your own?**

<input type="checkbox"/> No (skip to the next question)	<input type="checkbox"/> Yes → → <b>How much did it do this?</b> (circle a number)				
	A Little		Somewhat		Very Much
	1	2	3	4	5

If you do not live in the community where this performance took place, skip questions 11 and 12. Go directly to question 13.

11. **Did attending this performance give you a sense of pride in the community where you live?**

<input type="checkbox"/> No (skip to the next question)	<input type="checkbox"/> Yes → → <b>How much did it do this?</b> (circle a number)				
	A Little		Somewhat		Very Much
	1	2	3	4	5

12. Did attending this performance help you see things you have in common with other people who live or work in your community?

<input type="checkbox"/> No (skip to the next question)	<input type="checkbox"/> Yes → → How much did it do this? (circle a number)				
	A Little		Somewhat		Very Much
	1	2	3	4	5

Next, please answer a few questions about your ticket to the performance.

13. Who purchased your ticket or paid your entrance fee? (mark one)

I did     Someone else did     No ticket or fee was required (skip to question 15)

14. If you had a ticket, what type of ticket did you hold? (mark one)

Subscription or series ticket     Complimentary ticket  
 Individual ticket     Special group ticket

Next, please answer a few questions about your prior experience with arts.

15. During the last 12 months, how many times did you attend... (write in a number for each item, A-F; if you did not attend in the last 12 months, please write "0")

	Write in a number for each item
A. ...a live dance event?	
B. ...a live theater event?	
C. ...a live music event?	
D. ...an art museum or gallery, or visual art or design exhibition?	
E. ...an art film or a film screening?	
F. ...a live book reading or a poetry or storytelling event?	

16. Have you had any lessons, classes, or experience with performing...(circle a number for each item)

	No	Yes – earlier in my life	Yes – this is a current activity for me
A. Dance	0	1	2
B. Theater or Theater Arts	0	1	2
C. Music	0	1	2
D. Book readings, poetry or storytelling	0	1	2

17. Have you had any lessons, classes, or experience with exhibiting or showing...(circle a number for each item)

	No	Yes – earlier in my life	Yes – this is a current activity for me
A. Visual Arts (any medium)	0	1	2
B. Crafts	0	1	2
C. Film or media arts	0	1	2

Finally, please answer a few questions about yourself. Your answers are anonymous and confidential.

18. In what year were you born? (write in year) \_\_\_\_\_

19. **What is your sex?** *(mark one)*

Male

Female

20. **What is the highest level of school you have completed or the highest degree you have received?** *(mark one)*

Less than 9<sup>th</sup> grade

Some college

Some high school

College graduate

High school grad (GED)

Advanced graduate degree

21. **Do you consider yourself to be Hispanic or Latino?** *(mark one)*

No

Yes

22. **Which category or categories best describe your race?** *(mark all that apply)*

White

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

American Indian or Alaska Native