

**SECTION D**

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**NEA (ART)**

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**FI INSTRUCTION:** PAY SPECIAL ATTENTION TO THE SHOWCARD NUMBER INDICATED FOR THE QUESTIONS ASKED. DEPENDING ON THE RESPONDENT'S ANSWERS, YOU WILL NEED TO REFER HIM/HER TO SHOWCARD D1, D2, OR D3.

**D1.** With the exception of elementary or high school performances, did you go to a live music, theater, or dance performance, during the last 12 months?

- Yes .....1
- No.....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D2.** During the last 12 months, did you go to an art exhibit, such as paintings, sculpture, textiles, graphic design, or photography?

- Yes .....1
- No.....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**SKIP BOX**

**IF D1 = 'Yes' and D2 = 'Yes' THEN CHECK FRONT COVER OF THIS QUESTIONNAIRE. IS THIS AN 'X' OR 'Y' CASE?**

- IF 'X' CASE THEN GO TO D3**
- IF 'Y' CASE THEN GO TO D17**

**IF D1 = 'Yes' and D2 = 'No' THEN GO TO D3**

**IF D1 = 'No' and D2 = 'Yes' THEN GO TO D17**

**IF D1 = 'No' and D2 = 'No' THEN GO TO D30**

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**D3.** You said that in the last 12 months you attended a performance. I'd like to ask you a few questions about the last time you did this type of activity.

Was this a music, dance, or theater performance?

- Music.....[Yes/No]
- Dance .....[Yes/No]
- Theater .....[Yes/No]
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D4.** Did you attend this performance alone, with one other person, or with two or more other people?

- Alone.....1 ► **GO TO D6**
- With one other person.....2
- With two or more other people .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D5.** Did any of the following go with you?

**FI INSTRUCTION:**

- Spouse or partner .....[Yes/No]
- Child/children .....[Yes/No]
- Friend .....[Yes/No]
- Relative .....[Yes/No]
- Someone else .....[Yes/No]
- DON'T KNOW.....DK
- NO ANSWER.....NOA

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**D6.** Was the performance you attended free, or was there an admission fee?

- Free .....1
- Admission fee .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D7.** People attend performances for different reasons. How big a reason was low cost in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D1**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D8.** People attend performances for different reasons. How big a reason was wanting to experience high quality art in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D1**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

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**D9.** How big a reason was wanting to socialize with family or friends in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

### SHOWCARD D1

Major reason .....1  
Minor reason .....2  
Not a reason .....3  
DON'T KNOW.....DK  
NO ANSWER.....NOA

**D10.** How big a reason was wanting to learn about or celebrate your or your family's cultural heritage in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

### SHOWCARD D1

Major reason .....1  
Minor reason .....2  
Not a reason .....3  
DON'T KNOW.....DK  
NO ANSWER.....NOA

**D11.** How big a reason was wanting to support a community organization or event in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

### SHOWCARD D1

Major reason .....1  
Minor reason .....2  
Not a reason .....3  
DON'T KNOW.....DK  
NO ANSWER.....NOA

**SECTION D**

**D12.** How big a reason was wanting to gain knowledge or learn something new in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D1**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D13.** How big a reason was wanting to experience a performance at this location in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D1**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D14.** How big a reason was wanting to see a specific, individual performer in your decision to attend this performance? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D1**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

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**D15.** Was there some other major reason for your decision to attend (that is not shown on the card)?

**SHOWCARD D1**

DON'T KNOW.....DK ► **GO TO SECTION E**  
NO ANSWER.....NOA ► **GO TO SECTION E**

**D16.** Please specify:

\_\_\_\_\_ ► **GO TO SECTION E**

**D17.** You said that in the last 12 months you attended an exhibit. I'd like to ask you a few questions about the last time you did this type of activity.

Did you attend this exhibit alone, with one other person, or with two or more other people?

Alone.....1 ► **GO TO D19**  
With one other person.....2  
With two or more other people .....3  
DON'T KNOW.....DK  
NO ANSWER.....NOA

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**D18.** Did any of the following go with you?

**FI INSTRUCTION:**

- Spouse or partner .....[Yes/No]
- Child/children .....[Yes/No]
- Friend .....[Yes/No]
- Relative .....[Yes/No]
- Someone else .....[Yes/No]
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D19.** Was the exhibit you attended free, or was there an admission fee?

- Free .....1
- Admission fee .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D20.** People attend exhibits for different reasons. How big a reason was low cost in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**SECTION D**

**D21.** How big a reason was wanting to experience high quality art in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D22.** How big a reason was wanting to socialize with family or friends in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D23.** How big a reason was wanting to learn about or celebrate your or your family's cultural heritage in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA



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**D24.** How big a reason was wanting to support a community organization or event in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D25.** How big a reason was wanting to gain knowledge or learn something new in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D26.** How big a reason was wanting to see an exhibit at this location in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**SECTION D**

**D27.** How big a reason was wanting to see a specific, individual artist's work in your decision to attend this exhibit? Was it a major reason, a minor reason, or not a reason at all?

**SHOWCARD D2**

- Major reason .....1
- Minor reason .....2
- Not a reason .....3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**D28.** Was there some other major reason for your decision not to attend (that is not shown on the card)?

**SHOWCARD D2**

- DON'T KNOW.....DK ► **GO TO SECTION E**
- NO ANSWER.....NOA ► **GO TO SECTION E**

**D29.** Please specify:

\_\_\_\_\_ ► **GO TO SECTION E**

**D30.** Was there a performance or exhibit that you wanted to go to but did not?

- Yes .....1
- No.....2 ► **GO TO SECTION E**
- DON'T KNOW.....DK ► **GO TO SECTION E**
- NO ANSWER.....NOA ► **GO TO SECTION E**

**D31.** Was it a performance or an exhibit?

- Performance .....1 ► **GO TO D32**
- Exhibit.....2 ► **GO TO D33**
- Both performance and exhibit.....3
- DON'T KNOW.....DK ► **GO TO SECTION E**

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NO ANSWER.....NOA ► **GO TO SECTION E**

**SKIP BOX**

**IF D31 = '3' THEN CHECK FRONT COVER OF THIS QUESTIONNAIRE. IS THIS AN 'X' OR 'Y' CASE?**  
**IF 'X' CASE THEN GO TO D32**  
**IF 'Y' CASE THEN GO TO D33**

**D32.** Thinking about the most recent performance you wanted to attend but did not, which of the following factors were important in your decision not to attend?

**SHOWCARD D3**

**a.** Cost too much.

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**b.** Programs or events were not of interest.

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**c.** Too difficult to get there.

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**d.** Could not find anyone to go with.

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- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**e. Could not find the time.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**f. Did not want to go to that location.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**g. Some other reason not shown.**

- A reason (Please specify:\_\_\_\_\_).1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**SKIP BOX**

**IF AT LEAST TWO ITEMS IN D32 a-e = '1' THEN GO TO D34**

**OTHERWISE GO TO SECTION E**

**D33.** Thinking about the most recent exhibit you wanted to attend but did not, which of the following factors were important in your decision not to attend?

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**SHOWCARD D3**

**a. Cost too much.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**b. Programs or events were not of interest.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**c. Too difficult to get there.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**d. Could not find anyone to go with.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**e. Could not find the time.**

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

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**f.** Did not want to go to that location.

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**g.** Some other reason not shown.

- A reason .....1
- Not a reason .....2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

**SKIP BOX**

**IF AT LEAST TWO ITEMS IN D33 a-e = '1' THEN GO TO D34**

**OTHERWISE GO TO SECTION E**

**D34.** Of these factors, which one was the most important in your decision not to attend?

**SHOWCARD D3**

- Cost too much .....1
- Programs or events were not of interest.....2
- Too difficult to get there .....3
- Could not find anyone to go with .....4
- Could not find the time .....5
- Did not want to go to that location.....6
- Some other reason not shown  
(Please specify: \_\_\_\_\_) ...7
- DON'T KNOW.....DK
- NO ANSWER.....NOA

## SECTION D

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◇ RECORD TIME ◇

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## SECTION N