

SECTION D

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◇ RECORD TIME ◇

____:____ AM / PM

NEA (ART)

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?

Yes1
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?

Yes1
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

SECTION D

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 people3
- 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

SECTION D

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

- Free1
- Admission fee2
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

SECTION D

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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
Minor reason2
Not a reason3
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 reason1
Minor reason2
Not a reason3
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 reason1
Minor reason2
Not a reason3
DON'T KNOW.....DK
NO ANSWER.....NOA

SECTION D

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 people3

DON'T KNOW.....DK

NO ANSWER.....NOA

SECTION D

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?

- Free1
- Admission fee2
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- DON'T KNOW.....DK
- NO ANSWER.....NOA

SECTION D

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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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 reason1
- Minor reason2
- Not a reason3
- 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?

- Yes1
- 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?

- Performance1 ► **GO TO D32**
- Exhibit.....2 ► **GO TO D33**
- Both performance and exhibit.....3
- DON'T KNOW.....DK ► **GO TO SECTION E**

SECTION D

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 reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

b. Programs or events were not of interest.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

c. Too difficult to get there.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

d. Could not find anyone to go with.

SECTION D

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

e. Could not find the time.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

f. Did not want to go to that location.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

g. Some other reason not shown.

- A reason (Please specify:_____).1
- Not a reason2
- 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?

SECTION D

SHOWCARD D3

a. Cost too much.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

b. Programs or events were not of interest.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

c. Too difficult to get there.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

d. Could not find anyone to go with.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

e. Could not find the time.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

SECTION D

f. Did not want to go to that location.

- A reason1
- Not a reason2
- DON'T KNOW.....DK
- NO ANSWER.....NOA

g. Some other reason not shown.

- A reason1
- Not a reason2
- 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 much1
- Programs or events were not of interest.....2
- Too difficult to get there3
- Could not find anyone to go with4
- Could not find the time5
- 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 ◇

____:____ AM / PM

SECTION N