

OMB Control #: \*\*\*\*-\*\*\*\*  
Expiration Date: \*\*/\*\*/\*\*\*\*

## WELCOME TO ARTBEAT SURVEY

Recently 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 attended.

We invite your feedback. The survey takes about five minutes to complete and will help us understand how NEA-funded arts events impact audiences.

You must be at least 18 years old to participate. Your answers are voluntary and anonymous, so please be as candid as possible. **The responses themselves and their association with particular grantees may be made public.**

Please enter the keyword for the event you attended to be directed to the survey:

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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 valid OMB control number for this survey is displayed at the top right of this page. The estimated time to complete this questionnaire is 5 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. Please contact the Office of Research and Analysis, National Endowment for the Arts ([survey@arts.gov](mailto:survey@arts.gov)) if you have any questions regarding the estimated time burden, suggestions for improving the questionnaire, or any other aspect of this data collection

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The following questions are about your experience attending or otherwise participating in a performance/exhibit/screening offered by a National Endowment for the Arts grantee organization. Try to reflect back upon your experience so that you can remember what you felt from participating in the arts event.

**\*1. When did you attend the event? (select the best answer)**

- I attended within the last 24 hours
- I attended one or two days ago
- I attended within the last seven days
- I attended more than seven days ago

For Question 2, respondents will be given a list of emotions to choose as answers for their first, second, and/or third most memorable feelings. Since this question may introduce additional fatigue into the response process, the survey will assign to a half of respondents questions asking them to identify their three most memorable emotions, and the remaining respondents will get the version of the question containing two memorable emotions options. This approach will test the question response and overall survey drop-out rates.

Question 2 version with 3 response options:

**2. What are the three most memorable emotions you felt as a consequence of the event (select up to three)**

	Most Memorable	Second Most Memorable	Third Most Memorable
Top 3 Most Memorable Emotions	<div style="border: 1px solid black; padding: 5px;"> <input type="text"/> <ul style="list-style-type: none"> <li>Peaceful</li> <li>Distressed</li> <li>Inspired</li> <li>Compassionate</li> <li>Excited</li> <li>Sad</li> <li>Refreshed</li> <li>Curious</li> <li>Offended</li> <li>Amused</li> <li>Confused</li> <li>Provoked</li> <li>Bored</li> <li>Reflective</li> </ul> </div>	<div style="border: 1px solid black; padding: 5px;"> <input type="text"/> <ul style="list-style-type: none"> <li>Peaceful</li> <li>Distressed</li> <li>Inspired</li> <li>Compassionate</li> <li>Excited</li> <li>Sad</li> <li>Refreshed</li> <li>Curious</li> <li>Offended</li> <li>Amused</li> <li>Confused</li> <li>Provoked</li> <li>Bored</li> <li>Reflective</li> </ul> </div>	<div style="border: 1px solid black; padding: 5px;"> <input type="text"/> <ul style="list-style-type: none"> <li>Peaceful</li> <li>Distressed</li> <li>Inspired</li> <li>Compassionate</li> <li>Excited</li> <li>Sad</li> <li>Refreshed</li> <li>Curious</li> <li>Offended</li> <li>Amused</li> <li>Confused</li> <li>Provoked</li> <li>Bored</li> <li>Reflective</li> </ul> </div>

In your own words, how did the event make you feel?

Question 2 version with 2 response options:

**2. What are the two most memorable emotions you felt as a consequence of the event (select up to three)**

	Most Memorable	Second Most Memorable
Top 2 Most Memorable Emotions	<div style="border: 1px solid black; padding: 5px;"> <input type="text"/> <ul style="list-style-type: none"> <li>Peaceful</li> <li>Distressed</li> <li>Inspired</li> <li>Compassionate</li> <li>Excited</li> <li>Sad</li> <li>Refreshed</li> <li>Curious</li> <li>Offended</li> <li>Amused</li> <li>Confused</li> <li>Provoked</li> <li>Bored</li> <li>Reflective</li> </ul> </div>	<div style="border: 1px solid black; padding: 5px;"> <input type="text"/> <ul style="list-style-type: none"> <li>Peaceful</li> <li>Distressed</li> <li>Inspired</li> <li>Compassionate</li> <li>Excited</li> <li>Sad</li> <li>Refreshed</li> <li>Curious</li> <li>Offended</li> <li>Amused</li> <li>Confused</li> <li>Provoked</li> <li>Bored</li> <li>Reflective</li> </ul> </div>

In your own words, how did the event make you feel?

**\*3. To what extent, if at all, did you feel captivated during the event? (select one)**

- I felt fully captivated throughout the entire event
- I felt captivated at many points during the event
- I felt captivated once or twice during the event
- I did not feel captivated at all during the event

**\*4. To what extent, if at all, did you lose track of time during the event? (select one)**

- I completely lost track of time during the event
- I lost track of time several times during the event
- I lost track of time once or twice during the event
- I did not lose track of time at all during the event

**\*5. Did the event give you a new appreciation for people who are different than you, or for a culture other than your own? (select one)**

- Yes
- No

**\*6. For the event you attended or participated in, what type of ticket did you hold? (select one)**

- A ticket that was part of a subscription
- An individual ticket purchased for the event
- A ticket I did not have to pay for
- The arts event did not require a ticket

Now we would like to learn about how you engage in the arts more generally.

**\*7. In the last 12 months how frequently have you attended a performance, exhibit, or screening? (select one)**

- On average, once a week
- On average, once a month
- A few times
- This was the first time I attended an arts event in the last 12 months

Question 8 asks about respondents' experience with creating or performing art. There are two approaches to asking this question. The first approach is to ask a general question about experience with creating or performing art, and the second approach is to be more specific; the second approach requires asking about experience with each separate form of art. Each respondent answering this survey will be assigned either the more general or to the more specific version of this question. There will be no respondents who will be asked both of these questions. The actual questions are below

This is the more general version of the question asking about experience with creating or performing art:

**\* 8. Do you have any experience with creating or performing art? (select one)**

- Yes, I have extensive experience with creating or performing art
- Yes, I have some experience with creating or performing art
- No

This is the more specific version of the question asking about experience with creating or performing art:

**\* 8. How would you best describe your experience in creating or performing the following forms of art? (select one answer per form of art)**

	I have extensive experience with creating or performing this form of art	I have some experience with creating or performing this form of art	I have no experience with creating or performing this form of art
Dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater or musical theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Literature or poetry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Folk and traditional art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the more specific question, the forms of art come from the National Endowment for the Arts discipline designations.

Finally, we'd like to know a little bit about you.

**9. Are you female or male? (select one)**

- Female
- Male

**10. What is the highest grade of school you have completed, or the highest degree have received? (select one)**

- Less than 9th grade
- Some high school
- High school grad/GED
- Some college
- College graduate
- Advance graduate degree

**11. Are you Hispanic or Latino? (select one)**

- Yes
- No

**12. Which category or categories best describe your race? (select one or more)**

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

**13. In what year were you born? (select a year)**

Year

Year

**14. How did you learn about this survey? (select one or more)**

- E-mail from the arts organization
- Announcement made at the event
- Posters placed at the event venue
- Notification distributed at the event (e.g., program insert)

Other (please specify)