



## NEA General Population Message Testing Survey

### [DEMOGRAPHIC QUESTIONS]

1. What is your date of birth (year and month)?  
Select Year **[Single Punch Dropdown]**  
Dropdown Menu:  
\_1910 1910  
...  
\_2010 2010

- [AGE 18+, OTHERWISE TERM]**  
Select Month **[Single Punch Dropdown]**  
Dropdown:  
\_1 January  
\_2 February  
\_3 March  
\_4 April  
\_5 May  
\_6 June  
\_7 July  
\_8 August  
\_9 September  
\_10 October  
\_11 November  
\_12 December

**[AGE 18+, OTHERWISE TERM]**

2. What is your gender? **[Single Punch]**  
\_1 Male  
\_2 Female

**[NOTE: THE QUESTION BELOW IS NECESSARY FOR ALL OF OUR ONLINE STUDIES]**

3. In which country do you live? **[Single Punch]**  
\_1 USA  
\_2 Canada  
\_3 Australia  
\_4 United Kingdom  
\_5 Other

**[IF RESPONDENT CHOOSES 1 (USA) CONTINUE; OTHERWISE TERM]**

**US Region Question**  
**[Required for USA participants]**  
**ZIP**

4. What is your 5-digit ZIP code? **[NUMERIC FIELD]**



**Industry Security Screeners**

5. In which industries or professions do you, or any member of your immediate household, work?

Please select all that apply. **[MULTIPUNCH]**

- \_1 Advertising/Public Relations
- \_2 Automotive
- \_3 Beauty/Cosmetics
- \_4 Education
- \_5 Electronics/Computer/Software
- \_6 Fashion/Clothing
- \_7 Financial Services
- \_8 Food/Beverages
- \_9 Government/Politics
- \_10 Grocery/Convenience/Department Stores
- \_11 Healthcare/Pharmaceuticals
- \_12 Internet/E-Commerce
- \_13 Insurance
- \_14 Management Consulting
- \_15 Marketing/Market Research
- \_16 Movie Studio
- \_17 Movie Theater or Theater Chain
- \_18 Music
- \_19 Paper Products
- \_20 Personal Care/Toiletries
- \_21 Pets (Grooming, Veterinary, Retail, Training)
- \_22 Publishing (Newspaper, Magazines, Books)
- \_23 Radio
- \_24 Real Estate/Construction
- \_25 Restaurants
- \_26 Sales/Sales Promotion
- \_27 Sports
- \_28 Telecommunications (phone, cell phone, cable)
- \_29 Television (Studio/Network/Cable/Satellite)
- \_30 Toys
- \_31 Transportation/Shipping
- \_32 Travel/Tourism
- \_33 Video Games
- \_34 Other Entertainment
- \_35 None of the above **[EXCLUSIVE]**

**Education (US)**

6. What is the highest degree or level of school you have completed? **[Single punch]**

**(If currently enrolled, select the previous grade or highest degree received.)**

**[Category Header]** Education through Grade 12

- \_1 Grade 4 or less
- \_2 Grade 5 to 8
- \_3 Grade 9 to 11
- \_4 Grade 12 (no diploma)

**[Category Header]** High School Graduate

- \_5 Regular High School Diploma
- \_6 GED or alternative credential

**[Category Header]** College or Some College



- \_7 Some college credit, but less than 1 year of college credit
- \_8 1 or more years of college credit, no degree
- \_9 Associate's degree (for example: AA, AS)
- \_10 Bachelor's degree (for example: BA, BS)

**[Category Header] After Bachelor's Degree**

- \_11 Master's degree (for example: MA, MS, MEng, MEd, MBA)
- \_12 Professional degree beyond Bachelor's degree (for example: MD, DDS, DVM, LLB, JD)
- \_13 Doctorate degree (for example: PhD, EdD)

**Ethnicity & Race (US)**

**[USE FOR THE US ONLY ]**

**[USRETH2 & USRACE3 QUESTIONS SHOULD APPEAR TO RESPONDENTS ON ONE PAGE]**

**USRETH2**

7. Please answer BOTH questions about Hispanic origin and about race. For this survey, Hispanic origins are not Races. **[Single Punch per question USRETH2 and USRACE3]**

Are you of Hispanic or Latino?

- \_1 No
- \_2 Yes
- \_6 Prefer not to answer

**USRACE3**

What is your race? Please select one or more choices. **[Multi punch]**

- \_1 American Indian or Alaskan Native
- \_2 Asian
- \_3 Black or African American
- \_4 Native Hawaiian or Pacific Islander
- \_5 White
- \_6 Other
- \_7 Prefer not to answer

**Household Income**

8. Please indicate your annual household income before taxes. **[Single Punch]**

- \_1 Less than \$5,000
- \_2 \$5,000-\$9,999
- \_3 \$10,000-\$14,999
- \_4 \$15,000-\$19,999
- \_5 \$20,000-\$24,999
- \_6 \$25,000-\$29,999
- \_7 \$30,000-\$34,999
- \_8 \$35,000-\$39,999
- \_9 \$40,000-\$44,999
- \_10 \$45,000-\$49,999
- \_11 \$50,000-\$54,999
- \_12 \$55,000-\$59,999
- \_13 \$60,000-\$64,999
- \_14 \$65,000-\$69,999
- \_15 \$70,000-\$74,999
- \_16 \$75,000-\$79,999
- \_17 \$80,000-\$89,999
- \_18 \$90,000-\$99,999
- \_19 \$100,000-\$124,999
- \_20 \$125,000-\$149,999



- \_21 \$150,000-\$199,999
- \_22 \$200,000-\$249,999
- \_23 \$250,000 or more
- \_24 Prefer not to answer

**Marital Status**

9. What is your marital status? **[Single punch]**

- \_1 Single, never married
- \_2 Living with partner
- \_3 Married
- \_4 Widowed
- \_5 Divorced or separated

**Employment Status**

10. Which of the following best describes your employment status? **[Single punch]**

- \_1 Employed - full-time
- \_2 Employed - part-time
- \_3 Self-Employed - full-time
- \_4 Self-Employed - part-time
- \_5 Retired
- \_6 Student - full-time
- \_7 Student - part-time
- \_8 Military
- \_9 Full-time parent, homemaker
- \_10 Not currently employed
- \_11 Prefer not to answer

**Household Composition**

11. How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months)

**[Drop Down List]**

<Select>

- \_1 1
- \_2 2
- \_3 3
- \_4 4
- \_5 5
- \_6 6
- \_7 7
- \_8 8
- \_9 9
- \_10 10
- \_11 11
- \_12 12+

**[follow-up to the above]**

Please answer the following for each of the people who live with you:

Enter 0 if the child in your household is under 1 year old. **[Drop Down]**

[Edit AGE so that it is a two digit field (but allow single digit entry); max entry = 99; Error message should read: Please enter a valid age no greater than 99 years.]



Person	Gender	Age	Relationship
Person 2	<input type="text"/>	<input type="text"/>	<input type="text"/> <ul style="list-style-type: none"> <li>Your spouse/partner</li> <li>Your child (biological, adopted, or step-child)</li> <li>Your parent</li> <li>Other relative</li> <li>Roomer or boarder</li> <li>Housemate or roommate</li> <li>Foster child</li> <li>Other non-relative</li> </ul>
Person 3	<input type="text"/>	<input type="text"/>	

[Programming note: If only 1 person lives at current address, second question is skipped. Second question displays up to 11 lines, depending on how many people indicated in first question.]

[Programming note: If only 1 person lives at current address, second question is skipped. Second question displays up to 11 lines, depending on how many people indicated in first question.]

12. Generally speaking, do you consider yourself a liberal, moderate or conservative?
- \_1 Very liberal
  - \_2 Somewhat liberal
  - \_3 Moderate
  - \_4 Somewhat conservative
  - \_5 Very conservative

[Consumer Influencer = IF RESPONDENTS CHOOSE “DONE” FOR AT LEAST 3 ITEMS IN 13]

13. Which of the following have you done in the last year?

**ROWS [RANDOMIZE ORDER]**

- Attended a public meeting on town or school affairs
- Written or called a politician
- Served on a committee of a local organization
- Served as an officer of a club or organization
- Delivered a speech
- Written a letter to an editor or called a live broadcast
- Attended a rally, speech, or protest
- Written an article for a magazine or newspaper
- Been an active member of a group to influence policy or government
- Worked for a political party
- Held or run for political office
- Created or updated your own blog
- Written comments on an online bulletin board, website, chat room or blog about an issue

**COLUMNS/SCALE**

- \_1 Done
- \_2 Not Done

14. Did you do any of the following in the last 12 months?

**[ITEMS]**

- a. Attend a live musical stage play or a nonmusical stage play
- b. Attend a live ballet performance or dance performance other than ballet, such as modern, contemporary, folk, traditional, or tap dance



- c. Visit a crafts fair, a visual arts festival, an outdoor festival that featured performing artists, or a film festival
- d. Go to a live performance of one of the following types of music:
  - Jazz performance
  - Latin, Spanish, or salsa music performance
  - Classical music performance such as symphony, chamber, or choral music
  - Opera
- e. Go to an art museum, gallery or exhibit, such as paintings, sculpture, pottery, graphic design, or photography
- f. Teach any art classes or lessons
- g. Acting, including perform or practice a musical or non-musical stage play
- h. Perform or practice any singing, including perform or practice choral music or sing in a glee club or choir
- i. Perform or practice Latin, Spanish or salsa music, opera, classical music, or jazz, including playing a musical instrument
- j. Create, perform or practice any dance
- k. Purchase or acquire any of these pieces of art, such as paintings, drawings, sculpture, prints, or lithographs
- l. Create any other visual art, such as paintings, sculpture, or graphic designs
- m. Creative writing, such as: fiction, non-fiction, poetry, or plays

**[SCALE]**

- \_1 Yes
- \_2 No

15. For each of those items you did, please indicate how often you did each. **[List all items selected as yes in 14. Insert a number between 1 and 500.]**

16. Did you do any of the following in the last 12 months?

**[ITEMS]**

- a. Go to a live performance of one of the following types of music:
  - Hymns, gospel, or choir music
  - Country music
  - Rap or hip hop
  - Blues, rhythm & blues, or soul music
  - Folk music
  - Pop or rock music
- b. Go out to the movies or go see a film
- c. Read books, novels, short stories, poetry, or plays not required for school or work
- d. Social dancing, including dancing at weddings, clubs, or other social settings
- e. Weaving, crocheting, quilting, needlepoint, knitting, or sewing
- f. Leatherwork, metalwork or woodwork
- g. Work with pottery, ceramics, or jewelry
- h. Work with indoor plants or do any gardening for pleasure
- i. Blog
- j. Take any photographs as an artistic activity and do any photo editing
- k. Create any films or videos as an artistic activity
- l. Record, edit, or remix any films, videos, music, or dance performances

**[SCALE]**

- \_1 Yes
- \_2 No



17. For each of those items you did, please indicate how often you did each. **[List all items selected as yes in 16. Insert a number.]**

**[SHOW QUESTIONS 18-20 ON THE SAME SCREEN]**

18. Have you donated any money, goods or services to an arts or cultural organization?

\_1 Yes

\_2 No

19. Are you currently a member of or do you subscribe to an arts or cultural organization?

\_1 Yes

\_2 No

20. Do you do any volunteer or charity work?

\_1 Yes

\_2 No

[MAIN QUESTIONNAIRE]

21. How important are the arts in your life?

- 1 Very important
- 2 Somewhat important
- 3 Neutral
- 4 Somewhat unimportant
- 5 Very unimportant

22. How important are the arts in your community? By community, we mean the city or town in which you live. (Select one)

- 1 Very important
- 2 Somewhat important
- 3 Neither
- 4 Very unimportant
- 5 Not important at all

23. Looking at the list below, please select all that you believe to be part of the arts. (Select all that apply). **[Randomize response choices]**

- 1 Opera
- 2 Museums
- 3 Theater (musical and non-musical)
- 4 Concerts (symphonic)
- 5 Concerts (popular music)
- 6 Artistic Movies
- 7 Popular/Blockbuster Movies
- 8 Painting
- 9 Ceramics/Pottery
- 10 Photography
- 11 Architecture
- 12 Novels
- 13 Nonfiction books
- 14 Poetry
- 15 Short stories/Essays
- 16 Dance
- 17 Cooking
- 18 TV Series
- 19 Blogging
- 20 Sewing/knitting/quilting
- 21 Other (Specify : \_\_\_\_\_)
- 22 None of the above

24. Within the community in which you reside, please rate how easy or difficult it is for you to access the arts? (Select one)

- 1 Very difficult
- 2 Difficult
- 3 Neutral
- 4 Easy
- 5 Very easy





25. Which of the following prevent you from accessing the arts? (Select all that apply) **[Randomize response choices]**
- \_1 Too expensive
  - \_2 Not close by where I live
  - \_3 Not enough information about events in the area
  - \_4 Venues are not open to the public at convenient times
  - \_5 Not enough time to go to events
  - \_6 Not enough time to participate in artistic activities
  - \_7 Difficult to get to
  - \_8 No interest in the arts activities available near me
  - \_9 Other, specify:
26. In your opinion, how important is arts education in your community? Please consider arts education any arts related program in your community schools or within your community at large. (Select one)
- \_1 Very important
  - \_2 Somewhat important
  - \_3 Neutral
  - \_4 Somewhat unimportant
  - \_5 Very unimportant
27. In your opinion, should your community's schools place more or less importance on arts education they current do, or is the importance placed on arts education about right?
- \_1 Much more importance
  - \_2 More importance
  - \_3 The importance is about right
  - \_4 Less importance
  - \_5 Much less importance
28. To what degree do you agree or disagree that opportunities to participate in the arts should be funded by the federal government?
- \_1 Strongly agree
  - \_2 Agree
  - \_3 Neither agree nor disagree
  - \_4 Disagree
  - \_5 Strongly disagree
29. For each of the following organizations, please indicate how familiar you are with each one, taking into account all the ways you have learned about or had contact with it. Would you say that you know each organization very well, somewhat well, just a little, that you have heard of the organization but know almost nothing about it, or that you have never heard of it?
- [COLUMNS]**
- \_1 Very well
  - \_2 Somewhat well
  - \_3 Just a little
  - \_4 Heard of, but know almost nothing
  - \_5 Never heard of it
- [ROWS – RANDOMIZE]**
- National Endowment for the Arts
  - National Science Foundation



National Endowment for the Humanities

**[IF RESPONDENT HAS “NEVER HEARD OF” THE NATIONAL ENDOWMENT FOR THE ARTS, SKIP to 33]**

30. For the same set of organizations, taking into account all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each organization?

**[COLUMNS]**

- \_1 Very favorable
- \_2 Mainly favorable
- \_3 Neutral
- \_4 Mainly unfavorable
- \_5 Very unfavorable
- \_6 Not familiar enough to have a position**

**[ROWS – RANDOMIZE]**

National Endowment for the Arts  
National Science Foundation  
National Endowment for the Humanities

**[SKIP Q31 IF RESPONDENT CHOOSES “NOT FAMILIAR ENOUGH TO HAVE A POSITION” IN Q30]**

31. What are one or two reasons why you have a <INSERT ANSWER FROM 28> opinion? Please be specific.

**[OPEN END]**

32. Which one of the following statements best reflects your overall opinion and perceptions of each organization below. When would you say something about the organization or speak about them, and how well would you speak of them?

**[COLUMNS]**

- \_1 Speak highly without being asked
- \_2 Speak highly if someone asked me
- \_3 Neutral opinion seeing both positive and negatives
- \_4 Critical if someone asked me
- \_5 Critical without being asked
- \_6 Don't know enough to have a strong opinion

**[ROWS – RANDOMIZE]**

National Endowment for the Arts  
National Science Foundation  
National Endowment for the Humanities

33. When thinking of the National Endowment for the Arts, how much do you agree or disagree with each of the following items describing the National Endowment for the Arts? The National Endowment for the Arts ....

**[ROW ITEMS – RANDOMIZE]**

- Is an agency I trust
- Is a leader in the art community
- Is an organization that champions the arts
- Positively impacts the lives of all Americans
- Positively impacts my community
- Uses resources efficiently
- Is open and honest in communications
- Is a good use of my tax dollars



- Improves access to the arts in America
- Improves Americans' quality of life
- Celebrates America's cultural heritage
- Fosters creativity in our society
- Communicates its mission effectively
- Supports diversity
- Improves opportunities for arts education
- Effectively uses government resources
- Is an organization I am proud to support
- Represents a core value of the American society
- Should continue to receive funding

**[SCALE]**

- \_1 Strongly agree
- \_2 Agree
- \_3 Neither agree nor disagree
- \_4 Disagree
- \_5 Strongly disagree
- \_6 **Don't know enough to have a strong opinion**

**[SEPARATE SCREEN]** Now we would like you to read a few different messages that the National Endowment for the Arts may use to communicate information about what the agency does within the United States.

**[PROGRAMMER INSTRUCTIONS BELOW ARE FOR MESSAGING – PLEASE KEEP THE MESSAGE THAT THE RESPONDENT IS ASKED ABOUT ABOVE QUESTIONS 34 – 37]**

**CORE MESSAGE 1: 1. The NEA is the federal agency that supports and funds the arts to give all Americans the opportunity to experience creativity and participate in the arts. [FORM A]**

**CORE MESSAGE 2: 2. The NEA is the only entity, public or private, that supports and funds the arts with equal access in every community across America to inspire and enrich lives. [FORM B]**

**[PROGRAMMING NOTE: IN 32-35 INSERT CORE MESSAGE 1 OR CORE MESSAGE 2 – KEEP SAME MESSAGE IN EACH QUESTION]**

**[“The NEA is the federal agency that supports and funds the arts to give all Americans the opportunity to experience creativity and participate in the arts.” OR “The NEA is the only entity, public or private, that supports and funds the arts with equal access in every community across America to inspire and enrich lives.”]**

34. On a scale from 1 to 5, please rate the extent do you like or dislike this message.

- \_1 Strongly dislike
- \_2 Dislike
- \_3 Neutral
- \_4 Like
- \_5 Like Very much

**[“The NEA is the federal agency that supports and funds the arts to give all Americans the opportunity to experience creativity and participate in the arts.” OR “The NEA is the only entity, public or private, that supports and funds the arts with equal access in every community across America to inspire and enrich lives.”]**

35. Why do you **[INSERT ANSWER FROM Q11]** this message?

**[OPEN END]**



**[“The NEA is the federal agency that supports and funds the arts to give all Americans the opportunity to experience creativity and participate in the arts.” OR “The NEA is the only entity, public or private, that supports and funds the arts with equal access in every community across America to inspire and enrich lives.”]**

36. To what extent do you agree/disagree with the following statements?

**[ROW ITEMS – RANDOMIZE]**

- This message is engaging
- This message presents the National Endowment for the Arts and its work in a positive light
- This message is important for America
- This message is believable
- This message is easy to read and understand
- This message relevant to me
- This message effectively describes who the National Endowment for the Arts is and what it does
- This message encourages me to learn more about the National Endowment for the Arts
- This message encourages me to support the arts in my community
- This message encourages me to support the National Endowment for the Arts
- This message encourages me speak positively about the National Endowment for the Arts

**[SCALE]**

- \_1 Strongly agree
- \_2 Agree
- \_3 Neither agree nor disagree
- \_4 Disagree
- \_5 Strongly disagree

**[“The NEA is the federal agency that supports and funds the arts to give all Americans the opportunity to experience creativity and participate in the arts.” OR “The NEA is the only entity, public or private, that supports and funds the arts with equal access in every community across America to inspire and enrich lives.”]**

37. After reading this message, how has your opinion of the National Endowment for the Arts changed?

Would you say it is more favorable or less favorable or no change?

- \_1 Much more favorable
- \_2 Somewhat more favorable
- \_3 No change
- \_4 Somewhat less favorable
- \_5 Much less favorable

**Now, we would like you to read additional statements that the National Endowment for the Arts might use to describe the work it does in the United States.**

**VALUE MESSAGES 1 [50/50 SPLIT – ASK WITH FORM A AND FORM B – TOTAL OF 250 RESPONDENTS SHOULD BE ASKED VALUE MESSAGES 1 WITH EACH CORE MESSAGE]**

- The NEA supports arts education, both in and out of the classroom, as a means to develop creative thinking skills and inspire self-expression.
- The NEA fuels the creativity that sparks innovation and imagination in our communities by providing arts funding to thousands of non-profits each year.
- The NEA celebrates and affirms America’s rich artistic and cultural heritage in cities and towns across the U.S.

**VALUE MESSAGE ALTERNATES [50/50 SPLIT – ASK WITH FORM A AND FORM B – TOTAL OF 250 RESPONDENTS SHOULD BE ASKED VALUE MESSAGE ALTERNATES WITH EACH CORE MESSAGE]**



- The NEA is a major funder of arts education in the U.S. because the arts are essential for building the creative thinking skills that are crucial for today's innovation economy.
- Through its grant making to thousands of non-profits each year, the NEA sparks opportunities for creative activities in communities across America.
- Through its grant making and national initiatives, the NEA honors the highest aspirations and creativity of the American people.

[ASK 38-39, 40-41, or 42-43 FOR EACH OF THE VALUE MESSAGES UNDER EITHER VALUE MESSAGES 1 OR VALUE MESSAGES ALTERNATES. ASK ALL QUESTIONS PER MESSAGE BEFORE MOVING ONTO THE NEXT]

["The NEA supports arts education, both in and out of the classroom, as a means to develop creative thinking skills and inspire self-expression." OR "The NEA is a major funder of arts education in the U.S. because the arts are essential for building the creative thinking skills that are crucial for today's innovation economy. "]

38. On a scale from 1 to 5, please rate the extent to which you like or dislike this message?

- \_1 Strongly dislike
- \_2 Dislike
- \_3 Neutral
- \_4 Like
- \_5 Like Very much

["The NEA supports arts education, both in and out of the classroom, as a means to develop creative thinking skills and inspire self-expression." OR "The NEA is a major funder of arts education in the U.S. because the arts are essential for building the creative thinking skills that are crucial for today's innovation economy."]

39. To what extent do you agree/disagree with the following statements?

[ROW ITEMS – RANDOMIZE]

- This message is engaging
- This message presents the National Endowment for the Arts and its work in a positive light
- This message is important for America
- This message is believable
- This message is easy to read and understand
- This message relevant to me
- This message effectively describes who the National Endowment for the Arts is and what it does
- This message improves my opinion of the National Endowment for the Arts

[SCALE]

- \_1 Strongly agree
- \_2 Agree
- \_3 Neither agree nor disagree
- \_4 Disagree
- \_5 Strongly disagree

["The NEA fuels the creativity that sparks innovation and imagination in our communities by providing arts funding to thousands of non-profits each year." OR "Through its grant making to thousands of non-profits each year, the NEA sparks opportunities for creative activities in communities across America."]

40. On a scale from 1 to 5, please rate the extent to which you or dislike like this message?

- \_1 Strongly dislike
- \_2 Dislike
- \_3 Neutral



- 4 Like
- 5 Like Very much

**[“The NEA fuels the creativity that sparks innovation and imagination in our communities by providing arts funding to thousands of non-profits each year.” OR “Through its grant making to thousands of non-profits each year, the NEA sparks opportunities for creative activities in communities across America.”]**

41. To what extent do you agree/disagree with the following statements?

**[ROW ITEMS – RANDOMIZE]**

- This message is engaging
- This message presents the National Endowment for the Arts and its work in a positive light
- This message is important for America
- This message is believable
- This message is easy to read and understand
- This message relevant to me
- This message effectively describes who the National Endowment for the Arts is and what it does
- This message improves my opinion of the National Endowment for the Arts

**[SCALE]**

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

**[“The NEA celebrates and affirms America’s rich artistic and cultural heritage in cities and towns across the U.S.” OR “Through its grant making and national initiatives, the NEA honors the highest aspirations and creativity of the American people.”]**

42. On a scale from 1 to 5, please rate the extent to which you or dislike like this message?

- 1 Strongly dislike
- 2 Dislike
- 3 Neutral
- 4 Like
- 5 Like Very much

**[“The NEA celebrates and affirms America’s cultural heritage and artistic excellence in cities an town throughout the U.S.” OR “Through its awards, grants, and programs, the NEA honors the highest aspirations and creativity of the American people.”]**

43. To what extent do you agree/disagree with the following statements?

**[ROW ITEMS – RANDOMIZE]**

- This message is engaging
- This message presents the National Endowment for the Arts and its work in a positive light
- This message is important for America
- This message is believable
- This message is easy to read and understand
- This message relevant to me
- This message effectively describes who the National Endowment for the Arts is and what it does
- This message improves my opinion of the National Endowment for the Arts

**[SCALE]**

- 1 Strongly agree
- 2 Agree



- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

44. Now, based on all the statements that you have heard – How favorably do you view the National Endowment for the Arts?

- 1 Very favorable
- 2 Mainly favorable
- 3 Neutral
- 4 Mainly unfavorable
- 5 Very unfavorable

45. After reading the previous messages, would you agree that, as a federal agency, the National Endowment for the Arts is a good use of government resources?

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree