

Dear Arts Patron:

Please take a few minutes to answer the following questions. This survey is part of a study to measure the economic impact of the arts and culture in the State of Wisconsin. Your answers are anonymous and will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!



SECTION ONE: First, please tell us about today's visit to this arts/cultural performance, event, or exhibit ...

1. Including yourself, how many people are attending this arts event with you?

Include only the people in your immediate travel party (e.g., not tour groups).

Adults: _____ Children (<18): _____

2. List the estimated amounts of money that you and the members of your immediate travel party will spend in the State of Wisconsin specifically as a result of your attendance at this arts/cultural performance, event, or exhibit. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.

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|--|----------|
| A. Admission/tickets for your travel party's attendance to this event | \$ _____ |
| B. Refreshments and/or snacks purchased by your travel party while at this event | \$ _____ |
| C. Food, drinks, or meals purchased before or after this event (e.g., at a local restaurant) | \$ _____ |
| D. Souvenirs, gifts, books, recordings, and/or art | \$ _____ |
| E. Clothing or accessories specifically for this event | \$ _____ |
| F. Local transportation (e.g., gas, parking, tolls, rental car, taxi or bus fare -- <u>not</u> airfare) | \$ _____ |
| G. Child-care specifically to attend this event | \$ _____ |
| H. Overnight accommodations to attend this event (e.g., hotel, motel, inn) (<i>include one night only</i>) | \$ _____ |
| I. Other (provide description): _____ | \$ _____ |

SECTION TWO: To finish the survey, please tell us a little bit more about YOU ...

3. What is the ZIP code or postal code of your primary home residence? _____

(If you currently are staying in a vacation property or second home that you own, provide the ZIP code for that vacation/second home).

4. Which of the following best describes your primary reason for being in the State of Wisconsin today? (Check only one response)

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|---|--|
| ☐ A I am a full-time resident (e.g., I live here, I go to school here) | ☐ E I am here to conduct business (e.g., meeting, conference) |
| ☐ B I am a part-time resident (e.g., I own a vacation home here) | ☐ F I am here on a vacation/holiday |
| ☐ C I am here specifically to attend this arts/cultural event | ☐ G I am visiting family and/or friends who live here |
| ☐ D I work here, but I live somewhere else | ☐ H Other (Please specify): _____ |

5. How many nights away from your primary residence will you spend in the State of Wisconsin specifically because of your attendance at this arts/cultural event? If you are a full-time or part-time resident, and you will not spend any nights away from your home, please respond with "0".

of Nights: _____

6. If this performance, event, or exhibit were not happening, would you have traveled to another community to attend a similar arts experience? (Check only one response)

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|--|
| ☐ A No, I would have skipped the arts experience altogether |
| ☐ B No, I would have replaced it with another arts experience in this community |
| ☐ C Yes, I would have traveled to a different community to attend a similar arts experience |

7. Is this your first time attending this arts event or facility?

☐ A Yes ☐ B No

8. Which of the following ranges includes your current age? (Check only one response)

☐ A Younger than 18 ☐ B 18-34 ☐ C 35-44 ☐ D 45-54 ☐ E 55-64 ☐ F 65+

9. What is the highest level of education that you have completed? (Check only one response)

☐ A Less than high school	☐ C 2-year college/technical/associates degree	☐ E Masters degree
☐ B High school	☐ D 4-year college degree	☐ F Doctoral degree

10. Which of the following ranges includes your annual household income? (Check only one response)

☐ A Less than \$40,000	☐ C \$60,000 - \$79,999	☐ E \$100,000 - \$119,999
☐ B \$40,000 - \$59,999	☐ D \$80,000 - \$99,999	☐ F \$120,000 or More

11. Do you plan to vote in the 2016 United States presidential election? (Check only one response)

☐ A Yes, I plan to vote (or I have voted already) ☐ B No ☐ C I don't know/Undecided ☐ D Not applicable