

## 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 **Orange County, Florida**. 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 Orange County 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.

- 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 -- not airfare) \$ \_\_\_\_\_
- G. Child-care specifically to attend this event \$ \_\_\_\_\_
- H. Overnight accommodations to attend this event (e.g., hotel, motel, inn) (*include one night only*) \$ \_\_\_\_\_
- 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 Orange County today? (Check only one response)

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

#### 5. How many nights away from your primary residence will you spend in Orange County 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)

- 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

# Thank you for your help.

Please return this survey to the event staff.



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Any additional comments?

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**Optional:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_  
 cell    home    work       cell    home    work