Arts&Economic Prosperity®6
A Project of Americans for the Arts

Dear Attendee/Visitor/Audience Member:

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is part of a study to measure the economic and social impact of arts and culture on the Greater Portsmouth Area.* **Your answers are anonymous**. Please complete both sides of the page, then return the survey. Thank you!

1. **Including yourself and your immediate travel party, how many people are here with you?** Include only your immediate travel party. For example, do not include an entire school group or tour group.

   Adults (18 or older): _____ Children (younger than 18): _____

2. **List the total amounts of money that you and the members of your immediate travel party will spend in the Greater Portsmouth Area *specifically as a result of your attendance at this performance, event, exhibit, venue, or facility*.** Remember to include money spent before, during, and after this activity. If exact figures are not available, simply provide your best estimates.

   a) Admission, tickets, or membership for your travel party's attendance to this activity .....$_____
   b) Food or drinks purchased *while attending* this activity.....$_____
   c) Food or drinks purchased *before or after* this activity (*e.g.*, at a local restaurant/bar).....$_____
   d) Groceries or supplies purchased specifically as a result of attending this activity.....$_____
   e) Retail shopping (including souvenirs, gifts, books, recordings, art) .....$_____
   f) Clothing or accessories purchased specifically to attend this activity.....$_____
   g) Local transportation such as parking, fuel, tolls, taxi/rideshare, bus (*exclude airfare*).....$_____
   h) Child-care specifically to attend this activity .....$_____
   i) Paid lodging such as hotel, inn, Airbnb, private vacation rental (*include one night only*)..$_____
   j) Miscellaneous/not listed above (briefly describe): _____.....$_____

3. **What is the ZIP Code or Postal Code of your primary home address?** If you are currently staying in a second residence or vacation property that you own, provide the ZIP code for that second residence.

   ZIP Code or Postal Code: _____

4. **Which of the following best describes your primary reason for being in the Greater Portsmouth Area today?** (*Check only one*)
   - ○ I am a full-time resident (*e.g.*, I live here, or I go to school here)
   - ○ I am a part-time resident (*e.g.*, I have a second residence here)
   - ○ I am here specifically to attend this performance, event, exhibit, venue, or facility
   - ○ I work here or I traveled here for a work-related reason, but I live somewhere else
   - ○ I am here on a vacation, holiday, or personal trip (not specifically related to this activity)
   - ○ Not listed above (briefly describe): _____

5. **If today's arts or cultural activity was not available in the Greater Portsmouth Area, would you have traveled to a different community to attend a similar activity?** (*Check only one*)
   - ○ No, I would have skipped the arts or cultural activity altogether
   - ○ No, I would have replaced it with a different activity in the Greater Portsmouth Area
   - ○ Yes, I would have traveled to a different community to attend a similar arts or cultural activity

***** The Greater Portsmouth Area is defined as the City of Portsmouth and the Town of Rye in New Hampshire; and the Town of Kittery in Maine.

(turn over to continue)

6. **Is today your first time attending this specific activity or visiting this specific venue?** (*Check only <u>one</u>*)
   - ○ Yes ○ No

7. **How many nights <u>away from your primary residence</u> will you spend in the Greater Portsmouth Area *specifically as a result of your attendance at this activity or venue***. If you are a full-time or part-time resident, and you will not spend any nights away from your home, respond with "0".

   Nights: _____

8. **Indicate your level of agreement with each of the four statements below regarding your attendance at this arts or cultural performance, event, exhibit, venue, or facility.** (*Check <u>one</u> for each statement*)

   a) "This venue or facility is an important pillar for me within my community."
   ○ Strongly Disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly Agree

   b) "I would feel a great sense of loss if this activity or venue were no longer available."
   ○ Strongly Disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly Agree

   c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."
   ○ Strongly Disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly Agree

   d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
   ○ Strongly Disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly Agree

The following questions are for research purposes only. This survey is <u>completely anonymous</u>.

9. **Which of the following ranges includes your annual household income?** (*Check only <u>one</u>*)
   - ○ Less than $30,000
   - ○ $30,000 to $59,999
   - ○ $60,000 to $99,999
   - ○ $100,000 to $149,999
   - ○ $150,000 to $199,999
   - ○ $200,000 or More

10. **Which of the following ranges includes your age?** (*Check only <u>one</u>*)
   - ○ Younger than 18
   - ○ 18-25
   - ○ 26-41
   - ○ 42-57
   - ○ 58-76
   - ○ 77 or Older

11. **What is the highest level of education that you have completed?** (*Check only <u>one</u>*)
   - ○ Less than high school
   - ○ High school graduate
   - ○ Technical or associates degree
   - ○ Bachelor's degree
   - ○ Master's degree
   - ○ Doctoral degree

12. **Do you identify as a person with a disability?** (*Check only <u>one</u>*)
   - ○ Yes ○ No

13. **Which of the following best describe you?** (*Check <u>all</u> that apply*)
   - ☐ American Indian or Alaska Native or Indigenous or First Nations
   - ☐ Arab or Middle Eastern or Northern African
   - ☐ Asian or Asian American
   - ☐ Black or African American
   - ☐ Hispanic or Latino/Latina/Latinx or Spanish origin
   - ☐ Native Hawaiian or Pacific Islander
   - ☐ White or Caucasian or European American
   - ☐ I prefer to self-identify:_____