

Arts & History Audience in Atlantic County: A Survey

Thank you for taking the time to respond to this survey. Your responses will assist this not-for-profit cultural organization in making some decisions about its programs and activities and will also help with the data needed for reporting to its public and private funding sources. All responses are confidential.

1. Is this your first visit to this organization/event/site? YES NO
2. If NO, how many times do you usually visit each year?
 Less than once a year 2-3 times a year 4-5 times a year More than 5
3. Would you recommend it to a friend or relative? YES NO
4. Are you a member? YES NO In the past, but not now
5. What three words would you use to describe this organization/event/site to a friend?
 1. _____
 2. _____
 3. _____
6. While visiting this organization/event/site (now or in the past) did you participate in any of the following activities? (Check all that apply)

<input type="checkbox"/> A performance	<input type="checkbox"/> A fundraiser
<input type="checkbox"/> A lecture	<input type="checkbox"/> A special holiday or themed event
<input type="checkbox"/> A film	<input type="checkbox"/> A family or children's program
<input type="checkbox"/> A guided tour	<input type="checkbox"/> A festival
<input type="checkbox"/> An exhibit	<input type="checkbox"/> To shop in the gift shop
<input type="checkbox"/> A workshop	
Other (specify) _____	
7. What motivated you to attend today? (Please select three choices in rank order. A ranking of "1" indicates your first choice, "2" your second choice, and "3" your third choice.)
 - a. To experience something new or different.
 - b. To experience a particular artist or art form.
 - c. To spend time with family or friends
 - d. To entertain out-of-town guests
 - e. To take advantage of a coupon or discounted admission.
 - f. Because of an enjoyed a past visit
 - g. To conduct research/do a school assignment
 - h. To do something different to impress a date
 - i. Other (specify) _____
8. What would encourage you to come back to this organization/event/site?

9. Did anything interfere with your ability to enjoy your visit today? If YES, please specify:
 NO YES Explain: _____

10. Do you regularly visit arts or history activities when traveling? Yes No

11. How long ago did you make plans to visit this organization/event/site?

Months ago Weeks ago In the last few days Spur of the moment

12. Where did you hear about this organization/event/site or its activities? Check any that apply.

Friends Website Radio ads
 Posters Events calendars Other:
 Flyers/brochures Online Social media
 Newspaper TV ads

13. If there was an admission charge, did you feel the price for the event was:

too low reasonable too high

14. To what extent did your participation in this activity today meet your expectations?

Very Much Somewhat Not at all

15. How likely are you to come back for other programs within the next twelve months?

Very Likely Not sure Not at All

16. If visiting the area: Where did you stay last night, or will be staying tonight? (Please circle one.)

Hotel/Motel Friends/family Campground Boat Other

17. Is this organization/event/site your only tourist destination today? Yes No

Note: Our funders request us to provide demographic information to illustrate that our programs are being offered to or utilized by the widest range of persons:

18. Level of education attained by the survey responder:

High School Attended College Undergraduate Degree Graduate School

19. Household income of the responder: Under \$35,000 \$35,000-\$65,000 \$65,000-\$90,000

\$90,000-\$125,000 \$125,000 plus Prefer not to say

20. Responder's zip code: _____

21. Gender: Male Female

22. Responder's age range? Under 18 18-28 29-40 41-59 over 60

23. What is survey responder's race/origin? Native American Hispanic/Latino/Spanish Asian

Pacific Islander Black/African American White/Caucasian Other Prefer not to say

24. If you'd like to receive direct news of the activities of this organization/event/site please join the email list.

No thank you I'm already signed-up

Sure! Here's my email address: _____@_____

25. If there's anything else you want us to know about your visit, please tell us here: