

Dear Arts Patron:

Please take a few minutes to answer the following questions. This survey is part of a research study to measure the economic impact of the arts and culture in Santa Barbara County. The information that you provide will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!



1. What is the ZIP Code or postal code of your primary residence? _____

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

2. Which of the following best describes your primary reason for being in Santa Barbara County today? (Check only one)

- | | |
|--|--|
| <input type="checkbox"/> A I am a full-time resident/I live in Santa Barbara County | <input type="checkbox"/> F I am here for a combination of business & pleasure |
| <input type="checkbox"/> B I am a part-time resident (e.g., I own a vacation home) | <input type="checkbox"/> G I am here on personal business (e.g., wedding) |
| <input type="checkbox"/> C I am here specifically to attend this arts/cultural event | <input type="checkbox"/> H I am here to visit friends or relatives who live here |
| <input type="checkbox"/> D I am here on a vacation/holiday | <input type="checkbox"/> I Other (Please specify): _____ |
| <input type="checkbox"/> E I am here to conduct business (e.g., meeting) | _____ |

3. 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): _____

4. How many nights away from your primary residence will you spend in Santa Barbara County specifically because of your attendance to this arts event? If you answered in Q. 2 that you are a resident, and you will not spend any nights away from home, please respond with "0".

of Nights: _____

5. List below the estimated amount of money that you and the members of your immediate travel party have spent or plan to spend in Santa Barbara County specifically as a result of your attendance to this arts event. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.

- | | |
|---|----------|
| A. Admission/tickets to this event | \$ _____ |
| B. Refreshments and/or snacks purchased while at this event | \$ _____ |
| C. Food, drinks, or meals purchased before or after this event (i.e., 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 because of this event (e.g., hotel, motel, bed & breakfast) | \$ _____ |
| I. Other (Please specify): _____ | \$ _____ |

6. Which of the following ranges includes your current age?

- | | | | | | |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------------------|
| <input type="checkbox"/> A Younger than 18 | <input type="checkbox"/> B 18-34 | <input type="checkbox"/> C 35-44 | <input type="checkbox"/> D 45-54 | <input type="checkbox"/> E 55-64 | <input type="checkbox"/> F 65+ |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------------------|

7. What is the highest level of education that you have completed?

- | | | |
|--|---|--|
| <input type="checkbox"/> A Less than high school | <input type="checkbox"/> C 2-year college/technical/associates degree | <input type="checkbox"/> E Masters degree |
| <input type="checkbox"/> B High school | <input type="checkbox"/> D 4-year college degree | <input type="checkbox"/> F Doctoral degree |

8. Which of the following ranges includes your annual household income?

- | | | |
|--|--|--|
| <input type="checkbox"/> A Less than \$40,000 | <input type="checkbox"/> C \$60,000 - \$79,999 | <input type="checkbox"/> E \$100,000 - \$119,999 |
| <input type="checkbox"/> B \$40,000 - \$59,999 | <input type="checkbox"/> D \$80,000 - \$99,999 | <input type="checkbox"/> F \$120,000 or More |

9. Do you actively participate in the creation of art or music?

(For example, do you sing in a choir, act in a play, paint or draw, etc.?) A Yes B No

10. If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?

- | |
|---|
| <input type="checkbox"/> A No, I would have skipped the cultural experience altogether |
| <input type="checkbox"/> B No, I would have replaced it with another nearby cultural experience |
| <input type="checkbox"/> C Yes, I would have traveled to a different community |