

Sample In-Depth Survey Form

Note: You will need a person to administer this survey instrument

1985 New England Arts Biennial

(Please indicate gender of respondent!)

Male Female

We are collecting information to evaluate the Biennial program and measure its economic impact. Would you take just a few minutes to answer some questions for us? Thank you.

Promotion:

First we would like to know how you heard about the Biennial and why you came.

1. Is this your first visit to the New England Arts Biennial (formerly the New England Artist Festival and Showcase)?
 Yes No

- 2a. Where did you hear about this year's Biennial?
 Friends Newspaper ads
 Posters Radio ads
 Flyers/brochures TV ads
 Newspaper features Events calendars

- 2b. Please mention any specific media where you heard/saw/read about the New England Arts Biennial.

3. How long ago did you make plans to visit the Biennial?
 months ago? weeks ago? in the last few days?

- 4a. Considering the event, do you feel the \$4.00 price of adult admission, is\
 too low? reasonable? too high?

- 4b. Would you have paid \$5.00? Yes No

- 4c. Would you have paid \$6.00? Yes No

- 5a. Why did you come to the Biennial? (Reasons for coming, please list.)

- 5b. Which was your primary reason for coming? (circle one reason given above)

Program:

Next, we would like to know your reactions about the Biennial program, facilities and services.

6a. Overall, how do you feel about the Biennial Program?

- Delighted
- Satisfied
- Mixed
- Disappointed

Why? _____

6b. Overall, how do you feel about the Biennial facilities and services?

- Delighted
- Satisfied
- Mixed
- Disappointed

Why? _____

6c. What would you add, change, eliminate or improve for the next Biennial?

Economic Impact

In order to maintain public and private support, we need to know something about your spending patterns as a result of the Biennial.

7. How much would you estimate you have, or will have spent at the Biennial for the following:

- Food & beverages \$ _____
- Holiday gifts \$ _____
- Other gifts \$ _____
- Personal purchases \$ _____

8. Estimate other expenditures which you have made or will make in the local area (Amherst/Northampton) as a result of your visit to the Biennial?

- Restaurant \$ _____
- Tavern/bars \$ _____
- Transportation, gas, oil \$ _____
- Entertainment \$ _____
- Local clothing/shoe shops \$ _____
- Local shops for personals \$ _____
- Local shops for gifts or souvenirs \$ _____
- Other \$ _____

9. What percentage of this total was or will be spent in Amherst?
____ Percentage spent in Amherst

Demographics

Finally, to help us interpret the results, we need to know a few things about you.

10. Where do you live?
Town _____ State _____ Zip code _____
11. What is your primary reason for being in Amherst?

12. Please indicate to me the highest level of education you have completed? (circle)
- A. Elementary School
 - B. Attended High School
 - C. High School Degree
 - D. Attended College
 - E. Undergraduate Degree
 - F. Graduate School
13. Please indicate to me the range of your total annual gross family income? (circle)
- A. Under \$15,000
 - B. \$15,000-\$25,000
 - C. \$25,000-\$35,000
 - D. \$36,000-\$50,000
 - E. \$50,000-\$70,000
 - F. \$70,000 plus
 - G. Prefer not to say
14. What is occupation of the principal wage earner in your household?

15. How many people are in your party? _____