Oregon Bach Festival Survey of Corvallis Attendees
Ci3 Instrument

cati on

Q:Hello
T:
Hello, may I please speak with _____(NAME)?

GET RESPONDENT ON LINE

PRESS 1 TO CONTINUE

T:14

Hello, may I speak with _____(NAME)?

I:
key 1

Q:Hello2
T:
PRESS 1 FOR RESPONDENT OR SPOUSE
PRESS 2 FOR OTHER PERSON

I:
key 1, 2
if (key = 2)
    skipto open2
endif

Q:Open
T:

IF RESPONDENT READ:
Hello, my name is _____ and I'm calling from the University of Oregon Survey Research Laboratory. We are conducting a study for the Oregon Bach Festival in Eugene. We are asking all the people in Corvallis who attended the Bach Festival last year about their experience. I want to assure you that I am not selling a thing, all of your comments are strictly confidential, and your participation in the study is voluntary. This survey will take about eight minutes. Is now a good time?

1 YES
    NO - SCHEDULE CALLBACK - PRESS CTRL-END

I:
key 1
if (key = 1)
    skipto specific
endif

Q:Open2
IF RESPONDENT NOT AVAILABLE, READ:
My name is ______ and I'm calling from the University of Oregon Survey Research Laboratory. We are conducting a study for the Oregon Bach Festival in Eugene. We are asking all the people in Corvallis who attended the Bach Festival last year about their experience. Did you go to the Bach Festival last year, or did another adult go who is home now?

1 YES
NO - SCHEDULE CALLBACK - CTRL-END

I:
key 1

Q:Notresp

T:

(If new respondent, repeat introduction; otherwise continue.)
I want to assure you that I'm not selling a thing, all of your comments are strictly confidential, and your participation is voluntary. This survey will take about eight minutes. Is now a good time?

1 YES
NO - schedule callback CTRL-END

I:
key 1

Q:SPECIFIC

T:
(Thank you.) We've found that people attend the Oregon Bach Festival for a variety of reasons. I'd like to read some of those reasons to you. Please say "yes" if the reason I read influenced your decision to attend last year's Festival, or "no" if it did not influence your decision. First, was there a specific musician or performer you wanted to see?

1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9
qal noqal

Q:PARTICUL

T:
Was there was a particular work or piece of music you wanted to hear?
Q:ENJOYDAY
T:
Is the Bach Festival a good reason to enjoy a day or two out of town?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9

Q:TRADITIO
T:
Is the Bach Festival a tradition that you regularly attend?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9

Q:OTHREAS
T:
Were there any other reasons you decided to attend the Bach Festival last year?

(PROBE: Were there any other reasons?)

ENTER EXACT RESPONSE BELOW

I:
opn 9 5 20 70 m n

Q:FRIENDS
T:
When you attended the Oregon Bach Festival last year, did you go with friends?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER
I:
key 1-2, 8, 9
if (key > 1)
    skipto relative
endif

Q:FRLIVE
T:

In what city do those friends live?

ENTER EXACT RESPONSE BELOW

I:
opn 6 5 20 70 m n

Q:RELATIVE
T:

When you attended the Oregon Bach Festival last year, did you go with family not living your household?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER
I:
key 1-2, 8, 9
if (key > 1)
    skipto family
endif

Q:RELLIVE
T:

In what city do those relatives live?

ENTER EXACT RESPONSE BELOW

I:
opn 6 5 20 70 m n
Q: FAMILY
T:

When you attended (the Oregon Bach Festival) last year, did you go with family members who live in your household?

1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9

Q: BESIDES
T:

Besides the music itself, is there anything you especially enjoyed about coming to Eugene for the Festival last year?

(PROBE: Is there anything else?)

I:
opn 6 5 20 70 m n

Q: DISTANCE
T:

Even when people enjoy events, there may be some things that are not perfect. When you attended the Oregon Bach Festival last year, was the distance to Eugene a problem?

1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9

Q: PRICES
T:

When you attended last year, did you feel that ticket prices were a problem?

1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER
Q:NOTICE
T: Did you have enough advance notice of the Festival last year?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER

Q:NOTLIKE
T: Was there anything (else) that you didn't like about last year's Bach Festival?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER

if (key > 1)
  skipto years
endif

Q:NOTLIKE1
T: What was that? (PROBE: Was there anything else?)

ENTER EXACT RESPONSE BELOW

Q:YEARS
T:

For how many years, total, have you attended the Bach Festival?
(PROBE: How many years have you attended altogether?)
IF A TWO-YEAR RANGE IS GIVEN, CODE THE EVEN NUMBER. IF MORE THAN TWO-YEAR RANGE GIVEN, CODE THE MIDPOINT.

1 ONE YEAR  13 THIRTEEN YEARS
2 TWO YEARS  14 FOURTEEN YEARS
3 THREE YEARS  15 FIFTEEN YEARS
4 FOUR YEARS  16 SIXTEEN YEARS
5 FIVE YEARS  17 SEVENTEEN YEARS
Q:ATTEND94
T:

Now I would like to ask you about the 1994 Oregon Bach Festival. Will you definitely attend, probably attend, probably not attend, or definitely not attend the Bach Festival to be held this summer?

1 DEFINITELY ATTEND
2 PROBABLY ATTEND
3 PROBABLY NOT ATTEND
4 DEFINITELY NOT ATTEND

8 DON'T KNOW
9 NO ANSWER

I:
key 1-4, 8, 9
if (key = 1)
skipto newsgt
dendif
if (key = 2)
skipto newsgt
dendif
if (key > 7)
skipto newsgt
dendif

Q:WHYNOT
T:

Why (might/will) you not attend the Bach Festival this year?

(PROBE: Is there any thing else?)

ENTER EXACT RESPONSE BELOW

I:
opn 8 5 20 70 m n

Q:NEWSGT
T:
Now I need to ask you about which newspapers you may read. When I read the names of each newspaper, please tell me if you read it often, sometimes, or never. How often do you read the Gazette-Times?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSDH
T:

How often do you read the Democrat-Herald?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSRG
T:

How often do you read the Register-Guard?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSSJ
T:

How often do you read the Statesman Journal?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
Q: NEWSO
T:

How often do you read the Oregonian?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSTC
T:

How often do you read The Commuter?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSSN
T:

How often do you read The Senior News?

1 OFTEN
2 SOMETIMES
3 NEVER

8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSWW
T:

How often do you read Willamette Week?

1 OFTEN
2 SOMETIMES
3 NEVER
8 DON'T KNOW
9 NO ANSWER

I:
key 1-3, 8, 9

Q: NEWSOTH
T:

Please tell me the names of any other local or regional publications you read often.

(PROBE: Are there any others you read often?)

ENTER EXACT RESPONSE BELOW

I:
opn 9 5 20 70 m n

Q: RADIO
T:

Do you listen to the radio at all in a typical week?

1 YES
2 NO

8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9
if (key > 1)
   skipto season
endif

Q: RADHOME
T:

Which radio stations you regularly listen to while at home?

ENTER EXACT RESPONSE BELOW

I:
opn 6 5 20 70 m n

Q: RADCAR
T:

Which stations do you regularly listen to in the car?
ENTER EXACT RESPONSE BELOW

I:
opn 6 5 20 70 m n

Q: RADWORK
T:

Finally, which stations do you regularly listen to at work or anywhere else?

ENTER EXACT RESPONSE BELOW

I:
opn 7 5 20 79 m n

Q: SEASON
T:

We're over halfway done with the survey now. Thank you for your participation so far. I'd like to ask you a few questions about how you spend your free time. Do you regularly attend or contribute to any performing arts organizations such as the Oregon Shakespeare Festival, Eugene Ballet or the Symphony?

1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

I:
key 1-2, 8, 9
if (key > 1)
skipto perfors
endif

Q: SEASWHO
T:

Which performing arts organizations do you regularly attend or contribute to?

(PROBE: Are there any others?)

I:
opn 5 5 20 70 m n

Q: PERFORS
T:

What performances other than the Bach Festival have you attended within the last year? (RECORD DETAIL ON EACH PERFORMANCE IF VOLUNTEERED - TITLE, SEASON, PLACE)
I:
opn 7 5 20 70 m n

Q: LEISURE
T:

Which two leisure activities do you spend the most time doing?
(PROBE: By leisure activities, I mean arts, sports, crafts, travel, or anything else you do to relax.)

I:
opn 6 5 20 70 m n

Q: BIRTHYR
T:

Finally I would like to ask you a few simple questions so that we can better understand what kind of people go to the Oregon Bach Festival. First, in what year were you born?

RECORD EXACT YEAR

19__

I:
num 0 8 5 2 0 8 8

Q: ADULTS
T:

How many children and adults, including yourself, live in your household?

RECORD EXACT NUMBER

1 ONE (SELF ONLY)
2 TWO
3 THREE
4 FOUR
5 FIVE
6 SIX
7 SEVEN OR MORE
8 DON'T KNOW
9 NO ANSWER

I:
key 1-9
if (key = 1)
skipto laborf
endif

Q: CHILDREN
T:
How many members of your household are children?
(PROBE: Age 18 or younger?)

RECORD EXACT NUMBER OF CHILDREN
  0 NO CHILDREN
  1 ONE
  2 TWO
  3 THREE
  4 FOUR
  5 FIVE
  6 SIX
  7 SEVEN OR MORE
  8 DON'T KNOW
  9 NO ANSWER

I:
  key 0-9
  if (key = 0)
    skipto laborf
  endif

Q:NUMKIDS
T:

What are the ages of the children who live in your home?

ENTER EXACT AGES BELOW - SEPARATED BY COMMAS

I:
  opn 6 5 10 70 m n

Q:LABORF
T:

Are you currently employed full-time or part-time, retired, a student, a homemaker, or something else?

(PROBE: What is you main activity?)

  1 EMPLOYED FULL TIME OR PART TIME
  2 RETIRED
  3 HOMEMAKER
  4 STUDENT
  5 LOOKING FOR WORK
  6 DISABLED
  7 OTHER

  8 REFUSED
  9 NO ANSWER

I:
  key 1-9
  if (key > 1)
    skipto income
  endif
Q: OCCUPY
T:

(IF OCCUPATION ALREADY MENTIONED, RECORD AND SKIP TO NEXT QUESTION.)
What is your occupation? (PROBE: What kind of work do you do?)

ENTER EXACT RESPONSE BELOW

I:
opn 6 5 20 70 m n

Q: EMPLOYER
T:

(IF EMPLOYER ALREADY MENTIONED, RECORD AND SKIP TO NEXT QUESTION.)
The Bach Festival is trying to find out if working directly with employers would be a good way to reach audience members. We've found that Oregon State University and Hewlett-Packard are two large employers in your area. Are either of these your employer?
(PROBE: Who is your employer?)
RECORD EMPLOYER NAME. LEAVE BLANK IF REFUSED.

I:
opn 11 5 20 70 m n

Q: INCOME
T:

Finally, I am going to read five broad categories of household income. Please do not tell me how much your household earns exactly. Just tell me the letter of the category that best matches the total annual income for all members of your household before taxes in 1993.

A is fifteen thousand dollars or less.
B is between fifteen and thirty thousand dollars.
C is between thirty and fifty thousand dollars.
D is between fifty and eighty thousand dollars.
And E is over eighty thousand dollars in 1993.

(PROBE: Which letter best fits your combined household income before taxes in 1993?)

1  A          7  REFUSED
2  B          8  DON'T KNOW
3  C          9  NO ANSWER
4  D
5  E
I:
key 1-5, 7, 8, 9

Q: FINISH
T:

On behalf of the Oregon Bach Festival, thank you very much for
your time and your past support. Is there anything else about
the Oregon Bach Festival you would like to tell us
or do you have any questions about this study?

ENTER EXACT RESPONSE BELOW

I:
opn 8 5 20 70 m n
cpl
dispos = 15

Q: Bye
T:

That completes our survey. Your answers are extremely
helpful to us. Thank you for your time. Good bye.

I:
key
endquest

Q: Noqal
T:

DUMMT QAL LOOD

I:
key
ctrlend