



Welcome! 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 Palm Beach County. **Your answers are anonymous.**
 * mandatory questions

***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 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 Palm Beach County *specifically as a result of your attendance at this performance, 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/rideshares, 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. Which of the following best describes your primary reason for being in Palm Beach County 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 own a second residence here)
- I am here specifically to attend this performance, event, exhibit, venue, or facility
- I am here specifically to experience Palm Beach arts and culture
- I work here or I traveled here for a work-related reason, but I live somewhere else
- I am here on vacation, holiday, or seasonal stay in a rental (not specifically related to this activity)
- Not listed above (briefly describe): _____

***4. If today's arts or cultural activity was not available in Palm Beach County, 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 Palm Beach County
- Yes, I would have traveled to a different community to attend a similar arts or cultural activity

5. Indicate your level of satisfaction below. (Check one for each statement)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
How satisfied are you <u>with this cultural activity</u> , event, venue, or facility?	<input type="checkbox"/>				
How satisfied are you with the <u>overall</u> cultural activities in The Palm Beaches?	<input type="checkbox"/>				

***6. 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 one for each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) "This venue or facility is an important pillar for me within my community."	<input type="checkbox"/>				
b) "I would feel a great sense of loss if this activity or venue were no longer available."	<input type="checkbox"/>				
c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."	<input type="checkbox"/>				
d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."	<input type="checkbox"/>				

Please answer these anonymous questions that help us understand our visitors.

*7. Is today your first time attending this specific activity or visiting this specific venue? Yes No

*8. 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: _____

*9. How many nights away from your primary residence will you spend in Palm Beach County *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"

of nights: _____

10. Which of the following ranges includes your annual household income? (Check only one)

- Less than \$30,000 \$60,000-\$99,999 \$150,000-\$199,999
 \$30,000-\$59,999 \$100,000-\$149,999 \$200,000 or more

11. Which of the following ranges includes your age? (Check only one)

- Younger than 18 18-25 26-41 42-57 58-76 77 or older

12. What is the highest level of education that you have completed? (Check only one)

- Less than high school Technical or associates degree Master's degree
 High school graduate Bachelor's degree Doctoral degree

13. Which of the following best describe you? (Check all that apply)

- American Indian or Alaska Native or Indigenous or First Nations Hispanic or Latino/Latina/Latinx or Spanish origin
 Arab or Middle Eastern or Northern African Native Hawaiian or Pacific Islander
 Asian or Asian American White or Caucasian or European American
 Black or African American I prefer to self-identify: _____

14. Do you identify as a person with a disability? Yes No

FOR NON-RESIDENTS of Palm Beach County ONLY

*15. To what degree were Palm Beach County's arts and cultural opportunities a factor in the decision to make this trip? (Check only one)

- A significant factor A contributing factor Not a factor at all

*16. How many days do you plan to spend in Palm Beach County on this trip? (enter "1" for partial days) # of days: _____

*17. How many nights will you stay overnight in Palm Beach County on this trip? # Total Nights: _____

*18. How many of your total overnight stays in Palm Beach County for this trip will be in PAID versus FREE lodging? Paid lodging includes hotels, motel, vacation rentals, campgrounds, etc. even if you use "free" loyalty rewards for those nights. Free lodging is when you stay with friends or family, for example. # of nights in PAID lodging: _____ # of nights in FREE lodging: _____

*19. How many hotel rooms or units (e.g., condo) will your party use each night? # of hotel room/units _____

*20. What is the average nightly rate your party will be charged per room/unit in PAID lodging? \$nightly rate: _____

For example, if you are renting a vacation condo for 5 nights and the total for the rental is \$2,000, enter \$400 as your nightly rate. Please estimate if you do not have exact numbers.

*21. In addition to this activity, how many OTHER arts or cultural destinations did you attend (or plan to attend) in Palm Beach County during this trip? For example, concerts, plays, museums, science centers, zoo, historic sites, art festivals, botanical gardens. Please estimate if you do not have exact numbers: # of other arts or cultural destinations: _____

*22. Please ESTIMATE how much your immediate travel party will spend IN PALM BEACH COUNTY over the course of your ENTIRE TRIP OR SEASONAL STAY. Include all lodging, meals, drinks, admissions, activities, local transportation, parking, gifts, and souvenirs. Consider your entire "budget" for this trip and include an estimate of the dollars that you will spend in Palm Beach County.

Your best estimate is fine!: \$ _____

THANK YOU FOR PARTICIPATING!