

Hello, we are students from The College of New Jersey conducting a survey for our public relations class. Could you take a moment to complete our survey? Thank you for your time!

Directions: Please circle the answer that best reflects your opinion.

1. Are you interested in the arts?

- a. Yes b. No

2. What type of art interests you the most?

- a. Performing b. Painting c. Film d. Literary e. Ceramics
f. Drawing g. Photography h. Theatre/Drama

3. Are you currently enrolled in any art classes?

- a. Yes b. No

4. On a scale of 1 to 5, 1 being not important and 5 being very important, how important are the arts in your life?

- 1 2 3 4 5

5. On a scale of 1 to 5, 1 being not interested and 5 being very interested, how interested would you be in taking a class that pertains to your favorite type of art?

- 1 2 3 4 5

6. Have you heard of the Arts Council of Princeton?

- a. Yes b. No

7. Have you ever been to an Arts Council of Princeton event?

- a. Yes b. No

8. Grade your level of comfort in Princeton. 1 being the lowest, and 5 being the highest:

- 1 2 3 4 5

8A. Socially, how do you feel in Princeton, NJ?

- a. complete outcast b. outcast c. somewhat of an outcast d. somewhat comfortable
e. comfortable f. completely comfortable

9. On a scale of 1 to 5, 1 being never and 5 being everyday, how often do you use these sources to obtain information about the arts?

Trentonian Newspaper	1	2	3	4	5
Trenton Times Newspaper	1	2	3	4	5
Route 1 Newspaper	1	2	3	4	5
Princeton Packet Newspaper	1	2	3	4	5
Town Topics	1	2	3	4	5
Postcards	1	2	3	4	5
Letters	1	2	3	4	5
Newsletters	1	2	3	4	5
Brochures	1	2	3	4	5
NJ 101.5	1	2	3	4	5
The Hawk 97.5 radio	1	2	3	4	5
WPST 94.5 radio	1	2	3	4	5
WTSR 91.3 radio	1	2	3	4	5
Power 99 FM radio	1	2	3	4	5
Q102 radio	1	2	3	4	5
WNJT Channel 52	1	2	3	4	5
WNJN Channel 50	1	2	3	4	5
W25AW Channel 25	1	2	3	4	5

10. Using the following scale, how often do you attend the following events:

1 – never

2 - at least once during my lifetime

3 - at least once a year

4 - at least once every six months

5 - at least once a month

Art showcase events 1 2 3 4 5

Music concerts 1 2 3 4 5

Art exhibits 1 2 3 4 5

Arts and music festivals 1 2 3 4 5

Art and music workshops 1 2 3 4 5

10. How often do you partake in an art event?

a. never b. rarely c. occasionally d. often e. always

11. How much money do you spend on arts related events annually?

a. \$0-50 b. \$51-100 c. \$101-150 d. \$151-200 e. \$201-250 f. \$251-300
g. \$301-350 h. \$351-500 i. \$501+

12. On what type of arts events do you spend the most money? Please circle only one answer.

a. theater b. dance c. music d. literary e. writing f. painting g. sculpture
h. film i. photography

13. Would you be interested in becoming a member of the Arts Council of Princeton?

a. Yes b. No

Please circle one response for each question, thank you!

1. Sex: Male Female

2. Age: 14-16 17-19 20-22 23-25 26+

3. Cultural Background: African American Asian Caucasian Indian Latino

Other _____

Thank you for your time!