

**Oregon Bach Festival Survey of Corvallis Attenders  
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

T:

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?

1 YES  
2 NO

8 DON'T KNOW  
9 NO ANSWER

I:  
key 1-2, 8, 9

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

I:  
key 1-2, 8, 9

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

I:  
key 1-2, 8, 9

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

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

Q:NOTLIKE1

T:

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

ENTER EXACT RESPONSE BELOW

I:  
opn 6 5 20 70 m n

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

6 SIX YEARS      18 EIGHTEEN YEARS  
7 SEVEN YEARS    19 NINETEEN YEARS  
8 EIGHT YEARS    20 TWENTY YEARS  
9 NINE YEARS     21 TWENTY ONE YEARS  
10 TEN YEARS     22 TWENTY TWO YEARS  
11 ELEVEN YEARS   23 TWENTY THREE YEARS  
12 TWELVE YEARS   24 TWENTY FOUR YEARS  
                    25 TWENTY-FIVE YEARS  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 22 15

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  
endif  
if (key = 2)  
    skipto newsgt  
endif  
if (key > 7)  
    skipto newsgt  
endif

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:



key 1-3, 8, 9

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:NEWSN

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 anyplace 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 85 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