

**Nebraska Arts Council Brand Perception Study  
09/17/12 – Third Draft**

Hello, this is \_\_\_\_\_ with The MSR Group, an independent market research firm. Tonight/today we are conducting a short survey of Nebraska residents to get their opinions about the arts in the state. Your number was selected at random and all answers are kept strictly confidential. I want to assure you we are not selling anything. The survey takes about 10 minutes and may be monitored for quality purposes.

S1. Do you or any member of your family currently work for or have you within the last three years worked in the fields of advertising, marketing, public relations, social media or market research?

- 1... No **[CONTINUE]**
- 2... Yes to any **[THANK AND TERMINATE]**

S2. Are you 18 years of age or older?

- 1... Yes **[Continue]**
- 2... No **[Thank and Terminate]**

S3. What is your zip code? \_\_\_\_\_

**Unaided and Aided Awareness**

**Q1.** When you think about organizations in Nebraska involved in the visual and performing arts in your community, what organization comes to mind first? **[PRECODE – DO NOT READ]**

- 1. Nebraska Arts Council
- 2. Lincoln Arts Council
- 3. Omaha Creative Institute
- 4. Omaha Symphony
- 5. Ballet Nebraska
- 6. Holland Center
- 7. Orpheum Theater
- 8. The Rose Theater
- 9. Omaha Music Hall
- 10. Lied Center
- 11. Mary Riepma Ross
- 12. Sheldon Art Museum
- 13. Joslyn Art Museum
- 14. Museum of Nebraska Art (MONA)
- 15. Filmstreams
- 16. CenturyLink/Qwest Center
- 17. Elementary, Middle or High School
- 18. College or University\_\_\_\_\_ [Record verbatim]
- 19. Community Arts Center\_\_\_\_\_ [Record verbatim]
- 20. Other\_\_\_\_\_ [Record Verbatim]

- a. Which organization comes to mind next?
- b. Any others?
- c. Any others?
- d. Any others? **[Capture up to 5 mentions]**

**Q2.** In the previous question when I referred to “the visual and performing arts” what events or activities came to mind? **[RECORD VERBATIM]**

**Q3.** In the last 12 months, have you participated in the visual or performing arts or in a cultural event in your community either as a participant, spectator, volunteer or donor?

1. Yes
2. No
3. Don't Know

Now I am going to ask you about a number of specific arts-related activities and events. I would like you to tell me if you have participated in these events in the last 12 months.

**Q4.** The first is...an art exhibition where paintings, drawings, sculpture, photography and/or textiles are shown or displayed.

1. Yes
2. No [Skip to Q5]
3. Don't Know [Skip to Q5]

**Q4a.** In what event or events did you participate?  
\_\_\_\_\_ [Record all events mentioned]

**Q4b.** Why did you participate? \_\_\_\_\_ [Record Verbatim, Probe for other reasons]

**Q4c.** How likely are you to participate in a similar event in the next 12 months? Are you...

1. Very unlikely to attend
2. Probably unlikely to attend
3. May or may not attend
4. Probably will attend
5. Definitely will attend

**Q5.** Next I would like to know if you have participated in a vocal or instrumental music performance, play, musical theater or dance production or the screening of a film?

1. Yes
2. No [Skip to Q6]
3. Don't Know [Skip to Q6]

**Q5a.** In what event or events did you participate?  
\_\_\_\_\_ [Record all events mentioned]

**Q5b.** Why did you participate? \_\_\_\_\_ [Record Verbatim, Probe for other reasons]

**Q5c.** How likely are you to participate in a similar event in the next 12 months? Are you...

1. Very unlikely to attend
2. Probably unlikely to attend
3. May or may not attend
4. Probably will attend
5. Definitely will attend

**Q6.** Next, did you participate in a cultural event such as a community festival or ethnic celebration?

1. Yes
2. No [Skip to Q7]
3. Don't Know [Skip to Q7]

**Q6a.** In what event or events did you participate?  
\_\_\_\_\_ [Record all events mentioned]

**Q6b.** Why did you participate? \_\_\_\_\_ [Record Verbatim, Probe for other reasons]

**Q6c.** How likely are you to participate in a similar event in the next 12 months? Are you...

1. Very unlikely to attend
2. Probably unlikely to attend
3. May or may not attend
4. Probably will attend
5. Definitely will attend

**Q7.** Now for the events we just discussed, I would like to know if, in addition to your previously mentioned participation, you have also engaged with the arts online. This might include searching for event

time or location information, viewing photos of past events, viewing videos of performances or discussing the event through social media.

1. Yes
2. No
3. Don't Know

**[Ask Q8 if Q1≠1; If Q1 = 1, Skip Q8 and continue with Q9]**

**Q8.** Are you aware of the Nebraska Arts Council?

1. Yes
2. No **[Skip to Q13]**
3. Don' Know **[Skip to Q13]**

**Q9.** Thinking about everything you know, what is your overall opinion of the Nebraska Arts Council? **[Read List]**

- 1..... Very favorable
- 2..... Somewhat favorable
- 3..... Neither favorable or unfavorable
- 4..... Somewhat unfavorable
- 5..... Very unfavorable
- 6..... Don't know **[Don't Read]**
- 7..... Refused **[Don't Read]**

**Q10.** Which of the following phrases describes The Nebraska Arts Council? **[ACCEPT ALL THAT APPLY]**

	<b>YES</b>	<b>NO</b>	<b>DK</b>
B. An educational organization	1	2	3
C. A Nebraska state agency	1	2	3
D. A not-for-profit organization	1	2	3
G. A grant-making organization	1	2	3

**Q11.** Frequently, The Nebraska Arts Council's logo will appear on event signage and in programs and advertising. To you, does the use of the Nebraska Arts Council logo represent an "assurance of quality" for the event?

- 1...Yes
- 2...No
- 3...Don't Know

**Q12.** Does the involvement of the Nebraska Arts Council in an event make your more or less likely to attend that event or does it have no influence at all?

- 1...More Likely

- 2...Less Likely
- 3...Makes no difference
- 4...Don't Know

### Arts Education

**Q13.** On a scale from 0 to 10 with 0 meaning not important at all and 10 meaning Very Important, how important is it that Nebraskan schools offer classes in art, music, singing or theater?

Not at all important know										Very Important		Don't know
<b>[Don't read]</b>												
0	1	2	3	4	5	6	7	8	9	10		99

**Q14.** As a child, were you involved in arts education at school?

- 1. Yes
- 2. No

**Q15.** Are you a parent?

- 1. Yes
- 2. No [Skip to Q19]

**Q16.** Have your children been involved in arts education at school?

- 1. Yes
- 2. No [Skip to Q19]
- 3. Don't know [Skip to Q19]

**Q17.** What is the highest grade level at which your child participated?

- 1. Kindergarten -5<sup>th</sup> grade
- 2. 6<sup>th</sup> – 9<sup>th</sup> grade
- 3. 10<sup>th</sup> – 12<sup>th</sup> grade

**Q18.** Have your children been involved in arts education outside of school such as private music, dance or art classes?

- 1. Yes
- 2. No
- 3. Don't Know

### Arts Impact

Now I would like to know to if you agree or disagree with the following statements.

**Q19.** The arts have a positive impact on. . . **[READ AND ROTATE A-C]**

A. The livability of my community

1. Agree
2. Disagree
3. DK **[Skip to B]**

**[If A = 1]**

Would you say you

1. Somewhat agree or
2. Strongly agree

**[If A = 2]**

Would you say you

1. Somewhat disagree or
2. Strongly disagree

B. The economic development of my community

1. Agree
2. Disagree
3. DK **[Skip to C]**

**[If B = 1]**

Would you say you

1. Somewhat agree or
2. Strongly agree

**[If A = 2]**

Would you say you

1. Somewhat disagree or
2. Strongly disagree

C. Diversity within my community

1. Agree
2. Disagree
3. DK **[Skip to Q20]**

**[If C = 1]**

Would you say you

1. Somewhat agree or
2. Strongly agree

**[If C = 2]**

Would you say you

1. Somewhat disagree or
2. Strongly disagree

**Q20.** Now I would like to know if you agree or disagree with these statements about the arts' direct impact on you personally. **[READ AND ROTATE A-C]**

The arts have a positive impact on...

A. My personal well-being

1. Agree
2. Disagree
3. DK **[Skip to B]**

**[If A = 1]**

Would you say you

1. Somewhat agree or
2. Strongly agree

**[If A = 2]**

Would you say you

1. Somewhat disagree or
2. Strongly disagree

B. My community involvement

1. Agree
2. Disagree
3. DK **[Skip to C]**

**[If B = 1]**

Would you say you

1. Somewhat agree or
2. Strongly agree

**[If B = 2]**

Would you say you

1. Somewhat disagree or
2. Strongly disagree

C. My opportunities for continued learning or personal growth

1. Agree
2. Disagree
3. DK **[Skip to 21]**

**[If C = 1]**

Would you say you

1. Somewhat agree or
2. Strongly agree

**[If C = 2]**

Would you say you

1. Somewhat disagree or
2. Strongly disagree

<i>Communications</i>
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**Q21.** I'm going to read a list of ways you may have been made aware of arts activities in your community. Please let me know if you have learned about arts activities in these ways . . . **[Read and Rotate List, Ask h last]**

	<u>Yes</u>	<u>No</u>
a.... Nebraska Arts Council eNews	<input type="checkbox"/>	<input type="checkbox"/>
b.... Arts venue newsletters, brochures or emails (Venues would be theaters, museums, concert halls, etc. that would host events)	<input type="checkbox"/>	<input type="checkbox"/>
c.... E-mail from an arts organization	<input type="checkbox"/>	<input type="checkbox"/>
d.... Advertising: Television, newspaper, radio billboards, etc.	<input type="checkbox"/>	<input type="checkbox"/>
e.... Facebook or Twitter posts from arts organizations	<input type="checkbox"/>	<input type="checkbox"/>
f.... Facebook or Twitter posts from friends	<input type="checkbox"/>	<input type="checkbox"/>
g.... or, some other communication	<input type="checkbox"/>	<input type="checkbox"/>
<b>[Specify]:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>

<i>Donor Intent</i>
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**Q22.** Have you ever donated money to and arts organization?

- 1.... Yes  
 2.... No  
 3.... Don't know **[Don't Read]**  
 4.... Refused **[Don't Read]**

**Q23.** How likely would you be to make a charitable gift of any kind to an arts organization in the future? **[Read List]**

- 1.... Very likely  
 2.... Somewhat likely  
 3.... Neither likely or unlikely  
 4.... Somewhat unlikely  
 5.... Very unlikely  
 6.... Don't know **[Don't Read]**  
 7.... Refused **[Don't Read]**

**Q24.** Are tax dollars in the state of Nebraska currently used to directly fund the arts?

- 1....Yes  
 2....No



3....Don't know

*Demographic Information*

**Q25.** What is your age? **[Record]**

**Q26.** Which of the following best describes your educational background? **[Read List]**

- 1..... Some high school or less
- 2..... High school graduate
- 3..... Some college
- 4..... College Graduate
- 5..... Post-graduate degree
- 6..... Refused **[Don't Read]**

**Q27.** What ethnic group would you consider yourself to be? **[Precode Do Not Read]**

- 1..... White
- 2..... Black (African American)
- 3..... Hispanic (Latin American)
- 4..... Asian
- 5..... Native American
- 6.... Mixed race
- 7..... or some other ethnicity
- 8..... Refused

**Q28.** And finally, stop me when I read the category that best represents your total annual household income...**[Read List]**

- 1... Less than \$25,000
- 2... \$25,000 to just under \$40,000
- 3... \$40,000 to just under \$75,000
- 4... \$75,000 to just under 100,000
- 5... \$100,000 to just under \$150,000
- 6... Over \$150,000
- 7... Refused **[Don't Read]**

**Q29.** Don't read but record gender:

- 1... Male
- 2... Female

*That completes our survey for this evening. Thank you so much for your time.*