

What is the ONE BEST THING about attending performances at this theater company?

What is the ONE THING this theater company could change or improve to make your experience more enjoyable?

XYZ_____

Please tell us what you think!



We need your help! The Theatre Arts Marketing Alliance, a consortium of over 20 Boston area theater companies, is conducting a survey to help us understand our audiences better, to help us improve your theater-going experience, and to assist in our planning for future seasons. Won't you take a moment to fill out this questionnaire and drop it in the box in the lobby or give it to one of our volunteers? **As an extra incentive, anyone who completes a survey can enter to win tickets to our participating theater companies!**

It will only take a few minutes, and will really help us out. **Thank you!**

Including this performance, about how many performances by this theater company have you attended?

- More than 10
- 5-10 performances
- 2-4 performances
- One – this is the first time

How would you rate your overall satisfaction with the performances you have attended at this theater company?

- Very satisfied!
- Pretty satisfied, most of the time
- Not very satisfied
- Don't know/not applicable

How would you rate your experience with this particular performance?

	Don't Know/NA	Fair/Poor	Good	Excellent!
Comfort of the theater: seats, lobby, amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of getting to the theater, parking, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of finding information about the performance in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of purchasing tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality/usefulness of program book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The acting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The play itself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The production values: sets, costumes, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket price/value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How far in advance do you usually purchase theater tickets?

- I like to plan well in advance or subscribe to an entire season
- I generally purchase tickets a few *weeks* ahead of time
- I generally purchase tickets a few *days* ahead of time
- I usually decide on the spur of the moment/same day

Classification Questions: The following questions are for classification purposes only, and provide us with very useful information about our audience. Please note that all responses are completely confidential and cannot be identified by name.

What is your age?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

What is your gender?

- Female
- Male

Do you have children under 18 living at home?

- Yes
- No

What is your annual household income?

- Under \$25,000
- \$25-\$49,999
- \$50-99,999
- \$100,000 or more

With which of the following racial or ethnic groups do you identify yourself?

- African-American
- Asian/Pacific Islander
- Latino/Hispanic
- Native American
- White
- Multiethnic or other

What is the ZIP code of your residence?_____

Thank you for your help! Please drop this questionnaire in the boxes in the lobby as you leave the theater, or mail directly to JBAssociates, 243B Chestnut Avenue, Boston, MA 02130

Enter to Win! If you would like to be entered into a drawing to win tickets to participating theater companies, please fill out an entry form when you turn in your survey. Your specific responses will remain confidential and cannot be identified by name.

The Theatre Arts Marketing Alliance is grateful to the following organizations for their generous support:

The Boston Foundation, FleetBoston, ArtsBoston, and StageSource

How frequently do you attend the following types of arts and entertainment events?

	Rarely/Never (0-1 time/year)	Occasionally (2-4 times/year)	Frequently (5+ times/year)
Broadway-type shows in the Theater District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large resident theater (ART, Huntington)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Midsized, small, or fringe theater companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classical music concerts or opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other music performances (popular, jazz)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums, galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When you are making decisions about what theater performances to attend, how important are each of the following factors?

	Not very/not at all important	Somewhat important	Very important
Company I know and trust, regardless of the specific play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plays or actors that are familiar to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something new, unusual, or different	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient location: T accessible or easy parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good reviews in the press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low ticket prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something I can go to with my children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether I'll be able to get really good seats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether I'll see people I know; a social occasion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether the play is likely to be thought-provoking, enriching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether the play is likely to be fun, amusing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is the maximum you would consider paying to attend a theater performance like this one?

- \$50 or more \$40 \$30 \$20 \$10 Under \$10, or free

How did you hear about this performance? (Please check no more than THREE boxes)

- Received a notice in the mail
- It's part of my subscription package
- Saw an ad or listing in the newspaper
- Read an article or review of the play
- Heard an ad or mention on the radio
- Saw it in ArtsMail or at a BosTix booth
- Saw a listing on the Internet
- Received an email/I'm on an email mailing list
- Saw a poster or picked up a flyer
- Heard about it from a friend or colleague
- I know somebody who is in the cast or who works for the theater

Which of the following daily or weekly printed newspapers (not online versions) do you read on a regular basis?

- Boston Globe
- Boston Herald
- Phoenix
- Metro
- Suburban weekly papers (Tab, Minuteman, Mariner, etc.)
- Bay Windows
- Bay State/Boston Banner
- Stuff@Night or Improper Bostonian
- Other: _____
- I do not read any newspaper on a regular basis

What radio stations do you listen to on a regular basis?

- Public radio stations like WBUR or WGBH
- Talk Radio like WBZ
- Classical Music stations like WCRB
- College stations like WERS or WHRB
- Rock & roll stations like WFNX or WBCN
- Urban music stations like WJMN ("Jam'n")
- Adult contemporary stations like WMJX or WBOS or other
- "Oldies" stations like Oldies 103.3
- Current hits or "Top 40" stations like WXKS ("Kiss 108")
- Other: _____
- I don't listen to radio on a regular basis

How do you use the Internet?

- I like to get information from specific theater companies by email Yes No
 - I sometimes purchase theater tickets over the Internet Yes No
 - I go to the Internet to find out what's going on generally in local theater Yes No
 - I use Internet websites to find specific information – show times, prices, etc. Yes No
- Which website, if any, do you use most often to get information about local theater? _____

Do you patronize restaurants or other businesses in the area when you go to the theater?

- Yes, almost all the time
- Sometimes
- Not usually/never

If there is a particular business that you patronize most often, please specify: _____