

TAMA Survey Results

| | Results by Age Category | | | | | | | |
|--|-------------------------|--------|----------|--------|----------|--------|-------------|--------|
| | Total | | Under 35 | | 35 to 54 | | 55 and over | |
| How many performances have you attended? | | | | | | | | |
| More than 10 | 930 | 24.0% | 46 | 5.4% | 297 | 20.7% | 541 | 39.3% |
| 5-10 performances | 556 | 14.3% | 82 | 9.6% | 232 | 16.2% | 223 | 16.2% |
| 2-4 performances | 875 | 22.6% | 192 | 22.4% | 369 | 25.8% | 268 | 19.5% |
| One - this is the first time | 1516 | 39.1% | 537 | 62.7% | 534 | 37.3% | 345 | 25.1% |
| Total Respondents | 3877 | 100.0% | 857 | 100.0% | 1432 | 100.0% | 1377 | 100.0% |
| How would you rate your overall satisfaction? | | | | | | | | |
| Very satisfied. | 2320 | 62.9% | 460 | 56.7% | 879 | 64.4% | 868 | 65.8% |
| Pretty satisfied, most of the time | 976 | 26.4% | 192 | 23.7% | 328 | 24.0% | 371 | 28.1% |
| Not very satisfied | 36 | 1.0% | 10 | 1.2% | 13 | 1.0% | 11 | 0.8% |
| Don't know/not applicable | 389 | 10.5% | 149 | 18.4% | 145 | 10.6% | 70 | 5.3% |
| Total Respondents | 3691 | 100.0% | 811 | 100.0% | 1365 | 100.0% | 1320 | 100.0% |
| How would you rate this specific experience? <i>(Avg: 2=poor, 3=good, 4=excellent)</i> | | | | | | | | |
| Comfort of theatre: seats, lobby, amenities | 3.06 | | 2.98 | | 3.10 | | 3.08 | |
| Convenience of getting to theatre, parking, etc. | 3.17 | | 3.10 | | 3.14 | | 3.25 | |
| Ease of finding info about performance | 3.15 | | 3.03 | | 3.19 | | 3.20 | |
| Ease of purchasing tickets | 3.35 | | 3.21 | | 3.35 | | 3.46 | |
| Quality/usefulness of program book | 3.10 | | 3.11 | | 3.10 | | 3.11 | |
| The acting | 3.57 | | 3.55 | | 3.54 | | 3.60 | |
| The play itself | 3.44 | | 3.49 | | 3.45 | | 3.40 | |
| Production values: sets, costumes, etc. | 3.38 | | 3.32 | | 3.36 | | 3.43 | |
| Ticket price/value for money | 3.37 | | 3.17 | | 3.39 | | 3.48 | |
| Total Respondents | 3688 | | 833 | | 1364 | | 1307 | |
| How far in advance do you usually purchase tickets? | | | | | | | | |
| I like to plan well in advance or subscribe | 1092 | 29.9% | 71 | 8.9% | 390 | 28.2% | 587 | 45.2% |
| I purchase a few WEEKS ahead | 1000 | 27.3% | 195 | 24.3% | 394 | 28.5% | 360 | 27.7% |
| I purchase a few DAYS ahead | 967 | 26.4% | 313 | 39.1% | 374 | 27.1% | 231 | 17.8% |
| I decide on the spur of the moment | 598 | 16.4% | 222 | 27.7% | 223 | 16.1% | 121 | 9.3% |
| Total Respondents | 3657 | 100.0% | 801 | 100.0% | 1381 | 100.0% | 1299 | 100.0% |

TAMA Survey Results

| | Results by Age Category | | | | | | | |
|---|-------------------------|---------|----------|---------|----------|---------|-------------|---------|
| | Total | | Under 35 | | 35 to 54 | | 55 and over | |
| How frequently do you attend these arts/entertainment? | | | | | | | | |
| <i>(frequently)</i> | | | | | | | | |
| Broadway-type shows in the Theatre District | 417 | 11.0% | 71 | 8.4% | 148 | 10.5% | 184 | 13.5% |
| Large resident theatre (ART, Huntington) | 742 | 19.5% | 97 | 11.4% | 239 | 16.9% | 378 | 27.6% |
| Midsize, small, or fringe theatre companies | 1058 | 27.9% | 191 | 22.5% | 390 | 27.6% | 436 | 31.9% |
| Classical music concerts or opera | 556 | 14.6% | 45 | 5.3% | 155 | 11.0% | 333 | 24.3% |
| Other music performances (pop, jazz) | 477 | 12.6% | 154 | 18.1% | 191 | 13.5% | 117 | 8.6% |
| Dance performances | 252 | 6.6% | 54 | 6.4% | 77 | 5.4% | 110 | 8.0% |
| Movies | 2290 | 60.3% | 602 | 70.8% | 841 | 59.5% | 765 | 55.9% |
| Museums, galleries | 1407 | 37.0% | 261 | 30.7% | 487 | 34.4% | 602 | 44.0% |
| Professional sports | 317 | 8.3% | 100 | 11.8% | 121 | 8.6% | 81 | 5.9% |
| Total Respondents | 3798 | 100.0% | 850 | 100.0% | 1414 | 100.0% | 1368 | 100.0% |
| How important are these factors in your decision? | | | | | | | | |
| <i>(very important)</i> | | | | | | | | |
| Company I know and trust | 1157 | 31.2% | 188 | 22.7% | 403 | 29.1% | 532 | 39.4% |
| Plays or actors that are familiar to me | 792 | 21.4% | 221 | 26.6% | 276 | 19.9% | 265 | 19.6% |
| Something new, unusual, or different | 1011 | 27.3% | 281 | 33.9% | 375 | 27.1% | 304 | 22.5% |
| Convenient location: T access, parking | 1070 | 28.9% | 251 | 30.2% | 333 | 24.1% | 455 | 33.7% |
| Good reviews in the press | 820 | 22.1% | 152 | 18.3% | 299 | 21.6% | 340 | 25.2% |
| Low ticket prices | 770 | 20.8% | 294 | 35.4% | 225 | 16.3% | 228 | 16.9% |
| Something I can go to with my children | 246 | 6.6% | 28 | 3.4% | 143 | 10.3% | 63 | 4.7% |
| Whether I'll be able to get really good seats | 518 | 14.0% | 62 | 7.5% | 185 | 13.4% | 251 | 18.6% |
| Whether I'll see people I know | 143 | 3.9% | 59 | 7.1% | 42 | 3.0% | 36 | 2.7% |
| Whether the play is thought-provoking | 1907 | 51.5% | 437 | 52.7% | 673 | 48.6% | 725 | 53.7% |
| Whether the play is likely to be fun/amusing | 1642 | 44.3% | 421 | 50.7% | 626 | 45.2% | 528 | 39.1% |
| Total Respondents | 3704 | 100.0% | 830 | 100.0% | 1384 | 100.0% | 1349 | 100.0% |
| What is the maximum you would consider paying? | | | | | | | | |
| \$50 or more | 343 | 9.5% | 48 | 5.8% | 130 | 9.7% | 147 | 11.4% |
| \$40 | 869 | 24.2% | 93 | 11.2% | 337 | 25.1% | 415 | 32.2% |
| \$30 | 1287 | 35.8% | 264 | 31.8% | 499 | 37.1% | 475 | 36.9% |
| \$20 | 905 | 25.2% | 322 | 38.8% | 331 | 24.6% | 217 | 16.9% |
| \$10 | 133 | 3.7% | 72 | 8.7% | 36 | 2.7% | 23 | 1.8% |
| Under \$10 or free | 58 | 1.6% | 31 | 3.7% | 12 | 0.9% | 10 | 0.8% |
| Total Respondents | 3595 | 100.0% | 830 | 100.0% | 1345 | 100.0% | 1287 | 100.0% |
| Average response | | \$30.58 | | \$25.54 | | \$31.17 | | \$33.23 |

TAMA Survey Results

| | Results by Age Category | | | | | | | |
|--|-------------------------|---------------|------------|---------------|-------------|---------------|-------------|---------------|
| | Total | | Under 35 | | 35 to 54 | | 55 and over | |
| How did you hear about this performance? | | | | | | | | |
| Received a notice in the mail | 729 | 19.7% | 73 | 8.8% | 312 | 22.5% | 318 | 23.6% |
| Part of my subscription package | 857 | 23.2% | 40 | 4.8% | 300 | 21.7% | 495 | 36.8% |
| Ad or listing in newspaper | 646 | 17.5% | 113 | 13.6% | 261 | 18.9% | 260 | 19.3% |
| Read an article or review of the play | 678 | 18.4% | 87 | 10.4% | 268 | 19.4% | 305 | 22.7% |
| Heard an ad or mention on radio | 72 | 1.9% | 12 | 1.4% | 33 | 2.4% | 26 | 1.9% |
| Saw it in ArtsMail or at BosTix booth | 237 | 6.4% | 29 | 3.5% | 92 | 6.6% | 108 | 8.0% |
| Saw a listing on Internet | 191 | 5.2% | 62 | 7.4% | 83 | 6.0% | 37 | 2.7% |
| Received an email/I'm on an email list | 312 | 8.4% | 90 | 10.8% | 131 | 9.5% | 77 | 5.7% |
| Saw a poster or flyer | 308 | 8.3% | 96 | 11.5% | 119 | 8.6% | 80 | 5.9% |
| Heard about it from a friend or colleague | 1137 | 30.8% | 376 | 45.1% | 406 | 29.3% | 308 | 22.9% |
| I know somebody in the cast/theatre | 753 | 20.4% | 277 | 33.3% | 295 | 21.3% | 159 | 11.8% |
| Total Respondents | 3694 | 100.0% | 833 | 100.0% | 1384 | 100.0% | 1346 | 100.0% |
| Which newspapers do you read regularly? | | | | | | | | |
| Boston Globe | 2503 | 68.3% | 382 | 46.1% | 996 | 72.1% | 1057 | 78.6% |
| Boston Herald | 311 | 8.5% | 65 | 7.8% | 122 | 8.8% | 115 | 8.6% |
| Phoenix | 520 | 14.2% | 152 | 18.3% | 223 | 16.1% | 132 | 9.8% |
| Metro | 545 | 14.9% | 208 | 25.1% | 210 | 15.2% | 114 | 8.5% |
| Suburban weekly papers (Tab, etc.) | 646 | 17.6% | 39 | 4.7% | 254 | 18.4% | 339 | 25.2% |
| Bay Windows | 316 | 8.6% | 47 | 5.7% | 201 | 14.5% | 60 | 4.5% |
| Bay State/Boston Banner | 49 | 1.3% | 15 | 1.8% | 22 | 1.6% | 10 | 0.7% |
| Stuff@Night or Improper Bostonian | 313 | 8.5% | 114 | 13.8% | 115 | 8.3% | 69 | 5.1% |
| I don't read newspapers on a regular basis | 511 | 13.9% | 232 | 28.0% | 157 | 11.4% | 101 | 7.5% |
| Other (please specify) | 893 | 24.4% | 133 | 16.0% | 327 | 23.7% | 406 | 30.2% |
| Total Respondents | 3664 | 100.0% | 829 | 100.0% | 1382 | 100.0% | 1344 | 100.0% |
| What radio stations do you listen to regularly? | | | | | | | | |
| Public radio | 2181 | 59.9% | 305 | 37.4% | 853 | 61.9% | 963 | 71.8% |
| Talk radio | 724 | 19.9% | 69 | 8.5% | 294 | 21.4% | 335 | 25.0% |
| Classical music | 915 | 25.1% | 74 | 9.1% | 269 | 19.5% | 544 | 40.6% |
| College stations | 640 | 17.6% | 157 | 19.2% | 268 | 19.5% | 187 | 13.9% |
| Rock & roll | 498 | 13.7% | 223 | 27.3% | 207 | 15.0% | 53 | 4.0% |
| Urban music | 172 | 4.7% | 116 | 14.2% | 42 | 3.1% | 11 | 0.8% |
| Adult contemporary | 484 | 13.3% | 120 | 14.7% | 272 | 19.8% | 86 | 6.4% |
| Oldies | 650 | 17.9% | 94 | 11.5% | 284 | 20.6% | 258 | 19.2% |
| Current or Top 40 hits | 368 | 10.1% | 166 | 20.3% | 165 | 12.0% | 30 | 2.2% |
| I don't listen to radio on a regular basis | 416 | 11.4% | 205 | 25.1% | 102 | 7.4% | 92 | 6.9% |
| Other (please specify) | 544 | 14.9% | 92 | 11.3% | 242 | 17.6% | 191 | 14.2% |
| Total Respondents | 3640 | 100.0% | 816 | 100.0% | 1377 | 100.0% | 1341 | 100.0% |

TAMA Survey Results

| | Results by Age Category | | | | | | | |
|---|-------------------------|--------|----------|--------|----------|--------|-------------|--------|
| | Total | | Under 35 | | 35 to 54 | | 55 and over | |
| How do you use the Internet? | | | | | | | | |
| I like to get info from companies by Email | 1456 | 42.3% | 376 | 46.1% | 613 | 45.4% | 428 | 36.0% |
| I go to internet to find out what's going on | 1720 | 49.9% | 530 | 65.0% | 733 | 54.3% | 409 | 34.4% |
| I sometimes purchase tix over Internet | 2134 | 62.0% | 566 | 69.4% | 927 | 68.7% | 590 | 49.6% |
| I use websites to find specific info | 2467 | 71.6% | 701 | 85.9% | 1054 | 78.1% | 644 | 54.2% |
| Total Respondents | 3444 | 100.0% | 816 | 100.0% | 1349 | 100.0% | 1189 | 100.0% |
| Do you patronize restaurants, etc., in the area? | | | | | | | | |
| Yes, almost all the time | 1490 | 40.6% | 288 | 34.5% | 601 | 43.1% | 555 | 41.3% |
| Sometimes | 1708 | 46.6% | 417 | 49.9% | 638 | 45.8% | 614 | 45.7% |
| Not usually/never | 471 | 12.8% | 130 | 15.6% | 154 | 11.1% | 176 | 13.1% |
| Total Respondents | 3669 | 100.0% | 835 | 100.0% | 1393 | 100.0% | 1345 | 100.0% |
| What is your age? | | | | | | | | |
| Under 25 | 414 | 11.2% | 414 | 48.1% | 0 | 0.0% | 0 | 0.0% |
| 25-34 | 447 | 12.1% | 447 | 51.9% | 0 | 0.0% | 0 | 0.0% |
| 35-44 | 610 | 16.5% | 0 | 0.0% | 610 | 42.4% | 0 | 0.0% |
| 45-54 | 830 | 22.5% | 0 | 0.0% | 830 | 57.6% | 0 | 0.0% |
| 55-64 | 854 | 23.1% | 0 | 0.0% | 0 | 0.0% | 854 | 61.5% |
| 65 and over | 535 | 14.5% | 0 | 0.0% | 0 | 0.0% | 535 | 38.5% |
| Total Respondents | 3690 | 100.0% | 861 | 100.0% | 1440 | 100.0% | 1389 | 100.0% |
| What is your annual household income? | | | | | | | | |
| Under \$25K | 389 | 12.2% | 273 | 36.4% | 54 | 4.2% | 61 | 5.4% |
| \$25-\$49 | 599 | 18.7% | 214 | 28.6% | 192 | 14.8% | 186 | 16.4% |
| \$50-\$99 | 1116 | 34.9% | 171 | 22.8% | 519 | 40.0% | 419 | 36.9% |
| \$100 up | 1097 | 34.3% | 91 | 12.1% | 531 | 41.0% | 471 | 41.4% |
| Total Respondents | 3201 | 100.0% | 749 | 100.0% | 1296 | 100.0% | 1137 | 100.0% |
| What is your gender? | | | | | | | | |
| Female | 2203 | 60.2% | 519 | 61.3% | 791 | 55.9% | 873 | 64.0% |
| Male | 1457 | 39.8% | 328 | 38.7% | 625 | 44.1% | 492 | 36.0% |
| Total Respondents | 3660 | 100.0% | 847 | 100.0% | 1416 | 100.0% | 1365 | 100.0% |

TAMA Survey Results

| | Total | | Results by Age Category | | | | | |
|--|-------|--------|-------------------------|--------|----------|--------|-------------|--------|
| | | | Under 35 | | 35 to 54 | | 55 and over | |
| Do you have children under 18 living at home? | | | | | | | | |
| Yes | 601 | 17.6% | 54 | 6.7% | 479 | 35.5% | 64 | 5.2% |
| No | 2822 | 82.4% | 750 | 93.3% | 869 | 64.5% | 1178 | 94.8% |
| Total Respondents | 3423 | 100.0% | 804 | 100.0% | 1348 | 100.0% | 1242 | 100.0% |
| With which racial/ethnic group do you identify? | | | | | | | | |
| African-American | 105 | 3.0% | 38 | 4.6% | 46 | 3.3% | 19 | 1.4% |
| Asian/Pacific Islander | 83 | 2.3% | 61 | 7.4% | 16 | 1.2% | 5 | 0.4% |
| Latino/Hispanic | 60 | 1.7% | 25 | 3.0% | 26 | 1.9% | 9 | 0.7% |
| Native American | 18 | 0.5% | 1 | 0.1% | 6 | 0.4% | 10 | 0.8% |
| White | 3140 | 88.6% | 643 | 78.1% | 1235 | 89.6% | 1239 | 94.1% |
| Multiethnic or other | 140 | 3.9% | 55 | 6.7% | 50 | 3.6% | 35 | 2.7% |
| Total Respondents | 3546 | 100.0% | 823 | 100.0% | 1379 | 100.0% | 1317 | 100.0% |

| | Total, excluding WFT | |
|--|----------------------|--------|
| Do you have children under 18 living at home? | | |
| Yes | 402 | 12.9% |
| No | 2721 | 87.1% |
| Total Respondents | 3123 | 100.0% |

TAMA Survey Results

| | Total | | Results by Frequency of Attendance | | | | | | | |
|---|-------|--------|------------------------------------|--------|-----------|--------|------------|--------|-----------|--------|
| | | | First-timers | | 2-4 times | | 5-10 times | | 10+ times | |
| How many performances have you attended? | | | | | | | | | | |
| More than 10 | 930 | 24.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 930 | 100.0% |
| 5-10 performances | 556 | 14.3% | 0 | 0.0% | 0 | 0.0% | 556 | 100.0% | 0 | 0.0% |
| 2-4 performances | 875 | 22.6% | 0 | 0.0% | 875 | 100.0% | 0 | 0.0% | 0 | 0.0% |
| One - this is the first time | 1516 | 39.1% | 1516 | 100.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Total Respondents | 3877 | 100.0% | 1516 | 100.0% | 875 | 100.0% | 556 | 100.0% | 930 | 100.0% |
| How would you rate your overall satisfaction? | | | | | | | | | | |
| Very satisfied. | 2320 | 62.9% | 744 | 54.4% | 578 | 68.9% | 353 | 64.2% | 638 | 68.9% |
| Pretty satisfied, most of the time | 976 | 26.4% | 227 | 16.6% | 243 | 29.0% | 193 | 35.1% | 282 | 30.5% |
| Not very satisfied | 36 | 1.0% | 16 | 1.2% | 12 | 1.4% | 3 | 0.5% | 5 | 0.5% |
| Don't know/not applicable | 389 | 10.5% | 381 | 27.9% | 6 | 0.7% | 1 | 0.2% | 1 | 0.1% |
| Total Respondents | 3691 | 100.0% | 1368 | 100.0% | 839 | 100.0% | 550 | 100.0% | 926 | 100.0% |
| How would you rate this specific experience? (Avg: 2=poor, 3=good, 4=excellent) | | | | | | | | | | |
| Comfort of theatre: seats, lobby, amenities | 3.06 | | 2.95 | | 3.06 | | 3.14 | | 3.21 | |
| Convenience of getting to theatre, parking, etc. | 3.17 | | 3.10 | | 3.12 | | 3.23 | | 3.30 | |
| Ease of finding info about performance | 3.15 | | 2.99 | | 3.18 | | 3.28 | | 3.32 | |
| Ease of purchasing tickets | 3.35 | | 3.21 | | 3.36 | | 3.45 | | 3.53 | |
| Quality/usefulness of program book | 3.10 | | 3.03 | | 3.11 | | 3.18 | | 3.17 | |
| The acting | 3.57 | | 3.55 | | 3.57 | | 3.58 | | 3.59 | |
| The play itself | 3.44 | | 3.48 | | 3.50 | | 3.43 | | 3.32 | |
| Production values: sets, costumes, etc. | 3.38 | | 3.27 | | 3.42 | | 3.42 | | 3.49 | |
| Ticket price/value for money | 3.37 | | 3.22 | | 3.41 | | 3.46 | | 3.52 | |
| Total Respondents | 3688 | | 1436 | | 817 | | 532 | | 887 | |
| How far in advance do you usually purchase tickets? | | | | | | | | | | |
| I like to plan well in advance or subscribe | 1092 | 29.9% | 145 | 10.3% | 136 | 16.8% | 192 | 35.8% | 615 | 68.9% |
| I purchase a few WEEKS ahead | 1000 | 27.3% | 486 | 34.6% | 263 | 32.4% | 133 | 24.8% | 115 | 12.9% |
| I purchase a few DAYS ahead | 967 | 26.4% | 465 | 33.1% | 263 | 32.4% | 132 | 24.6% | 104 | 11.7% |
| I decide on the spur of the moment | 598 | 16.4% | 310 | 22.0% | 149 | 18.4% | 79 | 14.7% | 58 | 6.5% |
| Total Respondents | 3657 | 100.0% | 1406 | 100.0% | 811 | 100.0% | 536 | 100.0% | 892 | 100.0% |

TAMA Survey Results

| | Total | | Results by Frequency of Attendance | | | | | | | |
|--|-------|---------|------------------------------------|---------|-----------|---------|------------|---------|-----------|---------|
| | | | First-timers | | 2-4 times | | 5-10 times | | 10+ times | |
| How frequently do you attend these arts/entertainment? (frequently) | | | | | | | | | | |
| Broadway-type shows in the Theatre District | 417 | 11.0% | 108 | 7.3% | 89 | 10.5% | 83 | 15.2% | 137 | 15.0% |
| Large resident theatre (ART, Huntington) | 742 | 19.5% | 199 | 13.5% | 158 | 18.6% | 147 | 27.0% | 235 | 25.7% |
| Midsized, small, or fringe theatre companies | 1058 | 27.9% | 238 | 16.2% | 215 | 25.4% | 207 | 38.0% | 394 | 43.1% |
| Classical music concerts or opera | 556 | 14.6% | 174 | 11.8% | 114 | 13.4% | 87 | 16.0% | 179 | 19.6% |
| Other music performances (pop, jazz) | 477 | 12.6% | 207 | 14.1% | 102 | 12.0% | 65 | 11.9% | 102 | 11.1% |
| Dance performances | 252 | 6.6% | 81 | 5.5% | 57 | 6.7% | 39 | 7.2% | 73 | 8.0% |
| Movies | 2290 | 60.3% | 901 | 61.3% | 534 | 63.0% | 325 | 59.6% | 522 | 57.0% |
| Museums, galleries | 1407 | 37.0% | 519 | 35.3% | 315 | 37.1% | 191 | 35.0% | 376 | 41.1% |
| Professional sports | 317 | 8.3% | 137 | 9.3% | 72 | 8.5% | 39 | 7.2% | 66 | 7.2% |
| Total Respondents | 3798 | 100.0% | 1471 | 100.0% | 848 | 100.0% | 545 | 100.0% | 915 | 100.0% |
| How important are these factors in your decision? (very important) | | | | | | | | | | |
| Company I know and trust | 1157 | 31.2% | 236 | 16.5% | 234 | 28.5% | 220 | 41.4% | 460 | 51.0% |
| Plays or actors that are familiar to me | 792 | 21.4% | 312 | 21.8% | 190 | 23.1% | 117 | 22.0% | 171 | 19.0% |
| Something new, unusual, or different | 1011 | 27.3% | 383 | 26.8% | 230 | 28.0% | 143 | 26.9% | 250 | 27.7% |
| Convenient location: T access, parking | 1070 | 28.9% | 375 | 26.2% | 230 | 28.0% | 152 | 28.6% | 308 | 34.1% |
| Good reviews in the press | 820 | 22.1% | 341 | 23.8% | 204 | 24.8% | 109 | 20.5% | 161 | 17.8% |
| Low ticket prices | 770 | 20.8% | 330 | 23.1% | 186 | 22.6% | 96 | 18.0% | 155 | 17.2% |
| Something I can go to with my children | 246 | 6.6% | 86 | 6.0% | 67 | 8.2% | 47 | 8.8% | 46 | 5.1% |
| Whether I'll be able to get really good seats | 518 | 14.0% | 170 | 11.9% | 102 | 12.4% | 86 | 16.2% | 156 | 17.3% |
| Whether I'll see people I know | 143 | 3.9% | 60 | 4.2% | 33 | 4.0% | 13 | 2.4% | 37 | 4.1% |
| Whether the play is thought-provoking | 1907 | 51.5% | 720 | 50.3% | 437 | 53.2% | 259 | 48.7% | 481 | 53.3% |
| Whether the play is likely to be fun/amusing | 1642 | 44.3% | 652 | 45.6% | 390 | 47.4% | 216 | 40.6% | 376 | 41.7% |
| Total Respondents | 3704 | 100.0% | 1430 | 100.0% | 822 | 100.0% | 532 | 100.0% | 902 | 100.0% |
| What is the maximum you would consider paying? | | | | | | | | | | |
| \$50 or more | 343 | 9.5% | 142 | 10.2% | 72 | 8.8% | 48 | 9.3% | 77 | 9.0% |
| \$40 | 869 | 24.2% | 279 | 20.1% | 183 | 22.3% | 133 | 25.8% | 272 | 31.9% |
| \$30 | 1287 | 35.8% | 460 | 33.1% | 273 | 33.3% | 201 | 39.0% | 347 | 40.7% |
| \$20 | 905 | 25.2% | 404 | 29.1% | 250 | 30.5% | 117 | 22.7% | 130 | 15.2% |
| \$10 | 133 | 3.7% | 79 | 5.7% | 26 | 3.2% | 12 | 2.3% | 16 | 1.9% |
| Under \$10 or free | 58 | 1.6% | 26 | 1.9% | 15 | 1.8% | 5 | 1.0% | 11 | 1.3% |
| Total Respondents | 3595 | 100.0% | 1390 | 100.0% | 819 | 100.0% | 516 | 100.0% | 853 | 100.0% |
| Average response | | \$30.58 | | \$29.45 | | \$29.76 | | \$31.41 | | \$32.71 |

TAMA Survey Results

| | Results by Frequency of Attendance | | | | | | | | | |
|--|------------------------------------|---------------|--------------|---------------|------------|---------------|------------|---------------|------------|---------------|
| | Total | | First-timers | | 2-4 times | | 5-10 times | | 10+ times | |
| How did you hear about this performance? | | | | | | | | | | |
| Received a notice in the mail | 729 | 19.7% | 96 | 6.7% | 209 | 25.4% | 165 | 31.3% | 256 | 28.7% |
| Part of my subscription package | 857 | 23.2% | 23 | 1.6% | 87 | 10.6% | 160 | 30.4% | 580 | 65.1% |
| Ad or listing in newspaper | 646 | 17.5% | 269 | 18.7% | 175 | 21.3% | 101 | 19.2% | 99 | 11.1% |
| Read an article or review of the play | 678 | 18.4% | 286 | 19.9% | 146 | 17.8% | 102 | 19.4% | 141 | 15.8% |
| Heard an ad or mention on radio | 72 | 1.9% | 30 | 2.1% | 18 | 2.2% | 12 | 2.3% | 12 | 1.3% |
| Saw it in ArtsMail or at BosTix booth | 237 | 6.4% | 75 | 5.2% | 65 | 7.9% | 45 | 8.5% | 52 | 5.8% |
| Saw a listing on Internet | 191 | 5.2% | 98 | 6.8% | 46 | 5.6% | 24 | 4.6% | 22 | 2.5% |
| Received an email/I'm on an email list | 312 | 8.4% | 86 | 6.0% | 75 | 9.1% | 56 | 10.6% | 94 | 10.5% |
| Saw a poster or flyer | 308 | 8.3% | 110 | 7.7% | 90 | 10.9% | 50 | 9.5% | 58 | 6.5% |
| Heard about it from a friend or colleague | 1137 | 30.8% | 613 | 42.7% | 271 | 33.0% | 136 | 25.8% | 114 | 12.8% |
| I know somebody in the cast/theatre | 753 | 20.4% | 364 | 25.3% | 173 | 21.0% | 111 | 21.1% | 103 | 11.6% |
| Total Respondents | 3694 | 100.0% | 1437 | 100.0% | 822 | 100.0% | 527 | 100.0% | 891 | 100.0% |
| Which newspapers do you read regularly? | | | | | | | | | | |
| Boston Globe | 2503 | 68.3% | 821 | 58.3% | 580 | 70.0% | 391 | 74.5% | 698 | 79.0% |
| Boston Herald | 311 | 8.5% | 118 | 8.4% | 67 | 8.1% | 44 | 8.4% | 81 | 9.2% |
| Phoenix | 520 | 14.2% | 206 | 14.6% | 123 | 14.8% | 85 | 16.2% | 104 | 11.8% |
| Metro | 545 | 14.9% | 235 | 16.7% | 141 | 17.0% | 73 | 13.9% | 95 | 10.8% |
| Suburban weekly papers (Tab, etc.) | 646 | 17.6% | 183 | 13.0% | 125 | 15.1% | 107 | 20.4% | 229 | 25.9% |
| Bay Windows | 316 | 8.6% | 90 | 6.4% | 84 | 10.1% | 46 | 8.8% | 95 | 10.8% |
| Bay State/Boston Banner | 49 | 1.3% | 16 | 1.1% | 18 | 2.2% | 8 | 1.5% | 6 | 0.7% |
| Stuff@Night or Improper Bostonian | 313 | 8.5% | 144 | 10.2% | 75 | 9.0% | 38 | 7.2% | 56 | 6.3% |
| I do not read newspapers on a regular basis | 511 | 13.9% | 247 | 17.5% | 117 | 14.1% | 60 | 11.4% | 86 | 9.7% |
| Other (please specify) | 893 | 24.4% | 370 | 26.3% | 164 | 19.8% | 136 | 25.9% | 217 | 24.6% |
| Total Respondents | 3664 | 100.0% | 1409 | 100.0% | 829 | 100.0% | 525 | 100.0% | 883 | 100.0% |
| What radio stations do you listen to regularly? | | | | | | | | | | |
| Public radio | 2181 | 59.9% | 737 | 52.6% | 490 | 60.0% | 338 | 64.8% | 605 | 68.6% |
| Talk radio | 724 | 19.9% | 239 | 17.0% | 160 | 19.6% | 128 | 24.5% | 195 | 22.1% |
| Classical music | 915 | 25.1% | 271 | 19.3% | 179 | 21.9% | 137 | 26.2% | 325 | 36.8% |
| College stations | 640 | 17.6% | 228 | 16.3% | 158 | 19.3% | 91 | 17.4% | 159 | 18.0% |
| Rock & roll | 498 | 13.7% | 256 | 18.3% | 120 | 14.7% | 65 | 12.5% | 56 | 6.3% |
| Urban music | 172 | 4.7% | 98 | 7.0% | 39 | 4.8% | 19 | 3.6% | 16 | 1.8% |
| Adult contemporary | 484 | 13.3% | 198 | 14.1% | 107 | 13.1% | 71 | 13.6% | 106 | 12.0% |
| Oldies | 650 | 17.9% | 233 | 16.6% | 149 | 18.2% | 104 | 19.9% | 163 | 18.5% |
| Current or Top 40 hits | 368 | 10.1% | 175 | 12.5% | 91 | 11.1% | 48 | 9.2% | 53 | 6.0% |
| I don't listen to radio on a regular basis | 416 | 11.4% | 222 | 15.8% | 89 | 10.9% | 38 | 7.3% | 65 | 7.4% |
| Other (please specify) | 544 | 14.9% | 200 | 14.3% | 122 | 14.9% | 88 | 16.9% | 132 | 15.0% |
| Total Respondents | 3640 | 100.0% | 1402 | 100.0% | 817 | 100.0% | 522 | 100.0% | 882 | 100.0% |

TAMA Survey Results

| | Total | | Results by Frequency of Attendance | | | | | | | |
|---|-------|--------|------------------------------------|--------|-----------|--------|------------|--------|-----------|--------|
| | | | First-timers | | 2-4 times | | 5-10 times | | 10+ times | |
| How do you use the Internet? | | | | | | | | | | |
| I like to get info from companies by Email | 1456 | 42.3% | 526 | 39.0% | 324 | 41.9% | 222 | 44.9% | 379 | 46.6% |
| I go to internet to find out what's going on | 1720 | 49.9% | 919 | 68.1% | 479 | 62.0% | 302 | 61.1% | 427 | 52.5% |
| I sometimes purchase tix over Internet | 2134 | 62.0% | 746 | 55.3% | 391 | 50.6% | 246 | 49.8% | 331 | 40.7% |
| I use websites to find specific info | 2467 | 71.6% | 1073 | 79.5% | 555 | 71.8% | 348 | 70.4% | 485 | 59.6% |
| Total Respondents | 3444 | 100.0% | 1349 | 100.0% | 773 | 100.0% | 494 | 100.0% | 814 | 100.0% |
| Do you patronize restaurants, etc., in the area? | | | | | | | | | | |
| Yes, almost all the time | 1490 | 40.6% | 525 | 37.0% | 323 | 39.1% | 222 | 42.4% | 410 | 46.3% |
| Sometimes | 1708 | 46.6% | 699 | 49.3% | 403 | 48.8% | 246 | 47.0% | 356 | 40.2% |
| Not usually/never | 471 | 12.8% | 195 | 13.7% | 100 | 12.1% | 55 | 10.5% | 119 | 13.4% |
| Total Respondents | 3669 | 100.0% | 1419 | 100.0% | 826 | 100.0% | 523 | 100.0% | 885 | 100.0% |
| What is your age? | | | | | | | | | | |
| Under 25 | 414 | 11.2% | 275 | 19.4% | 79 | 9.5% | 35 | 6.5% | 22 | 2.5% |
| 25-34 | 447 | 12.1% | 262 | 18.5% | 113 | 13.6% | 47 | 8.8% | 24 | 2.7% |
| 35-44 | 610 | 16.5% | 253 | 17.9% | 169 | 20.4% | 90 | 16.8% | 93 | 10.5% |
| 45-54 | 830 | 22.5% | 281 | 19.8% | 200 | 24.1% | 142 | 26.4% | 204 | 23.1% |
| 55-64 | 854 | 23.1% | 224 | 15.8% | 181 | 21.8% | 137 | 25.5% | 309 | 35.0% |
| 65 and over | 535 | 14.5% | 121 | 8.5% | 87 | 10.5% | 86 | 16.0% | 232 | 26.2% |
| Total Respondents | 3690 | 100.0% | 1416 | 100.0% | 829 | 100.0% | 537 | 100.0% | 884 | 100.0% |
| What is your annual household income? | | | | | | | | | | |
| Under \$25K | 389 | 12.2% | 221 | 17.8% | 81 | 11.1% | 37 | 8.0% | 47 | 6.3% |
| \$25-\$49 | 599 | 18.7% | 250 | 20.1% | 138 | 19.0% | 82 | 17.6% | 127 | 17.0% |
| \$50-\$99 | 1116 | 34.9% | 399 | 32.1% | 263 | 36.2% | 169 | 36.3% | 276 | 37.0% |
| \$100 up | 1097 | 34.3% | 373 | 30.0% | 245 | 33.7% | 177 | 38.1% | 296 | 39.7% |
| Total Respondents | 3201 | 100.0% | 1243 | 100.0% | 727 | 100.0% | 465 | 100.0% | 746 | 100.0% |
| What is your gender? | | | | | | | | | | |
| Female | 2203 | 60.2% | 826 | 58.5% | 498 | 60.3% | 322 | 60.8% | 547 | 62.8% |
| Male | 1457 | 39.8% | 585 | 41.5% | 328 | 39.7% | 208 | 39.2% | 324 | 37.2% |
| Total Respondents | 3660 | 100.0% | 1411 | 100.0% | 826 | 100.0% | 530 | 100.0% | 871 | 100.0% |

TAMA Survey Results

| | Total | | Results by Frequency of Attendance | | | | | | | |
|--|-------|--------|------------------------------------|--------|-----------|--------|------------|--------|-----------|--------|
| | | | First-timers | | 2-4 times | | 5-10 times | | 10+ times | |
| Do you have children under 18 living at home? | | | | | | | | | | |
| Yes | 601 | 17.6% | 252 | 18.9% | 147 | 19.1% | 95 | 19.3% | 102 | 12.7% |
| No | 2822 | 82.4% | 1083 | 81.1% | 623 | 80.9% | 397 | 80.7% | 701 | 87.3% |
| Total Respondents | 3423 | 100.0% | 1335 | 100.0% | 770 | 100.0% | 492 | 100.0% | 803 | 100.0% |
| With which racial/ethnic group do you identify? | | | | | | | | | | |
| African-American | 105 | 3.0% | 50 | 3.6% | 33 | 4.2% | 9 | 1.7% | 12 | 1.4% |
| Asian/Pacific Islander | 83 | 2.3% | 55 | 4.0% | 16 | 2.0% | 8 | 1.6% | 4 | 0.5% |
| Latino/Hispanic | 60 | 1.7% | 26 | 1.9% | 14 | 1.8% | 13 | 2.5% | 7 | 0.8% |
| Native American | 18 | 0.5% | 4 | 0.3% | 3 | 0.4% | 4 | 0.8% | 7 | 0.8% |
| White | 3140 | 88.6% | 1171 | 85.4% | 701 | 88.2% | 462 | 89.7% | 787 | 93.5% |
| Multiethnic or other | 140 | 3.9% | 65 | 4.7% | 28 | 3.5% | 19 | 3.7% | 25 | 3.0% |
| Total Respondents | 3546 | 100.0% | 1371 | 100.0% | 795 | 100.0% | 515 | 100.0% | 842 | 100.0% |

TAMA Survey Results

| | Total | | Results by Company Size | | | | Results by Gender | | | |
|---|-------|--------|-------------------------|--------|-----------------|--------|-------------------|--------|------|--------|
| | | | Five Largest * | | Fifteen Smaller | | Female | | Male | |
| How many performances have you attended? | | | | | | | | | | |
| More than 10 | 930 | 24.0% | 603 | 36.0% | 327 | 14.8% | 547 | 24.9% | 324 | 22.4% |
| 5-10 performances | 556 | 14.3% | 270 | 16.1% | 286 | 13.0% | 322 | 14.7% | 208 | 14.4% |
| 2-4 performances | 875 | 22.6% | 353 | 21.1% | 522 | 23.7% | 498 | 22.7% | 328 | 22.7% |
| One - this is the first time | 1516 | 39.1% | 447 | 26.7% | 1069 | 48.5% | 826 | 37.7% | 585 | 40.5% |
| Total Respondents | 3877 | 100.0% | 1673 | 100.0% | 2204 | 100.0% | 2193 | 100.0% | 1445 | 100.0% |
| How would you rate your overall satisfaction? | | | | | | | | | | |
| Very satisfied. | 2320 | 62.9% | 1081 | 67.3% | 1239 | 59.5% | 1380 | 65.9% | 807 | 58.8% |
| Pretty satisfied, most of the time | 976 | 26.4% | 387 | 24.1% | 559 | 26.8% | 488 | 23.3% | 392 | 28.6% |
| Not very satisfied | 36 | 1.0% | 14 | 0.9% | 22 | 1.1% | 13 | 0.6% | 19 | 1.4% |
| Don't know/not applicable | 389 | 10.5% | 125 | 7.8% | 264 | 12.7% | 212 | 10.1% | 155 | 11.3% |
| Total Respondents | 3691 | 100.0% | 1607 | 100.0% | 2084 | 100.0% | 2093 | 100.0% | 1373 | 100.0% |
| How would you rate this specific experience? (Avg: 2=poor, 3=good, 4=excellent) | | | | | | | | | | |
| Comfort of theatre: seats, lobby, amenities | 3.06 | | 3.30 | | 2.89 | | 3.10 | | 3.01 | |
| Convenience of getting to theatre, parking, etc. | 3.17 | | 3.26 | | 3.11 | | 3.18 | | 3.16 | |
| Ease of finding info about performance | 3.15 | | 3.24 | | 3.09 | | 3.16 | | 3.15 | |
| Ease of purchasing tickets | 3.35 | | 3.43 | | 3.30 | | 3.37 | | 3.34 | |
| Quality/usefulness of program book | 3.10 | | 3.11 | | 3.09 | | 3.12 | | 3.07 | |
| The acting | 3.57 | | 3.57 | | 3.57 | | 3.60 | | 3.52 | |
| The play itself | 3.44 | | 3.34 | | 3.52 | | 3.47 | | 3.39 | |
| Production values: sets, costumes, etc. | 3.38 | | 3.46 | | 3.31 | | 3.44 | | 3.29 | |
| Ticket price/value for money | 3.37 | | 3.39 | | 3.35 | | 3.40 | | 3.33 | |
| Total Respondents | 3688 | | 1591 | | 2097 | | 2107 | | 1368 | |
| How far in advance do you usually purchase tickets? | | | | | | | | | | |
| I like to plan well in advance or subscribe | 1092 | 29.9% | 754 | 47.7% | 338 | 16.3% | 679 | 32.7% | 356 | 25.8% |
| I purchase a few WEEKS ahead | 1000 | 27.3% | 454 | 28.7% | 546 | 26.3% | 575 | 27.7% | 362 | 26.3% |
| I purchase a few DAYS ahead | 967 | 26.4% | 234 | 14.8% | 733 | 35.3% | 517 | 24.9% | 406 | 29.4% |
| I decide on the spur of the moment | 598 | 16.4% | 138 | 8.7% | 460 | 22.1% | 304 | 14.7% | 255 | 18.5% |
| Total Respondents | 3657 | 100.0% | 1580 | 100.0% | 2077 | 100.0% | 2075 | 100.0% | 1379 | 100.0% |

TAMA Survey Results

| | Total | | Results by Company Size | | | | Results by Gender | | | |
|--|-------------|----------------|-------------------------|----------------|-----------------|----------------|-------------------|----------------|-------------|----------------|
| | | | Five Largest * | | Fifteen Smaller | | Female | | Male | |
| How frequently do you attend these arts/entertainment? <i>(frequently)</i> | | | | | | | | | | |
| Broadway-type shows in the Theatre District | 417 | 11.0% | 244 | 14.9% | 173 | 8.0% | 247 | 11.4% | 156 | 10.9% |
| Large resident theatre (ART, Huntington) | 742 | 19.5% | 317 | 19.4% | 425 | 19.7% | 429 | 19.8% | 279 | 19.5% |
| Midsized, small, or fringe theatre companies | 1058 | 27.9% | 431 | 26.3% | 627 | 29.0% | 565 | 26.1% | 444 | 31.0% |
| Classical music concerts or opera | 556 | 14.6% | 253 | 15.5% | 303 | 14.0% | 294 | 13.6% | 228 | 15.9% |
| Other music performances (pop, jazz) | 477 | 12.6% | 159 | 9.7% | 318 | 14.7% | 275 | 12.7% | 177 | 12.4% |
| Dance performances | 252 | 6.6% | 103 | 6.3% | 149 | 6.9% | 179 | 8.3% | 62 | 4.3% |
| Movies | 2290 | 60.3% | 903 | 55.2% | 1387 | 64.2% | 1310 | 60.5% | 876 | 61.1% |
| Museums, galleries | 1407 | 37.0% | 574 | 35.1% | 833 | 38.5% | 828 | 38.2% | 512 | 35.7% |
| Professional sports | 317 | 8.3% | 154 | 9.4% | 163 | 7.5% | 142 | 6.6% | 161 | 11.2% |
| Total Respondents | 3798 | 100.0% | 1637 | 100.0% | 2161 | 100.0% | 2165 | 100.0% | 1433 | 100.0% |
| How important are these factors in your decision? <i>(very important)</i> | | | | | | | | | | |
| Company I know and trust | 1157 | 31.2% | 540 | 33.8% | 617 | 29.3% | 647 | 30.4% | 464 | 33.1% |
| Plays or actors that are familiar to me | 792 | 21.4% | 274 | 17.1% | 518 | 24.6% | 447 | 21.0% | 305 | 21.8% |
| Something new, unusual, or different | 1011 | 27.3% | 374 | 23.4% | 637 | 30.3% | 552 | 25.9% | 403 | 28.8% |
| Convenient location: T access, parking | 1070 | 28.9% | 521 | 32.6% | 549 | 26.1% | 694 | 32.6% | 345 | 24.6% |
| Good reviews in the press | 820 | 22.1% | 399 | 24.9% | 421 | 20.0% | 476 | 22.3% | 310 | 22.1% |
| Low ticket prices | 770 | 20.8% | 296 | 18.5% | 474 | 22.5% | 490 | 23.0% | 256 | 18.3% |
| Something I can go to with my children | 246 | 6.6% | 198 | 12.4% | 48 | 2.3% | 182 | 8.5% | 51 | 3.6% |
| Whether I'll be able to get really good seats | 518 | 14.0% | 313 | 19.6% | 205 | 9.7% | 322 | 15.1% | 177 | 12.6% |
| Whether I'll see people I know | 143 | 3.9% | 64 | 4.0% | 79 | 3.8% | 88 | 4.1% | 46 | 3.3% |
| Whether the play is thought-provoking | 1907 | 51.5% | 654 | 40.9% | 1253 | 59.6% | 1109 | 52.1% | 715 | 51.0% |
| Whether the play is likely to be fun/amusing | 1642 | 44.3% | 754 | 47.1% | 888 | 42.2% | 937 | 44.0% | 635 | 45.3% |
| Total Respondents | 3704 | 100.0% | 1600 | 100.0% | 2104 | 100.0% | 2130 | 100.0% | 1401 | 100.0% |
| What is the maximum you would consider paying? | | | | | | | | | | |
| \$50 or more | 343 | 9.5% | 192 | 12.6% | 151 | 7.3% | 183 | 8.9% | 141 | 10.3% |
| \$40 | 869 | 24.2% | 516 | 33.8% | 353 | 17.1% | 475 | 23.0% | 358 | 26.3% |
| \$30 | 1287 | 35.8% | 454 | 29.8% | 833 | 40.2% | 769 | 37.2% | 461 | 33.8% |
| \$20 | 905 | 25.2% | 308 | 20.2% | 597 | 28.8% | 518 | 25.1% | 344 | 25.2% |
| \$10 | 133 | 3.7% | 37 | 2.4% | 96 | 4.6% | 89 | 4.3% | 39 | 2.9% |
| Under \$10 or free | 58 | 1.6% | 18 | 1.2% | 40 | 1.9% | 32 | 1.5% | 20 | 1.5% |
| Total Respondents | 3595 | 100.0% | 1525 | 100.0% | 2070 | 100.0% | 2066 | 100.0% | 1363 | 100.0% |
| Average response | | \$30.58 | | \$33.04 | | \$28.77 | | \$30.24 | | \$31.16 |

TAMA Survey Results

| | Total | | Results by Company Size | | | | Results by Gender | | | |
|--|-------------|---------------|-------------------------|---------------|-----------------|---------------|-------------------|---------------|-------------|---------------|
| | | | Five Largest * | | Fifteen Smaller | | Female | | Male | |
| How did you hear about this performance? | | | | | | | | | | |
| Received a notice in the mail | 729 | 19.7% | 325 | 20.5% | 404 | 19.2% | 430 | 20.2% | 265 | 18.8% |
| Part of my subscription package | 857 | 23.2% | 656 | 41.3% | 201 | 9.5% | 531 | 25.0% | 295 | 21.0% |
| Ad or listing in newspaper | 646 | 17.5% | 272 | 17.1% | 374 | 17.8% | 340 | 16.0% | 284 | 20.2% |
| Read an article or review of the play | 678 | 18.4% | 285 | 18.0% | 393 | 18.7% | 347 | 16.3% | 305 | 21.7% |
| Heard an ad or mention on radio | 72 | 1.9% | 47 | 3.0% | 25 | 1.2% | 45 | 2.1% | 24 | 1.7% |
| Saw it in ArtsMail or at BosTix booth | 237 | 6.4% | 105 | 6.6% | 132 | 6.3% | 142 | 6.7% | 87 | 6.2% |
| Saw a listing on Internet | 191 | 5.2% | 55 | 3.5% | 136 | 6.5% | 99 | 4.7% | 79 | 5.6% |
| Received an email/I'm on an email list | 312 | 8.4% | 68 | 4.3% | 244 | 11.6% | 190 | 8.9% | 108 | 7.7% |
| Saw a poster or flyer | 308 | 8.3% | 93 | 5.9% | 215 | 10.2% | 148 | 7.0% | 144 | 10.2% |
| Heard about it from a friend or colleague | 1137 | 30.8% | 363 | 22.9% | 774 | 36.7% | 650 | 30.6% | 435 | 30.9% |
| I know somebody in the cast/theatre | 753 | 20.4% | 222 | 14.0% | 531 | 25.2% | 448 | 21.1% | 280 | 19.9% |
| Total Respondents | 3694 | 100.0% | 1587 | 100.0% | 2107 | 100.0% | 2126 | 100.0% | 1408 | 100.0% |
| Which newspapers do you read regularly? | | | | | | | | | | |
| Boston Globe | 2503 | 68.3% | 1200 | 75.5% | 1303 | 62.8% | 1460 | 68.7% | 954 | 68.2% |
| Boston Herald | 311 | 8.5% | 147 | 9.3% | 164 | 7.9% | 151 | 7.1% | 149 | 10.7% |
| Phoenix | 520 | 14.2% | 151 | 9.5% | 369 | 17.8% | 241 | 11.3% | 261 | 18.7% |
| Metro | 545 | 14.9% | 172 | 10.8% | 373 | 18.0% | 299 | 14.1% | 229 | 16.4% |
| Suburban weekly papers (Tab, etc.) | 646 | 17.6% | 384 | 24.2% | 262 | 12.6% | 443 | 20.8% | 184 | 13.2% |
| Bay Windows | 316 | 8.6% | 121 | 7.6% | 195 | 9.4% | 69 | 3.2% | 240 | 17.2% |
| Bay State/Boston Banner | 49 | 1.3% | 14 | 0.9% | 35 | 1.7% | 28 | 1.3% | 17 | 1.2% |
| Stuff@Night or Improper Bostonian | 313 | 8.5% | 120 | 7.6% | 193 | 9.3% | 176 | 8.3% | 127 | 9.1% |
| I do not read newspapers on a regular basis | 511 | 13.9% | 181 | 11.4% | 330 | 15.9% | 302 | 14.2% | 188 | 13.4% |
| Other (please specify) | 893 | 24.4% | 377 | 23.7% | 516 | 24.9% | 503 | 23.7% | 353 | 25.3% |
| Total Respondents | 3664 | 100.0% | 1589 | 100.0% | 2075 | 100.0% | 2126 | 100.0% | 1398 | 100.0% |
| What radio stations do you listen to regularly? | | | | | | | | | | |
| Public radio | 2181 | 59.9% | 945 | 59.8% | 1236 | 60.0% | 1276 | 60.4% | 822 | 59.1% |
| Talk radio | 724 | 19.9% | 413 | 26.2% | 311 | 15.1% | 419 | 19.8% | 277 | 19.9% |
| Classical music | 915 | 25.1% | 457 | 28.9% | 458 | 22.2% | 537 | 25.4% | 346 | 24.9% |
| College stations | 640 | 17.6% | 234 | 14.8% | 406 | 19.7% | 330 | 15.6% | 279 | 20.1% |
| Rock & roll | 498 | 13.7% | 163 | 10.3% | 335 | 16.3% | 267 | 12.6% | 211 | 15.2% |
| Urban music | 172 | 4.7% | 45 | 2.8% | 127 | 6.2% | 120 | 5.7% | 47 | 3.4% |
| Adult contemporary | 484 | 13.3% | 229 | 14.5% | 255 | 12.4% | 313 | 14.8% | 161 | 11.6% |
| Oldies | 650 | 17.9% | 344 | 21.8% | 306 | 14.8% | 431 | 20.4% | 200 | 14.4% |
| Current or Top 40 hits | 368 | 10.1% | 169 | 10.7% | 199 | 9.7% | 243 | 11.5% | 119 | 8.6% |
| I don't listen to radio on a regular basis | 416 | 11.4% | 109 | 6.9% | 307 | 14.9% | 220 | 10.4% | 177 | 12.7% |
| Other (please specify) | 544 | 14.9% | 273 | 17.3% | 271 | 13.1% | 321 | 15.2% | 203 | 14.6% |
| Total Respondents | 3640 | 100.0% | 1579 | 100.0% | 2061 | 100.0% | 2114 | 100.0% | 1390 | 100.0% |

TAMA Survey Results

| | Total | | Results by Company Size | | | | Results by Gender | | | |
|---|-------|--------|-------------------------|--------|-----------------|--------|-------------------|--------|------|--------|
| | | | Five Largest * | | Fifteen Smaller | | Female | | Male | |
| How do you use the Internet? | | | | | | | | | | |
| I like to get info from companies by Email | 1456 | 42.3% | 576 | 39.6% | 880 | 44.2% | 800 | 40.3% | 607 | 45.4% |
| I go to internet to find out what's going on | 1720 | 49.9% | 868 | 59.7% | 1266 | 63.6% | 1186 | 59.7% | 868 | 65.0% |
| I sometimes purchase tix over Internet | 2134 | 62.0% | 684 | 47.1% | 1036 | 52.0% | 941 | 47.4% | 720 | 53.9% |
| I use websites to find specific info | 2467 | 71.6% | 995 | 68.5% | 1472 | 73.9% | 1400 | 70.5% | 976 | 73.1% |
| Total Respondents | 3444 | 100.0% | 1453 | 100.0% | 1991 | 100.0% | 1985 | 100.0% | 1336 | 100.0% |
| Do you patronize restaurants, etc., in the area? | | | | | | | | | | |
| Yes, almost all the time | 1490 | 40.6% | 688 | 43.2% | 802 | 38.6% | 848 | 39.8% | 592 | 41.9% |
| Sometimes | 1708 | 46.6% | 691 | 43.4% | 1017 | 48.9% | 999 | 46.9% | 646 | 45.7% |
| Not usually/never | 471 | 12.8% | 212 | 13.3% | 259 | 12.5% | 283 | 13.3% | 176 | 12.4% |
| Total Respondents | 3669 | 100.0% | 1591 | 100.0% | 2078 | 100.0% | 2130 | 100.0% | 1414 | 100.0% |
| What is your age? | | | | | | | | | | |
| Under 25 | 414 | 11.2% | 94 | 5.9% | 320 | 15.3% | 271 | 12.4% | 136 | 9.4% |
| 25-34 | 447 | 12.1% | 85 | 5.3% | 362 | 17.3% | 248 | 11.4% | 192 | 13.3% |
| 35-44 | 610 | 16.5% | 276 | 17.2% | 334 | 16.0% | 324 | 14.8% | 273 | 18.9% |
| 45-54 | 830 | 22.5% | 423 | 26.4% | 407 | 19.5% | 467 | 21.4% | 352 | 24.4% |
| 55-64 | 854 | 23.1% | 417 | 26.0% | 437 | 20.9% | 553 | 25.3% | 286 | 19.8% |
| 65 and over | 535 | 14.5% | 306 | 19.1% | 229 | 11.0% | 320 | 14.7% | 206 | 14.3% |
| Total Respondents | 3690 | 100.0% | 1601 | 100.0% | 2089 | 100.0% | 2183 | 100.0% | 1445 | 100.0% |
| What is your annual household income? | | | | | | | | | | |
| Under \$25K | 389 | 12.2% | 88 | 6.5% | 301 | 16.3% | 252 | 13.6% | 134 | 10.3% |
| \$25-\$49 | 599 | 18.7% | 202 | 15.0% | 397 | 21.4% | 371 | 20.0% | 217 | 16.7% |
| \$50-\$99 | 1116 | 34.9% | 476 | 35.3% | 640 | 34.6% | 660 | 35.6% | 442 | 34.1% |
| \$100 up | 1097 | 34.3% | 583 | 43.2% | 514 | 27.8% | 573 | 30.9% | 504 | 38.9% |
| Total Respondents | 3201 | 100.0% | 1349 | 100.0% | 1852 | 100.0% | 1856 | 100.0% | 1297 | 100.0% |
| What is your gender? | | | | | | | | | | |
| Female | 2203 | 60.2% | 1027 | 64.3% | 1176 | 57.0% | 2203 | 100.0% | 0 | 0.0% |
| Male | 1457 | 39.8% | 569 | 35.7% | 888 | 43.0% | 0 | 0.0% | 1457 | 100.0% |
| Total Respondents | 3660 | 100.0% | 1596 | 100.0% | 2064 | 100.0% | 2203 | 100.0% | 1457 | 100.0% |

TAMA Survey Results

| | Total | | Results by Company Size | | | | Results by Gender | | | |
|--|-------|--------|-------------------------|--------|-----------------|--------|-------------------|--------|------|--------|
| | | | Five Largest * | | Fifteen Smaller | | Female | | Male | |
| Do you have children under 18 living at home? | | | | | | | | | | |
| Yes | 601 | 17.6% | 367 | 25.1% | 234 | 12.0% | 401 | 19.9% | 196 | 14.3% |
| No | 2822 | 82.4% | 1098 | 74.9% | 1724 | 88.0% | 1611 | 80.1% | 1178 | 85.7% |
| Total Respondents | 3423 | 100.0% | 1465 | 100.0% | 1958 | 100.0% | 2012 | 100.0% | 1374 | 100.0% |
| With which racial/ethnic group do you identify? | | | | | | | | | | |
| African-American | 105 | 3.0% | 33 | 2.1% | 72 | 3.6% | 65 | 3.1% | 38 | 2.7% |
| Asian/Pacific Islander | 83 | 2.3% | 13 | 0.8% | 70 | 3.5% | 54 | 2.6% | 26 | 1.9% |
| Latino/Hispanic | 60 | 1.7% | 18 | 1.2% | 42 | 2.1% | 34 | 1.6% | 24 | 1.7% |
| Native American | 18 | 0.5% | 8 | 0.5% | 10 | 0.5% | 9 | 0.4% | 8 | 0.6% |
| White | 3140 | 88.6% | 1434 | 93.0% | 1706 | 85.1% | 1871 | 88.6% | 1239 | 88.9% |
| Multiethnic or other | 140 | 3.9% | 36 | 2.3% | 104 | 5.2% | 79 | 3.7% | 58 | 4.2% |
| Total Respondents | 3546 | 100.0% | 1542 | 100.0% | 2004 | 100.0% | 2112 | 100.0% | 1393 | 100.0% |