**PLAYHOUSE IN THE PARK**

ANNUAL AUDIENCE SURVEY

2023

Thank you for helping us with this survey. You will be entered into a drawing to win a pair of tickets to a 2023 season show. *Please return the survey to Playhouse by February 28, 2023.* Drawing will be held on the last day of every month at noon.

1. How often do you attend events at Playhouse in the Park?

○ 1-2 times per year

○ 3-4 times per year

○ 4 or more times per year

1. How do you typically hear about shows or events at Playhouse in the Park? (Check all that apply)

○ Weekend Blast

○ Saw a poster

○ Read it in Murray Ledger & Times

○ Heard it on WKMS

○ Heard it on WNBS

○ Word of mouth

○ Social media (Facebook, Twitter, Instagram)

○ Other (please specify)

1. Is there a particular play or event you would like to see performed at Playhouse?
2. Select the three most important reasons why you typically attend a performance.

○ You know someone in the cast or crew

○ Someone invited you

○ To revisit a familiar play

○ To discover an unfamiliar play or playwright

○ To spend quality time with family or friends

○ To energize your own creativity or to be inspired

○ Other (please specify)

1. Would you be interested in events that meet before a show opens or after a performance to discuss what you should expect or what you have experienced? (i.e., Book clubs, post-show discussions, etc.)
2. Have you visited our Facebook, Twitter, Instagram, or Website? Check all that apply.

○ Facebook

○ Twitter

○ Instagram

○ Website

○ None of the above

If you have visited these, what kind of information would you like to see there?

1. We strive to develop an inclusive and equitable atmosphere in all of our spaces. What can we do to make your visit to Playhouse more comfortable and enjoyable?
2. Playhouse is interested in continuing our outreach in the Murray-Calloway County community. What non-arts organizations do you support that you think Playhouse could partner with to help impact the greater community?

1. How would you rate the following experiences:
2. Comfort of the theatre: seats, lobby, amenities

○ Very satisfied ○ Satisfied ○ Unsatisfied ○ Very Unsatisfied

b. Ease of purchase tickets

○ Very satisfied ○ Satisfied ○ Unsatisfied ○ Very Unsatisfied

1. Quality and usefulness of playbill

○ Very satisfied ○ Satisfied ○ Unsatisfied ○ Very Unsatisfied

1. Selection of programs

○ Very satisfied ○ Satisfied ○ Unsatisfied ○ Very Unsatisfied

1. Ticket price/value for the money

○ Very satisfied ○ Satisfied ○ Unsatisfied ○ Very Unsatisfied

1. Parking and handicapped accessibility

○ Very satisfied ○ Satisfied ○ Unsatisfied ○ Very Unsatisfied

Is there anything else you would like to share with us?

We don’t want to pry, but grant applications usually require demographic information about our audience, so we would appreciate your responses to this section. This information will be used solely for grant purposes.

1. Your ethnic background

○ White/Caucasian

○ African American

○ Hispanic/Latino

○ Native American

○ Asian/Pacific Islander

○ Middle Eastern

○ Decline to answer

Other

1. Your age

○ Under 18

○ 18-25

○ 26-35

○ 36-45

○ 46-55

○ 56-65

○ Over 65

1. Your annual household income

○ $25,000 or less

○ $25,001 - $50,000

○ $50,001 - $100,000

○ $100,001 - $150,000

○ $150,001 - $200,000

○ $200,000 +

1. Your gender

○ Female

○ Male

1. Your highest level of education completed is

○ Some High School

○ High School Graduate

○ Some College

○ College Graduate

○ Post Graduate Degree

This information is optional. However, if you would like to be entered in the drawing, please give us this contact information.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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