

Online Appendix H: An Example of an Audience Survey for an Original Show

If you're tight for space, you can skip the logo. Otherwise, take advantage of the chance to reinforce your company identity.

It's better to devote your space to questions rather than instructions, so keep your instructions brief. Don't forget to thank them, though.



Thank you for taking a moment to complete our survey. Your honest and constructive feedback will help Albeeville Community Theatre improve our offerings in the future. If you'd like to qualify to win a free pair of season tickets for next year, please include your name, address, and phone number below. Otherwise, you may keep your responses anonymous.

Here's a way to build your mailing list. Make it optional, though, so people feel comfortable about responding honestly.

Have you ever seen one of ACT's original shows before? Yes No

If yes, what was the most recent one? _____

Overall, how would you rate ACT's production of *Monty by the Sea*?

Very favorably Favorably Average Unfavorabl Very Unfavorably

What made you rate the show as high or as low as you did: (circle all that apply)

I enjoyed the story I did not enjoy the story
I enjoyed the performances The performances could've been better
I admired the designs (set, lights, costumes) I did not like the designs
It was too hot/cold I could not hear well

How would you rate the preview program at the library on Thursday, October 9?

Very favorably Favorably Average Unfavorably Very Unfavorably

What could we improve? _____

If you did not attend, would you mind telling us why not? _____

How would you rate the question-and-answer session with the director and playwright following the show?

Very favorably Favorably Average Unfavorably Very Unfavorably

What could we improve? _____

If you did not attend, would you mind telling us why not? _____

How would you rate the meet-the-author reception?

Very favorably Favorably Average Unfavorably Very Unfavorably

What could we improve? _____

If you did not attend, would you mind telling us why not? _____

Where did you hear about *Monty by the Sea*? (check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> WESB radio commercial | <input type="checkbox"/> <i>Bradford Era</i> article |
| <input type="checkbox"/> WESB's <i>LiveLine</i> | <input type="checkbox"/> <i>Bradford Era</i> advertisement |
| <input type="checkbox"/> WESB's morning show | <input type="checkbox"/> <i>Times Herald</i> article |
| <input type="checkbox"/> WESB ticket giveaways | <input type="checkbox"/> <i>Times Herald</i> advertisement |
| <input type="checkbox"/> WBRR radio commercial | <input type="checkbox"/> sandwich boards |
| <input type="checkbox"/> other radio announcement | <input type="checkbox"/> downtown sign |
| <input type="checkbox"/> ACT's <i>BitParts</i> newsletter | <input type="checkbox"/> downtown display |
| <input type="checkbox"/> poster | <input type="checkbox"/> display at ticket outlet |
| <input type="checkbox"/> season brochure | <input type="checkbox"/> ACT website |
| <input type="checkbox"/> cast/crew | <input type="checkbox"/> other word-of-mouth |
| <input type="checkbox"/> other (please specify) _____ | |

If you would like to be added to our drawing for a free pair of season tickets, please include your

NAME _____ PHONE # _____

ADDRESS _____ E-MAIL _____

Please feel free to include any additional comments (use the back for more space):

Answers to these questions can help you restrategize your programming and PR efforts.

These questions will vary, obviously, depending on your own programming.

Don't leave this as an open-ended question. If respondents have to recall all the places they've seen your message, they will inevitably forget some. In order to assess the effectiveness of each PR/advertising effort, it's crucial to list them individually.

This could include calendar listings, a casual mention by DJs in conversation, or public service announcements. Since most people don't know what a "PSA" is, I would avoid that term.

If at all possible, keep your survey limited to one page. Length scares people away. If you're tight for room, one way to "cheat" is to invite people to use the reverse side for additional space.