For a chance to win free season tickets, please fill out this survey and return it to an usher or you may mail or fax the completed Audience Survey Form by Friday, May 16. (Completed forms postmarked after May 16, will not be entered into the drawing for free season tickets.)

Thank you for taking the time to help us serve you better!

1. Age:  
   ____18-29  
   ____30-39  
   ____40-49  
   ____50-59  
   ____60-69  
   ____70+

2. Gender:  
   ____Male  
   ____Female  
   ____Other

3. Marital Status:  
   ____Single  
   ____Married  
   ____Other

4. What is your ethnicity?  
   ____Caucasian  
   ____African American  
   ____Asian  
   ____Hispanic/Latino  
   ____Other

5. What is your zip code? _____

6. What is the approximate distance between your home and the Theatre? _____

7. How much formal education have you completed? (Please check highest level)  
   ____Grade school  
   ____Some high school  
   ____High school graduate  
   ____Some college  
   ____College graduate  
   ____Graduate school

8. How did you hear about this production at the Davis Theatre?  
   ____Mailing  
   ____Newspaper  
   ____Radio  
   ____TV  
   ____Word of mouth  
   ____Other (Please explain) _______________________________________________________________________

9. Are you a season ticket holder for the Davis Theatre?  
   ____Yes  
   ____No

10. What type of programming would you like to see come to the Davis Theatre? (Check all that apply)  
    ____Musicals  
    ____Plays (dramas)  
    ____Plays (comedies)  
    ____Pop music groups  
    ____Big band  
    ____Jazz groups  
    ____Children’s programs  
    ____Stand up comedy  
    ____Gospel or Religious Music  
    ____Country Music  
    ____Motivational speaker  
    ____Other (Please explain) ___________________________________________________________________

11. Do you have any favorite artists, musical groups or particular shows you would like to see at the Davis Theatre? (Please list)  
    _______________________________________________________________________________________

12. Do you enjoy our “bonus shows” in the University and Community Series?  
    ____Yes  
    ____No  
    ____I don’t attend

13. How would you rate each of the shows that the Davis Theatre has brought in this season? (Please rank only if you attended the production.) Montgomery Choral show may be rated on the night of the show.  
    1 = Poor  
    2 = Less than Average  
    3 = Average  
    4 = Very Good  
    5 = Excellent  
    ____Cirque Le Masque  
    ____Remembering Ricky Nelson  
    ____Veterans Concert  
    ____Celtic Legends  
    ____Yesterday: Beatles Tribute  
    ____Beethoven to Broadway  
    ____Rich Little  
    ____Evita  
    ____Capitol Sounds

14. Do you have any suggestions for improvements or comments regarding anything that displeased you at the Theatre?  
    _______________________________________________________________________________________

15. What are some things that you are most pleased with at the Theatre?  
    _______________________________________________________________________________________
16. How would you rate the professional staff at the Davis Theatre? (This does NOT include ushers.)
   _____ Very helpful and very pleasant  _____ Not helpful, but pleasant  _____ Indifferent
   _____ Somewhat helpful and pleasant  _____ Not at all helpful and not pleasant  _____ No opinion

17. What is the main reason you DO NOT attend shows more often?
   _____ Venue inconvenient  _____ Too expensive  _____ Not interested in offerings
   _____ Child care unavailable  _____ Schedule conflicts  _____ Too busy, other priorities
   _____ Difficult to find people to attend theatre with me  _____ Other (Please explain)__________________

18. Which best describes your employment status?
   _____ Full-time  _____ Part-time  _____ Student  _____ Homemaker
   _____ Self-employed  _____ Unemployed  _____ Retired  _____ Other

19. Would you be willing to pay more in ticket prices to attend a show if it were offered on the weekend?
   _____ Yes, it would be more convenient for me to go to the theatre on the weekend, and I would be willing to
   pay more to see a show if it were offered on the weekend.
   _____ No, I prefer that ticket prices stay lower, and I don’t mind seeing shows on weeknights when tours
   may happen to be routed through our area.

20. What days of the week do you PREFER to attend the Theatre?
   _____ Mon  _____ Tues  _____ Wed  _____ Thurs  _____ Fri  _____ Sat  _____ Sun

21. What days of the week would you NOT attend a theatre event?
   _____ Mon  _____ Tues  _____ Wed  _____ Thurs  _____ Fri  _____ Sat  _____ Sun

22. Would you be interested in seeing shows over the summer (June-August)?  _____ Yes  _____ No  _____ Depends on show

23. What time do you prefer to attend the Theatre?
   _____ 7 p.m.  _____ 7:30 p.m.  _____ 3 p.m. (weekend matinee)  _____ Other (Please list)__________________

24. Does football season effect whether or not you will attend the Theatre?
   _____ Yes, I will not come to the Theatre if there is a football game I want to see.
   _____ No, football games do not effect whether or not I will attend the Theatre.
   _____ It depends on what team is playing football and what show is at the Theatre.

25. How would you rate our facilities?
   _____ Excellent  _____ Good  _____ Average  _____ Below Average  _____ Poor

26. Would you be interested in receiving a theatre newsletter via E-mail?  _____ Yes  _____ No

27. Which local newscast do you watch on television?
   _____ WSFA 12 (NBC)  _____ WAKA 8 (CBS)  _____ Other (Please list)_________________________________

28. Which local FM radio station do you listen to most often?
   _____ 88.7  _____ 92.3  _____ 97.9  _____ 103  _____ Other FM station
   _____ 89.9  _____ 95.1  _____ 98.9  _____ 104.3
   _____ 91.7  _____ 96.1  _____ 101.9  _____ I listen to AM radio

29. Do you use any of the following services in the city of Montgomery:
   _____ Catering  _____ Limousine service  _____ Hotel rooms  _____ Restaurants

30. Would you be interested in purchasing package deals that include Davis Theatre tickets with limo services, meals
    and/or hotel rooms?  _____ Yes  _____ No

31. If you would like to be entered into our drawing for free season tickets to the 2008-2009 season, please list your
    name and phone number in the space provided.  _____________________________________________________