

# [Name of Theatre] Audience Survey

*[Name of Theatre] invites your feedback on the performance you saw today. Please complete this questionnaire when you get home, preferably no later than 24 hours after the performance. Your responses will be extremely helpful in guiding our thinking about future programs. You must be at least 15 years old to respond. Your answers are confidential.*

**1. In a typical year, approximately how many times do you attend [Name of Theatre] productions? (tick one)**

- None - this was my first time at a [Name of Theatre] performance
- Less than once a year
- 1 or 2 times a year
- 3 to 5 times a year
- 6 or more times a year

**2. Whose decision was it to attend this performance? (tick one)**

- Mine
- My spouse or partner's decision
- A joint decision
- Someone else's decision

**3. What type of ticket did you hold? (tick one)**

- Subscription or series ticket
- Complimentary ticket
- Individual ticket
- Special group ticket

**4. Select the three most important reasons why you attended the performance. (tick three)**

- Because someone invited you
- To discover an unfamiliar playwright or play
- To spend quality time with family or friends
- To celebrate or observe your cultural heritage
- To energize your own creativity
- To learn about cultures other than your own
- To expose others to the arts
- To be emotionally moved or inspired
- To revisit a familiar story or play
- For work or educational purposes
- To see the work of a specific actor or director

**5. Beforehand, did you do anything (apart from reading advertisements or brochures) in order to prepare yourself for the performance and understand what to expect? (select one)**

- No
- Yes

**6. If Yes, please give an example of what you did to prepare specifically for this performance.**

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**7. Prior to attending, did you...? (tick all that apply)**

- Read a preview (i.e., an article about the upcoming show)
- Read a review by a professional critic
- Read comments on the show written by friends, family members, or audiences members (e.g., on Facebook)

**8. Before the performance... (circle a number)**

	Not At All	➔➔➔➔➔➔➔➔➔			Very Much
A. Overall, how much were you looking forward to this performance?	1	2	3	4	5

## ☑ Reflecting on Your Experience

9. In regards to the performance... (circle a number)

	Not At All	→→→→→→→→			Very Much
A. Overall, to what degree were you absorbed in the performance?	1	2	3	4	5
B. Overall, how much did the skill and artistry of the actors impress you?	1	2	3	4	5
C. To what extent did you feel a bond or connection with one or more of the characters in the play?	1	2	3	4	5

10. In regards to the performance... (circle a number)

	Weak	→→→→→→→→			Strong
Overall, how strong was your emotional response to the performance?	1	2	3	4	5

11. What emotions were you feeling as you left the performance?

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12. In regards to the performance... (circle a number)

	Not At All	→→→→→→→→			Very Much
A. How much did you feel a sense of connection to others in the audience?	1	2	3	4	5
B. How much were your eyes opened to an issue, idea or point of view that you hadn't fully considered?	1	2	3	4	5
C. To what extent were you exposed to a style or type of theatre or a playwright that you didn't know about previously?	1	2	3	4	5
D. During the performance, how much did you think about the history or structure of the play, or the life of the playwright?	1	2	3	4	5

13. In regards to the performance... (circle a number)

	Not At All	→→→→→→→→			Very Much
A. To what extent did anything about the performance offend you or make you uncomfortable?	1	2	3	4	5
B. To what extent did the performance spur you to take some action, or make a change?	1	2	3	4	5
C. Are you any more likely than you were before the performance to follow the work of [Playwright] in the future?	1	2	3	4	5
D. To what extent did the performance celebrate your cultural heritage or express a part of your identity?	1	2	3	4	5

14. Did you leave the performance with questions that you would have liked to ask the actors, director or playwright? (select one)

- No                       Yes

15. If "Yes", what were one or two of your questions?

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16. Afterwards, did you discuss the performance with others who attended? (tick one)

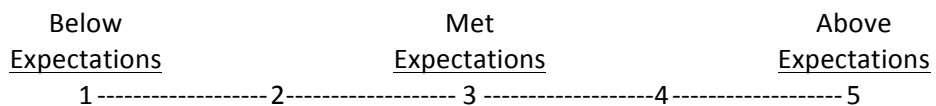
- No       Yes – casually       Yes – intensely

17. After the performance, did you or do you plan to do any of the following activities? (tick all that apply)

- Attended a post-performance discussion
- Read the program booklet more closely
- Searched for more information online
- Reacted to the performance online or through social media
- Emailed or spoke with a friend about the performance after you got home
- Reflected privately about the meaning of the work, without discussing with others

18.		None	→→→→→→→→	A Lot		
	If you did any of these activities after the performance, how much additional perspective did you gain?	1	2	3	4	5

19. Overall, at what level were your expectations fulfilled for this performance? (circle a number)



20. How could your experience have been improved?

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21. Given your past experience with our theatre, do you think the artistic quality of our programming is... ?

- Getting worse       Consistent with the past       Getting better       Don't Know

To finish, please answer a few questions about yourself. Please be reminded that your answers are confidential.

A. Your gender?       Female       Male

B. How old are you?

- 15 – 24       25 – 34       35 – 44       45 – 54       55 – 64       65 – 74       75+

**Thank you for your feedback. Please return your survey in the envelope provided.**