

Givens Performing Arts Center 2008-2009 Patron Survey

Description: We will be entering data from a recent paper survey.

Date Created: 4/29/2009 4:38:41 PM

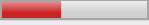

Date Range: 5/1/2009 12:00:00 AM - 9/4/2009 11:59:00 PM

Total Respondents: 146

Q1. How many times have you attended events at Givens this year?

Count	Percent		
12	8.28%		1
42	28.97%		2 - 4
56	38.62%		5 - 9
35	24.14%		9 or more
145 Respondents			

Q2. Are you a season subscriber? (Check all that apply)

Count	Respondent %	Response %	
65	45.45%	40.88%	 Yes - Broadway
23	16.08%	14.47%	 Yes - Nostalgia
71	49.65%	44.65%	 No
143 Respondents			
159 Responses			

Q3. What is your age group?

Count	Percent	
4	2.80%	 Under 18 years old
10	6.99%	 18 - 24 years old
6	4.20%	 25 - 34 years old
20	13.99%	 35 - 49 years old
39	27.27%	 50 - 64 years old
64	44.76%	 65 and older
143 Respondents		

Q4. What is your gender?

Count	Percent	
41	28.08%	 Male
105	71.92%	 Female
146 Respondents		

Q5. Where do you live?

Count	Percent		
26	18.06%		1 - 10 miles from GPAC
76	52.78%		11 - 30 miles from GPAC
31	21.53%		30 - 50 miles from GPAC
11	7.64%		Greater than 50 miles from GPAC
144	Respondents		

Q6. How do you typically hear about shows at GPAC? If newspaper, radio or TV, please identify by name or call letters. (Check all that apply)

Count	Respondent %	Response %																													
85	58.62%	40.67%	GPAC Season Brochure																												
39	26.90%	18.66%	Newspaper (please identify)																												
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>7</td> <td>17.95%</td> <td></td> <td>Fayetteville Observer</td> </tr> <tr> <td>2</td> <td>5.13%</td> <td></td> <td>Fayetteville Observer & Robesonian</td> </tr> <tr> <td>2</td> <td>5.13%</td> <td></td> <td>Laurinburg Exchange</td> </tr> <tr> <td>1</td> <td>2.56%</td> <td></td> <td>Pine Needle</td> </tr> <tr> <td>10</td> <td>25.64%</td> <td></td> <td>Robesonian</td> </tr> <tr> <td>1</td> <td>2.56%</td> <td></td> <td>Up & Coming</td> </tr> </tbody> </table>				Count	Percent			7	17.95%		Fayetteville Observer	2	5.13%		Fayetteville Observer & Robesonian	2	5.13%		Laurinburg Exchange	1	2.56%		Pine Needle	10	25.64%		Robesonian	1	2.56%		Up & Coming
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1	2.56%		Up & Coming																												
36	24.83%	17.22%	GPAC/UNCP website																												
11	7.59%	5.26%	Radio (please identify)																												
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4	36.36%		WKML																												
1	0.69%	0.48%	Chamber e-mail																												
6	4.14%	2.87%	TV (please identify)																												
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1	16.67%		Local																												
31	21.38%	14.83%	Other (please specify)																												

Count	Percent	
1	3.23%	<input type="checkbox"/> All - Retired Faculty
1	3.23%	<input type="checkbox"/> Alumni & Daughter attends UNCP
1	3.23%	<input type="checkbox"/> Billboards
1	3.23%	<input type="checkbox"/> Employee
1	3.23%	<input type="checkbox"/> Family Member
3	9.68%	<input type="checkbox"/> Friend
1	3.23%	<input type="checkbox"/> Friend - Matthew Anglin
3	9.68%	<input type="checkbox"/> Friends
1	3.23%	<input type="checkbox"/> Joey Bennett @ RCC
1	3.23%	<input type="checkbox"/> Magazine - Pine Straw
1	3.23%	<input type="checkbox"/> My Daughter
1	3.23%	<input type="checkbox"/> Niece is a student
1	3.23%	<input type="checkbox"/> On Campus
1	3.23%	<input type="checkbox"/> Posters
1	3.23%	<input type="checkbox"/> Season Tickets
1	3.23%	<input type="checkbox"/> sister is a student
1	3.23%	<input type="checkbox"/> So Long Ago I Can't Remember
1	3.23%	<input type="checkbox"/> staff member
1	3.23%	<input type="checkbox"/> Students
1	3.23%	<input type="checkbox"/> Subscriber for Years
1	3.23%	<input type="checkbox"/> UNCP E-mail
1	3.23%	<input type="checkbox"/> UNCP Student Calendar
1	3.23%	<input type="checkbox"/> Weekly magazine
3	9.68%	<input type="checkbox"/> Word of Mouth

145 Respondents


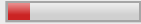
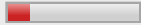

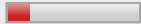
209 Responses

Q7. How far in advance did you purchase your tickets?			
Count	Percent		
16	11.19%		Today
8	5.59%		Less than 1 week ago
15	10.49%		1 - 2 weeks ago
3	2.10%		2 - 4 weeks ago
7	4.90%		1 - 2 months ago
94	65.73%		Over 2 months ago
143	Respondents		

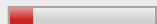






Q8. What would you like to see more of on the Broadway & More Series? (Check all that apply)				
Count	Respondent %	Response %		
122	83.56%	36.31%		Broadway Musicals
14	9.59%	4.17%		Traditional Dance
58	39.73%	17.26%		Comedies
56	38.36%	16.67%		Dramas & Straight Plays
27	18.49%	8.04%		Soloist, Duos & Trios
17	11.64%	5.06%		Modern Dance
42	28.77%	12.50%		Orchestras & Symphonies
146	Respondents			
336	Responses			

Q9. What would you like to see more of on the Nostalgia Concert Series? (Check all that apply)				
Count	Respondent %	Response %		
39	31.45%	15.54%		50's Artists
60	48.39%	23.90%		60's Artists
34	27.42%	13.55%		70's Artists
34	27.42%	13.55%		80's Artists
47	37.90%	18.73%		Traditional Country Artists
37	29.84%	14.74%		Traditional Comedians
124	Respondents			
251	Responses			

Q10. Please share any additional comments or suggestions you have:	
Count	Percent

4	100.00%	
Count	Percent	
1	25.00%	 Contemporary Musicals
1	25.00%	 Please bring back "1964 The Tribute"; Beatles Show
1	25.00%	 Would like to see high energy musicals and Lloyd Weber
1	25.00%	 Would like to see Jerry Butler, Johnny Maestro, Frankie Valie
4 Respondents		

Q11. To be eligible for the drawing for two season subscriptions to the series of choice, please complete the following:

Count	Respondent %	Response %	
95	100.00%	16.24%	 Name:
88	92.63%	15.04%	 Street address:
88	92.63%	15.04%	 City:
88	92.63%	15.04%	 State:
88	92.63%	15.04%	 Zip:
87	91.58%	14.87%	 Phone:
51	53.68%	8.72%	 E-mail:
95 Respondents			
585 Responses			