

NOTE 1: THIS SURVEY EXAMPLE EXPLORES MANY ASPECTS OF PATRON SATISFACTION, PREFERENCES, IN ORDER TO DEMONSTRATE TYPES OF QUESTIONS AND QUESTION CONSTRUCTION. IN MOST CASES YOU WOULD DESIGN A SHORTER SURVEY WITH FEWER QUESTIONS.

NOTE 2: THIS SURVEY IS DESIGNED FOR BOTH SUBSCRIBERS AND SINGLE TICKET ATTENDEES - IF YOU SURVEY ONE GROUP ONLY, THOSE ADDITIONAL REFERENCES WOULD BE DELETED.

Thank you for participating in this [organization] survey.

Please take a few minutes to share your thoughts, impressions and suggestions about your [organization] experience in particular and the [organization] in general.

To thank you for your time to complete this survey you can enter the prize draw for 3 pairs of 2 (two) tickets to an upcoming [organization] event. Winners will be notified by [INSERT DATE]

This survey should take about [xx] minutes to complete.

**1. Please select the statement that best describes your current relationship to the [organization] [DISCIPLINE]**

- I am a current subscriber
- I have been attending performances occasionally (not as part of a subscription)
- I have not attended any performances during the past season

**2. How many years have you subscribed to the [organization] [INSERT DISCIPLINE]?**

- 1 year (ie the current 2014-15 season)
- 2 years (ie since the 2013-14 season)
- 3 or 4 years (ie since the 2011-12 or 2012-13 season)
- 5 to 10 years (ie between 2006-07 and 2010-11 seasons)
- 11 plus years (ie 2005-06 season or earlier)

**3. What [organization] series did you subscribe to in 2014-15? Please select all that apply.  
[REPLACE WITH SERIES RELATING TO YOUR DISCIPLINE]**

- Classical
- Great Performers
- POPS

**4. Please rate the importance of these elements in your decision to become an [organization] [INSERT DISCIPLINE] subscriber:**

	Not at all important	Somewhat important	Important	Very important	N/A
Affordable subscription prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"When I purchase a subscription, I know I will attend"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guaranteed seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subscriber discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free exchanges for subscribers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special offers for subscribers only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 5. Overall, how do you rate your satisfaction with ...

	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied	N/A
Exchange policy for subscribers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Subscriber discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subscription package options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any specific comments?

## 6. How do you prefer to purchase your subscription?

	I prefer this method	I used this method to purchase my subscription for the 2014-15 season
By mailing in my subscription	<input type="checkbox"/>	<input type="checkbox"/>
In person at the box office	<input type="checkbox"/>	<input type="checkbox"/>
By calling the box office	<input type="checkbox"/>	<input type="checkbox"/>
Online using the no-fees Ticketmaster subscription application	<input type="checkbox"/>	<input type="checkbox"/>
Telemarketing call	<input type="checkbox"/>	<input type="checkbox"/>

Any comments:

**7. How many years have you been attending performances at the [organization] [INSERT DISCIPLINE]?**

- 1 year (ie the current 2014-15 season)
- 2 years (ie since the 2013-14 season)
- 3 or 4 years (ie since the 2011-12 or 2012-13 season)
- 5 to 10 years (ie between 2006-07 and 2010-11 seasons)
- 11 plus years (ie 2005-06 season or earlier)

**8. Have you ever subscribed at the [organization]?**

- Yes
- No
- I am not sure

**9. Please rate the importance of these elements in your decision to purchase tickets to [organization] [INSERT DISCIPLINE] performances:**

	Not at all important	Somewhat important	Important	Very important
Special offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good seating options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of ticket buying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. Overall, how do you rate your satisfaction with ...**

	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied
Seating options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticket prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticket buying options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 11. How do you prefer to purchase your tickets for an [organization] performance?

	I prefer this method	I used this method to purchase tickets during the 2014-15 season
Online using Ticketmaster.ca	<input type="checkbox"/>	<input type="checkbox"/>
By calling Ticketmaster toll-free line	<input type="checkbox"/>	<input type="checkbox"/>
In person at the box office	<input type="checkbox"/>	<input type="checkbox"/>
In person at a Ticketmaster office	<input type="checkbox"/>	<input type="checkbox"/>

Any comments:

**12. What (or when) was the most recent [ INSERT DISCIPLINE] performance you attended at [organization]?**

**13. When you think about your experience at the most recent [insert discipline] performance you attended at [organization], how satisfied were you?**

	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied
most recent performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**14. Please tell us more about what you liked or didn't like about this most recent performance.**

I did not like	<input type="text"/>
I liked	<input type="text"/>

On the following pages we have questions about how important various aspects of attending are to you and how satisfied you are with them.

**15. Please rate the importance of these elements in your decision to attend performances at [organization] [INSERT DISCIPLINE]:**

	Not at all important	Somewhat important	Important	Very important
Promise of great entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promise of intellectual / emotional stimulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The performers / stars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social outing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. Overall, how do you rate your satisfaction with ...**

	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied
Entertainment value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social aspect of going to concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The performers / stars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any specific comments?

Your responses are important to us. Thank you for taking the time to answer these questions.

**17. Please tell us which of the following activities you are interested in and which ones you have participated in during the 2014-15 season:**

	Generally interested	I have done this during the 2014-2015 season
receive [organization]e-mail updates	<input type="checkbox"/>	<input type="checkbox"/>
view video of season highlights	<input type="checkbox"/>	<input type="checkbox"/>
read house program notes	<input type="checkbox"/>	<input type="checkbox"/>
listen to [organization] podcasts	<input type="checkbox"/>	<input type="checkbox"/>
attend pre-show lectures	<input type="checkbox"/>	<input type="checkbox"/>
attend post-show talk backs	<input type="checkbox"/>	<input type="checkbox"/>

**18. Only for those activities you participated in, please indicate your level of satisfaction:**

	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied
[organization] e-mail updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
house program notes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
post-show talk backs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pre-show lectures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
video of season highlights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any specific comments?

**19. Please rate the following aspects of your overall experience at [organization] in terms of what matters to you most to ensure an enjoyable evening, in addition to the performance itself:**

	Not at all important	Somewhat important	Important	Very important
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bar service before performance/at intermission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amenities (e.g. availability of wash rooms, coat check)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**20. Overall, how do you rate your satisfaction with ...**

	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied
Availability of parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bar service before performance/at intermission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amenities (e.g. availability of wash rooms, coat check)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any specific comments?

**21. In your opinion, does the [organization] [INSERT DISCIPLINE] provide good value for money?**

- Yes
- Mostly
- Sometimes
- No

**22. Overall, to what degree has your attendance at the [organization] [INSERT DISCIPLINE] performances been meeting your expectations?**

	Did not meet expectations	Met some expectations	Met expectations	Exceeded expectations
attendance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**23. Based on your experience, would you recommend the [organization] [INSERT DISCIPLINE] to others?**

- Yes
- No
- Not sure/Don't know

Please tell us why you would recommend/not recommend [organization]:

**24. Please tell us what changes would have the greatest impact on your enjoyment of an evening out at the [organization]?**

**25. Have you attended performances in other [organization] [disciplines] during the past 12 months?**

- Venue B
- Theatre
- Orchestra
- Dance
- Broadway
- Venue A

Thank you for completing this survey. We appreciate the time you took to answer all of our questions.

**26. Do you intend to subscribe - or have you already renewed - a subscription for the 2015-16 season?**

- Yes, I have subscribed already
- Not yet, but I intend to subscribe
- No, I do not intend to subscribe
- Not sure/Don't know

The following answers will be only used to categorize your responses. We appreciate you providing this information confidentially.

**27. Your Gender:**

- Male
- Female

**28. Your Age:**

- Under 25
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 and over

Thank you for completing this survey. We value your feedback and opinions.

**29. To enter the prize draw for 5 pairs of 2 (two) tickets to an upcoming event, please fill in your contact information. Winners will be notified by [INSERT DATE]**

Name:

Email Address:

Phone Number:

**30. Please share any other comments you have about [organization] in general.**