

PCPA Patron Engagement Survey Fall 2019

Start of Block: Default Question Block

Q1 *Hello PCPA Patron,*

PCPA - The Pacific Conservatory Theatre at Allan Hancock College is surveying patrons to better understand how to communicate with our audience members. Please take this brief survey to help PCPA serve you better. Please be assured that your responses will be kept completely confidential. You can remain anonymous, but if you would like to give us your name, you will be entered into a drawing for two PCPA tickets for any production from February 13, 2020 to September 6, 2020.

The survey will be available until Wednesday, September 25, 2019. Winner will be contacted by Thursday, October 31, 2019. If you have any questions about the survey, you may contact Tammy Paster, Director of Development.

We appreciate your participation.

Tammy Paster Director of Development PCPA tpaster@pcpa.org

End of Block: Default Question Block

Start of Block: Block 1

Q2 How do you currently receive information about PCPA? (Select all that apply)

- Email
 - Mail
 - Newspaper
 - Posters
 - Radio
 - Television
 - Website
 - Facebook/Instagram/Twitter
 - Word of Mouth
 - Season Brochure
-

Q3 What information do you like to receive from PCPA? (Select all that apply)

- Info about upcoming seasons and productions
 - Discounts
 - Invitations to special event
 - Information about the company members
 - Theater related stories
 - Other, please specify _____
-

Q4 What is your gender?

- Male
 - Female
 - Prefer to not say
 - Prefer to self-describe _____
-

Q5 What is your household income?

- 0 -\$25,000
- \$25,001 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$125,000
- \$125,001 and above

Q6 How often do you view the PCPA website?

- Never
 - Few times a year
 - Monthly
 - Weekly
 - Daily
-

Q7 How far in advance of a performance do you commit to purchase tickets?

- months
 - weeks
 - 3 weeks
 - 2 weeks
 - a week
 - a couple of days
 - same day
-

Q8 If you have not purchased a subscription package, or no longer purchase a subscription package, which of the following best describes why you chose not to:

- It is hard to commit to a date
 - Do not attend enough to make the purchase worthwhile
 - too expensive
 - Don't like the plays in the season
 - Purchasing is too complicated
 - I have a subscription package
-

Q9 Please select the ways you have purchased PCPA tickets (Select all that apply)

- Mail in subscription
 - Call the box office
 - PCPA website
 - Window Box Office Santa Maria
 - Window Box Office Solvang
 - Through Group Leader
 - Through the app
-

Q10 Which is your preferred way to purchase tickets?

- Mail in subscription
 - Call the box office
 - PCPA website
 - Window Box Office Santa Maria
 - Window Box Office Solvang
 - Through Group Leader
-

Q11 How do you decide which shows you want to see? (Select all that apply)

- I love PCPA. I want to see everything.
 - I always come for the Holiday show
 - Word of mouth from friends
 - I like to see new works
 - I love big musicals
 - I want to be challenged
 - Other, please specify:

-

Q12 Do you use the PCPA App on your smart device?

- Yes
 - No, doesn't work on my flip phone
 - No, don't need another app/didn't know there was one
-

Q13 How long have you been attending performances at PCPA?

- first time in 2019
 - last year
 - 5 years
 - 10 years
 - over 25 years
-

Q14 How often do you come to PCPA during the year?

- Once a year
 - Twice a year
 - Three to four times per year
 - More than 4 shows per year
-

Q15 In the past year, have you attended any performances at (Select all that apply):

- San Luis Obispo Repertory Theatre (SLO REP)
 - The Great American Melodrama
 - Performing Arts Center of San Luis Obispo (PAC SLO)
 - Santa Maria Philharmonic
 - Out of Area/Los Angeles/Santa Barbara
 - None of the above
-

Q16 Would you be interested in (Select all that apply):

- Pre-show discussions
 - Acting classes for teens
 - Classes for grade school children
 - After school/Vacation Day programs for kids
 - Classes for adults
 - None of the above
-

Q17 Do you have a streaming service (Netflix, Hulu, Amazon)?

- Yes
 - No
-

Q18 PCPA could not produce its glorious performances without the generous support from our donors. If you have given a gift to PCPA in the last 5 years, which did you support? (Select all that apply)

- I've donated at the end of the year
 - I've donated for scholarships for PCPA's students
 - I've donated at an event such as PCPA *in the Valley* or *SummerFest*
 - I've donated when I had my picture taken with a cast member after the show
 - I've donated online
 - I've made arrangements for a Legacy Gift to PCPA
 - Other, please specify
-

Q19 What production would you love to see PCPA perform?

Q20 Would you be interested in sharing your opinions further by participating in a focus group?

- Yes
- No

Display This Question:

If Would you be interested in sharing your opinions further by participating in a focus group? = Yes

Q21 Thank you for your interest in participating in a focus group. Please provide your email address so that we can contact you to participate.

Email address _____

Q22 You can remain anonymous, but if you would like to give us your name, you will be entered into a drawing for two PCPA tickets for any production from February 13, 2020 to September 6, 2020. Please provide your first and last name, phone number and email address. Winner will be notified by October 31, 2019.

First Name _____

Last Name _____

Phone number (xxx-xxx-xxxx)

Email address _____

End of Block: Block 1
