

Your Opinion counts

The following survey will take you **5 minutes** to complete. It will help **New Theatre** better understand our audience. Please help us. From those who answer all questions and leave their names in we'll select 3 winners of a **free pair of tickets to ROMEO AND JULIET**. Thanks for your help. All information provided will be treated confidentially. Please drop this off or fax it or mail it to us.

1) NAME _____

2a) ADDRESS (include zip) _____

2b) EMAIL ADDRESS: _____

3) AGE: **18-24** 25-34 **35-44** 45-54 **55-64** 65+.

4a) HOUSEHOLD: (persons) **1** 2 **3** 4

4b) HOUSE HOLD INCOME: Under \$35,000 **\$35,000-\$50,000** \$50,000-\$100,000 **\$100,000-\$200,000** Over \$200,000

5) ETHNICITY: (circle one or more) **Caucasian** Hispanic **African-American** Other

6) EDUCATION: (circle highest) **Grade School** High School **College** Post-graduate

7) PROFESSION _____

8) HOW DO YOU FIND OUT WHAT'S HAPPENING AT NEW THEATRE? (circle one or more)

Word of mouth Newspapers **Radio** Website

9) YOUR MAIN SOURCE OF THEATRE NEWS: **Miami Herald** New Times **Sun Sentinel** Other (circle one or more)

10) HOW OFTEN DO YOU ATTEND NEW THEATRE EACH YEAR? (circle one or more)

Rarely (under 3) Often (more than 3) **Very often (more than 6)**

11) DO YOU DINE OUT WHEN YOU COME TO NEW THEATRE? SHOP? **Before?** After? **Where?**

12) PARKING: How would you rate the state of parking in our area?

a) (circle one) 1 (**very good**) 2 (good) 3 (**ok**) 4 (bad) 5 (**very bad**)

b) How much are you willing to pay for parking? **\$1.00 per hour?** \$5 or more for the evening?

Not one red cent! (circle one)

c) Would you be willing to pay for valet parking? yes no

d) How far are you willing or able to walk from your parked car to New Theatre?

13) FROM THIS SEASON, YOUR FAVORITE SHOW? YOUR LEAST FAVORITE? _____

King Lear *A Midsummer Night's Dream* **Wait and See** *Barrio Hollywood*

Clarence Darrow's Last Trial *The Diaries* **Touch**

15) CIRCLE ONE OR TWO: WHY (or why not) NEW THEATRE? Intimate. **Multi-cultural.** Contemporary.

Stimulating. Provocative. **Challenging.** Intense. **Entertaining.** Social. **Original.** New.

Sensitive. **Welcoming.** Different. **Compelling.**