

## PHOENIX THEATRE — A BIRD OF A DIFFERENT FEATHER

WIN one of 10 free subscriptions to the first exciting season at the PHOENIX THEATRE, by simply filling out a questionnaire below and dropping it off at one of our polling stations in HUB, SUB, CAB, Fine arts and Mechanical Engineering Buildings on Wednesday, October 28 between 10 a.m. and 4 p.m.

I. How many times a year do you attend live theatre?  
 \_\_\_\_\_  
 \_\_\_\_\_

II. How many times a year would you like to attend live theatre?  
 \_\_\_\_\_  
 \_\_\_\_\_

III If there is a difference between I and II above, please explain.  
 \_\_\_\_\_  
 \_\_\_\_\_

IV If you had \$10, how would you spend it (list in the order of Preference with 1 as most preferred)?

- (a) Snacks and drinks outside the home
- (b) Sporting event
- (c) Live theatre
- (d) Symphony/Opera
- (e) Other (specify)

V. List all the events that you have subscribed for in the 1981/82 season (including sports, live theatre, movie theatre memberships).  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

VI List other events that you would like to subscribe for.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

VII Indicate the importance of the following reasons for buying a subscription.

Not important      Very important  
 1      2      3      4      5

- a. Ticket availability (avoid sellout)
- b. convenience
- c. price incentive
- d. seating advantage
- e. continuation of last year's subscription
- f. season content
- g. other (specify)

VIII Indicate the importance you attach to each of the following (list in the order of important with 1 as the most important).

### IMPORTANCE

- a. content of a play
- b. star (s)
- c. special effects
- d. author
- e. theatre location
- f. ticket price
- g. others (specify)

IX What type(s) of plays do you like (list in the order of preference with 1 as most preferred)?

### PREFERENCE

#### Part 1

- a. serious drama
- b. comedy
- c. fantasy
- d. musical
- e. mystery
- f. other (specify)

#### Part 2

- a. Canadian
- b. american
- c. british
- d. european (specify)
- e. other (specify)

X What would you prefer (list in the order of preference with 1 as most preferred)?

### PREFERENCE

- a. week night ticket for \$7
- b. weekday matinee for \$4
- c. weekend evening for \$9
- d. weekend matinee for \$5
- e. opening night with wine and cheese party for \$12

XI Where do you get your information about live theatre in Edmonton (list in the order of frequency with 1 as the most frequent source)?

### FREQUENCY RATE

- a. the Edmonton Journal
- b. The Edmonttn Sun
- c. Billboards
- d. flyers
- e. The Gateway
- f. radio or TV
- g. Nightlife poster
- h. SUB calendar
- i. word of mouth
- j. other (specify)

XII Do theatre reviews affect your decision to attend?

not at all      very much  
 1      2      3      4      5

XIII How do you buy your theatre tickets (list in the order of frequency with # 1 as most frequent)?

- a. in advance
- b. at the door
- c. by subscription
- d. other (specify)

### FREQUENCY RATE

XIV Are you aware of the Phoenix Theatre program?

Yes .....  
 No .....

XV If the answer to (xiv) is YES, what plays do you plan to attend?  
 \_\_\_\_\_  
 \_\_\_\_\_

XVI Performances of the Phoenix will take place in SUB, is this location convenient to you?

- a. YES .....
- b. NO .....
- c. DON'T CARE .....

XVII How often did you attend Citadel .....

XVIII Indicate what you liked/disliked at the Citadel .....

XIX How often did you attend Theatre 3. ....

XX Indicate what you liked/disliked at Theatre 3 .....

- a. atmosphere
- b. selection of plays
- c. players
- d. staging
- e. location
- f. ticket price

XXI What faculty are you from?  
 \_\_\_\_\_

XXII What age group are you in?

- a. under 20
- b. 20 - 25
- c. 26 - 40
- d. Over 40