

Pride 2011 Audience Survey

Please take 10-15 minutes to answer the following questions about Twin Cities Gay Men's Chorus concerts. We greatly appreciate your insights as we plan future events, programs, and ticket packages. Because we value your honesty and respect your privacy, your responses are anonymous and used only for TCGMC planning.

As a thank you for your participating, we will enter your name in for a drawing for a pair of Golden Circle season tickets for next year's 31st season, a copy of our "LifeSongs" CD, a DVD copy of "Through a Glass, Darkly" and an autographed copy of Timothy De Prey's new CD, "I Love a Piano."

Please respond by Sunday, July 17, 2011. Thank you!

*1. Which performance(s) of TCGMC's "Let's Hear It for the Boys" did you attend?

- Friday, June 24, 2011
- Saturday, June 25, 2011

2. On a scale of 1 - 10, how likely are you to recommend a Twin Cities Gay Men's Chorus concert to someone else?

	1	2	3	4	5	6	7	8	9	10
Likely to recommend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*3. With whom did you attend the "Let's Hear It for the Boys" performance(s)?

- Spouse or partner
- One friend or relative
- More than one friend or relative
- Myself

*4. Who purchased your ticket(s) for the performance(s)?

- I did
- Someone else did
- Received as a gift or voucher
- Complimentary ticket

*5. When were your tickets purchased?

- Today
- Within the past week
- Within the past month
- More than one month ago
- Season subscription during the Pride 2009 concert weekend
- Not sure

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6. How did you order your tickets?

- Box office by phone
- Box office online
- I got my ticket from someone else
- Other (see comments below)

Other (please specify)

7. If you ordered tickets through the box office, please rate your experience.

	Poor	Not so great	OK	Good	Great
Box Office Phone Order	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Box Office Online Order	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments:

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*8. How did you hear about the "Let's Hear It for the Boys" concerts? (Please check all that apply.)

- Family or friends
- TCGMC's season brochure
- A chorus member
- Postcard
- E-mail
- TCGMC's e-newsletter
- Lavender Magazine
- My Scene City
- Villager
- Other Newspaper ad
- Other Magazine
- TCGMC's website
- Gay Twin Cities Group on Facebook
- Facebook Status Updates
- Twitter
- StarTribune.com
- PioneerPress.com / TwinCities.com
- Minnpost.com
- Other Website
- Other (please specify)

9. Did you receive our pre-arrival email earlier in the week prior to our concert performances?

- Yes
- No
- I Don't Know
- N/A

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10. If you received and opened our pre-arrival email, did you find it helpful?

- Yes
- No
- I Don't Know
- N/A

Additional comments and suggestions:

*11. Did you go out to eat, drink, or shop BEFORE the performance?

- Yes
- No

If yes, where did you go?

12. Please rate your overall experience at Ted Mann Concert Hall.

	Poor	Not Great	OK	Good	Great
Experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments and suggestions:

*13. Did you go out to eat, drink, or shop AFTER the performance?

- Yes
- No

If yes, where did you go?

*14. How often do you include a stop at a Twin Cities restaurant or bar before or after TCGMC concerts?

- Always
- Almost always
- About half the time
- Occasionally
- Almost never

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***15. Is there a particular restaurant or bar you typically frequent in conjunction with attending TCGMC concerts?**

- Yes
- No

If yes, which?

***16. Which of the following best describes your attendance at TCGMC concerts?**

- Single ticket buyer--this is my first TCGMC concert
- Single ticket buyer--I have attended TCGMC concerts before (Please see comment field below)
- Season ticket subscriber

If you're a single ticket buyer who's attended previous TCGMC concerts, approximately how many TCGMC concerts do you attend per year?

***17. Have you attended a TCGMC outreach concert?**

- Yes
- No

If yes, where?

***18. How influential is each of the following factors in your decision to purchase tickets or attend a TCGMC concert?**

	Very influential	Influential	Somewhat influential	Not at all influential
Musical program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticket price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting TCGMC's mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper/magazine review or article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concert location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a personal connection to a chorus member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The social experience of attending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artistic quality of performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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***19. Relative to other arts & entertainment events in the Twin Cities, how would you rate the value of TCGMC concerts?**

- A better value than most other events
- About the same value as other events
- A worse value than most other events

***20. Relative to other arts & entertainment events in the Twin Cities, how would you rate the quality of TCGMC performances?**

- A higher quality than most other events
- About the same quality as other events
- A lower quality than most other events

21. If you could make up to three improvements to the TCGMC concert experience, what would they be?

Suggestion 1

Suggestion 2

Suggestion 3

***22. Are you a TCGMC alumnus?**

- Yes
- No

If yes, which year(s) did you sing with the chorus?

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23. Please check all of the options below that you have attended in the past 12 months or to which you subscribe:

- | | |
|----------------------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Ballet of the Dolls | <input type="checkbox"/> Ordway Center |
| <input type="checkbox"/> Cantus | <input type="checkbox"/> Orpheum Theatre |
| <input type="checkbox"/> Chanhassen Dinner Theaters | <input type="checkbox"/> Pantages Theatre |
| <input type="checkbox"/> Fringe Festival | <input type="checkbox"/> Park Square Theater |
| <input type="checkbox"/> Guthrie Theater | <input type="checkbox"/> Performing Arts Space at Walker Art Center |
| <input type="checkbox"/> History Theatre | <input type="checkbox"/> Ritz Theater - Other Performance |
| <input type="checkbox"/> Illusion Theater | <input type="checkbox"/> Ritz Theater - OutLoud! Performance |
| <input type="checkbox"/> In the Heart of the Beast Puppet and Mask Theatre | <input type="checkbox"/> Rose Ensemble |
| <input type="checkbox"/> James Sewell Ballet | <input type="checkbox"/> Saint Paul Chamber Orchestra |
| <input type="checkbox"/> Jungle Theater | <input type="checkbox"/> Sports team(s)--please list below |
| <input type="checkbox"/> Minneapolis Institute of Arts | <input type="checkbox"/> State Theatre |
| <input type="checkbox"/> Minnesota Chorale | <input type="checkbox"/> Target Center |
| <input type="checkbox"/> Minnesota Freedom Band | <input type="checkbox"/> Theater Latte Da |
| <input type="checkbox"/> Minnesota Opera | <input type="checkbox"/> VocalEssence |
| <input type="checkbox"/> Minnesota Orchestra | <input type="checkbox"/> Walker Art Center |
| <input type="checkbox"/> Minnesota Philharmonic Orchestra | <input type="checkbox"/> Weisman Museum |
| <input type="checkbox"/> Mixed Blood Theatre | <input type="checkbox"/> Xcel Energy Center |
| <input type="checkbox"/> One Voice Mixed Chorus | |
| <input type="checkbox"/> Other (please specify) | |

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24. Which of the following publications do you read on a regular basis?

	Print	Online
Star Tribune	<input type="checkbox"/>	<input type="checkbox"/>
Pioneer Press	<input type="checkbox"/>	<input type="checkbox"/>
Lavender	<input type="checkbox"/>	<input type="checkbox"/>
My Scene City	<input type="checkbox"/>	<input type="checkbox"/>
The Villager	<input type="checkbox"/>	<input type="checkbox"/>
City Pages	<input type="checkbox"/>	<input type="checkbox"/>
New York Times	<input type="checkbox"/>	<input type="checkbox"/>
Mpls. St. Paul Magazine	<input type="checkbox"/>	<input type="checkbox"/>
Minnesota Monthly	<input type="checkbox"/>	<input type="checkbox"/>
Minnesota Daily	<input type="checkbox"/>	<input type="checkbox"/>
Women's Press	<input type="checkbox"/>	<input type="checkbox"/>
The Onion	<input type="checkbox"/>	<input type="checkbox"/>
www.minnpost.com	<input type="checkbox"/>	<input type="checkbox"/>
www.vita.mn	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood newspaper--please list below	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please describe below)	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

25. Which of the following radio stations do you listen to on a regular basis?

- | | | |
|----------------------------------------------------|------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Air America (AM 950) | <input type="checkbox"/> KDWB (101.3) | <input type="checkbox"/> Lite FM 103 (WLTE 102.9) |
| <input type="checkbox"/> Cities 97 (KTCZ 97.1) | <input type="checkbox"/> KFAI (90.3 & 106.7) | <input type="checkbox"/> MPR News (KNOW 91.1) |
| <input type="checkbox"/> Classical MPR (KSJN 99.5) | <input type="checkbox"/> Kool 108 (KQQL 107.9) | <input type="checkbox"/> None--I don't listen to radio |
| <input type="checkbox"/> FM107 | <input type="checkbox"/> KQ 92 (KQRS 92.5) | <input type="checkbox"/> The Current (KCMP 89.3) |
| <input type="checkbox"/> KBEM Jazz (88.5) | <input type="checkbox"/> KS 95 (KSTP FM 94.5) | <input type="checkbox"/> WCCO Radio (AM 830) |
| <input type="checkbox"/> Other (please specify) | | |

Demographic information about our audience aids Twin Cities Gay Men's Chorus in its reporting to foundations, corporations and the Minnesota State Arts Board. We appreciate you taking the time to complete these questions and understand if you choose not to.

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***26. Please check the option below that best describes your occupation:**

- Administrative/Clerical
- Artist
- Business owner/Partner
- Educator
- Manager/Executive
- President/CEO/CFO/COO
- Retired
- Sales/Marketing
- Self-employed
- Student
- Unemployed
- Prefer not to answer
- Other (please specify)

***27. Does your employer or school have a GLBT employee/student network?**

- Yes
- No
- Not sure
- N/A

If yes, please identify your employer or school so we might connect with their GLBT network to provide special offers:

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***28. Please check the option below that best describes your household's annual income:**

- Under \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 or more
- Prefer not to answer

29. Please choose the option below that best describes your education history:

- Grade school
- Some high school
- High School graduate
- Some undergraduate
- Undergraduate degree (Associate's or Bachelor's)
- Some postgraduate
- Postgraduate degree or higher

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*30. Please indicate your age range:

- 18 - 24
- 25 - 29
- 30 - 34
- 35 - 39
- 40 - 44
- 45 - 49
- 50 - 54
- 55 - 59
- 60 - 64
- 65 - 69
- 70 - 74
- 75 or older
- Prefer not to answer

*31. Would you describe yourself as:

- American Indian or Alaskan Native
- Asian
- Black or African American
- Eastern Indian
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Prefer not to answer
- Other (please specify)

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***32. Do you identify as:**

- Male
- Female
- M2F (male-to-female transgendered)
- F2M (female-to-male transgendered)
- Prefer not to answer

***33. Do you identify as:**

- Gay male
- Lesbian
- Bisexual
- Questioning
- Heterosexual
- Queer
- Prefer not to answer

***34. Which of the following best describes your current living situation:**

- Live alone
- Live with parents
- Live with relatives (not parents)
- Live with roommate(s)
- Live with spouse/partner, no children in the home
- Live with spouse/partner and children
- Single parent living with children
- Prefer not to answer
- Other (please specify)

***35. Do you have any children under age 18 living in your home?**

- Yes
- No
- Prefer not to answer

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*36. Do you rent or own your current home?

- Rent
- Own
- Prefer not to answer

37. What is your 5-digit zipcode?

We may have opportunities to participate in focus groups during our 2011-12 season. If you would be interested in participating, please provide your contact information below, or contact the TCGMC office directly at (612)339-7664. To ensure response confidentiality, this information will be collated and stored separate from your survey responses.

38. If you would like to be contacted to participate in a focus group to improve our concert experience and marketing, please provide the information below.

Name:

Email Address:

Phone Number:

As a thank you for your participating, we will enter your name in for a drawing for a pair of Golden Circle season tickets for next year's 31st season, a copy of our "LifeSongs" CD, a DVD copy of "Through a Glass, Darkly" and an autographed copy of Timothy De Prey's new CD, "I Love a Piano."

If you wish to be entered in to the drawing, please provide us with the following information. This information will be used only for the purposes of contacting the winner. It will be stored separate from your survey responses.

Our winner will be notified by August 1, 2011.

Thank you again for participating in our survey.

39. Contact information:

Name:

ZIP:

Email Address:

Daytime Phone Number: