Colonial Fox Theatre Market Research Survey

YOU MUST BE 18 YEARS OR OLDER TO PARTICPATE IN THIS SURVEY!

The Colonial Fox Theatre Foundation, a nonprofit organization, is surveying local residents regarding the Colonial Fox Theatre, an historic venue in downtown Pittsburg. Information from this survey will be used to develop a plan for programming and operating the theatre.

Your opinion is important! Please answer the following questions to the best of your knowledge.

Age _____ Sex _____

1. How familiar are you with the Colonial Fox Theatre restoration project? (Circle one)

Not Familiar		Somewhat Familiar		Very Familiar
1	2	3	4	5

2. What is your opinion about the Colonial Fox Theatre restoration project? (Circle one)

Not Supportive		No Opinion		Very Supportive
1	2	3	4	5

3. What types of events or programs would you like to attend at the Colonial Fox Theatre once the restoration is completed? (List below)

4. What specific events would you like to see at the Colonial Fox Theatre? (List below)

5. What would you consider to be an appropriate average ticket price for live performance events at the Colonial Fox Theatre? (List below)

6. What would you consider to be the top ticket price for an event at the Colonial Fox Theatre? (List below)

7. What are the ways you find out about the entertainment events that you currently attend? (List below)

Please complete the survey questions on the back of this form.

8. What entertainment events have you attended in the past year? (List below)

9. What cities were these events located in? (List below)

10. What was the top ticket price you paid for these events? (List below)

11. Please feel free to make additional comments about the Colonial Fox Theatre project in the space provided below.

Thank you for your participation!