

2011-2012 JOHN W. BARDO FINE & PERFORMING ARTS CENTER PATRON SURVEY

In order to understand and better serve our patrons with quality performing arts events of regional, national and international acclaim, we wish to learn more about you and the genre of performances you would care to see as part of our Subscription Series. Complete this survey and enter your name into a drawing for one of two pair of season tickets for the 2012/2013 Performing Arts Series. We thank you for helping us better serve you. Return Patron Survey by May 4, 2013

1. Are you currently a subscriber to the WCU Fine & Performing Arts Series? YES _____ NO _____
2. What is your home zip code? _____
3. Select the top 3 means of advertisements that would best help you keep informed about upcoming performances.
 ___ Newspaper (Please list): _____
 ___ Radio (Please list station): _____
 ___ Postcards/Mail ___ Season Brochure ___ TV ___ Email Reminders
4. How many WCU Fine & Performing Arts Center performances have you attended during the past 12 months?
 1-2 _____ 3-4 _____ 5-6 _____ 7 or more _____
6. What is your age?
 60+ _____ 50-59 _____ 40-49 _____ 30-39 _____
 20-29 _____ 10-19 _____ 5-9 _____
7. What are the age(s) of people accompanying you?
 60+ _____ 50-59 _____ 40-49 _____ 30-39 _____
 20-29 _____ 10-19 _____ 5-9 _____
8. What educational degree(s) have you received?
 High School _____ College _____ Masters _____ Post-Graduate _____
9. Your income? (Optional)
 Above \$100,000 _____ \$75,000 - \$100,000 _____ \$60,000 - \$74,000 _____
 \$49,000-\$59,000 _____ \$20,000-\$48,000 _____ \$10,000-\$19,000 _____
10. How would you rate the quality of presentation(s) you have seen at the Fine & Performing Arts Center?
 Poor _____ Average _____ Good _____ Excellent _____
 Comments: _____
11. How were you treated by the Center's Management Staff?
 Poor _____ Average _____ Good _____ Excellent _____
 Comments: _____
12. How were you treated by the Volunteer Event Staff?
 Poor _____ Average _____ Good _____ Excellent _____
 Comments: _____
13. Would you or your place of employment consider making a contribution to the Fine & Performing Arts Center to help continue our quality programming and future expansion? YES _____ NO _____
14. Please list, by order of preference, what programs you would like to see more of at the Fine & Performing Arts Center. (1 BEING MOST PREFERRED AND 5 LEAST PREFERRED)
 BROADWAY SERIES _____ CONCERT SERIES _____ DANCE SERIES _____
 SPEAKERS SERIES _____ YOUTH SERIES _____ OTHER _____
15. What can FAPAC do to improve its series? _____

Thank you for completing our survey. To be included in the drawing for Season Tickets, complete this section and return to:
John W Bardo Fine & Performing Arts Center*Western Carolina University*ATTN: Paul *Cullowhee, NC 28723

Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Email: _____