



[Theater Records](#)

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THE PENUMBRA AUDIENCE SURVEY

FALL 1991

Conducted

by

Theatre Staff and Volunteer Ushers

**TABLE
OF
CONTENTS**

0	EXECUTIVE SUMMARY	pages 3, 4, 5
0	DETAILED FUNDING	page 6
0	ATTITUDES ABOUT LOCATION AND RELOCATION	page 7 - 12
	o PRESENT LOCATION	
	o OLD ACTORS THEATRE (7TH PLACE)	
	o CRITERIA FOR RELOCATION	
0	ATTITUDES ABOUT PENUMBRA PRESENTATIONS AND PROGRAMS	pages 13 - 20
	o RATING SELECTED TWIN CITIES THEATRES	
	o RATING PENUMBRA ON SELECTED CHARACTERISTICS	
	o REASONS FOR ATTENDING LIVE THEATRE	
0	FAMILIARITY WITH PENUMBRA'S OUTREACH PROGRAMS	pages 21 - 26
	o AWARENESS OF THE SCOPE OF CURRENT PROGRAMS	
	o PREFERENCES FOR PROGRAM FOCUS	
	o LIKELIHOOD OF SUPPORT FOR "YOUNG PEOPLES' SEASON"	
0	AUDIENCE PROFILE	page 27 - 30
0	APPENDIX	page 31
	o QUESTIONNAIRE	

EXECUTIVE SUMMARY

About The Survey

As the Penumbra Theatre has evolved during its transition from a Hallie Q. Brown Program to independent 501(c)3 non-profit status, concerns about facility utilization and public perceptions about the continued "quality of performance" have become more urgent.

This survey was undertaken to help answer some specific questions about the audience and its attitudes about:

- o Utilization of facilities at The Martin Luther King Center and a probable decision to relocate.
- o The scope of current programs and probable expansions or changes in emphasis.
- o Continued support of the Theatre by season ticket holders and financial donations.

Self-administered questionnaires were distributed at the theatre during presentations of two plays in the fall of 1991. "Generations in the Abyss of Coney Island Madness," in October, and "Black Nativity," in December. Four-hundred-ninety-three responses were obtained from a cross section of days of the week which included matinee and evening shows to ensure as much representativeness as possible.

The sample was weighted to represent a proportional distribution of responses from both plays. A profile of the demographics of this sample is compared where possible, with previous audience surveys as a reference.

EXECUTIVE SUMMARY

Highlights

While a significant minority of Penumbra's audience (31%) would expect management to "consider remaining in the present location" as an option, there is little or no opposition to relocation.

Few found attending the 7th Place site to be "inconvenient (11%), and although nearly half would not speculate about future attendance, a substantial 39% of the audience felt they would attend "as often" if the Theatre moved "somewhere else."

Any decision to move should nevertheless be planned carefully, to give the audience ample information about the timing and convenience of a new location, if this decision is considered.

Compared to other theatres Penumbra is held in very high regard by its audience. It's mainstage programming is seen as "relevant" to the African-American community, and it is considered "accessible."

Audiences are attracted to this Theatre by the "Story/Themes", the "Theatre's reputation" and the "Professionalism" of its presentations. Some segments of the audience are also attracted by Directors and/or Playwrights.

Penumbra will want to continue to strive to maintain and enhance this perception of "quality," and should expect to see audience response reflected in increased subscriptions and donations.

Except for the "Main Stage" programs, only a minority of the audience is familiar with the Touring and Youth Programs. Among those who are, there is clearly a strong level of support.

If Penumbra chooses to expand the scope of its presentation through "outreach" and "educational" programs some additional effort must be exerted to target the receptive audiences, and to demonstrate the benefits of these programs.

EXECUTIVE SUMMARY

Implications

From the perspective of the audience, Penumbra's presentations rank among the top in the Twin Cities, as well as among Theatre's presenting the "African-American point-of-view." Therefore, any changes in location or programming should be approached stepwise. That is, ample feedback from audiences should be encouraged to enhance their loyalty to the Theatre.

More information about the Touring program and the Youth Programs, if focused to show Penumbra's dedication to understanding and representing the concerns of the African-American community, could help enhance awareness and strengthen the Theatre's position as an important cultural institution in Minnesota and the nation.

Wherever possible, communications targeted to encourage first-timer enthusiasm, as well as seasons subscription and contribution seems warranted.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q14:

Because nearly half (49%) of Penumbra's audience, in the fall of 1991, is uncertain about attendance "if the Theatre we located somewhere else," care should be exercised to ensure that the audience is well informed about any relocation decision.

A substantial minority of the audience (39%) would not be affected by relocation. They would attend at "about the same" frequency. Only about one person in 20 (5%) would be likely to "attend less often."

"Current Season Ticket Holders" (65%), and "the Regular Audience" or those who have attended more than once (52%), "the Generations audience" (57%) are more likely to be unaffected by a decision to relocate the theatre.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q14: How do you feel about Penumbra's present location at the
 Martin Luther King Center in St. Paul; that is, would you
 be more likely to attend more often or less often if
 the Theatre were located somewhere else?

	<u>All Respondents (493)</u>	<u>Generations (54)</u>	<u>Black Nativity (439)</u>	<u>Regular Audience (257)</u>	<u>Current Season Ticket Holders (38)</u>
"We'd attend..."					
LESS OFTEN	5%	7%	5%	7%	19%
ABOUT THE SAME	39%	57%	37%	52%	65%
MORE OFTEN	7%	9%	6%	7%	1%
UNCERTAIN	49%	27%	52%	34%	15%
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
TOTAL	100	100	100	100	100

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q13:

Attending performances at the old Actors Theatre on 7th Place was inconvenient for only a few (11%) of Penumbra's patrons.

For most (62%), making the trip to downtown St. Paul "made no difference." However, the inconvenience was felt more strongly by the Generations (18%), and the Regular Audiences (14%).

This suggests that some of these special audiences may need more encouragement to attend away from the Martin Luther King Center in the Selby-Dale neighborhood.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q13: How convenient or inconvenient was the old Actor's Theatre location for you?

	<u>All Respondents (493)</u>	<u>Generations (54)</u>	<u>Black Nativity (439)</u>	<u>Regular Audience (257)</u>	<u>Current Season Ticket Holders (38)</u>
VERY CONVENIENT	13%	9%	14%	15%	25%
SOMEWHAT CONVENIENT	14	12	14	15	12
SOMEWHAT INCONVENIENT	9	13	8	11	11
VERY INCONVENIENT	2	5	2	3	7
MADE NO DIFFERENCE	62	60	62	56	45
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
TOTAL	100	100	100	100	100

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q15:

Of the list of choices given, two criteria for choosing a different location stand out. Most of Penumbra's audience say: "Adequate Parking" (66%), and "Accessibility" by Public Transportation (60%) should be considered in any relocation decision.

Very few feel that "proximity to shopping" (4%), is an important consideration in a new location.

Three persons in ten suggest that "remaining in the present location" (31%) should be a consideration. This feeling was about equally as strong among those who felt that "neighborhood or being nearby" (30%) was an important factor in their decision to attend a theatrical performance.

About 3 in 10 also feel that "more space" and "overhead costs" should be criteria in management's choice of a new or different location.

Only one person in 6 feels that "proximity to restaurants (18%) should be a consideration if relocation is planned.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q15: If the Theatre were to move...what do you feel should be the management's criteria in choosing a new or different location? (check as many as apply)

	<u>All Respondents (352)</u>	<u>Generations (50)</u>	<u>Black Nativity (311)</u>	<u>Current Season Ticket Holders (34)</u>	<u>Neighborhood Very/Somewhat Important (101)</u>	<u>First Timer (152)</u>
Criteria to be considered...						
ADEQUATE PARKING	66%	54%	68%	68%	61%	65%
ACCESSIBILITY BY PUBLIC TRANSPORTATION	60	59	60	57	71	67
REMAINING IN PRESENT LOCATION	31	39	30	41	30	26
MORE SPACE	31	46	28	46	31	17
OVERHEAD COSTS	30	28	29	36	28	24
PROXIMITY TO RESTAURANTS	18	18	18	15	17	20
PROXIMITY TO SHOPPING	4	1	4	4	4	6

* Percents add to more than 100 because of multiple answers, and include only those willing to answer/give an opinion.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q3 & Q4:

Most of Penumbra's audience have attended one or more of the seven leading Twin Cities theatres in the past two years.

Only a few (16%) have not attended performances at any of the seven theatres in the past two years. More have attended the Guthrie (69%) and the Ordway (54%).

The Ordway (48%), and The Guthrie (44%) receive an excellent rating for the "quality of their performances." Forty-four percent of all respondents have attended "Childrens Theatre" and better than two respondents in five (44%) rate the quality of the performance of this theatre as "excellent" also.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q3: What other Theatres listed below have you attended over the past two years? (check as many as apply)

Q4: How would you rate the general quality of the performances at each theatre listed below?

		Q3 All Respondents (493)	Q4 Percent Rating Each Theatre "Excellent" (*)
Theatres attended in Past two (2) years:			
GUTHRIE	(340)*	69%	44%
ORDWAY	(266)	54	48
CHILDRENS' THEATRE	(219)	44	44
MIXED BLOOD	(138)	28	32
THEATRE DE LA JUENE LUNE	(95)	19	21
ILLUSION	(95)	19	16
CRICKET	(80)	16	11
NONE OF THESE	(81)	16	--

*Percents rating each "excellent" based on total who attended in past two years. Totals shown in parentheses opposite each theatre.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q5:

When compared to the Twin Cities' leading theatres, which most of this audience has attended in the past two years, most give Penumbra an excellent rating in four characteristics: Quality of Entertainment (67%); Professionalism (65%); Program Selection (61%) and the Creativity of its Staging (56%).

Current Season Ticket Holders (who are a more experienced audience, and mostly African Americans), are more likely to rate Penumbra's "Professionalism" more favorably than other characteristics, and "Quality of Entertainment" less favorably compared to other audience segments.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q5: Compared to other Theatres you've attended,
how would you rate the Penumbra Theatre's.....

	<u>*All Respondents (493)</u>	<u>*Current Season Ticket Holders (38)</u>	<u>*Regular Audience (257)</u>
QUALITY OF ENTERTAINMENT	67%	49%	67%
PROFESSIONALISM	65	64	63
PROGRAM SELECTIONS	61	53	63
CREATIVITY OF IT'S STAGING	56	52	56

*Percents rating Penumbra "Excellent" on each characteristic

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q6:

For most who attend Penumbra performances, the programs are "relevant" for African-Americans and "accessible."

Only about two persons in five feel that Penumbra's "accommodation" are more elegant than other theatres that present African-American themes.

Among persons who have attended Penumbra's performances, the "Regular Audience" (93%) and those who say being "nearby in the neighborhood" is "not very important" (91%) are likely to agree that the theatre's programs are more relevant for African Americans. And the "Regular Audience" is more likely to feel that Penumbra's accessibility is "better than most" (69%).

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q6: Compared to other Theatres that present African-American themes, how would you rate the ...

(Percent rating Penumbra "Better Than Most")

	<u>All</u> <u>Respondents</u> (224)	<u>Regular</u> <u>Audience</u> (160)	<u>Would Attend</u> <u>"About Same"</u> <u>If Relocated</u> (113)	<u>Neighborhood Factor</u> <u>"Not Very Important"</u> (128)
*Base				
RELEVANCY OF PENUMBRA'S PROGRAMS FOR AFRICAN- AMERICANS	89%	93%	89%	91%
ACCESSIBILITY TO THE AFRICAN-AMERICAN COMMUNITY	64	69	65	62
ELEGANCE OF THE THEATRE'S ACCOMMODATIONS	43	39	42	43

*Base includes only those willing to rate each program characteristics.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q7, 7a, 7b:

For Penumbra's audience "The Story Theme" (97%) and "Reputation of the Theatre" (88%) are the two most important factors or considerations when attending theatrical performances in general, as well as "tonight's" performance (90% and 80%).

However, for the Generations Audience, the theme of that play (84%) was equally important with the desire "to support the theatre" (84%).

The Generations audience also expressed different priorities than the Black Nativity audience in their decision to attend that particular play. They ranked the factors as follows:

	<u>Generations</u>	<u>Black Nativity</u>
Story Theme	1.5	1.0
Support the Theatre	1.5	3.0
Reputation of Theatre	3.0	2.0
Reputation of Director	4.0	6.0
Reputation of Playwright	5.0	5.0
Ticket Prices	6.0	4.0
In Neighborhood	7.0	7.0

Being "in the neighborhood" was the least important reason for attending this play.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q7: Thinking of the statements below....

7a. How important are the factors in how or when you decide to attend a specific theatrical performance?

7b. How important was each in your decision to attend tonight's performance?

		<u>IN GENERAL</u>			<u>TONIGHT</u>			
		<u>Those Attending</u>			<u>Those Attending</u>			
		<u>All</u>	<u>Gener-</u>	<u>Black</u>	<u>All</u>	<u>Gener-</u>	<u>Black</u>	
		<u>Resp.</u>	<u>ations</u>	<u>Ntvtv.</u>	<u>Resp.</u>	<u>ations</u>	<u>Ntvtv.</u>	
TITLE OF PLAY/STORY THEME	BASE* (423)	97%	93%	97%	BASE* (361)	90%	84%	91%
REPUTATION OF THE THEATRE	(407)	88	87	88	(358)	80	83	80
DESIRE TO SUPPORT THE THEATRE	(395)	79	89	78	(346)	72	84	70
TICKET PRICES	(408)	77	75	78	(360)	50	54	49
REPUTATION OF PLAYWRIGHT	(396)	68	80	67	(339)	49	65	47
REPUTATION OF DIRECTORS	(389)	56	75	54	(337)	48	70	44
IT'S NEARBY, IN THE NEIGHBORHOOD	(400)	32	32	32	(359)	23	35	23

*Bases exclude all those who did not give an opinion.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q8:

Overall, the audiences are not familiar with the scope of Penumbra's programs. They are especially unlikely to be familiar with the Summer Program for Youth or the Black Theatre Conference participation.

Most Current Season Ticket Holders (85%), the Regular Audience (67%), and Generations Audience (67%) are familiar with The Mainstage Program. These audiences are also more likely to be aware of other programs, although at a substantially reduced level.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q8: How familiar are you with Penumbra's...

	<u>All Respondents (493)</u>	<u>Generations (54)</u>	<u>Black Nativity (439)</u>	<u>Regular Audience (257)</u>	<u>Current Season Ticket Holders (38)</u>
MAIN STAGE PROGRAM	40%	67%	36%	67%	85%
TOURING PROGRAM	12	25	10	20	32
SUMMER PROGRAM FOR YOUTH	8	16	7	13	15
PARTICIPATION IN NORTH CAROLINA CONFERENCE OF BLACK THEATRE IN AMERICA	7	21	6	13	30

*Percents include only those who are "very familiar/somewhat familiar" with each program unit.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q11 & Q12:

Among those persons in the audience who are familiar with Penumbra's Programs, most (56%) would like to see "more effort on outreach programs." However, a substantial number of all respondents (59%) are unsure about a distribution of emphasis between "outreach" and "main stage" programming. Managements must therefore weigh carefully how resources are allocated between programs.

Current Season Ticket Holders tend to favor more emphasis on the "Main Stage Program" although 42% are "not sure" what they would like to see at this time.

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q11: Thinking of Penumbra's outreach programs, such as Touring plays or Summer Institute, would you like to see more or less effort exerted on such programs?

	<u>All Respondents</u> (160)	<u>Regular Audience</u> (92)	<u>Current Season Ticket Holders</u> (13)
MORE EFFORT	56%	61%	34%
ABOUT THE SAME	41	36	66
LESS EFFORT	3	3	--
TOTAL	<u>100</u>	<u>100</u>	<u>100</u>

Q12: As you know Penumbra is experiencing some overall growth; as a member of the audience would you like to see more emphasis on outreach programs that go out into the community or would you like to see more emphasis on the main stage programs?

	<u>All Respondents</u> (493)	<u>Regular Audience</u> (257)	<u>Current Season Ticket Holders</u> (38)
MORE EMPHASIS ON OUTREACH	16%	18%	13%
MORE EMPHASIS ON MAIN STAGE	13	16	28
CONTINUE THE WAY IT IS	12	14	17
NOT SURE/OTHER	59	52	42

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Summary Q9 & Q10:

While most of Penumbra's audiences who gave an opinion, would support a "Young People's Season"; a substantial minority (35%) would not.

And among those who favored a "Young People's Season," a "Matinee Season" might be more popular (48%).

AUDIENCE SURVEY
PENUMBRA THEATRE COMPANY

Q9: How likely is it that you'd support a special
"Young People's Season" at Penumbra?

	<u>All Respondents</u> (337)	<u>Regular Audience</u> (183)	<u>Current Season Ticket Holders</u> (30)
VERY LIKELY	24%	31%	29%
SOMEWHAT LIKELY	41	38	47
NOT LIKELY	35	31	24
	<hr/>	<hr/>	<hr/>
TOTAL	100	100	100

Q10: If you answered very or somewhat likely to the above question,
which would most appeal to you?

	<u>All Respondents</u> (219)	<u>Regular Audience</u> (127)	<u>Current Season Ticket Holders</u> (23)
A MATINEE SEASON	48%	45%	47%
A CONCURRENT SEASON	38	41	34
OTHER	2	2	7
NO ANSWER/DON'T KNOW	13	11	12
	<hr/>	<hr/>	<hr/>
TOTAL	100	100	100

PENUMBRA
AUDIENCE PROFILE

General Summary:

Penumbra's Audience is very diverse. Although characteristics overall are similar to previous studies, clear distinctions are exhibited between:

- First Timers and Regular Audience
- Persons attending Black Nativity and Generations
- Current Season Ticket Holders and those who have never purchased season tickets

PENUMBRA
AUDIENCE PROFILE

	<u>Attendance</u>		<u>Season Ticket Holders</u>		<u>Show Attended</u>		<u>All Respondents</u>	<u>1990 Audience Surveys</u>	
	<u>1st Time</u>	<u>Regular Audience</u>	<u>Current</u>	<u>Never</u>	<u>Gen.</u>	<u>Black Nativity</u>		<u>1990*</u>	<u>1988**</u>
	(233)	(257)	(38)	(322)	(54)	(439)	(493)	(168)	()
	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>Gender</u>									
Female	67	71	20	29	67	70	69	66	56
Male	33	29	80	71	33	30	31	34	48
<u>Race</u>									
African-American	15	31	44	17	45	20	23	16	NA
White	80	67	56	79	52	77	74	82	NA
Other	5	2	--	4	3	3	3	2	NA
<u>Age</u>									
Under 25	26	19	9	24	21	22	22	16	NA
25-54	60	56	39	60	59	58	58	67	NA
55 & Over	14	25	52	16	20	20	20	16	NA

** Les Blancs - Fall of 1990 (at Penumbra)

** Market Opinion Survey of Metro Area (telephone)

NA Not available as tabulated.

PENUMBRA
AUDIENCE PROFILE

The sources of information are "word of mouth", "mailings" and the "Star Tribune".

Among "Current Season Ticket Holders" mail is most important (62%);

A significant share of the "Current Season Ticket Holders" (21%) and "Generations" audiences (18%) rely on the Minneapolis Spokesman for information.

PENUMBRA
AUDIENCE PROFILE

	<u>Attendance</u>		<u>Season Ticket Holders</u>		<u>Show Attended</u>		<u>All Respondents</u>	<u>Previous Audience Surveys</u>	
	<u>1st Time</u> (233)	<u>Regular Audience</u> (257)	<u>Current</u> (38)	<u>Never</u> (322)	<u>Gen.</u> (54)	<u>Black Nativity</u> (439)	(493)	<u>1990*</u> (164)	<u>1988**</u> 100%
	100%	100%	100%	100%	100%	100%	100%	100%	
<u>Occupation</u>									
Prof/Mgr	50	61	67	46	59	55	56	49	37
Stud./Retired	28	20	19	24	19	25	24	22	NA
Other	22	19	14	20	22	20	20	29	NA
<u>HH Income</u>									
Under 10K	12	5	4	8	13	7	8	24	35
10-24K	16	17	11	16	23	15	16		
25-49	35	33	41	34	45	34	34		
50K & Over	37	45	44	42	30	43	42		
<u>Residence</u>									
St. Paul	29	33	44	27	22	32	31	NA	NA
Mpls.	39	44	31	43	66	38	41	NA	NA
All Other	32	23	25	30	12	30	28	NA	NA
<u>Media Access</u>									
Word of Mouth	60	42	13	55	40	52	40	NA	NA
Mailings	10	31	62	16	31	19	31	NA	NA
Star Tribune	39	46	38	45	35	44	43	NA	NA
Pioneer Press	15	12	28	12	10	14	13	NA	NA
Twin Cities Reader	10	14	31	10	23	10	12	NA	NA
City Pages	6	11	19	7	14	8	8	NA	NA
Insight	4	12	9	3	12	3	4	NA	NA
Mpls. Spokesman	2	12	21	4	18	6	7	NA	NA

A P P E N D I X

AUDIENCE SURVEY

INSTRUCTIONS

1. Read carefully and check the appropriate answers.
2. Drop the completed questionnaire in the box provided in the lobby.
3. If you have any questions, please ask the usher for help.
4. Please put your name on the mailing list if you'd like to receive more information about the theatre.

<u>TITLE OF SHOW</u>	<u>DAY OF WEEK</u>	<u>MONTH</u>
<input type="checkbox"/> Generations	<input type="checkbox"/> Thursday	<input type="checkbox"/> October
<input type="checkbox"/> Black Nativity	<input type="checkbox"/> Friday	<input type="checkbox"/> November
	<input type="checkbox"/> Saturday	<input type="checkbox"/> December
	<input type="checkbox"/> Sunday	

AUDIENCE SURVEY

Please check the most appropriate answers for each question.

1. Is this the first time you've attended a Penumbra Theatre performance? ☐ yes
☐ no
2. In what year did you first attend a production at Penumbra Theatre? _____
3. What other Theatre's listed below have you attended over the past two years? (check as many apply.)
4. How would you rate the general quality of the performances at each theatre listed below?

<u>Question 3.</u>		<u>Question 4.</u>				
		Excellent	Very Good	Average	Needs Improvement	Didn't Know
Guthrie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mixed Blood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cricket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Illusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ordway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre de Le Jeune Lune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Compared to other Theatres that you've attended, how would you rate the Penumbra Theatre's.....

	Excellent	Very Good	Average	Below Average
Program Selections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism in it's Presentations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity of it's staging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Compared to other Theatre's that present African-American themes how would you rate the.....

	Better Than Most <input type="checkbox"/>	About Average <input type="checkbox"/>	Below Average <input type="checkbox"/>
Relevancy of Penumbra's programs for African-Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elegance of the Theatre's accomodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility to the African-American community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Thinking of the statements below.....

7a. How important are the factors in how or when you decide to attend a specific theatrical performance?

7b. How important was each in your decision to attend tonight's performance?

	Question 7a.			Question 7b.		
	Very	Somewhat	Not Very	Very	Somewhat	Not Very
It's nearby, in the neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation of the theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Title of Play/Story Theme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation of Playwright	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desire to support the theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How familiar are you with Penumbra's.....

	Very Familiar	Somewhat Familiar	Not at all familiar
Main Stage Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Touring Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer Program for Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participation in North Carolina conference of Black Theatre in America	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How likely is it that you'd support a special "Young Peoples Season" at Penumbra?

Very likely ☐
Somewhat likely ☐

Not likely ☐
Don't Know ☐

10. If you answered very or somewhat likely to the above question which would most appeal to you?

A concurrent season ☐ A matinee season ☐ Other (specify) _____

11. Thinking of Penumbra's outreach programs, such as the Touring plays or Summer Institute, would you like to see more or less effort exerted on such programs?

More effort ☐
About the same ☐

Less effort ☐
Don't know ☐

12. As you know Penumbra is experiencing some overall growth; as a member of the audience would you like to see more emphasis on outreach programs that go out into the community or would you like to see more emphasis on the main stage programs?

More emphasis on outreach programs ☐ Continue the way it is ☐ Not sure ☐

More emphasis on main stage programs ☐ Other (specify) _____

13. How convenient or inconvenient was the old Actor's Theatre location for you?

Very convenient ☐ Somewhat convenient ☐ Somewhat inconvenient ☐

Very inconvenient ☐ Made no difference ☐

14. How do you feel about Penumbra's present location at the Martin Luther King Center in St. Paul; that is would you be likely to attend more of ten- or -less of ten if the Theatre were located somewhere else?

More often ☐ About same ☐ Less often ☐ Don't know/Uncertain ☐

15. If the Theatre were to move...what do you feel should be the managements criteria in choosing a new or different location? (check as many as apply)

Accessibility by auto, bus etc, ☐ More Space ☐ Adequate parking ☐

Proximity to shopping ☐ Proximity to restaurants ☐ Overhead costs ☐

Remaining in present community ☐ Other(specify) _____

16. Are you now, or have you ever been a season ticket holder at Penumbra?

Never ☐ Currently ☐ Not currently ☐

17. Are you currently a season ticket holder at the ..Guthrie ☐ Illusion ☐
Cricket ☐ Mixed Blood ☐
Children's ☐ Other(specify)_____
18. Other than buying tickets to performances how likely is it that you will make a financial contribution in the next year to.....
- | | | | |
|----------------|--------------------------|--------------------------|--------------------------|
| | Very likely | Somewhat likely | Very unlikely |
| Penumbra | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other Theatres | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
19. How many persons currently live in your household? one ☐ two ☐ three ☐ four or more ☐
20. How many persons from your household are attending this performance tonight...._____
21. In which age category are you..... Under 18 years olds ☐ 25-34 ☐ 45-54 ☐
18-24 ☐ 35-44 ☐ 55 or older ☐
22. What is your gender? Male ☐ Female ☐
23. What is your main occupation? Managerial ☐ Professional ☐ Student ☐
Technical specialist ☐ Clerical/sales ☐ Retired ☐
Crafts/skilled ☐ Laborer/Unskilled ☐
24. What is your educational status? Advanced graduate degree ☐ College Degree ☐
Some college ☐ High School graduate ☐ Other (specify) _____
25. Do you currently reside/live in? St. Paul ☐ Other(specify)_____ (zip code) _____
Minneapolis ☐
26. How do you get most of your information about the Penumbra Theatre Company?
- | | | |
|--|---|--|
| Daily Press: | Weekly Press: | African-American Press: |
| Star Tribune <input type="checkbox"/> | Twin City Reader <input type="checkbox"/> | Minneapolis Spokesman <input type="checkbox"/> |
| Pioneer Press <input type="checkbox"/> | City Pages <input type="checkbox"/> | St. Paul Recorder <input type="checkbox"/> |
| | | Insight <input type="checkbox"/> |
- Mailings ☐ Word of month ☐ Other (specify)_____
27. Which are youAfrican-American ☐ White ☐ Native-American ☐
Asian-American ☐ Hispanic-American ☐ Other (specify)_____
28. In which income category does your household fall-that's including the combined income of all employed persons .. under 10,000 ☐ 25,000-34,999 ☐
10,000-14,999 ☐ 35,000-49,999 ☐
15,000-24,999 ☐ 50,000 or more ☐