

Texas Shakespeare Festival Audience Survey 2006
Total: 755

Name of play you are enjoying today:	Count	%
Coriolanus	126	16.7%
The School for Husbands	199	26.4%
Pericles	174	23.0%
Harvey	159	21.1%
The Monkey King	32	4.2%

What other plays do you plan to attend:	Count	%
Coriolanus	408	60.6%
The School for Husbands	429	63.7%
Pericles	431	64.0%
Harvey	397	59.0%
The Monkey King	177	26.3%

Please indicate satisfaction with the following:	Excellent		Good		Poor	
	Count	%	Count	%	Count	%
Box Office Service	648	85.8%	66	8.7%	14	1.9%
Statford Room concessions	478	63.3%	205	27.2%	15	2.0%
Selection of Plays	514	68.1%	193	25.6%	16	2.1%
Overall quality of production(s)	664	87.9%	51	6.8%	8	1.1%
Comfort of the theater	379	50.2%	282	37.4%	65	8.6%
Texas Shakespeare Festival experience in general	657	87.0%	60	7.9%	8	1.1%

How did you hear about the TSF?	Count	%
Word of Mouth	266	35.9%
Radio / TV advertising	51	6.9%
TSF Brochure	157	21.2%
Past Patron	470	63.4%
Newspaper or magazine ad	105	14.2%
I-20 Billboard	12	1.6%
TSF website	43	5.8%
Other	81	10.9%

How many miles did you travel to attend the TSF?	Count	%
0-20	266	35.2%
20-50	236	31.3%
50-100	96	12.7%
more than 100	154	20.4%

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Is this your first trip to Kilgore?	Count	%
Yes	66	8.7%
No	680	90.1%

Is this your first time to the Texas Shakespeare Festival?	Count	%
Yes	123	16.3%
No	625	82.8%

Before or after, will you eat out?	Count	%
in Kilgore	356	48.5%
in Longview	168	22.9%
in Tyler	46	6.3%
in Henderson	26	3.5%
other neighboring city	23	3.1%
No	205	27.9%

During this visit will you stay overnight in any of the following?	Count	%
Kilgore motel	85	11.3%
neighboring city motel	14	1.9%
friend or relatives	81	10.7%
not staying overnight	521	69.0%

Do you plan to visit any of the following?	Count	%
East Texas Oil Museum	84	28.5%
Worlds Richest Acre Park	54	18.3%
Kilgore Rangerette Showcase	50	16.9%
Shakespeare Garden	218	73.9%
Longview Museums or attractions	26	8.8%
Museums or attractions in the East Texas area	65	22.0%

Do you think TSF is of benefit to the East Texas region?	Count	%
Yes	741	98.1%
No	4	.5%

Are you	Count	%
a student at Kilgore College	8	1.1%
a student at another college	37	4.9%
a member of Kilgore College faculty or staff	10	1.3%
a member of a group (5 or more) organized to attend	76	10.1%

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Age of person completing survey	Count	%
under 25	76	10.1%
25-55	251	33.2%
56-65	212	28.1%
over 65	212	28.1%

Median household income	Count	%
\$10,000 to \$30,000	64	8.5%
\$30,000 to \$50,000	117	15.5%
\$50,000 to \$75,000	139	18.4%
\$75,000 to \$100,000	117	15.5%
above \$100,000	127	16.8%
Prefer not to answer	144	19.1%

Ethnicity	Count	%
American Indian	3	.4%
Asian	3	.4%
African American	4	.5%
Hispanic	4	.5%
Caucasian	661	87.5%
Multi-Racial	6	.8%
Prefer not to answer	52	6.9%