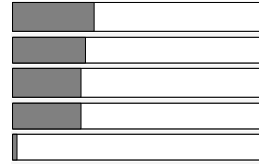


Texas Shakespeare Festival Audience Survey 2007

Total Respondents: 617

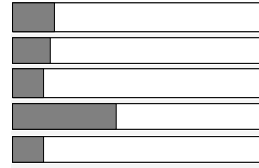
Name of today's performance

Response	Count	%
Othello	196	32.50
Much Ado About Nothing	176	29.19
Amadeus	166	27.53
Man of La Mancha	165	27.36
The Little Blue House	14	2.32



How many of the season productions will/did you attend?

Response	Count	%
1	101	17.26
2	92	15.73
3	75	12.82
4	240	41.03
5	77	13.16



Were you satisfied with the following?

Gift items

Response	Count	%
Yes	387	82.17
No	84	17.83



Auditorium temperature

Response	Count	%
Yes	475	83.48
No	94	16.52



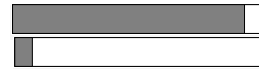
Auditorium seating

Response	Count	%
Yes	552	95.01
No	29	4.99



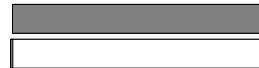
Food/Refreshments

Response	Count	%
Yes	460	92.56
No	37	7.44



Box office service

Response	Count	%
Yes	544	98.55
No	8	1.45



Selection of plays

Response	Count	%
Yes	553	98.75
No	7	1.25

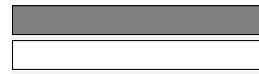


Texas Shakespeare Festival Audience Survey 2007

Total Respondents: 617

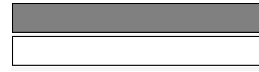
Overall quality of production(s)

Response	Count	%
Yes	563	99.47
No	3	0.53



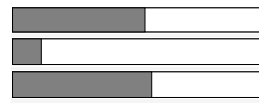
TSF experience in general

Response	Count	%
Yes	572	100.00
No	0	0.00



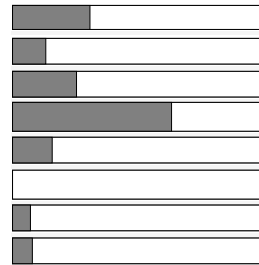
Did you participate in any of the following?

Response	Count	%
Pre-show introductions	49	52.69
Backstage tours	11	11.83
Open changeover	51	54.84



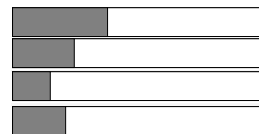
How did you hear about the Texas Shakespeare Festival?

Response	Count	%
Word of mouth	169	31.07
Radio/TV advertising	76	13.97
TSF Brochure	143	26.29
Past patron	344	63.24
Newspaper or magazine ad/story	88	16.18
I-20 Billboard	7	1.29
Hwy 259 Banner	41	7.54
TSF Website/Internet	45	8.27



How many miles did you travel to attend the TSF?

Response	Count	%
0-20	226	37.54
21-50	152	25.25
51-100	94	15.61
more than 100	130	21.59



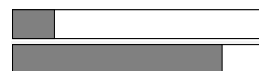
Is this your first trip to Kilgore?

Response	Count	%
Yes	38	6.32
No	563	93.68



Is this your first time to the Texas Shakespeare Festival?

Response	Count	%
Yes	105	17.47
No	496	82.53

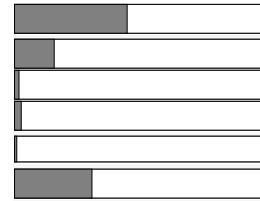


Texas Shakespeare Festival Audience Survey 2007

Total Respondents: 617

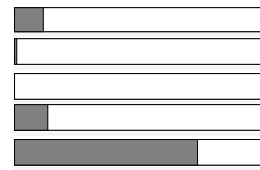
Before or after attending TSF, will you eat out?

Response	Count	%
in Kilgore	266	44.48
in Longview	100	16.72
in Tyler	15	2.51
in Henderson	19	3.18
other neighboring city	12	2.01
No	186	31.10



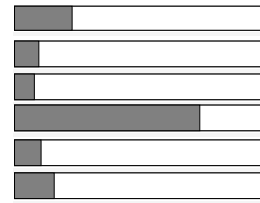
During this visit, will you stay overnight?

Response	Count	%
in a Kilgore motel	65	11.78
in a neighboring city motel	9	1.63
in an area RV or campsite	2	0.36
with friend or relatives	74	13.41
not staying overnight	402	72.83



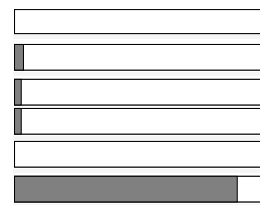
During this visit, do you plan to visit any of the following?

Response	Count	%
East Texas Oil Museum	47	23.62
World's Richest Acre Park	20	10.05
Kilgore College Rangerette Showcase	17	8.54
Shakespeare Garden	146	73.37
Longview Museums or attractions	23	11.56
Museums or attractions in the ET Area	33	16.58



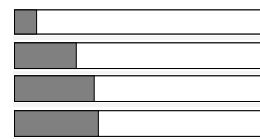
Are you:

Response	Count	%
a student at Kilgore College	6	1.01
a student at another college	24	4.02
a member of Kilgore College's faculty or staff	21	3.52
a member of a group organized to attend	20	3.35
attending TSF acting/combat workshops	2	0.34
None of the above	524	87.77



Age of person completing survey:

Response	Count	%
under 25	56	9.30
26-55	152	25.25
56-65	194	32.23
over 65	200	33.22



Texas Shakespeare Festival Audience Survey 2007

Total Respondents: 617

Household income:

Response	Count	%	
\$10,000-\$30,000	47	8.27	
\$31,000-\$50,000	53	9.33	
\$51,000-\$75,000	99	17.43	
\$76,000-\$100,000	87	15.32	
above \$100,000	122	21.48	
Prefer not to answer	160	28.17	

Ethnicity or Racial Identity:

Response	Count	%	
American Indian	6	1.00	
Asian	6	1.00	
African American	6	1.00	
Hispanic	5	0.83	
Caucasian	549	91.50	
Multi-Racial	3	0.50	
Prefer not to answer	25	4.17	

Do you think TSF is of benefit to the East Texas region?

Response	Count	%	
Yes	588	100.00	
No	0	0.00	