

## Arts in Estero Questionnaire

An exciting new project is being proposed for Estero! **Gulfshore Playhouse, a not-for-profit professional regional theatre**, has received a generous donation of land by the D'Jamoos Group Ltd, for inclusion in their mixed-use development called Estero-on-the-River on the corner of Corkscrew Road and US 41. Gulfshore Playhouse will sit like a jewel in the middle of this European-style walking village, amid boutiques, lake-side restaurants, specialty shops, art galleries and other cultural spaces, all complemented by places for people to live and work. Gulfshore Playhouse will proudly boast a **550-seat Mainstage Proscenium Theatre** in which we will run a six show season consisting of important classics, world premieres, recent Broadway and Off-Broadway hits, comedies, dramas and musicals. Our **150-seat Studio Theatre** will be a home for children's theatre, experimental works, concerts and cabaret. Our **Learning Institute** will provide space for children to learn more about themselves and the arts, allowing their creativity to flourish as they gain confidence through self-expression and find joy and friendship through shared experience with other children.

We would appreciate you taking an active part in helping to build the Playhouse by taking the time to answer a few questions:

1) Have you ever attended a live theatrical event?

\_\_\_ NO. (If no, please proceed to question #8)

\_\_\_ YES, I attend or have attended a live theatrical event

Once      A few time      Several times a month      Several Times per year

2) Please check if you have ever seen a play or musical at the following:

\_\_\_ Sugden Theatre    \_\_\_ The Phil    \_\_\_ The Barbara B. Mann    \_\_\_ Florida Rep

\_\_\_ Naples Dinner Theatre    \_\_\_ Broadway Palm Dinner Theatre    \_\_\_ FGCU

3) Please rate what you like to see the most to the least (1 being best, 5 being least)

\_\_\_ Drama

\_\_\_ Comedy

\_\_\_ Musical

\_\_\_ Experimental

\_\_\_ Children's Theatre

\_\_\_ Other \_\_\_\_\_

4) Would you go to see a play by an unknown playwright?

Yes \_\_\_ No \_\_\_

5) Would you go see a play that had a nationally-known actor or star?

Yes \_\_\_ No \_\_\_

6) Would you go see a world premiere?

Yes \_\_\_ No \_\_\_

7) Please rate what motivates your decision to go see live theatre (1 being best, 5 least)

- Price
- Production
- Star
- Venue
- Driving Time

8) How many months per year do you live in Southwest Florida? \_\_\_\_\_

9) Please rate your preferred form of entertainment (1 being best, six being worst)

- Movies
- Shopping
- Television
- Outdoor music festivals
- Art shows
- Restaurant Dining

10) Please rate your preferred method of keeping informed about entertainment opportunities in Southwest Florida (1 being best, 7 being worst)

- TV
- Radio
- Newspaper
- Magazines
- Direct Mail
- Internet
- Outdoor Boards

Many thanks for filling out the questionnaire. Now we'd like to find out a little about you. Keep in mind your answers are anonymous. Thank you. We hope to see you on Opening Night!

What is your age?

25-34 \_\_\_\_\_

35-44 \_\_\_\_\_

45-54 \_\_\_\_\_

55-64 \_\_\_\_\_

65+ \_\_\_\_\_

Male or Female? \_\_\_\_\_

Are you married, divorced or single? \_\_\_\_\_

Do you have any children in Household? Yes \_\_\_\_ No \_\_\_\_

If yes, what age?

6-10 \_\_\_\_

10-14 \_\_\_\_

14-18 \_\_\_\_

What is your household Income:

\$25,000-\$50,000 \_\_\_\_

\$50,000-\$75,000 \_\_\_\_

\$75,000- \$100,000 \_\_\_\_

\$100,000-\$200,000 \_\_\_\_

\$200,000-\$250,000 \_\_\_\_

Do you own your own home? \_\_\_\_ Yes \_\_\_\_ No

If yes, what is your home value?

\$100,000-\$150,000 \_\_\_\_

\$150,000-\$200,000 \_\_\_\_

\$200,000-\$300,000 \_\_\_\_

\$300,000-\$400,000 \_\_\_\_

\$400,000-\$500,000 \_\_\_\_

\$500,000-\$600,000 \_\_\_\_

\$600,000+ \_\_\_\_

Please email your completed questionnaire to [KCoury@gulfshoreplayhouse.org](mailto:KCoury@gulfshoreplayhouse.org) Many thanks for your cooperation! [www.gulfshoreplayhouse.org](http://www.gulfshoreplayhouse.org)