



## Stefanie H. Weill Center Engagement Survey

**Dear Weill Center community and beyond,**

**This Community Engagement Survey will gather information on your motivations and preferences for attending entertainment-related events in our region.**

**It will close on Wednesday, December 15 at 5 p.m. CST.**

**If you complete the survey and provide your contact information, you will be entered into a drawing for a chance to win a \$100 Weill Center gift certificate.**

**Thank you for your participation. Your feedback will be invaluable to us as we continue to explore new ways to provide quality entertainment to our community.**

**This survey is being independently administered and tabulated by Arts Consulting Group, Inc. ([www.ArtsConsulting.com](http://www.ArtsConsulting.com)).**

## Stefanie H. Weill Center Engagement Survey

### Section I: Your participation in and perceptions of arts, culture, and entertainment events in Sheboygan

1. Before COVID-19, how would you describe the arts, culture, and entertainment scene in Sheboygan?

- There was a great deal of choice, and I could always find what I wanted to see or do
- There was a good amount of choice, and I usually found something that I wanted to see or do
- There were some opportunities to find something that I wanted to see or do, but I would have liked more options
- There were limited opportunities and it was difficult for me to find anything of interest

2. Before COVID-19, on average, how many times per year did you attend arts, culture, and entertainment events in Sheboygan?

- Did not attend
- 1-5 times per year
- 6-11 times per year
- 12-24 times per year (i.e. 1-2 times per month on average)
- More than 24 times per year (i.e. more than 2 times per month on average)

3. Beyond attendance, have you ever supported any arts and culture organization in Sheboygan through an individual gift or donation, at any level? (Select all that apply)

- Yes - with a donation
- Yes - through volunteering
- No
- Not sure / Don't remember

4. On occasions where you have found yourself choosing not to attend arts, culture, and entertainment events, what were your barriers to participation? Please select all that apply.

- Cost of tickets were too high
- Unaware of events
- Not interested in arts, culture, and entertainment events
- Interested in arts, culture, and entertainment events, but unappealing program offerings
- Distance or travel time from home
- Lack of adequate transportation
- Friends/family don't attend
- Lack of time/too busy
- Childcare difficulties
- Accessibility
- N/A - I attended frequently
- Other (please specify):

5. Which of the following types of events have you attended at any venue in any city in the past three years? Please select all that apply.

- Broadway musicals (touring show or locally produced)
- Theater plays (non-musical, dramatic, comedic, variety acts, etc.)
- Classical music (symphonic, orchestra, chamber music concerts, solo recitals, etc.)
- Outdoor festivals
- Rock music/concerts
- Pop music/concerts
- R&B/Jazz/Blues music/concerts
- Country music/concerts
- Tribute bands music/concerts
- Bluegrass/Folk/Indie/Americana music/concerts
- Alternative (emo, punk, grunge, metal) music/concerts
- Hip Hop or Rap music/concerts
- Religious music/concerts
- Dance productions (ballet, modern, contemporary dance, etc.)

- Children Oriented performances and events (for children and/or by children)
- Family/All Ages Oriented performances and events
- Comedy (stand Up and/or improv)
- Dancing at a night club
- EDM music
- Open mic nights or karaoke
- Cultural events (events with cultural/world themes)
- Events prioritizing BIPOC (Black, Indigenous and People of Color)
- Events inclusive of LGBTQ+
- Immersive experiences and/ or interactive pop-ups (Van Gogh exhibit, FRIENDS Experience pop-ups)
- Movies
- Film festivals
- Outdoor music festivals
- Lectures (Ted Talks, etc.)
- I have not attended any events in the past three years
- Other (please specify):

6. How often did you attend these types of events per year?

- Did not attend
- 1-5 times per year
- 6-11 times per year
- 12-24 times per year (i.e. 1-2 times per month on average)
- More than 24 times per year (i.e. more than 2 times per month on average)

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**Section II: Your preferences for arts, culture, and entertainment events**

7. Please tell us the importance of the following production factors or experiences that influence your decision to attend arts, culture, and entertainment events.

	Very Important	Somewhat Important	Neutral / Indifferent	Not Very Important	Not Important At All	N/A - No Opinion or Don't Attend
Enjoyment of live entertainment	<input type="radio"/>					
Familiarity with the show/program/performer	<input type="radio"/>					
Local performers or guest artist	<input type="radio"/>					
I want to experience something new	<input type="radio"/>					
I want to be able to eat during the event	<input type="radio"/>					
I want to be able to drink during the event	<input type="radio"/>					
I want to be able to stand up/dance during the event	<input type="radio"/>					
Overall quality of production	<input type="radio"/>					

8. How much do you typically spend on a ticket to a concert, show or event?

- \$0-\$20
- \$21-\$50
- \$51-\$100
- \$101 or more
- depends on the event

9. Please tell us the importance of the following social or community factors that influence your decision to attend arts, culture, and entertainment events.

	Very Important	Somewhat Important	Neutral / Indifferent	Not Very Important	Not Important At All	N/A - No Opinion or Don't Attend
Event ambiance	<input type="radio"/>					
Strong campaign, media presence	<input type="radio"/>					
Family or friends attend	<input type="radio"/>					
Opportunity to meet new people	<input type="radio"/>					
I want to support local arts organizations	<input type="radio"/>					
The content is relevant to me or my community	<input type="radio"/>					
Affordability	<input type="radio"/>					
Location	<input type="radio"/>					
Venue	<input type="radio"/>					
Concessions	<input type="radio"/>					
Parking	<input type="radio"/>					
Accessibility/special needs	<input type="radio"/>					

10. (Optional) Please add any other comments or suggestions about factors that influence your decision to attend arts, culture, and entertainment events:

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### Section III: Marketing and brand perception

11. How do you normally find out about arts, culture, and entertainment events in Sheboygan? Please select all that apply.

- Organizations' websites
- Social media (Facebook, Twitter, Instagram, etc.)
- Direct electronic communication from arts organizations (newsletters, emails, etc.)
- Direct print communication from arts organizations (season brochures, programs, event leaflets, etc.)
- Print ads and campaigns in local media or businesses (newspapers, posters, billboards, magazines, etc.)
- Digital Ads (on webpages)
- Ads and appearances at local audio-visual channels (Spotify, Pandora, local TV, radio, etc.)
- Local event calendars
- Community presentations by organization staff
- Word of mouth (recommended by family, friends, colleagues, etc.)
- Other (please specify):

12. Please drag the slider to the position that most accurately describes arts, culture, and entertainment events that are most attractive to you:

Informal Formal

13. Please drag the slider to the position that most accurately describes arts, culture, and entertainment events that are most attractive to you:

Inclusive Exclusive

14. Please drag the slider to the position that most accurately describes arts, culture, and entertainment events that are most attractive to you:

Bold / Experimental Conventional / Traditional

15. Please drag the slider to the position that most accurately describes arts, culture, and entertainment events that are most attractive to you:

Fun / Entertaining Serious / Make Me Think

16. Please drag the slider to the position that most accurately describes arts, culture, and entertainment events that are most attractive to you:

Small scale performances Large scale productions

17. (Optional) Please add any other comments, observations, or suggestions regarding arts, culture, and entertainment events in Sheboygan:

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**Section IV: Your experience and engagement with Stefanie H. Weill Center before COVID-19**

18. What was your relationship with the Weill Center before COVID-19? Please select only one.

- I have never heard of the Weill Center
- I knew of the Weill Center before COVID-19, but did not attend any of their events or performances
- I attended events at the Weill Center prior to COVID-19
- Other (please specify)

19. Beyond attendance, have you ever supported the Weill Center through an individual gift or donation, at any level?

- Yes, (\$50 or less)
- Yes, (\$100 - \$250)
- Yes, (\$500 - \$1,000)
- Yes, (\$2,500 - \$5,000)
- Yes, (\$10,000+)
- I supported the Weill Center before, but I am not sure at what level
- I don't remember / I am not sure if I supported the Weill Center before
- No

20. Have you ever volunteered at the Weill Center?

Yes

No

Other (please specify)

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**Section V: Your preferences post COVID-19 with the Weill Center**

21. What types of programs would you like the Weill Center to prioritize coming out of COVID-19?

	Top Priority	Secondary Priority	Medium Priority	Low Priority	No Priority	N/A - No Opinion or Don't Know
Broadway Musicals (touring show or locally produced)	<input type="radio"/>					
Theater Plays (non-musical, dramatic, comedic, variety acts, etc.)	<input type="radio"/>					
Classical Music (symphonic, orchestra, chamber music concerts, solo recitals, etc.)	<input type="radio"/>					
Outdoor Festivals	<input type="radio"/>					
Rock Music/Concerts	<input type="radio"/>					
Pop Music/Concerts	<input type="radio"/>					
R&B/Jazz/Blues music/concerts	<input type="radio"/>					
Country Music/Concerts	<input type="radio"/>					
Tribute bands Music/Concerts	<input type="radio"/>					
Bluegrass/Folk/Indie/Americana Music/Concerts	<input type="radio"/>					
Alternative (emo, punk, grunge, metal) Music/Concerts	<input type="radio"/>					
Hip Hop or Rap Music/Concerts	<input type="radio"/>					
Religious Music/Concerts	<input type="radio"/>					
Dance Productions (ballet, modern, contemporary dance, etc.)	<input type="radio"/>					
Children Oriented Performances and Events (for children and/or by children)	<input type="radio"/>					

	Top Priority	Secondary Priority	Medium Priority	Low Priority	No Priority	N/A - No Opinion or Don't Know
Family/All Ages Oriented Performances and Events	<input type="radio"/>					
Comedy (Stand Up and/or Improv)	<input type="radio"/>					
Dancing at a night club	<input type="radio"/>					
EDM Music	<input type="radio"/>					
Open mic nights or Karaoke	<input type="radio"/>					
Cultural events (events with cultural/world themes)	<input type="radio"/>					
Events prioritizing BIPOC (Black, Indigenous and People of Color)	<input type="radio"/>					
Events inclusive of LGBTQ+	<input type="radio"/>					
Immersive experiences and/ or interactive pop-ups (Van Gogh exhibit, FRIENDS Experience pop-ups)	<input type="radio"/>					
Movies	<input type="radio"/>					
Film festivals	<input type="radio"/>					
Outdoor music festivals	<input type="radio"/>					
Lectures (Ted Talks, etc.)	<input type="radio"/>					

Other (please specify):

22. (Optional) Please add any other comments, observations, or suggestions regarding programming at the Weill Center:

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**Section VI: About your background.**

23. What is your age?

- Below 21
- 22-34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75+
- Prefer not to answer

24. What is your employment status?

- Full-time
- Part-time
- Currently unemployed
- Self-employed
- Student
- Retired
- Other (please specify)

25. What is your annual household income?

- Less than \$35,000
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000+
- Prefer not to answer

26. Which category best describes your race or ethnic identity?

- Asian
- Black or African American
- Hispanic
- Indigenous
- Native Hawaiian or Other Pacific Islander
- White
- Some other race alone
- More than one race
- Other (please specify)

27. Where is your primary residence (name your city, town, or village)?

28. If you would like to have your name entered into a drawing for a chance to win a \$100 Weill Center gift certificate, please provide your contact information below. Otherwise please just click "Next" below. Your name and contact information will not be shared with third parties.

**Name**

**Email Address**

**Phone Number**



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**Thank you for your participation and feedback. Winners of the drawing will be notified by the Weill Center by December 17, 2021. Please click "Submit" below to submit your responses.**