

## Albuquerque Philharmonic Orchestra Audience Survey (2017/18 Season)

Thanks for taking a minute to complete this survey. Your participation helps us meet grant funding reporting requirements. Completed surveys may be returned at the welcome table or to the greeters, mailed to **NMAPO, PO Box 36893, Albuquerque, NM 87176** or scanned and emailed to **development@nmapo.org**. A link to this survey is online at **www.nmapo.org**.

TODAY'S DATE \_\_\_\_\_

Concert Location \_\_\_\_\_

### Demographic Information

1. Your Age

- Under 18     18-25     26-39  
 40 – 55     56-69     70+

3. Describe your Economic Condition

- Struggling     Comfortable     Wealthy

2. Your Ethnicity (check all that apply)

- Native American  
 Asian / Pacific Islander  
 Black / African American  
 White / Caucasian  
 Hispanic / Latino  
 Other \_\_\_\_\_

4. Employment Status

- Student     Employed     Unemployed  
 Retired     Disabled

5. Where do you live?

State and Zip \_\_\_\_\_

6. How often do you attend our concerts?

- Regularly     Occasionally     This is my first concert

7. What attracts you to APO concerts? (check all that apply)

- \_\_\_\_ Free admission  
\_\_\_\_ Performance Quality  
\_\_\_\_ Music selections/repertoire  
\_\_\_\_ Soloists/Conductors  
\_\_\_\_ The concert was in/near my neighborhood  
\_\_\_\_ Educational experience  
\_\_\_\_ Performance space/venue  
\_\_\_\_ Friend or family member is in the orchestra  
\_\_\_\_ Brownies!

8. How did you learn about this concert?

- Posters     Social Media     Print Media     Radio  
 Online Event Calendar     Friend or Family Member     Other \_\_\_\_\_

Tell us which publication or location where you saw the ad? \_\_\_\_\_

Comments/Suggestions: