

## Albuquerque Philharmonic Orchestra Audience Survey (2017)

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 or mailed to **NMAPO, PO Box 36893, Albuquerque, NM 87176**. You can also find this survey online at **www.nmapo.org**.

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

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

### Demographic Information

1. Your Age  
 Under 18     18-25     26-55  
 56-65     66+
2. Gender  
 Male     Female
3. Your Ethnicity (check all that apply)  
 Native American  
 Asian / Pacific Islander  
 Black / African American  
 White / Caucasian  
 Hispanic / Latino  
 Other \_\_\_\_\_
4. Describe your Economic Condition  
 Struggling     Comfortable     Wealthy
5. Employment Status  
 Student     Employed     Unemployed  
 Retired     Disabled
6. Where do you live?  
If US Citizen, State \_\_\_\_\_ If  
If Local, Zip \_\_\_\_\_  
Outside US? Country \_\_\_\_\_
7. How often do you attend our concerts?  
 Regularly     Occasionally    Number per season \_\_\_\_\_  
 This is my first concert
8. Are you here with a group?     Yes, How Many? \_\_\_\_\_     No
9. 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!
10. How did you learn about this concert?  
 Posters     Social Media     Print Media     Radio  
 Online Event Calendar     Friend or Family Member     Other \_\_\_\_\_

Comments/Suggestions (continue on back if needed):