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COMMUNITY/CONVENTION CENTER
City of Sacramento
ADMINISTRATION OFFICES

June 13, 1989

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: B. CUSTOMER SURVEY

SUMMARY

This report outlines steps being taken by the Department to record customer satisfaction with the existing Community/Convention Center.

BACKGROUND

This report is the second report in a series of reports back requested by the Budget and Finance Committee. This report addresses the question concerning what information is available on user/customer satisfaction.

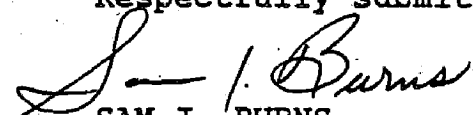
A survey of Theater users is currently in progress. The survey developed by KCA Research, Inc., has been implemented at five different Theater events: the symphony, the ballet, the opera, a concert and a Broadway show. The last survey was conducted on Saturday, June 2, 1989 at the production of Oba Oba. The results of the survey and analysis are expected by mid July. A copy of the survey instrument is attached as Exhibit I.

As a part of the Community/Convention Center Action Plan developed for the 1989-90 fiscal year, a survey will be conducted of licensees using the entire complex. Such a survey will allow Center administration to assess user satisfaction with events planning, rates, events management,

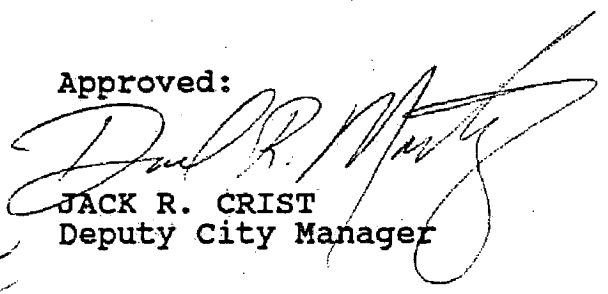
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events set up, and food and beverage facilities. When the results of the survey become available, they will be forwarded to the Budget and Finance Committee.

Respectfully submitted,


SAM J. BURNS
Director

Approved:

for

JACK R. CRIST
Deputy City Manager

June 20, 1989
All Districts

Person to Contact
to Answer Questions:

BARBARA E. BONEBRAKE, Management Officer
449-5291

15. Do you live:

- Within Sacramento City limits
- Outside Sacramento City limits but within Sacramento County limits
- Outside the County of Sacramento

16. What is the highest level of school you have completed?

- Less than high school
- High school graduate
- Some college or technical school
- College graduate
- Post graduate

17. What is your family or household income per year?

- Less than \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$44,999
- \$45,000 to \$54,999
- \$55,000 to \$74,999
- \$75,000 and over

18. Please tell us why you are satisfied or dissatisfied with any of our services:

Thank you for your help.

This survey will be tabulated by:

KCA Research, Inc.



WE WANT TO SERVE YOU BETTER

Please take two minutes to answer this survey, the drop it in the box in the lobby or hand it to a usher tonight. Pencils are available near the box. Your input will help us improve our services and program offerings.

Sacramento Community Convention Center
Theater User Survey

(Prepared by KCA Research, Inc.)

1. What were your reasons for attending this event? (Check all items that apply)

- Like performer/program
- Like performing arts in general
- Social activity with family and friends
- Cultural enrichment
- Season ticket holder
- Other: _____

2. Are you a member of the sponsoring organization (i.e., Opera or Symphony Association?)

Yes No

3. How did you find out about today's event?

- Friend or relative
- Advertisement in newspaper or magazine
- Advertisement on TV or radio
- Newspaper or magazine article
- Member of sponsoring organization
- Received schedule/flyer
- Community/Convention Center calendar
- Other: _____

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4. What other performances would you like to see offered at the Community/Convention Center Theater? (Check all that apply)

- Broadway shows
- Lectures
- Symphony
- Opera
- Ballet
- Jazz concerts
- Country concerts
- Pop concerts
- Rock concerts
- Rhythm & Blues concerts
- Comedy shows
- Other: _____

5. What type of events have you attended at the Community/Convention Center in the past two years? (Check all that apply)

- Broadway shows
- Concerts
- Opera
- Ballet
- Symphony
- Lectures
- Other: _____

6. When you leave this event, do you plan to go to a food or beverage establishment?

- No
- Yes, within walking distance
- Yes, within driving distance

7. How many events at the Community Center Theater do you attend annually?

- One
- Two to Five
- Six or more

8. How do you normally purchase your tickets?

- In person at Center Box Office
- Bass
- Ticketron
- Telephone
- Mail

9. How would you rate the comfort of the facilities at the Community/Convention Center Theater?

- Excellent
- Good
- Fair
- Poor

10. How would you rate the size of the Theater lobby?

- Just right
- Too large
- Too small

11. How would you rate the refreshment service?

- Excellent
- Good
- Fair
- Poor

12. How would you rate the friendliness and courtesy of the Community Center Staff?

- Excellent
- Good
- Fair
- Poor

13. Would you recommend that other people attend an event at the Community Center Theater?

- Yes
- No

We're anxious to know more about the patrons of the Community Center Theater. Your confidential responses to the following questions will be used for statistical purposes only.

14. What is your age?

- Under 24
- 25 to 49
- 50 to 64
- 65 and over