

COMMUNITY/CONVENTION CENTER
City of Sacramento
ADMINISTRATION OFFICES

October 11, 1989

Transportation and Community Development
Sacramento, CA

Honorable Members in Session:

Subject: Sacramento Community/Convention Center Theater
User Survey

Summary

This report transmits a copy of the Sacramento Community/Convention Center Theater Use Survey conducted at the Center in the Spring of 1989. This reports is for information only.

Background

In February through June, 1989, a written user survey was conducted with attendees of five separate types of events at the Sacramento Community/Convention Center Theater. A total of 1583 surveys were tabulated and analyzed for this report. The breakdown by event is:

<u>Event</u>	<u>Number</u>	<u>Percent</u>
Opera	354	22.4
Concert	244	15.4
Ballet	207	13.1
Broadway show	400	25.3
Symphony	378	23.9

Demographic information indicates users of the Community/Convention Center Theater are most likely to be age 25 to 49 (50%) or age 50 or older (45%). It is a highly educated group, with nearly two-thirds having graduated from college or having a postgraduate degree. About 40% of attendees live in the city limits of Sacramento and another 40% live in Sacramento County but outside the city limits. Some 44% of respondents have incomes of \$55,000 or more.

1030 15th Street, Suite 250 Sacramento, California 95814 (916) 449-5291

Background (continued)

Overall, Community/Convention Center Theater attendees have a very high level of satisfaction, because 99.5% of the survey respondents indicated they would recommend that others attend an event at the Theater.

The attached report prepared by KCA Research, Inc. provides an executive summary, recommendations, methodology, demographics, question by question analysis, and an appendix listing verbatim comments.

Results of this survey will be used to develop a profile of attendees and to measure satisfaction with the facility, services, and personnel. Recommendations suggested a broader menu of entertainment is desired; an assessment of the adequacy of refreshment services should be completed by Center staff; more women's restrooms are needed; longer intermissions are desired; and that the audience conversations during performances are disruptive.

An additional survey is in progress to measure the satisfaction of the Licensees (those who rent the facility) with regard to the facility, services and personnel.

Financial Data

None.

Policy Matters

None.

MBE/WBE

None.

October 11, 1989
Transportation and Community Development
Page 3.

Recommendations

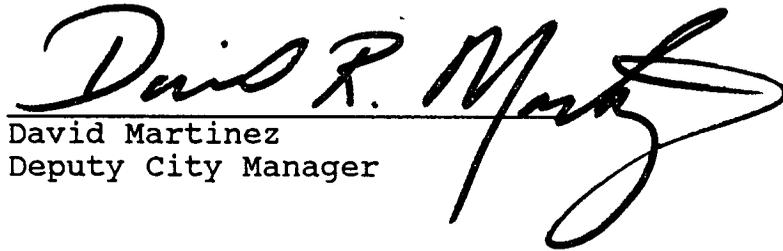
This report is for Committee information only. It is recommended that the committee refer this report to the full City Council for information.

Respectfully submitted,



Barbara E. Bonebrake, for
Sam J. Burns, Director
Community/Convention Center

Recommendation Approved:



David Martinez
Deputy City Manager

October 26, 1989
All Districts

Contact Person to
Answer Questions:

BARBARA BONEBRAKE, MANAGEMENT OFFICER
449-5291

July 5, 1989

RESULTS OF
SACRAMENTO COMMUNITY/CONVENTION CENTER
THEATER USER SURVEY

Prepared for:

Sacramento Community/Convention Center
Sacramento, California

Prepared by:

KCA Research, Inc.
701 Howe Avenue, Suite H-58
Sacramento, California 95825

Table of Contents

Executive Summary..... 1
Recommendations..... 3
Methodology..... 5
Demographics..... 6
Question-by-Question Analysis.....10
Appendix A.....28

Executive Summary

In February through June, 1989, a written user survey was conducted with attendees of five separate types of events at the Sacramento Community/Convention Center Theater. A total of 1583 surveys were tabulated and analyzed for this report. The breakdown by event is :

Event	Number	Percent
. Opera	354	22.4
. Concert	244	15.4
. Ballet	207	13.1
. Broadway show	400	25.3
. Symphony	378	23.9

Demographic information indicates users of the Community/Convention Center Theater are most likely to be age 25 to 49 (50%) or age 50 or older (45%). It is a highly educated group, with nearly two-thirds having graduated from college or having a postgraduate degree. About 40% of attendees live in the city limits of Sacramento and another 40% live in Sacramento County but outside the city limits. Some 44% of respondents have incomes of \$55,000 or more.

People are most likely to have attended an event at the Community/Convention Center Theater because they like the performing arts in general or because they like the specific performer or event. Among opera goers, 42% are members of the sponsoring organization; among symphony goers, 31% are members of the sponsoring organization; and among ballet goers, 25% are members of the sponsoring organization.

Theater attendees are most likely to have heard about the event they attended through word-of-mouth or because they saw an ad in a newspaper or magazine. Opera and symphony goers are more likely to have heard about the event they attended because they are members of the sponsoring organization and received a flyer or calendar.

Survey respondents were asked what other types of programs they would like to see more of at the Community/Convention Center Theater. Three-quarters of respondents indicated that they would like to see more Broadway shows. More than 40% indicated they would like to see more ballet, symphony, jazz concerts, and opera. In the past, survey respondents are most likely to have attended concerts or symphony programs.

Most survey respondents indicated they attend more than one event per year at the Community/Convention Center. They are most likely to purchase their tickets in person at the box office or by mail. They gave positive assessments to the comfort of the facility (with the exception of the adequacy of women's restroom facilities which engendered many angry verbatim comments) and the courtesy and friendliness of the personnel. Their assessment of the refreshment services was not quite as high. Additionally, numerous verbatim complaints were made concerning long waits for refreshments and poor quality wine. Additionally, about three-quarters of respondents feel the lobby is just the right size, and most of the rest feel it is too small.

There were a number of verbatim comments complaining about audience members' conversing during opera performances.

Some 60% of Theater attendees do not go to an eating or beverage establishment following the event at the Theater. Those who do are evenly divided between going to an establishment within walking distance or one within driving distance.

Overall, Community/Convention Center Theater attendees have a very high level of satisfaction, because 99.5% of the survey respondents indicated they would recommend that others attend an event at the Theater.

Recommendations

The results of this survey can be used to develop a profile of Community/Convention Center Theater attendees and to measure satisfaction with the facility, services, and personnel. Follow-up studies can be conducted in the future to ensure customer satisfaction does not erode in any important area.

This information can also be used to target marketing efforts for Community/Convention Center Theater events in the future. In general, the typical attendee is a highly educated individual with an above average household income. One way to expand the market of potential attendees is to broaden the offering of programs and events in order to attract demographic segments which are not currently using the Community/Convention Center to a very high degree. For example, offering more programs like the Jonathan Butler concert will definitely attract a different demographic segment than that which typically attends symphony, opera, and ballet programs. Thus, there is a potential untapped market of less educated, less affluent people who can be attracted to the Community/Convention Center Theater by the appropriate program or events.

Community/Convention Center Theater attendees are most likely to have heard about the event they attended through word-of-mouth comments by friends and relatives. This underlines the importance of providing a high quality product at all times to generate positive word-of-mouth recommendations. Advertisements in newspapers and magazines are also an important source of information concerning Community/Convention Center Theater events. It is recommended paid advertising continue to be emphasized in marketing communications for the Community/Convention Center Theater.

Survey respondents expressed a lower level of satisfaction with the refreshment service than they did with other aspects of service at the Community/Convention Center Theater. Also, there were many verbatim complaints about the refreshment services. It is recommended the Community/Convention Center Theater staff assess the adequacy of refreshment services and, specifically, explore the options of opening refreshment services on the second floor and of increasing service personnel. Numerous comments concerning the quality of the house wine also deserve investigation and perhaps selection of a higher quality wine.

The number of comments concerning inadequate restroom facilities for women and the anger and frustration level apparent in these comments indicate the expansion of the ladies room facilities has not solved the problem in the eyes of Theater users. Community/Convention Center personnel should assess the feasibility of adding additional women's restrooms, as this is still the source of a great deal of dissatisfaction.

The long lines for refreshment services and restroom facilities could be alleviated by extending the intermission by several minutes. This was suggested by numerous consumers in the verbatim comments.

Numerous verbatim comments complained that Theater audiences converse during performances and suggested that ushers remain in the Theater to control this behavior. Again, Community/Convention Center Theater managers should assess the appropriateness of instituting this practice. It is also recommended there be a written announcement prominently placed in the Theater program requesting silence during the performance, and perhaps a verbal announcement could be made over the loudspeaker before the performance commences.

Methodology

In February through June, 1989, a written Theater user survey was conducted for the Sacramento Community/Convention Center. At each of five different events, Community/Convention Center Theater ushers handed written surveys to all attendees. Completed surveys were collected at a drop-in box in the lobby and by ushers.

The events where surveys were collected and the number of surveys returned at each event were as follows:

Event	Date	Number	Percent
Opera	February 24 & 26	354	22.4
Concert (Jonathan Butler)	March 26	244	15.4
Symphony	April 1	207	13.1
Ballet	April 21	400	25.3
Broadway (Oba Oba)	June 2 & 3	378	23.9

The purpose of the survey was to measure satisfaction with Community/Convention Center Theater services and facilities and to determine what other events would be attractive to current users of the Community/Convention Center Theater.

The survey data has been crosstabulated by several variables. Significant findings from the crosstabulated data are mentioned in this report. The variables used for crosstabulation purposes are:

- . Age.
- . Education level.
- . Annual household income.
- . Event attended.

Where appropriate, the results of this survey have been compared to data reported in the Sacramento Bee on April 29, 1989, for a survey conducted by the Sacramento Area Regional Theater Alliance (SARTA) and Business Volunteers in the Arts. This survey was conducted in late 1988 and early 1989 among audiences at 36 performances by 12 Theater groups.

The survey questionnaire had eighteen questions. It was developed by Barbara Bonebrake of the Sacramento Community/Convention Center and Lee Boylan of KCA Research. The surveys were tabulated and the data analyzed by KCA Research. This report has been written by Lee Boylan.

Demographics

A variety of demographic questions were asked of each survey respondent. This information provides a profile of the users of the Sacramento Community/Convention Center Theater.

Table 1 gives the ages of the survey respondents. The majority (50.4%) fell into the 25 to 49 year age range and 45% were age 50 or older.

Crosstabulated data indicate:

- . Opera goers are more likely than the total survey sample to be age 50 and over.
- . Symphony goers are less likely to fall into the 25 to 49 year age range.
- . Almost all the concert goers are under the age of 50.

Table 1. What is your age?

Under 25	76 5.0%
25 to 49	769 50.4%
50 to 64	452 29.6%
65 or Older	228 15.0%
Total	1525 100.0%

The users of the Community/Convention Center Theater are likely to be highly educated, with 63.4% having college or postgraduate degrees.

These statistics on education levels are almost identical to the SARTA survey, which found 31.3% of Theater goers are college graduates and 26.7% have advanced degrees.

Crosstabulated data indicate:

- . Respondents under age 25 are less likely to be college graduates or postgraduates.

- . Respondents age 50 to 64 are more likely to have postgraduate degrees.
- . Opera goers are more likely to have postgraduate degrees.
- . Symphony goers are less likely to have some college and more likely to have postgraduate degrees.
- . Concert goers are more likely to have some college and less likely to have postgraduate degrees.

Table 2. What is the highest level of school you have completed?

Less Than High School	21
	1.4%
High School Graduate	118
	7.7%
Some College or Tech School	418
	27.4%
College Graduate	485
	31.8%
Postgraduate	481
	31.6%
Total	1523
	100.0%

Some 40% of survey respondents live within the Sacramento city limits and another 40% within the county, as shown in Table 3.

Crosstabulated data indicate:

- . Respondents with incomes under \$25,000 are more likely to live within the Sacramento city limits.
- . Respondents with incomes of \$55,000 to \$74,999 are less likely to live within the Sacramento city limits.
- . Symphony goers are more likely to live outside the city limits but within the county.
- . Concert goers are more likely to live within the city limits.

Table 3. Where respondent lives.

Within Sacramento City Limits	606 39.7%
Outside Sacramento City Within County	598 39.1%
Outside the County of Sacramento	324 21.2%
Total	1528 100.0%

The household incomes of the survey respondents are shown in Table 4. Some 43.6% of survey respondents have incomes of \$55,000 or more. Compared to the SARTA survey, the Community/Convention Center Theater attendees are more likely to have incomes in the \$25,000 to \$55,000 range (47% versus 36.7% in the SARTA survey) and more likely to have incomes of \$75,000 or more (23.5% versus 16% with incomes over \$70,000 in the SARTA survey).

Crosstabulated data indicate:

- . Respondents with education levels of high school or lower are more likely to have incomes under \$35,000.
- . Postgraduates are more likely to have incomes over \$75,000.
- . Respondents under age 25 are more likely to have incomes under \$35,000.
- . Respondents age 50 to 64 are more likely to have incomes of \$75,000 or more.
- . Symphony goers are less likely to have incomes in the \$25,000 to \$34,999 range and more likely to have incomes over \$75,000.
- . Concert goers are more likely to have incomes in the \$25,000 to \$44,999 range and less likely to have incomes over \$75,000.

Table 4. What is your family or household income per year?

Less than \$24,999	133 9.4%
\$25,000 to \$34,999	239 16.8%
\$35,000 to \$44,999	231 16.2%
\$45,000 to \$54,999	199 14.0%
\$55,000 to \$74,999	286 20.1%
\$75,000 or More	334 23.5%
Total	1422 100.0%

Question-by-Question Analysis

This section of the report is a question-by-question analysis of the items which were asked in the survey.

Table 5 gives the reasons survey respondents attended the event at the Community/Convention Center Theater. The percentages in the table represent the percent of respondents giving each answer. Because multiple responses were accepted, the total exceeds 100%.

Survey respondents are most likely to say they attended the event at the Community/Convention Center Theater because they like performing arts in general (47.7% of respondents) or because they liked the particular performer or program (41.7%).

The verbatim comments in Appendix A give other reasons for attending. Numerous people said they received tickets as a gift. The Entertainment '89 book was also mentioned especially by ballet goers.

Crosstabulated data indicate:

- . Respondents under age 25 are less likely than the total survey sample to say they attended because they like performing arts in general, for cultural enrichment, or because they are season ticket holders.
- . Respondents age 25 to 49 are less likely to say they attended because they are season ticket holders.
- . Respondents age 50 to 64 are less likely to say they attended because they liked the particular performer or program and are more likely to say they attended because they are season ticket holders.
- . Respondents age 65 or older are less likely to say they attended because they liked the specific performer or program and more likely to say they like performing arts in general or are season ticket holders.
- . Respondents with education levels of high school or less or some college or technical school are less likely to say they attended because they are season ticket holders.
- . Respondents with postgraduate degrees are more likely to say they are season ticket holders.
- . Respondents with incomes under \$25,000 are less likely than the survey sample to say they attended because they like performing arts in general, for cultural enrichment, or because they are season ticket holders.

- . Respondents with incomes of \$25,000 to \$34,999 are less likely to say they attended because they are season ticket holders and more likely to say they liked the particular performer or program.
- . Respondents with incomes of \$55,000 to \$74,999 are more likely to say they attended for cultural enrichment.
- . Respondents with incomes of \$75,000 or more are more likely to say they attended because they are season ticket holders.
- . Opera goers are less likely to say they attended because they liked the particular performer or program and more likely to say they attended because they are season ticket holders or for cultural enrichment.
- . Concert goers are much more likely to say they attended because they liked the particular performer or program and less likely to say they attended because they like performing arts in general, for cultural enrichment, or because they are season ticket holders.
- . Ballet goers are less likely to say they attended because they liked the particular performer or program and more likely to say they attended because they like performing arts in general or for a social activity with family and friends.
- . Broadway goers are less likely to say they attended because they are season ticket holders and more likely to say they attended because they liked the particular performer or program.
- . Symphony goers are less likely to say they attended because they liked the particular performer or program and more likely to say they attended because they are season ticket holders.

Table 5. What were your reasons for attending this event?

Like Performer/Program	645 41.7%
Like Performing Arts in General	738 47.7%
Social Activity with Family/Friends	383 24.8%
Cultural Enrichment	522 33.8%
Season Ticket Holder	525 34.0%
Other	107 6.9%

Total exceeds 100% because multiple responses accepted.

Table 6 indicates that three-quarters of the survey respondents are not members of the organization which sponsored the event they attended. However, this information is more valuable when looked at by specific event:

- . 42.0% of opera goers are members of the sponsoring organization.
- . 1.8% of concert goers are members of the sponsoring organization.
- . 24.6% of ballet goers are members of the sponsoring organization.
- . 5.9% of Broadway goers are members of the sponsoring organization.
- . 31.1% of symphony goers are members of the sponsoring organization.

Crosstabulated data indicate:

- . The older the respondent the more likely the respondent is to be a member of the sponsoring organization. Indeed, 45.1% of respondents age 65 and older are members of a sponsoring organization.
- . Postgraduates are more likely to be members of the sponsoring organization.
- . Respondents with incomes over \$75,000 are more likely to be members of the sponsoring organization.

Table 6. Are you a member of the sponsoring organization?

Yes	327 21.9%
No	1164 78.1%
Total	1491 100.0%

Table 7 shows how survey respondents found out about the event they attended. Respondents were most likely to have heard about the event through a friend or relative or through an advertisement in a newspaper or magazine. This compares to the SARTA survey where 53.7% found out about the theater program they attended through word-of-mouth.

Crosstabulated data indicate:

- . Respondents under age 25 are more likely to have heard about the event from a friend.
- . Respondents age 65 and over are more likely to be a member of the sponsoring organization.
- . Respondents with a high school education or less are more likely to have heard of the event through a friend.
- . Postgraduates are more likely to be a member of the sponsoring organization and to have received a schedule or flyer.
- . Respondents with incomes under \$35,000 are more likely to have heard about the event through a friend.
- . Opera goers are less likely to have heard about the event through an advertisement in a newspaper or magazine and more likely to be a member of the sponsoring organization and to have received a schedule or flyer.
- . Concert goers are more likely to have heard about the event through a friend or through an advertisement on TV or radio.
- . Broadway goers are more likely to have noticed an ad in a newspaper or magazine.

Symphony goers are less likely to have heard about the event from a friend or an advertisement in the newspaper or magazine and more likely to be a member of a sponsoring organization and to have received a schedule or flyer.

Table 7. How did you find out about today's event?

Friend or Relative	393 26.6%
Ad in Newspaper or Magazine	342 23.1%
Ad on TV or Radio	161 10.9%
Newspaper or Magazine Article	52 3.5%
Member of Sponsoring Organization	164 11.1%
Received Schedule/Flyer	214 14.5%
Community/Convention Center Calendar	32 2.2%
Other	122 8.2%
Total	1480 100.0%

Survey respondents were asked what other performances they would like to see offered at the Community/Convention Center Theater. Percentages in Table 8 represent the percent of respondents giving each answer. Because multiple responses were accepted, the total percent exceeds 100%.

The great majority of respondents would like to see more Broadway shows (76.4%). Over 40% also mentioned ballet, symphony, jazz concerts, and opera.

The verbatim comments in Appendix A give other suggestions. The Jonathan Butler concert goers mentioned Black music, Black dance, rap and soul music. Opera goers were likely to want more legitimate theater. Those who attended the Broadway show Oba Oba requested similar programs plus cultural events and gospel music.

Crosstabulated data is presented here by event in order to facilitate targeting marketing efforts.

- . Broadway shows are more likely to be mentioned by:
 - . Respondents age 50-64.
 - . Ballet goers.
- . Broadway shows are less likely to be mentioned by:
 - . Respondents under age 25.
 - . Respondents with educations of high school level or lower.
 - . Concert goers.
- . Lectures are more likely to be mentioned by:
 - . Postgraduates.
 - . Respondents with incomes under \$25,000.
- . Lectures are less likely to be mentioned by:
 - . Respondents under age 25.
 - . Respondents with education levels of high school or less.
 - . Concert goers.
- . Symphony is more likely to be mentioned by:
 - . Respondents age 65 and over.
 - . Postgraduates.
 - . Respondents with income over \$75,000.
 - . Opera goers.
 - . Ballet goers.
 - . Symphony goers.

- . Symphony is less likely to be mentioned by:
 - . Respondents under age 25.
 - . Respondents with less than a college education.
 - . Concert goers.
 - . Broadway show goers.
- . Opera is more likely to be mentioned by:
 - . Respondents age 50 or older.
 - . Postgraduates.
 - . Respondents with incomes of \$75,000 or more.
 - . Opera goers.
 - . Symphony goers.
- . Opera is less likely to be mentioned by:
 - . Respondents under age 50.
 - . Respondents with less than a college education.
 - . Respondents with incomes between \$25,000 and \$45,000.
 - . Concert goers.
 - . Broadway show goers.
- . Ballet is more likely to be mentioned by:
 - . Respondents age 65 or older.
 - . Respondents with incomes less than \$25,000.
 - . Opera goers.
 - . Ballet goers.

- . Ballet is less likely to be mentioned by:
 - . Respondents under age 25.
 - . Respondents with a high school education or less.
 - . Concert goers.
 - . Broadway show goers.
- . Jazz concerts are more likely to be mentioned by:
 - . Respondents under age 50.
 - . Respondents with incomes under \$35,000.
 - . Concert goers.
- . Jazz concerts are less likely to be mentioned by:
 - . Respondents age 50 or older.
 - . Opera goers.
 - . Symphony goers.
- . Pop concerts are less likely to be mentioned by:
 - . Opera goers.
- . Rock concerts are more likely to be mentioned by:
 - . Respondents under age 25.
 - . Respondents with a high school education or less.
 - . Respondents with incomes under \$25,000.
- . Rhythm and blues concerts are more likely to be mentioned by:
 - . Respondents age 25-49.
 - . Respondents with incomes under \$25,000.
 - . Concert goers.
 - . Broadway show goers.

- . Rhythm and blues concerts are less likely to be mentioned by:
 - . Respondents age 50 or older.
 - . Opera goers.
 - . Ballet goers.
 - . Symphony goers.
- . Comedy shows are more likely to be mentioned by:
 - . Respondents with incomes under \$35,000.
 - . Broadway show goers.
- . Comedy shows are less likely to be mentioned by:
 - . Respondents age 65 and over.
 - . Respondents with incomes of \$45,000 to \$54,999.
 - . Opera goers.

Table 8. What other performances would you like to see offered at the Community/Convention Center Theater?

Broadway Show	1138 76.4%
Lectures	292 19.6%
Symphony	715 48.0%
Opera	628 42.2%
Ballet	733 49.2%
Jazz Concerts	676 45.4%
Country Concerts	174 11.7%
Pop Concerts	375 25.2%
Rock Concerts	148 9.9%
Rhythm and Blues Concerts	372 25.0%
Comedy Shows	550 36.9%
Other	67 4.5%

Total exceeds 100% because multiple responses accepted.

Table 9 indicates the types of events survey respondents have attended at the Community/Convention Center during the past two years. Over half the respondents have attended concerts and symphonies and almost half have attended ballet and opera.

Verbatim comments from this question are in Appendix A. Jonathan Butler concert goers are likely to have attended an Ebony fashion show at the Community/Convention Center. Opera goers are likely to have seen Mark Russell. A number of Broadway show goers indicated this was their first time attending an event at the Community/Convention Center.

Crosstabulated data is presented in order to target marketing efforts.

- . Those more likely to have attended Broadway shows include:
 - . Respondents age 50-64.
 - . Broadway show goers.
- . Those less likely to have attended Broadway shows are:
 - . Respondents under age 25.
 - . Respondents with incomes under \$25,000.
- . Those most likely to have attended concerts are:
 - . Respondents with incomes under \$25,000.
 - . Concert goers.
- . Those less likely to have attended concerts are:
 - . Respondents under age 25.
 - . Respondents with a high school education or less.
 - . Broadway show goers.
- . Those more likely to have attended opera include:
 - . Respondents over age 50.
 - . Postgraduates.
 - . Respondents with incomes over \$75,000.
 - . Opera goers.
- . Those less likely to have attended opera include:
 - . Respondents under age 50.
 - . Respondents with less than a college education.
 - . Concert goers.
 - . Broadway show goers.

- . Those more likely to have attended ballet include:
 - . Respondents with incomes over \$75,000.
- . Those more likely to have attended the symphony include:
 - . Respondents over age 50.
 - . Postgraduates.
 - . Respondents with incomes over \$75,000.
 - . Opera goers.
 - . Ballet goers.
 - . Symphony goers.
- . Those less likely to have attended the symphony include:
 - . Respondents under age 50.
 - . Respondents with less than a college education.
 - . Respondents with incomes of \$25,000 to \$45,000.
 - . Concert goers.
 - . Broadway show goers.
- . Those more likely to have attended lectures include:
 - . Respondents age 65 or older.
- . Those less likely to have attended lectures include:
 - . Concert goers.

Table 9. What type of events have you attended at the Community/Convention Center in the past two years?

Broadway Shows	454 32.3%
Concerts	878 62.5%
Opera	580 41.3%
Ballet	668 47.6%
Symphony	862 61.4%
Lectures	226 16.1%
Other	110 7.8%
Total	1404 100.0%

Total exceeds 100% because multiple responses accepted.

The majority of survey respondents did not plan to go to a food or beverage establishment after the event. Those who did plan to go to a food or beverage establishment were almost evenly divided between those who would go to an establishment within walking distance and those who would drive.

Crosstabulated data indicate:

- Respondents under age 25 and respondents 65 and older are less likely to go to a food or beverage establishment after the event.

Table 10. When you leave this event, do you plan to go to a food or beverage establishment?

No	923 60.4%
Yes, within Walking Distance	267 17.5%
Yes, within Driving Distance	337 22.1%
Total	1527 100.0%

Table 11 indicates the number of events at the Community Center Theater the survey respondents attend annually.

Crosstabulated data indicate:

- . The older the respondent, the more events he or she is likely to attend.
- . The higher the educational level of the respondent, the more events he or she is likely to attend.
- . Respondents with incomes under \$25,000 are more likely to attend two to five events while respondents with incomes of \$75,000 or more are more likely to attend six or more events.
- . Concert goers and Broadway show goers are more likely to attend one to five events.
- . Opera goers and symphony goers are more likely to attend six or more events.

Table 11. How many events at the Community/Convention Center Theater do you attend annually?

One	183 12.4%
Two to Five	675 45.8%
Six or More	615 41.8%
Total	1473 100.0%

Respondents are most likely to purchase their tickets in person at the Community/Convention Center box office or through the mail.

Crosstabulated data indicate:

- . Respondents under age 25 are more likely to purchase their tickets at Bass.
- . Respondents age 65 and over are less likely to purchase their tickets in person.
- . The older the respondent, the more likely he or she is to purchase tickets by mail.
- . Respondents with less than a high school education are more likely to purchase tickets at Bass.
- . The higher the education level of the respondent the more likely he or she is to purchase tickets by mail.
- . Respondents with incomes under \$25,000 are more likely to purchase tickets at Bass.
- . Respondents with incomes of \$55,000 or more are less likely to purchase tickets in person and more likely to purchase tickets by mail.
- . Opera and symphony goers are less likely to purchase tickets in person and more likely to purchase tickets by mail.
- . Concert goers are more likely to purchase tickets in person or through Bass.

Table 12. How do you normally purchase your tickets?

In Person at Center Box Office	555 37.3%
Bass	190 12.8%
Ticketron	69 4.6%
Telephone	254 17.1%
Mail	421 28.3%
Total	1489 100.0%

A series of questions were asked to measure assessment of the Community/Convention Center Theater facility and personnel, with results in Tables 13 through 16. In the tables where respondents rated an attribute as excellent, good, fair or poor, a mean rating has also been calculated using excellent=4 and poor=1. Therefore, the higher the mean rating, the higher the assessment of that attribute. In general, survey respondents are most positive concerning the comfort of the facilities (mean rating equals 3.43) and least positive concerning the refreshment service (mean rating equals 2.71). Most respondents feel the lobby is the right size, although 22.3% think it is too small. Some 92.3% of respondents rated the friendliness and courtesy of the staff excellent or good.

Table 13. How would you rate the comfort of the facilities at the Community/Convention Center Theater?

Excellent	726 48.2%
Good	676 44.9%
Fair	92 6.1%
Poor	13 .9%
Total	1507 100.0%
Mean rating	3.43

Table 14. How would you rate the size of the Theater lobby?

Just Right	1161 77.0%
Too Large	10 .7%
Too Small	337 22.3%
Total	1508 100.0%

Table 15. How would you rate the refreshment service?

Excellent	172 13.4%
Good	659 51.5%
Fair	355 27.8%
Poor	93 7.3%
Total	1279 100.0%
Mean rating	2.71

Table 16. How would you rate the friendliness and courtesy of the Community/Convention Center staff?

Excellent	694 46.0%
Good	698 46.3%
Fair	106 7.0%
Poor	10 .7%
Total	1508 100.0%
Mean rating	3.38

An open-ended question asked respondents to: "Please tell us why you are satisfied or dissatisfied with any of our services." These verbatim responses have been transcribed by Community/Convention Center staff and are attached as Appendix A.

Many positive comments were made concerning the overall facility and service. Specific positive comments praised the sound quality and good sight lines at the Theater.

Negative comments included many angry comments concerning inadequate women's restroom facilities. Numerous complaints were also made concerning long lines for refreshment services, poor quality house wine, and the need for light snacks. Parking availability is another concern.

The traffic pattern in the lobby, with restrooms and drinking fountains on only one side, drew negative comments. Likewise, the lack of a center aisle in the Theater is a problem and a safety concern for many. Numerous comments requested more seating in the lobby. There is also a problem with audience members conversing during the performance. This was especially mentioned by opera goers.

The orchestra seats seem to be too cold and the balcony areas too warm. There were several suggestions that a coat room be added.

Table 17 indicates a very high level of satisfaction with the Community/Convention Center facility and the programs offered there. Virtually all respondents would recommend that others attend an event at the Community/Convention Center Theater.

Table 17. Would you recommend that other people attend an event at the Community Center Theater?

Yes	1512 99.5%
No	8 .5%
Total	1520 100.0%

Appendix A

OPERA (WHITE)

QUESTION #1. WHAT WERE YOUR REASONS FOR ATTENDING THIS EVENT?

- wife is in opera
- love opera
- daughter-opera student
- friends in performance
- invited by season ticket holder
- guest of relative
- tickets were a gift
- love opera
- opera nut
- love opera- music
- comp. tickets
- comp. tickets
- opera lover
- opera nut
- friend is singing
- support
- we like to support the opera
- born opera buff
- friend of season ticket holder
- support local efforts
- opera lover

QUESTION #3. HOW DID YOU FIND OUT ABOUT TODAY'S EVENT?

- belong to Opera Assn.
- Symphony program
- the star, Evelyn de la Rosa

QUESTION #4. WHAT OTHER PERFORMANCES WOULD YOU LIKE TO SEE OFFERED AT THE COMMUNITY/CONVENTION CENTER THEATER?

- big band sounds
- modern dance, prof. theater (not Broadway)
- dance
- more B. & S.
- Wagner opera
- Alvin Ailey dancers
- plays
- more opera
- Gilbert & Sullivan
- folk singing
- folk music
- readings (remember Charles Laughton? Dylan Thomas?)
- Mark Twain plays - readings
- Carmen
- up to date Broadway shows
- Boz Scaggs
- new music, chamber, modern dance, performance art, legitimate theater (i.e. Guthrie Theater)
- operetta
- community concerts
- historical films
- christian musicians
- other dance, classical chamber concerts
- recitals (opera, poetry, etc.)
- plays

QUESTION #5. WHAT TYPE OF EVENTS HAVE YOU ATTENDED AT THE COMMUNITY/CONVENTION CENTER IN THE PAST TWO YEARS?

- Messiah singalong
- conventions
- dance
- modern dance
- Community Concert Series
- comedian
- Channel 6 series
- Pops concert
- A.M. etc.
- Pops
- craft show
- Mark Russell
- David Copperfield/Roger Whittaker/Paul Anka
- Mark Russell
- Community Concert Series
- fares

- seminar
- Mark Russell
- Autum festivals; computer shows; black & white balls
- Mark Russell

QUESTION #18. PLEASE TELL US WHY YOU ARE SATISFIED OR DISSATISFIED WITH ANY OF OUR SERVICES:

- comfort of the facilities for women are still a disgrace
- refreshment service is slow
- air conditioning too strong at times
- coffee is poor
- more restrooms needed - almost missed one act
- need good coffee house within walking distance
- excellent except for drinking fountains
- don't like orange color
- long bathroom lines for women
- excellent acoustics
- thanks for enlarging the ladies' bathroom
- restrooms - poor
- we remember the time we had to put up with the older auditorium and are happy to have the community theater
- not enough bathrooms
- lobby area is too small and crowded
- telephone personnel are rude & unprofessional
- how about doing Puccini's "Girl of the Golden West" in a good English translation next year?
- how about "Eugene Onegin" in english?
- services are very good!
- comfort in seating (seats) is very bad
- carpeting in concert hall would be very desirable
- stage is very well done
- parking is very poor
- refreshment service personnel are great
- ladies' rooms should be expanded
- since the theater has two areas for refreshment service (upper and lower lobby), I feel that BOTH of these areas should be open at EVERY performance which usually draws a sizeable crowd. Unless an attendee races out of his/her seat to the stand, by the time the coffee or Irish coffee or whatever is purchased, the little man is ringing the bell for the close of intermission. Either the service counters should be expanded, or the intermission time increased by about ten minutes. It seems likely that the bar service makes money, so expanding it should not cut into the budget of the artistic group performing. I personally feel that opening only the lower lobby bar area is chintzy.
- I especially appreciate the quality of the sound
- need more seating

- there is a need for more seating space in the lobby for those who arrive early in order to find nearby parking
- not enough tractor pulls
- I feel the main lobby is a bit small
- need more bathroom facilities, otherwise the Community Center is easily accessible & convenient. Parking appears to be ample.
- service is excellent
- super titles are bad for Manon
- poor acoustics
- bad restrooms
- not enough first rate classical programs
- it's one of the best modern halls for symphony, opera, etc. Beats many others including La Music Center!
- everything great except "refreshments" - overpriced
- poor quality wine served by indifferent, bored staff.
- not enough restrooms
- there should be eating facilities opened at night for out of town people
- I have been very happy with all events
- choice of music is always satisfying. Gilbert & Sullivan was much too long of a program! Would like to see more contemporary people at Pops!
- women's restroom facilities inadequate for the size of theater
- refreshments are over priced
- the atmosphere is nice, but not snappy
- larger or additional ladies' rooms needed
- it would be desirable if evening programs were to begin one hour earlier
- smoking section is a nuisance for those going to 2nd tier. Move them outside!
- cancel the smoking section
- women's restroom facilities are inadequate. Please convert a men's to a women's restroom
- need more bathrooms (women's). Also, need "big people's" drinking fountains
- refreshment service expensive
- need more women's restrooms
- acoustics are not good for opera
- need more women's restrooms
- please enlarge the women's bathroom upstairs!
- please enlarge the restrooms in the grand tier
- was not told a wheel chair seat was nothing but a folding chair
- a seating chart would be welcome in the program so we can pick our seats for next time
- a center aisle would be a great improvement
- the air conditioning system is always too cold. The air is funneled directly on the audience
- more drinking fountains are needed
- a center aisle is needed
- all well done. Thanks for enlarging women's restroom!
- I like the programs. I am delighted with the acoustics and the sight lines of the stage are excellent from any seat in the house. The ambiance is pleasant as well.
- need more ladies' rooms

- this theater was not designed for handicapped, specifically the wheel chair folks. It would be nice to have this added to the theater
- refreshment service is inadequate
- parking is somewhat a problem
- restrooms & refreshments so overcrowded at intermission. Generally there is insufficient time to attend to both
- why are water fountains only on 1 side of lobby?
- no center aisle
- lacks seats
- lack of center aisle
- lack of sufficient seats in lobby
- inadequate facilities - ladies' restrooms
- everything o.k. Keep up the good work!
- long lines of people at restrooms
- need more women's restrooms
- have enjoyed all the services offered including children's activities
- audience talk during performances
- need more facilities in restrooms
- need ushers in auditorium to maintain order
- theater too cold
- repair upstairs drinking fountain
- more refreshment service on 2nd level
- poor house wine
- satisfied because of high quality
- you have a good variety of entertainment that appeals to everyone
- need more definite scheduling for Symphony rehearsals. They are cancelled when the Center has another show & this makes Symphony rehearsals very hard to plan
- need more restroom space for women
- keep level of excellence up in performances. Generally, the concerts are very good, but often the voices are not as projected as they could be during opera season. (Sometimes difficult to hear in 3rd tier)
- intermission lines could be reduced
- restrooms are too small
- sometimes a little too cold in winter
- service is excellent
- quality of beverages poor for the price
- intermission lines for refreshments are too long
- women's restroom too small to accomodate numbers at intermission
- need more ladies' restrooms
- lack of wheel chair accomodations (makes attendance difficult for me)
- the theater is too large for Broadway shows
- at symphony concerts, we sit in the grand tier and the air is stale until intermission; it seems to be alright after intermission
- telephone communications rude, name-calling, unprofessional. Hard to believe it was so bad; hostile
- opera on weekdays

- too few ladies' facilities
- it's not your service, but patrons talk during opera and symphony
- need more seating in lobby and second story lobby; also more restrooms in several locations
- need more women's restrooms
- subtitles in this opera, Manon, are too light and not easy to read. They should be much clearer
- choice of productions is excellent. Would like to see more large scale productions, e.g. Phantom of the Opera, Les Miserables. The size of the theater & stage are well suited to such productions. If Los Angeles can do it, so can Sacramento!!!
- I just wish that the tickets were not too much money; that way people like myself could come to something like this. This is my first time coming to an opera and the first time to this building. I feel very happy and very important coming today
- worn out carpet
- house wine is rather poor
- seek more high-quality performances to attend
- there should not be drinking of alcoholic beverages
- I enjoy orchestral music. The sound is good almost any place you sit. Seats are comfortable. I don't mind people walking in in front of me to get to their seat.
- need more aisles so people don't feel trapped
- wish there was more fine arts and less superficial Broadway junk booked in here - i.e. a true art center
- too few restrooms
- the ladies' room is still inadequate
- Manon is delightful!
- excellent, except for women's room
- liked the costumes
- often too cold & drafty
- I realize that you recently enlarged the ladies' room, but the facilities are still woefully inadequate! Next time you build a building, hire a woman architect! I am repeatedly infuriated at every event I attend
- like opera-most things here are A-one
- there are too many symphony concerts to the exclusion of other events. It has become an orchestra hall!
- grand tier boxes are cold
- ladies' room is still marginal
- ballet is poor
- there should be a center aisle
- refreshment services are a bit crowded
- women's restroom is still too small
- acoustics are good
- enough leg room
- I was really disappointed tonight when I had to wait 20 minutes to get in because I was 3-5 mins. late. That is annoying!
- long lines for ladies' rooms
- need more room between the aisles. It is very hard to get in and out. It would also help to have an aisle in the middle to facilitate the traffic

- need center aisle
- this is nicest theater facility in Sacramento & it is an attractive & comfortable auditorium
- I would like to see more recycling of programs. Current method is costly & wasteful, particularly for Symphony
- it would be nice to have 3 mins. longer in an intermission, but to reduce # of them. Never have more than two, please. The last opera was way too long due to # of intermissions (3)
- more women's restrooms
- audience speaks during performances. I was even physically insulted for "shush-ing" someone at a performance.
- limited selection of items at refreshment area
- ushers do not stay inside auditorium to maintain silence & order
- I think there should be a center aisle for convenience & safety purposes
- I think something should be done about the lighting in the mall between J & L Sts. This evening we were approached by two panhandlers - one drunk and a couple having a love spat. The lighting along the old Market next to J St. is dark. Please look into this!
- the auditorium is great, but the restroom facilities are not adequate
- bathroom lines are too long
- the ladies' restroom is too small
- we parked around 6:P.M. on J St. & walked to the Hyatt for dinner. The area between J St. & the Hyatt is far too dark. We were approached by 2 panhandlers this evening-very rough looking. There should be bright lights in the area & security men, especially during Center activities.
- your services are fine. I only wish some other members of the audience would refrain from talking during the performance. The performance, costumes, & set designs tonight were wonderful
- ticket office people not as efficient or friendly as others
- longer intermissions or more bathrooms
- difficulty exchanging tickets if ordered early and unable to exchange. Ticket office difficult to find. Staff there not too courteous & not informed about process.
- need more refreshment service during operas for quicker service
- women's bathrooms need more stalls & a better way to enter and be standing in line without getting hit by a door
- as is true everywhere, shortage of women's restrooms
- the time between breaks and the next seating too short to have a cup of coffee
- seats are not staggered enough. It is difficult for a short person to see all the activity on the stage
- the women's bathroom is inadequate
- the lobby is a little crowded
- no middle aisle
- too cold
- entertainment book discount not available at box office. This could result in lost sales of last minute seats
- love the efforts you have all put into the bringing of culture to us. Keep it up - thank you!

- thought it was intermission and came out to go to the bathroom and wasn't allowed to go back. This should be listed on the program or somewhere so you don't have to stay in the lobby
- I feel you are presenting quality performances that appeal to wide operatic tastes from the "buff" to the novice. I would like to see a few more "big names" in the operatic field as featured performers and I'd love to see you increase the performances to five or six per season. Keep up the good work!
- appreciate the larger women's restroom facility
- good quality & variety
- very limited ethnic mix in audience
- excellent, but could use restrooms on the top level
- the Center is convenient to reach, well maintained, comfortable and has good programs
- restrooms needed on upper floor
- no non-alcoholic refreshments
- box office service very slow over lunch hour and before performance
- need more refreshment service in upper levels & better house wine
- all classical performances have improved vastly over the past 5 years - keep it up!
- appreciate enlarged restroom facilities.
- it would be an improvement if you expanded beverages to serving coffee drinks, i.e. irish coffee, etc.
- I like the raised rows of seats so I do not have to look over & around other heads. So many places do not have as raised seating as here. I like the acoustics, carpeting & lighting.
- everything is delightful...parking is the only area for improvement
- parking is a real problem. We need a "large" public garage directly associated with this facility.
- should not allow smoking at any event. Better refreshment service. More bathrooms for ladies.
- ladies' room shortage
- refreshment service too slow
- too chilly tonight in the theater-air conditioning is on too high
- women's bathrooms could be doubled-a second one at opposite end of lobby. More women's restrooms are really needed especially during the opera and ballet when acts are long.
- orange acoustic ceiling baffle is hideous. Symphony shell painted to match is not only ugly, it's non-functional. A curved white shell would give better acoustic results, and stage dropped-ceiling should slant to match orange outer baffle to help sound project out into the audience. Consult other performance halls about this.
- my only complaint is the absence of a center aisle in the theater-but we're getting used to it
- since there is no center aisle, one must trapeze over everyone's feet on way in or out. Also, what happens in case of fire?
- it is easy to get to the Convention Center.
- makes a nice evening out-dinner, opera/symphony

- number of women's bathrooms totally inadequate
- ticket center is poorly informed & not courteous. Ushers and in-house are courteous.
- the personnel are great. It's the god-awful design of the restrooms & drinking fountain facilities that makes me angry. Restrooms (especially women's) & drinking water should be on both sides of the lobby. Obviously, traffic pattern was not considered when the design was approved!!
- air conditioning cold at times
- poor sound system
- high quality performances. Beautiful building. We hunger for cultural things. Very pleasurable.
- seating is a little crowded
- I am overall pleased. Since we always get season tickets for the opera and attend other events, I wished it started at 7:30 P.M. so we could travel home a little earlier
- stage inadequate
- poor restrooms
- only fair acoustics
- lights along the catwalk and over first floor exits often reflect into eyes of persons seated in second tier. Please adjust shades properly
- too expensive for even the lowest priced seats. We always sit in the 2nd balcony, but even these prices preclude more frequent attendance. 2nd balcony seats should be priced reasonably enough so that more people attend more frequently
- it would be desirable if evening programs begin an hour earlier. Moreover, to encourage youths to attend cultural activities, the organizations may perhaps offer student or youth rebates
- good sound in the theater; voices good; chorus very good; orchestra a little loud
- too little seating in lobby in good light
- refreshment service does not have a lot of food variety
- the "subtitles screen" was difficult reading greatest percentage of time - far short of previous presentations!
- restroom inadequacy
- monstrous lines for full house at refreshment service
- I am in the grand tier & the sound is terrible. The orchestra blocks out too much
- our seats are physically lumpy; often have a cold draft from the right rear - seats in M 21 & 22
- refreshment service poor
- ladies' toilet too small
- I enjoy both performing (symphony & opera choruses) and attending events. The staff are great folks. As a designer I see that the space allocation for lobby services borders on awful!
- too smokey in lobby during intermission
- 2nd balcony tickets too high; stage too small
- refreshment service too crowded. Larger stall area in women's lounge. Like the warm water in lounge. Need drinking fountains that work independently. Less depressing art work. Acoustics don't allow for full-bodied music & orchestra drowns out singers. Need parking. Like the foot room, but miss the aisle

- need more stalls in ladies' lounge. Wish there were a center aisle in the theater. More colorful artwork
- objects that appear to be microphones are dangling in front of the projected supertitles and obstructing the view of some words. Very distracting to people in the second tier.
- women's restroom should have more stalls
- temperature control is out of whack - it's always too cold. It did warm up after Act II. Thanks - it was very cool before that time
- restrooms for women are inadequate. I don't appreciate spending the intermission in line!!
- drinks should be purchased with tickets - the tickets to be sold at a separate table. Things would go twice as fast. Money and drinks don't mix well at the same window
- the seats are very uncomfortable. Poor temperature control.
- more restrooms
- restroom size, especially women's - atrocious!!

JONATHAN BUTLER (green)

Question #1: WHAT WERE YOUR REASONS FOR ATTENDING THIS EVENT?

- The Point KQPT
- free tickets
- birthday gift
- gift from relatives
- I was forced to go - it was a gift

QUESTION #3: HOW DID YOU FIND OUT ABOUT TODAY'S EVENT?

-KQPT

-Community Center recording

QUESTION #4: WHAT OTHER PERFORMANCES WOULD YOU LIKE TO SEE OFFERED AT THE COMMUNITY/CENTER THEATER?

- rap or soul
- women
- rap
- soul concerts
- black theatre
- soul
- Afro dance & theater
- fashion shows
- Winans; Kenny G
- The Winans
- black dance groups
- major talent shows
- multi media events
- Reggie Music
- Sade
- bass fishing competition
- contemporary gospel
- rap

QUESTION #5: WHAT TYPE OF EVENTS HAVE YOU ATTENDED AT THE COMMUNITY/CONVENTION CENTER IN THE PAST TWO YEARS?

- jazz concerts
- jazz
- religious
- fashion show
- community concert series
- ebony fashion show
- jazz concert
- fashion show
- Ebony Fashion Faire
- fashion show
- Fashion Fair
- high school graduation
- Ebony Fashion Show
- comedy
- graduation
- fashion shows
- jazz concerts
- Christmas party
- graduation
- comedy show
- special events
- fashion fair

QUESTION 18: PLEASE TELL US WHY YOU ARE SATISFIED OR DISSATISFIED WITH ANY OF OUR SERVICES:

- seating too low
- needed directions to theater - put directions on ticket.
- ladies' restroom too small
- refreshment lines too long
- comfort
- good shows
- good location
- refreshment service too crowded
- I am satisfied with the services very much. But could you please try to have concerts on the weekend, like Friday or Sat. night?
- enjoyed performance
- good seating throughout the center - good volume of sound equipment.
- I prefer shows here to Arco - the acoustics are better and it is more intimate
- friendly ushers
- clean facilities
- good events on a regular basis
- sound system needs modification - too loud; voices (words) not distinct; instrument (sounds of) not distinct. Please consult/visit the Circle Star Theater in San Carlos for advice on how to implement improvements
- not enough ushers - see Paramount Theater in Oakland and Circle Star Theater on how to improve.
- at a sell-out event, the people were nice and gave us hope and secured tickets when available
- need another bathroom
- refreshment service has too small cups
- excellent performance
- everything is just fine
- great facility
- slow refreshment service
- you provide with great taste and I would love to attend again
- staff over-protective
- better than Arco
- excellent, except no middle aisle in Orchestra
- like your drive-up parking & hours for tix purchases
- wish you had more ushers to direct
- no late admittance - very disturbing - rule followed for opera & U.C. Davis Prods.
- better publicity in mass media
- sometimes one clerk behind refreshments is generally offensive in her manner in serving - very abrupt with a mean look on her face. I avoided getting refreshments today because of this. I haven't gone to see if she is there tonight.
- there should be aisles between the seats vertically so you can get to your seat easily without disturbing others
- acoustics
- comfort
- need good brandy & cordials
- restrooms inadequate - long lines

- dissatisfied with lack of aisles in center, sides in orchestra seating. At the very least it's inconvenient when your seat is in the middle. At worst it should violate some safety code. (What happens if there's a fire?) I might consider attending more shows, concerts, etc. had this concern been addressed in the planning of the theater.
- sound quality could be better
- could use more seats in theater lobby
- need more free parking
- more restrooms
- like reserved seating
- not a bad seat in the house
- everyone has a comfortable seat
- good sound system
- the theater needs lights at the end of each row to help find individual seats by the letters.
- only one item-the row lettering should be larger & lit
- you need to offer more refreshment services, like food, during concerts
- overall, the Community Center was great, but there was a problem with either the microphone or the speaker that sounded fuzzy.
- dislike smoking in lobby
- I am very impressed that you started on time, regardless that 50% were not yet seated. I was here on time and appreciate the respect
- great acoustics
- very nice sound system
- needs to be a little cooler
- why do you only search women's purses? I could have brought anything under my coat. Doesn't seem to make much sense
- checks & credit cards should be added for refreshment service
- all of the seats are good because the building isn't huge
- when getting here early, you can't go to your seats. Have to sit in the lobby. I'm not satisfied with this.
- need coat check
- you have some excellent concerts and other events and the acoustics and sound systems are excellent
- good
- let's see - this is one of many visits!
- I like the seating
- everything seems cool to me
- the purse search has to go
- perhaps a P.A. system playing music or telling about future events
- coat check needed badly
- mainly because Sacto. is attracting major events rather than one having to travel elsewhere.
- very happy with the services, but would like to see it used more
- this is my first experience attending Sacto. Community Center entertainment. I was extremely pleased.
- I have recently moved to Sacramento and I must say, the Community Convention Center is my favorite place for entertainment

BALLET (Pink)

1. WHAT WERE YOUR REASONS FOR ATTENDING THIS EVENT?

- Complimentary tickets
- Carl's birthday
- invitation by friend
- Complimentary tickets
- Free tickets
- EDBB Complimentary ticket
- Given tickets by friends
- School requirement
- Couple in Entertainment Book
- Entertainment Book coupon
- Complimentary tickets
- To review for a weekly newspaper
- Free ticket
- Barbara made me.
- Work for Capitol City Ballet
- business
- Community Arts support
- Check out ballet

2. ARE YOU A MEMBER OF THE SPONSORING ORGANIZATION (I.E., OPERA OR SYMPHONY ASSOCIATION?)

- Symphony

3. HOW DID YOU FIND OUT ABOUT TODAY'S EVENT?

- Entertainment '89 Coupons
- Entertainment '89 Coupons
- Event in my Entertainment book
- Season ticket
- Season ticket
- Sometimes it is kept too cold for comfort
- Entertainment Book
- Season ticket holder
- Played in El Dorado brass band for picnic
- Brought the ballet to Grass Valley/Nevada City in Feb. by invitation from Ron Cunningham.
- Entertainment Book
- Season ticket holder
- My friends play in the Symphony
- Barbara told me.
- Season tickets
- At Nutcracker last December
- Came to Nutcracker in December

- Entertainment Book
- Entertainment Book
- Season tickets
- Entertainment Discount Book
- Season ticket

4. WHAT OTHER PERFORMANCES WOULD YOU LIKE TO SEE OFFERED AT THE COMMUNITY/CONVENTION CENTER THEATER?

- Folk Music of all kinds
- Other modern dance & ethnic dance
- Children's entertainment
- Gilbert & Sullivan
- Modern dance
- Blue Grass Fiddle
- Plays
- Community concerts
- Ethnic events - piano

5. WHAT TYPE OF EVENTS HAVE YOU ATTENDED AT THE COMMUNITY/CONVENTION CENTER IN THE PAST TWO YEARS?

- Movie Ski
- Convention
- Mark Russell
- Community concert
- Conventions
- This is our first - we just moved here.

6. WHEN YOU LEAVE THIS EVENT, DO YOU PLAN TO GO TO A FOOD OR BEVERAGE ESTABLISHMENT?

- We do drive to a restaurant on some occasions

7. HOW MANY EVENTS AT THE COMMUNITY CENTER THEATER DO YOU ATTEND ANNUALLY?

- As many as I can see while visiting Sacramento.

8. HOW DO YOU NORMALLY PURCHASE YOUR TICKETS?

- Season subscriber
- I get them as gifts

9. HOW WOULD YOU RATE THE COMFORT OF THE FACILITIES AT THE COMMUNITY/CONVENTION CENTER THEATRE?

- Women's restrooms too small. Better now, but still not adequate
- Can't smoke - no bar in smoking area
- More women's restrooms
- Women's restroom facility inadequate.
- Need outdoor security.
- More baths.
- Wish there was a middle aisle

11. HOW WOULD YOU RATE THE REFRESHMENT SERVICE?

- No bar in smoking - like to order drinks for intermission section before show like they do in London.
- A little slow.
- I never use it.
- Never too crowded
- Line too long sometimes
- More variety of prices needed + snacks (cheese, crackers cookies).

15. DO YOU LIVE?

- In West Germany

17. WHAT IS YOUR FAMILY OR HOUSEHOLD INCOME PER YEAR?

- No family income.

18. PLEASE TELL US WHY YOU ARE SATISFIED OR DISSATISFIED WITH ANY OF OUR SERVICES:

- If I had any suggestion it would be greater discount to youth
- Only because I have 7 children and it's a real sacrifice to bring them, but it was worth it.
- Just when I get a beverage or reach the head of restroom line the bell rings.
- Poor parking & women's restroom
- Bathroom capacity too small
- Hard to get tickets
- Most events are very expensive. Entertainment Coupon book helpful
- Like to order drinks ahead for intermission number system works in London. No bar in smoking area.
- I'm satisfied with the services offered; however, I would recommend that a schedule of events be mailed, so that I know what upcoming shows are scheduled.
- Refreshments - only one stand - doesn't do it, but admittedly

- food is not why I came.
- The air conditioning seems to be very spotty. The main floor has areas where a cold breeze blows on the audience.
 - Could the air conditioning be controlled - so that it isn't freezing in certain locations?
 - Allow organization volunteers to run the refreshments for better service and lower cost. If unions object, to hell with them.
 - Need to offer more soft drinks i.e., more than just Diet 7-Up.
 - In Europe there is a special B ticket price for all students to encourage them to come. I would come more often, but my income is limited due to school finances. A special rate for student tickets would be appreciated.
 - There are not enough bathrooms for women.
 - The wonderful service of "student rush" offers people in my age bracket the opportunity to see the ballet. The staff was wonderful! Some type of parking facility would be helpful.
 - Need more women's restrooms.
 - You provide a good variety of entertainment. My one complaint about the theatre is the starts, unattractive stage when the symphony's performing - couldn't there be an attractive curtain as a backdrop, or at least some flowers to dress it up.
 - Long line at times - women's restroom - would like some good Broadway plays & comedies.
 - Would like to see hor d'oeuvres at ballet events to complement beverage service.
 - The performances are very professional & entertaining.
 - Women's restrooms - scandalous
 - We often go to San Francisco for opera, ballet, theatre, symphonies. Bay longer & older, they have more choice of good performances.
 - Longer intermissions
 - Bathrooms - lady's restrooms are not enough for the intermission time period.
 - Longer intermissions - longer seating 5 minute delay in start of performance valet parking
 - I want a center aisle!
 - Move women's restrooms would be helpful. So would a center aisle
 - The size of lobby and accessibility of restrooms causes claustrophobia. The expense of the facilities means the Sacramento Ballet & opera can run only one weekend per performance, and this dissatisfies me. It's too large a theater for most drama.
 - Rental is so expensive that tickets are priced too high and anything less than a full house loses money. This means very few performers "outside the mainstream" show up here. We get mainly "Boston Pops" Shock, because that gets tickets.
 - Events start on time.
 - Indispensable to have a coat-check room. The ceiling looks unfinished why couldn't you hide all those lights, poles, metal hanging from the ceiling. About a beautiful velvet

- curtain - something more decorative - artistic.
- A must - coat check room - need a big velvet curtain another color dark purple in cardinal red too high all this hanging things from the ceiling. That "butter swatch color doesn't blend and match w/the red seats.
- There should be a center aisle - it is too hard to walk around (down stairs) not enough women's restrooms to accommodate number of patrons.
- Restroom access poor and too inconvenient located.
- Keep up the good work.
- Generally good - 2nd balcony too warm. Need drinking fountain south end of lobby.
- Bathroom lines too long.
- The people are courteous and friendly. The center is clean and has a good atmosphere.
- Start all performances 5 minutes late - valet parking.
- Carpeting would significantly improve the acoustics
- I wish that the women's restroom facilities could be enlarged so there isn't a long waiting period and long lines.
- Ask Barbara
- It is probably the most comfortable theatre I've ever attended. Parking in the evening is no problem. Balcony tends to be hot.
- Nice place, good facilities - please increase activities.
- Need more variety in refreshments, especially candy. Prefer readily recognized items; some less costly items. Put up signs going to upper level indicating seat numbering for right or left. It is maddening to have people climb over an entire row to get to the other side.
- More restrooms - better drinking fountain - current one makes one feel as if one is at a horse trough.
- Lack of enough restroom services for women.
- Nice facility, but I wish you offered light snacks with the drinks.
- The staff could be a little friendlier.
- The theatre was built for community service. It should be available for the performing arts of this city and at a price within the reach of a non-profit organization.
- Women's restroom facilities too small.
- Women's restroom facilities too small.
- Women's restrooms are too small, you need to add some more stalls and make the waiting rooms bigger.
- The soft drinks are too syrupy. The coffee is atrocious.
- Was very satisfied - music was great.
- Just moved to Sacramento so far so good
- We are out-of-staters. Came to the Nutcracker last year (Dec) this sounded good we kept the date in mind, knew we were coming to Sacto. called from Ohio to order tickets.
- We like it all!
- Ron Cunningham is fantastic! I enjoyed his work tonight - Saw
- Ballanchie & was super!
- Inconvenient parking
- No beer
- Need a checkroom for coats

- Please insist that all public areas be smoke free.
- Please make the entire theatre smoke free. Smoking only outside.
- The programs are of high quality. The acoustics are excellent. The seating is comfortable - location is perfect. It would be nice if more dessert establishments were in walking distance of the theater.
- Still need more women's restrooms

Survey.yellow

Broadway

10-31-73
103

1. WHAT WERE YOUR REASONS FOR ATTENDING THIS EVENT?

- Sounded good
- Recommended to me
- Free tickets
- Recent ticket from friend
- Suggested by friend
- Friends
- A friend of mine asked me to go.
- For 4th anniversary
- Saw it on t.v. - thought it would be good.
- Interested in South American culture.
- Had to keep peace
- Interested in South America
- Complimentary tickets
- Wanted to see the Amazon girlies
- My Brazilian friend recommended it.
- Saw show in Las Vegas
- Boyfriend made me - he likes skin shows!
- Brazilian music & sexy chicks
- Gift
- Friends treated us.
- Friends treated us.
- TV ad
- Wife is from Brazil
- Good newspaper review
- Gift
- Gift
- Gift
- Any type of dancing

3. HOW DID YOU FIND OUT ABOUT TODAY'S EVENT?

- Free tickets
- Teacher at college
- Bass Outlet
- Judy saw it in S.F. said it was good!
- TV news
- Reading about it in New York and San Francisco
- My wife told me.
- Complimentary tickets
- Clarion Hotel
- Saw the performance in Las Vegas two years ago.

4. WHAT OTHER PERFORMANCES WOULD YOU LIKE TO SEE OFFERED AT THE COMMUNITY/CONVENTION CENTER THEATER?

- Polka concerts -(Queen Ida) Cajun concerts
- Black Gospel
- Folk dance
- Soul
- Latin shows/concerts.

- International cultures
- More girlie shows
- Cultural events
- Cultural events like tonight's Oba Oba
- Ethnic dance/music concerts
- Nude shows
- Kodo Opummers - Japan
- Christian plays/speakers
- Gospel - music and plays.
- Classical
- Like Oba Oba
- Gospel
- Gospel
- International Entertainment

5. WHAT TYPE OF EVENTS HAVE YOU ATTENDED AT THE COMMUNITY/CONVENTION CENTER IN THE PAST TWO YEARS?

- Magic shows
- Magic shows
- Mark Russell
- First time
- Martin Luther King event
- First time
- Community Concert series
- Miller Ski Films
- Community events
- First time
- Jazz concert
- Cultural show/Cinco de Mayo
- Graduation, Greek Festival, Christmas Fest
- Kinder Concert
- Cultural - Cinco de Mayo
- Jazz concerts
- Comedy show - Gallagher
- Pops
- Had season's tickets
- Mel Tormet
- First time here
- Comedy
- George Benson (twice)
- First time attending
- Greek Food Festival - Camellia Festival
- None
- First time
- None
- Public Benefit in August

6. WHEN YOU LEAVE THIS EVENT, DO YOU PLAN TO GO TO A FOOD OR BEVERAGE ESTABLISHMENT?

- No, because downtown is too "yucky".
- First one

8. HOW DO YOU USUALLY PURCHASE YOUR TICKETS?

-Howe Avenue Box Office

9. HOW WOULD RATE THE COMFORT OF THE FACILITIES AT THE COMMUNITY/CONVENTION CENTER THEATER?

-Sound not adequate.

-Sound not adequate.

10. HOW WOULD YOU RATE THE SIZE OF THE THEATER LOBBY?

-You need more seats.

-Depends on a given events attendance.

-Needs more seating while you wait.

11. HOW WOULD YOU RATE THE REFRESHMENT SERVICE?

-All alcohol

-Terrible wine selection

-Hard to find any alcoholic drinks

-Too slow.

-Lines are often too long.

-Need better candy

-Like to see more beer sold.

12. HOW WOULD YOU RATE THE FRIENDLINESS AND COURTESY OF THE COMMUNITY CENTER STAFF?

-Poor - one box office only.

18. PLEASE TELL US WHY YOU ARE SATISFIED OR DISSATISFIED WITH ANY OF OUR SERVICES:

-Not enough time to drink wine, before curtain call. Need more people to attend.

-Not enough restrooms

-Book things like soul entertainers like Barbara Mandrell,

-This is a very special performance. I wish they would extend the run.

-You need more women's restrooms. It is very degrading for my wife to stand in line for 20 minutes to use the bathroom. Very dissatisfied.

-I don't believe the sound is as good as it should be. Too austere (inside) doesn't allow for anything "in the round".

-Refreshment prices too high.

-There is not adequate space for audiences lounging in lobby during intermissions, before, and after event. Also, refreshment prices are too high.

-The phone-in ticket sales line was busy whenever I called. The line at the ticket windows was unnecessarily long - another window could have been opened. Lobby should be "No

Smoking" area.

- The quality of the performances is unusually good.
- Sacramento needs more diverse cultural entertainment events.
- Need a larger variety of functions. Keep ticket cost down.
- Need more seats in lobby
- Surroundings are beautiful
- It would be great if there was no smoking allowed in building.
- I was satisfied - all was fine.
- Only by phone for tickets - good.
- Your coffee prices are out of line.
- The men's room is inadequately sized. You should not have to stand in a line. More consideration is given at a Kings game.
- Love seating - comfortable - sound system could be better. Would like to see touring companies stay for longer run.
- Beverage lines too slow.
- I came to enjoy myself & have never been disappointed. We need more events in Sacramento.
- I think everything is great. I love everything & everybody. Don't you just love life in general. Oh, I just can't get over how great everything is. I got so excited I almost wrote right off the paper.
- Everything is great.
- Everything is just fine.
- Poor, for lady's restroom.
- It has all been very satisfying.
- Everything is pleasant.
- Easy to get too comfortable - good sound.
- Satisfied
- We come here occasionally and usually enjoy all we participate in.
- The selection of artists in a wide variety, price ranges are good. Parking available.
- Good - very good.
- It can't be better. Thank you.
- Need better street lighting around the complex. Need more cafes, restaurants, and other gathering spots which are within walking distance and stay open after Theater performances.
- Shows like Oba Oba run too short. I wish you can have longer run of shows & more often improve the sound system.
- Need more after hours/performance cafes, diners, coffee houses in walking distance of Center. Need a concentration of theaters, museums, galleries, etc. in compact district. Need better street lights around center & streets. Also police after performance.
- Live rurally - especially enjoyed chance to enjoy cultural activities that didn't take 3 hours to get to.
- We moved from a rural area to Sacramento to take advantage of just such offerings without the congestion or trip to San Francisco or L.A. We made the right choice. However, the Sac/Placer/San Joaquin area is growing by leaps and bounds. I believe Sacramento is capable of handling the task ahead

- without losing its appeal.
- Replace Sam Burns
- Very stern staff
- I especially like the volume services staff. They are very professional and sincere.
- I would like to see more of the type of smaller hall performances that used to happen at memorials such as jazz and pop concerts, not rock because they fear the place up and smoke too much. I would like to see more cultural events as Oba Oba exemplifies.
- Parking is a problem. One bartender on two refreshment stands.
- I would enjoy more dramatic shows than are presently offered. I would also enjoy (and attend) folklore presentations.
- General lack of stage decor.
- The "sound/noise" of this program was much too loud.
- Water faucets need to be raised instead of kids level.
- There is always a problem with lines in women's restrooms at intermission. Especially, it's a problem for those of us who like to go out to dinner before a concert.
- We need a smaller associated theater or hall for chamber music, theater or events of special interest that won't fill the hall.
- Generally good all around.
- Great pop concert - good symphony
- Not enough seating in lobby if you come early. Not enough bathrooms.
- I am very satisfied with your staff. They are nicely dressed, very helpful and very pleasant in the way they handle you. Even though I am a high school graduate, I got excellent treatment.
- Only problem is with the restroom facilities - have had to wait in lines out the doors into the lobby. Very distressing. (Women's)
- Quality programs.
- Sacramento needs a better facility for the Arts.
- Need a center aisle in orchestra seating.
- Would like to see a center aisle in orchestral area.
- Can never get into the bathroom. Oftentimes concert performers music too loud, but sound is always excellent. Very comfortable seats and good selection of performers.
- Outstanding.
- Good acoustics, comfortable seats
- The overall seating scheme (computer) could have been done slightly better. There were 3-4 empty rows behind which sat 4-5 scattered rows of patrons who slowly moved forward as the show progressed to fill in the vacancies. Others moved to the center for better views as well.
- Satisfied
- Not enough bathrooms
- I enjoy activities here and would hope some of the things that go to the Arco Arena will come here instead. I end up going there - this is much nicer.
- We used to have season tickets to the Civic Light Opera at

- the Orpheum in S.F. This is better. No traffic problems, convenient parking, lovely walk in vicinity of theater all make it a relaxed and enjoyable evening.
- Parking is a problem otherwise, no complaints. Very nice setting.
 - More sitting room out front as we attend Oba Oba and we took our mother who is a young "89" and no place for her to sit. We stress more seating room.
 - Poor sound.
 - It's too congested in the lobby. Telephone booths are limited along with restroom facilities. No major eating places in the vicinity. Refreshments limited.
 - Long line at lady's room
 - The acoustics stink
 - You need a center aisle to accommodate patrons leaving their seat. Fire hazard.
 - Need more restroom facilities
 - I thought that Oba was a great cultural experience and a very entertaining show. The music and the dance were fantastic. Sacramento should have more events like this.
 - A central aisle would accommodate those leaving their seats;
 - Satisfied.
 - Everything just fine. 2nd Floor balcony seating is too long and drawn out - should have upper clear way - with entrance in the center. If your seated in the center "20" "21" you pass in front of too many people.
 - Good acoustics, comfortable seats, good show.
 - Very pleased surrounding. Lobby inadequate at intermission
 - too congested - allow people to exit both gates.
 - Clean up floor of stage before symphony performances.
 - We are very pleased to have all the cultural presentation opera, symphonies, shows, ballet, etc. Many of the facilities little problems can be overcome easily. Thank you.
 - Can't get used to not having a middle aisle.
 - Lobby crowded. Cocktail service small for crowd size - acoustics very good.
 - Not enough restrooms - crowded lobby.
 - Should be able to leave lobby after entering Community Center early - loss of use of going outside is inconvenient and bothersome.
 - Need to bring in more Broadway shows so I don't have to go to SFC to see them. Bigger variety in symphony concerts and more dance.
 - Have no complaints.
 - I have no reason to complaints.
 - Beautiful building and excellent acoustics. All seats are very good.
 - More restrooms for women.
 - Thus far, no complaints.
 - Very uncooperative and inefficient ticket staff & location. Exorberant extra service charges but box office sales non-informative.
 - Need more concerts and Broadways shows.

informative.

- Need more concerts and Broadway shows.
- Better floor plans for mail, bass and ticketron. It's hard to understand the maps that are now available.
- The women's restroom facilities are inadequate.
- Need more women's restrooms.
- Very clean - well situated.
- It's a treat to come here. Make a "night out" special.
- Why do we have to wait so long to be able to go to our seats? I don't drink.
- Lack of cooperation and/or enthusiasm of ticket sales personnel. Lack of availability without "service - surcharges" of Ticketron.
- Very good.
- Not enough bathrooms.
- Portable bar looks tacky.
- Safety strips on stairs especially balcony. Center aisle needed - decorate stage - curtains or flowers - for symphony.
- Why do all musicals think Louder is Better. Having your ears ring for hours after is enough to keep me away. Let's tone the MUSIC DOWN.
- Have all music center shows performed at the Convention Center.
- Need more women's restrooms - need more refreshment services for time allowed.
- We enjoy coming here for many events. We are from Sutter Creek, CA and order our tickets by telephone. We would like to see a separate window setup in the afternoon to pick up our previously ordered tickets. We drive a long way 1:15 to get here on time and eat a dinner before the show.
- Easy to get tickets - plenty of parking - very good programs.
- Convenient, comfortable, clean facility.
- Need more seating in the lobby area for the ladies.
- Always enjoy ourselves here.

wp5.0 survey.yel

SURVEY (Pink)

Symphony

QUESTION #1. WHAT WERE YOUR REASONS FOR ATTENDING THIS EVENT?

- donation
- free tickets
- gift of tickets
- complimentary tickets
- Israeli pianist
- college credit
- complimentary tickets
- given tickets
- was guest speaker at preview
- class assignment
- J. C. ticket coupon
- complimentary tickets with donation
- wife plays in orchestra
- birthday celebration
- enjoyment of classical music
- came with contribution

QUESTION #3. HOW DID YOU FIND OUT ABOUT TODAY'S EVENT?

- Octoberfest
- cable data
- Sacto. Jaycees Business Sampler
- coupon book

QUESTION #4. WHAT OTHER PERFORMANCES WOULD YOU LIKE TO SEE OFFERED AT THE COMMUNITY CONVENTION CENTER?

- Broadway shows, such as "Phantom of the Opera"
- Kurt Weil dance
- life planning & character progression dramas or seminars
- speakers like KVIE have
- Mark Russell again
- folk music
- Wagner opera; Readings/Mark Twain
- readings
- Tractor pull, cock fights
- United Luncheon & Child Care Convent.
- Warren Miller

QUESTION #5. WHAT TYPE OF EVENTS HAVE YOU ATTENDED AT THE COMMUNITY/CONVENTION CENTER IN THE PAST TWO YEARS?

- Camellia festival
- David Copperfield
- Hal Holbrook "Abe Lincoln"
- Hal Holbrook's "Mark Twain"
- rock concert
- pops
- Victor Borge/Mark Russell
- Nutcracker
- play
- plays
- Alvin Ailey dancers
- comedy show
- play
- travelogue
- A.M. Lecture Series
- Pop concerts
- graduation
- Dixieland Jubilee concerts
- Dixieland Jubilee
- Mark Russell
- seminar (Personal Develop.)
- U.S.A.F. band
- travel show
- movies
- Harvest festival
- Pop
- jazz; pop
- kinder konzerts
- Vienna Boys choir
- Greek Food Festival

QUESTION #18. PLEASE TELL US WHY YOU ARE SATISFIED OR DISSATISFIED WITH ANY OF OUR SERVICES:

- The Symphony plays too many new and untried symphonic works. Stick with well known symphonies.
- there is not a "good" place to eat near the Community Center- not your problem, just a comment.
- I'd like more exciting music when your regular conductor conducts
- could do with a cafe or restaurant
- air conditioning often too cold
- doors of auditorium should open earlier or at least on time

- drinking fountains designed for children or for horses - too low!!
- spring faucets in toilets are tacky!
- refreshment service too crowded
- need telephones - doctors have a terrible time using the phone before and during intermission
- air conditioner on all the time - gets cold
- soda is way too sweet
- I think the music is pretty good, e.g. coming from a high school student. I am sort of forced to go, but I enjoy it as well as all the operas and ballets. Thanks
- need more bathrooms and seating in lounges & lobby
- parking is difficult
- I like everything except the orchestra warming up on stage before performances
- the symphony, opera & ballet are always thoroughly enjoyed by us
- on the whole, I enjoy all my visits to the theater. The quality of the program is much more important to me than the facilities. The air conditioning sometimes makes it extremely cold at my seat in the center (row K). Also, I seldom have enough time to drink coffee, etc. at intermission because most of the time is just waiting in line & the coffee is hot!
- why, oh why, don't you paint the "orange" backdrop another color and do something about that filthy black floor!!
- more bathroom facilities & more refreshment counters
- parking is terrible! I arrived late due to my being unable to find a parking place. I was not accommodated with seating for late comers
- should be allowed to dance at rock, jazz and R & B concerts
- no adequate parking. Would appreciate late seating in the rear of auditorium and/or comfortable seating in the lobby
- new conductor much needed. Musicians excellent. Applause, applause for Michael Neumann
- too much smoke in lobby!! Tell smokers to go outside
- I always enjoy myself because of the quality of atmosphere, service from personnel and shows
- I like the broadcast of "Capital Concerts" on PBS
- refreshment service over-priced - need a set-up on 2nd floor
- I support what you are doing - am satisfied
- convenience of location, excellence of concert hall & available parking
- I find the heating system uneven
- I'm thrilled we have this beautiful facility & the artists to perform here. My life is enriched by your efforts & I appreciate them. Thank you! I like the variety offered here. I like the courtesy of the staff.
- satisfied - program selections excellent. Orchestra has evolved wonderfully under Maestro Nice.
- appreciate correcting ticket mistake
- Symphony needs to have verbal communication with audience. Choice words of introduction & welcome can be as moving as the music. And God bless us that we have a nice facility, as life is not all work
- high quality orchestra & performers

- need more choices of food or beverage establishments within walking distance
- the gold-orange backdrop is absolutely atrocious! Please redecorate. It does not look pleasant
- too hot in the hall
- excellent Symphony and excellent performers. They are precise and there is no faltering. They are tremendous
- cannot use all 3 drinking fountains in balcony lobby - not enough water pressure
- don't usually use refreshment service because coffee is bad and lines are too long
- refreshment service too slow; lines too long
- satisfied: lovely facility; good seating & excellent performance
- dissatisfied: need more beverage servers at intermission
- need another ladies' room & drinking fountain
- there should be more water pressure in the upstairs drinking fountains. The women's restrooms are always clean and tidy. The restricted smoking policy is EXCELLENT!
- refreshment service abominable!
- refreshment service lines are too long
- the temperature is sometimes too hot - no air moving
- bathrooms are inadequate!
- your restroom facilities are not adequate for the size of of your audience
- need more room in women's bathroom-with limited time in intermission, more is needed
- horrible ladies' restroom facility - inadequate and unappealing
- need aisles from back to front; refreshment service too crowded
- the service is fine. In my opinion the stage & ceiling look like the inside of a factory. Thank you for not smoking. Musicians' seat covers should have some color - a soft blue tweed?
- generally very good
- the hall is an excellent place for the Symphony and Opera - very good acoustics - comfortable seats
- need another women's lounge and refreshment area
- I miss the senior ladies that have been like old friends
- orchestra is excellent. Tickets are reasonably priced. intermission too short. Lobby needs a more "homey" atmosphere; something is missing. Needs to be more cozy, conducive to conversation. Compare to Symphony Hall in Boston & you'll understand what I mean.
- parking is sometimes a problem
- smokers should not be on 2nd floor since both 1st and 3rd are affected by smoke
- smokers should be put on the 3rd floor as they bother people on their way up to the 3rd floor
- enjoy theater, music and ballet
- a fine orchestra for this Modesto sized city
- Community Center Theater has marvelous acoustics. Enjoy symphony & other concerts
- refreshment service over-priced - need one upstairs
- need more, better ladies' rooms

- We have attended the symphony since 1980 and would not miss a concert
- too much cold air during concert blasting on orchestra section. In winter orchestra section is so cold I wear a coat during evening performances.
- need additional ladies' comfort lounge
- all services o.k.
- hard to find parking. Would like better restaurants close by. The symphony programs should fit a larger range of patrons, not just high brow.
- always need more toilet facilities for women
- thanks for increasing ladies' restroom
- how about restrooms? still too small (women's)
- each musician is fascinating to watch and hear. The soloists that I've heard have each been outstanding. After tonight's performance, I wish that very young children not be allowed to attend the concerts. One child coughed until she fell asleep. Until then, the coughing was extremely annoying.
- friendly staff - comfortable - facility is well taken care of
- women's bathroom facilities are very poor - long lines!!
- hot, stuffy - too long
- as a guest and frequent concert goer, I have a very good impression
- excellent acoustics - comfortable seating
- Symphony orchestra is excellent. Would like to see a more varied program
- please paint the stage area something other than burnt orange. It looks like Halloween up there
- get a new symphony conductor!!
- ladies' bathrooms too small. Refreshment service is good; quality is poor
- not too happy with symphony conductor
- inadequate restrooms
- refreshment service is excellent, but the lines are too long, unless you lengthen intermission 5 mins.
- some programs are performed by abbreviated orchestra, when one or two of the offerings really should be performed by a full orchestra
- bad water fountains
- would like to see you open west wall and have a patio
- horrible water fountains - it is a horse trough. Lousy Irish coffee. Coat rack?
- not enough toilet facilities for women. The coffee is not very good
- not enough refreshment stands - have to wait too long
- air conditioning sometimes hits in wrong places
- made me feel at ease
- they could use a sign out front to tell what is here. One that can be read driving by.
- refreshment poor - no beer
- not good acoustics for music - better for lectures
- symphony conductor could be better
- at present, no complaints
- good entertainment

- terrible women's facilities - long lines
- excellent ushers
- wine is terrible
- wish the line to the ladies' room was not so long
- women's restroom is inadequate
- limited restrooms
- need a place to check my wet coat & umbrella!
- Sometimes it is too warm - refreshment lines are too long.
- ladies' bathroom lines too long because most don't go all the way in to see original stalls. Also women line up on left, which confuses the people going out.
- ushers are friendly. Contact with staff is nil!
- it is not very pleasant having patrons step on your feet passing by to get to their seats. A center aisle would help!
- we generally enjoy the events which we select
- comfort excellent, except for railing in front of Row G - 2nd tier
- more romantic, impressionistic, and modern works for the Symphony would be appreciated. Start a Jazz subscription service! The Center is always clean and the temperature is very comfortable
- acoustics good. Need better California beers, Sierra Nevada Acme. People should be allowed to dance during rock shows, like Little Feat, even at the expense of unbolting seats!!
- refreshment service not large enough to serve everyone. By the time you have your coffee, etc., intermission is over. Need facilities at other levels as well. Ladies' rooms inadequate. Keep on dim house lites (like other Symphony halls do), so one can follow the score
- guest artists' caliber of performance far exceeds Chico - ticket prices, ease of attending - far superior to San Francisco
- We attend the Sac. Symphony Assn.'s concerts primarily; the quality & professionalism are excellent & are an asset to our community
- I want to hear music I will remember and hum on the way home
- the wide variety of guest artists has been excellent this season. We look forward to purchasing season tickets again next year. We've also been pleased with the summer symphony concerts in area parks and would like to have another one that includes fireworks on July 4th.
- great, except for women's restrooms
- The musicians are gifted artists and not appreciated enough. It's time for a replacement of the conductor, Carter Nice. We love Michael Neumann - a joy to watch.
- Keep the purses off the floor. We love Michael Neumann.
- we are very grateful for institution of the no-smoking in the lobby policy. Thanks!
- It helps a lot to have the additional facilities to the women's restroom. We appreciate having the lobby free of smoke - thanks!
- refreshment service has no diet coke
- entire atmosphere is very pleasant & orderly

- stagger seats in auditorium. Do something about lines at refreshment stand or make intermission longer
- offer "dinner/symphony package" - folks can make an elegant evening for reasonable dollars
- too much cold air - air conditioning? - in certain areas of the orchestra section. Very uncomfortable at times!
- backdrop to symphony orchestra is poor
- P.O.'d at late seating policy!
- I am not dissatisfied at anything. I love the music, the Community Center and everything
- no late seating - a long 1st no. and no chance to be seated if I am a little late. Stage floor area very unsightly from audience view. It is scarred, dusty & dirty. Performers have unpolished shoes. Outside lighting is too dim at marquee. Looks as if place is closed.
- place doesn't seem elegant. Very dim marquee lights outside - place looks closed. Filthy stage floor. Needs polishing, painting
- We would like to have back room seating until intermission if we are late
- patrons not obeying no late seating
- I absolutely hate your styrofoam coffee cups! For a one dollar cup of coffee, I expect quality paper cups. You need drinking fountains at the south entrance. Paint the stage something other than orange; maybe like the woodwork along the walls at the doorways
- my heart's desire is to see the stage backdrop painted a lovelier, softer and more up-to-date color. The current "pumpkin" shade, coupled with the musicians' black apparel, always reminds me of a Halloween color scheme. Our fine orchestra deserves a more attractive setting.
- all seats are excellent; can see from anywhere in the theater; parking good
- restroom facilities are inadequate. Water fountains are very inadequate - only 2 work.
- have always enjoyed the symphony, thus are satisfied. But, why don't you have a woman as guest conductor?
- would like to see stage backdrop painted a more attractive, softer color
- sometimes the air conditioning is too cold & blows down on me in the middle of the theater. Never enough time at intermission to drink coffee after lining up for it
- restrooms small
- sometimes it is too cold
- well lit outside - feel safe. Could use better parking
- happy
- parking is a problem. No restaurants in the area. The concert should be for all the people, not just the hotsy totsy snobs who attend the symphony
- extremely satisfied. Everyone is courteous, polite & helpful
- nothing stands out either way
- the center is lovely
- too cool - air conditioning too strong during winter season

- quality of performance, concert hall & staff has always been top notch. Well done!
- I am satisfied with the refreshing variety put together each season. I am also satisfied that each season includes major works by Beethoven, Mozart, Haydn, Tchaikovsky, Strauss and other major classical composers
- Atiim Smith does a consistently fine job
- difficulty in getting to center seats
- the quality of performances is usually first class. The theater would be more comfortable with a center aisle
- refreshments too slow. Not enough women's restrooms
- refreshment service lines too long
- length of time to get to it!! Bad wine
- need more drinking fountains
- more space and seats for people prior to performance
- would come oftener, but it becomes rather expensive
- need hat/coat check service
- we need this type of facility
- ladies' restrooms are much too small
- not enough restrooms for women
- need a center aisle. Lobby far too small
- the symphony is excellent. Carter Nice is a great and gifted conductor with bright insight to his leadings
- I suppose I didn't survey the symphony options carefully because I don't like the choice of composers per evening. I would like a complete concert by 1 composer
- satisfied because I can't get to San Francisco often enough
- ladies bathrooms - lines too long!! Sometimes can't use facilities within intermission time!!