

Pay What You Decide Audience Survey

Thank you for attending a drama show here at ARC and helping us to trial Pay What You Decide pricing.

We really value feedback from our audiences and would like to ask you to fill in this short survey about your Pay What You Decide experience. It should only take about 5 minutes to complete.

1. Was Pay What You Decide a factor in your decision to come and see the performance/s?

- Yes
- No
- Don't Know

2. Would you have come anyway?

- Yes
- No

3. Did Pay What You Decide affect the choice of show you came to see?

Yes

No

If yes, in what way?

4. Did Pay What You Decide enable you to attend drama shows at ARC more often than usual?

Yes

No

5. Did Pay What You Decide enable you to bring more people with you to see a show at ARC last season?

Yes

No

If so, can you tell us why and who you were able to bring along?

6. How easy was it to understand how Pay What You Decide worked?

Very Difficult

Difficult

Fair

Easy

Very Easy

Do you have any other comments?

7. Which of the following statements best applies to how you decided what to pay for the performance/s you attended? Tick up to three

“I based my payment on...”

- my overall experience at ARC on that occasion.
- my overall enjoyment of the show.
- how much the performance met my expectations.
- how visually impressive the performance was.
- how well I thought the artists had performed.
- how much others around me paid.
- how much I had already spent in ARC that night (on food, drinks etc.).
- my current financial situation.
- how much free cash I had on me at the time.
- how much I liked the performers.
- the amount I have previously paid for a ticket at ARC.
- the amount I would pay for a ticket at another theatre.
- the amount I would pay for a 'night out' elsewhere.

8. We did not include suggested ticket prices in our promotional materials or in signage on the night of performances. Would you have preferred to have had a suggested price?

Yes

No

Do you have any other comments?

9. Have you told anyone about Pay What You Decide at ARC?

Yes

No

10. If so, how many?

1-3

4-6

7-10

10+

Do you have any other comments?

11. Do you think other venues should consider the pricing scheme for appropriate shows?

Yes

No

Do you have any other comments?

12. Is there anything else you would like to tell us about your experience of Pay What You Decide at ARC?

