



AUDIENCE
OUTLOOK MONITOR



Focus on Accessibility Ticket Buyer Survey

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WolfBrown is an arts research and planning consultancy that helps nonprofit organizations, funders, and public agencies accomplish their missions and meet the challenges of change.



Audience Outlook Monitor is a community of research-minded arts professionals dedicated to learning about audiences, led by WolfBrown. Through our free webinars and other learning activities we aim to build sector capacity to think critically about audiences and their relationships with the art, artists and organizations that comprise our sector. Community members can opt-in to any of our paid surveys, either through an organized cohort or on-demand, as an easy and professional alternative to expensive, customized market research.



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Welcome Page

Thank you for joining our survey! Your answers will help us understand our audiences better and improve our services for everyone.

[Organization] is participating in a national study of arts audiences focused on accessibility. This survey is for *all audience members*, not just those who experience challenges accessing our programs.

The survey will take about 15 minutes to complete. Your answers are anonymous. You can [read the privacy policy here](#).

After you finish the survey, you'll be able to see some early results based on what others survey takers have said so far.

We also provide this survey verbally by phone. If you want to learn about this option or other accessibility options (including la encuesta en español[LINK]), [visit our survey accessibility page here](#).

Click “next” or tap “▶” to start the survey.



Your History and Relationship with Us

To begin, please tell us about your history and relationship with [ORGANIZATION].

1. How often do you attend our events in a typical year? *(select one)*

Less than once a year
1 or 2 times a year
3 or 5 times a year
6 or 10 times a year
11 or more times a year

2. Which of these statements is true for you? *(select one)*

I purchase tickets to individual programs
I previously subscribed or bought season tickets, but now decide on an event-by-event basis
I currently subscribe or hold season tickets

3. How strong is your bond or feeling of affiliation with [ORGANIZATION]? *(select a number)*

Answer options (ratings scale): 1=Weak, 2, 3, 4, 5=Strong

4. Who usually comes with you to our events? *(select all that apply)*

I attend alone
Spouse or partner
Children or grandchildren
Parents or grandparents
Other family
Friends
Visitors from out of town
Personal care attendant / Professional care provider
Other (please specify):

5. **What stops you from coming more often?** *(select up to three from the list that follows)*

Nothing, I am happy with how often I come
Programs don't always interest me
Days or times don't work for me
Work or family responsibilities
Ticket prices
Can't find someone to go with
Hard to get there
Childcare or elder care needs
Health concerns (like Covid-19 risks)
The venue isn't accessible enough
I don't feel welcome there or comfortable being myself
Other *(please describe)*:



Performance Experience

The next few questions assess your interest in different performance experiences.

6. **In general, how interested are you in these options when you go out to performances?** *(select an answer for each item)*

Answer options: not interested, somewhat interested, very interested, not sure

- a) Being able eat and drink during the show
- b) A more casual environment where it's OK able to talk quietly during the show
- c) Close-ups of the performers projected onto a screen above or beside the stage
- d) Captions of what is being said or sung, projected during the performance (like subtitles)
- e) Being able to use your personal headphones or earbuds to listen to the performance at your preferred volume
- f) An introduction explaining the performance before it starts
- g) Extra health safety measures (like masks and social distancing)

7. **Would you watch more of our programs if we offered them for online viewing at a low cost?**

No

Yes
Don't know



Your Daily Life

Next, we'd like to learn about how you navigate daily life.

- 8. Do you...?** *(select all that apply, regardless of whether you view these as a personal preference or a necessity)*

Wear glasses or contact lenses (incl. reading glasses)
Avoid driving at night
Ask a Virtual Assistant (like Siri or Alexa) to read text to you
Use magnification or a bright light to read small print
Use large fonts or high contrast on your computer
Use Braille
Use a cane or service animal
None of the above

- 9. Do you...?** *(select all that apply, regardless of whether you view these as a personal preference or a necessity)*

Turn on captions when watching TV
Use hearing aids
Use sign language
Avoid noisy places for conversations
Use live captions for phone or video calls
None of the above

- 10. Do you...?** *(select all that apply, regardless of whether you view these as a personal preference or a necessity)*

Prefer elevators over stairs when going up one or two floors
Take extra care or seek help when standing up
Pause to rest when walking more than a few minutes
Prefer ramps over stairs
Use a crutch, cane, or walker
Use a wheelchair
None of the above

11. **Do you...?** *(select all that apply, regardless of whether you view these as a personal preference or a necessity)*

Use fidget toys
Have an emotional support animal
Use a device to type what you want to say
Prefer fragrance free places
Use an insulin pump
Look for warnings about loud noises or special effects that may be upsetting
None of the above



Accessibility in Performing Arts Venues

Please answer the following questions in reference to ALL the performing arts venues and programs you usually attend (not just ours)...

12. **Have you, or someone you regularly go out with, used these services?** *(select one for each)*

Answer options: Have used; Would use if available; Not needed; Don't know

Chairs or benches in waiting areas
Patron drop-off/pick-up area (for better access from street)
Accessible path from parking to facility entry (like a ramped entrance)
Accessible seating (like wide aisles, no stairs)
Wheelchair seating
Support for patrons using walkers (like walker storage and retrieval)
Accessible restrooms

13. **Have you, or someone you regularly go out with, used these services?** *(select one for each)*

Answer options: Have used; Would use if available; Not needed; Don't know

Large print programs/playbills
Audio programs/playbills
Braille programs/playbills
Touch tours to gain familiarity with elements of the production

Live audio descriptions
Smart glasses that magnify your view of the stage

- 14. Have you, or someone you regularly go out with, used these services?**
(select one for each)

Answer options: Have used; Would use if available; Not needed; Don't know

Captioning for live events
Assistive listening devices
Personal headphones, ear buds, or hearing aids for sound amplification
Sign language (ASL) interpreters
Play scripts to read in advance or during a performance

- 15. Have you, or someone you regularly go out with, used these services?**
(select one for each)

Answer options: Have used; Would use if available; Not needed; Don't know

Sensory friendly performances (without sudden noises or other effects that could be unsettling)
Relaxed performances (where moving around and talking is OK)
Sensory kits (like noise reducing headphones, sunglasses, and fidgets)
Quiet rooms where you can go to take a break from the performance
Social narratives / Visual schedules (step-by-step guides explaining what it will be like at the venue)
Show guides / Sensory guides (that include sensory warnings, content warnings, and what to expect during the performance)

- 16. Have you used any other accessibility services that helped you enjoy a performance?**

No
Yes
Don't know

- 17. [IF Q16=Yes] Please describe:**

[Text box]



Your Assessment of Our Accessibility Services

Now tell us about your experience with [ORGANIZATION's] accessibility services

18. Have you, or someone you regularly attend with, used any of our accessibility services?

No
Yes
Not sure

19. [If Q18 = Yes] How would you rate your satisfaction with our accessibility services? (select a number on the scale provided)

Scale from 1 to 5, with “don’t know” option. 1= Not at all satisfied , 5=Very satisfied.

20. [If Q19 = Any rating] Please explain your rating.

[Text box]

21. Have any of the following discouraged or prevented you from attending our events?

Uncomfortable seating
Difficulty getting into, or moving through, the venue
Difficulty hearing the performance
Difficulty seeing the performance
Other accessibility needs that couldn’t be met (*please describe*):
None of the above

22. [If Q21=Any option, except None of the above] Please explain:

[Text box]

23. How important is it to you that cultural organizations make events accessible to everyone, regardless of ability? (select a number on the scale provided)

Scale from 1 to 5, with “don’t know” option. 1=Not important, 5=Very important.



Your Experience With Disabilities

24. Are you currently living with a disability, or do you identify as a disabled person?

No
Yes
Prefer not to state

25. [If Q24 = No] Have you used accessibility services in the past due to a temporary condition (such as pregnancy, injury, or illness)?

No
Yes
Prefer not to state

26. Does anyone who regularly attends performances with you have a disability?

No
Yes
Don't know / Prefer not to state

27. [If Q26 = Yes] What is your relationship to them? (select all that apply)

Spouse or partner
Parent or grandparent
Sibling
Child or grandchild
Friend or colleague
Other (*please specify*):



How We Communicate

28. Do you usually look for information about accessibility before deciding to attend a performance?

No
Yes
Don't know/Not sure

29. [If Q28="Yes"] Where do you look for this information? (select all that apply)

In advertisements and brochures I receive in the mail
In emails I receive in advance of the performance
On the "accessibility" page of an organization's website
I call the box office
I ask an usher or box office staff at the venue
I rely on friends or family members
Other (please describe):

30. Have you had trouble reading or understanding ...? (select all that apply)

Our website
Our email messages
Our social media posts
Our printed brochures, flyers, or postcards
Don't know / Not applicable
None of the above

31. [IF Q30 = "Our website"] How could we improve the accessibility of our website?
[text box]

32. [IF Q30 = "Our email messages"] How could we improve the accessibility of our emails?
[text box]

33. [IF Q30 = "Our social media posts"] How could we improve the accessibility of our social media posts?
[text box]

34. [IF Q30 = "Our printed materials"] How could we improve the accessibility of our printed materials?
[text box]



Feeling Welcome

35. To what extent do you agree with the following statement:

“[ORGANIZATION] embodies an inclusive culture that is welcoming to people of all abilities.”

(select a number on the scale provided)

Scale from 1 to 5, with “don’t know” option. 1=Strongly disagree, 3=Neither agree nor disagree, 5=Strongly agree.

36. [IF Q35 = 1-4] How could we be more welcoming to people of all abilities?

[text box]



About Yourself

Finally, please answer a few questions about yourself. These questions are optional. Remember that your answers are anonymous.

37. In what year were you born? *(select from the drop-down list)*

[Answer options for drop-down list: 1920 to 2010]

38. Which of the following options best describe your race/ethnicity?
(select all that apply)

American Indian or Alaska Native or Indigenous or First Nations

Arab or Middle Eastern or North African

Asian or Asian American

Black or African American

Hispanic or Latino(a) or Latinx or Spanish origin

Native Hawaiian or Pacific Islander

White or Caucasian or European American

I prefer to self-describe *(please specify)*:

39. What is your gender? *(select all that apply)*

Woman
Man
Non-binary
I prefer to self-describe (*please specify*):

40. Do you identify as LGBTQ+? (select one)

No/Yes



Comments

41. Please enter any other comments you'd like to share with [ORGANIZATION] below.

Note: If you have comments about the survey that you want to share with the researchers conducting this study, please follow this link:

<https://survey.alchemer.com/s3/7955938/Ticket-Buyer-Accessibility-Survey-Feedback>.

[text box]



Thank You Page

Thanks so much for taking the time to complete this important survey! We greatly appreciate your input.

In a moment, you'll be redirected to a webpage with some of the results of the survey, thus far.

[redirect to exit dashboard]