



First Night Spokane 2010



This survey is designed to help First Night Spokane determine how to provide the best event experience possible to those attending this annual Winter Festival of Arts and Entertainment. Thank you for your time and contribution to this effort.

1. How did you find out about First Night? TV Radio Newspaper Family/Friend Other: _____

2. What motivates you to attend First Night? (check all that apply)

<input type="checkbox"/> Live Entertainment	<input type="checkbox"/> Family Fun	<input type="checkbox"/> Socializing with Friends
<input type="checkbox"/> Visual Art	<input type="checkbox"/> Party Atmosphere	<input type="checkbox"/> Supporting the Arts
<input type="checkbox"/> Affordability	<input type="checkbox"/> Tradition	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Safe/Secure Atmosphere	<input type="checkbox"/> Children's Activities	_____

3. First Night is now in its 9th year. How many First Nights have you attended? _____

4. Below are positive statements about First Night. (Circle according to your level of agreement or disagreement)

	<u>Strongly Agree</u>		<u>Neutral</u>		<u>Strongly Disagree</u>
A) High quality of live entertainment.	5	4	3	2	1
B) High quality of visual art.	5	4	3	2	1
C) Very affordable admission price.	5	4	3	2	1
D) The quality of volunteers assisting is very high.	5	4	3	2	1
E) First Night is very safe.	5	4	3	2	1
F) First Night has new and fresh ideas every year.	5	4	3	2	1
G) The pre-event advertising for First Night is very effective.	5	4	3	2	1
H) First Night's Website is helpful in pre-planning our evening.	5	4	3	2	1
I) First Night's Program Book is a very useful tool at the event.	5	4	3	2	1
J) The atmosphere is very appealing.	5	4	3	2	1
K) The overall experience of attending First Night is fantastic.	5	4	3	2	1

5. What is your gender? Male Female

6. What is your household size? (circle) 1--2 3--4 5--6 7--8 9 +

8. How many children are attending with you tonight? _____ Ages: _____

7. What is your age group? _____ 20s _____ 30s _____ 40s _____ 50s _____ 60s +

9. What is your Household Income Range?

<input type="checkbox"/> \$0-50,000 annually	<input type="checkbox"/> \$101,000-150,000 annually
<input type="checkbox"/> \$51,000-100,000 annually	<input type="checkbox"/> \$151,000 + annually

10. What new or different things would you like to see at future First Nights?

Thank you for your time and we'll see you next year!