

**Assembly Hall Theatre Customer Satisfaction Survey**

**About the Theatre**

**Q1 Taking your last visit into account, what impression did you have of the following areas of improvement. (tick one box per row)**

	<i>Improved</i>	<i>Stayed the same</i>	<i>Worse</i>	<i>Don't know</i>
Assembly Hall facade (external appearance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The foyer entrance doors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The main foyer area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level disabled access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-smoking lower foyer bar facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refurbishment of all lower foyer toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refurbishment of 1st floor bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift for disabled access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New carpets and illuminated steps to Circle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decoration of main auditorium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air handling / cooling in the Circle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Circle / Stalls seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The acoustics / sound quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to online booking system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Box Office counters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage within the Assembly Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q2 Taking all of the above into account, overall how satisfied are you with these facilities?**

*Very satisfied* 
     
 *Satisfied* 
     
 *Neither* 
     
 *Dissatisfied* 
     
 *Very dissatisfied*

**Q3 Are there any other improvements we could possibly consider?**

Yes .....  continue with Q4  
 No .....  Go to Q5

**Q4 If Yes, please specify:**

**Q5 The following types of shows / performances are offered at the Assembly Hall Theatre. Which are you aware of? (tick all that apply)**

drama .....	<input type="checkbox"/>	family shows .....	<input type="checkbox"/>	opera .....	<input type="checkbox"/>
musicals.....	<input type="checkbox"/>	pantomimes .....	<input type="checkbox"/>	jazz / blues.....	<input type="checkbox"/>
classical concerts / recitals ...	<input type="checkbox"/>	west end shows .....	<input type="checkbox"/>	Christmas shows .....	<input type="checkbox"/>
rock / pop.....	<input type="checkbox"/>	craft exhibitions.....	<input type="checkbox"/>	plays for schools.....	<input type="checkbox"/>
brass bands .....	<input type="checkbox"/>	business workshops .....	<input type="checkbox"/>		
contemporary dance .....	<input type="checkbox"/>	cabaret.....	<input type="checkbox"/>		

The Assembly Hall Theatre is in the process of reviewing its smoking policy. At present smoking is only permitted in the main upper bar area. All other areas are non-smoking

**Q6 Do you think the Assembly Hall Theatre should introduce a total smoking ban?**  
 Yes.....   
 No .....

**Booking tickets**

**Q7 Which of the following are you aware of and prefer to use for booking tickets?**

	Aware of	Preferred method
Phone the Box Office	<input type="checkbox"/>	<input type="checkbox"/>
By post	<input type="checkbox"/>	<input type="checkbox"/>
Call in person to the Box Office	<input type="checkbox"/>	<input type="checkbox"/>
Through a ticket agency	<input type="checkbox"/>	<input type="checkbox"/>
The Internet	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

If Other, please specify:

**Q8 Do you use the internet to book Assembly Hall Theatre Tickets?**

Yes .....  Go to Q11  
 No .....  Continue with Q9

**Q9 If No, why not? (tick all that apply)**

- No Internet access at home .....
- No Internet access at work.....
- Security (concerns of online payment) .....
- Poor quality website .....
- Unable to select desirable seating .....
- Didn't know this facility was available.....
- Other .....

If Other, please specify:

**Q10 Would you book online if there were special offers for specific shows?**

Yes .....  Go to Q12  
 No .....  Go to Q12

**Q11 Which website address did you use?**

- www.assemblyhalltheatre.co.uk .....
- www.assemblyhalltheatre.com .....
- www.assemblyhalltheatre.org .....
- www.tunbridgewells.gov.uk .....
- www.uk.tickets.com .....
- Or any search engine .....

**Q12 Regardless of method, did you experience any problems when booking tickets for your last visit?**

Yes .....  Continue with Q13  
 No .....  Go to Q14

**Q13 If Yes, please specify:**

**About the type of show / entertainment**

**Q14 What was the name of the last show you saw?**

**Q15 How satisfied were you with this show / performance?**

- Very satisfied .....
- Satisfied .....
- Neither .....
- Dissatisfied .....
- Very dissatisfied .....

**Q16 If dissatisfied, please specify why:**

**Q17 What did you like most about your last visit?**

**Q18 If anything, what did you dislike about your last visit?**

## About future shows

**Q19** Would you attend more often if shows you wanted to see were available?

Yes .....  Continue with Q20

No .....  Go to Q21

**Q20** What type of show(s) / entertainment is of interest to you and would like to see in Tunbridge Wells? (tick all that apply)

	Of interest to you	Would like to see at the Assembly Hall
drama	<input type="checkbox"/>	<input type="checkbox"/>
musicals	<input type="checkbox"/>	<input type="checkbox"/>
classical concerts / recitals	<input type="checkbox"/>	<input type="checkbox"/>
rock / pop	<input type="checkbox"/>	<input type="checkbox"/>
brass bands	<input type="checkbox"/>	<input type="checkbox"/>
contemporary dance	<input type="checkbox"/>	<input type="checkbox"/>
family shows	<input type="checkbox"/>	<input type="checkbox"/>
pantomimes	<input type="checkbox"/>	<input type="checkbox"/>
west end shows	<input type="checkbox"/>	<input type="checkbox"/>
arts festivals	<input type="checkbox"/>	<input type="checkbox"/>
craft exhibitions	<input type="checkbox"/>	<input type="checkbox"/>
visual art exhibitions	<input type="checkbox"/>	<input type="checkbox"/>
business exhibitions	<input type="checkbox"/>	<input type="checkbox"/>
educational workshops	<input type="checkbox"/>	<input type="checkbox"/>
cabaret	<input type="checkbox"/>	<input type="checkbox"/>
opera	<input type="checkbox"/>	<input type="checkbox"/>
jazz / blues	<input type="checkbox"/>	<input type="checkbox"/>
country and western	<input type="checkbox"/>	<input type="checkbox"/>
Christmas shows	<input type="checkbox"/>	<input type="checkbox"/>
plays for schools	<input type="checkbox"/>	<input type="checkbox"/>
other	<input type="checkbox"/>	<input type="checkbox"/>

If other please specify:

Please go to Q22

**Q21** If No, what are your reasons for not visiting more often? (tick all that apply)

Price .....

Too far away .....

Do not know what events are on .....

Unable to get there .....

Dislike the venue .....

Lack of interest in shows .....

Other .....

If Other, please specify

**Q22** Over the last two years, in your opinion, has the quality of shows?

Improved .....

Stayed the same .....

Worse .....

Don't know .....

## About future visits

**Q23** How do you decide to come to the Assembly Hall Theatre? (tick all that apply)

	I use this method to book	I book immediately
When I receive a brochure/ mailing through the post	<input type="checkbox"/>	<input type="checkbox"/>

On spur of moment when I have time	<input type="checkbox"/>	<input type="checkbox"/>
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Personal recommendation	<input type="checkbox"/>	<input type="checkbox"/>
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Favourite artist / show performance	<input type="checkbox"/>	<input type="checkbox"/>
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See poster / advert	<input type="checkbox"/>	<input type="checkbox"/>
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Good write-up in paper	<input type="checkbox"/>	<input type="checkbox"/>
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Feature on local radio / tv	<input type="checkbox"/>	<input type="checkbox"/>
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When at the theatre seeing something else	<input type="checkbox"/>	<input type="checkbox"/>
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Someone else's choice	<input type="checkbox"/>	<input type="checkbox"/>
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Word of mouth	<input type="checkbox"/>	<input type="checkbox"/>
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Other	<input type="checkbox"/>	<input type="checkbox"/>
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If Other, please specify:

**Q24 Do you like to eat out before you go to the theatre?**

- Yes - *always* .....  Continue with Q25  
 Yes - *sometimes* .....  Continue with Q25  
 No - *never* .....  Go to Q29

**Q25 If Yes, where? (tick all that apply)**

- At the Assembly Hall Theatre .....   
 At another restaurant .....

**Q26 How satisfied were you with the Assembly Hall Theatre's pre-show meals?**

- Very satisfied .....   
 Satisfied .....   
 Neither .....   
 Dissatisfied .....   
 Very dissatisfied .....

**Q27 If dissatisfied, please specify why:**

**Q28 If you eat at another restaurant, were you aware the Assembly Hall Theatre provided pre-show meals?**

- Yes .....   
 No .....

**Q29 If anything, what would encourage you to have a pre-show meal at the Assembly Hall Theatre?**

**Other venues**

**Q30 Do you visit other theatre venues?**

- Yes .....  Continue with Q31  
 No .....  Go to Q33

**Q31 If Yes, how often have you attended any of the following in the last two years? (tick at least one answer per row)**

	Never	Once	Twice	Three times	Four+
Trinity Theatre, Royal Tunbridge Wells	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Stag, Sevenoaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Hawth, Crawley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Hazlett, Maidstone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Orchard, Dartford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Marlowe, Canterbury	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The White Rock, Hastings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Central Theatre, Chatham	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q32 Which of the following types of shows / performances did you see at these venues? (tick all that apply)**

- drama .....
- musicals .....
- classical concerts / recitals .....
- rock / pop .....
- brass bands .....
- contemporary dance .....
- family shows .....
- pantomimes .....
- west end shows .....
- craft exhibitions .....
- business workshops .....
- cabaret .....
- opera .....
- jazz / blues .....
- Christmas shows .....
- plays for schools .....

**About you and your family**

The purpose of collecting this information is to monitor and evaluate marketing campaigns and to assist with targeting potential new customers. All information remains confidential.

**Q33 Are you:**

- Male .....   
 Female .....

**Q34** What was your age on your last birthday?

**Q35** Do you have any long-standing illness, disability or infirmity?

Yes.....

No .....

**Q36** Do you feel the Assembly Hall Theatre has become?

More accessible .....

Stayed the same .....

Less accessible.....

Don't know .....

**Q37** To which of the following groups do you consider you belong?

White British.....

White Irish .....

Caribbean .....

African.....

White and Black Caribbean.....

White and Black African.....

White and Asian.....

Indian .....

Pakistani .....

Bangladeshi .....

Chinese.....

Other ethnic group .....

If Other, please specify:

**Q38** Do you feel access to the Assembly Hall Theatre could be improved?

Yes .....  Continue with Q39

No .....  Go to Q40

**Q39** If Yes, please specify how:

**Q40** Are there any occupants aged under 13 years old living in your household?

Yes .....  No.....

**Q41** Are there any occupants aged between 14 and 21 living in your household?

Yes .....  No.....

**Q42** Which of the following media do you listen to, read or visit? (tick all that apply)

BBC Radio Kent.....

KMFM .....

Invicta FM .....

Courier .....

News in Focus .....

Index Magazine .....

Maidstone Star.....

Sussex Express .....

Evening Argus.....

Edenbridge Chronicle.....

Kent Messenger / Extra.....

County Border News .....

Sevenoaks Chronicle .....

The Internet.....

Other.....

If Other, please specify:

**Q43 You will automatically be entered into our free prize draw. Please check the we have your correct contact information.**

Title .....	<input type="text"/>
Firstname ..	<input type="text"/>
Surname....	<input type="text"/>
Address.....	<input type="text"/>
Village .....	<input type="text"/>
Town .....	<input type="text"/>
County.....	<input type="text"/>
Postcode ...	<input type="text"/>
Phone.....	<input type="text"/>
e-mail .....	<input type="text"/>
ref number.	<input type="text"/>

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