

To learn about your customer/audience you can simply ask them. Occasionally the most difficult questions are best asked directly.

Chapter Survey:

Thank you for attending our show today. Please help us to serve you better by filling out this informational survey. At intermission please place your completed form in the basket located by the lobby doors. You will be included in a door prize drawing at the end of the show.

Questions are optional

Name: _____ Phone: _____

Email _____

May we contact you about our upcoming events? Yes No

Age: 18-24 25-34 35-44 45-54 55+	How many live shows do you attend per year? 1 2 3 More _____	How many Barbershop Shows per year? 1 2 3 More _____	Is attending a community show a family event? Do you bring your children? Yes No Are children over 12 ? Yes No	Consider our pricing for this event: Too High Too Low Just Right	How did you learn about this event? Chapter Website Facebook Poster Radio TV Newspaper Personal Invitation Other _____
---	--	--	--	---	--

Song suggestion for upcoming shows?

Chapters have experimented with various surveys in the past.... Make sure you're asking the right questions, compiling the results, and using them for planning and a mailing list.

[BACK to Marketing](#)