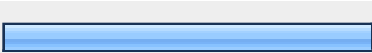
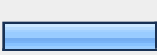






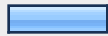




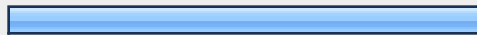


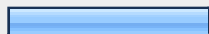
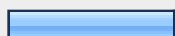
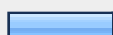



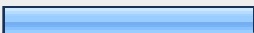



Live Theater in Cherry Creek

| 1. If you are a resident, where is your home located? | | | |
|---|---|---------------------------------|----------------|
| | | Response Percent | Response Count |
| Cherry Creek North |  | 56.8% | 138 |
| Historic Country Club |  | 23.0% | 56 |
| Cherry Creek East |  | 5.3% | 13 |
| Hilltop |  | 0.8% | 2 |
| Congress Park |  | 2.9% | 7 |
| Capital Hill |  | 2.1% | 5 |
| Cherry Creek South | | 0.0% | 0 |
| Not a Resident |  | 3.3% | 8 |
| Other (please specify) |  | 5.8% | 14 |
| | | <i>answered question</i> | 243 |
| | | <i>skipped question</i> | 0 |

| 2. If you are a business owner, where is your business located? | | | |
|---|--|--------------------------|----------------|
| | | Response Percent | Response Count |
| Cherry Creek North |  | 14.8% | 36 |
| Cherry Creek Shopping Center | | 0.0% | 0 |
| Cherry Creek East |  | 2.1% | 5 |
| Hilltop |  | 0.8% | 2 |
| Congress Park |  | 1.2% | 3 |
| Capital Hill |  | 1.6% | 4 |
| Cherry Creek South |  | 1.2% | 3 |
| Not a Business Owner |  | 72.4% | 176 |
| Other (please specify) |  | 5.8% | 14 |
| | | <i>answered question</i> | 243 |
| | | <i>skipped question</i> | 0 |

| 3. How many times do you see live theater per year? | | | |
|---|---|--------------------------|----------------|
| | | Response Percent | Response Count |
| 0 |  | 7.0% | 17 |
| 1 - 2 |  | 30.9% | 75 |
| 3 - 4 |  | 25.5% | 62 |
| 5 - 7 |  | 15.6% | 38 |
| 7+ |  | 21.0% | 51 |
| | | <i>answered question</i> | 243 |
| | | <i>skipped question</i> | 0 |

| 4. If there were a live theater located in Cherry Creek, how likely would you be to attend? | | | | |
|---|---|--|--------------------------|----------------|
| | | | Response Percent | Response Count |
| Not Very Likely |  | | 9.9% | 24 |
| Likely (1 to 2 times per year) |  | | 32.1% | 78 |
| Very Likely (3 to 4 times per year) |  | | 38.7% | 94 |
| Regularly (5 to 6 times per year) |  | | 19.3% | 47 |
| | | | <i>answered question</i> | 243 |
| | | | <i>skipped question</i> | 0 |




| 5. What type of theater will you be most likely to attend? Please rank from 1 to 5 with 5 being most likely to attend and 1 being not likely to attend. | | | | | | | |
|---|----------------|---------------|---------------|-----------------------------|-----------------------------|--------------------------|----------------|
| | 1 (Not Likely) | 2 | 3 | 4 | 5 (Most Likely) | Rating Average | Response Count |
| Small Musical | 12.7% (29) | 10.1% (23) | 21.5% (49) | 28.1% (64) | 27.6% (63) | 3.48 | 228 |
| Musical Revue | 16.5% (37) | 14.3% (32) | 23.2% (52) | 22.3% (50) | 23.7% (53) | 3.22 | 224 |
| Dramatic Play | 7.2% (17) | 6.4% (15) | 18.7% (44) | 29.4% (69) | 38.3% (90) | 3.85 | 235 |
| Classical | 15.6% (35) | 13.3% (30) | 19.1% (43) | 25.8% (58) | 26.2% (59) | 3.34 | 225 |
| Comedy | 6.5% (15) | 4.3% (10) | 19.9% (46) | 35.1% (81) | 34.2% (79) | 3.86 | 231 |
| Other (please specify) | | | | | | | 21 |
| <div style="border: 1px solid red; padding: 5px; color: red;"> The manner in which participants were asked to respond to this question caused some ambiguity. Therefore the data contained in this item is questionable. </div> | | | | | | <i>answered question</i> | 243 |
| | | | | | | <i>skipped question</i> | 0 |

6. If you were to attend a live theater performance in Cherry Creek, what would you expect to pay for a ticket price?


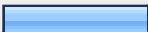
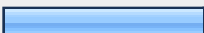
The range of ticket prices was from a low of \$10.00 to a high of \$75.00. The average price was between \$25-40. The quality of the productions was mentioned often as determining factor regarding how much one was willing to pay.

| | Response Count |
|--------------------------|----------------|
| | 243 |
| <i>answered question</i> | 243 |
| <i>skipped question</i> | 0 |

7. In addition to stage theater, would you like to have cabaret style entertainment that would offer a show with available drinks, desserts, and appetizers?

| | Response Percent | Response Count |
|--|------------------|----------------|
| Yes  | 68.7% | 167 |
| No  | 18.9% | 46 |
| No Opinion  | 12.3% | 30 |
| <i>answered question</i> | | 243 |
| <i>skipped question</i> | | 0 |

8. In addition to regular programming, would you support a children's theater in Cherry Creek?

| | Response Percent | Response Count |
|--|------------------|----------------|
| Yes  | 47.3% | 115 |
| No  | 21.8% | 53 |
| No Opinion  | 30.9% | 75 |
| <i>answered question</i> | | 243 |
| <i>skipped question</i> | | 0 |

9. Are there other comments that you would like to make?

36 of the 85 responses encouraged the development of live theater in Cherry Creek. The concern for quality was raised several times. Other concerns frequently raised related to parking and not competing with other theaters in the area.

**Response
Count**

85

answered question

85

skipped question

158