

SaddleBrooke Community Entertainment Survey January 2007

Presented by the
Recreation and Activities Committee (RAC)
and the Theater & Clubhouses Subcommittee
(T&CS)
of HOA2

Presentation Outline

- Background – **Reasons** for Survey & Survey **Notes**
- Survey **Objectives**
- Survey **Questionnaire**
- Entertainment **P**references
- Previous **Events Attended**:
 - **in** SaddleBrooke
 - **outside** of SaddleBrooke
- Maximum Ticket **P**rice
- Respondents **A**ge Groups
- **R**esidency Status
- **C**onclusions
- What is **N**ext?

Background - Reasons For Survey

- The T&CS and the Events Planning Manager (EPM) realized the need to **better understand** Saddlebrooke residents and their **entertainment preferences**.
- It was believed that with this information the **EPM** would be in a better position to more closely **match** entertainment **events** to SaddleBrooke **resident preferences**.
- Determine the **maximum \$\$** that residents would **pay** for **well-known national level entertainers**.

Background - Survey Notes

- Questionnaire **reviewed** by expert and novice individuals to perfect questions.
- Virtually all survey respondents expressed an **interest in** various **entertainment** choices.
- Survey responses **DO NOT** necessarily reflect SaddleBrooke residents as a “whole”. However, we can draw certain inferences from the survey results.
- The data derived is a significant improvement over decisions based on **intuition, personal preferences** and **guesses**, however must be used judiciously. Nearly 900 households were represented by survey respondents. This is statistically significant.

Survey Objectives

- **Provide** the HOA2 Events Planning Manager:
 - Meaningful **information** and **opinions** from survey respondents which will be used in;
 - Planning for and **providing** the entertainment that **SaddleBrooke residents most want.**
 - **Pricing*** events to **optimize** event **attendance** and **meet revenue objectives.**

*Well-Known National Level Entertainers

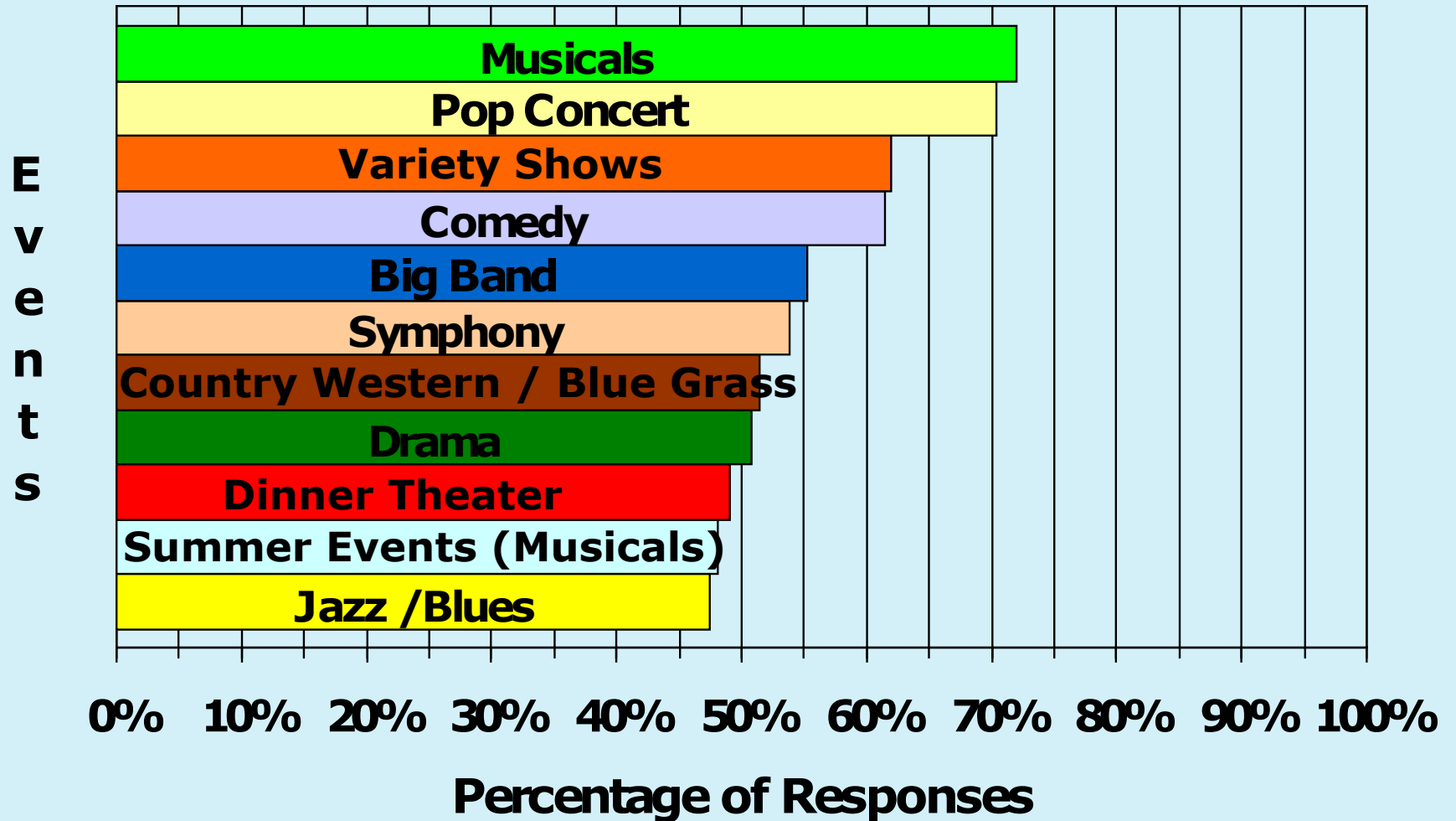
Survey Questionnaire

[Survey Period October 1 - November 14]

- PAGE 1 - EXPLAINS FORM AND OBJECTIVES
- PAGE 2 - SURVEY QUESTIONS
 - Categories of **entertainment preferences**
 - Entertainment **events attended**:
 - **in** SaddleBrooke
 - **outside** SaddleBrooke
 - **Maximum \$\$** would pay for **well-known national level entertainers**.
 - **Age** group information
 - **Residency** Status

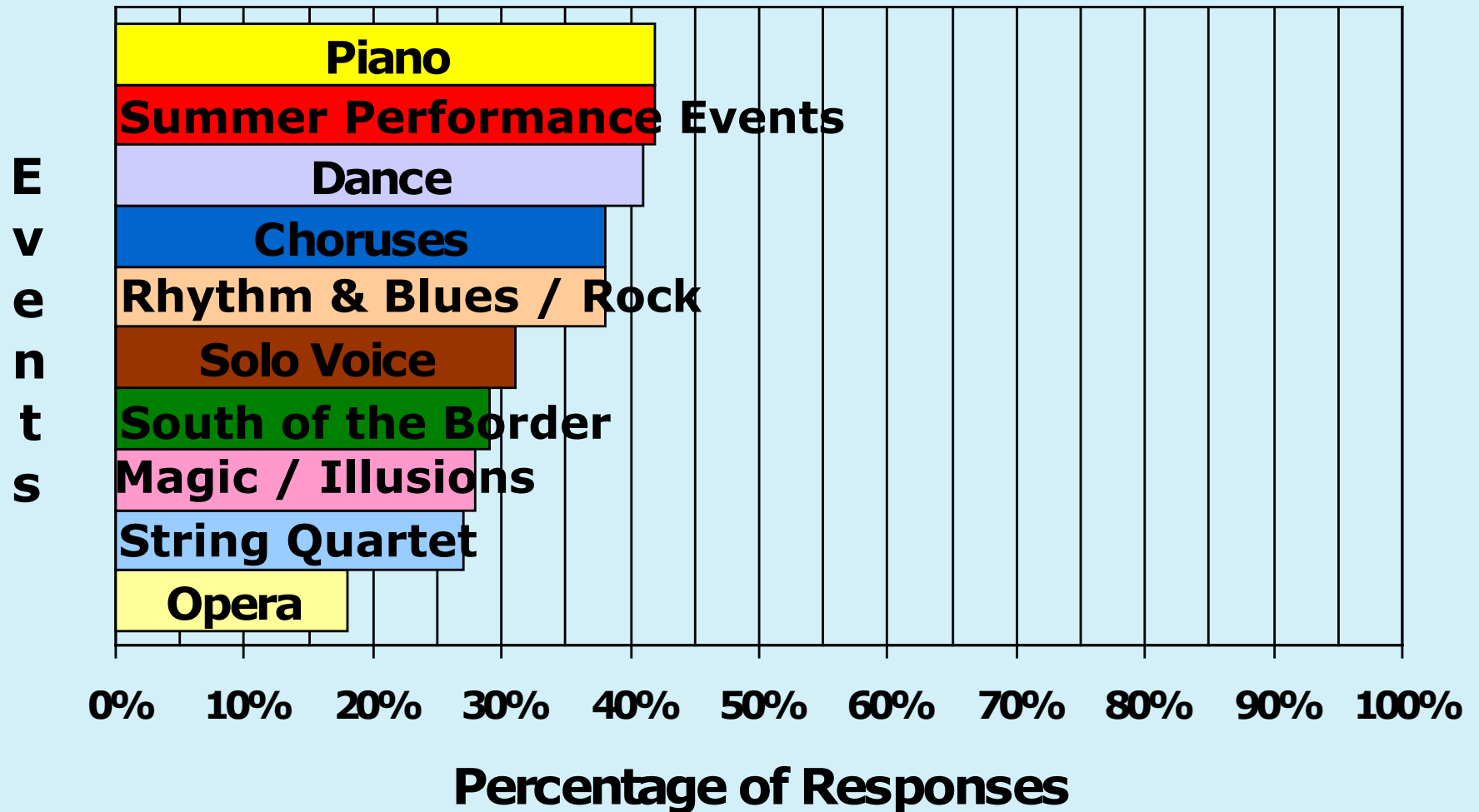
Entertainment Preferences [Questions 3 - 23]

Most Popular (top 11)



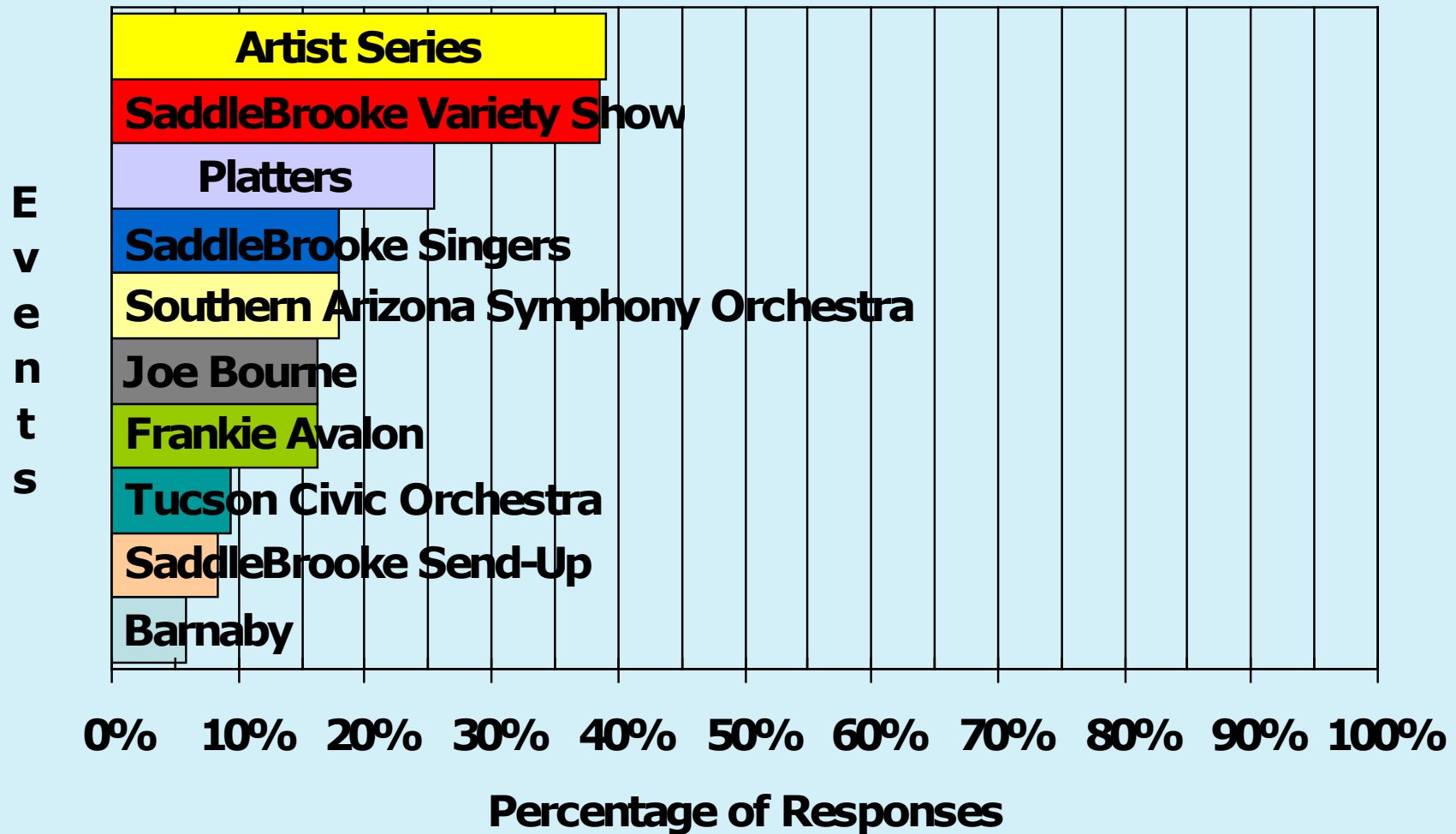
Entertainment Preferences [Questions 3 - 23]

Least Popular (bottom 10)

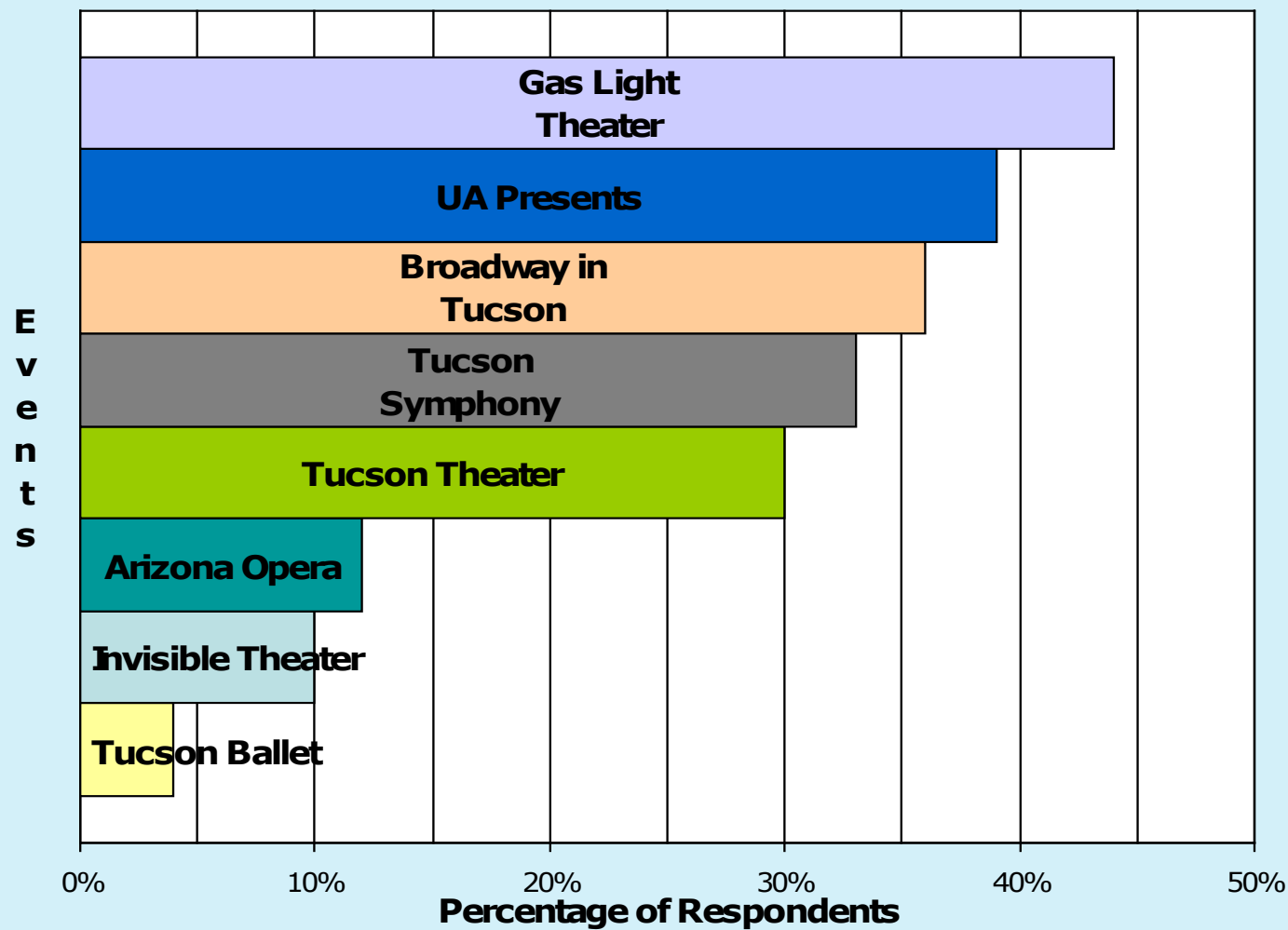


Previous Events Attended In SaddleBrooke

(Questions 27-36)

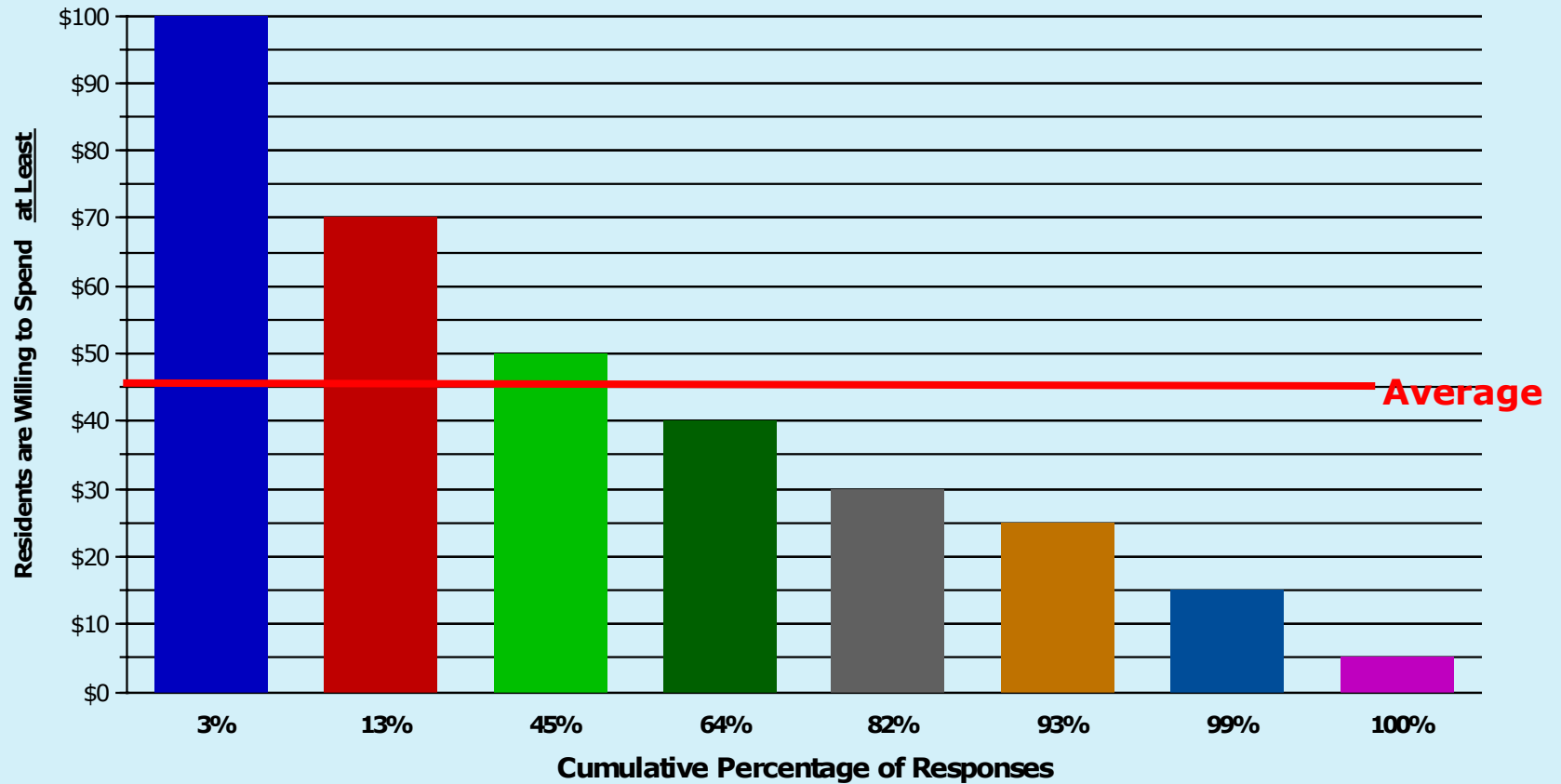


Previous Events Attended Outside SaddleBrooke (Questions 41 - 59)



Maximum Ticket Price for Well Known National Level Entertainers [Question 39]

Note: The average for all responses was **\$45**

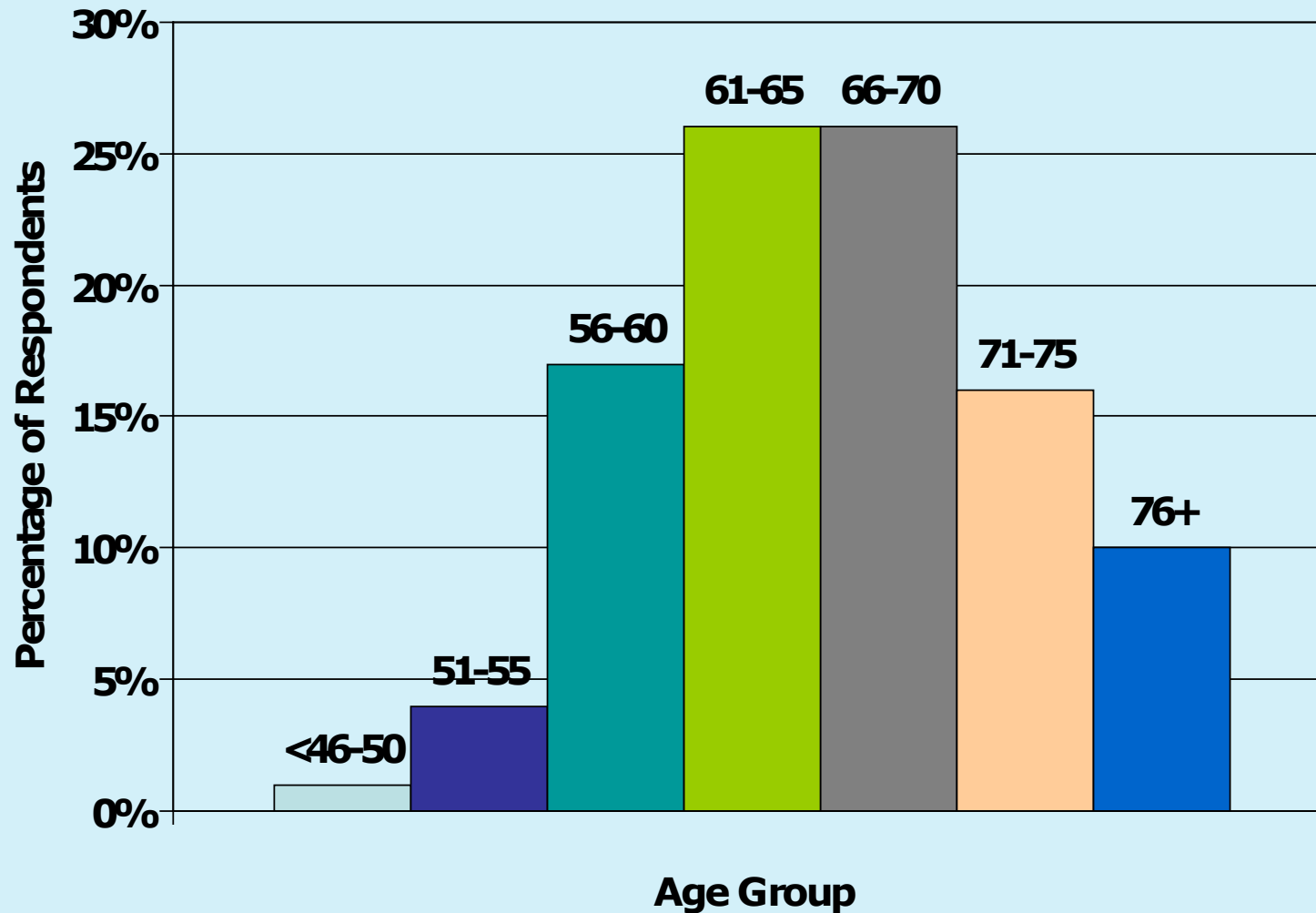


Maximum Ticket Price for Well-Known National Level Entertainers [Question 39]

- Most Common Response was **\$50** (25% of survey responses),
- followed by **\$40** (16%) and
- **\$25** (12%).

Age of Respondents

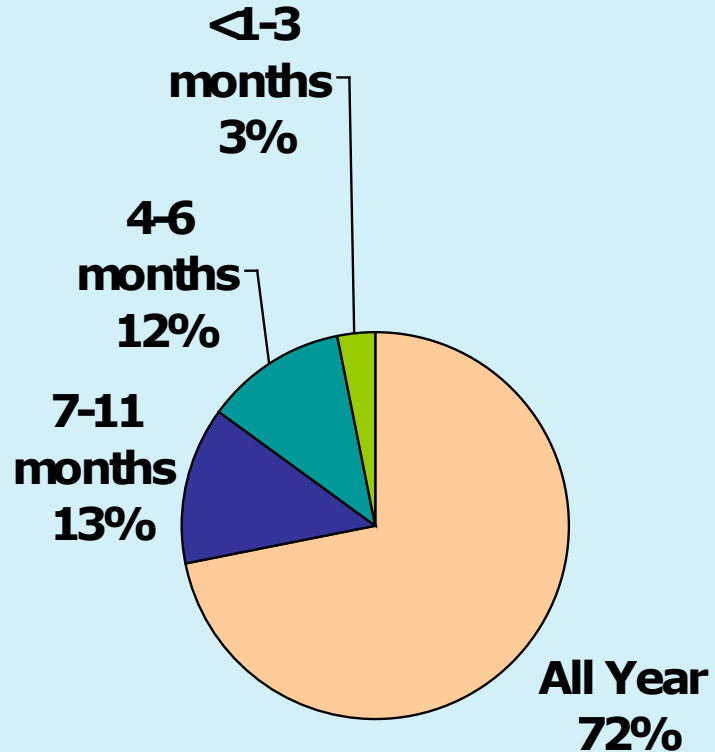
(Questions 60-66)



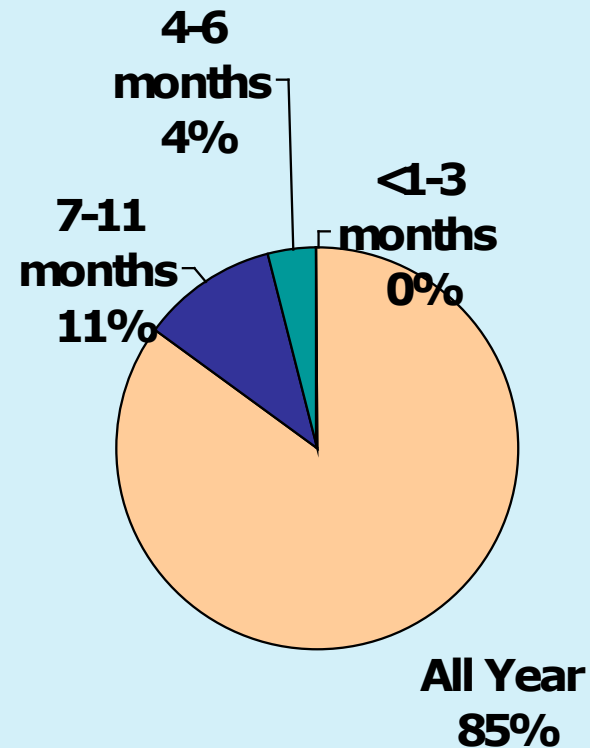
69% of Responses Received Were From the 56-70 Age Group

Residency Status

April 2006 – HOA #1



Oct/Nov 2006 – HOA #2



Conclusions

- We now have a **better understanding** of the SaddleBrooke entertainment **consumer**.
- The survey indicates that there will be a **larger interest** by SaddleBrooke Residents for Events that are in the **top 11 categories** rather than the bottom 10 categories.
- The survey indicates that pricing for well-known national level entertainers will have the **most appeal at \$40 (64%)**. At **\$30** the **appeal** would be **82%**.
- The very fact that an entertainment survey was conducted has **raised the community's awareness** of the DesertView Performing Arts Center Theater and entertainment options.

What is Next?

- Incorporate the survey data into the event planning process. Determine what additional data and/or correlations the Event Planning Manager needs.
- Determine what additional data may be needed to better serve SaddleBrooke entertainment customers.
- Begin an educational program to “sell live entertainment” to SaddleBrooke residents.

The End

- Thanks to the following **volunteers** who contributed their time and energy on this presentation:
 - **David Smith**
 - **Margaret Walker**
- There were countless **other** SaddleBrooke **residents** who contributed their time and expertise on the Entertainment Survey project. Our many **thanks!**