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Re-Use of the Muse Theatre: A Study of Consumer Preferences

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Re-Use of the Muse Theater:
A Study of Consumer Preferences

by

R. K. Piper

May 1986



Center for Applied Urban Research
College of Public Affairs and Community Service
University of Nebraska at Omaha



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EXECUTIVE SUMMARY

The major findings of this study are as follows:

1. Most of the survey respondents (84%) indicated that they make at least one trip per month to downtown Omaha, and most (46%) said they make 1-5 trips downtown. Additionally, 62 percent said they make at least 1-2 trips downtown per month to attend cultural events held at the Joslyn, the Orpheum, the Civic Auditorium, the Central Park Mall, and the Old Market.
2. Almost three-fourths of the respondents (73%) had attended a film or a movie within the past 12 months, and about 54 percent had attended six or more.
3. Substantial support was shown for a theater in or near downtown Omaha. Almost two-thirds of the respondents (64%) stated that they would attend such a theater if it ran films that they were interested in seeing, and an additional 14 percent said they might attend. Only 22 percent said they would not attend a downtown theater, and, of these, about 50 percent said they might be convinced to attend by the attraction itself, if parking were available and if personal safety were assured.
4. Almost 74 percent of the respondents who had attended one or more movies during the past year indicated that they would attend a downtown theater, 14 percent said they might attend, and only 12 percent said they would not attend.
5. Other activities that respondents expressed an interest in attending at a downtown theater included stage plays or musicals (79%), live or taped music performances (78%), film festivals (75%), lectures or seminars (71%), and experimental or multi-media art presentations (68%).
6. Over half of the respondents (51%) said that the location of the theater in or near downtown would make little difference in their decision to attend. Almost one-third of the respondents (31%) said that the downtown location made it more likely that they would attend the theater, while only about 16 percent said that the downtown location made their attendance less likely.
7. Eighty-four percent of the respondents said that they were familiar with the Muse Theater at 24th and Farnam Streets.
8. Many respondents also indicated that they would attend activities at a theater in the building that formerly housed the Muse Theater. Fifty-seven percent of respondents said they would attend films or other events in the renovated Muse Theater, and an additional 25 percent said they might attend. Only about 18 percent of the respondents said they would not attend a renovated Muse Theater, compared with about 22 percent who said they would not attend a downtown theater.
9. Almost 64 percent of the respondents who had attended one or more films during the past year said they would attend the renovated Muse Theater,

25 percent said they might attend, and only 11 percent said they would not attend.

10. A much larger proportion of respondents living east of 72nd Street said they would attend a downtown theater (73%) than those living west of 72nd Street (40%). By a smaller margin, this was also true regarding the Muse Theater, as 60 percent of the respondents living east of 72nd Street said they would attend, compared with 50 percent living west of 72nd Street.
11. A greater proportion of the respondents living west of 72nd Street said they would attend a renovated Muse Theater (50%) than said they would attend a theater in or near downtown Omaha (40%).
12. About 87 percent of the respondents cited easy access to parking, and 79 percent cited the safety of the neighborhood as important factors in their decisions to attend or not to attend a downtown theater.
13. Twenty-four percent of the respondents cited the poor reputation of the neighborhood as the reason that they would not attend events at the Muse Theater, 9 percent cited safety, and 6 percent cited a lack of parking.
14. Sixty-nine percent of the respondents who were at least somewhat interested in films attended films at local art theaters, such as the Dundee Theater, which feature independent, obscure, foreign, or low-budget films. About 65 percent of the respondents thought that more art theaters were needed in Omaha and another 9 percent thought that more art theaters might be needed.
15. About 84 percent of the respondents who were at least somewhat interested in films said they would support a new arts theater in Omaha and an additional three percent said they might support it.

INTRODUCTION

In February 1986, Park East, Inc., a nonprofit redevelopment agency, contracted with the Center for Applied Urban Research of the University of Nebraska at Omaha to conduct a marketing survey related to the redevelopment of the Muse Theater at 24th and Farnam Streets. Representatives of Park East, Inc., believe that two critical trends have converged to create an opportunity for redevelopment in this area--the ongoing and already successful redevelopment of downtown Omaha and adjacent areas and the recent increase in the population of young, well-educated, professionals living and working near downtown Omaha. Mutual of Omaha, the largest employer in Omaha, and the numerous medical complexes in the area (the University of Nebraska Medical Center, St. Joseph Hospital, Creighton University Hospital, Veterans' Hospital, and Clarkson Hospital) employ many of these individuals.

Representatives of Park East, Inc., believed that this population of young, well-educated professionals would support cultural and entertainment events in downtown Omaha. Therefore, they believed that a marketing study should be conducted to determine the level of support available for a new cultural entertainment facility.

METHODOLOGY

A study conducted in 1982 for the Metropolitan Arts Council entitled "A Certain and Great Future: Marketing the Arts in Omaha," concluded that Omaha has a large core of steady arts patrons who support both the rare and popular arts. An examination of the demographic characteristics of the arts supporters in the 1982 study, and nationally, shows that they tend to be well-educated, relatively young professionals who earn higher than average incomes.

An interesting finding of the 1982 study was that arts supporters attended movies more frequently and more regularly than any other popular form of art. Only 10 percent of the respondents in the Metropolitan Arts Council study said that they had not attended any movies within the past 12 months, and almost half (46%) stated that they had attended six or more movies within the past 12 months.

Subsequent interviews with Metropolitan Arts Council representatives and other arts groups indicated that arts supporters were most heavily concentrated in midtown areas of the city, especially in postal zip code areas 68131, 68132, and 68124 (see figure 1).

Not surprisingly, an examination of the U.S. census data for 1980 revealed that census tracts in these areas contained a high proportion of persons with characteristics (for example, education, age, occupation, and income) similar to those of the arts supporters identified in the Metropolitan Arts Council study. In fact, tracts in these areas contained some of the highest proportions of relatively well-educated, young professionals in the higher income categories in Omaha.

The census tracts included in this study were chosen from postal zip code areas 68131, 68132, 68124, 68105, and 68106 to meet the dual goals of surveying both arts supporters, who as a group are very likely to attend movies, and people from the neighborhoods around the project site.

PLEASE NOTE



INDEPENDENT POST OFFICES
 BELLEVUE, NEBRASKA 68005
 BOYS TOWN, NEBRASKA 68010
 PAPILLION, NEBRASKA 68046
 MAIL FOR THESE OFFICES MUST BE
 ADDRESSED TO SPECIFIC TOWNS.
NOT OMAHA, NEBRASKA

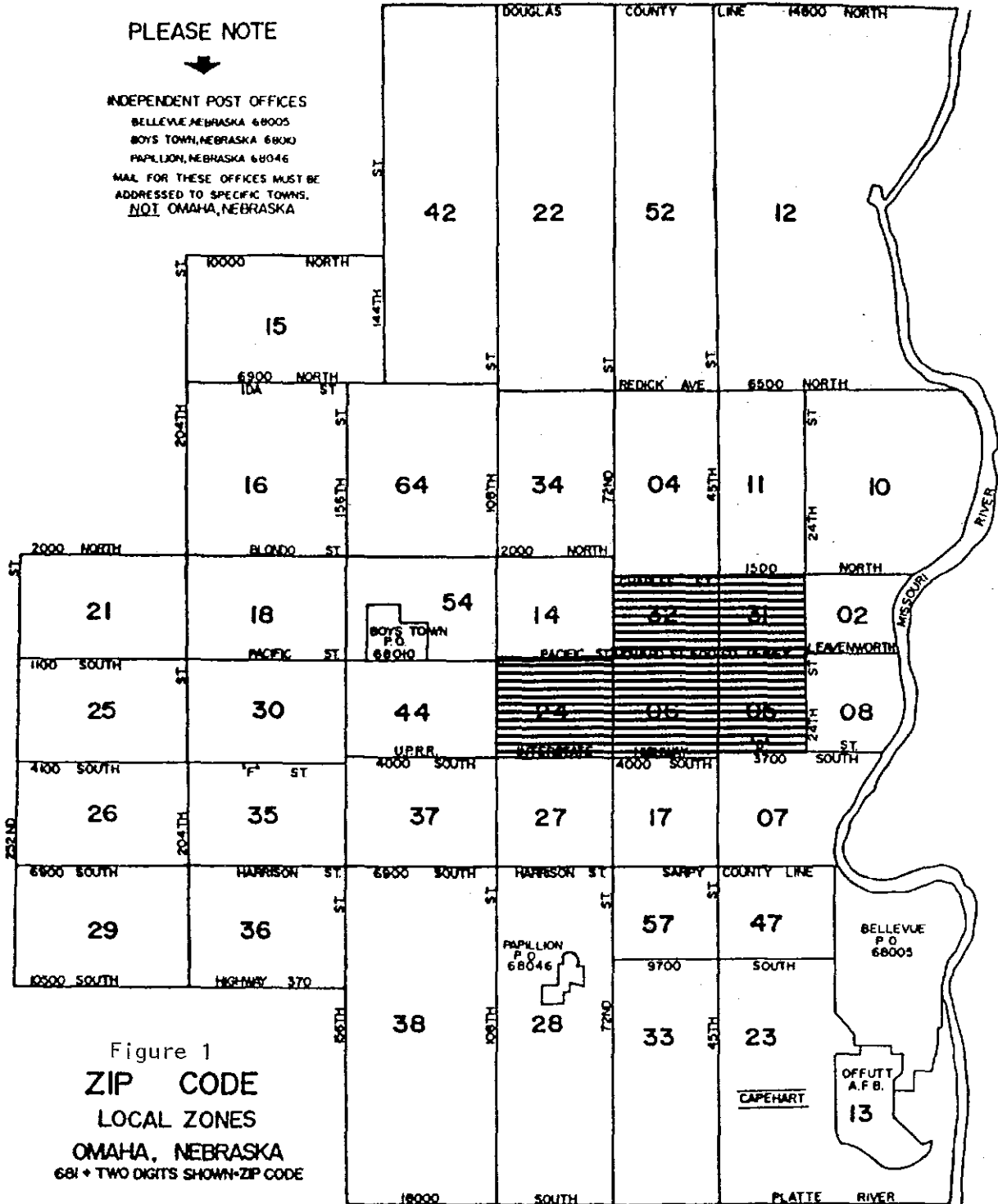
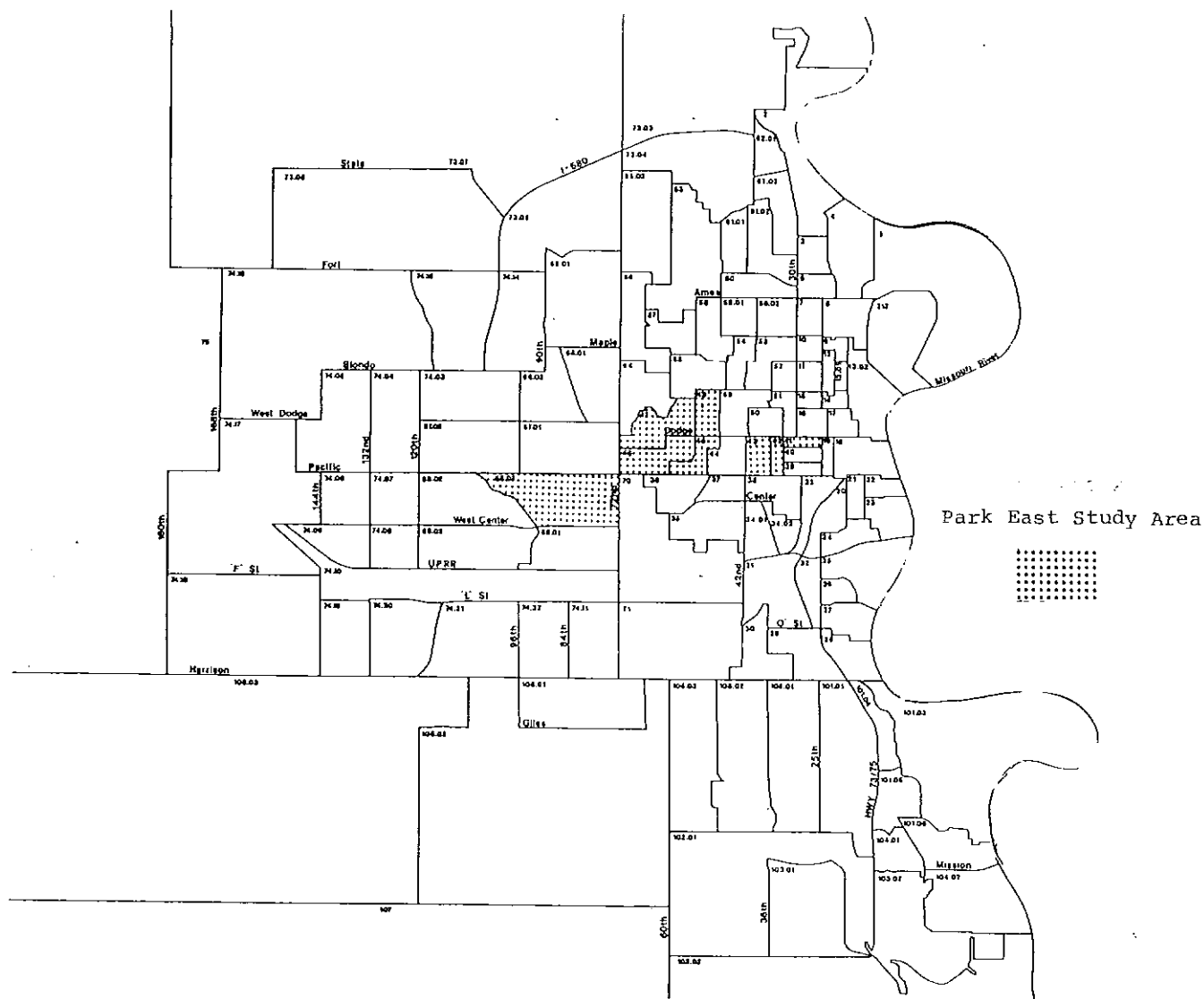


Figure 1
 ZIP CODE
 LOCAL ZONES
 OMAHA, NEBRASKA
 681 + TWO DIGITS SHOWN-ZIP CODE

Figure 2 shows the eight U.S. census tracts within which a representative study sample of households was drawn. A total of 300 households were selected at random from the R. L. Polk directory and surveyed by telephone during February and March 1986.

Figure 2
Park East Study Area



RESULTS

As shown in table 1, almost three-fourths of the respondents (73.3%) indicated that they had attended a film or a movie within the past 12 months. Other events which were attended by a large proportion of respondents within the past year included: a museum or gallery (52.7%); stage play or dinner theater (50.3%); nightclub or discotheque (39%); and jazz, pop, or rock concert or celebrity show (37.3%). See the appendix for additional information regarding the respondents' frequency of attendance at cultural events.

Respondents were asked about their trips to downtown Omaha for events, such as those held at the Civic Auditorium, the Joslyn, and the Orpheum, as well as for all reasons to measure their willingness to travel downtown. Most of the respondents (83.7%) said they make an average of at least one trip per month to downtown Omaha, while only 16.3 percent said they make no trips downtown, and 18.3 percent said they make 20 or more trips downtown. The greatest proportion of respondents (46.0%) said they make from 1-5 trips downtown per month. Slightly over one-fourth of the respondents (27.0%) said that at least one household member worked downtown.

As shown in table 2, almost two-thirds of the respondents (63.9%) indicated that they would attend a theater in or near downtown Omaha if it ran movies that they were interested in seeing, an additional 14.5 percent said that they might attend, and only 21.6 percent said that they would not attend a downtown theater. Of these, 21.4 percent indicated that the attraction itself might persuade them to attend, another 21.4 percent cited available parking, and an additional 7.1 percent said personal safety improvements could change their minds about attending. About one-third (33.8%) of those who said

Table 1

Survey Respondents' Attendance at Cultural Events in Omaha, Nebraska,
February 1985 - February 1986.

Event	Attendance			
	No		Yes	
	#	%	#	%
Professional or paid admission sporting event	195	65.0	105	35.0
Nightclub or discotheque	183	61.0	117	39.0
Film or movie	80	26.7	220	73.3
Jazz, pop, or rock concert or celebrity show	187	62.3	113	37.7
Museum or gallery	142	47.3	158	52.7
Ballet or other dance performance	226	75.3	74	24.7
Stage play or dinner theater	149	49.7	151	50.3
Chamber music or symphony concert	209	69.7	91	30.3
Opera or other vocal performance	244	81.3	56	18.7

Table 2

Willingness of Survey Respondents to Attend a Theater
in or Near Downtown Omaha, Nebraska, 1986

Response	Respondents		Attended Film within Past Year		Live East of 72nd Street		Live West of 72nd Street	
	#	%	#	%	#	%	#	%
Yes	189	63.9	159	73.6	155	73.1	34	40.5
No	64	21.6	26	14.4	29	13.7	35	41.7
Maybe	43	14.5	31	12.0	28	13.2	15	17.9
Total	296	100.0	216	100.0	212	100.1*	84	100.1*

* Does not equal 100.0% due to rounding.

they would not attend said they do not attend movies, 27.0 percent said distance was the reason for not attending, and 12.2 percent cited parking as a reason for not attending. Table 2 also shows that of those respondents who attended at least one film or movie within the past 12 months, 73.6 percent indicated they would attend a downtown theater, 14.4 percent said they might attend, and only 12 percent said they would not attend.

In addition, location of respondents' residences seemed to influence their attendance at a downtown theater. While an equal proportion of persons (73%) who lived east and west of 72nd Street had attended a movie within the past year, 73.1 percent of respondents who lived east of 72nd Street said they would attend a theater in or near downtown, compared with 40.5 percent who lived west of 72nd Street.

Respondents indicated that they would attend a downtown theater for films and other cultural activities and events. Over half of the respondents (58.4%) said they would attend stage plays or musicals, and another 20.9 percent said they might attend; 54.5 percent said they would attend live or taped music performances, and another 23.6 percent said they might attend; 51.4 percent said they would attend film festivals, and another 20.9 percent said they might attend. A large proportion of respondents also indicated that they would attend lectures or seminars (48.6%) and experimental or multi-media art presentations (44.7%).

Table 3 shows that over half (52.1%) of the respondents said that the location of the theater in or near downtown Omaha made little difference in their decision to attend, while almost one-third (32.1%) said that the downtown location made it more likely that they would attend. Only 15.9 percent of the respondents said that the downtown location made it less likely that they would attend.

Table 3

Impact of Downtown Location Survey
 Respondents' Willingness to Attend Theaters in Omaha, Nebraska, 1986

Response	Respondents	
	#	%
More likely to attend	93	32.1
Less likely to attend	46	15.9
Would make little difference	151	52.1
Total	290	100.1%*

* Does not equal 100.0% due to rounding.

As shown in the appendix, other factors that were important in respondents' decisions to attend a theater in downtown Omaha were easy access to parking (86.3%), the safety of the neighborhood (79.4%), competitive ticket prices (68.3%), and nearby dining (47.3%).

Respondents were also asked specifically about their familiarity with the Muse Theater at 24th and Farnam Streets and their willingness to attend movies or activities in the building that housed the theater. Eighty-four percent of the respondents said that they were familiar with the theater, and 16 percent said they were not. Table 4 shows that over half of the respondents (57.2%) said that they would attend events at the theater, 25.1 percent said they might attend, and 17.7 percent said they would not attend. Respondents were also asked if there were particular reasons why they would not attend events at the Muse Theater. Almost one-fourth (24.3%) cited the poor reputation of the neighborhood, 9.0 percent cited safety, and 5.7 percent cited a lack of parking as reasons for not attending the theater.

Table 4

Willingness of Survey Respondents to Attend a Renovated Muse Theater
 in Omaha, Nebraska, 1986

Response	Respondents		Attended Film within Past Year		Live East of 72nd Street		Live West of 72nd Street	
	#	%	#	%	#	%	#	%
Yes	171	57.2	141	64.1	129	60.0	42	50.0
No	53	17.7	25	11.4	31	14.4	22	26.2
Maybe	75	25.1	54	24.5	55	25.6	20	23.8
Total	299	100.0	220	100.0	215	100.0	84	100.0

About 65 percent of the respondents (64.1%) who had attended at least one film during the past year said they would attend a renovated Muse Theater, 24.5 percent said they might attend, and only 11.4 percent said they would not attend. Table 4 also shows that 60 percent of the respondents who live east of 72nd Street said they would attend a renovated Muse Theater, while only 50 percent of those living west of 72nd Street said they would attend. A comparison of the data in tables 2 and 4 shows that a greater proportion of the respondents living west of 72nd Street said they would attend a renovated Muse Theater (50%) than said they would attend a theater in or near downtown Omaha (40.5%).

Respondents were also asked how interested they were in films as a form of entertainment or art. About one-third (31.7%) were very interested, 41.7 percent were somewhat interested, 20.0 percent were not very interested, and 6.7 percent were not interested at all. Respondents who were at least somewhat interested in films were asked additional questions about their film preferences, attendance, and views on the selection of films and theaters available in Omaha.

Table 5 shows that over two-thirds of the respondents (69.1%) said they attended local art theaters, such as the Dundee Theater, which feature independent, less well known, foreign, or low-budget films. Slightly less than two-thirds of the respondents (64.7%) thought that more theaters and offerings of this type were needed in Omaha and an additional 9.2 percent thought they might be needed.

Almost 84 percent of the respondents said that they would support a new arts theater in Omaha, and an additional 3.2 percent said they might support it. The survey questionnaire presented in the appendix provides additional information about respondents' film preferences and their attendance at films.

Table 5

Attitudes of Survey Respondents Toward Arts Theaters in Omaha, Nebraska, 1986

Response	Respondents					
	Attend Arts Theaters		Need for Additional Arts Theaters		Would Support Additional Arts Theaters	
	#	%	#	%	#	%
Yes	150	69.1	141	64.7	181	83.8
No	67	30.9	57	26.1	28	13.0
Maybe	NA	NA	20	9.2	7	3.2
Total	217	100.0	218	100.0	216	100.0

NA = not applicable.

DEMOGRAPHIC COMPARISONS

Additional attitudinal information was also obtained when respondents were grouped by characteristics such as education, occupation, income, age, and sex.

Table 6 shows that college graduates were more likely to attend films than individuals who did not graduate from college. Additionally, individuals who were under 45 years of age and those with annual household incomes greater than \$30,000 were also more likely to attend films than individuals with the opposite characteristics. Males and females were equally likely to attend films.

Table 6 also shows that a greater proportion of college graduates (60.4%) said they would attend the renovated Muse Theater than did individuals who did not graduate from college (53.9%). This finding is supported by the findings of the Metropolitan Arts Council study conducted in 1982, which stated that, "... the college educated audience is willing to travel farther, pay less attention to setting, pay more for tickets, and go alone [regarding arts events]." Individuals with annual household incomes over \$30,000, those under 45 years of age, and males were more likely to say that they would attend a renovated Muse Theater than individuals with the opposite characteristics.

Table 7 identifies survey respondents by occupational categories and includes the group other which consists of housewives, students, and retired persons. This group comprised the largest group of respondents (47.8%), professionals comprised 23.9 percent, and business/managerial and clerical/sales categories each comprised 10.7 percent of the sample population.

Table 8 shows the other category, which may have been somewhat overrepresented in this study (only 23.0 percent of the respondents in the Metropolitan Arts Council study were in this category). A smaller proportion of individuals from this category said they would attend events at the renovated Muse Theater (46.7%) than individuals from the professional (60.9%) or the business/managerial (67.7%) categories. The appendix provides additional demographic characteristics of the respondents.

More college graduates, more individuals from households with annual incomes of less than \$30,000, more individuals over the age of 45, and more females thought there was a need for additional arts theaters in Omaha than did individuals with the opposite characteristics.

Table 6

Theater and Film Interest by Respondent's Education, Income, Age, and Sex, Omaha, Nebraska, 1986

Survey questions and answers	Education				Annual Household Income				Age				Sex			
	Not College Graduate		College Graduate		Less than \$30,000		More Than \$30,000		Under 45 Years		Over 45 Years		Male		Female	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Attend films?																
Yes	106	68.4	113	78.5	118	75.2	78	82.1	144	83.7	71	61.2	77	73.3	143	73.3
No	49	31.6	31	21.5	39	24.8	17	17.9	28	16.3	45	38.8	28	26.7	52	26.7
Total	155	100.0	144	100.0	157	100.0	95	100.0	172	100.0	116	100.0	105	100.0	195	100.0
Would attend downtown theater?																
Yes	99	65.1	89	62.2	109	71.2	63	66.3	128	76.2	59	50.9	69	66.3	120	62.5
No	33	21.7	31	21.7	24	15.7	18	18.9	24	14.3	33	28.4	20	19.2	44	22.9
Maybe	20	13.2	23	16.1	20	13.1	14	14.7	16	9.5	24	20.7	15	14.4	28	14.6
Total	152	100.0	143	100.0	153	100.0	95	99.9*	168	100.0	116	100.0	104	99.9*	192	100.0
Would attend renovated Muse Theater?																
Yes	83	53.9	87	60.4	93	59.6	59	62.1	120	69.8	49	42.6	63	60.0	108	55.7
No	31	20.1	22	15.3	21	13.5	15	15.8	13	7.6	33	28.7	20	19.0	33	17.0
Maybe	40	26.0	35	24.3	42	26.9	21	22.1	39	22.7	33	28.7	22	21.0	53	27.3
Total	154	100.0	144	100.0	156	100.0	95	100.0	172	100.1*	115	100.0	105	100.0	194	100.0
Need for additional arts theaters in Omaha?																
Yes	62	59.0	79	70.5	79	68.1	51	66.2	87	63.5	50	66.7	45	59.2	96	67.6
No	29	27.6	27	24.1	28	24.1	20	26.0	40	29.2	16	21.3	27	35.5	30	21.1
Maybe	14	13.3	6	5.4	9	7.8	6	7.8	10	7.3	9	12.0	4	5.3	16	11.3
Total	105	99.9*	112	100.0	116	100.0	77	100.0	137	100.0	75	100.0	76	100.0	142	100.0

*Does not equal 100.0% due to rounding.

Table 7

Survey Respondents by Occupation, Omaha, Nebraska, 1986

Occupation	Respondents	
	#	%
Professional	69	23.9
Business/Managerial	31	10.7
Clerical/Sales	31	10.7
Craftsman/Farmer/Worker	20	6.9
Other	138	47.8
Total	289	100.0

Table 8

Survey Respondents Who Would Attend the Renovated Muse Theater,
by Occupational Category, 1986

Occupational Category	Responses							
	<u>Yes</u>		<u>No</u>		<u>Maybe</u>		<u>Total</u>	
	#	%	#	%	#	%	#	%
Professional	42	60.9	8	11.6	19	27.5	69	100.0
Business/Managerial	21	67.7	3	9.7	7	22.6	31	100.0
Clerical/Sales	22	71.0	3	9.7	6	19.4	31	100.1*
Craftsman/Farmer/Worker	16	80.0	1	5.0	3	15.0	20	100.0
Other	64	46.7	35	25.5	38	27.7	137	99.9*

* Does not equal 100.0% due to rounding.

Summary

Overall, this study shows that a large proportion of people in the midtown area are strong supporters of the arts in Omaha and that most of these individuals attend films or movies more often and more regular than any other form of art or entertainment for which we surveyed. The survey also revealed that people in the midtown area currently make regular trips to downtown Omaha and that most also make at least one or two trips downtown per month to attend art or other entertainment events.

Almost three-fourths of those surveyed (73.3%) indicated that they had attended films or movies within the past year. Nearly two-thirds (64%) stated that they would attend a theater in or near downtown, and another 14 percent said they might attend. Over half of the respondents (57.2%) said they would attend events at the Muse Theater, and an additional 25.1 percent said they might attend. About 18 percent of the respondents said they would not attend a renovated Muse Theater, compared with about 22 percent who said they would not attend a downtown theater. An even greater proportion of the respondents who had attended movies within the past year expressed a willingness to attend a downtown theater (73.6%) and the renovated Muse Theater (64.1%).

The location of the theater in or near downtown Omaha was more of a positive factor in the respondents' decision to attend the Muse Theater than it was a negative factor. Almost one-third of the respondents (31%) said that the downtown location made it more likely that they would attend, over one-half said that the location would make little difference to them, and only 16 percent said they would be less likely to attend a theater if it were downtown.

The study also revealed that respondents expressed some concerns about attending a downtown theater, for example, easy access to parking (86.3%) and safety of the neighborhood (79.4%). About 50 percent of those respondents who said they would not attend or were not sure they would attend a downtown theater said that they could be convinced to attend by the attraction itself, if parking were available and if personal safety were assured.

Finally, almost two-thirds of the respondents (64.7%) who were interested in films thought there was a need for additional arts theaters in Omaha, and another 9.2 percent thought there might be such a need. Additionally, most of the respondents (83.8%) indicated that they would support such a new theater if it were introduced into Omaha, and another 3.2 percent said they might support it.

CONCLUSIONS AND STUDY LIMITATIONS

The results of this study show that a substantial number of people who reside in the midtown areas of the city would support a film theater in or near downtown Omaha. The findings also provide solid evidence of support for a new theater in the building that housed the Muse Theater, although some concerns about the reputation of the neighborhood, personal safety, and parking availability still remain. Limitations imposed by the geographic distribution of the study sample, however, exclude evidence of additional support among the larger population of arts supporters throughout the metropolitan area.

We can assume with some certainty that the results obtained from this study population (which contains a higher proportion of individuals who are college graduates, relatively young professionals, and earn higher than average incomes) will show a higher level of support for films and related activities and facilities than the general population.

On the other hand, the study population was not drawn exclusively from known arts supporters (for example, from mailing lists of arts and entertainment organizations such as the Omaha Community Playhouse, AK-SAR-BEN, or the Omaha Symphony) which, as a group, demonstrate even stronger patterns of film attendance than were shown in this study. In the 1982 Metropolitan Arts Council study, which used mailing lists from arts and entertainment organizations, 90 percent of the respondents indicated that they had attended a film or a movie within the past 12 months, contrasted with only about 73 percent of the respondents in this study.

Because many other factors are involved, the findings of this consumer-preference study alone will not determine the feasibility of the Muse Theater project. Additional analysis of these results, by professionals with expertise and experience in entertainment and arts marketing, programming, and facility operation, is essential to reach a practical decision about the feasibility of this project.

APPENDIX

Park East Questionnaire

Telephone # _____
 Census Tract _____
 Date _____
 Interviewer _____

Hello, this is _____ with the Center for Applied Urban Research at the University of Nebraska at Omaha. We're conducting a short survey for Park East, Inc., a downtown nonprofit redevelopment organization, and we'd like to ask you a few questions about your entertainment preferences.

1. Which of the following have you attended in the last 12 months?

	(N=300)						
	No	Yes	1-2	3-5	6-10	11+	
	Percent						
(a) Professional or paid admission sporting event	65.0	35.0	43.8	30.5	7.6	18.1	(N=105)
(b) Nightclub or discotheque	61.0	39.0	24.8	18.1	16.4	37.1	(N=116)
(c) Films or movies	26.7	73.3	16.8	29.5	25.9	27.7	(N=220)
(d) Jazz/pop or rock concert or celebrity show	62.3	37.3	53.1	31.9	8.8	6.2	(N=113)
(e) Museum or gallery	47.3	52.7	60.8	22.8	8.9	7.6	(N=158)
(f) Ballet or other dance performance	75.3	24.7	70.3	21.6	8.1	0	(N=74)
(g) Stage play or dinner theatre	49.7	50.3	59.3	25.3	12.7	2.7	(N=150)
(h) Chamber music or symphony concert	69.7	30.3	57.1	26.4	9.9	6.6	(N=91)
(i) Opera or other vocal performance	81.3	18.7	66.1	23.2	7.1	3.6	(N=56)

Of those you have attended, how many times did you attend in the past 12 months? (Read categories)

2. Approximately how many times per month, on average, do you attend events downtown such as at the Civic Auditorium, the Joslyn, the Orpheum, the Central Park Mall, or in the Old Market? (Read choices)

(a) None	113	37.7%
(b) 1-2	132	44.0%
(c) 3-5	40	13.3%
(d) 6-10	9	3.0%
(e) More than 10	6	2.0%
Total	300	100.0%

3. Approximately how many total trips per month do you make to downtown Omaha for all reasons including shopping, dining, and business? (Read choices)

(a) None	49	16.3%
(b) 1-5	138	46.0%
(c) 6-10	37	12.3%
(d) 11-20	19	6.3%
(e) 20 or more	55	18.3%
(f) (Do not read: Live downtown)	2	.7%
Total	<u>300</u>	<u>100.0%</u>

4. Do any members of your household work downtown (River to I-480 and I-480 to Leavenworth)?

(a) Yes	81	27.0%
(b) No	219	73.0%
Total	<u>300</u>	<u>100.0%</u>

If yes, how many? 97

5. Do you think you would attend a theater in or near downtown Omaha if it ran movies you were interested in seeing?

(a) Yes	189	63.9%
(b) No	64	21.6%
(c) Maybe	43	14.5%
Total	<u>296</u>	<u>100.0%</u>

If no or maybe, why wouldn't you attend? 33.8%--Don't attend movies, 27.0%--Distance, 12.2%--Parking, 27.0%--Other (N=74)

What would convince you to attend? 21.4%--Attraction itself, 21.4%--Parking, 7.1%--Lower prices, 7.1%--Personal safety, 43.0%--Other (N=70)

If yes, which would you be likely to attend:

(a) Daytime matinees	9.2%	(a + b + e)	3.4%
(b) Twilight showings	25.7%	(a + b)	2.4%
(c) Evening showings	46.6%	(a + c)	1.0%
(b+c)	11.7%	(N=206)	

Would you be more likely to attend such a theater:

(a) During the week	16	7.8%
(b) On weekends	71	34.5%
(c) Both during the week and on weekends	119	57.8%
	<u>206</u>	<u>100.1%*</u>

*Does not equal 100.0% due to rounding.

6. Do you think you would attend a theater near downtown Omaha for other activities such as:

	Yes		No		Maybe	
(a) Stage plays or musicals	173	58.4%	61	20.6%	62	20.7%
(b) Lectures or seminars	144	48.6%	87	29.4%	65	22.0%
(c) Live or video-taped music performances	161	54.4%	65	22.0%	70	23.6%
(d) Experimental or multi-media art presentations	132	44.7%	95	32.2%	68	23.1%
(e) Film festivals	152	51.4%	82	27.7%	62	20.9%

Are there any other activities you would like to see at a downtown theater? (N=20) Response sets too small to be significant

7. Would the fact that the theater was located near downtown Omaha make it:

(a) More likely that you would attend there	93	31.4%
(b) Less likely that you would attend there	46	15.5%
(c) Or would it make little difference to you	151	51.0%
(d) (Do not read, other/depends on area/etc.	2	2.0%
Total	292	99.9%*

Write comments here)

8. Would you be more likely to attend a theater in or near downtown Omaha if reasonably priced, high-quality child-care was available next door?

(a) Yes	55	18.6%
(b) No	240	81.1%
(c) Maybe	1	.3%
Total	296	100.0%

9. How important would each of the following factors be in determining whether or not you would attend an event at a downtown theater? Would they be very important, important, somewhat important, or not important at all?

	Very Important		Important		Somewhat Important		Not Important	
	#	%	#	%	#	%	#	%
(a) Nearby dining	43	14.3	102	34.0	79	26.3	76	25.3
(b) Nearby lounge	17	5.7	51	17.1	46	15.4	185	61.9
(c) Easy access to parking	172	57.5	86	28.8	14	4.7	27	9.0
(d) Easy access to child care	12	4.0	11	3.7	17	5.7	260	86.7
(e) Competitive ticket prices	63	21.0	142	47.3	41	13.7	54	18.0
(f) Safety of the neighborhood	122	40.7	116	38.7	30	10.0	32	10.7

*Does not equal 100.0% due to rounding.

10. Are there other factors that I have not mentioned that would be important to you regarding a downtown theater? 14.0% Lighted parking, 12.0% Quality film, 8.0% Nice area, 8.0% Pedestrian safety, 8.2% Shopping before and after, 8.0% Bus service, 42% Other (N=50)

11. Are you familiar with the Muse Theater at 24th and Farnam Streets?

(a) Yes	252	84.0%
(b) No	48	16.0%
Total	<u>300</u>	<u>100.0%</u>

12. Would you attend a completely renovated theater in the building that used to house the Muse, if it had movies or activities you were interested in seeing?

(a) Yes	171	57.2%
(b) No	53	17.7%
(c) Maybe	75	25.1%
Total	<u>299</u>	<u>100.0%</u>

Is there any particular reason why you would not attend a downtown theater in the old Muse location? 48.3% No, 24.3% Neighborhood reputation, 9.0% Safety, 5.7% Lack of parking, 12.7% Other (N=300)

13. How interested are you in movies and films as an entertainment or art form? Would you say you are:

(a) Very interested	95	31.7%
(b) Somewhat interested	125	41.7%
(c) Not very interested	60	20.0%
(d) Not interested at all	20	6.7%
Total	<u>300</u>	<u>100.0%</u>

If answer is (c) not very or (d) not interested, go to Question 24.

14. Now, I'd like to have you rate your movie or film preferences among several classifications on a scale of 1 to 10 with 10 being your highest preference and 1 being your lowest preference

	10	9	8	7	6	5	4	3	2	1	Mean Score
(a) American contemporary	10	9	8	7	6	5	4	3	2	1	6.89
(b) Foreign contemporary	10	9	8	7	6	5	4	3	2	1	4.64
(c) American classic	10	9	8	7	6	5	4	3	2	1	7.52
(d) Foreign classic	10	9	8	7	6	5	4	3	2	1	4.91
(e) American independent (not produced by major Hollywood studio)	10	9	8	7	6	5	4	3	2	1	6.19
(f) Documentary	10	9	8	7	6	5	4	3	2	1	6.29
(g) Animation	10	9	8	7	6	5	4	3	2	1	5.16
(h) Experimental (e.g., film tries something new, 3-D or no script, just music)	10	9	8	7	6	5	4	3	2	1	4.82

15. Are there any particular types of movies which you are interested in seeing which are not shown in Omaha?
 (a) Yes Specify 22.7% Classics, 21.2% Foreign, 65 30.4%
 (b) No 19.7 Family, 36.4 Other 149 69.6%
 (N = 66) 214 100.0%

16. Are you satisfied with selection of films at commercial theaters in Omaha?
 (a) Yes
 (b) No If no, why not 27.8% No variety, 22.2% Too much violence
6.9% Many don't come to Omaha 144 66.7%
26.4% Other 72 33.3%
 (N = 72) 216 100.0%

17. Which of the following film sponsors or series are you familiar with?

		Familiar	Attended		
(a)	New Cinema Coop	(N=217)	63 29.0%	24 12.2%	(N=197)
(b)	Omaha Film Society	(N=217)	42 19.4%	11 5.6%	(N=195)
(c)	Joslyn film series	(N=217)	161 74.2%	56 27.3%	(N=205)
(d)	Creighton film series	(N=217)	103 47.5%	33 16.8%	(N=197)
(e)	University of Nebraska at Omaha film series	(N=217)	150 69.1%	72 35.5%	(N=203)

18. Which of the above film series have you attended within the past 2 years?
 (Reread sponsors)

19. Are there other film series or festivals you have attended within the past two years?
 (a) Yes 16 7.4%
 (b) No 201 92.6%
 Total 217 100.0%

If yes, what were they and where were they shown? 5 (41.7%) Sheldon, Lincoln
7 (58.3%) Other (N=12)

20. Do you attend movies at local art theaters such as the Dundee Theater, which feature independent, less well known, foreign, or low-budget films?
 (a) Yes 150 69.1%
 (b) No 67 30.9%
 Total 217 100.0%

21. Have you attended such theaters in other cities?
 (a) Yes 74 34.1%
 (b) No 143 65.9%
 Total 217 100.0%

22. Do you think there is a need for more such art theaters and offerings in Omaha?
 (a) Yes 141 64.7%
 (b) No 57 26.1%
 Maybe 20 9.2%
 Total 218 100.0%

23. If such a new theater were introduced into the Omaha market would you support it?

(a) Yes	181	83.8%
(b) No	28	13.0%
Maybe	<u>7</u>	<u>3.2%</u>
Total	216	100.0%

If yes, do you think you would support it regularly or only occasionally?

(c) Regularly	47	25.0%
(d) Occasionally	<u>137</u>	<u>75.0%</u>
Total	184	100.0%

24. Finally, I'd like to ask you some questions so that we can compare your answers to others:

(a) Are you married or single? (Write in other) M=53.4%, S=36.2%,
Other=10.3% (N=298)

(b) How many adults are there in your household? 1=26.6%, 2=53.5%,
3=12.1%, 4=8.6% (N=297)

(c) How many children are there in your household? 1=38.9%, 2=32.2%,
3=23.3%, 4+=5.5% (N=90)

(d) What is the highest level of education that you completed? (Read choices)

<u>1 (.3%)</u> Grade School	<u>96(32.1%)</u> College graduate
<u>8(2.7%)</u> Some high school	<u>48(16.1%)</u> Advanced degree
<u>50(16.7%)</u> High school graduate	<u>(N=299)</u>
<u>96(32.1%)</u> Some college	

(e) What is your occupation? See table 7

(f) Is your total annual household income: (Read choices)

<u>47(18.7%)</u> Less than \$15,000
<u>41(16.3%)</u> \$15,000 - \$20,000
<u>69(27.4%)</u> \$20,000 - \$30,000
<u>35(13.9%)</u> \$30,000 - \$40,000
<u>60(28.8%)</u> Over \$40,000
<u>(N=252)</u>

(g) What is your age? _____

17-25 = 47 (16.3%)	46-64 = 68 (23.6%)
26-35 = 75 (26.0%)	65-85 = 48 (16.7%)
36-45 = 50 (17.4%)	Total = 288 (100.0%)

(h) (Do not read) Male or female M = 105 (35.0%) F = 195 (65.0%)

That completes the survey. Thank you for your assistance.