

## The Forum Survey (2011)

### What is the purpose of this survey?

The Forum is in need of extensive renovations. We need your help to decide whether to spend money to fix up the Forum or to build another auditorium.

### What is the Forum?

The Forum is the community auditorium and arts center in downtown Jonesboro. It hosts a variety of activities, including...

Theater & plays	Comedians	Church meetings
Ballet	Awards Ceremonies	Make-a-wish activities
Musicals	Concerts (e.g., gospel, rock)	Non-profit fundraisers

Are you familiar with the Forum? (please circle one)      YES      NO

To make sure we get people from all over town, please tell us on what street you live? \_\_\_\_\_

*DIRECTIONS: Please circle your answers to the following questions...*

1. Have you attended an event at the Forum in the last year?	YES	NO
2. Do you think you will attend events at the Forum in the next year?	YES	NO
3. Do you think the Forum activities are important to promote growth and industry in Jonesboro?	YES	NO
4. Do you think the Forum activities are important for quality of life in Jonesboro?	YES	NO

5. How important do you think it is for Jonesboro to have a community auditorium?	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT
6. Do you think a community auditorium should be a priority for the City of Jonesboro?			YES    NO
7. Which do you think Jonesboro should do, build a new auditorium or renovate the Forum?		BUILD A NEW AUDITORIUM	RENOVATE FORUM
8. Would you be willing to help fund the building of a new auditorium?			YES    NO
9. Would you be willing to help fund the renovating of the Forum?			YES    NO

10. How should Jonesboro's community auditorium be financed? (circle all that apply below)			
SALES TAX	GRANT MONEY	SHORT-TERM BONDS	PRIVATE FUNDING
11. What facilities should a community auditorium provide for the city? (circle all that apply below)			
THEATER	CONCERT HALL	MEETING SPACE	CLASSROOMS      OTHER _____
12. Should a community auditorium remain downtown?			
YES	NO	IF NO, WHERE? _____	

~Please turn the page over for a few more questions~

**Now, we want to know a little about you.**

12. **Are you a Jonesboro Resident?** (please circle one)      YES      NO
13. **What is your Gender?** (please circle one)      Male      Female
14. **How old are you?**\_\_\_\_\_
15. **What is your race/ethnicity (how do you identify yourself)?** (please circle one below)
- African American/Black      Asian American      Caucasian/White      Hispanic
- Native American      Other (please specify)\_\_\_\_\_      I prefer not to answer
16. **From which media do you most receive your entertainment news and information?**  
(please circle one)
- Newspaper      Specialty Publication      TV      Radio      Other (please specify)\_\_\_\_\_

***Thank You for Your Time!***