

Drive-in released on Survey August 6

RESULTS AS OF August 16, 9 AM

TOTAL Surveys Taken: 503

Question

1 If there was a drive-in theater in Highlands would you come? The Drive-in could be for cars or for people seated outside in chairs or lawn and socially distanced

71 I would attend in my car

11 I would attend only if I could sit in chairs or on a blanket

I would attend both options, watching from my car and
379 sitting in a park or lawn environment

20 I would not attend a drive in at this time

481 TOTAL RESPONDING

2 In the drive-in I would like to see....

421 Movies: First Run

356 Movies: Vintage/ Classic

245 Live stream concerts

206 Vintage Broadway musicals or plays

161 Recorded live concerts

102 National Theatre Live

98 Great Art On Screen

74 Children Storytelling

458 TOTAL RESPONDING

3 In the "Drive-in" where we also have a stage, would you.....

180 ... like to attend open mike

118 ...like to attend lectures

234 Neither of these events would interest me

458 TOTAL RESPONDING

4 Highlands does present some challenges with the weather. Knowing this ...

418 ...I would attend in October

307 ...I would attend in November

357 ...I would attend in April

421 ...I would attend in the summer

457 TOTAL RESPONDING

5 Drive-ins and concessions go together.

I would like to have concessions at the drive-in (soft drinks, candy,
350 hot chocolate, popcorn)

I would like a partnership with local restaurants for a "Dinner & a
290 Movie"

61 I don't want concessions
 458 TOTAL RESPONDING

6 Would you come to a church service gathered together in your cars?

224 Yes, I would attend
 240 No, I would not attend
 464 TOTAL RESPONDING

7 This question is for Organizations. As a business or non-profit.....

...Since this equipment is portable, I (we) would want to use the
 15 screen and sound system at our venue of choice.

...I (we) would have a use for a large open area, such as the PAC's
 new parking area, to present a program or fundraiser, and we would
 20 rent this equipment to support our event

My (our) organization would consider one or both options after seeing it in
 39 action.

68 My (our) organization would not have interest in either type of use.
 137 TOTAL RESPONSES

DATA ANALYSIS

16-Aug REPORT AS OF....	7-Aug	8-Aug	9-Aug
503Surveyed.....	202	357	392
95.8%	Question 1: Will attend a Drive in some manner	95.9%	97.6%	96.0%
91.9%	Question 2: Want to watch movies	90.7%	92.6%	92.1%
48.9%	Question 3: Attending lectures and / or Open Mike	45.1%	51.1%	51.8%
	Question 4: Will attend during off months (avg of			
85.7%	April Oct, Nov)	67.0%	85.2%	84.8%
86.7%	Question 5. Drive-ins and concessions go together.	86.8%	87.2%	85.6%
48.3%	Question 6: Attend church at the drive in.	47.8%	50.5%	50.0%
50.4%	Question 7 Business support	54.8%	54.1%	54.1%

Other Data

777 Viewed the survey
 503 Started the survey
 468 Completed the survey

Respondents

57% North Carolina
 14% Georgia
 9% Tennessee
 4% Florida
 4% South Carolina

3% Alabama

8% Other Places