

# AUDIENCE SURVEY



As we approach our 30th Anniversary Season, we want to hear from you, our supporters, subscribers and prospective attendees. Please take a moment to give us your comments and suggestions. In appreciation, you will receive a FREE MATINEE TICKET. Please mail this completed survey to: 2425 E Commercial Blvd. Suite 405, Ft. lauderdale, FL 33308; Scan and email it to: [survey@sota.org](mailto:survey@sota.org); or fill out the form online at <http://sota.org/survey.html>

## I. About your concert Experience

1. How often do you attend the following Symphony of the Americas concerts? (please check all that apply):

	Most Months	2 or 3 each year	Once a year	Never
Symphony Evening Concert at BCPA				
Symphony Matinee Concert at BCPA				
Serenades @Sunset at Pier Top				
Summerfest Concert July or August				

2. Are you a season ticket holder to the Symphony of the Americas?

- Yes  
 No

3. How do you decide which Symphony of the Americas concerts to attend? ( Select all that Apply)

- a. Guest artists  
 b. Repertoire  
 c. Date  
 d. Meet friends  
 e. Other \_\_\_\_\_

4. What reasons may make you choose not to attend a particular Symphony of the Americas concert?

- a. Guest artists  
 b. Repertoire  
 c. Schedule conflict  
 d. Other \_\_\_\_\_

5. Which Symphony of the Americas concerts did you think were OUTSTANDING?

- March 2017 Lillie McCloud & Salani Piano Duo  
 February 2017 Drama & Passion (Caballero, Ortiz & Vasquez)  
 January 2017 Dunlap & Pennington  
 December 2016 Holiday Magic (Cathy Van & Frank Loconto)  
 November 2016 Gershwin (Ted Rosenthal, pianist)  
 October 2016 Puccini to Piazzolla ( Alejandro Drago, violin)  
 April 2016 Joaquin Achucarro, piano  
 February 2016 Opera to Broadway ( Budd, Balson, Bronikowski, deAntonis )  
 January 2016 Roberto Cani, violin  
 December 2015 Sounds of the Season ( all orchestral concert )  
 November 2015 West Point Glee Club  
 October 2015 Italian/Hispanic Heritage ( Jorge Luis Prats, piano / & film music of Nino Rota )

6. How many years have you been attending Symphony of the Americas concerts? \_\_\_\_\_

7. How did you first hear about the Symphony of the Americas? ( Select one)

- a. I knew one of the artists
- b. Word of mouth
- c. Internet, Website or Eblast
- d. From attending Symphony Society or fund raising events  
( Wines of the World, Style and Substance, Holland America onboard Luncheon,...),
- e. Symphony brochure
- f. Magazines
- g. Newspaper article or ad
- h. Radio
- i. Social media

8. Arts activities may include attending live performances of music, dance or theatre, visiting museums and galleries, or creating art yourself. How interested would you say you are in arts activities? (check one )

- a. Extremely interested
- b. Very interested
- c. Somewhat interested
- d. Not very interested

9. Which cultural activities during the last 12 months have you participated in? (Check all that apply)

- a. Visit art museums or galleries
- b. Attend jazz concerts
- c. Attend stage plays
- d. Attend musical theatre performances such as Broadway shows
- e. Attend opera performances
- f. Attend ballet performances
- g. Attend classical music concerts

10. Approximately, how many times did you attend live performing arts events of any kind over the last 12 months?

\_\_\_\_\_ (Number of times)

## II. Your thoughts about the Symphony of the Americas Concerts

11. What do You Want to Hear? (Check All That Apply)

- a. Baroque ( Bach, Telemann, Handel)
- b. Classical Works (Mozart, Haydn)
- c. Concertos with Guest Artists
- d. Romantic Works (Brahms, Beethoven, Wagner, Mahler, Chopin, Schubert, Schumann, Tchaikovsky)
- e. Impressionistic Works (Debussy, Ravel, Elgar, Faure)
- f. 20<sup>th</sup> Century (Stravinsky, Bartok, Gershwin, Ravel)
- g. Contemporary
- h. Premiers & Commissioned Works
- i. POPS!
- j. Broadway
- k. Movie Music

12. Is there a particular composer you would like us to perform?

13. What can the Symphony do to improve your experience?  
 (Share your thoughts on guest artists, pre-concert lectures, receptions and more.....)

**III. Your thoughts on attending a concert.**

14. Which of the following times are most convenient for you to attend live performances? (check all that apply)  
 a. Monday nights,  
 b. Tuesday nights  
 c. Thursday nights  
 d. Sunday afternoons  
 e. Sunday early evenings

15. How influential are each of the following on your decision to attend a symphony performance?  
 (Circle the appropriate score with 5 as most important)

		lowest				Highest
a.	Whether your spouse or partner wants to go	1	2	3	4	5
b.	If it is an activity for the whole family	1	2	3	4	5
c.	If friends invite you	1	2	3	4	5
d.	If your evening includes dinner or drinks	1	2	3	4	5
e.	The musical repertoire to be performed	1	2	3	4	5
f.	The likelihood of a high quality performance	1	2	3	4	5
g.	The guest artists or featured performers	1	2	3	4	5
h.	The cost of tickets	1	2	3	4	5
i.	Networking with others	1	2	3	4	5

**IV. What is your opinion on the Symphony of the Americas ?**

16. How did the following affect your enjoyment of Symphony of the Americas concerts this year ?  
 (Use the scale provided...circle a number for each)

	Boring	NOT Very Exciting	Somewhat Exciting	Very Exciting	Exceptional
a. Quality of concert presentation	1	2	3	4	5
b. Repertoire selection	1	2	3	4	5
c. Orchestral musicians performances	1	2	3	4	5
d. Guest artists performances	1	2	3	4	5

**V. Tell us a little about you.**

17. Are you:  
 a. 17 or under  
 b. 18-25 years old  
 c. 26-40 years old  
 d. 41-55 years old  
 e. 56-70 years old  
 f. 71 or above

18. Are you:  male or  female (Check One)

19. Your marital status?  
 a. Married  
 b. Partnered/Not Married  
 c. Single/Never Married  
 d. Divorced or Separated  
 e. Widowed

20. Please tell us your occupation: \_\_\_\_\_

21. Please tell where you travel from to attend a Symphony concert. ( check one)

- |  |   |
|--|---|
| <input type="checkbox"/> a. East Fort Lauderdale                         | <input type="checkbox"/> f. Northeast Broward (Lighthouse Point,...)        |
| <input type="checkbox"/> b. Southeast Broward (Hollywood, Hallandale...) | <input type="checkbox"/> g. Northwest Broward (Coral Springs, Parkland,...) |
| <input type="checkbox"/> c. Southwest Broward (Miramar, Pembroke Pines)  | <input type="checkbox"/> h. Dade County ( Aventura, ...)                    |
| <input type="checkbox"/> e. West Broward (Weston, Plantation, Davie)     | <input type="checkbox"/> i. Palm Beach County ( Boca Raton, Delray,...)     |
| <input type="checkbox"/> j. Other  |   |

22. Your annual household income?

(Include employment and other sources of income.)

- |   |   |
|---|---|
| <input type="checkbox"/> a. Under - \$75,000      | <input type="checkbox"/> d. \$175,000 - \$225,000 |
| <input type="checkbox"/> b. \$75,000 - \$125,000  | <input type="checkbox"/> e. \$225,000 or more     |
| <input type="checkbox"/> c. \$125,000 - \$175,000 |   |

23. Do you sing or play a musical instrument?

- Yes  
 No

24. Comments or suggestions you would like to share.

**If you wish to remain anonymous, you may complete the survey online and receive a redeemable certificate for your FREE MATINEE TICKET (One Ticket Per Survey Completed)**