

## **Audience Survey Gives RSO Valuable Information**

Appreciation for opportunities to hear live music – at 91% -- topped the list of attributes concert goers who regularly attend Racine Symphony Orchestra (RSO) performances value, according to the RSO's first ever online survey.

And they like what they're hearing – with 88% of survey respondents expressing satisfaction with the concert they had most recently attended prior to the survey, the RSO's August Pops performance.

The summer RSO survey, emailed to everyone for whom the orchestra has addresses, was the first of several surveys to be conducted as part of the orchestra's strategic planning process.

“Next year we celebrate the RSO's 80<sup>th</sup> anniversary. That milestone makes this an ideal time to plan for how we can add even greater value to the contribution the RSO makes to Racine's cultural life and the area's entertainment scene,” said Nancy DeKraay, president of the RSO Board of Directors.

Thanks to those who took the time to respond to the survey – many very thoughtfully and in great detail – the RSO learned a great deal about our existing audience and how the orchestra may better provide for its entertainment interests.

Of respondents who attend RSO concerts on a regular basis:

### **Commenting on the music**

- 75% want to support a local orchestra
- 58% value performances as a way to enjoy an evening with friends
- 87% (of those who attended the August Pops) rated the value vs. cost of ticket as good or excellent
- 78% like symphonic classical music played by a full orchestra (e.g. Beethoven, Bach)
- 69% like popular selections including Broadway and Hollywood (e.g. John Williams, George Gershwin)
- 66% like holiday music (e.g. Patriotic- Sousa marches, Christmas- Leroy Anderson)
- 47% like classical or chamber music played by small ensembles (trios, quartets, small groups)

### **History with the RSO**

- 55% have been attending RSO concerts for 11 years or longer
- 43% have been attending for 2 to 10 years

### **RSO Outreach to students and young people**

- 79% of respondents were aware of the RSO's programs for students and young people
- 21% were either unfamiliar with them or didn't know the details.

### **Demographics**

- 70% were female
- 22% were male
- 37% were between the ages of 55 and 64

- 44% were 65 or older
- 74% earned bachelor's college degree. Of these
- 40% hold master's degrees or beyond

**Other**

- Respondents also provided valuable information on everything from ways to improve the parking and concert venue seating to programming preferences. These details will be considered going forward.

###