

Audience Survey Results 2017-2018 Season

What is your age?

	2018		2017	
18 and under	4	3.23%	3	1.80%
19-34	7	5.65%	10	5.99%
35-50	10	8.06%	16	9.58%
51-64	31	25.00%	47	28.14%
Over 65	72	58.06%	91	54.49%
Total	124		167	

Regarding your Juneau Symphony attendance:

	2018		2017	
Season ticket holder	54	41.54%	63	36.63%
first concert attended	5	3.85%	10	5.81%
1-2 concerts per year	22	16.92%	29	16.86%
3-4 concerts per year	45	34.62%	59	34.30%
occasionally	4	3.08%	11	6.40%
Total	130		172	

Comments:

Attend symphony and Showcase

How do you find out about our concert?

	2018		2017	
Local radio	44	12.87%	59	13.00%
Local newspaper	38	11.11%	80	17.62%
Posters	25	7.31%	50	11.01%
Postcard from symphony	69	20.18%	86	18.94%
Website and e-blasts	32	9.36%	32	7.05%
Social media	23	6.73%	21	4.63%
Word-of-mouth	50	14.62%	63	13.88%
Previous program	38	11.11%	41	9.03%
Other	23	6.73%	22	4.85%
Total	342		454	

Other:

Friends	Previous years	Student Symphony
Season tickets	Participant	School
My wife	It's on the ticket	Usually also volunteer
Annual letter and brochure	My husband is in the symphony	JAMM student
Calendar	Always aware of season	Son in symphony
Conductor	Summer brochure	Family
Season tickets	Flyers at coffee shop	Friend
JAH box office		Family

Comments: I wouldn't miss it. Do more Social Media. Born and raised here.

Why do you attend Juneau Symphony concerts?

	2018		2017	
Specific music on the program	59	23.79%	73	21.47%
Quality of the performance	84	33.87%	111	32.65%
Friend or family member in orchestra or chorus	43	17.34%	47	13.82%
Social interaction	33	13.31%	42	12.35%
Soloist	12	4.84%	16	4.71%
Other	17	6.85%	51	15.00%
Total	248		340	

I support the arts – live in Sitka but when something happening attend.

Invite from friend

Appreciate “live music”

Because I love the music! Support inspiration, education

I enjoy classical music

To support the arts

Support music in Juneau

Development of orchestra

I like classical music.

To watch the conductor.

Overall quality and type of music

I like it.

My friend Myrna Elgee

To accompany my wife.

Troy’s talent

I love it always! And only miss if I’m out of town.

Cliff Berge was by band teacher.

In the chorus

A friend invited me

I enjoy it

JAMM student

Comments:

Love it

Joy! Music has been grand in past few years. Imported musicians help. Troy Quinn

To listen to live orchestral music from local musicians! For the love of music

More early music, esp. chants, Palestrina, Byrd, Tallis Because I enjoy the music!!

I love the music. Fun to see people but I also attend concerts in other cities where I may not know anyone.

It's all mainly about the music for me – programming and performance quality.

Love it

We like to add a bit of culture to our lives Love it all

I love the quality and variety of music.

Very excited by this selection in particular. Love incorporating the chorus too. I enjoy the music and being a season ticket holder makes sure I get here.

I like seeing as well as hearing the music. Specific works are most important

I love attending ?? performances of quality music. I'm very happy with the quality of the performance. Love

love music

I just love the music. Troy is an exceptional conductor Keep up the great work. Love the music!

Support our symphony. Love music! Love symphony music

Love symphony music

Long time supporter, have friends and at times family in the programs, the quality is good.

Do you think Juneau Symphony concerts are:

	2018		2017	
Too short	25	20.66%	23	14.20%
Just about right	95	78.51%	137	84.57%
Too long	1	0.83%	2	1.23%
Total	121		162	

Comments:

I love it and will buy season tix next year to support and enjoy. Thank you! I appreciate pay as you can being available.

Have been noticeably shorter this season. Opera – too short

The concerts are never too long (and that's a good thing. I don't wish them to be too long.) In the past couple of years, however, I think the first half of the programs has been unusually and oddly short.

Juneau Symphony ticket prices are:

	2018		2017	
A bargain	11	9.32%	15	9.38%
A good value	98	83.05%	141	88.13%
Too Expensive	9	7.63%	4	2.50%
Total	118		160	

Comments:

I do think a little more info about pay-as-you can section would be good.

A bargain compared to other cities. A good value compared to what other Juneau program tickets cost. The fact that you have “pay as you can” makes this affordable and allows me to attend. Otherwise ticket is high

but ranges are good method to please all. For what is offered they are very fair.

Too expensive for such short concerts.

A good value or too expensive – Depends on the music offered in the program I have nothing to compare to.

Ticket prices are fine for me and my husband personally, but it would not have been very manageable 30 years ago when we had 4 children at home and larger debts. I was on the board briefly a few years ago and I raised the issue then. I was assured by board members that it was a very reasonable price for tickets. I knew people then who didn't attend regularly because it cost too much -- they attended one or two concerts per year, or one in the family would go and one would listen on the radio. I still know for a fact that the price is prohibitive for some folks in town who would like to attend.

It's also a huge outlay for a family of two adults and 3 children to attend, or for a single parent with two children.

I think the children's prices should be much cheaper than \$19 (perhaps \$10), or else a significant discount for families. If you were turning away people at the doors I might understand not wanting to lower the prices, but there were lots of empty seats on both Saturday night and Sunday for the last performance -- a performance with a huge number of local musicians on stage. I think it is safe to assume that the cost was prohibitive for a lot of people. Lower prices might be worth trying -- if you advertise it enough that people realize you've dropped the price. There are at least 3 potential revenue benefits to lowering the price:

In the long run, if you bring in families with children many of those kids will grow up wanting to attend the symphony and will become symphony supporters and attenders in the future.

You'll fill some of those empty seats with revenues.c) Larger audiences means more advertising by word of mouth for the symphony. Some people go because their friends tell them the symphony is great. You want a larger audience so more people are spreading the good word for you.

How satisfied are you with this season's concerts and the range of musical selections?

	2018		2017	
Very satisfied	59	53.15%	80	51.95%
Satisfied	39	35.14%	61	39.61%
Somewhat satisfied	11	9.91%	11	7.14%
Not satisfied	2	1.80%	2	1.30%
Total	111		154	

Comments:

Amazing soloists!

This is my first concert.

I don't know.

The Lark Ascending soloist was amazing Too much movie music

Too short, too lightweight. Major orchestra works too few and far between. It's always wonderful and Troy has brought in a great new variety.

I would like to hear Beethoven's 6th symphony sometime.

I wasn't so fond of the February concert. It was too common and sappy. So far great.

Alaskan composers

Absolutely find the slide show distracting. More music on program please.

Love the student involvement

Would like to hear entire works instead of bits and pieces from here and there. Not really big on pops concerts. ??? Loved the Faure Requiem

I was disappointed that there were essentially two "light" concerts – the pops concert and the January "shorter works" concert.

Re Q#6 - the first "half" of the programs in the past couple of years have been too short. Often less than 30 minutes when you take out the announcement.

What kind of music would you like to hear in future concerts?

	2018		2017	
Symphonies	82	28.37%	120	27.52%
concertos	62	21.45%	92	21.10%
Choral works	55	19.03%	82	18.81%
Light classics	43	14.88%	74	16.97%
Pops	47	16.26%	68	15.60%
Total	289		436	

Comments:

All. Surprise us.

Disney

Want to hear Beethoven's 9th symphony I like the mix of what is provided.

Looking forward to James Bond Dvorak, Mahler#1 or #4, Prokofiev

Lemony Snicket – The Composer is Dead. With Aaron Elmore as narrator. It's all great

More major symphonic works Yep, all that!

would like to have a violin and piano soloist as a concerto. Pops once a year is good.

Symphonies have been scarce on this year's concerts. More symphonies. All or any of the above. It's up to Troy.

Musicals. Enjoy it all. A thing we do in Sitka is play a silent movie and play the music but the photo shots on projector was nice.

More Mozart

Cultural music, world music

Latin anything. Requiems in Latin are ?? Pops – at least one/year.

Early music, world music

I wish JSO would do a Christmas holidays concert. If conductor couldn't fit it in maybe get a fill-in conductor.

Mix of pop and classic to attract wider audience – educational “Lux Aeterna” from Requiem for a Dream Entire works

Love Mozart. Love Requiems like Rutter with chorus would be lovely. Would like to hear Mozart Great Mass with excellent soprano soloist. More Beethoven, ?? choral works, John Luther Adams, Baroque

Hard to hear chorus from balcony back. Mike issue?

I already filled out one of those surveys and turned it in, but then had a thought: I wish the raffle ticket sales ran through the summer pops concert weekend too – more chances for us to buy and for you to fundraise.

I think each concert except, perhaps the “pops” concert, should have a major work – that is a several movement piece. The shorter pieces are interesting and sometime quite satisfying, but one or two of those in the first half would be fine if the second half of the concert is a major work.

2 of the 4 concerts didn't have a single lengthy, multi movement piece. I don't really enjoy the movie music. It's ok for the Pops concert, which I often don't attend, but it shouldn't be in the other concerts as well.

Might we persuade you to volunteer:

	2018		2017	
Assist at concerts	16	38.10%	24	50.00%
House visiting musicians	7	16.67%	5	10.42%
Transport visiting musicians	5	11.90%	7	14.58%
Assist with receptions	8	19.05%	9	18.75%

Assist with art design	1	2.38%		0.00%
Fundraising/Special events	4	9.52%	3	6.25%
Other	1	2.38%		0.00%
Total	42		48	

Other:

Sing in the chorus

Comments:

I have housed musicians and may do it again in the future.

Happy to provide housing when available but cannot provide transportation

Additional Comments:

Very much appreciate and always attend pre-concert talk with Troy Quinn! Also amazed at how he conducts without a score!!

Serve tea and cookies at intermission please

Troy's conducting is mesmerizing watching from the chorus. I think you could have a fund raiser and sell \$50 tickets to watch him from behind the symphony musicians. I would buy that ticket!!

I don't mind including short works in the program but 1 or 2 more need to be added each concert. Some of the works seem light weight and I am sure our symphony and singers can handle tougher works and somewhat longer programs.

I feel the orchestra members should be compensated for their performance. Say, \$100 per. Ask, supporters may agree.

Please play Handel's coronation anthems! you are doing an amazing job.

Concerts are too short and I notice too many non-local players on stage. I attend other concerts in Juneau and notice many local musicians in those concerts that are not playing in the symphony.

I think bringing in so many musicians is a cover for fewer rehearsals. I would rather have more rehearsals and fewer stringers.

I feel like it's a missed opportunity everytime there is not a bake sale/fundraiser for the students' arts at everyone of these performances.

It's great to have a national talent like Troy as conductor. Great job on the symphony.

Keep a basket of throat lozenges available please.

Thanks for all the work! Great idea to have the program open in the middle to the "program". You are very professional group. Enjoy the performances.

Why are there fewer local musicians playing? We have lots of local talent. Kyle proved that! having coffee/tea and cookies during intermission would be nice (for sale).

Slide show in last concert and previos concerts are very distracting. We prefer our own imagination. Start evening concert at 7:30pm.

Please make fragrance free.

The symphony is world class!!

The Juneau Symphony concerts continue to improve in musicianship, which is a blessing to our ears!

Programming is diverse and keeps audiences "learning". Pre-concert talks are fabulous – Kyle was excellent about this as is Troy Quinn.

Please try to remind people to be thoughtful and not wear perfumes or other scented products. Am loving the performances – quality, program choices, conductor

You guys rock

Love the concerts every time, such beautiful music and a wonderful time. Saturday night concerts need to have an earlier start time. 7Pm?

I think the Saturday concert should start earlier, say 7pm, when the roads are bad and it's dark having an earlier concert would make a more enjoyable experience.

I'm happy to hear about opportunities for middle school musicians. I hope some Tlinget kids will be interested.

Please ask the high school to make wheelchair space. People in wheelchairs should ??? Fragrance free please.

I was disappointed to learn that this year the concerto competition did not play at the annual all 5th grade symphony performance. There are at least 2 reasons that I think this was a missed opportunity. The first is that it is incredibly inspiring for the fifth graders to see a high school student playing with the symphony at a high level of competency. I know that some students have no idea that people in this town can achieve that level by practicing. The winner is a model, and that's a lot of why we do this. Motivated students may not even know that such a competition exists, and they might be inspired as young as 5th grade to think about studying that hard. The second is that it gives the young soloist a chance to actually play for an audience before playing for the paying audience Saturday night. This is such a great opportunity. My kids were inspired by seeing young people play at that level. It's very exciting for them.

I apologize for the anonymous comments, but I think it best to remain anonymous, given the nature of my comments!

The first clause of the Juneau Symphony's mission statement is to "give local musicians a platform to perform and develop musically." I am concerned that this goal may be hindered by the significant number of guest musicians that now fill the first few rows of each section, while our local musicians are seated in the back. Why not intersperse the visiting (and assumedly, better) musicians amongst our local musicians to mentoring can occur?

Of course, we in the audience want to hear excellently-performed music, but for me, it is equally important to hear my fellow Juneauites performing, and I'm willing to accept, if need be, a slightly lower quality of performance to hear locals and other Alaskan on-stage. If fantastic symphony music were of prime importance to me, I'd move back to Cleveland where I grew up listening to the Cleveland Orchestra! I suggest the Board seriously considers making some notation in the program to indicate which musicians are locals and which are guests. When 18+ musicians come from out-of-town, I think Juneau supporters of the symphony should be aware of that fact.

By comparison, I have always supported Perseverance Theatre when the Artistic Director reaches beyond Juneau for actors, as needed, to provide us with excellent quality theatre. And the audience member can simply read the actors' bios in the play's program and determine which ones are not locals. With the symphony, we don't know if that lovely short solo cello part was performed by a local or a Californian from LA. And I would like to know!

Lastly, I know all orchestras world-wide are trying to change that sea of gray hairs (of which I am one) in the audience to a younger group – I hope the Board is doing everything possible to reach out to younger folks. And, in my view, the Juneau Symphony should make a concerted effort [pardon the pun] to invite non-white community members and, in particular, Juneau's native folks to participate.

We love the symphony and Maestro Quinn. It is a special thrill to have so many visiting players sharing the stage with our local players. Together, they produce a fantastic sound. So grateful for the skill and artistry!