The purpose of this survey is to learn more about our audience. We will use this information to provide you with increased quality and service. Please help us by circling the appropriate or providing the necessary information.

1. Please complete the following statement:

The reason I decided to attend the Proms today is because...

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

2. Please complete the following Proms advert...

Come to the Proms Tonight!

The Proms are special because...

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
3. Please give three descriptive words that you feel could be used to describe your experience when you attend the Proms concerts.

________________________________
________________________________
________________________________

4. The people attend the Proms and listen from the gallery/arena are....

________________________________
________________________________
________________________________
________________________________

5. If I was the new Director of the Proms the three ways I would improved them are ....

Idea Number One ________________________________________________

Idea Number Two ________________________________________________

Idea Number Three _______________________________________________
6. Below are some statements about attending the Proms.
Are any of these statements reasons why you attend the Proms?

Please rank each statement from 1 (definitely yes it is a reason why I attend) to 5 (definitely no this is not a reason why I attend.)

<table>
<thead>
<tr>
<th>1 = Definitely Yes</th>
<th>2 = Yes</th>
<th>3 = Neither Yes or No</th>
<th>4 = No</th>
<th>5 = Definitely No</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel comfortable with the audience.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find it convenient to travel here from home/work.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find it easy to find out information about the concerts.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I know what to expect and how to act.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I also have the opportunity to eat, drink and/or socialise.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I might find my friends here.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I attend because people who are important to me think I should.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find the tickets inexpensive.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find the concert challenging so I feel stimulated.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel that it is an informal occasion.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find the performers excellent.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have friends to go with.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel the total cost (tickets, food, travel) is reasonable.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find the concert entertaining so I can relax.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel that the people I am with are having a good time.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I learn a lot about the music.</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Are you here today by yourself or with someone?

1. By myself
2. With friend or friends
3. With husband or wife
4. With children
5. With husband/wife and children
6. Business colleagues/clients
7. With organised group
8. Other _____________

8. When you attend the Proms how often do you purchase tickets for seats instead of the gallery/arena?

1. Never, I always use the gallery/arena
2. I usually use the gallery/arena and occasionally purchase tickets for seats
3. I purchase tickets for seats as often as the gallery/arena
4. I usually sit in the seats and occasionally use the gallery/arena
5. I almost always purchase tickets for seats
9. In general how do you feel about the price of your ticket?
   1. No opinion  3. Over priced
   2. Priced correctly  4. Under priced

10. What is the top amount you are willing to pay when you attend a classical concert other than the Proms.

   £ __________

11. On the average, how often have you been to the Proms?

   1. This is the first time I have been to the Proms
   2. I only rarely attend.
   3. I usually attend once a year.
   4. I usually attend 2-4 times a year.
   5. I usually attend 5-9 times a year.
   6. I usually attend 10 or more times a year.

12. The number of concerts I plan to attend this year is:

   1. 2-5  6. 11-20  20+

13. How did you purchase the ticket for tonight’s concert.

   1. At the door.  6. I am a half season ticket holder.
   2. By telephoning the box office.  7. I am a season ticket holder.
   3. Using the order form in the brochure.  4. I was given the ticket free.

14. How did you learn about today’s concert? (Circle one number for each.)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Newspaper or magazine. If yes, where _________</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Television</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Radio</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Poster or flyer. If yes, where __________________</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Web site</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>BBC Proms brochure</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Mailing</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other _________________________</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

15. Have you attended concerts at any of the following venues during the last 12 months?
16. Are you:

1  Female
2  Male

17. Your age is about:

1  Under 19
2  19 to 24
3  25 to 34
4  35 to 44
5  45 to 59
6  60 to 69
7- 70+

18. What is your educational level?
(Please specify.) __________________________

19. If you are a full-time student, please say at which of these you are studying:

1  School
2  Sixth form college
3  University
4  Other ________________________

20. What is your occupation? (Please specify.) __________________________

21. Are you visiting Britain? If yes, where are you from? __________________________

22. If you are British, what is your ethnic background? __________________________

23. Do any of the following apply to you?

1  Hearing impaired
2  Vision impaired
3  Mobility impaired
Motivation: Sentence completion

Please complete the following sentence:

-or -
I attend the Proms because I ________________________.

Brand Identification: Venue brand mapping

- who attends
  use pictures of clientele to associate
  toft     young and trendy
  student  family
  couple   middle-age single
  old folks

Or put venues into categories of above (or unknown)
  Royal Opera House
  Barbican
  South Bank Centre
  St. Whatever Piccadilly Square
  Wigmore Hall
  London Coliseum

Uniqueness: Thought bubble

(concert goer thinking)
The best thing about the Proms is........

Attributes: Underlining

Problem with not leading with words, may leave out
  The Proms are:
    Informal
    Exciting
    Educational
    Fun
    Uncomfortable

Layout of Survey

First Page
  Sentence Completion
  Brand mapping

Second Page
  Thought bubble
  Demographics

Sample: People who attend the Proms and view from the arena or gallery

who are they demographically
why they attend the Proms
what other arts events/venues do they attend
  where do they fall in the attendance continuum
Why do we want to know???

For the BBC:

They obtain a clearer picture of who is a “Prommer”
Information on why Prommers attend.
Suggestions for improvements from the Prommers.

For other Art Venues;

Can the Proms concept to be used by other venues to reach this potential audience?
Can the Proms audience be recruited as new members to other art venues by stressing Prom type qualities?

Purely statistical would mean getting a random sample of attendees of sufficient number

Problem would be how to randomize a floating population.

Ever so many people that come in the door?

Or use cross-sectional

(visible demographics)
Age
Gender
Ethnicity

(invisible demographics)
Education
Occupation

Variables on attendance

Cost (product value)
Information on concerts (ease of obtaining product knowledge)
Familiarity with Proms (trusted product)
Style fit (unique product)

Important to know:

What other art events (traditional/non-traditional?) do they patronise?

What other art venues do they frequent?
How important are intrinsic features of the proms?
How important are extrinsic features of the proms?

Should I put in attitudes towards the arts questions?

Public funding
Elitism
Definition of arts
Place in society

I could use RSGB sample
Attendance at many classical music concerts is either stagnant or falling and yet the Proms continue to be highly successful.

The two most distinguishing features of the Proms from other classical concerts are its pricing and ambience in the gallery and arena areas.

By studying why the patrons in the gallery and arena attend the Proms, information may be obtained which will be helpful to the BBC Proms and other classical concert venues attract a wider audience.

There are five main areas which could be addressed:

<table>
<thead>
<tr>
<th>Research Component</th>
<th>Information Needed</th>
<th>Question Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic</td>
<td>Who are the patrons in the arena/gallery?</td>
<td>Traditional questions on age, gender, education, occupation.</td>
</tr>
<tr>
<td>Behavioural</td>
<td>What is their attendance pattern for the Proms and other venues?</td>
<td>Measurement of frequency of attendance at the Proms and other classical concerts.</td>
</tr>
<tr>
<td>Cognitive</td>
<td>What do patrons believe is unique about the Proms?</td>
<td>Questions asking patrons to gauge on a range of importance: Price, Formality, Quality, Programme Selection.</td>
</tr>
<tr>
<td>Affective</td>
<td>What are their personal feelings about attending the Proms?</td>
<td>Ranking of agreement-disagreement statements on items such as: Comfortable, Educational, Entertaining, Socially Acceptable</td>
</tr>
<tr>
<td>Development</td>
<td>What is their concept of the ideal classical music concert?</td>
<td>Choice of concert attributes such as: Programme, Conductor, Seating, Ambience, Price, Amenities, Time/day</td>
</tr>
</tbody>
</table>

The construction of questions would allow survey participants to provide their own ideas using techniques such as word association and sentence completion.

For this reason the survey would be taken by only a small number of patrons and completion would be supervised. Patrons asked to complete the survey would follow a rough breakdown of patron type based on a visual survey.

Seven concerts of varying types would be surveyed (both in the arena and gallery) with a total of 100-150 surveys completed. This data would be analysed using SPSS and this information along with a written report would be provided to the BBC.