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# Canadians' Experiences Attending Arts Presenter and Festival Activities

## Participation, Appreciation, and Motivation

### Executive Summary of Findings for Phase I and Phase II

Prepared for The Department of Canadian Heritage

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## Background and Methodology

# Project Background

- The mission of the Department of Canadian Heritage (PCH) is to create a more cohesive and creative Canada through the support of arts and heritage. Arts Presentation Canada (APC) is one of the various programs offered by PCH in fulfillment of this mission.
- APC provides financial assistance to arts presenters and the organizations that support them. The objective of the program is to provide Canadians with direct access to professional artistic experiences, and the opportunity to participate in and broadly benefit from these experiences. At present, APC provides support to over 600 clients per year across 230 communities.
- APC uses a variety of mechanisms to gauge the success of its initiatives. There is tremendous value in understanding the opinions of Canadians who attend the events presented by the artistic festivals and presenters that benefit from the program's support. This report will provide an overview of investments undertaken by the program since its inception in 2001.
- Furthermore, the program's Results-based Management and Accountability Framework (RMAF) identifies public opinion research as a valuable method of collecting data that can inform our understanding of motivational factors influencing attendance at APC funded events; and measure the level of appreciation of, and participation in, the variety of programming and outreach activities offered by organizations receiving support from the program.

# Research Objectives

- The results from this research will allow a more robust evaluation of APC's performance. Specifically, the research initiative will investigate the following:
  - Canadians' participation, appreciation and motivations regarding the presentation, variety of arts events offered in their communities through APC since 2001, the year of APC's inception;
  - Canadians' perceptions of the evolution of the variety of the events to which they have access; and,
  - Canadians' perceptions of the evolution of the variety of the outreach activities related to the events to which they have access.
- In order to gauge perceptions of changes that have taken place over a seven year time span, the research will be restricted to interviews with Canadians who are paid attendees and have attended the festival or concert produced by the participating presenting organization on at least one previous occasion. Given their vantage point, they will be an instrumental consultation group to provide input on the evolution of events and outreach over time. Therefore, there will be a particular interest and emphasis on Canadians deemed "enthusiastic" by virtue of their level of participation and attendance at artistic events over the past several years.

# Methodology

- The research consists of 2,073 onsite interviews conducted with paid attendees at 24 festivals and series presenter concerts across the country. The specific APC clients have been selected by the APC team to ensure appropriate representation based on the following key criteria:
  - Festivals versus Series Presenters,
  - Region,
  - Urban versus Rural,
  - Project scope and size (based on the event's overall budget), and,
  - Genre.
- The research was conducted in two sequential phases as follows:
  - Phase 1: Music festivals
  - Phase 2: Series presenters' concerts
- The research was restricted to interviews with Canadians who were paid attendees and have attended the festival or concert produced by the participating presenting organization on at least one previous occasion.
- Participants were intercepted onsite at the festivals/concerts and completed the survey immediately. The survey took approximately 8-10 minutes to complete.
- The following report is a summary of findings from both phases of the research; merged findings are presented throughout the report and significant differences between festivals (phase I) and series presenters (phase II) are highlighted where applicable.

# Methodology

- Please note that significant differences between subgroups are highlighted throughout this report. Significantly higher data points are bolded and underlined. This analysis is based on the following margins of error:
  - Overall results                      n=2,073              +/- 2.2%
  - Festival results                      n=1,434              +/- 2.6%
  - Series Presenter results              n=639              +/- 3.9%
- It is important to note that these margins of error should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated. For instance, the margin of error associated with a question where 50% of respondents answered in the affirmative will differ from a question where 15% of respondents answered in the affirmative (assuming the same sample size for both questions). **Please note that the bold and underlined emphasis on these figures is not intended to draw the reader's attention for reasons other than to highlight statistically significant differences.**
- Since the festivals/concerts selected for this study are not necessarily reflective of all the funded festivals/concerts in any given region, regional results should be interpreted with caution. For this reason alone, significant differences between regions are not indicated in this report.
- Festival and Series Presenter size was based on the following definition:

Rural	Population < 50,000 / > 50 km from an urban centre
Remote	Population < 50,000 / > 200 km from an urban centre or provincial capital
Small Urban	Population 50,000 to 99,999
Medium Urban	Population 100,000 to 199,999
Large Urban	Population > 200,000

## Methodology – Phase I - Festivals

- A total of 1,434 festival goers were interviewed at 11 festivals between July 16<sup>th</sup> and September 7<sup>th</sup>, 2008. The following table breaks down this sample by festival:

Festival	Sample Size	Genre	PCH Region	Urban/Rural Size
Atlantic Jazz Festival	201	Jazz/Blues	Atlantic	Large urban
Calgary Folk Festival	200	Folk	West	Large urban
Festival de Lanaudière	92	Classical	Quebec	Large rural
Festival International Nuits d'Afriques	54	World	Quebec	Large urban
Festival Mémoire et Racines	155	Folk	Quebec	Medium rural
Guelph Jazz Festival	157	Jazz/Blues	Ontario	Medium urban
Mission Folk Festival	153	Folk	West	Medium rural
Ottawa Chamber Music Society	216	Classical	Ontario	Large urban
Regina Folk Festival	152	Folk	Prairies	Large urban
Vancouver Early Music Festival	9	Classical	West	Large urban
World Routes/Harbourfront (Ashkenaz)	45	World	Ontario	Medium urban
	1,434			

## Methodology – Phase II - Series Presenters

- A total of 639 concerts goes were interviewed at 19 concerts between December 19<sup>th</sup>, 2008 and March 14<sup>th</sup>, 2009. The following table breaks down this sample by concert:

Presenter	Concert	Sample Size	Genre	PCH Region	Urban/Rural Size
Calgary Centre for Performing Arts	Strunz and Farah	69	World	West	Large Urban
Coastal Jazz and Blues Society	Jon Hassell and Maarifa Street and Dhafer Youssef	35	Jazz/Blues	West	Large Urban
Coastal Jazz and Blues Society	Jane Brunnett and the Spirits of Havana	18	Jazz/Blues	West	Large Urban
Coastal Jazz and Blues Society	Bill Frisell and Russell Malone	25	Jazz/Blues	West	Large Urban
Fredericton Playhouse	Isabelle Boulay	27	Folk/Pop	Atlantic	Small Urban
Fredericton Playhouse	Arion	26	Classical	Atlantic	Small Urban
Jeunesses Musicales du Canada	Or et Volupté	11	Classical	Quebec	Large Urban
Le festival international de jazz de Montréal	Coral Egan	22	Jazz/Blues	Quebec	Large Urban
Maison de la culture de Gatineau	Les Cowboys Fringants	60	Folk/Pop	Quebec	Large Urban
Ottawa Jazz Festival	Soweto Gospel Choir	60	World	Ontario	Large Urban
Ottawa Jazz Festival	SF Jazz Collective	51	Jazz/Blues	Ontario	Large Urban
Regina Folk Festival	Mighty Popo	49	World	Prairies	Medium Urban
Small World Music Society	Mariza	26	World	Ontario	Large Urban
Société Musicale André-Turp	Bernarda Fink	30	Classical	Quebec	Large Urban
Société Musicale André-Turp	Christianne Stotjin	16	Classical	Quebec	Large Urban
The Ottawa Chamber Music Society	Borodin Quartet	53	Classical	Ontario	Large Urban
The St-Cecilia Concert Society	Family Traditions (Djokic Family)	35	Classical	Atlantic	Large Urban
The St-Cecilia Concert Society	Philip Chiu and Janelle Fung	18	Classical	Atlantic	Large Urban
Théâtre Capitol Theatre	Electric Straws	8	Folk/Pop	Atlantic	Medium Urban
		639			



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# Executive Summary of Findings

# Executive Summary

## Motivations

- Participants were asked to evaluate a prescribed list of factors that could have motivated them to attend a particular festival/concert. Overall enjoyment is the primary motivator for patrons. Patrons also place importance on the variety of musical styles present at the festival/concert as well as the time spent with family and friends. Opportunities to hear artists from other countries, to discover new artists and musical styles, and to discover regional artists are also strong motivators for many. Few participants considered a special (educational) activity offered to be a strong or even somewhat of a motivator for attending the festival/concert.
- Motivators have significantly different impacts on attendance at festivals and concerts and within musical genres. Discovering new/diverse music, styles, and artists as well as spending time with others are key motivators for festival patrons, whereas following the works of particular artists, ticket price, publicity, and special activities are more important factors for concert goers.

## Programming Variety

- All participants were presented with a list of different types of programming and asked if they felt the festival or concert seasons they were attending featured more, less, or the same amount of each type of performance programming compared to previous years. Patrons were most likely to have perceived a programming increase in the variety of music - be it musical artists, artists from diverse cultural backgrounds, or younger/emerging musicians. This trend was more apparent at music festivals as compared to concert seasons. An increase in performances featuring different musical styles and by artists from a variety of geographical backgrounds were also perceived, but to a lesser degree.
- **Overall, 82% of respondents noticed an increase in at least one type of programming. Furthermore, on average, patrons perceived an increase in approximately 1 out of 3 (32%) of the different types of programming available to them.**
- **The perceived increases in various types of programming appears to have had a positive impact on numerous aspects of the festival or concert season experience; this finding is most apparent for patrons' overall enjoyment of the festival/concert season, with 86% saying programming changes had a *very positive* or *somewhat positive* impact.**
- Programming changes also had a positive impact on patrons' appreciation of the variety of music, be it new or emerging musicians, as well as patrons' appreciation of the cultural and national origin of the artists. When just the *very positive* category is considered, it is apparent that programming changes also had a large impact on the likelihood that patrons would speak to family and friends about the festival or concert.

# Executive Summary

## Outreach

- Respondents were asked whether or not they were aware of each type of outreach activity offered at the festival or concert presenter. A follow-up question asked if they participated in the activity or not.
- Patrons' awareness of outreach activities ranged dramatically depending on the activity, with awareness of events that are free to the public at a high 70% and awareness of performances and activities in schools or community centres at a much lower 36%. In general, awareness of outreach activities is similar for festivals and series presenters' concerts. The exception to this trend is with Classical events, where awareness of the various outreach activities is notably higher for series presenters' concerts than festivals.
- Results show that, on average, patrons attended 18% of the outreach activities available to them (in other words, if 5 activities were offered at a festival or series presentation, then attendees participated, on average, in 1 of them). The average participation rate at festivals was 17% and 20% among series presentation attendees. This study also reveals that 51% of attendees participated in at least one outreach activity.
- Patrons who attended at least one outreach activity were asked the extent to which their participation in these outreach activities made an impact on their appreciation of various aspects of their festival/concert season experience. **Overall, outreach activities add to the musical event experience, with at least three-quarters of participants rating the impact as *very positive* or *somewhat positive* for all aspects of the festival/concert season.**
- Outreach activities have the largest positive impact on patrons' overall enjoyment of the festival/concert season, followed by their appreciation of new artists and artists from a variety of cultural backgrounds. Outreach activities also have a positive impact on how much patrons speak about the festival to friends and family.
- In general the more outreach activities that patrons attended, the more likely they are to feel a *very positive* impact. **The more deeply patrons are involved with outreach activities the more positive their experience is likely to be.** Interestingly however, is that the difference between attending 26-50% of outreach activities versus over 50% of activities is not significant in many cases, suggesting there is a plateau to the positive impact outreach activities will have on attendees.



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## Appendix A: Survey Instruments

# Festival Questionnaire

## 2008 Music Festival Audience Perceptions –

### On-Site Study

Festival:	
Date:	
Start Time:	
ID#:	

#### INTRODUCTION AND SCREENING

Excuse me, my name is \_\_\_\_\_. I work for Harris/Decima Research and we are conducting surveys on behalf of the Government of Canada with [insert festival name] attendees. Do you have a few minutes to answer some questions – all your answers will be kept strictly confidential?

1.

a. Have you previously participated in this survey for the Government of Canada?

b. Are you a volunteer, employee or performer at this festival?

Yes 1 If "yes" to either question, terminate  
No 2

2. What year were you born?

\_\_\_\_\_ TERMINATE IF UNDER 15 (1994 +)  
Refuse 9999

3. Are you a Canadian citizen?

Yes 1 (CONTINUE)  
No 2 (TERMINATE)  
Refused 9 (TERMINATE)

#### A. ATTENDANCE FREQUENCY

4. How many times have you attended this festival since 2002?

First time 1 TERMINATE  
Once before 2  
More than once before 3

#### B. PROGRAMMING CHANGES

5. I am going to read a list of different types of performances – please tell me if you feel this year's festival features more, less, or the same amount of each type compared to previous years. How about...

	Much less	Somewhat less	About the same	Somewhat more	A lot more	DK/REF /NA
a. Performances by emerging or younger musicians?*	1	2	3	4	5	9
b. Shows featuring artists from a variety of cultural backgrounds?*	1	2	3	4	5	9
c. Musical styles that are new to you?	1	2	3	4	5	9
d. Shows especially for youth?*	1	2	3	4	5	9
e. Shows by musicians from another province?*	1	2	3	4	5	9
f. Shows by musicians from another country?*	1	2	3	4	5	9
g. Musical artists who are new or unfamiliar to you?	1	2	3	4	5	9
h. Performances by local artists from the region?*	1	2	3	4	5	9

SKIP TO NEXT SECTION IF ALL ELEMENTS IN Q5 ARE "ABOUT THE SAME" OR "DK/REF/NA"

# Festival Questionnaire

6. I am going to read you a list of possible impacts that any changes in the line-up may have had on you. What sort of impact have any changes in programming had on... [READ LIST]

RANDOMIZE – REPEAT SCALE AS NEEDED		Very negative	Somewhat negative	No impact	Somewhat positive	Very positive	DK/REF/NA
a.	[ask if change noted in q5b] Your appreciation of artists from a variety of cultural backgrounds?	1	2	3	4	5	9
b.	[ask if change noted in q5c] Your appreciation of new or unfamiliar musical styles?	1	2	3	4	5	9
c.	[ask if change noted in q5g] Your appreciation of new or unfamiliar musical artists?	1	2	3	4	5	9
d.	[ask if change noted in q5d] Your appreciation of emerging or young musicians?	1	2	3	4	5	9
e.	[ask if change noted in q5e] Your appreciation of shows by musicians from another province?	1	2	3	4	5	9
f.	[ask if change noted in q5f] Your appreciation of shows by musicians from another country?	1	2	3	4	5	9
g.	[ask if change noted in q5h] Your appreciation of performances by local artists from the region?	1	2	3	4	5	9
h.	Your overall enjoyment of the festival?	1	2	3	4	5	9
i.	Your willingness to buy festival tickets?	1	2	3	4	5	9
j.	How much you spoke about the festival to friends and family?	1	2	3	4	5	9
k.	The likelihood that you will follow the work of one or more festival performers in future?	1	2	3	4	5	9

## C. OUTREACH ACTIVITIES

7. Are you aware if this festival organization offers any of the following outreach activities?

FILTER FOR EACH FESTIVAL - RANDOMIZE	Aware	Not aware
a. Pre- or post-show discussions with the artists	1	2
b. Workshops	1	2
c. Panel discussions	1	2
d. Open rehearsals	1	2
e. Artists in residence	1	2
f. Events that are free to the public	1	2
g. Performances and/or activities in schools or community centres	1	2
h. Performances and/or activities presented in partnership with other community organizations	1	2
i. Performances and/or activities occurring outside the regular dates of this festival	1	2

8. [ASK FOR ITEMS "AWARE" IN PREVIOUS QUESTION]

	Yes	No	DK/REF/NA
a. Did you attend a pre- or post-show discussion with an artist at this year's festival?	1	2	9
b. Did you attend a workshop at this year's festival?	1	2	9
c. Did you attend a panel discussion at this year's festival?	1	2	9
d. Did you attend an open rehearsal at this year's festival?	1	2	9
e. Did you visit an artist in residence at this year's festival?	1	2	9
f. Did you attend any events that were free to the public?	1	2	9
g. Did you attend any performances and/or activities in schools or community centres?	1	2	9
h. Did you attend any performances and/or activities presented in partnership with other community organizations?	1	2	9
i. Did you attend any performances and/or activities occurring outside the regular dates of this festival?	1	2	9

SKIP TO NEXT SECTION IF DID NOT ATTEND AN OUTREACH ACTIVITY

# Festival Questionnaire

9. We would like to know if your attendance at these specific outreach activities has had an impact on your appreciation of other aspects of the festival. What sort of impact has your participation in these outreach activities had on...

FILTER* FOR EACH FESTIVAL (SIMILAR TO Q5) - RANDOMIZE - REPEAT SCALE AS NEEDED	Very negative	Somewhat negative	No impact	Somewhat positive	Very positive	DK/REF/NA
a. Your appreciation of artists from a variety of cultural backgrounds?*	1	2	3	4	5	9
b. Your appreciation of new or unfamiliar musical styles?	1	2	3	4	5	9
c. Your appreciation of new or unfamiliar musicians?	1	2	3	4	5	9
d. Your appreciation of emerging or young musicians?*	1	2	3	4	5	9
e. Your appreciation of shows by musicians from another province?*	1	2	3	4	5	9
f. Your appreciation of shows by musicians from another country?*	1	2	3	4	5	9
g. Your appreciation of performances by local artists from the region?*	1	2	3	4	5	9
h. Your overall enjoyment of the festival?	1	2	3	4	5	9
i. Your willingness to buy festival tickets?	1	2	3	4	5	9
j. How much you spoke about the festival to friends and family?	1	2	3	4	5	9
k. The likelihood that you will follow the work of any of the festival performers in future?	1	2	3	4	5	9

## D. MOTIVATION

10. People attend the festival for different reasons – please tell me how each of the following factors may have motivated you to attend the festival this year. For each one, tell me if it was a strong motivator, somewhat of a motivator, or not a motivator at all. How about...[READ LIST]

FILTER* FOR EACH FESTIVAL (SIMILAR TO Q5) - RANDOMIZE - REPEAT SCALE AS NEEDED	Not a motivator	Somewhat of a motivator	Strong motivator	DK/REF/NA
a. A special (educational) activity offered by the festival?	1	2	3	9
b. The cultural backgrounds of the musicians?	1	2	3	9
c. The variety of musical styles?	1	2	3	9
d. Your interest in musicians that are new or unfamiliar to you?	1	2	3	9
e. Your interest in new or unfamiliar musical styles?	1	2	3	9
f. Your interest in local artists from the region?*	1	2	3	9
g. Your interest in shows for youth?*	1	2	3	9
h. Your interest in shows by musicians from another province?*	1	2	3	9
i. Your interest in shows by musicians from another country?*	1	2	3	9
j. Your overall enjoyment of the festival?				
k. The ticket price?	1	2	3	9
l. The publicity or advertising for the festival?	1	2	3	9
m. You wanting to spend quality time with friends at the festival?	1	2	3	9
n. Your desire to follow the work of one or more of the performers?	1	2	3	9

# Festival Questionnaire

## E. TICKET-BUYING AND FUTURE INTENTIONS

11.

a. Have you upgraded the *type of admission pass or ticket* for the festival compared to previous years at the festival?

Yes	1
No	2
DK/NR	9

12. How likely are you to attend this festival next year? Are you...[READ SCALE]

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Depends on performers/ dates/ timing	8
DK/NR	9

## F. DEMOGRAPHIC SECTION

I would like to ask you just a few more questions about yourself so that we can obtain a profile of the festival's visitors. Again, these results will remain strictly confidential.

F1. Including yourself, how many people are in your party today? [IF 1, SKIP TO F3]

RECORD NUMBER \_\_\_\_\_

F2. And what is their relationship to you? [READ LIST – CODE ALL THAT APPLY]

Spouse / Boyfriend / Girlfriend	1
Children / My kids	2
Parents	3
Sibling – brother, sister	4
Other family – aunt, uncle, cousin, etc.	5
Friends	6
Work colleagues	7
Other (specify) _____	77
Don't know/No answer	99

F3. Please select the category that best reflects your annual household income before taxes, in Canadian funds? (SHOW RESPONDENT THE LIST)

Less than \$20,000	1
\$20,000 to \$39,999	2
\$40,000 to \$59,999	3
\$60,000 to \$79,999	4
\$80,000 to \$100,000	5
Over \$100,000	6
DK/NR	9

THAT CONCLUDES THE INTERVIEW. THANK YOU FOR YOUR TIME AND PATIENCE!

### DONOT ASK ANY OF THE FOLLOWING

Finish time of interview \_\_\_\_\_ (24 hour clock)  
Length of interview \_\_\_\_\_ minutes

Gender of respondent:

Male	1
Female	2

Language of interview:

English	1
French	2

Visible minority (non-white):

Yes	1
No	2

# Series Presenter Questionnaire

## 2008 Music Concert Audience Perceptions On-Site Study

Festival:	
Date:	
Start Time:	
ID#:	

### INTRODUCTION AND SCREENING

Excuse me, my name is \_\_\_\_\_. I work for Harris/Decima Research and we are conducting surveys on behalf of the Government of Canada with [insert concert presenting organization name] concert attendees. Do you have a few minutes to answer some questions – all your answers will be kept strictly confidential?

1.

- a. Have you previously participated in this survey for the Government of Canada?
- b. Are you a volunteer, employee or performer working for the [insert concert presenting organization name]?

<input type="checkbox"/>	Yes	1	If "yes" to either question, terminate
<input type="checkbox"/>	No	2	

2. What year were you born?

\_\_\_\_\_ TERMINATE IF UNDER 15 (1994 +)  
 Refuse 9999

3. Are you a Canadian citizen?

Yes	1	(CONTINUE)
No	2	(TERMINATE)
Refused	9	(TERMINATE)

### A. ATTENDANCE FREQUENCY

4. A) Are you aware that tonight's / today's concert is being presented by [insert presenting organization name]?

Yes	1	(CONTINUE)
No	2	(TERMINATE)
Refused	9	(TERMINATE)

4 B) How many times have you attended concerts presented by [insert name of presenting organization] since 2002?

First time	1	TERMINATE
Once before	2	
More than once before	3	

### B. PROGRAMMING CHANGES

READ TO ALL RESPONDENTS: For the rest of the survey, whenever I refer to the concert season, I am referring to the [insert concert presenting organization name]'s 2008-2009 concert season, which includes today's concert.

5. I am going to read a list of different types of performances – please tell me if you feel this year's concert season features more, less, or the same amount of each type compared to previous years. How about...

FILTER* FOR EACH ORGANIZATION - RANDOMIZE	Much less	Somewhat less	About the same	Somewhat more	A lot more	DK/REF /NA
a. Performances by emerging or younger musicians?*	1	2	3	4	5	9
b. Shows featuring artists from a variety of cultural backgrounds?*	1	2	3	4	5	9
c. Musical styles that are new to you?	1	2	3	4	5	9
d. Shows especially for youth?*	1	2	3	4	5	9
e. Shows by musicians from another province?*	1	2	3	4	5	9
f. Shows by musicians from another country?*	1	2	3	4	5	9
g. Musical artists who are new or unfamiliar to you?	1	2	3	4	5	9
h. Performances by local artists from the region?*	1	2	3	4	5	9

SKIP TO NEXT SECTION IF ALL ELEMENTS IN Q5 ARE "ABOUT THE SAME" OR "DK/REF/NA"

# Series Presenter Questionnaire

6. I am going to read you a list of possible impacts that any changes in the concert season may have had on you. What sort of impact have any changes in programming had on... [READ LIST]

RANDOMIZE – REPEAT SCALE AS NEEDED	Very negative	Somewhat negative	No impact	Somewhat positive	Very positive	DK/REF/NA
a. [ask if change noted in q5b] Your appreciation of artists from a variety of cultural backgrounds?	1	2	3	4	5	9
b. [ask if change noted in q5c] Your appreciation of new or unfamiliar musical styles?	1	2	3	4	5	9
c. [ask if change noted in q5g] Your appreciation of new or unfamiliar musical artists?	1	2	3	4	5	9
d. [ask if change noted in q5a] Your appreciation of emerging or young musicians?	1	2	3	4	5	9
e. [ask if change noted in q5e] Your appreciation of shows by musicians from another province?	1	2	3	4	5	9
f. [ask if change noted in q5f] Your appreciation of shows by musicians from another country?	1	2	3	4	5	9
g. [ask if change noted in q5h] Your appreciation of performances by local artists from the region	1	2	3	4	5	9
h. Your overall enjoyment of the concert season?	1	2	3	4	5	9
i. Your willingness to buy concert tickets?	1	2	3	4	5	9
j. How much you spoke about the concert season to friends and family?	1	2	3	4	5	9
k. The likelihood that you will follow the work of one or more performers featured in the season in the future?	1	2	3	4	5	9

## C. OUTREACH ACTIVITIES

7. Are you aware if [insert concert presenting organization name] offers any of the following outreach activities?

FILTER FOR EACH ORGANIZATION - RANDOMIZE	Aware	Not aware
a. Pre- or post-show discussions with the artists	1	2
b. Workshops	1	2
c. Panel discussions	1	2
d. Open rehearsals	1	2
e. Artists in residence	1	2
f. Events that are free to the public	1	2
g. Performances and/or activities in schools or community centres	1	2
h. Performances and/or activities presented in partnership with other community organizations	1	2
i.		

8. [ASK FOR ITEMS "AWARE" IN PREVIOUS QUESTION]

	Yes	No	DK/REF/NA
a. Did you attend a pre- or post-show discussion with an artist this concert season?	1	2	9
b. Did you attend a workshop this concert season?	1	2	9
c. Did you attend a panel discussion this concert season?	1	2	9
d. Did you attend an open rehearsal this concert season?	1	2	9
e. Did you visit an artist in residence this concert season?	1	2	9
f. Did you attend any events that were free to the public?	1	2	9
g. Did you attend any performances and/or activities in schools or community centres?	1	2	9
h. Did you attend any performances and/or activities presented in partnership with other community organizations?	1	2	9
i.			

SKIP TO NEXT SECTION IF DID NOT ATTEND AN OUTREACH ACTIVITY

# Series Presenter Questionnaire

9. We would like to know if your attendance at these specific outreach activities has had an impact on your appreciation of other aspects of the concert season. What sort of impact has your participation in these outreach activities had on...

FILTER* FOR EACH ORGANIZATION (SIMILAR TO Q5) - RANDOMIZE - REPEAT SCALE AS NEEDED	Very negative	Somewhat negative	No impact	Somewhat positive	Very positive	DK/REF/NA
a. Your appreciation of artists from a variety of cultural backgrounds?*	1	2	3	4	5	9
b. Your appreciation of new or unfamiliar musical styles?	1	2	3	4	5	9
c. Your appreciation of new or unfamiliar musicians?	1	2	3	4	5	9
d. Your appreciation of emerging or young musicians?*	1	2	3	4	5	9
e. Your appreciation of shows by musicians from another province?*	1	2	3	4	5	9
f. Your appreciation of shows by musicians from another country?*	1	2	3	4	5	9
g. Your appreciation of performances by local artists from the region?*	1	2	3	4	5	9
h. Your overall enjoyment of the concert season?	1	2	3	4	5	9
i. Your willingness to buy concert tickets?	1	2	3	4	5	9
j. How much you spoke about the concert season to friends and family?	1	2	3	4	5	9
k. The likelihood that you will follow the work of any of the performers featured in the season in the future?	1	2	3	4	5	9

## D. MOTIVATION

10. People attend concerts for different reasons – please tell me how each of the following factors may have motivated you to attend this concert. For each one, tell me if it was a strong motivator, somewhat of a motivator, or not a motivator at all. How about...[READ LIST]

FILTER* FOR EACH ORGANIZATION (SIMILAR TO Q5) - RANDOMIZE - REPEAT SCALE AS NEEDED	Not a motivator	Somewhat of a motivator	Strong motivator	DK/REF/NA
a. A special (educational) activity offered by the [insert concert presenting organization name]?	1	2	3	9
b. The cultural backgrounds of the musicians?	1	2	3	9
c. The variety of musical styles?	1	2	3	9
d. Your interest in musicians that are new or unfamiliar to you?	1	2	3	9
e. Your interest in new or unfamiliar musical styles?	1	2	3	9
f. Your interest in local artists from the region?*	1	2	3	9
g. Your interest in shows for youth?*	1	2	3	9
h. Your interest in shows by musicians from another province?*	1	2	3	9
i. Your interest in shows by musicians from another country?*	1	2	3	9
j. Your overall enjoyment of the concert?	1	2	3	9
k. The ticket price?	1	2	3	9
l. The publicity or advertising for the concert?	1	2	3	9
m. You wanting to spend quality time with friends at the concert?	1	2	3	9
n. Your desire to follow the work of one or more of the performers?	1	2	3	9
o. The concert venue?	1	2	3	9

# Series Presenter Questionnaire

## E. TICKET-BUYING AND FUTURE INTENTIONS

11.

a. Have you upgraded from single tickets to a season pass or subscription this year?

Yes	1
No	2
DK/NR	9

12. How likely are you to attend a performance presented by the [insert concert presenting organization name] next year? Are you...[READ SCALE]

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Depends on performers/ dates/ timing	8
DK/NR	9

## F. DEMOGRAPHIC SECTION

I would like to ask you just a few more questions about yourself so that we can obtain a profile of this organization's patrons. Again, these results will remain strictly confidential.

F1. Including yourself, how many people are in your party today? [IF 1, SKIP TO F3]

RECORD NUMBER \_\_\_\_\_

F2. And what is their relationship to you? [READ LIST – CODE ALL THAT APPLY]

Spouse / Boyfriend / Girlfriend	1
Children / My kids	2
Parents	3
Sibling – brother, sister	4
Other family – aunt, uncle, cousin, etc.	5
Friends	6
Work colleagues	7
Other (specify) _____	77
Don't know/No answer	99

F3. Please select the category that best reflects your annual household income before taxes, in Canadian funds? (SHOW RESPONDENT THE LIST)

Less than \$20,000	1
\$20,000 to \$39,999	2
\$40,000 to \$59,999	3
\$60,000 to \$79,999	4
\$80,000 to \$100,000	5
Over \$100,000	6
DK/NR	9

THAT CONCLUDES THE INTERVIEW. THANK YOU FOR YOUR TIME AND PATIENCE!

### DONOT ASK ANY OF THE FOLLOWING

Finish time of interview \_\_\_\_ : \_\_\_\_ (24 hour clock)  
Length of interview \_\_\_\_ minutes

Gender of respondent:

Male	1
Female	2

Language of interview:

English	1
French	2

Visible minority (non-white):

Yes	1
No	2