

Survey of the Audience of the Music of America

Summary of Results

May 2016

The Music of America program aims at:

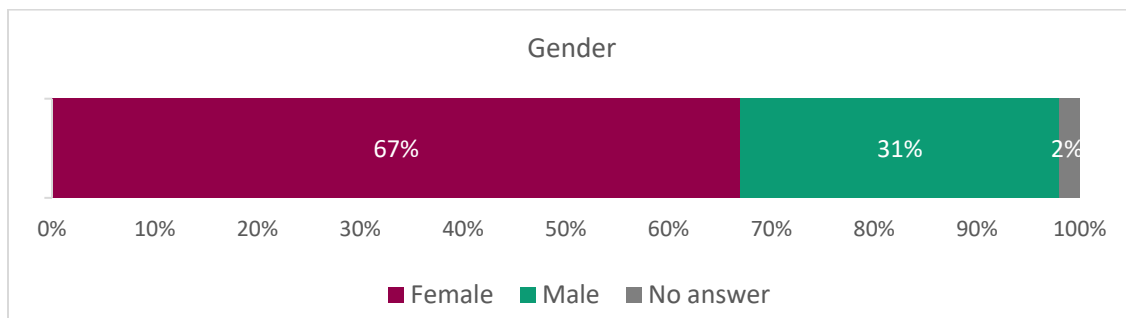
- Extending the number of younger audience and cultivate young people to go to classic music events;
- Presenting to the Bulgarian audience some of the most famous US classical music performers throughout the years;

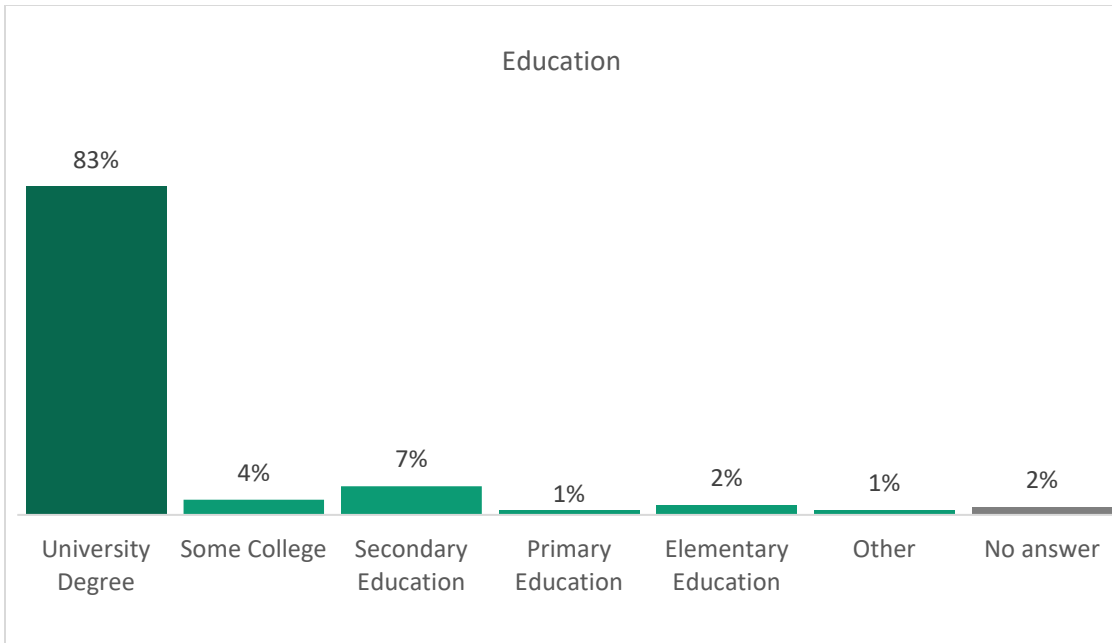
Survey's Objective: The main objective of the survey is to test our hypothesis that the Music of America initiative attracts new and younger audience to the classical music events. We also analyze the demographics and cultural behavior of the visitors, their awareness of ABF programs, as well as attitudes and recommendations that will help us do a better job in achieving our goal for cultivating the future educated audience for quality cultural events.

Survey's Parameters: The survey was launched by the ABF Evaluation team on November 14, 2015 and ended on March 10, 2016. It applied a quantitative approach, i.e. structured on-the-spot surveys with a total of 808 visitors of all three classical concerts that took place at Bulgaria Hall in Sofia.

Key Findings and Conclusions:

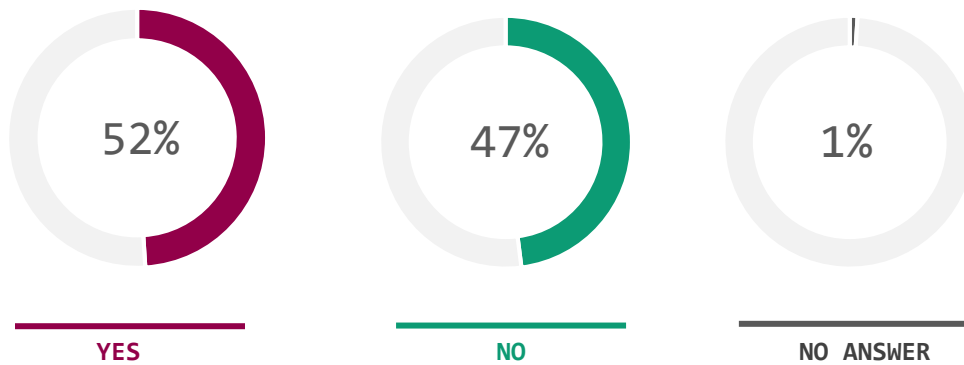
- The Music of America program is achieving its goal to offer a high quality product to the Bulgarian audience. This is confirmed by the high satisfaction of the viewers with the performances. The majority of the respondents (85%) do not have any recommendations for improvement of the program. Further, there are no quantitative accumulations among the recommendations listed by the other 15% of the visitors. Nevertheless, the comprehensive list of the suggestions for improvement is shared with the grantee;
- The typical visitor of the Music of America is a woman with higher education, holding a white-collar job (see the Charts below);



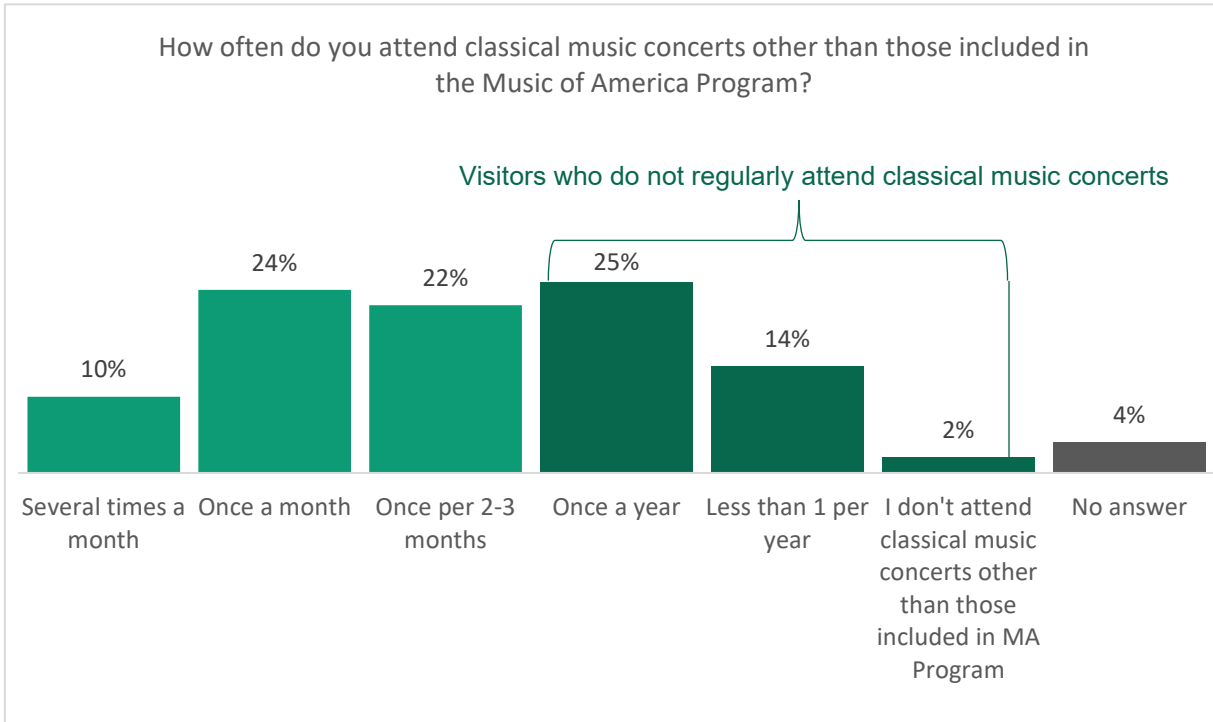


- The program was successful in attracting different age groups to the classical music. The young audience, aged below 35, represents 36% of the surveyed visitors, while the share of the middle-aged group (36-59) is 44%. The respondents above 60 years old are 20% of the total sample;
- A total of 47% of the respondents have attended the Music of America Program for the first time this year. This is a very positive finding, given the fact that initiative has been running for six years already (see the Chart below).

Have you attended a Music of America concert before season 2015-2016?

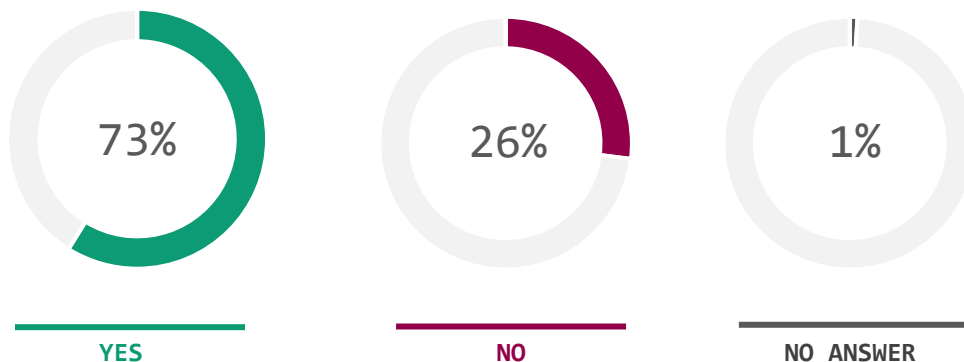


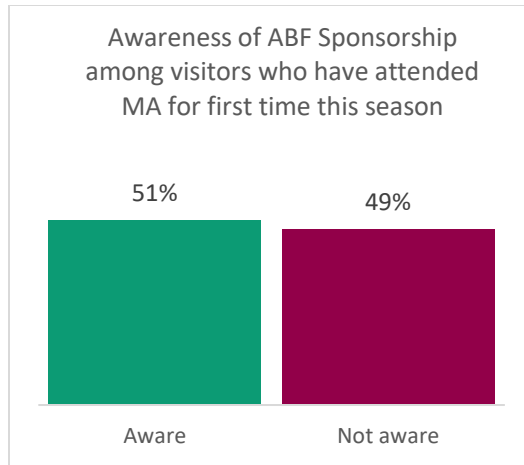
- Another positive finding is related to the cultural habits of the visitors. More than 40% of the respondents do not attend classical music events regularly, which means that the Music of America initiative was quite successful in achieving its goal to present high quality culture to new audiences that do not necessarily attend classical music events.



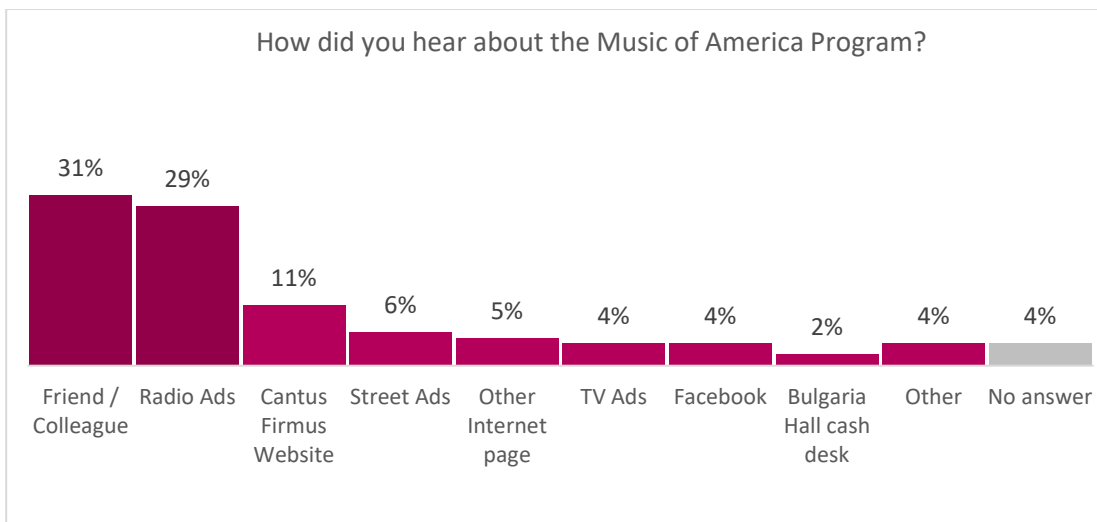
- 73% of the surveyed visitors were aware that ABF is the main sponsor of the initiative prior to entering the concert hall. Not surprisingly, the percentage of those who recognize ABF as a main sponsor of the Music of America Program is higher among respondents who have already visited performances from previous seasons of the initiative.

Were you aware that ABF is the main sponsor of the Music of America Program?

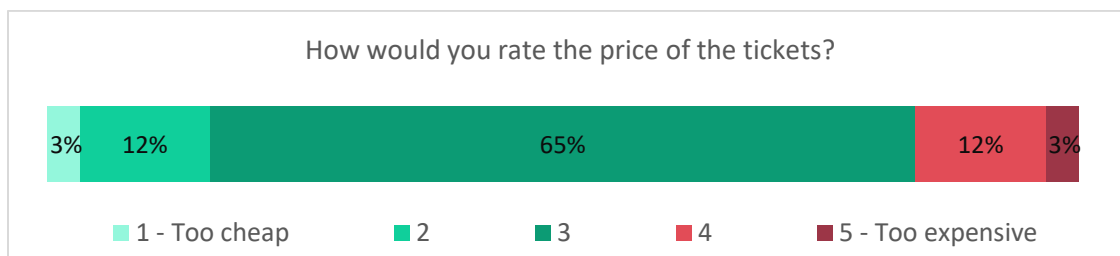




- The study also assesses the audience awareness of other initiatives supported by ABF. The majority of respondents (60%) stated that they are aware of some. Still, 37% are not aware of any initiative supported by ABF; 3% did not answer the question.
- The word of mouth and the radio were the most successful communication channels in terms of popularizing the initiative.



- The majority of the respondents (65%) think that the price of the tickets is acceptable;



- The study also gathered suggestions for soloists and conductors that the audience would like to be invited in future editions of the program. The majority of the respondents (70%) did not come up with ideas, while 30% listed 121 individual names of Bulgarian and foreign artists. Most of the names are suggested by one or two respondents only, with few exceptions (see the Chart below).

