



The Concert Hall vs. Alternative Venues

The Hebrides Ensemble held two concerts aiming to take their work beyond the major venues, comparing the audience's experience at a concert hall and at an alternative venue. The ensemble held a third concert marking the start of a new collaboration with young musicians from the National Youth Orchestras of Scotland. This evaluation report shows the results of an extensive audience survey at the three concerts.

Contents

1. Introduction

- 1.1. Aim of the Concerts
- 1.2. Photos
- 1.3. The Music
- 1.4. Concert Format

2. Methodology

- 2.1. Exit survey
- 2.2. Sample

3. Profile Respondents

- 3.1. Concert Venue
- 3.2. How much did you enjoy the concert?
- 3.3. What four words would you use to describe today's concert?
- 3.4. What four words best describe the music you like?
- 3.5. I think this venue is
- 3.6. Why did you want to see this concert?
- 3.7. How many times have you been to concerts that feature contemporary music in the past 12 months?
- 3.8. How can we add value to your concert experience?
- 3.9. Did you look at our website before coming today?
- 3.10. If you did, why did you visit the website?
- 3.11. What would improve a visit to our website?
- 3.12. What social media channels do you use regularly?
- 3.13. What other arts events do you attend?
- 3.14. What do you like about attending other artforms?
- 3.15. Which organisations would you say are competitors for Hebrides Ensemble?
- 3.16. How many people are there in your group?
- 3.17. How many people in your group (including yourself) are:
- 3.18. How could we have improved your experience today?

4. Conclusions

4.1. The three pillars of motivation

4.2. The experience should match the music

4.3. New music can change perceptions

4.4. Solo concerts

4.5. Young audiences, in work and study

Appendix: Detailed results of surveys at Perth Concert Hall and The Brunton.

1 Introduction

1.1 Aims of the Concerts

Hebrides Ensemble

Perth Concert Hall, Perth, Scotland, UK
5 May 2014

The Brunton, Musselburgh, Scotland, UK
6 May 2015

Dunblane Cathedral, Scotland, UK
27 July 2014

Jennifer Martin, Chief Executive of Hebrides Ensemble:

'The aim of the [May] concerts was to take our work beyond the major venues, to ensure that we maintain our efforts to cater for as wide a demographic as possible, and to run some research which will compare the audience experience at a concert hall and at a venue other than a concert hall.'

The July concert marked the start of a new collaboration with young musicians from the National Youth Orchestras of Scotland (NYOS). The Ensemble is delivering a programme of professional development with musicians from two NYOS groups: NYOS Camerata, the orchestra's showcase, pre-professional chamber ensemble and NYOS Futures, their cutting-edge contemporary chamber ensemble. The project has so far included NYOS rehearsing and performing with Hebrides Ensemble at two concerts. One concert was held in Glasgow (featuring a New Music: New Audiences funded piece) and another in Dunblane with a more traditional programme.

1.2 Photos



Perth Concert Hall



The Brunton



Dunblane Cathedral

1.3 The Music

May concerts:

Ades Piano Quintet
Brahms Piano Quintet in F min

Adès's one-movement work of 2001 paired with Brahms's muscular and romantic F-minor epic of 1864.

July concert:

Mozart Piano Concerto arr for Piano quintet No 14 K449 E flat major
Shostakovich Piano Quintet in G minor Op 57

A Russian and Austrian programme with Shostakovich's popular Piano Quintet and Mozart: showcasing his pioneering spirit.

1.4 Concert Format

The May concerts were performed at lunchtime at two venues.

Perth Concert Hall is an entertainment venue in Perth, central Scotland, (43 miles from Edinburgh) with a population of 50,000. It consists of the Perth Theatre and Perth Concert Hall and is managed by Horsecross Arts Limited, alongside Perth Theatre.

Perth Concert Hall is Scotland's newest concert hall; it opened in 2005. It has a glass-fronted foyer and copper-topped dome hall with an auditorium and studio. The open public area has a café bar and a exhibition space for contemporary art.

The hall stages a programme of concerts, comedy, dance, musicals, contemporary art, film, talks and arts workshops.

Musselburgh is town six miles east from Edinburgh city centre with a population of 22,000.

The Brunton in Musselburgh is an arts venue with two auditoriums (the larger seating 500), with a bistro and cafe/bar.

The artistic programming for The Brunton is managed by the Brunton Theatre Trust. Hire of the two auditoriums is managed by the Arts Service of East Lothian Council. The Brunton also provides access to East Lothian Council's services.

Before the concert, both Perth Concert Hall and the Brunton offered lunch at a discounted rate if bought with a concert ticket. In Perth, the concert was introduced by classical music writer Michael Tumelty. In Musselburgh Hebrides Ensemble Artistic Director William Conway gave a short concert introduction. There was no interval at either concert.

The July concert was held at 3:30pm in Dunblane Cathedral. The cathedral is located in a small town in Perthshire, north of Stirling, with a population of c9,000. The Cathedral is maintained by Historic Scotland and has an extensive music events calendar. The concert was free to attend and was introduced by NYOS Ensemble Administrator Judith Barclay. There was no interval.

2. Methodology

Using the research shopping list provided, James Coutts met with the Hebrides Ensemble CEO to narrow down the information needs for the research. The categories of information to be collected included:

- Venue loyalty
- Social media
- Other artforms
- Repertoire impact on attendance
- Added value
- Website use/improvements
- Employment status

2.1 Exit survey

With the research kit, a self-completion survey was created, based on the recommended survey questions. The survey was shared with Heather Maitland and improvements were made based on her comments. Based on discussions with a market research agency, for the May concerts a target was set for each of the three fieldworkers to collect at least four surveys per concert (a total of 24 responses).

2.2 Sample

The fieldworkers approached the audience members as they left each concert and encouraged them to complete the survey before they left the venues. 31 responses were collected overall, from a total audience of 156.

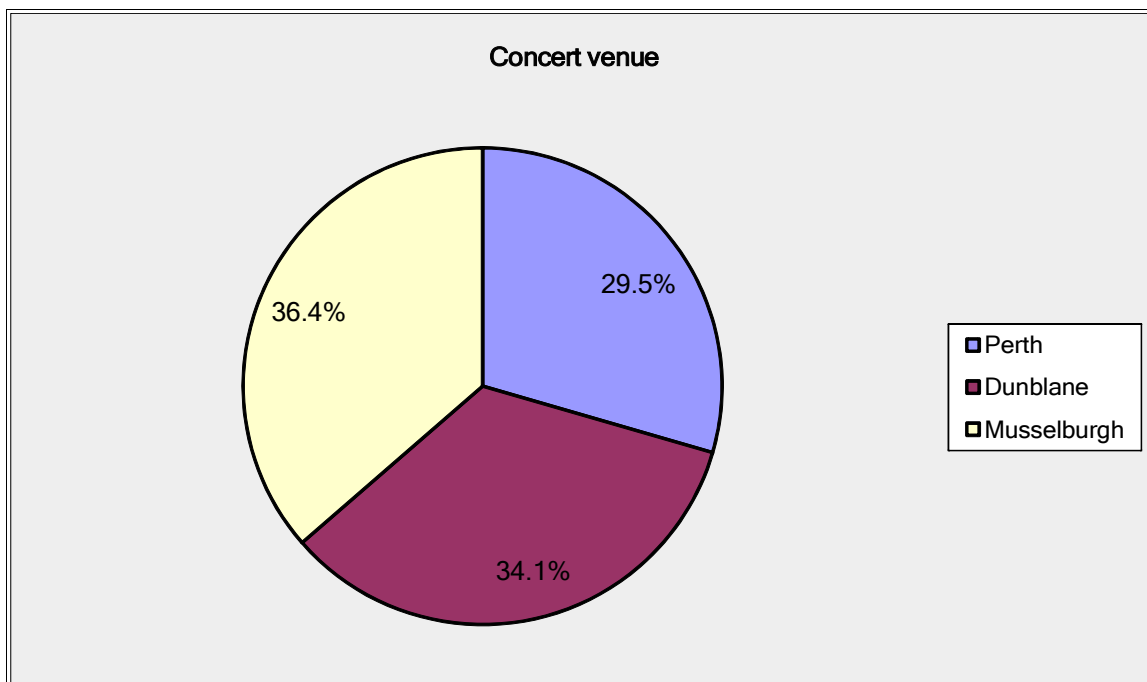
For the July concert, due to the smaller expected audience, one fieldworker managed the survey work. 15 responses were collected from an audience of 60.

3. Profile of Respondents

3.1 Concert Venue

Chart 3.1

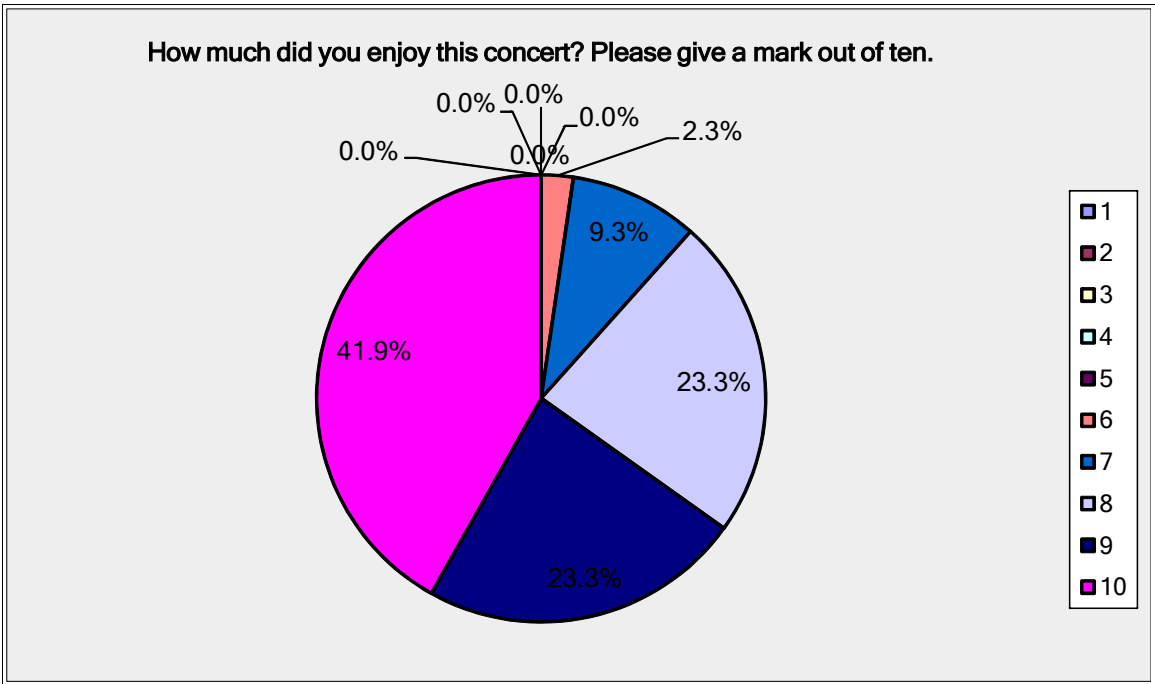
Base = all visitors



Most responses were gathered at the Musselburgh venue, with 16 completed surveys.

3.2: How much did you enjoy the concert?

Chart 3.2
Base = all visitors



The majority (88%) gave the concerts a high score: eight or more out of 10. Looking at the concerts individually, Perth received the best rating, with an average of nine (9.38) out of 10, with Dunblane and Musselburgh 8.46 and 8.43 respectively.

3.3: What four words would you use to describe today's concert?

The audience were most likely to say that the Dunblane concert was enjoyable, interesting, musical and moving.

Image 3.3: Dunblane



Attendees described the Perth concert as challenging, enjoyable, exciting and beautiful. The use of more active verbs could reflect the inclusion in this programme of Adès *Piano Quintet*.

Image 3.4: Perth



Like Perth, the Musselburgh concert was described as enjoyable, challenging, exciting. The audience also found it modern, interesting and varied.

A word cloud of adjectives describing the music. The most prominent words are 'enjoyable' and 'challenging' in large, bold, dark red font. Other significant words include 'exciting' (green), 'interesting' (orange), 'varied' (yellow), 'modern' (dark red), 'good' (orange), and 'innovative' (red). Smaller words include 'disconcerting', 'exhilarating', 'variety', 'fresh', 'heard', 'quality', 'musical', 'modernist', 'energetic', 'different', 'ensemble', 'morning', 'high', 'brain', 'vibrant', 'times', 'Adele', 'astounding', 'horrific', 'beyond', 'wanting', 'expanding', 'thoroughly', 'fantastic', 'joy', and 'Brahms'. The words are arranged in a circular pattern around the center.

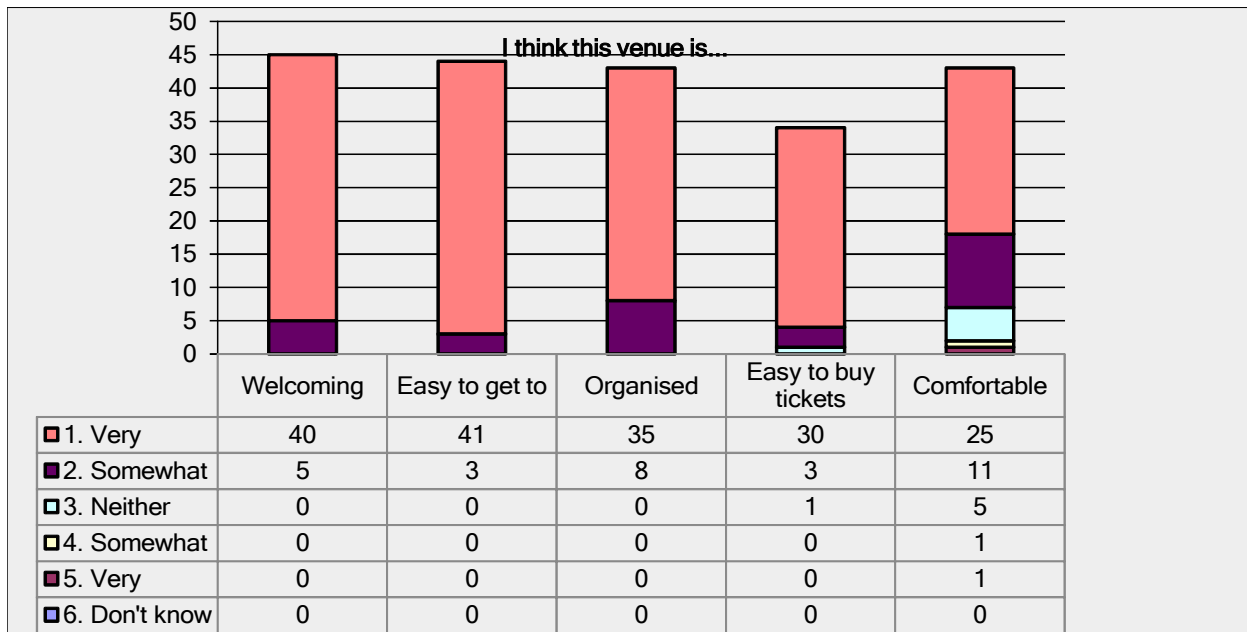
Image 3.4



For all responses, the audience described the music they liked as classical, challenging and melodic, but also modern, inspiring and new.

3.5: I think this venue is:

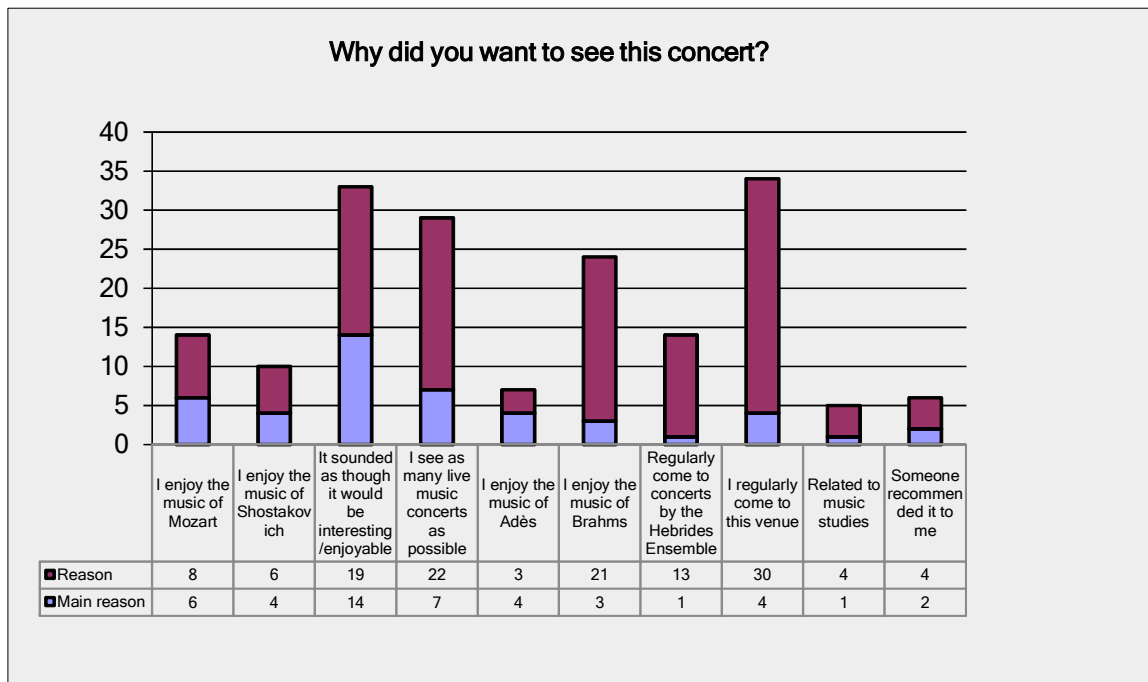
Chart 3.5



Attendees found all venues welcoming, easy to get to and the events themselves well organised. The main area for improvement was comfort. Dunblane responses were most likely to rank comfort as 'neither' or 'somewhat', with the church pews generating comments such as 'a cushion would help'.

3.6: Why did you want to see this concert?

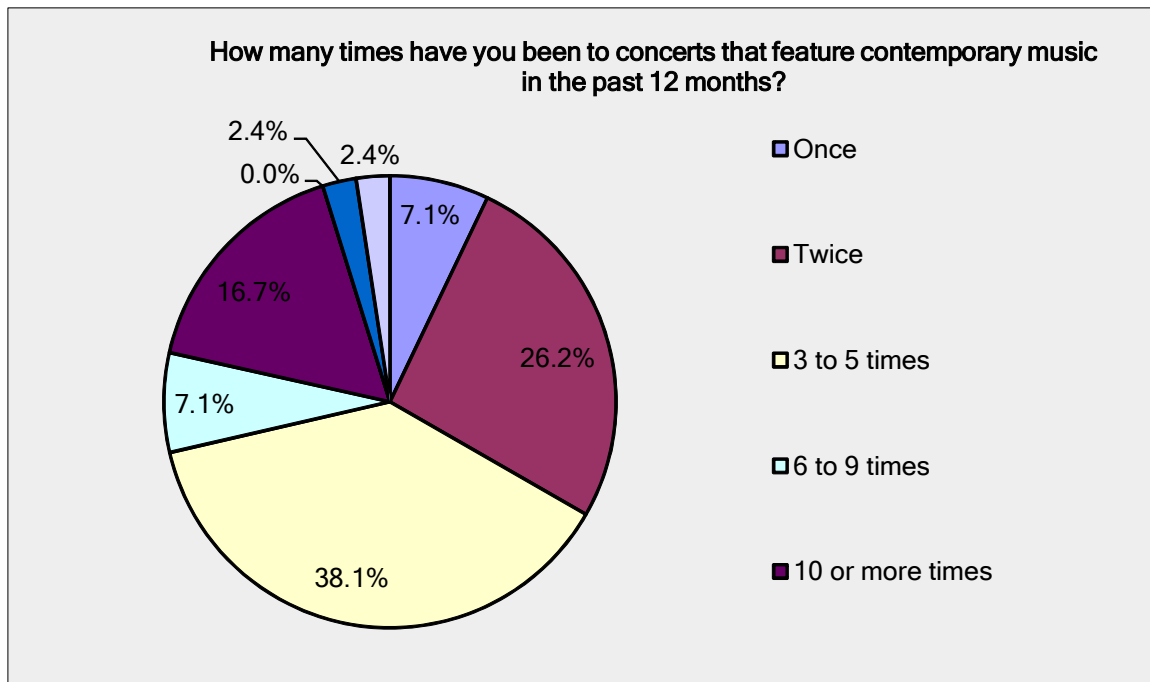
Chart 3.6



The audience was most likely to say they 'regularly come to the venue' as a reason for coming to the concert. They were avid like music attenders, who see as many live music concerts as possible. The main reason for attending was that the concert sounded interesting/enjoyable (matching previous Hebrides research). Almost half of the sample (43%) stated that composer(s) featured were a reason for coming, but this was less likely to be a main driver for attendance (37%). Only seven of the 46 responses said that the [Adès](#) piece was a reason they came to the concert (compared to 21 who said they attended because of a love of Brahms). It is encouraging that almost a third of the sample (28%) 'regularly come to concerts by Hebrides Ensemble'. From the above, it seems that a combination of drivers are needed to attract an audience – the concert has to sound interesting and enjoyable, be happening at a venue the attender regularly visits and feature composers that they enjoy.

3.7: How many times have you been to concerts that feature contemporary music in the past 12 months?

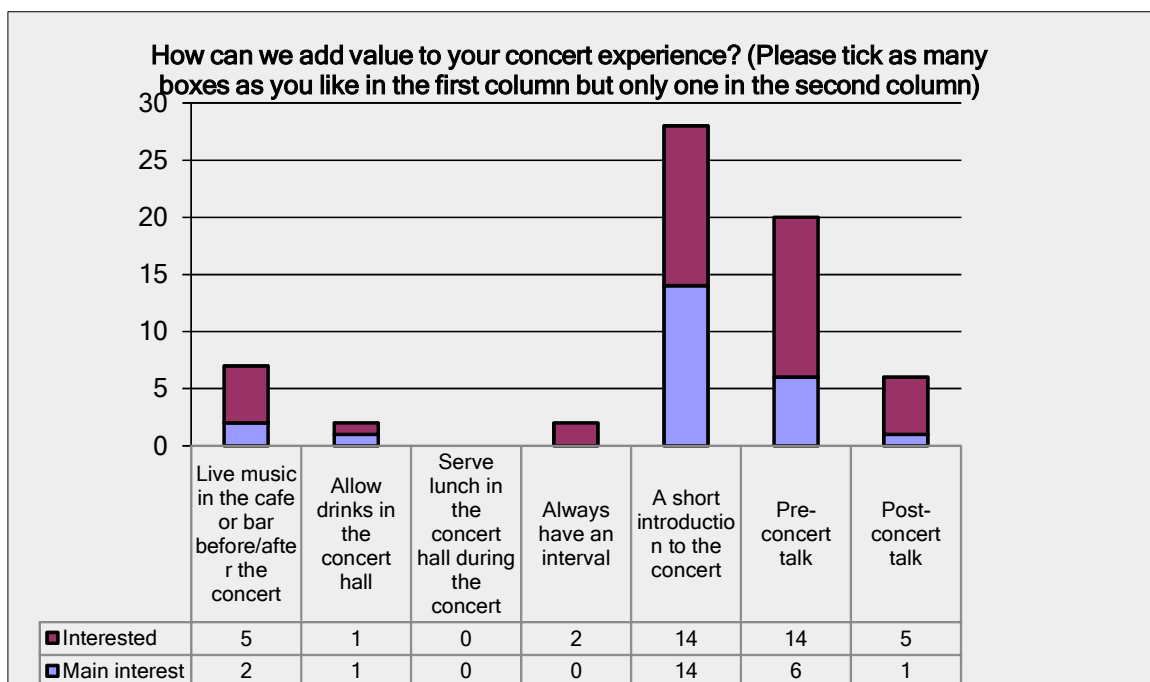
Chart 3.7



More than half had been to more than two (between two and five concerts) concerts in the past year featuring contemporary music (64%). A core of 17% had been to 10 or more contemporary music concerts in the past 12 months. One person said that this was their first concert featuring a contemporary work. The concerts all had attenders with a similar attendance frequency to contemporary music. These findings reflect previous studies that showed major city venues are more likely to have attenders with a frequency of 10+, with smaller towns having attenders that come three to five times per year.

3.8: How can we add value to your concert experience?

Chart 3.8

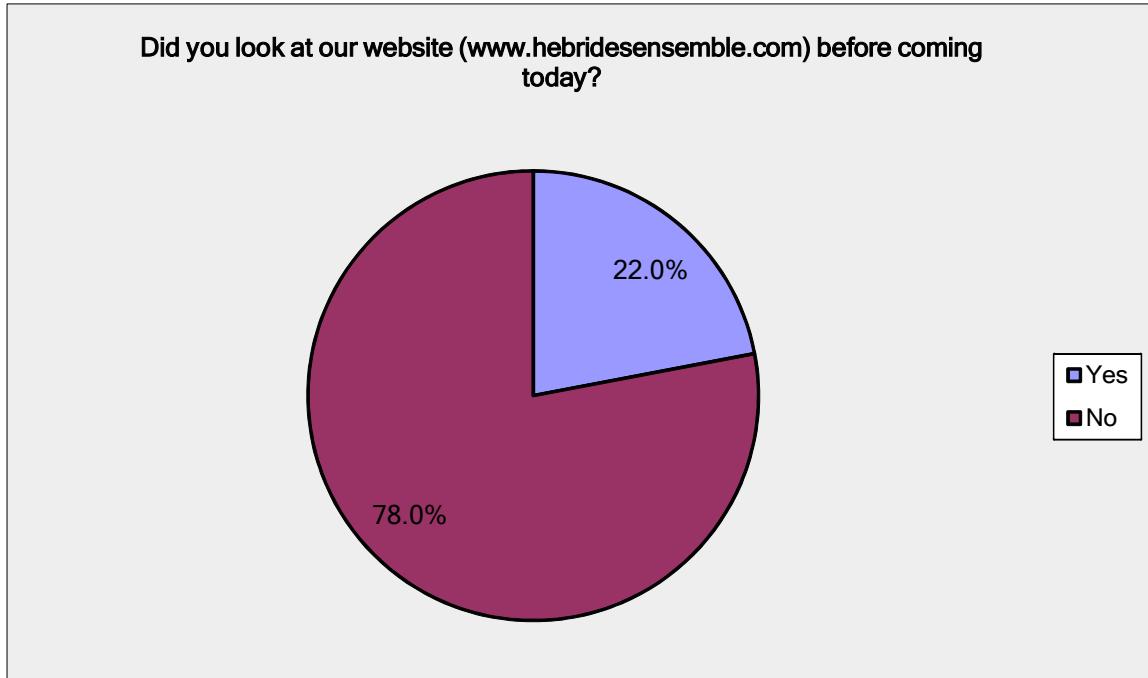


Most of the sample were interested in an introduction or pre-concert talk (matching previous findings).

Interestingly, there was little demand for a mandatory interval or holding an event post-concert. The concert attendees prefer associated events to be held pre-concert, as they have other plans post-concert. It would be interesting for further research to discover the destinations of concert-goers after concerts.

3.9: Did you look at our website before coming today?

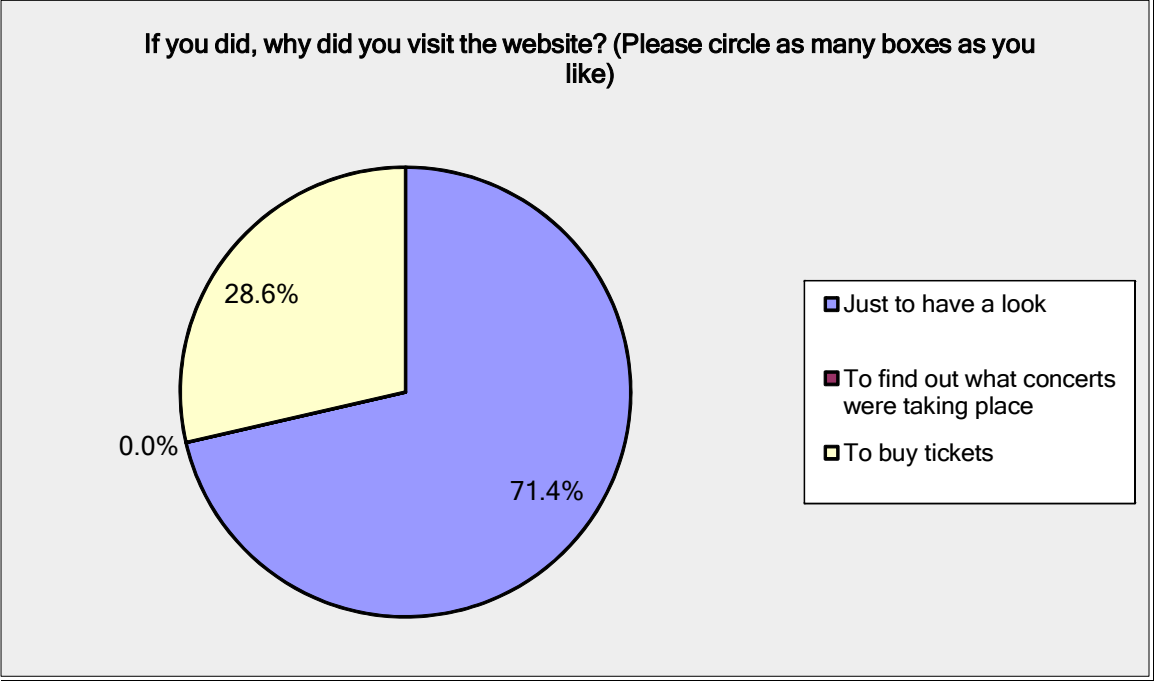
Chart 3.9



Over a fifth (22%) of the audience looked at the Hebrides Ensemble website pre-concert. However, the vast majority did not (78%). Further research could benchmark pre-event website use against other classical music groups and artforms. One reason for the potentially low Hebrides Ensemble website use could be that audiences are obtaining the information they need from the host venue website, rather than the ensemble site.

3.10: If you did, why did you visit the website?

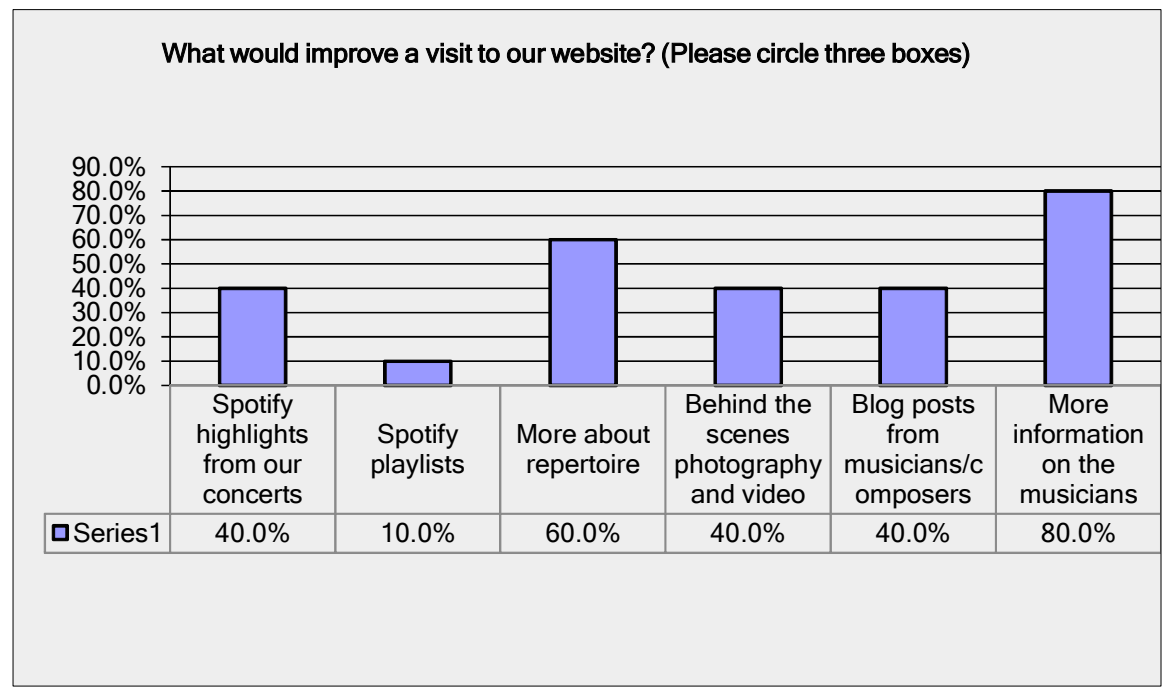
Chart 3.10



From the low sample that had visited the website pre-concert, most visited to 'have a look' (71%) or to buy tickets (28%).

3.11: What would improve a visit to our website?

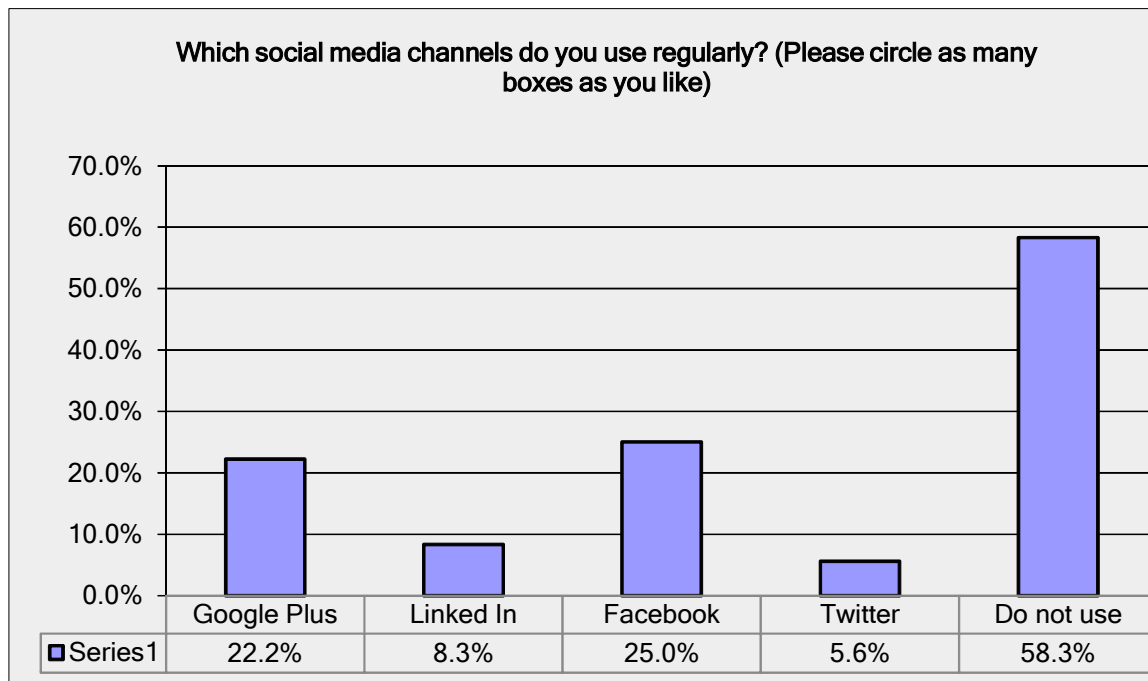
Chart 3.11



Providing more information on the musicians and repertoire were likely to improve a visit to the Hebrides Ensemble website.

3.12: What social media channels do you use regularly?

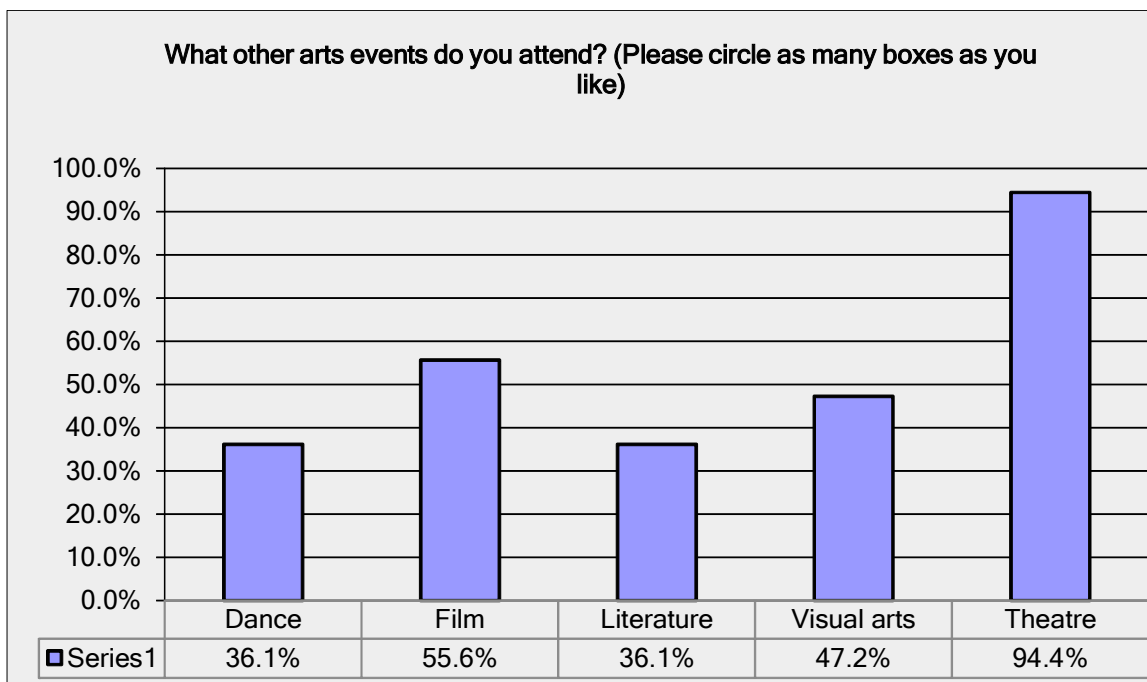
Chart 3.12



The audiences was split between those that do and don't use social media (61% used social media, 58% did not). For social media users Facebook (25%) was the main channel, with Google Plus (22%) following behind. Interestingly, Twitter (6%) was used less by the group than LinkedIn (8%). It could be fruitful to investigate how other music groups have used LinkedIn for communications with their stakeholders. Further research undertaken should monitor social media channel use over time. There is a potential element of confusion amongst the sample over what Google Plus actually is, compared to Google search. Research projects could include 'Google search' as an option to reduce potential confusion.

3.13: What other arts events do you attend?

Chart 3.13



The vast majority of attenders also enjoyed the theatre (94%), followed by film (55%) and visual arts (47%).

As identified in previous Hebrides Ensemble research, this presents an audience development opportunity – working with other artform partners to encourage audience cross-over.

3.14: What do you like about attending other artforms?

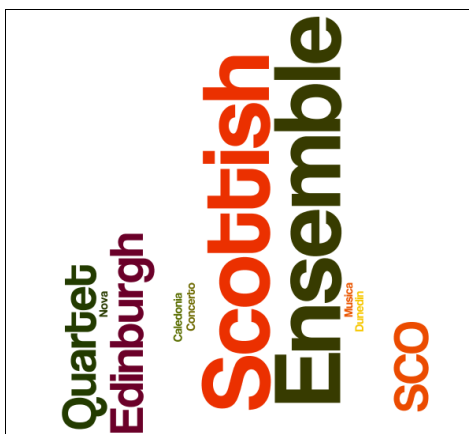
Image 3.14



Audiences enjoy being entertained, having a variety of experiences, doing something different and being relaxed and stimulated. For programming planning, these findings suggest that a season of work should contain a variety of events that meet these differing desires.

3.15: Which organisations would you say are competitors for Hebrides Ensemble?

Image 3.15



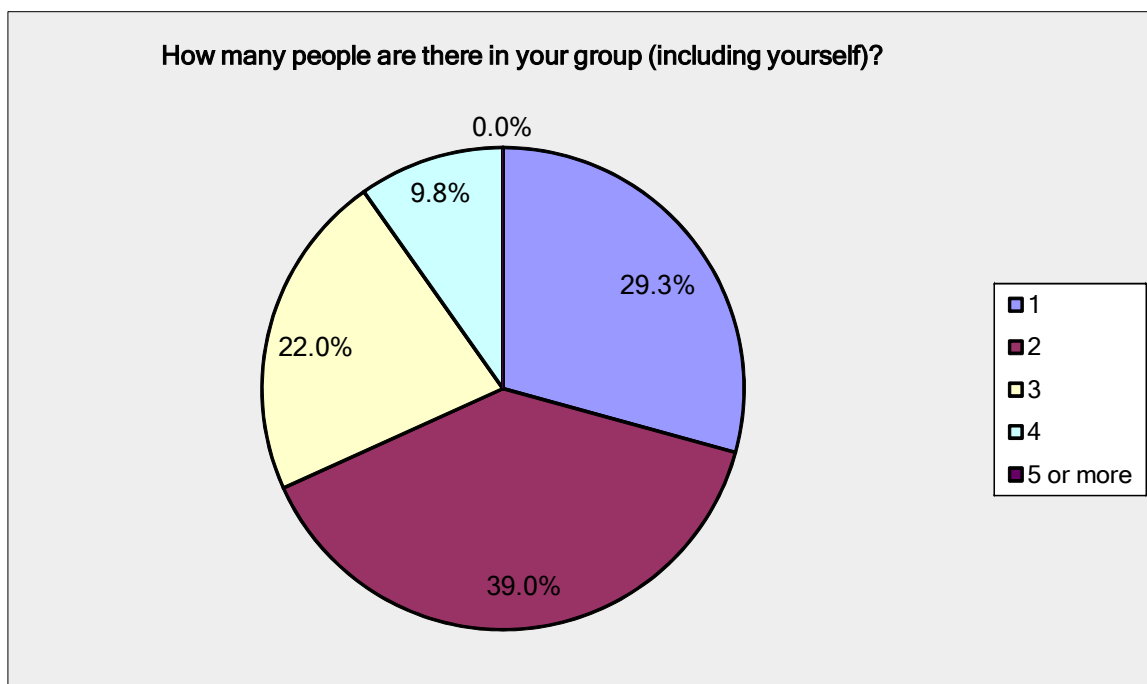
Scottish Ensemble (a group of 12 string soloists), chamber ensemble Edinburgh Quartet, and Scottish Chamber Orchestra (Scotland's national chamber orchestra) were seen as the main competitors for Hebrides Ensemble.

Organisations such as Scottish Ensemble and Scottish Chamber Orchestra currently have considerably higher levels of public funding than Hebrides Ensemble.

To compete with these larger organisations, as a smaller organisation, Hebrides Ensemble could bring new programming ideas to market faster, could adapt to audience feedback more quickly, and follow trends successfully with smaller niche markets.

3.16: How many people are there in your group?

Chart 3.16



Attendees were most likely to come as a pair (or a couple). However, the results are almost evenly balanced between coming as a group (3-4 people) and coming alone. This presents an opportunity for the Ensemble to improve the event offer for singles and small groups.

In terms of demographics, attendees were most likely to be female (73%), aged 65+ (61%) and not in work or study. The Dunblane audience was more likely to be aged under 65, which may be due to family and friends of the NYOS musicians attending the concert to support them. Interestingly, in earlier research we found that city centre concerts were more likely to have a younger audience profile than those held in smaller towns (more likely to be 50+ compared to 65+). Opportunities for audience development work include targeting the young and those in work or study.

How many people in your group (including yourself) are:

Group	Proportion
Male	0.64
Female	0.74
Under 16	0.00
16-19	0.05
20-24	0.05
25-34	0.02
35-44	0.00
45-54	0.15
55-64	0.25
65+	0.62
Studyi ng full-time	0.10
Worki ng full-time	0.15

Image 3.18



*Advertise to attract good support
Cushions and a cup of tea*

Could not have been better
I don't think it could be better.
You couldn't
Cushions
Very good
Could not see well enough - a small stage for a quartet
Sandwiches in the bar
It was too warm in the room.
Better organised at start
Everything was perfect!
It was excellent. 1st time and will be back.
A better lunch.
Modern music - but food from back in my Granny's time.
Loved the music and venue.
Knew what to expect so all ok
Less technical programme notes - they should be in more everyday language.
Already very good. Loved the intro by M Tummelty.
Not possible
More info pre concert about Ades thinking embodied in his quintet.
No Ades.
Fine as it was
None - very professional

4. Conclusions

4.1 The three pillars of motivation

The findings indicate that to attract an audience to a concert featuring contemporary music being held in a venue other than a major one, the ensemble should ensure that:

1. The venue has a music audience that regularly attend the venue
2. Ensure the programme is interesting and enjoyable, and that this is communicated in all communications materials about the concert
3. That works by lower-profile contemporary composers are programmed alongside higher profile ones

4.2 The experience should match the music

For ensembles programming new music as part of a concert, they should make sure that the whole experience matches the concert. If modern music is being performed, the venue should reflect this in their facilities (food offer, seating comfort). For the ensemble, if the music is modern, the reference materials should also be modern – 'less technical programme notes'.

4.3 New music can change perceptions

The audience in this study found the concerts challenging, exciting, modern and varied. These are not adjectives that one might expect to describe a classical music concert. Including modern work in classical programmes can help to redefine the perception of what your ensemble represents amongst audiences.

The sample enjoyed other artforms to allow them to experience new, challenging, modern and inspirational events. An ensemble can offer these experiences to current and new audiences by including new music in their concerts.

4.4 SoloConcerts

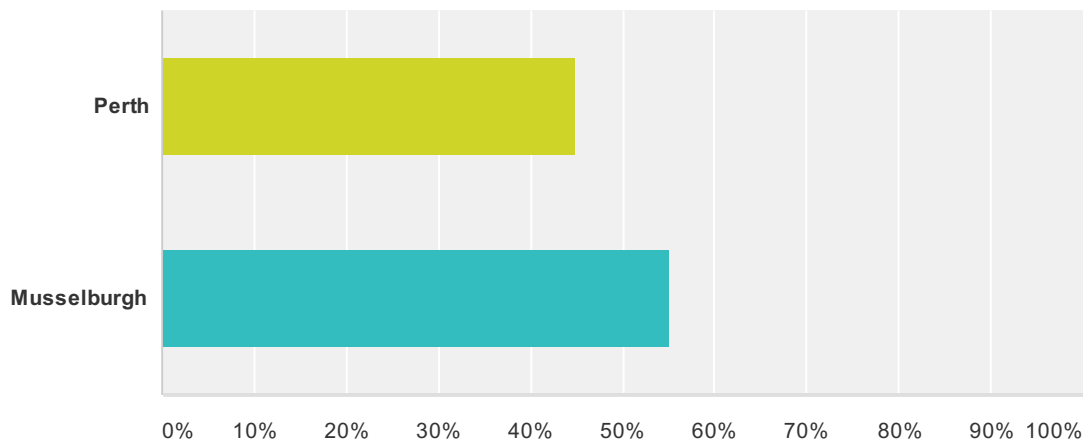
The number of people coming alone to the concerts may echo the rise of solo dining. As a growing number of us now live alone (a third of homes in London are occupied by just one person), ensembles could consider becoming more welcoming to solo concert-goers. Ideas include offering more bar seating, encouraging front of house staff to be more attentive to those attending on their own, offering tasting menus and staging a small performance or workshop pre-concert near the bar.

4.5 Young audiences, in work and study

The low representation of those aged under 44 (12%), in work (15%) and studying (10%) are areas worthy of further research. The fact that two of the concerts were held on a weekday afternoon would automatically reduce the numbers of those working or studying who would be able to attend.

Q1 Concert venue

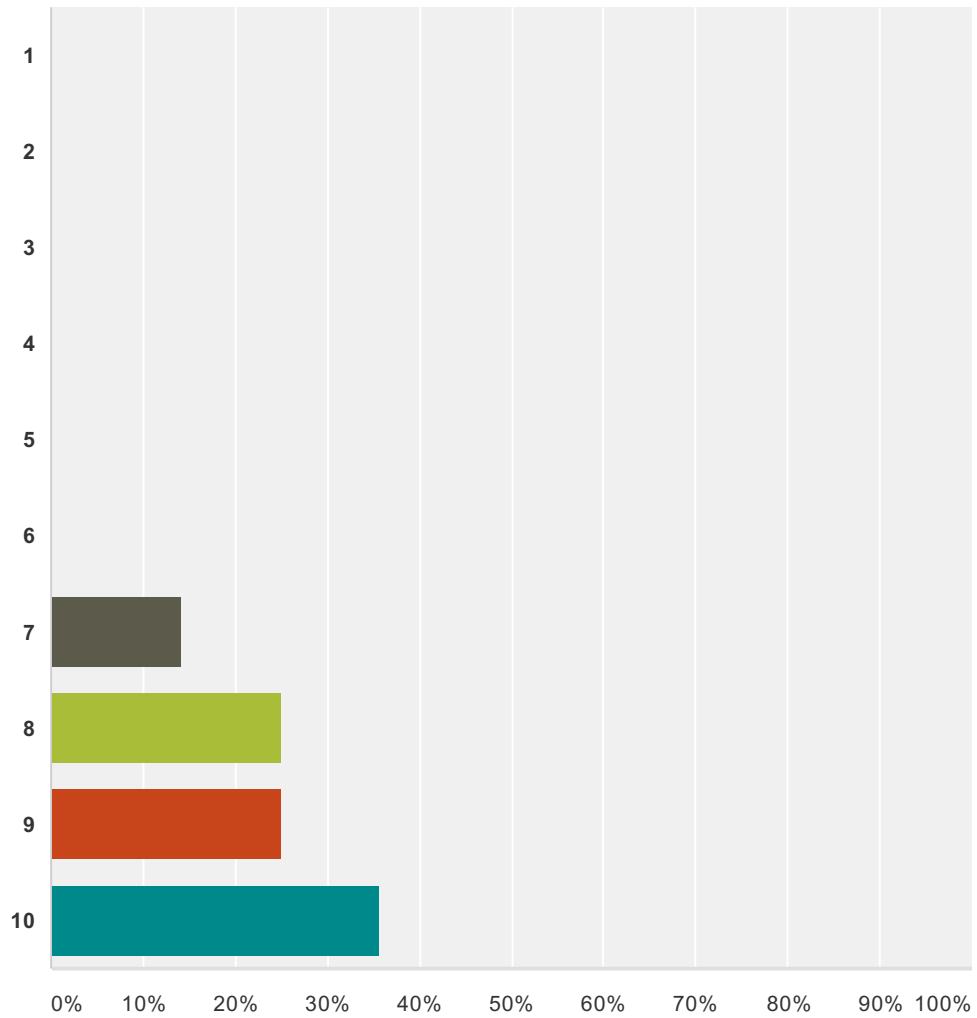
Answered: 29 Skipped: 0



Answer Choices	Responses	
Perth	44.83%	13
Musselburgh	55.17%	16
Total		29

Q2 How much did you enjoy this concert? Please give a mark out of ten.

Answered: 28 Skipped: 1



Answer Choices	Responses
1	0.00% 0
2	0.00% 0
3	0.00% 0
4	0.00% 0
5	0.00% 0
6	0.00% 0
7	14.29% 4
8	25.00% 7
9	25.00% 7
10	35.71% 10
Total	28

Q3 What four words would you use to describe today's concert?

Answered: 29 Skipped: 0

#	Responses	Date
1	excellent	5/10/2014 3:14 AM
2	amazing	5/10/2014 3:13 AM
3	energetic exciting powerful fab	5/10/2014 3:11 AM
4	vigorous challenging innovative muscular	5/10/2014 3:10 AM
5	brilliant arousing enjoyable inspiring	5/10/2014 3:07 AM
6	Exciting beautiful challenging exhausting	5/10/2014 3:05 AM
7	talented, different, exciting, beautiful	5/10/2014 2:58 AM
8	technically difficult but enjoyable	5/10/2014 2:56 AM
9	challenging beautiful enhancing	5/10/2014 2:53 AM
10	A lunchtime lovely treat	5/10/2014 2:51 AM
11	very enjoyable music concert	5/10/2014 2:48 AM
12	Uplifting enjoyable new experience	5/10/2014 2:34 AM
13	Exciting - first hearing of Ades Piano Quintet	5/10/2014 2:32 AM
14	challenging demanding worthwhile	5/10/2014 2:30 AM
15	An explosion of new and old	5/10/2014 2:27 AM
16	challenging vibrant varied	5/10/2014 2:25 AM
17	fresh high quality enjoyable	5/10/2014 2:20 AM
18	exciting innovative beyond extending	5/10/2014 2:14 AM
19	Thoroughly enjoyable	5/10/2014 2:09 AM
20	enjoyable interesting variety	5/10/2014 2:06 AM
21	interesting different	5/10/2014 2:04 AM
22	Ades - horrific. Brahms - fantastic.	5/10/2014 2:03 AM
23	vibrant exciting challenging	5/10/2014 2:00 AM
24	varied enjoyable challenging modern	5/10/2014 1:57 AM
25	astounding moving	5/10/2014 1:54 AM
26	challenging modernist disconcerting (at times)	5/10/2014 1:51 AM
27	good modern music heard	5/10/2014 1:49 AM
28	good ensemble energetic musical	5/10/2014 1:47 AM
29	varied exhilarating	5/10/2014 1:44 AM

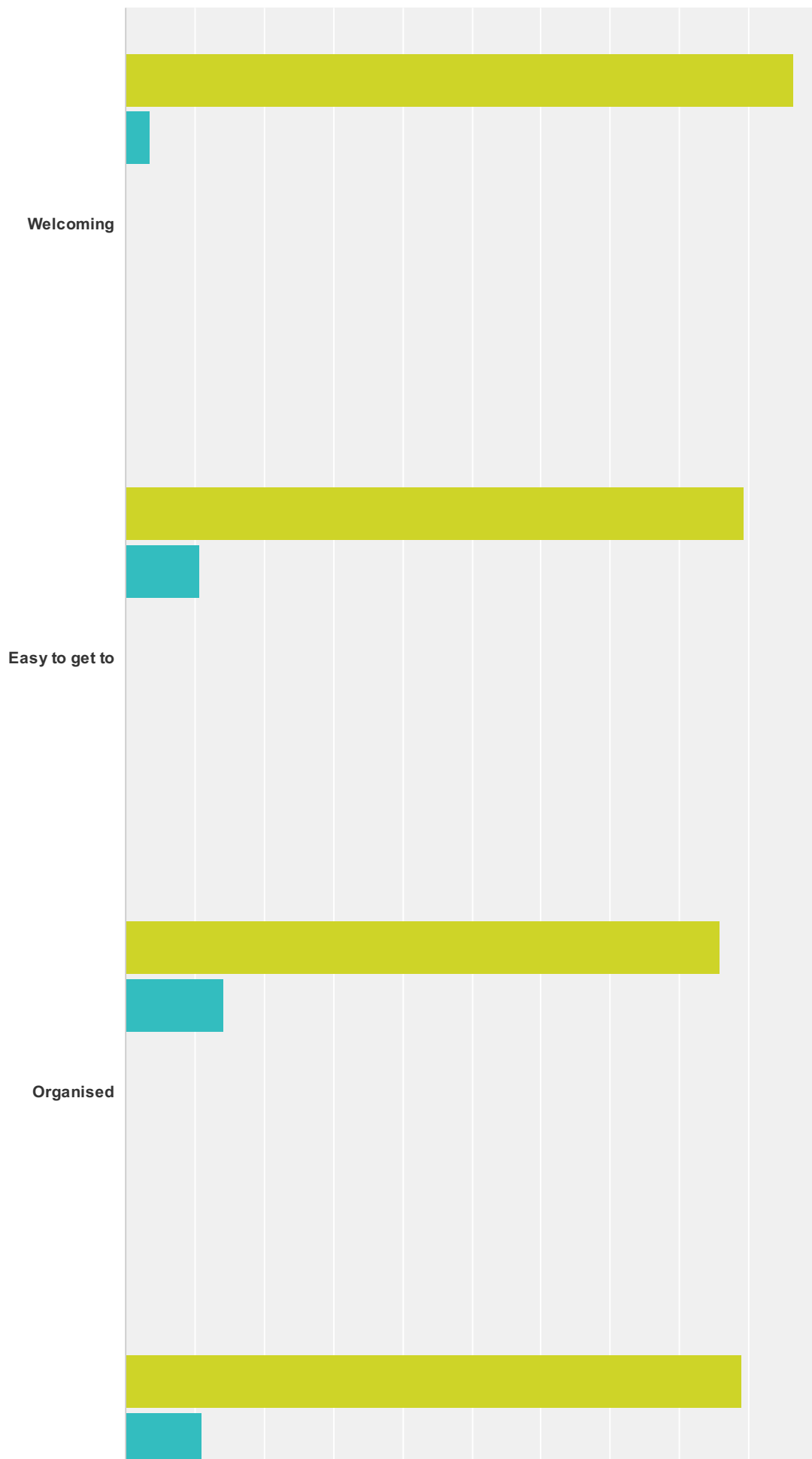
Q4 What four words best describe the music you like?

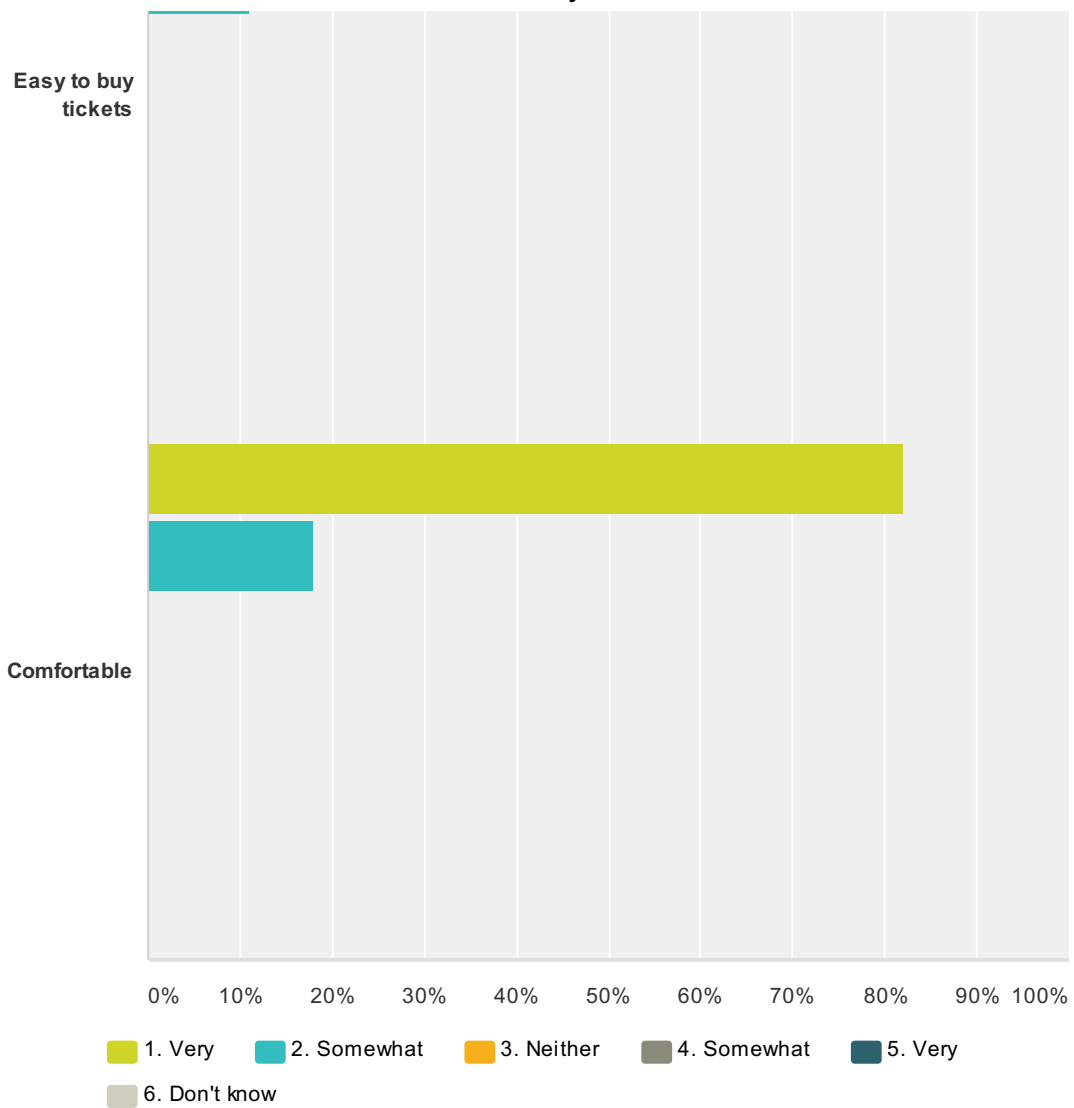
Answered: 26 Skipped: 3

#	Responses	Date
1	melodic	5/10/2014 3:14 AM
2	unusual engaging complicated unknown	5/10/2014 3:10 AM
3	enjoyable relaxing inspiring	5/10/2014 3:07 AM
4	Same	5/10/2014 3:05 AM
5	anything, traditional, different	5/10/2014 2:58 AM
6	Technical. Melodious. Rhythmic. Passionate.	5/10/2014 2:56 AM
7	melodic harmonic romantic mysterious	5/10/2014 2:53 AM
8	Brahms is always inspiring	5/10/2014 2:51 AM
9	I enjoy classical and other music	5/10/2014 2:48 AM
10	varied	5/10/2014 2:34 AM
11	Wide spectrum - early music to modern pop	5/10/2014 2:32 AM
12	varies different worthwhile	5/10/2014 2:30 AM
13	melodic with an edge	5/10/2014 2:27 AM
14	melodic soulful relaxed new to me - expanding	5/10/2014 2:25 AM
15	modern classical communicative imaginative	5/10/2014 2:20 AM
16	lyrical reflective challenging innovative	5/10/2014 2:14 AM
17	familiar new	5/10/2014 2:09 AM
18	classical piano	5/10/2014 2:06 AM
19	popular classical	5/10/2014 2:04 AM
20	tuneful melodic easy listening	5/10/2014 2:03 AM
21	romantic melodic harmonious	5/10/2014 2:00 AM
22	classical contemporary jazz opera	5/10/2014 1:57 AM
23	romantic flowing enjoyable	5/10/2014 1:51 AM
24	modern living composers music	5/10/2014 1:49 AM
25	emotional	5/10/2014 1:47 AM
26	romantic vibrant thought-provoking calm	5/10/2014 1:44 AM

Q5 I think this venue is...

Answered: 29 Skipped: 0

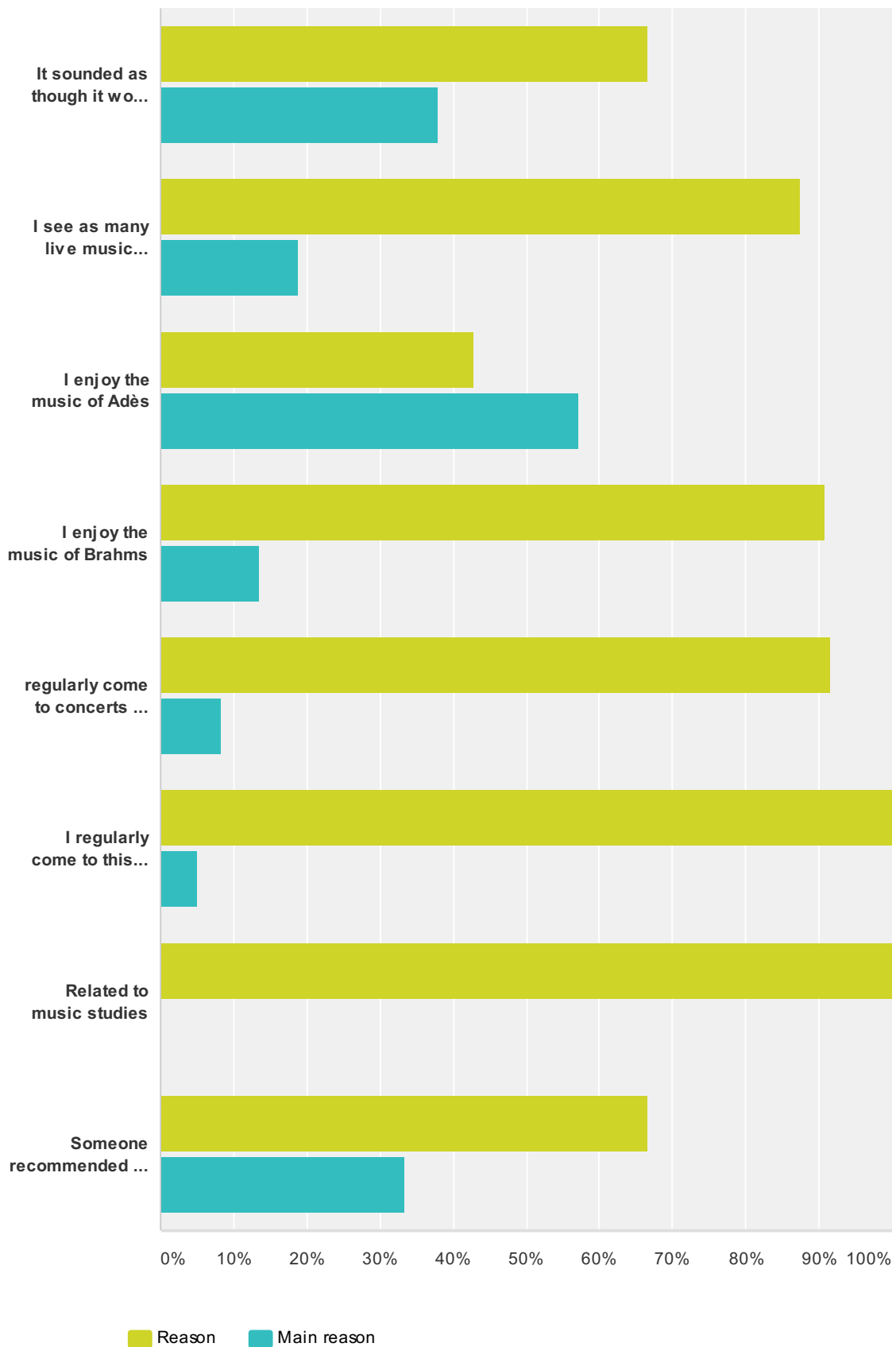




	1. Very	2. Somewhat	3. Neither	4. Somewhat	5. Very	6. Don't know	Total Respondents
Welcoming	96.55% 28	3.45% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	29
Easy to get to	89.29% 25	10.71% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28
Organised	85.71% 24	14.29% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28
Easy to buy tickets	88.89% 24	11.11% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	27
Comfortable	82.14% 23	17.86% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28

Q6 Why did you want to see this concert?

Answered: 29 Skipped: 0



	Reason	Main reason	Total Respondents
It sounded as though it would be interesting/enjoyable	66.67% 14	38.10% 8	21
I see as many live music concerts as possible	87.50%	18.75%	

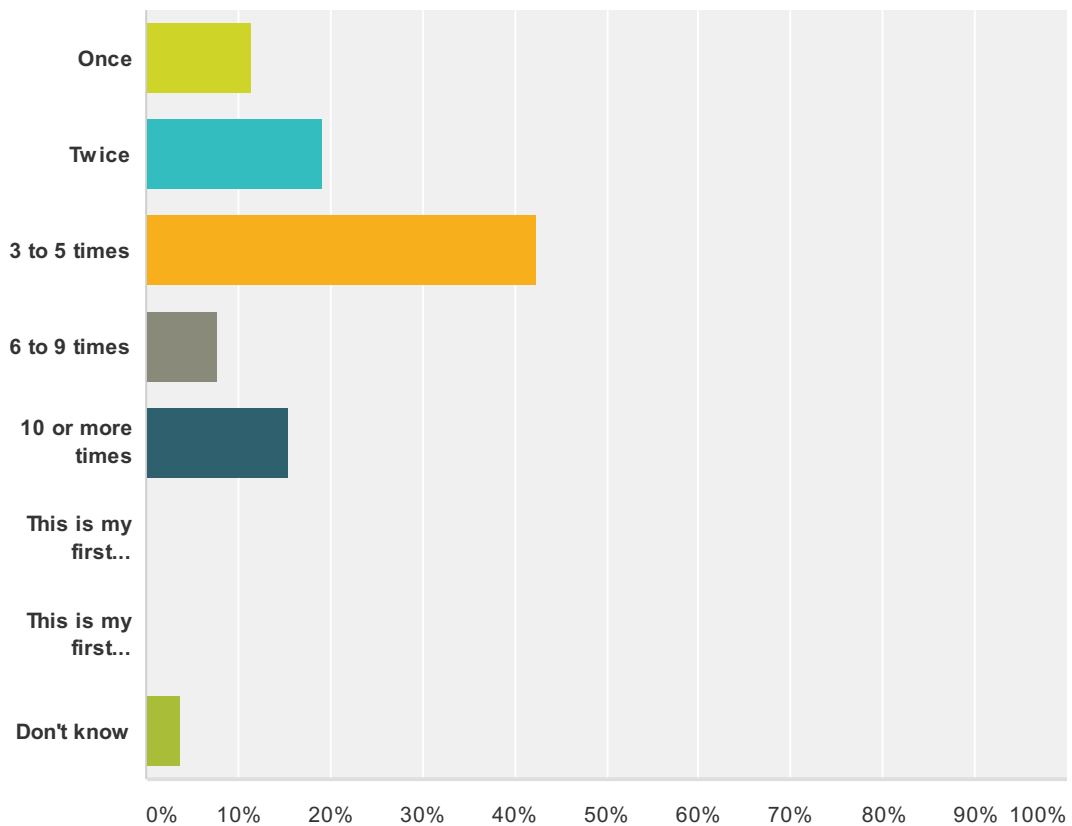
NewAud 5/6 May 2014

I see as many live music concerts as possible	57.14% 14	10.71% 3	16
I enjoy the music of Adès	42.86% 3	57.14% 4	7
I enjoy the music of Brahms	90.91% 20	13.64% 3	22
regularly come to concerts by the Hebrides Ensemble	91.67% 11	8.33% 1	12
I regularly come to this venue	100.00% 20	5.00% 1	20
Related to music studies	100.00% 2	0.00% 0	2
Someone recommended it to me	66.67% 2	33.33% 1	3

#	Other (please specify)	Date
1	Like to hear works I don't know	5/10/2014 2:30 AM
2	Comp ticket	5/10/2014 2:06 AM

Q7 How many times have you been to concerts that feature contemporary music in the past 12 months?

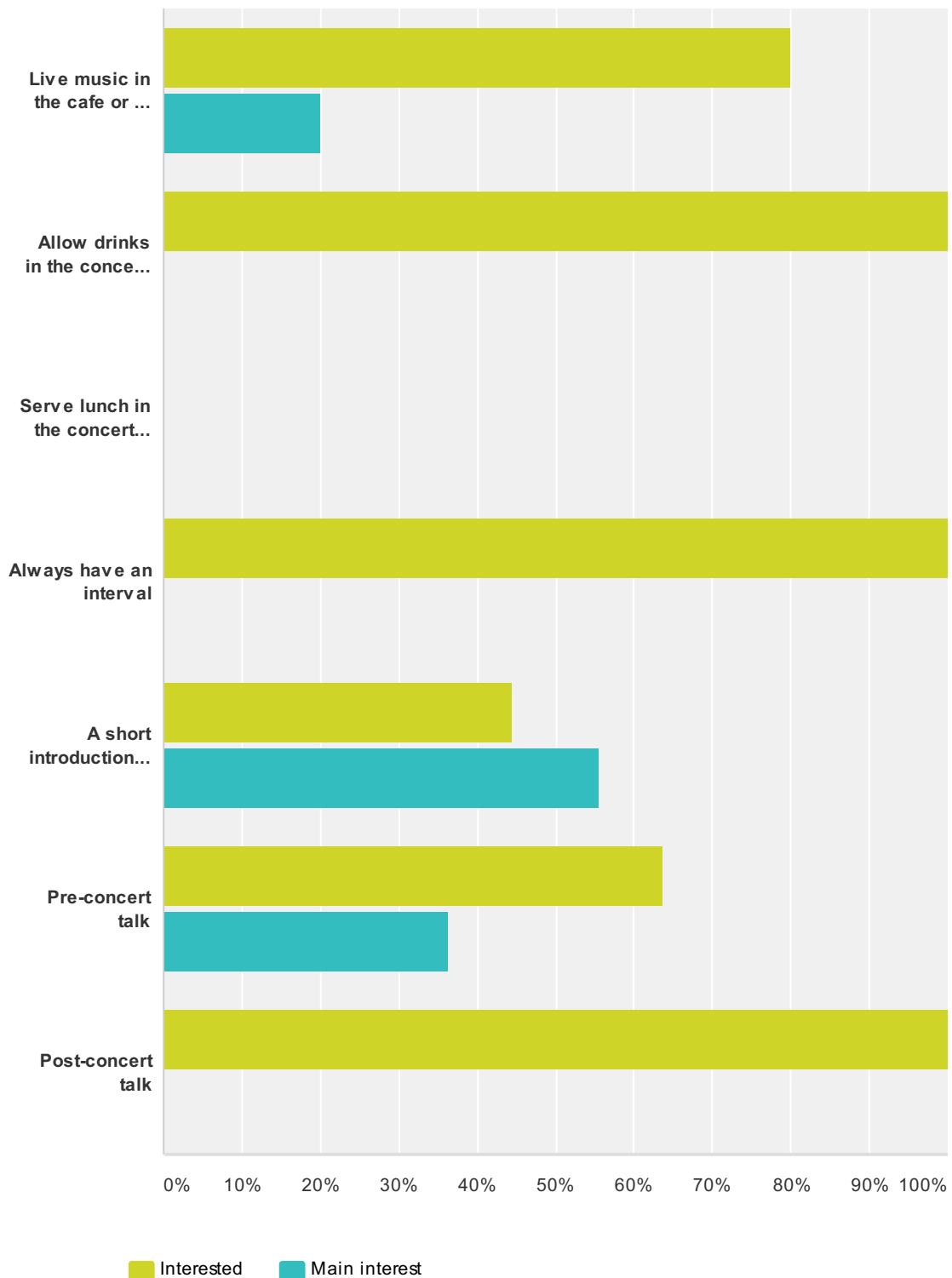
Answered: 26 Skipped: 3



Answer Choices	Responses	
Once	11.54%	3
Twice	19.23%	5
3 to 5 times	42.31%	11
6 to 9 times	7.69%	2
10 or more times	15.38%	4
This is my first contemporary music concert ever	0.00%	0
This is my first contemporary music concert in the past 12 months	0.00%	0
Don't know	3.85%	1
Total Respondents: 26		

Q8 How can we add value to your concert experience? (Please tick as many boxes as you like in the first column but only one in the second column)

Answered: 19 Skipped: 10



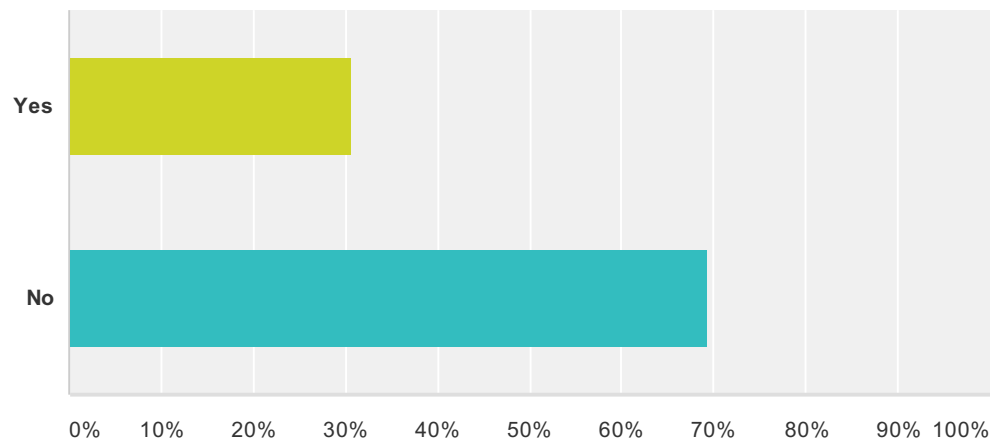
	Interested	Main interest	Total
Live music in the cafe or bar before/after the concert	80.00% 4	20.00% 1	5
Allow drinks in the concert hall	100.00% 1	0.00% 0	1
Serve lunch in the concert hall during the concert	0.00%	0.00%	

Serve refresh in the concert hall during the concert	0.00% 0	0.00% 0	0
Always have an interval	100.00% 1	0.00% 0	1
A short introduction to the concert	44.44% 8	55.56% 10	18
Pre-concert talk	63.64% 7	36.36% 4	11
Post-concert talk	100.00% 1	0.00% 0	1

#	Other (please specify)	Date
1	Free pre-show drink?	5/10/2014 3:05 AM
2	Liked Will's introduction	5/10/2014 2:30 AM

**Q9 Did you look at our website
(www.hebridesensemble.com) before
coming today?**

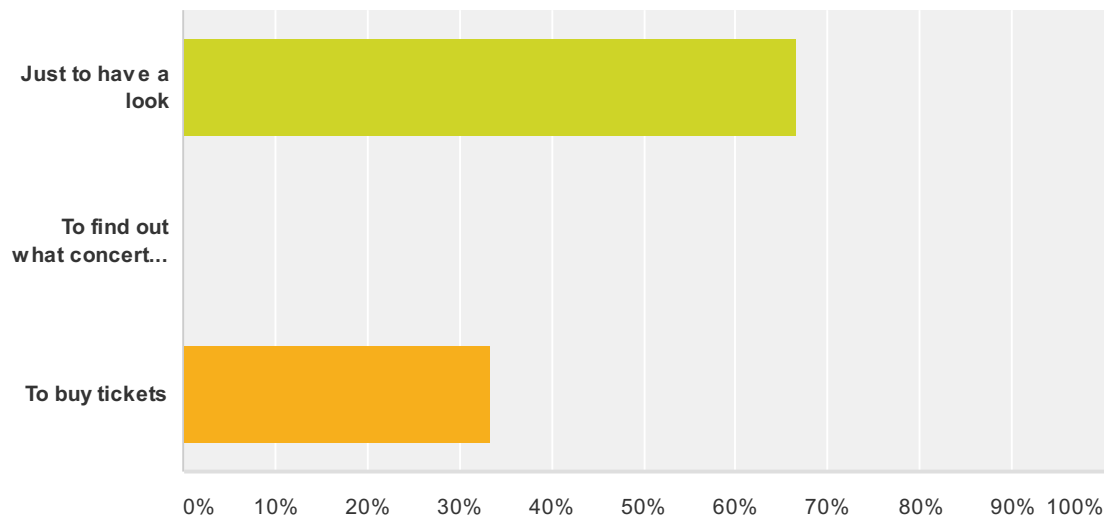
Answered: 26 Skipped: 3



Answer Choices	Responses	
Yes	30.77%	8
No	69.23%	18
Total		26

Q10 If you did, why did you visit the website? (Please circle as many boxes as you like)

Answered: 6 Skipped: 23

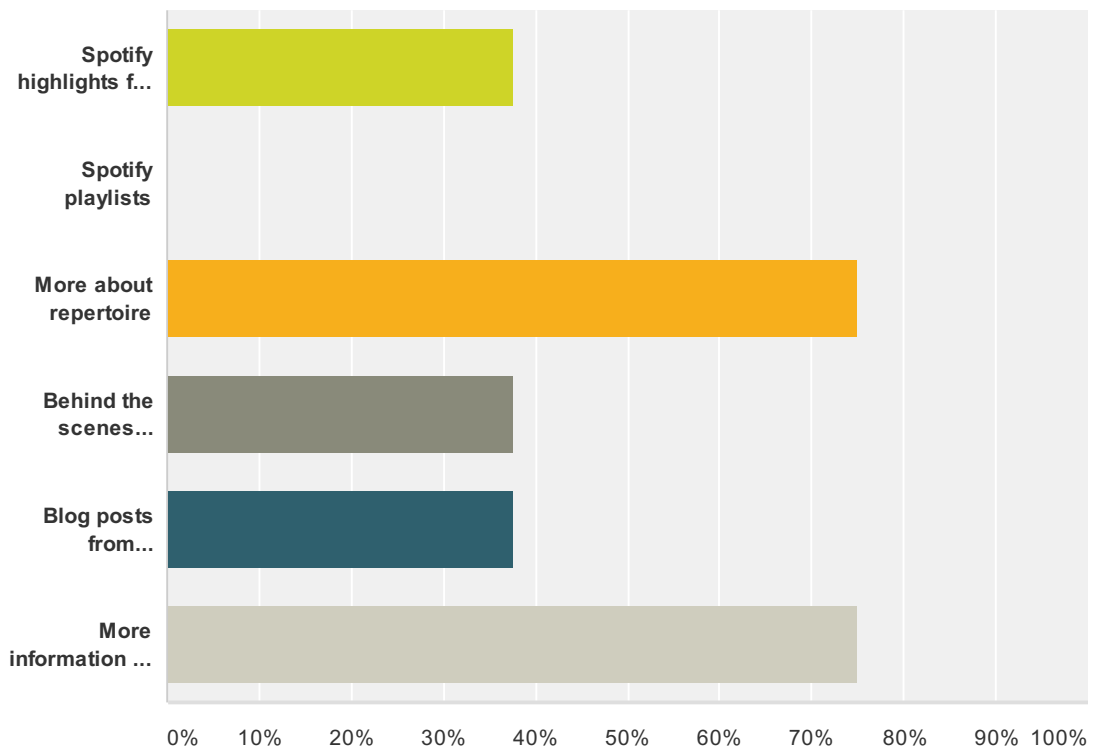


Answer Choices	Responses
Just to have a look	66.67% 4
To find out what concerts were taking place	0.00% 0
To buy tickets	33.33% 2
Total Respondents: 6	

#	Other (please specify)	Date
1	To confirm venue	5/10/2014 2:20 AM

Q11 What would improve a visit to our website? (Please circle three boxes)

Answered: 8 Skipped: 21

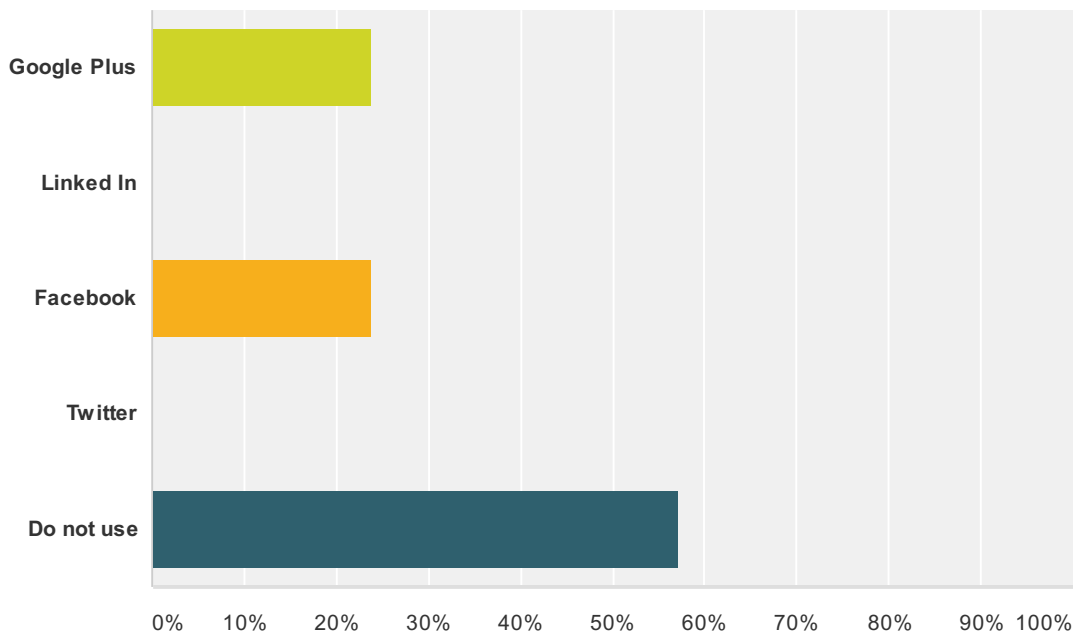


Answer Choices	Responses	
Spotify highlights from our concerts	37.50%	3
Spotify playlists	0.00%	0
More about repertoire	75.00%	6
Behind the scenes photography and video	37.50%	3
Blog posts from musicians/composers	37.50%	3
More information on the musicians	75.00%	6
Total Respondents: 8		

#	Other (please specify)	Date
	There are no responses.	

Q12 Which social media channels do you use regularly? (Please circle as many boxes as you like)

Answered: 21 Skipped: 8

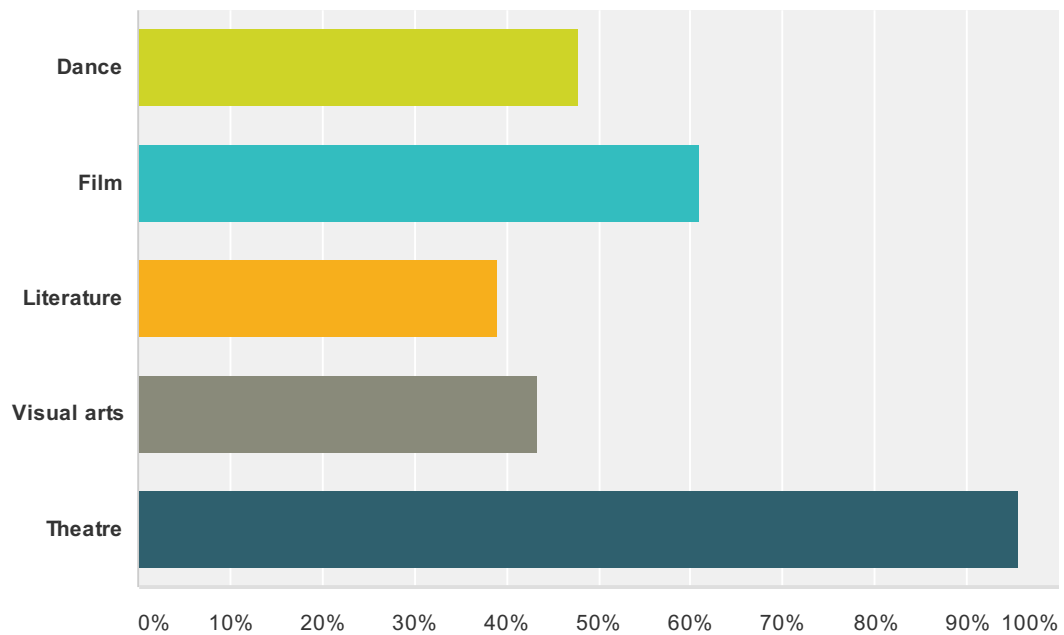


Answer Choices	Responses
Google Plus	23.81% 5
Linked In	0.00% 0
Facebook	23.81% 5
Twitter	0.00% 0
Do not use	57.14% 12
Total Respondents: 21	

#	Other (please specify)	Date
1	Looked on Facebook before coming today	5/10/2014 2:06 AM

Q13 What other arts events do you attend? (Please circle as many boxes as you like)

Answered: 23 Skipped: 6



Answer Choices	Responses	
Dance	47.83%	11
Film	60.87%	14
Literature	39.13%	9
Visual arts	43.48%	10
Theatre	95.65%	22
Total Respondents: 23		

#	Other (please specify)	Date
1	Opera	5/10/2014 2:14 AM

Q14 What do you like about attending other artforms?

Answered: 15 Skipped: 14

#	Responses	Date
1	variety	5/10/2014 3:10 AM
2	they are relaxing and enjoyable	5/10/2014 3:07 AM
3	live theatre	5/10/2014 2:56 AM
4	entertaining stimulating	5/10/2014 2:53 AM
5	Enjoying other experiences	5/10/2014 2:51 AM
6	A good night or afternoon out.	5/10/2014 2:48 AM
7	enjoy atmosphere	5/10/2014 2:34 AM
8	New stimuli	5/10/2014 2:32 AM
9	hopefully stimulating	5/10/2014 2:27 AM
10	different experiences variety	5/10/2014 2:25 AM
11	They may inspire the imagination through dramatic performance	5/10/2014 2:20 AM
12	fresh audience theatricality	5/10/2014 2:14 AM
13	familiarity and novelty	5/10/2014 2:09 AM
14	variety of entertainment	5/10/2014 1:57 AM
15	entertaining	5/10/2014 1:51 AM

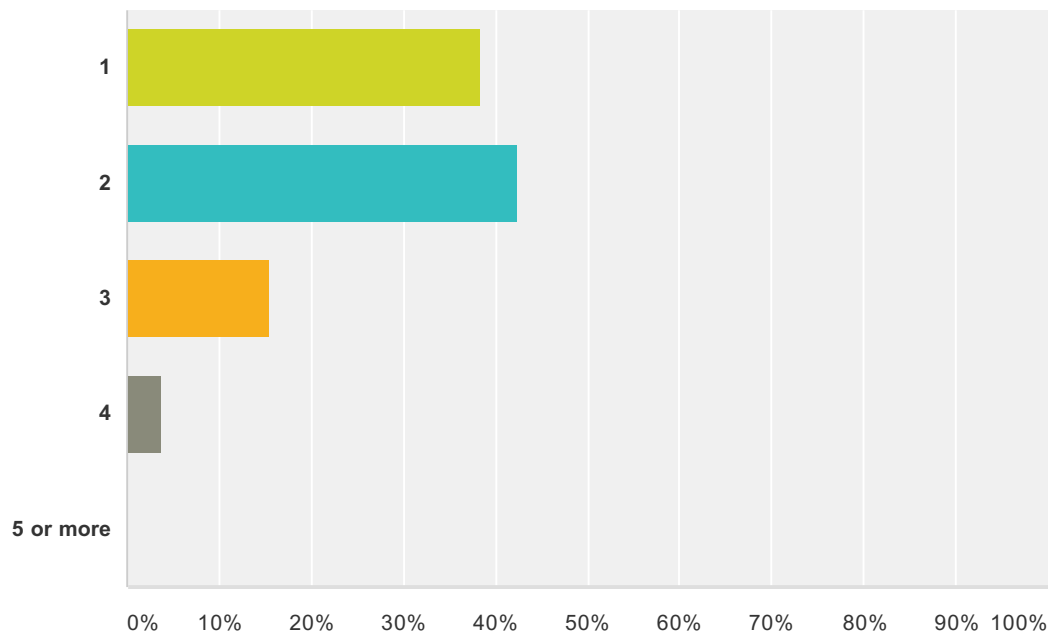
Q15 Which organisations would you say are competitors for Hebrides Ensemble?

Answered: 14 Skipped: 15

#	Responses	Date
1	Dunedin, Edinburgh Quartet	5/10/2014 3:10 AM
2	SCO	5/10/2014 3:05 AM
3	Edinburgh Quartet	5/10/2014 2:56 AM
4	Concerto Caledonia	5/10/2014 2:32 AM
5	Edinburgh Quartet	5/10/2014 2:27 AM
6	Musica Nova	5/10/2014 2:25 AM
7	Scottish Ensemble. SCO	5/10/2014 2:20 AM
8	Scottish Ensemble. SCO	5/10/2014 2:14 AM
9	Scottish Ensemble	5/10/2014 2:09 AM
10	Scottish Ensemble	5/10/2014 2:03 AM
11	Scottish Ensemble	5/10/2014 1:57 AM
12	Edinburgh Quartet Scottish Ensemble	5/10/2014 1:54 AM
13	Scottish Ensemble	5/10/2014 1:51 AM
14	Scottish Ensemble	5/10/2014 1:49 AM

Q16 How many people are there in your group (including yourself)?

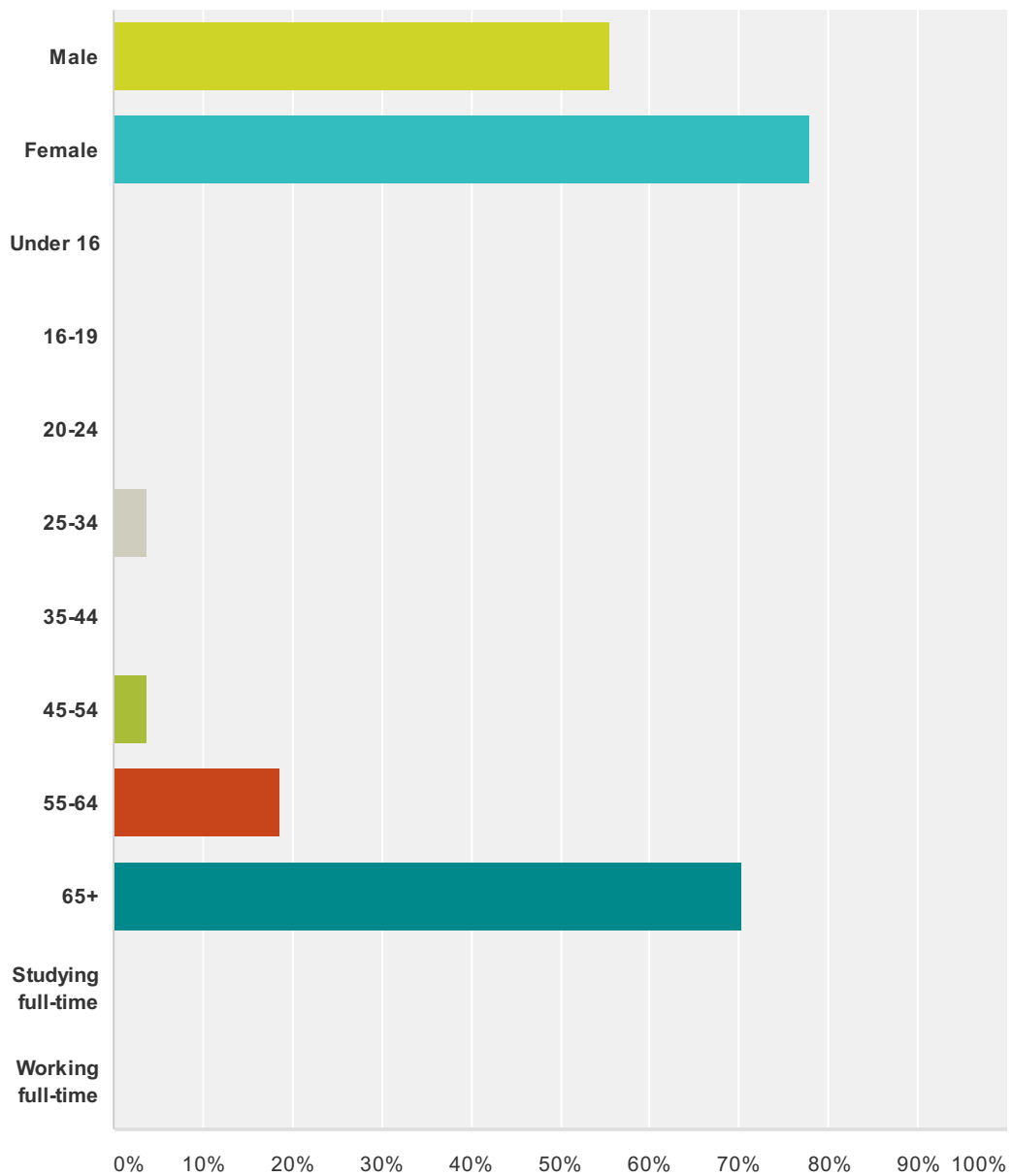
Answered: 26 Skipped: 3



Answer Choices	Responses	
1	38.46%	10
2	42.31%	11
3	15.38%	4
4	3.85%	1
5 or more	0.00%	0
Total		26

Q17 How many people in your group (including yourself) are:

Answered: 27 Skipped: 2



Answer Choices	Responses	
Male	55.56%	15
Female	77.78%	21
Under 16	0.00%	0
16-19	0.00%	0
20-24	0.00%	0
25-34	3.70%	1
35-44	0.00%	0
45-54	3.70%	1
55-64	18.52%	5

NewAud 5/6 May 2014

65+	70.37%	19
Studying full-time	0.00%	0
Working full-time	0.00%	0
Total Respondents: 27		

Q18 How could we have improved your experience today?

Answered: 15 Skipped: 14

#	Responses	Date
1	Very good	5/10/2014 3:14 AM
2	Could not see well enough - a small stage for a quartet	5/10/2014 3:11 AM
3	Sandwiches in the bar	5/10/2014 3:10 AM
4	It was too warm in the room.	5/10/2014 2:58 AM
5	Better organised at start	5/10/2014 2:53 AM
6	Everything was perfect!	5/10/2014 2:51 AM
7	It was excellent. 1st time and will be back	5/10/2014 2:34 AM
8	A better lunch. Modern music - but food from back in my Granny's time. Loved the music and venue.	5/10/2014 2:32 AM
9	Knew what to expect so all ok	5/10/2014 2:25 AM
10	Less technical programme notes - they should be in more everyday language.	5/10/2014 2:20 AM
11	Already very good. Loved the intro by M Tummelty.	5/10/2014 2:14 AM
12	More info pre concert about Ades thinking embodied in his quintet.	5/10/2014 2:09 AM
13	No Ades.	5/10/2014 2:03 AM
14	Fine as it was	5/10/2014 1:57 AM
15	None - very professional	5/10/2014 1:51 AM