

IN-CONCERT SURVEY OF THE AUDIENCE
ATTENDING THE NOVEMBER 11th SYMPHONY CONCERT
AT NORTHRUP AUDITORIUM
UNIVERSITY OF MINNESOTA

CONDUCTED FOR:
THE ORCHESTRAL ASSOCIATION OF MINNEAPOLIS

CONDUCTED BY:
MID-CONTINENT SURVEYS
MINNEAPOLIS, MINNESOTA

December 12, 1955

MID-CONTINENT SURVEYS
2500 Foshay Tower
Minneapolis 2, Minnesota

TITLE: In-Concert Survey of the Audience Attending the
November 11th Symphony Concert at Northrup Auditorium,
University of Minnesota.

OBJECTIVE: To obtain a profile of the audience which attended
the regular Friday night symphony concert on November
11, 1955.

PROCEDURE: Questionnaires were inserted into every symphony
program at the November 11th concert, which each
member of the audience was requested to complete and
return to an usher. The total attendance for that
concert was about 3,100, and the number of completed,
usable returns was about 1,900, or 60 %. The ques-
tionnaires were then coded, punched on IBM cards,
tabulated, and analyzed. The results are included
in this report under two sections. The first,
titled "Concerning the whole audience....." contains
all the tabulations which were done for the whole
group of returns. The second section, titled "Con-
cerning particular groups in the audience....."
divides the audience into several homogeneous groups,
and shows how these groups differ on several charac-
teristics. This section brings out some very useful
findings which would remain hidden if the audience
were only treated as a single group.

SUMMARY: Seventy-four per cent of the audience lived in the Minneapolis metropolitan area. Eighteen per cent lived in St. Paul. Fifty-four per cent of the audience was under the age of 35. Sixty-one per cent of the audience had their own season ticket. The three groups in the audience which showed important differences were the season ticket holders, those who did not have season tickets, and those who borrowed season tickets.

One of the most interesting findings concerned the geographic location of the audience attending the symphony on Friday night, November 11, 1955. Seventy-four per cent of the audience resided in Minneapolis or its suburbs, and eighteen per cent were from St. Paul. The suburbs of Richfield, Edina, St. Louis Park, Hopkins, and Golden Valley contain about thirteen per cent of the Minneapolis metropolitan area population, and they accounted for thirteen per cent of the Minneapolis metropolitan area population attending the November 11th symphony concert.

Another important finding concerned the average age of the audience. Fifty-four per cent of the audience was under 35 years of age. Excluding the students, which of course, are a young group, fifty-two per cent of the professional group (the

largest occupational group in the audience) were under 35 years of age. Housewives and business men (the third and fourth largest occupational groups) were a little older, but even one-third of these groups were less than 35 years old.

Three groups of people in the audience which were of particular interest were: the season ticket holders, those who did not have season tickets (most of these people bought single admission tickets, but there were a few who had passes and a few who were ushers) and those who borrowed season tickets for the evening. A few of the more important characteristics of these three groups are:

Season Ticket Holders (61 % of the audience): Thirty per cent of the season ticket holders did not attend the opening concert. Twenty-three per cent of them did not attend any regular Friday night concerts last year. Two-thirds of them have not attended a Twilight Concert in the last two years. Half of them had attended an opera or an Artist Course concert in the last two years. The average number of regular Friday night concerts attended last year by those who attended any was 11 per person. The older age groups had a much higher percentage of season ticket holders than did the younger groups, although forty-six per cent of all the season ticket holders were under 35 years old. One-third of the