Great Falls Symphony Association | A market survey

Dennis R. Brooke

The University of Montana

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University of Montana
Date: 1987
THE GREAT FALLS SYMPHONY ASSOCIATION:

A MARKET SURVEY

By

Dennis R. Brooke

B.A., University of Washington, 1983

Presented in partial fulfillment of the requirements for the

Degree of

Master of Business Administration

UNIVERSITY OF MONTANA

1987

Approved by:

[Signatures]

Dean, Graduate School

Date June 9, 1987
ACKNOWLEDGMENTS

To S.B., whose support and help means more than I could ever say.

The author gratefully acknowledges the assistance, advice, and support of the staff and members of the Great Falls Symphony Association and the staff and faculty of the University of Montana Air Force Institute of Technology Master's of Business Administration Program.
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CHAPTER ONE

PROBLEM

Project Background

In January of 1987 The Great Falls Symphony Association (GFSA) requested that the University of Montana Air Force Institute of Technology Master's of Business Administration Program conduct a market survey for them. The Symphony was interested in knowing about the general public's awareness of the Symphony, their impression of the artistic quality of the Symphony, why they had never purchased a season ticket, and other information that might help the Symphony Association to market their programs to the general public.

The Association was also interested in knowing what current ticket and former ticket holders thought about the Symphony's programs, length and starting time of concerts, other factors that influenced their decision to buy season tickets, and why former ticket holders had not renewed.

In general, the purpose of the survey was to improve Symphony season ticket sales by providing information that might be useful in a marketing campaign.

The University of Montana AFIT MBA Program also conducted a survey in 1983 for the Symphony. That survey, done by Stephen DeHoff, was limited to current and former ticket holders.
Great Falls Symphony Association Background

History

The Association's roots go back to 1959 when six Great Falls Musicians formed an orchestra which gave a single concert to 150 friends and family members at the Great Falls High School building. Within a year the Symphony had expanded, added a Symphonic Choir and established by-laws with a board of directors to run the Association. Shortly after that a Women's Guild was formed to "promote the purposes and objectives of the Great Falls Symphony Association." In 1985 this independent group renamed itself "The Great Falls Symphony Guild."

In 1974 the Symphony hired their first full-time professional Music Director/Conductor. For many years the conductor had a joint position with the GFSA and the Great Falls School District. Today the paid staff of the Symphony also includes a Choir Conductor, Executive Director, Administrative Assistant, Orchestra Personnel/Stage Manager, Choir Librarian, and Choir Accompanist. Soloists and guest artists hired for individual concerts are also compensated for their performances. All Symphony Guild members, Board and Committee members, and other musicians and vocalists with the exception of the Cascade Quartet are volunteers.

The Cascade Quartet, a group of four professional musicians to provide an experienced core of string professional players for the Symphony Orchestra and to provide a chamber music series was established in 1979. Under the Quartet's "outreach" program they have toured the state and made appearances in over 50 Montana communities. The group also gives workshops and master classes, demonstrations in schools, and perform private engagements. Quartet members also maintain music studios
and give private lessons to supplement their income.

**Purpose**

The by-laws of the Great Falls Symphony Association state:

"The purpose of this organization shall be to encourage and develop quality musical programs and performances in the Great Falls Area, to provide musical and educational services which will assist Great Falls and other Montana communities in their efforts to expand cultural opportunities for their citizens and young people, and to provide an outlet for local instrumentalists and vocal performers."

**Programs**

The primary focus of the Symphony is its annual series of seven concerts at the Great Falls Civic Center Auditorium. Concerts may be Orchestra only, Choir with an accompaniment by part of the orchestra, or a combination of the two. Concerts frequently feature guest artists or vocalists. In July of 1987 the Symphony Orchestra will have a summer concert at Gibson Park. The Orchestra has held a summer concert three out of the last four years and plans to make it an annual event.

The Cascade Quartet has a chamber series of five recitals, each performed twice—once at the First Congregational United Church of Christ and once at the C.M. Russell Museum. The group also tours Montana, performing in both larger cities and rural communities. Over 20 touring appearances will be made by the Quartet in the 1986-1987 season. The current schedule also calls for over 20 private appearances and performances or demonstrations in 17 Great Falls Schools by the end of the season.

The Symphony outreach program sponsored two free Junior/Senior Concerts during the 1986-1987 season for fifth and sixth grade school children, developmentally disabled persons, and senior citizens from
Great Falls and surrounding communities.

The Great Falls Symphony Guild, aside from sponsoring a number of Symphony Association related social functions, arranged for orchestra members to demonstrate their instruments at the Public Library as part of a "Tunes for Tots" program to introduce orchestra instruments to young children and encourage an interest in music. Each of the four programs were presented twice. The Guild also sponsored a "Music Minders" series of six lectures on musical topics. During the 1986-1987 season the Symphony Guild raised approximately $8,000 for the GFSA through various fund raising activities including the Symphony Ball and Symphony Bridge.

Organization

The Great Falls Symphony Association is governed by a 29 member board of directors with five officers. The principal bodies in the Association other than the Board are the Orchestra, Choir, Office Staff, and Cascade Quartet. The Great Falls Symphony Guild is an independent organization. See figure 1-1 for a diagram of principal positions, bodies, and their relationships. As with most organizations, these relationships are fluid, changing with the personnel involved and the needs of the organization in each particular situation.
GREAT FALLS SYMPHONY ASSOCIATION

ORGANIZATIONAL CHART

- GREAT FALLS SYMPHONY GUILD
  Independent Associated Organization (120)

- BOARD OF DIRECTORS:
  - Executive Committee:
    - Officers:
      President
      First Vice-President
      Vice-President of Finance
      Secretary
      Treasurer
      Past President
      Quartet
      Program Advisory Personnel
  - Other Members (20)

- Committees:
  - By-Laws
  - Season Tickets
  - Finance
  - Nominating
  - Quartet
  - Program Advisory
  - Fund Raising
  - Endowment
  - Advertising
  - Personnel
  - Long Range Planning
  - Ad-Hoc Committees

Music Director/Conductor (artistic)
Executive Director (administration)
SYMPHONY ORCHESTRA (65)
CHOIR (70)
CASCADE QUARTET (4)
Administrative Assistant
Season Ticket Sales (40)
Fund Raising (100)

Volunteers:

Figure 1-1

*Numbers in parentheses show approximate number of individuals involved.
Financial

The Association operates on a budget of approximately $142,000 yearly. The fiscal year for the GFSA runs from September 1 to August 31 to encompass the concert season. In years of budget deficits, shortfalls between revenues and expenses are taken from the Unrestricted General Fund. Excess revenues are deposited in this fund in years of budget surpluses. Balance of the fund at the end of the 1986-1987 season is expected to be $11,000 to $14,000. See figure 1-2 for a summary of projected 1986-1987 revenues and expenses.

Season Ticket Marketing

Current marketing for season tickets for the concert series consists primarily of a mailing sent out in April every year. The brochure outlines the program for the coming season and has an order form on the bottom. The brochure is mailed to past and present season ticket holders, contributors and selected members of the community. A follow up phone call is made by Symphony volunteers to the households on the mailing list to ensure they received the brochure and to encourage them to purchase tickets. In the 1986-1987 season, 1,080 season tickets were sold.

Other season ticket marketing includes press releases to the Great Falls Tribune, Minuteman, Chamber of Commerce "Rising Falls" Newsletter, Consumer Press, public service announcements on local radio and television stations, and "in kind" advertising in the Tribune and on KOOZ radio. The Association also offers various incentives such as a free single admission ticket to early subscribers, and drawings at various times to boost sales.
GREAT FALLS SYMPHONY ASSOCIATION
PROJECTED 1986–1987 REVENUES AND EXPENSES

PROJECTED REVENUES

Current Season

- Quartet perf (7%)
- Grants (21%)
- Program Ads (4%)
- Donations (33%)
- Orch/Choir perf (23%)
- Unearned Inc (2%)
- Concert Sponsors (9%)
- Miscellaneous (2%)

Total = $134,697

PROJECTED EXPENSES

Current Season

- Quartet Pers (28%)
- Orch/Choir Pers (26%)
- Guest Artists (7%)
- Special Events (1%)
- Production (11%)
- Misc Promotions (2%)
- Gen & Admin (25%)

Total = $141,686

Figure 1-2
CHAPTER TWO
PREVIOUS STUDY

DeHoff Survey

In 1983 Stephen DeHoff, a student in the University of Montana AFIT MBA program, conducted a market survey of the Great Falls Symphony Association at the request of the Association. The request was made partially in response to declining membership rolls.

The intent of the survey was, "First, to identify the demographic characteristics of the membership as well as their tastes and preferences. Second, to identify possible reasons for membership defections." Unlike the current survey, DeHoff's study was limited to current and former season ticket holders.

The survey consisted of a 40 question, five page mail survey with a cover letter sent to 140 current and former ticket holders. Seventy four questionnaires were returned completed and 11 were returned by the post office as undeliverable for a final return rate of 57.4 percent. The sample was drawn from the rolls of GFSA members from the last three seasons, a population of about 2,700 members.

Problems

DeHoff encountered several problems. First was the low number of returns, especially among former ticket holders. Fifty six current ticket holders responded compared to 18 former ticket holders. Second,
the complexity of the questionnaire led to many respondents filling out the wrong sections or marking more than one choice on questions that required one answer.

**Findings**

DeHoff's study determined that at the time the "typical" current member was:

"...a female, age 40 to 60, who has been a member about seven years. She attends about five concerts each season and is satisfied to .35 on a 4 point scale with the programs. This person prefers classical to other types of music and wants to hear concerts in which either a guest artist or the choir is featured with the orchestra. In the event of a guest artist, she has a very slight preference for instrumental artists to pianists.

She attends with either family or friends, preferably family, thinks ticket prices are fine, and is happy with Tuesday nights. She drives to the concerts and probably does not dine out or participate in other activities on concert evenings. This individual also holds Community Concert Series tickets and will purchase symphony tickets again next spring.

She likely has some college, is in the $20,000 to $40,000 income range, and has been exposed to no orchestra other than the Great Falls Symphony on a regular basis."

The survey yielded similar findings about former members, but as DeHoff mentioned, "...the small size of the former members' sample reduced to almost zero the statistical value of some of the information gained in the sample."

Of former season ticket holders, DeHoff said at the time:

"The "typical" former member is also a female, age 40 to 60, but was a member for only about two years. It has probably been close to eighteen months since she last attended a concert. She was probably less satisfied than her counterpart [current ticket holder] with the programs. She differs in her preferences in that she has no clear preference for a music type. However, when she does attend, she would most like to hear the choir with the orchestra, although she will accept a guest artist. She dislikes the orchestra alone. This person is undecided about ticket prices and is swayed by programming content and schedule conflicts.

She doesn't hold Community Concert Series tickets and is not likely to buy tickets next year for the orchestra. Her education level and income are likely the same as her counterpart and she also has likely
been exposed only to this orchestra on a regular basis."

DeHoff also determined that, based on the sample, at least 21 percent of former members had moved out of the area. Combined with the eleven surveys returned as undeliverable this suggested that there was a large attrition due to members moving.

A question asking respondents, "Would you purchase tickets to a separate concert series that did not involve the orchestra but featured leading entertainers in the field of popular music?" yielded 32.4 percent "yes," responses, 25.7 percent "no," and 40.5 percent "don't know" answers.

**Key Recommendations**

The report suggested that for a six concert season, "...three orchestra-and-guest-artist concerts and three orchestra-and-choir concerts would be a successful mix. Either group alone for an entire program should be avoided."

He also suggested considering a change in the night concerts are held from Tuesdays to weekends to "...encourage more family participation since school and work hours would be less of a factor in deciding to attend."

The final suggestion was to "...explore further the idea of a separate popular music series."
CHAPTER THREE
METHODS OF RESEARCH

Study Design

There were three main groups the Symphony was interested in knowing about: Members of the general public who had not had season tickets, current season ticket holders, and former season ticket holders.

Several primary sources were used to determine what questions should be used for the market survey:

1. The previous Symphony market study, done by Stephen DeHoff.

2. The Symphony December 21, 1986, Board Meeting minutes which contained an attachment titled "Brainstorming for Audience Questionnaire." The attachment outlined, "What do we need to know," and "Who do we need to ask" for the questionnaire.

3. Discussions with the Association Executive Director and several Symphony Board members.

Demographic Questions

The following background questions were used for all questionnaires to provide information useful for comparison purposes and to determine if results could be applied to the population at large:

1. Age.

2. Sex.

3. Level of education.
4. Marital status.
5. Number and ages of children under 18 living at home.
6. Household income.
7. How long the respondent has lived in Cascade county.
8. Local newspapers and magazines read regularly.
9. Whether or not the respondent was a military member or dependent of a military member stationed at Malmstrom AFB.

Comparison Questions

The following questions were used on all questionnaires to compare the three groups:

1. Rating of Symphony performances, even if the rating was based on "word of mouth".
2. What nights would be best for concerts if they plan on attending.
3. Number of Great Falls Symphony (GFS) concerts attended in last three years.
4. Number of Community Concert performances attended in last three years.
5. What years, if any, the respondent had Community Concert series tickets in the past three years.
6. Whether or not the respondent or someone in their immediate family will purchase GFS concert series tickets for the coming season, and if so, how much extra, if any, would they be willing to pay for reserved seating.
7. Whether or not the respondent had been asked to buy tickets in the last three years, and if so, through what means.
**General Public Marketing Questions**

The following questions were asked of members of the general public who had not been season ticket holders in the past three years to provide information on non-ticket holders:

1. Had they ever heard of the Great Falls Symphony and if so, through what means.
2. Why they had not purchased season tickets.
3. If they had been symphony season ticket holders in another city.

**Ticket Holder Marketing Questions**

The following questions were asked of current and former season ticket holders to assist in Symphony programming and marketing decisions:

1. What years the respondent or someone in their immediate family had GFS season tickets in the last three seasons.
2. If the respondent had been contacted about purchasing season tickets, what influence that had in their decision to make the purchase.
3. If the respondent had not purchased season tickets for the current season or would not be purchasing season tickets next season, why not.
4. Preferences as to kind of concert program.
5. Preferences as to type of guest artist.
6. Whether or not the respondent was serving in a volunteer capacity with the Symphony.

In addition, respondents were invited to give additional comments. Respondents were also asked if they were interested in receiving season ticket information or in becoming a GFSA volunteer.
Internal Validity

It was decided to use a mail questionnaire to conduct the market survey. A mail questionnaire allowed the researcher to reach a large number of people and ask sensitive questions about income and education that respondents might be reluctant to answer in a telephone or personal interview where their anonymity was more in question. A mail survey also reduced possible bias introduced by an interviewer and avoided creating negative publicity for the Symphony by calling people at an inconvenient time or contacting people who consider phone surveys an invasion of their privacy.

In a mail survey, people who feel strongly about a subject are more likely to respond to the survey than people who have no interest in the subject matter introducing a possible selection bias. A number of methods were used to help improve the response rate and reduce this selection bias. First, each survey included a pre-addressed stamped envelope. Second, all surveys contained information and a return postcard for a drawing for gift certificates at local stores and Symphony single admission tickets for respondents who filled out and returned the questionnaire. The lottery stressed non-Symphony related prizes so that people with no interest in the Symphony would be more inclined to respond to the survey than if no gift were offered. The postcard could be sent back with the survey where it would be separated or sent back separately if the respondent was concerned with preserving their anonymity. Third, the instructions for the questionnaire were written on University of Montana AFIT MBA stationary and the completed questionnaires and postcards were pre-addressed to the MBA program at Malmstrom Air Force.
Base. This gave the correct impression that the researcher was part of a reputable academic institution but was not involved with the Symphony and that Symphony personnel, whom ticket holders might know personally, would not be handling the surveys. Fourth, envelopes addressed to the general public listed the last known addressee but also said "Or Current Resident" so misaddressed bulk mail questionnaires would not be automatically disposed of. Fifth, envelopes addressed to current and former ticket holders instructed the post office to return misaddressed questionnaires with the correct or forwarding address. Ticket holder questionnaires returned with corrected addresses were remailed using the corrected or forwarding address. Sixth, the instructions included with the questionnaires stressed that the addressees response was important because of the small sample size and the fact that the survey would help the researcher complete requirements for his Master's degree in Business Administration. Seventh, the instructions stressed the respondent's anonymity. This emphasis on allowing subjects to remain anonymous strengthened internal validity by letting respondents be more open about their answers helping to ensure that the survey device was not affecting their responses. Also, letters written to current and former season ticket holders were individually printed on University letterhead with the addressee's name and address. Because of time and cost constraints the instructions for the general public were copied without an address block. Finally, the questionnaires were limited to one page printed on both sides to help keep the survey device short and simple.

Facsimiles of the questionnaires, cover letters and postcard are included in appendix A.
External Validity

Sample Selection

The sample space for the current season ticket holder survey was the list of current ticket holders provided by the GFSA. The sample space for the former ticket holder survey was the list of ticket holders who had season tickets for the 1985-1986 season but had not renewed. It was decided not to go back farther to people who had not renewed for the past two or more years in order to avoid reducing the return rate because of an increase in more out of date addresses and to give the Symphony information primarily on people who had recently failed to renew.

The sample space for the general public survey was the list of Great Falls addresses in the US West Direct white pages. The list of names and addresses was more up to date than that provided in the United Phone Book Advertisers telephone directory or in the several reverse directories available. This did have the disadvantage of leaving out people who had not had a phone or who had an unlisted number. Approximately 13 to 15 percent of the households in Great Falls had no phone or had unlisted numbers at the time of the survey. This could lead to those without phones because they couldn't afford it or those who are concerned with telephone privacy for personal reasons or to avoid phone solicitors being under represented in the survey. The possible sampling frame error effect on survey results resulting from this is indeterminate.

\[1\]
A listing of addresses, names, phone numbers and other background information for last known residents at each address. Usually part of a city directory such as the Polk Directory.

\[2\]
Interview with Susan Wallwork, Director of Survey Research, University of Montana.
Because general public questionnaires were addressed to the last known resident or the "current resident" the survey did reach households where the resident had moved since publication of the telephone directory.

Comparisons

To ensure that the results could be applied to the population for which it was being conducted, the background data for the general public segment was compared with 1980 Great Falls Census Data for age, sex, presence of children, marital status, and military or military dependent status. The number of personnel stationed at Malmstrom AFB and the number of adult dependents they had was provided by the Consolidated Base Personnel Office (CBPO) at Malmstrom. Data for income was compared to the July 1986 issue of Sales and Marketing Management, "1986 Survey of Buying Power".
CHAPTER FOUR

RESULTS

Response Rate

The following table is a summary of the response rate for each survey segment. General public questionnaires were screened to ensure that they were not being sent to current or former ticket holders but several of these questionnaires were returned by ticket holders.¹ These questionnaires lacked certain questions needed to make them useful for either ticket holder segment and are listed as "unusable" in the general public segment.

¹Current or former ticket holders could have moved to addresses to which general public questionnaires were addressed, questionnaire recipients could have passed on the questionnaire to their ticket holder friends, an error could have been made filling out the question asking if they were a ticket holder in the last three years, or the researcher could have made an error.
RESPONSE RATES

*population  | General Public | Current Ticket Holders | Former Ticket Holders
--- | --- | --- | ---
47,503 | 616 | 141
questionnaires mailed | 350 | 90 | 60
returned undeliverable or unusable | 6 | 1 | 3
number actually delivered | 344 | 89 | 57
number returned | 77 | 60 | 28
percent returned (response rate) | 22.4 | 67.4 | 49.1

*Population is persons aged 18 and over in the Great Falls urbanized area for general public category. Ticket holder information is for Great Falls only.

Analyses of Questions

A complete analysis of each question is contained in appendices B and C. This chapter contains a summary of the more important and interesting results of those analyses. For some questions, percentages may not add up to 100 percent because of rounding errors. In other questions percentages may exceed 100 percent because respondents were able to mark more than one answer for the question.

Background Questions For External Validity

Unless specified, population data are for persons aged 18 and over in the Great Falls urbanized area, which includes Great Falls, Malmstrom AFB, and several connected unincorporated housing areas. Some data, such
as income, and marital status, was not readily compared so groupings had to be consolidated or converted for comparison. Data for education comparisons was not available. The difference column reflects the percentage difference absolute value of the sample results subtracted from the secondary data and divided by the secondary data. A Chi-square test at the 95 percent level of confidence was used in each category to determine if survey results differed significantly from actual population results provided by secondary data.

**Comparisons: Age**

<table>
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<th>Census Data</th>
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<td>responses/population</td>
<td>76</td>
<td>47,503</td>
</tr>
</tbody>
</table>

**Percentage:**

- 18-40: 55.2 vs. 54.7, difference 0.9
- 41-60: 26.3 vs. 26.5, difference 0.8
- Over 60: 18.4 vs. 18.9, difference 2.6

Chi-Square Test results: Survey results do not differ from the population at the 95 percent confidence level.

Because the survey instructions requested an adult to fill out the survey the researcher assumed that all respondents were 18 years of age or older. Because the questionnaires were addressed to homeowners the under 21 age group was very small, only two respondents. Because the actual age of the two individuals was unknown, they were grouped into an 18 to 40 age group.
COMPARISONS: SEX

General Public  Census Data  Difference

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<th>76</th>
<th>47,503</th>
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<tr>
<td>percentage:</td>
<td></td>
<td></td>
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<tr>
<td>male</td>
<td>40.8</td>
<td>49.1</td>
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<tr>
<td>female</td>
<td>59.2</td>
<td>50.9</td>
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Chi-Square Test results: Survey results do not differ significantly from the population at the 95 percent confidence level.

Table 4-2b

COMPARISONS: MARITAL STATUS

General Public  Census Data  Difference

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<tbody>
<tr>
<td>percentage:</td>
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<td></td>
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<tr>
<td>married</td>
<td>67.5</td>
<td>65.1</td>
</tr>
<tr>
<td>unmarried</td>
<td>32.5</td>
<td>34.9</td>
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</table>

Chi-Square Test results: Survey results do not differ significantly from the population at the 95 percent confidence level.

Table 4-2c

Because census data provides marital status for persons aged 15 or over, the researcher assumed that those 15 through 17 years old were unmarried and thus subtracted them out of the population. This assumption may seem intuitively safe for the Great Falls area, but it does add some uncertainty to the comparison.
COMPARISONS: FAMILIES WITH CHILDREN UNDER 18 YEARS

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Census Data</th>
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<tr>
<td>responses/families</td>
<td>77</td>
<td>17,382</td>
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<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>With Children</td>
<td>41.6</td>
<td>54.3</td>
<td>23.4</td>
</tr>
<tr>
<td>Without Children</td>
<td>58.4</td>
<td>45.7</td>
<td>27.8</td>
</tr>
</tbody>
</table>

Chi-Square Test results: Survey results DO differ significantly from the population at the 95 percent confidence level. Families without children are over-represented in the survey while families with children are under-represented.

Table 4-2d

COMPARISONS: HOUSEHOLD INCOME

<table>
<thead>
<tr>
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<th>General Public</th>
<th>Sales &amp; Marketing Management Estimates</th>
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<td>percentage:</td>
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<tr>
<td>Under $35000/year</td>
<td>77.5</td>
<td>72.3</td>
<td>7.2</td>
</tr>
<tr>
<td>$35000 or over/year</td>
<td>22.5</td>
<td>27.3</td>
<td>17.6</td>
</tr>
</tbody>
</table>

Chi-Square Test results: Survey results do not differ significantly from the population at the 95 percent confidence level.

Table 4-2e
COMPARISONS: MILITARY OR MILITARY DEPENDENT STATUS

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Malmstrom AFB/Census Data</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>responses/population</td>
<td>77</td>
<td>5817/47503</td>
<td></td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malmstrom</td>
<td>13.0</td>
<td>12.2</td>
<td>6.6</td>
</tr>
<tr>
<td>Non-Malmstrom</td>
<td>87.0</td>
<td>87.8</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Chi-Square Test results: Survey results do not differ significantly from the population at the 95 percent confidence level.

Table 4-2f

Conclusions

The general public sample appears to be representative of the population in the areas of age, sex, marital status, household income under and over the $35,000 per year point, and percentage of population that are military members stationed at Malmstrom AFB or their dependents. However, the sample differs from the population in percentage of families with children. Also, the education level of the sample could not be compared to the population.
**Background Comparison**

The following table is a summary of the nine background questions.

<table>
<thead>
<tr>
<th>BACKGROUND QUESTION SUMMARY</th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>median age group</td>
<td>22-40</td>
<td>41-60</td>
<td>41-60</td>
</tr>
<tr>
<td>percentage women</td>
<td>59.2</td>
<td>56.7</td>
<td>74.1</td>
</tr>
<tr>
<td>median education group</td>
<td>some college,</td>
<td>Bachelor's Degree</td>
<td>Bachelor's Degree</td>
</tr>
<tr>
<td></td>
<td>no degree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>percent married</td>
<td>67.5</td>
<td>75.0</td>
<td>59.3</td>
</tr>
<tr>
<td>percent with children</td>
<td>41.6</td>
<td>28.3</td>
<td>33.3</td>
</tr>
<tr>
<td>for those with children</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mean number</td>
<td>1.7</td>
<td>1.7</td>
<td>2.1</td>
</tr>
<tr>
<td>mean age</td>
<td>8.6</td>
<td>9.2</td>
<td>9.3</td>
</tr>
<tr>
<td>local newspaper or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>magazine readership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>most read</td>
<td>Tribune</td>
<td>Tribune</td>
<td>Tribune</td>
</tr>
<tr>
<td>second most read</td>
<td>Consumer Press</td>
<td>Montana Magazine</td>
<td>Montana Magazine</td>
</tr>
<tr>
<td>third most read</td>
<td>Montana Magazine</td>
<td>Consumer Press</td>
<td>*</td>
</tr>
<tr>
<td>least read</td>
<td>Aurora</td>
<td>Aurora</td>
<td>*</td>
</tr>
<tr>
<td>mean years and months</td>
<td>22, 0.1</td>
<td>25, 11.5</td>
<td>17, 0.1</td>
</tr>
<tr>
<td>in Cascade County</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>median yearly household</td>
<td>$15,001-</td>
<td>$35,001-</td>
<td>$25,000</td>
</tr>
<tr>
<td>income group or income</td>
<td>$25,000</td>
<td>$45,000</td>
<td></td>
</tr>
<tr>
<td>Percent military</td>
<td>13.0</td>
<td>5.0</td>
<td>7.4</td>
</tr>
<tr>
<td>or military dependent</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table 4-3*

*Three way tie between Minuteman, Consumer Press, and Aurora Magazine.*
Comparison and Marketing Questions

Detailed analyses of questions are in appendices B and C. This section is a summary of the more important parts of those analyses.

Nearly half of all respondents who plan on purchasing season tickets next year prefer week nights for concerts. This preference is especially strong among the 53 current season ticket holders who plan on renewing. However 43 percent of the general public respondents who plan on purchasing tickets for the upcoming concert season have no preference or prefer a variety of nights.

Eight-eight percent of current ticket holders plan on renewing next season while only 9.1 percent of the general public and 17.8 percent of former ticket holders plan on purchasing season tickets. Approximately 47 percent of the general public and 39 percent of former ticket holders were undecided about purchasing season tickets next year. The biggest reason for not buying tickets among current and former ticket holders was that they had moved, or will be moving. Forty percent of the five current ticket holders not renewing and 32.1 percent of former ticket holders listed that reason. If you count the three former ticket holders whose questionnaires were re-mailed to out-of-state forwarding addresses provided by the post office and not returned, 38.7 percent of former ticket holders did not renew because they had moved. Approximately 29 percent of the general public segment listed a dislike for classical music or a lack of time as a reason for not buying tickets. "Haven't gotten around to it" was listed by 27.3 percent of the general public as a reason they haven't purchased tickets. As far as quality of the Symphony is concerned, only 3.9 percent of the general public listed that
they preferred the Community Concert series to the GFS. No current or former ticket holders listed quality as a factor in deciding not to renew.

The majority of those planning on purchasing season tickets next year are not interested in paying extra for reserved seating at concerts. However, 33.8 percent would be willing to pay $10 or more over current ticket prices for reserved seating.

The general public and ticket holders both perceive Symphony performances to be of above average quality. On a five point scale, current ticket holders rated Symphony performances as 4.53, former ticket holders rated them as 4.30, and members of the general public segment who had attended one or more concerts gave the Symphony a 4.35 rating. Persons who had never been to a concert and based their rating on what they heard from others, gave the GFS a 4.07 rating. Perceptions of the Symphony's quality appear to be good to excellent.

Concert programming appears to be in line with the tastes of ticket holders. The most popular choice among both groups was the Orchestra with a guest artist. Four out of the seven concerts next year feature guest artists. No clear cut choice exists among types of guest artist. In fact, over half of both groups list no preference or a variety of instrumental guests. The program next season calls for three different types of instrumental guest artists and two guest vocalists. Guest conductor was listed as the least popular type of guest artist. There are no guest conductors scheduled next season. The least popular type of program is the Choir alone. However, the Orchestra and Choir together is the second most popular choice. The Choir does not make any solo
appearance for next years series but does have an appearance with the Symphony Brass and another with the Orchestra.

Over 96 percent of the general public has heard of the GFSA. Of the three that had not heard of it, two had been residents of the County for under four years but one had lived here for 27 years. Most of the general public respondents have heard of the Symphony through the Tribune, friends or family, or television. None of the respondents had heard of the Symphony through Western Hospitality, a "welcome wagon" organization in Great Falls.

The Association has had an agreement with Western Hospitality for the past six months to distribute a single admission ticket voucher to new residents of Great Falls. None of the respondents had been residents of Great Falls for less than six months. Western Hospitality has done publicity for the GFSA before, but not on a regular basis.

In comparison to the DeHoff survey, current and former ticket holders rate the Symphony slightly higher than they did four years ago. However, the difference is not statistically significant at the 95 percent confidence level.
CHAPTER FIVE
RECOMMENDATIONS

Survey Limitations

It appears that people who are interested in the Symphony are greatly over-represented in the general public segment, as illustrated by the fact that according to the results, at least four times the current number of tickets would be sold next year, not even including renewals by current ticket holders. Approximately nine percent of the general public sample said that they or someone in their family planned to purchase a season ticket next year. If this statistic was applied to the population at large then over 4,000 tickets will be sold to persons who weren't prior ticket holders. This seems unrealistic considering only 1,080 season tickets were sold for the current season. A more realistic assumption would be that the 267 unreturned general public questionnaires were thrown away by people not interested in Symphony tickets. This should be taken into consideration when reviewing data for the general public.

However, general public data are comparable to secondary data in many respects, and are useful for comparison and to get a general idea of how part of the population feels about the Symphony.

A number of mistakes were made in filling out the questionnaire by respondents. Some questions asked about a "favorite" type of program or guest artist and directed respondents to mark only one choice, but a
large number of respondents marked several choices. In these cases, all choices were used and are reflected in the data by the fact that percentages add up to more than 100 percent. Several respondents skipped one or more questions but only one out of the 165 replies failed to fill out the entire back of the questionnaire.

Some respondents declined to answer questions about income or placed comments such as "forever" or "all my life" in the blank for time in residence in Cascade County.

In cases where data are questionable or unusable, such as those mentioned above, the answer was discarded. This is reflected by the fact that number of responses differs for each segment for many of the questions.

**Marketing**

Over 40 percent each of the general public survey said they didn't know if they or someone in their immediate family would purchase a GFS season ticket next season. This indecision, combined with the fact that over 27 percent said they hadn't bought a ticket because, "They hadn't gotten around to it," indicates that a substantial number might be swayed.

The typical current ticket holder has a bachelor's degree or higher, income in the over $35,000 range, is 41 or over, married, and has no children. Identifying groups where this type of individual might be found and making GFS ticket information available might be an effective way of reaching more potential patrons. Hospitals, faculty organizations, the local bar association, and other professional associations might be good outlets. The Symphony might also use a
reverse directory to add people to their mailing list who were identified as doctors, lawyers, certified public accountants, professors, or other educated professions.

Reaching potential ticket holders through "word of mouth" is also an attractive and effective marketing scheme. One patron suggested that the Symphony give away one single admission ticket with each season ticket. This season, the Symphony has offered a single admission voucher for each season ticket ordered before June 15. Ideally, ticket holders will give this ticket to a friend who might not have attended a GFS concert before, introducing a new potential patron to the Symphony.

The current GFSA season ticket brochure is an attractive, eye catching advertisement in itself. Placing it in a large number of locations, especially those frequented by the target population, would make information available to more potential customers.

The Association should also consider reaching the general population by inserting a smaller version of the flyer in the Great Falls Tribune, the most widely read local publication among all three survey segments. Current printing costs for the current brochure are 30 cents per flyer. If the size could be reduced to eight and-one-half inches by 11 inches and the cost reduced to 20 cents per flyer, printing costs would be $3,600 and the insert fee would be $396 for the 18,000 copies of the paper in Cascade County.\(^1\) The Symphony would have to sell just over 133 season tickets as a result of this marketing strategy to cover their costs. Although the results of the general public survey seem to

\(^1\)Interview with Cindy Peil, Great Falls Tribune, Great Falls, Montana, 17 October 1986.
indicate that they would sell well over that amount, the limitations of that data have already been pointed out.1

The Malmstrom AFB Officer population is a potential outlet. According to the Consolidated Base Personnel Office there are 550 officers assigned to the base. All have Bachelor's degrees or higher and approximately 40 percent of all Air Force Officers have Master's degrees or higher.2 Information on age, income, number of children, and other factors is not available and could differ from the current ticket holder profile. Reaching the officer population is possible through the Officer's Club and the base newspaper, the Minuteman. On most Air Force Bases, the base newspaper is the most widely read Air Force related publication.3 This segment does have the disadvantage of a high turnover rate. Most members will be in Great Falls for only four to five years before moving.

Currently there is one Air Force Officer on the GFSA board. This is an ideal way to ensure that the Association has access to a representative of that market segment. The GFSA Nominating Committee should make every effort to ensure that the people they search out for the Board of Directors are a cross section of different market segments.

1Results for question six of the general public survey indicate 9.1 percent of the population would buy season tickets. If 9.1 percent of the 18,000 individuals or households who received a copy of the Tribune purchased a ticket, 1638 new season tickets would be sold.


3"Base Papers Top List of Useful Publications," Minuteman, 8 May 1987, p.4.
Media Outlets

The Great Falls Tribune and television were two primary means mentioned by the general public concerning how they found out about the Symphony. Continued press coverage through these sources and in addition, Montana Magazine, are probably the best way to keep the Symphony's name in the public eye. Montana Magazine is read regularly by over one-third of current ticket holders and over one fourth of former ticket holders and the general public. Because the magazine is a state rather than local publication, articles on the quartet and their performances in outlying areas might be more likely to be published than articles on the Symphony itself.

Public Performances

A comment on one general public questionnaire about not liking classical music before attending a GFS concert, "...but I do now," raised an interesting question: How many people like classical music but don't know it? Public performances such as the one planned for Gibson Park this summer can expose more people to classical music. The Quartet or other segments of the Symphony can also be used to further the current Symphony outreach programs. Frequent public performances, although they may be an imposition on Symphony members, can help recruit new members and patrons.

Programming

As mentioned in chapter four, the current programming mix seems to be right in line with the preferences of current ticket holders. Although week nights are the most popular night for concerts, a large
percentage of all groups prefer a variety of nights or have no preference. The Symphony has two performances scheduled for weekends during the coming season. Comparing mean single ticket sales for those two concerts with the average single admission attendance for the other five concerts can give the Association a rough idea of how popular weekend concerts are with non-season ticket holders. Comparing mean season ticket holder attendance for the weekend concerts with their attendance at other concerts can show the relative popularity of weekend performances with season ticket holders. Any comparisons will have to take into account the effect of the popularity of each program on attendance.

**Reserved Seating**

Over one-third of current ticket holders are willing to pay an additional $10 or more for reserved seating. Selling reserved seating to one third of the current 1,080 ticket holders at $10 extra per ticket would raise an additional $3,600 per season. For the 1988-1989 season, the Association should reserve enough of the best seats for 20 to 40 percent of expected ticket sales for a reserved seating scheme. Based on results of this survey, $10 over the current ticket price is the most likely price. Only 3.8 percent of respondents are willing to pay $15 extra. A $5 charge would probably not be worth the time and effort of assigning and handling reserved seating.

**Future Studies**

There were no significant differences in results between this study and the DeHoff survey of 1983 for ticket holders. This study does add
information on the general public that was not previously available. Future studies on the Symphony might benefit more by using interviews with a small sample of ticket holders to get more in-depth information at a lower cost. This two-way interaction between the interviewer and respondent would be one way to get very detailed information on both positive and negative feelings on programs, marketing, guest artists, scheduling, and other factors, that might not come out in a mail survey.

Although telephone surveys are also an option, they are becoming more unpopular and might alienate current and potential ticket holders. According to a recent *Washington Monthly* article, the growing number of telephone pollsters, telephone sales, and even con artists running telephone fraud schemes has prompted consumers in dozens of states to push for bills that would make it illegal to call persons who had told the phone company or a government regulatory agency they didn't want to be called by solicitors or pollsters. While such legislation has not been introduced in Montana, the negative attitudes such polls can generate should be avoided.

Self-administered questionnaires are also a good possibility. Passing out short questionnaires with the program at concerts or sending them out with season ticket information each year may not give researchers a representative sample of all ticket holders, but it will give feedback from people with strong feelings, positive or negative, about the G FPSA, and people who are regular concert patrons. Both of these groups can provide valuable information for Symphony programming and marketing. Even a short two question survey on the G FPSA Season

Ticket Brochure Order Form such as, "How many concerts did you attend this past season," and, "What were your favorite concerts," can provide useful information.

It was suggested to the author by a GFSA member, that a survey of Choir and Orchestra members on programming and personnel issues might be helpful. This would give volunteers who might be reluctant to speak openly the chance to give their input on these issues and others of concern to them. Obtaining regular feedback from members also demonstrates the GFSA’s concern for the well being of these individuals, a valuable commodity in what is primarily a volunteer organization.

Other research related to the GFSA might deal with the type of people who make donations to the Association or consist of a marketing audit.

Summary

The general objective of this study was to improve Symphony season ticket sales by providing information that might be useful in a marketing campaign. Although there are limitations to the data provided by this survey, the information provided can be used to help in future marketing and programming decisions and has met the objective of the study. This paper has identified possible primary outlets and background information for future marketing campaigns and directions and methods for future studies. Key recommendations are:

1. Use wider dissemination of the GFSA season ticket brochure, possibly including an insert in the Great Falls Tribune.

2. Continue current emphasis on press coverage by the Tribune and local television and improve coverage in Montana Magazine.
3. Increase number of public performances.

4. Continue current programming mix.

5. Establish a limited reserved seating system for the 1988-1989 season at an additional cost of $10 per ticket.

6. During the coming season, monitor single admission ticket sales and season ticket holder attendance at the two week end concerts and compare them to the same categories at Tuesday night concerts during the season to get an indication of the relative popularity of week end concerts.
This appendix contains facsimiles of the survey instruments. The cover letter in figure A-1 was sent to the general public sample segment. Half of the letters sent out instructed the respondent to have a male fill the questionnaire out if possible, the other half requested a female. The questionnaire for the general public segment is shown in figure A-2. Figure A-3 is the cover letter for the current and former ticket holders. As in the general public survey half went to males and half went to females. Figure A-4 shows the questionnaire for the ticket holder segments. The postcard shown in figure A-5 was sent to all participants in the survey. See chapter III, Methods of Research, for more information on the survey instruments and procedures.
The enclosed confidential questionnaire is part of a survey the University of Montana MBA program is conducting for the Great Falls Symphony Association. The results will be used to assess the current role of the Association in the community and to help them determine the best way of marketing the Symphony's programs. This research project is also a requirement for completing my Master's degree in Business Administration.

Your household was one of a select few in the Great Falls area chosen to participate in the survey. You may be assured of complete confidentiality. Your name will not be recorded or associated with your questionnaire in any way. Because of the small sample size it is important that you return the questionnaire with both sides collated by May 1 so that we get adequate representation from all sections of the city. Because we need opinions from both men and women, please have an adult female fill out the questionnaire in your house if possible. If an adult female is not available then it should be completed by an adult male.

In appreciation for taking the time to participate in the survey, the Great Falls Symphony Association is sponsoring a drawing for everyone who returns the questionnaire. The prizes include the following items:

- $25 Gift Certificate from American Furniture
- $10 Gift Certificate from Pizazz
- Great Falls Symphony Tickets
- Several other prizes to be announced at the time of the drawing

To participate in the drawing fill out and return the enclosed postcard with your completed questionnaire in the postage paid return envelope or send the postcard separately. The postcard will be separated from your completed questionnaire when we receive it.

I would really appreciate it if you would take a few minutes to fill out the questionnaire and return it in the pre-addressed postage paid envelope. Also return the postcard if you're interested in participating in the drawing. Contact me at the above address or at 727-6349 if you have any questions.

Thank you for your assistance.

Sincerely,

Dennis R. Brooke

Figure A-1
GENERAL PUBLIC QUESTIONNAIRE

MKT ASSOCIATION

April 1987

Instructions
This confidential questionnaire should be completed by the person to whom it was addressed if possible. Please choose only one answer to each question unless the question specifically asks you to mark more than one choice.

1. Had you ever heard of the Great Falls Symphony before you received this survey?
   ___ Yes ___ No

   If you answered yes, please place a mark next to ALL the places listed below where you have heard of the symphony.
   ___ Great Falls Tribune ___ School Program ___ Radio
   ___ Minuteman Newspaper ___ Seniors Program ___ Television
   ___ Aurora Magazine ___ Friends or Family ___ Western Hospitality
   ___ Other (Please list):

   If you answered yes, please rate the Great Falls Symphony performances. If you have never been to a concert, base your rating on what you have heard of the association. Circle your rating on the scale below:

   EXCELLENT 5 4 3 2 1 POOR

2. Have you been asked to buy Great Falls Symphony season tickets in the last three years?
   ___ Yes ___ No

   If you answered yes, please place a check mark next to ALL the ways listed below you have been asked to buy tickets.
   ___ Telephone ___ Personal contacts ___ Other (please list):
   ___ Mail

3. Have you purchased Great Falls Symphony season tickets in the last three years?
   ___ Yes ___ No

   If you answered no, please place a check mark next to ALL the reasons listed below why you have not purchased Great Falls Symphony season tickets.
   ___ Don't like classical music ___ Never heard of Great Falls Symphony
   ___ Haven't lived in Great Falls long enough ___ Don't have time to attend Great Falls Symphony concerts
   ___ Tickets are too expensive ___ Haven't received information on Great Falls Symphony season tickets
   ___ Haven't gotten around to it ___ Other (Please list):

4. If you plan on attending Great Falls Symphony Association concerts in the '87-'88 season, what nights would be most convenient for you to attend performances?
   ___ Week nights (Monday, Tuesday, Wednesday, or Thursday Nights)
   ___ Week ends (Friday, Saturday, or Sunday Nights)
   ___ Variety of nights (Both week nights and weekend nights)
   ___ No preference ___ Do not plan on attending

---QUESTIONNAIRE CONTINUED ON OTHER SIDE---

Figure A-2
GENERAL PUBLIC QUESTIONNAIRE

5. How many Great Falls Symphony Concerts have you attended in the past three years?
   _ None _ 1 to 3 _ 4 to 6 _ 7 or more

6. Will you or someone in your immediate family purchase a Great Falls Symphony Association season ticket next year?
   _ Yes _ No _ Don't know

If you answered yes, how much more over current season ticket prices ($30) would you be willing to pay for reserved seating at Great Falls Symphony Association Concerts?
   _ Nothing _ $10 _ $15

7. Please place a mark next to each season you had Community Concert Series Tickets.
   _ '86-'87 (Current Season) _ '85-'86 _ '84-'85 _ None

8. How many Community Concert performances have you attended in the past three years?
   _ None _ 1 to 3 _ 4 to 6 _ 7 or more

9. Have you ever been a symphony season ticket holder in another city?
   _ Yes _ No

10. Background Information. To help classify answers, we'd like to ask a few questions on your background. Again, your answers will be kept confidential. Please check the block in each section that most accurately describes you.

   a. Age: _ 21 or below _ 22 - 40 _ 41 - 60 _ Over 60

   b. Sex: _ Male _ Female

   c. Highest level of education:
      _ High school degree or less _ Bachelor's degree
      _ Some college, no degree _ Some graduate work
      _ Associate's degree _ Graduate degree or higher

   d. Marital status: _ Married _ Unmarried

   e. Ages of children living with you:

   f. Which of the following newspapers or magazines do you read regularly?
      _ Great Falls Tribune _ Minuteman _ Aurora Magazine
      _ Montana Magazine _ Consumer Press

   g. How many years and months have you lived in Cascade County?

   h. Yearly household income:
      _ $5,000 or under _ $25,001-$35,000
      _ $5,001-$15,000 _ $35,001-$45,000
      _ $15,001-$25,000 _ $45,001 or over

   i. Are you a member of the military, or a dependent of a military member, stationed at Malmstrom Air Force Base?
      _ Yes _ No

11. Feel free to attach additional comments to this questionnaire.
TICKET HOLDER COVER LETTER

University of Montana
School of Business Administration • Malmstrom Air Force Base, Montana 59402-5000 • (406) 731-3428
AFIT MBA Program

April 20, 1987

Alfred T. Statistic
1234 Survey Road
Great Falls, MT 59400

The enclosed confidential questionnaire is part of a survey the University of Montana MBA program is conducting for the Great Falls Symphony Association. The results will be used to assess the current role of the Association in the community and to help them determine the best way of marketing the Symphony's programs. This research project is also a requirement for completing my Master's degree in Business Administration.

Your name was one of a select few chosen from a list of current and former season ticket holders to participate in the survey. You may be assured of complete confidentiality. Your name will not be recorded or associated with your questionnaire in any way. Because of the small sample size it is important that you return the questionnaire with both sides completed by May 1 so that we get adequate representation from all sections of the city. Because we need opinions from both men and women, please have an adult male in your household fill out the questionnaire. If an adult male is not available then it should be completed by an adult female.

In appreciation for taking the time to participate in the survey, the Great Falls Symphony Association is sponsoring a drawing for everyone who returns the questionnaire. The prizes include the following items:

- $25 Gift Certificate from American Furniture
- $10 Gift Certificate from Pizzazz
- Great Falls Symphony Tickets
- Several other prizes to be announced at the time of the drawing

To participate in the drawing fill out and return the enclosed postcard with your completed questionnaire in the postage paid return envelope or send the postcard separately. The postcard will be separated from your completed questionnaire when we receive it.

I would really appreciate it if you would take a few minutes to fill out the questionnaire and return it in the pre-addressed postage paid envelope. Also return the postcard if you're interested in participating in the drawing. Contact me at the above address or at 727-6349 if you have any questions.

Thank you for your assistance.

Sincerely,

Dennis R. Brooke

Equal Opportunity in Education and Employment

Figure A-3
TICKET HOLDER QUESTIONNAIRE

MARKET STUDY OF THE
GREAT FALLS SYMPHONY ASSOCIATION

April 1987

Instructions

This confidential questionnaire should be completed by the person to whom it was addressed if possible. Please choose only ONE answer to each question unless the question specifically asks you to mark more than one choice.

1. Please place a mark next to each season you or someone in your immediate family had a Great Falls Symphony Season Ticket.

   - '86-'87 (Current Season)
   - '85-'86
   - '84-'85
   - None

2. Will you or someone in your immediate family purchase a season ticket next year?

   - Yes
   - No
   - Don't know

   If you answered yes, how much more over current season ticket prices ($30) would you be willing to pay for reserved seating at Great Falls Symphony Association Concerts?

   - Nothing
   - $10
   - $15

3. Please place a check mark next to ALL the ways listed below you have been asked to buy Great Falls Symphony season tickets within the past three years.

   - Telephone
   - Personal contacts
   - Mail
   - Never contacted
   - Other (please list):

   If you were approached in one of the above ways, what influence do you believe it had in your decision to buy tickets?

   - Significant influence
   - Some influence
   - No influence

4. If you are not a current season ticket holder, or you do not plan on purchasing season tickets next year, please place a check mark next to ALL the reasons listed below why you have not, or will not purchase Great Falls Symphony season tickets.

   - Concerts (8:00 P.M.) too late.
   - Day of concerts (Tuesday) inconvenient.
   - Length of concerts inconvenient.
   - Don't have time to attend concerts.
   - Personal or family problems.
   - Tickets are too expensive.
   - Quality of program.
   - Have moved, or will be moving.
   - Other (please list):

5. If you do plan on attending Great Falls Symphony Association concerts in the '87-'88 season, what nights would be most convenient for you to attend performances?

   - Week nights (Monday, Tuesday, Wednesday, or Thursday Nights)
   - Week ends (Friday, Saturday, or Sunday Nights)
   - Variety of nights (Both week nights and week end nights)
   - No preference
   - Do not plan on attending

6. What is your favorite kind of concert program?

   - Orchestra alone
   - Orchestra and Choir
   - Orchestra and Guest Artist
   - Orchestral Pops
   - Choir alone
   - Orchestra and Choir
   - Orchestra and Guest Artist
   - No preference

---

Figure A-4
7. What is your favorite type of guest artist?
   - Vocal  Guest conductor  Instrumental (please specify): Other (please specify):  No preference
8. How many Great Falls Symphony Concerts have you attended in the past three years?
   - none  1 to 3  4 to 6  7 or more
9. When did you last attend a Great Falls Symphony Concert? Month:  Year:
10. Please rate the Great Falls Symphony performances. If you have never been to a concert, base your rating on what you have heard of the association. Circle your rating on the scale below:
   EXCELLENT  5  4  3  2  1 POOR
11. Please place a mark next to each season you had Community Concert Series Tickets.
   - '86-'87 (Current Season)  '85-'86  '84-'85  None
12. How many Community Concert performances have you attended in the past three years?
   - none  1 to 3  4 to 6  7 or more
13. Are you currently serving in a volunteer capacity with the Great Falls Symphony?
   - Yes  No, but have in the past  No
14. Background Information. To help classify answers, we'd like to ask a few questions on your background. Again, your answers will be kept confidential. Please check the block in each section that most accurately describes you.
   a. Age:  21 or below  22 - 40  41 - 60  Over 60
   b. Sex:  Male  Female
   c. Highest level of education:
      - High school degree or less  Bachelor's degree
      - Some college, no degree  Some graduate work
      - Associate's degree  Graduate degree or higher
   d. Marital status:  Married  Unmarried
   e. Ages of children living with you:
   f. Which of the following newspapers or magazines do you read regularly?
      - Great Falls Tribune  Minuteman  Aurora Magazine
      - Montana Magazine  Consumer Press
   g. How many years and months have you lived in Cascade County?
   h. Yearly household income:
      - $5,000 or under  $25,001-$35,000
      - $35,001-$45,000  $45,001 or over
   i. Are you a member of the military, or a dependent of a military member, stationed at Malmstrom Air Force Base?
      - Yes  No
15. Please feel free to attach additional comments to this survey.
PLEASE ENTER MY NAME IN THE PRIZE DRAWING.
I have returned the completed Great Falls Symphony Association Questionnaire.

Name: ____________________________________________

Street Address: ___________________________________

City:___________  State:___  Zip Code:___________

Are you interested in receiving season ticket information from the Great Falls Symphony?
___ Yes  ___ No

Are you interested in becoming a Great Falls Symphony volunteer?
___ Yes  ___ No

You will NOT be contacted unless you are a prizewinner or answered yes to one of the questions above.
APPENDIX B

ANALYSIS OF QUESTIONS

This appendix contains a summary and analysis of each question. Where appropriate, the answers of different categories of respondents are compared. When reviewing the survey results keep in mind:

1. For some questions percentages may not add up to exactly 100 percent because of rounding.

2. For certain questions percentages may exceed 100 percent because respondents were able to mark more than one answer.

3. When a large number of categories in a table had no responses, to make the table easier to read, the category was left blank rather than inserting a zero.

4. All statistical tests are performed using a 95 percent confidence level.

5. The median range in a column is printed in **bold type** where appropriate. When the median range falls between two rows, both rows in that column are printed in **bold type**.

6. Comments in brackets [ ] were added by the author for the report to assist the reader in reviewing the results. Comments in parentheses ( ) were in the original question.
**BACKGROUND QUESTIONS**

Question Number: 10a - General Public; 14a - Ticket Holders

**Question: "Age:"**

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>76</td>
<td>60</td>
<td>27</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 or below</td>
<td>2.6</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>22-40</td>
<td>52.6</td>
<td>21.7</td>
<td>33.3</td>
</tr>
<tr>
<td>41-60</td>
<td>26.3</td>
<td><strong>40.0</strong></td>
<td><strong>44.4</strong></td>
</tr>
<tr>
<td>Over 60</td>
<td>18.4</td>
<td>38.3</td>
<td>22.2</td>
</tr>
</tbody>
</table>

**FINDINGS:** While the General Public sample approximates the population (see section 3) the current and former ticket holders tend to fall into higher age categories than the population at large.

**TEST:** Chi-square test to compare each group to census data.
BACKGROUND QUESTIONS

Question Number: 10b - General Public; 14b - Ticket Holders

Question: "Sex:"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>76</td>
<td>60</td>
<td>27</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>male</td>
<td>40.8</td>
<td>43.3</td>
<td>25.9</td>
</tr>
<tr>
<td>female</td>
<td>59.2</td>
<td>56.7</td>
<td>74.1</td>
</tr>
</tbody>
</table>

FINDINGS: Questionnaires for each category were mailed to an equal number of males and females. No significant difference exists between the population and number of male and female respondents in the general public and current ticket holder category, but a significantly higher number of females than males responded in the former ticket holder category.

TEST: Chi-square test to compare each group to census data.
BACKGROUND QUESTIONS

Question Number: 10c - General Public; 14c - Ticket Holders

Question: "Highest level of education:"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>total responses</strong></td>
<td><strong>77</strong></td>
<td><strong>60</strong></td>
<td><strong>27</strong></td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>or less</td>
<td><strong>31.2</strong></td>
<td><strong>6.7</strong></td>
<td><strong>7.4</strong></td>
</tr>
<tr>
<td>Some college, no degree</td>
<td><strong>29.9</strong></td>
<td><strong>20.0</strong></td>
<td><strong>40.7</strong></td>
</tr>
<tr>
<td>Associate' degree</td>
<td><strong>6.5</strong></td>
<td><strong>6.7</strong></td>
<td><strong>0.0</strong></td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td><strong>10.4</strong></td>
<td><strong>25.0</strong></td>
<td><strong>7.4</strong></td>
</tr>
<tr>
<td>Some graduate work</td>
<td><strong>7.8</strong></td>
<td><strong>8.3</strong></td>
<td><strong>0.0</strong></td>
</tr>
<tr>
<td>Graduate degree or higher</td>
<td><strong>14.3</strong></td>
<td><strong>33.3</strong></td>
<td><strong>44.4</strong></td>
</tr>
</tbody>
</table>

FINDINGS: Ticket holders, current and former, are more likely to fall into the graduate degree or higher category than any other while general public respondents are most likely to fall into the high school degree or less category.
BACKGROUND QUESTIONS

Question Number: 10d - General Public; 14d - Ticket Holders

Question: "Marital status:"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>27</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>67.5</td>
<td>75.0</td>
<td>59.3</td>
</tr>
<tr>
<td>Unmarried</td>
<td>32.5</td>
<td>25.0</td>
<td>40.7</td>
</tr>
</tbody>
</table>

FINDINGS: Current ticket holders are more likely to be married than the general population while there is no significant difference between the population and the general public and former ticket holder categories.

TEST: Chi-square test comparing the categories to census data.
BACKGROUND QUESTIONS

Question Number: 10e - General Public; 14e - Ticket Holders

Question: "Ages of children living with you:"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>27</td>
</tr>
</tbody>
</table>

*percentage:

- No children: 58.4% (General Public), 71.7% (Current), 66.7% (Former)
- 1 child: 18.2% (General Public), 13.3% (Current), 3.7% (Former)
- 2 children: 16.9% (General Public), 11.7% (Current), 22.2% (Former)
- 3 children: 6.5% (General Public), 1.7% (Current), 7.4% (Former)
- 4 children: 0.0% (General Public), 1.7% (Current), 0.0% (Former)

For those with one or more children, sample:

- mean number of children: 1.7 (General Public), 1.7 (Current), 2.1 (Former)
- standard deviation: 0.7 (General Public), 0.9 (Current), 0.6 (Former)

In years:

- mean age of children: 8.6 (General Public), 9.2 (Current), 9.3 (Former)
- standard deviation: 5.1 (General Public), 4.7 (Current), 4.8 (Former)

FINDINGS: All categories of respondents have significantly more families without children than the actual population. For those respondents with children, there is no significant difference between the groups for number of children or mean age of children.

TEST: Chi-square test comparing the categories to census data.

*Only children under 18 were counted to match available census data.
BACKGROUND QUESTIONS

Question Number: 10f - General Public; 14f - Ticket Holders

Question: "Which of the following newspapers and magazines do you read regularly?"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>percentage:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Falls Tribune</td>
<td>96.1</td>
<td>95.0</td>
<td>88.9</td>
</tr>
<tr>
<td>Minuteman</td>
<td>18.2</td>
<td>7.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Montana Magazine</td>
<td>26.0</td>
<td>35.0</td>
<td>29.6</td>
</tr>
<tr>
<td>Consumer Press</td>
<td>58.4</td>
<td>23.3</td>
<td>7.4</td>
</tr>
<tr>
<td>Aurora Magazine</td>
<td>5.2</td>
<td>5.0</td>
<td>7.4</td>
</tr>
</tbody>
</table>

FINDINGS: The Great Falls Tribune is the most popular local publication among all three groups. The Consumer Press was second for non-ticket holders and third for current ticket holders. Montana Magazine was the strong second choice for current ticket holders and third for the general public.
BACKGROUND QUESTIONS

Question Number: 10g - General Public; 14g - Ticket Holders

Question: "How many years and months have you lived in Cascade County?"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current</th>
<th>Former</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>75</td>
<td>57</td>
<td>25</td>
</tr>
</tbody>
</table>

(Results in years, months)

sample:

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current</th>
<th>Former</th>
</tr>
</thead>
<tbody>
<tr>
<td>mean</td>
<td>22, 0.1</td>
<td>25, 11.5</td>
<td>17, 0.1</td>
</tr>
<tr>
<td>standard deviation</td>
<td>17, 11.6</td>
<td>20, 7.0</td>
<td>12, 9.2</td>
</tr>
</tbody>
</table>

range:

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current</th>
<th>Former</th>
</tr>
</thead>
<tbody>
<tr>
<td>high</td>
<td>74, 0.0</td>
<td>83, 0.0</td>
<td>45, 0.0</td>
</tr>
<tr>
<td>low</td>
<td>0, 8.0</td>
<td>1, 2.0</td>
<td>3, 0.0</td>
</tr>
</tbody>
</table>

FINDINGS: No significant difference exists between the three groups in years of residence in Cascade county.

TEST: Two tailed t-test for difference of means at .05 level of significance.
BACKGROUND QUESTIONS

Question Number: 10h - General Public; 14h - Ticket Holders

Question: "Yearly household income:"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>76</td>
<td>54</td>
<td>24</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000 or under</td>
<td>2.6</td>
<td>1.9</td>
<td>0.0</td>
</tr>
<tr>
<td>$5,001-$15,000</td>
<td>10.5</td>
<td>1.9</td>
<td>20.8</td>
</tr>
<tr>
<td>$15,001-$25,000</td>
<td>40.8</td>
<td>20.4</td>
<td>29.2</td>
</tr>
<tr>
<td>$25,001-$35,000</td>
<td>18.4</td>
<td>20.4</td>
<td>20.8</td>
</tr>
<tr>
<td>$35,001-$45,000</td>
<td>10.4</td>
<td>16.7</td>
<td>0.0</td>
</tr>
<tr>
<td>$45,001 or over</td>
<td>16.9</td>
<td>38.9</td>
<td>29.2</td>
</tr>
</tbody>
</table>

FINDINGS: The percentage of respondents above and below the $35,000 household income point does not differ significantly from the population for the general public or former ticket holder segments, but the percentage of current ticket holders above that point is significantly higher.

TEST: Chi-square test comparing the groups with Sales and Marketing Management statistics.
BACKGROUND QUESTIONS

Question Number: 10i - General Public; 14i - Ticket Holders

Question: "Are you a member of the military, or a dependent of a military member, stationed at Malmstrom Air Force Base?"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>27</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>13.0</td>
<td>5.0</td>
<td>7.4</td>
</tr>
<tr>
<td>no</td>
<td>87.0</td>
<td>95.0</td>
<td>92.6</td>
</tr>
</tbody>
</table>

FINDINGS: The representation of Malmstrom personnel and their dependents is correct among the general public and former ticket holders, but this population segment is under-represented among current ticket holders.

TEST: Chi-square test comparing census and data provided by Malmstrom AFB CBPO to survey results.
COMPARISON AND MARKETING QUESTIONS

Question Number: 4 - General Public; 5 - Ticket Holders

Question: "If you do plan on attending Great Falls Symphony Association concerts in the '87-'88 season, what nights would be most convenient for you to attend performances?"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>7</td>
<td>53</td>
<td>5</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week nights (Mon-Thurs)</td>
<td>14.3</td>
<td>47.2</td>
<td>60.0</td>
</tr>
<tr>
<td>Week ends (Fri-Sun)</td>
<td>14.3</td>
<td>17.0</td>
<td>20.0</td>
</tr>
<tr>
<td>Variety</td>
<td>28.6</td>
<td>18.9</td>
<td>0.0</td>
</tr>
<tr>
<td>No preference</td>
<td>14.3</td>
<td>17.0</td>
<td>20.0</td>
</tr>
<tr>
<td>No answer</td>
<td>28.6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FINDINGS: 44.6 percent (29 of 65) of respondents planning on purchasing season tickets prefer week nights. This preference is especially strong among former and current ticket holders.
**COMPARISON AND MARKETING QUESTIONS**

Question Number: 6 - General Public; 2 - Ticket Holders

Question: "Will you or someone in your immediate family purchase a Great Falls Symphony Association season ticket next year."

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>27</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>9.1</td>
<td>88.3</td>
<td>17.8</td>
</tr>
<tr>
<td>no</td>
<td>44.2</td>
<td>5.0</td>
<td>42.9</td>
</tr>
<tr>
<td>don't know</td>
<td>46.8</td>
<td>6.6</td>
<td>39.3</td>
</tr>
</tbody>
</table>

**FINDINGS:** Most current ticket holders will renew while most former ticket holders either won't or are undecided. A substantial percentage of the general public is also undecided.
COMPARISON AND MARKETING QUESTIONS

Question Number: 6b - General Public; 2b - Ticket Holders

Question: If you answered yes, [to purchasing a season ticket next year] how much over current season ticket prices ($30) would you be willing to pay for reserved seating at Great Falls Symphony Association concerts?

<table>
<thead>
<tr>
<th>Total Responses</th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td>71.4</td>
<td>62.3</td>
<td>100.0</td>
</tr>
<tr>
<td>$10</td>
<td>28.6</td>
<td>34.0</td>
<td>0.0</td>
</tr>
<tr>
<td>$15</td>
<td>0.0</td>
<td>3.8</td>
<td>0.0</td>
</tr>
</tbody>
</table>

FINDINGS: While the idea of reserved seating is not popular among any segment, over one third of current ticket holders are willing to pay $10 or more for reserved seating.
COMPARISON AND MARKETING QUESTIONS

Question Number: 5 - General Public; 8 - Ticket Holders

Question: "How many Great Falls Symphony Concerts have you attended in the past three years?"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>26</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>none</td>
<td>77.9</td>
<td>0.0</td>
<td>3.8</td>
</tr>
<tr>
<td>1 to 3</td>
<td>19.5</td>
<td>8.3</td>
<td>19.2</td>
</tr>
<tr>
<td>4 to 6</td>
<td>1.3</td>
<td>21.7</td>
<td>38.4</td>
</tr>
<tr>
<td>7 or more</td>
<td>1.3</td>
<td>70.0</td>
<td>38.4</td>
</tr>
</tbody>
</table>

FINDINGS: As might be expected, most current ticket holders are regular concert patrons. 22 percent of the general public has been to one or more concerts in the last three years.
COMPARISON AND MARKETING QUESTIONS

Question Number: 1c - General Public; 10 - Ticket Holders

Question: "Please rate the Great Falls Symphony performances. If you have never been to a concert, base your rating on what you have heard of the association. Circle your rating on the scale below:

EXCELLENT 5 4 3 2 1 POOR"

total sample: mean standard
responses deviation

General Public
(Never attended
GFS Concert) 56 4.07 .78

General Public
(Attended one or
more concerts) 17 4.35 .61

*Current Ticket Holders 55 4.53 .72

Former Ticket Holders 25 4.30 .75

FINDINGS: All four categories, including those basing their rating on "word of mouth", rate the Symphony above the median score. Statistically, the only significant difference is between current ticket holders and those who have never attended a GFS concert.

TEST: Two tailed t-test for difference of means at .05 level of significance.

*16 percent of the current season ticket holders were so enthusiastic about the quality of the GFS, that they circled or underlined the "EXCELLENT" instead of circling a number. Their responses are counted as "5"s.
COMPARISON AND MARKETING QUESTIONS

Question Number: 7 - General Public; 11 - Ticket Holders

Question: "Please place a mark next to each season you had Community Concert Series tickets."

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>26</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>'86-'87</td>
<td>9.1</td>
<td>51.7</td>
<td>34.6</td>
</tr>
<tr>
<td>'85-'86</td>
<td>11.7</td>
<td>46.7</td>
<td>57.7</td>
</tr>
<tr>
<td>'84-'85</td>
<td>9.1</td>
<td>43.3</td>
<td>53.8</td>
</tr>
<tr>
<td>None</td>
<td>81.8</td>
<td>43.3</td>
<td>23.1</td>
</tr>
<tr>
<td>*All Three</td>
<td>2.6</td>
<td>38.3</td>
<td>20.8</td>
</tr>
</tbody>
</table>

FINDINGS: Over half of current ticket holders are also Community Concert ticket holders. The same number of general public respondents that plan on purchasing Symphony season tickets next year are Community Concert ticket holders. It is also interesting to note that the same year former ticket holders dropped their GFS tickets the percentage with Community Concert series tickets also went down.

*Numbers for all are also included in each years percentage.
COMPARISON AND MARKETING QUESTIONS

Question Number: 8 - General Public; 12 - Ticket Holders

Question: "How many Community Concert performances have you attended in the past three years?"

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>26</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>none</td>
<td>75.3</td>
<td>40.0</td>
<td>34.6</td>
</tr>
<tr>
<td>1 to 3</td>
<td>11.7</td>
<td>13.3</td>
<td>57.7</td>
</tr>
<tr>
<td>4 to 6</td>
<td>7.8</td>
<td>15.0</td>
<td>53.8</td>
</tr>
<tr>
<td>7 or more</td>
<td>5.2</td>
<td>31.7</td>
<td>23.1</td>
</tr>
</tbody>
</table>

FINDINGS: 60 to 64 percent of ticket holders have attended one or more Community Concerts in the past three years while under 25 percent of non-ticket holders have done so.
COMPARISON AND MARKETING QUESTIONS

Question Number: 2a and b - General Public; 3 - Ticket Holders

Question: "Please place a check mark next to ALL the ways listed below you have been asked to buy Great Falls Symphony season tickets within the past three years."

<table>
<thead>
<tr>
<th></th>
<th>General Public</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>77</td>
<td>60</td>
<td>28</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td>14.3</td>
<td>58.3</td>
<td>78.6</td>
</tr>
<tr>
<td>Mail</td>
<td>10.4</td>
<td>76.7</td>
<td>78.6</td>
</tr>
<tr>
<td>Personal Contacts</td>
<td>18.2</td>
<td>60.0</td>
<td>50.0</td>
</tr>
<tr>
<td>Never Contacted</td>
<td>67.5</td>
<td>1.7</td>
<td>3.6</td>
</tr>
</tbody>
</table>

FINDINGS: Most members of the general public have never been contacted about buying GFS season tickets. Most ticket holders have been contacted by phone, mail, and personal contacts.
TICKET HOLDER MARKETING AND PROGRAMMING QUESTIONS

Question Number: 3b - Ticket Holders

Question: "If you were approached in one of the above ways, [to buy season tickets] what influence do you believe it had in your decision to buy tickets?"

<table>
<thead>
<tr>
<th></th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>53</td>
<td>27</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significant Influence</td>
<td>33.96</td>
<td>29.6</td>
</tr>
<tr>
<td>Some Influence</td>
<td>49.1</td>
<td>51.9</td>
</tr>
<tr>
<td>No Influence</td>
<td>17.0</td>
<td>19.0</td>
</tr>
</tbody>
</table>

FINDINGS: The majority of ticket holders felt that being contacted had some or significant influence in their decision to buy tickets.
TICKET HOLDER MARKETING AND PROGRAMMING QUESTIONS

Question Number: 1 - Ticket Holders

Question: "Please place a mark next to each season you or someone in your immediate family had a Great Falls Symphony Season ticket."

<table>
<thead>
<tr>
<th></th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>60</td>
<td>28</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'86-'87</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td>'85-'86</td>
<td>88.3</td>
<td>100.0</td>
</tr>
<tr>
<td>'84-'85</td>
<td>68.3</td>
<td>50.0</td>
</tr>
<tr>
<td>*All Three</td>
<td>68.3</td>
<td>0.0</td>
</tr>
</tbody>
</table>

FINDINGS: A substantial number of current ticket holders have had season tickets for three, or possibly more, seasons.

*Numbers for all are also included in each years percentage.
TICKET HOLDER MARKETING AND PROGRAMMING QUESTIONS

Question Number: 4 - Ticket Holders

Question: "If you are not a current season ticket holder, or you do not plan on purchasing season tickets next year, please place a check mark next to ALL the reasons listed below why you have not, or will not purchase Great Falls Symphony season tickets?"

<table>
<thead>
<tr>
<th>Reason</th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concerts too late</td>
<td>20.0</td>
<td>10.7</td>
</tr>
<tr>
<td>Concerts too long</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal or family problems</td>
<td>20.0</td>
<td>17.9</td>
</tr>
<tr>
<td>Day of concerts inconvenient</td>
<td></td>
<td>17.9</td>
</tr>
<tr>
<td>Lack of time</td>
<td>20.0</td>
<td>14.3</td>
</tr>
<tr>
<td>Tickets too expensive</td>
<td>20.0</td>
<td></td>
</tr>
<tr>
<td>Quality of program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moved, or will be moving</td>
<td>40.0</td>
<td>32.1</td>
</tr>
<tr>
<td>Work or other conflicts</td>
<td>20.0</td>
<td>3.6</td>
</tr>
<tr>
<td>Young children at home</td>
<td></td>
<td>3.6</td>
</tr>
<tr>
<td>Prefer single admission</td>
<td></td>
<td>3.6</td>
</tr>
</tbody>
</table>

FINDINGS: Moving appears to be the predominant cause for not renewing season tickets among both groups.
**TICKET HOLDER MARKETING AND PROGRAMMING QUESTIONS**

Question Number: 6 - Ticket Holders

**Question:** "What is your favorite kind of concert program?"

<table>
<thead>
<tr>
<th></th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>60</td>
<td>26</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orchestra alone</td>
<td>20.0</td>
<td>11.5</td>
</tr>
<tr>
<td>Choir alone</td>
<td>1.7</td>
<td>0.0</td>
</tr>
<tr>
<td>Orchestra and Choir</td>
<td>35.0</td>
<td>23.1</td>
</tr>
<tr>
<td>Orchestra and Guest Artist</td>
<td>48.3</td>
<td>57.7</td>
</tr>
<tr>
<td>Orchestral Pops</td>
<td>16.7</td>
<td>30.8</td>
</tr>
<tr>
<td>No preference</td>
<td>16.7</td>
<td>15.4</td>
</tr>
</tbody>
</table>

**FINDINGS:** The orchestra with a guest artist appears to be most popular among both groups while the orchestra and choir, orchestra alone, and orchestral pops also have varying degrees of support. The choir alone is not popular.
### Ticket Holder Marketing and Programming Questions

**Question Number:** 7 - Ticket Holders

**Question:** "What is your favorite type of guest artist?"

<table>
<thead>
<tr>
<th></th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>60</td>
<td>24</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vocal</td>
<td>18.3</td>
<td>4.2</td>
</tr>
<tr>
<td>Guest Conductor</td>
<td>3.3</td>
<td>4.2</td>
</tr>
<tr>
<td>No preference</td>
<td>30.0</td>
<td>41.7</td>
</tr>
<tr>
<td>Piano</td>
<td>21.7</td>
<td>8.3</td>
</tr>
<tr>
<td>Brass</td>
<td></td>
<td>12.5</td>
</tr>
<tr>
<td>Violin</td>
<td>6.7</td>
<td>12.5</td>
</tr>
<tr>
<td>Flute</td>
<td>1.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Guitar</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>Strings</td>
<td>1.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Trumpet</td>
<td>1.7</td>
<td></td>
</tr>
<tr>
<td>Wind</td>
<td></td>
<td>4.2</td>
</tr>
<tr>
<td>Instrumental, variety or unspecified</td>
<td>23.3</td>
<td>20.8</td>
</tr>
</tbody>
</table>

**Findings:** Most patrons have no preference or enjoy one or more instrumental guest artists. A guest conductor is not a popular choice.
TICKET HOLDER MARKETING AND PROGRAMMING QUESTIONS

Question Number: 9 - Ticket Holders

Question: "When did you last attend a Great Falls Symphony Concert?"

<table>
<thead>
<tr>
<th></th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>54</td>
<td>13</td>
</tr>
<tr>
<td>(Results in months)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sample:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>mean</td>
<td>2.4</td>
<td>10.4</td>
</tr>
<tr>
<td>standard deviation</td>
<td>1.9</td>
<td>4.6</td>
</tr>
<tr>
<td>range:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>high</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>low</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

FINDINGS: Some former ticket holders continue to attend concerts, presumably by purchasing single admission tickets.
TICKET HOLDER MARKETING AND PROGRAMMING QUESTIONS

Question Number: 13 - Ticket Holders

Question: "Are you currently serving in a volunteer capacity with the Great Falls Symphony Association?"

<table>
<thead>
<tr>
<th></th>
<th>Current Ticket Holders</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>60</td>
<td>26</td>
</tr>
<tr>
<td>percentage:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>10.0</td>
<td>3.8</td>
</tr>
<tr>
<td>No, but have in the past</td>
<td>18.3</td>
<td>7.7</td>
</tr>
<tr>
<td>No</td>
<td>71.7</td>
<td>88.5</td>
</tr>
</tbody>
</table>

FINDINGS: Current and former volunteer status is much higher in the current ticket holder segment. 28.3 percent of current ticket holders are or have been GFSA volunteers compared to 11.5 percent for former ticket holders.
GENERAL PUBLIC MARKETING QUESTIONS

Question Number:  1 - General Public

Question:  "Had you ever heard of the Great Falls Symphony before you received this survey?"

General Public

total responses  77

percentage:
Yes  96.1
No  3.9

FINDINGS:  The GFS has excellent name recognition in the Great Falls area.
GENERAL PUBLIC MARKETING QUESTIONS

Question Number: lb - General Public

Question: "If you answered yes, [to having heard of the Great Falls Symphony] please place a mark next to ALL the places listed below where you have heard of the Symphony."

<table>
<thead>
<tr>
<th>Place</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Falls Tribune</td>
<td>93.2</td>
</tr>
<tr>
<td>Minuteman Newspaper</td>
<td>8.1</td>
</tr>
<tr>
<td>Aurora Magazine</td>
<td>5.4</td>
</tr>
<tr>
<td>School Program</td>
<td>9.5</td>
</tr>
<tr>
<td>Seniors Program</td>
<td>2.7</td>
</tr>
<tr>
<td>Friends or Family</td>
<td>52.7</td>
</tr>
<tr>
<td>Radio</td>
<td>35.1</td>
</tr>
<tr>
<td>Television</td>
<td>51.4</td>
</tr>
<tr>
<td>Western Hospitality</td>
<td>0.0</td>
</tr>
<tr>
<td>Civic Center Board</td>
<td>2.7</td>
</tr>
<tr>
<td>Posters</td>
<td>1.4</td>
</tr>
<tr>
<td>Music Teachers</td>
<td>1.4</td>
</tr>
<tr>
<td>Work</td>
<td>4.1</td>
</tr>
<tr>
<td>Church</td>
<td>1.4</td>
</tr>
</tbody>
</table>

FINDINGS: Most non-ticket holders hear of the Symphony through the Great Falls Tribune, word of mouth, television or radio. No one has heard of it through Western Hospitality.
GENERAL PUBLIC MARKETING QUESTIONS

Question Number: 3b - General Public

Question: "If you answered no, [to purchasing season tickets in the past three years] please place a check mark next to ALL the reasons listed below why you have not purchased Great Falls Symphony season tickets."

General Public

total responses 74

percentage
Don't like classical music 29.0
Never heard of Great Falls Symphony 2.6
New to Great Falls 9.1
Don't have time to attend concerts 28.6
Tickets are too expensive 16.9
Haven't received information on tickets 2.6
Haven't gotten around to it 27.3
Physically unable to attend 1.3
Prefer Community Concert Series 3.9
Work or other conflicts 6.5
Use company or friend's tickets 2.6
Prefer single admission tickets 2.6
Received season ticket as gift 1.3
Not interested 3.9
Resent telephone solicitations 1.3

FINDINGS: Most non-ticket holders do not have tickets because they don't like classical music, don't have the time to attend concerts, or haven't taken time to purchase tickets.
GENERAL PUBLIC MARKETING QUESTIONS

Question Number: 9 - General Public

Question: "Have you ever been a symphony season ticket holder in another city?"

General Public

total responses 76

percentage:
Yes 9.2
No 90.8

FINDINGS: Although symphony season ticket holders from other cities might seem to be ideal candidates for GFS season tickets, only three of the seven plan on purchasing tickets next year. The other four either prefer the Community Concert series, don't have time and don't like classical music, think tickets are too expensive, or resent telephone solicitation.
APPENDIX C

COMPARISON AND ANALYSIS OF SELECTED QUESTIONS

This appendix contains comparisons and analysis of selected questions. In some cases questions are compared to the DeHoff survey. In others more in depth analysis of questions for the current survey was considered appropriate. Notes in appendix B concerning rounding, the 95 percent confidence level for statistical tests, and other limitations of the survey are true in this section also.
QUALITY RATING COMPARISON: CURRENT AND PAST SURVEYS

Question Number: 10 - Ticket Holders; 5 and 21 - DeHoff Survey

Question: Please rate the Great Falls Symphony performances.

<table>
<thead>
<tr>
<th></th>
<th>Current Survey</th>
<th>*DeHoff Survey</th>
<th>Former Ticket Holders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>total responses</td>
<td>sample: mean</td>
<td>standard deviation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Ticket Holders</td>
<td>55</td>
<td>4.53</td>
<td>.72</td>
</tr>
<tr>
<td></td>
<td>*DeHoff Survey</td>
<td>60</td>
<td>4.41</td>
</tr>
<tr>
<td>Former Ticket Holders</td>
<td>25</td>
<td>4.30</td>
<td>.75</td>
</tr>
<tr>
<td></td>
<td>*DeHoff Survey</td>
<td>14</td>
<td>4.18</td>
</tr>
</tbody>
</table>

FINDINGS: Despite the fact that current ratings are slightly higher, there is no statistically significant difference between the two surveys.

TEST: Two tailed t-test for difference of means at .05 level of significance.

*The DeHoff survey used a four point scale while the current survey uses a five point scale. The DeHoff results were converted by dividing the sample mean by four and multiplying the result by five.
QUALITY RATING COMPARISON: VOLUNTEER STATUS

Question Number: 10 and 13 - Ticket Holders

Question: "Please rate the Great Falls Symphony performances." and "Are you currently serving in a volunteer capacity with the Great Falls Symphony Association."

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td>6</td>
<td>4.83</td>
<td>.41</td>
</tr>
<tr>
<td>Non-volunteers</td>
<td>49</td>
<td>4.49</td>
<td>.74</td>
</tr>
</tbody>
</table>

FINDINGS: Although volunteers rate the Symphony performances slightly higher than non-volunteers, there is no statistically significant difference between the two ratings. Current ticket holders, regardless of their involvement with the Symphony outside of concerts, appear equally satisfied with the performances.

TEST: Two tailed t-test for difference of means at .05 level of significance.
COMPARISON QUESTION: TIME IN RESIDENCE AND FAMILIARITY WITH SYMPHONY

Question Number: 1 and 10g - General Public

Questions: Had you ever heard of the Great Falls Symphony before your received this survey?" and "How many years and months have you lived in Cascade County?"

General Public

<table>
<thead>
<tr>
<th>Had Heard of GFSA</th>
<th>Never Heard of GFSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>total responses</td>
<td>74</td>
</tr>
</tbody>
</table>

(Results in years, months)

sample:

<table>
<thead>
<tr>
<th>mean</th>
<th>22, 6.6</th>
<th>10, 4.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>standard deviation</td>
<td>17, 11.5</td>
<td>14, 5.4</td>
</tr>
<tr>
<td>range:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>high</td>
<td>74, 0.0</td>
<td>27, 0.0</td>
</tr>
<tr>
<td>low</td>
<td>0, 8.0</td>
<td>1, 2.0</td>
</tr>
</tbody>
</table>

FINDINGS: Despite the large difference in means, there is no statistically significant difference for time in residence in Cascade County for the two groups, due to the large standard deviation for each group.

TEST: Two tailed t-test for difference of means at .05 level of significance.
SELECTED BIBLIOGRAPHY


