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Section A

Background
Background

On behalf of the UNO Graduate Program in Arts Administration and their cultural arts events partners, Qualitative and Quantitative Research was conducted by Q2 Insights, Inc. which is based in New Orleans and has offices in San Diego. This project was conducted in collaboration with UNO Arts Administration faculty and students.

With initial focus in the area of the live performing arts, it is anticipated that the research will be conducted annually with visual arts added in the future, and will provide essential trend data not currently available. The research will be undertaken with the support of Greater New Orleans’ professional performing arts institutions, and resulting data will be shared with all.

This report documents the findings of the Quantitative Research (Web Survey). The findings of the Qualitative Research (a Focus Group) were reported separately.
Graduate Program in Arts Administration

Located in the dynamic city of New Orleans, the Arts and Culture center of the South, the Graduate Program in Arts Administration at the University of New Orleans prepares students as cultural entrepreneurs and for administrative careers within both visual and performing arts organizations. The Program combines classroom study led by a dedicated faculty with opportunities for experiential study in the New Orleans community, then culminates in an internship providing for a smooth transition to the arts workplace.
Purpose

UNO Graduate Program in Arts Administration and their cultural arts events partners will use the findings of this study to increase attendance at ticketed performing arts events as well as to develop ways to cross fertilize ticket sales across performing arts entities.
Methodology

To meet the Research Objectives of this project, a two-phase study was planned.

**Phase One**
- Qualitative Research in the form of a Focus Group *(reported separately)*
- The Focus Group was conducted on Wednesday, March 7th from 5PM to 7PM at the University of New Orleans
- A senior researcher from *Q2 Insights* moderated the Focus Group
- A DVD of the group generated for reporting purposes
- A detailed report was developed as a separate document

**Phase Two**
- Quantitative Research in the form of a Web Survey
- The Web Survey results are reported herein
Section B

Definition of Performing Arts
Performing Arts

Q4.) What does the term “Performing Arts” mean to you? Please provide some examples.
Base = 381

- Ballet, Opera, Theatre, Dance, Concerts, Musicals, Plays: 54%
- Live Display of the Arts: 27%
- Artists Performing: 5%
- Artistic Expression: 3%
- All Art Forms: 3%
- On a Stage in Front of an Audience: 2%
- Play/Dance: 1%
- Cultural Event: 1%
- Live Arts Where Playing Instruments is Not Main Event: 1%
- Entertainment: 1%
- Information Sharing Between Artist and Audience: 1%
- Organized Public Event: 1%
- Intellectual Pursuit with Time Commitment: 1%
- Other: 1%
Section C

Awareness and Usage
Unprompted Performing Arts Events Awareness

Q5.) Thinking of all the ticketed performing arts events in your area, what performing arts groups come to mind?

Base = 325   *Multiple Mentions Accepted*

<table>
<thead>
<tr>
<th>Performing Arts Group</th>
<th>Mentions</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisiana Philharmonic Orchestra</td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>New Orleans Ballet Association</td>
<td></td>
<td>43%</td>
</tr>
<tr>
<td>New Orleans Opera Association</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Southern Repertory Theater</td>
<td></td>
<td>34%</td>
</tr>
<tr>
<td>Cripple Creek Theatre Company</td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Mahalia Jackson</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Friends of Music</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Goat in the Road</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Le Petit Theatre</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>Lyric Summer Theater</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Skin Horse Theatre</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>New Orleans Symphony Chorus</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Tsunami Dance Company</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Broadway Across America</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Shakespeare</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>NOCCA</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Lyric Summer Theater</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Le Petit Theatre</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Goat in the Road</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Music</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Friends of Music</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Mahalia Jackson</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Theatre</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Ogden Events</td>
<td></td>
<td>5%</td>
</tr>
</tbody>
</table>

The chart shows the percentage of respondents mentioning each performing arts group.
Unprompted Performing Arts Events Awareness

Q5.) Thinking of all the ticketed performing arts events in your area, what performing arts groups come to mind? Base = 325  Multiple Mentions Accepted

Other Mentions (Less than 5%)

- Airlift Music Box House
- Allen Toussaint
- Allways Lounge
- Alternative Collaborative Dance
- Alvin Alley Dance Troupe
- Anders Osborne
- Anthony Bean Theatre
- Astral Project
- Belly Dancing
- Black & White
- Black Box Theater
- Black Forest Fancies Theater
- Blue Men Group
- Boston Pops
- Brass Bands
- Broadway at Mahalia Jackson
- Bustout Burlesque
- CACNO
- Chamber Music Society
- Chard Gonzalez Dance Theatre
- Chazfest
- Cirque de Soleil
- Comedy Shows
- Concerts
- Corbian
- Creole Opera
- Crescent City Youth Theatre
- Crescent Theatre Colective
- D’Project
- Dance
- Delgado Theatre
- Delta Ballet
- Drag Shows
- Elm Theatre
- Encore Production
- Fauberg Quartet
- Fleur de Tease
- Four Humor’s Theater
- Frederick Mead
- Galactic
- Gay Man’s Chorus
- Georgia Boys
- Gold Mine Poetry Reading
- Greater New Orleans Youth Orchestra
- Hamlet Play
- Healing Center Stage
- Helen Gillet
- House of Blues
- Jay Theater
- Jazz at the Sandbar
- Jazz in Clubs
- Jise Torres Tama
- Joffrey Ballet
- Jonathan Mares Productions
- K’nafu
- KD Lang
- Kiss Kiss Julie
- Kumbuka
- LaNuit Comedy
- Le Chat Noir
- Lion King
- Local Theater
- Loyola
- Mardi Gras Indians
- Mark Grow Den
- MASNO
- Metropolitan Opera
- Micalopoulos Studio
- Michael White
- Minnesota Theater
- Mondo Bizarro
- Morphine
- Movement Theater
- Mudlark Theatre
- Musaica
Unprompted Performing Arts Events Awareness

Q5.) Thinking of all the ticketed performing arts events in your area, what performing arts groups come to mind? Base = 325  *Multiple Mentions Accepted*

<table>
<thead>
<tr>
<th>Other Mentions (Less than 5%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Musical Journeys</td>
</tr>
<tr>
<td>• N.O. Jazz Orchestra</td>
</tr>
<tr>
<td>• New Movement Theater</td>
</tr>
<tr>
<td>• New Noise</td>
</tr>
<tr>
<td>• New Resonance Orchestra</td>
</tr>
<tr>
<td>• Nine Lives</td>
</tr>
<tr>
<td>• Ninth Ward Opera Company</td>
</tr>
<tr>
<td>• Noisician Coalition</td>
</tr>
<tr>
<td>• NOMA Events</td>
</tr>
<tr>
<td>• Nomadic Tribal</td>
</tr>
<tr>
<td>• NY Philharmonic</td>
</tr>
<tr>
<td>• Of Morning Colors</td>
</tr>
<tr>
<td>• Playhouse in the Square</td>
</tr>
<tr>
<td>• Plays</td>
</tr>
<tr>
<td>• Possible Side Effects</td>
</tr>
<tr>
<td>• Preservation Hall</td>
</tr>
<tr>
<td>• Quintron</td>
</tr>
<tr>
<td>• Rivertown Repertory Theater</td>
</tr>
<tr>
<td>• Rocking Doopsie</td>
</tr>
<tr>
<td>• Running with Scissors</td>
</tr>
<tr>
<td>• SCNO</td>
</tr>
<tr>
<td>• Scott Heron Dance</td>
</tr>
<tr>
<td>• Shadow Box</td>
</tr>
<tr>
<td>• Silk Dress Productions</td>
</tr>
<tr>
<td>• Slam Poetry</td>
</tr>
<tr>
<td>• Snug Harbor</td>
</tr>
<tr>
<td>• Soul Rebels</td>
</tr>
<tr>
<td>• St. Paul’s Chamber Orchestra</td>
</tr>
<tr>
<td>• Stooges Brass Band</td>
</tr>
<tr>
<td>• Tennessee William’s Theatre</td>
</tr>
<tr>
<td>• The Music Box</td>
</tr>
<tr>
<td>• The Pfister Sisters</td>
</tr>
<tr>
<td>• The Splitz</td>
</tr>
<tr>
<td>• Theater Memphis</td>
</tr>
<tr>
<td>• Theatre UNO</td>
</tr>
<tr>
<td>• Three Ring Circus</td>
</tr>
<tr>
<td>• Tipitina’s</td>
</tr>
<tr>
<td>• Trombone Shorty</td>
</tr>
<tr>
<td>• UNO Jazz Ensemble</td>
</tr>
<tr>
<td>• UNO Musical Excursions</td>
</tr>
<tr>
<td>• UNO Pac</td>
</tr>
<tr>
<td>• Vocal Arts Chorale</td>
</tr>
<tr>
<td>• Voices of the Big Easy</td>
</tr>
<tr>
<td>• Voodoo Fest</td>
</tr>
<tr>
<td>• Yojimbo</td>
</tr>
<tr>
<td>• Zoo to Doo</td>
</tr>
<tr>
<td>• Zulu Connection</td>
</tr>
</tbody>
</table>
Prompted Performing Arts Groups Awareness

Q6.) Which of the following performing arts groups have you seen perform in the past 12 months?  
Base = 373  Those who have attended an event in the past

- New Orleans Jazz Festival 42%
- New Orleans Fringe Festival 39%
- Louisiana Philharmonic Orchestra 33%
- Southern Repertory Theater 32%
- Ogden After Hours 31%
- New Orleans Opera Association 28%
- New Orleans Ballet Association 27%
- The NOLA Project 24%
- Broadway at Mahalia Jackson 24%
- NOMA Where Y'Art 21%
- Cripple Creek Theater Company 19%
- Artspot Productions 17%
- New Orleans Jazz Orchestra 15%
- Tsunami Dance Company 13%
- Mondo Bizarro 11%
- Friends of Music 11%
- Musical Excursions at UNO 8%
- New Noise 6%
- Other 33%
Venues Visited

Q7.) In which of the following VENUES have you experienced a performing arts group in performance in the past 12 months?

Base = 373  Those who have attended an event in the past

- Mahalia Jackson Theatre: 36%
- Ogden Museum of Southern Art: 35%
- Contemporary Arts Center: 34%
- Southern Rep: 30%
- Snug Harbor: 29%
- Shadowbox Theatre: 28%
- NOCCA: 27%
- Dixon Hall: Tulane University: 26%
- Roussel Performance Hall: Loyola University: 26%
- Zeitgeist Multi-Disciplinary Arts Center: 25%
- Irvin Mayfield's Jazz Playhouse at Royal Sonesta: 24%
- New Orleans Arena: 23%
- The Stage Door Canteen: 22%
- Nims Theatre: UNO: 21%
- Lakefront Arena UNO: 21%
- Republic New Orleans: 20%
- Joy Theater: 20%
- Other: 17%
- Other: 14%
- Other: 14%
- Other: 13%
- Other: 11%
- Other: 11%
- Other: 11%
- Other: 10%
- Other: 10%
- Other: 10%
- Other: 8%
- Other: 6%
- Other: 5%
- Other: 4%

Note: Other venues include various locations and events, as indicated by the bar chart.
Section D

Triggers and Barriers to Attendance
Deterrents to Attending Performing Arts Events

Q8.) Using a scale of 1 to 5 where “1” means “Strongly Disagree” and “5” means “Strongly Agree,” please rate the extent to which each of the following would deter you from attending ticketed performing arts events. Base = 296

<table>
<thead>
<tr>
<th>Deterrent</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of tickets</td>
<td>28%</td>
<td>42%</td>
<td>16%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Level of effort to purchase tickets</td>
<td>11%</td>
<td>31%</td>
<td>22%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Parking issues</td>
<td>17%</td>
<td>24%</td>
<td>26%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Personal opinion of artists / performers</td>
<td>8%</td>
<td>9%</td>
<td>22%</td>
<td>20%</td>
<td>31%</td>
</tr>
<tr>
<td>Other events are offered for free</td>
<td>6%</td>
<td>31%</td>
<td>26%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Distance from home or work to event</td>
<td>28%</td>
<td>25%</td>
<td>25%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Safety in areas in which performing arts events are held</td>
<td>12%</td>
<td>20%</td>
<td>22%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Leisure activity funds are used elsewhere</td>
<td>12%</td>
<td>20%</td>
<td>22%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>No one I know is interested in attending</td>
<td>12%</td>
<td>20%</td>
<td>22%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Advertising of show</td>
<td>6%</td>
<td>22%</td>
<td>21%</td>
<td>30%</td>
<td>13%</td>
</tr>
<tr>
<td>Familiarity with where / how to purchase tickets</td>
<td>6%</td>
<td>22%</td>
<td>34%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Length of event</td>
<td>21%</td>
<td>26%</td>
<td>27%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>I do not feel like I belong at this type of event</td>
<td>9%</td>
<td>36%</td>
<td>22%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Performing arts events are too formal</td>
<td>4%</td>
<td>22%</td>
<td>22%</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>Unable to find a babysitter</td>
<td>20%</td>
<td>20%</td>
<td>46%</td>
<td>40%</td>
<td>19%</td>
</tr>
<tr>
<td>Performing arts organization(s) are not financially stable</td>
<td>23%</td>
<td>38%</td>
<td>38%</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>Performing arts events are too casual</td>
<td>20%</td>
<td>25%</td>
<td>52%</td>
<td>40%</td>
<td>19%</td>
</tr>
</tbody>
</table>

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree
Other Deterrents to Attendance

Q9.) What other factors would deter you from attending ticketed performing arts events? Please provide a detailed response.
Base = 146

1. Cost
2. Conflicting Schedules/Performances
3. Content
4. Lack of Awareness/Advertising
5. Bad Reviews
6. Smoking
7. Late Start Time
8. Performer
9. No Company to Attend With
10. Date of Performance
11. Additional Ticket Fees
12. Bad Performers
13. Performance Runs too Short
14. Overcrowding
15. Weather
16. Donations Asked For After Ticket Purchase
17. Not Familiar with Area
18. Other

Percentage Distribution:
- Cost: 17%
- Conflicting Schedules/Performances: 17%
- Content: 14%
- Lack of Awareness/Advertising: 6%
- Bad Reviews: 4%
- Smoking: 3%
- Late Start Time: 3%
- Performer: 2%
- No Company to Attend With: 2%
- Date of Performance: 2%
- Additional Ticket Fees: 2%
- Bad Performers: 2%
- Performance Runs too Short: 1%
- Overcrowding: 1%
- Weather: 1%
- Donations Asked For After Ticket Purchase: 1%
- Not Familiar with Area: 1%
- Other: 19%
### Triggers to Attending Performing Arts Events

Using a scale of 1 to 5 where “1” means “Strongly Disagree” and “5” means “Strongly Agree,” please rate the extent to which each of the following would encourage you to attend ticketed performing arts events. Base = 296

<table>
<thead>
<tr>
<th>Trigger</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone wants me to attend the event with them</td>
<td>36%</td>
<td>49%</td>
<td>12%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Date and time of event</td>
<td>20%</td>
<td>51%</td>
<td>25%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Price of tickets</td>
<td>22%</td>
<td>47%</td>
<td>22%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Advertising of show</td>
<td>15%</td>
<td>41%</td>
<td>34%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Opinion of artists / performers</td>
<td>22%</td>
<td>32%</td>
<td>27%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Distance from home or work to event</td>
<td>11%</td>
<td>40%</td>
<td>31%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Length of event</td>
<td>6%</td>
<td>29%</td>
<td>43%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Other events are offered for free</td>
<td>6%</td>
<td>20%</td>
<td>43%</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Leisure activity funds are used elsewhere</td>
<td>6%</td>
<td>10%</td>
<td>47%</td>
<td>24%</td>
<td>13%</td>
</tr>
<tr>
<td>Babysitting is available</td>
<td>5%</td>
<td>6%</td>
<td>54%</td>
<td>6%</td>
<td>28%</td>
</tr>
</tbody>
</table>

---

*Note: The percentages indicate the proportion of respondents choosing each level on the scale.*
Other Triggers to Attendance

Q11.) What other factors would encourage you to attend ticketed performing arts events? Please provide a detailed response.
Base = 129

- Good Reviews / Word of Mouth: 12%
- High Quality: 8%
- Feeling Interested: 7%
- Content: 7%
- Low Price / Cost: 7%
- Performer Ratings, Fame, etc.: 6%
- Easy to Get To / Location: 6%
- Friends Involved in Performance: 5%
- Refreshments Available: 3%
- Company to Attend With: 3%
- Advertising: 2%
- Kid and Dog Friendly: 2%
- Getting Reminders: 2%
- Good Venue: 2%
- No Late Start: 2%
- Club / Restaurant Nearby: 2%
- Free: 2%
- Other: 19%
Other Triggers to Attendance

Q11.) What other factors would encourage you to attend ticketed performing arts events? Please provide a detailed response.
Base = 129

<table>
<thead>
<tr>
<th>Other Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ability to Meet Performers</td>
</tr>
<tr>
<td>• Activities Around Venue for Before/After</td>
</tr>
<tr>
<td>• Better Events Calendar</td>
</tr>
<tr>
<td>• Contemporary Plays</td>
</tr>
<tr>
<td>• Cutting Edge</td>
</tr>
<tr>
<td>• Date</td>
</tr>
<tr>
<td>• Ethical Company</td>
</tr>
<tr>
<td>• Good Value</td>
</tr>
<tr>
<td>• Green Efforts</td>
</tr>
<tr>
<td>• If James Westfall is Performing</td>
</tr>
<tr>
<td>• Longer Runs</td>
</tr>
<tr>
<td>• Loyalty to a Venue</td>
</tr>
<tr>
<td>• More Local Artists</td>
</tr>
<tr>
<td>• No Ticket Fees</td>
</tr>
<tr>
<td>• Smaller Venue</td>
</tr>
<tr>
<td>• Women</td>
</tr>
</tbody>
</table>
Drivers of Decision to Attend Events

Q12.) Using a scale of 1 to 5 where “1” means “Not At All Important” and “5” means “Very Important,” please rate the importance of the following elements when deciding which performing arts event to attend in the Greater New Orleans area? Base = 296

- **Event Details**: 27% Very Important, 59% Important, 11% Neither, 11% Not Important, 12% Not At All Important
- **Word of Mouth**: 28% Very Important, 52% Important, 15% Neither, 3% Not Important, 2% Not At All Important
- **Venue**: 15% Very Important, 55% Important, 22% Neither, 6% Not Important, 2% Not At All Important
- **Producing / Presenting Institution**: 12% Very Important, 43% Important, 31% Neither, 11% Not Important, 4% Not At All Important
- **Media Mix / Advertising for Event**: 7% Very Important, 43% Important, 34% Neither, 11% Not Important, 5% Not At All Important
Section E
Ticket Purchase
Ticket Purchase Outlets

Q13.) Which of the following do you prefer when purchasing tickets to performing arts events in the Greater New Orleans area?

Base = 296

- **Online**: 64%
- **In Person**: 17%
- **Email**: 7%
- **Telephone**: 6%
- **Other**: 6%
Website Used

Q14.) Please specify the website used when purchasing tickets to performing arts events in the Greater New Orleans Area.
Base = 188

- Venue / Performer Website: 42%
- Ticketmaster: 27%
- LPO Website: 4%
- Eventbrite: 4%
- Various: 2%
- Have not Used One: 2%
- Avoid Ticketmaster: 2%
- Google: 1%
- Brown Bag Tickets: 1%
- Other: 7%
- Don't Know/Remember: 8%
Method of Payment

Q15.) Which of the following methods of payment do you prefer when purchasing tickets to performing arts events in the Greater New Orleans area?
Base = 296

- Credit Card: 82%
- Cash: 8%
- Pay Pal: 6%
- Other: 4%
Handling Fee

Q16.) What is a reasonable added-on ticket handling fee to book tickets through a ticket agent (i.e. amount above price of ticket)?

Base = 295

- Less than $1: 34%
- $1 to $2.99: 50%
- $3 to $3.99: 8%
- $4 to $4.99: 4%
- $5 to $5.99: 3%
- $6 to $6.99: 0%
- $10 or More: 1%
Encourage More Frequent Attendance

Q17.) What would encourage you to attend performing arts events more frequently? Base = 426

- Interest Among Peers to Attend: 41%
- Discounts: 40%
- Personal Invitation from Performing Arts Group: 24%
- Seat Upgrades: 20%
- Advertising: 17%
- Interest From or Potential Entertainment for Your Children: 6%
- Other: 14%
Section F
Communications
Preferred Communication

Q18.) How would you prefer to receive communication about ticketed performing arts events?
Multiple responses accepted.
Base = 426
Outlets for Communication

Q19.) What outlets do you use to find information about performing arts events? *Multiple responses accepted.*
Base = 426

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Response Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Gambit</td>
<td>47%</td>
</tr>
<tr>
<td>nola.com</td>
<td>38%</td>
</tr>
<tr>
<td>Lagniappe</td>
<td>32%</td>
</tr>
<tr>
<td>wwoz.org/new-orleans-community/music-calendar</td>
<td>26%</td>
</tr>
<tr>
<td>bestofneworleans.com</td>
<td>26%</td>
</tr>
<tr>
<td>nolavie.com</td>
<td>5%</td>
</tr>
<tr>
<td>neworleansonline.com/neworleans/arts/culturalarts.html</td>
<td>4%</td>
</tr>
<tr>
<td>noladiy.org</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>23%</td>
</tr>
</tbody>
</table>
Social Media

Q20.) Do you use social media (such as Facebook, LinkedIn, Twitter, etc.) as an outlet for information on ticketed performing arts events in Greater New Orleans?

Base = 295
Social Media Outlets

Q21.) Which social media outlets do you visit when looking for information on ticketed performing arts events? *Multiple responses accepted.*

Base = 177  *Those that use Social Media*

- Facebook: 93%
- Twitter: 22%
- YouTube: 18%
- Blogs: 15%
- Google Plus: 7%
- Foursquare: 2%
- LinkedIn: 2%
- Reddit: 1%
- Other: 5%
Blogs Visited

Q22.) Please specify the blogs visited when looking for information on ticket performing arts events.
Base = 25

- Gambit: 16%
- Best of New Orleans: 16%
- NOLA Defender: 12%
- NOLAvie: 8%
- Twitter: 4%
- NOLA Sites: 4%
- InvadeNOLA: 4%
- Google: 4%
- Facebook: 4%
- Humidbeings.com: 4%
- Clikr: 4%
- Arts Council: 4%
- Don’t Know: 16%
Section G
Comments
Additional Comments

Q23.) Please provide any additional comments on attending paid ticketed performing arts events. Base = 57

- **Should Be Less Expensive**: 11%
- **Do Not Use Ticketmaster**: 11%
- **Earlier/Better Advertising Needed**: 9%
- **More Reviews Needed Beforehand**: 5%
- **Free/Easier Parking**: 4%
- **More Dance in NO**: 4%
- **Child Friendly is Good**: 4%
- **Do Not Use Social Media**: 4%
**Additional Comments**

Q23.) Please provide any additional comments on attending paid ticketed performing arts events.

<table>
<thead>
<tr>
<th>Single Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• All Ticket Levels Should be Able to Order Drinks</td>
</tr>
<tr>
<td>• Care Mostly for High Quality Performances</td>
</tr>
<tr>
<td>• Central Website for NOLA Events Needed</td>
</tr>
<tr>
<td>• Comfortable Seats</td>
</tr>
<tr>
<td>• Corruption is Rampant at Jazzfest</td>
</tr>
<tr>
<td>• Cost Irrelevant if Someone Really Desirable</td>
</tr>
<tr>
<td>• Earlier Events</td>
</tr>
<tr>
<td>• Easy Online Ticketing Needed</td>
</tr>
<tr>
<td>• Events at Times Where Service Industry Workers can Attend</td>
</tr>
<tr>
<td>• High Ticket Prices Does Not Equal High Quality</td>
</tr>
<tr>
<td>• Keep Live Music Happening</td>
</tr>
<tr>
<td>• Like Attending Events when Know Someone in Event</td>
</tr>
<tr>
<td>• Looking Forward to Saenger and Chat Replacements</td>
</tr>
</tbody>
</table>

| • Loving Events |
| • LPO and Ballet are Portrayed as Too High Brow |
| • More Innovative Classical Music |
| • More Police Around Venues |
| • No Internet Fees |
| • Personal Invitations Desired |
| • Rehearsals Should be Free and Open |
| • Relaxed Environment and Stimulating Aesthetics are Appealing |
| • Season Tickets are Not a Good Enough Deal |
| • Seeing a Show is Healthy |
| • UNO has Done a Good Job |
| • Use More Social Media |
| • Venues/Performers Should Have a Shareable Google Calendar |
Section H
Demographics
Performing Arts Events Attendance
Q1.) During the past three years, have you attended a ticketed performing arts event in the Greater New Orleans area such as the ballet, opera, theatre or an orchestral concert?
Base = 426

Yes 88%
No 12%
Frequency of Performing Arts Attendance

Q2.) During the past 12 months on how many occasions have you attended a ticketed performing arts event in the Greater New Orleans area?

Base = 368

- Have Not Attended: 3%
- One or Two Times: 20%
- Three to Five Times: 27%
- Six to Ten Times: 25%
- Ten or More Times: 25%
Age
Q3.) Which of the following best describes your age?  
Base = 420

- 18 to 20: 1%
- 21 to 34: 34%
- 35 to 46: 22%
- 47 to 56: 21%
- 57 to 65: 15%
- 66 to 74: 6%
- 75 or More: 1%
- Refused: 1%
Gender
Q24.) Gender.
Base = 294

- Male: 36%
- Female: 64%
Q25.) What is the highest level of education you have completed?
Base = 294

- Completed Graduate School: 43%
- Completed College: 48%
- Completed High School: 8%
- Attended Vocational / Technical: 1%
Occupation
Q26.) Which of the following best describes your occupation?
Base = 294

- Professional / Technical: 32%
- Administration / Management: 18%
- Artist: 16%
- Self Employed: 9%
- Student: 7%
- Retired: 5%
- Sales / Service: 2%
- Housewife: 1%
- Clerical: 1%
- Craftsman: 1%
- Other: 7%
Q26.) What is your zip code?
Base = 293
Zip Code
Q26.) What is your zip code?

<table>
<thead>
<tr>
<th>Single Responses</th>
</tr>
</thead>
</table>
| - 02155  
- 10026  
- 22207  
- 30635  
- 55105  
- 60681  
- 70006  
- 7009   
- 70015  
- 70032  
- 70053  
- 70062  
- 70087  
- 70092  
- 70126  |
| - 70360  
- 70420  
- 70433  
- 70435  
- 70447  
- 70448  
- 70471  
- 70510  
- 70607  
- 70769  
- 71115  
- 77379  
- 87571  
- 92501 |
Seasonal Resident of New Orleans
Q28.) Are you a seasonal resident of the New Orleans area?
Base = 294

Yes 14%
No 86%
Month Arriving in New Orleans

Q29.) In what month do you normally arrive in the New Orleans area?
Base = 40  Seasonal New Orleans Residents

- January: 33%
- February: 5%
- March: 3%
- April: 3%
- May: 3%
- June: 8%
- July: 0%
- August: 10%
- September: 10%
- October: 13%
- November: 5%
- December: 13%
Month Leaving New Orleans

Q30.) In what month do you normally leave the New Orleans area?
Base = 40  Seasonal New Orleans Residents

- January: 15%
- February: 5%
- March: 3%
- April: 3%
- May: 20%
- June: 13%
- July: 18%
- August: 3%
- September: 5%
- October: 3%
- November: 3%
- December: 18%
Month Arriving/Leaving New Orleans

Q29.) In what month do you normally arrive in the New Orleans area?
Q30.) In what month do you normally leave the New Orleans area?
Base = 40  Seasonal New Orleans Residents

![Chart showing the distribution of arrivals and departures by month. The chart includes bars for each month, indicating the percentage of arrivals and departures. The months are listed in order from January to December. The highest percentage for arrivals is January at 33%, and for departures, it is also January at 15%.]
Length of Time Living In New Orleans

Q31.) How long have you lived in the New Orleans area?
Base = 252

- Less Than Two Years: 9%
- Two to Three Years: 10%
- Four to Five Years: 7%
- Six to Fourteen Years: 22%
- Fifteen or More Years: 52%
Residence Before New Orleans

Q32.) Before moving to the New Orleans area, in what city and state did you live?

Base = 196

- NYC: 13%
- NOLA: 7%
- Washington, D.C.: 4%
- San Francisco, CA: 3%
- Houston, TX: 3%
- Baton Rouge, LA: 3%
- Boston, MA: 3%
- Los Angeles, CA: 2%
- Chicago, IL: 2%
- Austin, TX: 2%
- Seattle, WA: 2%
- Ruston, LA: 2%
- Memphis, TN: 2%
- Lafayette, LA: 2%
- Brooklyn, NY: 2%
- St. Paul, MN: 2%
- St. Louis, MO: 1%
- St. Francisville, LA: 1%
- San Diego, CA: 1%
- Pensacola, FL: 1%
- Miami, FL: 1%
- Louisville, KY: 1%
- Covington, LA: 1%
- Birmingham, AL: 1%
- Atlanta, GA: 1%
- Asheville, NC: 1%
- Portland, OR: 1%
Residence Before New Orleans
Q32.) Before moving to the New Orleans area, in what city and state did you live?

<table>
<thead>
<tr>
<th>Single Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Albuquerque, NM</td>
</tr>
<tr>
<td>• Alexandria, LA</td>
</tr>
<tr>
<td>• Ann Arbor, MI</td>
</tr>
<tr>
<td>• Arlington, TX</td>
</tr>
<tr>
<td>• Asmara, Eritrea</td>
</tr>
<tr>
<td>• Athens, GA</td>
</tr>
<tr>
<td>• Beaumont, TX</td>
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<tr>
<td>• Blacksburg, VA</td>
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<tr>
<td>• Bloomington, IN</td>
</tr>
<tr>
<td>• Boulder, CO</td>
</tr>
<tr>
<td>• Bowling Green, KY</td>
</tr>
<tr>
<td>• Cambridge, England</td>
</tr>
<tr>
<td>• Charleston, SC</td>
</tr>
<tr>
<td>• College Park, MD</td>
</tr>
<tr>
<td>• College Station, TX</td>
</tr>
<tr>
<td>• Columbia, SC</td>
</tr>
<tr>
<td>• Conway, AR</td>
</tr>
<tr>
<td>• Crowley, TX</td>
</tr>
<tr>
<td>• Dallas, TX</td>
</tr>
<tr>
<td>• Denver, CO</td>
</tr>
<tr>
<td>• Detroit, MI</td>
</tr>
<tr>
<td>• Edison, NJ</td>
</tr>
<tr>
<td>• Eugene, OR</td>
</tr>
<tr>
<td>• Greenville, SC</td>
</tr>
<tr>
<td>• Grinnell, IA</td>
</tr>
</tbody>
</table>

| • Huntington Beach, CA |
| • Jacksonville, MS |
| • Kansas City, MO |
| • Las Vegas, NV |
| • Leesville, LA |
| • Lexington, KY |
| • Lincoln, NE |
| • Long Beach, CA |
| • Madison, WI |
| • Milwaukee, WI |
| • Montgomery, AL |
| • Nacogdoches, LA |
| • Naples, FL |
| • Natchitoches, LA |
| • New Haven, CT |
| • Opelousas, LA |
| • Orlando, FL |
| • Oxford, MS |
| • Paris, France |
| • Philadelphia, PA |
| • Picayune, MS |
| • Pittsburgh, PA |
| • Prairieville, LA |
| • Providence, RI |
| • Raleigh, NC |

| • Roanoke, VA |
| • Rochester, NY |
| • San Antonio, TX |
| • San Jose, CA |
| • Santa Clara, CA |
| • Sao Paulo, Brazil |
| • Shreveport, LA |
| • Slidell, LA |
| • Solana Beach, CA |
| • Swedesboro, NJ |
| • Tallahassee, FL |
| • Tampa, FL |
| • Taos, NM |
| • Tillamook, OR |
| • Tuscaloosa, AL |
| • Tylertown, MS |
| • Union County, NJ |
| • Virginia Beach, VA |
| • West Palm Beach, FL |
| • Wimberley, TX |
| • Winnipeg, Canada |
| • Woodbridge, VA |
| • Zurich, Switzerland |
Marital Status

Q33.) Which of the following best describes your marital status?

Base = 286

- Married / In Partnership with No Children: 34%
- Single Living Alone: 33%
- Married / In Partnership with Children: 16%
- Single Sharing Living Quarters with Non-Partner(s): 14%
- Single with Children: 4%
Ethnicity

Q34.) Which of the following best describes your ethnicity?
Base = 286

- Caucasian: 82%
- African-American: 5%
- Hispanic: 3%
- Asian: 3%
- Native American: 1%
- Caribbean-American: 0%
- Other: 6%
Number of People Living In Household

Q35.) How many people do you have living in your household?
Base = 286

- One Person Household: 33%
- Two Person Household: 47%
- Three Person Household: 10%
- Four Person Household: 7%
- Five or More Person Household: 4%
Incomes

Q35.) Which of the following best describes your total annual household income? Base = 286

- Less than $15,000: 7%
- $15,000 to $19,999: 4%
- $20,000 to $29,999: 8%
- $30,000 to $39,999: 11%
- $40,000 to $49,999: 12%
- $50,000 to $74,999: 20%
- $75,000 to $99,999: 18%
- $100,000 to $124,999: 8%
- $125,000 to $149,999: 3%
- $150,000 or More: 10%
Section I
Conclusions and Recommendations
Meaning of Performing Arts

Some are unable to define “Performing Arts” suggesting that educational elements related to the definition could be subtly included in marketing and communications.

• There is a significant percentage who are unable to provide a definition of “Performing Arts.”

• Notably, some of the most popular Performing Arts events identified include those that would not typically be included in a definition of paid ticketed performing arts events:
  • New Orleans Jazz Festival (50%)
  • New Orleans Fringe Festival (42%)
  • Ogden After Hours (31%)

• There is an opportunity to define Performing Arts for the general public in order to differentiate the Performing Arts from other art forms.
Attendance Decision Drivers

Event details and venue are critical to decision making.

- Information is the most important decision driver (Event details - 86%). The more information that is available about the event the more likely people are to attend.

- When prompted, 70% said that venue was an important factor when deciding which events to attend.

- Advertising was also considered a decision driver for nearly half of the study participants.
Barriers to Attendance

Offering performances that are perceived as relevant, easy to attend, and at reasonable cost will assist in increasing audiences.

- Cost of tickets is the greatest deterrent with 70% identifying it as a reason they would not attend a ticketed performing arts event; however, there is evidence that if other marketing and communications issues are addressed, price could become less of a hindrance.
- The more effort it takes to attend the event the less likely audiences are to be show up. Level of effort to purchase ticket was cited as a deterrent by 44% and parking issues was identified by 42%.
- The level of formality was not considered a strong deterrent with only 10% saying they would not attend if the event was too formal and even fewer (3%) saying they would not attend if the event was too casual.
- Personal reasons for not attending were mentioned with less frequency: conflicting schedules (17%), no babysitter (8%), and no one to attend with (2%).
- Venue is not a top-of-mind deterrent.
Triggers To Attendance

Encouraging networking among audiences and developing ways in which people can find companions to attend events may assist in increasing audiences.

• The most popular reasons cited for attending a Performing Arts event were: the attendee has someone to go with (85%), the date of the event (71%), cost (69%), and advertising (56%).

• Focusing on the stronger elements of events (e.g., event type / venue) in marketing and communications may successfully introduce new Performing Arts experiences to the New Orleans populace.
Ticket Purchase

Currently, the initial place / outlet of information on a performing arts event is not where the tickets are purchased (e.g., Facebook or band’s website). Creating less click-through to end purchase may increase ticket sales.

• Most prefer to purchase tickets online (64%). The next most common manner of ticket purchase was “in person” (17%).
• Websites visited to purchase tickets include the venue/performer sites (42%) and Ticketmaster (27%). The vast majority (82%) pay for their tickets with credit cards.
• 84% believe that a handling fee of $2.99 or less is an appropriate amount to charge for online ticket purchase.
• Receiving discounts (40%) may encourage attendance.
• Offering 2 for 1 deals or group discounts may be a way to increase frequent attendance.
Communication

A combination of channels should be used to promote Performing Arts events. The most prefer personal communications: Email (53%) and Social Media (30%). Gambit (47%), NOLA.com (38%), and Lagniappe (32%) are key resources for Performing Arts information.

- Of those who use social media to locate information about events, 93% said that they use Facebook.

- The least preferred forms of communication are US Mail (13%) and text messages (4%).

- Preferred forms of mass communication are print (21%) and radio (19).

- Least preferred forms of mass communication are television (11%) and outdoor (9%)
Section J

Acknowledgements
Acknowledgements

The University of New Orleans Graduate Program in Arts Administration is proud to have played a leadership role in this important research both as a significant educational experience for our students and, we hope, a benefit to the cultural community of greater New Orleans. We deeply appreciate the inspiring partnership of Q2 Insights, Inc. and Kirsty Nunez in developing, conducting and analyzing this important survey, and providing our students an invaluable learning opportunity at the highest professional level. We also acknowledge the support of the UNO College of Liberal Arts, Alumni Affairs and Office of Communications, and the dynamic participation of a number of institutions and individuals, most notably but not limited to the following:

Arts Council of New Orleans
New Orleans Opera Association
New Orleans Museum of Art
New Orleans Fringe Festival
Cripple Creek Theatre Company
New Noise Theatre Company
Marigny Opera House
Southern Rep
The Gambit
Acknowledgements

Mike Adler  
Brooke Barrios  
Jane Marie Dawkins*  
Susan Dunlap  
Jennifer Edwards*  
Adam Falik  
April Hamm*  
Meredith Harper  
Youngshin Jeong *  
Dave Hurlbert  
Susan Krantz

Chi Ma*  
Gene Meneray  
Adam Norris  
Alysia Savoy*  
Katy Simmons*  
Todd Simmons  
Bobby Skinner  
Jeremy Smith*  
Lauren Quinn Ward*  
Grace Wilson

Harmon Greenblatt, Director  
Tony Micocci, Assistant Director  
The University of New Orleans Graduate Program in Arts Administration  
www.uno.edu/artsadmin/

* Members of AADM 6503 Marketing Class Spring 2012