

{chamber **music** columbus}||

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**Report on an Evaluation Survey
Conducted March 22, 2003**

**At the CCMS 55th Chamber Music Series
concert by *I Musici***

Southern Theatre

Columbus, Ohio

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Introduction

The Columbus Chamber Music Society periodically conducts an audience survey designed to measure programming preferences and perceptions about the Society's overall performance. Because we expected a large and diverse turnout for a concert by *I Musici* during the 2002-2003 season, we chose to conduct such a survey at that concert. Of course, the makeup of our audience reflects preferences for the type of music and artists represented by a given program, and since *I Musici* is likely to attract those partial to music of the Baroque period, some care must be taken in interpreting results. Since it is impractical for us to poll audiences to this degree of detail at all or very many concerts, we chose a concert expected to draw a large turnout with full awareness of the potential for bias.

Volunteers handed out the survey form in the lobby as the audience entered the Southern Theatre. The volunteers verbally encouraged participation and mentioned that completed forms could be entered into a drawing for a compact disk. We believe that nearly all of the 542 attendees at the concert received a form.

We received 202 completed or partially completed forms, with almost equal numbers from CCMS subscribers and non-subscribers. We are pleased with this return and are satisfied that the results yielded important and credible information that will prove useful to the Board of Trustees in our planning and decisions.

On the following pages, the survey questions are reproduced, numbered as they were on the form, though formatting is modified slightly so that the tabulated results can be displayed in place. The section headings did not appear in the original survey form, but are used here to convey the general intent of the questions. The appendix includes a copy of the survey form as originally formatted.

This report does not undertake to interpret the results of the survey, but simply to provide information to aid the board in planning and decisions. In addition to its internal value, believe that it will be of interest to our funding partners, our colleagues and collaborators in the local arts community, our members and friends, and the artists we present. The report is intended to be openly available to the public, and will be posted on our web site.

We do not feel that we need to survey these same preferences on an annual basis. Future surveys are likely to deal with audience awareness and evaluation of our outreach and education programs, efforts to reach underserved communities, and other issues that affect our policies and planning.

NOTE: At the time of this survey, the membership of the Columbus Chamber Music Society had just approved our name change to Chamber Music Columbus, to take effect for the following season. Since we were still operating under the old name at the time of this concert, and since many in the audience may not have even known about the pending change, this survey was conducted and its results are now reported using our long-standing name as of the time of the survey. For internal consistency, our old name and abbreviation, CCMS, are used throughout this report.

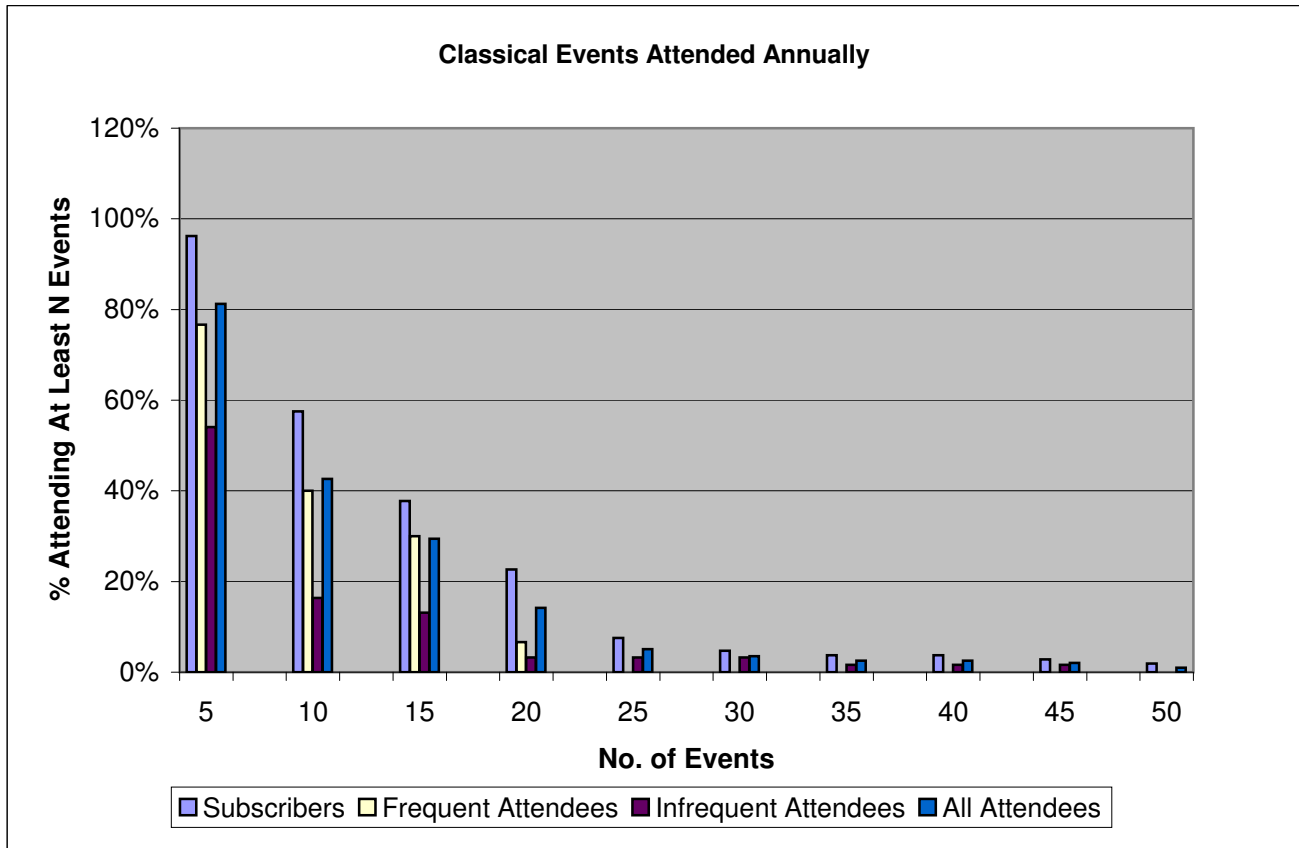
1. Audience Statistics

Concert: I Musici
 Date: 22-Mar-03
 Attendance: 542
 Surveys Returned: 202

1 Please tell us something about yourself as a listener and concertgoer:

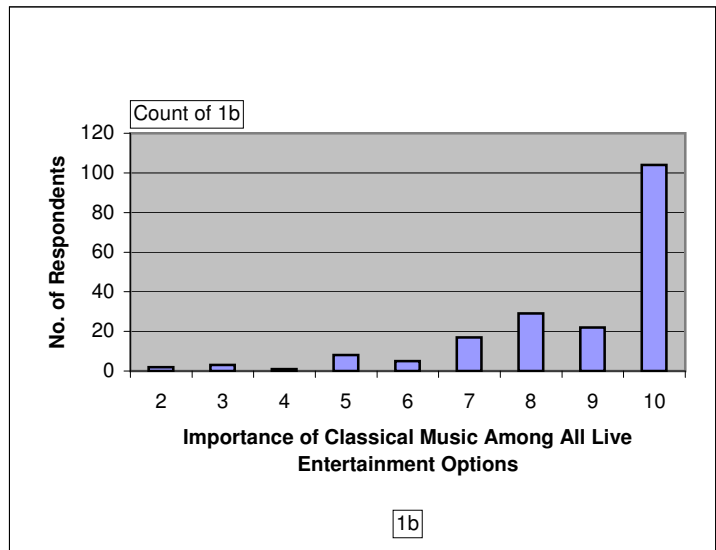
a. I attend approximately ____ classical music events per year.

	Avg. No.
CCMS Subscribers:	16.4
Frequent CCMS Attendees:	11.4
Infrequent CCMS Attendees:	8.4
All non-subscribers:	9.4
All respondents:	13.1



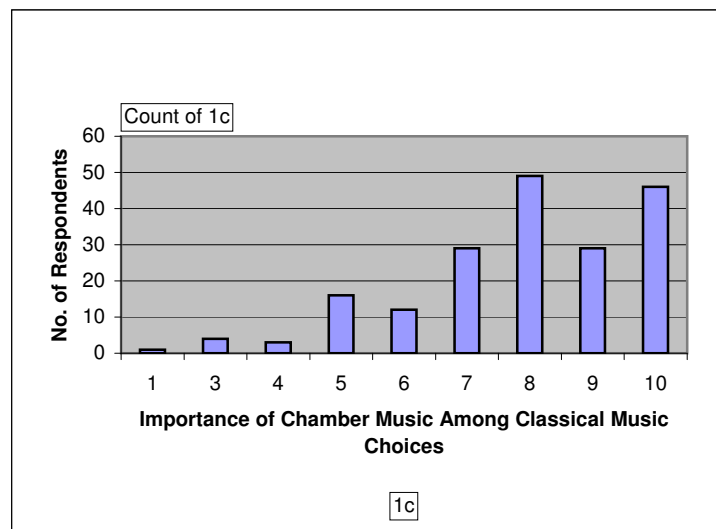
b. On a scale of 0 (none) to 10 (very high), classical music ranks ____ in importance among my overall live entertainment options.

	Avg. Rating
CCMS Subscribers:	9.1
Frequent CCMS Attendees:	9.1
Infrequent CCMS Attendees:	8.0
All non-subscribers:	8.4
All respondents:	8.7



c. On a scale of 0 (none) to 10 (very high) chamber music ranks ____ in importance among my choices in classical music.

	Avg. Rating
CCMS Subscribers:	8.4
Frequent CCMS Attendees:	8.1
Infrequent CCMS Attendees:	7.0
All non-subscribers:	7.4
All respondents:	7.9



d. I am a (circle one):

- i. CCMS subscriber
- ii. Frequent CCMS attendee but not subscriber
- iii. Infrequent CCMS attendee

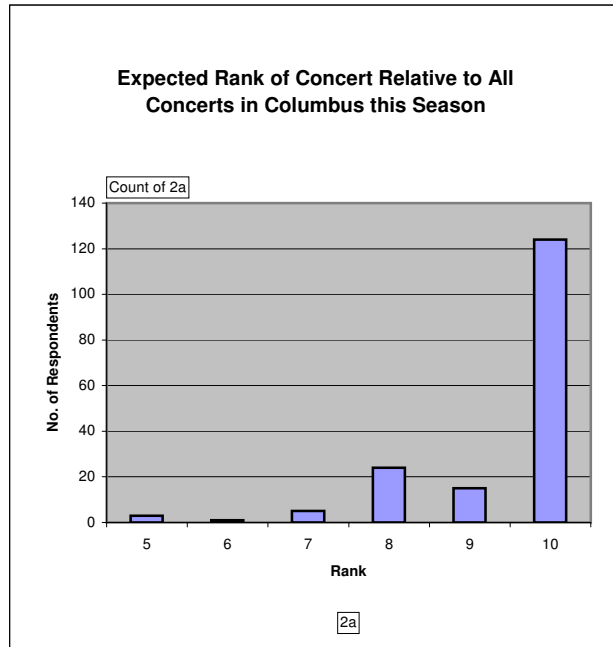
	No.
CCMS Subscribers:	106
Frequent CCMS Attendees:	30
Infrequent CCMS Attendees:	61
All non-subscribers:	91
All respondents:	197

2. Concert Expectations and Evaluation

2 Regarding this concert (you may wish to wait until intermission to complete item b):

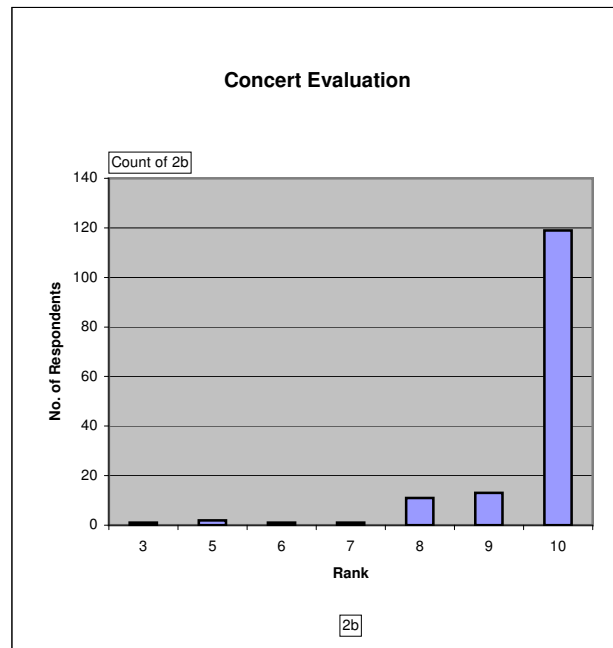
- a. Relative to other concerts available in Columbus this season, I expected this concert to rank (0 = undistinguished, 5 = average, 10 = among the very best). _____

	Avg. Rating
CCMS Subscribers:	9.6
Frequent CCMS Attendees:	9.6
Infrequent CCMS Attendees:	9.2
All non-subscribers:	9.3
All respondents:	9.4



- b. From what I've heard so far, I'd now rank it (0 = poor, 5 = average, 10 = outstanding). _____

	Avg. Rating
CCMS Subscribers:	9.7
Frequent CCMS Attendees:	9.9
Infrequent CCMS Attendees:	9.3
All non-subscribers:	9.5
All respondents:	9.6

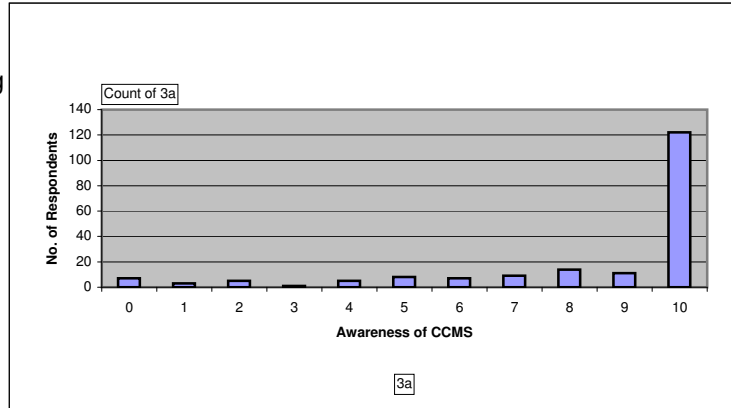


3. Ranking CCMS Recognition and Quality

3 Regarding the Columbus Chamber Music Society:

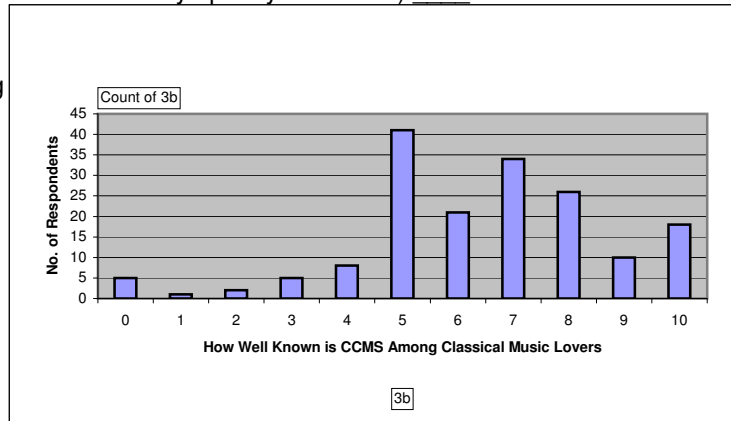
- a. Prior to this concert what was your level of awareness of the Columbus Chamber Music Society? (0 = never heard of it, 10 = I'm always aware of its concerts). ____

	Avg. Rating
CCMS Subscribers:	9.8
Frequent CCMS Attendees:	9.2
Infrequent CCMS Attendees:	5.6
All non-subscribers:	6.9
All respondents:	8.4



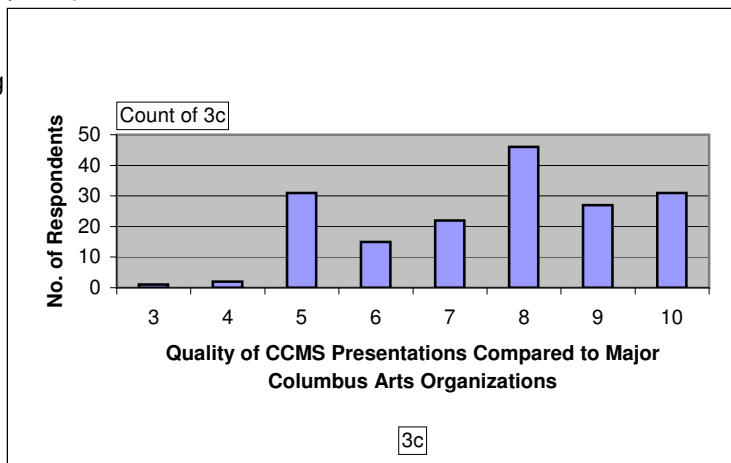
- b. Among classical music lovers how well known is the Columbus Chamber Music Society? (0 = unknown, 10 = as well known as the Columbus Symphony Orchestra) ____

	Avg. Rating
CCMS Subscribers:	6.5
Frequent CCMS Attendees:	7.8
Infrequent CCMS Attendees:	6.0
All non-subscribers:	6.6
All respondents:	6.4



- c. Relative to the major arts organizations in Columbus (CSO, Opera Columbus, BalletMet, ...) how does the quality of presentations by the Columbus Chamber Music Society stack up (0 = much lower, 5 = equal, 10 = far superior). ____

	Avg. Rating
CCMS Subscribers:	7.6
Frequent CCMS Attendees:	8.1
Infrequent CCMS Attendees:	7.5
All non-subscribers:	7.7
All respondents:	7.6

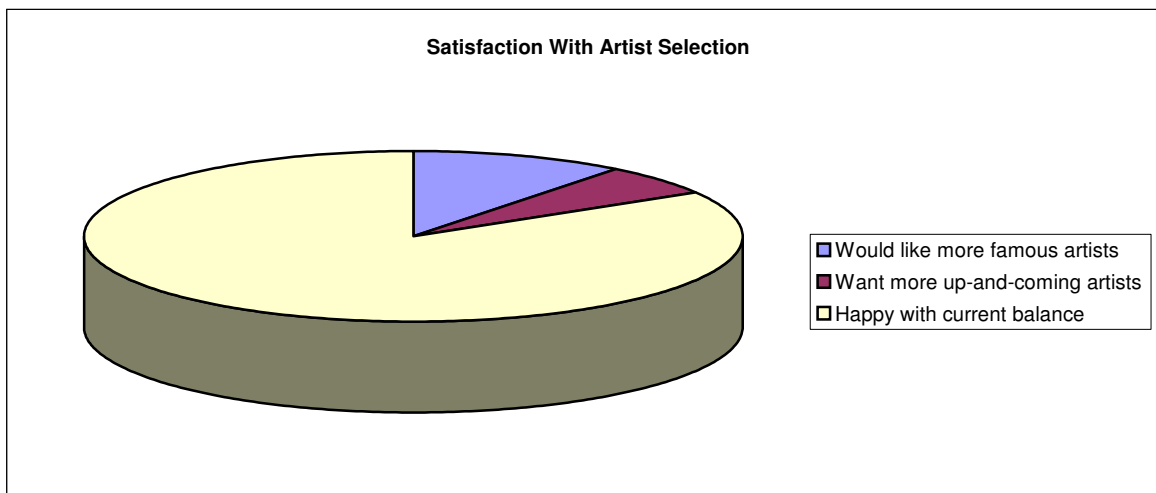


4. Preferences in Artists and Repertuore

Based upon your knowledge of this and recent seasons (or just by reviewing the information in this evening's program if you're new to us), please rate our performance in the following areas:

a. Recognition of artists (circle one)

	Subscribers		Frequent Attendees		Infrequent Attendees		All Non-subscribers		All Attendees	
	No.	%	No.	%	No.	%	No.	%	No.	%
i. Would like more high-profile artists	7	7%	5	19%	7	13%	12	14%	20	11%
ii. Would like more up-and-coming but lesser known artists	7	7%	0	0%	4	7%	4	5%	11	6%
iii. Am happy with the balance CCMS currently provides	89	86%	22	81%	45	80%	67	81%	158	84%

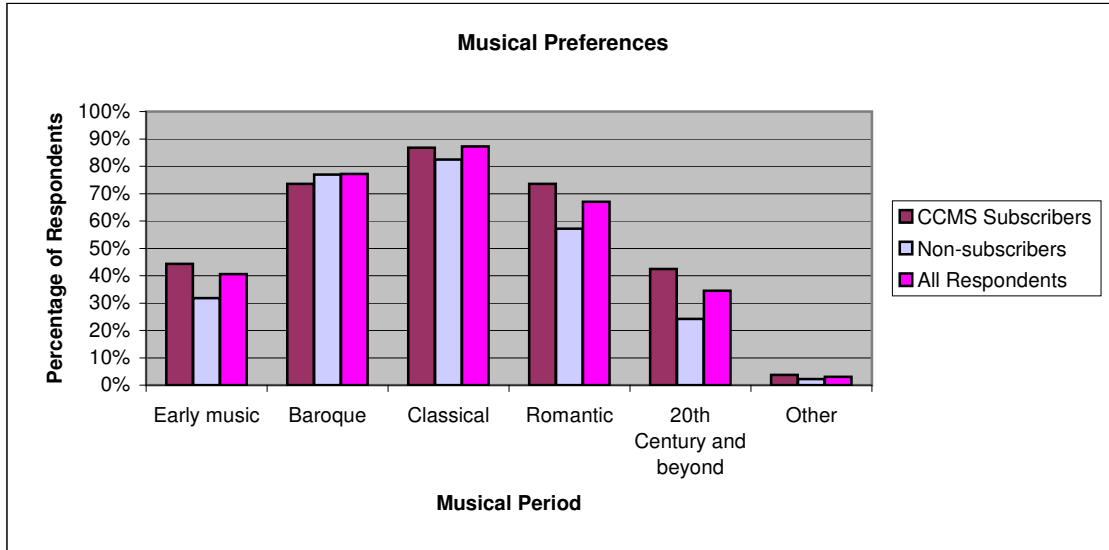


b. In recent years, CCMS has scheduled one concert that stretches the boundaries of what we usually think of as chamber music (e.g., Trio Voronezh this year or Los Tangueros two years ago). What do you think of this practice? (circle one):

	Subscribers		Frequent Attendees		Infrequent Attendees		All Non-subscribers		All Attendees	
	No.	%	No.	%	No.	%	No.	%	No.	%
i. I don't care for it. Stick to the essentials.	12	12%	5	19%	9	16%	14	17%	26	14%
ii. I'd enjoy more of the adventurous programming.	15	15%	7	26%	11	20%	18	22%	33	17%
iii. The current balance is about right.	75	73%	18	67%	31	55%	49	59%	128	68%

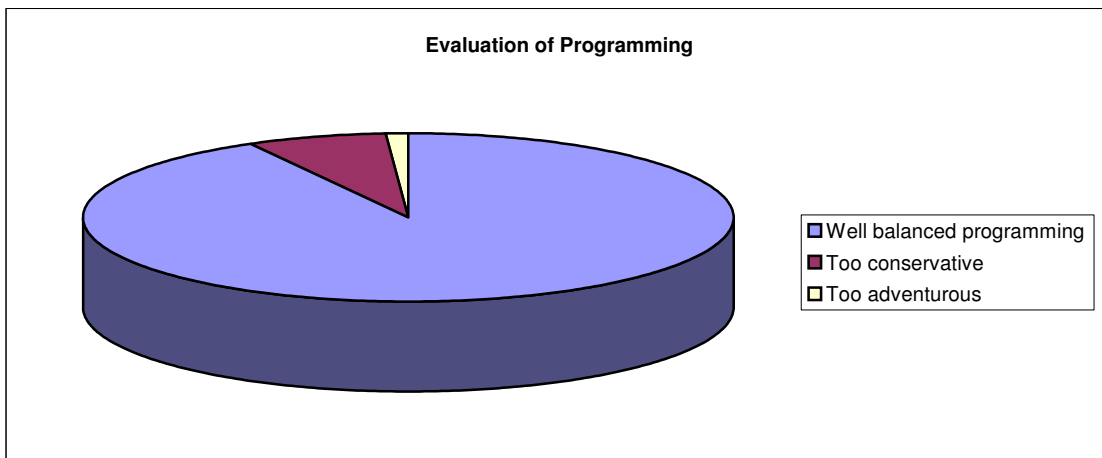
c. Please tell us what types of repertoire you favor for our concerts. Circle as many as apply:

	Subscribers		Frequent Attendees		Infrequent Attendees		All Non-subscribers		All Attendees	
	No.	%	No.	%	No.	%	No.	%	No.	%
i. Early music	47	44%	13	43%	16	26%	29	32%	80	41%
ii. Baroque	78	74%	26	87%	44	72%	70	77%	152	77%
iii. Classical	92	87%	26	87%	49	80%	75	82%	172	87%
iv. Romantic	78	74%	19	63%	33	54%	52	57%	132	67%
v. 20th Century and beyond	45	42%	10	33%	12	20%	22	24%	68	35%
vi. other _____	4	4%	2	7%	0	0%	2	2%	6	3%



d. Which of the following best describes our selection of artists and repertoire (circle one):

	Subscribers		Frequent Attendees		Infrequent Attendees		All Non-subscribers		All Attendees	
	No.	%	No.	%	No.	%	No.	%	No.	%
i. Well balanced	94	91%	26	96%	47	84%	73	88%	171	90%
ii. Too conservative	5	5%	4	15%	4	7%	8	10%	13	7%
iii. Too adventurous	2	2%	0	0%	0	0%	0	0%	2	1%

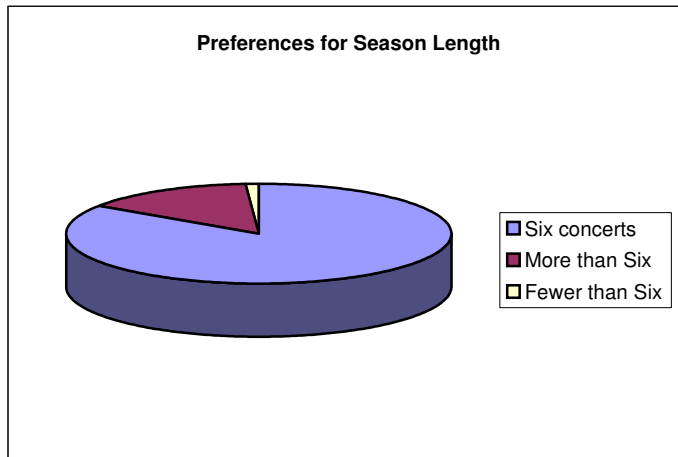


5. Preferences for Number of Concerts

Considering the other entertainment options available in Columbus, I think CCMS should (circle one or more):

	Subscribers		Frequent Attendees		Infrequent Attendees		Non-subscribers		All Attendees	
	No.	%	No.	%	No.	%	No.	%	No.	%
a. Continue its present practice of a six-concert season (give or take one).	85	80%	20	67%	39	64%	59	65%	146	74%
b. Increase the number of concerts in the season.	14	13%	4	13%	6	10%	10	11%	25	13%
c. Decrease the number of concerts in the season.	1	1%	0	0%	1	2%	1	1%	2	1%
d. Offer special concerts that are not part of the regular season.	15	14%	9	30%	17	28%	26	29%	43	22%

(NOTE: Percentages are expressed in terms of all forms received from each class. Since not everyone responded to every question, they may not add to 100%.)



6. Collaborations

CCMS is collaborating with Early Music in Columbus this year to jointly present our next concert. We have been collaborating with The Chamber Music Connection and The Ohio State University School of Music to present master classes as outreach. We're considering other forms of occasional collaboration with organizations such as CAPA and the CSO. Please circle one of the following:

	Subscribers		Frequent Attendees		Infrequent Attendees		Non-subscribers		All Attendees	
	No.	%	No.	%	No.	%	No.	%	No.	%
a. I'm in favor of CCMS collaborating with other arts presenters.	88	83%	24	80%	51	84%	75	82%	166	84%
b. I don't see the value of these collaborations.	4	4%	2	7%	2	3%	4	4%	8	4%

(NOTE: Percentages are expressed in terms of all forms received from each class. Since not everyone responded to every question, they may not add to 100%.)

Appendix I - Survey Form

Columbus Chamber Music Society
Evaluation Survey – March 22, 2003
56th Chamber Concert Series

We know that most people don't enjoy filling out these surveys, but we have good reasons for asking you to do so, and we'll enter you in a drawing to win a great CD as an incentive.

Not only does your feedback affect the planning of future seasons, but it is important to those who help fund our performances and other activities to know how well we do our job. Please help us by answering the following questions and depositing this form in the basket provided in the lobby, or give it to one of our volunteers.

For questions that ask you to rank your answer, please enter any number from 0 to 10.
Thank you very much!

1. Please tell us something about yourself as a listener and concertgoer:
 - a. I attend approximately ____ classical music events per year.
 - b. On a scale of 0 (none) to 10 (very high), classical music ranks ____ in importance among my overall live entertainment options.
 - c. On a scale of 0 (none) to 10 (very high) chamber music ranks ____ in importance among my choices in classical music.
 - d. I am a (circle one):
 - i. CCMS subscriber
 - ii. Frequent CCMS attendee but not subscriber
 - iii. Infrequent CCMS attendee
2. Regarding this concert (you may wish to wait until intermission to complete item b):
 - a. Relative to other concerts available in Columbus this season, I expected this concert to rank (0 = undistinguished, 5 = average, 10 = among the very best). ____
 - b. From what I've heard so far, I'd now rank it (0 = poor, 5 = average, 10 = outstanding). ____
3. Regarding the Columbus Chamber Music Society:
 - a. Prior to this concert what was your level of awareness of the Columbus Chamber Music Society? (0 = never heard of it, 10 = I'm always aware of its concerts). ____
 - b. Among classical music lovers how well known is the Columbus Chamber Music Society? (0 = unknown, 10 = as well known as the Columbus Symphony Orchestra) ____
 - c. Relative to the major arts organizations in Columbus (CSO, Opera Columbus, BalletMet, ...) how does the quality of presentations by the Columbus Chamber Music Society stack up (0 = much lower, 5 = equal, 10 = far superior). ____
4. Selection of Artists and Repertoire:

Based upon your knowledge of this and recent seasons (or just by reviewing the information in this evening's program if you're new to us), please rate our performance in the following areas:

 - a. Recognition of artists (circle one)
 - i. Would like more high-profile artists
 - ii. Would like more up-and-coming but lesser known artists
 - iii. Am happy with the balance CCMS currently provides

- b. In recent years, CCMS has scheduled one concert that stretches the boundaries of what we usually think of as chamber music (e.g., Trio Voronezh this year or Los Tangueros two years ago). What do you think of this practice? (circle one):
 - i. I don't care for it. Stick to the essentials.
 - ii. I'd enjoy more of the adventurous programming.
 - iii. The current balance is about right.

- c. Please tell us what types of repertoire you favor for our concerts. Circle as many as apply:
 - i. Early music
 - ii. Baroque
 - iii. Classical
 - iv. Romantic
 - v. 20th Century and beyond
 - vi. other _____

- d. Which of the following best describes our selection of artists and repertoire (circle one):
 - i. Well balanced
 - ii. Too conservative
 - iii. Too adventurous

5. Quantity of programming.

Considering the other entertainment options available in Columbus, I think CCMS should (circle one or more):

- a. Continue its present practice of a six-concert season (give or take one).
- b. Increase the number of concerts in the season.
- c. Decrease the number of concerts in the season.
- d. Offer special concerts that are not part of the regular season.

6. Collaboration:

CCMS is collaborating with Early Music in Columbus this year to jointly present our next concert. We have been collaborating with The Chamber Music Connection and The Ohio State University School of Music to present master classes as outreach. We're considering other forms of occasional collaboration with organizations such as CAPA and the CSO. Please circle one of the following:

- a. I'm in favor of CCMS collaborating with other arts presenters.
- b. I don't see the value of these collaborations.

7. Please add any other comments you'd like to make. Thanks again.

If you would like to be entered into a drawing to win a CD (or be on our mailing list), please complete (or if you'd rather this be anonymous, fill out a pink card in the lobby for the drawing):

Name: _____ Phone: _____
 Address: _____ Email: _____
 City/St/Zip: _____

Appendix II – Digest of Written Comments from Survey

Digest of All Comments from Evaluation Survey

Columbus Chamber Music Society

I Musici Concert, March 22, 2003, Southern Theatre

Provide low cost tickets to Columbus school children; need to get young people involved

Please keep concerts on Sat. for out-of-town attendees

Would like to hear about 1 wind quartet per season.

Would like to be notified of the master classes

Play up the acoustics of the Southern. This is the way chamber music should be heard.

Artists frequently too low-budget. Bring back Concertante, Vermeer String Quartet, Eroica Trio, Beaux Arts Trio.

Please continue the good work!

It's been a lovely season!

I really have enjoyed this season, my first!!

I like the master class idea. This is our first year as Subscriber. We have very much enjoyed the concerts. We like more conservative music in general, but have had great satisfaction from the customer service, venue of the Southern Theatre, and the music we've heard.

Great concert! Congrats!

I enjoy the Battelle Piano!

Please try to have one collaboration and one regular concert for each season that are more adventurous. CCMS does a great job! (Also expressed pref for avant garde music.)

Thank you for your hard work.

Would like to see more winds in the programs.

I dislike going to concerts in Jan and Feb because of the weather and greater likelihood of illness. We missed 2 this season.

CCMS is one of the great joys in my life!

Best concert we've heard for a long, long time! Do 20th century and beyond, but not too often. Consider venues other than private homes for after-concert parties to accommodate our growing society.

See if you can get the Artemis Quartet through the obstacles the government has put up. I agree with dropping "Society" from the name, but I'm not wild about cloning Opera Columbus' approach. I'd like to hear some British works (late 19th-early 20th century) and more Czech (Dvorak, Smetana, Janacek). Would like programs featuring one nationality over different periods. Would like to see an increase in the number of concerts per season if the subscription base would hold steady or increase. Would like special (additions to season) concerts, but this can be risky during an economic downturn.

I would love a piano quintet one season.

20th century ok, but not atonal.

If it works, don't change it!!

I prefer chamber music in a smaller, more intimate setting; would prefer Lutheran seminary or Weigel hall to Southern Theatre.

A few selections of 20th century and beyond are ok.

Skip the piano trios. Moving high profile artists out of subscription package would hurt subscriptions.

I'm generally quite happy with the current operations of CCMS. Don't lose your intimate, folksy feel in the name of "progress," please.

I attend many arts events, but CCMS concerts are the ones I look forward to most!

Wonderful for the Trio Voronezh! What a fresh experience! In contrast with CSO, I have found ALL aspects of dealing with CCMS to be a pleasure. This is from the purchase of the ticket(s) to the actual performance(s).

Trio Voronezh -- they were great!

I like chamber music. Go to other venues if I want symphony, ballet, etc.

I would love to hear the Beaux Arts Trio again.

I thought the Concertante program was good but skimpy in the amount of music played.

Collaborations ok with other than chamber music. You are doing a fantastic job! You fill a great need in Columbus. Keep up this quality of programming.

Collaboration, yes but do not dilute the regular series. Cavani, Takacs as frequent visitors. Occasional early music, occasional vocal.

Wonderful season as usual!

Wonderful season as usual!

You do a WONDERFUL job. Columbus would not be the same without you.

Present status quo is fine.

Other: Ravel. Collaborate with Early Music in Columbus. My first time here. I Musici great! Knew it would be. Look forward to more.

More Baroque.

Thank you for bringing these kinds of artists and concerts to Columbus.

Excellent venue -- love the Southern.

Outstanding performance each time we attend. Appreciate the quality. Great for the city!

I'm 25 and just beginning to add classical music to my music selection. This is a great thing to become more familiar with classical, especially in a live concert.

My second CCMS concert (previous - Emerson Quartet) Concerts should start on time.

You are doing just fine! I'm so glad. Keep it up.

Barber's Adagio for Strings

How about collaborating with choral groups to perform Handel oratorios? (Israel in Egypt, for example.)

You are doing a great job!

Add special concerts if notable!

Would very much like some matinee performance. I am from Athens and evening travel is difficult.

Wonderful concert tonight!

I liked Gloria Dei Center.

Came because of Zuck's article re old instruments in the Weekender.

Philip Glass type concert, one time.

I missed Canon in D at the I Musici concert.

I'm from Bellbrook, so I have VERY limited experience with the Columbus music scene or your CCMS series.

I wish you had Canon in D