

Bach Society of Dayton

May 2024 Audience Survey

THE BACH SOCIETY OF DAYTON KINDLY REQUESTS YOUR FEEDBACK BY COMPLETING THIS SURVEY. IT SHOULD TAKE APPROXIMATELY 3-5 MINUTES TO COMPLETE.

IF YOU WOULD PREFER TO COMPLETE THIS SURVEY ONLINE, PLEASE SCAN THIS QR CODE, OR TYPE THE URL [HTTPS://FORMS.OFFICE.COM/R/1PLRD32PUV](https://forms.office.com/R/1PLRD32PUV) INTO YOUR PHONE OR COMPUTER'S BROWSER.



IF YOU ARE ABLE TO COMPLETE THE SURVEY TODAY BEFORE LEAVING THE LIVE PERFORMANCE, PLEASE TURN IT IN TO ANY ONE OF OUR VOLUNTEERS OR IN ANY OF THE COLLECTION BOXES AVAILABLE AT THE EXIT DOORS.

IF, HOWEVER, YOU ARE UNABLE TO COMPLETE THE PAPER SURVEY BEFORE LEAVING THE LIVE PERFORMANCE TODAY OR ARE TAKING IT AFTER WATCHING THE LIVESTREAM, PLEASE MAIL YOUR COMPLETED SURVEY WITHIN THE NEXT TWO WEEKS TO:

BACH SOCIETY OF DAYTON
126 NORTH MAIN STREET
SUITE 210
DAYTON, OH 45402

THANK YOU FOR YOUR TIME AND SUPPORT!

THE FIRST SET OF QUESTIONS WILL PROVIDE VALUABLE KEY INSIGHTS TO IMPROVE OUR PROGRAMS OVERALL.

1. How often do you attend a Bach Society performance? (Please check one response)

- Today is my first time ever.
- Rarely/Seldom (e.g., 1 performance a season or less).
- Occasionally (2 performances a season).
- Frequently (3 performances per season).
- Always (all 4 performances in a season).

2. Please select one of the options below that best describes your feedback regarding our Concert Previews.

- I always attend them.
- I occasionally attend them.
- I attended one prior to today.
- Today was my first time attending one.
- I have never attended one.
- I am not aware of the Bach Society's Concert Previews.

3. Before today, how aware are you that Ohio Arts Council supports the Bach Society and other arts programs in the Miami Valley?

- Very aware.
- Somewhat aware.
- I have heard of the Ohio Arts Council but was not aware.
- I have never heard of the Ohio Arts Council.

4. Before today, how aware are you that Culture Works supports the Bach Society and other arts programs in the Miami Valley?

- Very aware.
- Somewhat aware.
- I have heard of Culture Works but was not aware.
- I have never heard of Culture Works.

5. What other arts programs in the Miami Valley region do you enjoy and attend? (please include all, choral or otherwise).

6. What collaborations in addition to those we already feature (e.g., Kettering Children's Choir Chorale, Kettering Advent Ringers, Stivers School for the Arts Chamber Choir and Chorale, local collegiate choirs and chorales, Oakwood Brass) would you like to see future performances?

7. How would you rate the value of Bach Society performances for the price you pay?
- Extremely high value.
 - Moderately high value.
 - Fairly high value.
 - Average value.
 - Fairly low value.
 - Moderately low value.
 - Extremely low value.

THE NEXT SERIES OF QUESTIONS WILL PROVIDE VALUABLE INSIGHTS SPECIFICALLY PERTAINING TO TODAY'S PERFORMANCE.

8. How would you rate today's concert?

- Excellent
- Good
- Fair
- Poor
- Very Poor

9. Please complete this sentence: Today's performance was _____

- much too long.
- somewhat too long.
- the perfect length.
- somewhat too short.
- much too short.

10. Do you think the event was well organized?

- Yes
- No

11. Did this concert inspire you?

- Yes
- No

12. Did this concert lift your spirits?

- Yes
- No

13. Did this concert increase your appreciation of choral music?

- Yes
- No

14. How would you rate this concert to help promote an appreciation of choral music for future generations in the Miami Valley?

- Excellent
- Good
- Fair
- Poor

15. How likely are you to attend another Bach Society performance based on your experience today? (circle one number)

0 Not at all likely	1	2	3	4	5	6	7	8	9	10 Extremely likely
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16. How likely are you to recommend a Bach Society performance to a friend, family member or colleague? (circle one number)

0 Not at all likely	1	2	3	4	5	6	7	8	9	10 Extremely likely
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17. What did you like most about the performance?

18. Were there aspects of the performance you did not like?

19. Beyond the actual musical performance itself, what is one thing we could do better to make your experience in attending a Bach Society concert more enjoyable (please include any aspect such as ticketing, hospitality upon arriving to the performance, marketing, the printed program, parking, location, time, etc.)?

20. How relevant was this program to you?

- Extremely relevant
- Somewhat relevant
- Neither relevant nor irrelevant
- Somewhat irrelevant
- Extremely irrelevant

21. To help us be effective in marketing our performances, please share with us how you heard about today's performance (select all that apply).

- Social media such as Facebook
- The Bach Society website
- A Bach Society member
- From a previous concert listed in the program
- A postcard I received in the mail from the Bach Society
- Printed promotional materials (e.g., a flyer)
- My church
- A friend
- A family member
- The radio _____
- The newspaper _____

THE REMAINING QUESTIONS ARE DESIGNED TO HELP BETTER UNDERSTAND THE DEMOGRAPHICS OF OUR AUDIENCE.

22. What is your zip code?

23. What is your age?

- 18 or under
- 19-30
- 31-45
- 46-60
- 61-75
- 76+
- Prefer not to answer

24. Please indicate your gender

- Male
- Female
- Other gender identity

OPTIONAL: What is your preferred gender identity?

- Prefer not to say

25. What race/ethnicity best describes you?

- Native American or Alaskan Native
- Asian/Pacific Islander
- Black or African American
- White/Caucasian
- Spanish/Hispanic/Latino
- Other _____
- Prefer not to say

26. Are you currently on our Bach Society mailing list?

- Yes (please skip to question 29)
- No (please proceed to question 27)

27. May we add you to our mailing list (Note: We promise not to spam you or provide your information to any other entity)

- Yes (please skip to question 28)
- No (please proceed to question 29)

28. Please provide your name, email and mailing address.

Name:
Email:
Mailing Address:

29. Please provide any other comments and suggestions you may have to improve our performances.

THANK YOU FOR COMPLETING THIS SURVEY. AS A TOKEN OF OUR APPRECIATION FOR YOUR TIME AND CANDID FEEDBACK, WE ARE GIVING AWAY SINGLE TICKETS FOR OUR UPCOMING 2024-2025 SEASON TO 20 PEOPLE CHOSEN AT RANDOM WHO COMPLETE THE SURVEY. IF YOU WOULD LIKE TO ENTER THE DRAWING, PLEASE PROVIDE YOUR NAME, EMAIL AND A PHONE NUMBER WHERE WE CAN REACH YOU SHOULD YOUR NAME BE DRAWN.

Name:

Email:

Phone Number:

We Lift Spirits through the Power of Music and Voice

The Bach Society of Dayton's mission is to perform and promote appreciation of choral music, both sacred and secular, including the music of Johann Sebastian Bach, and to nurture the next generation of choral singers. Through an annual concert series that features diverse repertoire and innovative collaborations and educational elements, the Bach Society provides musical excellence across the range of classical music. Generous funding support from foundations, government arts entities, underwriters, donors, and subscribers makes this possible. See more about us at Bachsocietyofdayton.org.

Sing with us

Every spring, we open our doors to the community and audition singers for the Bach Society chorus! An audition consists of vocalizing, sight reading, and the performance of a short piece chosen by the auditioner. For more information, visit the Bach Society website!

Volunteer with us

The Bach Society operates almost exclusively on volunteer power – from our treasurer, to our ushers, to our chorus of accomplished singers. Bach Society volunteers are the backbone of our music! If you are interested in joining our volunteer team, please contact us. Volunteers receive free admission to Bach Society concerts!

Receive subscriber benefits

A season subscription is four concerts for the price of three (a \$30 discount)! A season subscriber receives tickets to all four concerts of our season and gains access to reserved seating at every concert. Season subscriptions are available from June until the first concert of the Bach Society season.

Contact us

Website: Bachsocietyofdayton.org
Email: info@bachsocietyofdayton.org
Phone: (937) 294-BACH (2224)
Mail: 126 North Main Street, Suite 210, Dayton OH 45402
Facebook: [Facebook.com/BachSocietyDayton](https://www.facebook.com/BachSocietyDayton)