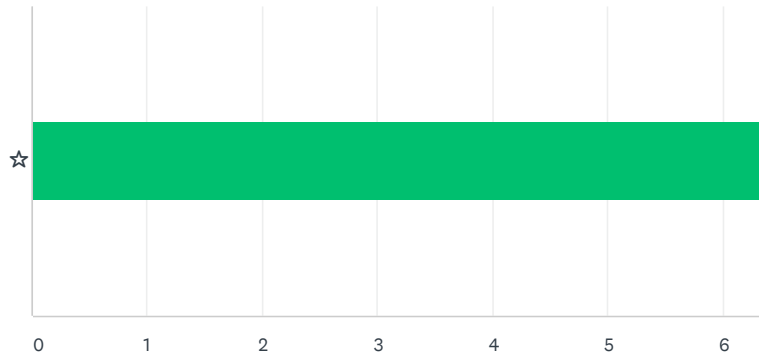


Q1 How are you?

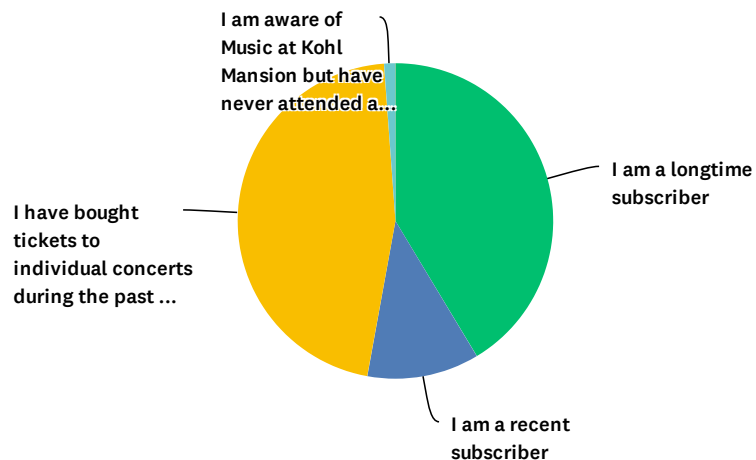
Answered: 89 Skipped: 5



	STRUGGLING	(NO LABEL)	(NO LABEL)	(NO LABEL)	MAINTAINING MY EQUILIBRIUM	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	FEELING POSITIVE AND HOPEFUL	TOTAL	W A
☆	1.12% 1	0.00% 0	4.49% 4	3.37% 3	38.20% 34	11.24% 10	8.99% 8	12.36% 11	8.99% 8	11.24% 10	89	

Q2 How familiar are you with Music at Kohl Mansion?

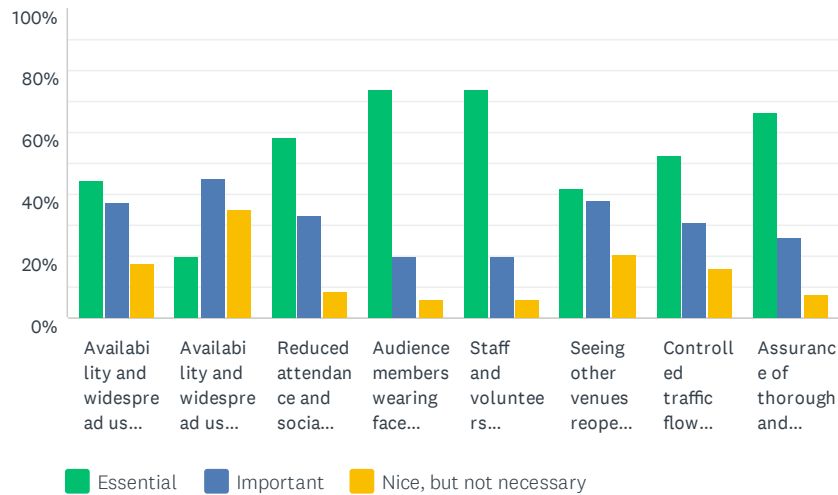
Answered: 87 Skipped: 7



ANSWER CHOICES	RESPONSES	
I am a longtime subscriber	41.38%	36
I am a recent subscriber	11.49%	10
I have bought tickets to individual concerts during the past 5 years	45.98%	40
I am aware of Music at Kohl Mansion but have never attended a concert	1.15%	1
I am unfamiliar with Music at Kohl Mansion	0.00%	0
TOTAL		87

Q3 Please rate the importance of the following factors in making you feel comfortable attending a live performance once government restrictions are lifted.

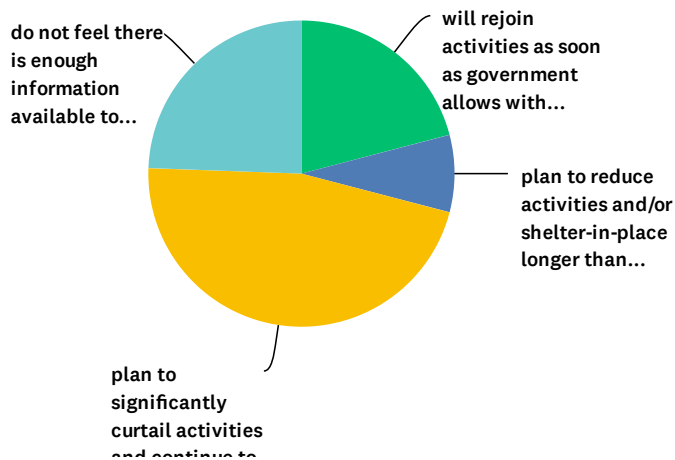
Answered: 85 Skipped: 9



	ESSENTIAL	IMPORTANT	NICE, BUT NOT NECESSARY	TOTAL
Availability and widespread use of a COVID19 vaccine	44.71% 38	37.65% 32	17.65% 15	85
Availability and widespread use of antibody testing	20.00% 16	45.00% 36	35.00% 28	80
Reduced attendance and socially distanced seating	58.54% 48	32.93% 27	8.54% 7	82
Audience members wearing face masks	74.07% 60	19.75% 16	6.17% 5	81
Staff and volunteers wearing face masks	74.07% 60	19.75% 16	6.17% 5	81
Seeing other venues reopen safely	41.77% 33	37.97% 30	20.25% 16	79
Controlled traffic flow throughout the venue	52.50% 42	31.25% 25	16.25% 13	80
Assurance of thorough and extensive venue cleaning and sanitizing	66.67% 54	25.93% 21	7.41% 6	81

Q4 Which of the following statements best reflects your feeling about the next few months? I and my family ...

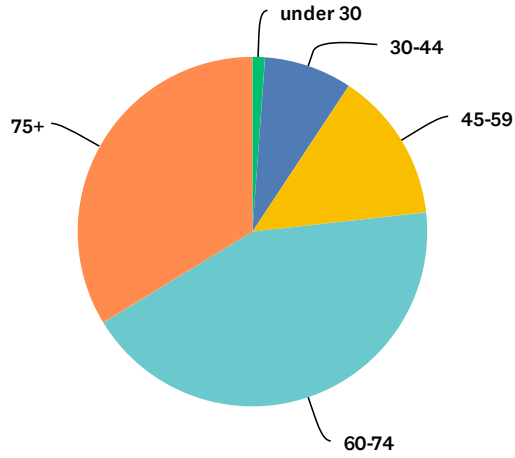
Answered: 86 Skipped: 8



ANSWER CHOICES	RESPONSES
will rejoin activities as soon as government allows with appropriate precautions	20.93% 18
plan to reduce activities and/or shelter-in-place longer than required by government	8.14% 7
plan to significantly curtail activities and continue to shelter-in-place until a vaccine and/or proven treatment is available	46.51% 40
do not feel there is enough information available to predict our behavior more than two weeks in advance	24.42% 21
TOTAL	86

Q5 What is your age group? (Optional)

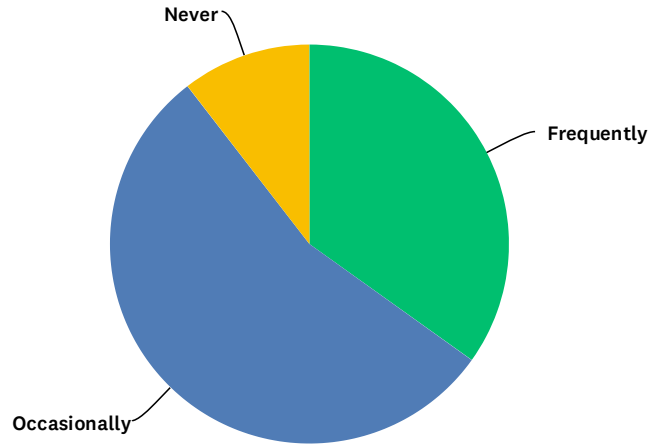
Answered: 86 Skipped: 8



ANSWER CHOICES	RESPONSES	
under 30	1.16%	1
30-44	8.14%	7
45-59	13.95%	12
60-74	43.02%	37
75+	33.72%	29
TOTAL		86

Q6 In the past three months, how often have you accessed online arts content (concert, other music, theater, lecture, webinar, author interview, etc.)?

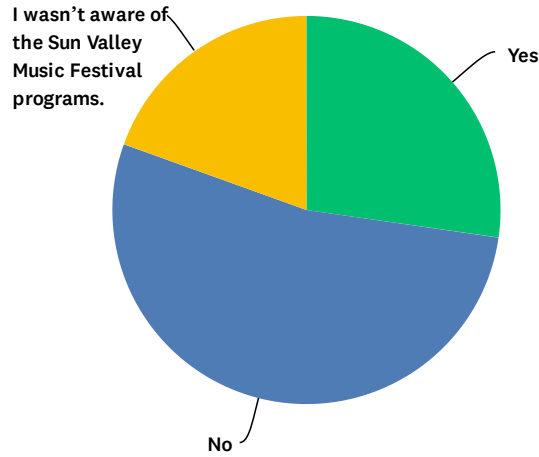
Answered: 86 Skipped: 8



ANSWER CHOICES	RESPONSES	
Frequently	34.88%	30
Occasionally	54.65%	47
Never	10.47%	9
TOTAL		86

Q7 Did you tune in for any of the programs that were filmed at Kohl Mansion and presented by our partner, the Sun Valley Music Festival, during July/August as advertised in our newsletters?

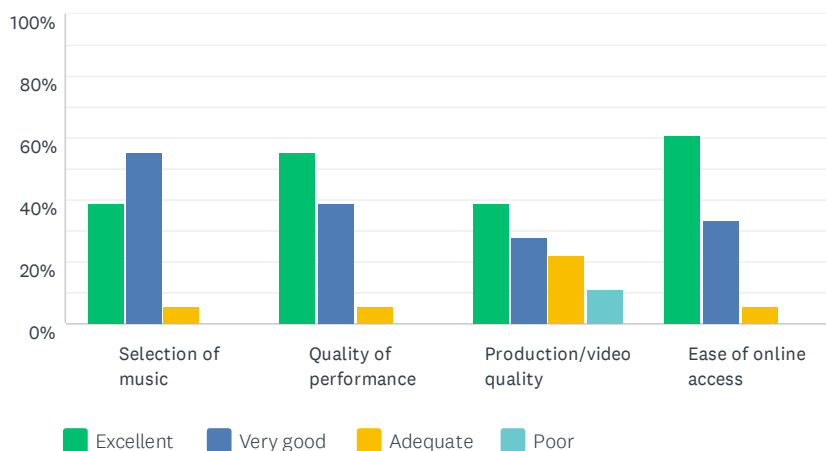
Answered: 77 Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes	27.27%	21
No	53.25%	41
I wasn't aware of the Sun Valley Music Festival programs.	19.48%	15
TOTAL		77

Q8 We would love your feedback about the Sun Valley Music Festival programming you attended. Please rate the following:

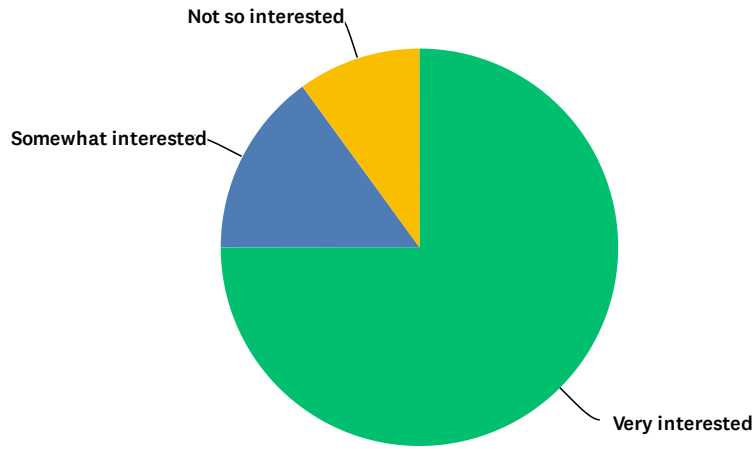
Answered: 18 Skipped: 76



	EXCELLENT	VERY GOOD	ADEQUATE	POOR	TOTAL	WEIGHTED AVERAGE
Selection of music	38.89% 7	55.56% 10	5.56% 1	0.00% 0	18	1.67
Quality of performance	55.56% 10	38.89% 7	5.56% 1	0.00% 0	18	1.50
Production/video quality	38.89% 7	27.78% 5	22.22% 4	11.11% 2	18	2.06
Ease of online access	61.11% 11	33.33% 6	5.56% 1	0.00% 0	18	1.44

Q9 If Music at Kohl collaborated with another arts organization of similar quality, would you be interested in tuning in?

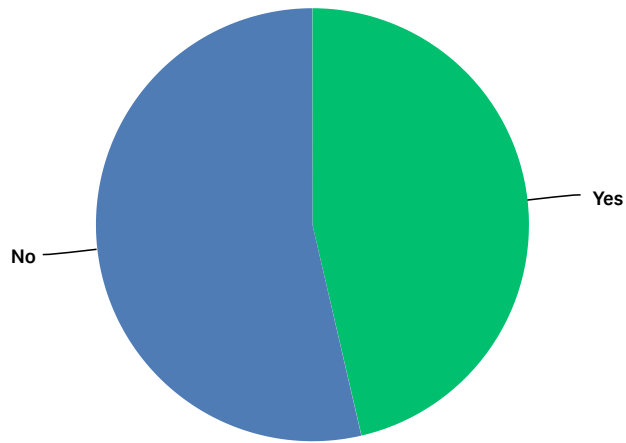
Answered: 20 Skipped: 74



ANSWER CHOICES	RESPONSES	
Very interested	75.00%	15
Somewhat interested	15.00%	3
Not so interested	10.00%	2
TOTAL		20

Q10 Has any of the arts content you have enjoyed charged a fee for access?

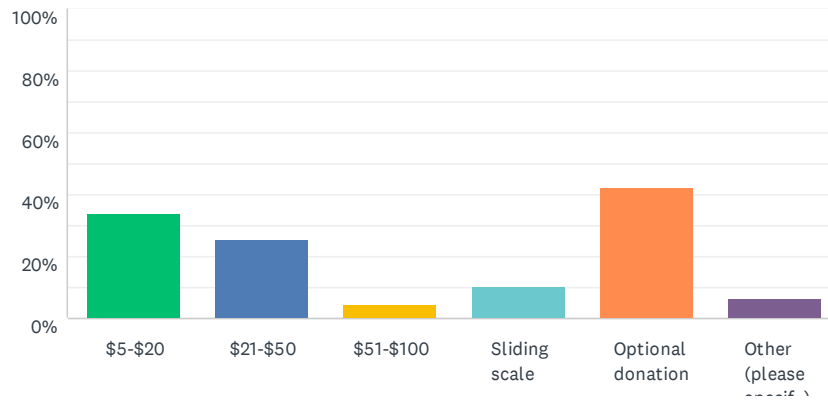
Answered: 69 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	46.38%	32
No	53.62%	37
TOTAL		69

Q11 What was the fee charged? (Approximately)

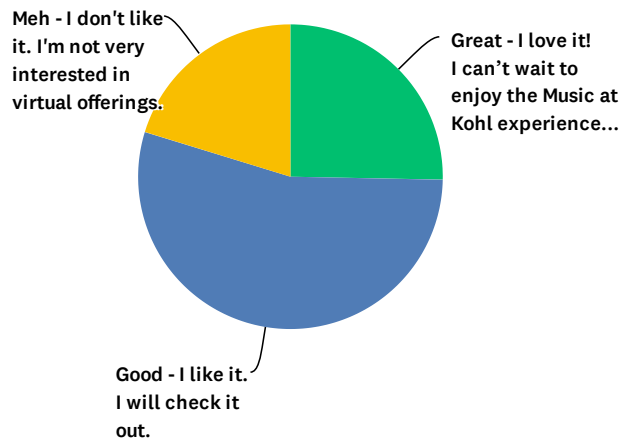
Answered: 47 Skipped: 47



ANSWER CHOICES	RESPONSES	
\$5-\$20	34.04%	16
\$21-\$50	25.53%	12
\$51-\$100	4.26%	2
Sliding scale	10.64%	5
Optional donation	42.55%	20
Other (please specify)	6.38%	3
Total Respondents: 47		

Q12 Music at Kohl will present virtual programming with world class artists until it is possible to resume live performance. This news is....

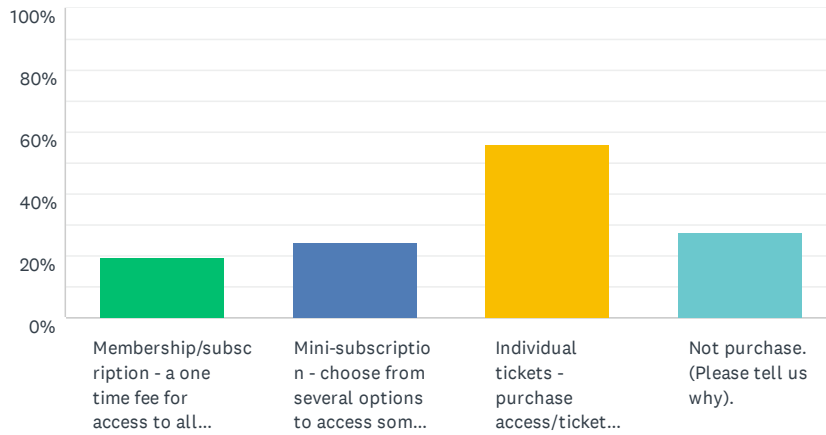
Answered: 79 Skipped: 15



ANSWER CHOICES	RESPONSES	
Great - I love it! I can't wait to enjoy the Music at Kohl experience virtually!	25.32%	20
Good - I like it. I will check it out.	54.43%	43
Meh - I don't like it. I'm not very interested in virtual offerings.	20.25%	16
TOTAL		79

Q13 Which of the following options would you consider for virtual performances? (You may check more than one option)

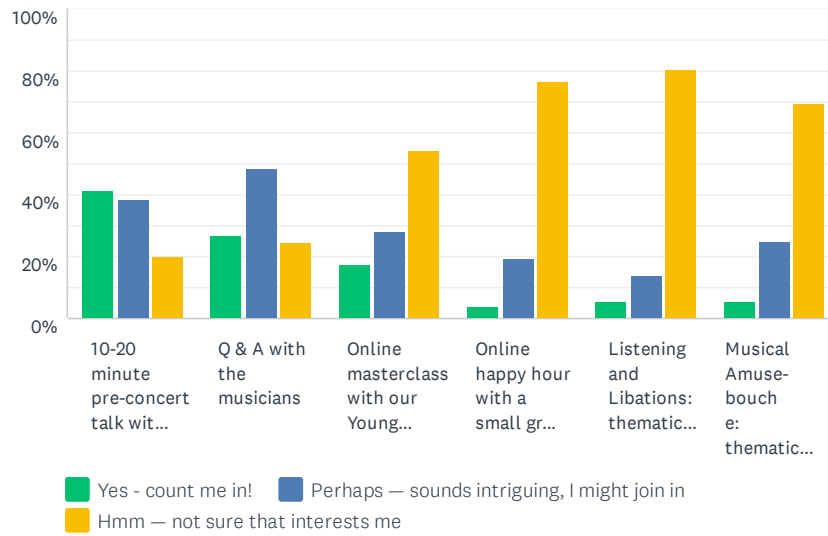
Answered: 77 Skipped: 17



ANSWER CHOICES	RESPONSES	
Membership/subscription - a one time fee for access to all season programming plus special bonus content. (For example: up to 8 concerts and bonus content for \$200-\$300 per household)	19.48%	15
Mini-subscription - choose from several options to access some of the season content. (For example: choice of 3-5 concerts for \$100-\$200 per household)	24.68%	19
Individual tickets - purchase access/tickets for individual programs as they become available. (For example: individual concert programs for \$20-\$30 per household)	55.84%	43
Not purchase. (Please tell us why).	27.27%	21
Total Respondents: 77		

Q14 How likely would you be to participate in:

Answered: 76 Skipped: 18



	YES - COUNT ME IN!	PERHAPS — SOUNDS INTRIGUING, I MIGHT JOIN IN	HMM — NOT SURE THAT INTERESTS ME	TOTAL	WEIGHTED AVERAGE
10-20 minute pre-concert talk with Kai Christiansen	41.33% 31	38.67% 29	20.00% 15	75	1.79
Q & A with the musicians	27.03% 20	48.65% 36	24.32% 18	74	1.97
Online masterclass with our Young Chamber Musicians	17.33% 13	28.00% 21	54.67% 41	75	2.37
Online happy hour with a small group of fellow audience members	4.17% 3	19.44% 14	76.39% 55	72	2.72
Listening and Libations: thematically curated wine club for delivery/pick-up	5.56% 4	13.89% 10	80.56% 58	72	2.75
Musical Amuse-bouche: thematically curated gourmet menu for delivery/pick-up	5.56% 4	25.00% 18	69.44% 50	72	2.64

Q15 We love hearing from you! Please stay in touch and let us know how you are faring with a comment here or by emailing us at info@musicatkohl.org

Answered: 8 Skipped: 86