

RIOULT 2016 Audience Survey Findings

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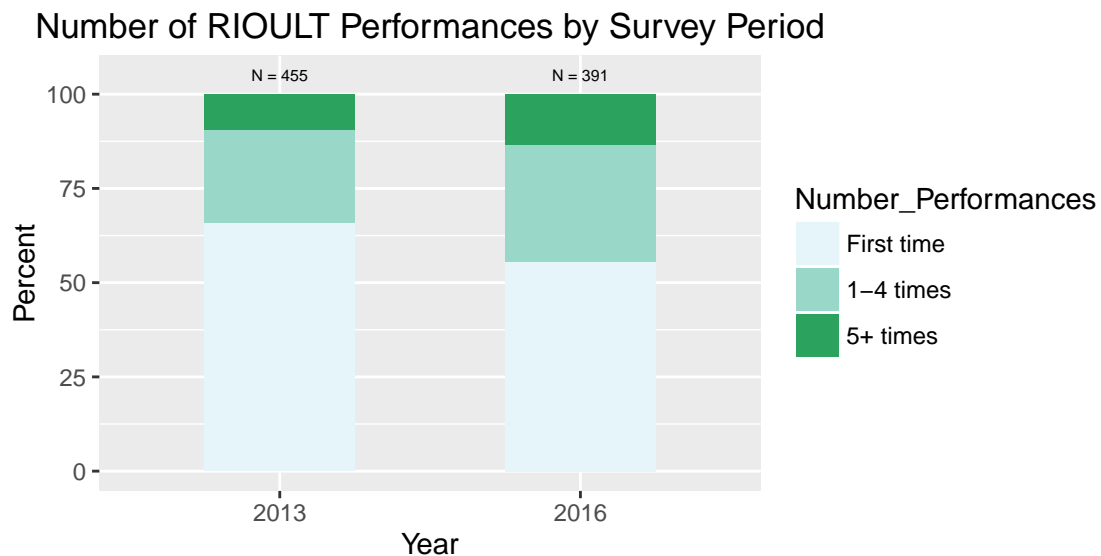
August 1, 2016

Overview

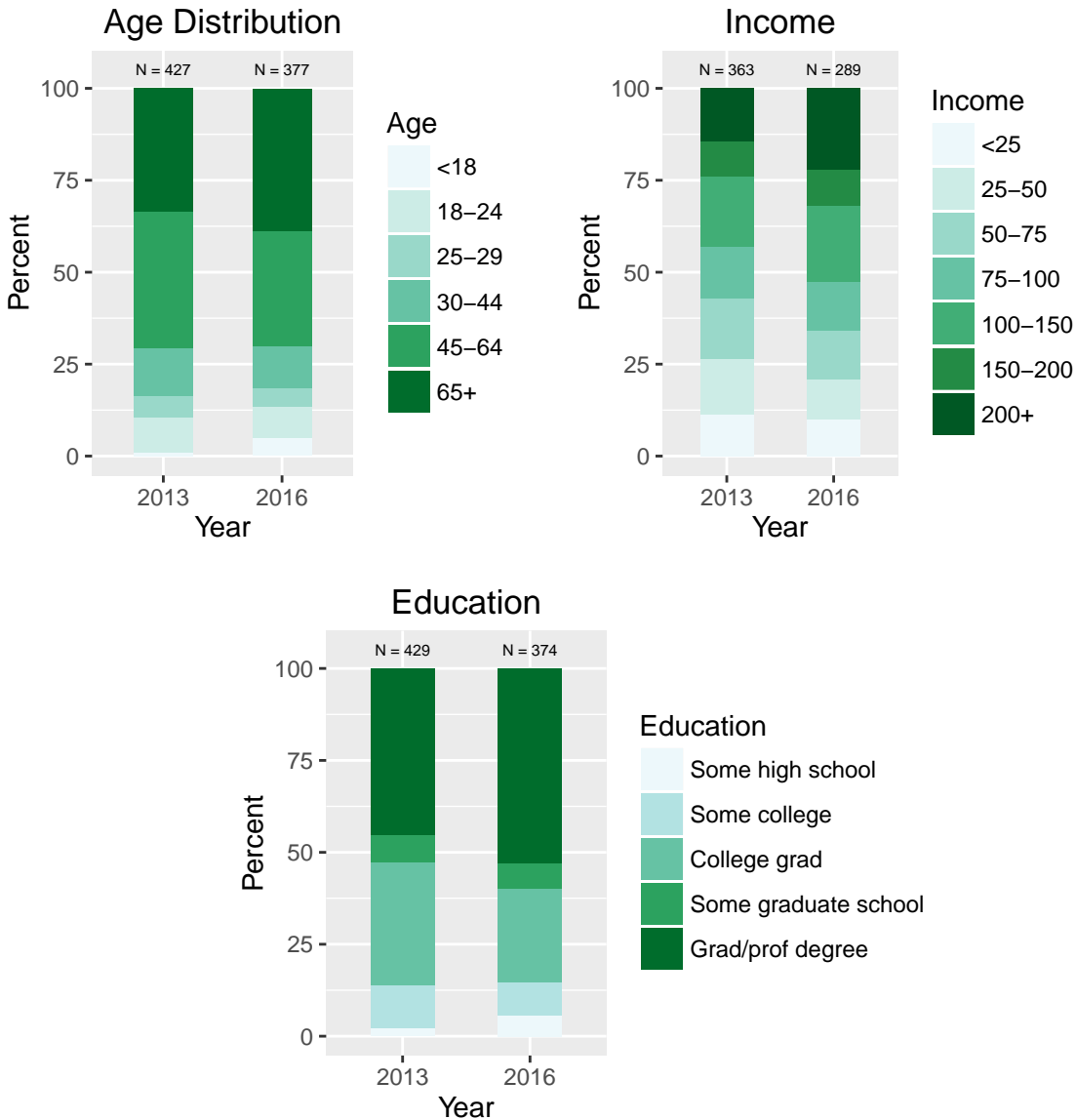
An audience survey was conducted at each of the non-gala season performances during June, 2016. The survey design built off the questions on a 2013 survey to facilitate period to period comparisons of audience demographics. Results from 394 2016 surveys were tabulated representing a 20% response rate. This report summarizes key findings.

Audience Demographics

Of the total 391 of 2016 survey respondents to the question, “Have you ever seen the company before?” over half (55%) indicated they were attending a RIOULT performance for the first time. This was down from 65% of the 455 responses to the question in 2013.



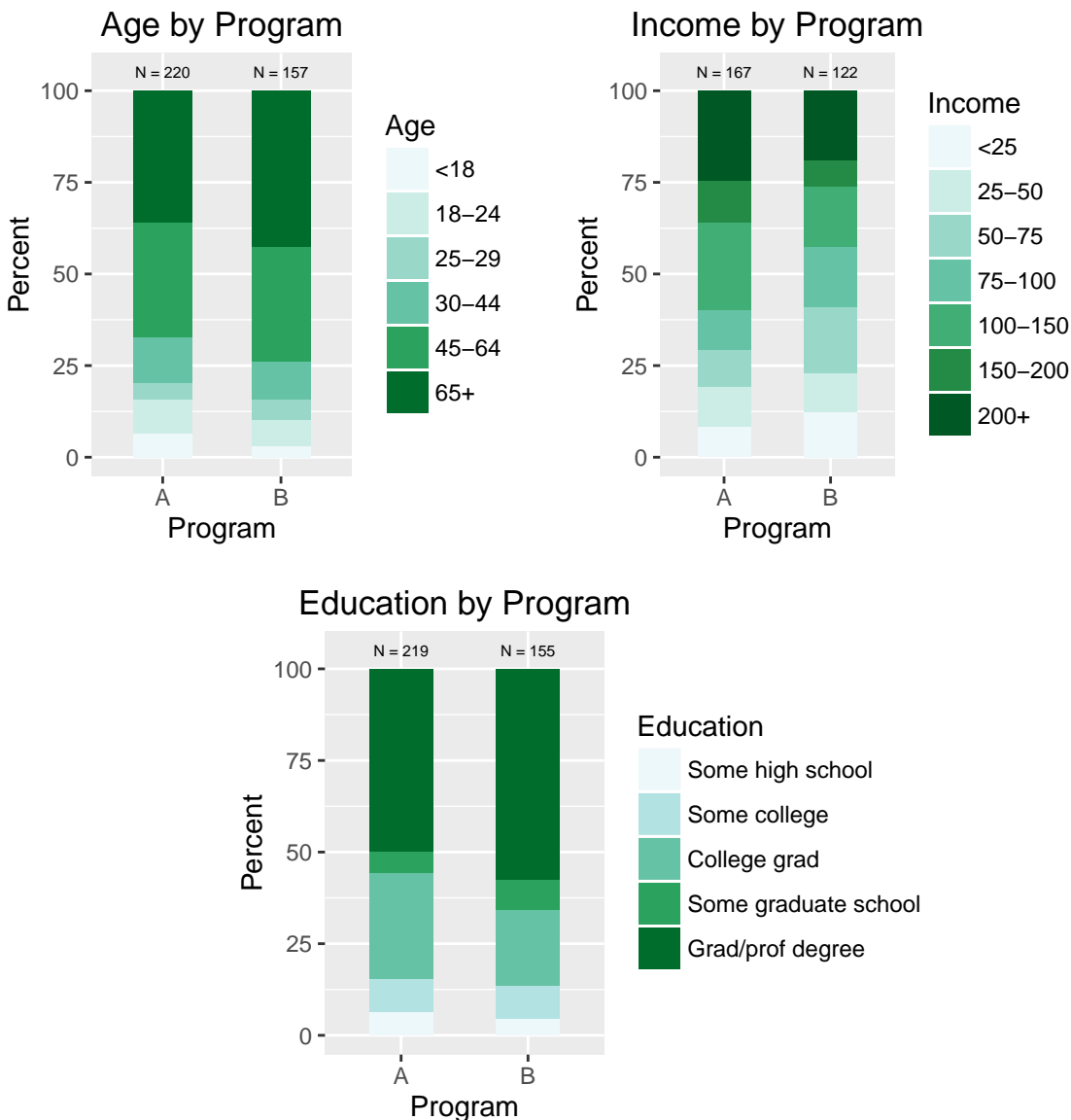
A period to period comparison of audience demographics shows the RIOULT audience is on average affluent and well-educated. Twenty-two percent of respondents have self-reported income over \$200,000+ and over half have a graduate or professional degree. Compared to the 2013 survey the audience is grayer with almost 40% of 2016 respondents indicating their age was 65+. In addition, 2016 respondents tended to have higher income and a higher level of education.



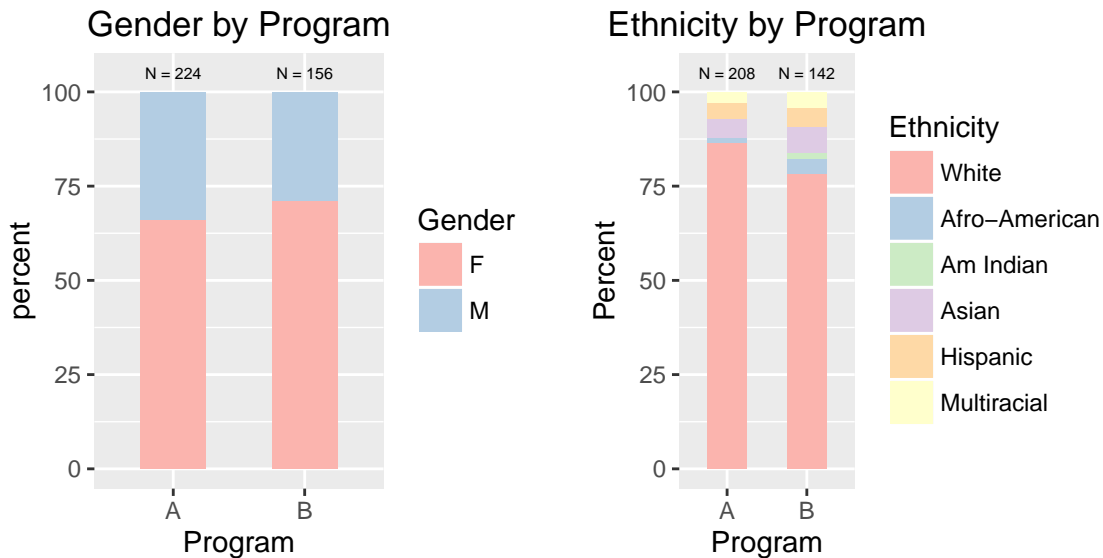
Demographics by 2016 Season Program

Two programs were presented during the season. Program A included live music, featured Kathleen Turner as narrator, and consisted of three works thematically connected by the Trojan war. Program B was a combination of new and old works. Surveys were collected at four Program A performances (232 survey forms or 21% response rate) and three Program B performances (162 survey forms or 19% response rate).

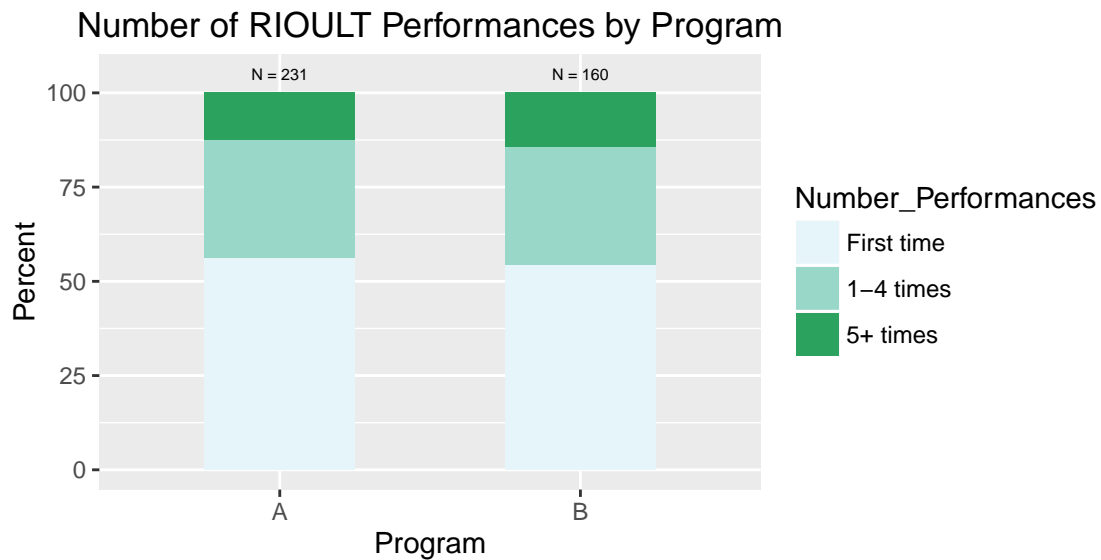
Respondents who attended program B were on the whole older and had a higher level of education than those who attended program A. However, program A attendees tended to have higher overall income.



Over 2/3 of respondents at both programs were Women and over 3/4 were white. Program A respondents had a greater proportion of men but showed less ethnic diversity than program B.

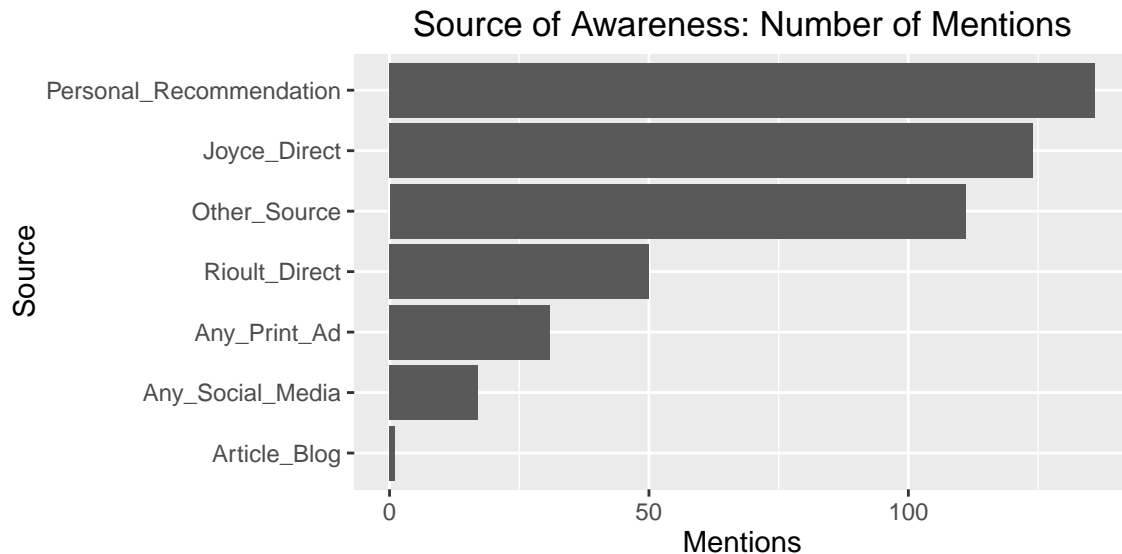


However, both programs attracted approximately the same proportion of new audience (those who are attending their first performance) versus respondents who had previously attended RIOULT performances.

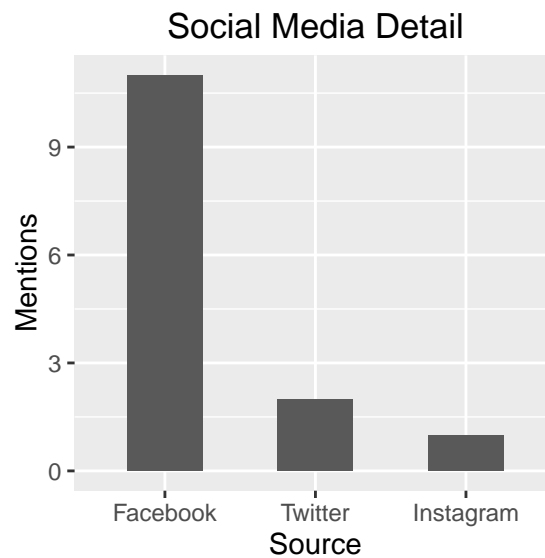
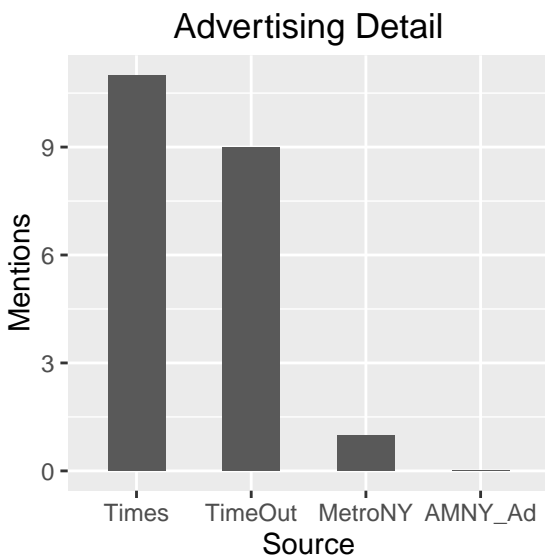


Marketing and Promotion

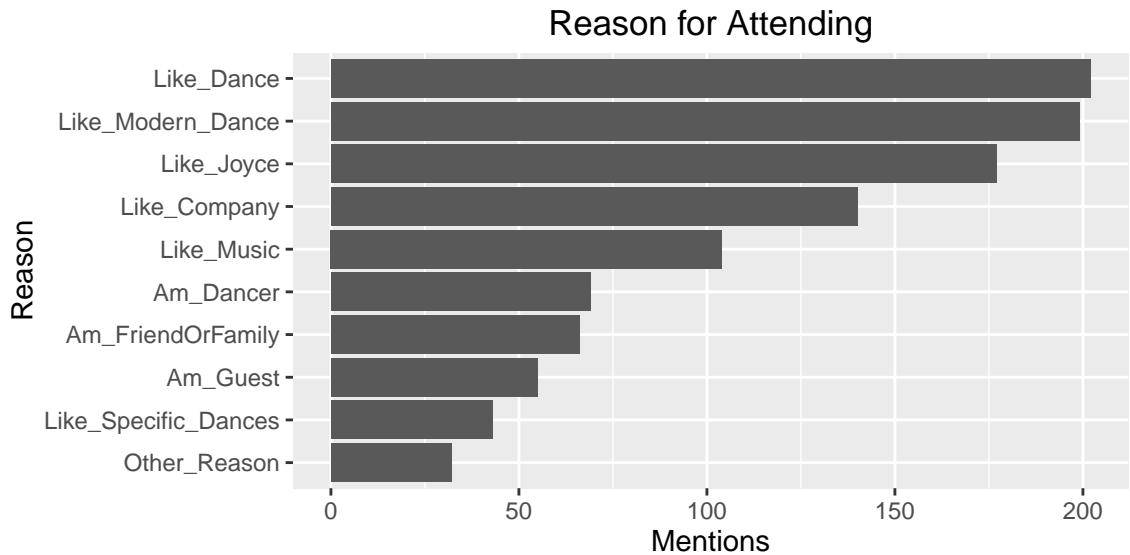
In response to “How did you hear about the performance?” Personal Recommendation and the Joyce Theater Flyer/Website were the two most frequent mentions. Of respondents who selected “Other”, 41% wrote-in TDF.



Respondents who selected Advertising or Social Media as a source had the option of providing a specific source. Out of the total responses that cited advertising as a source, the New York Times and TimeOut ads were most frequently mentioned. Facebook was the most frequently mentioned social medium.



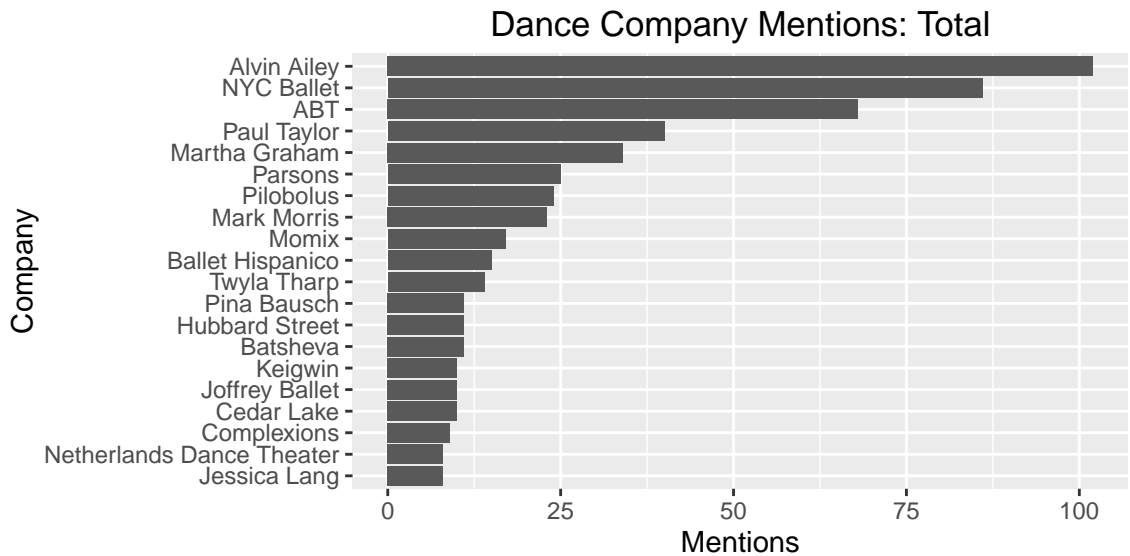
In response to “What helped you decide to attend this performance?” respondents could select from a set of “I like” and a set of “I am” choices. Of the “I like” choices, Dance, Modern Dance, the Joyce, and the Company (RIOULT) were most frequently cited. “Dancer” and “Friend or Family” were the most frequently cited “I am” selections.



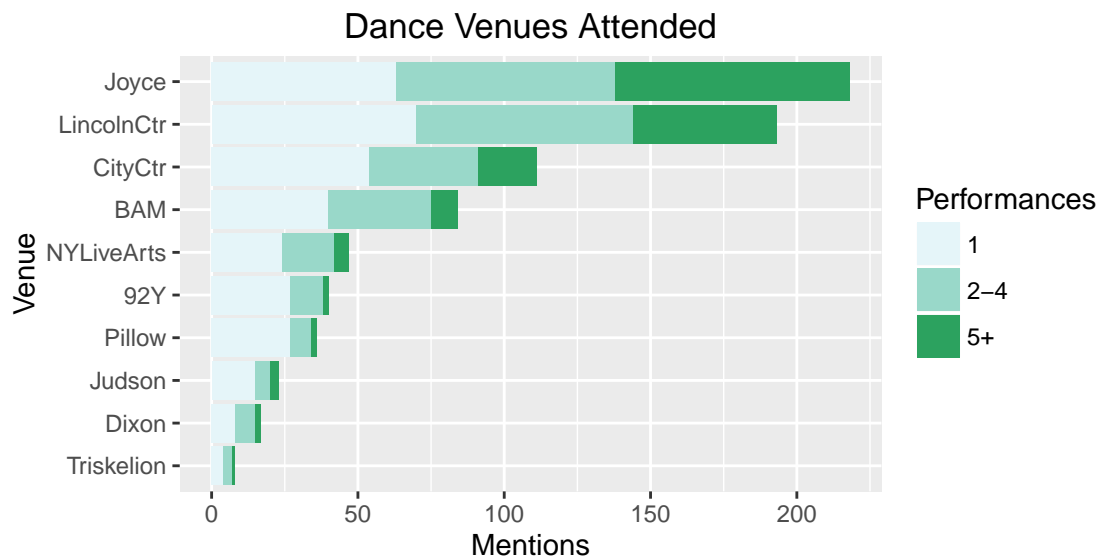
Joyce members were asked to indicate the number of years they had been members. Of the 43 respondents, the average number of years was 15.

Dance Companies and Venues

Respondents were asked to write in their top three favorite dance companies other than RIOULT. Respondents wrote in over 135 companies, of which Alvin Ailey, NYC Ballet, and ABT were most frequently mentioned. The full list is in the appendix.

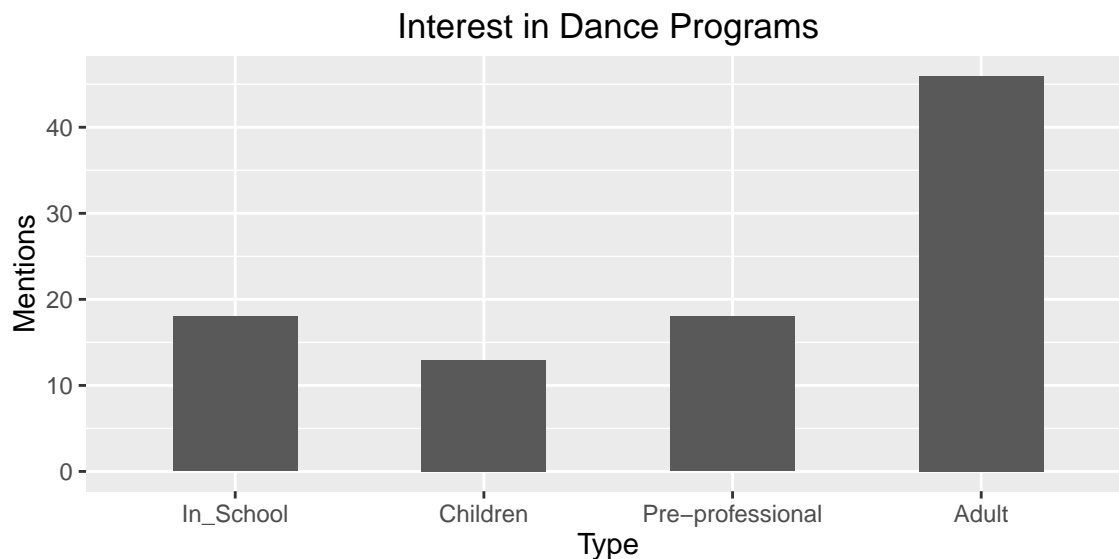


Respondents were asked how frequently they had attended performances at selected dance venues in the previous 12 months. The Joyce and Lincoln Center had the most mentions and many respondents attended 5+ performances at these venues, suggesting a significant portion of the RIOULT audience has subscriptions. City Center and BAM also had more than 50 mentions.



Interest in Dance Education

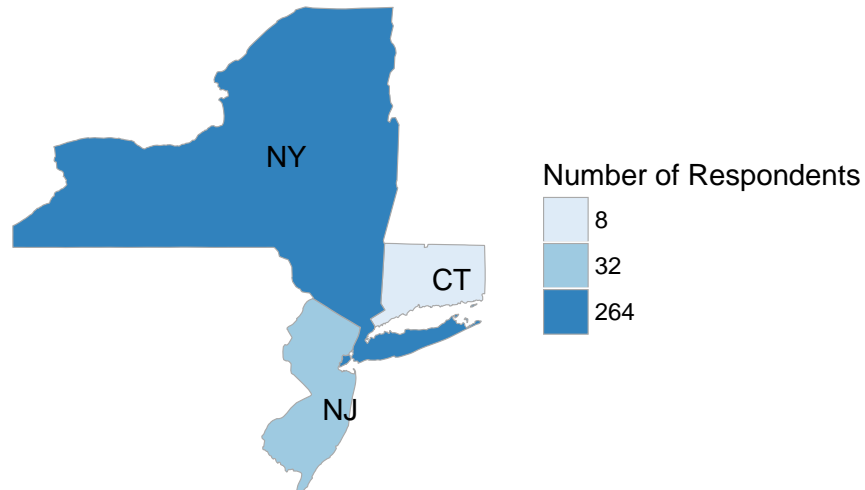
Respondents were asked “Are you interested in RIOULT’s education/outreach programs?” Forty-six expressed interest in adult programs and between 10 and 20 expressed interest in programs for children and pre-professionals.



Geographic Composition

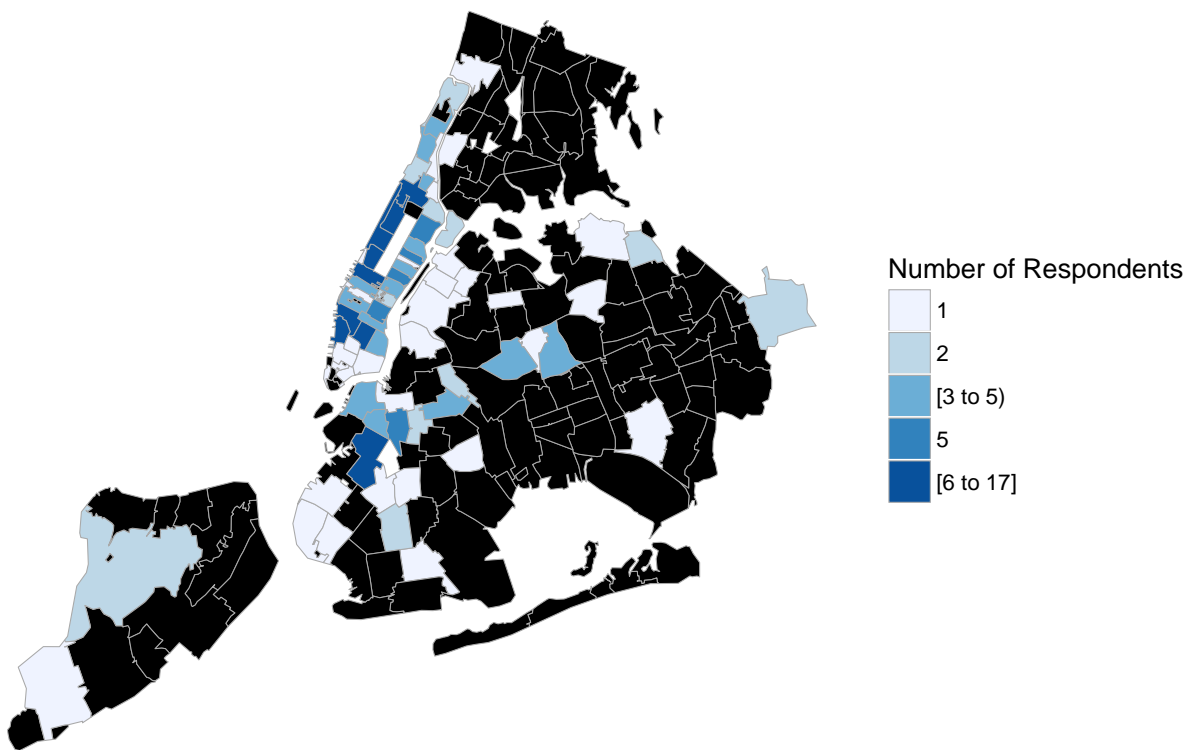
Of zip-codes provided by respondents, 84 percent were in the tri-state area.

Respondents by State: NY, NJ, CT



Within New York City, Manhattan residents were particularly concentrated on the Upper West Side and Chelsea. Brooklyn was also well represented, particularly Park Slope and Boerum Hill.

Respondents by Zip Code



Appendix: Complete List of Other Dance Companies

Table 1: Total Dance Company Mentions

Company	Mentions
Alvin Ailey	102
NYC Ballet	86
ABT	68
Paul Taylor	40
Martha Graham	34
Parsons	25
Pilobolus	24
Mark Morris	23
Momix	17
Ballet Hispanico	15
Twyla Tharp	14
Batsheva	11
Hubbard Street	11
Pina Bausch	11
Cedar Lake	10
Joffrey Ballet	10
Keigwin	10
Complexions	9
Jessica Lang	8
Netherlands Dance Theater	8
Bill T Jones	7
Lar Lubovitch	7
Miami City Ballet	6
Dorrance	5
Doug Varone	5
Ballet Jazz de Montreal	4
Bolshoi	4
Dance Theater of Harlem	4
Eliot Feld	4
Trockadero	4
Aspen Santa Fe	3
Ballet Pejlocaj	3
Ballet West	3
Garth Fagan	3
NW Dance Project	3
Preljocaj	3
Royal Ballet	3
Streb	3
Ailey II	2
Alwin Nikolais	2
Anne Teresa	2
BalletX	2
Berkley Ballet Theater	2
Buglisi	2
Company XIV	2
Eiko and Koma	2
Evidence	2
Francesca Harper	2

Company	Mentions
Jennifer Muller	2
Kyle Abraham	2
LA Contemporary Dance	2
Limon	2
Lines Ballet	2
Michael Clark	2
NY Theatre Ballet	2
Pacific Northwest Ballet	2
Phoenix Ballet	2
River North Dance Chicago	2
Sao Paulo	2
Shaping Sound	2
UBW	2
10 Hairy Legs	1
AiM	1
Aknam Khan	1
Ariel Rivka	1
Ballet BC	1
Ballet de Monte Carlo	1
Ballet Tech Kids	1
Ballet Verite	1
BAM Africa	1
Bangarra	1
Beacon Dance Company	1
BodyTraffic	1
Carolyn Dorfman Dance	1
Carte Blanche	1
Chase Brock	1
Chunky Move	1
Colorado Ballet	1
Contraband	1
Cuban National Ballet	1
Dance Brazil	1
Dancers of NY	1
DanceX	1
Daniil Simkin Intensio	1
Danish Dance Theatre	1
Dash Ensemble	1
David Dorfman	1
Douglas Dunn	1
Dusan Tynek	1
DV8	1
Entity	1
Eugene OR Ballet	1
Flamenco	1
Forsythe	1
Gibney Dance Company	1
Grands Ballets Canadiens	1
Gus Solomons Jr	1
Hartel Dance Group	1
Hofesh Shechter	1
Jerome Bel	1

Company	Mentions
Jerome Robbins	1
Joe Goode	1
John Jasperse	1
Juan Siddi Flamenco	1
Juilliard	1
Kidd Pivot	1
Knicks City Dancers	1
Koresh	1
LA Dance Project	1
LudhoundMovement	1
Luke Murphy	1
Mad Boots	1
Mariinsky	1
Matthew Bourne	1
Merce Cunningham	1
Michelle Sonoma	1
National Ballet of Canada	1
New Dialect	1
Opera Lyon	1
Paris Opera Ballet	1
Pennsylvania Ballet	1
Petronio	1
PHILADANCO	1
Portland Ballet	1
Rambert	1
Richmond	1
Rockettes	1
Royal Danish Ballet	1
Royal Flux	1
San Fransico Ballet	1
School of American Dance	1
Second Avenue Dance Co.	1
Shen Wei Dance	1
Sidra Bell	1
Stephen Petronio	1
Ted Shawn	1
Time Lapse	1
Trey Macintyre	1
Vim Vigor	1