

Drinks in the Hall – Pilot Program
SF Symphony | SF Ballet | SF Opera
Survey Results

Methodology

- Patrons were emailed a post-performance survey
- SF Symphony results cover 86 performances
 - Results through June 19, 2017
- SF Ballet results cover 65 performances
 - Results through May 11, 2017
- SF Opera results cover 24 performances
 - Results through July 2, 2017

Survey Questions

1. Did you take a drink into the hall during this [performance/concert]?

- ☐ Yes
- ☐ No [skip to Q3]

2a. What impact did bringing a drink into the hall have on your concert experience?

- ☐ Greatly enhanced my experience
- ☐ Enhanced my experience
- ☐ Had no real effect on my experience [skip to Q3]
- ☐ Detracted from my experience
- ☐ Greatly detracted from my experience

2b. Why did you select ("Answer from Q2a inserted here")?

3. What was your experience as it pertains to other patrons who brought drinks into the hall?

- ☐ Didn't notice others with drinks
- ☐ Noticed others but it had no real effect my experience
- ☐ Detracted from my experience
- ☐ Greatly detracted from my experience

4. If this option continues to be available, how likely would you bring beverages into the hall when you come to performances/concerts?"

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Unsure/depends on situation
- ☐ Not very likely
- ☐ Not at all likely

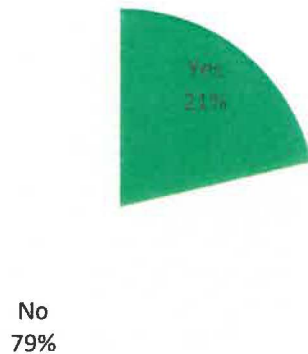
5. Do you have any suggestions regarding beverages in the hall?

On average, over one quarter of respondents took a drink into the hall

Did you take a drink into the hall during this concert?

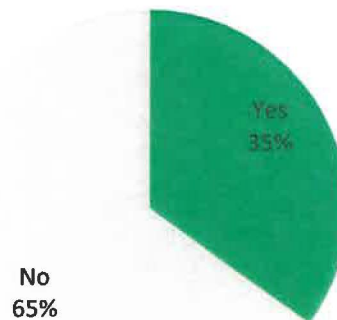
- The percentage of patrons taking a drink in the hall, across the three arts organizations, ranged from 21-35%

SF Symphony



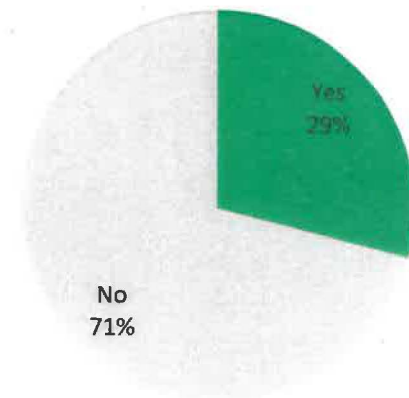
SF Symphony Data ending 7/12/2017 n=7,646

SF Ballet



SF Ballet Data ending 5/11/2017 n=1,797

SF Opera

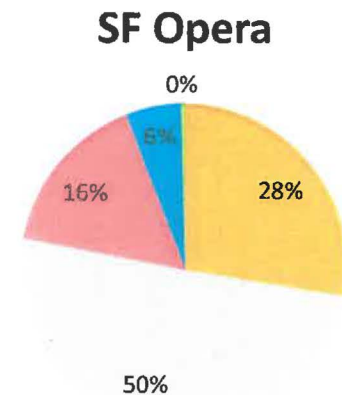
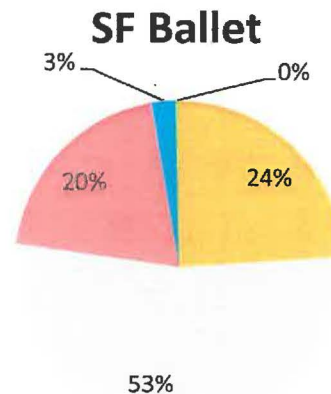
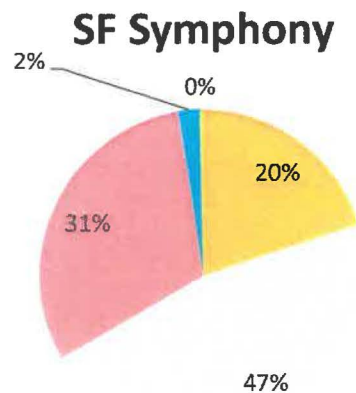


SF Opera Data ending 7/2/2017 n=785

Of those who brought a drink into the hall, most felt their experience was “greatly enhanced” or “enhanced”

What impact did bringing a drink into the hall have on your experience?

- 67% SF Symphony patrons, 77% SF Ballet and 78% of SF Opera patrons felt it “greatly enhanced” or “enhanced” their experience



Greatly enhanced my experience

Enhanced my experience

Had no real effect on my experience

Detracted from my experience

Greatly detracted from my experience

SF Symphony data ending 7/12/2017 n=1,642

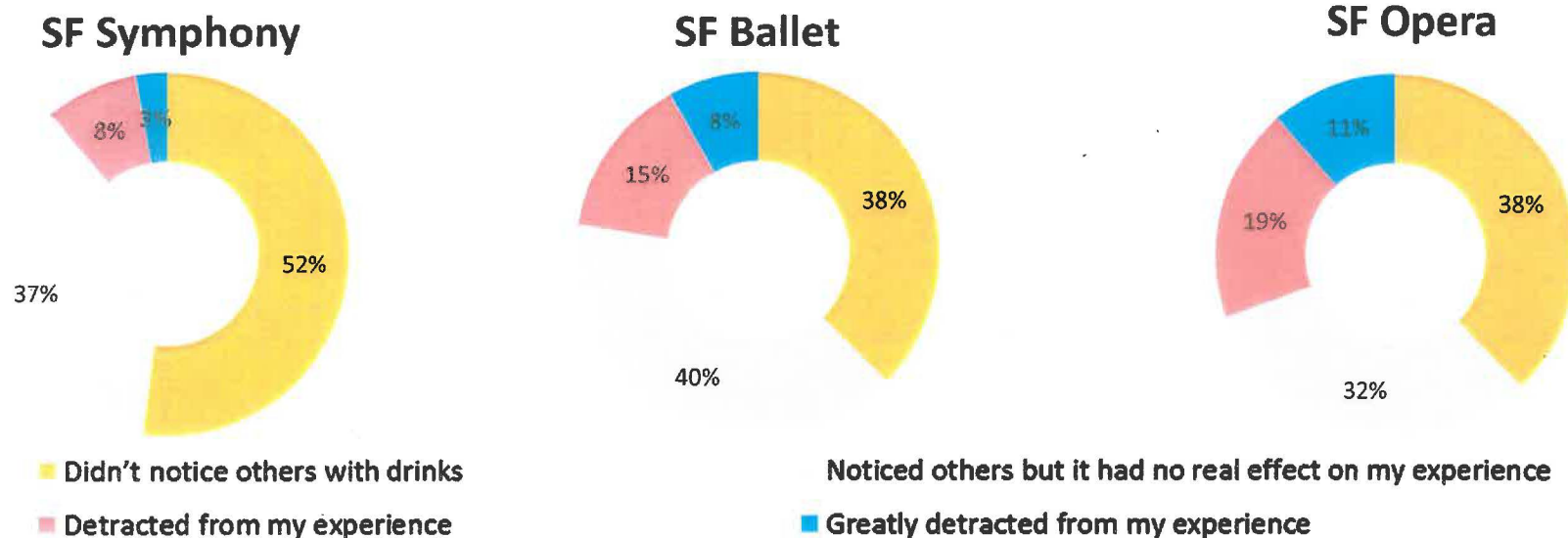
SF Ballet data ending 5/11/2017 n=629

SF Opera data ending 7/2/2017 n=218

Regardless of whether patrons brought a drink into the hall, the majority reported they “didn’t notice” or “noticed with no effect”

What was your experience as it pertains to patrons who brought drinks in the hall?

- The majority of patrons either “didn’t notice” or “noticed with no effect” (89% of SF Symphony patrons, 78% of SF Ballet patrons and 70% of SF Opera patrons)



SF Symphony data ending 7/12/2017 n=7,646

SF Ballet data ending 5/11/2017 n=1,767

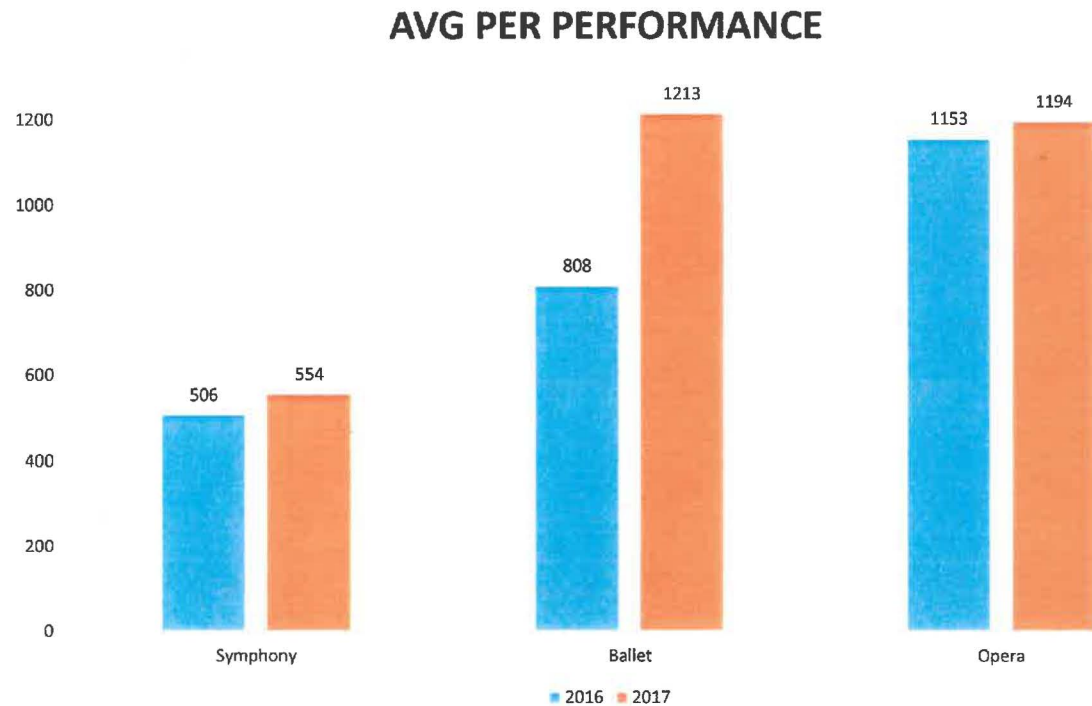
SF Opera data ending 7/2/2017 n=735

Results: Drinks in Theater Jan-Jun

Beverages Sold

2016 VS 2017

- Symphony + 48
- Ballet + 406
- Opera + 42





SAN FRANCISCO BALLET
HOLBITZMASSON, ARTISTIC DIRECTOR

August 2, 2017

Dear War Memorial Board of Trustees,

First of all, thank you for providing San Francisco Ballet, San Francisco Opera, and San Francisco Symphony with an opportunity to pilot the covered drinks program at the War Memorial Opera House and Davies Symphony Hall, respectively. As you know, SF Ballet and SF Symphony piloted this program concurrently—from January to May of this year—while the Opera tested it more recently, during its Summer Season. On behalf of SF Ballet, I would like to offer my strong recommendation that the War Memorial Board allow this program to continue.

During the pilot phase this past spring, SF Ballet and SF Symphony jointly distributed a post-performance survey about this experience to our respective patrons. Of the SF Ballet attendees who brought a drink into the hall, 77% felt that their experience was “enhanced” or “greatly enhanced” and of those who did not bring a drink into the hall, a majority (79%) didn’t notice others who did or felt it had no real effect on their experience.

Overall, SF Ballet and SF Symphony patrons who brought drinks into the hall responded very favorably to the pilot program, with minimal concerns or complaints by those who didn’t participate. This program goes a long way toward enhancing the patron experience—a top priority for the Ballet, Symphony, and Opera—with minimal downside. In addition, continuing this program will only strengthen our ability to welcome and accommodate a more varied range of audience members, which in turn, supports our institutional core values of diversity and inclusion.

Thank you for your consideration and please don’t hesitate to contact me with any questions.

Sincerely,

A handwritten signature in dark ink, appearing to read "Glenn McCoy".

Glenn McCoy
Executive Director, San Francisco Ballet