

Alexandria Symphony Patron Data Points

Our performances

- Five Saturday evening performances at Schlesinger Concert Hall (NOVA Campus)
Capacity: 910 seats
- Three Sunday matinee performances at the George Washington Masonic Memorial (Old Town)
Capacity: 336 seats
- Our concerts are sold on average 88% to capacity
- 53% of our tickets are sold by subscription
- Our subscriber retention rate is 72%

Our average concert patron

- Average household income exceeds \$100,000
- Over 55 years old
- 63% of ticket purchasers are women
- More than 66% of our ticket buyers reside in an Alexandria zip code
- Our next largest market is Arlington (12% of ticket buyers)

Our product and reach

- Average ticket price: \$37
- Ticket range: adult \$20-\$80, \$5 youth
- Reach 35,000+ patrons per year, throughout Washington, DC metro area through our concerts and programs
- Distribute 5,000 programs to all ticketed concert attendees (October to May)
- We have 524 subscribers

Our patron buying habits

- Affluent, sophisticated consumers
- Loyalty: support businesses that support the symphony
- Many are retired or small business owners: decision-makers with disposable income
- Frequently patronize local boutiques and restaurants