



DAY & ZIMMERMANN, INC.

ENGINEERS

NEW YORK PHILADELPHIA CHICAGO

200R
Lincoln Center

CBF	AUG 13 1956	8/17/56
DAY & ZIMMERMANN BUILDING 1700 SANSON STREET PHILADELPHIA 3		
FILE NO	5820	

August thirteenth
Nineteen fifty-six

DEC 13 1956

Dr. Charles B. Fahs
The Rockefeller Foundation
49 West 49th Street
New York 20, New York

Dear Dr. Fahs:

I have read with interest your letter of August 6 to Mr. Johnson and shall try to answer the various questions which you have raised.

The transportation survey did include a question with respect to the use of trains by the audience. As might be expected, all of those who use trains also use some supplemental form of transportation to arrive at their destination. Since the percentage in these categories is so small, we do not feel it is a serious matter; for example, on the Monday night survey at the Metropolitan 325 persons used a train; and on the Friday night survey, the figure was 214. The following tabulation indicates the supplemental transportation used by these people:

	<u>Monday</u>	<u>Friday</u>
Walk	131	29
Subway	138	78
Taxi	40	80
Bus	16	8
Private Auto	--	19
	<u>325</u>	<u>214</u>

As you appreciate, our primary concern in making the survey was handling the traffic problem; and this segment of the audience seemed a relatively unimportant part of that picture. Incidentally, the train-users at Carnegie Hall were an even smaller figure, averaging about 100. Since only a very small percentage of those answering questionnaires indicated that the new location would have any effect on their attendance, we did not pursue this phase of the study any further.

There is no way of determining exactly what portion of the audiences surveyed were transient; but we believe that since less than three per cent of any of those answering the questionnaires indicated their residence to be other than in one of the areas listed on the questionnaire, I think we can draw the conclusion that it is a very small transient audience. While it is possible that this conclusion might be upset slightly by the fact that some persons may have used the location of their hotel as being indicative of their residence, we do not feel this is an important factor, as many of the people took the trouble to write in their addresses on the questionnaire.

We agree with you that such a small transient audience provides a basis for further thinking and study particularly since such a large portion of the audiences indicated Manhattan residence; and as we know, there is a distinct trend from Manhattan to the suburbs. In order to give you an idea of the extent of the Manhattan audiences, an average of 44 per cent of the Metropolitan audiences were from Manhattan, although the actual figures varied from 55 per cent on Monday night to 34 per cent on Friday night. In Carnegie Hall, 52 per cent of the total of the three audiences surveyed were from Manhattan, and the individual figures were 36 per cent for the Thursday night and 63 per cent for the Saturday night Philharmonic audiences, and 55 per cent for the Tuesday night audience which was a special recital. As you can see, there are wide variations between the results for the various nights; and because of the multiplicity in detail involved in attempting to present a study of audiences by locations plus the fact that our prime interest was in the traffic question, I think you will understand why we did not attempt to develop such studies in our tabulations. As a matter of fact, we have a great deal of detail in our studies that could be used for an audience survey; and we have told both the Metropolitan and the Philharmonic that these details are available to them at any time.

The questionnaires made no reference to income levels, and we had not made any studies relating thereto. The only indications would be those drawn from the geographical location of the occupants of the various priced seats and I'm afraid that might be a little dangerous to use as a basis. Again, the figures vary so much from performance to performance that it is difficult to draw any sound conclusion; for example, at the Monday night performance of the Metropolitan 92 per cent of the box seats were occupied by residents of Manhattan areas; at the Friday night performance, the figure was only 49 per cent. Similarly, of the orchestra seats, 70 per cent of the Monday night audience was from Manhattan and only 36 per cent of the Friday night audience.

In the course of our general studies of Manhattan theatres other than the Opera or the Philharmonic, it seems that

Dr. Charles B. Fahs
The Rockefeller Foundation

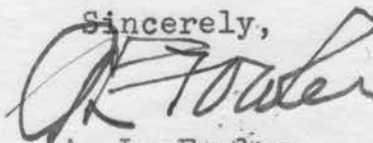
DATE 8/13/56

FILE NO. 5820

in the present economy, the cheaper seats are the most difficult to sell and of course the matter of a larger audience for the Metropolitan is not important at the moment because only about 200 additional seats are being provided in the new house; and the history of the past few years has been better than a 95 per cent sellout. The situation with respect to the Philharmonic is slightly different because they have experienced a steady decline in audience. While we feel that this may be due more to the programs than the prices, we are suggesting a review of their whole pricing structure as it is unduly complicated at the present time. To put it succinctly, we see no reason why the Philadelphia and the Boston orchestras should be able to come into Carnegie Hall with seat prices as high or higher than the Philharmonic and attract near-capacity audiences.

I hope the foregoing will at least in some measure answer your questions; but if not, please write us further and we shall be glad to do our best.

Sincerely,



A. L. Fowler
Vice President

DAY & ZIMMERMANN, Inc.

ALF:ws

cc Mr. Edgar B. Young