

Alexandria Symphony Patron Data Points

Our performances

- Five Saturday evening performances at Schlesinger Concert Hall (Northern Virginia Community College Campus)
Capacity: 910 seats
- Five Sunday matinee performances at the George Washington Masonic Memorial (Old Town)
Capacity: 340 seats
- Our concerts are sold on average 88% to capacity
- 53% of our tickets are sold by subscription
- Our subscriber retention rate is 80%

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: \$40
- Ticket range: adult \$20-\$89, \$5 youth, \$15 student
- Reach 20,000+ patrons per year, throughout Washington, D.C. metro region through programs, events and community engagement
- Distribute 5,000+ programs to all ticketed concert attendees (September to May)
- We have 600 loyal 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