

### A PASSION FOR MUSIC

*La Scena Musicale* and its English version, *The Music Scene*, are the most respected classical music magazines in Quebec and in Canada. Studies on the readership of *La Scena Musicale* have revealed two principal categories of readers:

**Music lovers** aged 40 years + (68.4%) and **Musicians** (46%)



#### Music Lovers 40 years + (34,200 readers: 68.4%)

They are older, better educated, and more financially stable than the average. Anyone who has attended symphonic concerts or opera knows who this group is. Often, their children have left home and they have time and money to spend on their hobbies and interests.

This is why they not only attend the concert, but also buy the CD and the DVD. They are prepared to upgrade their sound systems to high fidelity if this will improve the quality of their audio experience. Comfort and health become imperative. They read *La Scena Musicale* to choose their next concert experience, read CD reviews, and to get the latest news in the classical music world.



#### Musicians (10,000 readers: 20%)

For musicians, musical expression is a lifestyle. Some make a career of it while others progress along this path by taking music-related studies. They fall into all age groups and can be divided into two categories: music students and professional musicians. They read *La Scena Musicale* to find out the latest news in the classical music world, and also to pick out concerts to attend as well as CDs to add to their collections.

#### Amateur Musicians Music for the love of it (13,000 readers: 26%)

Besides professionals, 13 000 of our readers are music lovers who play just for fun, either in choirs, musical groups, or at home.

### Statistics:

	Music Lovers	Musicians	Amateur Musicians
<b>Economic profile</b>	60.5% own homes 73.9% own cars (17% own > 1 car) Family Income: 53% over \$50 000 13% over \$100 000 43% parents, 22.3% parents of musicians	46% own homes 49% own cars Family Income: 48% over \$50 000 ■ 12% over \$100 000 43% parents, 22.3% parents of musicians	55% own homes 78% own cars Family Income: 48% over \$50 000 ■ 12% over \$100 000 43% parents, 22.3% parents of musicians
<b>Profession</b>	management ■ profesionels ■ employees retirees ■ others	management ■ professionnels ■ employees ■ students ■ others	management ■ professionnels ■ employees ■ students ■ others
<b>Education</b>	92% college and university	95% college and university	91% college and university
<b>Consumption</b>	2.7 CDs/month ■ 2 concerts/month 78% eye glasses ■ 44% arts & crafts 58% travel ■ 41% fine dining 4.7 visits to restaurants/month ■ 42% wine	3.2 CD/month ■ 3 concerts/month 78% eye glasses ■ 44% arts & crafts 64% travel ■ 44% fine dining 4.7 visits to restaurants/month ■ 23% wine	3.2 CD/month ■ 3 concerts/month 78% eye glasses ■ 44% arts & crafts 66% travel ■ 44% fine dining 4.7 visits to restaurants/month ■ 36% wine
<b>Musical interests</b>	79% orchestral 76% chamber music 66% opera 60% musique ancienne 45% world music and jazz 34% contemporary	83% chamber music 81% orchestral 65% opera 56% world music and jazz 52% musique ancienne 46% contemporary	81% orchestral 78% chamber music 63% musique ancienne 60% world music and jazz 52% opera 35% contemporary
<b>Cultural interests</b>	88% film ■ 87% books ■ 86% museums 68% theatre ■ 28% dance	88% film ■ 83% books ■ 75% museums ■ 51% theatre ■ 26% dance	91% film ■ 86% books ■ 87% museums ■ 64% theatre ■ 22% dance