



Vltava Philharmonic Hall Prague

**Recapitulative interpretation
of the main results of sociological
surveys**



SURVEYS PERFORMED BY:
MEDIAN S.R.O., 6-7/2021
CONCLUSIONS SUMMARISED BY:
M. FOUS

Research methodology

- The surveying was assigned to the MEDIAN, s.r.o. agency.
- The interviewing of the 15+ population was conducted between 17 June and 13 July 2021.
- A total of 1 462 interviews were conducted in 3 separate units
- Prague residents—except for P7 residents (n = 516**)
- Residents of P7 (n = 272) and frequent visitors to P7 (n = 239**)
- Audience (n = 301) and subscribers of selected cultural institutions* (n = 134)
- Data collection was performed in a combined manner: Web Interviewing (CAWI) and personal interviewing (CAPI)
- In addition, interested individuals could take part in an opinion poll(486 respondents in the period between 28 May –23 June 2021)→ IT SERVES AS AN „IDEA BOX“– IT IS NOT REPRESENTATIVE

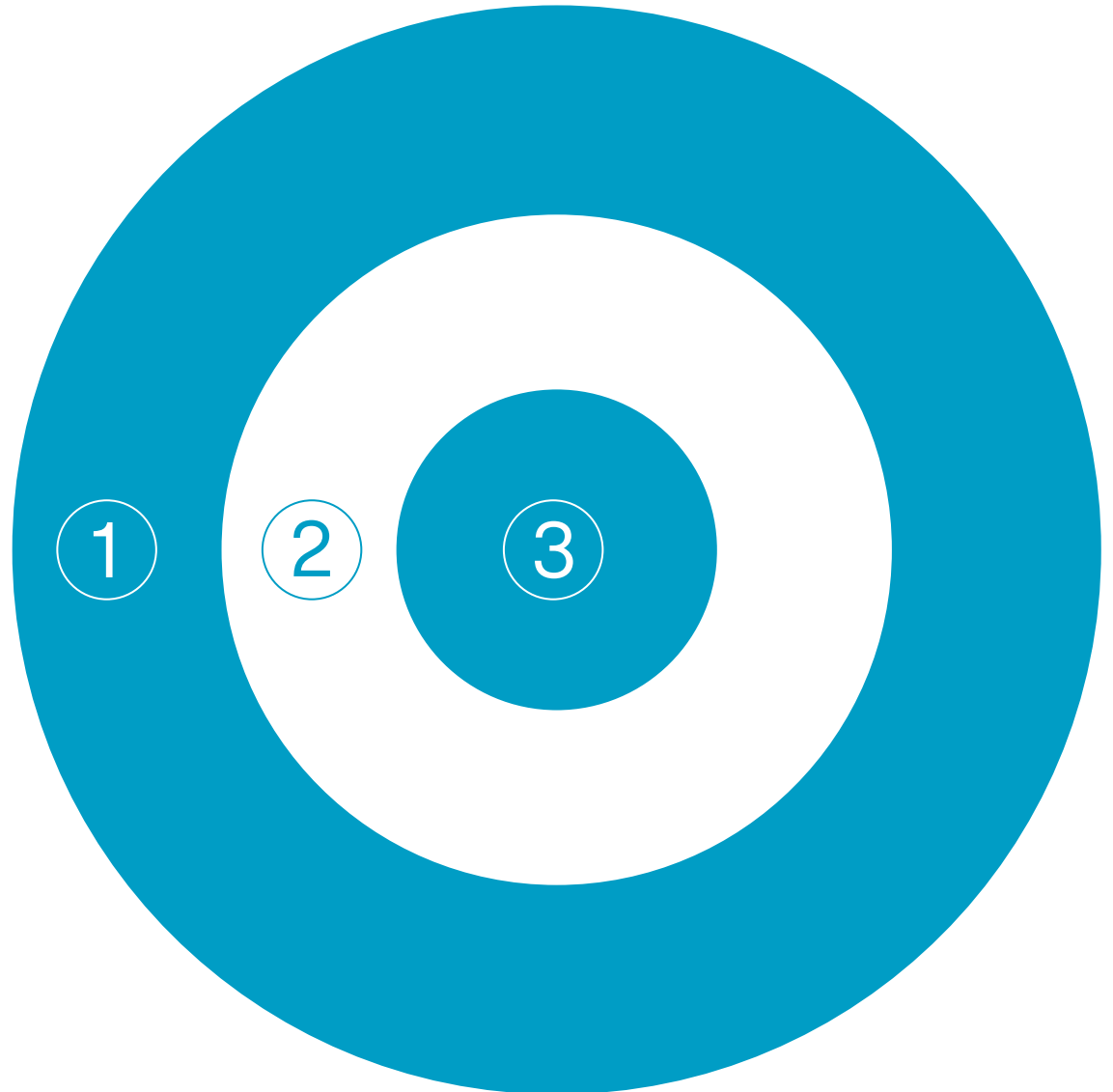
* Czech Philharmonic, FOK Prague Symphony Orchestra, Prague Spring

** Quota sample determined on the basis of gender, age and educational structure corresponding to the structure of the residents of the area

Prague Institute of Planning and Development /
Department of public space

Opinion poll

- 1 Prague residents—except P7
- 2 Residents and frequent visitors to P7
- 3 Audiences and subscribers of selected cultural institutions



SURVEY AMONG PRAGUE

27. 7. 2021

Residents except Prague 7



IPR
PRaHa



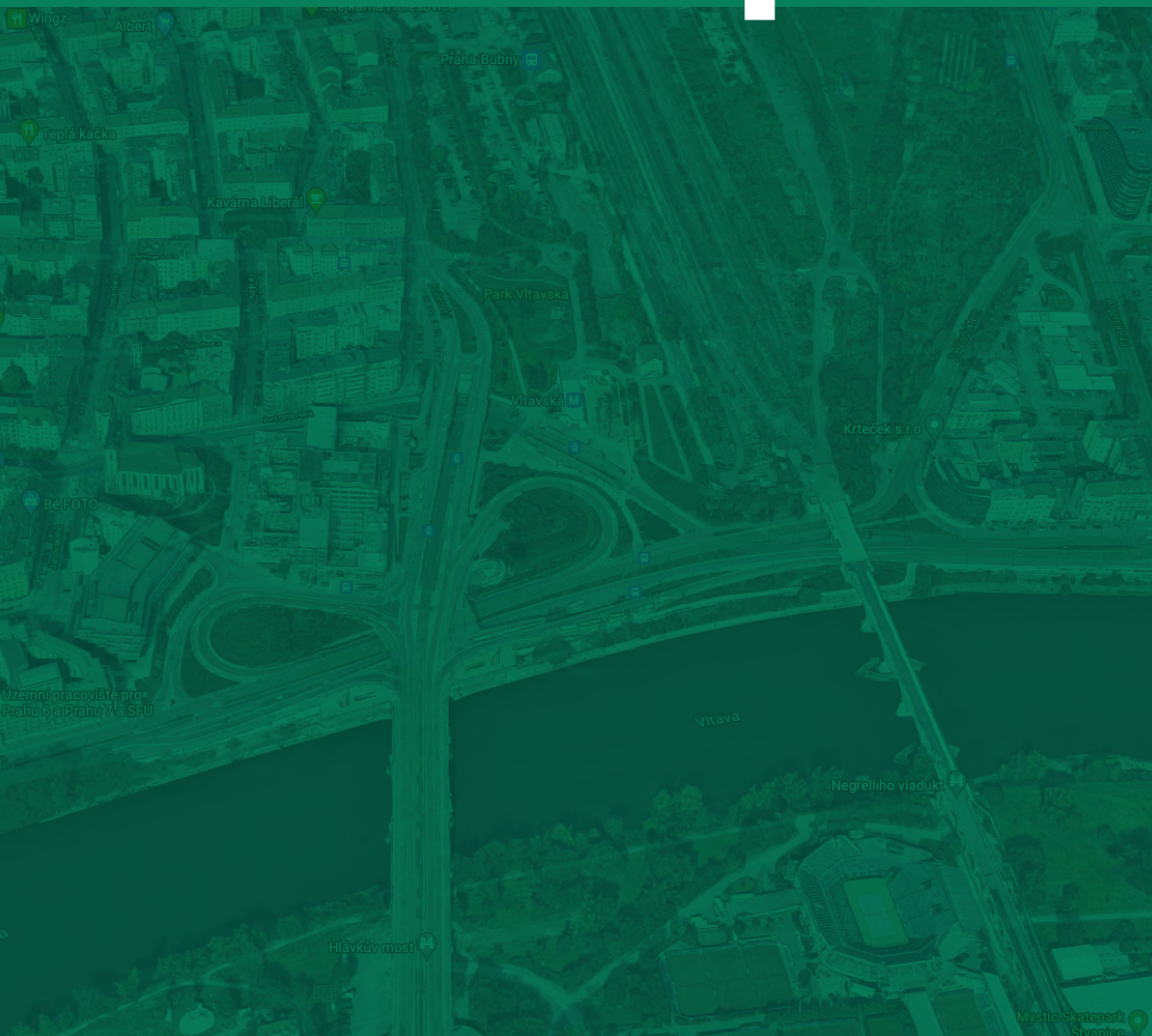
MEDIAN

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Research methodology

Sample size	516 respondents
Target group	Respondents living in Prague (outside Prague 7) older than 15 years
Interviewing dates	17. 6. – 7. 7. 2021
Data collection method	CAPI (Personal Interviewing) + CAWI (Online Panel Interviewing)
Selection of respondents	Quota sample determined on the basis of gender, age and educational structure corresponding to the structure of the Prague residents The independent research was performed by MEDIAN, s.r.o. for the Prague Institute of Planning and Development

Current condition and expectations



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Visited facilities

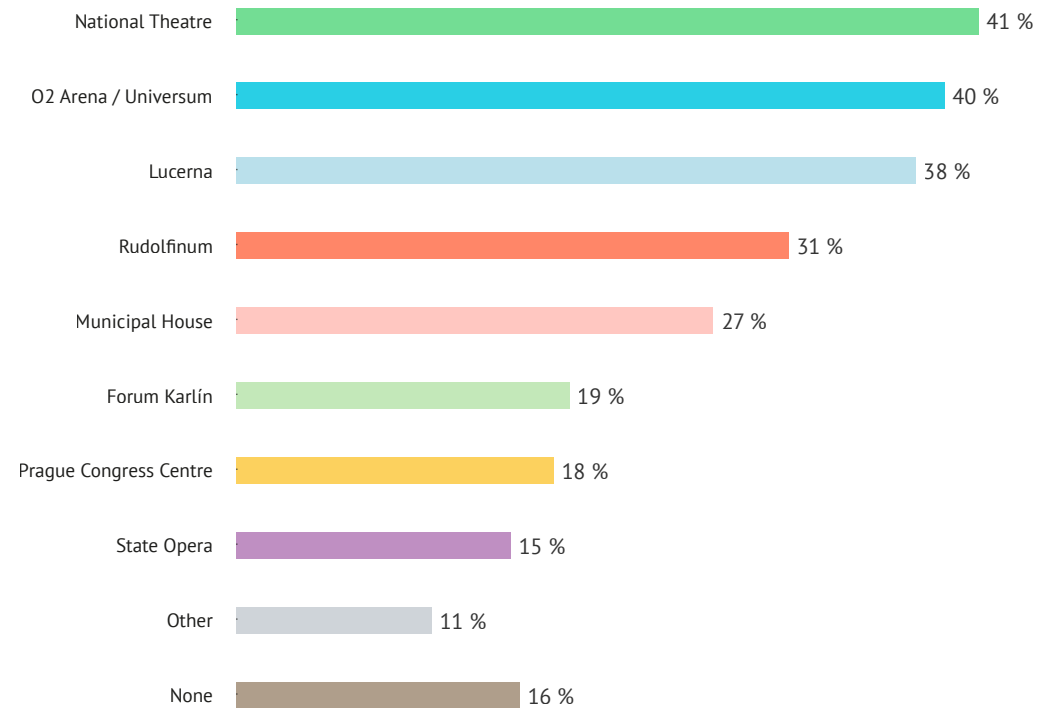
Two fifths of Prague residents say that they repeatedly visit the National Theatre, O2 Arena and, to a lesser extent, Lucerna.

Less than a sixth said that they do not regularly visit any of the cultural facilities.

Women say that they visit the National Theatre statistically significantly more often than men.

People aged 60+ visit O2 Arena less than others and, on the contrary, more often Rudolfinum and the Municipal House.

I1. Which of the Prague facilities do you visit repeatedly to gain cultural experiences?

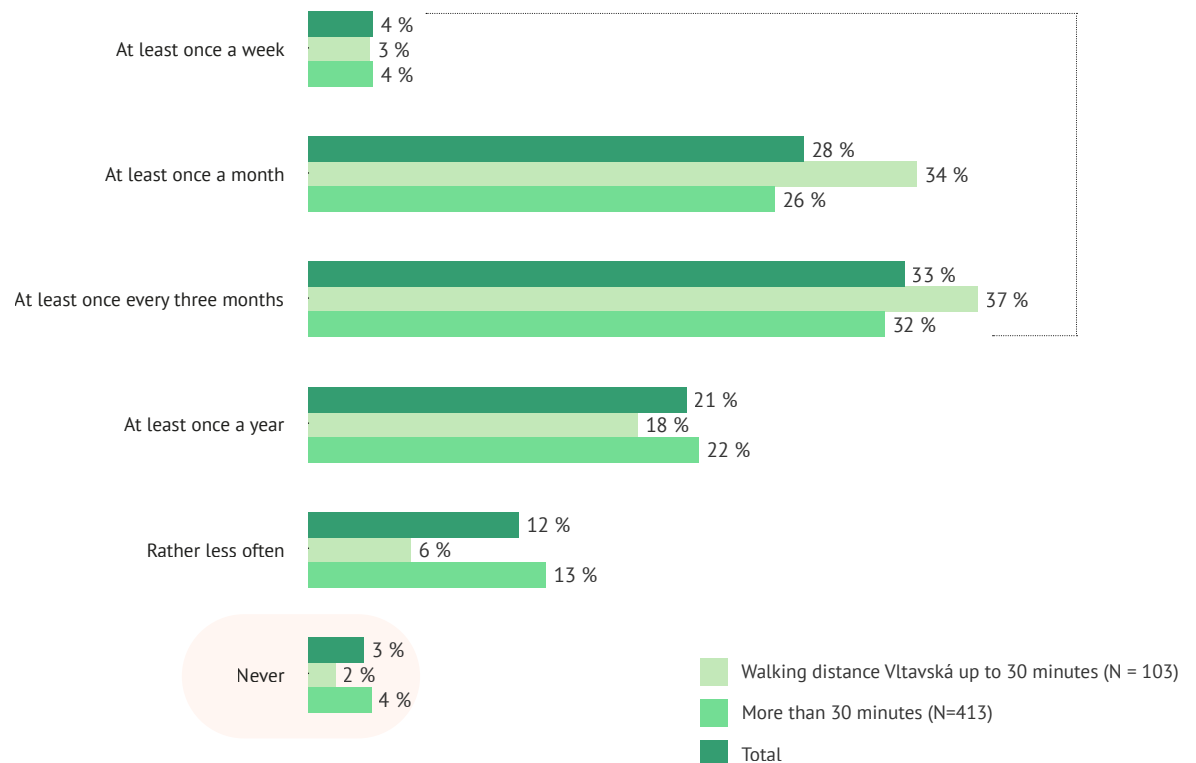


displayed % of respondents, n=516

Expected frequency of visits to the Philharmonic Hall

A third of Prague residents said that they would normally visit the building of the Philharmonic Hall at least once every three months, while the second largest group responded that they would visit it at least once a month. Another fifth of Prague residents claimed that they would visit the Philharmonic Hall at least once a year. The individual sociodemographic categories did not differ from each other significantly, however, we can see that those with the Vltavská Metro Station within a walking distance of up to 30 minutes, answer that they would visit the Philharmonic Hall once a month or every three months slightly more often, compared to those with a longer walking distance.

B4. How often would you personally feel like going to a place like the Philharmonic Hall? Both to a concert or any activity we mentioned earlier?



N=516, the diagram shows data in %

Associations with the Philharmonic

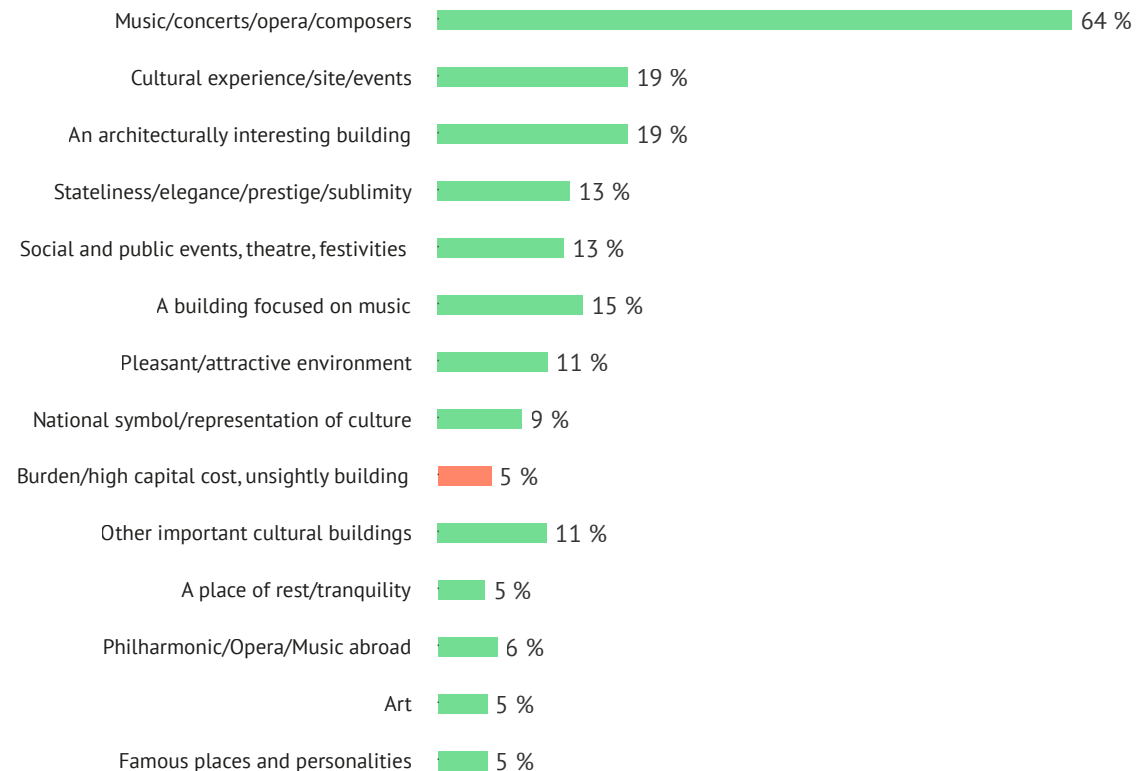
After being asked an open question, two thirds of Prague residents answered that they associate the Philharmonic building with music, concerts, operas and composers. This answer was given significantly more often by women and respondents aged 15–30 years.

Other categories were less represented; cultural experience/site/event came second.

Women indicated the concepts of music/concerts/opera/composers more often. On the contrary, men more often mentioned the concept of a “building focused on music” but they also mentioned more often the burden and high capital cost. However, differences are not statistically significant.

N=516, the diagram shows data in %

B1. What comes to your mind when someone mentions the building of the Philharmonic? What associations, adjectives, memories does it evoke to you? In your opinion, what comes together with such a building? Open question. Categories with more than 5% of responses are displayed.



Feelings when visiting the main hall of the Philharmonic

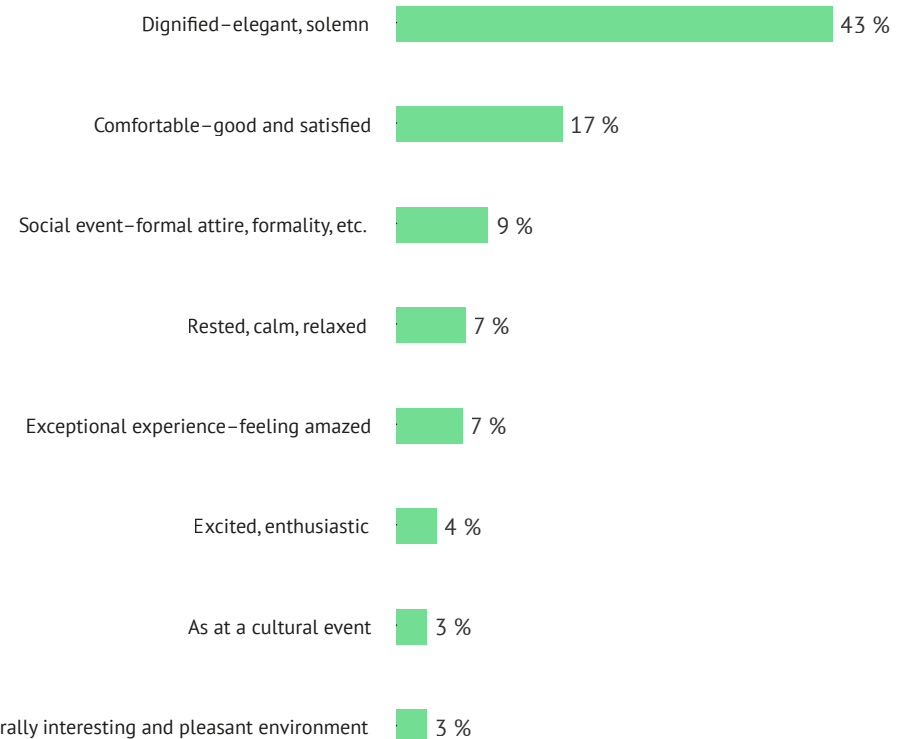
In an open question, Prague residents most often stated that, when visiting the Philharmonic's concert hall, they would like to feel dignified, elegant or solemn.

The second most frequent answer was comfortable—good and satisfied. The association with formal attire and the formality of such a visit was also more frequent.

The answer “dignified, elegant or solemn” was given more often by women than men. On the other hand, men have mentioned the impression of exceptionality, amazement, as well as formal attire or formality more often.

N = 492, answered by those who said that they planned to come to the Philharmonic Hall. The diagram shows data in %

B5. Imagine coming to the main concert hall of the Philharmonic building to attend a cultural event. How would you like to feel on this occasion? What do you think this situation should look like? Categories with more than 3% of responses are displayed.



Possible activities and other functions of the Philharmonic Hall

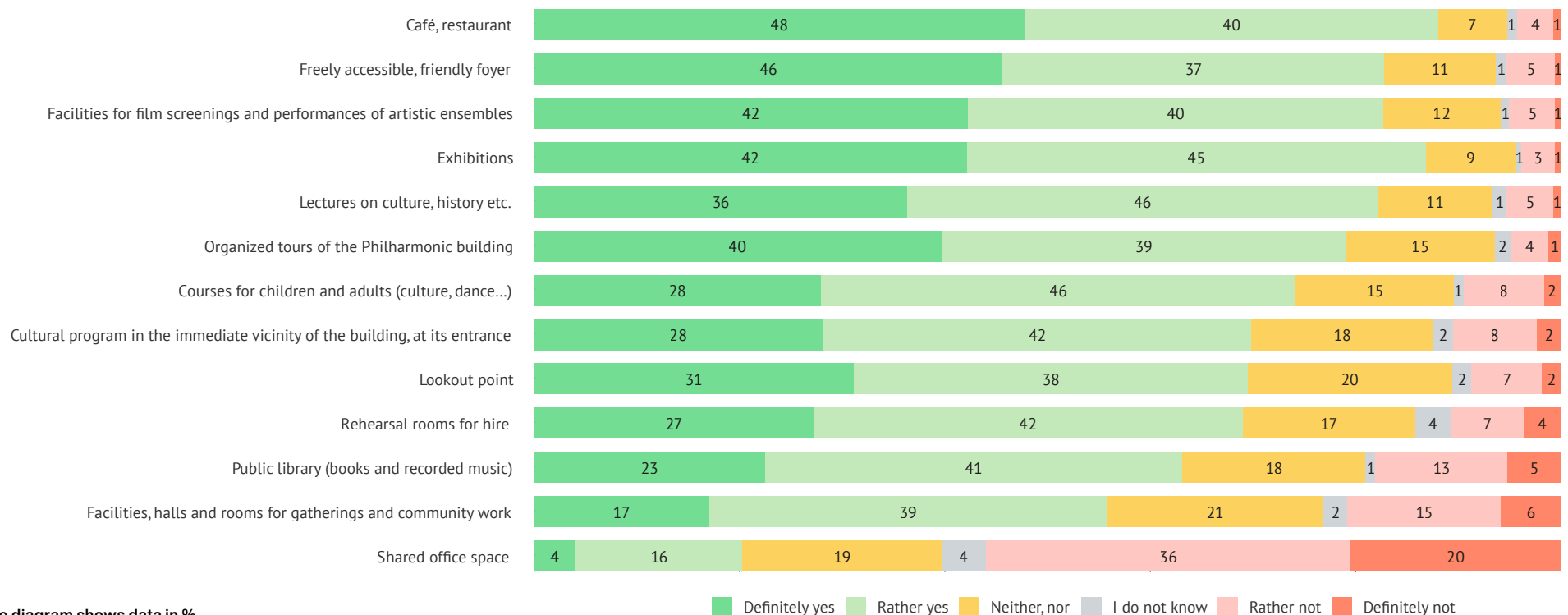


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Accompanying functions – expectations – Total number of Prague residents

The largest share of Prague residents would welcome a café or a restaurant. Exhibitions come second; freely accessible and friendly foyer is the third most popular function. The lowest share of Prague residents would welcome shared office space (only one fifth).

B2. Which accompanying functions would you welcome in the Philharmonic? Do you think that people would use them?

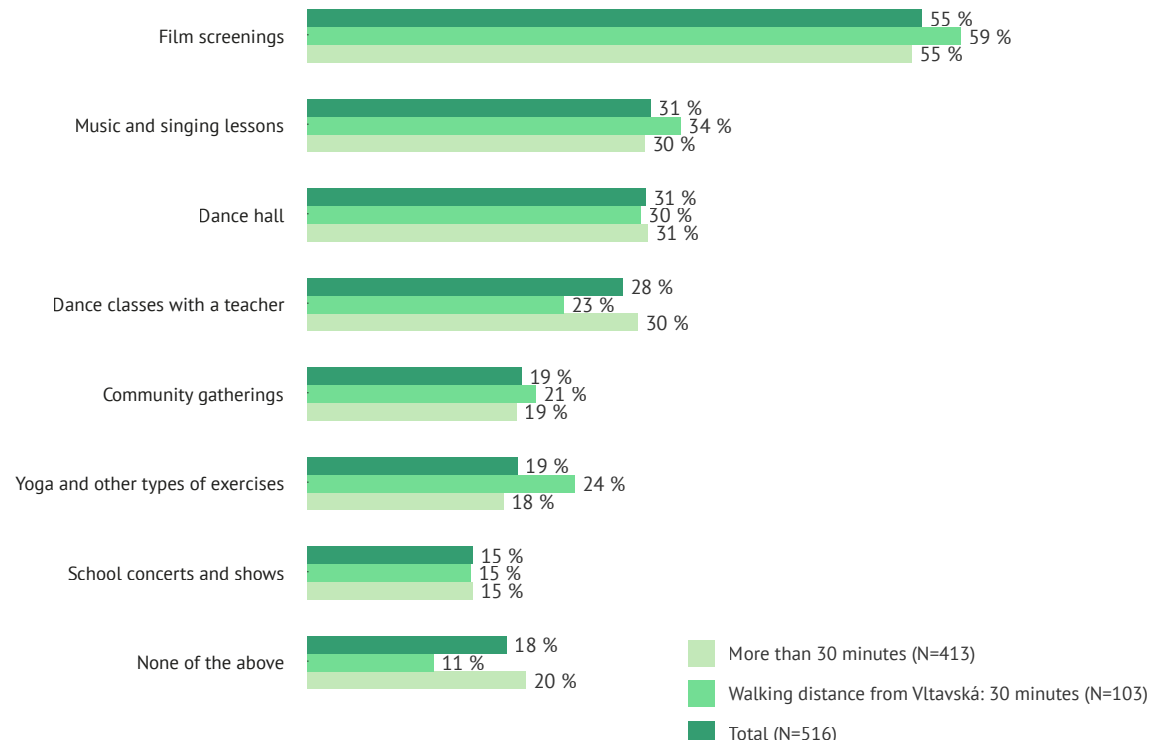


N=516, the diagram shows data in %

Other activities –interest in participating

More than half of Prague residents said that, as regards accompanying activities, they would welcome film screenings, as well as music and singing lessons which is in line with the previous questions about accompanying functions. Activities for children in the form of clubs or educational events was the second most frequently emphasized function, followed by a preference for dance halls and dance classes with teachers. Even in this case, differences based on the walking distance from the Vltavská Metro Station are only minor– in particular, it turns out that Prague residents living further away would not be interested in any of the activities more often.

B3. If other suitable rooms, halls and other facilities were available, which of the above activities would you like to participate in the building of the Philharmonic?



Space



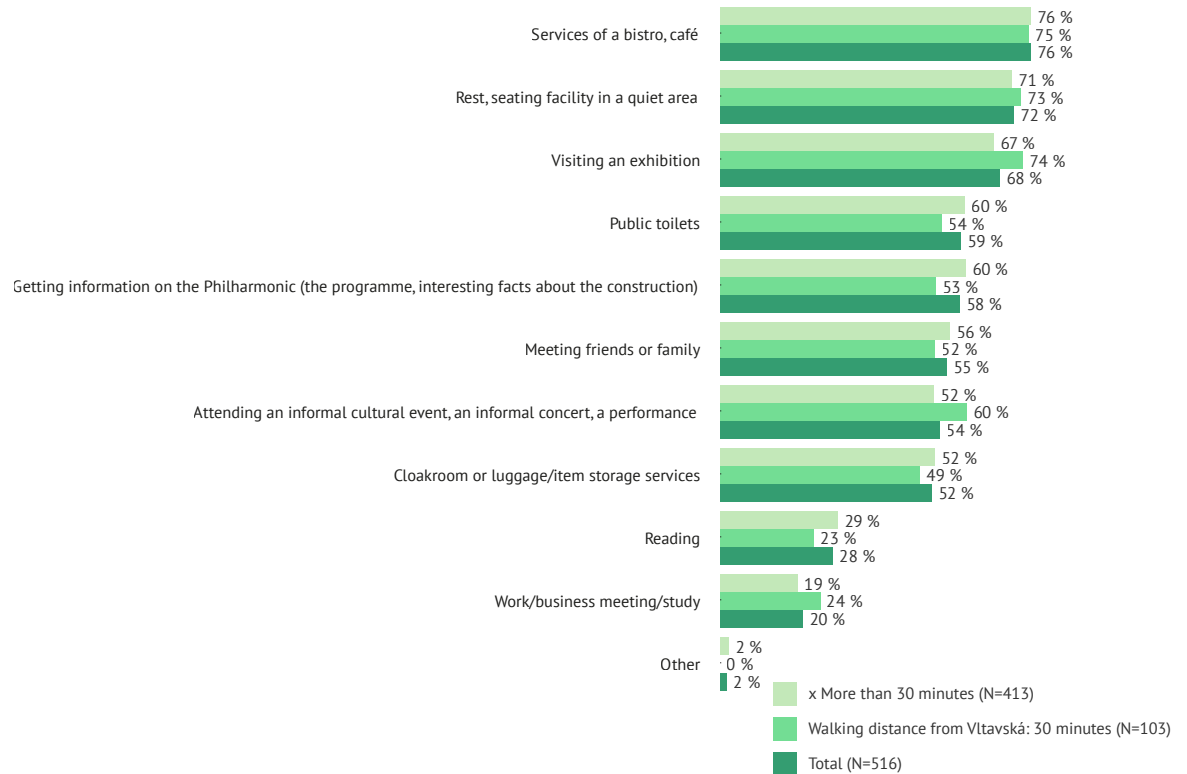
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Interest in activities in the foyer of the Philharmonic

From among the foyer functions, the Prague residents most often opted for the possibility of getting refreshments in a bistro or a café which was chosen by three quarters of them. The choice of a seating facility in a quiet area which was chosen by more than two thirds of respondents, was similarly frequent. In terms of preferences, visiting an exhibition came third.

The options of business meetings or studying were the least represented and were selected by a fifth of the respondents. People with a walking distance to the Vltavská Metro Station within 30 minutes would be more often interested in exhibitions or informal cultural events while people with a longer walking distance would be more often interested in public toilets or information about the Philharmonic itself.

B6. The shop window of each philharmonic building is its entrance hall (foyer). Which of the above activities would you like to take part in when visiting the foyer?



The nearest surroundings of the Philharmonic



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Inspiration for the appearance of the Philharmonic's surroundings—tested visuals

Option A:



Option B:



Option C:



Option D:



Option E:



Option F:



Option G:



Inspiration for the appearance of the Philharmonic's surroundings

About two fifths of Prague residents would prefer the option E as their first choice. The next first choice that appeared most often was option D which was the first choice of less than a fifth of the respondents. Option D was chosen as the first choice significantly most often by people aged 15–30 years compared to other age groups.

Even in the summary of all selected answers, option E still wins, which was selected by three quarters of the respondents. Option D which was chosen by more than half of the respondents comes second. Option B was the third most frequently chosen option in less than half of the cases.

N=516

C101. Please choose the option that you think would be the MOST SUITABLE for inspiration in the area that was mentioned: shown % of respondents, n = 516



Winner of option E

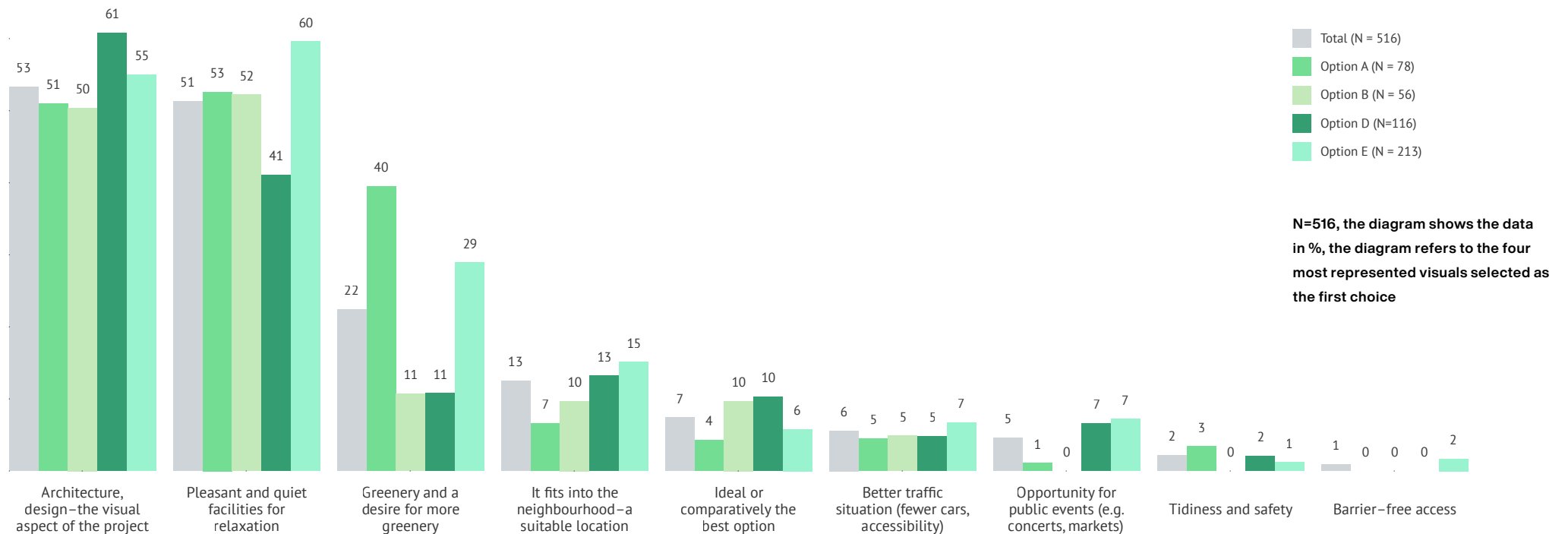
1



Reasons for choosing a visual-spontaneously

The Prague residents who chose option D as their first choice, justified their choice by the visual aspect more often than the others (architecture and design). Those who chose option E, more often highlighted the pleasant and peaceful facilities for relaxation. The preference of greenery was more common in those who chose option A (and also E).

C1A. Why did you choose this particular picture/these particular pictures? Try to briefly and concisely describe the main reasons of your choice—in what way did these appeal to you more?



Reasons for choosing a visual-spontaneously

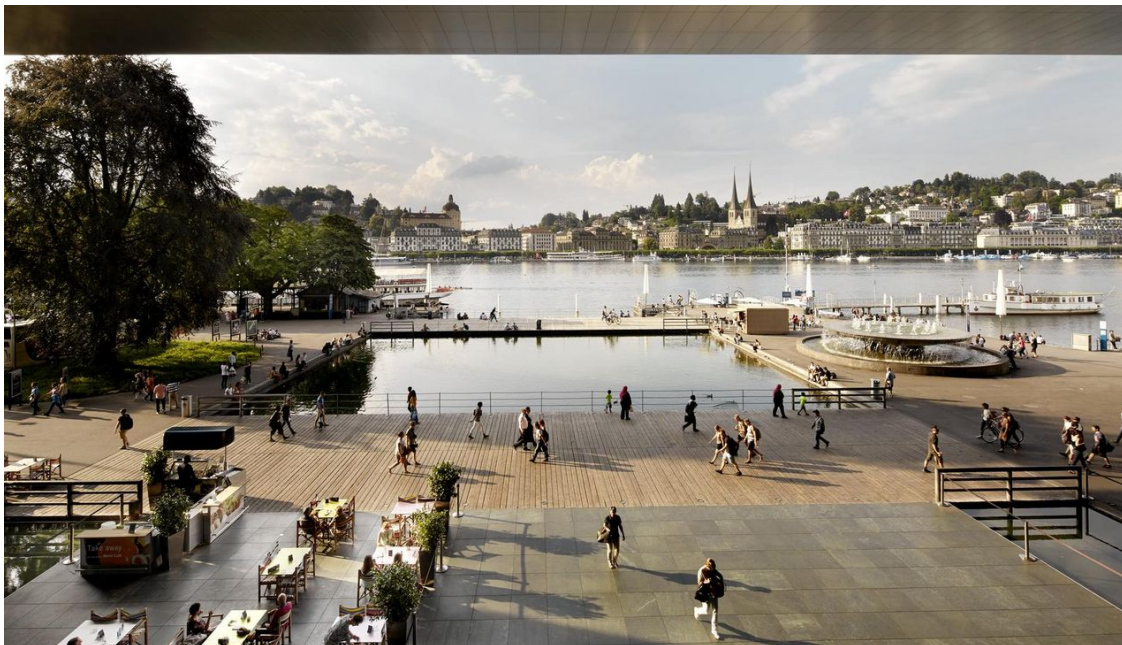
2

Option D



1

Option E



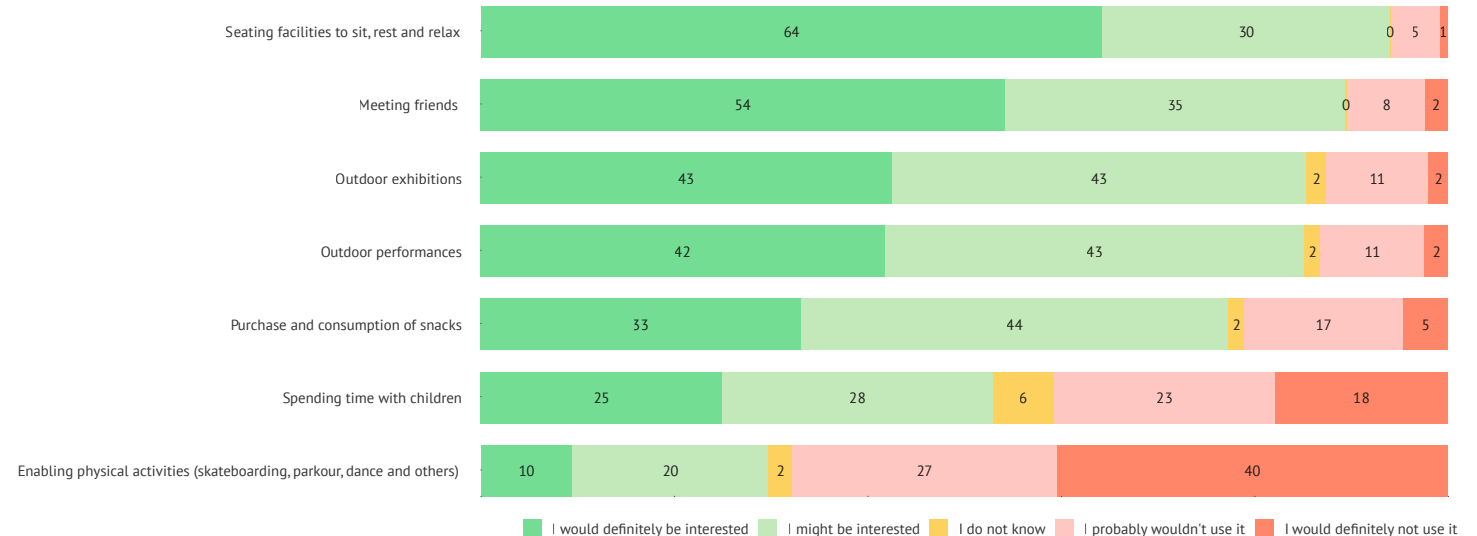
Option A

Suitable and inappropriate activities in the area around the Philharmonic in total

In the adjacent area of the Philharmonic, the Prague residents would most often welcome seating facilities to sit and relax. As a second most frequent option, they would welcome a space suitable for meeting friends, as well as for outdoor exhibitions and performances. Outdoor performances would be particularly welcomed by Prague residents from the age category of 31–45 years.

On the contrary, the option of physical activities which was chosen by a third of Prague residents from the sum of positive answers seems to be the least preferred use. The youngest respondents aged 15–31 would prefer physical activity more than other groups (less than half of them answered in the affirmative).

C2. A space will be created near the Philharmonic building, which will be used for various purposes. To what extent would you welcome a design that would offer these possibilities?



N=516, the diagram shows data in %

23. 7. 2021

SURVEY AMONG RESIDENTS OF PRAGUE 7 AND ITS FREQUENT VISITORS

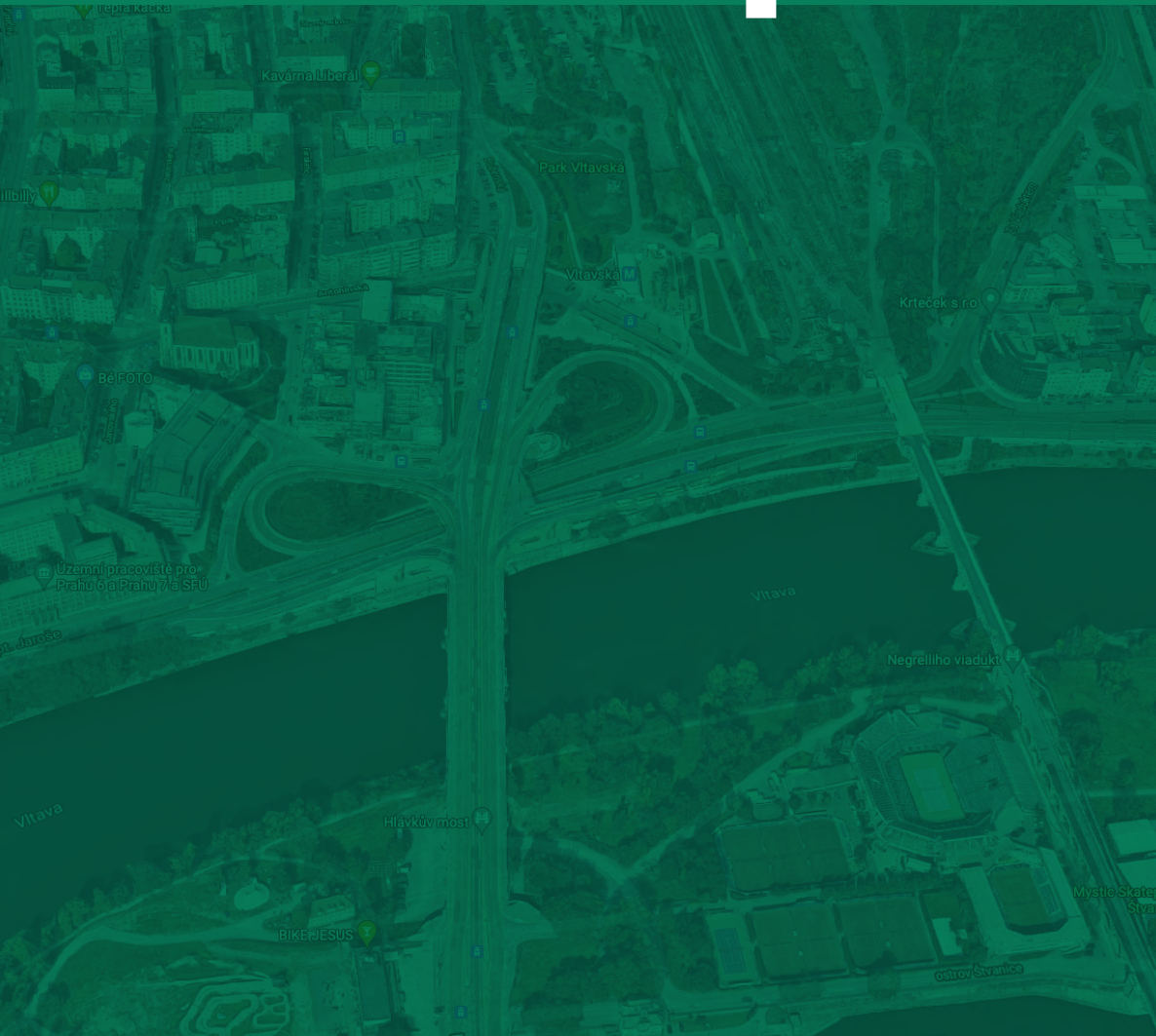


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Research methodology

Sample size	511 respondents
Target group	Residents and frequent visitors to Prague 7 over 15 years of age
Interviewing dates	18. 6. – 7. 7. 2021
Data collection method	CAPI (Personal Interviewing in the streets of Prague 7) + CAWI (Online Panel Interviewing)
Selection of respondents	Quota sample determined on the basis of gender, age and educational structure corresponding to the structure of the residents of Prague 7 Independent research was performed by MEDIAN, s.r.o. for the Prague Institute of Planning and Development

Current condition and expectations



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Evaluation of the area around the Vltavská Metro Station

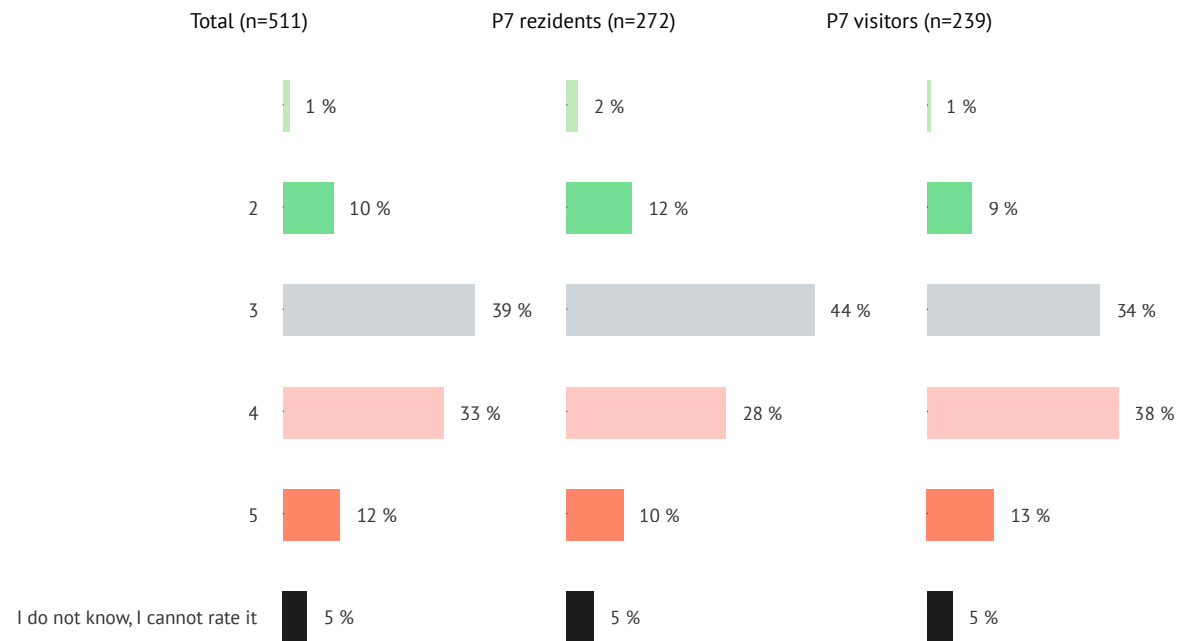
In the evaluation of the area around the Vltavská Metro Station in terms of appearance, functionality and quality, grades 3 and 4 prevail (school-like evaluation).

2/5 residents and visitors to Prague 7 gave it grade 3 and 1/3 of them gave grade 4. Together 11% of respondents gave it grades 1 and 2 and a similar share, 12%, gave grade 5. It can therefore be said that the area is rated neutral to negative.

As regards the socio-demographic differences, we can conclude that people aged 60 and over have a stronger tendency to rate it as neutral, with grade 3, compared to younger groups.

When comparing residents and visitors to Prague 7, we can see that the residents tend to rate the area as slightly more positive than visitors.

A1. . Please use school grades to rate how the space around the Vltavská Metro Station is conceived in terms of appearance,



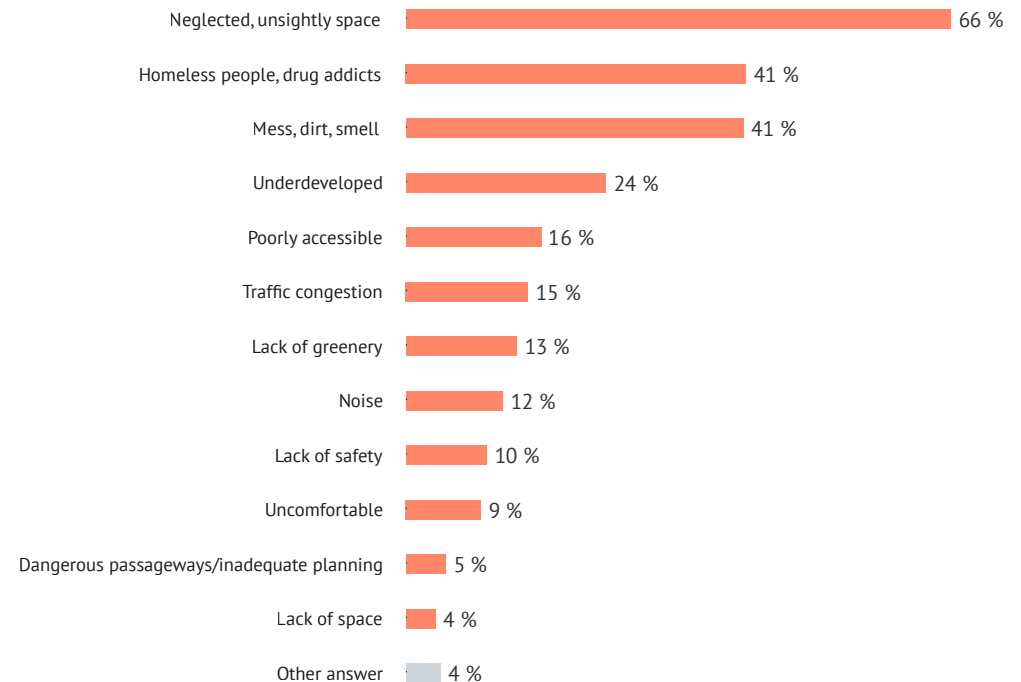
Reasons for negative rating of the space around the Vltavská Metro

Those who rate the space around the Vltavská Metro Station with grade 5 most often explain that the reason for this is the impression that the space is neglected and unsightly; they also complain about the mess, dirt and smell. The presence of homeless people and drug addicts is also negatively perceived.

Other answers refer to specific aspects of the poor quality of this public space.

N=59 (only those who gave grade 5), the diagram shows the data in %.
Note: answers rated with grade 1 are not shown due to the very small number—it is not possible to process them statistically

A2. Why did you give this grade? What characteristics of the Vltavská Metro Station area were the reason to this rating?

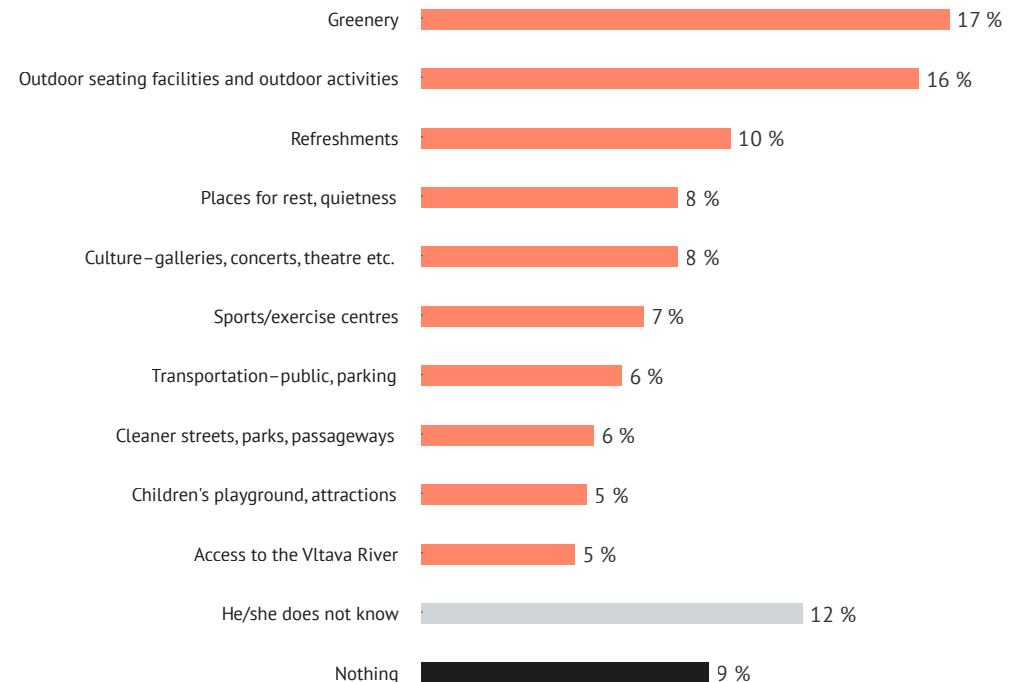


Missing public amenities within Prague 7

According to the residents and frequent visitors to Prague 7, the surrounding area lacks greenery and outdoor seating facilities and facilities for outdoor activities. Refreshments, places to rest, cultural events, sports opportunities were also mentioned, and transport and cleanliness should improve.

According to a smaller portion of the residents and visitors of Prague 7, there may also be a lack of children's playgrounds or access to the Vltava River.

C3. What public facilities do you specifically miss in the surrounding area within Prague 7? Please list what you would like here most.



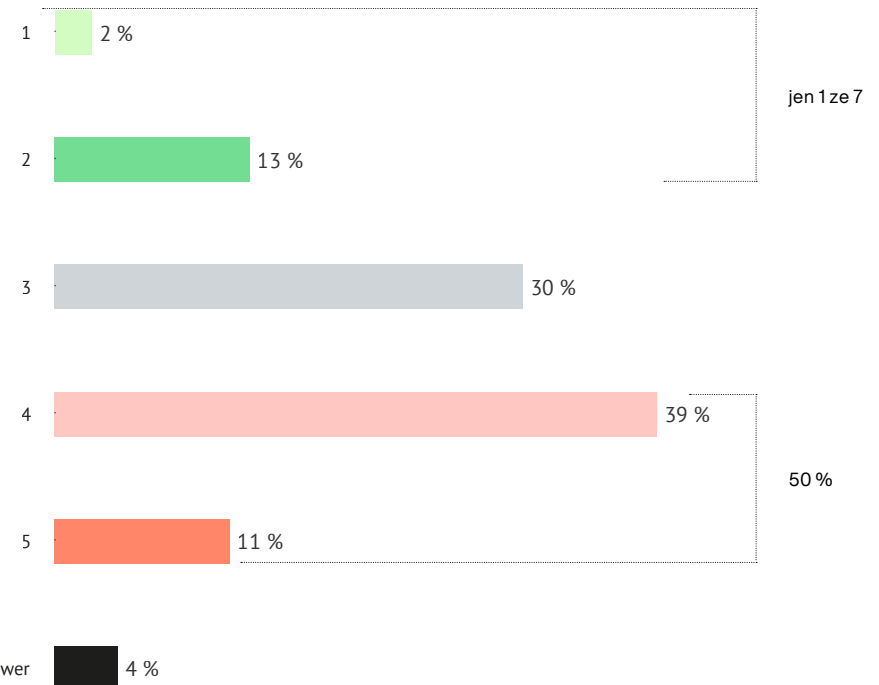
N=511

Rating of adjacent underpasses

The underpasses are rated rather negatively—the most frequent grade (school-like grading) is 4 and 3. These grades were given by 2/3 of the respondents. Together 15% of respondents gave grades 1 and 2 and 11% gave grade 5.

Due to the low N, there are no statistically significant differences between the categories, however, we can still observe that the older the age category, the more negative rating of the underpasses.

E5. You mentioned that you get to the Vltavská Metro Station via one of the adjacent underpasses. Please rate how satisfied you are with this access in general. Please use 1–5 school grades as in school.



N=97 (only those who indicated that they use the underpasses—options B and C), the diagram shows the data in %

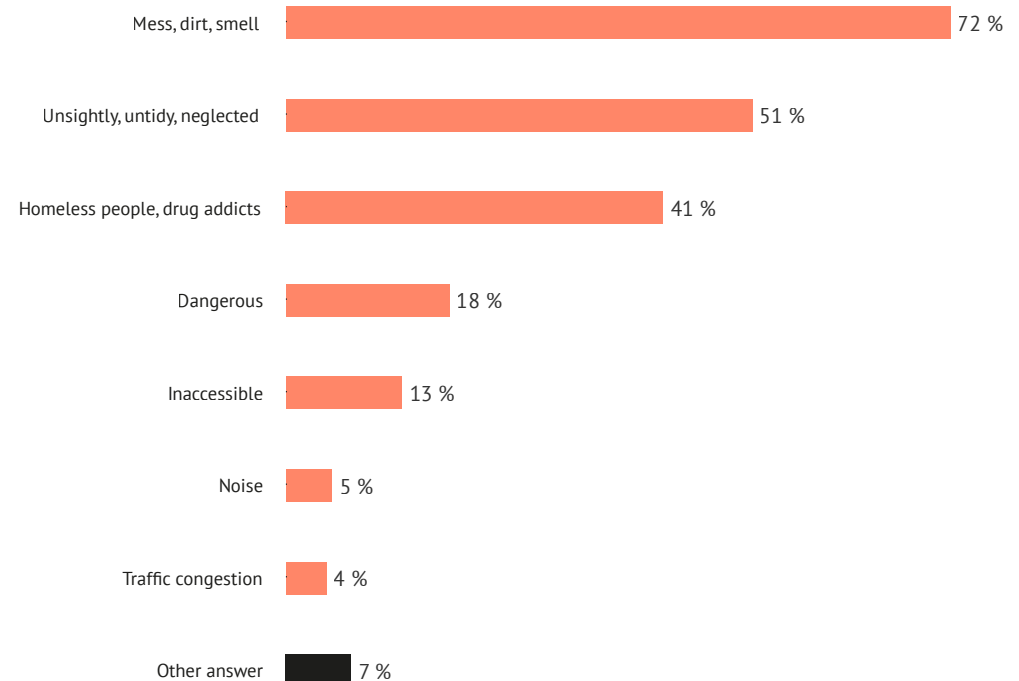
Reasons for the poor underpass rating

People with a negative perception of the appearance of the underpasses are most annoyed by the mess, dirt and smell or, more generally, an unsightly, untidy or neglected appearance of the underpasses.

2/5 of people also mentioned the presence of homeless people and drug addicts and one in five considers underpasses dangerous.

N=47 (only those who rated underpasses with grades 4 and 5), the diagram shows the data in %

E6. You have mentioned that you were not satisfied with the access to the Vltavská Metro Station. What are the main circumstances that increase your dissatisfaction most? Please briefly list all the serious ones.



Intensity of the passages through the area (declaration)

Those who cross the area most often do so by walking along the waterfront from the centre.

Another significant motif are the walkways around the metro station and tram stops.

Crossing the Bubenská Street is the third most significant motif.

E2. You have indicated that you sometimes only cross/travel through the designated area. Can you please indicate in the map below your exact route when you cross the area?



N=167, the diagram shows the weighted frequencies between each point—the higher the number, the higher the recorded frequency of passages between the points in question

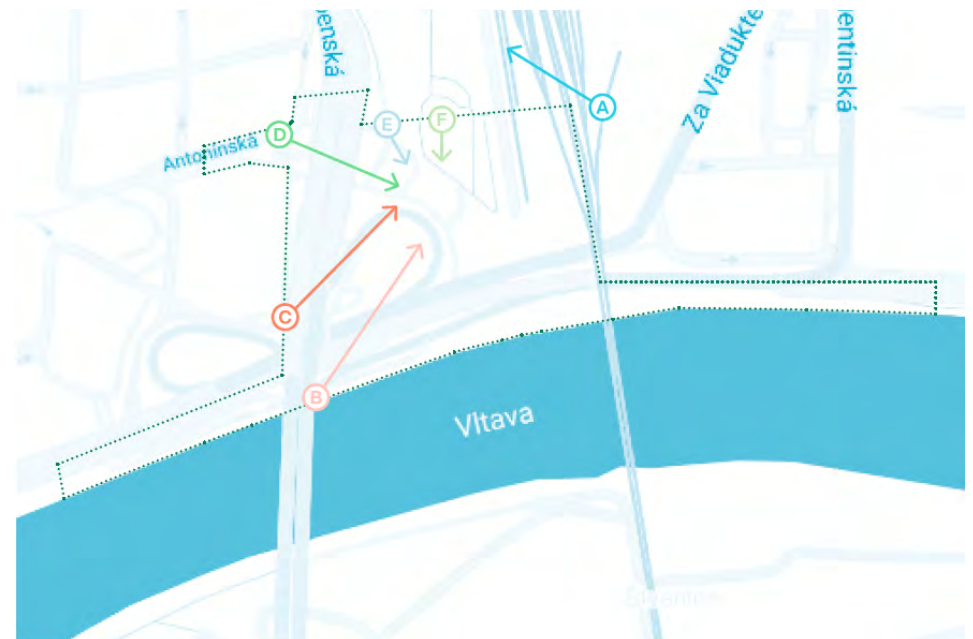
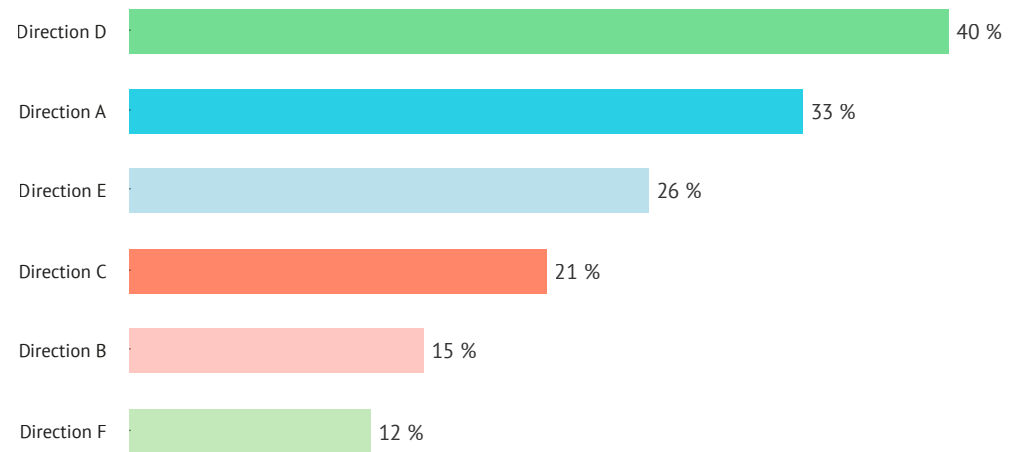
Direction of arrival in the territory of the Vltava Metro Station

On foot or by bicycle/scooter, local residents arrive in the metro area most often in the D direction, i.e. from the Antonínská street, and further in the A direction, i.e. from the Bubenské nábřeží embankment or from the Prague market neighbourhood. The direction from the Bubenská street (E) is the third most frequent route; the underpass in the direction from the former building of electrical enterprises is the fourth most frequent route (C).

The direction E was indicated by 38% of representatives of household with 4 or more members which are typically families with children which can be caused by the fact that their arrival is associated with a visit to the adjacent park.

N = 299 (only those who get to the area on foot or by bike/scooter at least sometimes), the diagram shows data in %

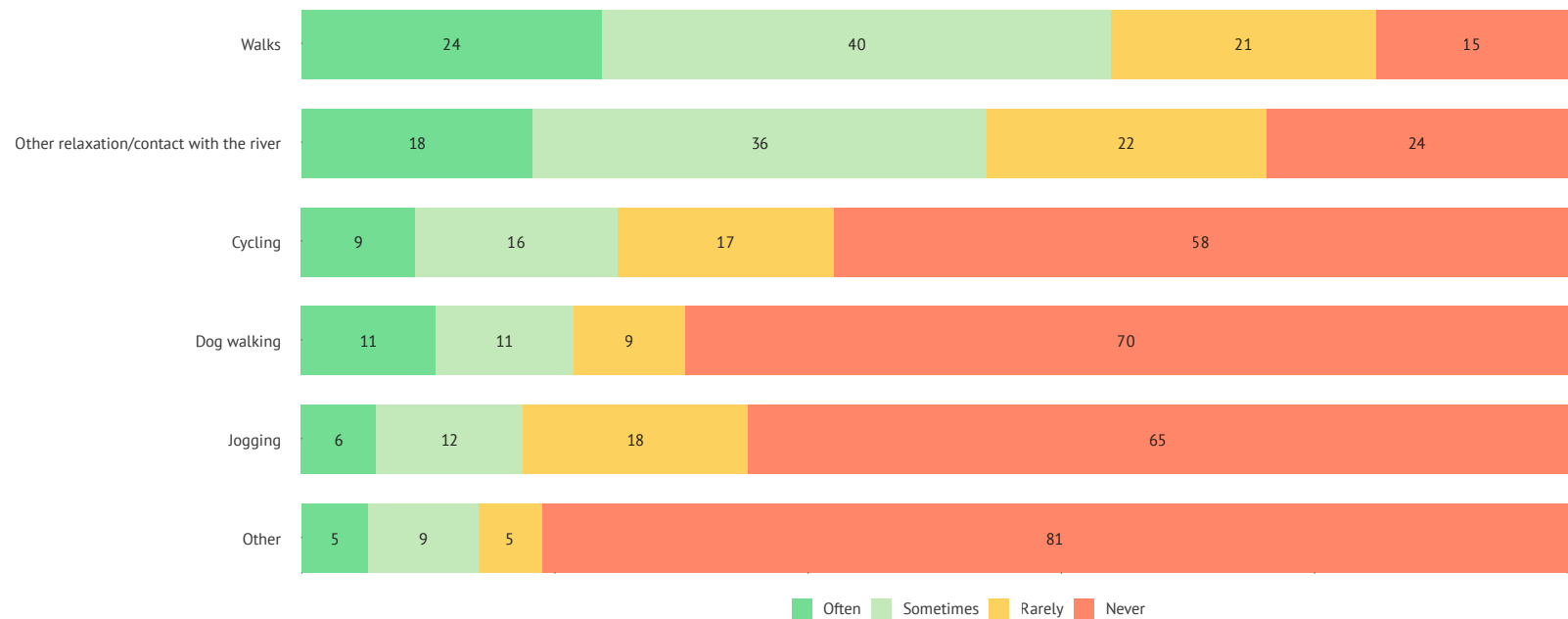
E3. How do you travel to the area of the Vltava Metro Station?



Simultaneous use of the waterfront near the Vltava Metro Station

Residents and visitors to Prague 7 most often use the waterfront near the Vltavská Metro Station for walks or, in general, to relax in contact with the river. Activities such as cycling, dog walking or jogging are limited to a small share of people. Jogging is more often performed by people aged 15–30 years, cycling by people aged 31–45 years. Both activities are more often performed by men than women.

D1. Do you use the waterfront in close proximity to the Vltavská Metro Station now and how?



N=511, item "Other" N=254, the diagram shows the data in %

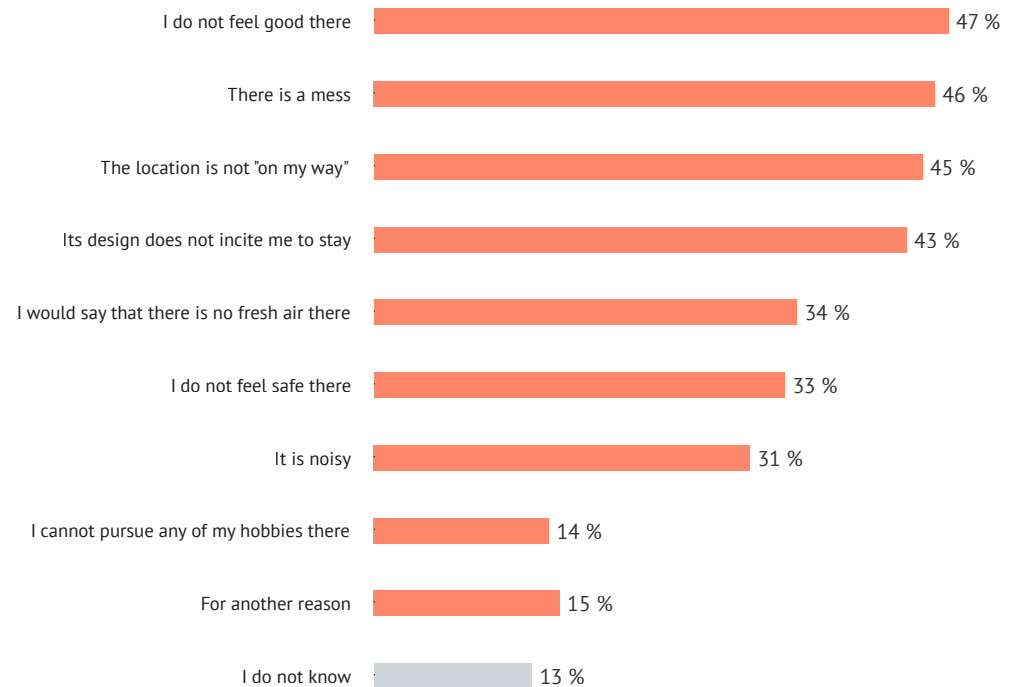
Reasons for not using the waterfront

Only about one in ten persons stated that they do not use the waterfront space at all which applies to both visitors and residents to a similar extent.

The reason for this is the most often a low quality of the space–i.e. a justification that the person concerned does not feel good in the location, that it is messy or that its design does not incite them to stay. It is also not „on the way“ for some people.

1/3 of those who do not use the space also criticizes the dangerous nature and noise in the space in question.

D2. Why do you not use this space at all?

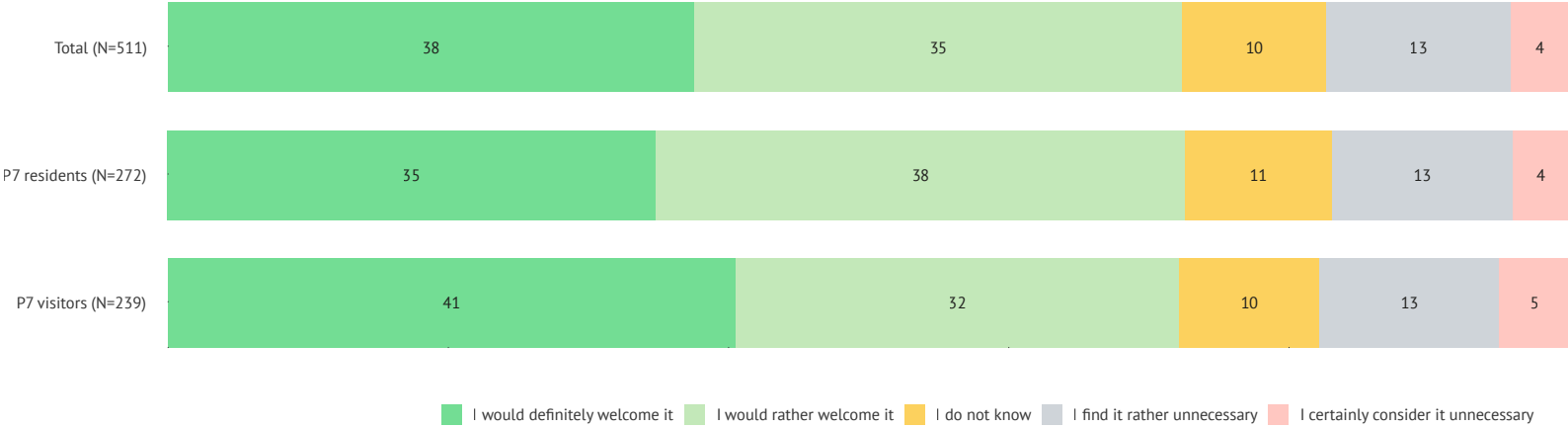


N=57 (ONLY THOSE WHO CHOSE OPTION 4 (NEVER) FOR ALL OPTIONS IN D1), the diagram shows the data in %

Connection of the waterfront near the Vltavská Metro Station and the Štvanice Island

Less than 3/4 people would welcome a direct connection between the Vltavská Metro Station and the Štvanice Island, 17% consider this unnecessary. People with university education would definitely welcome the connection more often, just as Prague 7 visitors compared to residents.

E7. To what extent would you welcome a direct connection between the Vltavská Metro Station and the Štvanice Island?



N=511, the diagram shows data in %

A new cultural institution



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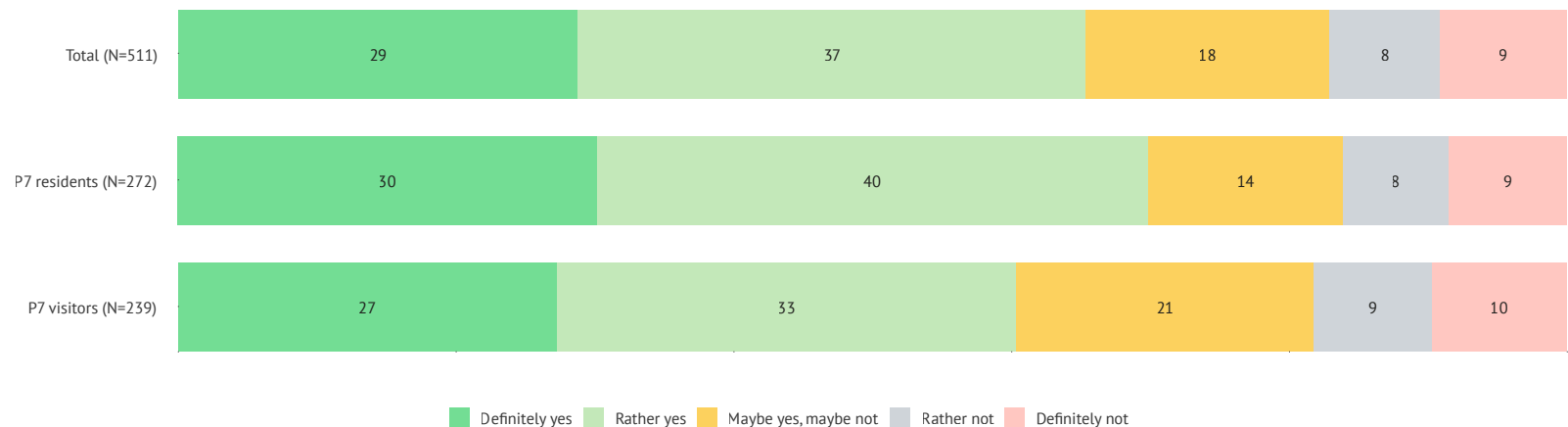
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The conceivability of a cultural institution project near the Vltavská Metro Station

In total, 2/3 of residents and visitors to Prague 7 state that they can imagine the creation of a cultural institution near the Vltavská Metro Station, in the area between the metro and the waterfront. This share is slightly higher in residents of Prague 7 (70%) and slightly lower in P7 visitors (60%). Less than 1/5 then has a neutral attitude and a similar share can rather not or certainly not imagine the project.

More often, the project cannot be imagined by people from younger age groups, i.e. 15–30 years and 31–45 years, especially in comparison with the oldest group of 60+. For residents of Prague 7, the project is somewhat more often conceivable than for visitors.

A3. Can you imagine that the city would build a cultural institution in the area between the Vltavská Metro Station and the Vltava waterfront where the residents of the whole of Prague and people from the wider area would have a reason to come?

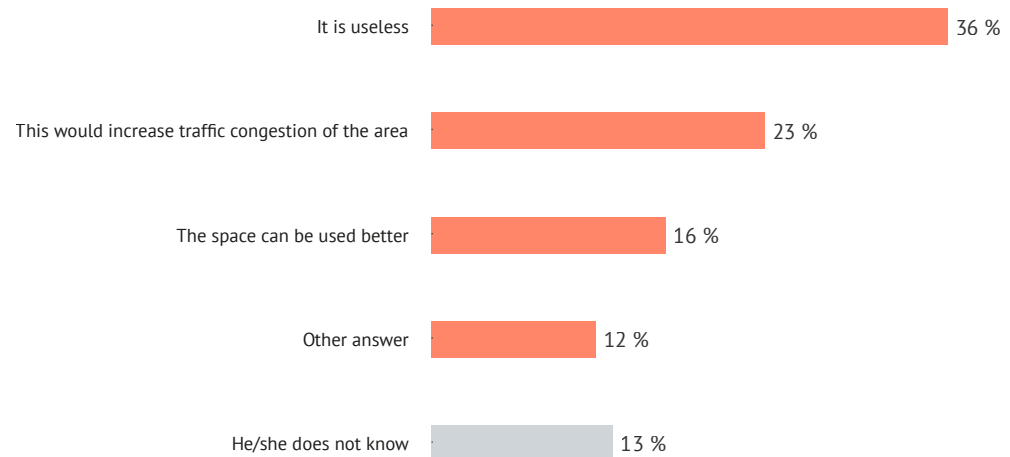


N=511, the diagram shows data in %

The reasons for the inconceivability of a cultural institution project near the Vltavská Metro Station

Those who cannot imagine a new cultural institution most often argue that they find it unnecessary or that, according to them, the project would increase traffic congestion of the area and the space could be used better.

A4. Why is the placing of such an institution in this area inconceivable to you at the moment?



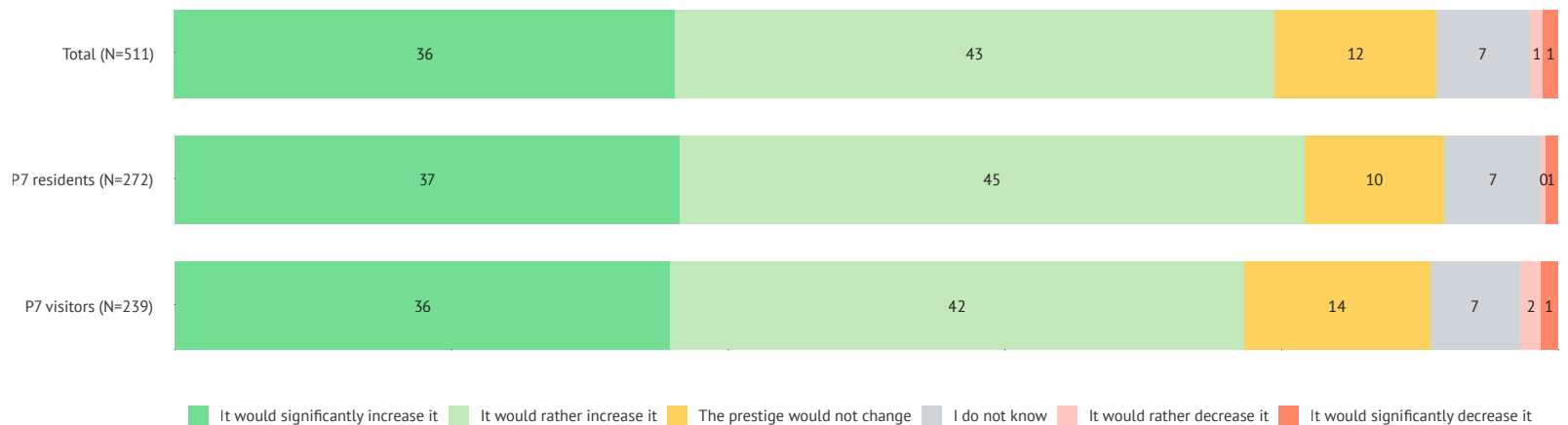
N=45 (only those who cannot imagine a cultural institution at this location), the diagram shows the data in %

The impact of a cultural institution on the prestige of the area and Prague 7

Residents and visitors to Prague 7 largely agree that the placing of a new cultural institution in a given area would increase its prestige, just as of the whole of Prague 7. This view is held even more strongly by people over the age of 60.

In total, 12 % believe that the prestige of the area would not change and 7 % do not know—only a negligible share of people think that it would decrease. Residents of Prague 7 slightly believe more often than visitors that the prestige of the area will rather increase.

A5. Whatever your perception of the suitability of placing a cultural institution in this area is, to what extent would such a building (let us say it would be a philharmonic) impact the prestige of this area and of Prague 7?



N=511, the diagram shows data in %

Associations with the Philharmonic Hall

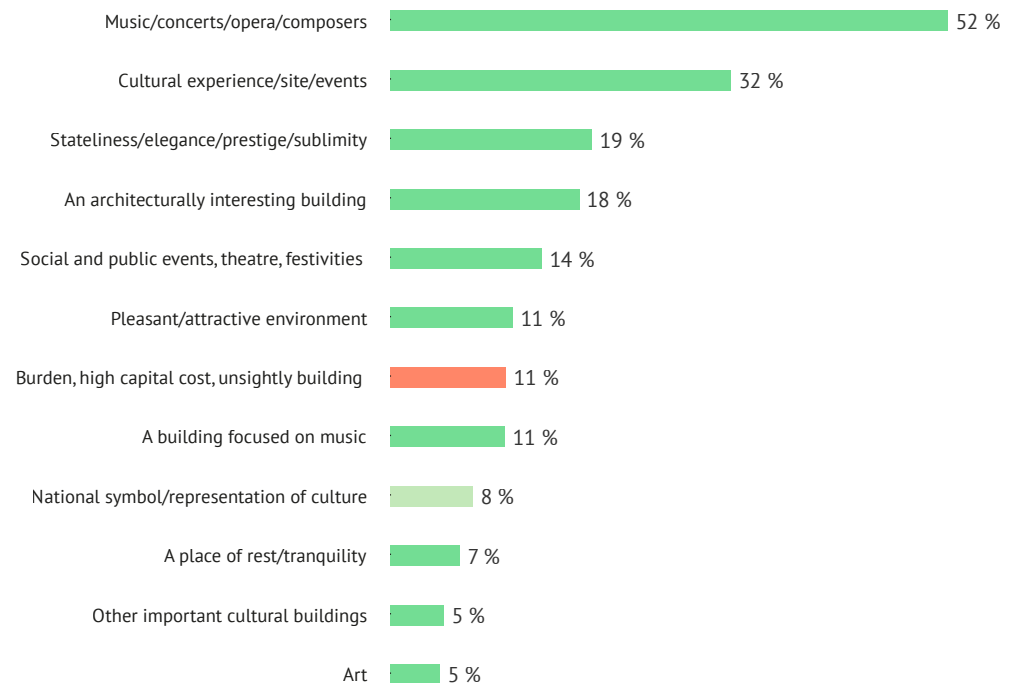
Naturally, variations on the theme of music, concerts, operas and composers are the most frequent association with the philharmonic, followed by an association with the concept of culture, in the sense of a cultural experience, the site and the events.

One in five mentioned such qualities as stateliness, elegance or sublimity and a similar share mentioned that the Philharmonic is an interesting building architecturally. Other associations include e.g. social events.

It is also worth noting that 11% of people said that the philharmonic would bring about a burden, high capital cost, or that there was a risk that the building would be unsightly.

N=511, the diagram shows the data in %, only codes with a representation of at least 5% are displayed

B1. What comes to your mind when someone mentions the building of the Philharmonic? What associations, adjectives, memories does it evoke to you? In your opinion, what comes together with such a building?



Concerns about the construction site of the Philharmonic

In connection with the construction of the Philharmonic, the residents of Prague 7 are most concerned about the noise, dust and mess caused by the building site. On the other hand, visitors to Prague 7 are most concerned about the interruptions and diverting of public transport or even of the temporary closure of the Vltavská Metro Station. Furthermore, both groups are also concerned about traffic congestion, higher concentrations of people with risky behaviour and road closures.

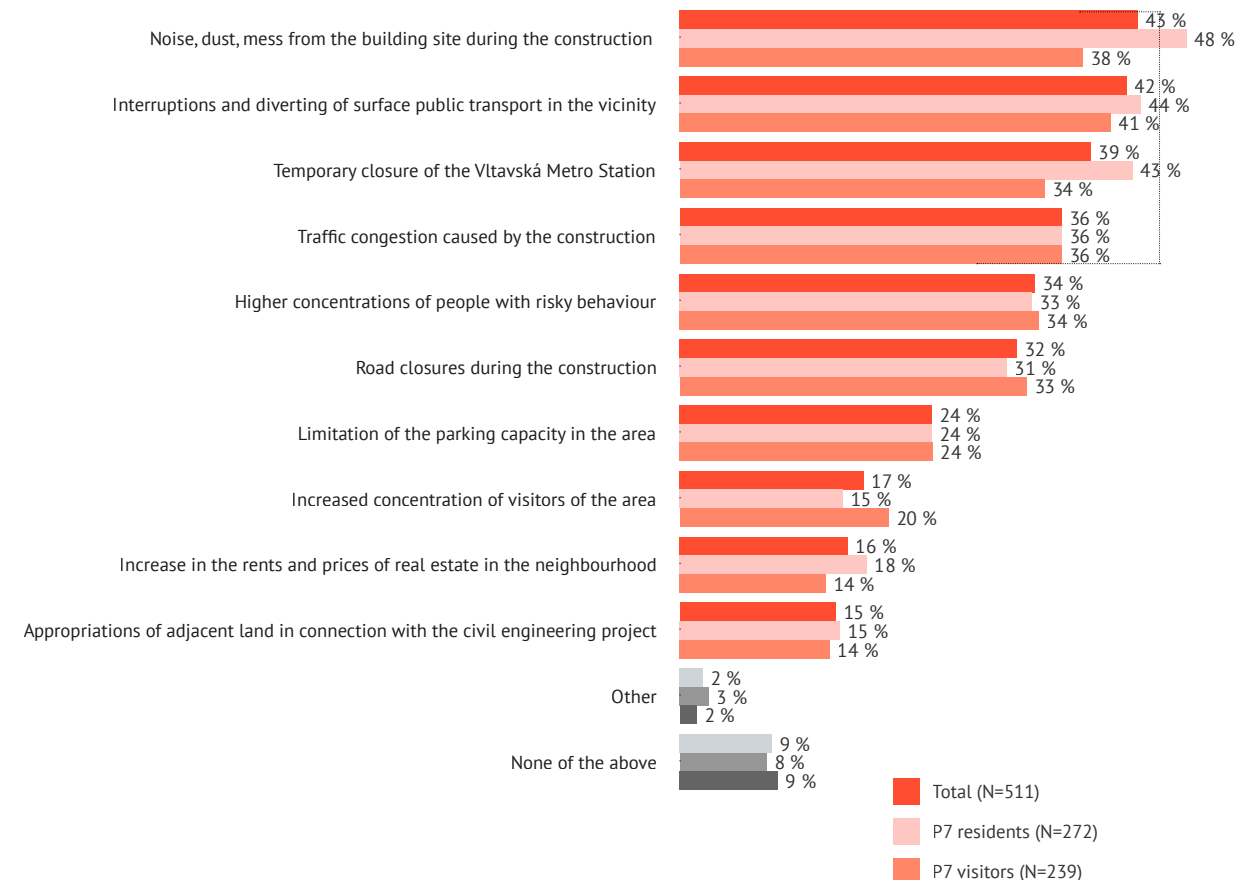
There are minor concerns about possible indirect effects—such as an increase in the concentration of visitors in the area or an increase of rents and prices of real estate.

Women are more worried about interruptions of public transport and also about an increase of rents and prices of real estate; while people over the age of 60 are more concerned about the noise and dust and the closure of the Vltavská Metro Station.

Residents are more often concerned about the noisy and dusty building site and the temporary closure of the Vltavská Metro Station.

N=511, the diagram shows data in %

F2. Případná výstavba nové budovy filharmonie může přinést obyvatelům i negativa. Čeho se Vy osobně obáváte? Označte prosím max. 4 položky.



Possible activities and other functions of the Philharmonic



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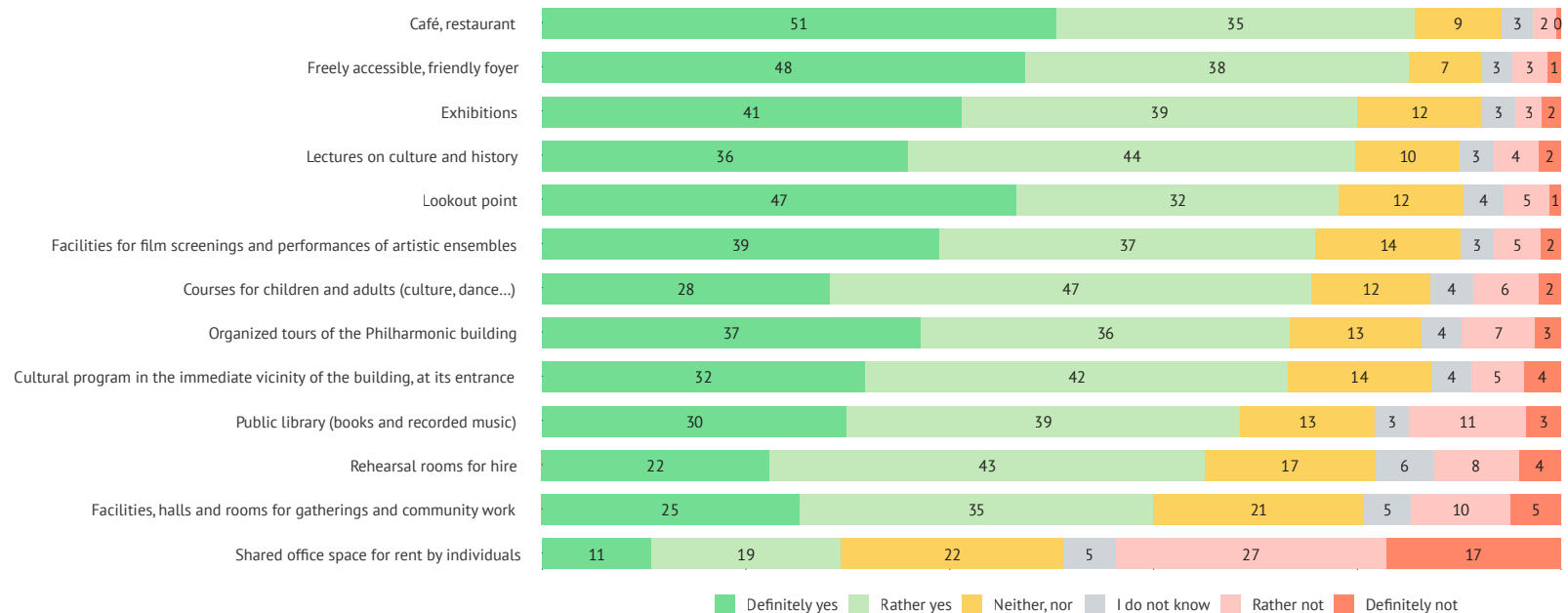
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Accompanying functions— expectations

Inside the Philharmonic, the residents and frequent visitors to Prague 7 are mostly interested in a café or restaurant, a freely accessible foyer, exhibitions, lectures on cultural and historical topics or a lookout point; people would also welcome most of the other functions in the Philharmonic. A relatively low level of interest is shown in shared office space, meeting space in general and rehearsal rooms for hire which is probably caused by the fact that these are functions that are not relevant to everyone.

For most of the presented accompanying functions, it can be stated that women seem more interested in them, compared to men.

B2. Which accompanying functions would you welcome in the Philharmonic? Do you think that people would use them?

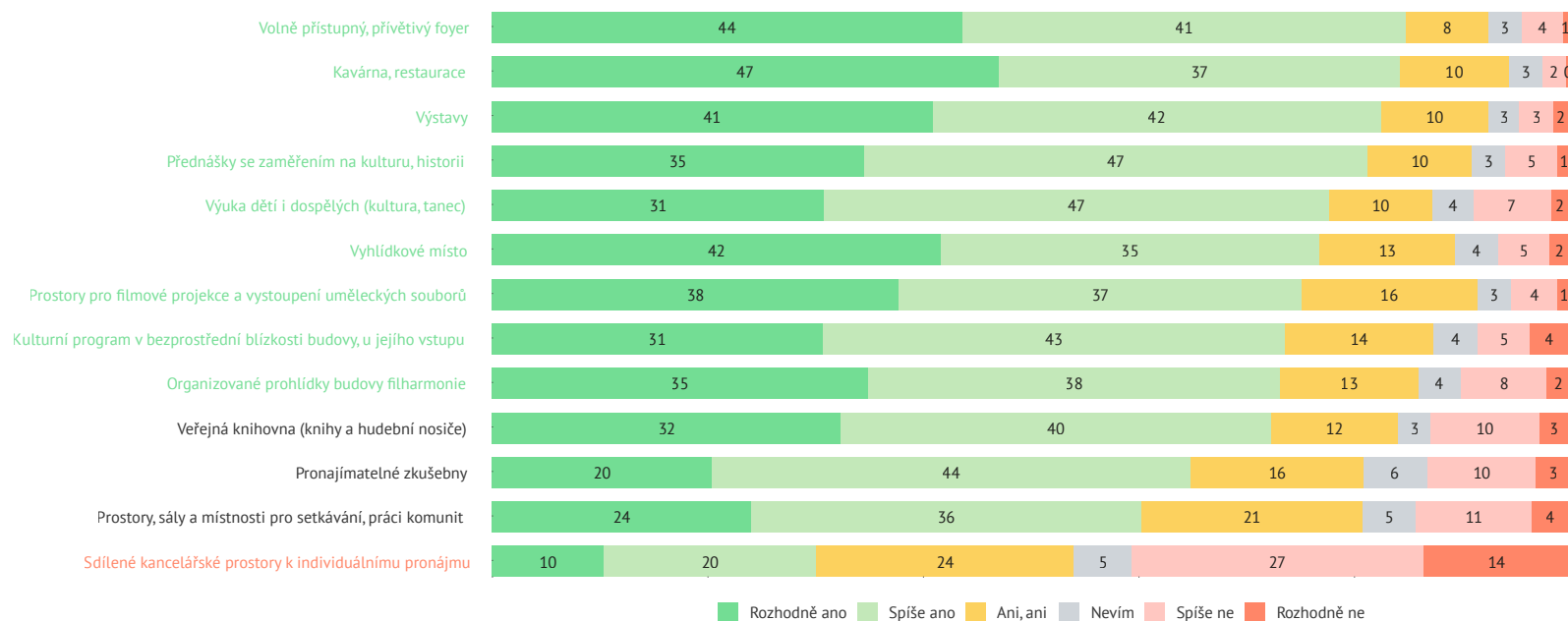


N=511, the diagram shows data in %

Accompanying functions–expectations Residents of Prague 7

Residents emphasize an accessible foyer slightly more often than a café and a restaurant but the answers do not differ significantly compared to the whole.

B2. Which accompanying functions would you like to see in the Philharmonic? Do you think that people would use them?

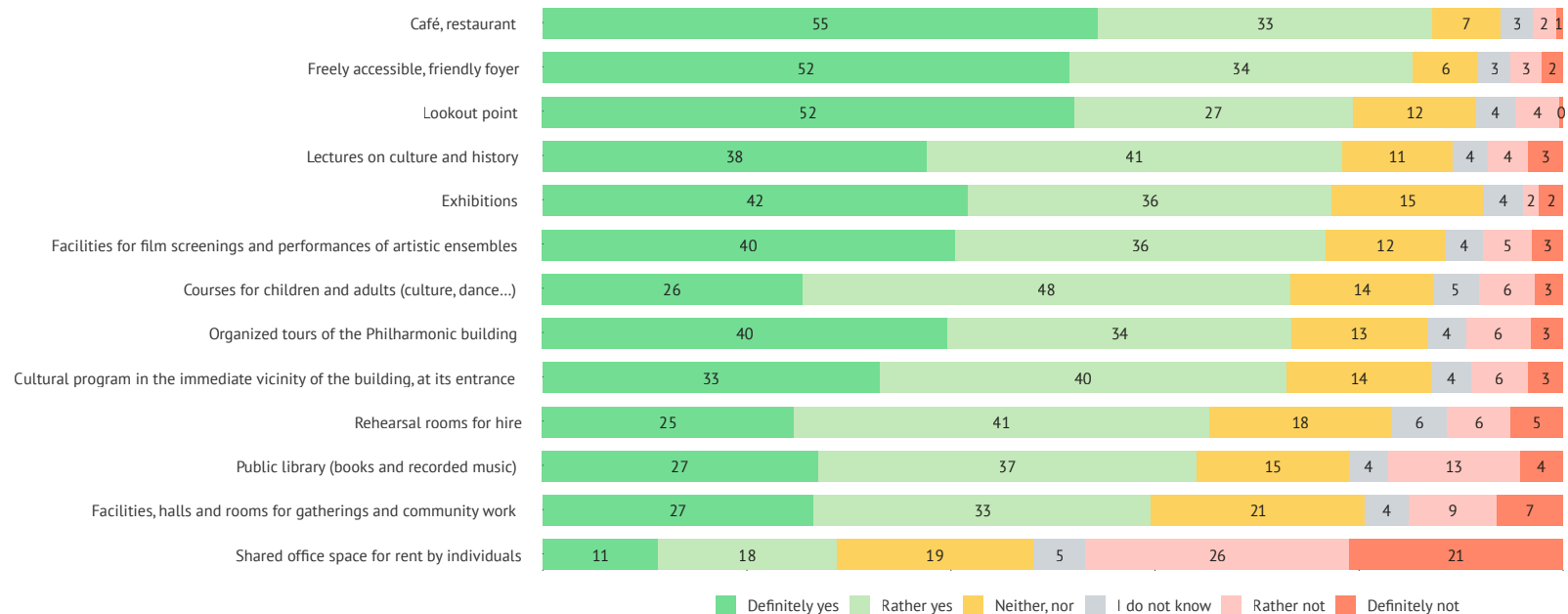


N=272, the diagram shows data in %

Accompanying functions–expectations Visitors to Prague 7

Compared to the residents, in the visitors, the Lookout Point has moved to the forefront.

**B2. Which accompanying functions would you like to see in the Philharmonic?
Do you think that people would use them?**



N=239, the diagram shows data in %

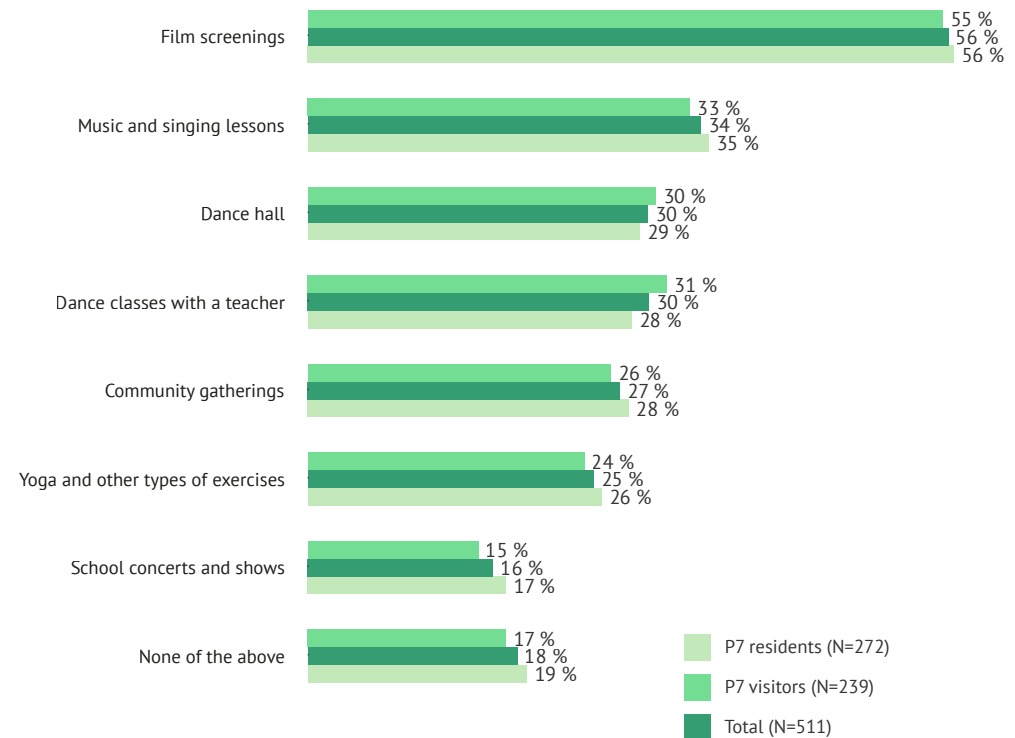
Other activities–interest in participating

From the accompanying activities, in the Philharmonic, residents and visitors to Prague 7 would most often like to participate in film screenings; on average, 56% of them would be interested in this activity. Other activities would attract about 1/3 of the people: these include music lessons, a dance hall and dance classes. A slightly smaller share of people is interested in other activities (community gatherings, exercise, school concerts and shows). 18% of respondents said they would not be interested in any of the above.

Even in this case, women are more interested in the presented activities than men.

There are practically no differences between residents and visitors.

B3. If other suitable rooms, halls and other facilities were available, which of the above activities would you like to participate in in the building of the Philharmonic?



N=511, the diagram shows data in %

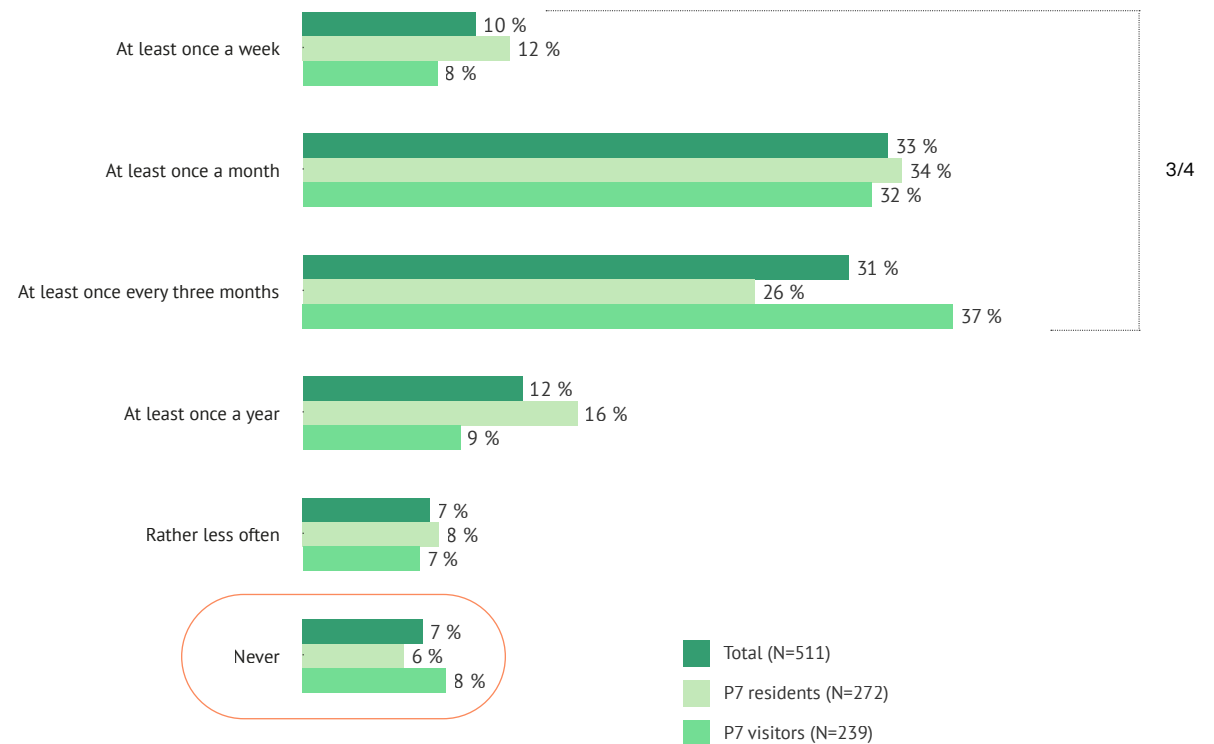
Expected frequency of visits to the Philharmonic Hall

Prague 7 residents said most often that they would like to visit the Philharmonic once a month while visitors most often said once every three months. One in ten residents wanted to visit the Philharmonic once a week and a similar share once a year. Approximately 14% of the two groups would like to visit the Philharmonic less often than once a year or never.

Women and people with higher education are more interested in visiting the Philharmonic at least once a month.

Visitors to Prague 7 more often than residents would like to visit the Philharmonic once every three months.

B4. How often would you personally feel like going to a place like the Philharmonic Hall? Both to a concert or any activity we mentioned earlier?



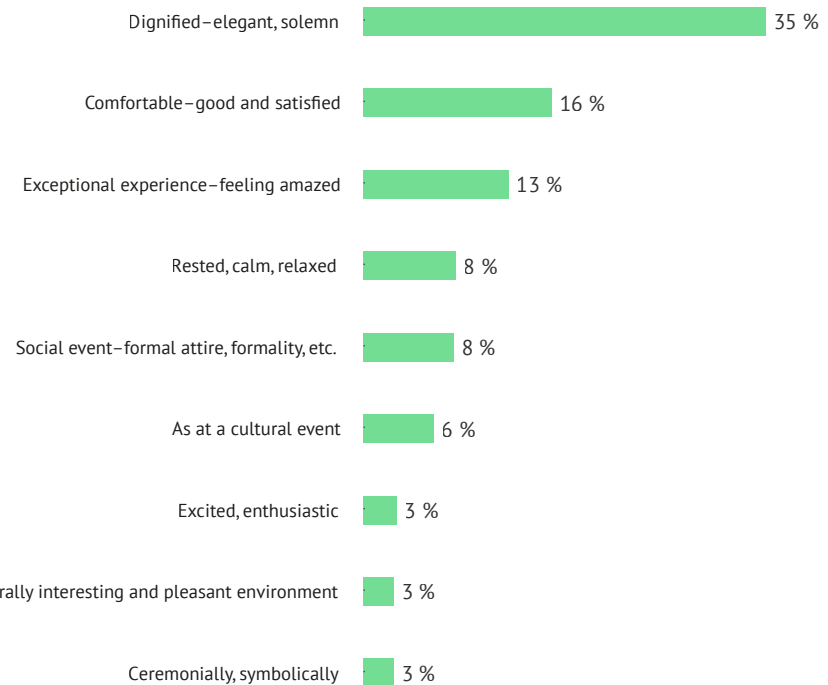
N=511, the diagram shows data in %

Feelings when visiting the main hall of the Philharmonic

More than 1/3 people said they would like to feel dignified in the sense of “elegant and solemn” when visiting a concert in the Philharmonic. The third most frequent answer has a similar meaning: it should be an extraordinary feeling combined with amazement.

However, another part of Prague 7 residents has a different philosophy and would prefer to feel comfortable and satisfied, or also rested and relaxed.

B5. Imagine coming to the main concert hall of the Philharmonic building to attend a cultural event. How would you like to feel on this occasion? What do you think this situation should look like?



N=464 (Only those who have said that they would go to the Philharmonic at least sometimes. The diagram shows the data in %. Only codes with at least 3% representation are shown.)

Interest in activities in the foyer of the Philharmonic

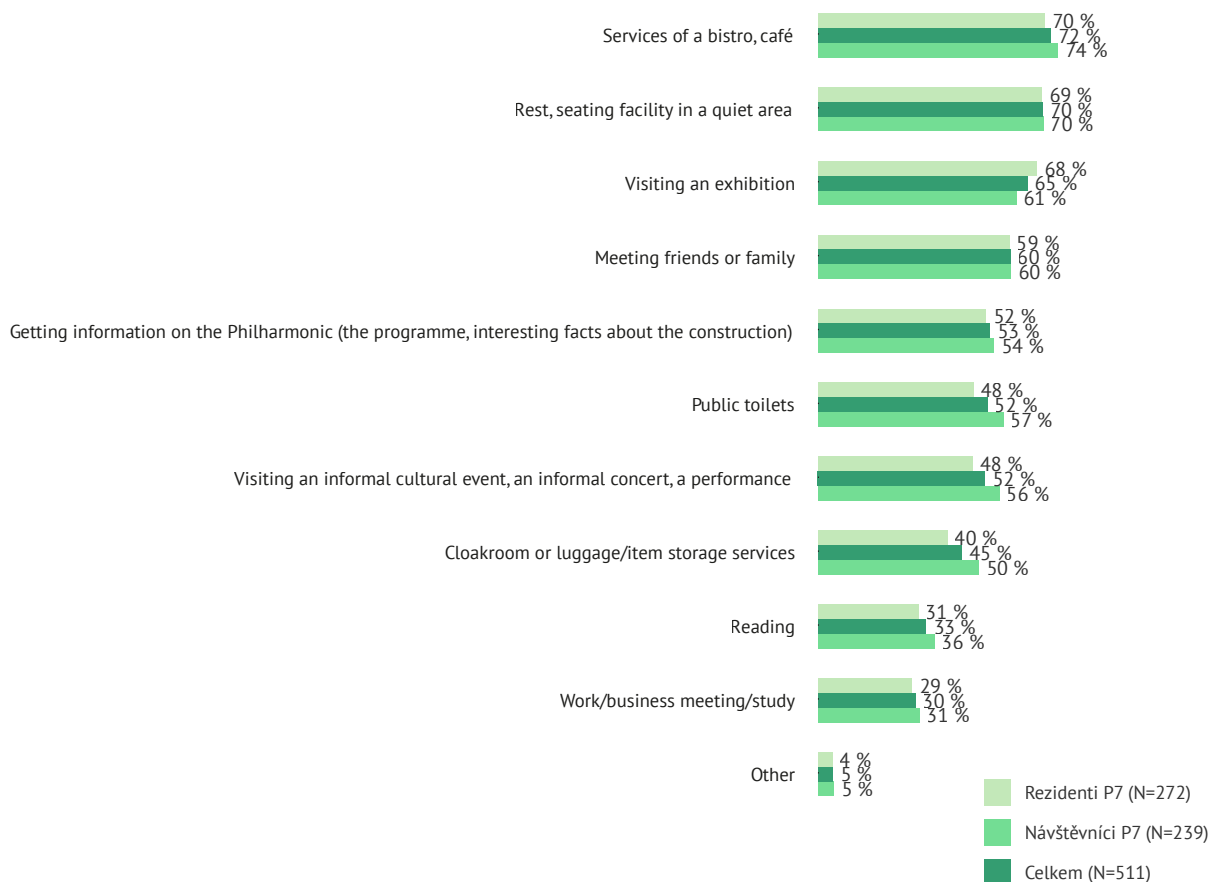
Within the foyer of the Philharmonic, residents and visitors to Prague 7 are most often interested in the services of a bistro and a café, in resting and in a seating facility, in visiting an exhibition, as well as in meeting friends or family.

On the other hand, there is a lower level of interest in a less expected activities in the foyer, such as work or study, reading or the services of a cloakroom and luggage/item storage.

Even in this case, it can be said that women and people with university education are more interested in the above activities. People aged 60 and over are specifically interested in obtaining information about the Philharmonic.

N=511, the diagram shows data in %

B6. The shop window of each philharmonic building is its entrance hall (foyer). Which of the above activities would you like to take part in when visiting the foyer?



The nearest surroundings of the Philharmonic

27. 7. 2021

**Vltava
Philharmonic Hall
Prague**

Inspiration for the appearance of the Philharmonic's surroundings – tested visuals

Option A:



Option B:



Option C:



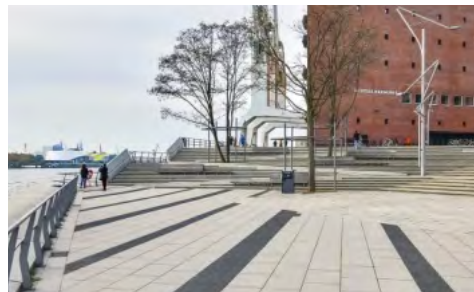
Option D:



Option E:



Option F:



Option G:

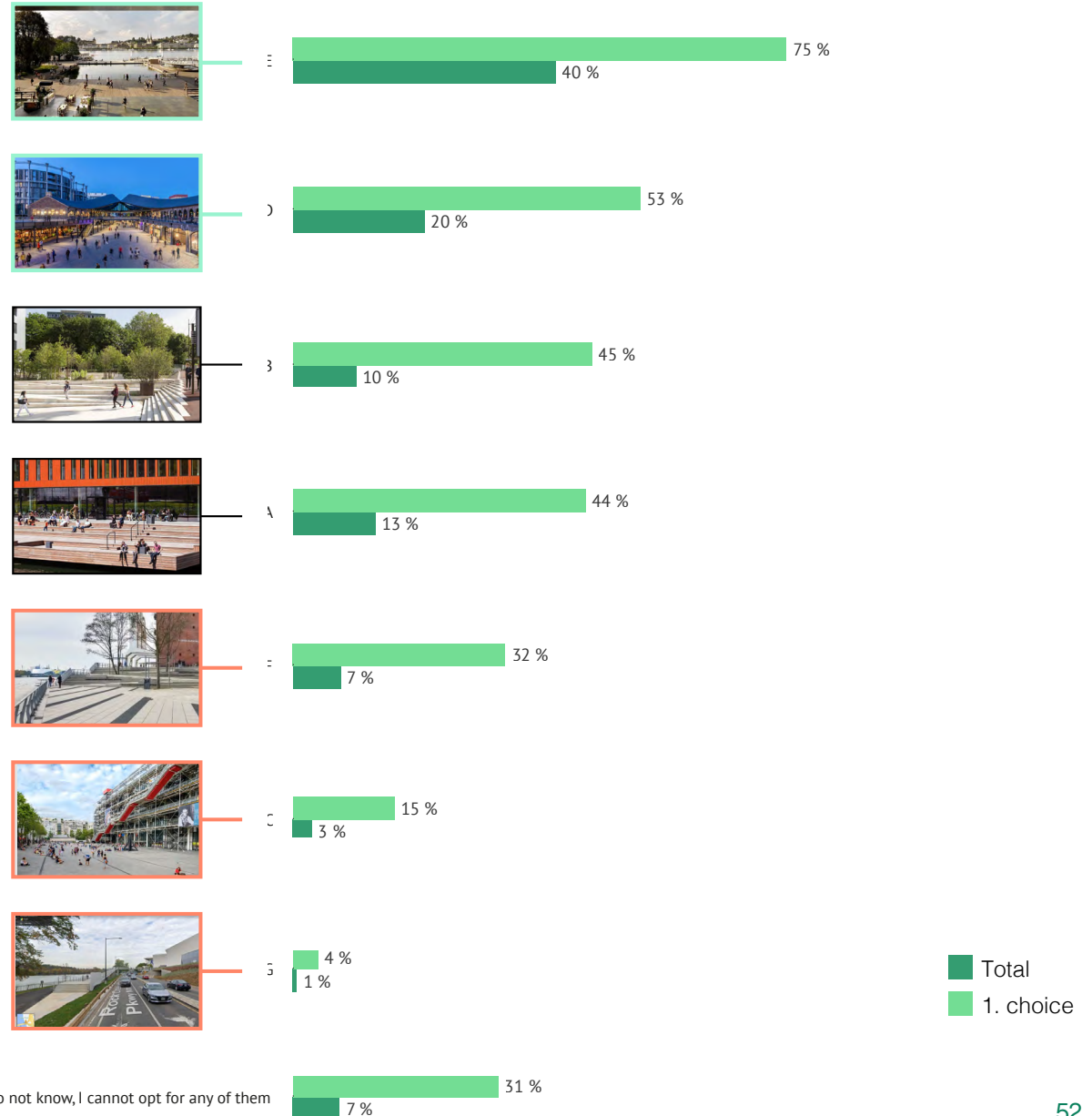


Inspiration for the appearance of the Philharmonic's surroundings

The respondents chose Figure E as the best inspiration for the planning of the space around the Philharmonic.

The second most frequently chosen option was Figure D, followed further down by B and A

C101. Please choose the option that you think would be the MOST SUITABLE/second most suitable/third most suitable for an inspiration in the area that was mentioned:



N=511, the diagram shows data in %

Winner - Option E

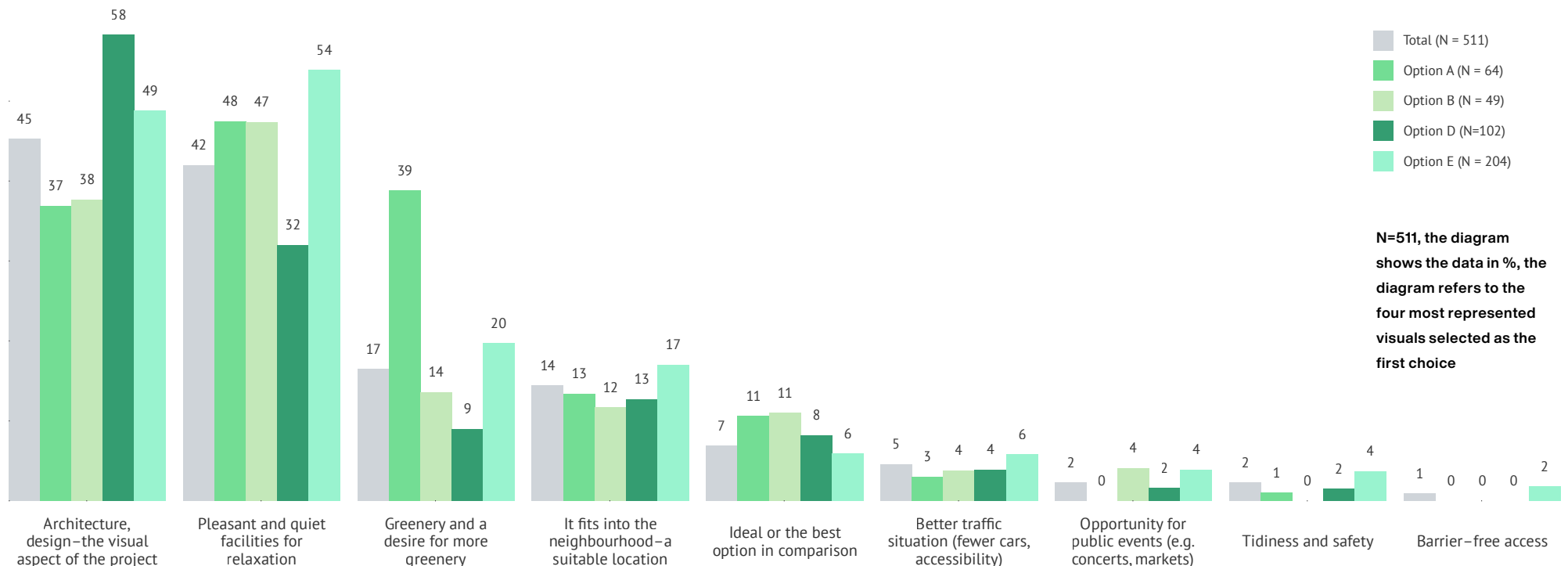
1



Reasons for choosing a visual –spontaneously

The residents and visitors to Prague 7 who chose option D as first their choice, explained their choice on the basis of visual and aesthetic aspects significantly most often. On the contrary, those who chose options A,B and E as their first choice, more often mentioned a quiet facility for rest and greenery.

C1A. Why did you choose this particular picture/these particular pictures? Try to briefly and concisely describe the main reasons of your choice – how did these appeal to you more?



Reasons for choosing a visual –spontaneously

2

Option D



1

Option E



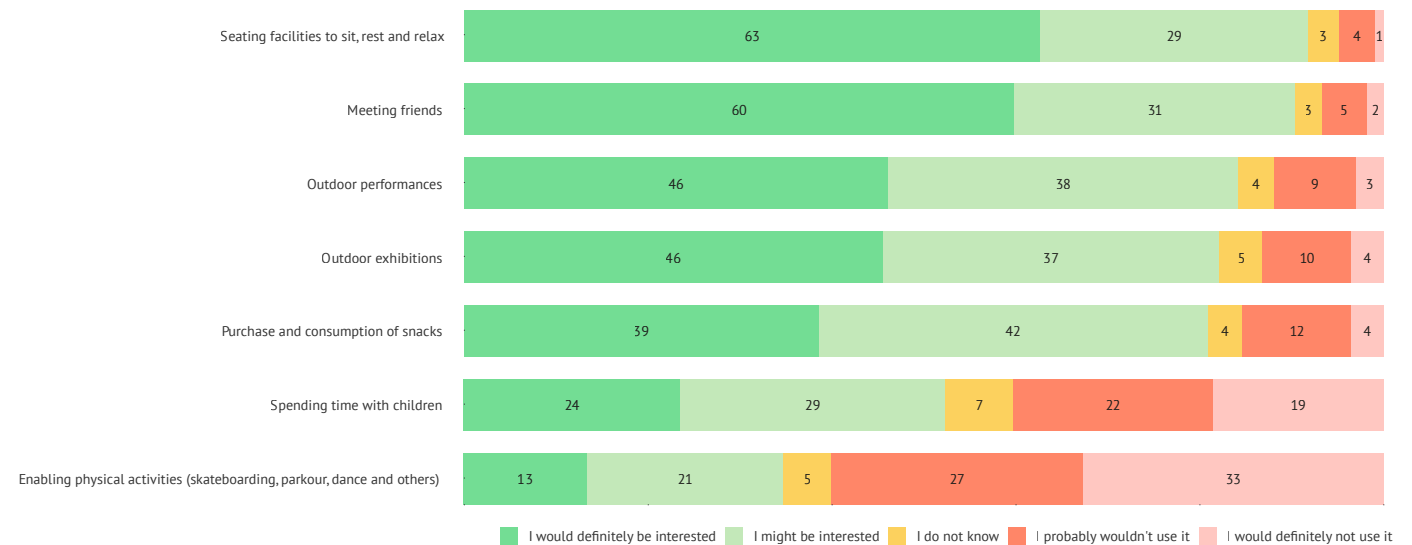
Suitable and inappropriate activities in the area around the Prague Philharmonic in total

In the area near the Philharmonic, residents and visitors to Prague would most often like to spend their time sitting back and relaxing, meeting friends or visiting an outdoor performance or exhibition. On the contrary, there is a minority interest in physical activities and spending time with children also concerns only a part of the people.

In this case, too, we can state a higher interest in the presented activities among women; in the case of physical activities, interest of the young generation is logically higher compared to people aged 60 and over.

N=511, the diagram shows data in %

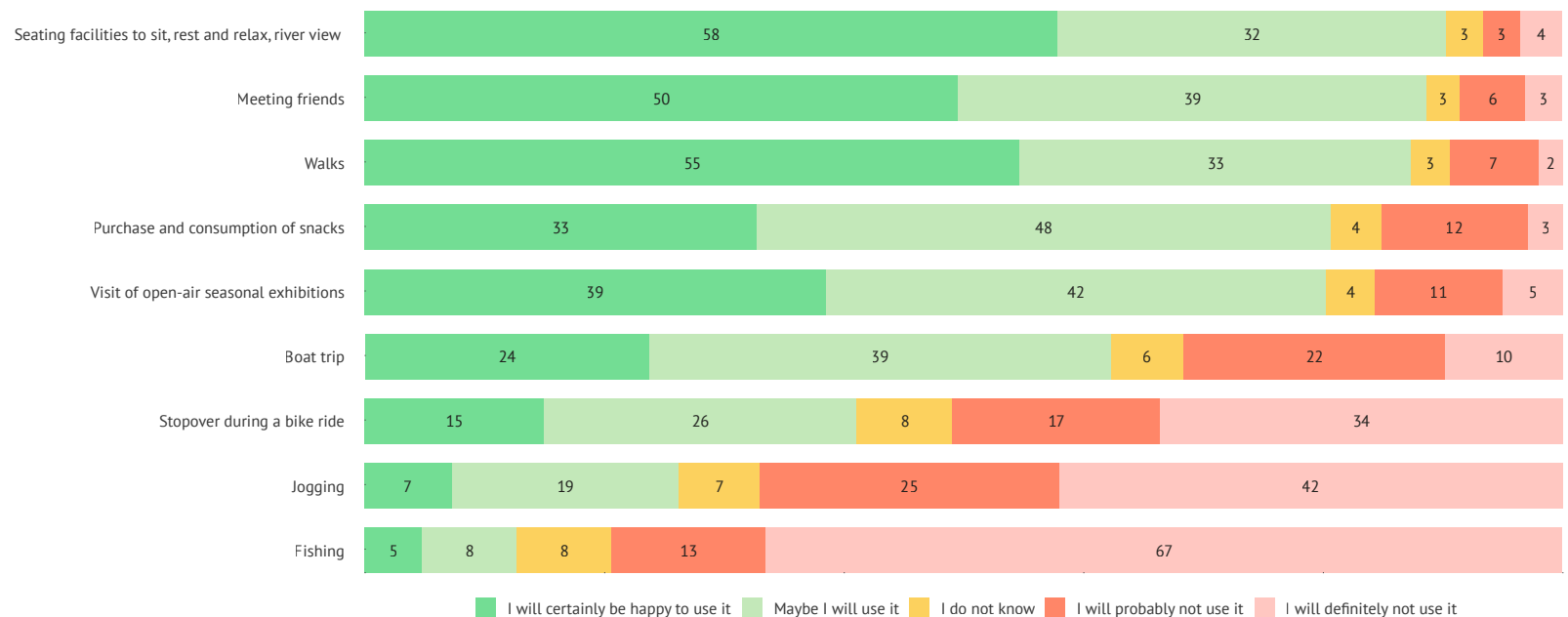
C2. A space will be created near the Philharmonic building, which will be used for various purposes. To what extent would you welcome a design that would offer these possibilities?



Possible activities on the landscaped waterfront

People would like to use the future redesigned waterfront mainly for sitting and relaxing with a view of the river, meeting with friends and walking, as well as to get a refreshment and visit open-air exhibitions. The interest in other activities is somewhat lower, most people would probably not use the opportunity to fish. As in previous cases, women have even higher interest in activities which enjoy a high level of interest in general and younger age groups who use the space for running or cycling already, would be particularly interested in using the space for these activities.

D3. In addition to the public space, the connection with the river will be addressed together with the Philharmonic building. If the waterfront is partly redesigned, would you use it? For what activities?



N=511, the diagram shows data in %

SURVEY AUDIENCE AND SUBSCRIBERS

27. 7. 2021

**Vltava
Philharmonic Hall
Prague**

Research methodology: audience

Sample size

301 respondents

Target group

People who regularly (at least 3 times a year in a situation not affected by Covid19) attend cultural events, concerts, opera and theatre performances or exhibitions in Prague (i.e. we do not include visits to a cinema or library). These are residents of Prague and people coming from the catchment area of the Central Bohemia Region. People living in other regions were not excluded from the interviewing if they regularly visit cultural events in Prague.

Interviewing dates

29. 6. – 13. 7. 2021

Data collection method

CAWI (Online Panel Interviewing)

Selection of respondents

In the research, people who fell into the target group defined above were chosen. No further quotas were established, however, representation of men and women and of three age groups were explored.

Independent research was performed by MEDIAN, s.r.o. for the Prague Institute of Planning and Development

Research methodology:

Sample size	134 respondents
Target group	Subscribers of the Czech Philharmonic, FOK Prague Symphony Orchestra, Prague Spring festival
Interviewing dates	29. 6. – 13. 7. 2021
Data collection method	CAWI (Online Panel Interviewing)
Selection of respondents	Self-selection of reached people from the databases of the institutions mentioned above. Independent research was performed by MEDIAN, s.r.o. for the Prague Institute of Planning and Development

Their profile



27. 7. 2021

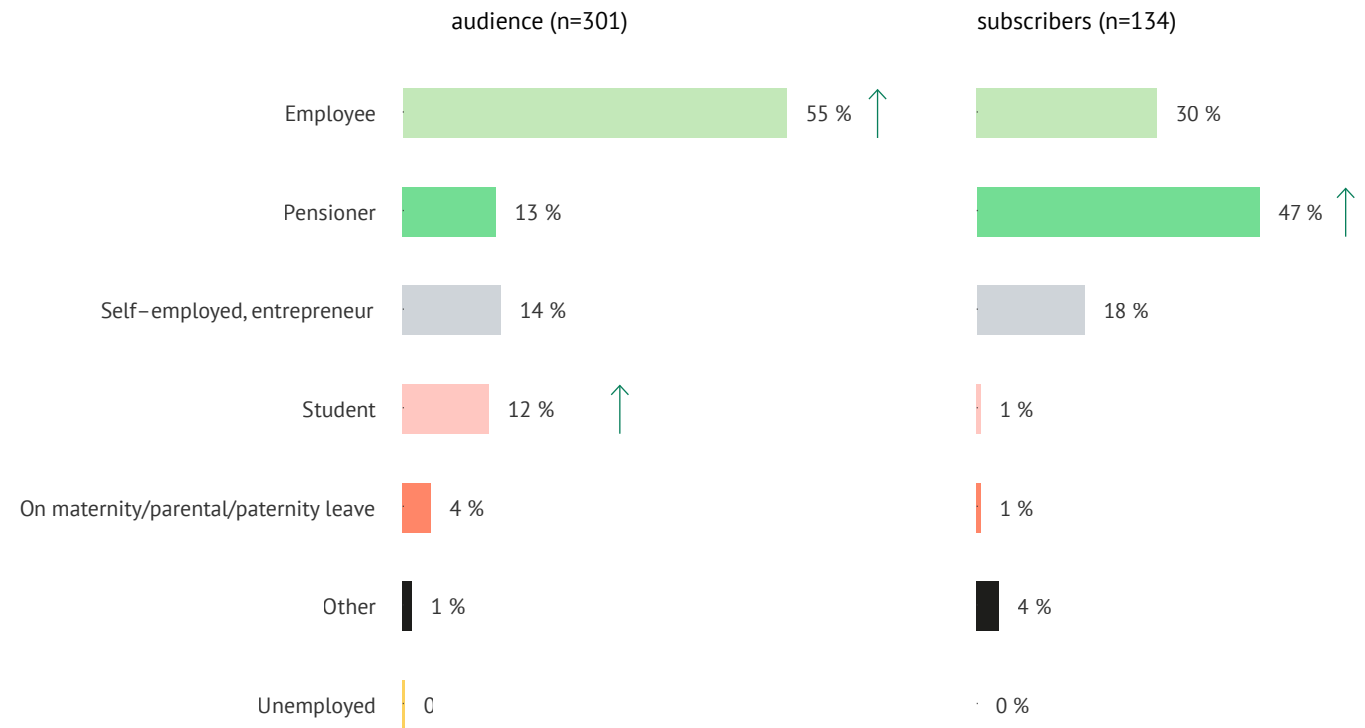
**Vltava
Philharmonic Hall
Prague**

Status of respondents

A significant majority of respondents in the audience are employees, while in subscribers, pensioners account for the largest, almost half, share.

Students fall almost exclusively into the audience group, where they account for more than a tenth of the respondents. Students have practically no presence in the group of subscribers.

D5. Which of the following possibilities best matches your situation?



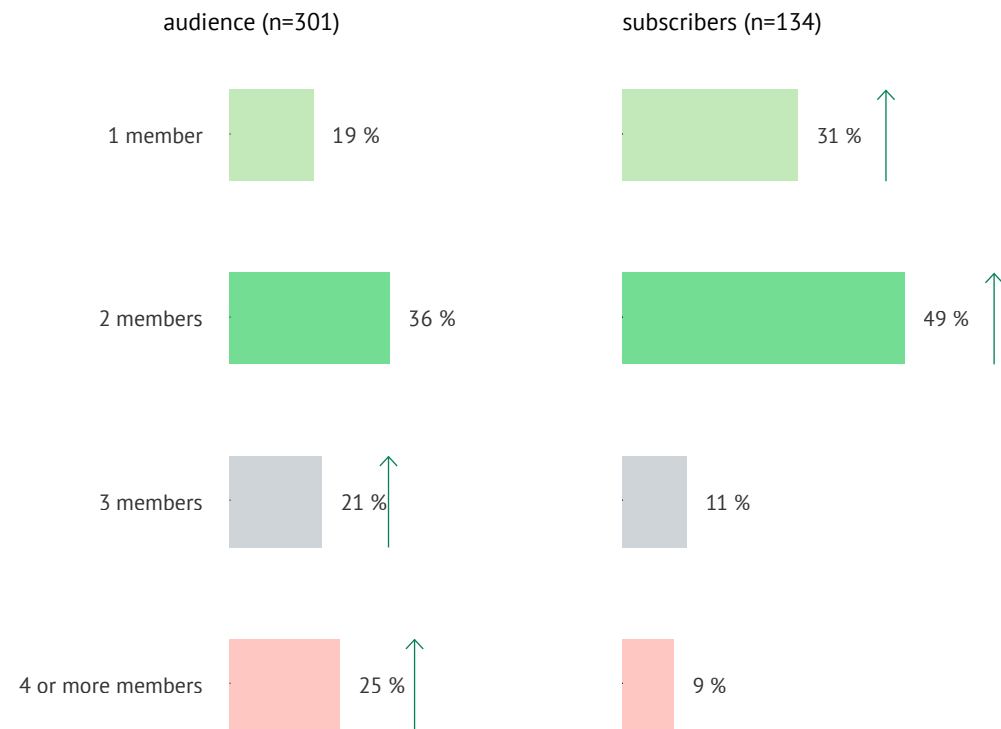
↑ Diagrams show data in %

Number of household members

Again, the distribution of households per number of members corresponds to the characteristics of each target group, as we outlined earlier.

In both target groups, households with two members are most largely represented. Among the subscribers, however, we can see a higher proportion of one-member or maximum two-member households. On the other hand, the audience more often includes multi-member households which again corresponds to their position in the life cycle to the age structure of this target group.

H2. How many members (including you) does your household have a total?



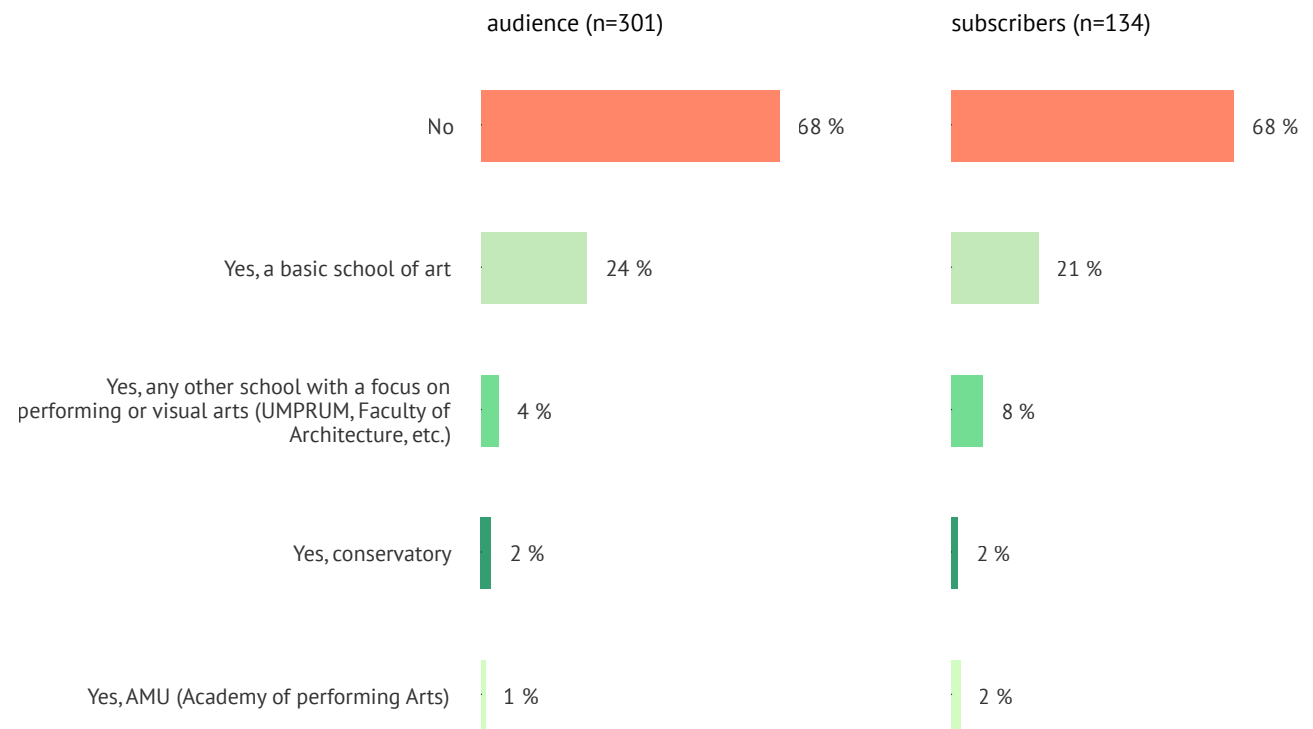
↑ Diagrams show data in %

Studies at art schools

More than two-thirds of respondents in both target groups said they did not study and never had studied at art schools.

The second most frequent answer in both target groups was attending or having completed basic schools of art.

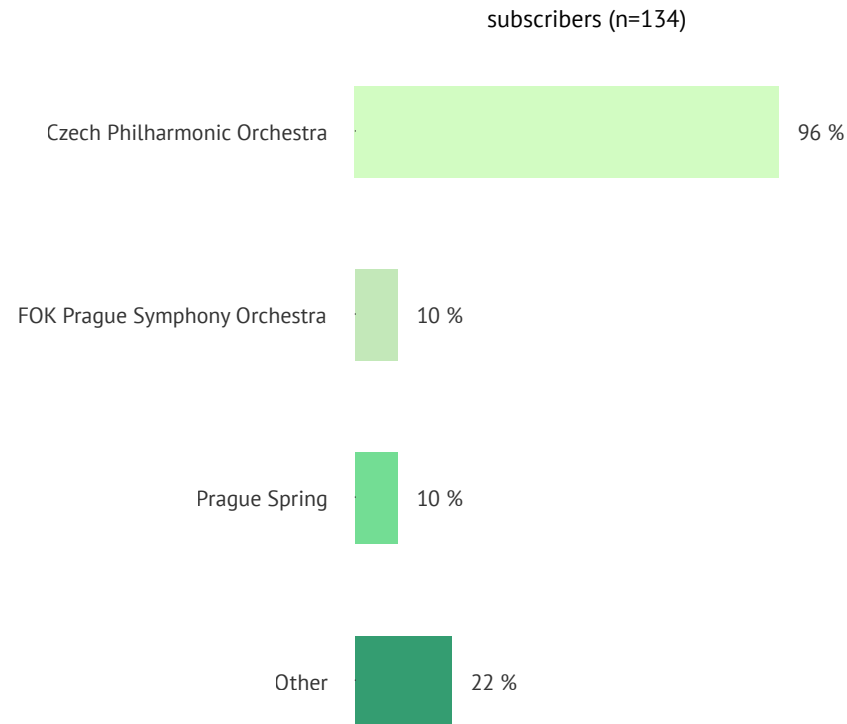
D3A. Do you study at or have you graduated from any art school? If yes, please indicate the highest level of artistic education you have attained or you currently study to attain?



Subscriptions in cultural institutions

Most often, the subscribers said that they had a subscription with the Czech Philharmonic, the second position is shared by the FOK Prague Symphony Orchestra and the Prague Spring Festival.

INS.Which cultural institution are you or have been subscribed with in the last 3 years?



Their behaviour



27. 7. 2021

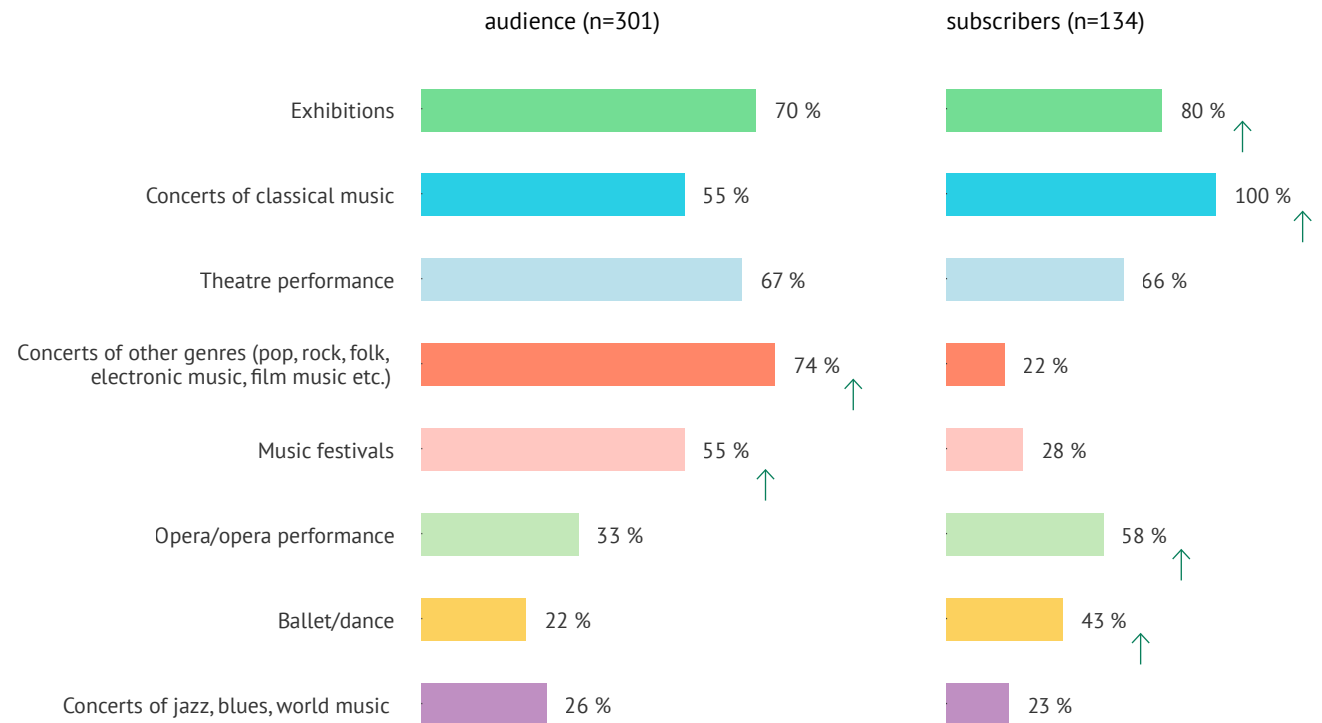
**Vltava
Philharmonic Hall
Prague**

Attended cultural events

The audience differs significantly from subscribers, in what activities they include in their regular cultural program. More frequently, the audience visits music festivals and pop, rock and other concerts.

Subscribers, as expected, mention attending all types of classical cultural events significantly more often.

S1. Which of the mentioned cultural events do you attend or did you attend before the COVID-19 pandemic?

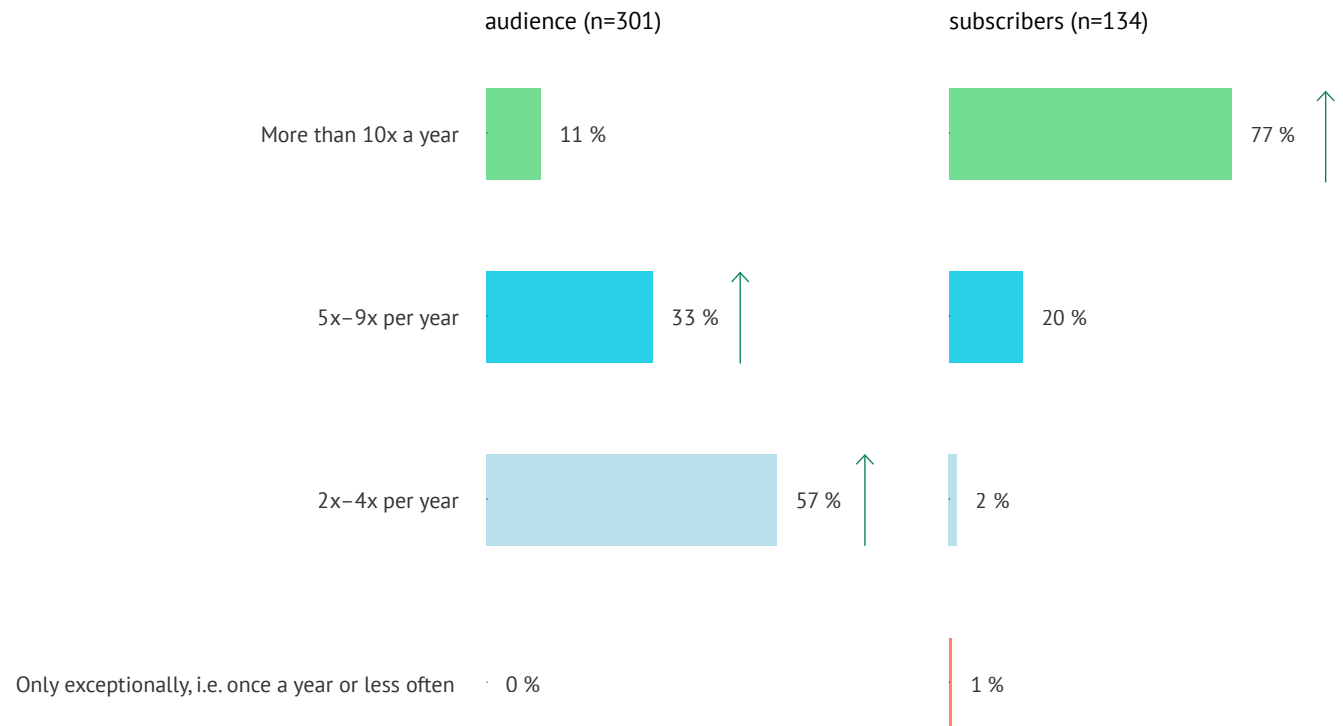


Frequency of attendance of cultural events | Prague

The audience reports most often that it attends cultural events in Prague 2 to 4 times a year. Conversely, the subscribers mentioned a higher frequency of visits compared to that. Most of them mentioned visits more than 10 times a year.

In accordance with the age structure of subscribers, who are the most frequent visitors of the cultural events mentioned, in the total sample, people over 60 years of age are the most frequent visitors compared to other groups.

S3. How often do you normally (i.e. in a situation not affected by the COVID-19 pandemic) attend cultural events in Prague mentioned in the previous questions?



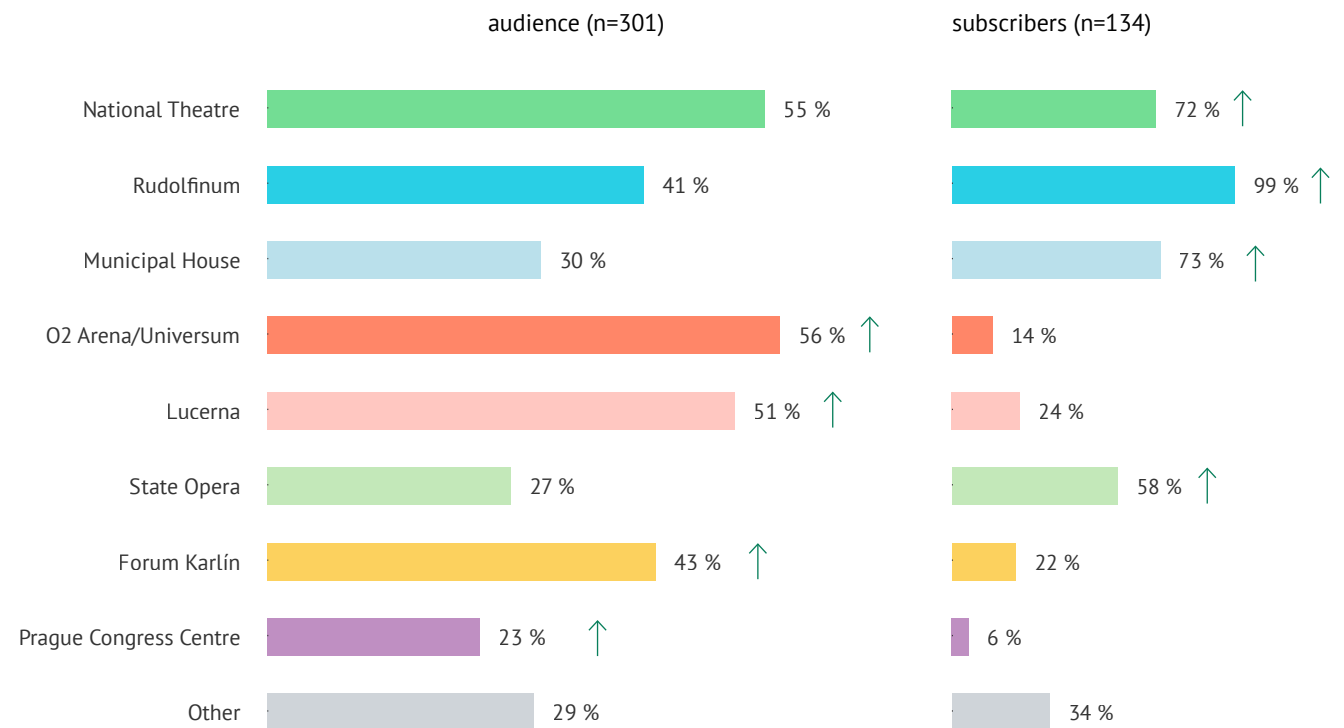
Visited cultural facilities | Prague

Even in the question on the specific visited cultural facilities in Prague, the previously outlined distinction between the audience and subscribers is manifested.

Again, subscribers visit places with a more classical cultural program significantly more often.

On the other hand, the audience visits premises, in which rock, pop and other concerts, festivals or exhibitions and similar events are usually held, significantly more often.

A1. Which of the Prague venues do you visit from time to time to gain cultural experiences?



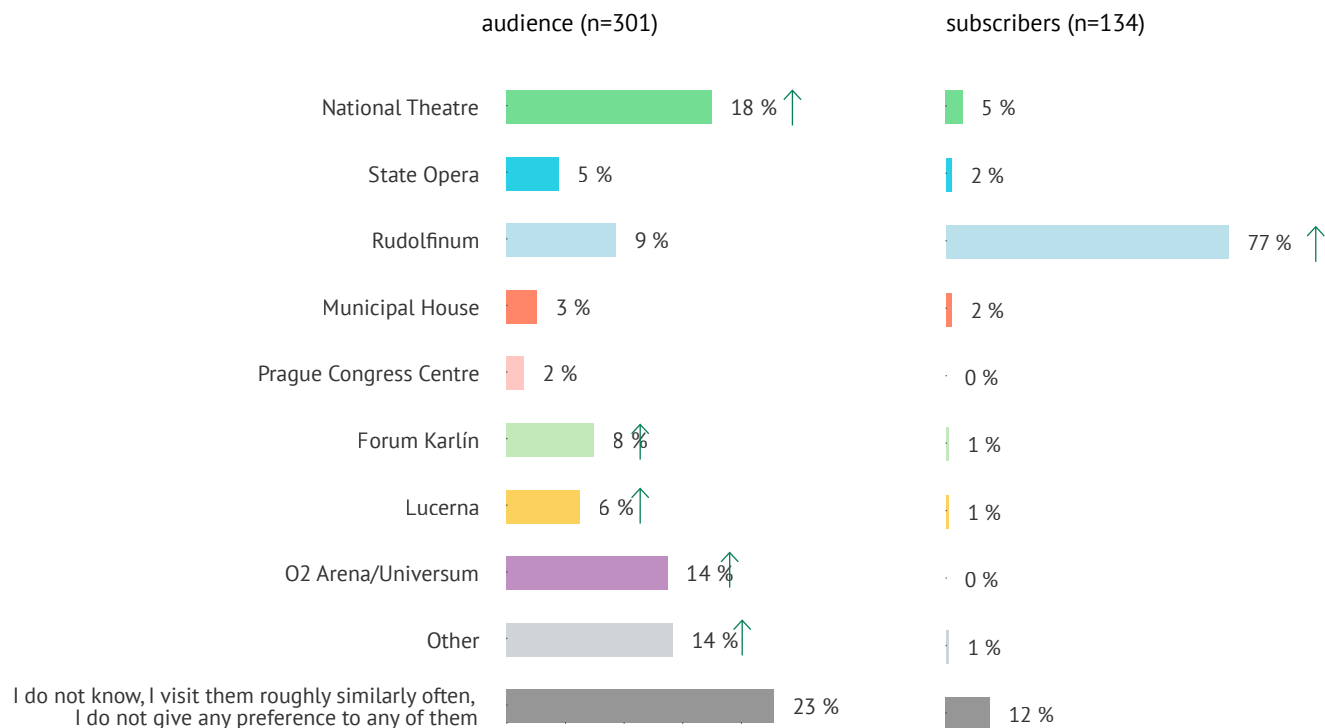
Diagrams show data in %

Prague cultural Facilities | Preferences

Of the cultural facilities mentioned, Rudolfinum is clearly the winner for the subscribers; other facilities were almost not marked as preferred.

Among the audience, the selection of preferred places was more varied, with the National Theatre coming first among the most frequently selected ones, followed by O2 Arena, Rudolfinum and the Forum Karlín. A significant part of the audience also mentioned other facilities, a fifth mentioned that they do not have a preference for any facility.

A2. Is it possible to say about any of these places that its cultural program appeals to you the most, so you return to it more often than to others? Which one is it?



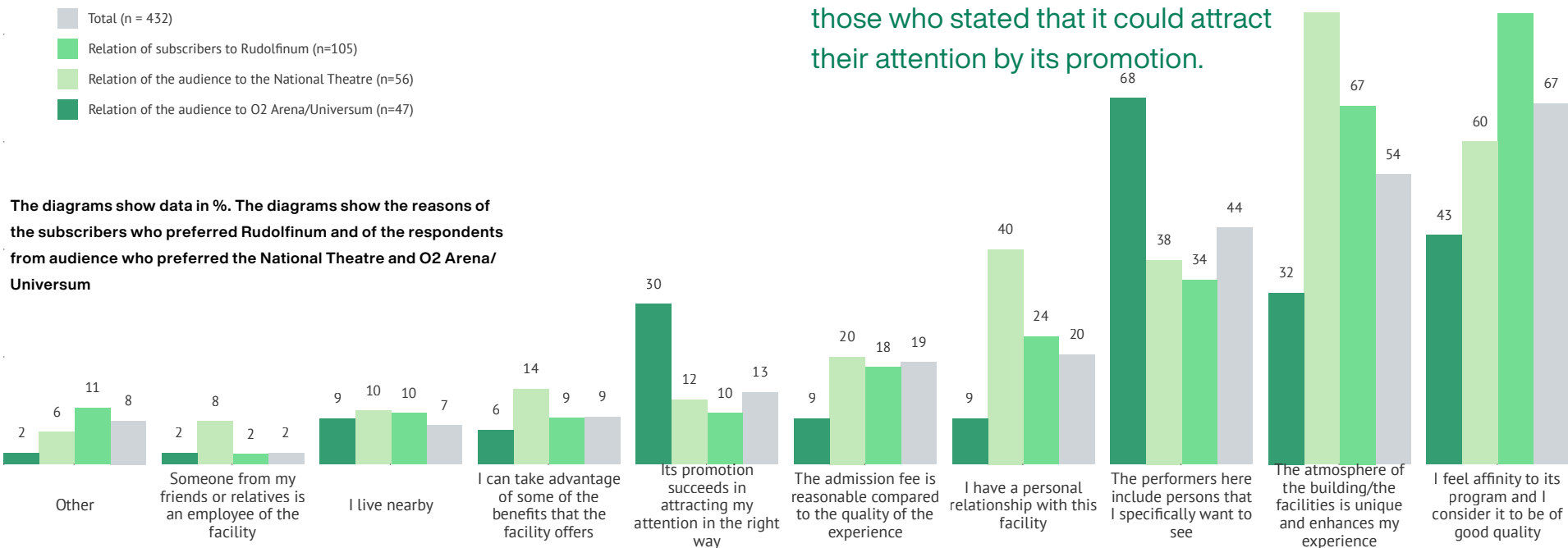
Prague cultural facilities | reasons for preferences

Subscribers who preferred the Rudolfinum most often explained their preference with a quality program of the institution. They also mentioned the atmosphere of the building and the performers in the institution.

On the other hand, respondents in the audience who preferred the National Theatre most often mentioned the atmosphere of the building as the main reason. The second most frequent explanation was the quality program of the institution; the personal relationship to the facility came third. In this group, the share of those who answered that they had a personal relationship with the national theatre is also very significant.

Respondents in the audience who preferred the O2 Arena most often explained their preference by the performers, the quality program and the atmosphere of the building. Compared to other buildings, the preference for the O2 Arena is visibly higher among those who stated that it could attract their attention by its promotion.

A3. . The previous answers showed what you feel affinity for. Why for this in particular? How specifically does this venue appeal to you better than others?



Current condition and expectations



27. 7. 2021

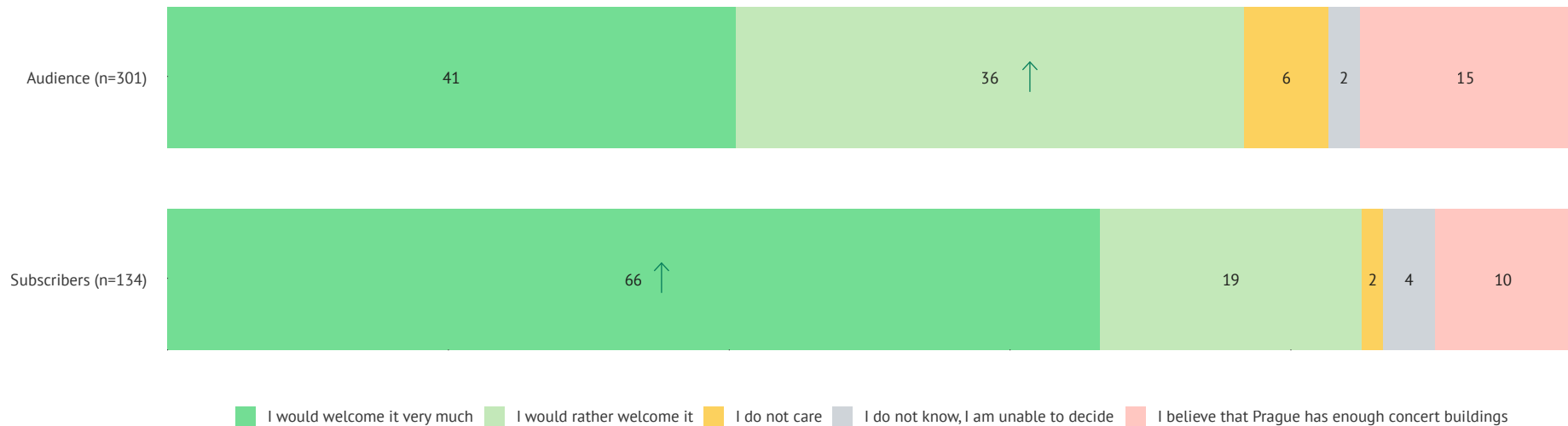
**Vltava
Philharmonic Hall
Prague**

Interest in a modern concert building

The interest in a modern concert building that would correspond to the trends of similar contemporary buildings, is again significantly higher among subscribers. Two-thirds of them said they would even welcome the building very much, with more than four-fifths of the subscribers in total showing an interest in such a construction. One tenth of them believe that there are enough concert buildings in Prague.

A11. To what extent would you welcome a modern concert building in Prague that would be in line with the trend of similar buildings in the 21th century?

Respondents from the audience group are less decisive about welcoming the new building, although two-fifths of them said they would welcome the building very much. Overall, almost four fifths of the respondents from the audience would welcome the building.



Diagrams show data in %

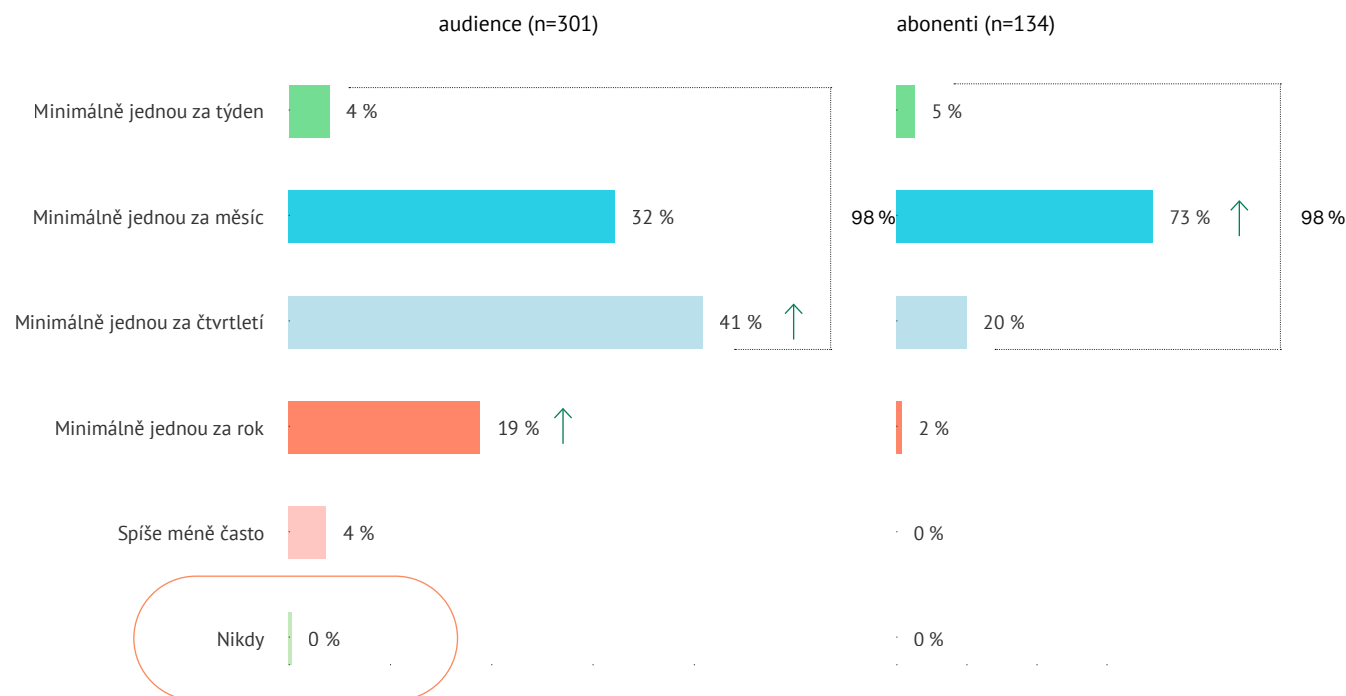
Expected frequency of visits to the space of the Philharmonic

Consistently with the basic characteristic of the target groups, the subscribers state that they would visit the Philharmonic significantly more frequently than the audience.

More than two-thirds of the subscribers assume that they would go to the Philharmonic at least once a month.

As for the audience, only less than a third assumes the same frequency, while the majority answered that they would go there at least once every three months. As for the audience, the answer at least once a year came third.

B4. How often would you personally feel like going to a space like the Philharmonic Hall? Both to a concert or any activity we mentioned earlier?

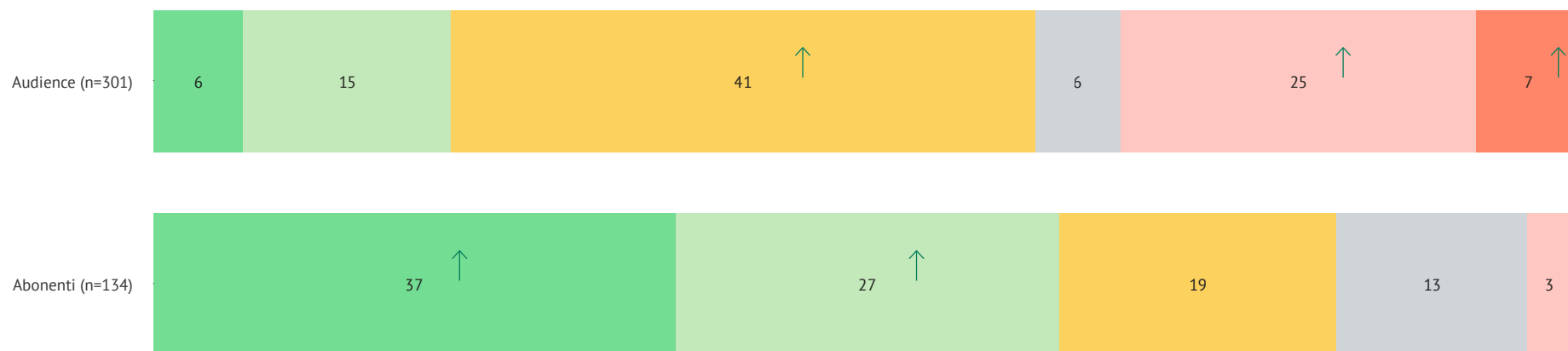


Interest in subscription | the Vltava Philharmonic

The interest in the seasonal subscription in the Vltava Philharmonic was expressed mainly by subscribers. They answered in the affirmative in a total of 64% of cases and thus differ significantly from the audience. In the audience, a group that would consider subscription prevails. This was true for two-fifths of respondents from this target group. A third of the audience replied that they would not consider subscribing.

From the whole sample (audience + subscribers), the subscription would rather appeal to women and again to the age group of 46 years and older. Respondents who engaged in cultural activities within the scope of their leisure activities also showed more interest. Again, these characteristics largely

A10. Would you feel tempted by a seasonal subscription with the Vltava Philharmonic?



Diagrams show data in %

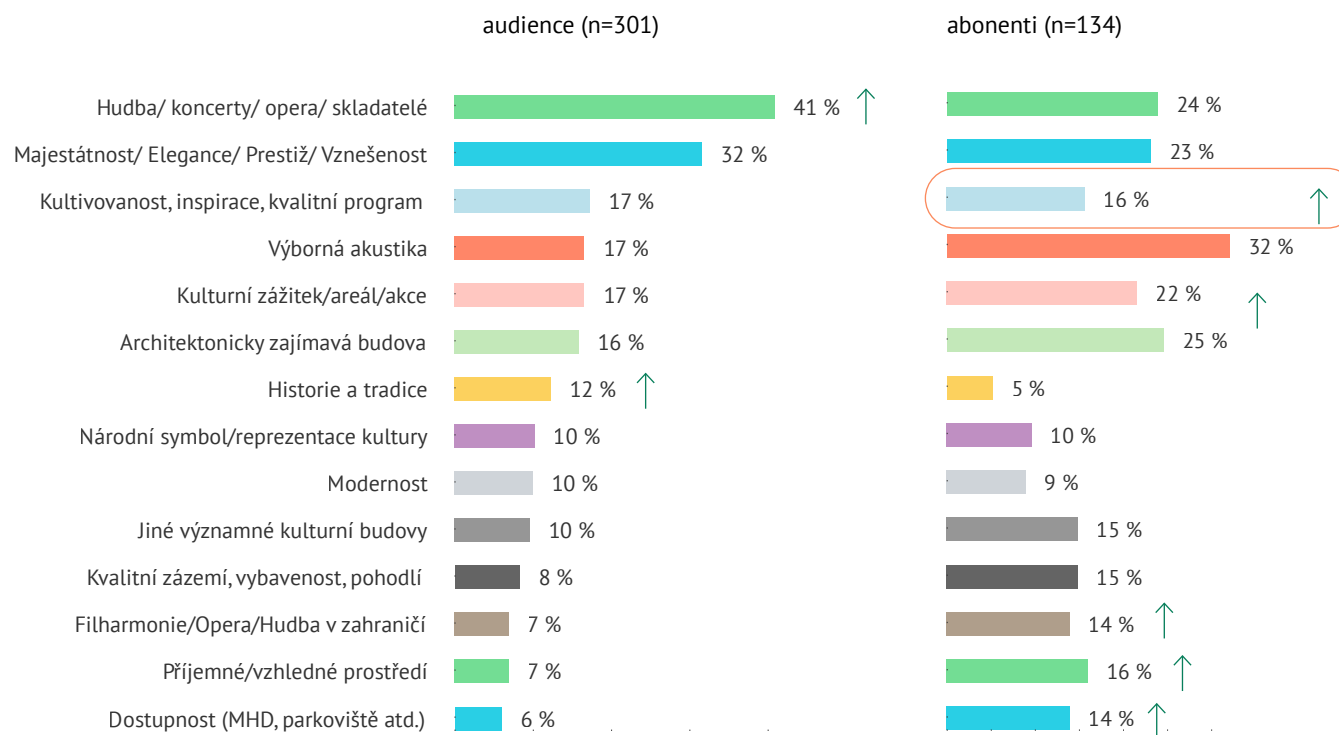
■ Rozhodně ano
 ■ Spíše ano
 ■ Možná
 ■ Nevím, nedokážu posoudit
 ■ Spíše ne
 ■ Rozhodně ne

Associations with the building the Philharmonic

As regards this open question, subscribers were significantly more likely to provide more specific answers, often related to the functioning of the building of the Philharmonic or a visit. This corresponds to their more frequent attendance of similar cultural events compared to the audience. Subscribers most often mentioned an association with excellent acoustics in the hall which, according to them, is a fundamental prerequisite. An architecturally interesting building is something that they also pay attention to.

In the audience, for the most part, there are more abstract answers associated with the music in general, but also feelings of festivity, elegance, prestige or sublimity in connection with the Philharmonic building.

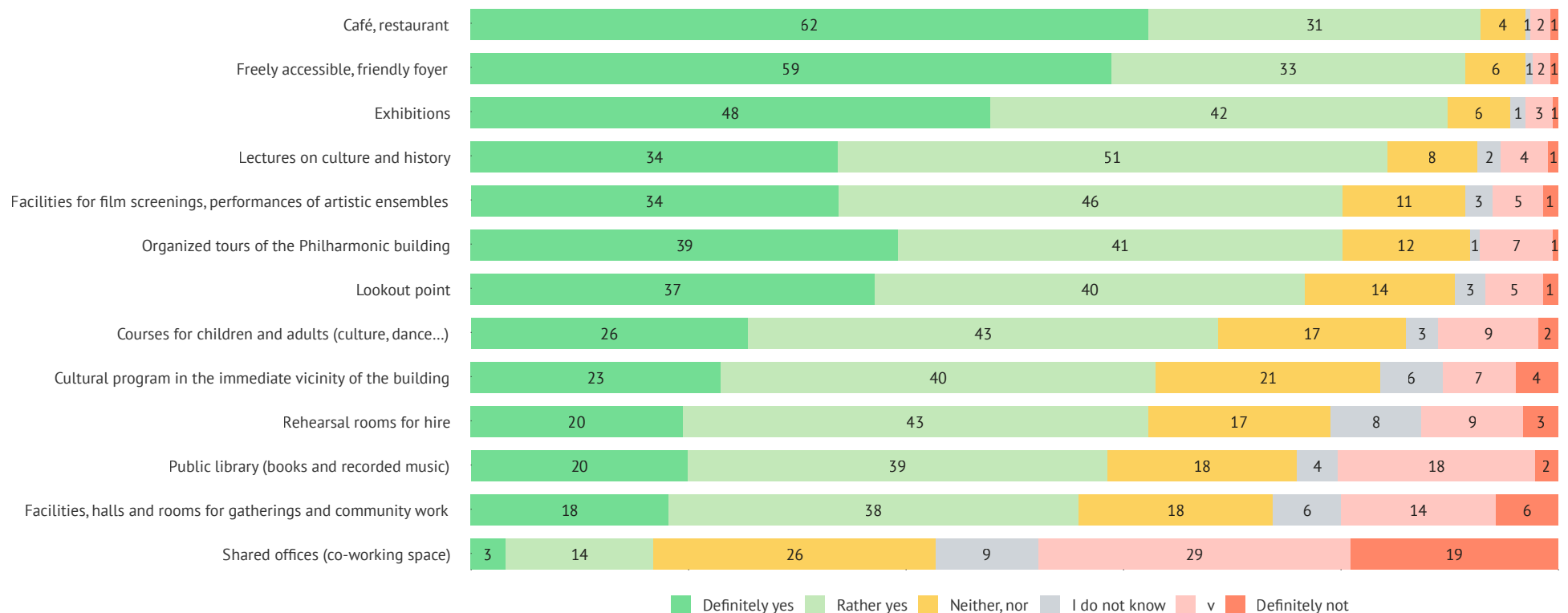
B1. What comes to your mind when someone mentions the building of the Philharmonic? What associations, adjectives, memories does it evoke to you? In your opinion, what comes together with such a building?



Accompanying functions of the Philharmonic—expectations

Both target groups supported most the ideas of a café or a restaurant, a freely accessible and welcoming foyer, and exhibitions. On the contrary, respondents would least welcome shared office space.

B2. Which accompanying functions would you welcome in the Philharmonic? Do you think that people would use them?

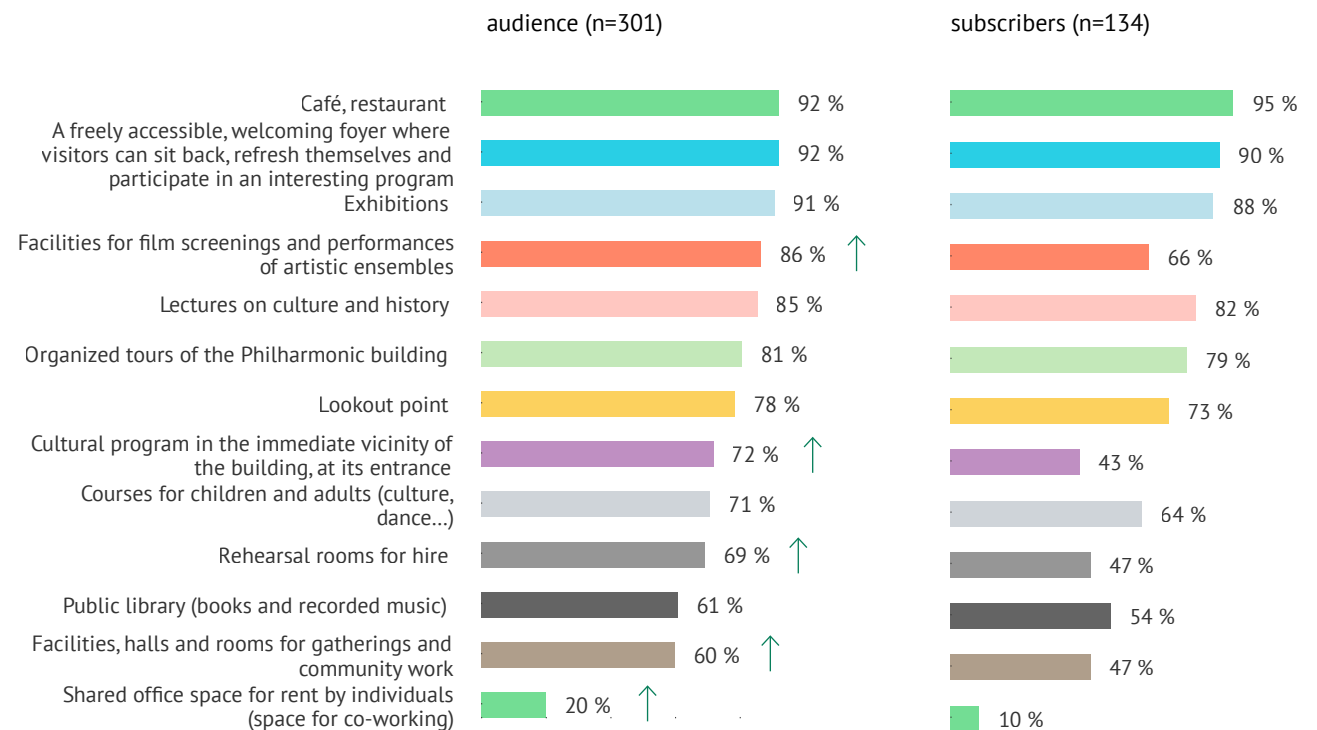


Diagrams show data in %

Accompanying functions of the Philharmonic—expectations

As far as the preferences are concerned, the audience differs from subscribers in several aspects. In the first three most preferred functions, the target groups do not differ from each other, however, differences are observed in preferences of e.g. spaces for film screenings, cultural programs in the vicinity of the building or rehearsal rooms for hire. Subscribers prove to be slightly more conservative in terms of the use of the premises of the Philharmonic. In addition, in answers to open questions, some of them directly expressed their preference for a single-purpose building, which would be perfectly adapted to its sole purpose.

B2. Which accompanying functions would you welcome in the Philharmonic? Do you think that people would use them?

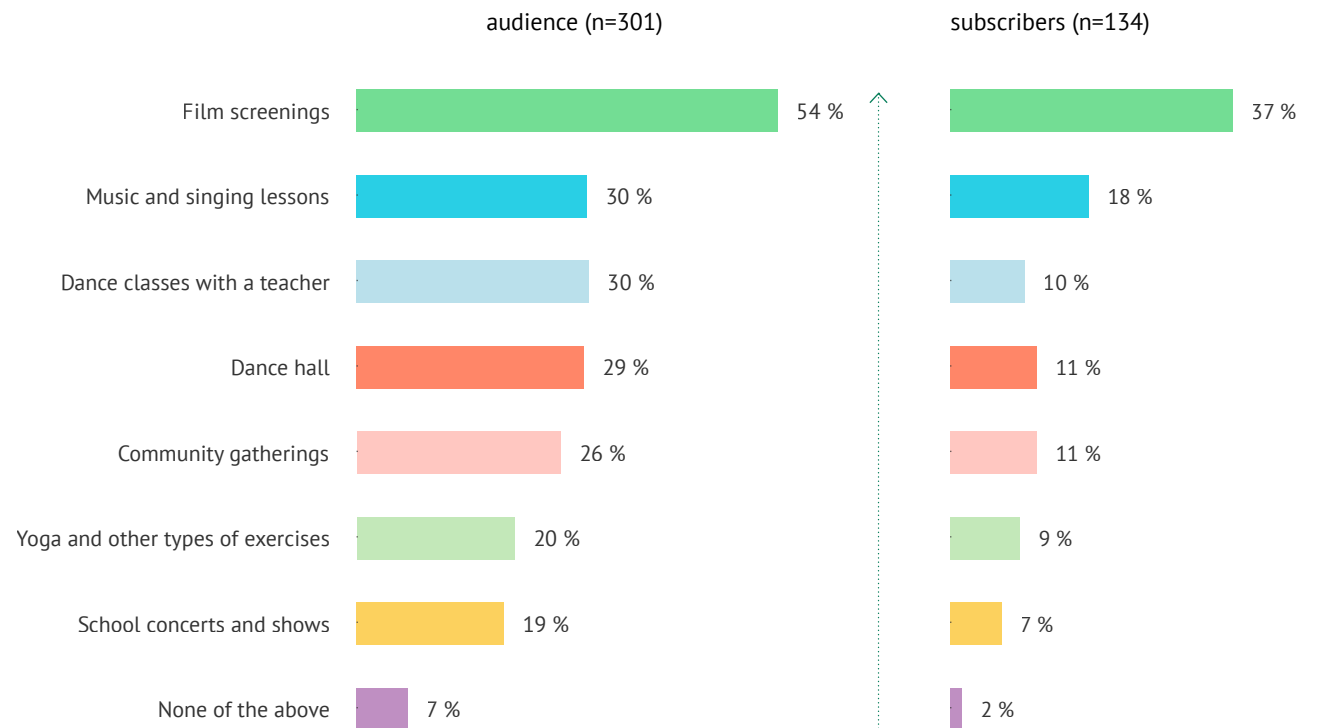


The diagrams show data in%; only the share of positive answers (definitely yes + rather yes)

Accompanying activities – interest in participating

The respondents in both target groups stated that they would most like to attend screenings, music and dance lessons and community gatherings. In both groups, the lowest interest in the school concerts and shows was observed. The audience would like to participate in all the mentioned events significantly more often.

B3. . If other suitable rooms, halls and other facilities were available, which of the above activities would you like to participate in the building of the Philharmonic?



Diagrams show data in %

Feelings inside the Philharmonic

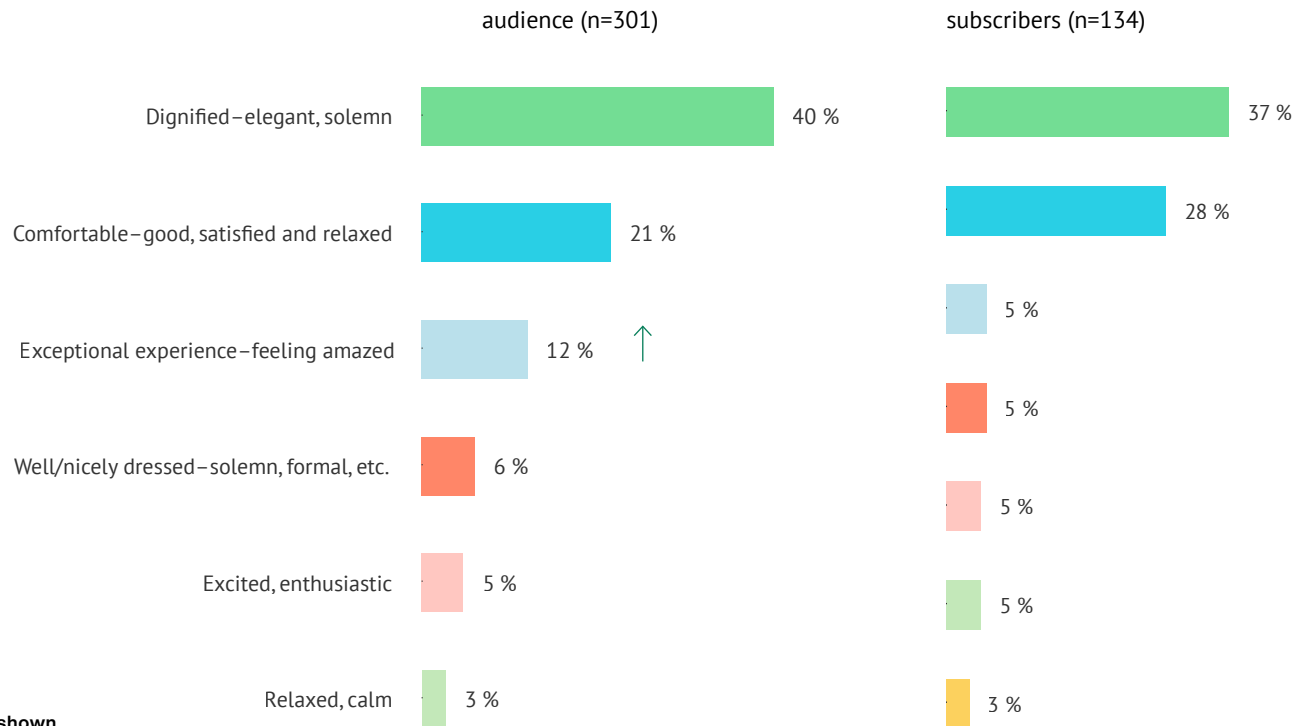
Both target groups mentioned dignity and pleasantness as the two main feelings they would like to have in the building of the Philharmonic.

The audience put more emphasis on the feeling of exceptionality with 12 % compared to 5 % in subscribers which again indicates a lower frequency of attendance of more formal cultural events.

*In contrast to the audience, in 5 % of the cases, the subscribers gave answers referring to the modernity and functionality of the building, specifically to top acoustics which they emphasized in several open questions.

The diagrams show data in %; responses with a share of more than 3% are shown

B5. Imagine coming to the main concert hall of the Philharmonic building to attend a cultural event. How would you like to feel on this occasion? What do you think this situation should look like?



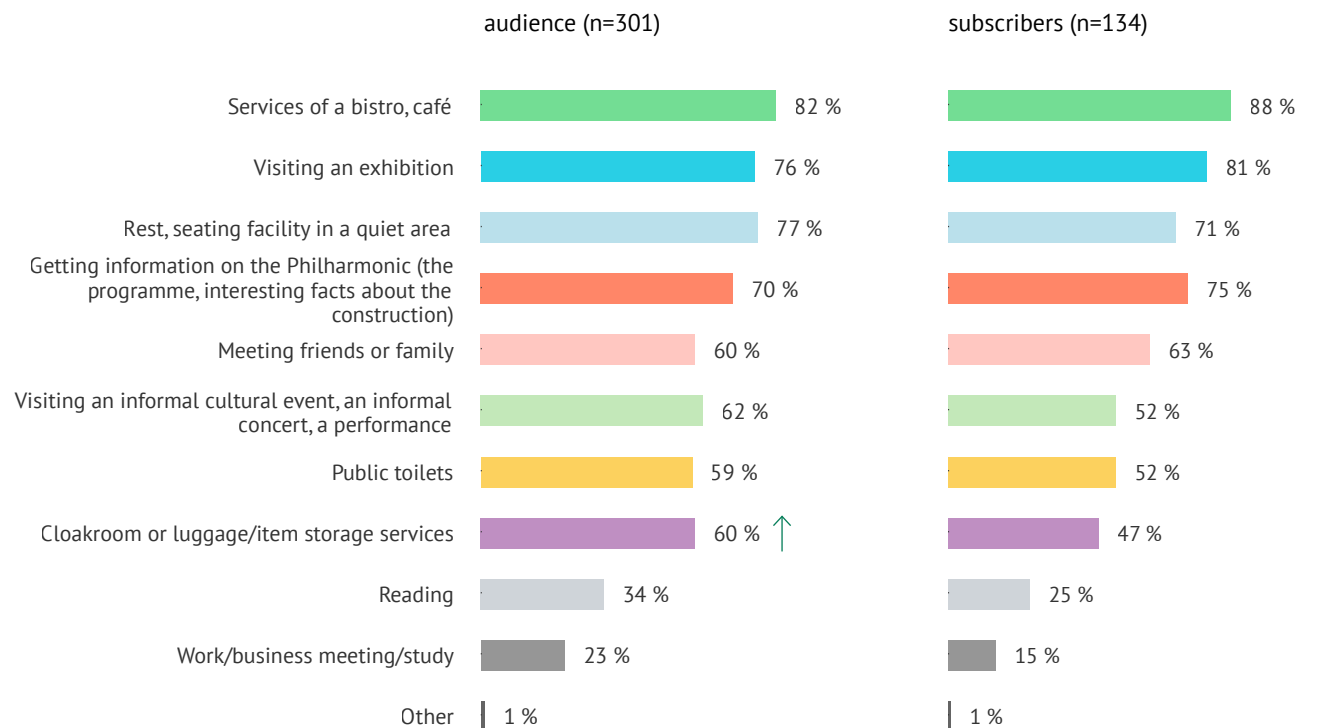
* Modern-environment, functionality

Interest in activities in the foyer of the Philharmonic

Respondents of both target groups would most often welcome bistro services, visits to exhibitions and places to relax in the foyer. On the contrary, the smallest share from each group would welcome opportunities for work or business meetings.

Unlike subscribers, respondents in the audience would welcome the services of cloakrooms and luggage/item storage significantly more often.

B6. The shop window of each philharmonic building is its entrance hall (foyer). Which of the above activities would you like to take part in when visiting the foyer?



Inspiration for the appearance of the Philharmonic's surroundings—tested visuals

Option A:



Option B:



Option C:



Option D:



Option E:



Option F:



Option G:

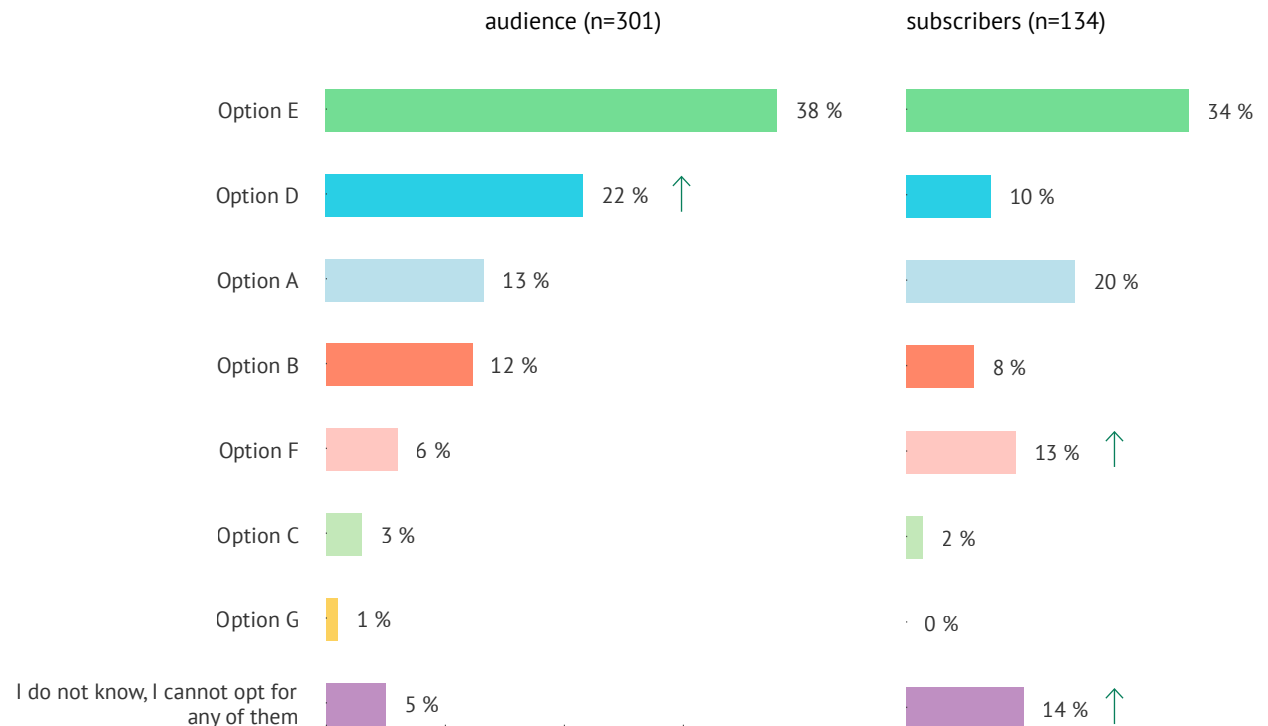


Inspiration for the Philharmonic | preferences

Although respondents in both target groups most often preferred option E as their first choice, the target groups differ on the second option. As for the audience, option D comes second, chosen by a fifth of them. Conversely, in subscribers, option A would come second, also chosen by a fifth of them. Subscribers also chose option F significantly more often and also a significantly larger part of subscribers was indecisive, amounting to more than a tenth of them.

The audience, unlike subscribers, preferred more often the option D.

C101. Please choose the option that you think would be the MOST SUITABLE for inspiration in the area that was mentioned:

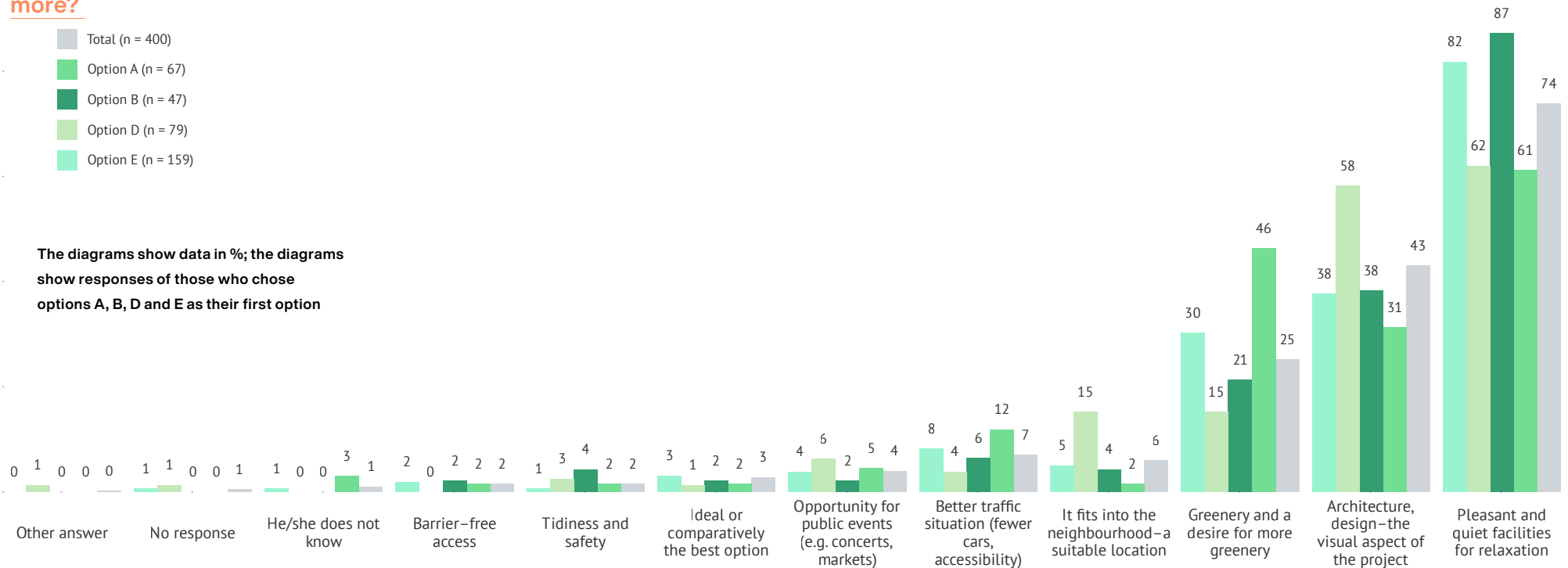


Inspiration for the Philharmonic | Reasons for the preference

C1A. And why did you choose this particular picture/these particular pictures? Try to briefly and concisely describe the main reasons of your choice—in what way did these appeal to you more?

- Total (n = 400)
- Option A (n = 67)
- Option B (n = 47)
- Option D (n = 79)
- Option E (n = 159)

The diagrams show data in %; the diagrams show responses of those who chose options A, B, D and E as their first option



Those who chose options E and B as their first choice, more often explained their choice with pleasant facilities for relaxing. The awards of architecture and design were more often mentioned by those who chose option D, as well as the fact that the space planning in question “fits into the neighbourhood”. Those who chose option A more often praised the greenery.

Inspiration for the Philharmonic | Reasons for the preference

Option D

2



1

Option E

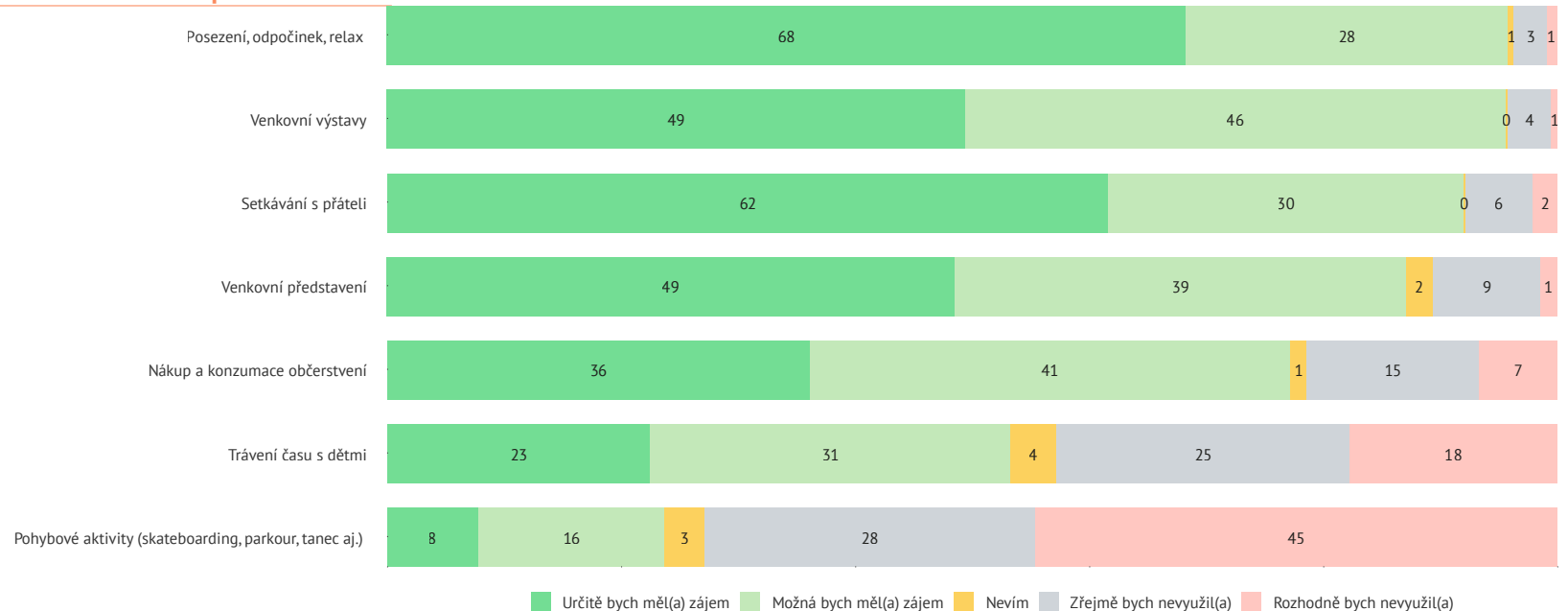


Option A

Use of space around the building | audience + subscribers

The largest share of all respondents would welcome seating facilities to sit, rest and relax, in total 96%. Outdoor exhibitions come 2nd. Meeting with friends comes 3rd, just as in subscribers. Least often, respondents in both groups would welcome opportunities for physical activities such as skateboarding, parkour and dance, in which a fifth of the respondents expressed interest (certainly + rather).

C2.A space will be created near the Philharmonic building, which will be used for various purposes. To what extent would you welcome a design that would offer these possibilities?



Diagrams show data in %

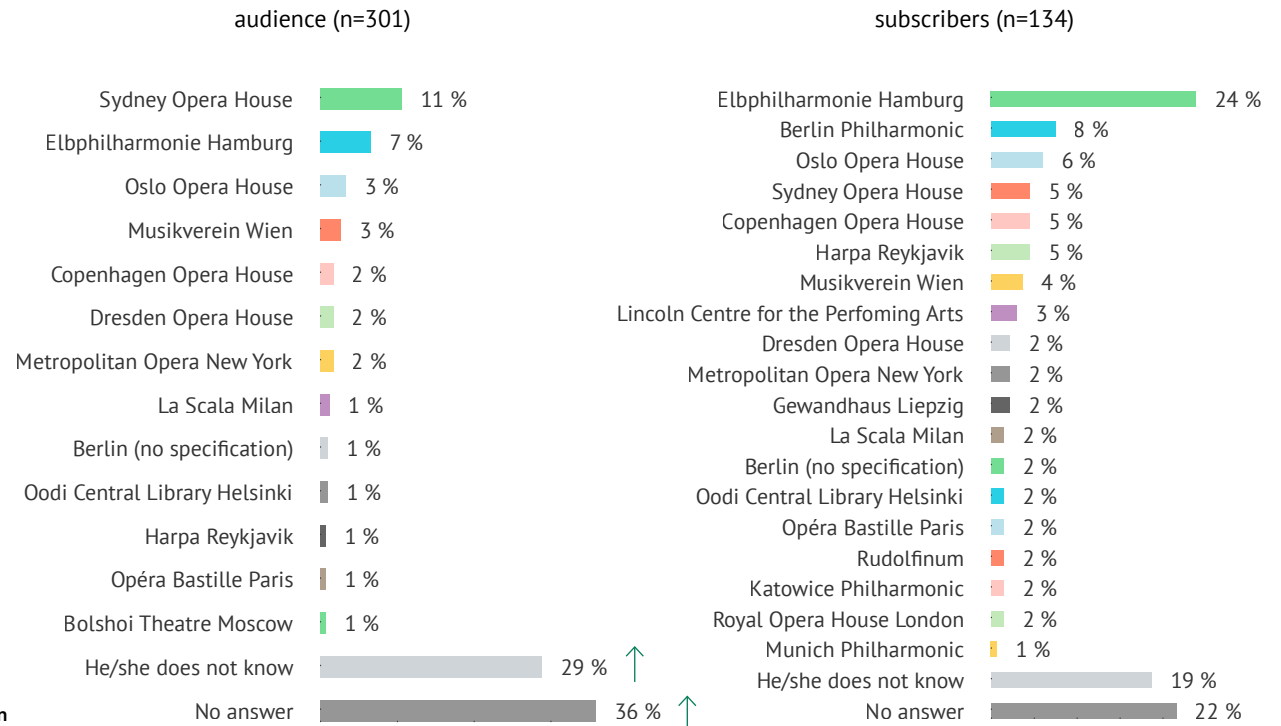
Philharmonic buildings abroad

While the subscribers mentioned Elbphilharmonie Hamburg significantly more often, in the audience, the Sydney Opera House was the most frequent answer.

In subscribers, we see a better orientation as regards opera houses abroad and other buildings and their names.

This is also supported by the finding that, while two fifths of the subscribers answered “I do not know” or did not answer at all, this group accounted for more than two thirds of the audience.

C3. Examples of remarkable buildings of the Philharmonic or opera houses you have seen abroad:



The diagrams show data in %; responses with a share of more than 1% are shown

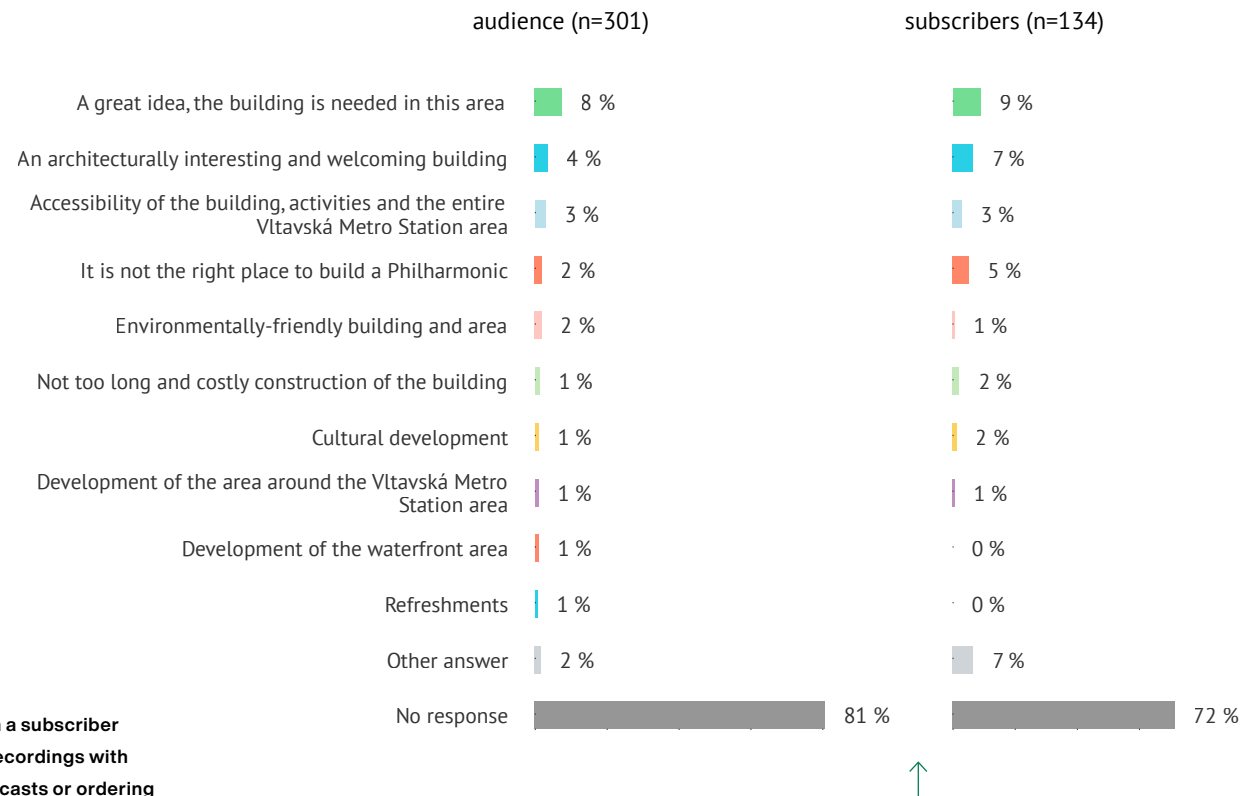
Additional notes and comments

Overall, only one fifth of respondents used the opportunity to add a comment on the topic, most often mentioning the need for the building in the Vltavská Metro Station area and their support to the project.

The subscribers used the opportunity to add a comment more frequently, the difference being 9 percentage points. In addition to the need for the building, they most often put emphasis on an architecturally exceptional building but there are also dissenting voices against the construction of the Philharmonic that come third.

It is interesting to note that the comments also included suggestions to open a subscriber club, a musical instrument rental service, a possibility of listening to music recordings with visual accompaniment, events for the elderly or also on-line concerts, broadcasts or ordering refreshments.

C4. Is there anything else you would like to add on any topic or question?



TOP LINES— COMPARISON OF TARGET GROUPS

27. 7. 2021

**Vltava
Philharmonic Hall
Prague**

Associations with the Philharmonic

While for the target groups of the residents, visitors and of the Prague residents both in general and within a walking distance of 30 minutes, music/concerts/opera/composers appear to be by far the most frequent association with the phrase “Philharmonic building” (51-64%), in subscribers, it is only 24% and, in general, this group is more evenly distributed among the answers than others.

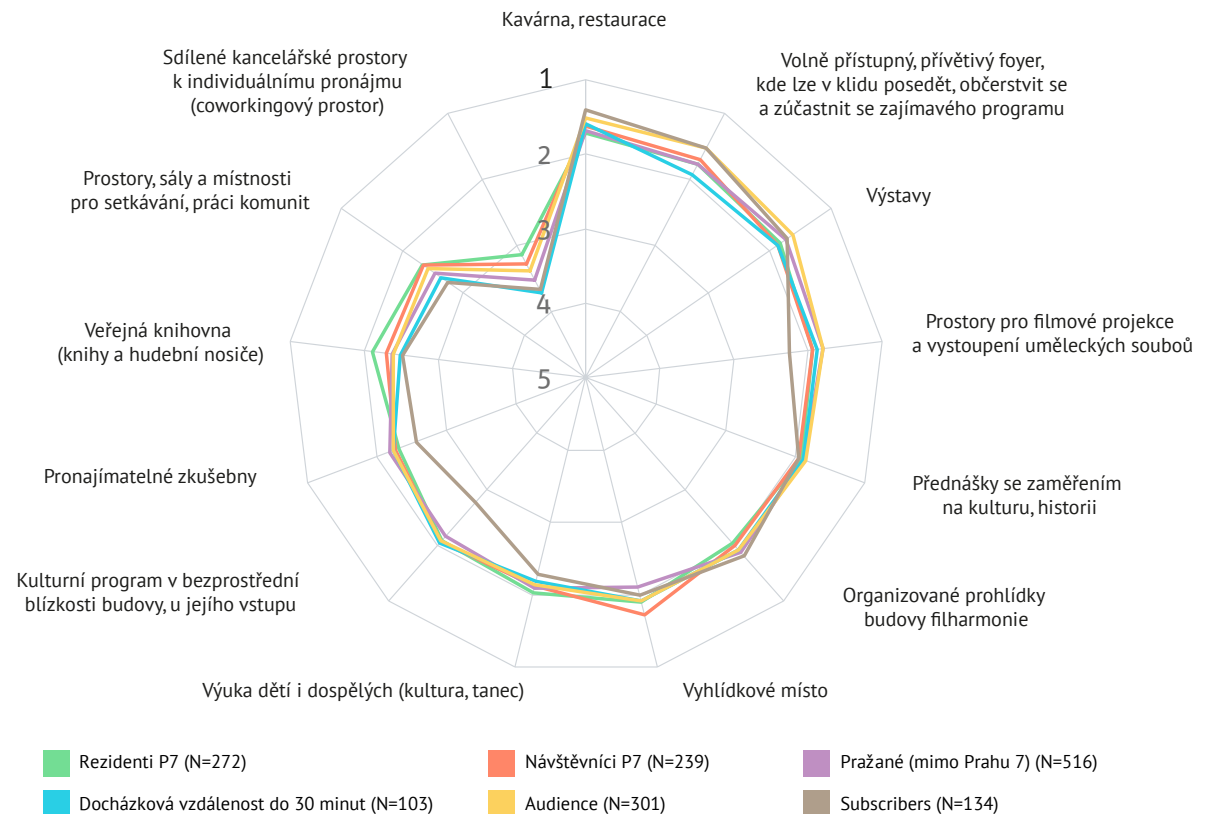
B1. What comes to your mind when someone mentions the building of the Philharmonic? What associations, adjectives, memories does it evoke to you? In your opinion, what comes together with such a building? Open question. Categories with more than 5% of responses are displayed for the whole in the category of the Prague residents.



Accompanying functions –mean values

The largest share of respondents in all target groups would most welcome a café or restaurant; on average, the rating was around the index of 1.6 which corresponds to something between the category “definitely yes” and “rather YES”. Conversely, we see the smallest representation in all groups as regards the use of the Philharmonic for shared office spaces where the average score is around 3.5, i.e. between categories “neither, nor” and “rather not”. However, respondents in all target groups rated all uses in a similar way, only the subscribers differed slightly. They rated the use of the premises for film screenings and a cultural program in the entrance to the building more negatively than other target groups.

B2. Which accompanying functions would you welcome in the Philharmonic? Do you think that people would use them?



The diagram shows the mean values on the scale: definitely yes–rather yes–neither, nor, I do not know–rather not–certainly not

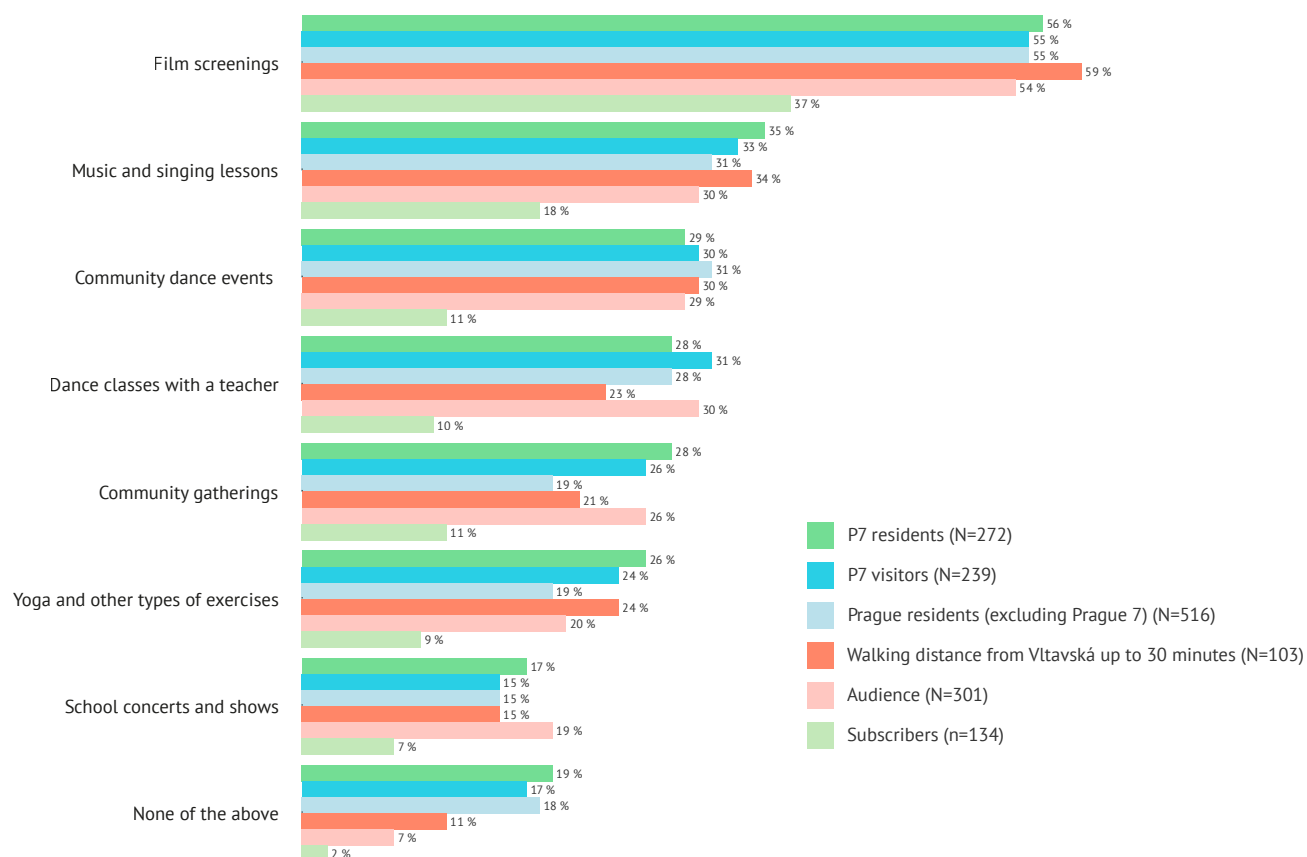
Other activities

More than half of the respondents from all target groups (except for subscribers where they accounted for 37%) said that, from among the accompanying activities, they would welcome film screenings. A third (18% in subscribers) would welcome music/singing lessons.

Respondents would be least interested in using the building for school concerts and shows or yoga and other types of physical exercise.

With their answers, the subscribers indicate that they would not want to use the building for purposes other than music and philharmonic events.

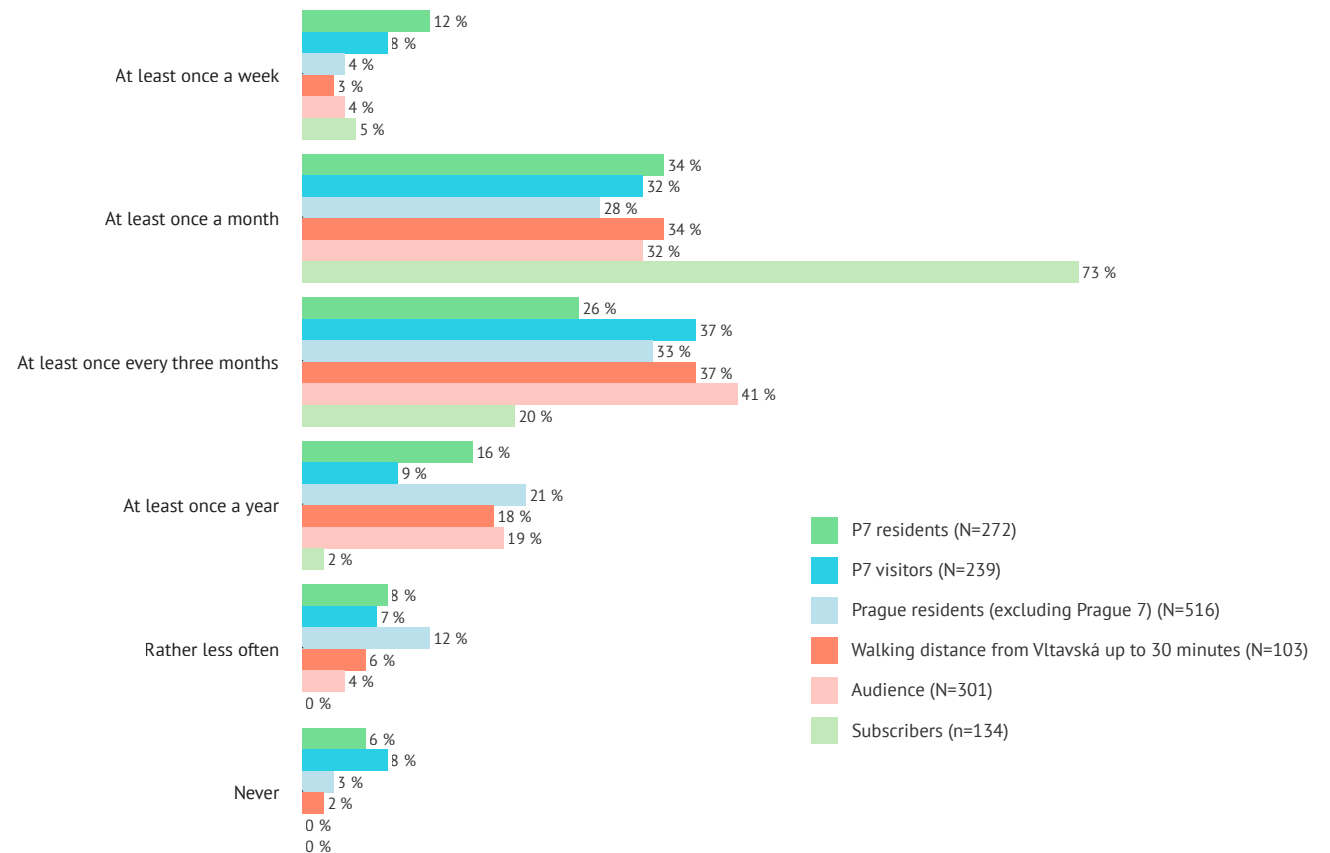
B3. If other suitable rooms, halls and other facilities were available, which of the above activities would you like to participate in the building of the Philharmonic?



Expected frequency of visits to the Philharmonic Hall

If we look at the question about the expected frequency of visits to the Philharmonic Hall, residents of Prague 7 (12%) would visit the building most often (once a week). The vast majority of subscribers said at least once a month (almost three quarters) compared to other target groups, where it is roughly one third in each of them. However, this is logical in the case of prepaid membership. In most cases, Prague residents living outside Prague 7 would visit the building rather less often.

B4. How often would you personally feel like going to a space like the Philharmonic Hall? Both to a concert or any activity we mentioned earlier?

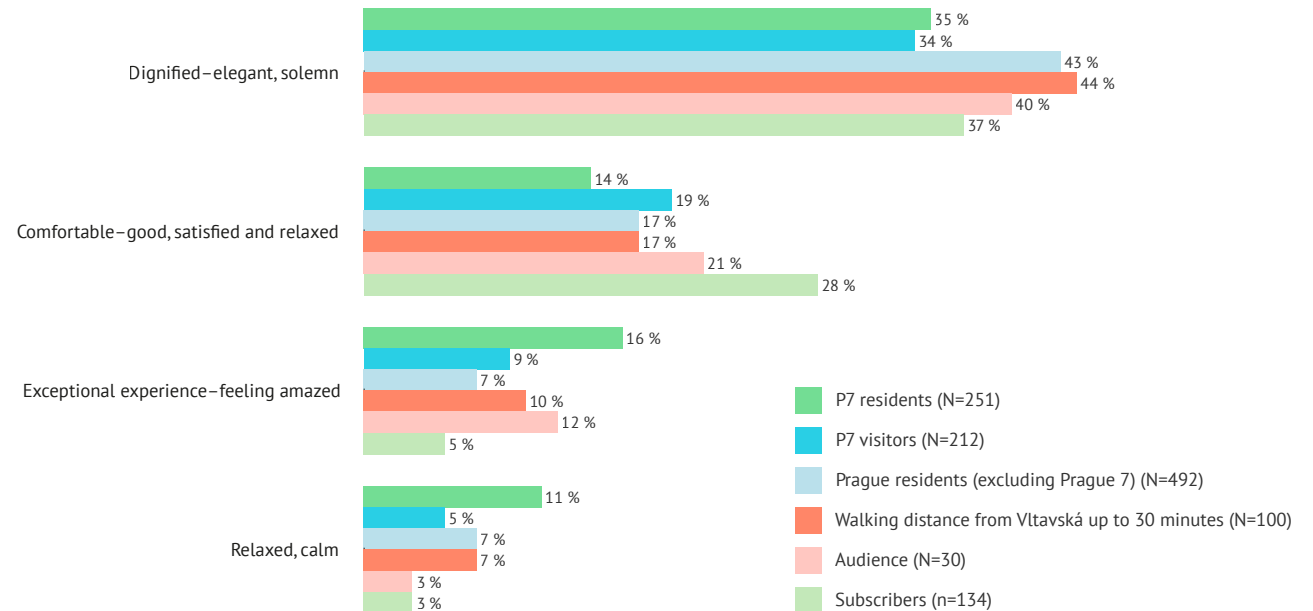


Feelings when visiting the main hall of the Philharmonic

In an open question examining feelings when visiting the Philharmonic's main hall, respondents in all target groups most often stated that they would like to feel dignified, elegant or solemn.

Subscribers differ in the second most frequent category—that people would like to feel comfortable, satisfied relaxed. In subscribers, it is almost a third while for example, in residents they are only 14%. While only 5% of subscribers would like to feel amazed, in residents of Prague 7, it would be three times more, 16%.

B5. Imagine coming to the main concert hall of the Philharmonic building to attend a cultural event. How would you like to feel on this occasion? What do you think this situation should look like? Categories with more than 3% of responses are displayed.

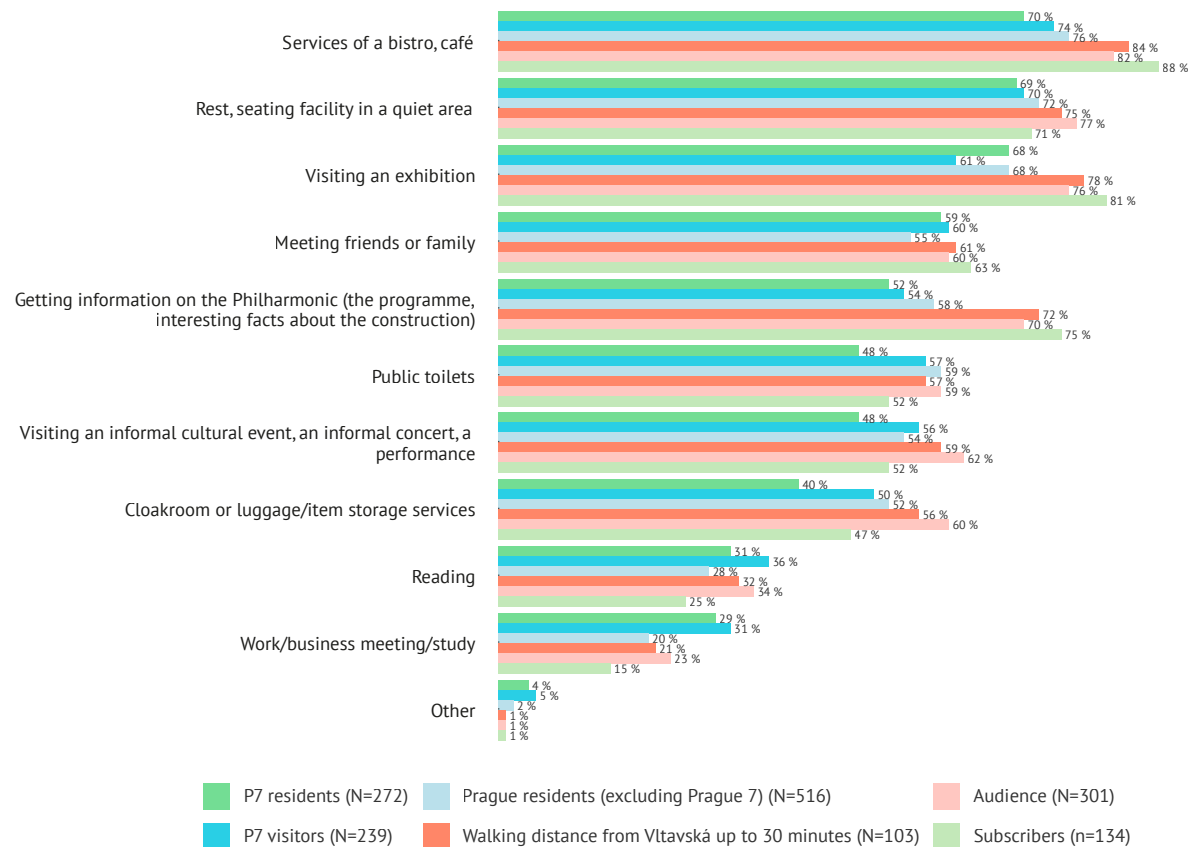


answered by those who said that they planned to come to the Philharmonic Hall.

Activities in the foyer of the Philharmonic

As the least popular activity in the foyer of the building in all target groups, the respondents chose work/study and reading. On the contrary, we see a large representation everywhere as regards the services of a bistro/café, rest or visiting exhibitions. Audiences and subscribers would also be very interested in obtaining information about the Philharmonic, while the audience would use the services of the cloakroom more than Prague residents.

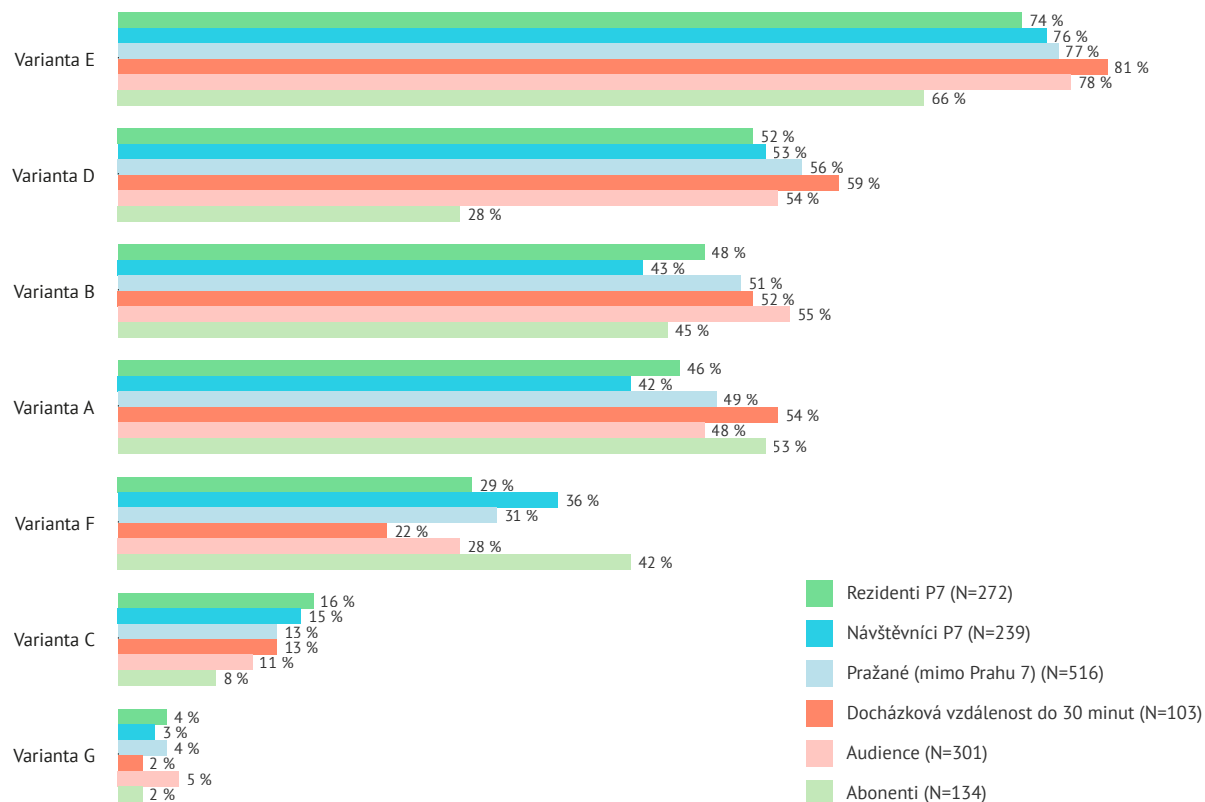
B6. The shop window of each philharmonic building is its entrance hall (foyer). Which of the above activities would you like to take part in when visiting the foyer?



Inspiration for the appearance of the Philharmonic's surroundings

C101. Please choose the option that you think would be the MOST SUITABLE for inspiration in the area under review: shown % of respondents, IN TOTAL

In the sum of the answers, all target groups would prefer option E the most while options C and G the least. We do not see big differences between the groups, except for the subscribers who would prefer option D almost twice less often compared to other groups and, conversely, option F twice more often. This may be caused by the fact that, if we rely on the assumption that these are respondents with a deeper interest in the Philharmonic, they would be more familiar with the selected concert halls in some of the pictures.

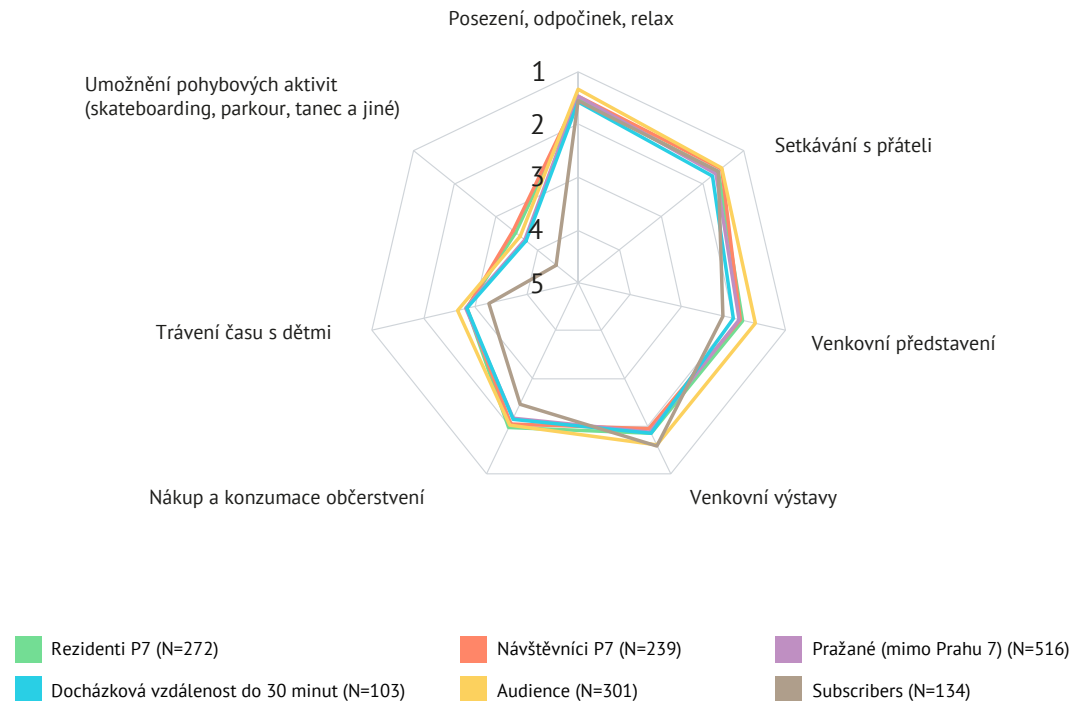


Activities in the space around the Philharmonic—mean values

In the adjacent area of the Philharmonic, all the target groups would most welcome seating facilities to sit and relax, as well as to meet friends. Compared to others, the audience and the subscribers would also be very interested in outdoor performances and outdoor exhibitions. Compared to other target groups, the subscribers would be less interested in using the space to spend time with children. By far the least, all target groups would be interested in using the space for physical activities; in subscribers, the mean value of the index is between the categories “I would probably not use it” and “I would definitely not use it”. Otherwise, the preferences of all target groups do not differ much.

The diagram shows mean values on the scale: I would definitely be interested—I might be interested—I do not know—I probably would not use it—I would definitely not use it

C2. A space will be created near the Philharmonic building which will be used for various purposes. To what extent would you welcome a design that would offer these possibilities?



CONDUCTING A PUBLIC OPINION POLL VLTAVA PHILHARMONIC HALL

29. 6. 2021



IPR
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MEDIAN

**Vltava
Philharmonic Hall
Prague**

The opinion poll

Ideas box

**– not a representative
reflection of the reality**

**Vltava
Philharmonic Hall
Prague**

Associations with the building the Philharmonic

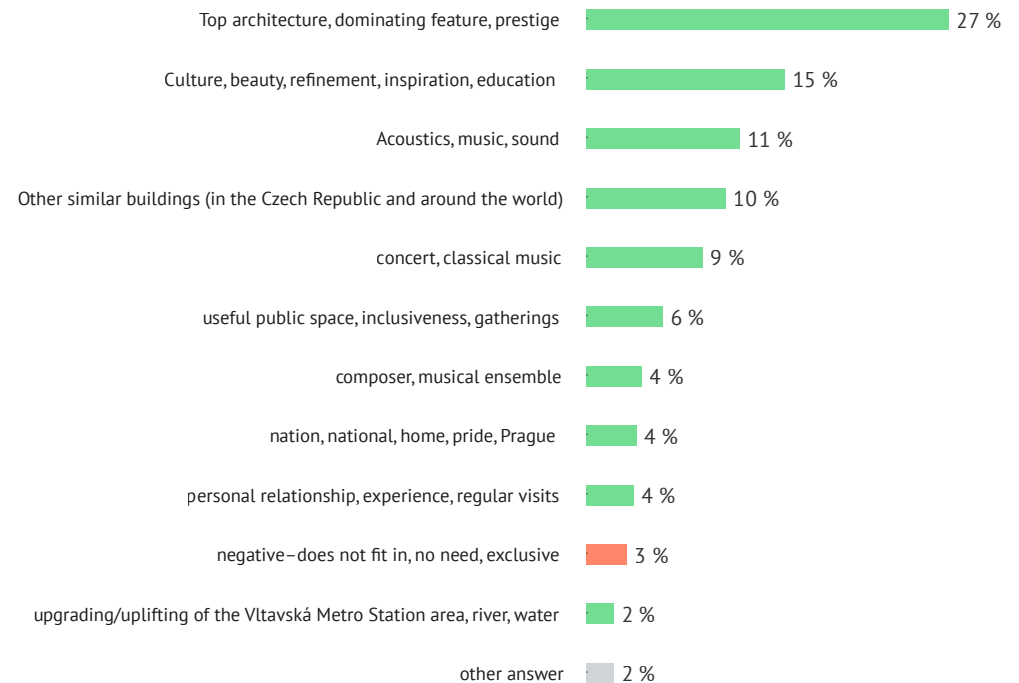
In an open question, it turned out that most often, the respondents' associations with the Philharmonic building include outstanding architecture, a building as a dominating feature and an overall prestige of such a building and its purpose. A quarter of respondents mentioned these aspects.

Association with culture, refinement, beauty, inspiration or education of visitors came second.

Associations with music, sound, acoustics (which, according to the respondents, must be perfect) came third. However, respondents also often recalled similar buildings, most often they mentioned the Elbe Philharmonic in Hamburg but also the Rudolfinum.

Top architecture, dominating feature and prestige of the building were more frequently mentioned by men; on the contrary, culture, beauty, refinement, inspiration and education by women.

B01. . What comes to your mind when someone mentions the building of the Philharmonic? What associations, adjectives, memories does it evoke to you? In your opinion, what comes together with such a building?



N=486, the diagram shows the data in %, open question - recoded

What the Philharmonic should not lack?

| A summary of topics

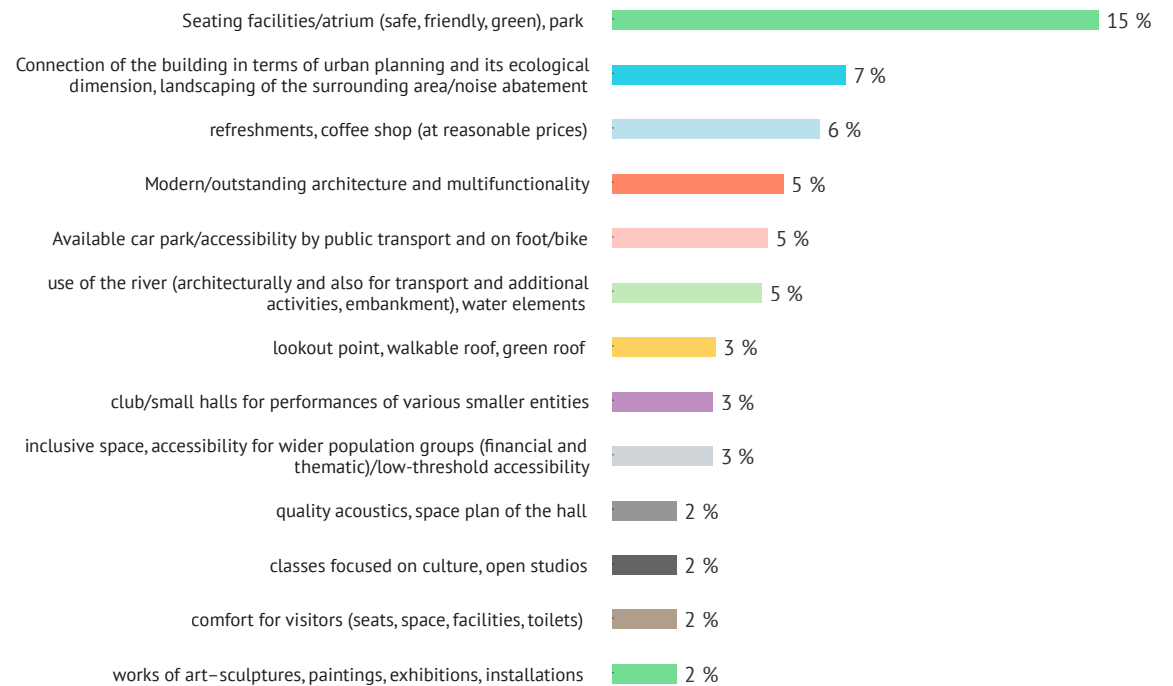
It follows from the open question that, most often, respondents expect that the area of the Philharmonic will offer seating facilities in a pleasant environment of an atrium and greenery.

Connection of the building in terms of urban planning and its ecological dimension came second, possibly along with the associated landscaping of the surrounding area and its noise abatement (due to the busy transport hub).

A café or similar snack bar was the third most frequently mentioned aspect, most often specified as a place accessible to the general public.

Modern architecture and multifunctionality were other most frequently emphasised aspects, just as an available car park and using the vicinity of the river.

X1A. What should not be missing in the building of the Philharmonic or its neighbourhood according to your expectations and ideas? Please describe it in a way that would allow us to forward your tip to design developers. | summary of all responses



N = 486; the diagram shows the data in %, open question—recorded, displayed answers with more than 2% share

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**Vltava
Philharmonic Hall
Prague**

Photographs – sources

A - Town Entrance in Chatenay Malabry, Ateliers 2/3/4/

<https://www.archdaily.com/870465/town-entrance-in-chenay-malabry-ateliers-2-3-4>

Photo: Clément Guillaume

B - Malmö Live, Schmidt Hammer Lassen Architects & SLA

Photo: Håkan Dahlström

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C - The Centre Georges Pompidou, Paris, Renzo Piano & Richard Rogers.

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D - Coal Drops Yard, Kings Cross, Heatherwick Studio

Photo: John Sturrock

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E - KKL Luzern, Jean Nouvel

Photo: Beat Brechbühl

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F - Source: Google Maps

G - Source: Google Maps