



LIVONIA CIVIC CHORUS CONCERT AUDIENCE SURVEY-WINTER 2019

73 Surveys Submitted, 12/15/19-14% of Audience

As a 501(C)(3) non-profit organization, funding for the 55 years of the Livonia Civic Chorus has come from an assortment of community donors, grants, friends and family. When the Livonia Civic Chorus tells its "story" to potential donors or applies for grant funding, we are frequently asked about our performance audiences: who are they and what impact are we having on their lives? While we'd like to talk with each of you, this survey is a substitute for collecting this information. Please complete this survey, tear out of the program and turn in as you leave the concert. There are baskets at the end of each aisle. Thank you.

On a scale of 1-5, 1 is the least and 5 is the most. Circle the yes or no. Fill in blanks as needed.

1. The Livonia Civic Chorus plays a significant role in providing cultural opportunities for residents of Livonia and our surrounding communities. **1-6% 2-0% 3-12% 4-21% 5-61%**
2. The Livonia Civic Chorus provides a high quality of choral music performances. **1-4% 2-4% 3-4% 4-18% 5-70%**
3. I have told my friends and neighbors about the Livonia Civic Chorus. **YES-68% NO-32%**
4. Do you have a friend or family member who is part of the Livonia Civic Chorus? **YES-82% NO-18%**
5. Have you had any experience with singing in a chorus? **YES-44% NO-56%**
6. Did you know that members of the LCC and its Board of Directors are ALL volunteers? **YES-77% NO-23%**
7. In the past two years the Livonia Civic Chorus has performed FOUR concerts, one in December and the second in May. Of these four, how many have you attended? **1-35% 2-26% 3-10% 4-29%**
8. What age group best describes YOU? **0-30-9% 31-50-18% Over 50-73%**
9. In what community do you reside? _____

**LIVONIA-32%, REDFORD TOWNSHIP-9%, WESTLAND-9%, DEARBORN-6%
AND 19 OTHER COMMUNITIES**

PLEASE TURN PAGE TO CONTINUE...

About This Concert...

1. For this Holiday Season (CHRISTMAS) concert, the musical program is a mix of secular and sacred music. Which was your favorite? **SECULAR-25% SACRED-31% HARD TO DECIDE-44%**
2. What words best describe how the concert made you feel? Please answer using single words, one per line, up to three words:
#1 HAPPY(34) #2 JOYFUL-24 #3 FESTIVE (9) #4 UPLIFTING (5)
3. At any point during the concert, did you do any of the following things? (Check all that apply)
**17% - clap-along with the music (not applaud) 34%- sing-along with the music (or mouth the words)
12% - talk to someone you didn't know 31% - dance or move to the music 6% - none of these**
4. Do you believe the Livonia Civic Chorus should continue to support young vocalists through
19% - scholarships 17% - performances with the Chorus 4% - membership 60% - all of these
5. The next Livonia Civic Chorus Concert is in June 2020. Do you hope to attend to continue your support of choral music and this organization? **YES-79% NO-0% MAYBE-21%**
6. While we know that the purchase of concert tickets helps support the Livonia Civic Chorus, have you ever made a tax deductible donation? **YES-9% NO-91%**
7. We'd like to provide you periodic updates about Chorus activities. Would you please provide your email address? **21 EMAIL ADDRESSES SUBMITTED (29%)**

**THANK YOU...PLEASE TEAR OUT YOUR COMPLETED SURVEY AND PLACE IN THE PROVIDED BASKETS!
NOTE: If you completed a similar Survey about our Spring 2019 Concert, the Survey Results have been posted on our Website: www.livoniacivicchorus.org**