



LIVONIA CIVIC CHORUS CONCERT AUDIENCE SURVEY-WINTER 2018

SURVEY RESULTS 3/3/19—173 Surveys, 28% of Audience

As a 501(c)(3) non-profit organization, funding for the 54 years of the Livonia Civic Chorus has come from an assortment of community donors, grants, friends and family. When the Livonia Civic Chorus applies for grant funding or tells its “story” to potential donors, 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 and either turn in at the intermission OR turn in as you leave the concert. There are boxes 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. **1-1% 2-2% 3-7% 4-20% 5-68%**
2. The Livonia Civic Chorus provides a high quality of choral music performances. **1-1% 2-1% 3-4% 4-16% 5-76%**
3. I have told my friends and neighbors about the Livonia Civic Chorus. **YES-83% NO-15%**
4. Do you have a friend or family member who is part of the Livonia Civic Chorus? **YES-81% NO-15%**
5. Have you had any experience with singing in a chorus? **YES-41% NO-57%**
6. Did you know that members of the LCC and its Board of Directors are ALL volunteers? **YES-75% NO-24%**
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? **1-39% 2-21% 3-13% 4-24%**
8. What age group best describes YOU? **7% 0-30 17% 31-50 76% Over 50**
9. In what community do you reside? **LIVONIA—39%, REDFORD, FARMINGTON/HILLS, WESTLAND, NOVI, PLYMOUTH, NORTHVILLE, AND 29 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 -18% SACRED -18% HARD TO DECIDE-57%**
2. What words best describe how the concert made you feel? Please answer using single words, one per line, up to six words:

#1 HAPPY #2 JOYFUL #3 HOLIDAY SPIRIT #4 FESTIVE #5 NOSTALGIC #6 RELAXED

AND 63 OTHER WORDS

3. At any point during the concert, did you do any of the following things? (Check all that apply)
**16% - clap-along with the music (not applaud) 38% - sing-along with the music (or mouth the words)
12% - talk to someone you didn't know 28% - dance or move to the music 5% - none of these**
4. Do you believe the Livonia Civic Chorus should continue to support young vocalists through
21% - scholarships 20% - performances with the Chorus 12% - membership 45% - all of these
5. The next Livonia Civic Chorus Spring Show is May 19, 2019. Do you hope to attend to continue your support of choral music and this organization? **YES-61% NO-4% MAYBE - 33%**
6. While we know that the purchase of concert tickets helps support the Livonia Civic Chorus, have you ever made a donation through the Patron Program or other fundraising events? **YES-18% NO-79%**
7. We'd like to provide you periodic updates about Chorus activities. Would you please provide your email address? **46 EMAIL ADDRESSES WERE PROVIDED FOR FUTURE COMMUNICATIONS (27%)**

THANK YOU...PLEASE TEAR OUT YOUR COMPLETED SURVEY AND PLACE IN THE PROVIDED BOXES!