



LIVONIA CIVIC CHORUS “MUSICAL INTERLUDE” AUDIENCE SURVEY-FALL 2019-SENIOR CARE CENTERS

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 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 turn in as you leave this performance. Thank you.

GENERAL INFORMATION			
LOCATION	ATTENDANCE	SURVEYS SUBMITTED	PERCENT SURVEYS/ATTENDANCE
SENIOR CENTER #1	34	19	56%
SENIOR CENTER #2	46	22	48%
SENIOR CENTER #3	18	28	64%

About This Musical Performance...

1. For this “*Musical Interlude*” performance, what was your favorite musical selection?

LOCATION	“MUSICAL INTERLUDE” PLAYLIST	HOLIDAY PLAYLIST
SENIOR CENTER #1		ALL, Joy to the World, Happy Holidays, Light a Candle, Season of Dreams, Good News, Great Joy
SENIOR CENTER #2		ALL, Light a Candle, Home for the Holidays, We Wish You, Beautiful Snow
SENIOR CENTER #3	Bein’ Green, Chattanooga Choo Choo, Climb Every Mountain, Born Free, Movie Selections, Everything	

2. What words best describe how the music made you feel? Please answer using single words, one per line, up to THREE WORDS:

LOCATION	“MUSICAL INTERLUDE” PLAYLIST	HOLIDAY PLAYLIST
SENIOR CENTER #1		Happy, Joyful, Uplifting, 20 others
SENIOR CENTER #2		Happy, Joyful, Good, 19 others
SENIOR CENTER #3	Happy, Peaceful, Joyful, 14 others	

3. At any point during the concert, did you do any of the following things? (Check all that apply)

ACTION	SENIOR CENTER #1 Holiday Playlist	SENIOR CENTER #2 Holiday Playlist	SENIOR CENTER #3 "Mus. Inter," Playlist
Clap along with music (not applaud)	5	11	9
Sing-along with the music (or mouth the words)	10	16	12
Talk to someone you didn't know	8	5	3
Dance or move to the music	7	7	10
None of these	3	1	0

4. The Livonia Civic Chorus provides a high quality of choral music performances.

LOW 1 2 3 4 5 HIGH

LOCATION	PLAYLIST	1	2	3	4	5
SENIOR CENTER #1	Holiday					100%
SENIOR CENTER #2	Holiday				9%	91%
SENIOR CENTER #3	Musical Interlude					100%

5. Have you had any experience with singing in a chorus? **YES NO**

LOCATION	YES	NO
SENIOR CENTER #1	10	8
SENIOR CENTER #2	11	10
SENIOR CENTER #3	3	14

6. The Chorus has provided "**Musical Interlude**" performances in Livonia since 2014.

Have you attended any of these performances in the past? **YES NO**

LOCATION	YES	NO
SENIOR CENTER #1	7	10
SENIOR CENTER #2	6	15
SENIOR CENTER #3	7	10