



LIVONIA CIVIC CHORUS MEMBER SURVEYS Spring 2017 and Spring 2019

As a lead up to the 52nd Spring Concert in 2017 of the Livonia Civic Chorus survey forms were mailed to the approximately 60 chorus members. 46 were completed (a 77% return rate). In Spring 2019 we used Constant Contact to send an electronic survey with similar questions to the 66 chorus members. 43 were completed (a 65% return rate). This is an overview of the responses:

- Members were asked to rate the following statement on a scale of 1-5 with 5 being the highest

The Livonia Civic Chorus plays a significant role in providing cultural opportunities for residents of Livonia and surrounding communities:

2017 Survey Response	2019 Survey Response
4.45 was the average response	4.5 was the average response

- Members were asked to rate the following statement on a scale of 1-5 with 5 being the highest

The Livonia Civic Chorus provides a high quality of musical performances:

2017 Survey Response	2019 Survey Response
4.39 was the average response	4.3 was the average response

- When members were asked if they had told their friends and neighbors about the Livonia Civic Chorus they responded in these percentages

2017 Survey Response	2019 Survey Response
100% responded YES	100% responded YES

- When asked how many of the 4 concerts members had attended in the past two years they responded in this manner

2017 Survey Response	2019 Survey Response
3.6 was the average participation in four (4) previous concerts	Spring 2017: 60% Winter 2017: 74% Spring 2018: 86% Winter 2018: 90%

Member Survey Results 2017, 2019-LivoniaCivicChorus.pdf

5. When asked if the members felt that the LCC presentation of scholarships should be continued they responded in this manner:

2017 Survey Response	2019 Survey Response
91% responded YES	Question not asked in 2019

6. When asked if the members thought that the pricing for concerts were appropriate they responded in this manner:

2017 Survey Response	2019 Survey Response
91% responded YES	Question not asked in 2019

7. When asked for the number of outreach events/performances they had participated in beyond the 2 major concerts per season, they responded in this manner:

2017 Survey Response	2019 Survey Response
8 was the average number of events/performances participated in each Season	5-8 Performances were most often selected as the performance level of the respondents.

8. When asked if the members thought that the pricing for concert tickets was appropriate, they responded:

2017 Survey Response	2019 Survey Response
91% responded YES	Question not asked in 2019

NEW QUESTIONS FROM THE 2019 MEMBER SURVEY...

1. As you know, LCC prepares and performs Major Concerts, Outreach Events, and Musical Interludes for Seniors. What are your favorites?

2019 Survey Response			
Holiday Concert	Spring Show	Community Outreach Events	Musical Interludes for Seniors
83%	69%	44%	62%

2019 Member Survey Responses (continued)

Research says that members of Choruses also volunteer for other organizations. Do you?

2019 Survey Response
91% responded YES

Again from Research: Do you regularly vote in local, state and/or national elections?

2019 Survey Response
98% responded YES

Survey note: Since the Livonia Civic Chorus started creating Surveys for Members and Audiences, we found an interesting resource from a national group, Choir America. Referenced as a Chorus Impact Study, its title is *“How Children, Adults and Communities Benefit from Choruses”* (2009).

There are four main “Findings” related to this survey.

Finding 1 | Choral singing continues to be the most popular form of participation in the performing arts.

Finding 2 | Adults who sing in choruses are remarkably good citizens.

Finding 3 | Children who sing in choruses have academic success and valuable life skills.

Finding 4 | The decline in choral singing opportunities for children and youth is a key area for concern.

A copy of the full report, including the Acknowledgments, Methodology, and Research notes is available from Chorus America at www.chorusamerica.org.

Member Survey Results 2017, 2019-LivoniaCivicChorus.pdf

Responses to: What changes would you recommend??

2017 Member Responses:

- Less dancing, more singing
- more songs that I know
- better concert venue with better audio equipment
- more current music
- more familiar songs
- different venue like Stevenson
- musical workshops available for members during the summer
- more involvement of newer members for creative ideas to keep content fresh
- looking forward to what Jeff and Kim will bring to the chorus
- more outreach to young people, more advertising for new members
- no sing outs 2 months before concerts and add a couple sing outs during summer
- less choreography
- we have tacky concert attire
- less dancing
- less complicated choreography
- less chorus choreography, singing goes way down with dancing, maybe a few easy moves not the entire song
- solo opportunities should be shared, no more than one for each show
- get rid of the wing tip collar shirts, do a fall veterans day concert
- less movements for the chorus, keep it for the dancers
- vote on doing the treats at practice
- I want to see the direction our new directors will take us in
- an effort should be made to acquire younger singers and increase our minority members
- none-everything works well
- getting our CD's earlier, we will do better under Jeff
- more popular songs for the younger generation, maybe a country concert
- that those of us who play musical instruments would have more opportunities to play

2019 Member Responses:

- I like the way it is.
- At the interludes we should sing happy birthday to any guests who have a birthday that day (give or take a day) if there are any...
- Facial expression and physical expression when performing.
- works pretty good right now. thank you for all your hard work.
- More concentration on singing as one voice for the chorus
- Small card to help with memorization
- We have a nice age range but finding a few more young members would be good. A bit more transparency/info about board meetings (weren't minutes made available at one point? Could they be again?) We say it a lot but it would be helpful to have less talking during rehearsals. Sometimes it is about the music but often it's not.
- Get more new music or decrease the repetition of pieces.
- Would love to see some musical teachings/workshops on the side or in the summer with Jeff or Kim who may want to read music better or things like that.
- Change in budget to allow for new music to be purchased.
- Hank's original "HOLIDAY WALTZ" should be performed in the December 2019 holiday concert. His score should also be officially copyrighted (he owns the copyright automatically to his own creation).
- I'm fairly new so I not sure what you are looking for.
- Some off season workshops from our musical team
- More social outreach to recruit more younger chorus members and perhaps members of diverse races.
- More digital distribution of music to be performed, both recorded and sheet music.

Responses to: What changes would you recommend??

2017 Member Responses:

- none, things are managed well
- less choreography, get the scholarship winners to sing
- not thrilled with choreography, we are a chorus not a dance troupe, some say we have always done it this way, the majority of us don't like the dancing
- more money for music and conferences in order to explore better musical opportunities
- No dancing while singing
- We love to sing not we love to sing and dance (longer answer but this sums it up)
- Get the CD's out sooner, a second CD with all the parts, less talking during rehearsals, great participation at outreach events, continue to raise the bar for enhanced performance, audition requirements for new members

2019 Member Responses:

- Continue to improve musicality of performance.
- Focus on the quality of the concert performances which are our biggest money maker.
- I like what we do now. Sometimes because of family obligations, it's hard to participate in the Outreach Programs.
- This is a tough thing to do, but I would love to see more members volunteering and getting involved with the processes of the shows. It always seems to be the same people getting involved and we can't grow with the same people always being involved. We need new ideas and creativity to keep this group growing.
- At this time I have no new ideas.
- No suggestions
- I would like the chorus to stop talking just because we are in between songs. Takes too much time away from rehearsing, especially during the final weeks before concerts. I can only imagine how frustrating it is for Jeff. Sometimes you can see it in his face.
- We should continue to have different children's groups perform with us on some pieces.
- Bring in more new members
- More rehearsal concentration on ways to improve our sound: dynamics, enunciation techniques, breathing, standing during part of rehearsal. Performing more auditioned ensemble pieces for those who wish to take their craft to the next level.
Would like to explore ways to more effectively integrate new people into the group.
- I like things the way they are.
- I feel we have improved in the type and quality of music we perform. I see us continuing on this track in the future.
- not memorize music
- More recent songs, no foreign language

Responses to: What changes would you recommend??

2017 Member Responses:

2019 Member Responses:

- Bring back chorus movement in some of the songs you do. It makes them much more enjoyable to listen and watch if people aren't just standing still.
- A possible recruitment, outreach to younger people who love to sing. Possibly through High Schools or Schoolcraft College to those 18 and over.
- I would like to see more focus on classical choral music and less pop music.
- Restore a brief social time during break with occasional snacks. Add an occasional piece of serious, classical music.
- Some of us would be content with doing away with prima donna solos in favor of just the whole Chorus singing.
- I'm not sure. Everything is running smooth. Jeff and Kim are so positive! I love that Jeff is so punctual and scheduled!!! We get a lot done and he makes us sound great!
- There are always opportunities for the Chorus to grow. Hopefully we can get more people involved in doing more than just the 2 concerts.
- I would like to see the chorus sing more current musical selections. Most of the music we sing is pre-1980s, and it would be great to sing some music that younger concert goers might recognize.
- More community support from small Livonia based businesses. Raise dues.

Responses to: What have you PERSONALLY gained by your participation in the Livonia Civic Chorus?

2017 Member Responses:

- great friends and fun
- my singing performance
- learned a great deal about music
- friends, laughter and music in my life
- I love the Chorus
- sense of involvement, community, made friends, improved my singing
- made a lot of friends, a good creative and social outlet
- friendships and good times, lots of fun, like singing at assisted living facilities
- new friends
- extended family and relationships, continue to use my musical ambitions, enjoyed Peggy's leadership
- continued enjoyment of singing
- I grew up with the choir as a 3rd generation member so I fulfill my dreams to sing with those wonderful people
- much needed brain stimulation
- good relationships with musical friends
- new friends
- an appreciation of what music can do to inspire people, a better appreciation of different types of music, met many wonderful people
- gained more experience in performing
- made my life happier and more meaningful, our outreach efforts spread joy to many
- I love to sing
- camaraderie, confidence, involvement in the community
- satisfaction of performing music for all people
- made many wonderful friends, forgetting about life's problems for a while thru music
- a family
- my life has been enriched by being able to sing with a friendly group of like minded people

2019 Member Responses:

- I learned how to read music.
- I have reconnected with some old friends and met many new friends who all share my love of music and singing! These are "my people"!!! I used to volunteer with church, Girl Scouts, and my daughter's school PTO etc... All that has ended now for a while, so it's great to be involved again.
- Emotional and physical enjoyment with stress relief from my daily life.
- the pure joy of actually singing again and I really love the senior concerts and see their faces:)
- New friends and get to sing
- Friendships, Musical strengths, giving back to my community
- Socialization with people
- Improved music knowledge & techniques
- Friends & a caring community
- More balance in my life & time each week to destress & have some fun
- Hopefully more mental acuity from learning & memorizing the music
- Made many friends, improved my singing, learned quite a bit about music, expanded my creative skills.
- Friends and better musicality
- Fun and entertainment.
- Making new friends.
- Doing something creative.
- Using my God given talent for helping my community.
- Learning more about vocal performance.
- I enjoy singing with others.
- I enjoyed seeing the faces of the elderly at the assisted living and interacting with some of them. Personally, I just enjoy singing!
- Lifelong friendships and a chance to give the members of our community joy through our music.

Responses to: What have you PERSONALLY gained by your participation in the Livonia Civic Chorus?

2017 Member Responses:

- love of family members
- a lot of new friends, gained a stronger voice, more confidence in myself
- friendship, I really appreciate the help of the accomplished singers, lots of praise from the audience who are amazed at the quality
- friendships, better music knowledge
- knowledge that I tried something beyond my comfort zone
- friendships, better music knowledge
- shared enjoyment of being with a group of like minded individuals, the actual physical and mental exercise provided
- place to sing and keep developing my vocal skills, friendships, way to give back to the community, memorization is good for my brain
- new friends, meeting other people with the same interest in music
- new friends with the same interest, becoming a big family able to have fun outside of the home
- singing with others and having a good time doing it
- additional knowledge of music through participation, the privilege performing for others especially nursing homes and elderly
- friends, learning a lot, fun, gratification
- fun people totally dedicated to putting on a great show
- enrichment
- all the benefits that come with singing everyday, memorizing the music is a good challenge that helps keep our brains agile
- an outlet for my talent, new friends, feeling a part of something that gives joy to others

2019 Member Responses:

- Improvement in my singing voice and understanding of choral music.
- Practice and experience singing with a group of people much older than myself to mature my voice.
- Improvement in my singing voice and understanding of choral music.
- Enjoy the community of singers and performing concerts and songs that are enjoyed by a variety of people in the community.
- Friendship, knowledge of running a non-profit and development of proper vocal techniques.
- A lot of wonderful friends
- A lifetime of memories and many good friends
- I love singing, and this is what I love to do.
- More confident in singing and also the people I have met over the years.
- some new friends
- Vocal Musical Knowledge
- The enjoyment of singing with others
- Confidence in myself
- I came looking for a way to make better use of my free time. I have learned a lot musically and hope to continue to learn more and improve the quality of my vocal talent. I found a group of really terrific people who care about each other.
- I have been enjoying singing again. I think I have gained some confidence by being in this group. I've made some new friends and enjoy the camaraderie.
- A greater love of choral singing and friendships made.
- challenging myself in the memorization of music.
- friendships
- Frustration and headaches
- Besides a lot of very nice friendships ... being a small part of such a talented group of singers is very inspirational and rewarding.

Responses to: What have you PERSONALLY gained by your participation in the Livonia Civic Chorus?

2017 Member Responses:

2019 Member Responses:

- Friendships and advancement of musical skills.
- I have improved my knowledge of music and singing in a mixed chorus. Most of my background is in acapella women's group singing. Jeff has been an excellent director to help learn new skills.
- Friends and a chance to do something I have always loved...sing.
- I personally have gained more musical knowledge, and some business knowledge from being on the board multiple times. I have also learned what it takes to put shows on with having been coordinator and also being on show committees. This has also allowed me to make many friends that I otherwise would never have met and I consider family.
- Friendships, and increased breadth in terms of songs and musical styles/genres.
- New friends. I learned more on vowels and getting the right tone with the right vowel shape (free voice lesson).
- Friendships! More visibility in the community.
- I have learned more about music and have made many new friends.
- New friends! A deeper appreciation for music and the joy it provides to myself as well as others.
- I have made many friends in the chorus and look forward to seeing them on Tuesdays!
- Lifelong friends and a chorus "family". Exposure to different genres of music. Music is truly a universal language and singing comes from our souls. Chorus means we can be of different faiths, political beliefs etc. but in a chorus we unite as one! Our country desperately needs this today when we are so deeply divided.
- The opportunity to sing in a choir again. Providing joy to the community. Making new friends.