

Harmony Heartland Region 4 Chorus Information Survey 2019

Summary of Results

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Surveys were sent to all 22 choruses in Region 4. Information was received from all but 4 of these choruses: Almost Heaven, Harmony Roses, and Unbridled Harmony. HeartSong Chorus has decided to dissolve.

This is a brief summary of the results of the survey. Information from individual choruses is available, and comments from choruses on various questions are also available in the full report.

How often does your chorus attend Regional Convention as a competitor?

16 responded that they compete annually. 2 responded that they compete every 3 yrs.

In which divisions have you performed?

14 compete in the International division every year. 2 compete in the Open Division, 2 have been in International and Open Divisions.

Does your chorus have opportunities to perform in your community?

All 18 indicated they do perform in their communities.

Does your chorus have an annual show/cabaret?

10 responded that they have an annual show. 5 responded that they have a show most years, and 3 indicated they do not have an annual show.

Does your chorus have specifically designed guest night/open house events?

17 responded that they have varying kinds of guest events with varying degrees of success. One did not have regular guest events.

Does your chorus sponsor or participate in events designed specifically for young women or youth?

5 responded that they sponsor youth events. 6 do not sponsor events. 7 have some level of involvement in events, but do not independently sponsor these.

Does your chorus use social media to promote events.

All responded that they use some form of social media, but levels of success vary.

Does the chorus have a printed brochure? Business Cards?

All have some form of printed publicity materials.

The following information is a **summary of estimated “active members”** as opposed to the number of members listed on the official roles. Further, these numbers have been sorted into “age-group” ranges for the purpose of understanding membership numbers and percentages of each age-group in the region. I hope this will be helpful as we discuss strategies for planning and membership education.

| | Active Members | 20-35 % | | 36-50 % | | 51-65 % | | 66+ % | |
|-------------------|-----------------------|----------------|-----|----------------|-----|----------------|-----|--------------|-----|
| Region 4 | 752 | 64 | 9% | 178 | 24% | 319 | 42% | 191 | 25% |
| Capital City | 42 | 6 | 14% | 20 | 48% | 8 | 19% | 8 | 19% |
| Cincinnati Sound | 45 | 4 | 9% | 6 | 13% | 16 | 36% | 19 | 42% |
| Columbus | 88 | 9 | 10% | 19 | 22% | 34 | 38% | 26 | 30% |
| Diamond Jubilee | 35 | 0 | 0 | 10 | 30% | 14 | 40% | 11 | 30% |
| Friendship VII | 16 | 0 | 0 | 1 | 6% | 10 | 63% | 5 | 31% |
| Gem City | 34 | 0 | 0 | 3 | 9% | 8 | 24% | 23 | 67% |
| Harmony Hills | 15 | 0 | 0 | 1 | 6% | 7 | 47% | 7 | 47% |
| K-town Sound | 26 | 0 | 0 | 2 | 8% | 22 | 84% | 2 | 8% |
| Metro Nashville | 48 | 4 | 8% | 19 | 40% | 19 | 40% | 6 | 12% |
| Ohio Heartland | 12 | 0 | 0 | 0 | 0 | 5 | 42% | 7 | 58% |
| One Voice | 18 | 1 | 6% | 6 | 33% | 8 | 44% | 3 | 17% |
| Pride of KY | 65 | 3 | 5% | 11 | 17% | 31 | 47% | 20 | 31% |
| River Magic | 36 | 1 | 3% | 3 | 8% | 14 | 39% | 18 | 50% |
| Scenic City | 70 | 7 | 10% | 28 | 40% | 28 | 40% | 7 | 10% |
| Scioto Valley | 76 | 14 | 18% | 20 | 26% | 36 | 47% | 6 | 9% |
| Spirit of E'ville | 24 | 2 | 8% | 10 | 42% | 0 | 0 | 12 | 50% |
| Tune Town | 62 | 12 | 19% | 10 | 16% | 34 | 55% | 6 | 10% |
| White River Sound | 40 | 1 | 3% | 9 | 23% | 25 | 61% | 5 | 13% |

