

# The Orpheus Club of Philadelphia

Executive Summary of  
Annual Members Review  
2011

As of the writing of this summary **48** Singing Members, **11** Old Guard Members, **1** Retired Member, and **345** Associate Members completed the attached survey. The summary percentages are based on the total respondents (**N=374**) unless otherwise noted. All percentages have been rounded up.

## **The Christmas Concert is far and away the most popular.**

85% of the respondents named the Christmas Concert as their favorite. Just one in ten (10%) named the May Concert and only 5% said Mid-Winter.

## **Nearly all respondents enjoy our guest performers, and most like the groups best.**

94% of the respondents like our guest performers while just 6% do not. 54% enjoy the small groups, 16% like the large choruses, 14% like the soloists, 10% like Instrumentals, and 7% enjoy celebrity guests. However, it is interesting to note that if you combine the “soloist” and “celebrity” responses it actually becomes the second most popular choice (21%).

## **Traditional Glee Club fare, Broadway Tunes and O.C. “Round Table” songs are preferred.**

They are followed by: Secular Classical, Religious Classical and Afro-American Spirituals.

## **Our Audience is mixed about the Kimmel Center.**

Less than one third (29%) of the respondents rate the Kimmel Center as “**excellent**”. Just over one third (34%) say it is “**very good**” and a plurality (37%) rate it as “**good/fair/poor**”. The majority of the reasons for their ratings had to do with acoustics, a few saying they were great, but many others saying they were bad. Some miss the Academy. Most of the favorable reasons had to do with the space being impressive.

## **If Kimmel costs become too much...do not raise dues, but do not leave the city!**

The majority (56%) would prefer that we moved at least one or two concerts to a different venue. One third (31%) said eliminate the February Mid-Winter concert and just 10% said we should raise dues. If moving was the only option, then 65% said stay in center city as opposed to going to a suburban location (31%) or moving to a nearby town (5%).

## **The Revels are very popular.**

Over 60% of the respondents said they attend The Twelfth Night Revels every year. An additional 20% said they go “almost every year” and just 20% said they attend “only once in a while” or “never”. The idea of a matinee Revels performance was popular with 30% of the respondents across all attendance levels.

### **Conclusions:**

Reading and cross-tabulating these results bring us naturally to the following conclusions:

- Do not tamper with the Christmas Concert, by far the most cherished Orpheus Club event...unless you can move it back to The Academy of Music.
- The other concerts can move to other, less costly, venues (in the city if possible).
- Keep the musical fare for our concerts in our particular "wheel house" (light, happy, and choral).
- Do not shy away from having guest performers but keep the groups on the small side or have a famous soloist.
- Keep in mind how much the Associates cherish the Revels experience.

## The Orpheus Club of Philadelphia Annual Members Review *(Summary results)*

Please answer each of the questions below and return this questionnaire in the envelope provided. The Officers and the Executive Committee appreciate your input and value your suggestions.

1. What category of Orpheus Member are you? **(please check one below)**

<input type="checkbox"/> Singing Member	<i>13%</i>
<input type="checkbox"/> Associate Member	<i>84%</i>
<input type="checkbox"/> Old Guard Member	<i>03%</i>
<input type="checkbox"/> Retired Member	
  
2. Thinking now about the three formal concerts given at the Kimmel Center each year, which concert would you say is your favorite? **(please check one below)**

<input type="checkbox"/> The Christmas Concert	<i>85%</i>
<input type="checkbox"/> The Mid-Winter Concert	<i>05%</i>
<input type="checkbox"/> The Spring Concert	<i>10%</i>
  
3. Do you enjoy it when we include guest performers at an Orpheus concert? **(please check one below)**

<input type="checkbox"/> Yes, on the whole, I enjoy guest performers	<i>94%</i>
<input type="checkbox"/> No, I do not enjoy guest performers	<i>06%</i>
  
4. What type of guest performer do you prefer to see at an Orpheus concert? **(please check one below)**

<input type="checkbox"/> Large chorus	<i>16%</i>
<input type="checkbox"/> Small group	<i>54%</i>
<input type="checkbox"/> Soloist	<i>14%</i>
<input type="checkbox"/> Instrumental	<i>10%</i>
<input type="checkbox"/> Celebrity	<i>07%</i>
  
5. In your opinion what is the best kind of musical fare for the Orpheus Club to serve its members? Rank the following list by giving each category a different number from one to six. Rank the best as "1" the next best as "2" and so on. **(rank the categories below)**

<input type="checkbox"/> Secular Classical	<i>4</i>
<input type="checkbox"/> Afro-American Spirituals	<i>6</i>
<input type="checkbox"/> Broadway tunes	<i>2</i>
<input type="checkbox"/> Traditional Men's Glee Club	<i>1</i>
<input type="checkbox"/> Religious Classical	<i>5</i>
<input type="checkbox"/> Orpheus "Round Table" Songs	<i>3</i>

6. Thinking now about our current venue, *Verizon Hall at The Kimmel Center*, would you say it is excellent, very good, good, fair or poor? (please check one below)

- |                                    |     |
|------------------------------------|-----|
| <input type="checkbox"/> Excellent | 29% |
| <input type="checkbox"/> Very Good | 34% |
| <input type="checkbox"/> Good      | 24% |
| <input type="checkbox"/> Fair      | 11% |
| <input type="checkbox"/> Poor      | 02% |

7. Why do you say that? (please write your response in the space below)

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8. If production costs at the Kimmel Center were ever increased to a point where The Club was losing money which of the following should the officers consider? (please check one below)

- |  |     |
|--|-----|
| <input type="checkbox"/> Reduce the season to two concerts a year (Answer Q. 8a) | 31% |
| <input type="checkbox"/> Move one or more concerts to a different venue          | 56% |
| <input type="checkbox"/> Raise dues to cover costs                               | 10% |
| <input type="checkbox"/> Other (Specify) _____                                   | 03% |

8a. (Answer only if checked "Reduce the season" above, otherwise skip to Q.9)

Which concert would you prefer we consider dropping next year?

(please check one below)

- |                                   |     |
|-----------------------------------|-----|
| <input type="checkbox"/> December | 0%  |
| <input type="checkbox"/> February | 82% |
| <input type="checkbox"/> May      | 18% |

9. If the Orpheus were to move one or more concerts to a different venue should that venue be in center city Philadelphia, a suburban location, or nearby town (i.e. Wilmington, Del.)? (please check one below)

- |   |     |
|---|-----|
| <input type="checkbox"/> center city Philadelphia | 65% |
| <input type="checkbox"/> a suburban location      | 31% |
| <input type="checkbox"/> nearby town              | 05% |

10. Thinking now about the annual Twelfth Night Revels performance and party at the clubhouse, would you say you attend the Revels every year, almost every year, only once in a while or almost never? (please check one below)

- |   |     |
|---|-----|
| <input type="checkbox"/> every year           | 57% |
| <input type="checkbox"/> almost every year    | 20% |
| <input type="checkbox"/> only once in a while | 12% |
| <input type="checkbox"/> almost never         | 08% |

11. Would you prefer a Revels matinee performance if it was available? (please check one below)

- |                              |     |
|------------------------------|-----|
| <input type="checkbox"/> Yes | 30% |
| <input type="checkbox"/> No  | 71% |

**That ends our Annual Members Review. Thank you for taking the time to complete this survey. Please send it back to us in the envelope provided.**