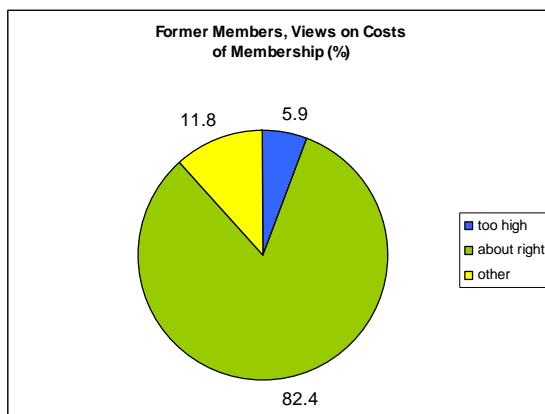
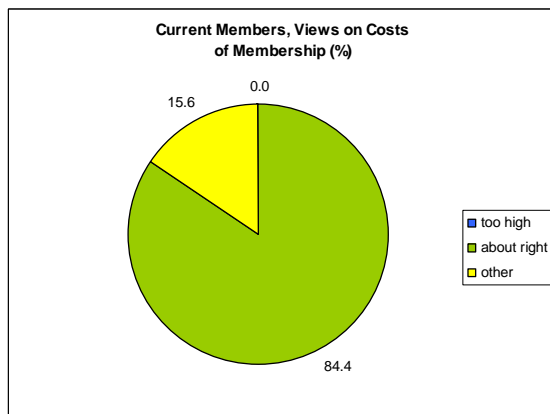
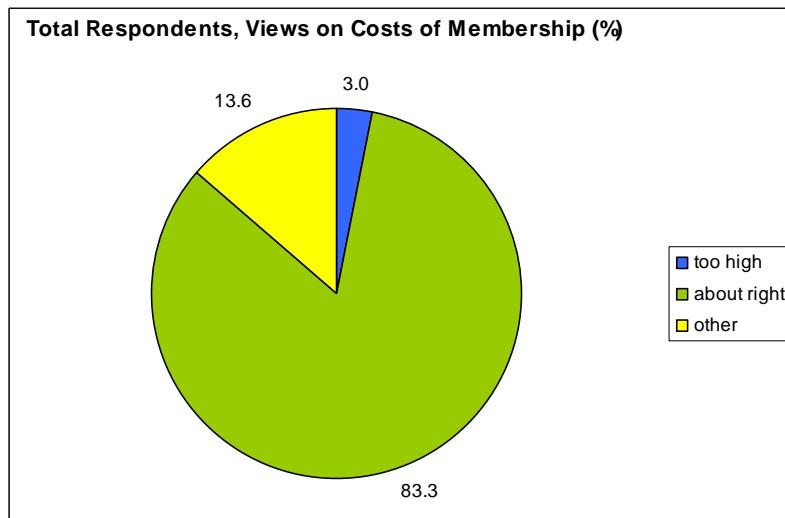


## Analysis of 2009 Survey Results for Earlville Opera House

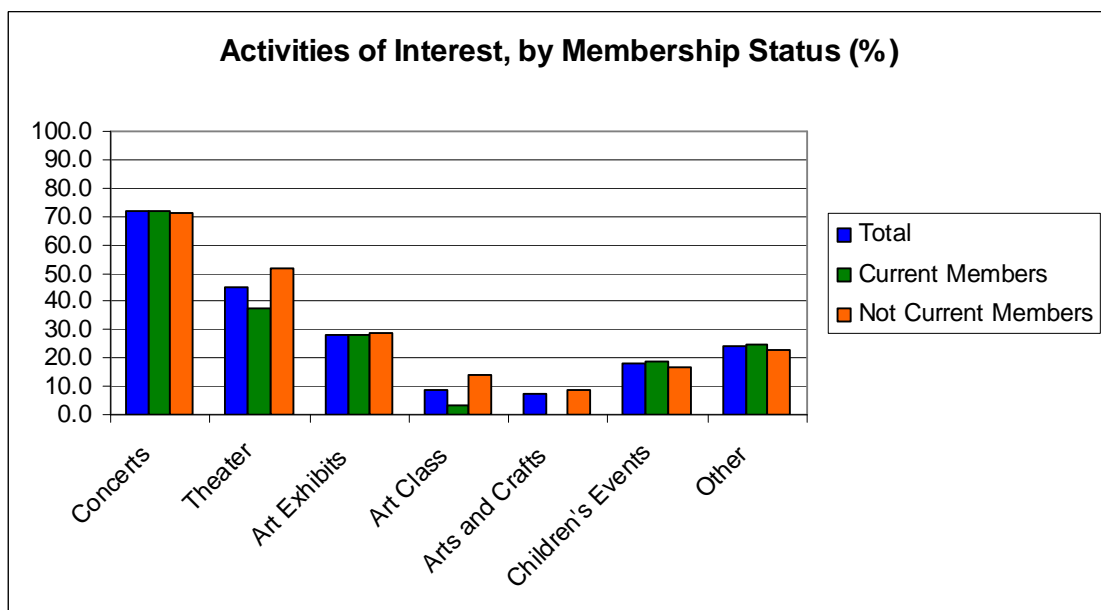
Erin Hatch, Teddi Hoffman, Christy Kana, and Ellen Percy Kraly

In March of 2009, a group of Colgate students conducted phone surveys on behalf of the Earlville Opera House (EOH). Students contacted a total sample of 67 persons of which 35 (52.2%) are prior members, and 32 (47.8%) are current members of EOH. The survey included questions to assess attitudes and behaviors regarding the EOH and its programs, and to collect personal information about respondents and their families. Hopefully, these results will provide useful information for the board and staff and serve as a basis to increase membership, draw greater numbers to the EOH's shows and activities, and improve the EOH's programming for the enjoyment of the residents of Earlville and surrounding communities.

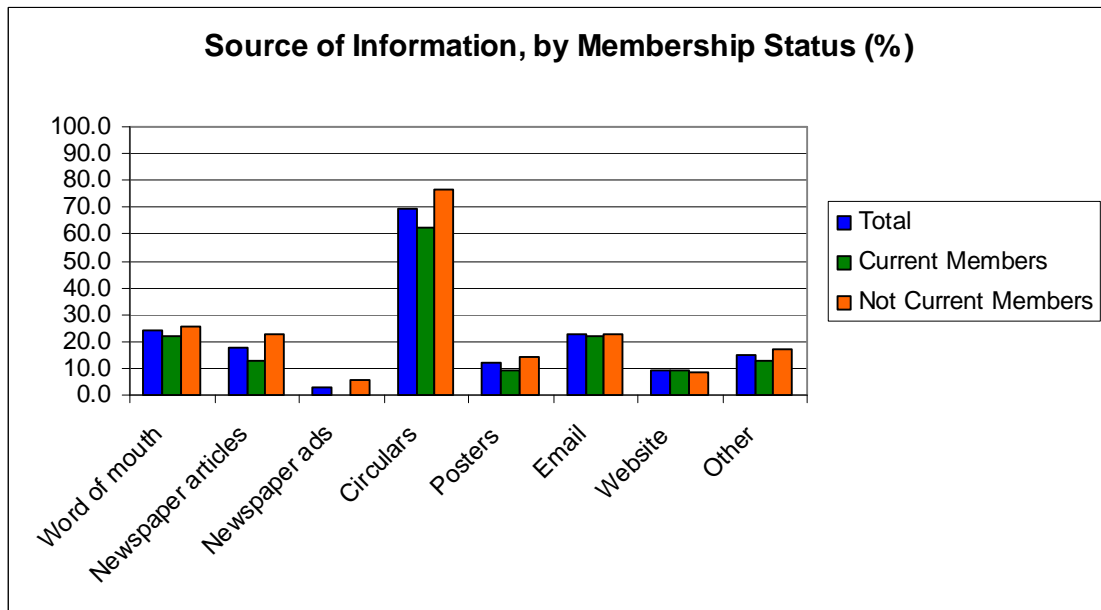
Based on respondents' opinions, the Earlville Opera House does not need to change its cost of membership. Out of the total sample, over four fifths (83.3%) reported that membership costs were about right. The proportions for current and former members feeling the cost was "about right" were nearly the same (84.4% and 82.4%, respectively). However, two persons or 5.9% of former members reported that membership costs were too high, where no current members expressed such a view.



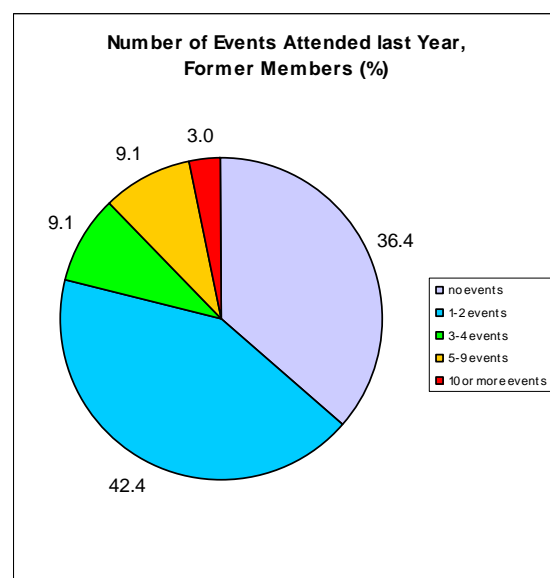
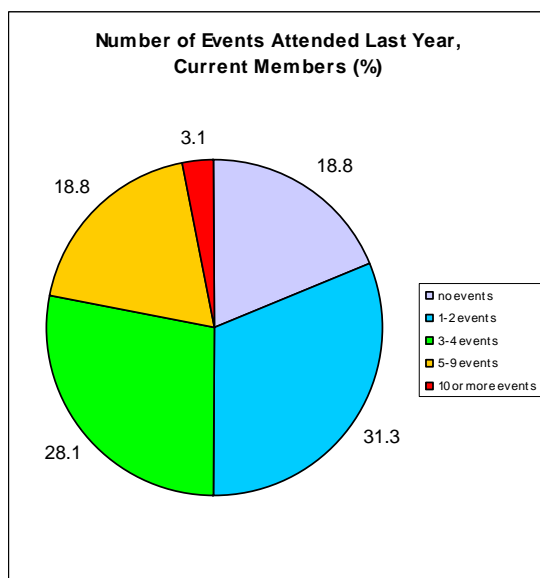
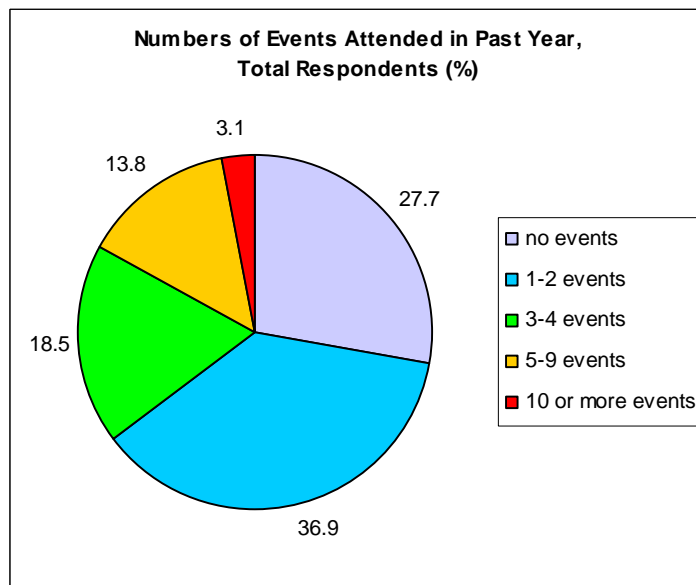
Respondents were asked to identify the types of events that draw them to the Earlville Opera House or off-site events sponsored by the EOH. Just over 70% of respondents cited concerts as a type of activity that attracts them to the EOH, making concerts the most popular type of event among the sample; current and former members are very similar on the level of interest in concerts. A higher proportion of current members (62.5%) than former members (48.6%) report theater events as bringing them to the EOH. Art exhibitions are cited by 28.1% of current members, and 28.6% of former members (28.4% overall). Nearly 18% of total respondents reported an interest in children's events. The level of interest in children's events is slightly higher among current members (18.8%) than among former members (17.1%). Interest in art classes and arts and crafts was expressed by fewer than 10% of the survey respondents.



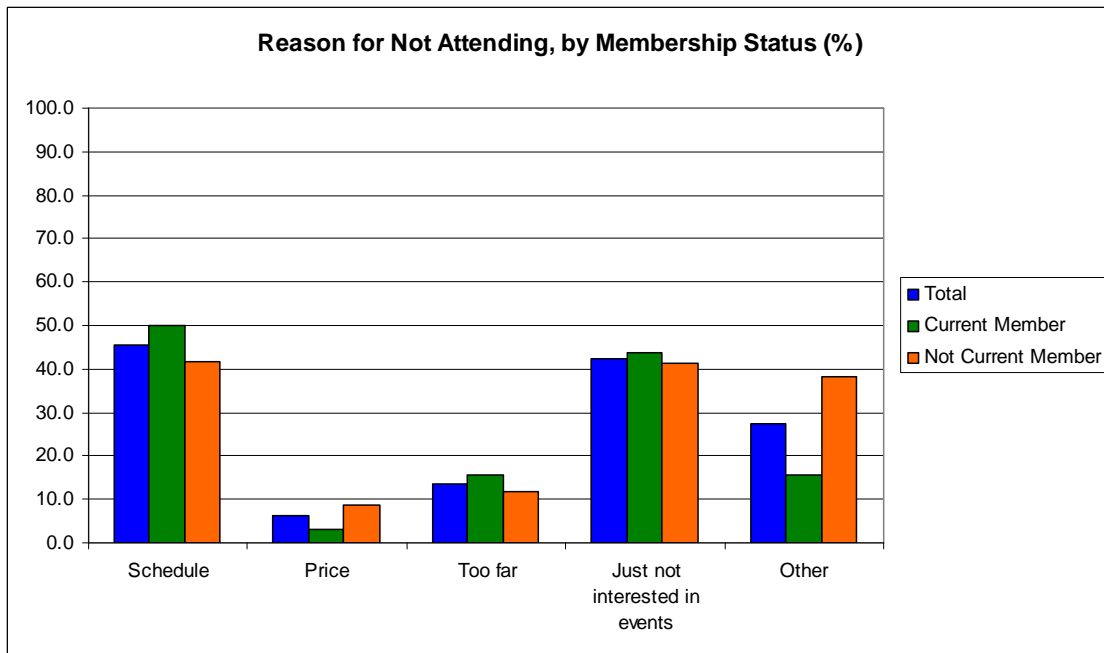
Respondents also indicated the different ways in which they hear about events of the Earlville Opera House. The most frequently cited source of information was circulars or postcards, with 69.7% of total respondents citing these sources; a slightly larger proportion of former members (76.5%) mentioned circulars than current members (62.5%). Nearly one quarter of respondents (23.9%) said that they hear by word of mouth, and just over one fifth (22.4%) report email communication as a source of information.



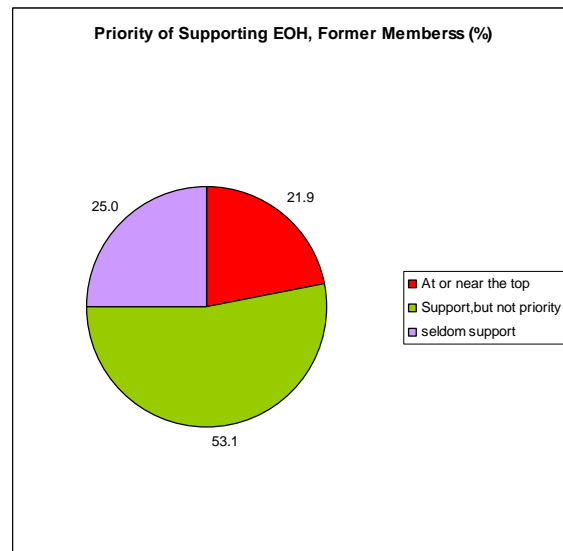
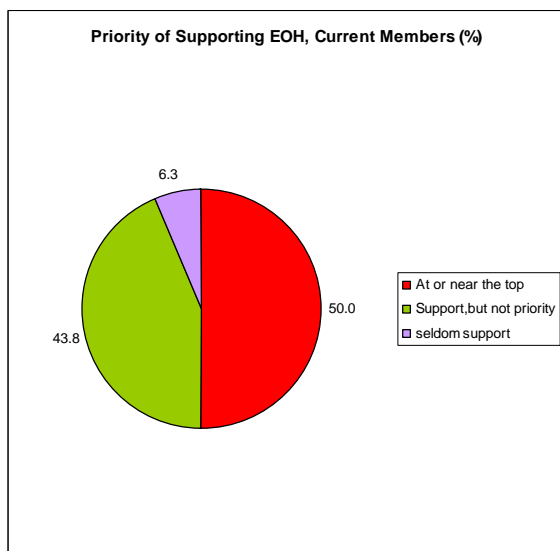
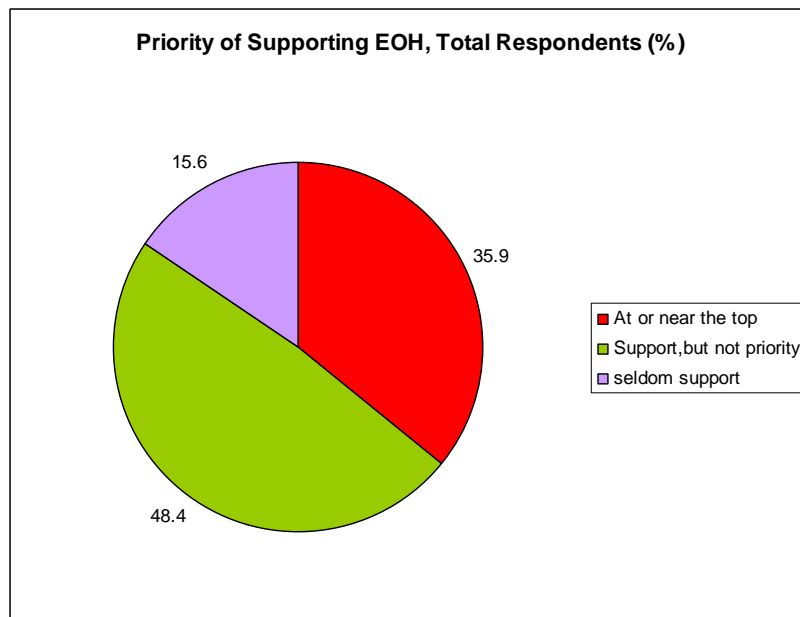
There was wide variation in the number of EOH events attended by respondents over the course of the past year. Nearly 65% of respondents went to two or fewer events: 36.9% of respondents only went to one or two activities, and 27.7% did not go to a single Earlville Opera House event. Not surprisingly, lack of attendance was much higher for former members (36.4%) in comparison to current members (18.8%). Similarly, a higher proportion of current members (28.1%) attended 3-4 events, compared to former members (9.1%); and for 5-9 events the comparison is 18.8% for current members versus 9.1% for former members.



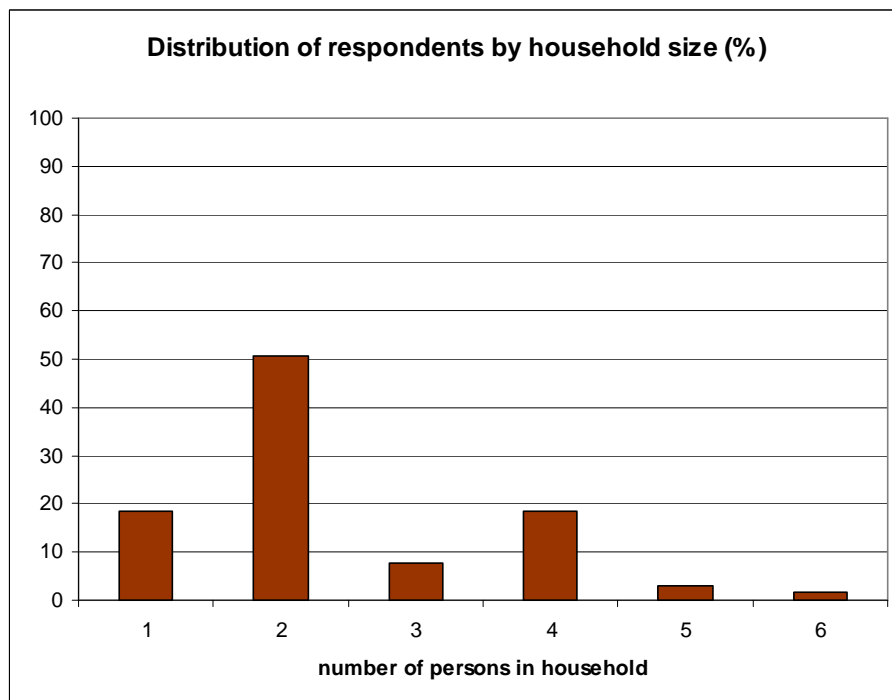
A variety of factors prevented respondents from choosing to attend Earlville Opera House events. Scheduling conflicts and disinterest in EOH's offerings were the reasons most often reported by the survey participants, over 40% for each reason. Oddly, a larger proportion of current members (15.6%) reported distance as a factor in decisions not to attend, compared to former members (11.8%). Price of events was a slightly greater concern among former members than current members.



Respondents were asked to consider their priority for support of EOH. While over one third (35.9%) of the total sample placed the EOH at the top of their list of organizations or activities to support, this level varied widely by membership status. While half (50%) of current members give highest priority to EOH, only 21.9% of former members express this level. One quarter of former members seldom support EOH, compared to the very low level of 6.3% among current members.



Respondents were also asked to share a bit of information about themselves and their families. Household size ranged from one to six people with a median size of two. The entire sample's average household size was 2.42. Just over 50% of the sample respondents resided in households of two persons. A larger number of former members (24.2%) reside in single-person households compared to current members (12.5%).



In addition to household size, respondents were also asked to share the age range within their households. The age of the oldest member of households within the entire sample ranged from 30 to 92. The median age was 62 years and the mean 62.7 years. Current members are on average slightly younger (62.1 years) than former members (63.3 years).

Based on these results of data analysis, the Earlville Opera House can make more informed adjustments to activities and scheduling. For instance, it does not seem as though the cost of membership needs to change. However, EOH may want to consider increasing the variety of activities it puts on, particularly those that are concerts, theater performances, and art exhibitions, which were the most popular EOH activities among respondents. Postcards and mailings should continue to be used to publicize the EOH's schedule, but the Opera House's avenues of communication can always be diversified. Perhaps an increase in email contact would be preferable for younger families. Increasing email communication could also save EOH money and supplies like paper. In general, EOH should strive to create a buzz about its activities within the community. The more people talk about EOH and excite each other with information about EOH, the more

likely newspapers (and even blogs) will run stories on events there and generate interest in upcoming activities. While the Opera House cannot change its location to accommodate those residents who claim it is located too far away from their homes, more variety could be added to the schedule, and perhaps the EOH could test holding some events and activities at new hours to see if those times better fit into people's schedules. Answers to the open-ended questions from this survey could also provide useful information for the EOH to consider when creating upcoming schedules.