

### **SUMMARY OF SURVEY RESULTS**

In June of this year, the TCC commissioned its first community satisfaction survey. Parents and choristers (turning 13 years of age this year or older) were asked to complete an online questionnaire covering all aspects of their TCC experience from overall satisfaction, to their motivations for joining the TCC, to their musical education and the operations and logistics of the Chorus. A total of 476 e-mail invitations were sent out to the TCC community generating 252 completed surveys for a 57% response rate. It is our hope to continue to conduct this survey annually and track our progress on some of these benchmark measures.

Results were very encouraging with almost 4 in 5 community stakeholders (79%) rating their overall satisfaction with the Chorus in the top three boxes (i.e. 8, 9, 10) on a 1-10 scale. Parents singled out education and performance as elements they most like, while choristers highlighted friends and singing in general followed by concerts as their most preferred parts of the TCC experience. Parents are also highly likely to recommend the TCC with almost two thirds (63%) indicating a top box score (i.e. 5) on a 1-5 scale for likelihood to recommend. They cite the professionalism of the organization and the education as the main reasons for recommending the TCC. Further among those in the TCC community, the Chorus continues to distinguish itself from other music education opportunities in the GTA with over two thirds of parents (69%) and three quarter of choristers (75%) believing that the TCC is much better than other available alternatives. In terms of “value for money”, the TCC also fared reasonably well with well over a third (38%) of parents giving it a top box score of 5 and an additional two in five (40%) giving it a score of 4 on a 1-5 scale for perceived “value for money”.

In terms of recruitment, the Chorus generates awareness primarily by way of parent recommendations, its overall reputation, music teacher referrals and its website. Motivations for joining the TCC include a “love of singing” (97% rate it a 4 or 5 on a 5-point scale as a motivating factor), excellent musical instruction (93%), the opportunity to be part of a world-class choir (87%) and to build a strong appreciation for music and the performing arts (85%). On all of these counts, the Chorus seems to have met or exceeded expectations with three in five (60%) or more indicating that their experience to date has exceeded their expectations on each of these four dimensions. Among those aspects of the Chorus most enjoyed by parents, concerts (89% scoring it 4 or 5 on a 1-5 scale for enjoyment level), practices/ rehearsals (81%) and choir camp (64%) lead, while choristers cite concerts (86%) followed by choir camp (79%) and then practices/ rehearsals (72%) as the most enjoyable parts of their experience.

Overall, retention levels for the TCC remain high with close to four in five parents and choristers (78% combined) indicating their intention to return for a new season. This ongoing commitment to the Chorus is driven largely by the joy of singing followed by the musical education and friendships among choristers. Among those not returning for another season, it seems that other extra-curricular activities, interests and academics won out over the Chorus. In fact, this was one very key finding among stakeholders and that is their busy schedules including academics and other extra-curricular activities. These choristers are high-achieving, busy kids and their schedules reflect that.

In fact, among those things that most define the Chorus, the following attributes stood out – “high quality of performances” (75% saying it applies a lot to the TCC and rating it a 5 on a 5-point scale) and “demands excellence” (73%). Less descriptive, but still applicable were “relies heavily on volunteers” (55%), “growth and personal development” (52%), “respectful” (43%) and “dedicated to your chorister’s/ my success” (41%). Least descriptive of the TCC experience were the following attributes – “fun” (33%), “encouraging” (33%), “diverse choir membership” (26%) and “flexible and accommodating” (10%).

Finally, while we were gratified by the scores earned by the TCC on the educational experience, particularly for the quality of vocal instruction (73% giving it a top box score on a 1-5 scale rating the excellent education in this area), we recognized that our scores in sight-singing and music theory (49% and 40% top box scores respectively) could be improved and notice that roughly a third of our families have supplemented their TCC education with either a vocal coach (33%) or a theory tutor (31%).

However, perhaps our biggest challenge will be in improving our operational performance where we need to provide greater clarity for expectations of choristers and parents (just 46% giving this a top box score of 5 on a 1-5 scale), provide clear instructions for rehearsals and concerts (just 39% each rating it a 5 on a 1-5 scale), improve our communications with choristers and parents (just 34% top box score), clarify the different TCC staff roles (29% top box score), be more responsive to parents and choristers (27% top box score) and improve the approachability of TCC staff to choristers (just 41% top box score) and parents (just 39% top box score).

To this end, we are actively working to streamline and simplify our communications platform, make TCC staff roles and responsibilities clear to parents and choristers to enable them to identify the person they can contact for the various questions, issues and concerns that may arise. We will also seek to make staff more approachable. We sincerely hope that all of the actions undertaken in response to the feedback received from the community in this survey will greatly enhance your TCC experience.

We are very aware of how busy our choristers and their families are and recognize all the time, effort and commitment it takes to be a part of the TCC. We will especially try to be timely in our communications to make scheduling easier for each and every household and avoid any last minute communications. Excellence requires a lot and we know each family gives a lot. We will always be true to our very high standards, but recognize the need to be more flexible and accommodating as and when possible. We are also working on initiatives to enhance the experience and incorporate a little more fun into the curriculum and social activities.

Thanks to all who participated in the inaugural Community Satisfaction Survey. We look forward to your feedback yet again at the conclusion of this season in order to track our efforts to improve.

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