



P.O. Box 508 | Monterey, CA | 93942

## **ACC Survey Results | May 14, 2007**

These survey results are from a general marketing survey held on May 14, 2007, one day after the visit of the African Children's Choir to the Shoreline Community Church in Monterey, CA.

The survey was conducted in a classroom with all participants given 20 minutes to answer the questions. In pre-screening we cut the original number of 57 volunteers to 50, excluding those that had heard the choir in concert before, or hosted children in their homes.

The ten questions are as follows:

1. Rate the experience of the choir concert
  - a. Very positive (72%)
  - b. Positive (18%)
  - c. Neutral (6%)
  - d. Negative (4%)
  - e. Very Negative
  
2. Rate the authenticity of the presentation
  - a. Very authentic (64%)
  - b. Authentic (22%)
  - c. Neutral (6%)
  - d. Non-Authentic (8%)
  - e. Very non-authentic
  
3. Who does African Children' Choir raise money for?
  - a. World Vision (18%)
  - b. One.org (12%)
  - c. Music for Life (20%)
  - d. Themselves (30%)
  - e. Don't Know (20%)
  
4. How many children does the African Children's Choir support?
  - a. 30 (2%)
  - b. More than 1,000 (22%)
  - c. More than 5,000 (6%)
  - d. More than 10,000 (8%)

- e. Don't Know (62%)
5. What countries does African Children's Choir work in? (Check all that apply)
- a. Algeria (2)
  - b. Angola
  - c. Botswana
  - d. Cameroon
  - e. Congo (6)
  - f. Ethiopia (10)
  - g. Egypt (6)
  - h. Ghana (5)
  - i. Kenya (15)
  - j. Libya
  - k. Mozambique
  - l. Namibia (1)
  - m. Nigeria (11)
  - n. Rwanda (9)
  - o. Somalia (8)
  - p. South Africa (14)
  - q. Sudan (11)
  - r. Tanzania
  - s. Uganda (14)
  - t. Zambia (12)
  - u. Zanzibar
  - v. All of them (11)
  - w. Don't know (24)
6. Where were the children who performed from?
- a. Kenya (28%)
  - b. South Africa (4%)
  - c. Uganda (40%)
  - d. Rwanda
  - e. All of them (16%)
  - f. Don't Know (12%)
7. What does the African Children's Choir provide for the choir children in Africa? (Check all that apply)
- a. Housing (44)
  - b. Schooling through High School (32)
  - c. Schooling through College (12)
  - d. Food (44)
  - e. Music Training (44)
  - f. Medication (19)
  - g. Foster Homes (12)
  - h. All of them (2)
  - i. Don't know (4)

8. What did the choir have available at their table? (Check all that apply)
- a. Tapes (11)
  - b. CD's (44)
  - c. Video Cassettes (9)
  - d. DVD's (40)
  - e. Bandanas (18)
  - f. Tee Shirts (37)
  - g. Sweatshirts (18)
  - h. Child Sponsorship Forms (32)
  - i. Adoption Information (7)
  - j. Brochures and literature (42)
  - k. Choir Autographs (21)
  - l. Don't know (6)
9. How much per month is child sponsorship?
- a. \$10
  - b. \$20
  - c. \$25 (8%)
  - d. \$30 (4%)
  - e. \$35 (2%)
  - f. Don't know (72%)
10. How informative and engaging was the video presentation?
- a. Informative and engaging (4%)
  - b. Informative but not engaging (24%)
  - c. Engaging but not informative (4%)
  - d. Neither engaging or informative (52%)
  - e. Don't know (16%)
11. How informative and engaging was the choir presentation?
- a. Informative and engaging (80%)
  - b. Informative but not engaging
  - c. Engaging but not informative (18%)
  - d. Neither engaging or informative (2%)
  - e. Don't know
12. How informative and engaging was the literature?
- a. Informative and engaging (54%)
  - b. Informative but not engaging (24%)
  - c. Engaging but not informative
  - d. Neither engaging or informative (4%)
  - e. Don't know (18%)
13. How informative and engaging was the choir representative?
- a. Informative and engaging (64%)

- b. Informative but not engaging (18%)
- c. Engaging but not informative (8%)
- d. Neither engaging or informative (4%)
- e. Don't know

14. How far would you travel to see the choir again?

- a. 100 miles or more (68%)
- b. 60 miles or more (12%)
- c. 30 miles or more (8%)
- d. 10 miles or more (8%)
- e. I wouldn't (4%)

Respondents were:

0-12 | 2  
 13 – 25 | 7  
 26 – 40 | 22  
 40 – 60 | 16  
 60+ | 3

Male | 23  
 Female | 27

Did not graduate from high school | 6  
 High school diploma | 12  
 Bachelors (or equivalent) | 23  
 Masters (or equivalent) | 5  
 Doctorate (or equivalent) | 4

Household Income \$25,000 - \$ 50,000 | 7  
 Household Income \$50,000 - \$100,000 | 21  
 Household income \$100,000 - \$200,000 | 9  
 Household Income \$200,000 - \$500,000 | 8  
 Household income \$500,000 + | 5

Regular attendees of an evangelical church | 41  
 Not regular attendees of an evangelical church | 9

Supporters of a charity doing work in Africa | 17  
 Non-Supporters of charity work in Africa | 33

Not aware of current events in Africa | 25  
 Aware of current events in Africa | 19  
 Highly aware of current events in Africa | 6