



Giving Voice Chorus

The Chorus Impact Study: Singing for a Lifetime



Project Sponsors



Katherine B. Andersen Fund of the St. Paul Foundation

Cincinnati May Festival Chorus

San Francisco Girls Chorus

The Choral Arts Society of Washington
Colorado Children's Chorale
Encore Creativity for Older Adults

Indianapolis Children's Choir
Kirkwood Baptist Church

The Chorus Impact Study: Singing for a Lifetime



Project Goals

- Track trends from 2003 and 2008 Chorus Impact Study research
- Look at new qualities: mindfulness, tolerance, adaptability
- Explore the value of choral singing for older adult singers (62+)

Methodology

- Research firm: Grunwald Associates
- Online surveys of
 - 5,736 singers, including 1,833 singers ages 62+
 - 506 general public
 - 600 general public 62+



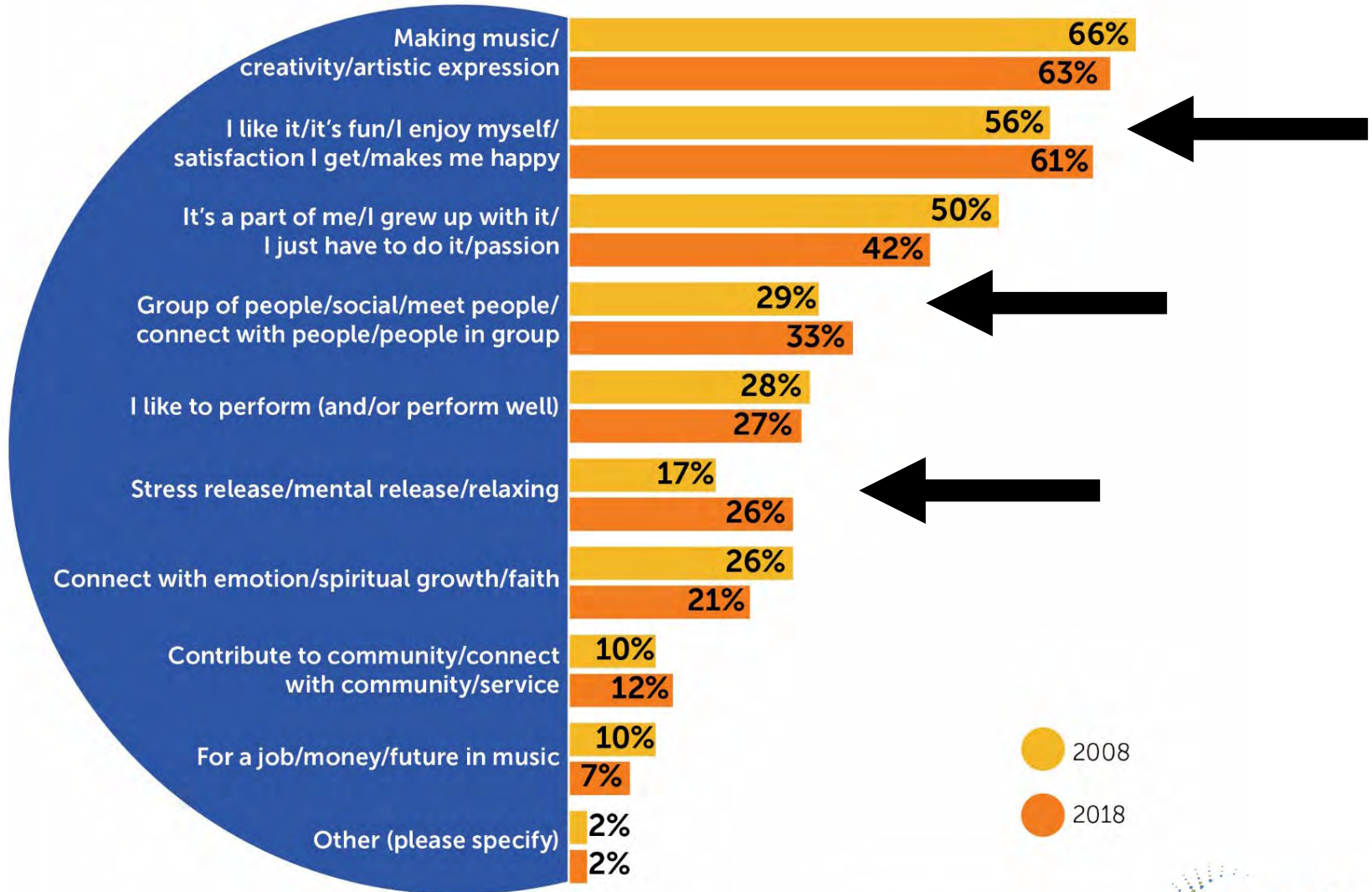
Los Angeles Master Chorale's Big Sing, 2017
Chorus America Conference © Jamie Pham

- **54 million** Americans are singing together today.
- That's 17% of Americans, up from 14% in 2008.

The Chorus Impact Study: Singing for a Lifetime



Reasons for Singing



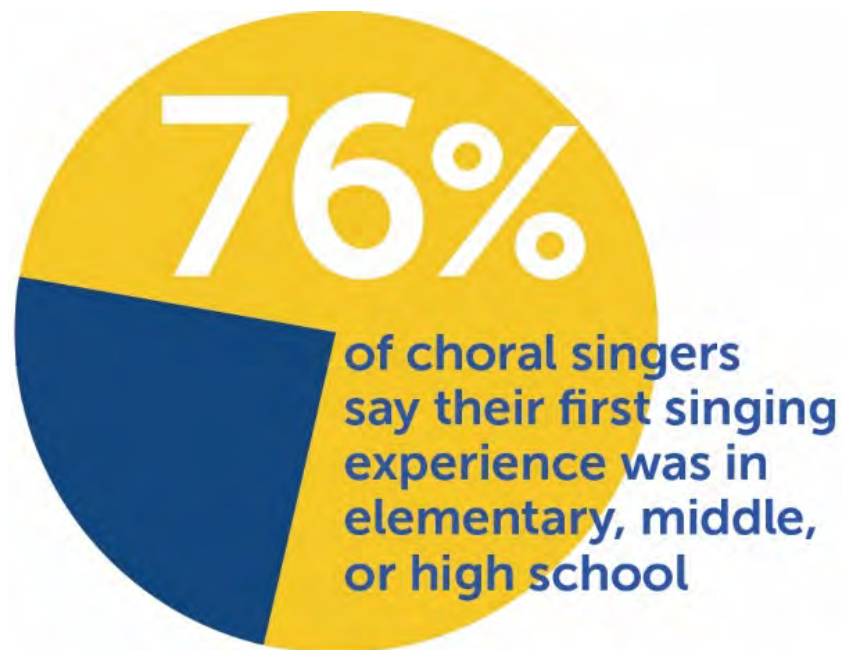
The Chorus Impact Study: Singing for a Lifetime

Source: Grunwald Associates LL





Young People's Chorus of
New York City



Source: Grunwald Associates LLC

The Chorus Impact Study: Singing for a Lifetime





- People who sing feel more connected to others.
- 73% say group singing makes them feel less lonely.

The Chorus Impact Study: Singing for a Lifetime





Seattle Men's Chorus © John Pai

- Singers give back to their communities in a big way!
- More likely to give, volunteer, vote, and run for public office.

The Chorus Impact Study: Singing for a Lifetime





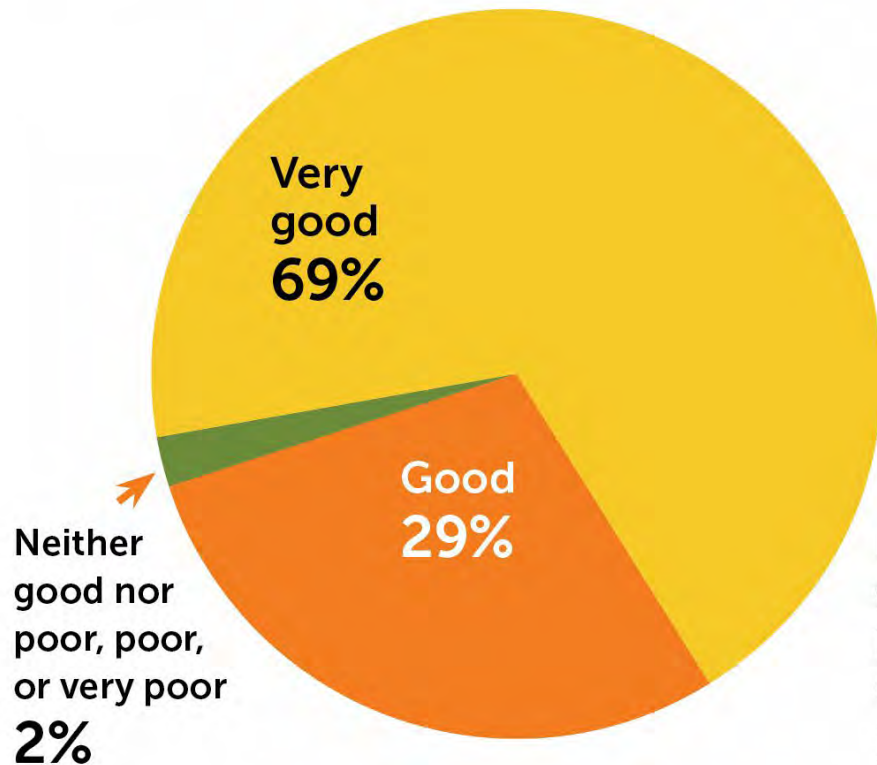
Seattle Women's Chorus © Conrado Tapado

- Singers show higher levels of tolerance and respect for diversity.
- 63% believe that singing has made them more accepting of people who are different from them.

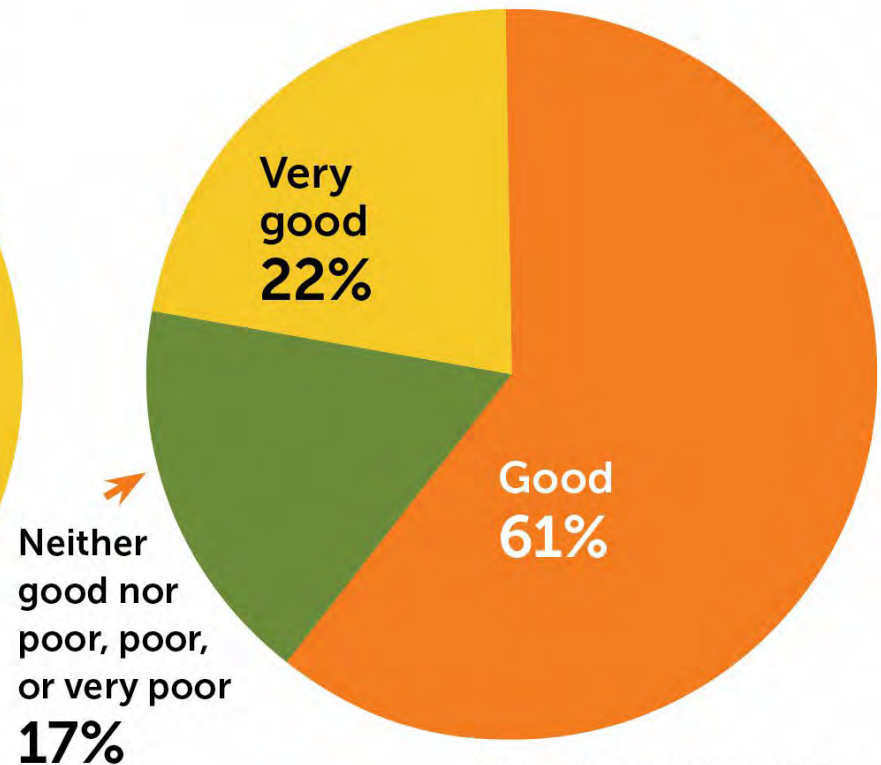
The Chorus Impact Study: Singing for a Lifetime



Quality of Life: Ages 65+



Singers



General Public

Source: Grunwald Associates LLC

Older singers are more active than the general public.



The Chorus Impact Study: Singing for a Lifetime



More likely to engage in leisure activities:

- Reading (84% singers vs. 69% general)
- Family activities with children or grandchildren (50% vs. 43% general)
- Running, biking, or working out (37% vs. 16% general)

More likely to be working:

- Paid employment (29% singers vs. 22% general)

Physical activity: less likely to have difficulty

- Climbing several flights of stairs (27% singers vs. 43% general)
- Walking one block or more (6% singers vs. 18% general)
- Lifting weights greater than 10 lbs (11% singers vs. 18% general)

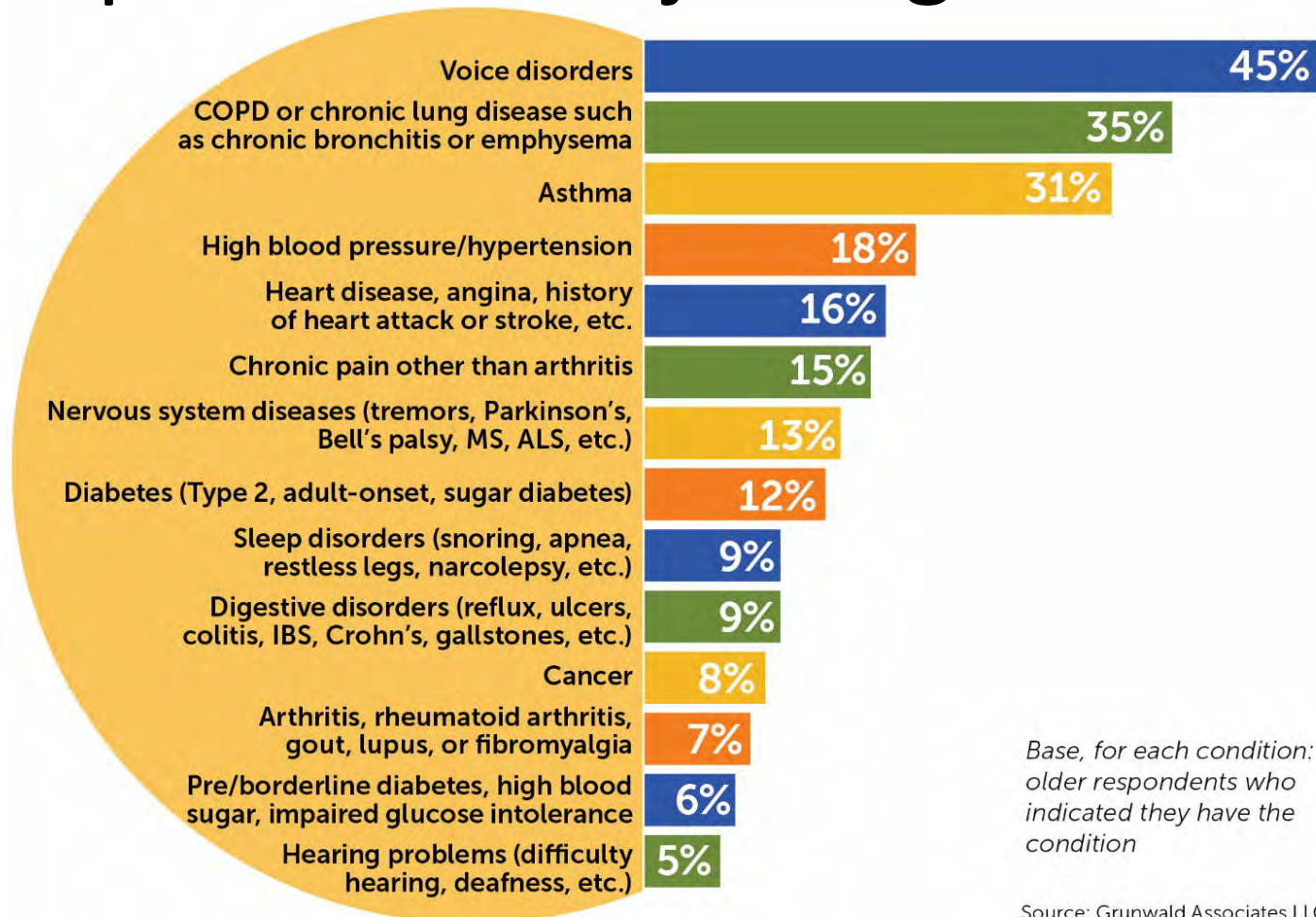
20% of singers ages 65+ reported improvements in health due to singing.



The Chorus Impact Study: Singing for a Lifetime



Medical conditions that have improved since joining a choir



Base, for each condition: older respondents who indicated they have the condition

Source: Grunwald Associates LLC



73% of singers 62+ say being in a chorus has made them feel less alone or lonely.



The Chorus Impact Study: Singing for a Lifetime



Combating Loneliness

Singers are:

- More likely to be content with friendships and relationships (81% singers vs. 70% general)
- Less likely to feel isolated from others (7% singers vs. 12% general)

Nearly 8 in 10 older singers say that singing in a chorus helps keep their mind sharper and think more clearly.



The Chorus Impact Study: Singing for a Lifetime



Singers (age 65+) are less likely to report some indicators of mental health problems:

- Trouble falling asleep or sleeping too much (19% singers vs. 11% general)
- Feeling tired or having little energy (6% singers vs. 18% general)
- Irritable enough to shout at people, start arguments (6% singers vs. 18% general)



Giving Voice Chorus

Thank you!
More at chorusamerica.org

