

Hymnary User Survey Report














March 6, 2012

This survey was conducted online between August 1, 2011 and January 31, 2012. During that time, 217 individuals participated in the survey. The following report represents a 'summary' of the results; complete results are available in a spreadsheet which may be obtained from Nyna Sykes or Ken Verhulst.

Table of Contents

Hymnary User Survey Report.....	1
Survey Questions:	
1. Which one description best describes who you are?	3
2. Are you male or female?.....	4
3. What is your age?	4
4. How did you first learn about Hymnary.org? I found Hymnary.org	5
5. How often do you use Hymnary.org? I use Hymnary.org	6
6. In what other hymn-related organizations is your church a member? My church is a member of ... (select all that apply).....	6
7. What worship resources do you typically need to obtain? I purchase resources such as ... (select all that apply)	7
8. What are your reasons for using Hymnary.org? (select all that apply)	8
9. What do you typically do at Hymnary.org? (select all that apply).....	9
10. What do you like best about Hymnary.org and/or what do you think is most valuable about Hymnary.org? What would you like to see added or changed at Hymnary.org?	10
The Best of Hymnary.org: What folks indicate they like best about Hymnary.org.....	10
Suggested Changes and/or additions to Hymnary.org	11
11. Have you ever made a purchase from the Hymnary.org store?	13
Executive Summary.....	14



1. Which one description best describes who you are?

		Response Percent	Response Count
practicing musician serving a congregation		35.5%	77
pastor/rabbi/congregational leader		20.3%	44
seminary librarian		0.5%	1
music librarian		1.4%	3
other librarian		1.8%	4
undergraduate student		1.4%	3
theology graduate student		3.2%	7
music graduate student		1.4%	3
other graduate student		0.5%	1
theology faculty member		0.9%	2
music faculty member		2.3%	5
other faculty member		0.5%	1
other (please specify) Show Responses		30.4%	66
		answered question	217
		skipped question	0








Many folks selecting the 'other' option did so, I believe, because they described themselves as fitting into more than one of the category (that is, both a music faculty member and church choir director). Keeping this in mind, the 66 respondents selecting 'other' are categorized below:

Folks who hold a church office (worship committee, deacon, church secretary, etc.)	(17)
Folks who love hymns	(11)
"Christian" and similar responses	(9)
Church choir member	(5)
Church musician	(6)
Professional and/or non-church associated, musician	(4)
Other, including missionaries, blank responses (.)	(11)







2. Are you male or female?

		Response Percent	Response Count
female		33.0%	70
male		67.0%	142
		answered question	212
		skipped question	5

3. What is your age?

		Response Percent	Response Count
0-19		2.3%	5
20-29		8.5%	18
30-39		12.7%	27
40-49		16.4%	35
50-59		30.5%	65
60-69		19.7%	42
70+		9.9%	21
		answered question	213
		skipped question	4

4. How did you first learn about Hymnary.org? I found Hymnary.org ...

		Response Percent	Response Count
doing a Google (or similar) search for hymn information		59.4%	129
when it was recommended to me		8.8%	19
because coursework required me to use it		0.9%	2
after learning about it at a conference		2.3%	5
through CCEL.org		13.4%	29
other (please specify) Show Responses		15.2%	33
		answered question	217
		skipped question	0

The 'other' responses can be categorized as follows:

Hymn Society related	(7)
Other (that is, I don't remember or not helpful responses)	(7)
By doing, in essence, a Google search	(6)
Other <u>unique</u> specific people or sites told them about the site	(6)
Facebook or similar social network	(4)
Calvin Institute of the Christian Worship web site	(3)

5. How often do you use Hymnary.org? I use Hymnary.org ...

		Response Percent	Response Count
every day!		4.1%	8
several times a week		20.9%	41
once a week		17.3%	34
2-4 times a month		20.9%	41
once a month		14.8%	29
once in a blue moon		21.9%	43
		answered question	196
		skipped question	21










6. In what other hymn-related organizations is your church a member? My church is a member of ... (select all that apply)

		Response Percent	Response Count
LicenSing		10.2%	15
OneLicence.net		23.8%	35
CCLI		69.4%	102
Other (please list additional organizations) Show Responses		23.8%	35
		answered question	147
		skipped question	70

All but 11 of the 'other' responses were 'none' or 'I don't know.' The 11 remaining responses can be categorized as follows:

Hymn Society	(4)
Calamus	(2)
Musiklus, Luthern [denominational] Service Builder, PAM, ASCAP, NPM	(1 EACH)











7. What worship resources do you typically need to obtain? I purchase resources such as ... (select all that apply)

		Response Percent	Response Count
choral arrangements		41.6%	72
musicals (cantatas, children's programs, etc.)		17.9%	31
soloist arrangements		19.7%	34
PowerPoint presentations		13.9%	24
organ/keyboard arrangements		42.2%	73
instrumental accompaniment		26.6%	46
books on worship		46.2%	80
hand bell arrangements		9.8%	17
other (please specify) Show Responses		31.2%	54
		answered question	173
		skipped question	44

The 'other' responses can be categorized as follows:

None/do not purchase/other/personal	(14)
Hymnals and hymnal supplements	(10)
Lyrics, words to project on screen, etc.	(8)
Ensemble arrangements, music for a specific instrument music, a cappella music, etc.	(8)
Lead sheets, worship charts, liturgies, etc.	(6)
Information about the background/history of hymns/composers	(4)
[Professional research] / copyright	(4)
Finding hymns that match scripture	(2)
Needing to know how hymns sound	(2)






8. What are your reasons for using Hymnary.org? (select all that apply)

		Response Percent	Response Count
worship planning		57.7%	120
classroom assignment (undergraduate)		0.5%	1
classroom assignment (graduate)		1.9%	4
independent research (undergraduate)		1.0%	2
independent research (graduate)		5.3%	11
independent research (faculty)		7.2%	15
independent research (music publisher)		2.4%	5
independent research (composer/author)		13.5%	28
independent research (other)		29.8%	62
other (please specify) Show Responses		22.1%	46
		answered question	208
		skipped question	9

The 'other' responses can be categorized as follows:

Love of music	(14)
Worship service related (church bulletin, to project words on screen, etc.)	(11)
Hymn research [scholarly]	(6)
History/background of a hymn and/or info for bulletins	(4)
'Other' including hymns for funerals, personal use, Bible study prep, etc.	(13)

9. What do you typically do at Hymnary.org? (select all that apply)

		Response Percent	Response Count
look up tune information		68.0%	140
look up text information		71.8%	148
look up person information		29.1%	60
look up hymnal information		47.6%	98
other (please specify) Show Responses		16.5%	34
		answered question	206
		skipped question	11

None, other, all of the above	(9)
Obtain information to lyrics/words/topics	(5)
Obtain information related to scripture	(5)
Obtain historical information	(4)
Obtain information related to meter	(4)
Obtain copyright information	(3)
Listen/play midis	(2)
Access forum	(2)
Scholarly research	(2)
Volunteer	(1)
"I want power points"	(1)

10. What do you like best about Hymnary.org and/or what do you think is most valuable about Hymnary.org? What would you like to see added or changed at Hymnary.org?

	Response Count
Show Responses	154
answered question	154
skipped question	63

The first part of this question (What do you like best about Hymnary.org) is categorized below in the first part of the summary. The second half of the question contains specific recommendations for changes and additions that are categorized into several areas.

The Best of Hymnary.org: What folks indicate they like best about Hymnary.org

Comprehensiveness/Variety of hymnals	(40)
Easy/useful search; quick/easy to use	(21)
Scholarly/background/reference info	(11)
Being able to hear a tune	(5)
Meter/melody/etc. information	(4)
Ability to connect to Biblical texts	(4)
Compatibility with Sibelius Scorch	(3)
Other	(4)
Lyrics	(3)
PowerPoints	(2)
Free	(1)
Forum	(1)
Reliable	(1)
None/1 st visit/don't know	(16)

Below is the second half of question 9 (What would you like to see added/changed). I've categorized the responses, indicated how many responses per category, and I've listed suggestions that seemed either especially helpful or reflective of numerous responses.

Suggested Changes and/or Additions to Hymnary.org

Site Features to Add or Change (Not search related) – 6 suggestions

Ability to combine different words with other tunes.

Allow users to open accounts in which we could track hymns we have used, dates, locations, etc.

Add simple players for all public domain tunes

A more user friendly and professional looking website.

Ability to see more results on a page than the 20 currently shown.

Ability to bookmark certain hymns or tunes and come back to them later.

Search Feature Issues-16 suggestions/complaints; only 'constructive' suggestions are listed below.

It would be nice if results could be sorted by date and religion, etc.

Add a "new search" button which clears the field. I often inadvertently leave in the previous entries and then get a null result before realizing I needed to clear the previous search criteria

I wish hymnary.org allowed one to compare hymnals by tune inventory in addition to by text.

I would love to have the option search by melody

Ability to add/remove columns of information (the hymns on the results page) when looking at a specific hymnal, as one can when looking at the details under the hymns tab

Ability to distinguish the more widely used tunes with more obscure tunes while searching.

Navigation, Web Site Appearance, and the like: 6 comments

Make it easier to click the numbers at the bottom of the alphabet pages

Advertising and Commercialism – 2 comments

Cut it out with the advertising.

If you have to sell something, 'clean' historic editions may be a possibility.

More Content -13 responses.

Respondents suggested that we add the following hymnals: *Trinity Hymnal* (Baptist Edition), *Celebration*, *The Covenant Hymnal*, *New Century Hymnal*, *United Methodist Hymnal*, and *The Chalice Hymnal*.

In addition, various suggestions were made to add more types of music (including one, genuine and lengthy request for rock music), hymnbook supplements, and the like.

Here are a few additional comments:

The number of hymnals / hymns on the site, as stated on the welcome page rarely matches the number shown when selecting the equivalent tab - it would be helpful if it did, or if a brief explanation was given.

Additional Resources to Add – 7 responses

It was suggested that all of the following be added: download page scans of public domain hymns that could be printed in a worship bulletin; noteworthy composer files; chord charts with the music which would help guitarists; hymnological commentary; more midi files for tunes; and ability to purchase piano/organ accompaniment in various keys.

Lectionary/Scriptural Resources – 2 responses

Need a direct link for suggested hymns for the lectionary

Add lectionary and list of hymns to accompany it

Other Suggestions – 15+ responses.

The survey reporter selectively chose a few of the best suggestions which are listed below.

I'd like to be able to print out an index of Titles and pages per hymnal.

I would like a more obvious link from CCEL to Hymnary.org.

A linkable master list of all hymns from all sources regardless of denomination.



Ability to take an existing hymn tune score and add my own text. Cyber Hymnal via Noteworthy Composer lets you do this -- why not hymnary.org???

Technology exists to allow seeing a music score that will not allow a viewer to capture, print or store it. Hymnary should make use of this and get permission from copyright owners to provide sample scores (at least the tune) and sound samples for EVERY TUNE.

I would love to have complete hymnals in transposable files.

PLEASE be cautious when using a source such as the Cyberhymnal because they do not verify information sent into them by researchers

11. Have you ever made a purchase from the Hymnary.org store?

		Response Percent	Response Count
yes		3.9%	8
no		96.1%	198
		If not, why? Show Responses	147
		answered question	206
		skipped question	11

A few folks gave more than one reason why they have not yet purchased; in these instances their responses were counted more than once. Below is how the responses break down.

Have not needed to purchase / Have not looked into purchasing	(44)
First time on the site / too new to site to know about purchasing	(34)
Didn't realize items could be purchased	(30)
Purchase (or obtain for free) from other locations	(23)
What I need is not available (usually format is not available rather than content)	(15)
No money to make purchases/someone else does purchasing [for me]	(8)
Plan to purchase in the future/will look into purchasing in the future	(7)
Don't make online purchases	(3)
Don't know how to purchase	(3)
Too much international red tape	(2)
Other	(2)

Executive Summary

Over 66% of Hymnary.org users are either employed by a church, volunteer at a church, or are directly associated with a church.¹ Approximately 20% of respondents could be labeled as ‘scholars.’ These include folks such as seminary professors and students, music professors and students, and professional musicians. The remaining 15% could be described as folks who simply enjoy hymns.

While over 50% of Hymnary users are between the ages of 30 and 60, there actually is a broad spectrum of ages represented by respondents including folks from the younger generation. It is a little surprising that twice as many men participated in the survey as did women.

There is a strong correlation between the 66% of respondents associated with a church (discussed above) and why folks use Hymnary.org. Seventy%² use Hymnary.org for worship planning; the balance of respondents indicate ‘scholarly’ research or an interest in hymns as their reason for visiting.

The open-ended comments about the best aspects of Hymnary emphasize two things. First, respondents noted their appreciation for the large size of Hymnary’s collection of hymns. Second, a large number of respondents reported how quick and easy it was to use Hymnary. Relatively fewer folks also noted that they appreciated the reliability/accuracy, features (listening to a tune, for example), and different resources (PowerPoints, for example) available at Hymnary. This small number might be the result of several of those features and resources being listed earlier in the survey.

Ironically, the exact issues that users most liked about Hymnary.org (as a group) were the same issues they most frequently listed as something needing to be changed. The most common criticism listed was the difficulty involved with searching. One respondent noted that part of the problem with searching is not poor design on the part of Hymnary.org, but simply the huge size of the collection. Similarly, a few folks noted the difficulty of even identifying which version of a hymn was the popular, common version for which they were searching given so many search results that were listed. The second major concern dealt with suggestions for adding more hymns and hymnals. Finally, there were a few specific suggestions and complaints which have already been identified in this report.

In terms of sales at Hymnary.org, few folks have made purchases. When asked why folks were not purchasing from Hymnary.org, most responded that they did not have a need to purchase, or they did not know how to purchase, or they did not know that purchases could be made. Several respondents mentioned, however, that they would look into purchasing from Hymnary.org in the future.

¹While only 55% actually selected either of these categories, half of the 30% who selected ‘other’ specifically mentioned an association with a church.

²I strongly suspect many of the 30% who selected ‘independent research’ were doing so in connection with worship planning. For example, one person indicated that they sang in the church choir and liked to make recommendations to the choir director even though they didn’t actually plan worship services.

Observations

- 1) A few folks took the survey who were not familiar with Hymnary.org at all. I believe the Hymn Society newsletter or an email from the Hymn Society requested help with the survey, so I'm not sure how helpful some of these responses were.
- 2) As you may notice, the reported number of 'answered' questions (especially for 'other' responses) does not always add up to the actual responses tabulated. This is a result of several issues. For one, some folks answered a question by typing a period or dash. Secondly, some folks responded to an opened-ended question with several answers. In some cases I tabulated each of the answers as a separate answer even though the survey results only counted this as one response.
- 3) In retrospect, question #9 (Which asked both what users liked best and wanted changed) should have been split into two separate questions because it was sometimes difficult to know for certain whether a response was a praise or a request to add something to Hymnary.org (ie "Full text of hymns from various hymnals" or "Catholic hymn books.") Plus, it would have made my job of categorizing all 154 responses to this question easier.