

EMAIL CLUB

For week of: **November 6, 2005**

NOTE: Besides unsubscribing from the Email Club, we may drop members from the membership database due to bad email address or email filtering software. However, in the graphs, below, only patron-requested unsubscriptions are counted as "unsubscribed".

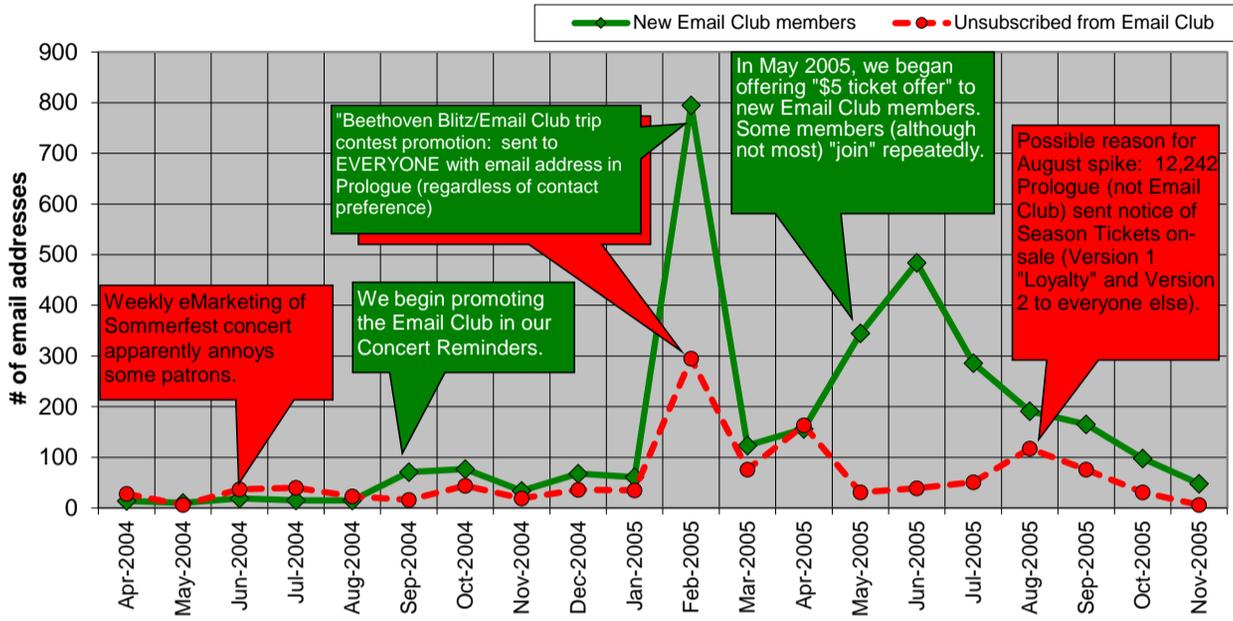
TOTAL active Email Club membership

10,768	as of	12-Nov-05
8,886	as of	11-Nov-04
* see note, above		
% change: 21%		

of members identified as being in Metro area

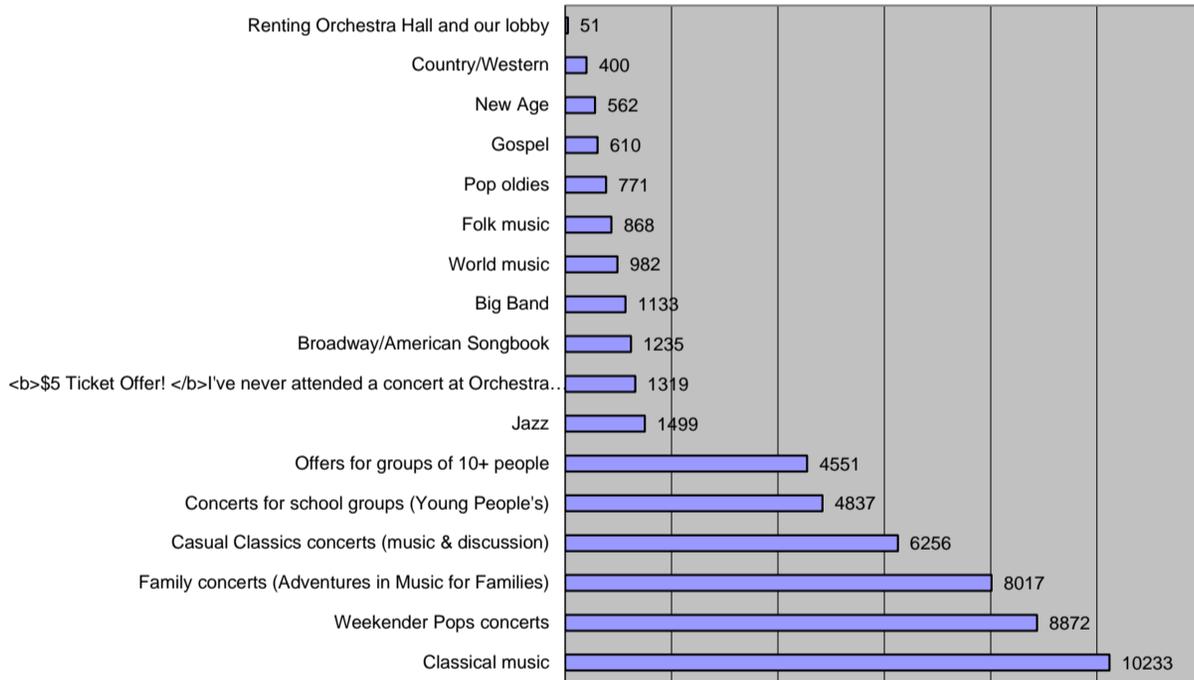
8,246	as of	12-Nov-05	77%	of total
6,944	as of	11-Nov-04	78%	of total
% change: 19%				

New Email Club members vs unsubscribed (to-date)



of Email Club members by stated interest

Email addresses at mnorch.org are omitted



Email Club "touches" preceding 30 days

October 7, 2005 to November 6, 2005

NOTE: The number of unique members touched may be higher than total current membership due to UNSUBSCRIBES.

name	Total membership (today)	# unique members touched	Total touches	eMarketing	eNotes newsletter	Concert Reminder	Other eBlast	Subscriber Service Notice	Concert Change	Traffic Alert
Big Band	1,133	1,127	1,207	1,115		84	8			
Broadway/American Songbook	1,235	1,218	1,307	1,197		104	6			
Casual Classics concerts (n	6,256	6,292	6,899	6,254		571	74			
Classical music	10,233	10,365	11,191	10,252		833	106			
Concerts for school groups	4,837	4,838	5,332	4,830		452	50			
Country/Western	400	382	409	376		31	2			
Family concerts (Adventures	8,017	7,993	8,670	7,921		670	79			
Folk music	868	850	915	843		65	7			
Gospel	610	608	652	598		51	3			
Jazz	1,499	1,570	1,681	1,570		101	10			
New Age	562	571	599	567		32				
Offers for groups of 10+ peo	4,551	4,535	5,015	4,534		433	48			
Pop oldies	771	747	801	731		66	4			
Weekender Pops concerts	8,872	8,841	9,572	8,756		731	85			
World music	982	982	1,043	976		63	4			