

2011 OJAI MUSIC FESTIVAL AUDIENCE SURVEY RESULTS

Below is partial results of the audience survey. There will be more to follow in the next few weeks.

Q. Below is a list of composers whose works have been performed by the Ojai Festival in recent years. Please check the names of three whose music most deeply engaged you.			
	2011 (n=361)	2010 (n=140)	2009 (n=145)
Golijov	29.1%	31.4%	39.3%
Crumb	27.4%	n/a	n/a
Messiaen	25.2%	39.3%	n/a
Stravinsky	24.9%	24.3%	21.4%
Bach	23.5%	15.7%	41.4%
Beethoven	19.9%	n/a	n/a
Reich	19.7%	30.7%	46.9%
Copland	16.1%	18.6%	24.1%
Mozart	16.1%	15.7%	14.5%
Schneider	15.5%	n/a	n/a
Bartok	15.0%	12.9%	25.5%
Schoenberg	14.4%	8.6%	n/a
Zappa	12.7%	24.3%	n/a
Boulez	10.5%	10.0%	15.2%
Ives	6.4%	14.3%	28.3%
Benjamin	3.9%	7.1%	n/a

Q. Below is a partial list of Ojai Festival Music Directors. Please check the names of three whose Festival most deeply engaged you.

	2011 (n=339)	2010 (n=125)	2009 (n=125)
Dawn Upshaw	59.0%	n/a	n/a
Esa-Pekka Salonen	41.3%	37.6%	63.2%
eighth blackbird	37.8%	48.0%	n/a
Pierre Boulez	34.8%	40.0%	34.4%
John Adams	23.6%	21.6%	30.4%
Kent Nagano	19.2%	26.4%	29.6%

Q. Below is a list of artists who have performed at the Ojai Festival in recent years. Please check the names of three who most deeply engaged you.

	2011 (n=348)	2010 (n=136)	2009 (n=139)
Dawn Upshaw	64.9%	55.9%	70.5%
eighth blackbird	37.9%	41.2%	48.2%
Australian Chamber Orchestra	35.9%	n/a	n/a
Maria Schneider	29.3%	n/a	n/a
Mitsuko Uchida	27.0%	22.8%	33.8%
Peter Sellars	19.3%	8.8%	n/a
Pierre-Laurent Aimard	16.4%	19.1%	22.3%

Q. How would you rate the following? 2011		
	Mean Score	Std. Dev.
<i>(1=Terrible....4=Average.....7=Spectacular)</i>		
The ambiance	6.24	1.195
The new Bowl overall	6.00	1.409
The sound	5.62	1.497
Reserved seats	4.87	2.751
Getting around Ojai	4.79	2.498
Parking	4.73	2.210
Food in Ojai restaurants	4.64	2.530
Getting to Ojai	4.61	2.488
Ease of buying tickets online	4.47	2.847
Libbey Park Marketplace	4.27	2.341
Lodging	2.96	2.991
New daytime activities	2.48	2.819
Lawn	1.82	2.397

Q. If you are likely to return, what was appealing to you?	
	(=383)
Programming	73.4%
Artists	72.8%
Venue	56.7%
Destination/Area	44.6%
Other	6.5%

Q. Are you (or have you been) involved with music in any of the following ways? (2011)				
	I do now	I used to	Cumulative	No
Play a musical instrument or sing in a group?	30.0%	35.4%	65.5%	34.5%
Compose music?	10.9%	7.9%	18.8%	81.3%
Teach music?	9.2%	8.3%	17.5%	82.5%
Have a member of my family who plays an instrument or sings in a group?	44.3%	20.3%	64.6%	35.4%