

OJAI MUSIC FESTIVAL

A PRIZED AUDIENCE

Ojai Music Festival audience members and donors are affluent, engaged and highly educated. They have discerning taste and significant disposable income.

INCOME & SPENDING PATTERNS



80%
of the reserved section audience report a household income of \$125,000+



96%
are homeowners



57%
travel more than three times a year

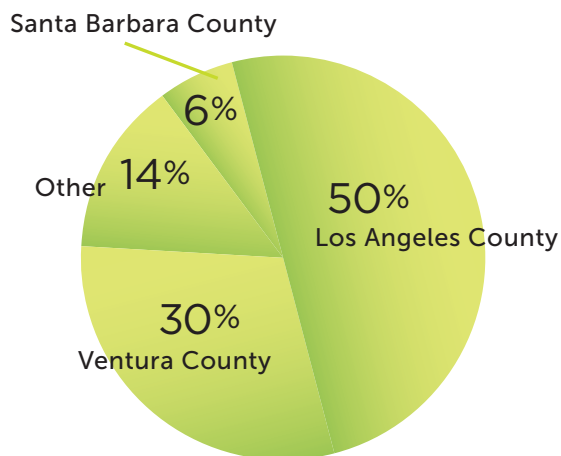


50%
travel outside of the U.S. at least once a year



30%
return to visit Ojai outside of the Music Festival season

GEOGRAPHIC BASE



EDUCATION

90%
report earning a college degree

57%
report earning a post-graduate degree

AGE

86%
of the audience is over 45 years of age