



Ojai Music Festival 2014

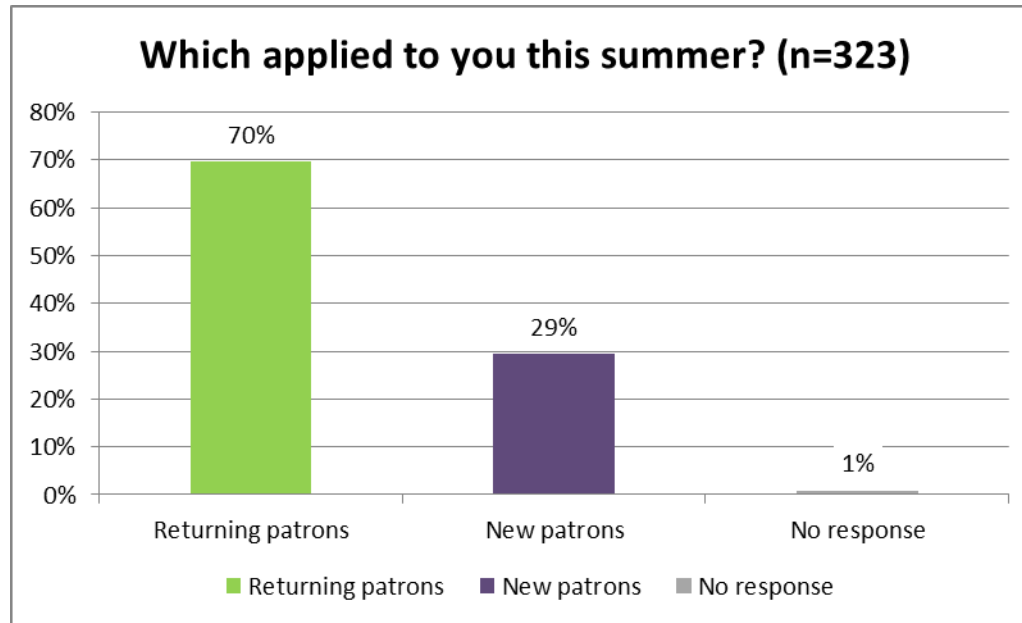
Patron Survey Results

July 2014

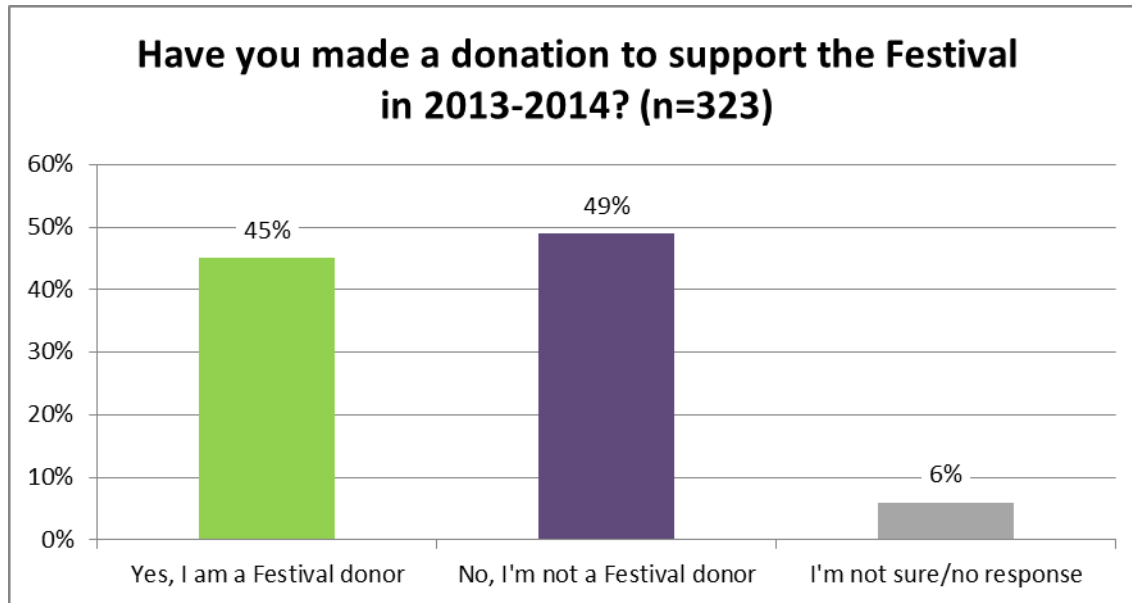
Response Rate

- Survey invitations were e-mailed to Festival patrons the week following the event. Of a total of 678 delivered, 323 were returned for a response rate of 48%.
- Results were broken out by patron status (returning or new), donor status, and geographic area of residence.

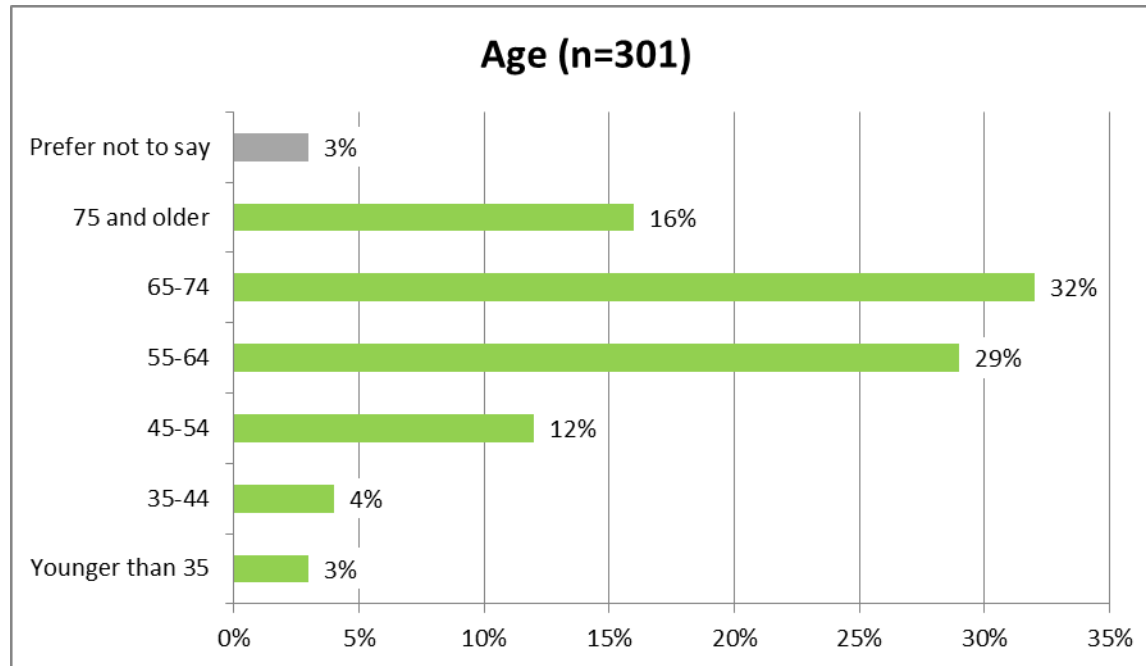
Patron Status



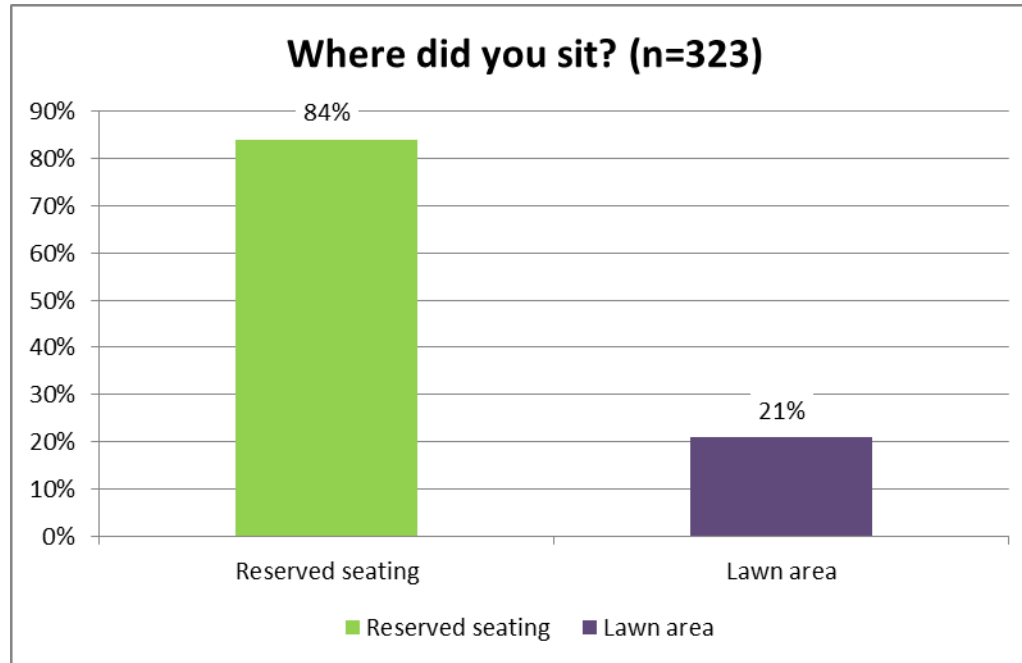
Donor Status



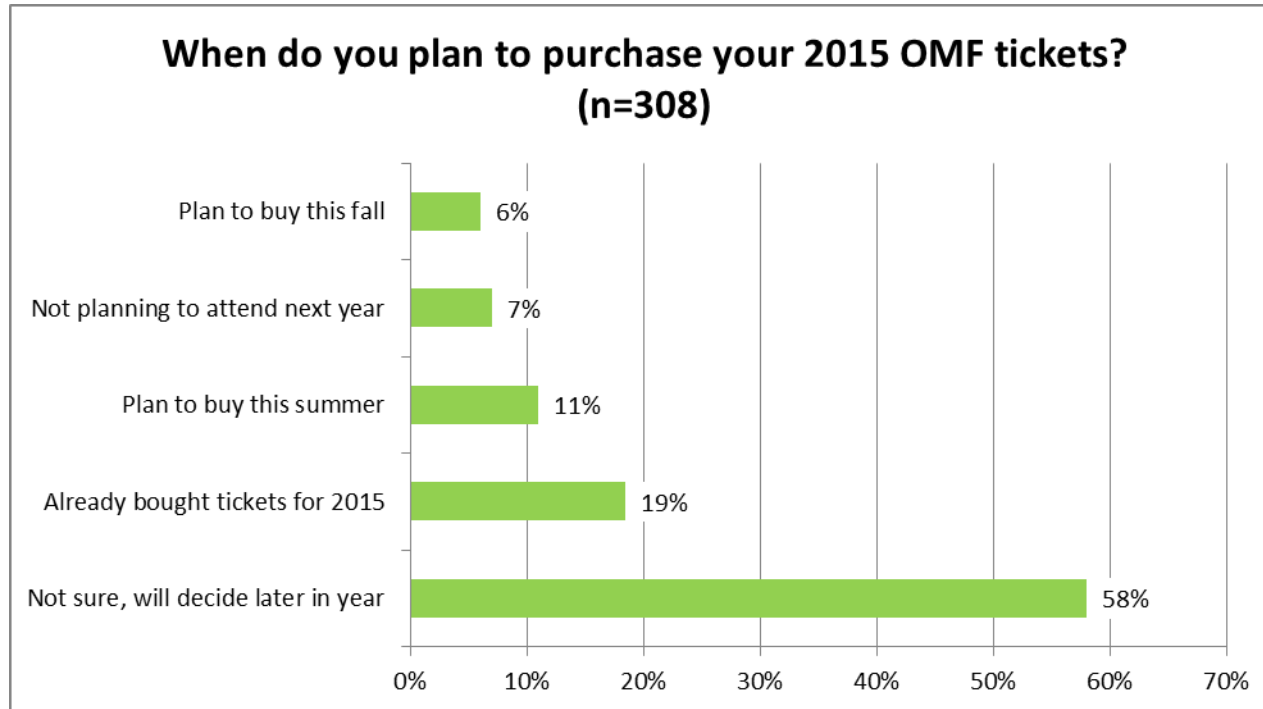
Patron Age



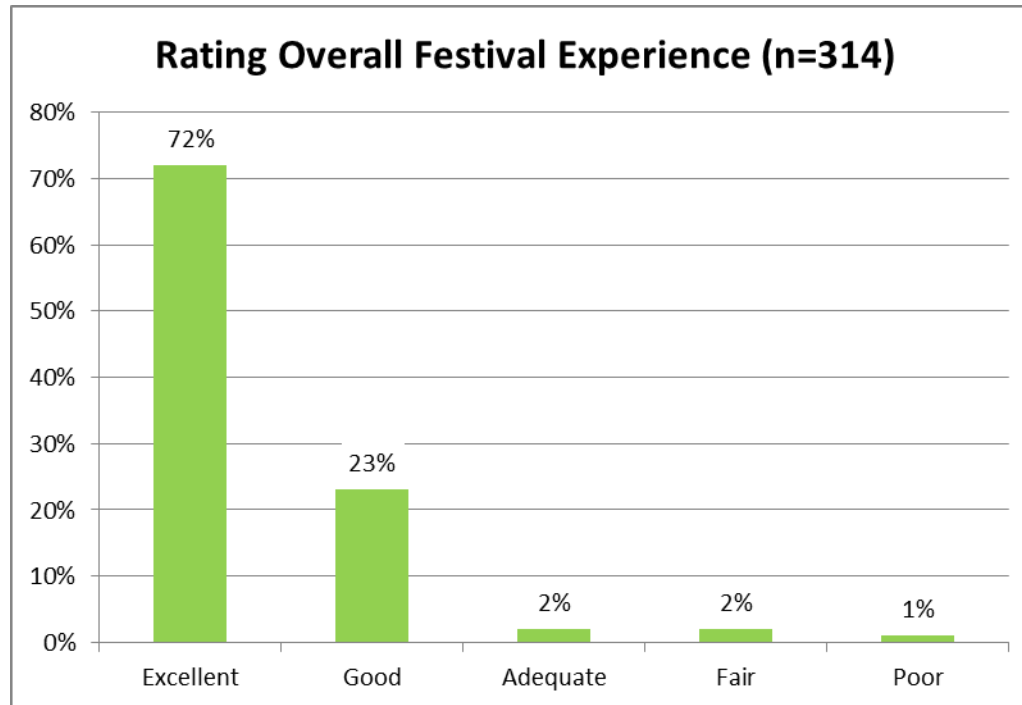
Seating



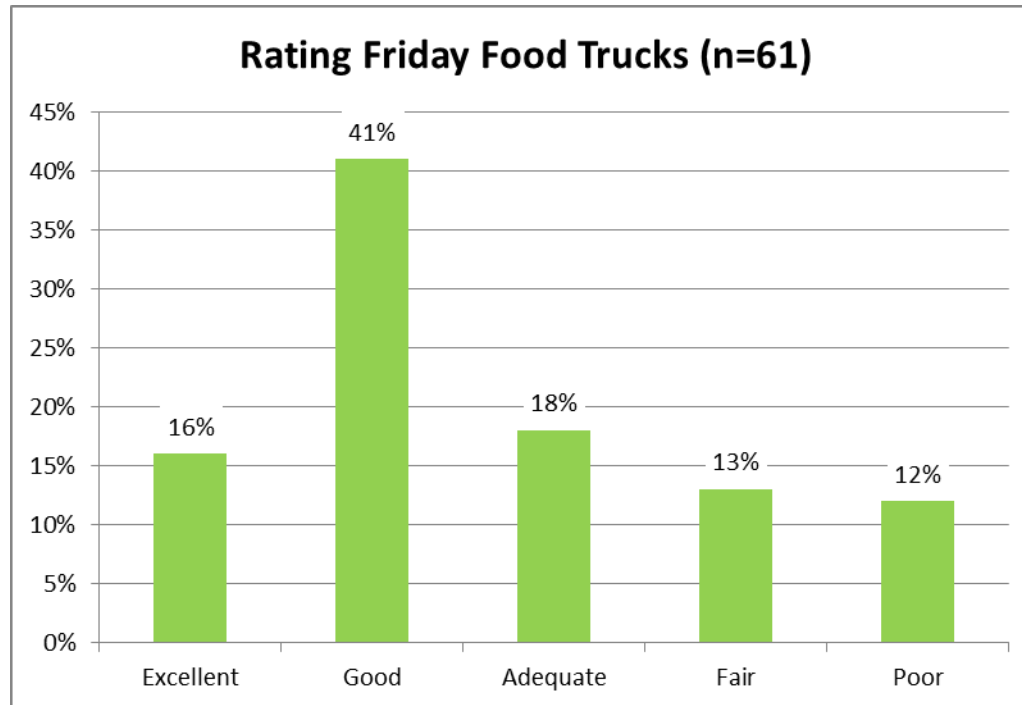
Purchasing for 2015



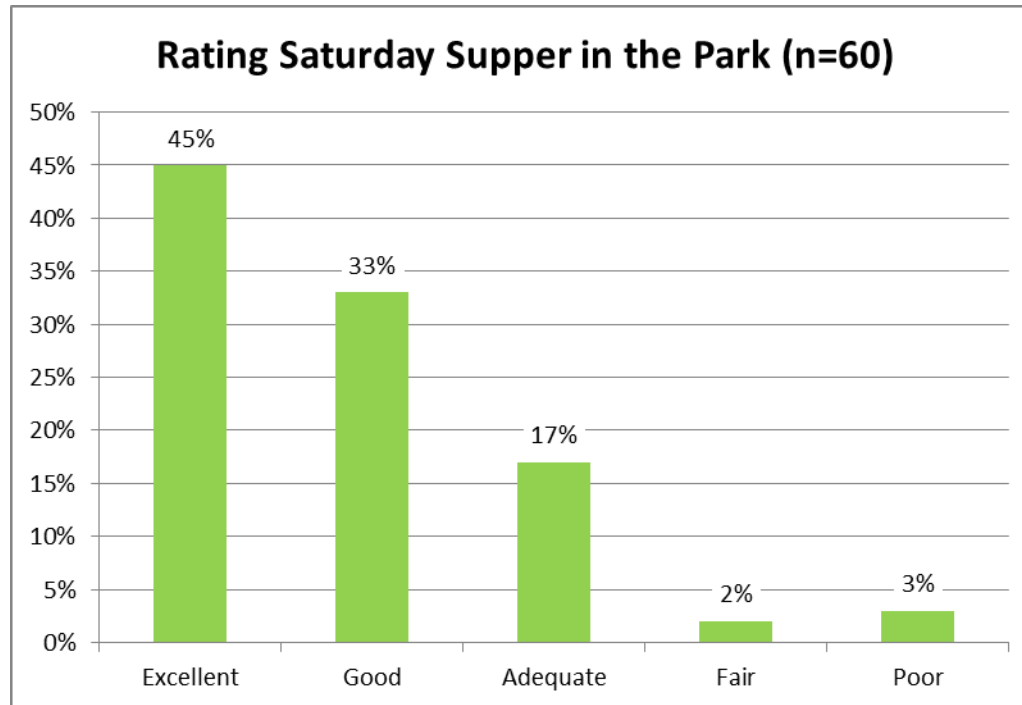
Rating the Overall Experience



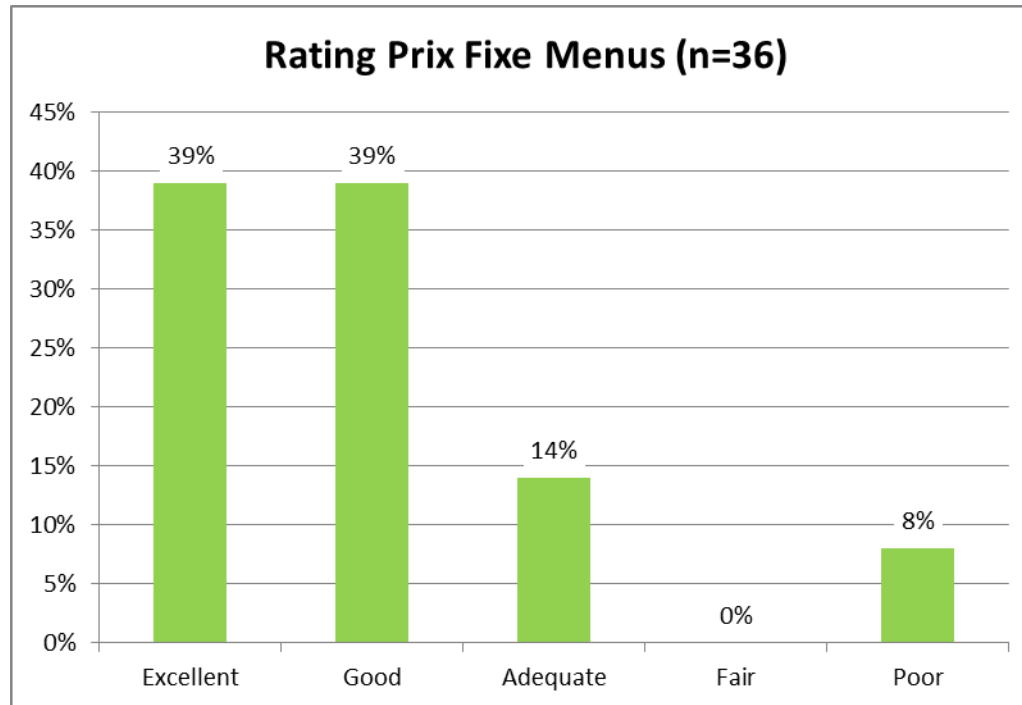
Rating Friday Food Trucks



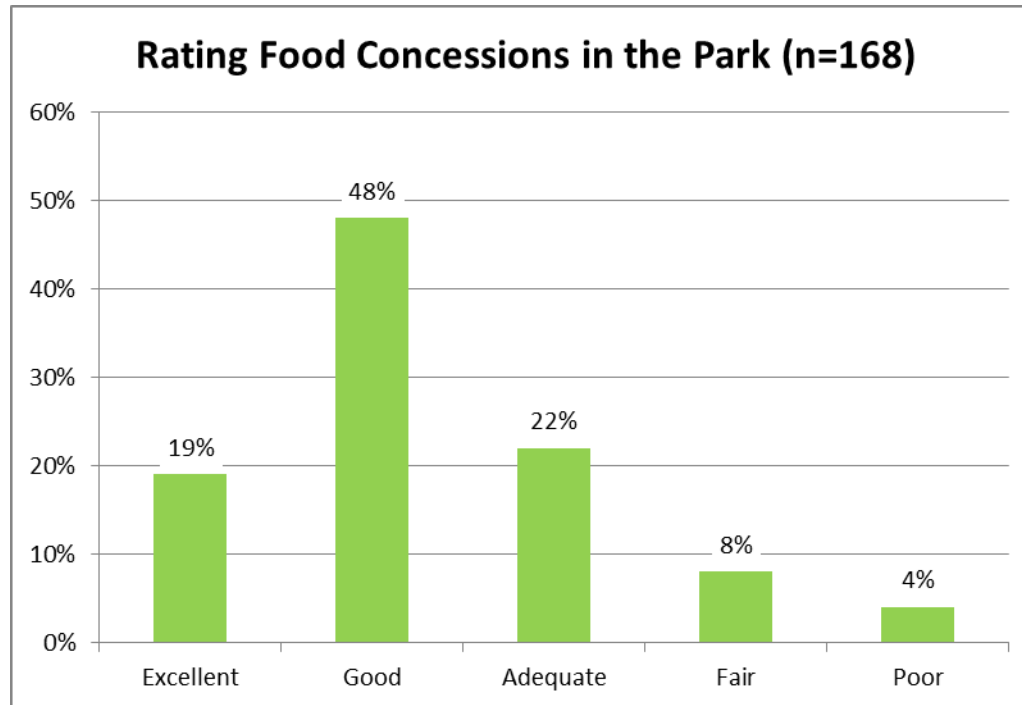
Rating Saturday Supper in the Park



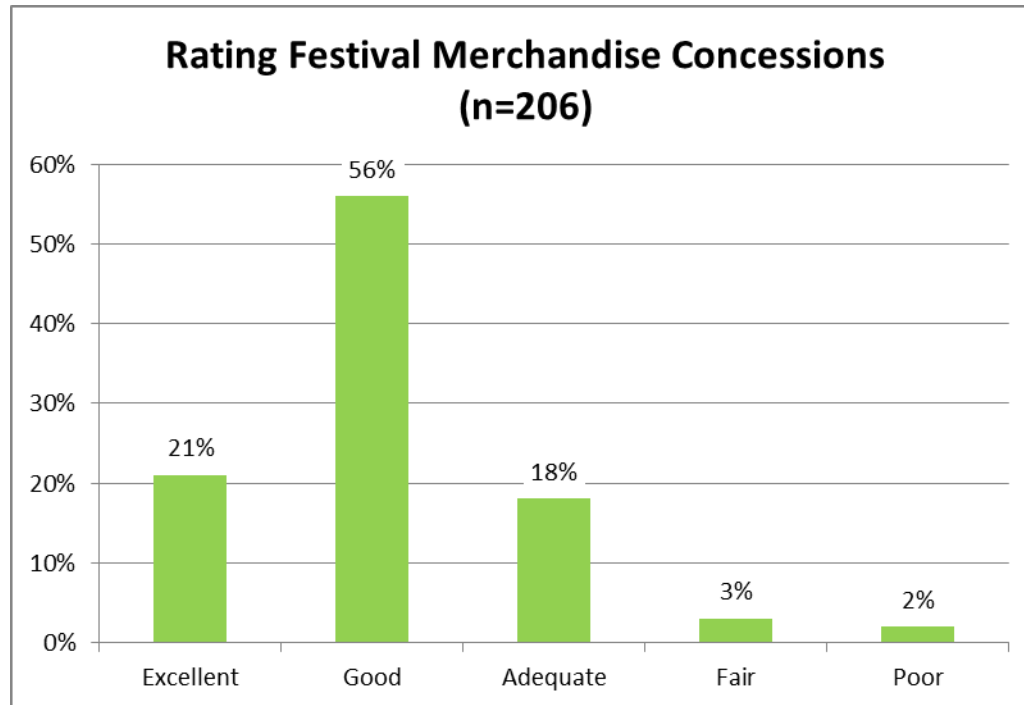
Rating Prix Fixe Menus



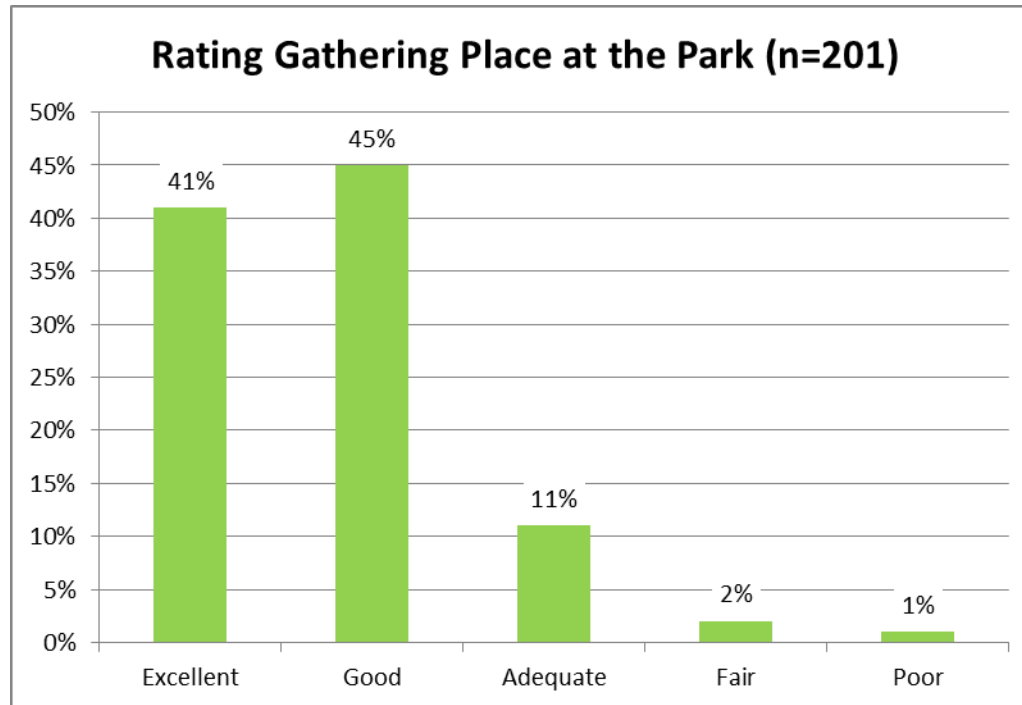
Rating Food Concessions in the Park



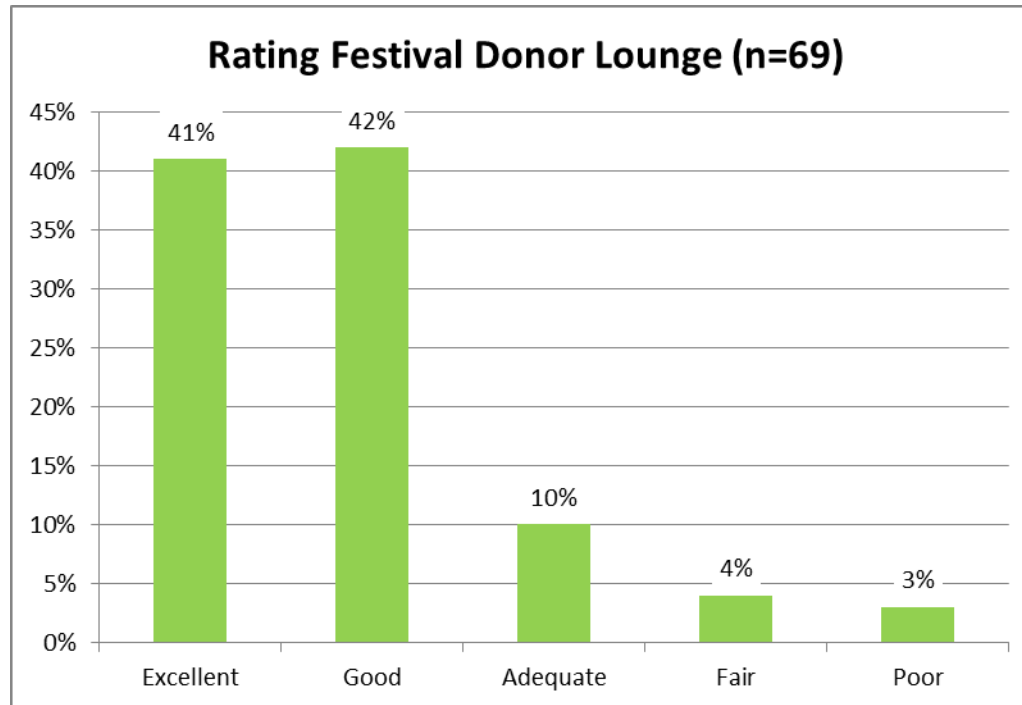
Rating Festival Merchandise Concessions



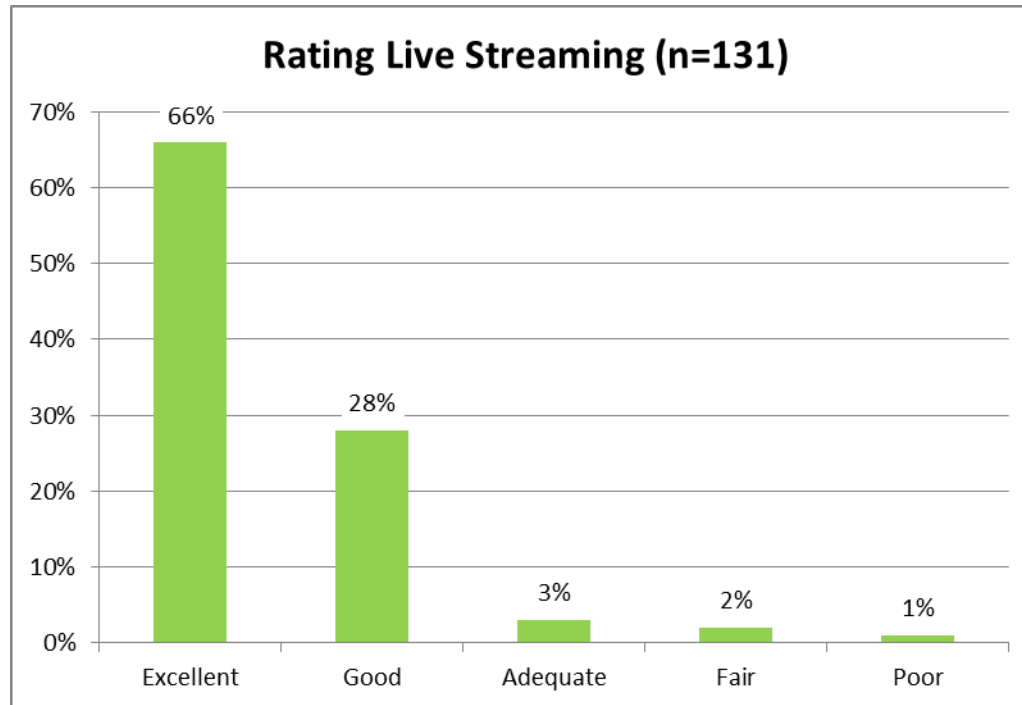
Rating Gathering Place at the Park



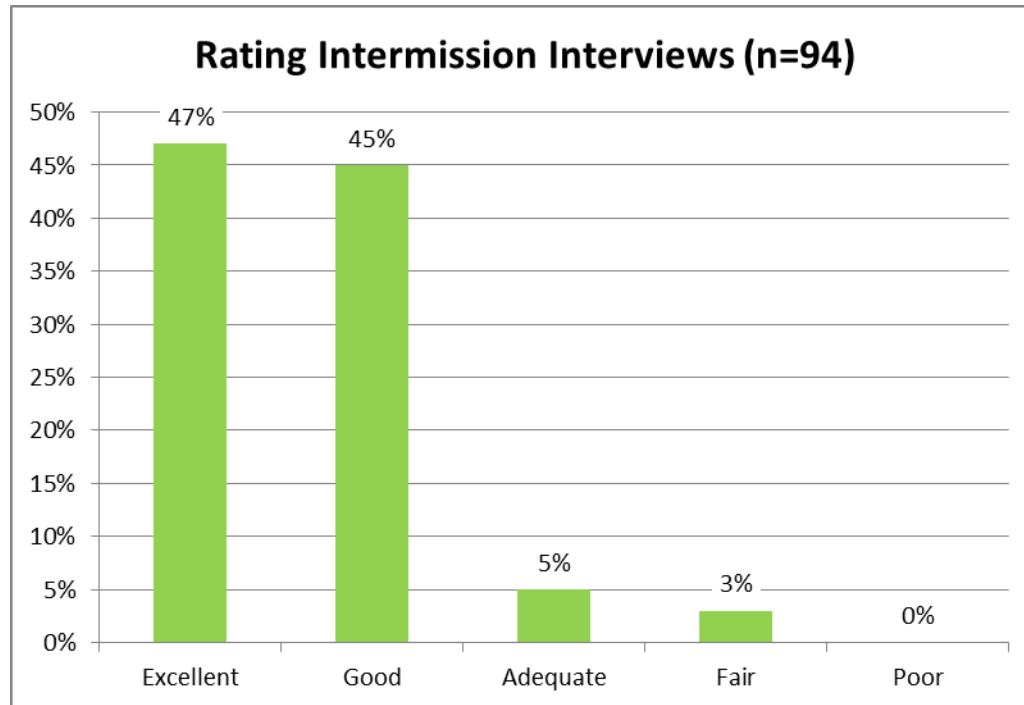
Rating Festival Donor Lounge



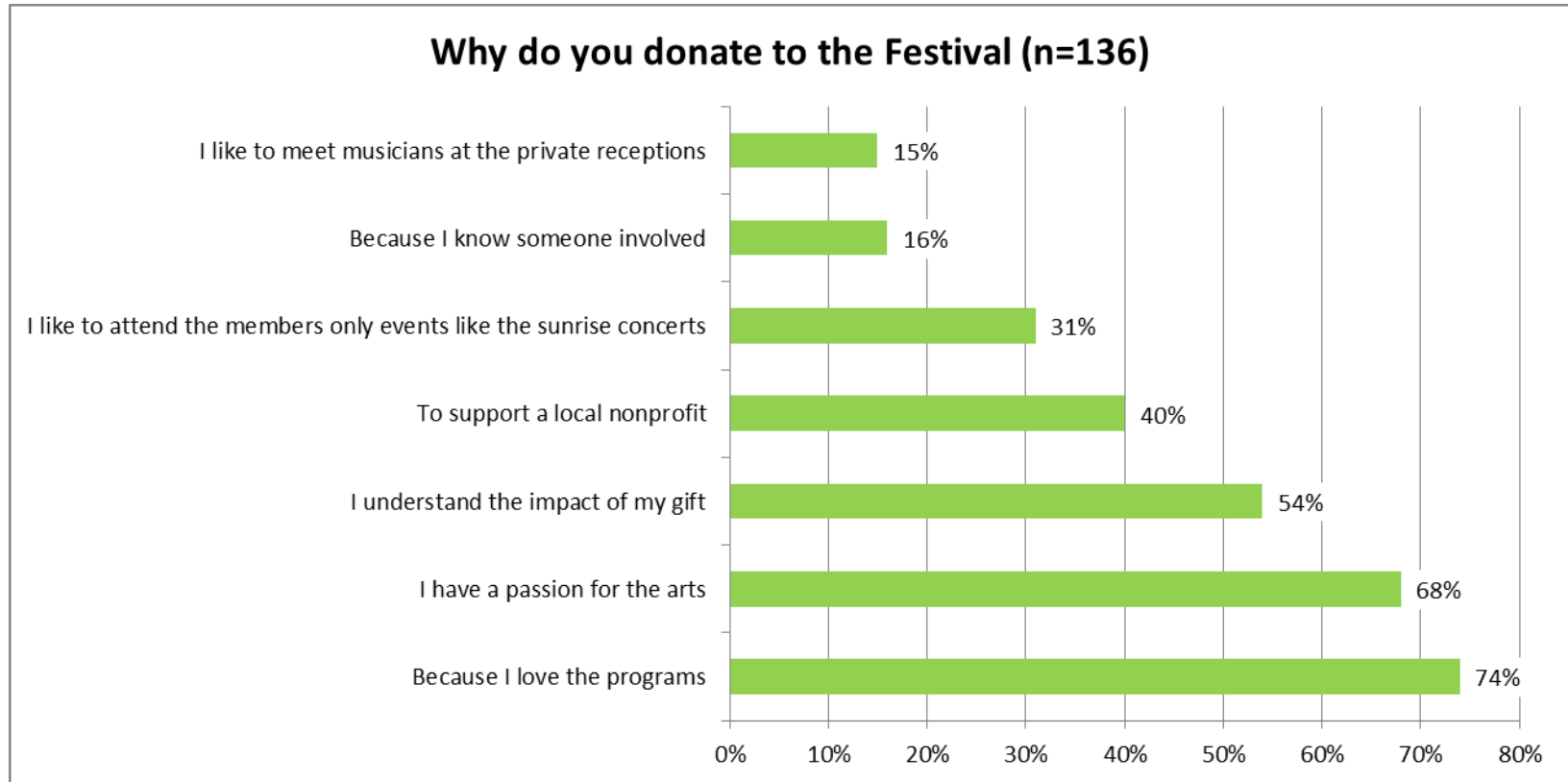
Rating Live Streaming



Rating Intermission Interviews



Reasons for Giving



Motivating Gifts

If you have not donated to the Festival, what might compel you to make a contribution? (n=80)

