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2010 Audience At-A-Glance

- 86 % travel more than 150 miles to attend the Festival
- 91% travel by car
- Average stay is 3.2 days
- Average number of plays seen is 3.3
- \$95,000 is the median family income
- Average expenditure per day is \$103 per person
- 59 is the median average age
- 18% of the audience comes as part of a group (student and adult)
- 56% have done graduate study
- The total economic impact of the festival in 2010 was over \$179 Million
- In 2010, 52+% of OSF ticket revenue came through our website
- From November 2, 2009 – October 31, 2010, OSF averaged over 682 web visits per day to the online Visitors' Guide