Oregon Shakespeare Festival 2010 Audience Survey

WolfBrown in cooperation with the Oregon Shakespeare Festival designed and executed the survey. At total of 9,614 administered by mail or online in October 2010 to produce representative results for each of the three main analysis groups (ticket buyers, members and local buyers). The overall response rate was 32% or 3,200 responses. Average mail response rates were 38% and online response rates were 27% The summary below compares the results of 2007 with those of previous surveys carried out in 2007, 2004, 2000, 1997, 1994 and 1991. Some questions in 2004 were new to the survey and comparisons cannot be drawn from data of previous surveys.

	2010	2007	2004	2000	1997	1994	1991
1) Main purpose of visit to Ashland:							
Festival attendance	78%	79%	83%	84%	81%	75%	78%
Vacation	11%	9%	7%	7%	9%	8%	8%

2) Tenure with OSF :

5 years or less	33%	20%	24%
6-10 years	9%	15%	11%
11-14 years	9%	11%	12%
15-19 years	7%	9%	11%
20-29 years	17%	21%	22%
30-39 years	15%	18%	13%
40+ years	10%	7%	6%

	2010	2007	2004	2000	1997	1994	1991
3) Frequency of visits to the Festival:							
Once every year	66%	59%	67%	74%	73%		
Once every two years	16%	21%	17%	12%	12%		
Once every three years	7%	10%	6%	5%	5%		
Once every four years	11%	10%	10%	8%	9%		

	2010	2007	2004	2000	1997	1994	1991
4) Key factors in decision to attend the Festival: (Mean ranking of respondents' ratings of the following factors on a scale from 1-5.)							
1) Play selection	4.3	4.1	4.0	4.3	4.2	3.9	4.1
2) Availability of tix	3.9	3.8	3.6				
3) Tradition	2.9	3.1	3.6	3.6	3.5	3.1	3.6
4) Cost of tickets	3.2	3.1	2.8				
5) Time commitment	2.9	2.9	2.6				
5) Over all Festival experience relative to expectations:							
Better than expected	48%	37%	37%	41%	39%		
About as expected	49%	59%	60%	59%	59%		
Worse than expected	3%	4%	3%	.5%	2%		
6) Number of performances attended:							
One	28%	21%	18%	21%	22%	26%	18%
Two	22%	19%	23%	20%	18%	20%	19%
Three	14%	22%	16%	19%	15%	15%	20%
Four	11%	10%	13%	9%	10%	9%	15%
Five to six	13%	15%	13%	13%	19%	16%	14%
Seven plus	11%	12%	15%	17%	16%	13%	12%
7) Average number of performances attended:	3.3	3.6	3.7	3.7	3.5	3.7	3.6
8) Mean number of days spent in the Rogue Valley:	3.2	3.4	3.7	3	3	3	3
9) Where our audiences stayed:							
Ashland	82%	86%	84%	90%	90%	85%	83%
Medford	11%	5%	7%	4%	5%	9%	8%
10) Which type of accommodations:							
Hotel	33%	33%	24%	N/A	N/A	N/A	N/A
Motel	34%	34%	41%	N/A	N/A	N/A	N/A
Hotel/Motel	N/A	N/A	N/A	55%	51%	62%	60%
B&B	22%	21%	21%	26%	30%	21%	16%
Camping/RV	5%	5%	9%	5%	5%	10%	7%
Friends/family	7%	6%	7%	7%	6%	5%	5%
Southern OR University	1%	3%	2%	2%	1%	1%	2%
Other	7%	5%	5%	5%	2%	2%	2%

	2010	2007	2004	2000	1997	1994	1991
11) How they traveled to the Festival:							
Automobile	91%	92%	90%	91%	89%	88%	89%
Airplane	5%	4%	4%	5%	8%	5%	3%
RV	1%	1%	2%	2%	3%	6%	2%
12) Expenditure per person per day Excluding theatre tickets:	$153	$125	$107	$93	$83	$71	$70
13) Level of Education:							
Graduate work	56%	58%	56%	51%	48%	48%	45%
Undergraduate work	30%	29%	31%	35%	33%	32%	33%
14) Median Age	59	58	55	53	52	50	48
15) Median Family Income	95K	95K	80K	78K	78K	60K	59K

Zip Code Analyses:

California							
Southern California	5%	4%	3%	4%	5%	5%	6%
Greater SF Bay Area	17%	18%	19%	21%	19%	19%	16%
San Jose	2%	4%	4%	2%	4%	4%	2%
Sacramento/Stockton	9%	10%	9%	7%	9%	8%	9%
Other California	7%	3%	8%	9%	6%	8%	8%
Total California	**40%**	**39%**	**44%**	**43%**	**43%**	**44%**	**41%**
Oregon							
Rogue Valley	12%	13%	10%	13%	14%	12%	12%
Portland	17%	15%	13%	11%	11%	10%	14%
Salem/Eugene	11%	12%	12%	10%	10%	12%	12%
Other Oregon	2%	3%	3%	3%	2%	1%	1%
Total Oregon	**42%**	**43%**	**38%**	**37%**	**37%**	**35%**	**39%**
Washington							
Seattle/Tacoma Area	9%	8%	9%	7%	9%	9%	10%
Other Washington	3%	4%	4%	5%	3%	4%	4%
Total Washington	**12%**	**12%**	**13%**	**12%**	**12%**	**13%**	**14%**
Total Other National/International	**6%**	**6%**	**6%**	**8%**	**9%**	**7%**	**6%**

(end)