

Profile of 2007 Flint Hills International Children's Festival Attendees



Prepared for:
The Children's Festival organizers &
The St. Paul Festival Association

Prepared by:
Andrea Schuweiler, Graduate Research Assistant
Ingrid E. Schneider, Ph.D. & Raintry J. Salk, M.A.

UNIVERSITY OF MINNESOTA



ACKNOWLEDGEMENTS

The authors would like to acknowledge the Flint Hills International Children's Festival organizers and the St. Paul Festival Association. Gratitude is also extended to Dan Erkkila and Malia Cole.

EXECUTIVE SUMMARY

In 2007, the University of Minnesota Tourism Center (UMTC) was contracted to profile visitors with the St. Paul Festival Association, including Flint Hills International Children's Festival. The event organizers have an ongoing data collection effort and subsequently, UMTC analyzed the data the Festival organizers collected.

Methods

An on-site questionnaire was administered to festival attendees. A systematic sample with sampling throughout the event was implemented. A total of 250 parties were contacted and 118 questionnaires completed which resulted in a 47.2% completion rate. Completed questionnaires were entered into Survey Monkey, then cleaned and checked in SPSS version 15.0.

Results

Demographics

Most often respondents were female, Caucasian, and reported to be in the age range of 35-44.

2006 Flint Hills International Children's Festival experience

Respondents indicated they enjoyed several aspects of the Flint Hills International Children's Festival. Most frequently respondents cited they enjoyed the performances (25.7%), arts and crafts (13.8%), or everything (9.9%).

Respondents were rather equally divided between first time and repeat visitors (52.2% first time). Repeat visitors had attended the festival an average of two ($\bar{M}=2.35$) times. Respondents heard about Flint Hills International Children's Festival most frequently from the Star Tribune newspaper (21.6%), friends or family members (19.8%), or the Pioneer Press newspaper (16.4%).

Discussion

The 2007 Flint Hills International Children's Festival attracted a range of visitors from the local area who found a variety of the events enjoyable. Not surprisingly, the performances were the most enjoyed festival attribute. Many of the respondents that had attended the festival reported attending it for several years, indicating a high level of satisfaction. The number of first time visitors is an exciting element and positive trend.

The range of activities and offerings serve as an important draw. That nearly 10% indicated 'everything' was enjoyable is further support for a satisfying and overall positive event. Given the factors that influence event attendance, attention to retaining and expanding family entertainment opportunities within the event is obvious. Scheduling the events at family friendly times and within an affordable price range is also important, given the factors important to event attendance.

Print media and word of mouth were the most important information sources for event attendees. Subsequently, future media opportunities should focus in these areas and any buys with media outlets not addressed by attendees deserve reconsideration. Word of mouth was also a vehicle

for event marketing and mirrors previous state and national findings (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005).

Flint Hills International Children's Festival played a role in increased exposure to performing arts. To enhance the likelihood of return visitation, on-site promotion of community amenities and offerings is advised. Partnering with similar venues within St. Paul and metro area could also increase awareness.

Visitor spending data was not gathered as part of this study. Visitor spending data helps event organizers determine how much revenue the festival brings to the local community and which activities are revenue builders. Visitor length of stay data was also not gathered as part of this study. Length of stay data can assist in understanding visitor satisfaction and revenue potential. Similarly, the intention to return was not evaluated in this study but would also be useful information to determine visitor satisfaction. Future research in these areas is recommended.

TABLE OF CONTENTS

Acknowledgements.....	i
Executive Summary	ii
Table of Contents.....	iv
Introduction.....	1
Methods.....	1
Study Setting.....	1
Questionnaire	1
Approach.....	1
Response Rate.....	2
Analysis.....	2
Results.....	2
Respondents	2
Demographics	2
Primary Residence	2
Flint Hills International Children’s Festival Experience	2
Sources Informing about Flint Hills International Children’s Festival	2
Attributes of Enjoyable Experience	3
Group Composition.....	3
Ordway Center and Performing Arts Experience	3
Flint Hills International Children’s Festival Respondent Preferences.....	4
Discussion.....	4
References.....	6

Appendices.....	7
A. Survey Instrument.....	8
B. Tables and Figures	10
C. Answers to Open Ended Responses.....	21

Profile of 2007 Flint Hills International Children's Festival Attendees

INTRODUCTION

In 2007, the University of Minnesota Tourism Center (UMTC) was contracted to profile visitors to St. Paul Festivals, including the Flint Hills International Children's Festival. Visitor demographics, information sources for the festival, experience, and familiarity with community were of specific interest. As the Ordway had both a questionnaire and sampling methodology in place, the UMTC served as data analysts. The study methods and results are presented below and followed by a discussion.

METHODS

An on-site questionnaire was administered to visitors during the 2007 Flint Hills International Children's Festival. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

The 2007 Flint Hills International Children's Festival was held May 29th through June 3rd. The Festival is reported to attract more than 33,000 visitors and is located at The Ordway Center, Rice Park, and Landmark Plaza in downtown St. Paul, Minnesota. The event included several arts and crafts booths, Ordway performances, outdoor performing artists, a butterfly tent, an international kite festival, a parade, and other activities.

Questionnaire

An on-site questionnaire was developed by Ordway Center personnel. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics (Appendix A).

Approach

A sampling plan was created to reach the range of the Children's Festival attendees. A systematic intercept sampling approach was implemented where every third visitor was approached and asked to complete the questionnaire. Sampling efforts were concentrated around the theater entrance where it was thought that the greatest number and variety of attendees could be approached.

Based on estimated attendance from preceding years, a sampling quota target was set at 100 visitor contacts (95% confidence interval; $\pm 9\%$ sampling error rate). Trained volunteers and Ordway Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 250 parties were contacted and 118 questionnaires attained (47.2%; Appendix B; Table 1). All questionnaires were usable.

Analysis

Completed questionnaires were entered into Survey Monkey, then cleaned and checked in SPSS version 15.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Open ended questions were content analyzed and the most frequently identified responses grouped. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Chi -square analysis identified differences among groups when appropriate.

RESULTS

Respondents

Demographics

More than two thirds (72.8%) of respondents were female and reported an average age of 35-44 years (Appendix B, Table 2). A majority of respondents were Caucasian (82.8%).

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. In fact, a majority (71%) of respondents' primary residence was zero to fifteen miles from the festival area (Appendix B, Figure 1). An additional (21%) resided sixteen to twenty-five miles from the festival area. Very few respondents (3%) indicated they resided more than 100 miles from the festival area.

Flint Hills International Children's Festival Experience

A majority of respondents were first time attendees at the Children's Festival (52.2%; Appendix B, Figure 2). Repeat visitors had attended an average of two ($\underline{M}=2.35$) times with their range of visits spanning from one to as many as five.

Sources Informing about Flint Hills International Children's Festival

Respondents heard about Children's Festival most frequently from the Star Tribune newspaper (21.6%), friends or family members (19.8%) or the Pioneer Press newspaper (16.4%; Appendix B, Table 3). Other sources of information were word of mouth (11.2%), a website (6.0%) and The Rake (4.3%). None of the respondents identified Minnesota Monthly, Mpls/St. Paul Magazine, City Pages, Lavender Magazine, radio, TV, or email as information sources.

Attributes of Enjoyable Experience

The most frequently cited enjoyable attributes of Flint Hills International Children's Festival were the performances (25.7%), arts and crafts (13.8%), or 'everything' (9.9%; Appendix B, Figure 3). Less frequently cited attributes included the dancers (8.9%), live music (7.9%), children's activities (6.9%), international kite festival (5.0%), the butterfly garden (3.0%) and the food and beverages (3.0%).

The majority of respondents knew that there were performances inside the Ordway Center (92.2%; Appendix B, Figure 4). Of those respondents that knew about and attended one of the performances inside the Ordway Center, the most frequently attended performances were *DO JUMP! At Such a Dizzy Height* (32.7%), *Axis Theatre, The Number 14* (16.4%), and *Velo Theatre, Enveloppes et deballeges* (16.4%). Other popular performances attended were *M'Oud Swing!* (14.5%) and *Grupo 55 Noisy Stories* (9.1%).

Group Composition

Most frequently respondents attended Children's Festival in groups with three other people ($M = 3.34$). The number of people respondents were with ranged from zero to nine.

Ordway Center and Performing Arts Experience

A majority of respondents had previously visited the Ordway Center (79.1%; Appendix B, Table 4). Among those, the most frequently cited reasons were for an event three years ago or longer (13.6%), the Joshua Bell performance (9.9%) an orchestra performance (7.4%), or an opera performance (7.4%). Other frequently identified responses included musical performances (6.2%), White Christmas (4.9%), Edward Scissorhands (4.9%), or Last Year's Children's Festival (4.9%).

The majority of respondents also attended other types of performing arts events in the last three months ($n = 77$; 66.4%). Of the respondents that attended other performing arts events, the most frequent responses were an event at Children's Theater (15.1%; Appendix B, Figure 5), an event at another theater (11.8%; excludes Children's Theater, Guthrie Theater, and The Ordway Center), an event at the Guthrie Theater (10.8%) and a Concert or Live Music performance (9.7%). Other responses included plays (5.4%), dances (5.4%), orchestra performances (5.4%) and musicals (4.3%).

Several factors are important in respondents' decision to attend a performing arts event. The 'type of performing arts performance' was ranked as either the first, second, or third most important factor in attendance for one quarter of the respondents (25.0%; Appendix B, Figure 6). Other factors indicated among the top three most important factors in attending an event are day/date/time (23.1%), ticket price (22.0%), family entertainment (20.1%), and location (9.8%).

Amongst just the number one factor influencing the decision to attend an event, more than one quarter of respondents indicated family entertainment as the most important factor (27.5%; Appendix B, Figure 7). The other factors that were considered the most important amongst

respondents were day/date/time (25.5%), ‘type of performing arts performance (22.5%), ticket price (20.6%), and location (3.9%). No one indicated nearby restaurants, parking accessibility, recommendation, advertisements, or type of music as factors influencing attendance at a performing arts event.

Flint Hills International Children’s Festival Respondent Preferences

When purchasing tickets, more than half of respondents indicated that they prefer to buy tickets online (61.8%; Appendix B, Figure 8). More than one fifth (23.6%) of respondents indicated their preferred ticket purchase method as over the phone while the remaining respondents (14.5%) prefer purchasing tickets at the box office.

A variety of radio stations were indicated by respondents as the radio station they most often listen to. The most frequent responses were Cities 97 – 97.1 FM (11.4%), KNOW – 91.1 FM (11.4%), MPR (9.5%), and KTIS – 98.5 FM (9.5%; Appendix B, Figure 9). Other frequently listed radio stations were The Current – 89.3 FM (7.6%), NPR (5.7%), KDWB – 101.3 FM (5.7%), and KEEY – 102.1 FM (4.8%).

Respondents watch several different local TV evening news programs. Of those respondents who indicated that they watch a local TV evening news program, more than one half identified KARE 11 news as their preferred channel (52.7%; Appendix B, Figure 10). Respondents indicated they also watch WCCO 4 (16.2%), KMSP 9 (10.8%), KSTP 5 (10.8%), and ‘other’ news programs (9.5%).

DISCUSSION

The 2007 Flint Hills International Children’s Festival attracted a range of visitors from the local area who found a variety of the events enjoyable. Not surprisingly, the performances were the most enjoyed festival attribute. The Festival, in its seventh year, is relatively new so it has not had many years to develop a long history of frequent visitation. However, many of the respondents that had attended the festival reported attending it for several years, indicating a high level of satisfaction. The number of first time visitors is an exciting element and positive trend.

The range of activities and offerings serve as an important draw. Certainly the performances were essential. However, other related elements such as the arts and crafts, dancers, and live music all played a role in attracting visitors and contributing to a positive experience. That nearly 10% indicated ‘everything’ was enjoyable is further support for a satisfying and overall positive event. Given the factors that influence event attendance, attention to retaining and expanding family entertainment opportunities within the event is obvious. Scheduling the events at family friendly times and within an affordable price range is also important, given the factors important to event attendance.

Print media and word of mouth were the most important information sources for event attendees. More than one third of visitors learned of the festival through either the Star Tribune or the Pioneer Press. Subsequently, future media opportunities should focus in these areas and any buys with media outlets not addressed by attendees deserve reconsideration. Word of mouth was also a vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005). Approximately one third of new visitors heard about Flint Hills International Children's Festival through family, friends, or word of mouth. Early planning is crucial to maximizing the effects of word of mouth, as it increases the likelihood of event dates, scheduled programmatic information, and new additions to circulate. Continued positive experiences are also essential for word of mouth advertising.

Flint Hills International Children's Festival played a role in increased exposure to performing arts. More than one fifth of respondents had no prior visitation to the Ordway Center for Performing arts. To enhance the likelihood of return visitation, on-site promotion of community amenities and offerings is advised. This could be achieved through the distribution of a schedule of future events at the Ordway Center during the Flint Hills's International Children's Festival and possible package deals with local hotels, restaurants and other attractions. Partnering with similar venues within St. Paul and metro area could also increase awareness.

Visitor spending data was not gathered as part of this study. Visitor spending data helps event organizers determine how much revenue the festival brings to the local community and which activities are revenue builders. Visitor length of stay data was also not gathered as part of this study. Length of stay data can assist in understanding visitor satisfaction and revenue potential. Similarly, the intention to return was not evaluated in this study but would also be useful information to determine visitor satisfaction. Future research in these areas is recommended.

REFERENCES

- Felstein, D. & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance and visitor expenditures. *Journal of Travel Research*, 41(4), 385-393.
- Getz, D. (1991). *Festivals, special events, and tourism*. New York: Van Nostrand Reinhold.
- Hall, C.M. (1992). *Hallmark tourist events*. London: Bellhaven.
- Nicholson, R.E. & Pierce, D.G. (2001). Why do people attend events: A Comparative analysis of visitor motivations at four South Island events. *Journal of Travel Research*, 39, 449-460.
- Salk, R.J., & Schneider, I.E. (2006). *Profile of 2006 District del Sol Cinco de Mayo Fiesta*. St. Paul, Minnesota: University of Minnesota Tourism Center.
- Salk, R.J., Schneider, I.E., & Monson, V. (2005). *2005 Meander visitor evaluation: Profile and possible improvements*. St. Paul, Minnesota: University of Minnesota Tourism Center.

APPENDIX

APPENDIX A

2007 Flint Hills International Children's Festival Survey

1. Have you been to the Festival before? Yes No
2. If yes, how many times? _____
3. Have you been to Ordway Center before? Yes No
4. If yes, what and when was the last event you attended? _____
5. What other types of performing arts events have you attended in the last three months and where?

6. What did you enjoy most at this year's festival? _____
7. Do you know there are performances inside Ordway Center? Yes No
8. If yes, which ones did you attend? _____
9. How many people were with you at the festival? _____
10. What is your home zip code? _____
11. Please check the 3 most important factors affecting your attendance at performing arts events.

	First Most Important	Second	Third
Day/Date/Time			
Family appropriate entertainment			
Location			
Nearby Restaurants			
Parking accessibility			
Recommendation			
Type of performing arts			
Saw or heard it advertised			
Ticket Price			
Type of music			

12. How do you prefer to purchase tickets? Online Phone Box Office Window
13. How did you hear about the festival?

<input type="checkbox"/> Star Tribune	<input type="checkbox"/> Pioneer Press	<input type="checkbox"/> Minnesota Monthly
<input type="checkbox"/> Mpls/St. Paul Magazine	<input type="checkbox"/> The Rake	<input type="checkbox"/> City Pages
<input type="checkbox"/> Lavender Magazine	<input type="checkbox"/> Radio	<input type="checkbox"/> TV
<input type="checkbox"/> Website	<input type="checkbox"/> Email	<input type="checkbox"/> Word of Mouth
<input type="checkbox"/> Friend/Family	<input type="checkbox"/> Other (please specify) _____	

14. Which radio station(s) do you listen to most often?

15. Which local TV evening news do you watch?

16. Age?

Under 18

18-24

25-34

35-44

45-54

55-64

65+

17. Gender: Male Female

18. How would you identify yourself?

African American

Asian/Pacific

Caucasian

Chicano/Latino

Native American

Other (please sepecify) _____

19. Name: _____

20. Mailing address (to receive your 2 tickets to Lily Cai Dance Company):

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Flint Hills International Children's Festival, 2007.

Total parties contacted	250
Respondents	118
Refusals	n/a
Compliance rate	47.2%
Unusable Questionnaires	0
Usable Questionnaires	118

Table 2. Demographic characteristics among visitors to Flint Hills International Children's Festival, 2007.

	Frequency	Percent
Gender		
Male	31	27.2
Female	83	72.8
Total	114	100.0
Race		
Caucasian	96	82.8
Chicano/Latino	10	8.6
Asian/Pacific	3	2.6
African American	0	0
Native American	0	0
Other	0	0
Total	N/A ¹	N/A ¹
Age		
Under 18	2	1.8
18-24	4	3.6
25-34	16	14.3
35-44	49	43.8
45-54	24	21.4
55-64	8	7.1
65 +	9	8.0
Total	112	100.0

¹ Due to possible selection of multiple categorical responses or incomplete questionnaire.

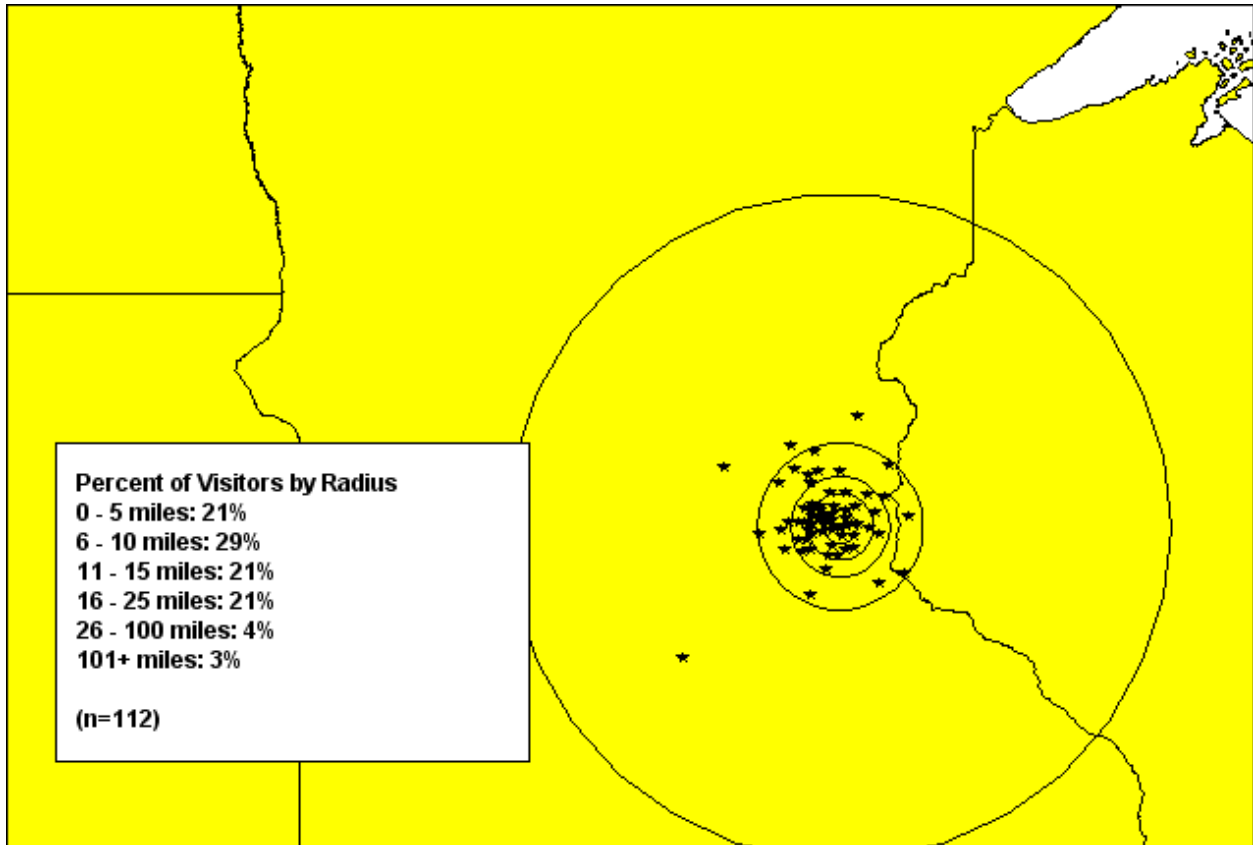


Figure 1. Radius map of respondents to Flint Hills International Children's Festival, 2007 (n=112).

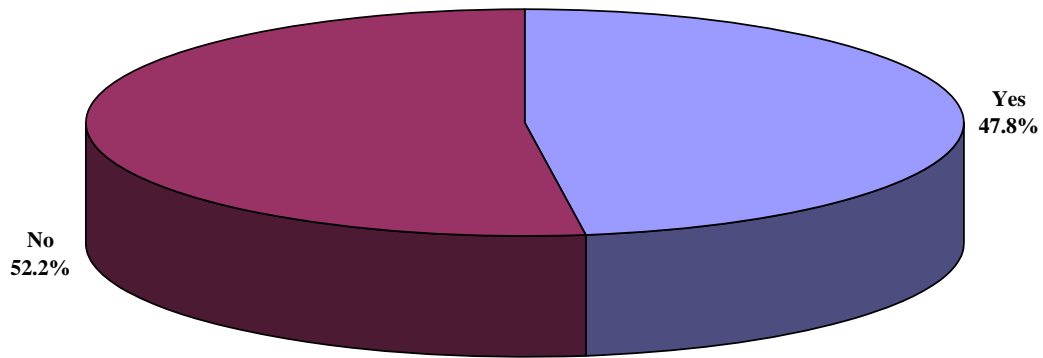


Figure 2. Previous Flint Hills International Children's Festival attendance among visitors to Flint Hills International Children's Festival, 2007 (n = 115).

Table 3. Information sources among visitors to Flint Hills International Children's Festival, 2007 (n = 92).

	Frequency	Percent
Star Tribune	25	27.2
Friend/Family	23	25.0
Pioneer Press	19	20.7
Word of Mouth	13	14.1
Website	7	7.6
The Rake	5	5.4

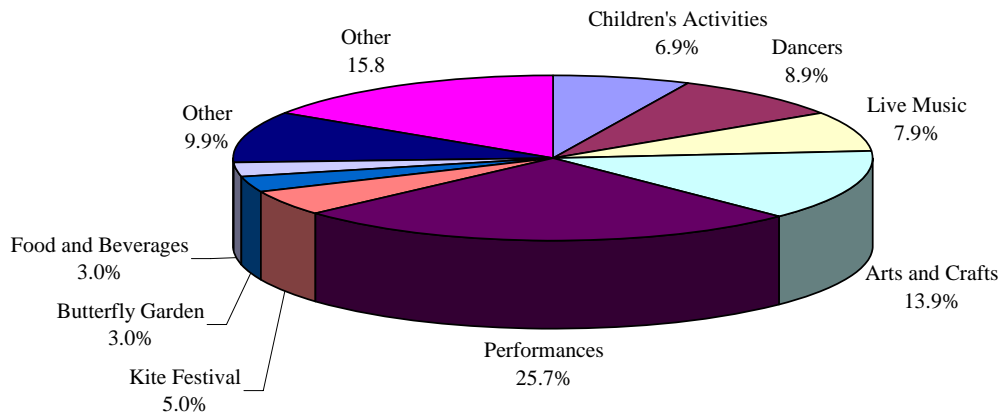


Figure 3. Most enjoyable attribute of Flint Hills International Children's Festival among questionnaire respondents, 2007 (n = 101).

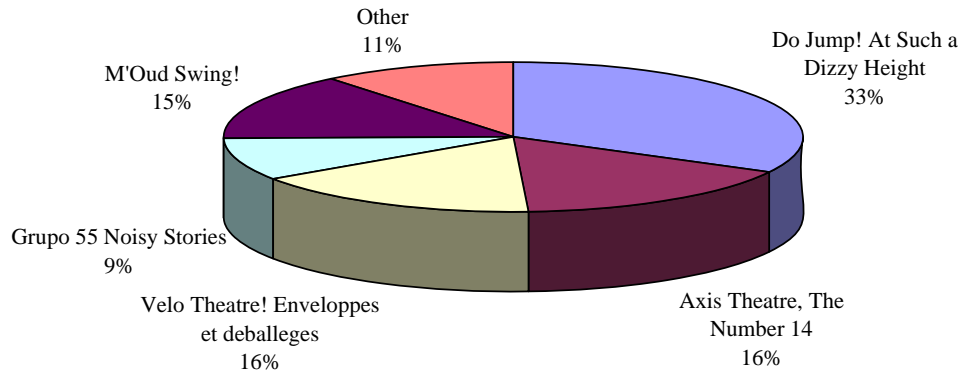


Figure 4. Performances attended in the Ordway Center among visitors to Flint Hills International Children's Festival, 2007 (n = 55).

Table 4. Last event attended at the Ordway Center among visitors to Flint Hills International Children's Festival who have previously been to the Ordway Center, 2007 (n = 81).

	Frequency	Percent
An event 3 years ago or longer	11	13.6
Joshua Bell	8	9.9
Orchestra Performance	6	7.4
Opera Performance	6	7.4
Musical Performance	5	6.2
White Christmas	4	4.9
Edward Scissorhands	4	4.9
Last Year's Children's Festival	4	4.9
Don't Remember	4	4.9
Other	29	35.8

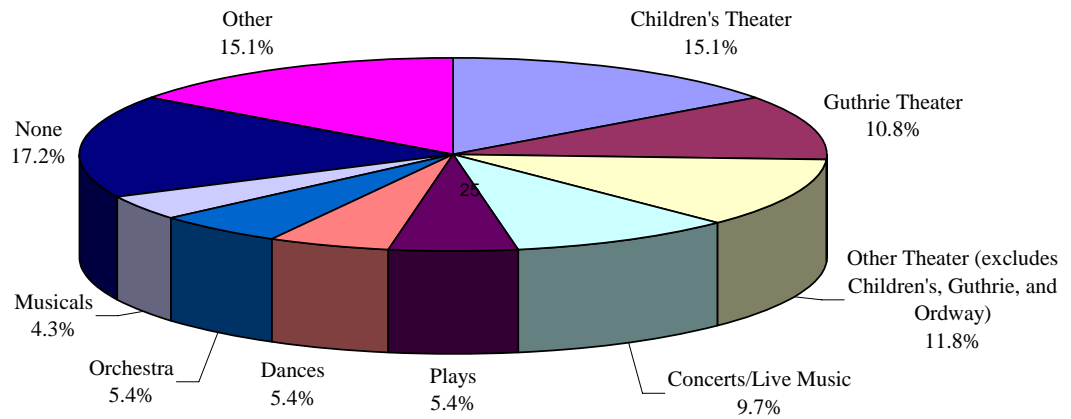


Figure 5. Types of performing arts events attended in the last three months among visitors to Flint Hills International Children's Festival, 2007 (n = 93).

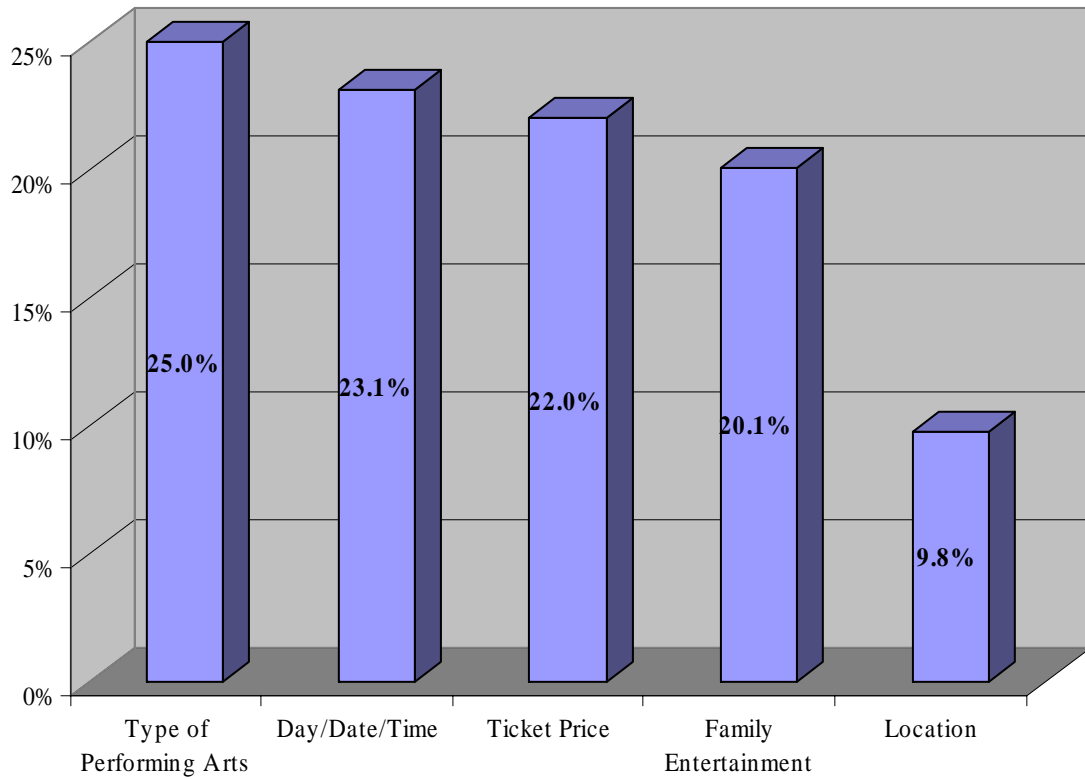


Figure 6. Overall most important factors affecting attendance at performing arts events among visitors to Flint Hills International Children’s Festival, 2007.

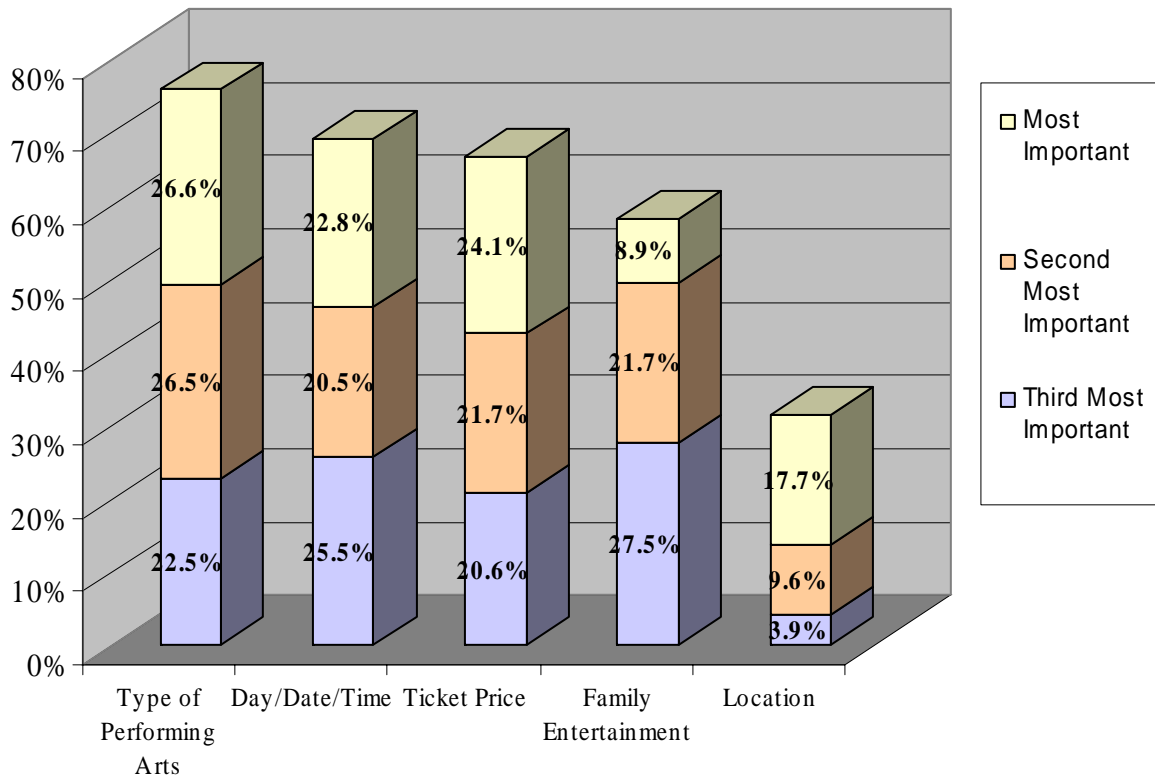


Figure 7. Most important factors (by rank of first, second, third) affecting attendance at performing arts events among attendees at Flint Hills International Children’s Festival, 2007.

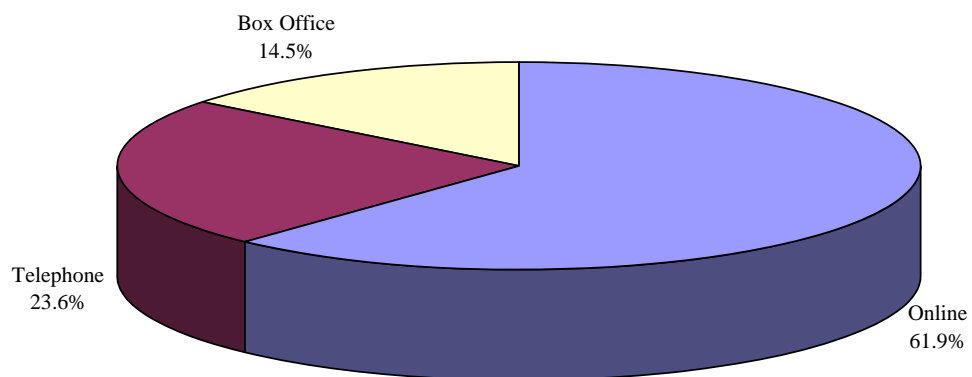


Figure 8. Preferred method of purchasing tickets among visitors to Flint Hills International Children's Festival, 2007 (n = 110).

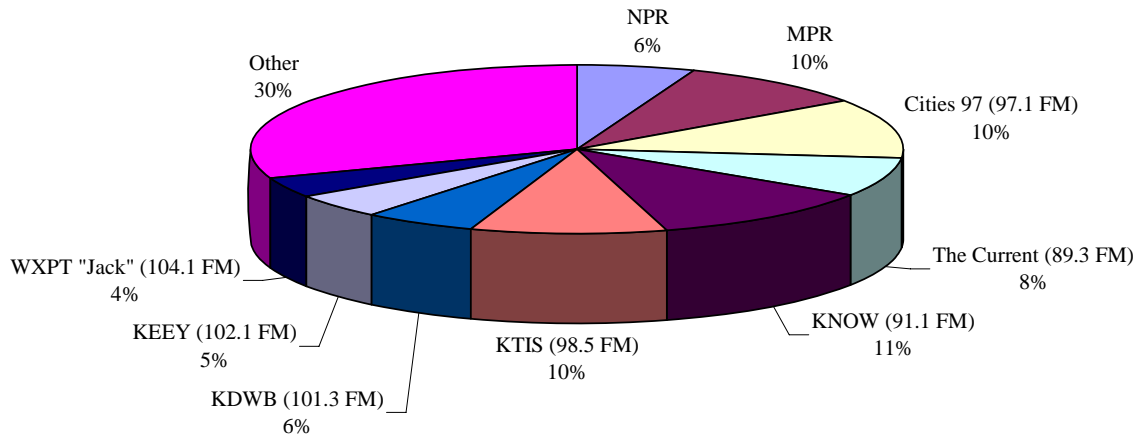


Figure 9. Radio station most frequently listened to among visitors to Flint Hills International Children's Festival, 2007 (n = 105).

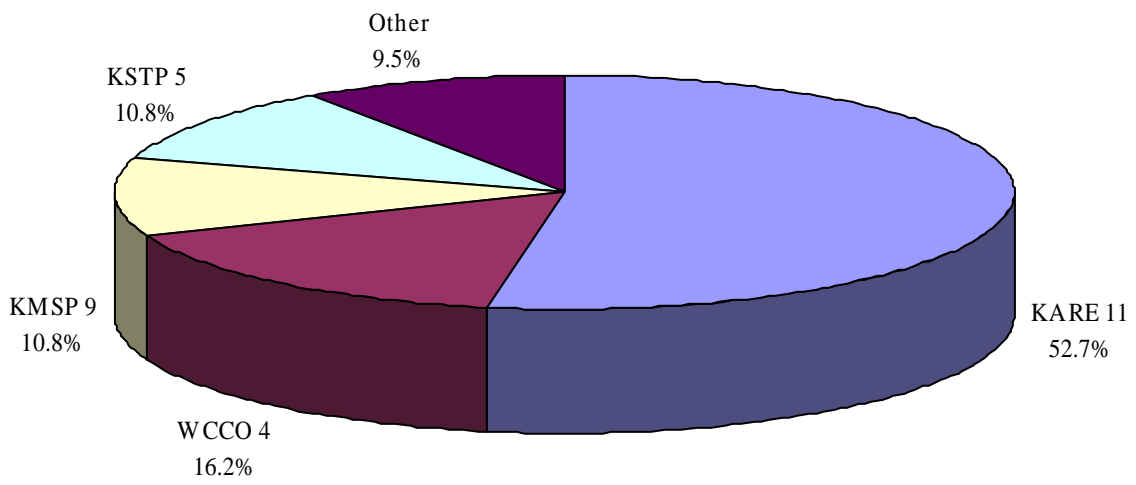


Figure 10. Local TV news stations watched among visitors to Flint Hills International Children's Festival, 2007 (n =74).

APPENDIX C

Answers to Open Ended Responses

4.) If yes, what and when was the last event you attended?

Series of events at last flint hills festival

n/a

don't remember

n/a

n/a

Do jump

Don't remember

n/a

Winter 07

n/a

concert three years ago

Peter Pan 2006

Joshua Bell at SPCO last week

A long time ago

05

Last year's festival

Taj mahal

White Christmas

Do jump

Joshua Bell at SPCO last week

Chinese acrobats

Peter Pan

n/a

Few years ago, Christmas play

Joshua Bell at SPCO last week

Hip hop dance performance, Fall 2006

Schubert club

SPCO may 25

Joshua Bell at SPCO last week

SPCO 5/30

Les miserable

2003

2 years ago

This festival

1990 Dale Warland singers

Few years ago

Various

Edward scissorhands

White Christmas

n/a

n/a

Edward scissorhands

Last year's festival

Last year 2006

5 years ago, can't remember

White Christmas, Chinese dancers

n/a

don't remember

chamber orchestra year ago

spco last week

do jump

planet Ordway series

Edward scissorhands
White Christmas
N/a
Plays, etc
This festival
2006
n/a
Route 14? Canadian Comdey Troupe performing at the festival.
Rent
Chicago
Concert in Fall 06
Family Series with St. Paul Chamber Orchestra
15 years ago
Grapes of Wrath – Opera
Oliver Twist 2005
Concert – Joshua Bell
Can't remember, probably Children's festival last year
Minnesota Opera
An African Choir, May 2006
MN Opera, Marriage of Figaro
St. Paul Chamber Orchestra concert
Edward Scissorhands a few months ago
Planet Ordwary series
MN Opera – April 2007
The previewing of the Flint Hills tape for public TV
Stomp
SPCO concert
St. Paul Chamber Orchestra, Winter 05
SPCO season tickets
In 2004
A play over three years ago
8 years ago
8 years ago
Number 14 performance
A music concert 06
Rent
The marriage of Figaro – May, 2007
On Golden Pond
Chicago
Marriage of Figero in May

5.) What other types of performing arts events have you attended in the last three months and where?

Local events, Chinese dance

Children's theater, Guthrie theater

N/a

None

Community theater

Nothing

n/a

Dancing in the Clouds @ NHLC

Most

n/a

none

May Day Parade

Chanticleer at Fitzgerald theater

n/a

Pantages

Plays at the Guthrie

None

State theater

Spamalot in London

Children's theater, season ticket holder

Figaro, Jeune Lure, Edward Scissorhands, love Janis, CVA opening

MN children's theater, Where is the green shop

Plays, musicals

Guthrie

None

Theaters, concerts

n/a

Musical in St. Cloud by homeschool group

Edward scissorhands, Love Janis

Musica concerts, 1st ave dance at Bryant lake bowl/southern theater

Don juan, Giovanni, at Jeune Lune

n/a

Theater, dance, art exhibits, music performances-jazz, classical, bluegrass

Play at Phipps center in Hudson

n/a

n/a

none

n/a

none

n/a

Live music

Too many to count

n/a

none

breaking dancing at champlin park high school

n/a

state theater – Norah Jones, Jungle theatre

n/a

folk concerts, street festivals

Guthrie

None

n/a

we have a three month old so none

all Ordway

community theater production, lex-ham theater

n/a

n/a

xcel concerts
 #14
 Art a whirl
 n/a
 Rockford, IL, my little pony
 n/a
 none
 lmc, orchestra hall, tjl, plays, music
 n/a
 n/a
 children's theater
 menopause the musical
 plays concerts around town
 comedy clubs, theater
 Guthrie
 n/a
 seussical, children's theater
 n/a
 dance, Madison
 n/a
 Lots of live music shows (MMAA, Turf Club, First Ave, Triple Rock), Garrison Keillor @ The Fitz
 Orchestra
 James Sewell, Guthrie
 Broadway Shows NY
 Temple of Israel – St. Paul Chamber Orchestra concerts
 Guthrie
 Guthrie (in Minneapolis), Broadway – Palace Theater (in New York), and Minnesota Children's Theatre
 Flamenco Zorongo dance school
 Concerts / plays
 Children's Theatre, SteppingStone Theater
 Guthrie, movies (MN Film arts)
 Musical events
 SPCO, Passion Play, Film Festival
 Jungle theatre, CTC
 Plays at the Guthrie
 Children's Theater
 Children's Theater, Minneapolis, local musicians at outdoor venues, dance performance, Southern Theater
 Mpls, Hennipen Ave – a play – forgot the name of it.
 Day of Puppetry
 Children's theater (season six) concerts such as at the state and "all shook up" musical at the state
 History theater, cedar cultural center, varsity theater
 Children theater in MN
 SPCO woodale church, 05/04/07
 Children's theater season tickets
 Children's theater, seussical
 Children's theater Seussical
 Ballet – Stillwater high school
 Inver grove heights H.S. play, Visitations' play
 None
 None
 Symphony in Washington D.C.
 St. Paul Conservatory Students Program/Ordway
 Guthrie, childrens theatre
 Ballet of the dolls, mn
 None
 Children theater
 Park Square Theatre
 None
 No others

6.) What did you enjoy most at this year's festival?

Outdoor activities

n/a

lots of things for kids

everything, kids events

Cyril paul

Kids art projects

The diversity

Do jump

The artists

Dancing, Ordway

Music and arts

Crafts

The dancing in front of Ordway

Performances and crafts

Variety, # of booths

Crafts, the play

Everything so far

n/a

Driving the cart

Everything

M'oud Swing

Outstanding booths for kids to do art

Free music stage

M'oud Swing

All the activities for kids

Ordway stage

Music

Juggling and art project

M'oud Swing

Music, dance, Noisy stories

Music and dancing

Music, sections dance

Do jump

Seeing so many young families with children

Kite fabric art

Music, kites, houses

Food

Everything

Everything

n/a

butterfly tent

art community

n/a

n/a

Dancers

Dancing

Art activities

Music

Dennis warmer

Real butterfly girls

Music and food

Dennis Waner, kite theme

Live performances

Kite, butterfly tent

The variety

All

Butterfly tent

n/a
n/a
n/a
dennis warner
I'm a newcomer, all very interesting as a first timer
n/a
drawing activities
just got here
crafts
all
kids craft
kids crafts
n/a
n/a
Ordway
n/a
outdoor music and performances
n/a
kite emphasis
the art
The performance in the Ordway
Show
Envelopes & Packages
I loved it all
Theater performances
Outdoor Dances & The French Performer
The performing arts groups on the streets
The originality of Velo Theatre
Velo theatre
Number 14
Velo
Everything
"Do Jump" and crafts for kids
Booths
Both of the performances we saw
All inside performances
Performances at Ordway
Heather
The show I attended
The arts and crafts and ethnic food
Do jump and velo theater
The play envelopes & packages, the free activities
Kites, butterflies, making stuff, music
Craft tents, outdoor shows
Do Jump, and dance performances
Street theatre, music stage
Dancing
Music and crafts
The dancers
The dancers
The arts and crafts at the booths
The Landmark decorations were festive
Not the main stage
Just the art we saw, everything else was rained out
The outdoor activities/booths for the kids
Show
Unfortunately, bad weather closed down the festival
The artists
Both shows we attended, especially "Numer 14"

8.) If yes, which ones did you attend?

Do jump, noisy

n/a

n/a

not sure yet

all I can

n/a

Do jump

n/a

n/a

don't know yet

n/a

no time this year, will next

none

Do jump

#14

Do Jump

None

n/a

do jump

M'oud swing

None this year we didn't find out until too late

n/a

Do jump

n/a

n/a

Attended do jump

m'oud swing, Do Jump

Noisy stories

n/a

n/a

Do jump

None, there all sold out and it is almost over

n/a

none this time didn't plan ahead

n/a

do jump

none

velo

haven't decided

n/a

n/a

n/a

none, sorry

spring awakening

n/a

none this year

children are too young to go

n/a

none

none

do jump

#14

n/a

n/a

n/a

n/a

n/a

do jump
noisy stories +3
n/a
n/a
noisy stories, do jump
do jump, noisy stories
noisy stories, do jump
n/a
M'oud swing, noisy stories
n/a
n/a
do jump
Route 14, and the Jumping one
Children's shows
Envelopes, Number 14, Do Jump
Broadway musicals
The French Performer
Velo Theatre
Velo Theatre
Velo theatre
Jump and Number 14
Velo, Jump Up
Moud Swing
Do Jump, Morrocan jazz
Post cards, one dance performance
Number 14 and At Such a Dizzy Height
All except the big show
Do Jump, M'oud Swing
No, but I gave my parents two tickets for the 'mailman' play
The bus # one.
M'oud swing and jump French acrobat show (sorry forgot the name)
Velo, do jump, axis
Envelope & packages
None, can't afford
None
Do Jump
Do Jump
None
The number 14
None
None
n/a
Number 14
Main show and the bus one from Canada
M'oud swing
Axis Theater the #14 and DO JUMP
Circus
M'oud swing
#14
A dizzying Height and Number 14

14.) Which radio station(s) do you listen to most often?

Npr
CNN
KNOW
Ktis
NPR
Cities 97
B96 and Spanish channel
KTIS
KMOJ
89.3 current
92 KQRS
n/a
91.1
KS 95
Wcco
89.3
KDWB
KQRS
97.1/91.1
102 FM, 107.9
Air America
n/a
91.1, 97.1
Air America, UM
KTIS
Mpr
KFAI
Kool 108
Jack
KFAI
Cities 97, NPR
98.5 FM, 1060 am
KBEM
KTIS
KSJN, KTIS
Wlite
93x, 101.3
107.1/KDWB
Kool 108
950 am
Twins games on AM1500
97
Kdwb
Varies
B96, KDWB, K102
104.1
Cities 97, NPR
102.9 or cities 97
91.1, 97.1, 99.5, 89.3
None
94.5
Cities 97, NPR
Cities 97
n/a
varies
102.1
The current, drive 105

102.9
97.1
1500AM
Cities 97
K102
107.1
Public radio
KNOW
n/a
91.1
n/a
107.1 fm
Know
Classical
MPR
91.1
Npr
Christian music
n/a
KTIS
Current
MPR
KNOW
102.9
MPR
98.5
The current / MPR
AM950 – Air America
The Current
KFAI, Current
94.5
KFAI, MPR
MN Public Radio
The Current 89.3 and Cities 97
91.1
MPR
K102
MPR
89.3 current and 91.1 mpr
Mpr, cities 97
Wlite 102.9
KTIS, 900 am
n/a
KNOW
KDWB
104.1, 102.1
KQRS
Cities 97
KTIS
Mpr
Mpr 91.1
99.5 Classic
91.1
NPR, MPR
101.3
Jack FM

15.) Which local TV evening news do you watch?

Channel 4, BBC
n/a
WCCO
Channel 5
WCCO
Kstp
Channel 9
n/a
channel 4
channel 11
channel 11
n/a
Jim Heher
n/a
channel 5
n/a
Kare 11
Kare 11
n/a
channel 0
Don't watch tv
n/a
n/a
None
Channel 11
n/a
Channel 11
NBC
n/a
none
n/a
n/a
No tv
Don't watch tv
n/a
channel 9 or 11
fox 9
kare 11
Fox 9
Channel 9
Channel 11
Kare 11
Channel 11
Varies
Channel 11
Kare 11
None
Kare 11
Kare 11, tpt
None Fox 9
Channel 4
NBC
Channel 9 and 11
Kare 11
Kare 11
Kare 11
Kare 11

Kare 11
Channel 11
Channel 11
Channel 11
Kare 11
None
None
Wcco
None
Wcco
Kare 11
Kare 11
None
Channel 4
No tv
Kare 11
n/a
channel 5
Daily Show and Colbert Report
11
WCCO 4
4
WCCO
N/A
Kare – 11
Fox 9 news
Keith Olberman – MSNBC
Don't watch local tv news
None
11
No TV
None
KARE 11
None
Do not watch any
Channel 4 10pm news
WCCO
Kare 11
None
Kare 11
None
n/a
kare 11
channel 5
kare 11
channel 5
Fox 9
KARE 11
None
Don't watch T.V.
KARE 11
Channel 5
Channel 11
Care 11