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# AGENDA REPORT

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Kelley Kahn

SUBJECT: Informational Report on Art + Soul Festival

DATE: July 3, 2013

City Administrator

Date

Approval

7/10/13

COUNCIL DISTRICT: City-Wide

## RECOMMENDATION

Staff recommends that the City Council accept this preliminary informational report on the 2012 Art + Soul festival.

## ANALYSIS

In scheduling this item, the Rules Committee directed that staff re-package the supplemental report pertaining to the 2012 Art + Soul festival presented at Finance Committee on June 11, 2013 for presentation to the Life Enrichment Committee on July 23, 2013. That prior report is included here as *Attachment A*.

Staff would like to return to the Council in December 2013 with a comprehensive report to include results from the 2013 festival, a four-year analysis, financials and possible approaches for 2014 and beyond. Meanwhile, staff has committed to not spending any money towards the 2014 Art + Soul festival from funds appropriated by Council in the FY 13-15 Policy Budget.

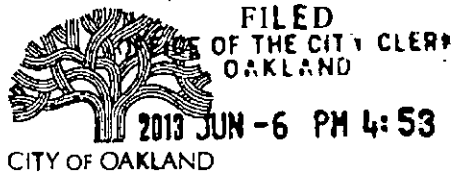
For questions regarding this report, please contact Samee Roberts, Marketing Manager, Department of Economic and Workforce Development at 238-2136.

Respectfully submitted,

Kelley Kahn, Director  
Department of Economic and Workforce  
Development

Prepared by:  
Samee Roberts, Marketing Manager  
Cultural Arts & Marketing

Item: \_\_\_\_\_  
Life Enrichment Committee  
July 23, 2013

**AGENDA REPORT**

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Measure C Hotel Tax, Art + Soul Festival      DATE: June 5, 2013

City Administrator  
Approval

Date

6/6/13

COUNCIL DISTRICT: Citywide

**RECOMMENDATION**

Staff recommends that the City Council accept this supplemental report regarding the 2012 Art & Soul Festival, as it pertains to the informational report presenting the Measure C – Hotel Tax Independent Auditor’s report and budgetary comparison schedule and program status report for the year ended June 30, 2012.

**ANALYSIS**

At its meeting of May 28, 2013, the Finance and Management Committee asked that staff from the City’s Cultural Arts and Marketing division provide a previously prepared report on the 2012 Art + Soul Festival. That information is included with this supplemental staff report.

*Attachment A* is a summary of outcomes and conclusions from the 2012 Art + Soul festival, *Attachment B* shows paid attendance figures from the festival in each of the past four years, and *Attachment C* presents a comprehensive data analysis from a statistical survey of festival attendees in 2012.

Cultural Arts and Marketing staff will also attend the Committee’s June 11, 2013 meeting to present this information, and to address any questions regarding the Art + Soul Festival and the use of Measure C funds.

Respectfully submitted,

Fred Blackwell  
Assistant City Administrator

Item: \_\_\_\_\_  
Finance and Management Committee  
June 11, 2013

Art + Soul Oakland 2012  
August 4 & 5 – Downtown Oakland

Recap of Key Elements:

Attendance

Attendance increased in 2012 – up 11% over 2011 (2,000 additional paid attendees). However still below 2010 10<sup>th</sup> Anniversary and down about 27% overall.

Revenue

Both the 2011 and 2012 festivals fell short of revenue projections, however we had a reserve of \$70K from 2010 which was used to plug the hole. Going forward, we have no reserve and must rely on proceeds generated by the 2013 festival in addition to Measure C allocation (approximately \$100K, roughly 14% of total budget). To that end, we are reducing expenses by paring down the footprint, reconfiguring our hours, and cutting other costs. Our goal is a streamlined budget designed to make the festival more sustainable moving forward.

Visitor Experience

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Every few years, we retain a professional survey company to survey attendees on their experience at the festival. Below is a summary key findings for 2012, which are consistent with the results of surveys done in previous years.

Overall enjoyment of Art & Soul Oakland

Good to Excellent: 93.3%

Provide enthusiastic referrals for Art & Soul Oakland

Likely or very likely: 91.2%

Will be attending next year's 2013 Art & Soul Oakland

Likely or very likely: 90.1%

How safe you feel at Art & Soul Oakland:

Safe to very safe: 93.2%

Expanded Programming

In addition to 50 national recording artists, Bay Area bands and Blues and Gospel showcases on five stages, this year's festival programming was expanded to include some exciting new elements, including:

Late-night dance party with live DJ and Ex'pression College digital art show projected on the façade of City Hall. 1,000 people danced in the plaza until 11:00p on Saturday night.

Curated art show inside City Hall featuring acclaimed East Bay artists.

Oakland Underground Film Festival in Council Chambers.

"Yak to the Bay" Turf Dance competition in the Rotunda Building on Saturday.  
(Produced by the organization that originated Turf Dance at Youth Uprising in East Oakland and has since gone international, featured on ABC's *Nightline*, and other regional and national media.)

#### **Vendors**

Again this year, booth space for food vendors, non-profits and commercial vendors sold out. Artisan vendors were down by 20% however this was largely by design in that we felt a need to "weed out" some duplication to make way for bringing in new vendors over time. A new night market, designed to complement our first-ever evening dance party on Saturday, unfortunately did not garner the heavier foot traffic we had hoped. In a show of good faith, we remitted the participating vendors a partial refund and will offer them improved booth locations for 2013.

#### **Media Impact**

Art + Soul Oakland 2012 continued to generate solid media sponsorships and extensive positive publicity for Oakland.

**Media Sponsorships** - \$ 200,000 worth of in-kind support donated by print, radio and cable television.

**Publicity** - \$800,000 In free publicity (paid advertising equivalent)

Art & Soul - paid attendance

2009	\$10/adult, \$5 youth	23,407	two-day event
2010	\$10/\$5 adv., \$15/\$8 door	25,657	two-day event; includes advance web sales
2011	\$10/\$5 adv., \$15/\$8 door	15,375	two-day event, includes EventBrite advance sales (3456)
2012	\$10/\$5 adv., \$15/\$8 door	17,075	two-day event, includes EventBrite advance sales (3888)

does not include vendor, sponsors or VIP guest tickets



# **RESPONSE DATA SUMMARY REPORT**

of

**C2B Data Metrics**

conducted for

**Jim Maciivaine**

at the

**Oakland Art & Soul**

**August 4 - 5, 2012  
Oakland, CA**

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# **Introduction**

## **Research Objectives**

- to determine socio-demographics of show attendees
- to determine hierarchy of respondents' purchase behavior towards select products and services
- to determine attendance motivators
- to measure effectiveness of select show advertising and promotional activities

## **Methodology**

A questionnaire, comprised of 42 questions was developed and designed by C2B Data Metrics. C2B Data Metrics surveyed show attendees and exhibitors by means of 20 electronic data collection units that were strategically located in the show venue for both days of the show.

The data collection units were mounted on free standing pedestals. Show attendees and exhibitors were attracted to the survey by the chance to win free door prizes. The anonymity of the survey units put the respondents at ease and avoided the bias common to inter-personal interviewing.



## **Sample Margin of Error**

Prior to edits, a total of 1,759 response cycles were recorded over the course of this show. Confidence levels of results to primary questions contained in this report range from plus or minus 3.8 percent to 6.8 percent for consumers. The stated confidence levels (margin of error) means that if the same size sampling was surveyed at this show twenty times, on at least nineteen occasions, results would be within the stated plus or minus percentage from results published in this report.

## **Data Cleansing**

Screening for respondents who had not neared the completion of their visit, abandoned the survey early or who had multiple, patterned, frivolous, or irrational responses resulted in the exclusion of 634 response cycles from the report.

After the described edits, the final results, as presented in the following pages, reflect the actual number of responses for each question. C2B Data Metrics does not attempt to draw any conclusions from the survey. This is left to the discretion of the management of Oakland Art & Soul.

## Visitor Respondent Profile

### Age:

1. Under 21	12.63%
2. 21 – 24 years	9.15%
3. 25 – 26 years	4.75%
4. 27 – 34 years	17.20%
5. 35 – 49 years	25.00%
6. 50 and over	31.27%

### Spouse or Co-Hab Age:

1. 21 – 24 years	7.09%
2. 25 – 26 years	2.82%
3. 27 – 29 years	2.65%
4. 30 – 34 years	6.67%
5. 35 and over	28.12%
5. No Spouse or Co-Hab	52.65%

### Marital Status:

1. Single Male	24.04%
2. Single Female	41.75%
3. Co-Hab	12.15%
4. Married	22.07%

**Homeowner:**

1. Yes	25.11%
2. No	74.89%

**Combined Income:**

1. Under 40K	30.62%
2. 40K - 60K	27.97%
3. 60K - 99K	20.36%
4. 100K - 124K	9.07%
5. 125K - 149K	4.79%
6. 150K Plus	7.19%

**Gender:**

1. Male	38.60%
2. Female	61.40%

## Behaviors and Influencers

**Did you engage in any of the special art projects around the festival Grounds (i.e. art inside City Hall, the Spoke Art gallery, the community mural)?**

- |        |        |
|--------|--------|
| 1. Yes | 41.58% |
| 2. No  | 58.42% |

**Please indicate which day(s) that you are attending Art & Soul Oakland this year?**

- |             |        |
|-------------|--------|
| 1. Saturday | 50.26% |
| 2. Sunday   | 49.74% |

**Prior to arriving today, were you aware of today's line up of artists/ musical groups?**

- |        |        |
|--------|--------|
| 1. Yes | 65.36% |
| 2. No  | 34.64% |

**Do you live in the Bay Area?**

- |        |        |
|--------|--------|
| 1. Yes | 89.52% |
| 2. No  | 10.48% |

**Have you visited the Art & Soul website at artandsouloakland.com?**

1. Yes	61.94%
2. No	38.06%

**Is your visit to Oakland mainly to attend the ART & SOUL festival?**

1. Yes	60.21%
2. No	39.79%

**Are you staying in commercial/ paid accommodation while in the Oakland area?**

1. Yes	12.81%
2. No	87.19%

**How did you travel to ART & SOUL Oakland today?**

1. Private vehicle	47.83%
2. Walked	13.04%
3. Bus	5.22%
4. BART	26.09%
5. Amtrak	0.87%
6. Bike	6.96%

**How much time did you or your children spend in the Family Fun Zone?**

1. None – did not visit	68.82%
2. Less than 30 minutes	6.45%
3. 30 minutes to 1 hour	5.38%
4. 1 to 1.5 hours	3.23%
5. 1.5 to 2 hours	5.38%
6. Over 2 hours	10.75%

**When did you decide to attend the 2012 ART & SOUL Oakland?**

1. Today	35.56%
2. Yesterday	18.89%
3. Past week	14.44%
4. More than one week ago	21.11%
5. At last year's festival	10.00%

**Did you purchase any food or beverages at a festival concession today?**

1. Yes	62.22%
2. Yes, and I also brought food and beverages with me	5.56%
3. No	27.78%
4. No, but I brought food and beverages with me	4.44%

**Please rate your overall enjoyment of Art & Soul Oakland?**

1. 1 - Poor	5.56%
2. 2	1.11%
3. 3	17.78%
4. 4	34.44%
5. 5 - Excellent	41.11%

**In a typical week, about how much \$ do you spend on entertainment for yourself, family and friends?**

1. \$25 or less	35.56%
2. \$26 - \$100	37.78%
3. \$101 - \$200	16.67%
4. \$201 - \$500	2.22%
5. Over \$500	7.78%

**Which, if any, of these reasons caused you to attend today?**

1. Weather	9.42%
2. Sounded interesting	15.22%
3. Always attend	18.12%
4. Love the music	20.29%
5. Specific interest in a performance	12.32%
6. With friend/ family	24.64%

**Who are you here with at the Festival today?**

1. Husband/Wife	10.20%
2. Domestic Partner	6.12%
3. Son(s)/Daughter(s)	9.18%
4. Father(s)/Mother(s)	10.20%
5. Other family relatives	22.45%
6. Boyfriend/girlfriend	10.20%
7. Other friend(s)	23.47%
8. Organized group	8.16%

**Who made the decision to come to Art & Soul Oakland today?**

1. I did	58.75%
2. Another person in my party	17.50%
3. Group decision	20.00%
4. Uncertain/ can't recall	3.75%

**Which, if any, of these newspapers do you read on a regular basis?**

1. San Francisco	31.18%
2. Oakland Tribune	31.18%
3. East Bay Express	18.28%
4. Contra Costa Times	5.38%
5. SJ Mercury News	8.60%
6. Montclairion	2.15%
7. SF Bay Guardian	3.23%

**Which of these radio station do you listen to on a regular basis?**

1. KFOG - FM	16.88%
2. KBLX - FM	66.23%
3. KCBS - AM	6.49%
4. KGO - AM	10.39%



**Which of these broadcast TV stations do you regularly turn to for the news?**

1. KTVU	36.75%
2. NBC Bay Area	22.22%
3. KRON	11.97%
4. CBS 6	9.40%
5. KGO	5.98%
6. KQED	13.68%

**How many people are with you at this event?**

1. I'm alone	21.39%
2. One	20.57%
3. Two	24.00%
4. Three	11.76%
5. Four	9.06%
6. Five or more	13.22%

**What is the highest level of education that you have completed?**

1. High School or less	16.73%
2. Some College or vocational	27.96%
3. College or vocational graduate	20.51%
4. Some university	6.33%
5. University graduate	15.31%
6. Post graduate study	13.16%

**Please rate from 1 to 5 the quality of the event experience offered at today's Art & Soul Oakland compared to other fairs or festivals that you have attended?**

1. 1 - Very low	2.37%
2. 2	4.44%
3. 3	20.33%
4. 4	31.99%
5. 5 - Very high	40.87%

**How many nights are you staying over during this event?**

1. None	71.03%
2. One night	9.55%
3. Two nights	5.19%
4. Three or more nights	14.23%

**Including this year, how many years have you attended Art & Soul Oakland?**

1. First year ever	39.23%
2. Last two years	18.73%
3. Last three to five years	21.96%
4. Last six to ten years	11.03%
5. All 12 years	9.05%

**Please rate from 1 to 5 how safe you feel at Art & Soul Oakland?**

1. 1 – Unsafe	3.44%
2. 2	3.33%
3. 3	16.88%
4. 4	24.06%
5. 5 – Safe	52.29%

**Which best describes your ethnic background?**

1. Black/ African American	60.18%
2. Asian/ Pacific Islander	7.08%
3. Hispanic or Latino	8.85%
4. White/ Caucasian	18.58%
5. Native/ American Indian	0.88%
6. Other	4.42%

**What is your employment status?**

1. Employed	50.00%
2. Self-employed	13.04%
3. Retired	5.43%
4. Unemployed or homemaker	7.61%
5. Student	19.57%
6. None of above	4.35%

**On average, how many hours per week do you spend on the internet?**

1. Less than 1 hour	17.58%
2. 1 to 5 hours	32.97%
3. 6 to 11 hours	20.88%
4. 11 to 25 hours	19.78%
5. Over 25 hours	8.79%

**How likely are you to provide enthusiastic referrals for Art & Soul Oakland?**

1. Very likely	58.24%
2. Likely	32.97%
3. Unlikely	4.40%
4. Very unlikely	4.39%

**Will you be attending next year's 2013 Art & Soul Oakland?**

1. Very likely	64.84%
2. Likely	25.27%
3. Unlikely	4.40%
4. Very unlikely	5.49%

**How likely are you to take part in a promotion linked to Art & Soul Oakland?**

1. Very likely	39.56%
2. Likely	30.77%
3. Unlikely	19.78%
4. Very unlikely	9.89%

**Which, if any, ADVERTISING for Art & Soul did you see/hear prior to today?**

1. KFOG	4.15%
2. KBLX	10.07%
3. Comcast Cable	3.65%
4. artandsouloakland.com	7.38%
5. Facebook	14.26%
6. Twitter	3.40%
7. Other radio	4.06%
8. Other web sites	3.94%
9. Outdoor billboard	6.55%
10. Street Banners	7.21%
11. Postcard	2.65%
12. Poster	5.14%
13. SF Chronicle	3.90%
14. Tribune	4.23%
15. East Bay Express	6.38%
16. Montclairion	1.24%
17. Email	4.10%
18. Website	7.67%

**Which, if any, of these events or attractions have you been to in the past year?**

1. Live theater	7.87%
2. Symphony	2.42%
3. Concerts	10.17%
4. Theme parks	5.14%
5. Movies	15.56%
6. Casinos	4.54%
7. Fairs/Festivals	9.36%
8. Oakland Museum	8.13%
9. Oakland Zoo	7.38%
10. Chabot Space & Science Center	3.99%
11. African American Museum & Library	3.75%
12. Children's Fairyland	5.16%
13. Oakland East Bay Symphony	1.72%

14. Dia De Los Muertos	1.82%
15. Holiday Parade	3.23%
16. Black Cowboy Parade	3.08%
17. Chinatown Streetfest	3.94%
18. Oakland Marathon	2.74%

### What types of music do you enjoy listening to?

1. Big Band	3.34%
2. Bluegrass	2.04%
3. Classical	2.78%
4. Country	2.23%
5. Creative/New Music	2.78%
6. Dance music	6.68%
7. Folk	1.86%
8. Gospel	7.05%
9. Heavy Metal	1.67%
10. Hip Hop	10.20%
11. Jazz	7.79%
12. Light/Soft Jazz	4.08%
13. New Age	1.86%
14. Opera	1.30%
15. R&B	12.62%
16. Rap	7.98%
17. Rock	5.94%
18. Soul	11.50%
19. Techno/Trance	2.23%
20. Top 40	4.08%

### How much money do you estimate that you will personally spend during your stay in Oakland?

1. Less than \$25	26.97%
2. \$25 - \$50	26.97%
3. \$51 - \$100	11.24%

C2B Data Metrics Response Data  
Oakland Art & Soul  
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4. \$101 - \$250	4.49%
5. \$251 - \$500	10.11%
6. \$501 - \$1000	5.62%
7. \$1001 - \$2000	2.25%
8. \$2001 - \$3000	6.74%
9. Over \$3000	5.62%

**About how much in total will you personally spend on art, jewelry, clothing food, beverage, and merchandise here at the festival?**

1. \$0 - \$5	20.69%
2. \$5 - \$10	8.05%
3. \$11 - \$20	9.20%
4. \$21 - \$30	8.05%
5. \$31 - \$50	18.39%
6. \$51 - \$75	8.05%
7. \$76 - \$100	16.09%
8. Over \$100	11.49%

## Respondents' Zip Codes & Cities Lived In

Zip Code	# of Respondents	City	Zip Code	# of Respondents	City
90016	1	Los Angeles	94109	1	San Francisco
90210	1	Beverly Hills	94110	6	San Francisco
90293	1	Playa Del Rey	94111	1	San Francisco
90302	1	Inglewood	94115	4	San Francisco
90746	1	Carson	94116	3	San Francisco
91301	1	Agoura Hills	94117	6	San Francisco
91367	1	Woodland Hills	94118	3	San Francisco
91709	1	Chino Hills	94121	1	San Francisco
91789	1	Walnut	94122	1	San Francisco
91790	1	West Covina	94123	1	San Francisco
92557	1	Moreno Valley	94124	14	San Francisco
92592	3	Temecula	94131	2	San Francisco
93030	2	Oxnard	94132	4	San Francisco
93109	1	Santa Barbara	94133	2	San Francisco
93441	1	Los Olives	94134	2	San Francisco
93535	1	Lake Los Angeles	94206	1	Sacramento
93608	2	Cantua Creek	94401	3	San Mateo
93722	1	Fresno	94403	1	San Mateo
93906	2	Salinas	94501	25	Alameda
94010	1	Burlingame	94502	1	Alameda
94014	3	Daly City	94509	5	Antioch
94015	6	Daly City	94510	2	Benicia
94022	1	Los Altos	94513	2	Brentwood
94025	3	Menlo Park	94518	1	Concord
94042	1	Mountain View	94520	2	Concord
94044	1	Pacifica	94521	3	Concord
94061	2	Redwood City	94523	2	Concord
94062	1	Redwood City	94526	2	Danville
94065	2	Redwood City	94530	6	El Cerrito
94080	4	South San Francisco	94531	7	Antioch
94085	1	Sunnyvale	94533	5	Fairfield
94103	3	San Francisco	94534	5	Fairfield
94104	1	San Francisco	94536	5	Fremont
94105	1	San Francisco	94538	2	Fremont
94108	1	San Francisco	94541	18	Hayward



C2B Data Metrics Response Data  
 Oakland Art & Soul  
 August 4 - 5, 2012

Zip Code	# of Respondents	City	Zip Code	# of Respondents	City
94542	1	Hayward	94601	47	Oakland
94544	17	Hayward	94602	51	Oakland
94545	5	Hayward	94603	31	Oakland
94546	9	Castro Valley	94604	1	Oakland
94547	7	Hercules	94605	68	Oakland
94550	1	Livermore	94606	51	Oakland
94551	2	Livermore	94607	63	Oakland
94552	3	Castro Valley	94608	31	Emeryville
94553	4	Martinez	94609	37	Oakland
94555	1	Fremont	94610	40	Oakland
94556	1	Moraga	94611	25	Oakland
94558	1	Napa	94612	52	Oakland
94560	1	Newark	94613	1	Oakland
94561	4	Oakley	94618	15	Oakland
94562	1	Oakville	94619	30	Oakland
94563	1	Orinda	94621	44	Oakland
94564	3	Pinole	94623	2	Oakland
94565	11	Bay Point	94662	1	Emeryville
94567	1	Pope Valley	94702	12	Berkeley
94568	5	Dublin	94703	15	Berkeley
94571	1	Rio Vista	94704	6	Berkeley
94572	2	Rodeo	94706	4	Albany
94577	17	San Leandro	94707	2	Berkeley
94578	19	San Leandro	94708	1	Berkeley
94579	3	San Leandro	94709	3	Berkeley
94580	6	San Lorenzo	94710	6	Albany
94583	1	San Ramon	94801	11	Richmond
94585	4	Fairfield	94803	10	El Sobrante
94587	6	Union City	94804	19	Richmond
94588	1	Pleasanton	94805	7	Richmond
94589	2	American Canyon	94806	12	Richmond
94590	9	Vallejo	94903	2	San Rafael
94591	14	Vallejo	94928	1	Cotati
94596	4	Lafayette	94941	1	Mill Valley
94597	1	Walnut Creek	94947	2	Novato

C2B Data Metrics Response Data  
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Zip Code	# of Respondents	City	Zip Code	# of Respondents	City
94949	1	Novato	95831	1	Sacramento
95035	3	Milpitas	95832	1	Sacramento
95076	1	Watsonville	95993	1	Yuba City
95111	1	San Jose	96002	1	Redding
95112	1	San Jose			
95118	1	San Jose			
95123	2	San Jose			
95126	2	San Jose			
95206	3	Stockton			
95207	2	Stockton			
95209	2	Stockton			
95210	1	Stockton			
95330	1	Lathrop			
95350	3	Modesto			
95351	1	Modesto			
95356	2	Modesto			
95376	3	Tracy			
95391	2	Tracy			
95442	1	Glen Ellen			
95492	1	Windsor			
95608	1	Carmichael			
95609	1	Carmichael			
95616	2	Davis			
95625	1	Elmira			
95630	1	Folsom			
95670	1	Gold River			
95678	1	Roseville			
95687	2	Vacaville			
95757	1	Elk Grove			
95758	1	Elk Grove			
95817	2	Sacramento			
95822	2	Sacramento			
95823	2	Sacramento			
95824	1	Sacramento			
95828	2	Sacramento			

## Event Questionnaire

The following questions were used to develop the Response Data Summary Report created for the Oakland Art & Soul:

• **What is your age range?**

- Under 21
- 21 – 24
- 25 – 26
- 27 – 34
- 35 – 49
- 50 and over

• **What is your Spouse or Co-Hab's Age?**

- 21 – 24
- 25 – 26
- 27 – 29
- 30 – 34
- 35 and over
- No Spouse or Co-Hab

• **Marital Status?**

- Single Male
- Single Female
- Co-Hab
- Married

• **Are you a Homeowner?**

- Yes
- No

• **Combined Household Income?**

- Under 40K
- 40K – 60K
- 60K – 99K
- 100K – 124K

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125K – 149K  
150K Plus

• What is your gender?

Male  
Female

• Did you engage in any of the special art projects around the festival grounds (i.e. art inside City Hall, the Spoke Art gallery, the community mural)?

Yes  
No

• Please indicate which day(s) that you are attending Art & Soul Oakland this year?

Saturday  
Sunday

• Prior to arriving today, were you aware of today's line up of artists/musical groups?

Yes  
No

• Do you live in the Bay Area?

Yes  
No

• Have you visited the ART & SOUL website at [artandsouloakland.com](http://artandsouloakland.com)?

Yes  
No

• Is your visit to Oakland mainly to attend the ART & SOUL festival?

Yes  
No

• Are you staying in commercial/paid accommodation while in the Oakland area?

Yes  
No

• **How did you travel to ART & SOUL Oakland today?**

Private vehicle

Walked

Bus

BART

Amtrak

Bike

• **How much time did you or your children spend in the Family Fun Zone?**

None-did not visit

Less than 30 minutes

30 minutes to 1 hour

1 to 1.5 hours

1.5 to 2 hours

Over 2 hours

• **When did you decide to attend the 2012 ART & SOUL Oakland?**

Today

Yesterday

Past week

More than one week ago

At last year's festival

• **Did you purchase any food or beverages at a festival concession today?**

Yes

Yes, and I also brought food and beverages with me

No

No, but I brought food and beverages with me

• **Please rate from 1 to 5 your OVERALL ENJOYMENT of Art & Soul Oakland?**

1 - Poor

2

3

4

5 - Excellent

• In a typical week, about how much \$ do you spend on entertainment for yourself, family and friends?

- \$25 or less
- \$26 - \$100
- \$101 - \$200
- \$201 - \$500
- Over \$500

• Which, if any, of these REASONS caused you to attend today?

- Weather
- Sounded interesting
- Always attend
- Love the music
- Specific interest in a performance
- With friend/family

• Who are you with here at the Festival today?

- Husband/Wife
- Domestic Partner
- Son(s)/Daughter(s)
- Father(s)/Mother(s)
- Other family/relatives
- Boyfriend/girlfriend
- Other friend(s)
- Organized group

• Who made the decision to come to Art & Soul Oakland today?

- I did
- Another person in my party
- Group decision
- Uncertain/can't recall

• Which, if any, of these NEWSPAPERS do you read on a regular basis?

- San Francisco
- Oakland Tribune
- East Bay Express
- Contra Costa Times
- SJ Mercury News
- Montclairion

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8. How do you rate the quality of the Oakland Art & Soul festival compared to other fairs or festivals that you have attended?

- 1 - Very low
- 2
- 3
- 4
- 5 - Very high

SF Bay Guardian

- Which of these RADIO STATIONS do you listen to on a regular basis?

KFOG - FM  
KBLX - FM  
KCBS - AM  
KGO - AM

- Which of these broadcast TV Stations do you regularly turn to for the news?

KTVU  
NBC Bay Area  
KRON  
CBS 5  
KGO  
KQED

- How many people are with you at this event?

I'm alone  
One  
Two  
Three  
Four  
Five or more

- What is the highest level of education that you have completed?

High School or less  
Some college or vocational  
College or vocational graduate  
Some university  
University graduate  
Post graduate study

- Please rate from 1 to 5 the quality of the event experience offered at today's Art & Soul Oakland compared to other fairs or festivals that you have attended?

1 - Very low  
2  
3  
4  
5 - Very high

• How many nights are you staying over during this visit?

- None
- One night
- Two nights
- Three or more nights

• Including this year, how many years have you attended Art & Soul Oakland?

- First year ever
- Last two years
- Last three to five years
- Last six to ten years
- All 12 years

• Please rate from 1 to 5 how safe you feel at Art & Soul Oakland?

- 1 - Unsafe
- 2
- 3
- 4
- 5 - Safe

• Which, if any, **ADVERTISING** for **ART & SOUL** did you **SEE/HEAR** prior to today?

- KFOG
- KBLX
- Comcast cable
- Artandsouloakland.com
- Facebook
- Twitter
- Other radio
- Other web sites
- Outdoor billboard
- Street banners
- Postcard
- Poster
- SF Chronicle
- Tribune
- East Bay Express
- Montclairion
- Email
- Website



• Which, if any, of these events or attractions have you been to in the past year?

- Live theater
- Symphony
- Concerts
- Theme parks
- Movies
- Casinos
- Fairs/Festivals
- Oakland Museum
- Oakland Zoo
- Chabot Space & Science Center
- African American Museum & Library
- Children's Fairyland
- Oakland East Bay Symphony
- Dia De los Muertos
- Holiday Parade
- Black Cowboy Parade
- Chinatown Streetfest
- Oakland Marathon

• Which best describes your ethnic background?

- Black/African American
- Asian/Pacific Islander
- Hispanic or Latino
- White/Caucasian
- Native/American Indian
- Other

• What is your employment status?

- Employed
- Self-employed
- Retired
- Unemployed or homemaker
- Student
- None of above

• On average, how many hours per week do you spend on the internet?

- Less than 1 hour
- 1 to 5 hours
- 6 to 11 hours

11 to 25 hours  
Over 25 hours

- How likely are you to provide enthusiastic referrals for Art & Soul Oakland?

Very likely  
Likely  
Unlikely  
Very unlikely

- Will you be attending next year's 2013 ART & SOUL Oakland?

Very likely  
Likely  
Unlikely  
Very unlikely

- How likely are you to take part in a promotion linked to ART & SOUL Oakland?

Very likely  
Likely  
Unlikely  
Very unlikely

- What types of music do you enjoy listening to?

Big Band  
Bluegrass  
Classical  
Country  
Creative/New music  
Dance music  
Folk  
Gospel  
Heavy Metal  
Hip Hop  
Jazz  
Light/Soft Jazz  
New age  
Opera  
R&B  
Rap  
Rock  
Soul  
Techno/Trance  
Top 40

**• How much money do you estimate that you will personally spend during your stay in the Oakland area?**

Less than \$25

\$25 - \$50

\$51 - \$100

\$101 - \$250

\$251 - \$500

\$501 - \$1000

\$1001 - \$2000

\$2001 - \$3000

Over \$3000

**• About how much in total will you personally spend on art, jewelry, clothing, food, beverage, and merchandise here at the festival today?**

\$0 - \$5

\$5 - \$10

\$11 - \$20

\$21 - \$30

\$31 - \$50

\$51 - \$75

\$76 - \$100

Over \$100