

Wizard of Oz Visitor Survey Results - 88 surveys returned

Age: Under 18: 3% 19-24: 5% 25-35: 11% 36-45: 3% 46-60: 25% 61 plus: 18%

Where did you hear about us: TV: 2% Radio: 34% Newspaper: 24% Social Media: 31%
Brochure: 22% Placemat: 3% Other: (friends, family): 32%

Miles traveled: 1-25: 43% 26-50: 14% 51-75: 15% 76-100: 16% 100 plus: 16%

Out of state: Utah, Arizona, Massachusetts, Maine, Wisconsin, Minnesota, Ohio, Illinois, Indiana, New York, North Carolina

Money spent in community: \$1 - \$25: 31% \$26-\$50: 22% \$51-\$75: 24% \$76-\$100: 8% \$101-\$150: 5% \$150 +: 2%

Money spent where: Restaurants: 47% Fuel: 29% Groceries: 7% Pharmaceutical: 1% New Vehicle: 2% Gift Shops: 22%
Antique Shops: 22% Hotel / Motel: 14% Agriculture: 15% Recreation: 5% Other: 10%

Downtown review (customer service, volunteer service, downtown beautification): 32 % positive 1% not positive

Number of people in party: 1: 9% 2-4: 59% 5-7: 24% 7+: 5%

Number of children: 1: 17% 2-4: 26% No children: 1%

Will you attend next year: Maybe: 20% Yes: 70% No: 1%

Did you attend last year: Yes: 24% No: 52% - new visitors

Favorite part of festival: Movie: 33% Contests: 11% Vendors: 54% Stage entertainment: 21% (included contests in some results) Travel Trailers: 26% Kids and Characters Lunches: 24% Official Characters and Celebrity Guests: 57%

Suggestions: Many stores were not open during, before or following festival hours – have shops remain open – this was the only real complaint we received; color brick street yellow; benches available for patron seating along festival route; more craft vendors; more art related vendors; music during event – speakers on Main Street; sell Ionia postcards; continue festival – do not end festival; more advertising / marketing statewide; great job on festival events and activities; add parade to line-up.

Most talked about: Official Oz Characters and Celebrity Guests.