

Maplewoodstock Attendee Survey

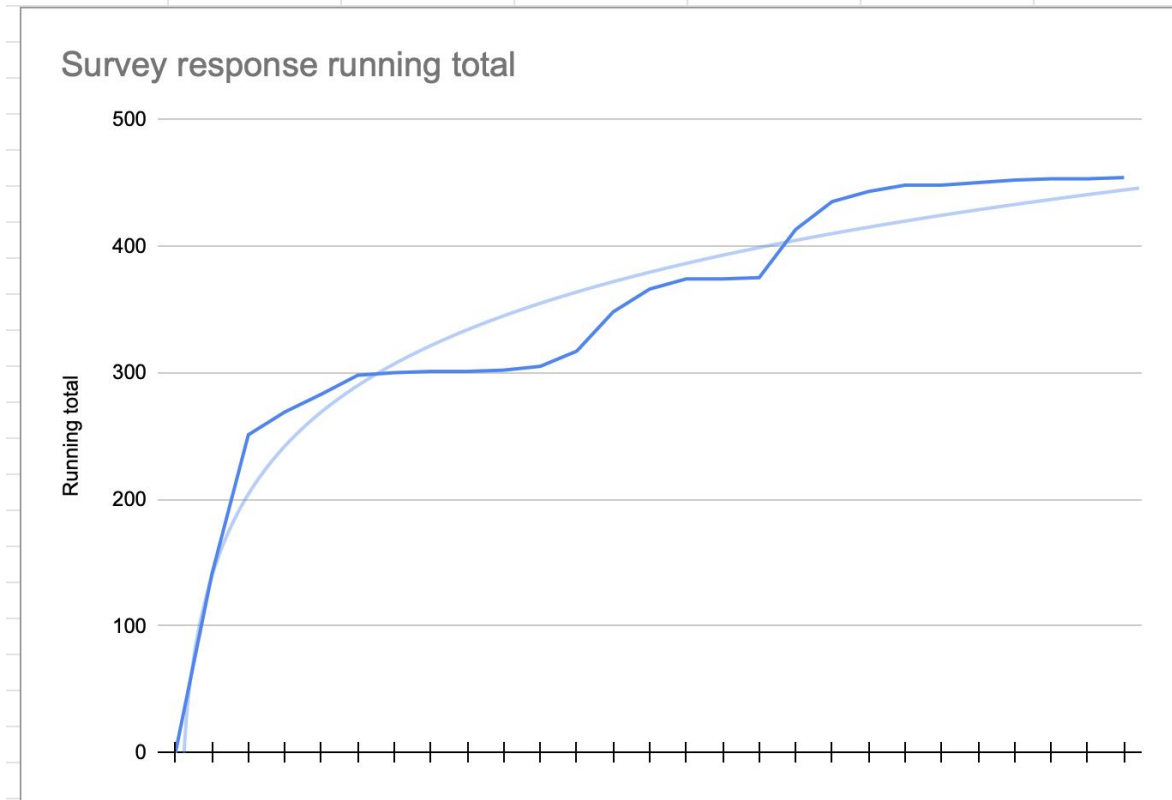
Preliminary Results
May 11, 2021, by Jim and Susan

For internal Maplewoodstock purposes only; not for public distribution

The Survey

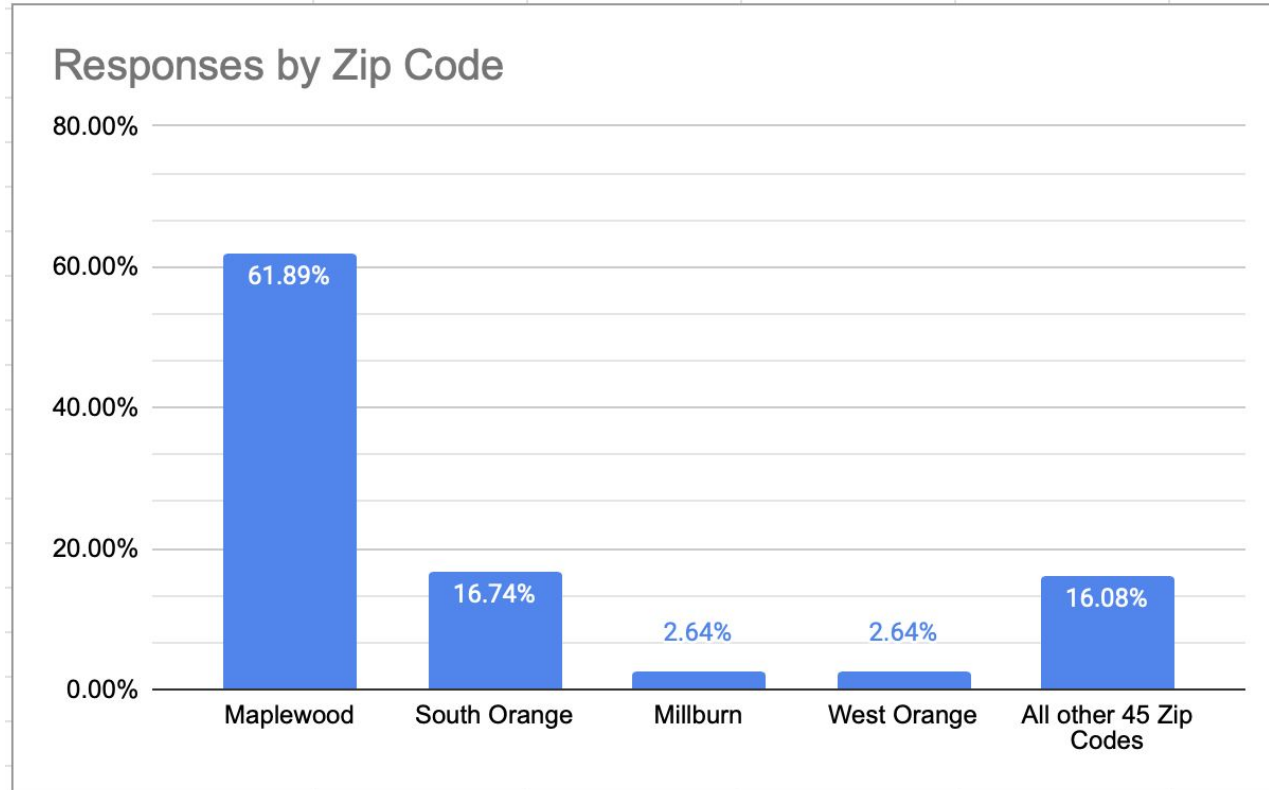
- 9 questions, but 28 data points
- No questions required, so some left blank
- All info is “self reported” - aka “honor system”
- No data validation; so some data cleanup was required:
 - “3 hours” changed to “3”
 - “About \$50” changed to “\$50”
 - “Zero” and “O” were changed to “0” (zero)
 - “All weekend” was changed to “19” (hours)
 - “Every year” was changed to “16” (years)
 - etc.
- Launched Wed, April 14, 2021; closed, Sat, May 9, 2021 (26 days)
- 454 responses

Survey response trends



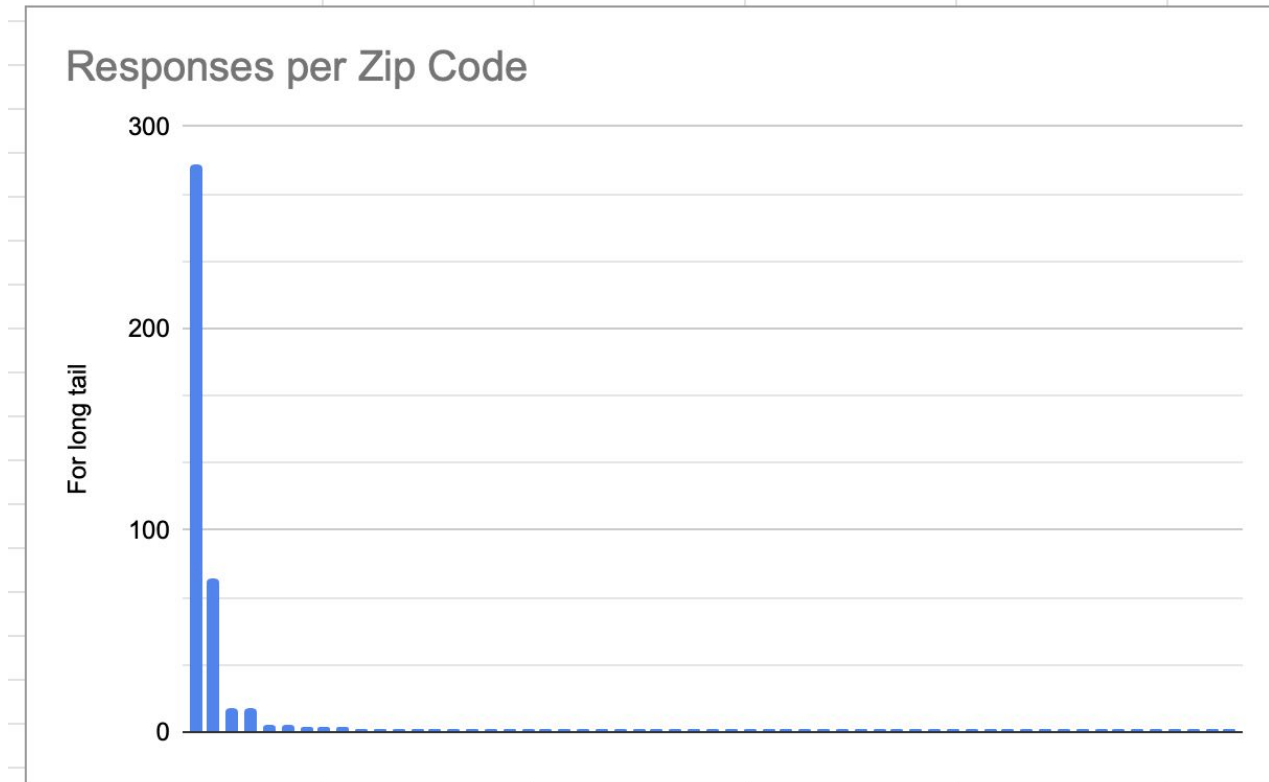
- Dark jagged line represents actual responses per day
- Lighter smooth line is the “trend line”
- Most people interested in participating in the survey did so early.

Zip Codes



- Maplewood, South Orange, Millburn, and West Orange constitute 82.93% of the total.
- All other 45 Zip Codes had only 1-4 responses each (mostly 1).
- Note: this may not equate exactly with attendance; these are those who responded.

Zip Codes long tail



- Maplewood, South Orange, Millburn, and West Orange constitute 82.93% of the total.
- All other 45 Zip Codes had only 1-3 responses each (mostly 1).
- Note: this may not equate exactly with attendance; these are those who responded.

Demographics

How many years have you lived at that Zip Code?

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|-------------|------------------------|---------------------------|--------|----------|
| 14.65 years | 13 years | 20 years | 1 year | 60 years |

How many years have you attended Maplewoodstock?

| Ave | Median | Mode | Min | Max |
|------------|---------|----------|---------|----------|
| 7.69 years | 7 years | 10 years | 0 years | 16 years |

Fandom

What kind of attendee are you? (1 = never attended; 9 = always attend)

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|------|------------------------|---------------------------|-----|-----|
| 7.09 | 8 | 9 | 1 | 9 |

How many total hours did you attend the last time?

| Ave | Median | Mode | Min | Max |
|------------|---------|---------|-----|------|
| 7.25 hours | 6 hours | 4 hours | 1 | 40 * |

* Since we have 19 hours of programming, this must be a vendor or volunteer.

Satisfaction

How likely are you to recommend the Festival to your friends? (1 = don't go; 9 = you must go)

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|------|------------------------|---------------------------|-----|-----|
| 8.40 | 9 | 9 | 1 | 9 |

Comments of the dissatisfied

Rated 1: Be prepared for problems with crowd control. There's no police auxiliary any longer.

(This same person -- who has lived in SOMA for ~20 years and only attended 4 times -- also wrote elsewhere in the survey: I miss the old Maplewoodstock, the Dad and Mom bands, the really local bands, the High School bands. Haven't been in years. Im willing to guess this year will include an overabundance of wokeness. Good luck.)

Rated 5: Book Superchunk!!!

Rated 5: More variety of music, less jam band/old people music.

Rated 6: I wish I had more info on it, I feel like the 21-30 population is not advertised or marketed to un regards to vendors, offers, ect. Huge market that would spend more money for a festival.

Rated 6: Festival layout: need to provide more space for seating, and/or perhaps provide chairs, etc.

Rated 6: Eliminate canopies

Rated 6: Any way you can manage people who put down blankets to claim space and then don't show for most of events

Quality and variety

Music acts

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|------|------------------------|---------------------------|-----|-----|
| 7.86 | 8 | 9 | 3 | 9 |

- Keep hiring local acts
- Would (you) consider a talent contest between acts?
- Would love more folk and bluegrass
- The headliners are often a 10
- Would be great if more jazz artists playing; far too much traditional, simple repetitive hard rock.
- Too much reggae/jangly folk.
- More diversity; less Dad bands.

Quality and variety

Arts vendors

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|------|------------------------|---------------------------|-----|-----|
| 7.01 | 7 | 7 | 2 | 9 |

- Reach out to community more for more interesting ideas for arts, kids activities and music.
- I like having community related booths there too.
- Would be great if the quality of art vendors were higher. I'd be more inclined to shop them if they had better, more interesting stuff.

Quality and variety

Food vendors

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|------|------------------------|---------------------------|-----|-----|
| 7.44 | 8 | 7 | 2 | 9 |

- Would love more beer options. And a taco truck! But food was awesome.
- With such limited space it was hard to gauge how many food vendors there were and what was being offered.
- Lobster Rolls from Freeman's were excellent. Beer tent was fantastic.
- Healthier food options would be terrific!
- Feel like some of the food vendors are redundant --- would like to see more expanded options.
- Please find a new beer source
- It seems offers the same food
- Beer garden offset from but closer to the stage would be cool.
- Better food with vegan/salad choices
- More dessert/coffee vendor options would be awesome.

Quality and variety

KidsZone

| Ave | Median (middle number) | Mode (most common number) | Min | Max |
|------|------------------------|---------------------------|-----|-----|
| 6.77 | 7 | 7 | 1 | 9 |

- Reach out to community more for more interesting ideas for arts, kids activities and music.
- Bounce houses for kids in direct sun on a really hot day was not great.
- Would love to see more engaging things for kids. The vendor that's there every year with the expensive "everyone wins" junk could be replaced by some real carnival type games that actually require some effort
- It would be great for the kids zone to feel like less of a commercial carnival. Would love outposts from local vendors/gyms/ etc. the ppl who run all the blow ups aren't great with little kids.
- Please stop them from selling silly string. You can still see it stuck to the sidewalks months later.
- Would be good to find a better kids vendor. Staff is lousy.

Spending (preliminary)

- Average is around \$88 spend over the weekend.
- Some people spend NO money:
 - They bring food from home.
 - They have no youngsters in their care for the KidsZone.
 - They might only swing by for 2-3 hours to catch their favorite bands and/or then retreat from the sun and heat.
- One person reported spending \$550.
- **Jim and Susan need to do more analysis on this.**

Other comments, feedback, suggestions, etc. (part 1)

- I am SO glad you are doing this in the fall this year. I wish it was always in the fall. The single worst thing about Maplewoodstock every time I've been is the heat and relentless sun. I wish there were a way to erect a huge sail covering a large portion of the audience area to provide shade.
- For years I've been saying it needs to be moved to bigger part of park, although you'd lose the amphitheater feel. It has just gotten too crowded and competitive for me. Has really reduced the amount of time we spend. Also, please ban drones ... flying over maplewood stock have not been professional.
- We moved to Florida 3 years ago but we time our annual return to coincide with Maplewoodstock.
- Need more seating. Hard to get a good spot to sit and enjoy the music.
- More restrooms and better in the fall normally way too hot
- Add a farmers market
- If it gets bigger move to the other side
- Expand beyond committee's comfort zone in terms of interesting arts, kids activities and music. Actual art instead of crafts. Innovative kids programs for a short amount of time, rather than kids vendors that are there all day. Electronic music, hip hop, dance performances, spoken word, etc outside of guitar rock, r&b, and world music.
- Focus less on commercial aspects

Other comments, feedback, suggestions, etc. (part 2)

- Keep the canopy policy
- Legal weed smoking area
- You should not allow canopies it becomes obscene
- You may want to contact the local Contra dance community for local bands and dance callers.
- Better bathrooms would be great, if possible.
- Buy an eco-friendly Maplewoodstock cup and get discounted beer or other drinks. (Family friendly, very spread out, tented beer garden off to the side of the stage so can see the stage but also not block anyone in the crowd. Avoid bounce houses in direct sun on hot days. Hand sanitizing stations this year.
- Just make sure it can take place being socially distanced
- Hard to imagine being around that many people in such cramped space now. Go virtual like everything else?
- Wish there was some type of lottery drawing for the canopy versus waking up at 4am. Or like a first come first serve reserve your spot based on a map. We would be happy to pay up to \$100/day to have a canopy and be adjacent to a canopy with friends.
- Festival layout: need to provide more space for seating, and/or perhaps provide chairs, etc.
- I wouldn't attend with mandatory masking. It'll kind of ruin it, esp if it's after the whole town has a chance to be vaccinated.
- Shade & water stations when held in the summer. Closer porta potties.

Other comments, feedback, suggestions, etc. (part 3)

- I am wondering how CDC guidelines will be followed re:social distancing and masking and hygiene (hand sanitizing) during the event.
- I really miss Maplewoodstock, but not sure I will be comfortable going during the Pandemic. I wish there was a way for the event to be socially distanced. I'm fully vaccinated, but still not comfortable being on top of so many people in one place, even outside. Could you paint squares in Memorial Park and limit each square or circle to a pod of family or friends? Could attendance be limited to just SOMA residents that have obtained tickets in advance and signed up to get a space on the lawn? I really can't imagine how this is going to work unless you have a larger location....maybe Flood Hill and everyone can spread out more?
- Vendors will have to be more scattered than normally to allow for wider walkways. Handicap accessibility is needed, as well as accessibility for our SOMA senior citizens.
- Add another day/night
- Please design cooler t-shirts. They've been really lacking in recent years
- I wonder if some sort of crowd control measures can be put in place this year, especially with COVID, and possibly even going forward.
- Maybe slightly more for the younger set 6-12 or so that they could head off and do more than just carnival rides/prizes, maybe a kid music opening act, maybe Y or CHS kids could run a \$10 an hour fun spot that is cordoned off so you could prepay to have someone keep the kids having fun even if they aren't digging the band.

Next steps

- Jim will share this **Preliminary Results** report with the Committee after the meeting.
- More analysis by Jim and Susan -- (**Secondary Results?**) -- to be shared with the Committee.
- Share raw results with the Committee.
- Prepare a “for the public” report.
- Select the prize winner.
- Announce both at the same time in a few weeks.
- See if/how we want to follow up with any of this data.