



Kauai Music Festival Songwriter Conference - Post Event Evaluation Survey 2011

Aloha! We hope that you enjoyed this year's Kauai Music Festival (KMF) Songwriter Conference on the garden island of Kauai. Everyone who worked on this event did their best to make it an awesome event and we are happy that you were able to be part of it. To help us keep refining our efforts to make the KMF all it can be, we ask for your help in taking a few minutes to answer a few questions for us.

This really means a lot... Mahalo... and we hope to see you again next year!

...and if you complete this survey and click "Finish & Save" at the end, you will be automatically entered into a drawing for one lucky attendee to win A FULL REFUND ON THIS YEAR'S ATTENDANCE FEE to the KMF Songwriter Conference!! (travel & food expenses excluded) ...yes, a chance to get back what you just paid to attend the event OR, alternatively, FREE ATTENDANCE FOR NEXT YEAR'S EVENT - your choice!! One lucky winner will be drawn at random! Our way of thanking you for completing this survey before midnight HST on August 21, 2011. Mahalo!

Completed Surveys	Unique Takers	Started Surveys	Drop Outs	Percent completed
63	63	63	0	100 %
Total time for Survey:	39 hours, 38 min, 16 sec			
Average time for Survey:	37 min, 45 sec			

[View Survey Takers](#)

1) What inspired you to come to the KMF Songwriter Conference in the first place?

Select as many as you wish.

Answer	Selections	Percent	
» I came to meet like-minded people into music	51	15.8 %	
» I wanted to meet other musicians	43	13.3 %	
» I was hoping to talk with other songwriters	45	14 %	
» I'm into music producing and wanted learn more	27	8.4 %	
» I love Hawaii and the vibe there	21	6.5 %	
» I wanted to get advice from the pros in the industry	48	14.9 %	
» I thought that meeting reps from BMI would be helpful	23	7.1 %	
» I just came with an open mind and no real agenda	10	3.1 %	
» I am staff (worker, volunteer, performer)	7	2.1 %	
» A friend or family member is a participant	14	4.3 %	
» I came for the entertainment!	10	3.1 %	
Total	321	100 %	

Answer	Selections	Percent	
» I came for the food	0	0 %	
» Someone recommended it to me	22	6.8 %	
» Just happened upon the event in an inspired decision	0	0 %	
Total	321	100 %	

2) Help us out knowing our KMF community... what is your gender?

Answer	Selections	Percent	
» Female	32	52.4 %	
» Male (last I checked...)	29	47.5 %	
Total	61	100 %	

3) Are you a visitor to the Islands, or do you live here in Hawai'i?

Answer	Selections	Percent	
» I am a resident of Kaua'i	22	36 %	
» I am a resident of another island in Hawai'i	19	31.1 %	
» I'm a part-time resident of Hawai'i	5	8.1 %	
» I am a visitor to Hawai'i	15	24.5 %	
Total	61	100 %	

4) When did you first hear or know about this event?

Answer	Selections	Percent	
» After coming to Hawaii	0	0 %	
» Before coming to Hawaii	0	0 %	
» Known about it for a long time	1	100 %	
Total	1	100 %	

5) As a visitor to Kaua`i, did you hear about our event through one of the following:

Answer	Selections	Percent	
» Hotel staff or concierge	1	2.5 %	
» Some other hotel information channel	1	2.5 %	
» No, none of these	37	94.8 %	
Total	39	100 %	

6) Including this trip, how many times have you been to Kaua'i?

Answer	Selections	Percent	
» This is my first time	8	20 %	
» I've been here two times, once before this.	4	10 %	
» I've been here three times now.	3	7.5 %	
» I've been here four times total.	2	5 %	
» I've been here five times.	1	2.5 %	
» I've been here six times.	1	2.5 %	
» I've been here seven or more times.	21	52.5 %	
Total	40	100 %	

7) When you come to this island, do you...


Answer	Selections	Percent	
» usually come at the same time of year?	8	20 %	
» always same time	5	12.5 %	
» usually at the same time	8	20 %	
» the time of year varies	13	32.5 %	
» I don't really know what time of year I come here	6	15 %	
Total	40	100 %	

8) Where did you stay while you were on Kaua'i this trip?

Answer	Selections	Percent	
» I stayed at a hotel	30	75 %	
» I stayed at a condo	5	12.5 %	
» I stayed at a time-share	1	2.5 %	
» I with with friends/relatives	3	7.5 %	
» I stayed at my own property on Kaua'i	1	2.5 %	
» I stayed some other place not listed	0	0 %	
Total	40	100 %	






9) How much did you spend at the event on CDs and/or music equipment?

Answer	Selections	Percent	
» I didn't spend anything on arts and crafts at the event	10	32.2 %	
» I spent around \$5 - \$15	2	6.4 %	
» I spent between \$20 - \$50	9	29 %	
» I spent between \$50 - \$75	7	22.5 %	
Total	31	100 %	

Answer	Selections	Percent	
» I spent over \$75 on arts and crafts at your event	3	9.6 %	
Total	31	100 %	




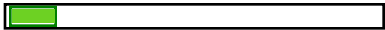

10) How much did you spend at the event on food?

Hey, this helps us get an idea on how important this kine' stuff is for you.

Answer	Selections	Percent	
» I didn't spend anything on food at the event	1	3.3 %	
» I spent around \$5 - \$15	1	3.3 %	
» I spent between \$20 - \$50	4	13.3 %	
» I spent between \$50 - \$75	2	6.6 %	
» I spent over \$75 on food at your event	22	73.3 %	
Total	30	100 %	


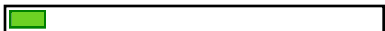
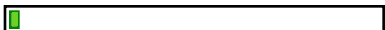


11) How much did you spend at the event on other stuff?

...besides any food or CDs and music equipment... thanks for helping with this...

Answer	Selections	Percent	
» I didn't spend anything else at the event	3	10 %	
» I spent around \$5 - \$15	2	6.6 %	
» I spent between \$20 - \$50	8	26.6 %	
» I spent between \$50 - \$75	4	13.3 %	
» I spent over \$75 on other stuff at your event	13	43.3 %	
Total	30	100 %	

12) About how much do you expect to spend on Kaua'i on this trip?

If you are already home, then please let us know about how much you spent while you were on the island of Kaua'i - from getting off the plane until getting back on, including your hotel expenses. Thanks. This helps us show the government that our event really DOES impact the economy in a positive way!

Answer	Selections	Percent	
» less than \$100	0	0 %	
» I spent between \$100 and \$300	3	10 %	
» I spent between \$300 and \$500	1	3.3 %	
» I spent between \$500 and \$1,000	11	36.6 %	
» I spent over \$1,000 while I was on Kaua'i this trip.	15	50 %	
Total	30	100 %	

13) How important to you was attending the event in deciding to come Kaua`i?

Answer	Selections	Percent	
» The main factor in my decision	26	86.6 %	
» One of several factors in my decision	3	10 %	
» Not a factor in my decision- I would have come anyway	1	3.3 %	
Total	30	100 %	

14) Where did you see or hear about this event?

Answer	Selections	Percent	
» Event Brochure	5	6.4 %	
» Newspaper	5	6.4 %	
» Radio	6	7.7 %	
» TV	1	1.2 %	
» Internet	28	36.3 %	
» Free publication or magazine	2	2.5 %	
» None of the above...	30	38.9 %	
Total	77	100 %	

15) Where did you hear about us then?

Answer	Selections	Percent	
» Walking, driving by the event	0	0 %	
» Posters, signs, banners	0	0 %	
» Word of mouth/friends/family	24	82.7 %	
» I found out some other way...	5	17.2 %	
Total	29	100 %	

16) Have you been to this event in previous years?

Answer	Selections	Percent	
» Yes, EIGHT times!	2	3.3 %	
» I've been here seven times.	2	3.3 %	
» Yes, six times.	2	3.3 %	
» Yup, five times.	5	8.3 %	
» Yeah, four times.	3	5 %	
» Uh huh, three times.	7	11.6 %	
» Sure, two previous times.	6	10 %	
» I came once before.	16	26.6 %	
» This was my first time.	17	28.3 %	
Total	60	100 %	

17) Which of the following statements best describes how this event has impacted your trip?

Answer	Selections	Percent	
» It was one of the highlights of my trip	51	85 %	
» It was okay; something extra to do	1	1.6 %	
» It was nothing to write home about	0	0 %	
» Too early to tell	5	8.3 %	
» Don't know	3	5 %	
Total	60	100 %	

18) In what way did you participate in this event?

Answer	Selections	Percent	
» I attended the event as a participant	57	95 %	
» I attended the event as a staff member	3	5 %	
Total	60	100 %	

19) What is your age? *

Pick your age range... thanks.

Answer	Selections	Percent	
» 10 years old - 17 years old	3	5 %	
» 18 - 24 years old	4	6.6 %	
» 25 - 34 years old	5	8.3 %	
» 35 - 44 years old	3	5 %	
» 45 - 54 years old	20	33.3 %	
» 55 - 64 years old	21	35 %	
» 65+ (and still rockin')	4	6.6 %	
Total	60	100 %	

20) How would you categorize yourself?

Answer	Selections	Percent	
» I'm a student	4	6.6 %	
» I work a job or am otherwise employed when possible :))	48	80 %	
» I'm retired	8	13.3 %	
Total	60	100 %	

21) I am a member of...

Answer	Selections	Percent	
» BMI	17	28.3 %	
» ASCAP	16	26.6 %	
» SESAC	1	1.6 %	
» None of the above	26	43.3 %	
Total	60	100 %	

22) What would you consider your self first and foremost?

Answer	Selections	Percent	
» I'm a songwriter	22	36.6 %	
» I'm a Performing Songwriter/Artist	38	63.3 %	
Total	60	100 %	

23) Since you are a performing songwriter/artist, how would you classify your level of music experience?

Answer	Selections	Percent	
» I'm a beginner, still learning to play and/or sing	0	0 %	
» I have all the basics, but still play mostly for friends and family	7	18.4 %	
» I earn part time money by playing gigs around town	27	71 %	
» I earn full time income by playing	4	10.5 %	
Total	38	100 %	

24) I earn income by playing MOSTLY...

Let us know your primary source of income from music

Answer	Selections	Percent	
» ...gigs at various locations (no steady gig)	34	56.6 %	
» ...a steady gig at one or more venues	10	16.6 %	
» ...local concerts	3	5 %	
» ...digital downloads & CD sales	13	21.6 %	
Total	60	100 %	

25) I earn some income from any of the following...

(check all that apply)

Answer	Selections	Percent	
» gigs at local venues	42	27.6 %	
Total	152	100 %	

Answer	Selections	Percent	
» corporate events	10	6.5 %	
» local concerts	20	13.1 %	
» tour concerts	9	5.9 %	
» digital downloads & CD sales	23	15.1 %	
» video synch licenses	9	5.9 %	
» PRO royalties (BMI, ASCAP, SESAC)	13	8.5 %	
» other sources not listed	26	17.1 %	
Total	152	100 %	

26) Did you feel that you got what you came for at the KMF Songwriter Conference?

Answer	Selections	Percent	
» Sure, I felt I got what I came for	54	91.5 %	
» Not really.	5	8.4 %	
Total	59	100 %	

27) Did you think that the professionals from the music industry presenting at the event helped give you insight?



KMF worked hard to select pros to teach workshops and make presentations. We want to know how you felt about the ones you got to work with.

Answer	Selections	Percent	
» Yes, I thought the pros were great.	49	83 %	
» Yeah, the pros that presented were ok.	5	8.4 %	
» I wasn't totally impressed with the presenters.	4	6.7 %	
» I didn't attend any presentations so I can't say.	1	1.6 %	
Total	59	100 %	

28) What was the most important part of the KMF Songwriter Conference event for you?



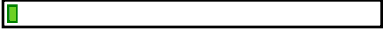


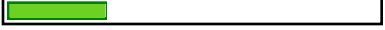
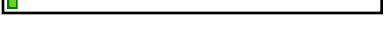
Please pick the single most meaningful part of this event for you.

Answer	Selections	Percent	
» Meeting and hanging out with like-minded people was most important	25	42.3 %	
» Taking workshops with pros in the industry was best for me.	23	38.9 %	
» Meeting reps from BMI was what made this event.	0	0 %	
» Listening to great music performances was what I really liked.	0	0 %	
Total	59	100 %	








Answer	Selections	Percent	
» Getting to share my own music was the best part of this event.	5	8.4 %	
» There was something else, but it's not listed here...	6	10.1 %	
Total	59	100 %	

29) What was the SECOND most important thing for you about this event?

Next to what you just said was the MOST important, what came next?



Answer	Selections	Percent	
» Meeting and hanging out with like-minded people was really important	10	16.9 %	
» Taking workshops with pros in the industry was great for me.	19	32.2 %	
» Meeting reps from BMI was great at this event.	2	3.3 %	
» Listening to great music performances was what I really liked.	4	6.7 %	
» Getting to share my music was a big part of this event.	6	10.1 %	
» I wanted to get advice from the pros in the industry and got it!	16	27.1 %	
» Something else that's not listed here...	2	3.3 %	
Total	59	100 %	

30) What was the Third most important thing for you about this event?

Answer	Selections	Percent	
» Meeting and hanging out with like-minded people was really important	0	0 %	
» Taking workshops with pros in the industry was great for me.	1	50 %	
» Meeting reps from BMI was great at this event.	0	0 %	
» Listening to great music performances was what I really liked.	0	0 %	
» Getting to share my music was a big part of this event.	0	0 %	
» I wanted to get advice from the pros in the industry and got it!	0	0 %	
» Something else that's not listed here...	1	50 %	
Total	2	100 %	



31) Did you think that the venue where we held the event was a good one?

Answer	Selections	Percent
Total	59	100 %



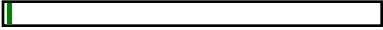


Answer	Selections	Percent	
» Sure, the hotel was just fine.	57	96.6 %	
» Not really... it didn't make it for me.	2	3.3 %	
Total	59	100 %	

32) Did you feel that that event was well organized?


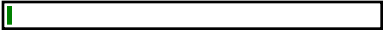
Putting on events of this scale are a real workout... we want to make sure that we do the best we can.

Answer	Selections	Percent	
» Yes, the event organizers did a great job. Mahalo!	52	88.1 %	
» I think that there could be room for improvement guys...	7	11.8 %	
Total	59	100 %	

33) Are you planning on coming to a future Kaua'i Music Festival event if your schedule permits?

Answer	Selections	Percent	
» Yes, definitely!	48	81.3 %	
» Somewhat likely...	8	13.5 %	
» Not too likely...	0	0 %	
» Not at all likely.	0	0 %	
» I don't know.	3	5 %	
Total	59	100 %	

34) Would you recommend the KMF Songwriter Conference to your friends or family?

Answer	Selections	Percent	
» Sure, this was a cool event and I will tell folks that I think would like it.	59	100 %	
» Nope, I wouldn't tell anyone.	0	0 %	
Total	59	100 %	



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