



Southwest Florida
Reading Festival

2017 Southwest Florida Reading Festival Survey Results of Festival Attendees

Prepared by:

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Survey Method

- The 2017 Southwest Florida Reading Festival was held on Saturday, March 18, 2017. People who attended the Festival were invited to provide their feedback on features of the Festival through personal interviews conducted on-site. A total of 283 attendees participated in the survey.
- Based on an estimated attendance of 15,000, a sample size of 283 responses represents a margin of error of +/- 5% and a 90% level of confidence.
- Where possible, we have compared the responses of the 2017 Survey of Attendees to the results of the 2016, 2015, 2014, and 2013 surveys of Reading Festival Attendees.
- Since some respondents did not participate in all of the activities covered on the questionnaire, we have based the response percentages only on the number of attendees who answered each question. The “N=” notations in the chart legends show the number of attendees on which the results are based.
- We accepted multiple responses to some questions, such as the various media through which attendees learned about the 2017 Reading Festival. The percentage responses on these questions may sum to more than 100%. The results presented in the charts are subject to rounding error, and may also sum to more or less than 100%.



Summary of Key Findings

- Attendees at the 2017 Reading Festival were most likely to have learned about the festival from the Library itself (19%), friends and family (19%), had previously attended (27%), or at school (27%).
- 60% of the attendees had attended previous Southwest Florida Reading Festivals.
- Respondent ratings of Festival features were very positive, and similar to those of previous years. The percentage of attendees who rated the features as “good” or “excellent” were as follows:
 - Author Presentations: 99%
 - Other Presentations and Activities: 96%
 - Quality of Food: 96% (this was highest rating the food has ever received)
 - Overall Rating of the Festival: 98%
- 34% of the attendees said they learned “something new” at the 2017 Festival. Those who said they learned something new most often mentioned “Hoopla” (10%), “Bookmobile” (7%), and “Online” services (7%).
- 90% said they would be “very likely” to attend the next Reading Festival, and 7% would be “somewhat likely.”
- The attendees’ favorite features of the 2017 Reading Festival included the “author presentations/author readings”/“authors” (25%), “meeting authors” (13%), “free books/free books for kids” (13%), and the “children’s activities” (11%).
- The most common suggestions for improving the festival were “better parking/free parking/easier parking” (10%), “bring indoors” (9%), “better bathrooms/indoor bathrooms” (5%).
- 93% of the 2017 attendees came from Florida. Of those Florida residents, 90% came from Lee County, including Fort Myers (48%), Cape Coral (21%), and Lehigh (12%).
- 24% of the attendees were age 50 and over, while 43% were ages 19 and under.

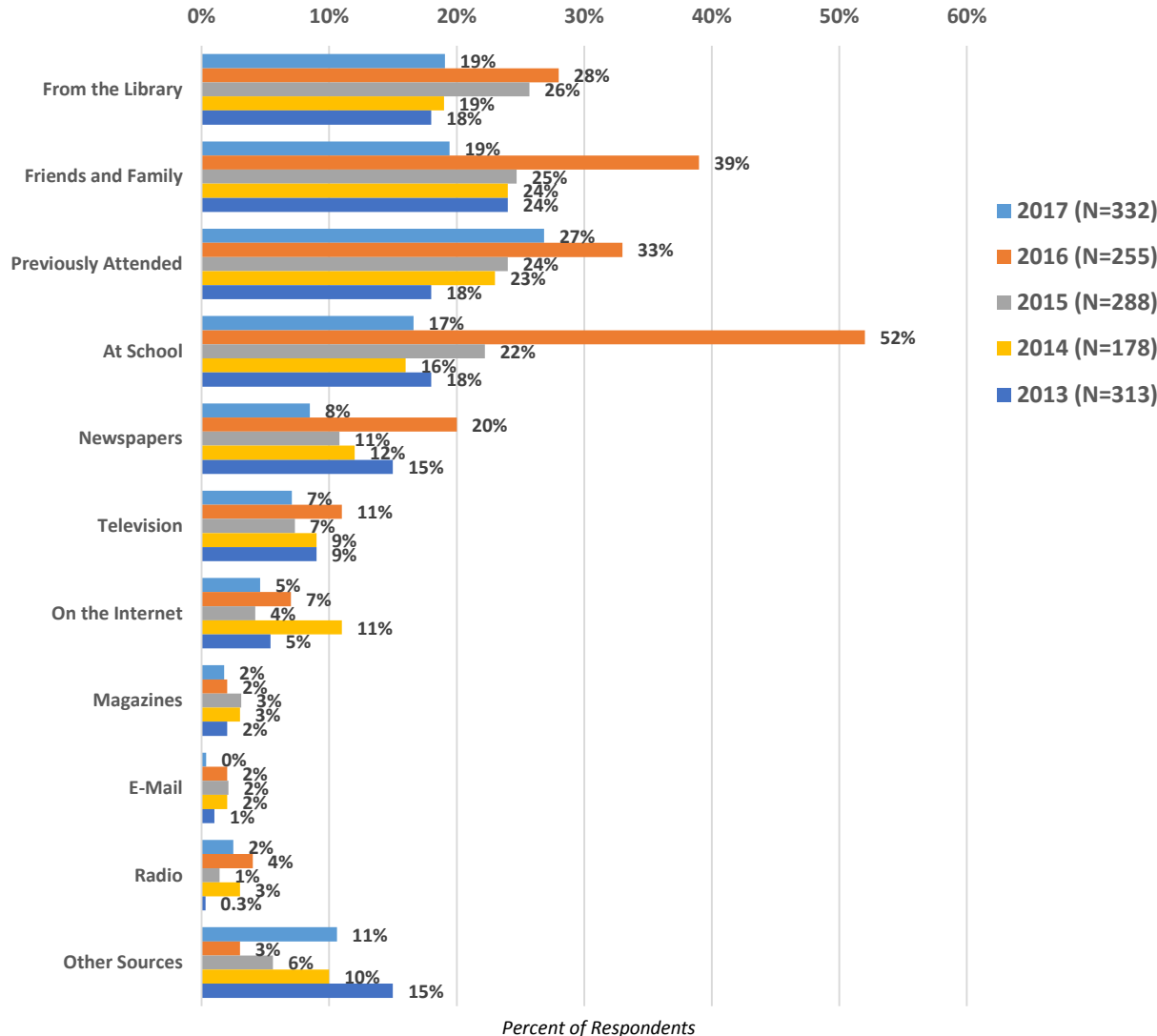


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How Attendees Found Out About the Festival

“How did you find out about the Reading Festival?”

Multiple responses accepted.

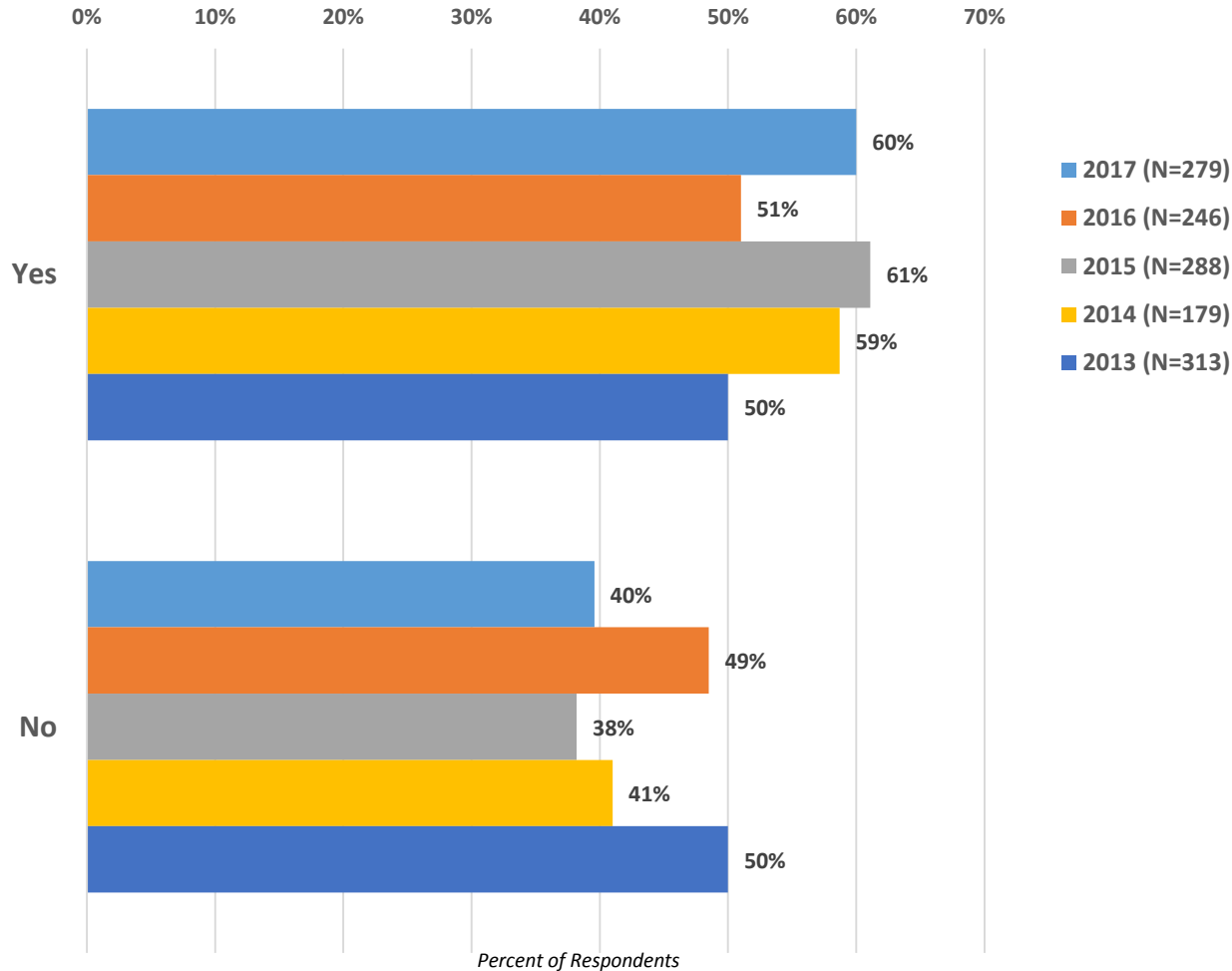


- The most common ways attendees found out about the festival included “from the Library” (19%), “friends and family” (19%), “previously attended the festival” (27%), and “at school” (17%).
- 11% of the respondents mentioned other sources of information, including:
 - *Flyer* (5)
 - *McDonalds* (3)
 - *Books A Million* (2)
 - *Facebook* (2)
 - *Twitter* (2)
 - *Saw from park/just saw it* (2)
 - *Writing Contest* (2)
 - *Author Website*
 - *Publix Brochure*
 - *Caroline Seefchak*
 - *Volunteer*
 - *Social Media*
 - *Connections Calendar*
 - *Gulf Coast Symphony*
 - *App*
 - *Work here*
 - *Author*
 - *Edison Home*
 - *Work*



Attendance at Previous Reading Festivals

“Have you attended the Southwest Florida Reading Festival in the past?”



- 60% of the 2017 Reading Festival survey respondents had attended previous Southwest Florida Reading Festivals.

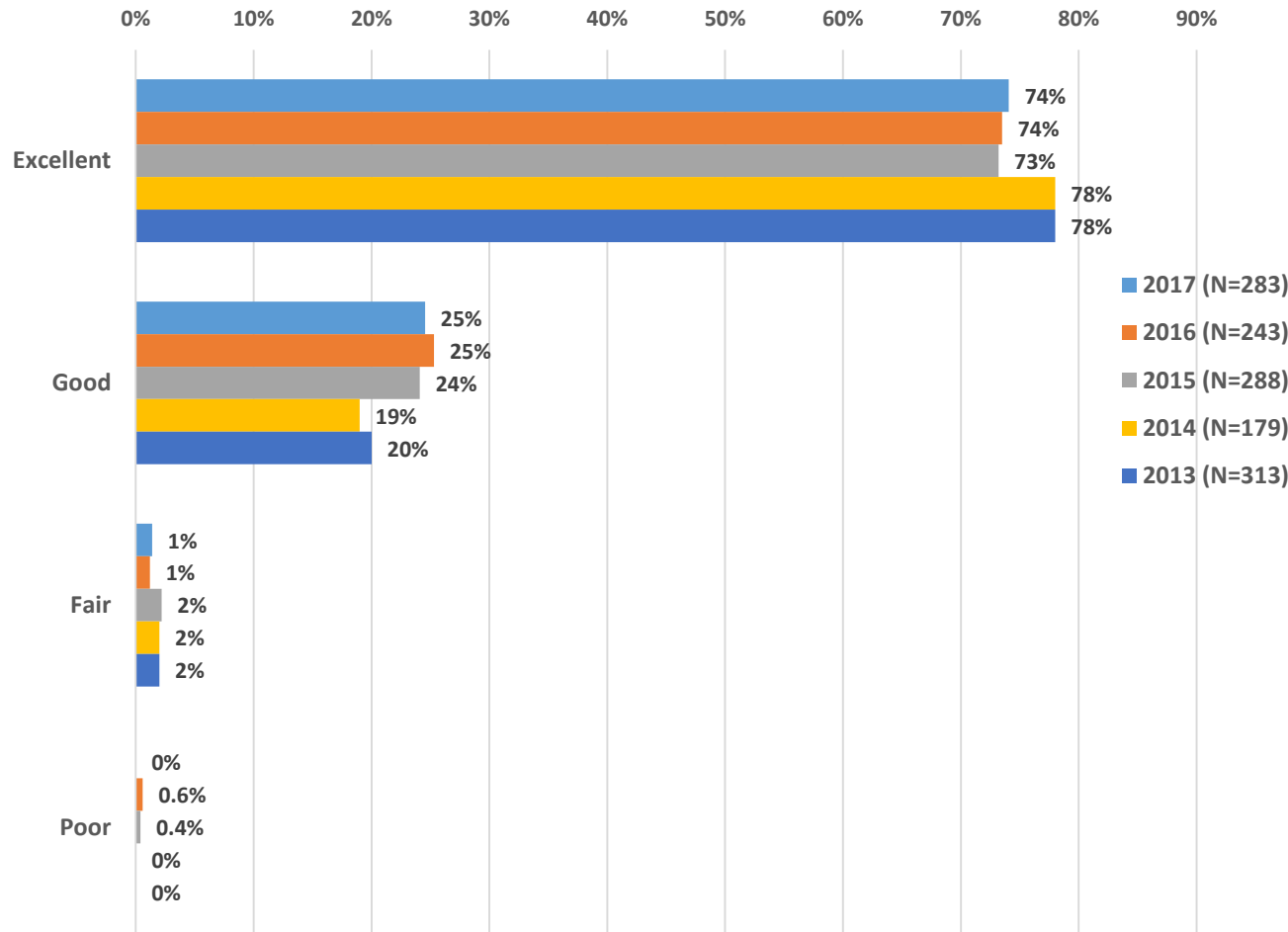


Southwest Florida Reading Festival

Rating of Author Presentations

“How would you rate the author presentations at the Reading Festival?”

Base: Attendees who attended one or more author presentations.



Net % “Excellent” or “Good:”

2017= 99%

2016= 99%

2015 = 97%

2014 = 97%

2013 = 98%

- 74% of the 2017 Reading Festival respondents gave the author presentations an “excellent” rating, and 25% rated them as “good.” The net percentage of “excellent” and “good” ratings has consistently been above 97% for the past five years.

Positive/neutral comments were:

- *Authors were excellent. Overall event is a great idea.*
- *Grippando was excellent, some were good.*
- *Surprised that it was outdoors*
- 1% of the respondents rated the presentations as “fair.” The following is a comment that was made by two attendees as why they rated the Author Presentations as “fair.”
- *Difficult outside, walk over the wires. (Author presentations and activities)*

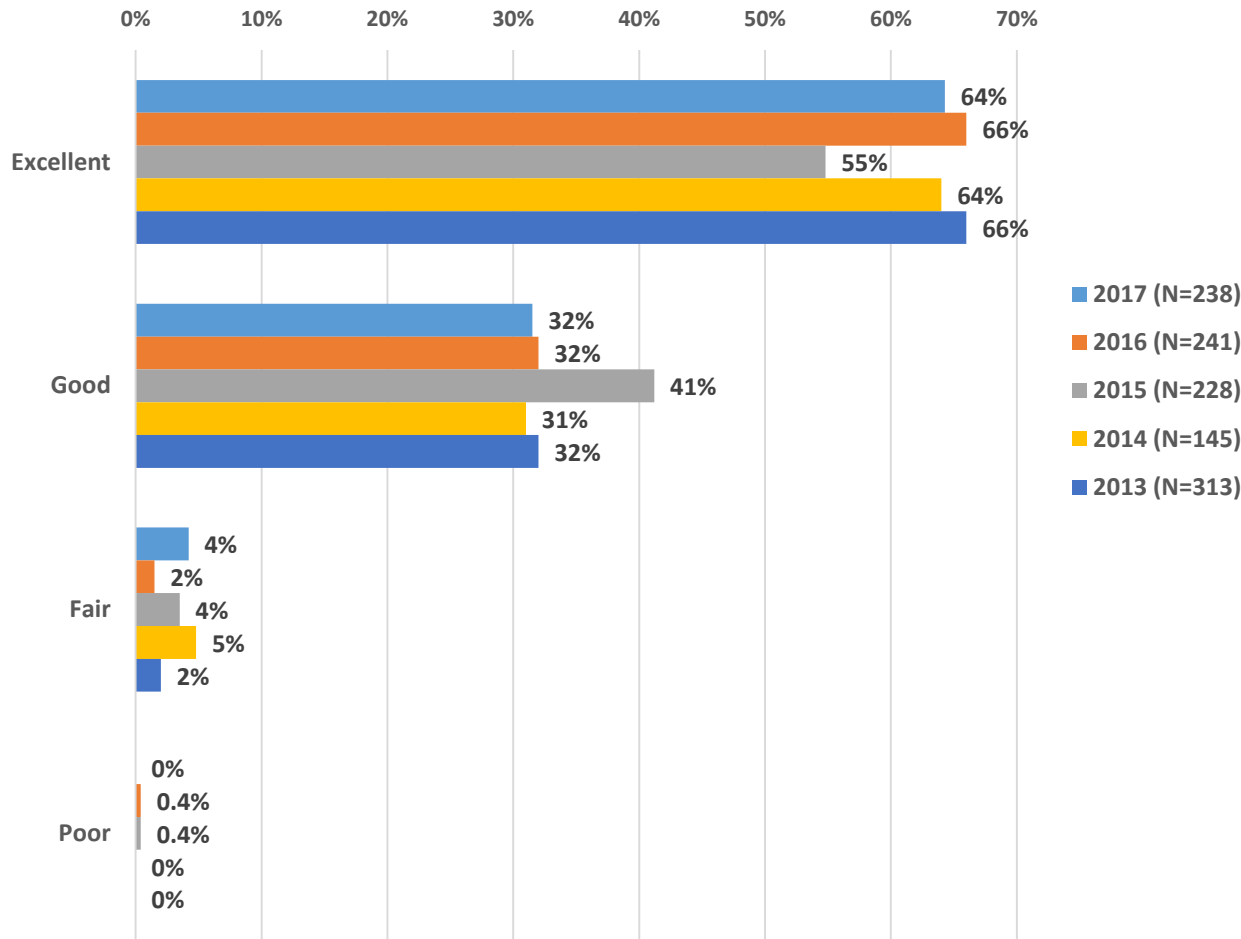


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Rating of Other Presentations and Activities

“How would you rate the other presentations and activities at the Reading Festival?”

Base: Attendees who rated the other presentations and activities.



Percent of Respondents

Net % “Excellent” or “Good:”

2017= 96%

2016= 98%

2015 = 96%

2014 = 95%

2013 = 98%

- 96% of the attendees rated the other presentations and activities as “excellent” (64%) or “good” (32%) in 2017. Positive statements included the following:
 - *Science guy very entertaining*
 - *The kid's programs good*
- 4% of the respondents rated the Other Presentations and activities as “fair.” The following comment related to why they felt this way:
 - *Difficult outside. (Author presentations and activities)*

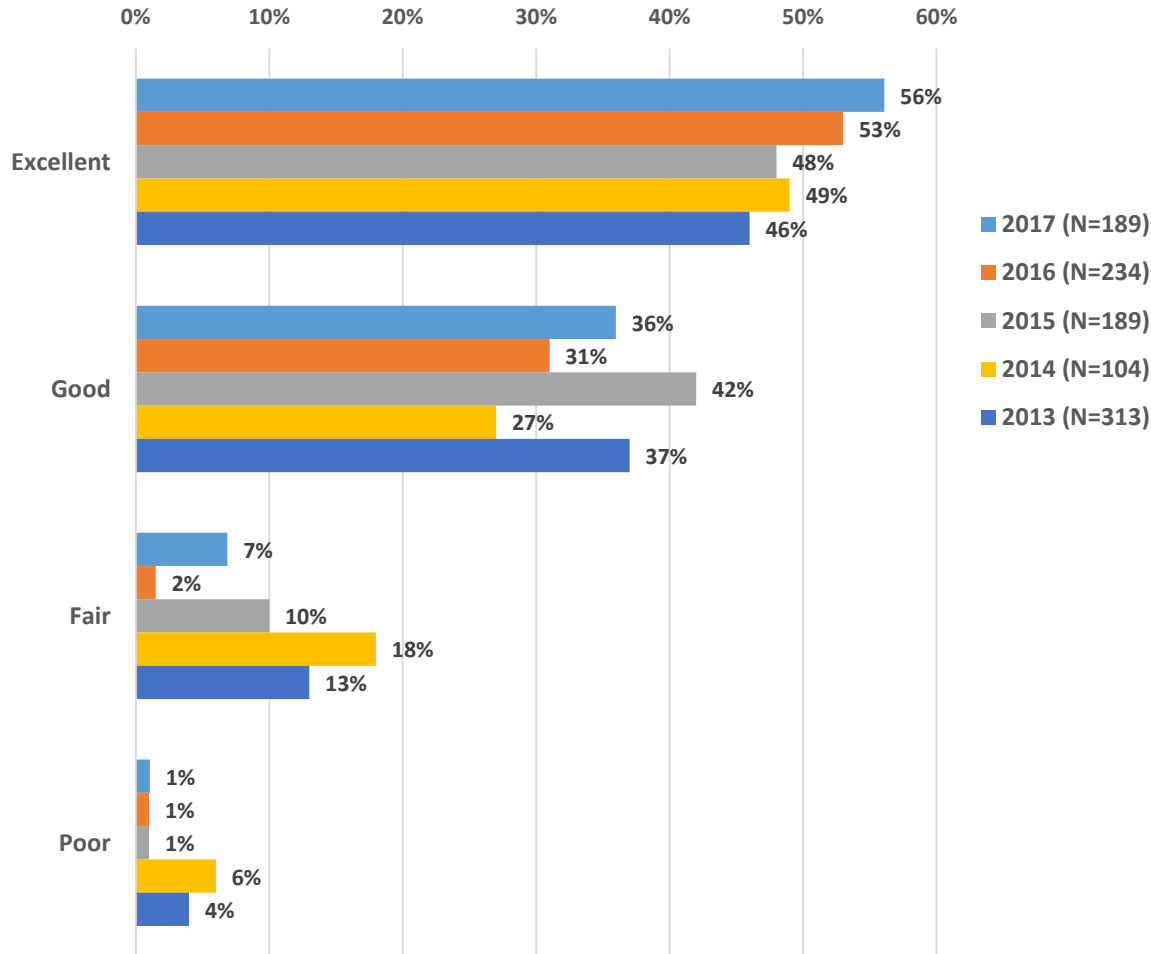


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Rating of Food Quality

“How would you rate the quality of the food at the Reading Festival?”

Base: Attendees who rated the food.



Percent of Respondents

Net % “Excellent” or “Good:”

2017= 92%

2016= 84%

2015 = 90%

2014 = 76%

2013 = 83%

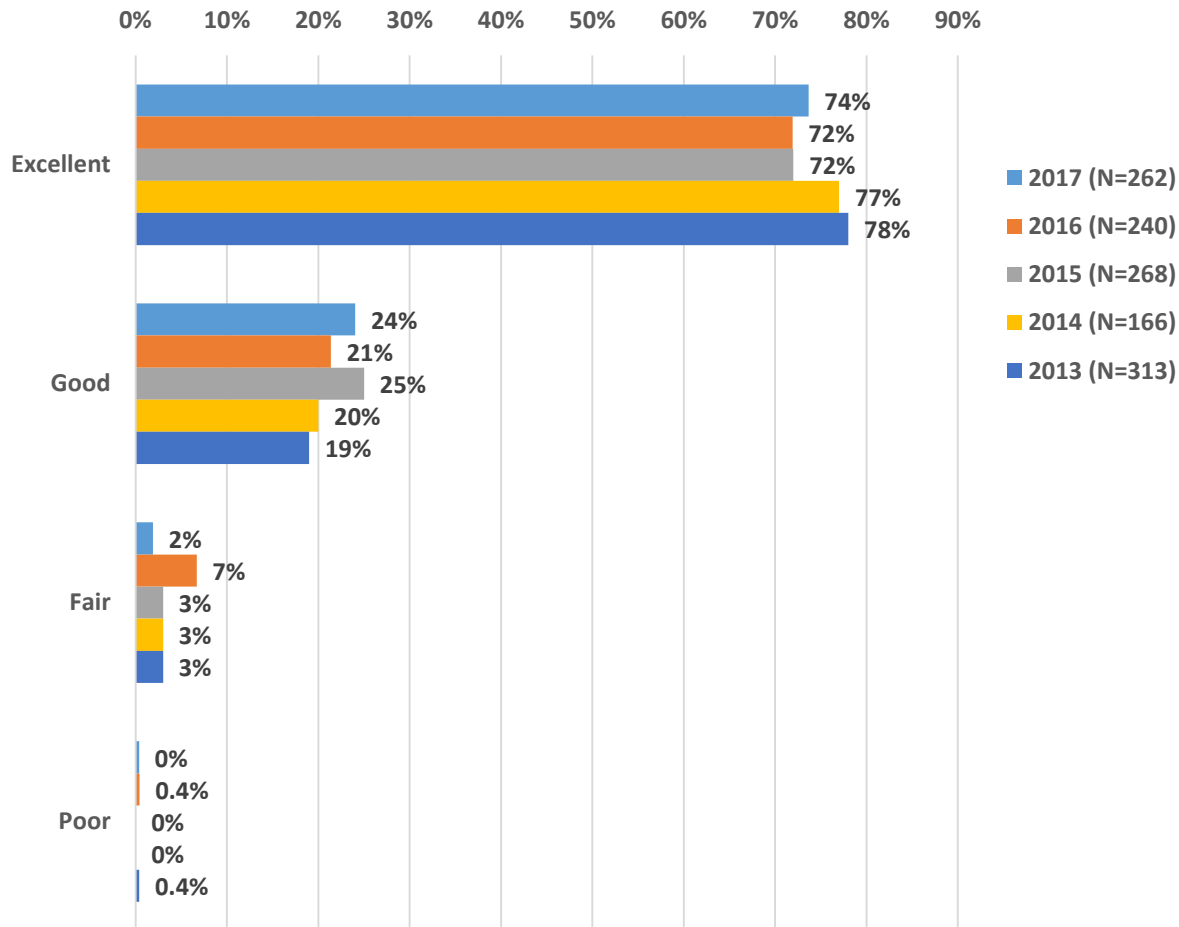
- 56% of the 2017 Reading Festival attendees who rated the quality of food described it as “excellent,” and 36% rated it “good.” The net percent of “excellent” and “good” responses was 92% - an all-time high. The positive comment received in regard to the food was:
 - “Jason’s sponsorship is great!”
- 7% of respondents who rated the food as “fair” offered comments:
 - “Expensive Food” (2)
 - “Need more diversity of food”
 - “Pricing (Food)”



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Overall Rating of the Reading Festival

“How would you rate the Reading Festival Overall?”



Net % “Excellent” or “Good:”
 2017 = 98%
 2016 = 93%
 2015 = 97%
 2014 = 97%
 2013 = 97%

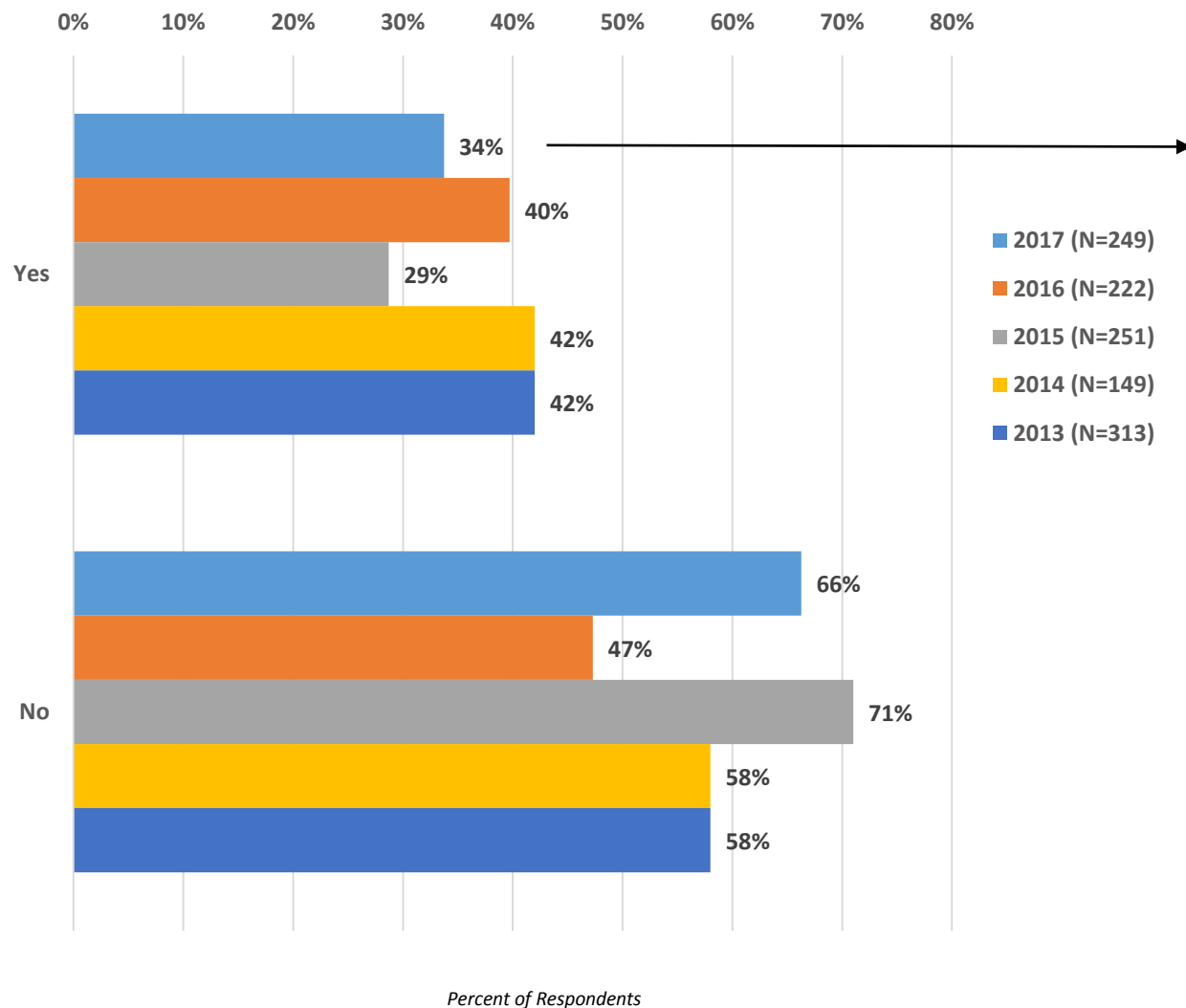
- 74% of the survey respondents rated the Reading Festival overall as “excellent,” and 24% rated it “good.”
- Three respondents provided comments on their rating of “fair:”
- *Did not walk around to the rest of the venue due to disabilities of people I brought. I missed so much!*
- *Outside without shade, needs to be inside*
- *Need shady tables*

Percent of Respondents



Did Attendees Learn Something New About the Library?

“Did you learn something new about the Library today?”



“What did you learn that was new?” (N=83)

Hoopla	10%
Bookmobile	7%
Online	7%
Children's programs/Storytime	5%
E-books	5%
Library card	5%
How many branches/Locations	5%
Learned about different authors/New authors	4%
Found books I didn't know they had	2%
Free books/Child got a free book	2%
Genealogy department	2%
Good collection of books/Variety	2%
Learned that library employees help kids	2%
Volunteering	2%
Other (sampling below)	39%

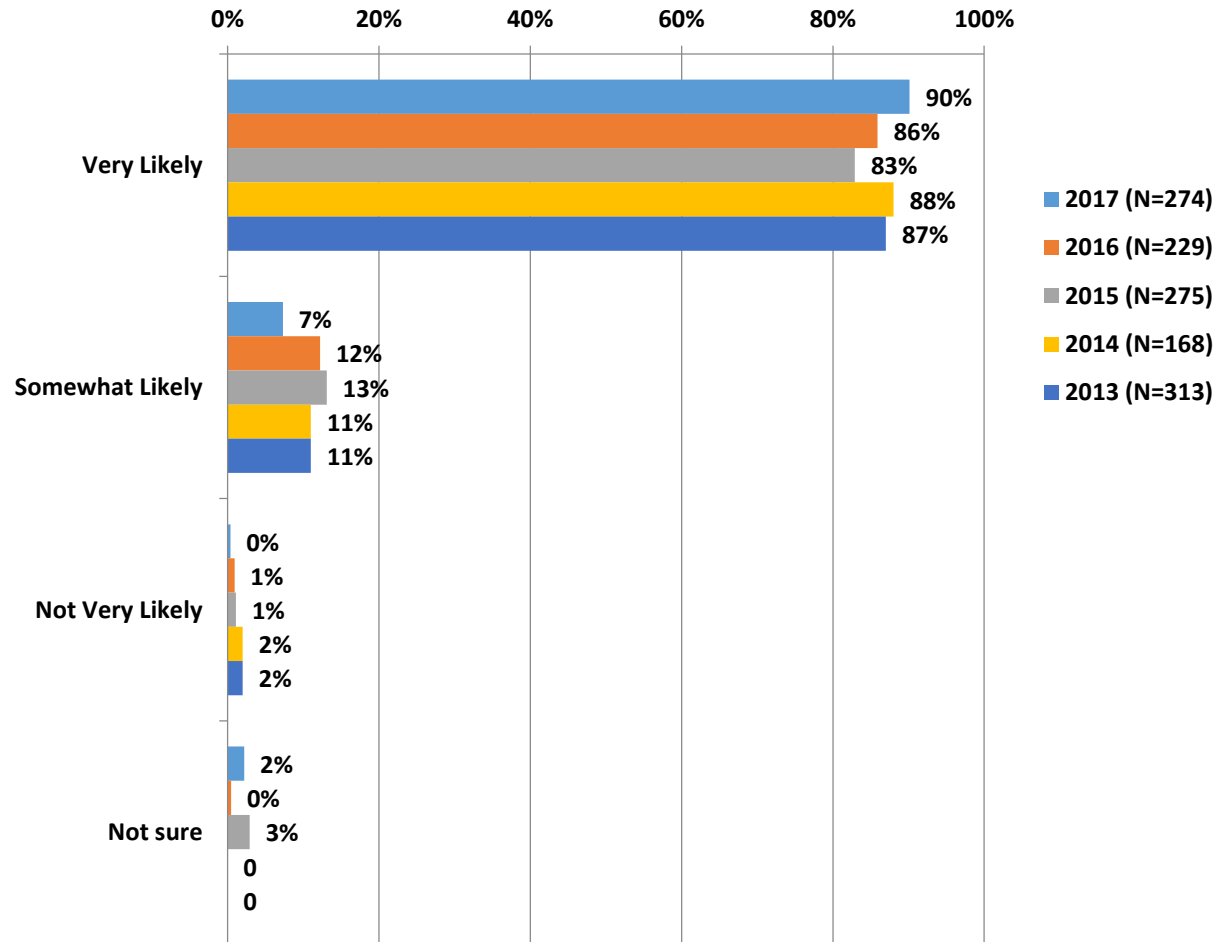
About other fun things to do in Fla
Apps
Books by Mail
Florida environment
Hours
How to make goo I think
Learned a lot about the history collection
Look in newspaper about library events
More about Friends of Library
Opportunity for resources
Programs
Reading resources for disabled
Schedule- calendar of events
Share with different counties (media specialist)
Talked to Mo Yoon about publishing
Talking Books
Tech courses (robotics)
The kind of books and movies
Things I could checkout for my preschool (big books)
Visitor's card is available
You can be 8 to get a library card



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Likelihood to Attend Future Reading Festivals

“How likely will you be to attend the next Southwest Florida Reading Festival?”



Percent of Respondents

Net % “Very Likely” or
“Somewhat Likely:”

2017= 97%

2016= 98%

2015 = 96%

2014 = 99%

2013 = 98%

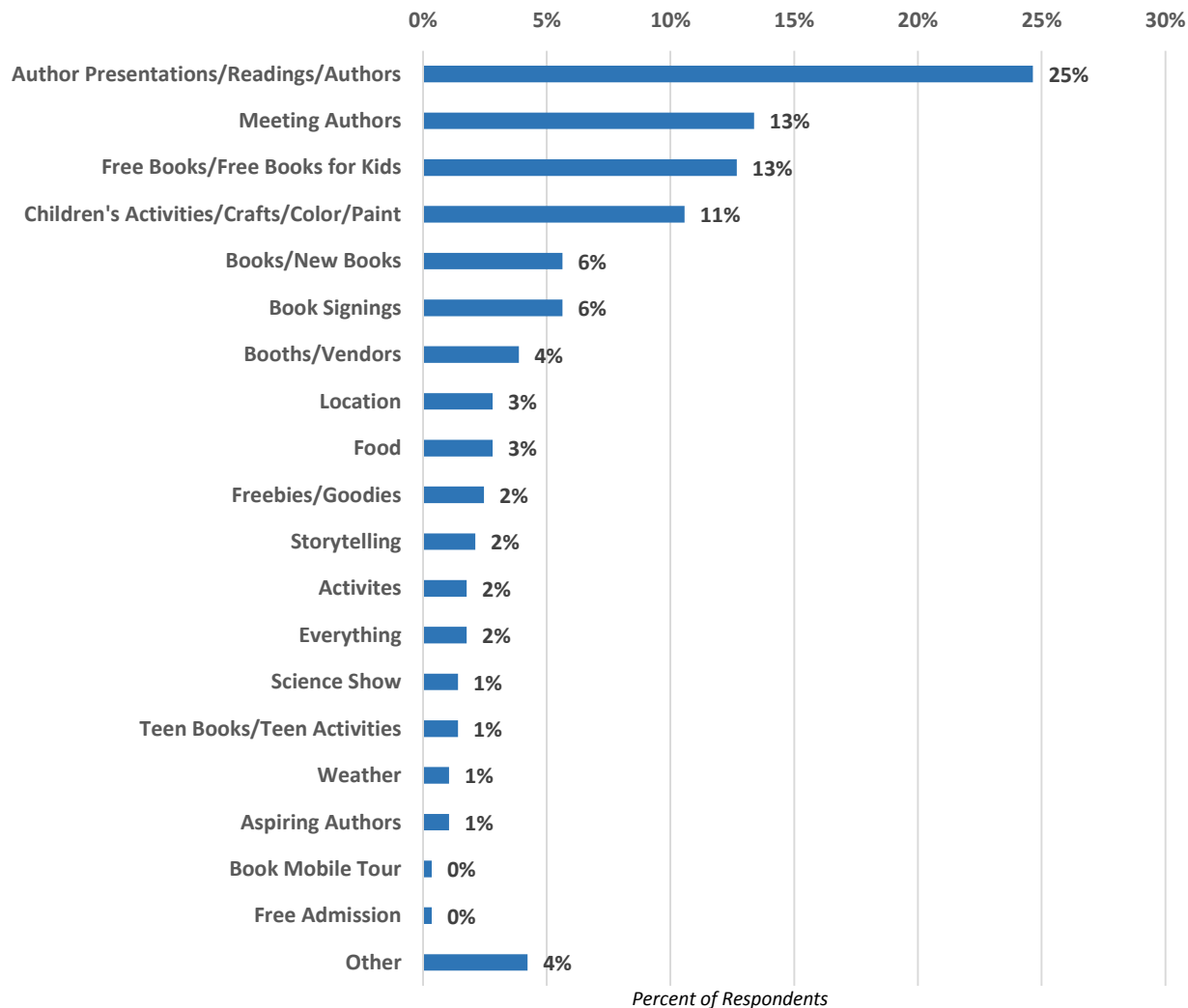
- 97% of the 2017 Reading Festival attendees said they would be “very likely” or “somewhat likely” to attend the next Southwest Florida Reading Festival.



Favorite Feature of the Southwest Florida Reading Festival

“What was your favorite feature of the Reading Festival?”

Open-ended question. Multiple responses accepted



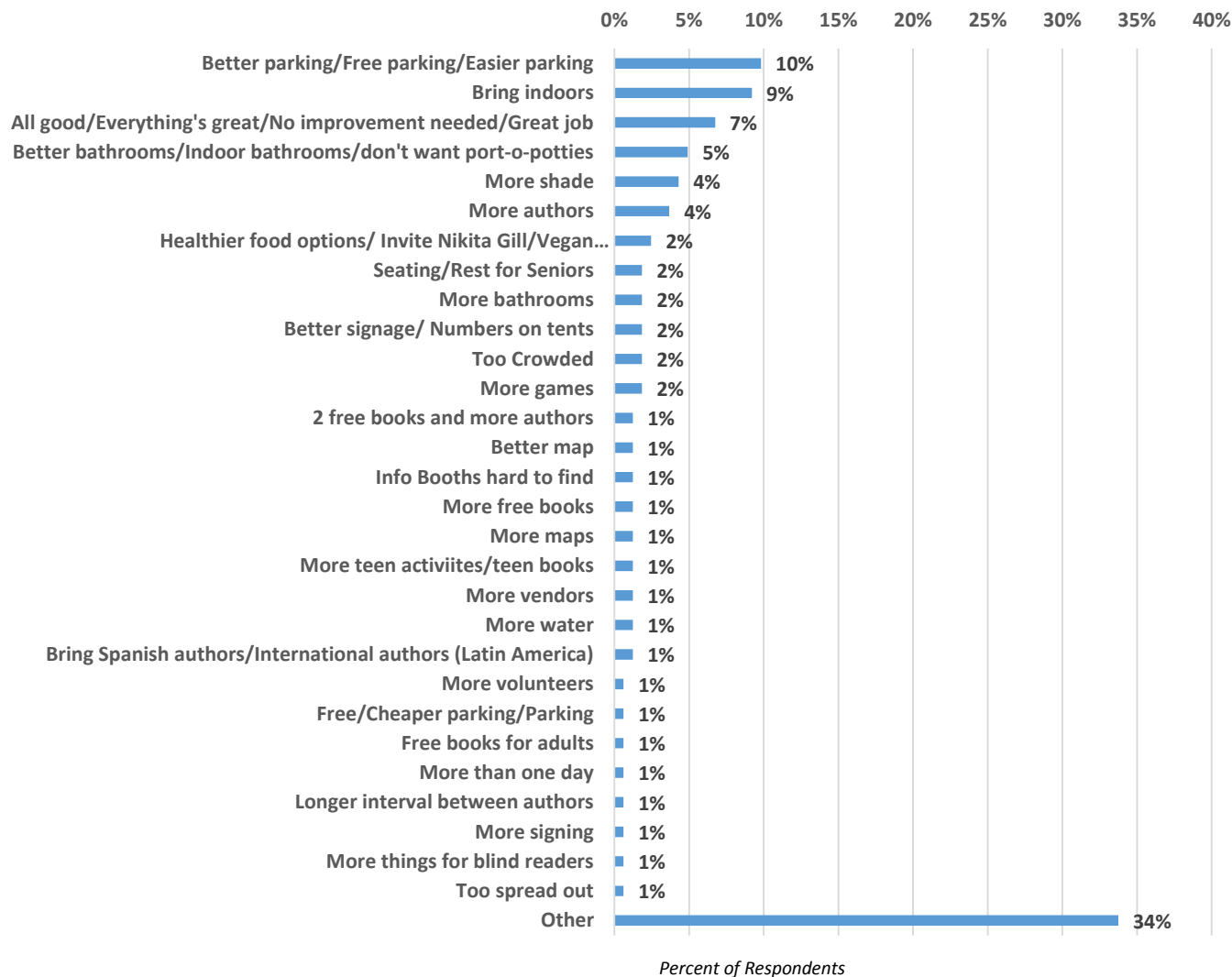
N=283

- 25% of the 2017 survey respondents said that “Author Presentations” (including “Readings” and “Authors”) were their favorite feature of the Reading Festival. 13% each mentioned Meeting Authors and Free Books/Free Books for Kids. Mention of specific authors were included in “Meeting Authors.”



Suggestions for Improving the Southwest Florida Reading Festival

“Do you have any suggestions for improving the Reading Festival?”
Open-Ended Question. Multiple responses accepted.



N=163

- 54% of the attendees offered suggestions for future Reading Festivals. 10% of those surveyed requested better, free or easier parking, 9% would like the event brought inside, 7% felt that no improvement was needed. 5% requested better bathrooms.
- “Other” suggestions are listed on following pages.

46% of respondents did not offer suggestions



Suggestions for Improving the Southwest Florida Reading Festival

"Do you have any suggestions for improving the Reading Festival?"
Open-Ended Question. Multiple responses accepted.

"Other" Comments & Suggestions:

Add more trees to the park
Adults and kids venues closer to each other
Advertise more especially for kids teens
ATM available?
Gulf coast symphony did not play songs for kids in kids show
Being able to give each child a free book
Bring in a headliner like Jennifer Lynn Barnes
Have a segment on romance authors
Card readers
Clean the ground in front of the tents (cigarette butts)
Diff vendors/ met some authors
Earlier in the year - not so hot
Expand and don't separate teams
family shows - poetry
Finger food for kids
For the dinner on Friday evening - authors should all be on pedestal - not scattered about tables.
Free books for adults
Free food
Go for No 1 writers
Have more books and have them in hardcover
Have more events in the afternoon
Have session on publishing and ultashading
Having more books
Honey baked ham tent
If it is same venue
Keep doing a great job
keep doing adult things outside, free bags, and make your own bag
Like the Convention Center for presentations and restrooms. I come with several "book club" ladies that found the long walks to be difficult - and they also missed the restroom facilities provided in the Convention Center (which is also closer to the Convention Center parking site). The speakers also had to compete with bands, helicopters, and various park noises.
Make the map on the app better
More activities for 3-5 year old range
Another tent to buy books from Scholastic
More science
More space

Continued...



Suggestions for Improving the Southwest Florida Reading Festival

*“Do you have any suggestions for improving the Reading Festival?”
Open-Ended Question. Multiple responses accepted.*

“Other” Comments & Suggestions (continued):

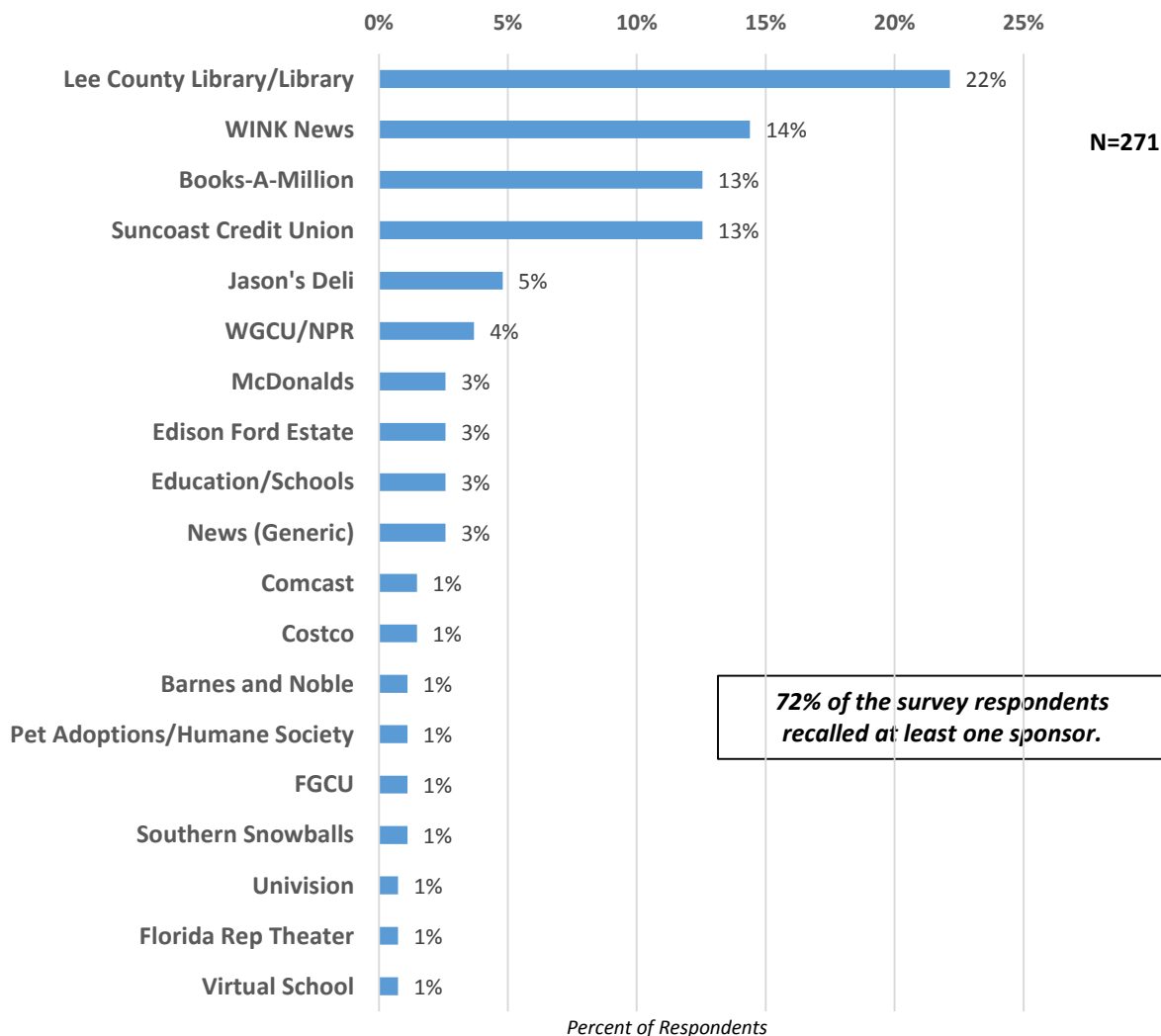
More toys
More well known authors, as in the past.
Move closer to Collier
Move it closer to Naples
Move tents further back from sidewalk allow patrons to use sidewalk pass though. I think you do a great job.
music for kids, dancing
Need to keep the lines moving at signings
No use social media - from Miami - no news
Nothing indoors
Organizing books by author
Outdoors like; good
Picnic tables in convenient places
Poetry readings
Safety, better organization, seperate food from vendors for easier walking access
Shows for entire families. Mystery News Table
Smaller and not spread out
Spray paint
Sunny!
The inside position was missed - it provided intimacy.
Too much walking
Try to get some private backers to help defray costs.
Two speaker events should not be together.
Yes that people handling vendor check in and parking should have radios until every one has checked in



Southwest Florida Reading Festival

Unaided Recall of Festival Sponsors

“Which sponsors come to mind from the Festival?”
Open Recall Question. Multiple responses accepted.



- 72% of the respondents could recall at least one sponsor from the festival. The Lee County Library System topped the list at 22%, followed by WINK News (14%), Books-a-Million (13%), and Suncoast Credit Union (13%).

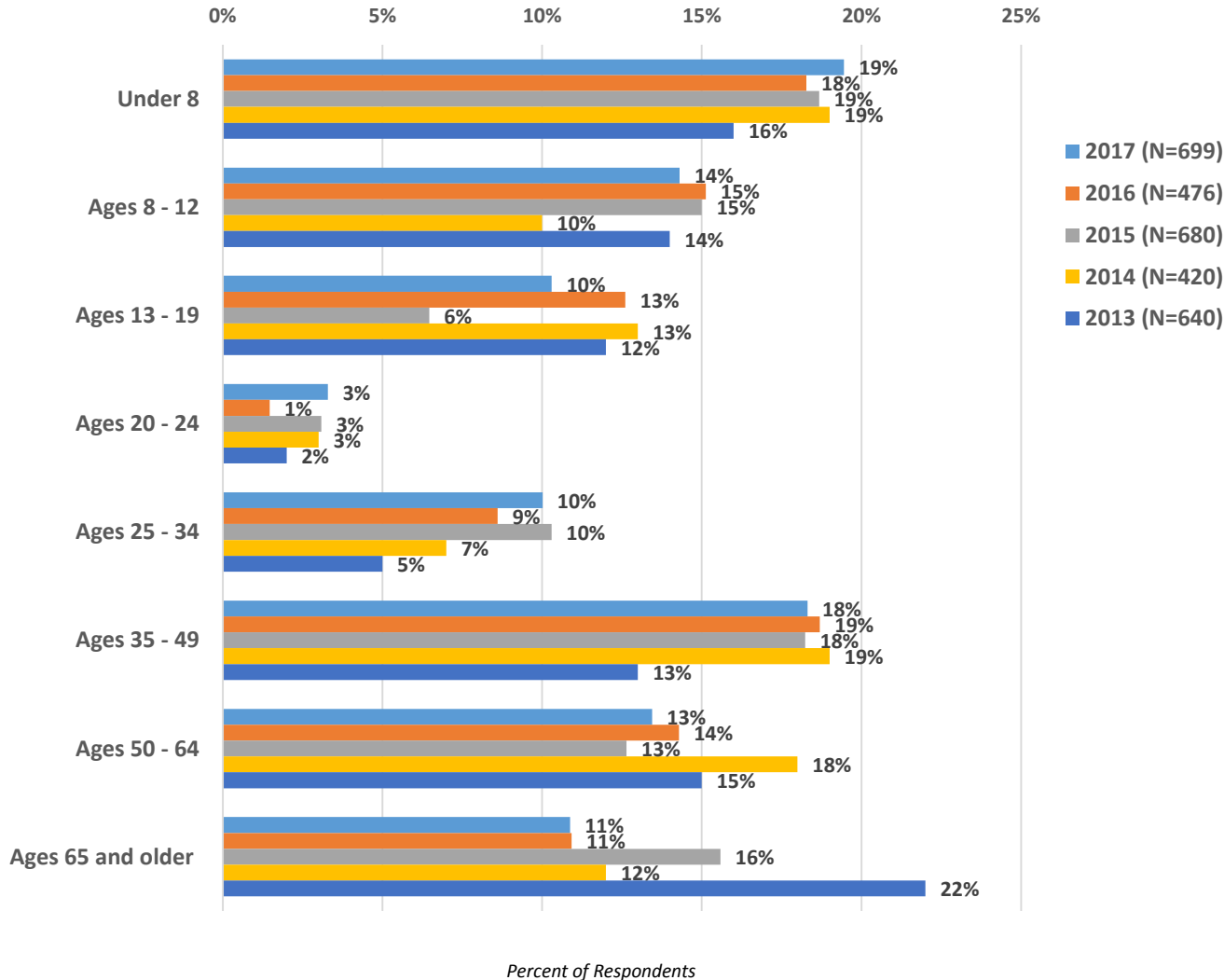
- The “Other” names, mentioned one time each accounted for 10%, included the following:

- Ann Gutter Secorall
- Cape Coral Library
- Bank of America
- Children's Book
- Crown of Life
- Friends of Bonita Springs Library
- US Bank
- Hoopla
- JW Org
- Kimbala
- Kom Lee
- Montessori
- Pinchers
- Pizza
- Publix
- Rasmussen
- Islamic
- Scholastic
- Early Childhood Coalition
- Kona Ice
- SWFL Child Care
- Sylvan
- Tui Sutherland
- VPK
- Literacy
- Wellington
- Estraya



Age Distribution of Attendees

“Including yourself, how many people who came with you today are in the following age ranges?”

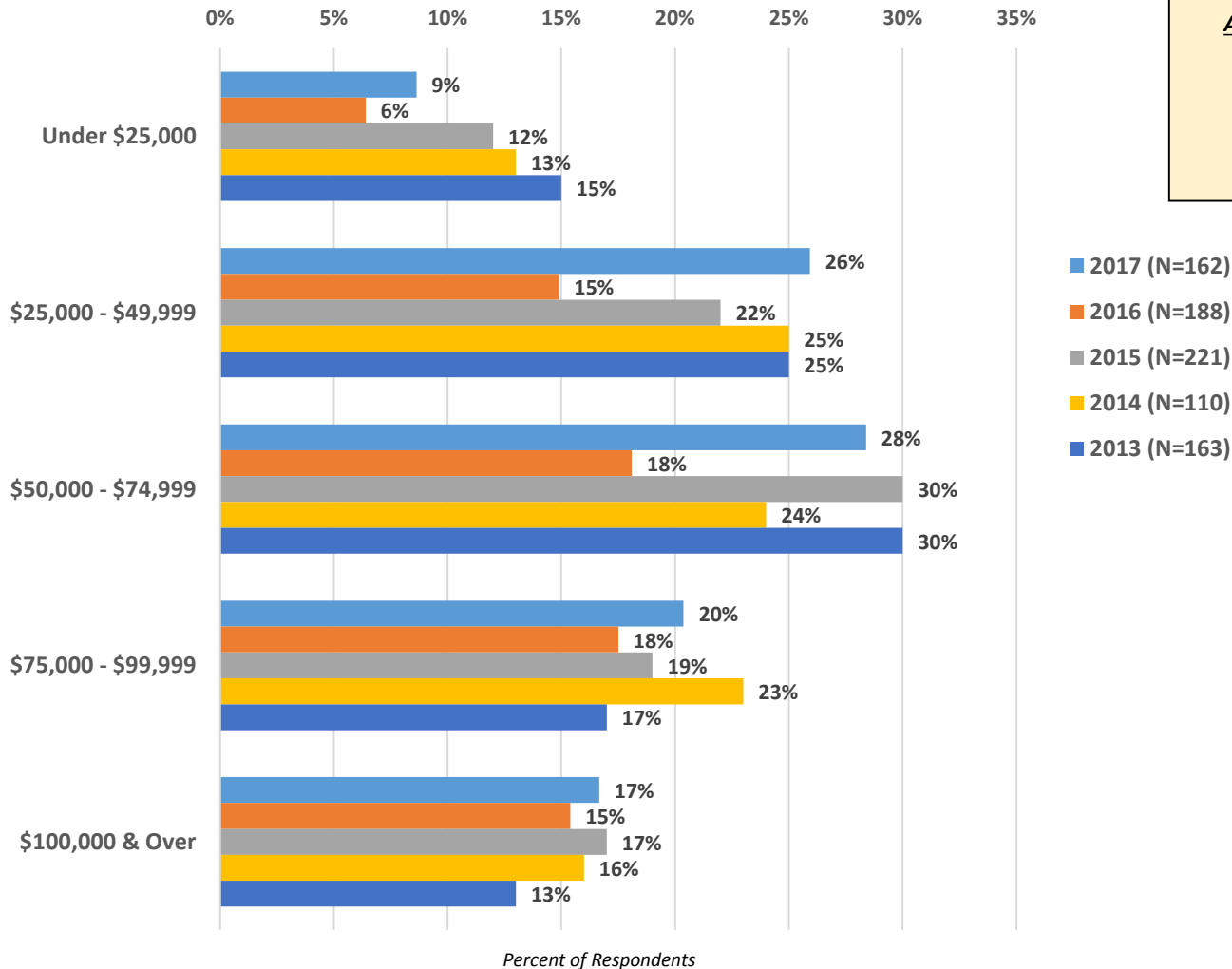


- Attendees who responded to the survey collectively provided age information on a total of 699 persons who came to the festival.



Household Income of Respondents

“Into which of the following categories does your total annual household income fall?”



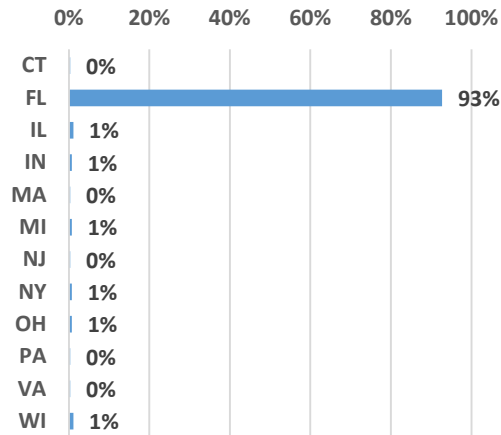
Approximate Median Income of Attendees:
 2017 = \$64,120
 2016 = \$61,893
 2015 = \$63,333
 2014 = \$62,500
 2013 = \$58,305



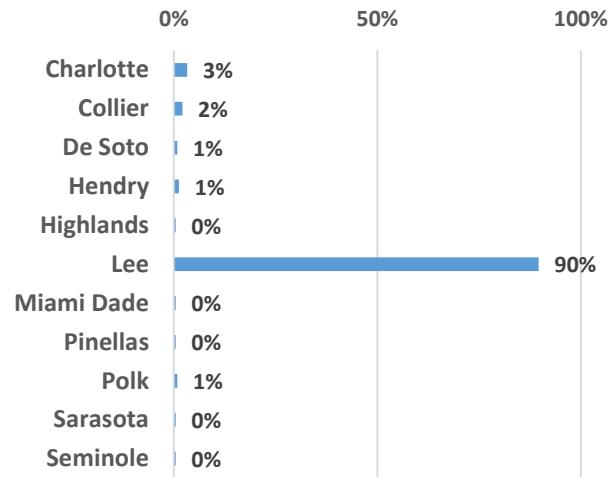
Geographic Origin of Festival Attendees

“What is your home zip code?”

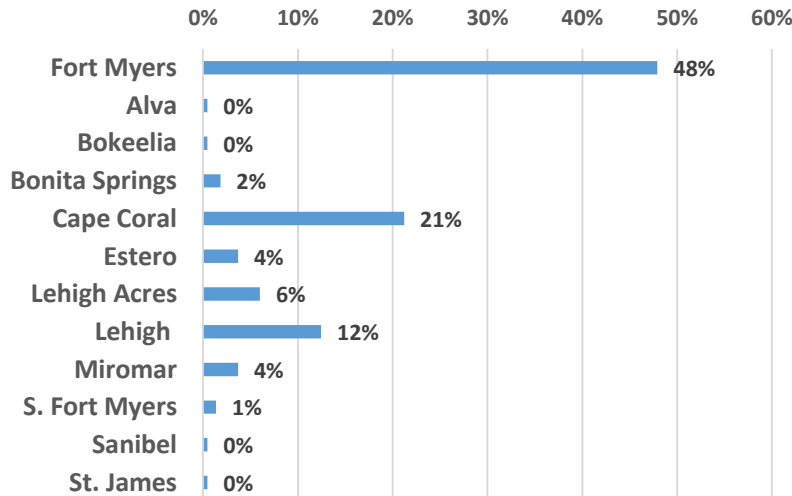
State (N=261)



Florida County (N=242)



Lee County City (N=217)

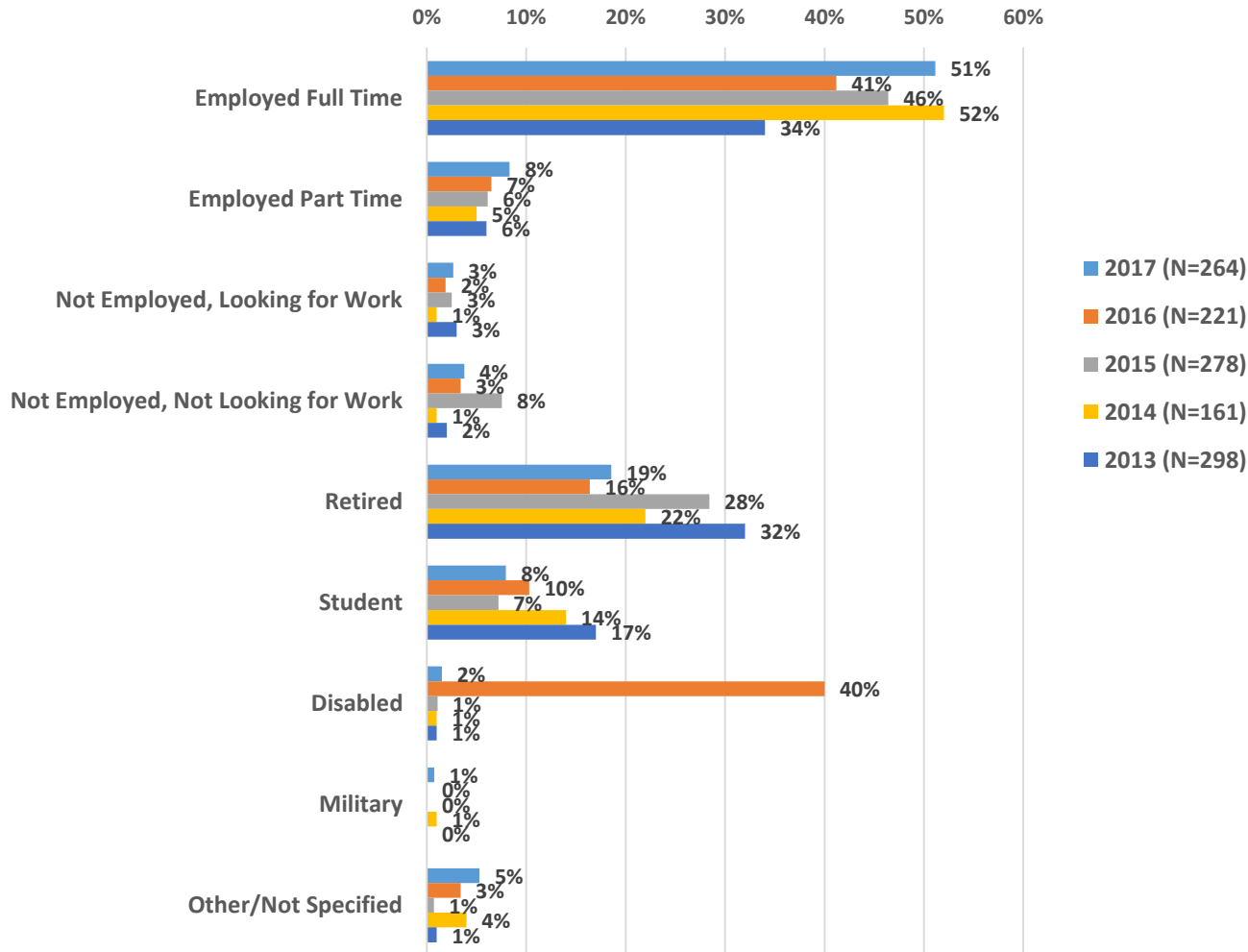


- 93% of the 2017 Festival attendees were from Florida, of those Florida residents, 90% are from Lee County. Of those who reside in Lee County, 48% live in Fort Myers and 21% in Cape Coral. All of the percentages shown in the charts are based on the total number of respondents who provided their zip code (N=261).



Employment Status of Festival Attendees

“What is your current employment status?”

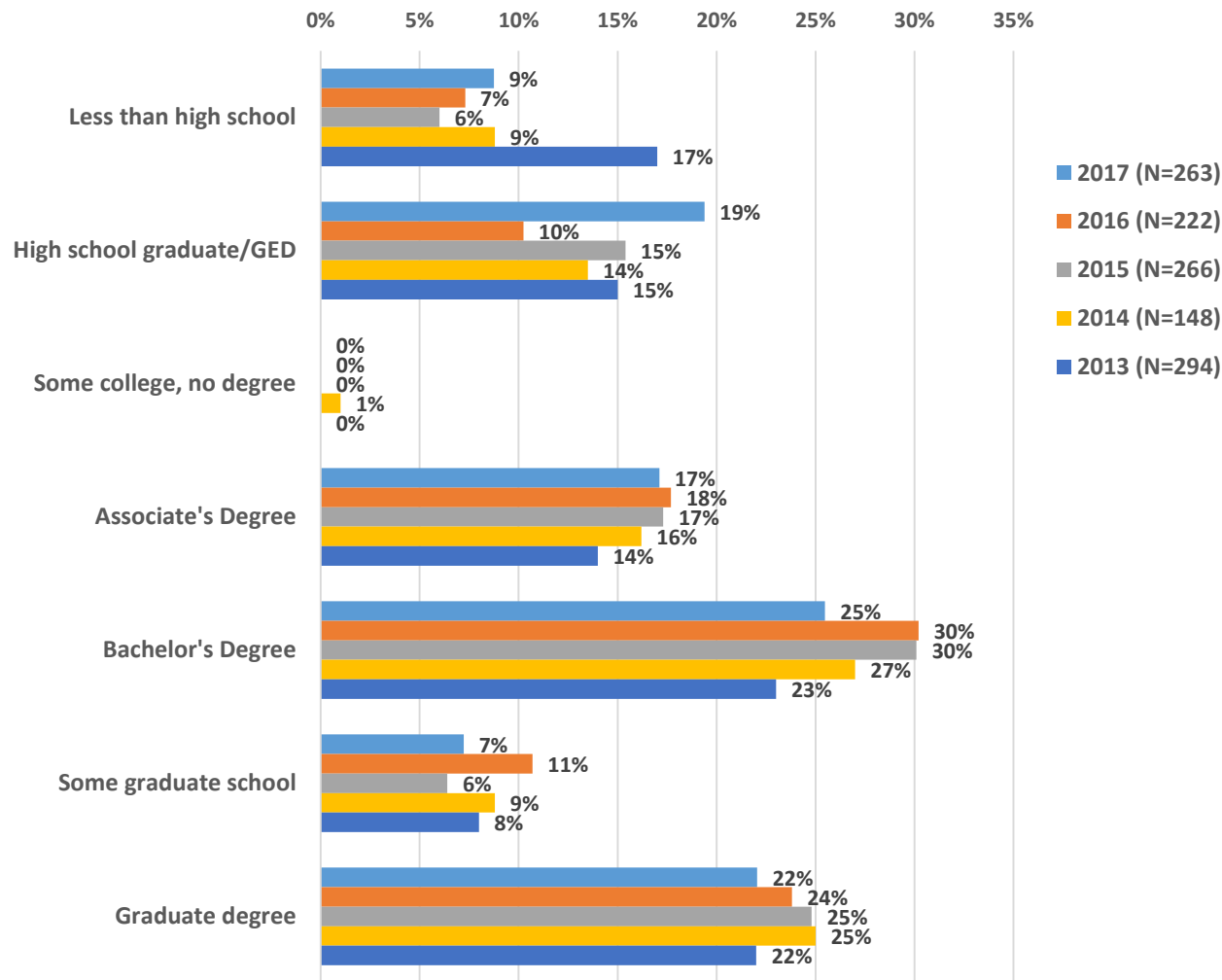


- Most of the attendees at the 2017 Reading Festival were either employed full time (51%) or retired (19%).



Educational Attainment of Festival Attendees

“What is your current employment status?”

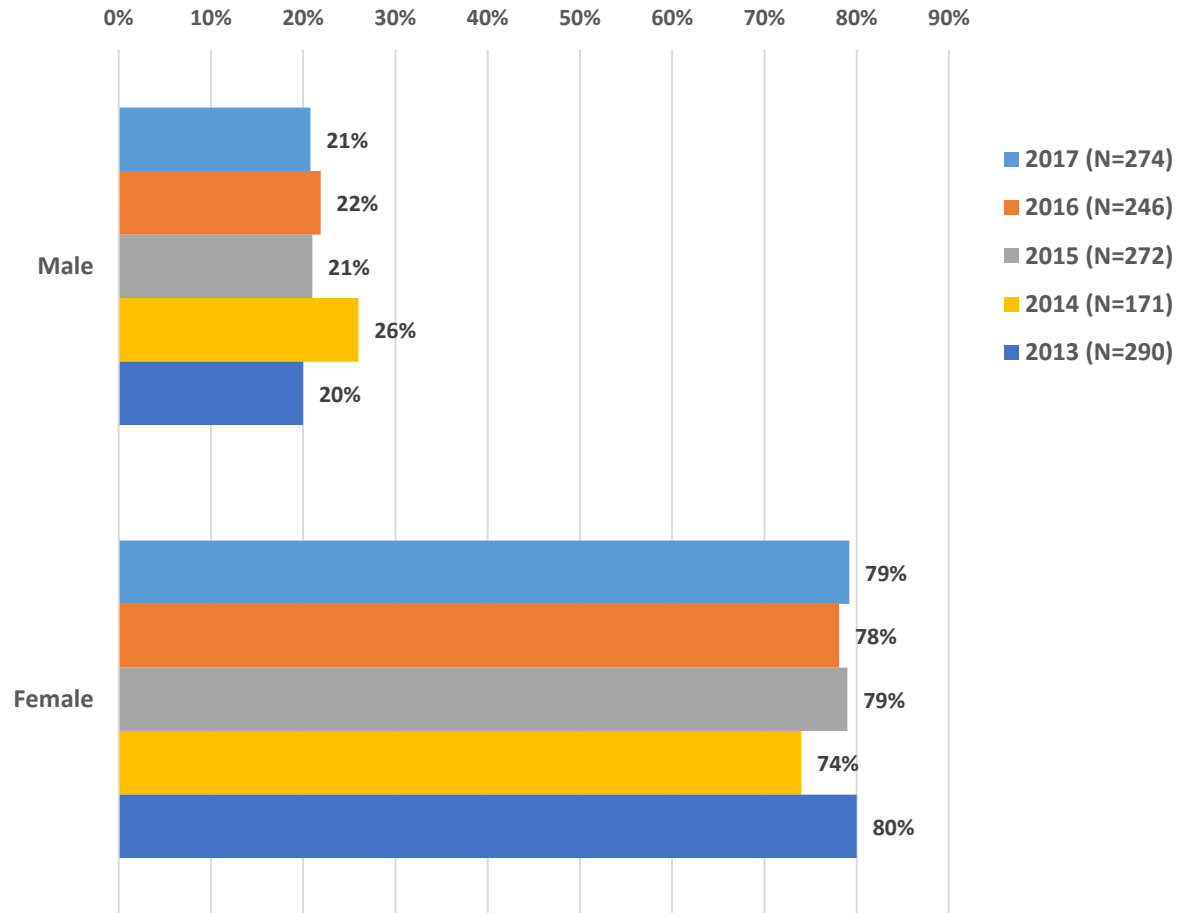


- 71% of the 2017 survey respondents had some kind of college degree.

Percent of Respondents



Gender of Festival Attendees



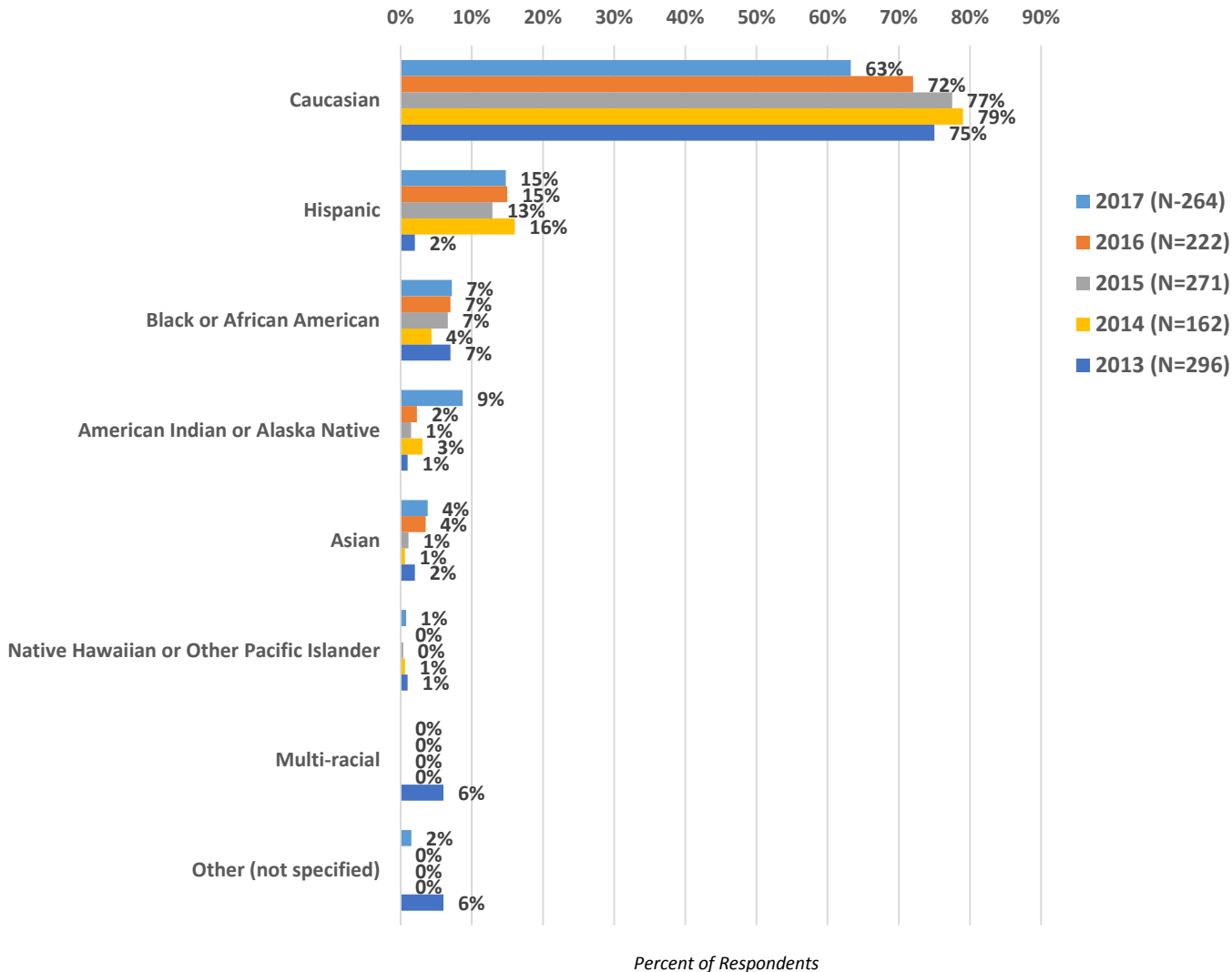
- 21% of the 2017 survey respondents were male, and 79% were female.

Percent of Respondents



Ethnic Identification of Festival Attendees

“What is your ethnic identification?”
Multiple responses accepted.



- 63% of the 2017 attendees identified themselves as Caucasian, while 15% were Hispanic, 9% were American Indian or Alaska Native, and 7% were African American.



Thank you, see you next year!

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