Munster Alefest 2015

Festival Satisfaction Survey

Respondents: 88

How did you feel about the beers offered?

Great variety of beer styles	69
Insufficient variety of beer styles	4
Neither good nor bad variety of beer styles	6
Other	9

How did you feel about the breweries/cideries that participated?

Good representation, as good as or bett than other festivals I've attended	67
Not as good as other festivals I've attended. I'd like to see more diverse brewery representation	8
Okay representation, but nothing special	12
Excellent representation, better than any fest I've been to	1

What letter grade would you give the festival grounds/venue?

A=good, F=bad.

A	54
B	27
C	6
D	1
F	0

Upon entering the fest, the check-in process was . . .

Speedy; went through ticke line faster than expected	66
Average; went through ticke line at an expected pace	19
Slow; was not expecting to wait as long to get through the line	2
Like a snail; was not satisfied with ticke line pace at all	0

How long on average did you wait in line for a beer sample?

10 minutes	1
5 minutes	5
-5 minutes or so	12
1-2 minutes	47
Less than 1 minute	20

Did you think the festival area was spacious enough?

Yes	81
No	5
Other	2

Were the bathrooms adequate?

Yes	68
No	20

What was your opinion of the festival merchandise? Check all that apply:

Great selection or variety of merchandise	8
Expected pricing for festival merchandise-comparable to other fests	24
Poor selection or variety of merchandise	9
Merchasdise was overpriced compared to other fests	6
Decent selection, but want better variety of products or sizes	12
I didn't see any fest merchandise there	24

What price do you expect to pay for a festival t-shirt?

(not what you want to pay, but what you expect)

$30+	2
$15-$30	62
Less than $15	23

What was your opinion of the food offerings at the fest?

(for-purchase vendors)

Great quality of food (happy with purchase from vendors)	30
Great variety of food options - bring them pack!	26
Mediocre quality of food (neither unhappy or happy with purchases)	9
Mediocre variety of food options - could be better, but selection was fine	16
Poor quality of food (unhappy with purchases)	3
Poor variety of food options - need more or better options for food	10

In order of most important to lease important, rank how the following things impact your decision to attend a beer festival:

	1	2	3	4	5	6	7
Positive past experience	17	20	10	8	9	5	7
Breweries or specific beer offerings	26	15	12	14	3	3	2
Ticket Price	10	16	19	18	6	5	2
Date of the fest or location	11	10	20	20	6	5	3
VIP perks	7	5	5	3	17	13	27
Festival theme or other unique attribute such as brews from a region; style	3	8	6	8	24	22	7
Exclusivity of Fest	4	2	4	5	11	23	29