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Street Fair October 2007

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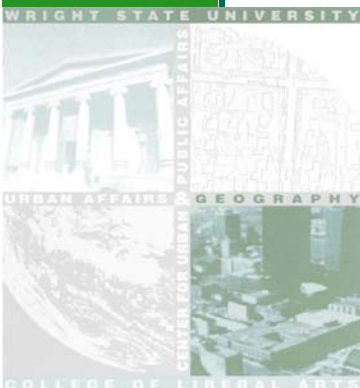


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Introduction and Demographics

The 2007 Yellow Springs Street Fair, an annual event sponsored by the Yellow Springs Chamber of Commerce, was held this year on October 13th. The Yellow Springs Men's Group commissioned Wright State University's Center for Urban and Public Affairs (CUPA) to conduct a survey of street fair attendees to gather perceptions related to the Village and a new marketing logo that will be used to promote the village. The intent was to measure the effectiveness of the Community Information Project (CIP) efforts in creating an identity and projecting an enhanced image for Yellow Springs

A total of 387 respondents were surveyed during this event by six trained CUPA interviewers. The interviews were primarily conducted between the hours of 12:00 p.m. and 4:00 p.m., and all respondents received a Yellow Springs magnet as an incentive for their participation. The survey instrument consisted of eighteen questions that were both quantitative and qualitative (open-ended) in nature.

Demographics

The first section of the survey asked several demographic questions in order to determine the demographic composition of Yellow Springs Street Fair attendees. The following paragraphs will address the responses to demographic questions.

Area of Residence

The first questions asked respondents to identify their state and zip code of their home address. When analyzing responses, the majority of respondents (92.7 percent) were from Ohio. Of the 18 respondents who were not from Ohio, 5 were from surrounding states. Almost fourteen percent of respondents (13.9 percent) live in Yellow Springs.

For the purpose of analysis, three crosstabs were run to measure differences between groups of respondents. These recoded include:

- "Yellow Springs respondents" versus "Non-Yellow Springs respondents"
- "Yellow Springs region respondents (those living in Clark, Greene, Miami, Montgomery, and Warren Counties) versus "Respondents living outside the five county region"
- "Ohio respondents" versus "Non-Ohio respondents"

Throughout the report, any statistically significant differences among these subgroups will be noted. If a crosstab is not discussed for a given question, then no statistically significant differences were found.

Age

More than half (58.2 percent) of those participating in the survey were 44 or younger. A quarter of all participants (24.5 percent) were 18-24. The table below shows the age distribution of survey respondents.

<u>Age Range</u>	<u>Percentage of Respondents</u>
18-24	24.5%
25-34	18.5%
35-44	15.1%
45-54	23.5%
55-64	13.6%
65 or older	4.7%

Race

There was not a great deal of diversity amongst those responding to the survey. The majority of respondents (86.1 percent) were Caucasian. Five percent of respondents (5.0 percent) classify themselves as African American, while 9.7 percent of respondents classify themselves as some other race.

Employment

Over two thirds (67.7 percent) of all respondents are employed, either full time (59.2 percent) or part time (8.5 percent). Over seventeen percent of respondents (17.3 percent) are students at local universities, with the majority attending Wright State University (15 students), Antioch College (8 students) and Sinclair Community College (5 students). (A list of all universities that were represented can be found in Appendix B). More than four percent of respondents (4.1 percent) are currently unemployed.

Yellow Springs Street Fair Comments

Yellow Springs Logo

A primary goal of the survey was to gather the views of Street Fair attendees on the Yellow Springs logo that had been developed. Each respondent was presented with a full page, color copy of the logo and were asked three questions- 1) what word or phrase comes to mind when they see the logo, 2) how does the image make them feel (in a word) and 3) whether they like the image, don't like it, or are neutral.

First, respondents were asked to share what word or phrase came to mind after looking at the logo. Many respondents indicated that the logo brought to mind words such as "old" (20 respondents), "friendly" (19 respondents), "community" (19 respondents), "happy" (18 respondents), "colorful" (17 respondents) and "homey" (17 respondents). Nearly all responses described the logo in a positive way. A complete list of all responses can be found in Appendix B.

Next, respondents were asked to indicate how the logo made them feel. Responses to this question were varied and diverse, although there were several common responses. These common responses included "happy" (79 respondents), "good" (42 respondents), "comfortable" (14 respondents), "welcomed" (11 respondents), "warm" (11 respondents) and "homey" (11 respondents). Again, a complete list of other responses can be found in Appendix B.

Finally, respondents were asked to indicate if they like the logo, dislike the logo, or were neutral. More than four in five respondents (82.0 percent) stated that they liked the image on the logo. Less than five percent of respondents (4.3 percent) do not like the image, while 13.7 percent of respondents were neutral.

When looking specifically at responses from Yellow Springs residents (those with the zip code of 45387), slightly less than three-quarters of respondents (72.5 percent) from Yellow Springs indicated that they liked the image. Nearly twenty percent (19.6 percent) of those living in Yellow Springs remained neutral regarding the image, while 7.9 percent of Yellow Springs residents did not like the image. Crosstabs of respondents from the five county region versus out of area respondents revealed no significant differences.

It should be noted that the vast majority of Yellow Springs residents indicated that they like the logo and the quaint image it created; however, there were some respondents who felt that the logo didn't accurately reflect their perceptions of Yellow Springs. One respondent stated "It's not a logo I would pick but it's still cute"; while another stated that the logo is "not funky enough for Yellow Springs". A complete list of all open-ended comments can be found in Appendix B.

Yellow Springs Street Fair

Next, respondents were asked a series of questions about the Yellow Springs Street Fair, including how they learned of the event as well as their perceptions of the event.

First, respondents were asked how they heard about the street fair. The most common response indicated by survey participants was word of mouth (58.6 percent). The next most common response was “Other”, which included responses such as “I’ve been here before” (27 respondents) and “I live here” (26 respondents). Another 10.4 percent of respondents had seen advertisements for the event, while 6.2 percent saw signage for the event within the village and 2.5 percent of respondents learned about the event through electronic means.

A crosstab was run to examine the differences between Ohio respondents and non-Ohio respondents, as well as Yellow Springs area respondents and non-Yellow Springs respondents. Respondents living outside the state of Ohio (85.2 percent) were much more likely to have heard about the street fair from word of mouth than were Ohio residents (56.6 percent). Ohio respondents were more likely to see signage (6.4 percent) or advertising (11.3 percent), whereas, no respondents from outside of Ohio learned of the event via these methods.

Similar to the comparison of Ohio and non-Ohio residents, respondents living outside of the five county Yellow Springs region (69.0 percent) were more likely to indicate that they learned of the event via word of mouth than respondents living within the Yellow Springs area (53.6 percent).

Next, respondents were asked to rate their level of satisfaction with their overall experience during their visit to Yellow Springs. Nearly all (98.7 percent) respondents indicated that they were very satisfied (63.8 percent) or satisfied (34.9 percent) with their experience in Yellow Springs. All respondents (100 percent) that reside in Yellow Springs indicated they were either very satisfied or satisfied with their experience. No significant differences were noted between Ohio and non-Ohio respondents, or Yellow Springs area residents and non-Yellow Springs area residents.

Analysis of open-ended comments reveals that the three of the five respondents who indicated that they were unsatisfied or very unsatisfied with their visit to Yellow Springs may have actually checked the wrong box, as open-ended comments were very positive about the event and their visit to Yellow Springs. Therefore, the percentage of Yellow Springs Street Fair respondents who were satisfied with their visit to the village may be higher than 98.7 percent.

When asked why they are satisfied with their visit to Yellow Springs, common themes included having fun with activities, nice people, good food, atmosphere, and that it was a

beautiful day. The only negative comment that was mentioned by multiple respondents was the price of food.

Next, respondents were asked to indicate if their visit to Yellow Springs: exceeded their expectations, fulfilled their expectations, fulfilled many, but not all of their expectations, fell somewhat short of their expectations or fell greatly short of their expectations.

Over one-quarter of respondents (26.7 percent) indicated that their trip to Yellow Springs exceeded their expectations, while the majority of respondents (66.9 percent) stated that the visit fulfilled their expectations. Crosstabs between Yellow Springs residents and those from outside the village revealed no statistically significant differences.

Thirteen percent of all respondents indicated that their visit to Yellow Springs required an overnight stay. With this in mind, all respondents were asked to indicate if they would spend the night in either Yellow Springs or Dayton Area accommodations if the fair were turned into a two day event. While less than thirty percent of respondents indicated that they would require overnight accommodations, those who were interested were more likely to indicate that they would stay in Yellow Springs accommodations (28.4 percent) than Dayton Area accommodations (19.3 percent). As would be expected, crosstabs by zip code of respondents revealed that out of state respondents were more likely than local respondents to indicate that they would be likely to require overnight accommodations in the future.

Perceptions of Yellow Springs

Respondents were also asked a series of questions pertaining to their general views of Yellow Springs, including the frequency of their visits to Yellow Springs and their satisfaction with several attributes of the Village.

First, respondents were asked how often they attend events or attractions in Yellow Springs. One quarter of respondents (23.6 percent) indicated that they attend events in Yellow Springs all the time, while another 28.2 percent attend events frequently. Another quarter of respondents (26.4 percent) attend events somewhat frequently, while 17.1 percent rarely attend Yellow Springs events and 4.7 percent never attend Yellow Springs events. Nearly all Yellow Springs respondents (98.1 percent) always or frequently attend events or attractions in the city. As would be expected, respondents living in the five county area were more likely than residents from outside the region to attend events all the time or frequently.

Almost all of the respondents (98.9 percent) reported that they would return to events in Yellow Springs in the future. No differences were noted between residents from within the region and those outside the region as it pertains to whether respondents would return to Yellow Springs for future events.

Analysis of Responses: Yellow Springs Street Fair

Respondents who indicated that they would likely return for events in the future were asked what activities they would engage in when returning to Yellow Springs. Common themes among responses show that many respondents plan to shop, eat, hike and return for the street fair in their future visits to Yellow Springs. A complete list of all responses can be found in Appendix B.

Respondents were also asked what other activities they have participated in while in town for the Street Fair. More than three quarters of respondents (78.4 percent) have shopped at stores in Yellow Springs, while 61.6 percent of respondents have dined at Yellow Springs restaurants and 44.9 percent have visited other Yellow Springs businesses. Other activities that respondents indicated doing while in town for the fair include hiking and visiting vendor booths.

Activities While Attending the Fair	
Shopped at stores in Yellow Springs	78.4%
Eaten at Yellow Springs restaurants	61.6%
Frequented any Yellow Springs businesses	44.9%
Other	12.5%

Next, all respondents were asked whether they believe the Village of Yellow Springs has too many, enough, or not enough shops restaurants and businesses (such as banks, bookstores, etc.).

More than four in five respondents (82.8 percent) indicated that Yellow Springs has enough shops, while 61.1 percent indicated that Yellow Springs has enough restaurants and 72.6 percent believe that the village has enough businesses. Yellow Springs residents were less likely than the sample as a whole to indicate that the village has enough of each of these entities, as referenced by the table below. Similarly, respondents from the Yellow Springs region (57.6 percent) were significantly less likely than respondents from outside the region (68.6 percent) to indicate that there are enough restaurants.

Yellow Springs Has Enough of the Following		
	All Respondents	Yellow Springs Respondents
Shops	82.8%	78.4%
Restaurants	61.1%	43.4%
Businesses	72.6%	66.0%

Finally, respondents were presented with a series of attributes pertaining to Yellow Springs, and were asked to indicate if they are very satisfied, satisfied, unsatisfied, or very unsatisfied with each attribute.

Overall, the majority of respondents are very satisfied or satisfied with every aspect of Yellow Springs. Residents of Yellow Springs reported greater levels of satisfaction with each attribute when compared to non-Yellow Springs residents. The area of lowest satisfaction for both groups is parking in Yellow Springs- 62.9 percent of all respondents and 84.0 percent of Yellow Springs residents indicated that they are satisfied with parking in the village. An analysis of all attributes that were discussed is presented in the table below.

	All Respondents	Yellow Springs Respondents
Street appearance	90.2%	96.0%
Downtown appeal	90.5%	94.0%
Adequate number of events	86.4%	92.0%
Ability to get around downtown	83.1%	90.2%
Parking	62.9%	84.0%
Shops and customer service	89.9%	90.0%

Conclusion

Overall, most respondents were happy with the Yellow Springs logo that was presented for comment, with many indicating that the logo captures their views of the village. Similarly, almost all visitors to the Yellow Springs Street Fair were satisfied with their visit. In fact, nearly all participants indicated that the street fair met or exceeded their expectations. Yellow Springs businesses are benefiting from the street fair, with over sixty percent of respondents patronizing Yellow Springs restaurants and shops during their visit. Word of mouth seems to be the best advertising tool for the Yellow Springs Street Fair, with more than half of respondents indicating that they heard of the fair in this manner. In conclusion, survey results showed a positive view of both the Street Fair and the village as a whole.

Appendix A: Yellow Springs Street Fair Survey Responses

Can you tell me the state of your residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ohio	358	92.5	92.7	92.7
	Pennsylvania	2	.5	.5	93.3
	Indiana	2	.5	.5	93.8
	Illinois	4	1.0	1.0	94.8
	Michigan	1	.3	.3	95.1
	Florida	1	.3	.3	95.3
	Virginia	1	.3	.3	95.6
	Tennessee	2	.5	.5	96.1
	Oregon	1	.3	.3	96.4
	Colorado	2	.5	.5	96.9
	California	2	.5	.5	97.4
	Maryland	2	.5	.5	97.9
	Kansas	1	.3	.3	98.2
	North Carolina	4	1.0	1.0	99.2
	Missouri	1	.3	.3	99.5
	New York	1	.3	.3	99.7
	Delaware	1	.3	.3	100.0
	Total	386	99.7	100.0	
Missing	System	1	.3		
Total		387	100.0		

Please indicate whether you like the image, don't like it or if you have neutral feelings about it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like it	306	79.1	82.0	82.0
	Don't like it	16	4.1	4.3	86.3
	Neutral	51	13.2	13.7	100.0
	Total	373	96.4	100.0	
Missing	System	14	3.6		
Total		387	100.0		

How did you originally hear about the Yellow Springs Street Fair?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Word of Mouth	208	53.7	58.6	58.6
	signage/drive up	22	5.7	6.2	64.8
	Advertising	37	9.6	10.4	75.2
	Electronic means	9	2.3	2.5	77.7
	Other	79	20.4	22.3	100.0
	Total	355	91.7	100.0	
Missing	Do not recall	20	5.2		
	System	12	3.1		
	Total	32	8.3		
Total		387	100.0		

How would you rate your overall experience with Yellow Springs during this visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	245	63.3	63.8	63.8
	Satisfied	134	34.6	34.9	98.7
	Unsatisfied	2	.5	.5	99.2
	Very Unsatisfied	3	.8	.8	100.0
	Total	384	99.2	100.0	
Missing	System	3	.8		
Total		387	100.0		

How well did your visit to Yellow Springs live up to your expectations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It exceeded my expectations	101	26.1	26.7	26.7
	It fulfilled my expectations	253	65.4	66.9	93.7
	It fulfilled many, but not all of my expectations	23	5.9	6.1	99.7
	It fell somewhat short of my expectations	1	.3	.3	100.0
	Total	378	97.7	100.0	
Missing	System	9	2.3		
Total		387	100.0		

How often do you attend events or attractions in Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All the time	91	23.5	23.6	23.6
	Frequently	109	28.2	28.2	51.8
	Somewhat frequently	102	26.4	26.4	78.2
	Rarely	66	17.1	17.1	95.3
	Never	18	4.7	4.7	100.0
	Total	386	99.7	100.0	
Missing	System	1	.3		
Total		387	100.0		

Will you return to Yellow Springs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	344	88.9	98.9	98.9
	No	4	1.0	1.1	100.0
	Total	348	89.9	100.0	
Missing	N/A, I live in Yellow Springs	38	9.8		
	System	1	.3		
	Total	39	10.1		
Total		387	100.0		

While attending the fair, have you? Shopped at stores in Yellow Springs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	276	71.3	78.4	78.4
	No	76	19.6	21.6	100.0
	Total	352	91.0	100.0	
Missing	System	35	9.0		
Total		387	100.0		

While attending the fair, have you? Eaten at Yellow Springs Restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	217	56.1	61.6	61.6
	No	135	34.9	38.4	100.0
	Total	352	91.0	100.0	
Missing	System	35	9.0		
Total		387	100.0		

While attending the fair, have you? Frequented any Yellow Springs businesses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	158	40.8	44.9	44.9
	No	194	50.1	55.1	100.0
	Total	352	91.0	100.0	
Missing	System	35	9.0		
Total		387	100.0		

While attending the fair, have you? Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	11.4	12.5	12.5
	No	308	79.6	87.5	100.0
	Total	352	91.0	100.0	
Missing	System	35	9.0		
Total		387	100.0		

Do you think that Yellow Springs has too many/enough/not enough of the following? Shops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too Many	1	.3	.3	.3
	Enough	313	80.9	82.8	83.1
	Not Enough	50	12.9	13.2	96.3
	Don't know	14	3.6	3.7	100.0
	Total	378	97.7	100.0	
Missing	System	9	2.3		
Total		387	100.0		

Do you think that Yellow Springs has too many/enough/not enough of the following? Restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too Many	3	.8	.8	.8
	Enough	234	60.5	61.1	61.9
	Not Enough	130	33.6	33.9	95.8
	Don't know	16	4.1	4.2	100.0
	Total	383	99.0	100.0	
Missing	System	4	1.0		
Total		387	100.0		

Do you think that Yellow Springs has too many/enough/not enough of the following? Businesses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too Many	3	.8	.8	.8
	Enough	273	70.5	72.6	73.4
	Not Enough	53	13.7	14.1	87.5
	Don't know	47	12.1	12.5	100.0
	Total	376	97.2	100.0	
Missing	System	11	2.8		
Total		387	100.0		

Please tell me your level of satisfaction with the following aspects? Adequacy of number of events in YS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	27	7.0	7.5	7.5
	Unsatisfied	22	5.7	6.1	13.6
	Satisfied	221	57.1	61.2	74.8
	Very Satisfied	91	23.5	25.2	100.0
	Total	361	93.3	100.0	
Missing	System	26	6.7		
Total		387	100.0		

Please tell me your level of satisfaction with the following aspects? Ability to get around YS downtown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	29	7.5	7.8	7.8
	Unsatisfied	34	8.8	9.1	16.9
	Satisfied	229	59.2	61.6	78.5
	Very Satisfied	80	20.7	21.5	100.0
	Total	372	96.1	100.0	
Missing	System	15	3.9		
Total		387	100.0		

Please tell me your level of satisfaction with the following aspects? Parking in YS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	38	9.8	10.1	10.1
	Unsatisfied	101	26.1	26.9	37.1
	Satisfied	198	51.2	52.8	89.9
	Very Satisfied	38	9.8	10.1	100.0
	Total	375	96.9	100.0	
Missing	System	12	3.1		
Total		387	100.0		

Please tell me your level of satisfaction with the following aspects? YS shops' customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	31	8.0	8.5	8.5
	Unsatisfied	6	1.6	1.6	10.1
	Satisfied	217	56.1	59.3	69.4
	Very Satisfied	112	28.9	30.6	100.0
	Total	366	94.6	100.0	
Missing	System	21	5.4		
Total		387	100.0		

Did your visit to Yellow Springs include an over night stay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	12.7	13.0	13.0
	No	329	85.0	87.0	100.0
	Total	378	97.7	100.0	
Missing	System	9	2.3		
Total		387	100.0		

If the fair were turned into a two day event, would you spend the night in accommodations in the Yellow Springs Area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	102	26.4	28.4	28.4
	No	257	66.4	71.6	100.0
	Total	359	92.8	100.0	
Missing	System	28	7.2		
Total		387	100.0		

If the fair were turned into a two day event, would you spend the night in accommodations in the Dayton Area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	17.3	19.3	19.3
	No	280	72.4	80.7	100.0
	Total	347	89.7	100.0	
Missing	System	40	10.3		
Total		387	100.0		

What best describes your current employment situation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Employed full time	229	59.2	59.2	59.2
Employed part time	33	8.5	8.5	67.7
Retired	29	7.5	7.5	75.2
Stay at home parent	13	3.4	3.4	78.6
Currently unemployed	16	4.1	4.1	82.7
Student	67	17.3	17.3	100.0
Total	387	100.0	100.0	

Which of the following groups do you fall into?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
18-24	94	24.3	24.5	24.5
25-34	71	18.3	18.5	43.1
35-44	58	15.0	15.1	58.2
45-54	90	23.3	23.5	81.7
55-64	52	13.4	13.6	95.3
65 and over	18	4.7	4.7	100.0
Total	383	99.0	100.0	
Missing				
declined to respond	2	.5		
System	2	.5		
Total	4	1.0		
Total	387	100.0		

What is your race and/or ethnicity? Caucasian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	328	84.8	86.1	86.1
No	53	13.7	13.9	100.0
Total	381	98.4	100.0	
Missing				
System	6	1.6		
Total	387	100.0		

What is your race and/or ethnicity? African American

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	4.9	5.0	5.0
	No	362	93.5	95.0	100.0
	Total	381	98.4	100.0	
Missing	System	6	1.6		
Total		387	100.0		

What is your race and/or ethnicity? Hispanic/Latino

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	1.8	1.8	1.8
	No	374	96.6	98.2	100.0
	Total	381	98.4	100.0	
Missing	System	6	1.6		
Total		387	100.0		

What is your race and/or ethnicity? Asian American

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	1.6	1.6	1.6
	No	375	96.9	98.4	100.0
	Total	381	98.4	100.0	
Missing	System	6	1.6		
Total		387	100.0		

What is your race and/or ethnicity? Bi-Multi Racial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	2.1	2.1	2.1
	No	373	96.4	97.9	100.0
	Total	381	98.4	100.0	
Missing	System	6	1.6		
Total		387	100.0		

What is your race and/or ethnicity? Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	4.1	4.2	4.2
	No	365	94.3	95.8	100.0
	Total	381	98.4	100.0	
Missing	System	6	1.6		
Total		387	100.0		

Appendix B: Yellow Springs Street Fair Open-Ended Responses

What is your zip code?

- 14450
- 15216
- 17557
- 19977
- 20770
- 20772
- 22046
- 27018
- 27019 (2)
- 27510
- 32092
- 37211
- 37876
- 43009
- 43017
- 43026 (4)
- 43040
- 43044
- 43055
- 43060
- 43064
- 43065 (2)
- 43068
- 43072 (3)
- 43075
- 43078 (3)
- 43123 (2)
- 43143
- 43150
- 43160
- 43201
- 43206
- 43212
- 43215
- 43219
- 43221
- 43224
- 43228 (2)
- 43311
- 43316
- 43357 (2)
- 43701
- 44139
- 44146
- 44203
- 44703
- 45005
- 45011
- 45036 (2)
- 45044
- 45064
- 45066 (2)
- 45068 (3)
- 45113
- 45133 (3)
- 45159
- 45177 (6)
- 45202
- 45208 (2)
- 45209
- 45211 (2)
- 45212
- 45213
- 45217
- 45224
- 45226
- 45229
- 45236
- 45238
- 45243
- 45247 (2)
- 45248
- 45305 (5)
- 45309
- 45311
- 45314 (3)
- 45320 (2)
- 45322
- 45323 (6)
- 45324 (19)
- 45331
- 45335
- 45341
- 45342 (2)
- 45344 (2)
- 45356

- 45368 (2)
- 45369
- 45373 (5)
- 45377 (4)
- 45384 (2)
- 45385 (12)
- 45387 (53)
- 45402 (2)
- 45403
- 45405 (3)
- 45409
- 45410 (13)
- 45414 (3)
- 45415 (3)
- 45419 (3)
- 45420 (9)
- 45424 (8)
- 45426 (2)
- 45429 (4)
- 45430 (3)
- 45431 (18)
- 45432 (5)
- 45434
- 45435
- 45439 (5)
- 45440 (10)
- 45449 (2)
- 45450
- 45454
- 45455
- 45458 (3)
- 45459 (8)
- 45502 (96)
- 45503 (7)
- 45504 (6)
- 45505 (4)
- 45506 (3)
- 45701 (3)
- 45715
- 45807
- 45840
- 45891
- 45895 (2)
- 46040
- 47803
- 49635
- 60625
- 60911
- 60931
- 62704
- 65802
- 66216
- 80305
- 92128
- 93010
- 97720

2. What word or phrase comes to mind when you see this logo?

- 1970's Hippie
- A nice place to visit
- Antioch's closing
- Antique
- Artistic
- Arty pie
- Attractive
- Authentic
- Autumn
- Awesome (3)
- Barn
- Bike village
- Bing design
- Bright (2)
- Bright, cheerful and friendly
- Buddy town

- Buds
- Busy
- Calm
- Cheerful (4)
- Cheerful community
- Cheery
- Colorful (17)
- Colorful and diverse
- Colorful and green
- Colorful and happy
- Comfort and I want to live there
- Community (19)
- Contrived
- Cool (3)
- Cottage
- Country (2)
- Country cute
- Country stitchery
- County (2)
- Creative (2)
- Cute (3)
- Cutesy (2)
- Different
- Disneyland
- Earthy (2)
- Easy going
- Eccentric
- Eclectic Funk
- Eh
- Explore
- Fall (the season)
- Fantabulous
- Farm
- Festive (2)
- Festive and quaint
- Find
- Find yourself here (3)
- Finding fun
- Florida
- Folk art
- Food
- Free spirit
- Freedom (2)
- Fresh (2)
- Friendly (19)
- Friendly and cool

- Friendly, upbeat and welcoming
- Fun (11)
- Fun and welcoming
- Fun, happy and community
- German
- Ginger bread house
- Go to Yellow Springs
- Good (3)
- Good ol' Yellow Springs
- Good representation
- Good time (2)
- Go's
- Grandmas Curtain Colors
- Great (3)
- Green (10)
- Happy (18)
- Happy and friendly
- Happy family
- Happy town
- Hard to read
- Harmony
- Hippie
- Hippie, peace and no urban sprawl
- Homey (17)
- Homey, arts and liberal
- Homey, welcoming and New England
- Innovation
- Interesting and cute
- Inviting (2)
- Joy (2)
- Laidback
- Little town
- Lively
- Looks good
- Lots of colors
- Lots of people
- Love
- Lovely
- My home town
- My wife
- Natural and friendly
- Nature (5)
- New (2)
- New logo
- Nice (4)
- Nice place

- Nice place to investigate
- Nice place to live
- Non dynamic
- Nothing
- Old (20)
- Old timey, tranquil and peaceful
- Organic
- Our town
- Outdoors
- Overdone
- Party
- Peace and home welcoming
- Peaceful (6)
- Peaceful small town
- People
- Perfect
- Picturesque
- Pleasant (5)
- Pretty (3)
- Pretty town
- Printing
- Quaint (16)
- Quaint, village, unique, own character
- Quiet
- Relax
- Relaxing and peaceful
- Retro
- Rural
- Rustic
- Shiny
- Shops
- Single yet couples
- Small town (8)
- Small town and East Coast
- Spiritual
- Spring time
- Springy (5)
- Stay here
- Sticker on a jam jar
- Stimulating
- Street
- Street fair (2)
- Tacky
- The 60's
- The community
- The perfect idea of Yellow Springs

- The springs
- Too busy (2)
- Town (2)
- Town living
- Trees (4)
- Ugly
- Unique place and special
- Very nice (4)
- Village (9)
- Warmth (2)
- Welcoming (2)
- Where I would like it be
- Whimsy
- Winds
- Yellow
- Yellow Springs (12)
- Yes
- Young's Jersey Dairy

3. *How does the image make you feel?*

- 50's setting
- Active/ Retro
- A-hh
- Alright (I guess)
- Amazing
- Antiquated
- Artsy
- At home (5)
- At peace and inviting
- Awake
- Beautiful
- Bored
- Bright
- Bright/Cheerful
- Bucolic
- Calm (5)
- Calm and funky
- Casual
- Cheerful (5)
- Childhood
- Colorful (3)
- Comfortable (14)
- Comfortable and nostalgic
- Community
- Confused
- Connected

- Content (2)
- County (2)
- Cozy (3)
- Cozy and happy
- Creative
- Cute
- Disappointed
- Distant
- Diversity
- Enchanted
- Energetic
- Excited
- Fake perfect place
- Fantastic and meet a lot of people
- Festive (2)
- Fine (2)
- Fits Yellow Springs
- Folksy
- Free
- Friendly (3)
- Fun (2)
- Glad
- Good (42)
- Good and happy
- Good image
- Good logo
- Great (4)
- Green (2)
- Happy (79)
- Happy to be outside
- High
- Hippy
- Hometown
- Homey (11)
- Hopeful
- Hungry
- I like it
- I love Yellow Springs Culture
- I want to go there
- I'm on acid
- Indifferent
- Interested (5)
- Invited (2)
- Joyful
- Light
- Like I would like to visit

- Like it (2)
- Like it is 1950
- Like lighting one up
- Like partying
- Lit up inside
- Lonely
- Lovely
- Mall
- Mellow (2)
- Men
- Natural (2)
- Natural and animated
- Neat
- Nice
- No reaction
- None
- Normal
- Nostalgic (3)
- Not accurate
- Okay (5)
- Old fashioned (3)
- Old, satisfied and foolish
- Peaceful (10)
- Pleasant (5)
- Positive
- Positive and togetherness
- Progressive
- Proud
- Ready to go
- Refreshed and it says "clean"
- Refreshing and happy
- Rejuvenated
- Relaxed (3)
- Relaxed and safe
- Retro
- Safe
- Sales
- Satisfied (3)
- Sentimental
- Serene (2)
- Small townish
- Smiley
- Soothing
- So-So
- Splendid
- Springy

- Springy and environment
- Stuffy
- Sweet and homey
- That Yellow Springs is a fun town with fun things to do (which is true)
- Thoughtful
- Time warpish
- Too busy
- Town unique
- Tranquil (2)
- Upbeat
- Very good
- Want to explore
- Warm (11)
- Warm and friendly
- Warm and fuzzy (5)
- Warm and welcome
- We love it
- Welcome home (3)
- Welcomed (11)
- Welcoming and closeness
- Wonderful (3)
- Yarning
- Yellow Springs
- Yellow Springs is a homey place

4. Please indicate whether you like these images: (Additional Comments)

- Antioch
- Attractive, partings happy and friendly image
- Been here before, DDN "Go" Section
- Captures small town, the church, the shops, I like the green and the L for yellow is trees
- Colors are very inviting, I like it very well through out
- Cute logo, I think it says little town
- Depends on setting
- Do like it
- Don't like it, its boring- show more spirit
- Ehh, I'm not big fan. There should be peace sign
- Fits the city very well
- From outsider perspective
- Good image
- Great image
- Happy
- Hate it
- Helps offset the 1960's- 1970's image of Yellow Springs as overly academic, "kooky", "dirty" and "dangerous"
- I like how it's written

- I like it (13)
- I like it and enjoy the colors, word design and various symbols
- I like it! Honest, its good
- I like it, it is very artistic
- I like it, very comforting
- I like the different shades of green
- I like the image but don't know if it fits the towns image
- I like the logo but don't really have strong feelings about it.
- I like the URL
- I liked it the first time I saw it. I think it captures the town very well
- I love it
- I really like the colors it represents the colors of the Village and Woods
- I really like the idea, however is hard to see through the image, it bleeds a bit to much
- I think it is a good logo for Yellow Springs
- I think it is a great logo for Yellow Springs. Appropriate for the small eclectic community.
- I think it represents the town very well
- I think it's an image that captures the spirit of the village
- I think that it looks like Yellow Springs
- I think the logo is pretty grand
- I'm for it
- It is nice, homey and colorful
- It looks great
- It looks like there is a lot going on and happy
- It needs to be a bit more diverse
- It promotes the feelings of a serene community
- It puts the feelings I have about Springs into words
- It's a little busy, but I like it
- It's colorful and homey
- Its colorful quaint, pretty and I like it a lot
- Its cool I guess
- It's nice
- It's nice, but there is always room for improvement
- It's not a logo I would pick but it's still cute
- It's okay but doesn't quite capture the quirkiness of the town, a little conventional
- It's pretty
- It's very green, and it's about saving the environment
- Like it ok, but there is something about it that I don't like and can't put my finger on it
- Like it, but depends on cost
- Like it, but the art style is a bit out dated perhaps, like the natural themes though
- Like the image (2)
- Live close
- Local, past
- Looks good, gives sense of fresh environment

- Lots tranquil
- Love the image
- Memory
- Natural, didn't make me want to look twice
- Nice (2)
- Nice cheerful
- Nice, light not too busy and fun
- No comment
- Not funky enough for Yellow Springs
- Not really reflective of Yellow Springs
- Not very distinct
- Perfect fit for this town
- Quaint, cute, home cooked feelings
- Really like it and cycling path on logo
- Reminds me of retro version of European village
- Seems a little "country field" fun, artsy town
- Should have use local artist
- Show more fall colors
- The colors don't represent the town to me
- The eclectic side of Yellow Springs doesn't seem to be reflected in the logo. I love Yellow Springs for it's positive uniqueness
- The image is lack luster. It looks cheap, straight out of clip art
- This is the greatest
- To busy, keep trees, no church, round off on the right side
- Too much green (too many different shades). Yellow Springs should be a different color, blends in too much
- Too old fashioned
- Very cozy feeling
- Very earthy, would like to see more red and blue
- Very fitting
- Very generic, need to shop unique building in Yellow Springs
- Very nice
- Wife attends school here
- With colors and designs, it represent everything very well
- Yes, noticed the sign as I drove into Yellow Springs and thought it was lovely and exciting wanted to take a photo be it

5. How did you originally hear of the Yellow Springs street fair? (Other)

- Always a good line
- Been here before (27)
- Best fair Around
- Bookstore
- By accident in June
- By chance
- Daughter has booth
- Diversity

- Flyer
- Friends (2)
- Friends and family
- Good food and atmosphere
- Good show and vendors
- Grew up here (8)
- History
- Holly
- I brought my kids and they've had a good time. The music is great
- I grew up in Oakwood, Ohio and have been coming to Yellow Springs since I was little I still return every year for the street fair.
- I live here (26)
- I love the street fair
- I sold lemonade
- It was a hoot
- It's a great place
- It's cool
- Just got here
- Macgregor
- My daughter is a vendor
- Newspaper Online
- Not gotten around much
- Parents used to work here
- Resident of the Springs
- Saw the banner, asked about it
- Started coming
- The quality of items sold is top of the line and best in nation. Completes favorably with Ann Arbor Street Fair
- Too make years ago to know
- Townie
- Types of food
- Was here one night and found it
- We're old
- Work

6a. Why do you feel this way?

- A beautiful day and a lot of friendly people. I like the entertainment but would welcome more
- A little to crowded and it should be a longer day
- A lot here, people shouldn't have animals here and they should advertise this
- A lot of stuff, good food, always very crowded and little walking room
- A lot to do and the live entertainment was fun to watch
- A nice time
- Activities
- All the artsy stuff
- Always a good time (2)

- Always a pleasure, the artisans bring goods I can't find everywhere for such great prices. The people do seem to be a bit ruder year to year, but it always attracts more every year. Maybe it would be a good idea to make it 2 days and not just one
- Always find great stuff every year
- Always look and good time
- Always love it
- Always neat expectations
- Amazing
- Art Fairs and Music Festival
- Atmosphere (2)
- Atmosphere (music, vendors and culture) was very inviting
- Atmosphere, a child seems to be able to roam as to where he please and enjoy himself thoroughly
- Beautiful cross-section of people, culture and it's great fun
- Beautiful day
- Beautiful day, come to work for Greene County Democratic Party
- Beautiful day, good food and fun atmosphere
- Beautiful day, subdued and atmosphere
- Beautiful fall day and happy people
- Because it's a good place
- Been coming for a while and love the atmosphere
- Better quality vendors, but move the aerial show to one end or the other, you cannot past the area during the show
- Buds
- Comfortable environment, non judgmental and creative atmosphere
- Community together
- Cool place to come and nice atmosphere
- Crowded (5)
- Crowded but I like all the booths and stores
- Cute and diverse
- Different
- Different environment
- Diversity (4)
- Diversity and artistic
- Done better with parking and organization
- Early on good overall 1st impression
- Eating, art, shopping and walking
- Eclectic nature of the street fair and open minded different people
- Enjoy the atmosphere and the different "feel" of the fair
- Enjoyable and lots of vendors
- Entertainment and vendors
- Events, culturally diverse
- Everybody is upbeat and happy, just needs more bathrooms
- Everyone is friendly and seeming to have a good time

- Everyone is having a good time a cool liberal atmosphere which is lacking in Ohio
- Find objects, jewelry and clothing you don't find elsewhere
- Food (2)
- Food booths need spread but more
- Food is good, weather is great and lots to look at
- Food is outrageous
- Food and entertainment
- Found school lot to park in, easy to come to crowd is excited, things to look at and food
- Friendliness, laid back
- Friendly people (3)
- Friendly people and good food
- Friendly place
- Friendly and unique village
- Friendly, vendors and good music
- Friendly and welcoming environment
- Fun (11)
- Fun and cool environment
- Fun and easy
- Fun and I see my friends
- Fun atmosphere, lots to look at and good food
- Fun booth, great food, love the wine tasting and saw some friends
- Fun but same old stuff
- Fun people-watching and friendly
- Fun stuff beautiful weather and good food
- Fun to be outside, see all music and food vendors and good to talk with people
- Fun and great fair
- Fun, interesting activities, food and friendly atmosphere
- Fun and lots of booths
- Go around get something to eat
- Good but crowded
- Good community
- Good environment and lots of pretty things to buy
- Good food vendors
- Good food and cool exhibits
- Good food, fun shopping, interesting people and good music
- Good food and good atmosphere
- Good food and good music
- Good food and lots of vendors
- Good food, unique and pleasant
- Good overall booths and food
- Good people and entertainment
- Good people-watching, mighty crowded (a good thing) and sweet crowd
- Good shopping, food and wonderful people
- Good time had by all

- Good time and good weather
- Good variety of booths, music and more street musicians
- Good weather, good food, friendly people and nice drive
- Great
- Great atmosphere, diversity and relaxed
- Great blend just like Yellow Springs
- Great day (2)
- Great day, lots of people, exhibits, food and everyone is friendly and polite
- Great day, good people and plenty to see and do
- Great food and entertainment
- Great mix of people
- Great music and nice people
- Great people (2)
- Great unusual vendors. Fun music spread throughout. Ethnic Food, friendly people, street entertainments (areal angels) were wonderful
- Great variety of objects and food
- Great vendors, music, entertainment and food more aerial angels
- Grew up here went to school here
- Ha-ha, bike shop, Dinos and Sit-Sit-Sit still
- Happy experience
- Happy feet
- Happy people
- Have always loved the town
- Having a good time
- Having fun
- High quality street fair, with GREAT food and good music. Only reason I'm satisfied instead of very satisfied is because it is a little too crowded
- Hike, shop, eat, live music and festivals
- Hippie town- love it
- Hometown
- Homey and friendly
- I always enjoy it
- I always enjoy the street fair- some years more than others
- I always enjoy the variety of food, music and vendors
- I always leave Yellow Springs with a sense of calm
- I am able to purchase a spoon bracelet and ring that I was looking forward to for something, and the food was good
- I am happy
- I came early this year and it is nice with less people
- I come down about every two weeks
- I come here often, I like Yellow Springs
- I come to both every one and enjoy it.
- I don't like dogs
- I get paid to be here
- I get to drink beer here

- I have been here before, so I know that it is fun. There is always stuff to look at and listen to
- I have had a good time
- I know more people by first name here than Miamisburg where I live
- I like all the food, items for sale and people
- I like being able to walk to different places and living close to Glenn
- I like the creativity and the diversity of people and places
- I like the relaxed variety
- I like the small town atmosphere people are very friendly
- I like the town and people
- I like Yellow springs
- I live here (2)
- I live here and choose to live here can stay on weekends
- I live here and love the town
- I love coming here but the crowd is hard to take sometimes
- I love it and live here. It's community and I know people
- I love it and Yellow Springs
- I love it here (2)
- I love the energy of the land, the city, people and the street music is wonderful
- I love the free expression and art
- I love the street fair
- I love the street fair/ food
- I love the vendors and stores
- I love to live here
- I love Yellow Springs (3)
- I love Yellow Springs, very unique
- I really like the atmosphere but hate crowds
- I really like the people and the town
- I saw friends
- I sell here and live here
- I think it should be 2 days, too crowded
- I think the vendors change too much
- I visit Yellow springs with friends, going to all the unique shops and to other attraction. It is a very neat place to visit
- I work here- am new to the area. We drive through each day to and from work without really getting to interact with the people
- I'm a hippie
- I'm satisfied with everything
- I'm enjoying myself, good time
- I'm full and happy. Nice clean town
- I'm out of my apartment and relaxing with friends!
- I'm with friends and not at work
- Interesting
- Interesting booths, nice people
- Interesting crowd
- It always enjoy coming, being around all of the people

- It is laid back and always very enjoyable
- It is what I expected
- It's a little happy village
- It's Yellow Springs
- I've live here for 25 years
- I've loved coming to Yellow Springs for years- every on a normal visit. I have friends who live here
- I've never been to a festival like this and it's really fun
- Just like other fairs
- Laid back, relaxing atmosphere
- Large, lots to see
- Lived here 17 years
- Lived here for 30+ years use to the appearance
- Lots of activity, good food, music and artwork
- Lots of art and crafts, good food, very polite and friendly people
- Lots of music, either make Yellow Springs street Fair a 2 day event or add something else to the mix
- Lots of options
- Lots of people, friends
- Lots of street performers, vendors, little hard to get through at times, but very fun
- Lots of stuff, wheel chair it's hard
- Lots of things to do and see
- Lots of things to see
- Lots of vendors and entertainment
- Lots to do, eat and see
- Lots to looked at and good music very interesting, belly dancers need new location- made traffic jam
- Lots to see and taste
- Love the environment, been coming for years
- Love the food, the shops and the street vendors
- Love the Street Fair
- Love Yellow Springs
- Margarita's and Martinis, we need a sandwich
- Maybe more Port-O-Johns next time
- Meet a lot of people, nice to visit
- Much to see, good variety of food etc.
- Music wasn't as good as the spring
- Neat atmosphere
- Neat people
- Need better accessibility for people with disabilities. There are so many people here and it is difficult for a person using a wheelchair to maneuver
- Needs to be more handicapped parking
- New merchants- a little crowded but that is great for the Yellow Springs economy
- New, Exciting
- Nice booths, nice people, good atmosphere
- Nice but crowded

- Nice community
- Nice crowd, weather
- Nice day
- Nice day, crowded
- Nice day, everything, music, food, unique things for sale
- Nice day, nice entertainment, many things to see
- Nice entertainment, food, I know some vendors
- Nice fair but needs more diversity of vendors-- too many South American and Tie dye vendors. Also you advertise no Pets but no one seems to police and turn individuals with dogs away
- Nice folks (2)
- Nice place to come/town
- Nice place to visit
- Nice town
- Nice variety of things to do and many types of people here
- Nice, but a little crowded. But I guess that is good
- Not a street fair person
- Not as crowded or the crowd is more polite
- Not my cup of tea, I'm not annoyed
- Ohio Silver and I have a lot of history
- Okay parking, found restroom
- Original activiti he10 ii5tdors
-
- - Pe plfuling vandlyice plary
 - Pe phes,nlsnneery

- Street Fair can be frustrating, but it's nice
- Super crowded but lots to do
- Tarot card reading, incense, atmosphere, accessible. I would come earlier
- The food and things to buy (like purses) are amazing
- There are a lot of unique things going on
- There are so many things to look at and the vendors are very friendly
- There is always interesting stuff to see and businesses and cause to support
- There is nothing like it, anywhere in this area
- This is my first time attending
- This is the best festival, unique, good people, great food, it's always unique is a different slice of life
- To shop, listen, eat
- Townie
- Unique booths to this area
- Unique shops and fun experience
- Unusual items- not run of the mill
- Variety
- Variety of shops, entertainment and foods
- Variety, music, public service booth
- Various selections of products, food, entertainment
- Venders had a lot to offer and the food is great
- Very crowded but always amazing
- Very different feeling when I come here. Back in time feeling
- Very eclectic atmosphere
- Very fun, lots of interesting things and people
- Very nice place, peaceful, never any trouble
- Very open, accepting atmosphere, very diverse
- Very relaxed and welcoming
- Very relaxing listening to the music, watching the people
- Visit, lounge
- Walking sucks after a while
- We can come here and not worry about abuse and accusations
- We come every year (2)
- We found parking for handicapped
- We love Yellow Springs
- Weather is perfect, vendors are friendly and food is great
- Weather, food, music
- Weather, people, food
- Well organized, diversified crowd, great weather helps
- Whatever comes here
- Why be negative?
- Wish it was 2 days
- Work in Yellow Springs
- Would be a expect for not enough places to sit down
- Yellow Springs has it all
- Yellow Springs is awesome

- Yellow Springs is such a welcoming place
- You can be yourself without someone looking down at you

9a. What activities do you plan to do when you return?

- Activities at St. Paul's Church and the Street Fairs
- All (4)
- All booths crafts and entertainment
- Always visit
- Any that sound fun
- Anything at Young's Dairy, places to eat and bike trails
- Art Fair and restaurants
- As they are publicized I will attend
- Attend grocery store and go to all events because I live here
- Bike Trail (2)
- Bike trail, Glen and shops
- Bike trail, Ha-Ha, Young's and Clifton Gorge
- Bike, hike, jog and take it easy
- Bike, hiking, run and play
- Biking and Street Fairs
- Biking, shopping, walk eat and listen to music on the street
- Camping
- Chamber music, Little Art Theatre, Street Fair and Blues Fest
- Children's Community Center
- Clifton, shop and eat
- Coffee house/bookstore
- Coffee shop, wander and shop
- Come to all fairs and visit restaurant
- Come to shops and shows at peaches
- Dine, movies and shop
- Dining, bike path and street fair
- Dining, next street fair
- Dinner, food, coffee and books
- Dinner, shop and walk around
- Dinos' and Ha-ha's
- Downtown area and restaurants
- Drink and walk around
- Drink beer and go shopping
- Drink coffee and hang out
- Drink, hear music and art
- Drum circle and food
- Eat (2)
- Eat and buy stuff at shops
- Eat and pass through on rt. 68
- Eat and people-watching (2)
- Eat at the Winds

- Eat at the Winds and or Yellow Old Train, bike on the path and hike at Clifton Gorge
- Eat, bookstore, Street Fair and park
- Eat, shop and movies
- Eat, shop, drink and laugh
- Eat, Street Fair and shops
- Eat, visit, shop and attend events
- Eat, wine tasting and shop
- Eating and drinking
- Eating and walking
- Enjoy friendships and relaxation
- Events, drink, socialize and movies
- Everything (3)
- Everything, Blues Fest for sure
- Fair, lunches and park
- Fairs and music
- Festival
- Festival and restaurants
- Festival and shopping
- Flyers
- Glen Helen (3)
- Glen Helen and Street Fair
- Glen Helen, Hike the Gorge, Ha-Ha Pizza and concerts at Peaches
- Glen Shops restaurants and Street Fair
- Go to bar and walk around
- Go to church
- Go to Glen and Shop
- Go to Glen Helen, John Bryan, dining and my entertainment available
- Go to shops and walk around in Glen Helen and John Bryant
- Go to the music store
- Go to the park
- Going through the crafts and eating
- Graduated from Antioch
- Grandchild's school activities
- Grandson, soccer game and piano activities
- Grocery, Current cuisine, library and present shopping
- Ha-ha's
- Hanging out
- Herb Shoppe, lunch at the winds, and dark star
- Hike (7)
- Hike, shop and entertainment
- Hike, shop, bike, eat, drink and purchase jewelry
- Hiking and biking
- Hiking and eating
- Hiking and hay ride
- Hiking and restaurants

- Hiking and shopping (2)
- Hiking at the Glen Helen, shopping and smoking
- Hiking, biking, putting around, drinking
- Hiking, drinking and making Merry
- Hiking, shopping and eating
- I live here (3)
- I plan to do it all
- I usually try to make it down to Yellow Springs fall and spring for the street and any time I can in between
- I'm not sure (3)
- John Bryan, Bike trail, Silver shop, and Import House
- Just hang out with friends, eat and shop
- Just look and enjoy
- Just visit
- Little Art theatre
- Live music, shop
- Look around town and art fair
- Look at the shops (2)
- Meet with old friends
- More festivals and other events
- More food
- More music in the park
- More shopping
- More shopping and eating at restaurants
- More street fair films at the little but and dinners at the Winds
- More stuff like this
- More walking
- Movies, music and dining
- Music and food
- Music, booths, food, garage sales
- Music, dining and shopping
- Next fall for the festival
- Next street fair and crazy Joes shows
- Next weekend to walk street and Glen
- Next year's fair (2)
- Next years spring street fair and fall (I came to both) plus I shop and Sam and Eddies and No Common Scents
- Not sure (8)
- One week
- Park
- Parks and stores
- Past life
- Peaches, bike trail and shops
- Probably another fair
- Regular basis
- Relaxing

- Ride bikes, eat at Winds, Street fair
- Rock-climb
- Same type and to visit my sister
- See family, dine and shop
- See it all
- Shop (21)
- Shop and dance
- Shop and eat (14)
- Shop and hike
- Shop and movies
- Shop and people-watch
- Shop and visit parks
- Shop, bike trail and eat at Peaches
- Shop, coffee and smoothies
- Shop, eat, walk and skate
- Shop, eat, yoga and chatting
- Shop, hike and eat
- Shop, sell and enjoy nature
- Shopping, Ha-Ha, John Glen Hiking and Young's Dairy
- Shopping, John Bryant State Park
- Shopping, restaurant and bike path
- Shops, parks and eat
- Sit on the bench
- Spring and fall fair, bring photography students and Glen
- Stay in B and B
- Street Fair (20)
- Street Fair and eat
- Street Fair and Jazz
- Street Fair and maybe bands at peaches
- Street Fair and park
- Street Fair and regular shopping because I love it
- Street Fair and shopping
- Street Fair and whatever other activities are in the area.
- Street Fair- summer, general shopping
- Street Fair, Antioch stuff and little theater movies
- Street Fair, Art on the lawn and blues fest
- Street Fair, going to shops and going to Young's
- Street Fair, music, bike path and restaurants
- Street Fair, shop and eat
- Street Fair, shopping dining, walking and camping
- Street Fair, theatre and dining
- Street Fairs, Young's Dairy and state parks
- Used port-a-potties
- Various
- Visit and participate in events
- Visit friends, hike and eat

- Visit family (2)
- Visit shops, hike and eat
- Visit the shops (4)
- Walk around
- Walk around and enjoy
- Walk around and isn't natural resources
- Walk in Glen, eat at Sunrise and see movie at little art
- Watch bands at Peaches and WYSO music events
- We want to come again to visit the shops and restaurants
- What ever is going on (3)
- Whatever happening- football, soccer town events, family stuff
- Whatever makes me feel good
- Window shopping and eating
- Winds and mountain biking
- Winds, fairs and Little Art
- Winds, shopping and visit friends
- Wine tasting
- Wine tasting and just like to walk around
- Wine testing and bar hopping
- Wonder aimlessly about
- Work and live
- Yellow Springs street fairs and some times to shop at other times.
- Yoga
- Yoga class, Street Fair, Emporium and shop
- Yoga, movie and bicycle
- Young's Dairy and street fair

10. While attending the fair, have you? (other)

- Art Fair food/ Bought art
- Ate at vendor booth
- Biking trail, shopping, coffee
- Dino's coffee shop
- Entertainment
- Fair Booths only this trip
- Food vendor as well
- Go to school
- Hike, Bike
- Hiking
- Hung flyers for WSU stuff
- Hung out
- I look and they pick
- Jackie Chen Chinese food
- Just arrived
- Just walk around at fair (2)
- Just what's in the street
- Listen to great live music

- Manned our own booth (3)
- Not during fair but before and after
- Not this trip- but we come often to get things
- Record shop
- School, living (2)
- Some times visit the parks
- Street Vendors
- Use to live here, return to visit
- Vendors, fire department, Yellow Springs cornfield orchestra
- Visit
- Visited booths (2)
- Watch people
- Work

15. What describes your current employment situation? (Other)

- Akron University (2)
- Antioch (8)
- Bowling Green (2)
- Clark State
- NUL (2)
- Ohio Dominican
- Ohio State University
- Ohio University (3)
- Ohio Wesleyan
- Rose-Holman Institute of Technology
- Sinclair Community College (5)
- Southeastern High School
- University of Cincinnati
- University of Dayton (4)
- Urbana
- Vandalia-Butler High School
- VOSL
- Wittenberg (2)
- Wright State (15)
- Yellow Springs High School

17. What is your race and or ethnicity? (Other)

- African
- American
- Human Race (3)
- Italian
- Middle- Eastern
- Native American
- Pacific Islander

8. How often do you attend events or attractions in Yellow Springs?
- a. All the time
 - b. Fairly often
 - c. Rarely
 - d. Never

9. Will you return to Yellow Springs?
- a. Yes
 - b. No
 - c. NA, I live in Yellow Springs

9a. If yes, what activities do you plan to do when you return?

10. While attending the fair, have you (circle all that apply):
- a. shopped at stores in Yellow Springs
 - b. eaten at Yellow Springs restaurants
 - c. frequented any Yellow Springs businesses (like a bank, a frame shop, bookstore)
 - d. Other, please specify _____

11. Do you think that Yellow Springs has enough/too many/not enough of the following?

	Too Many	Enough	Not Enough	Don't Know
Shops				
Restaurants				
Businesses (banks, bookstores, etc)				

12. Please tell me your level of satisfaction with the following aspects of Yellow Springs.

	Very Unsatisfied	Unsatisfied	Satisfied	Very Satisfied
YS street appearance (e.g., litter)				
YS Downtown appeal				
Adequacy of number of events in YS				
Ability to get around YS downtown				
Parking in YS				
YS Shops' customer service				

13. Did your visit to Yellow Springs include an over night stay?
- a. Yes
 - b. No

14. If the fair were turned into a two day event, would you spend the night in accommodations in the Yellow Springs area or the Dayton area?

Yellow Springs Area

- a. Yes
- b. No

Dayton Area

- a. Yes
- b. No

15. What best describes your current employment situation?

- a. Employed full time
- b. Employed part time
- c. Retired
- d. Stay at home parent
- e. Currently unemployed
- f. Student

o Where do you attend school? _____

16. Which of the following age groups do you fall into?

- a. 18-24
- b. 25-34
- c. 35-54
- d. 55-64
- e. 65 or over
- f. Declined to respond

17. What is your race and ethnicity?

- a. Caucasian
- b. African American
- c. Hispanic/Latino
- d. Asian American
- e. Bi/Multi-Racial
- f. Other _____