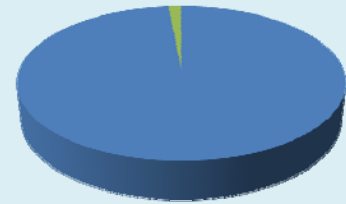


Constant Contact Survey Results

Survey Name: Taste 2009 Survey to Attendees
Response Status: Partial & Completed
Filter: None
 Nov 16, 2009 3:56:00 PM

1. Did you attend Taste of Tierrasanta 2009?

	Number of Responses	Response Ratio
YES	65	98.4%
NO	0	0.0%
No Responses	1	1.5%
Total	66	100%

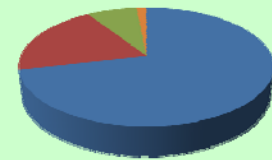


■ YES ■ NO ■ No Responses

2. Big Picture: How did you like the Taste? Did you have a good time or were you disappointed? Please select the statement that most closely reflects how you feel.

	Number of Responses	Response Ratio
The Taste was great! I had a wonderful time.	47	71.2%
The Taste was fun but there's some things you could do better.	13	19.6%
The Taste was ok.	5	7.5%
The Taste was somewhat of a disappointment.	0	0.0%
The Taste was not very good and not worth the money.	0	0.0%
No Responses	1	1.5%
Total	66	100%

26 Comments

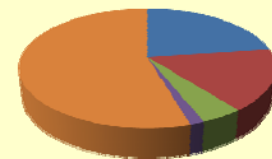


■ The Taste was great!
■ Could do some things better
■ The Taste was ok
■ Somewhat disappointing
■ Not very good
■ No Responses

3. If you attended the Taste in 2008 (or in 2007) then how did Taste 2009 compare? Please select the statement that most closely reflects how you feel.

	Number of Responses	Response Ratio
The 2009 event was better than 2008 in all regards.	15	22.7%
Generally speaking, 2009 was better than 2008.	11	16.6%
2008 and 2009 were about the same.	3	4.5%
Generally speaking, 2008 was better than 2009.	1	1.5%
The 2009 event was a big step backwards compared to 2008.	0	0.0%
No Responses	36	54.5%
Total	66	100%

20 Comments

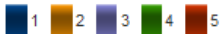


■ 2009 was a lot better than 2008
■ 2009 was somewhat better
■ About the same
■ 2008 was somewhat better
■ 2008 was a lot better than 2009
■ No Responses

4. Tell us your opinion of the Location, Layout and Administration of the Event.

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
I thought the Church was a great location for the Taste.	0 0%	1 2%	2 3%	17 26%	45 69%
There was plenty of parking. No problems with parking.	0 0%	2 3%	7 11%	10 15%	46 71%
The check-in process went smoothly. No long waits.	0 0%	2 3%	3 5%	10 15%	50 77%
The layout was excellent: plenty of space, plenty of tables.	0 0%	4 6%	4 6%	17 26%	40 62%
There was plenty of seating.	1 2%	6 9%	3 5%	21 32%	34 52%
There was enough tents and plenty of shade.	1 2%	2 3%	2 3%	18 28%	42 65%
Reserved tables was a good idea.	1 2%	5 8%	21 33%	15 24%	21 33%
The tables were kept clean and the trash was emptied often.	0 0%	5 8%	8 13%	24 38%	27 42%
Hand stamps were better than wrist bands.	0 0%	1 2%	15 23%	15 23%	33 52%
No kids at the event is fantastic.	0 0%	0 0%	1 2%	11 17%	52 81%

17 Comments



Hold the mouse over each color of the bar to see the number of respondents.

Answer	Number of Response(s)	Rating Score*
I thought the Church was a great location for the Taste.	66	4.6
There was plenty of parking. No problems with parking.	66	4.5
The check-in process went smoothly. No long waits.	66	4.6
The layout was excellent: plenty of space, plenty of tables.	66	4.4
There was plenty of seating.	66	4.2
There was enough tents and plenty of shade.	66	4.4
Reserved tables was a good idea.	64	3.7
The tables were kept clean and the trash was emptied often.	65	4.1
Hand stamps were better than wrist bands.	65	4.2
No kids at the event is fantastic.	65	4.7

5. Tell us your opinion of the food.

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
There was plenty of food. I ate all I wanted to eat.	0 0%	0 0%	1 2%	18 28%	46 71%
The selection of food was excellent. Great variety.	0 0%	1 2%	2 3%	21 32%	41 63%
All of Tierrasanta's best restaurants were represented.	0 0%	1 2%	5 8%	22 34%	37 57%
Serving sizes were perfect: not too much, not too little.	0 0%	3 5%	1 2%	27 42%	33 52%
There was plenty of restaurant help so I didn't have to wait in line.	0 0%	3 5%	3 5%	29 45%	30 46%
The layout of the restaurants (on the perimeter) was perfect.	0 0%	1 2%	4 6%	18 28%	42 65%
There was a nice mixture of ethnic foods.	0 0%	1 2%	4 6%	24 38%	35 55%
There was a nice choice of starters, savories and sweets.	1 2%	3 5%	5 8%	28 43%	28 43%
Adding a cigar booth was an interesting twist.	11 17%	11 17%	24 38%	9 14%	8 13%
Every restaurant I hoped to see was at the Taste.	3 5%	2 3%	12 18%	27 42%	21 32%

16 Comments



Hold the mouse over each color of the bar to see the number of respondents.

Answer	Number of Response(s)	Rating Score*
There was plenty of food. I ate all I wanted to eat.	66	4.6
The selection of food was excellent. Great variety.	66	4.5
All of Tierrasanta's best restaurants were represented.	66	4.4
Serving sizes were perfect: not too much, not too little.	65	4.3
There was plenty of restaurant help so I didn't have to wait in line.	66	4.3
The layout of the restaurants (on the perimeter) was perfect.	66	4.5
There was a nice mixture of ethnic foods.	65	4.4
There was a nice choice of starters, savories and sweets.	66	4.2
Adding a cigar booth was an interesting twist.	64	2.8
Every restaurant I hoped to see was at the Taste.	66	3.9

6. Tell us your opinion of the drinks. (We recognized we handled wine sales poorly, but besides that what did you think?)

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
There was plenty of beer and wine.	1 2%	4 6%	11 17%	17 27%	30 48%
The selection of beer and wine was excellent. Great variety.	3 5%	6 10%	13 21%	21 34%	19 31%
Having all drinks sold for the same price kept things much simpler.	1 2%	1 2%	8 13%	16 25%	38 59%
Serving sizes were perfect. Good value at \$2.50 a drink.	1 2%	0 0%	9 14%	18 29%	35 56%
There were enough places selling drinks and drink tickets.	0 0%	6 9%	8 13%	20 31%	30 47%
The margaritas were great and at \$2.50 a good value.	0 0%	0 0%	27 44%	10 16%	25 40%
It was good that water and cokes were free.	0 0%	0 0%	3 5%	5 8%	55 87%
The cold drinks were well chilled.	0 0%	2 3%	14 23%	17 27%	29 47%
It was great that D&S Termite offered free Captains & Cokes.	1 2%	0 0%	24 39%	6 10%	30 49%
Checking IDs made sure no drinks were sold to minors.	0 0%	1 2%	12 19%	7 11%	42 68%

15 Comments



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
There was plenty of beer and wine.	1%	6%	17%	26%	46%	64	4.1
The selection of beer and wine was excellent. Great variety.	4%	9%	20%	33%	30%	63	3.7
Having all drinks sold for the same price kept things much simpler.	1%	1%	12%	24%	58%	65	4.3
Serving sizes were perfect. Good value at \$2.50 a drink.	1%	14%	28%	54%		64	4.3
There were enough places selling drinks and drink tickets.	9%	12%	30%	46%		65	4.1
The margaritas were great and at \$2.50 a good value.	42%	15%	39%			63	3.9
It was good that water and cokes were free.	4%	7%	85%			64	4.8
The cold drinks were well chilled.	3%	22%	26%	46%		63	4.1
It was great that D&S Termite offered free Captains & Cokes.	1%	38%	9%	48%		62	4.0
Checking IDs made sure no drinks were sold to minors.	1%	19%	11%	66%		63	4.4

7. Tell us your opinion of the entertainment.

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
Rockola was great and and worth the relatively high cost.	1 2%	6 10%	10 16%	15 25%	29 48%
Rockola is a key factor in my choice to attend the Taste.	14 23%	9 15%	16 26%	12 19%	11 18%
Having a live band is much better than hiring a disc jockey.	1 2%	6 10%	8 13%	16 26%	31 50%
The volume was good; not too loud.	4 6%	9 14%	4 6%	22 35%	24 38%
I could hear and understand the announcements.	4 7%	14 23%	8 13%	16 26%	19 31%
The announcements were infrequent, short and well spaced.	0 0%	0 0%	21 36%	15 25%	23 39%
I followed the auctions and I knew when the tables closed.	4 7%	14 23%	24 39%	13 21%	6 10%
I enjoyed the Opportunity Raffle and I stayed to see who won.	6 10%	8 14%	31 53%	9 16%	4 7%
The dance floor was great and the right size.	1 2%	7 11%	14 23%	24 39%	15 25%
The entertainment was a distraction: I wanted to visit with friends.	28 46%	16 26%	9 15%	6 10%	2 3%

16 Comments



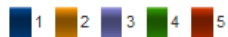
Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Rockola was great and and worth the relatively high cost.	1%	9%	16%	24%	46%	62	4.0
Rockola is a key factor in my choice to attend the Taste.	22%	14%	25%	19%	17%	63	2.9
Having a live band is much better than hiring a disc jockey.	1%	9%	12%	25%	49%	63	4.1
The volume was good; not too loud.	6%	14%	6%	34%	37%	64	3.8
I could hear and understand the announcements.	6%	22%	12%	25%	30%	62	3.5
The announcements were infrequent, short and well spaced.	0%	0%	35%	25%	38%	60	4.0
I followed the auctions and I knew when the tables closed.	6%	22%	38%	20%	9%	62	3.0
I enjoyed the Opportunity Raffle and I stayed to see who won.	10%	13%	52%	15%	6%	59	2.9
The dance floor was great and the right size.	1%	11%	22%	38%	24%	62	3.7
The entertainment was a distraction: I wanted to visit with friends.	45%	25%	14%	9%	3%	62	2.0

8. Please provide your thoughts on other aspects of the Taste.

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
Ticket sales was well handled.	0 0%	3 5%	5 8%	23 35%	34 52%
The Taste website had lots of useful information.	0 0%	0 0%	15 24%	18 29%	29 47%
All I knew about the Taste I read in the TierraTimes.	5 8%	20 31%	17 27%	14 22%	8 13%
The admission price of \$50 was not too expensive.	1 2%	12 19%	2 3%	28 44%	21 33%
The Taste Program was excellent and I took it home.	2 3%	8 13%	27 43%	16 25%	10 16%
The event was professionally managed and conducted.	0 0%	1 2%	3 5%	30 46%	31 48%
I had complaints but could not find anyone to talk to.	38 61%	7 11%	16 26%	1 2%	0 0%
I still don't know what happens to all of the money that's raised.	45 69%	7 11%	8 12%	4 6%	1 2%
800 people is too many; the event was too crowded.	39 60%	17 26%	6 9%	3 5%	0 0%
Tierrasanta is tired of Taste. Take a year off and skip 2010.	51 81%	4 6%	6 10%	1 2%	1 2%

15 Comments



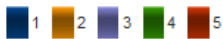
Hold the mouse over each color of the bar to see the number of respondents.

Answer	Number of Response(s)	Rating Score*
Ticket sales was well handled.	66	4.3
The Taste website had lots of useful information.	63	4.2
All I knew about the Taste I read in the TierraTimes.	65	3.0
The admission price of \$50 was not too expensive.	65	3.8
The Taste Program was excellent and I took it home.	64	3.3
The event was professionally managed and conducted.	66	4.3
I had complaints but could not find anyone to talk to.	63	1.7
I still don't know what happens to all of the money that's raised.	66	1.6
800 people is too many; the event was too crowded.	66	1.6
Tierrasanta is tired of Taste. Take a year off and skip 2010.	64	1.3

9. What about the timing of the Taste? Is late August a good time (before school, before football season) or a bad time (too hot, interferes with summer holidays)?

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
It's critical that Taste doesn't happen during the school year.	7 11%	4 6%	22 35%	15 24%	15 24%
It's critical that Taste doesn't happen during football season.	7 11%	4 6%	26 41%	14 22%	12 19%
Earlier in the summer would be too hot.	3 5%	21 33%	14 22%	21 33%	4 6%
Later towards autumn would be too dark (the sun goes down early).	2 3%	4 6%	12 19%	29 46%	16 25%
August is bad because it interferes with summer vacations.	15 24%	19 30%	18 29%	9 14%	2 3%
A Taste in spring time would be better.	8 13%	19 30%	30 47%	6 9%	1 2%
A mid-summer Taste would be better.	8 13%	12 19%	33 52%	8 13%	2 3%
A Taste later in the fall (at night) would be better.	14 22%	24 38%	19 30%	5 8%	1 2%

11 Comments



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
It's critical that Taste doesn't happen during the school year.	10%	6%	34%	23%	23%	64	3.4
It's critical that Taste doesn't happen during football season.	10%	6%	40%	21%	18%	64	3.3
Earlier in the summer would be too hot.	4%	32%	21%	32%	6%	64	3.0
Later towards autumn would be too dark (the sun goes down early).	3%	6%	18%	45%	25%	64	3.8
August is bad because it interferes with summer vacations.	23%	29%	28%	14%	3%	64	2.4
A Taste in spring time would be better.	12%	29%	46%	9%	1%	65	2.5
A mid-summer Taste would be better.	12%	18%	51%	12%	3%	64	2.7
A Taste later in the fall (at night) would be better.	21%	37%	29%	7%	1%	64	2.2

Tierrasanta Foundation

10. The Taste raised \$60,000 and gave away just under \$40,000 (with \$20,000 in expenses). A few questions about the money.

	Don't agree at all	Mostly disagree	No opinion or not sure	Mostly agree	Agree completely
I understand ticket money goes to the organization(s) I designate.	0 0%	0 0%	3 5%	11 17%	51 78%
I like the ability to say where the money goes.	0 0%	0 0%	4 6%	4 6%	56 88%
I have faith that my ticket money went where I said it should go.	0 0%	0 0%	2 3%	8 12%	55 85%
The organizers have been transparent and reported true numbers.	0 0%	0 0%	15 23%	11 17%	38 59%
I like that schools, sports teams and churches earned money.	3 5%	2 3%	3 5%	12 18%	45 69%
It is ok that Ascension was paid \$3000 to host the event.	6 9%	7 11%	12 18%	14 22%	26 40%
The organizers wasted money; they could have been more frugal.	20 32%	22 35%	20 32%	0 0%	1 2%
Raising extra money by increasing ticket prices is a good idea.	18 28%	24 38%	9 14%	11 17%	2 3%
Raising extra money by selling even more tickets is a good idea.	8 13%	8 13%	11 17%	25 39%	12 19%
Raising extra money by increasing drink prices is a good idea.	16 25%	16 25%	11 17%	19 30%	1 2%

14 Comments



Hold the mouse over each color of the bar to see the number of respondents.

Answer	Number of Response(s)	Rating Score*
I understand ticket money goes to the organization(s) I designate.	66	4.7
I like the ability to say where the money goes.	65	4.7
I have faith that my ticket money went where I said it should go.	66	4.7
The organizers have been transparent and reported true numbers.	65	4.3
I like that schools, sports teams and churches earned money.	66	4.4
It is ok that Ascension was paid \$3000 to host the event.	66	3.7
The organizers wasted money; they could have been more frugal.	64	2.0
Raising extra money by increasing ticket prices is a good idea.	65	2.3
Raising extra money by selling even more tickets is a good idea.	65	3.3
Raising extra money by increasing drink prices is a good idea.	64	2.5

11. Please provide any other thoughts for improvement, advice, criticism or praise you might wish to offer. Also, please include your email address if you would like to receive future notes on Taste 2010 and on the Tierrasanta Foundation.

28 Responses