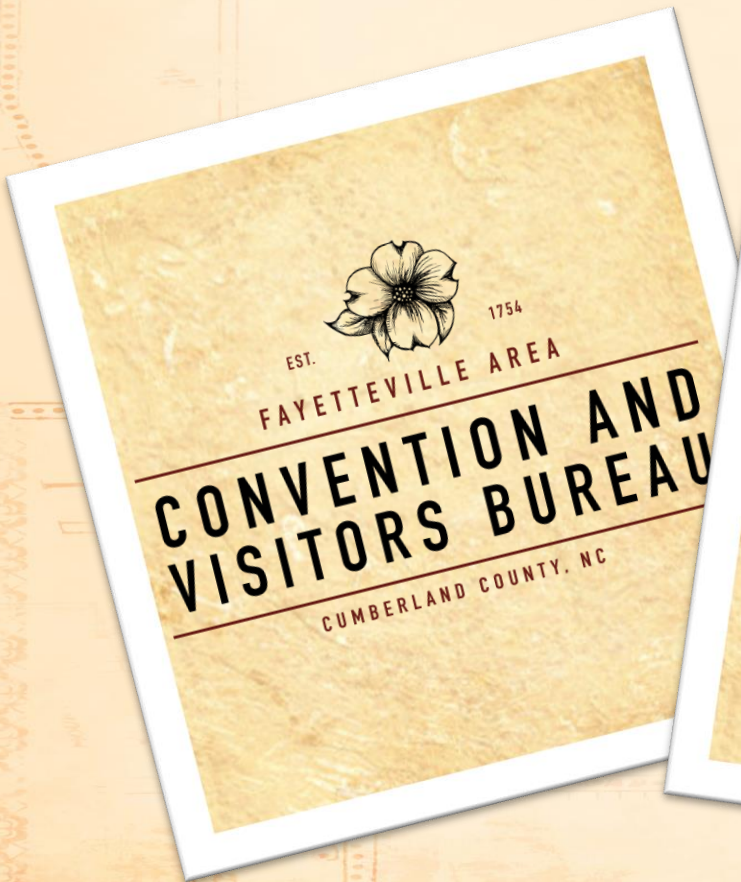


*Metrics Associated with the
Halloween Half Marathon and 5K
Held October 30, 2016*



November 28, 2016



John Meroski
Chief Executive Officer
FACVB

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Research and Data Manager
FACVB

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CUMBERLAND COUNTY, NC

Introduction

- All data was collected by the Top Run Race staff.
- Top Run Race management estimated **738** attendees prior to the event.
- There were **495** completed surveys.
- Using the **738** attendees, the Confidence Interval for this presentation with an **495** Sample Size is **+/- 2.52%**. Because of the size of the sample the Confidence Interval **exceeded** the “best practice” of +/- 5%.

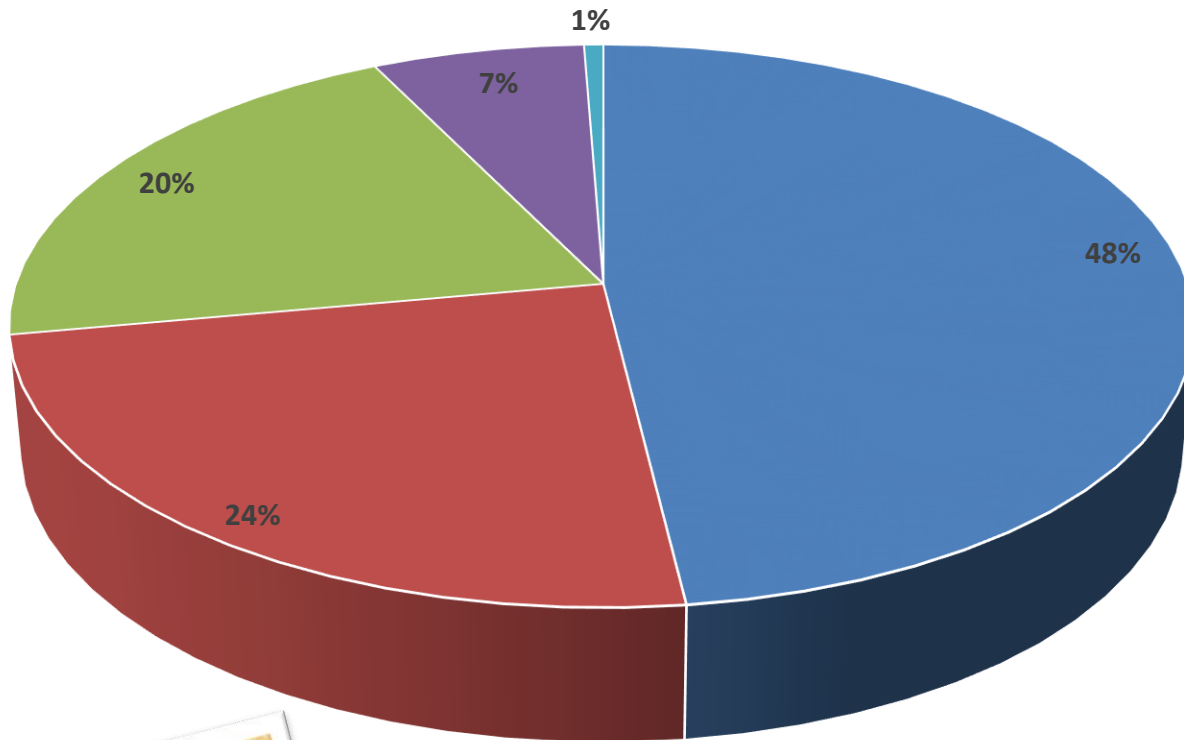


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They Identified Themselves as...



- 48% ■ Area Resident
- 24% ■ Surrounding County, Drove
- 20% ■ Travelled for Race
- 7% ■ Stationed/Affiliated at Fort Bragg
- 1% ■ Stayed with Family/Friends



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Where Were They From?

Overview

- **Zip Codes** were not provided, therefore the FACVB was unable to determine County information.
- **408** were from North Carolina and the FACVB was unable to determine how many were from more than 100 miles from Fayetteville automatically without zip codes.
- The event used different identifiers than was provided, however **102** identified themselves as “Travelled for Race”.

Top 5 by State

1. North Carolina	408
2. Virginia	17
3. South Carolina	14
4. Florida, Texas and Washington DC	6
5. California and Maryland	5

Top 5 by County

Zip Codes not provided.

Top 5 by City

1. Fayetteville, NC	177
2. Hope Mills, NC	30
3. Raeford, NC	22
4. Fort Bragg	21
5. Cameron	19

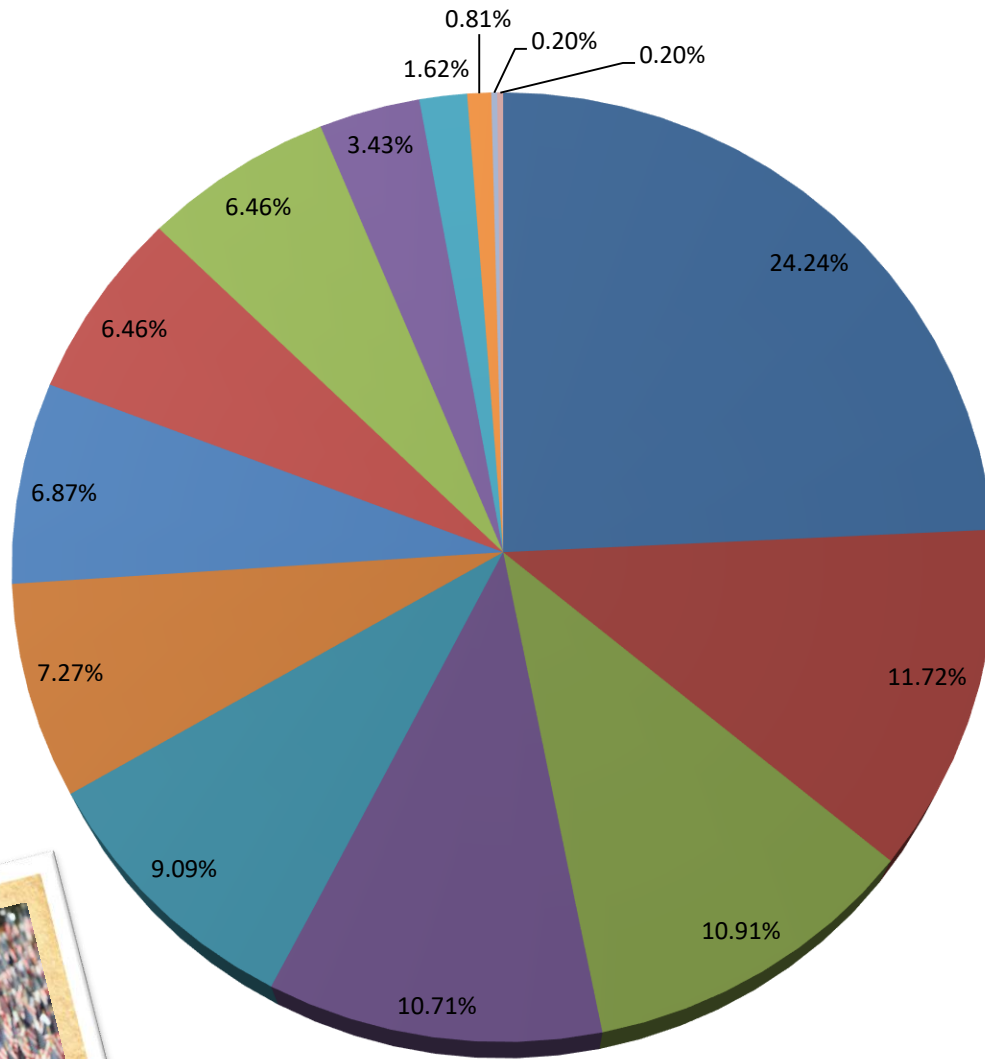


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How Did They Find Out About Event?



- 24.24% ■ Family/Friend
- 11.72% ■ Active.com
- 10.91% ■ Facebook
- 10.71% ■ Internet/Website
- 9.09% ■ Past participant
- 7.27% ■ Poster
- 6.87% ■ Magazine
- 6.46% ■ Google Ad
- 6.46% ■ Web Ad
- 3.43% ■ Other
- 1.62% ■ Billboard
- 0.81% ■ Halloween Website
- 0.20% ■ No Answer
- 0.20% ■ An Expo



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Miscellaneous Information

Gender of Surveyed Participants

Female	62.42%
Male	37.58%

Average Age of Surveyed Participants

All	35.88
Female	36.39
Male	35.04



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Survey Requirements

Requirement

What is the zipcode where you currently live: _____
(must be a valid 5 digit zipcode)

I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event
 - A. Which Hotel?
- (6) Here for this event specifically and am overnighing in a hotel
 - A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

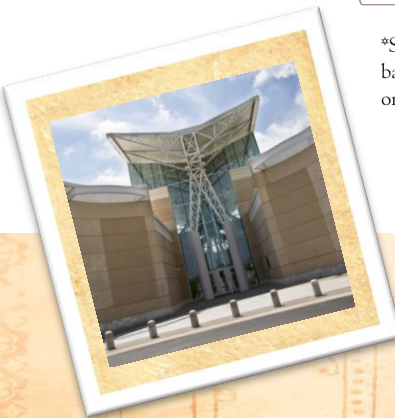
How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: _____

*Specific mediums listed based on presentation made on advertising to be used.

Information Provided

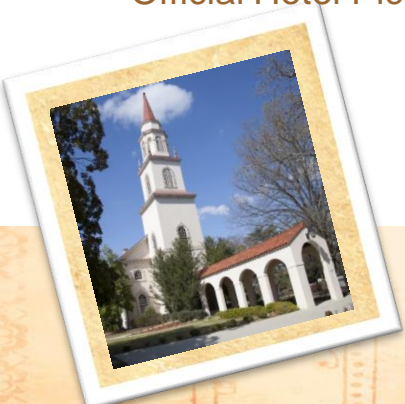
Participant	Age	Date of birth	Gender	Contact address: Adi	Cont	Contact addr	Cont	How did you he	Hotel Name	Reason	Trace Hot	Non- Race Hot	Hotel Nights
Aaron	13	4/9/2003	MALE	4012 Windy Fields Dr	Fayetteville	NC	Active.com			Area Resident			
ABIGALE	11	8/25/2005	FEMALE	7490 BEAVER RUN DR	FAYETTEVILLE	NC	Family / Friend			Area Resident			
Adam	23	7/8/1992	MALE	2300 walnut street	apt 1	denver	CO	Google Ad	FAIRFIELD MARRIOTT	Travel for race	X		2
Aiden	9	1/12/2007	MALE	342 Waterdown Dr	Unit 1	Fayetteville	NC	Other		Area Resident			
Aimee	38	2/21/1978	FEMALE	9505 Ashcliff Ct	Henrico	VA	Billboard			Travel for race	X		1
Akima	46	7/2/1970	MALE	9110 Tallfield Court	Lanham	MD	Family / Friend	BAYMOND SUITES		Stay with F&F			1
Aleca	25	7/15/1991	FEMALE	1202 S FM 116	Copperas Cov	TX	Internet/Websi	WYNDAM		Travel for race	X		2
Alexandra	41	10/28/1975	FEMALE	110 Drakewood Pl	Cary	NC	Family / Friend			Surround County Drove			
Alexis	43	8/3/1973	FEMALE	235 Stanbury Dr	Raeford	NC	Facebook			Surround County Drove			
Allen	53	5/14/1963	MALE	8 Furlong Place	Pinehurst	NC	Magazine			Surround County Drove			
ALLISON	11	1/23/2005	FEMALE	3951 NEWGATE STREET	FAYETTEVILLE	NC	Facebook			Area Resident			
Allison	25	11/9/1990	FEMALE	5140 Parstone lane	Apt N	Fayetteville	NC	Internet/Website		Area Resident			
Allyson	17	4/29/1999	FEMALE	5513 Thornburg Dr.	Wake Forest	NC	Family / Friend			Travel for race			
Amanda	27	5/30/1989	FEMALE	389 Fairfield Circle	Raeford	NC	Family / Friend			Station/Bragg Affiliated			
Amanda	34	4/25/1982	FEMALE	209 Hyannis Drive	Holly Springs	NC	Poster			Surround County Drove			
Amber	25	7/26/1991	FEMALE	217 walden green dr.	Raeford	NC	Magazine			Surround County Drove			
Amelia	40	3/9/1976	FEMALE	34 Donelson St	Fort Bragg	NC	Active.com			Station/Bragg Affiliated			
Amelie	31	4/22/1985	FEMALE	3213 Brookemere Place	Fayetteville	NC	Web Ad			Area Resident			
Angelina	15	7/30/2001	FEMALE	355 Richmond Park Drive	Fayetteville	NC	Magazine			Area Resident			
Amy	38	12/28/1977	FEMALE	201 Glenwood Cir, Apt 37E	Monterey	CA	Web Ad	RAMADA		Travel for race	X		4
Amy	36	8/10/1980	FEMALE	9200 wooden Rd	Raleigh	NC	Active.com			Surround County Drove			
Amy	33	12/30/1982	FEMALE	4576 Headwind Drive	Fayetteville	NC	Other			Area Resident			
Amy	43	11/22/1972	FEMALE	674 Genola Street	Fayetteville	NC	Family / Friend			Area Resident			



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Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Top Run Race management of **738**. The sample size of **495** was considerably more than the required and agreed upon **253** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 2.52%**.
- Of those participants staying at a hotel, the overall average length of stay was **1.92** nights.
- **20.61%** of the participants (**102**) were overnights and came specifically for the event – extrapolated out to 738 participants this means potentially **152** people X **2** nights = **304 room nights** (+/- 2.52%)
- **0** attendees signed up for the FACVB’s E-Promotion Program as it was not asked of the participants.
- **102** people stated they travelled for the event and were staying at a hotel. The list of hotels: Fairfield Marriot 16, Townplace Marriot 12, Wyndam 8, Red Room Inn Cedar 4, Embassy Suites 4, Holiday Inn 4, Air BNB 4, Sleep Inn 4, Suburban Suites 4, Ramada 4, Extended Stay Owen 3, Extended Stay 2, Doubletree 2, Baymont Suites 2, Days Inn 1, Hampton Inn 1, Hampton Inn Cedar 1, Econo Lodge 1.
- Official Hotel Pick Up: Final hotel pickup reported by hotels was **203** room nights.



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Thank You

*Proudly promoting the Communities of Cumberland
County.*



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