

*Metrics Associated with the
As One Prayer Walk*

Held April 9, 2016

April 11, 2016



**CUMBERLAND
COUNTY**

North Carolina

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Introduction

- All data was collected and provided by the As One Prayer Walk staff using 4 TDA Provided IPADs.
- There were an estimated 6,000 attendees reported by the Fayetteville Observer and 9,000 attendees reported by the Fayetteville Police Department to the organizers of the As One Prayer Walk.
- There were 343 completed surveys.
- Using the smaller number of 6,000 attendees, the Confidence Interval for this presentation with a 343 Sample Size is +/-5.14%. Because of the size of the sample the Confidence Interval meets the “best practice” of +/- 5%.

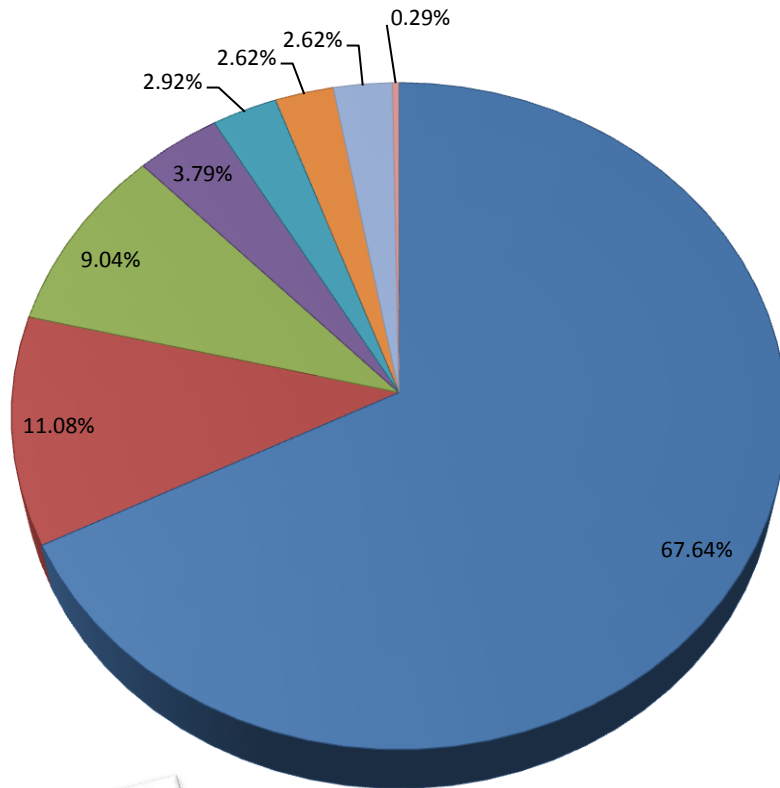


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They Identified Themselves as...



- 67.64% ■ I am a resident of Fayetteville/Cumberland County.
- 11.08% ■ I am from a surrounding county and drove in for the day for this event.
- 9.04% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 3.79% ■ I am here for the event and staying with family or friends.
- 2.92% ■ I am staying at a hotel and the hotel referred me to this event.
- 2.62% ■ I am in the area visiting family or friends and they brought me to this event.
- 2.62% ■ I am here for this event specifically and am overnighing in a hotel.
- 0.29% ■ I am visiting the area for other purposes, but heard about the event and came.



Where Were They From?

Overview

- All completed surveys had valid zip code information.
- 96% were from North Carolina, and 93% were from within 100 miles of Fayetteville.
- 68% identified themselves as being a “Resident of CC” with 11% identifying as being “Stationed or Affiliated with Fort Bragg and Live in CC”.

Top 5 by State

1. North Carolina	95%
2. Maryland	2%
3. Virginia	1%
4. South Carolina	0.58%
5. Tennessee *	0.29%

Top 5 by County

1. Cumberland	73%
2. Robeson	6%
3. Hoke	6%
4. Guilford	4%
5. Prince Georges & Mecklenburg	1%

Top 5 by City

1. Fayetteville	68%
2. Raeford	6%
3. Lumberton	5%
4. Greensboro	4%
5. Hope Mills	4%

* Although one person stated they were from a Tennessee Zip Code, they actually identified as a Cumberland County resident.

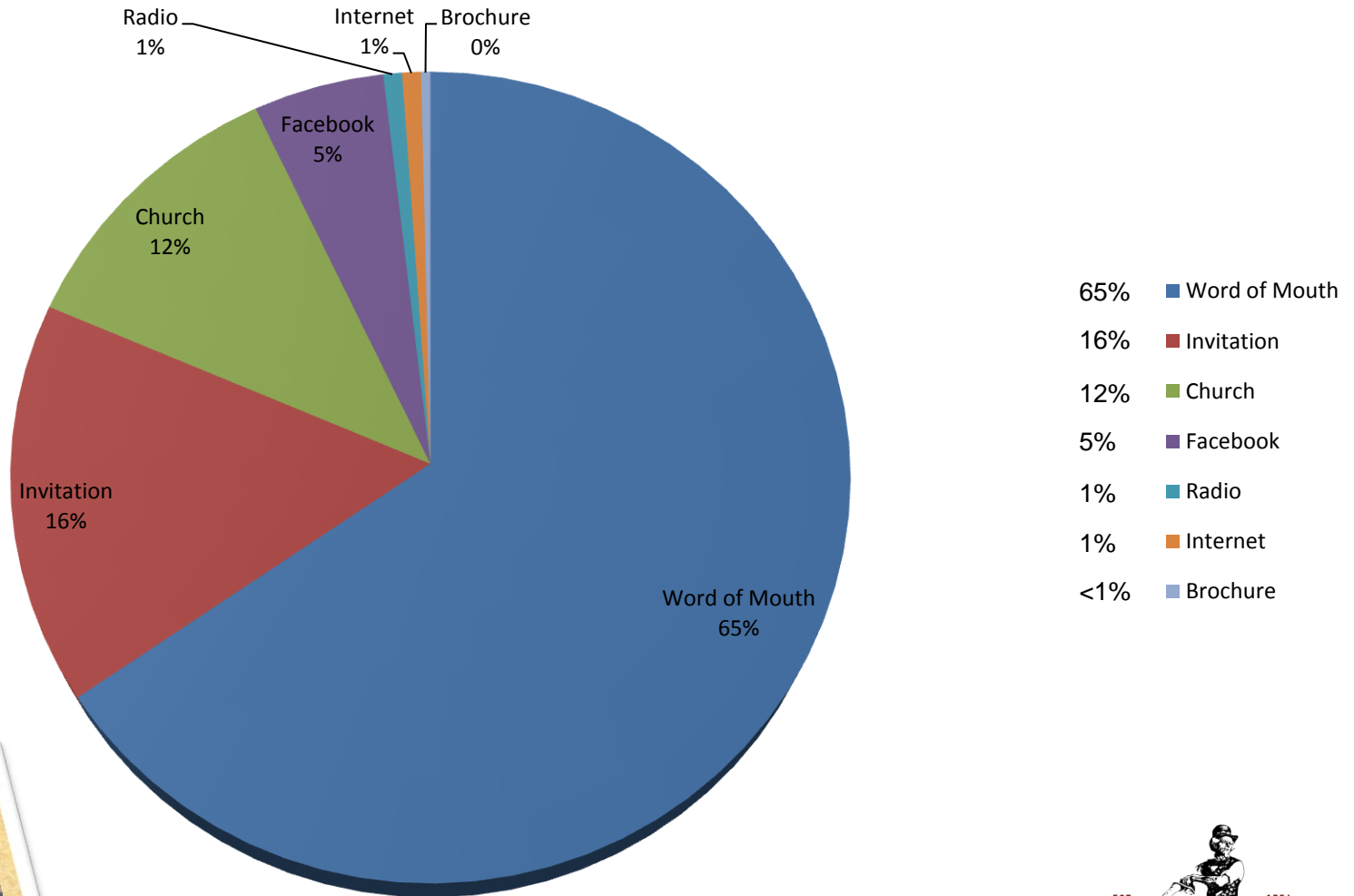


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How Did They Find Out About Event?



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 overnighiting 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

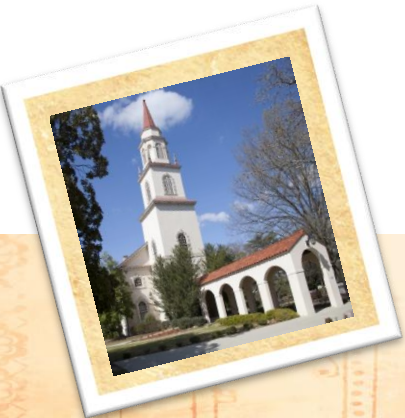
How did you hear about this event?	Chose the statement that best applies:
Word of Mouth	I am here for the event and staying with family or friends.
Word of Mouth	I am here for the event and staying with family or friends.
Invitation	I am in the area visiting family or friends and they brought me to this event.
Invitation	I am in the area visiting family or friends and they brought me to this event.
Invitation	I am in the area visiting family or friends and they brought me to this event.
Word of Mouth	I am in the area visiting family or friends and they brought me to this event.
Facebook	I am from a surrounding county and drove in for the day for this event.
Facebook	I am from a surrounding county and drove in for the day for this event.
Facebook	I am from a surrounding county and drove in for the day for this event.
Invitation	I am in the area visiting family or friends and they brought me to this event.
Invitation	I am here for this event specifically and am overnighiting in a hotel.
Invitation	I am staying at a hotel and the hotel referred me to this event.
Word of Mouth	I am from a surrounding county and drove in for the day for this event.
Word of Mouth	I am from a surrounding county and drove in for the day for this event.
Word of Mouth	I am from a surrounding county and drove in for the day for this event.
	I am a resident of Fayetteville/Cumberland County.
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Bottom Line

- The sample size was good and met the “best practices” for sample versus attendees.
- 6,000 attendees
- 2.62% of attendees (9 attendees) were overnigheters and came specifically for the event – extrapolated out to 6,000 attendees this means potentially 157 people X 1 overnight night = 157 room nights (+/- 5%)
- Of those that stayed in a hotel, not one provided the name of the hotel.
- 10 attendees were referred by hotels.
- 77% were from Cumberland County including Fort Bragg.
- 11% were day trippers.
- 71% of attendees heard of event from Word of Mouth (66%) and Social Media (5%).
- Email Interest Cards were provided, however only 1 filled out card was returned to the FACVB.



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Thank You

Proudly promoting the Communities of Cumberland County.



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