

*Metrics Associated with the 3rd Annual
When Pigs Fly – All American BBQ Festival*

Held November 14, 2015



December 29, 2015



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CUMBERLAND COUNTY, NC

Introduction

- All data was collected and provided by the Communities In Schools of Cumberland County.
- There were an estimated 3,000 visitors for the festival.
- There were 2,008 survey responses with an age breakdown of 74% over 21, 9% between 13-20 and 17% under 12.
- The Confidence Interval for this presentation with a 2,008 Sample Size is +/-1.26%. Because of the size of the sample the Confidence Interval far exceeds the “best practice” of +/- 5%.

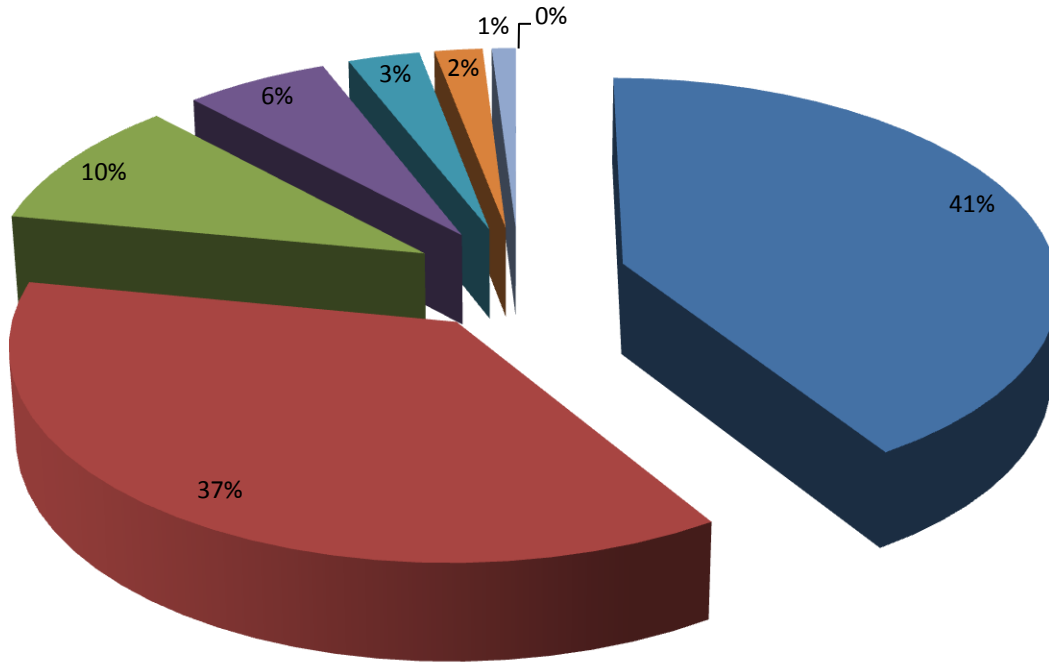


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They Identified Themselves as...



- 41% ■ Resident of Cumberland County (CC)
- 37% ■ Stationed or Affiliated with Fort Bragg and Live in CC
- 10% ■ From surrounding county and drove in for the day for this event
- 6% ■ In the area visiting family and friends and they brought me
- 3% ■ Here for the event and staying with family and friends
- 2% ■ Visiting the area for other purposes, but heard about this event
- 1% ■ Here for this event specifically and am overnighing in a hotel
- 0% ■ Staying at a hotel and the hotel referred me



Where Were They From?

Overview

- 2,005 Visitors to the festival provided valid zip code information.
- 93.62% were from North Carolina, and 91.87% were from within 100 miles of Fayetteville.
- 41% identified themselves as being a “Resident of CC” with 37% identifying as being “Stationed or Affiliated with Fort Bragg and Live in CC”.

Top 5 by State

1. North Carolina	94%
2. Virginia	1%
3. Texas	.6%
4. California	.5%
5. Tennessee	.45%

Top 5 by County

1. Cumberland	72%
2. Hoke	7.8%
3. Moore	3.4%
4. Robeson	2.5%
5. Wake & Lee	1.3%

Top 5 by City

1. Fayetteville	54%
2. Hope Mills	8.5%
3. Raeford	7.8%
4. Fort Bragg	5.2%
5. Spring Lake	2.9%

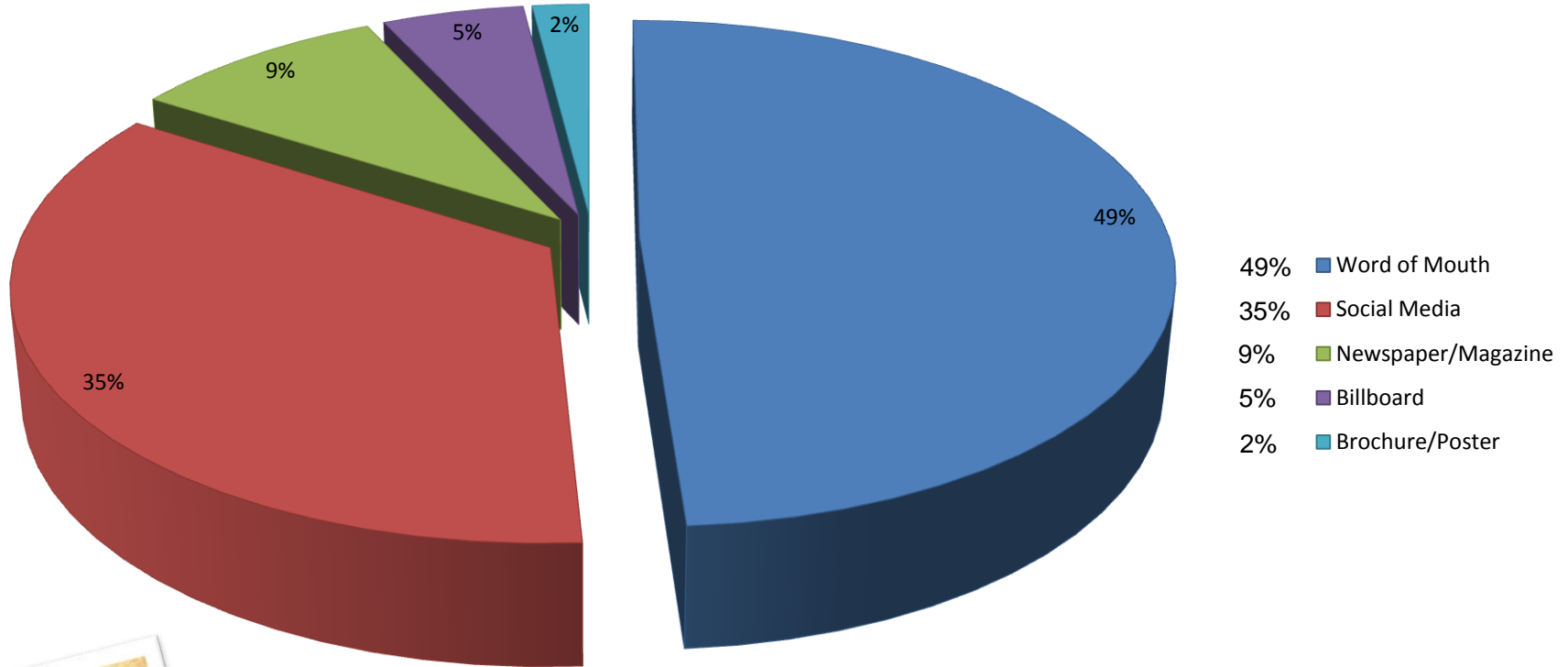


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How Did They Find Out About Event?



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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

WPF Nov. 2015 Gate Data Collection									
Zip Code	# in Zip Code surveyed	Location	Found out about event:				"I am" response		Hotel
			under 12:	13-20	Over 21				
28314	225	Fayetteville	Word of Mouth	49%	17%	5%	74%	1%	41%
28306	205	Fayetteville	Social Media	95%			2%	37%	
28304	204	Fayetteville	Newspaper/Magazine	9%			3%	10%	
28348	172	Hopewells	Billboard	5%			4%	2%	
28303	166	Fayetteville	Brochure/Poster	2%			5%	n/a	
28311	162	Fayetteville					6%	1%	Towne Place Suites, Hampton Inn/Mal, Comfort Inn/Skibo
28376	157	Reelford					7%	3%	
28307	84	Fr. Blagg					8%	6%	
28305	77	Fayetteville							
28312	65	Sredman							
28390	59	Spring Lake							
28301	58	Fayetteville							
28336	52	Cameron/Vass							
28371	25	Parkton							
27332	23	Sanford							
28310	20	Fr. Bragg							
28377	19	Red Springs							
28360	6	Lumberton							
28395	6	Wade							
27907	4	Chickensville, VA							



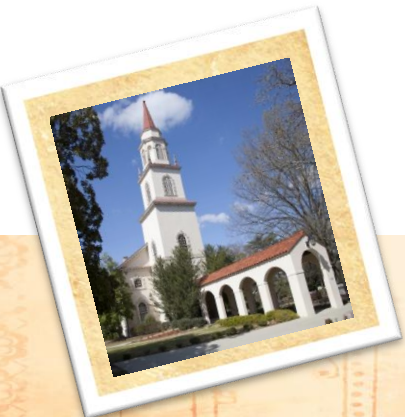
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Bottom Line

- The sample size was excellent and far exceeded the “best practices” for sample versus attendees.
- 3,000 attendees
- 1% of attendees were overnights and came specifically for the event - 30 people X 2 nights = 60 room nights.
- 0% were referred by hotels.
- 78% were from Cumberland County including Fort Bragg.
- 10% were day trippers.
- 84% of attendees heard of event from Word of Mouth (49%) and Social Media (35%).
- The FACVB did not receive “raw” data to tie the zip codes with the purpose of travel.
- Emails were collected however, not with the attendees knowledge they would be used for future marketing and therefore the FACVB cannot use these email addresses as it would be considered SPAM. The FACVB received no emails per the TDA Requirements which states “Emails collected using the Email Collection Forms should be returned to the FACVB to be entered into database for future community mailings.”



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Thank You

Proudly promoting the Fort Bragg Communities of Cumberland County.



EST. 1754

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