

*The Arts Council's  
37<sup>th</sup>  
International Folk Festival  
Held September 25-27, 2015*



*November 19, 2015*



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# *Introduction*

- All data was collected and provided by the Arts Council.
- There were an estimated 50,000 visitors for the weekend festival.
- There were 154 survey reponses, of which 70 provided their zip code information.
- The Confidence Interval for this presentation with a 154 Sample Size is +/- 7.88%. Looking at completed surveys (70), the confidence interval is +/-11.71%.

*\* = To achieve the best practice Confidence Level of 95% and a +/-5% Confidence Interval, a sample size of 381 completed surveys would have been needed.*



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# Where Were They From?

## Overview

- 70 Visitors to the International Folk Festival provided valid zip code information.
- 92.86% were from North Carolina, and 91.42% were from within 100 miles of Fayetteville.
- Visitors were from 5 Different States: North Carolina, New York, Virginia\*, Georgia & California.
- Visitor farthest from home was Richmond, California - 2,849 Miles.
- State with Most Visitors (not including North Carolina) – Virginia\*.
- The average number of miles traveled with the outlier, California, is 72 miles. Without the one visitor from California it is 32 miles, and without the two “Live Here/Local” Virginians the average is 24 miles.

\* = Both visitors from Virginia marked that they lived here and were local.



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# Where Were They From?

## By State

State	Count
No Answer	84
NC	65
VA	2
GA	1
CA	1
NY	1

## By County (NC Only)

County	Count
CUMBERLAND	52
ROBESON	5
MOORE	3
ORANGE	1
LEE	1
HOKE	1
SAMPSON	1
MECKLENBURG	1



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# Where Were They From?

## By City

City	State	Count
No Answer		84
FAYETTEVILLE	NC	42
HOPE MILLS	NC	6
PARKTON	NC	2
LUMBER BRIDGE	NC	2
WADE	NC	1
ROSEBORO	NC	1
RAEFORD	NC	1
EAGLE SPRINGS	NC	1
SPRING LAKE	NC	1
BROADWAY	NC	1
CHARLOTTE	NC	1
FORT BRAGG	NC	1
RICHMOND	CA	1
BRUNSWICK	GA	1
SCHENECTADY	NY	1
CAMERON	NC	1
STEDMAN	NC	1
ALEXANDRIA	VA	1
WILLIAMSBURG	VA	1
CARRBORO	NC	1
PINEHURST	NC	1
LUMBERTON	NC	1



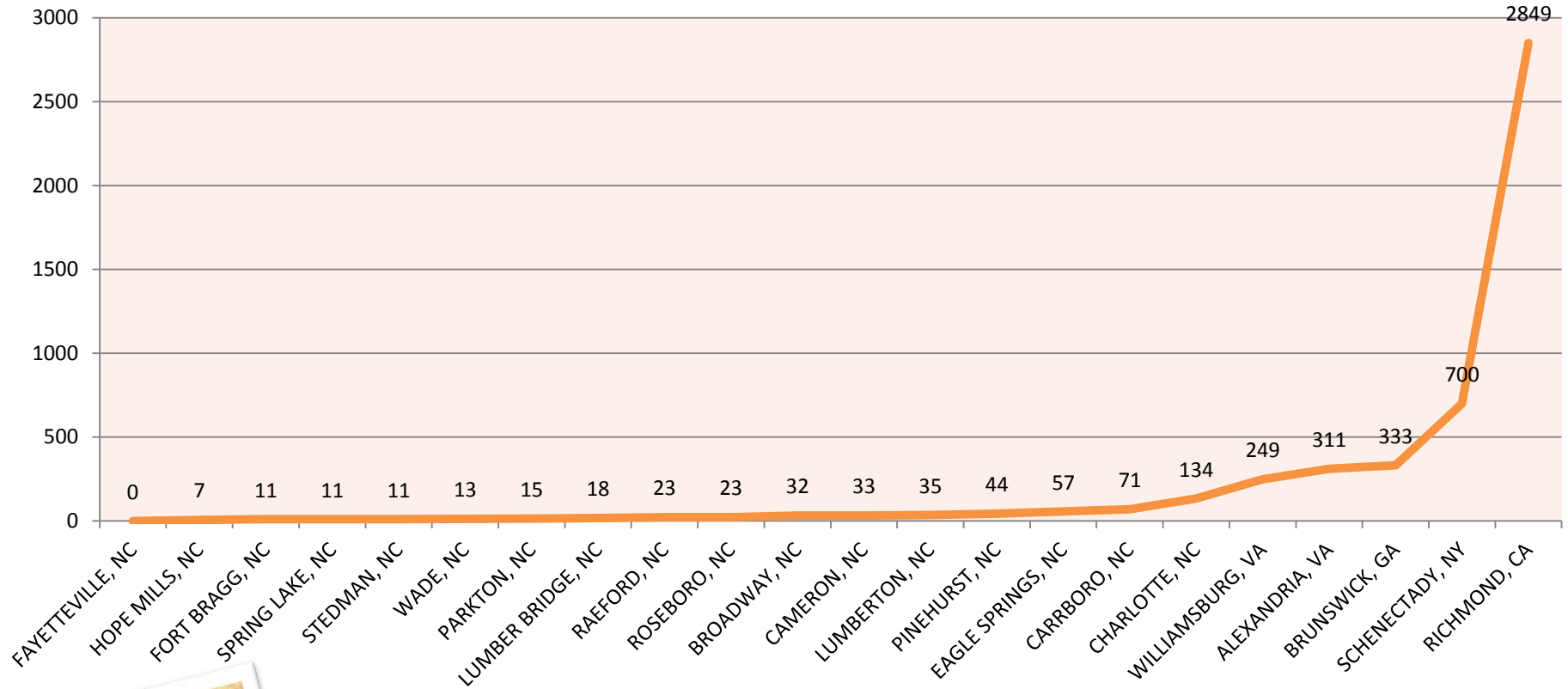
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# Where Were They From?

## Distance in Miles Traveled

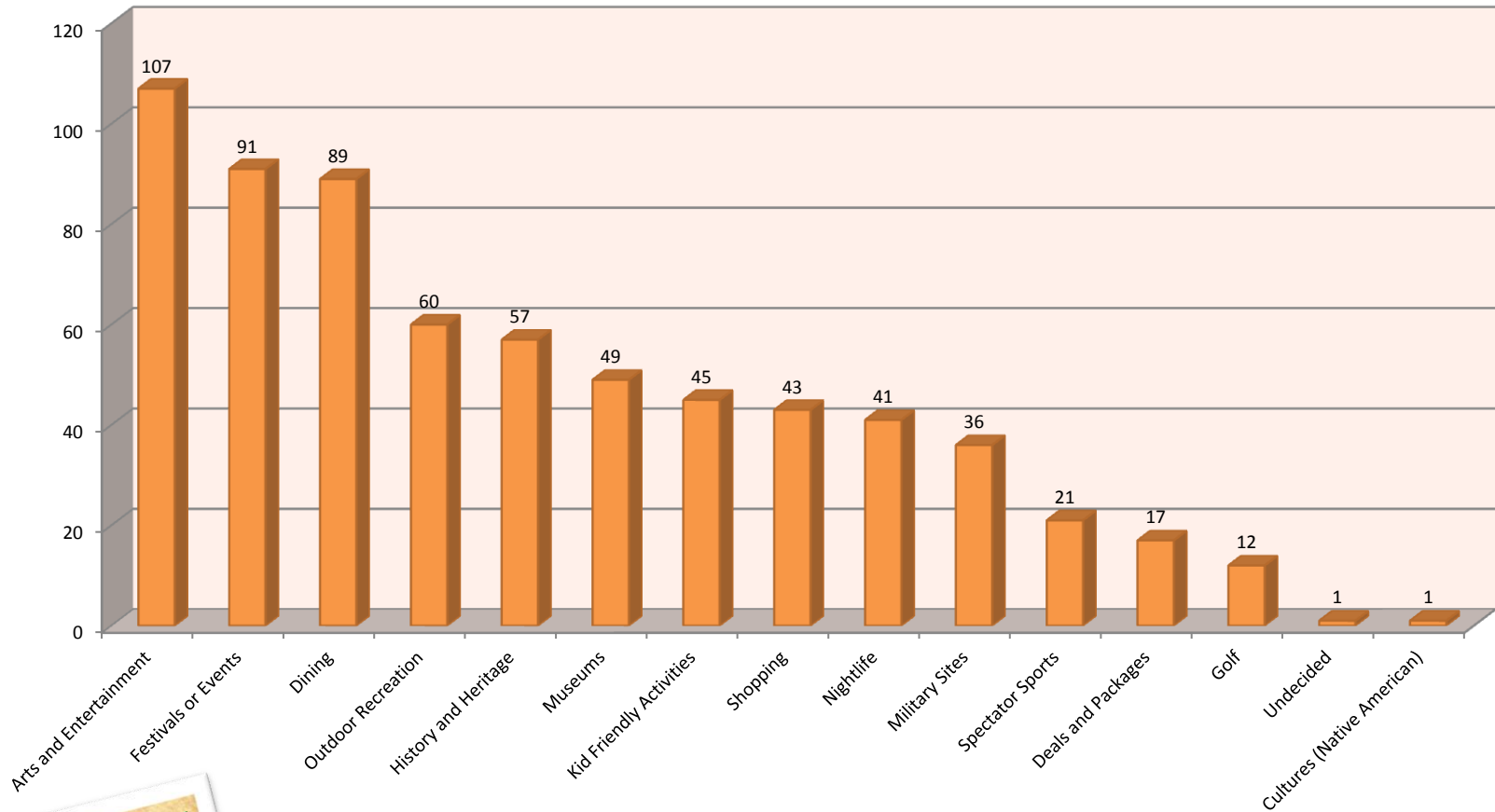


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# Areas of Interest of Visitors



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# Takeaways

- A larger sample size is necessary to extrapolate the data with accuracy.
- Due to the structure of the questions, we are not able to determine if visitors stayed overnight in a local hotel.
- Of the 6 visitors who were from greater than 100 miles away, they answered that their reason for visiting was:
  - Charlotte, NC – Visiting Family and Friends
  - Williamsburg, VA – Live Here/Local
  - Alexandria, VA – Live Here/Local
  - Brunswick, GA – Visit Family and Friends
  - Schenectady, NY – Visit Family and Friends
  - Richmond, CA – Festival/Events



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# *Thank You*

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