

Metrics Associated with the
When Pigs Fly 2016

An All-American BBQ Festival
Held November 12, 2016



November 14, 2016



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CUMBERLAND COUNTY, NC

Introduction

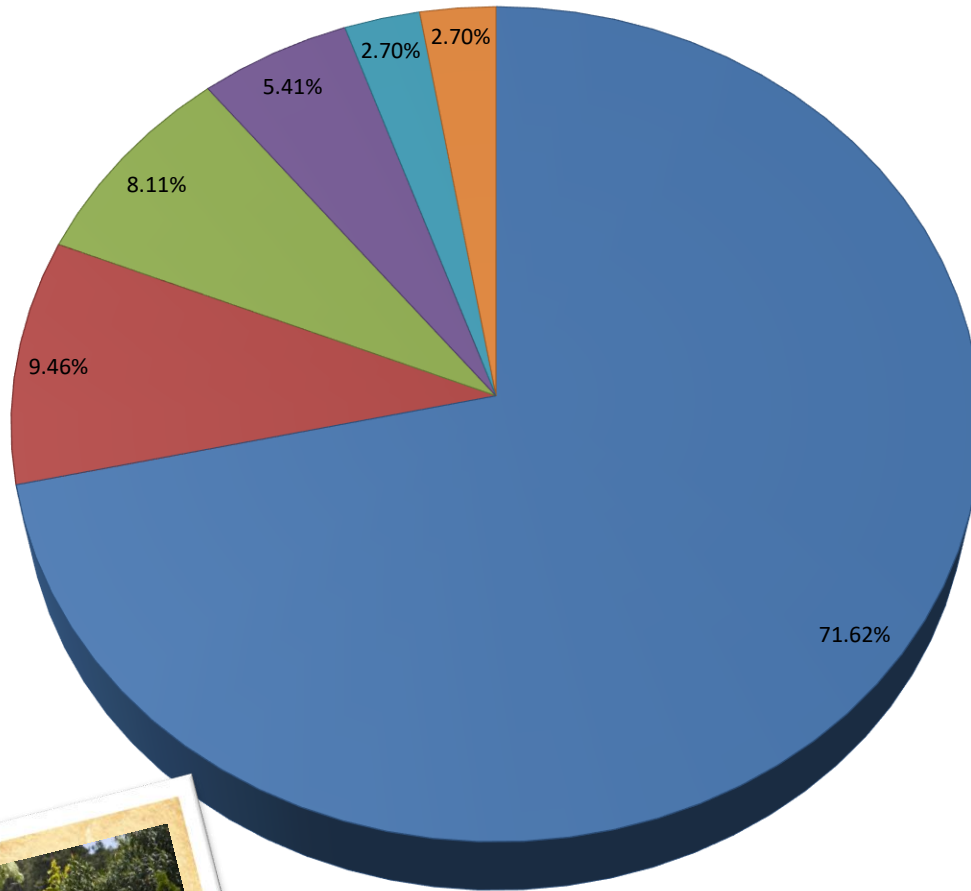
- All data was collected by the Communities In Schools of Cumberland County staff.
- Communities In Schools of Cumberland County management estimated **3,000** attendees prior to the event.
- There were **74** completed surveys.
- Using the **3,000** attendees, the Confidence Interval for this presentation with a **74** Sample Size is **+/- 11.25%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.



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They Identified Themselves as...



- 71.62% ■ I am a resident of Fayetteville/Cumberland County.
- 9.46% ■ I am from a surrounding county and drove in for the day for this event.
- 8.11% ■ I am in the area visiting family or friends and they brought me to this event.
- 5.41% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 2.70% ■ I am here specifically for When Pigs Fly 2016 and am overnighing in a hotel.
- 2.70% ■ I am visiting the area for other purposes, but heard about the event and came.



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Where Were They From?

Overview

- All **74** completed surveys provided valid zip codes.
- **73** were from North Carolina and **3** were from more than 100 miles from Fayetteville.
- **2** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	73
2. Utah	1

Top 5 by County

1. Cumberland, NC	58
2. Sampson, NC	4
3. Robeson, NC	3
4. Orange & Watauga, NC	2
5. 4 NC Counties and 1 UT County Tied	1

Top 5 by City

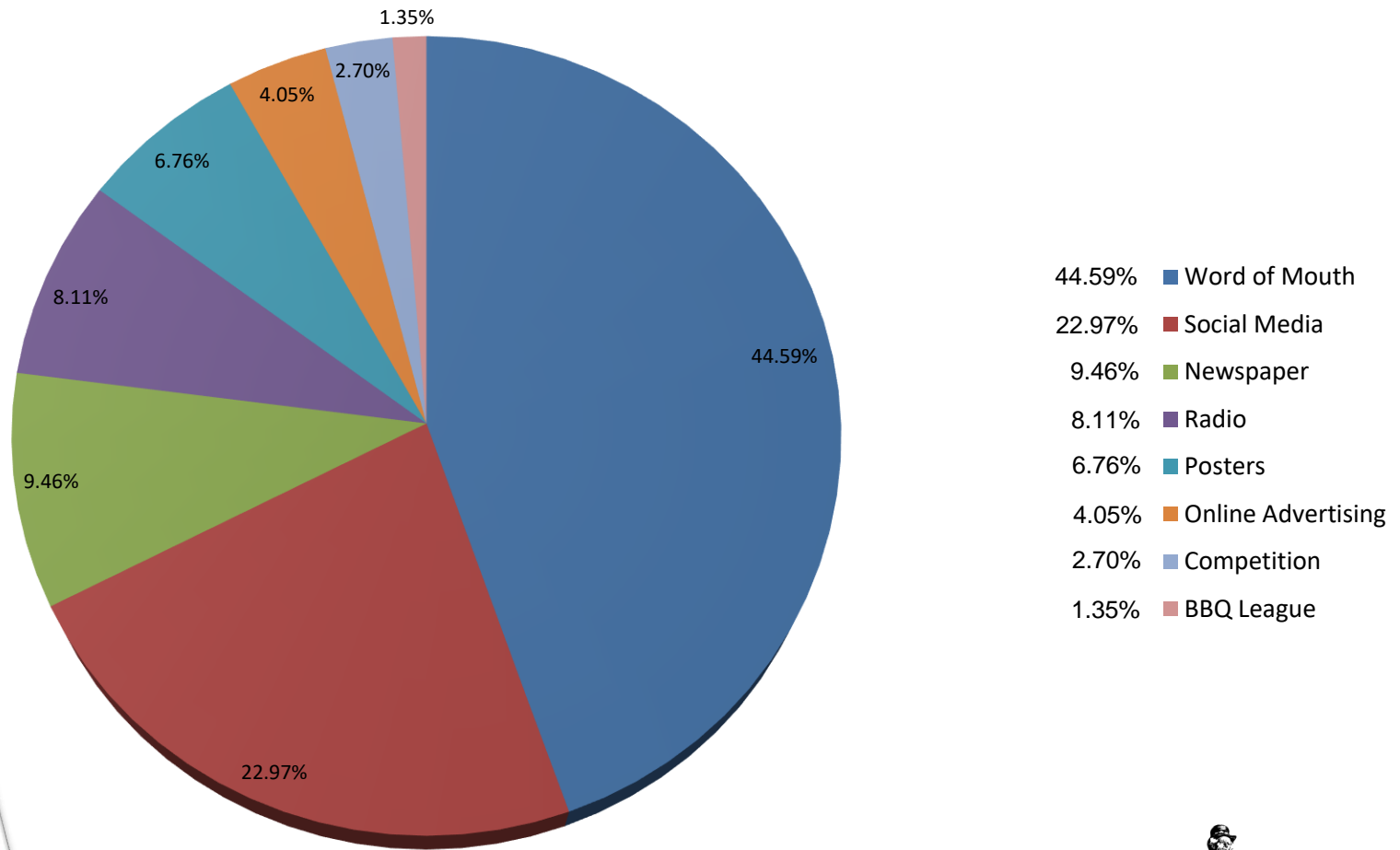
1. Fayetteville, NC	41
2. Hope Mills, NC	6
3. Many NC Cities Tied	3
4. Many NC Cities Tied	2
5. Many NC Cities & 1 UT City Tied	1



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How Did They Find Out About Event?



EST. 1754
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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

Results by Question When Pigs Fly 2016

As of: 11/14/2016 12:10:14 PM

Questions	Answers	Results
Page: 1		View
What is the zip code where you currently reside?	74	View
How did you hear about this event?	74	View
Chose the statement that best applies:	74	View
If you stayed at a hotel, which one?	2	View
If you do NOT live in Cumberland County, what day did you arrive?	10	View
What day will you depart?	11	View
Do you wish to be on our emailing list for future mailings about events and things to do?	74	View
If YES, please provide EMAIL address.	12	View



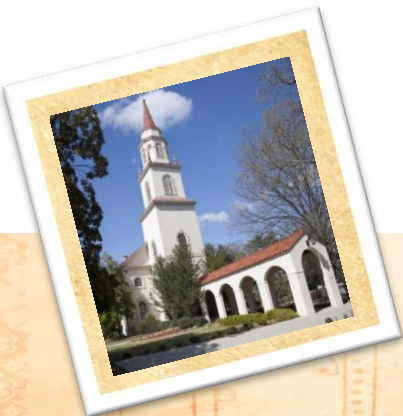
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Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Communities In Schools of Cumberland County of **3,000**. The sample size of **74** was considerably less than the required and agreed upon **341** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 11.25%**.
- During the 7 hour, 1 day event, the surveys were collected by time:
 - 11 a.m. – 12 p.m. = 15 Surveys
 - 12 p.m. – 1 p.m. = 13 Surveys
 - 1 p.m. – 2 p.m. = 2 Surveys
 - 2 p.m. – 3 p.m. = 44 Surveys
 - **3 p.m. – 6 p.m. = 0 Surveys Collected.**
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- **2** people were specifically here for the event that stayed in a hotel. Only 1 identified the hotel: Wingate.
- Official Hotel Pick Up: Final hotel pickup reported by hotels was ____ room nights.
- **12** attendees signed up for the FACVB’s E-Promotion Program and provided a valid Email address.
- List of TDA Requirements **Not Met**: The required minimum of **341** completed surveys was not met.



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Thank You

*Proudly promoting the Communities of
Cumberland County.*



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