

SPRING FEST ATTENDEE SURVEY ANALYSIS

Spring 2017

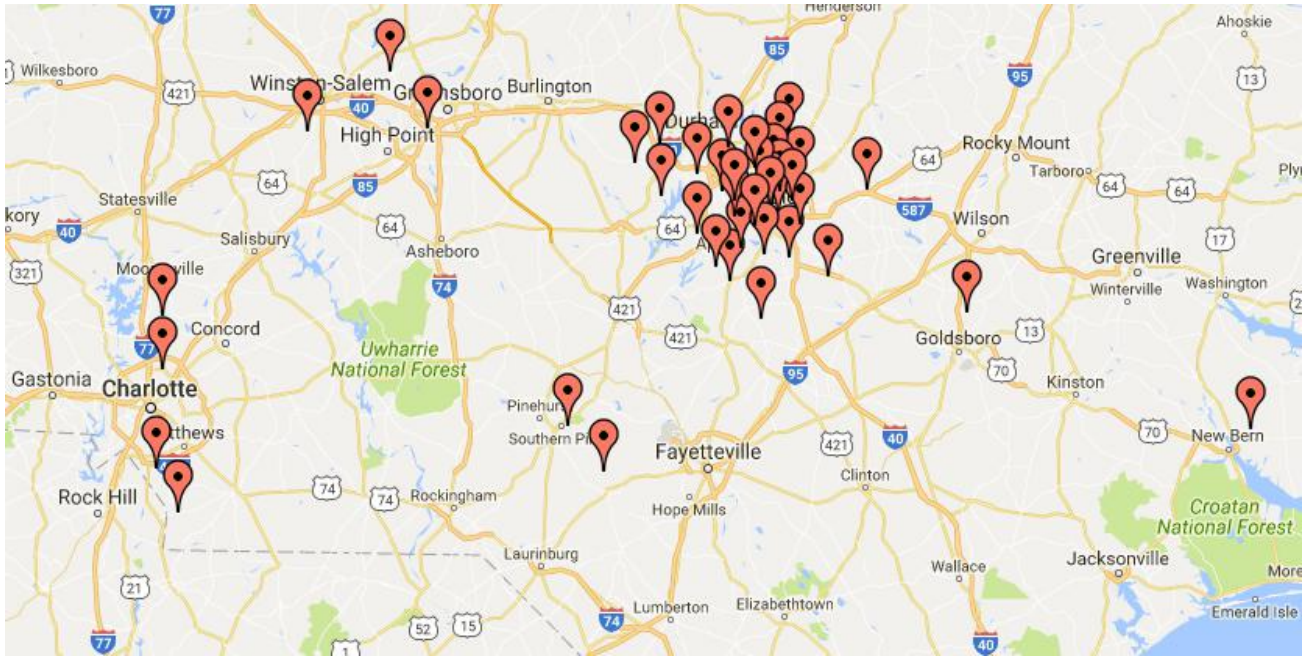


Introduction & Methodology

An attendee intercept survey was conducted on April 8, 2017 at Live & Local: Spring Fest. Spring Fest is free, family-friendly, community street festival event. It is located on Hillsborough Street in Raleigh, North Carolina. The purpose of this survey was to gather attendee demographic data, record the economic impact of the event, and to examine the overall effectiveness of the event.

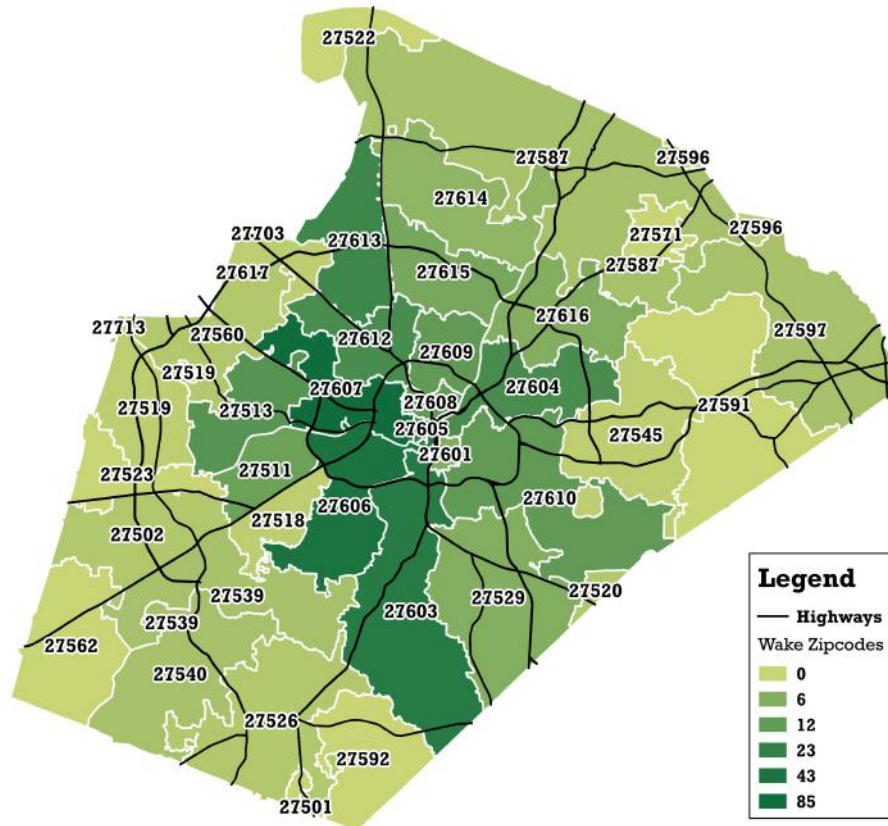
The intercept survey was conducted through the use of paper and pen questionnaires, administered with the help of a team of 22 volunteers. The survey was conducted between the hours of 2:00PM and 6:00PM. The event was located between Chamberlain Street and Enterprise Street on Hillsborough Street. There was an estimated six to eight thousand people in attendance. The goal was to survey at least 200 attendees. The survey consisted of a total of 15 questions that ranged from subjects dealing with demographics to topics about total money spent at the event. 454 surveys were tabulated at the end of the event, with six surveys ultimately being excluded as unusable. Positive and negative error were calculated using binomial distribution at a 95% confidence level. Several responses were deemed illegible or left blank. The survey was incentivized with a coupon for a free cookie from Insomnia upon completion.

Q1. "Please print the 5-digit ZIP code of your local address. (If you are a college student print the ZIP code of your local residence.)" [N=440]



Pictured above is a map of North Carolina ZIP codes plotted from the survey.

Wake County Distribution

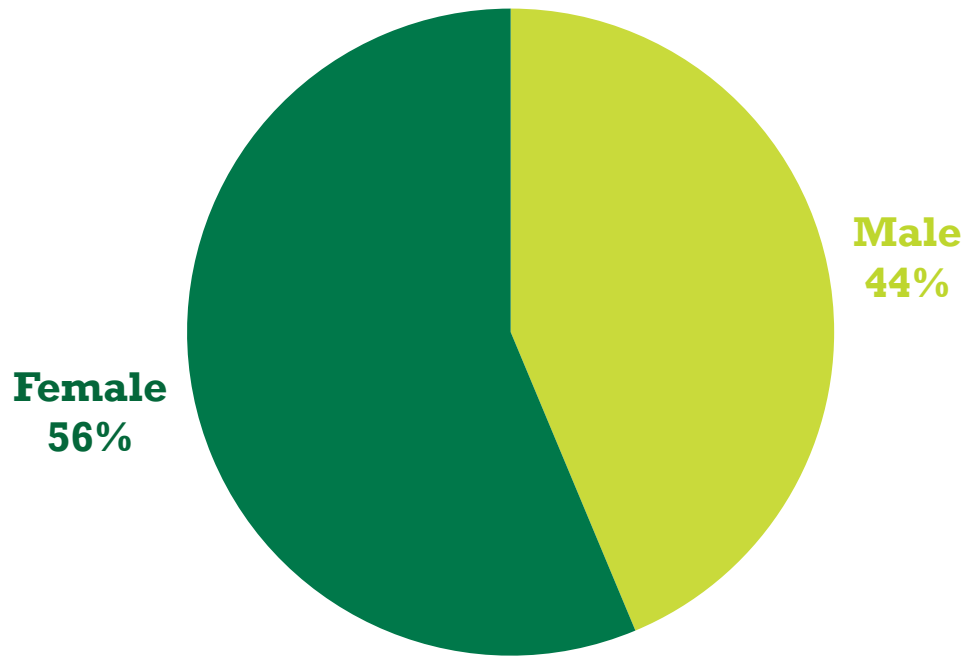


Top Ten Most Frequently Recorded Zip Codes		
Zip Code	Count	Percent
27607	85	19.32%
27606	43	9.77%
27603	30	6.82%
27605	23	5.23%
27613	18	4.09%
27604	17	3.86%
27612	17	3.86%
27513	13	2.95%
27608	12	2.73%
27609	12	2.73%

Most of the responses were from the immediate Raleigh and Hillsborough Street area. There were a few responses close to Winston-Salem and Charlotte, and some in between Raleigh and Greensboro. The highest incidence of recorded frequencies was 27607.

Q2. "What is your gender?" [N=444]

GENDER



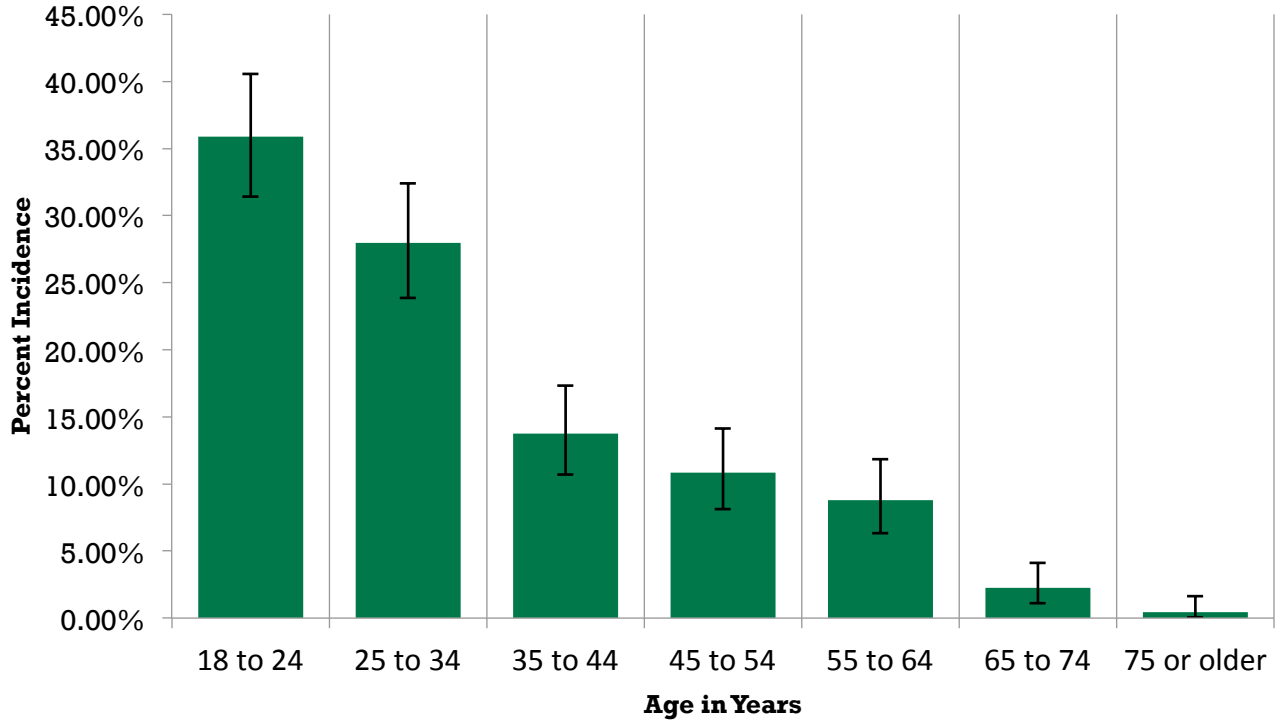
Gender	Count	Percent	SD	Lower CI*	Upper CI*
Female	250	56.3%	2.35%	51.55%	60.98%
Male	194	43.7%	2.35%	39.02%	48.45%
Total Respondents	444				

Blank	3
Excluded	6
Illegible	1

The goal was to get a relatively equal amount of female and male respondents. Of the 437 legible responses, 56% of respondents were female and 44% of respondents were male.

Q3. "What is your age?" [N=443]

Age Histogram

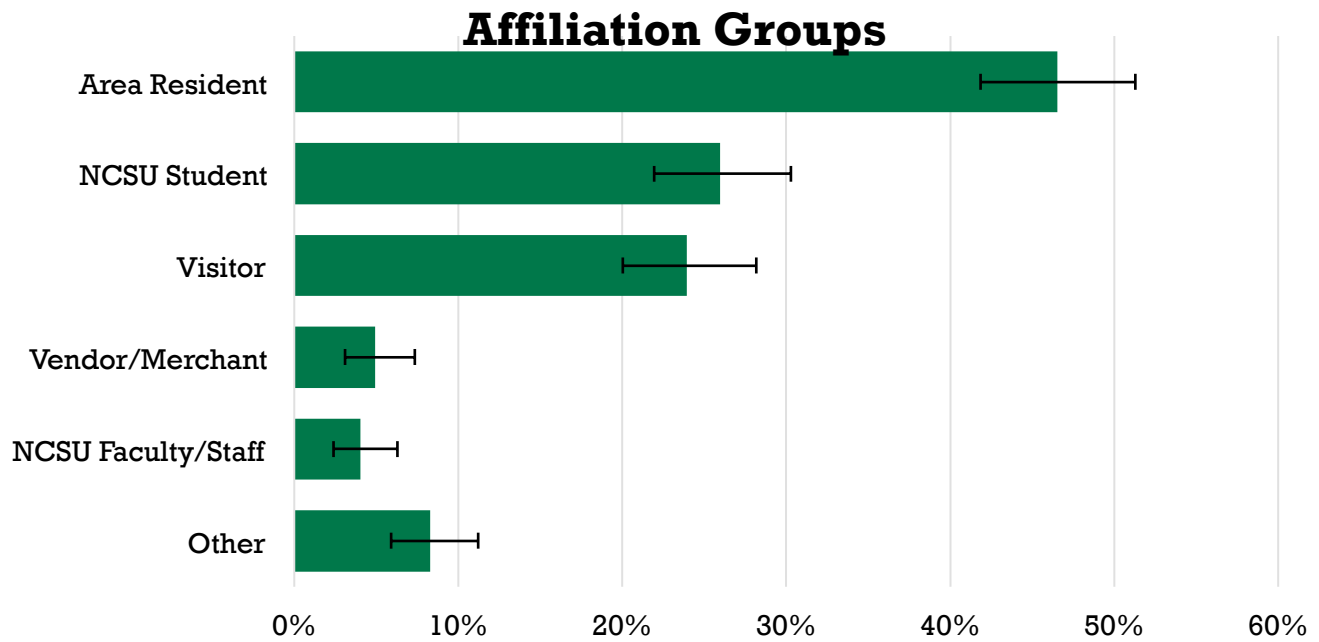


Age	Count	Percent	SD	Lower CI*	Upper CI*
18 to 24	159	35.89%	2.28%	31.42%	40.55%
25 to 34	124	27.99%	2.13%	23.86%	32.42%
35 to 44	61	13.77%	1.64%	10.70%	17.33%
45 to 54	48	10.84%	1.48%	8.10%	14.11%
55 to 64	39	8.80%	1.35%	6.33%	11.84%
65 to 74	10	2.26%	0.71%	1.09%	4.11%
75 or older	2	0.45%	0.32%	0.06%	1.62%
Total Respondents	443				

Blank	3
Excluded	6
Illegible	1

The majority of respondents were between the ages of 18-24, with the response rate for that range being 35.89%. There was at least one response from each age group. Over 60% of attendees surveyed were between the ages of 18-34.

Q4. “What is your affiliation with Hillsborough Street? (Check all that apply)”
[N=447]



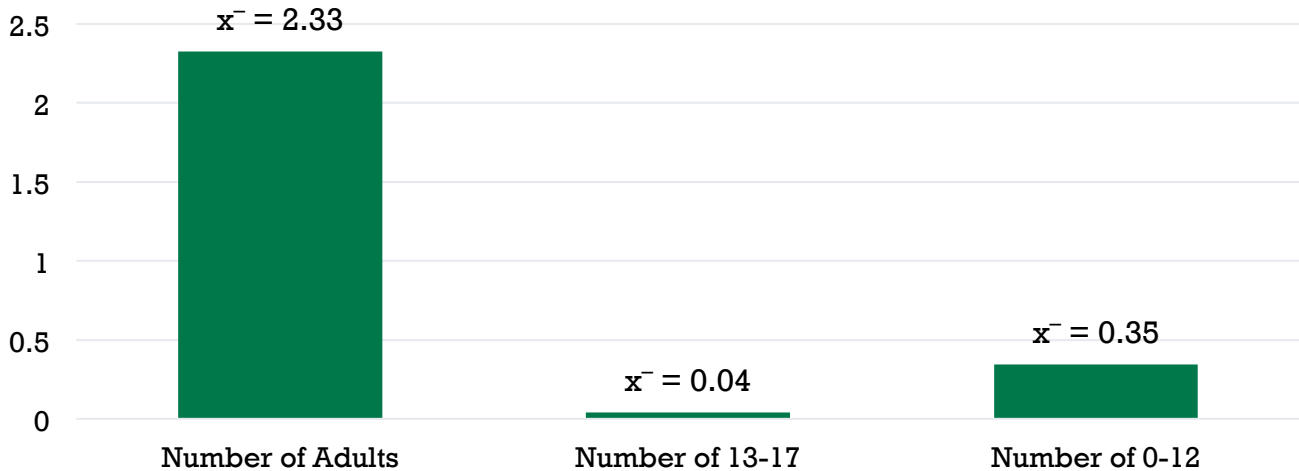
Affiliation	Count	Percent	SD	Lower CI*	Upper CI*
Area Resident	208	46.53%	2.36%	41.83%	51.28%
NCSU Student	116	25.95%	2.07%	21.95%	30.28%
Visitor	107	23.94%	2.02%	20.05%	28.17%
Vendor/Merchant	22	4.92%	1.02%	3.11%	7.36%
NCSU Faculty/Staff	18	4.03%	0.93%	2.40%	6.29%
Other	37	8.28%	1.30%	5.90%	11.23%
Total Respondents	447				

Blank	1
Excluded	6
Illegible	0

The highest incidence of affiliation was “Area Residents” at 46.53%. Almost a quarter each of respondents indicated that they were “Visitors” or “Students”.

Q5. “How many people of each age group are attending Spring Fest with you? (Including yourself)” [N=444]

Group Composition by Age



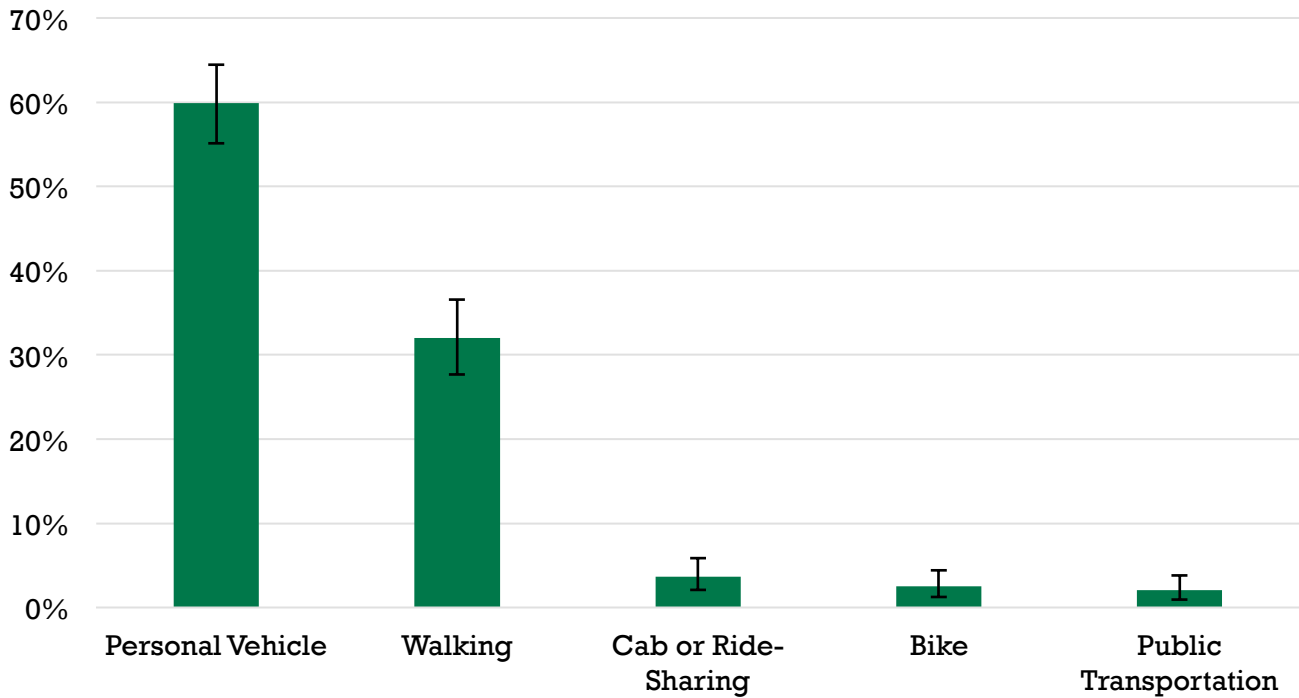
# of Adults	Value	# of 13-17	Value	# of 0-12	Value
Mean	2.3273	Mean	0.0406	Mean	0.3454
Std. Dev.	1.5872	Std. Dev.	0.2194	Std. Dev.	0.8323
Q0	1	Q0	0	Q0	0
Q1	1	Q1	0	Q1	0
Median	2	Median	0	Median	0
Q3	3	Q3	0	Q3	0
Q4	10	Q4	2	Q4	5
Total Respondents	443	Total Respondents	443	Total Respondents	443

Blank	1	Blank	1	Blank	1
Excluded	7	Excluded	7	Excluded	7
Illegible	3	Illegible	3	Illegible	3

The average amount of adults in a group was 2.40. The average group of those surveyed was 8 times more likely to include young kids than teenagers.

Q6. “What was your primary method of transportation to get to Spring Fest today? (Check one)” [N=443]

Transportation Methods



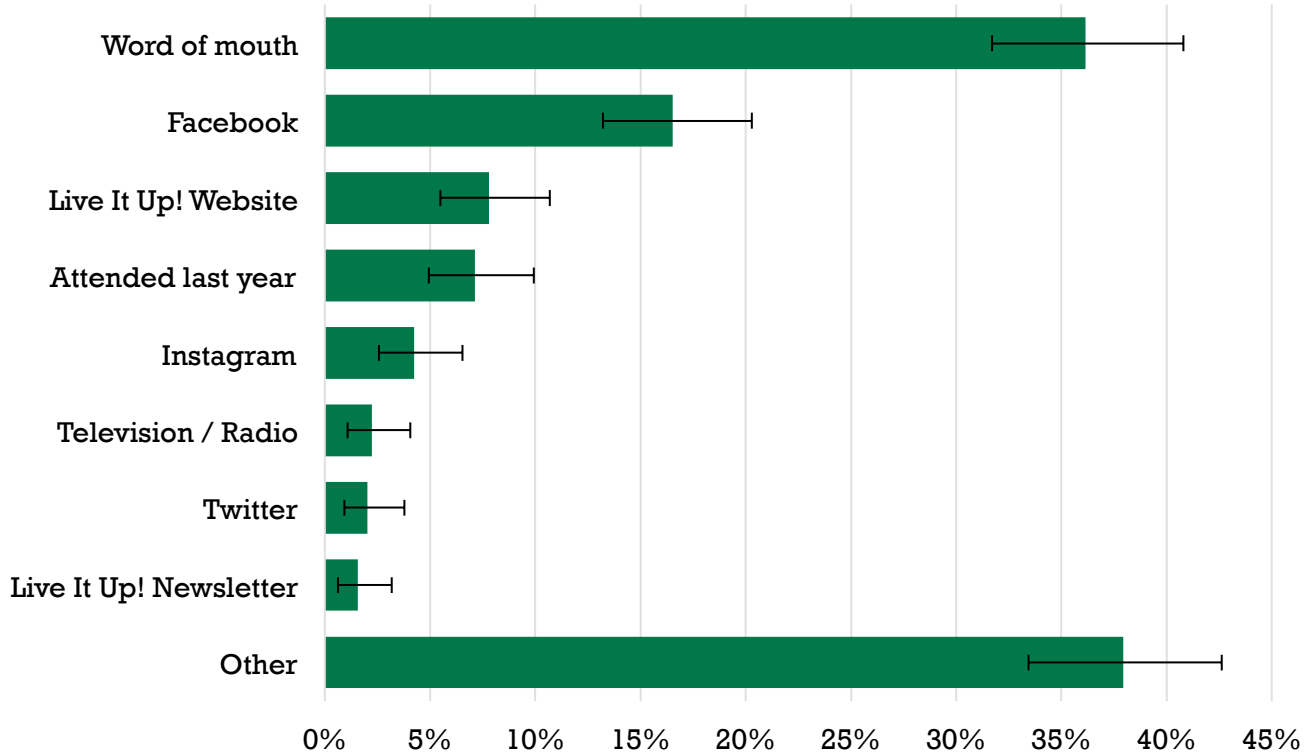
Method of Transportation	Count	Percent	SD	Lower CI*	Upper CI*
Personal Vehicle	264	59.86%	2.33%	55.12%	64.47%
Walking	141	31.97%	2.22%	27.64%	36.55%
Cab or Ride-Sharing	16	3.63%	0.89%	2.09%	5.83%
Bike	11	2.49%	0.74%	1.25%	4.42%
Public Transportation	9	2.04%	0.67%	0.94%	3.84%
Total Respondents	441				

Blank	0
Excluded	6
Illegible	5

Personal Vehicle was the most popular response with 59.86%, while walking followed behind with 31.97%. Public Transportation had the least amount of responses at 2.04%.

Q7. “How did you hear about Spring Fest? (Check all that apply)” [N=448]

Promotion Methods



Promotion Method	Count	Percent	SD	Lower CI*	Upper CI*
Word of mouth	162	36.16%	0.59%	0.63%	3.19%
Facebook	74	16.52%	0.66%	0.92%	3.78%
Live It Up! Website	35	7.81%	0.70%	1.08%	4.07%
Attended last year	32	7.14%	0.95%	2.57%	6.54%
Instagram	19	4.24%	1.22%	4.94%	9.93%
Television / Radio	10	2.23%	1.27%	5.50%	10.70%
Twitter	8	1.79%	1.75%	13.20%	20.29%
Live It Up! Newsletter	7	1.56%	2.27%	31.70%	40.80%
Other	170	37.95%	2.29%	33.43%	42.62%
Total Respondents	448				

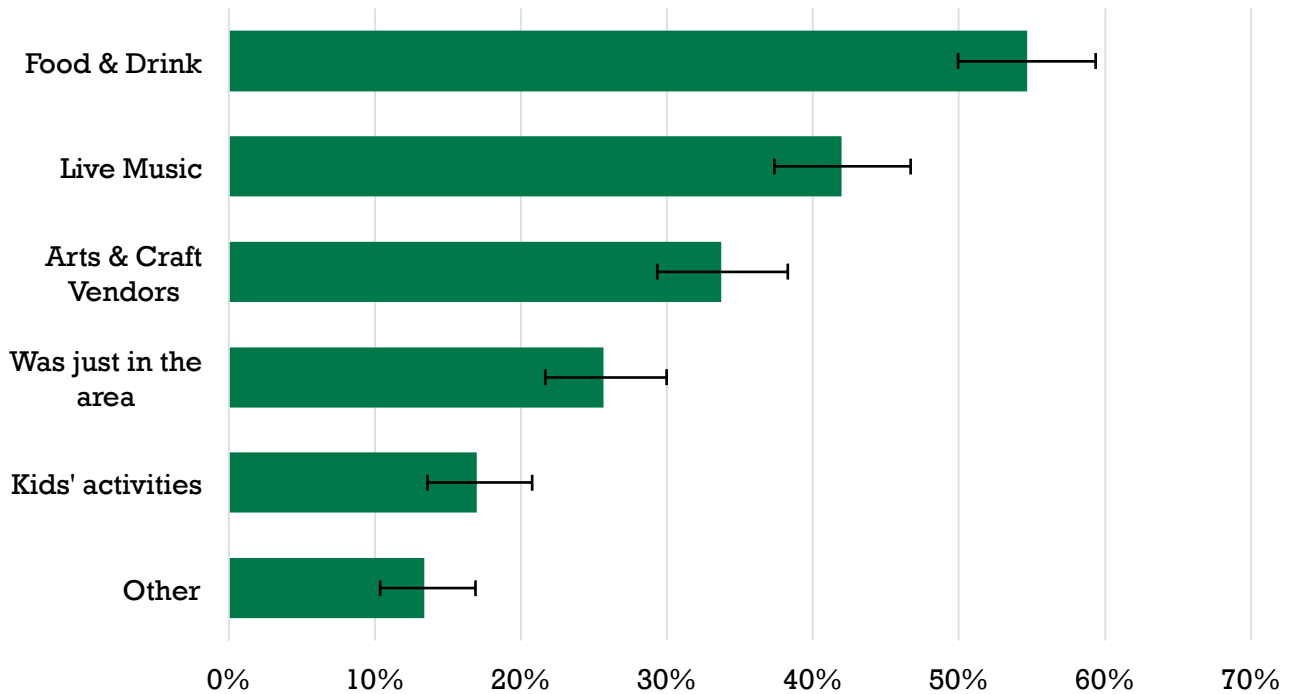
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Excluded	6
Illegible	0

This question was a “check all that apply” question. “Other” had the largest amount of responses with 37.95%, followed closely by “Word of Mouth” with 36.16%. Twitter and the Live It Up! Hillsborough Street newsletter had the least amount of responses. Some write-in responses that were received included:

- WRAL Website
- Sign at Aloft
- YMCA
- Meredith
- Flyer
- Artsplosure
- Offline App
- Raleigh Little Theater

Q8. “What are your primary reasons for attending Spring Fest today? (Check all that apply)” [N=448]

Reasons for Attendance



Reason for Attendance	Count	Percent	SD	Lower CI*	Upper CI*
Food & Drink	245	54.69%	2.35%	49.95%	59.36%
Live Music	188	41.96%	2.33%	37.35%	46.69%
Arts & Craft Vendors	151	33.71%	2.23%	29.34%	38.29%
Was just in the area	115	25.67%	2.06%	21.69%	29.98%
Kids' activities	76	16.96%	1.77%	13.61%	20.77%
Other	60	13.39%	1.61%	10.38%	16.90%
Total Respondents	448				

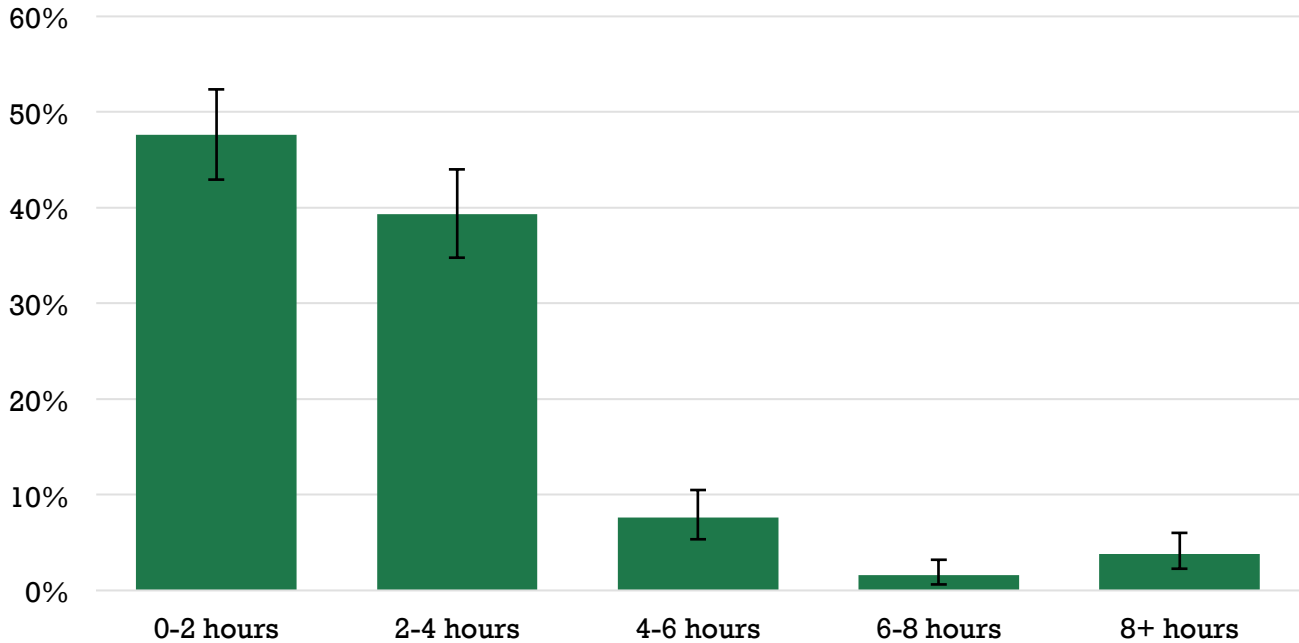
Blank	0
Excluded	6
Illegible	0

Also a “check all that apply” question, “Food & Drink” had a 54.69% response rate, closely followed by Live Music with 41.96%. A third of the respondents came to the event for the Art & Craft Vendors that lined the Street. Some write-in responses received included:

- Nice Weather!
- Beer
- Volunteer
- Yoga + other activities
- Enjoy the outdoors

Q9. “How many hours do you plan to spend at the event today?” [N=445]

Hours Spent at Event



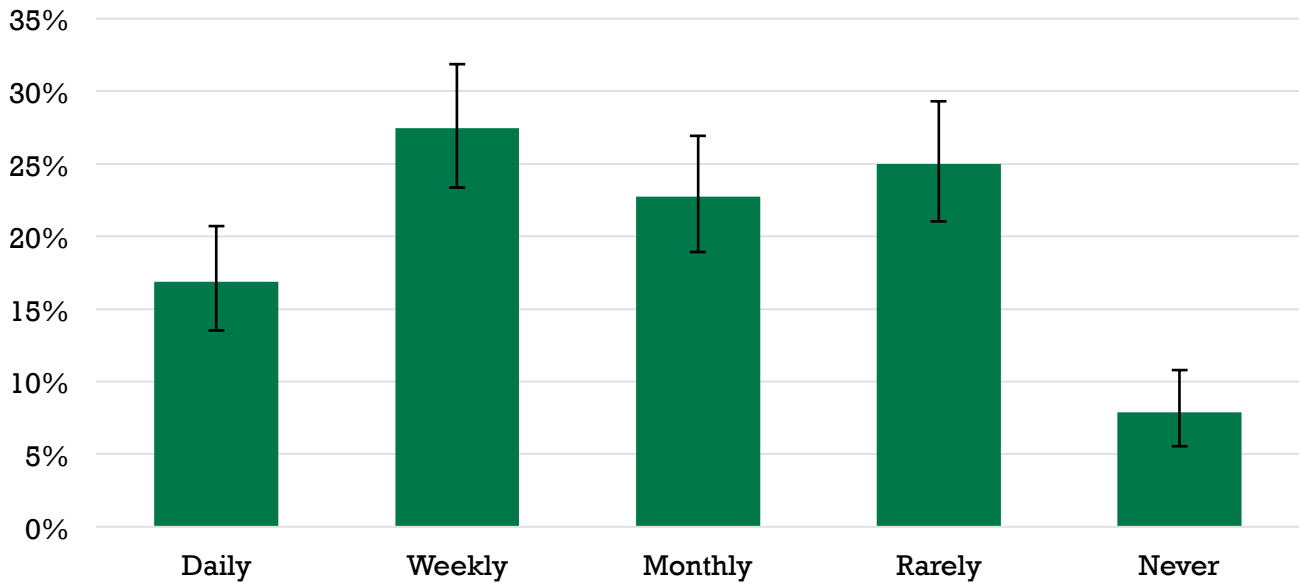
Hours Spent at Event	Count	Percentage	SD	Lower CI*	Upper CI*
0-2	212	47.64%	2.36%	42.92%	52.40%
2-4	175	39.33%	2.31%	34.76%	44.03%
4-6	34	7.64%	1.25%	5.35%	10.51%
6-8	7	1.57%	0.59%	0.63%	3.21%
8+	17	3.82%	3.82%	2.24%	6.05%
Total Respondents	445				

Blank	0
Excluded	6
Illegible	3

Over 50% spent at least 2 hours at the event. The average time spent at the event was 2 hours and 28 minutes.

Q10. “About how often do you visit Hillsborough Street?” [N=444]

Visitation Frequency



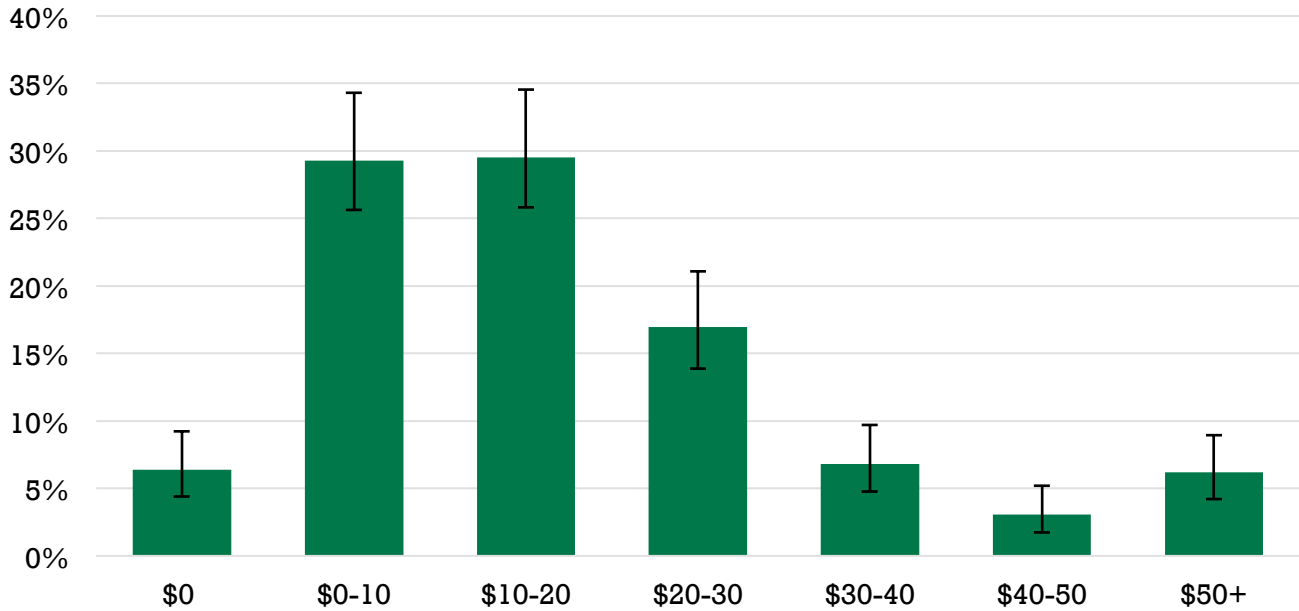
Visitation Frequency	Count	Percentage	SD	Lower CI*	Upper CI*
Daily	75	16.89%	1.78%	13.52%	20.71%
Weekly	122	27.48%	2.12%	23.37%	31.88%
Monthly	101	22.75%	1.99%	18.93%	26.93%
Rarely	111	25.00%	2.05%	21.04%	29.30%
Never	35	7.88%	1.28%	5.55%	10.79%
Total Respondents	444				

Blank	2
Excluded	6
Illegible	2

Over 55% of Spring Fest attendees visit Hillsborough Street monthly, rarely or have never visited Hillsborough Street.

Q11. “How much do you plan to spend at the event today? (Food, Drink, Merchandise, etc.)” [N=446]

Money Spent at Event



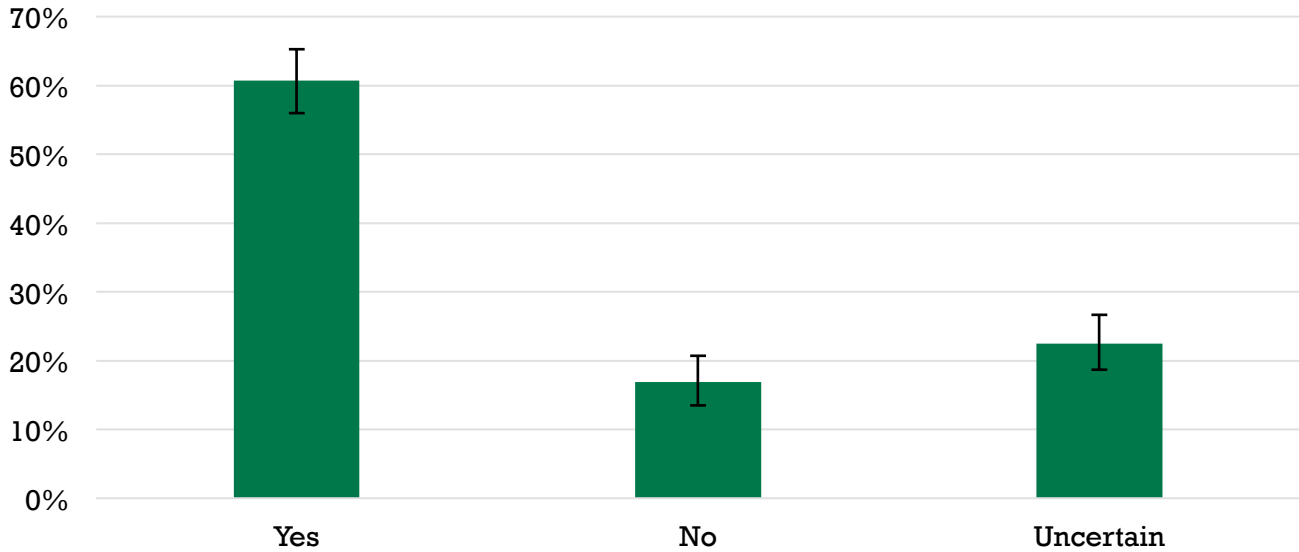
Money Spent at Event	Count	Percentage	SD	Lower CI*	Upper CI*
\$0	29	6.39%	1.16%	4.40%	9.21%
\$0-\$10	133	29.30%	2.16%	25.61%	34.30%
\$10-\$20	134	29.52%	2.16%	25.82%	34.53%
\$20-\$30	77	16.96%	1.78%	13.87%	21.10%
\$30-\$40	31	6.83%	1.19%	4.77%	9.72%
\$40-\$50	14	3.08%	0.82%	1.73%	5.21%
\$50+	28	6.17%	1.14%	4.21%	8.95%
Total Respondents	446				

Blank	1
Excluded	6
Illegible	1

Nearly one-third of respondents spent over \$20. The average spending per person was \$17.61. The average spending per person excluding responses of \$0 was \$18.84. These statistics are calculated by means of a weighted average of the midpoints of the polled dollar ranges. To be conservative the “\$50+” range is truncated at a \$55 midpoint.

Q12. “Do you plan to visit or have you already visited a Hillsborough Street business today?” [N=445]

Visiting a Hillsborough Street Merchant

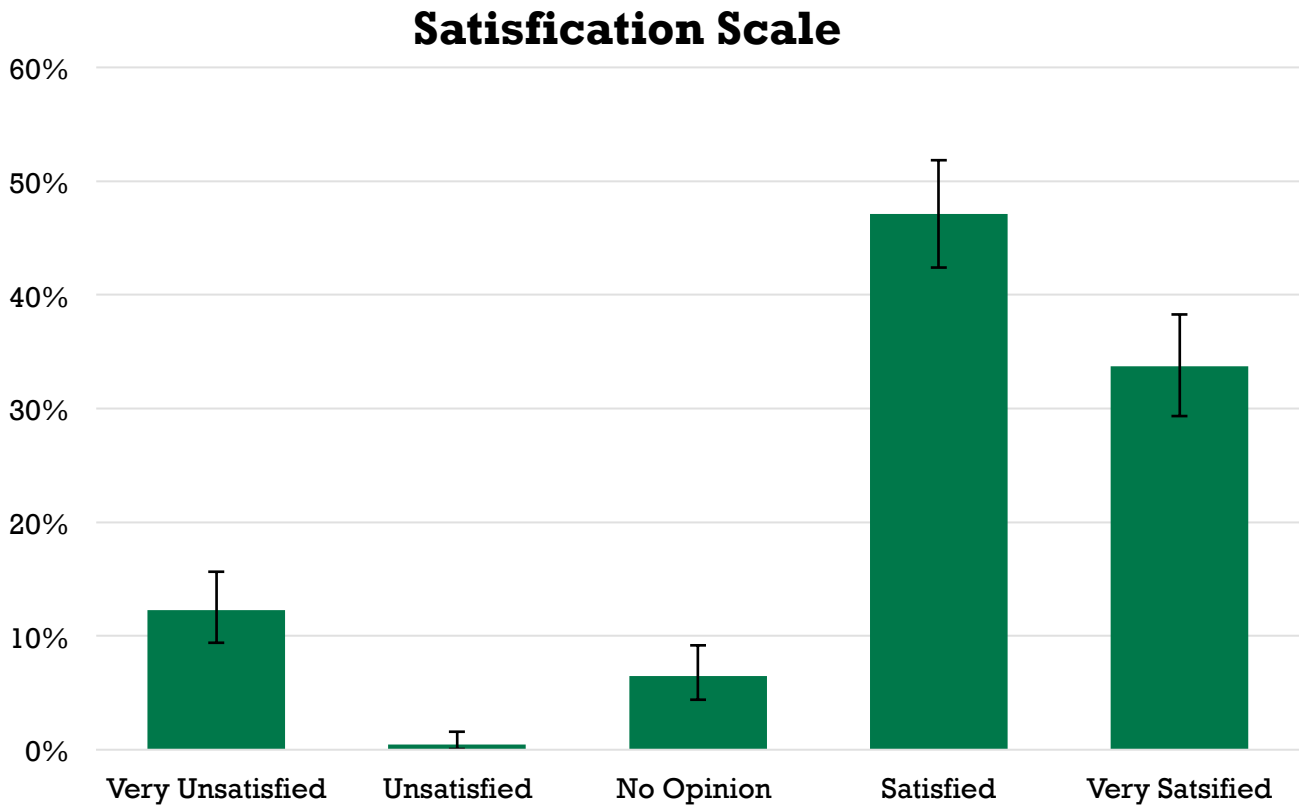


Visiting a Hillsborough Street Merchant	Count	Percentage	SD	Lower CI*	Upper CI*
Yes	270	60.67%	2.32%	55.97%	65.24%
No	75	16.85%	1.98%	18.68%	26.64%
Uncertain	100	22.47%	1.77%	13.49%	20.66%
Total Respondents	445				

Blank	1
Excluded	6
Illegible	2

Sixty-one percent of respondents planned or had been to a Hillsborough Street Business while attending Spring Fest. While only 17% indicated they had not or had no intention of visiting a Hillsborough Street Business while attending Spring Fest.

Q13. “How satisfied are you with Spring Fest so far?” [N=448]



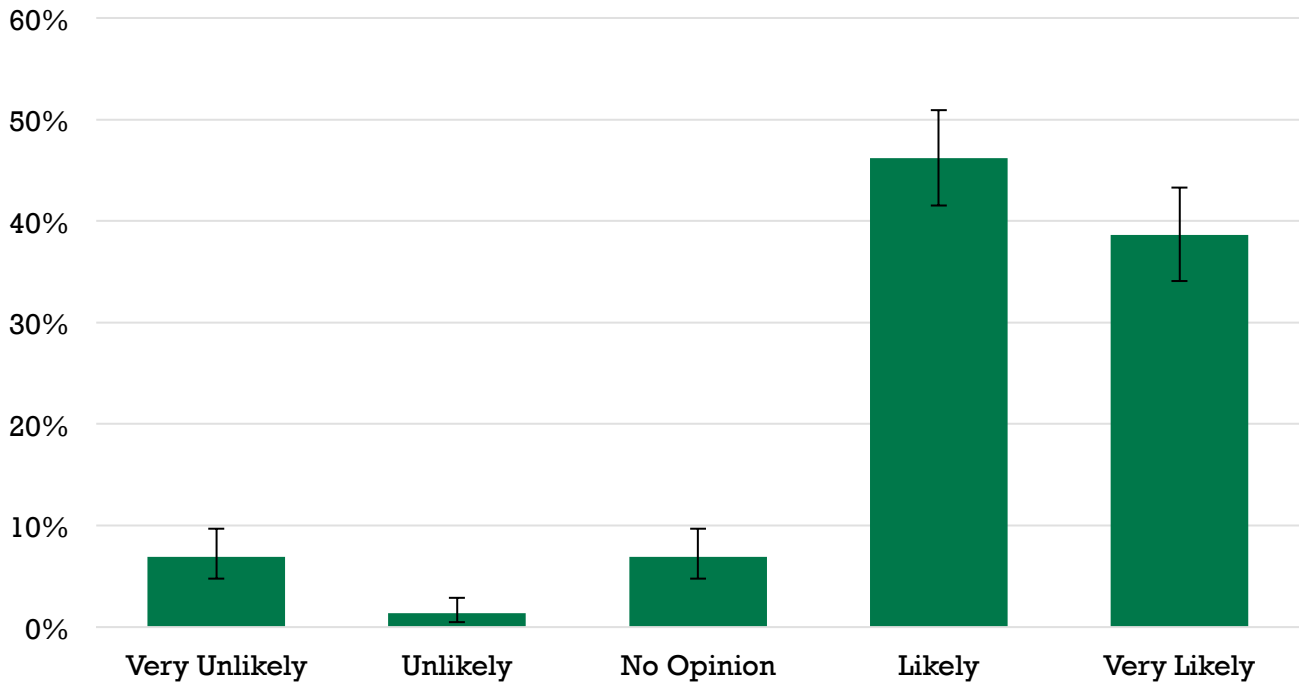
Satisfaction Scale	Count	Percentage	SD	Lower CI*	Upper CI*
Very Unsatisfied	55	12.28%	1.55%	9.38%	15.68%
Unsatisfied	2	0.45%	0.32%	0.05%	1.60%
No Opinion	29	6.47%	1.16%	4.38%	9.16%
Satisfied	211	47.10%	2.36%	42.40%	51.84%
Very Satisfied	151	33.71%	2.23%	29.34%	38.29%
Total Respondents	448				

Blank	0
Excluded	6
Illegible	0

Around 80% of respondents were either satisfied or very satisfied with the event. There may have been a response error of satisfied people marking very unsatisfied by accident on this questions due to the answer choice order.

Q14. “Based on your experience so far how likely are you to attend Spring Fest in the future?” [N=448]

Future Attendance



Future Attendance	Count	Percentage	SD	Lower CI*	Upper CI*
Very Unlikely	31	6.92%	1.20%	4.75%	9.68%
Unlikely	6	1.34%	0.54%	0.49%	2.89%
No Opinion	31	6.92%	1.20%	4.75%	9.68%
Likely	207	46.21%	2.36%	41.52%	50.95%
Very Likely	173	38.62%	2.30%	34.08%	43.30%
Total Respondents	448				

Blank	0
Excluded	6
Illegible	0

Nearly 85% of respondents are either likely or very likely to return to Spring Fest next year.

Q15. “Do you have any additional comments or concerns about Spring Fest or Hillsborough Street?” [N=451]

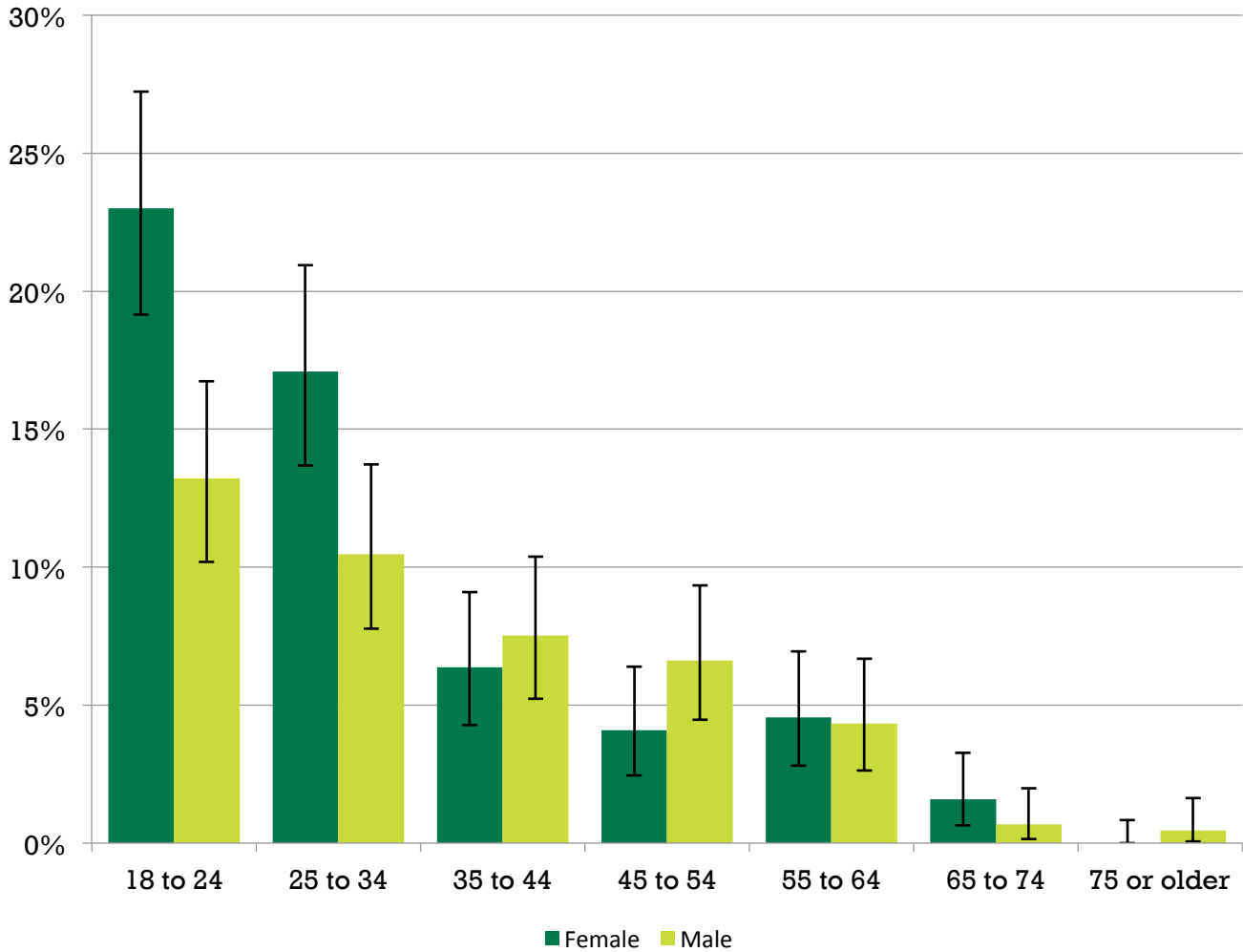


A “word cloud” was used to represent all of the comments received via the survey about Spring Fest. Some notable responses are as follows:

- More Vendors!
- Love compost/recycling bins!
- Thanks for a dog friendly event
- Like recycle tents
- Thanks for FREE kid activities (:
- Bring on The Amateurs!
- More Food Trucks
- Good work - very engaging for kids!

Secondary Analysis

Gender-Age Breakdown

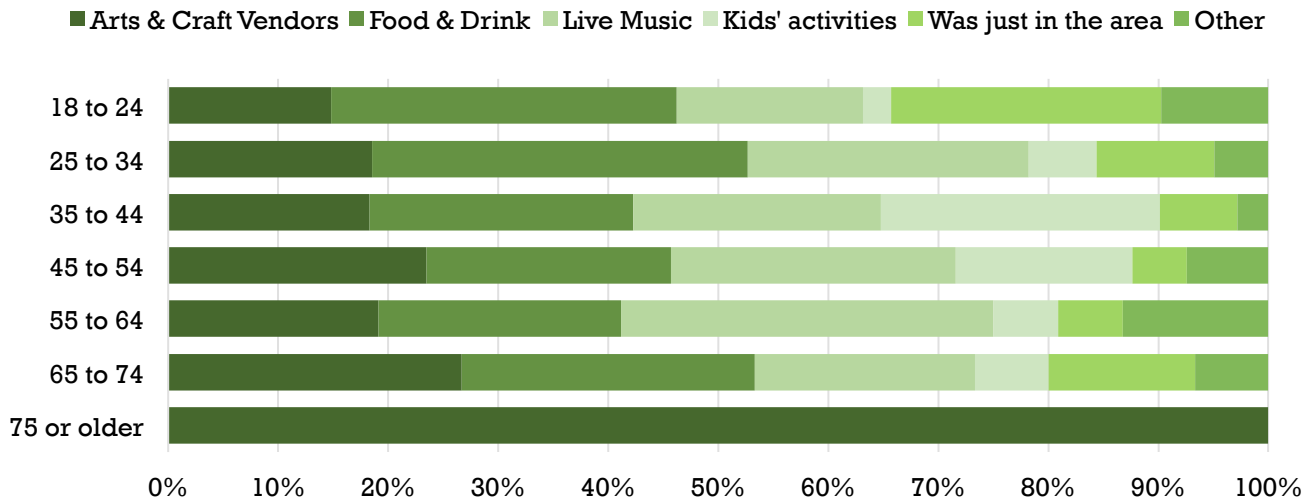


Age - M	Count	Percentage	SD	Lower CI*	Upper CI*
18 to 24	58	13.21%	2.46%	10.19%	16.74%
25 to 34	46	10.48%	2.22%	7.77%	13.73%
35 to 44	33	7.52%	1.91%	5.23%	10.39%
45 to 54	29	6.61%	1.80%	4.47%	9.35%
55 to 64	19	4.33%	1.48%	2.63%	6.68%
65 to 74	3	0.68%	0.60%	0.14%	1.98%
75 or older	2	0.46%	0.49%	0.06%	1.64%

Age - F	Count	Percentage	SD	Lower CI*	Upper CI*
18 to 24	101	23.01%	2.67%	19.15%	16.74%
25 to 34	75	17.08%	2.39%	13.68%	13.73%
35 to 44	28	6.38%	1.55%	4.28%	10.39%
45 to 54	18	4.10%	1.26%	2.45%	9.35%
55 to 64	20	4.56%	1.32%	2.80%	6.68%
65 to 74	7	1.59%	0.79%	0.64%	1.98%
75 or older	0	0.00%	0.00%	0.00%	1.64%

Almost a quarter of the all surveys taken were completed by females in the 18 to 24 range. Between the ages of 18 and 34 there was significantly more participation from females versus males. This trend was reversed for participants in the 35 to 54 year old age range.

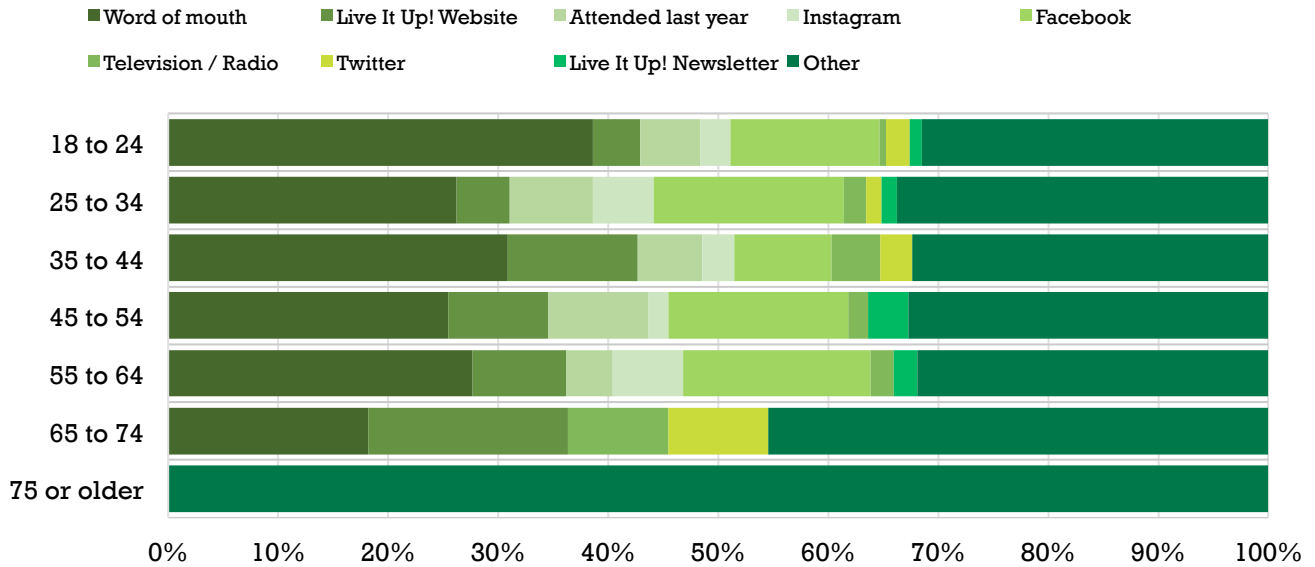
Attendance Reason



Age	Arts & Craft Vendors	Food & Drink	Live Music	Kids' activities	Was just in the area	Other
18 to 24	14.80%	31.41%	16.97%	2.53%	24.55%	9.75%
25 to 34	18.52%	34.16%	25.51%	6.17%	10.70%	4.94%
35 to 44	18.31%	23.94%	22.54%	25.35%	7.04%	2.82%
45 to 54	23.46%	22.22%	25.93%	16.05%	4.94%	7.41%
55 to 64	19.12%	22.06%	33.82%	5.88%	5.88%	13.24%
65 to 74	26.67%	26.67%	20.00%	6.17%	10.70%	4.94%
75 or older	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%

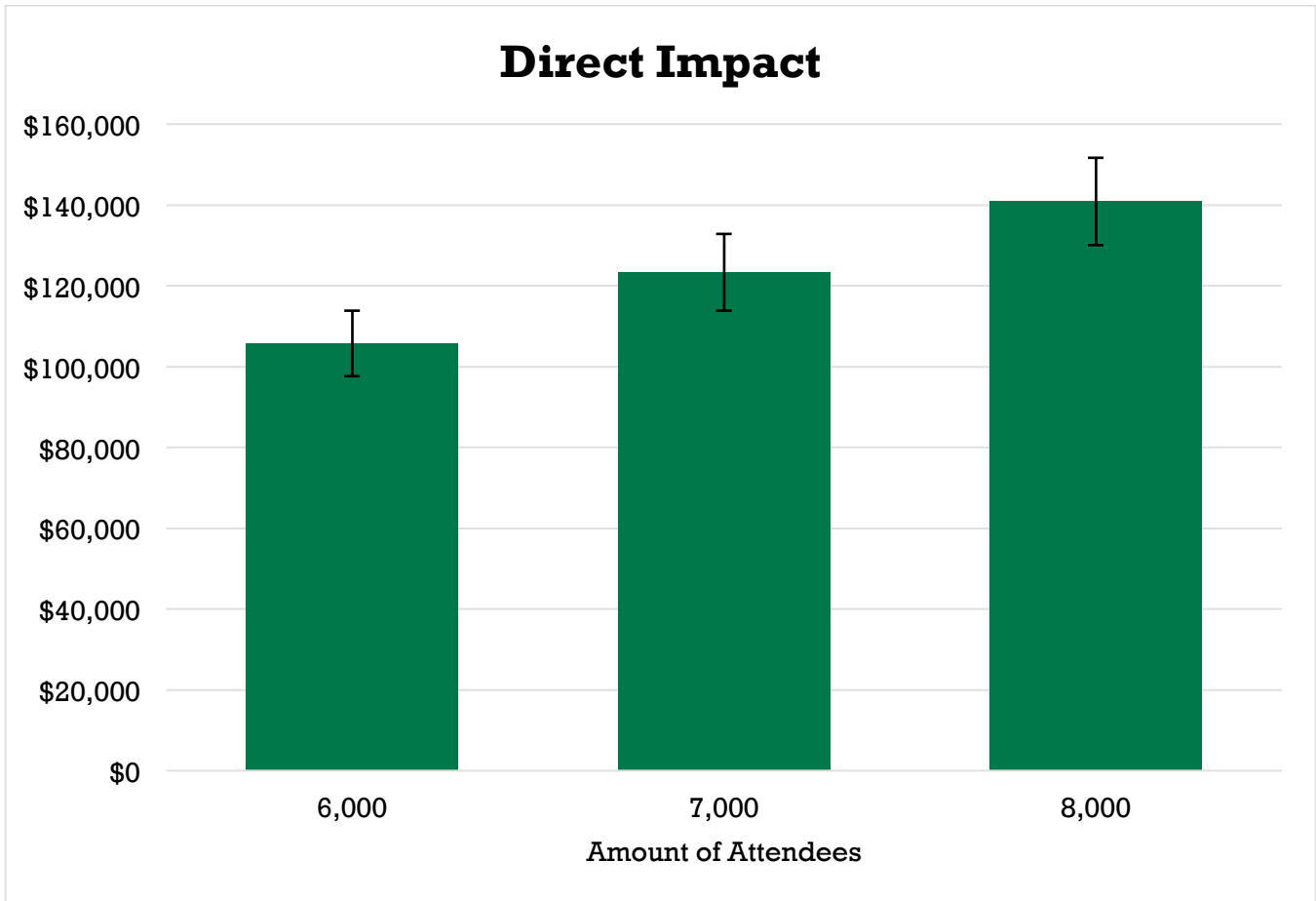
Food & Drink was the primary reason for attendance followed by Live Music and Arts & Craft Vendors.

How did they hear about it



Age	Word of Mouth	Facebook	Live it Up! Website	Instagram	Television	Twitter	Live it Up! Newsletter	Attended Last Year	Other
18 to 24	38.59%	13.59%	4.35%	2.72%	0.54%	2.17%	1.09%	5.43%	31.52%
25 to 34	26.21%	17.24%	4.83%	5.52%	2.07%	1.38%	1.38%	7.59%	33.79%
35 to 44	30.88%	8.82%	11.76%	2.94%	4.41%	2.94%	0.00%	5.88%	32.35%
45 to 54	25.45%	16.36%	9.09%	1.82%	1.82%	0.00%	3.64%	9.09%	32.73%
55 to 64	27.66%	17.02%	8.51%	6.38%	2.13%	0.00%	2.13%	4.26%	31.91%
65 to 74	18.18%	0.00%	18.18%	0.00%	9.09%	9.09%	0.00%	0.00%	0.00%
75 and older	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%

Most attendees heard about Spring Fest from a choice not available on the survey. The next highest incidence was by “word of mouth.”



Attendance	Estimated Spending	Lower CI*	Upper CI*
6,000	\$105,672.65	\$97,545.31	\$113,799.89
7,000	\$123,284.75	\$113,802.86	\$132,766.54
8,000	\$140,896.86	\$130,060.41	\$151,733.19

With an attendance ranging from 6,000 to 8,000 people and an average spending per person of approximately \$17.61 (plus or minus confidence), the estimated direct impact of the event works out to a value of \$97,545.31 to \$151,733.19 in gross spending as a result of the event. This is calculated using a Normal Distribution approximation at the 95% confidence level.

**Confidence Intervals are calculated here using a Normal Distribution approximation at the 95% confidence level.*

Conclusion

By many measures Spring Fest 2017 was the most successful and well-attended Live and Local music festival that Live It Up! Hillsborough Street has produced to date. With an estimated attendance of between 6,000 to 8,000 people from 12:00PM to 8:30PM on Saturday, April 8th, Spring Fest 2017 drew larger crowds than a Live and Local event ever has. With 11 different performers, bands, and musicians, a dedicated Kids Zone, outdoor Yoga classes, and 70 vendors – including Hillsborough Street merchants, food trucks, community groups, and 40+ local artists, the day was packed with energy, fun, and activity for all ages and demographics.

The profile of attendees was both varied and diverse. All ages were represented – including at least one survey participant in each age group polled from 18 to 75+ years of age. As a whole, the attendees were slightly younger with around 60% of all survey participants falling in the 18 to 34 years of age range. From a gender perspective, participants were close to a 50:50 distribution with very near overlap of female-male confidence intervals. While the survey response represents a slight skew female (56%) versus male (44%), a response bias in the female direction is common with voluntary surveys. Given the opportunity to self-identify an affiliation(s) with the Street, nearly 50% of respondents identified themselves as “Area Residents,” slightly over 25% of respondents identified themselves as “NCSU Students,” and almost 25% of respondents self-identified as “Visitors” to the Street. “NCSU Staff/Faculty” had the lowest response rate of polled affiliations at nearly 4% of all respondents.

In looking at where Spring Fest 2017 attendees are coming from, unsurprisingly, the large majority of attendees come from the immediate area in and around Raleigh. A number of responses were recorded from outside NC and the distribution of responses within NC was fairly evenly distributed throughout the population centers of NC. Within Wake County, attendance by ZIP code consistently correlated as an inverse proportion of distance from the event footprint. The two closest ZIP codes, 27606 and 27607, together accounted for nearly 30% of all attendees. Consistent with the ZIP code data, about 60% of attendees indicated that their primary method of transport was a “Personal Vehicle” and slightly more than 30% of attendees indicated that their primary method of transport was “Walking.” When asked about their normal interaction with Hillsborough Street, many attendees indicated that they were “Daily” or “Weekly” visitors to the Street (~44%). The majority indicated that they were not normal visitors to the Street and that they only visited Hillsborough Street “Monthly,” “Rarely,” or “Never” (~56%).

“Word of Mouth” and “Facebook” proved the two highest individual forms of communication by which attendees heard about Spring Fest 2017. Interestingly, “Other” communication was the highest response rate (38%). Write-in responses recorded with “Other” communication represent that a large range of different methods, many of which were partner organizations, helped get the word out. As far as overall reasons for attending, survey respondents indicated that the number one draw was “Food & Drink” (55%) followed by “Live Music” (42%) and “Arts & Crafts Vendors” (34%). Overall, “Kids’

activities” was the second lowest response category at 17%. However, when broken down by age group “Kids’ activities” jumps to the number one response for the 35 to 44 years of age range.

Respondents at the event stayed an average of 2 hours and 28 minutes, with about 87% of attendees staying between 0 and 4 hours. When asked, survey respondents indicated a very high level of satisfaction with the event. 81% of survey takers marked that they were either “Satisfied” or “Very Satisfied” with the event. Conversely, 13% marked that they were “Unsatisfied” or “Very Unsatisfied” with the event. A negative bias inherent in the order of the answer choices may have confounded the observed incidence of the “Very Unsatisfied” answer choice. There appears to be a number of survey takers who accidentally marked “Very Unsatisfied” and when asked indicated that they misread the answer choice, as it was the first answer choice on the left, and had intended to mark “Very Satisfied” instead. This occurrence lines up with the observed response to the follow-up question of the attendee’s likelihood of future attendance. When asked the follow-up question, 85% of survey takers marked that they were either “Likely” or “Very Likely” to attend again while only 8% marked that they were “Unlikely” or “Very Unlikely” to attend again. Normally, without some form of structural bias in the order of the answer choices, the future attendance question would skew more negatively than the satisfaction question simply because attendees may be aware of reasons they cannot attend the following year.

To quantify the induced spending at the event, attendees were asked how much money they planned to spend at Spring Fest 2017 - including at local Hillsborough Street merchants. 6% of respondents indicated that they intended to spend \$0 at the event. The majority (~60%) of respondents indicated that they planned to spend between \$0 and \$20 at the event. Overall, survey participants indicated that they planned to spend or had spent an average of approximately \$17.61 at the event. This statistic is calculated by means of a weighted average of the midpoints of the polled dollar ranges. To be conservative the “\$50+” range is truncated at a \$55 midpoint. Another statistic of particular interest is whether attendees are visiting Hillsborough Street merchants as a result of or in conjunction with the event. When asked if they planned to visit or if they had already visited a Hillsborough Street merchant that day 61% indicated in the positive while 17% indicated in the negative. The remainder of respondents (22%) marked “Uncertain.”

When put together with the attendance at the event, average spending per person can be used to calculate a measure of the direct impact of the event. With an attendance ranging from 6,000 to 8,000 people and an average spending per person of approximately \$17.61 (plus or minus confidence), the estimated direct impact of the event works out to a value of \$97,545.31 to \$151,733.19 in gross spending as a result of the event. This is calculated using a Normal Distribution approximation at the 95% confidence level. This direct impact calculates to an approximate return on investment for the event of between a 2.0 and 3.1 multiplier. This is calculated as estimated gross spending over the dollar cost of production of the event. If the cost of production is further added and included as part of the gross spending at the event then the return on investment jumps to a range of between a 3.0 and 4.1 multiplier.

Disclaimer

The facts, statistics, and findings outlined in this report are calculated to the best of our ability. Bias and error are inherent and known challenges in survey sampling. Confidence intervals unless otherwise represented are calculated using a Binomial distribution at a 95% confidence level. The confidence intervals themselves are intended to give a likely range for and are our best estimation of the true population parameter in question. These confidence interval values should not be treated as an absolute representation. It is possible, though unlikely, that the true population parameter's value in actuality occurs outside the range of the represented confidence interval. Although a Normal Distribution approximation would be valid, the Binomial Distribution is used here to better and more accurately represent the observed values, especially the extreme percentage values near 0% and 100%.

Acknowledgements

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