

*Metrics Associated with the
Duck Derby 2017
Held April 30, 2017 at 3 p.m.*



May 1, 2017

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Introduction



All data was collected by the Urban Ministry staff. There were no surveys collected during the event from 3 p.m. to the close of the Dogwood Festival at 6 p.m. All surveys were entered at the dates and times below:

Survey Entry Date	Survey Entry Time	# of Completed Surveys
30-Apr	7-8 p.m.	33
	8-9 p.m.	53
	9-10 p.m.	122
	10-11 p.m.	1
1-May	9-10 a.m.	14
	10-11 a.m.	45
Total Completed		268
Required Total		357



Urban Ministry management estimated **5,000** attendees prior to the event.



There were **268** completed surveys.



Using the **5,000** attendees, the Confidence Interval for this presentation with a **268** Sample Size is **+/- 5.82%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.

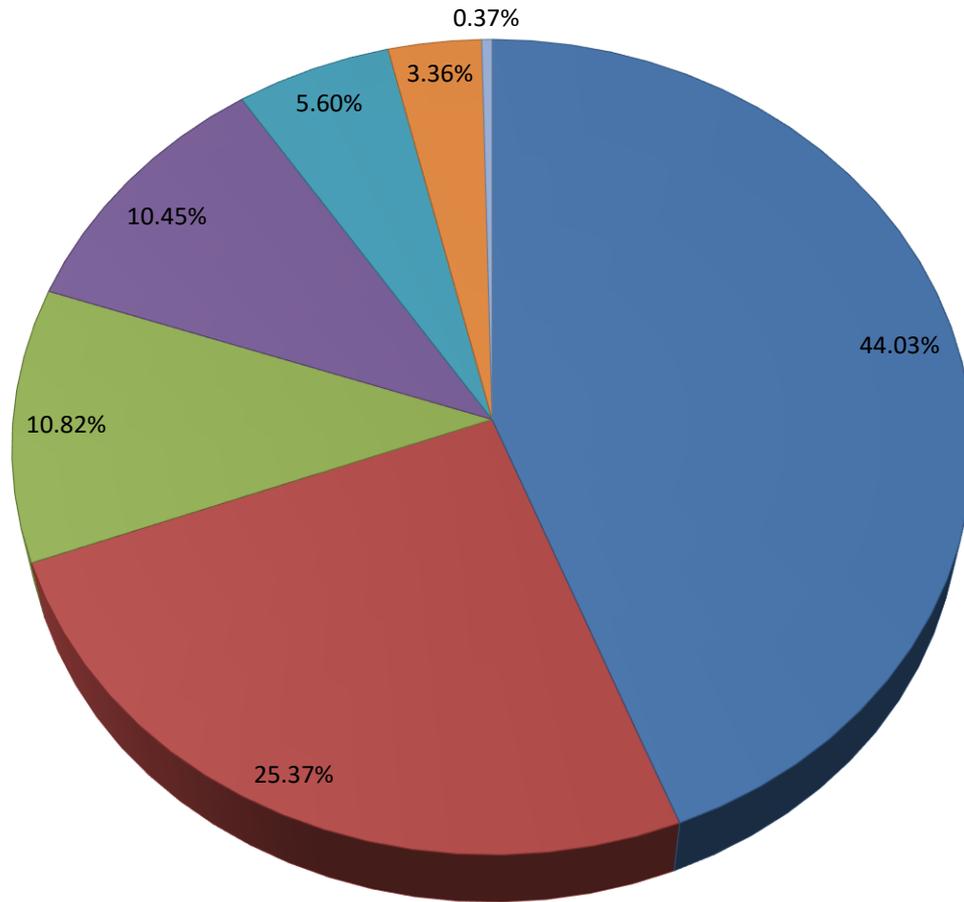


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They Identified Themselves as...



- 44.03% ■ I am a resident of Fayetteville/Cumberland County.
- 25.37% ■ I am from a surrounding county and drove in for the day for this event.
- 10.82% ■ I am in the area visiting family or friends and they brought me to this event.
- 10.45% ■ I am here for the Duck Derby and staying with family or friends.
- 5.60% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 3.36% ■ I am visiting the area for other purposes, but heard about the event and came.
- 0.37% ■ I am here for the Duck Derby specifically and am overnighing in a hotel.



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Where Were They From?

Overview

- **7** completed surveys provided an invalid zip code.
- **230** were from North Carolina and **34** were from more than 100 miles from Fayetteville.
- **1** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	230
2. Virginia	6
3. Three States Tied	3
4. Five States Tied	2
5. Six States Tied	1

Top 5 by County

1. Cumberland, NC	127
2. Harnett, NC	22
3. Robeson, NC	13
4. Moore, NC	10
5. Lee, NC	9

Top 5 by City

1. Fayetteville, NC	82
2. Hope Mills, NC	18
3. Fort Bragg, NC	10
4. Four NC Cities Tied	8
5. Lillington & Raeford, NC	7

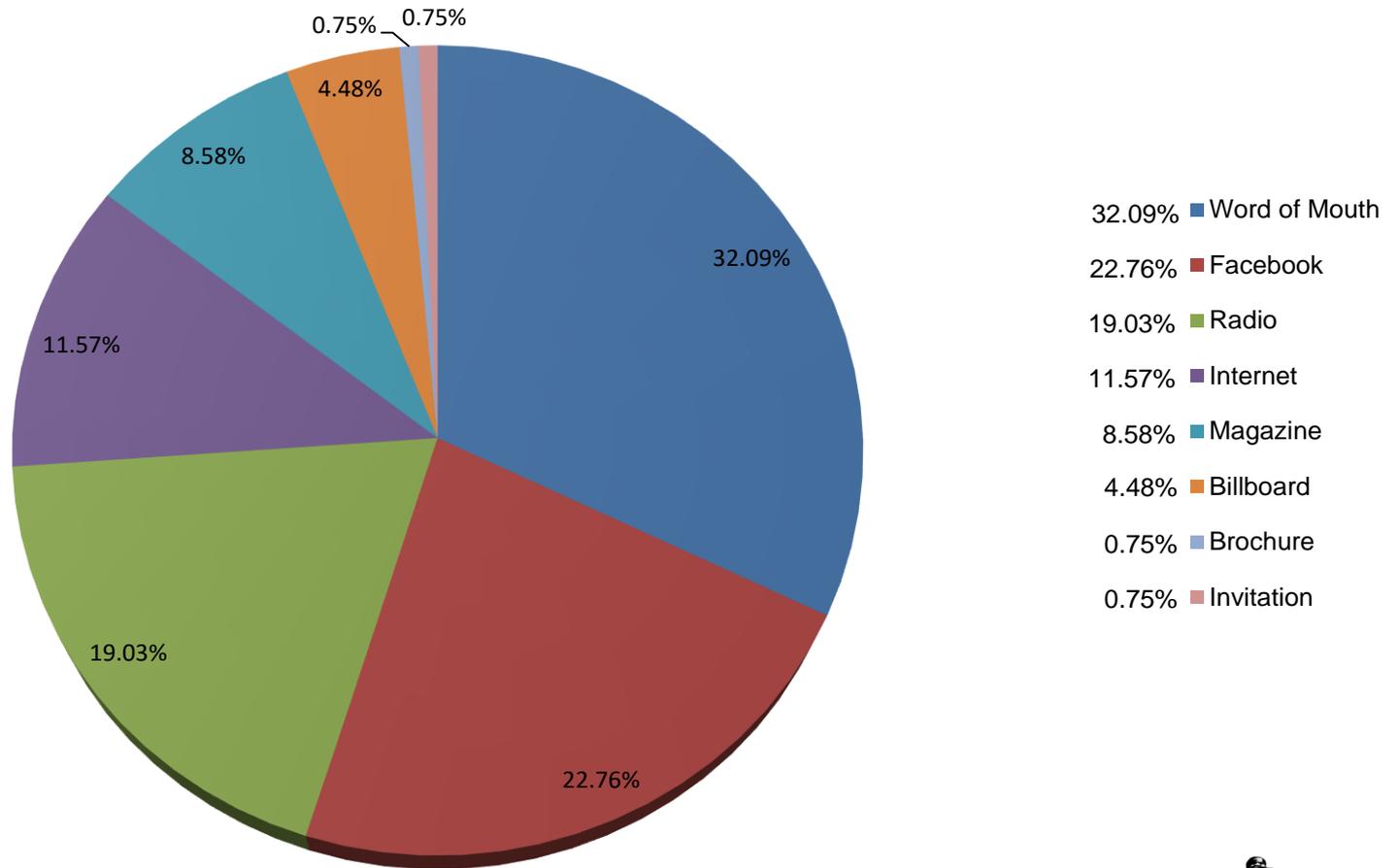


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How Did They Find Out About Event?



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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 overnighting 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

Page Summary Report Duck Derby 2017 As of: 5/1/2017 11:58:10 AM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	299	268	89.63%	00:00:43	View Results
1	292	268	91.78%	00:00:33	View Results



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Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: VisitFayettevilleNC.com, AAA Go Magazine Web, Carolina Country Print & Web, News 14 Carolina, SC Living – Web, Trip Advisor, VisitNC.com, ABC 11, Event Crazy, Fayetteville Observer and WRAL.com.



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Bottom Line

 **Not** all Tourism Development Authority (TDA) requirements were met:
357 completed surveys was the agreed upon requirement (only **268** collected)

 **0.37%** of participants (1) was an overnighter in a hotel and came specifically for the event.

 **0** participants were referred by hotels.

 **49.63%** were from Cumberland County, including Fort Bragg.

 **25.37%** were day-trippers.

 Participants heard of the event mainly by Word of Mouth (**32%**) and the Facebook (**23%**).

 **4** attendees signed up for the FACVB's E-Promotion Program but only **1** provided an E-mail address.

 Room Nights – Because the required sample size was below the TDA required amount, the FACVB was unable to accurately extrapolate room nights out to 5,000.

 Official Hotel Pick Up: **0** room nights



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Thank You
Proudly promoting the
Communities of Cumberland County.



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