

Metrics Associated with *Picasso:*

25 Years of Edition Ceramics from the Rosenbaum Collection
Held February 20 – April 13, 2014



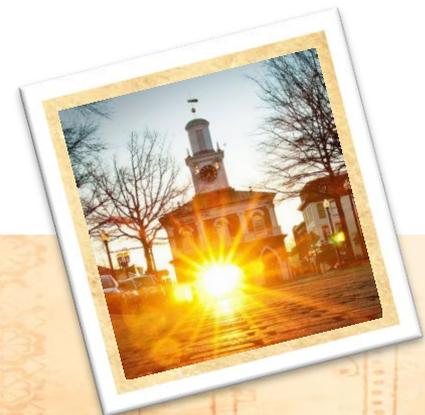
April 14, 2014



David Nash
Research and Data Manager
FACVB

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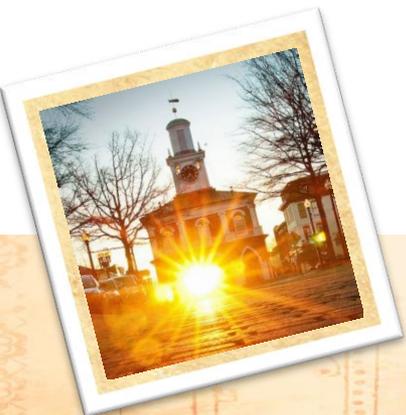
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Where Were They From?

Overview

- 345 Visitors to the Picasso Exhibit Provided Zip Code Information
- 308 Visitors (89%) were from North Carolina
- Visitors were from 20 Different States
- Visitor Farthest from Home was Salt Lake City, Utah - 2,154 Miles
- State with Most Visitors (not including North Carolina) - Maryland

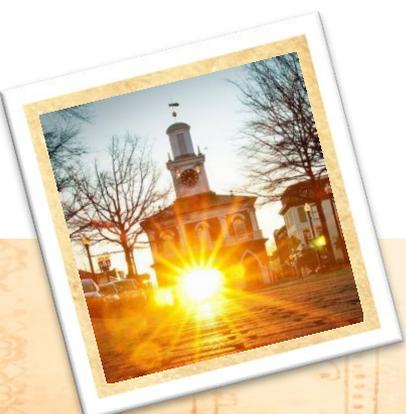


Where Were They From?

By State

State	Total
NC	308
MD	7
VA	6
MI	3
IN	2
NY	2
FL	2
MN	2
OK	1
UT	1
TN	1

State	Total
GA	1
IL	1
AR	1
SC	1
MS	1
TX	1
INVALID ZIP	1
MA	1
KY	1
OH	1

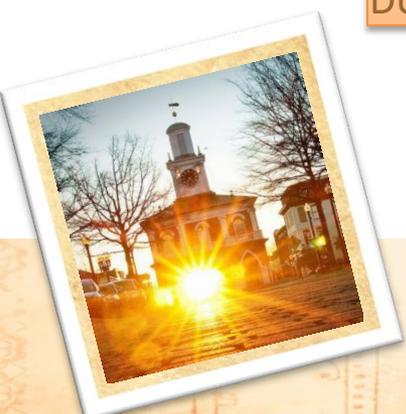


Where Were They From?

By County (NC Only)

County	Total
CUMBERLAND	212
MOORE	13
WAKE	11
ROBESON	9
HOKE	9
NEW HANOVER	8
HARNETT	7
SAMPSON	7
GUILFORD	6
LEE	5
ORANGE	3
SCOTLAND	3
DURHAM	2

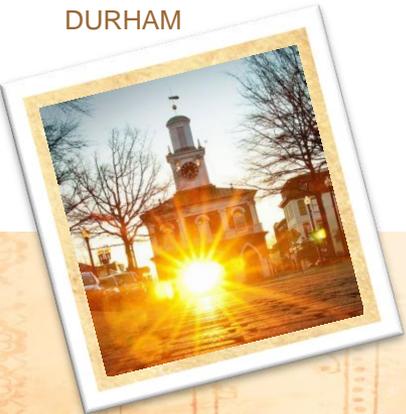
County	Total
PITT	2
BEAUFORT	1
JOHNSTON	1
RANDOLPH	1
GASTON	1
ROWAN	1
ONSLOW	1
HAYWOOD	1
LENOIR	1
YADKIN	1
MECKLENBURG	1
MONTGOMERY	1



Where Were They From?

By City

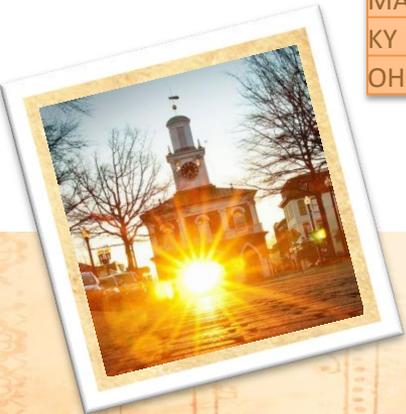
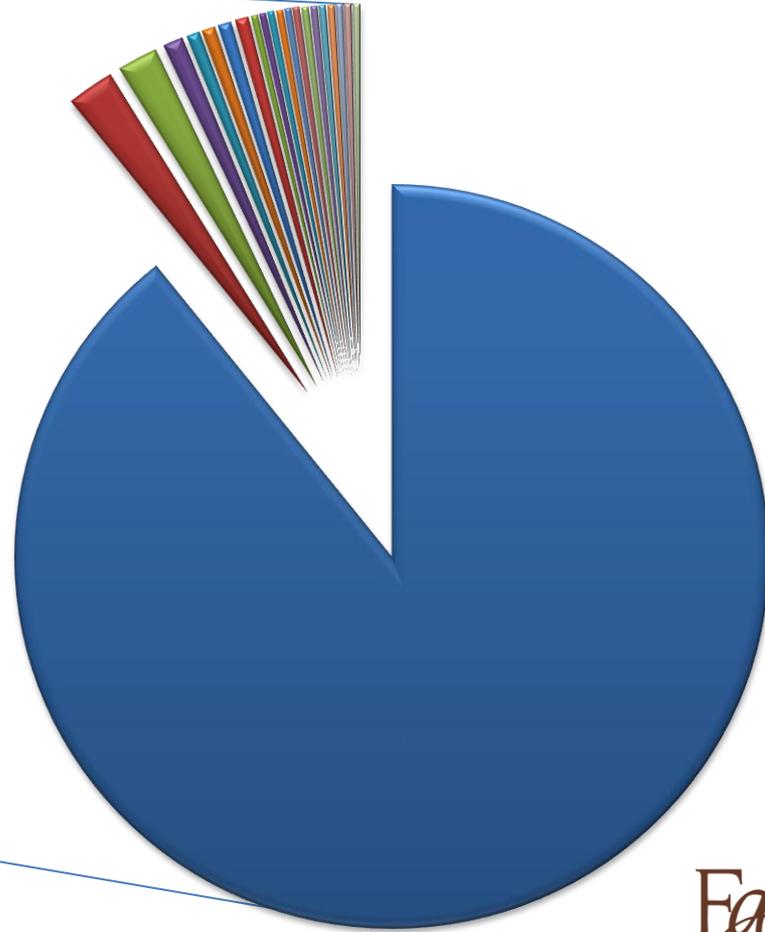
City	State	Total						
			POMPANO BEACH	FL	1	YORKTOWN	VA	1
FAYETTEVILLE	NC	183	CRAMERTON	NC	1	CLAYTON	NC	1
HOPE MILLS	NC	11	SAINT PAULS	NC	1	ALBANY	NY	1
RAEFORD	NC	9	EDGEWATER	MD	1	RICHMOND	KY	1
LUMBERTON	NC	8	BROWNS SUMMIT	NC	1	CAROLINA BEACH	NC	1
RALEIGH	NC	7	HAMPTONVILLE	NC	1	CLEVELAND	OH	1
WILMINGTON	NC	7	RICHARDSON	TX	1	CARTHAGE	NC	1
SPRING LAKE	NC	6	HASTINGS	MN	1	SALEMBURG	NC	1
FORT BRAGG	NC	6	CLINTON	NC	1	APEX	NC	1
GREENSBORO	NC	5	HAVRE DE GRACE	MD	1	SALT LAKE CITY	UT	1
SANFORD	NC	5	VERNON HILL	VA	1	MAGGIE VALLEY	NC	1
PINEHURST	NC	5	ALEXANDRIA	VA	1	SEVERNA PARK	MD	1
LILLINGTON	NC	5	PINEBLUFF	NC	1	BALTIMORE	MD	1
LINDEN	NC	4	HUGHESVILLE	MD	1	FREDERICKSBURG	VA	1
CAMERON	NC	3	CHARLOTTE	NC	1	METAMORA	IL	1
CHAPEL HILL	NC	3	HYATTSVILLE	MD	1	STEDMAN	NC	1
CARY	NC	3	ROCHESTER	MN	1	MOUNT GILEAD	NC	1
ROSEBORO	NC	3	INVALID ZIP	INVALID	1	VASS	NC	1
LAURINBURG	NC	3	SALISBURY	NC	1	BIRMINGHAM	MI	1
MARSHALL	MI	2	EVANSVILLE	IN	1	WADE	NC	1
SOUTHERN PINES	NC	2	SIMPSONVILLE	SC	1	NORTH DARTMOUTH	MA	1
DUNN	NC	2	JACKSON	TN	1	WATER VALLEY	MS	1
GREENVILLE	NC	2	TUPPER LAKE	NY	1	OCEAN CITY	MD	1
IVANHOE	NC	2	JACKSONVILLE	NC	1	OKLAHOMA CITY	OK	1
DURHAM	NC	2	WASHINGTON	NC	1	NORFOLK	VA	1
			JONESBORO	AR	1	LAWRENCEVILLE	GA	1
			ORLANDO	FL	1	Grand Total		345
			KINSTON	NC	1			
			ASHEBORO	NC	1			
			LAFAYETTE	IN	1			
			POWHATAN	VA	1			



TDA Survey Results

Results by State (%)

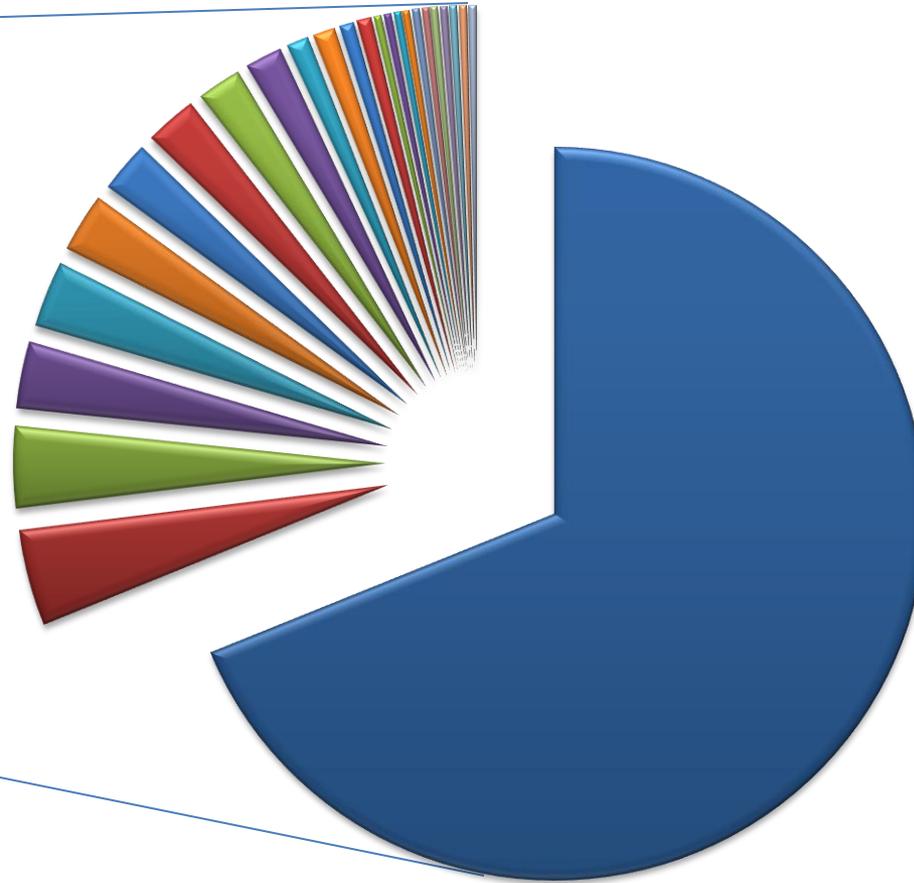
State	Total
NC	89.28%
MD	2.03%
VA	1.74%
MI	0.87%
IN	0.58%
NY	0.58%
FL	0.58%
MN	0.58%
OK	0.29%
UT	0.29%
TN	0.29%
GA	0.29%
IL	0.29%
AR	0.29%
SC	0.29%
MS	0.29%
TX	0.29%
INVALID	0.29%
MA	0.29%
KY	0.29%
OH	0.29%



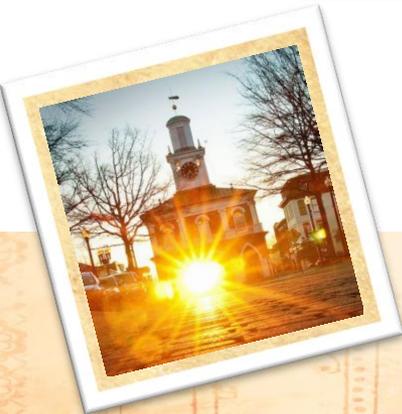
TDA Survey Results

Results by North Carolina Counties (%)

County	Total
CUMBERLAND	68.83%
MOORE	4.22%
WAKE	3.57%
ROBESON	2.92%
HOKE	2.92%
NEW HANOVER	2.60%
HARNETT	2.27%
SAMPSON	2.27%
GUILFORD	1.95%
LEE	1.62%
ORANGE	0.97%
SCOTLAND	0.97%
DURHAM	0.65%
PITT	0.65%
BEAUFORT	0.32%
JOHNSTON	0.32%
RANDOLPH	0.32%
GASTON	0.32%
ROWAN	0.32%
ONSLOW	0.32%
HAYWOOD	0.32%
LENOIR	0.32%
YADKIN	0.32%
MECKLENBURG	0.32%
MONTGOMERY	0.32%

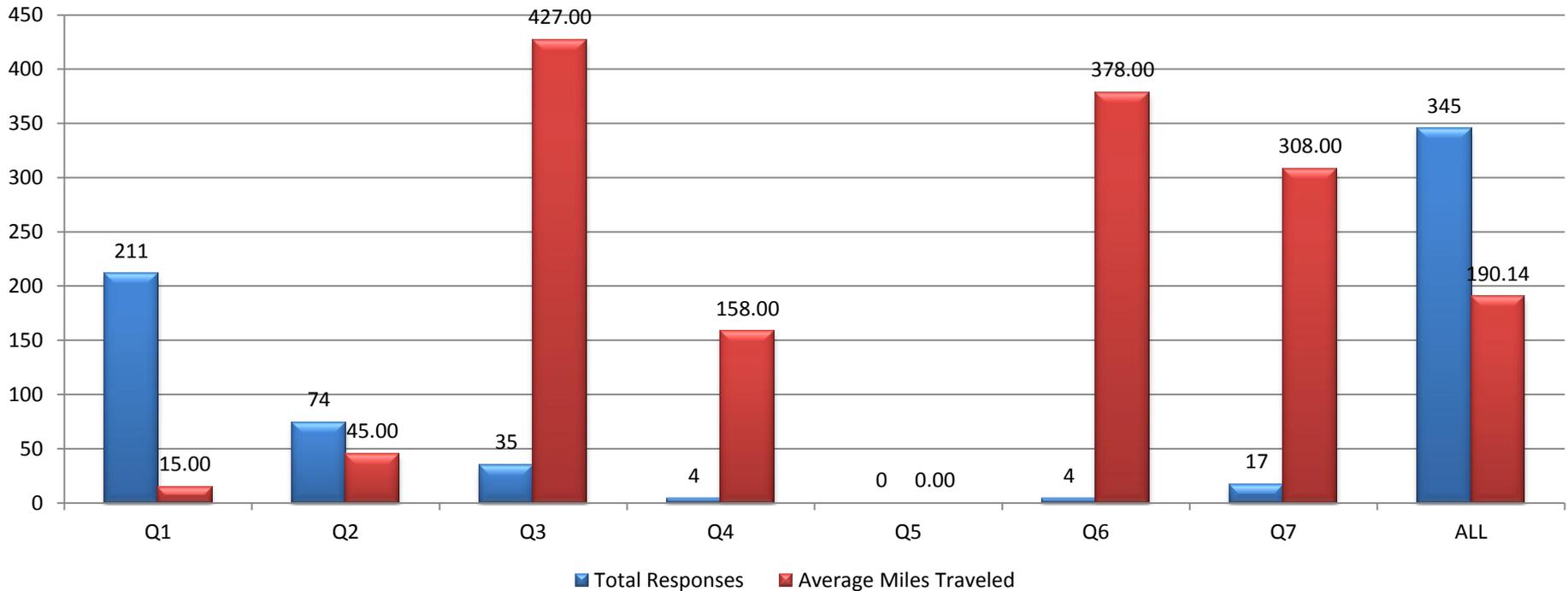


- NC CUMBERLAND
- NC MOORE
- NC WAKE
- NC ROBESON
- NC HOKE
- NC NEW HANOVER
- NC HARNETT
- NC SAMPSON
- NC GUILFORD
- NC LEE
- NC ORANGE
- NC SCOTLAND
- NC DURHAM
- NC PITT
- NC BEAUFORT
- NC JOHNSTON
- NC RANDOLPH
- NC GASTON
- NC ROWAN
- NC ONSLOW
- NC HAYWOOD
- NC LENOIR
- NC YADKIN
- NC MECKLENBURG
- NC MONTGOMERY



TDA Survey Results

By Statement for Total Respondents and Average Miles Traveled



Q1: From Fayetteville, Cumberland County or stationed at Fort Bragg.

Q2: From a surrounding County and drove in for the day to attend.

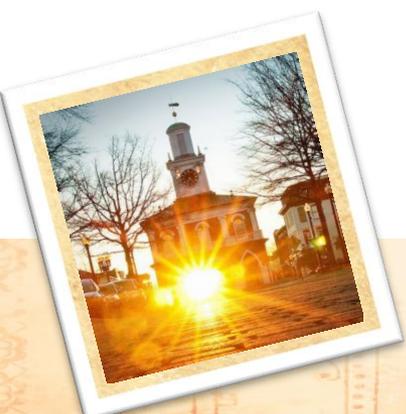
Q3: Visiting for other purposes, but heard of this event and came.

Q4: This event drew me to Fayetteville and I am staying overnight

Q5: Staying at a hotel and they referred me.

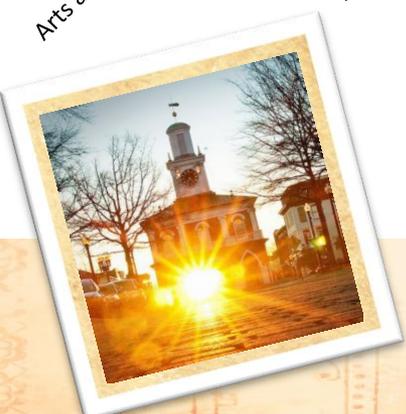
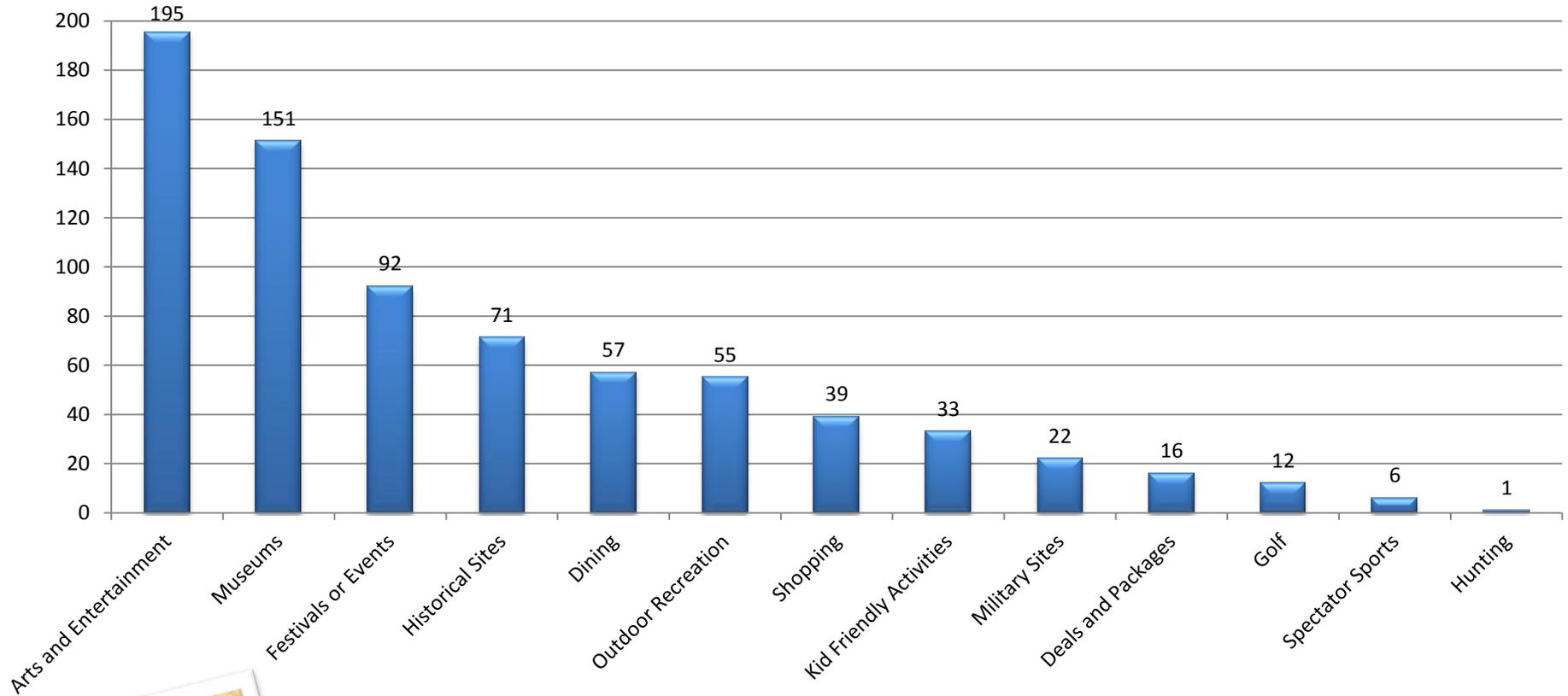
Q6: Came to Fayetteville for this event and am staying with family & friends.

Q7: Was in the area visiting family & friends and they encouraged me to attend or brought me to this event.



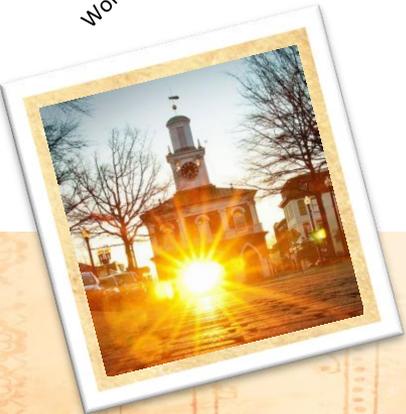
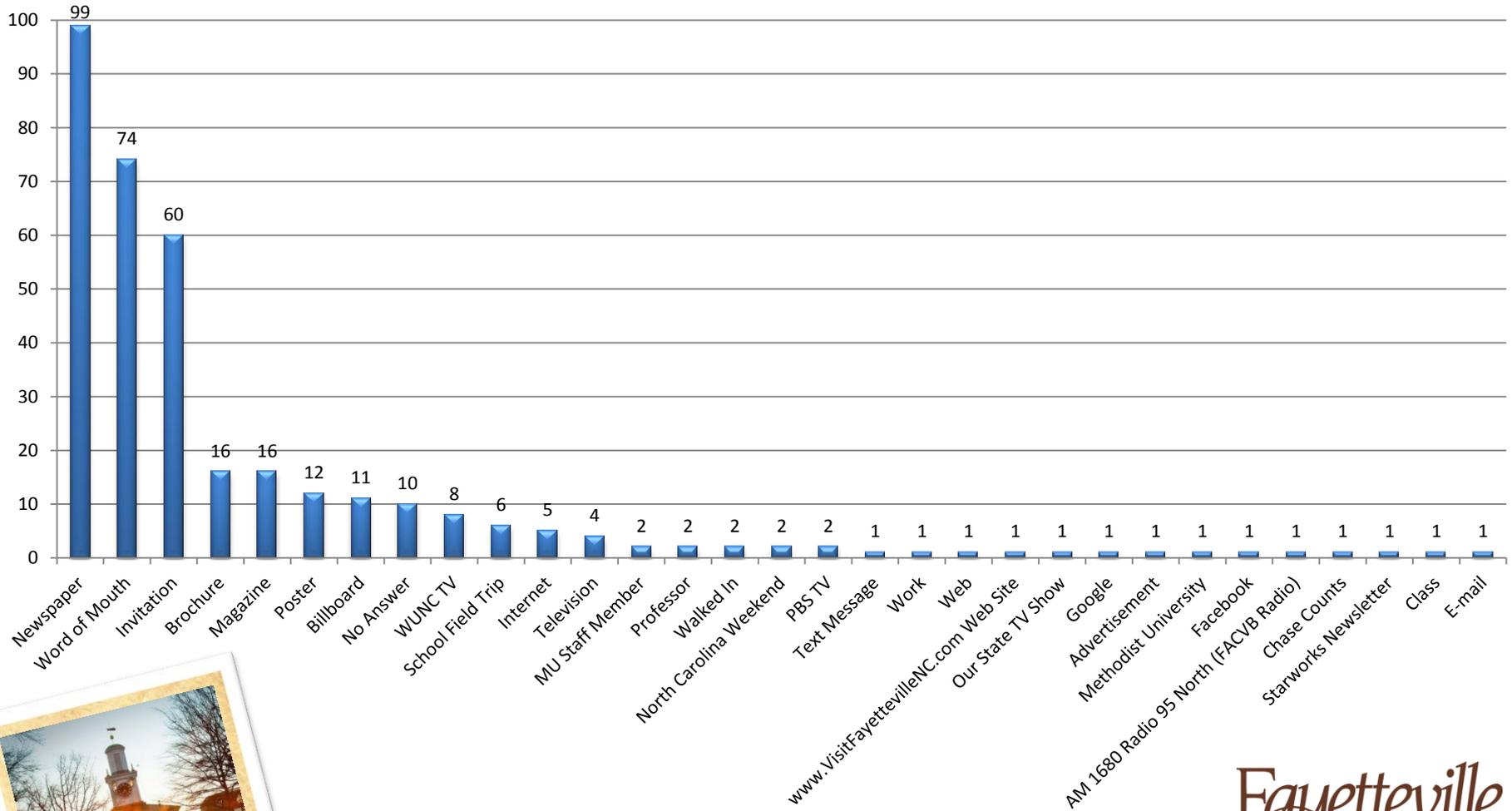
TDA Survey Results

Areas of Interests of Visitors



TDA Survey Results

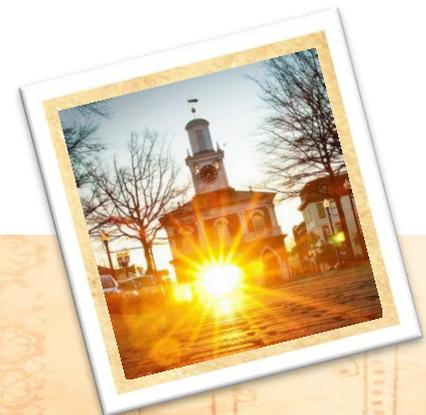
Where did you hear about the exhibit?





Thank You

Proudly promoting the Fort Bragg Communities of Cumberland County.



Fayetteville
North Carolina
AREA CONVENTION
& VISITORS BUREAU
HISTORY, HEROES,
A HOMETOWN FEELING!