

Metrics Associated with An All American BBQ Festival and 5K

Held November 2, 2013

David Nash

Research and Data Manager
FACVB



CUMBERLAND
COUNTY
North Carolina

November 13, 2013



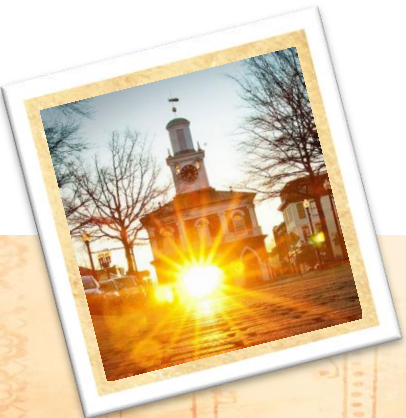

Communities
In Schools
Cumberland County

Contents

I. Eventbrite Ticket Results

II. TDA Survey Results

III. When Pigs Fly 5K Results

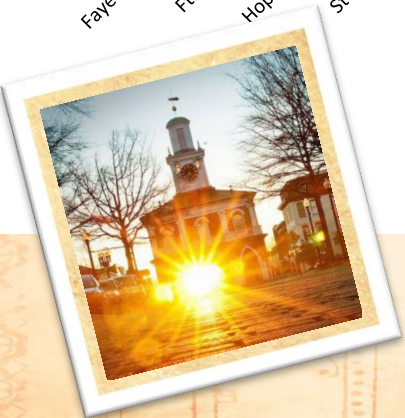
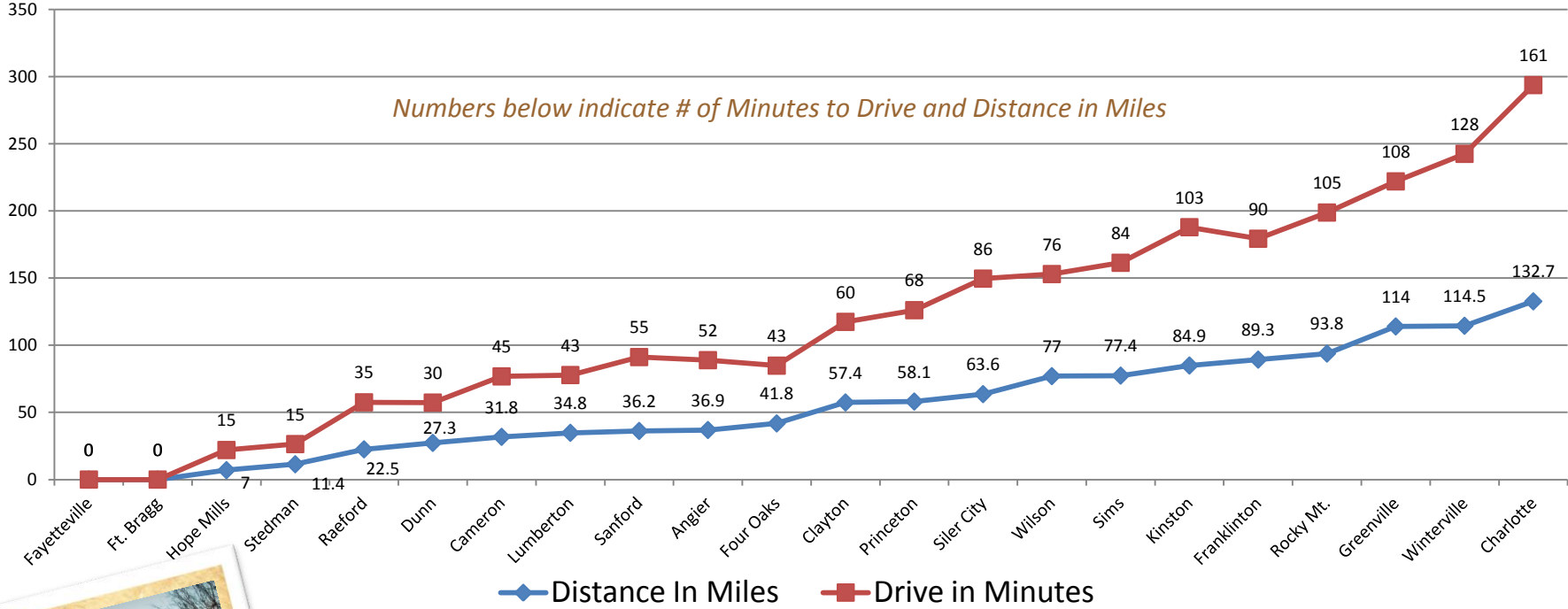




Ticket Results

Tickets were purchased from these locations.

The number of unique purchasers from each area is unknown.



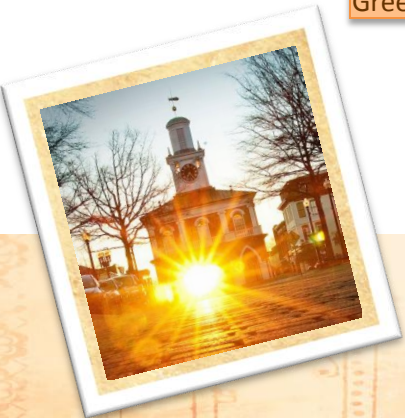
Fayetteville
North Carolina
 AREA CONVENTION
 & VISITORS BUREAU
**HISTORY, HEROES,
 A HOMETOWN FEELING!**

TDA Survey Results

Results by City

City	State	Total
Fayetteville	North Carolina	52
Fort Bragg	North Carolina	10
Hope Mills	North Carolina	6
Southern Pines	North Carolina	6
Washington	District of Columbia	6
Raleigh	North Carolina	4
Raeford	North Carolina	3
Unknown	Kentucky	1
	Ohio	1
	Wisconsin	1
Sanford	North Carolina	2
Wade	North Carolina	2
Fairmont	North Carolina	1
Thomasville	North Carolina	1
Southport	North Carolina	1
Godwin	North Carolina	1
Rockhill	South Carolina	1
Greensboro	North Carolina	1

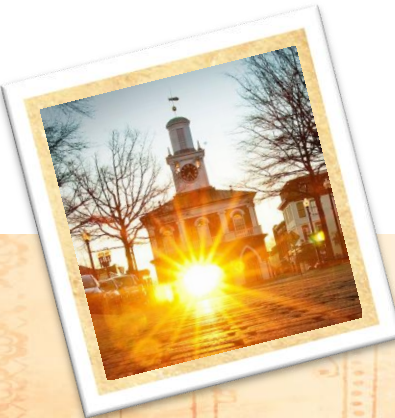
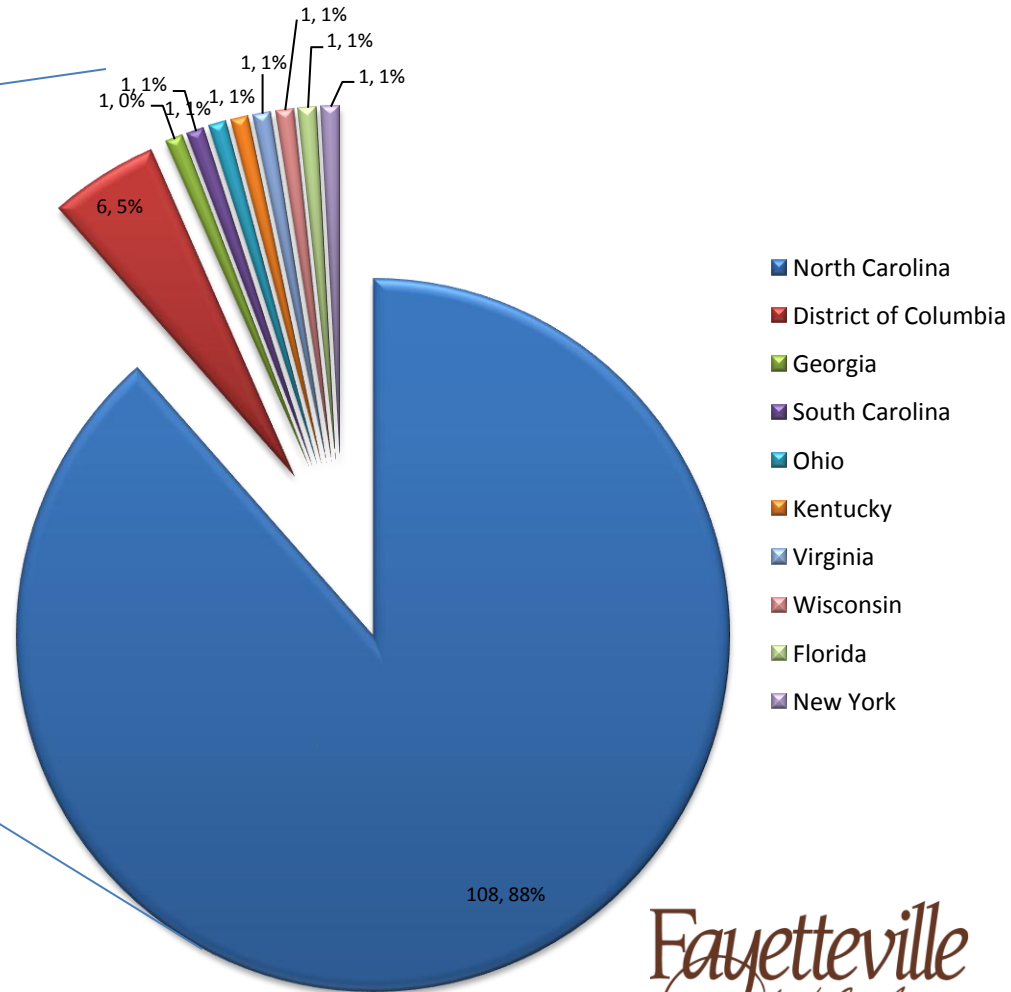
Smithfield	North Carolina	1
Carthage	North Carolina	1
Stedman	North Carolina	1
Kenly	North Carolina	1
Garner	North Carolina	1
Laurinburg	North Carolina	1
Rockingham	North Carolina	1
Lenoir	North Carolina	1
Savanah	Georgia	1
Vass	North Carolina	1
Ashboro	North Carolina	1
Cary	North Carolina	1
Spring Lake	North Carolina	1
Mathews	North Carolina	1
Tampa	Florida	1
New York	New York	1
Autryville	North Carolina	1
Durham	North Carolina	1
Erwin	North Carolina	1
Linden	North Carolina	1
Arlington	Virginia	1
Lumberton	North Carolina	1
Grand Total		122



TDA Survey Results

Results by State

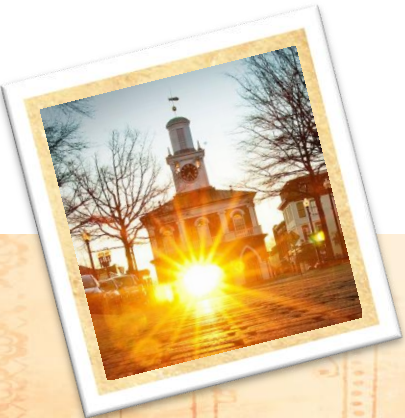
State	Total
North Carolina	108
District of Columbia	6
Georgia	1
South Carolina	1
Ohio	1
Kentucky	1
Virginia	1
Wisconsin	1
Florida	1
New York	1
Grand Total	122



TDA Survey Results

Results by North Carolina Counties

County	Total
Cumberland	94
Hoke	5
Lee	2
Harnett	2
Union	1
Alamance	1
Grand Total	105



TDA Survey Results

Results by Statement

When asked to pick which statement best applied to them, they answered as follows:

#1: From Fayetteville, Cumberland County or stationed at Fort Bragg. (77)

#2: From a surrounding County and drove in for the day to attend. (25)

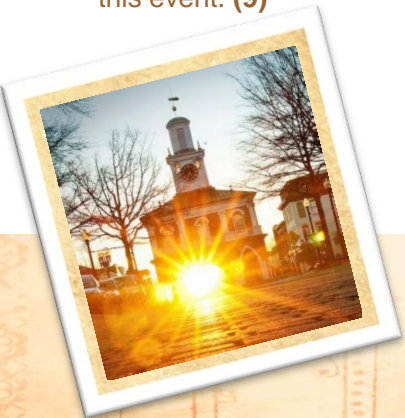
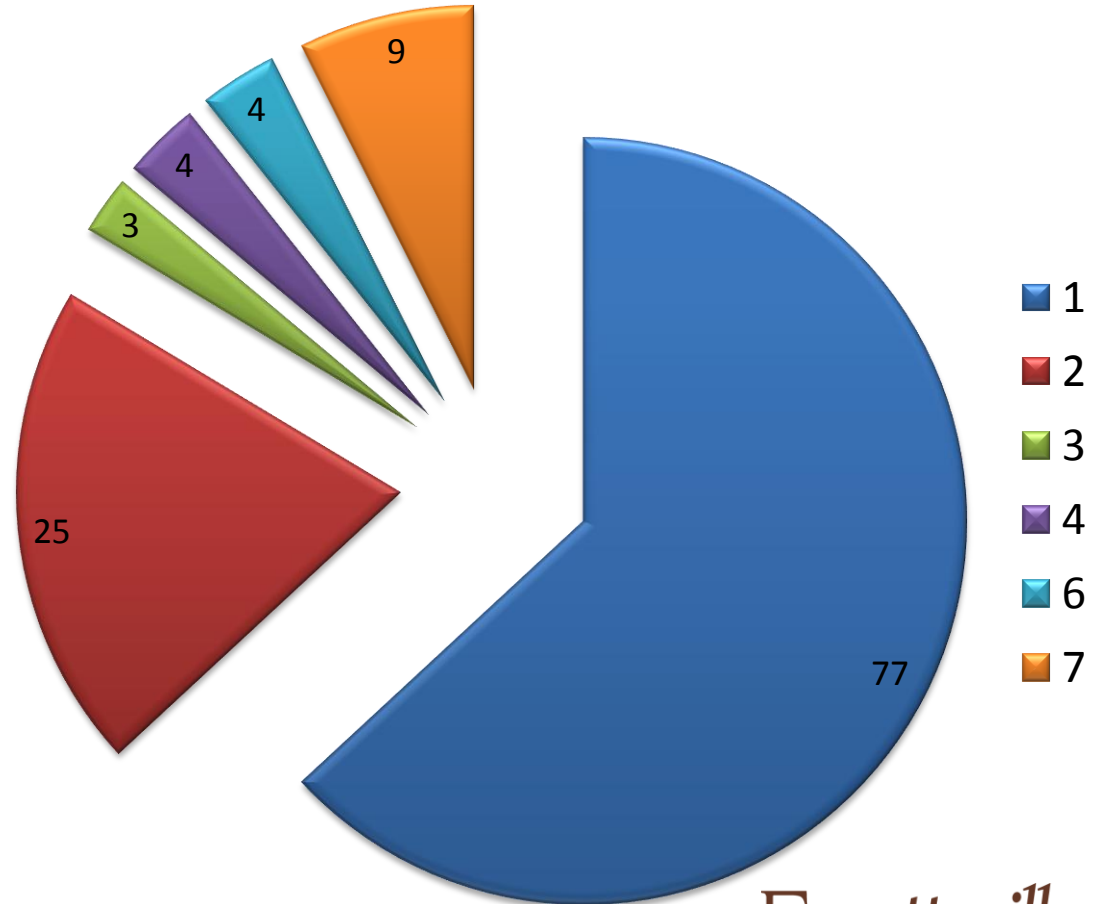
#3: Visiting for other purposes, but heard of this event and came.(3)

#4: This event drew me to Fayetteville and I am staying overnight. (4)

#5: Staying at a hotel and they referred me. (0)

#6: Came to Fayetteville for this event and am staying with family & friends. (4)

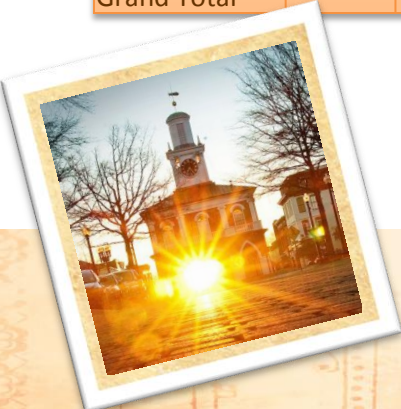
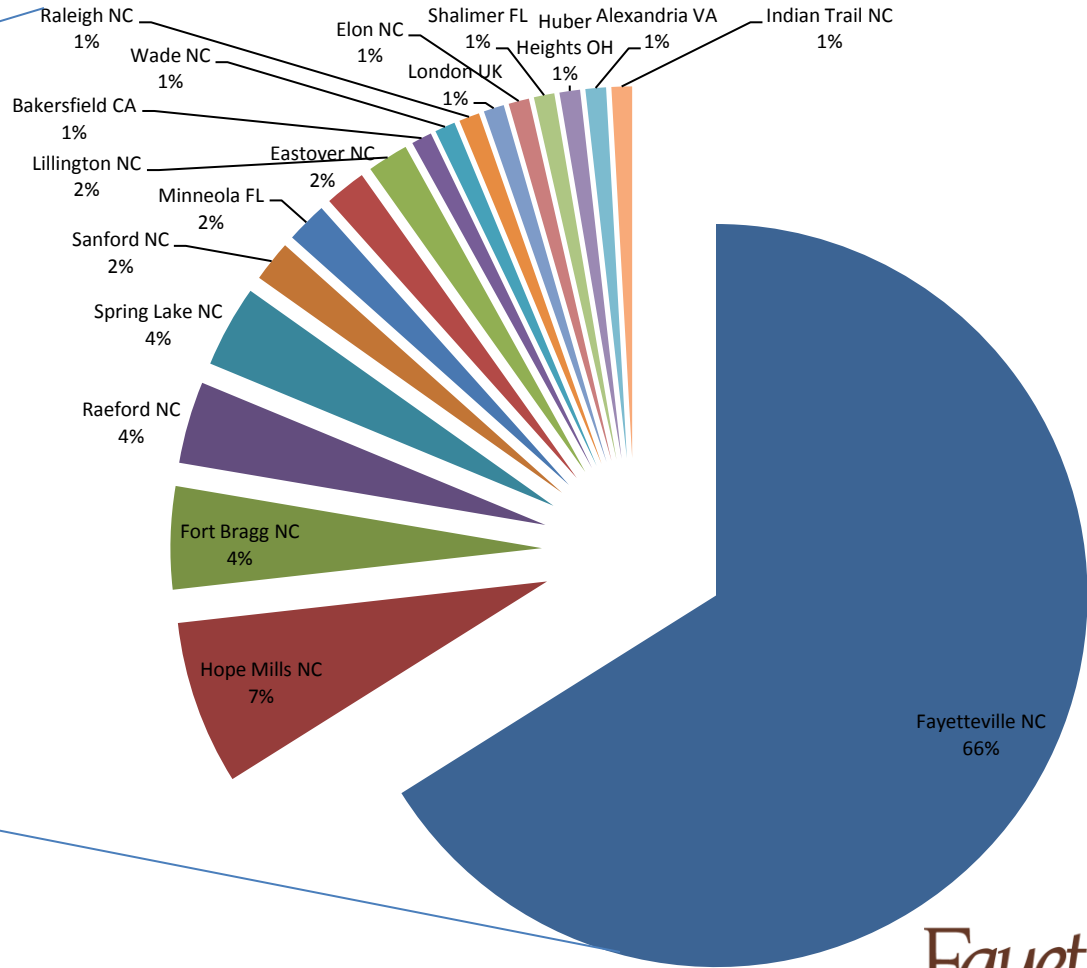
#7: Was in the area visiting family & friends and they encouraged me to attend or brought me to this event. (9)



When Pigs Fly 5K Results

Results by City/State

City	State	Total
Fayetteville	NC	74
Hope Mills	NC	8
Fort Bragg	NC	5
Raeford	NC	4
Spring Lake	NC	4
Sanford	NC	2
Minneola	FL	2
Eastover	NC	2
Lillington	NC	2
Bakersfield	CA	1
Wade	NC	1
Raleigh	NC	1
London	UK	1
Elon	NC	1
Shalimer	FL	1
Huber Heights	OH	1
Alexandria	VA	1
Indian Trail	NC	1
Grand Total		112



When Pigs Fly 5K Results

Results by Demographics

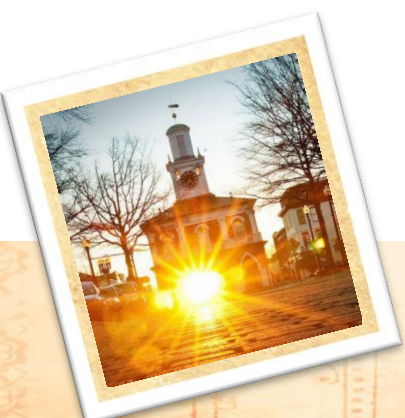
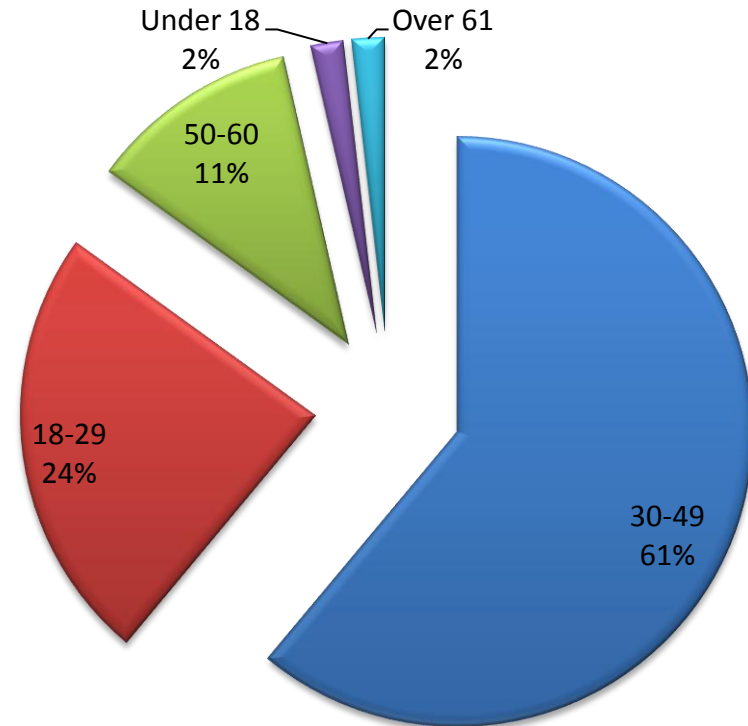
Average Age of Participants
36.43

Gender
58.04% were Women
41.96% were Men

Gun Time
Average Gun Time was 32:00

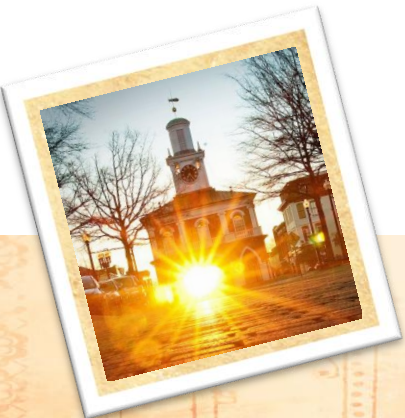
Pace
Average Pace was 10:19

Age Range of Participants



Thank You

Proudly promoting the Fort Bragg Communities of Cumberland County.



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