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Montana Folk Festival Visitor Study: 2011

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2011 Montana Folk Festival Visitor Study

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Case Study Report 2011-6

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Introduction

The purpose of this study was to provide the organizers of the Montana Folk Festival with an understanding of their attendees and the total money spent by those surveyed in Butte. The population of interest was attendees of the 2011 Montana Folk Festival and the sample was random from that population. Of the attendees, 437 returned completed surveys.

Methods

Surveys were given to festival goers by random selection so as to attempt to represent the whole population. Volunteers were stationed near rest rooms, concert stages, and exit points. They intercepted people randomly on each of the three festival days. The survey consisted of 31 questions (see Appendix C). People willing to fill out the survey were given a clipboard, pen, and a survey. No documentation of the number of refusals was recorded. Volunteers collected completed surveys at the site of the intercept.

Results

Of the 437 respondents, 77% (336) were from Montana and 23% (101) were from out of state or country (see Tables 1 and 2). The mean age of respondents was 49.10. The mean group size was 4.08. Of those who responded to the survey, 35% (152) reported that they spent a night or nights away from home. The mean of nights away from home was 3.85. The mean number of nights spent in Montana was 3.03 while the mean number of nights spent in Butte was 1.35. Results of all other questions in this survey can be found in Appendix A.

Table 1: Out-of-state Respondents

State	# of respondents
Washington	22
California	8
Idaho	7
Arizona	5
Florida	5
Alaska	4
Colorado	4
Oregon	4
Texas	4
Utah	3
Virginia	3
Wisconsin	3
Wyoming	3
Hawaii	3
Michigan	2
Minnesota	2
Ohio	2
Iowa	1
Indiana	1
Louisiana	1

State	# of respondents
Massachusetts	1
Maryland	1
North Carolina	1
Nevada	1
New York	1
Pennsylvania	1
Washington D.C.	1

Table 2: Foreign Respondents

Germany	1
Mexico	1
Ontario, Canada	1
France	1
Russia	1
Thailand	1

Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in Butte in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions. The results are presented in three ways. Table 3 presents the expenditure data of only the respondents who reported spending money in the categories. Table 4 presents expenditure data which includes everyone, even those who reported that they did not spend money in some categories. Table 5 presents the mean expenditures of all non-resident respondents and the total mean expenditure by non-resident visitor groups.

The mean expenditure of those who spent money for each category can be found in Table 3 along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by respondents who reported spending money in each category. The total reported expenditure for respondents who spent was \$85,350.27.

Table 3- Expenditure Data: Expenditures calculated using only respondents who spent

Expenditure Category	Mean expenditures of attendees who reported that they spent money in these categories	% of respondents who reported spending money in each category	Total dollars spent in each category by respondents who spent
Motel/Hotel/B&B	\$278.21	9.8%	\$11,914.62
Campground	\$82.96	5.9%	\$2,138.96
Restaurant/Bar	\$95.00	65.0%	\$26,984.75
Groceries/Snacks	\$60.39	41.4%	\$10,925.64
Gasoline	\$68.47	50.3%	\$15,050.46
Local transportation	\$52.75	2.7%	\$622.40
Auto rental	\$68.75	1.8%	\$540.79
Retail goods	\$109.36	21.7%	\$10,370.50
Gratuity	\$25.26	30.0%	\$3,311.59
Entertainment/Recreation	\$49.78	15.3%	\$3,328.34
Licenses, entrance fees, admissions	\$13.75	2.7%	\$162.24
		TOTAL	\$85,350.27

Expenditure calculations in Table 4 are of everyone who responded to the survey. This table shows mean expenditures of all respondents in each category. The mean expenditure of all respondents was \$195.59 per visitor group. Dollars spent by individual attendees could be calculated by dividing the mean expenditure by group size ($\$195.59/4.08 = \47.94).

Table 4- Expenditure Data: Expenditures calculated using all respondents

Expenditure Category	Mean expenditures of all attendee respondents
Motel/Hotel/B&B	\$27.38
Campground	\$4.94
Restaurant/Bar	\$61.74
Groceries/Snacks	\$25.01
Gasoline	\$34.47
Local transportation	\$1.45
Auto rental	\$1.26
Retail goods	\$23.77
Gratuity	\$7.57
Entertainment/Recreation	\$7.63
Licenses, entrance fees, admissions	\$0.38
Festival Expenditure by visitor group	\$195.59
Festival Expenditure by individual	\$47.94

Expenditure calculations in Table 5 are of all non-resident respondents surveyed (not of just those who spent). As one can see by comparing tables 4 and 5, the mean expenditures by non-residents is quite a bit higher in all cases, except in local transportation. People from other states did spend more money at the festival than Montana residents.

Table 5- Expenditure Data: Expenditures of all non-resident respondents

Expenditure Category	Mean expenditures of all non-resident respondents
Motel/Hotel/B&B	\$58.80
Campground	\$15.12
Restaurant/Bar	\$97.00
Groceries/Snacks	\$49.31
Gasoline	\$60.40
Local transportation	\$0.85
Auto rental	\$5.50
Retail goods	\$40.87
Gratuity	\$16.25
Entertainment/Recreation	\$15.66
Licenses, entrance fees, admissions	\$0.50
Festival Expenditure by non-resident visitor groups	\$360.26
Total Mean Festival Expenditure by non-resident individuals	\$88.30

Results of Open Ended Response Questions

Three open-ended questions were asked of respondents. The answers to these can be found in Appendix B.

Appendix A- Results

Montana Folk Festival Survey

Are you a resident of Montana? 77.0% Yes 23.0% No

Was attending the National Folk Festival your primary reason for being in Butte?

75% Yes 25% No

What other reasons were you visiting Butte? (X all that apply)

61.4%	None - the event was my reason	7.5%	Shopping	2.4%	Business/convention/meeting
17.1%	Vacation/recreation/pleasure	24.0%	Visit friends/relatives	2.1%	Just passing through

During the Montana Folk Festival, what type of accommodations did you stay in?(X all that apply)

45.1%	None- my home is here	28.0%	Home of friend/relative	1.4%	Guest ranch
13.2%	Hotel/motel/bed & breakfast	1.8%	Second home/condo/cabin	4.5%	Vehicle in parking lot
6.3%	Public land camping	1.1%	Rented cabin/home		
6.3%	Private campground	1.0%	Resort/condominium		

How did you hear about The Montana Folk Festival? (X all that apply)

69.8%	Word of mouth	25.6%	TV	4.7%	Email from event planners	1.2%	Retail outlet
55.5%	Newspaper	1.7%	Direct mail	4.7%	Magazine		
31.9%	Radio	3.4%	Billboard	10.1%	Flyer		
20.1%	Posters	17.2%	Internet	3.2%	Group or club		

How long ago did you make plans to attend The Montana Folk Festival?

11.2%	Today	25.2%	1-7 days ago	14.5%	1-4 weeks ago	14.7%	1-6 months ago	35.9%	over 6 months
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Please rate your overall satisfaction with the event.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	N/A
Organization of the event	82.7%	16.8%	0.2%	0.2%	-----
Event staff	82.9%	15.7%	1.0%	-----	1.0%
Types of people at the event	73.7%	25.1%	1.0%	-----	1.0%
Cleanliness of restrooms	47.7%	38.1%	5.3%	1.8%	7.1%
Availability of restrooms	64.4%	29.8%	1.5%	0.5%	3.8%
Location of the event	79.1%	19.0%	0.5%	0.2%	-----
Concessions available	72.8%	25.7%	1.0%	-----	0.5%
Number of people at the event	70.4%	26.5%	1.7%	0.2%	1.2%
Duration of the event	74.6%	24.6%	0.2%	-----	0.5%
Variety of activities	71.8%	26.8%	1.2%	-----	0.2%
Parking	57.2%	34.6%	5.7%	0.7%	1.7%
Other transportation to the event	62.8%	21.7%	0.5%	0.5%	14.4%
Sound system (ability to hear)	70.8%	25.7%	2.7%	0.2%	0.5%

Signage/directions	75.0%	22.3%	2.0%	0.2%	0.5%
Safety	74.6%	23.4%	2.0%	0.2%	0.7%

What option best describes your travel group? (X only one)

10.0%	<i>Self</i>	9.8%	<i>Extended family</i>	0.2%	<i>Business associates</i>
33.3%	<i>Couple</i>	23.0%	<i>Family & friends</i>	-----	<i>Organized group or club</i>
13.2%	<i>Immediate family</i>	26.5%	<i>Friends</i>		

Please indicate what age groups are represented in your travel group (X all that apply)

9.9%	<i>0-5 years</i>	11.3%	<i>11-17 years</i>	22.4%	<i>25-34 years</i>	32.7%	<i>45-54 years</i>	19.0%	<i>65-74 years</i>
7.5%	<i>6-10 years</i>	15.1%	<i>18-24 years</i>	17.8%	<i>35-44 years</i>	38.7%	<i>55-64 years</i>	5.0%	<i>75 and over</i>

What is your gender? **35.0%** *Male* **65.0%** *Female*

What best describes your annual household income in US dollars (X only one)

15.9%	<i>Less than \$20,000</i>	16.4%	<i>\$60,000 to 79,999</i>	2.9%	<i>\$150,000 to 199,999</i>
16.1%	<i>\$20,000 to 39,999</i>	8.7%	<i>\$80,000 to 99,999</i>	3.2%	<i>\$200,000 and over</i>
22.2%	<i>\$40,000 to 59,999</i>	15.9%	<i>\$100,000 to 149,999</i>		

Appendix B- Open-ended Responses

Question 29: Please tell us what you liked about The Montana Folk Festival in Butte.

Music. Atmosphere, Butte.

Music, Food

Entertainment

All events, friendliness and helpfulness of staff

Fun glad I came.

Its good

Fun for all age groups-something for everyone.

It's in Butte, MT.

Butte

All of it

Very enjoyable-well planned. Very positive experience.

The different ages of people

Everything I like seeing Tom Peterson.

I liked everything.

Everything

Everything

Music.Location.Variety

Love the music location and atmosphere

The music

I live in Butte. Love the event

Music.

Location

Music and family activities.

Love music.

It is fun.

The music nothing.

Everything

Overall atmosphere. Collaboration of all organizers and volunteers=astonishing Irish band.

Everythhing

It's in Butte, MT!

The music, walking distance between, It's free

They are doing a great job!

All of it!

Music, festival atmosphere.

Variety-family oriented. People watching-good music

The music and atmosphere.

Cajun Band, Irish Band, AfroCuban Band.

The location is spectacular--the event itself is unreal. Free music, kind staff, no open caontained rules.

Everything-Variety of music

Great music.

Music/People

Seeing all the people

Have been here all four years--enjoy!! Variety of acts. I actually like years 1 and 4 best because of fewer people
World class acts
Everything! Great music Great vibe
The music and dancing
Good music.
Especially enjoyed teh Cajun music.
Old women in summer dresses dancing
The music, the happy people, the organization. It's a fantastic event, been here four years!
Variety of acts. Local (state) performers
Everything-Location, welcome variety, Montana folkore, traditions, people, Butte! Thanks for brightening the world
from Butte!
Enthusiasm for the event. Well planned. Goof entertainment
The variety of music. The stages. The quality.
It was great for Butte and residents
Food, music, and people.
Music and being comfortable
All the shows
Music, weather
Music, people country
Everything-the performers, the crowd, etc.
Everything
Everything
Well organized, good bands
Wonderful music with many fine ads. Diversity of musical styles
So well organized. Great performers. Helpful volunteers. Chair lift for my mom onto the bus. 4-wheeler to events
Everything--The variety. Nice to see things for kids to do.
Great music! Lots of variety!
Great shows-Well mannered people
Everything
The music and cultural mix
Everything
Great music!
Well organized, the different types of music, the food
Everything
Cajun music
Variety of music
Variety of music. Cajun music, polka music
Music
Butte always puts on a great event.
Overall very very good
Music
People
Multiple stages-choices of entertainment
The music and family time
Everthing
Variety of music
Music
Love the variety of music and being able to experience different culture is also awesome
Great music

That it's happening. Cultural and social diversity. Good music.
Variety of music
The music is awesome! It gives Butte a better reputation than all the other events
Variety of music. Free. Length of event
Great artists that don't usually get the attention they deserve. The variety of music we would not otherwise have heard
Great show-Price-Availability
Blues, Cajun, Korea, Wylie
Good music, good booths, good food
I liked it all; was well organized.
Free! Great gathering!
Everything
Shuttle buses, golf carts, music, signage, program, clean bathrooms, friendliness of people, good containment of trash.
Everything, organization, behavior of crowd, cleanliness, etc.
Great venue, great spirit, great people. It needs to stay right here
Fun atmosphere, variety of music
Good food, not too crowded, music from my home state of TN
Everything! I if you build it...They will come
I like the folk festival and the people, very friendly
Everything! Great chance to hear music and visit with friends and family
Organization
The golf carts are great. Variety of music and activities
The music and wonderful people. Treated very well by workers. Love the flag display
Great Location
Everything
The staff
Free Fun Variety
Everything
Folksy
Keep it up!
I loved the variety of performers
Everything was great
Blues, Brews, and smooze
The weather
Everything! Keep up the good work.
Environment, festival atmosphere, people, weather, music selections
Great variety of music, kids activities
It is fun
Very interesting for all the different groups
That such a large area was devoted to this event-it made moving around feel easy and comfortable-Great artists too!
Loved all the different venues and signs/people were helpful.
Variety of music, display and artwork
Everything
It's close to home
The location, entertainment, people
Butte and music
Variety is still really good
Affordable getaway! Great music and friendly folks.
Great music! Love the stage!
I like it, things lots of people

All the great music, arts, good food
Awesome entertainment, good variety. Great artwork.
Everything is wonderful
Plenty of entertainment
More
It's great
The variety and quality of the music
Music, seeing friend, weather family orientation
Verify, free
All Good
Entertainment, Educational
Informative and entertaining
Fun!
Variety of entertainment. The Butte cultural experience
Well organized and very helpful, considerate group of people who are working at this event
Everything-especially the blues players. Willie Smith and Daryl Davis
The variety of entertainment. All in all very well engaged
Music Folklore
Food, Music, People, Shopping
Variety-Culture we never see in MT
Location and entertainment
Everything
Butte, America
The culture
Love events that promote Butte
Fancy atmosphere.
The music and the fact that it is such high quality-the performers are really excellent. Encountering people I know.
The variety of types of music. The drive over here from Helena
It's All good
Music, Chill atmosphere
Great venue, great music, donation bias, Great variety.
Relaxed atmosphere
Mederio's shirt
Everything
As usual it's a hit and everyone has a great time. Very good crowd
The music was great an availability of staff.
Everything
Good interesting acts. Especially like the latin acts.
There really was nothing to dislike.
We love all the music
Everything
Diverse acts, beautiful location, friendly people
Music
It's amazing! We love it!
Everything! Wonderful!
Variety of music-This is my third year attending and it's a great event
Best music available in MT
Variety of good music
Music, Food

Dot to hot
Really nice variety of acts and good length of sessions. Weather was perfect
Variety of acts, weather was perfect
Location and variety of music
Great music, great venue
Music, Transportation (Eve), Food
Music and great community event
The music, drinks, and overall atmosphere! On and Eve
It's free, and I feel free. I can drink anywhere without anybody yelling at me to go to the "beer garden"
Great scenery
Super job
the music. The people
Location i.e. Butte
Where its located, good bands, clean organized
Location
Parking signage coming in-Variety cowboy poetry
Quality of entertainers and variety
Variety of music. Organization--Butte makes Montana look very good!
Get to hear Riley Baugus twice, variety is good
The relaxed atmosphere and variety of events
I like it!
Everything
Great music-nice variety
Atmosphere
The music and performers
Selection of music great
Good entertainment overall.
Very good
Music
The variety of music and the number of different types of vendors
It's fun
The variety of music, outdoors, free events
Everything
Western music
Great variety of music that I wouldn't hear otherwise; for free!
music
Everything
Variety of groups-Bluegrass, Blues, Western
Music, food, festivities
music, food, people
Variety of musical styles, chairs provided. Shade Vishter, Wylie, Paul Zorzisky, and Wally McRae
Good folks and good entertainment
Location, it's free-good variety of musicians
Music, food, environment
Absolutely everything. People, food, surroundings. Best of all music
Huge-variety, easy to park, etc.
Great variety of music-world music in dance pavillion wonderful!
This year is a particularly good dining
It's in Butte!

Variety of sounds-groups
The open spaces-easy to come and go-no hassel and of course the music.
Everything but Julie Crowley
The variety of music and friendly people.
Quality/variety of entertainment. Proximity of venues.
Absolutely everything! Great planning wonderful staff. Kind law enforcement, good food, great variety of acts.
All the music
It is now much more handicap acessabile thanks
Variety of music and people. Loved the golf cart service
Variety of music
Love the taste of Montana (the vendors, entertainers, hospitality, etc.)
Aecdian music, Cajun music
Variety of music, activities, sight seeing, people and foor. All free music.
Everything in 22
So many stages. Variety of music. Artists. Street food. Scenery, sunshine, clean air, mountains
Music. Butte!
We attended the other folk festival for 2 years.
The dance performances. The variety of performers
Muisic
Location, weather, music
Variety
Great event! Keep it going.
Variety of music cost (free)
The different types of music we don't usually hear in MT
The music and friendly people
No cost. great music. friendly people, very organized
Dance pavillion
All of it. Great weather this year
Music, live music.
Love it in Butte, Great selection of bands.
Everything
Lots of different experiences, well organized
So well organized. Thanky you
Everything
Great family and event
Music
Everything
Food and venues
Variety
Music
Music-good spirits of attendance
I think this is a great thing for the area. Keep it up
Everything
Just about everything
Music
Weather, scenery, community, excepetional talent
Musical diversity
Music stages (variety)
Spread out well.

Music, culture, had a great time!
Everything
Varied performance/ outstanding
Variety of music
Music, dancing, free entry, fire camping
The diversity, friendly atmosphere, set-up, organization schedule, and map
Music, great organization, friendly, transportation carts, seating
The variety of groups friendliness of the people. Weather
Absolutely great!
The music
Weather. Close to Helena, music outside
Variety of music....everything
Attended past three three years of National super variety, colorful.
Love the variety of music. Love people and event accommodations! It's free
Music! People!
Visiting family and music!
Great variety, great selection, well organized
Variety of music
Variety and venues-great dance pavillion
Food music, what's not to like
Acts were so diverse and wonderful! I really love forums when folks play together! Great, great job. Love variety of venues!!
Music
Freedom to have some fun and down home people everywhere. Butte is beautiful.
Variety and venue
Everything
Everything
The incredible quality of the music and the friendliness of the volunteet staff.
Everything
Variety and music
Good music, good people, good times.
Great music
Variety of music acts. set uppf stages
The music and the community/cultural feel
Good is drunk
Everything
The excellence and variety of performers! Very well run event!
Great variety of entertainment and fabulous organization of event
Mountain views and music
High quality music and talent/ food churros with filling
Music, forest service, overall group, family fun
Like it all
The music!
Butte is awesome
The variety of performers, the nice weather, the obvious care in planning, etc.
The music, ita good time.
Variety
Everything well planned.
Everything. Butte is probably the most interesting town in MT. It's real MT friendly

Getting folked up!
Music and friends.
The music, the hula hoopers
Keep event free
Shaved Ice
The city buildings-Blues music
Great!
Experience
Hills
Variety of music
Everything
Music
Music
Music, culture, people, ALL
Quality artists, great setting
The music and venue
Love the outside venue, like the variety
Great weekend
Good entertainment
Organization, quality, service. Entire day
Golf
Great music; great people
Fun times, good weather, great vendors, easy to get to except hills.
Relaxed attitude
Music, food, crowds
That it gives people in Butte something to do and the culture that comes so I can share with my children
Food, music, people
Variety of music
The music
View, the people, entertainment, food, fun, our fourth time here.
Everything
The variety of music, events, food, people, get feeligns
Great entertainment
music/food
I liked everything
Food, golf carts
All the bands
Weather! Music! Food! People! Atmosphere!
Awesome music!
Great people, fantastic volunteers
Variety and quality of performance
Variety of music and quality
Food court

Question 30: Please tell us what you did not like about The Montana Folk Festival in Butte.

Nothing

No complaint-more more more

More trees

Nothing

Too much Todd

Nothing

No where to sit

Nothing

Nothing

Need water or disinfectant for hands restrooms

No water or soap in restrooms

It's pretty stretched out

Nothing

Food

Need more recycle/garbage bins. Wash stations at restrooms

Would like more shade.

At the family dance pavilion, people were allowed to stand on the dance floor-those in seats could not see. and those who wanted to dance couldn't dance.

The dance floor crowded with people just standing--No room to dance

The family stage was too small with too few seats. I would have liked to see the Irish music, but all seats were taken and I could not see from periphery--too many people standing.

Nothing, it's so well done

Some venues too small for performers. More people want to see it, but all seats taken.

A little challenge on the copper street sound

People standing in the middle of the dance floor unable to see the entertainment.

I liked it all

Nothing

Crowded, too cold one night

Need more time between events to get to different stages.

Too crowded, too much sun

Everything

Nothing

Everything

Not enough seating

Parking

When seated people standing in front. People saving seats when so many standing. At the family stage can not hear and tent too small

First group at the original

The music for the opening ceremony was too down beat-need sounds (music) that sets the pulse beating.

Need more chairs. More cover from sun. More info on the performers especially in advance. Absolutely too loud.

Smaller tents sound/acoustics bad. Can't hear over larger venues.

Need closer parking for us old farts

This is my fourth year attending and I think you guys do a great job.

Seemed smaller

Nothing

No complaints-love it!

Too short (but about right actually)

Coolers-dogs! Unlicensed t-shirt vendors
Need more seating and larger tents
Parking
Sometimes poor accoustics
Stage seating not large enough. We've gotten lost on the outskirts Dust @ Montana tourism dance
Need more seating at some venues
Walking up that hill
Nothing
I like it very much
Should make some types of arrangements for people with pets.
Some groups
Nothing
Nothing
Nothing so far
The wind
NAOA
Nothing
Distance between main stage and bottom stage
Zip, Zero, Zilch, Nado
All good!
Less time!
Not enough shade
Need more seating at several stages
Liked everything
Nothing
Nothing
More potties could have been more available from main stage
Would like more local concessions. Add farmers market
Just arrived-Nothing negative and I am sure it will stay that way
Shade
Do trust the bucket donation system
Booth next to us was not friendly
Bathroom. Go ahead and put in permanent bathroom with fountain
Liked everything. More than one food court
Nothing
Nothing
No parking
Lack of parking.
No complaints
The cold on Friday night.
Only the cold Friday PM
More shade, more seating, will know better next yea to bring chair.
Venues to ear apart
Nothing-Was Great
More shade at venues would be good
Nothing
The cost of the CDs last time I was here (2010, 2008,2009) they cost less than \$18 each (If I remember correctly) I bought some anyway...I also decided I wasn't willing to spend \$15 for parking
Efforts to be green are appreciated. Re-fillable beer cup might be a good idea

Not a wide enough variety of mullet
Not as many bands
Paying for beer
Stages pretty spread out. Intra-festival signing not as good as signs to general area.
The bathrooms get a little icky...
I paid \$6 for lemonade
Not enough shade
The wind
Would prefer longer sets, with more time inbetween sets
None
Heat
Parking
Can't think of anything
Nothing was a great venue
Maybe more shaded areas
Driving to the parking lot was mildly confusing.
The weather was way too beautiful.
All great!
There is absolutely nothig
All great!
Family stage needs to be moved, can't get close or hear when crowd is at its peak.
Start earlier on Friday afternoon. We are coming just for this event so give us more!
Bleed over from other louder stages.
Nothing
Need more small carts for getting inbetween venues.
Copper Street stage was hard to hear and busse going around it and the other stages at Granite St. and traditional stage.
Not enough chairs at event.
The wind and cold the first night.
Butte is amazing
Almost too popular, hard to get seats of even get around sometimes.
Nothing
Not enough seating
No H2o to wash hads after port-a-potty
Loud music from Granite Street made it hard to hear at Montana Traditions Stage
Parking
More restrooms needed
The wind on Friday night
Just got here-not sure.
Need some non-greasy vegetarian food.
More variety of food at concessions
At the original stage the people sitting on the ground it seems that in the past they left the ground for the standing(dancing) the first area for blanket sitter and and the chairs started several feet back and that people could sit on the ground. Not sure if I'm correct on this . At least the chairs should not be on the ground
We liked everything
What's not to like?
Local breakfast options, limited and very crowded
Saturday line up of music seemed lacking. Saturday from 5:00 pm into the night.

Nothing
No hand sanitizer in port-a-potties
Satisfied.
We were impressed with everything
Rude people standing in front.
I liked it all.
Sound systems problem
Liked everything
Nothing
Nothing
Sandbags on fence
Nothing
Nothing
Sound was "iffy" at times-not balanced too loud
No shade
I'm drawing a blank
Demographics
Not enough variety outside of music
Nothing
Nothing
Expensive food.
High concession prices
Except for coffee stands, all is great see #22
Sound system too loud.
Not enough of 60's folk
Not like National Folk Festival---for parking and transportation
Loved everything
Bathrooms
Chairs set up, there should be chairs/ rows farther back.
Too much sun at some pavillion
Too much people some of the time
I often wanted to be in 2 or 3 places at once.
Nothing
Nothing
Port-a-potties
No complaints
Saturday night bbq, Jazz too loud
Availability of bathroom
More handwashing and/or antibiotic liquid at porta potties
Beer drinking and Bluegrass
Walking up the hill
The distance between events
Level the hill to the original stage. My feet hurt.
Not starting earlier on Friday
Need more fresh potties. Hand wash station sanitizer
Hiking the hill
No checks
Hills
Nothing

Wind
More seating
Staff unorganized for volunteers
I liked it all. Tobacco Booth
Nothing
Everythings great
Not enough seating
Nothing
Liked it all-More Irish music
It was all great
Parking
Nothing
More beer stands
Nothing. I'm from Butte, it's great!
Streets tore up

Question #31: What suggestions do you have for improvements to The Montana Folk Festival in Butte?

None
Accomodations.
More Trees
Hand wash stations at bathrooms.
Less Todd
A place to refill water bottles.
Keep the music coming!
Get more chairs.
See 30
Great how it is.
Clean restroom and sanitizer.
Usually you have cleaning stations by restrooms-missing this year.
More shelter at stages. Livelier bluegrass-more energy.
Keep the festival coming.
Hand wash stations at bathrooms
More food
Very well done-espically transportation between stages. Very good!
So far nothing
More free water containers-Great Time!
Nice singing group
Nothing-Keep going!
More time between events and different stages.
Should monitor people just standing on dance floor.

More folk dancers. Appalachian cloggers. more Irish music. The people/City of Butte is doing a terrifc job.
Doing great
None—Hope you can keep it up.
See above. More Montana performing artists.
Keep having it! We look forward to coming back and thank you for making it afforable for familys.
More security.

More shade
More seating.
More seating, more shaded areas.
More of the same. Don't stop putting it oh, It's a great event.
Posters?
Keep it up. It's a great event.
None-Keep it up.
None
Keep it going! Thank you!!
None
More toilet paper and seating.
Locate stages a little closer together.
Bigger dance tent.
None. Very good
Have music speaking English.
Keep up the good work!
More shade.
Keep doing what you are doing.
Don't put bigger names in the smaller venues.
A few more Montana groups. The Workers!
Really nothing. Is very organized, runs smoothly, very entertaining.
Keep it going. It is a great program for Butte and Montana and attracts the right kind of people.
Police, coolers, and pets!
More Blues, singers, bands, country western. More European groups.
Same as above
See above.
Take care of dust and dirt at the Montana tourism dance stage.
More beer/wine options, easier to find
None...great job!!! Thanks
Better parking to and from festival.
Keep up the good work.
Open the wheelhouse.
Keep it the same. Thank you!
Keep up the good work.
More power chords.
Keep it Coming
More advertisements
It was great
None..Great job!
More stage. Advertise!
More shade, tents, benches
More kids studd, more seats, more shade
More restrooms
Come back and I'll bring the chairs
Maybe spray the dirt areas?
More chairs
None
Keep it going!
Some shade options

Shaded areas.

Maybe some big umbrellas

More shade

Eating areas.

More toilets maybe, toilets with hand sanitizer, someone on toilet paper patrol, Place to wash your hands get water to drink.

Better means of communication with us.

Everything was fine.

Bring water fountain feature for kids.

Can't think of anything.

More places to rest in the shade.

Copper St. and Granite at stages too close. Music loud.

Keep going. Maybe some R&R music.

Maintain variety. Improve and maintain the quality of performers.

Keep doing it please.

Nothing -It's perfect.

Don't have any suggestions.

Keep up the good work!

More state advertising

Perfect!

More chicken nuggets

Put more tents over stages. I need to sit in the sun as little as possible. Also, if there is a program with a lot of info about the musicians and their websites, etc. I didn't find it or find out about it.

Please keep doing this!

More dancing

We need more park benches

More bands

You do an excellent job!

More bands/beer.

Nothing major. Maybe try to make acts longer.

We love the folk festival this is our fourth year coming.

Make it longer

More shade, More diverse food options.

More music variety

None! Satisfied!

Eve should have more prominent role!

See above.

American Indian Music.

More tents

More Blues bands

Some shady spots would be nice at all the venues.

Can't think of any. It seems to run well. Been here every year but one.

Keep it going.

Allow dogs again.

Loved it.

More Eve (volunteer bus drivers)

Eve should do more. She's phenomenal.

Shade

More shade.

Keep it going.
More shade.
Good-no suggestions
Charge \$5 fee at entrances and then you might make head count and budget both.
More participatory dance/workshops-Kentucky running.
More Montana groups.
Reposition the Copper St. stage.
We were here last year. With two granddaughters and this year with grandson. Plan on attending in future with last two grand children you guys are awesome.
Thank you all!
Better parking.
Bigger venues with more seating.
Have handicapped/disabled outhouses
Keep it up.
More tents for the big events.
More and bigger tents for music acts.
Keep on having it. This is great! Maybe provide more shade.
Work on parking with local businesses!
Hand sanitizer for the bathrooms
See #30
None. Keep it up!
Keep it up.
Bigger tent at dance pavillion.
Last year the copper stage had a tent that would be good again.
Get rid of Julie Crowley
No improvements
None other than cleaner bathrooms
More transportation between events.
More cleaner bathrooms
Incredibly well done—do it again next year! We've crossed the state east to west and north to south down. Flathead Valley. We heard about this festival in several locations, starting in Fort Benton and a music festival in Lolo Hot Springs. that all underestimated it.
More variety of food and hand sanitizer.
Keep on keeping on!
The Irish band need to be in a bigger space. Could not get in.
None
More seating under tents. Good problem to have!
none
Tighten up distance between events.
Keep doing it!
Tables at food vendors
Great work.
I love Butte
More golf carts
MT group for opening ceremony (first act)
Keep up the good work!
See #30
Shade
Place folks with chairs in predetermined area of the original stage. Folks on the grass can't see over them

Marketing to a wider demographic
More entertainment options.
Beer sampler station to decide which micro brews you like.
Do it again next year!
Nothing-it's great
If it's not broke don't fix it!
Doing great! Keep up the tradition
More food vendors
Keep it going.
Keep it up!
Handouts difficult to understand, but we'll come again!
Next year: Get Trampled by Turtles and The Devil makes Three!
Keep it going!
Let's keep this going.
Water at the bathrooms
No, just fine.
Pet boarding for hot days. Even if arranged with paid providers.
Less advertisement
Please keep it going. Thanks!
Parades!
Keep it going!
None
I like it.
Be sure to bring back the Accadian and Bluegrass groups. They were tremendous.
More liquor
Great job!
Kettlehouse IPA
More shuttles
None.
Free Beer
Free alcohol
Please provide more info on business/resturants open in uptown
Keep it going.
None that we can think of.
Nothing!
Keep it going!
Just continue it!
Start at 5:00 p.m. Friday. More food vendors needed.
Sell t-shirts for less money.
More nights-make it work
More food choices
Not sure. Really enjoyed it.
Nothing
Bring dancing back in the dance tent.
Keep it going, love coming, the MT festival exceeded my expectations.
Have business-sponsor a tent put activities. The name on a sign example: sponsor by: name
Get rid of Joe Camel.
None
More parking

Keep up the good work and the music venues
More Irish music.
More Butte pastries!!
More parking
Parking, signage, more arts/crafts
None it was great
It's great!
More local musicians
More shuttles
Better streets

Appendix C- Questionnaire

Montana Folk Festival Survey

1. Are you a resident of Montana? Yes (If yes, skip to Q3) No
2. What state, province or country are you from? _____
3. Was attending the Montana Folk Festival your primary reason for being in Butte?
 Yes No
4. What other reasons were you visiting Butte? (X all that apply)
- None– the event was my reason Shopping Business/convention/meeting
 Vacation/recreation/pleasure Visit friends/relatives Just passing through

On this trip, how many total nights did your group stay: (enter "0" if no nights)

5. Away from home _____
6. In Montana _____
7. In Butte _____
8. During the Montana Folk Festival, what type of accommodations did you stay in?(X all that apply)
- None- my home is here Home of friend/relative Guest ranch
 Hotel/motel/bed & breakfast Second home/condo/cabin Vehicle in parking lot
 Public land camping Rented cabin/home
 Private campground Resort/condominium

Expenditures- Please enter your best estimate of the TOTAL amount of money (U.S. dollars) you (and your family, if applicable) spent in Butte for items in each of the following categories.

Accommodations

9. Motel/Hotel/B&B _____
10. Campground _____

Retail/Services

11. Retail goods _____

12. Gratuity _____
13. Entertainment/ Recreation _____
14. Licenses, entrance fees, admissions _____

Food

15. Restaurant/Bar _____

16. Groceries/Snacks _____

Transportation

17. Gasoline _____

18. Local transportation _____

19. Auto rental _____

20. **How did you hear about The Montana Folk Festival? (X all that apply)**
- Word of mouth* *TV* *Email from event planners* *Retail outlet*
- Newspaper* *Direct mail* *Magazine*
- Radio* *Billboard* *Flyer*
- Posters* *Internet* *Group or club*

21. **How long ago did you make plans to attend The Montana Folk Festival?**
- Today* *1-7 days ago* *1-4 weeks ago* *1-6 months ago* *over 6 months ago*

22. **Please rate your overall satisfaction with the event.**
- | | <i>Very satisfied</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>Very dissatisfied</i> | <i>N/A</i> |
|-----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Organization of the event | <input type="checkbox"/> |
| Event staff | <input type="checkbox"/> |
| Types of people at the event | <input type="checkbox"/> |
| Cleanliness of restrooms | <input type="checkbox"/> |
| Availability of restrooms | <input type="checkbox"/> |
| Location of the event | <input type="checkbox"/> |
| Concessions available | <input type="checkbox"/> |
| Number of people at the event | <input type="checkbox"/> |
| Duration of the event | <input type="checkbox"/> |
| Variety of activities | <input type="checkbox"/> |
| Parking | <input type="checkbox"/> |
| Other transportation to the event | <input type="checkbox"/> |
| Sound system (ability to hear) | <input type="checkbox"/> |
| Signage/directions | <input type="checkbox"/> |
| Safety | <input type="checkbox"/> |

23. **What option best describes your travel group? (X only one)**
- Self* *Extended family* *Business associates*
- Couple* *Family & friends* *Organized group or club*
- Immediate family* *Friends*

24. **Including you, how many people were in your travel group?** _____

25. **Please indicate what age groups are represented in your travel group (X all that apply)**
- 0-5 years* *11-17 years* *25-34 years* *45-54 years* *65-74 years*
- 6-10 years* *18-24 years* *35-44 years* *55-64 years* *75 and over*

26. **What is your age?** _____

27. **What is your gender?** *Male* *Female*

28. **What best describes your annual household income in US dollars (X only one)**
- Less than \$20,000* *\$60,000 to 79,999* *\$150,000 to 199,999*

\$20,000 to 39,999
 \$40,000 to 59,999

\$80,000 to 99,999
 \$100,000 to 149,999

\$200,000 and over

29. Please tell us what you liked about The Montana Folk Festival in Butte, Montana.

30. Please tell us what you did not like The Montana Folk Festival in Butte, Montana.

31. What suggestions do you have for improvements of The Montana Folk Festival in Butte, Montana.