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National Folk Festival Visitor Study: 2008

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National Folk Festival Visitor Study

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Case Study Report 2008-1

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Introduction

The purpose of this study was to provide the organizers of the National Folk Festival with an understanding of their attendees and the total money spent in Butte. The population of interest was attendees of the National Folk Festival and the sample was random from that population. Of the attendees, 207 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 at major exit points of the festival and intercepted people as they left the festival. The survey consisted of 31 questions (see Appendix A). People willing to fill out the survey were given a clipboard, pen, and a survey. Volunteers collected completed surveys.

Limitations

The small sample size (n=207) makes the results less reliable in generalizing to the entire population of National Folk Festival attendees.

Results

Of the 207 respondents, 178 were from Montana and 29 were from out of state or country (see Tables 1 and 2). The mean age of respondents was 46.83. The mean group size was 4.15. Of those who responded to the survey, 96 reported that they spent a night or nights away from home. The mean of nights away from home was 2.60. The mean number of nights spent in Montana was 6.50 and 1.96 was the mean number of nights spent in Butte. Results of all other questions in this survey can be found in Appendix B.

Table 1: Out-of-state Respondents

Arizona	1
California	1
Colorado	2
Georgia	1
Idaho	4
Maine	1
Maryland	1
Minnesota	1
Nevada	1
New Mexico	1
Pennsylvania	1
Utah	2
Virginia	1
Washington	4
Wisconsin	1
Wyoming	1

Table 2: Foreign Respondents

Alberta, Canada	3
British Columbia, Canada	1
England	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 mean expenditure was figured according to the number of respondents who reported actually spending money in each individual category. The mean expenditure 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 mean total expenditure for respondents was \$164.10. The total reported expenditure for respondents of this survey was \$33,968.00.

Table 3- Expenditure Data: Total Money Spent in Butte

Expenditure Category	Mean expenditures of attendees who reported that they spent money in these categories	% of respondents who reported spending money in each category
Motel/Hotel/B&B	\$187.50	8.7%
Campground	\$73.40	7.2%
Restaurant/Bar	\$67.37	35.7%
Groceries/Snacks	\$40.45	30.9%
Gasoline	\$106.52	45.4%
Local transportation	\$34.25	1.9%
Auto rental	\$289.00	1.4%
Retail goods	\$86.33	21.7%
Gratuity	\$17.69	16.9%
Entertainment/Recreation	\$110.67	7.2%
Licenses, entrance fees, admissions	\$93.33	2.9%
Mean Expenditure Total	\$164.10	-
TOTAL Contribution	\$33,968.00	-

Results of Open Ended Response Questions

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

Appendix A- Questionnaire

National 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 National Folk Festival your primary reason for being in Butte?
 Yes No
4. What other reasons were you visiting Butte? (X all that apply)
- | | | |
|--|--|--|
| <input type="checkbox"/> None- the event was my reason | <input type="checkbox"/> Shopping | <input type="checkbox"/> Business/convention/meeting |
| <input type="checkbox"/> Vacation/recreation/pleasure | <input type="checkbox"/> Visit friends/relatives | <input type="checkbox"/> 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 National Folk Festival, what type of accommodations did you stay in?(X all that apply)
- | | | |
|--|--|---|
| <input type="checkbox"/> None- my home is here | <input type="checkbox"/> Home of friend/relative | <input type="checkbox"/> Guest ranch |
| <input type="checkbox"/> Hotel/motel/bed & breakfast | <input type="checkbox"/> Second home/condo/cabin | <input type="checkbox"/> Vehicle in parking lot |
| <input type="checkbox"/> Public land camping | <input type="checkbox"/> Rented cabin/home | |
| <input type="checkbox"/> Private campground | <input type="checkbox"/> 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 _____

Transportation

Food

15. Restaurant/Bar _____

16. Groceries/Snacks _____

17. Gasoline _____

18. Local transportation _____

19. Auto rental _____

20. How did you hear about The National 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 National 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.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	N/A
Organization of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Types of people at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concessions available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of people at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other transportation to the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound system (ability to hear)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage/directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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)

- | | | |
|---|---|---|
| <input type="checkbox"/> Less than \$20,000 | <input type="checkbox"/> \$60,000 to 79,999 | <input type="checkbox"/> \$150,000 to 199,999 |
| <input type="checkbox"/> \$20,000 to 39,999 | <input type="checkbox"/> \$80,000 to 99,999 | <input type="checkbox"/> \$200,000 and over |
| <input type="checkbox"/> \$40,000 to 59,999 | <input type="checkbox"/> \$100,000 to 149,999 | |

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

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

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

Appendix B- Results

National Folk Festival Survey

Are you a resident of Montana? **86.0%** Yes **14.5%** No

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

50.7% Yes **29.0%** No

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

34.3%	<i>None - the event was my reason</i>	8.2%	<i>Shopping</i>	2.9%	<i>Business/convention/meeting</i>
12.1%	<i>Vacation/recreation/pleasure</i>	10.1%	<i>Visit friends/relatives</i>	2.9%	<i>Just passing through</i>

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

55.1%	<i>None- my home is here</i>	13.5%	<i>Home of friend/relative</i>	1.4%	<i>Guest ranch</i>
10.6%	<i>Hotel/motel/bed & breakfast</i>	1.9%	<i>Second home/condo/cabin</i>	3.9%	<i>Vehicle in parking lot</i>
4.8%	<i>Public land camping</i>	1.9%	<i>Rented cabin/home</i>		
7.2%	<i>Private campground</i>	1.0%	<i>Resort/condominium</i>		

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

52.2%	<i>Word of mouth</i>	30.4%	<i>TV</i>	2.9%	<i>Email from event planners</i>	2.9%	<i>Retail outlet</i>
62.8%	<i>Newspaper</i>	2.4%	<i>Direct mail</i>	3.9%	<i>Magazine</i>		
40.6%	<i>Radio</i>	7.7%	<i>Billboard</i>	12.1%	<i>Flyer</i>		
26.1%	<i>Posters</i>	17.4%	<i>Internet</i>	8.7%	<i>Group or club</i>		

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

11.6%	<i>Today</i>	24.2%	<i>1-7 days ago</i>	18.4%	<i>1-4 weeks ago</i>	25.6%	<i>1-6 months ago</i>	16.9%	<i>over 6 months</i>
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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	71.0%	26.1%	1.4%	0.5%	0.0%
Event staff	68.6%	28.0%	0.0%	1.0%	0.5%
Types of people at the event	69.1%	27.1%	0.0%	1.0%	0.5%
Cleanliness of restrooms	36.2%	35.7%	9.2%	4.3%	10.1%
Availability of restrooms	47.3%	37.7%	5.3%	3.9%	3.4%
Location of the event	74.9%	22.2%	1.9%	0.0%	0.0%
Concessions available	63.8%	29.5%	4.8%	0.0%	1.0%
Number of people at the event	64.3%	31.4%	1.0%	0.5%	0.5%
Duration of the event	66.2%	30.0%	0.5%	0.5%	0.5%
Variety of activities	66.2%	28.5%	1.0%	1.4%	0.5%
Parking	44.9%	37.2%	9.2%	3.9%	2.4%
Other transportation to the event	51.2%	30.4%	1.4%	1.4%	8.2%
Sound system (ability to hear)	70.5%	26.6%	0.5%	1.0%	0.5%

Signage/directions	61.8%	29.0%	2.9%	1.9%	1.4%
Safety	65.7%	30.0%	1.0%	0.0%	1.4%

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

11.6%	<i>Self</i>	5.3%	<i>Extended family</i>	0.5%	<i>Business associates</i>
27.1%	<i>Couple</i>	22.2%	<i>Family & friends</i>	1.4%	<i>Organized group or club</i>
15.9%	<i>Immediate family</i>	20.8%	<i>Friends</i>		

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

6.8%	<i>0-5 years</i>	15.9%	<i>11-17 years</i>	16.4%	<i>25-34 years</i>	44.0%	<i>45-54 years</i>	11.6%	<i>65-74 years</i>
7.2%	<i>6-10 years</i>	14.0%	<i>18-24 years</i>	17.9%	<i>35-44 years</i>	31.4%	<i>55-64 years</i>	2.4%	<i>75 and over</i>

What is your gender? **41.1%** *Male* **60.9%** *Female*

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

8.2%	<i>Less than \$20,000</i>	15.9%	<i>\$60,000 to 79,999</i>	1.4%	<i>\$150,000 to 199,999</i>
16.4%	<i>\$20,000 to 39,999</i>	14.0%	<i>\$80,000 to 99,999</i>	2.4%	<i>\$200,000 and over</i>
15.0%	<i>\$40,000 to 59,999</i>	12.1%	<i>\$100,000 to 149,999</i>		

Appendix C- Open-ended Responses

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

Music Activities, Variety

Variety of music

Everything

Music, Volunteers

The music phenomenal

All the people. Everyone very friendly

Its in Butte

Nostalgia the Butte

Butte, weather, all the people, variety of music

So far great

variety of cultural acts

work

some groups

the opportunity to see great music & a great variety so close to home

Great variety of music. Excellent organization

Music, Pork on a stick!

The diversity of people brought to town

Loved everything involving world class music and food from Butte and Butte vendors

Folk Music

music

variety, great location, helpful staff

All of it!

The musical group selections are amazing. We felt as though we could be anywhere and be happy

Great music, organization, variety. Fantastic Festival- we'll be back w/ a bus of us next year! Thanks for your hard work

Wonderful organization, terrific performances, friendly, helpful staff. Everything was delightful. Views from all venues were spectacular!

Zydeco Cha Chas

Variety

Love the variety of musical talent, family area, local arts and crafts for sale. variety of festival food

The survey people are great

It's here- 3 yrs

Friendliness

everything

Friday- so far liked everything

good music, vendors and people

The music and location

It's in Butte

everything
great event for Butte
the different selections of musical groups
loved the variety of food and music (especially the mexican band)
variety of music, people, not a big "drunk" like St. Patrick's Day and Evel Knieval days- very family friendly
music and festive atmosphere. good facilities
variety and friendliness
cajun and blues music
all but food
entertainment and people
close

everything

Being in Butte. best town in Montana. Bringing communities together

the variety of activities

The ORIGINAL STAGE is awesome! Great weather. Fine selection of artists. Locations convenient to one another

MUSIC, people

variety, Butte is just always fun

different events. beautiful location- we love Montana

the variety of music

everything

music, variety, weather

being in Butte

95% satisfied with event. Celtic fiddlers

It's Butte- I love uptown. There's such a sense of history and pride in it-everytime I come to Butte, I meet people willing to tell stories. Great selection and variety. Loved cowboy poetry and dance tent

everything

musical groups

quality of the talent. availability of shade. great sound, well organized

atmosphere

All

The best place in the world

great variety- good use of hilly space

variety of music/art

the fun

it is my hometown

nice day- clean- bathroom need attention

talent, location

Butte is the best place in Montana for hosting this event

music was wonderful

oh, what a day. sun, view, room

good venue- well organized

great!

the music was great!
I think it is a great family experience. The performers are great!
scenery, fun, and MUSIC
location, most venues
variety of music
seldom scene
shemeika
everything
it's great, love the entertainers
great event for a great state
good
the variety of groups, weather is beautiful
very well organized/ the best
events, the people
excellent family entertainment
transportation, need more buses
music and vendors
music and alcohol
super location, do it again
all the music
the variety and diversity of music
well organized
always enjoy good family festivities in Butte
well layed out. great music, food, etc
the venues were fantastic. graet to have a dance floor and what a graet main stage under the Head
Frame
ECLECTIC MIX OF MUSIC TYPES. VENUES STAGES
I like the fact it's in Butte and has so many first peoples events
everything
the wonderful people of Butte. the people of the festival
the Butte people!
music music music
my friends
tunes
great people, great event
very well organized, very easy to find our way to the venues, great maps/event schedule
ALL
It's great
The people- great location, friendly town, lots to see
Music people
variety of music, location!
the mine frame
very entertaining with different types of music

location/entertainment options

everything!

I am a resident of Butte. I have had a great time. Kudo's to the people who organized this event. You did a great job

Zydeco very good. need more of this type toe tapping/dancing

It was scattered allowing us to see lots of the town. liked the booths

Music! Variety of groups- all organization outstanding

variety of music

very well organized

music, large walking area

all of it

the events, the organization, great

all the different music, variety

music, food, outside, people

everything

I think it's great

music, music, music

everything was fantastic

this is wonderful for Butte

Doreena Ford

lots of people I know. It's awesome

music artists, variety

variety of acts

great in general

great music, and it's free!

its here

variety of music- seeing old Butte- take advantage of tours and landmarks downtown- maybe next year

variety of music

the diversity of music and talent

view, walked a lot and resting a lot in shade

ads on TV

great organization, security, planning

Butte knows how to handle an event such as this

that it involved our history and involved the gallas frame and mines as settings

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

Nothing

People using alleys for restrooms. Vendors out of food

Nothing

Nothing

stages too far apart

The performers weren't great

The rocks at the original mine stage. Kids throw them and my artists (I was a buddy) wore moccasins and their feet were sore when their performance was done (walking back to their bus)

everything was great

we need waterslides!

more trash cans, more signs

More shaded areas and bathroom options

We need H2O. Level the dance floor if possible. I know-it's tough!

Parking

Parking

People peeing on the street/ dogs

I like it all

too hot, very hilly

nothing so far

I loved it all

nothing

too many babies and strollers

we need sunscreen-ouch!

lack of parking space

nothing

parking

no ethnic food

nothing

the long walk and not a lot accessible to elderly

nothing wrong

Nothing so far

too spread out

Too Spread out. Bus stops too spread out

events should be consolidated- lots of walking. no shade!

nothing

access for handicapped

parking for those with handicaps

the lines are too long for the shuttle

we liked it all. wish we could have come for Friday night or Sunday

no T.P.

too far apart

a little confusing at first realizing how far apart the venues were

water places for pets
nothing
some of the staff didn't know where the rest rooms were
restrooms need attention more often. put location of portapotties on map
haven't found it yet
dogs here and said no. backpacks
nothing
enforce the dog law and ask them to be removed from the event- for the animal's safety
and comfort
difficulty getting to Finlen hotel
See above
more info on shuttle stops
camping options
not sure
absolutely nothing
not sure. I don't think anything
recycling- very disappointed we are not recycling
roped off areas needed for shuttle buses. waits are too long
waited in line so long for shuttle. 1/2 hour, decided to walk
nothing
great music and the venues were great
0
more variety of food and vendor spots. weak, I know, but its only thing I could think of
need shuttles up the hills/ more potties
nothing
none
nothing yet
seems disorganized and too spread out
bathrooms
parking
bathrooms suck and they need to be cleaned on reg basis
some of the food poor. lack of shade, poorly coordinated transport
NA
Nothing so far
heat
heat (hah)
smokers, more shade
nothing
port-a-potties
nothing!
nothing
more ethnic groups
didn't know much background on the music/artists
nothing!
nothing
none

nothing
nothing
long lines for food
feeling this out
rocks
serbian mothers hollering at me
bathrooms suck
N/A
dust!
more food choices and just tented shaded seating
so far, nothing to dislike
heat
parking

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

Bathrooms were disgusting
None! Except ice cream truck
Consolidate events closer
A local musicians spotlight/stage
I love Butte
stages closer together
better music- hip hop, rock
move or cover the rocks underfoot at the original stage
a few more days
see # 30
great job!
Love Butte!
Just the above
Communicate with other festivals- Spokane Folklore Society
None
Not much you can do, I'll definitely be back
Lost and found, shade
Wonderful festival! we'll come again!
More shuttle buses
none- it's good
Nothing
It's all good
more dancing groups. overall great jobs!
nope
everything perfect
better guide explaining each group and type of music
parking, more food and liquor
more Butte
more access for elderly

more flyers in Bozeman
Bathrooms need hand sanitizer. Perhaps a barbershop quartet next year.
more activities
Number the sites since they were numbered on the map
none
allow people to get in with vehicle to download those with physical problems
signage on streets where and what time entertainment is scheduled- sign in front of stage
listing times for entertainment
more shuttle buses
more ads in Bozeman- the yuppies dig this stuff
Be more specific at to street example Broadway and Main
more blues/soul
none
keep it up
great job all who were involved
give away \$
tell us about chairs being available in advance
awesome
watering hole for pets
try to make an overall smaller footprint to reduce walking
organization needs to be improved... and it will be a bit smoother the next time around. I
want to return next year. Thank you so much
visitors still confused on trolley/bus availability- bus drivers need to announce stops e.g.
stage #1, 7, etc.
more
clarify above
more shaded areas
great job!
signing for parking. close off streets more to traffic. couple venues (like) cleaned up
around
inform hotels early and have them send out passes for vehicles
none
none
none
keep up the good work
more and more artists, vendors with crafts
above
great
free ride home after midnight for drunks
more local talents and smaller stages and sidewalk locations
sell Folk Festival fold up chairs, sunscreen, off. more food-affordable. advertise/organize
bus up from Dillon
more performers and more events in the afternoon and early evening
D.N.A.
none

is it possible to get events and concessions closer together. beverages other than plastic bottles
cleaner restrooms
parking
suggestions for entertainer parking. Tom Perlman country western covered viewing areas.
dance area for mariachi band
better bathrooms
continuous parking shuttles. coordinate the access and egress of parking
Keep it here!
more SHADE!
keep up the great work. Butte people are awesome
Did a great job!
lights for porta potties, clean more often
everything was awesome!
more vendors
big names in different categories. ie bluegrass, jazz, German
none!
improved parking
none, sweet stuff
more ska
all that your hearts desire
none
except for one that said my 78 year old mother could walk 2 blocks strait up the steepest part of the mountain instead of ride in an empty 4 wheeler
signs to parking off highway
more ice water, sun screen
better potty system- more clean!
start the shuttle earlier
more coffee kiosks
more grass at the original
above, thanks
maybe restrooms in between venues, more rides for seniors...carts, borrow Missoula's trolley
parking
faster, more shuttles, more potty's
more restrooms and concessions, more internal shuttle options
keep it here every year
better parking signs and more ice cream stands, had a hard time finding non-alcoholic beverages