



# National Folk Festival

## *Attendee Satisfaction Study*

Prepared By  
The Southeastern Institute of Research  
November 2006

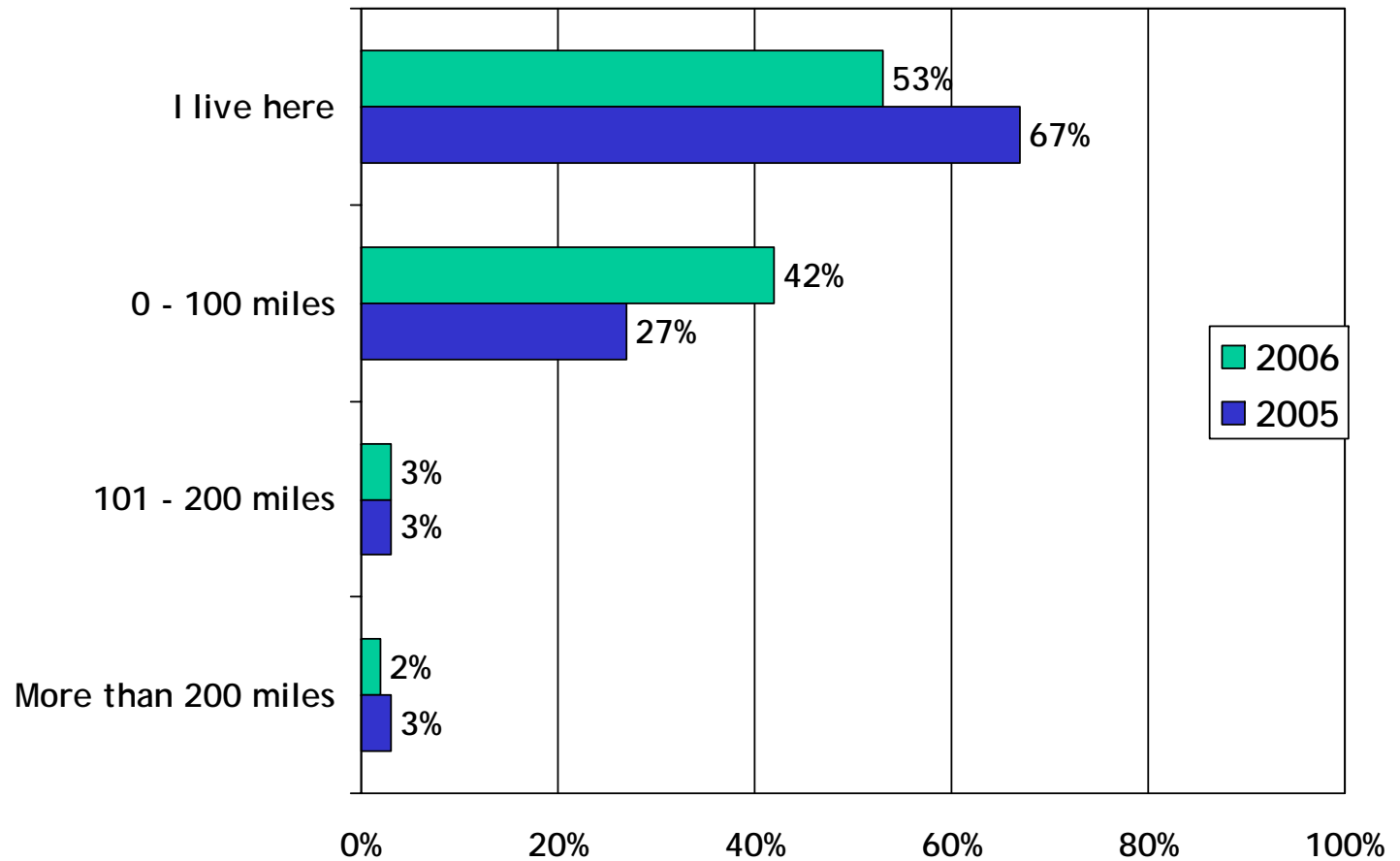


## Objective

*Gather feedback from Festival attendees to better understand who is attending, what their satisfaction is like, ensure the Festival is meeting and exceeding expectations, and understand how to make improvements for next year.*

# Distance Between Home and Festival Compared to Last Year

Significantly less Festival-goers live in Richmond and more live within 100 miles this year.



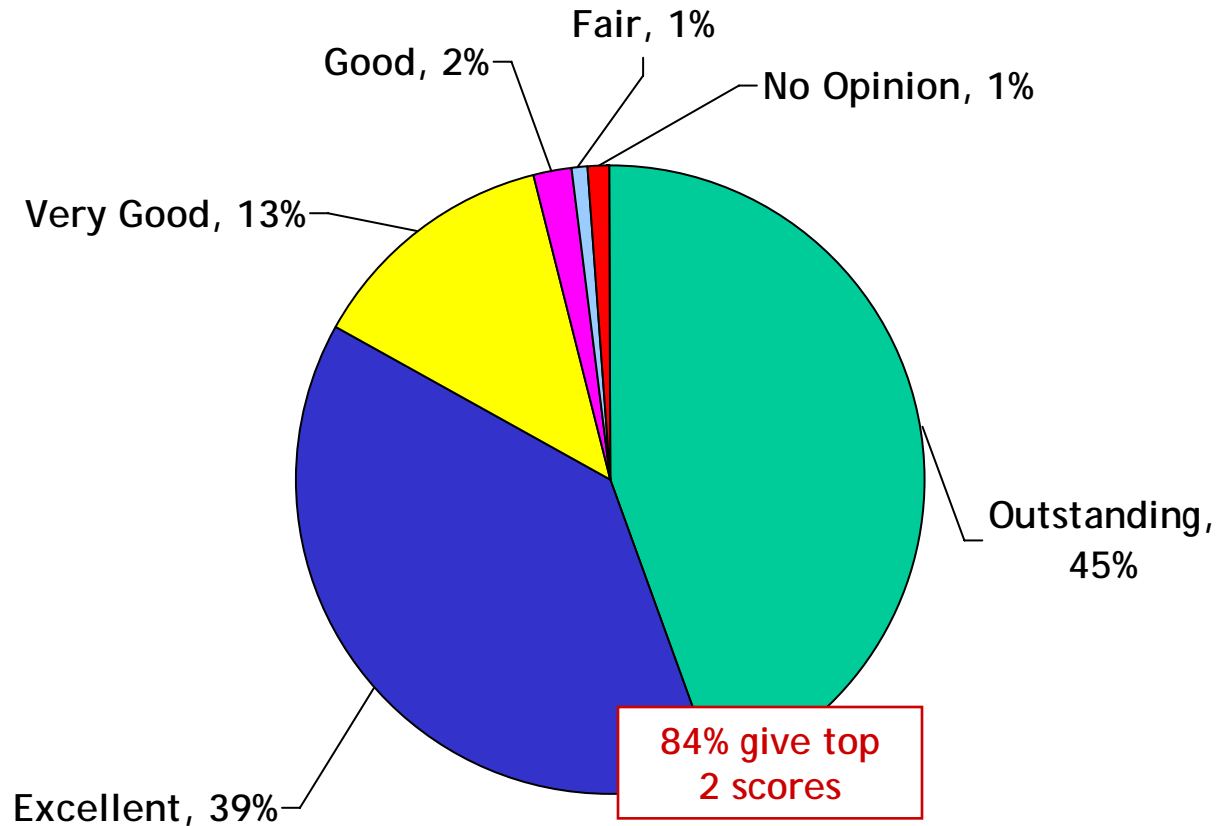
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Q29. Approximately how many miles do you live from the Greater Richmond area?



# Almost Half Rated the National Folk Festival as Outstanding—the Highest Rating

97% Rated the Festival as "Outstanding" "Excellent" or "Very Good."

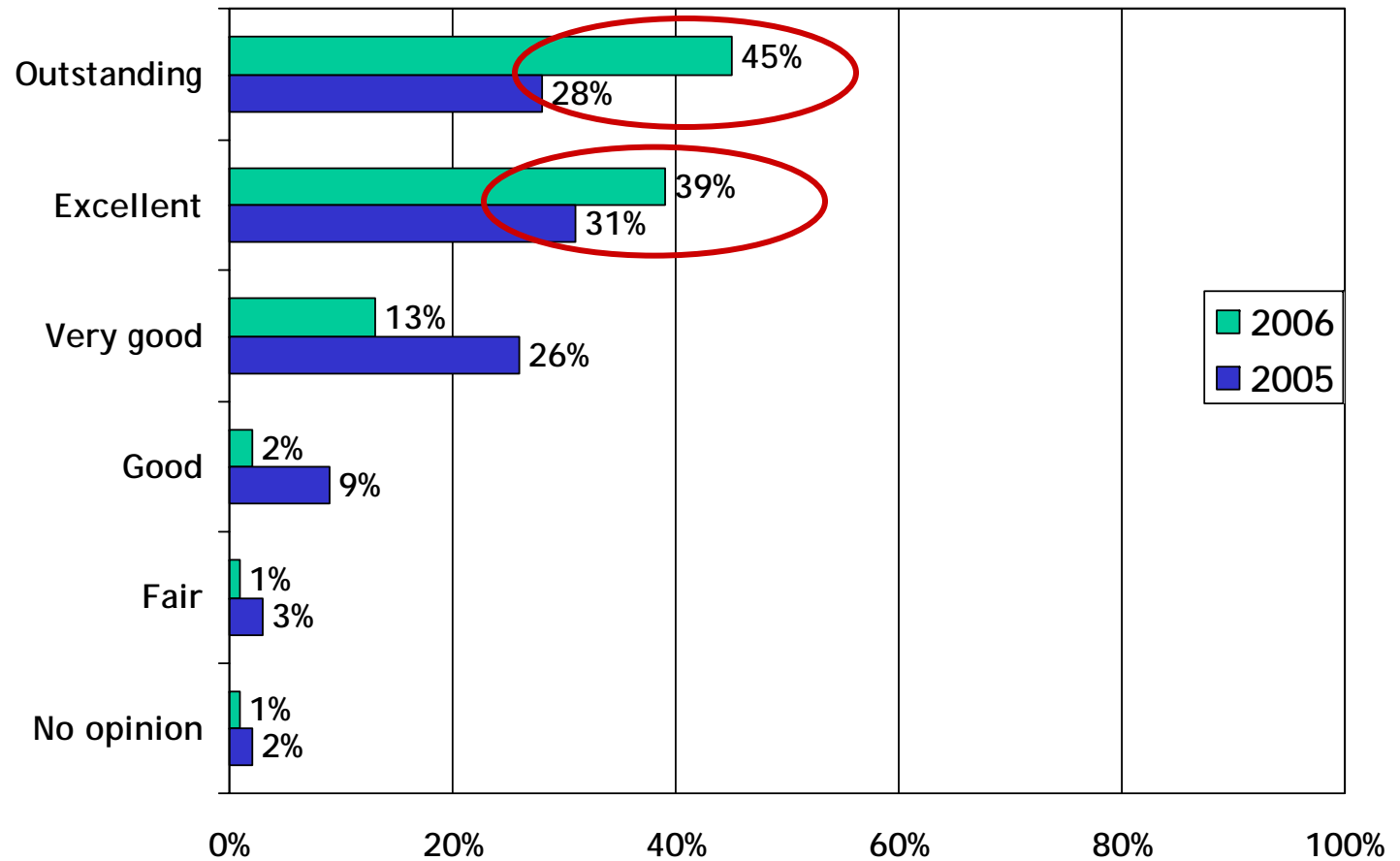


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Q1. How would you rate your overall 2006 National Folk Festival experience?  
Would you say it was...

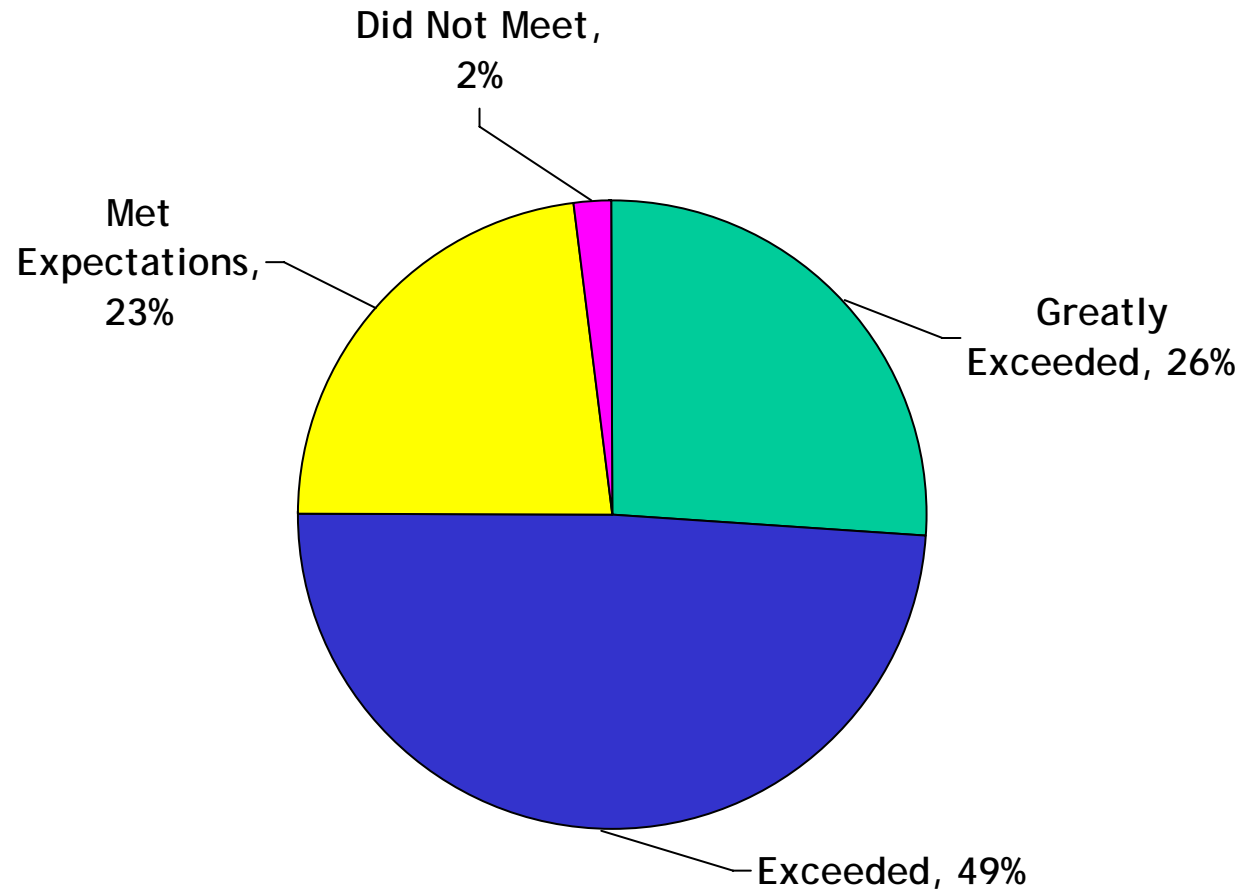


# Satisfaction Ratings for 2006 are Significantly Higher Than for 2005



# Three-Fourths Say the Festival Exceeded Their Expectations This Year

First-time festival attendees were more likely to say this year's festival "greatly exceeded" expectations.



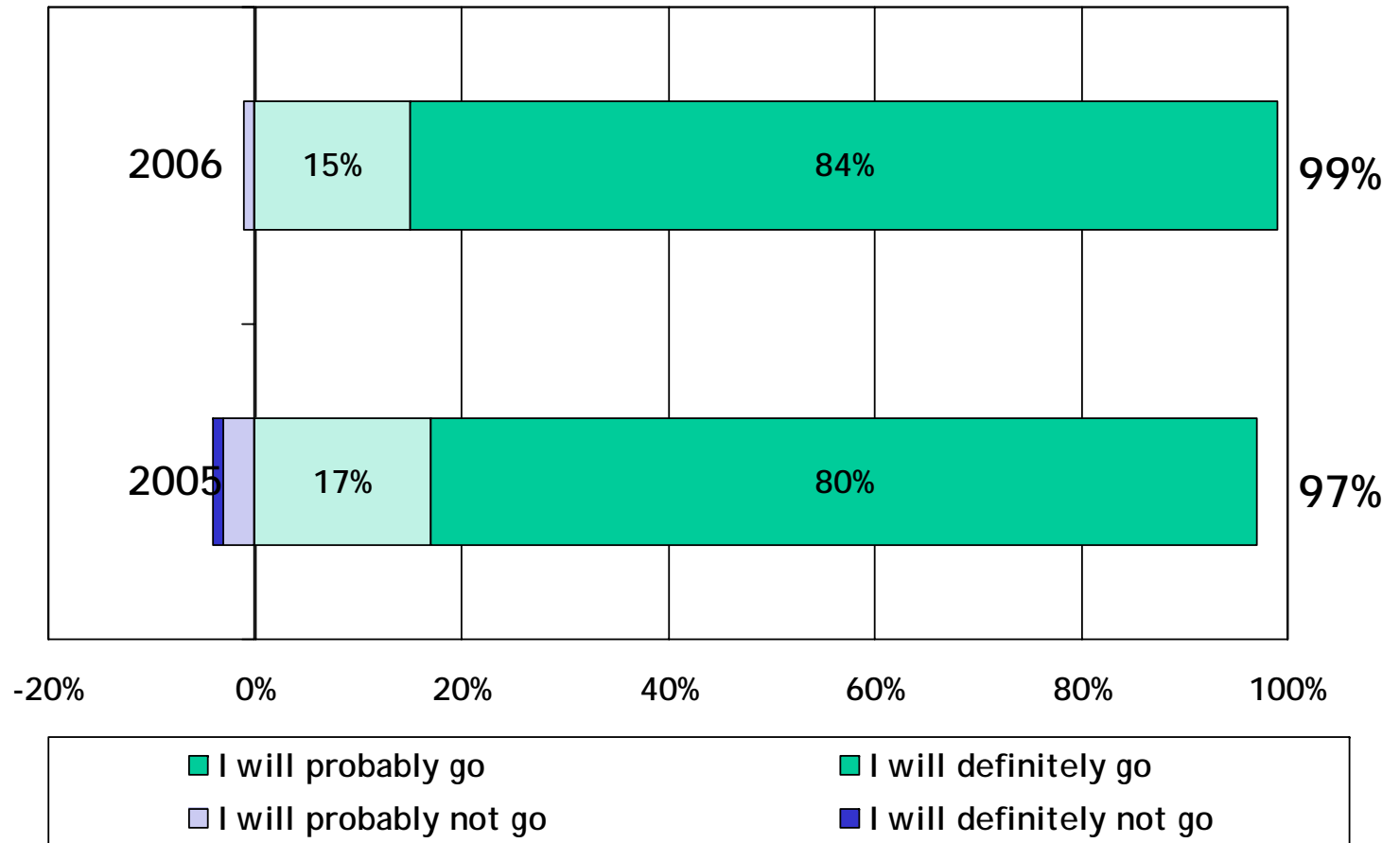
Q2. Would you say that this year's National Folk Festival...



# Almost All Plan to Return in the Future

*Slightly More This Year Say That They Will*

This year "I will definitely not go" was not an option.



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Q16. How likely are you to visit the National Folk Festival again in the future?

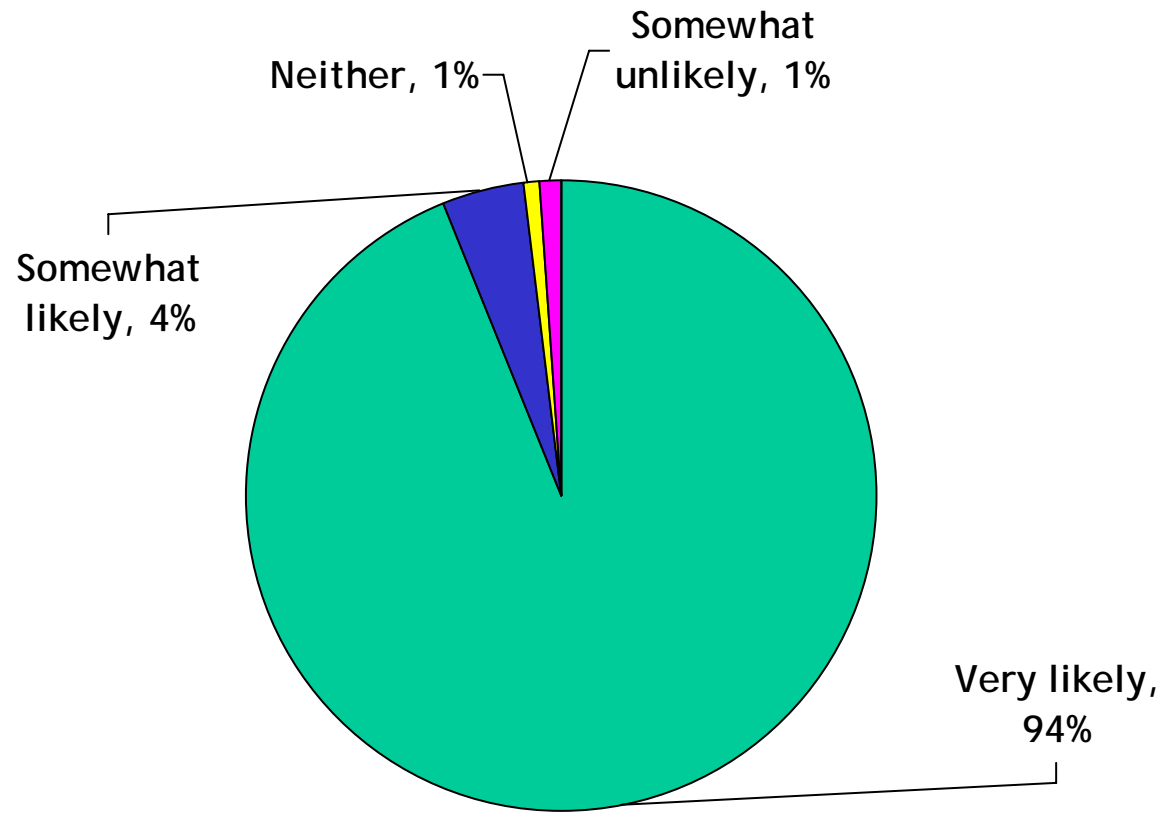


# Almost Everyone Plans to Return Next Year

98% say they are "very" or "somewhat likely" to return next year.

Those who attended last year and locals are more likely to say they are "very likely" to attend next year.

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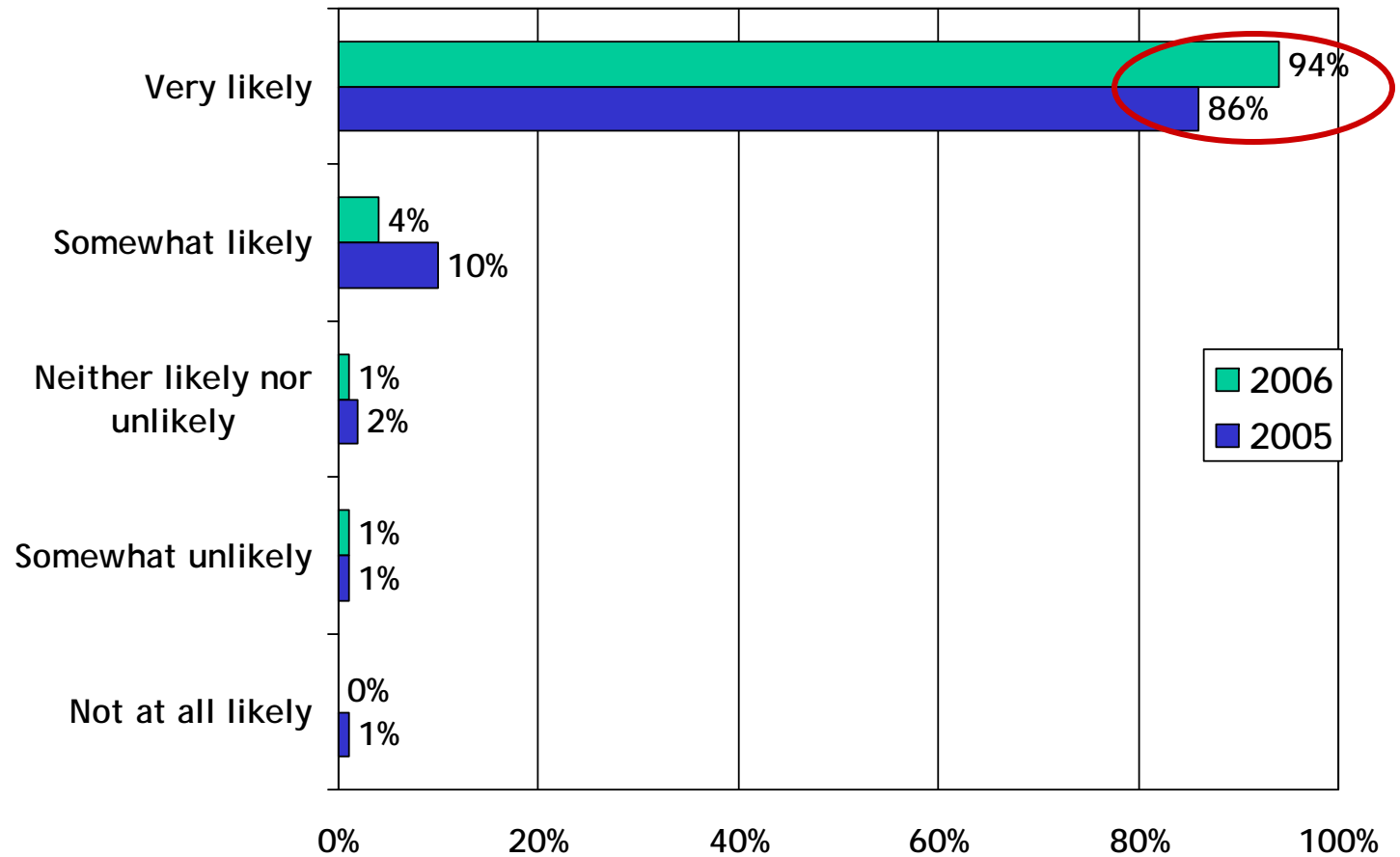


Q5. The National Folk Festival will be held next year, again, in Richmond. How likely are you to attend next year's National Folk Festival?



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# More 2006 Attendees Say They Plan to Return Next Year vs. 2005 Attendees

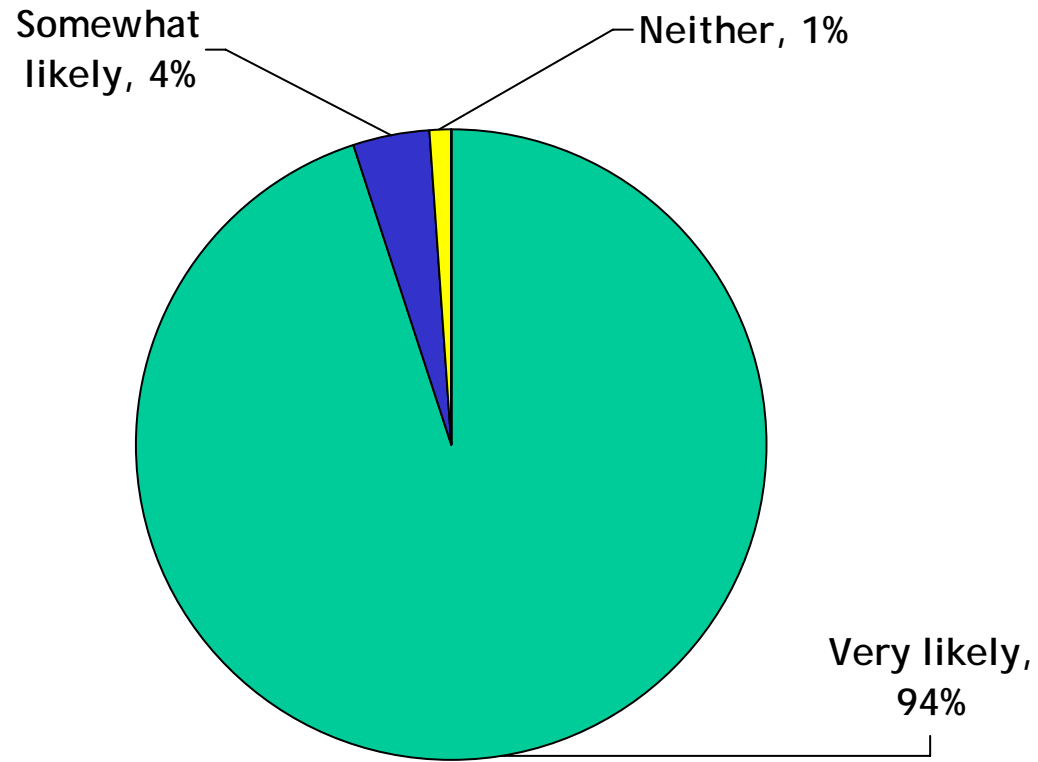


# Almost Everyone is Likely to Recommend the Festival to Others

98% say they are very or somewhat likely to recommend the Festival to others.

Those who attended last year are more likely to say they are "very likely" to recommend the Festival to others.

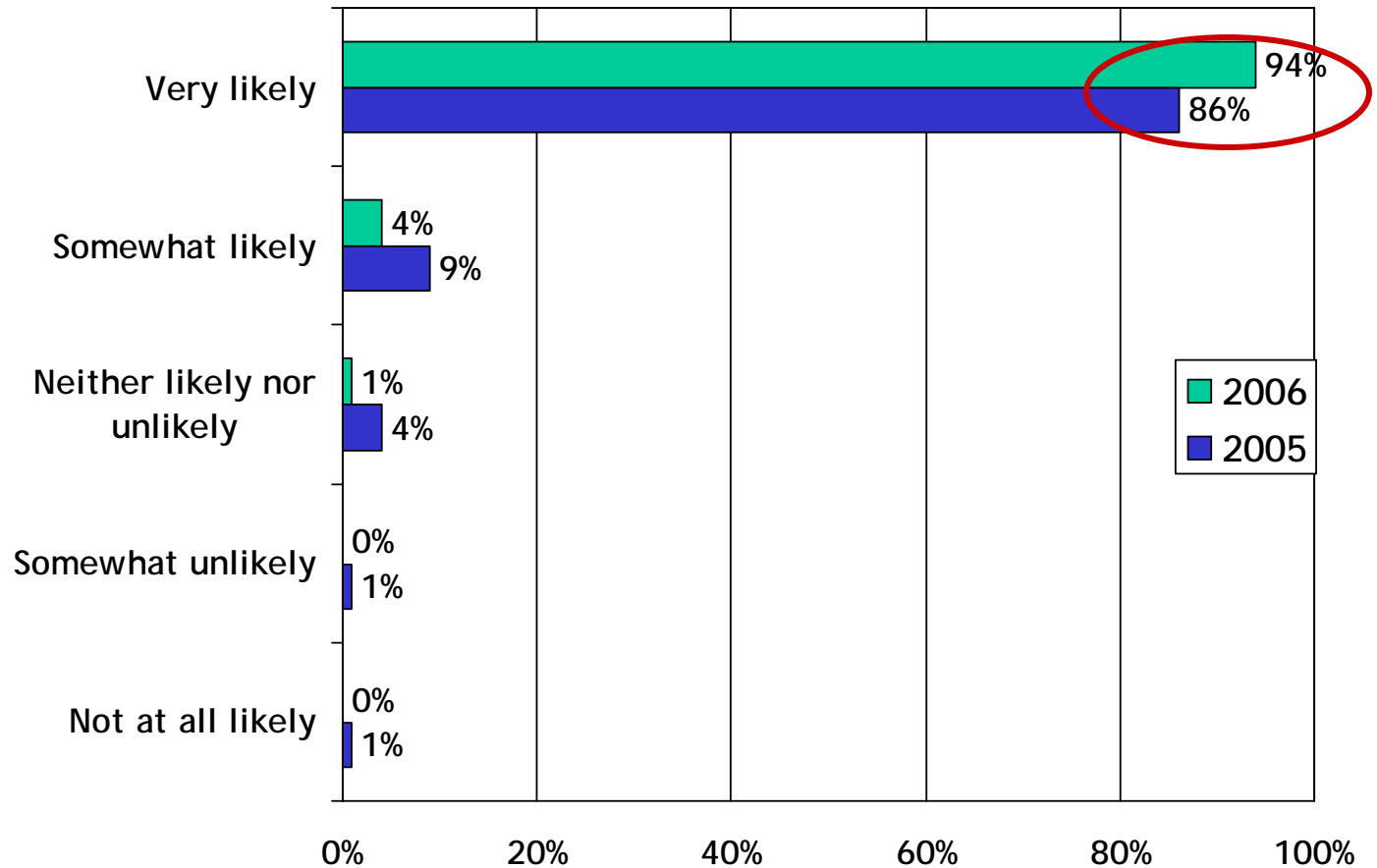
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Q6. How likely are you to recommend to others that they attend the National Folk Festival?

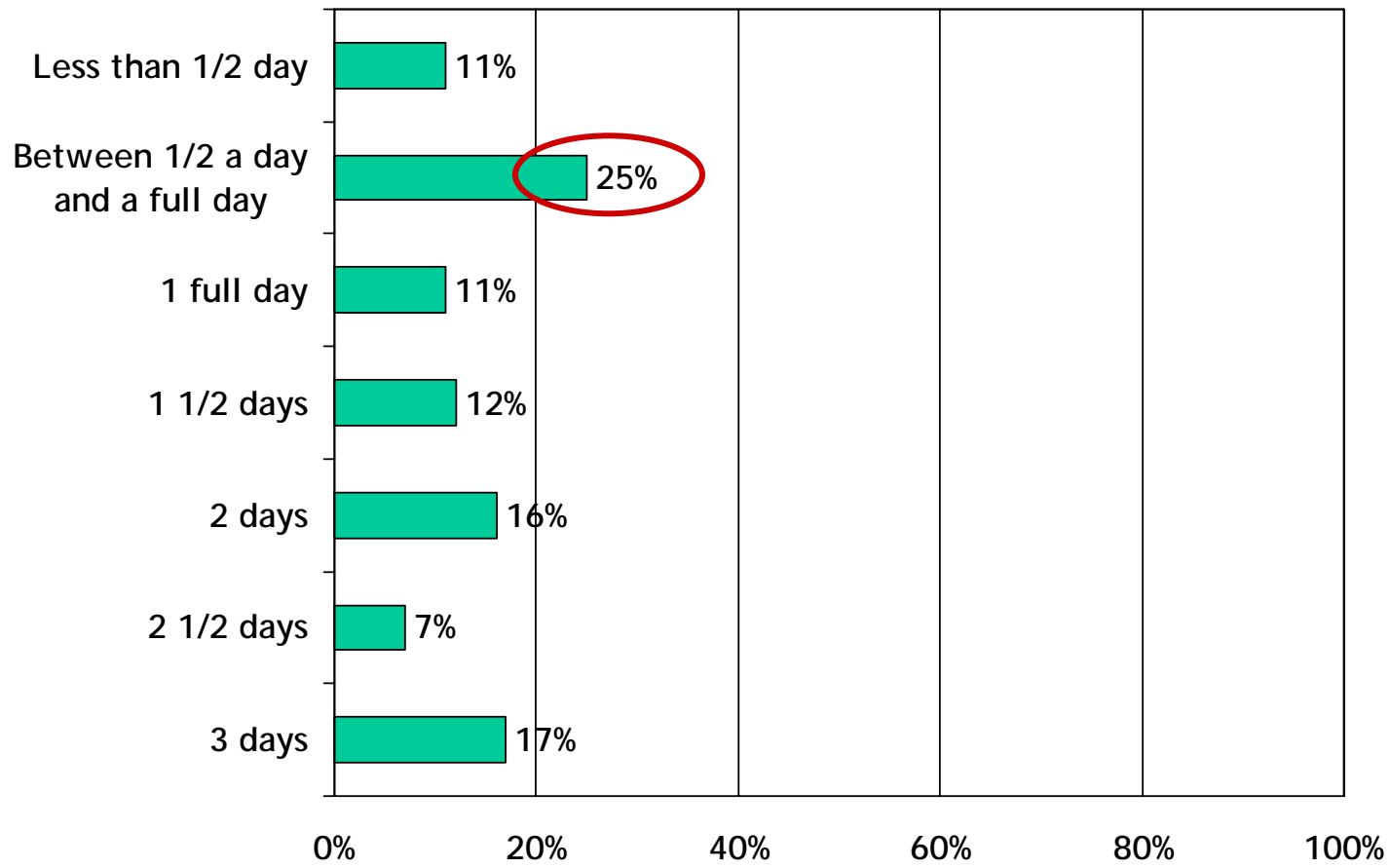


# This Year, Even More Say They Will Recommend the Festival



# A Quarter Spent Over Half a Day at the Festival

Those who attended last year were more likely to spend up to 3 days at the Festival.

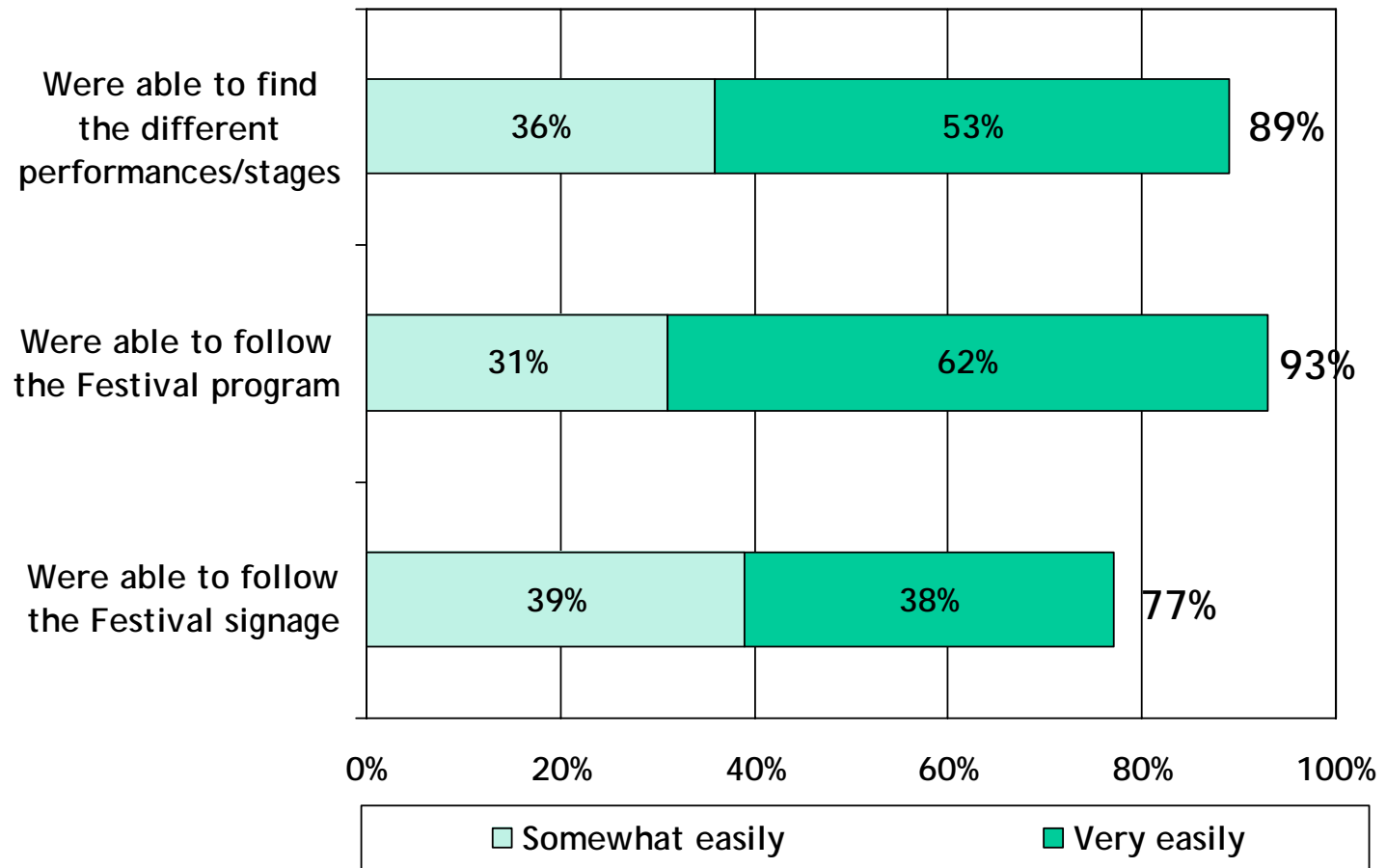


Q16. How long did you actually spend at the National Folk Festival?



# 9 in 10 Were Able to Get to the Performances Easily

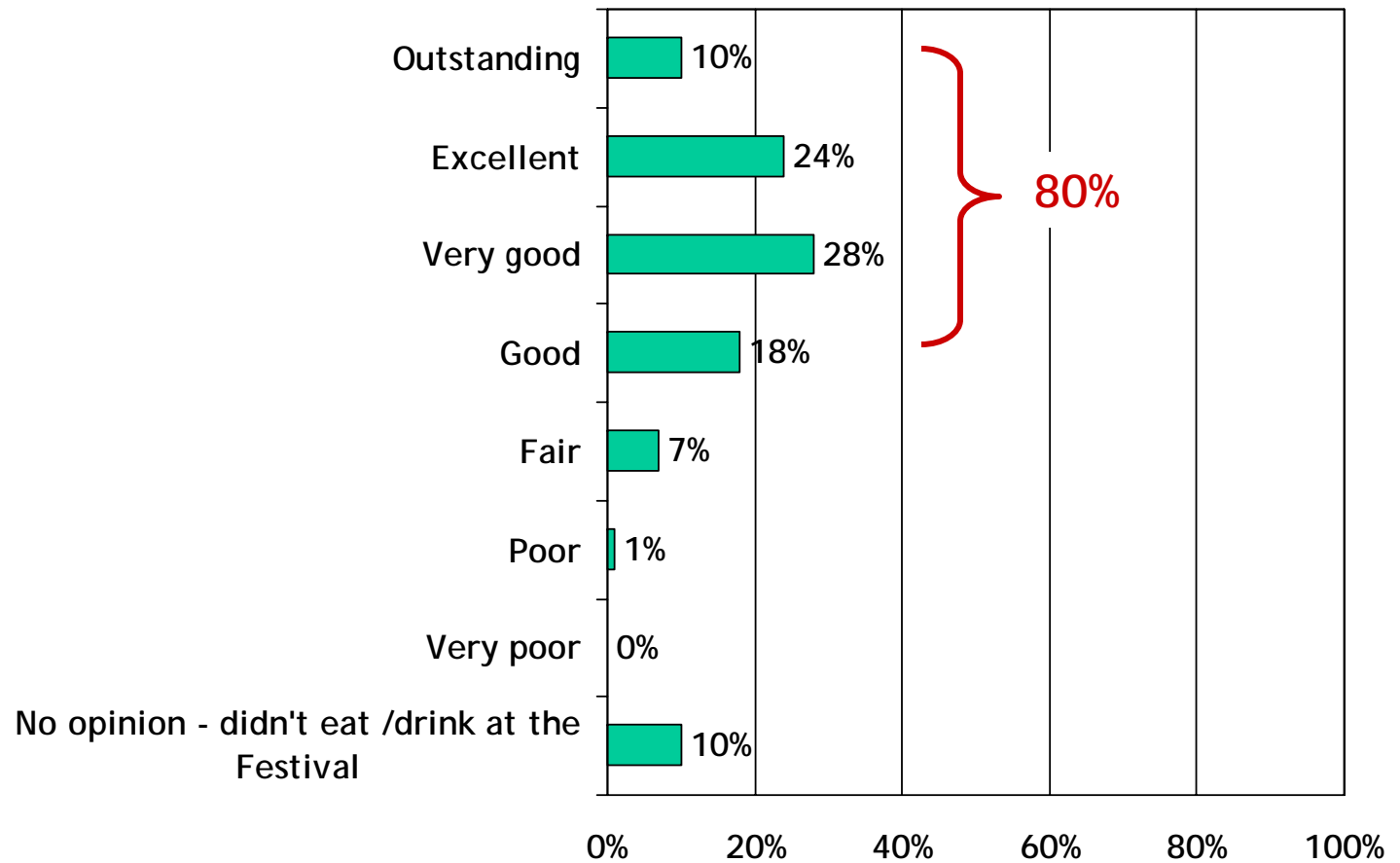
Not surprisingly, those who attended last year had an easier time finding the different stages this year than first-time visitors this year.



Q7. How well could you find the different performances / stages?  
 Q9. How well could you follow the Festival program?  
 Q10. How was the signage within the Festival?



# 8 in 10 Were Pleased with the Festival Food Services



n = 487

## The Large Majority Were Satisfied with the Variety of Dining Options at the Festival

