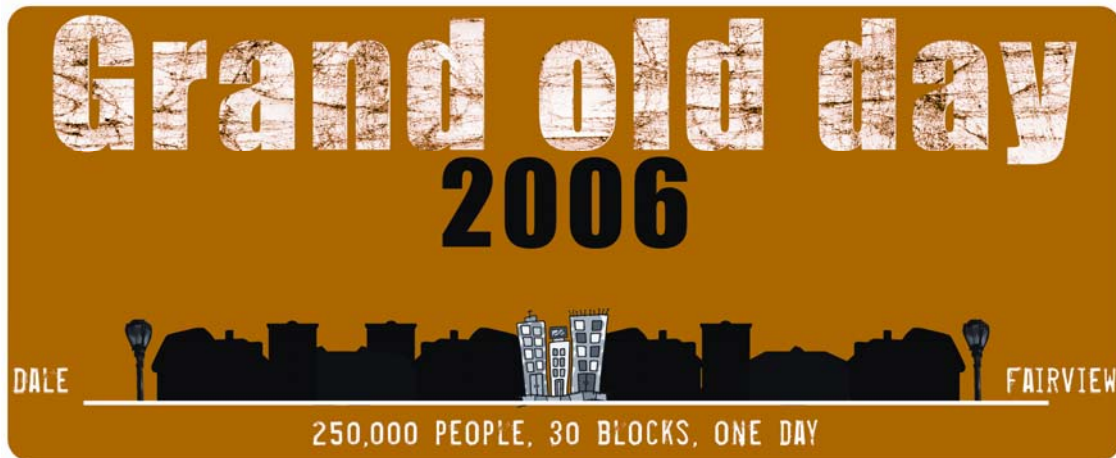


Profile of 2006 Grand Old Day Attendees



Prepared for:
The Grand Avenue Business Association &
The St. Paul Festival Association



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EXECUTIVE SUMMARY

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Grand Old Day, organized by the Grand Avenue Business Association (GABA). Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Grand Old Day. To that end, a visitor questionnaire was developed and administered to Grand Old Day visitors.

Methods

An on-site questionnaire was administered to attendees. A systematic sample with sampling throughout the event and across the event activities was implemented. Throughout the event, a total of 606 parties were contacted and 435 questionnaires completed which resulted in a 71.8% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

Results

Demographics

Most often respondents were female, Caucasian, and reported an average age of 36.8 years. The most frequently cited income was between \$50,000-74,999 (24.5%).

2006 Grand Old Day experience

On average, respondents spent more than four hours at Grand Old Day, predominately with friends (42.8%) and reported spending the most on food and beverages (\underline{M} =\$23.22). Respondents indicated they enjoyed many aspects of the Grand Old Day. Among the options presented, respondents most frequently cited people watching (24.8%), live music (23.6%), and food and beverages (22.4%).

A majority of respondents had previously attended Grand Old Day and heard about it through friends. Respondents attended Grand Old Day an average of eight (\underline{M} =7.9) times previously, most often (66.9%) as recent as 2005. However, more than one quarter of respondents were first time visitors to Grand Old Day. Among these new visitors, a majority stated an intention to return to the Grand Avenue area in the next twelve months.

Overall, Grand Old Day appears to meet its objectives as an enjoyable event on Grand Avenue, as evidenced by Grand Old Day visitor respondents' intention to return. Grand Old Day draws a diverse crowd and contributes to enhanced community exposure and monetary flow.

Opportunities to enhance Grand Old Day include attention to the local community and current client base in terms of informing them about Grand Old Day, as well as increased information on Grand Avenue businesses made available to Grand Old Day attendees.

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Profile of 2006 Grand Old Day Attendees

INTRODUCTION

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of local culture, identity, and place. Festivals also enhance exposure, awareness, profitability and image of the host community, as well as serve as a vehicle for other development (Felsenstein & Fleischer, 2003; Getz, 1991; Hall, 1992; Nicholson & Pearce, 2001). To maximize benefit and enhance events, organizers need to continually assess and evaluate their event and its market.

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Grand Old Day. Visitor demographics, information sources for the festival, experience, and expenditures at Grand Old Day, as well as familiarity with community were of specific interest. The study methods and results are presented below and followed by a discussion.

METHODS

An on-site questionnaire was administered to visitors during the 2006 Grand Old Day. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

Organized by the Grand Avenue Business Association, the 2006 Grand Old Day was held on June 4th. Grand Old Day attracts more than 250,000 visitors and is located on Grand Avenue between Fairview Avenue and Dale Street in St. Paul, Minnesota. The event included several stages of live music, food and merchandise vendors, family area, a parade, an 8K run and inline skate competition, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of GABA personnel. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics (Appendix A).

Approach

A sampling plan was created to reach the range of Grand Old Day attendees. A systematic intercept sampling approach was implemented where every third visitor was approached and asked to complete the questionnaire. Sample schedules incorporated both time and spatial considerations to ensure coverage across festival activities and grounds.

Based on estimated attendance from preceding years, a sampling quota target was set at 384 visitor contacts (95% confidence interval; \pm 5% sampling error rate). Trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 606 parties were contacted and 435 questionnaires attained. Thus, this resulted in a 71.8% compliance rate (Appendix B; Table 1). A total of 17 questionnaires were unusable, and thus, 418 questionnaires were used for analysis. Roughly and equal proportion were contacted in the morning and afternoon (51.0% and 49.0%, respectively; Appendix B, Figure 1). Among those who did not agree to participate, the most frequently specified reasons were lack of interest or time. Less than a tenth (8.2%) of non respondents indicated they had already completed a questionnaire.

Analysis

Completed questionnaires were entered, cleaned and checked in SPSS version 12.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Chi -square analysis identified differences among groups when appropriate.

RESULTS

Respondents

Demographics

More than half (55.1%) of respondents were female and reported an average age of 36.8 years (Appendix B, Table 2). A majority of respondents were white (81.8%) and of non-Hispanic or non-Latino background (95.0%). The highest percentage (24.5%) of respondent's annual household was between \$50,000-74,999 (Appendix B, Figure 2), with the remainder evenly distributed across all income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority of respondents (81%) primary residence was zero to fifteen miles from the Grand Avenue area (Appendix B, Figure 3). An additional (13%) resided sixteen to 30 miles from the Grand Avenue area. Very few respondents (4%) indicated they resided more than 100 miles from the Grand Avenue area. Nearly two tenths (18.8%) of respondents indicated their zipcode was 55105, the zipcode of Grand Avenue.

Grand Old Day Experience

A majority of respondents had previously attended Grand Old Day (73.2%; Appendix B, Figure 4). Respondents attended Grand Old Day an average of eight (\underline{M} =7.9) times previously, most often (66.9%) as recent as 2005. On average, respondents spent more than four hours (\underline{M} =4.5) at Grand Old Day, with a range of one to ten hours.

Sources Informing about Grand Old Day

Respondents heard about Grand Old Day most frequently through friends (53.6%; Appendix B, Table 4). Slightly less than a third (31.1%) indicated they knew of Grand Old Day from a prior visit, while slightly less than a fifth indicated newspaper (20.8%). Fewer respondents indicated they heard about the event through radio (13.9%), TV (7.9%), Internet (6.9%) or brochure (2.2%). Among those new to Grand Old Day in 2006, friends (74.3%) were the most frequently cited information source.

Attributes of Enjoyable Experience

The top cited most enjoyable attributes of Grand Old Day were people watching (24.8%), food and beverages (22.4%), live music (23.6%), and the parade (20.0%; Appendix B, Figure 5). Less cited attributes included the family area (2.9%), silly pet tricks (1.9%), strong man and woman contest (1.9%), sporting events (1.2%), and 'other' (1.2%). The most enjoyable attribute of Grand Old Day significantly differed between morning and afternoon respondents ($\chi^2=48.18$, $p<.001$; Appendix B, Figure 6).

Group Composition

Most frequently respondents attended Grand Old Day with friends (42.8%; Appendix B, Figure 7). Slightly more than a quarter (28.7%) attended with family, while an additional two tenths (20.0%) attended with both family and friends. Very few respondents attended Grand Old Day alone (5.1%) or with organized groups (1.7%). Group composition significantly differed among morning and the afternoon respondents ($\chi^2=17.993$, $p<.05$; Appendix B, Figure 8).

A majority (94.7%) of respondents indicated their group was comprised of other adults (21 or over; Appendix B, Table 4). Less than a quarter (24.4%) comprised of children twelve and under and fewer (14.4%) included individuals between the ages of thirteen and twenty. Among respondents who specified the actual number of people in each category, groups averaged four adults (\underline{M} =4.2), two children (\underline{M} =2.0) and two teenagers (\underline{M} =2.4; Appendix B, Figure 9).

Grand Old Day Expenditures

On average, respondents spent the most on food and beverages (\underline{M} =\$23.22; Appendix B, Table 6). Respondents spent an average of \$4.82 on 'other' items, \$4.22 on souvenirs, and \$3.22 on wristbands. The lowest dollar value reported was spent on parking (\underline{M} =\$1.40).

Grand Avenue Experience

A majority (92.2%) of respondents had previously visited Grand Avenue for reasons other than Grand Old Day. Among those who had previously visited Grand Avenue, the most frequently cited reasons were to frequent restaurants (74.2 %) and shop (61.0 %; Appendix B, Table 6). A quarter (25.4%) of respondents identified themselves Grand Avenue residents. Slightly fewer indicated they frequented other events (24.6%), services (21.5%), or movies (17.9%). A majority (95.3%) of respondents intend to return to Grand Avenue in the next twelve months (Appendix B, Figure 10). Similarly, among respondents who indicated no previous exposure to Grand Avenue, a majority (69.0%) indicated an intention to return.

Comments and Suggestions

Qualitative analysis of open-ended comments and suggestions revealed several themes (Appendix C). A favorable experience was the most common theme among respondents. Example statements included “Love it” and “Good job! Keep it up!” Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions were focused on specific attributes or amenities, the parade, and alcohol availability. Specific attributes or amenity themes included suggestions to provide seating, improve cleanliness, and increase booth options. Improved timing and enhancement of bands were most common among themes related to the parade. With regard to alcohol availability, comments focused either on increased or limited access. Increased access included comments related to the ability to walk the streets freely with alcohol or designated areas where adults with children could drink. Conversely, several comments suggested increased restrictions on alcohol use.

DISCUSSION

The 2006 Grand Old Day attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate the Grand Old Day provides an enjoyable experience among visitors, as evidenced by open-ended comments and return visitation. The enthusiasm expressed in open-ended comments illustrates the degree of satisfaction among respondents. A majority of respondents expressed favorable, and often exclamatory, sentiments about Grand Old Day. Further, a majority of respondents had a long history and frequent visitation to Grand Old Day. The high intention to return suggests that visitor’s previous experience was positive. The degree of return visitation also suggests that visitors will continue to be drawn to the event and the level of attendance can be expected to continue, barring major weather events, competition or major political events.

The range of activities and offerings serve as an important draw. People watching, live music, food and beverages, and the parade all played a major role in attracting visitors. Given the schedule, it is not surprising that the parade was an important attribute among morning respondents, whereas live music was more important among afternoon respondents. The range of scheduled activities also attracted different group types throughout the day. A greater percentage of morning respondents attended Grand Old Day with their family, while a greater percentage of afternoon respondents attended with friends.

Word of mouth was an important vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005). Approximately three fourths of new visitors heard about Grand Old Day through friends. Early planning is key to maximize the effects of word of mouth, as it increases the likelihood of event dates, scheduled programmatic information, and new additions to circulate. Newspapers and radio were also frequently cited information sources. To attract visitors outside of the St. Paul Metro area, newspaper and radio announcements placed throughout the region would be beneficial.

With regard to visitor spending, respondents reported moderate spending in all categories provided. Food and beverages accounted for the highest expenditures. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent less than five hours at the event. Providing for enhanced visitor comfort would potentially extend their stay. This could be achieved through expanded seating opportunities, shade structures, and enhancement of restroom facility maintenance.

A common emergent theme among respondent's open-ended comments and suggestions related to alcohol availability. A discrepancy emerged wherein several respondents suggested enhanced restrictions, while others sought to improve access and availability. A tiered approach, based on the time of day, could be undertaken in an effort to ameliorate the discrepancy. Given the significant difference in group composition found throughout the day, this could be achieved by limited access in the morning hours and enhanced access in the afternoon hours.

Grand Old Day played a role in increased community awareness and exposure. More than one quarter of respondents had no prior visitation to Grand Old Day. While a majority of respondents indicated they had previously been to Grand Avenue, a majority of respondents new to the area stated an intention to return in the next twelve months. To enhance the likelihood of return visitation, on-site promotion of community amenities and offerings is advised. This could be achieved through the expansion of the map and schedule made available at Grand Old Day.

While visitor surveys have the ability to better understand the festival market, they do not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of Grand Old Day and how the event compares to other festivals in the region. Future research to capture this useful information is advised.

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APPENDIX

APPENDIX A

2006 Grand Old Day Survey

Have you been to Grand Old Day before (check ONE)? ___ YES ___ NO

If yes, how many years have you attended Grand Old Day? ___ YEARS

What was the last year you attended Grand Old Day? _____

Where did you hear about this event? (check all that apply)

___ NEWSPAPER ___ FRIEND ___ INTERNET ___ BROCHURE ___ PREVIOUS VISIT ___ RADIO ___ TV ___ OTHER

About how long do you intend to be at the event? ___ HOURS

Have you ever been to Grand Avenue for any reason other than Grand Old Day? ___ YES ___ NO

If yes, what was the purpose? (check all that apply)

___ SHOPPING ___ RESTARAUNTS ___ MOVIES ___ SERVICES ___ RESIDENT ___ OTHER EVENTS

Do you intend to return to Grand Avenue in the next 12-months (check ONE)? ___ YES ___ NO

What do you enjoy most about Grand Old Day (check ONE)?

___ LIVE MUSIC ___ SPORTING EVENTS ___ FOOD & BEVERAGES ___ PARADE ___ SILLY PET TRICK
___ FAMILY AREA ___ PEOPLE WATCHING ___ STRONG MAN & WOMAN CONTEST ___ OTHER

Who are you with (check ONE)?

___ ALONE ___ FRIENDS ___ FAMILY ___ FAMILY & FRIENDS ___ ORGANIZED GROUP ___ OTHER (SPECIFY: _____)

How many in your group are of the following ages (specify NUMBER):

___ 0-12 YEARS ___ 13-20 YEARS ___ 21+ YEARS OLD

How much did YOU spend during your time at the Festival?

\$ _____ PARKING \$ _____ SOUVENIRS \$ _____ FOOD & BEVERAGES \$ _____ WRISTBAND \$ _____ OTHER

What year were you born? 19____ **What is your zip code?** _____

What is your gender? ___ FEMALE ___ MALE

What is your annual household income (before taxes)?

___ LESS THAN \$5,000 ___ \$5,000-9,999 ___ \$10,000-14,999 ___ \$15,000-24,999
___ \$25,000-34,999 ___ \$35,000-49,999 ___ \$50,000-74,999 ___ \$75,000-99,999
___ \$100,000-124,999 ___ \$125,000-149,999 ___ \$150,000 or more

What is your ethnic origin (check one)?

___ HISPANIC/LATINO ___ NON-HISPANIC/NON-LATINO

What is your race? (check all that apply)

___ AMERICAN INDIAN OR ALASKA NATIVE ___ ASIAN ___ BLACK OR AFRICAN AMERICAN ___ WHITE
___ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER ___ OTHER (Explain: _____)

Comments/Suggestions

THANK YOU

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Grand Old Day, 2006.

Total parties contacted	606
Respondents	435
Refusals	171
Compliance rate	71.8%
Unusable Questionnaires	17
Usable Questionnaires	418

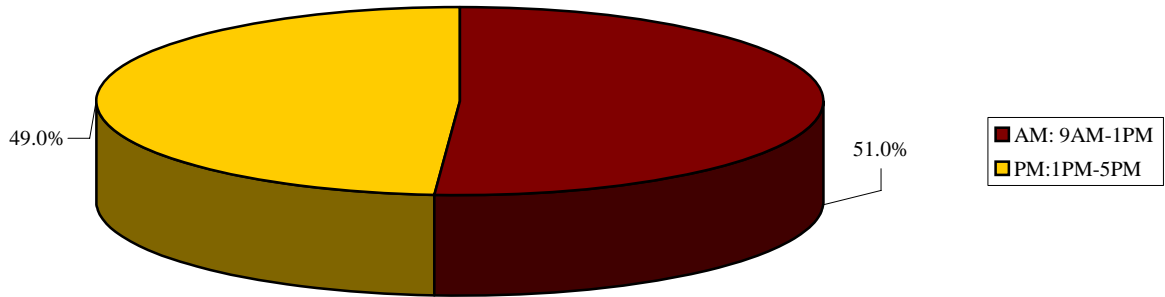


Figure 1. Time when respondents completed questionnaires regarding Grand Old Day, 2006.

Table 2. Demographic characteristics among visitors to Grand Old Day, 2006.

	Frequency	Percent
Gender		
Male	180	44.9
Female	221	55.1
Total	401	100.0
Ethnicity		
Hispanic/Latino	19	5.0
Non-Hispanic/Non-Latino	359	95.0
Total	378	100.0
Race		
White	342	81.8
Other	9	2.2
Black or African American	24	5.7
American Indian/Alaska Native	15	3.6
Asian	13	3.1
Native Hawaiian or Pacific Islander	5	1.2
Total	N/A ¹	N/A ¹
Age (M=36.8; S.D.=12.7)		
18-30	164	41.1
31-40	91	22.8
41-50	86	21.6
51-60	36	9.0
61-70	16	4.0
71 or older	6	1.5
Total	399	100.0

¹ Due to possible selection of multiple categorical responses.

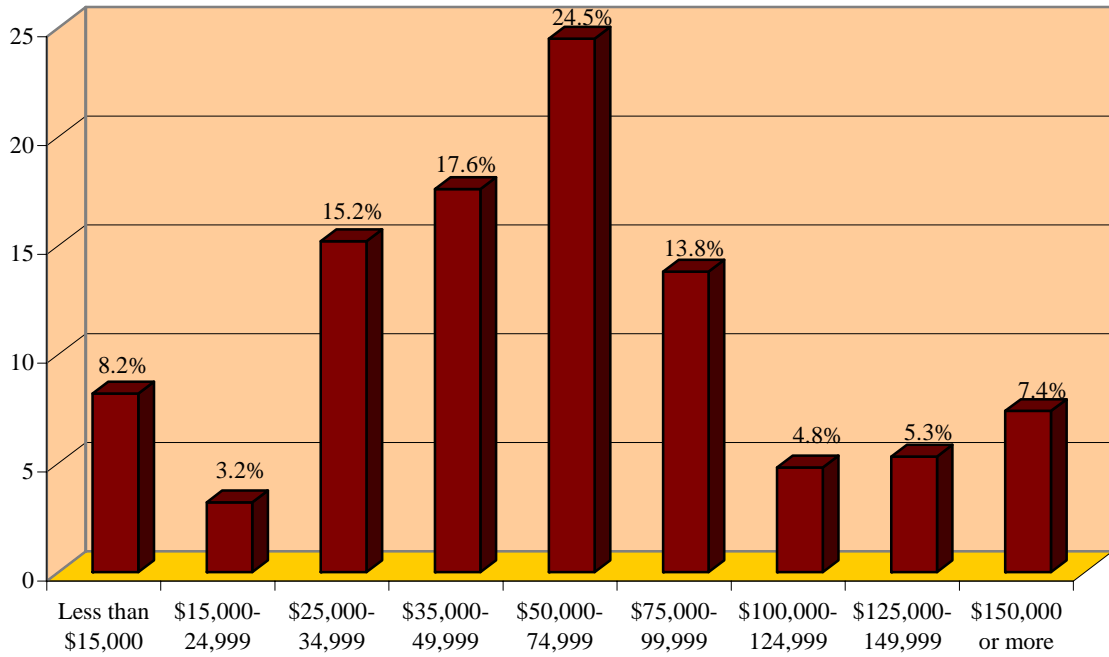


Figure 2. Percentage of annual household income among visitors to Grand Old Day, 2006.

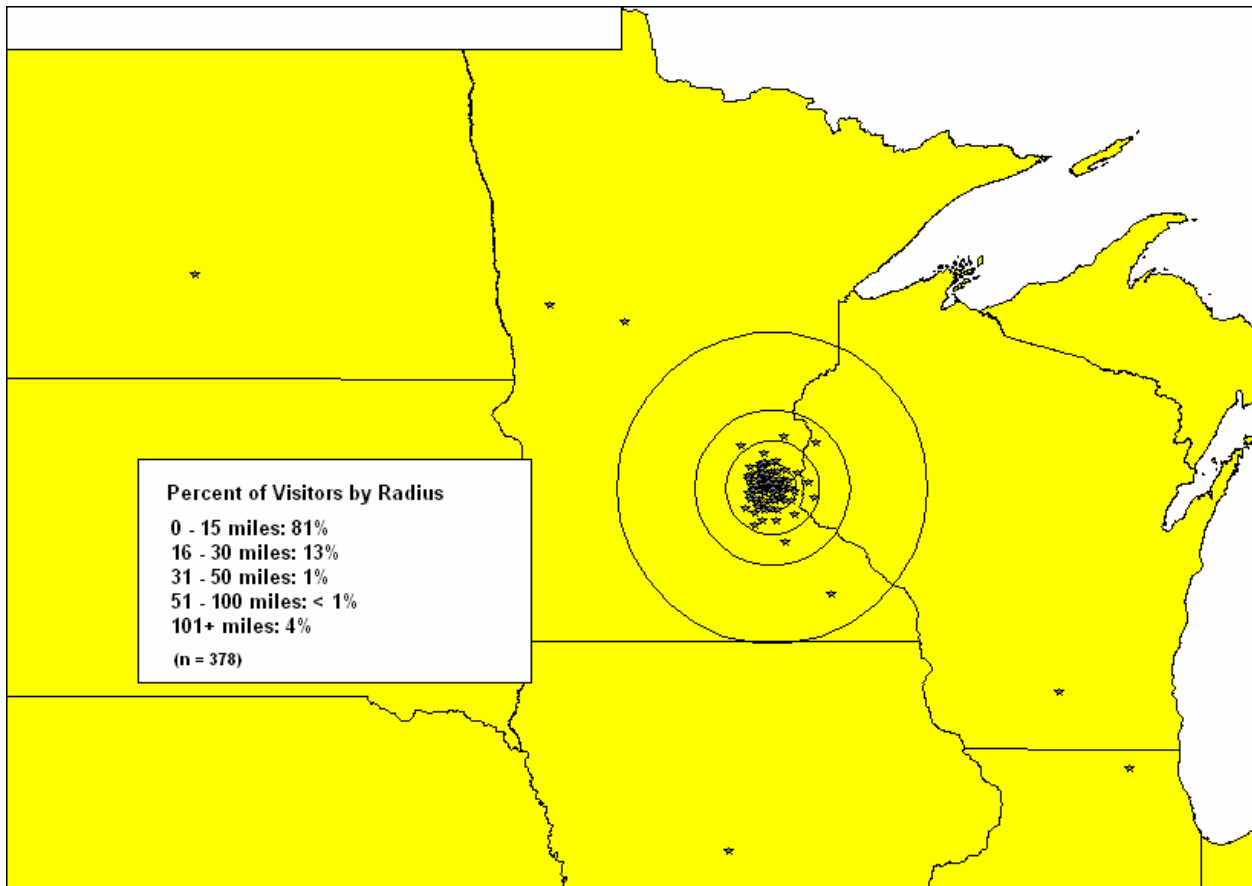


Figure 3. Radius map of respondents to Grand Old Day, 2006 (n=378).

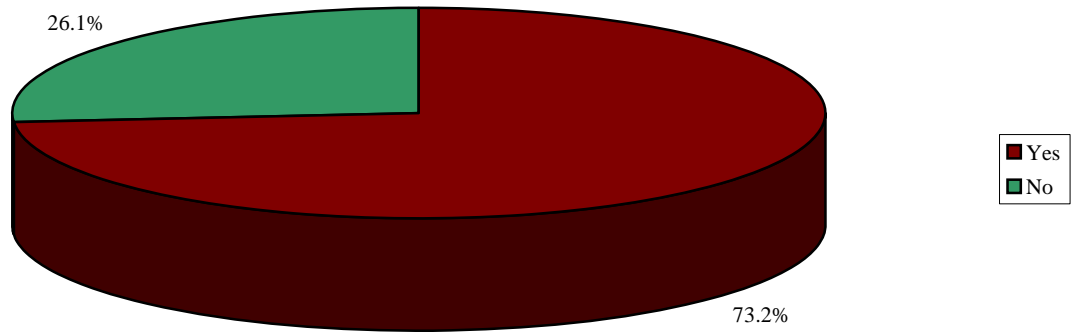


Figure 4. Previous Grand Old Day attendance among visitors to Grand Old Day, 2006.

Table 3. Information sources among visitors to Grand Old Day, 2006.

	Frequency	Percent
Friends	224	53.6
Previous visit	130	31.1
Newspaper	87	20.8
Radio	58	13.9
Other	57	13.6
TV	33	7.9
Internet	29	6.9
Brochure	9	2.2

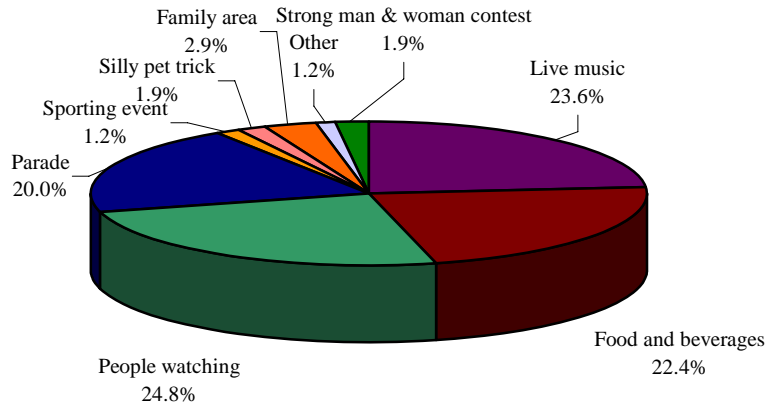


Figure 5. Most enjoyable attribute of Grand Old Day among questionnaire respondents, 2006.

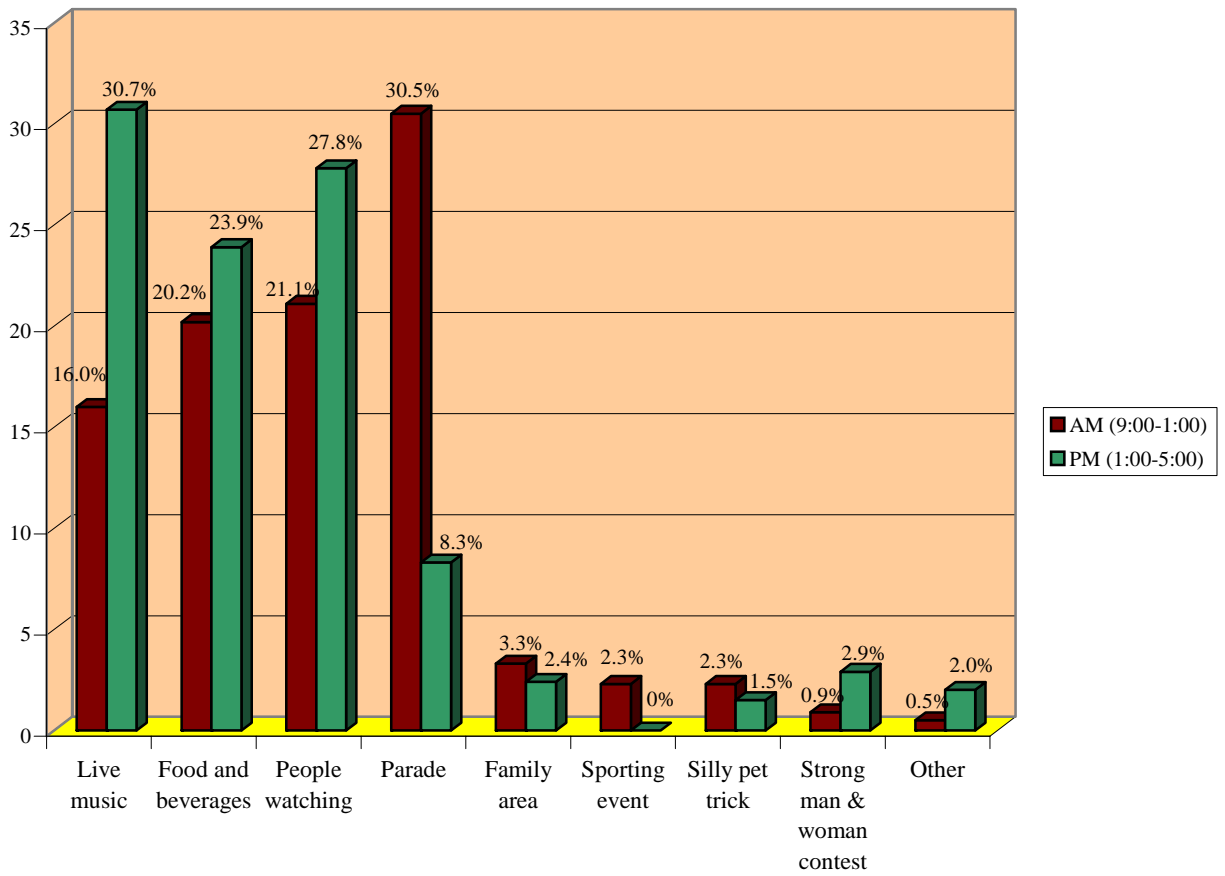


Figure 6. Most enjoyable attribute of Grand Old Day based on questionnaire completion time of among Grand Old Day respondents, 2006.

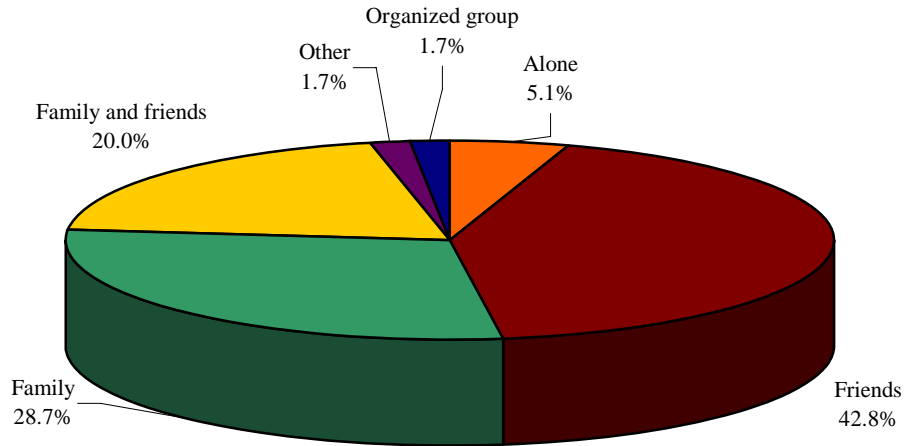


Figure 7. Group composition among visitors to Grand Old Day, 2006.

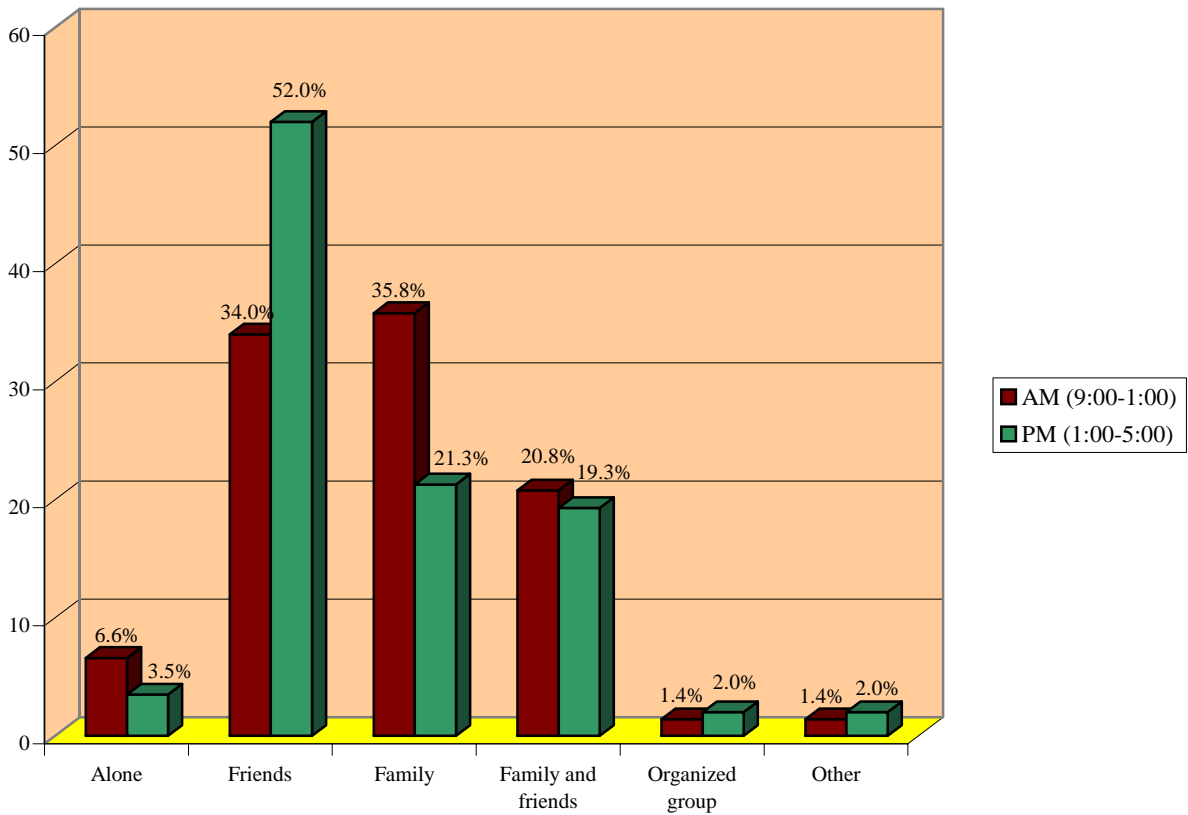


Figure 8. Group composition based on questionnaire completion time of among Grand Old Day respondents, 2006.

Table 4. Group composition age among visitors to Grand Old Day, 2006.

	Frequency	Percent
Adults (21+)	396	94.7
Children (0-12)	102	24.4
Teenagers (13-21)	60	14.4

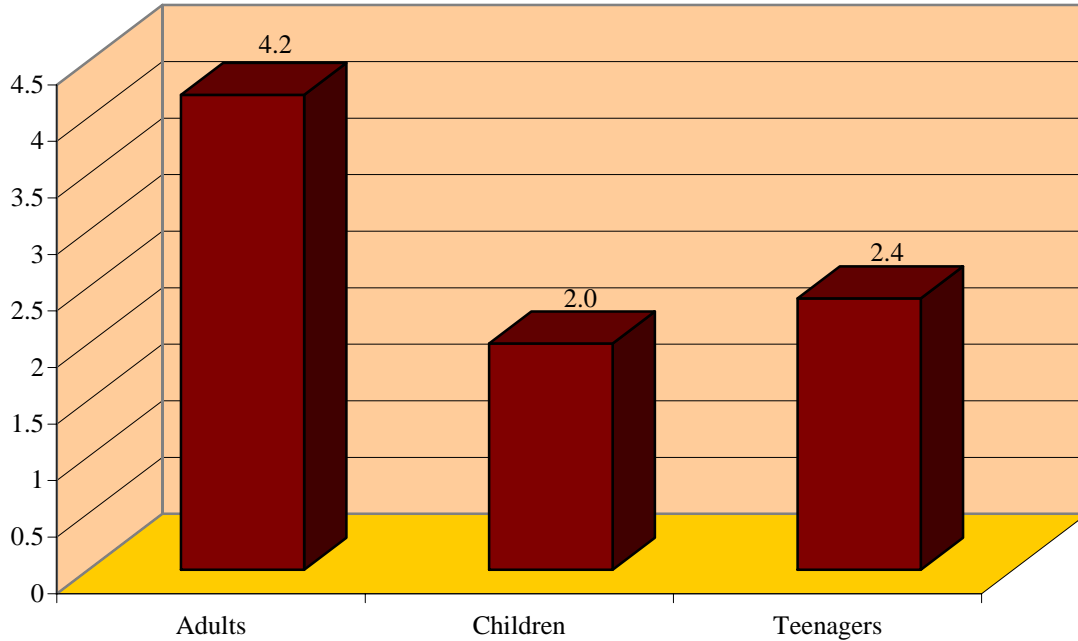


Figure 9. Average group size based on age categories among visitors to Grand Old Day, 2006.

Table 5. Average expenditures at Grand Old Day among festival attendee respondents, 2006.

	M	S.D.	Range
Food and beverages (n=325)	\$23.22	\$20.05	\$0-100
Other (n=94)	\$4.82	\$10.05	\$0-50
Souvenirs (n=153)	\$4.22	\$9.55	\$0-50
Wristbands (n=134)	\$3.28	\$5.02	\$0-30
Parking (n=166)	\$1.40	\$3.41	\$0-15

Table 6. Purpose of previous visit to Grand Avenue among visitors to Grand Old Day, 2006.

	Frequency	Percent¹
Restaurants	310	74.2
Shopping	255	61.0
Resident	106	25.4
Other events	103	24.6
Services	90	21.5
Movies	75	17.9

¹Totals more than 100% as respondents indicated all purposes for prior visit.

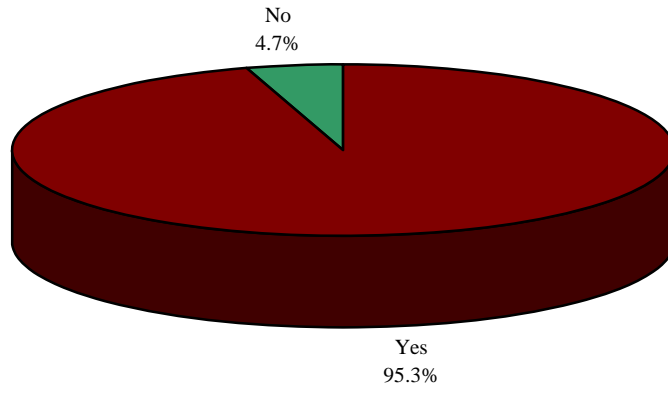


Figure 10. Intention to return to Grand Avenue in the next twelve months among visitors to Grand Old Day, 2006.

APPENDIX C

Comments and Suggestions

Greatly organized-Clean

Great job/Great day!!!

Always Awesome!

I want to drink in the street

Some events interpreted. Have certain events cater to spacefree audiences, more booths, parade was not organized this year

Better planning. This year schriend (??) and planning was not very well

Beer restrictions similar to the 90's

Make shorter surveys

More free beer

I (heart) grand ol day

Thanx for all the fish

More places to sit.

None

Have mud wrestling (women)

Fun times!

It's a great event. Maybe more booths? Loved it. Thanks.

Could stay open until 6:pm Clean-up is great-dumpster woke me Sat nite

Great Fun!

Make streets open to walk freely with alcoholic beverages

Word

This is awesome

Great lady doing survey

Jane was great!-very informative!
Please consider less alcohol & more music, etc.

West t-shirt contest's

Good Job! Keep it up!

This is quite the survey

Good organization

Less drinking

My feet hurt

Naked people around-parking for ONLY motorcycles

Please book more bands and local music groups for the parade!

Love it

I LOVE A PARADE!

Thanks!

What up Grand?

More outdoor music

LOVE GRAND OLD DAYS!!

YAHTZEE!

Grand old day should be twice a year

I LOVE G.O.D. It was better with kegs in wheelbarrow stop the thuneism

It's a tradition!

This is a GREAT EVENT!! Good job!!

Excellent

Consider parade escorts that could help keep parade units together and spectators out of the street

Throw stuff off the floats! (beads hanging on the trees are cool)
GRAND OLD DAY ROCKS!

Woo!

Great time/tradition

Map in the newspaper

More marching bands

More marching bands.

Here to see the parade & enjoy a nice day

The parade should be on time and should come at the same time.

Grand ol day doesn't need much improvement. Possibly some carnival rides 4 kids

Keep it family, tight police control, restrained alcohol

Always a great time, thanks

Keep the fun going

Parade gets stretched-no end clear

Make schedule more timely

GBLT Section

Great event

Here to see a friend in the Ska band Umbrellabed

Was disappointed that the shops were not open!!!!!!

Very nice time

Parade was spread out a little too much; would have been better if they stayed together. I like the tables selling jewelry, clothes, etc..and would like to see more

The parade had a huge gap in it and people thought it was over half way through and left. Better coordination during parade is needed

I thank for this!

Places to wash hands would be ideal

Gorgeous day! ☺

Mean age should be categorized in better

Great event

Pkg on website on Grand NR. St Thomas not find

All perfect

Less food more things to look at

Music a little loud—speakers in front of houses-No! No!

Minnesota is awesome!

Beer on the street

Kick %\$# time!

I am everything and all things

I was so happy the CVS was open for me to get sunscreen. Shat a lovely store with great people.

Put out water for dogs. Fewer lags in the parade.

Have it on a Sat.

Need a place for families to enjoy an adult beverage

No toilet paper & trash was overflowing

No toilet paper in Biffs-all day

More beer=more better

More food stalls

\$5 wrist band was too pricy for me.

Less noise @ 4:00AM while setting up. (Okay-wasn't that bad.) Have food vendors walk around and sell food.

You should have a Best of "South of the border" contest (aka butt)

Family area

More free things, benches

Location of bands closer to street. Extend time to 6 PM.

There should be more stuff on the West end.

Places to sit down/tables

Only suggestion is to have more tables or benches to sit and enjoy music/food

Check garbages & porta-toilets more often-need garbages next to hand wash stages