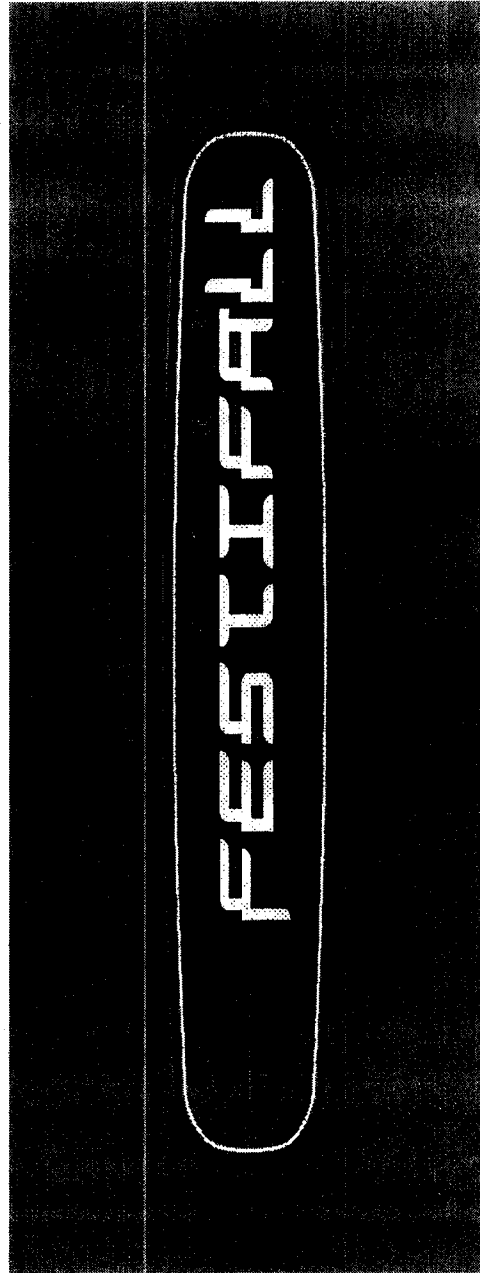


# Festifall 2002 Survey Information



## Demographic Info

1. Where do you live?

67%	Chapel Hill
14%	Carrboro
3%	Rest of Orange Co.
6%	Durham
1%	Raleigh
9%	Other

2. What is your age?

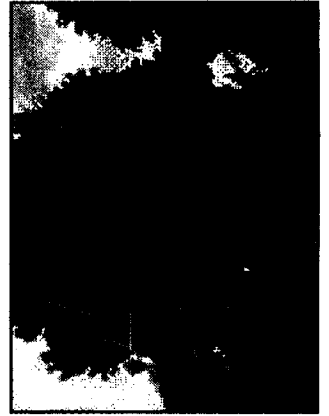
1%	7 years and under
3%	8-12 years
7%	13-17 years
11%	18-24 years
20%	25-35 years old
36%	36-50 years old
22%	51 years and older

3. Gender

36%	Male
64%	Female

4. Ethnicity

5%	Asian
13%	African-American
73%	Caucasian
3%	Latino
1%	Native American
5%	Other



## **General Fair Information**

1. Why did you attend the street fair?

21% Food

27% Arts and Crafts

28% Entertainment

18% Community Event

6% Other

2. How many street fairs have you attended in Chapel Hill?

26% First street fair

21% 1-3 years

23% 4-7 years

15% 8-11 years

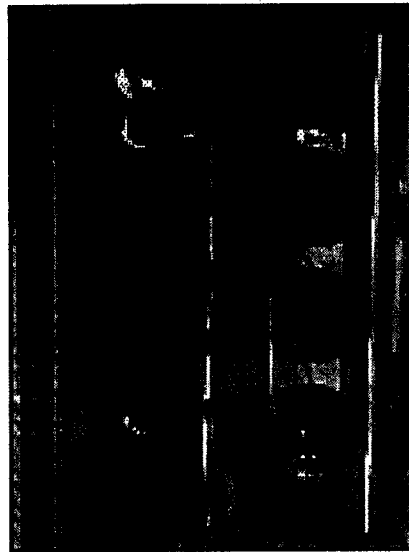
15% Other

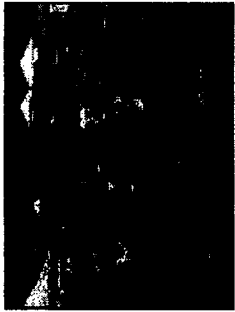
3. How do you rate this past years' street fairs?

64% Same as previous

30% Better than previous years

6% Worse than previous years





#### 4. What do you find most successful about the street fairs?

- ⌘ 16% Food vendors
- ⌘ 20% Arts and crafts vendors
- ⌘ 15% Band performances
- ⌘ 8% Group Performances
- ⌘ 11% Kids Zone
- ⌘ 6% Volunteer Opportunities
- ⌘ 10% Non-profit agency booths
- ⌘ 10% Location
- ⌘ 4% Other

(21)



**General Fair Information (ctnd.)**

	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>DON'T KNOW</b>
1. Do you think the street fairs support downtown businesses and merchants?	36%	53%	4%	2%	5%
2. Do you feel the street fairs bring business to Downtown Chapel Hill?	43%	46%	4%	2%	5%
3. Are your interests represented in the street fairs?	30%	53%	7%	3%	7%
4. Do you feel the street fairs accurately represent the Chapel Hill Community?	35%	50%	5%	1%	9%
	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>DON'T KNOW</b>