

2017 Beaufort Shrimp Festival

Beaufort Regional Chamber of Commerce
&
Lowcountry and Resort Islands Tourism
Institute (LRITI) at USCB

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169

Total Responses

Zip Code Analysis

This analysis does not include the zip codes collected from Hilton Head Island, SC, Beaufort, SC, and Savannah, GA.

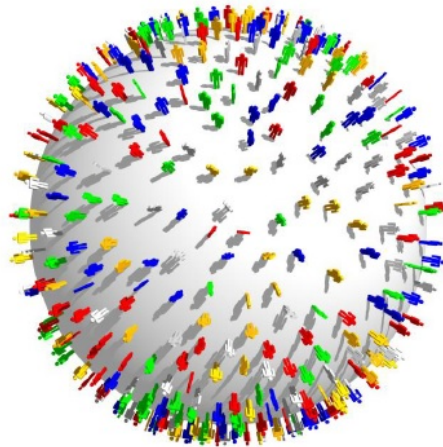
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area	% MSA Share	% MSA Share - % Arbitron	% MSA Share - % Nielsen	% MSA Share - % Scarborough
1	Charleston-North Charleston, SC MSA	9	21.4%	19.0%	19.0%	17.9%
2	Columbia, SC MSA	7	16.7%	14.3%	13.5%	16.7%
3	Greenville, SC MSA	6	14.3%	10.4%	7.3%	8.4%
4	Augusta-Richmond County, GA-SC MSA	5	11.9%	10.0%	9.8%	11.9%
5	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	4	9.5%	-60.5%	-52.0%	-52.4%
6	Orangeburg, SC MSA	3	7.1%	7.1%	7.1%	7.1%
7	Charlotte-Gastonia-Concord, NC-SC MSA	2	4.8%	-4.2%	-4.3%	-8.1%
8	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	2	4.8%	3.5%	2.4%	4.8%
9	Jacksonville, FL MSA	2	4.8%	-0.4%	-0.7%	-5.2%
10	Spartanburg, SC MSA	2	4.8%	0.8%	-2.2%	-1.1%
	Total	42	100.0%			

All Zip Codes Collected

Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
1	Hilton Head Island-Beaufort, SC MSA	94
2	Charleston-North Charleston, SC MSA	9
3	Savannah, GA MSA	7
4	Columbia, SC MSA	7
5	Greenville, SC MSA	6
6	Augusta-Richmond County, GA-SC MSA	5
7	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	4
8	Orangeburg, SC MSA	3
9	Charlotte-Gastonia-Concord, NC-SC MSA	2
10	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	2
11	Jacksonville, FL MSA	2
12	Spartanburg, SC MSA	2
13	Denver-Aurora, CO MSA	1
14	Rapid City, SD MSA	1
15	Statesboro, GA MSA	1
16	Georgetown, SC MSA	1
17	Walterboro, SC MSA	1
18	Florence, SC MSA	1
19	Jacksonville, NC MSA	1
20	Frankfort, KY MSA	1

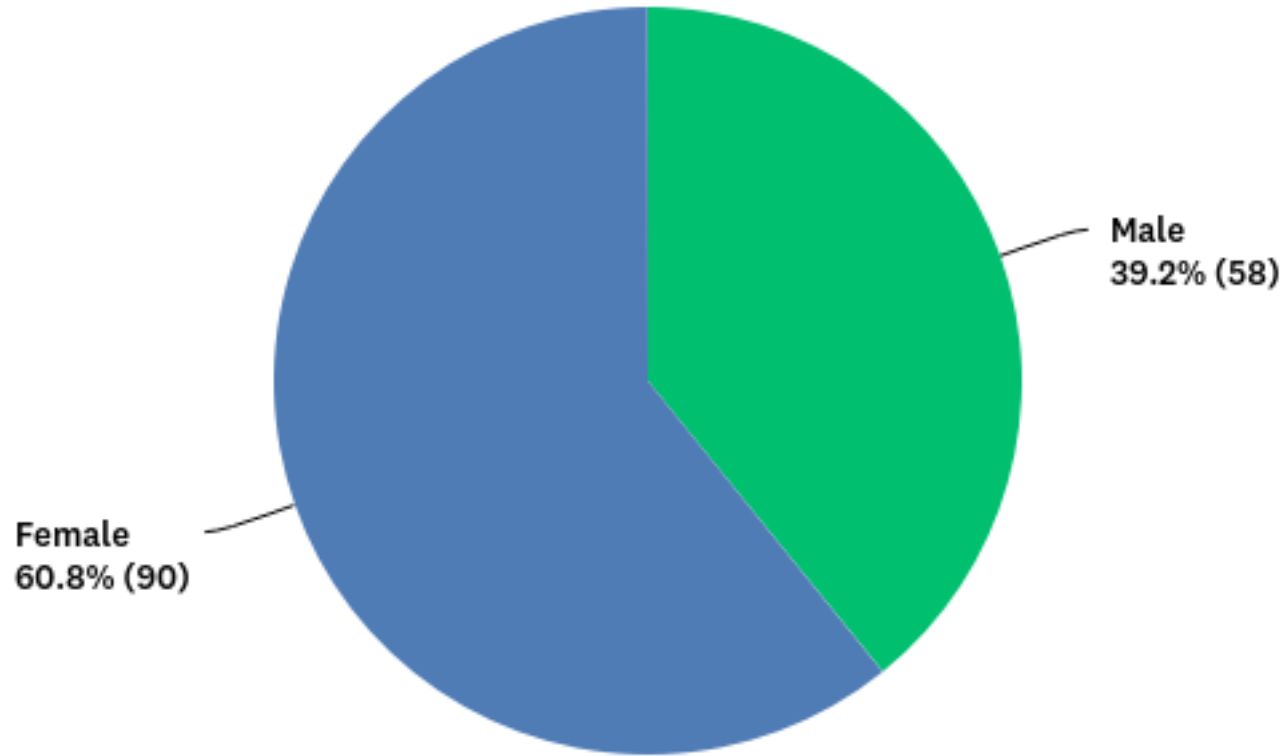
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
21	Knoxville, TN MSA	1
22	Anderson, SC MSA	1
23	Athens-Clarke County, GA MSA	1
24	Mansfield, OH MSA	1
25	Raleigh-Cary, NC MSA	1
26	Richmond, VA MSA	1
27	Virginia Beach-Norfolk-Newport News, VA-NC MSA	1
28	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	1
29	Harrisburg-Carlisle, PA MSA	1
30	Hartford-West Hartford-East Hartford, CT MSA	1
31	Providence-New Bedford-Fall River, RI-MA MSA	1

Demographics



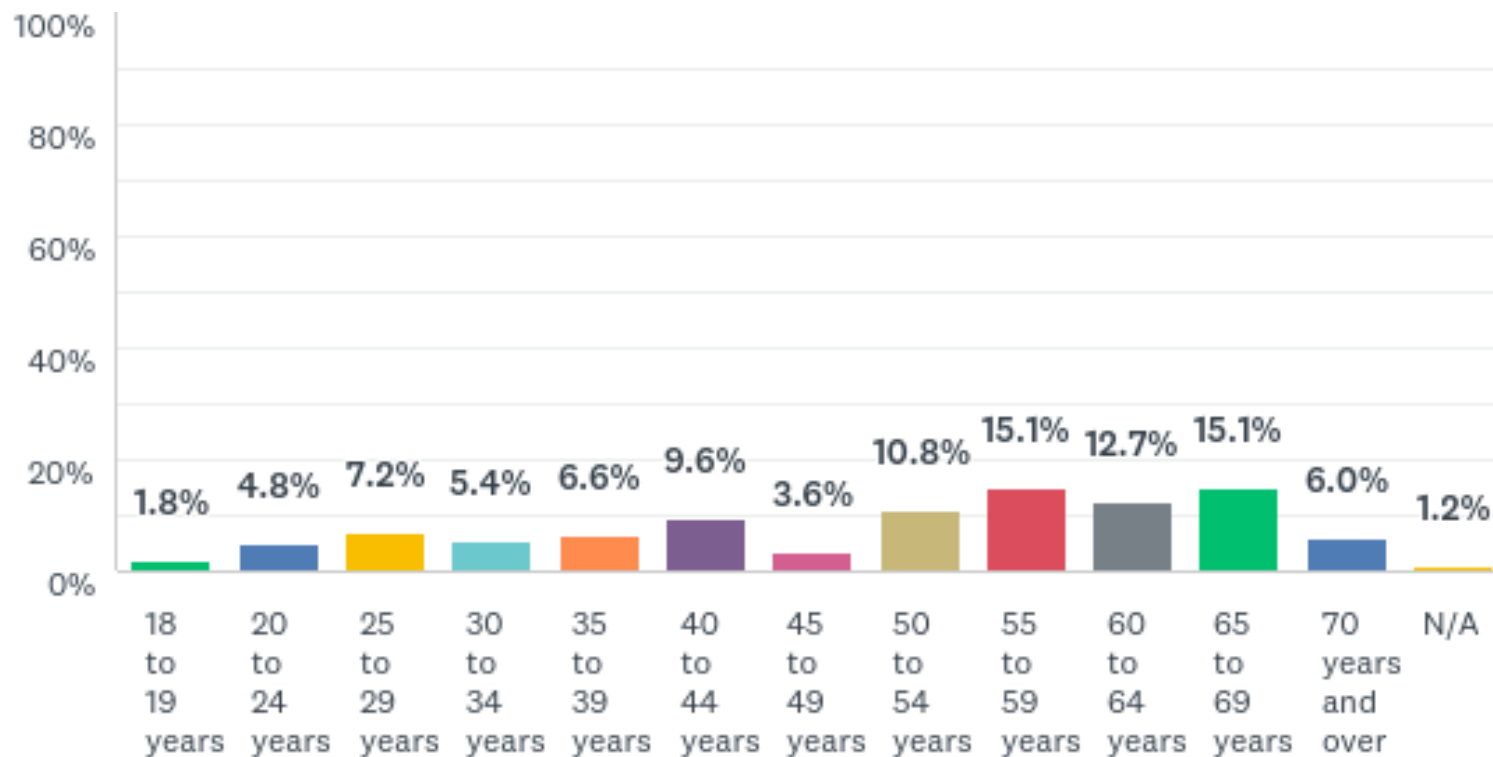
Please indicate your gender below.

Answered: 148 Skipped: 21



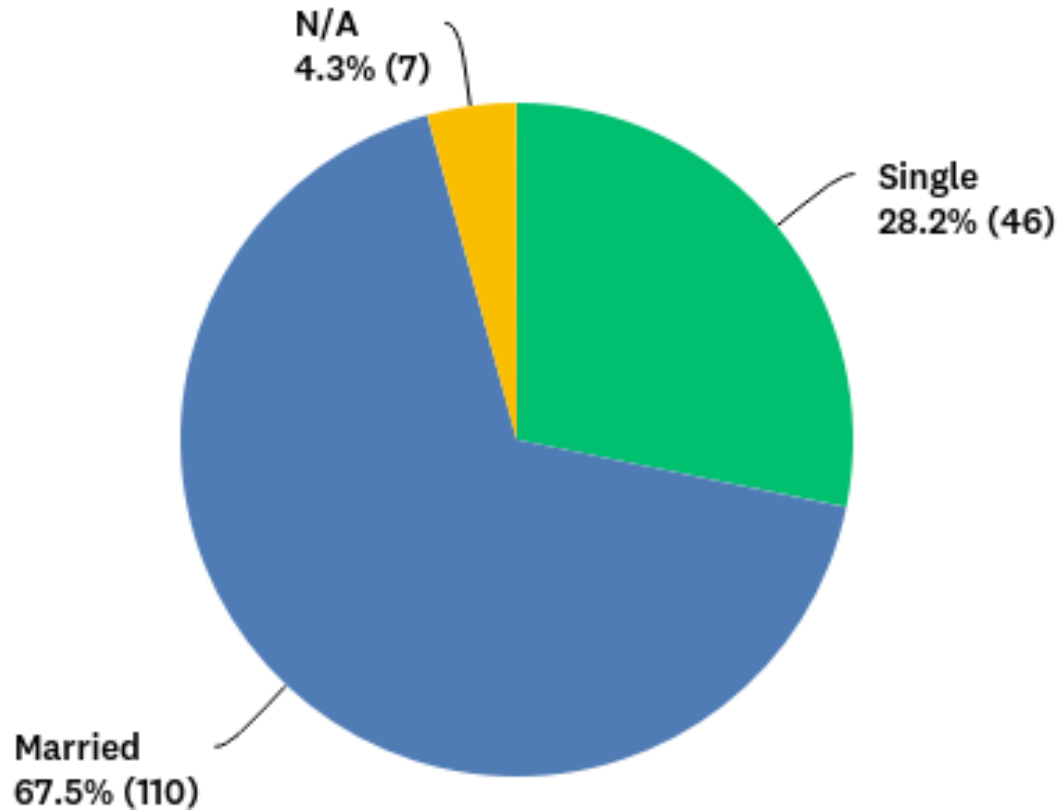
Please indicate your age below.

Answered: 166 Skipped: 3



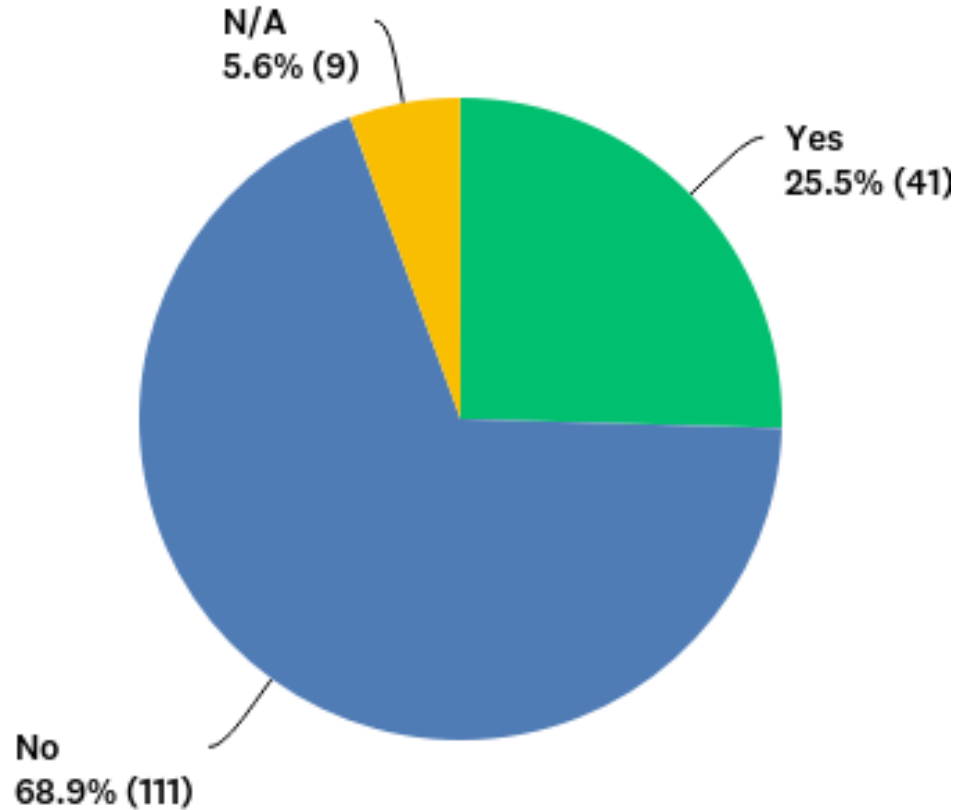
Please indicate your marital status.

Answered: 163 Skipped: 6



Do you have children under 18 living at home?

Answered: 161 Skipped: 8



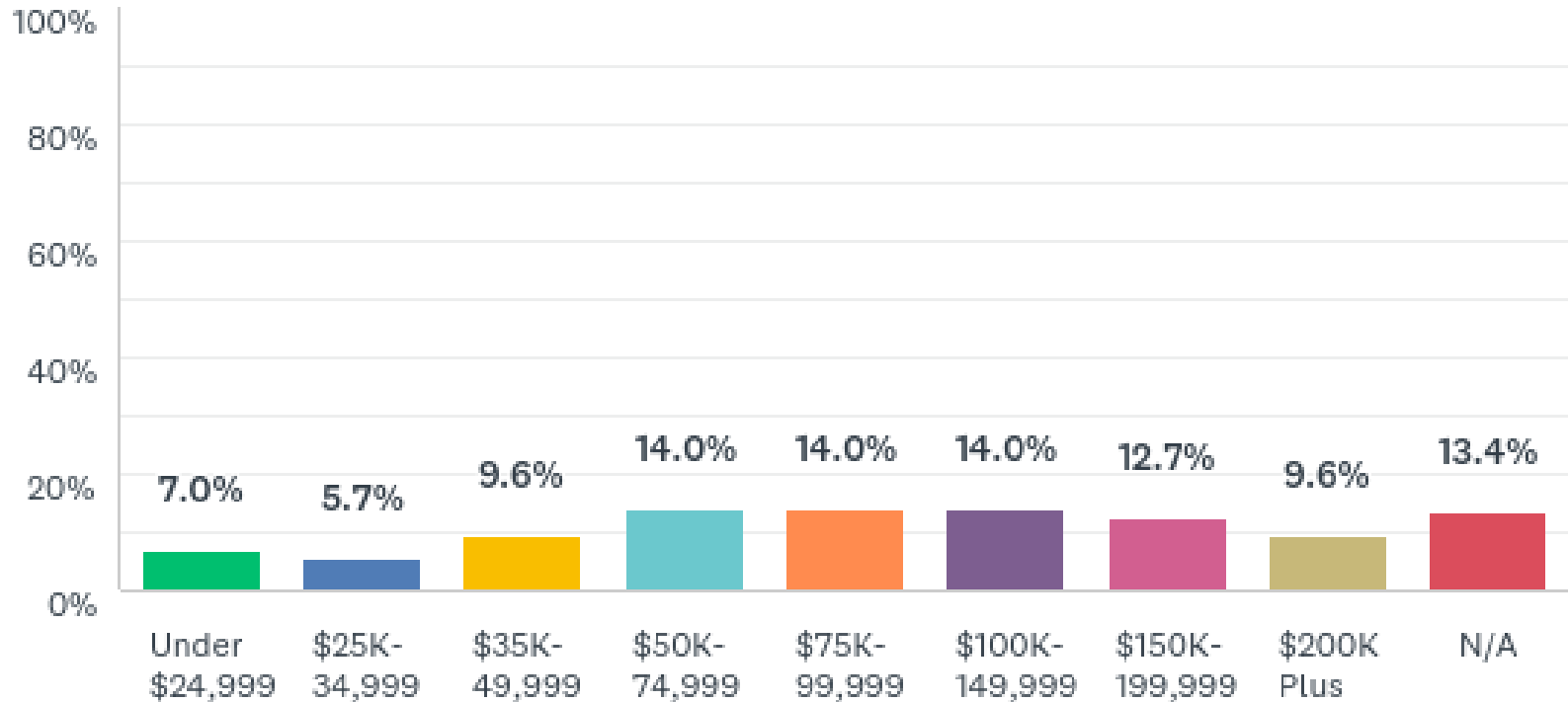
Please indicate your highest level of education.

Answered: 161 Skipped: 8

Answer Choices	Response Percent	Response Count
Grade School	0.6%	1
High School	8.1%	13
Some College	16.1%	26
Associates Degree	13.0%	21
Bachelors Degree	36.0%	58
Graduate Degree	22.4%	36
Doctorate Degree	3.1%	5
N/A	0.6%	1

Which of the following ranges includes your annual household income?

Answered: 157 Skipped: 12

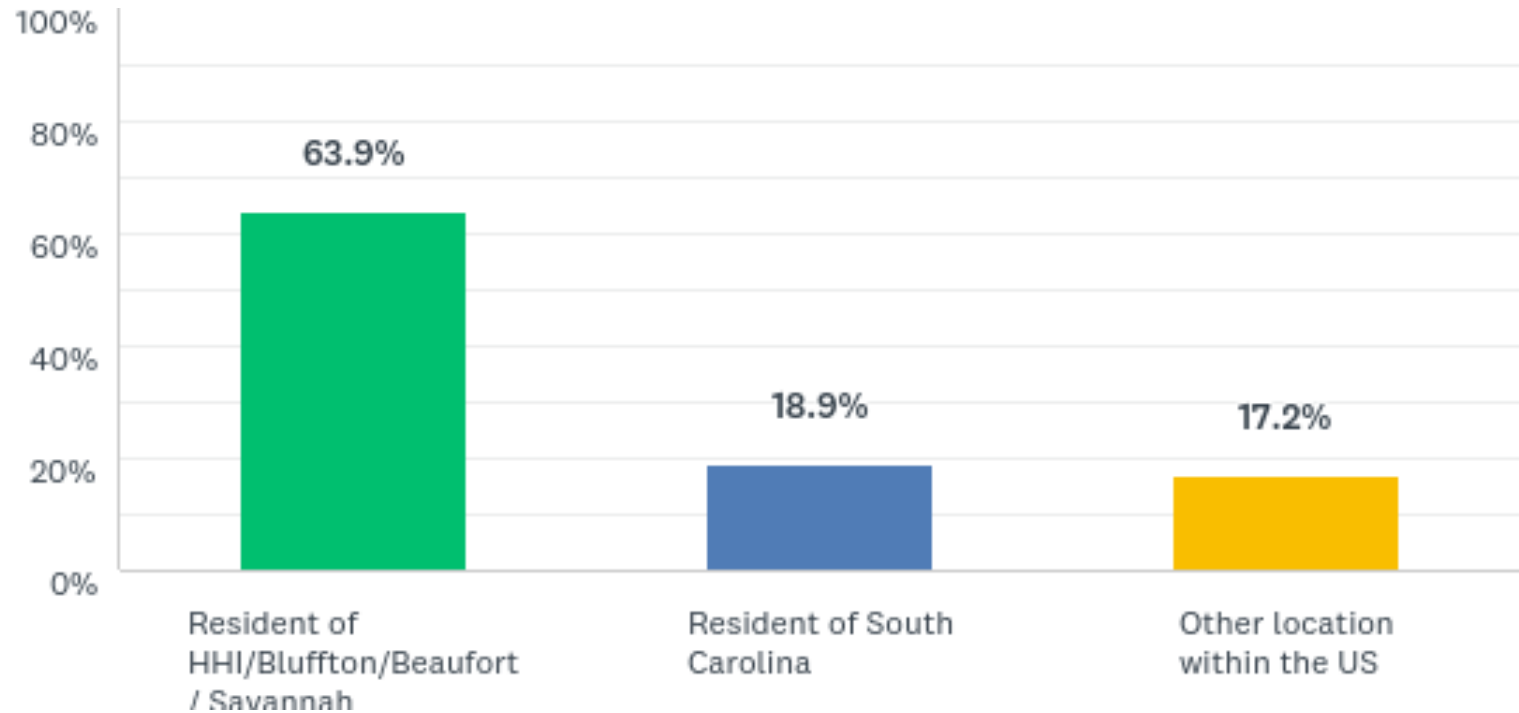


Visitor Characteristics



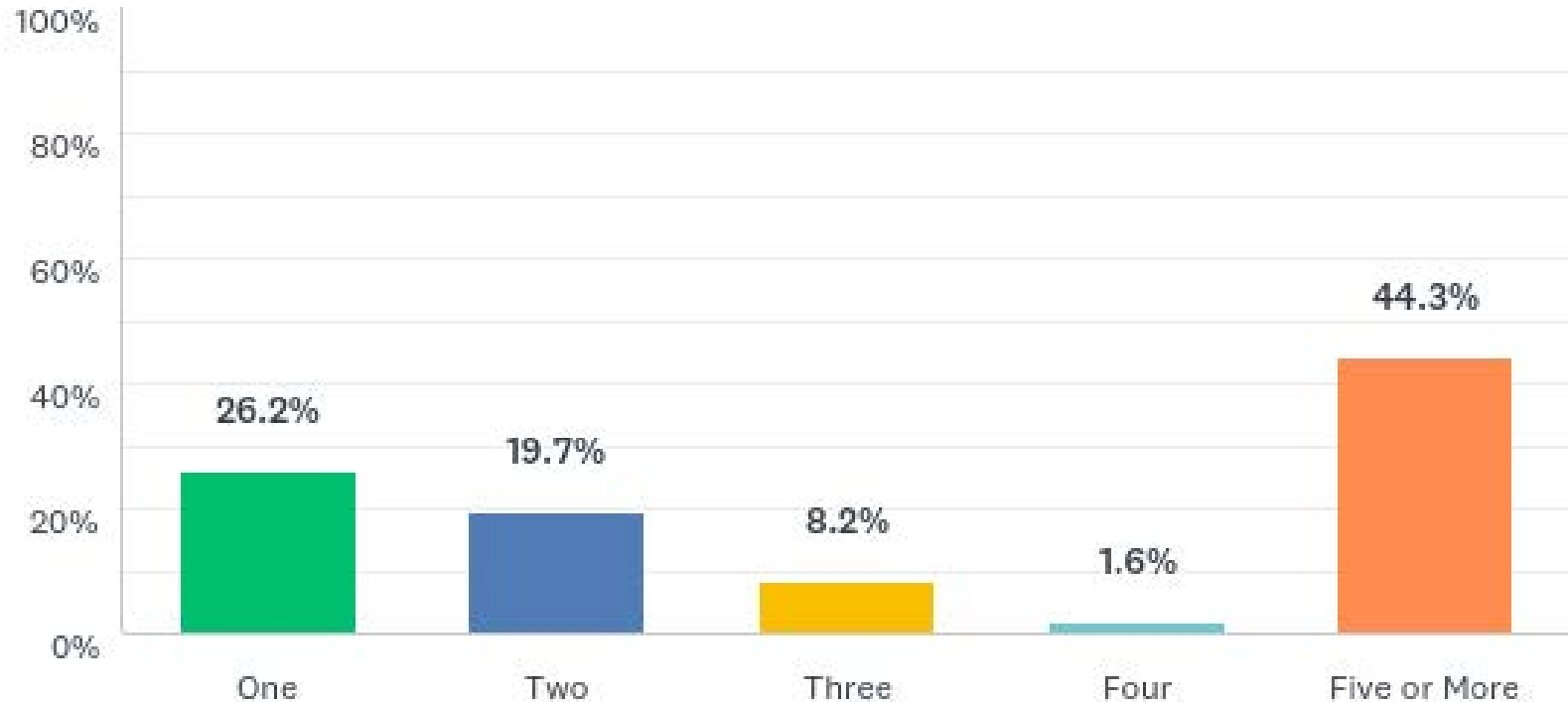
Where is your primary residence?

Answered: 169 Skipped: 0



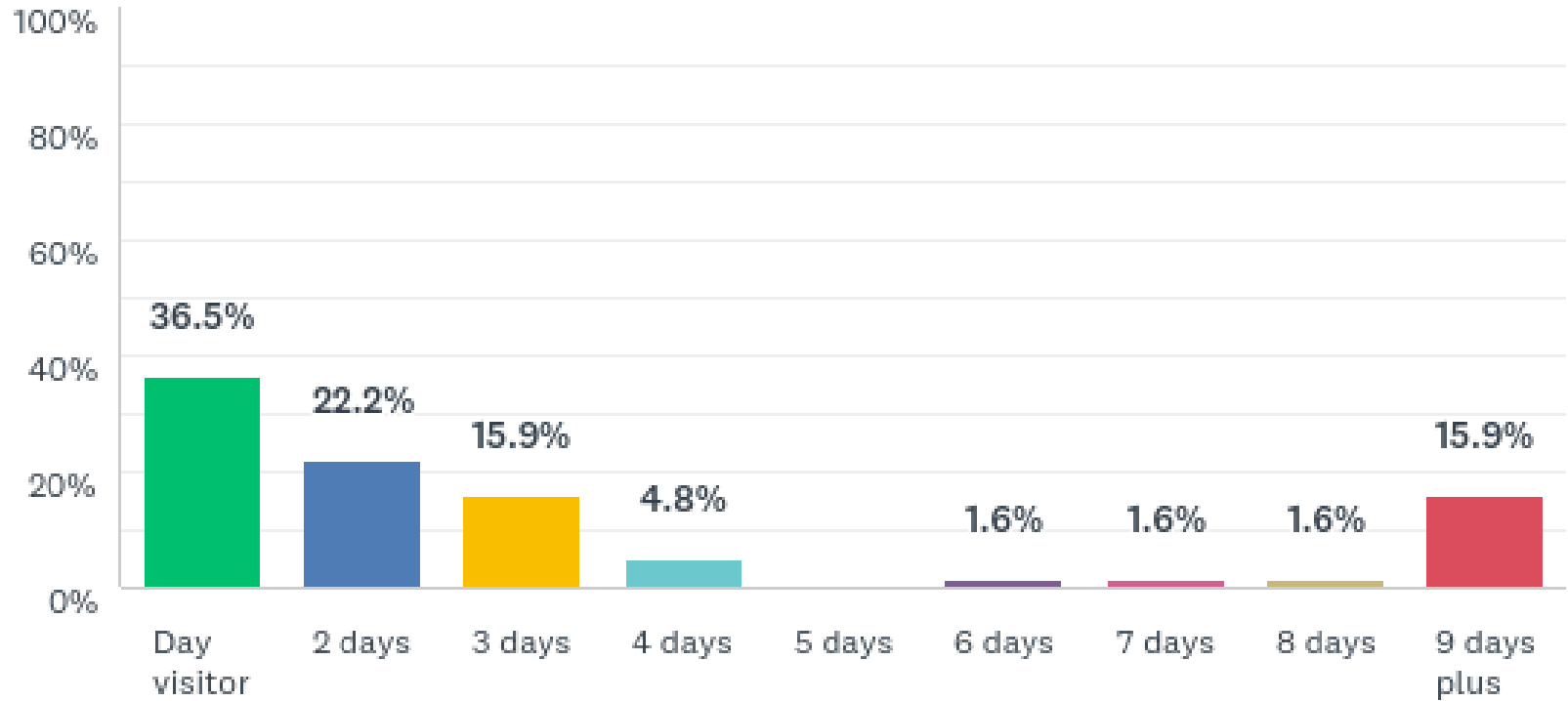
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 61 Skipped: 108



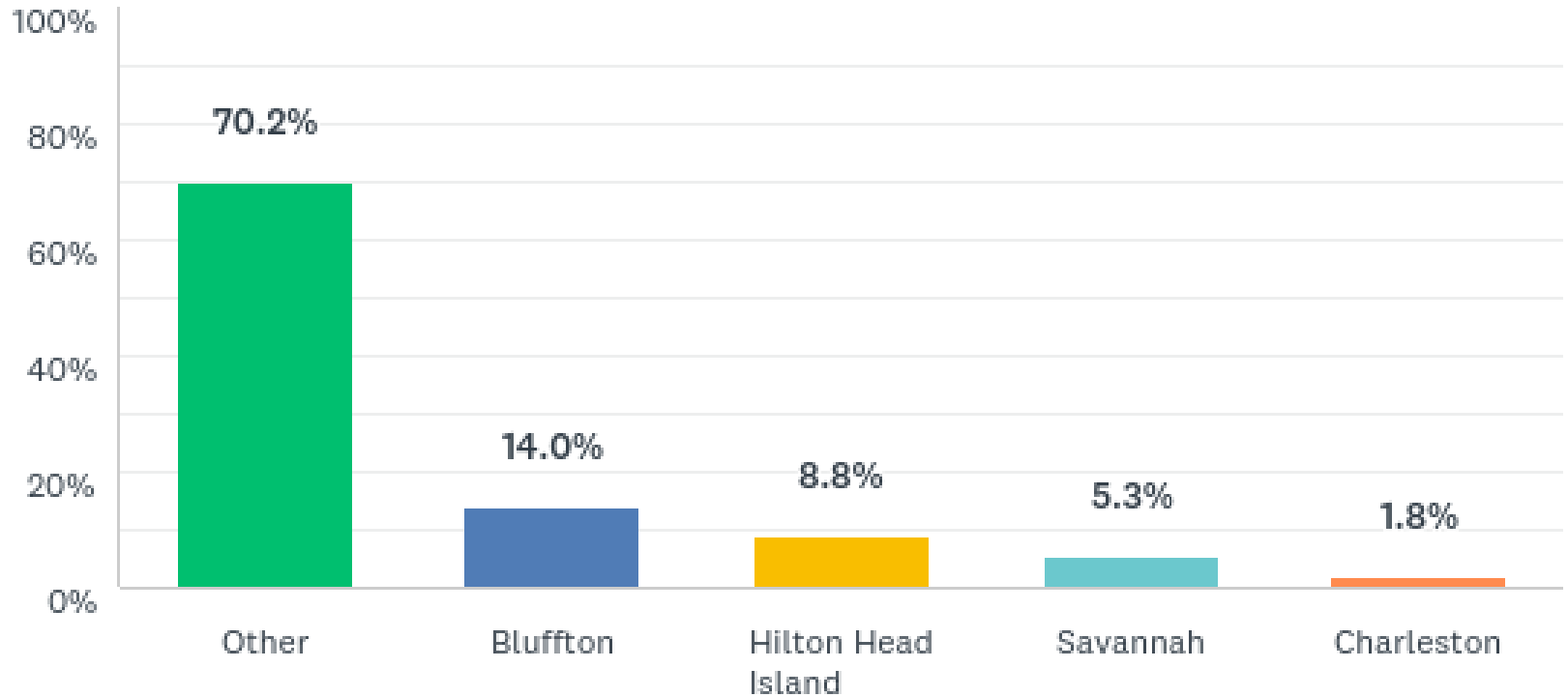
How many days do you intend to stay in Beaufort, SC?

Answered: 63 Skipped: 106



Where are you staying overnight on this trip?

Answered: 57 Skipped: 112



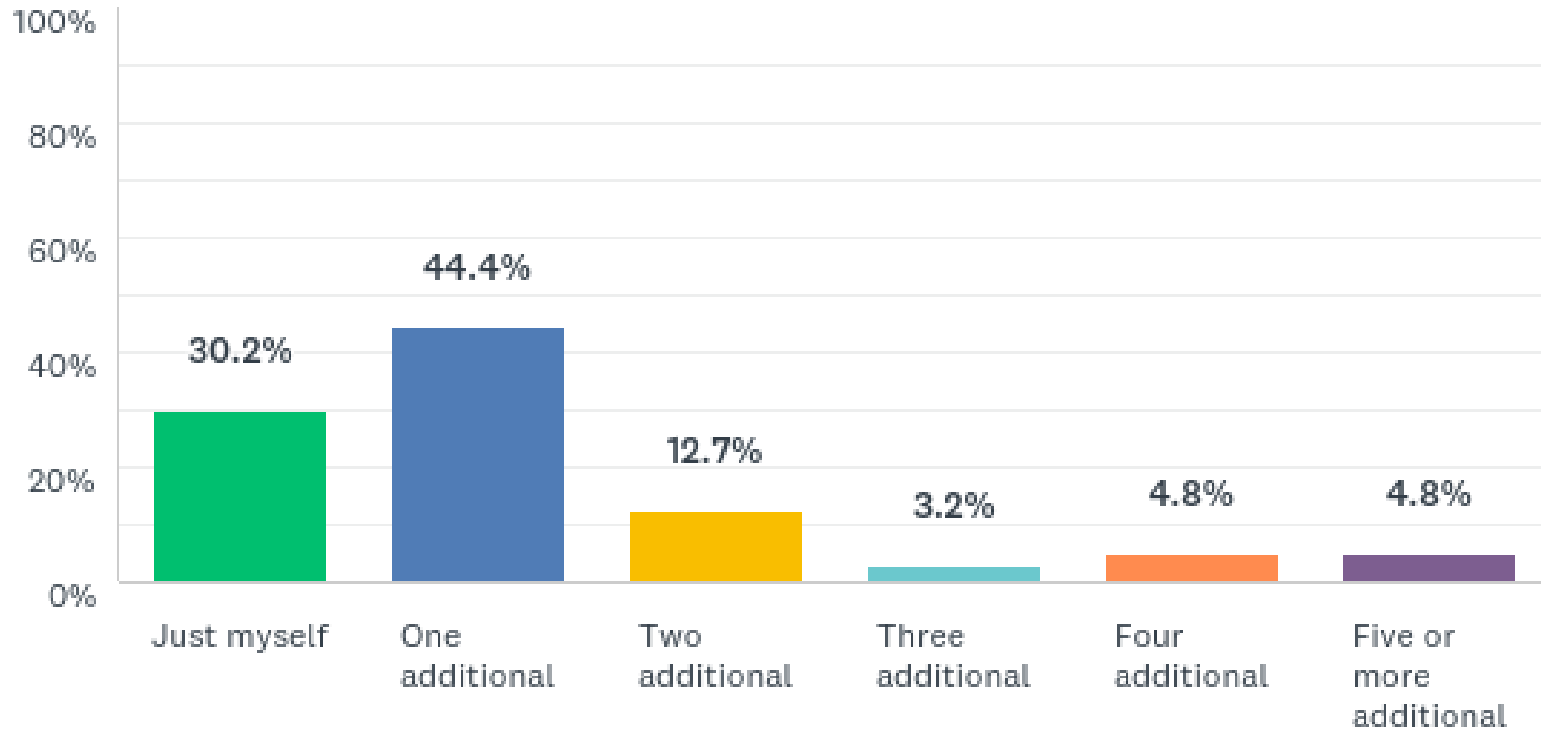
What was the primary reason for this visit to Beaufort, SC?

Answered: 63 Skipped: 106

Answer Choices	Response Percent	Response Choice
2017 Beaufort Shrimp Festival	63.5%	40
Visit friends or relatives	20.6%	13
Pleasure vacation	9.5%	6
Activity close to home	3.2%	2
Business and Pleasure	1.6%	1
Other business	1.6%	1

How many additional people are you financially responsible for during this trip?

Answered: 63 Skipped: 106



Approximately, how much will you spend on lodging PER NIGHT?

Answered: 60 Skipped: 109

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	5.0%	3
\$50.00-99.99	8.3%	5
\$100.00-199.99	23.3%	14
\$200.00-299.99	8.3%	5
\$300.00-399.99	1.7%	1
\$400.00-499.99	1.7%	1
\$500.00-749.99	1.7%	1
\$750.00-999.99	0.0%	0
\$1000.00-1999.99	0.0%	0
\$2000.00-2999.99	0.0%	0
\$3000.00 or more	0.0%	0
N/A	50.0%	30

Approximately, how much do you think you'll spend on restaurant dining PER DAY?

Answered: 60 Skipped: 109

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	28.3%	17
\$50.00-99.99	31.7%	19
\$100.00-199.99	18.3%	11
\$200.00-299.99	6.7%	4
\$300.00-399.99	1.7%	1
\$400.00-499.99	1.7%	1
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 or more	0.0%	0
N/A	11.7%	7

How much do you think you'll spend on retail purchases (i.e. clothes, gifts, etc.) PER DAY ?

Answered: 57 Skipped: 112

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	36.8%	21
\$50.00-99.99	28.1%	16
\$100.00-199.99	14.0%	8
\$200.00-299.99	1.8%	1
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	1.8%	1
\$750.00-999.99	0.0%	0
\$1000.00 or more	0.0%	0
N/A	17.5%	10

How much do you think you'll spend on recreation expenses (i.e. golf, tennis, bicycling, etc.) PER DAY?

Answered: 58 Skipped: 111

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	44.8%	26
\$50.00-99.99	19.0%	11
\$100.00-199.99	3.4%	2
\$200.00-299.99	1.7%	1
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 or more	0.0%	0
N/A	31.0%	18

Festival Characteristics



How did you first learn of the Beaufort Shrimp Festival?

Answered: 169 Skipped: 0

Answer Choices	Response Percent	Response Count
Word of Mouth	36.1%	61
Social Networks (Facebook, Twitter, etc.)	16.0%	27
Newspaper	11.8%	20
Website	11.8%	20
Other	11.8%	20
Internet Search	9.5%	16
Television Commercial or News Coverage	7.7%	13
Main Street Beaufort, USA	7.1%	12

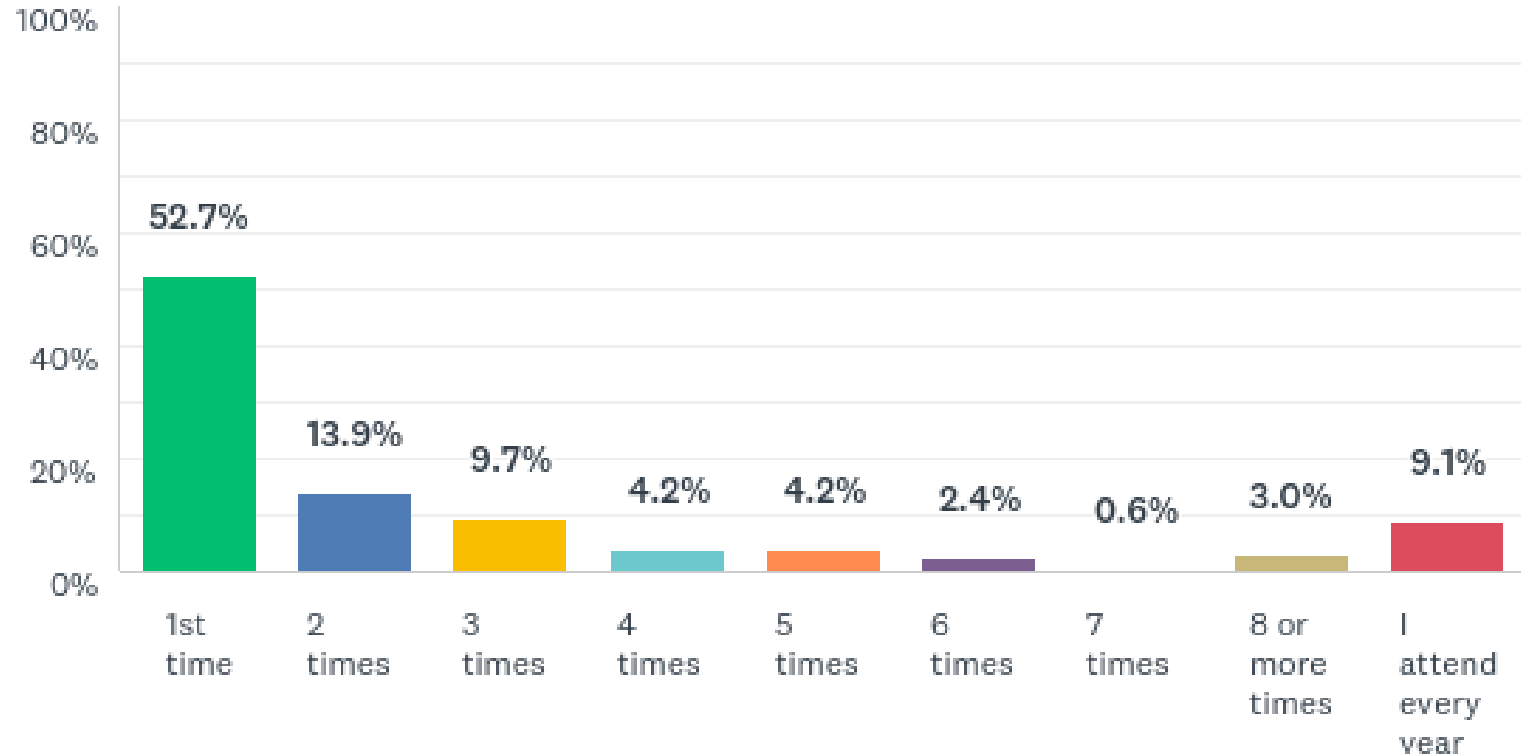
How did you first learn of the Beaufort Water Festival?

Answered: 169 Skipped: 0

Answer Choices	Response Percent	Response Count
Radio Commercial or News Coverage	4.7%	8
Downtown Beaufort Shopping Locations	4.7%	8
Beaufort Regional Chamber of Commerce	3.6%	6
Magazine	3.0%	5
www.beaufortsc.org	1.8%	3
www.downtownbeaufort.com	1.2%	2

Including this festival, how many times have you attended the Beaufort Shrimp Festival?

Answered: 165 Skipped: 4



How would you rate the following festival characteristics?

Answered: 168 Skipped: 1

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Music	0.0%	0.6%	10.4%	40.9%	48.2%	164	4.37
Cost	0.0%	4.9%	26.2%	32.3%	36.6%	164	4.01
Staff Friendliness	1.2%	0.0%	4.2%	32.7%	61.8%	165	4.54
Kid's Area	0.0%	0.0%	20.4%	44.4%	35.2%	142	4.15
Event Location	0.0%	1.2%	3.7%	23.6%	71.4%	161	4.65
Parking	9.3%	10.6%	31.1%	24.2%	24.8%	161	3.45
Food Vendor Variety	0.6%	0.6%	10.6%	34.2%	54.0%	161	4.40

How would you rate the following festival characteristics?

Answered: 164 Skipped: 5

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Quality of Food You Purchased	0.0%	0.0%	8.6%	38.9%	52.5%	162	4.44
Quality of Beverage You Purchased	0.0%	0.0%	17.2%	35.0%	47.8%	157	4.31
Retail Vendor Variety	0.0%	0.0%	18.4%	39.9%	41.7%	163	4.23
Availability of Public Seating	1.9%	10.0%	26.3%	28.7%	33.1%	160	3.81
Crowd Flow	0.6%	0.6%	19.0%	43.0%	36.7%	158	4.15
Overall Value of the Event	0.0%	1.2%	11.0%	40.2%	47.6%	164	4.34

How likely are you to return to next year's festival and recommend the festival to friends?

Answered: 166 Skipped: 3

	Extremely unlikely	Very unlikely	Not sure	Very likely	Extremely likely	Total	Weighted Average
Recommend the festival to friends	0.6%	1.8%	9.8%	35.0%	52.8%	163	4.37
Return to next year's festival	0.0%	0.6%	5.1%	38.9%	55.4%	157	4.49



For More Information:

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See also: www.lriti.org

<http://facebook.com/lriti/uscb>

LinkedIn: Lowcountry and Resort Islands
Tourism Institute at USCB