

PRELIMINARY ATTENDENCE REPORT

Festival Attendance

Saturday (total - 11:00 → 9:00 PM) = 6915

Saturday (till 7:00 PM) = 6099

Sunday (total - 11:00 → 7:00 PM) = 6592

Total (Sat + Sun) = 13,507

We suggest adding at least 500 people/day for uncounted arrivals through other entrances. Also, we did not count performers - they could be added.

Although total attendance was higher on Saturday, the graphs confirm everyone's subjective impression that the site was more crowded Sunday. On Sunday, more people came in the 11:00 → 7:00 period, they came earlier & appear to have stayed longer.

Attendance peaked in the 3-4:00 period on both days. The similarity of the 5:00-7:00 decline suggests that we are dealing with natural laws, which may or may not be immutable. It could have implications for programming, publicity, food availability, etc.

Reliability of the counts is probably high. Entry & exit counts agree acceptably. Coverage of the south entrance should be considered. I estimate less than 5% error at the covered entrances.

Event Counts

We tried to count audiences at their peak. Not all were, but time of count was recorded. That will help interpret the data. A lot of the numbers are averages of several people's counts - accuracy seems to be high.

Coverage was disappointing Saturday - more organized Sunday.

Surveys

178 surveys were completed, most in the late afternoon when people had had time to form an impression.

The numerical tabulations are on the attached copy. Subjective answers are not yet summarized, although we have included our preliminary impressions.

Expected: About $\frac{2}{3}$ didn't get into the lot.

Notable: Program distribution was excellent, the greeters made a very good first impression, & the program format was well liked.

Newspapers most effective advertising.

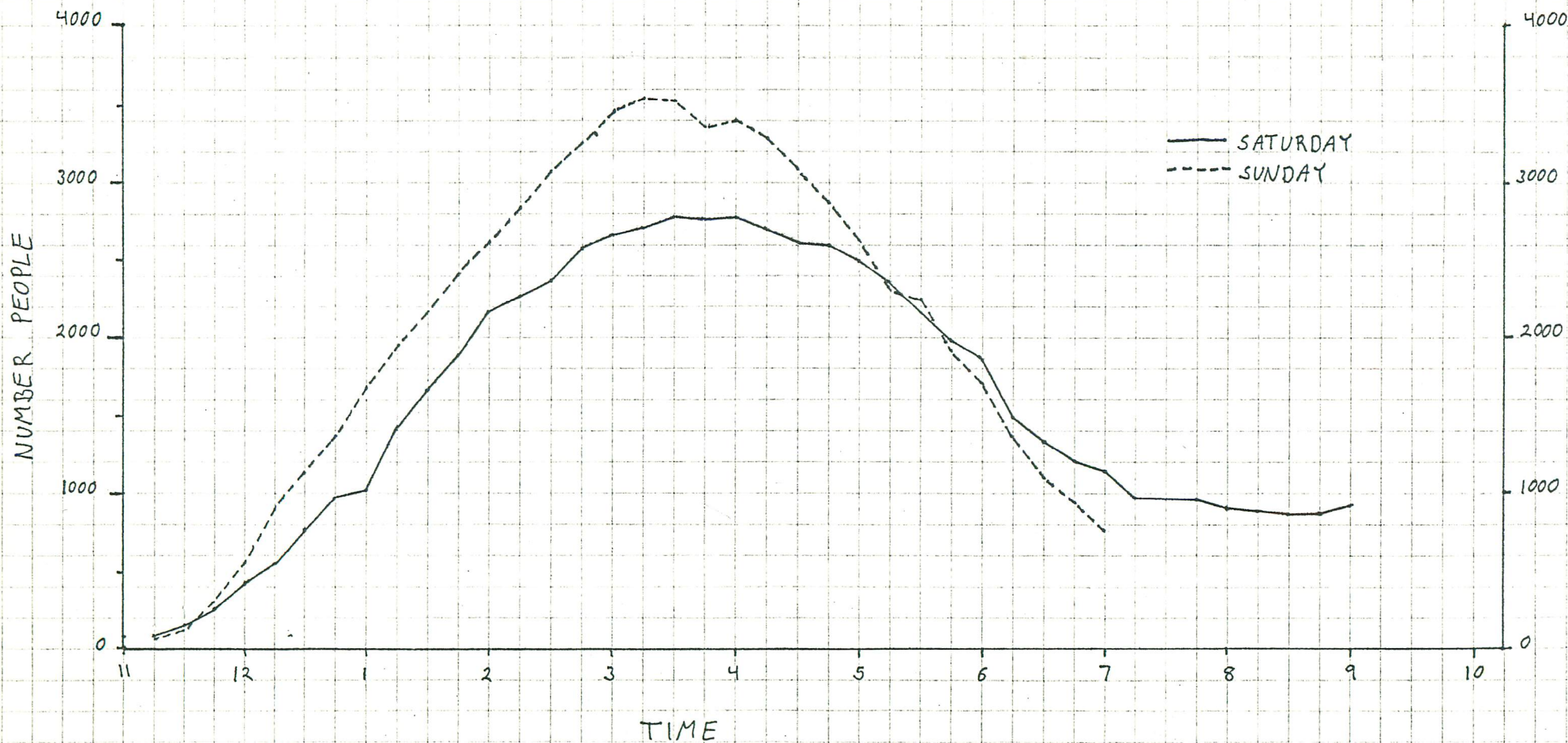
Lots of newcomers to the festival.

Confirmed: The food is not popular. Nor the prices.

Further interpretations (cosmic & otherwise), data, methods, etc will be cheerfully supplied.

NUMBER OF PEOPLE ON FESTIVAL GROUNDS

JULY 2 & 3, 1984

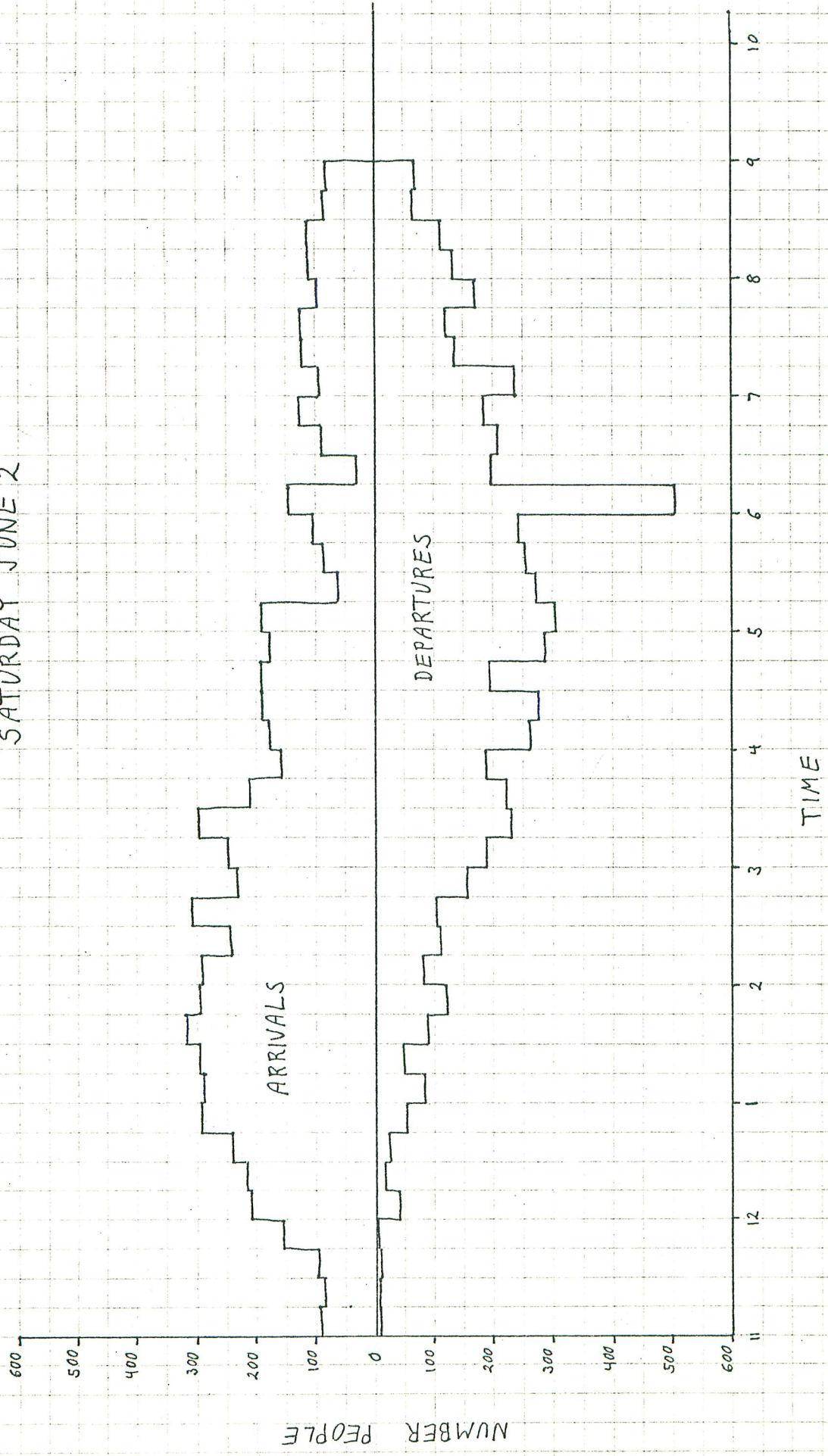


TOTAL MEASURED ATTENDANCE

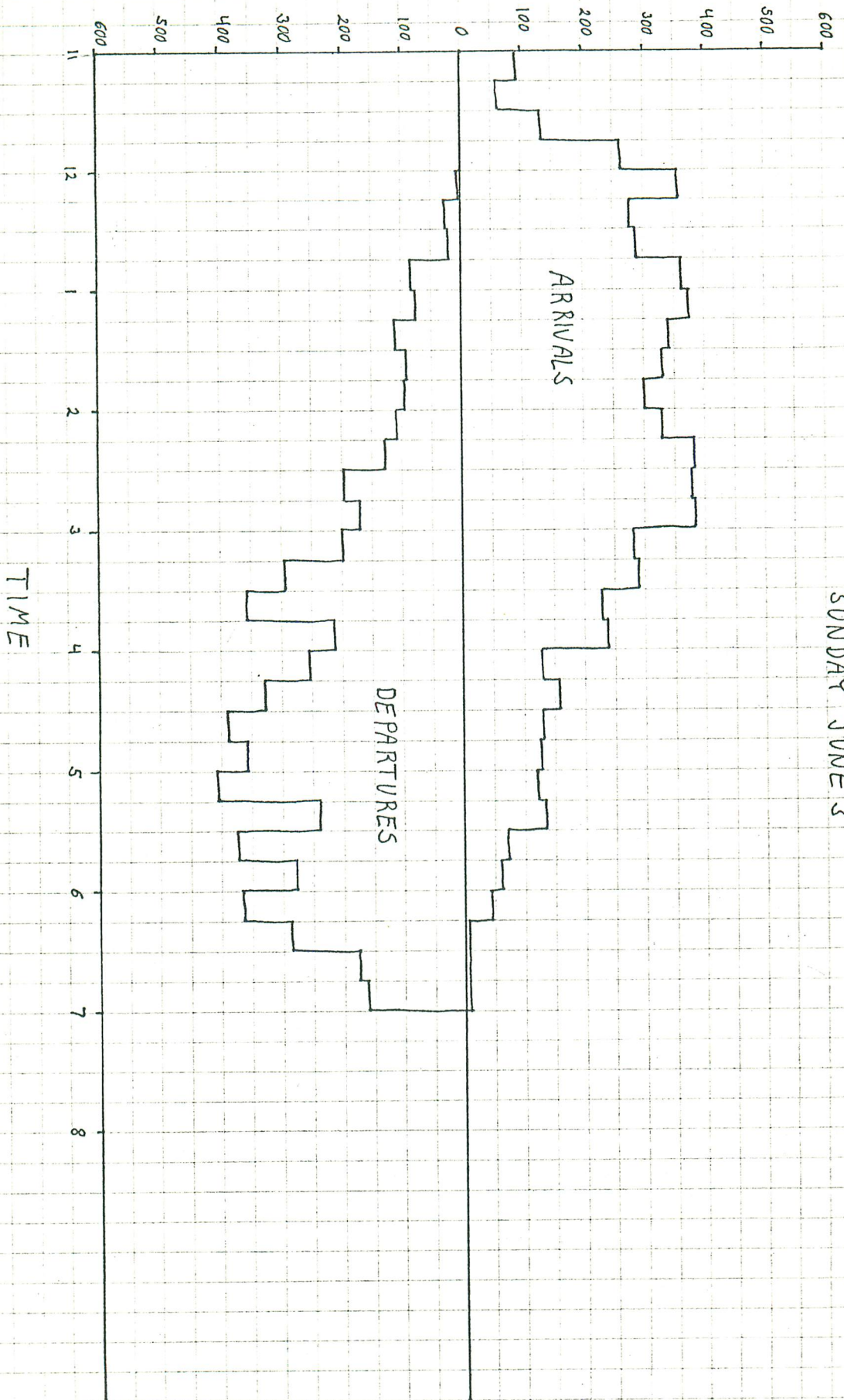
SATURDAY (total) = 6915
SATURDAY (till 7:00) = 6099
SUNDAY (till 7:00 = total) = 6592

FESTIVAL ARRIVAL/DEPARTURE DATA

SATURDAY JUNE 2



NUMBER PEOPLE



FESTIVAL ARRIVAL/DEPARTURE DATA

SUNDAY JUNE 3

Saturday, June 2, 1984

	Yurt	Adventure	Cuddle-up	Crystal Pool	Ballroom	Children's	Storytelling
100							
200	Blues Workshop 174	Ballads Workshop 47	Tinker's Dam 112	The Capitol Hillbillies 143		Natural Dyeing	
300	Rock Creek Morris Women 229		Ted Strader 86	Larisa Pastuchiv 85	Greek Dance Workshop 98	Children's Concert 84	Children's Storytelling 28
400	Sea Songs Workshop 356	Takoma Mandoleers OVERFLOW Tarabon Wally Leung Setup	?Brooke Johns? 102	Banjo Workshop 201	Kerry Set Dance Workshop 220	Folk Tales of Magic	Tales of American Indians
500	Djimo Kouyate 215	Kyoko Okamoto	O'Carolan Tunes 285	John Jackson	Footloose Cloggers 283	Bavarian Dance Workshop 100	
600	Kiss of Steel 192	Linn Barnes and Allison Hampton Judith and Ingrid Morroy 120	International Percussion Workshop 210	Mining Songs 325	Jitterbug Workshop		Beginning Storytelling
700	GTEV Alpenveilchen	Ganga OVERFLOW	Robert Byrd Jr 256	Greek Dance Group			
800	Reuben Musgrave 177		Reed Martin 282	Unaccompanied Harmony Workshop 277	Tap Dance Workshop 137		Parlor Poetry
900	Marlo and Alicia Neiman 120	Helen Schneyer	Hank Williams Songs 227	James E. Vandell Bruce Hutton 175	Contra Dance 119		Story Swap
1000	Balkan Brass Band 204	Tomas Ohlstrom	Songs of Conflict 158	Eleanor Ellis 169	Family Dance 54		
1100	Father Songs 30	Las Kantutas de Bolivia 123		Mill Run 353 Dulcimer Band			
1200	Mimi Drummond	Pete Kraemer	Seleshe Damessae	Dan Blum 206			
1300	Old World - New World Songs 43	Josh Bogin	Yasar Cemil Akca	Clam Chowder 160	Saturday Night Dance several hundred		
1400	Bayan	Bob Clayton	Women Sing the Blues 260	Dave Olive 35 Dick Thies 30			
1500	$\bar{x} = 169$	$\bar{x} =$ $\sim 120 \rightarrow \text{OVERFLOW}$	$\bar{x} = 203$	$\bar{x} = 171$	$x = 152$		

Sunday, June 3, 1984

	Yurt	Adventure	Cuddle-up	Crystal Pool	Ballroom	Children's	Storytelling
1:00							
2:00	City of Alexandria Pipes and D 262		Gospel Workshop 163		Turkeys on the Run 120	Folk Tales and Craft 50	
3:00	Solo, Clog, and Step 161	Woody Guthrie Songs 166		Celtic Music Workshop 245			Square Dance Workshop 149
4:00	Rock Creek 172	Bill Baker 141	French Music Workshop 170	Fabrangen Fiddlers 410			
5:00	Spanish Dance Society 299	Whole Hog 150	Setup	Folky Jazz Workshop 429	Couples Turning Dances 121	Nubian League 276	International Storytelling 63 45
6:00	Foggy Bottom Morris Men 288	Alan Jabbour 125	Hua-Ying Chinese Orchestra 257				
7:00	Sunshine Skiffle Band 532	Appalachian Songs Workshop 198	Charles Hudson Bryant 176	Los Nortenos de Mexico 300	Flamenco Dance Workshop	African Mask Making 67	Storysongs 106 67
8:00	Hammer Dulcimer Workshop 395		Scandinavian Fiddle Trio 147	Odd Instruments 220			
9:00	Setup	Jeff Deltchman 126	Dawne Tance		Jitterbug Workshop 325		
10:00	Ruminahui 264	Rahmatollah Shabtale 118	Free-Reed Instruments 100	Fiddle Workshop 100			
11:00	The Boarding Party 396	Debi Smith			Polish Dance Workshop 145		Ghost Stories JAMMED 215+
12:00	The Hags 358	Pete Kennedy	Nubian League 311				68 → JAMMED
	$\bar{x} = 313$	$\bar{x} = 146$	118 $\bar{x} = 189$	$\bar{x} = 284$	$\bar{x} = 172$	$\bar{x} = 135$	
	Ecuadorian? 300						

INSTRUCTIONS TO SURVEY TAKERS: Introduce yourself as a FSGW volunteer and explain survey purpose. (Example: "FSGW, the festival sponsor, is interested in knowing how people feel about this year's festival so we can improve it next year. Would it be convenient to ask you a few questions that would help us in future festival planning?")

SAT. _____ SUN. _____
TIME _____

WASHINGTON FOLK FESTIVAL SURVEY

Did you come to the festival in a car?

165 YES 13 NO

If YES, did you park in the Glen Echo lot?

56 YES 108 NO

If NO, where did you find parking?

Average: 10-15 min. walk

Did you receive a festival program?

157 YES 19 NO

If NO, determine why not? Choice _____ Didn't know they were available _____ other _____

If YES, was program clear?

131 YES 27 NO

If NO, how would it be clearer? Note: 44 people wanted the 1-page summary by time (grid format)

If YES, was the information provided sufficient?

128 YES 11 NO

If NO, what other information would you like to have? _____

How did you hear about the festival? Check each source mentioned:

12 Radio (station) _____ 41 Society Newsletter
8 TV (station) _____ 68 Word of mouth
44 Newspaper (paper) (22 from Post) 42 Other _____

Have you been to this festival in other years?

95 YES 75 NO

If YES, how many times have you come? _____

What did you like or dislike about this festival compared to previous ones?

If NO, what did you like or dislike generally? _____

Are you an FSGW member?

61 YES 114 NO

If NO, did you see the FSGW booth? (Give more information on FSGW if desired.)

Did you buy food from the concessionaire at the festival?

86 YES 91 NO

(FSGW does not run the concessions)

If YES, approximate time in line? _____ minutes

If YES, how was the quality of the food? _____

If YES, was the price fair? _____

Do you have any suggestions to improve food service? Many requests for ethnic foods, more variety, healthier foods. Prices not popular.