

Irish Fest Survey Report



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Whitewater

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EXECUTIVE SUMMARY

The Fiscal and Economic Research Center (FERC) conducted surveys for Milwaukee Irish Fest to predict the demographics, tastes, and interests of the attendants. The surveys were conducted on August 17 and 18 by about a dozen researchers. There were 608 responses collected in a representative sample of the attendees.

In a brief overview, only a small share of respondents were first-time attendees, which we think is one of the most important questions and worth investigating. Fully 40% of respondents had been to the fest 10 years or more, which is over triple the number of first-timers. Two-thirds of respondents were from the Milwaukee metro area, but the rest ranged from Illinois to Florida and California. Two-thirds of respondents used Facebook as their primary social media, and this was highly concentrated among older respondents.

RESULTS

The first important question asked the region that the respondent resides in, in the form of the ZIP code of primary residence, which we coded into five categories for the analysis, being Milwaukee County, Milwaukee 7, Wisconsin, Illinois and Rest of the country. In Figures 1 and 2, we plot the responses on a map. We observe that even though respondents from all over the country visited the fest, two-thirds of the attendees were from Milwaukee County and the surrounding 7 county metro area.

Figure 1

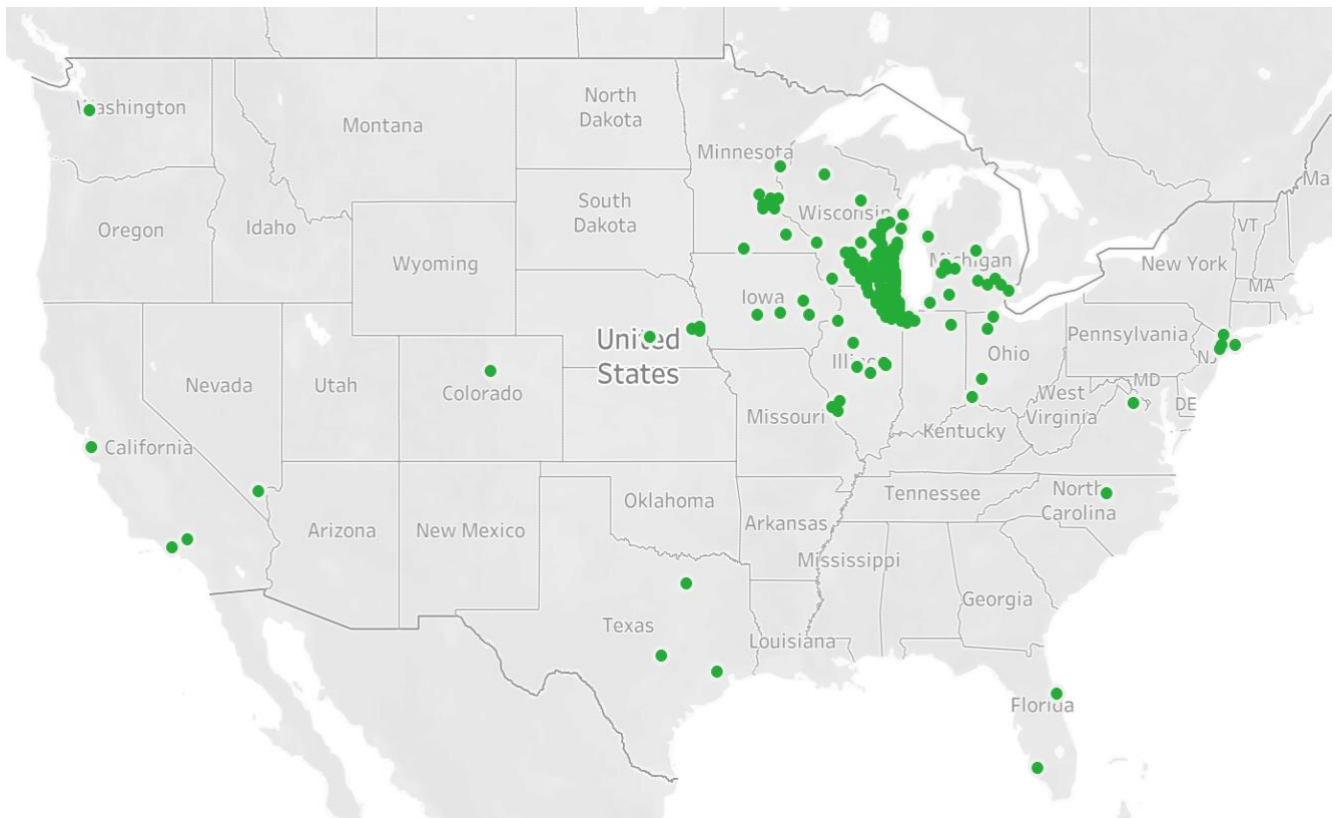
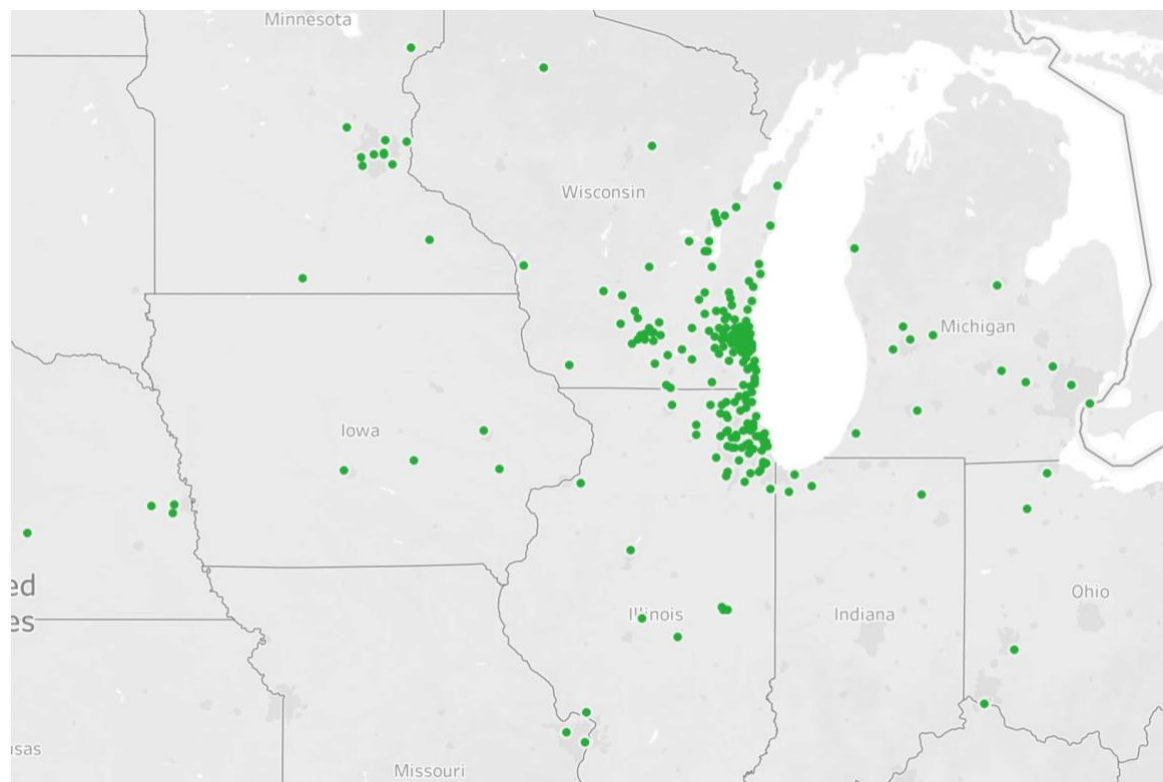
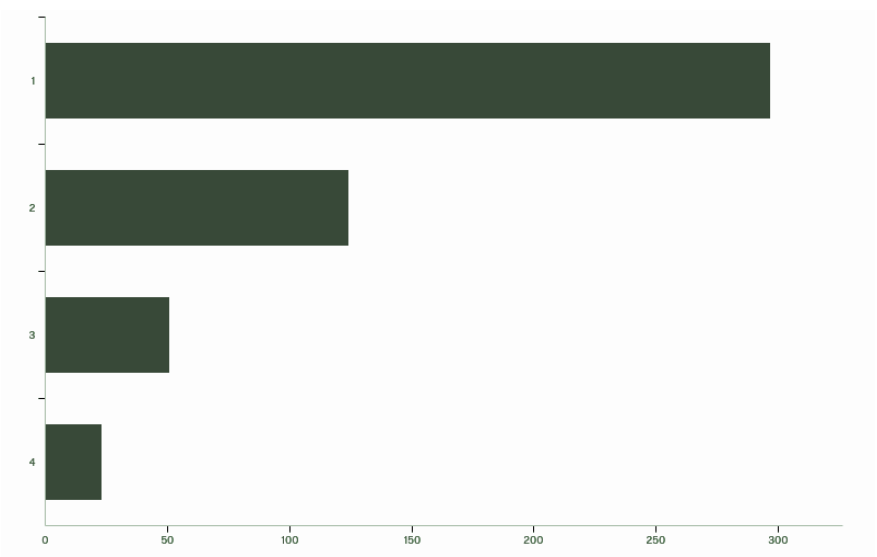


Figure 2



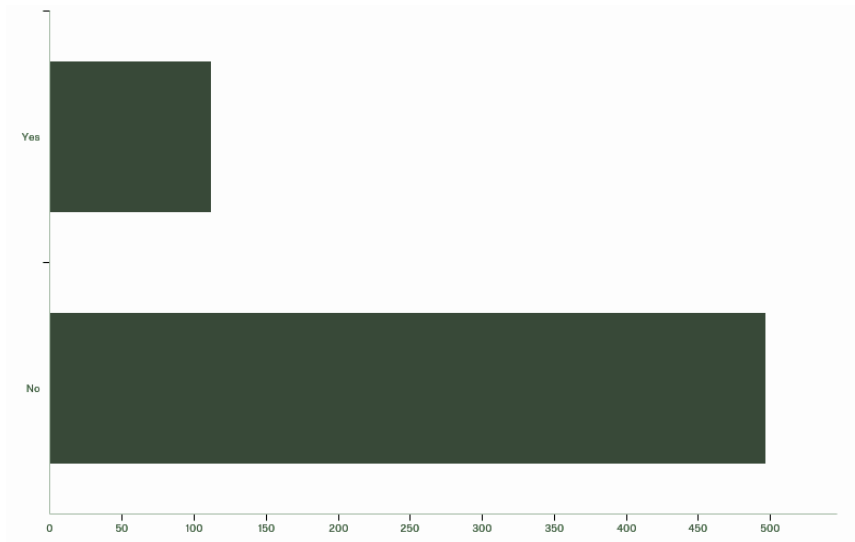
Using the given responses, we were able to determine the total number of days attended for each respondent (same year). In Figure 3 we see a histogram that shows the total count by the total number of days attended, suggesting that a good majority of respondents visited for only one day in total. Also, the count decreases as the total number of days of attended increases, making the count for the respondents who attended 4 days, the lowest.

Figure 3



Similarly, Question 1 asked if it was the respondent's first time attending the festival. The response could be a binary yes or no. The majority (81 percent) of responses were "No", and only 18 percent were first-time attendees. Figure 4 below shows a histogram of the responses to this question.

Figure 4

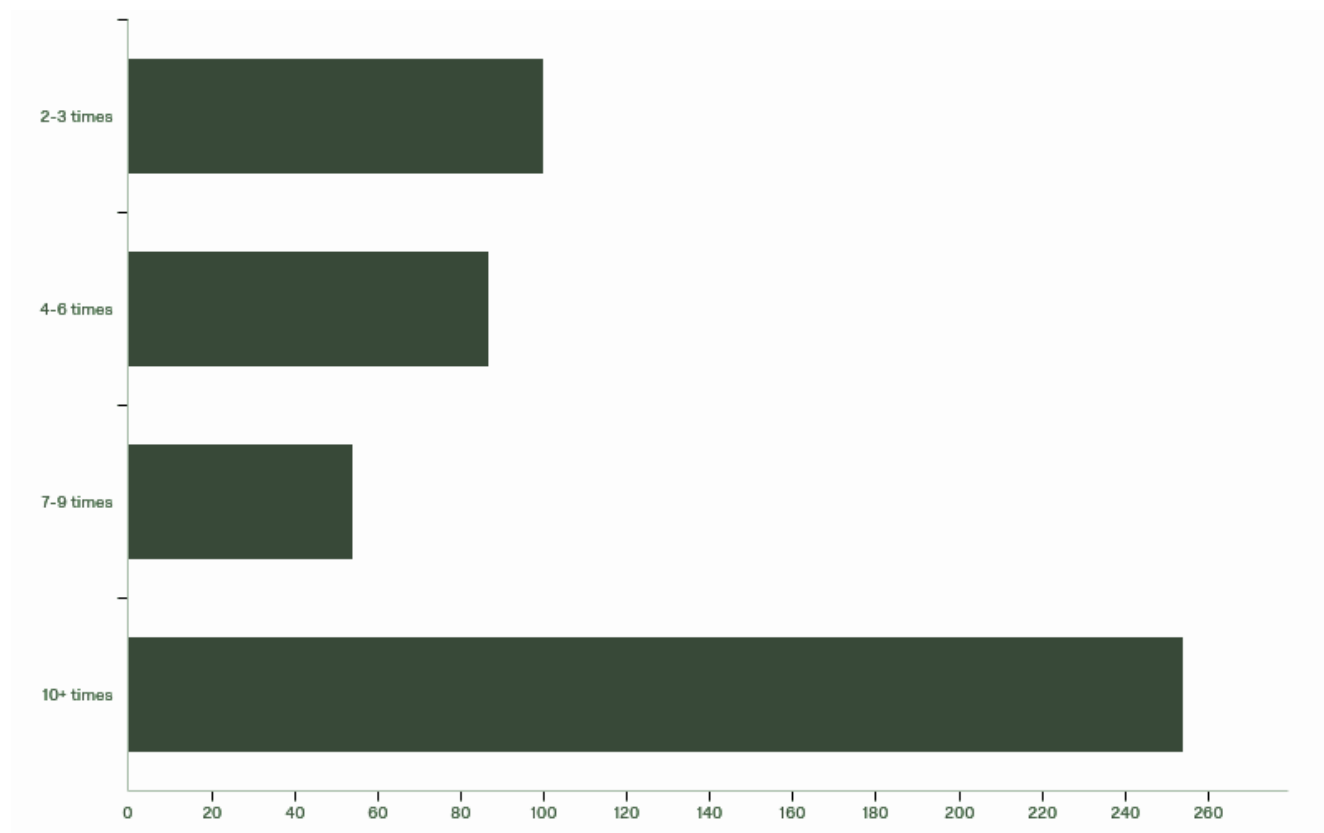


Question 2 asks how many times the respondent has visited Irish Fest in the past, given that they are not first-timers. There were four categorical options, with the most common being "10+ times" and the second most common response "2-3 times". A complete count for each interval can be observed in Table 1 below. Figure 5 portrays the same information using a histogram.

Table 1

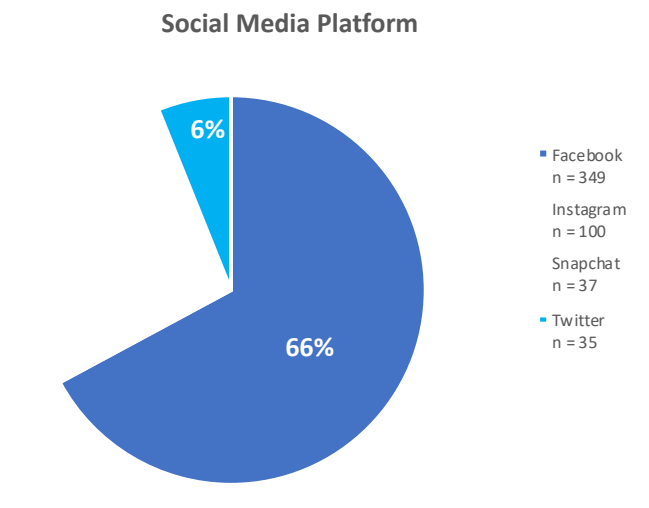
Answer	Percent	Count
2-3 times	20.20%	100
4-6 times	17.58%	87
7-9 times	10.91%	54
10+ times	51.31%	254
Total	100%	495

Figure 5



The respondents were asked to pick which social media platform do they use the most among Facebook, Instagram, Twitter, and Snapchat. Facebook was the most used social media platform followed by Instagram and Snapchat. Twitter seemed to be the least used of the social media platform among the respondents. Figure 6 below shows the count for each of the social media platforms.

Figure 6

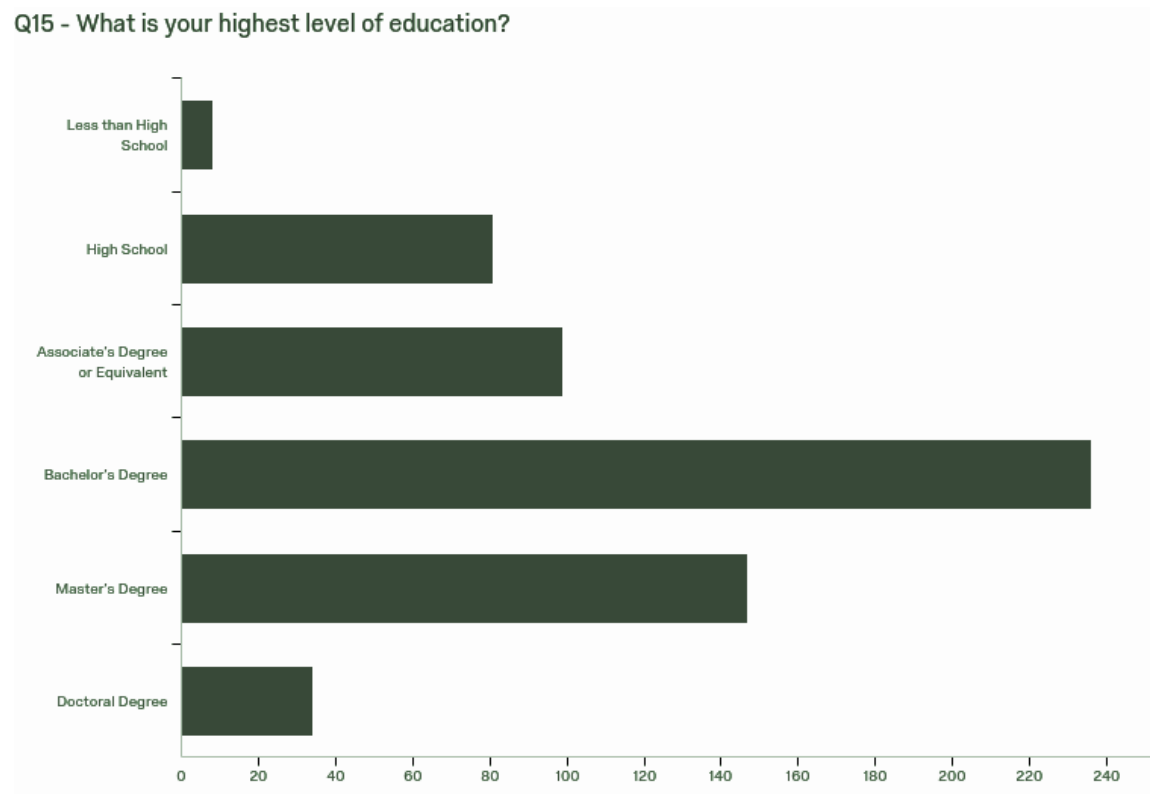


The most-reported highest level of education by the respondents was a Bachelor’s degree (about 40 percent). The second-highest level education reposted was a Master’s degree (24 percent) followed by an Associate's degree (16 percent). Table 2 shows the count and percent for each level of educational attainment. The same information can be viewed visually in Figure 7.

Table 2

Education	Percent	Count
Less than High School	1.32%	8
High School	13.39%	81
Associate’s Degree or Equivalent	16.36%	99
Bachelor’s Degree	39.01%	236
Master’s Degree	24.30%	147
Doctoral Degree	5.62%	34
Total	100%	605

Figure 7



The respondents were asked whether they used irishfest.com before attending, and 58 percent stated "Yes" and 42 percent stated "No". The pie chart (Figure 8) suggests that over half of the people who attended visited the website for various reasons. Given that they used the website, the respondents were asked why they used the website. The biggest reason reported was for inquiring about the schedule, followed by inquiring about the lineup. A complete breakdown of count and percent for each reported reason for using irishfest.com before attending can be observed in Table 3.

Figure 8

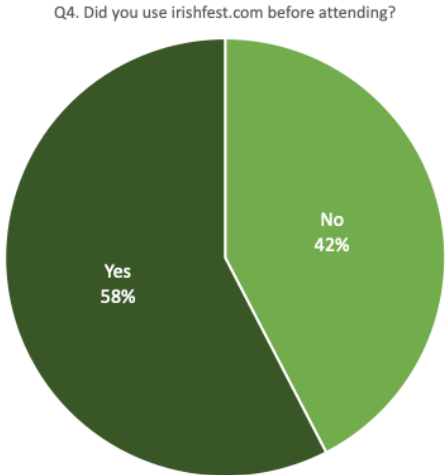


Table 3

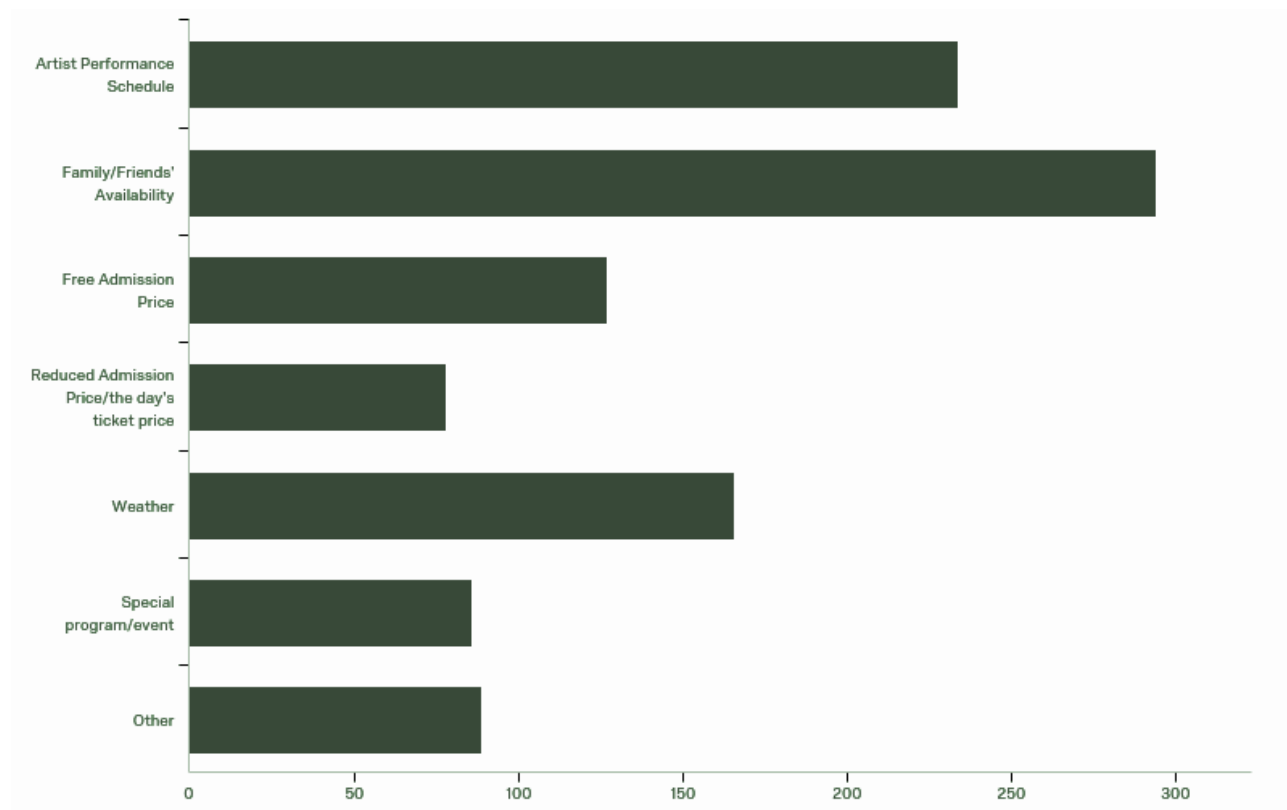
Answer	Percent	Count
Tickets	12.07%	105
Schedule	30.69%	267
Line-up	24.48%	213
Experience options (food, family activities, sports, etc.)	8.28%	72
Participation options (volunteer, contests, 5K run/walk, etc.)	5.75%	50
General information (map, hours, location, parking, etc.)	18.74%	163
Total	100%	870

The survey asked the respondent to identify the factors that influenced them to pick a specific day to attend the festival. No single reason stood out, but the most often reported reason for the day picked was the availability of family and or friends. The complete breakdown of the reasons reported can be observed in Table 4 and Figure 9 below.

Table 4

Answer	Percent	Count
Artist Performance Schedule	21.79%	234
Family/Friends' Availability	27.37%	294
Free Admission Price	11.82%	127
Reduced Admission Price/the day's ticket price	7.26%	78
Weather	15.46%	166
Special program/event	8.01%	86
Other	8.29%	89
Total	100%	1074

Figure 9



Next, the respondent was asked to rank the following by how important they were from 1 to 6:

- | | |
|----------------------------|----------------------|
| 1. Artist Schedule | 4. VIP opportunities |
| 2. Food & Beverage Options | 5. Family Activities |
| 3. Cultural Features | 6. Shopping |

The respondents reported “Artist Schedule” to be the most important (ranked as number one) ranked among the given choices. The second most important (ranked as number one) choice reported was “Food & Beverage Options”. The most common least important (ranked as number 6) choice was “VIP opportunities” followed by “Shopping”. Figure 10 portrays a histogram for each choice by each rank (1 through 6). Further, Table 5 shows the percent of the total respondents that choose each of the choices by their ranks. For example, we can see that 50.73 percent of the total respondents ranked “Artist Schedule” as their most important choice (number 1).

Figure 10

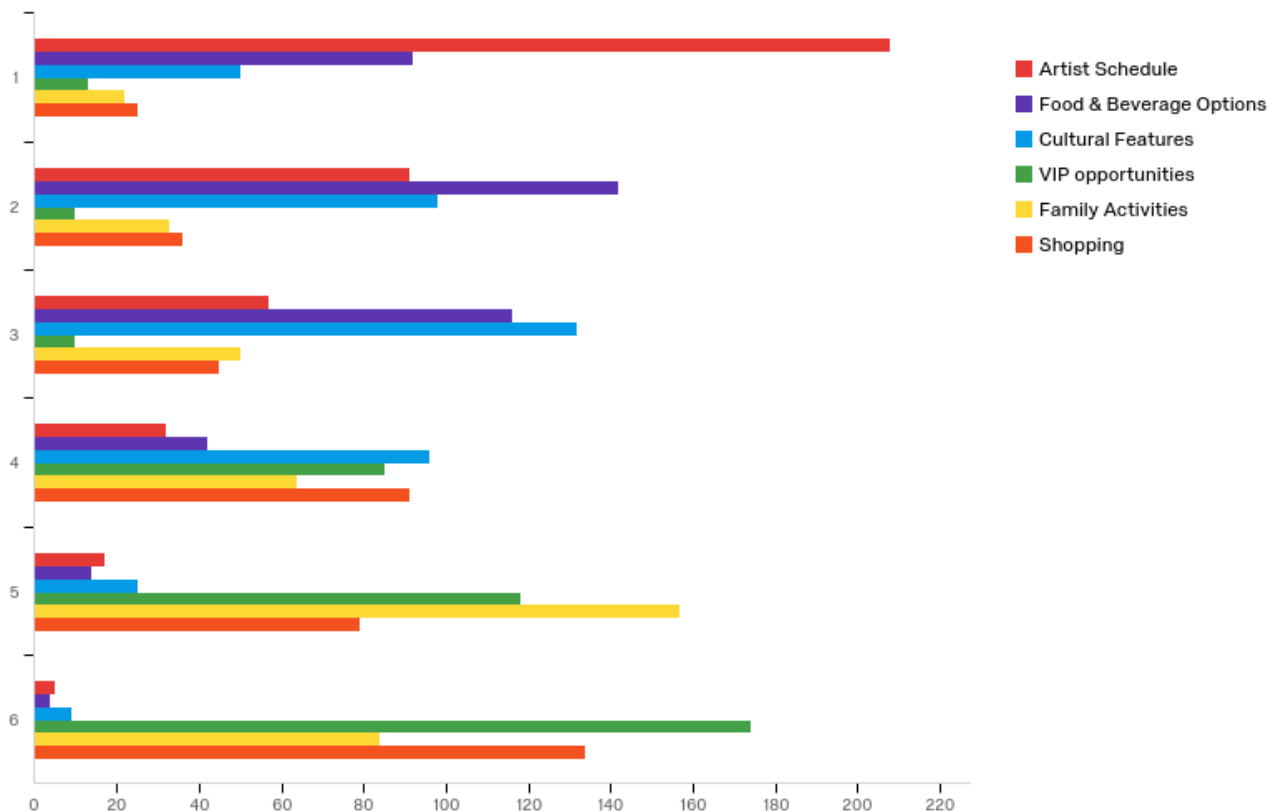


Table 5

	1	2	3	4	5	6	Total
Artist Schedule	50.73%	22.20%	13.90%	7.80%	4.15%	1.22%	410
Food & Beverage Options	22.44%	34.63%	28.29%	10.24%	3.41%	0.98%	410
Cultural Features	12.20%	23.90%	32.20%	23.41%	6.10%	2.20%	410
VIP opportunities	3.17%	2.44%	2.44%	20.73%	28.78%	42.44%	410
Family Activities	5.37%	8.05%	12.20%	15.61%	38.29%	20.49%	410
Shopping	6.10%	8.78%	10.98%	22.20%	19.27%	32.68%	410

The survey asked respondents what kind of impact has the Irish Fest had in their lives. The most-reported impact reported was "Memories with family and friends" followed by "Connection to my Irish Heritage". A complete breakdown of this question can be viewed in Figure 11 and Table 6.

Figure 11

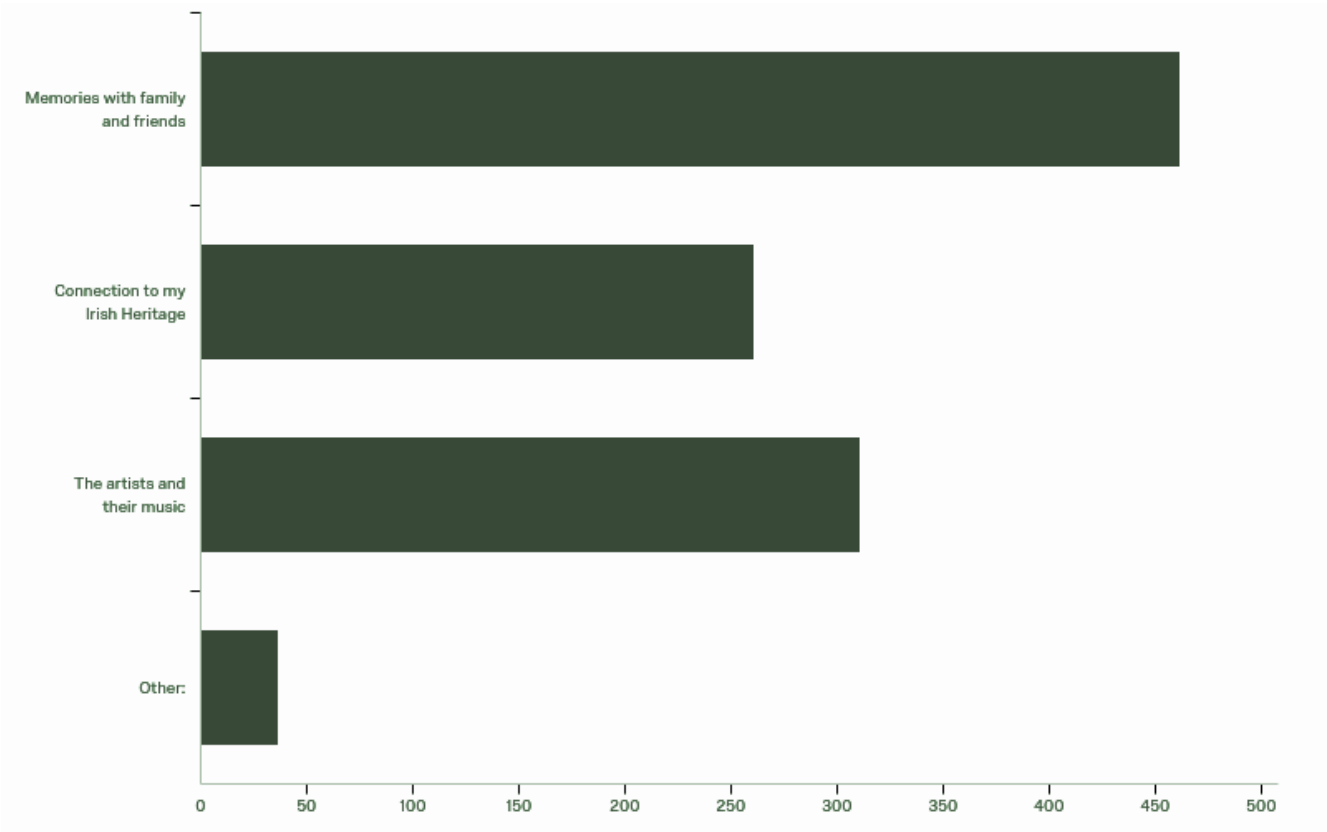
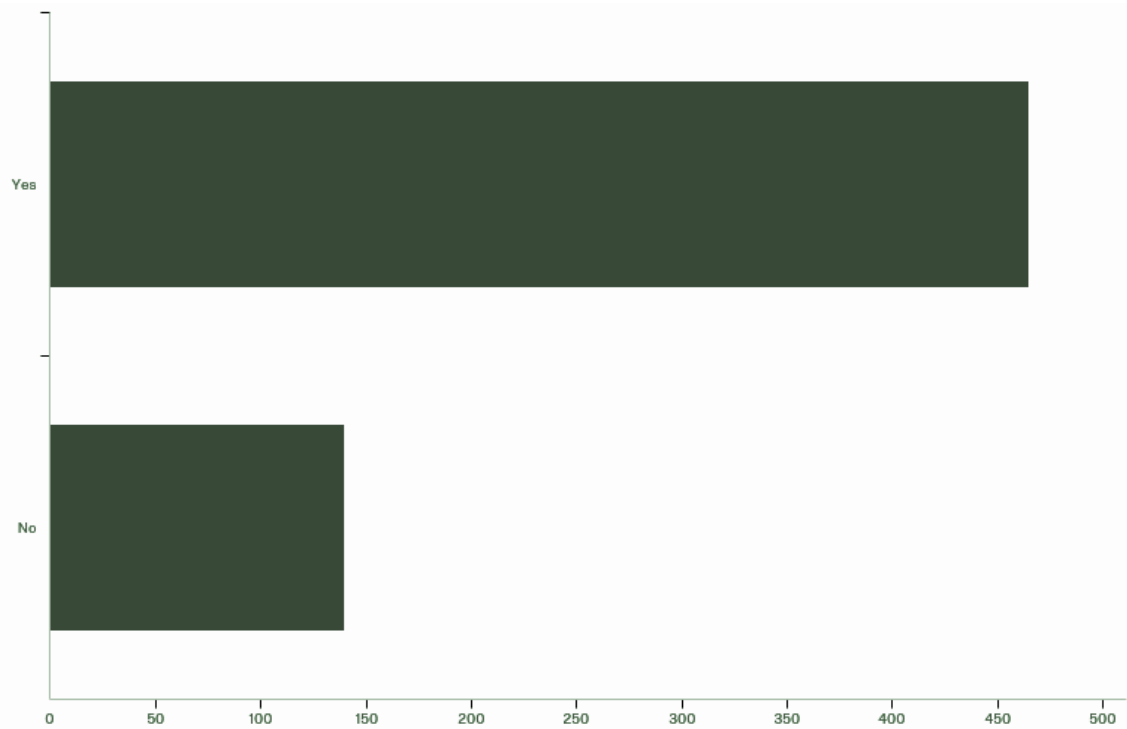


Table 6

Answer	Percent	Count
Memories with family and friends	43.18%	462
Connection to my Irish Heritage	24.39%	261
The artists and their music	29.07%	311
Other:	3.36%	36
Total	100%	1070

The survey asked the respondents if they used the paper brochure available on the grounds, while they were at the festival. About 75 percent of the respondents reported “Yes” to this question, as evident in Figure 12.

Figure 12



Next, the respondents that used the paper brochure were asked if they would be willing to access the same information on a paper brochure about the festival through an app or a website. About 67 percent stated that they would be willing to access the same information on a paper brochure about the festival through an app or a website. The respondents were also asked if they would use an app for information, and about 55 percent picked “Yes” as their response. This means that about half of the sample would be willing to access the app only, while a little over half would be willing to access the website or an app. Table 7 shows the percent of respondents who picked “Yes” as a response to these two questions discussed.

Table 7

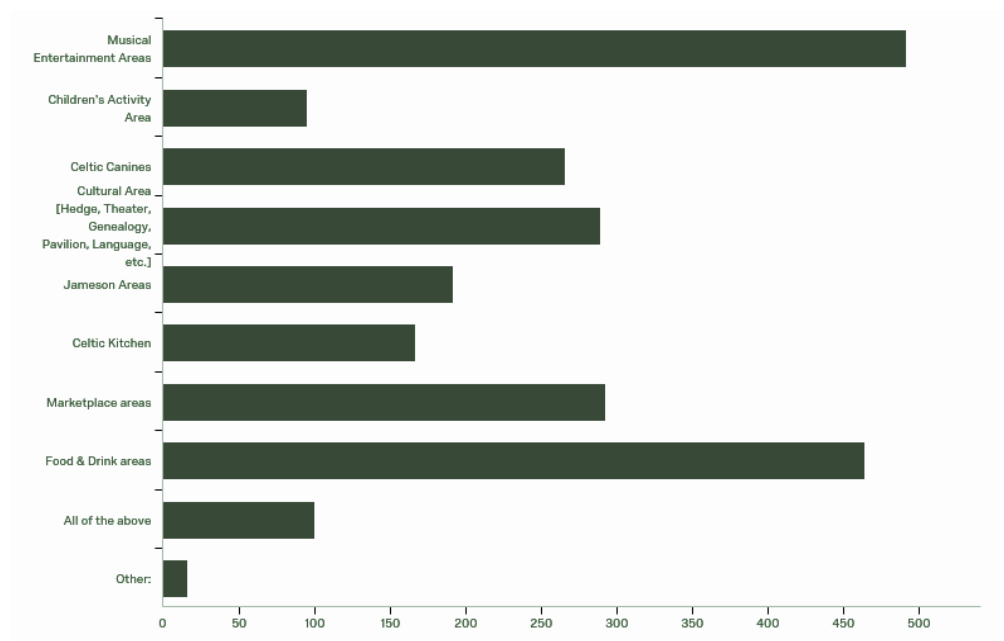
Percent of total respondents that answered “Yes”	
Use a paper brochure	76%
Willing to access info. through an app or the website	67%
Willing to access info. through an app	55%

The survey asked the respondents to choose the areas that they typically check out on the festival grounds, the choices and the percentage of people who picked each are shown in Table 8. The most picked choice between the areas visited was “Musical Entertainment Areas” followed by “Food & Drink areas”. The histogram in Figure 13 plots the same information by the number of people by the area(s) they picked.

Table 8

Area	Percent
Musical Entertainment Areas	20.72%
Children's Activity Area	4.00%
Celtic Canines	11.20%
Cultural Area [Hedge, Theater, Genealogy, Pavilion, Language, etc.]	12.17%
Jameson Areas	8.09%
Celtic Kitchen	7.03%
Marketplace areas	12.34%
Food & Drink areas	19.55%
All of the above	4.21%

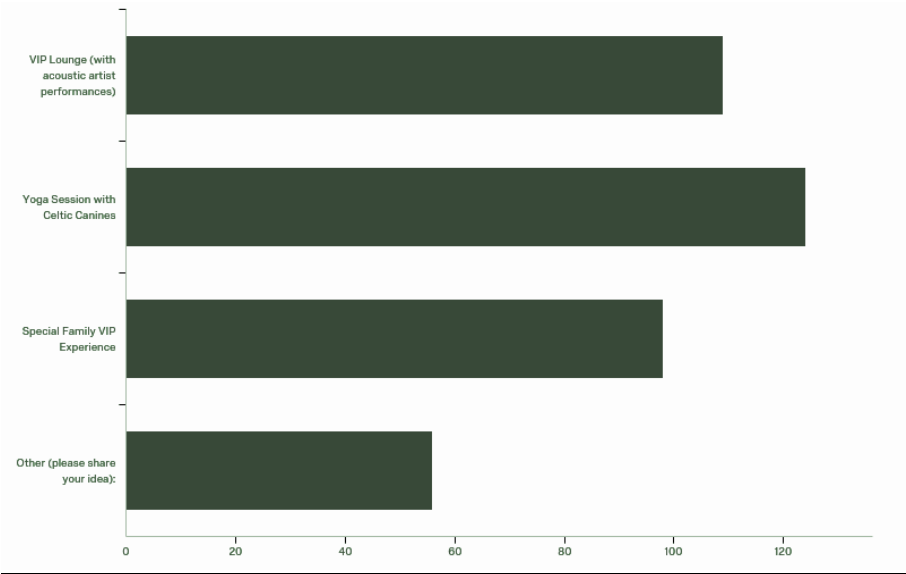
Figure 13





The respondents were asked to choose a special event that they believe should be added to the festival. They could either choose all the events that apply or answer using their own words in an open-ended response in the follow-up question asked. In Figure 14 we observe that “Yoga with Celtic Canines” was the most widely picked choice among the given options.

Figure 14



The survey also asked the respondents to choose all the advertising channels that they could recall hearing about Irish Fest on. The “Digital Ads on Social Media” and “Radio” were the most picked forms of advertisement for this question. A complete summary of the results can be observed in Figure 15 and Table 9 below.

Figure 15

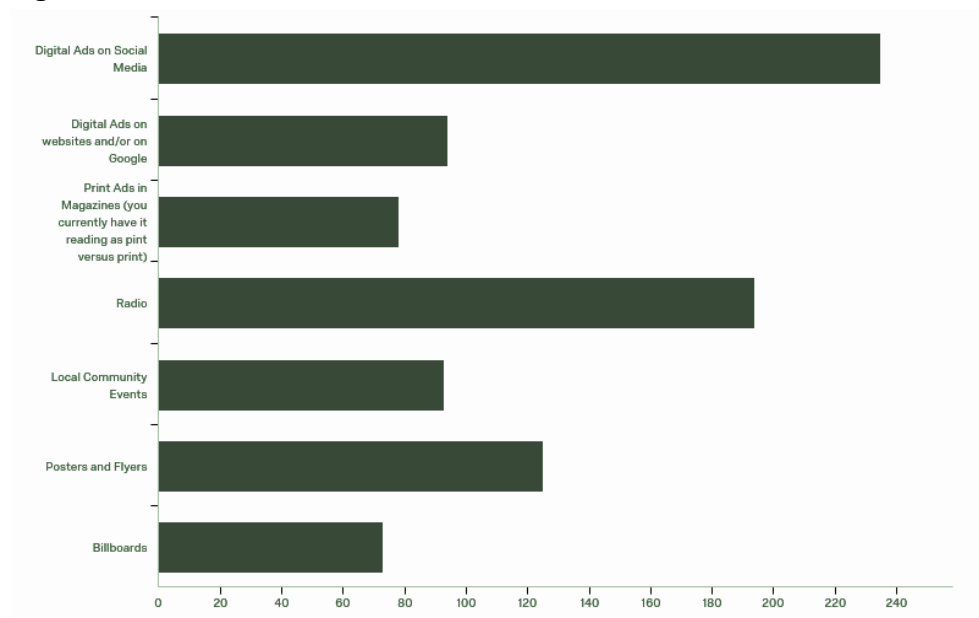


Table 9

Advertisement Channel	Percent
Digital Ads on Social Media	26.35%
Digital Ads on websites and/or on Google	10.54%
Print Ads in Magazines (you currently have it reading as pint versus print)	8.74%
Radio	21.75%
Local Community Events	10.43%
Posters and Flyers	14.01%
Billboards	8.18%

Finally, the survey asked respondents to state whether they had been to Ireland and if they are planning to visit Ireland in the next 2 years. About 43 percent stated that they had visited Ireland and about 41 percent stated they are planning to visit in the next 2 years. Table 10 shows the count and the percent of the people who stated “Yes” for these two questions discussed.

Table 10

Percent of the total that picked "Yes"	
Have visited Ireland	43%
Plan to visit Ireland in the next 2 years	41%