



First Saturday Attendee Profile Study

Prepared for:

Downtown Frederick Partnership

Prepared by:

Davidson-Peterson Associates
A Division of Digital Research, Inc.
201 Lafayette Center
Kennebunk, ME 04043



providing direction in travel & tourism

Table of Contents

1.0	<i>Introduction</i>	2
	Background and Objectives	2
	Methodology	2
2.0	<i>Executive Summary</i>	4
3.0	<i>Attendance and Awareness of Event Marketing</i>	6
	Reasons for Attending <i>First Saturday</i>	6
	Past <i>First Saturday</i> Visits	7
	Publicity Recalled	8
4.0	<i>First Saturday Experience</i>	9
	Perceptions of <i>First Saturday</i> Event	9
	Patronage of Frederick Businesses	11
	Party Size	12
	Overall Satisfaction with <i>First Saturday</i>	13
5.0	<i>First Saturday Expenditures</i>	14
6.0	<i>First Saturday Attendance Estimate</i>	16
7.0	<i>First Saturday Attendee Demographics</i>	17
	Age	17
	Education	17
	Employment Status	18
	Household Income	18
	Residence	19
	<i>Appendix: Questionnaire</i>	

1.0 Introduction

Background and Objectives

On the first Saturday of each month, Downtown Frederick Partnership hosts an evening event called *First Saturday*. The objective of this event is to bring people into the downtown area and encourage them to visit the many shops, restaurants, and galleries the town has to offer. Each Saturday has a theme, and often activities are planned around those themes in the downtown area. The event spans a 10-block area of Frederick and takes place from 5-9 PM.

Downtown Frederick Partnership commissioned Davidson-Peterson Associates to compile information on *First Saturday* attendee demographics and attendance estimates, as well as information on attendees' impressions of the events and their response to event marketing.

Methodology

In order to gather the required information, a self-administered questionnaire was handed out to an adult member of a sample of parties at four separate First Saturday events. The events covered included:

- November 1, 2008
- December 6, 2008
- March 7, 2009
- April 4, 2009

The questionnaires were handed out by Downtown Frederick Partnership volunteers and completed by the attendees themselves. Volunteers were stationed at different areas of Downtown Frederick.

The goal was to obtain 100-200 completed questionnaires at each *First Saturday* event. This goal was reached during all four events, as shown in the table below.

Event	Number of Completed Surveys
November 1, 2008	228
December 6, 2008	127
March 7, 2009	237
April 4, 2009	218

In order to provide an estimate of the number of people attending the *First Saturday* events, another group of volunteers counted all attendees passing a specific location at four intersections in Downtown Frederick. Volunteers counted for 5 minutes, then rested for 5 minutes during each period.

DPA combined the time periods and head-counts obtained and calculated a total attendance estimate based on these head-counts.

In this analysis statistical significance between subgroups (events, age groups, etc.) was calculated at the 95% confidence level. Differences are noted throughout the report with a, b, c, d, e within the data tables.

2.0 Executive Summary

- **The *First Saturday* events are the main draw to the downtown area for the evenings on which they are held.** The vast majority of attendees came downtown specifically to attend *First Saturday* (78%).
- **Most people come to *First Saturday* primarily for socializing, though the primary motivator does differ from month to month.** Socializing was the main draw during the March event, while the *theme* was the primary reason people came in November, and *shopping* was more likely to be the primary draw in December.
- ***First Saturday* attendees are generally frequent visitors, with nearly two-thirds having been to a *First Saturday* event in the last three months.** Residents of Frederick and attendees 55 years of age and older attend even more frequently, averaging 1.4-1.5 visits in the past three months (compared with 1.2 visits among all visitors).
- ***First Saturday* appears to be well-publicized and well-known among attendees.** Nearly half indicated that “they just know it happens on the first Saturday of every month,” and one-third read about it in the Frederick News-Post. Family and friends informed one-fourth of attendees of the event.
- **Overall, attendees greatly enjoy *First Saturday*.** Nearly all attendees surveyed say they will recommend the event to a friend (95%). Nine in ten also indicate that they *really enjoy First Saturday* (93%), and three-fourths agree that they *like to come to First Saturday no matter what the theme is* (76%). Three-fifths *find parking to be easy at First Saturday and visit new places every time they come to the event*. Frequent *First Saturday* attendees and older attendees are even more engaged in the events than others.
- ***First Saturday* is clearly bringing exposure and money to downtown area businesses.** On average, attendees are visiting seven to eight business establishments during each event. This number was even higher during the December event, where attendees averaged stops at nine area businesses. This is not surprising given the holiday shopping season.

About half of the attendees surveyed had already spent money at the *First Saturday* event when they were interviewed (47%). Further, two-thirds planned to spend money at some point during that evening’s events (65%). On average, each *First Saturday* attendee party spends \$133 while attending.

- ***First Saturday* also has the potential to contribute to the downtown business environment on an ongoing basis.** Half of the attendees surveyed say that they plan to return to Downtown Frederick in the next several days to look at something again and perhaps purchase it. On average, these attendees anticipate spending another \$118.
- **Attendance at *First Saturday* is quite high, averaging just under 11,000 attendees per event.** During the four events included in this study, attendance estimates ranged from a low of 6,100 in December 2008 to a high of 14,500 in March 2009.
- **On average, *First Saturday* can potentially bring in nearly \$450,000 to downtown area businesses during each month’s event.** This estimate is arrived at by applying the average

evening expenditures for each event to the average attendance estimate, for an estimated total expenditure of \$448,500 per event.

- **First Saturday attendees are middle-aged, well-educated, and affluent.** On average, these visitors are 45 years old, and three-fourths have at least a four-year college degree. Two-thirds are employed full-time, and the average annual household income among attendees is over \$98,000.

3.0 Attendance and Awareness of Event Marketing

Reasons for Attending *First Saturday*

The majority of attendees came to Downtown Frederick specifically to attend *First Saturday* (78%). The proportion arriving specifically for *First Saturday* did not vary significantly among events.

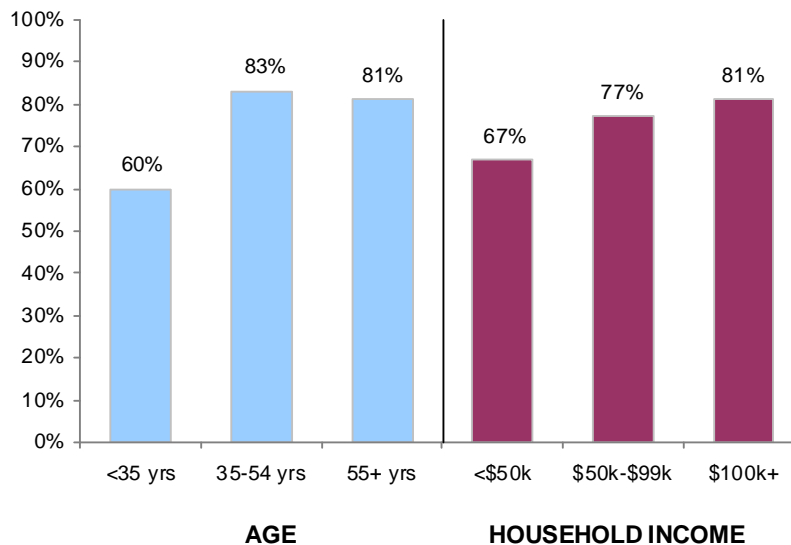
Come Downtown Specifically for First Saturday?	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Yes	78	79	74	80	75
No	22	20	25	20	23

Q1. Did you come downtown tonight specifically to attend *First Saturday*?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Older attendees, as well as those with higher annual household incomes are more likely to have come to Downtown Frederick specifically to attend *First Saturday*.

Came Downtown Specifically for *First Saturday*



Overall, *socializing with others* appears to be the main motivation for attending *First Saturday* events (25%), especially during the March 2009 event (34%). In November 2008, the *theme* seemed to attract visitors more so than in other months, with 26% of attendees in November mentioning the theme as their primary reason for attending. Not surprisingly, *shopping* had the same motivating effect during the holiday season.

Primary Reason for Attending <i>First Saturday</i>	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Socializing with others	25	21	17	34bce	25
The theme	15	26cde	17d	8	11
Dining	12	11	10	14	13
Shopping	9	7	17bde	9	8
Music	2	2	2	2	3
No Answer	36	33	36	34	40

Q4. What is the primary reason you came to *First Saturday*? Please check only one response.

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Past *First Saturday* Visits

Nearly two-thirds of attendees claimed to have been to a *First Saturday* event in the last three months (62%). On average, attendees had been to one other *First Saturday* event in the last three months.

November 2008 attendees were more likely than March 2009 attendees to report that they had not been to a *First Saturday* event in the past three months.

Older attendees (55 years and older), as well as attendees residing in Frederick, had participated in more *First Saturday* events in the last three months – 1.4 and 1.5, respectively.

Number of <i>First Saturday</i> Events Attended in Last Three Months	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
None	37	43d	36	32	35
Any	62	56	62	68	62
1	22	19	25	28be	18
2	21	20	17	20	27c
3	18	17	20	19	17
No Answer	1	1	2	--	3
Average	1.2	1.1	1.2	1.3	1.3

Q2. Not including this visit to *First Saturday*, on how many of the last three months did you participate in *First Saturday*?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Publicity Recalled

When asked about where they had seen or heard any publicity for the month's *First Saturday* event, two in five attendees indicated that "they just know it happens on the first Saturday of every month" (42%). One-third read about it in the Frederick News-Post (35%).

The November 2008 *First Saturday* appears to have been well publicized in the Frederick News-Post and the Gazette, as November 2008 attendees are more likely to mention reading about *First Saturday* in these publications than attendees at any of the other months' events.

First Saturday Publicity	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Just know it happens on the first Sat. of every month	42	41	46	42	39
Frederick News-Post	35	44cde	31	34	29
Heard about it from family/friends	25	17	31b	27b	29b
Gazette	16	20ce	12	17	12
Magazine listing of events	13	13	16	13	11
www.downtownfrederick.org	8	11	9	6	8
Washington Post	4	4	3	4	4
www.fredericktourism.org	3	4	5	3	2
No Answer	10	7	6	11	12

Q3. Where, if anywhere, did you see or hear any publicity for this month's *First Saturday* which interested you in participating today? Please check all that apply.

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Older attendees are more likely to remember seeing publicity about this month's *First Saturday* event in the Frederick News-Post or in a magazine listing of events, while their younger counterparts are more likely to have heard about the event from family or friends or seen it online at www.downtownfrederick.org.

First Saturday Publicity	TOTAL	<35 yrs	35-54 yrs	55+ yrs
Base: Total Sample	810	177	409	192
	%	%	%	%
	a	b	c	d
Just know it happens on the first Sat. of every month	42	42	40	46
Frederick News-Post	35	21	36b	45bc
Heard about it from family/friends	25	39cd	22	20
Gazette	16	4	19b	19b
Magazine listing of events	13	6	12b	19bc
www.downtownfrederick.org	8	12d	9d	3
Washington Post	4	2	4	6b
www.fredericktourism.org	3	4	3	4
No Answer	10	13	9	7

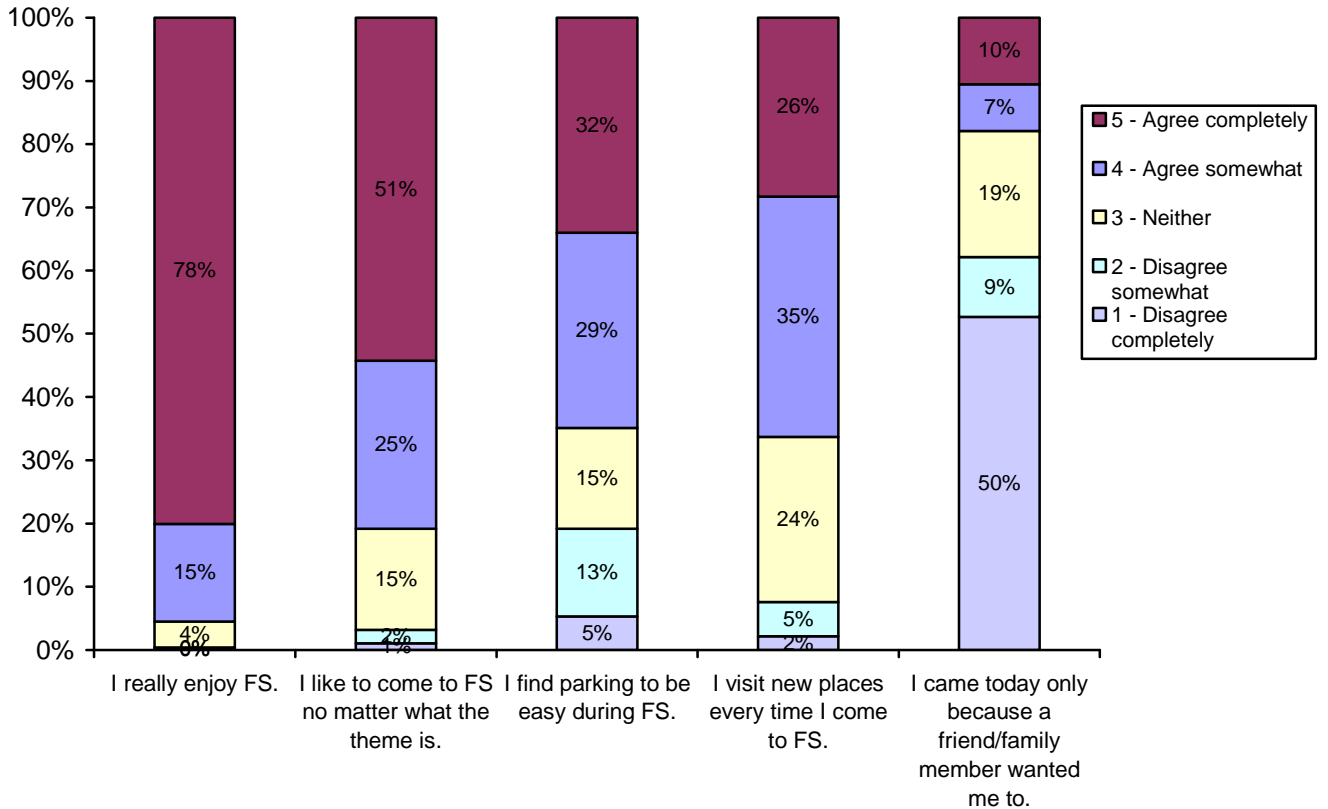
Note: Notations of a, b, c, d indicate significant differences at the 95% confidence level.

4.0 First Saturday Experience

Perceptions of First Saturday Event

Attendees' experiences during *First Saturday* are positive. When presented with five statements describing their perceptions of *First Saturday*, three-fourths of attendees agree completely that they *really enjoy First Saturday* (78%). Half agree completely that they *like to come to First Saturday no matter what the theme is* (51%).

Fewer find parking to be easy at *First Saturday* events (32% agree completely) or visit new places each time they attend this event (26%). Far fewer attended this event only because a friend or family member wanted them to (10% agree completely).



Q5. Listed below are some ways others have described First Saturday. Please indicate how much you agree or disagree with each statement. (1=disagree completely; 5=agree completely)

Parking appears to have been more of an issue during the March 2009 *First Saturday* event, where only 50% *find parking to be easy*. Parking during the December 2008 event was perceived to be much easier than other months, with 75% agreeing that they *find parking to be easy during First Saturday*. Such a finding is not surprising given the lower attendance estimate for the December event to be noted later.

Interestingly, attendees residing in Maryland but outside Frederick are more likely to find parking to be easy during these events.

Agreement with Statements Regarding <i>First Saturday</i> (4 or 5 on a 5-point scale)	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
I really enjoy <i>First Saturday</i> .	93	93	92	96	93
I like to come to <i>First Saturday</i> no matter what the theme is.	77	75	71	78	79
I find parking to be easy during <i>First Saturday</i> .	61	61d	75bde	50	65d
I visit new places every time I come to <i>First Saturday</i> .	61	59	59	65	61
I came today only because a friend/family member wanted me to.	18	19	18	14	19

Q5. Listed below are some ways others have described *First Saturday*. Please indicate how much you agree or disagree with each statement. (1=disagree completely; 5=agree completely)

*Numbers shown indicate the percentage of respondents rating their agreement a 4 or 5 (agree somewhat or agree completely).

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Visitors who came expressly for the *First Saturday* event are more likely to agree with the positive statements regarding the event, as are those who have been to *First Saturday* at some point in the past three months. Older attendees also have a more favorable perception of the events.

Patronage of Frederick Businesses

On average, attendees planned to visit seven or eight business establishments during *First Saturday*. Not surprising due to the holiday shopping season, attendees at the December event visited even more business establishments (9), on average.

Almost three-fourths plan to visit five or more establishments (71%), and one-third plan to visit ten or more establishments (37%).

Number of Business Establishments Plan to Visit	TOTAL	Nov	Dec	Mar	Apr
		2008	2008	2009	2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
0	1	2	--	<1	1
1	2	1	2	3	1
2	5	6	2	5	4
3	8	8	9	8	7
4	8	9	5	8	7
5	17	18	11	16	20c
6	8	7	9	8	7
7	3	3	2	4	3
8	5	4	5	5	6
9	<1	1	--	1	--
10	24	25	27	22	23
More than 10	13	9	24bde	14	14
Don't know/No Answer	6	7	4	6	7
Average	7.8	7.2	9.0be	7.8	7.8

Q6. About how many business establishments do you plan to visit during *First Saturday* this evening?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Those who came primarily for the *First Saturday* event, as well as older attendees, plan to visit a larger number of business establishments during the event.

Number of Business Establishments Plan to Visit	Visit for First Saturday		Age		
	Yes	No	<35	35-54	55+
Base: Total Sample	628	177	177	409	192
	%	%	%	%	%
	a	b	c	d	e
Average	8.3b	6.2	6.9	8.1c	8.2c

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Party Size

On average, *First Saturday* attendees came in parties of three. Only one attendee in ten visited *First Saturday* by him/herself (10%), while one-third came with one other person (38%).

Travel Party Size	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
1	10	11	7	10	11
2	38	36	32	38	43
3	16	14	24 ^{bc}	16	14
4	18	20	20	18	14
5	6	7	5	6	6
6 or more	11	10	11	12	11
No Answer	1	2	2	1	2
Average	3.2	3.1	3.2	3.2	3.1

Q10. Including yourself, how many people are you visiting *First Saturday* with this evening?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Overall Satisfaction with *First Saturday*

Satisfaction with *First Saturday* is very high, with the vast majority (95%) of attendees indicating that they will recommend *First Saturday* to a friend. Four-fifths say they will *definitely* recommend the event (81%).

Recommend <i>First Saturday</i>	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Will recommend	95	94	94	97	95
<i>Definitely</i>	81	77	80	84 ^b	81
<i>Probably</i>	15	17	14	13	14
Might or might not	3	5	4	2	3
Will not recommend	<1	<1	--	--	1

Q9. How likely will you be to recommend *First Saturday* to a friend?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Attendees were also invited to write in their own words what the Downtown Frederick Partnership could do to improve *First Saturday*. Responses were varied, with the majority centering on the following themes:

- *Nothing, the event is great*
- *More/better parking*
- *More live entertainment/music/performers*
- *Free beverages/food*
- *More carriage rides*
- *Close off some streets during the event*

5.0 First Saturday Expenditures

About half of attendee parties had already spent money at the *First Saturday* event when they were interviewed (47%). Attendee parties were more likely to have spent money on food items (40%) than on non-food items (25%). Visitors to the November 2008 *First Saturday* event were the least likely to have spent any money.

Already Spent Money	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Spent on food items	40	30	41b	44b	43b
Spent on non-food items	25	18	34bd	23	28b
Spent total	47	35	54b	51b	52b

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

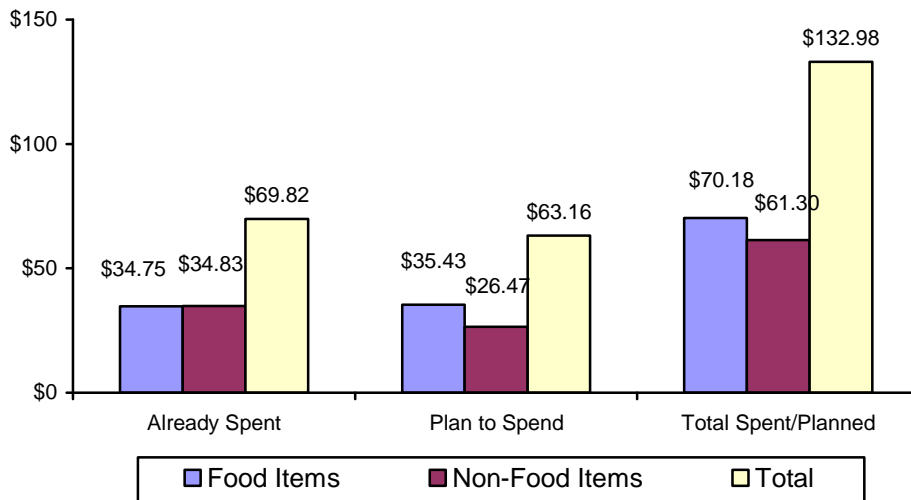
Two-thirds of attendee parties plan to spend money at some point during the *First Saturday* event (65%). More plan to spend money on food (57%) than on non-food items (39%).

Visitors to the November and December *First Saturday* events were more likely to have plans to spend money on non-food items during the event than were March and April attendees.

Planned to Spend Money	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Plan to spend on food items	57	59	52	57	56
Plan to spend on non-food items	39	45de	46de	32	35
Plan to spend total	65	66	68	64	65

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

On average, attendee parties had already spent about \$70 at the time they completed the survey and planned to spend another \$63. Calculating the average total expenditures results in expenditures of about \$133 per attendee party.



Attendee spending was highest during the December 2008 *First Saturday* event, not surprising given the holiday season. While the December and March events yielded higher expenditures on food, the December and April events yielded higher expenditures on non-food items.

Average Spending*	Nov 2008	Dec 2008	Mar 2009	Apr 2009
TOTAL SPENT/PLANNED				
Base: Total Sample	228	127	237	218
Food items	\$63.34	\$79.40	\$79.00	\$62.66
Non-food items	\$48.99	\$85.93	\$39.73	\$78.10
TOTAL	\$112.33	\$165.33	\$118.73	\$140.76

Applying the average evening expenditures for each event to the average attendance estimate (detailed in Section 6.0), we arrive at an estimated total expenditure of \$448,500 per event.

Not surprisingly, at the time they completed the survey, attendees with household incomes of \$100,000 or more had already spent and planned to spend higher amounts of money at *First Saturday* events than attendees earning less than \$100,000 per year.

Older attendees (55+) had also spent more money than younger attendees on average (\$119.02 versus \$43.50 among those less than 35 years old and \$55.81 among those 35-54 years old).

In addition to actual spending and planned spending during *First Saturday*, half of attendees (53%) indicate that they plan to return to Downtown Frederick in the next several days to look at something again and maybe purchase it. On average, these attendees anticipate spending approximately another \$118.

6.0 *First Saturday* Attendance Estimate

An estimated attendance level was calculated for each of the *First Saturday* events. This estimate is based on head-counts taken by *First Saturday* volunteers at four intersections in Downtown Frederick.

Since head-counts were taken in five-minute intervals, with volunteers resting for five minutes between counting periods, the head-counts were first multiplied by 2 in order to account for the time periods when counts were not being taken.

Next, this figure was multiplied by 7 to account for the other seven sidewalk crossing points within the street corner where each volunteer was stationed. Finally, this total number was reduced by a factor of 4 to account for visitors being counted at multiple street locations throughout the evening.

The estimates of attendance at each of the *First Saturday* events sampled are shown in the table below.

	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Attendance Estimates	11,300	6,100	14,500	11,700

7.0 First Saturday Attendee Demographics

Half of the *First Saturday* attendees are between the ages of 35 and 54 (51%). On average, attendees are in their mid-40s.

Age of Respondents	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
18-24	6	7	7	6	6
25-34	15	11	16	15	20b
35-44	23	22	24	21	25
45-54	28	29	31	28	23
55-64	19	19	18	20	18
65+	5	8ce	1	5c	3
No answer	4	4	3	5	4
Average	45.0	46.4e	43.8	45.5	43.5

Q11. What is your age?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

First Saturday attendees are well educated, with three-fourths having at least a four-year college degree (75%).

Education	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
High-school graduate or less	7	7	8	7	7
Some college/technical school	16	18	15	12	18
College graduate	42	37	46	46b	41
Graduate school	33	36	29	34	31
No answer	2	3	2	<1	2

Q12. What was the last year of schooling you personally completed?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Most attendees are employed full-time (67%), with three-fourths of those attending the December 2008 event having full-time employment.

Employment Status	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Employed full-time	67	62	76 ^{be}	70	65
Employed part-time	8	11	6	8	6
Retired	7	8	7	6	7
At-home parent	6	7	3	5	6
Student	3	2	3	3	4
Temporarily unemployed	3	4	1	3	5 ^c
No answer	6	7	4	5	7

Q13. What is your current employment status?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

Not surprisingly given the educational background and employment status of attendees, most have high annual household incomes, with more than half earning more than \$75,000 per year. On average, *First Saturday* attendees earn \$98,400 annually.

Household Income	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Less than \$25,000	6	7	3	4	7
\$25,000 - \$49,999	10	11	11	11	10
\$50,000 - \$74,999	14	11	14	14	17
\$75,000 - \$99,999	16	17	20	16	14
\$100,000 - \$149,999	25	24	24	24	27
\$150,000 or more	15	16	16	17	11
No answer	14	14	12	15	14
Average	\$98,400	\$98,300	\$100,600	\$101,500	\$93,800

Q14. Which of the following categories includes your total annual pre-tax household income?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

The vast majority of *First Saturday* attendees live in Maryland (90%), and more than half live in Frederick (58%). The December and April events had a slightly higher prevalence of non-Maryland residents.

Residence	TOTAL	Nov 2008	Dec 2008	Mar 2009	Apr 2009
Base: Total Sample	810	228	127	237	218
	%	%	%	%	%
	a	b	c	d	e
Maryland	90	92^c	83	93^c	89
Frederick	58	58	51	61	58
Middletown	3	3	1	2	4 ^c
New Market	3	2	3	2	5
Ijamsville	2	3	2	3 ^e	<1
Walkersville	2	3	3	2	3
Mount Airy	2	2	2	2	1
Other Maryland	20	21	21	21	17
Other US	7	6	12^d	4	9^d
Pennsylvania	2	2	3	<1	2
Virginia	2	1	2	3	4
Other US	3	3	7	1	3
No answer	3	2	5	3	2

Q15. What is the Zip Code of your home address?

Note: Notations of a, b, c, d, e indicate significant differences at the 95% confidence level.

APPENDIX
Questionnaire

First Saturday Survey

Thank you for agreeing to help Downtown Frederick Partnership by completing this questionnaire. Your opinions and views are very important in understanding who attends *First Saturday* and the role the event plays in our community. Completed questionnaires will be forwarded to our research partner, Davidson-Peterson Associates, and reported only in the aggregate.

Kara Norman, Executive Director
Downtown Frederick Partnership

1. Did you come downtown tonight specifically to attend *First Saturday*?

Yes No

2. Not including this visit to *First Saturday*, on how many of the last three months did you participate in *First Saturday*?

Zero One Two Three

3. Where, if anywhere, did you see or hear any publicity for this month's *First Saturday* which interested you in participating today? **Please check all that apply.**

Magazine listing of events <input type="checkbox"/>	www.downtownfrederick.org	<input type="checkbox"/>
Frederick News-Post <input type="checkbox"/>	www.fredericktourism.org	<input type="checkbox"/>
Washington Post <input type="checkbox"/>	Just know it happens on the first	<input type="checkbox"/>
Baltimore Sun <input type="checkbox"/>	Saturday of every month	<input type="checkbox"/>
Gazette <input type="checkbox"/>	Heard about it from family/friends	<input type="checkbox"/>

4. What is the primary reason you came to *First Saturday*? **Please check only one response.**

Shopping <input type="checkbox"/>	The theme <input type="checkbox"/>
Dining <input type="checkbox"/>	Socializing with others <input type="checkbox"/>
Music <input type="checkbox"/>	

5. Listed below are some ways others have described *First Saturday*. Please indicate how much you agree or disagree with each statement.

	Disagree Completely	Disagree Somewhat	Neither Agree nor Disagree	Agree Somewhat	Agree Completely
I really enjoy <i>First Saturday</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find parking to be easy during <i>First Saturday</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to come to <i>First Saturday</i> no matter what the theme is.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I visit new places every time I come to <i>First Saturday</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I came today only because a friend/family member wanted me to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. About how many business establishments do you plan to visit during *First Saturday* this evening?

of establishments _____

7. Have you completed your visit here this evening?

- Yes → If yes, please answer Question 7a
- No → If no, please answer Question 7b

7a. How much money have you spent this evening at this *First Saturday* event? In considering the money you spent on food, please only include money spent for food that you would not have purchased without attending *First Saturday*.

\$_____00 spent on food
 \$_____00 spent on non-food items

7b. How much money do you plan to spend this evening at this *First Saturday* event? In considering the money you plan to spend on food, please only include money you will spend for food that you would not have purchased without attending *First Saturday*.

\$_____00 on food
 \$_____00 on non-food items

8. Do you plan to return to Downtown Frederick in the next several days to look at something again and perhaps purchase it then?

- Yes, will return → How much will you likely spend? \$_____00
- No, will not return

9. How likely will you be to recommend *First Saturday* to a friend?

- Definitely will recommend
- Probably will not recommend
- Probably will recommend
- Definitely will not recommend
- Might or might not

Now, some final questions for classification purposes only. . .

10. Including yourself, how many people are you visiting *First Saturday* with this evening?

- 1 2 3 4 5 6 7 8 9 or more

11. What is your age?

- 18-24 45-54
- 25-34 55-64
- 35-44 65 or older

12. What was the last year of schooling you personally completed?

- High school graduate or less
- College graduate
- Some college/technical school
- Graduate school

13. What is your current employment status?

Employed full-time	<input type="checkbox"/>	At-home parent	<input type="checkbox"/>
Employed part-time	<input type="checkbox"/>	Student	<input type="checkbox"/>
Retired	<input type="checkbox"/>	Temporarily unemployed	<input type="checkbox"/>

14. Which of the following categories includes your total annual pre-tax household income?

Less than \$25,000	<input type="checkbox"/>
\$25,000 - \$49,999	<input type="checkbox"/>
\$50,000 - \$74,999	<input type="checkbox"/>
\$75,000 - \$99,999	<input type="checkbox"/>
\$100,000 - \$149,999	<input type="checkbox"/>
\$150,000 or more	<input type="checkbox"/>

15. What is the Zip Code of your home address?

16. What else can the Downtown Frederick Partnership do to improve the *First Saturday* event experience for you?

***Thank you for taking the time to complete this questionnaire.
Davidson-Peterson Associates, 201 Lafayette Center, Kennebunk, ME 04043***