

Community Engagement Survey Results

Survey dates: May 27–June 30





WHAT WE LEARNED

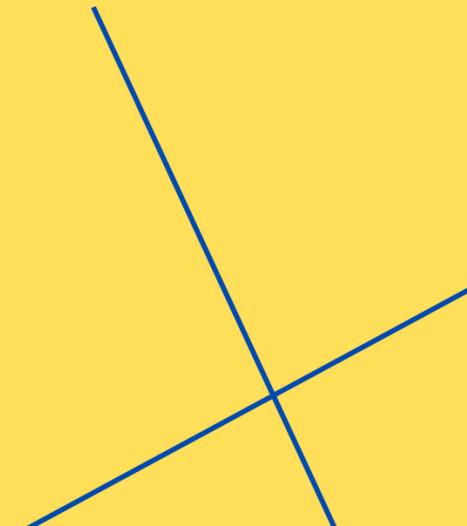


- 90% of survey participants have attended an event at the Winston-Salem Fairgrounds in the last 10 years
 - 61% participants are likely to attend the Carolina Classic Fair
 - 81% of fair participants are likely to attend a non-fair related event at the Fairgrounds
 - Rock & Roll, Jazz, and R&B are the top 3 genres that survey participants would like to see
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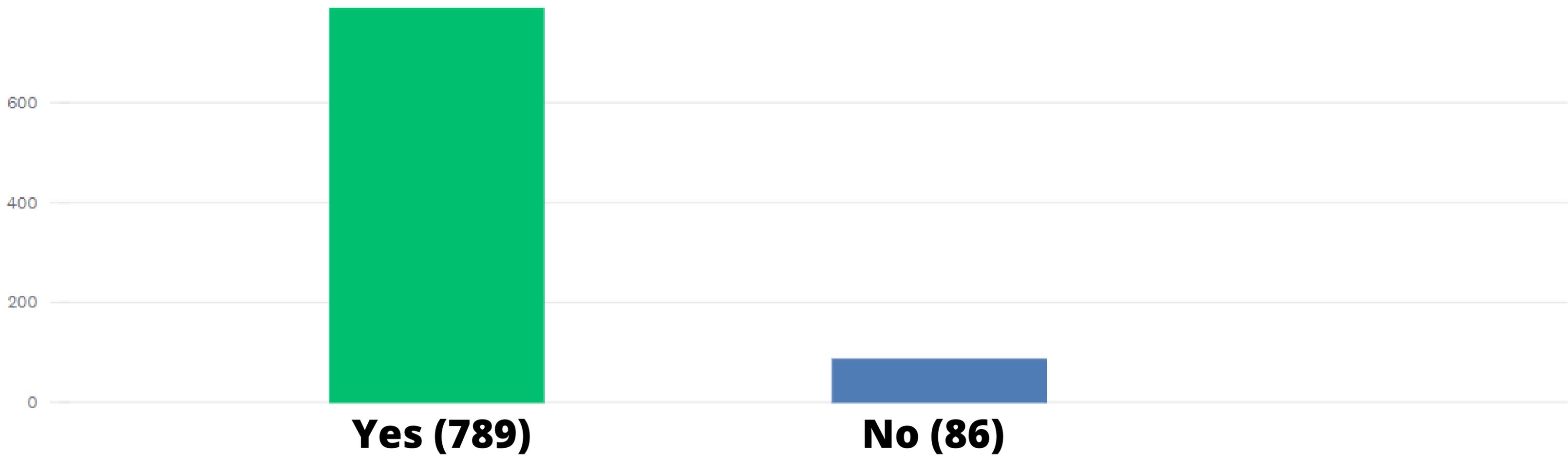


WHAT WE LEARNED



- Survey participants are more likely to support concerts than any other type of event at the Fairgrounds (festivals, sports events, trade shows etc.)
 - 65% of survey participants were White (not-hispanic/Latino) 22% were Black (not Hispanic/Latino), and 5% were hispanic
 - All but 14 responses were from WS zip codes (12 from Greensboro, 2 from out of state)
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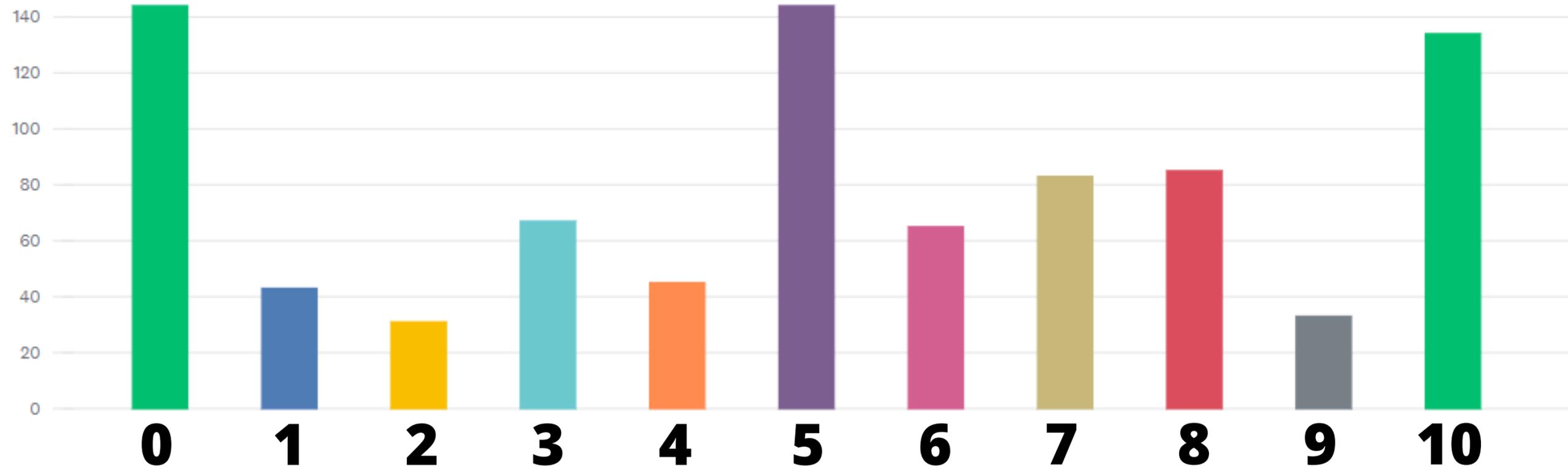
1. Have you attended an event at the Winston-Salem Fairgrounds within the last 10 years?



Answered: 875 Skipped: 4

Yes	90%	789
No	10%	86
Total Respondents		875

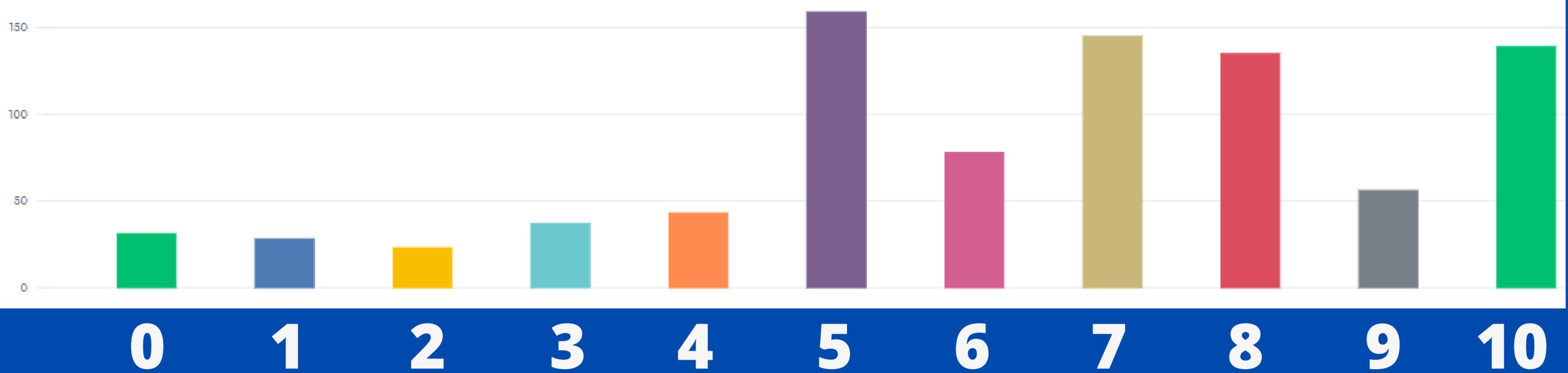
2. How likely are you to attend the Carolina Classic Fair?



0 - Not at all	16%	144
1	5%	43
2	4%	31
3	8%	67
4	5%	45
5	16%	144
6	7%	65
7	9%	83
8	10%	85
9	4%	33
10 - Extremely Likely	15%	134
Total Respondents		874

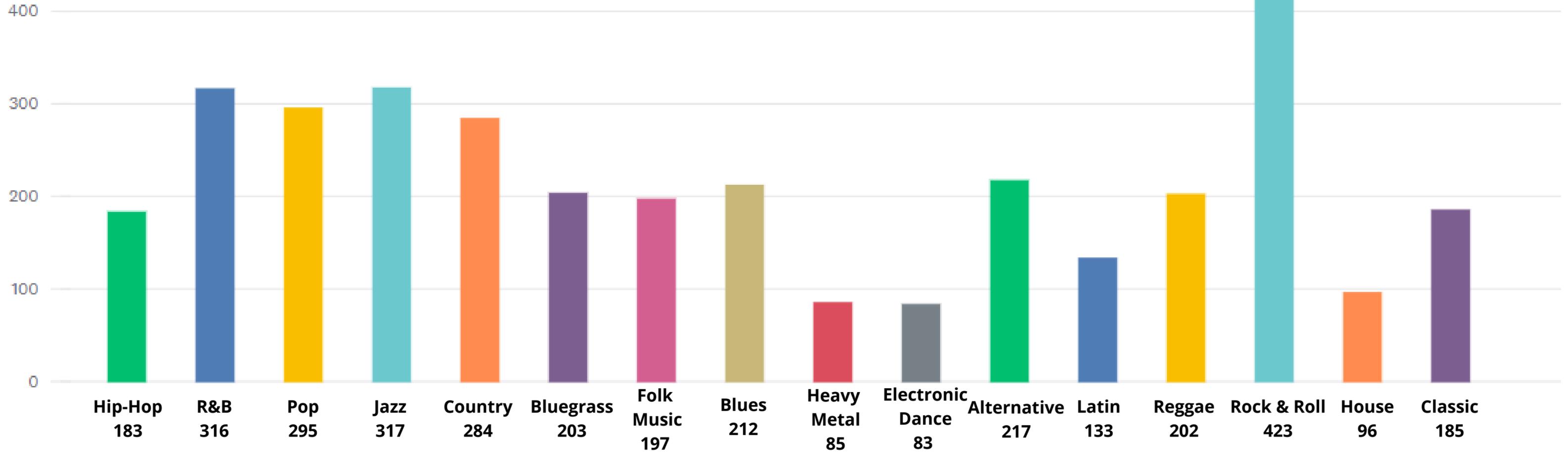
3. How likely are you to attend a non-fair event at the Winston-Salem Fairgrounds (concert, tradeshow, sporting event, etc.)?

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Likelihood Rating	Percentage	Number of Respondents
0 - Not at all	4%	31
1	3%	28
2	3%	23
3	4%	37
4	5%	43
5	18%	159
6	9%	78
7	17%	145
8	15%	135
9	6%	56
10	16%	139

4. What type of concerts would you like to see the Winston-Salem Fairgrounds host? Check all that apply

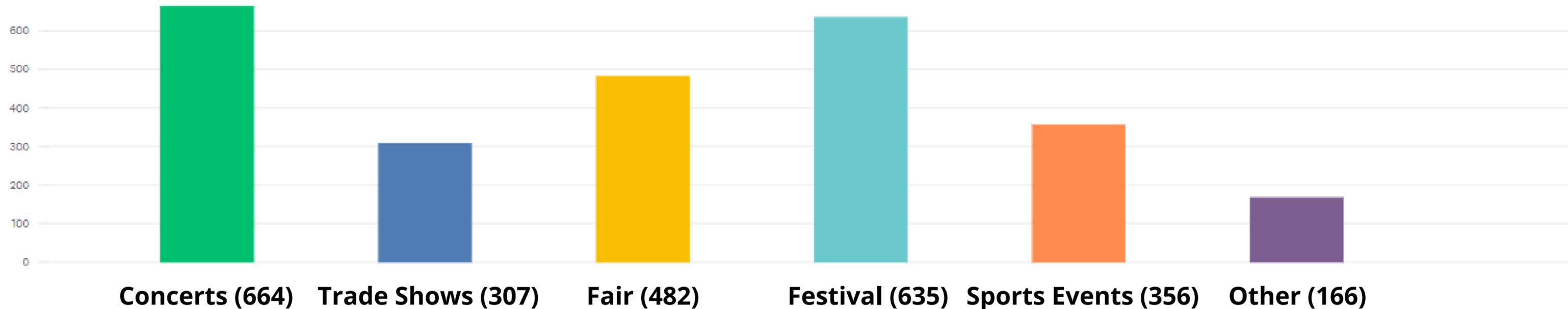


4. What type of concerts would you like to see the Winston-Salem Fairgrounds host? Check all that apply

Hip-Hop	23%	183
R&B	39%	316
Pop	36%	295
Jazz	39%	317
Country	35%	284
Bluegrass	25%	203
Folk Music	24%	197
Blues	26%	212
Heavy Metal	10%	85
Electronic Dance Music	10%	83
Alternative	27%	217
Latin Music	16%	133
Reggae	25%	202
Rock and Roll	52%	423
House	12%	96
Classical	23%	185
Total Respondents		811

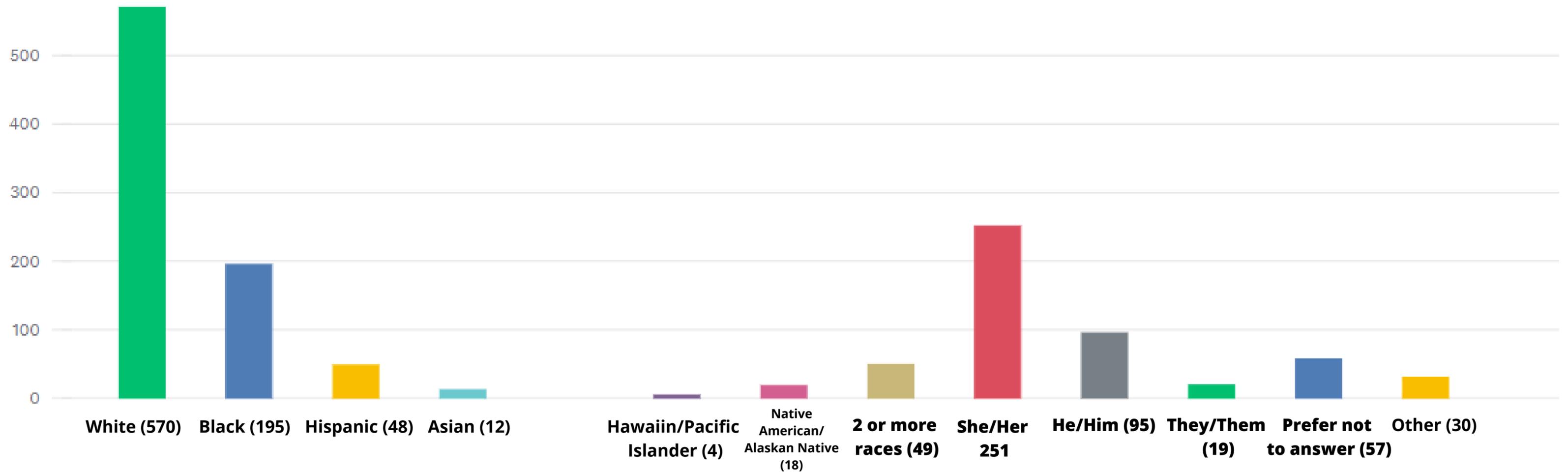
5. What types of events are you most likely to support at the fairgrounds? Check all that apply

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Concerts	76%	664
Trade shows	35%	307
Fair	55%	482
Festival	72%	635
Sports events	41%	356
Other (please specify)	19%	166
Total Respondents		876

6. Please select all demographic identifiers that apply:

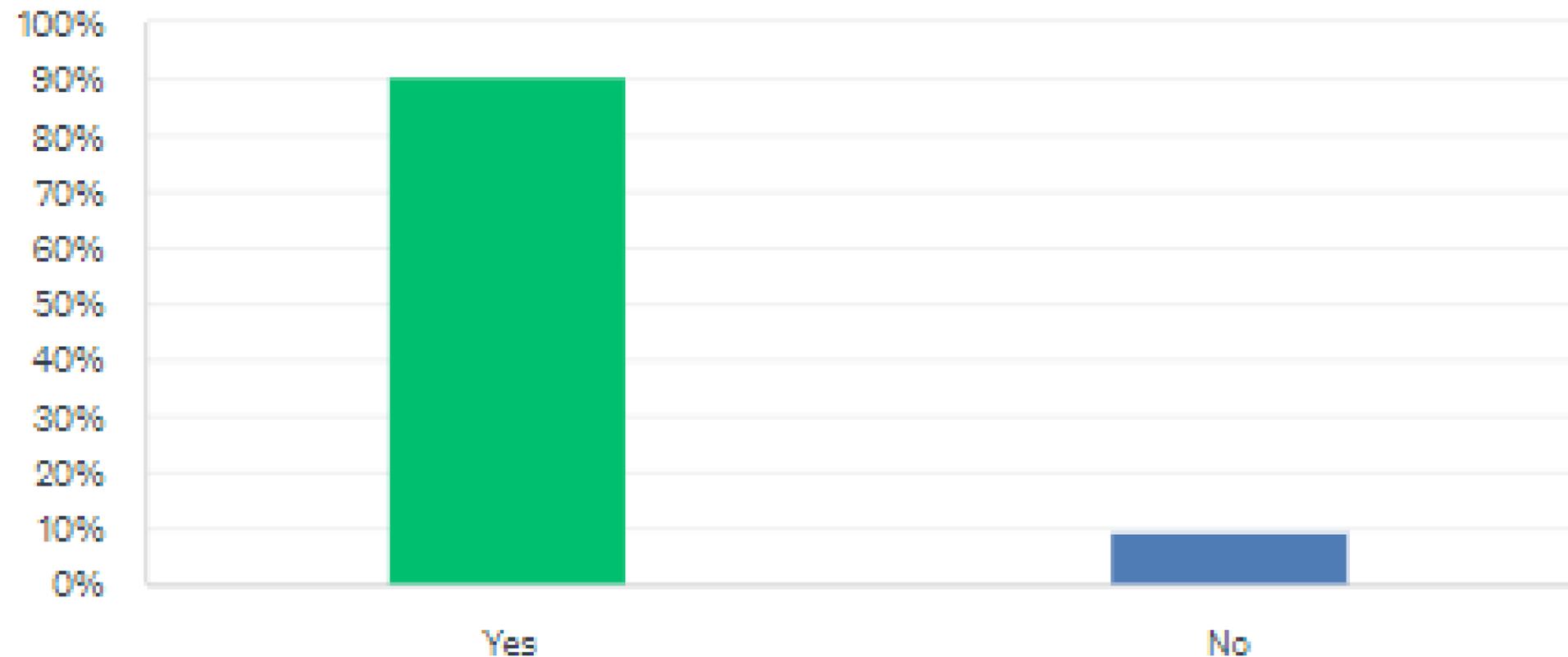


White (not-Hispanic/Latino)	65%	570
Black (not Hispanic/Latino)	22%	195
Hispanic	5%	48
Asian	1%	12
Native American	0%	0
Hawaiian/Pacific Islander	0%	4
Native American/Alaska Native	2%	18
Two or more races	6%	49
she/her	29%	251
he/him	11%	95
they/them	2%	19
Prefer not to answer	7%	57
Other (please specify)	3%	30
Total Respondents		874

Black (Non Hispanic/Latino)

Have you attended an event at the Winston-Salem Fairgrounds within the last 10 years?

Answered: 194 Skipped: 1



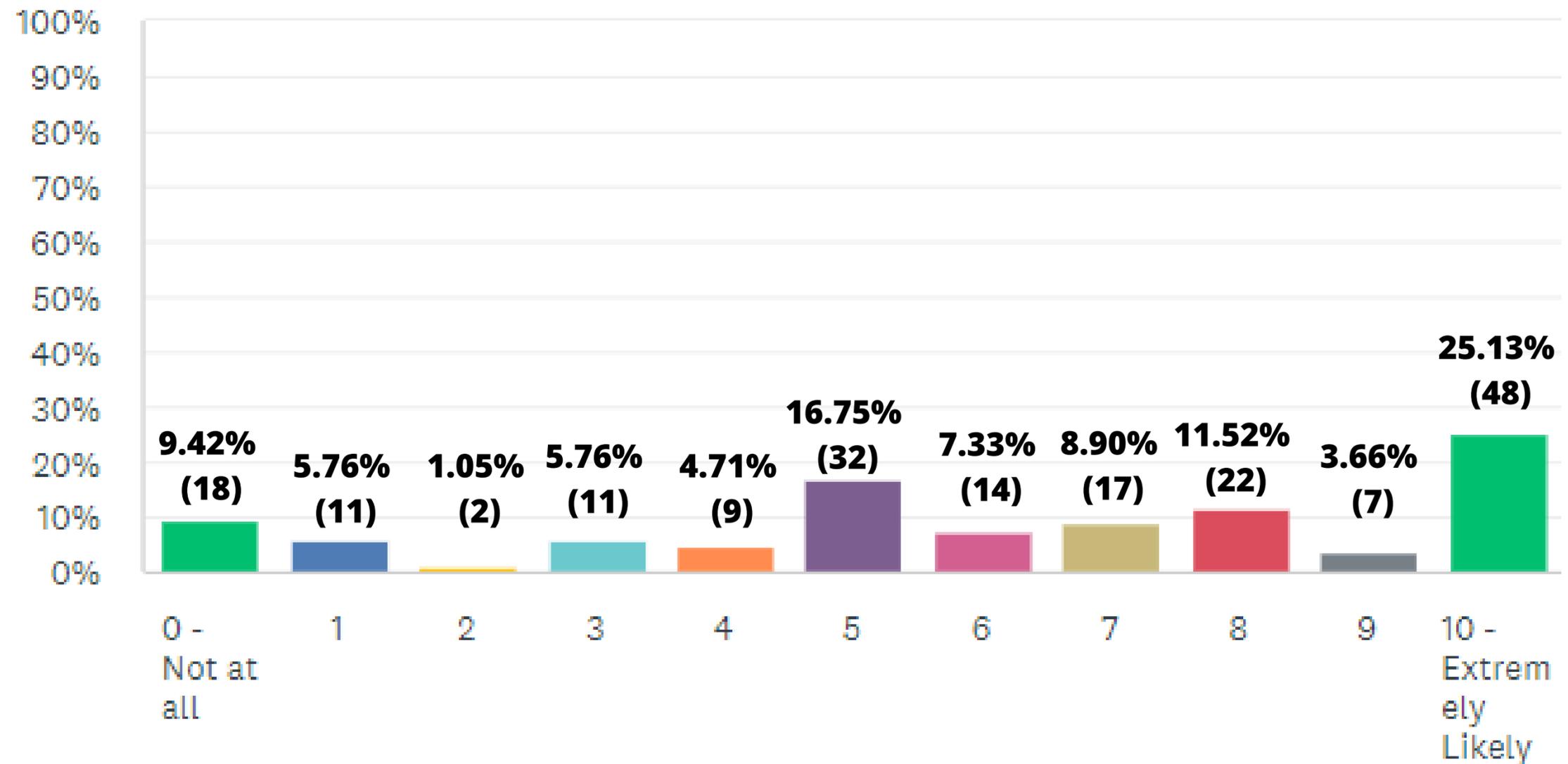
90.72% (176)

9.28% (18)

Black (Non Hispanic/Latino)

How likely are you to attend the Carolina Classic Fair?

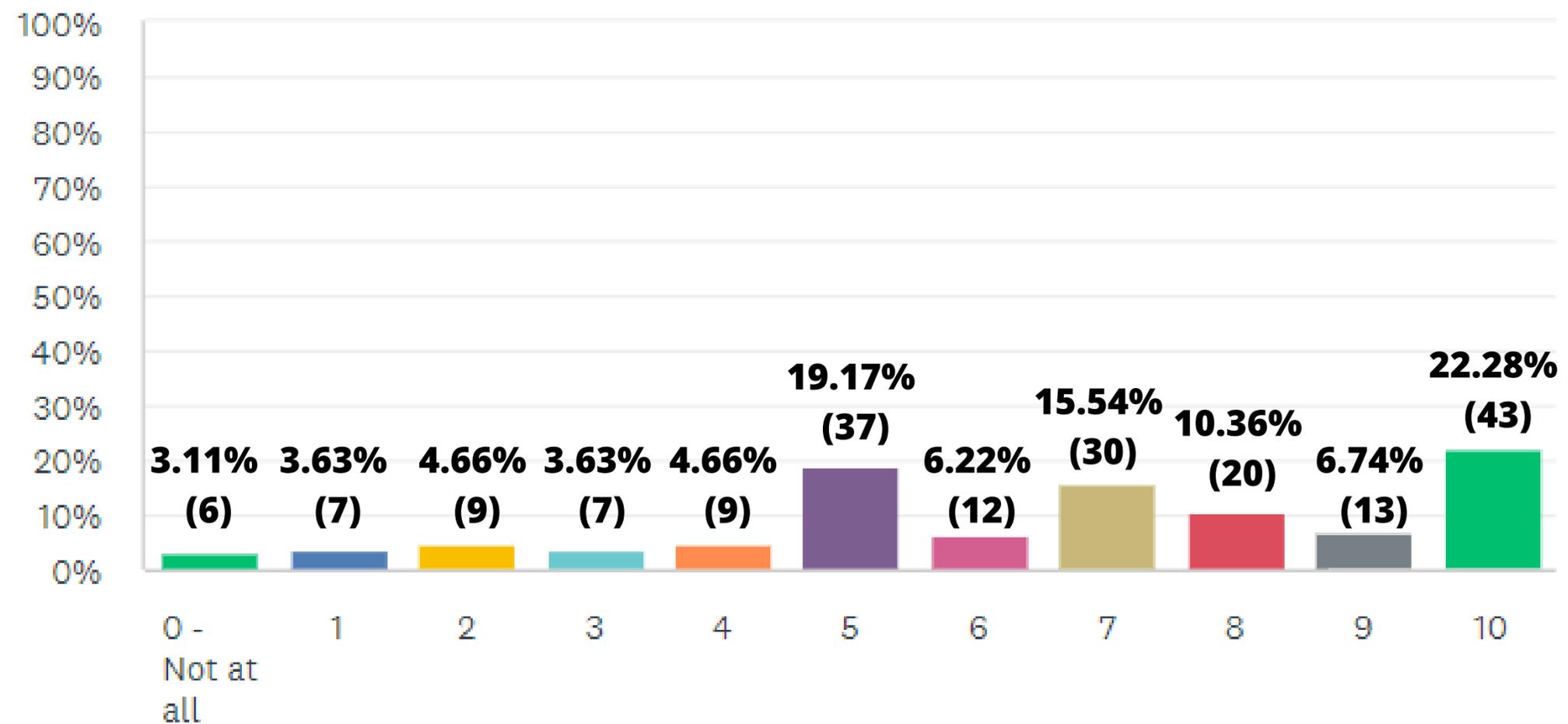
Answered: 191 Skipped: 4

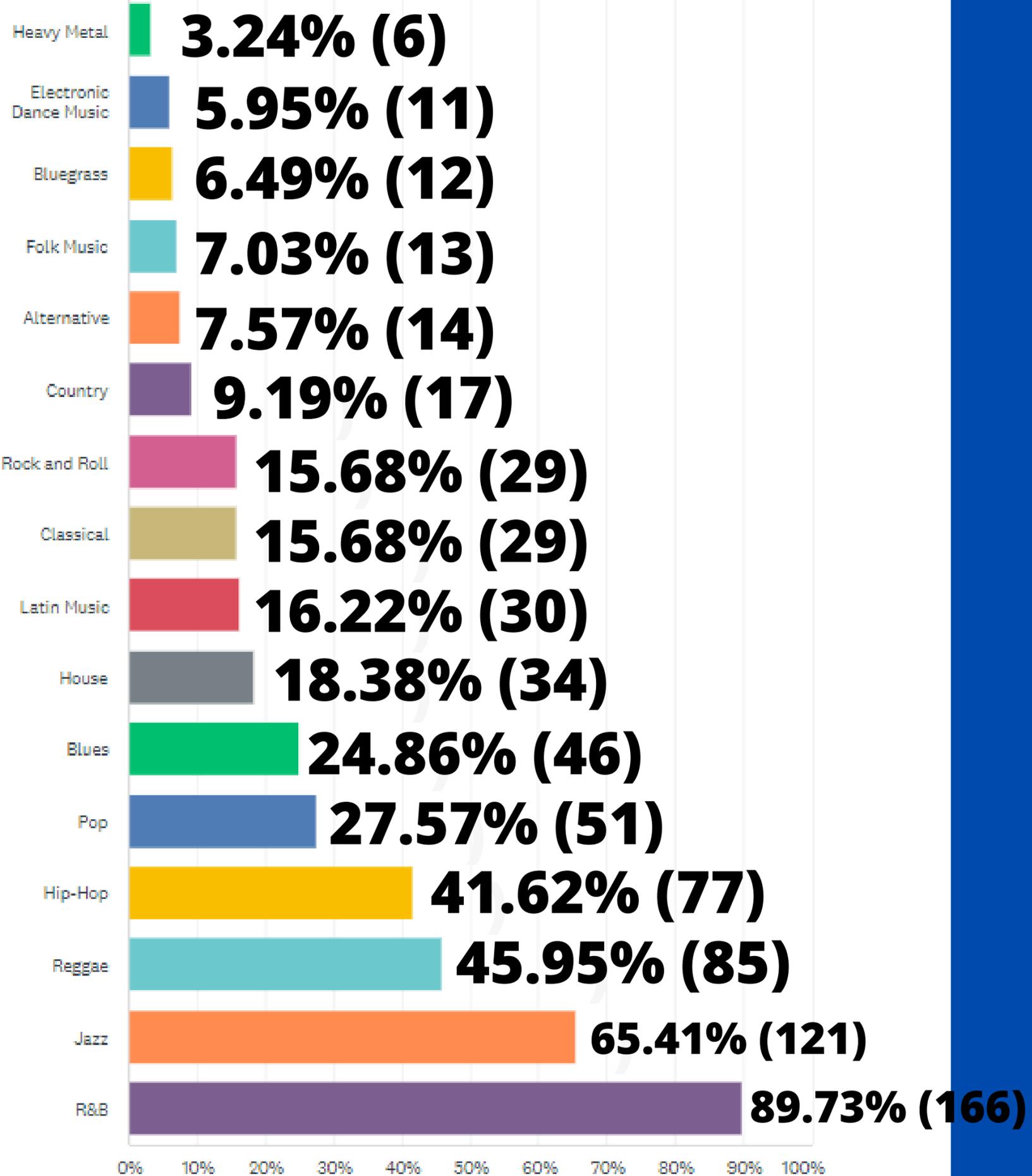


Black (Non Hispanic/Latino)

How likely are you to attend a non-fair event at the Winston-Salem Fairgrounds (concert, tradeshow, sporting event, etc.)?

Answered: 193 Skipped: 2





Black (Non Hispanic/Latino)

What type of concerts would you like to see the Winston-Salem Fairgrounds host?
Check all that apply

Black (Non Hispanic/Latino)

What type of concerts would you like to see the Winston-Salem Fairgrounds host? "Other" responses

Gospel

Theatre

Dancehall/Carribean

Neosoul

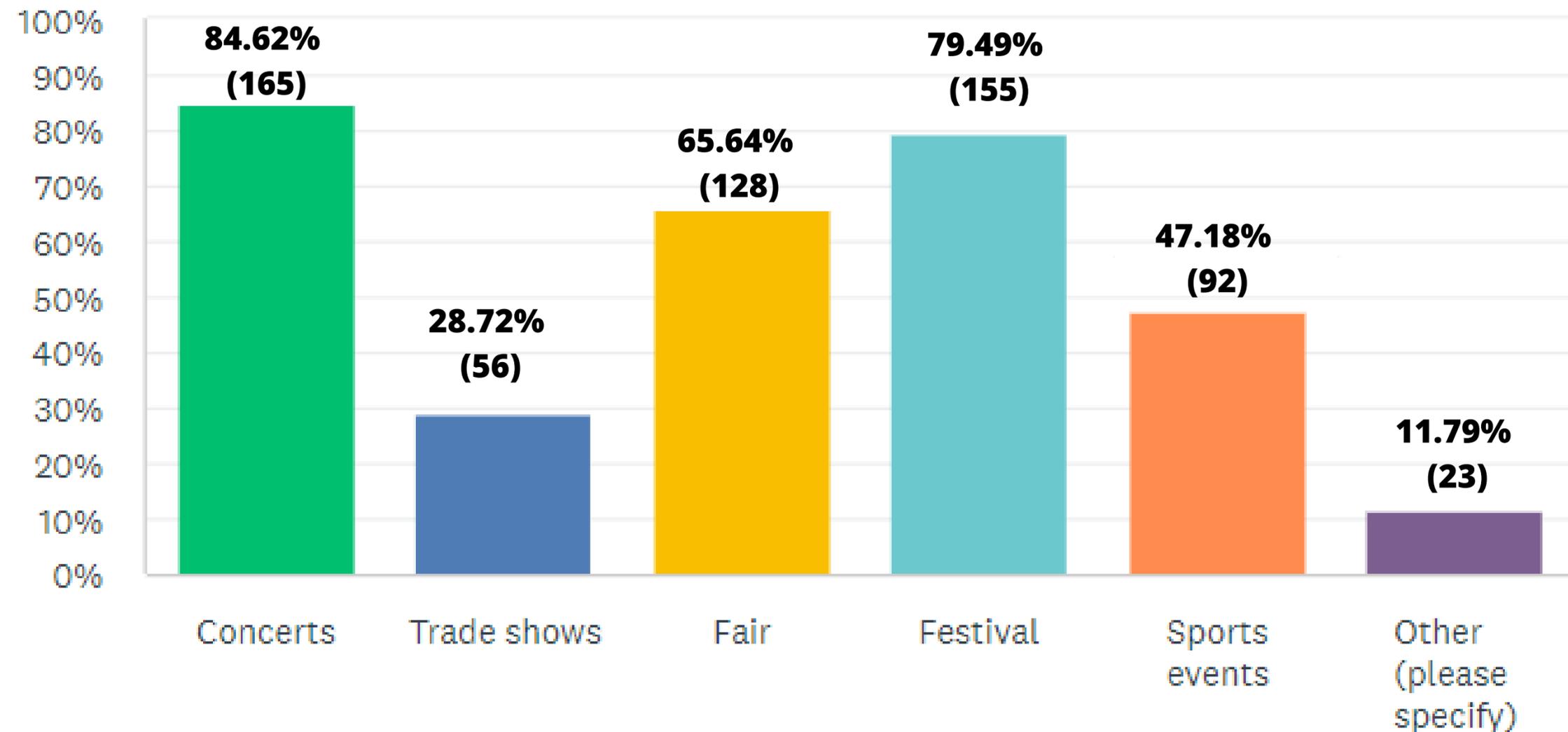
Christian

Go-Go

Black (Non Hispanic/Latino)

What types of events are you most likely to support at the fairgrounds? Check all that apply

Answered: 195 Skipped: 0



Black (Non Hispanic/Latino)

What types of events are you most likely to support at the fairgrounds? "Other" responses

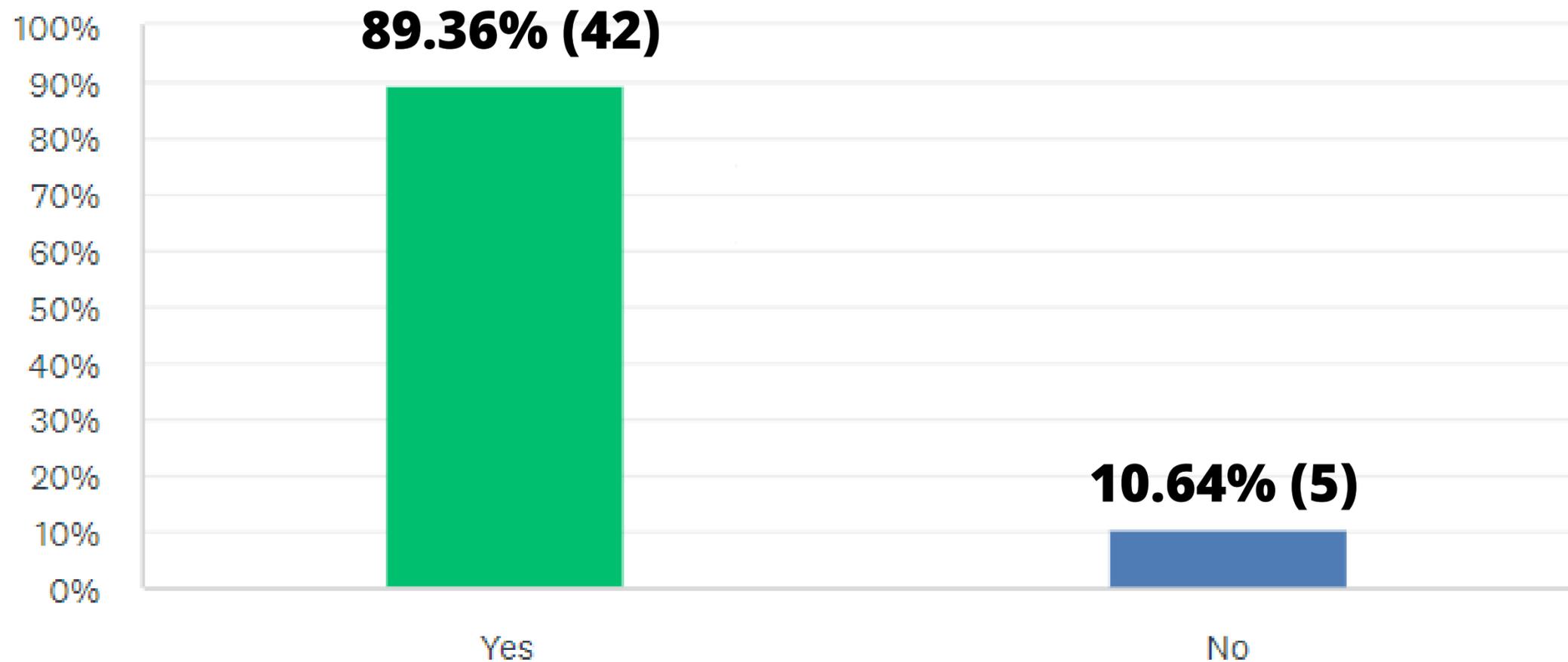
Marketplace
Food Festivals
Wrestling
Spiritual Events
Gun Shows
Comedy

Farmers Market
Job Fair
Wine Festival
Art Events
Drag Shows

Hispanic

Have you attended an event at the Winston-Salem Fairgrounds within the last 10 years?

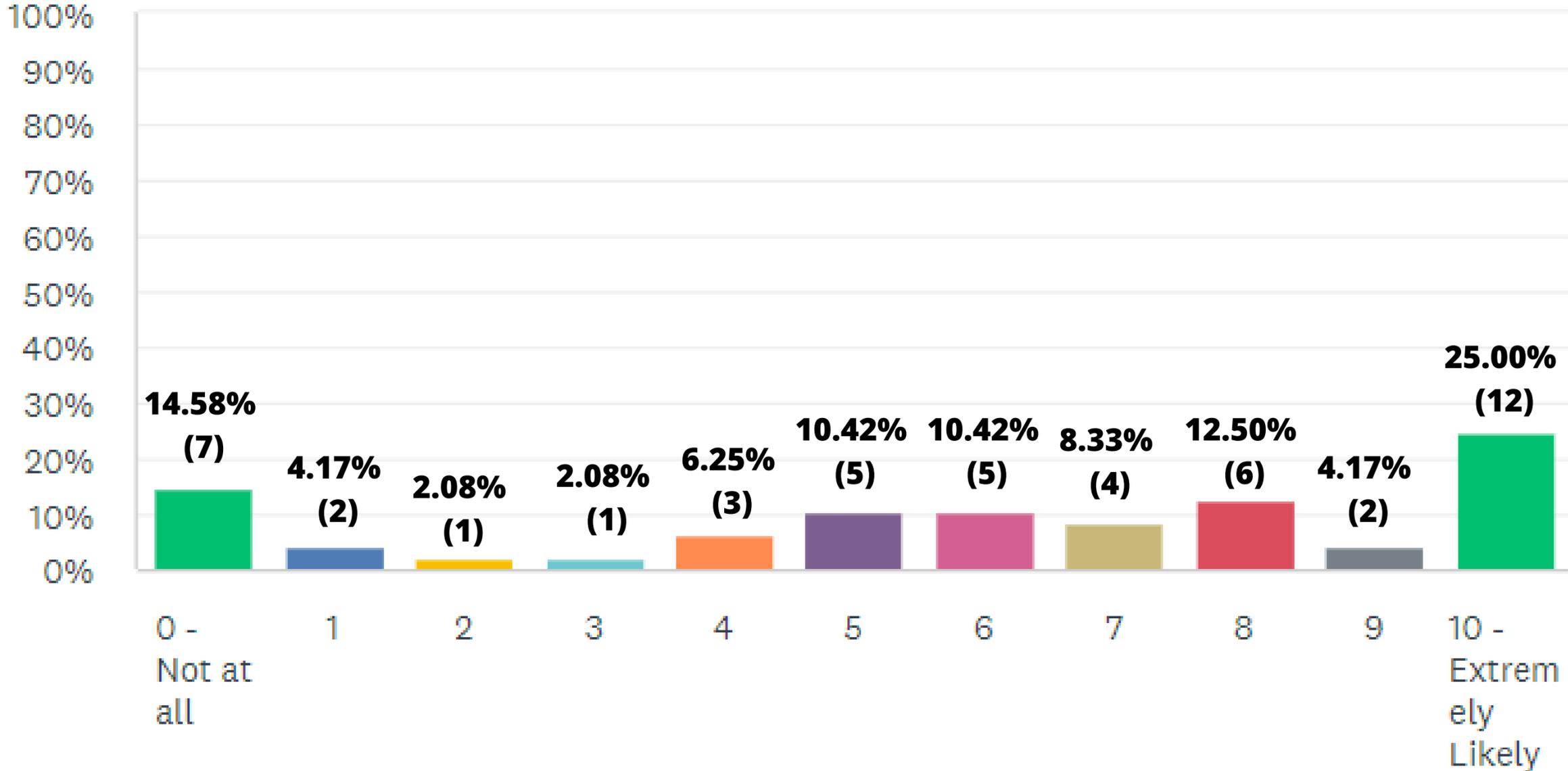
Answered: 47 Skipped: 1



Hispanic

How likely are you to attend the Carolina Classic Fair?

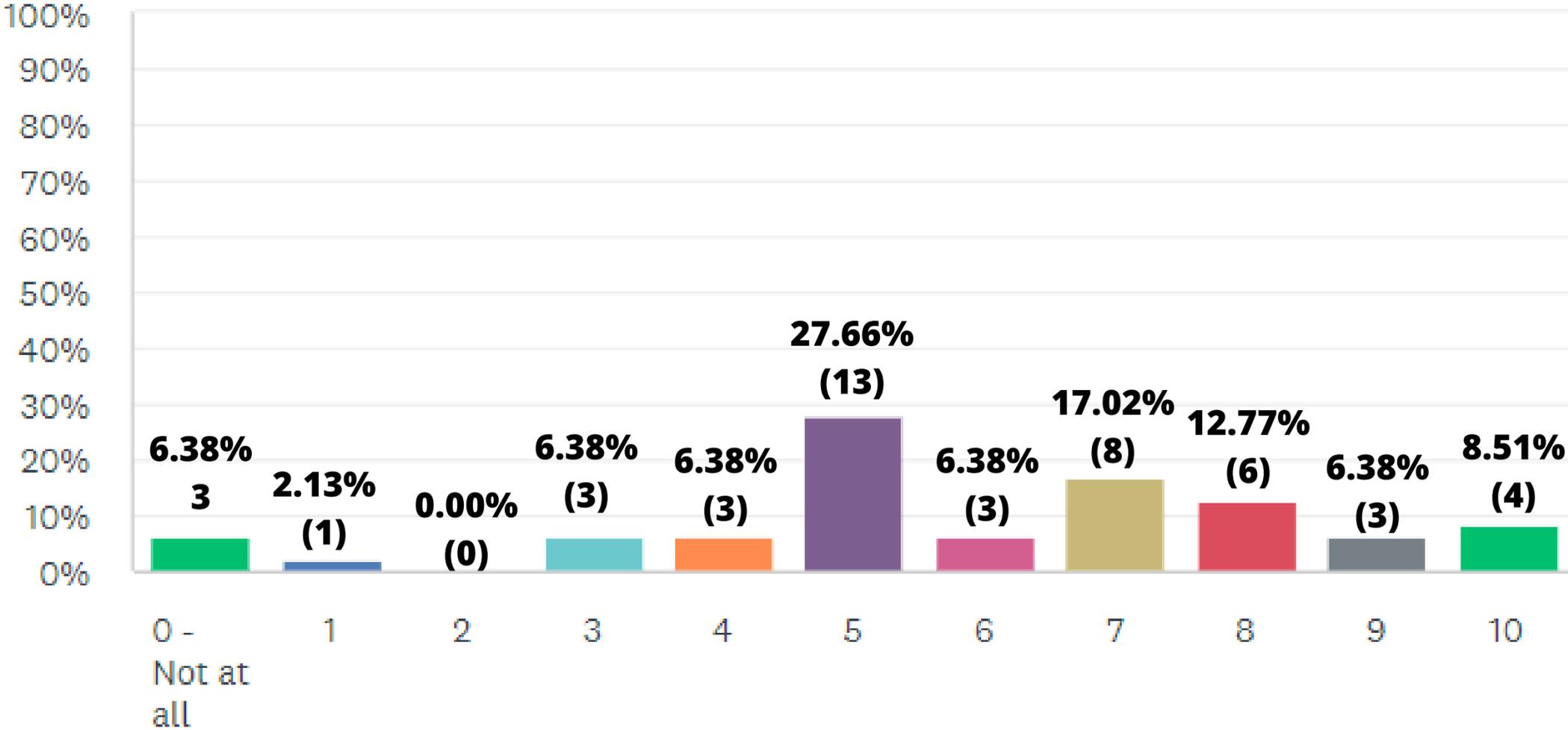
Answered: 48 Skipped: 0

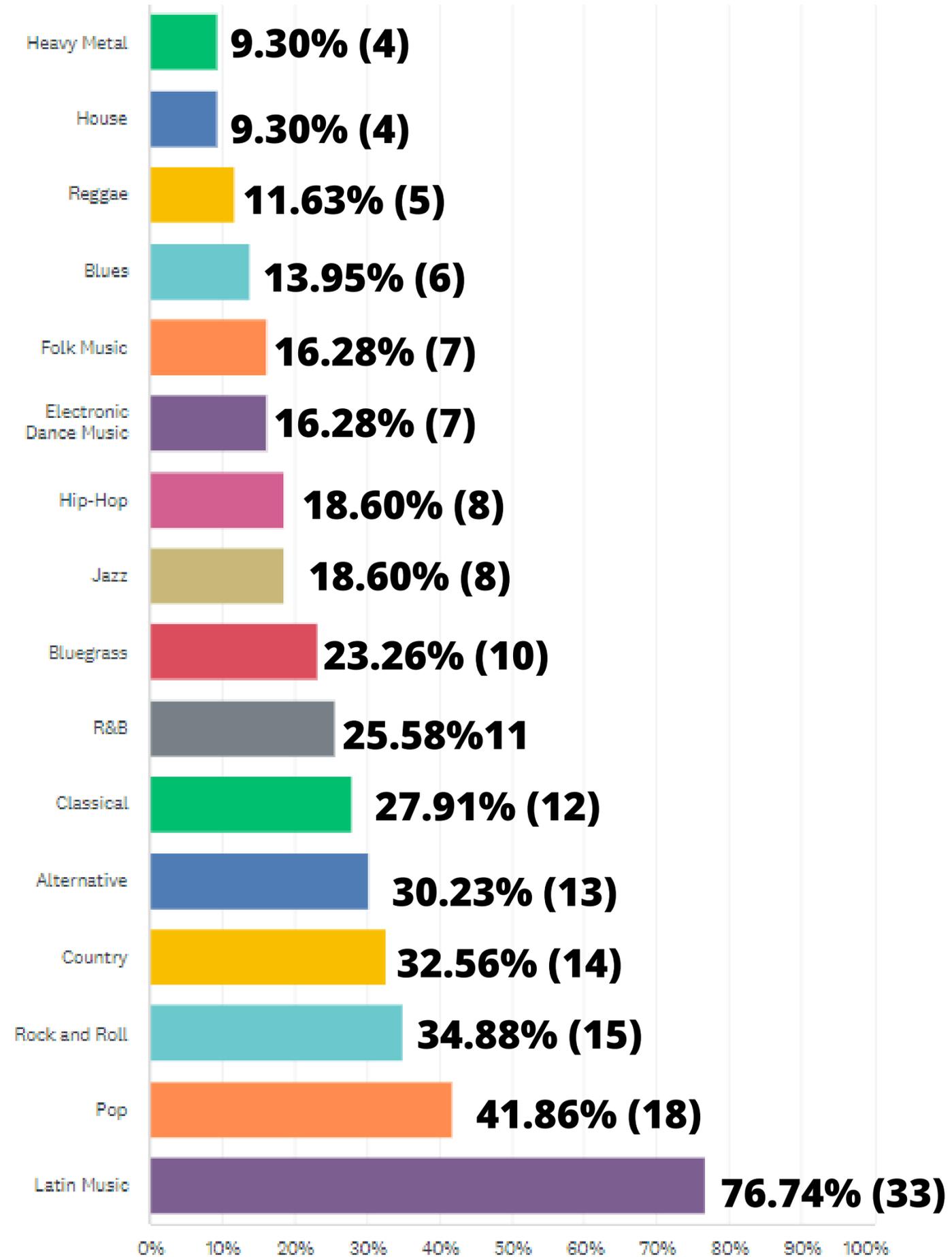


Hispanic

How likely are you to attend a non-fair event at the Winston-Salem Fairgrounds (concert, tradeshow, sporting event, etc.)?

Answered: 47 Skipped: 1





Hispanic

**What type of concerts would you like to see the Winston-Salem Fairgrounds host?
Check all that apply**

Hispanic

What type of concerts would you like to see the Winston-Salem Fairgrounds host? "Other" responses

Reggaeton

Cumbia

Gospel

Christian

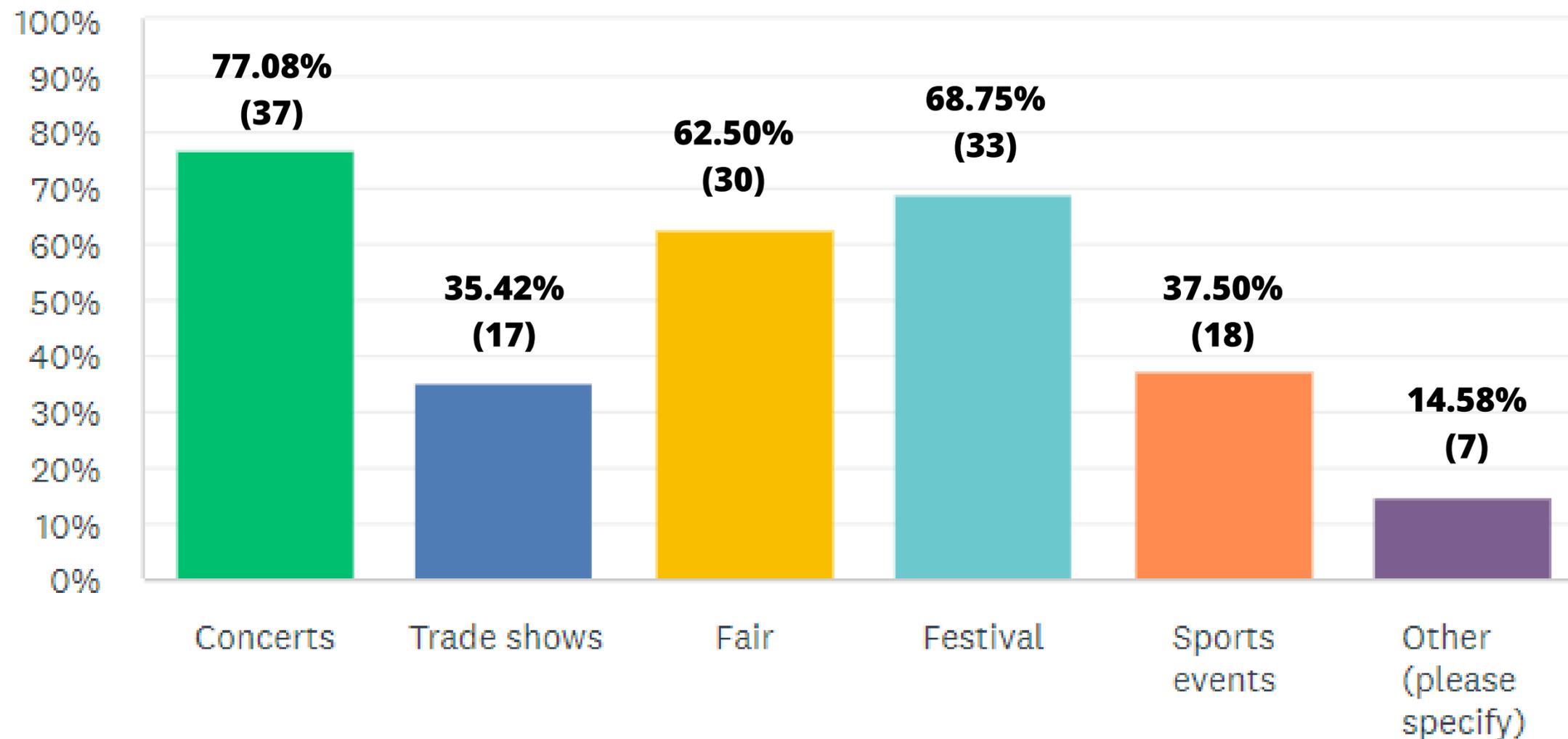
Musical

Kids Shows

Hispanic

What types of events are you most likely to support at the fairgrounds? Check all that apply

Answered: 48 Skipped: 0



Hispanic

What types of events are you most likely to support at the fairgrounds? "Other" responses

Gun Shows

Wrestling

Community Yard Sale

Cooking

Gardening

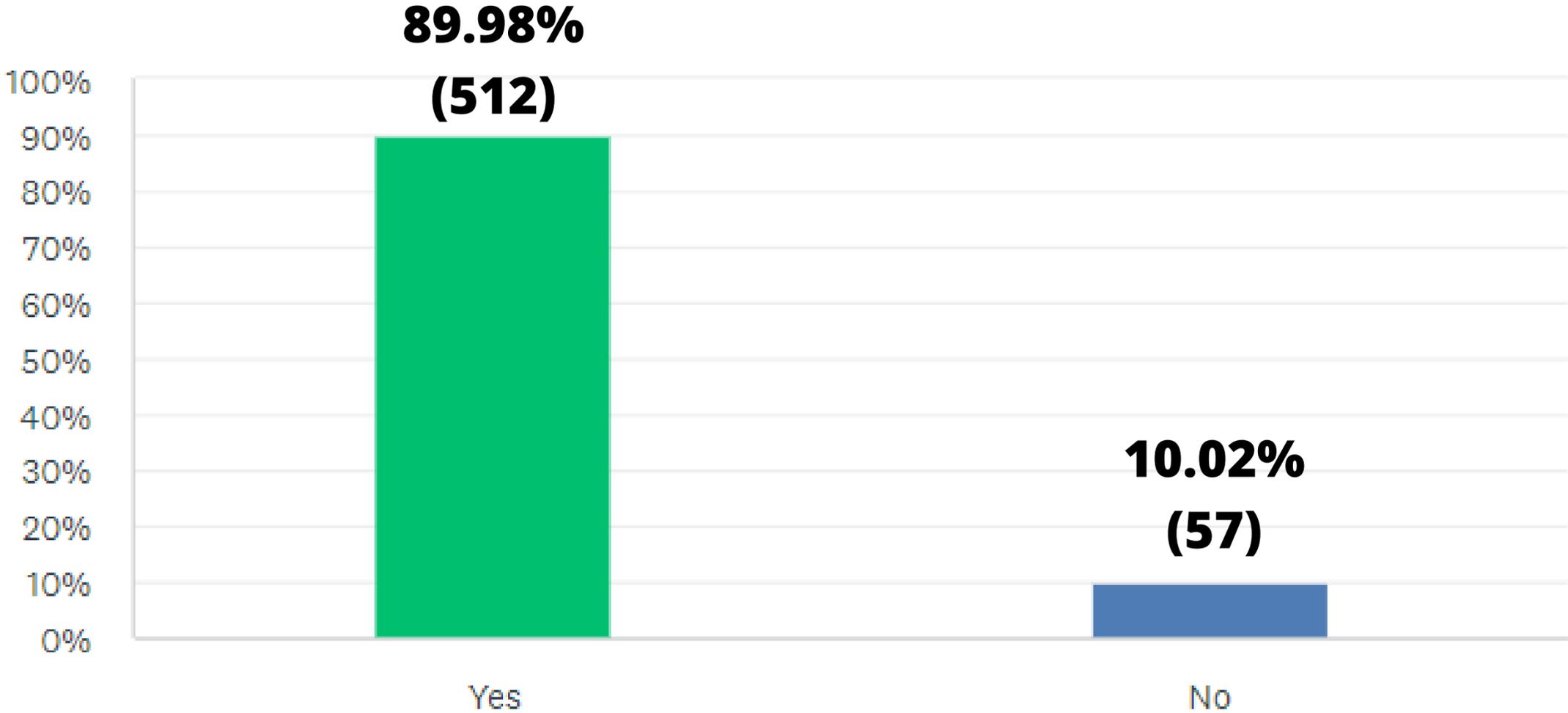
Livestock Shows

Christian/Religious Events

White (Not-Hispanic/Latino)

Have you attended an event at the Winston-Salem Fairgrounds within the last 10 years?

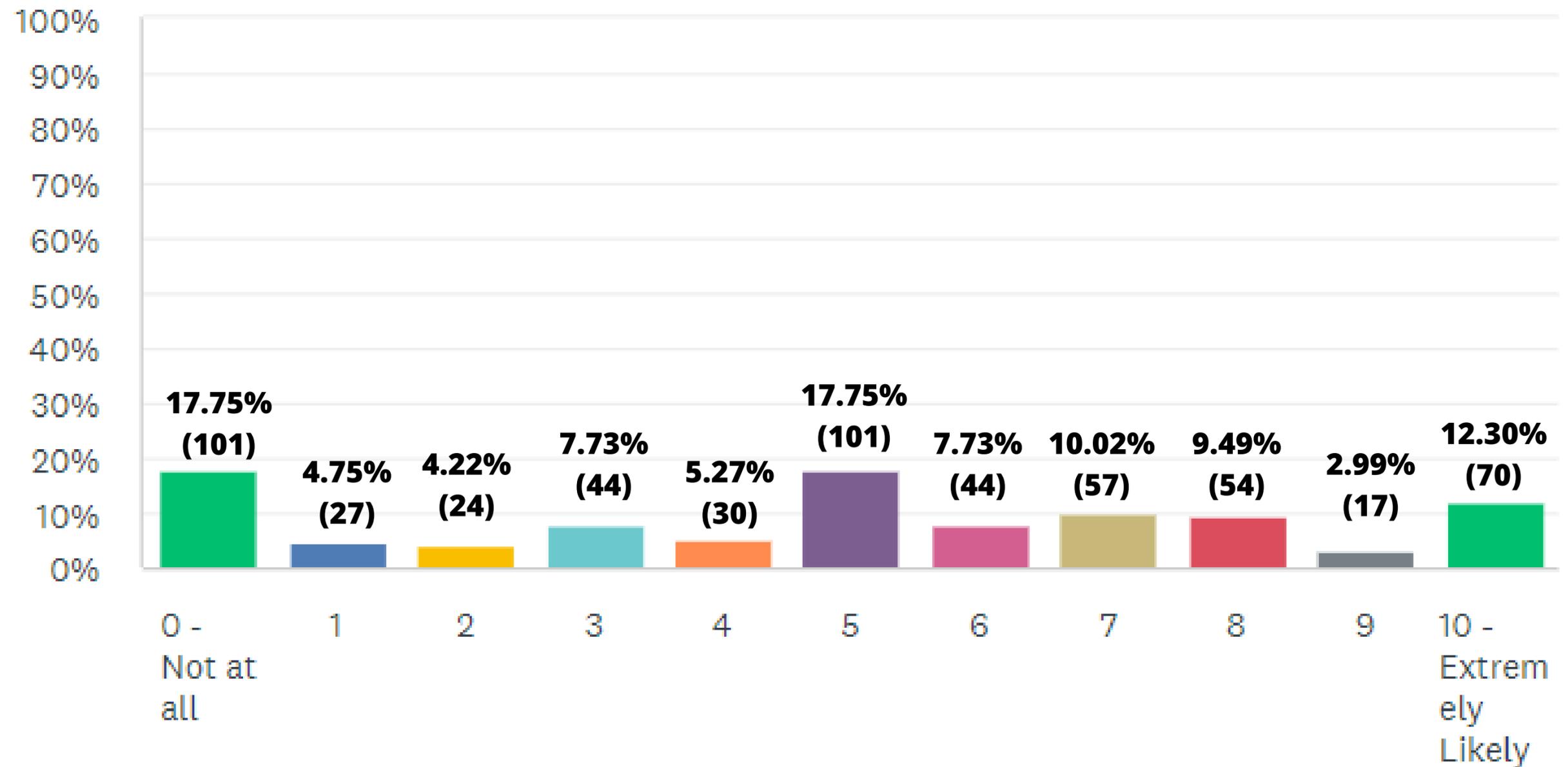
Answered: 569 Skipped: 1



White (Not Hispanic/Latino)

How likely are you to attend the Carolina Classic Fair?

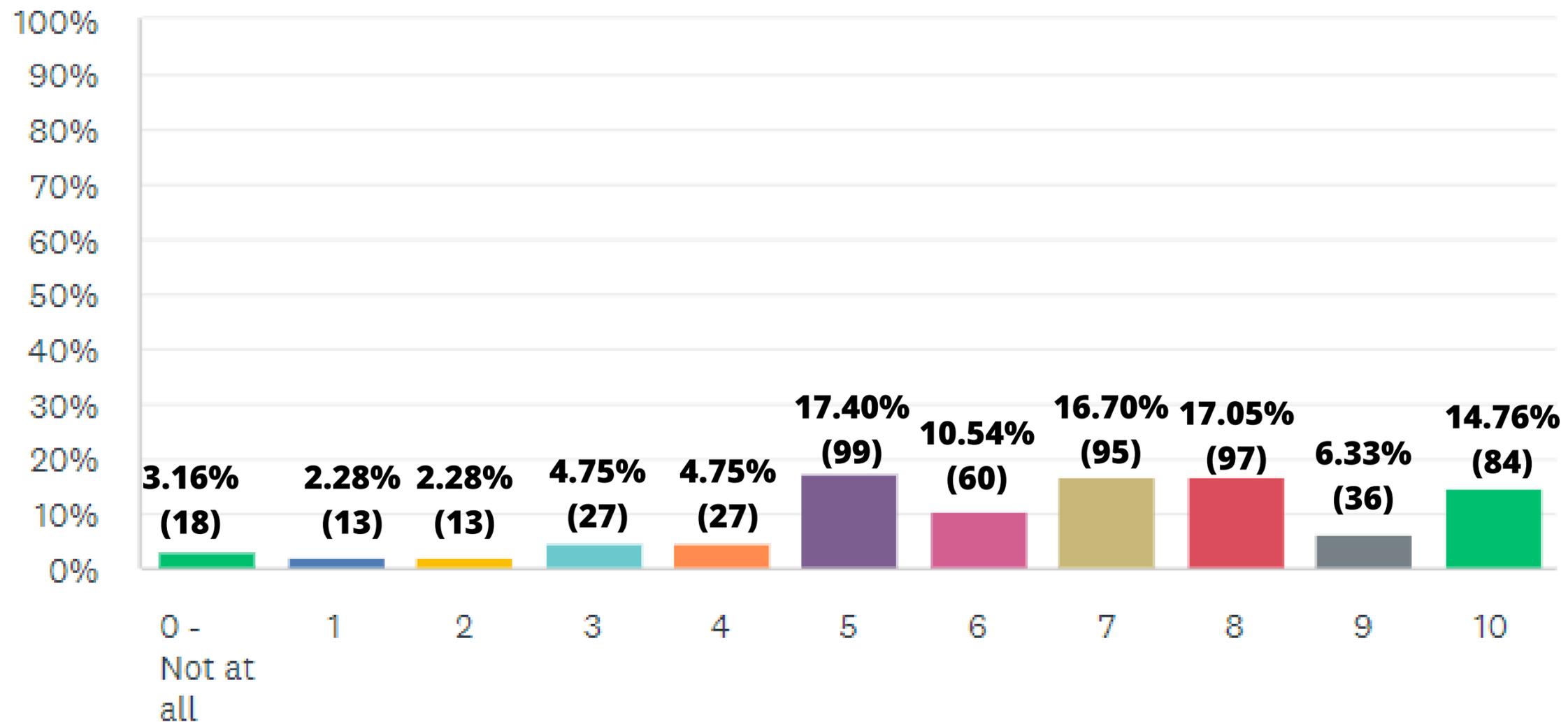
Answered: 569 Skipped: 1

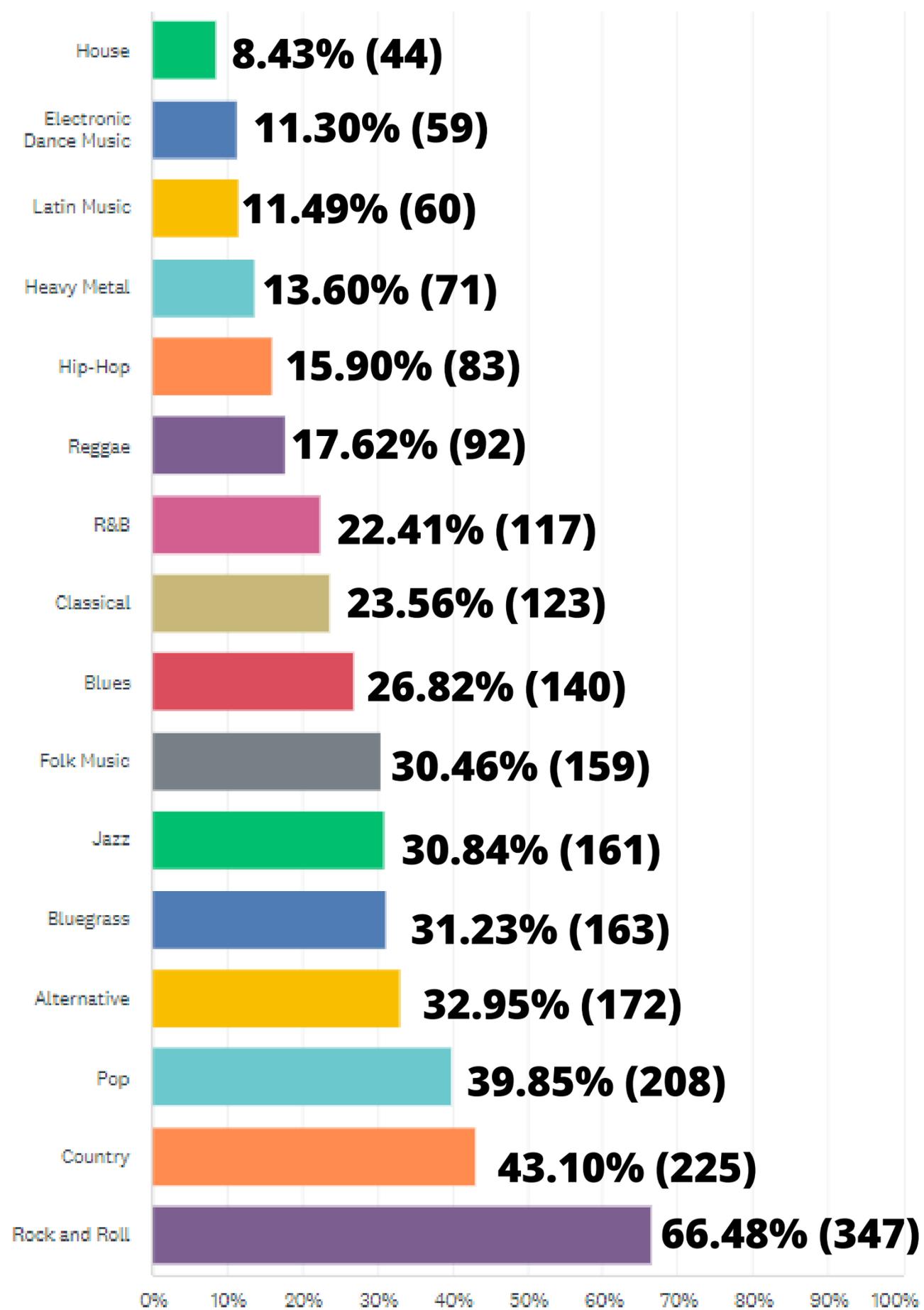


White (Not Hispanic/Latino)

How likely are you to attend a non-fair event at the Winston-Salem Fairgrounds (concert, tradeshow, sporting event, etc.)?

Answered: 569 Skipped: 1





White (Not Hispanic/Latino)

What type of concerts would you like to see the Winston-Salem Fairgrounds host?
Check all that apply

White (Not Hispanic/Latino)

What type of concerts would you like to see the Winston-Salem Fairgrounds host? "Other" responses

Local Musicians

Jam bands

Gospel

Christian

Beach

Indie

Jam bands

Drag Show

Holiday Music

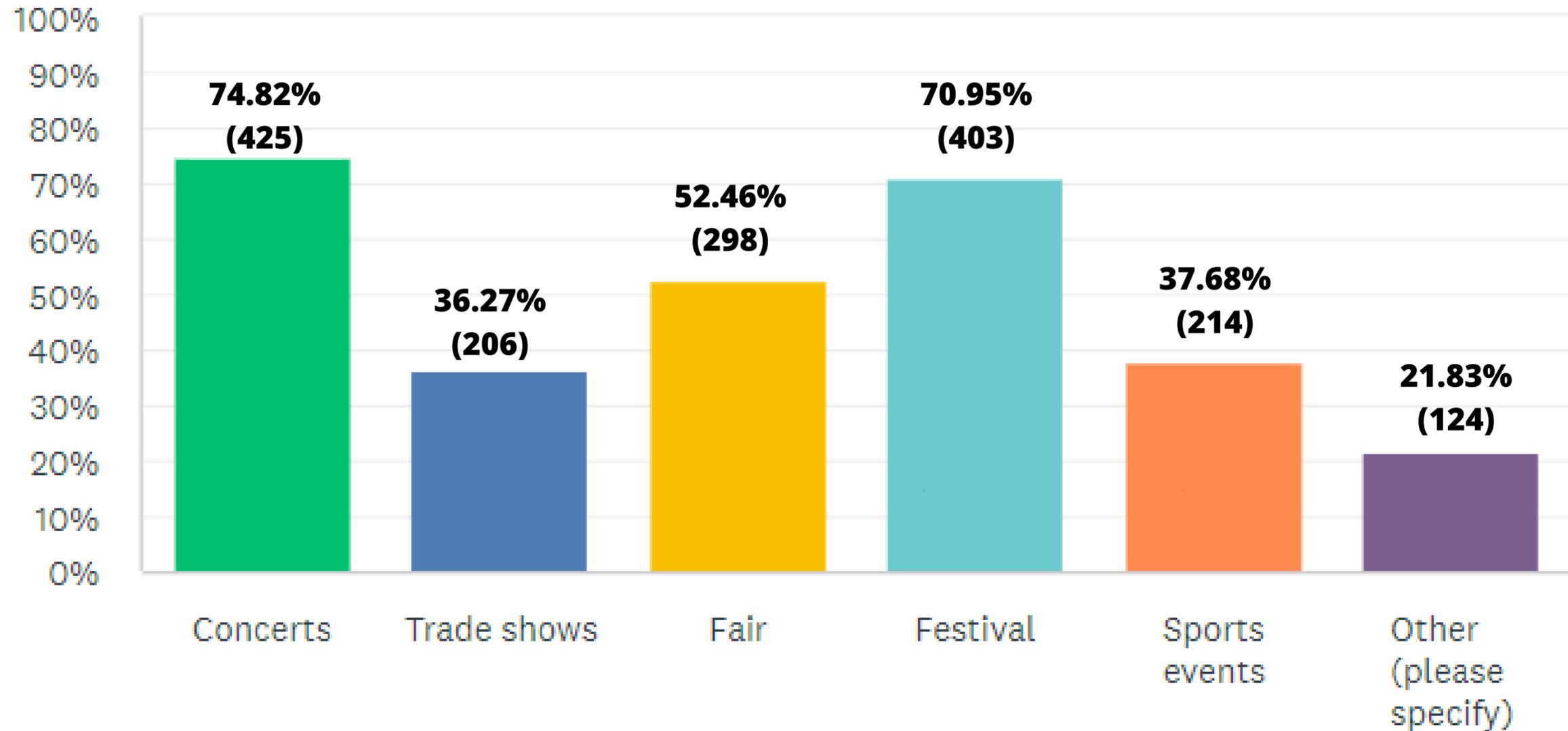
Punk Rock

70s & 80s

White (Not Hispanic/Latino)

What types of events are you most likely to support at the fairgrounds? Check all that apply

Answered: 568 Skipped: 2



White (Not Hispanic/Latino)

What types of events are you most likely to support at the fairgrounds? "Other" responses

Demolition Derby

Food Truck Festivals

Classic Car Shows

Kids Shows

Christian/Religious Events

Comic Con

Drive-in Movie

Health Fairs

Flea Markets

Book Sales

Gun shows

Rodeo

Horse Shows

Dog Events