

Heads and Beds Survey Data Results

Cambria Scarecrow Festival Survey

May 31st 2023, 1:20 pm MDT

Preface

This survey was conducted by Cal Poly students for the Cambria Scarecrow festival in order to determine the effectiveness of the festival in bringing more tourists to Cambria and the methods of outreach that are the most successful. The survey was sent to the Dr. Crow email list, and received 84 responses. Overall, it appears that the festival is successful in stimulating Cambria's economy by attracting out of town tourists to the area. However, a repeat of this survey should be conducted during the upcoming festival to survey more attendants who had not previously been to the festival. Some questions of particular importance to pay attention to are the conversion rate in question #5, the increased attendance rate seen in question #3, and the geographical analysis of responses. You can access the survey through this link:

https://calpolyocob.co1.qualtrics.com/jfe/form/SV_0jMOphGGg1niiGi

Results

Q1 - What was your favorite scarecrow the last time that you went to the festival?

What was your favorite scarecrow the last time that you went to the festival?

Mr. Ed

Hard to pick, they were all so AMAZING, I photographed at least 70 I found.

Gene Simmons

KISS

Kiss

I don't remember

Bicycle with moving wheels

Golly, I don't recall. My favorites of all time were the Invisible Man and The Village Wizard.

Mr. Ed

Love them all

Hard to choose. Love them all!

The celery monster from 2022

Dolly Parton

too many great ones to pick from

Kiss- Gene Simmons

Dolly Parton

Dinosaur

Bikes

Mario Brothers.

Kermit the frog

The tourists across from Robins a few yrs back

We are in San Simeon so see the Scarecrow. Favorites "Moving bicycles with with parents/kids, mermaid on main street below grocery store, Mr. Hearst at Cavailier. Saw all 1st yr of festival

My all time fav was the dragon at the Cambria Center for the Arts

Pumpkin pooping pumpkin pies

The pirates

Kermit the Frog

Lichen The Wild and Kermit

every single one is amazing

Family riding bikes

Alfred Hitchcock

The bicyclist

Wizard of Oz

?

Scarecrow upsidedown in the well

Hard to pick favorite, they were all so so great, and if I must, Asian girl with noodle bowl.

Kiss

The group of witches

Please don't make me choose just one. But the one that was on the corner flying in the breeze, Hass to be one of my favorites... The strong man with the arm pit hair. Little red riding hood, Edgar Allan Poe (with a copy of "The Raven" in his pocket

Kiss figure black & white full size

The bicycle with the small white dog...the real white dog was laying in the doorway.

Ms. Vanderpump

All

the bicycle exhibit

Mr Ed

Kiss

The Boo Crew

Gene Simmons

Singing nuns

3

Mr Ed the horse

Several scarecrows on bicycles

Pirates

The arts and Pippi's horse

horse

Kiss

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Kiss

Q2 - How many times have you been to the Cambria Scarecrow Festival?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Visits	0.00	10.00	5.50	3.33	11.08	70

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Visits	0.00	10.00	5.50	3.33	11.08	70

Q3 - Would you come to Cambria for the festival again?

Would you come to Cambria for the festival again? Based on them going to the Salute to Scarecrow Party

#	Answer	%	Count
1	Extremely unlikely	5.56%	4
2	Somewhat unlikely	2.78%	2
3	Neither likely nor unlikely	1.39%	1
4	Somewhat likely	9.72%	7
5	Extremely likely	80.56%	58
Total		100%	72

Q4 - The last time you came to the festival, did you stay overnight?

#	Field	Minimu m	Maximu m	Mea n	Std Deviation	Varianc e	Coun t
1	The last time you came to the festival, did you stay overnight?	1.00	2.00	1.61	0.49	0.24	74

#	Answer	%	Count
1	No	39.19%	29
2	Yes	60.81%	45
	Total	100%	74

Q5 - How likely are you to stay in Cambria overnight the next time you go to the festival?

Responses from those who *did not* stay last time

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to stay in Cambria overnight the next time you go to the festival?	1.00	5.00	2.00	1.34	1.81	31

Notes:

While it may seem like the majority of responses saying they will not stay in Cambria next time isn't ideal, having around 25% of respondents saying they want to stay in Cambria next time is a pretty decent conversion rate.

Q6 - Where did you stay?

#	Answer	%	Count
1	A vacation home	11.36%	5
2	A friend's house	11.36%	5
3	An Airbnb	6.82%	3
4	A Hotel	47.73%	21
5	Camping	0.00%	0
6	Other	22.73%	10
	Total	100%	44

Q10_6_TEXT - Other

Other - Text

Beach Bungalow Inn and suite In Morro Bay

My house

My House

My house

Our second home in Cambria

My vacation home

I live here

My Home

Live in Cambria

our home

Q7- How did you find out about the festival?

#	Answer	%	Count
1	A friend	14.10%	11
2	Social Media	10.26%	8
3	A news article	5.13%	4
4	Prior Knowledge	46.15%	36
5	Radio	2.56%	2
6	Other	21.79%	17
	Total	100%	78

Q6_6_TEXT - Other

Other - Text

Cousin

I live in Cambria

I live in Cambria

Signs in town

Browsing the internet.

I happened to be there when they had the first festival

Visiting San Simeon

Resident

Saw the scarecrows and signs

Drove to Moonstone Beach and passed by couple on the way, Oct of 2019.

I live here

I live here

Facebook back in 2013-2017 was great!

Saw it

Live in town

Q8 - What else did you do in Cambria during your stay?

#	Answer	%	Count
1	Eat at local restaurants	41.72%	63
2	Visit local tourist attractions	23.84%	36
3	Go hiking	17.88%	27
4	Other	16.56%	25
	Total	100%	151

Q8_4_TEXT - Other

Other - Text

Walk Fiscalini Ranch Trail and Moonstone boardwalk.

See friends

visit stores

Shop

All of the above.

Wine tasting

Hearst Castle.

shopped and lots of walking

Wine Tastin

Resident

Walk beach yrsil

Shopping

wine tasting

During my visits, mostly to walk Fiscalini Ranch beach trail, Moonstone.

Visit the beach

Cycling

Wine tasting

Shopping

Live here

Shopping

Q9 - What Zip Code do you live in?

What Zip Code do you live in?

93420

93444

93446

94089

93422

93422

93442

93428

93433

60010

93923

93313

93428

93428

93428

93428

93428

93630

94590

93401

91320

94551

92223

92129

90808

90720

93428

93428

93422

91360

86326

90808

93428

83428

94089

93444

93304

93304

91011

90731

94112

94089

92508

92647

93711

93428

93923

93428

93010

93465

92832

90601

93428

89706

93428

93402

93422

95123

93730

93428

93625

90292

93402

93305

93428

93013

93428

93428

Q10 - Have you been to the "Salute to Scarecrow" party?

#	Field	Minimu m	Maximu m	Mea n	Std Deviation	Varianc e	Coun t
1	Have you been to the Salute to Scarecrow party?	1.00	2.00	1.19	0.40	0.16	72

#	Answer	%	Count
1	No	80.56%	58
2	Yes	19.44%	14
	Total	100%	72

Q11 - Would you be interested in going to the "Salute to Scarecrow" party?

#	Field	Minimu m	Maximu m	Mea n	Std Deviation	Varianc e	Coun t
1	Would you be interested in going to the Salute to Scarecrow party?	1.00	5.00	3.46	1.14	1.29	71

#	Answer	%	Count
1	Definitely not	5.63%	4
2	Probably not	12.68%	9
3	Might or might not	33.80%	24
4	Probably yes	25.35%	18
5	Definitely yes	22.54%	16
Total		100%	71

Q12 - What email did you receive this survey from?

What email did you receive this survey from?

Facebook not email

jangarvey@charter.net

Rbrwn822@yahoo.Comilla

Facebook

Cambria Scarecrows

Kim

Cotton_candy57@hotmail.com

librarianlu@yahoo.com

facebook

fergsvip@charter.net

Facebook

dweilenmann@att.net

Facebook

Scarecrow festival

calpolyocob.co1.qualtrics.com

tiggmorales@gmail.com

Coder4fun@aol.com

Facebook

rarinkaren58@gmail.com

kitrinarenee@gmail.com

clublange@hotmail.com

Cambria scarecrows

kwhittle1@gmail.com

jngt@verizon.net

reyna@cutruzzolavineyards.com

Cherylcorvino@gmail.com

barbkazz@gmail.com

FB Cambria Scarecrows

Instagram

gisela_conrad@msn.com

rbrwn822@yahoo.com

Q13 - Any other feedback/input? Thanks!

Any other feedback/input? Thanks!

We love Cambria

Not that I can think of.

I'm visiting Cambria next week, see you then.

Have been many times, really cannot remember how often but love it! Really enjoyed the 2022 with my sister and her family ❤️

Wonderful fun event!

That living Scarecrow, S. Crow, esquire is always a hoot!

If we didn't live so far away we would definitely come

I wish every little shop stayed open a little later.

It's a great event

I like when there's other events involved to make the trip worth it. Also appreciate vegan options

Maybe more categories for a larger range of entries and winners.

We visiting San Simeon every October so see the scarecrow. Best year was 1st. Since then see repeats and the rest are just not as nice as first year. 1st yr was most creative and "real" looking scarecrow.

I love the festival but I think maybe a street fair or other event would be fun. How about spooky fun games for children or a fun evening tasting event. Local entatiners could be featured too.

so excited to see what this year brings. I will say we were kind of over all the day of the dead decor

Need more pumpkins or fall harvest fare at local restaurants and have farmers market Fri - Sun during October: apple cider, donuts, pumpkin pies, apple pies, hot chocolate, etc

I am a local resident

Excited to see you soon.

Parking was an issue. Maybe better organization, if possible?

We look forward to this event every year.

I'll definitely be visiting Scarecrow Festival this year. Long drive for us and also have 40 days to work with. Looking forward to it and very excited.

I love this festival

Please bring back the scarecrows from 2016 that were on the corner. It was my favorite year.

Not able to due to health reasons.

continue the great work. Look forward to it every year

Love Cambria!

The art style scarecrows should be limited to the CCAT. They are art and not remotely a scarecrow. Zombies were awful.

Was this survey for out-of-towners only?

This is a great event and I look forward to it all year.

Wanted to go to the scarecrow party but there were no vegan options available

Enjoy it! We make it an annual family destination

Keep it coming!

Wish there were more scarecrows. Along moonstone beach also.

Less cartoonish

Love it

Further Statistical Analysis of Data



Geographical
data.pdf



geo data 2.pdf

These geographical maps show the distribution of respondents to the survey. While a significant amount of them were from Cambria, the next largest response group was from the LA county area. The first map shows how different forms of outreach were effective, and overall prior knowledge remains the most prevalent way of finding out about the festival. The second map shows the rate at which respondents say they want to come back to the festival, with some even interested in returning to Cambria from across the country!

Conclusion and Future

Overall, we feel like this survey has been a success in determining the value that the Cambria Scarecrow Festival has to offer to the community. Whether gathering people from across the country or uniting the community, the festival seems to accomplish its goals of getting more “heads in beds” across hotels in Cambria and bringing commerce to local businesses. We feel like while this survey was thorough in its analysis, the scope of data collection could be improved. We recommend that this survey be re-ran and re-analyzed during the upcoming festival by using a link or QR code to get responses from new participants. For help conducting the recurrent survey, and access to the analysis, feel free to contact Zac Spain at zspain@calpoly.edu, or call at (707) 722-7499.