

LGMF

DEMOGRAPHICS



To better understand the population we serve and to evaluate our impact on the community, The Lake George Music Festival (LGMF) annually conducts anonymous audience entrance and exit surveys and records demographic information. Data gathered from a 2015 study is notated here.

SUMMARY OF POPULATION SERVED

LGMF serves audiences throughout upstate New York; primarily within a 65 mile radius of Lake George, NY (12845). Additionally, the Festival has become an East Coast cultural tourism destination, attracting 1,300 visitors from as far away as Baltimore, Philadelphia, New York City, and Boston. LGMF presents to a total of 5,000 spectators annually.

DEMOGRAPHIC DETAILS

Spectator totals estimated in 2011: 700
Spectator totals estimated in 2012: 2,050
Spectator totals estimated in 2013: 3,250
Spectator totals estimated in 2014: 4,125
Spectator totals estimated in 2015: 5,000

Musicians/Staff totals: 82
Volunteers/In-Kind donors: 125

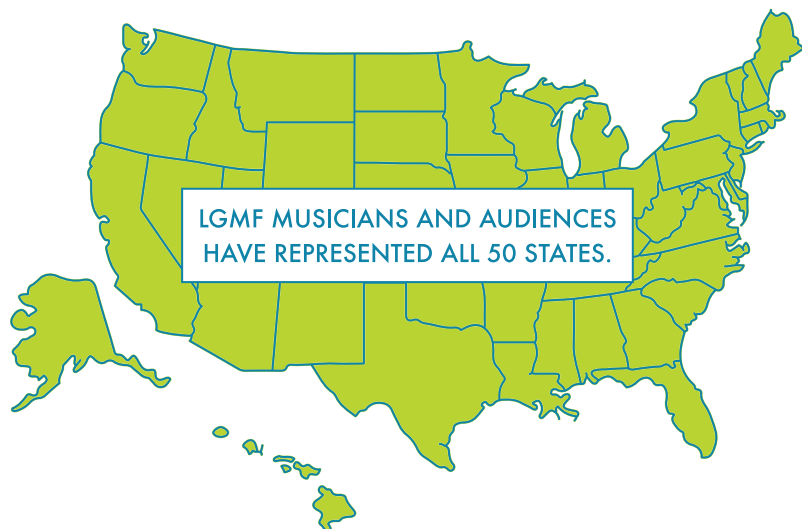
Gender of Spectators: 47% male, 53% female
Ages of Spectators: 12 and under, 5%; 13-21, 5%; 22-35, 10%; 36-49, 30%; 50-65, 35%; 75+, 15%
Race ratios: 75% white, 6% African American, 6% Asian, 5% Hispanic, 8% other
Percentage of spectators holding a college degree: 68%



IMPACT

Average number of events one spectator would attend (out of a possible 13): 4
Average duration of stay for non-regional spectators (overnight guests): 4 nights
Hotel room nights generated: 5,200
Estimated total exposed to event via marketing/advertising: exceeding 1 million annually
Estimated economic impact annually on Warren County, NY: \$500,000

U.S. STATES REPRESENTED



COUNTRIES REPRESENTED

NORTH AMERICA:

United States, Canada, Mexico, Puerto Rico, Cuba

SOUTH AMERICA:

Brazil

ASIA:

Taiwan, Malaysia, China, Japan, South Korea, India, Uzbekistan

EUROPE:

Russia, Poland, Czech Republic, Hungary, England, Ireland, Spain, Greece

GEOGRAPHIC BREAKDOWN OF POPULATION BY ZIP CODE

LOCAL SPECTATORS (0-14 minute drive from Lake George, NY) - 22% of audience members

12845, 12804, 12801, 12885, 12824

REGIONAL SPECTATORS (15-90 minute drive from Lake George, NY) - 52% of audience members

12866, 12180, 12302, 12814, 12865, 12148, 12878, 12820, 12084, 12095, 12078, 12010, 12832, 12121, 12861, 12401, 12118, 12186, 12151, 05255, 12839, 12870, 12027, 12932, 12065, 12828, 12942, 12047, 12871, 12946, 12832, 12020, 12859, 12846, 12134, 05201, 12835, 12827, 12809, 12901, 05701, 12154, 12823, 05743, 12858, 12815

NATIONAL SPECTATORS/OVERNIGHT GUESTS - 26% of audience members

01504, 02845, 11030, 10037, 07090, 19010, 11050, 07960, 10128, 11226, 06511, 10036, 10031, 14624, 14470, 07869, 14559, 02201, 14607, 03440, 10708, 12844, 47401, 20854, 01106, 08540, 46804, 90004, 01944, 32779, 05456, 06830, 05404, 07043, 10028, 13501, 10016, 10956, 10022, 28226, 10024, 08816, 14225, 15102, 07901, 10021, 33326, 98249, 06268, 14722, 18509, 78731, 45040, 05148, 19103, 10030, 13676, 19096, 19102, 90210, 33417, 12940, 15213, 44074, 05401, 19072, 90016, 33326, 23230, 75201, 75221, 48211, 12883, 07656, 02802, 48207, 95476, 84148, 23060, 10271, 02906, 05251, 05201, 01201, 05736, 23005, 33101, 66045, 80201, 84101, 92401, 97212, 73301, 60601, 48901, 45201, 44012, 08401, 01930, 11701, 11549, 11548, 11545, 11096, 11561, 11758, 06051, 06511, 11958

