

# 2009 BOOK FESTIVAL STATISTICS

*produced by the*

## Virginia Foundation for the Humanities

*Held: March 18-22, 2009 Charlottesville, VA – Source: Returned program evaluations.*

*Evaluation percentages tabulated from total number of respondents to each question. Sample size 4,174*

<b>FESTIVAL RATING – “GREAT” OR “EXCELLENT”</b> .....	95%
<b>NUMBER OF PUBLIC EVENTS AND PROGRAMS</b> .....	141
<b>NUMBER OF YOUTH/ SCHOOL PROGRAMS</b> .....	49
<b>AVERAGE ATTENDANCE</b>	
At an adult program .....	96
At a youth & school program .....	109
<b>NUMBER OF PARTICIPANTS</b> .....	231
Authors and writers .....	198
Publishers, editors, and other professionals .....	33
<b>WEB VISITS (unique visitors)</b> .....	49,311
<b>TOTAL ATTENDANCE</b> .....	20,690

### **AUDIENCE PROFILE (ADULT PROGRAMS):**

From Charlottesville/ Albemarle .....	69%
Other Virginia localities .....	23%
Out-of-state – from 31 states.....	7%
(CA, CO, CT, DC, DE, FL, GA, IL, KS, KY, MA, MD, ME, MI, MO, MS, NC, NJ, NM, NY, OH, OR, PA, RI, SC, TN, TX, VT, WA, WI, WV)	
Other countries (8) .....	<1%
(Finland, Canada, Sweden, Israel, Argentina, Switzerland, France, England)	
Out-of-area audience staying overnight in hotels .....	23%
Percent of attendees buying at least 1-5 books.....	67%

### **FESTIVAL INFORMATION OBTAINED** *(multiple responses per survey possible):*

Word of mouth.....	38%
Newspaper /Magazine.....	37%
Web site ( <a href="http://www.vabook.org">www.vabook.org</a> ).....	27%
Received Advance Postcard .....	18%
Email Newsletter .....	20%
VFH Newsletter .....	11%
Radio / TV .....	10%
Other (school, library, poster) .....	15%

“What better way to spend the first weekend of spring than with like-minded friends, celebrating books and the promise of good things to come.”

--Edith Hemingway, author, *Road to Tater Hill*

“It’s like Spring Break for book lovers.”

-- Anne Bromley, *UVA Today*

“The book festival is an annual opportunity to head down to ‘C’ville’ for a few days ...and hang out with some of the nicest people in the book world.”--Bethanne Patrick, *Author!Author! blog*

## **The Sixteenth Annual Virginia Festival of the Book Charlottesville, March 17-21, 2010**

Virginia Foundation for the Humanities, 145 Ednam Drive, Charlottesville, VA 22903  
Call (434) 924-7548, email [vabook@virginia.edu](mailto:vabook@virginia.edu), or visit [vabook.org](http://vabook.org)