



Government of Canada
Department of Communications

Gouvernement du Canada
Ministère des Communications

THE GUELPH SPRING FESTIVAL;
FOR THE EVALUATION OF THE
TOURISM AND CULTURE PILOT PROJECT

Background Study

Etude de base

P
91
C655
P76392
1985

PROGRAM EVALUATION DIVISION DE L'EVALUATION DES PROGRAMMES

Queen
P
91
C655
P76392
1985

THE GUELPH SPRING FESTIVAL;
FOR THE EVALUATION OF THE
TOURISM AND CULTURE PILOT PROJECT

AUGUST, 1985

Industry Canada
Library Queen
JUL 22 1998
Industrie Canada
Bibliothèque Queen

DOC
PROGRAM EVALUATION SERIES

This is one of four Background Studies that form part of the evaluation of the Tourism and Culture Pilot Project.

The Study was conducted by Abt Associates of Canada for the Program Evaluation Division of the Department of Communications, Canada.

The views expressed herein are those of the author and do not necessarily represent the views or policies of the Department of Communications.

Abt
Associates
of Canada

Social
Research
Consultants

Project Report

**EVALUATION STUDY OF THE
TOURISM AND CULTURE PILOT
PROJECT:
1. THE GUELPH SPRING FESTIVAL ;
Final Report**

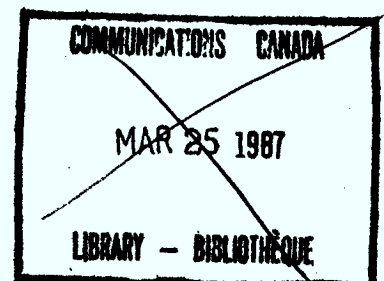
Prepared for

Program Evaluation Division
Department of Communications
Room 480, Journal Tower North
300 Slater Street
Ottawa, Ontario
K1A 0C8

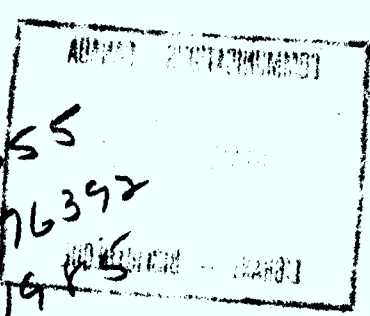
Participating Staff

Sharon Varette
Principal

August 1985
Ottawa/mpm



P
91
CG 55
P 76392
1985



DD 708 5185
DL 708 5211

TABLE OF CONTENTS

Chapter		Page
	EXECUTIVE SUMMARY	
I	INTRODUCTION	1
	A. Purpose of the Study	1
	B. The Guelph Spring Festival	2
	C. Issues and Approach	4
	D. Organization of the Report	6
II	CHARACTERISTICS OF ACTUAL AND TARGET MARKET AUDIENCES	7
	A. Socio-Economic Characteristics (Origin, Q 23, 24, 25, 26, 27, 28, 29)	7
	B. Cultural Participation (Q 2, 3, 4)	13
	C. Travel and Cultural Events (Q 22)	16
III	FESTIVAL ATTENDANCE	19
	A. Source of Awareness and Decision to Attend the Festival (Q 5, 6, 20)	19
	B. Attendance Patterns (Q 7, 8, 21)	28
	C. Satisfaction with the Festival (Q 9, 10, 11)	32
IV	TRAVEL AND EXPENDITURE PATTERNS	37
	A. Reasons for Visiting Guelph (Q 12)	37
	B. Transportation and Accommodation (Q 13, 14, 15)	38
	C. Reported Expenditures (Q 16, 18, 19)	40
V	SUMMING UP	41
	A. Characteristics of the Potential "Cultural Tourist"	41
	B. Impact of Target Marketing	43

APPENDICES

- A. The Guelph Spring Festival: 1985 Program and Advertising
- B. Telephone Survey Instrument
- C. Field Report
- D. Audience Characteristics
- E. Festival Attendance
- F. Travel and Expenditure Patterns

oOo

EXECUTIVE SUMMARY

Since the mid-1970s, increasing attention has been given, both in Canada and the United States, to a growing segment of the tourism market -- the "cultural tourist". Studies of the economic and cultural impact of the arts suggest that arts and culture events act as a significant tourism catalyst and that the type of tourists attracted tend to be mobile, highly-educated, high income earners.

The Tourism Marketing Division of Tourism Canada and the Special Program of Cultural Initiatives (SPCI) of the Department of Communications (DOC) are sponsoring a pilot project to explore the effects of targeted promotion of cultural events taking place during the spring and summer of 1985.

The Tourism and Culture Pilot Project directed \$25,000 to the Guelph Spring Festival to conduct advertising in the United States. Festival organizers selected newspapers and radio stations for advertising in Buffalo and Rochester, New York.

The field work conducted for the Guelph Spring Festival included a telephone survey of respondents to the newspaper advertising in Buffalo and Rochester, as well as a survey of local and out-of-town (non-U.S.) ticket buyers. The timing of the study did not allow for an exit survey of Festival audiences. However, the Festival's lists of ticket buyers identifies the origins of virtually all ticket buyers.

Advertising exposure in northern New York was limited. Consequently a random sample survey of the local public to determine the level of awareness of the advertising or the characteristics of those who did **not** respond was not cost-justified. As a result, the findings with respect to the U.S. target market are based only on those who responded to the advertising.

Similarly, we do not know whether the local and non-local Canadian ticket buyers are representative of all potential ticket buyers in their areas.

We then carried out exploratory data analysis of the survey results. Specifically, we generated descriptive statistics for all respondents and for local, non-local and U.S. target market audiences. Our primary focus of comparison, however, is between the target market respondents and others.

Of the 193 U.S. residents who contacted the Buffalo Consulate or the Festival office as a result of the advertising, our interviewers were able to complete interviews with 89. However, another 64 non-U.S. respondents, about half of whom are local, also made enquiries resulting from the newspaper or radio ads.

U.S. respondents heard about the Festival most frequently from newspapers or magazines; only one respondent reported the radio advertising. The specific publications cited were primarily the **Buffalo News** travel section and the **Rochester Democrat**.

Overall, potential visitors to the Guelph Spring Festival from the target market areas of Buffalo and Rochester (i.e., of those who made enquiries in response to local advertising) tend to be female, over 50, married, relatively well-educated and with a total family income of approximately \$50,000 (Canadian). In most respects, they do not differ from non-U.S. respondents, other than having proportionately fewer university graduates and professional occupations. They attend other visual and performing arts, but do not tend to be members or regular attendees and express more interest in annual events like the Guelph Spring Festival. Cultural activities often play a role in their travel to other cities.

Of interest to Festival organizers for future marketing, we did identify some differences between local and non-local Canadian respondents. Specifically, the local portion of the Canadian sample tended more often than non-local respondents to be female (71% vs. 53%), younger (average age 48 vs. 53

for non-locals), married (69% vs. 62%), to have less post-graduate education (17% vs. 33%), are less frequently in professional occupations (45% vs. 56%), to be homemakers (19% vs. 11%), and to have lower total family incomes (1984) before taxes (\$44,000 average vs. \$49,000).

Non-local Canadians tend to visit museums or art galleries and attend most performing arts events more frequently than either local Canadians or U.S. respondents. Similarly, they more frequently report having season tickets or subscriptions to performing arts organizations. They are less likely to be as interested in annual festivals as in ongoing cultural activities, but non-local Canadian attendees reported being extremely satisfied with the Guelph Spring Festival somewhat more frequently than local attendees.

Only 10% (n = 9) of those U.S. residents who responded to target market advertising did, in fact, attend. However, of **all** those who responded to the advertising -- i.e., including Canadian residents -- 41% attended the Festival this year. U.S. non-attendees decided not to come because there was not enough time to plan the trip or for other reasons.

The number of target market attendees is too small to draw any conclusions or to have a significant impact on overall Festival attendance and related economic effects. However, we can point to some visit and expenditure data. In summary, they:

- ▶ Attended primarily because of the Festival or for a pleasure trip generally;
- ▶ Stayed an average of 1.9 days and 1.6 nights, mainly in hotels or motels; and
- ▶ Spent an average of \$132.89 in total (including transportation) as compared to \$89.53 for other non-local attendees and \$25.44 for local attendees.

The final integrated analysis phase of the pilot project will provide an assessment of project success, commenting further on the relative potential of non-local Canadian vs. U.S. markets in response to future Festival advertising.

SOMMAIRE-RECOMMANDATION

Depuis le milieu des années 1970, une attention de plus en plus grande a été accordée, au Canada et aux États-Unis, à un segment croissant du marché touristique, soit le "touriste culturel". Des études sur les répercussions économiques et culturelles des Arts laissent supposer que les manifestations artistiques et culturelles jouent le rôle d'un important catalyseur dans le domaine du tourisme et que les touristes qu'elles attirent sont habituellement mobiles, possèdent beaucoup d'instruction et touchent des revenus élevés.

La division du Marketing de Tourisme Canada et le Programme d'initiatives culturelles (PIC), du ministère des Communications (MDC) parrainent un projet pilote afin d'examiner l'incidence de la campagne de promotion des manifestations culturelles, axée sur une clientèle cible et qui a été menée au printemps et à l'été de 1985.

Le projet pilote du tourisme et de la culture a comporté l'octroi de 25 000 \$ au Festival du printemps de Guelph pour lui permettre de faire de la publicité aux États-Unis. Les organisateurs du Festival ont choisi des journaux et des stations de radio pour y placer leur publicité à Buffalo et Rochester (État de New-York).

Parmi les activités effectuées sur le terrain pour le Festival du printemps de Guelph, il faut mentionner un sondage téléphonique auprès des personnes ayant répondu à la publicité parue à ce sujet dans des journaux de Buffalo et de Rochester, ainsi qu'un sondage effectué auprès de résidents de l'endroit et d'ailleurs (autres qu'Américains) ayant acheté des billets pour y assister. Le calendrier serré de ces sondages n'a pas permis d'effectuer un dernier relevé au départ des spectateurs du Festival. Toutefois, les listes des personnes ayant acheté des billets pour assister aux activités du Festival indiquent l'origine de presque tous les spectateurs.

Dans le nord de l'État de New-York, très peu de personnes ont été rejointes par la publicité; par conséquent, la tenue d'un sondage auprès de membres du public local choisi au hasard pour déterminer le niveau de sensibilisation à la campagne de publicité, ou les caractéristiques des personnes n'ayant pas eu vent de la campagne, n'était pas justifiée, compte tenu des coûts qu'elle aurait exigés. Par conséquent, les résultats portant sur le marché cible américain ne sont basés que sur les personnes qui ont répondu à la publicité.

Dans le même ordre d'idées, nous ne savons pas si les acheteurs de billets canadiens de l'endroit et d'ailleurs sont représentatifs de tous les acheteurs possibles de billets dans les régions.

Nous avons ensuite effectué une analyse préliminaire des résultats du sondage. Plus spécialement, nous avons compilé des statistiques descriptives pour l'ensemble des répondants ainsi que pour les auditoires du marché cible de l'endroit, d'ailleurs et des États-Unis. Notre principal objectif consistait toutefois à établir des comparaisons entre les répondants du marché cible et les autres.

Nous avons interviewé 89 des 193 Américains qui ont communiqué avec le Consulat canadien de Buffalo ou avec le bureau du Festival par suite de la campagne de publicité. Toutefois, un autre groupe de 64 répondants autres qu'Américains, dont environ la moitié étaient des résidents de l'endroit, ont également demandé des renseignements après avoir lu l'annonce dans les journaux ou l'avoir entendue à la radio.

Les répondants américains avaient entendu parler du Festival plus souvent dans les journaux ou les revues; seulement 1 p. 100 des répondants ont indiqué avoir entendu l'annonce à la radio. Les publications qui ont été mentionnées étaient principalement la section des voyages du Buffalo Newset le Rochester Democrat.

Dans l'ensemble, les visiteurs possibles au Festival du printemps de Guelph appartenant aux régions de Buffalo et de Rochester du marché cible (c'est-à-dire, ceux qui avaient demandé des renseignements en réponse à la publicité locale) étaient le plus souvent des femmes, de plus de cinquante ans, mariées, possédant une assez bonne instruction et touchant un revenu familial total d'environ 50 000 \$ (CAN). A plusieurs égards, l'échantillon n'était pas différent de celui des répondants autres qu'Américains, si ce n'est qu'il comptait un nombre relativement moins élevé de diplômés universitaires et de professionnels. De plus, les visiteurs possibles assistaient à d'autres spectacles des arts visuels et de l'interprétation, mais n'étaient pas habituellement membres ou spectateurs réguliers, et ils s'intéressaient davantage aux manifestations annuelles, comme le Festival du printemps de Guelph. Les activités culturelles influencent souvent leur décision d'aller dans d'autres villes.

Point intéressant à signaler aux organisateurs du Festival pour la commercialisation future de cet événement, nous avons décelé certaines différences entre les répondants canadiens de l'endroit et d'ailleurs. Plus particulièrement, les résidents locaux de l'échantillon canadien étaient plus souvent des femmes que les répondants des autres endroits (71 p. 100 par rapport à 53 p. 100), plus jeunes (moyenne d'âge de 48 ans plutôt que 53 ans dans le cas des résidents d'ailleurs), mariés (69 p. 100 plutôt que 62 p. 100), n'avaient pas fait d'études supérieures (17 p. 100 par rapport à 33 p. 100), étaient moins souvent des professionnels (45 p. 100 par rapport à 56 p. 100), étaient des ménagères (19 p. 100 par rapport à 11 p. 100), et avaient un revenu familial total moins élevé (1984) avant impôt (44 000 \$ par rapport à 49 000 \$).

Les Canadiens des autres endroits visitaient plus fréquemment les musées ou les galeries d'art et assistaient plus régulièrement à des spectacles des arts de l'interprétation que les autres Canadiens de l'endroit ou les

répondants américains. Dans le même ordre d'idées, ils signalaient plus souvent avoir acheté des billets de saison ou des abonnements pour assister à des spectacles des arts de la représentation. Ils étaient moins portés à s'intéresser à des festivals annuels à titre d'activités culturelles permanentes, mais les participants canadiens des autres endroits ont déclaré être très satisfaits de la qualité du Festival du printemps de Guelph, dans une mesure légèrement supérieure à celle des participants de l'endroit.

Seulement 10 p. 100 (N=9) des résidents américains qui ont répondu à la publicité du marché cible se sont en fait rendus au Festival. Toutefois, dans l'ensemble de ceux qui ont répondu à la publicité, c'est-à-dire en incluant les résidents canadiens, 41 p. 100 ont assisté au Festival cette année. Les résidents américains qui ont décidé de ne pas se rendre au Festival justifient leurs décisions en invoquant qu'ils n'ont pas eu assez de temps pour planifier leur voyage ou pour d'autres raisons.

Le nombre des participants du marché cible est trop restreint pour permettre de tirer des conclusions ou pour avoir des répercussions importantes sur l'ensemble de la participation au Festival et sur les répercussions économiques en découlant. Toutefois, nous pouvons isoler certaines données relativement aux visites et aux dépenses effectuées, notamment :

- . Les participants se sont surtout rendus à Guelph pour le Festival ou pour faire un voyage d'agrément;
- . ils y sont demeurés en moyenne 1,9 jour et 1,6 soir, principalement dans des hôtels ou des motels; et
- . ils ont dépensé environ 132,89 \$ au total (ce qui inclut le transport) par comparaison à 89,53 \$ dans le cas des participants des autres endroits, et 24,44 \$ dans le cas des participants de Guelph.

La dernière étape de l'analyse intégrée du projet pilote permettra d'obtenir une évaluation de la réussite des projets, en fournissant des observations plus détaillées sur le potentiel respectif des marchés canadiens et américains autres que celui de Guelph en réponse à toute publicité future au sujet du Festival.

INTRODUCTION

A. PURPOSE OF THE STUDY

Since the mid-1970s, increasing attention has been given, both in Canada and the United States, to a growing segment of the tourism market -- the "cultural tourist". Studies of the economic and cultural impact of the arts suggest that arts and culture events act as a significant tourism catalyst and that the type of tourists attracted tend to be mobile, highly-educated, high income earners.

The Tourism Marketing Division of Tourism Canada and the Special Program of Cultural Initiatives (SPCI) of the Department of Communications (DOC) are sponsoring a pilot project to explore the extent to which targeted promotion of cultural events taking place during the spring and summer of 1985 can be linked to increases in festival attendance and related economic benefits.

The festival sites selected for the pilot project are Guelph, Montreal and Charlottetown. Funding under the pilot project is in the order of \$25,000 per festival and has been used primarily for media advertising in new tourist markets.

The Program Evaluation Division of DOC is now carrying out an evaluation study of the tourism and culture project based on the design developed in an evaluation assessment. Specifically, data collection and preliminary analysis are being carried out for each site. This report presents the findings of the post-festival survey for the Guelph Spring Festival portion of the overall project.

B. THE GUELPH SPRING FESTIVAL

The Guelph Spring Festival has been sponsored by the Edward Johnson Music Foundation since 1968. The Festival offers a variety of events including live theatre, dance, opera, chamber music and jazz. As well, the Festival has commissioned more than 20 original works and has presented events in Kitchener, Kingston, Ottawa and other locations in Canada

No market research or audience surveys have been conducted in the past and advertising has been local only. Exhibit I-1 provides a summary of ticket sales by attendee's city of origin for the last five years:

EXHIBIT I-1 Ticket sales by attendee's city of origin*

Attendee's City of Origin	% Ticket Sales				
	1984	1983	1982	1981	1980
Guelph	67	65	62	66	65
Kitchener/Waterloo	3	8	8	4	10
Fergus	1	1	4	4	1
Elora	1	1	3	4	1
Toronto	9	11	8	7	7
Southwest Ontario	16	13	4	-	-
Other locations	1	1	11	14	14
Unidentified	2	-	-	1	2
Total ticket sales	8,306	11,350	11,179	10,315	8,079

(*Number of tickets sold to all performances, not number of ticket buyers.)

The 1985 Guelph Spring Festival opened on Friday April 26th and ran to May 14th. Festival events included performances in the following areas: opera, dance, music, theatre and vocal. Exhibit A (Appendix A) lists this year's events by date and time, location and capacity, admission price, and potential sales (assuming a 100% house, using average prices for variable ticket prices).

The Tourism and Culture Pilot Project directed \$25,000 to the Guelph Spring Festival to conduct advertising in the United States. Festival organizers selected the following newspapers and radio stations for advertising in Buffalo and Rochester, New York:

1. **Buffalo Evening News** - one placement of a half-page ad in the Sunday travel section on March 31st (circulation of 374,647). The Sunday Travel section for Ontario (scheduled for April 28th) was considered too late for potential visitors to obtain information on the Festival.
2. **Rochester Democratic Chronicle** - one insertion in the Sunday travel section on March 31st (circulation of 244,618).
3. **The Bee Group of Newspapers** - insertions on March 27th and 28th in seven county weeklies with a circulation of 70,000 "upscale", suburban readers.
4. **Golden Times** - one insertion on April 3rd in a publication for seniors.
5. **WJYE, Buffalo** - 30 paid and 25 public service announcements from March 25th to April 19th, five per day, Monday to Friday.
6. **WVOR - FM, Rochester** - same as for WJYE.

The newspaper advertisement (see Appendix A), features a map to underline the "90 minute drive" theme and promotes the City of Guelph, as well as providing a brief outline of the Festival. Another theme in the advertising is "yesterday's prices, old-fashioned value." The ads also provided the Buffalo Consulate's telephone number to request information and brochures, and the Festival's address and telephone number for information and tickets. Consulate staff were to record names, addresses and source of information (i.e., advertising) and to forward the 1985 program and general brochure on the Festival.

The 1985 brochure provided in response to enquiries also highlights other attractions in Guelph -- a crafts competition, walking tours and art exhibition. The complete information kit available from the Festival includes brochures on bed and breakfast accommodation, walking tours and a visitor's guide.

Advertising not supported by the project was mainly local. Volunteers distribute brochures to boxes in such locations as Toronto, Kitchener/Waterloo, Cambridge and London. As well, the Ministries of Citizenship and Culture and Tourism in Ontario make the brochures available in their travel or information centres. For the first time, the Festival mailed out a general brochure in response to requests throughout the year. The Festival also mailed brochures to past ticket buyers (households) in November 1984.

Local media advertising consists of local FM and newspaper advertising. The Festival has also approached radio stations in the area for public service announcements. Although the Festival has not paid for advertising in Toronto, representatives of the **Globe and Mail** and **Toronto Star** attend and cover the events. As well, tour operators in Toronto buy blocks of tickets and carry out their own promotion.

C. EVALUATION ISSUES AND APPROACH

The evaluation assessment identifies a number of issues including those listed below:

- ▶ Does the target market selected for the pilot project offer the potential to increase attendance and expenditure at the Festival?
- ▶ What are the socio-economic characteristics of festival attendees?
- ▶ To what extent did festival marketing influence the decision to attend?

- ▶ What are the attendance and expenditure patterns of attendees?
- ▶ To what extent were attendees satisfied with the 1985 festival?

The design report also recommended a data collection strategy to capture the information necessary to address these issues for each of the pilot project sites. A final phase will then integrate these analyses, along with post-festival data on attendance and box office, and draw conclusions with respect to the overall objectives of the project.

Our approach to conducting the field work for the Guelph Spring Festival followed the design of the selected option. That is, we:

- ▶ Finalized the survey instrument and sampling strategy;
- ▶ Pre-tested the survey instrument;
- ▶ Conducted a telephone survey of respondents to the newspaper and radio advertising in Buffalo and Rochester, New York (and other non-target area respondents); and
- ▶ Conducted a telephone survey of local and out-of-town (non-U.S.) ticket buyers based on the Festival's mailing list, including a sub-sample of previous ticket buyers who did not attend this year. The mailing list includes virtually all ticket buyers and is compiled on a yearly basis.

The timing of the study did not allow for an exit survey of Festival audiences. However, the origins of ticket buyers are identified in the list maintained by the Festival for mailing brochures.

The survey questions addressed to local and non-local attendees emphasized attendance and expenditure patterns, as well as level of satisfaction with the Festival. With non-local non-attendees, the questionnaire items focused on reasons for not attending and the tendency to include cultural events in their travel plans. All respondents were asked about their awareness of the Festival and to provide socio-economic data.

We then carried out exploratory data analysis of the survey results. Specifically, we generated descriptive statistics for all respondents and for local, non-local and U.S. target market audiences. Our primary focus of comparison, however, is between the target market respondents and others.

The main limitation of the study is that findings with respect to the U.S. target market are based only on those who responded to the advertising. That is, we did not conduct a random survey of the local public in Buffalo and Rochester to determine the level of awareness of the advertising or the characteristics of those who did **not** respond.

Similarly, the non-U.S. respondents, both local and non-local, were selected on the basis of having bought Festival tickets in 1984 or 1985. We do not know the extent to which they reflect the characteristics of those for whom they bought tickets (except by assumption) or of the **potential** audiences in those areas.

D. ORGANIZATION OF THE REPORT

The following chapters present the results of our exploratory analysis. Chapter II discusses the socio-economic and cultural participation characteristics of actual and target market audiences. Chapter III looks at source of awareness of the Festival, attendance patterns and satisfaction. Travel and expenditure data are presented in Chapter IV. Finally, Chapter V summarizes the key survey findings for Guelph with respect to the objectives of the tourism and culture pilot project. The telephone survey instrument and field report are contained in Appendices B and C respectively. Additional tables are contained in Appendices D through F.

II

CHARACTERISTICS OF ACTUAL AND
TARGET MARKET AUDIENCES

A. SOCIO-ECONOMIC CHARACTERISTICS

We completed a total of 344 interviews (see Appendix C). Exhibit II-1 below shows the origin of these respondents -- 39% local (i.e., outside a 50-mile or 80 km. radius of Guelph) and 61% non-local. U.S. residents (those who responded to the advertising) represent 42% of the non-local respondents and 26% of the total.

Exhibit II-1 Origin of respondent: U.S. vs. non-U.S.

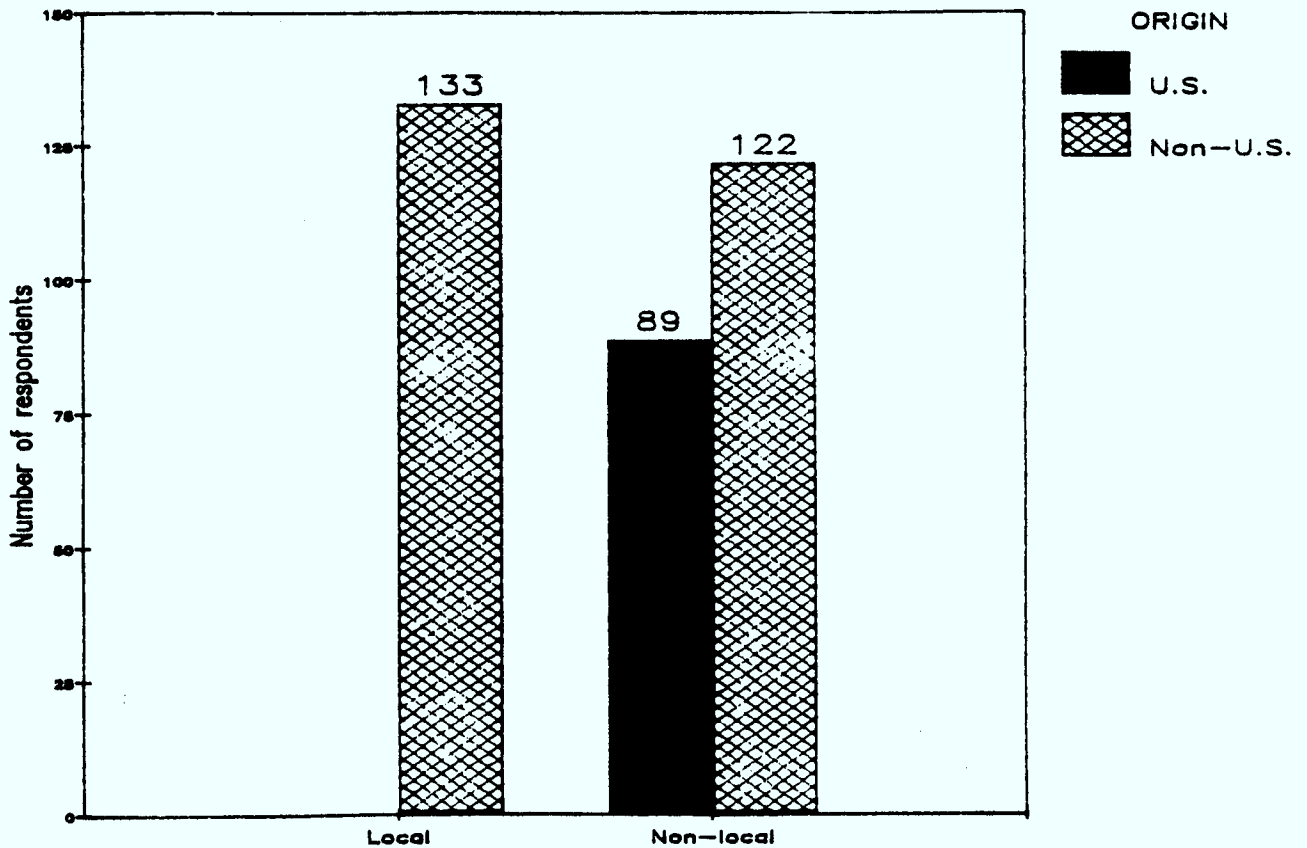
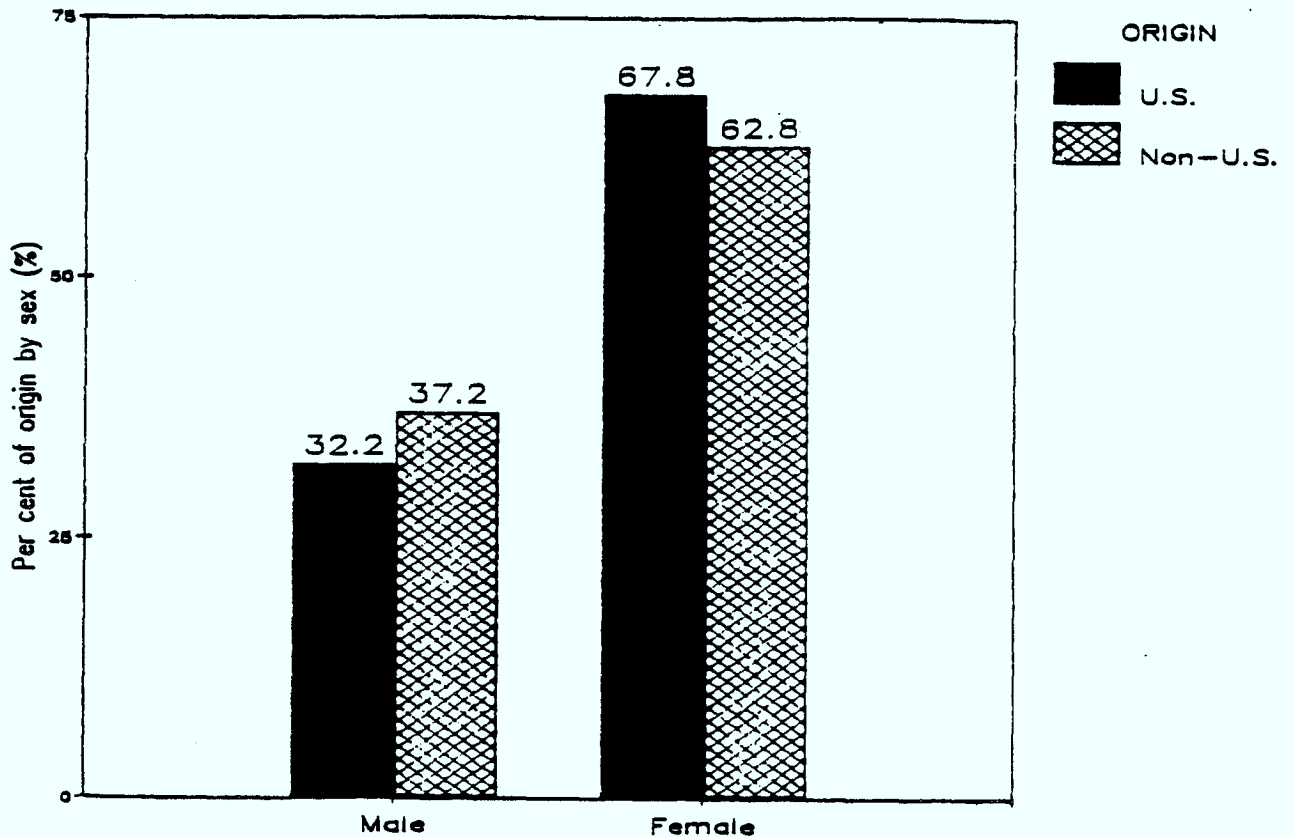


Exhibit D-1 (Appendix D) provides a detailed breakdown of origin.¹ As shown,

- ▶ 33% come from Guelph and the immediately surrounding area;
- ▶ 26% represent coupon respondents from New York (n = 82) and Michigan (n = 7); and
- ▶ 25% are residents of the Toronto/Mississauga area.

Female respondents represent 64% of the total and males 36%. As shown below, no real differences exist between U.S. and non-U.S. respondents in terms of the female-to-male ratio. However, looking at local vs. non-local Canadian respondents, females represent 53% of the non-local total and males 47% vs. 71% and 29% respectively for locals (see Exhibit D-2).

Exhibit II-2 Respondent's sex: U.S. vs. non-U.S.

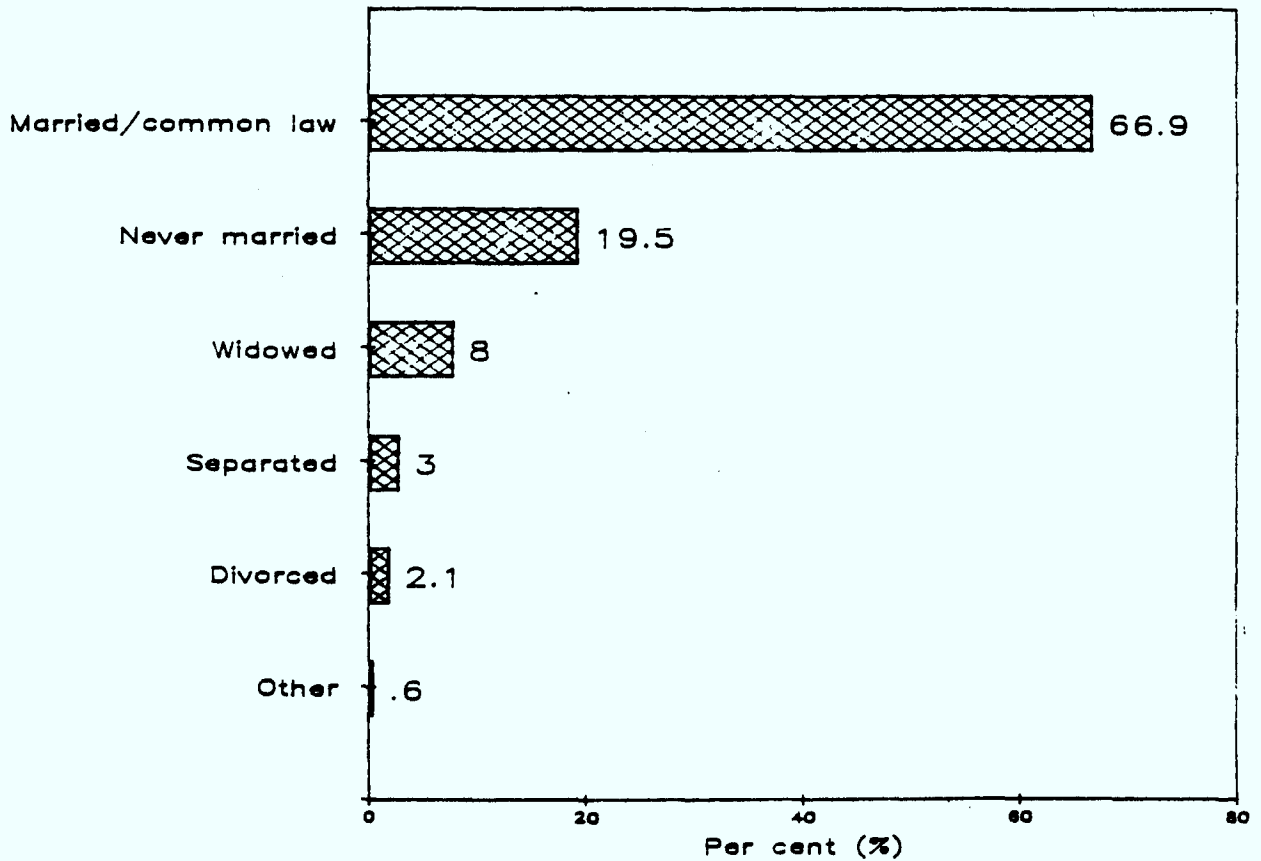


¹See Appendix B for the complete list of origin codes.

The average age for all respondents is 51, 53 for U.S. residents and 50 for non-U.S. (see Exhibit D-3). The average age for local attendees is 48 as compared with 53 for non-local Canadian respondents (see Exhibit D-4).

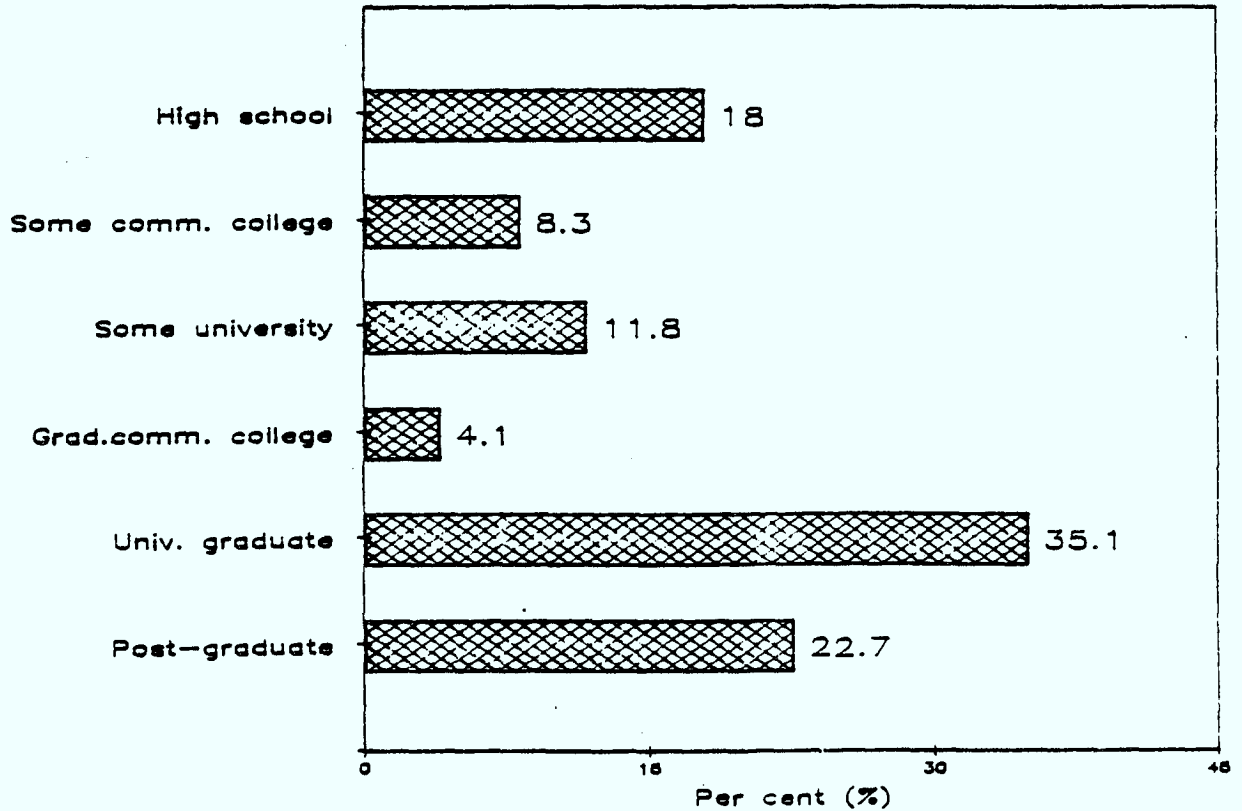
In terms of marital status, 67% of all respondents are married; the balance have never been married or are separated, divorced or widowed (see Exhibit II-3). Slightly more U.S. respondents are married and slightly fewer have never been married (see Exhibit D-5). The same result is evident for local vs. non-local Canadians -- i.e., more non-local Canadian respondents have never been married than local (see Exhibit D-6).

Exhibit II-3 Marital status: all respondents(Q 25)



Looking at the highest level of formal education completed for all respondents, 35% are university graduates and 22% report post-graduate education (see Exhibit II-4 below).

**Exhibit II-4 Highest level of formal education:
all respondents(Q 26)**

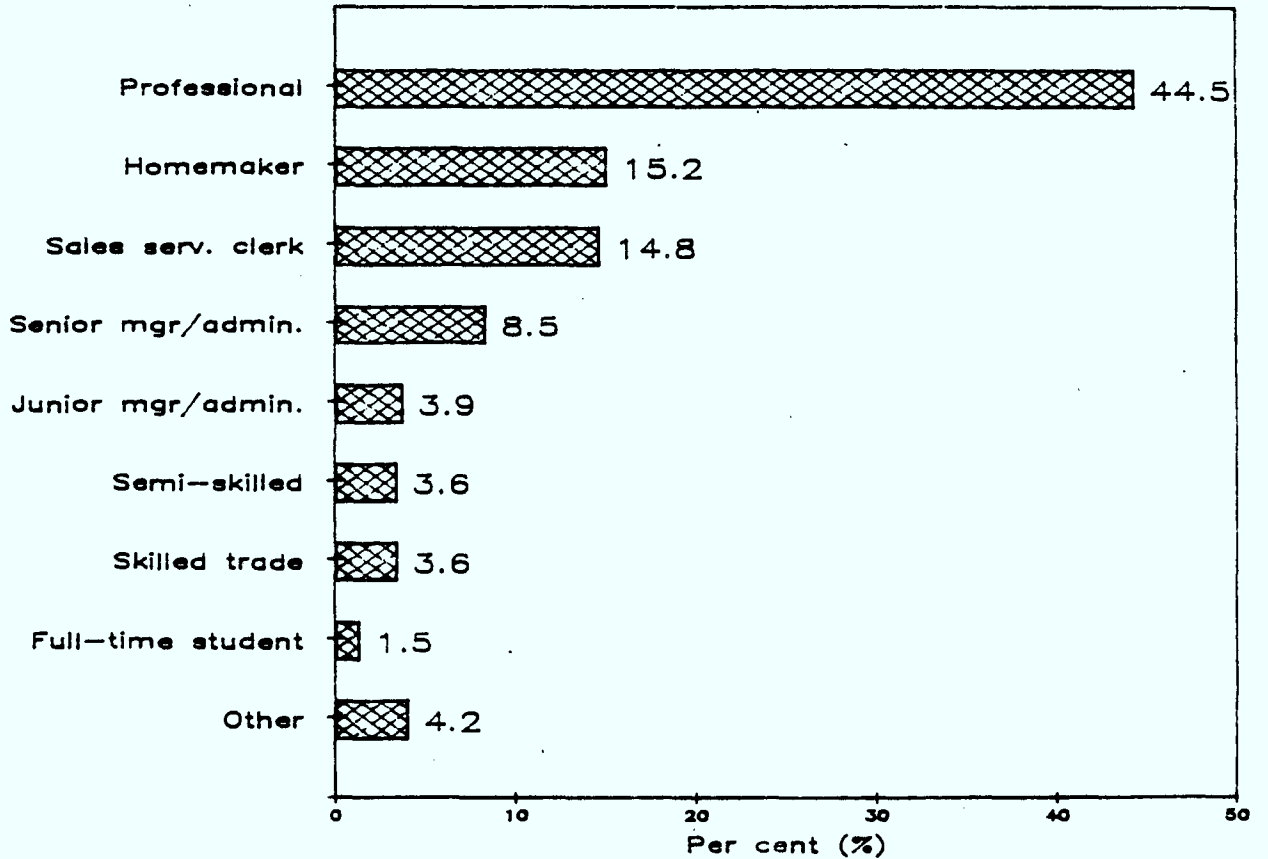


University graduates represent the largest group among both U.S. and non-U.S. respondents. Although more non-U.S. residents report university graduate or post-graduate status (see Exhibit D-7), the number of U.S. respondents in each cell is too small to draw any conclusions.

Exhibit D-8 highlights the educational differences between local and non-local Canadian respondents. A greater proportion of non-local than local report post-graduate university training, indicating where the balance of the difference lies in the U.S./non-U.S. comparison.

Exhibit II-5 shows the distribution of usual occupation reported by all respondents. By far the largest category is "professional" -- 43% -- followed by homemaker and sales/service/clerical.

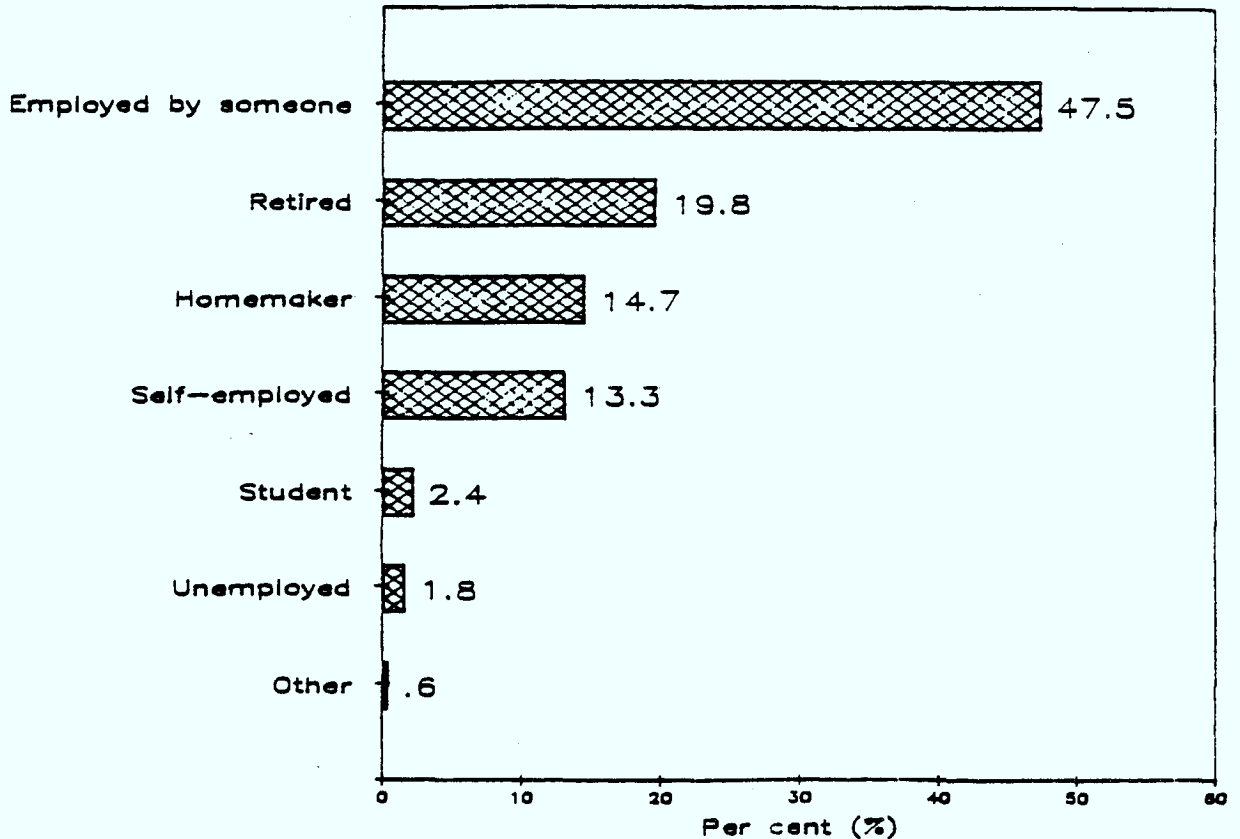
Exhibit II-5 Usual occupation: all respondents(Q 27)



U.S. respondents are more evenly distributed between the sales/service/clerical and professional categories than non-U.S. (see Exhibit D-9). Looking at Canadian respondents only, non-locals more frequently report professional occupations than locals (see Exhibit D-10).

When asked about their current employment status, 47% of all respondents reported that they work for someone else and 20% are retired. The majority of the rest are self-employed or homemakers (see Exhibit II-6.) No differences exist between U.S. and non-U.S. respondents (see Exhibit D-11).

Exhibit II-6 Employment status: all respondents(Q 28)



However, local Canadian respondents tend slightly more often than non-local to be homemakers and slightly less often to be self-employed (see Exhibit D-12).

Finally, the average total family income before taxes during 1984 for all respondents was approximately \$47,600 (Cdn.), based on a 75% response rate.¹ As shown in Exhibit D-13, the average for U.S. respondents was \$49,650 (Cdn.) compared to \$46,890 for non-U.S. Looking at Canadians only, local respondents report an average of \$44,260 and non-local, \$49,400.

¹This average converts the incomes reported by U.S. respondents to Canadian dollars using a 37% exchange rate.

B. CULTURAL PARTICIPATION

In order to determine the level of participation in cultural events generally, we asked respondents to indicate the number of times over the past month they had attended or visited performing or visual arts. Exhibit II-7 shows the average number reported for all respondents, then broken down for U.S. and non-U.S. residents. Exhibit D-14 provides more detailed data on the frequencies of visits and the variance between groups. Clearly, museums and art galleries, opera or classical music, and live theatre represent the most popular cultural attractions for all respondents and particularly for non-U.S. respondents.

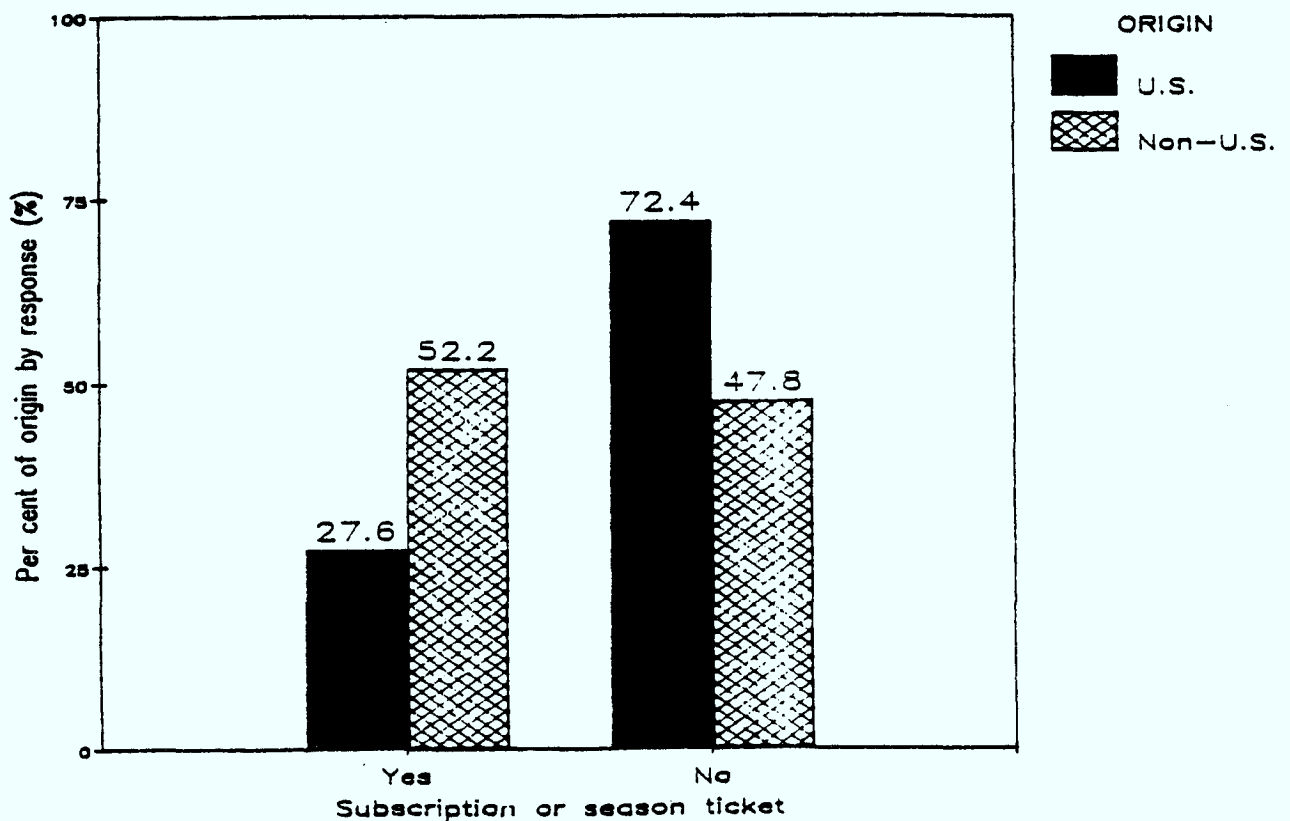
EXHIBIT II-7 Average number of visits to cultural events over past month:
U.S. vs. non-U.S. (Q 2)

Visual/Performing Arts Event	Average no. visits		
	All	U.S.	Non-U.S.
Museum or art gallery	1.1	.9	1.1
Performance of opera or classical music	1.4	.8	1.6
Live theatre	.8	.8	.8
Popular music concert	.2	.3	.2
Art or craft fair or festival	.5	.9	.4
Ballet or dance performance	.3	.2	.3

Exhibit D-15 distinguishes between the preferences of local and non-local Canadians. Non-local Canadians tend to visit museums or art galleries and attend most performing arts events somewhat more frequently than either local Canadians or U.S. respondents.

We also asked whether the respondent or anyone else in the household currently subscribes to or has season tickets for performing arts organizations. Looking at all respondents, 46% do maintain subscriptions or season tickets, while 54% do not. However, based on our relatively small sample, target market or U.S. respondents appear to do so far less frequently -- 72% report no such affiliation (see Exhibit II-8).

Exhibit II-8 Subscription or season ticket to cultural organization(Q 3)

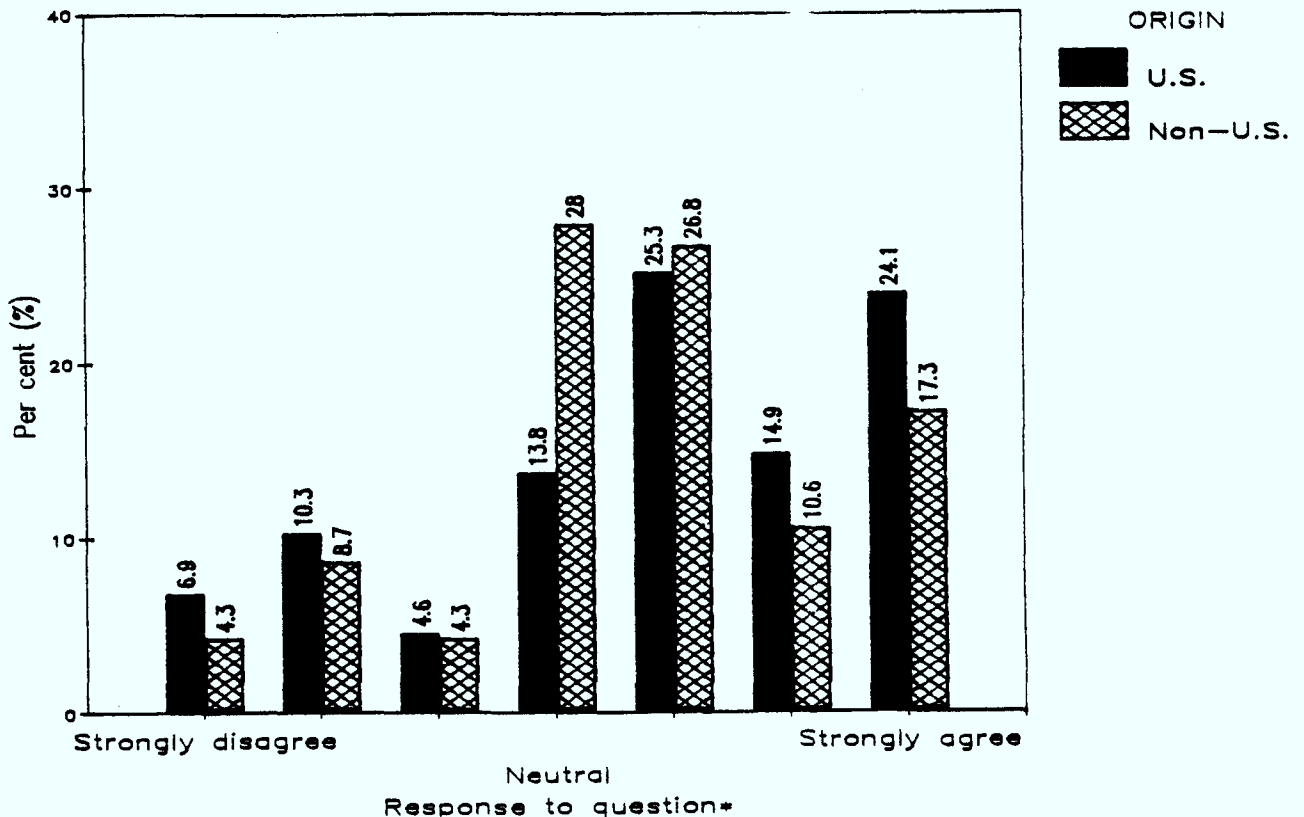


The greatest proportion of this type of participation among Canadians is with non-local respondents -- 71% of whom report having season tickets or subscriptions as compared with only 36% of local Canadian respondents (see Exhibit D-16).

Exhibit D-17 shows the number of respondents to the pilot project-supported advertising who report having subscriptions or season tickets. Since many of these advertising respondents are from the U.S., it is not surprising to see that again, more of these do not subscribe than those who did not respond to the advertising -- 63% vs. 47%.

Respondents were then asked whether they are more interested in annual cultural festivals like the Guelph Spring Festival than in the regular cultural activities in their city. Exhibit II-9 below shows the distribution of responses. Almost one-quarter of all respondents are neutral, and a further 57% agree to some extent or strongly. U.S. respondents tend to be less neutral and slightly more in agreement. Non-local Canadians, however, are less likely to agree than local respondents; that is, they are somewhat less likely to be more interested in annual festivals than in ongoing activities (see Exhibit D-18).

Exhibit II-9 Annual festivals vs. regular cultural activities(Q 4)

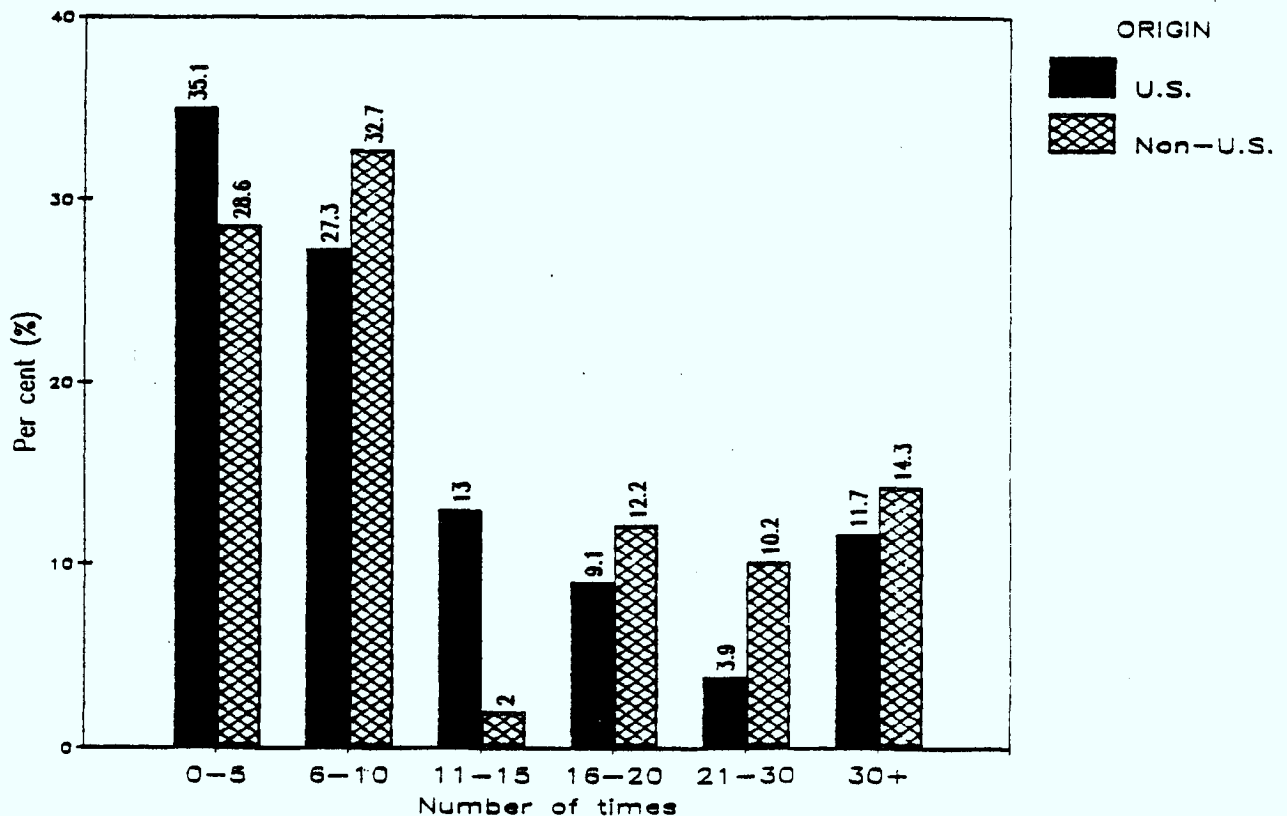


* More interested in annual cultural festivals than regular activities in own city

C. TRAVEL AND CULTURAL EVENTS

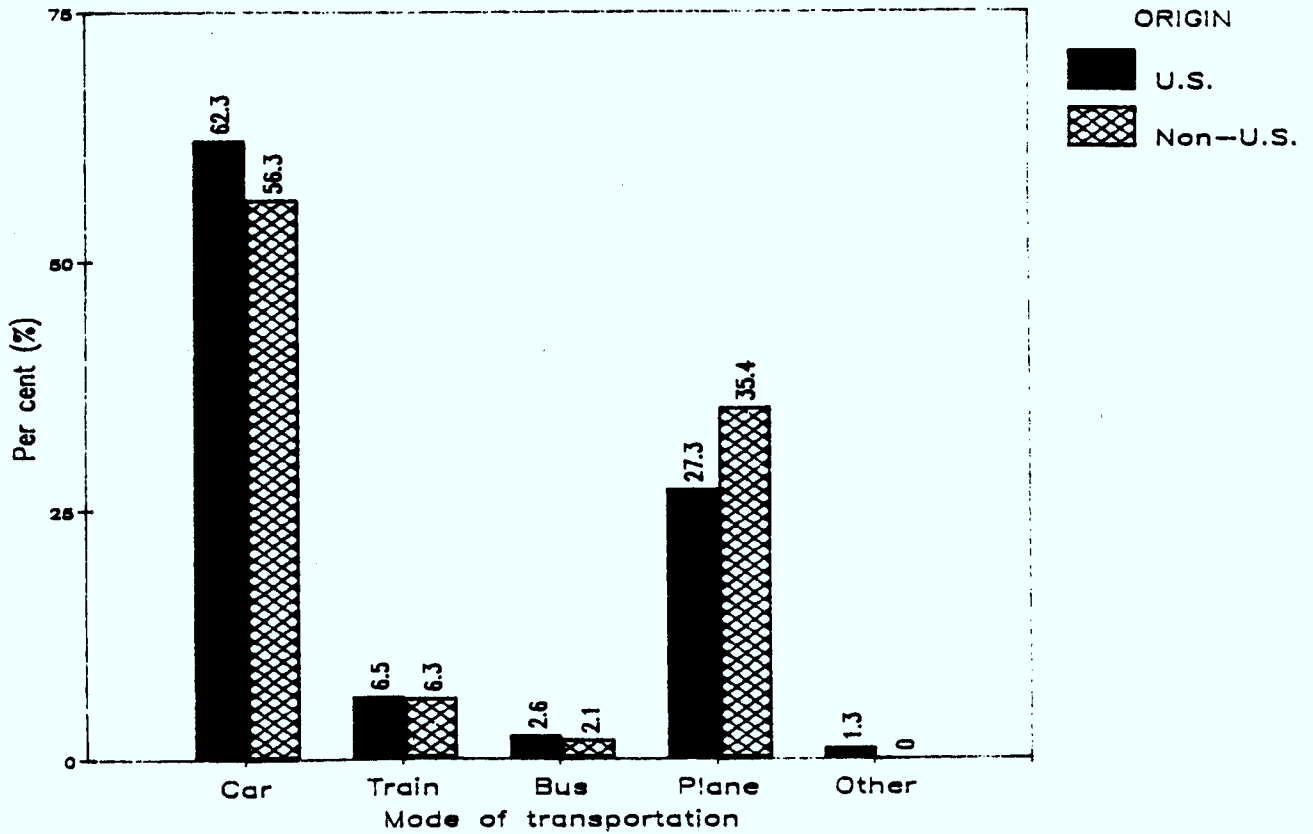
The survey asked non-local respondents who did not attend this year's Guelph Spring Festival how frequently they travel and to what extent they participate in cultural events when they do. Exhibit II-10 below shows the frequency with which non-local non-attendees travelled to other cities 50 miles or 80 km. or more away in the past year. Just over 60% report travelling such distances 10 times or less. The remainder travelled more frequently, with 13% reporting over 30 trips. Although the numbers in each cell are small, little difference seems to exist between U.S. and non-U.S. respondents.

Exhibit II-10 Frequency of travel to other cities in the past year: non-local non-attendees(Q 22a)



For those who did travel, the most frequent mode of transportation was automobile, followed by airplane (see Exhibit II-11).

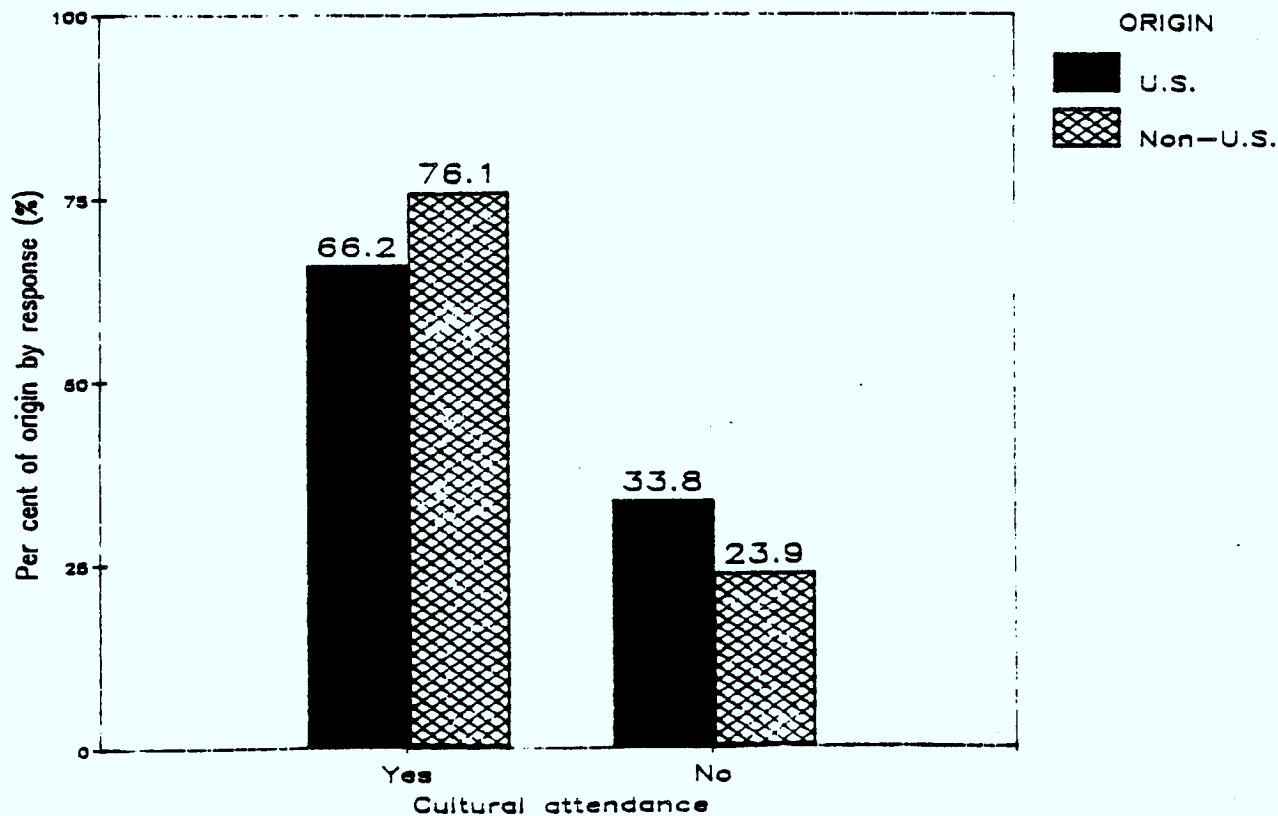
Exhibit II-11 Mode of transportation for travel to other cities: non-local non attendees(Q 22b)



During these trips to other cities, non-local respondents (both U.S. and non-U.S.) who did not attend the 1985 Guelph Spring Festival frequently did attend cultural events (see Exhibit II-12), with non-local Canadians tending to do so slightly more often..

For 38% of all non-local non-attendees who travelled, and for 51% of those who attended cultural events when they did, the cultural event(s) attended was the primary reason for the trip (see Exhibit D-19).

Exhibit II-12 Cultural attendance during trips to other cities:
non-local non attendees(Q 22c)



III

FESTIVAL ATTENDANCE

A. SOURCE OF AWARENESS AND DECISION TO ATTEND THE FESTIVAL

Although the project-supported advertising ran only in the Buffalo and Rochester area media noted above, a number of respondents to the advertising (i.e., who telephoned the Buffalo consulate or the Festival office directly) were from the Guelph area (n = 34) or were of non-local but non-U.S. origin (n = 30).

All U.S. respondents to the survey were interviewed on the basis of their response to the advertising. That is, we did not conduct a random sample survey of residents in the area to determine the level of awareness of the ads. Similarly, all Canadian respondents to the New York advertising were included in the survey sample (see Exhibit III-1).

Exhibits E-1 and E-2 (Appendix E) show the frequency of advertising respondents overall and for local vs. non-local. As shown, 45% of all respondents made enquiries as a result of the northern New York advertising. Of these, 22% were local and 78% non-local.

Exhibit III-2 presents a breakdown of advertising respondents by local and non-local attendance status. Non-local non-attendees who responded largely include the U.S. selected sample. Of local and non-local attendees, 25% and 35% respectively responded to the advertising.

Exhibit III-1 Advertising respondents: U.S. vs. non-U.S.

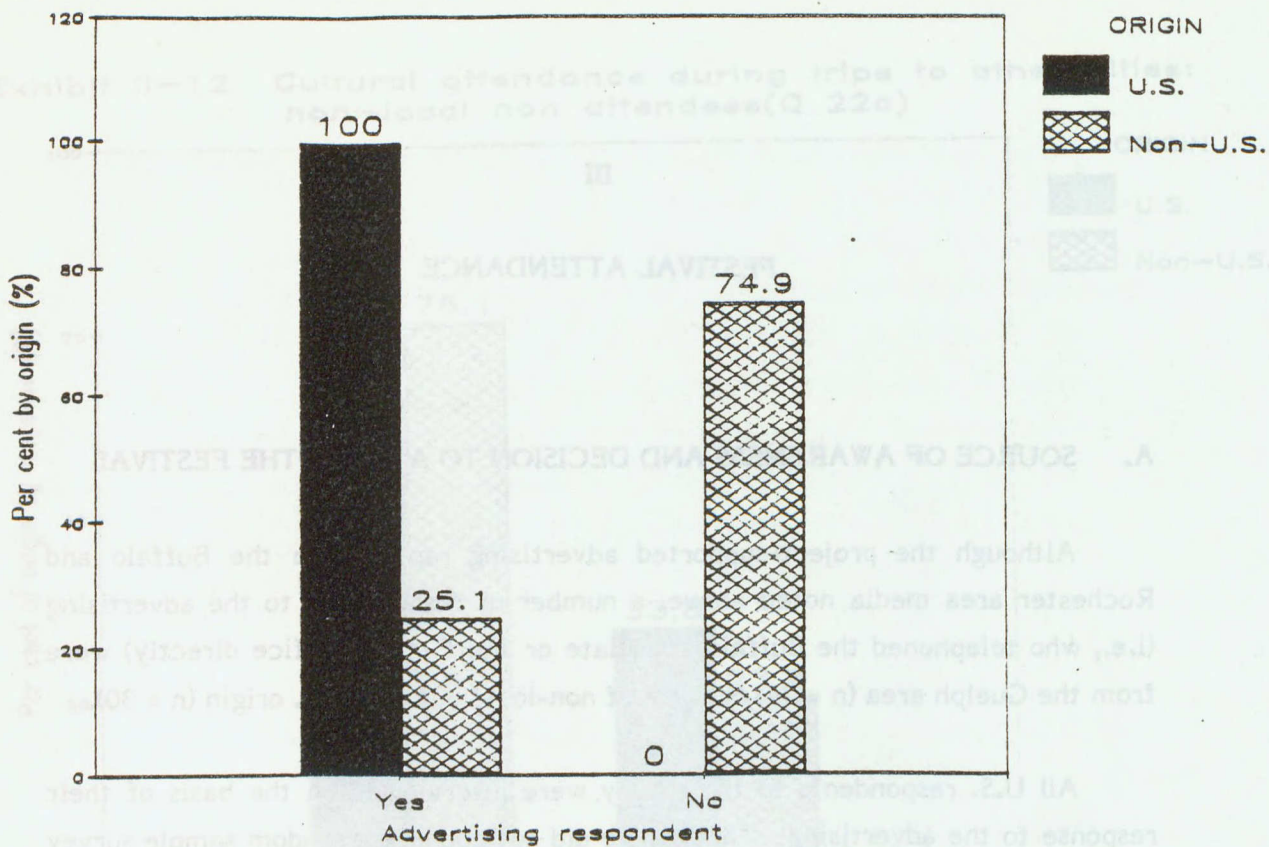
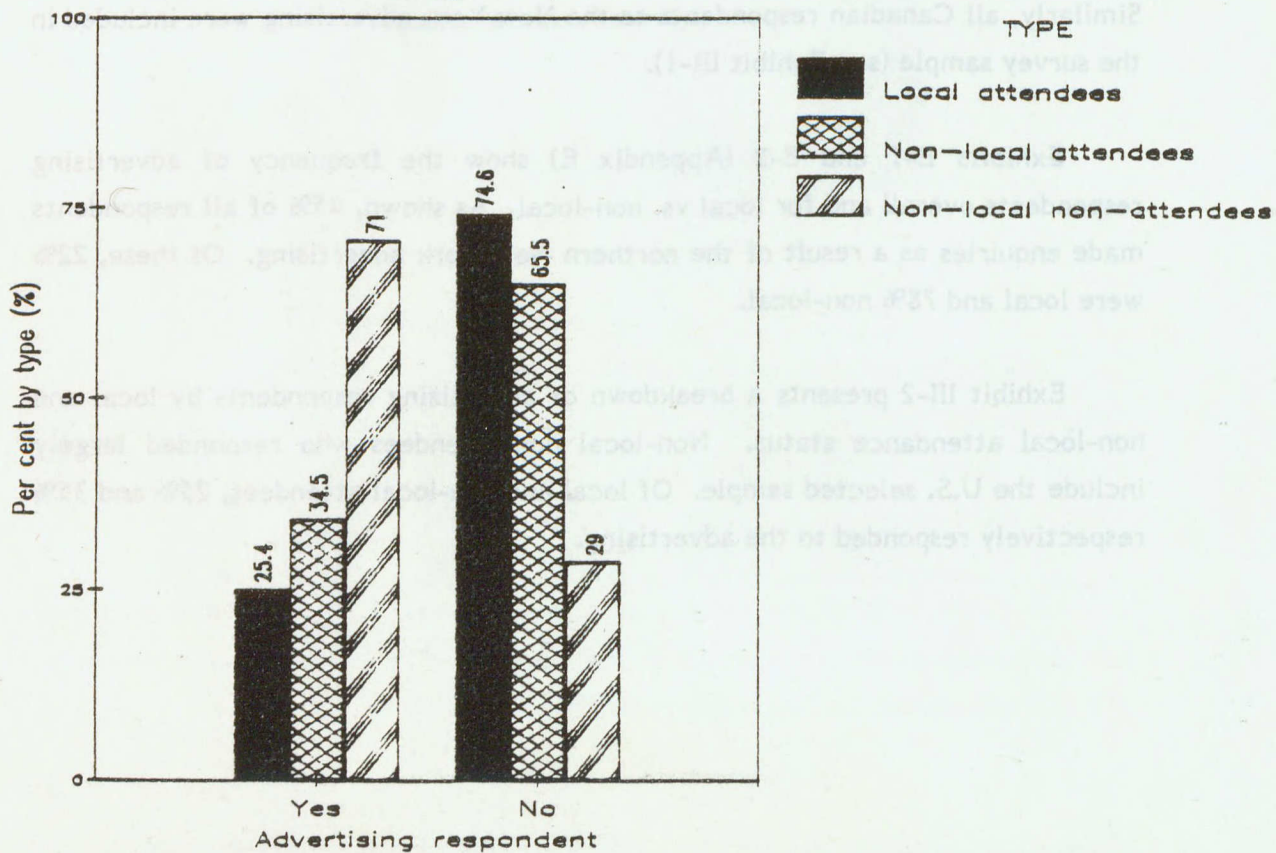
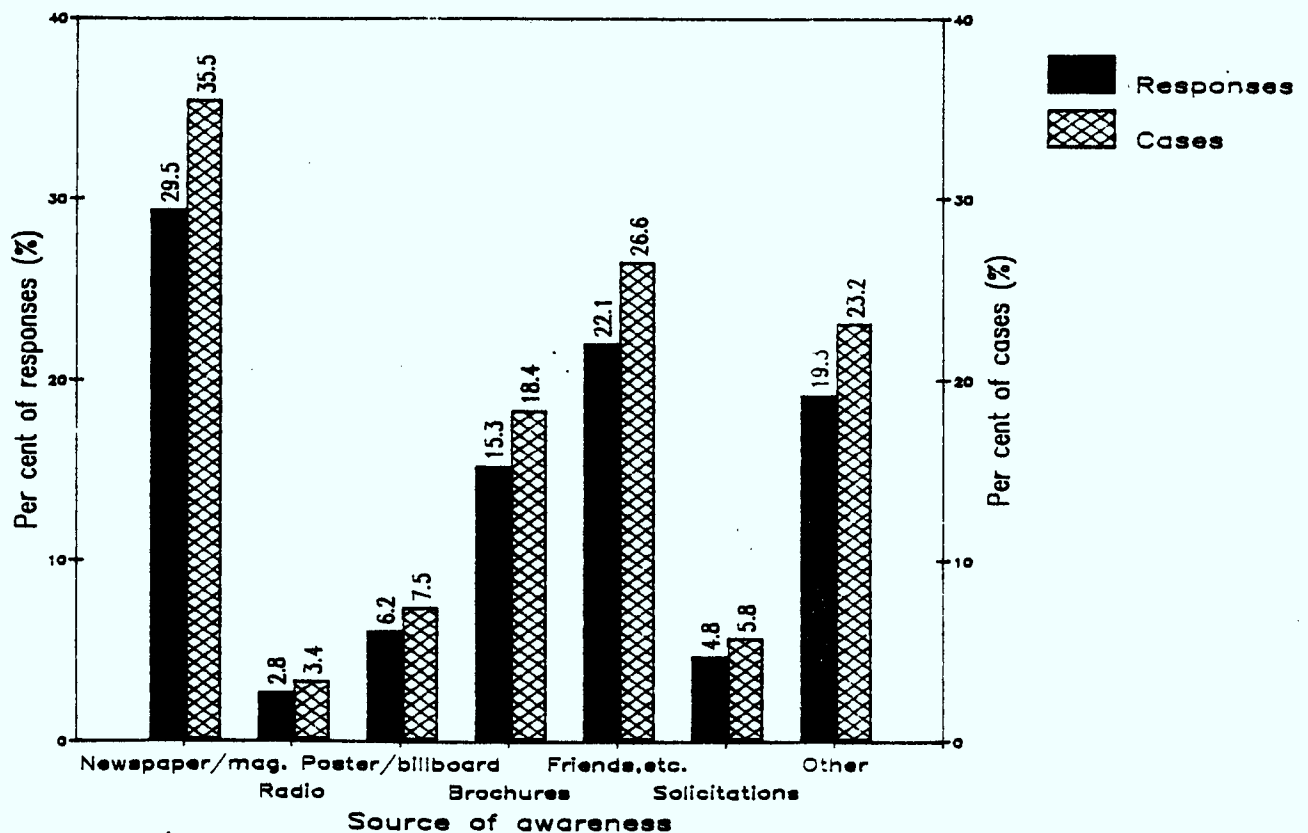


Exhibit III-2 Advertising respondents: local vs. non-local



All respondents were asked how or where they heard about the Guelph Spring Festival. Exhibit III-3 below shows the frequency of responses to this question.¹ Clearly, newspapers or magazines were the most frequent source of awareness about the festival -- 30% of responses and 36% of those responding. Friends, relatives and associates represent the second most frequently cited source, followed by brochures. "Other" includes such explanations as being a long-time subscriber, personal familiarity because of residency in Guelph, personal participation, and university or other school attendance.

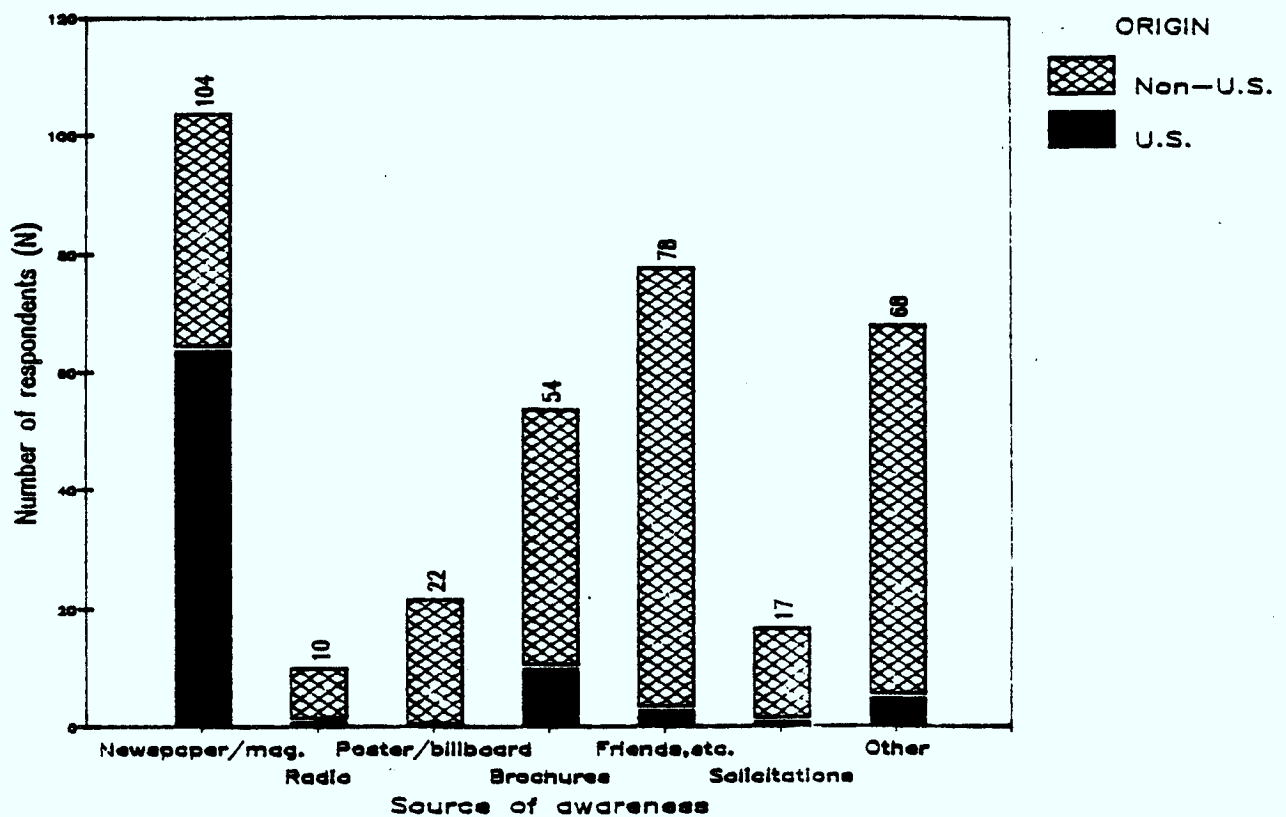
Exhibit III-3 Source of awareness of the Guelph Spring Festival: all respondents(Q 5a)



¹Multiple responses were recorded for this question. The missing cases represent the result of a skip pattern changed after the pretest -- i.e., initially, respondents who did not attend the 1985 Festival were not asked this question.

U.S. respondents heard about the Festival most frequently from newspapers or magazines (83%) and from brochures (13%). Only one respondent reported hearing radio advertising. Non-U.S. respondents are aware of the Festival far less frequently from media advertising and much more frequently from friends and relatives (see Exhibit III-4).

Exhibit III-4 Source of awareness of Guelph Spring Festival: U.S. vs. non-U.S. respondents(Q 5a)



Source of awareness by local vs. non-local respondents is shown in Exhibit E-3. For local attendees, the most frequent sources are friends/relatives/associates, "other" and brochures; for non-local Canadians, friends/relatives/associates, "other" and newspaper/magazine advertising.

Looking at respondents who requested Festival information as a result of advertising (Exhibit E-4), the most frequent source reported is newspaper or magazine. However, these respondents also heard about the Festival from friends/relatives, "other" and brochures (possibly resulting from their follow-up). The respondents who did not request information based on advertising report friends/relatives as the most frequent source, followed by brochures and newspapers/magazines.

For those who reported hearing about the Festival from newspaper, magazine, radio or other advertising, Exhibit III-5 shows the specific publication/station cited. The **Buffalo News** travel section, **Rochester Democrat and Chronicle** and the **Guelph Daily Mercury** were mentioned most frequently. Exhibit E-5 shows the breakdown of responses for each publication by U.S. and non-U.S. origin.

EXHIBIT III-5 Source of advertising cited (Q 5b)

Newspaper or magazine source			
	Count	% of responses	% of cases
Guelph Daily Mercury	21	20.6	22.3
K-W Record Kitchener	1	1.0	1.1
CKLA FM Guelph	3	2.9	3.2
1985 brochures	13	12.7	13.8
yellow flyers	2	2.0	2.1
Sparetime Magazine	1	1.0	1.1
MUSIC Magazine	1	1.0	1.1
Opera Canada	2	2.0	2.1
Performing Arts	1	1.0	1.1
Buffalo News Travel	35	34.3	37.2
Rochester D & C	20	19.6	21.3
Business First	2	2.0	2.1
	<hr/>	<hr/>	<hr/>
Total responses	102	100.0	108.5
94 valid cases			

Sixty-three percent (n = 215) of all respondents attended this year's (1985) Guelph Spring Festival. Of those who did, 61% were local and 39% non-local (see Exhibit III-6).²

Exhibit III-6 Attendance at the Guelph Spring Festival: local vs. non-local respondents(Q 6)

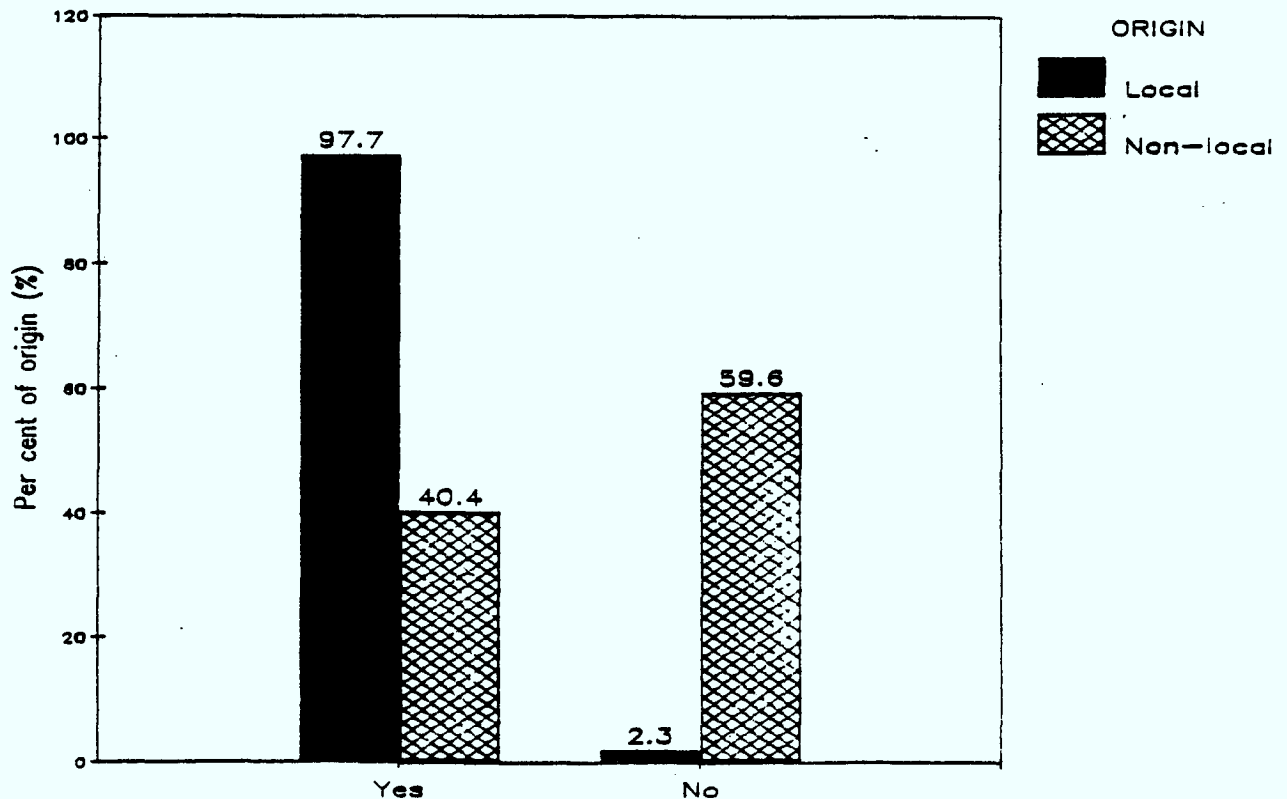
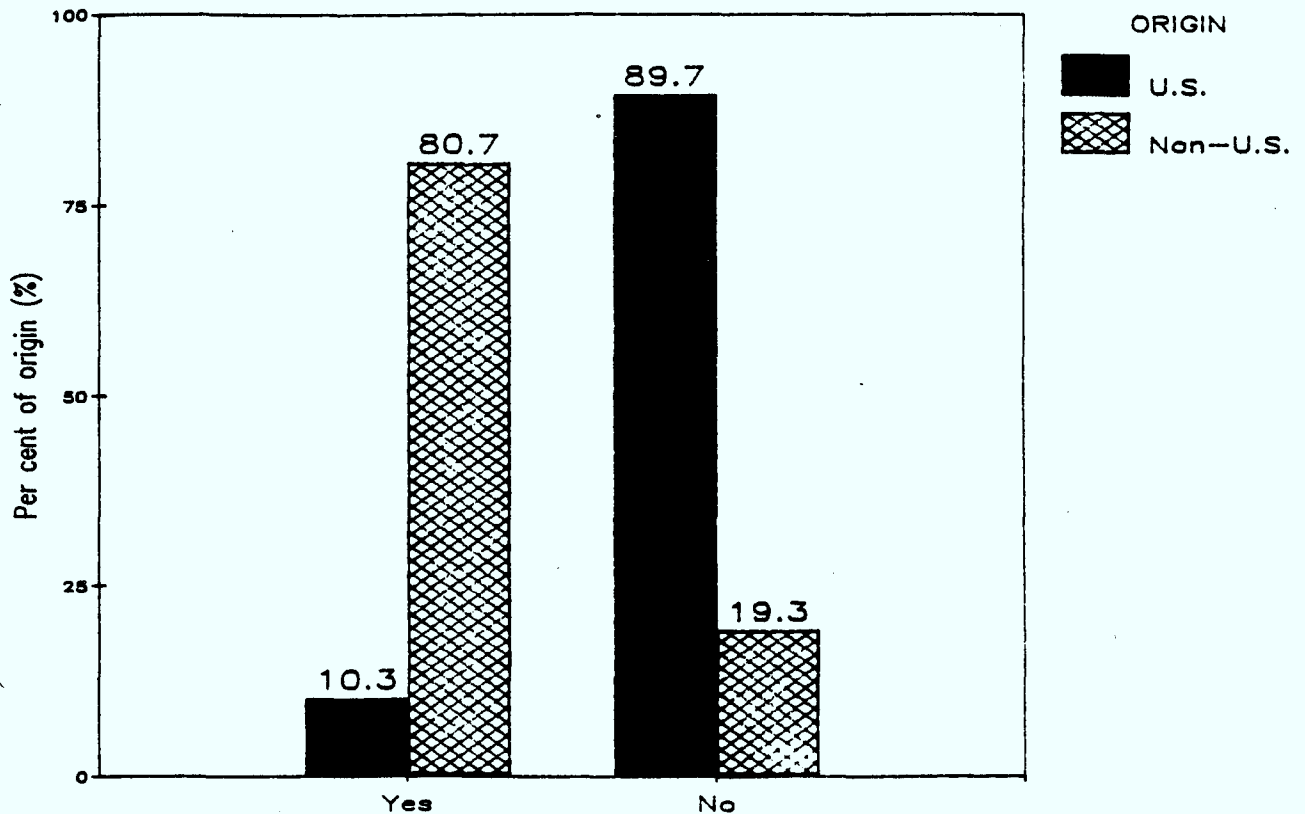


Exhibit III-7 presents the proportion of U.S. respondents who attended this year. As shown, only 10% of U.S. residents who responded to the targetted marketing in northern New York did in fact attend. This includes all those who were on the 1985 Festival list of ticket buyers.

²The reader should remember that the sampling plan, except for U.S. respondents, selected local and non-local attendees and non-local non-attendees. Local non-attendees shown represent those who bought tickets but did not attend.

Exhibit III-7 Attendance at the 1985 Guelph Spring Festival: U.S. vs. non-U.S. respondents(Q 6)



Of all those who responded to the advertising -- i.e., including Canadian residents -- 41% attended the Festival this year (see Exhibit III-8).

Non-local respondents who did not come to the 1985 Festival were asked why they decided not to attend. Exhibit III-9 shows the reasons given. The response code most frequently used is "other". Our review of the reasons documented revealed such varied explanations as:

	No. responses
▶ Conflicted/too busy/doing other things/ not convenient	14
▶ Out of the country/didn't fit with other travel plans	6
▶ Information arrived too late to attend	5
▶ Personal problems/family responsibilities/ illness	4
▶ Nothing specified for "other"	3

Exhibit III-8

Attendance at the 1985 Guelph Spring Festival: advertising respondents vs. non-respondents(Q 6)

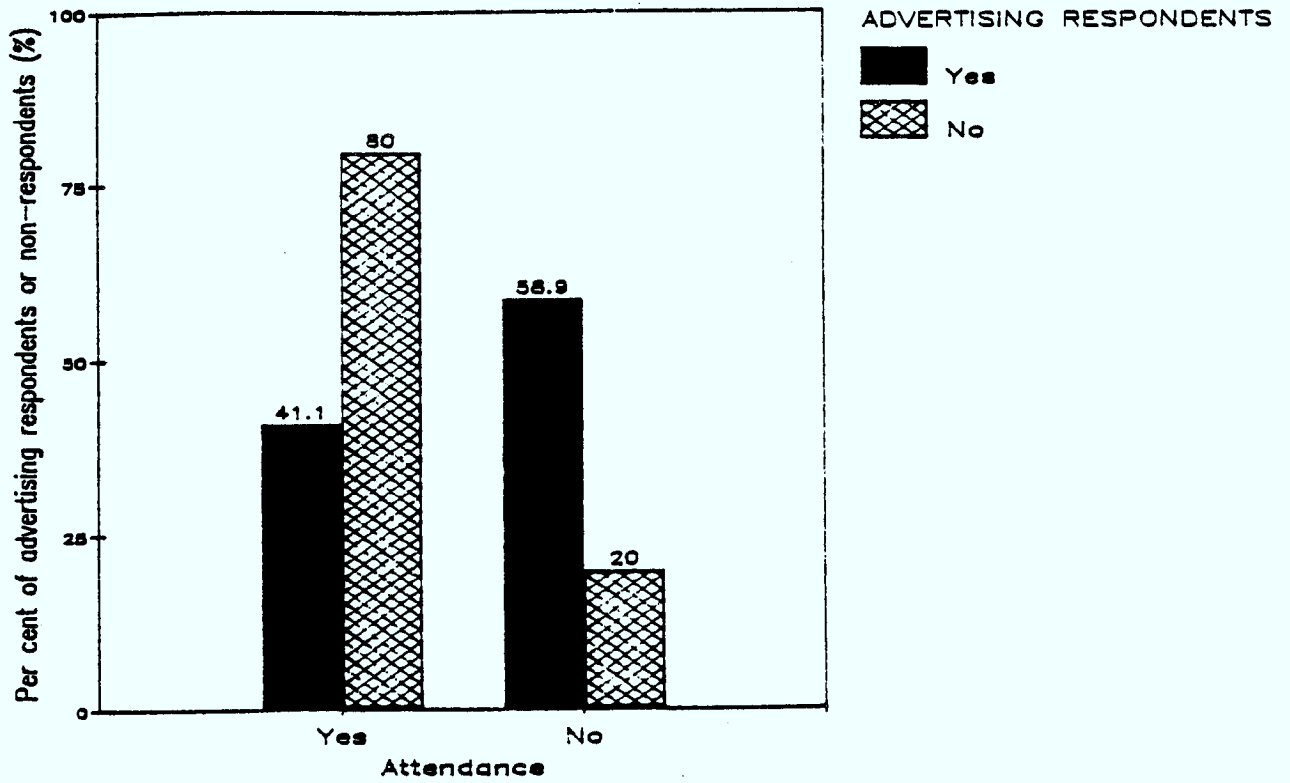
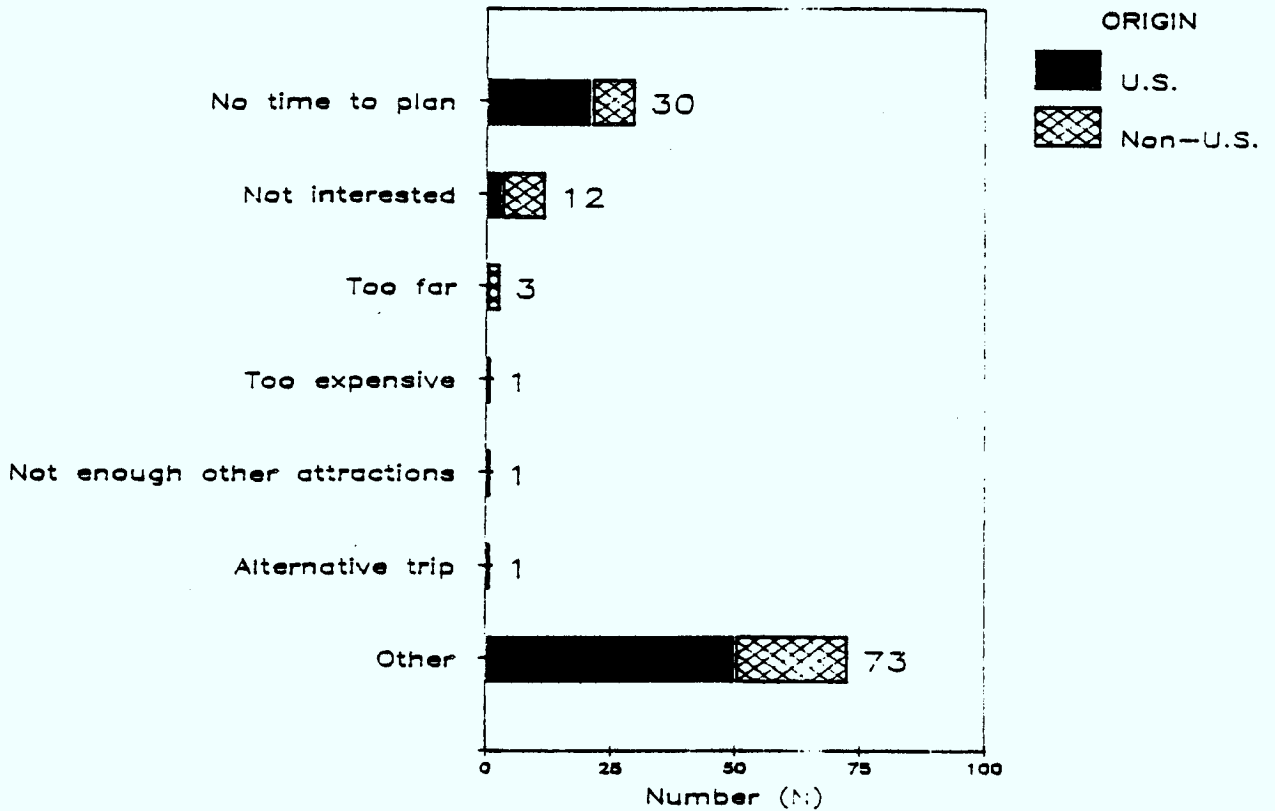


Exhibit III-9

Reasons for not attending the 1985 Guelph Spring Festival(Q 20)

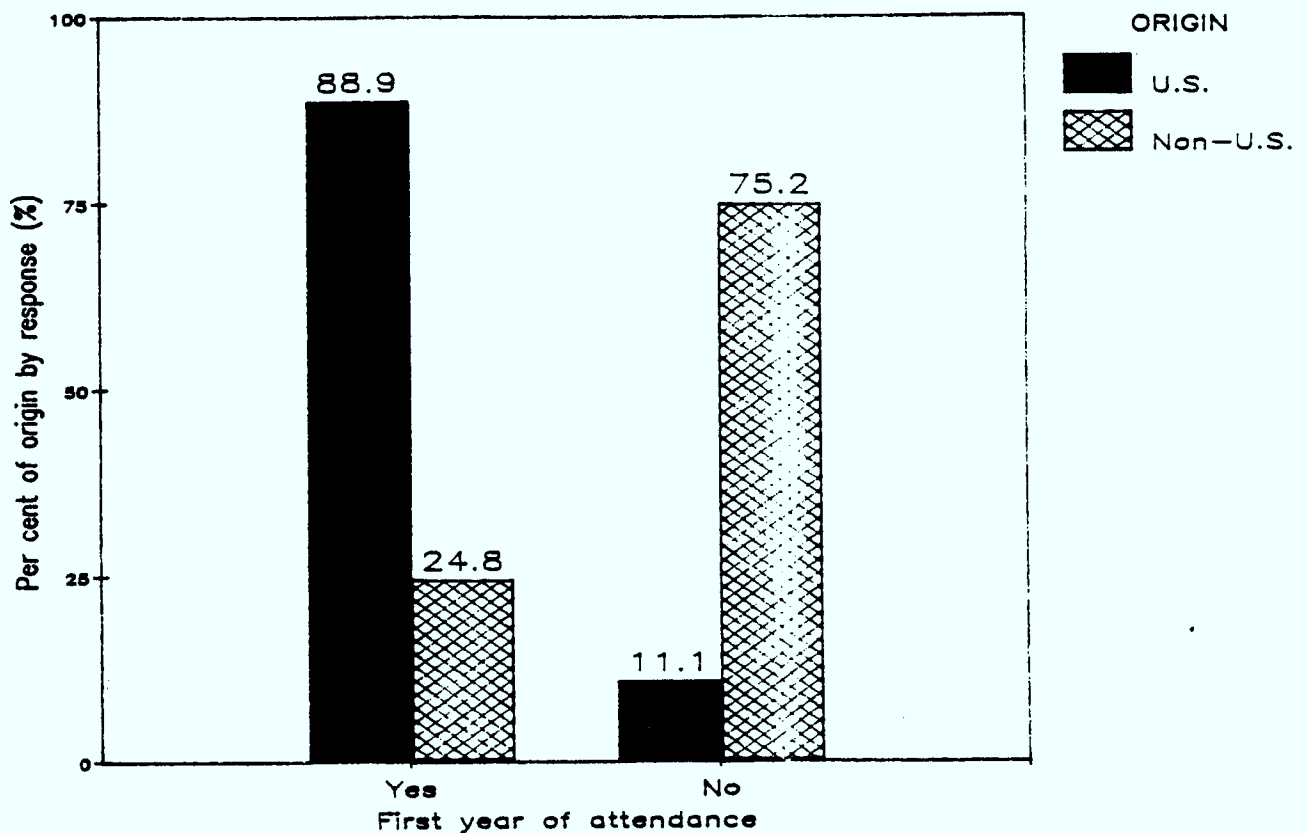


The second most frequently cited reason was "not enough time to plan the trip." The targetted advertising ran very close to the beginning of the Festival, which may account for this finding. No strong differences emerge between U.S. and non-U.S. non-attendeess.

B. ATENDANCE PATTERNS

Of those who attended the 1985 Guelph Spring Festival (n = 215), this year represented the first visit for 27%; the remaining 73% had attended previously. Only one of the nine visitors from the U.S. (or 11%) had attended before (see Exhibit III-10). Only slightly more non-local respondents were attending for the first time -- 32% vs. 25% for local respondents (see Exhibit E-6).

Exhibit III-10 First year of attendance:
U.S. vs. non-U.S. respondents(Q 7)



Of those who responded to the special Festival advertising, Exhibit E-7 shows that 44% attended for the first time vs. 27% for all respondents and 20% for those who were not advertising respondents (i.e., primarily non-U.S. and local in origin).

Exhibit III-11 shows the relative attendance at specific Festival events. The most frequently attended performance was "Prodigal Son", followed by the Thai Classical Dancers, Ann Mortifee and Gilbert and Sullivan. The average number of events attended for all attendees was 1.6.

EXHIBIT III-11 Guelph Spring Festival events attended: all attendees (Q 8)

	Count	Pct of Responses	Pct of Cases
Prodigal Son	73	21.5	34.8
Jean-Louis Steuerman	23	6.8	11.0
Stephanie Bogle	8	2.4	3.8
Gilbert & Sullivan	36	10.6	17.1
Children's Theatre	5	1.5	2.4
Rob McConnell & Boss Brass	19	5.6	9.0
Thai Class Dancers	42	12.4	20.0
Danny Grossman	20	5.9	9.5
Monica Gaylord	14	4.1	6.7
Jane Austen	24	7.1	11.4
Marvis Martin	12	3.5	5.7
Ann Mortifee	39	11.5	18.6
Can. Chamber Ensemble	13	3.8	6.2
Winners in Concert	6	1.8	2.9
Edward Johnson Competition	<u>6</u>	<u>1.8</u>	<u>2.9</u>
Total Responses	340	100.0	161.9
4 missing cases 210 valid cases			

The attendance pattern of U.S. visitors is presented in Exhibit E-8. The average number of events attended was 1.4. Otherwise, the total number (n = 7) prevents any systematic observations.

Of all non-local respondents who did not attend the 1985 Guelph Spring Festival, 39% have attended in the past (see Exhibit III-12 below). The average number of festivals attended is 2.6 (see Exhibit E-9).

EXHIBIT III-12 Attendance in the past: non-local non-attendees (Q 21)

Attendance in the past?	No.	%
Yes	48	39
No	<u>76</u>	<u>61</u>
	124	100
Missing observations	=	3

Looking at respondents of U.S. origin, only 5% of non-attendees have attended in the past as compared to 96% of other non-local non-attendees (see Exhibit III-13). As shown, the average number of times attended in the past was once for the three U.S. cases and 2.7 for the 36 non-U.S. cases.

Of those non-local non-attendees who had responded to the northern New York advertising, 16% had attended before, an average of 2.2 times (see Exhibit E-10).

EXHIBIT III-13 Attendance in the past: advertising respondents who did not attend (Q 21)

Attendance in the past?	U.S.	% Non-U.S.	Total	Avg. number of times attended in the past	
				Entire population	
				Entire population	- 2.6 (n = 39)
Yes	4 (5)	47 (96)	51 (40)	U.S. respondents	- 1 (n = 3)
No	74 (95)	2 (4)	76 (60)	Non-U.S. respondents	- 2.7 (n = 36)
	78 (61)	49 (39)	127 (100)		
				Missing cases = 11	

C. SATISFACTION WITH THE FESTIVAL

We asked those respondents who attended this year's Festival how satisfied they were with the overall program and with the events they attended. Overall, 80% of respondents were satisfied with the 1985 program, with 28% reporting that they were extremely satisfied. Only 9% indicated dissatisfaction. With respect to the events attended, 91% indicated that they were satisfied, with 50% extremely satisfied. Here, only 5% were dissatisfied.

Looking at origin of respondent, no real differences emerge between local and non-local Canadian respondents in the level of satisfaction with the program (see Exhibit E-11) or with the events attended (see Exhibit E-12) except that non-local Canadians are somewhat more likely to be extremely satisfied.

However, looking at U.S. attendees (Exhibit III-14) although the number is very small, over 40% (n = 4) expressed dissatisfaction with the overall program. These respondents were also somewhat less satisfied than non-U.S. attendees with the event attended -- 76% (n = 6) satisfied to some extent vs. 91% (n = 192) as shown in Exhibit III-15.

Exhibit III-14 Satisfaction with overall program(Q 9a)

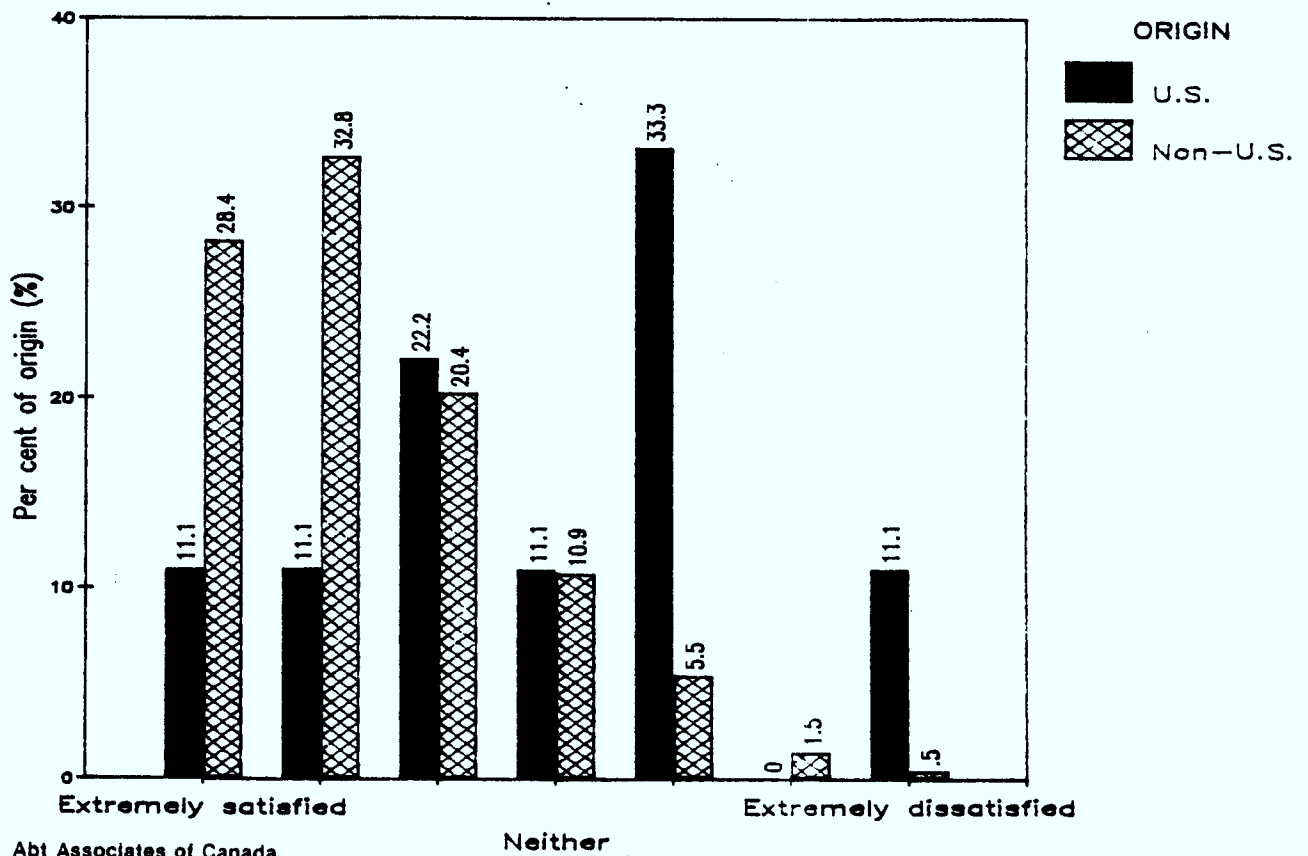
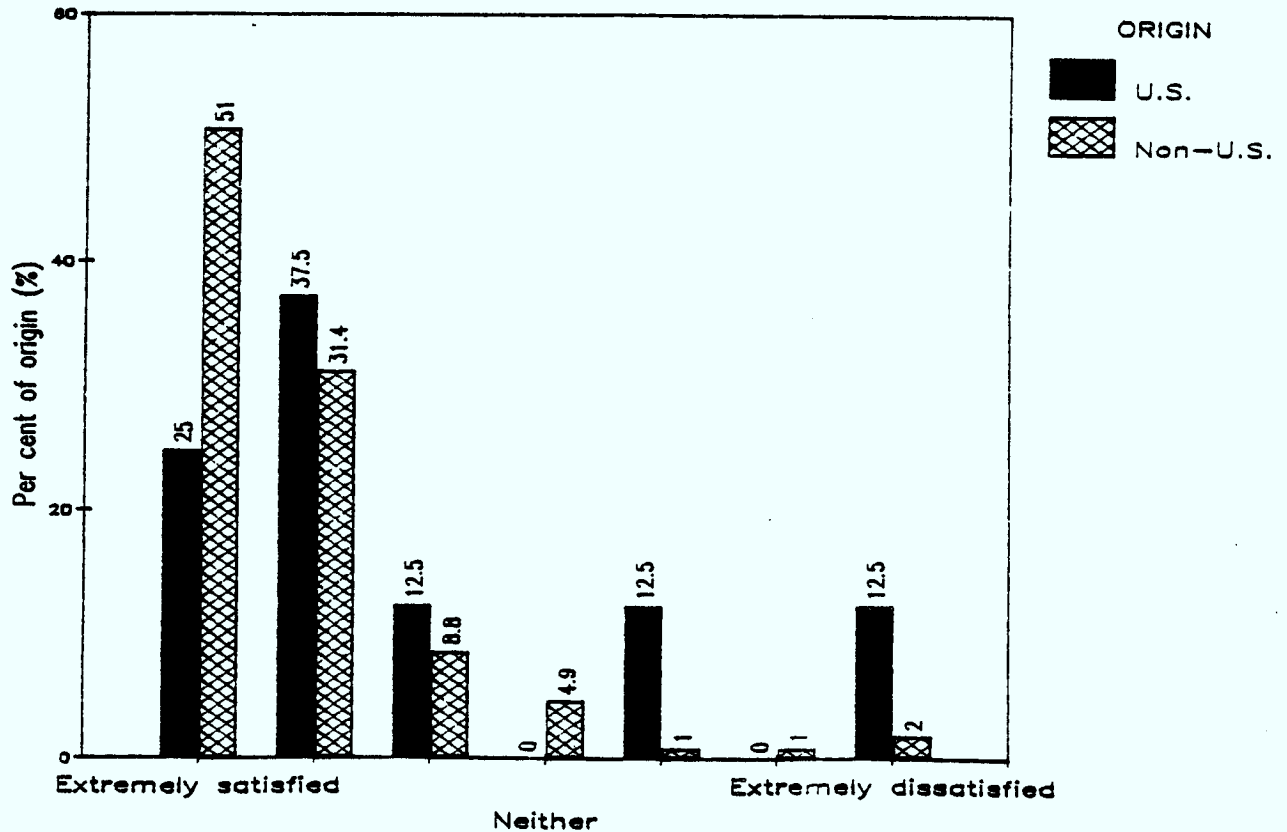


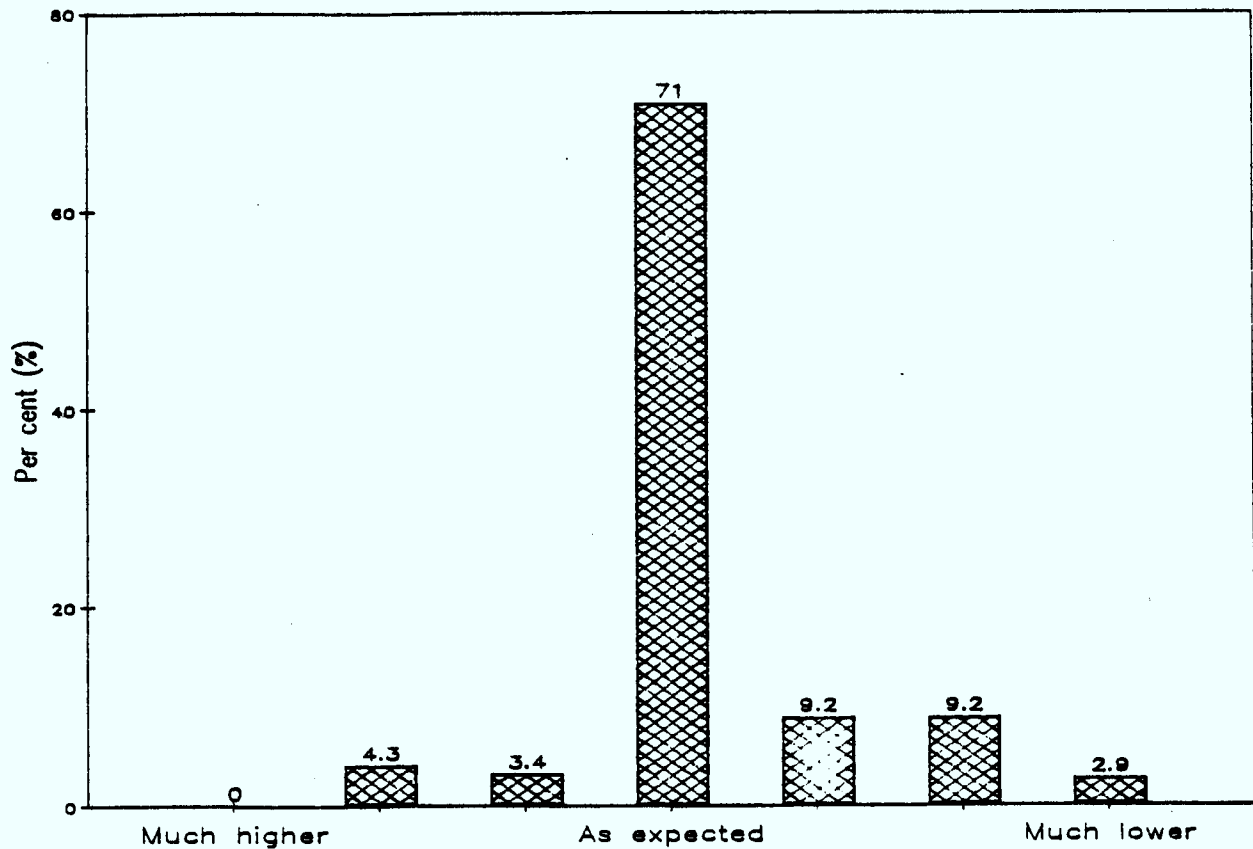
Exhibit III-15 Satisfaction with events attended(Q 9b)



Those who responded to the pilot project advertising were as likely to be satisfied with both the overall program and the events attended as those who did not (see Exhibit E-13).

We also asked attendees whether the admission prices were higher or lower than they expected. Exhibit III-16 shows that the majority of respondents (71%) felt that the prices were about what they expected. Only 7% indicated that they were higher than expected.

Exhibit III-16 Admission higher or lower than expected(Q 10)

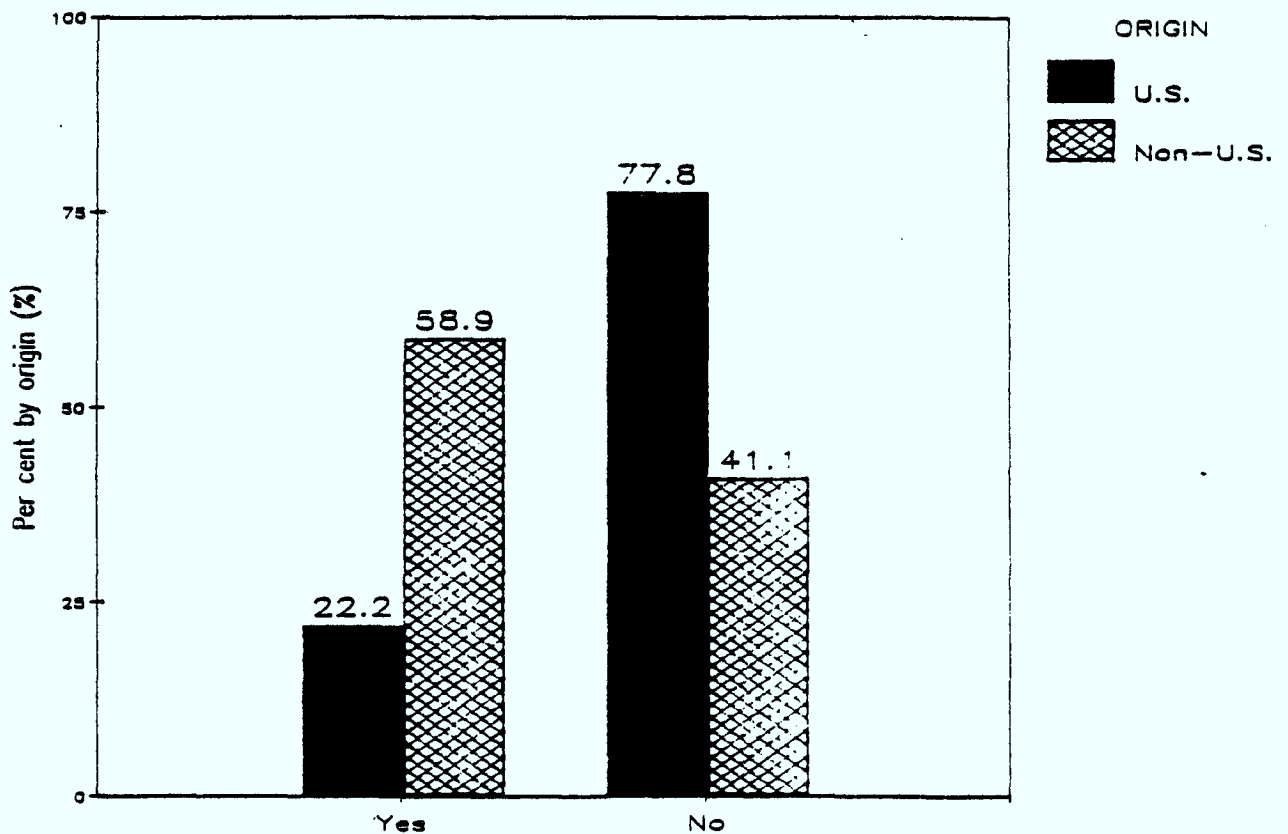


Looking at origin of respondents, no real differences are evident except that non-local attendees are somewhat more likely to feel that prices were lower than expected (see Exhibit E-14). Again, although the number of attendees is small, U.S. respondents are more likely to report that admission prices were lower than expected -- 38% vs. 21% for non-U.S. (see Exhibit E-15). And finally, those who responded to the target market advertising did not differ from those who did not in their perception of admission prices (see Exhibit E-16).

Would attendees have been willing to pay more for admission to the events? Considering all attendees, 57% would have and 43% would not.

Exhibit E-17 shows that non-local attendees would have been only slightly more willing to pay more -- 62% vs. 54%. However, as shown in Exhibit III-17, U.S. attendees (n = 9) far more frequently would **not** have been willing to pay more -- i.e., the willingness to pay more relates to non-local Canadian attendees.

Exhibit III-17 Willingness to pay more for admission(Q 11)



Similarly, advertising respondents were also less inclined to pay more than others -- 42% vs. 64% (see Exhibit E-18).

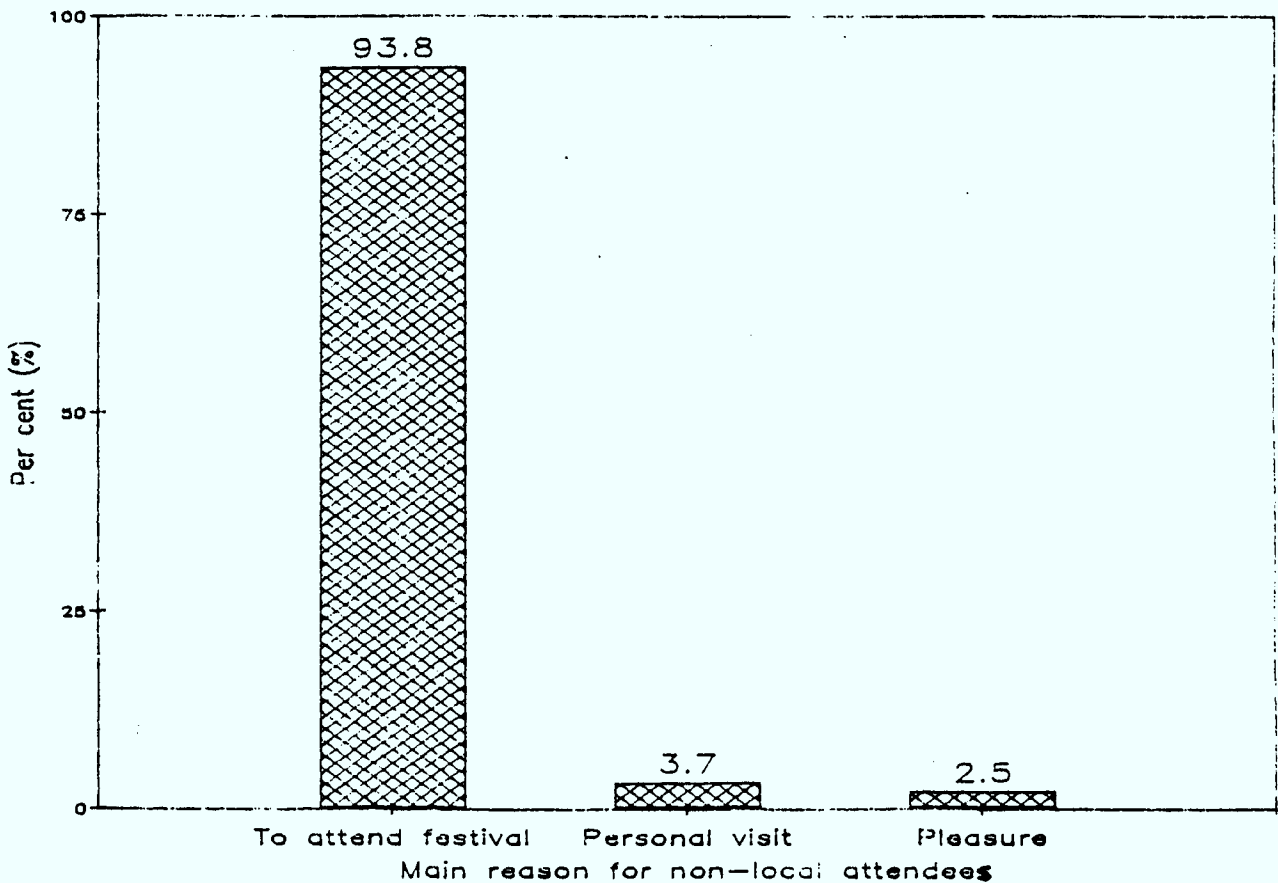
IV

TRAVEL AND EXPENDITURE PATTERNS

A. REASONS FOR VISITING GUELPH

We asked non-local attendees (n = 85) their main purpose for visiting Guelph. Exhibit IV-1 shows that the overwhelming reason was to attend the Festival. The same results were found for those who responded to the advertising, although a slightly greater proportion of U.S. respondents came mainly for a pleasure trip (see Exhibits F-1 and F-2).

Exhibit IV-1 Main reason for visiting Guelph(Q 12a)



Of those non-local attendees who did not visit mainly for the Festival (n = 5), virtually all of them planned to attend it while there but did not extend their visit in order to do so (see Exhibit F-3).

Respondents who reported spending time in Guelph were asked what other activities they participated in during their stay. Responses included other cultural activities, leisure/sports and activities such as shopping, dining and visiting nearby towns. Two of the four U.S. respondents indicated that they took part in other cultural activities (see Exhibit IV-2).

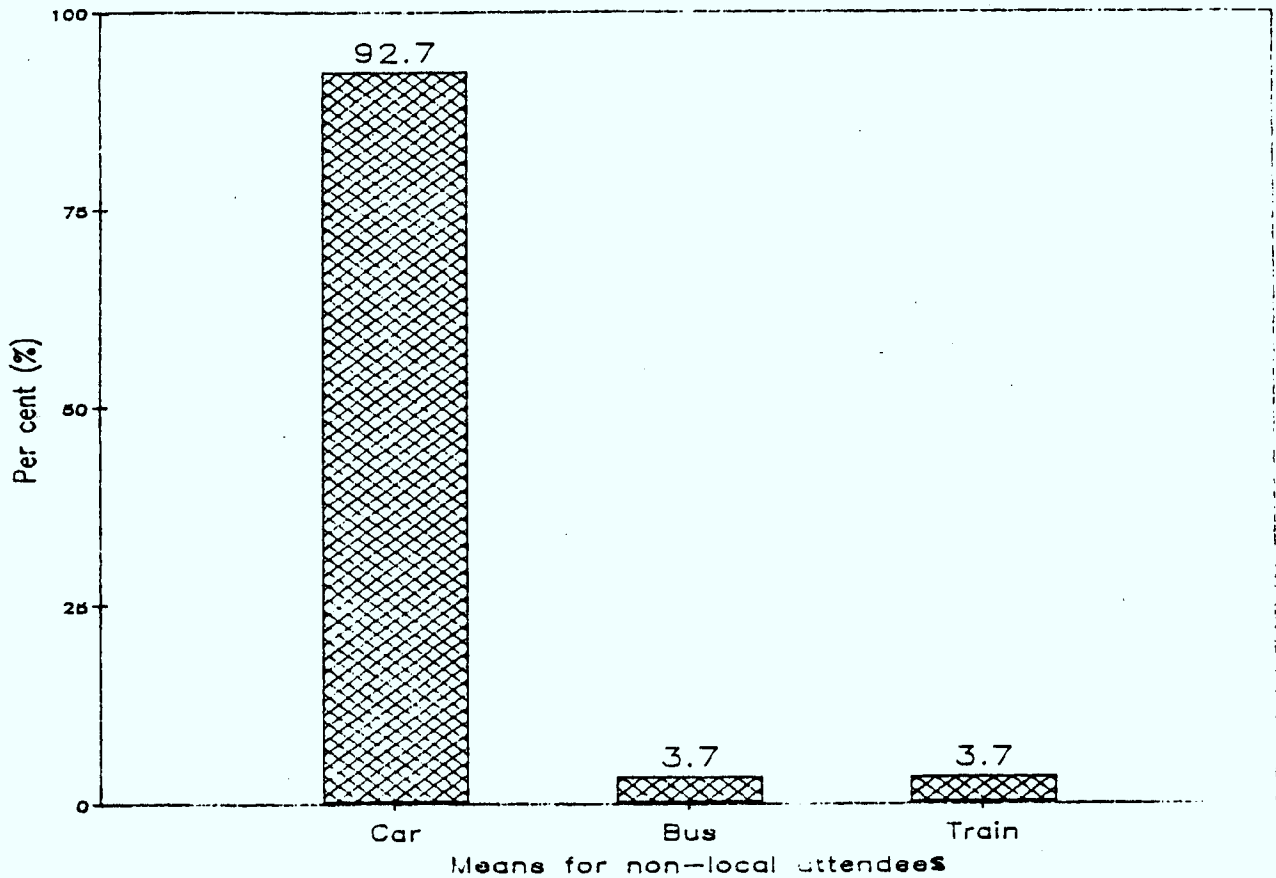
**EXHIBIT IV-2 Other activities during visit: non-local attendees
(Q 17)**

Activity	No. responses
Cultural	3
Leisure/sports	3
Other	14
None	50
DK/NR	<u>15</u>
Total	85

B. TRANSPORTATION AND ACCOMMODATION

Exhibit IV-3 shows that the primary means of transportation to the Festival for non-local attendees was automobile. For the nine U.S. attendees, this represented the only means of transportation (see Exhibit F-4).

Exhibit IV-3 Means of transportation to the Festival(Q 13)



Non-local attendees in general spent an average of 1.5 days and 1.6 nights in the Guelph area. Similarly, those who responded to the advertising spent an average of 1.5 days and 1.7 nights (see Exhibit F-5). U.S. attendees (n = 9) tended to stay for slightly more days -- 1.9 days as compared to 1.4 for non-U.S. -- but no differences exist for the number of nights (see Exhibit F-6).

Most non-local attendees did not stay in Guelph. Those who did reported staying with friends or relatives or in a motel (see Exhibit IV-4). Although the numbers are small, U.S. attendees tended to stay more frequently in hotels or motels (see Exhibit F-7).

EXHIBIT IV-4 Accommodation during stay (Q 15)

Hotel	2
Motel	6
Bed & Breakfast	1
Friends/relatives	<u>10</u>
Total	19

C. REPORTED EXPENDITURES

We asked both local and non-local attendees how much money they spent on themselves and on their group. Exhibits IV-5 and IV-6 show the average expenditures for these two groups respectively. The first set of averages in each exhibit is based on the total number of possible respondents. The second set represents only those who spent money on the particular spending category (i.e., excluding those for whom 0 expenditure is recorded).

As shown, the average total expenditure for local attendees is \$55.29 per respondent who reported spending or a local average expenditure of \$25.44 per person in the unit (i.e., adults and children) to which spending applied. In comparison, for non-local attendees reporting spending, the total average per respondents is \$89.53 and \$42.24 respectively.

Exhibit F-8 provides a breakdown of average expenditures on the various categories for U.S. and non-U.S. respondents. The total average spending by U.S. respondents was \$132.89 (n = 9) as compared to \$84.03 for non-U.S. In the case of each U.S. respondent, this spending applied to two adults and no children (see Exhibit F-9).

EXHIBIT IV-5 Average expenditures for local attendees (Q 18 and 19)

A. Average expenditures based on total no. possible respondents

VARIABLE	LABEL	MEAN	STD DEV	MINIMUM	MAXIMUM	VALID N
Q18A	Transportation/parking spending	1.008	2.755	0.0	20.000	130
Q18B	Meals and drinks spending	4.769	16.069	0.0	120.000	130
Q18C	Festival tickets spending	38.977	31.869	0.0	200.000	130
Q18D	Souvenirs and other spending	.600	5.437	0.0	60.000	130
Q18E	Services, eg. babysitting	.554	2.615	0.0	20.000	130
Q18F	Other expenditures	1.208	10.776	0.0	120.000	130
Q18G	Total spending	52.308	44.713	0.0	300.000	130
Q19ADLT	Adults paid for	2.254	1.278	0.0	8.000	130
Q19CHILD	Children paid for	.169	.599	0.0	4.000	130
LCPEOPLE	Local party size	2.423	1.467	0.0	9.000	130
LOCALAVE	Local average expenditure	24.427	19.989	0.0	110.000	126

B. Average expenditures based on no. respondents who spent

VARIABLE	LABEL	MEAN	STD DEV	MINIMUM	MAXIMUM	VALID N
Q18A	Transportation/parking spending	5.240	4.206	1.000	20.000	25
Q18B	Meals and drinks spending	32.632	29.848	10.000	120.000	19
Q18C	Festival tickets spending	43.681	30.529	12.000	200.000	116
Q18D	Souvenirs and other spending	26.000	30.265	2.000	60.000	3
Q18E	Services, eg. babysitting	10.286	5.499	5.000	20.000	7
Q18F	Other expenditures	52.333	58.960	12.000	120.000	3
Q18G	Total spending	55.285	44.136	12.000	300.000	123
Q19ADLT	Adults paid for	2.325	1.232	1.000	8.000	126
Q19CHILD	Children paid for	1.833	.937	1.000	4.000	12
LCPEOPLE	Local party size	2.500	1.424	1.000	9.000	126
LOCALAVE	Local average expenditure	25.436	19.757	3.500	110.000	121

EXHIBIT IV-6 Average expenditures for non-local attendees (Q 16)

A. Average expenditures based on total no. possible respondents

VARIABLE	LABEL	MEAN	STD DEV	MINIMUM	MAXIMUM	VALID N
Q16AA	Transportation to-from spending	7.929	10.171	0.0	50.000	84
Q16AB	Local trans. parking spending	.310	1.423	0.0	10.000	84
Q16AC	Accommodation spending	5.060	18.490	0.0	100.000	84
Q16AD	Food and drinks spending	25.250	32.684	0.0	150.000	84
Q16AE	Festival tickets spending	33.131	47.372	0.0	324.000	84
Q16AF	Other entertainment, recreation	.060	.546	0.0	5.000	84
Q16AG	Souvenirs spending	.119	1.091	0.0	10.000	84
Q16AH	Gifts and other purchases	2.500	8.341	0.0	50.000	84
Q16AI	Services, eg. babysitting	0.0	0.0	0.0	0.0	84
Q16AJ	Other spending	1.369	9.485	0.0	80.000	84
Q16AK	Total spending	85.262	75.752	0.0	399.000	84
Q16BADLT	Adults paid for	2.238	1.188	0.0	8.000	84
Q16BCHLD	Children paid for	.024	.153	0.0	1.000	84
NLPEOPLE	Non-local party size	2.262	1.194	0.0	8.000	84
NLAVE	Non-local average expenditure	41.721	39.816	0.0	250.000	81

B. Average expenditures based on no. respondents who spent

VARIABLE	LABEL	MEAN	STD DEV	MINIMUM	MAXIMUM	VALID N
Q16AA	Transportation to-from spending	13.875	9.920	5.000	50.000	48
Q16AB	Local trans. parking spending	5.200	3.194	1.000	10.000	5
Q16AC	Accommodation spending	60.714	28.052	35.000	100.000	7
Q16AD	Food and drinks spending	41.588	32.867	5.000	150.000	51
Q16AE	Festival tickets spending	41.537	49.675	6.000	324.000	67
Q16AF	Other entertainment, recreation	5.000	.	5.000	5.000	1
Q16AG	Souvenirs spending	10.000	.	10.000	10.000	1
Q16AH	Gifts and other purchases	23.333	13.229	5.000	50.000	9
Q16AI	Services, eg. babysitting	VARIABLE IS MISSING FOR EVERY CASE.				
Q16AJ	Other spending	57.500	31.820	35.000	80.000	2
Q16AK	Total spending	89.525	75.116	10.000	399.000	80
Q16BADLT	Adults paid for	2.321	1.127	1.000	8.000	81
Q16BCHLD	Children paid for	1.000	0.0	1.000	1.000	2
NLPEOPLE	Non-local party size	2.346	1.131	1.000	8.000	81
NLAVE	Non-local average expenditure	42.243	39.788	5.000	250.000	80

SUMMING UP

A. CHARACTERISTICS OF THE POTENTIAL "CULTURAL TOURIST"

As noted in Chapter I, approximately 70% of the attendees at the Guelph Spring Festival come from Guelph and the immediately surrounding area. Our post-festival survey oversampled for non-local and particularly U.S. respondents. The following highlights summarize the characteristics of those U.S. residents who expressed an interest in the Guelph Spring Festival by responding to the targeted advertising:

- ▶ 68% are female and 32% are male;
- ▶ The average age is 53;
- ▶ 67% are married;
- ▶ 42% are university graduates or have post-graduate training (as compared to 63% for non-U.S. respondents);
- ▶ In their usual occupation, 29% are professional and 25% sales/service/clerical (as opposed to 50% professional for non-U.S.);
- ▶ 45% of U.S. respondents are employed by someone else and 21% are retired;
- ▶ The U.S. respondents report a total family income before taxes of \$36,000 (U.S.) for 1984 as compared to \$47,000 (Canadian) for non-U.S. respondents;
- ▶ They have attended certain visual or performing arts events -- museum or art gallery, opera or classical music, live theatre, art or craft fair or festival -- an average of once in the past month;
- ▶ They do not tend to hold subscriptions or season tickets to cultural organizations (28% as compared to 52% for non-U.S. respondents and 69% for non-local attendees in general);

- ▶ They express greater interest in annual cultural festivals like the Guelph Spring Festival than in the regular cultural activities in their city (64%);
- ▶ Those who did not attend the 1985 Guelph Spring Festival (the majority) travel to other cities 50 miles or 80 km. away relatively frequently (for 35%, 0-5 trips; for another 27%, 6-10 trips);
- ▶ Travel is primarily by automobile (62%) or airplane (27%); and
- ▶ U.S. respondents frequently attend cultural events when they travel (66%); indeed, this often constitutes the primary reason for their trip (for 51% of those who attended cultural events when travelling).

Overall, then, potential visitors to the Guelph Spring Festival from the target market areas of Buffalo and Rochester tend to be female, over 50, married, relatively well-educated and with a total family income of approximately \$50,000 (Canadian). In most respects, they do not differ from non-U.S. respondents, other than having proportionately fewer university graduates and professional occupations. They attend other visual and performing arts, but do not tend to be members or regular attendees and express more interest in annual events like the Guelph Spring Festival. Cultural activities often play a role in their travel to other cities.

Of interest to Festival organizers for future marketing, we did identify some differences between local and non-local Canadian respondents. Specifically, the local portion of the Canadian sample tended more often than non-local respondents to be female (71% vs. 53%), younger (average age 48 vs. 53 for non-locals), married (69% vs. 62%), to have less post-graduate education (17% vs. 33%), are less frequently in professional occupations (45% vs. 56%), to be homemakers (19% vs. 11%), and to have lower total family incomes (1984) before taxes (\$44,000 average vs. \$49,000).

Non-local Canadians tend to visit museums or art galleries and attend most performing arts events more frequently than either local Canadians or U.S. respondents. Similarly, they more frequently report having season tickets or subscriptions to performing arts organizations. They are less likely to be as

interested in annual festivals as in ongoing cultural activities, but non-local Canadian attendees reported being extremely satisfied with the Guelph Spring Festival somewhat more frequently than local attendees.

B. IMPACT OF TARGET MARKETING

Of the 193 U.S. residents who contacted the Buffalo Consulate or the Festival office as a result of the advertising, our interviewers were able to complete interviews with 89. However, another 64 non-U.S. respondents, about half of whom are local, also made enquiries resulting from the newspaper or radio ads.

U.S. respondents heard about the Festival most frequently from newspapers or magazines; only one respondent reported the radio advertising. The specific publications cited were primarily the **Buffalo News** travel section and the **Rochester Democrat**.

Only 10% (n = 9) of those U.S. residents who responded to target market advertising did, in fact, attend. However, of **all** those who responded to the advertising -- i.e., including Canadian residents -- 41% attended the Festival this year. U.S. non-attendees decided not to come because there was not enough time to plan the trip or for other reasons such as "conflicting with other activities", "too busy", "personal problems", "not convenient".

Of the nine U.S. respondents who attended the 1985 Guelph Spring Festival, only one had attended previously. The average number of events attended this year was 1.4.

The number of target market attendees is too small to draw any conclusions or to have a significant impact on overall Festival attendance and related economic effects. However, we can point to some visit and expenditure data. In summary, they:

- ▶ Attended primarily because of the Festival or for a pleasure trip generally;
- ▶ Stayed an average of 1.9 days and 1.6 nights, mainly in hotels or motels; and
- ▶ Spent an average of \$132.89 in total (including transportation) as compared to \$89.53 for other non-local attendees and \$25.44 for local attendees.

Appendix A

**THE GUELPH SPRING FESTIVAL:
1985 PROGRAM AND ADVERTISING**

Exhibit A Guelph Spring Festival: 1985 Program

Date & Time	Event	Location	Capacity	Admission	Sales (100% house)
Friday, April 26th					
9:00 p.m.	The Prodigal Son	SACG	500	\$15.00/12.50	\$6,875
Saturday, April 27th					
8:00 p.m.	Jean-Louis Steurman	WMH	806	\$10.00/8.00	\$7,254
Sunday, April 28th					
3:00 p.m.	Stephanie Bogle	SACF	400	\$6.00	\$2,400
9:00 p.m.	The Prodigal Son	SACG	500	\$15.00/12.00	\$6,750
Monday, April 29th					
8:00 p.m.	An Evening of Gilbert & Sullivan	WMH	806	\$12.50/10.00	\$9,068
Tuesday, April 30th					
9:00 p.m.	The Prodigal Son	SACG	500	\$15.00/12.50	\$6,875

Exhibit A Guelph Spring Festival: 1985 Program (Cont'd)

Date & Time	Event	Location	Capacity	Admission	Sales (100% house)
Wednesday, May 1st					
1:30 p.m. (French)	Théâtre Sur le Fil	WMH,P	300	\$5.00 Children \$3.00	\$1,200
7:30 p.m. (English)	Théâtre Sur Le Fil	WMH,P	300	\$5.00 Children \$3.00	\$1,200
Thursday, May 2nd					
1:30 p.m. (English)	Umiak	WMH, LL	150	\$5.00 Children \$3.00	\$600
7:30 p.m. (French)	Umiak	WMH,LL	150	\$5.00 Children \$3.00	\$600
Friday May 3rd					
10:00 a.m. (English)	Umiak	WMH,LL	150	\$5.00/3.00	\$600
1:30 p.m. (French)	Umiak	WMH,LL	150	\$5.00/3.00	\$600
8:00 p.m.	Rob McConnell and the Boss Brass	RH	878	\$12.50/10.00	\$9,878

Exhibit A Guelph Spring Festival: 1985 Program (Cont'd)

Date & Time	Event	Location	Capacity	Admission	Sales (100% house)
Saturday, May 4th					
2:00 p.m.	The Thai Classical Dancers and Musicians	WMH	806	\$8.00/6.00 Children \$4.00	\$4,836
8:00 p.m.	The Danny Grossman Dance Company	RH	878	\$12.50/10.00	\$9,878
Sunday, May 5th					
11:00 a.m.	Brunch and Tea with Monica Gaylord	EMI	150	\$15.00	\$2,250
3:00 p.m.		EMI	150	\$12.00	\$1,800
8:00 p.m.	The Thai Classical Dancers and Musicians	WMH.	806	\$8.00/6.00 Children \$4.00	4,836
Monday, May 6th	NO PERFORMANCES				
Tuesday, May 7th					
8:00 p.m.	Winners in Concert	UG	100	Free	-

Exhibit A Guelph Spring Festival: 1985 Program (Cont'd)

Date & Time	Event	Location	Capacity	Admission	Sales (100% house)
Wednesday, May 8th					
2:00 p.m.	An Afternoon with Jane Austen	WMA	806	\$8.00/6.00	\$5,642
7:00 p.m.	Edward Johnson Music Competition	UG	100	Free	-
Thursday, May 9th					
7:00 p.m.	Edward Johnson Music Competition	UG	100	Free	-
Friday, May 10th					
8:00 p.m.	Choral Concert with Mavis Martin	SGC	600	\$15.00/12.50	8,250
Saturday, May 11th					
NO PERFORMANCES (Bach Competition - Toronto)					
Sunday, May 12th					
8:00 p.m.	Ann Mortifee In Concert	WMH	806	\$15.00/12.50	11,083

Exhibit A Guelph Spring Festival: 1985 Program (Cont'd)

Date & Time	Event	Location	Capacity	Admission	Sales (100% house)
Monday, May 13th		NO PERFORMANCES			
Tuesday, May 14th					
8:00 p.m.	The Canadian Chamber Ensemble	WMH	806	\$12.50/10.00	\$9,068

Location Legend

- RH - Ross Hall (capacity 878)
- WMH - War Memorial Hall (806)
- SGC - St. George's Church (600)
- SACG - St. Andrew's Church, Guelph (500)
- SACF - St. Andrew's Church, Fergus (400)
- WMH,P - War Memorial Hall, partial use (300)
- WMH,LL - War memorial Hall, Lower Lounge (150)
- EMI - Elora Mill Inn (150)



GUELPH SPRING FESTIVAL

Presented by the Edward Johnson Music Foundation

Box 1718, Guelph, Ontario, Canada, N1H 6Z9 - (519) 821-7570

a celebration of the performing arts

March 14, 1985

CONTACT: Marilyn Gifford
(519) 821 - 7570

FOR IMMEDIATE RELEASE

GUELPH SPRING FESTIVAL IN THE 'ROYAL CITY'

An exciting festival for the performing arts is just one of the incentives for residents of Buffalo and area to travel north of the border this Spring and discover Guelph, Ontario Canada. The GUELPH SPRING FESTIVAL, April 26 - May 14 has recently been rated by the American Bus Association as one of the top 100 events in North America and combines internationally-acclaimed talent with the warmth and charm of this century-old university town.

The FESTIVAL, now in its 18th season, is a celebration of the performing arts which offers audiences of all ages a wide variety of events including live theatre, dance, opera, chamber music and jazz. An Evening of Gilbert and Sullivan, the triumphant return of Benjamin Britten's opera The Prodigal Son, Rob McConnell and the Boss Brass, the Danny Grossman Dance Company, a Choral Concert with the Metropolitan opera star Marvis Martin and the extraordinary talents of Ann Mortifee in Concert -- just part of the exciting program brought together by Artistic Director Nicholas Goldschmidt. This year's Festival will also mark the Canadian premiere performance of Brazilian concert pianist Jean-Louis Steurman and the North American debut of the Classical Dancers and Musicians of Thailand.

Located a short one-and-a-half hour drive from Buffalo, the 'Royal City' rewards its visitors with friendly hospitality. Founded in 1827, Guelph lies in the agricultural heartland of southwestern Ontario. Its colourful history and rich heritage play a major role in its active cultural life in the 1980's. Besides the GUELPH SPRING FESTIVAL, many other activities and events provide entertainment and enjoyment at prices that only a small city can offer.

.../2

History buffs can take a leisurely stroll along quiet streets featuring the limestone architecture for which Guelph is famous, or, join an organized walking tour through its downtown. Of equal interest are the Macdonald Stewart Art Centre, the Civic Museum, Riverside and Heritage Parks, the majestic Church of Our Lady and, of course, the University of Guelph with its Arboretum and parks. Within minutes from the city are the Aberfoyle Antique Market, one of the continent's oldest, and the charming village of Elora with shops for browsing on the edge of its famous river and gorge. For the true outdoorsman, there is hiking along the Guelph Trail and sailing or camping at Guelph Lake.

Guelph Major Norm Jary is naturally very proud of the tradition of the GUELPH SPRING FESTIVAL -- "Each year tourists, performers and critics alike look forward to returning to our city and the FESTIVAL. We know of no other place in North America which combines the culture of the past with the magic of today's performing arts, at prices attractive to everyone. The citizens of Guelph, recognized for their warmth and friendly manner, are pleased to extend a special invitation to their friends south of the border to come for a holiday they will long remember."

Information about the City of Guelph and the GUELPH SPRING FESTIVAL can be obtained by contacting: The Canadian Consulate, 3550 Marine Midland Centre, Buffalo, telephone 852-7369 or the FESTIVAL Office, P. O. Box 1718, Guelph, Ontario N1H 6Z9, telephone 1-519-821-7570.

CELEBRATE THE PERFORMING ARTS IN ONTARIO'S ROYAL CITY

(Just 90 minutes from Buffalo)

MUSIC DANCE & THEATER CLASSICAL, POPULAR & MODERN

Experience the best in international talent when the charming City of Guelph becomes the cultural capitol of Canada. Each Springtime our friendly community opens the doors of its historic limestone churches and beautiful university campus to welcome performers and visitors from around the world.

ENJOY BIG CITY ENTERTAINMENT AT SMALL TOWN PRICES

- North American debut of the Thai classical dancers and musicians.
- Canada's famous singer/song writer, Ann Mortifee.
- The Prodigal Son, Benjamin Britten's dramatic church opera.
- Grammy Award winners! The Boss Brass.

and many more
outstanding events.

GUELPH SPRING FESTIVAL

**APRIL 26th to
MAY 14th**

"The Cultural Capitol of Canada"



For Free Brochures Call
852-7369

For Ticket Information Contact
GUELPH SPRING FESTIVAL
Box 1718, Guelph, Ontario, Canada N1H 6Z9
Call (519) 821-7570

Golden Times, Buffalo, April 3, 1985

The Royal City



Canadians call it The Royal City. Even the name sounds enchanting and far away... Guelph. Guelph is a city of flowers, of gardens, of theatre, of music. It is a vibrant, thriving community filled with magnificent century-old limestone buildings, soaring churches, and beautiful green parks. By any standard, it is another world: serene, elegant, a reflection of the past.

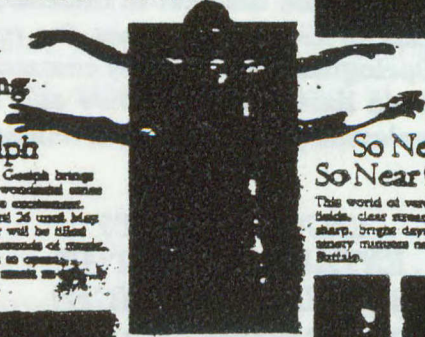
Eighteen Springs

For eighteen seasons the Guelph Spring Festival has enchanted visitors. Now it is rated as one of the top 100 events in North America.

The Buffalo News,
Sunday March 31, 1985

Spring in Guelph

Spring in Guelph brings with it a wonderful sense of creative excitement. From April 26 until May 14 the air will be filled with the sounds of music, from jazz to classical, chamber music to orchestral.



So Near! So Near!

This world of verdant fields, clear streams, and sharp, bright days is only sixty minutes north of Buffalo.

Memorable Days

Artistic Director Nicholas Goldschmidt has attracted world-class performers: Brazilian concert pianist Jean-Louis Souzanna; classical dancers and musicians from Thailand; the abundant talents of Rob McConnell and the Boss Brass; Azri Morozov; and the Dainty Woodman Dance Company, as well as Metropolitan opera star Marva Martin and the winner of The 1985 International Bach Piano Competition.

Yesterday's Prices/Old Fashioned Value

Money never went so far! Meals, accommodations, souvenirs, tickets... all at savings too good to be missed.

A Perfect World

Walking tours, picnics in bright clean sunlight, hearty meals, friendly faces. Guelph is unspoiled, unspoiled.

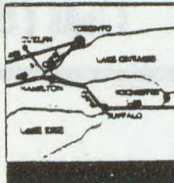
90 Minutes to another World.

This is your personal invitation to visit The Royal City for the 18th annual Guelph Spring Festival. You'll discover that the people of this friendly community will welcome you, entertain you, and share their sunny spring days with you.



Information & brochures 852-7369

Tickets & Information
Guelph Spring Festival
P.O. Box 1718
Guelph Ontario Canada
N1H 6Z9
Telephone (519) 821-7370



GUELPH SPRING FESTIVAL

We'll make our world your world.

APPENDIX B

TELEPHONE SURVEY INSTRUMENT

**GUELPH SPRING FESTIVAL
POST-FESTIVAL**

Telephone Survey

Origin of Respondent _____ Interviewer ID _____ Day Code _____

Local 1

Advertising respondent _____

Non-Local 2

Good evening. I'm calling from Abt Associates of Canada. We are conducting a survey on behalf of the federal government to determine the range of interest in the Guelph Spring Festival and to measure its economic impact. It should only take about 10 minutes to participate in this survey.

1. May I begin?

Yes 1
No 2

FOR ALL RESPONDENTS

2. First, I would like to ask you a few questions about your leisure time activities. Over the past month, approximately how many times, if at all, have you attended or visited any of the following: (Read list and record.)

	<u>Number of times</u>	<u>DK/NR</u>
Museum or art gallery	_____	99
Performances of opera or classical music	_____	99
Live theatre	_____	99
Popular music concert (folk, rock, jazz & country & western	_____	99
Art or craft fair or festival	_____	99
Ballet or dance performance	_____	99

3. Do you, or does anyone else in your household, currently have a subscription or season ticket to the performances of any dance, music, opera or other performing arts organizations?

Yes 1
 No 2
 DK/NR 9

4. Are you more interested in annual cultural festivals like the Guelph Spring Festival than in the regular cultural activities in your city? Please rate your level of agreement on a 7-point scale from 1 for strongly disagree, to 7 for strongly agree, with 4 meaning neutral.

	Strongly Disagree			Neutral		Strongly Agree		DK/NR
1	2	3	4	5	6	7		9

5.(a) How or where did you hear about the Guelph Spring Festival? (Record all mentioned.)

Newspaper or magazines	01	} go to (b)
Radio.....	02	
Television.....	03	
Posters & billboards	04	
Brochures	05	
Friends, relatives, associates	06	
Subscription solicitations	07	
Other	08	
DK/NR	09	

(b) (If not specified in (a))

And do you recall which publication (or radio station) that was?

Local

Guelph Daily Mercury	01
K-W Record, Kitchener	02
CKLA FM Guelph.....	03
CFCA FM, Kitchener	04
CFTJ FM, Cambridge	05
Visitor's Guide to Guelph	06
K-W Symphony Women's Committee Supplement (appeared in K-W Record 7 Cambridge Newspaper)	07
Royal City Musical Productions Program	08
1985 Guelph Spring Festival Brochures.....	09

Yellow flyers distributed throughout the City of Guelph	10
Sparetime Magazine	12
Guelph Magazine.....	13
Local but don't recall	14

Toronto

Women's Musical Club of Toronto	15
- advertising in their program	
MUSIC Magazine.....	16
OPERA CANADA Magazine.....	17
PERFORMING ARTS Magazine	18

United States

Travel Section of Buffalo News	19
Travel Section of Rochester Democrat and Chronicle	20
WVOR FM, Rochester	21
WJYE FM 96, Buffalo	22
Bee Publications Inc. - 7 weekly newspapers.....	23
Golden Times, Rochester	24
Business First Newspaper, Buffalo	25
American Symphony Magazine	26
Musical America	27
DK/NR.....	99

6. Did you attend the 1985 Guelph Spring Festival?

Yes	1
No	2 (Skip to Q20)
DK/NR	9

7. Was this the first year you have attended the Guelph Spring Festival?

Yes	1
No	2
DK/NR	9

8. How many Festival events did you attend? (Include free events.)

Number of events _____ DK/NR 99

Please Specify: (Read list if respondent can't recall names.)

- Prodigal Son..... 01
- Jean-Louis Steuerman..... 02
- Stephanie Bogle..... 03
- Gilbert & Sullivan..... 04
- Children's Theatre 05
- Rob McConnell/Boss Brass 06
- Thai Classical Dancers..... 07
- Danny Grossman..... 08
- Monica Gaylord 09
- Jane Austen 10
- Marvis Martin 11
- Ann Mortifee 12
- Canadian Chamber Ensemble..... 13
- Winners in Concert 14
- Edward Johnson Music Competition 15

9.(a) With respect to the overall Festival program, how satisfied would you say you were on a scale from 1 (extremely satisfied) to 7 (extremely dissatisfied) with 4 being neither satisfied nor dissatisfied?

Extremely Satisfied	Neither Satisfied nor Dissatisfied			Extremely Dissatisfied	N/A	DK/NR		
1	2	3	4	5	6	7	8	9

(b) With respect to the event(s) you attended, how satisfied would you say you were on a scale from 1 (extremely satisfied) to 7 (extremely dissatisfied) with 4 being neither satisfied nor dissatisfied?

Extremely Satisfied	Neither Satisfied nor Dissatisfied			Extremely Dissatisfied	N/A	DK/NR		
1	2	3	4	5	6	7	8	9

10. Were the admission prices higher or lower than you expected? Please rate on a scale of 1 to 7 with 1 being much higher than expected, 4 being about what you expected and 7 being much lower than expected.

1	2	3	4	5	6	7	8	9
	Much Higher		As expected		Much Lower		N/A	DK/NR

11. Would you have been willing to pay more for admission to the event(s)?

- Yes 1
- No 2
- DK/NR 9

Go to Q12 for non-local attendees.

Go to Q18 for local attendees.

Go to Q20 for non-local non attendees.

FOR NON-LOCAL RESPONDENTS (ATTENDEES)

12. (a) What was the main purpose for visiting Guelph?

(Do not read categories unless asked for clarification)

- To attend the Festival 1 (go to Q 13)
- Business/employment..... 2
- Personal/visiting friends or relatives
(including shopping, medical appointment,
funeral, etc.) 3
- Pleasure (primarily recreation or
pleasure trip) 4
- Other (specify) _____ 5
- DK/NR 9

(b) Even though you did not visit mainly for the Festival, did you plan to attend it while you were there?

- Yes 1
- No 2
- DK/NR 9

(c) Did you extend your visit to Guelph in order to attend the Festival?

- Yes 1 No 2
- By how many days? _____

(d) And did your trip include:

- Other parts of the province.....1
(specify) _____

Other provinces in Canada?.....2
 (specify) _____

13. What means of transportation did you use to come to Guelph?
 (Don't read unless prompting required.)

- Automobile 1
- Bus 2
- Train 3
- Airplane 4
- Other (specify) 5
- DK/NR 9

14. (Approximately) how many days and nights were you in the Guelph area?

- Number of days
- Number of night
- DK/NR 99

15. Where did you stay during your visit to Guelph?

- Hotel..... 1
- Motel 2
- Hostel/YM-YWCA (Non-profit)..... 3
- Campground/trailer park..... 4
- Bed and breakfast..... 5
- Friends/Relatives 6
- Other (specify) Univ. Residence and..... 7
- Other 8
- Did not stay 8
- DK/NR 9

16. (a) During your stay in the area, how much did you spend on yourself and your group on the following categories? DK/NR

- (a) transportation to and from the area \$ _____ 9
- (b) local transportation/parking \$ _____ 9

- (c) accommodation _____ 9
- (d) food and drinks _____ 9
- (e) Festival tickets _____ 9
- (f) other entertainment, recreation _____ 9
- (g) souvenirs _____ 9
- (h) gifts and other purchases _____ 9
- (i) services (e.g., drycleaning,
babysitting, etc.) _____ 9
- (j) other? _____ 9
- (k) In total, about how much money did
you spend on your entire trip? _____ 9

- (b) How many people, including yourself, did this pay for?
 Number of adults _____
 Number of children _____
- (c) How many of these people visited the Festival with you? _____

17. What other activities did you participate in during your stay?

Cultural activities: (Specify)..... 1

Leisure/sports activities: (Specify)..... 2

Other: (Specify)..... 3

DK/NR: 9

Go to Q23

FOR LOCAL ATTENDEES ONLY

18. Considering the following categories, please estimate how much money you spent as a result of attending the Festival. Please list only expenditures related to yourself and your group.
(Read list.)

(a)	transportation/parking	\$ _____	.00
(b)	meals and drinks	\$ _____	.00
(c)	Festival tickets	\$ _____	.00
(d)	souvenirs and other purchases	\$ _____	.00
(e)	services such as babysitting, etc.	\$ _____	.00
(f)	other expenditures (please specify)	\$ _____	.00
<hr/>			
(g)	in total	\$ _____	.00

19. How many people, including yourself, did this pay for?

Number of adults _____
 Number of children _____

Go to Q23

NON-LOCAL RESIDENTS (NON-ATTENDEES)

20. Why did you decide not to attend the Guelph Spring Festival?

- Too expensive 01
- Too far to travel 02
- Not enough time to plan trip 03
- Not interested in program 04
- Not enough to do otherwise in Guelph 05
- Decided to take an alternative trip
 (specify) _____ 06
- Other _____ 07
- DK/NR 99

21. Have you attended the Guelph Spring Festival in the past?

Yes 1. How many times? _____
 No 2

22.(a) How often have you travelled to other cities 50 miles or 80 KM or more away in the past year?

- 0-5 01
- 6-10 02
- 11-15 03
- 16-20 04
- 21-30 05
- over 30 06

(b) How did you travel?

Automobile 01
Train 02
Bus 03
Airplane..... 04
Other 05

(c) During this trip(s), did you attend any cultural events?

Yes 1
No 2
DK/NR 9

(d) And would you say that the cultural event(s) you attended was the primary reason for your trip?

Yes 1
No 2
DK/NR 9

ALL RESPONDENTS

To close off this interview, I would like to ask you a few questions about your background. This will help us summarize the study results.

23. In what year were you born? _____

24. Respondent's sex (**Don't read**)

Male 1
Female..... 2

25. What is your present marital status?

Never married 1
Now married (or common law)..... 2
Separated 3
Divorced 4
Widowed..... 5
Other (specify)..... 6
DK/NR..... 9

26. What is the highest level of formal education which you have completed?

- Primary school (enter grade) 1
- High school (enter grade) 2
- Some community college 3
- Some university 4
- Community college graduate 5
- University graduate 6
- Post graduate 7
- DK/NR 9

27. Please describe your usual occupation. (If retired, describe your occupation before retirement.)

- Semi-skilled or labourer 01
- Skilled tradesman 02
- Sales, service, clerical 03
- Professional 04
- Junior managerial or administrative 05
- Senior managerial or administrative 06
- Homemaker 07
- Full time student 08
- Other (specify) 09
- NA 38
- DK/NR 99

28. Now would you tell me which of the following best describes your current employment status? (Read responses.)

- Currently self-employed 1
- Currently employed by someone 2
- Homemaker 3
- Student 4
- Currently unemployed 5
- Retired 6
- Other (specify) 7
- DK/NR 9

29. And now, what was your total annual family income approximately before taxes during 1984?

\$ _____ .00

Thank you very much for your cooperation.

Origin Codes

Local

Guelph	01
Kitchener/Waterloo	02
Fergus/Elora	03
Cambridge/Galt	04
Brampton	05
Brantford	06
Hamilton/Burlington	07
Other:	08
- Acton	
- Campbellville	
- Dundas	
- Oakville	
- Orangeville	
- Puslinch	
- Rockwood	

Non-Local

Toronto/Mississauga	01
London/St. Thomas	02
Niagara Falls, Ontario	03
Ottawa	04
St. Catharines	05
Stratford	06
Alberta	07
British Columbia	08
Manitoba	09
Quebec	10
New Brunswick	11
Newfoundland	12
Nova Scotia	13
P.E.I.	14
Saskatchewan	15
New York	16
Michigan	17

APPENDIX C

FIELD REPORT FOR TELEPHONE SURVEY

FIELD REPORT FOR TELEPHONE SURVEYS

A. INTERVIEWER TRAINING

Four students from the University of Guelph were hired as interviewers. Three of the four had previous interviewing experience. A three hour training session was conducted covering the following subjects:

- ▶ Purpose of the study.
- ▶ Telephone interview techniques.
- ▶ Requirement to keep survey responses confidential.
- ▶ Detailed presentation of the questionnaire items, how to read the questions and record responses, and explanation of the skip logic.
- ▶ Strategies for dealing with refusals.
- ▶ Answers to possible questions about the survey or individual questionnaire items.
- ▶ Administration (i.e., work schedules, time sheets).

As part of their training, the interviewers and the field supervisor conducted mock interviews among themselves. Due to unforeseen problems, two new interviewers were brought in the second week and given the same training.

B. INSTRUMENT PRETESTING

A pretest was conducted to simulate the actual survey. Thirteen calls were made to complete three interviews. One respondent refused; the other

potential respondents were unavailable. The objectives of the pretest were to determine:

- ▶ The length of time required to complete an interview.
- ▶ Flow of questions.
- ▶ Respondents' ability and willingness to respond to the questions.
- ▶ Identification of any other problems with the instrument.

The pretest showed that the questionnaire was taking approximately 10 minutes to complete. There was a problem with the wording of question 4 which was subsequently altered. Question 5 became question 6 and vice-versa. Questions 22 (a) and (b) were difficult and not appropriate for a region such as Guelph and were subsequently altered.

C. SAMPLING STRATEGY

Our target was to complete 400 interviews: 150 U.S. respondents, 100 non-local attendees (outside a 50 mile or 80 km. radius), 100 local attendees and 50 non-local non-attendees to the Festival.

The Canadian Consulate in Buffalo N.Y. submitted the names and addresses of all those requesting information about the Guelph Spring Festival. Typed lists were made from these hand-written submissions. Attempts were made to obtain telephone numbers for all 193 individuals, but the final list contained 124.

The population of non-local attendees to the Festival was obtained from the computer list of ticket buyers for 1985 just completed at the Festival office. There were 133 non-local attendees registered and attempts were made to contact the entire group.

Names of local attendees were also available from the 1985 list at the Festival office. There were 1237 local attendees registered. The sample was obtained by selecting every fifth name.

The sample of non-local non-attendees was selected by manually pulling up to five names (when 5 were available) from each letter of the alphabet of 1984 non-local attendees who did not attend the Festival in 1985.

D. DATA COLLECTION

All interviews were conducted from the Festival offices at 21 King Street Guelph. During the first week, interviewing took place from 6:00 pm to 9:00 pm weekdays and 1:00 pm to 5:00 pm Saturday and 1:00 pm to 6:00 pm Sunday. During the second week, interviews were conducted from 5:00 pm to 9:00 pm weekdays.

Each interviewer was provided with a list of numbers to call. The U.S. phone numbers and non-local attendees were called as many times as necessary to complete an interview. A 'record of call' was kept for each number called, along with interviewer I.D., the date and the number of attempts that were made each day.

E. RESPONSE RATE

The response rate was affected by several factors. The good weather and holidays meant many respondents were unavailable.

The population of U.S. respondents and non-local attendees was considerably smaller than anticipated. The lists from the Consulate were hand

potential respondents were unavailable. The objectives of the pretest were to determine:

- ▶ The length of time required to complete an interview.
- ▶ Flow of questions.
- ▶ Respondents' ability and willingness to respond to the questions.
- ▶ Identification of any other problems with the instrument.

The pretest showed that the questionnaire was taking approximately 10 minutes to complete. There was a problem with the wording of question 4 which was subsequently altered. Question 5 became question 6 and vice-versa. Questions 22 (a) and (b) were difficult and not appropriate for a region such as Guelph and were subsequently altered.

C. SAMPLING STRATEGY

Our target was to complete 400 interviews: 150 U.S. respondents, 100 non-local attendees (outside a 50 mile or 80 km. radius), 100 local attendees and 50 non-local non-attendees to the Festival.

The Canadian Consulate in Buffalo N.Y. submitted the names and addresses of all those requesting information about the Guelph Spring Festival. Typed lists were made from these hand-written submissions. Attempts were made to obtain telephone numbers for all 193 individuals, but the final list contained 124.

The population of non-local attendees to the Festival was obtained from the computer list of ticket buyers for 1985 just completed at the Festival office. There were 133 non-local attendees registered and attempts were made to contact the entire group.

Names of local attendees were also available from the 1985 list at the Festival office. There were 1237 local attendees registered. The sample was obtained by selecting every fifth name.

The sample of non-local non-attendees was selected by manually pulling up to five names (when 5 were available) from each letter of the alphabet of 1984 non-local attendees who did not attend the Festival in 1985.

D. DATA COLLECTION

All interviews were conducted from the Festival offices at 21 King Street Guelph. During the first week, interviewing took place from 6:00 pm to 9:00 pm weekdays and 1:00 pm to 5:00 pm Saturday and 1:00 pm to 6:00 pm Sunday. During the second week, interviews were conducted from 5:00 pm to 9:00 pm weekdays.

Each interviewer was provided with a list of numbers to call. The U.S. phone numbers and non-local attendees were called as many times as necessary to complete an interview. A 'record of call' was kept for each number called, along with interviewer I.D., the date and the number of attempts that were made each day.

E. RESPONSE RATE

The response rate was affected by several factors. The good weather and holidays meant many respondents were unavailable.

The population of U.S. respondents and non-local attendees was considerably smaller than anticipated. The lists from the Consulate were hand

written and contained many spelling errors. The interviewers tried variations of the names and addresses but could only acquire 124 numbers from a possible 193.

The Festival records indicate the number of tickets sold to all events/performances, but the list contains ticket buyers. Using the 1984 ticket sales, we anticipated a population of approximately 400 non-local ticket buyers. There were only 133 registered with the Festival.

The local attendees did not pose a problem. The population was large enough to allow for the desired number of completions.

The population of non-local, non-attendees was time-consuming to sample. The names are filed alphabetically on small hand-written pieces of paper. Sampling was further complicated by errors in filing and misspelled names as well as several wrong numbers.

Those who were contacted were generally very co-operative and willing to assist in the survey. There were only 53 refusals.

Summary

U.S. Respondents

Names available	193
Numbers obtained and called	124
Unable to reach/refused	35
Completions	89

Non-local (non-U.S.) Attendees

Names available	133
Numbers called	125
Unable to reach/refused	57
Completions	68
Completions of non-attendees	54
Total non-local (non-U.S.) completions	122

Local Attendees

Names available	1,237
Numbers called	222
Unable to reach/refused	84
Completions	133
Total no. of attempts	1,508
Total no. of refusals	53
Total completions	344

APPENDIX D

AUDIENCE CHARACTERISTICS

EXHIBIT D-1 Origin of respondent: city or region

VALUE LABEL	VALUE	FREQUENCY	PERCENT	VALID PERCENT	CUM PERCENT
Guelph	101	98	28.5	28.5	28.5
Kitch/Wat	102	9	2.6	2.6	31.1
Fergus/Elora	103	5	1.5	1.5	32.6
Camb./Galt	104	4	1.2	1.2	33.7
Brampton	105	1	.3	.3	34.0
Brantford	106	1	.3	.3	34.3
Ham./Burling.	107	3	.9	.9	35.2
Other	108	11	3.2	3.2	38.4
To./Miss.	201	85	24.7	24.7	63.1
London/St. Thom.	202	16	4.7	4.7	67.7
Niagara Falls	203	2	.6	.6	68.3
Ottawa	204	5	1.5	1.5	69.8
St. Cath.	205	7	2.0	2.0	71.8
Stratford	206	1	.3	.3	72.1
Alberta	207	2	.6	.6	72.7
B.C.	208	1	.3	.3	73.0
Quebec	210	2	.6	.6	73.5
N.B.	211	2	.6	.6	74.1
New York	216	82	23.8	23.8	98.0
Michigan	217	7	2.0	2.0	100.0
		-----	-----	-----	
	TOTAL	344	100.0	100.0	
VALID CASES	344	MISSING CASES	0		

EXHIBIT D-2 Respondent's sex: local vs non-local Canadian and U.S. respondents (Q 23)

SEX	Local Canadian	Non-local Canadian	U.S.	Total
Male	100	100	100	300
Female	100	100	100	300
	200	200	200	600

NUMBER OF MAILING OBSERVATIONS = 4

EXHIBIT D-3 Average age: U.S. vs. non-U.S. respondents (Q 24)

FOR ENTIRE POPULATION
SUM 16344.000
MEAN 50.758
STD DEV 13.908
VARIANCE 193.436
N (322)

VARIABLE USORNOT
CODE 1.00
U. S.
SUM 4311.000
MEAN 53.222
STD DEV 12.523
VARIANCE 156.825
N (81)

CODE 2.00
Not US
SUM 12033.000
MEAN 49.929
STD DEV 14.273
VARIANCE 203.708
N (241)

TOTAL CASES = 344
MISSING CASES = 22 OR 6.4 PCT

EXHIBIT D-4 Respondent's age: local vs non-local Canadian and U.S. respondents (Q 24)

VARIABLE	LOCALITY	CODE	SUM	MEAN	STD DEV	VARIANCE	N
AGE	1	00	1000	100	10	100	100
AGE	2	00	1000	100	10	100	100
AGE	3	00	1000	100	10	100	100
AGE	4	00	1000	100	10	100	100
AGE	5	00	1000	100	10	100	100
AGE	6	00	1000	100	10	100	100
AGE	7	00	1000	100	10	100	100
AGE	8	00	1000	100	10	100	100
AGE	9	00	1000	100	10	100	100
AGE	10	00	1000	100	10	100	100
AGE	11	00	1000	100	10	100	100
AGE	12	00	1000	100	10	100	100
AGE	13	00	1000	100	10	100	100
AGE	14	00	1000	100	10	100	100
AGE	15	00	1000	100	10	100	100
AGE	16	00	1000	100	10	100	100
AGE	17	00	1000	100	10	100	100
AGE	18	00	1000	100	10	100	100
AGE	19	00	1000	100	10	100	100
AGE	20	00	1000	100	10	100	100
AGE	21	00	1000	100	10	100	100
AGE	22	00	1000	100	10	100	100
AGE	23	00	1000	100	10	100	100
AGE	24	00	1000	100	10	100	100
AGE	25	00	1000	100	10	100	100
AGE	26	00	1000	100	10	100	100
AGE	27	00	1000	100	10	100	100
AGE	28	00	1000	100	10	100	100
AGE	29	00	1000	100	10	100	100
AGE	30	00	1000	100	10	100	100
AGE	31	00	1000	100	10	100	100
AGE	32	00	1000	100	10	100	100
AGE	33	00	1000	100	10	100	100
AGE	34	00	1000	100	10	100	100
AGE	35	00	1000	100	10	100	100
AGE	36	00	1000	100	10	100	100
AGE	37	00	1000	100	10	100	100
AGE	38	00	1000	100	10	100	100
AGE	39	00	1000	100	10	100	100
AGE	40	00	1000	100	10	100	100
AGE	41	00	1000	100	10	100	100
AGE	42	00	1000	100	10	100	100
AGE	43	00	1000	100	10	100	100
AGE	44	00	1000	100	10	100	100
AGE	45	00	1000	100	10	100	100
AGE	46	00	1000	100	10	100	100
AGE	47	00	1000	100	10	100	100
AGE	48	00	1000	100	10	100	100
AGE	49	00	1000	100	10	100	100
AGE	50	00	1000	100	10	100	100
AGE	51	00	1000	100	10	100	100
AGE	52	00	1000	100	10	100	100
AGE	53	00	1000	100	10	100	100
AGE	54	00	1000	100	10	100	100
AGE	55	00	1000	100	10	100	100
AGE	56	00	1000	100	10	100	100
AGE	57	00	1000	100	10	100	100
AGE	58	00	1000	100	10	100	100
AGE	59	00	1000	100	10	100	100
AGE	60	00	1000	100	10	100	100
AGE	61	00	1000	100	10	100	100
AGE	62	00	1000	100	10	100	100
AGE	63	00	1000	100	10	100	100
AGE	64	00	1000	100	10	100	100
AGE	65	00	1000	100	10	100	100
AGE	66	00	1000	100	10	100	100
AGE	67	00	1000	100	10	100	100
AGE	68	00	1000	100	10	100	100
AGE	69	00	1000	100	10	100	100
AGE	70	00	1000	100	10	100	100
AGE	71	00	1000	100	10	100	100
AGE	72	00	1000	100	10	100	100
AGE	73	00	1000	100	10	100	100
AGE	74	00	1000	100	10	100	100
AGE	75	00	1000	100	10	100	100
AGE	76	00	1000	100	10	100	100
AGE	77	00	1000	100	10	100	100
AGE	78	00	1000	100	10	100	100
AGE	79	00	1000	100	10	100	100
AGE	80	00	1000	100	10	100	100
AGE	81	00	1000	100	10	100	100
AGE	82	00	1000	100	10	100	100
AGE	83	00	1000	100	10	100	100
AGE	84	00	1000	100	10	100	100
AGE	85	00	1000	100	10	100	100
AGE	86	00	1000	100	10	100	100
AGE	87	00	1000	100	10	100	100
AGE	88	00	1000	100	10	100	100
AGE	89	00	1000	100	10	100	100
AGE	90	00	1000	100	10	100	100
AGE	91	00	1000	100	10	100	100
AGE	92	00	1000	100	10	100	100
AGE	93	00	1000	100	10	100	100
AGE	94	00	1000	100	10	100	100
AGE	95	00	1000	100	10	100	100
AGE	96	00	1000	100	10	100	100
AGE	97	00	1000	100	10	100	100
AGE	98	00	1000	100	10	100	100
AGE	99	00	1000	100	10	100	100
AGE	100	00	1000	100	10	100	100

EXHIBIT D-5 Marital status: U.S. vs. non-U.S. respondents (Q 25)

MARSTAT	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		U.S.	Not US	
		1	2	
Never married	1 13 19.7 15.3	53 80.3 20.9	66 19.5	
Married-common	2 61 27.0 71.8	165 73.0 65.2	226 66.9	
Separated	3 1 10.0 1.2	9 90.0 3.6	10 3.0	
Divorced	4 1 14.3 1.2	6 85.7 2.4	7 2.1	
Widowed	5 8 29.6 9.4	19 70.4 7.5	27 8.0	
Other	6 1 50.0 1.2	1 50.0 .4	2 .6	
	COLUMN TOTAL	85 25.1	253 74.9	338 100.0

NUMBER OF MISSING OBSERVATIONS = 0

EXHIBIT D-6 Marital Status: local vs. non-local Canadian and U.S. respondents (Q 25)

MARITAL STATUS	TOTAL	LOCAL CANADIAN	NON-LOCAL CANADIAN	U.S. RESPONDENTS
Never married	100	45	15	40
Married-common law	100	55	25	20
Separated	100	10	5	5
Divorced	100	15	10	15
Widowed	100	15	5	5
Other	100	0	0	0

EXHIBIT D-7 Highest level of formal education: U.S. vs. non-U.S. respondents (Q 26)

	COUNT ROW PCT COL PCT	USORRNT		ROW TOTAL
		U.S.	Not US	
EDUC		1	2	
High school	2	21 34.4 24.1	40 65.6 15.9	61 18.0
Some comm. colle	3	18 64.3 20.7	10 35.7 4.0	28 8.3
Some university	4	5 12.5 5.7	35 87.5 13.9	40 11.8
Grad. comm. coll	5	8 42.9 8.9	6 57.1 3.2	14 4.1
Univ. graduate	6	23 19.3 26.4	96 80.7 38.1	119 35.1
Post graduate	7	14 18.2 16.1	63 81.8 25.0	77 22.7
	COLUMN TOTAL	87 25.7	252 74.3	339 100.0

NUMBER OF MISSING OBSERVATIONS = 5

EXHIBIT D-8 Highest level of formal education: local vs. non-local Canadian and U.S. respondents (Q 26)

EDUC	Local Canadian		Non-local Canadian		U.S. respondents	
	Count	%	Count	%	Count	%
High school	10	10.0	10	10.0	10	10.0
Some college	10	10.0	10	10.0	10	10.0
Some postgraduate	10	10.0	10	10.0	10	10.0
Graduate	10	10.0	10	10.0	10	10.0
Unk.	10	10.0	10	10.0	10	10.0
Missing	10	10.0	10	10.0	10	10.0
	100	100.0	100	100.0	100	100.0

EXHIBIT D-9 Usual occupation: U.S. vs. non-U.S. respondents (Q 27)

OCCUP	COUNT ROW PCT COL PCT	USORNJT		ROW TOTAL
		U.S.	Not US	
		1	2	
Semi-skilled	1	4 33.3 4.8	8 66.7 3.2	12 3.6
Skilled trade	2	6 50.0 7.2	6 50.0 2.4	12 3.6
Sales serv. cler	3	21 42.9 25.3	28 57.1 11.3	49 14.8
Professional	4	24 16.3 28.9	123 83.7 49.8	147 44.5
Junior mgr/admin	5	5 38.5 6.0	8 61.5 3.2	13 3.9
Senior mgr/admin	6	7 25.0 8.4	21 75.0 8.5	28 8.5
Homemaker	7	12 24.0 14.5	38 76.0 15.4	50 15.2
Full time studen	8		5 100.0 2.0	5 1.5
Other	9	4 28.6 4.8	10 71.4 4.0	14 4.2
	COLUMN TOTAL	83 25.2	247 74.8	330 100.0

NUMBER OF MISSING OBSERVATIONS = 14

EXHIBIT D-10 Usual occupation: local vs. non-local Canadian and U.S. respondents (Q 27)

Occupation	Local Canadian		Non-local Canadian		U.S. respondents	
	TOT	PCT	TOT	PCT	TOT	PCT
Unskilled	4	100	4	100	4	100
Skilled trade	1	100	1	100	1	100
Sales	1	100	1	100	1	100
Professional	1	100	1	100	1	100
Administrative	1	100	1	100	1	100
Other	1	100	1	100	1	100
Some student	1	100	1	100	1	100
Other	1	100	1	100	1	100

EXHIBIT D-11 Employment status: U.S. vs. non-U.S. respondents (Q 28)

EMPSTAT	COUNT ROW PCT COL PCT	USORNJT		ROW TOTAL
		U.S.	Not US	
		11	21	
Self-employed	1	13 28.9 15.1	32 71.1 12.6	45 13.5
Employed by some	2	39 24.2 45.3	122 75.8 48.2	161 47.5
Homemaker	3	12 24.0 14.0	38 76.0 15.0	50 14.7
Student	4	2 25.0 2.3	6 75.0 2.4	8 2.4
Unemployed	5	1 16.7 1.2	5 83.3 2.0	6 1.8
Retired	6	18 26.9 20.9	49 73.1 19.4	67 19.8
Other	7	1 50.0 1.2	1 50.0 .4	2 .6
	COLUMN TOTAL	86 25.4	253 74.6	339 100.0

NUMBER OF MISSING OBSERVATIONS = 5

EXHIBIT D-12 Employment status: local vs. non-local Canadian and U.S. respondents (Q 28)

EMPSTAT	LOCAL TOT	NON-LOCAL TOT	U.S. TOT	TOTAL
Self-employed	1	1	1	3
Employee	4	4	4	12
Partner	0	0	0	0
Retiree	4	4	4	12
Unemployed	0	0	0	0
Retired	0	0	0	0
Other	0	0	0	0
COLUMN TOTAL	5	5	5	15

NUMBER OF MISSING OBSERVATIONS

EXHIBIT D-13 Total family income (Q 29)

VARIABLE	LOCAL	TYP
CODE	1	00
Local attendees	+++++	+++++
SUM	11400	519
STD DEV	31184	412
VARIANCE	+++++	+++++
		412
CODE	2	00
Local Canadian	+++++	+++++
SUM	11400	519
STD DEV	31184	412
VARIANCE	+++++	+++++
		412
CODE	3	00
Local	+++++	+++++
SUM	11400	519
STD DEV	31184	412
VARIANCE	+++++	+++++
		412

EXHIBIT D-14 Average attendance at cultural events one past month all respondents, U.S. and non-U.S. (Q 2)

EXHIBIT D-15 Average attendance at cultural events one past month all respondents (Q 2)

EXHIBIT D-16 Average attendance at cultural events one past month all respondents (Q 2)

EXHIBIT D-17 Average attendance at cultural events one past month all respondents (Q 2)

EXHIBIT D-14 Average attendance at cultural events over past month: all respondents, U.S. and non-U.S. (Q 2)

Museum or Art Gallery

FOR ENTIRE POPULATION
 SUM 355 000
 MEAN 1 053
 STD DEV 2 853
 VARIANCE 8 140
 N (337)

VARIABLE USORNOT

CODE 1 00
 U S
 SUM 77 000
 MEAN 883
 STD DEV 1 243
 VARIANCE 1 543
 N (87)

CODE 2 00
 Not US
 SUM 278 000
 MEAN 1 112
 STD DEV 3 231
 VARIANCE 10 437
 N (250)

TOTAL CASES = 344
 MISSING CASES = 7 OR 2 0 PCT.

Opera or Classical Music

FOR ENTIRE POPULATION
 SUM 484 000
 MEAN 1 428
 STD DEV 2 202
 VARIANCE 4 849
 N (339)

VARIABLE USORNOT

CODE 1 00
 U S
 SUM 71 000
 MEAN 816
 STD DEV 1 769
 VARIANCE 3 129
 N (87)

CODE 2 00
 Not US
 SUM 413 000
 MEAN 1 639
 STD DEV 2 299
 VARIANCE 5 283
 N (252)

TOTAL CASES = 344
 MISSING CASES = 5 OR 1 5 PCT

Live Theatre

FOR ENTIRE POPULATION
 SUM 268 000
 MEAN 793
 STD DEV 1 208
 VARIANCE 1 458
 N (338)

VARIABLE USORNOT

CODE 1 00
 U S
 SUM 70 000
 MEAN 805
 STD DEV 1 437
 VARIANCE 2 066
 N (87)

CODE 2 00
 Not US
 SUM 198 000
 MEAN 789
 STD DEV 1 120
 VARIANCE 1 255
 N (251)

TOTAL CASES = 344
 MISSING CASES = 6 OR 1 7 PCT

EXHIBIT D-14 Average attendance at cultural events over past month: all respondents, U.S. and non-U.S. (Q 2)

Folk, Rock, Jazz, C&W

FOR ENTIRE POPULATION
 SUM 65 000
 MEAN 194
 STD DEV 491
 VARIANCE 241
 N (335)

VARIABLE USORNOT
 CODE 1.00
 U.S.
 SUM 24 000
 MEAN 276
 STD DEV 604
 VARIANCE 365
 N (87)

CODE 2.00
 Not US
 SUM 41 000
 MEAN 165
 STD DEV 442
 VARIANCE 195
 N (248)

TOTAL CASES = 344
 MISSING CASES = 9 OR 2.6 PCT

Art, Craft Fair, Festival

FOR ENTIRE POPULATION
 SUM 186 000
 MEAN 549
 STD DEV 856
 VARIANCE 734
 N (339)

VARIABLE USORNOT
 CODE 1.00
 U.S.
 SUM 75 000
 MEAN 872
 STD DEV 1 038
 VARIANCE 1 078
 N (86)

CODE 2.00
 Not US
 SUM 111 000
 MEAN 439
 STD DEV 757
 VARIANCE 573
 N (253)

TOTAL CASES = 344
 MISSING CASES = 5 OR 1.5 PCT

Ballet or Dance Performance

FOR ENTIRE POPULATION
 SUM 108 000
 MEAN 322
 STD DEV 712
 VARIANCE 507
 N (335)

VARIABLE USORNOT
 CODE 1.00
 U.S.
 SUM 21 000
 MEAN 244
 STD DEV 735
 VARIANCE 540
 N (86)

CODE 2.00
 Not US
 SUM 87 000
 MEAN 349
 STD DEV 703
 VARIANCE 494
 N (249)

TOTAL CASES = 344
 MISSING CASES = 9 OR 2.6 PCT

EXHIBIT D-15 Average number of visits to cultural events over past month: local vs non-local Canadian and U.S. respondents (Q 2)

Visual/Performing Arts Event	Average no. visits		
	Local	Non-local Cdn.	U.S.
Museum or art gallery	1.1	1.1	.9
Performance of opera or classical music	1.3	2	.8
Live theatre	.6	1	.8
Popular music concert	.2	.1	.3
Art or craft fair or festival	.6	.3	.9
Ballet or dance performance	.3	.4	.2

EXHIBIT D-16 Subscription or season ticket by local/non-local respondent (Q 3)

	Local	Non-Local	Total
Yes	100	100	200
No	100	100	200
Total	200	200	400

EXHIBIT D-17 Subscription or season ticket by advertising response (Q 3)

Subscription or season ticket?		Advertising respondent?		
		Yes	No	Row Total
Yes		56	101	154
	(row pct)	35.7	64.3	45.9
	(col. pct)	37.1	52.9	
	<hr/>			
No		95	90	185
		51.4	48.6	54.1
		62.9	47.1	
<hr/>				
Column Total		151	191	342
		44.2	55.8	100

Number of missing observations = 2

EXHIBIT D-18 Annual festivals vs regular cultural activities: local vs. non-local Canadian and U.S. respondents (Q 4)

Visual/Performing Arts Event	Local Canadian		Non-local Canadian		U.S.	
	No.	Average no. visits	No.	Average no. visits	No.	Average no. visits
Opera or ballet	107	1.00	100	1.00	100	1.00
Classical music	107	1.00	100	1.00	100	1.00
Live theatre	107	1.00	100	1.00	100	1.00
Popular music	107	1.00	100	1.00	100	1.00
Art or craft fairs	107	1.00	100	1.00	100	1.00
Festivals	107	1.00	100	1.00	100	1.00
Other	107	1.00	100	1.00	100	1.00
Total	107	1.00	100	1.00	100	1.00

EXHIBIT D-19 Cultural attendance primary reason for travel: non-local non-attendees (Q 22d)

	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		U.S.	Not US	
Q22D		1	2	
Yes	1	26 59.1 33.8	18 40.9 46.2	44 37.9
No	2	51 70.8 66.2	21 29.2 53.8	72 62.1
	COLUMN TOTAL	77 66.4	39 33.6	116 100.0

NUMBER OF MISSING OBSERVATIONS = 11

APPENDIX E

FESTIVAL ATTENDANCE

EXHIBIT E-1 Advertising respondents

Responded to Advertising?	FREQUENCY	PERCENT
Yes	153	44.5
No	<u>121</u>	<u>55.5</u>
Total	344	100.0

VALID CASES 344 MISSING CASES 0

EXHIBIT E-2 Advertising respondents: local vs. non-local

ADVERTISING RESPONDENTS

	COUNT	YES	NO	ROW TOTAL
	ROW PCT			
	COL PCT			
Local	1	34	99	133
		25.6	74.4	33.7
		22.2	51.8	
Non-Local	2	119	92	211
		56.4	43.6	61.3
		<u>77.8</u>	<u>48.2</u>	
Column Total		153	191	344
		44.5	55.5	100.0

NUMBER OF MISSING OBSERVATIONS = 0

EXHIBIT E-3 Source of awareness of Guelph Spring Festival: local vs. non-local respondents (Q 5a)

Source of Awareness	Local Respondents		Non-Local Respondents		Total
	Count	Percentage	Count	Percentage	
Nowhere	1	0.2%	0	0.0%	1
Radio	2	0.4%	0	0.0%	2
Television	2	0.4%	0	0.0%	2
Personal Interview	4	0.8%	0	0.0%	4
Signage	8	1.6%	0	0.0%	8
TOTAL	17	3.4%	0	0.0%	17

EXHIBIT E-4 Source of awareness of Guelph Spring Festival: advertising respondents vs. non-respondents (Q 5a)

	Count		Responded to Advertising?		Row total
	Row Col Tab	Pct Pct Pct	Yes	No	
Newspaper/mag	1		74	30	104
			71.2	28.8	35.5
			56.5	18.5	
			25.3	10.2	
Radio	2		6	4	10
			60.0	40.0	3.4
			4.6	2.5	
			2.0	1.4	
Television	3		1	0	1
			100.0	.0	.3
			.8	.0	
			.3	.0	
Poster, billboard	4		5	17	22
			22.7	77.3	7.5
			3.8	10.5	
			1.7	5.8	
Brochures	5		18	36	54
			33.3	66.7	18.4
			13.7	22.2	
			6.1	12.3	
Friends, etc.	6		21	57	78
			26.9	73.1	26.6
			16.0	35.2	
			7.2	19.5	
Solicitations	7		3	14	17
			17.6	82.4	5.8
			2.3	8.6	
			1.0	4.8	
Other	8		17	50	67
			25.4	74.6	22.9
			13.0	30.9	
			5.8	17.1	
	Column total		131	162	293
			44.7	55.3	100.0

Percents and totals based on respondents

293 valid cases

51 missing cases

EXHIBIT E-5 Source of advertising cited: U.S. vs. non-U.S. respondents (Q 5b)

SOURCE	COUNT ROW PCT COL PCT TAB PCT	U.S.	Not U.S.	ROW TOTAL
		1	2	
Guelph Daily Mercury	1	0	21	21
		.0	100.0	22.3
		.0	56.8	
K-W Record Kitchener	2	0	1	1
		.0	100.0	1.1
		.0	2.7	
CKLA FM Guelph	3	0	3	3
		.0	100.0	3.2
		.0	8.1	
1985 brochures	9	2	11	13
		13.4	84.6	13.8
		3.5	29.7	
yellow flyers	10	0	2	2
		.0	100.0	2.1
		.0	5.4	
Sparetime Magazine	12	0	1	1
		.0	100.0	1.1
		.0	2.7	
MUSIC Magazine	16	0	1	1
		.0	100.0	1.1
		.0	2.7	
OPERA CANADA	17	0	2	2
		.0	100.0	2.1
		.0	5.4	
PERFORMING ARTS	18	0	1	1
		.0	100.0	1.1
		.0	2.7	
Buffalo News Travel	19	35	0	35
		100.0	.0	37.2
		61.4	.0	
Rochester D & C	20	20	0	20
		100.0	.0	21.3
		35.1	.0	
Business First	25	2	0	2
		100.0	.0	2.1
		3.5	.0	
		2.1	.0	
COLUMN TOTAL		57 60.6	37 39.4	94 100.0

PERCENTS AND TOTALS BASED ON RESPONDENTS

94 VALID CASES

250 MISSING CASES

EXHIBIT E-6 First year of attendance: local vs. non-local respondents (Q 7)

	Count		Local attendees	Non-local attendees	Row total
	Row Col	Pct Pct			
			1	3	
yes			32 54.2 24.6	27 45.8 31.8	59 27.4
no			98 62.8 75.4	58 37.2 68.2	156 72.6
Column Total			130 60.5	85 39.5	215 100.0

EXHIBIT E-7 First year of attendance: advertising respondents vs. non-respondents (Q 7)

ADVERTISING RESPONDENTS

Q7		COUNT		ROW TOTAL
		ROW PCT	COL PCT	
		YES	NO	
Yes		28 47.5 44.4	31 52.5 20.4	58 27.4
No		35 22.4 55.6	121 77.6 79.6	156 72.6
Column Total		63 29.3	152 70.7	215 100.0

EXHIBIT E-8 Guelph Spring Festival events attended: U.S. vs. non-U.S. attendees (Q 8)

EVENTS	COUNT	USORNOT		ROW TOTAL
		U.S.	Not US	
1	1	0	73	73
Prodigal Son				34.8
2	2	3	20	23
J-L Steurman				11.0
3	3	0	8	8
Stephanie Bogle				3.8
4	4	0	36	36
Gilbert & Sullivan				17.1
5	5	1	4	5
Children's Theatre				2.4
6	6	0	19	19
Rob McCross Brass				7.0
7	7	2	40	42
Thai Class Dance				20.0
8	8	2	18	20
Danny Grossman				7.5
9	9	1	13	14
Monica Gaylord				6.7
10	10	0	24	24
Jane Austen				11.4
11	11	0	12	12
Marvis Martin				5.7
12	12	0	39	39
Ann Mortifee				13.6
13	13	0	13	13
Can. Chamber				6.2
14	14	0	6	6
Winners in Conc.				2.9
15	15	0	6	6
Ed Johnson Comp.				2.9
COLUMN TOTAL		7	203	210
		3.3	96.7	100.0

PERCENTS AND TOTALS BASED ON RESPONDENTS

210 VALID CASES

5 MISSING CASES

EXHIBIT E-9 **Number of times attended in the past: non-local non-attendees (Q 21)**

Mean	St. Dev.	Variance	N
2.5789	2.5216	6.3585	(38)

Missing cases = 13
Total valid cases = 51

EXHIBIT E-10 Attendance in the past: advertising respondents who did not attend (Q 21)

ADVERTISING RESPONDENTS?					
Q21.1		COUNT			ROW
		ROW PCT	YES	NO	TOTAL
		COL PCT			
Yes			14	37	51
			27.5	72.5	40.2
			15.7	97.4	
No			75	1	76
			98.7	1.3	59.8
			84.3	2.6	
Column Total			89	38	127
			70.1	28.9	100.0

Advertising respondent?	Mean	Std Dev	Variance	N
Yes	2.1667	1.6967	2.8788	(39)
No	2.7407	2.7817	7.7379	(27)

MISSING CASES = 11

EXHIBIT E-11 Satisfaction with overall program: local vs. non-local attendees (Q 9a)

	COUNT	RESPTYPE			ROW TOTAL
		local attendees	at non-local attendees		
		COL PCT	COL PCT	COL PCT	
Q9A					
	1	33	25	58	
Extreme Sat.		56.9	43.1	27.6	
		25.9	30.5		
	2	41	26	67	
		61.2	38.8	31.9	
		32.0	31.7		
	3	26	17	43	
		60.5	39.5	20.5	
		20.3	20.7		
	4	14	7	23	
Neither		69.6	30.4	11.0	
		12.5	8.5		
	5	10	4	14	
		71.4	28.6	6.7	
		7.9	4.0		
	6	1	2	3	
		33.3	66.7	1.4	
		.8	2.4		
	7	1	1	2	
Extreme Diss.		50.0	50.0	1.0	
		.9	1.2		
	COLUMN TOTAL	128	82	210	
	TOTAL	61.0	39.0	100.0	

NUMBER OF MISSING OBSERVATIONS = 4

EXHIBIT E-12 Satisfaction with events attended: local vs. non-local attendees
(Q 9b)

	COUNT	RESPTYPE		ROW TOTAL
		local attendees	non-local attendees	
		PCT	PCT	
1	62	44	106	
Extreme Sat.	58.5	41.5	50.0	
	48.1	53.0		
2	41	26	67	
	61.2	38.8	31.6	
	31.3	31.3		
3	12	7	19	
	63.2	36.8	9.0	
	9.3	8.4		
4	3	2	10	
Neither	80.0	20.0	4.7	
	6.2	2.4		
5	1	2	3	
	33.3	66.7	1.4	
	.9	2.4		
6	1	1	2	
	50.0	50.0	.9	
	.9	1.2		
7	4	1	5	
Extreme Diss.	80.0	20.0	2.4	
	3.1	1.2		
COLUMN TOTAL	129	87	212	
	60.8	39.2	100.0	

NUMBER OF MISSING OBSERVATIONS = 2

EXHIBIT E-13 Satisfaction with overall program and events attended: advertising respondents vs. non-respondents (Q 9a and b)

	COUNT	ADVERT		ROW PCT	TOTAL		COUNT	ADVERT		ROW PCT	TOTAL
		checked	not chec ked					checked	not chec ked		
Q9A		11	21			Q9B		11	21		
Extreme Sat.	1	23	35	58	27.6	Extreme Sat.	1	37	69	106	50.0
		39.7	60.3					34.9	65.1		
		37.7	23.5					60.7	45.7		
	2	19	48	67	31.7		2	16	51	67	31.6
		28.4	71.6					23.9	76.1		
		31.1	32.2					26.2	33.8		
	3	10	33	43	20.5		3	5	14	17	9.0
		23.3	76.7					26.3	73.7		
		16.4	22.1					8.2	9.3		
Neither	4	4	19	23	11.0	Neither	4		10	10	4.7
		17.4	82.6						100.0		
		6.6	12.8						6.6		
	5	4	10	14	6.7		5	7	1	3	1.4
		28.6	71.4					66.7	33.3		
		6.6	6.7					3.3	1.7		
	6		3	3	1.4		6		2	2	0.9
			100.0						100.0		
			2.0						1.3		
Extreme Diss.	7	1	1	2	1.0	Extreme Diss.	7	1	4	5	2.4
		50.0	50.0					20.0	80.0		
		1.5	.7					1.6	2.6		
COLUMN TOTAL		61	149	210	107.0	COLUMN TOTAL		61	151	212	100.7
		29.0	71.0					28.8	71.2		

NUMBER OF MISSING OBSERVATIONS = 134

NUMBER OF MISSING OBSERVATIONS = 132

EXHIBIT E-14 Admission higher or lower than expected: local vs. non-local attendees (Q 10)

Q10	COUNT	RESPTYPE			ROW TOTAL
		local	at	non-local	
		attendees	attend	attend	
		11		31	
	2	7	2	9	
		77.8	22.2	4.3	
		5.6	2.4		
	3	4	3	7	
		57.1	42.9	3.4	
		3.2	3.7		
as expected	4	92	55	147	
		62.6	37.4	71.0	
		73.6	67.1		
	5	6	13	19	
		31.6	68.4	9.2	
		4.2	15.9		
	6	11	9	19	
		57.9	42.1	9.2	
		8.2	9.2		
much lower	7	5	1	6	
		83.3	16.7	2.9	
		4.0	1.2		
	COLUMN TOTAL	125	82	207	
		60.4	39.6	100.0	

EXHIBIT E-15 Admission higher or lower than expected: U.S. vs. non-U.S. attendees (Q 10)

	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		U.S.	Not US	
Q10		1	2	
	2		9	9
			100.0	4.3
			4.5	
	3		7	7
			100.0	3.4
			3.5	
As expected	4	5	142	147
		3.4	96.6	71.0
		62.5	71.4	
	5	2	17	19
		10.5	89.5	9.2
		25.0	8.5	
	6	1	18	19
		5.3	94.7	9.2
		12.5	9.0	
Much lower	7		6	6
			100.0	2.9
			3.0	
	COLUMN TOTAL	8	199	207
		3.9	96.1	100.0

NUMBER OF MISSING OBSERVATIONS = 7

EXHIBIT E-16 Admission higher or lower than expected: advertising vs. non-advertising respondents (Q 10)

ADVERTISING RESPONDENTS?

Q10	COUNT ROW PCT COL PCT	ADVERTISING RESPONDENTS?		ROW TOTAL
		YES	NO	
	2	4 44.4 6.9	5 55.6 3.4	9 4.3
	3	2 28.6 3.4	5 71.4 3.4	7 3.4
as expected	4	40 27.2 69.0	107 72.8 10.1	147 71.0
	5	4 21.1 6.9	15 78.9 10.1	19 9.2
	6	3 15.8 5.2	16 84.2 10.7	19 9.2
much lower	7	5 83.3 8.6	1 16.7 .7	6 2.9
	Column Total	58 28.0	149 72.0	207 100.0

Number of missing observations = 7

EXHIBIT E-17 Willingness to pay more for admission: local vs. non-local attendees (Q 11)

		RESPTYPE			
COUNT		local	at non-local		ROW
ROW PCT	COL PCT	attendees	attend	TOTAL	
		11	31		
Q11		-----+			
1	Yes	66	48	114	
		57.9	42.1	57.3	
		54.1	62.3		
		-----+			
2	No	56	29	85	
		65.9	34.1	42.7	
		45.9	37.7		
		-----+			
	COLUMN	122	77	199	
	TOTAL	61.3	38.7	100.0	

EXHIBIT E-18 Willingness to pay more for admission: advertising vs. non-advertising respondents (Q 11)

		ADVERTISING RESPONDENTS?		
COUNT		YES	NO	ROW
ROW PCT	COL PCT			TOTAL
Q11		-----		
	Yes	25	89	114
		21.9	78.1	57.3
		41.7	64.0	

	No	35	50	85
		41.2	58.8	42.7
		58.3	36.0	
	Column	60	139	199
	Total	30.2	69.8	100.0

APPENDIX F
TRAVEL AND EXPENDITURE PATTERNS

EXHIBIT F-1 Main reason for visiting Guelph: non-local advertising respondents (Q 12a)

	COUNT	ADVERT		ROW TOTAL
		checked	not checked	
		ROW PCT	COL PCT	
Q12A		11	21	
1	25	51	76	
to attend Festiv	32.9	67.1	93.8	
	92.6	94.4		
3		3	3	
personal visits		100.0	3.7	
		5.6		
4	2		2	
pleasure	100.0		2.5	
	7.4			
COLUMN TOTAL	27	54	81	
	33.3	66.7	100.0	

NUMBER OF MISSING OBSERVATIONS = 263

EXHIBIT F-2 Main reason for visiting Guelph: U.S. vs. non-U.S. respondents (Q 12a)

	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		U.S.	Not US	
Q12A		1	2	
To attend Festiv	1 77.8	7 90.8	69 95.8	76 93.8
Personal visits	3 4.2		3 4.2	3 3.7
Pleasure	4 22.2	2 22.2		2 2.5
	COLUMN TOTAL	9 11.1	72 88.9	81 100.0

NUMBER OF MISSING OBSERVATIONS = 263

EXHIBIT F-3 Plans to attend Festival while in Guelph (Q 12b and c)

	COUNT	RESPTYPE		ROW TOTAL
		non-Local	attend	
		COL PCT	COL PCT	
Q12B			31	
yes	1	3	75.0	3
no	2	1	25.0	1
	COLUMN	4	4	
	TOTAL	100.0	100.0	

NUMBER OF MISSING OBSERVATIONS = 340

	COUNT	RESPTYPE		ROW TOTAL
		non-Local	attend	
		COL PCT	COL PCT	
Q12C.1			31	
no	2	3	100.0	3
	COLUMN	3	3	
	TOTAL	100.0	100.0	

NUMBER OF MISSING OBSERVATIONS = 341

EXHIBIT F-4 Means of transportation: U.S. vs. other non-local attendees (Q 13)

	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		U.S.	Not US	
Q13		1	2	
Automobile	1	9 11.8 100.0	67 88.2 91.8	76 92.7
Bus	2		3 100.0 4.1	3 3.7
Train	3		3 100.0 4.1	3 3.7
	COLUMN TOTAL	9 11.0	73 89.0	82 100.0

EXHIBIT F-5 Length of stay in the Guelph area: all non-local attendees and advertising respondents (Q 14)

VARIABLE	CODE	VALUE LABEL	SUM	MEAN	STD DEV	VARIANCE	N
FOR ENTIRE POPULATION							
ADVERT	1	checked					
ADVERT	2	not checked					
			104.0000	1.4857	1.1515	1.3259	(70)
			41.0000	1.5185	1.0514	1.1054	(27)
			63.0000	1.4651	1.2218	1.4928	(43)
VARIABLE	CODE	VALUE LABEL	SUM	MEAN	STD DEV	VARIANCE	N
FOR ENTIRE POPULATION							
ADVERT	1	checked					
ADVERT	2	not checked					
			41.0000	1.8400	1.3503	1.8233	(25)
			16.0000	1.7778	1.0929	1.1944	(9)
			25.0000	1.5625	1.5042	2.2625	(15)

EXHIBIT F-6 Length of stay in the Guelph area: U.S. vs. other non-local attendees (Q 14)

FOR ENTIRE POPULATION
 SUM 104.000
 MEAN 1.486
 STD DEV 1.151
 VARIANCE 1.326
 N (70)

FOR ENTIRE POPULATION
 SUM 41.000
 MEAN 1.640
 STD DEV 1.350
 VARIANCE 1.823
 N (25)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 17.000
 MEAN 1.889
 STD DEV 1.167
 VARIANCE 1.361
 N (9)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 10.000
 MEAN 1.667
 STD DEV .816
 VARIANCE .667
 N (6)

CODE 2.00
 Not US
 SUM 87.000
 MEAN 1.426
 STD DEV 1.147
 VARIANCE 1.315
 N (61)

CODE 2.00
 Not US
 SUM 31.000
 MEAN 1.632
 STD DEV 1.499
 VARIANCE 2.246
 N (19)

EXHIBIT F-7 Accommodation during stay: U.S. vs. non-U.S. attendees (Q 15)

	U.S.	Not U.S.	Row total
Hotel	1	1	2
Motel	3	3	6
Bed & Breakfast	1		1
Friends/relatives	1	9	10
Total	6	13	19

EXHIBIT F-3 Average expenditures: U.S. vs. non-U.S. attendees (Q 16)

Transportation to/from

FOR ENTIRE POPULATION
 SUM 666.000
 MEAN 13.875
 STD DEV 9.920
 VARIANCE 98.410
 N (48)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 120.000
 MEAN 17.143
 STD DEV 11.495
 VARIANCE 132.143
 N (7)

CODE 2.00
 Not US
 SUM 546.000
 MEAN 13.317
 STD DEV 9.676
 VARIANCE 93.622
 N (41)

Local transportation/parking

FOR ENTIRE POPULATION
 SUM 26.000
 MEAN 5.200
 STD DEV 3.194
 VARIANCE 10.200
 N (5)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 15.000
 MEAN 5.000
 STD DEV .000
 VARIANCE .000
 N (3)

CODE 2.00
 Not US
 SUM 11.000
 MEAN 5.500
 STD DEV 6.364
 VARIANCE 40.500
 N (2)

Accommodation

FOR ENTIRE POPULATION
 SUM 425.000
 MEAN 60.714
 STD DEV 28.052
 VARIANCE 786.905
 N (7)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 230.000
 MEAN 57.500
 STD DEV 28.723
 VARIANCE 825.000
 N (4)

CODE 2.00
 Not US
 SUM 195.000
 MEAN 65.000
 STD DEV 32.787
 VARIANCE 1075.000
 N (3)

Food and drinks

FOR ENTIRE POPULATION
 SUM 2121.000
 MEAN 41.588
 STD DEV 32.867
 VARIANCE 1080.247
 N (51)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 328.000
 MEAN 46.857
 STD DEV 28.062
 VARIANCE 787.476
 N (7)

CODE 2.00
 Not US
 SUM 1793.000
 MEAN 40.750
 STD DEV 33.778
 VARIANCE 1140.983
 N (44)

EXHIBIT F-8 Average expenditures: U.S. vs. non-U.S. attendees (Q 16) (cont'd)

Festival tickets		Other entertainment	
FOR ENTIRE POPULATION		FOR ENTIRE POPULATION	
SUM	2783.000	SUM	5.000
MEAN	41.537	MEAN	5.000
STD DEV	49.675	STD DEV	.000
VARIANCE	2467.646	VARIANCE	.000
N	(67)	N	(1)
VARIABLE USORNOT		VARIABLE USORNOT	
CODE	1.00	CODE	2.00
U.S.		Not US	
SUM	48.000	SUM	5.000
MEAN	16.000	MEAN	5.000
STD DEV	4.000	STD DEV	.000
VARIANCE	16.000	VARIANCE	.000
N	(3)	N	(1)
CODE	2.00		
Not US			
SUM	2735.000		
MEAN	42.734		
STD DEV	50.519		
VARIANCE	2552.135		
N	(64)		

Souvenirs		Gifts and other purchases	
FOR ENTIRE POPULATION		FOR ENTIRE POPULATION	
SUM	10.000	SUM	210.000
MEAN	10.000	MEAN	23.333
STD DEV	.000	STD DEV	13.229
VARIANCE	.000	VARIANCE	175.000
N	(1)	N	(9)
VARIABLE USORNOT		VARIABLE USORNOT	
CODE	2.00	CODE	1.00
Not US		U.S.	
SUM	10.000	SUM	50.000
MEAN	10.000	MEAN	50.000
STD DEV	.000	STD DEV	.000
VARIANCE	.000	VARIANCE	.000
N	(1)	N	(1)
CODE		CODE	2.00
		Not US	
		SUM	160.000
		MEAN	20.000
		STD DEV	9.258
		VARIANCE	85.714
		N	(8)

EXHIBIT F-8 Average expenditures: U.S. vs. non-U.S. attendees (Q 16) (cont'd)

Other

FOR ENTIRE POPULATION
 SUM 115.000
 MEAN 57.500
 STD DEV 31.820
 VARIANCE 1012.500
 N (2)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 35.000
 MEAN 35.000
 STD DEV .000
 VARIANCE .000
 N (1)

CODE 2.00
 Not US
 SUM 80.000
 MEAN 80.000
 STD DEV .000
 VARIANCE .000
 N (1)

Total

FOR ENTIRE POPULATION
 SUM 7162.000
 MEAN 89.525
 STD DEV 73.116
 VARIANCE 5642.379
 N (80)

VARIABLE USORNOT
 CODE 1.00
 U. S.
 SUM 1196.000
 MEAN 132.889
 STD DEV 73.992
 VARIANCE 5474.861
 N (9)

CODE 2.00
 Not US
 SUM 5966.000
 MEAN 84.028
 STD DEV 73.958
 VARIANCE 5469.713
 N (71)

EXHIBIT F-9 No. of adults and children paid for: U.S. vs. non-U.S. attendees
(Q 16b)

	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		U.S.	Not US	
Q168ADLT		1	2	
	1		9	11.1
			100.0	
			12.5	
	2	9	46	55
		16.4	83.6	67.9
		100.0	63.9	
	3		7	8.7
			100.0	
			9.7	
	4		6	7.4
			100.0	
			8.3	
	5		2	2.5
			100.0	
			2.8	
	6		1	1.2
			100.0	
			1.4	
	8		1	1.2
			100.0	
			1.4	
	COLUMN TOTAL	9	72	81
		11.1	88.9	100.0

	COUNT ROW PCT COL PCT	USORNOT		ROW TOTAL
		Not US		
Q168CHLD			2	
	1		2	2
			100.0	100.0
			100.0	
	COLUMN TOTAL		2	2
			100.0	100.0

