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THE CHARLOTTETOWN FESTIVAL
AUDIENCE SURVEYS
FOR THE EVALUATION OF THE
TOURISM AND CULTURE PILOT PROJECT

Background Study

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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:**

**THE CHARLOTTETOWN FESTIVAL
AUDIENCE SURVEYS**

Prepared for

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EXECUTIVE SUMMARY

The federal Departments of Communications and Regional Industrial Expansion have sponsored a pilot project to explore whether target market advertising can result in increased attendance and related expenditures at selected cultural festivals.

The 1985 Charlottetown Festival, one of the events receiving \$25,000 for special advertising, took place from June to September 1985. The media plan included approximately 70 daily and weekly New England publications. Interested readers could send a return coupon to receive the Festival brochure and tourism information.

The evaluation of the Charlottetown component of the Tourism and Culture Pilot Project uses the results of surveys of audiences, coupon respondents and visitors leaving Prince Edward Island. The results are highlighted below in relation to the key evaluation issues.

What are the socio-economic characteristics of actual and potential Festival audiences?

- ▶ Residents of Ontario and Nova Scotia tend to dominate survey respondents from locations other than P.E.I. Visitors from New England account for roughly 6%, although total U.S. representation is as high as 23%.
- ▶ American respondents to the Exit Survey are typically older than the Canadians interviewed (average age of 51 compared to 37 for P.E.I. and 40 for other Canadians). Those who responded to the special advertising in New England and went to the Festival tend to be even older (average age of 55).
- ▶ New England coupon respondents included considerably more females, (over 60%) than Exit Survey respondents, both American and Canadian (approximately 45%).

- ▶ Coupon respondents also tend more often to be married or widowed than attendees interviewed in the Exit Survey. Over half of all respondents are married.
- ▶ Overall, 44% of U.S. respondents to the Telephone Survey have completed some university, graduated or taken post-graduate training; this increases to 55% and 65% respectively for P.E.I. and other Canadian respondents and 58% for American respondents to the Exit Survey.
- ▶ When asked about occupation, the professional category was reported most frequently.
- ▶ Approximately half or more of respondents are employed; however, American visitors are more likely to be retired than their Canadian counterparts.
- ▶ The U.S. visitors who responded to the Exit Survey tend less often to report total family incomes in the \$25,000-50,000 range (33%) than Canadians or U.S. respondents to the special New England advertising (approximately 50%).
- ▶ Those who responded to the New England advertising and who attended the Festival (n = 50) reported going to significantly more live theatre performances and visited significantly more museums and art galleries in the past month than those who did not attend.
- ▶ P.E.I. respondents to the Exit Survey reported attending fewer cultural events per year than respondents from other parts of Canada, who in turn attended significantly fewer than those from the U.S.
- ▶ Also based on the Exit Survey, about 30% of respondents from American and other Canadian locations are regular subscribers or ticket buyers to performing arts events, compared to 10% of those from P.E.I.
- ▶ Although approximately half of the U.S. coupon respondents were neutral, 30% reported that they are more interested in annual festivals than in regular cultural activities in their city.
- ▶ U.S. respondents to the special advertising who did **not** attend the Festival averaged about 12 trips to cities at least 50 miles away in the past year, the majority by car. Over half of these travellers attended a cultural event on such trips and for over 20%, the event was the primary reason for travelling.

How did respondents hear about the Festival? And what factors influenced their decision to attend?

- ▶ As expected, U.S. respondents to the Telephone Survey cited newspapers or magazines most frequently (over 70%).
- ▶ Other American visitors heard from brochures (34-41%) and from friends and relatives (17-32%).
- ▶ Residents of other parts of Canada who attended the Festival found out about it mainly from friends and relatives (approximately 50%).
- ▶ American respondents and those from other parts of Canada visited Charlottetown mainly as part of a pleasure/recreation trip. However, of those respondents to the Exit Survey for whom the Festival was not the main purpose of their trip, 83% of Canadians and 72% of Americans had planned to attend it while in Charlottetown.
- ▶ Of the 49 U.S. coupon respondents who had attended the Festival in past years, 33% returned in 1985; of those who had not attended before, only 9% came in 1985.
- ▶ 43% of the coupon respondents who attended this year said that the advertising was the prime motivator.
- ▶ The main reasons offered by U.S. coupon respondents for not attending this year were lack of time to plan and deciding to take an alternative trip.

To what extent were attendees satisfied with the Festival?

- ▶ Of the U.S. coupon respondents who attended the 1985 Festival, 74% were extremely satisfied with the overall program.
- ▶ Thinking about the events they had attended, 92% of respondents were extremely satisfied or nearly so.
- ▶ Looking at satisfaction with the price of admission to Festival events, most respondents found the prices to be as expected. However, American respondents tended to find prices a little lower than expected and Canadians, a little higher.
- ▶ Over 50% of respondents to the Exit and Telephone Surveys would have been willing to pay more for admission.

What are the travel and expenditure patterns of attendees?

- ▶ The most common mode of transportation to P.E.I. for both non-local Canadian and U.S. attendees was automobile.
- ▶ Most U.S. respondents stayed in hotels and motels; Canadian attendees stayed more frequently with friends and relatives.
- ▶ American and Canadian visitors responding to the Telephone and Exit Surveys report spending approximately one week in P.E.I., 40% or more of which was in Charlottetown.
- ▶ Parties from other Canadian locations had more adults and fewer children, on average, than the locals. Their average expenditure was \$365 while in Charlottetown and \$691 while on the Island.
- ▶ American parties had fewer children, but reported approximately the same average expenditures.
- ▶ 90% of Canadian and 98% of American visitors included other parts of P.E.I. in their trip; 80% or more of Americans also visited other provinces, as compared with only 41% of non-local Canadians.
- ▶ Only 9% of respondents to the Tourism Survey (visitors leaving the Island) reported attending live performances other than the Charlottetown Festival; however, 44% had visited historical or cultural sites.

Overall, the data suggest that the target market selected for the pilot project -- i.e., New England -- does offer some potential to increase attendance and expenditure at the Festival. Of those who submitted coupons in response to special advertising, and who were contacted in the Telephone Survey, 11% attended the 1985 Festival as part of a pleasure trip. Of these, a substantial number (43%) decided to attend mainly because of the advertising and had included the Festival in their plans. Of those who didn't come, almost one-third reported that they did not have enough time to plan their trip. U.S. visitors were highly satisfied with the Festival and its prices. Their visit lasted approximately one week on average and their spending patterns resembled those of non-local Canadians.

SOMMAIRE-RECOMMANDATION

Les ministères fédéraux des Communications et de l'Expansion industrielle régionale ont parrainé un projet pilote visant à déterminer si une campagne de publicité axée sur les marchés cibles peut accroître le nombre des participants et le montant des dépenses qu'ils font dans le cadre de certains festivals culturels.

Le Festival de Charlottetown de 1985, qui a fait l'objet d'une subvention de 25 000 \$ pour une campagne spéciale de publicité, s'est déroulé de juin à septembre 1985. Le plan d'information des médias comprenait environ 70 journaux quotidiens et publications hebdomadaires de la Nouvelle-Angleterre. Les lecteurs intéressés pouvaient envoyer un coupon-réponse pour recevoir la brochure du Festival ainsi que des renseignements touristiques.

L'évaluation du volet Charlottetown du projet pilote réalisé par le Tourisme et la Culture se sert des résultats des sondages des auditoires et des renseignements fournis sur le coupon et par les visiteurs à leur départ de l'Île-du-Prince-Édouard. Les résultats sont exposés ci-après en fonction des principales questions de l'évaluation.

Quelles sont les caractéristiques socio-économiques des auditoires réels et possibles du Festival?

- ° Les résidents de l'Ontario et de la Nouvelle-Écosse forment la plus grande partie de l'ensemble des répondants d'endroits autres que l'Île-du-Prince-Édouard. Les visiteurs de la Nouvelle-Angleterre représentent environ 6 p. 100, même si la représentation totale des États-Unis atteint jusqu'à 23 p. 100.
- ° Les répondants américains qui ont participé au sondage au moment de quitter le pays sont plus âgés que les Canadiens interrogés (moyenne d'âge de 51 ans par rapport à 37 ans pour les résidents de l'Île-du-Prince-Édouard et à 40 ans pour les autres Canadiens). Les visiteurs qui ont répondu à la campagne spéciale de publicité en Nouvelle-Angleterre et qui se sont rendus au Festival tendent à être encore plus âgés (moyenne d'âge de 55 ans).
- ° Parmi les résidents de la Nouvelle-Angleterre qui ont rempli le coupon-réponse, on remarquait un nombre considérablement plus élevé de femmes (plus de 60 p. 100) que dans l'ensemble des visiteurs ayant répondu au sondage au moment du départ, en comptant à la fois les Américains et les Canadiens (environ 45 p. 100). Les personnes qui ont rempli le coupon-réponse avaient davantage tendance à être mariées ou veuves que les participants interrogés au départ. Plus de la moitié de l'ensemble des répondants étaient mariés.

- ° Dans l'ensemble, 44 p. 100 des répondants américains au sondage effectué par téléphone avaient fréquenté l'université, en étaient diplômés ou avaient poursuivi des études supérieures; ce pourcentage passe à 55 p. 100 et 65 p. 100 respectivement dans le cas des répondants de l'Ile-du-Prince-Edouard et des autres parties du Canada et à 58 p. 100 dans le cas des répondants américains ayant participé au sondage au départ.
- ° A la question concernant l'occupation, la catégorie professionnelle revenait plus souvent que toutes les autres.
- ° Environ la moitié ou même davantage des répondants avaient un emploi; toutefois, les visiteurs américains étaient plus souvent à la retraite que les Canadiens.
- ° Les visiteurs des États-Unis qui ont répondu au sondage au départ avaient moins tendance à indiquer un revenu familial total de l'ordre de 25 000 à 50 000 \$ (33 p. 100) que les répondants canadiens ou américains à la campagne de publicité spéciale en Nouvelle-Angleterre (environ 50 p. 100).
- ° Ceux qui ont répondu à la campagne de publicité en Nouvelle-Angleterre et ceux qui ont participé au Festival (n=50) ont indiqué avoir assisté à un nombre beaucoup plus grand de pièces de théâtre et avoir visité un nombre beaucoup plus grand de musées et de galeries d'art au cours du dernier mois que ceux qui n'y avaient pas participé.
- ° Les répondants de l'Ile-du-Prince-Édouard qui ont participé au sondage au départ ont indiqué avoir assisté chaque année à un plus petit nombre de manifestations culturelles que les répondants des autres parties du Canada, qui à leur tour ont indiqué avoir assisté à un nombre beaucoup moindre que les répondants américains.
- ° A la lumière des résultats du sondage au départ, environ 30 p. 100 des répondants provenant des États-Unis et des autres parties du Canada sont des abonnés réguliers ou des amateurs de spectacles des arts de l'interprétation, alors que seulement 10 p. 100 de ces derniers viennent de l'Ile-du-Prince-Édouard.
- ° Même si environ la moitié des résidents américains qui ont répondu au coupon étaient neutres, 30 p. 100 d'entre eux ont indiqué qu'ils s'intéressaient davantage aux festivals annuels qu'aux autres manifestations culturelles de leurs municipalités.

- ° Les répondants américains à la campagne spéciale de publicité qui n'ont pas assisté au Festival avaient effectué environ douze voyages dans des villes situées à moins de 50 milles de leur résidence au cours de la dernière année, la plupart du temps en voiture. Près de la moitié de ces voyageurs en avaient profité pour assister à une manifestation culturelle dans le cadre de ces voyages et dans plus de 20 p. 100 des cas, la manifestation spéciale était le principal motif du déplacement.

Comment les répondants ont-ils appris l'existence du Festival? et quels sont les facteurs qui ont influencé leur décision d'y assister?

- ° Comme on pouvait s'y attendre, les Américains ayant participé au sondage effectué par téléphone ont indiqué le plus souvent (dans plus de 70 p. 100 des cas) les journaux ou les revues.
- ° D'autres visiteurs américains en avaient entendu parler dans des brochures (de 34 à 41 p. 100) et par des amis et des parents (de 17 p. 100 à 32 p. 100).
- ° Les participants au Festival provenant d'autres parties du Canada en avaient principalement entendu parler par des amis et des parents (environ 50 p. 100).
- ° Les répondants américains et ceux des autres parties du Canada se sont surtout rendus à Charlottetown dans le cadre d'un voyage d'agrément ou de vacances. Toutefois, parmi les personnes ayant répondu au sondage au départ et pour lesquelles le Festival n'était pas le principal motif de déplacement, 83 p. 100 des Canadiens et 72 p. 100 des Américains avaient prévu y assister lors de leur séjour à Charlottetown.
- ° Parmi les 49 Américains ayant renvoyé le coupon et assisté au Festival au cours des dernières années, 33 p. 100 y sont retournés en 1985. Parmi ceux qui n'y avaient jamais assisté, seulement 9 p. 100 s'y sont rendus en 1985.
- ° 43 p. 100 des personnes ayant renvoyé le coupon et qui se sont rendus au Festival cette année ont déclaré que la campagne de publicité avait été le principal agent de motivation.
- ° Les principales raisons invoquées par les citoyens américains ayant renvoyé le coupon pour ne pas se rendre au Festival cette année étaient : le manque de temps pour planifier ou la décision de se rendre ailleurs.

Dans quelle mesure le Festival a-t-il réussi à satisfaire les participants?

- ° Parmi les Américains ayant renvoyé le coupon qui se sont rendus au Festival de 1985, 74 p. 100 se sont déclarés extrêmement satisfaits du programme d'activités.
- ° En ce qui concerne les activités auxquelles ils avaient assisté, 92 p. 100 des répondants se sont dits extrêmement satisfaits ou presque.
- ° En ce qui concerne la satisfaction qu'ils ont retirée du prix de leur billet d'admission aux activités du Festival, la plupart des répondants ont déclaré que les prix étaient normaux. Toutefois, les répondants américains avaient tendance à trouver que les prix étaient moins élevés qu'ils ne s'y attendaient et les Canadiens, un peu plus élevés.
- ° Près de 50 p. 100 des répondants aux sondages effectués au départ et par téléphone se sont dits prêts à payer un prix d'admission plus élevé.

Quels sont les itinéraires et les budgets de dépenses des participants?

- ° L'automobile a été le mode de transport le plus couramment utilisé par les Canadiens des autres provinces et les Américains pour se rendre à l'Ile-du-Prince-Édouard.
- ° La plupart des répondants américains sont descendus dans des hôtels et des motels; les participants canadiens avaient résidé le plus souvent chez des amis et des parents.
- ° Les visiteurs américains et canadiens qui ont répondu aux sondages effectués par téléphone et au départ ont indiqué avoir passé environ une semaine à l'Ile-du-Prince-Édouard, soit 40 p. 100 ou plus de leur séjour à Charlottetown.
- ° Les groupes provenant des autres provinces canadiennes comptaient plus d'adultes et moins d'enfants, en moyenne, que les résidents de l'Ile-du-Prince-Édouard. Leurs dépenses moyennes étaient de 365 \$ pour leur séjour à Charlottetown et de 691 \$ pour leur séjour à l'Ile-du-Prince-Édouard.
- ° Les groupes américains comptaient moins d'enfants mais indiquaient des dépenses moyennes presque identiques.
- ° 90 p. 100 des visiteurs canadiens et 98 p. 100 des visiteurs américains avaient visité d'autres parties de l'Ile-du-Prince-Édouard à l'occasion de leur voyage; 80 p. 100 ou plus des Américains avaient également visité d'autres provinces, alors que cette proportion n'était que de 41 p. 100 dans le cas des Canadiens des autres provinces.

- ° Seulement 9 p. 100 des répondants au sondage effectué au départ (c'est-à-dire en quittant l'Ile-du-Prince-Édouard) ont indiqué avoir assisté à des représentations en direct autres que celles du Festival de Charlottetown; toutefois, 44 p. 100 avaient visité des lieux historiques ou à caractère culturel.

Dans l'ensemble, les données laissent supposer que le marché cible pour le projet pilote, c'est-à-dire, la Nouvelle-Angleterre, permet dans une certaine mesure d'augmenter la participation au Festival et les montants d'argent qui y sont dépensés. Parmi les personnes ayant renvoyé le coupon de la campagne spéciale de publicité, et ayant été interrogées lors du sondage téléphonique, 11 p. 100 ont assisté au Festival de 1985 dans le cadre d'un voyage d'agrément. Parmi ces derniers, un nombre important (43 p. 100) avait décidé d'assister au Festival principalement à cause de la publicité qui avait été faite à ce sujet et qui les avait convaincus d'inclure le Festival dans leur projet. Parmi ceux qui ne s'en sont pas rendus au Festival, près d'un tiers ont indiqué qu'ils n'avaient pas eu assez de temps pour planifier leur voyage. Les visiteurs américains étaient très satisfaits des activités du Festival et des prix d'admission demandés. Leur visite avait été d'environ une semaine en moyenne et leur budget de dépenses était semblable à celui des Canadiens des autres provinces.

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 (Department of Regional Industrial Expansion) and the Special Program of Cultural Initiatives (SPCI) of the Department of Communications (DOC) have sponsored 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 were Guelph, Montreal and Charlottetown. Funding under the pilot project was in the order of \$25,000 per festival, 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 Pilot 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 surveys for the Charlottetown Festival portion of the overall project.

B. THE CHARLOTTETOWN FESTIVAL

In its 21st year, the 1985 Charlottetown Festival took place over 76 days from June 22 through September 14, offering 2-3 performances per day. (Appendix A shows this year's events by date and time.) In conjunction with the three musical offerings were cabaret and children's theatre performances, art workshops and a series of exhibits at the Confederation Centre Art Gallery and Museum.

The Confederation Centre for the Arts, which houses the Festival, has two theatres: the Main Stage with a seating capacity of 1,104, and a second theatre with 200 seats. Sales in 1984 were \$1,429,000 with a paid attendance of 96,000. Target sales for 1985 were \$1.6 million. The percentage of house sold for the two main events last year was very high -- 97% for "Anne", 95% for "Cabaret" -- and approximately 70% for the other two events. Targets for this year were as follows:

- ▶ "Anne" - 90% capacity
- ▶ "Fauntleroy" - 75% capacity
- ▶ "Swing" - 70% capacity

Even with such high capacity, the Festival projects a deficit in the order of \$250,000. In 1984, the Centre as a whole incurred a deficit of \$100,000, the first in five years. The main contributing factor was increasing energy costs, which in 1984 reached \$450,000 -- a 75% increase over 10 years. (*The Guardian-Patriot*, Charlottetown, 16 June 1984.)

The Charlottetown Festival has never conducted audience surveys or market research. Data on city of origin for past attendees are incomplete, representing only those who obtain tickets by mail or who give their address at the box office. Out-of-town visitors frequently have tickets purchased by friends or relatives or buy them when they arrive.

The biggest market for the Charlottetown Festival outside Prince Edward Island is the Atlantic area, especially Nova Scotia and New Brunswick. Tourism exit surveys for 1984, however, showed a large increase in numbers of visitors from New England over the previous year (see Exhibit I-1 below). Consequently, the marketing strategy for the 1985 Festival was geared to the New England region both for its close proximity to P.E.I. and in conjunction with the general campaign planned for the area by the province (Tourism P.E.I.).

EXHIBIT I-1 Non-Residents Exiting P.E.I. (1984)

	1983	1984	CHANGE	
	Total	Total	Number	%
Nova Scotia	59,454	61,267	+ 1813	+ 3.0
New Brunswick	51,324	51,656	+ 332	+ 0.6
Newfoundland	3,602	3,554	- 48	- 1.3
Quebec	17,165	17,929	+ 764	+ 4.5
Ontario	25,438	26,271	+ 833	+ 3.3
Other Canada	3,480	4,198	+ 718	+ 20.6
New England	9,765	11,397	+ 1632	+ 16.7
Mid Atlantic	5,099	4,426	- 673	- 13.2
Other States	6,078	7,002	+ 294	+ 4.4
Total Non-Residents	182,035	187,700	+ 5665	+ 3.1

Source: P.E.I. Tourism Statistics, Exit Survey at Ferry Terminals.

The Tourism and Culture Pilot Project directed \$25,000 to the Charlottetown Festival to support advertising in approximately 70 daily and weekly New England newspapers. The advertising campaign was expected to reach an audience of over 1,800,000. The ads were positioned beside or near Tourism P.E.I. ads and featured return coupons (see Appendix A). In addition, the campaign included a colour ad (also with a return coupon) in the travel section of the **New England Monthly** magazine, May issue. Those who returned coupons were sent the Festival brochure and tourism information.

Those who responded to the Tourism ad were to receive a planning kit which included a map, Visitors Guide and brochure, as well as the Festival flyer. The Visitors Guide is approximately 90 pages long with articles on accommodation, camping, handicrafts and other activities. Also included is a 25-page colour brochure on the Island (which has also been used as a supplement to the **Toronto Star**, **Montreal Gazette**, **Boston Globe** and **Long Island Newsday**.)

The \$25,000 allocated to the Festival by DOC/DRIE represented 25% of the overall promotional budget. The Festival Board reduced the original budget of \$125,000 by \$25,000 -- a sum that would otherwise have been spent on regional television advertising. Some television ads were to be aired, however, along with local radio and major newspaper advertising.

A mail-out of flyers and brochures to tour operators advertising low group tour prices was also conducted last fall, with distribution to five Canadian operators in Ontario and Atlantic Canada, and six U.S. operators in Maryland, Vermont, Pennsylvania, Nebraska and Iowa. In addition, approximately 250,000 copies of **This Week in P.E.I.**, with a two-page flyer for the Festival, were given away all summer. The bulk of the Festival's promotion was concentrated in Atlantic Canada, mainly on the Island.

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 actual and potential festival attendees?
- ▶ To what extent did the special advertising 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 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.

The field work for gathering data on the Charlottetown Festival involved:

- ▶ An exit survey of Festival attendees over a two-week period;
- ▶ A program insert survey of audiences and a similar self-completed questionnaire for visitors to the Confederation Centre Art Gallery and Museum;
- ▶ A follow-up telephone survey of U.S. coupon respondents to the target market advertising; and
- ▶ A survey of visitors leaving Prince Edward Island by Tourism P.E.I.

The implementation of these surveys is described in Appendix B. The questionnaires used in each instance are contained in Appendix C.

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

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

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 reported in Chapter IV.

The Executive Summary highlights key survey findings for Charlottetown related to the objectives of the Tourism and Culture Pilot Project. The field report, survey instruments and additional tables are appended.

II

CHARACTERISTICS OF ACTUAL AND TARGET MARKET AUDIENCES

This chapter describes actual and target market audiences for the Charlottetown Festival, based on data from five surveys. The Visitor, Audience and Exit Surveys asked questions only of people who attended the Festival. They tell us about actual audiences. The Visitor and Audience Surveys are not necessarily representative, however, of the total populations in each case. Respondents to these surveys completed questionnaires completely on their own initiative.

The Tourism Survey involved non-residents of P.E.I. as they were leaving the Island, either by airplane or ferry. It sampled all such people and thus represents a general picture of visitors. The Tourism Survey tells us about both target market and actual audiences. The Telephone Survey addressed people who responded to festival advertising in New England publications. Some respondents (50) actually attended the Festival, but most (393) did not. This group represents to some extent the target market at which special advertising was aimed. But it does not necessary reflect all readers of such publications or New England tourists generally.

We now look at some of the characteristics of the respondents. The extent to which the respondents represent the populations from which they come increases with the sample size subject to other attributes described above. In most cases the sample sizes are adequate. We state either standard errors or 95% confidence intervals for selected estimated statistics throughout the report, as appropriate. They are meaningful only for the Exit and Tourism Surveys as the other surveys did not use random sampling.

A. SOCIO-ECONOMIC CHARACTERISTICS

In this section we describe the socio-economic characteristics of the respondents to the five surveys. The descriptions separate the data by appropriate geographic areas to permit analysis of the different sub-populations.

1. Location of usual residence

To make sense of the survey data, we must consider where the respondents came from. Each survey recorded the location of the respondent's usual residence. Exhibit II-1 shows how often each location was reported in each survey. Residents of Prince Edward Island accounted for 10 to 22% of the respondents to the three surveys that included them.

EXHIBIT II-1 Origin of respondents by survey

Location	Visitor	Audience	Telephone	Exit	Tourism
Prince Edward Island	32	31		135	
Nova Scotia	44	49		141	344
New Brunswick	29	35		79	242
Newfoundland	4	4		7	83
Quebec	29	13		29	113
Ontario	91	64		107	571
Other Canada	25	20		62	151
New England	17	15	431	21	154
Other U.S.	48	35	12	36	301
Other or not stated	<u>12</u>	<u>3</u>	—	<u>4</u>	<u>98</u>
TOTAL	331	269	443	621	2,057

Exhibit II-2 shows the distribution, by location of residence, of respondents from North American locations other than P.E.I. itself. Residents of Ontario and Nova Scotia tend to dominate this group. Visitors from New England account for roughly 6% of it. (See Exhibit D-1, Appendix D for detailed data).

The Telephone Survey interviewed mostly residents of New England. Most of the respondents to this survey live in either Massachusetts or Maine, as shown in Exhibit II-3.

2. Age

Two surveys asked respondents when they were born. Exhibit II-4 displays statistics on the ages of respondents to the Telephone and Exit Surveys, grouped by location of residence and whether they attended the Festival. The data show that American visitors are typically older than Canadian tourists. Those who responded to the New England advertising and actually attended the Festival were slightly older still.

3. Sex

The Telephone and Exit Surveys recorded the sex of each respondent. Exhibit II-5 shows the proportions of males and females in sub-groups of respondents from each survey. We note that the respondents from New England included considerably more females, among Festival attendees and non-attendees alike, when compared with the Exit Survey respondents.

EXHIBIT II-2 Distribution of repondents by origin, excluding P.E.I.

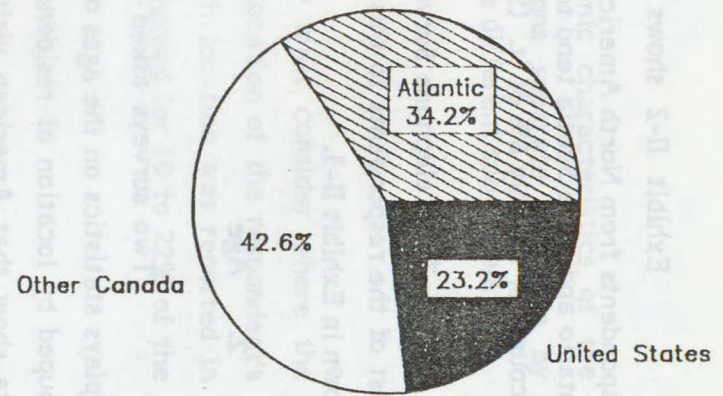
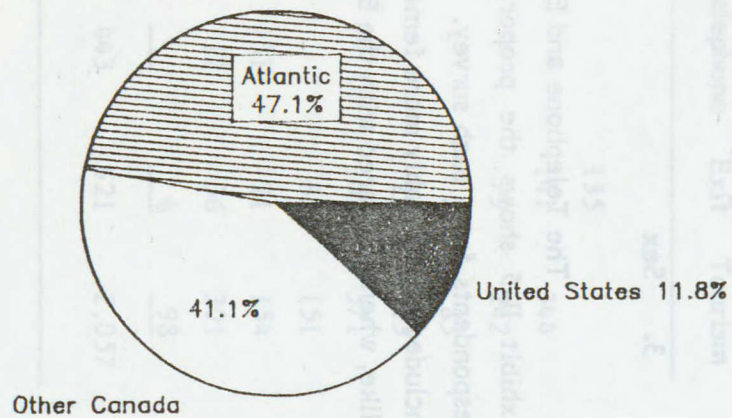
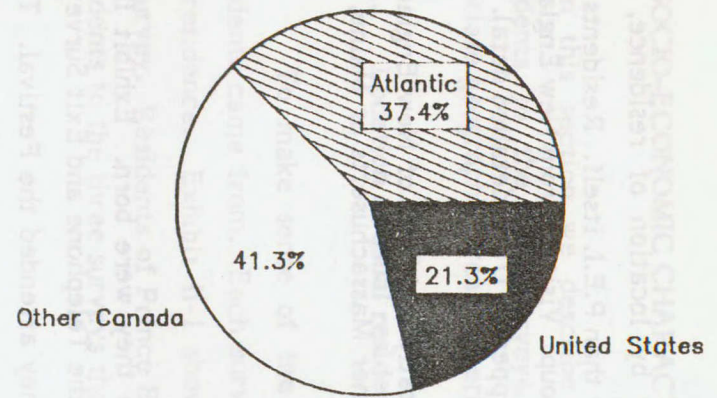
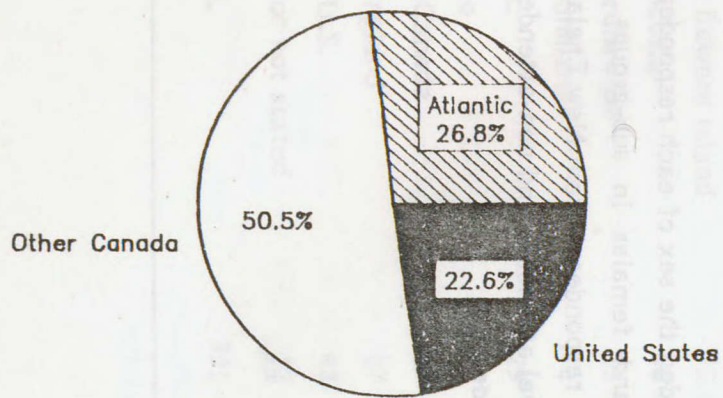


EXHIBIT II-3 Number and percentage of respondents to the Telephone Survey, by state of residence

State	n	%
Massachusetts	220	49.7
Maine	100	22.6
New Hampshire	48	10.8
Vermont	26	5.9
Connecticut	19	4.3
Rhode Island	18	4.1
New York	6	1.4
Other states	<u>6</u>	1.4
Total	443	

EXHIBIT II-4 Average age of respondents

	Mean	Standard Error	Number of Responses
Telephone Survey			
Attended	54.6	1.94	50
Did not attend	48.1	0.77	382
Exit Survey			
Prince Edward Island	36.7	1.09	131
Other Canada	40.2	0.60	420
United States	51.3	1.94	56

EXHIBIT II-5 Sex of respondents, by selected sub-groups

	n		%	
	Male	Female	Male	Female
Telephone Survey				
Attended Festival	17	33	34.0	66.0
Did not attend Festival	146	247	37.2	62.8
EXIT SURVEY				
Prince Edward Island	55	76	42.0 $\pm 8.4^1$	58.0 ± 8.4
Other Canada	204	214	48.7 ± 4.8	51.1 ± 4.8
United States	24	33	42.1 ± 12.8	57.9 ± 12.8

¹ 95% confidence interval for estimated percentage.

4. Marital Status

The Telephone and Exit Surveys asked respondents their marital status. We display the responses graphically in Exhibit II-6 and numerically in Exhibit D-2. Again, the New England respondents (Telephone Survey) who attended the Festival are quite different from the attendees measured by the Exit Survey. The former group contains a much lower proportion of single people, with the married and widowed categories correspondingly more prevalent. This trend applies, but less strongly, when Telephone Survey respondents who attended are compared with those who did not.

5. Education

The Telephone and Exit Surveys asked respondents to state the level of education they had attained. The results appear in Exhibit II-7 (see Exhibit D-3 also). The exhibit shows some variations in educational level. Telephone survey respondents, both attendees and non-attendees, tend more frequently than Exit Survey respondents to have high school or less education. The proportions

EXHIBIT II-6 Marital status, by survey population

Abt Associates of Canada

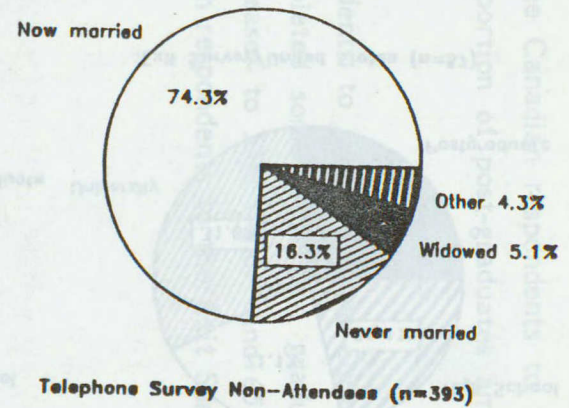
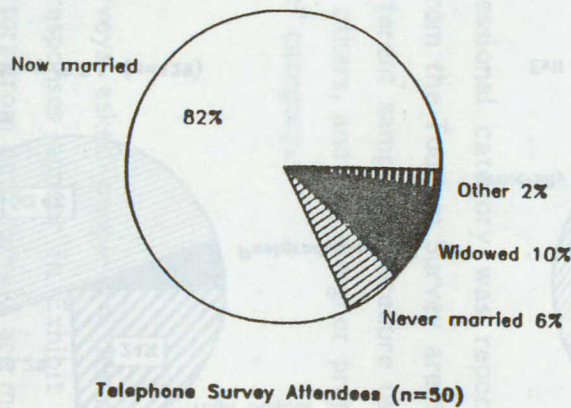
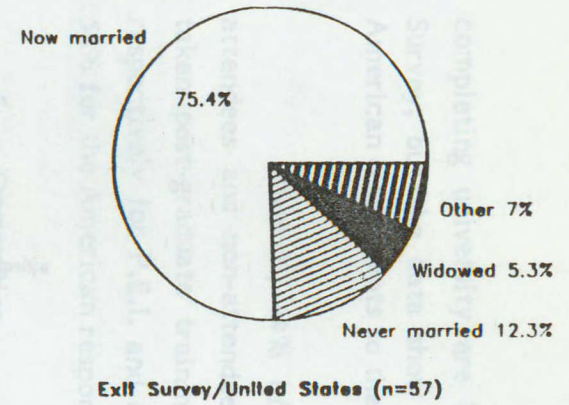
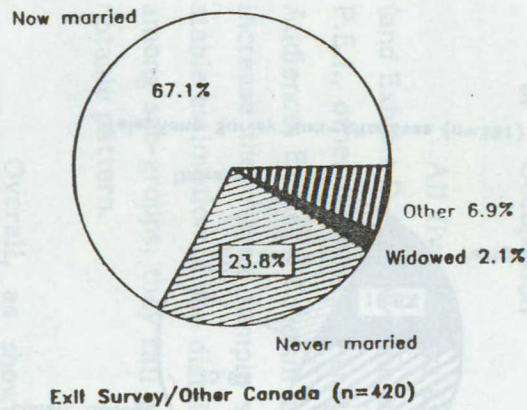
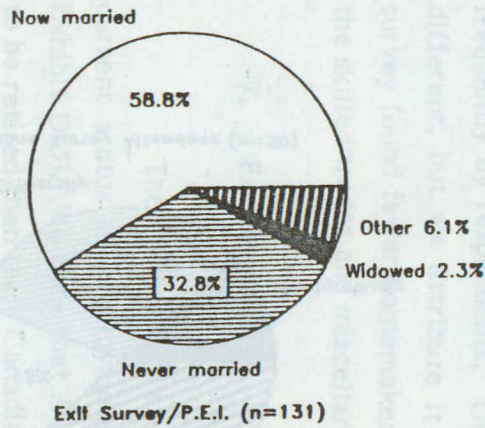
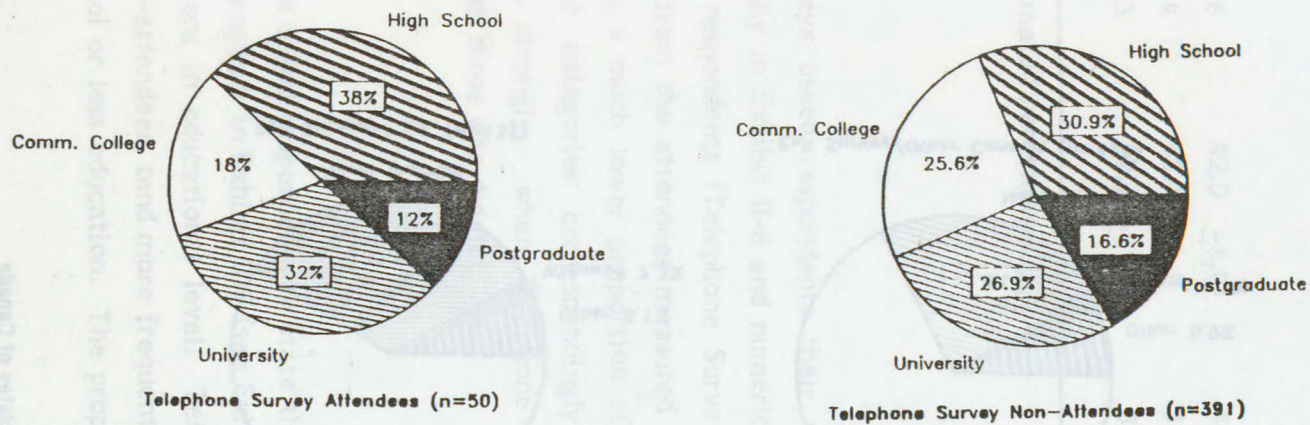
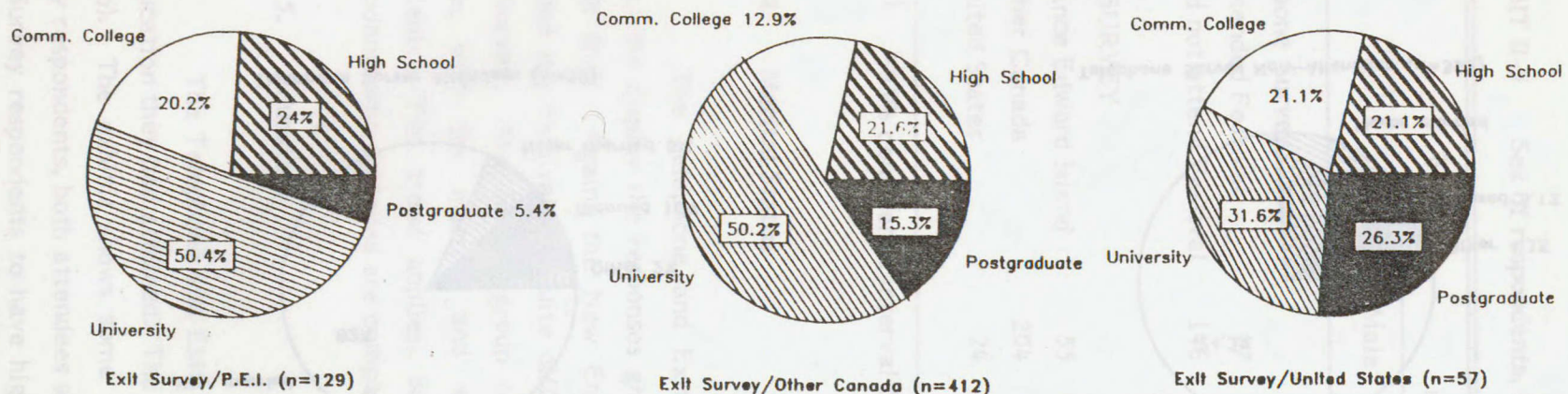


EXHIBIT II-7 Educational level of respondents, by survey population



completing university are highest for the Canadian respondents to the Exit Survey, but the data show a larger proportion of post-graduates among the American respondents to the Exit Survey.

Overall, 44% of U.S. respondents to the Telephone Survey, both attendees and non-attendees, have completed some university, graduated or taken post-graduate training. This increases to 55% (+8.6)¹ and 65% (+4.6) respectively for P.E.I. and other Canadian respondents to the Exit Survey and 58% for the American respondents.

6. Occupation

All five surveys asked the respondent's usual occupation. Exhibit II-8 (and Exhibit D-4) shows the distribution of responses by survey population. The P.E.I., other Canada and U.S. populations combine respondents from the Visitor, Audience, Exit and Tourism surveys. We combine data from multiple surveys to increase the overall sample size for each group. This leads to more precise or stable estimation of the distribution by occupation. While some variations occur among sub-groups, they fall within the bounds of sampling error. We observe no notable pattern.

Overall, as shown, the professional category was reported most frequently by respondents. The results from the Tourism Survey are somewhat different, but we attribute it to the different sampling procedure used. This survey found fewer homemakers than the others, and had a higher proportion in the skilled trades and miscellaneous "other" category.

7. Employment

The Telephone and Exit Surveys asked people to describe their current status of employment. Their responses appear in Exhibit II-9 (and Exhibit D-5). We note that American visitors from both surveys are more likely to be retired than their Canadian counterparts. Also, American respondents who attended the Festival did not include any students.

¹ 95% confidence interval for estimated percentage.

EXHIBIT II-8 Occupation of respondents, by survey population

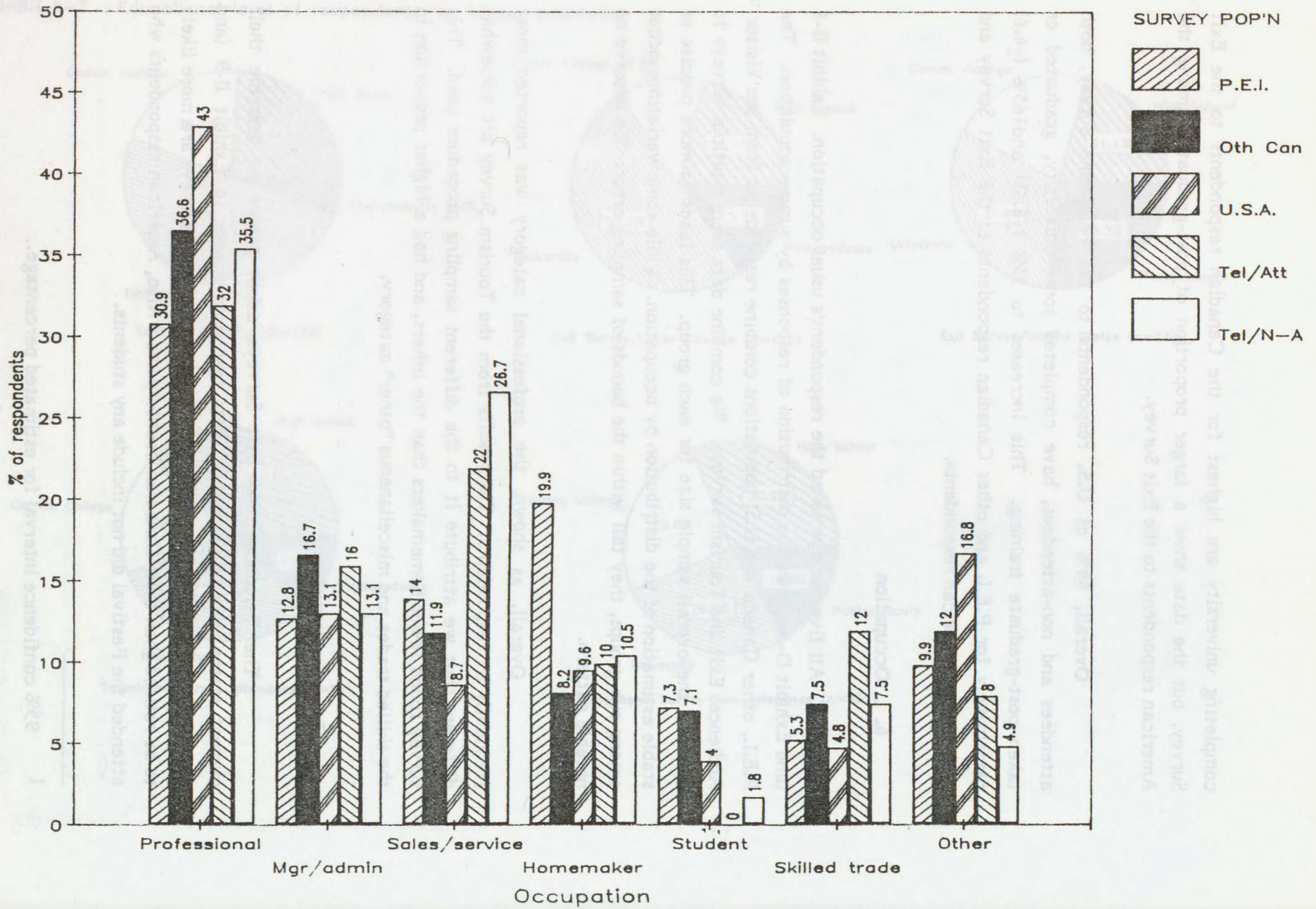
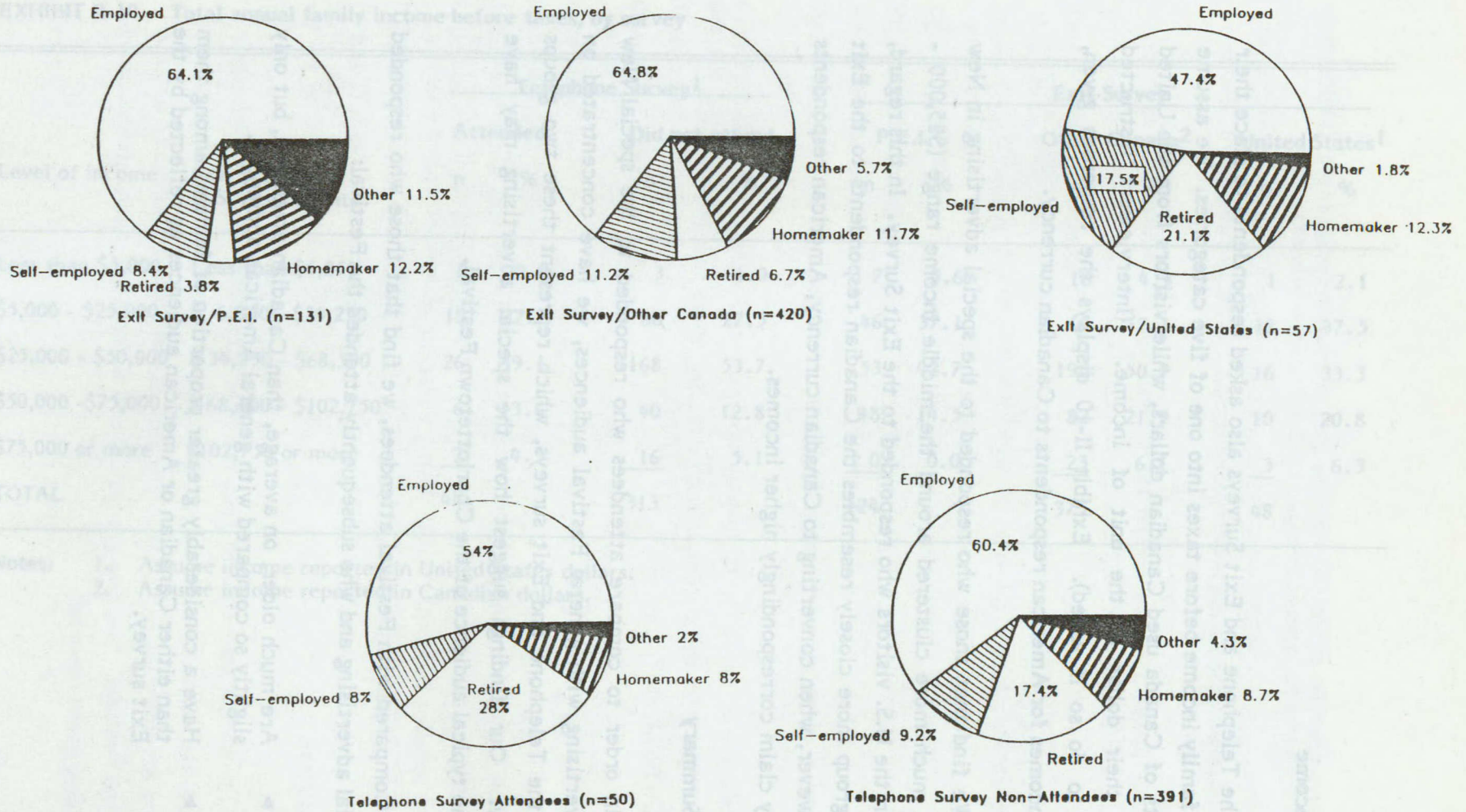


EXHIBIT II-9 Employment status, by survey population



8. Income

The Telephone and Exit Surveys also asked respondents to place their total annual family income before taxes into one of five categories. We assume that residents of Canada used Canadian dollars, while visitors from the United States used their dollar as the unit of income. (Interviewers instructed respondents to do so if asked). Exhibit II-10 displays the responses given, converting incomes for American respondents to Canadian currency.

We find that those who responded to the special advertising in New England are much more clustered around the middle income range (\$25,000 - \$50,000) than the U.S. visitors who responded to the Exit Survey. In this regard, the former group more closely resembles the Canadian respondents to the Exit Survey. However, when converting to Canadian currency, American respondents can naturally claim correspondingly higher incomes.

9. Summary

In order to compare attendees who responded to the special New England advertising with general Festival audiences, we have concentrated on data from the Telephone and Exit surveys, which represent these two groups respectively. Our findings suggest how the special advertising may have expanded the typical audience of the Charlottetown Festival.

Compared with Festival attendees, we find that those who responded to the special advertising and who subsequently attended the Festival:

- ▶ Are much older, on average, than Canadian attendees, but only slightly so compared with general American audiences.
- ▶ Have a considerably greater proportion of females among them than either Canadian or American audiences as reflected by the Exit survey.

EXHIBIT II-10 Total annual family income before taxes, by survey

Level of income	Cdn \$ Scale for U.S. respondents	Telephone Survey ¹				Exit Survey					
		Attended		Did not attend		P.E.I. ²		Other Canada ²		United States ¹	
		n	%	n	%	n	%	n	%	n	%
Less than \$5,000	Less than \$6,850	0	0.0	3	1.0	7	5.6	16	4.3	1	2.1
\$5,000 - \$25,000	\$ 6,850 - \$34,250	10	22.7	86	27.5	46	37.1	64	17.1	18	37.5
\$25,000 - \$50,000	\$ 34,250 - \$68,500	26	59.1	168	53.7	53	42.7	190	50.7	16	33.3
\$50,000 - \$75,000	\$ 68,500 - \$102,750	6	13.6	40	12.8	18	14.5	82	21.9	10	20.8
\$75,000 or more	\$102,750 or more	<u>2</u>	4.5	<u>16</u>	5.1	<u>0</u>	0.0	<u>23</u>	6.1	<u>3</u>	6.3
TOTAL		44		313		124		375		48	

- Notes: 1. Assume income reported in United States dollars.
 2. Assume income reported in Canadian dollars.

- ▶ Are less likely to be single and, correspondingly, more likely to be married or widowed.
- ▶ Have relatively more retired people and few students among them, particularly compared to the Canadian component of the general audience.
- ▶ Tend to report higher family incomes as compared to typical American attendees.

In short, attendees who responded to the special advertising in New England tended to be older, retired, married or widowed, female, and in the middle income range more than the general Festival audience.

B. CULTURAL PARTICIPATION AND TRAVEL

The tendency of respondents to participate in cultural events and travel can provide insight into the potential for attracting them to events such as the Charlottetown Festival.

1. Cultural participation

The Telephone Survey asked U.S. respondents how often they had attended six different kinds of cultural events in the past month. A summary of their answers appears in Exhibit II-11. Using a statistical method called analysis of variance, we compared the average number of times people had attended each kind of event for respondents who had attended the Charlottetown Festival and those who had not.

Our comparison showed that Festival attendees had attended significantly more live theatre performances ($p = .02$) and visited significantly more museums and art galleries ($p = .03$) in the past month than respondents who did not attend the Festival. The two groups did not differ with regard to any other kind of cultural event reported.

EXHIBIT II-11 Average number of times Telephone Survey respondents attended various kinds of cultural events in the past month

Kind of cultural event	Attended Festival		Did not attend Festival	
	Mean	Number of Responses	Mean	Number of Responses
Part 1: All respondents				
Museum or art gallery	1.40	48	0.88	368
Opera or classical music performance	0.29	48	0.34	355
Live theatre	1.12	49	0.71	365
Popular music concert	0.38	48	0.65	363
Art/craft fair or festival	1.31	48	1.06	372
Ballet or dance performance	0.13	48	0.11	354
Part 2: Respondents who attended at least once				
Museum or art gallery	2.68	25	1.92	169
Opera or classical music performance	1.40	10	1.65	74
Live theatre	1.57	35	1.60	162
Popular music concert	1.38	13	1.62	146
Art/craft fair or festival	1.97	32	1.73	227
Ballet or dance performance	1.00	6	1.18	33

We conducted a similar comparison using data only for those people who had attended that kind of event at least once. (This comparison is shown in part 2 of Exhibit II-11.) Again, those who attended the Festival reported significantly more visits to museums and art galleries ($p = .05$) compared to non-attendees. The groups were similar regarding attendance at other kinds of cultural events, including attendance at live theatre

The Exit Survey asked respondents how often they go to cultural or performing arts events in a year. Exhibit II-12 shows the differences among sub-populations in answering this question. These differences for the main three groups are large enough to be statistically significant (i.e., beyond the range of sampling error). Therefore, we conclude that P.E.I. respondents attended significantly fewer cultural events per year than did respondents from other parts of Canada ($p = .000001$). The latter, in turn, attended significantly fewer cultural events than respondents from the United States ($p = .0008$).

**EXHIBIT II-12 Frequency of attendance at cultural or performing arts events:
Exit Survey respondents**

Sub-population	Mean (times per Year)	Standard Error	Number of Responses
Prince Edward Island	4.9	0.40	129
Other Canada	8.0	0.41	420
United States	12.8	2.00	56
Other countries	27.5	12.50	2

The Exit Survey also asked whether anyone in the respondent's home has a subscription or season ticket for cultural or performing arts events. As shown in Exhibit II-13, about 30% of respondents from American and other

Canadian locations are regular subscribers or ticket buyers, but only 10% of respondents from Prince Edward Island.

**EXHIBIT II-13 Subscription or season ticket in respondents' home, by origin:
Exit Survey respondents**

Origin	n	Yes		n	No	
		%	95% C.I. ¹		%	95% C.I.
Prince Edward Island	13	10.0	+5.2	117	90.0	+5.2
Other Canada	121	28.9	+4.3	298	71.1	+4.3
United States	17	29.8	+11.9	40	70.2	+11.9
Other country	1	50.0	+50.0+	1	50.0	+50.0 +

¹ 95% confidence interval for estimated percentage.

Finally, we asked U.S. coupon respondents whether they were more interested in annual cultural festivals like the Charlottetown Festival than in the regular cultural activities in their city. As shown below, although almost half of the respondents were neutral, 30% expressed more interest in festivals.

**More interested in annual cultural festivals
than regular cultural activities?**

Strongly disagree	6%
	3
	6
Neutral	48
	12
	17
Strongly agree	8
	<u>100%</u>

2. Travel

The Telephone Survey asked respondents who had not attended the Festival about their tendency to travel. Exhibit II-14 shows how often respondents travelled to another city at least 50 miles away in the past year. These respondents are fairly frequent travellers, with almost 10% having visited other cities over 30 times in the past year. We estimate that these respondents averaged about 12 trips to other cities in the past year, or one per month.

EXHIBIT II-14 Frequency of travel to another city at least 50 miles away

Frequency of Travel	Number of Responses	%
0 - 5 times	144	36.7
6 - 10 times	85	21.7
11 - 15 times	75	19.1
16 - 20 times	23	5.9
21 - 30 times	26	6.6
Over 30 times	39	9.9
TOTAL	392	

Exhibit II-15 shows the usual mode of travel to distant cities for these respondents. By far the majority (86%) travel by car. Travel by air ranks a distant second at 10%.

EXHIBIT II-15 Usual mode of travel to another city

Mode of Travel	Number of Responses	%
Automobile	336	85.9
Airplane	39	10.0
Bus	10	2.6
Train	4	1.0
Other	2	0.5
TOTAL	391	

The survey also asked whether people attended cultural events on a typical trip of this kind. Of the 391 who answered this question, 226 respondents (57.8%) said they had. When asked if attendance at the cultural event had been the primary reason for the trip, 53 out of 236 people (22.5%) said it had.

We conclude that, even among respondents who did not attend the Charlottetown Festival, the U.S. respondents to advertising are both mobile and motivated to attend cultural events.

III

FESTIVAL ATTENDANCE

In this chapter we look at how or why people came to the Charlottetown Festival and various characteristics of their attendance. We again derive our findings from data gathered in the five surveys described earlier. The statistics come from sample data and are representative of the populations in each case to varying degrees, as discussed at the beginning of Chapter II.

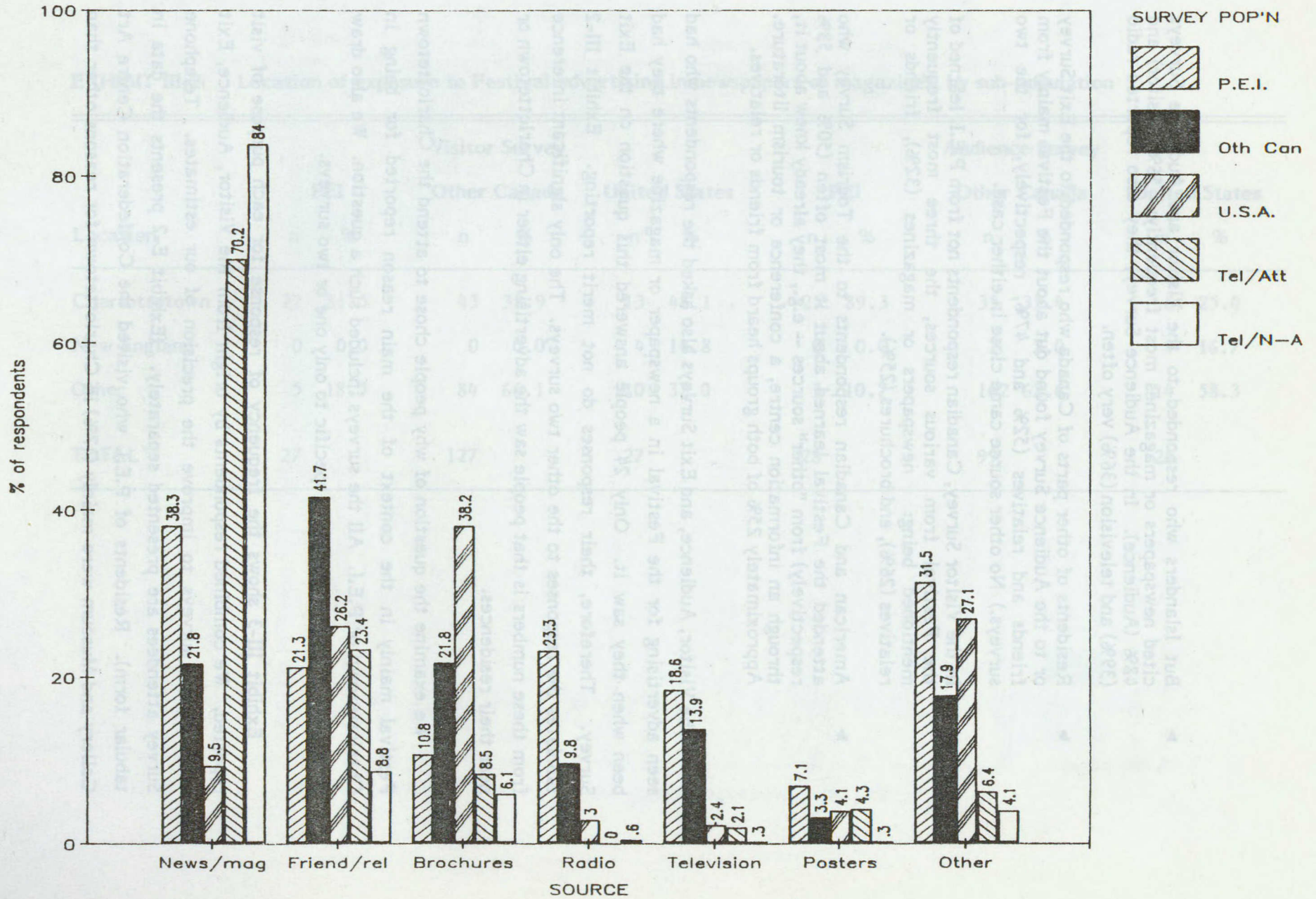
A. SOURCE OF AWARENESS AND DECISION TO ATTEND THE FESTIVAL

All surveys asked respondents how or where they found out about the Charlottetown Festival. Exhibit III-1 shows their responses in graphic form, combining populations for the Exit, Visitor and Audience surveys.¹ Telephone Survey respondents are shown separately. (Exhibit E-1, Appendix E, presents the data in tabular form including Tourism Survey data.) The main features of the responses are as follows:

- ▶ Respondents to the Telephone Survey, as expected, cited newspapers or magazines most frequently by far as their source of knowledge about the Festival (70% for attendees and 84% for non-attendees).
- ▶ American respondents to the Visitor, Audience, and Exit Surveys got their information mainly from brochures (34-41%) and from friends and relatives (17-32%).
- ▶ P.E.I. residents who responded to the Exit Survey attributed their awareness of the Festival mainly to "other sources" (47%), usually specifying general personal knowledge, and to friends and relatives (35%).

¹We do not integrate responses from the Tourism Survey because the question was asked differently. We combine data from multiple surveys to achieve greater precision of the estimates in each group (P.E.I., Other Canada, U.S.A.), and to permit the use of statistical tests of significance through increased aggregate sample sizes. (In many cases, the individual sample sizes were too small for this purpose, hence the need to combine them.)

EXHIBIT III-1 Source of awareness of Festival



- ▶ But Islanders who responded to the Visitor and Audience Surveys cited newspapers or magazines most frequently: 56% (Visitor) and 48% (Audience). In the Audience Survey, they also reported radio (39%) and television (36%) very often.
- ▶ Residents of other parts of Canada who responded to the Exit Survey or to the Audience Survey found out about the Festival mainly from friends and relatives (52% and 47%, respectively, for the two surveys.) No other source came close in either case.
- ▶ In the Visitor Survey, Canadian respondents not from P.E.I. learned of the Festival from various sources, the three most frequently mentioned being: newspapers or magazines (32%), friends or relatives (26%), and brochures (25%).
- ▶ American and Canadian respondents to the Tourism Survey who attended the Festival learned about it most often (50% and 53% respectively) from "other" sources -- e.g., they already knew about it, through an information centre, a conference or tourism literature. Approximately 25% of both groups heard from friends or relatives.

The Visitor, Audience, and Exit Surveys also asked the respondents who had seen advertising for the Festival in a newspaper or magazine where they had been when they saw it. Only 24 people answered this question on the Exit Survey. Therefore, their responses do not merit reporting. Exhibit III-2 tabulates the responses to the other two surveys. The only significant inference from these numbers is that people saw the advertising either in Charlottetown or near their residences.

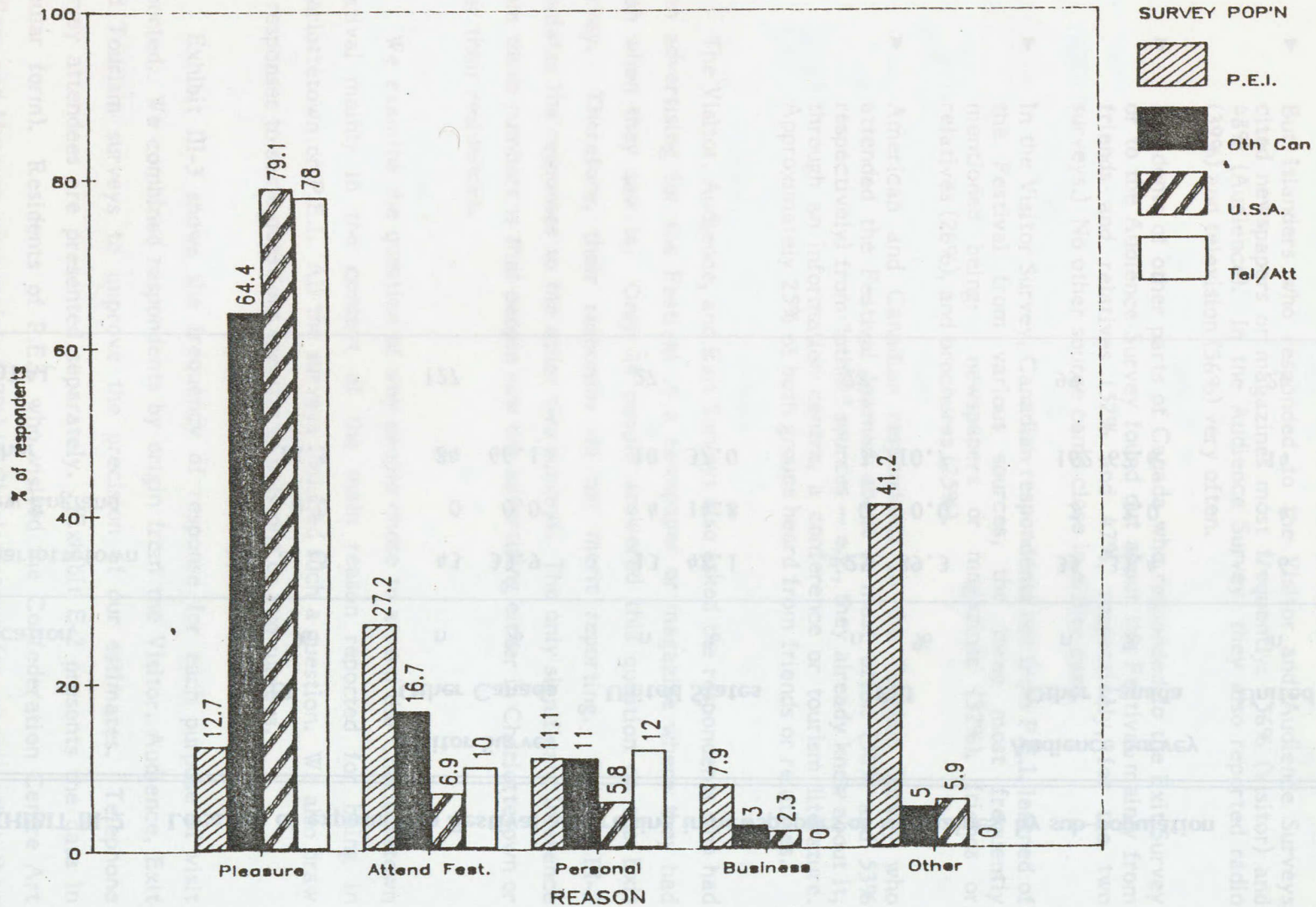
We examine the question of why people chose to attend the Charlottetown Festival mainly in the context of the main reason reported for being in Charlottetown or P.E.I. All the surveys included such a question. We also draw on responses to some questions specific to only one or two surveys.

Exhibit III-3 shows the frequency of response for each purpose of visit reported. We combined respondents by origin from the Visitor, Audience, Exit and Tourism surveys to improve the precision of our estimates. Telephone Survey attendees are presented separately. (Exhibit E-2 presents the data in tabular form). Residents of P.E.I. who visited the Confederation Centre Art Gallery and Museum were mainly (47%) in Charlottetown for reasons other than

EXHIBIT III-2 Location of exposure to Festival advertising in newspapers or magazines, by sub-population

Location	Visitor Survey						Audience Survey					
	PEI		Other Canada		United States		PEI		Other Canada		United States	
	n	%	n	%	n	%	n	%	n	%	n	%
Charlottetown	22	81.5	43	33.9	13	48.1	25	89.3	35	35.4	6	25.0
New England	0	0.0	0	0.0	4	14.8	0	0.0	2	2.0	4	16.7
Other	5	18.5	84	66.1	10	37.0	3	10.7	162	62.6	14	58.3
TOTAL	27		127		27		28		99		24	

EXHIBIT III-3 Main reason for visiting Charlottetown or P.E.I.¹



¹ Combines responses for Audience, Visitor, Exit and Tourism Surveys. Telephone Survey responses are shown separately. Audience and Visitor Surveys asked purpose of being in Charlottetown. The others asked purpose of being in P.E.I.

those specified in the Visitor Survey. We assume most of them were local residents. Those who responded to the Audience Survey, however, said they had come to Charlottetown mainly to attend the Festival (42%) or for "other" reasons (36%).

Respondents from other parts of Canada were in Charlottetown mainly for pleasure (61-69%). The second most important reasons given were:

- ▶ Visitor Survey: To attend the Festival (11%).
- ▶ Audience Survey: To attend the Festival (23%).
- ▶ Exit Survey: Personal or to visit friends, etc., and to attend the Festival (17% each).
- ▶ Tourism survey: Personal or to visit friends.

A very high percentage of American respondents went to Charlottetown mainly for pleasure (78-81%). Visitors to the Art Gallery and Museum gave their visit there as the second most important purpose (11%). Respondents to the Audience survey reported attending the Festival as the second most important reason (14%). In the Exit Survey, no prominent second reason emerged for the American respondents. Tourism Survey respondents noted visits to friends or relatives.

The Exit Survey asked those for whom attending the Festival was **not** the main purpose of their trip whether they had planned to attend it while in Charlottetown: 292 Canadians (83%) and 39 Americans (72%) said they had. This survey then asked whether the respondents had **extended** their visits in order to attend. In this case, 27 Canadians (8%) and 3 Americans (6%) said they had.

We conclude that, while it might not have been the main reason most non-Islander respondents went to Charlottetown, attending the Festival was a part of the plans of a large majority of them. Some were willing to change their plans in order to attend.

The Telephone Survey also posed some supplementary questions. A question that reveals one influence on the decision to attend is whether the respondent had attended the Festival in past years. Of the 49 people who had attended in the past, 33% returned to the Festival in 1985. Of the 392 who had **not** attended before, only 9% went to the Festival this year. This difference is statistically significant ($p = .00001$), suggesting a definite correlation between attendance this year and past attendance.

Of those who did attend in 1985, the Telephone Survey asked respondents if they decided to attend mainly because of the special advertising or whether they would have gone anyway. Of the 49 people who answered this question, 43% said that the advertising was the prime motivator in their decision to attend.

The Telephone Survey also asked those who did **not** attend in 1985 why they decided not to. The main reasons specified on the questionnaire were:

- ▶ Lack of time to plan (27%)
- ▶ Decided to take an alternative trip (21%)
- ▶ Too expensive or too far to travel (15%)
- ▶ Other reasons (34%)

Of 366 respondents, 123 gave "other" reasons. Most frequent among them were: pregnancy, birth, death, illness; or schedule conflict/lack of time. A few respondents said they just wanted information for friends or future trips. Fewer still said they had been in P.E.I., but had trouble getting tickets.

B. PATTERNS OF ATTENDANCE

All but one of the surveys asked about attendance at specific Festival events. The Telephone Survey asked only **how many** events the respondent had

attended. Those 50 respondents who had attended the Festival attended between one and four events each, with an average of 1.6 events.

The other four surveys reported attendance at each of the five specific events. Exhibit III-4 (and Exhibit E-3) shows how many respondents attended each event. Combining the responses from the four surveys improves the precision of our estimates. The total numbers of respondents shown include only those who attended at least one event or performance. "Anne of Green Gables" was by far the most popular performance overall, especially for American respondents. On the other hand, respondents from P.E.I. showed a more even balance of attendance among the five events. (Exhibit E-4 shows this information for each survey).

The Visitor, Audience, and Exit Surveys also asked what other events the respondents still **planned** to attend. Exhibit III-5 (and Exhibit E-5) shows the responses to this question for each event, again combining data from the surveys to improve precision. Most people, having attended at least one event already, did not plan to attend any more. This statement is less true for Islanders, for whom it would have been more convenient to attend performances throughout the Festival. We can assume that tourists from the U.S. and from elsewhere in Canada would have been staying in Charlottetown for a limited time and would have had less opportunity to attend further events. The event "Swing" attracted the most respondents as a second choice for those who had attended one (or more) events already.

C. SATISFACTION WITH THE FESTIVAL

All five surveys attempted to measure respondents' satisfaction with the Charlottetown Festival.

EXHIBIT III-4 Attendance at specific Festival events

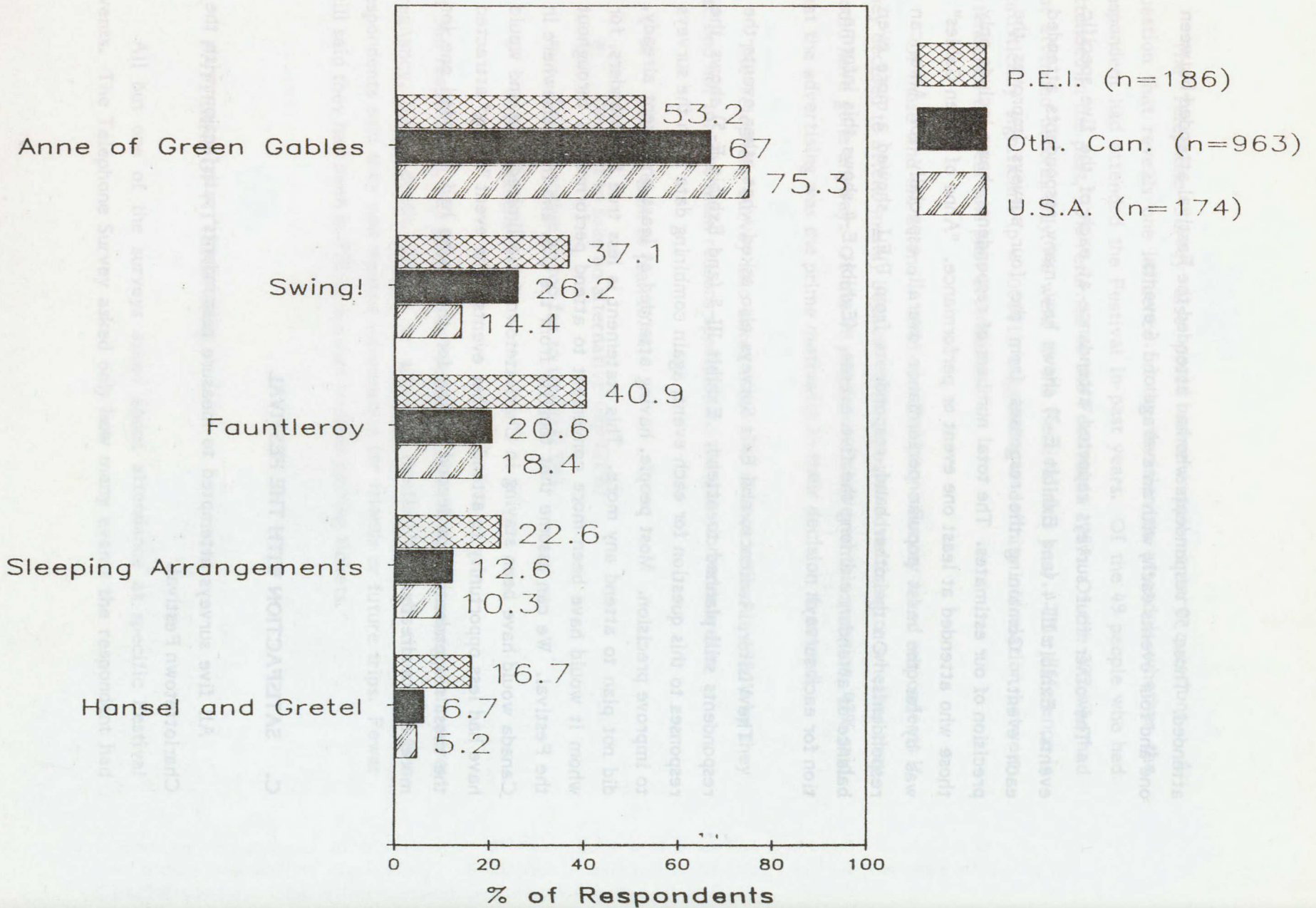
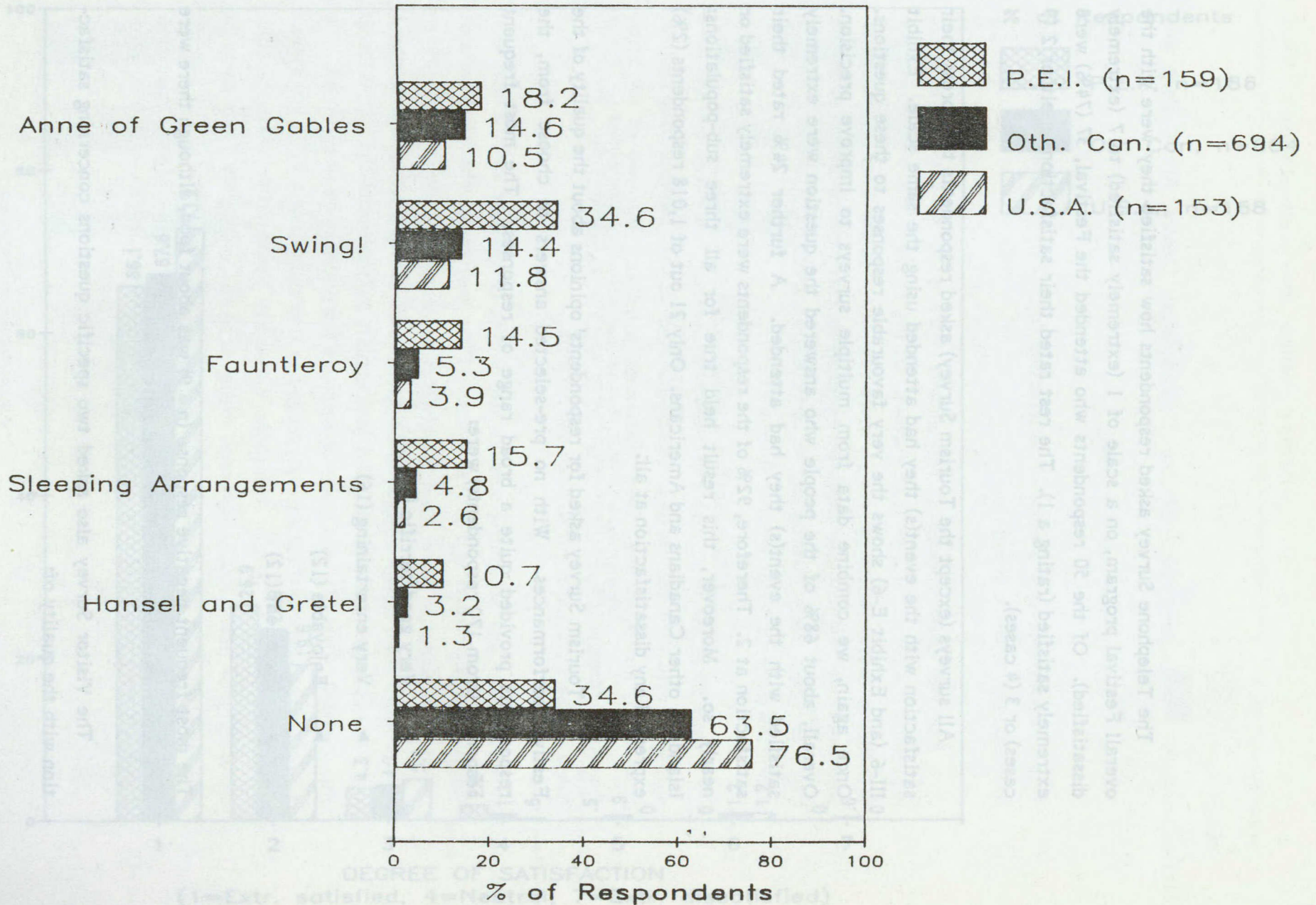


EXHIBIT III-5 Planned attendance at other events



The Telephone Survey asked respondents how satisfied they were with the overall Festival program, on a scale of 1 (extremely satisfied) to 7 (extremely dissatisfied). Of the 50 respondents who attended the Festival, 37 (74%) were extremely satisfied (rating a 1). The rest rated their satisfaction as either 2 (9 cases) or 3 (4 cases).

All surveys (except the Tourism Survey) asked respondents to express their satisfaction with the event(s) they had attended using the same scale. Exhibit III-6 (and Exhibit E-6) shows the very favourable responses to these questions. Once again, we combine data from multiple surveys to improve precision. Overall, about 68% of the people who answered the question were extremely satisfied with the event(s) they had attended. A further 24% rated their satisfaction at 2. Therefore, 92% of the respondents were extremely satisfied or nearly so. Moreover, this result held true for all three sub-populations: Islanders, other Canadians and Americans. Only 21 out of 1,018 respondents (2%) expressed any dissatisfaction at all.

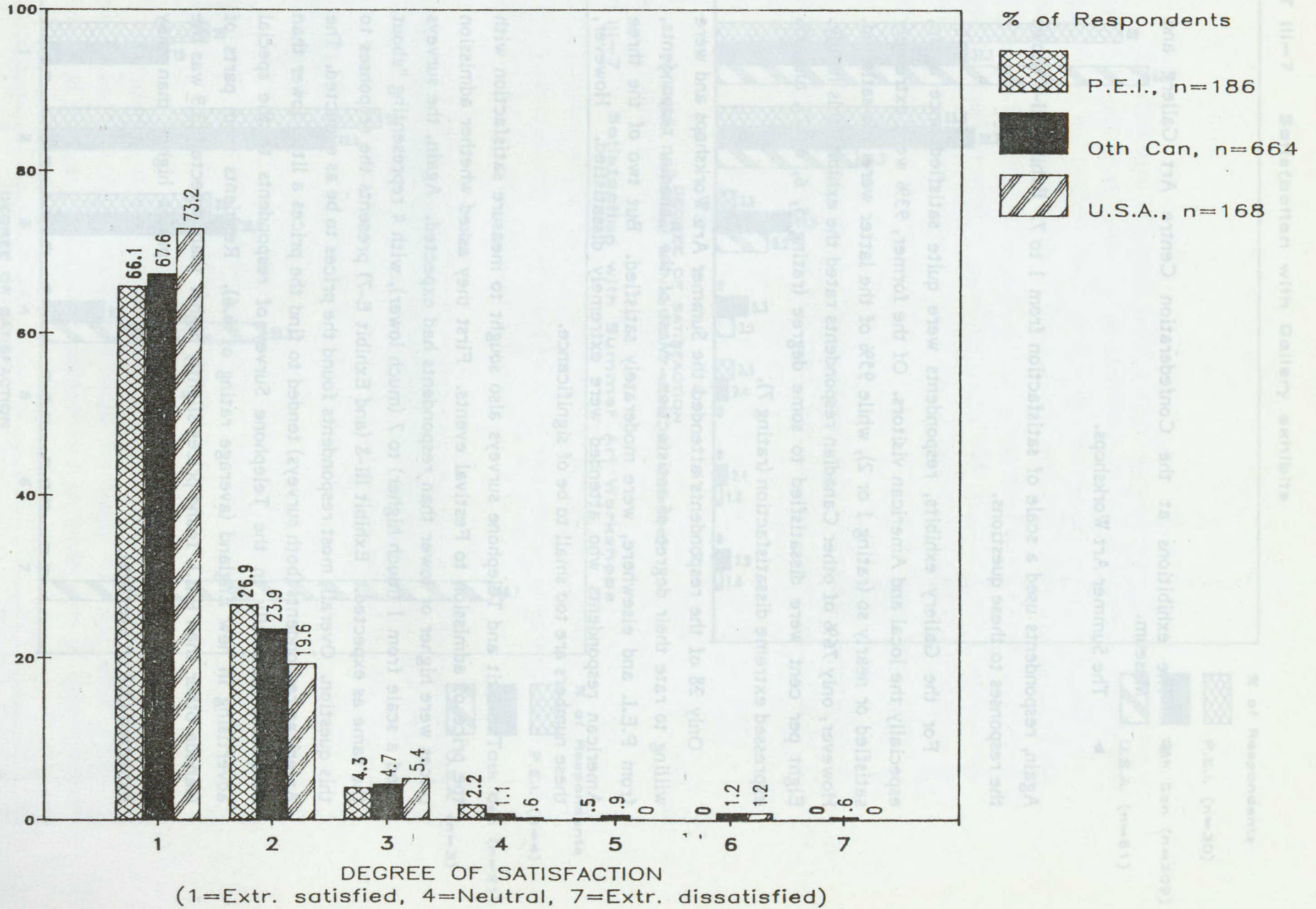
The Tourism Survey asked for respondents' opinions about the quality of the Festival performances. With no pre-selected answers to choose from, the respondents provided quite a broad range of responses. The most frequent responses (from 170 respondents) were:

- ▶ Very good/terrific (43)
- ▶ Very entertaining (16)
- ▶ Enjoyable (12)
- ▶ Excellent (12)

The most frequent negative response (n = 9) was about food, although there were other comments about food that were quite positive.

The Visitor Survey also asked two specific questions concerning satisfaction with the quality of:

EXHIBIT III-6 Satisfaction with events attended



- ▶ The exhibitions at the Confederation Centre Art Gallery and Museum.
- ▶ The Summer Art Workshops.

Again, respondents used a scale of satisfaction from 1 to 7. Exhibit III-7 shows the responses to these questions.

For the Gallery exhibits, respondents were quite satisfied once again, especially the local and American visitors. Of the former, 93% were extremely satisfied or nearly so (rating 1 or 2), while 95% of the latter were this satisfied. However, only 76% of other Canadian respondents rated the exhibits this highly. Eight per cent were dissatisfied to some degree (rating 5, 6, or 7), and 3% expressed extreme dissatisfaction (rating 7).

Only 28 of the respondents attended the Summer Art Workshops and were willing to rate their degree of satisfaction. Most of the Canadian respondents, from P.E.I. and elsewhere, were moderately satisfied. But two of the three American respondents who attended were extremely dissatisfied. However, these numbers are too small to be of significance.

The Exit and Telephone surveys also sought to measure satisfaction with the price of admission to Festival events. First they asked whether admission prices were higher or lower than respondents had expected. Again, the surveys used a scale from 1 (much higher) to 7 (much lower), with 4 representing "about the same as expected." Exhibit III-8 (and Exhibit E-7) presents the responses to this question. Overall, most respondents found the prices to be as expected. The American respondents (both surveys) tended to find the prices a little lower than expected, especially in the Telephone Survey of respondents to the special advertising in new England (average rating of 4.6). Residents from parts of Canada other than P.E.I. found prices slightly higher than expected (3.9 was the average rating). P.E.I. respondents also found the prices higher than they expected (3.8 on average).

EXHIBIT III-7 Satisfaction with Gallery exhibits

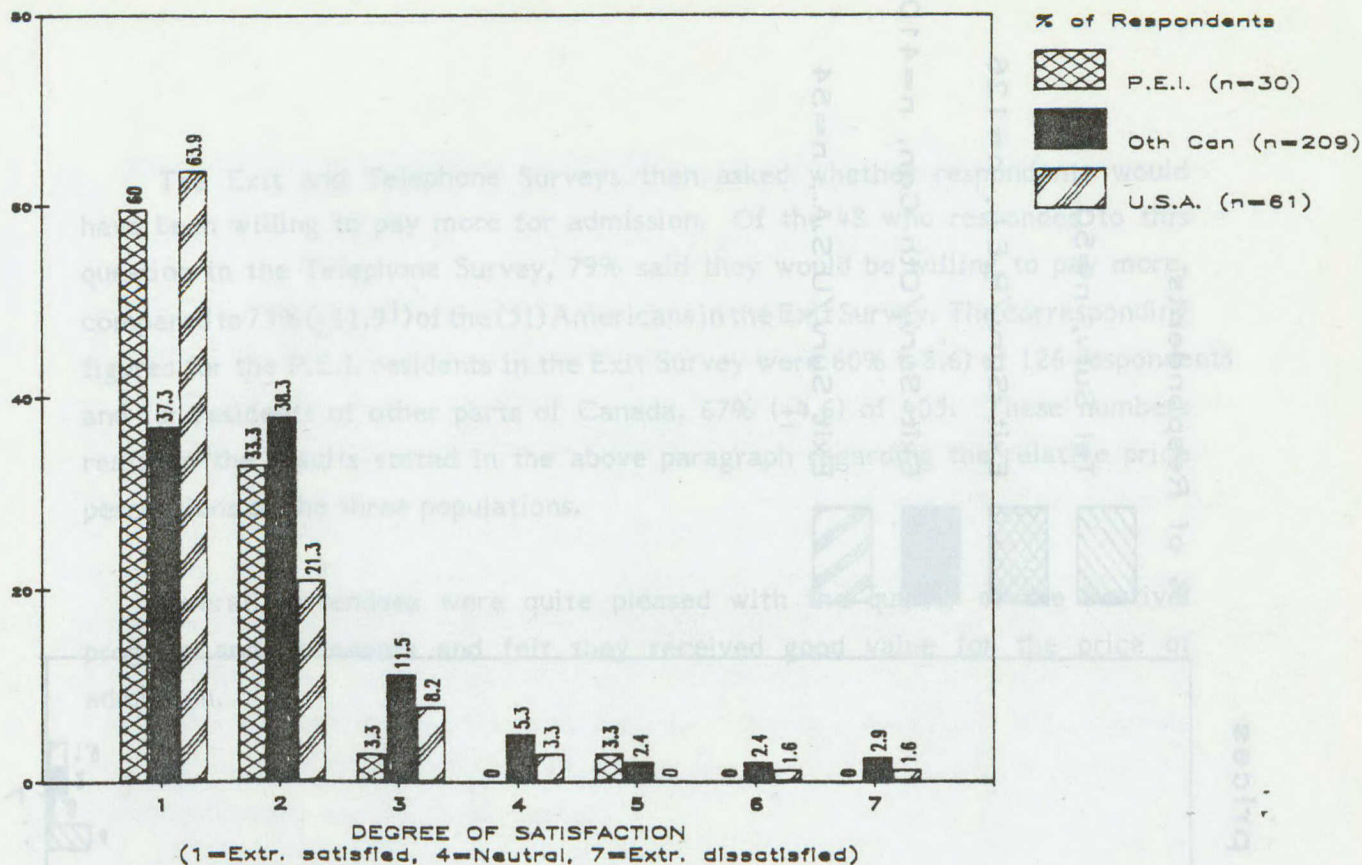


EXHIBIT III-7 Satisfaction with Summer Art Workshops

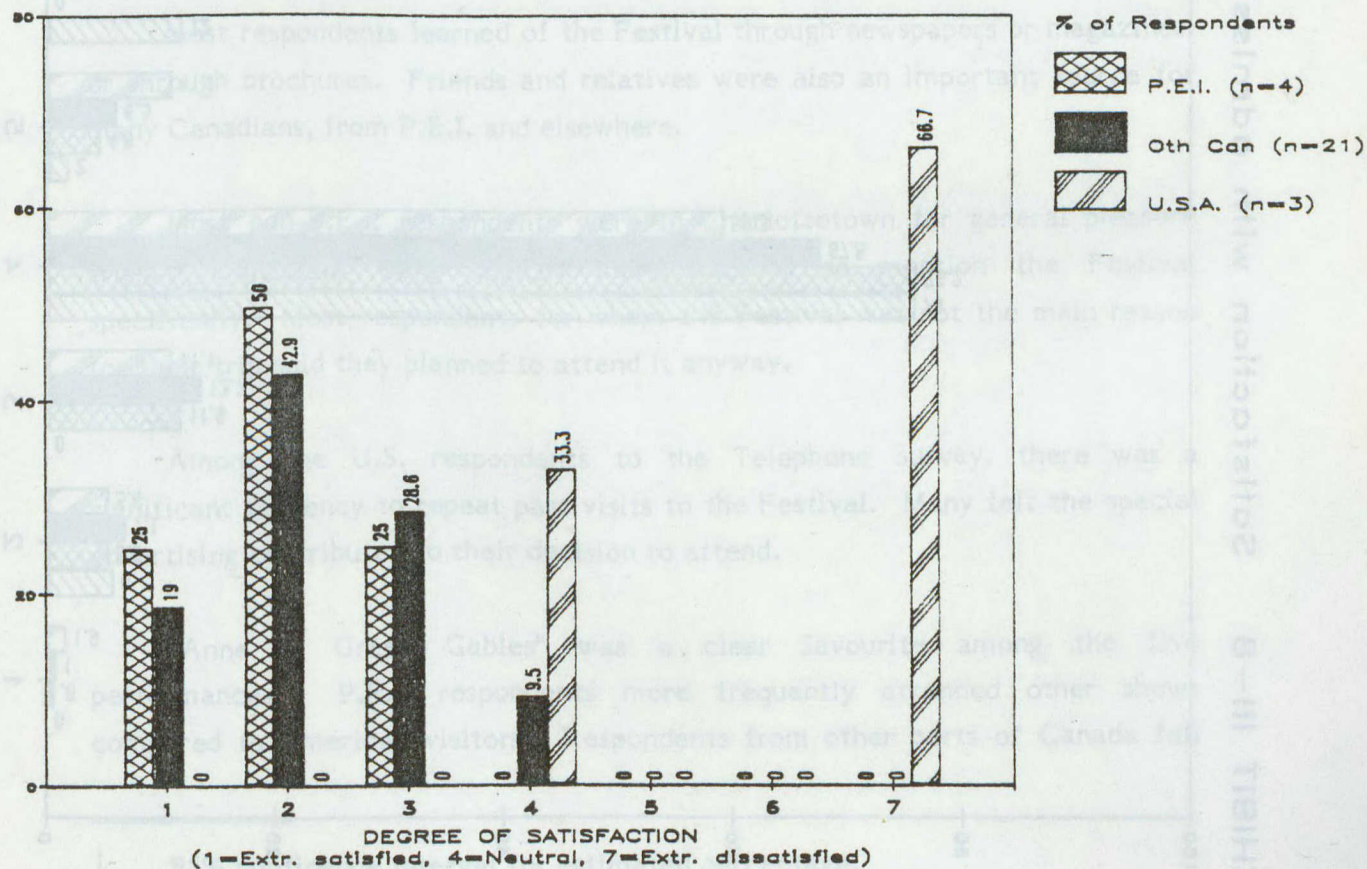
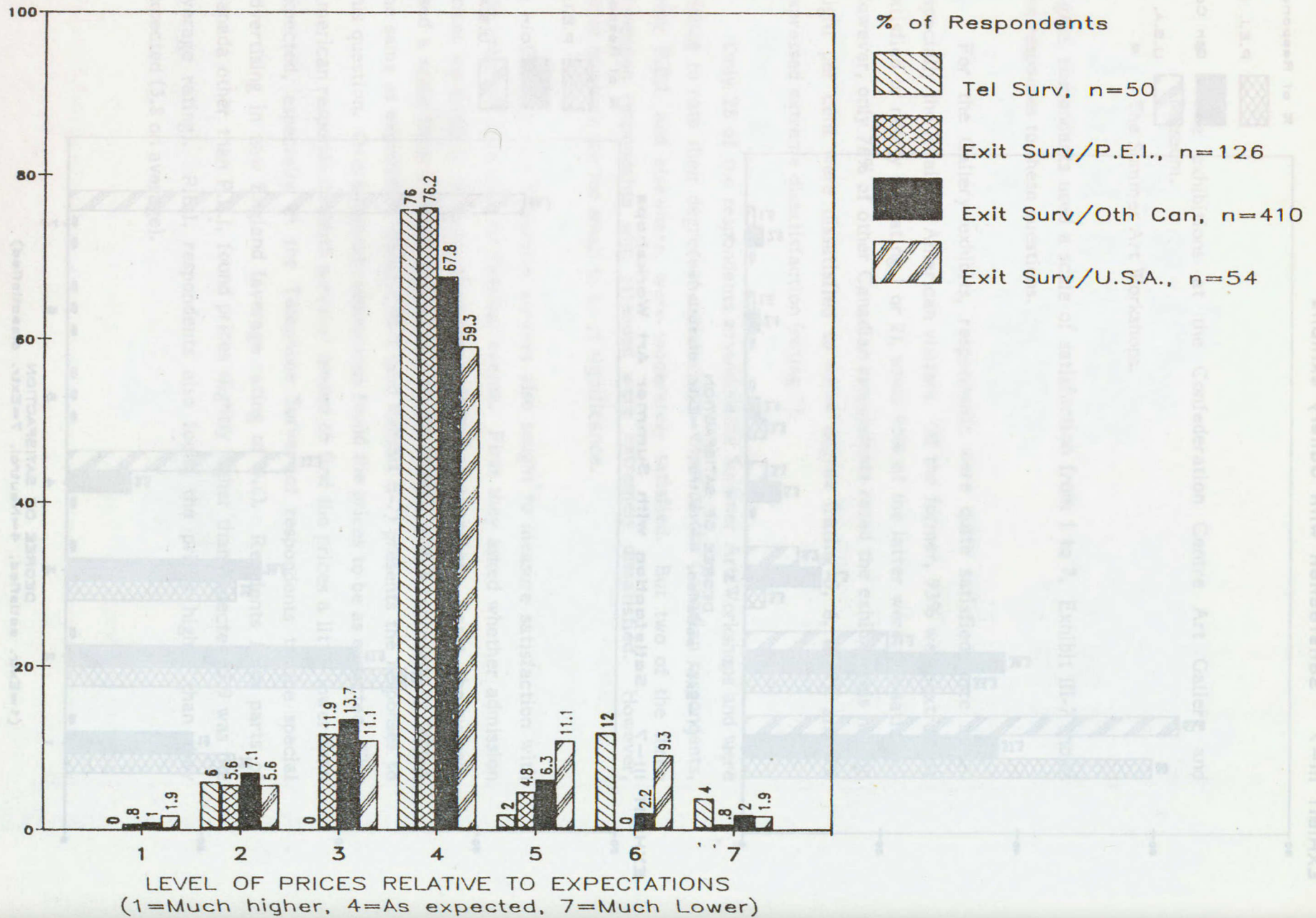


EXHIBIT III-8 Satisfaction with admission prices



The Exit and Telephone Surveys then asked whether respondents would have been willing to pay more for admission. Of the 48 who responded to this question in the Telephone Survey, 79% said they would be willing to pay more, compared to 75% (+11.9¹) of the (51) Americans in the Exit Survey. The corresponding figures for the P.E.I. residents in the Exit Survey were 60% (+8.6) of 126 respondents and for residents of other parts of Canada, 67% (+4.6) of 405. These numbers reaffirm the results stated in the above paragraph regarding the relative price perceptions of the three populations.

Overall, attendees were quite pleased with the quality of the Festival program and its events and felt they received good value for the price of admission.

D. SUMMARY

Most respondents learned of the Festival through newspapers or magazines, or through brochures. Friends and relatives were also an important source for many Canadians, from P.E.I. and elsewhere.

Most non-P.E.I. respondents were in Charlottetown for general pleasure trips. Canadians were slightly more inclined to mention the Festival specifically. Most respondents for whom the Festival was not the main reason for their trip said they planned to attend it anyway.

Among the U.S. respondents to the Telephone Survey, there was a significant tendency to repeat past visits to the Festival. Many felt the special advertising contributed to their decision to attend.

"Anne of Green Gables" was a clear favourite among the five performances. P.E.I. respondents more frequently attended other shows compared to American visitors. Respondents from other parts of Canada fell

¹ 95% confidence interval for estimated percentage.

between these two groups. But the large majority of respondents attended only one event.

A very great majority of respondents was generally very satisfied with the Festival and its events. Most paid about what they expected for admission. American respondents tended to feel slightly better about value for their money than did their counterparts from Canada, especially from P.E.I, but the differences were not great.

IV

TRAVEL AND EXPENDITURE PATTERNS

A. TRANSPORTATION AND ACCOMMODATION

The Exit and Telephone Surveys asked respondents how they travelled to P.E.I. Exhibit IV-1 shows the distribution of responses. Clearly, the most common mode of transportation for both non-local Canadian and U.S. attendees was automobile. Looking at the U.S. respondents, the Exit Survey sample included more individuals who came by bus. Although the sample size is small, this may suggest that some U.S. attendees were attracted to the Island and the Festival through bus tour advertising.

Visitors were also asked about their accommodation in P.E.I. As shown in Exhibit IV-2, most U.S. respondents stayed in hotels or motels. Canadian attendees tended to stay in hotels and motels somewhat less often than Americans, and more frequently with friends and relatives.

Finally, we asked respondents how many days and nights they spent in Charlottetown and in P.E.I. overall. Responses by survey and sub-population are shown in Exhibit IV-3. Both American and Canadian visitors responding to the Telephone and Exit Surveys report spending approximately one week in P.E.I., a substantial portion of which (40% or more) was spent in Charlottetown. Respondents to the Tourism Survey report somewhat shorter visits. Overall, Canadian visitors tend to stay slightly longer than American.

EXHIBIT IV-1 Means of transportation to P.E.I., by survey

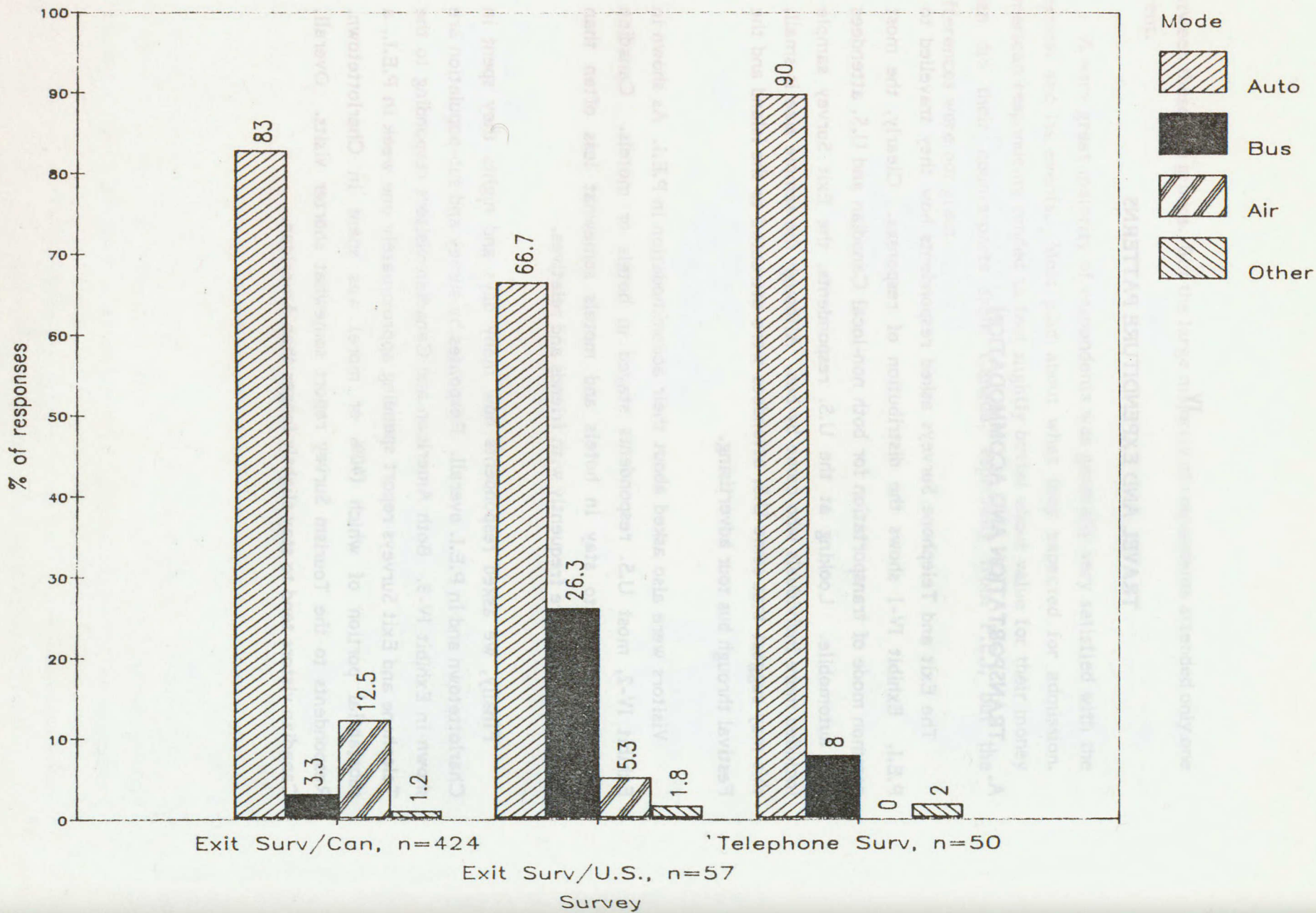


EXHIBIT IV-2 Accommodation during visit to P.E.I., by survey.

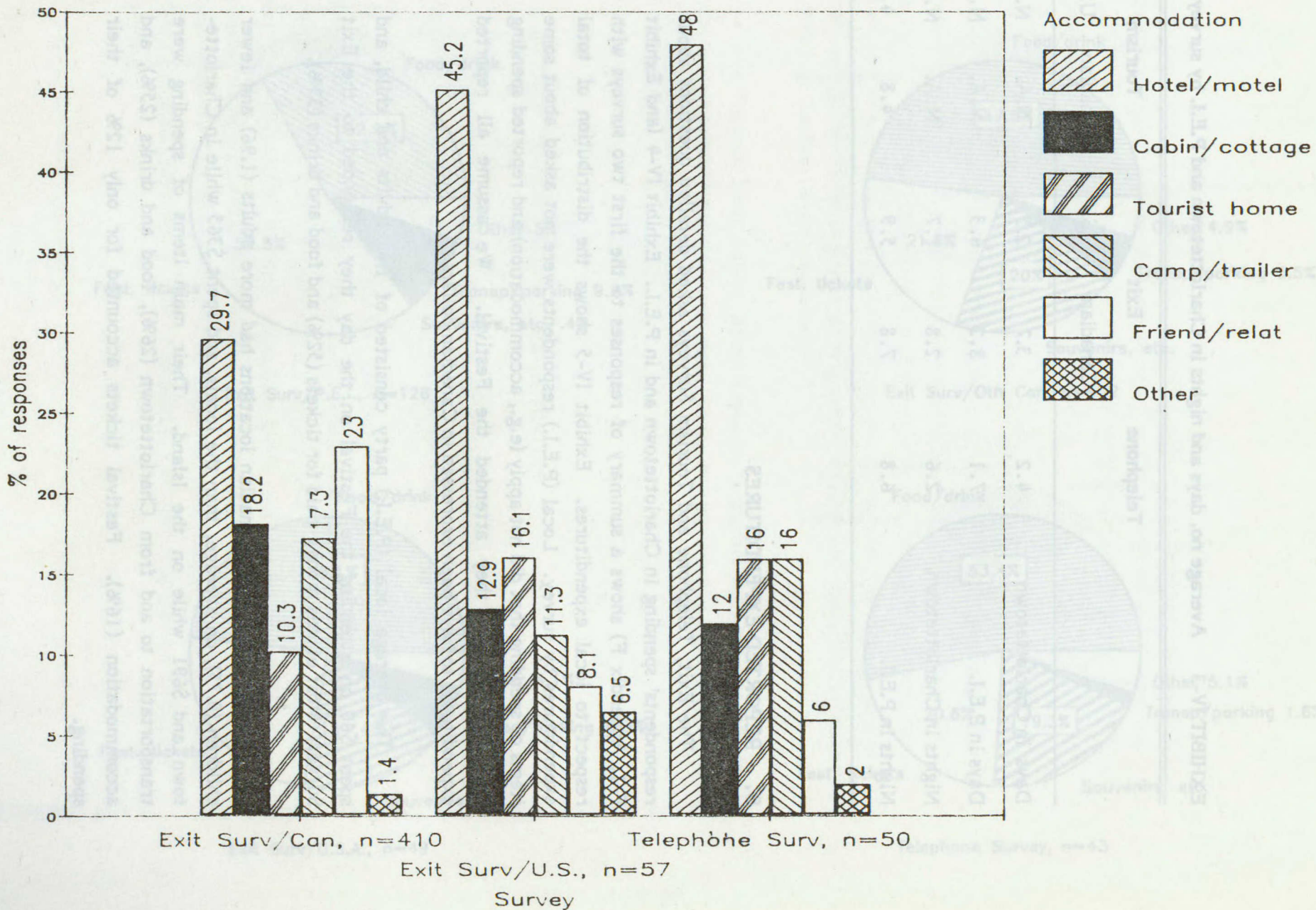


EXHIBIT IV-3 Average no. days and nights in Charlottetown and P.E.I. by survey

	Telephone	Exit		Tourism	
		Canadian	U.S.	Canadian	U.S.
Days in Charlottetown	4.2	3.7	2.5	N.A.	N.A.
Days in P.E.I.	7.1	8.2	6.3	N.A.	N.A.
Nights in Charlottetown	2.6	2.8	1.7	N.A.	N.A.
Nights in P.E.I.	6.8	7.8	5.9	4.8	4.0

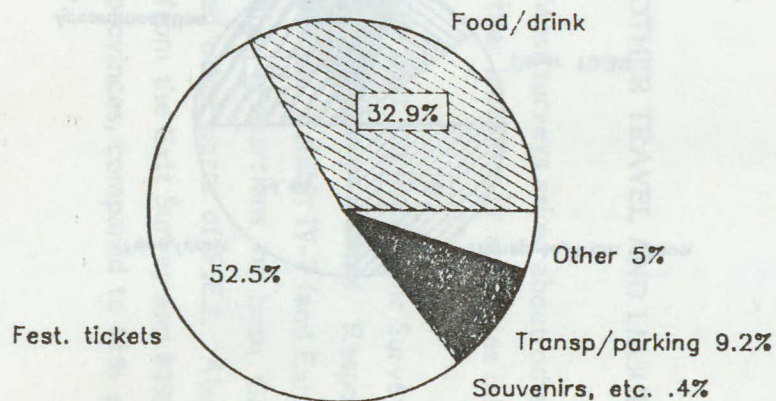
B. REPORTED EXPENDITURES

The Exit, Telephone and Tourism Surveys asked detailed questions about respondents' spending in Charlottetown and in P.E.I.. Exhibit IV-4 (and Exhibit F-1, Appendix F) shows a summary of responses to the first two surveys with respect to local expenditures. Exhibit IV-5 shows the distribution of total expenditures by survey. Local (P.E.I.) respondents were not asked about some items of spending that did not apply (e.g., accommodation) and reported spending only for the day they attended the Festival. We assume all reported expenditures to have been expressed in Canadian dollars.

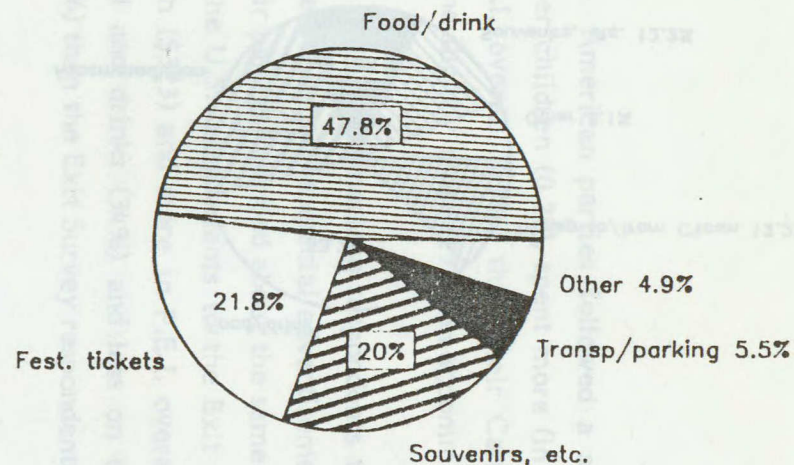
The average local (P.E.I.) party consisted of 1.41 adults and child, and spent \$60 on attending the Festival on the day they responded to the Exit Survey. Most of this money paid for tickets (52%) and food and drinks (33%).

Parties from other Canadian locations had more adults (1.96) and fewer children (0.75), on average, than the locals, and spent \$365 while in Charlottetown and \$691 while on the Island. Their main items of spending were transportation to and from Charlottetown (26%), food and drinks (25%), and accommodation (16%). Festival tickets accounted for only 12% of their spending.

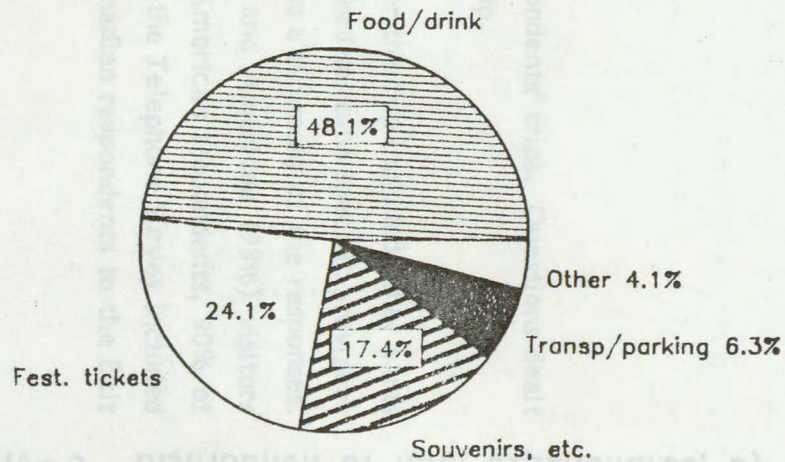
EXHIBIT IV- 4 Distribution of local expenditures, by survey



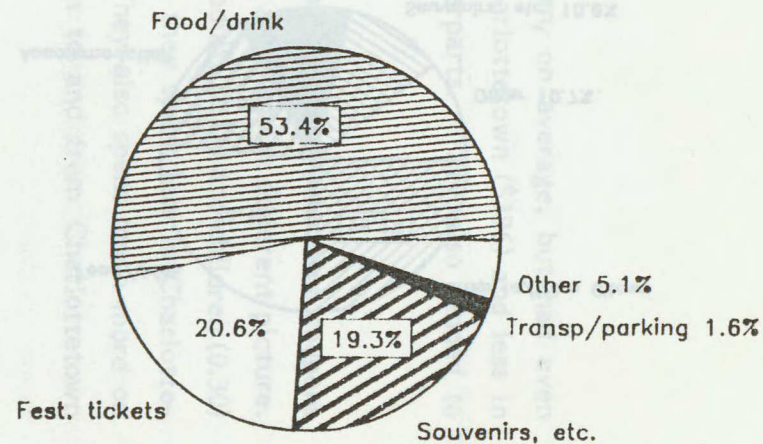
Exit Surv/P.E.I., n=128



Exit Surv/Oth Can, n=402

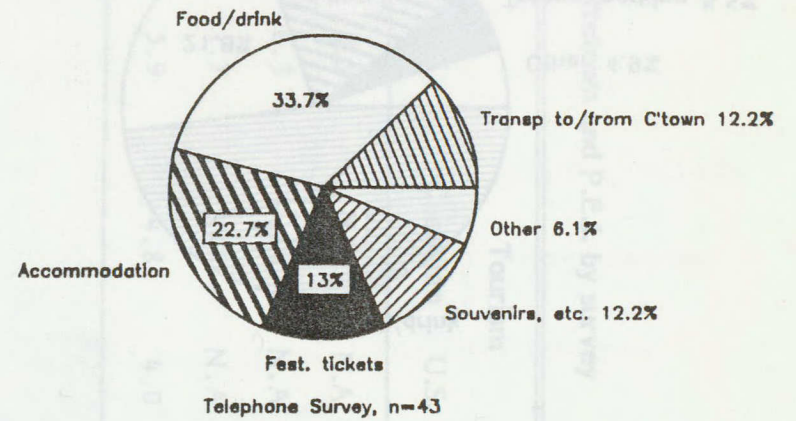
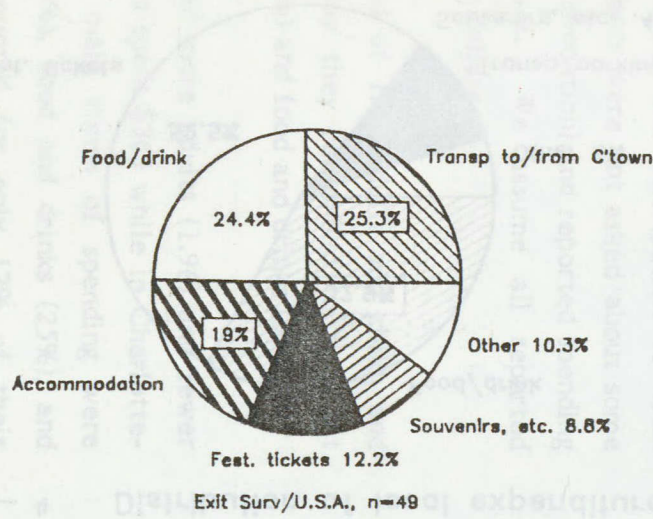
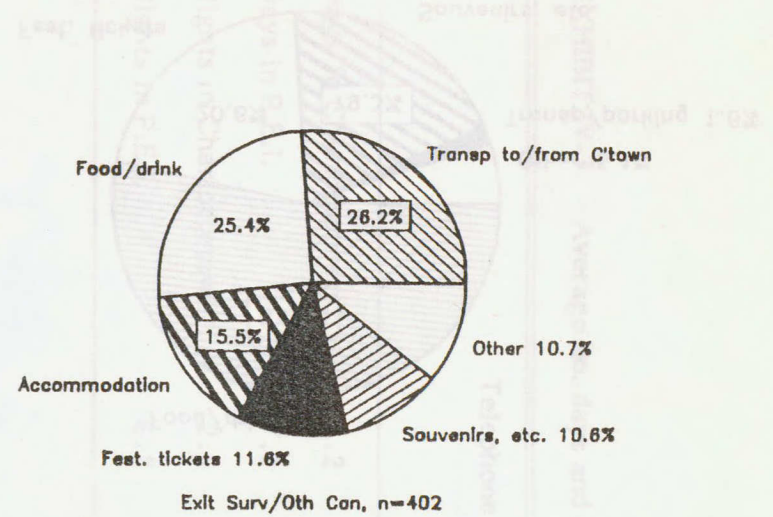


Exit Surv/U.S.A., n=49



Telephone Survey, n=43

EXHIBIT IV-5 Distribution of total expenditures, by survey



American parties followed a similar pattern, on average, but had even fewer children (0.24), spent more (in total) in Charlottetown (\$396) and less in P.E.I. overall (\$596) than their Canadian counterparts. They also tended to spend slightly more (19%) on accommodation.

But the American respondents to the Telephone Survey (who sent coupons in response to the special advertisements) present a somewhat different picture. Their parties included about the same numbers of adults (2.14) and children (0.30) as the U.S. respondents to the Exit survey. But they spent less in Charlottetown (\$323) and more in P.E.I. overall (\$620). They also spent much more on food and drinks (34%) and less on transportation to and from Charlottetown (12%) than the Exit Survey respondents.

The Tourism Survey asked about spending in slightly different categories. Exhibit IV-6 summarizes the responses. Of 1,250 respondents, 53% claimed to have kept a log of their expenditures.

C. OTHER TRAVEL AND LEISURE ACTIVITIES

Most surveys asked about other parts of respondents' trips. Questions dealt with other locations or activities included in the trip.

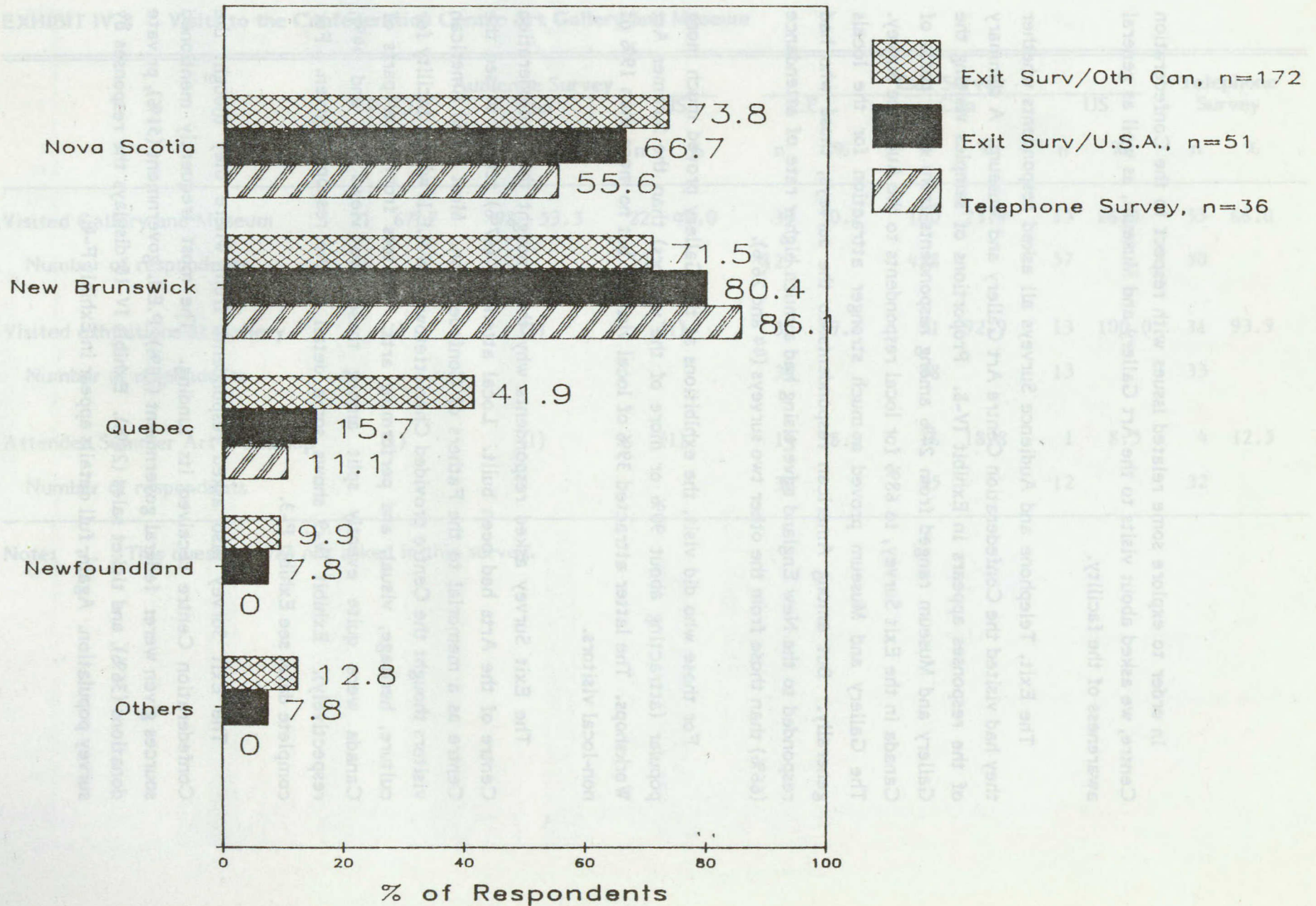
The Exit and Telephone Surveys asked whether the trip included other parts of P.E.I. or other provinces. Respondents were asked to name specific provinces if applicable. Exhibit IV-7 (and Exhibit F-2) displays a summary of the responses. Very high proportions of both Canadian (90%) and American (98%) visitors included other parts of P.E.I. Also, among the American respondents, 90% of those from the Exit Survey and 80% of those from the Telephone Survey included other provinces, compared to 41% of non-local Canadian respondents to the Exit Survey.

EXHIBIT IV-6 Expenditure statistics, by sample population, for the Tourism Survey

	Canada		United States	
	Avg.	n	Avg.	n
Gasoline and oil	\$ 49.97	630	\$ 60.65	259
Auto repairs and maintenance	\$ 59.88	49	\$ 50.07	14
Meals, beverages in restaurants	\$106.24	672	\$ 95.09	283
Alcoholic beverages	\$ 35.27	259	\$ 18.20	54
Food, beverages (non-alc.) in stores	\$ 51.13	462	\$ 50.96	161
Accommodations	\$124.84	576	\$103.10	247
Recreation and entertainment	\$ 63.77	476	\$ 46.41	133
Handcrafts and rel. merchandise	\$ 48.82	373	\$ 51.26	153
Other spending under \$250	\$ 56.25	93	\$ 74.22	18
Other spending over \$250	\$228.67	6	\$290.00	2
Number of people in party	2.75	878	2.52	325

In all these cases, the high percentages may reflect the fact that most visitors (86% from the Telephone Survey) arrived by car and had to visit other parts of P.E.I. and other provinces in transit. The analysis of this finding is not conclusive because we don't know how respondents interpreted "does your trip include." It could have meant "for some specific purpose or activity," or "just passing through." In any case, Nova Scotia and New Brunswick are by far the main provinces that respondents included in their trips to P.E.I., with Quebec a respectable third.

EXHIBIT IV-7 Other provinces included in trip



In order to explore some related issues with respect to the Confederation Centre, we asked about visits to the Art Gallery and Museum, as well as general awareness of the facility.

The Exit, Telephone and Audience Surveys all asked respondents whether they had visited the Confederation Centre Art Gallery and Museum. A summary of the responses appears in Exhibit IV-8. Proportions of samples visiting the Gallery and Museum ranged from 24% among respondents from other parts of Canada in the Exit Survey, to 68% for local respondents to the Audience Survey. The Gallery and Museum proved a much stronger attraction for the locals generally. But among American respondents to the surveys, those who had responded to the New England advertising had a much higher rate of attendance (66%) than those from the other two surveys (44 and 26%).

For those who did visit, the exhibitions at the Gallery proved much more popular (attracting about 90% or more of the visitors) than the Summer Art Workshops. The latter attracted 39% of local visitors, but no more than 19% of non-local visitors.

The Exit Survey asked respondents why they thought the Confederation Centre of the Arts had been built. Local attendees (67%) tended to see the Centre as a memorial to the Fathers of Confederation. Most (52%) American visitors thought the Centre provided Charlottetown and P.E.I. with a facility for culture, heritage, visual, and performing arts. Visitors from other parts of Canada were quite evenly split among these two views (48 and 44%, respectively). Exhibit IV-9 shows some detail on the responses given. For complete data, see Exhibit F-3.

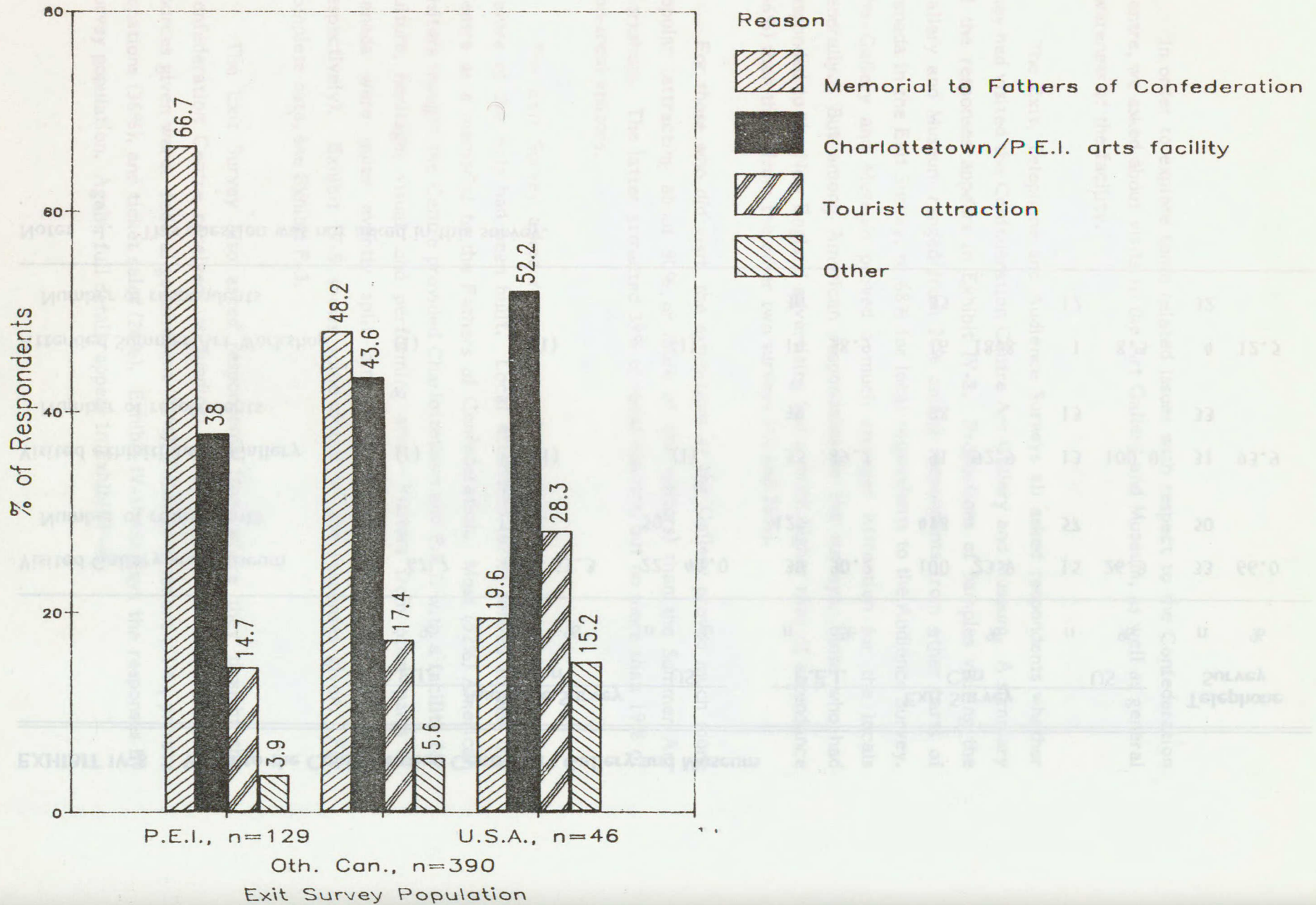
The Exit Survey also asked respondents from where they thought the Confederation Centre received its funding. The most frequently mentioned sources given were: federal government (76%), P.E.I. government (51%), private donations (36%), and ticket sales (26%). Exhibit IV-10 displays the responses by survey population. Again, full details appear in Exhibit F-4.

EXHIBIT IV-8 Visits to the Confederation Centre Art Gallery and Museum

	Audience Survey						Exit Survey						Telephone Survey	
	P.E.I.		Can		US		P.E.I.		Can		US		n	%
	n	%	n	%	n	%	n	%	n	%	n	%		
Visited Gallery and Museum	21	67.7	98	53.3	22	44.0	39	30.2	100	23.9	15	26.3	33	66.0
Number of respondents	31		184		50		129		418		57		50	
Visited exhibitions at Gallery	(1)		(1)		(1)		35	89.7	91	92.9	13	100.0	31	93.9
Number of respondents							39		98		13		33	
Attended Summer Art Workshop	(1)		(1)		(1)		14	38.9	16	18.8	1	8.3	4	12.5
Number of respondents							36		85		12		32	

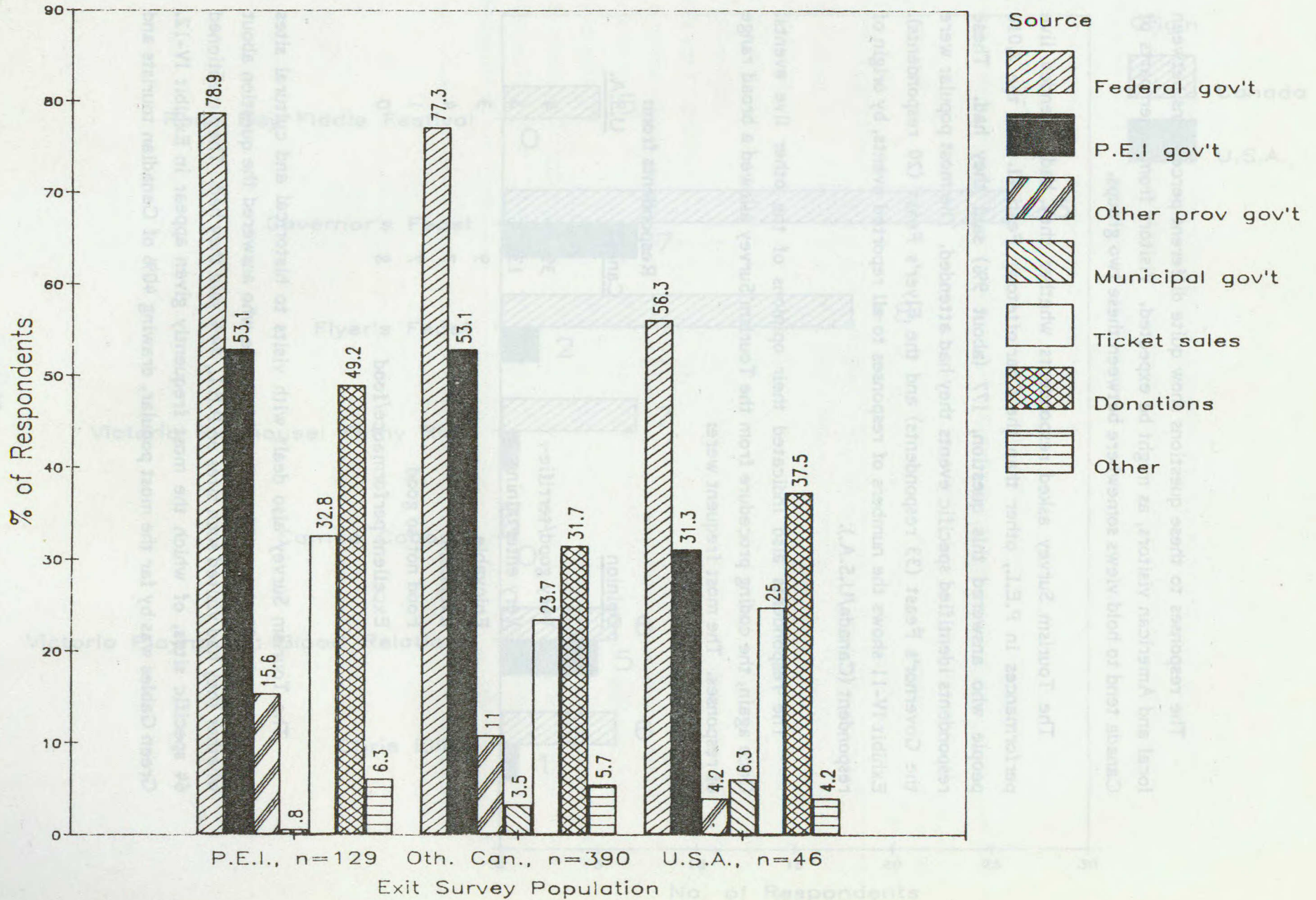
Note: 1. This question was not asked in this survey.

EXHIBIT IV - 9 Perceived reason for building the Confederation Centre



- 115 -

EXHIBIT IV - 10 Perceived source of funds for Confederation Centre



The responses to these questions show quite different perceptions between local and American visitors, as might be expected. Visitors from other parts of Canada tend to hold views somewhere between these two groups.

The Tourism Survey asked respondents whether they had attended live performances in P.E.I., other than the Charlottetown Festival. Of the 2,016 people who answered this question, 177 (about 9%) said they had. These respondents identified specific events they had attended. The most popular were the Governor's Feast (33 respondents) and the Flyer's Feast (20 respondents). Exhibit IV-11 shows the numbers of responses to all reported events, by origin of respondent (Canada/U.S.A.).

The respondents also indicated their opinions of the other live events. Once again, the coding procedure from the Tourism Survey allowed a broad range of responses. The most frequent were:

<u>Opinion</u>	<u>Respondents from:</u>	
	<u>Canada</u>	<u>U.S.A.</u>
Very good/terrific	39	4
Very entertaining	13	3
Enjoyable	9	3
Excellent	7	4
Food not so good	7	1
Excellent performance/food	8	0

The Tourism Survey also dealt with visits to historical and cultural sites associated with Heritage '85. Of 1,993 people who answered the question about whether they had visited such sites on P.E.I., 44% said they had. They mentioned 64 specific sites, of which the most frequently given appear in Exhibit IV-12. Green Gables was by far the most popular, drawing 40% of Canadian tourists and

EXHIBIT IV-11

Other live events attended

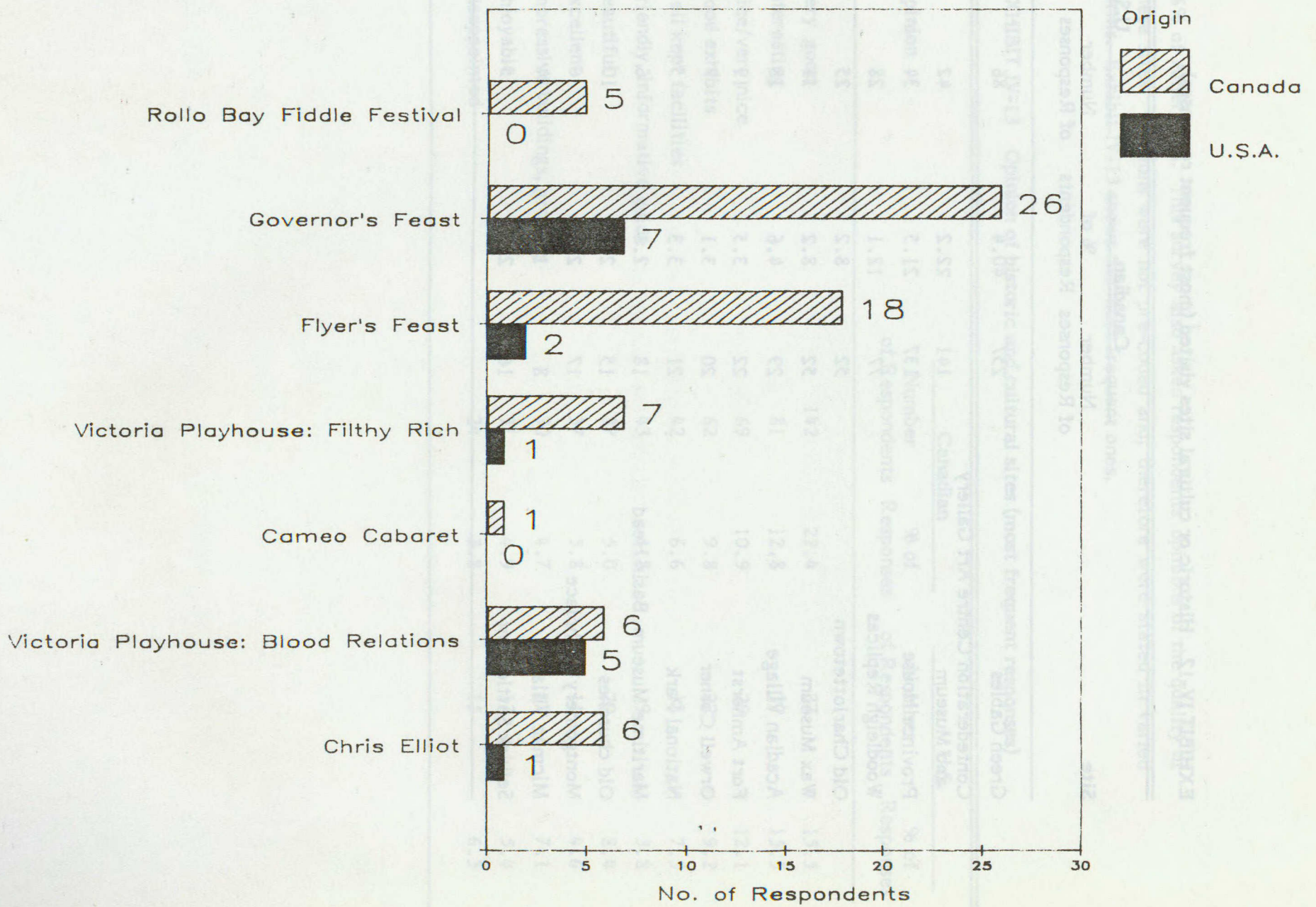


EXHIBIT IV-12 Historic or cultural sites visited (most frequent responses)

Site	Canadian		U.S.	
	Number of Responses	% of Respondents	Number of Responses	% of Respondents
Green Gables	257	40.4	86	35.8
Confederation Centre Art Gallery and Museum	141	22.2	42	17.5
Province House	137	21.5	34	14.2
Woodleigh Replicas	77	12.1	28	11.7
Old Charlottetown	52	8.2	25	10.4
Wax Museum	52	8.2	11	4.6
Acadian Village	29	4.6	18	7.5
Fort Amherst	22	3.5	19	7.9
Orwell Corner	20	3.1	7	2.9
National Park	21	3.3	5	2.1
Maritime Museum, Basin Head	18	2.8	6	2.5
Old churches	15	2.4	10	4.2
Montgomery birthplace	17	2.7	6	2.5
Micmac Village	8	1.3	14	5.8
Selkirk Settlement	16	2.5	5	2.1

36% of Americans. This survey also asked respondents' opinions of the quality of these sites. Opinions were not pre-coded and, therefore were stated in varied terms. Exhibit IV-13 shows the most frequent ones.

EXHIBIT IV-13 Opinion of historic and cultural sites (most frequent responses)

Opinion	Canadian		U.S.	
	Number of Respondents	% of Responses	Number of Respondents	% of Responses
Very good	142	22.4	37	15.5
Interesting	81	12.8	37	15.5
Nice/very nice	69	10.9	29	12.1
Good exhibits	62	9.8	22	9.2
Well kept facilities	42	6.6	18	7.5
Friendly, informative guide	43	6.8	9	3.8
Beautiful	37	5.0	20	8.4
Excellent	37	5.8	11	4.6
Impressive buildings, grounds	30	4.7	17	7.1
Enjoyable	31	4.9	13	5.4
Disappointed	24	3.8	15	6.3

Appendix A

**THE CHARLOTTETOWN FESTIVAL:
1985 PROGRAM AND ADVERTISING**

EXHIBIT A-1 CHARLOTTETOWN FESTIVAL 1985: SCHEDULE OF EVENTS

1985 Charlottetown Festival Schedule

Main Stage Productions - Anne of Green Gables, Fauntleroy, Swing!

Cameo Cabaret - Sleeping Arrangements

June, July, August, September 1985

The Charlottetown Festival gratefully acknowledges the support of its corporate sponsors and the Canada Council.

All Programs subject to change or cancellation without prior notice.

JUNE		TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
17		18 PREVIEW Swing! 8 pm	19 PREVIEW Swing! 8 pm	20 WORLD PREMIERE Swing! 8 pm	21	22 OPENING NIGHT Anne 8 pm
24 Anne 8 pm OPENING NIGHT Sleeping 8:30 pm	25 Swing! 8 pm Sleeping 8:30 pm	26 Anne 8 pm Sleeping 8:30 pm	27 OPENING NIGHT Fauntleroy 8 pm Sleeping 8:30 pm	28 Fauntleroy 8 pm Sleeping 8:30 pm	29 Anne 1:30 pm Swing! 8 p.m. Sleeping 8:30 pm	
JULY		TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Anne 8 pm Sleeping 8:30 pm	2 Fauntleroy 8 pm Sleeping 8:30 pm	3 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	4 Swing! 8 pm Sleeping 8:30 pm	5 Fauntleroy 8 pm Sleeping 8:30 pm	6 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
8 Anne 8 pm Sleeping 8:30 pm	9 Fauntleroy 8 pm Sleeping 8:30 pm	10 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	11 Swing! 8 pm Sleeping 8:30 pm	12 Fauntleroy 8 pm Sleeping 8:30 pm	13 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
15 Anne 8 pm Sleeping 8:30 pm	16 Fauntleroy 8 pm Sleeping 8:30 pm	17 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	18 Swing! 8 pm Sleeping 8:30 pm	19 Fauntleroy 8 pm Sleeping 8:30 pm	20 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
22 Anne 8 pm Sleeping 8:30 pm	23 Fauntleroy 8 pm Sleeping 8:30 pm	24 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	25 Swing! 8 pm Sleeping 8:30 pm	26 Fauntleroy 8 pm Sleeping 8:30 pm	27 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
29 Anne 8 pm Sleeping 8:30 pm	30 Fauntleroy 8 pm Sleeping 8:30 pm	31 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	AUGUST		FRIDAY	SATURDAY
			1 Swing! 8 pm Sleeping 8:30 pm	2 Fauntleroy 8 pm Sleeping 8:30 pm	3 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
MONDAY	TUESDAY	WEDNESDAY	8 Swing! 8 pm Sleeping 8:30 pm	9 Fauntleroy 8 pm Sleeping 8:30 pm	10 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
5 Anne 8 pm Sleeping 8:30 pm	6 Fauntleroy 8 pm Sleeping 8:30 pm	7 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	15 Swing! 8 pm Sleeping 8:30 pm	16 Fauntleroy 8 pm Sleeping 8:30 pm	17 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
12 Anne 8 pm Sleeping 8:30 pm	13 Fauntleroy 8 pm Fauntleroy Equity Performance 1:30 pm Sleeping 8:30 pm	14 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	22 Swing! 8 pm Sleeping 8:30 pm	23 Fauntleroy 8 pm Sleeping 8:30 pm	24 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
19 Anne 8 pm Sleeping 8:30 pm	20 Fauntleroy 8 pm Sleeping 8:30 pm	21 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm	29 Swing! 8 pm Sleeping 8:30 pm	30 Fauntleroy 8 pm Sleeping 8:30 pm	31 Anne 1:30 pm Swing! 8 pm Sleeping 8:30 pm	
26 Anne 8 pm Sleeping 8:30 pm	27 Fauntleroy 8 pm Sleeping 8:30 pm	28 Anne 1:30 pm Anne 8 pm Sleeping 8:30 pm				
SEPTEMBER	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
2 Sleeping 8:30 pm	3 Sleeping 8:30 pm	4 Sleeping 8:30 pm	5 Sleeping 8:30 pm	6 Sleeping 8:30 pm	7 Sleeping 8:30 pm	
9 Sleeping 8:30 pm	10 Sleeping 8:30 pm	11 Sleeping 8:30 pm	12 Sleeping 8:30 pm	13 Sleeping 8:30 pm	14 Sleeping 8:30 pm	



The
Charlottetown 
Festival

Enjoy Canada's best musical theatre in Canada's
brightest vacation province, Prince Edward Island.

Our 21st season is bigger and better than ever.

Main Stage presentations from June 19 through
August 31 include:

The ever popular **Anne of Green Gables**

Everyone's favourite fantasy **Fantleroy**

And our salute to the big band era **Swing!**

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free.

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Charlottetown, Prince Edward Island, Canada C1A 7L9

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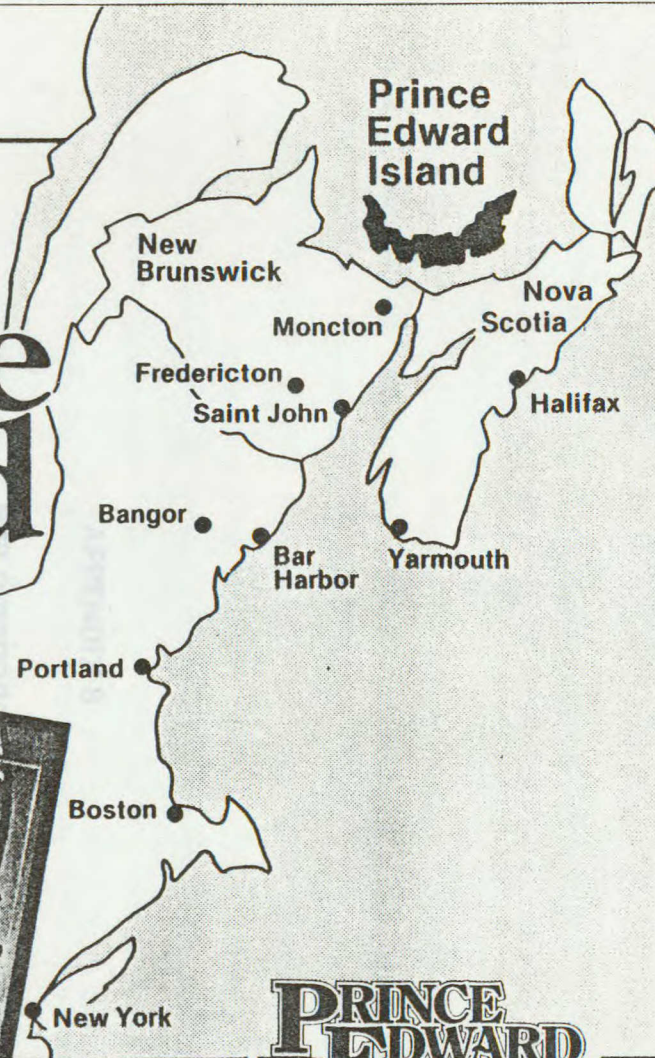
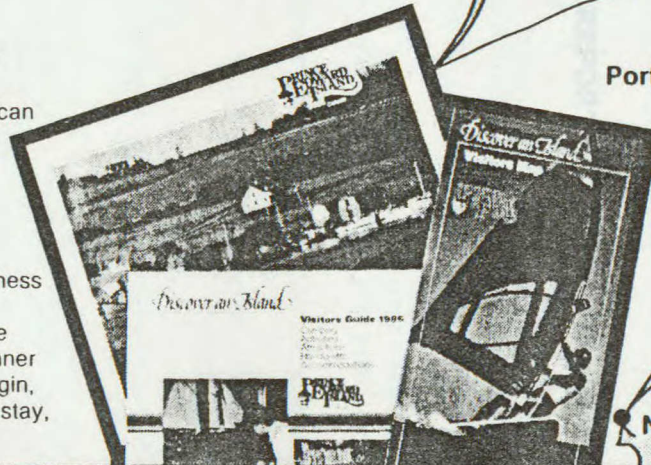
The indescribable described

The Prince Edward Island
Vacation Planner.

It's as jammed with
facts, maps, and full
colour photos as our
beaches are spacious
and uncrowded.

If you can take your eyes off
the scenery for a moment,
there's more to do than you can
fit in one visit.

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APPENDIX B

FIELD REPORT

APPENDIX B

FIELD REPORT

A. INTERVIEWER TRAINING

Eleven students were hired as interviewers through the local Canada Employment Centre. Most of these students were graduates or in the fourth year of their university program, frequently having taken courses in marketing and market research with related 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 conducted mock interviews among themselves. Following this exercise, a detailed discussion took place regarding individual items on the questionnaire and recording of answers.

Similar training sessions were held for both the On-Site Exit Surveys and the Telephone Survey. Since seven of the same interviewers conducted the Telephone Survey, orientation to this field effort did not require the same amount of training.

B. INSTRUMENT PRE-TESTING

The instruments for the Telephone Survey and the on-site Exit Survey were pre-tested to simulate the actual survey. For the Exit Survey, 73 pre-tests were conducted on two occasions, making the required revisions to the survey instrument after each. For the Telephone Survey, the instrument was pre-tested with 20 respondents. Because the majority of items were the same as those on the Exit Survey, minimal revision was required. The objectives of the pre-test 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 pre-test showed that the questionnaire took approximately 10 minutes to complete.

C. SAMPLING STRATEGY

Our target for the Exit Survey was to complete 500 interviews. Interviewers were instructed to attempt more completions with out-of-town respondents by only interviewing one out of every three local people approached. However, given the short period of time available to conduct interviews after a performance or during the intermission (i.e., before audiences returned to their seats or leave the facility), it is possible that this screening approach was not always feasible in practice. As well, the interviewers -- all residents of Prince Edward Island felt that could frequently identify out-of-town visitors for interviewing purposes. In other words, the sampling strategy may not have yielded an exact one to three ratio of local to non-local respondents.

The Exit Survey covered 20 Main Stage presentations and 15 Cameo Cabaret Shows, as well as 4 Children's Theatre showings. Confederation Centre Box Office reports for the period covered (July 24th to August 10th) indicate that the total attendance for all these performances approached 25,000.

For the Telephone Survey, phone numbers could be obtained through long distance operators for 769 of the 988 coupon respondents to the special advertising. All names, addresses and phone numbers were entered into the computer at the Confederation Centre by state. Exhibit B-1 shows the breakdown by origin of coupon respondents. Starting with a random assignment of a number, the Survey Co-ordinator selected every fifth name from the list generated and attempts were made to complete interviews with these individuals. The process was repeated calling every third individual and so on. Every person in the total sample of 769 was ultimately contacted.

Purposive sampling was not employed for the self-completed Audience and Visitor Surveys. These results are useful mainly to reflect the distribution of respondents, but cannot be accepted as representative of their respective populations.

D. DATA COLLECTION

All interviews for the Exit Survey were conducted on-site at Festival performances at the Confederation Centre. The three locations were the Main Stage, Cameo Cabaret, and the Lecture Theatre. The Exit Survey took place from July 24th through to August 10th. Interviewers were present at each Main Stage and Cabaret performance during that period, both intermission (except the Cabaret) and afterwards. The Telephone Survey was also conducted from Confederation Centre offices. This Survey took place from August 27th to September 4th, from approximately 6:00 to 10:00 pm in the evenings and approximately 1:00 to 6:00 pm Saturday and Sunday.

EXHIBIT B-1 Breakdown of New England Coupon List by State

Massachusetts	490
Rhode Island	48
New Hampshire	88
Maine	190
Vermont	58
Connecticut	73
New Jersey	3
New York	17
Delaware	2
Washington, D.C.	1
Virginia	1
Florida	2
Tennessee	2
Ohio	2
Michigan	1
Iowa	1
Wisconsin	1
Illinois	1
Texas	1
California	<u>6</u>
TOTAL:	<u>988</u>

(excluding the nine brochure requests from
Canadian provinces.)

For the Audience Survey, the self-completed program insert questionnaire was used in every fifth program or 200 per night for the Main Stage performances at a selection of events from July 20th through to August 31st. Each of the three main performances were covered four times including matinee performances. For the Cabaret Theatre, inserts were placed in every second program and 50 were distributed at each of five performances of the Children's theatre.

For the Visitor Survey at the Confederation Centre Art Gallery and Museum, blank copies of the self-completed questionnaire were left on a table at the entrance to the Gallery. They were displayed to catch visitors' attention. This took place over the same period as the Audience Survey.

We cannot clearly state the extent to which any duplication exists in the data. However, field staff for the Exit Survey and theatre and gallery staff were instructed to advise respondents not to complete the interview or questionnaire if already approached. The greatest potential for duplication exists with the Tourism PEI Survey.

E. RESPONSE RATE

Over the time allowed for the Exit Survey, 621 interviews were completed. These included 424 non-local Canadians, 136 local residents (i.e., Prince Edward Island), 57 U.S. residents, and four non-Canadian or U.S. residents. Those who were approached were generally very cooperative and willing to assist in the Survey. The refusal rate was less than 10%.

For the Telephone Survey, we completed 443 interviews. There were 158 refusals and 168 people not available. Exhibit B-2 shows the number of completions by state. The number of completions for the Audience Survey was 269: 185 non-local Canadians, 31 local residents, 50 from the U.S. and three

EXHIBIT B-2 Telephone Survey Completion by State

01	-	Massachusetts	=	220
02	-	Maine	=	100
03	-	New Hampshire	=	48
04	-	Connecticut	=	19
05	-	Vermont	=	26
06	-	Rhode Island	=	18
07	-	New York	=	6
08	-	Delaware	=	1
09	-	Wisconsin	=	1
10	-	Ohio	=	1
11	-	Virginia	=	1
12	-	Pennsylvania	=	1
13	-	California	=	1
TOTAL				= <u>443</u>

Sample size = 769
Completed = 443
Refusals = 158
Not available = 168

from other countries. The completion rate for this survey was low, averaging approximately 20% of the total number of questionnaires distributed. For the Visitor Survey, a total of 331 respondents completed the instrument at the door of the Gallery. These included 32 local residents, 222 non-local Canadians, 65 Americans and 12 others. We cannot estimate the completion rate because we do not have total visitor counts for the days covered.

F. TOURISM P.E.I. EXIT SURVEY

This survey was implemented by the Department of Finance and Tourism in P.E.I. It was a supplement to their regular summer-long survey of visitors leaving the Island either at ferry terminals or at the airport. The supplemental survey, dealing mainly with attendance at the Charlottetown Festival and other live performances, took place from early July through to Labour Day.

At the ferry terminals, only non-resident vehicles were to be included in the survey. These included cars, vans, campers and motor homes. The driver of the vehicle was interviewed. Other passengers 16 years of age or over could also be interviewed. Vehicles were to be selected at random. If the line-up was small, every vehicle could be interviewed. When the long-ups were longer, it was suggested that every third vehicle be selected. Selecting vehicles at random may exclude a particular province, for example, Newfoundland, where the number of visitors is smaller. The interviewer was instructed to attempt to interview vehicles from all provinces if possible.

At the airport, only non-residents boarding a flight were to be interviewed. Passengers were to be selected at random. This was to be done by selecting the interviewee from the check-in counter as they completed flight arrangements.

A total of 2,057 interviews were completed. The rate of refusal is not available.

APPENDIX C

SURVEY INSTRUMENTS

THE CHARLOTTETOWN FESTIVAL

EXIT SURVEY

Show

Day Code

Site Code

Time code

Interviewer ID

Good-day/Good-evening

My name is _____. We are doing a survey to determine the range of interest in the Charlottetown Festival and to measure its economic impact. It should only take a few minutes to answer our questions.

May I begin?

- Yes (accepted) 1
- No (refused) 2
- No (other, e.g., language problem) 3
- Non-attendee (Festival employee, etc.) 4

(Do not interview non-attendees.)

(Ask everyone including refusals.)

_____ **(Refusals only)**

1. Could you please (just) tell us whether your permanent home is in Prince Edward Island?

- Yes 1 > **(If yes, resident is local. Skip to Q 9.)**
- No 2
- NR 9

(For all initial refusals, terminate interview.)

Thank you.

FOR NON-LOCAL RESPONDENTS

2. What city and province or state are you from?

(Write in and code later.)

City _____

Province/State _____

Country _____

NR

99

3. (a) What was your **main** purpose for visiting Prince Edward Island?

(Do not read categories unless asked for clarification)

- To attend the Charlottetown Festival 1) **(go to Q 4)**
- Business/employment/convention 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, before you came, did you **plan** to attend it while you were here?

- Yes 1
- No 2
- DK/NR 9

(c) Did you extend your visit to Charlottetown or PEI in order to attend the Festival?

- Yes 1 No 2 DK/NR 9
- ↳ By how many days? _____

4. And does your trip include:

(a) Other parts of PEI?

- Yes 1
- No 2
- DK/NR 9

(b) Other provinces in Canada?

- Yes 1
- No 2
- DK/NR 9

(c) → Which ones?

- Nova Scotia 1
- New Brunswick 2
- Newfoundland 3
- Quebec 4
- Others 5
- DK/NR 9

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

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

6. (a) (Approximately) how many days and nights do you expect to be on Prince Edward Island? Include the total time since you arrived until you plan to leave.

Number of days _____

Number of nights _____

DK/NR _____

(b) And how many days and nights will you be in Charlottetown?

Number of days _____

Number of nights _____

DK/NR _____

7. Where are you staying during your visit to Prince Edward Island?

- Hotel/motel 1
- Cabin or cottage..... 2
- Tourist Home/Bed and Breakfast..... 3
- Campground/trailer park 4
- Farm Vacation Home 5
- Friends/relatives 6
- Other (specify) 7
- Not staying 8
- DK/NR 9

8. (a) During your visit to **Charlottetown**, how much will you spend on yourself and your family on the following categories? Include all expenses to date, including today, as well as the projected expenses until you leave the area. (Specify Canadian or US dollars.)

		None	DK/NR
1. Transportation to and from Charlottetown	\$ _____	88	99
2. Local transportation/parking	\$ _____	88	99
3. Accommodation	\$ _____	88	99
4. Food and drinks	\$ _____	88	99
5. Festival tickets	\$ _____	88	99
6. Other entertainment, recreation	\$ _____	88	99
7. Souvenirs, gifts and other purchases	\$ _____	88	99
8. Services (e.g., dry-cleaning, babysitting, etc.)	\$ _____	88	99
9. Other? (specify) _____	\$ _____	88	99
10. Total _____	\$ _____	88	99

(b) In total, about how much money will you spend on your entire trip to Prince Edward Island?

\$ _____ 99

(c) How many people, including yourself, will this pay for?

1. Number of adults _____

2. Number of children _____

NR 99

(Skip to Q10)

FOR LOCAL RESPONDENTS ONLY

9. (a) Considering the following categories, please estimate how much money you will have spent by the end of the day as a result of attending the Festival. Please list only expenditures related to yourself and your family.

		None	DK/NR
1. Transportation/parking	\$ _____	88	99
2. Meals and drinks	\$ _____	88	99
3. Festival tickets	\$ _____	88	99
4. Festival souvenirs	\$ _____	88	99
5. Services (such as babysitting, etc.)	\$ _____	88	99
6. Other expenditures (specify)	_____ \$ _____	88	99

(b) In total, for your day \$ _____

NR 99

(c) How many people, including yourself, will this pay for?

1. Number of adults _____

2. Number of children _____

NR 99

ALL REMAINING QUESTIONS ASKED TO ALL RESPONDENTS

10. Is this the first year you have attended the Charlottetown Festival?

- Yes 1
- No 2
- DK/NR 9

11. (a) How or where did you hear about the Charlottetown Festival?
(Record all mentioned.)

- Newspaper or magazines 01
- Radio 02
- Television 03
- Posters & billboards 04
- Brochures 05
- Friends, relatives, associates 06
- Subscription solicitations 07
- Other 08
- DK/NR 09

> go to
(b)

(b) Was that in:

- Charlottetown 1
- New England 2
- Other 3
- DK/NR 9

(c) And do you remember which publication that was?

12. (a) Besides this event, which other Festival performances have you attended this year?

(Circle current performance first, then read names of others.)

(b) Which others, if any, do you plan to attend?

	(a) Have attended	(b) Plan to attend
Ann of Green Gables	1	1
Swing!	2	2
Fauntleroy	3	3
Sleeping Arrangements	4	4
Hansel and Gretel	5	5
None	-	6
DK		9

13. How satisfied are you with the quality of the Festival event you have just attended (are attending) 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	DK/NR
1	2	3	4	5	6	7	9	

14. (a) Are 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	9
Much Higher		As expected			Much Lower		DK/NR

- (b) Would you have been willing to pay more for admission to this event?

Yes 1
 No 2
 DK/NR 9

15. (a) Have you or members of your family visited the Confederation Centre Art Gallery and Museum this summer?

Yes 1
 No 2
 DK/NR 9

- (b) If so, did you visit or attend:

1. The exhibitions at the Gallery?

Yes 1 → (go to c)
 No 2
 DK/NR 9

2. The Summer Art Workshops?

Yes 1 → (go to c)
 No 2
 DK/NR 9

(c) And were you satisfied with the quality of:

1. The exhibitions at the Gallery?

Yes 1
No 2
DK/NR 9

2. The Summer Art Workshops?

Yes 1
No 2
DK/NR 9

16. Why do you think the Confederation Centre of the Arts was built?
(Circle all responses and number the order of response if more than one.)

As a national memorial to the Fathers
of Confederation 1
To provide Charlottetown and Prince
Edward Island with a cultural/heritage/visual/
performing arts facility 2
To attract tourists..... 3
For conventions..... 4
Other (specify) 5

DK/NR 9

17. Where do you think the Confederation Centre of the Arts obtains its
funding? (Circle all responses and number the order of response if more
than one.)

Federal Government 1
Provincial Government - P.E.I. 2
Provincial government(s) - other 3
Municipal government/Charlottetown 4
Ticket sales/admissions..... 5
Donations 6
Other 7
DK/NR 9

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.

18. In what year were you born? _____

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

Male	1
Female.....	2

20. (a) Approximately how many times a year do you go to cultural or performing arts events?

(b) 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

21. 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

22. 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

23. 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
Managerial or administrative	06
Homemaker	07
Full time student	08
Other (specify)	09
NA	88
DK/NR	99

24. 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

25. And now, what was your total family income in 1984 approximately before taxes? (Show ranges to respondent.)

less than \$5,000	1
less than \$25,000	2
between \$25,000 - \$50,000	3
between \$50,000 - \$75,000	4
over \$75,000	5
DK/NR	9

Thank you for your cooperation!

APPENDIX D

**CHARACTERISTICS OF ACTUAL AND
TARGET MARKET AUDIENCES: ADDITIONAL TABLES**

EXHIBIT D-1 Distribution of respondents by origin (excluding P.E.I.)

Location of Residence	Visitor Survey		Audience Survey		Exit Survey		Tourism Survey	
	n	%	n	%	n	%	n	%
Ontario	91	31.7	64	27.2	107	22.2	571	29.1
Nova Scotia	44	15.3	49	20.9	141	29.3	344	17.6
New Brunswick	29	10.1	35	14.9	79	16.4	242	12.4
Quebec	29	10.1	13	5.5	29	6.0	113	5.8
Newfoundland	4	1.4	4	1.7	7	1.5	83	4.2
Other Canada	25	8.7	20	8.5	62	12.9	151	7.7
New England	17	5.9	15	6.4	21	4.4	154	7.9
Other U.S.	<u>48</u>	16.7	<u>35</u>	14.9	<u>36</u>	7.5	<u>301</u>	15.4
TOTAL	287		235		482		1,959	

EXHIBIT D-2 Marital status of respondents by survey

Marital Status	Telephone Survey				Exit Survey					
	Attended		Did not attend		P.E.I.		Other Canada		United States	
	n	%	n	%	n	%	n	%	n	%
Married or common law	41	82.0	292	74.3	77	58.8	282	67.1	43	75.4
Never married	3	6.0	64	16.3	43	32.8	100	23.8	7	12.3
Widowed	5	10.0	20	5.1	3	2.3	9	2.3	3	5.3
Divorced, separated, other	<u>1</u>	2.0	<u>17</u>	4.3	<u>8</u>	6.1	<u>29</u>	6.9	<u>4</u>	7.0
TOTAL	50		393		131		420		57	

EXHIBIT D-3 Educational level of respondents by survey

Educational Level	Telephone Survey				Exit Survey					
	Attended		Did not attend		P.E.I.		Other Canada		United States	
	n	%	n	%	n	%	n	%	n	%
High school or less	19	38.0	121	30.9	31	24.0	89	21.6	12	21.1
Some community college	4	8.0	42	10.7	12	9.3	22	5.3	6	10.5
Completed community college	5	10.0	58	14.8	14	10.9	31	7.5	6	10.5
Some university	1	2.0	16	4.1	18	14.0	51	12.4	4	7.0
Completed university	15	30.0	89	22.8	47	36.4	156	37.9	14	24.6
Postgraduate	<u>6</u>	12.0	<u>65</u>	16.6	<u>7</u>	5.4	<u>63</u>	15.3	<u>15</u>	26.3
TOTAL	50		391		129		412		57	

EXHIBIT D-4 Occupation of respondents, by sub-group. Part 1: Numbers of respondents

Occupation	Visitor Survey			Audience Survey			Telephone Survey		Exit Survey			Tourism Survey	
	P.E.I.	Can.	U.S.	P.E.I.	Can.	U.S.	Att.	N/A	P.E.I.	Can.	U.S.	Can.	U.S.
Professional	6	73	30	12	72	16	16	138	46	176	33	438	148
Manager/admin.	5	36	9	4	43	10	8	51	13	59	5	176	41
Sales/service/clerk	4	26	8	3	18	5	11	104	26	60	3	159	31
Homemaker	9	19	7	6	17	5	5	41	16	46	8	53	15
Full-time student	3	24	4	1	20	3	0	7	12	13	1	48	8
Skilled trades	1	14	1	3	7	1	6	29	4	24	2	192	51
Semi-skilled	0	8	0	0	2	4	3	18	7	11	3	89	15
Other	4	22	6	2	6	6	1	1	7	27	1	197	115
TOTAL	32	222	65	31	185	50	50	389	131	416	56	1352	424

EXHIBIT D-4 Occupation of respondents, by subgroup. Part 2: Percentage of respondents

Occupation	Visitor Survey			Audience Survey			Telephone Survey		Exit Survey			Tourism Survey	
	P.E.I.	Can.	U.S.	P.E.I.	Can.	U.S.	Att.	N/A	P.E.I.	Can.	U.S.	Can.	U.S.
Professional	18.8	32.9	46.2	38.7	38.9	32.0	32.0	35.5	35.1	42.3	58.9	32.4	34.9
Manager/admin.	15.6	16.2	13.8	12.9	23.2	20.0	16.0	13.1	9.9	14.2	8.9	13.0	9.7
Sales/service/clerk	12.5	11.7	12.3	9.7	9.7	10.0	22.0	26.7	19.8	14.4	5.4	11.8	7.3
Homemaker	28.1	8.6	10.8	19.4	9.2	10.0	10.0	10.5	12.2	11.1	14.3	39.9	3.5
Full-time student	9.4	10.8	6.2	3.2	10.8	6.0	0.0	1.8	9.2	3.1	1.8	3.6	1.9
Skilled trades	3.1	6.3	1.5	9.7	3.8	2.0	12.0	7.5	3.1	5.8	3.6	14.2	12.0
Semi-skilled	0.0	3.6	0.0	0.0	1.1	8.0	6.0	4.6	5.3	2.6	5.4	6.6	3.5
Other	12.5	9.9	9.2	6.5	3.2	12.0	2.0	0.3	5.3	6.5	1.8	14.6	27.1

EXHIBIT D-5 Employment status of respondents by survey

Employment Status	Telephone Survey				Exit Survey					
	Attended		Did not attend		P.E.I.		Other Canada		United States	
	n	%	n	%	n	%	n	%	n	%
Employed by someone else	27	54.0	236	60.4	84	64.1	272	64.8	27	47.4
Retired	14	28.0	68	17.4	5	3.8	28	6.7	12	21.1
Homemaker	4	8.0	34	8.7	16	12.2	49	11.7	7	12.3
Self-employed	4	8.0	36	9.2	11	8.4	47	11.2	10	17.5
Student	0	0.0	7	1.8	10	7.6	13	3.1	0	0.0
Unemployed	1	2.0	10	2.6	4	3.1	10	2.4	0	0.0
Other	<u>0</u>	0.0	<u>0</u>	0.0	<u>1</u>	0.8	<u>1</u>	0.2	<u>1</u>	1.8
TOTAL	50		391		131		420		57	

APPENDIX E
FESTIVAL ATTENDANCE: ADDITIONAL TABLES

EXHIBIT E-1 Source of awareness of Festival, by sub-population. Part 1: Numbers of responses.

Source	Visitor Survey			Audience Survey			Telephone Survey		Exit Survey			Tourism ¹ Survey	
	PEI	Can	US	PEI	Can	US	Att	N/A	PEI	Can	US	Can	US
Newspapers/magazines	18	71	7	15	44	7	33	304	13	40	2	17	4
Friends/relatives/etc.	3	58	11	6	87	16	11	32	45	218	16	80	13
Brochures	5	56	26	3	42	17	4	22	9	73	22	21	9
Radio	7	30	2	12	19	2	0	2	12	23	1	2	0
Television	5	36	1	11	25	1	1	1	6	50	2	7	0
Posters/billboards	5	12	3	1	5	1	2	1	3	8	3	12	1
Other	9	46	19	6	23	14	3	15	60	86	13	154	27
Number of respondents ²	32	221	65	31	185	50	47	362	128	420	54	293	54

- Notes:
1. Data from this survey are not strictly comparable. It used different wording and coding.
 2. All but the Tourism Survey allowed more than one response to this question.

EXHIBIT E-1 Source of awareness of Festival, by sub-population. Part 2: Responses as a percentage of number of respondents

Source	Visitor Survey			Audience Survey			Telephone Survey		Exit Survey			Tourism ¹ Survey	
	PEI	Can	US	PEI	Can	US	Att	N/A	PEI	Can	US	Can	US
Newspapers/magazines	56.3	32.1	10.8	48.4	23.8	14.0	70.2	84.0	10.2	9.5	3.7	5.8	7.4
Friends/relatives/etc.	9.4	26.2	16.9	19.4	47.0	32.0	23.4	8.8	35.2	51.9	29.6	27.3	24.1
Brochures	15.6	25.3	40.0	9.7	22.7	34.0	8.5	6.1	7.0	17.4	40.7	7.2	16.7
Radio	21.9	13.6	3.1	38.7	10.3	4.0	0.0	0.6	9.4	5.5	1.9	0.7	0.0
Television	15.6	16.3	1.5	35.5	13.5	2.0	2.1	0.3	4.7	11.9	3.7	2.4	0.0
Posters/billboards	15.6	5.4	4.6	3.2	2.7	2.0	4.3	0.3	2.3	1.9	5.6	4.1	1.9
Other	28.1	20.8	29.2	19.4	12.4	28.0	6.4	4.1	46.9	20.5	24.1	52.6	50.0
Number of respondents ²	32	221	65	31	185	50	47	362	128	420	54	293	54

- Notes: 1. Data from this survey are not strictly comparable. It used different wording and coding.
 2. All but the Tourism Survey allowed more than one response to this question.

EXHIBIT E-2 Main reason for visiting Charlottetown or P.E.I., by survey.¹ Part 1: Numbers of respondents

Reason	Visitor Survey			Audience Survey			Telephone Survey	Exit Survey		Tourism Survey	
	PEI	Can	US	PEI	Can	US	Attendees	Can	US	Can	US
Pleasure	5	153	51	3	117	39	39	259	46	811	372
To attend Festival	0	24	1	13	42	7	5	70	3	(2)	
Personal/visit friends, etc.	4	18	4	3	14	3	6	73	3	420	69
Business/employment	4	10	1	1	3	0	0	12	3	210	9
Visit Art Gallery and Museum	4	11	7	(2)	(2)	(2)	(2)	(2)	(2)	(2)	
Other	15	6	1	11	9	1	0	10	2	59	5
TOTAL	32	222	65	31	185	50	50	424	57	1,500	455

- Notes:
1. The Tourism Exit, Telephone and Surveys asked the purpose of the trip to P.E.I.; the Visitor and Audience Surveys asked the purpose of the trip to Charlottetown.
 2. This survey did not code this specific response.

EXHIBIT E-2 Main reason for visiting Charlottetown or P.E.I., by survey.¹ Part 2: Percentages of response

Reason	Visitor Survey			Audience Survey			Telephone Survey	Exit Survey		Tourism Survey	
	P.E.I	Can	US	PEI	Can	US	Attendees	Can	US	Can	US
Pleasure	15.6	68.9	78.5	9.7	63.2	78.0	78.0	61.1	80.7	54.1	81.8
To attend Festival	0.0	10.8	1.5	41.9	22.7	14.0	10.0	16.5	5.3	(2)	
Personal/visit friends, etc.	12.5	8.1	6.2	9.7	7.6	6.0	12.0	17.2	5.3	28.0	15.2
Business/employment	12.5	4.5	1.5	3.2	1.6	0.0	0.0	2.8	5.3	14.0	2.0
Visit Art Gallery and Museum	12.5	5.0	10.8	(2)	(2)	(2)	(2)	(2)	(2)	(2)	
Other	46.9	2.7	1.5	35.5	4.9	2.0	0.0	2.4	3.5	3.9	1.1
TOTAL RESPONSES	32	222	65	31	185	50	50	424	57	1,500	455

- Notes:
1. The Tourism Exit, Telephone and Surveys asked the purpose of the trip to P.E.I.; the Visitor and Audience Surveys asked the purpose of the trip to Charlottetown.
 2. This survey did not code this specific response.

EXHIBIT E-3 Attendance at specific Festival events, for all four surveys combined, by sub-population

Event	PEI ¹		Other Canada		United States	
	n	%	n	%	n	%
Anne of Green Gables	99	53.2	645	67.0	131	75.3
Swing!	69	37.1	252	26.2	25	14.4
Fauntleroy	76	40.9	198	20.6	32	18.4
Sleeping Arrangements	42	22.6	121	12.6	18	10.3
Hansel and Gretel	31	16.7	65	6.7	9	5.2
Number of respondents ²	186		963		174	

- Notes: 1. Responses come from Visitor, Audience and Exit Surveys only.
 2. Multiple responses were allowed.

EXHIBIT E-4 Attendance at specific Festival events, by sub-population. Part 1: Numbers of responses¹

Event	Visitor Survey			Audience Survey			Tourism Survey ²		Exit Survey		
	PEI	Can	US	PEI	Can	US	Can	US	PEI	Can	US
Anne of Green Gables	21	47	10	23	149	43	225	47	55	224	31
Swing!	7	19	0	6	11	4	113	11	56	109	10
Fauntleroy	10	18	2	17	58	14	20	4	49	102	12
Sleeping Arrangements	4	13	1	8	28	4	22	7	30	58	6
Hansel and Gretel	1	5	2	12	18	3	14	3	18	28	1
Number of respondents	24	58	11	31	185	50	300	56	131	420	57

- Notes:
1. Multiple responses were allowed.
 2. Includes only those who attended the Festival.

EXHIBIT E-4 Attendance at specific Festival events, by subpopulation. Part 2: Responses as a percentage of the number of respondents¹

Event	Visitor Survey			Audience Survey			Tourism Survey ²		Exit Survey		
	PEI	Can	US	PEI	Can	US	Can	US	PEI	Can	US
Anne of Green Gables	87.5	81.0	90.9	74.2	80.5	86.0	75.0	83.9	42.0	53.3	54.4
Swing!	29.2	32.8	0.0	19.4	5.9	8.0	37.7	19.6	42.7	26.0	17.5
Fauntleroy	41.7	31.0	18.2	54.8	31.4	28.0	6.7	7.1	37.4	24.3	21.1
Sleeping Arrangements	16.7	22.4	9.1	25.8	15.1	8.0	7.3	12.5	22.9	13.8	10.5
Hansel and Gretel	4.2	8.6	18.2	38.7	9.7	6.0	4.7	5.4	13.7	6.7	1.8
Number of respondents	24	58	11	31	185	50	300	56	131	420	57

- Notes:
1. Multiple responses were allowed.
 2. Includes only those who had attended the Festival.

EXHIBIT E-5 Planned attendance at other events, by sub-population. Part I: Numbers of responses¹

Event	Visitor Survey			Audience Survey			Exit Survey			Total		
	PEI	Can	US	PEI	Can	US	PEI	Can	US	PEI	Can	US
Anne of Green Gables	7	59	8	1	18	1	21	24	7	29	101	16
Swing!	9	19	5	11	29	8	35	52	5	55	100	18
Fauntleroy	10	12	1	1	6	3	12	19	2	23	37	6
Sleeping Arrangements	7	9	2	2	9	2	16	15	0	25	33	4
Hansel and Gretel	2	8	1	8	6	1	7	8	0	17	22	2
None	11	131	49	15	125	39	29	185	29	55	441	117
Number of respondents	32	222	65	31	185	50	96	287	38	159	694	153

Note: 1. Multiple responses were allowed.

EXHIBIT E-5 Planned attendance at other events, by sub-population. Part 2: Responses as a percentage of the number of responses¹

Event	Visitor Survey			Audience Survey			Exit Survey			Total		
	PEI	Can	US	PEI	Can	US	PEI	Can	US	PEI	Can	US
Anne of Green Gables	21.9	26.6	12.3	3.2	9.7	2.0	21.9	8.4	18.4	18.2	14.6	10.5
Swing!	28.1	8.6	7.7	35.5	15.7	16.0	36.5	18.1	13.2	34.6	14.4	11.8
Faultleroy	31.3	5.4	1.5	3.2	3.2	6.0	12.5	6.6	5.3	14.5	5.3	3.9
Sleeping Arrangements	21.9	4.1	3.1	6.5	4.9	4.0	16.7	5.2	0.0	15.7	4.8	2.6
Hansel and Gretel	6.3	3.6	1.5	25.8	3.2	2.0	7.3	2.8	0.0	10.7	3.2	1.3
None	34.4	59.0	75.4	48.4	67.6	78.0	30.2	64.5	76.3	34.6	63.5	76.5
Number of respondents	32	22	65	31	185	50	96	287	38	159	694	153

Note: 1. Multiple responses were allowed.

EXHIBIT E-6 Degree of satisfaction with Festival events attended, by subpopulation. Part I: Numbers of respondents.

Degree of Satisfaction		Visitor Survey			Audience Survey			Telephone Survey	Exit Survey			Total		
		PEI	Can	US	PEI	Can	US	(Attendees)	PEI	Can	US	PEI	Can	US ¹
Extremely satisfied	1	17	31	10	19	118	33	41	87	300	39	123	449	123
	2	6	22		10	46	12	7	34	91	14	50	159	33
	3		4		2	8	4	2	6	19	3	8	31	9
Neutral	4	1	1			1			3	5	1	4	7	1
	5		2						1	4		1	6	
	6			1		7	1			1			8	2
Extremely dissatisfied	7					3			1				4	
TOTAL		24	60	11	31	183	50	50	131	421	57	186	664	168

Notes: 1. Includes Telephone Survey respondents.

EXHIBIT E-6 Degree of satisfaction with Festival events attended, by sub-population. Part 2: Percentage of respondents.

Degree of Satisfaction		Visitor Survey			Audience Survey			Telephone Survey	Exit Survey			Total		
		PEI	Can	US	PEI	Can	US	(Attendees)	PEI	Can	US	PEI	Can	US ¹
Extremely satisfied	1	70.8	51.7	90.9	61.3	64.5	66.0	82.0	66.4	71.3	68.4	66.1	67.6	73.2
	2	25.0	36.7		32.3	25.1	24.0	14.0	26.0	21.6	24.6	26.9	23.9	19.6
	3		6.7		6.5	4.4	8.0	4.0	4.6	4.5	5.3	4.3	4.7	5.4
Neutral	4	4.2	1.7			0.5			2.3	1.2	1.8	2.2	1.1	0.6
	5		3.3						0.8	1.0		0.5	0.9	
	6			9.1		3.8	2.0			0.2			1.2	1.2
Extremely dissatisfied	7					1.6				0.2			0.6	
TOTAL		24	60	11	31	183	50	50	131	421	57	186	664	168

Notes: 1. Includes Telephone Survey respondents.

EXHIBIT E-7 Satisfaction with admission prices

Level of Prices Relative to Expectations	Telephone Survey		Exit Survey					
			PEI		Other Canada		United States	
	n	%	n	%	n	%	n	%
Much higher	1		1	0.8	4	1.0	1	1.9
	2	3 6.0	7	5.6	29	7.1	3	5.6
	3		15	11.9	56	13.7	6	11.1
As expected	4	38 76.0	96	76.2	278	67.8	32	59.3
	5	1 2.0	6	4.8	26	6.3	6	11.1
	6	6 12.0			9	2.2	5	9.3
Much lower	7	2 4.0	1	0.8	8	2.0	1	1.9
TOTAL		50		126		410		54

APPENDIX F

**TRAVEL AND EXPENDITURE PATTERNS:
ADDITIONAL TABLES**

EXHIBIT F-1 Expenditure statistics, by sample population, for Exit and Telephone Surveys

	Exit Survey			Telephone Survey
	P.E.I.	Other Canada	United States	
Transportation to and from Charlottetown: % of total spending (n)	(1)	26.2% (378)	25.3% (35)	12.2% (27)
Food and drinks: % of total spending (n)	32.9% (129)	25.4% (381)	24.4% (37)	33.7% (31)
Accommodation: % of total spending (n)	(1)	15.5% (385)	19.0% (33)	22.7% (30)
Festival tickets: % of total spending (n)	52.5% (127)	11.6% (394)	12.2% (40)	13.0% (31)
Souvenirs, gifts, etc.: % of total spending (n)	0.4% (126)	10.6% (371)	8.8% (37)	12.2% (32)
Other entertainment, recreation: % of total spending (n)	(1)	5.2% (373)	5.0% (34)	1.9% (29)
Local transportation, parking: % of total spending (n)	9.2% (127)	2.9% (372)	3.2% (35)	1.0% (28)
Services (babysitting, drycleaning): % of total spending (n)	2.0% (126)	0.1% (375)	0.0% (38)	0.7% (31)
Other spending: % of total spending (n)	3.0% (117)	2.5% (300)	2.1% (27)	2.5% (32)
Total spending in Charlottetown visit: Average dollars spent (n)	\$59.61 (128)	\$365.06 (402)	\$395.69 (49)	\$323.12 (43)
Total spending in P.E.I. visit: Average dollars spent (n)	(1)	\$690.91 (403)	\$596.00 (48)	\$619.91 (42)
Number of adults paid for: Average (n)	1.41 (131)	1.96 (421)	1.98 (55)	2.14 (50)
Number of children paid for: Average (n)	1.00 (120)	0.75 (401)	0.24 (49)	0.30 (50)

Note: 1. This question was not asked of local respondents.

Exhibit F-2 Inclusion of other parts of P.E.I. or other provinces in trip

Trip Included:	Exit Survey				Telephone Survey	
	Other Canada		United States		n	%
	n	%	n	%		
Other parts of P.E.I.	381	89.9	56	98.2	49	98.0
Number of respondents	424		57		50	
Other provinces	172	41.0	51	89.5	39	79.6
Number of respondents	420		57		49	
Specific Provinces:¹						
Nova Scotia	127	73.8	34	66.7	20	55.6
New Brunswick	123	71.5	41	80.4	31	86.1
Quebec	72	41.9	8	15.7	4	11.1
Newfoundland	17	9.9	4	7.8	-	-
Others	22	12.8	4	7.8	-	-
Number of respondents	172		51		36	

Note: 1. Multiple responses allowed.

EXHIBIT F-3 Perceived reason for building the Confederation Centre

Reason	Percentage of Respondents		
	P.E.I.	Other Canada	United States
National memorial to the Fathers of Confederation	66.7	48.2	19.6
Cultural/arts facility for Charlottetown and P.E.I.	38.0	43.6	52.2
Tourist Attraction	14.7	17.4	28.3
Convention Centre	0.0	0.5	2.2
Other	3.9	5.1	13.0
Number of respondents	129	390	46

EXHIBIT F-4 Perceived source of funds for Confederation Centre

Source	Percentage of Respondents		
	P.E.I.	Other Canada	United States
Federal government	78.9	77.3	56.3
P.E.I. government	53.1	53.1	31.3
Other provincial governments	15.6	11.0	4.2
Municipal government	0.8	3.5	6.3
Ticket sales	32.8	23.7	25.0
Donations	49.2	31.7	37.5
Other	63	5.7	4.2

THE CHARLOTTETOWN FESTIVAL

AUDIENCE SURVEY

We would like to know more about our audience and to get your reaction to the Charlottetown Festival. Please take a few minutes to answer the following questions either at intermission or after the performance, and drop this form in the box as you leave. (Please circle answers.)

1. Where do you live?

Charlottetown.....	1
PEI, but not Charlottetown	2
Nova Scotia	3
New Brunswick.....	4
Newfoundland	5
Quebec	6
Ontario.....	7
Another province.....	8
(please specify) _____	
New England	9
Another part of the US	10
(please specify) _____	
Other	11

2. What was your main purpose for visiting Charlottetown?

To attend the Festival	1
Pleasure (primarily recreation or pleasure trip)	2
Business/employment.....	3
Personal/visiting friends or relatives (including shopping, medical appointment, funeral, etc.).....	4
Other	5

3. How did you hear about the Charlottetown Festival?

Newspaper or magazines	1
Radio	2
Television	3
Posters & billboards.....	4
Brochures	5
Friends, relatives, associates.....	6
Subscription solicitations	7
Other _____	8

4. If you saw advertising for the Festival in a newspaper or magazine, was that in:

Charlottetown.....	1
New England.....	2
Other	3

5. Please indicate which Festival events you have attended or plan to attend:

	(a) Have attended	(b) Plan to attend
Ann of Green Gables	1	1
Swing!	2	2
Fauntleroy	3	3
Sleeping Arrangements	4	4
Hansel and Gretel	5	5

6. How satisfied are you with the quality of the event(s) you have attended 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
1	2	3	4
5	6	7	

7. And have you or members of your family visited the Confederation Centre Art Gallery and Museum?

Yes	1
No	2

8. Finally, could you please indicate your usual occupation? (If retired, describe your occupation before retirement.)

Semi-skilled or labourer	1
Skilled tradesman	2
Sales, service, clerical	3
Professional	4
Managerial or administrative.....	5
Homemaker	6
Full time student.....	8
Other	9

THE CONFEDERATION CENTRE ART GALLERY AND MUSEUM

VISITOR SURVEY

We would like to know more about our visitors and to get your reaction to the Gallery and to the Charlottetown Festival. Please take a few minutes to answer the following questions and drop this form in the box as you leave. (Please circle answers.)

1. Where do you live?

- Charlottetown..... 1
- PEI, but not Charlottetown 2
- Nova Scotia 3
- New Brunswick..... 4
- Newfoundland 5
- Quebec 6
- Ontario..... 7
- Another province..... 8
(please specify) _____
- New England 9
- Another part of the US 10
(please specify) _____
- Other 11

2. What was your main purpose for visiting Charlottetown?

- To attend the Charlottetown Festival 1
- To visit the Confederation Centre
Art Gallery and Museum 2
- Pleasure (primarily recreation or
pleasure trip) 3
- Business/employment 4
- Personal/visiting friends or relatives
(including shopping, medical appointment,
funeral, etc.)..... 5
- Other 6

3. How did you hear about the Charlottetown Festival?

- Newspaper or magazines 1
- Radio 2
- Television 3
- Posters & billboards..... 4
- Brochures 5
- Friends, relatives, associates..... 6
- Subscription solicitations 7
- Other _____ 8

4. If you saw advertising for the Festival in a newspaper or magazine, was that in:

- Charlottetown..... 1
- New England 2
- Other 3

5. Please indicate which Festival events, if any, you have attended or plan to attend:

	(a) Have attended	(b) Plan to attend
Ann of Green Gables	1	1
Swing!	2	2
Fauntleroy	3	3
Sleeping Arrangements	4	4
Hansel and Gretel	5	5
No events	6	6

6. How satisfied are you with the quality of the event(s) you have attended 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	
1	2	3	4	5	6	7

7. How satisfied are you with the quality of:

(a) The exhibitions at the Gallery?

Extremely Satisfied		Neither Satisfied nor Dissatisfied			Extremely Dissatisfied	
1	2	3	4	5	6	7

(b) The Summer Art Workshops?

Family has not attended		Extremely Satisfied		Neither Satisfied nor Dissatisfied		Extremely Dissatisfied	
0	1	2	3	4	5	6	7

8. Finally, could you please indicate your usual occupation? (If retired, describe your occupation before retirement.)

Semi-skilled or labourer	1
Skilled tradesman	2
Sales, service, clerical	3
Professional	4
Managerial or administrative.....	5
Homemaker	6
Full time student.....	8
Other	9

Thank you very much for your cooperation.

THE CHARLOTTETOWN FESTIVAL

TELEPHONE SURVEY — ADVERTISING RESPONDENTS

Interviewer ID

State code _____

Publication code _____

Good-evening I'm calling from Abt Associates of Canada. We are conducting a survey of New England residents who responded to advertising for the Charlottetown Festival. It should only take a few minutes to answer our questions.

May I begin?

- Yes (accepted) 1
- No (refused) 2
- No (other, e.g., language problem) 3

1. 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

2. 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

3. Are you more interested in annual cultural festivals like the Charlottetown 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		
1	2	3	4	5	6	7	DK/NR
							9

4. How or where did you hear about the Charlottetown Festival? (Record all mentioned and number order if more than one mention.)

Newspaper or magazines (Please specify publication) 01
 Radio 02
 Television 03
 Posters & billboards 04
 Brochures 05
 Friends, relatives, associates 06
 Other (specify) _____ 07
 DK/NR 09

5. Have you attended the Charlottetown Festival in the past, that is, before 1985?

Yes 1
 No 2
 DK/NR ... 3

6. (a) Did you attend the 1985 Charlottetown Festival?

Yes 1
 No 2 > (Skip to Q17)
 DK/NR ... 9

(b) And did you decide to attend primarily because of the advertising to which you responded or would you have come anyway?

Because of advertising 1
 Would have attended anyway 2
 DK/NR 9

7. How many Festival events did you attend or participate in?

Number of events _____ DK/NR 99

8. (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		DK/NR
1	2	3	4	5	6	7	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		DK/NR
1	2	3	4	5	6	7	9	

9. (a) 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	9	
Much Higher			As expected			Much Lower		DK/NR

(b) Would you have been willing to pay more for admission to this event?

Yes 1
 No 2
 DK/NR 9

10. (a) Did you or members of your family visit the Confederation Centre Art Gallery and Museum this summer?

Yes 1
No 2
DK/NR 9

(b) If so, did you visit or attend:

1. The exhibitions at the Gallery?

Yes 1 > (go to c)
No 2
DK/NR 9

2. The Summer Art Workshops?

Yes 1 > (go to c)
No 2
DK/NR 9

(c) And were you satisfied with the quality of:

1. The exhibitions at the Gallery?

Yes 1
No 2
DK/NR 9

2. The Summer Art Workshops?

Yes 1
No 2
DK/NR 9

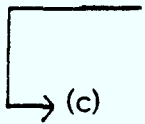
11. (a) What was your main purpose for visiting Prince Edward Island?

(Do not read categories unless asked for clarification)

To attend the Charlottetown Festival 1) (go to Q 12)
Business/employment/convention 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, before you went, did you **plan** to attend it while you were there?

Yes 1
No 2
DK/NR 9



(c) Did you extend your visit to Charlottetown or PEI in order to attend the Festival?

Yes 1 No 2 DK/NR 9

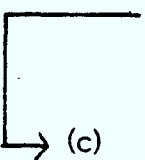
By how many days? _____

12. And did your trip include:

(a) Other parts of PEI?

Yes 1
No 2
DK/NR 9

(b) Other provinces in Canada?



Yes 1
No 2
DK/NR 9

(c) Which ones?

Nova Scotia 1
New Brunswick 2
Newfoundland 3
Quebec 4
Others 5
DK/NR 9

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

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

14. (a) (Approximately) how many days and nights were you on Prince Edward Island?

Number of days _____

Number of nights _____

DK/NR _____

(b) And how many days and nights were you in Charlottetown?

Number of days _____

Number of nights _____

DK/NR _____

15. Where did you stay during your visit to Prince Edward Island?

- Hotel/motel 1
- Cabin or cottage..... 2
- Tourist Home/Bed and Breakfast..... 3
- Campground/trailer park 4
- Farm Vacation Home 5
- Friends/relatives 6
- Other (specify) 7
- DK/NR 9

16. (a) During your visit to **Charlottetown**, how much did you spend on yourself and your family on the following categories? (Specify **Canadian or US dollars**.)

		None	DK/NR
1. Transportation to and from Charlottetown	\$ _____	88	99
2. Local transportation/parking	\$ _____	88	99
3. Accommodation	\$ _____	88	99
4. Food and drinks	\$ _____	88	99
5. Festival tickets	\$ _____	88	99
6. Other entertainment, recreation	\$ _____	88	99
7. Souvenirs, gifts and other purchases	\$ _____	88	99
8. Services (e.g., dry-cleaning, babysitting, etc.)	\$ _____	88	99
9. Other? (specify) _____	\$ _____	88	99
10. Total _____	\$ _____	88	99

(b) In total, about how much money did you spend on your entire trip to **Prince Edward Island**?

	<u>DK/NR</u>
\$ _____	99

(c) How many people, including yourself, did this pay for?

1. Number of adults	_____
2. Number of children	_____
NR	99

NON-ATTENDEES ONLY

17. Why did you decide not to attend the Charlottetown 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
Charlottetown or PEI..... 05
- Decided to take an alternative
trip (specify) _____ 06
- Other (specify) _____ 07
- DK/NR 99

18. (a) How often have you travelled to other cities 50 miles 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
- DK/NR 99

(b) How did you usually travel?

- Automobile 01
- Train 02
- Bus 03
- Airplane 04
- Other 05
- DK/NR 99

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

- Yes 1
- No 2
- DK/NR 9

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

- Yes 1
- No 2
- DK/NR 9

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.

19. In what year were you born? _____

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

Male	1
Female.....	2

21. 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

22. 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

23. 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
Managerial or administrative	06
Homemaker	07
Full time student	08
Other (specify).....	09
NA.....	88
DK/NR.....	99

24. 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

25. And now, what was your total family income in 1984 approximately before taxes? (Read ranges to respondent.)

- less than \$5,000 1
- less than \$25,000 2
- between \$25,000 - \$50,000 3
- between \$50,000 - \$75,000 4
- over \$75,000 5
- DK/NR 9

Thank you for your cooperation!



THE CHARLOTTETOWN FESTIVAL AUDIENCE SURVEYS

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