



Ottawa Festivals Research

The Social Impacts of Festivals in the National Capital Region

2010 VISITOR SURVEY REPORT

Prepared for:

Ottawa Turkish Festival



Acknowledgements

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Ottawa Festivals would like also to thank the members of the Ottawa Festivals Research Committee (OFRC) who contributed their time to provide guidance to the research team for the development of the Research Survey.

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Ottawa Festivals Research welcomes your recommendations and constructive comments on the research project. For more information

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■ Background

Ottawa Festivals d'Ottawa is a not-for-profit member-based organization, which provides support and creates an environment for festival, special event, and fair members to operate and network more effectively.

In 2009, Ottawa Festivals expressed interest in developing a research project on the impacts of festivals, special events and fairs in the National Capital Region. The proposed research project received positive endorsement from participating organizations represented by the managing directors of the participating festivals.

The Ottawa Festivals research team proposed the idea of conducting a three tier study on the social, economic and environmental impacts of festivals, special events and fairs in the National Capital Region. The study will be conducted in three phases over a period of five years.

Phase I: The Social Impacts of Festivals in the NCR (2010-mid 2011)

Phase II: The Economic Impacts of Festivals in the NCR (2011- mid 2012)

Phase III: The Environmental Impacts of Festivals in the NCR (2013-mid 2014)

The final Report of the three studies to be printed and published in 2014-2015.

The research project contributes to the overall mandate of Ottawa Festivals in relation to:

- The dissemination of information which aids in the development and sustainability of the festival industry in Ottawa;
- The creation of stronger network between festivals and major stakeholders in the industry;
- Serving as a central resource not only for the public but for research and tourism experts searching for information on festivals and events;
- Raising the profile of Ottawa Festivals members in the National Capital Region; and
- Advocating on issues affecting festivals such as funding.

■ About Ottawa Festivals Research

In September 2009, a research committee was formed from key stakeholders in the industry. The research committee's role is to manage the Research Project and to (i) provide strategic direction and performance criteria for the Research Project; (ii) to monitor progress and communicate the status of the Research Project; and (iii) approve the achievement of milestones.

The Research Committee consists of SEVEN members:

- one (1) Board member of Ottawa Festivals
Julian Armour, Executive Director, Music and Beyond
- one (1) City of Ottawa staff member
Laura Cyr, Cultural Planner, City's Cultural Funding Unit
- one (1) City of Ottawa staff member
Darrel Cox, Economic Development Consultant, Economic Development Branch
- one (1) member from the tourism industry
Noel Buckley, President of Ottawa Tourism
- one (1) member from NCC
Sophie Vydykhan, Marketing Manager
- one (1) member at Large
Peter Honeywell, Executive Director, Council for the Arts in Ottawa
- one (1) Ex Officio (non-voting staff member of Ottawa Festivals)
Barbara Stacey, Executive Director, Ottawa Festivals d'Ottawa

Phase-I: The Social Impact of Festivals, Special Events and Fairs in the NCR

There is a growing consensus among key stakeholders in the festival industry that measuring the social impacts of festivals will enable marketers, organizers, local officials and planners to make more informed social and economic decisions. However, despite the importance of festivals in the City of Ottawa, no inclusive study has yet been conducted on the social impacts of festival industry in the National Capital Region. Most previous research focused on the importance of festivals as a tourist attraction. This study focuses on the benefits of festivals for Ottawa residents. City residents are considered one of the fundamental contributors to the success and sustainability of arts and cultural activities, in general, and festivals in particular.

Objectives:

- To assess previous research conducted on festivals taking place in the National Capital Region.
- To gather and collect first hand research material and data that will lead to an analysis of social impacts of festivals on the local residents in Ottawa
- To provide a comprehensive study of visitor motives, attitudes and the factors that influence their buying decisions.
- To identify festivals' potential challenges and opportunities in the City of Ottawa

In order to assess the social impact of festivals, special events and fairs in the National Capital Region an industry-wide survey (Appendix A) was designed and administered to more than 3,500 visitors at seventeen participating festivals¹ that took place in the National Capital Region in 2010. The survey was designed in three parts:

I. About You

This section examines the demographic description of the festival visitors such as gender, age, education, residency, family income, etc. This information provides the festival organization with a valuable picture of their festival visitors.

II. About Festivals in General

The second section analyzes general attitude of the festival visitors towards festivals in the NCR. The questions of this section ask visitors about how often they come to festivals and what they think about the events in terms of social impacts in the Ottawa region.

III. About This Festival

The last section contains the questions that ask festival visitors to tell the research team how they learned about the festival as well as their level of satisfaction with this particular event.

This report only covers sections I & III of the survey. The information collected for Section II will be compiled in the final report.

¹ For the purpose of this study, the term Festival refers to festivals, special events, and fairs.

Table 1: Participating Festivals at the OF Research Project 2010

| Festival | Schedule |
|--|----------------------------|
| Canada Dance Festival | June 5-12 |
| Canada Day Arts Festival | June 26- July 1 |
| Canadian Tulip Festival | May 7-24 |
| Capital Pride 2010 | August 20-29 |
| Ontario Council of Folk Festivals Conference | October 14-17 |
| Ottawa International Animation Festival | October 20-24 |
| Ottawa International Chamber Music Festival | July 24- August 7 |
| Ottawa International Children's Festival | May 26-30 |
| Ottawa International Writers Festival | April 22-27, October 21-26 |
| Ottawa Reggae Festival | August 20-22 |
| Ottawa Storytelling Festival | November 18-21 |
| Ottawa Turkish Festival | July 17-18, 22-25 |
| Super Ex | August 19-29 |
| TD Canada Trust Ottawa International Jazz Festival | June 24- July 4 |
| Ottawa Dragon Boat Festival | June 18-20 |
| Unisong Canadian Choir Festival | June 28- July 2 |
| WESTFEST | June 11-13 |

■ Limitations:

All surveys have strengths and weaknesses. The research team carefully crafted the survey questions to avoid potential risk of differentiation in the results. Clearly specified questions allowed collecting data about what people think and feel, and facilitating the collection of information in great breadth and depth. The samples of each festival were random; therefore, the results are statistically projectable to the general population. The answers to the open ended questions had a consistency and sameness to them that indicates that the interviewer had effectively retrieved all the useful information he/she was likely to get. However, readers should be aware of the following limitations of the survey process:

- Missing data from people who refuse to participate in survey and questions that are left unanswered can create some bias in research findings. Nevertheless, considering the results based on aggregate data of seventeen festivals only 2% of respondents chose not to answer demographic questions such as sex, age, education, and residency. In questions relating to festival ratings, approximately 6.7% of visitors left without any answer. This result is so small that it will have no impact on the survey result in general.
- Considering the interest in further data collection, the designed survey is only subject to cross-section studies. Unfortunately, the results cannot be used for longitudinal studies based on cross-section time-series data. It would be a great advantage to all stakeholders of the project to continue collection the answers on designed questionnaires for further analytical opportunities.
- The projected number of survey respondents differs from the actual number because of two reasons. First, the unfavorable weather conditions influenced visitors' motivation to participate in the survey. Second, the lack of volunteers put restrictions on finding the appropriate numbers of volunteers depending on survey location and time. Both factors had a significant impact on the number of surveys administrated / collected.

■ Survey Results for the Ottawa Turkish Festival

The surveys were administered during the period of the Ottawa Turkish Festival (July 22-25, 2010). The survey team approached visitors randomly after explaining the purpose of the study. Only 117 visitors accepted to participate in the survey.

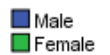
Table 2: Total Number of Surveys Collected

| Survey Date | Survey Time | Surveys Collected |
|---|-------------|-------------------|
| 24-Jul-10 | 12:00 PM | 80 |
| 24-Jul-10 | 03:00 PM | |
| 24-Jul-10 | 06:00 PM | |
| 25-Jul-10 | 12:00 PM | 37 |
| Total number of collected surveys: | | 117 |

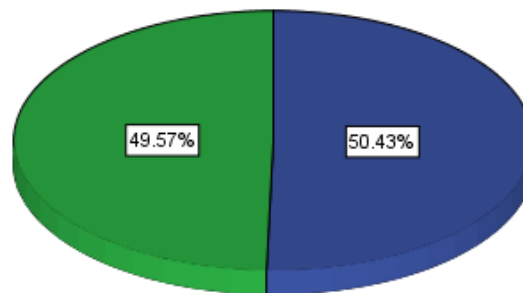
The following charts and tables represent the results of the collected surveys².

Demographics

Sex

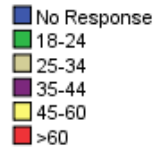


In total 117 visitors were interviewed. The sample included 58 women (50%) and 59 men (50%).

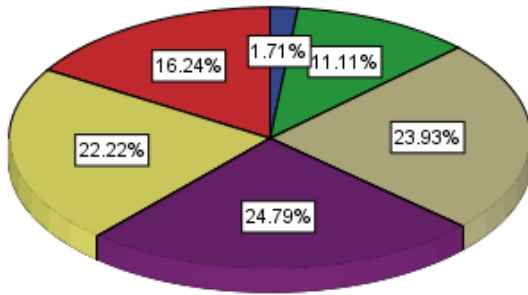


² Appendix B,C

Age

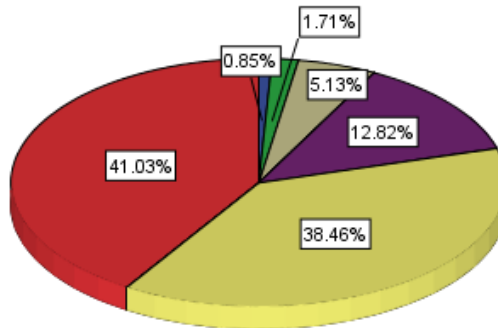
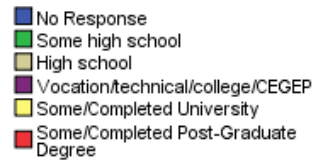


28 visitors (24%) were between 25 and 34 years old, 29 visitors (25%) were between the ages of 35-44, 26 visitors (22%) between the ages of 46-60. 13 visitors (11%) were in the age group of 18-24 years old and 19 visitors (16%) were over 60 years old.

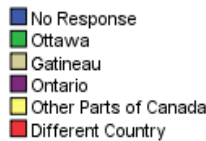


In terms of education level, 48 visitors (41%) had some/completed a Post-Graduate degree, 45 visitors (39%) had some/completed a university degree, 15 visitors (13%) received vocational /technical/ college/ CEGEP, six visitors (5%) had a high school diploma, two visitors (2 %) were high school students, and one visitor did not respond to this question.

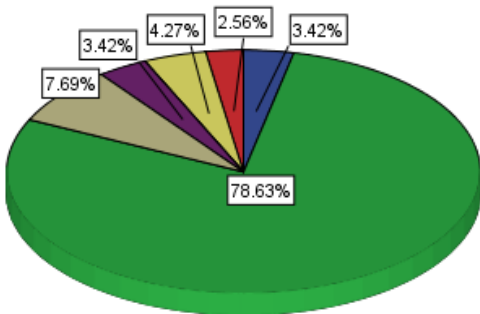
Education



Residency

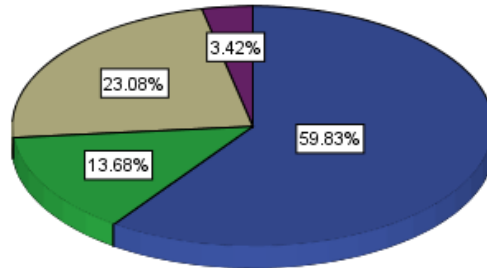
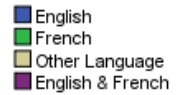


Of the visitors surveyed, 92 (79%), resided in Ottawa, nine (8%) resided in Gatineau area. 12 visitors (10%) resided outside of the National Capital Region. Of these 12, six were staying with family or friends and five were staying in paid accommodations. 14% of the visitors reported that the festival was a factor in the decision to visit Canada's capital region.

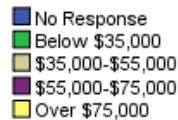


Most of the visitors, 70 (60%) spoke English in their household, while 16 (14%) reported French as their first language. Four of the visitors (3%) used both official languages at home and 27 visitors (23%) spoke other languages.

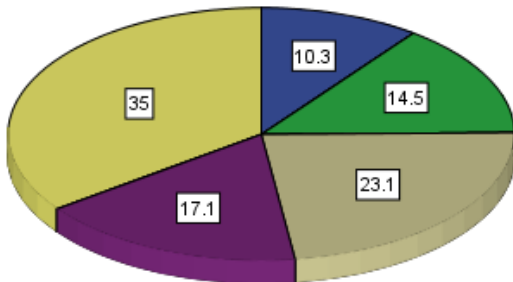
Language



Family Income



In terms of family income, 41 (35%) of the visitors reported that their family income was over \$75,000. 27 visitors (23%) were in the range of \$35,000 to \$55,000, 20 visitors (17%) reported their family income between \$55,000 and \$75,000 and 17 visitors (15%) below \$35,000. 12 visitors (10%) did not respond to this question.



The survey results also indicated that the majority of visitors came in groups of two people; fewer people came in groups of three or four. Seven visitors reported that they arrived in groups of 5-7 people.

Is this your first time attending the festival?

74 visitors (63%) reported that this was their first visit to the festival. 43 visitors (37%) reported previous visits to the festival, 20 of whom attended the festival at least twice before, 13 visitors (30%) attended at least three times before. The remaining visitors stated that they had previously attended between four and nine events of the Ottawa Turkish Festival.

How did you learn about the festival?

46 visitors reported that they learned about the festival through word of mouth, 20 visitors reported that they learned about the festival through the festival's website, 17 learned about it from a brochure, 22 heard about the festival on the radio, 13 visitors learned about the festival on TV, 16 visitors through the Ottawa Festivals' website and 13 visitors through social media.

Why did you come to the festival today?

Most of the visitors, 38 out of 117, reported that they came to the festival out of curiosity looking forward to a day of fun, entertainment, and some sort of activities. 19 visitors came to the festival because they found the festival program interesting, to spend time with their family members and friends, also to be a part of the community. 30 visitors were interested in experiencing different cultures. 14 visitors reported some cultural connections with Turkey due to their Turkish background or previous visits to Turkey. 27 visitors reported that they came because of a special interest in Turkish cuisine. 8 visitors chose not to answer this question.

“Enjoy learning about other cultures / music and experiencing food and dance”

“Have been to Istanbul and enjoyed Turkish people, country and hospitality”

“Sounded like fun great community activity”

“Something interesting to do! We'd like to visit Istanbul.”

Are you planning to visit the festival next year?

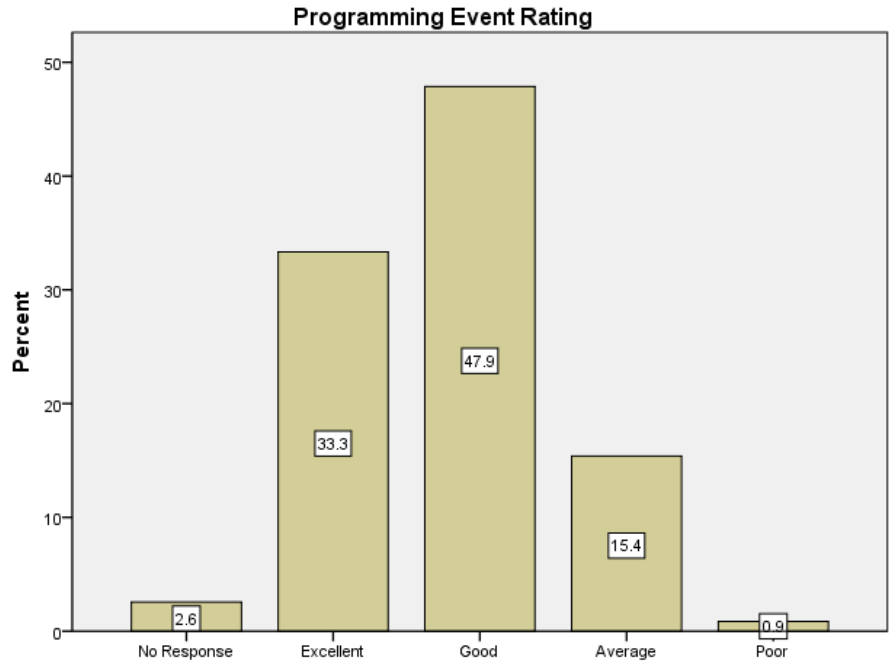
The majority of visitors surveyed stated that they were planning to attend next year's festival, with 87 out of 117 (74%) confirming that they will attend. Only three visitors (3%) declined to return next year, while 25 visitors (21%) were undecided. Two visitors did not respond.

Please rate this year's festival according to the following categories:

Another set of questions asked visitors to rate the festival in four categories.

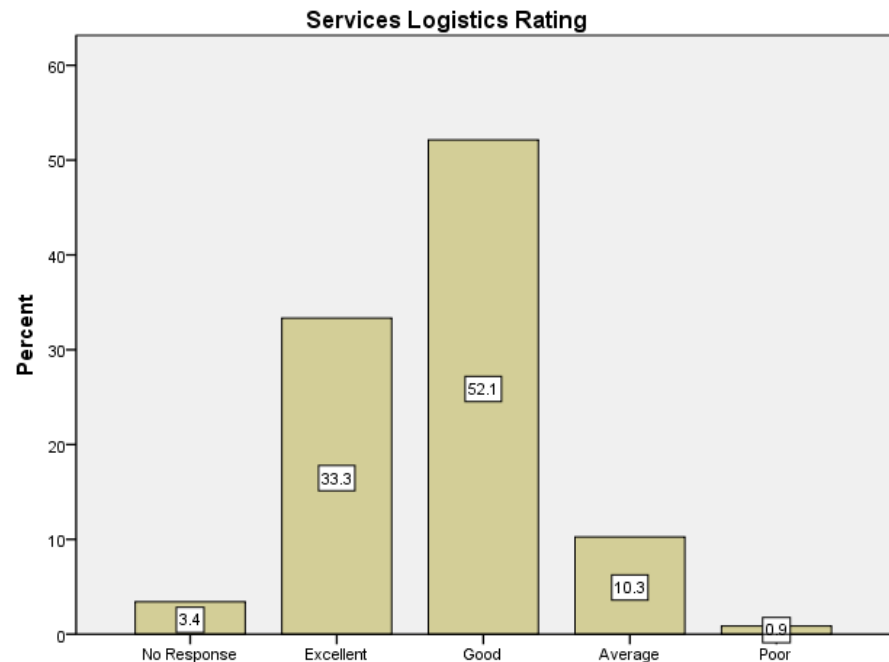
a) Programming/Events activities (artistic content)

Most visitors responded positively to this year's programming. 56 (48%) visitors rated it as good, 39 (33%) rated it as excellent, 18 (15%) average and only one visitor reported it as poor. 3 visitors did not respond.



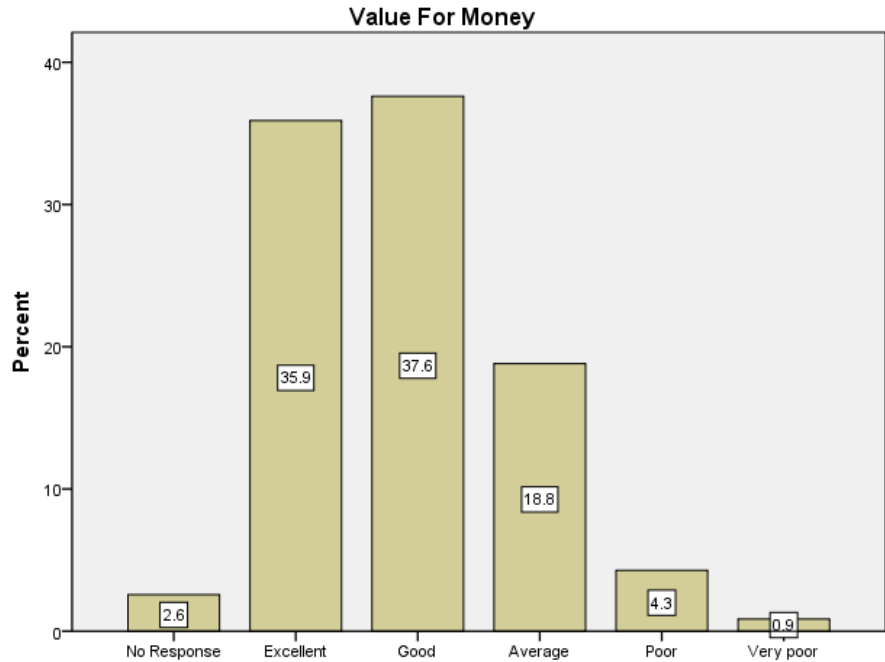
b) Service and Logistics (food, customer service, cleanliness, washroom facilities, safety, security, etc.)

Most visitors responded positively to this year's services and general logistics. 61 visitors (52%) rated them as good, 39 visitors (33%) reported that the service was excellent, 12 visitors (10%) average, and only one visitor reported that the services and logistics poor. Four visitors did not respond to this question.



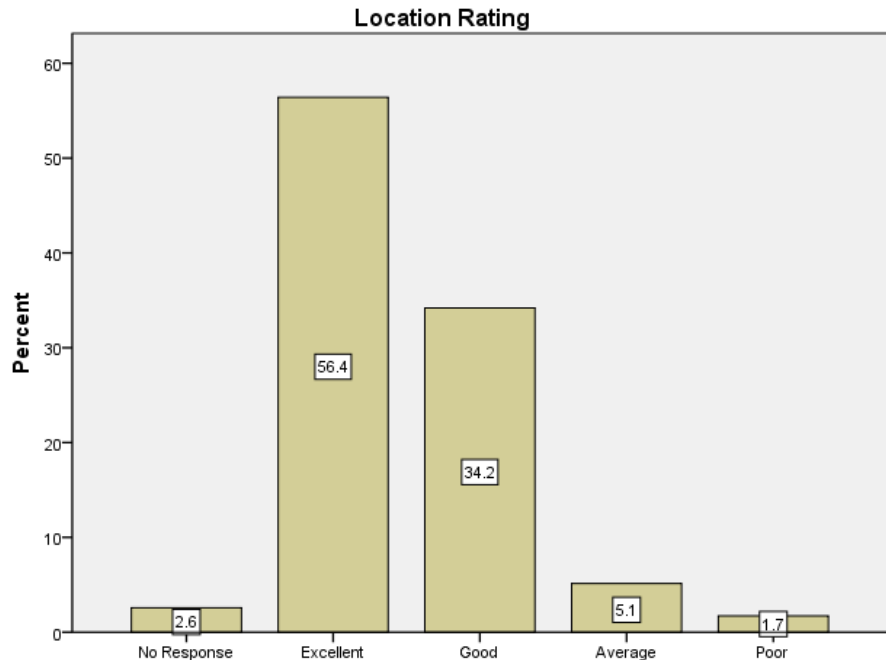
c) Value for money

Most visitors agreed that this year's festival was worth the price of admission. 42 visitors (36%) reported receiving excellent value for their money, 44 (38%) reported it was good, 22 (19%) average, five (4%) said it was poor, and one reported receiving very poor value for their money. Three visitors did not respond.



d) Location (accessibility, parking, availability of buses, etc.)

Most visitors responded positively to this year's location and general accessibility. 66 visitors (56%) rated it as excellent, 40 (34%) reported that the location was good, six visitors (5%) found it average, and two visitors reported it as poor. Three visitors did not respond.



Appendix A: Survey Sample



Ottawa Festivals Research (OFR)
The 2010 Industry Wide Visitor Survey

Dear Visitor:

On behalf of Ottawa Festivals, a not-for-profit organization that represents more than 50 festivals, special events and fairs that take place in Canada's Capital Region, we would like to thank you for participating in this industry-wide survey. This survey aims to gauge visitors' perceptions on the social impacts of festivals, special events and fairs. All information will be kept anonymous and confidential.

I. About You

1. I am: Male Female
2. Age: 18-24 years 25-34 years 35-44 years
 45-59 years 60 years or more
3. My level of education is:
 No formal education
 Some high School
 High School
 Vocational/technical/college/CEGEP
 Some/Completed University
 Some/Completed Post-Graduate Degree
4. My ethnic background is (optional): _____
5. a) I reside in Ottawa;
my postal code is: (first three digits) _____
b) I reside in Gatineau;
my postal code is: (first three digits) _____
c) I reside in Ontario;
my postal code is: (first three digits) _____
d) I live in other parts of Canada
my postal code is: (first three digits) _____
e) I reside in a different country: _____
(If you answered a or b, please skip to question 8)
6. If you are from outside this region, did you come specifically to visit the festival?
 Yes No
 No, but the festival was a factor
7. If you are from out of town, where are you staying?
 Paid accommodation (hotel, motel, hostel, etc.)
 With family/friends
 Other: _____
8. The language I use the most in my household is:
 English French Other
9. My family income is:
 Below \$35,000 \$35,000-\$55,000
 \$55,000-\$75,000 Over \$75,000
10. Including yourself, how many people are in your group?
Number of children (12 years old and below) _____
Number of youths (13 to 18 years old) _____
Number of adults (18-64 years old) _____
Number of senior-adults (65 years old or more) _____

II. About Festivals* in General

11. In general,
 a) I am a frequent festival visitor
I go to 6 or more festivals a year
 b) I sometimes go to festivals
I go to between 3 and 5 festivals a year
 c) I rarely go to festivals
I go to fewer than 3 festivals a year

12. If you answered a or b, please list the top three festivals that you have visited in Canada's Capital Region.
1 _____
2 _____
3 _____
13. Please indicate if you agree or disagree with the following statements, according to the given scale:
a) Festivals are a place for strengthening communities (*fostering people's participation in cultural events, enhancing community development, promoting local talent, etc.*)
 Strongly disagree
 Disagree
 Agree
 Neither agree nor disagree
 Strongly agree
b) Local not-for-profit festivals, special events and fairs (*like the one you are attending*) are eligible for funding from various levels of government. Do you feel that this a "waste of public funding"?
 Strongly disagree
 Disagree
 Neither agree nor disagree
 Agree
 Strongly agree
14. In your opinion, what social impacts do festivals, special events and fairs have on the quality of life in the Ottawa Region?

III. About this Festival

15. Is this your first time attending this festival?
 Yes No
If not, this is my _____ visit.
16. How did you learn about this festival?
(Please check all that apply)
 Festival website Brochure Radio Television
 Ottawa Festivals website (www.ottawafestivals.ca)
 Social Media (i.e. facebook, Twitter, etc...)
 Word of mouth Other: _____
17. Why did you decide to come to the festival today?

18. Please rate this year's festival according to the following categories:
a) Programming/Events activities (*artistic content*)
 Excellent Good Average Poor Very poor
b) Services and logistics (*food, customer service, cleanliness, washroom facilities, safety, security, etc.*)
 Excellent Good Average Poor Very poor
c) Value for money
 Excellent Good Average Poor Very poor
d) Location (*accessibility, parking, availability of buses, etc.*)
 Excellent Good Average Poor Very poor
19. Are you planning to visit this festival next year?
 Yes No Undecided

* The term festivals is used here to refer to festivals, fairs & special events.



Festivals d'Ottawa Recherche (FOR)

Le 2010 sondage auprès des visiteurs

Madame, Monsieur :

Au nom des responsables de Festivals d'Ottawa, une organisation à but non-lucratif qui représente plus que 50 festivals, événements spéciaux et foires dans la région de la capitale de Canada, nous vous remercions de votre participation à ce sondage mené à la grandeur de l'industrie. Ce sondage vise à obtenir l'opinion et la perception des visiteurs au sujet des répercussions sociales des festivals, des événements spéciaux, et des foires. Les renseignements fournis demeureront anonymes et confidentiels. Ils ne seront utilisés qu'à des fins de recherche

I. Renseignements personnels

- Sexe : Masculin Féminin
- Âge : 18-24 ans 25-34 ans 35-44 ans
 45-59 ans 60 or more
- Scolarité :
 Pas d'éducation formelle
 Études secondaires non terminées
 Études secondaires terminées
 Formation professionnelle/technique/collégiale (y compris au cégep)
 Études universitaires (terminées ou non)
 Études supérieures (terminées ou non)
- Origines ethniques (*renseignement facultatif*) : _____
- a) Je réside à Ottawa ;
Mon code postal est (*trois premiers caractères*) : _____
b) Je réside à Gatineau ;
Mon code postal est (*trois premiers caractères*) : _____
c) Je réside en Ontario ;
Mon code postal est (*trois premiers caractères*) : _____
d) Je réside dans autre région du Canada ;
Mon code postal est (*trois premiers caractères*) : _____
e) Si vous résidez à l'étranger, indiquez dans quel pays : _____
(*Si vous avez répondu un ou b, s'il vous plaît le saut pour questionner 8*)
- Si vous ne vivez pas dans la région, êtes-vous venu ici expressément pour assister au festival?
 Oui Non
 Non, mais le festival est un facteur qui a contribué à ma décision de venir.
- Si vous venez de l'extérieur de la ville, où êtes-vous hébergé?
 Dans un lieu d'hébergement payant (hôtel, motel, auberge, etc.)
 Avec des parents/amis
 Autre : _____
- Langue principalement utilisée par votre ménage :
 Anglais Français Autre
- Revenu de votre ménage :
 Moins de 35 000 \$ 35 000 \$-55 000 \$
 55 000 \$-75 000 \$ Plus de 75 000 \$
- Nombre de membres de votre groupe [y compris vous-même] :
Nombre d'enfants (*12 ans ou moins*) : _____
Nombre d'adolescents (*de 13 à 18 ans*) : _____
Nombre d'adultes (*de 18 à 64 ans*) : _____
Nombre d'ainés (*65 ans ou plus*) : _____

II. A propos des festivals* en general

- En général,
 a) J'assiste fréquemment à des festivals.
J'assiste à 6 festivals ou plus par année
 b) J'assiste parfois à des festivals.
J'assiste à de 3 à 5 festivals par année.
 c) J'assiste rarement à des festivals.
J'assiste à moins de 3 festivals par année.

- Si vous avez répondu **a** ou **b**, veuillez indiquer les trois principaux festivals auxquels vous assistez dans la région de la capitale du Canada.
1 _____
2 _____
3 _____

- En vous servant de l'échelle fournie, veuillez indiquer à quel point vous êtes d'accord ou en désaccord avec les énoncés suivants :
a) Les festivals permettent de renforcer la collectivité (*en favorisant la participation de la population aux événements culturels, en accroissant le développement communautaire, en faisant la promotion des talents locaux, etc.*)
 Fortement en désaccord
 En désaccord
 Ni d'accord ni en désaccord
 Plutôt d'accord
 Fortement d'accord
b) Les foires, les événements spéciaux et les festivals locaux a but non-lucratif (*comme celui auquel vous assistez*) peuvent être financés par divers paliers de gouvernement. À votre avis, est-ce qu'il s'agit d'un « gaspillage de fonds publics »?
 Fortement en désaccord
 En désaccord
 Ni d'accord ni en désaccord
 Plutôt d'accord
 Fortement d'accord

- À votre avis, quelles sont les autres répercussions des foires, des événements spéciaux et des festivals sur la qualité de vie dans la région d'Ottawa?

III. A propos de ce festival

- Est-ce la première fois que vous assistez à ce festival?
 Oui Non
Si vous avez répondu non, combien de fois y avez-vous assisté au total? _____ fois
- Comment avez-vous entendu parler de ce festival?
(*Veuillez cocher toutes les cases appropriées*)
 Site Web du festival Dépliants/brochures Radio Télé
 Site Web de Festivals d'Ottawa (www.ottawafestivals.ca)
 Médias sociaux (Facebook, Twitter, etc.)
 Bouche-à-oreille Autre : _____
- Pourquoi avez-vous décidé d'assister au festival aujourd'hui?

- Veuillez coter les aspects suivants du festival de cette année :
a) Programme/activités (*contenu artistique*)
 Excellent Bon Moyen Mauvais Très mauvais
b) Services et organisation (*aliments, service à la clientèle, propreté, toilettes, sécurité, etc.*)
 Excellent Bon Moyen Mauvais Très mauvais
c) Rapport qualité-prix
 Excellent Bon Moyen Mauvais Très mauvais
d) Site (*accessibilité, stationnement, services de transport en commun, etc.*)
 Excellent Bon Moyen Mauvais Très mauvais
- Comptez-vous assister à ce festival l'an prochain?
 Oui Non Indécis

* Par « festivals », on entend les festivals, les foires et les événements spéciaux.

Appendix B: About Your Visitors

Q 1: Sex

| | | Frequency | Percent |
|-------|--------|-----------|---------|
| Valid | Male | 59 | 50.4 |
| | Female | 58 | 49.6 |
| | Total | 117 | 100.0 |

Q 2: Age

| | | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | No Response | 2 | 1.7 |
| | 18-24 | 13 | 11.1 |
| | 25-34 | 28 | 23.9 |
| | 35-44 | 29 | 24.8 |
| | 45-60 | 26 | 22.2 |
| | >60 | 19 | 16.2 |
| | Total | 117 | 100.0 |

Q 3: Education

| | | Frequency | Percent |
|-------|-------------------------------------|-----------|---------|
| Valid | No Response | 1 | .9 |
| | Some high school | 2 | 1.7 |
| | High school | 6 | 5.1 |
| | Vocation/technical/college/CEGEP | 15 | 12.8 |
| | Some/Completed University | 45 | 38.5 |
| | Some/Completed Post-Graduate Degree | 48 | 41.0 |
| | Total | 117 | 100.0 |

Q 4: Residency

| | | Frequency | Percent |
|-------|-----------------------|-----------|---------|
| Valid | No Response | 4 | 3.4 |
| | Ottawa | 92 | 78.6 |
| | Gatineau | 9 | 7.7 |
| | Ontario | 4 | 3.4 |
| | Other Parts of Canada | 5 | 4.3 |
| | Different Country | 3 | 2.6 |
| | Total | 117 | 100.0 |

Q 5: Accommodation

| | | Frequency | Percent |
|-------|---------------------|-----------|---------|
| Valid | No Response | 99 | 84.6 |
| | Paid accommodation | 5 | 4.3 |
| | With family/friends | 6 | 5.1 |
| | Other | 7 | 6.0 |
| | Total | 117 | 100.0 |

Q 6: Language

| | | Frequency | Percent |
|-------|------------------|-----------|---------|
| Valid | English | 70 | 59.8 |
| | French | 16 | 13.7 |
| | Other Language | 27 | 23.1 |
| | English & French | 4 | 3.4 |
| | Total | 117 | 100.0 |

Q 7: Family Income

| | | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | No Response | 12 | 10.3 |
| | Below \$35,000 | 17 | 14.5 |
| | \$35,000-\$55,000 | 27 | 23.1 |
| | \$55,000-\$75,000 | 20 | 17.1 |
| | Over \$75,000 | 41 | 35.0 |
| | Total | 117 | 100.0 |

Appendix C: About the Ottawa Turkish Festival Specifically

Q 1: Is it your first time attending this festival?

| | | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | Yes | 74 | 63.2 |
| | No | 43 | 36.8 |
| | Total | 117 | 100.0 |

Q 2: How did you learn about this festival?

| | |
|---|--------|
| Word of mouth | (n=46) |
| Radio | (n=22) |
| Festival website | (n=20) |
| Brochure | (n=17) |
| Ottawa Festivals website (www.ottawafestivals.ca) | (n=16) |
| Television | (n=14) |
| Social Media (i.e. facebook, Twitter, etc...) | (n=13) |
| Other | (n=26) |

Q 3: Why did you decide to come to the festival today?

| | |
|-------------------------------|--------|
| Curiosity / general interest | (n=38) |
| Interested in other cultures | (n=30) |
| Interested in Turkish cuisine | (n=27) |
| Family/ friends/ community | (n=19) |
| Familiar with Turkish culture | (n=14) |

Q 4: Programming Event Rating

| | | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | No Response | 3 | 2.6 |
| | Excellent | 39 | 33.3 |
| | Good | 56 | 47.9 |
| | Average | 18 | 15.4 |
| | Poor | 1 | .9 |
| | Total | 117 | 100.0 |

Q 5: Services Logistics Rating

| | | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | No Response | 4 | 3.4 |
| | Excellent | 39 | 33.3 |
| | Good | 61 | 52.1 |
| | Average | 12 | 10.3 |
| | Poor | 1 | .9 |
| | Total | 117 | 100.0 |

Q 6: Value For Money

| | | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | No Response | 3 | 2.6 |
| | Excellent | 42 | 35.9 |
| | Good | 44 | 37.6 |
| | Average | 22 | 18.8 |
| | Poor | 5 | 4.3 |
| | Very poor | 1 | .9 |
| | Total | 117 | 100.0 |

Q 7: Location Rating

| | | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | No Response | 3 | 2.6 |
| | Excellent | 66 | 56.4 |
| | Good | 40 | 34.2 |
| | Average | 6 | 5.1 |
| | Poor | 2 | 1.7 |
| | Total | 117 | 100.0 |

Q 8: Revisit Likelihood

| | | Frequency | Percent |
|-------|-------------|-----------|---------|
| Valid | No Response | 2 | 1.7 |
| | Yes | 87 | 74.4 |
| | No | 3 | 2.6 |
| | Undecided | 25 | 21.4 |
| | Total | 117 | 100.0 |