

# Summer Festivals

2019

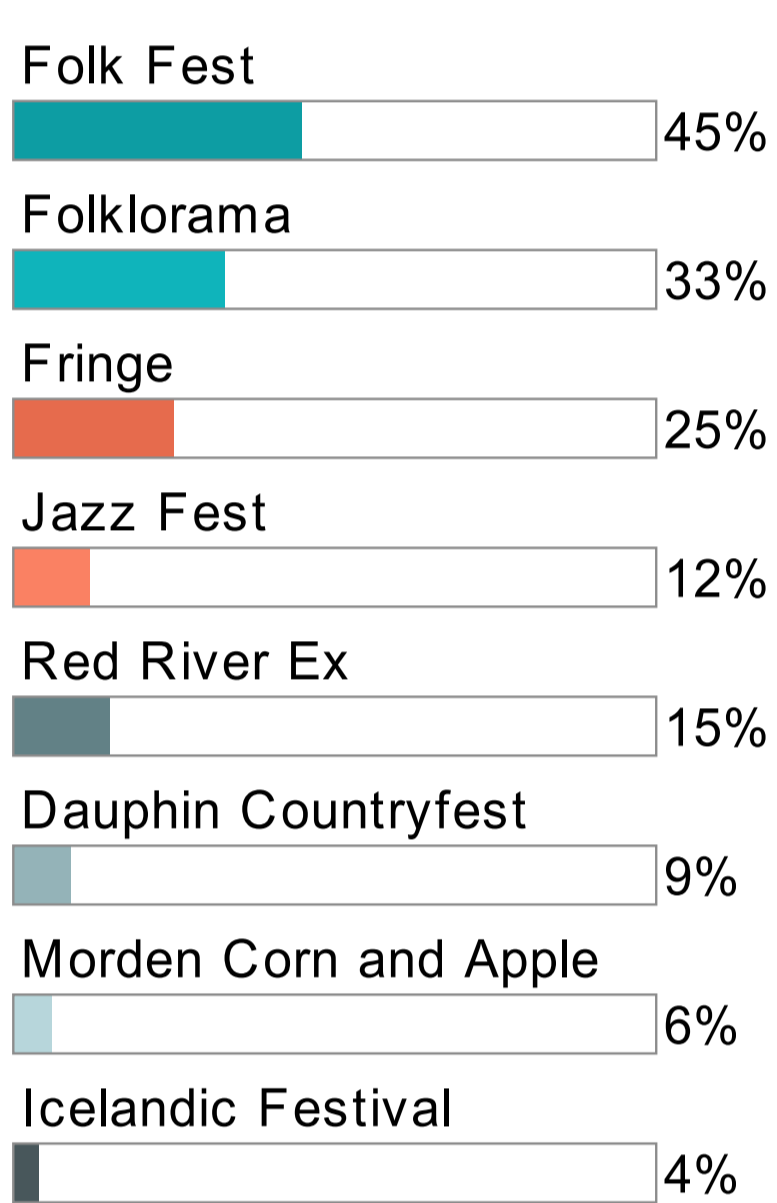
**PRA**

Prairie Research Associates

## TOP-OF-MIND

2018

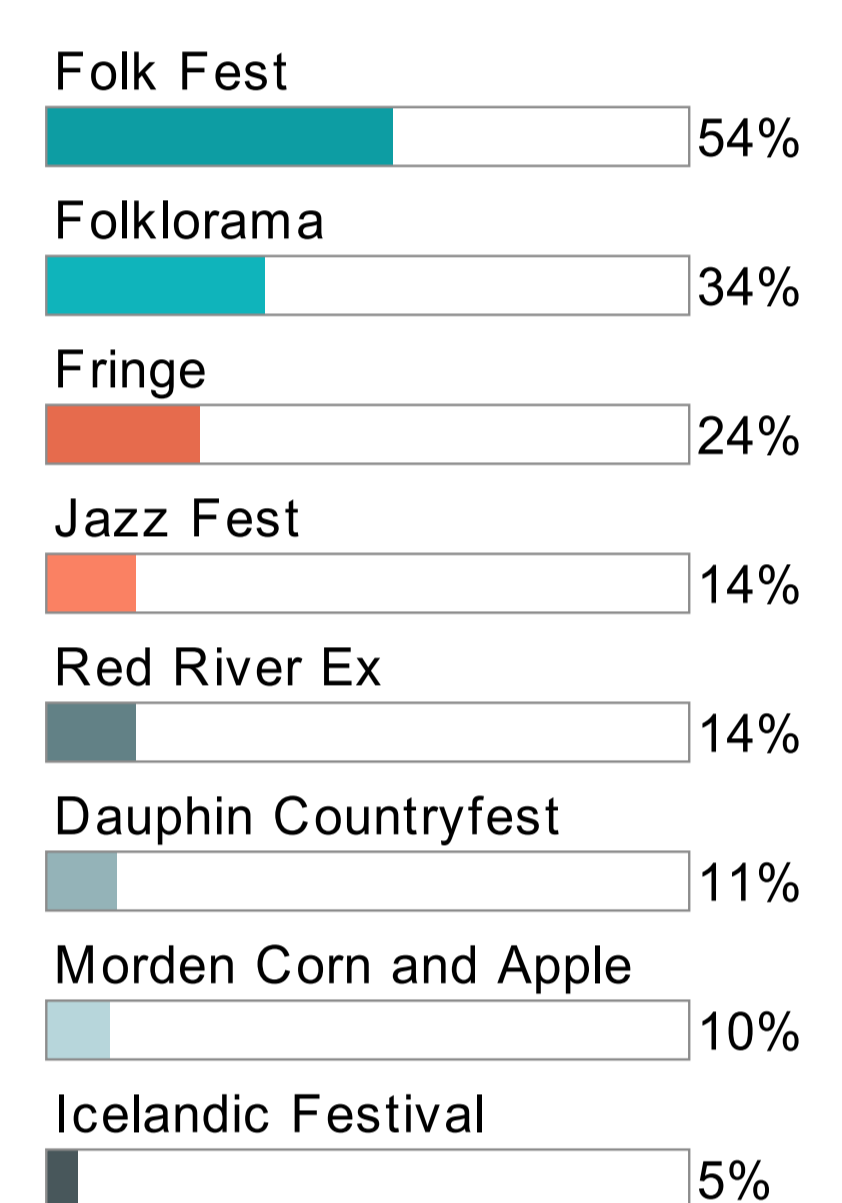
2019



As was the case when asked in 2018, the most common festival or event on Winnipeggers' minds is the Winnipeg Folk Festival.

Folk Fest has also had the largest increase in unaided awareness (45% in 2018 to 54% in 2019).

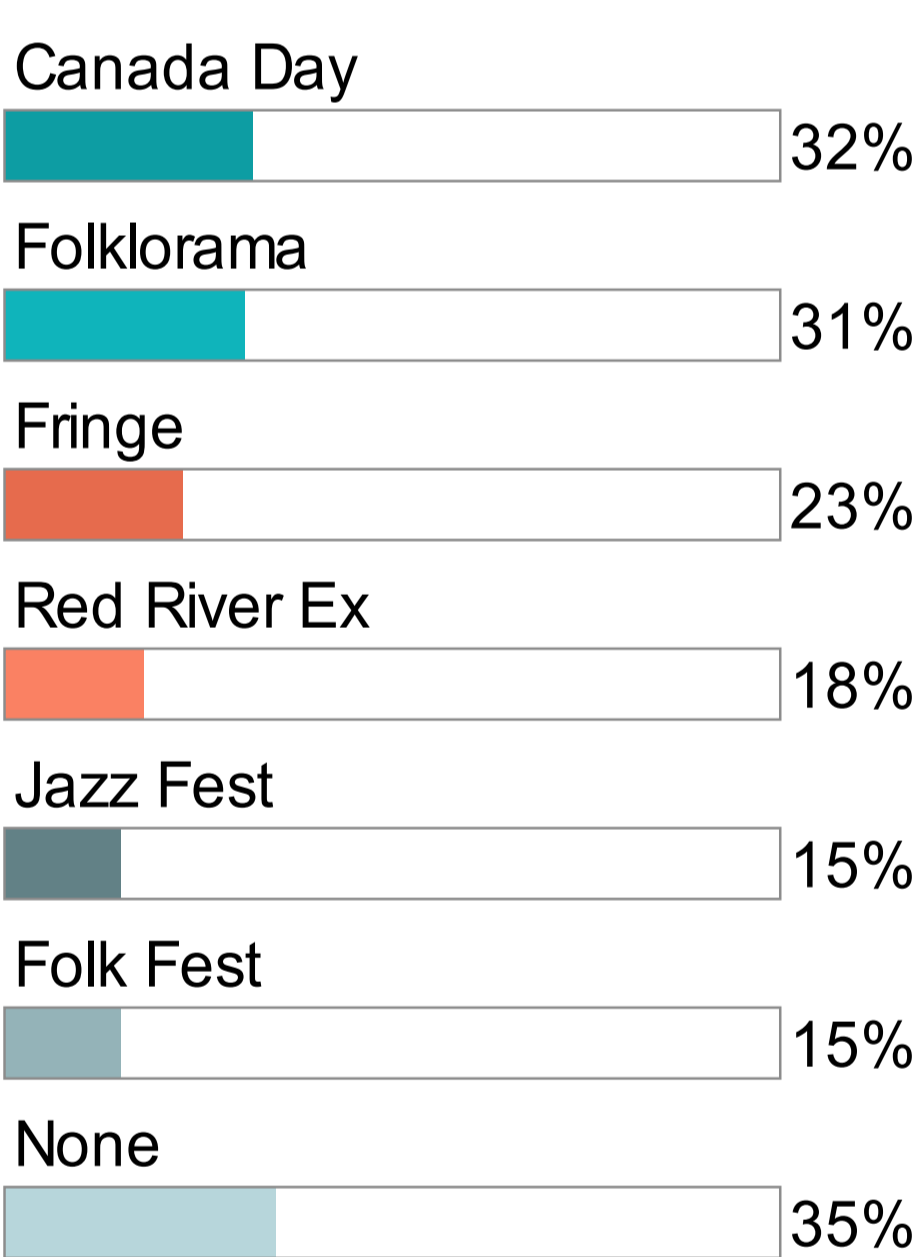
Only eight festivals were mentioned by at least 5% of Winnipeggers.



## FESTIVALS

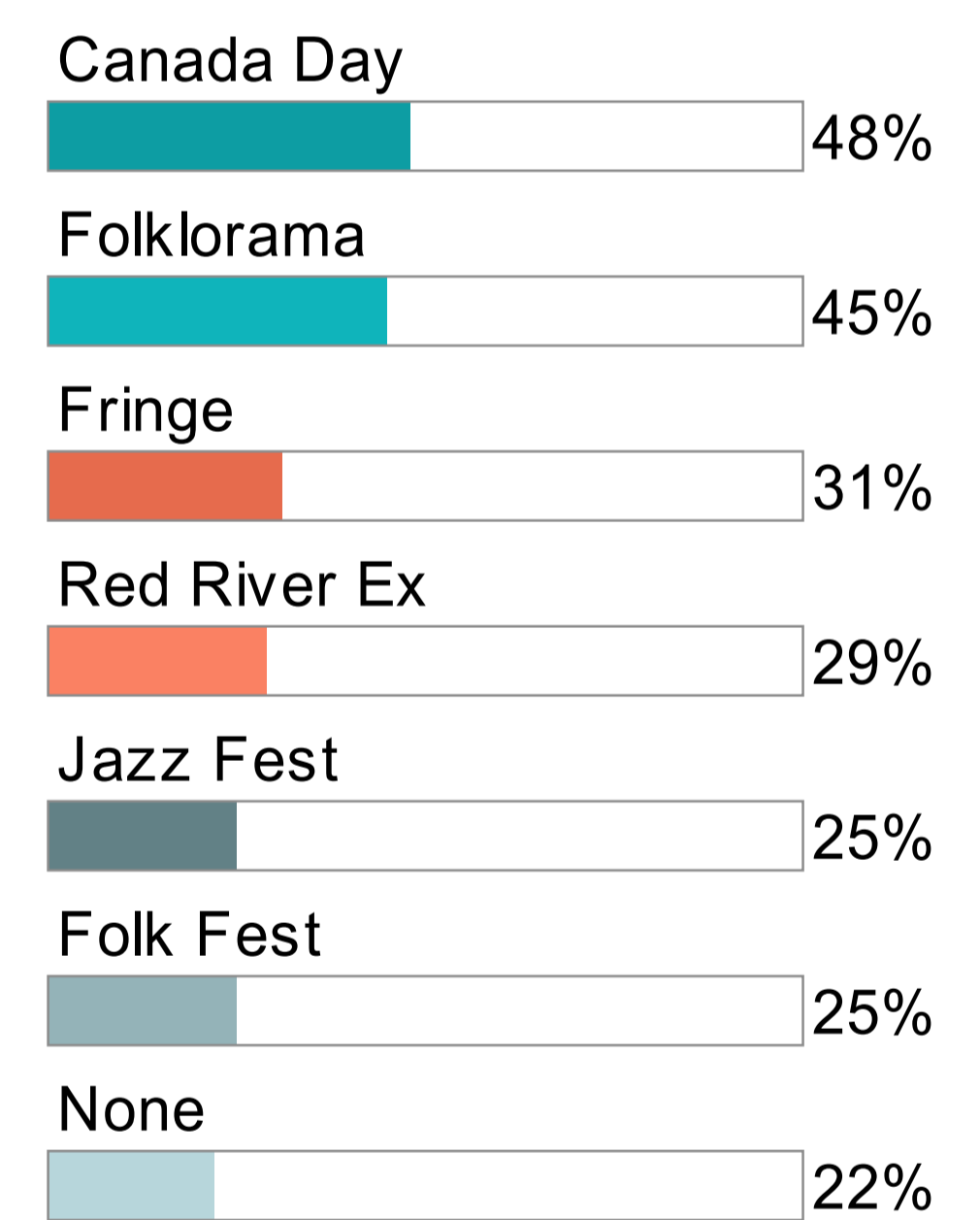
Attended in 2018

Plan to Attend in 2019



The vast majority of Winnipeggers (78%) plan on taking in at least one summer festival or event, with the typical Winnipegger expecting to attend three.

However, planned and actual attendance do not go hand in hand. Winnipeggers expect to take in summer festivals in greater numbers than attended last year.



## BY GROUP

For almost every festival or event, the proportion that said they did go in 2018, or plan to go in 2019:

- decreases with age.
- increases with education.

Those making less than \$40,000 or \$100,000 or more are least likely to report attending any event last year. They are also least likely to plan to attend any event this year.



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