

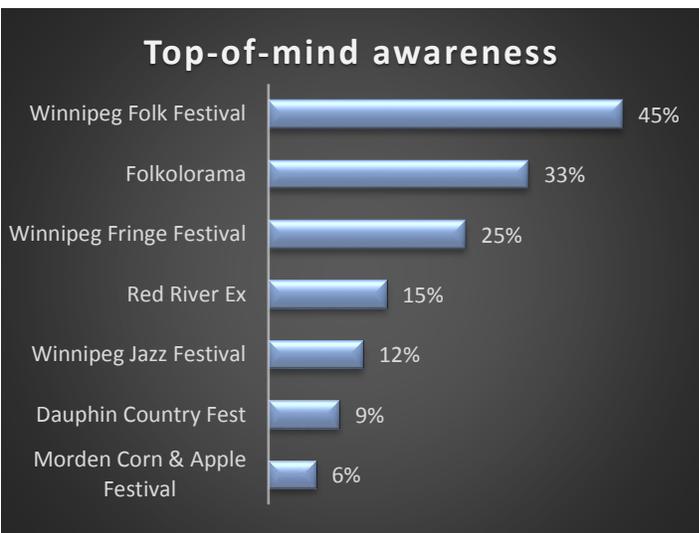
Manitobans are primed for a summer of festivals



The 'F' fests lead the way.

When asked to name any local summer festivals or events taking place in Manitoba, the 'F' festivals (Folk, Folklorama, and Fringe) were most commonly named by Manitobans, with Winnipeg Folk Festival leading the way at 45%.

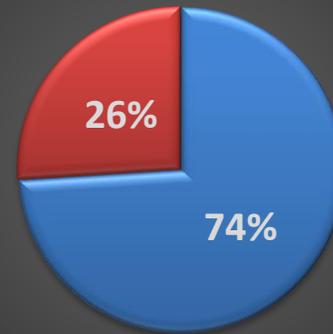
The most commonly named non-Winnipeg event was the Dauphin Country Fest at 9% followed by the Morden Corn & Apple Festival (6%).



Most Manitobans taking in at least one summer festival or event.

The vast majority of Manitobans (74%) plan on taking in at least one summer festival or event, with the typical Manitoban expecting to take in just over two festivals or events (2.3 on average).

Planning to attend a summer festival



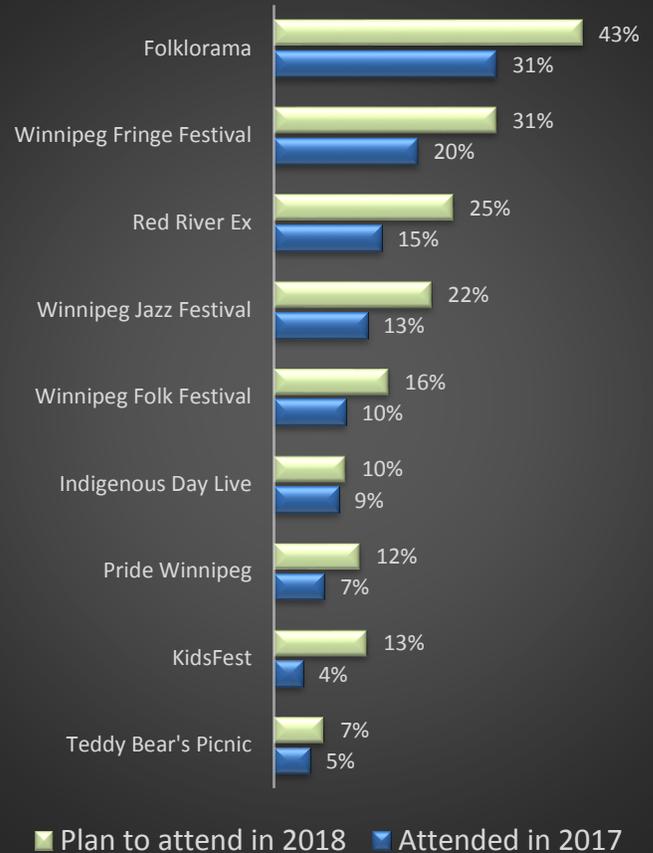
■ Plan on attending ■ Do not plan on attending

Planned and actual attendance do not go hand in hand.

Before festival organizers start ordering extra Porta Potties, as has been shown in numerous studies, expected and actual behavior are rarely perfect. Many Manitobans expect to take in summer festivals and events in greater numbers than have attended last year. This difference is likely fueled by the fact that many will say they want to attend, but weather, timing, life, etc. may cause them to miss these events.

When compared to awareness, attendance and awareness are closely aligned, with the exception of Winnipeg Folk Fest, which leads the way in awareness, but is just the fifth most likely event to be attended in the summer of 2018.

Planned and actual attendance



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METHODOLOGY

PRA conducted the survey from May 2 to June 5, 2018 using its Manitoba Omnibus, which is a monthly random-digit telephone survey of 800 Manitobans. This survey size yields an error rate of $\pm 3.5\%$ (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information.

PRA is an independent research company with its head office in Winnipeg, which houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.

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