

2021 Post Pandemic Large Events Survey

Conducted by Community Researchers



COMMUNITY RESEARCHERS

Community Improvement Research Program

Community Researchers is a nonprofit research organization which provides community-minded research students and graduates with opportunities to undertake important projects. This research project was part of the Summer 2021 Community Improvement Research Program. Nonprofits, charities, and other organizations submitted applications for projects which were reviewed by an independent panel of evaluators. Complimentary research projects were awarded to multiple applicants and studies were undertaken by research students and graduates, with support from their academic institutions. All researchers participated in a four-part training program developed by Community Researchers.

Research methodology	
Type of research project	Electronic survey
Survey sampling method	Survey distributed through targeted emails and social media sites
Survey sample size	Approximately 450 responses
Survey sampling period	August through September, 2021
Lead researcher	Ana K. Nunez
Supporting academic institution	Centennial College
Supporting faculty	The School of Hospitality, Tourism and Culinary Arts

Highlights

1. Most respondents unlikely to attend large live events within the short term.

- Respondents were questioned regarding their likelihood to attend large events within various time periods
- More than half were either “very unlikely” or “unlikely” to attend a large event within one or two months

2. Likelihood to attend large events will increase as time passes.

- Overall, approximately four-fifths were “very likely” or “somewhat likely” to attend a large live event within 12 months
- Two-thirds were “very” or “somewhat likely” to attend a live event within six months

3. Respondents want to return to both indoor and outdoor venues.

- Respondents were given a short list and asked which types of events they would like to attend upon reopening
- Indoor venues such as One of a Kind Shows and museums were as popular as outdoor venues like theme parks and zoos

4. Vaccination passports will increase the likelihood of many to attend large events.

- More than one-third indicated that vaccination passports would increase their likelihood to attend a large event
- Passports scored higher than incentives such promotions and discounted events

5. Respondents are willing to take basic precautions when attending live events.

- 78% would be willing to wear a mask and 70% would follow social distancing
- Some would take additional precautions such as bringing their own cleaning supplies or visiting in small groups

6. Majority of respondents were past CNE visitors but most had not attended in recent years.

- Four-fifths of respondents indicated that they had previously attended the Canadian National Exhibition
- 10% had attended in 2019 and 17% visited in 2018 or 2017

7. Respondents want to return to the Canadian National Exhibition.

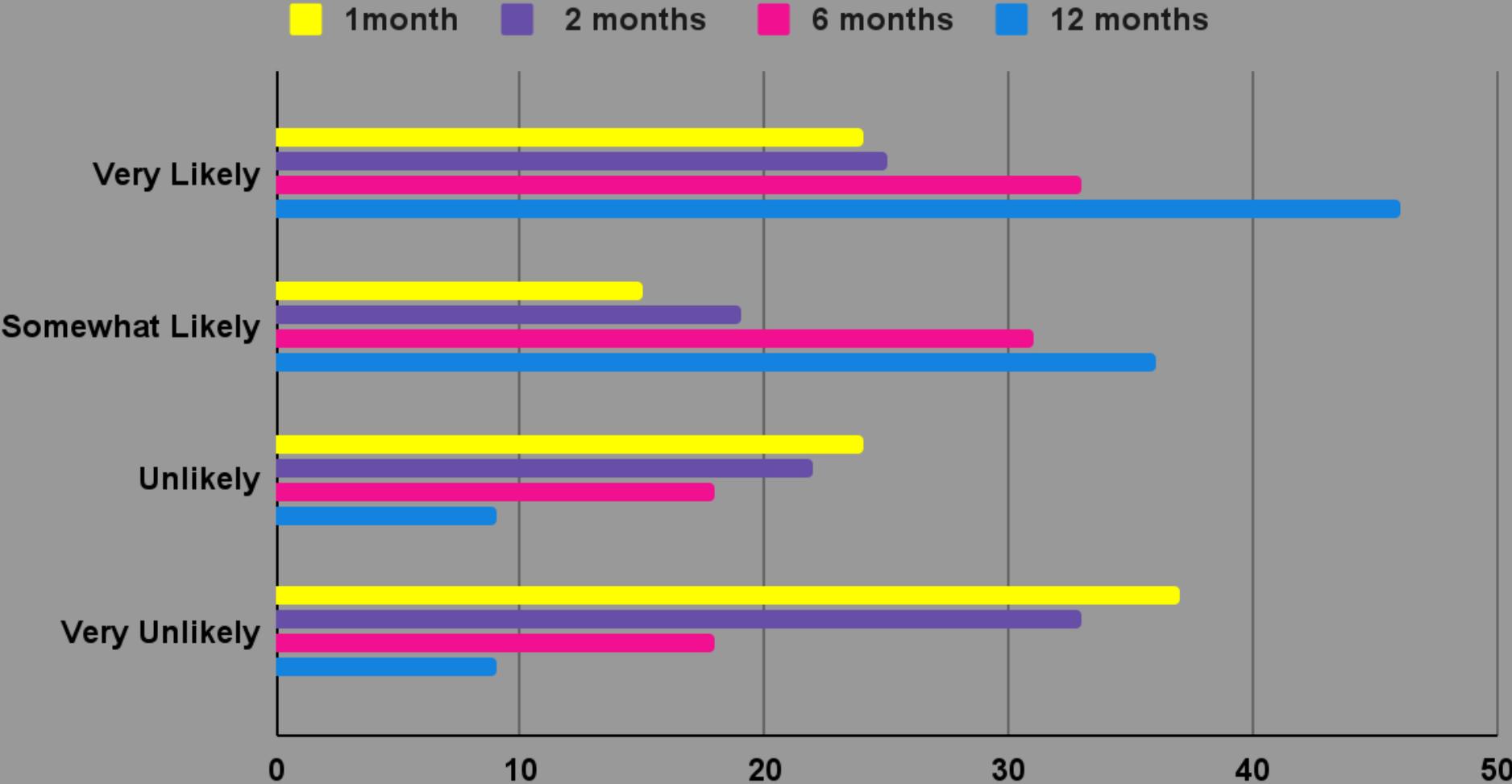
- Overall, more than 50% indicated that they were “very likely” to visit the CNE in 2022
- One in three said they were somewhat likely to attend in 2022

8. Air show and concerts were the most popular CNE attractions.

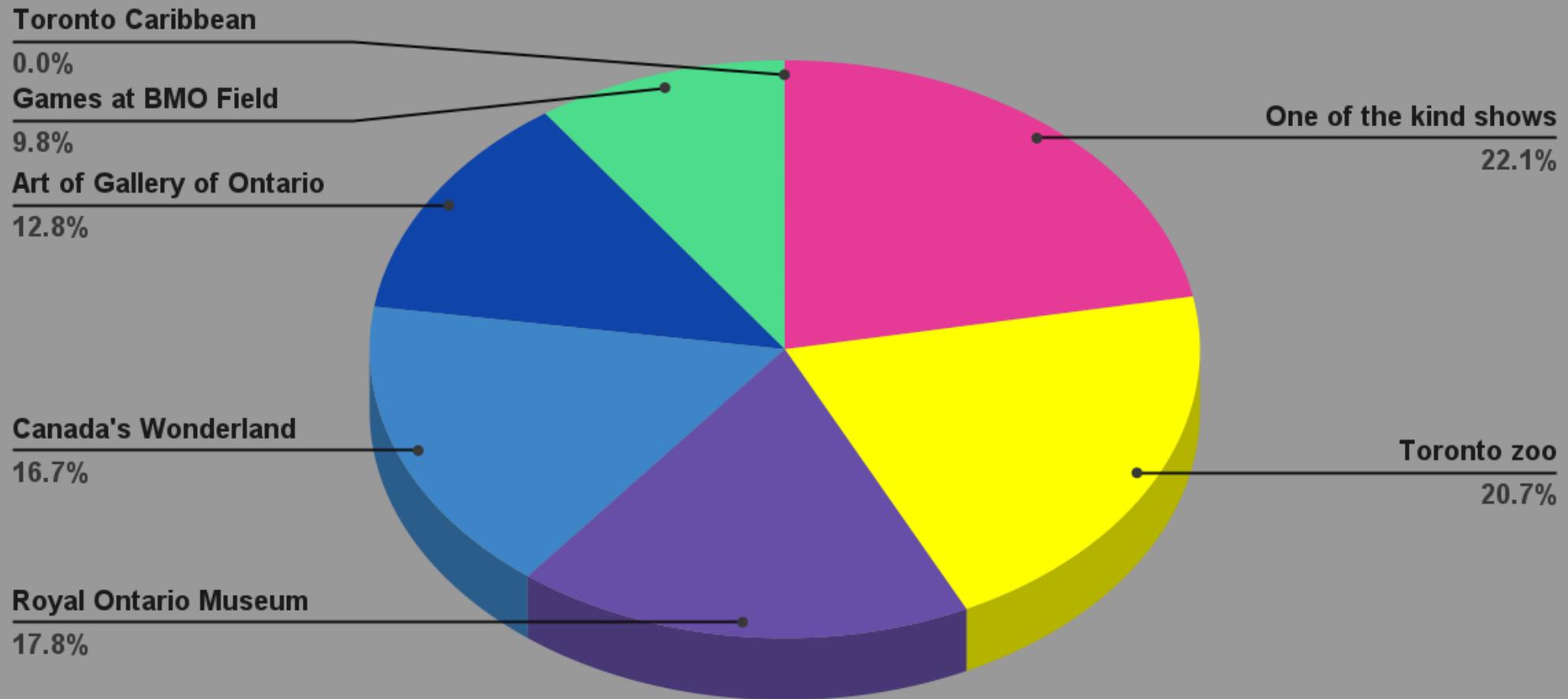
- 84% of respondents wanted to experience the air show when the CNE returns, making it the most popular attraction overall
- Other popular attractions included concerts, the farm, casinos, and gaming

Section 1: Interest in attending large events post-pandemic

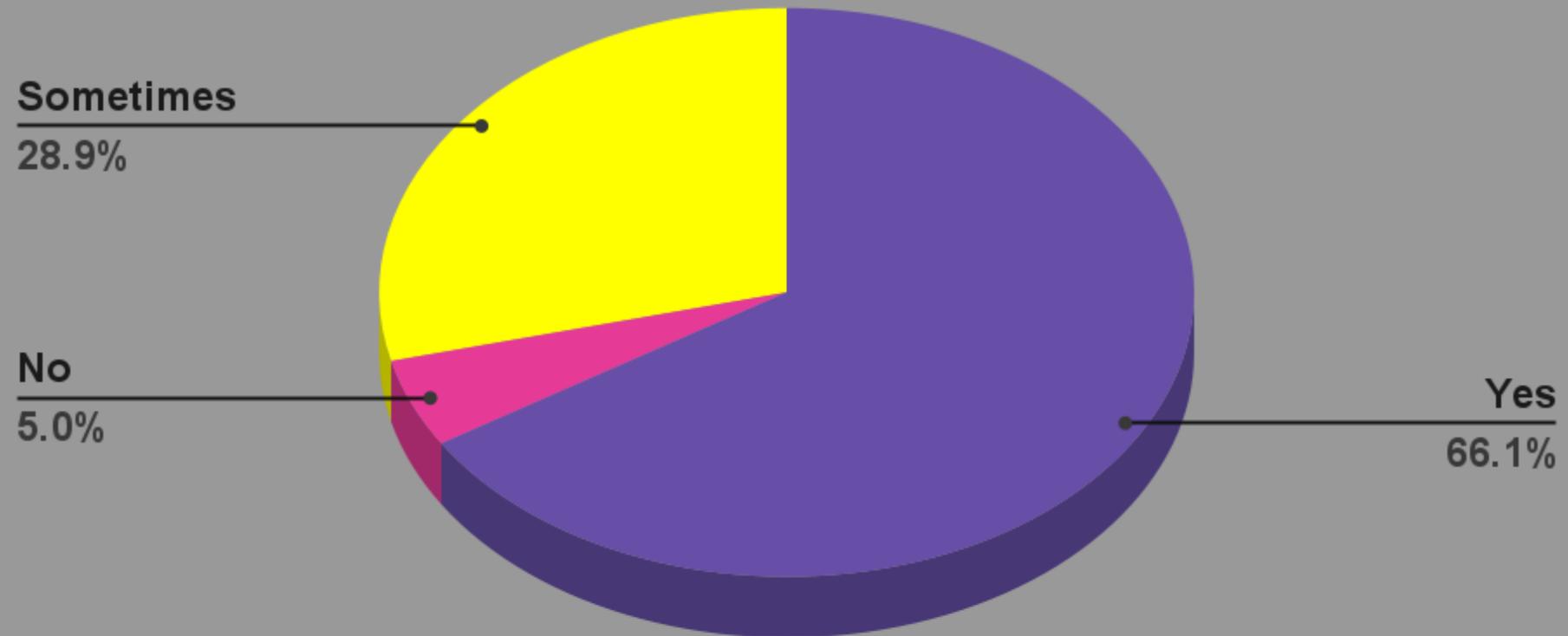
Likelihood to attend large events in future



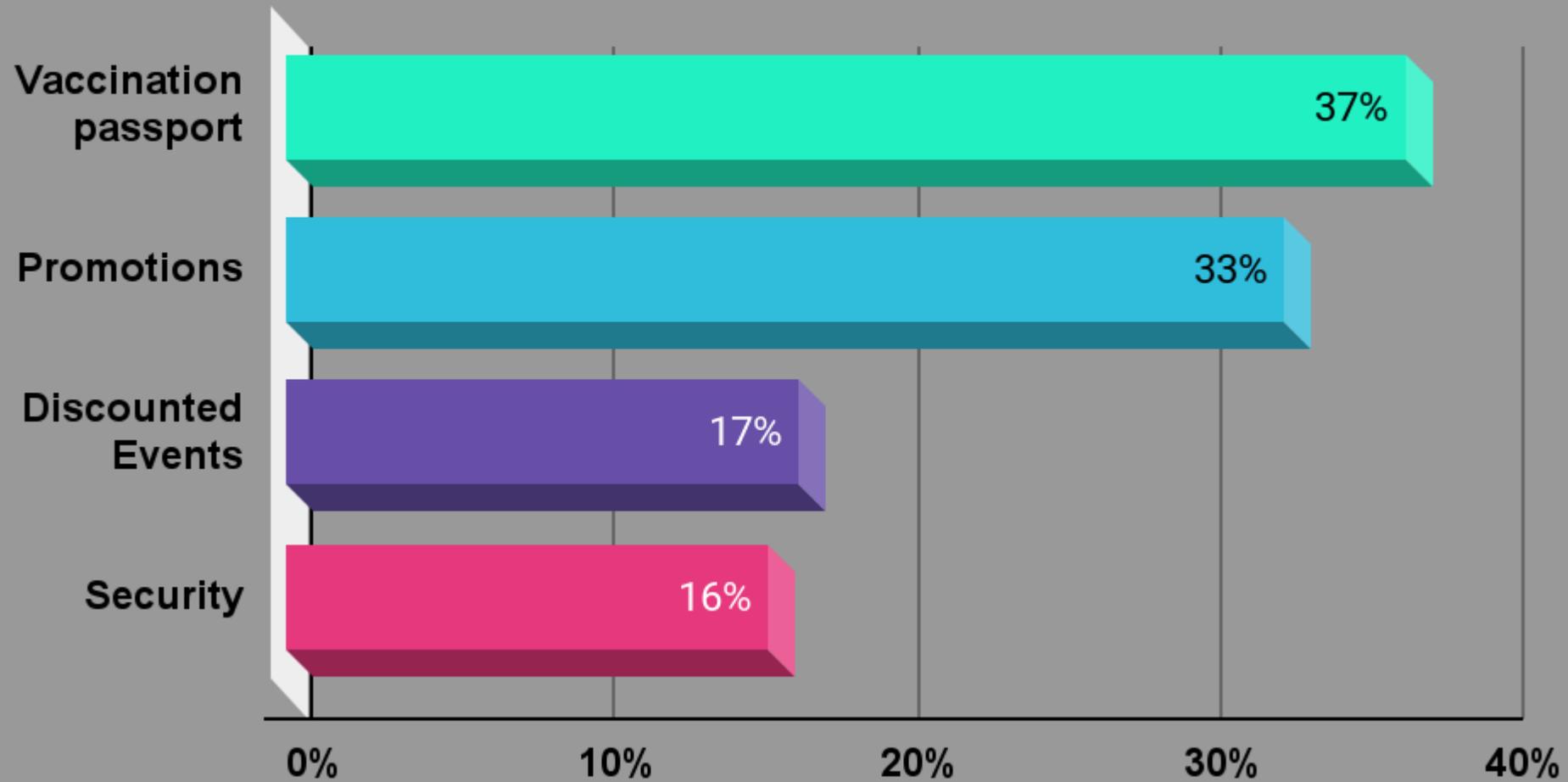
Type of large event would most like to attend



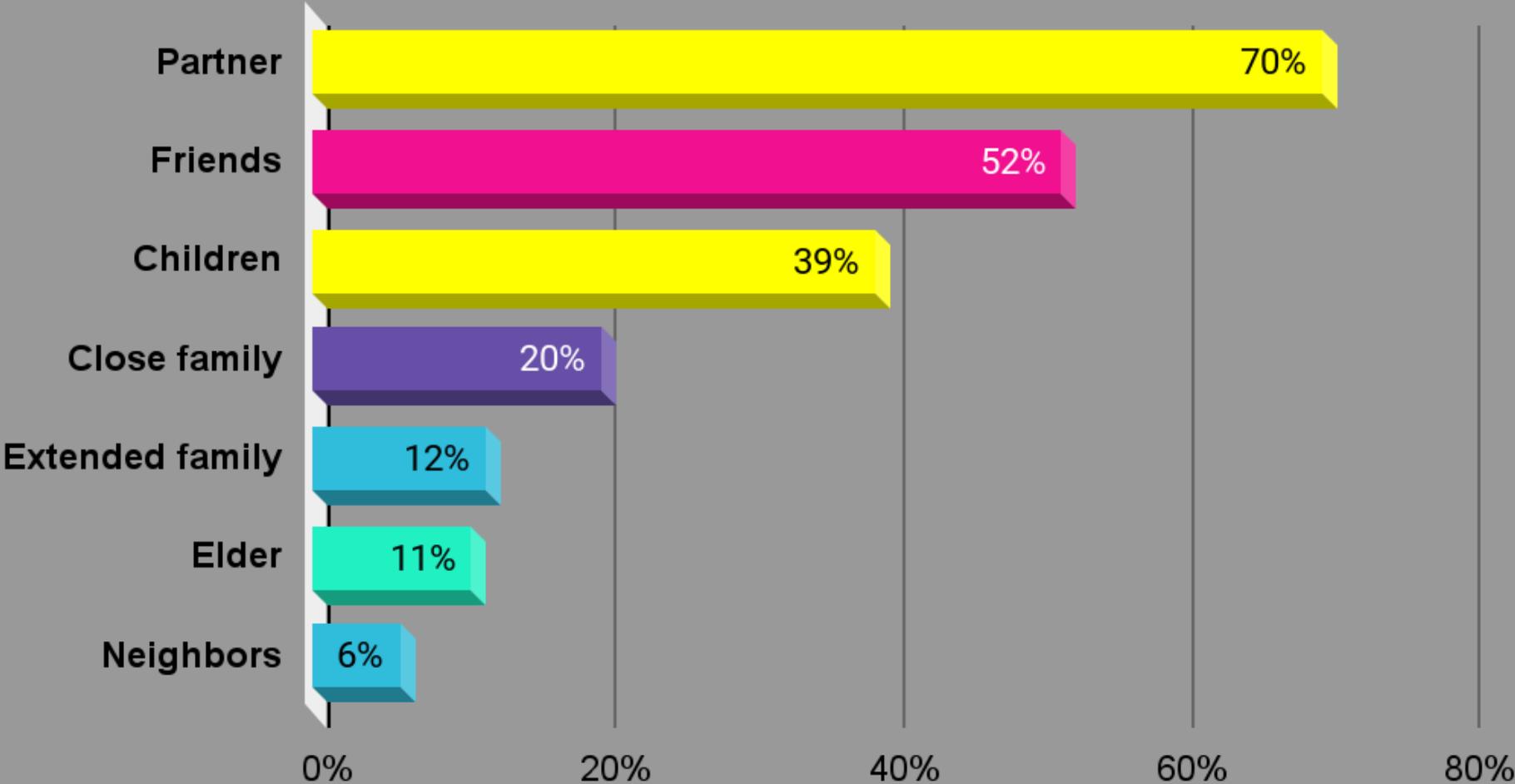
Attended large events before pandemic



Factors which would increase likelihood to attend large event

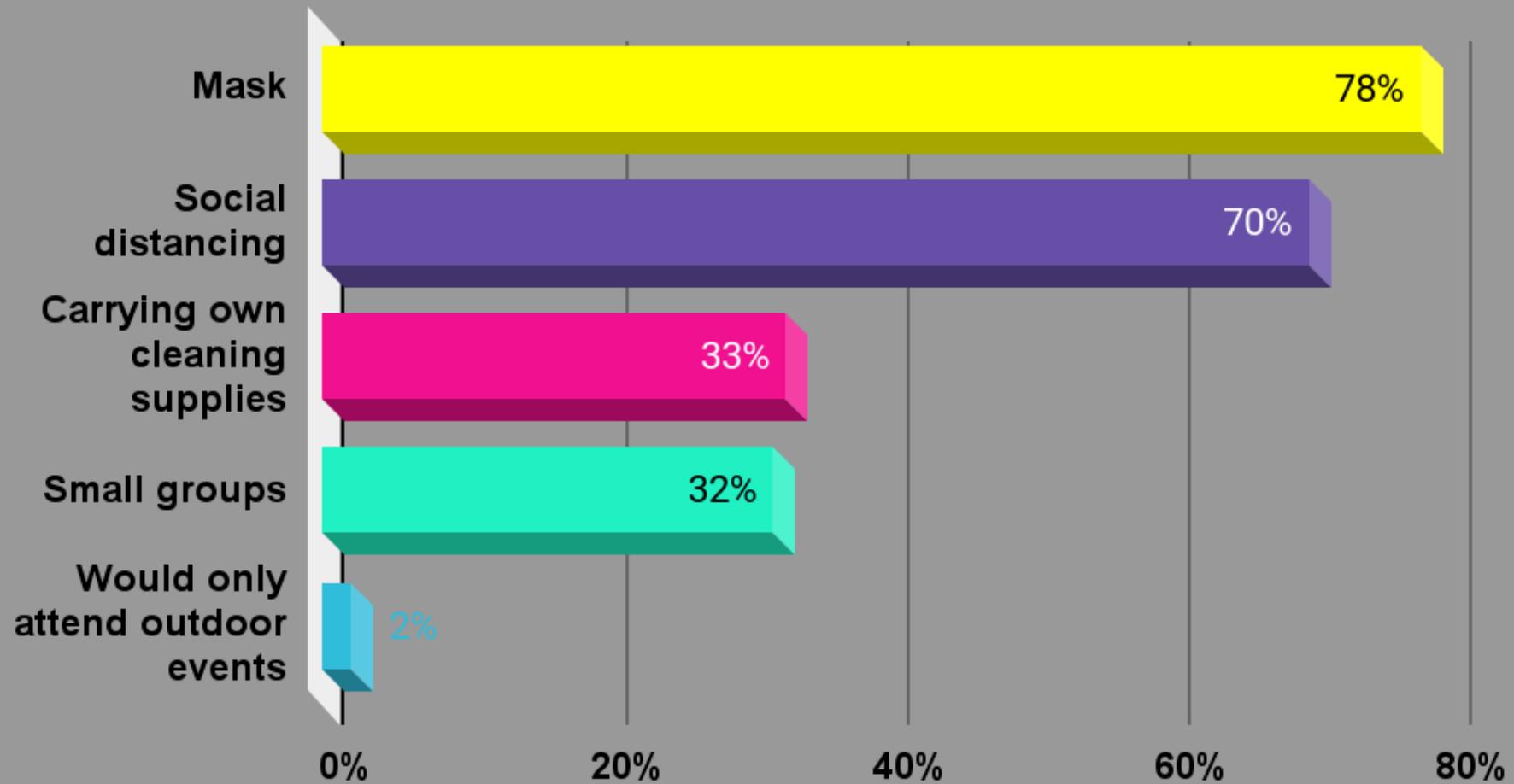


Persons or groups likely to attend events with respondent

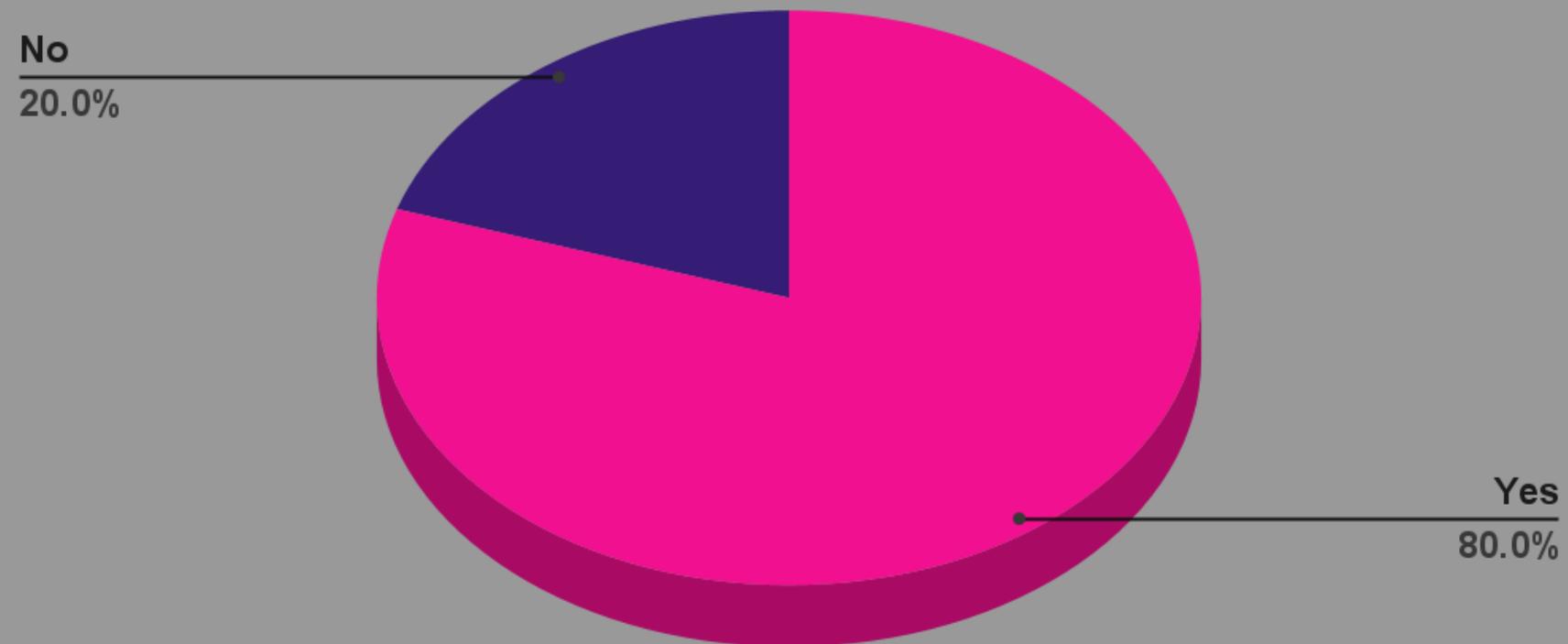


Section 2: Precautions at Large Events

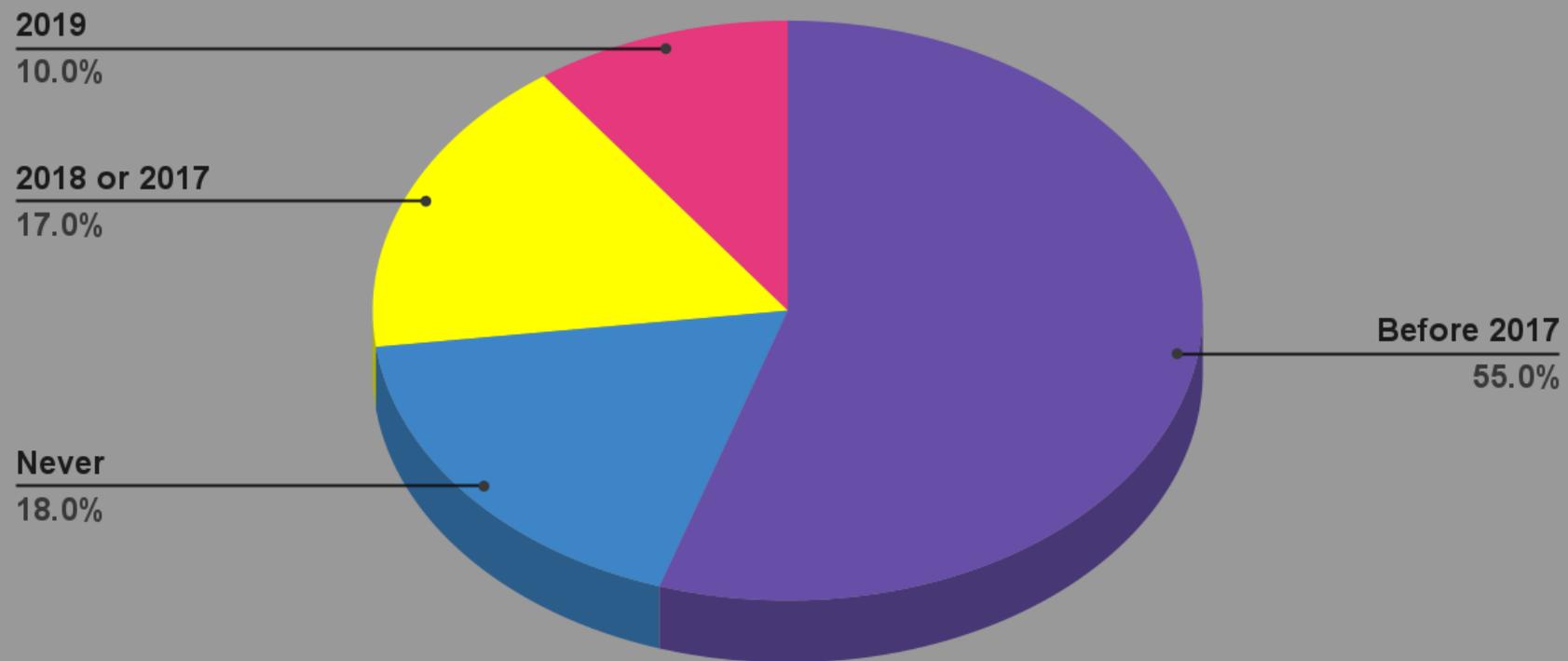
Precautions would take if attending live event



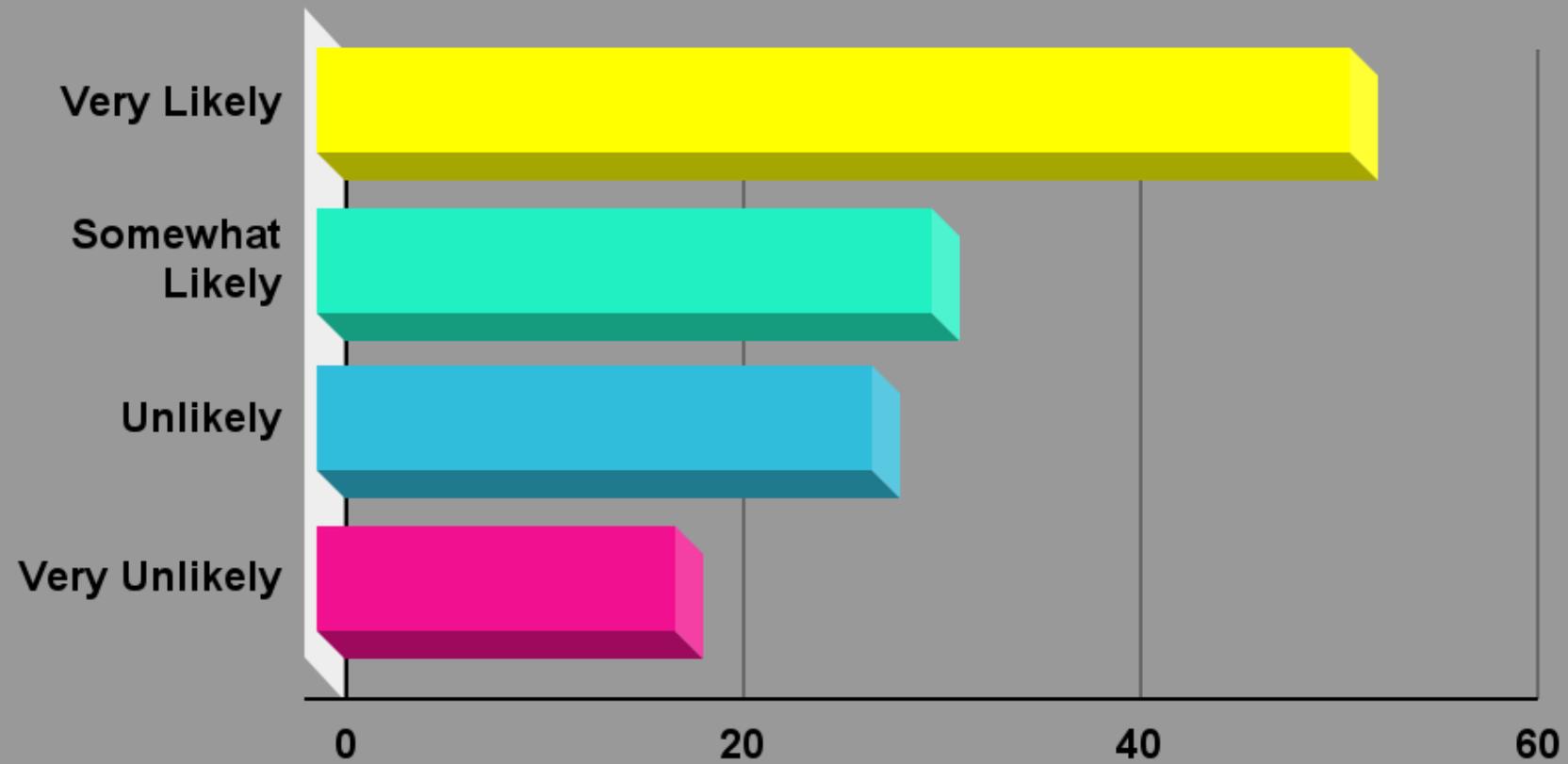
Previously attended Canadian National Exhibition



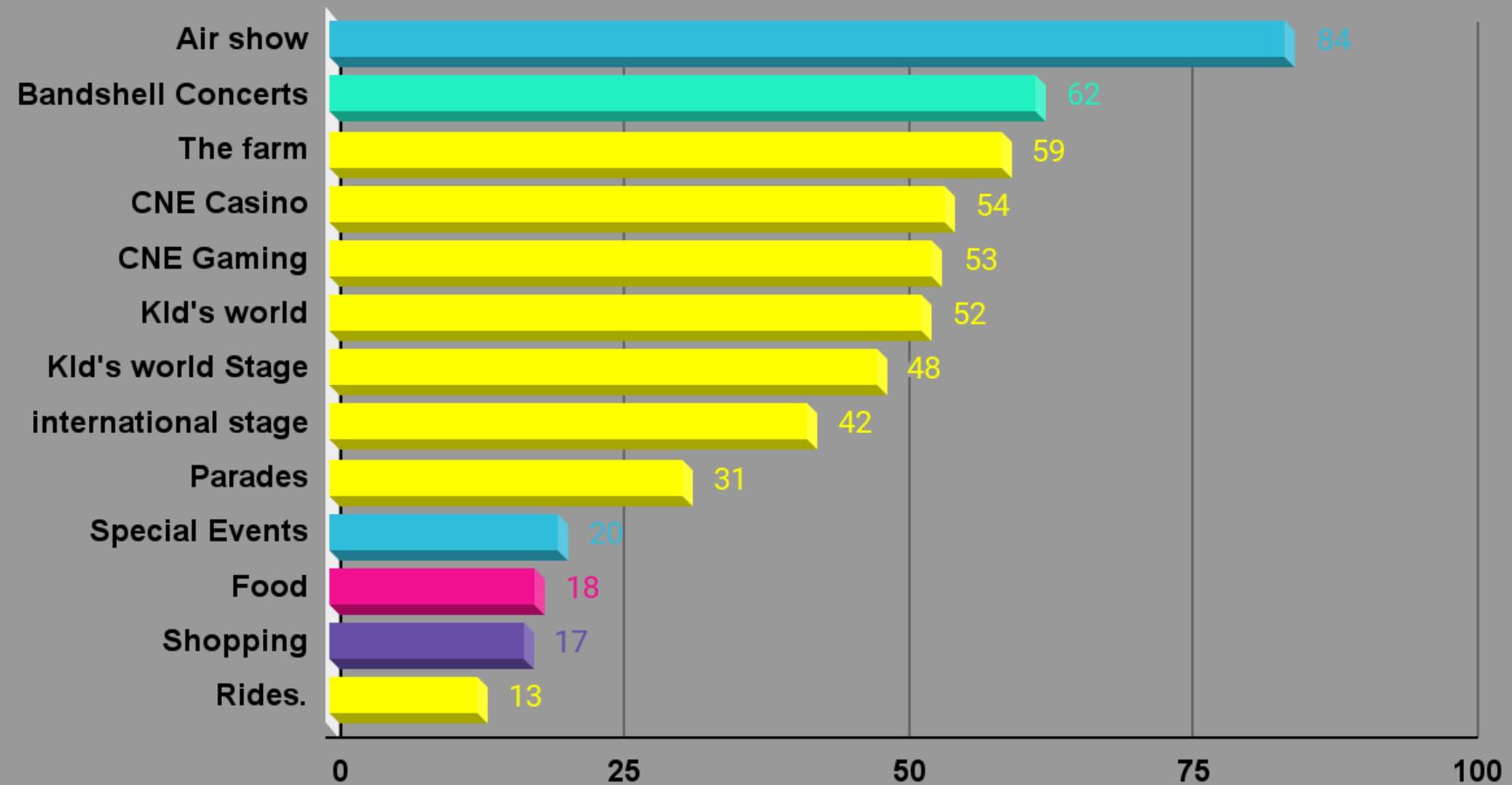
Most recent year attended Canadian National Exhibition



Likelihood to attend the Canadian National Exhibition in 2022

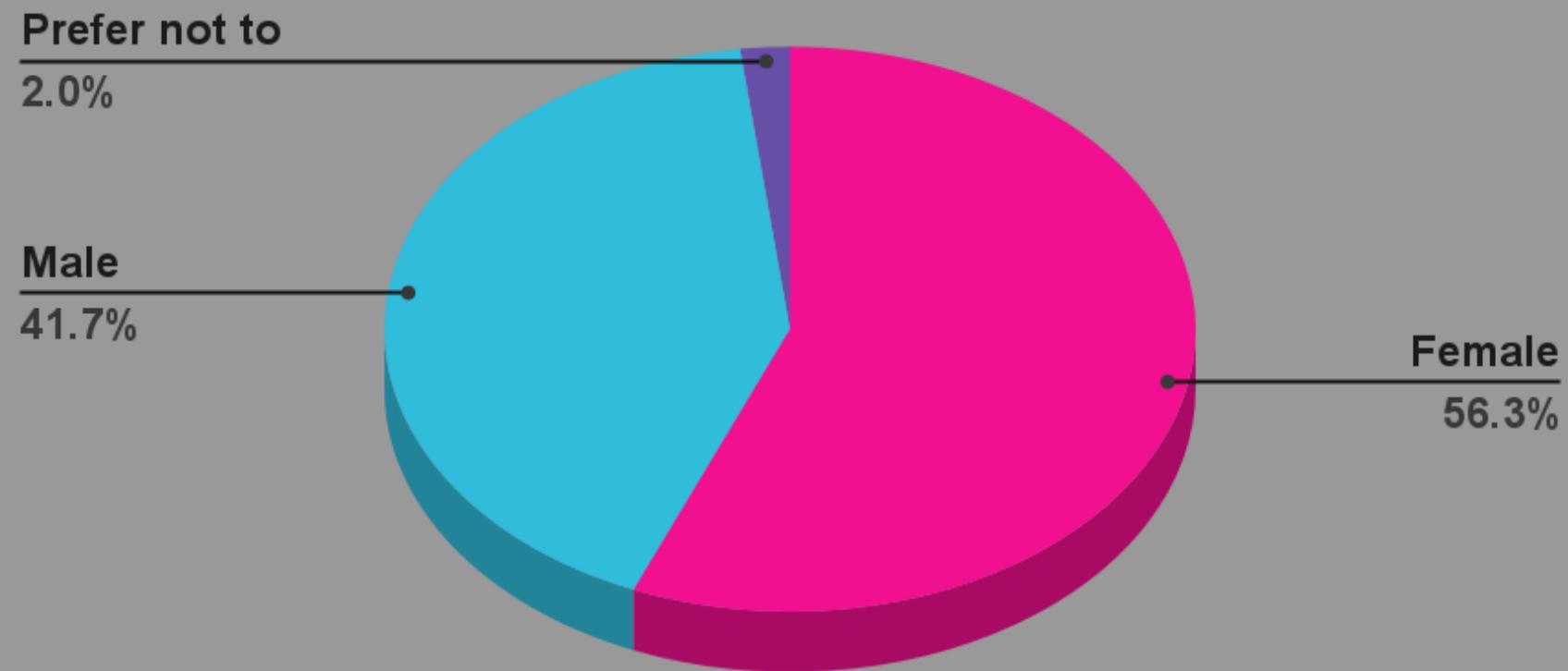


Attractions respondents would like to experience at CNE

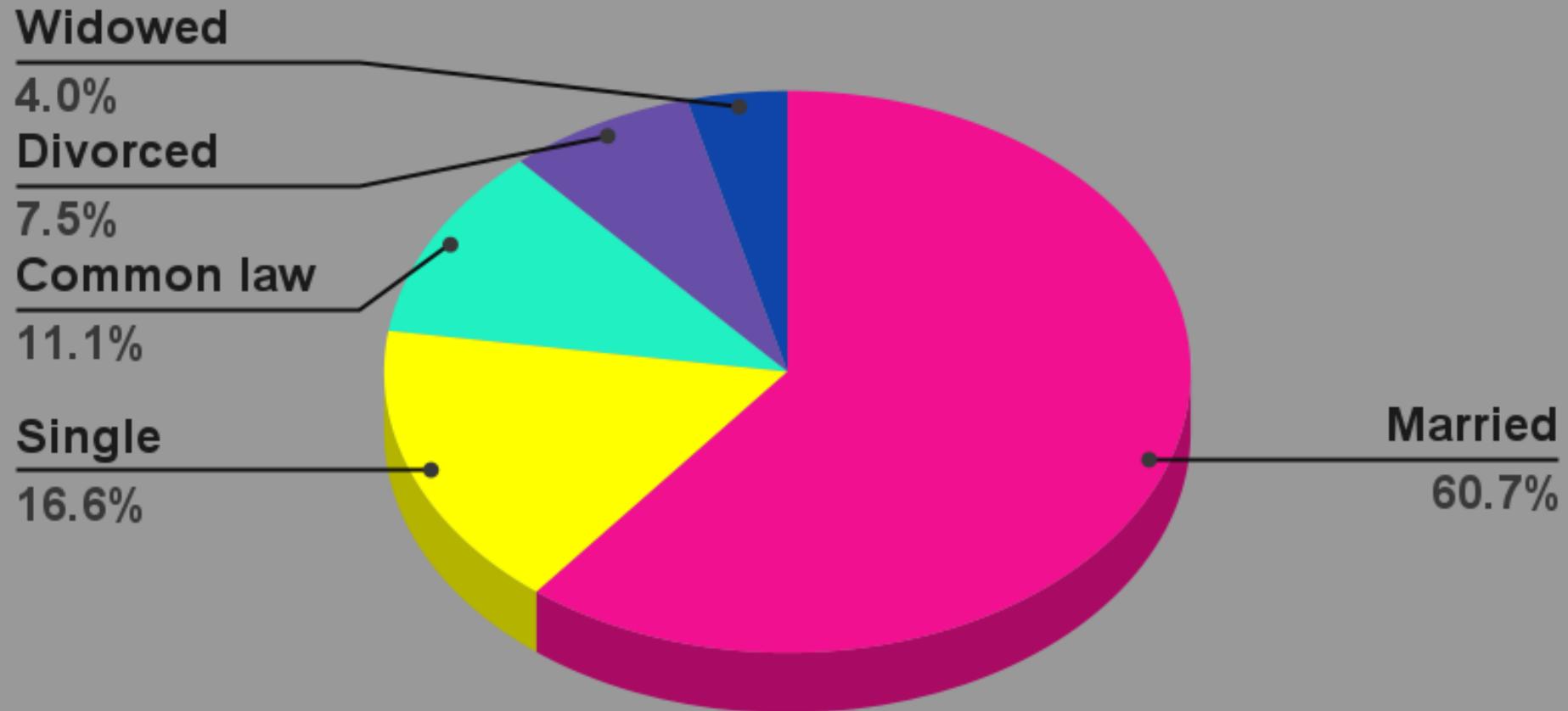


Section 4: Respondent Information

Gender



Living situation



Section 4: Respondent Information

Household income

