

2021 Music Festival Travel Intentions 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	Previous attendees email list
Survey sample size	Approximately 160 responses
Survey sampling period	Summer 2021
Lead researcher	Marcella Xavier

1. Most respondents have attended a “Rock” Music Festival

- Overall, 75% of respondents have attended a Rock Music Festival, among those between age 40-54, 93% attended a Rock Music Festival
- Among those under age 25, 38.10% attend a Rock Music Festival

2. Majority of our respondents selected “My Favorite artist” as an important factor in attending a Music Festival

- 82.05% believe that is “very important” to see their favorite artist at a Music Festival
- Among those under age 25, 100% said it was “Very important”

3. Respondents believe the main motivation for travelling to a Music Festival is to have a “Festival pass option”

- 65.38% of respondents prefer “Festival pass option” as a “Very important” motivation to attend a Music Festival
- 83.33% from “Other Provinces” selected as “Very important”

4. Approximately 91% of respondents prefer “Standing at a concert” as a venue option for a Music Festival

- 100% under age 25 prefer “Standing at a concert”
- Approximately 84% from United States prefer “In the City” as a venue option

5. “Artist Performance” is the most important factor when attend a Music Festival

- Approximately 66% selected “Artist Performance” as the most important factor when attend a Music Festival
- Approximately 55% prefer “Chill-out areas” as an important factor when attend a Music Festival

6. "Travel with friends" and "An option for a new festival" are the top reason to attend a Music Festival

- Approximately 75% of the respondents prefer "Travel with friends" as an option for a Music Festival, among those 90.48% under age 25
- Approximately 71% select "An option for a new festival", among those 87.50% from "Greater Toronto Area"
- Approximately 49% from United States prefer "Explore neighborhood" as an option for a Music Festival

8. Majority of respondents are "Somewhat" interested in the VIP experience

- Among those 62.50% from "Greater Toronto Area" are "Somewhat" interested in the VIP experience
- Approximately 47% "under age 25" are "very" interested in the VIP experience

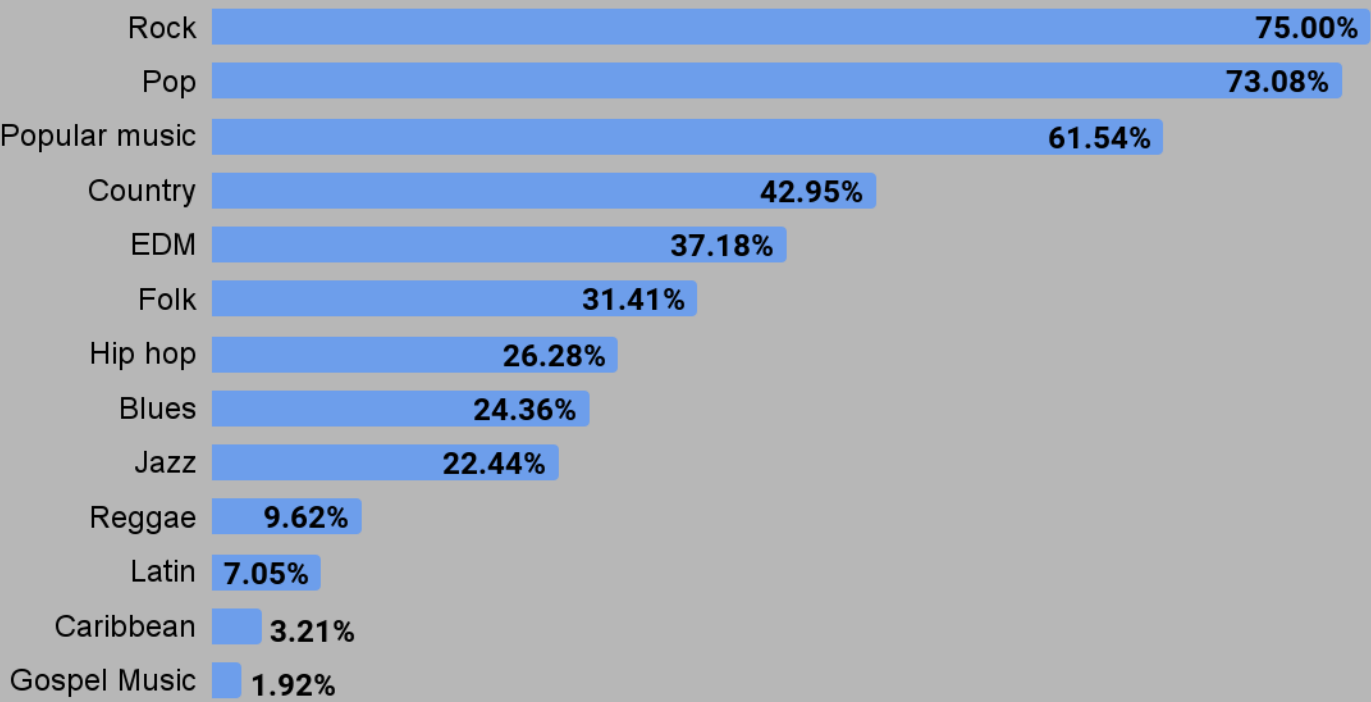
9. For those who selected VIP experience, "Premium seats" are the most rated option to be included in the VIP experience

- 76.28% prefer "Premium seats" to be included in VIP experience
- Approximately 69% from The United States selected "Comfortable Lounge" to be included in VIP experience

10. According to the survey, attendees are prepared to pay up to \$400 for "Music festival with unique experiences"

- Majority of the respondents prefer to pay up to \$200 for a "Typical music festival"
- Approximately 67% of respondents prefer to pay between \$200-\$400 for a "Music festival with unique experience"
- Approximately 53% prefer to pay more than \$400 for a "VIP experie"

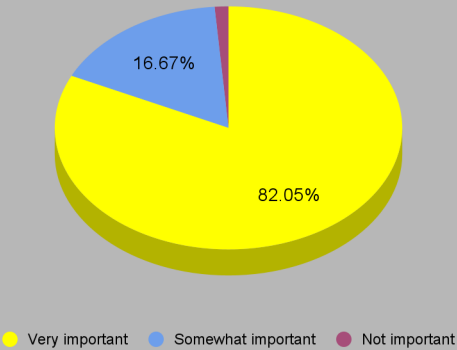
What TYPES of music festivals have you attended?



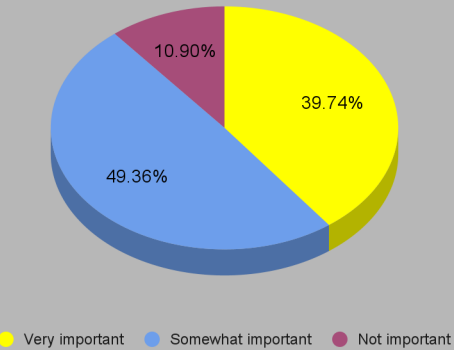
What TYPES of festivals have you attended?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Rock	38.10%	73.68%	<u>93.02%</u>	86.67%	50.00%	67.16%	<u>100%</u>	82.67%	75.00%
Pop	66.67%	<u>81.58%</u>	69.77%	46.67%	62.50%	68.66%	66.67%	<u>78.67%</u>	73.08%
Popular music	57.14%	<u>71.05%</u>	53.49%	40.00%	62.50%	58.21%	33.33%	<u>66.67%</u>	61.54%
Country	47.62%	48.68%	30.23%	40.00%	<u>100%</u>	<u>64.18%</u>	0.00%	21.33%	42.95%
EDM	<u>52.38%</u>	46.05%	27.91%	0.00%	25.00%	29.85%	0.00%	<u>48.00%</u>	37.18%
Folk	28.57%	26.32%	37.21%	<u>46.67%</u>	12.50%	40.30%	<u>50.00%</u>	24.00%	31.41%
Hip hop	23.81%	30.26%	25.58%	13.33%	0.00%	23.88%	<u>33.33%</u>	<u>30.67%</u>	26.28%
Blues	19.05%	13.16%	37.21%	<u>53.33%</u>	12.50%	29.85%	<u>66.67%</u>	17.33%	24.36%
Jazz	0.00%	19.74%	34.88%	33.33%	<u>37.50%</u>	14.93%	<u>83.33%</u>	22.67%	22.44%
Reggae	0.00%	10.53%	<u>13.95%</u>	6.67%	0.00%	4.48%	<u>33.33%</u>	13.33%	9.62%
Latin	4.76%	3.95%	<u>16.28%</u>	0.00%	0.00%	5.97%	0.00%	<u>9.33%</u>	7.05%
Caribbean	0.00%	3.95%	<u>4.65%</u>	0.00%	0.00%	2.99%	<u>33.33%</u>	1.33%	3.21%
Gospel Music	0.00%	1.32%	<u>4.65%</u>	0.00%	0.00%	<u>4.48%</u>	0.00%	0.00%	1.92%

HOW IMPORTANT are each to attend a music festival

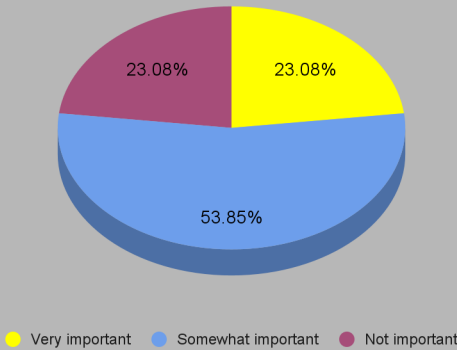
My favorite artists



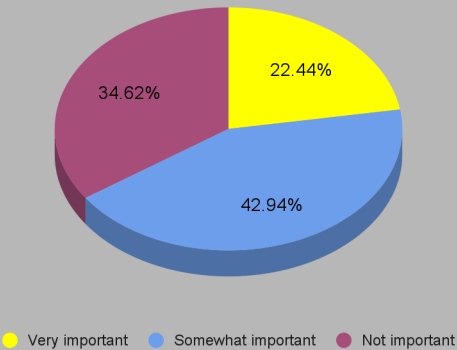
Big-name performers



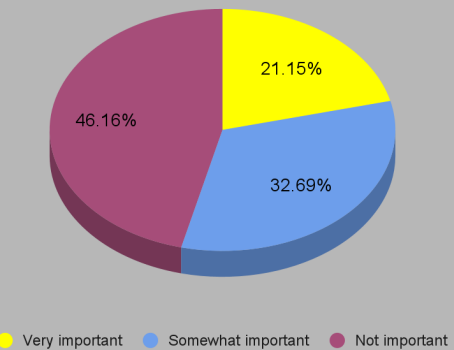
Unique food experience



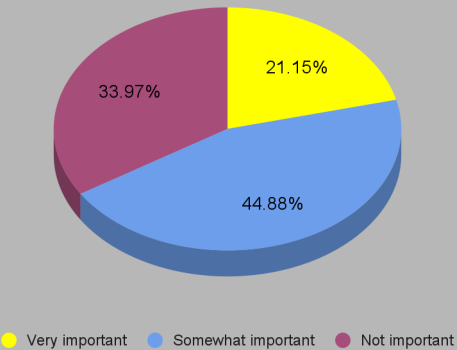
Lounge Areas



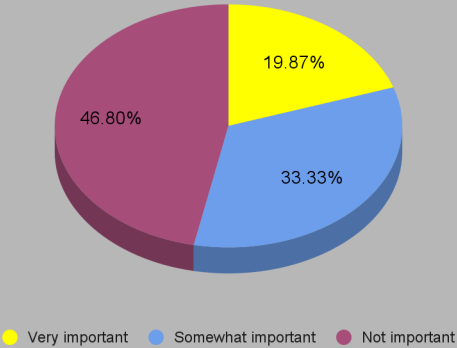
Leaser displays



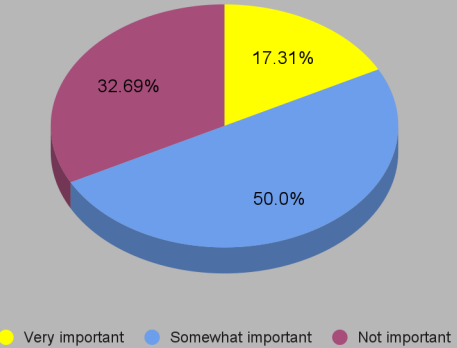
Souvenirs



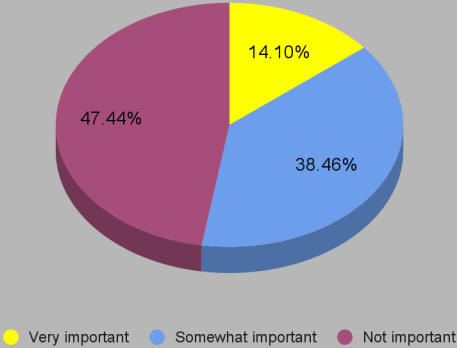
Craft beer areas



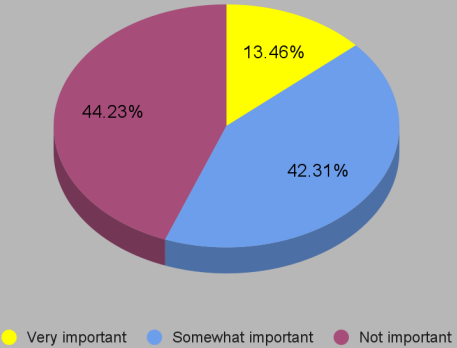
Visual arts



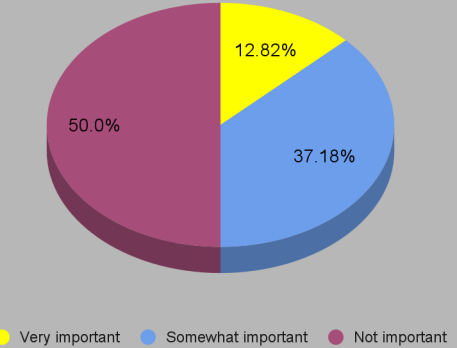
Fireworks



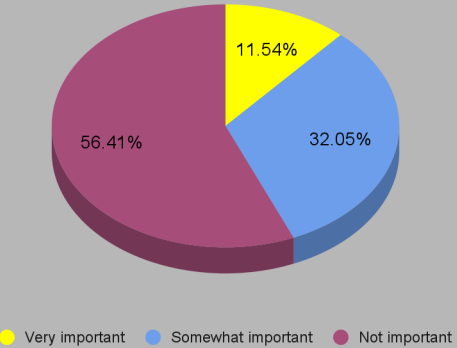
Unique stage theme



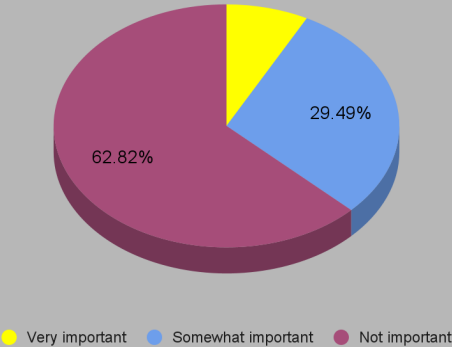
Art Installations



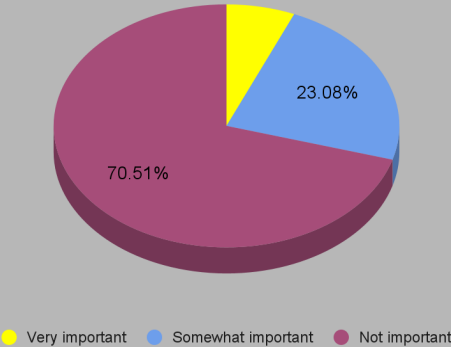
Dance stages



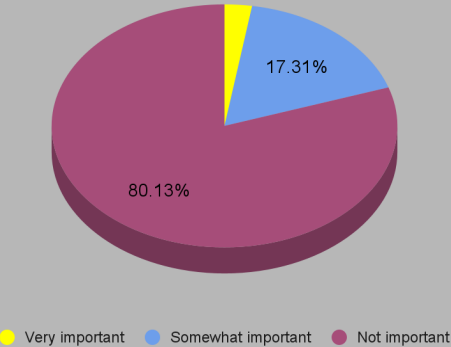
Street Theatre/busking



Characters with unique outfits and customs



Acrobatics

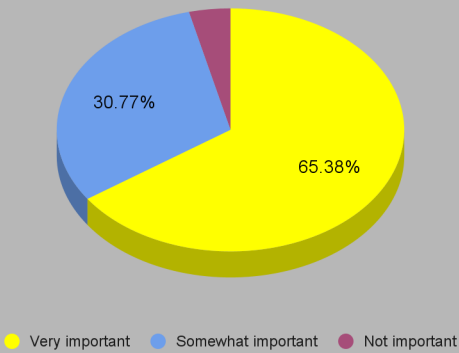


When you attend a music festival, HOW IMPORTANT are each of the following?		Age				Location				
		Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other provinces	USA	All
My favourite artists	Very important	<u>100%</u>	<u>86.84%</u>	69.77%	66.67%	87.50%	80.60%	66.67%	84.00%	82.05%
	Somewhat important	0.0%	13.16%	<u>30.23%</u>	20.00%	12.50%	19.40%	<u>33.33%</u>	13.33%	16.67%
	Not important	0.0%	0.00%	0.00%	<u>13.33%</u>	0.00%	0.00%	0.00%	<u>2.67%</u>	1.28%
Big-name performers	Very important	47.62%	32.89%	<u>48.84%</u>	33.33%	37.50%	<u>50.75%</u>	0.00%	33.33%	39.74%
	Somewhat important	47.62%	53.95%	39.53%	<u>60.00%</u>	37.50%	41.79%	<u>66.67%</u>	56.00%	49.36%
	Not important	4.76%	13.16%	11.63%	6.67%	<u>25.00%</u>	7.46%	<u>33.33%</u>	10.67%	10.90%
Unique food experiences	Very important	4.76%	26.32%	23.26%	<u>33.33%</u>	<u>37.50%</u>	19.40%	16.67%	25.33%	23.08%
	Somewhat important	<u>71.43%</u>	51.32%	46.51%	60.00%	25.00%	52.24%	<u>66.67%</u>	57.33%	53.85%
	Not important	23.81%	22.37%	<u>30.23%</u>	6.67%	<u>37.50%</u>	28.36%	16.67%	17.33%	23.08%
Lounge areas	Very important	19.05%	22.37%	<u>25.58%</u>	20.00%	0.00%	23.88%	<u>33.33%</u>	22.67%	22.44%
	Somewhat important	<u>52.38%</u>	44.74%	37.21%	33.33%	37.50%	<u>44.77%</u>	16.67%	44.00%	42.95%
	Not important	28.57%	32.89%	37.21%	46.67%	<u>62.50%</u>	31.34%	<u>50.00%</u>	33.33%	34.62%
Laser displays	Very important	<u>38.10%</u>	22.37%	16.28%	6.67%	12.50%	<u>26.87%</u>	16.67%	17.33%	21.15%
	Somewhat important	<u>47.62%</u>	34.21%	27.91%	20.00%	<u>37.50%</u>	29.85%	33.33%	34.67%	32.69%
	Not important	14.29%	43.42%	<u>55.81%</u>	<u>73.34%</u>	50.00%	43.28%	51.00%	48.00%	46.16%
Souvenirs	Very important	28.57%	25.00%	13.95%	13.33%	<u>37.50%</u>	<u>29.85%</u>	0.00%	13.33%	21.15%
	Somewhat important	38.10%	39.48%	<u>55.81%</u>	46.67%	50.00%	41.79%	<u>66.67%</u>	44.00%	44.87%
	Not important	33.33%	35.53%	30.23%	<u>40.00%</u>	12.50%	28.36%	33.33%	<u>45.33%</u>	33.97%
Craft beer area	Very important	4.76%	19.74%	<u>30.23%</u>	13.33%	25.00%	17.91%	<u>50.00%</u>	20.00%	19.87%
	Somewhat important	30.10%	23.68%	<u>41.86%</u>	<u>60.00%</u>	12.50%	32.84%	33.33%	36.00%	33.33%
	Not important	<u>65.14%</u>	56.58%	27.91%	26.67%	<u>62.50%</u>	49.26%	16.67%	44.00%	46.80%
Visual arts	Very important	14.29%	<u>23.68%</u>	9.30%	13.33%	0.00%	13.43%	<u>33.33%</u>	21.33%	17.31%
	Somewhat important	<u>80.95%</u>	28.95%	60.47%	<u>80.00%</u>	62.50%	53.73%	16.67%	48.00%	50.00%
	Not important	4.76%	<u>47.37%</u>	30.23%	6.67%	37.50%	32.84%	<u>50.00%</u>	30.67%	32.69%

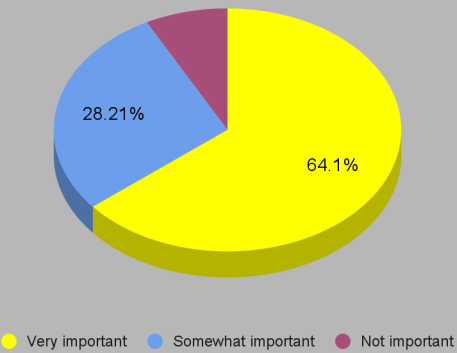
When you attend a music festival, HOW IMPORTANT are each of the following? (CONTINUED)		Age				Location				
		Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other provinces	USA	All
Fireworks	Very important	<u>23.81%</u>	18.42%	4.65%	6.67%	<u>50.00%</u>	17.91%	16.67%	8.00%	14.10%
	Somewhat important	<u>71.43%</u>	30.26%	39.53%	26.67%	25.00%	<u>50.74%</u>	16.67%	32.00%	38.46%
	Not important	4.76%	51.31%	55.81%	<u>66.67%</u>	25.00%	31.34%	<u>66.67%</u>	60.00%	47.44%
Unique stage theme	Very important	<u>19.05%</u>	14.47%	11.63%	6.67%	<u>25.00%</u>	10.45%	16.67%	14.67%	13.46%
	Somewhat important	52.38%	38.16%	44.19%	<u>53.34%</u>	37.50%	<u>56.71%</u>	33.33%	32.00%	42.31%
	Not important	28.57%	47.37%	44.19%	40.00%	37.50%	32.84%	<u>50.00%</u>	<u>53.33%</u>	44.23%
Art installations	Very important	<u>19.05%</u>	14.47%	11.63%	0.00%	12.50%	7.46%	<u>33.33%</u>	16.00%	12.82%
	Somewhat important	47.62%	22.37%	<u>51.16%</u>	<u>60.00%</u>	25.00%	38.81%	16.67%	38.67%	37.18%
	Not important	33.33%	<u>63.16%</u>	37.21%	40.00%	<u>62.50%</u>	53.73%	50.00%	45.33%	50.00%
Dance stages	Very important	<u>14.29%</u>	11.84%	11.63%	6.67%	12.50%	<u>16.42%</u>	0.00%	8.00%	11.54%
	Somewhat important	<u>42.86%</u>	32.89%	30.23%	20.00%	12.50%	<u>38.81%</u>	33.33%	28.00%	32.05%
	Not important	42.86%	55.26%	58.14%	<u>73.34%</u>	<u>75.00%</u>	44.78%	66.67%	64.00%	56.41%
Street Theatre/busking	Very important	4.76%	9.21%	4.65%	<u>13.33%</u>	12.50%	8.96%	<u>50.00%</u>	2.67%	7.69%
	Somewhat important	28.57%	27.63%	<u>34.88%</u>	26.67%	25.00%	<u>35.82%</u>	0.00%	26.67%	29.49%
	Not important	<u>66.67%</u>	63.16%	60.47%	60.00%	62.50%	55.22%	50.00%	<u>70.66%</u>	62.82%
Characters with unique outfits	Very important	0.00%	<u>10.53%</u>	2.33%	6.67%	0.00%	5.97%	<u>16.67%</u>	6.67%	6.41%
	Somewhat important	<u>42.86%</u>	17.11%	27.91%	13.33%	<u>37.50%</u>	26.87%	33.33%	17.33%	23.08%
	Not important	57.14%	72.37%	69.77%	<u>80.00%</u>	62.5%	67.17%	50.00%	<u>76.00%</u>	70.51%
Acrobatics	Very important	0.0%	<u>3.95%</u>	2.33%	0.00%	0.00%	<u>2.99%</u>	0.00%	2.67%	2.56%
	Somewhat important	19.05%	14.47%	<u>25.58%</u>	6.67%	0.00%	19.40%	<u>33.33%</u>	16.00%	17.31%
	Not important	80.95%	<u>81.58%</u>	72.09%	93.34%	<u>100.00%</u>	77.61%	66.67%	81.33%	80.13%

How important are each When you TRAVEL to attend a music festival

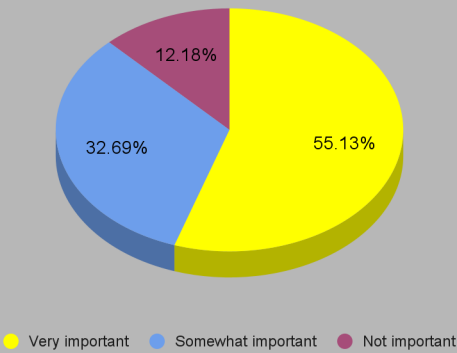
Festival pass option



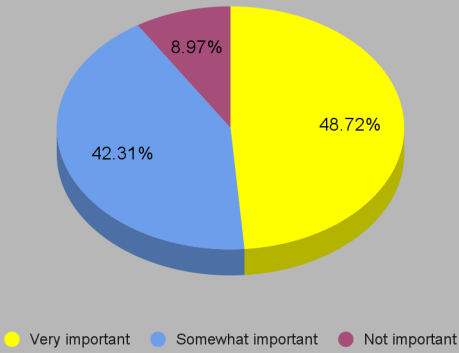
To travel with friends



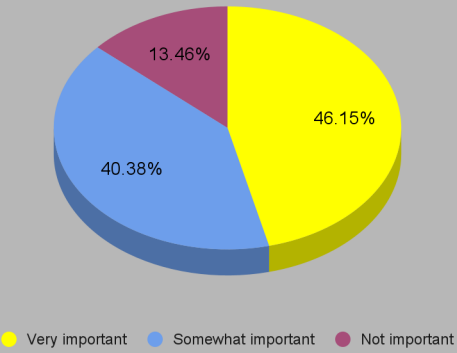
Driving distance



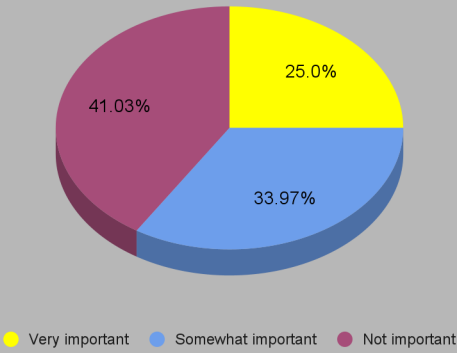
Budget accommodations



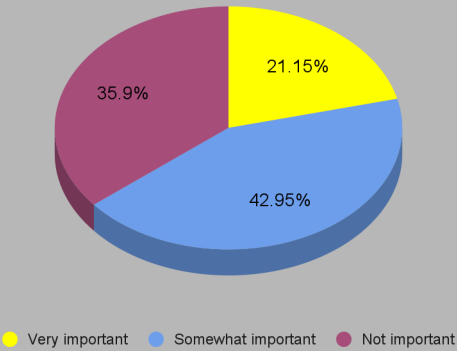
Convenient flights



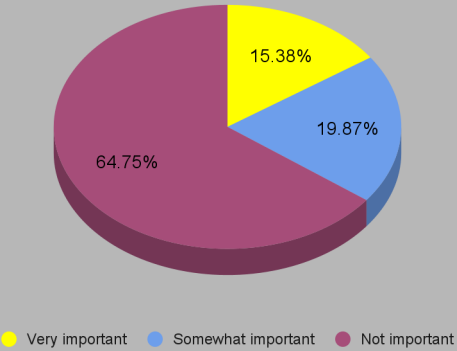
Airbnb package



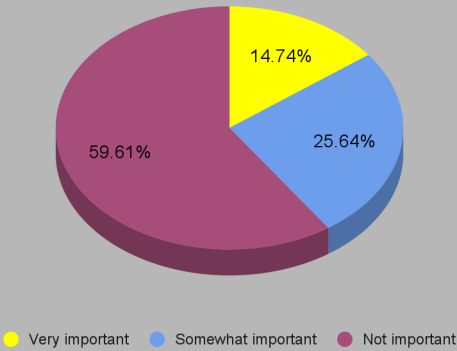
Located in vibrant neighborhood



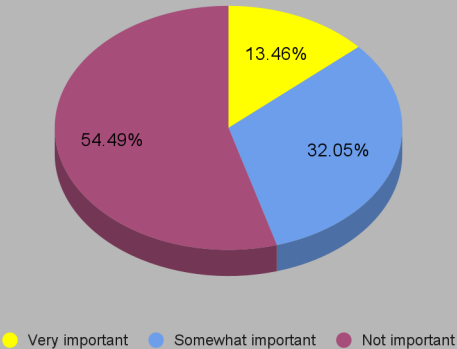
Hostel package



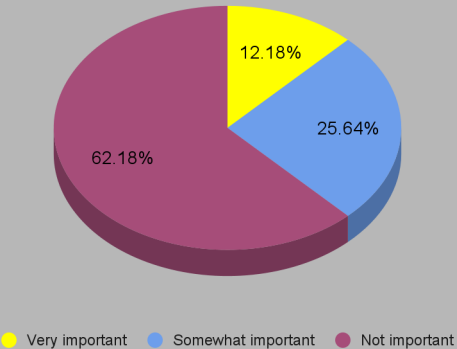
Hotel/SPA package



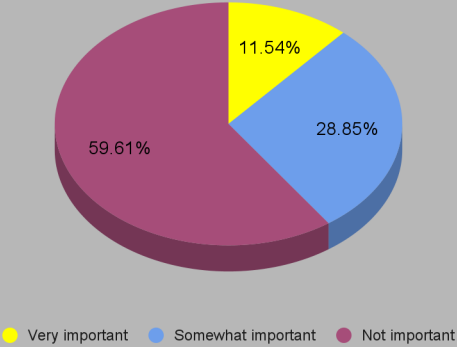
Unique hotels



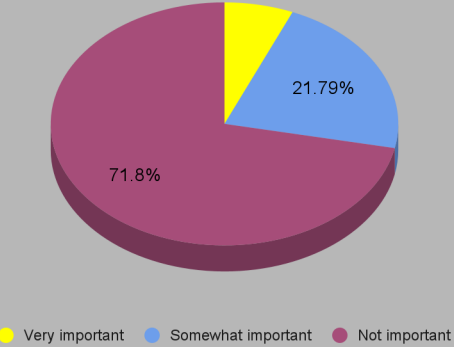
Party Cruise package



Shopping opportunities



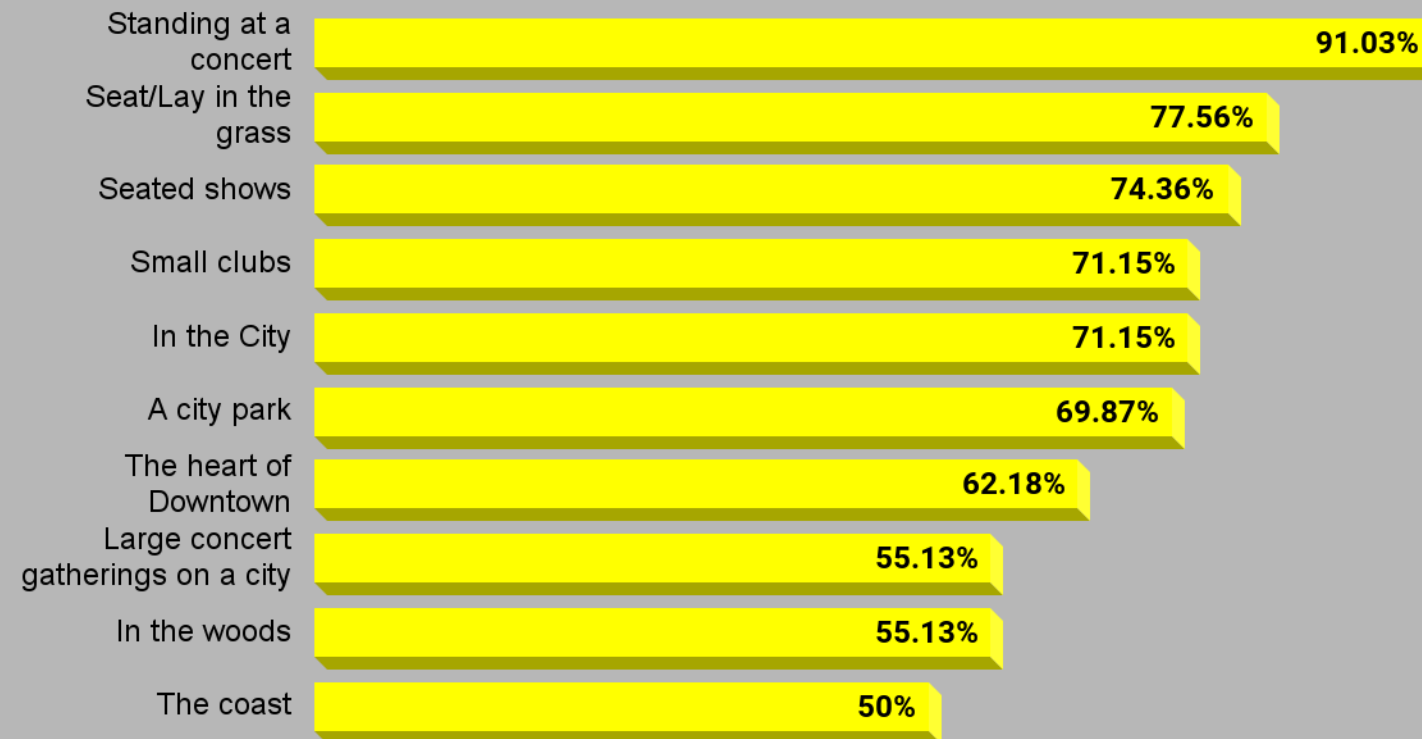
Sports events located nearby



When you TRAVEL to attend a music festival, how important are each of the following?		Age				Location				
		Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other provinces	USA	All
Festival pass option	Very important Somewhat important Not important	71.43% 23.81% 4.76%	56.58% 38.16% 5.26%	79.07% 20.93% 0.00%	53.33% 33.33% <u>6.67%</u>	62.50% <u>37.50%</u> 0.00%	<u>80.60%</u> 19.40% 0.00%	<u>83.33%</u> 16.67% 0.00%	50.67% <u>41.33%</u> <u>8.00%</u>	65.38% 30.77% 3.85%
To travel with friends	Very important Somewhat important Not important	<u>90.48%</u> 9.52% 0.00%	67.11% 22.37% 10.53%	51.17% <u>44.19%</u> 4.65%	46.67% <u>40.00%</u> <u>13.33%</u>	62.50% 37.50% 0.00%	70.14% 26.87% 2.99%	<u>83.33%</u> 16.67% 0.00%	57.33% 29.33% <u>13.33%</u>	64.1% 28.21% 7.69%
Driving distance	Very important Somewhat important Not important	52.38% 28.57% <u>19.05%</u>	55.26% 32.89% 11.84%	53.49% <u>34.88%</u> 11.63%	<u>60.00%</u> 33.33% 6.67%	50.00% 12.50% <u>37.50%</u>	52.24% 34.33% 13.43%	33.33% <u>66.67%</u> 0.00%	<u>60.00%</u> 30.67% 9.33%	55.13% 32.69% 12.18%
Budget accommodations	Very important Somewhat important Not important	<u>71.43%</u> 28.57% 0.00%	47.37% 40.79% 11.84%	41.86% <u>53.49%</u> 4.65%	33.33% 46.67% <u>20.00%</u>	62.50% 37.50% 0.00%	61.19% 32.84% 5.97%	<u>66.67%</u> 33.33% 0.00%	34.67% <u>52.00%</u> <u>13.33%</u>	48.72% 42.31% 8.97%
Convenient flights	Very important Somewhat important Not important	<u>61.90%</u> 38.10% 0.00%	44.74% 40.79% 14.47%	44.19% 41.86% 13.95%	33.33% 40.00% <u>26.67%</u>	25.00% <u>75.00%</u> 0.00%	38.81% 41.79% <u>19.40%</u>	33.33% <u>50.00%</u> 16.67%	<u>53.34%</u> 37.33% 9.33%	46.15% 40.38% 13.46%
Airbnb package	Very important Somewhat important Not important	<u>42.86%</u> 42.86% 14.29%	18.42% 32.89% <u>48.69%</u>	27.91% 25.58% 46.52%	20.00% <u>60.00%</u> 20.00%	12.5% <u>62.50%</u> 25.00%	26.87% 34.33% 38.80%	<u>33.33%</u> 0.00% <u>66.67%</u>	24.00% 34.67% 41.33%	25.00% 33.97% 41.03%
Located in vibrant neighborhood	Very important Somewhat important Not important	<u>28.57%</u> <u>61.90%</u> 9.52%	21.05% 40.79% 38.16%	13.95% 44.19% 41.86%	<u>26.67%</u> 26.67% <u>46.67%</u>	25.00% 25.00% <u>50.00%</u>	17.91% 44.78% 37.31%	0.00% <u>50.00%</u> 50.00%	25.33% 42.67% 32.00%	21.15% 42.95% 35.90%
Hostel package	Very important Somewhat important Not important	<u>28.57%</u> <u>52.38%</u> 19.05%	11.84% 15.79% <u>72.37%</u>	13.95% 16.28% <u>69.75%</u>	20.00% 13.33% 66.67%	12.50% <u>25.00%</u> 62.50%	17.91% 17.91% 64.18%	<u>33.33%</u> 16.67% 50.00%	12.00% 21.33% 66.67%	15.38% 19.87% 64.75%
Hotel/SPA package	Very important Somewhat important Not important	<u>23.81%</u> <u>42.86%</u> 33.33%	9.21% 26.32% 64.48%	<u>20.93%</u> 18.60% 60.47%	13.33% 13.33% <u>73.34%</u>	0.00% 25.00 <u>75.00%</u>	17.91% 28.36% 53.73%	0.00% <u>33.33%</u> 66.67%	14.67% 22.67% 62.66%	14.74% 25.64% 59.61%

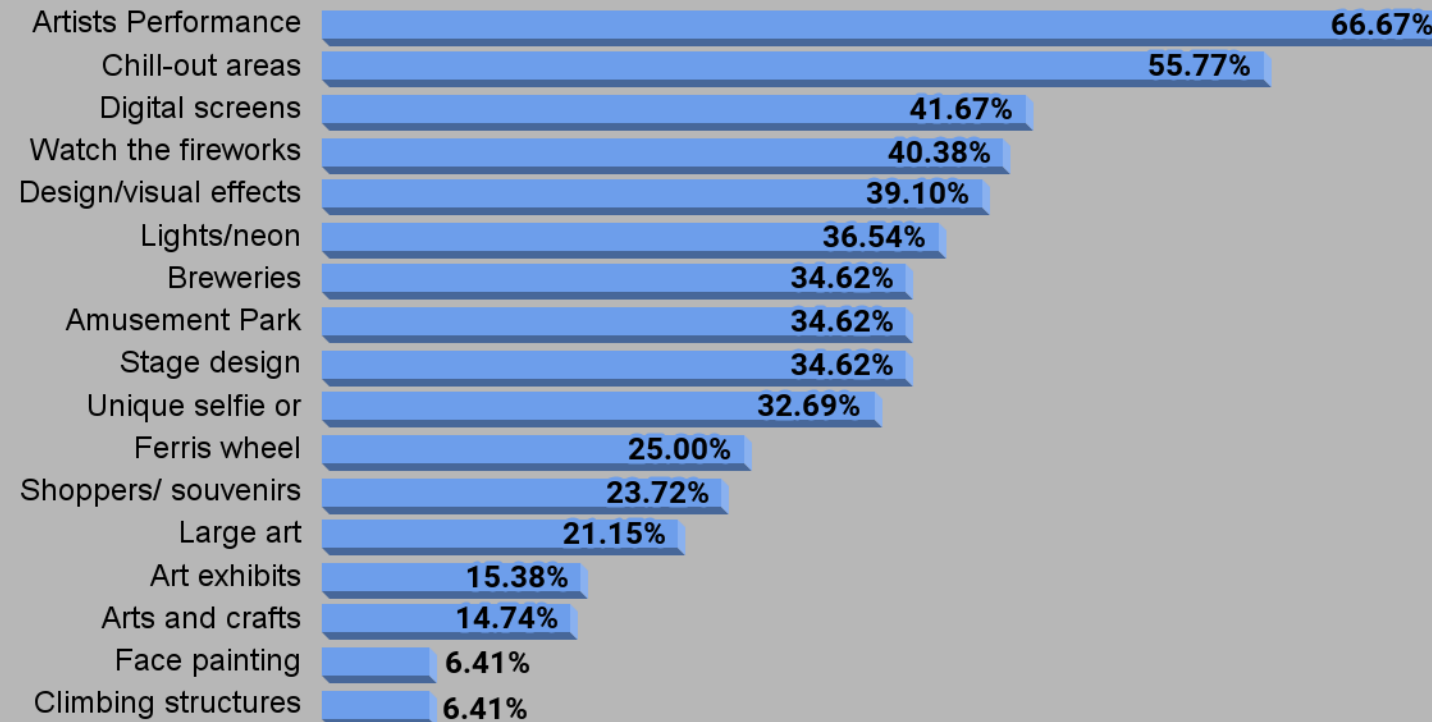
When you TRAVEL to attend a music festival, how important are each of the following? (CONTINUED)		Age				Location				
		Less than 25	25-39	40-54	55 or over	Great Toronto Area	Elsewhere in Ontario	Other provinces	USA	All
Unique hotels	Very important	9.52%	13.16%	<u>16.28%</u>	6.67%	0.00%	14.93%	<u>16.67%</u>	13.33%	13.46%
	Somewhat important	<u>66.67%</u>	23.68%	27.91%	<u>46.67%</u>	37.50%	28.36%	33.33%	34.67%	32.05%
	Not important	23.81%	<u>63.16%</u>	55.82%	46.67%	<u>62.50%</u>	56.71%	50.00%	52.00%	54.49%
Party Cruise package	Very important	14.29%	10.53%	<u>16.28%</u>	6.67%	0.00%	11.94%	<u>16.67%</u>	13.33%	12.18%
	Somewhat important	<u>57.14%</u>	26.32%	13.95%	6.67%	<u>37.50%</u>	35.82%	0.00%	17.33%	25.64%
	Not important	28.57%	63.16%	69.77%	<u>86.66%</u>	62.50%	52.24%	<u>83.33%</u>	69.33%	62.18%
Shopping opportunities	Very important	14.29%	<u>14.47%</u>	4.65%	6.67%	0.00%	<u>17.91%</u>	0.00%	8.00%	11.54%
	Somewhat important	<u>52.38%</u>	21.05%	30.23%	<u>40.00%</u>	12.50%	28.36%	16.67%	32.00%	28.85%
	Not important	33.33%	64.47%	65.12%	53.33%	<u>87.50%</u>	53.73%	<u>83.33%</u>	60.00%	59.61%
Sports events located nearby	Very important	0.00%	<u>9.21%</u>	4.65%	0.00%	0.00%	<u>7.46%</u>	0.00%	6.67%	6.41%
	Somewhat important	19.05%	17.11%	<u>34.88%</u>	13.33%	0.00%	<u>31.34%</u>	0.00%	17.33%	21.79%
	Not important	80.95%	73.68%	60.47%	86.67%	<u>100.00%</u>	61.20%	<u>100.00%</u>	76.00%	71.15%

Which of the following types of venues do you enjoy at festivals?



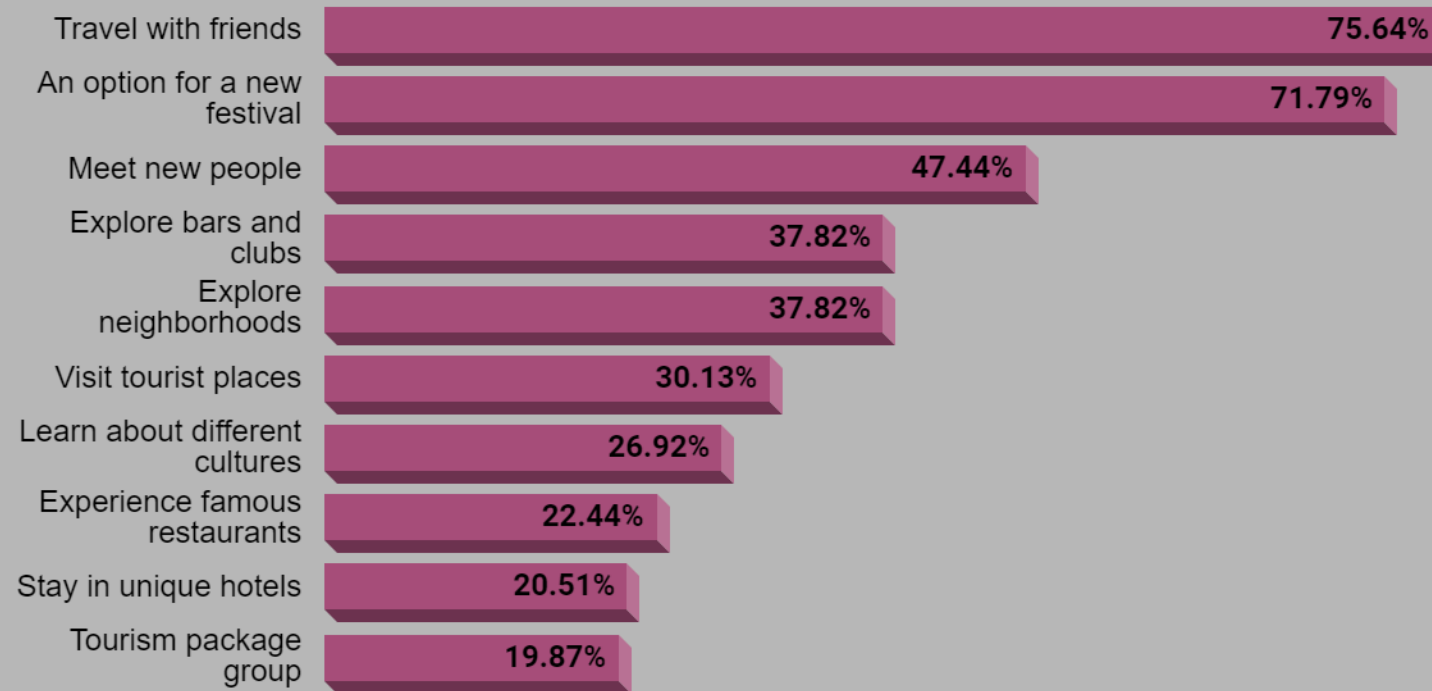
Which of the following types of venues do you enjoy at festivals?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Standing at a concert	<u>100.00%</u>	90.79%	41.00%	66.67%	<u>100.00%</u>	62.00%	83.33%	89.33%	91.03%
Seat/Lay in the grass	71.43%	78.95%	74.42%	<u>86.67%</u>	75.00%	74.63%	<u>83.33%</u>	80.00%	77.56%
Seated shows	66.67%	72.37%	74.42%	<u>93.33%</u>	62.50%	<u>76.12%</u>	66.67%	74.67%	74.36%
Small clubs	71.43%	68.42%	72.09%	<u>80.00%</u>	75.00%	62.69%	<u>83.33%</u>	77.33%	71.15%
In the City	57.14%	72.37%	76.74%	73.33%	62.50%	56.72%	<u>83.33%</u>	<u>84.00%</u>	71.15%
A city park	52.38%	69.74%	76.74%	<u>80.00%</u>	62.50%	59.70%	<u>83.33%</u>	78.67%	69.87%
The heart of Downtown	47.62%	63.16%	<u>72.09%</u>	53.33%	37.50%	53.73%	<u>83.33%</u>	70.67%	62.18%
Large concert gathering on a city street	47.62%	51.32%	<u>62.79%</u>	60.00%	37.50%	49.25%	50.00%	<u>62.67%</u>	55.13%
In the woods	<u>80.95%</u>	55.26%	41.86%	60.00%	62.50%	53.73%	<u>83.33%</u>	53.33%	55.13%
The coast	<u>61.90%</u>	46.05%	55.81%	40.00%	37.5%	40.30%	<u>66.67%</u>	58.67%	50.00%

Here is a list of unique experiences that are offered at music festivals around the world. Which would make you MORE LIKELY to attend a music festival?



Here is a list of unique experiences that are offered at music festivals around the world. Which would make you MORE LIKELY to attend a music festival?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Artists Performance	66.67%	65.79%	65.12%	<u>80.00%</u>	<u>75.00%</u>	67.16%	66.67%	65.33%	66.67%
Chill-out areas	52.38%	52.63%	60.47%	<u>66.67%</u>	25.00%	58.21%	<u>83.33%</u>	54.67%	55.77%
Digital screens	<u>52.38%</u>	35.53%	<u>53.49%</u>	26.67%	25.00%	47.76%	50.00%	37.33%	41.67%
Watch the fireworks	<u>66.67%</u>	36.84%	37.21%	26.67%	37.50%	<u>53.73%</u>	16.67%	30.67%	40.38%
Design/visual effects	<u>66.67%</u>	39.47%	30.23%	26.67%	37.50%	<u>43.28%</u>	33.33%	36.00%	39.10%
Lights/neon	<u>66.67%</u>	35.53%	27.91%	26.67%	37.50%	<u>44.78%</u>	16.67%	30.67%	36.54%
Breweries	14.29%	28.95%	48.84%	<u>53.33%</u>	25.00%	23.88%	<u>66.67%</u>	42.67%	34.62%
Amusement Park	<u>57.14%</u>	35.53%	32.56%	6.67%	37.50%	<u>44.78%</u>	16.67%	26.67%	34.62%
Stage design	38.10%	36.84%	32.56%	26.67%	37.50%	<u>40.30%</u>	<u>66.67%</u>	26.67%	34.62%
Unique selfie or photo opportunities	<u>61.90%</u>	34.21%	23.26%	13.33%	37.50%	<u>40.30%</u>	16.67%	26.67%	32.69%
Ferris wheel	<u>47.62%</u>	26.32%	16.28%	6.67%	25.00%	<u>40.30%</u>	33.33%	10.67%	25.00%
Shoppers/ souvenirs	<u>42.86%</u>	19.74%	23.26%	13.33%	<u>50.00%</u>	34.33%	16.67%	12.00%	23.72%
Large art installations	19.05%	22.37%	23.26%	13.33%	0.00%	14.93%	<u>33.33%</u>	<u>28.00%</u>	21.15%
Art exhibits	19.05%	17.11%	11.63%	13.33%	0.00%	7.46%	<u>50.00%</u>	<u>21.33%</u>	15.38%
Arts and crafts	19.05%	15.79%	9.30%	<u>20.00%</u>	12.50%	10.45%	<u>50.00%</u>	16.00%	14.74%
Face painting	<u>14.29%</u>	3.95%	6.98%	6.67%	0.00%	7.46%	<u>50.00%</u>	2.67%	6.41%
Climbing structures	<u>23.81%</u>	5.26%	2.33%	0.00%	0.00%	<u>10.45%</u>	0.00%	4.00%	6.41%

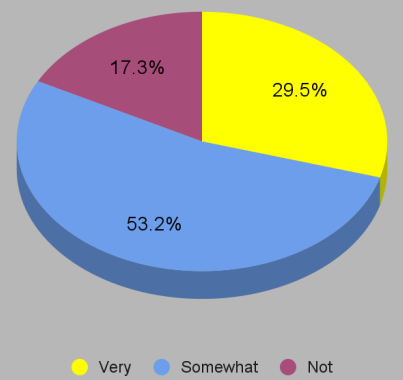
What kind of experience you are looking when travelling to a music festival?



What kind of experience are you looking for when travelling to a music festival?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Travel with friends	<u>90.48%</u>	78.95%	72.09%	46.67%	50.00%	82.09%	<u>83.33%</u>	72.00%	75.64%
An option for a new festival	71.43%	80.26%	60.47%	66.67%	<u>87.50%</u>	65.67%	<u>83.33%</u>	74.67%	71.79%
Meet new people	<u>66.67%</u>	44.74%	46.51%	40.00%	25.00%	<u>52.24%</u>	50.00%	45.33%	47.44%
Explore bars and clubs	<u>47.62%</u>	32.89%	39.53%	<u>46.67%</u>	25.00%	40.30%	33.33%	37.33%	37.82%
Explore neighborhoods	28.57%	38.16%	41.86%	40.00%	25.00%	23.88%	<u>66.67%</u>	<u>49.33%</u>	37.82%
Visit tourist places	<u>42.86%</u>	30.26%	23.26%	<u>33.33%</u>	25.00%	32.84%	0.00%	30.67%	30.13%
Learn about different cultures	23.81%	27.63%	25.58%	<u>33.33%</u>	0.00%	19.40%	33.33%	<u>36.00%</u>	26.92%
Experience famous restaurants	14.29%	21.05%	<u>27.91%</u>	26.67%	12.50%	16.42%	<u>50.00%</u>	26.67%	22.44%
Stay in unique hotels	<u>33.33%</u>	17.11%	20.93%	20.00%	0.00%	20.90%	<u>33.33%</u>	21.33%	20.51%
Tourism package group	23.81%	13.16%	<u>30.23%</u>	20.00%	0.00%	23.88%	<u>33.33%</u>	17.33%	19.87%

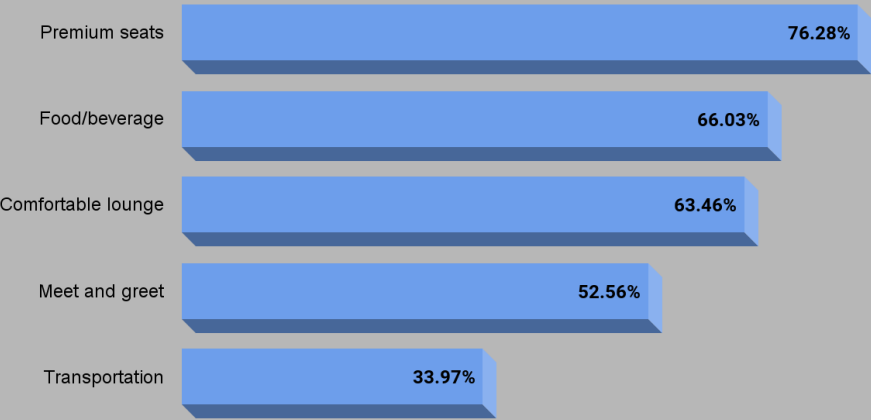
Section 5: VIP Experience

How interested are you in VIP experiences?



How interested are you in VIP experiences?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Very	<u>47.62%</u>	27.63%	32.56%	6.67%	25.00%	<u>34.33%</u>	16.67%	26.67%	29.49%
Somewhat	42.86%	56.58%	46.51%	<u>66.67%</u>	<u>62.50%</u>	52.24%	33.33%	54.67%	53.21%
Not	9.52%	15.79%	20.93%	<u>26.67%</u>	12.50%	13.43%	<u>50.00%</u>	18.67%	17.31%

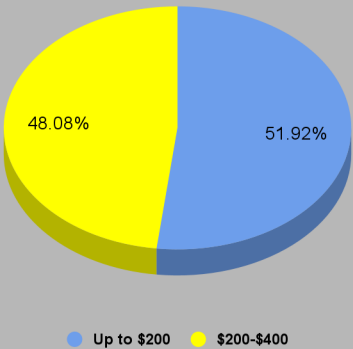
What do you expect to be included in VIP experiences?



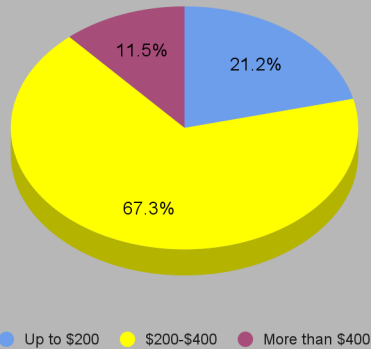
How interested are you in VIP experiences? (For those who opted for VIP experience)	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Premium seats	76.19%	77.63%	76.74%	66.67%	<u>87.50%</u>	<u>80.60%</u>	50.00%	73.33%	76.28%
Food/beverage	<u>71.43%</u>	67.11%	65.12%	53.33%	<u>87.50%</u>	64.18%	50.00%	66.67%	66.03%
Comfortable lounge	<u>66.67%</u>	64.47%	60.47%	66.67%	62.50%	59.70%	33.33%	<u>69.33%</u>	63.46%
Meet and greet	<u>76.19%</u>	59.21%	34.88%	40.00%	<u>75.00%</u>	61.19%	33.33%	44.00%	52.56%
Transportation	<u>47.62%</u>	36.84%	25.58%	26.67%	<u>50.00%</u>	31.34%	16.67%	36.00%	33.97%

How much would you be prepared to pay for the following

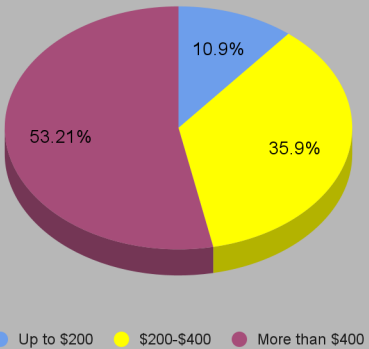
Typical music festival



Music festival with unique experiences



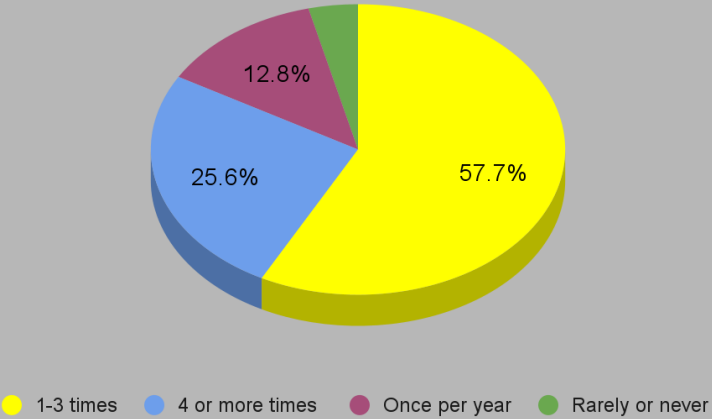
VIP experience



How much would you be prepared to pay for each of the following		Age				Location				
		Less than 25	25-39	40-54	55 or over	Great Toronto Area	Elsewhere in Ontario	Other provinces	USA	All
Typical music festival	Up to \$200	42.86%	55.26%	60.47%	26.67%	50.00%	65.67%	100.00%	34.67%	51.92%
	\$200-\$400	57.14%	44.74%	39.53%	73.33%	50.00%	34.33%	0.00%	65.33%	48.08%
	More than \$400	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Music festival with unique experiences	Up to \$200	9.52%	25.00%	25.58%	6.67%	25.00%	29.85%	33.33%	12.00%	21.15%
	\$200-\$400	85.71%	61.84%	65.12%	73.33%	62.50%	65.67%	66.67%	69.33%	67.31%
	More than \$400	4.76%	13.16%	9.30%	20.00%	12.50%	4.48%	0.00%	18.67%	11.54%
VIP experiences	Up to \$200	4.76%	10.53%	18.60%	0.00%	25.00%	13.43%	16.67%	6.67%	10.90%
	\$200-\$400	33.33%	32.89%	48.84%	26.67%	25.00%	47.76%	83.33%	26.67%	35.90%
	More than \$400	61.90%	56.57%	32.56%	73.33%	50.00%	38.81%	0.00%	66.66%	53.21%

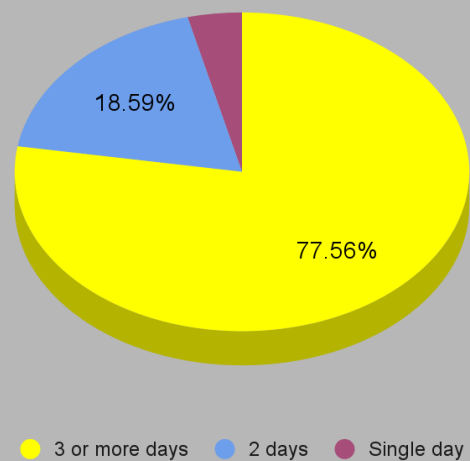
Section 6: Tells about yourself

Prior to the pandemic, how often did you attend music festivals?



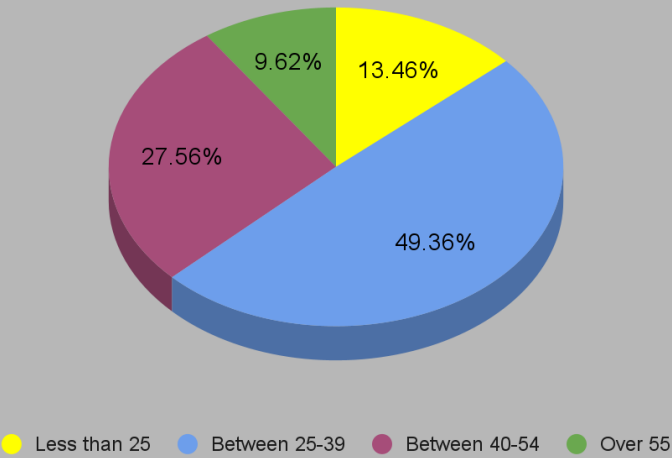
Prior to the pandemic, how often did you attend music festivals?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
1-3 times	52.38%	63.16%	41.86%	80.00%	50.00%	50.75%	50.00%	65.33%	57.69%
4 or more times	23.81%	15.79%	48.84%	13.33%	37.50%	23.88%	33.33%	25.33%	25.64%
Once per year	19.05%	15.79%	6.98%	6.67%	12.50%	16.42%	16.67%	9.33%	12.82%
Rarely or never	4.76%	5.26%	2.33%	0.00%	0.00%	8.96%	0.00%	0.00%	3.85%

How many days do you attend a music festival?



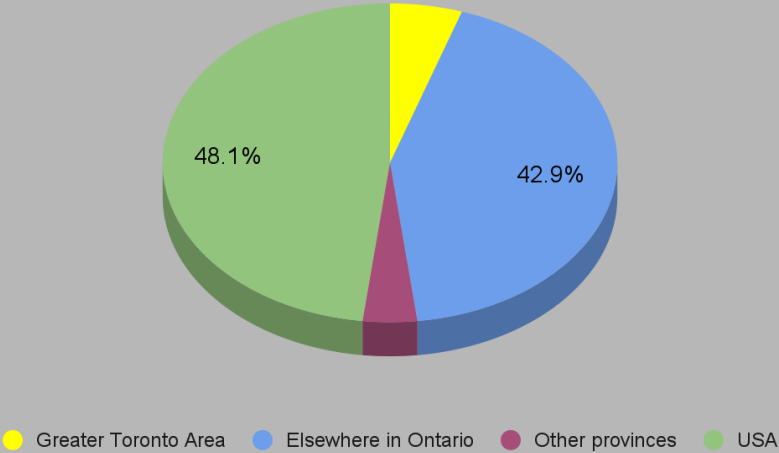
How many days do you attend a music festival?	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
3 or more days	<u>90.48%</u>	68.42%	88.37%	80.00%	<u>100.00%</u>	82.09%	50.00%	73.33%	77.56%
2 days	9.52%	23.68%	11.63%	20.00%	0.00%	13.43%	<u>33.33%</u>	<u>24.00%</u>	18.59%
Single day	0.00%	<u>7.89%</u>	0.00%	0.00%	0.00%	4.48%	<u>16.67%</u>	2.67%	3.85%

Age



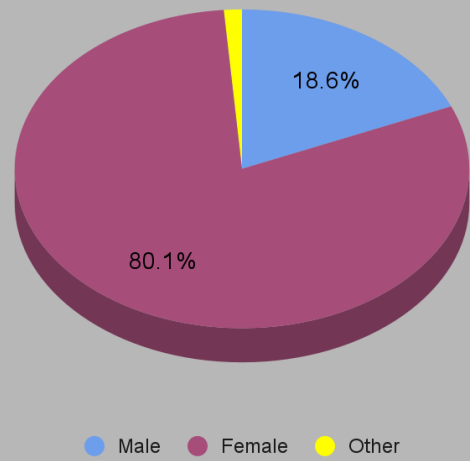
Age	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	All
Less than 25	<u>25.00%</u>	<u>19.4%</u>	0.00%	8.00%	13.46%
25-39	<u>75.00%</u>	40.3%	33.33%	<u>54.67%</u>	49.36%
40-54	0.00%	<u>31.34%</u>	<u>50.00%</u>	25.33%	27.56%
55 or over	0.00%	7.46%	<u>16.67%</u>	<u>12.00%</u>	9.62%

Place of Residence



Place of Residence	Less than 25	25-39	40-54	55 or over	All
Greater Toronto Area	<u>9.52%</u>	<u>7.89%</u>	0.00%	0.00%	5.13%
Elsewhere in Ontario	<u>61.90%</u>	35.53%	<u>48.84%</u>	33.33%	42.95%
Other Provinces	0.00%	2.63%	<u>6.98%</u>	<u>6.67%</u>	3.85%
United States	28.57%	<u>53.95%</u>	44.19%	<u>60.00%</u>	48.08%

Gender



Gender	Age				Location				All
	Less than 25	25-39	40-54	55 or over	Greater Toronto Area	Elsewhere in Ontario	Other Provinces	United States	
Male	9.52%	17.11%	20.93%	<u>33.33%</u>	25.00%	10.45%	16.67%	<u>25.33%</u>	18.59%
Female	<u>90.48%</u>	80.26%	79.07%	66.67%	75.00%	<u>89.55%</u>	66.67%	73.33%	80.13%
Oher	0.00%	<u>2.63%</u>	0.00%	0.00%	0.00%	0.00%%	<u>16.67%</u>	1.33%	1.28%

Comments from Respondents

"A hotel option with transportation, in and out privileges, small upcoming/ local artists, affordability/ student discount."(Female, Less than 25, Elsewhere in Ontario)

"A variety of big names, new music, and local music" (Female, 40-54, Elsewhere in Ontario)

"An amazing time" (Female, 25,39, Elsewhere in Ontario)

"Art and Sports events to take part in would be cool! Maybe instead of fireworks- drone shows or something that would not hurt the environment as much." (Female, Less than 25, USA)

"Bands I love with similar style new music to discover"(Female, 25-39, USA)

"Bathrooms that are not port o potties" (Female, Over 55, USA)

"Better accessibility for disable persons" (Female, Over 55, Elsewhere in Ontario)

"Better bathrooms" (Female, 25-39, Elsewhere in Ontario)

"Clean washroom experience" (Male, Over 55, Elsewhere in Ontario)

"Convenient accommodation to location or even on site camping options. Layout of everything organized efficiently. Bathrooms available all around, not just one location (for outdoor events)." (Female, 25-39, Elsewhere in Ontario)

"Diverse artists; themed nights (rock night, country night, etc.), good location — I don't like festivals in the middle of nowhere where you have really no choice but to buy a camping package" (Male, 25-39, Greater Toronto Area)

"For me, it is all about the list of performers. I skip festivals with weak lineups."(Male, 40-54, USA)

"For me, when I have an interest in a fest it is because of the lineup. Money is usually the factor in not going. Sucks to be poor lol"(Male, 25-39, USA)

"Friends ❤️" (Female, Over 55, Elsewhere in Ontario)

“Good atmosphere, pyro effects, lasers, good light show, lots of bass” (Male, Less than 25, Elsewhere in Ontario)

“Good music, smaller crowds”(Male, 25-39, USA)

“Great line ups and non competitive stages” (Female, 25-39, USA)

“Great performance, cool snacks, very clean washrooms” (Female, 25-39, Elsewhere in Ontario)

“I am mostly at a festival for music.” (Female, 25-39, USA)

“I am there for the music 🎵 (Male, Over 55, Elsewhere in Ontario)

“I go to music festivals for the music. Anything else (cool neighborhoods, restaurants, breweries, etc.) is just a perk—I don’t expect or need it!”(Female, 25-39, USA)

“I just want to see my favorite artists perform.” (Female, 25-39, USA)

“I like smaller stages for the opportunity to see an act before they are super famous.” (Female, 25-39, USA)

“I like to keep busy at festivals. Food, lots of food. More beverage options.” (Female, 25-39, Elsewhere in Ontario)

“I like when the music genres are limited to just one or two and include local, up-and-coming artists. It feels like a waste of money to pay \$400-500 and half of the bands are of a genre you don’t care to see. That’s why I stopped attending ACL (Austin City Limits). They were more concerned with trying to draw in a broader fan base than remaining true to the fans they had.”(Female, 40-54, USA)

“I would love to experience a music festival where you are allowed to come and go.” (Female, Less than 25, Elsewhere in Ontario)

“It’s more about the artist lineup than anything else” (Female, 40-54, USA)

“Less people on drugs”(Female, 24-39, Greater Toronto Area)

“Music I like, drinks, lounge areas, good atmosphere” (Female, 40-54, Elsewhere in Ontario)

“No kids around; enjoying the hype”(Female, 25-39, Elsewhere in Ontario)

“Outdoors, a special band that people over 19 can wear so they don't have to carry their ID with them, coat check service for day festivals or locker rooms, cheap alcohol.”(Female, Less than 25, Greater Toronto Area)

“Shaded areas in the summer months. Professional bar staff at alcohol stands, not volunteers. (too slow, long lines)” (Female, 40-54, Elsewhere in Ontario)

“Shout outs to vps”(Female, 25-39, Elsewhere in Ontario)

“So much fun!!!!” (Male, 25-39, USA)

“The music and the venue”(female, 25-39, from USA)

“Top musicians I love”(Male, over 55, USA)

“Unique MUSIC experiences. Get the artists on stage together, collaborate, get the crowd involved in all things music.”(Female, 40-54, Elsewhere in Ontario)

“Variety in the musical line-up, nice stage set-up for optimal sound from many locations, clean amenities (ie bathrooms, food, etc.)” (Female, 40-54, USA)

“When I pay for a festival I do so to see at least five to six bands that I really like. Making it easier to access the concert, and getting into the festival shouldn’t be a fight. Sure Covid is a factor in the current state of the world but it will not be here long. Knowing that the promoters and festival staff have procedures in place to make the attendees feel safe is huge.” (Male, 40-54, USA)