

June 15th, 2020

Events Attendance Survey

Detailed Survey Report

Prepared for:
Events Nova Scotia



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INTRODUCTION



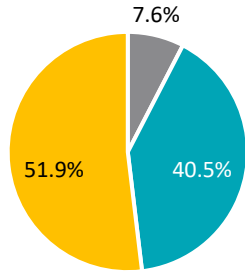
BACKGROUND & METHODOLOGY

- The purpose of this survey was to explore the opinions of Maritime residents regarding travel and attending public events in a post-COVID-19 climate.
- MQO Research worked with Events Nova Scotia to create a survey that would capture the thoughts of residents from Nova Scotia (n=479), New Brunswick (n=473), and Prince Edward Island (n=249) on their level of comfort with attending small, medium, and large public events.
 - The survey explored people's comfort with travelling and attending public events within their province, within Atlantic Canada, outside Atlantic Canada, and internationally.
 - The survey also asked about future expectations and concerns with regards to large public gatherings.
- The data was collected using an online survey panel. In total, 1201 responses were collected. The survey was live from May 28th to June 9th, 2020.
- This report shows question-by-question results for the total sample. Differences in demographic variables (gender, age, province) are discussed where notable differences were observed.
- The data was weighted by province to ensure the sample is representative of the region.

DEMOGRAPHIC PROFILE

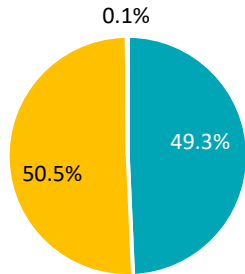
Province of Residence

■ Prince Edward Island ■ New Brunswick ■ Nova Scotia

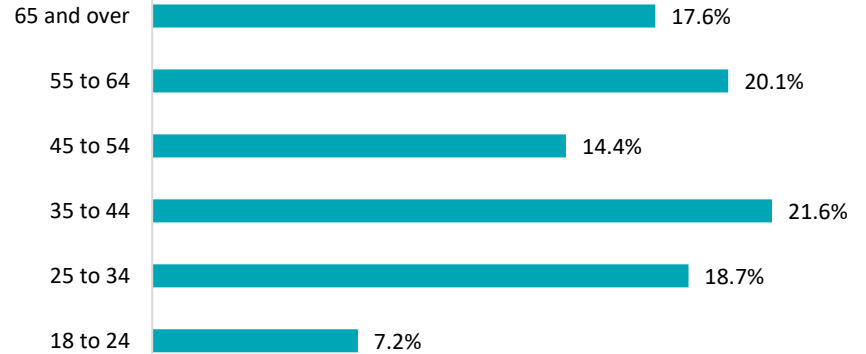


Gender Identity of Respondents

■ Male ■ Female ■ Other



Age of Respondents

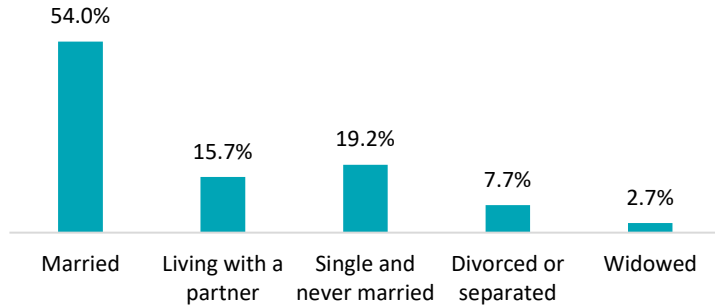


0.3% said 'Prefer not to say'.

- Half of all respondents were from Nova Scotia (51.9%), 40.5% were from New Brunswick, and 7.6% were from PEI.
- Gender was evenly distributed among males (49.3%) and females (50.5%).
- One-quarter of respondents (25.9%) were aged between 18-34 years, 36.1% were aged between 35-54 years, and 37.7% were aged 55 and older.

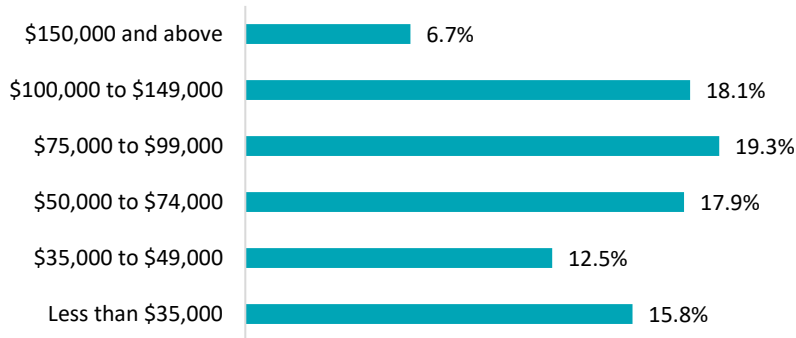
DEMOGRAPHIC PROFILE

Marital Status



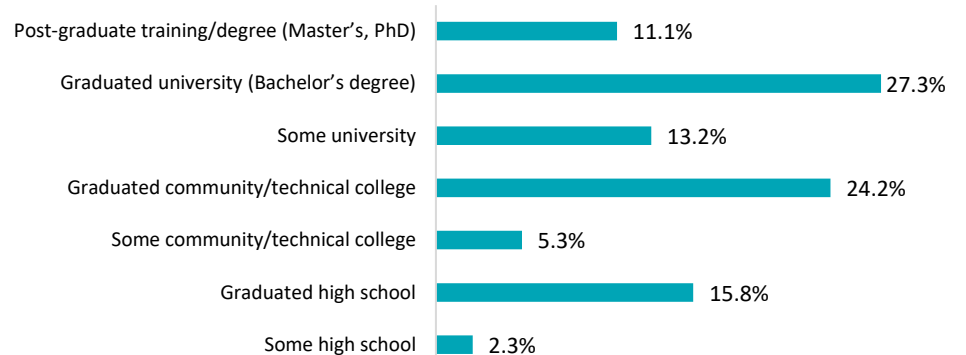
0.2% said 'Don't know' and 0.5% said 'Prefer not to say'.

Total Household Income for 2019



0.8% said 'Don't know' and 8.7% said 'Prefer not to say'.

Highest Level of Education Completed



0.1% said 'Don't know' and 0.7% said 'Prefer not to say'.

- Half of all respondents are married (54.0%), 15.7% live with a partner, and 19.2% are single/never married.
- Three in ten (28.3%) have a total household income of \$49,000 or less, 37.2% have a total HH income between \$50,000 - \$99,000, and 24.9% have a total HH income of \$100,000 or more.
- About two-thirds (62.7%) have either graduated from a college (community/technical college) or a university (Bachelor's and post-graduate studies).

DETAILED FINDINGS



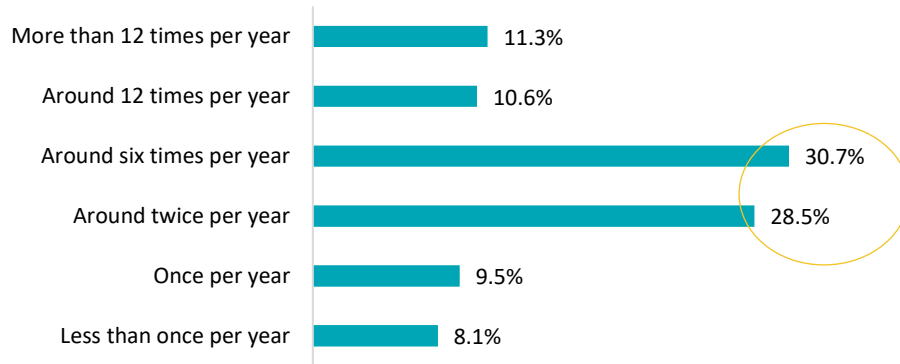
PRIOR TO COVID-19



EVENT ATTENDANCE PRIOR TO COVID-19

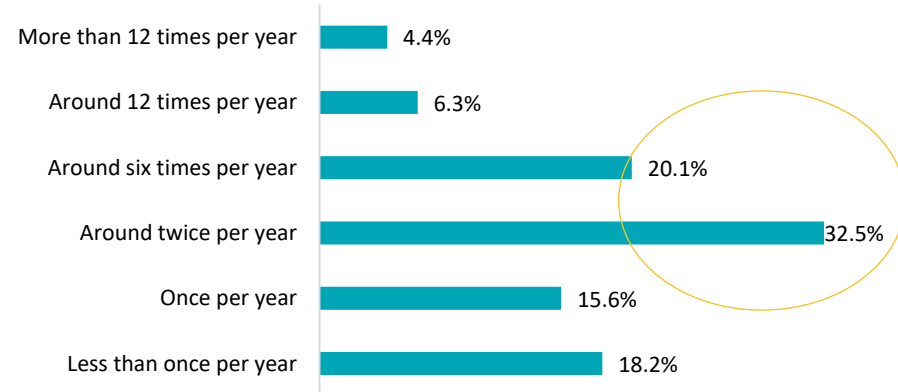
- Prior to COVID-19, the majority of Maritime residents (59.2%) attended public events between two to six times per year.
- Prior to COVID-19, about one-half of Maritime residents (52.7%) travelled outside their local community to attend public events between two to six times per year.

Prior to the COVID-19 pandemic, how often did you attend public events in your local community (e.g., festivals, music, or sporting events)?



1.1% said 'Don't know' and 0.4% said 'Prefer not to say'.

Prior to the COVID-19 pandemic, how often did you travel outside of your local community to attend public events?

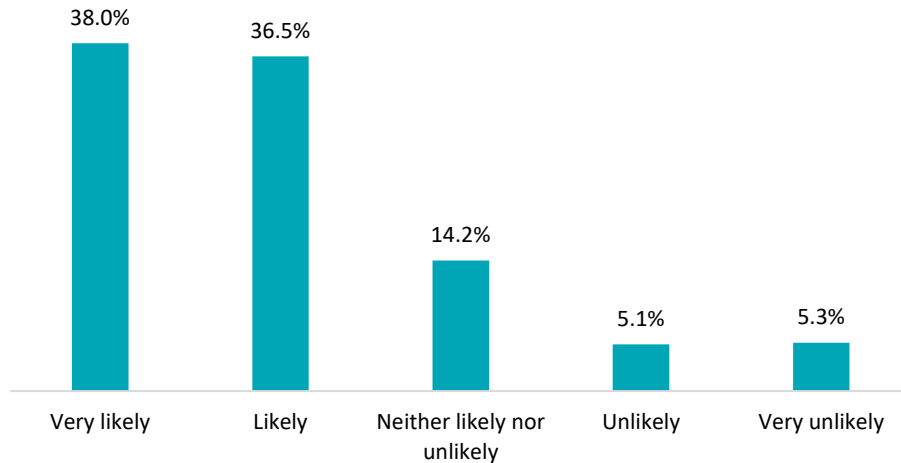


2.5% said 'Don't know' and 0.4% said 'Prefer not to say'.

EVENT ATTENDANCE PRIOR TO COVID-19

- Prior to COVID-19, 74.5% of Maritime residents were either *very likely* or *likely* to attend a large public event of 100+ attendees.
- Ten percent (10.4%) were unlikely/very unlikely to attend large public events, while 14.2% were neither likely nor unlikely.

Prior to the COVID-19 pandemic, how likely were you to attend large public events (i.e. events with 100 attendees or more)?



0.8% said 'Don't know' and 0.1% said 'Prefer not to say'.

Responses were similar across gender, age, and province, with most individuals stating they were *very likely/likely* to have attended a large public event prior to COVID-19.

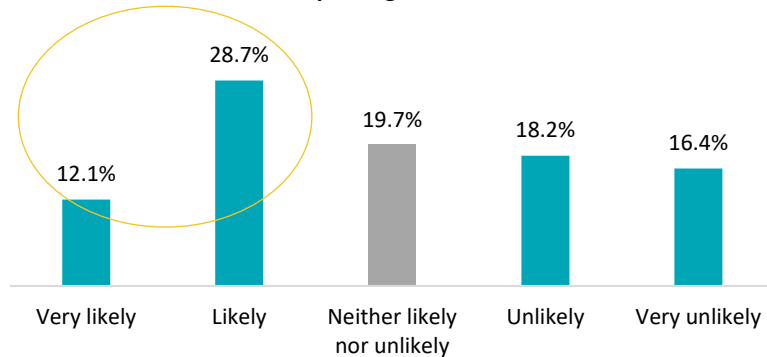
POST COVID-19 - ATTENDING PUBLIC EVENTS



ATTENDING PUBLIC EVENTS

- Four in ten respondents (40.8%) are *very likely* or *likely* to attend a public sporting event once restrictions on large gatherings are lifted. Two in ten (19.7%) are unsure, and 34.6% are *unlikely/very unlikely*.

Once COVID-19-related restrictions to large gatherings are lifted, how likely will you be to attend a public sporting event?



4.6% said 'Don't know' and 0.2% said 'Prefer not to say'.

Gender

Males are more likely to attend a public sporting event (52.1% stated *very likely/likely*) compared to females (30.0%).

Age

Likelihood of attending events decreased with age. Adults aged 55+ are least likely to attend a public sporting event once restrictions are lifted (32.7% stated *very likely/likely*) compared to those aged 18-34 (52.3%) and those aged 35-54 (41.1%).

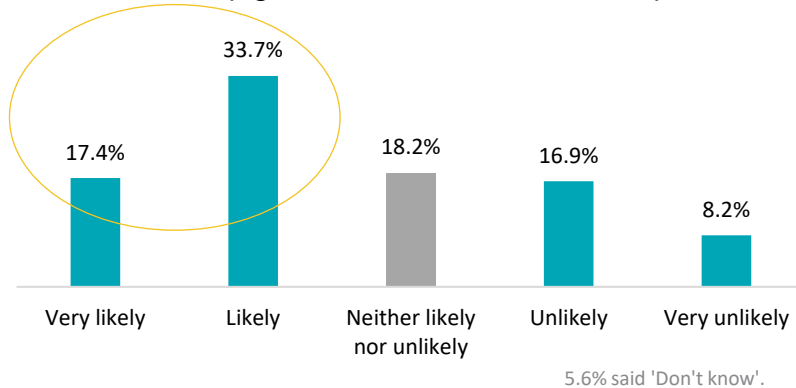
Province

No notable differences were observed by province.

ATTENDING PUBLIC EVENTS

- Half of all respondents (51.1%) are *very likely* or *likely* to attend a public event (e.g., cultural or music event) once restrictions on large gatherings are lifted. About two in ten (18.2%) are unsure, and 25.1% are *unlikely/very unlikely*.
- Maritimers are slightly more likely to attend a festival, music or cultural event (51.1%) compared to a public sporting event (40.8% - see previous slide).

Once COVID-19-related restrictions to large gatherings are lifted, how likely will you be to attend other types of public events (e.g., a festival, cultural or music event)?



Gender

Males are more likely to attend a public music/cultural event (56.1% *stated very likely/likely*) compared to females (46.1%).

Age

Likelihood of attending events decreased with age. Adults aged 55+ are least likely to attend a public music/cultural event once restrictions are lifted (45.3% *stated very likely/likely*) compared to those aged 18-34 (57.9%) and those aged 35-54 (52.3%).

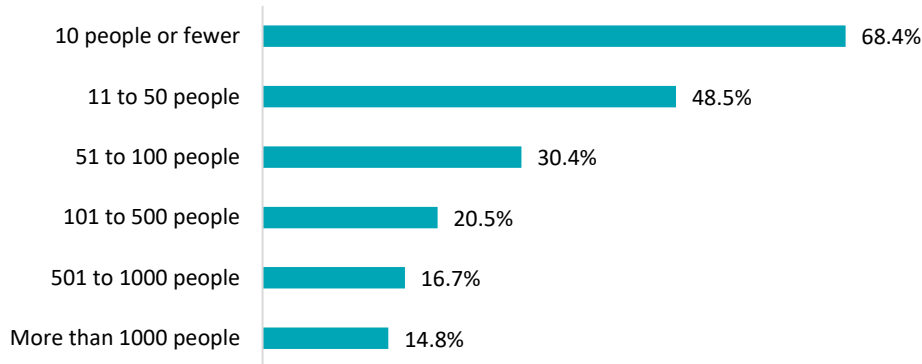
Province

No notable differences were observed by province.

EVENT ATTENDANCE BY GROUP SIZE

- In general, Maritime residents are comfortable attending events with *up to 100* people.
- Specifically, residents are most comfortable attending an event with 10 people or less (68.4% provided a rating of 8 or higher), and they are not very comfortable attending larger events with more than 100 people.

As public health measures around social distancing restrictions ease, how comfortable will you be attending the following sized events?
- % 8 or higher -



'Don't know' and 'Prefer not to say' excluded from calculations.

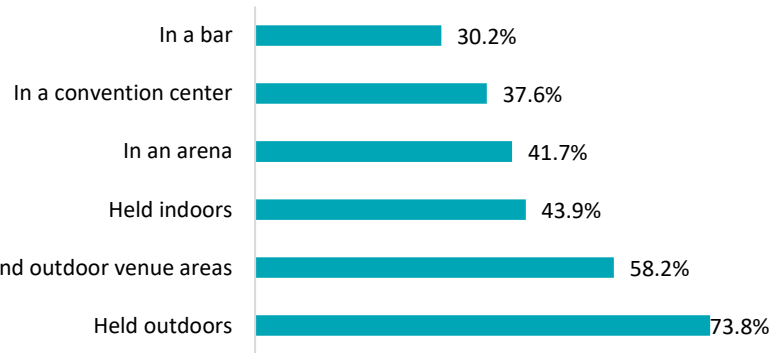
Gathering Size	Average
10 people or fewer	8.0
11 to 50 people	6.9
51 to 100 people	5.6
101 to 500 people	4.5
501 to 1000 people	3.8
More than 1000 people	3.4

1 – 10 scale from 'Not at all comfortable' to 'Completely comfortable'.

ATTENDING PUBLIC EVENTS

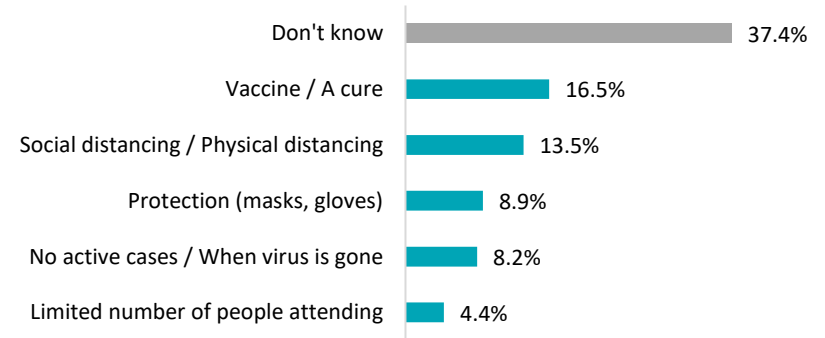
- Maritimers are most comfortable attending an outdoor event (73.8% are likely/very likely), while 58.2% are willing to attend an event that had both indoor and outdoor areas.
- Approximately four in ten are likely to attend an indoor event (43.9%) or an event in an arena (41.7%), while fewer respondents are comfortable attending an event in a convention centre (37.6%) or in a bar (30.2%).
- Over one-third of respondents did not know exactly what would make them feel comfortable in attending a public event (37.4%). Top mentions include a vaccine/cure (16.5%) and proper social/physical distancing measures (13.5%).

And how likely would you be to attend an event that is...? - % likely/very likely -



'Don't know' and 'Prefer not to say' excluded from calculations.

What would make you feel comfortable attending a public event once restrictions are lifted?



Responses of less than 4.0% are not shown.

INDOOR EVENTS

- One-third of Maritimers (32.5%) are open to attending an indoor event with 10 people or less **right now**, while a further 41.2% are open to attending a small indoor event **this Summer or Fall**.
- Over one-half (58.0%) are comfortable attending an indoor event with 11-50 people **this Summer, Fall or Winter**, while 48.7% are open to attending an event with 51-100 people **this Summer, Fall or Winter**.
- People are most comfortable attending larger indoor events (101+ people) **when there is a vaccine**.

Please indicate when you think you will feel comfortable attending the events.

	Right Now	This Summer	This Fall	Winter 2020/21	Spring 2021	When There is a Vaccine	Don't know/Prefer not to say
Indoor event with 10 people or fewer	32.5%	27.9%	13.3%	7.1%	5.5%	8.3%	5.5%
Indoor event with 11-50 people	12.6%	25.8%	19.8%	12.4%	8.2%	14.2%	7.0%
Indoor event with 51-100 people	5.3%	14.7%	18.0%	16.1%	12.0%	23.7%	10.4%
Indoor event with 101-500 people	3.6%	8.4%	13.6%	14.9%	14.0%	33.4%	12.2%
Indoor event with 501-1000 people	3.2%	5.5%	9.2%	12.4%	14.4%	40.8%	14.5%
Indoor event with more than 1000 people	3.3%	4.7%	7.6%	10.8%	11.8%	46.5%	15.3%

OUTDOOR EVENTS

- Two-thirds of Maritimers (65.8%) are comfortable with attending an outdoor event with 10 people or less **right now or this Summer**.
- Responses are more varied for comfort with outdoor events, with people being open to attending events with 51-100 people sometime in the **Summer, Fall or Winter**.
- People are most comfortable attending larger outdoor events (101+ people) **when there is a vaccine**.

Please indicate when you think you will feel comfortable attending the events.

	Right Now	This Summer	This Fall	Winter 2020/21	Spring 2021	When There is a Vaccine	Don't know/Prefer not to say
Outdoor event with 10 people or fewer	45.7%	20.1%	8.9%	4.4%	5.4%	9.9%	5.7%
Outdoor event with 11-50 people	28.0%	27.7%	14.6%	6.5%	5.8%	11.0%	6.4%
Outdoor event with 51-100 people	13.3%	21.7%	19.9%	9.9%	8.3%	18.1%	8.7%
Outdoor event with 101-500 people	7.0%	12.9%	17.7%	10.8%	12.7%	28.1%	10.8%
Outdoor event with 501-1000 people	4.0%	9.5%	11.1%	11.8%	12.9%	37.7%	13.1%
Outdoor event with more than 1000 people	3.7%	5.4%	10.1%	11.4%	12.3%	43.1%	14.1%

INDOOR VS. OUTDOOR EVENTS – COMPARISON

- In terms of openness to attending events in the near future (**right now, Summer, Fall**), the majority of Maritimers are open to going to indoor or outdoor events that have 10 people or less attending.
- The majority of respondents are also open to attending indoor and outdoor events with 11-50 people, although more are open to outdoor events.
- Regarding events with larger groups of people, respondents are slightly more comfortable with attending outdoor events versus indoor events.

Crowd Size	Indoor (% right now, summer, fall)	Outdoor (% right now, summer, fall)
10 people or fewer	73.6%	74.7%
11-50 people	58.2%	70.3%
51-100 people	37.9%	54.9%
101-500 people	25.5%	37.6%
501-1000 people	18.0%	24.6%
More than 1000 people	15.6%	19.1%

Province – Attending Events ‘Right Now’

Although the differences were not overwhelming, there was a trend seen where Nova Scotia residents are less comfortable attending an event **right now** compared to residents from New Brunswick or PEI.

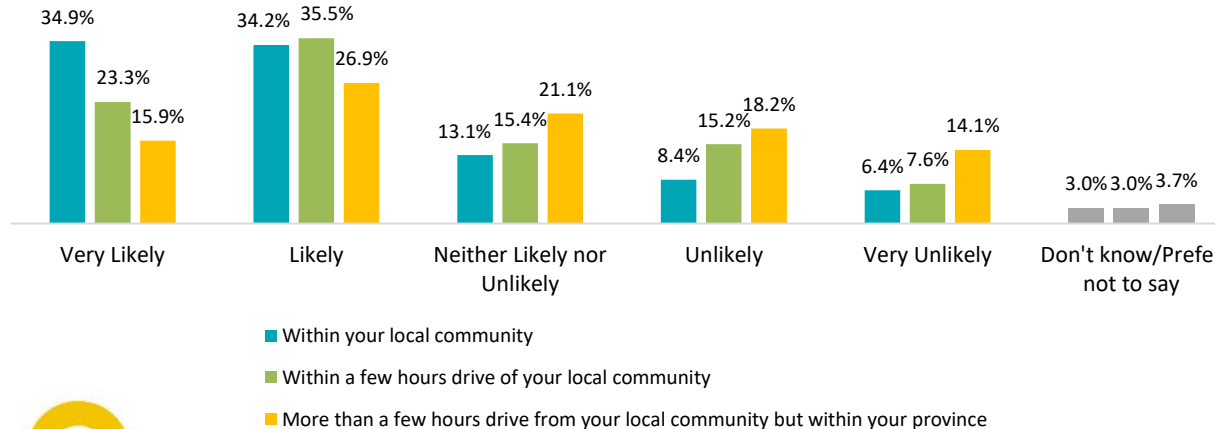
TRAVEL



TRAVEL – WITHIN PROVINCE

- Over two-thirds of Maritime residents (69.1%) are *very likely* or *likely* to consider travelling for an event **within their local community** in 2020.
- Just under six in ten (58.8%) are *very likely* or *likely* to consider travelling for an event **within a few hours drive from their community** in 2020.
- Four in ten (42.7%) are open to travelling **more than a few hours drive from their community** to attend an event in 2020.

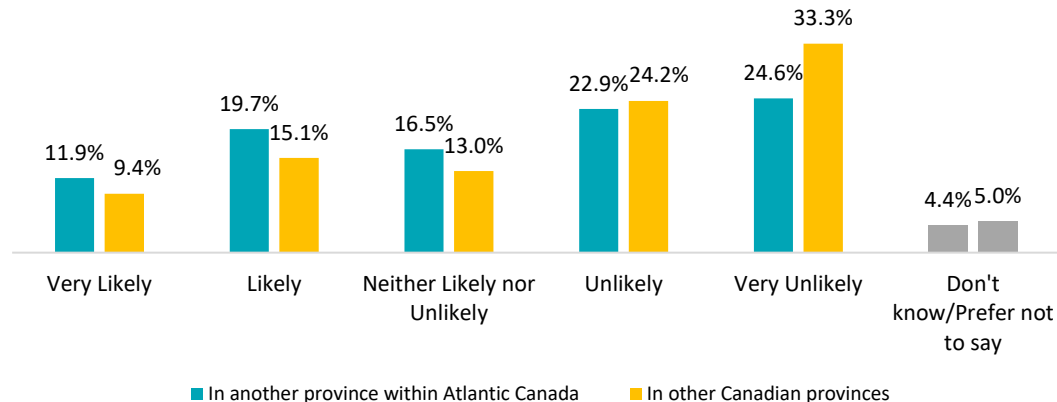
As quarantine rules continue to be lifted, how likely will you be to consider traveling to attend an event in the following locations in 2020?
- Within Province -



TRAVEL – WITHIN CANADA

- Just under one-third of Maritime residents (31.6%) are *very likely* or *likely* to consider travelling for an event **in another Atlantic Canadian province** in 2020.
- However, just one-quarter (24.6%) are *very likely* or *likely* to consider travelling for an event **to another province (not Atlantic Canada)** in 2020.

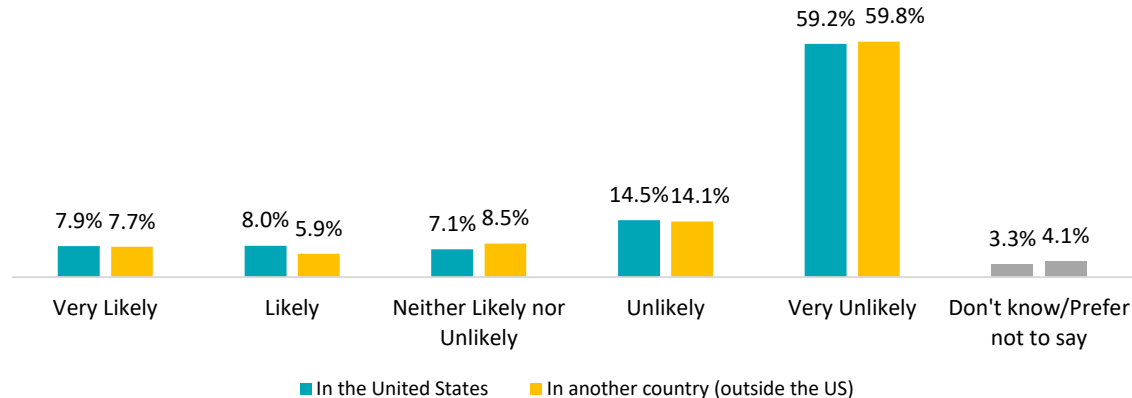
As quarantine rules continue to be lifted, how likely will you be to consider traveling to attend an event in the following locations in 2020?
- Out of Province but Within Canada -



TRAVEL – INTERNATIONAL

- Sixteen percent of Maritime residents (15.9%) are *very likely* or *likely* to consider travelling for an event **in the United States** in 2020.
- Even fewer people (13.6%) are *very likely* or *likely* to consider travelling for an event **to another country (outside the US)** in 2020.

As quarantine rules continue to be lifted, how likely will you be to consider traveling to attend an event in the following locations in 2020?
- Outside Canada -



TRAVEL – COMPARISON

- As summarized in the table below, Maritime residents are most comfortable with travel within their own province – but specifically, within their own community or just a few hours drive from their community.
- Travel within Canada is an option for some Maritimers.
- Very few individuals are intent on travelling internationally, to the US or to other countries, in 2020.

Travel Location in 2020	% Very Likely or Likely
Within Local Community	69.1%
Within Province - Few hours drive from local community	58.8%
Within Province - More than a few hours drive from local community	42.7%
Other Province within Atlantic Canada	31.6%
Other Provinces (outside Atlantic Canada)	24.6%
United States	15.9%
Another Country (outside US)	13.6%

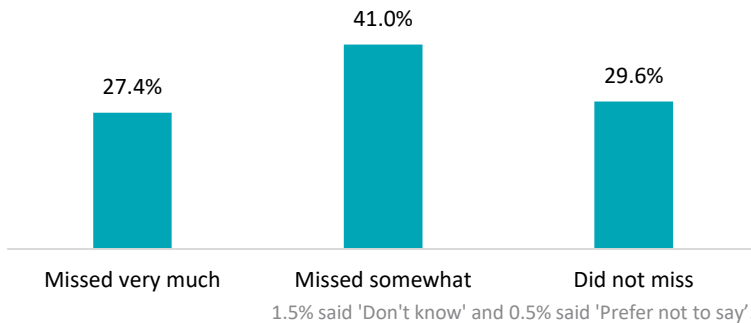
SPORTS & CULTURE EVENTS



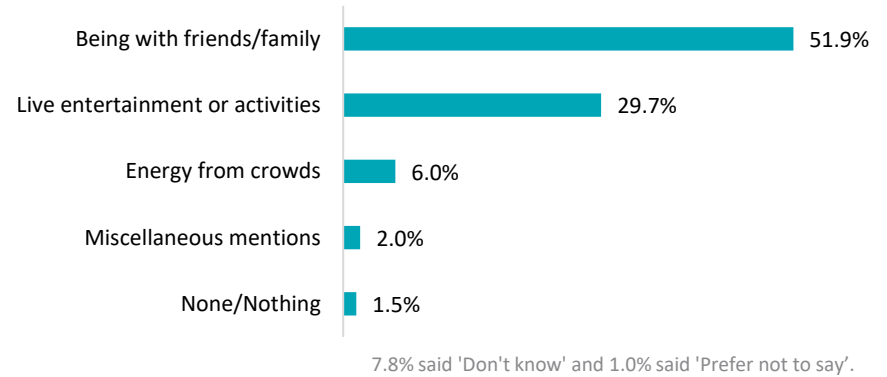
LIVE SPORTS & CULTURE EVENTS

- Four in ten respondents (41.0%) stated that they *somewhat missed* live sports/culture events, while 27.4% have missed these events *very much*. Three in ten (29.6%) stated they have *not missed* attending live sports/culture events in their community.
- *Being with friends and family* (51.9%) and *live entertainment or activities* (29.7%) are the top two aspects of live sports/culture events that people miss the most.

How much have you missed the hosting of live sports/culture events in your community?



What aspects of live sport/culture events have you missed most?



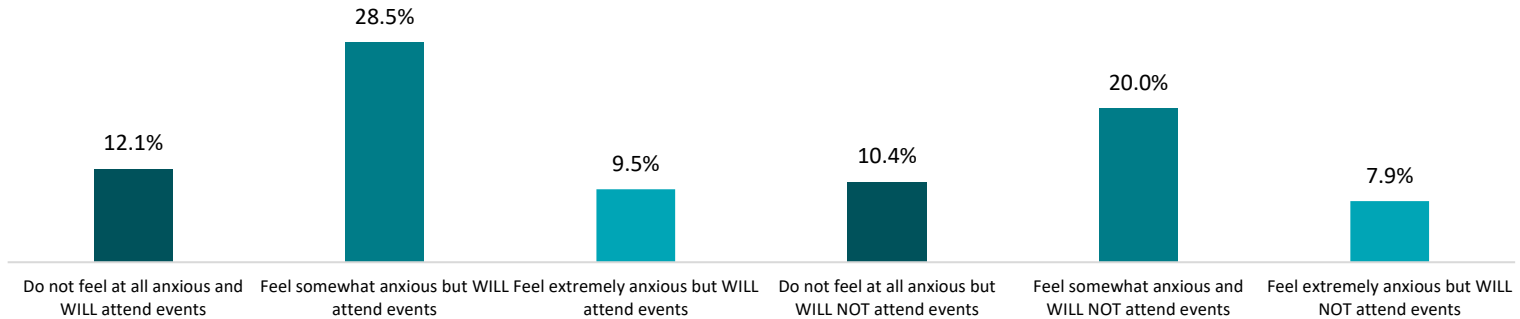
FUTURE EXPECTATIONS & CONCERNS



ATTENDING EVENTS – WINTER 2020-21

- Do not feel anxious (22.6%): 12.1% **will** attend events this winter in their province; 10.4% **will not**.
- Feel somewhat anxious (48.5%): 28.5% **will** attend events this winter in their province; 20.0% **will not**.
- Feel extremely anxious (17.4%): 9.5% **will** attend events this winter in their province; 7.9% **will not**.

If vaccines are still not widely available, how will you feel about attending events in your own province in Winter of 2021?

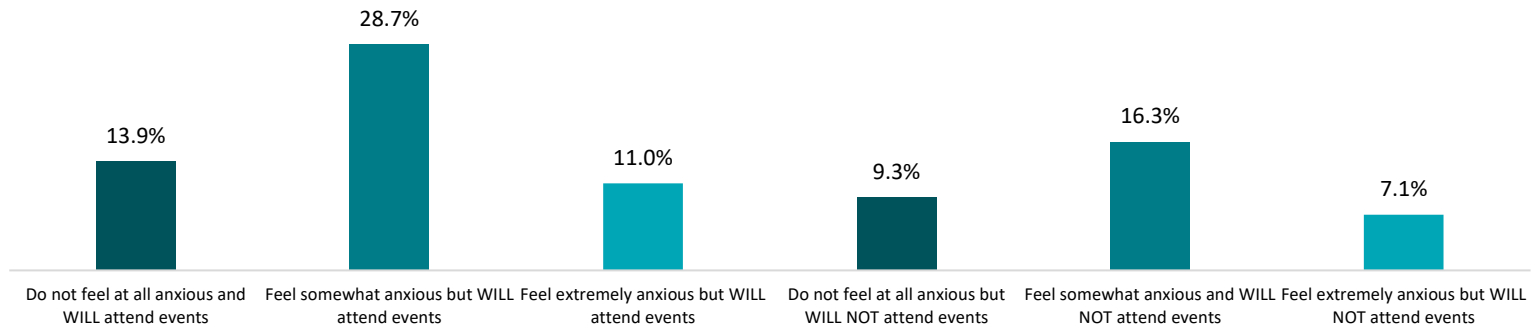


11.2% said 'Don't know' and 0.4% said 'Prefer not to say'.

ATTENDING EVENTS – SPRING 2021 (OWN PROVINCE)

- Do not feel anxious (23.1%): 13.9% **will** attend events in Spring 2021 in their province; 9.3% **will not**.
- Feel somewhat anxious (45.0%): 28.7% **will** attend events in Spring 2021 in their province; 16.3% **will not**.
- Feel extremely anxious (18.1%): 11.0% **will** attend events in Spring 2021 in their province; 7.1% **will not**.

If vaccines are still not widely available, how will you feel about attending events in your own province in the Spring 2021?

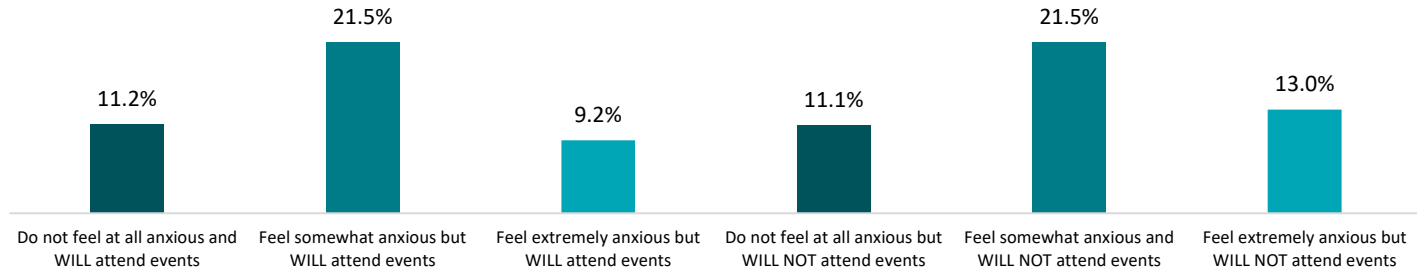


13.1% said 'Don't know' and 0.6% said 'Prefer not to say'.

ATTENDING EVENTS – SPRING 2021 (OTHER PROVINCE)

- Do not feel anxious (22.3%): 11.2% **will** attend events in Spring 2021 in another Atlantic province; 11.1% **will not**.
- Feel somewhat anxious (43.0%): 21.5% **will** attend events in Spring 2021 in another Atlantic province; 21.5% **will not**.
- Feel extremely anxious (22.2%): 9.2% **will** attend events in Spring 2021 in another Atlantic province; 13.0% **will not**.

If vaccines are still not widely available, how will you feel about attending events in Atlantic Canada outside your province in Spring 2021?

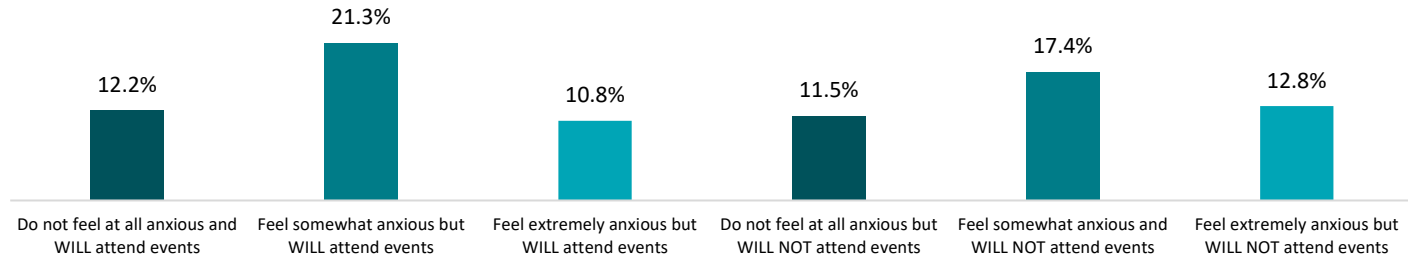


11.8% said 'Don't know' and 0.7% said 'Prefer not to say'.

ATTENDING EVENTS – FALL 2021

- Do not feel anxious (23.7%): 12.2% **will** attend events next fall in another Atlantic province; 11.5% **will not**.
- Feel somewhat anxious (38.7%): 21.3% **will** attend events next fall in another Atlantic province; 17.4% **will not**.
- Feel extremely anxious (23.5%): 10.8% **will** attend events next fall in another Atlantic province; 12.8% **will not**.

If vaccines are still not widely available, how will you feel about attending events in Atlantic Canada outside your province in the Fall of 2021?

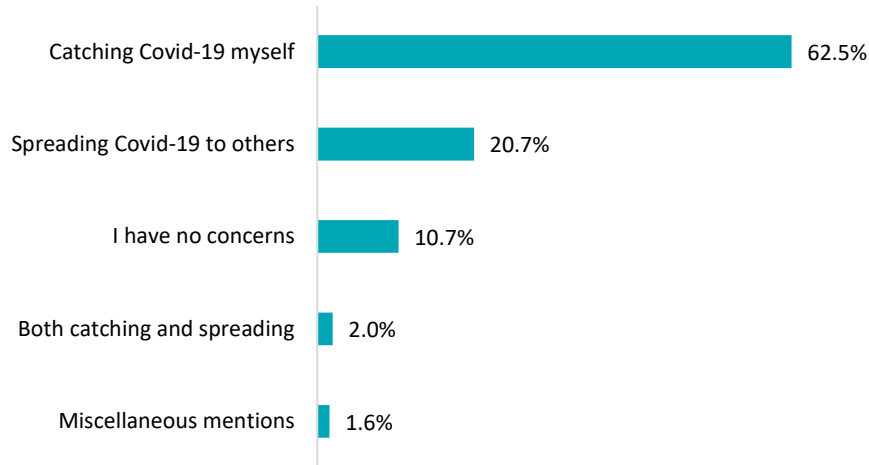


13.5% said 'Don't know' and 0.5% said 'Prefer not to say'.

CONCERNS ABOUT ATTENDING EVENTS

- For about two-thirds of respondents (62.5%), the primary concern with regards to attending events in catching COVID-19. Two in ten (20.7%) are also concerned with potentially spreading COVID-19 to others, while 10.7% have no concerns.

What are you most concerned about in attending events?



2.2% said 'Don't know' and 0.3% said 'Prefer not to say'.

Catching COVID-19

In terms of age, adults aged 55+ are *most* concerned about contracting COVID-19 (75.0%), compared to those aged 18-34 (49.7%) and 35-54 (58.9%).

Spreading COVID-19

Younger adults aged 18-34 are more concerned about spreading COVID-19 to others (30.4%) compared to those aged 35-54 (21.6%) and 55+ (13.0%).

CONCLUSIONS & RECOMMENDATIONS



KEY CONCLUSIONS

Overall, the results did not show any notable or differences in opinion by province.

- The survey showed that in general, the results were not notably different by province.
- This indicates that Maritimers are largely in consensus about how they feel with regards to attending events and gatherings in the near future.

Between 40% and 50% of Maritimers state they are likely to attend either a sporting event or a music/cultural event once restrictions on large gatherings are lifted. The likelihood of attending these events decreases with age.

- 40.8% of Maritimers are likely to attend a sporting event once restrictions on large gatherings are lifted, while 51.1% are likely to attend other events (such as music or cultural events).
- The likelihood of attending large sporting or cultural events decreases with age, where adults aged 55+ are least likely to attend an event once restrictions are lifted compared to the 18-34 cohort and the 35-54 cohort.

KEY CONCLUSIONS

Currently, Maritimers are most comfortable attending smaller events of 10 people or less, but there is some degree of openness to events of up to 100 people.

- Maritimers are most comfortable attending an event with 10 people or less (68.4% are highly comfortable).
- Only two in ten respondents are comfortable attending an event with 101-500 people; and even fewer are open to attending larger events.
- 54.9% are open to attending an outdoor event with 51-100 people **right now, this Summer or this Fall.**

In 2020, people are more open to attending outdoor events compared to indoor events, particularly when the group sizes are larger.

- There is more openness to attending outdoor events versus indoor events, especially in the near future (right now, this Summer, this Fall) – particularly for small to medium-sized events.
- Less than two in ten are open to attending indoor or outdoor events with over 1000 people.
- Although the difference was not overwhelming, there was a trend where Nova Scotia residents are slightly less comfortable attending an event **right now** compared to residents from New Brunswick or PEI.

KEY CONCLUSIONS

Maritimers are most comfortable travelling within their own province in 2020.

- Maritime residents are most comfortable with travel within their own province – specifically, within their own community or just a few hours drive from their community.
- Between a quarter to one-third of respondents are open to travelling to another province.
- Very few individuals (under 20%) intend to travel internationally (to the US or other countries) in 2020.

The aspects of large events that people miss most are “being with friends and family” and “experiencing live entertainment/activities”.

- 41.0% *somewhat miss* live sports/culture events, while 27.4% have miss these events *very much*.
- *Being with friends and family* (51.9%) and *live entertainment or activities* (29.7%) are the top two aspects of live sports/culture events that people miss the most.

The primary concern with attending events is catching COVID-19 (62.5%), while 20.7% are concerned with potentially spreading COVID-19 to others.

- Adults aged 55+ are *most* concerned about contracting COVID-19, while adults aged 18-34 are more concerned about spreading COVID-19 to others compared to the older age cohorts.

KEY CONCLUSIONS

Overall, there is not an overwhelming sense of anxiety about attending events in the Winter, Spring 2021 and Fall 2021. Most respondents tend to be “somewhat anxious”, while the proportion of those who “do not feel anxious” remains steady.

- *Attending events this Winter 2020-21 – 48.5% feel somewhat anxious: 28.5% **will** attend events this winter in their province; 20.0% **will not**.*
- *Attending events Spring 2021 (own province) – 45.0% feel somewhat anxious: 28.7% **will** attend events in their province; 16.3% **will not**.*
- *Attending events Spring 2021 (other province) – 43.0% feel somewhat anxious: 21.5% **will** attend events in another Atlantic province; 21.5% **will not**. **The proportion of those who “feel extremely anxious” increased slightly when asked about attending events out of their own province.***
- *Attending events in the Fall 2021 (other province) – 38.7% feel somewhat anxious: 21.3% **will** attend events next fall in another Atlantic province; 17.4% **will not**. **The proportion of those who “feel extremely anxious” increased slightly when asked about attending events out of their own province.***

RECOMMENDATIONS

- 1. Location:** Given the preference for attending events in one's own province (in particular, in one's own community or not too far from it), there is an opportunity to create community events in Nova Scotia to encourage within-province travel, so that people do not have to travel too far to attend events.
- 2. Event Size:** For the near future, Maritimers prefer to attend smaller events. For events being hosted in the Summer or Fall, ensure that the maximum capacity is 100 attendees at a time.
- 3. Venue:** Maritimers are more comfortable with outdoor events versus indoor events, particularly for events being held in 2020. For the Summer and Fall of this year, Events NS should consider holding events in larger outdoor spaces so there is enough place for people to maintain their distance from others.
- 4. Travel:** In the long term, Events NS can work with tourism to encourage travellers from New Brunswick and PEI residents to attend events in Nova Scotia, as there is some degree of openness to travelling within the Atlantic Provinces.