

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS



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1.0 INTRODUCTION AND METHODOLOGY

1.1 BACKGROUND

The Morden Corn and Apple Festival (“the Festival”) is Morden’s chief attraction. It is an ungated family event that is believed to attract up to 70% of attendees from out of town. As a small, ungated festival offering free entertainment and refreshments, the Festival relies on volunteers, fundraising events and grants from the Town of Morden and other sources. An analysis of the impact of the Festival on Morden was conducted to confirm its value to the area.

Two components were evaluated for the purpose of this study:

- Tourism economic impact, or the change in economic activity that results from spending by tourists who come from outside the community to attend an event, and
- Social impact, or the effect of the festival on the social fabric of the community.

1.2 ABOUT THE MORDEN CORN AND APPLE FESTIVAL

The Morden Corn and Apple Festival was established in 1967 to celebrate Canada’s Centennial. Its original priority was to welcome local farm families into the Town of Morden and offer them free food and entertainment. The Festival’s hospitality has since been shared with visitors from all over the world but the primary focus has not changed. The Morden Corn and Apple Festival’s Motto is “It’s Fun and It’s Free!” Free corn on the cob and apple cider have been the chief attractions, along with free admission, premiere live stage entertainment, the street festival, parade, shuttle bus service and parking. It is a family festival committed to providing free food and entertainment to everyone.

The fourth weekend of August is the established date for the Morden Corn and Apple Festival which is the chief attraction in all of southern Manitoba, and an event which typifies the volunteer spirit which pervades the area. Festival organizers believe that the Festival is the primary source of regional community pride and remains an easy way for area citizens to become involved, regardless of their age or ability. Over time, the Festival has grown from a large Farmer’s Market to an annual ungated event that attracts people from Manitoba, Saskatchewan, Ontario, North Dakota and Minnesota.

The Festival has been a platform that has helped launch the careers for local entertainers, artisans, artists, etc. and continues to provide opportunities for new and upcoming talent. There are two stages for performing arts, numerous Busking Stations and a large Art and Craft area with two tents and outdoor exhibition areas. Activities and attractions have grown to include free bus tours of Morden and the Agriculture Canada Research Station, children’s events such as a petting zoo and pony rides as well as street performers, art show, car show, dances and mud racing – something for everyone.

The Festival actively seeks sponsorships for both its operating costs and also for capital projects. Annual committee profits, if any, are used to fund capital projects. The Festival is committed to providing value and finding creative ways to advertise sponsors in return for donations. The Festival is also committed to a steady improvement and enhancement of visitors’ experience while in Morden.

The Festival believes it has a responsibility to provide opportunities for the promotion of other local events and attractions, and endeavours to promote and market these attractions as well as provide a venue for these organizations to further their own marketing efforts.

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1.3 PROJECT GOALS AND OBJECTIVES

The objective of this project is to evaluate the economic and social impact of the Festival on Morden.

Government of Canada requirements for reporting on grants under \$350,000¹ were used as a guide for information considered valuable in evaluating the economic impact of tourism events. This information is based primarily on patron, vendor and local business surveys and includes:

- Direct festival revenues
- Attendance, profiled by origin, and the percentage that came to Morden specifically for the Festival
- Duration of stay of tourists
- Tourism related expenditures at the Festival and in secondary industries (accommodation, food and beverage, transportation, recreation, entertainment, other)
- Number of people employed and wages incurred for the Festival
- Numbers of volunteers supporting the tourism event and hours of volunteer work supporting the tourism event.
- Expenditures to manage and hold the tourism event—goods, services, capital, etc.

Questions also evaluated patron and local business impressions of the image of Morden created or supported by the Festival, and the value of the festival to the social and cultural fabric of the community. The historical impact of the Festival on regional awareness and visitation to Morden was evaluated through questions on the Probe Research Omnibus Survey conducted in June, 2010 and September, 2010.

1.4 APPROACH AND METHODOLOGY

1.4.1 DOCUMENT REVIEW

MNP researched and analyzed information from the following sources:

- Morden Corn and Apple Festival Committee Financial Statements for the Years Ended October 31, 2005, 2007, 2008 and 2009
- Morden Corn and Apple Festival Inc. Financial Statements for the Year Ended October 31, 2009
- Morden Corn and Apple Festival 2010 Special Display Application Form
- Morden Corn and Apple Festival 2010 Business Plan
- Morden Corn and Apple Festival 2010 Street Space Application
- Constitution and By-Law No. 1 of Morden Corn and Apple Festival Inc.
- Official Festival Description

References used for the analysis include the following:

- Guidelines, Survey Procedures for Tourism Economic Impact Assessment of Ungated or Open Access Events and Festival, financed by Alberta Tourism, Recreation and Culture et al, Research Resolutions & Consulting Ltd., March 2007

¹ Marquee Tourism Event Program

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- Marquee Tourism Events Program (MTEP) Reporting Requirements for Tourism Events (under \$350,000), Small Business and Tourism Branch, Industry Canada, 2010
- The Ontario Tourism Regional Economic Impact Model (TREIM), commissioned for the Ontario Ministry of Tourism and Recreation, The Centre for Spatial Economics

Dr. Christine Van Winkle, Assistant Professor at the University of Manitoba's Faculty of Kinesiology and Recreation Management also provided guidance for the project.

1.4.2 DATA COLLECTION

MNP conducted the following data collection activities:

1. Attendance Counts

As an ungated event taking place over three days, arriving at accurate attendance numbers can pose a challenge. Four attendance count methodologies were planned for use at the Festival:

- The number of free cobs of corn distributed to Festival patrons throughout the weekend. A validation question was included on the patron survey to determine the percentage of patrons who received free cobs of corn at the Festival each day.
- The number of Festival patrons who approached the information booth located on the Festival grounds. A validation question was included on the patron survey to determine the percentage of patrons who approached the information booth for information each day.
- The number of Festival patrons who rode the shuttle bus to the Festival grounds. A validation question was included on the patron survey to determine the percentage of patrons who rode the Shuttle Bus to the Festival grounds each day.
- Highway traffic counts over the three days provided by the Manitoba Department of Highways. These counts were compared to historical average daily traffic counts.

2. Surveys

Four survey instruments were used to collect data, as described below:

- Three questions were included in Probe Research Omnibus surveys of the Winnipeg population, conducted between June 8 and June 22 and September 16 and 30, 2010. The questions were designed to capture data regarding awareness of the Festival, prior attendance at the Festival and the role of the Festival as a visitor draw to Morden. The Omnibus surveys were conducted via telephone interviews among a random and representative sample of 600 adults residing in Winnipeg. The survey questions and results are included in Appendix A.
- A survey of Festival patrons was conducted during the 2010 Festival to capture economic and social impact data. The survey also included questions designed to validate the attendance data collected. Volunteers were recruited by the Morden Corn and Apple Festival to conduct the survey with both local and tourist patrons. An MNP project team member conducted a training session with the volunteers on August 25, 2010 to support consistent data collection. The Patron survey is included in Appendix B.
- A survey of Festival vendors was distributed by Festival staff on the second day (Saturday) of the Festival to all vendors, along with a standard Annual Evaluation/2011 Registration package. The Vendor Survey is included in Appendix B.
- A survey of local businesses was distributed the week following the Festival (September 3, 2010) by email from the Morden Chamber of Commerce, with a reminder on September 15, 2010. The Local Business Survey is included in Appendix B.

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Survey Response

The table below outlines the distribution and response to the Patron, Vendor and Local Business surveys developed by MNP.

Table 1 - Survey Distribution and Responses

Survey	Distribution #	Response	Response Rate
Patron survey	311 surveys were conducted by volunteer interviewers	207 – out of town 104 - local	n/a
Vendor survey	156 surveys were distributed on-site	82	52.6%
Local business survey	302 survey links sent via email from Morden Chamber of Commerce	37	12.3%

Patron and Business Survey Respondent Demographics

Patrons responding to the survey were more likely to be over 45 years old, female, with post secondary education.

Business survey respondents were more likely to be over 45 years of age, male, with post secondary education

Statistical Significance

The administration of the Morden Corn and Apple Festival provided an estimated historical attendance of 55,000 to 70,000 over the three day festival, or 31,200 unique attendees. 60,000 was used as the base for our population. 311 responses to the Patron Survey represents a confidence level of 95% with a margin of error of +- 5.54%, or may be considered accurate within 5.5%, 19 out of 20 times. Note: the estimated historical attendance could not be validated through the strategies used for this study, which provided estimates ranging from 3,166 to 68,320. The highest number, achieved by generalizing the Probe Research Omnibus survey results is believed to have the strongest statistical validity.

Randomly selected Patron Survey respondents were asked how many people were in their party attending the Festival. 207 survey respondents were tourists, and represented 516 tourist festival attendees; 104 survey respondents were local and represented 218 local attendees. Extrapolating this result suggests approximately 70% of Festival Patrons were from out of town.

Based on this breakdown of the total estimated historical attendance, 207 responses from tourists may be considered accurate within 6.79%, 19 out of 20 times and 104 responses from locals may be considered accurate within 8.04%, 9 out of 10 times.

Eighty-two (82) responses to the Vendor Survey were received out of a possible 156, which may be considered accurate within 7.48% 19 out of 20 times. Thirty-seven (37) responses were received to the Local Business Survey from a distribution of 302, which may be considered accurate within 12.69% 9 times out of 10.

1.4.3 RESEARCH CONSIDERATIONS

- The weather for the 2010 festival included rain on two of the three days. The rainy weekend may have both reduced attendance, and reduced even further the estimated attendance based on the volume of corn distributed as people who predicted they would stand in the corn lineup on Saturday and Sunday may not have because of the inclement weather.
- Measures to ensure a random sample and tally sheets were not employed reliably, resulting in potential for sampling error and count errors.
- A low response to the business survey limits the ability to generalize the findings to the business population.

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- Revenue generated during the Festival was self-reported by vendors. For various reasons, vendors may have under or over-reporting this revenue, possibly decreasing the validity of this data.

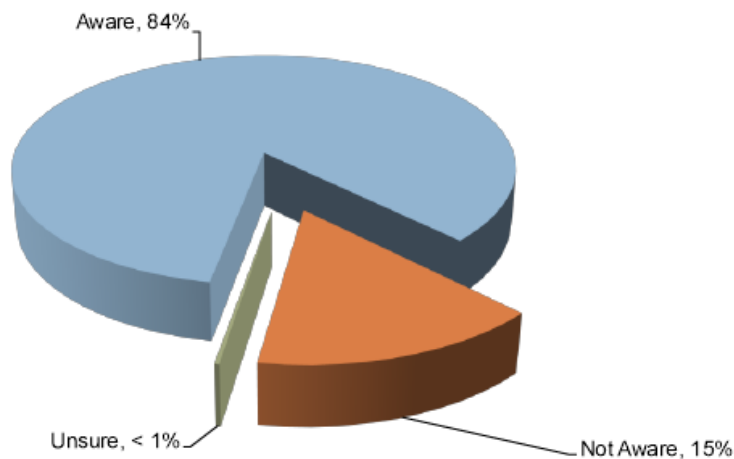
2.0 RESEARCH FINDINGS

2.1 AWARENESS OF THE FESTIVAL

Results from the Probe Research Omnibus survey indicate that 84% of the Winnipeg population is aware of the Morden Corn and Apple Festival.

The age groups most likely to be aware of the Festival are those aged 55 years and over (95%) and 35 to 54 years (91%). Only 67% of those aged 18-34 years were aware of the Festival.

Figure 1 – Awareness of the Morden Corn and Apple Festival (Winnipeg population)



Tourists who responded to the MNP Patron Survey were asked where they first heard about the Morden Corn and Apple Festival. “Family/friends” was the most frequent response at 50%, “Other” was the next most frequent with 25%. “Newspaper” (14%) and “Radio” (11%) made up the remaining responses. The most frequently described “other” ways tourists attending the Festival became aware of its existence included growing up in the Morden area or tourism/tour group information.

2.2 ATTENDANCE

2.2.1 PRIOR ATTENDANCE AT THE CORN AND APPLE FESTIVAL (WINNIPEG POPULATION)

The Probe Research survey asked those respondents who indicated they were aware of the Festival if they had ever attended the event. The results indicate that 48% of those who were aware of the Festival had attended, while 52% had not. Including both survey respondents who were aware of the Festival and those who were not, the results indicate that 40% of the Winnipeg population has attended the Festival. Based on the estimated 2010 population of 683,000² this indicates that

² City of Winnipeg, Office of the CFO <http://www.winnipeg.ca/cao/pdfs/population.pdf>

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approximately 273,000 people have attended the Morden Corn and Apple Festival in the past. Applying this percentage to population in the Census Metropolitan Area of 751,800 provides an estimate of 300,720 people in Winnipeg that have attended the Festival.

Based on Omnibus results by age, those aged 55 years and over were more likely to have attended the Festival (54%) at least once, than those aged 35 to 54 years (42%) or 18 to 34 years (25%).

2.2.2 ATTENDANCE AT 2010 CORN AND APPLE FESTIVAL

The September Omnibus survey asked respondents whether they had attended the 2010 Festival. 7% indicated they had attended. Extrapolated to the Winnipeg population, this provides an estimate of 47,824 unique patrons from Winnipeg in 2010 (+/- 5.5%).

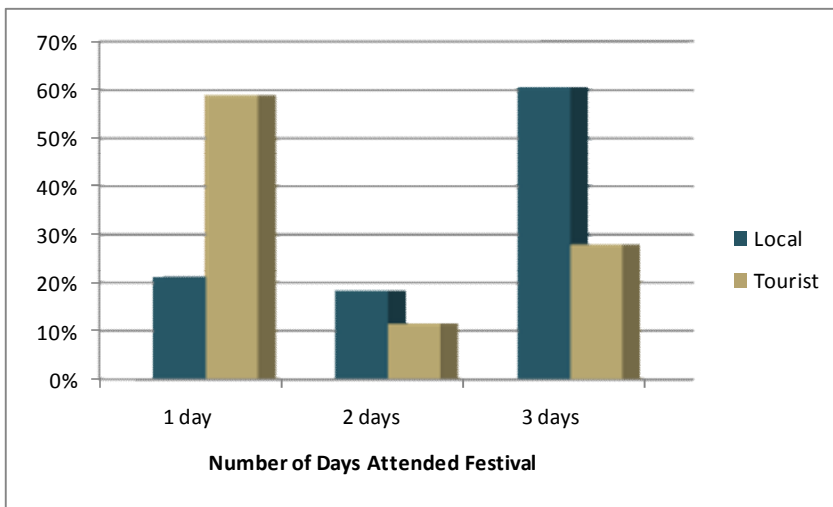
According to Patron survey results, approximately 70% of attendees were tourists. If all tourists were from the Winnipeg CMA, 47,824 tourist patrons would suggest total unique attendance of 68,320. Only 26% of patron survey respondents were from Winnipeg.

Attendance counts were attempted at the Festival using a count of shuttle bus riders, a count of free cobs of corn distributed to patrons and a count of visits to the information booth. However, data was not consistently collected and provided total attendance results ranging from 4,000 to 40,000 and unique attendance data of 3,166 to 31,400.

Vehicle traffic counts for the 3 days during the Festival were obtained from the Manitoba Dept. of Highways for the provincial highways leading to Morden. Comparisons to historical summer daily average counts indicate an additional 10,575 incoming vehicles during the Festival. Based on the average group size of 2.39 and 30% staying overnight in Morden as reported by tourist respondents to the survey, this suggests tourist attendance at the 2010 Festival of 36,105.39. Based on an estimated 70% of Festival patrons being tourists, this data provides estimated total attendance at the 2010 Festival of approximately 51,580 or unique attendance of approximately 40,490.

As a multiple day event, total attendance represents the sum of attendance counts on each day of the Festival. To adjust total attendance figures to reflect unique attendees, survey respondents were asked how many days they would be attending the Festival. Based on Patron survey results, each household party attended the event an average of 2 days. However, as illustrated in the figure below, tourists were more likely to attend the Festival one (1) day of the three, and locals were more likely to attend the Festival on all three (3) days.

Figure 2 – Tourist and Local Attendance at Festival by Number of Days



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Based on Patron survey results, 66.6% of Festival patrons were from out-of town. Broken down by region, 33.4% of patrons were from Morden and area, 58% were from elsewhere in Manitoba, 2% were from other Canadian provinces, 4% were from the United States and 1% of Festival patrons were from a country outside of North America.

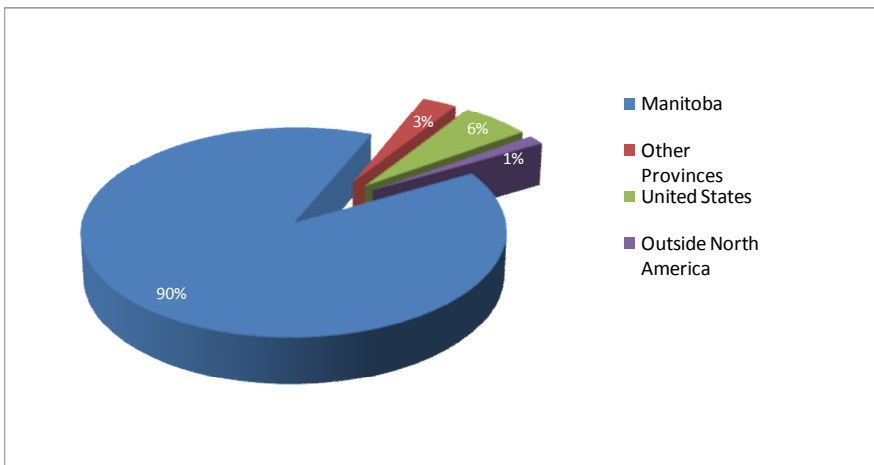
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2.3 SURVEY RESPONDENT PROFILES

2.3.1 TOURIST PROFILE

Results of the Patron survey indicate that 90% of out-of-town Festival patrons are from other communities in Manitoba, with 44% of Manitoba tourists, or 26% of all patrons residing in Winnipeg. The Patron survey results also indicate that 64% of tourist patrons have never lived in Morden or the surrounding area (within 50 km) and are more likely to have attended the Festival 10 years or more.

Figure 3 – Out-of-town Festival Patrons by Primary Residence



2.3.2 VENDOR PROFILE

The 156 vendors registered for the 2010 Morden Corn and Apple Festival were predominantly (80%) from out-of-town, with 87% of this group residing in Manitoba. The largest percentage of vendors at the Festival were selling arts and crafts (44%) and indicated their sales at this Festival were about the same or less than at other Festivals. According to the Vendor survey, 77.2% of vendors make \$2,000 or less at the Festival, with average revenue per vendor of \$1,617.42.

The majority of vendors (54%) have participated in the Festival for 3 years or less and are likely to participate in the Festival as a vendor next year (63%). On average, vendors at the Festival participate in 7 events throughout the year and 38% choose to sell at the Morden Corn and Apple Festival instead of at another event held on the same weekend.

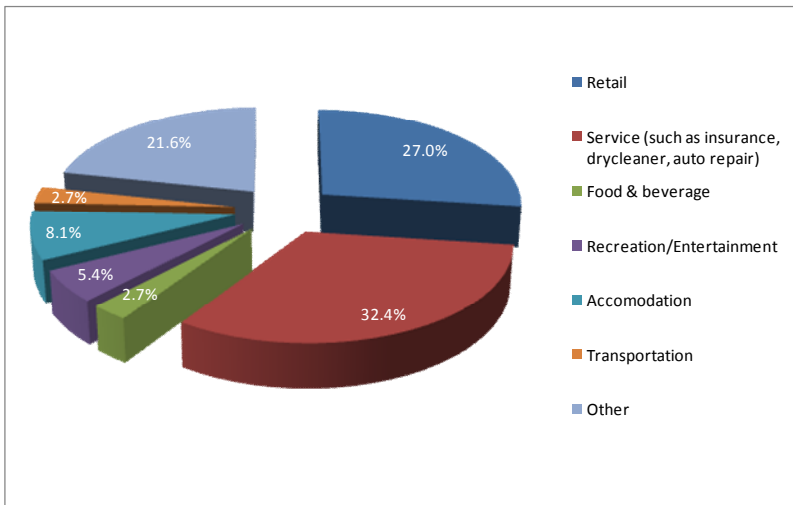
Wonder Shows is a significant vendor at the Festival, and pays 20% of net revenues to the Festival. Net revenues in 2010 were within 1% of the average for the previous five years.

2.3.3 LOCAL BUSINESS PROFILE

Responses to the Local Business survey were fairly evenly distributed between businesses in the retail (27%) and service (32.4%) sectors. Almost 90% of responding Morden businesses has been operating for four (4) years or more, with the majority (62.2%) operating in the community for ten (10) years or more.

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Figure 4 – Local Businesses by Sector

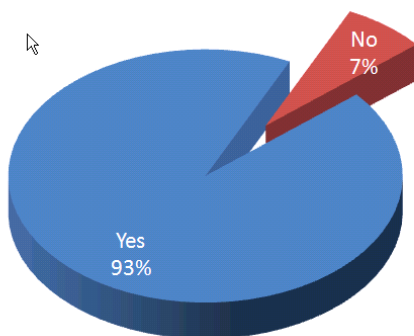


Results of the Local Business survey also indicate that 70% of respondents did not change their operating hours during the Festival. A small number of businesses in the retail and food and beverage sectors (11%) extended their operating hours during the Festival, 8% shortened their hours somewhat, and 5% closed their business on a normal operating day.

2.4 THE FESTIVAL'S ROLE IN VISITS TO MORDEN

Questions regarding the main purpose of Festival attendees' visit to Morden were included on both the Probe Research survey and the MNP Patron survey. Results of the June Omnibus survey indicate that 87% of the Winnipeg population who have attended the Festival in the past visited Morden specifically to attend the Festival, and 74% of those who attended this year indicated they visited specifically to attend. Of 205 tourist households surveyed at the Festival, 93% indicated that attending the Festival was their main reason for visiting Morden.

Figure 5 – Festival Patron Survey – Festival as Main Reason for Visit to Morden



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When broken down by region, out-of-town respondents to the Patron survey indicated:

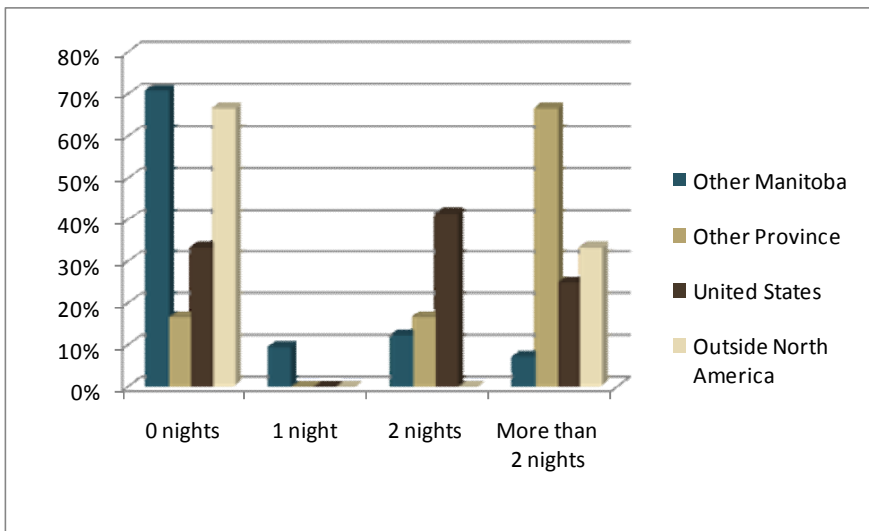
Primary Residence	Was the Festival the Main Reason for your Visit to Morden today?	
	Yes	No
Other Manitoba (n=179)	93% (168)	6% (11)
Other Province (n=6)	66% (4)	33% (2)
United States (n=13)	92% (12)	8% (1)
Outside North America (n=3)	100% (3)	-

Duration of stay in Morden

Tourist

The majority of out-of-town respondents (68%) indicated they would **not** be staying overnight in Morden, 8% would be spending 1 night, 14% would be spending 2 nights and 10% would be spending more than 2 nights. The figure below illustrates the duration of stay of tourist patrons by region of origin:

Figure 6 – Tourist Duration of Stay by Region of Origin

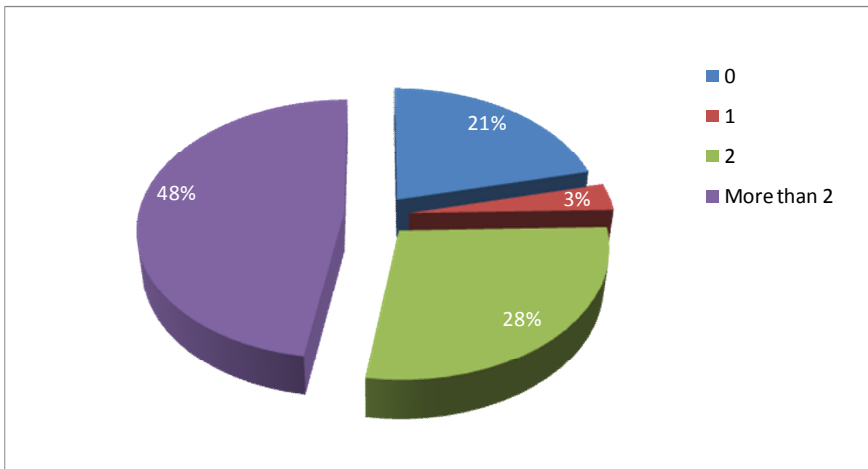


Vendor

Three quarters (76%) of out-of-town respondents to the vendor survey indicated they would spend 2 nights or more in Morden during the Festival.

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Figure 7 – Vendors – Duration of Stay in Morden

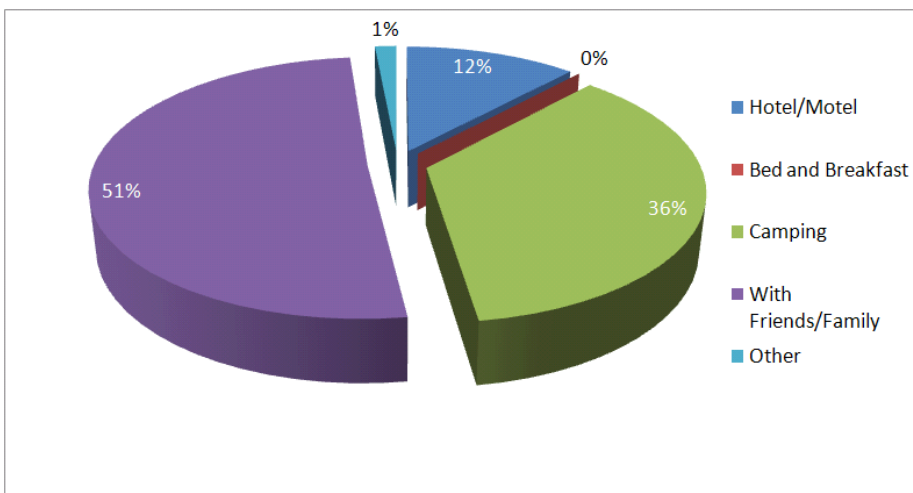


Type of Accommodation

Tourist

Half of out-of-town respondents to the Patron Survey that reported staying overnight indicated they would be staying with friends and/or family during the Festival, while 35% indicated they would be camping, and 12% would be staying at a hotel or motel. The single respondent who chose “other” indicated they would be staying at “school” during the Festival.

Figure 8 – Out-of-town Festival Patron – Type of Accommodation

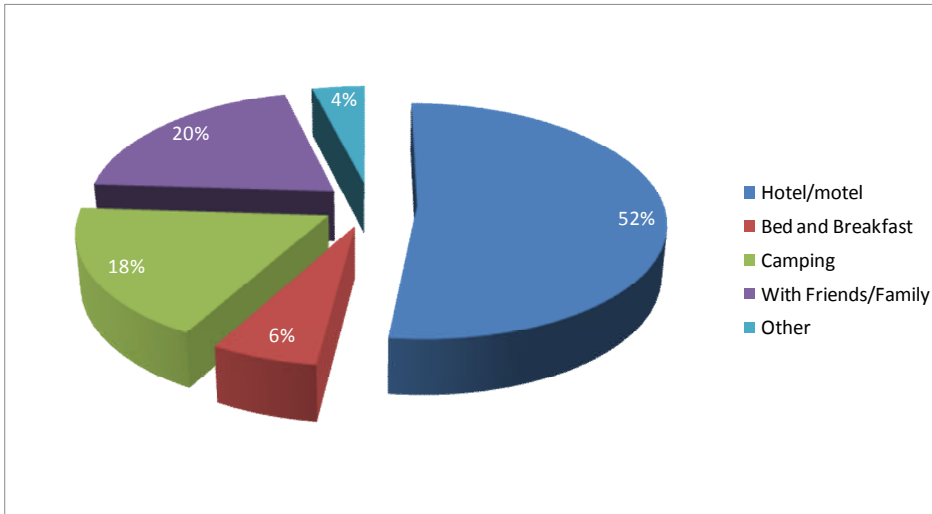


Vendor

Half of out-of-town vendors who would be staying overnight in Morden during the Festival indicated they would be staying at a hotel or motel, 20% indicated they would be staying with friends/family, 18% would be camping and 6% would be staying at a Bed and Breakfast. Those who indicated “other” did not specify a type of accommodation.

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Figure 9 – Vendor Survey – Type of Accommodation



It was noted by some vendors that they would have preferred to stay in a hotel or motel, but that there were no accommodations available at the time of booking. Internet research and information available from the the Morden Corn and Apple Festival indicates that there are fewer than 135 rooms available in Morden including hotels/motels and bed and breakfasts.

2.5 SPENDING IN MORDEN BY OUT-OF-TOWN PATRONS & VENDORS

Our surveys gathered spending information from out-of-town patrons and vendors. The tables below show that over 57% of out-of-town Festival Patrons will spend \$50 to \$200 during the Festival, while 64% of vendors will spend \$200 or more during the weekend, with 44.3% spending over \$300.

Applying this average to the estimated 8,750 out-of-town household parties attending the Festival we arrive at spending by this group during the festival of \$892,224.

Applying this average to the estimated 132 out-of-town Festival vendors we arrive at estimated spending by this group during the festival of \$29,906.

Table 2 - Spending by Out-of-Town Patrons

Spending Category	%
Under \$50	31.5%
\$51 to \$100	28.6%
\$100 to \$200	28.6%
\$200 to \$300	8.4%
Over \$300	3.0%
Weighted average spending per tourist household	\$101.97

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Table 3 – Spending by Out-of-Town Vendors

Spending Category	%
Under \$50	6.6%
\$51 to \$100	18%
\$100 to \$200	11.5%
\$200 to \$300	19.7%
Over \$300	44.3%
Weighted average spending per vendor	\$215.15

Some of this variation in spending behaviour in the community during the Festival may be attributed to the fact that vendors were more likely to stay in hotel/motel accommodations, while out-of-town Festival Patrons were more likely to stay with friends/family or at a campground during the festival.

2.6 IMPACT OF THE FESTIVAL ON LOCAL BUSINESSES AND VENDORS

Local Vendors

Responses from local vendors who indicated they would not otherwise be selling at another event the weekend of the Morden Corn and Apple Festival resulted in an estimated weighted average of \$1,375.25 in incremental revenue per local vendor. Applying this average to the estimated 29.5 local vendors who were not substituting selling at the Festival for selling at another event the same weekend, we arrive at estimated incremental revenues for this group of \$40,569.88.

Table 4 - Revenues generated by Vendors who reside in Morden (if not substitute for other event)

Revenue Category	%
Under \$500	42.9%
\$500 to \$1000	21.4%
\$1001 to \$2000	7.1%
\$2001 to \$3000	14.3%
\$4000 to \$5000	14.3%
\$5001 to \$6000	0
Over \$6000	0
Weighted average incremental revenue per local vendor	\$1,375.25

Local Businesses

The 37 Morden businesses who completed the local business survey reported average incremental revenues per business during the Festival of \$1,085.56. The highest revenue increase reported was \$11,000 and the lowest was a reduction of \$2,000. When extrapolated to represent the 302 businesses on the Morden Chamber of Commerce list, the total incremental revenues realized by local businesses could be estimated at \$327,839. The accuracy of this estimate is impacted by the small number of responses to the local business survey. The average may be skewed by a small number of businesses that realized large increases or decreases in revenues. The median incremental revenue reported for all sectors combined was \$0.

Broken down by sector, all business in the food & beverage, recreation/entertainment and accommodation sectors reported higher incremental revenues relative to the other sectors. Businesses in the service and transportation sectors reported no

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change or slight incremental revenue. Results for the retail sector varied between an increase of \$6,000 and a decrease of \$2,000 with just over half of the businesses in this sector reporting no change.

2.7 INCREMENTAL CUSTOMER TRAFFIC

The Morden businesses who completed the local business survey indicated that an average of 241 additional customers visited their business during the Festival. The most reported was 3000, and the least was a reduction of 100 visitors. When extrapolated to represent the 302 businesses on the Morden Chamber of Commerce list, the total incremental customer traffic realized by local businesses could be estimated at 72,782. Again, due to the small number of responses to the local business survey, this average may be skewed by a small number of businesses that realized large increases in customer traffic. The median number of additional customers reported for all sectors was 0.

Survey results indicate that customer traffic variances between sectors follow the same patterns as we found with incremental revenue. All business in the food & beverage, recreation/entertainment and accommodation sectors reported high increases in customer traffic. With the exception of one business in the service sector with proportionally higher traffic, all other businesses in the service and transportation sectors reported no change or a slight increase in customer traffic. Results for the retail sector varied between an increase of 1,500 customers and a decrease of 100 with 30% of businesses in this sector reporting no change.

2.8 INCREMENTAL EMPLOYMENT

Local Businesses

The Morden businesses who completed the local business survey indicated they required an average of 16.65 additional employee work hours per business during the Festival. The most reported was 250 hours and the least was 0. When extrapolated to represent the 302 businesses on the Morden Chamber of Commerce list, the total incremental employee work hours required by local businesses could be estimated at 5028.3. However, due to the small number of responses to the local business survey, this average may be skewed by a small number of businesses that required large increases or decreases in staffing. The median incremental employee work hours required per business reported for all sectors combined was 0.

Broken down by sector, half of the businesses in the retail, food & beverage, recreation/entertainment and accommodation sectors reported increased staffing levels during the Festival. All but one business in the service sector reported no change in employee hours.

2.9 FESTIVAL ACTIVITIES

Festival Revenues

The Festival generated \$220,032 in revenue in 2010, resulting in net income of \$18,102 after expenses. Approximately \$71,149 of total expenses of 201,929 are local expenditures, including approximately \$30,324 for local agricultural produce (corn and apple cider), and \$7,451 for wages. The Administrator's wages are paid from a separate budget by the Board of Directors, and are estimated at approximately \$20,000. The largest expenditures of the remaining budget include expenditures for entertainment and publicity. Expenditures outside the Morden community are generally within Manitoba. In some years advertising has been purchased in the U.S.

	2006	2007	2008	2009	2010
Revenue	\$159,337	\$195,000	\$212,699	\$206,587	\$220,031
Expenses	164,689	177,917	163,186	176,684	201,929
Net Income	\$(5,352)	\$17,083	\$49,513	\$29,903	\$18,102

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Festival Volunteers

The Festival engages the community in many ways, through sponsorships, participation as vendors, as patrons and volunteers. In 2010, the Festival estimates approximately 500 volunteers donated approximately 5,300 hours to the Festival.

2.10 OTHER IMPACTS

Local businesses were asked to comment on any other benefits to their business gained from the Festival and any possible negative impacts.

Benefits

In addition to the increased customer traffic for their enterprises, many businesses commented on the goodwill created for the community, their business and employees by volunteering for the Festival and sponsoring Festival events. Many also commented on the opportunity to promote the town and its facilities to potential new residents. One local business sited the opportunity to advertise employment opportunities.

Negative Impacts

A common theme running through the comments in this section related to a lack of access for their customers and staff resulting from restricted traffic flow, parking issues and overcrowded streets and sidewalks. One local business closes during the weekend because access to the street on which their business is located is blocked off. This lack of access extended to those wishing to attend medical appointments and those requiring wheelchair transportation. Some also remarked on excessive litter and damage caused to merchandise and buildings/property. One business owner commented on the permeating smell of cooking oil (presumably from food vendors). One business noted that their entire staff is on call throughout the weekend to respond to emergency calls.

3.0 SUMMARY OF ECONOMIC IMPACTS

Tourism economic impact is the **change** in sales, income and jobs in businesses or agencies that receive tourists' spending directly, indirectly or induced as a result of household expenditures, financed from the income earned directly or indirectly because tourists came to the community and spent money there.³

Incremental spending is money that is spent at or because of the event that would not otherwise have been spent in the community on other activities, goods or services. For the purposes of this study, incremental spending has been based on estimated spending by out of town patrons and vendors as reported by survey respondents and generalized to the estimated attendance.

³ Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Ungated or Open Access Events and Festivals, Research Resolutions & Consulting Ltd., March 2007

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

Incremental Revenues	
Spending by out of town patrons	\$892,224
Spending by out town vendors	29,906
	922,130
Less:	
Revenue, out of town vendors	-201,801
Revenue, Wonder Shows	-115,000
<i>Patron/Vendor Incremental Revenue</i>	\$605,328
Corn and Apple Festival	
Income	220,032
Expenses	-201,929
Net Income	18,102
Add back local expenditures by Festival	71,149
<i>Direct Festival Incremental Revenue</i>	\$89,251
Total Incremental Revenue (Morden)	\$694,579

Revenue to out of town vendors and Wonder Shows, as well as the balance of Festival expenditures, accrue as incremental revenue to Manitoba, totalling an additional \$447,581.

4.0 SOCIAL IMPACTS

The surveys included questions to evaluate the impressions of the image of Morden created or supported by the Festival, and the value of the Festival to the social and cultural fabric of the community. The Patron and Local Business surveys included 39 identical social impact questions; while an abbreviated selection of 10 social impact questions were included on the Vendor survey. Detailed results are included in Appendix D – Social Impacts

Survey participants were asked to rate their level of agreement with several possible social impacts of the Festival in Morden on a 7 point Leichardt Scale.

Positive Social impacts

The five positive social impacts that received the highest levels of agreement among Festival Patrons and Local Businesses were identical. The highest percentage of respondents indicated they agreed or strongly agreed with the following statements:

- “The Festival enhances the image of the community”
- “Community identify is enhanced through the Festival”
- “The Festival is a celebration of the Morden community”
- “Morden gains positive recognition as a result of the Festival”
- “The Festival provides opportunities for people to have fun with their friends and family”

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

The Vendor survey results were very similar to those of the Festival Patrons and Local Businesses, taking into consideration that the Vendor survey included only ten (10) social impact statements. The highest percentage of respondents indicated they agreed or strongly agreed with the following statements:

- “The Festival enhances the image of the community”
- “Community identify is enhanced through the Festival”
- “The Festival provides opportunities to meet new people”
- “Morden gains positive recognition as a result of the Festival”

Negative Social Impacts

The majority of Festival Patrons indicated they “neither agreed nor disagreed” with every one of the negative social impact statements. The following were the only statements that received more agreement than disagreement:

- “The Festival disrupts normal routines of community residents”
- “The Morden community is overcrowded during the Festival”

Only one of the potential negative social impacts received a high percentage of agreement among Local Business survey respondents, and it was the same statement that Festival Patrons had the most agreement with - “The Festival disrupts normal routines of community residents”. Local Businesses “neither agreed nor disagreed” or indicated some level of disagreement with the remainder of the statements.

There were 2 negative social impact statements included on the Vendor survey. Vendors either indicated they “neither agreed nor disagreed” with the statements or indicated a level of disagreement.

Reasons for Attending

Festival patrons were asked to indicate their level of agreement with various reasons for attending the Festival on a 7 point Leichardt Scale.

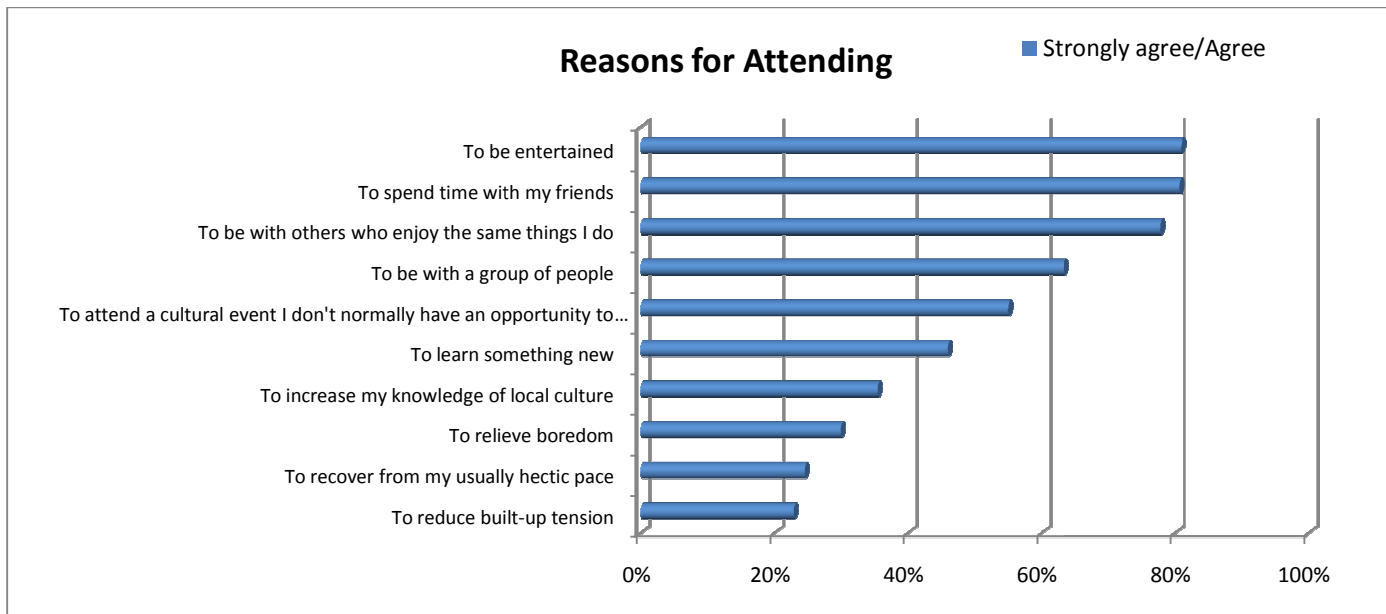
Patron survey results indicate that the most common reasons for patrons to attend the Festival are:

- “To be entertained”
- “To be with others who enjoy the same things I do”
- “To spend time with my friends”

The figure on the following page shows respondents’ agreement with each statement:

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

Figure 10 – Reasons for Attending the Festival – Patrons



5.0 OTHER OBSERVATIONS

The following observations were made during the course of the study:

- The Corn and Apple Festival activity is conducted in the “downtown” area of Morden. This is several blocks off the main road through the community. There was a noted lack of signage on Highway 3 east of Morden (toward Winnipeg), or on Highway 30 from Gretna (one of the closest US border crossings) to inform visitors that the Festival was on, as well as a lack of signage directing cars to the designated parking lot. These areas are marked on a map on the web-site, however travellers passing through the festival may not be aware it is on, where it is, or where to park.
- The layout of the Festival such that vendors are back to back in the centre of the street limits the patron thoroughfares to the sidewalks. This results in the sidewalks being very crowded with shoulder to shoulder traffic, and may focus patron’s attention on “just getting through” instead of visiting the businesses and vendors located there, reducing spending and the patron experience.
- Some vendors also provided comments that there are both too many vendors in total and too many with the same type of offering.
- A door to door survey of Morden residents was not conducted. This may provide useful information regarding community perceptions of social impact.

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

6.0 CONCLUSIONS

1) The following chart summarizes the data relevant for considering economic impact:

Economic Impact Consideration	Result
Expenditures to manage and hold the tourism event—goods, services, capital, etc.	\$201,929
Attendance, profiled by origin, and the percentage that came to Morden specifically for the Festival	Estimated 60,000 70% tourists <ul style="list-style-type: none"> • 88% Manitoba, 12% Other provinces, US, international 93% attending specifically for the Festival
Duration of stay of tourists	68% day trip 8% 1 night, 14% 2 nights 10% more than 2 nights.
Direct festival revenues	\$220,031
Tourism related expenditures at the Festival and in secondary industries (accommodation, food and beverage, transportation, recreation, entertainment, other).	\$922,134
Number of people employed and wages incurred for the Festival	Employed – 2 Wages - \$27,450
Numbers of volunteers supporting the tourism event and hours of volunteer work supporting the tourism event.	500 volunteers, 5,300 volunteer hours

- 2) The Morden Corn and Apple Festival contributed approximately \$700,000 to the local (Morden) economy in 2010, and a further \$450,000 to the Manitoba economy. Given the poor weather, it is reasonable to believe that attendance, and therefore the economic impact of the Festival, was somewhat reduced this year as a result.
- 3) The Festival also provides strong positive social impacts, notably increasing the positive image and profile of the Town of Morden as well as opportunities for Manitobans to spend time with friends and family and other individual social benefits.
- 4) Challenges with data collection, particularly related to the patron count, undermine the statistical validity of generalizing the findings related to spending and economic impact. If the survey is repeated in future, following more rigorous data collection techniques for random sampling and counts will improve the strength of the results. Repeating the survey annually will also provide further strength to the findings, if they are consistent.

APPENDIX A

PROBE RESEARCH SURVEY QUESTIONS AND RESULTS

Telephone No. () -

Survey ID No. _____

Start time: _____

Stop time: _____

Total time: _____

MNP
Final Questionnaire
June 2010 Winnipeg Omnibus

Hello, this is _____ calling from Probe Research, a professional public opinion research company. Today we are talking to a random sample of residents of Manitoba about some important social and economic issues.

Could I please speak to the adult who is at home right now who has had the most recent birthday?
(IF OTHER QUALIFIED RESPONDENT AVAILABLE, REPEAT ABOVE INTRO / IF NO ONE ELSE AVAILABLE CONTINUE WITH INITIAL RESPONDENT)

I hope you can spare a few minutes to answer the survey questions I have. Let me assure you that the information we collect is kept strictly confidential and none of the answers you provide will be attributed to you personally. Is now a good time to go ahead with the survey?

(IF YES, CONTINUE. OTHERWISE ATTEMPT TO ARRANGE A CONVENIENT CALLBACK)

First, are you 18 years of age or older?

Yes **(CONTINUE)**

No May I speak with someone who is? **(REPEAT INTRODUCTION)**

No No one qualified or available. **(THANK AND TERMINATE)**

GENDER: (DO NOT ASK - WATCH QUOTAS) Male _____ 1 Female _____ 2

SECTION CG

I'd like to begin by asking you about your perceptions of your community.

1. I would like you to tell me what you consider to be the most important issue or concern facing your community today. **(DO NOT READ – ACCEPT UP TO THREE RESPONSES)**. And what other issues or concerns do you think are important for your community today?

Aboriginal Issues	01
Agriculture/Farms	02
Crime/Violence/Gangs/Drugs	03
Downtown Renewal	04
Economic growth/Business development.....	05
Economy (general)	06
Education	07
Environment.....	08
Health care/Medicare	09
Infrastructure/Roads/Potholes	10
Jobs/Unemployment.....	11
Morality issues: Pornography/Drugs/Prostitution	12
Municipal Taxes.....	13
Politics	14
Poverty/Homelessness	15
Taxes/Tax reform	16
Urban sprawl.....	17
H1N1.....	18
Others (Specify) _____	
(None/No Concerns).....	98
(DK/NS)	99

SECTION MNP

(Winnipeg Only)

MNP1. Have you ever heard of an event that takes place every year in Morden around the end of August called the Morden Corn and Apple Festival?

- Yes..... 01
- No 02 SKIP TO NEXT SECTION
- (DK/NS) 99 SKIP TO NEXT SECTION

MNP2. Have you ever attended the Morden Corn and Apple Festival?

- Yes..... 01
- No 02 SKIP TO NEXT SECTION
- (DK/NS) 99 SKIP TO NEXT SECTION

MNP3. Which of the following two statements would you say best describes your visit to Morden the last time you attended Corn and Apple Festival? Would you say that... (ROTATE FIRST TWO ITEMS)

- You specifically went to Morden to attend the Festival 01
- You were in Morden for other reasons and happened to go to the Festival 02
- (DK/NS) 99

SECTION DS

(ASK EVERYBODY)

“Before I let you go, I have just a few questions, which will be used for statistical purposes.”

DS1. What is the highest level of schooling you have obtained? **(READ LIST. FOLLOW UP IF UNSURE WHETHER OR NOT RESPONDENT GRADUATED.)**

- Grade school / some high school 01
- Completed high school 02
- Some Apprenticeship or Trades Training 03
- Journey-person certification 04
- Some Community College 05
- Completed Community College Education 06
- Some University 07
- Completed University degree 08
- (DK/NS) 99

DS2. Do you have children aged 15 years or younger in your home?

- Yes 01
- No 02
- (DK/NS) 99

DS3. Do you own or rent your current place of residence?

- Own 01
- Rent 02
- Other (Such as public or band housing) 03
- (DK/NS) 99

DS4. In what year were you born? **(RECORD YEAR)** _____

DS5. Which of the following categories best describes your family income? That is, the total income before taxes of all persons in your household? **(READ LIST)**

- Under \$10,000 01
- \$10,000 to \$29,000 02
- \$30,000 to \$59,000 03
- \$60,000 to \$79,000 04
- \$80,000 or over 05
- (DK/NS) 99

DS6. Would you be willing to be contacted in the future concerning further research conducted by Probe Research?

- Yes 01 **CONTINUE**
- No 02 **GO TO DS9**
- (DK/NS) 99 **GO TO DS9**

DS7. Do you have an e-mail address we may contact you at to participate in further research?

Yes..... 01 **CONTINUE**
 No 02 **GO TO DS9**
 (DK/NS) 99 **GO TO DS9**

DS8. May I please have your e-mail address? **(READ BACK TO CONFIRM ACCURACY)**

E-mail address: _____@_____.

DS9. And finally, could I please get the first 3 digits of your postal code? We need this information in order to make sure our survey represents people living in all areas of Manitoba. **(CIRCLE THE APPROPRIATE POSTAL CODE)**

Winnipeg:

<u>Northwest</u>	<u>Core</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>
R2Y	R3G	R3L	R2N	R2L
R3K	R3E	R3M	R3X	R2K
R3J	R2X	R3N	R2M	R3W
R3H	R3C	R3P	R2J	R2C
R2R	R3B	R3R	R2H	R2G
R2P	R3A	R3S		
R2V	R2W	R3T		
		R3Y		
		R3V		

Rest of MB:

R2E	
R4A	
R0A	R4L
R0B	R5A
R0C	R5G
R0E	R5H
R0G	R6M
R0H	R6W
R0J	R7A
R0K	R7B
R0L	R7C
R0M	R7N
R1A	R8A
R1N	R8N
R4K	R9A

RECORD ANY OTHER 3 DIGIT POSTAL CODES BELOW; IF NO RESPONSE, CODE 999 IN SPACE BELOW

Thank you for your time and co-operation

The Morden Corn and Apple Festival as a Destination Event among Winnipeg Residents

Prepared for MNP



For more information on this research
project, please contact:

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APPENDICES:

Survey Instrument

Detailed Tabular Results

1.0 RESEARCH METHODOLOGY AND BACKGROUND

This city-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between June 8th and June 22nd, 2010 among a random and representative sampling of 600 adults residing in Winnipeg.

With a sample of 600 one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing was used to ensure that all city adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

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Research Director
Probe Research Inc.
Suite 850 – 125 Garry Street
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E-mail: kevin@probe-research.com

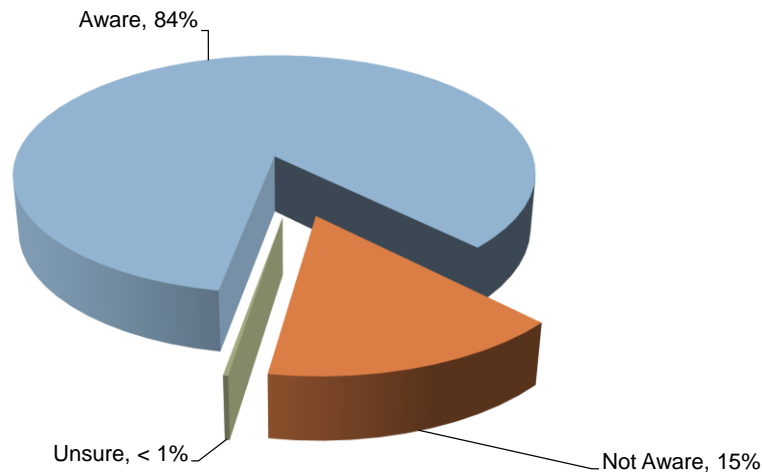
2.0 RESEARCH RESULTS

2.1 AWARENESS OF THE MORDEN CORN AND APPLE FESTIVAL

Winnipeg residents were asked if they had heard of an event that takes place every year in Morden around the end of August called the *Morden Corn and Apple Festival*. As the following chart illustrates, more than eight-in-ten respondents (84%) said that they had heard of this event.


Public Awareness of the Morden Corn and Apple Festival

1. "Have you ever heard of an event that takes place every year in Morden around the end of August called the Morden Corn and Apple Festival?" (n=600)



Base: Winnipeg adults aged 18+

Notable variations in awareness of the Morden Corn and Apple Festival included:

- Women were more likely than men to be aware of this event (90% versus 78%, respectively).
- Those aged 18-34 years (67%) were less likely to be aware of this event compared to those aged 35-54 years (91%) and 55 years and over (95%).
- Residents of households with annual incomes of less than \$30,000 (69%) were less aware of the Festival than those in households with incomes of \$30,000 or more (88%).

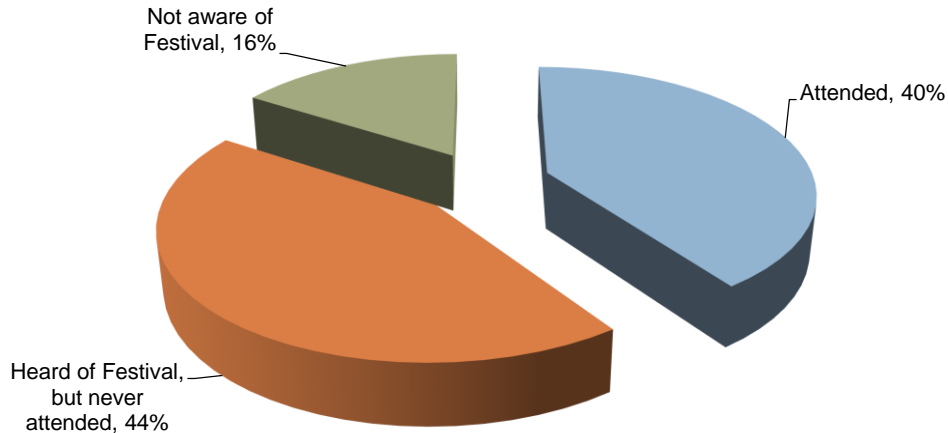
2.2 PRIOR ATTENDANCE AT THE CORN AND APPLE FESTIVAL

Winnipeg residents who were familiar with the Morden Corn and Apple Festival were asked if they had ever attended this event. When the responses to this question are combined with the results of the previous question regarding public awareness of the Festival, it emerges that about four-in-ten Winnipeg residents (40%) have visited the Corn and Apple Festival, 44 percent are aware of the Festival but have never attended it, and 16 percent have no awareness whatsoever of the Festival.

Past Attendance at the Corn and Apple Festival

1. "Have you ever heard of an event that takes place every year in Morden around the end of August called the Morden Corn and Apple Festival?" (n=600)

2. If Yes: "Have you ever attended the Morden Corn and Apple Festival?" (n=506)



Base: Winnipeg adults aged 18+

Note: Percentages based on entire respondent base (n=600)

Notable findings from this question include:

- Older respondents aged 55 years and over (54%) were more likely to have visited the Corn and Apple Festival at least once than were those aged 35 to 54 years (42%) or those aged 18 to 34 years (25%).

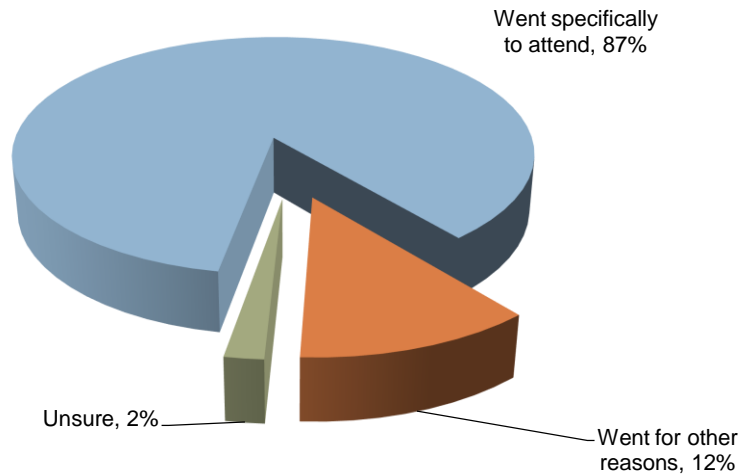
2.3 CORN AND APPLE FESTIVAL'S ROLE AS A VISITOR DRAW

Winnipeg residents who said that they had attended the Morden Corn and Apple Festival at least once were asked if their most recent visit to the Corn and Apple Festival was specifically to attend this event or if they had participated in this event while in Morden for other reasons.

As the following graph illustrates, almost nine-in-ten of these previous attendees (87%) said they travelled to Morden specifically to attend the festival, while 12 percent went to the Festival while visiting Morden for other reasons.

Primary Purpose of Visit to Morden

3. "Which of the following two statements would you say best describes your visit to Morden the last time you attended Corn and Apple Festival? Would you say that..." (n=241)



Base: Previously attended the Morden Corn and Apple Festival

Notable variations among respondents included:

- Respondents who had completed post-secondary education were more likely to have travelled to Morden specifically to attend the Festival (93%) than were those with a Grade 12 education or less (73%)

SECTION MNP

1. Thinking about this past summer, you might recall an event that was held in Morden around the end of August called the Corn and Apple Festival.

Did you attend this year's Morden Corn and Apple Festival?

2. Did you go to Morden specifically to attend the Festival, or were you in Morden for other reasons and happen to go to the Festival?

			TOTAL	WINNIPEG REGION					GENDER		AGE		
				(600)	Northwest (131)	Northeast (114)	Southeast (95)	Southwest (144)	Core (116)	Male (287)	Female (313)	18 - 34 (175)	35 - 54 (229)
BASE: WINNIPEG													
ATTEND CORN & APPLE FESTIVAL	Yes	Count	42	5	6	9	7	15	21	21	13	15	13
			7%	4%	5%	10%	5%	13%	7%	7%	7%	6%	8%
	No	Count	554	125	109	85	135	101	264	290	162	215	153
			92%	96%	95%	90%	94%	87%	92%	93%	93%	94%	92%
(DK/NS)	Count	3	1			3		2	1				1
		1%	0%			2%		1%	0%				0%
BASE: ATTENDED FESTIVAL			(42)	(5)	(6)	(9)	(7)	(15)	(21)	(21)	(13)	(15)	(13)
VISIT TO MORDEN	For festival	Count	31	5	1	9	6	11	14	18	13	8	10
			74%	100%	10%	93%	90%	71%	65%	83%	100%	57%	80%
	For other reason/ went to festival	Count	4		1	1		3	3	1		3	1
			11%		19%	7%		18%	15%	6%		22%	10%
(DK/NS)	Count	6		4		1	2	4	2		3	1	
		15%		71%		10%	11%	20%	11%		22%	10%	

SECTION MNP

1. Thinking about this past summer, you might recall an event that was held in Morden around the end of August called the Corn and Apple Festival.

Did you attend this year's Morden Corn and Apple Festival?

2. Did you go to Morden specifically to attend the Festival, or were you in Morden for other reasons and happen to go to the Festival?

			TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			
				HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K - \$99K	\$100K +
BASE: WINNIPEG			(600)	(153)	(108)	(334)	(169)	(428)	(441)	(140)	(79)	(125)	(157)	(127)
ATTEND CORN & APPLE FESTIVAL	Yes	Count	42	10	2	28	9	32	30	10	4	7	13	10
			7%	6%	2%	8%	5%	7%	7%	7%	5%	6%	8%	8%
	No	Count	554	143	105	304	161	393	409	129	75	117	144	117
			92%	94%	97%	91%	95%	92%	93%	92%	95%	94%	92%	92%
	(DK/NS)	Count	3		1	2		3	2	1			1	
			1%		1%	1%		1%	0%	0%		1%		
BASE: ATTENDED FESTIVAL			(42)	(10)	(2)	(28)	(9)	(32)	(30)	(10)	(4)	(7)	(13)	(10)
VISIT TO MORDEN	For festival	Count	31	8	1	22	7	25	25	6	1	6	9	10
			74%	83%	48%	79%	80%	77%	85%	57%	31%	82%	75%	100%
	For other reason/ went to festival	Count	4	1	1	3	2	3	3	2	1	1	2	
			11%	7%	26%	11%	20%	9%	9%	17%	27%	9%	17%	
	(DK/NS)	Count	6	1	1	3		4	2	3	2	1	1	
			15%	11%	26%	10%		14%	6%	26%	43%	9%	8%	

SECTION DS
Demographics - Region, Gender

			TOTAL	WINNIPEG REGION					GENDER		AGE		
				Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +
BASE: WINNIPEG			(600)	(131)	(114)	(95)	(144)	(116)	(287)	(313)	(175)	(229)	(167)
CITY REGION	Northwest	Cases	131	131					58	73	39	50	37
			22%	100%					20%	23%	22%	22%	22%
	Core	Cases	116				116		53	63	36	46	30
			19%				100%		18%	20%	20%	20%	18%
	Southwest	Cases	144				144		68	76	43	48	42
			24%				100%		24%	24%	25%	21%	25%
	Southeast	Cases	95			95			42	53	25	43	25
			16%			100%			15%	17%	14%	19%	15%
	Northeast	Cases	114		114				66	48	33	43	31
			19%		100%				23%	15%	19%	19%	19%
GENDER	Male	Count	287	58	66	42	68	53	287		87	114	72
			48%	44%	58%	44%	47%	46%	100%		50%	50%	43%
	Female	Count	313	73	48	53	76	63		313	88	116	95
			52%	56%	42%	56%	53%	54%		100%	50%	50%	57%

SECTION DS
Demographics - Region, Gender

			TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			
				HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K - \$99K	\$100K +
BASE: WINNIPEG			(600)	(153)	(108)	(334)	(169)	(428)	(441)	(140)	(79)	(125)	(157)	(127)
CITY REGION	Northwest	Cases	131	34	22	74	35	96	108	23	11	29	35	36
			22%	22%	20%	22%	21%	22%	24%	17%	14%	23%	22%	29%
	Core	Cases	116	29	21	65	37	79	67	46	29	29	25	16
			19%	19%	20%	19%	22%	19%	15%	33%	36%	23%	16%	13%
	Southwest	Cases	144	19	25	99	30	114	112	28	15	22	39	30
			24%	12%	23%	30%	17%	27%	25%	20%	19%	18%	25%	23%
	Southeast	Cases	95	26	15	54	31	64	73	20	12	16	25	29
			16%	17%	14%	16%	18%	15%	16%	14%	15%	13%	16%	23%
	Northeast	Cases	114	45	26	42	37	75	82	22	12	29	34	16
			19%	29%	24%	13%	22%	17%	19%	16%	16%	23%	22%	12%
GENDER	Male	Count	287	74	54	157	81	204	214	63	27	59	79	75
			48%	48%	50%	47%	48%	48%	49%	45%	34%	47%	50%	59%
	Female	Count	313	79	54	177	89	223	227	77	53	66	78	52
			52%	52%	50%	53%	52%	52%	51%	55%	66%	53%	50%	41%

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

			TOTAL	WINNIPEG REGION					GENDER		AGE		
				(600)	Northwest (131)	Northeast (114)	Southeast (95)	Southwest (144)	Core (116)	Male (287)	Female (313)	18 - 34 (175)	35 - 54 (229)
BASE: WINNIPEG													
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	Count	43	6	13	6	8	11	28	15	9	14	18
			7%	5%	11%	6%	5%	9%	10%	5%	5%	6%	11%
	Completed high school	Count	110	28	32	20	11	18	46	64	28	41	39
			18%	21%	28%	22%	8%	15%	16%	20%	16%	18%	23%
	Some apprenticeship/ trades training	Count	9	2		1	3	3	6	3	4	3	2
			2%	2%		1%	2%	2%	2%	1%	3%	1%	1%
	Journey-Person certificate	Count	4	3	1			1	4			2	2
			1%	2%	1%			1%	1%			1%	1%
	Some community college	Count	25	8	8	2	2	4	9	16	4	10	8
			4%	6%	7%	2%	2%	3%	3%	5%	2%	5%	5%
	Completed community college	Count	91	24	14	15	17	20	38	54	27	46	17
			15%	19%	13%	16%	12%	17%	13%	17%	16%	20%	10%
Some university	Count	74	11	17	11	19	14	38	35	28	23	21	
		12%	9%	15%	12%	13%	12%	13%	11%	16%	10%	13%	
Completed university	Count	239	47	27	39	82	44	115	124	74	90	60	
		40%	36%	23%	41%	57%	38%	40%	39%	42%	39%	36%	
(Refused/NS)	Count	5	1	2		1	1	3	2		1	1	
		1%	0%	2%		1%	1%	1%	1%		0%	1%	
CHILDREN UNDER 12 AT HOME	Yes	Count	169	35	37	31	30	37	81	89	70	90	6
			28%	27%	32%	32%	21%	32%	28%	28%	40%	39%	4%
	No	Count	428	96	75	64	114	79	204	223	105	139	160
			71%	73%	65%	68%	79%	68%	71%	71%	60%	61%	96%
(Refused/NS)	Count	3		3		1		2	1			1	
		1%		2%		0%		1%	0%			0%	
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	Count	441	108	82	73	112	67	214	227	115	177	129
			74%	82%	72%	77%	77%	58%	75%	72%	66%	77%	77%
	Rent	Count	140	23	22	20	28	46	63	77	51	49	36
			23%	18%	20%	21%	20%	40%	22%	25%	29%	21%	22%
	Other	Count	9		5	2	1	1	3	6	6	1	1
			1%		4%	2%	0%	1%	1%	2%	4%	0%	1%
(Refused/NS)	Count	10		5		3	2	7	3	2	2	1	
		2%		4%		2%	2%	3%	1%	1%	1%	0%	

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

		TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME				
			HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K - \$99K	\$100K +	
BASE: WINNIPEG		(600)	(153)	(108)	(334)	(169)	(428)	(441)	(140)	(79)	(125)	(157)	(127)	
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	Count	43	43			7	37	23	19	16	10	7	4
			7%	28%			4%	9%	5%	14%	20%	8%	5%	3%
	Completed high school	Count	110	110			24	85	74	31	17	34	22	14
			18%	72%			14%	20%	17%	22%	21%	28%	14%	11%
	Some apprenticeship/ trades training	Count	9		9		1	8	8	1	1	3	1	2
			2%		9%		1%	2%	2%	1%	1%	2%	1%	2%
	Journey Person certificate	Count	4			4	1	3	3	1		1	2	1
			1%			1%	1%	1%	1%	0%		1%	1%	1%
	Some community college	Count	25		25		3	22	15	10	8	11	1	3
			4%		23%		2%	5%	3%	7%	10%	9%	1%	2%
Completed community college	Count	91			91	32	59	73	18	13	15	29	19	
		15%			27%	19%	14%	17%	13%	17%	12%	19%	15%	
Some university	Count	74		74		28	46	46	22	10	18	23	13	
		12%		68%		16%	11%	10%	16%	13%	14%	14%	10%	
Completed university	Count	239			239	73	165	198	36	14	33	71	70	
		40%			71%	43%	39%	45%	26%	18%	27%	45%	55%	
(Refused/NS)	Count	5					2	1	1					
		1%					1%	0%	0%					
CHILDREN UNDER 12 AT HOME	Yes	Count	169	31	32	106	169		134	30	19	36	35	59
			28%	20%	30%	32%	100%		30%	21%	24%	28%	23%	46%
	No	Count	428	122	76	227		428	307	110	60	89	121	68
		71%	80%	70%	68%		100%	70%	79%	76%	72%	77%	54%	
(Refused/NS)	Count	3			1									
		1%			0%									
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	Count	441	97	69	274	134	307	441		24	80	134	112
			74%	63%	64%	82%	79%	72%	100%		31%	64%	86%	88%
	Rent	Count	140	50	34	55	30	110		140	55	43	18	12
			23%	33%	31%	17%	18%	26%		100%	69%	34%	11%	10%
	Other	Count	9	6	2	1	5	3				2	2	3
		1%	4%	2%	0%	3%	1%				2%	1%	2%	
(Refused/NS)	Count	10		3	3		7					2		
		2%		3%	1%		2%					1%		

**SECTION DS
Demographics - Age, Family Income**

			TOTAL	WINNIPEG REGION					GENDER		AGE		
				Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +
BASE: WINNIPEG			(600)	(131)	(114)	(95)	(144)	(116)	(287)	(313)	(175)	(229)	(167)
AGE	18 to 24	Count	32	2	13	9		9	20	12	32		
			5%	2%	11%	9%		7%	7%	4%	19%		
	25 to 34	Count	143	36	20	17	43	27	67	75	143		
			24%	28%	17%	18%	30%	23%	23%	24%	81%		
	35 to 44	Count	82	18	16	15	15	20	44	39		82	
			14%	13%	14%	16%	10%	17%	15%	12%		36%	
	45 to 54	Count	147	32	27	28	33	26	70	77		147	
			24%	25%	24%	30%	23%	23%	24%	25%		64%	
	55 to 64	Count	88	14	19	11	22	21	41	47			88
			15%	11%	17%	12%	15%	18%	14%	15%			53%
65 and older	Count	79	23	12	14	20	9	31	48			79	
		13%	17%	11%	15%	14%	8%	11%	15%			47%	
(Refused/NS)	Count	29	5	7	1	11	4	14	15				
		5%	4%	6%	1%	7%	3%	5%	5%				
Mean (yrs)			46.6	47.8	45.8	46.2	47.5	45.1	45.2	47.8	28.3	46.3	66.1
HOUSEHOLD INCOME	Less than \$30,000	Count	79	11	12	12	15	29	27	53	21	31	24
			13%	8%	11%	13%	10%	25%	9%	17%	12%	14%	15%
	\$30,000 to \$59,000	Count	125	29	29	16	22	29	59	66	41	36	46
			21%	22%	25%	17%	16%	25%	21%	21%	23%	16%	27%
	\$60,000 to \$79,000	Count	92	20	21	16	18	17	43	48	34	34	22
			15%	16%	18%	17%	12%	15%	15%	15%	20%	15%	13%
	\$80,000 to \$99,000	Count	65	14	13	9	21	8	36	29	24	27	13
			11%	11%	11%	9%	15%	7%	12%	9%	14%	12%	8%
	\$100,000 to \$149,000	Count	94	31	10	18	24	11	53	40	32	49	12
			16%	24%	8%	19%	17%	9%	19%	13%	18%	21%	7%
\$150,000 or more	Count	33	5	6	11	5	5	22	12	2	22	7	
		6%	4%	5%	12%	4%	5%	8%	4%	1%	10%	4%	
(Refused/NS)	Count	112	20	24	13	38	17	47	65	21	30	41	
		19%	16%	21%	13%	27%	15%	16%	21%	12%	13%	25%	

**SECTION DS
Demographics - Age, Family Income**

			TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			
				HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K - \$99K	\$100K +
BASE: WINNIPEG			(600)	(153)	(108)	(334)	(169)	(428)	(441)	(140)	(79)	(125)	(157)	(127)
AGE	18 to 24	Count	32	17	11	4	11	22	15	11	4	7	9	9
			5%	11%	10%	1%	6%	5%	3%	8%	5%	5%	6%	7%
	25 to 34	Count	143	19	26	98	59	84	100	40	17	34	49	25
			24%	13%	24%	29%	35%	20%	23%	29%	21%	27%	32%	20%
	35 to 44	Count	82	16	11	56	50	32	62	20	9	15	22	30
			14%	10%	10%	17%	30%	8%	14%	14%	12%	12%	14%	24%
	45 to 54	Count	147	39	26	81	40	107	116	29	22	21	40	41
			24%	25%	24%	24%	23%	25%	26%	21%	27%	17%	25%	32%
	55 to 64	Count	88	29	14	45	5	83	72	16	14	20	22	15
			15%	19%	13%	13%	3%	19%	16%	11%	17%	16%	14%	12%
65 and older	Count	79	28	17	34	1	77	57	20	11	26	14	5	
		13%	18%	15%	10%	1%	18%	13%	14%	14%	21%	9%	4%	
(Refused/N S)	Count	29	5	5	16	3	23	20	3	3	3	1	2	
		5%	4%	4%	5%	2%	5%	5%	2%	3%	3%	1%	2%	
Mean (yrs)			46.6	49.3	45.6	45.5	38.3	49.9	47.6	44.6	48.0	48.2	44.0	43.4
HOUSEHOLD INCOME	Less than \$30,000	Count	79	33	19	28	19	60	24	55	79			
			13%	21%	17%	8%	11%	14%	6%	39%	100%			
	\$30,000 to \$59,000	Count	125	44	32	49	36	89	80	43		125		
			21%	29%	29%	15%	21%	21%	18%	30%		100%		
	\$60,000 to \$79,000	Count	92	18	19	54	23	68	78	11			92	
			15%	12%	17%	16%	14%	16%	18%	8%			59%	
	\$80,000 to \$99,000	Count	65	11	6	47	12	53	56	6			65	
			11%	7%	6%	14%	7%	12%	13%	5%			41%	
	\$100,000 to \$149,000	Count	94	13	13	67	46	47	80	10				94
			16%	8%	12%	20%	27%	11%	18%	7%				74%
\$150,000 or more	Count	33	6	5	23	12	21	31	2				33	
		6%	4%	4%	7%	7%	5%	7%	2%				26%	
(Refused/N S)	Count	112	28	15	65	21	88	90	13					
		19%	18%	14%	19%	12%	21%	20%	9%					

DEMOGRAPHICS
**** (DK/NS) REMOVED ****

		TOTAL	WINNIPEG REGION					GENDER		AGE		
			Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +
BASE		(595)	(130)	(112)	(95)	(143)	(115)	(284)	(311)	(175)	(228)	(165)
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	7%	5%	11%	6%	5%	9%	10%	5%	5%	6%	11%
	Completed high school	18%	21%	29%	22%	8%	15%	16%	21%	16%	18%	23%
	Some apprenticeship/trades training	2%	2%		1%	2%	3%	2%	1%	3%	1%	1%
	Journey-Person certificate	1%	2%	1%			1%	1%			1%	1%
	Some community college	4%	6%	7%	2%	2%	3%	3%	5%	2%	5%	5%
	Completed community college	15%	19%	13%	16%	12%	17%	13%	17%	16%	20%	10%
	Some university	12%	9%	16%	12%	14%	13%	14%	11%	16%	10%	13%
Completed university	40%	36%	24%	41%	57%	39%	40%	40%	42%	39%	36%	
BASE		(597)	(131)	(112)	(95)	(143)	(116)	(285)	(312)	(175)	(229)	(166)
CHILDREN UNDER 12 AT HOME	Yes	28%	27%	33%	32%	21%	32%	28%	28%	40%	39%	4%
	No	72%	73%	67%	68%	79%	68%	72%	72%	60%	61%	96%
BASE		(590)	(131)	(109)	(95)	(141)	(114)	(280)	(310)	(173)	(227)	(166)
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	75%	82%	75%	77%	79%	59%	77%	73%	67%	78%	77%
	Rent	24%	18%	21%	21%	20%	40%	22%	25%	30%	22%	22%
	Other	1%		4%	2%	0%	1%	1%	2%	4%	0%	1%
BASE		(571)	(126)	(107)	(93)	(133)	(112)	(273)	(298)	(175)	(229)	(167)
AGE	18 to 24	6%	2%	12%	9%		8%	7%	4%	19%		
	25 to 34	25%	29%	18%	18%	32%	24%	25%	25%	81%		
	35 to 44	14%	14%	15%	16%	11%	18%	16%	13%		36%	
	45 to 54	26%	26%	25%	30%	25%	23%	26%	26%		64%	
	55 to 64	15%	11%	18%	12%	17%	19%	15%	16%			53%
65 and older	14%	18%	12%	15%	15%	8%	11%	16%				47%
BASE		(488)	(111)	(91)	(82)	(106)	(99)	(240)	(248)	(154)	(199)	(125)
HOUSEHOLD INCOME	Less than \$30,000	16%	10%	14%	15%	14%	29%	11%	21%	14%	16%	19%
	\$30,000 to \$59,000	26%	26%	32%	19%	21%	30%	25%	27%	26%	18%	36%
	\$60,000 to \$79,000	19%	18%	23%	20%	17%	17%	18%	19%	22%	17%	18%
	\$80,000 to \$99,000	13%	13%	14%	11%	20%	8%	15%	12%	15%	14%	11%
	\$100,000 to \$149,000	19%	28%	11%	22%	23%	11%	22%	16%	21%	25%	10%
\$150,000 or more	7%	5%	7%	14%	5%	5%	9%	5%	1%	11%	6%	

DEMOGRAPHICS
**** (DK/NS) REMOVED ****

		TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			
			HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K - \$99K	\$100K +
BASE		(595)	(153)	(108)	(334)	(169)	(425)	(441)	(139)	(79)	(125)	(157)	(127)
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	7%	28%			4%	9%	5%	14%	20%	8%	5%	3%
	Completed high school	18%	72%			14%	20%	17%	22%	21%	28%	14%	11%
	Some apprenticeship/trades training	2%		9%		1%	2%	2%	1%	1%	2%	1%	2%
	Journey-Person certificate	1%			1%	1%	1%	1%	0%		1%	1%	1%
	Some community college	4%		23%		2%	5%	3%	7%	10%	9%	1%	2%
	Completed community college	15%			27%	19%	14%	17%	13%	17%	12%	19%	15%
	Some university	12%		68%		16%	11%	10%	16%	13%	14%	14%	10%
Completed university	40%			71%	43%	39%	45%	26%	18%	27%	45%	55%	
BASE		(597)	(153)	(108)	(333)	(169)	(428)	(441)	(140)	(79)	(125)	(157)	(127)
CHILDREN UNDER 12 AT HOME	Yes	28%	20%	30%	32%	100%		30%	21%	24%	28%	23%	46%
	No	72%	80%	70%	68%		100%	70%	79%	76%	72%	77%	54%
BASE		(590)	(153)	(105)	(331)	(169)	(421)	(441)	(140)	(79)	(125)	(154)	(127)
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	75%	63%	66%	83%	79%	73%	100%		31%	64%	87%	88%
	Rent	24%	33%	32%	17%	18%	26%		100%	69%	34%	11%	10%
	Other	1%	4%	2%	0%	3%	1%				2%	1%	2%
BASE		(571)	(147)	(104)	(318)	(166)	(405)	(421)	(137)	(76)	(122)	(155)	(125)
AGE	18 to 24	6%	12%	11%	1%	6%	5%	4%	8%	6%	5%	6%	7%
	25 to 34	25%	13%	25%	31%	36%	21%	24%	30%	22%	28%	32%	20%
	35 to 44	14%	11%	10%	18%	30%	8%	15%	15%	12%	12%	14%	24%
	45 to 54	26%	26%	25%	26%	24%	26%	27%	21%	28%	17%	26%	33%
	55 to 64	15%	19%	13%	14%	3%	20%	17%	12%	18%	16%	14%	12%
65 and older	14%	19%	16%	11%	1%	19%	13%	15%	14%	21%	9%	4%	
BASE		(488)	(125)	(93)	(269)	(148)	(339)	(351)	(127)	(79)	(125)	(157)	(127)
HOUSEHOLD INCOME	Less than \$30,000	16%	26%	20%	10%	13%	18%	7%	43%	100%			
	\$30,000 to \$59,000	26%	35%	34%	18%	24%	26%	23%	33%		100%		
	\$60,000 to \$79,000	19%	15%	20%	20%	16%	20%	22%	9%			59%	
	\$80,000 to \$99,000	13%	9%	7%	18%	8%	16%	16%	5%			41%	
	\$100,000 to \$149,000	19%	10%	14%	25%	31%	14%	23%	8%				74%
	\$150,000 or more	7%	4%	5%	9%	8%	6%	9%	2%				26%

Telephone No. () -

Survey ID No. _____

Start time: _____

Stop time: _____

Total time: _____

MNP
Final Questionnaire
September 2010 Winnipeg Omnibus

Hello, this is _____ calling from Probe Research, a professional public opinion research company. Today we are talking to a random sample of residents of Manitoba about some important social and economic issues.

Could I please speak to the adult who is at home right now who has had the most recent birthday?
(IF OTHER QUALIFIED RESPONDENT AVAILABLE, REPEAT ABOVE INTRO / IF NO ONE ELSE AVAILABLE CONTINUE WITH INITIAL RESPONDENT)

I hope you can spare a few minutes to answer the survey questions I have. Let me assure you that the information we collect is kept strictly confidential and none of the answers you provide will be attributed to you personally. Is now a good time to go ahead with the survey?

(IF YES, CONTINUE. OTHERWISE ATTEMPT TO ARRANGE A CONVENIENT CALLBACK)

First, are you 18 years of age or older?

Yes **(CONTINUE)**

No May I speak with someone who is? **(REPEAT INTRODUCTION)**

No No one qualified or available. **(THANK AND TERMINATE)**

GENDER: (DO NOT ASK - WATCH QUOTAS) Male _____ 1 Female _____ 2

SECTION CG

I'd like to begin by asking you about your perceptions of your community.

1. I would like you to tell me what you consider to be the most important issue or concern facing your community today. **(DO NOT READ – ACCEPT UP TO THREE RESPONSES)**. And what other issues or concerns do you think are important for your community today?

Aboriginal Issues	01
Agriculture/Farms	02
Crime/Violence/Gangs/Drugs	03
Downtown Renewal	04
Economic growth/Business development.....	05
Economy (general)	06
Education	07
Environment.....	08
Health care/Medicare	09
Infrastructure/Roads/Potholes	10
Jobs/Unemployment.....	11
Morality issues: Pornography/Drugs/Prostitution	12
Municipal Taxes.....	13
Politics	14
Poverty/Homelessness	15
Taxes/Tax reform	16
Urban sprawl.....	17
H1N1.....	18
Others (Specify) _____	
(None/No Concerns).....	98
(DK/NS)	99

SECTION MNP

(Winnipeg Only)

MNP1. You might recall an event that was held in Morden around the end of August called the Corn and Apple Festival. Did you attend this year's Morden Corn and Apple Festival?

- Yes..... 01
- No 02 SKIP TO NEXT SECTION
- (DK/NS) 99 SKIP TO NEXT SECTION

MNP2. Which of the following two statements would you say best describes your visit to Morden during this year's Corn and Apple Festival? Would you say that... (ROTATE FIRST TWO ITEMS)

- You specifically went to Morden to attend the Festival 01
- You were in Morden for other reasons and happened to go to the Festival 02
- (DK/NS) 99

SECTION DS

(ASK EVERYBODY)

“Before I let you go, I have just a few questions, which will be used for statistical purposes.”

DS1. What is the highest level of schooling you have obtained? **(READ LIST. FOLLOW UP IF UNSURE WHETHER OR NOT RESPONDENT GRADUATED.)**

- Grade school / some high school 01
- Completed high school 02
- Some Apprenticeship or Trades Training 03
- Journey-person certification 04
- Some Community College 05
- Completed Community College Education 06
- Some University 07
- Completed University degree 08
- (DK/NS) 99

DS2. Do you have children aged 15 years or younger in your home?

- Yes 01
- No 02
- (DK/NS) 99

DS3. Do you own or rent your current place of residence?

- Own 01
- Rent 02
- Other (Such as public or band housing) 03
- (DK/NS) 99

DS4. In what year were you born? **(RECORD YEAR)** _____

DS5. Which of the following categories best describes your family income? That is, the total income before taxes of all persons in your household? **(READ LIST)**

- Under \$10,000 01
- \$10,000 to \$29,000 02
- \$30,000 to \$59,000 03
- \$60,000 to \$79,000 04
- \$80,000 or over 05
- (DK/NS) 99

DS6. Would you be willing to be contacted in the future concerning further research conducted by Probe Research?

- Yes 01
 - No 02
 - (DK/NS) 99
- CONTINUE**
GO TO DS9
GO TO DS9

DS7. Do you have an e-mail address we may contact you at to participate in further research?

- Yes..... 01 **CONTINUE**
- No 02 **GO TO DS9**
- (DK/NS) 99 **GO TO DS9**

DS8. May I please have your e-mail address? **(READ BACK TO CONFIRM ACCURACY)**

E-mail address: _____@_____.

DS9. And finally, could I please get the first 3 digits of your postal code? We need this information in order to make sure our survey represents people living in all areas of Manitoba. **(CIRCLE THE APPROPRIATE POSTAL CODE)**

Winnipeg:

<u>Northwest</u>	<u>Core</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>
R2Y	R3G	R3L	R2N	R2L
R3K	R3E	R3M	R3X	R2K
R3J	R2X	R3N	R2M	R3W
R3H	R3C	R3P	R2J	R2C
R2R	R3B	R3R	R2H	R2G
R2P	R3A	R3S		
R2V	R2W	R3T		
		R3Y		
		R3V		

Rest of MB:

R2E	
R4A	
R0A	R4L
R0B	R5A
R0C	R5G
R0E	R5H
R0G	R6M
R0H	R6W
R0J	R7A
R0K	R7B
R0L	R7C
R0M	R7N
R1A	R8A
R1N	R8N
R4K	R9A

RECORD ANY OTHER 3 DIGIT POSTAL CODES BELOW; IF NO RESPONSE, CODE 999 IN SPACE BELOW

Thank you for your time and co-operation

**An Examination of Winnipeggers' Visitation at the 2010
Morden Corn and Apple Festival**

Prepared for MNP



MEYERS NORRIS PENNY LLP

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APPENDICES:

Survey Instrument

Detailed Tabular Results

1.0 RESEARCH METHODOLOGY AND BACKGROUND

This city-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between September 16th and September 30th, 2010 among a random and representative sampling of 600 adults residing in Winnipeg.

With a sample of 600 one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing was used to ensure that all city adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

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2.0 RESEARCH RESULTS

2.1 WINNIPEGGERS' ATTENDANCE AT THE CORN AND APPLE FESTIVAL

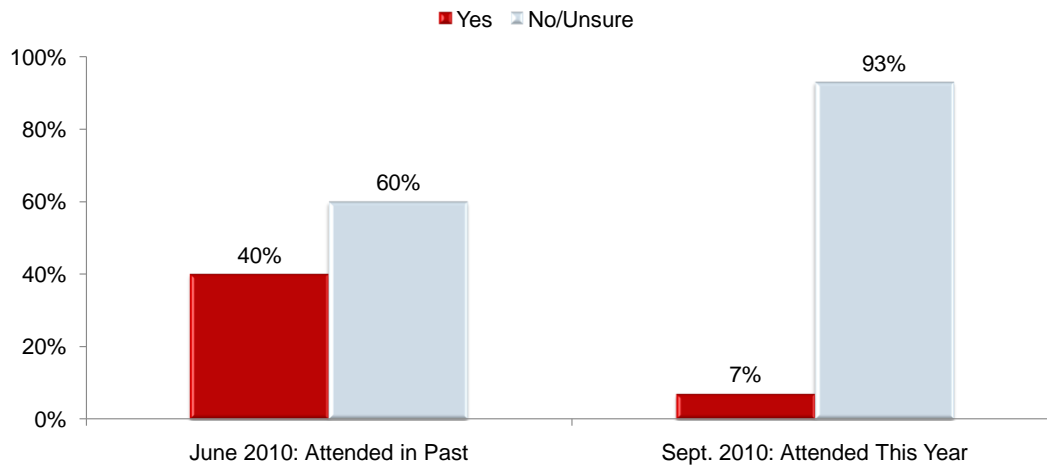
Respondents were asked if they attended the 2010 Morden Corn and Apple Festival. As the following graph illustrates, fewer than one-in-ten Winnipeg adults (7%) reported travelling to Morden to attend this annual event. When compared to our June 2010 findings, which showed that about four-in-ten Winnipeg adults had attended the Festival at least once in previous years, this suggests that those Winnipeggers who have attended the Festival are more likely to be intermittent than annual visitors.

Winnipeggers' Attendance at the Corn and Apple Festival

P R B E
RESEARCH INC.

June 2010 -- 1. "Have you ever heard of an event that takes place every year in Morden around the end of August called the Morden Corn and Apple Festival? If Yes: "Have you ever attended the Morden Corn and Apple Festival?" (n=600)

Sept. 2010 -- 1. "You might recall an event that was held in Morden around the end of August called the Corn and Apple Festival. Did you attend this year's Morden Corn and Apple Festival?" (n=600)



Base: Winnipeg adults aged 18 years and over

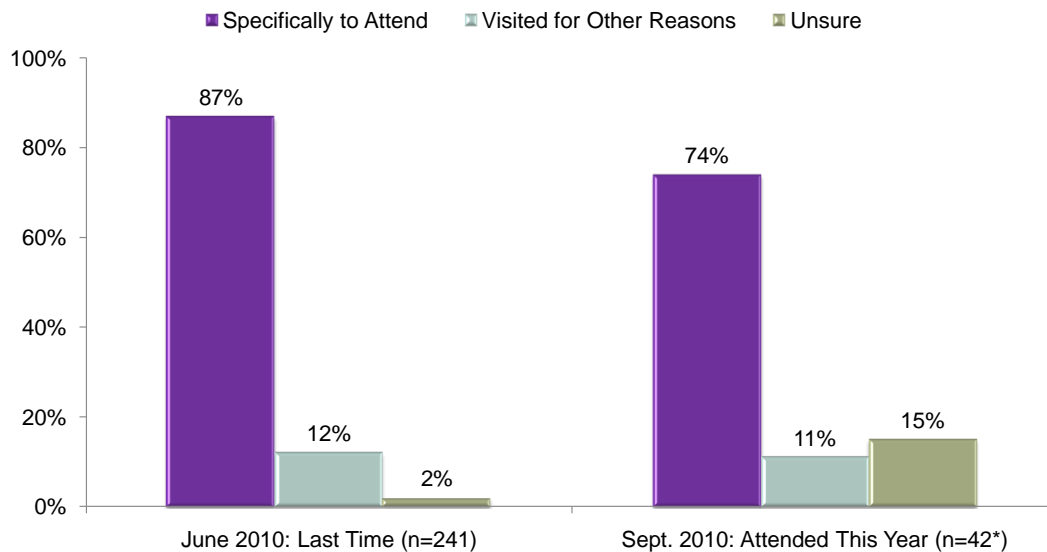
Variations among the demographic subgroups examined are not considered statistically significant.

2.2 FESTIVAL'S ROLE AS A VISITOR DRAW

Those Winnipeg residents who reported having attended this year's Morden Corn and Apple Festival were asked if this visit was specifically to attend this event, or if they had participated in this event while in Morden for other reasons. As the following graph illustrates, about three-quarters (74%) of Winnipeg residents in attendance at this year's Festival had specifically travelled to Morden to attend this event. Given the small sample size, these latest findings are roughly consistent with those reported in June 2010.

Primary Purpose of Visit to Morden

2. "Which of the following two statements would you say best describes your visit to Morden (during this year's/the last time you attended the) Corn and Apple Festival? Would you say that..."



Base: Attended the Morden Corn and Apple Festival

* - Caution: Small Base

Due to the small number of respondents, variations among the demographic subgroups are not considered statistically significant.

SECTION MNP

1. Have you ever heard of an event that takes place every year in Morden called the Morden Corn and Apple Festival?
2. Have you ever attended the Morden Corn and Apple Festival?
3. What best describes your visit to Morden the last time you attended the Corn and Apple Festival?

			TOTAL	WINNIPEG REGION					GENDER		AGE		
				(600)	Northwest (127)	Northeast (116)	Southeast (96)	Southwest (143)	Core (117)	Male (287)	Female (313)	18 - 34 (178)	35 - 54 (233)
BASE: WINNIPEG													
HEARD OF MORDEN CORN & APPLE FESTIVAL	Yes	Count	506	114	102	80	125	86	223	283	119	212	161
			84%	90%	87%	83%	87%	73%	78%	90%	67%	91%	95%
	No	Count	93	13	15	16	19	30	64	29	58	21	9
			15%	10%	13%	17%	13%	26%	22%	9%	32%	9%	5%
(DK/NS)	Count	1					1		1		1		
			0%					1%		0%	1%		
BASE: AWARE			(506)	(114)	(102)	(80)	(125)	(86)	(223)	(283)	(119)	(212)	(161)
ATTENDED	Yes	Count	241	57	54	36	53	42	113	128	45	97	91
			48%	50%	53%	45%	42%	49%	51%	45%	38%	46%	57%
	No	Count	263	57	48	43	72	43	109	154	73	115	70
			52%	50%	47%	54%	58%	50%	49%	54%	61%	54%	43%
(DK/NS)	Count	2			1		1	1	1	1	1	1	
			0%			1%		1%	0%	0%	1%	0%	
BASE: ATTENDED			(241)	(57)	(54)	(36)	(53)	(42)	(113)	(128)	(45)	(97)	(91)
VISIT	Went to Morden for the Festival	Count	209	47	45	30	49	38	96	113	37	84	80
			87%	83%	83%	83%	93%	91%	84%	88%	83%	87%	88%
	Happened upon Festival	Count	29	9	9	5	4	3	15	14	5	13	10
			12%	15%	17%	13%	7%	6%	13%	11%	11%	13%	11%
(DK/NS)	Count	4	1		1		1	3	1	3		1	
			2%	2%		4%		3%	2%	1%	6%		1%

SECTION MNP

1. Have you ever heard of an event that takes place every year in Morden called the Morden Corn and Apple Festival?

2. Have you ever attended the Morden Corn and Apple Festival?

3. What best describes your visit to Morden the last time you attended the Corn and Apple Festival?

			TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			INCOME \$60K +	
				HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K +	\$60K - \$79K	\$80K +
BASE: WINNIPEG			(600)	(150)	(103)	(339)	(204)	(393)	(419)	(163)	(85)	(144)	(274)	(98)	(177)
HEARD OF MORDEN CORN & APPLE FESTIVAL	Yes	Count	506	118	84	299	167	338	378	118	58	127	241	83	158
			84%	79%	81%	88%	82%	86%	90%	72%	69%	88%	88%	85%	89%
	No	Count	93	31	19	40	36	55	40	44	26	18	34	14	19
			15%	20%	19%	12%	18%	14%	10%	27%	31%	12%	12%	15%	11%
(DK/NS)	Count	1	1			1			1						
			0%	1%			1%		1%						
BASE: AWARE			(506)	(118)	(84)	(299)	(167)	(338)	(378)	(118)	(58)	(127)	(241)	(83)	(158)
ATTENDED	Yes	Count	241	58	37	143	74	168	192	47	27	58	113	40	73
			48%	49%	44%	48%	44%	50%	51%	40%	47%	46%	47%	48%	46%
	No	Count	263	59	46	156	91	171	187	70	31	69	125	42	83
			52%	50%	54%	52%	55%	50%	49%	59%	53%	54%	52%	50%	53%
(DK/NS)	Count	2	1	1		2			1			2	1	1	
			0%	1%	1%		1%		1%			1%	1%	1%	
BASE: ATTENDED			(241)	(58)	(37)	(143)	(74)	(168)	(192)	(47)	(27)	(58)	(113)	(40)	(73)
VISIT	Went to Morden for the Festival	Count	209	42	32	132	66	143	166	41	24	50	99	37	62
			87%	73%	85%	93%	89%	86%	87%	86%	89%	86%	88%	92%	85%
	Happened upon Festival	Count	29	12	5	11	7	22	23	5	3	6	13	2	11
			12%	20%	15%	7%	10%	13%	12%	11%	11%	10%	11%	4%	15%
(DK/NS)	Count	4	4			1	2	2	1		2	1	1		
			2%	7%			2%	1%	1%	3%		4%	1%	3%	

SECTION DS
Demographics - Region, Gender

			TOTAL	WINNIPEG REGION					GENDER		AGE			MORDEN CAF		
				(600)	Northwest (127)	Northeast (116)	Southeast (96)	Southwest (143)	Core (117)	Male (287)	Female (313)	18 - 34 (178)	35 - 54 (233)	55 + (170)	Attended (241)	Aware/ Not attended (263)
BASE: WINNIPEG																
REGION	Northwest	Cases	127	127					60	67	34	49	39	57	57	13
			21%	100%					21%	21%	19%	21%	23%	24%	22%	13%
	Core	Cases	117					117	54	64	44	42	28	42	43	32
			20%					100%	19%	20%	25%	18%	17%	18%	16%	34%
	Southwest	Cases	143				143	67	76	35	64	38	53	72	19	
			24%				100%	24%	24%	20%	28%	22%	22%	27%	19%	
	Southeast	Cases	96			96		44	52	24	33	34	36	43	17	
			16%			100%		15%	17%	14%	14%	20%	15%	16%	18%	
	Northeast	Cases	116		116			62	54	40	45	31	54	48	15	
			19%		100%			22%	17%	22%	19%	18%	22%	18%	15%	
GENDER	Male	Count	287	60	62	44	67	54	287		89	116	73	113	109	65
			48%	47%	53%	46%	47%	46%	100%		50%	50%	43%	47%	41%	67%
	Female	Count	313	67	54	52	76	64		313	89	118	96	128	154	31
			52%	53%	47%	54%	53%	54%		100%	50%	50%	57%	53%	59%	33%

SECTION DS
Demographics - Region, Gender

			TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			INCOME \$60K +	
				HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K +	\$60K - \$79K	\$80K +
BASE: WINNIPEG			(600)	(150)	(103)	(339)	(204)	(393)	(419)	(163)	(85)	(144)	(274)	(98)	(177)
REGION	Northwest	Cases	127	28	25	72	42	84	98	25	17	32	57	20	37
			21%	19%	25%	21%	21%	21%	23%	15%	20%	22%	21%	20%	21%
	Core	Cases	117	39	19	59	35	83	65	50	32	37	37	22	15
			20%	26%	18%	17%	17%	21%	16%	31%	37%	25%	14%	22%	9%
	Southwest	Cases	143	20	21	101	48	95	99	41	14	29	75	18	57
			24%	13%	20%	30%	24%	24%	24%	25%	16%	20%	27%	18%	32%
	Southeast	Cases	96	26	16	50	38	57	74	19	8	22	49	17	32
			16%	17%	16%	15%	18%	14%	18%	12%	9%	15%	18%	17%	18%
	Northeast	Cases	116	36	22	57	42	75	83	28	15	24	56	21	35
			19%	24%	21%	17%	20%	19%	20%	17%	17%	17%	21%	22%	20%
GENDER	Male	Count	287	74	51	158	88	197	203	70	31	65	149	52	98
			48%	49%	49%	47%	43%	50%	48%	43%	37%	45%	54%	53%	55%
	Female	Count	313	77	52	180	116	196	216	94	54	79	125	46	79
			52%	51%	51%	53%	57%	50%	52%	57%	63%	55%	46%	47%	45%

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

			TOTAL	WINNIPEG REGION					GENDER		AGE			MORDEN CAF		
				Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +	Attended	Aware/ Not attended	Unaware
BASE: WINNIPEG			(600)	(127)	(116)	(96)	(143)	(117)	(287)	(313)	(178)	(233)	(170)	(241)	(263)	(96)
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	Count	42	8	10	5	3	16	20	22	9	6	24	18	16	8
			7%	6%	8%	5%	2%	13%	7%	7%	5%	3%	14%	8%	6%	8%
	Completed high school	Count	108	20	26	22	17	24	54	54	34	35	36	40	43	25
			18%	16%	23%	23%	12%	20%	19%	17%	19%	15%	21%	16%	17%	26%
	Some apprenticeship/ trades training	Count	6	1	1	1		3	4	2	1	2	3	3	2	1
			1%	1%	1%	1%		2%	1%	1%	1%	1%	2%	1%	1%	1%
	Journey-Person certificate	Count	6	1	3		2		5	1	1	4	1	1	5	
			1%	1%	3%		1%		2%	0%	1%	2%	1%	0%	2%	
	Some community college	Count	28	6	7	4	4	6	16	12	12	12	3	9	17	2
			5%	5%	6%	4%	3%	6%	6%	4%	7%	5%	2%	4%	6%	2%
	Completed community college	Count	105	32	23	13	22	15	45	60	26	52	26	49	44	12
		17%	25%	20%	14%	15%	13%	16%	19%	15%	22%	15%	20%	17%	12%	
Some university	Count	69	18	14	11	17	9	31	39	30	24	15	25	27	17	
		12%	15%	12%	11%	12%	8%	11%	12%	17%	10%	9%	11%	10%	18%	
Completed university	Count	228	39	31	37	78	43	109	119	63	97	61	94	106	28	
		38%	31%	26%	39%	54%	37%	38%	38%	35%	42%	36%	39%	41%	29%	
(Refused/NS)	Count	8	2	2	3	1	1	4	4		2	2	3	2	3	
		1%	1%	1%	3%	1%	1%	1%	1%		1%	1%	1%	1%	3%	
CHILDREN UNDER 12 AT HOME	Yes	Count	204	42	42	38	48	35	88	116	70	122	6	74	91	39
			34%	33%	36%	39%	34%	29%	31%	37%	40%	52%	4%	31%	35%	41%
	No	Count	393	84	75	57	95	83	197	196	108	110	163	168	171	55
			66%	66%	64%	59%	66%	71%	69%	63%	60%	47%	96%	69%	65%	58%
(Refused/NS)	Count	2	1		2			2	1		1		1	2	2	
		0%	1%		2%			1%	0%		0%		0%	2%	2%	
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	Count	419	98	83	74	99	65	203	216	92	188	126	192	187	40
			70%	77%	71%	77%	69%	55%	71%	69%	52%	81%	74%	79%	71%	42%
	Rent	Count	163	25	28	19	41	50	70	94	74	44	43	47	70	46
			27%	20%	24%	20%	29%	43%	24%	30%	42%	19%	25%	20%	27%	48%
	Other	Count	5	1			1	2	4	1	4	1		1	3	1
			1%	1%			1%	2%	1%	0%	2%	0%		0%	1%	1%
(Refused/NS)	Count	13	3	6	3	2		11	3	8		1	2	4	8	
		2%	2%	5%	4%	1%		4%	1%	5%		0%	1%	1%	9%	

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

		TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			INCOME \$60K +		
			(600)	HS or less (150)	Some Post-Sec. (103)	Graduate (339)	Yes (204)	No (393)	Own (419)	Rent (163)	< \$30K (85)	\$30K - \$59K (144)	\$60K + (274)	\$60K - \$79K (98)	\$80K + (177)
BASE: WINNIPEG															
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	Count	42	42			9	33	21	21	14	15	6	3	2
			7%	28%			4%	8%	5%	13%	17%	10%	2%	4%	1%
	Completed high school	Count	108	108			40	69	70	31	23	26	39	20	18
			18%	72%			19%	17%	17%	19%	28%	18%	14%	21%	10%
	Some apprenticeship/trades training	Count	6		6		1	5	4	2	2	2	2	2	
			1%		6%		1%	1%	1%	1%	2%	1%	1%	2%	
	Journey-Person certificate	Count	6			6	2	4	3	3	1	1	3	1	2
			1%			2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
	Some community college	Count	28		28		7	20	17	10	2	10	12	5	7
			5%		27%		4%	5%	4%	6%	2%	7%	5%	5%	4%
	Completed community college	Count	105			105	45	60	71	33	18	24	43	21	22
		17%			31%	22%	15%	17%	20%	21%	16%	16%	22%	12%	
Some university	Count	69		69		22	47	48	19	12	17	31	10	22	
		12%		67%		11%	12%	11%	12%	14%	12%	11%	10%	12%	
Completed university	Count	228			228	76	151	182	43	11	50	139	35	104	
		38%			67%	37%	38%	44%	26%	13%	35%	51%	36%	59%	
(Refused/NS)	Count	8				2	5	3	2	1					
		1%				1%	1%	1%	1%	1%					
CHILDREN UNDER 12 AT HOME	Yes	Count	204	48	31	123	204		155	44	26	37	117	42	75
			34%	32%	30%	36%	100%		37%	27%	30%	26%	43%	43%	42%
	No	Count	393	102	72	215		393	262	119	59	107	158	56	102
			66%	68%	70%	63%		100%	63%	73%	70%	74%	57%	57%	58%
(Refused/NS)	Count	2			1			1							
		0%			0%			0%							
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	Count	419	91	68	256	155	262	419		17	94	244	87	157
			70%	61%	66%	76%	76%	67%	100%		20%	66%	89%	89%	89%
	Rent	Count	163	51	31	79	44	119		163	65	48	27	11	16
			27%	34%	30%	23%	22%	30%		100%	76%	34%	10%	11%	9%
	Other	Count	5	1	3	1	3	2			1	1	1	1	1
			1%	1%	2%	0%	1%	1%			2%	1%	1%		1%
(Refused/NS)	Count	13	6	1	3	3	9			1		3		3	
		2%	4%	1%	1%	1%	2%			2%		1%		1%	

SECTION DS
Demographics - Age, Family Income

			TOTAL	WINNIPEG REGION					GENDER		AGE			MORDEN CAF		
				(600)	Northwest (127)	Northeast (116)	Southeast (96)	Southwest (143)	Core (117)	Male (287)	Female (313)	18 - 34 (178)	35 - 54 (233)	55 + (170)	Attended (241)	Aware/ Not attended (263)
BASE: WINNIPEG																
AGE	18 to 24	Count	52	15	13	7	8	9	40	11	52			7	11	34
			9%	11%	11%	8%	6%	8%	14%	4%	29%			3%	4%	36%
	25 to 34	Count	127	20	27	17	27	35	49	78	127			38	62	26
			21%	16%	23%	18%	19%	30%	17%	25%	71%			16%	24%	27%
	35 to 44	Count	123	22	24	17	43	17	62	61		123		41	66	16
			20%	18%	21%	17%	30%	14%	22%	19%		53%		17%	25%	16%
	45 to 54	Count	111	27	21	17	21	25	54	57		111		56	49	6
			18%	21%	18%	17%	15%	21%	19%	18%		47%		23%	18%	7%
	55 to 64	Count	82	21	13	15	17	16	36	46			82	40	40	3
		14%	16%	11%	16%	12%	14%	13%	15%			49%	16%	15%	3%	
65 and older	Count	87	18	18	18	21	12	37	50			87	51	30	6	
		15%	14%	16%	19%	14%	10%	13%	16%			51%	21%	11%	6%	
(Refused/NS)	Count	19	4	2	5	6	3	9	10				8	5	5	
		3%	3%	1%	5%	4%	3%	3%	3%				3%	2%	6%	
Mean (yrs)			45.7	46.8	44.6	48.0	45.3	44.3	44.3	47.1	27.7	44.5	66.3	50.9	45.5	33.2
HOUSEHOLD INCOME	Under \$10,000	Count	17	1	3		2	11	7	10	6	7	4	4	5	9
			3%	1%	2%		1%	10%	2%	3%	3%	3%	2%	2%	2%	9%
	\$10,000 to \$29,999	Count	67	16	12	8	12	20	24	43	21	21	25	24	26	17
			11%	12%	10%	8%	8%	17%	8%	14%	12%	9%	15%	10%	10%	18%
	\$30,000 to \$59,999	Count	144	32	24	22	29	37	65	79	47	42	53	58	69	18
			24%	25%	21%	23%	20%	31%	23%	25%	26%	18%	32%	24%	26%	18%
	\$60,000 to \$79,999	Count	98	20	21	17	18	22	52	46	33	43	18	40	42	15
		16%	16%	18%	17%	13%	19%	18%	15%	19%	19%	10%	17%	16%	16%	
\$80,000 or over	Count	177	37	35	32	57	15	98	79	48	97	30	73	83	20	
		29%	29%	30%	34%	40%	13%	34%	25%	27%	41%	17%	30%	32%	21%	
(Refused/NS)	Count	97	21	21	17	26	12	42	55	22	23	40	43	37	16	
		16%	16%	18%	18%	18%	10%	15%	18%	13%	10%	24%	18%	14%	17%	

SECTION DS
Demographics - Age, Family Income

			TOTAL (600)	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			INCOME \$60K +	
				HS or less (150)	Some Post-Sec. (103)	Graduate (339)	Yes (204)	No (393)	Own (419)	Rent (163)	< \$30K (85)	\$30K - \$59K (144)	\$60K + (274)	\$60K - \$79K (98)	\$80K + (177)
BASE: WINNIPEG															
AGE	18 to 24	Count	52	21	20	10	16	36	20	22	11	7	25	8	17
			9%	14%	19%	3%	8%	9%	5%	14%	12%	5%	9%	8%	10%
	25 to 34	Count	127	22	24	80	55	72	72	52	17	40	57	26	31
			21%	15%	24%	24%	27%	18%	17%	32%	20%	28%	21%	26%	18%
	35 to 44	Count	123	22	19	81	80	41	93	29	17	17	75	22	53
			20%	15%	18%	24%	39%	11%	22%	18%	20%	12%	27%	22%	30%
	45 to 54	Count	111	20	19	72	42	69	95	16	11	24	65	22	43
			18%	13%	18%	21%	20%	18%	23%	10%	13%	17%	24%	22%	25%
	55 to 64	Count	82	20	11	51	5	78	63	20	7	26	28	10	18
			14%	13%	10%	15%	2%	20%	15%	12%	9%	18%	10%	10%	10%
65 and older	Count	87	40	10	36	2	85	63	23	21	28	20	8	12	
		15%	26%	10%	11%	1%	22%	15%	14%	25%	19%	7%	8%	7%	
(Refused/NS)	Count	19	5	1	8	5	12	13	2	1	2	5	3	2	
		3%	4%	1%	2%	3%	3%	3%	1%	1%	2%	2%	3%	1%	
Mean (yrs)			45.7	48.9	41.0	45.7	38.3	49.6	47.6	42.6	47.3	48.3	42.6	42.0	42.9
HOUSEHOLD INCOME	Under \$10,000	Count	17	8	2	7	4	13	2	14	17				
			3%	6%	2%	2%	2%	3%	0%	9%	21%				
	\$10,000 to \$29,999	Count	67	30	13	24	21	46	15	51	67				
			11%	20%	13%	7%	10%	12%	4%	31%	79%				
	\$30,000 to \$59,999	Count	144	40	29	75	37	107	94	48		144			
			24%	27%	28%	22%	18%	27%	23%	30%		100%			
	\$60,000 to \$79,999	Count	98	24	17	57	42	56	87	11			98	98	
			16%	16%	17%	17%	20%	14%	21%	7%			36%	100%	
\$80,000 or over	Count	177	21	29	128	75	102	157	16			177	177		
		29%	14%	28%	38%	37%	26%	38%	10%			64%	100%		
(Refused/NS)	Count	97	28	12	49	25	70	63	23						
		16%	18%	12%	15%	12%	18%	15%	14%						

DEMOGRAPHICS
**** (DK/NS) REMOVED ****

		TOTAL	WINNIPEG REGION					GENDER		AGE			MORDEN CAF		
			Northwest (125)	Northeast (115)	Southeast (93)	Southwest (142)	Core (117)	Male (283)	Female (309)	18 - 34 (178)	35 - 54 (231)	55 + (168)	Attended (238)	Aware/ Not attended (261)	Unaware (93)
BASE		(592)													
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	7%	7%	9%	5%	2%	14%	7%	7%	5%	3%	14%	8%	6%	8%
	Completed high school	18%	16%	23%	23%	12%	20%	19%	18%	19%	15%	21%	17%	17%	27%
	Some apprenticeship/ trades training	1%	1%	1%	1%		2%	1%	1%	1%	1%	2%	1%	1%	1%
	Journey-Person certificate	1%	1%	3%		1%		2%	0%	1%	2%	1%	0%	2%	
	Some community college	5%	5%	6%	4%	3%	6%	6%	4%	7%	5%	2%	4%	6%	2%
	Completed community college	18%	25%	20%	14%	15%	13%	16%	19%	15%	22%	15%	20%	17%	13%
	Some university	12%	15%	12%	12%	12%	8%	11%	12%	17%	10%	9%	11%	10%	18%
Completed university	38%	31%	27%	40%	55%	37%	38%	39%	35%	42%	36%	39%	41%	30%	
BASE		(598)	(126)	(116)	(94)	(143)	(117)	(285)	(312)	(178)	(232)	(170)	(241)	(262)	(94)
CHILDREN UNDER 12 AT HOME	Yes	34%	33%	36%	40%	34%	29%	31%	37%	40%	53%	4%	31%	35%	41%
	No	66%	67%	64%	60%	66%	71%	69%	63%	60%	47%	96%	69%	65%	59%
BASE		(587)	(124)	(111)	(93)	(142)	(117)	(276)	(310)	(170)	(233)	(169)	(240)	(259)	(88)
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	71%	79%	75%	80%	70%	55%	73%	70%	54%	81%	74%	80%	72%	46%
	Rent	28%	20%	25%	20%	29%	43%	25%	30%	44%	19%	26%	20%	27%	52%
	Other	1%	1%			1%	2%	1%	0%	2%	0%		0%	1%	2%
BASE		(581)	(123)	(115)	(91)	(137)	(114)	(278)	(303)	(178)	(233)	(170)	(233)	(257)	(91)
AGE	18 to 24	9%	12%	11%	8%	6%	8%	15%	4%	29%			3%	4%	38%
	25 to 34	22%	16%	24%	19%	20%	31%	18%	26%	71%			16%	24%	29%
	35 to 44	21%	18%	21%	18%	31%	15%	22%	20%		53%		18%	26%	17%
	45 to 54	19%	22%	18%	18%	15%	22%	19%	19%		47%		24%	19%	7%
	55 to 64	14%	17%	11%	17%	12%	14%	13%	15%			49%	17%	16%	3%
	65 and older	15%	15%	16%	20%	15%	10%	13%	17%			51%	22%	12%	7%
BASE		(503)	(106)	(95)	(79)	(118)	(105)	(245)	(258)	(156)	(210)	(129)	(198)	(225)	(80)
HOUSEHOLD INCOME	Under \$10,000	3%	1%	3%		2%	11%	3%	4%	4%	4%	3%	2%	2%	11%
	\$10,000 to \$29,999	13%	15%	12%	10%	10%	19%	10%	17%	14%	10%	19%	12%	12%	22%
	\$30,000 to \$59,999	29%	30%	26%	28%	25%	35%	26%	31%	30%	20%	41%	29%	31%	22%
	\$60,000 to \$79,999	19%	19%	22%	21%	15%	21%	21%	18%	21%	21%	14%	20%	19%	19%
	\$80,000 or over	35%	35%	37%	41%	48%	14%	40%	31%	31%	46%	23%	37%	37%	26%

DEMOGRAPHICS
**** (DK/NS) REMOVED ****

		TOTAL	EDUCATION			CHILDREN AT HOME		RESIDENCE		HOUSEHOLD INCOME			INCOME \$60K +	
			HS or less	Some Post-Sec.	Graduate	Yes	No	Own	Rent	< \$30K	\$30K - \$59K	\$60K +	\$60K - \$79K	\$80K +
BASE		(592)	(150)	(103)	(339)	(202)	(388)	(415)	(161)	(84)	(144)	(274)	(98)	(177)
HIGHEST LEVEL OF SCHOOLING	Grade school/ Some high school	7%	28%			4%	8%	5%	13%	17%	10%	2%	4%	1%
	Completed high school	18%	72%			20%	18%	17%	19%	28%	18%	14%	21%	10%
	Some apprenticeship/trades training	1%		6%		1%	1%	1%	1%	2%	1%	1%	2%	
	Journey-Person certificate	1%			2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
	Some community college	5%		27%		4%	5%	4%	6%	2%	7%	5%	5%	4%
	Completed community college	18%			31%	22%	15%	17%	21%	22%	16%	16%	22%	12%
	Some university	12%		67%		11%	12%	11%	12%	14%	12%	11%	10%	12%
Completed university	38%			67%	37%	39%	44%	26%	13%	35%	51%	36%	59%	
BASE		(598)	(150)	(103)	(338)	(204)	(393)	(418)	(163)	(85)	(144)	(274)	(98)	(177)
CHILDREN UNDER 12 AT HOME	Yes	34%	32%	30%	36%	100%		37%	27%	30%	26%	43%	43%	42%
	No	66%	68%	70%	64%		100%	63%	73%	70%	74%	57%	57%	58%
BASE		(587)	(144)	(102)	(336)	(202)	(384)	(419)	(163)	(83)	(144)	(272)	(98)	(174)
OWN/ RENT CURRENT PLACE OF RESIDENCE	Own	71%	63%	67%	76%	77%	68%	100%		21%	66%	90%	89%	90%
	Rent	28%	36%	31%	24%	22%	31%		100%	78%	34%	10%	11%	9%
	Other	1%	1%	2%	0%	1%	1%			2%	1%	1%		1%
BASE		(581)	(145)	(102)	(330)	(199)	(381)	(406)	(162)	(84)	(142)	(269)	(94)	(175)
AGE	18 to 24	9%	15%	19%	3%	8%	9%	5%	14%	13%	5%	9%	8%	10%
	25 to 34	22%	15%	24%	24%	27%	19%	18%	32%	20%	28%	21%	27%	18%
	35 to 44	21%	15%	18%	24%	40%	11%	23%	18%	20%	12%	28%	23%	30%
	45 to 54	19%	14%	18%	22%	21%	18%	23%	10%	13%	17%	24%	23%	25%
	55 to 64	14%	14%	10%	15%	2%	20%	15%	12%	9%	18%	10%	10%	10%
65 and older	15%	27%	10%	11%	1%	22%	16%	15%	25%	20%	7%	8%	7%	
BASE		(503)	(122)	(91)	(289)	(180)	(324)	(356)	(140)	(85)	(144)	(274)	(98)	(177)
HOUSEHOLD INCOME	Under \$10,000	3%	7%	3%	2%	2%	4%	1%	10%	21%				
	\$10,000 to \$29,999	13%	24%	15%	8%	12%	14%	4%	36%	79%				
	\$30,000 to \$59,999	29%	33%	32%	26%	21%	33%	27%	35%		100%			
	\$60,000 to \$79,999	19%	19%	19%	20%	23%	17%	24%	8%			36%	100%	
	\$80,000 or over	35%	17%	32%	44%	42%	32%	44%	11%			64%		100%

APPENDIX B

DATA COLLECTION INSTRUMENTS



Morden Corn and Apple Festival Patron Survey



Interviewer:	Date:	Time:	Location:
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Section A - ATTENDANCE

1. How many people who live in your household came to the Morden Corn and Apple Festival with you today?
 Adults _____ Children/youth (under the age of 18) _____

2. How many people in your group, if any, are:

Staff	
Volunteer	
Vendor/merchant	
Participant/performer	
Media	

3. How many days will you be attending the Festival this weekend?
 a) 1 b) 2 c) 3 d) don't know

4. Did you and your party ride the Festival shuttle bus to the Festival grounds this weekend?
 a) yes b) no
 If yes, how many in your party rode the bus TO the Festival grounds on:

Day	AM (8-12)	PM (12-5)	EVENING(5-10)
Friday			
Saturday			
Sunday			

5. Did you or will you line up for free corn this weekend?
 a) yes b) no
 If yes, how many cobs for your party would you have had each day?

Friday	Saturday	Sunday

6. Did you speak to someone at the Festival Information booth this weekend?
 a) yes b) no
 If yes, please circle which day(s)

Friday **Saturday** **Sunday**

7. Is your primary residence in Morden?
 a) Yes b) No *If yes, skip to question 16*

IF ALL IN GROUP ARE STAFF/VENDORS – END HERE

FOR OUT OF TOWN RESPONDENTS ONLY

8. Where do you live?

City Province/State
9. Have you ever lived in Morden or the surrounding area (e.g., within 50 km)?
 a) Yes b) No
10. Is the Morden Corn and Apple Festival your main reason for visiting Morden today?
 a) Yes b) No
11. How many years have you attended the Morden Corn and Apple Festival?
 a) This is my first time b) 2-4 c) 5-10 d) more than 10
12. Where did you first hear about the Morden Corn and Apple Festival?
 a) Newspaper b) Radio c) Friends/Family d) Other _____
13. How many nights do you plan to spend in Morden?
 a) 0 b) 1 c) 2 d) More than 2
14. If staying overnight, where do you plan to stay?
 a) Hotel/motel b) Bed & Breakfast c) Camping d) With friends/family e) Other _____
15. How much do you estimate your household party will spend during your visit to Morden, both at the Festival and in the community (include food, accommodations, gas, retail, Festival, souvenirs, parking, recreation)
 a) under \$50 b) \$51 to \$100 c) \$100 to \$200 d) \$200 to 300 e) over \$300

Section B – SOCIAL IMPACT OF THE FESTIVAL IN MORDEN.

Please indicate your level of agreement with each item on a scale of 1-7, where 1 = Strongly Disagree and 7 = Strongly Agree.	Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree Nor Agree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
16. The Festival enhances the image of the community.	1	2	3	4	5	6	7
17. Community identity is enhanced through the Festival.	1	2	3	4	5	6	7
18. The Festival helps me to show others why Morden is unique and special.	1	2	3	4	5	6	7
19. The Festival acts as a showcase for new ideas.	1	2	3	4	5	6	7
20. The Festival contributes to a sense of community well-being.	1	2	3	4	5	6	7
21. I feel a personal sense of pride and recognition by participating in the Festival.	1	2	3	4	5	6	7
22. The Festival provides opportunities to experience new activities.	1	2	3	4	5	6	7
23. The Festival leaves an ongoing positive cultural impact in the community	1	2	3	4	5	6	7
24. Having the Festival helps to improve the quality of life in the community.	1	2	3	4	5	6	7
25. The Festival is a celebration of the Morden community.	1	2	3	4	5	6	7
26. The Festival provides an opportunity to learn new things.	1	2	3	4	5	6	7
27. I enjoy meeting Festival performers/workers.	1	2	3	4	5	6	7
28. The Festival contributes to my personal health/well-being.	1	2	3	4	5	6	7
29. Morden gains positive recognition as a result of the Festival.	1	2	3	4	5	6	7
30. I am exposed to a variety of cultural experiences through the Festival.	1	2	3	4	5	6	7
31. The Festival disrupts normal routines of community residents.	1	2	3	4	5	6	7
32. The Festival is an intrusion into the lives of community residents.	1	2	3	4	5	6	7
33. Community recreational facilities are overused during the Festival.	1	2	3	4	5	6	7
34. The influx of Festival visitors reduces residents' privacy.	1	2	3	4	5	6	7
35. The Morden community is overcrowded during the Festival.	1	2	3	4	5	6	7
36. Traffic is increased to unacceptable levels during the Festival.	1	2	3	4	5	6	7
37. Noise levels are increased to an unacceptable level during the Festival.	1	2	3	4	5	6	7
38. The Festival overextends available community human resources.	1	2	3	4	5	6	7
39. Litter is increased to unacceptable levels during the Festival.	1	2	3	4	5	6	7
40. The event provides opportunities for people to have fun with their friends and family.	1	2	3	4	5	6	7
41. The Festival contributes to increased availability of goods and services within the community.	1	2	3	4	5	6	7
42. The Festival contributes to increased local job opportunities.	1	2	3	4	5	6	7
43. The Festival contributes to increased entertainment opportunities.	1	2	3	4	5	6	7
44. The Festival provides opportunities to meet new people.	1	2	3	4	5	6	7

Section C – POSSIBLE REASONS WHY YOU ARE ATTENDING THE MORDEN CORN & APPLE FESTIVAL

Please indicate your level of agreement with each item on a scale of 1-7, where 1 = Strongly Disagree and 7 = Strongly Agree.	Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree Nor Agree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
45. To be entertained.	1	2	3	4	5	6	7
46. To learn something new.	1	2	3	4	5	6	7
47. To be with others who enjoy the same things I do.	1	2	3	4	5	6	7
48. To spend time with my friends.	1	2	3	4	5	6	7
49. To attend a cultural event I don't normally have an opportunity to go to.	1	2	3	4	5	6	7
50. To be with a group of people.	1	2	3	4	5	6	7
51. To increase my knowledge of local culture.	1	2	3	4	5	6	7
52. To relieve boredom.	1	2	3	4	5	6	7
53. To recover from my usually hectic pace.	1	2	3	4	5	6	7
54. To reduce built-up tension.	1	2	3	4	5	6	7

Section D – RESPONDENT DEMOGRAPHICS (please circle the appropriate response)

55. What is your age?
a) Under 18 b) 18 to 30 c) 31 to 45 d) 45 to 60 e) over 60
56. What is your gender?
a) male b) female
57. What is the highest level of education you have attained?
a) less than grade 12 b) grade 12 c) post secondary



Morden Corn and Apple Festival Vendor Survey



The Morden Corn and Apple Festival relies on volunteers, fundraising events and grants from the Town of Morden and other sources. To help understand the value of the Festival to the community, Meyers Norris Penny (MNP) has been engaged to evaluate the social and economic impacts of the Morden Corn and Apple Festival (Festival) on the Town of Morden.

As one of the data collection activities for this project, we are conducting the following survey with vendors at the Festival. It includes questions about the Festival's economic impacts on your business, employment in the community and your opinions on its impacts on various social aspects in the community.

Confidentiality

- Your answers will be kept **confidential**. Survey responses are sent directly to Meyers Norris Penny (MNP) for analysis and review and all feedback collected by way of this survey will be retained by Meyers Norris Penny.
- The information gathered from this survey will be reported collectively with no distinguishing information or attribution to individual businesses.

Please complete this survey **before the end of the Festival on August 29** and return it to Meyers Norris Penny in the envelope provided by:

**Depositing it in the drop box located at the Information Booth located at Eighth Avenue and Stephen Street
OR
Returning it to one of the Festival volunteers**

SECTION A

1. Please choose the term that best describes your business at this year's Festival.

- a) Food & Beverage
- b) Retail
- c) Crafts/Art
- d) Other (please specify) _____

2. How many years have you been a vendor at the Festival?

- a) less than 1
- b) 1-3
- c) 4-6
- d) 7-9
- e) 10 or more

3. How many people do you employ to work at the Festival? _____

4. What is your approximate revenue from selling at the Festival? (Please check the appropriate range)

<input type="checkbox"/>	Under \$500	<input type="checkbox"/>	\$4000 to \$5000
<input type="checkbox"/>	\$500 to \$1000	<input type="checkbox"/>	\$5000 to \$6000
<input type="checkbox"/>	\$1001 to \$2000	<input type="checkbox"/>	Over \$6000
<input type="checkbox"/>	\$2000 to \$3000		

5. How does your revenue from this Festival compare to other events you sell at?

- a) much less
- b) a bit less
- c) about the same
- d) a bit more
- e) much more

6. How many events do you sell at in a year? _____



Morden Corn and Apple Festival Local Business Survey

The Morden Corn and Apple Festival relies on volunteers, fundraising events and grants from the Town of Morden and other sources. To help understand the value of the Festival to the community, Meyers Norris Penny has been engaged to evaluate the social and economic impacts of the Morden Corn and Apple Festival (Festival) on the Town of Morden. As one of the data collection activities for this project, we are conducting the following survey with local businesses. It includes questions about the Festival's economic impacts on your business, employment in the community and your opinions on its impacts on various social aspects in the community.

The deadline for survey completion is **September 17, 2010**.

Confidentiality

- Your answers will be kept confidential. Survey responses are sent directly to Meyers Norris Penny (MNP) for analysis and review and all feedback collected by way of this survey will be retained by Meyers Norris Penny.
- The information gathered from this survey will be reported collectively with no distinguishing information or attribution to individual businesses.

If you have any questions regarding this survey, please contact one of these Meyers Norris Penny team members:

Kathryn Graham Phone: 204-336-6243 Email: kathryn.graham@mnp.ca	Yvonne Morrison Phone: 204-336-6108 Email: yvonne.morrison@mnp.ca
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Please complete the following survey.

SECTION A

1. Did you complete any of the following surveys at the Morden Corn and Apple Festival?	
Patron Survey <input type="radio"/> Yes <input type="radio"/> No	Vendor Survey <input type="radio"/> Yes <input type="radio"/> No
2. Please choose the term that best describes your business.	
<input type="radio"/> Retail <input type="radio"/> Accommodation <input type="radio"/> Service (such as insurance, drycleaner, auto repair) <input type="radio"/> Transportation <input type="radio"/> Food & beverage <input type="radio"/> Other (please specify) <input style="width: 100px;" type="text"/> <input type="radio"/> Recreation/Entertainment	
3. How many years has this business been operating in Morden?	
<input type="radio"/> Less than 1 <input type="radio"/> 1 to 3 <input type="radio"/> 4 to 6 <input type="radio"/> 7 to 9 <input type="radio"/> 10 or more	
4. What are your normal business hours for each of the following days of the week?	
Friday	<input style="width: 85%;" type="text"/>

	<input type="text"/>
Saturday	<input type="text"/>
Sunday	<input type="text"/>

5. What hours did your business operate during the Festival?

Friday	<input type="text"/>
Saturday	<input type="text"/>
Sunday	<input type="text"/>

6. Compared to an average summer weekend, what was the incremental revenue received by this business during the Morden Corn and Apple Festival?

\$

7. Compared to an average summer weekend, what was the incremental number of customers who visited your business during the Morden Corn and Apple Festival?

8. What was the incremental number of employee work hours required by your business during the Festival?

9. Please describe any other benefits to your business gained from the Morden Corn and Apple Festival.

10. Please describe any negative impacts the Morden Corn and Apple Festival may have on your business.

SECTION B

The following statements relate to the social impacts of the Festival in Morden.

Please indicate your level of agreement with each item on a scale of 1 to 7 where 1 = Strongly Disagree and 7 = Strongly Agree.	Strongly disagree	Disagree	Slightly disagree	Neither disagree nor agree	Slightly agree	Agree	Strongly agree
	1	2	3	4	5	6	7
11. The Festival enhances the image of the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Community identity is enhanced through the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. The Festival helps me to show others why Morden is unique and special.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. The Festival acts as a showcase for new ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. The Festival contributes to a sense of community well-being.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I feel a personal sense of pride and recognition by participating in the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. The Festival provides opportunities to experience new activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. The Festival leaves an ongoing positive cultural impact in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Having the Festival helps to improve the quality of life in							

the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. The Festival is a celebration of the Morden community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. The Festival provides an opportunity to learn new things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. I enjoy meeting Festival performers/workers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. The Festival contributes to my personal health/well-being.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Morden gains positive recognition as a result of the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Disagree	Slightly disagree	Neither disagree nor agree	Slightly agree	Agree	Strongly agree
	1	2	3	4	5	6	7
25. I am exposed to a variety of cultural experiences through the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. The Festival disrupts normal routines of community residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. The Festival is an intrusion into the lives of community residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. Community recreational facilities are overused during the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. The influx of Festival visitors reduces residents' privacy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. The Morden community is overcrowded during the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. Traffic is increased to unacceptable levels during the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. Noise levels are increased to an unacceptable level during the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. The Festival overextends available community human resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. Litter is increased to unacceptable levels during the Festival.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. The Festival provides opportunities for people to have fun with their friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. The Festival contributes to increased availability of goods and services within the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. The Festival contributes to increased local job opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. The Festival contributes to increased entertainment opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. The Festival provides opportunities to meet new people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION C

40. What is your age?
<input type="radio"/> under 18 <input type="radio"/> 18 to 30 <input type="radio"/> 31 to 45 <input type="radio"/> 45 to 60 <input type="radio"/> over 60

41. What is your gender?
<input type="radio"/> Male <input type="radio"/> Female

42. What is the highest level of education you have attained?
<input type="radio"/> Less than grade 12 <input type="radio"/> Grade 12 <input type="radio"/> Post secondary

Thank you for your input!

APPENDIX C

RESPONDENT DEMOGRAPHICS AND PROFILES

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

SURVEY RESPONDENT DEMOGRAPHICS

PATRON SURVEY

Figure i - Patron Survey Respondents by Age

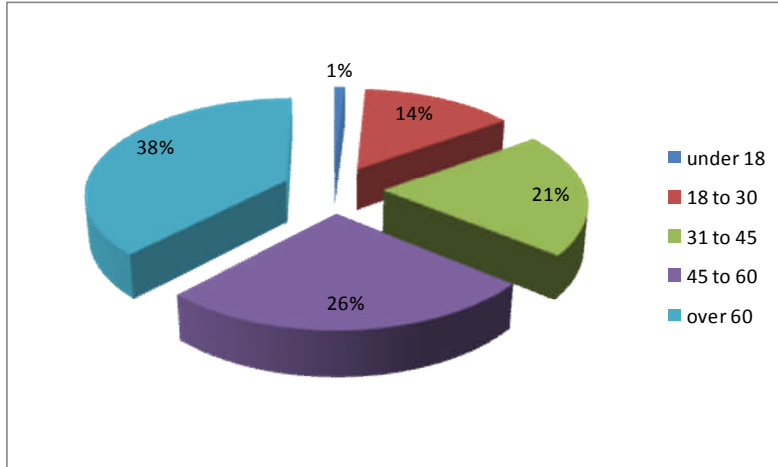


Figure ii – Patron Survey Respondents by Gender

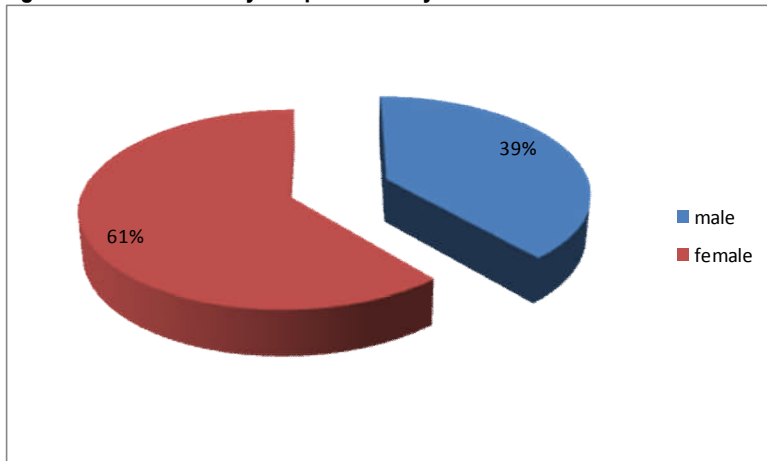
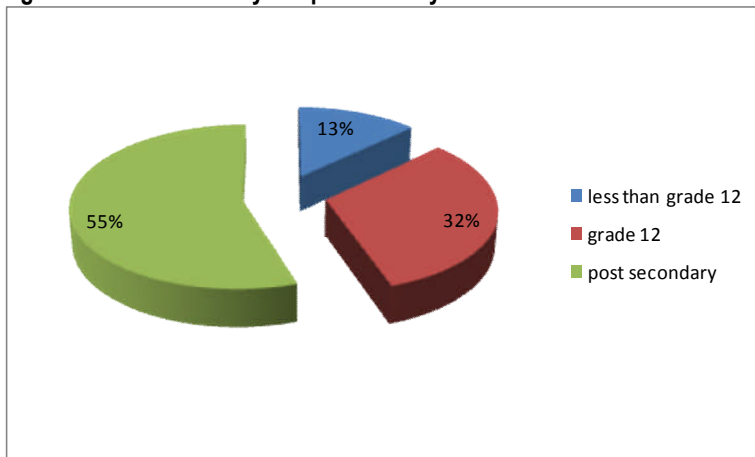


Figure iii – Patron Survey Respondents by Level of Education



MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

LOCAL BUSINESS SURVEY

Figure iv – Local Business Survey Respondents by Age

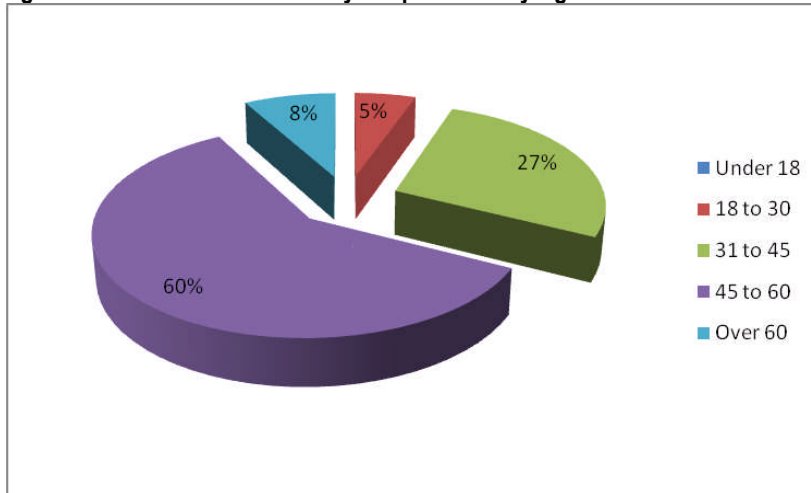


Figure v - Local Business Survey Respondents by Gender

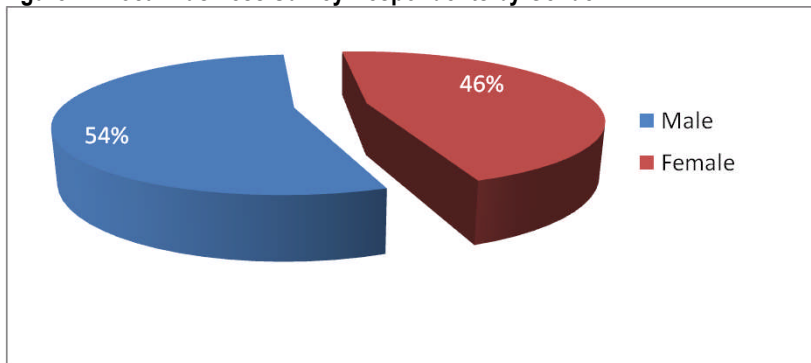
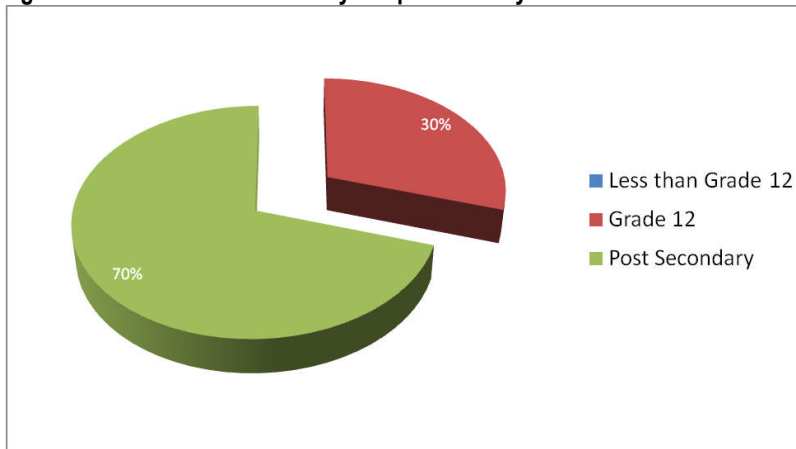


Figure vi - Local Business Survey Respondents by Level of Education



MORDEN CORN AND APPLE FESTIVAL

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SURVEY RESPONDENT PROFILES

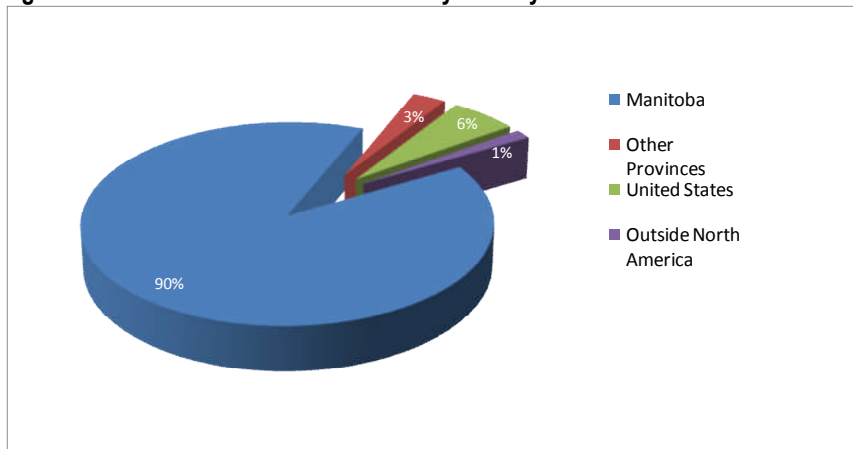
TOURIST PROFILE

Results of the Patron survey indicate that 90% of out-of-town Festival patrons are from other communities in Manitoba, 6% are from the United States (primarily North Dakota and Minnesota), 3% are from other Canadian provinces and 1% are from outside North America.

Table i – Out-of-town Festival Patrons by Primary Residence

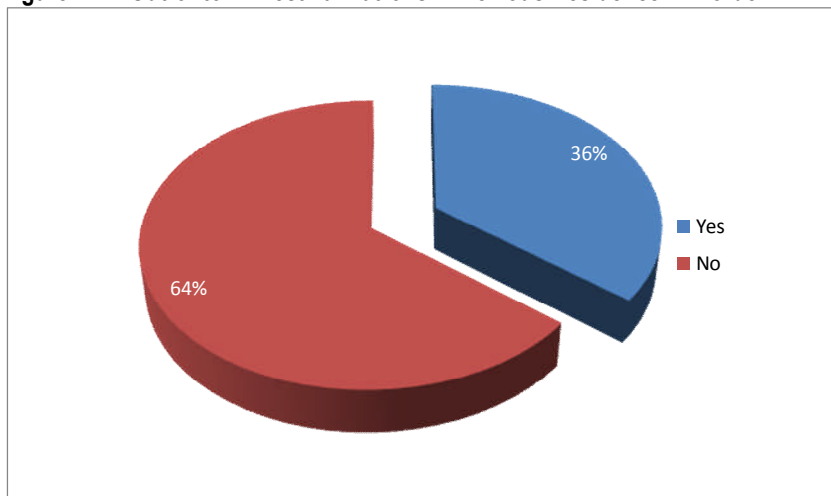
Primary Residence	%	Unique Attendees
Other Manitoba	58%	18212
Other Province	2%	628
United States	4%	1256
Outside North America	Less than 1%	283

Figure vii – Out-of-town Festival Patrons by Primary Residence



Out-of-town Festival Patrons were also asked if they had ever lived in Morden or in the surrounding area (within 50 km). Almost two-thirds of respondents indicated they had never lived in Morden or the surrounding area.

Figure viii – Out-of-town Festival Patrons – Previous Residence in Morden

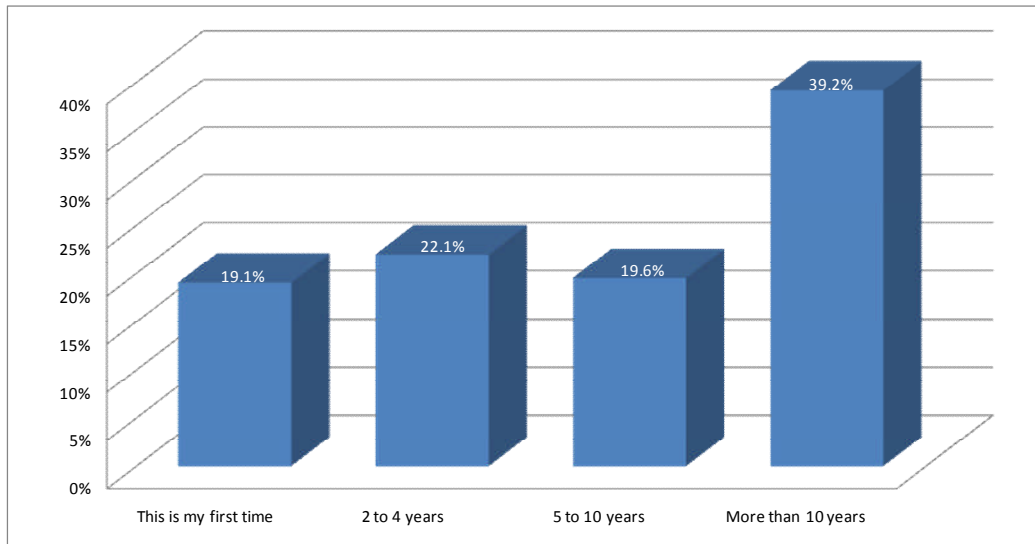


MORDEN CORN AND APPLE FESTIVAL

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Out-of-town Festival patrons were asked how many years they have attended the Morden Corn and Apple Festival. The largest number of respondents indicated they had attended the Festival for more than 10 years (39.2%), while the results for 5 to 10 years, 2 to 4 years and “this is my first time” were distributed evenly with between 19.1% and 22.1% each.

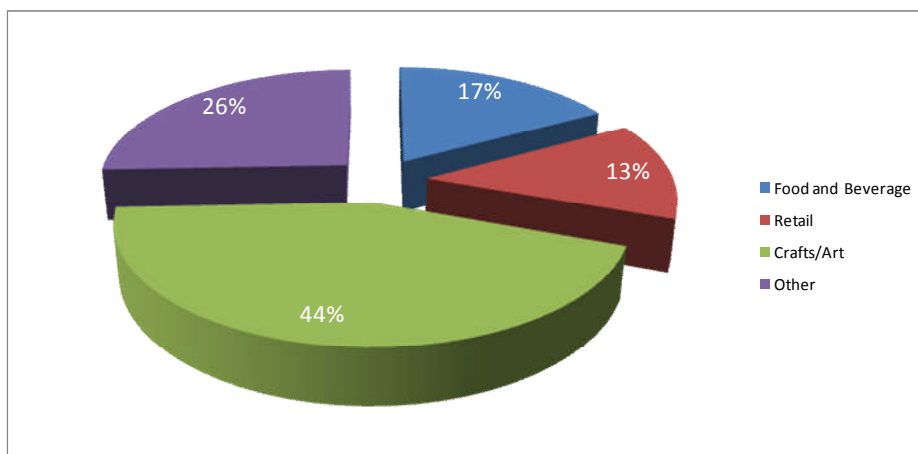
Figure ix – Out-of-town Festival Patrons – Historical Attendance at Festival



VENDOR PROFILE

There were 174 vendors registered for the 2010 Morden Corn and Apple Festival. According to the 82 responses received to the Vendor Survey distributed during the Festival, the following are characteristics of the vendors who participated in the 2010 Festival.

Figure x – Vendors by Type of business



“Other” types of businesses listed by vendor respondents were:

- Non-profit (3)
- Charitable organization
- Information

MORDEN CORN AND APPLE FESTIVAL

SOCIAL AND ECONOMIC IMPACT ANALYSIS

- Promotion
- Recycling
- Tatoos
- Driving school
- School/education
- Government
- Game and fish
- Real estate investment info
- Show display
- Conservation group
- Home-based business
- Organic products manufacturer
- Sales/service

Figure xi – Historical Participation as Vendor at Festival

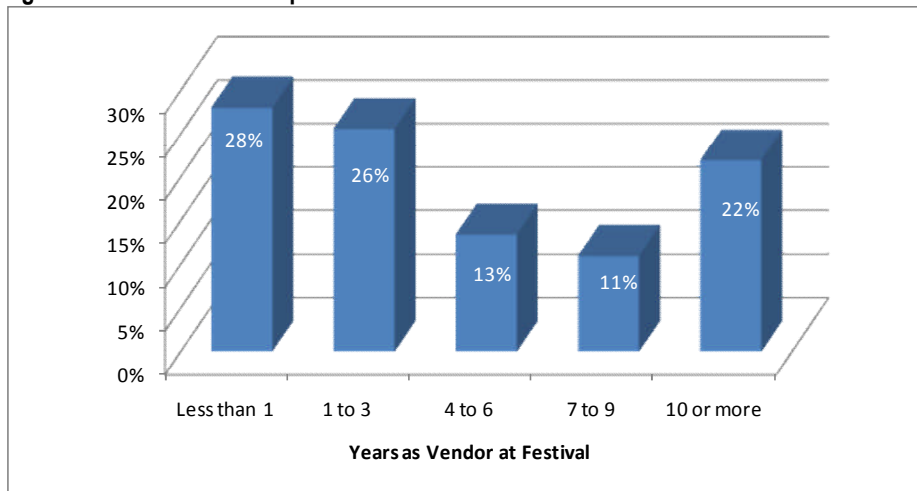
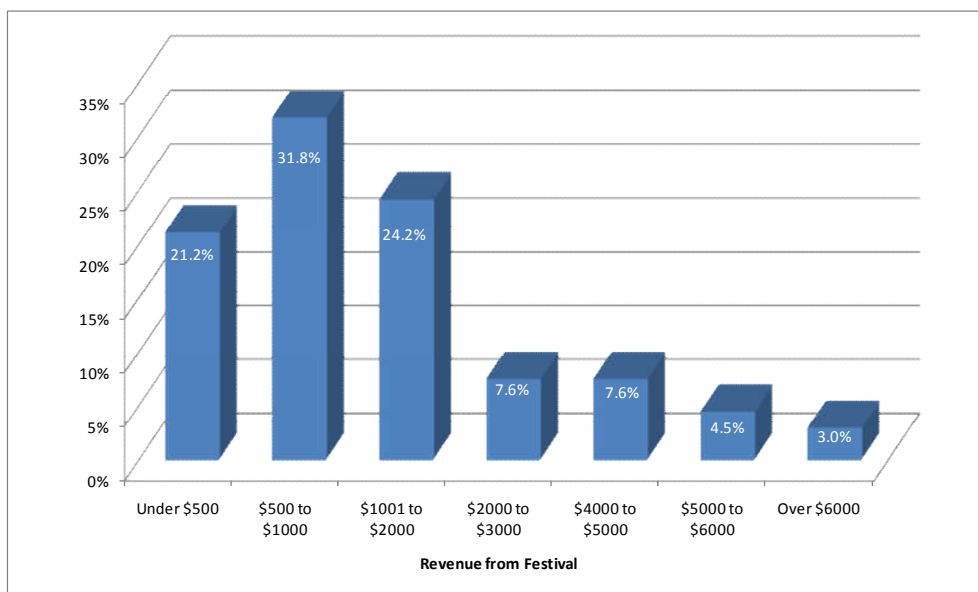
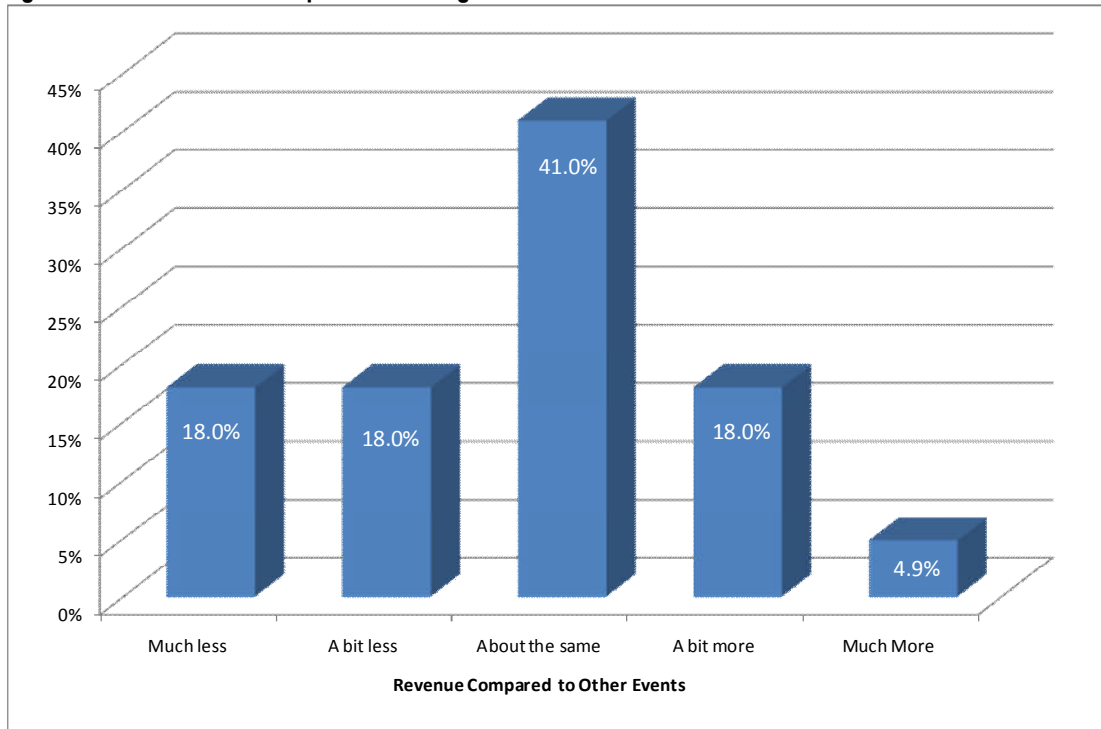


Figure xii – Revenue from Selling at Festival



MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

Figure xiii – Revenue as Compared to Selling at Other Events



As illustrated in the figure above, the largest number of respondents (41%) indicated that their revenue from the Festival is about the same compared to other events they participate in. The responses of “much less”, “a bit less” and “a bit more” were each chosen by 18% of respondents. A small number of respondents (4.9%) indicated their revenue to be “much more”.

Though not solicited, many respondents to the vendor survey added comments, which are summarized below:

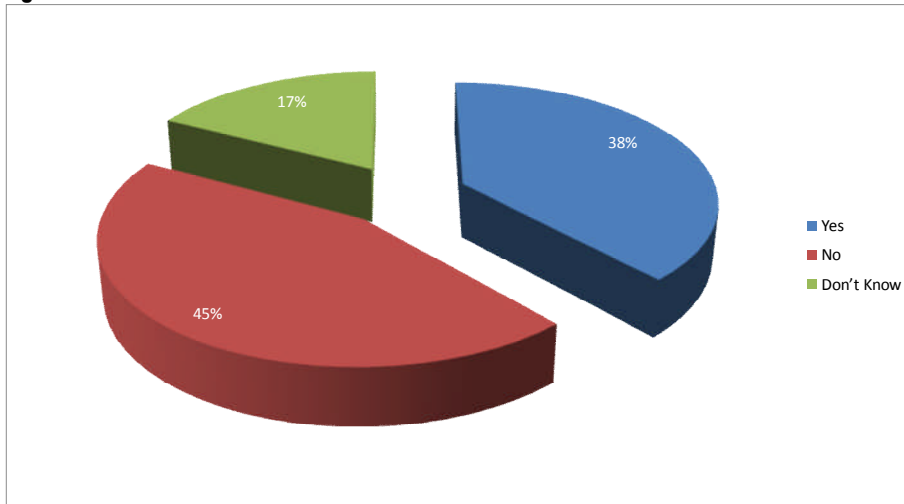
- Would like to see more recycling and composting.
- Layout of vendor space is crowded and not all vendors remain in their allotted spaces. There appeared to be some vendors selling products throughout the grounds without purchasing booth space.
- High competition among vendors selling similar items.
- Some vendors would prefer to see more crafters and fewer commercialized booths.
- Organization of festival is better than any other festival
- Public facilities were not cleaned on a regular basis.
- Hotel/motel accommodations not available.

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

Table ii - Participation in Other Events

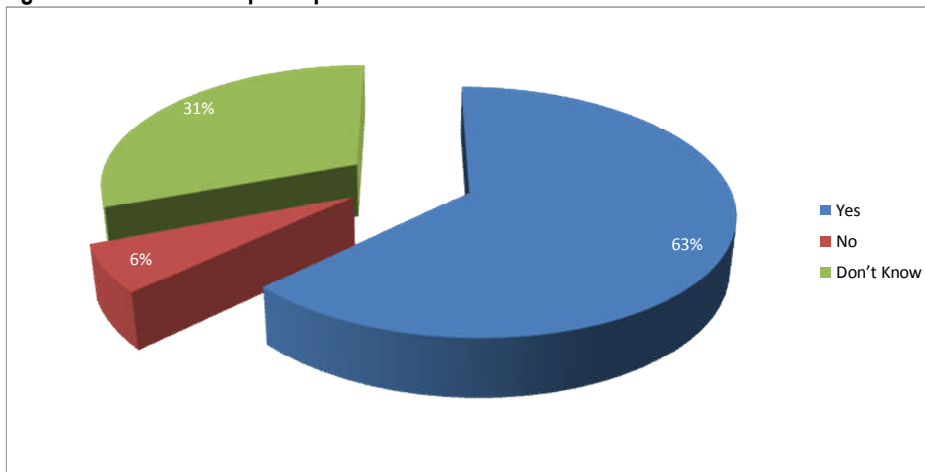
Number of Events that Vendors Sell at in a Year			
Average	Median	Maximum	Minimum
9.93	6	50	0

Figure xiv – Festival as a Draw for Vendors



When vendors were asked if they would be selling at another event the weekend of the Festival if they were **not** selling at the Festival, 38% replied “yes”, indicating that they chose to sell at the Morden Corn and Apple Festival instead of another event, while 45% indicated “no”.

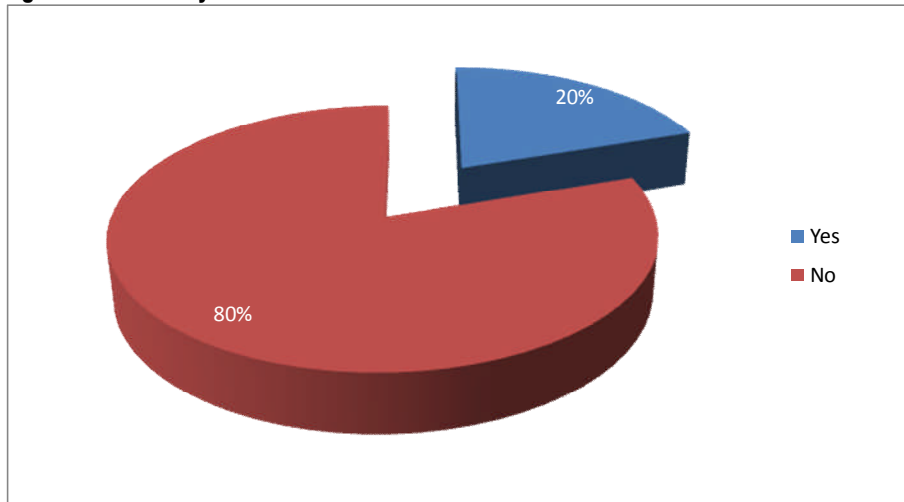
Figure xv – Intention to participate as vendor at Festival in 2011



The figure above illustrates that the majority (63%) of vendors indicated they would participate in the Festival next year.

MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

Figure xvi – Primary Residence of Vendors



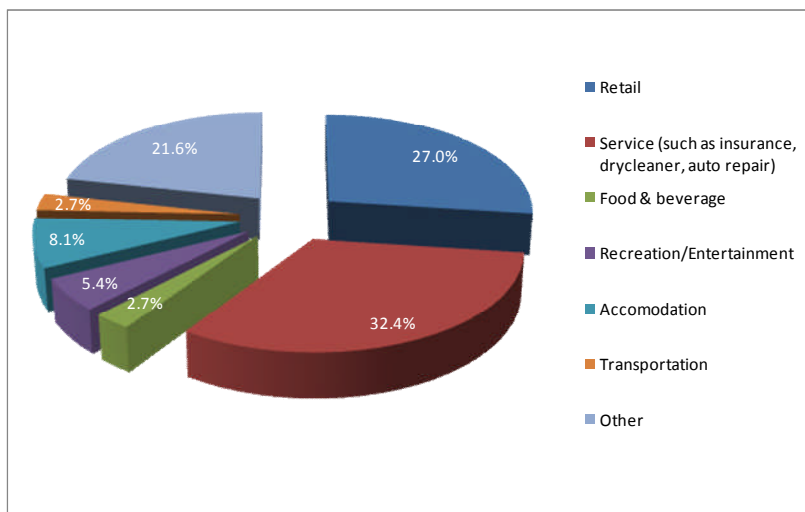
The majority (80%) of vendors participating in the Festival indicated they do not reside in Morden. Of these out-of-town vendors, 87% reside elsewhere in Manitoba and 13% reside in another Canadian province.

LOCAL BUSINESS PROFILE

The majority of Morden businesses that responded to the Local Business survey were either in the retail sector (27%) or service sector (32.4%). The next largest group at 21.6% were those businesses in a sector other than the choices given. "Other" businesses were:

- Advertising
- Attraction
- Construction
- Education
- Health care
- Industry (printing)
- Quasi-municipal gov't

Figure xvii – Local Businesses by Sector

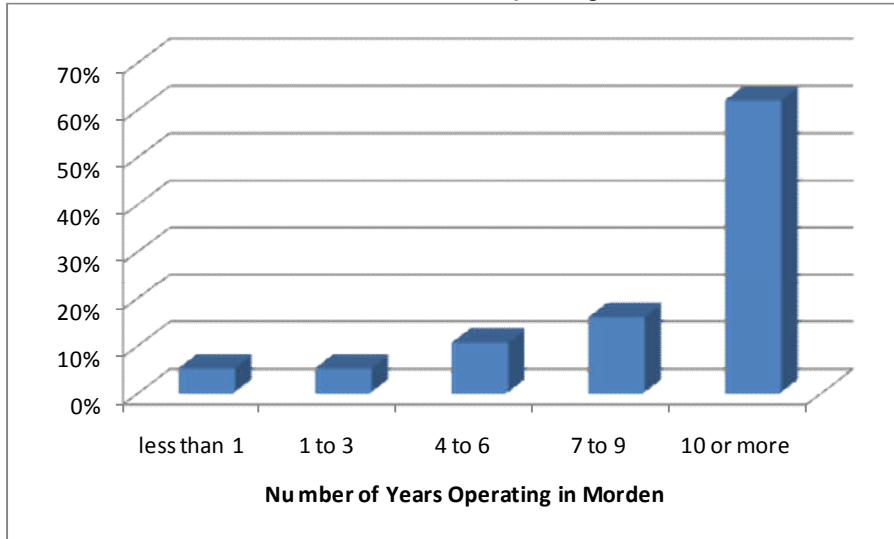


MORDEN CORN AND APPLE FESTIVAL

SOCIAL AND ECONOMIC IMPACT ANALYSIS

According to the local business survey, almost 90% of Morden businesses have been operating for 4 years or more, with the majority operating in the community for ten (10) years or more.

Table iii – Local Businesses – Number of Years Operating in Morden



The local business survey asked respondents what their normal business hours are and what hours they operated their business during the Festival. Of the 37 businesses who responded to the survey, 70% indicated their business hours did not change. 11% extended their operating hours during the Festival, 8% shortened their hours somewhat, and 5% closed their business. The businesses that extended their hours were in the retail or food and beverage sectors.

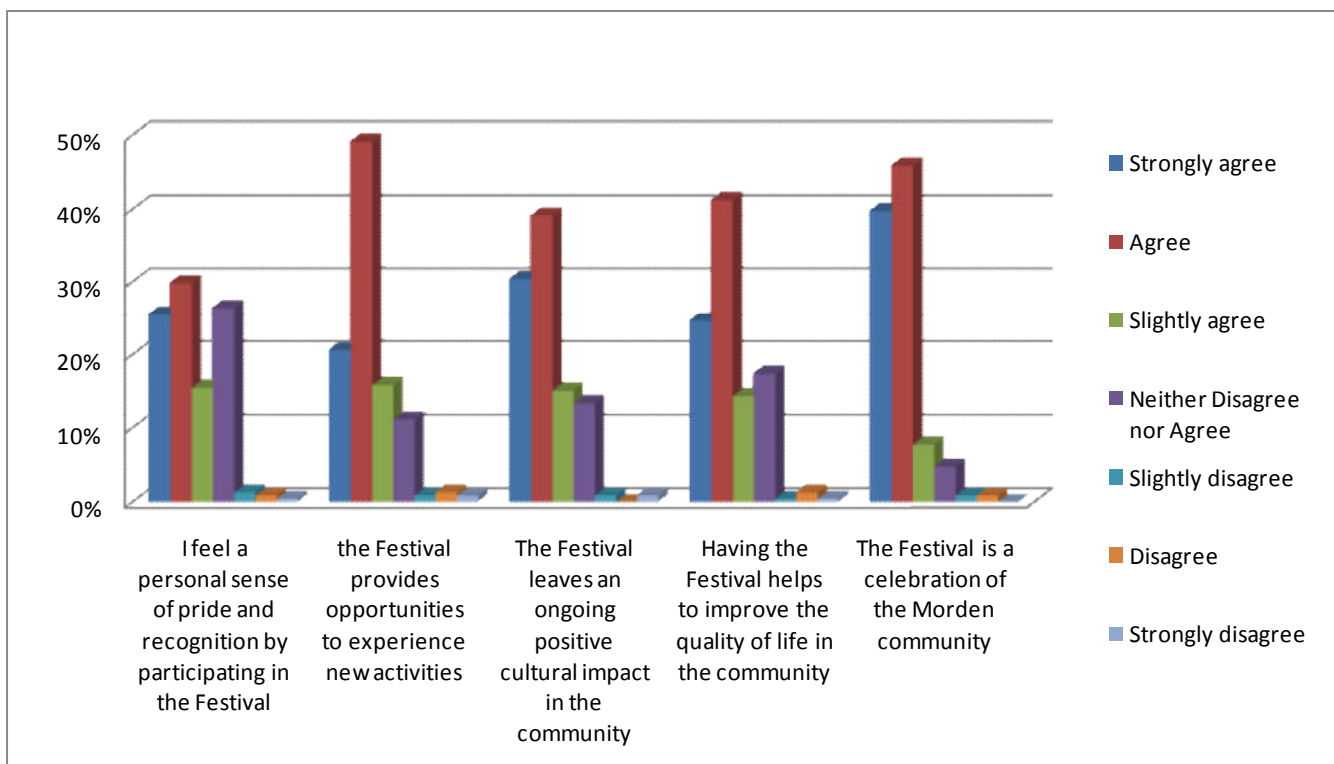
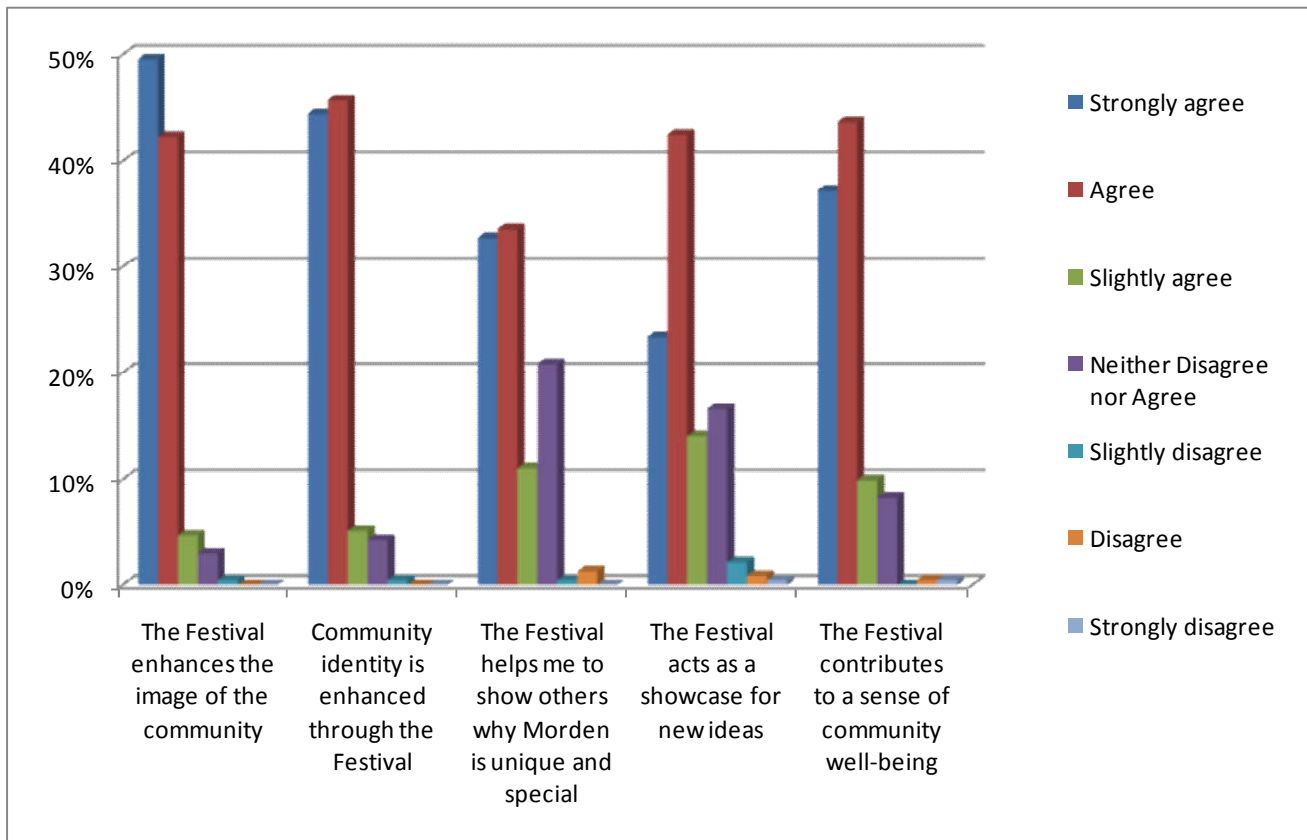
APPENDIX D

SOCIAL IMPACTS

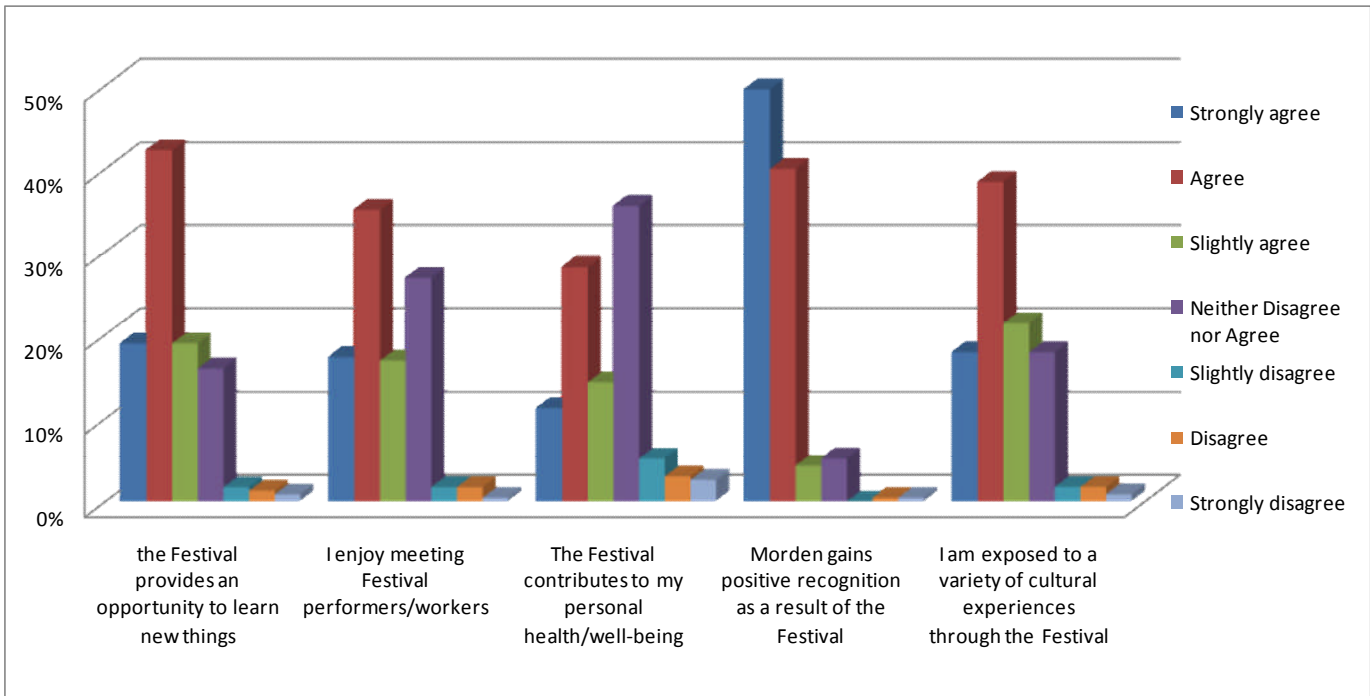
MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

SOCIAL IMPACTS

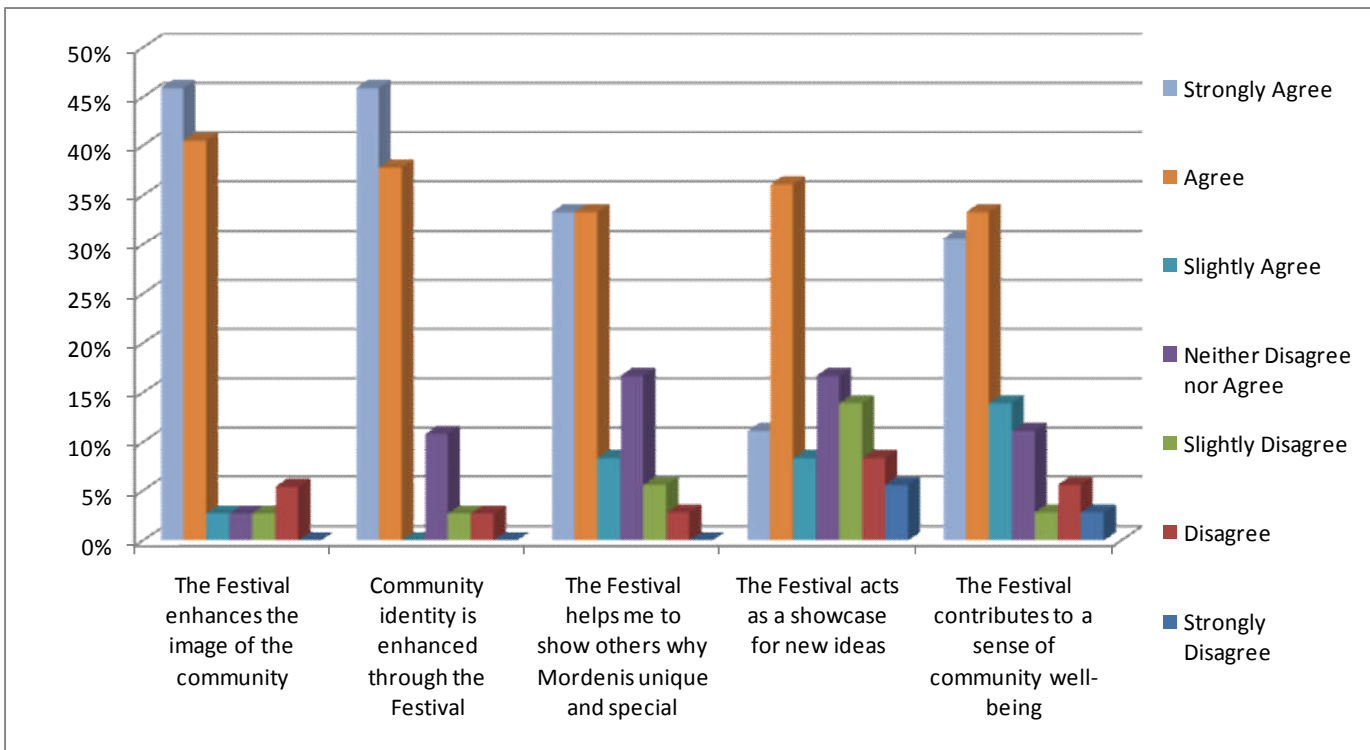
POSITIVE SOCIAL IMPACTS – PATRON SURVEY



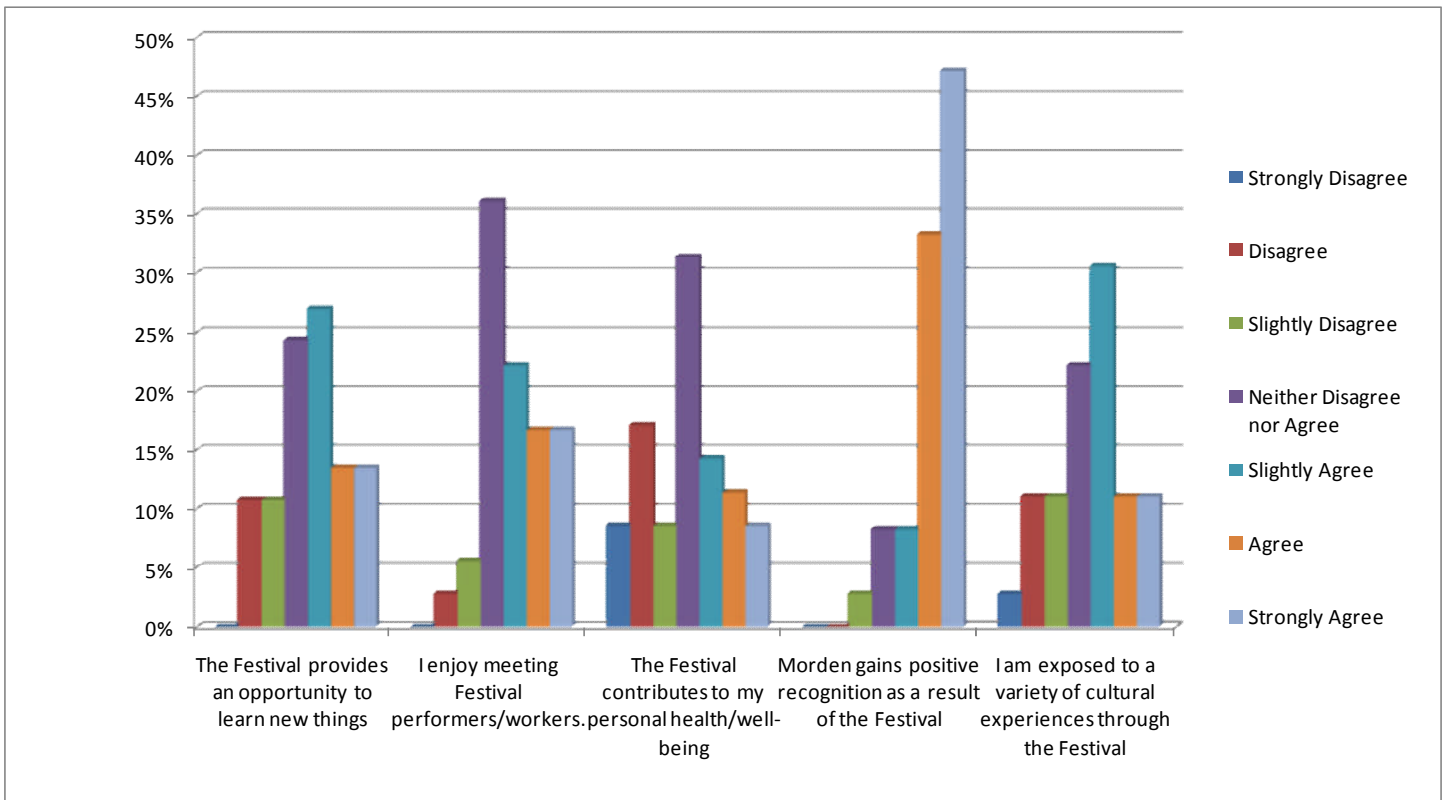
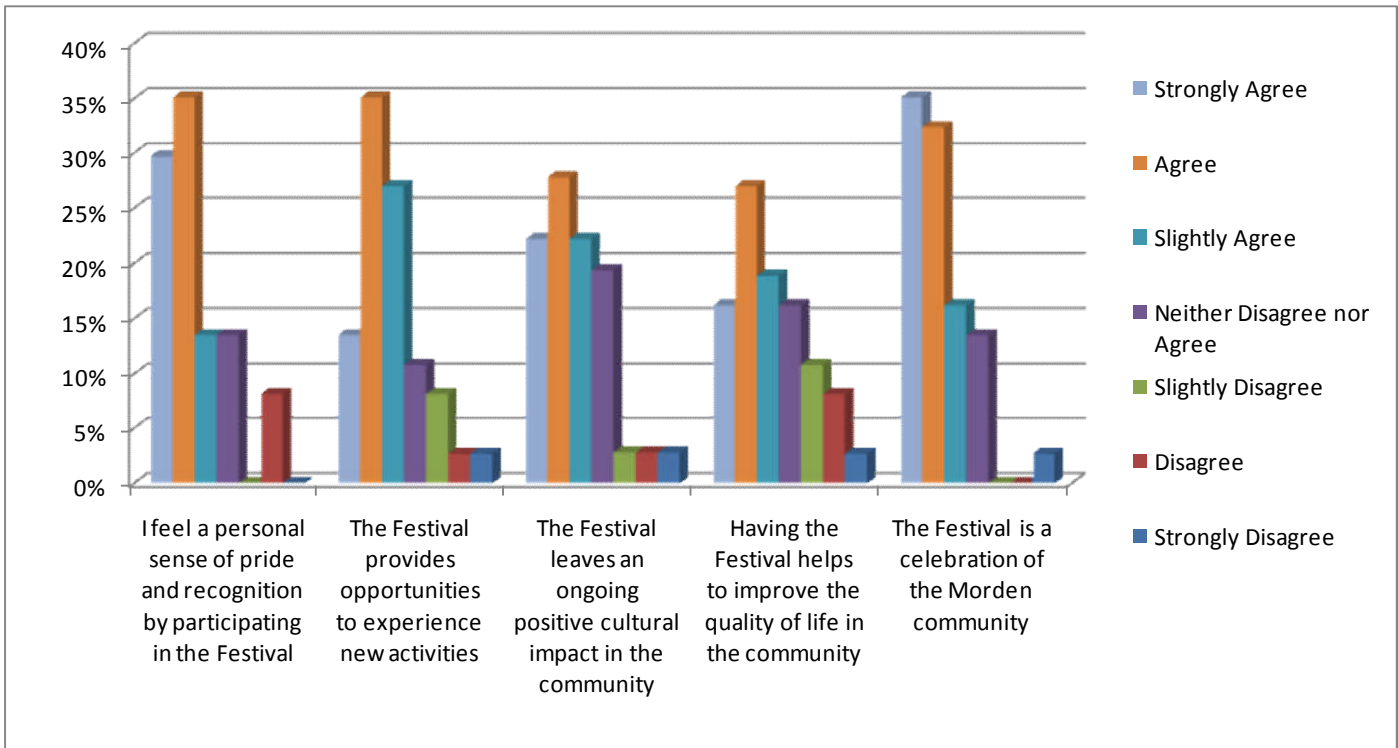
MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS



POSITIVE SOCIAL IMPACTS – BUSINESS SURVEY

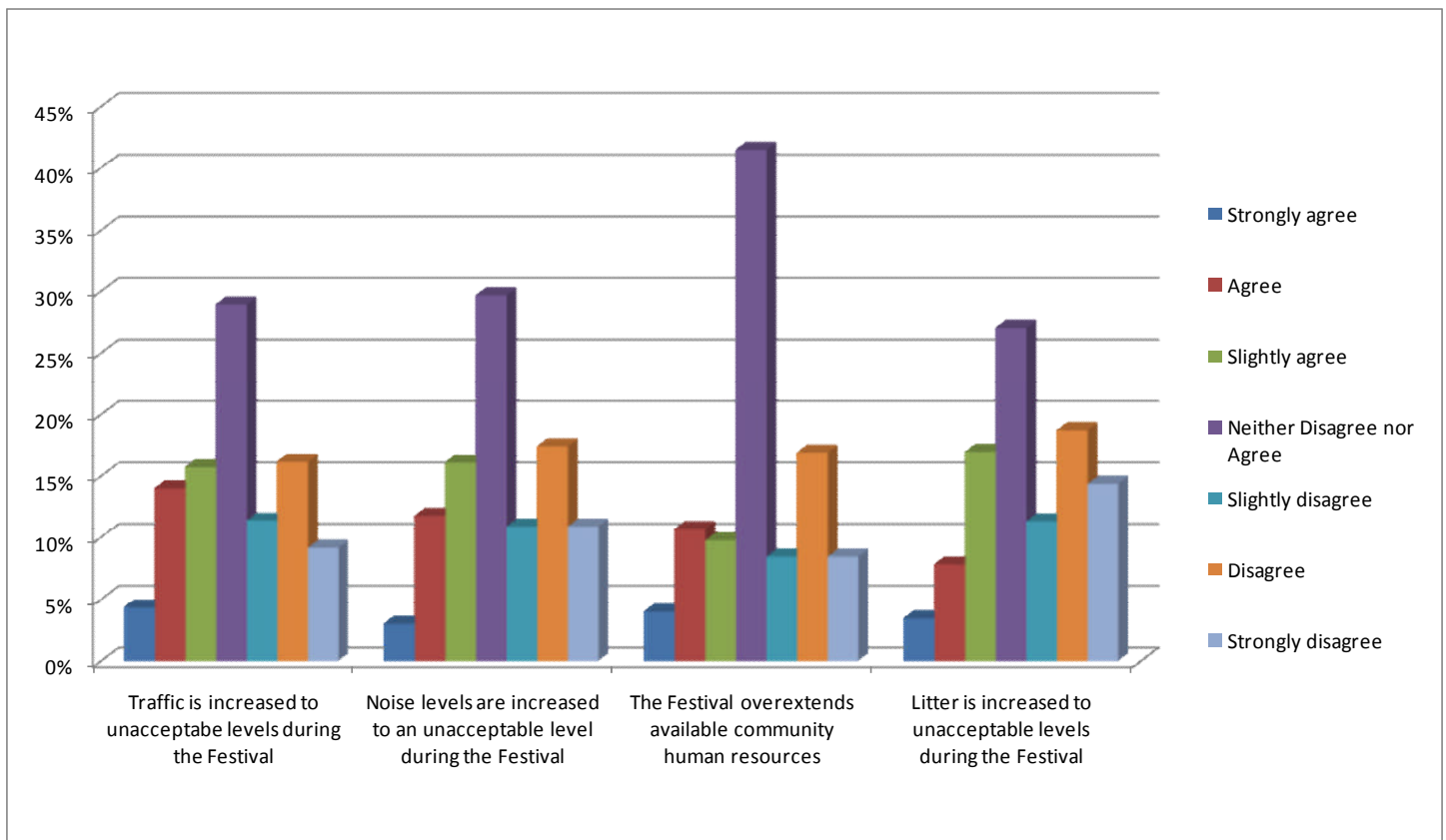
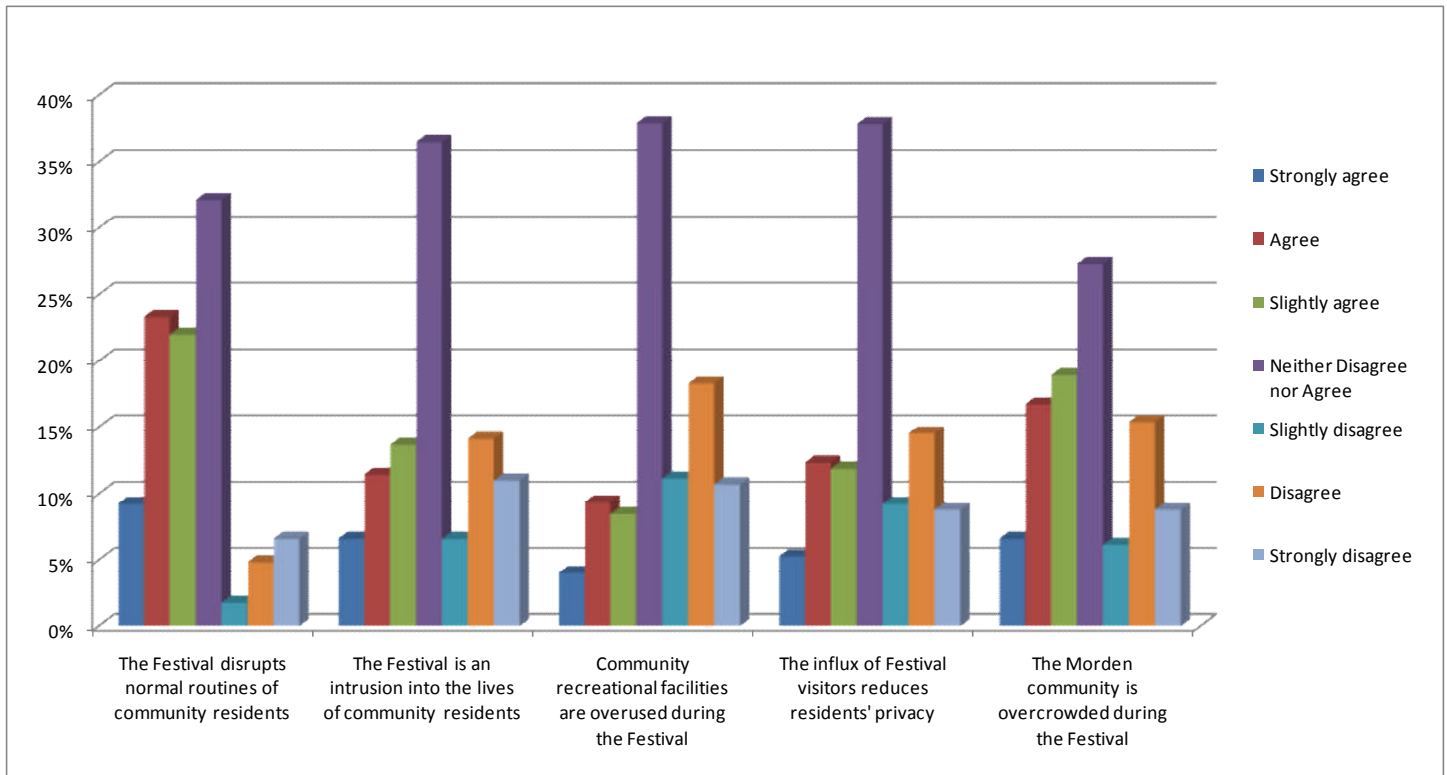


MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS



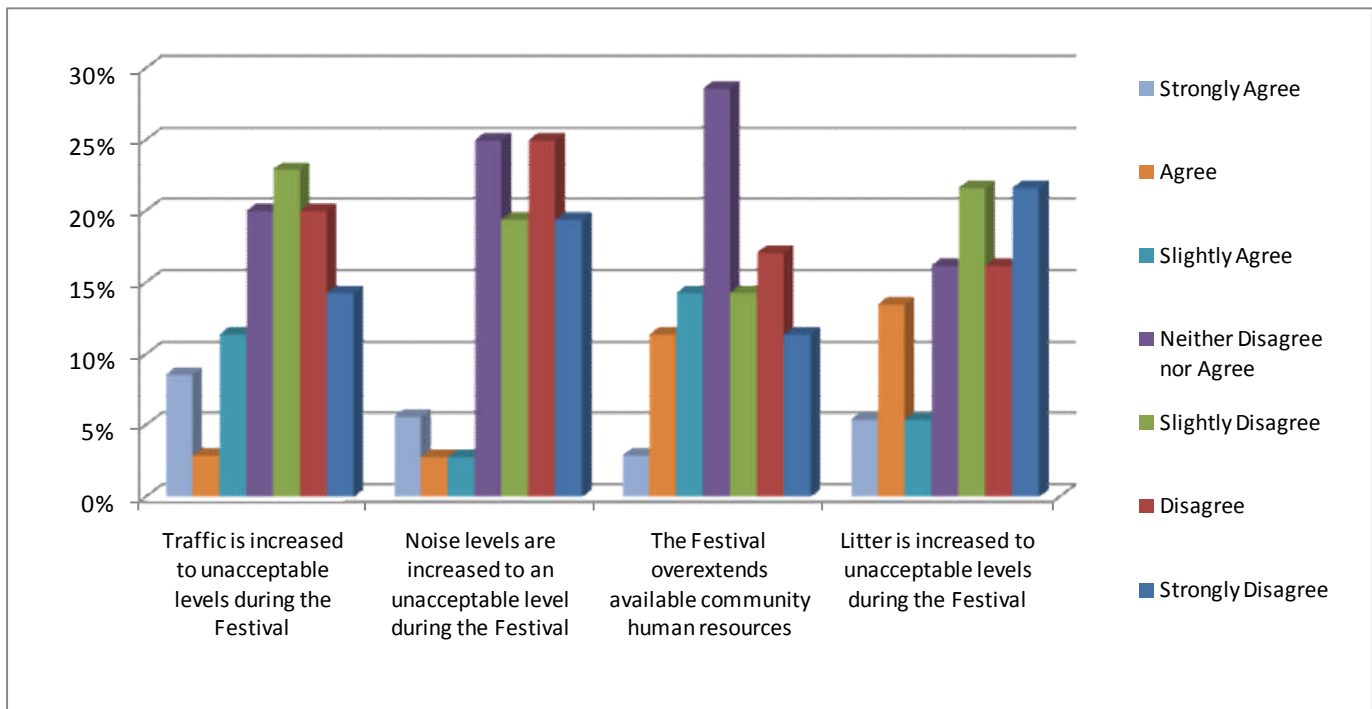
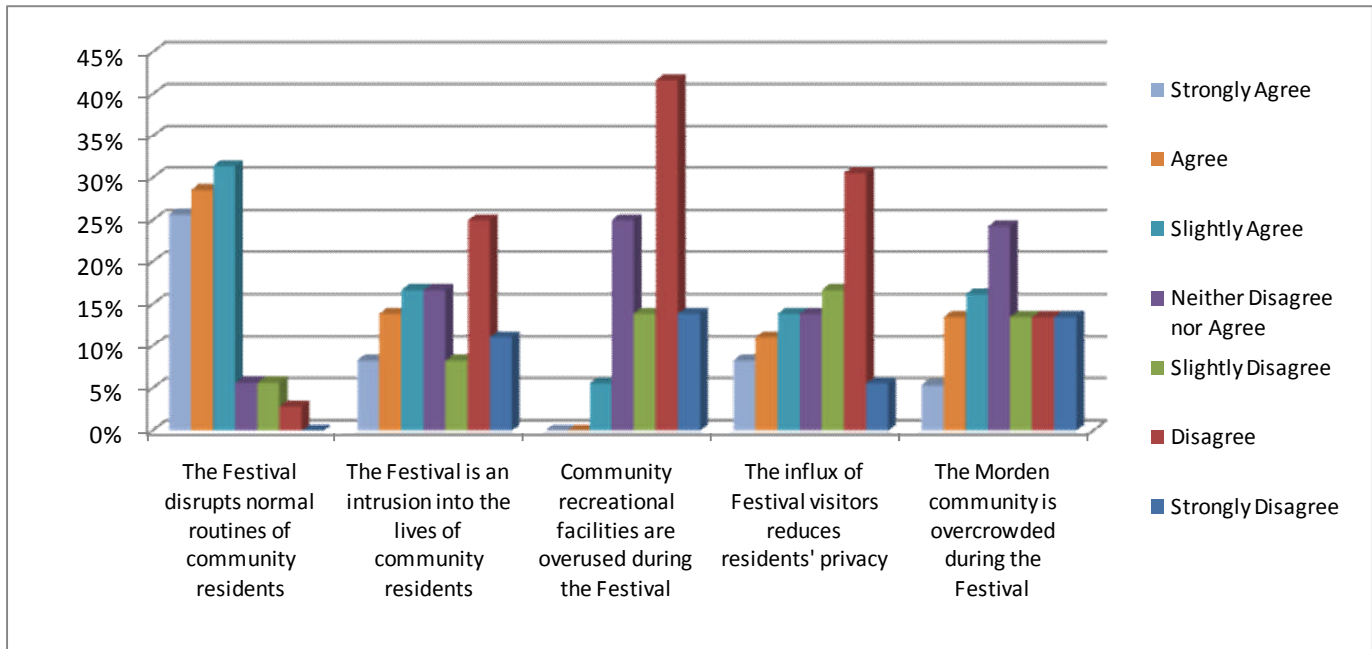
MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

NEGATIVE SOCIAL IMPACTS – PATRON SURVEY



MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

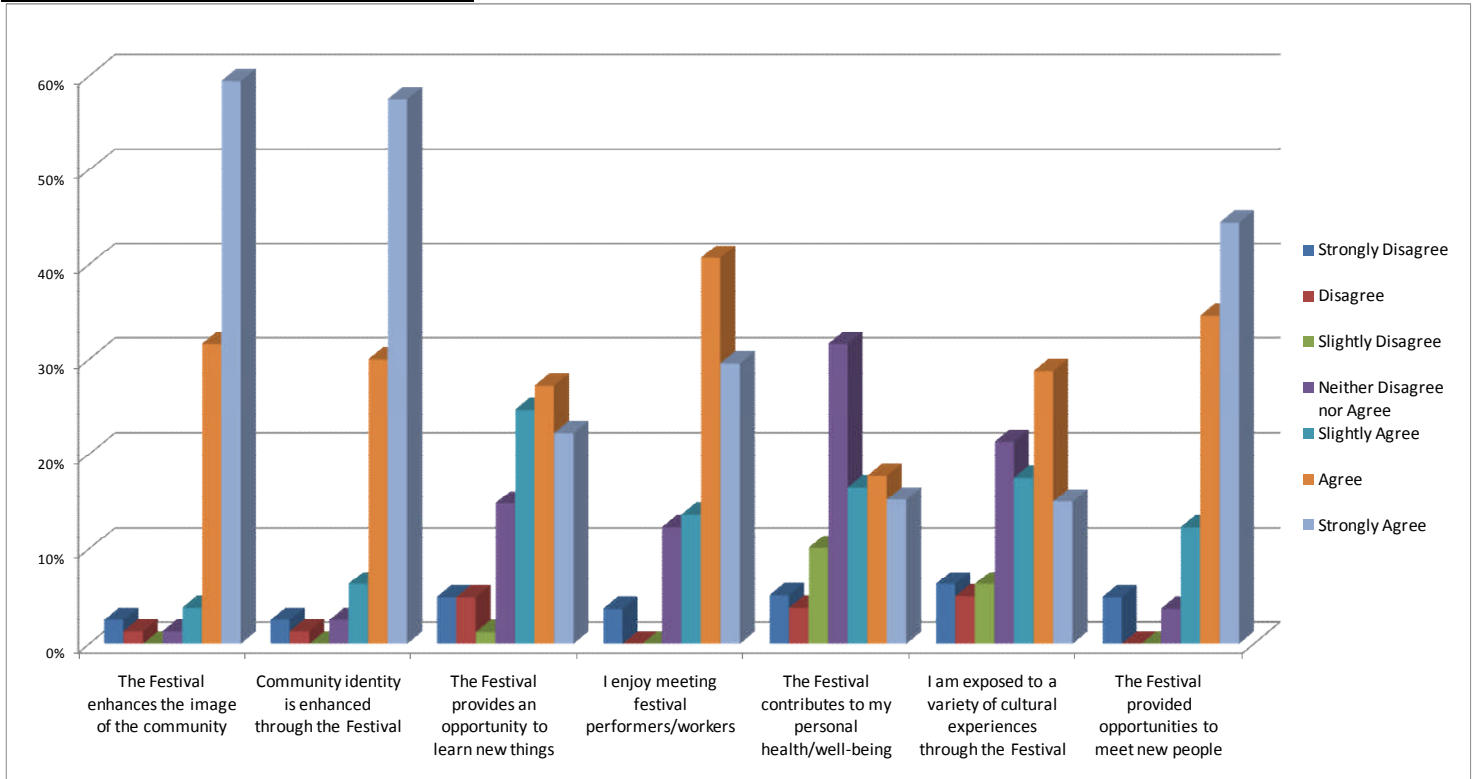
NEGATIVE SOCIAL IMPACTS – BUSINESS SURVEY



MORDEN CORN AND APPLE FESTIVAL SOCIAL AND ECONOMIC IMPACT ANALYSIS

VENDOR SURVEY

POSITIVE SOCIAL IMPACTS – VENDOR SURVEY



NEGATIVE SOCIAL IMPACTS – VENDOR SURVEY

