



# Juno Awards, Calgary Intercept Survey Results

August 2008

Calgary

Edmonton

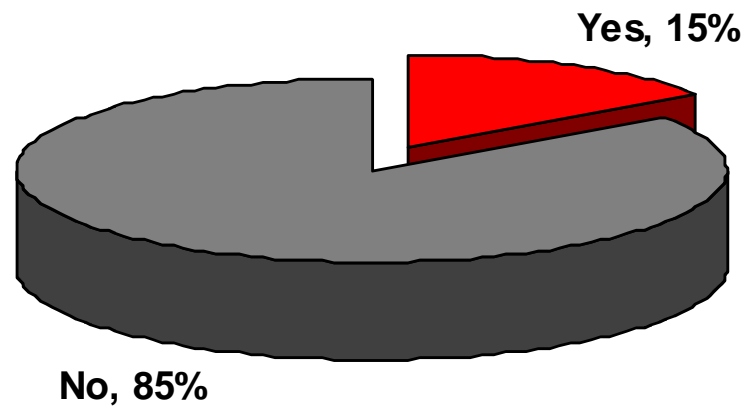
Toronto

Montreal

Philadelphia

New York

Have they previously attended the Juno Awards or Weekend event? (n=123)

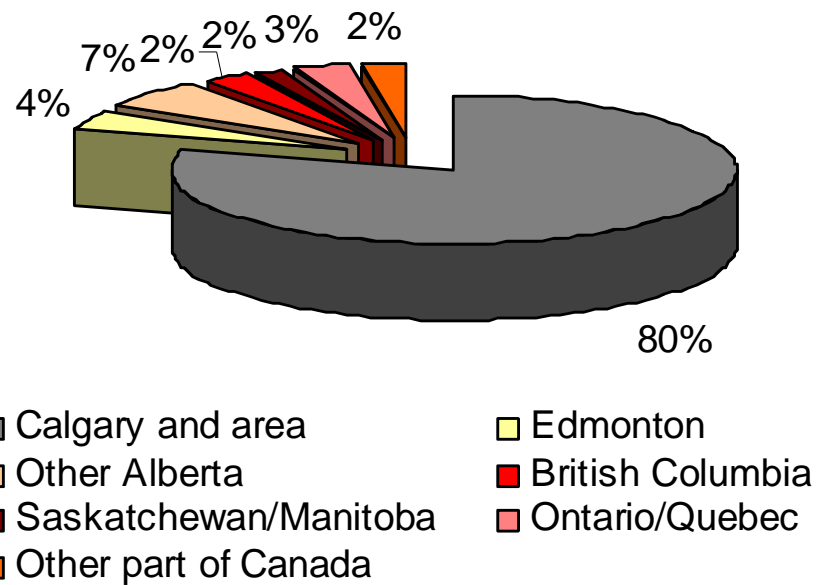


## Who are they with at the event? (n=123)

Are you here...?	Percent
Alone	12%
With colleagues	6%
<b>With friends only</b>	35%
<b>With family/ partner/spouse only</b>	29%
<b>Friends and family</b>	15%
With family, friends and colleagues	2%
With an organized group or tour	1%

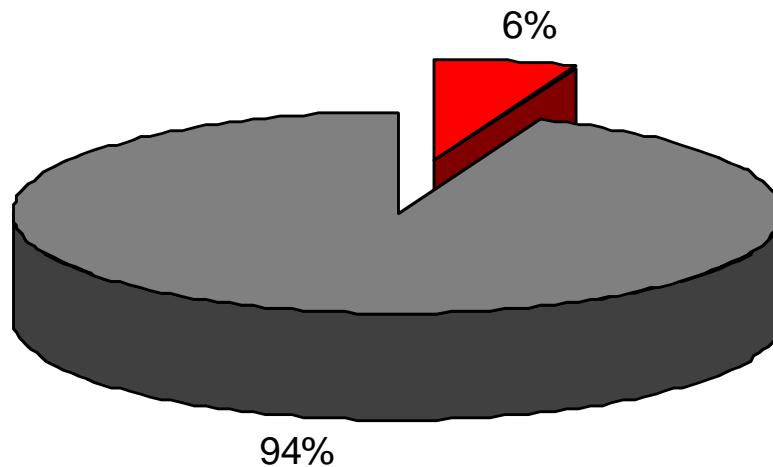
On average, 3-4 people groups

One in five attendees are visitors from out of town. (n=122)



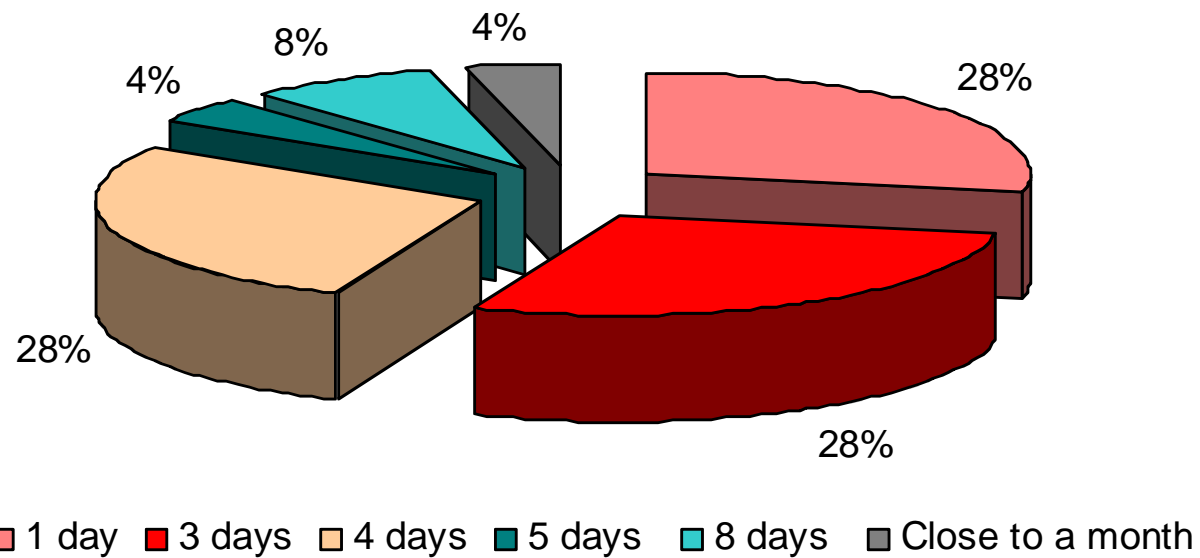
## Did out-of-town guests come with them to the event? (n=97)

6% came with guests from:



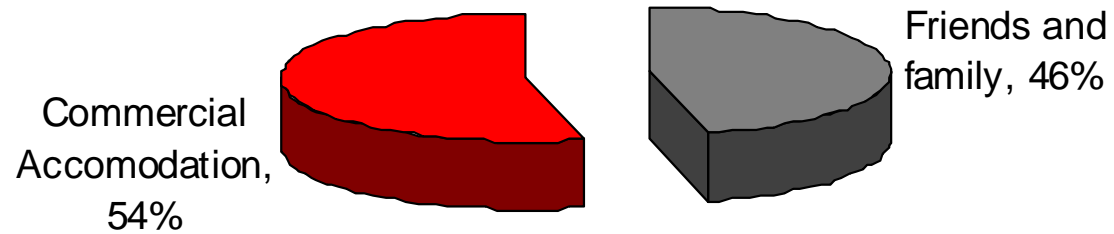
- Edmonton 33%
- Other Alberta 33%
- British Columbia 17%
- Saskatchewan/  
Manitoba 33%
- Ontario/Quebec 50%
- Other Canada 17%

## How many days did they staying in Calgary? (n=25)



56% stayed 3 or 4 days

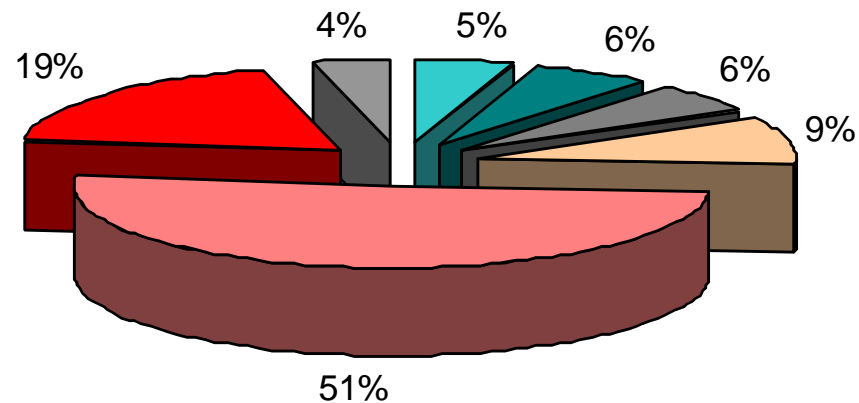
Did they staying with friends/family or in commercial accommodations? (n=22)



## Ratings of specific aspects of the event? (n=116)



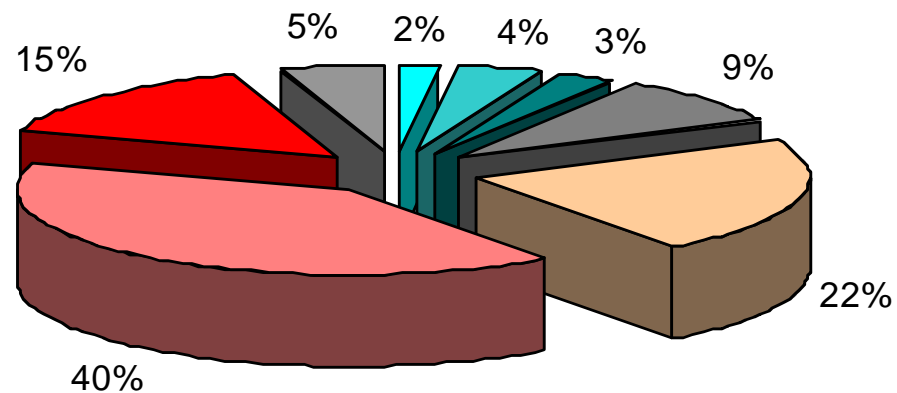
## Hosting the Juno Awards will improve the image of Calgary across Canada. (n=116)



■ Disagree      ■ Mildly Disagree      ■ Neutral  
■ Mildly Agree      ■ Agree      ■ Strongly Agree  
■ Don't know

About eight out of ten respondents (79%) agreed (“mildly agree” + “agree” + “strongly agree”)

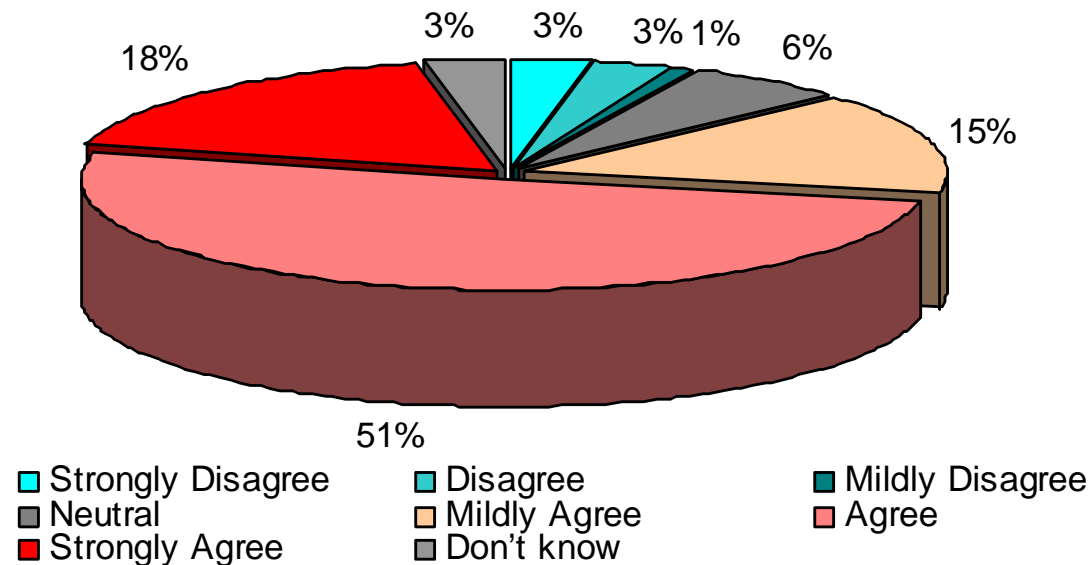
## Calgarians will become more appreciative of the arts and live music events. (n=116)



- Strongly Disagree
- Disagree
- Mildly Disagree
- Neutral
- Mildly Agree
- Agree
- Strongly Agree
- Don't know

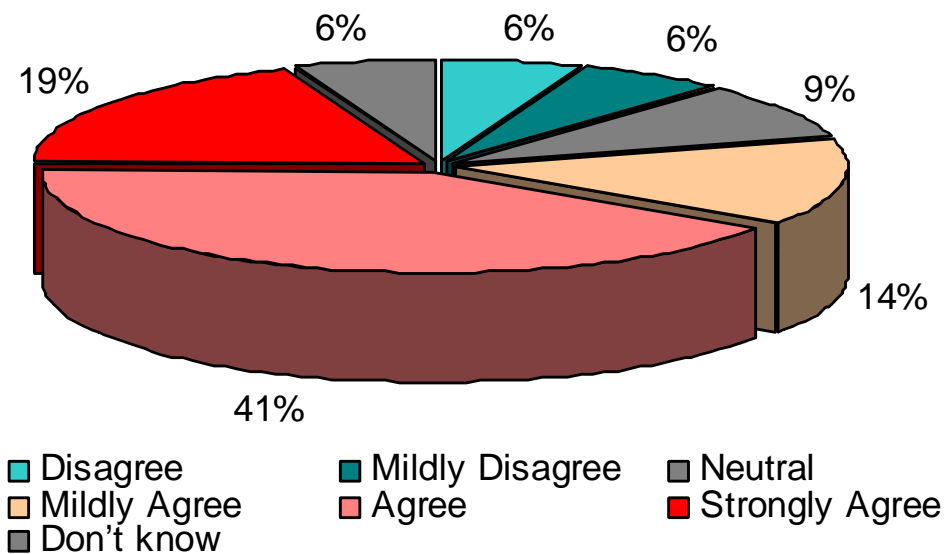
About eight out of ten respondents (77%) agreed (“mildly agree” + “agree” + “strongly agree”)

It will improve the perception of Calgary as a vibrant arts community. (n=116)



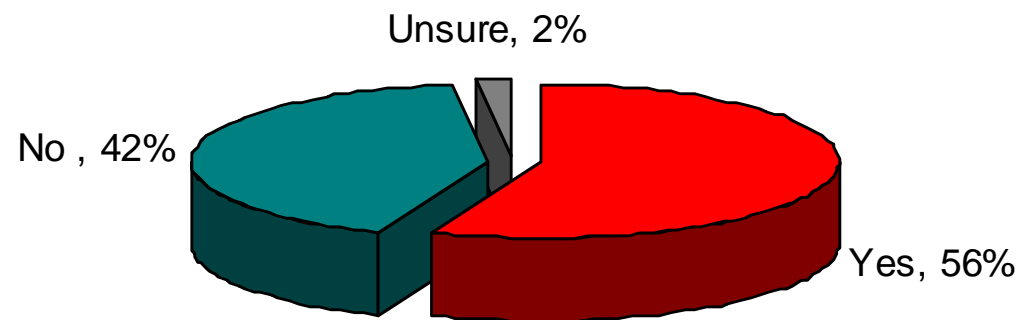
More than eight out of ten respondents (85%) agreed (“mildly agree” + “agree” + “strongly agree”)

## The Junos will leave a lasting legacy on the Calgary music scene. (n=116)



Three quarters of the respondents (74%) agreed (“mildly agree” + “agree” + “strongly agree”)

Do you recall seeing or hearing the "Calgary. Music Lives Here" slogan? (n=116)



## Overall Rating of The Juno Event. (n=116)

- ▶ Overall, more than three quarters of the respondents rate the Juno Awards event as either good (40%) or excellent (38%)