



Supercrawl 2013

Attendee Survey Results



September 2013



The Centre for Community Study (CCS) is a social enterprise focusing on urban and community research. The CCS provides services to the public, not-for-profit and private sectors with expertise in a variety of areas including: Urban trends and analysis; community renewal strategies; media policy analysis; organizational and strategic planning. For more information go to www.communitystudy.ca



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1.0 Introduction

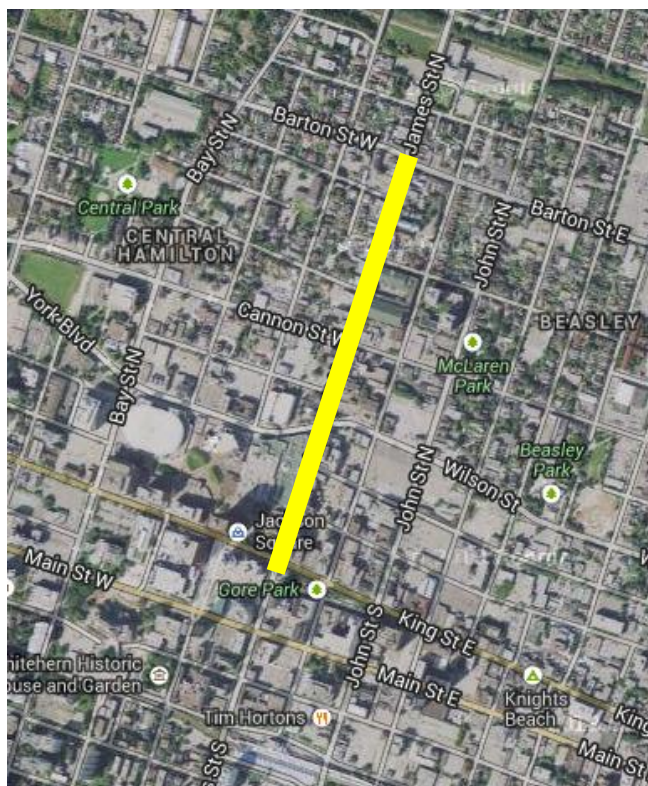
Supercrawl is an annual event that celebrates the diversity of James North, the multi-disciplinary arts district in Hamilton, Ontario. The fifth edition of the music and arts festival was held on September 13th and 14th, 2013. The festival stretches along James Street from Gore Park at the South to Barton Street (see Figure 1) and included a waterfront stage at the west harbourfront. 2013 attendance figures for the two days were between 80,000-100,000 according to police estimates.

The Supercrawl 2013 attendee survey was conducted to help expand the understanding of the nature of the event which has developed into one of the premier festivals in the region.

1.1 Survey Notes

The survey (attached as Appendix A) was conducted by a team of 12 volunteers. The survey was conducted at several locations including from the Supercrawl information booth but was primarily conducted at random on James Street North. The survey was conducted on the second day of the two-day festival: Saturday September 14, 2013 between 12pm-10pm. In addition, there was an opportunity to fill out the survey online after the festival.

Figure 1: Festival Location



Source: Google.ca

Out of 807 surveys conducted, 771 were fully completed, representing a 96% completion rate. The partially completed surveys still provide some useful data that impacts certain results for particular questions. Of the total surveys submitted, approximately 670 were collected in hard copy format and 137 were collected using BlackBerry PlayBook tablets during the festival.

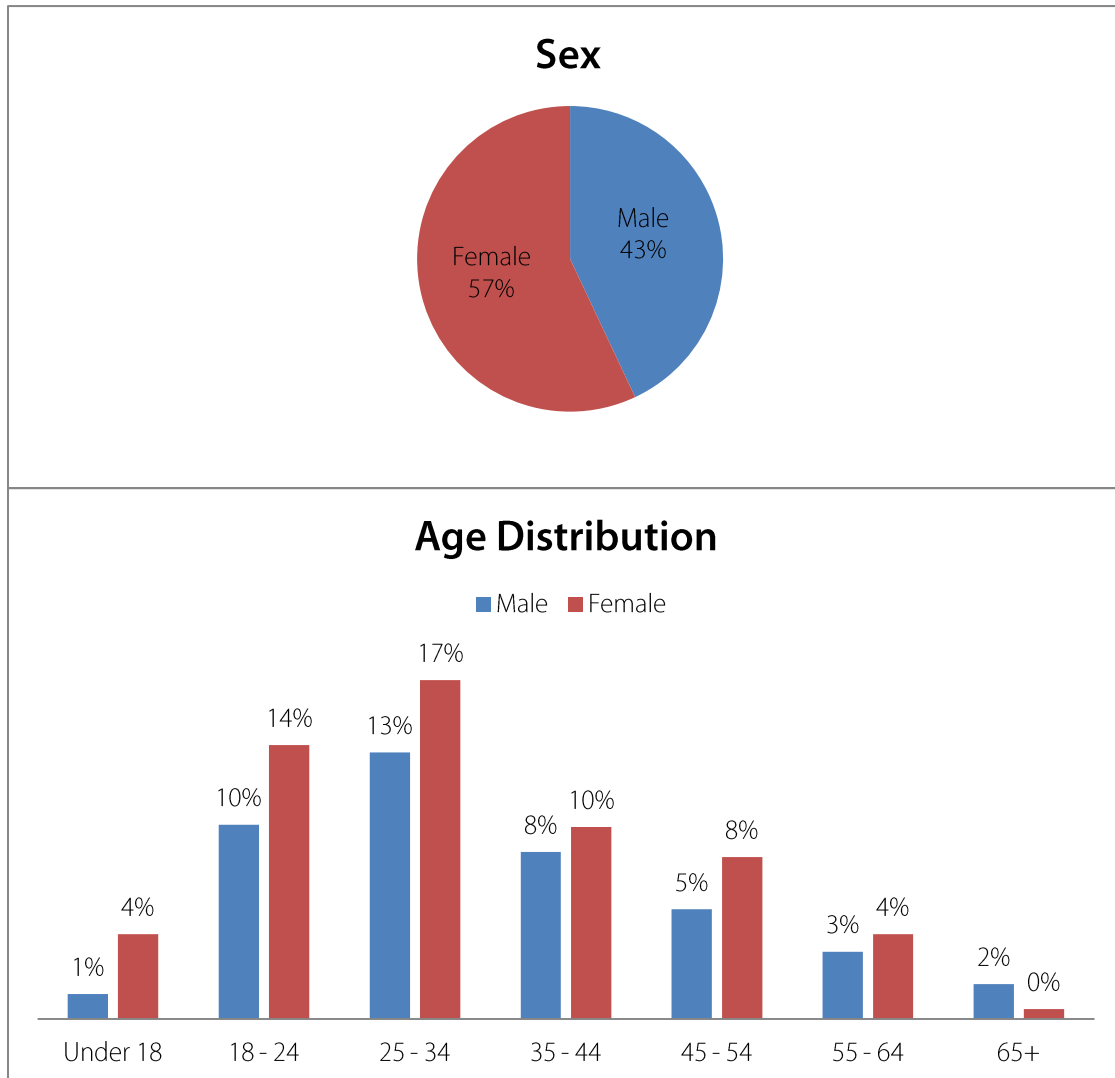
Themes covered by the survey include gender, age, attendee origin, transportation, promotion, event awareness, satisfaction, attractions, and spending habits.



2.0 Survey Results

2.1 Gender and Age

Figure 2: Gender and Age of Respondents

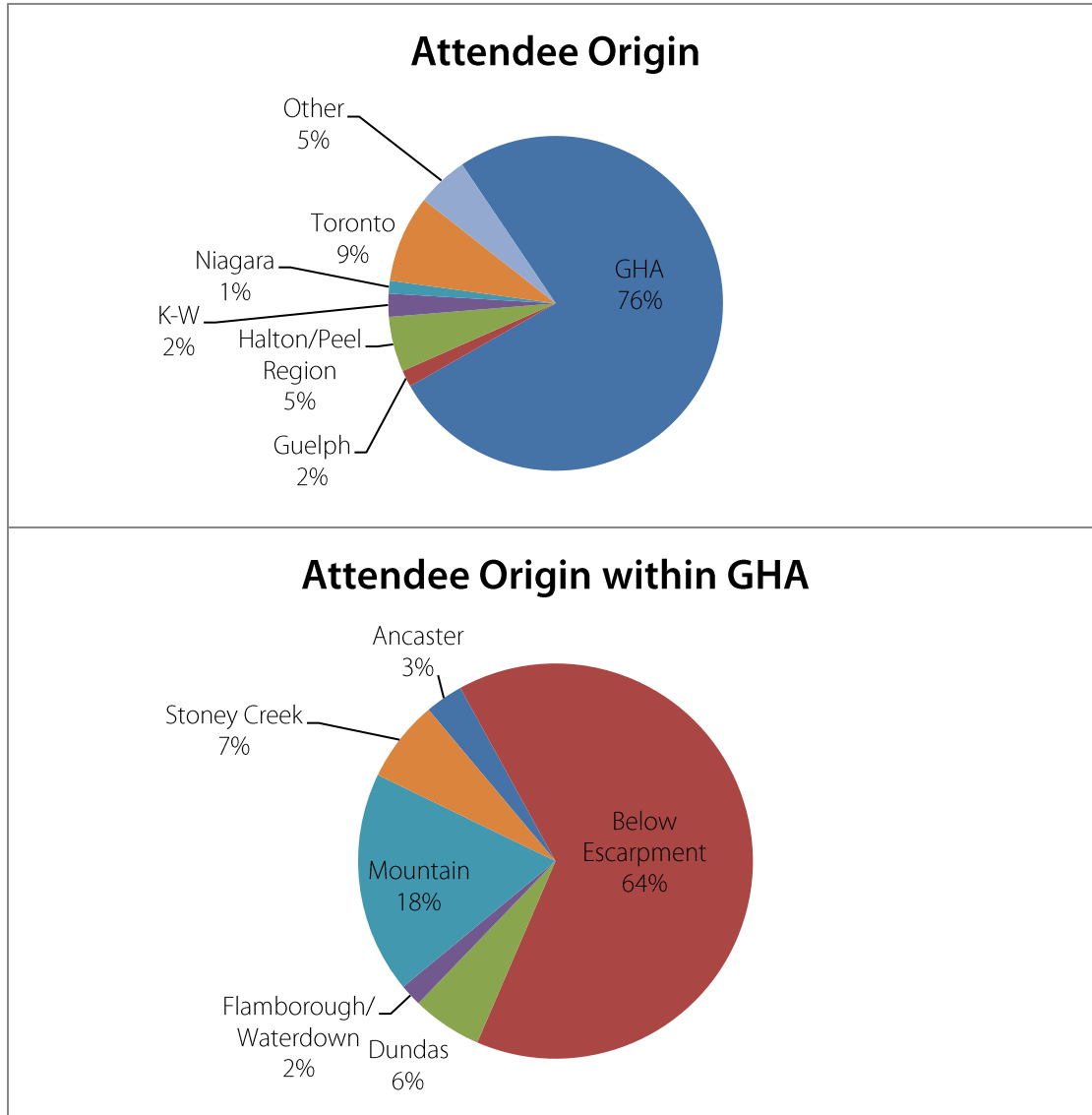


- A majority of survey respondents were female (57%).
- The age of respondents skewed to the younger side of the age spectrum peaking in the 25-34 age category for both men and women.
- Overall, 59% of respondents were 34 and under and 41% were 35 and older.



2.2 Attendee Origin

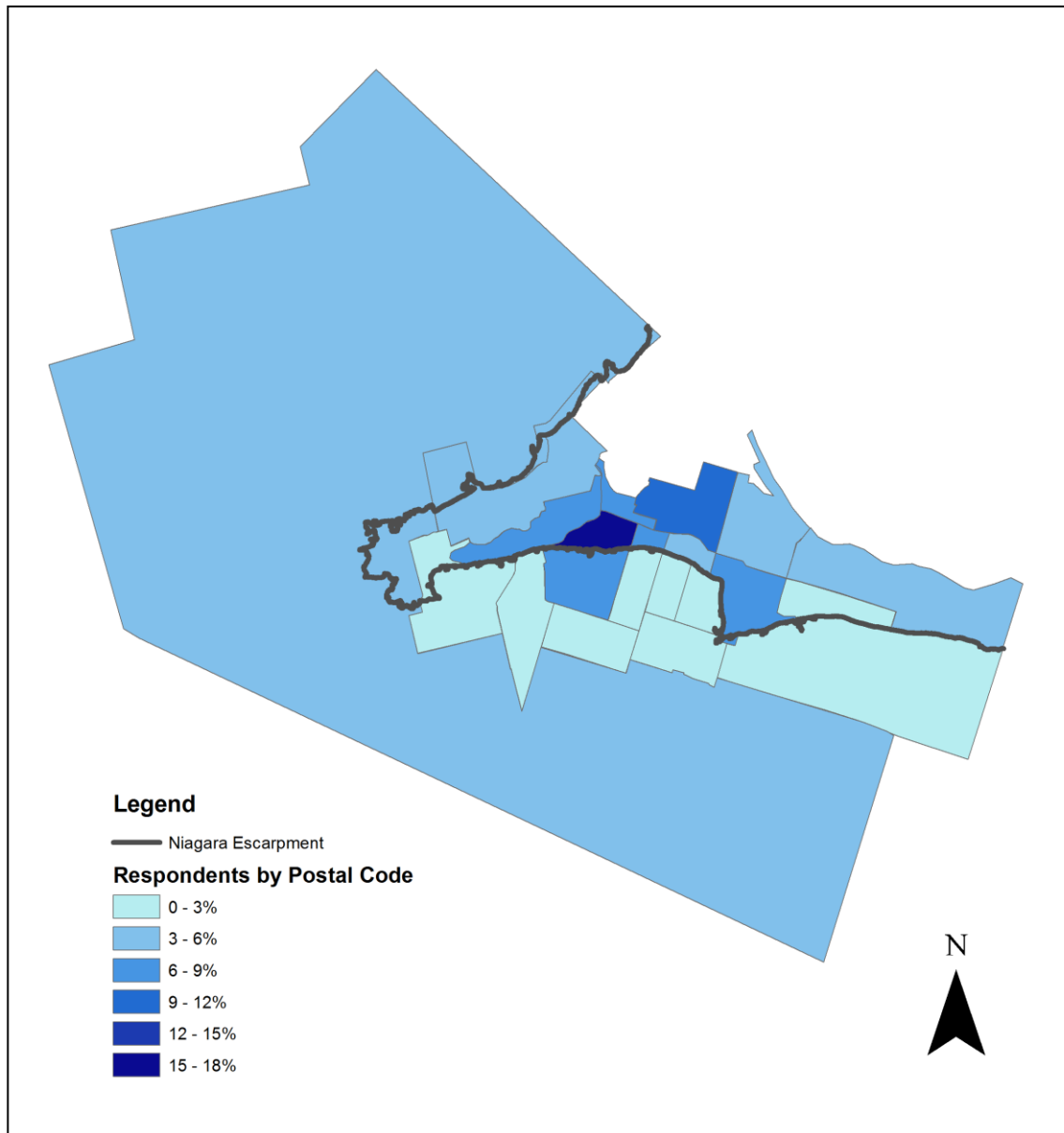
Figure 3: Origin of Respondents



- Supercrawl 2013 was primarily attended by Hamiltonians with 76% of respondents coming from the Greater Hamilton Area, followed by 9% from Toronto.
- Within the Hamilton region, a large majority (82%) came from the "old city of Hamilton" which includes areas above and below the escarpment (see Figure 4).
- Within the old City of Hamilton, the majority of respondents (64%) came from areas below the escarpment.



Figure 4: Respondents by Postal Code*

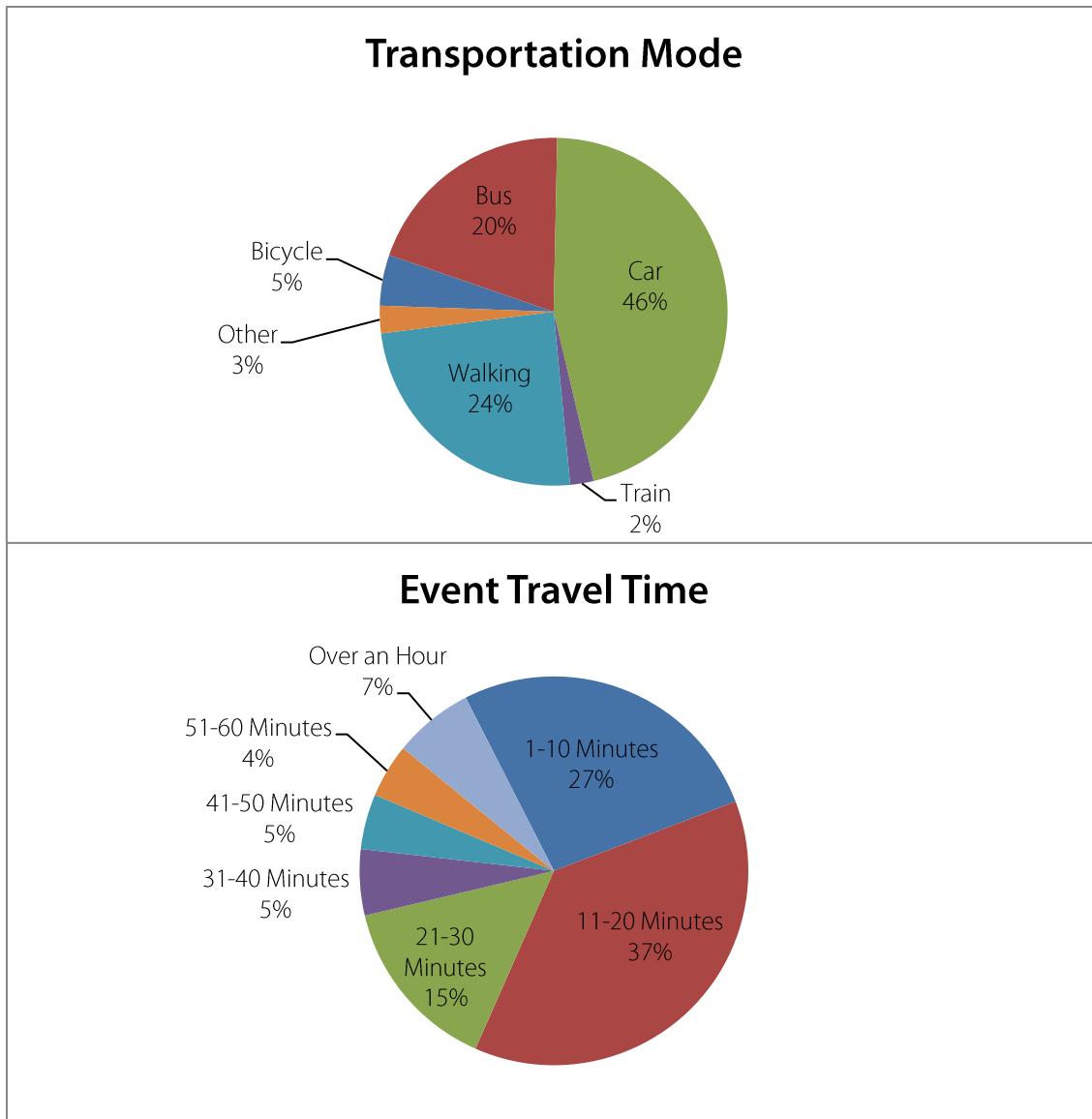


*Percentage out of total valid Hamilton postal codes entered



2.3 Transportation to Supercrawl

Figure 5: Transportation Mode and Travel Time of Respondents



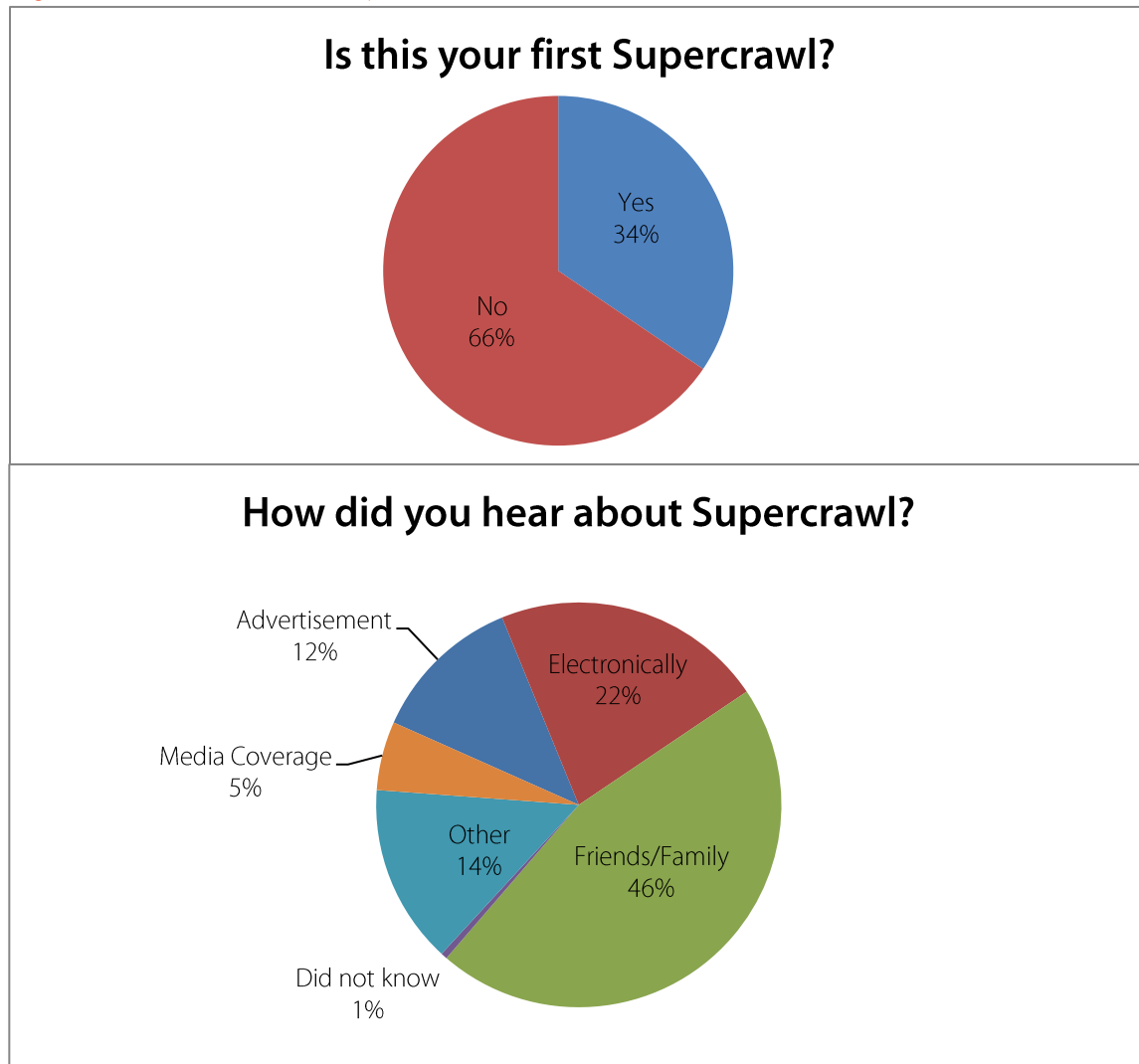
Note: Total responses for these questions were 783

- Nearly half (46%) of respondents came to Supercrawl 2013 by car.
- The second most popular mode of transportation was walking at 24%, followed by transit (bus and train) at 20%, which collectively add up to 44%.
- The majority of respondents (64%) had a travel time of 20 minutes or less to Supercrawl 2013, with most respondents traveling 11-20 minutes (37%) to attend.



2.4 Promotion and Event Awareness

Figure 6: Event Awareness of Respondents



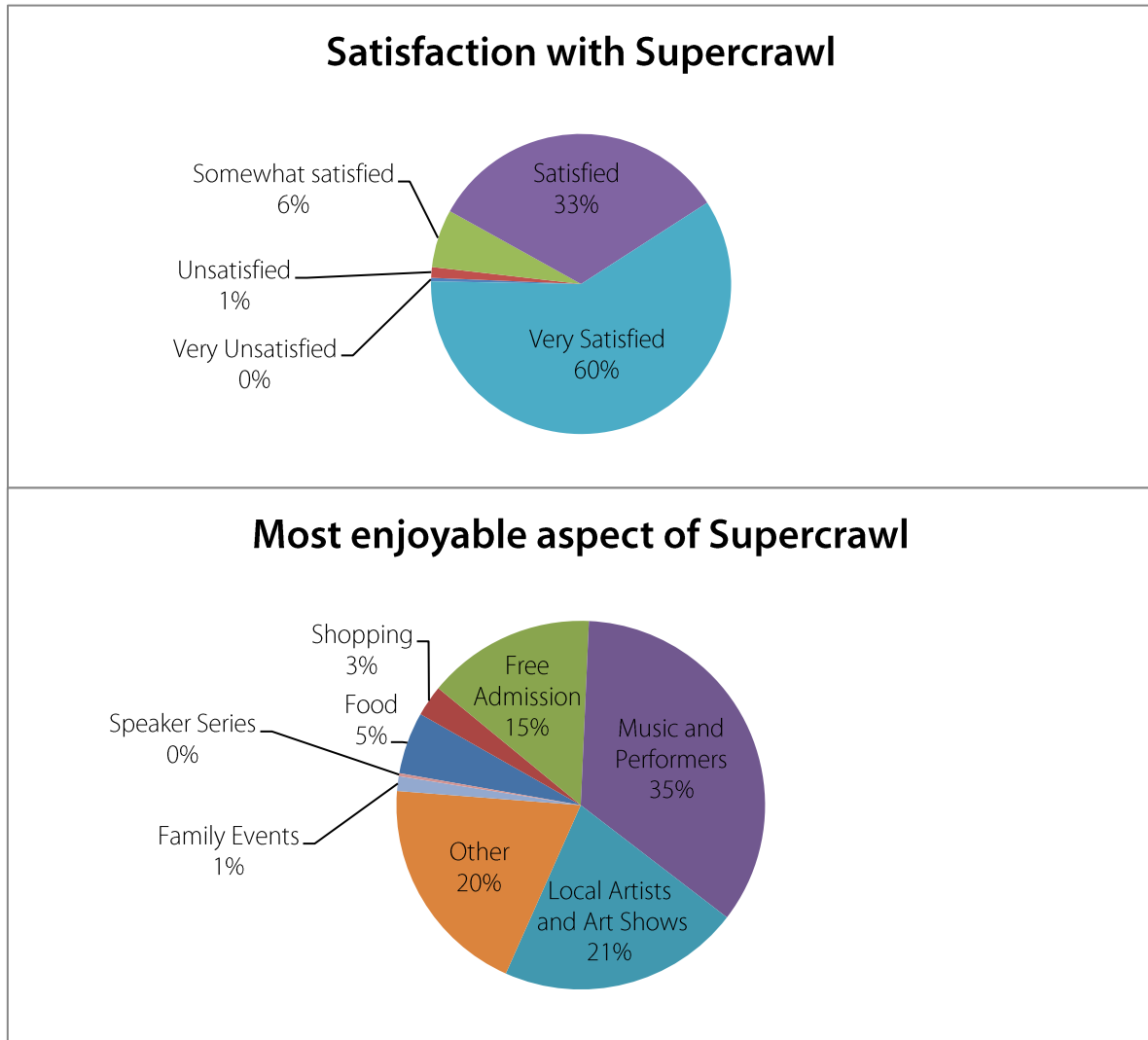
Note: Total responses for these questions were 783, and 782 respectively

- Many more respondents had attended Supercrawl previously (66%) than those who had not (34%).
- The largest percentage of respondents (46%) indicated they had heard about Supercrawl 2013 through friends and family.
- The second largest percentage (22%) indicated they heard about Supercrawl through electronic media (facebook, twitter, website).
- The respondents that chose the "other" category went on to specify additional word-of-mouth sources such as colleagues at school or work. Many had also cited previous attendance as their source of knowledge about the event.



2.5 Satisfaction

Figure 7: Satisfaction of Respondents

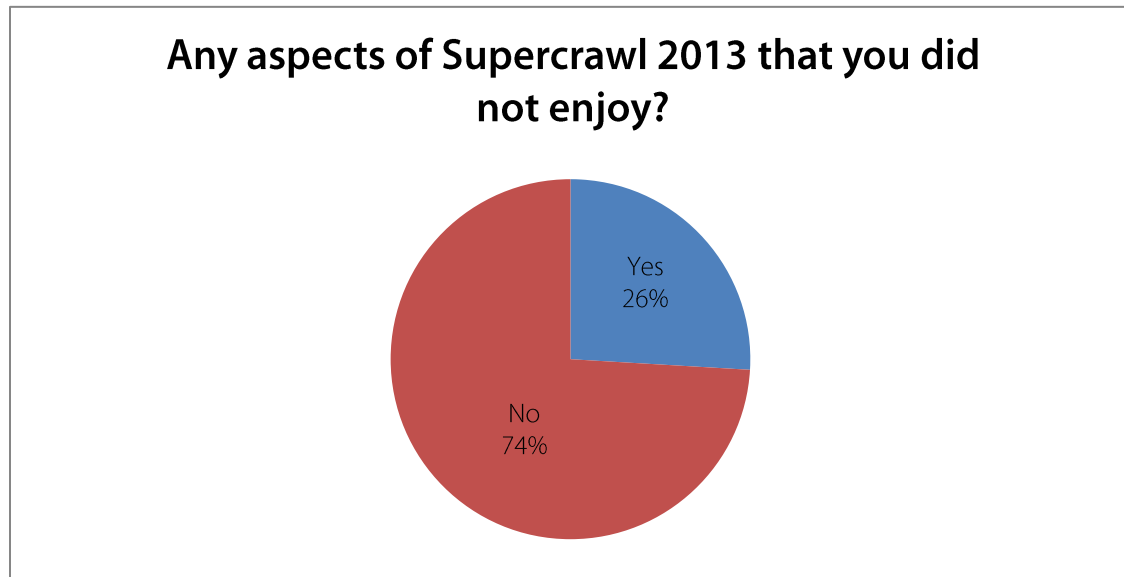


Note: Total responses for these questions were 783, and 772 respectively

- An overwhelming number of respondents (93%) were either satisfied or very satisfied with Supercrawl 2013, with the majority (60%) in the latter category.
- The respondents indicated that a combination of factors were most enjoyable at Supercrawl 2013, not just one element. This was indicated by the strong number of respondents who chose "other" and went on to specify music, art and free admission (20%). Food and shopping were not cited by a large number respondents.
- As discreet categories, music and performers (35%), followed by local artists and art shows (21%) were cited as the most enjoyable aspects of Supercrawl 2013.



Figure 8: Elements Negatively Impacting Satisfaction of Respondents



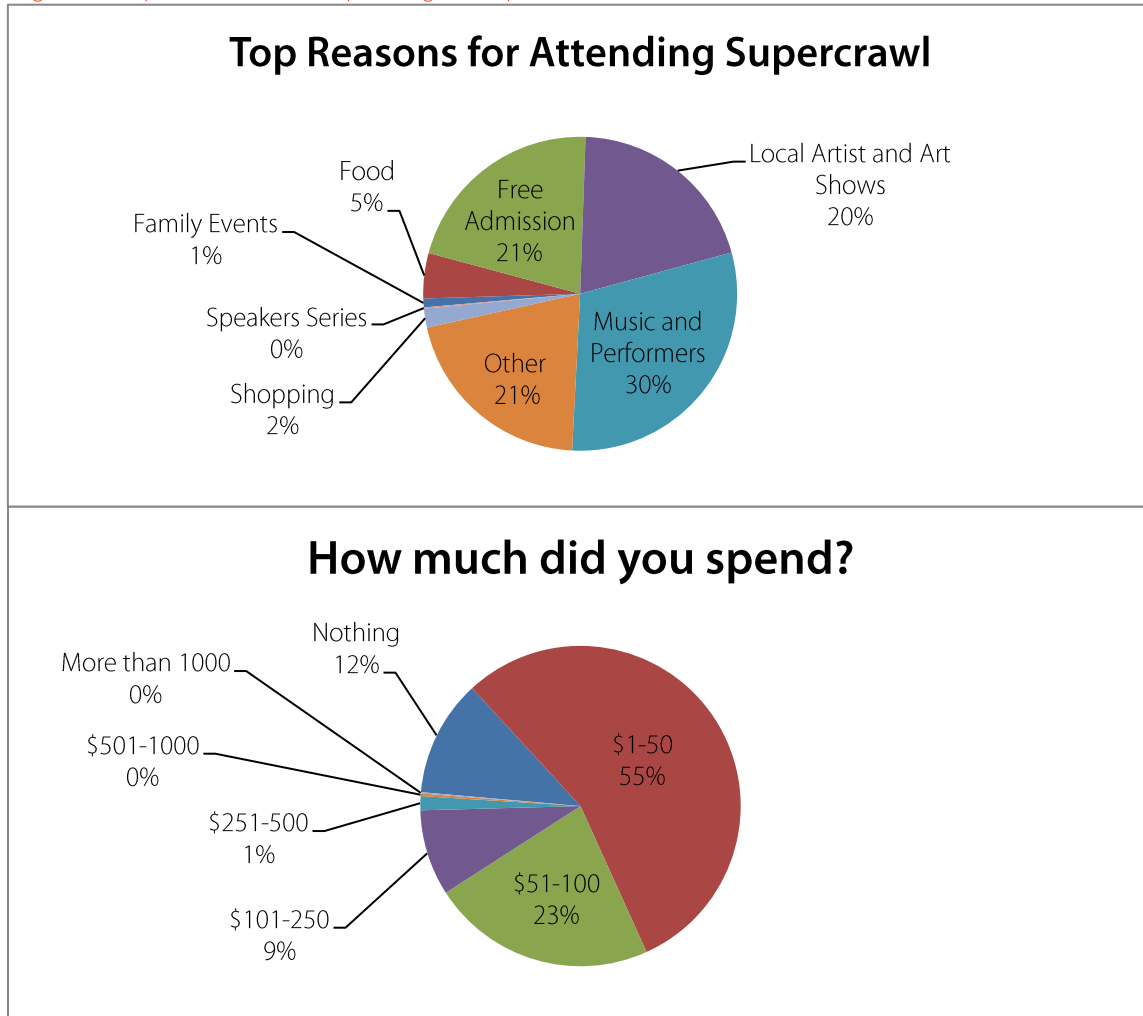
Note: Total responses for this question was 771

- The vast majority of respondents (74%) indicated that there were no aspects of Supercrawl 2013 they did not enjoy.
- Of the 26% of respondents who indicated that there were elements of Supercrawl 2013 they did not enjoy, some of the primary reasons were:
 - Over-crowding given the growth of the event size.
 - Lack of musical diversity
 - Music often too loud for some attendees
 - Not enough public art
 - Problems with sound quality



2.6 Attractions and Spending

Figure 9: Top Attractions and Spending of Respondents



Note: Total responses for these questions were 772

- The respondents indicated that there was a combination of reasons for attending Supercrawl 2013, not just one element. This was indicated by the strong number of respondents who chose "other" and went on to specify music, art and free admission (21%).
- As discreet categories, music and performers (30%), followed by free admission shows (21%) were cited as the top reasons for attending Supercrawl 2013. Food and Shopping were not cited by a large number respondents.
- The majority of respondents (55%) spent between \$1-\$50 at Supercrawl 2013, followed by 23% who spend between \$51-\$100.
- 12% of respondents spent nothing.



3.0 Summary

The Supercrawl 2013 attendee survey reveals some interesting characteristics about the nature of the festival and the people who attended this year. The results help to assess the festival's strengths, target market, as well as pointing towards areas for improvement in future years. Keeping in mind that there were just over 800 responses, the results of the survey show that:

- **The Supercrawl 2013 audience was primarily young women.** The most prevalent attendee was a female, 25-34 years of age.
- **Supercrawl 2013 was primarily a Hamilton-attended festival.** The respondents were primarily from the Greater Hamilton Area (GHA), although people came from the Greater Toronto Area as well. Within the GHA, a significant majority of attendees were from the core city of Hamilton, including areas above and below the Escarpment.
- **More than half of respondents used sustainable transportation.** While just under half of respondents came by car, the majority came by sustainable modes of transportation (walking, cycling and transit) which is consistent with the most common travel time of 20 minutes or less.
- **Supercrawl 2013 was a word-of-mouth festival.** Most people heard about the festival through family or friends.
- **Many respondents had attended previous Supercrawls.** 66% of respondents had attended Supercrawl previously, indicating continued interest among attendees.
- **There was a very high satisfaction rate with Supercrawl 2013.** 93% of respondents said they were either satisfied or very satisfied with their experience.
- **People's enjoyment of Supercrawl is due to the variety of events offered.** Respondents cited a mix of music, artists, performers, as factors that made the event enjoyable and attractive.
- **Primary criticisms of the event:**
 - Over-crowding given the growth of the event size.
 - Lack of musical diversity
 - Not enough public art
- **People spent money at Supercrawl.** 88% of respondents spent money at the event, the majority spending \$50 or less.
- **There is interest in festival growth.** Overall comments were very positive about Supercrawl 2013 with the main suggestions for improvement being a desire for festival growth and an even greater variety in programming.



3.1 Comparisons to 2012 Survey

- Compared to the 2012 survey, 2013 results show that:
 - The gender balance of attendees is leveling out but there are still more women than men.
 - There are proportionally more participants from the 25-34 age bracket and less from the 18 and under bracket.
 - People are taking longer to get to the festival which could be consistent with the increase in attendees from locations further away.
 - The majority of people came to Supercrawl using sustainable transportation (transit, walk, cycle) while in 2012 the majority used a car.
 - There was a large increase in the proportion of people who heard about Supercrawl through electronic media (facebook, twitter, website).
 - There were more repeat attendees rather than new comers, a shift from a 50/50 split in 2012.
 - A greater proportion of people came for the music performances than the local artists and art shows in 2013. In 2012, they was roughly of equality interest.
 - 2013 respondents spent more money, primarily on food and drink.



Appendix A: Supercrawl 2013 Attendee Survey

The Economic Impact of Supercrawl 2013 in Hamilton in 2013

**This report was generated by
the Ontario Ministry of Tourism & Culture's TREIM model**

October 3, 2013

Note: The Ministry of Tourism and Culture does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Supercrawl 2013 is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTC's Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

Origin	Same Day		Overnight	
	Total Number of Visitors	Percent of Visitors' Origin	Percent of Visitors' Origin	Average Length of Stay (nights)
Ontario	95,000	100.00%	0.00%	0
Rest of Canada	4,500	95.00%	5.00%	1
USA	500	95.00%	5.00%	1
Overseas	0	0.00%	0.00%	0
Total	100,000			

Given that the detailed breakdown of spending by the above visitors on category, such as transportation, accommodation, etc. is not available from the user, the TREIM utilized the average expenditure of visitors in Hamilton with characteristics closest to those provided by the user from Statistics Canada's 2009 Travel Survey of Residents of Canada and the International Travel Survey to generate the detailed spending as followings (in dollars):

Travel Services	\$0
Public Transportation	\$1,654,290
Private Transportation - Rental	\$1,529
Private Transportation - Operation	\$1,614,135
Local Transportation	\$475
Accommodation	\$3,801
Food & Beverage - At Stores	\$616,669
Food & Beverage - At Restaurants/Bars	\$2,268,936
Recreation & Entertainment	\$2,440,638
Retail - Clothing	\$134,295
Retail - Other	\$106,229
Total	\$8,840,996

The user also has selected the following parameters:

- The visits take place in Hamilton in 2013
- The impact is to be shown for Hamilton and for Rest of Ontario
- Induced impacts of household spending are excluded
- Induced impacts of business investment are excluded
- The economic environment is as follows:

Baseline	2009	2010	2011	2012	2013
Ontario Real GDP (%change)	-3.63%	3.20%	2.88%	3.26%	2.38%
Ontario CPI (%change)	0.37%	2.43%	2.25%	2.13%	1.53%
Ontario Population (%change)	1.02%	1.11%	1.15%	1.19%	1.33%
Ontario Unemployment Rate	9.04%	8.72%	8.32%	7.67%	7.43%
Government of Canada 3 month T-Bill Rate	0.35%	0.60%	1.72%	3.11%	3.46%

2. Summary of Findings

Table 1. Economic Impacts of Supercrawl 2013 in Hamilton in 2013 (in dollars)

	Hamilton	Rest of Ontario
Total Visitors' Spending	\$ 8,840,997	
Gross Domestic Product (GDP)		
Direct	\$ 3,664,494	\$ 0
Indirect	\$ 1,086,365	\$ 1,410,403
Induced	\$ 0	\$ 0
Total	\$ 4,750,858	\$ 1,410,403
Labour Income		
Direct	\$ 2,362,298	\$ 0
Indirect	\$ 745,165	\$ 976,953
Induced	\$ 0	\$ 0
Total	\$ 3,107,463	\$ 976,953
Employment (Jobs)		
Direct	73	0
Indirect	14	18
Induced	0	0
Total	86	18
Direct Taxes		
Federal	\$ 902,483	\$ 0
Provincial	\$ 965,909	\$ 0
Municipal	\$ 5,287	\$ 0
Total	\$ 1,873,679	\$ 0
Total Taxes		
Federal	\$ 1,370,840	\$ 281,556
Provincial	\$ 1,134,675	\$ 217,952
Municipal	\$ 7,226	\$ 2,452
Total	\$ 2,512,742	\$ 501,959

Table 2. Economic Impacts of Supercrawl 2013 in Hamilton on GDP by industry (in dollars)

Industry	Impact on Hamilton		Impact on Rest of Ontario	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$ 0	\$ 16,246	\$ 0	\$ 21,176
Forestry, Fishing and Hunting	\$ 0	\$ 1,494	\$ 0	\$ 4,037
Mining and Oil and Gas Extraction	\$ 0	\$ 2,566	\$ 0	\$ 8,618
Utilities	\$ 0	\$ 36,023	\$ 0	\$ 23,661
Construction	\$ 0	\$ 26,313	\$ 0	\$ 10,613
Manufacturing	\$ 0	\$ 125,278	\$ 0	\$ 321,207
Wholesale Trade	\$ 0	\$ 131,859	\$ 0	\$ 132,821
Retail Trade	\$ 190,182	\$ 284,665	\$ 0	\$ 54,609
Other Transportation and Warehousing	\$ 729,879	\$ 835,167	\$ 0	\$ 159,756
Ground Passenger Transportation (excl. Rail)	\$ 43,888	\$ 49,969	\$ 0	\$ 6,136
Information and Cultural Industries	\$ 45,016	\$ 110,731	\$ 0	\$ 86,539
Other Finance, Insurance, Real Estate and Renting and Leasing	\$ 0	\$ 204,632	\$ 0	\$ 193,713
Car Renting and Leasing	\$ 843	\$ 7,356	\$ 0	\$ 10,336
Owner Occupied Housing	\$ 0	\$ 0	\$ 0	\$ 0
Professional, Scientific and Technical Services	\$ 0	\$ 88,658	\$ 0	\$ 114,734
Other Administrative and Other Support Services	\$ 0	\$ 48,488	\$ 0	\$ 52,677
Travel Agencies	\$ 0	\$ 0	\$ 0	\$ 0
Education Services	\$ 0	\$ 5,775	\$ 0	\$ 860
Health Care and Social Assistance	\$ 0	\$ 11,014	\$ 0	\$ 7,747
Arts, Entertainment and Recreation	\$ 902,275	\$ 919,500	\$ 0	\$ 24,636
Accommodation Services	\$ 213,808	\$ 217,748	\$ 0	\$ 45,480
Food & Beverage Services	\$ 656,864	\$ 670,993	\$ 0	\$ 68,947
Other Services (Except Public Administration)	\$ 1,125	\$ 38,792	\$ 0	\$ 28,994
Operating, Office, Cafeteria, and Laboratory Supplies	\$ 0	\$ 0	\$ 0	\$ 0
Travel & Entertainment, Advertising & Promotion	\$ 0	\$ 0	\$ 0	\$ 0
Transportation Margins	\$ 0	\$ 0	\$ 0	\$ 0
Non-Profit Institutions Serving Households	\$ 68,953	\$ 74,943	\$ 0	\$ 4,753
Government Sector	\$ 81,898	\$ 109,842	\$ 0	\$ 23,689
Net Indirect Taxes on Production	\$ 0	\$ 0	\$ 0	\$ 0
Total	\$ 3,664,494	\$ 4,750,858	\$ 0	\$ 1,410,403

Appendix:

The Economic Impact of Visits in Hamilton and other Ontario regions: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Hamilton will spill over to other Ontario regions, such as the one you have selected as "additional". If the second column of Table 1 contains only zeros, then that means that Hamilton does not trade with that region.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

Municipal tax revenues: include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's 2007 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

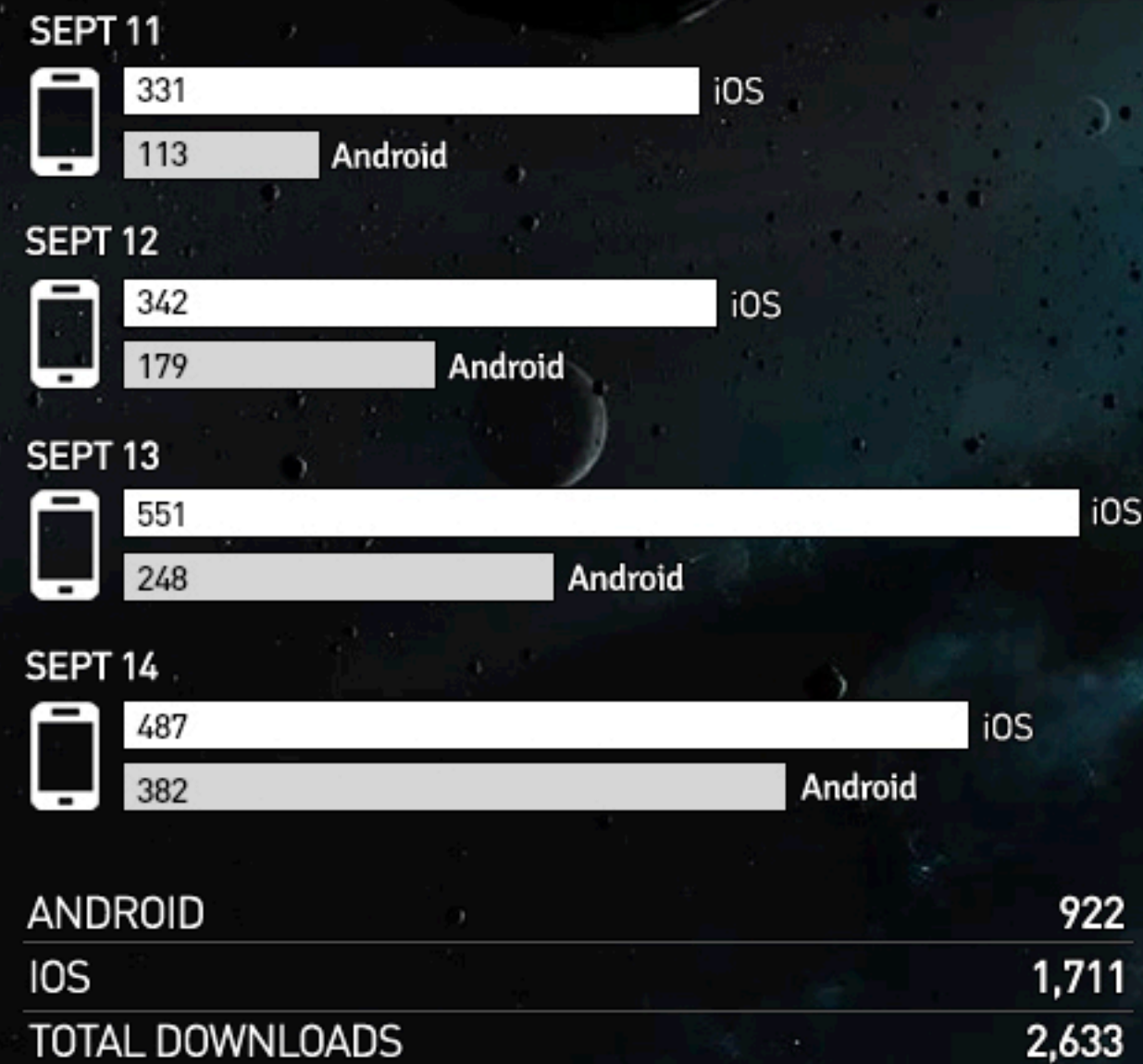


ENGAGEMENT OVERVIEW
SUPERCRAWL 2013 APP FOR IOS AND ANDROID

ENGAGEMENT OVERVIEW

SUPERCRAWL 2013 APP FOR IOS AND ANDROID

APP DOWNLOADS



APP USAGE

UNIQUE APP USERS (BASED ON IP ADDRESS)	2,745
REQUESTS/VIEWS	7,779
USE RETENTION	92.61%
USE DURATION	
0-10 SECONDS	1,786
11-30 SECONDS	1,103
31-60 SECONDS	898
61-180 SECONDS	1,530
181-600 SECONDS	1,346
601-1800 SECONDS	865
1801+ SECONDS	251

MOST USED FEATURES

EVENTS - SATURDAY	7,072
EVENTS - FRIDAY	6,709
MAP	4,780
MUSIC	3,227
FOOD	2,597
PERFORMANCES	1,998
FILTER SELECTION (MAP)	1,430
ART	1,316
BARS	1,299
RETAIL	1,072
KIDS	857
TALKS	726
VIEW #SUPERCRAWL2013 STREAM	630
SPONSORS	387
VIEW @SUPERCRAWL STREAM	182

POTENTIAL ECONOMIC IMPACT

FOOD/RESTAURANT LISTING DETAIL VIEWS	1,262
BAR LISTING DETAIL VIEWS	499
LISTINGS VIEWED	1,761
AVERAGE HOUSEHOLD FOOD EXPENDITURE	\$12.09
MAXIMUM ECONOMIC IMPACT	\$21,290.49

COMING TO YOU LIVE FROM THE #FAMILYZONE AT
#SUPERCRAWL2013 IN HIS VERY OWN TV!!!
[HTTP://INSTAGRAM.COM/P/EPWANHDMQA/](http://instagram.com/p/EPWANHDMQA/)

@MELLY_CAT
10:41 AM - 14 SEP 13



TWITTERVERSE IMPACT

TWEETS, SEPT 13 - 14	3,529
TRENDING CANADA #SUPERCRAWL2013	
SEPT 13, HIGH	#3
SEPT 14, HIGH	#5
PHOTOS SHARED	842

TOP 15 EVENT PROMOTERS

@SUPERCRAWL	56
@DRDISCHAMILTON	41
@ADAMCARTERCBC	31
@ROCKATTHESPEC	28
@TOURISMHAMILTON	24
@HAMILTON_GHOUSE	19
@ANDREWFRESHFM	18
@IHEARTHAMILTON	18
@JEFFBOULTON	17
@GUNNER101	17
@STEPHDUBIK	16
@GOGUNNERSMITH	15
@OFFLORA	13
@HAMILTONECDEV	12
@SASSYNSWEETDEE	11

PRESENTED BY
orbital

SOURCE DATA BY:

