

Table Q26

How familiar would you say you are with the Ottawa Bluesfest?

Base: All respondents

	TOTAL	REGION		GENDER		AGE			HOUSEHOLD INCOME				PREVIOUS ATTENDANCE	
		Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	508	389	119	243	263	142	169	196	123	106	111	117	210	269
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122	218	260
Very familiar	133	114	18	58	74	35	57	41	33	27	31	31	97	34
	26%	29%	16%	24%	28%	25%	33%	21%	27%	26%	28%	26%	46%	13%
		C					H						N	
Somewhat familiar	250	191	59	128	119	73	76	101	54	52	54	63	101	143
	49%	49%	49%	53%	45%	51%	45%	51%	44%	49%	49%	54%	48%	53%
Not very familiar	94	58	37	40	55	23	25	46	24	22	20	20	9	85
	19%	15%	31%	16%	21%	16%	15%	23%	19%	20%	18%	17%	4%	32%
			B											M
Not at all familiar	18	14	4	10	8	5	6	7	8	2	4	3	-	-
	3%	4%	3%	4%	3%	3%	4%	3%	7%	1%	4%	3%		
Don't know	12	11	1	6	6	6	6	1	4	3	3	1	3	5
	2%	3%	1%	3%	2%	4%	3%	0%	3%	3%	2%	1%	1%	2%
							H							
Prefer not to answer	1	1	-	1	1	-	-	1	1	-	-	-	-	1
	0%	0%		0%	0%			1%	1%					1%
TOP-TWO BOX	382	305	77	186	194	108	132	142	87	79	85	93	198	178
	75%	78%	65%	77%	74%	76%	78%	72%	70%	75%	76%	80%	94%	66%
		C											N	
BOTTOM-TWO BOX	112	72	40	49	62	28	31	52	32	23	24	23	9	85
	22%	18%	34%	20%	24%	20%	18%	27%	26%	22%	21%	19%	4%	32%
			B											M
Chi-Square		<-----32.74----->		<-----4.92----->		<-----22.1----->			<-----12.64----->				<-----151.07----->	
Significance		100%*		33%*		92%*			8%*				100%*	

Comparison Groups: BC/DEF/GHIJ/KL

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Table Q27

Have you ever attended the Ottawa Bluesfest?
Base: Respondents familiar with Ottawa Bluesfest

	TOTAL	REGION		GENDER		AGE			HOUSEHOLD INCOME				PREVIOUS ATTENDANCE	
		Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	490	375	115	233	255	137	163	190	115	104	107	114	210	269
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	488	387	101	216	269	138	174	176	100	110	115	118	218	260
Yes	210	172	38	97	113	49	92	69	37	43	48	58	210	-
	43%	46%	33%	42%	44%	36%	56%	36%	33%	41%	45%	51%	100%	
		C					FH					I		
No	269	192	77	131	136	79	69	121	76	57	57	53	-	269
	55%	51%	67%	56%	53%	57%	42%	64%	66%	54%	53%	46%		100%
			B			G		G	L					
Don't know	11	11	-	5	6	9	2	-	2	5	2	4	-	-
	2%	3%		2%	3%	7%	1%		1%	4%	1%	3%		
						G								
Chi-Square		<-----10.63----->		<-----.5----->		<-----35.6----->			<-----11.44----->				<-----479.01----->	
Significance		100%*		22%*		100%*			92%*				100%*	

Comparison Groups: BC/DEF/GHIJ/KL

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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or more than 20% of the cells have an expected value of less than 5.

Table Q28

How likely are you to attend this year's Ottawa Bluesfest that will be held July 9-19?

Base: All respondents

	TOTAL	REGION		GENDER		AGE			HOUSEHOLD INCOME				PREVIOUS ATTENDANCE	
		Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	508	389	119	243	263	142	169	196	123	106	111	117	210	269
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122	218	260
Very likely	49	40	9	29	20	19	18	12	14	6	12	12	36	12
	10%	10%	7%	12%	8%	13%	11%	6%	11%	6%	11%	10%	17%	4%
						H							N	
Likely	68	49	19	39	28	21	33	13	18	15	17	15	38	25
	13%	12%	16%	16%	11%	15%	20%	7%	15%	14%	15%	12%	18%	9%
							H						N	
Not likely	188	141	47	90	96	52	54	82	39	46	39	46	72	112
	37%	36%	39%	37%	37%	36%	32%	42%	32%	43%	35%	39%	34%	42%
Not at all likely	176	134	41	73	102	43	54	79	39	35	38	42	55	106
	35%	35%	35%	30%	39%	30%	32%	40%	32%	33%	35%	36%	26%	39%
													M	
Don't know	27	24	3	12	15	8	9	10	13	3	5	3	9	13
	5%	6%	2%	5%	6%	5%	6%	5%	10%	3%	4%	2%	4%	5%
									JL					
Prefer not to answer	1	1	-	-	1	-	1	-	-	1	-	-	-	1
	0%	0%			0%		1%			1%				0%
TOP-TWO BOX	117	89	28	68	49	40	52	25	33	21	29	26	74	37
	23%	23%	23%	28%	19%	28%	31%	13%	26%	20%	26%	22%	35%	14%
				C		H	H						N	
BOTTOM-TWO BOX	363	275	88	162	198	95	107	161	78	81	77	88	127	218
	71%	71%	74%	67%	75%	67%	63%	82%	63%	76%	69%	75%	60%	81%
								FG						M
Chi-Square		<-----4.75----->		<-----14.79----->		<-----43.27----->			<-----21.11----->				<-----65.22----->	
Significance		31%*		96%*		100%*			55%*				100%*	

Comparison Groups: BC/DEF/GHIJ/KL

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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