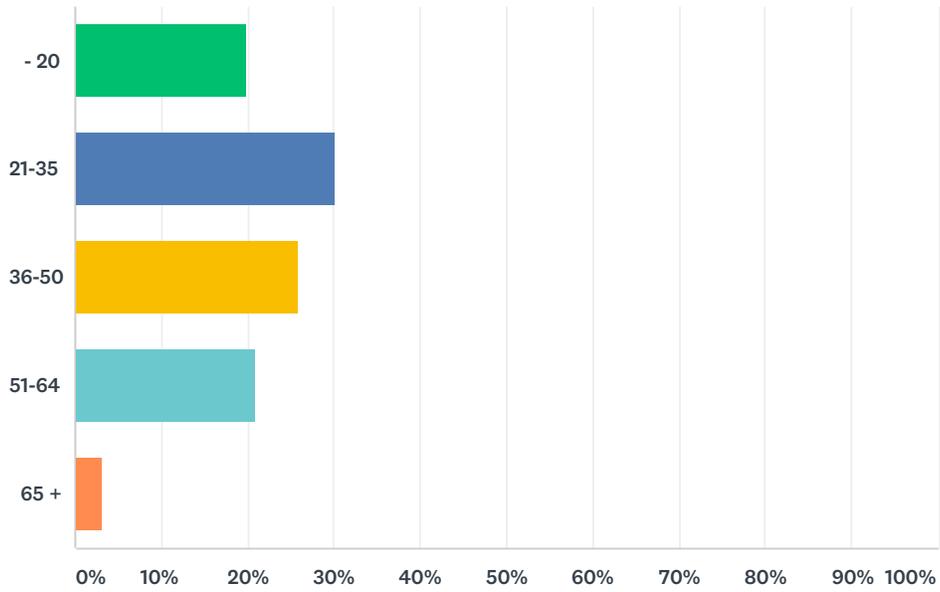


### Q1 What best describes your age category?

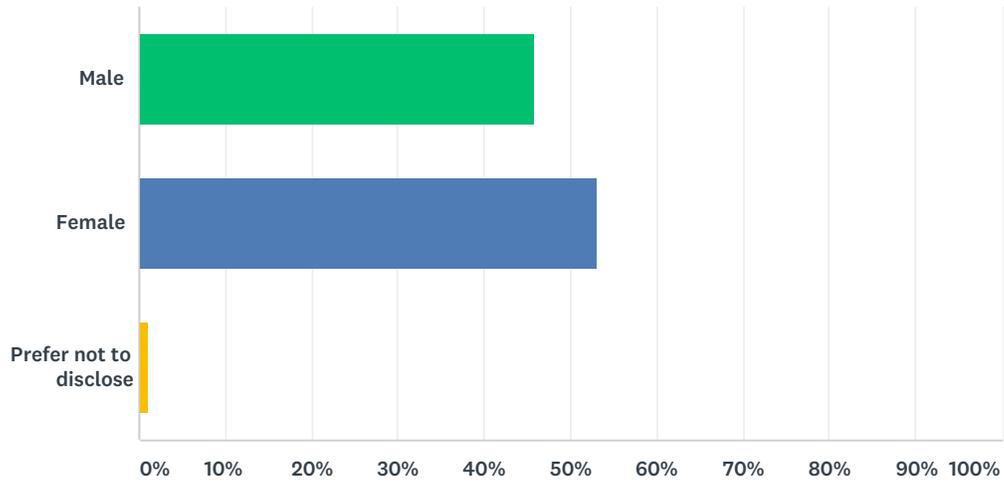
Answered: 96 Skipped: 4



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| - 20           | 19.79%    | 19 |
| 21-35          | 30.21%    | 29 |
| 36-50          | 26.04%    | 25 |
| 51-64          | 20.83%    | 20 |
| 65 +           | 3.13%     | 3  |
| TOTAL          |           | 96 |

## Q2 What is your gender?

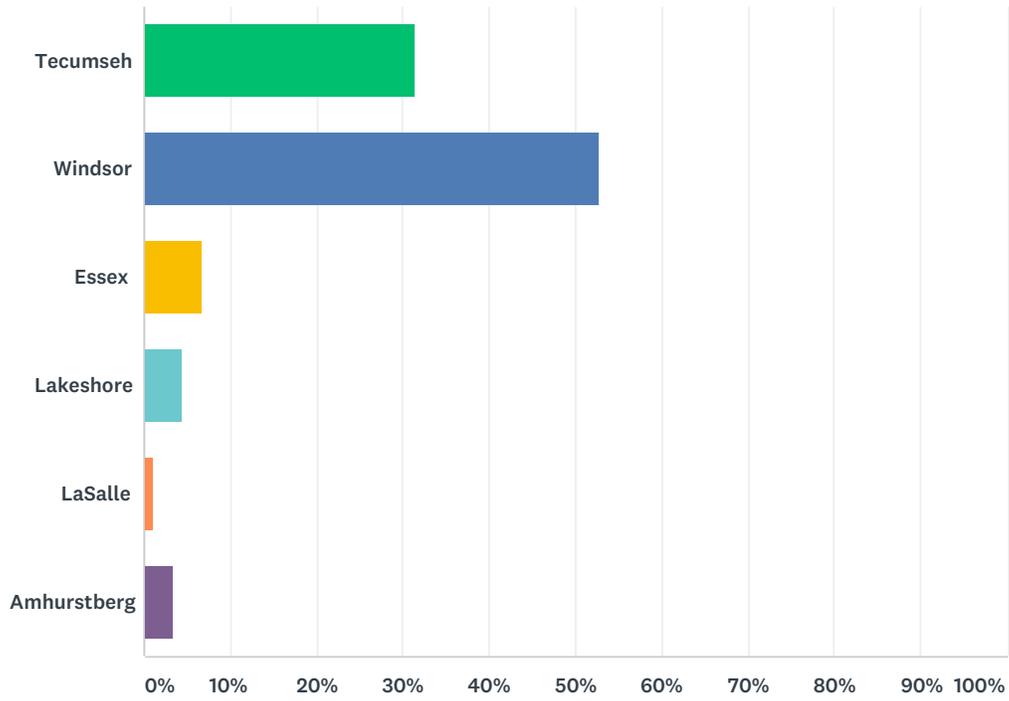
Answered: 98 Skipped: 2



| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Male                   | 45.92% 45 |
| Female                 | 53.06% 52 |
| Prefer not to disclose | 1.02% 1   |
| TOTAL                  | 98        |

### Q3 Where do you reside?

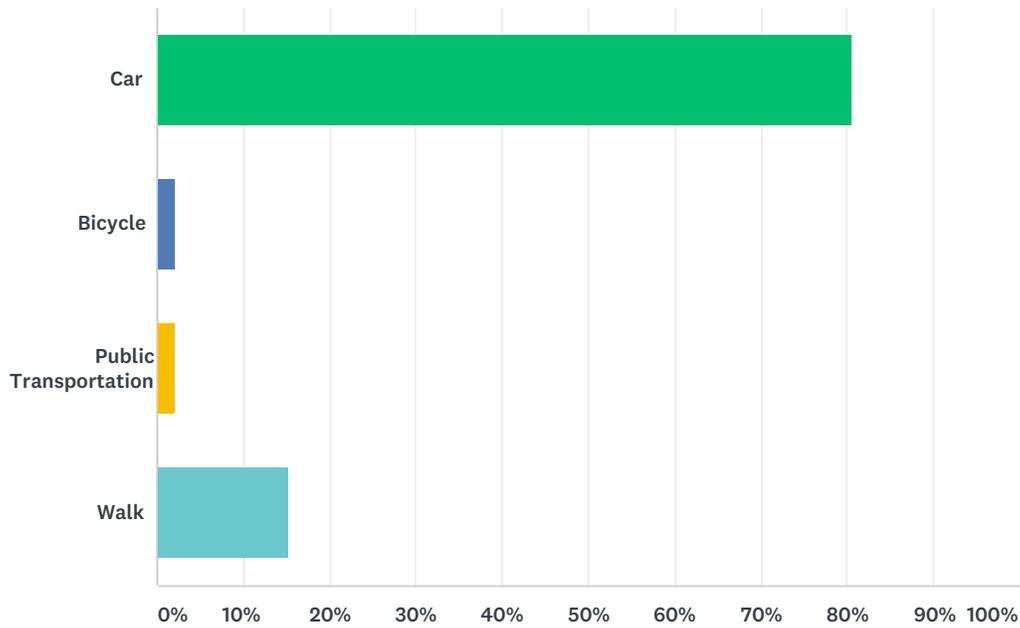
Answered: 89 Skipped: 11



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Tecumseh       | 31.46%    | 28        |
| Windsor        | 52.81%    | 47        |
| Essex          | 6.74%     | 6         |
| Lakeshore      | 4.49%     | 4         |
| LaSalle        | 1.12%     | 1         |
| Amhurstberg    | 3.37%     | 3         |
| <b>TOTAL</b>   |           | <b>89</b> |

## Q4 What method of transportation did you use to arrive at the Corn Festival?

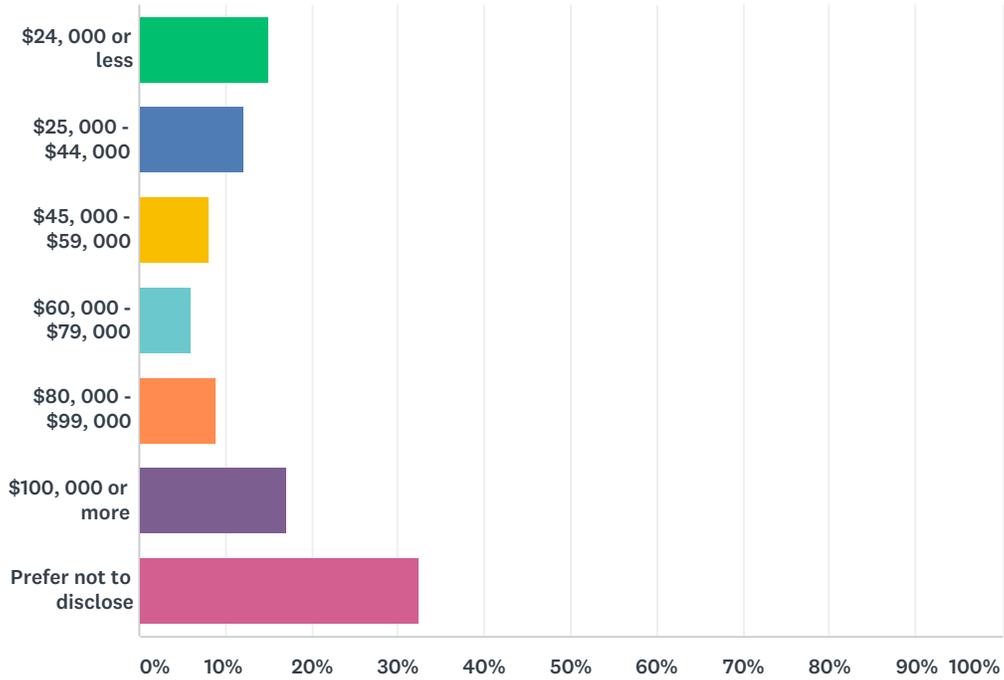
Answered: 98 Skipped: 2



| ANSWER CHOICES        | RESPONSES |    |
|-----------------------|-----------|----|
| Car                   | 80.61%    | 79 |
| Bicycle               | 2.04%     | 2  |
| Public Transportation | 2.04%     | 2  |
| Walk                  | 15.31%    | 15 |
| TOTAL                 |           | 98 |

### Q5 What is your household income?

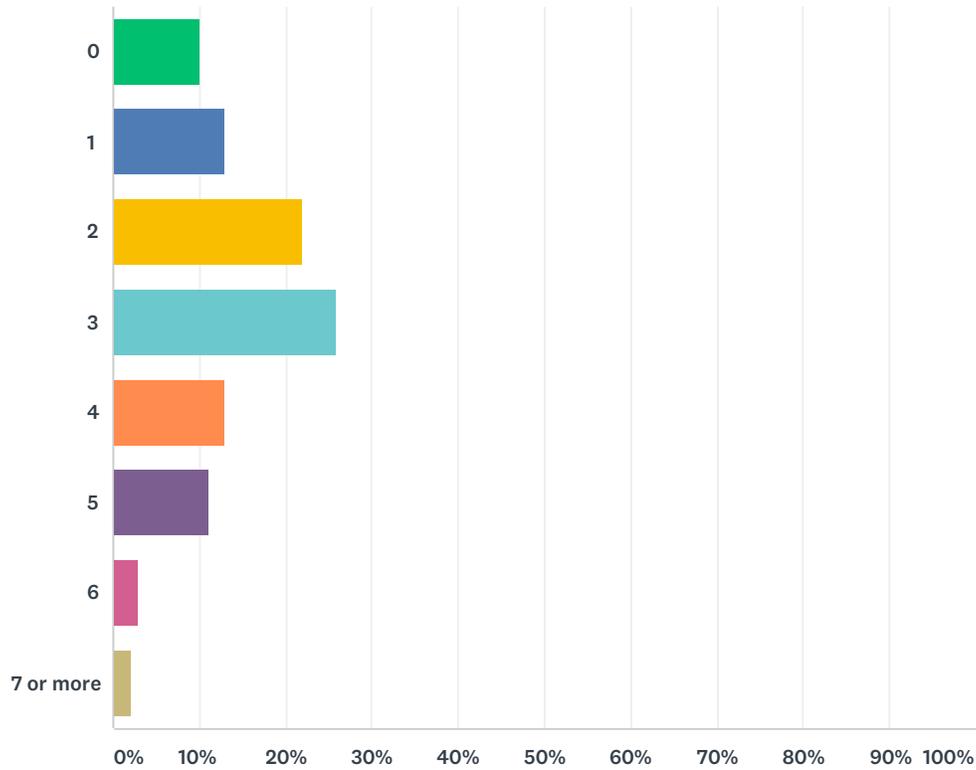
Answered: 99 Skipped: 1



| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| \$24,000 or less       | 15.15% 15 |
| \$25,000 - \$44,000    | 12.12% 12 |
| \$45,000 - \$59,000    | 8.08% 8   |
| \$60,000 - \$79,000    | 6.06% 6   |
| \$80,000 - \$99,000    | 9.09% 9   |
| \$100,000 or more      | 17.17% 17 |
| Prefer not to disclose | 32.32% 32 |
| <b>TOTAL</b>           | <b>99</b> |

### Q6 How many people are attending the Corn Festival with you today?

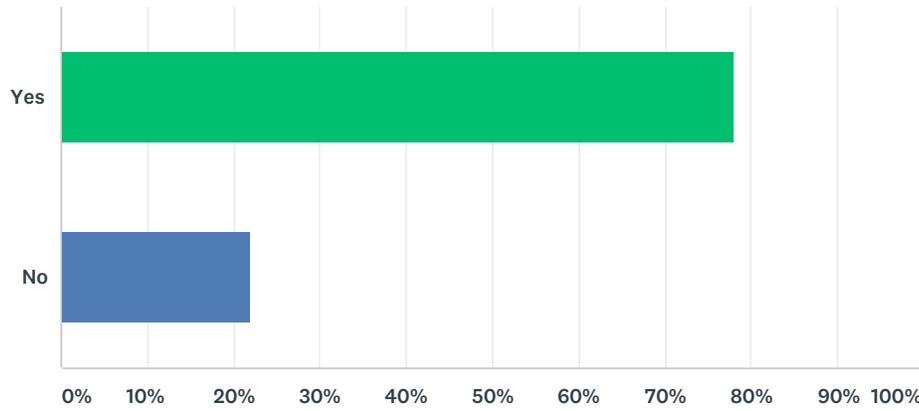
Answered: 100 Skipped: 0



| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| 0              | 10.00%    | 10         |
| 1              | 13.00%    | 13         |
| 2              | 22.00%    | 22         |
| 3              | 26.00%    | 26         |
| 4              | 13.00%    | 13         |
| 5              | 11.00%    | 11         |
| 6              | 3.00%     | 3          |
| 7 or more      | 2.00%     | 2          |
| <b>TOTAL</b>   |           | <b>100</b> |

### Q7 Have you attended the Corn Festival in past years?

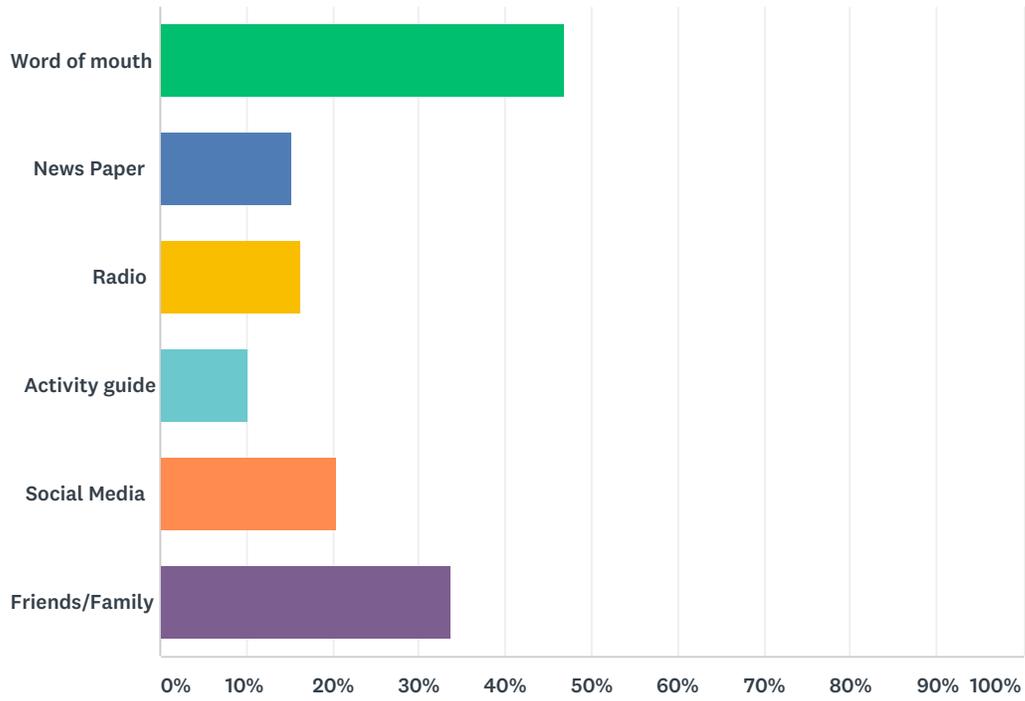
Answered: 100 Skipped: 0



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 78.00%    | 78  |
| No             | 22.00%    | 22  |
| TOTAL          |           | 100 |

## Q8 How did you hear about the Corn Festival?

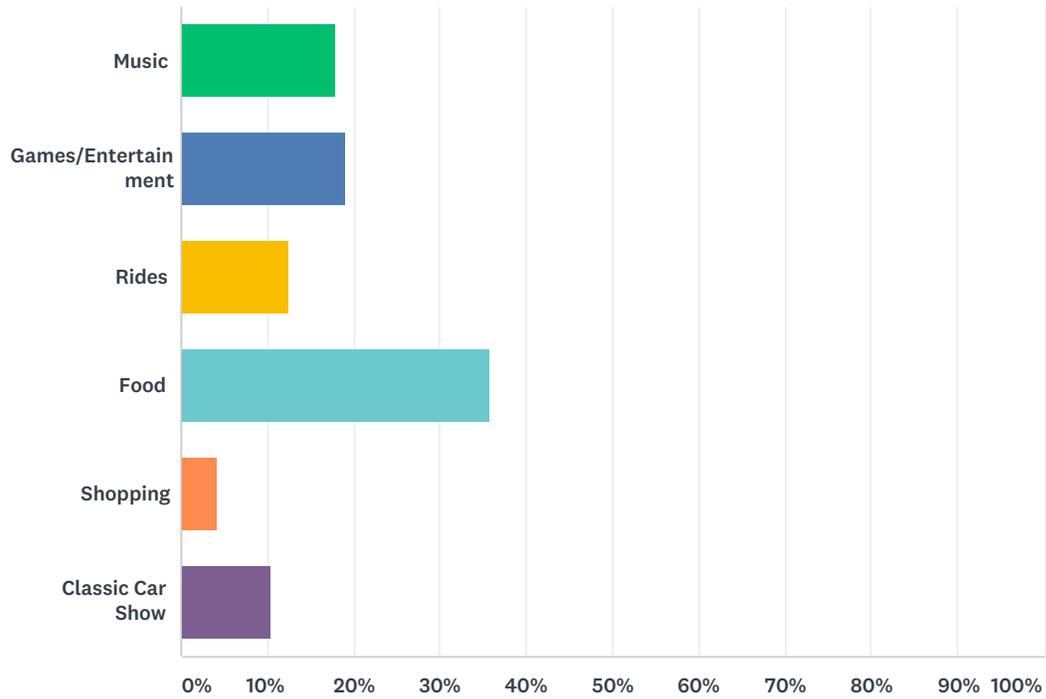
Answered: 98 Skipped: 2



| ANSWER CHOICES        | RESPONSES |    |
|-----------------------|-----------|----|
| Word of mouth         | 46.94%    | 46 |
| News Paper            | 15.31%    | 15 |
| Radio                 | 16.33%    | 16 |
| Activity guide        | 10.20%    | 10 |
| Social Media          | 20.41%    | 20 |
| Friends/Family        | 33.67%    | 33 |
| Total Respondents: 98 |           |    |

## Q9 What attracts you to the Corn Festival?

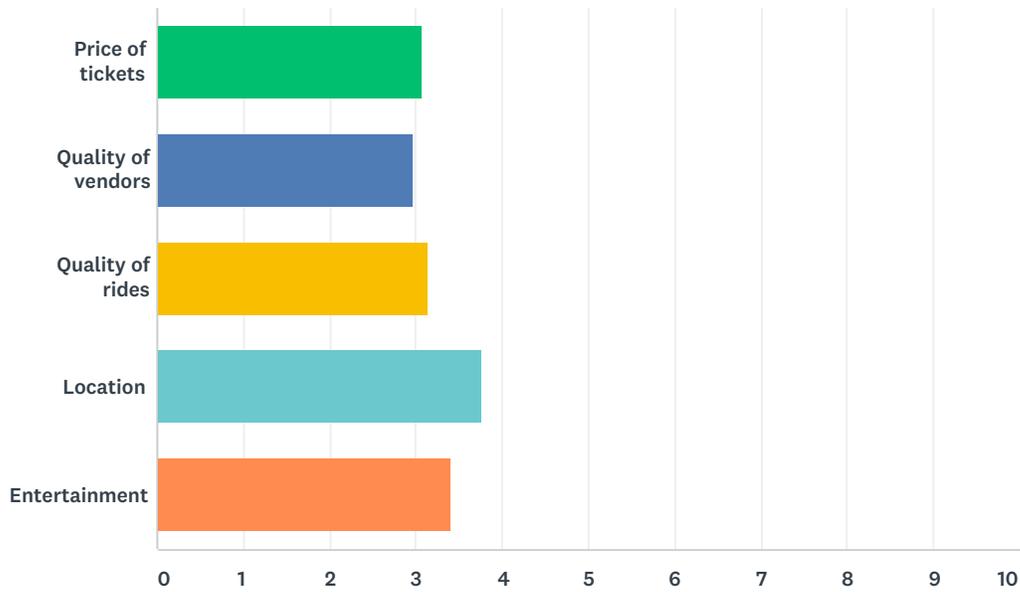
Answered: 95 Skipped: 5



| ANSWER CHOICES      | RESPONSES |
|---------------------|-----------|
| Music               | 17.89% 17 |
| Games/Entertainment | 18.95% 18 |
| Rides               | 12.63% 12 |
| Food                | 35.79% 34 |
| Shopping            | 4.21% 4   |
| Classic Car Show    | 10.53% 10 |
| <b>TOTAL</b>        | <b>95</b> |

# Q10 How would you rate the following elements of this year's Corn Festival?

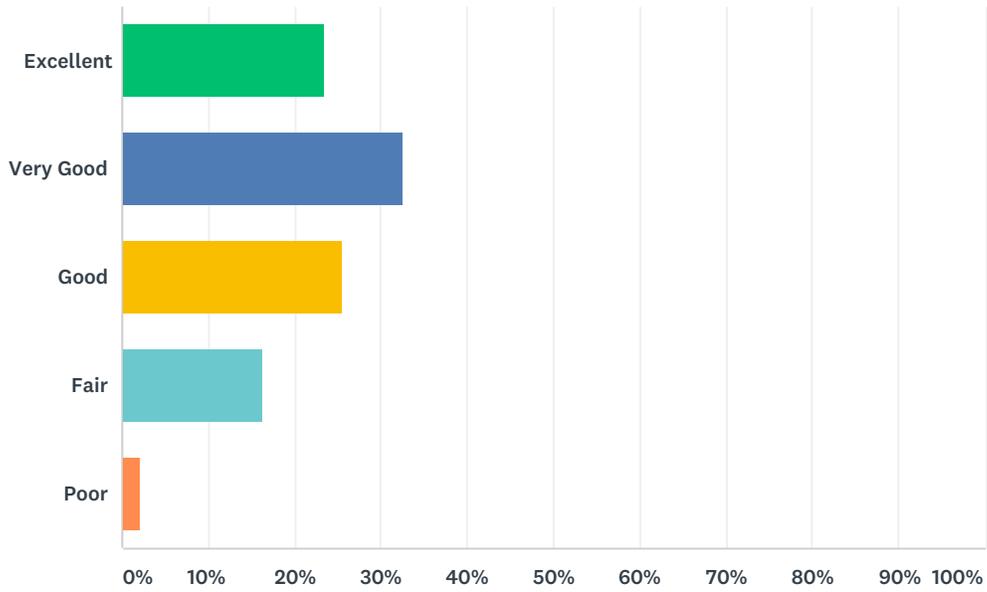
Answered: 100 Skipped: 0



|                    | POOR       | FAIR         | GOOD         | VERY GOOD    | EXCELLENT    | TOTAL | WEIGHTED AVERAGE |
|--------------------|------------|--------------|--------------|--------------|--------------|-------|------------------|
| Price of tickets   | 9.18%<br>9 | 28.57%<br>28 | 28.57%<br>28 | 12.24%<br>12 | 21.43%<br>21 | 98    | 3.08             |
| Quality of vendors | 9.09%<br>8 | 21.59%<br>19 | 45.45%<br>40 | 11.36%<br>10 | 12.50%<br>11 | 88    | 2.97             |
| Quality of rides   | 4.40%<br>4 | 24.18%<br>22 | 40.66%<br>37 | 15.38%<br>14 | 15.38%<br>14 | 91    | 3.13             |
| Location           | 1.11%<br>1 | 11.11%<br>10 | 31.11%<br>28 | 24.44%<br>22 | 32.22%<br>29 | 90    | 3.76             |
| Entertainment      | 1.09%<br>1 | 17.39%<br>16 | 40.22%<br>37 | 21.74%<br>20 | 19.57%<br>18 | 92    | 3.41             |

### Q11 Overall, how would you rate the Tecumseh Corn Festival?

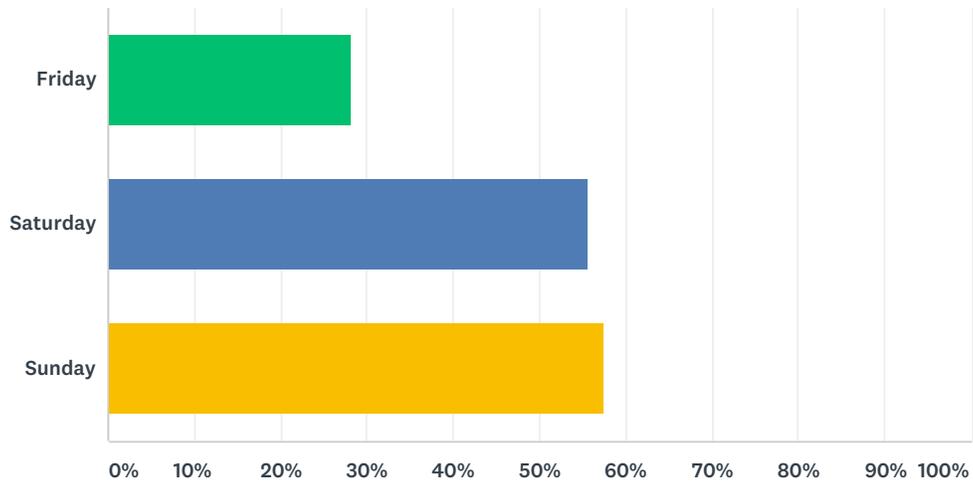
Answered: 98 Skipped: 2



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Excellent      | 23.47%    | 23        |
| Very Good      | 32.65%    | 32        |
| Good           | 25.51%    | 25        |
| Fair           | 16.33%    | 16        |
| Poor           | 2.04%     | 2         |
| <b>TOTAL</b>   |           | <b>98</b> |

# Q12 Select all of the days that you will be attending the Corn Festival this year:

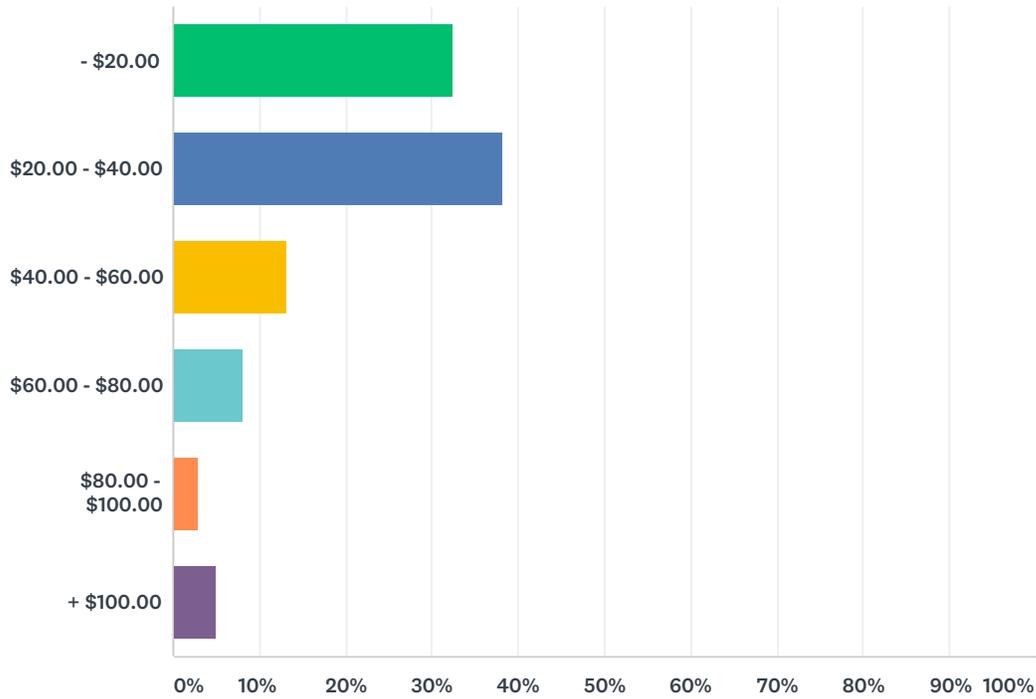
Answered: 99 Skipped: 1



| ANSWER CHOICES        | RESPONSES |
|-----------------------|-----------|
| Friday                | 28.28% 28 |
| Saturday              | 55.56% 55 |
| Sunday                | 57.58% 57 |
| Total Respondents: 99 |           |

### Q13 On average, how much money do you spend at the Corn Festival?

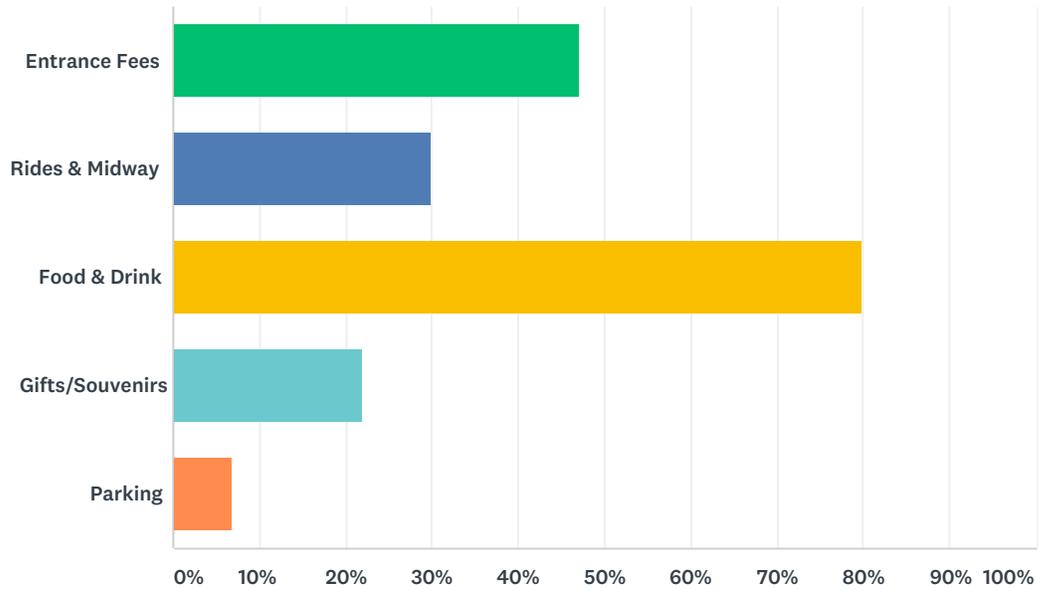
Answered: 99 Skipped: 1



| ANSWER CHOICES     | RESPONSES |           |
|--------------------|-----------|-----------|
| -\$20.00           | 32.32%    | 32        |
| \$20.00 - \$40.00  | 38.38%    | 38        |
| \$40.00 - \$60.00  | 13.13%    | 13        |
| \$60.00 - \$80.00  | 8.08%     | 8         |
| \$80.00 - \$100.00 | 3.03%     | 3         |
| + \$100.00         | 5.05%     | 5         |
| <b>TOTAL</b>       |           | <b>99</b> |

### Q14 Where do you spend your money when attending the Corn Festival?

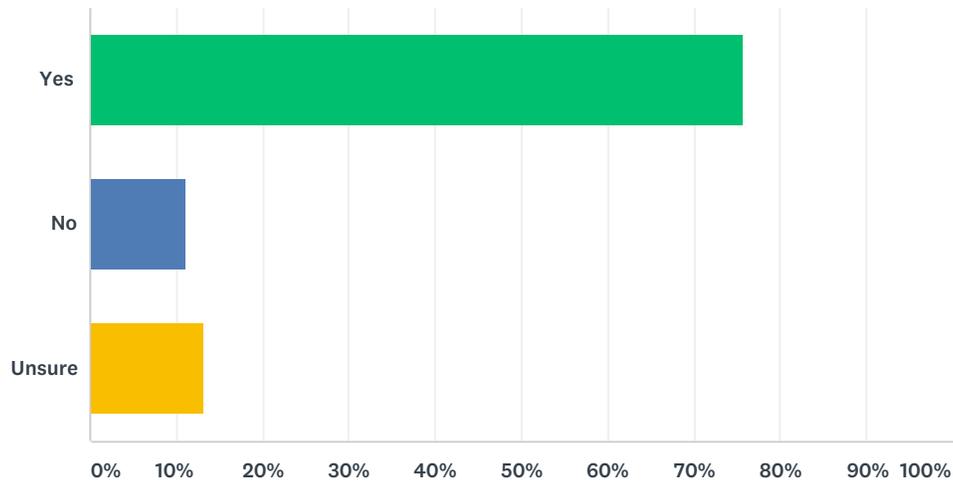
Answered: 100 Skipped: 0



| ANSWER CHOICES         | RESPONSES |    |
|------------------------|-----------|----|
| Entrance Fees          | 47.00%    | 47 |
| Rides & Midway         | 30.00%    | 30 |
| Food & Drink           | 80.00%    | 80 |
| Gifts/Souvenirs        | 22.00%    | 22 |
| Parking                | 7.00%     | 7  |
| Total Respondents: 100 |           |    |

### Q15 Are you satisfied with the value you receive for the amount of money spent at the Corn Festival?

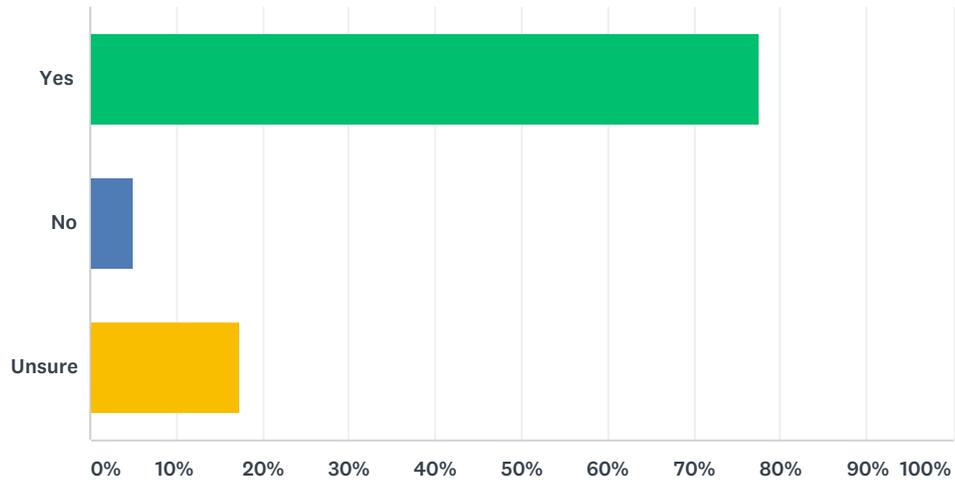
Answered: 99 Skipped: 1



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes            | 75.76% 75 |
| No             | 11.11% 11 |
| Unsure         | 13.13% 13 |
| TOTAL          | 99        |

# Q16 Do you believe you will attend the Corn Festival next year?

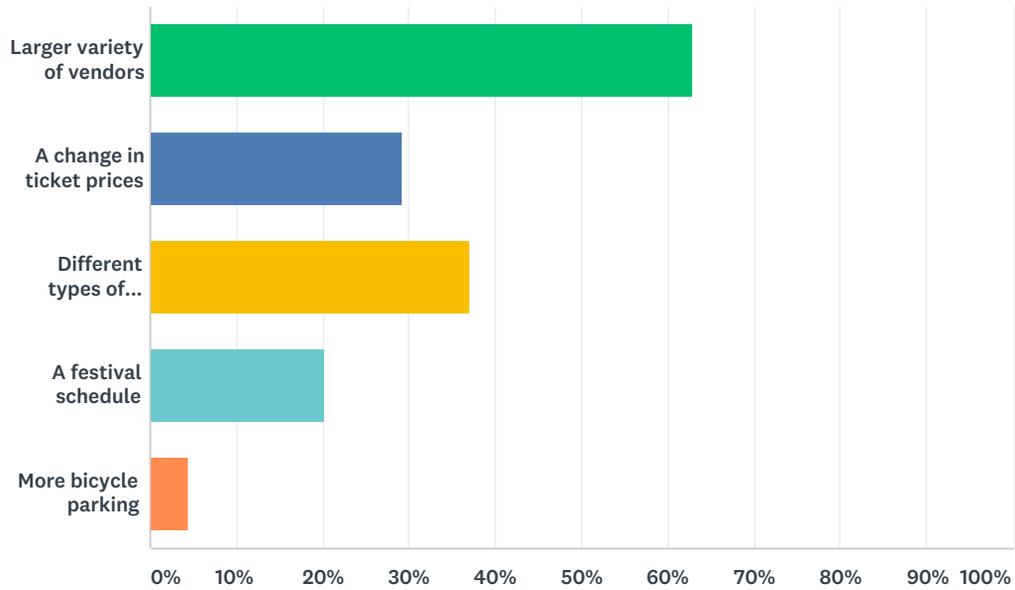
Answered: 98 Skipped: 2



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 77.55%    | 76 |
| No             | 5.10%     | 5  |
| Unsure         | 17.35%    | 17 |
| TOTAL          |           | 98 |

# Q17 What would you like to see change for future Corn Festivals?

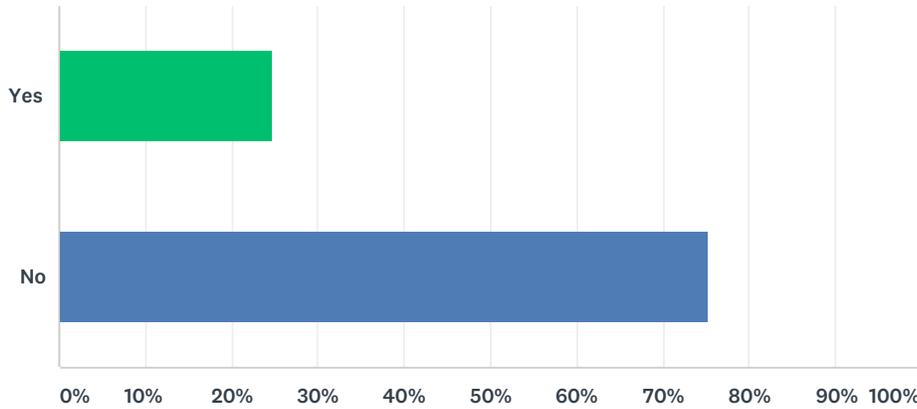
Answered: 89 Skipped: 11



| ANSWER CHOICES                   | RESPONSES |    |
|----------------------------------|-----------|----|
| Larger variety of vendors        | 62.92%    | 56 |
| A change in ticket prices        | 29.21%    | 26 |
| Different types of entertainment | 37.08%    | 33 |
| A festival schedule              | 20.22%    | 18 |
| More bicycle parking             | 4.49%     | 4  |
| Total Respondents: 89            |           |    |

Q18 Did you attend the parade this year? If yes, please answer the questions below, if you did not attend please move on to the next section.

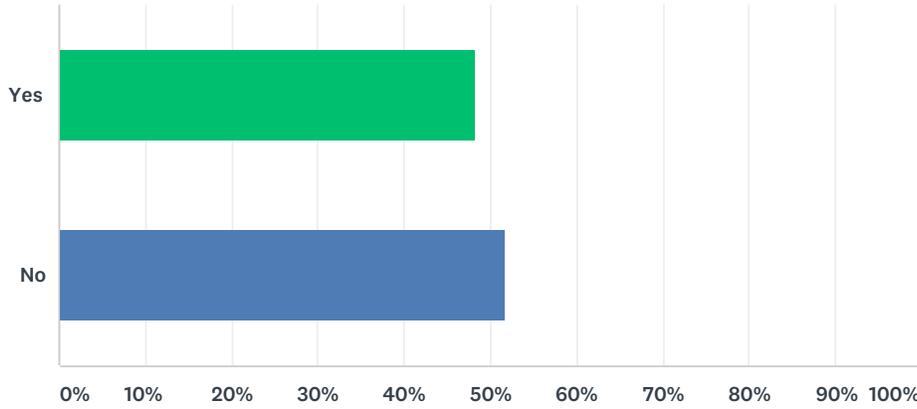
Answered: 89 Skipped: 11



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 24.72%    | 22 |
| No             | 75.28%    | 67 |
| TOTAL          |           | 89 |

### Q19 Was the parade an enjoyable duration for you?

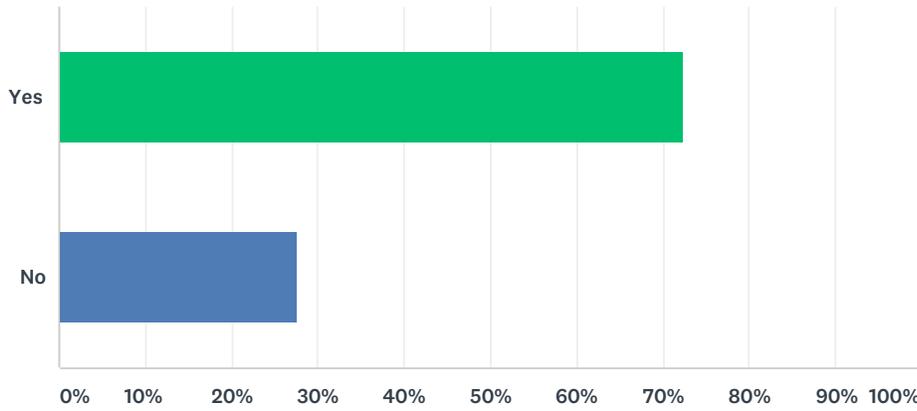
Answered: 58 Skipped: 42



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 48.28%    | 28 |
| No             | 51.72%    | 30 |
| TOTAL          |           | 58 |

### Q20 Did you enjoy the bands that performed in the parade?

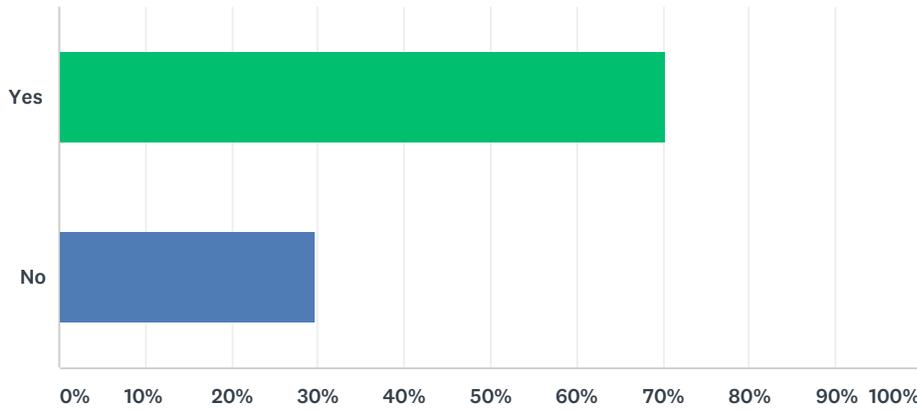
Answered: 58 Skipped: 42



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 72.41%    | 42 |
| No             | 27.59%    | 16 |
| TOTAL          |           | 58 |

### Q21 Did you enjoy the amount of entertainment in the parade?

Answered: 54 Skipped: 46



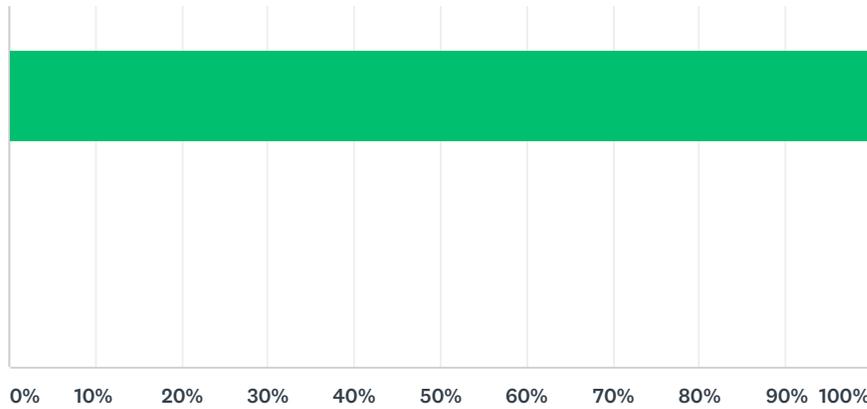
| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 70.37%    | 38 |
| No             | 29.63%    | 16 |
| TOTAL          |           | 54 |

**Q22 Do you have any feedback on what can be done differently for next year's parade?**

Answered: 38 Skipped: 62

### Q23 If you have traveled from outside of Windsor-Essex County please fill out the questions below.

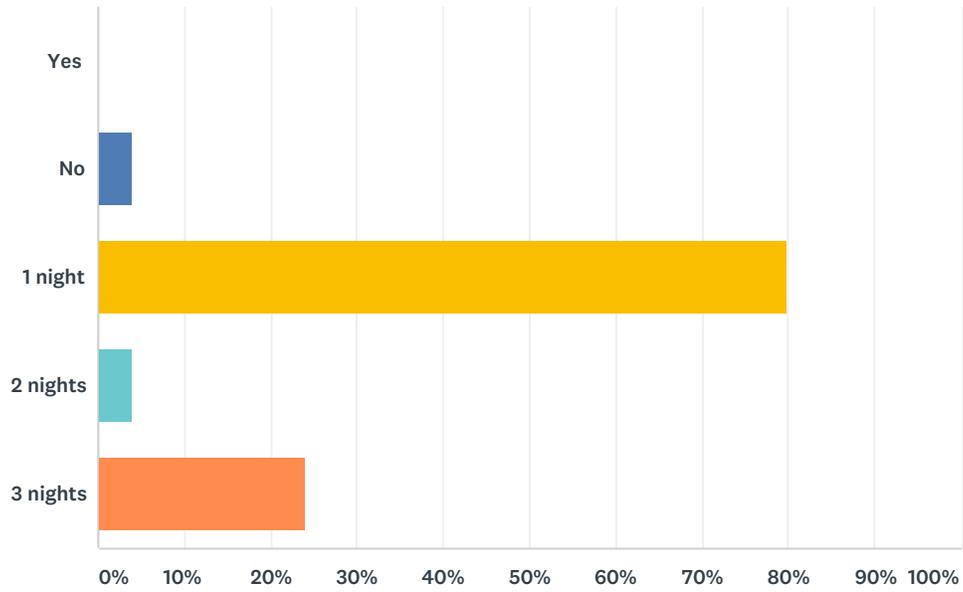
Answered: 11 Skipped: 89



| ANSWER CHOICES | RESPONSES  |
|----------------|------------|
| .              | 100.00% 11 |
| .              | 0.00% 0    |
| TOTAL          | 11         |

## Q24 How many nights are you staying in the area?

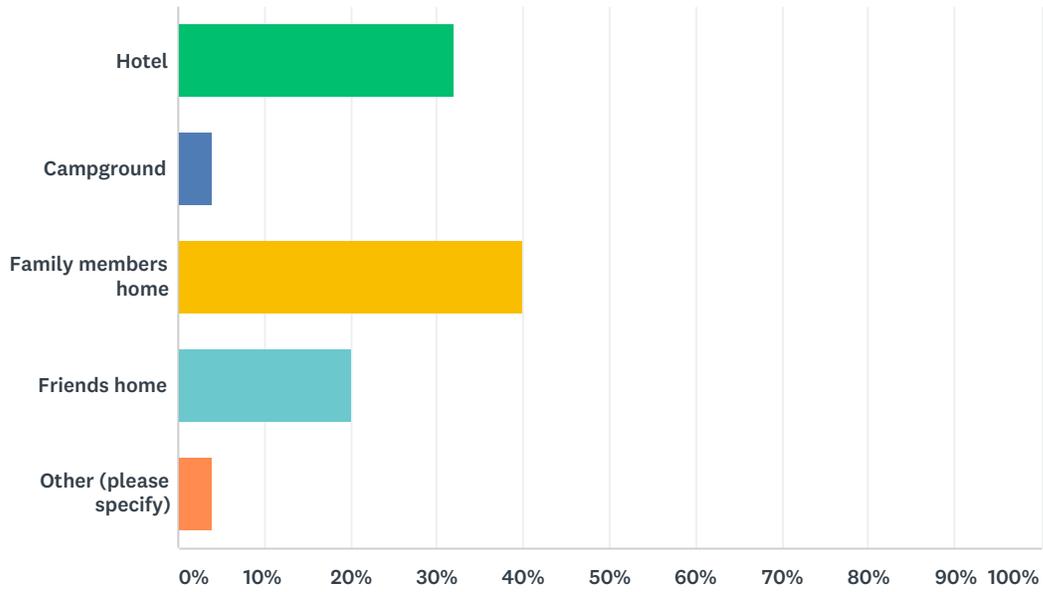
Answered: 25 Skipped: 75



| ANSWER CHOICES        | RESPONSES |    |
|-----------------------|-----------|----|
| Yes                   | 0.00%     | 0  |
| No                    | 4.00%     | 1  |
| 1 night               | 80.00%    | 20 |
| 2 nights              | 4.00%     | 1  |
| 3 nights              | 24.00%    | 6  |
| Total Respondents: 25 |           |    |

### Q25 What type of accommodations will you be staying in?

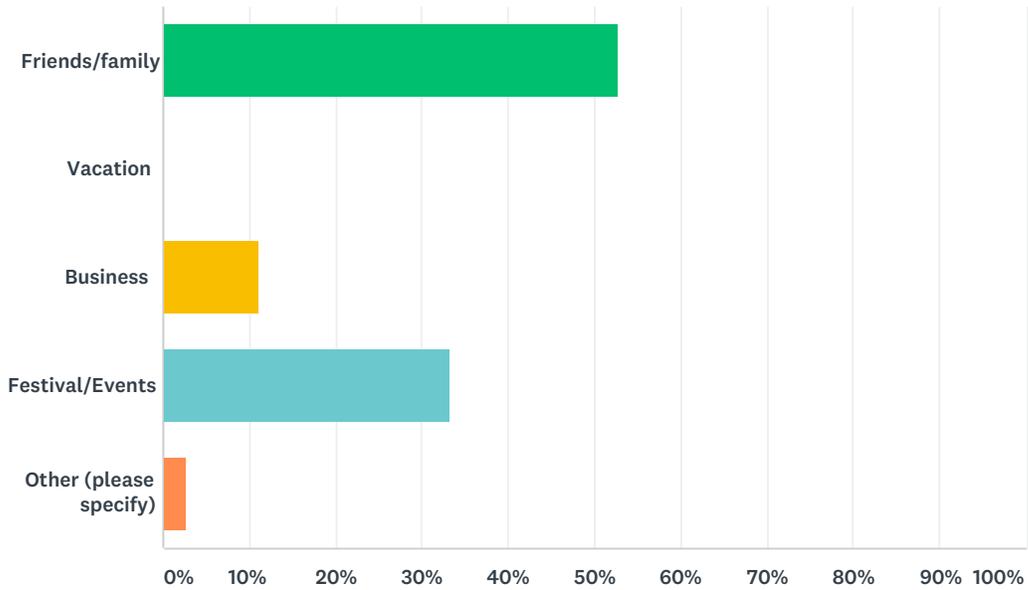
Answered: 25 Skipped: 75



| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Hotel                  | 32.00% 8  |
| Campground             | 4.00% 1   |
| Family members home    | 40.00% 10 |
| Friends home           | 20.00% 5  |
| Other (please specify) | 4.00% 1   |
| <b>TOTAL</b>           | <b>25</b> |

### Q26 What is the main reason for visiting the area?

Answered: 36 Skipped: 64



| ANSWER CHOICES         | RESPONSES |           |
|------------------------|-----------|-----------|
| Friends/family         | 52.78%    | 19        |
| Vacation               | 0.00%     | 0         |
| Business               | 11.11%    | 4         |
| Festival/Events        | 33.33%    | 12        |
| Other (please specify) | 2.78%     | 1         |
| <b>TOTAL</b>           |           | <b>36</b> |