



Highland Games 2022 Attendees Survey Data

Saturday, June 11<sup>th</sup>, 2022

Town of Halton Hills | Economic Development, Innovation & Culture

*Visit*  
HaltonHills



Attended the 2022 Highland Games between 10:00am - 2:00pm



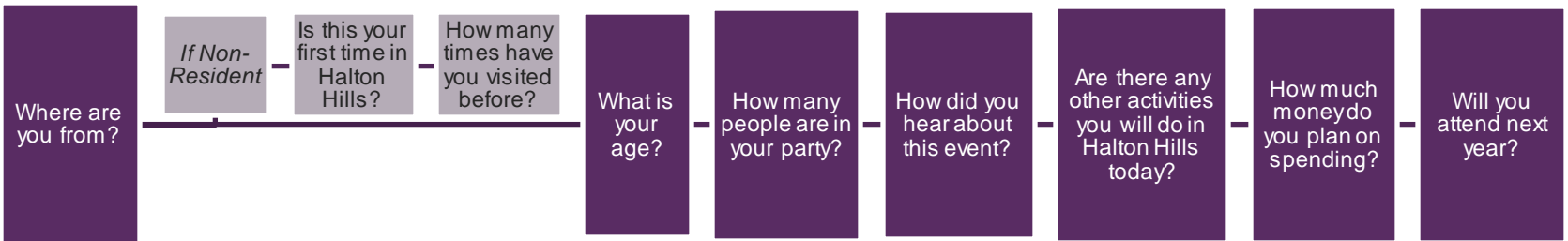
Surveyed 50 groups of attendees (~134 attendees represented)



Nine question survey to understand attendee demographics and future effective marketing strategies.

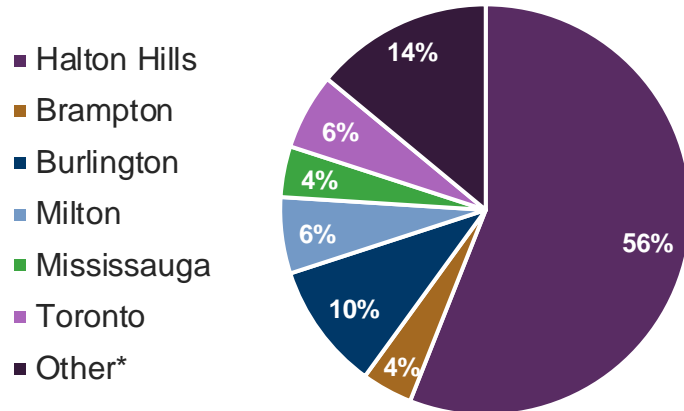


## Survey Questions:



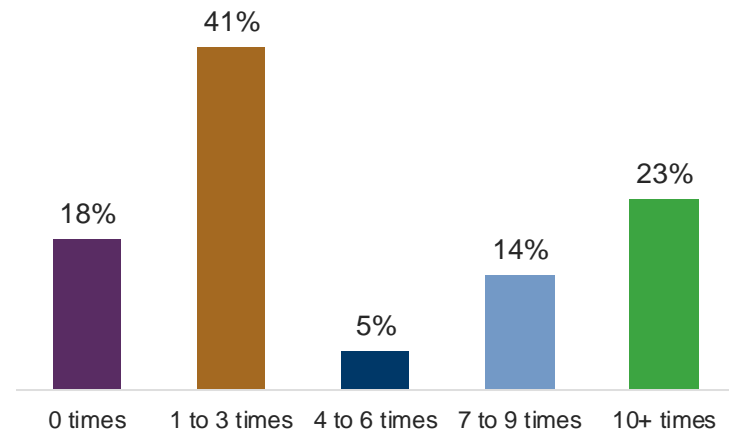
# Survey Results

## Question 1: Where are you visiting from?

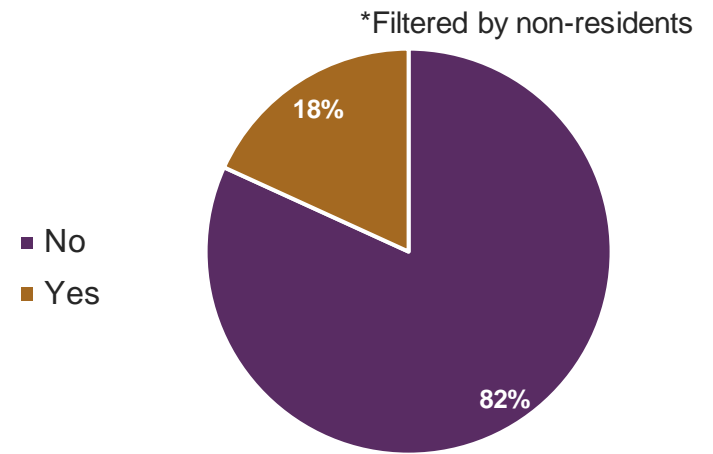


\* One respondent each: Aurora, Dundas, Fergus, Kitchener, Guelph, Oakville, Port Perry

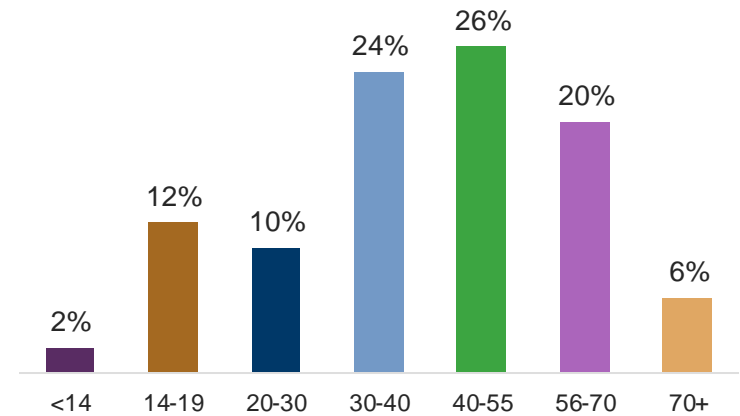
## Question 3: How many times have you visited Halton Hills before?



## Question 2: Is this your first time in Halton Hills?

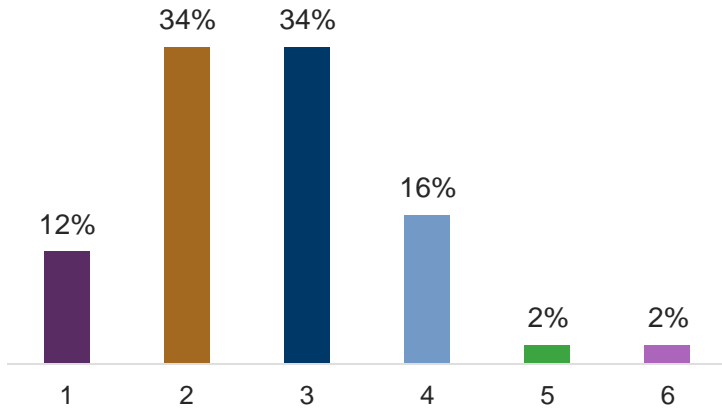


## Question 4: What is your age?

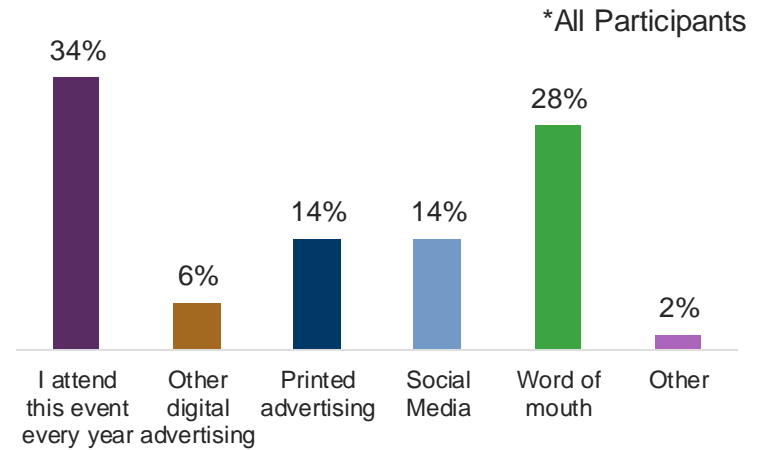


# Survey Results

## Question 5: How many people are in your party?

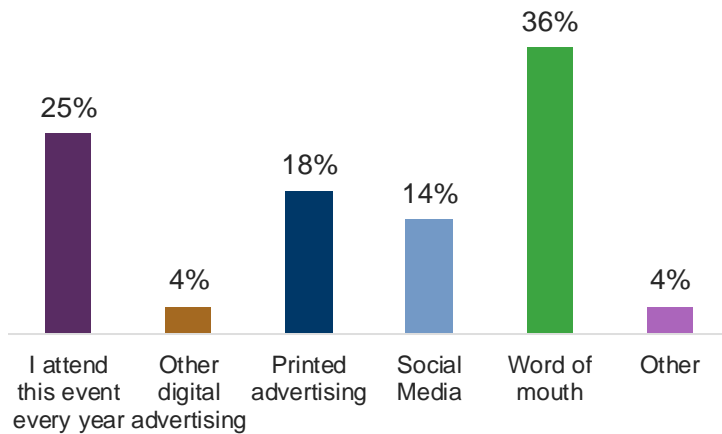


## Question 6: How did you hear about this event?



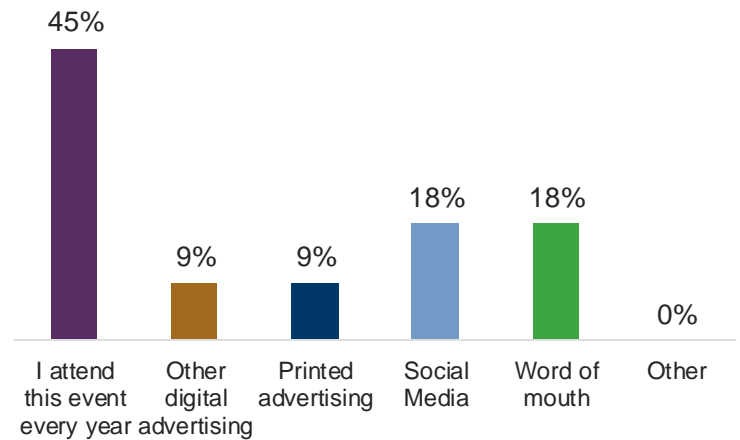
## Question 6a: How did you hear about this event?

\*Filter by Halton Hills residents



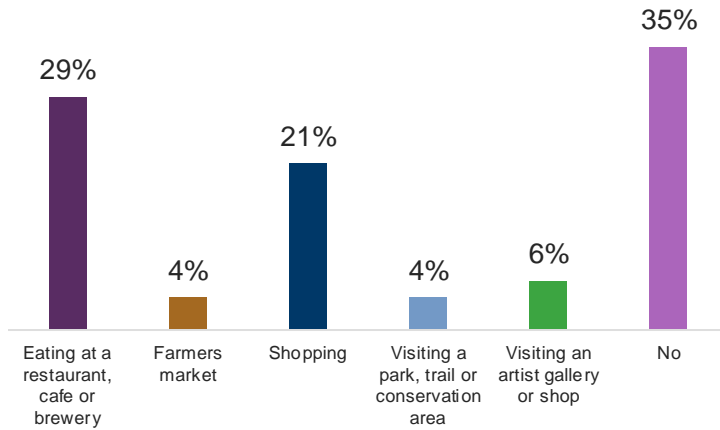
## Question 6b: How did you hear about this event?

\*Filter by non-residents

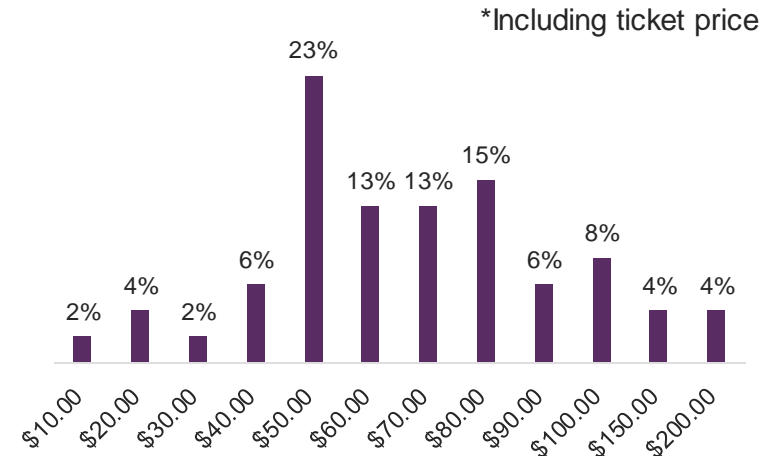


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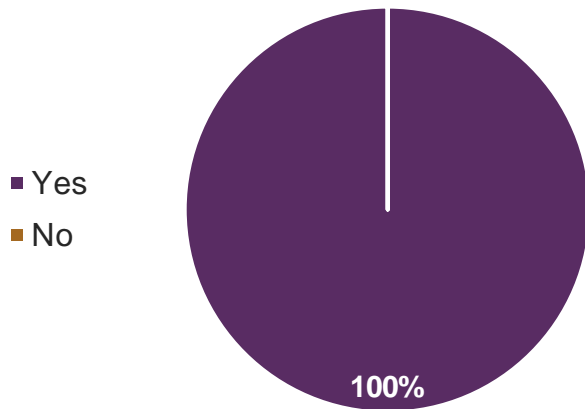
## Question 7: Is there anything else you plan on doing in Halton Hills today?



## Question 8: How much money do you plan on spending?



## Question 9: Will you come back next year?



### Final Insights

- The average anticipated money spent by a respondent was **\$72.08**
- Respondents typically attended in a group of **2-3 people**
- The average respondent's age was **42**
- Halton Hills residents are 2x as likely than non-residents to have heard about the event through **word-of-mouth**
- Non-residents are 50% more likely than Halton Hills residents to have been **informed through online/digital channels**