

# Event Survey Report

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*Paul McCartney – July 11, 2009*

## **Respondents:**

Number of survey respondents	247
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## **Gender of respondents:**

Male	50.2%
Female	49.8%

## **Where do you live?**

Within Halifax Regional Municipality	52.2%
Outside HRM, but within Nova Scotia	24.7%
Outside Nova Scotia, but within Canada	22.3%
Outside of Canada	0.8%

## **Was this event your primary reason for coming to Halifax (non-HRM residents only)?**

Yes	87.4%
No	12.6%

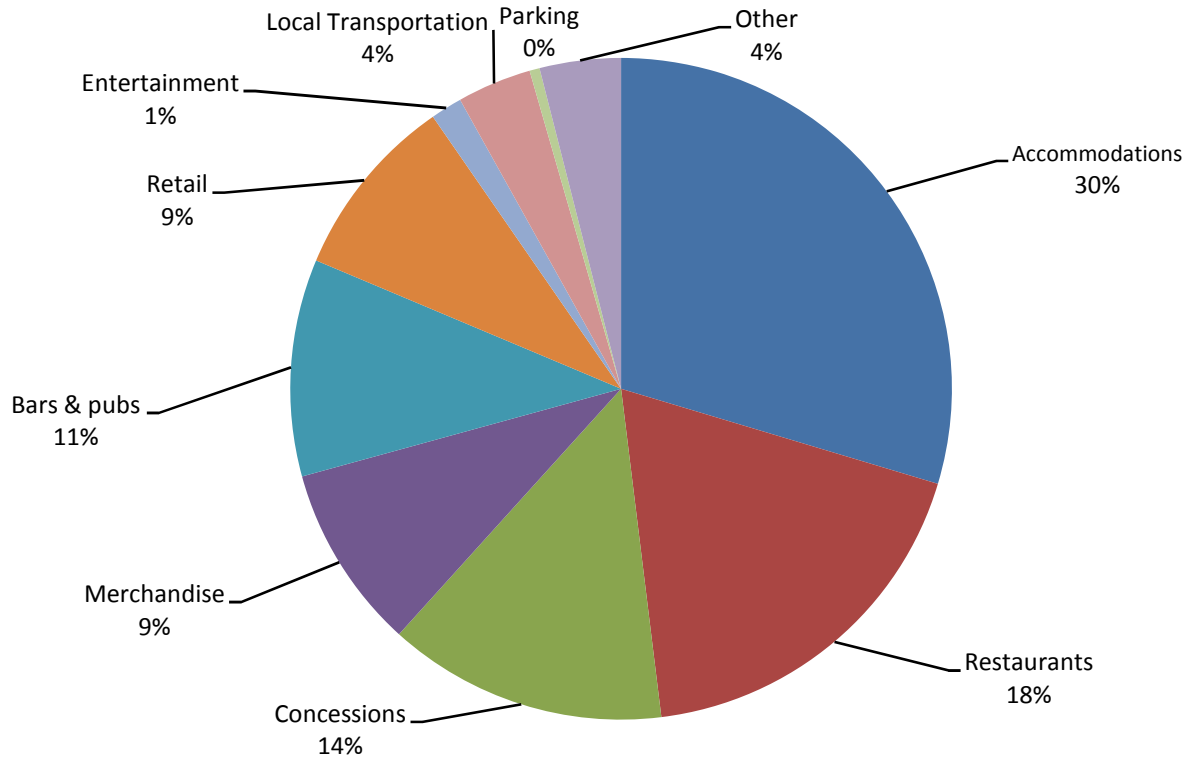
## **How many other people (friends and relatives), not including yourself, attended the concert with you on this trip?**

Average number of people	4.41
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### Attendee Expenditures

Accommodations	\$ 76.10	30%
Restaurants	\$ 47.32	18%
Concessions	\$ 35.06	14%
Merchandise	\$ 23.18	9%
Bars & pubs	\$ 27.23	11%
Retail	\$ 23.20	9%
Entertainment	\$ 3.95	2%
Local Transportation	\$ 9.33	4%
Parking	\$ 1.28	0%
Other	\$ 10.17	4%
<b>Total</b>	<b>\$ 256.82</b>	

### Average Attendee Expenditure \$256.82



## Direct Expenditures

### Attendee Expenditures

	Expenditure	Attendees	Total
Attendee Expenditure	\$256.82	26,564	<b><u>\$6,807,821.92</u></b>

### Event Expenditures

Promoter Expenses (does not include artist fees or royalties)			<b><u>\$1,430,421.00</u></b>
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<b>Direct Expenditures (Estimated)</b>			<b><u>\$8,238,242.92</u></b>
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