



Report

# Honda Celebration of Light Festival Cancellation Survey

Date: August 6, 2025



# Methodology

## Method

Online survey among respondents 18 years of age or older. (Metro Vancouver sample: **n= 504**).

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

## Weighting

Results were weighted according to **age, gender, region, and education** in order to ensure a representative sample of the Metro Vancouver population.

## When

Data collection from **August 1 – 4, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±4.3%**.

## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

## Questions

Have questions about the data presented in this report? Please contact Steve Mossop, Executive Vice-President, Western Canada, at [smossop@leger360.com](mailto:smossop@leger360.com).

## Notes

A more detailed methodology is presented in the Appendix.

## Key Highlights

Some of **the key highlights** of our survey about the **Honda Celebration of Light fireworks festival** are...

### 1 – Awareness and Familiarity

**The Honda Celebration of Light fireworks festival is well known in Metro Vancouver**, with nearly **all residents being familiar** with the festival (97%), and a significant majority (89%) being very or somewhat familiar. The festival is similarly **well-attended**, with over three-quarters (77%) of Metro Vancouver residents having attended the festival at some point.

### 2 – Support for Funding

There is **support overall for funding for the Honda Celebration of Light Festival**. Nearly three-quarters (74%) of Metro Vancouver residents support government funding for the festival overall, which is higher among those who have previously attended the festival (77% vs. 63% for those who have not attended). When provided information on the festival's funding structure, **support is highest for private sponsors to increase their funding** (66%). Still, at least one-third of Metro Vancouver residents note that various government bodies, including the federal, provincial, municipal (City of Vancouver and the Metro Vancouver Regional District) **governments should increase their funding for the festival (33-40%), or at minimum, it should stay the same (40-45%)**.

### 3 – Importance of the Festival

Metro Vancouver residents recognize that **the Honda Celebration of Light festival is important to both Metro Vancouver's identity and culture**, as well as local economy. At an overall level, nearly three-quarters (73%) of Metro Vancouver residents say the festival is important to Metro Vancouver's identity and culture, with 46% saying it is very important. **If the festival were to be cancelled due to decreased funding**, nearly four-in-five Metro Vancouver residents say this **would have a negative impact on both Metro Vancouver's identity and culture (77%), as well as its local economy (79%)**.

**Attendance at the festival also has an impact**, with those who have attended the festival being more likely to say it is very important for Metro Vancouver's identity and culture overall (53%) and would have a negative impact on it if cancelled (80%).

### 4 – Fairness of Federal Government Funding

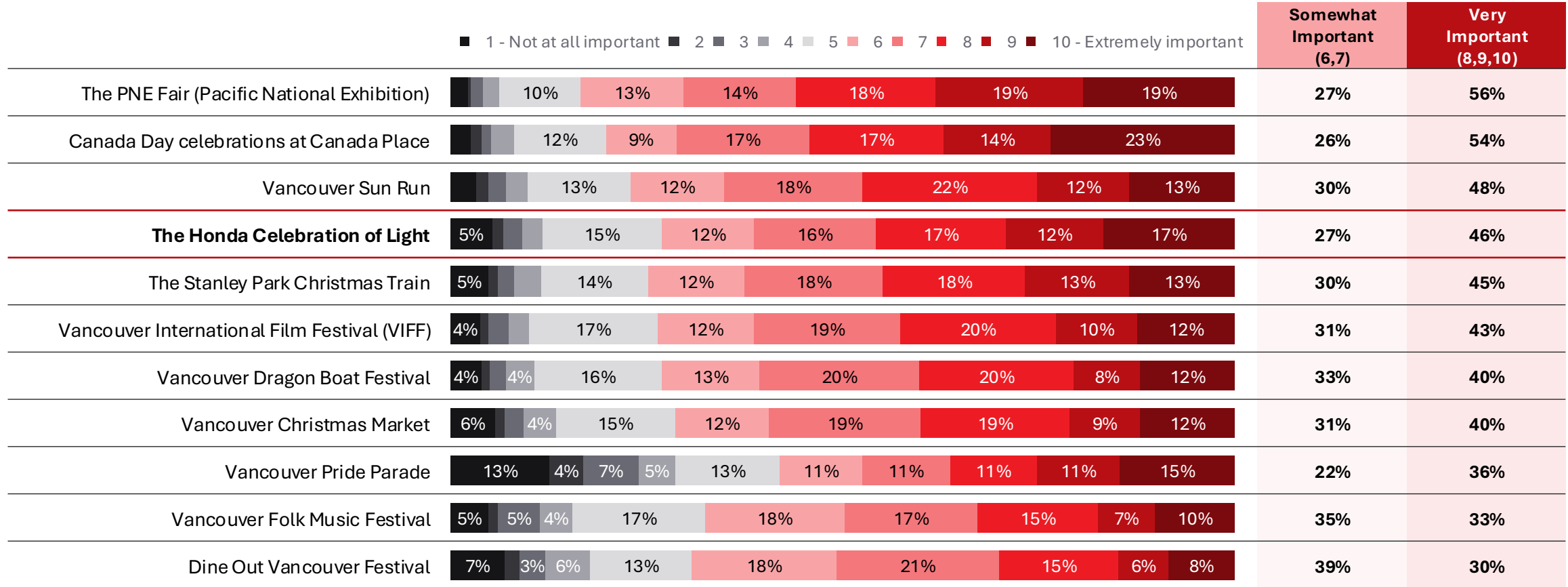
When it comes to federal funding for various events across the country, over two-thirds (68%) of Metro Vancouver residents feel that **it is unfair that West Coast events, like the Honda Celebration of Light, receive comparatively less federal funding than other festivals in other provinces**.

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# Perceptions of the Festival



# Importance of Major Annual Events in the Metro Vancouver Area



**Q1.** Thinking about major annual events in the Metro Vancouver area, how important do you believe each of the following events is to the region's identity and cultural life?

Please rate each event on a scale from 1 to 10, where 1 means "Not at all important" and 10 means "Extremely important."

Base: Metro Vancouver Residents (n=504)

Figures 3% or less not labelled.

# Importance of Major Annual Events in the Metro Vancouver Area

By Demographics

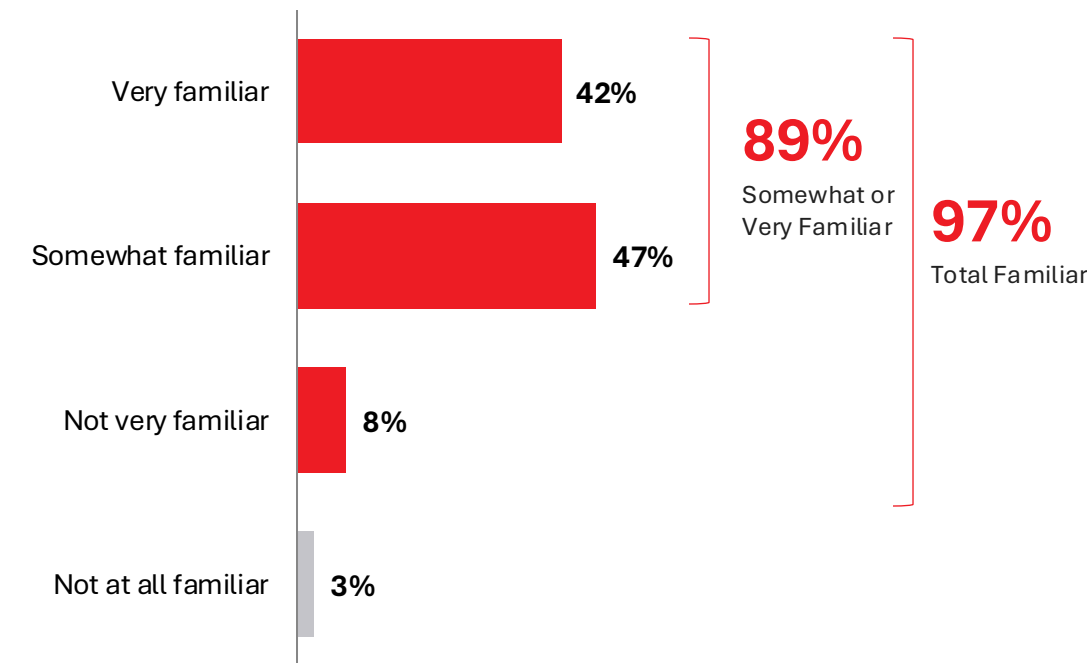
% Very Important (8,9,10)	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
The PNE Fair (Pacific National Exhibition)	56%	51%	56%	60%	50%	62%	56%	56%
Canada Day celebrations at Canada Place	54%	48%	52%	61%	51%	58%	54%	54%
Vancouver Sun Run	48%	47%	46%	50%	42%	52%	48%	47%
The Honda Celebration of Light	46%	46%	42%	49%	44%	47%	55%	42%
The Stanley Park Christmas Train	45%	44%	41%	49%	41%	49%	43%	46%
Vancouver International Film Festival (VIFF)	43%	43%	39%	45%	40%	45%	49%	40%
Vancouver Dragon Boat Festival	40%	38%	40%	42%	38%	42%	43%	39%
Vancouver Christmas Market	40%	48%	39%	35%	38%	42%	39%	40%
Vancouver Pride Parade	36%	39%	37%	33%	29%	43%	44%	34%
Vancouver Folk Music Festival	33%	31%	29%	38%	30%	36%	37%	31%
Dine Out Vancouver Festival	30%	28%	33%	29%	27%	33%	33%	29%

Significantly higher/lower than other respondents

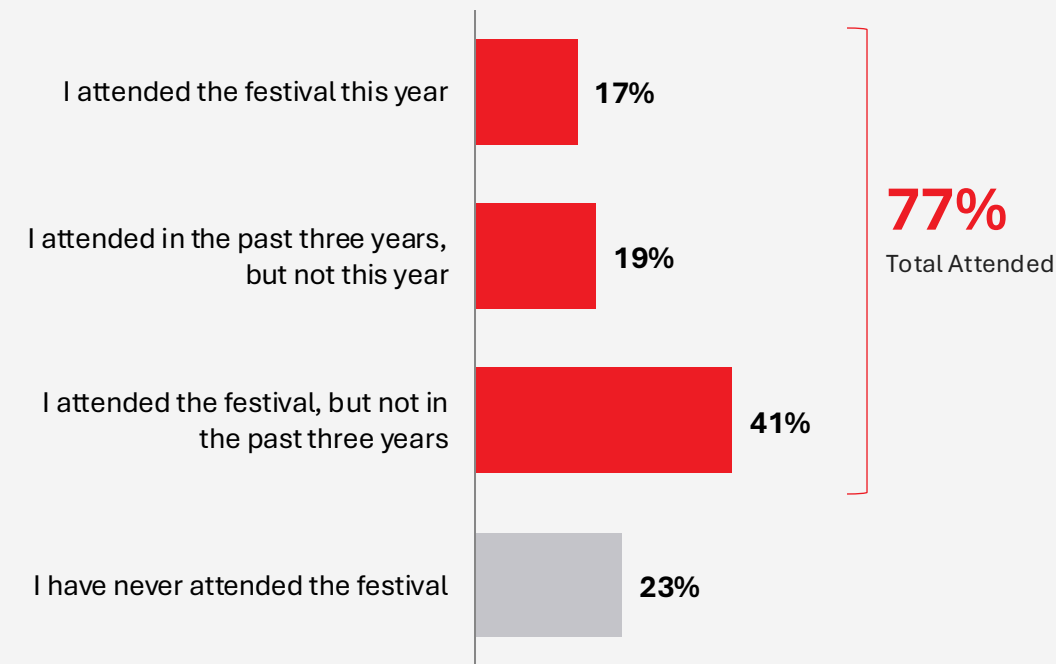
Q1. Thinking about major annual events in the Metro Vancouver area, how important do you believe each of the following events is to the region’s identity and cultural life?  
Please rate each event on a scale from 1 to 10, where 1 means “Not at all important” and 10 means “Extremely important.”  
Base: Metro Vancouver Residents

# Familiarity and Attendance at the Honda Celebration of Light

Familiarity with the Honda Celebration of Light



Attendance at the Honda Celebration of Light



NOTE

Those who have attended the festival are more likely to think the event is **very important** (53%).

Q2. How familiar are you with the Honda Celebration of Light fireworks festival held each summer in Vancouver?  
Q3. Which of the following best describes your past attendance at the Honda Celebration of Light fireworks festival?  
Base: Metro Vancouver Residents (n=504)



# Familiarity and Attendance at the Honda Celebration of Light

By Demographics

Familiarity (% Selected)	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
<b>NET Total Familiar</b>	<b>97%</b>	97%	99%	96%	96%	98%	99%	97%
<b>NET Somewhat, Very Familiar</b>	<b>89%</b>	83%	94%	90%	87%	92%	94%	88%
Very familiar	42%	32%	47%	45%	42%	42%	53%	38%
Somewhat familiar	47%	51%	47%	45%	45%	50%	40%	50%
Not very familiar	8%	14%	5%	6%	9%	6%	6%	9%
Not at all familiar	3%	3%	1%	4%	4%	2%	1%	3%

Attendance (% Selected)	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
<b>NET Ever Attended</b>	<b>77%</b>	76%	86%	69%	75%	78%	87%	73%
This year	17%	27%	15%	9%	17%	17%	28%	12%
Past three years, but not this year	19%	27%	23%	9%	24%	15%	26%	17%
Attended, but not in the past three years	41%	21%	47%	51%	34%	47%	33%	44%
I have never attended the festival.	23%	24%	14%	31%	25%	22%	13%	27%

Significantly higher/lower than other respondents

Q2. How familiar are you with the Honda Celebration of Light fireworks festival held each summer in Vancouver?

Q3. Which of the following best describes your past attendance at the Honda Celebration of Light fireworks festival?

Base: Metro Vancouver Residents

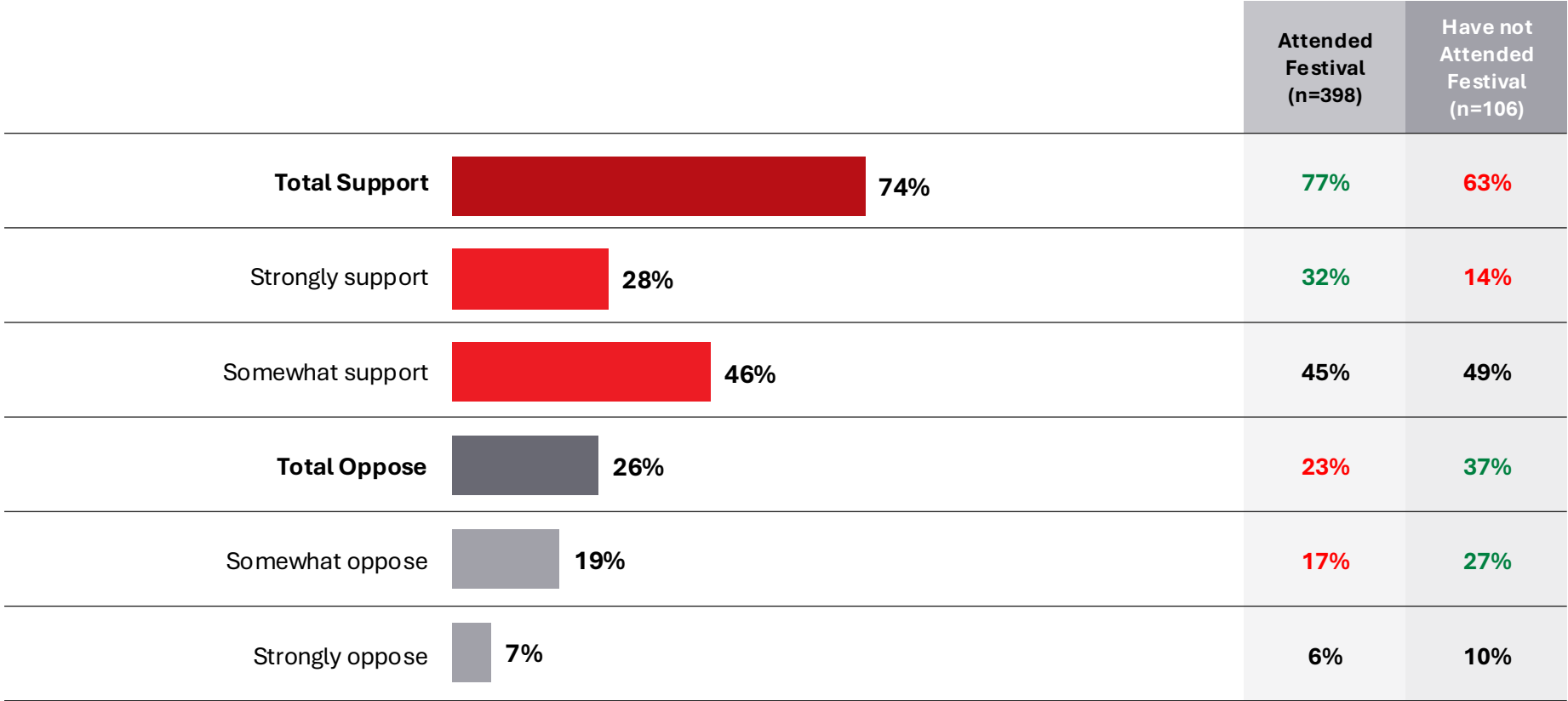


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# Attitudes on Festival Funding



# Support for Government Funding for the Celebration of Light Fireworks Festival



Significantly higher/lower than other respondents

Q4. How much do you support or oppose government funding for the Honda Celebration of Light fireworks festival?  
Base: Metro Vancouver Residents (n=504)

# Support for Government Funding for the Celebration of Light Fireworks Festival

By Demographics

% Selected	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
Total Support	74%	81%	73%	70%	73%	75%	77%	73%
Strongly support	28%	30%	27%	27%	27%	29%	34%	26%
Somewhat support	46%	50%	46%	43%	46%	46%	44%	47%
Total Oppose	26%	19%	27%	30%	27%	25%	23%	27%
Somewhat oppose	19%	15%	20%	21%	20%	18%	15%	21%
Strongly oppose	7%	4%	7%	9%	7%	7%	8%	7%

Significantly higher/lower than other respondents

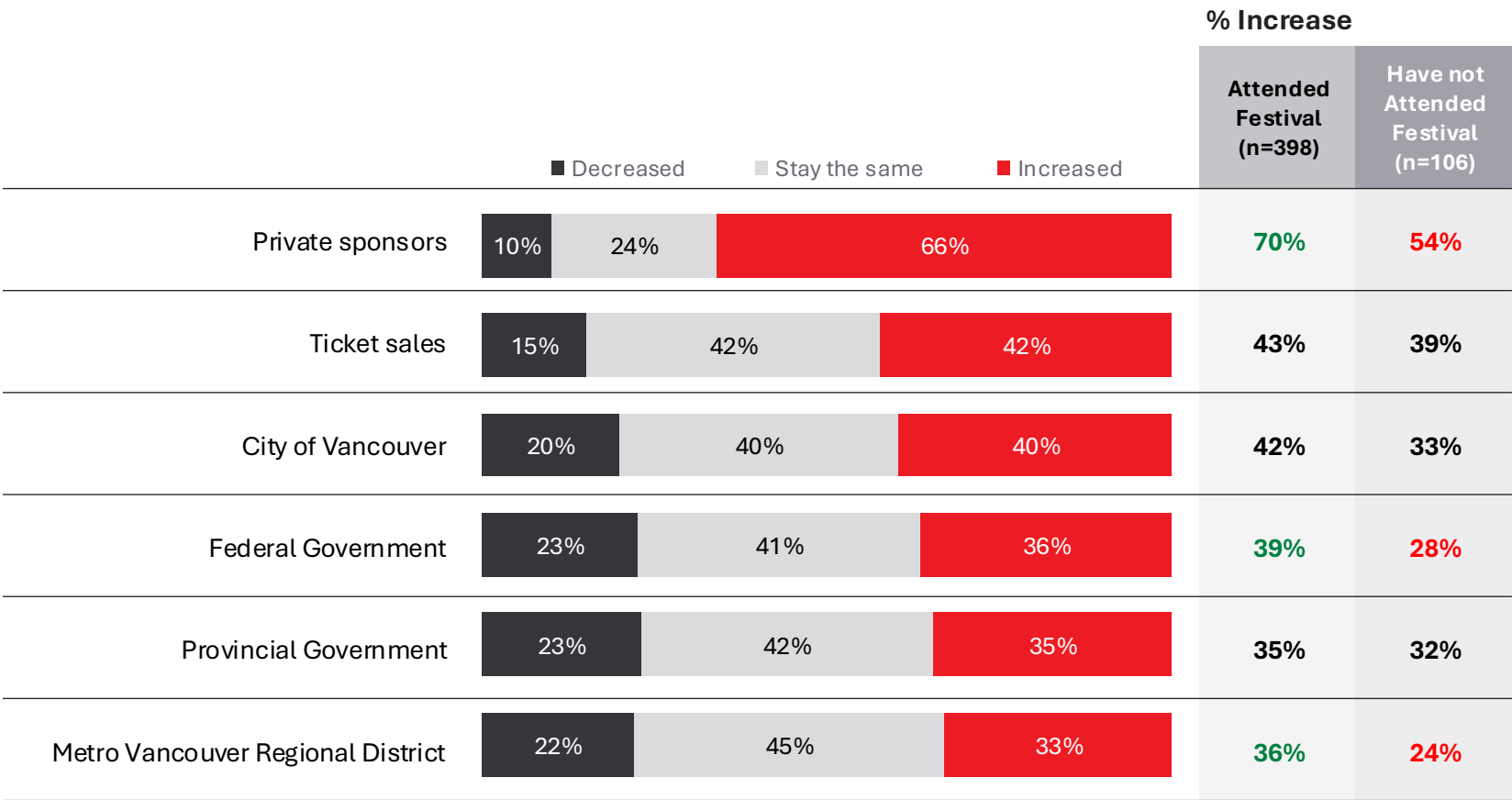
# Contribution from Various Funding Sources

## Information Provided on Funding

The total budget for the Honda Celebration of Light is around \$3 million, with \$550,000 generated from ticketed VIP areas. In 2023, the event received \$700,000 in government funding (\$450,000 federal, \$250,000 provincial). This decreased to \$500,000 (\$250 each from the federal and provincial governments) in 2024. This year, federal funding was eliminated, and the provincial funding of \$250,000 will drop to \$100,000 by 2026.

The City of Vancouver provides in-kind support, including police overtime, traffic control, and sanitation, valued at nearly \$1 million annually. The rest of the funding comes from private sponsors, though their support is increasingly uncertain.

Festival organizers have said the event attracts hundreds of thousands of visitors to Vancouver each year, contributing an estimated \$200 million to the local economy each year.



Significantly higher/lower than other respondents

Q6. In your opinion, should the following funding sources for the Honda Celebration of Light be increased, decreased, or stay the same from current levels?  
Base: Metro Vancouver Residents (n=504)

# Contribution from Various Funding Sources

By Demographics

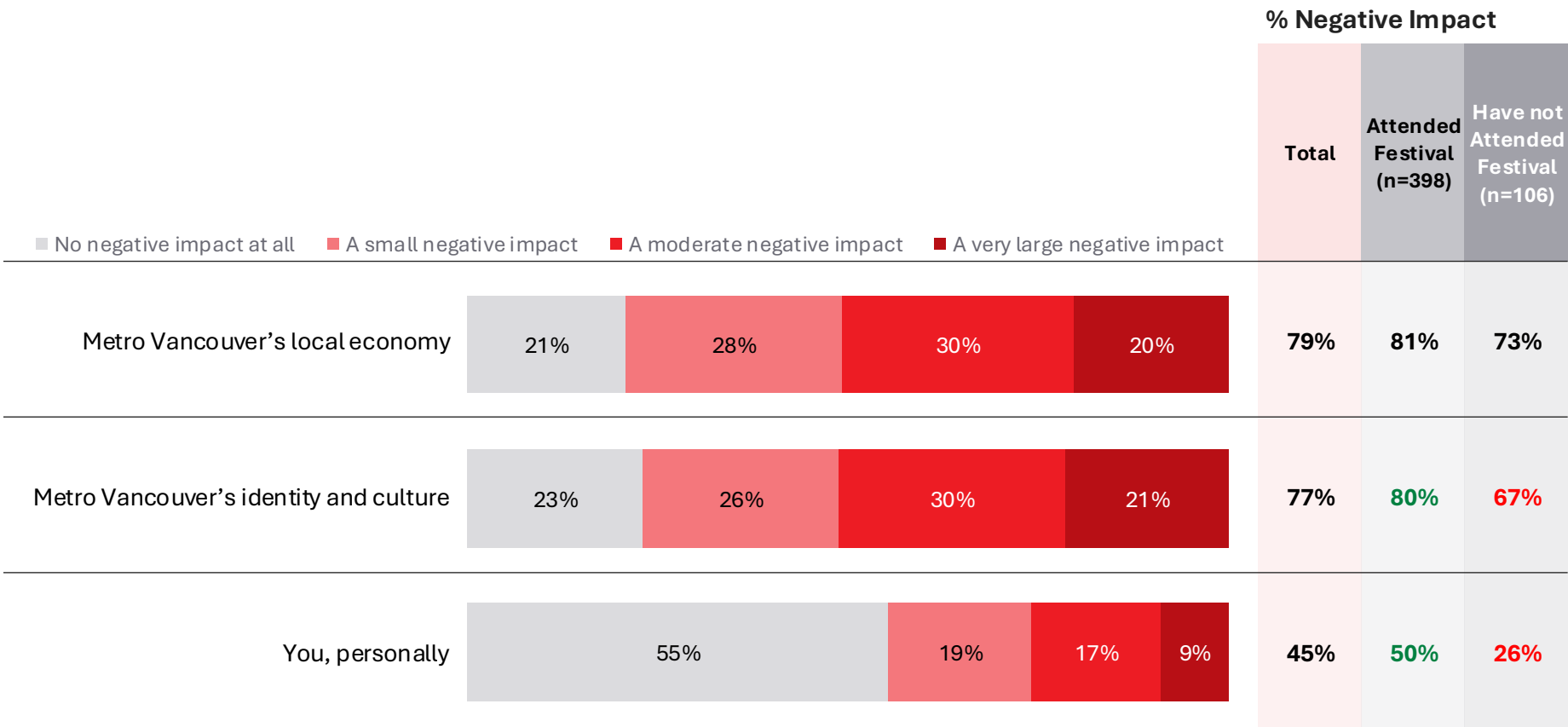
% Increased	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
Private sponsors	66%	56%	64%	75%	67%	65%	60%	68%
Ticket sales	42%	35%	41%	49%	46%	39%	46%	41%
City of Vancouver	40%	44%	37%	38%	41%	39%	38%	40%
Federal Government	36%	31%	37%	40%	38%	35%	40%	35%
Provincial Government	35%	32%	35%	36%	37%	32%	38%	34%
Metro Vancouver Regional District	33%	37%	29%	33%	35%	32%	37%	31%

Significantly higher/lower than other respondents

# Impact of Festival Cancellation due to Low Funding

## Information Provided on Festival Cancellation

You may or may not be aware, but the Honda Celebration of Light fireworks festival is at risk of being cancelled next year due to a significant decrease in funding from both public and private sources. Rising operational costs, combined with reduced government and corporate support, have created financial challenges for the festival.



Significantly higher/lower than other respondents

# Impact of Festival Cancellation due to Low Funding

By Demographics

% Negative Impact	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
Metro Vancouver’s local economy	79%	73%	77%	86%	76%	82%	82%	78%
Metro Vancouver’s identity and culture	77%	74%	72%	83%	74%	79%	74%	78%
You, personally	45%	53%	43%	40%	48%	42%	53%	42%

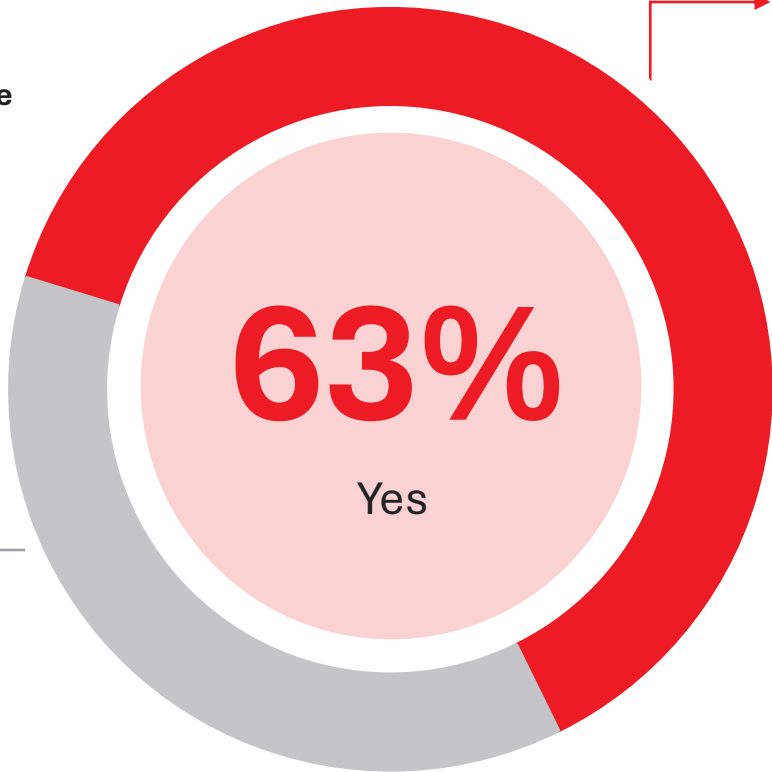
Significantly higher/lower than other respondents



# Support to Introduce a Ticketing System



Would you support the introduction of a ticketing system for areas on the beach...



21% Yes  
41% Yes, as long as there is still free access

37% No, I think the event should remain free

	Attended Festival (n=398)	Have not Attended Festival (n=106)
Yes	68%	47%
No	32%	53%
Significantly higher/lower than other respondents		

Q7. Currently, the Honda Celebration of Light offers both free and VIP ticketed areas. Would you personally support the introduction of a ticketing system that includes an additional public ticketed area on the beach with additional amenities like bathrooms, vendors, and other services, while still maintaining some free access for the public?  
Base: Metro Vancouver Residents (n=504)

# Support to Introduce a Ticketing System

By Demographics

% Selected	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
Total Yes	63%	64%	60%	64%	68%	57%	61%	63%
Yes, I would be willing to pay for a ticketed beach area with added amenities	21%	24%	19%	22%	24%	19%	18%	23%
Yes, I would support a ticketed area as long as there's still free access	41%	39%	41%	43%	44%	39%	43%	41%
No, I think the event should remain free	37%	36%	40%	36%	32%	43%	39%	37%

Significantly higher/lower than other respondents

**Q7.** Currently, the Honda Celebration of Light offers both free and VIP ticketed areas. Would you personally support the introduction of a ticketing system that includes an additional public ticketed area on the beach with additional amenities like bathrooms, vendors, and other services, while still maintaining some free access for the public?  
Base: Metro Vancouver Residents

# Fairness of Federal Funding for Festivals

## Information Provided on Federal Funding for Festivals

While funding varies from year to year, the Government of Canada funds various festivals across the country.

- Some estimations include:
- \$10-\$12M for the Calgary Stampede
  - \$1.5M for Montreal Pride
  - \$1.5M for Festival International de Jazz de Montréal
  - \$1.9M for the Just for Laughs Festival in Montreal
  - \$3.5M for the Toronto Caribbean Carnival

		Attended Festival (n=398)	Have not Attended Festival (n=106)
Total Fair	32%	34%	27%
Completely fair	8%	8%	6%
Somewhat fair	25%	26%	21%
Total Not Fair	68%	66%	73%
Not very fair	32%	26%	50%
Not at all fair	36%	40%	24%

Significantly higher/lower than other respondents

Q8. How fair do you think it is that various festivals across Canada, receive federal funding, while events on the West Coast, like the Honda Celebration of Light, receive comparatively less support?  
Base: Metro Vancouver Residents (n=504)

# Fairness of Federal Funding for Festivals

By Demographics

% Selected	Total (n=504)	Age			Gender		Region	
		18-34 (n=167)	35-54 (n=188)	55+ (n=149)	Men (n=263)	Women (n=241)	City of Vancouver (n=164)	Rest of Metro Vancouver (n=340)
Total Fair	32%	46%	41%	13%	36%	28%	39%	30%
Completely fair	8%	11%	8%	5%	10%	5%	11%	6%
Somewhat fair	25%	36%	33%	8%	26%	24%	28%	23%
Total Not Fair	68%	54%	59%	87%	64%	72%	61%	70%
Not very fair	32%	35%	24%	36%	29%	34%	23%	35%
Not at all fair	36%	19%	35%	51%	35%	38%	38%	36%

Significantly higher/lower than other respondents

Q8. How fair do you think it is that various festivals across Canada, receive federal funding, while events on the West Coast, like the Honda Celebration of Light, receive comparatively less support?  
Base: Metro Vancouver Residents

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# Respondent Profile

# Respondent profiles – Metro Vancouver Sample

Base: All Metro Vancouver respondents (Unweighted n=504; Weighted n=504)

The tables below present the Metro Vancouver distribution of respondents before and after weighting.

## Gender

	Unweighted	Weighted
Man	263	244
Woman	241	260

## Education

	Unweighted	Weighted
High school or less / College	210	298
University	294	206

## Age

	Unweighted	Weighted
18 to 34	167	148
35 to 54	188	169
55+	149	187

## Region

	Unweighted	Weighted
City of Vancouver	164	133
Rest of Metro Vancouver	340	371

## Our Credentials



### Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



### Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



### America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



### International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.



## Our services

**Leger**  
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**Leger Analytics (LEA)**  
Data modelling and analysis

**Leger Opinion (LEO)**  
Panel management

**Leger Communities**  
Online community management

**Leger Digital**  
Digital strategy and user experience

**International Research**  
Worldwide Independent Network (WIN)

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employees

185  
consultants

8  
offices

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