



Survey of the General Public in Strathroy- Caradoc Regarding Arts, Culture and Heritage

Prepared: as input to development of the
Cultural Master Plan

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Table of Contents

Executive Summary	4
Description of the Research	
Background	10
Objectives	11
Methodology	14
The Sample	15
Research Results	
Relationship with Urban Centres	17
Current Spending Patterns	19
General Attitudes	23
Participation in Regularly Scheduled Cultural Activities	25
Participation in Cultural Events or Activities, Overall	29
Awareness and Attendance for Cultural Events and Attractions in Strathroy-Caradoc	33
The Cultural Demographic	38
Barriers to Attending Live Performances	41
Communications	44
Impact of Increased Opportunities in Strathroy-Caradoc	48
Multi-Use Centre	53
Appendices	
Questionnaire	

Executive Summary

Executive Summary

OBJECTIVE

- In order to represent the voice of the general public in the process of developing a cultural master plan for Strathroy-Caradoc, Insights conducted a representative survey of 206 adults in the Township. The telephone survey, which was conducted in March of 2004, was developed by Insights with input from a focus group consisting of twelve people directly involved in arts, culture and heritage in Strathroy.
- The main objective of the survey was to evaluate awareness, interest and participation in arts, culture and heritage opportunities on the part of Strathroy-Caradoc residents.

MAJOR FINDING

- The research revealed that residents of Strathroy-Caradoc are quite active in attending arts, cultural and heritage events and attractions ... but that the majority of their spending is occurring beyond the Township.
- In the community, there was a strong perceived need to learn more about what was happening locally, and a willingness to attend local events. Indeed, increased awareness was linked to increased participation for the events now occurring in Strathroy-Caradoc, particularly for activities with more broad based appeal. In this context, it will be essential for the cultural master plan to address communication as well as increasing and enhancing the product offerings.



Executive Summary

KEY CONCLUSION	EVIDENCE	IMPLICATION
<p>There was general public support for the concept of increasing cultural opportunities in Strathroy-Caradoc ... coupled with appreciation of the benefits.</p>	<ul style="list-style-type: none"> - 90% agreed that increased tourism would be positive. - 70% agreed that increased arts, culture and heritage activities would benefit the economy ... and 2/3 favoured greater local government support of such endeavours. - 80% agreed that Strathroy-Caradoc needed events, despite proximity to London. <p>average % of spending that occurs beyond Strathroy-Caradoc* for:</p> <ul style="list-style-type: none"> Groceries 13% Other shopping 61% Participation in sports 40% Entertainment 85% <p>* Among those who spent in the category</p>	<p>The premise of the culture master plan resounded with the general public; that is, the intended outcomes were perceived as credible and drew support.</p>
<p>Residents of Strathroy-Caradoc spent heavily outside of the Township, particularly with respect to shopping for non-grocery items and - even more so - on entertainment (where \$.85 of every dollar went beyond Strathroy-Caradoc). The majority of the spending that was diverted outside of the Township went to London, which was the urban centre that a third of the respondents felt greatest affinity for (following Strathroy, which was named by six of ten).</p>	<p>There is significant economic opportunity related to increasing the proportion of money that Strathroy-Caradoc residents spend locally, especially in the area of arts, culture and heritage.</p>	<p>The potential local market for arts, culture and heritage - as broadly defined by the cultural master plan - encompassed three-quarters of the community. In other words, there was wide appeal for arts, cultural and heritage initiatives.</p>
<p>The overall participation in spending on cultural activities - broadly defined as attending paid entertainment such as theatre, concerts, festivals, museums, and galleries - was quite high.</p>	<ul style="list-style-type: none"> - 74% of households had spent money on participation in these forms of entertainment ... as compared to 53% of households having spent money on participation in sports, athletic teams, and clubs, or pay-as-you-play for such things as golf and bowling. 	<p>The potential local market for arts, culture and heritage - as broadly defined by the cultural master plan - encompassed three-quarters of the community. In other words, there was wide appeal for arts, cultural and heritage initiatives.</p>



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<p>Specifically, just over two-thirds of respondents had attended a concert, live theatre, a museum or an art event in the past year ... with concerts and professional theatre having the greatest draw. A relatively small proportion of this activity occurred in the Township.</p> <p>The demographic for those who had attended these events or attractions was skewed towards the higher income and education brackets.</p>	<table border="1"> <thead> <tr> <th data-bbox="423 1066 545 1396">% of respondents who attended past year</th> <th data-bbox="423 705 545 1066">% of past year attendees that went beyond S-C</th> <th data-bbox="423 705 545 1066">in Strathroy</th> <th data-bbox="423 705 545 1066">in Caradoc</th> </tr> </thead> <tbody> <tr> <td data-bbox="545 1066 586 1396">Concert</td> <td data-bbox="545 705 586 1066">76%</td> <td data-bbox="586 705 626 1066">22%</td> <td data-bbox="626 705 667 1066">8%</td> </tr> <tr> <td data-bbox="586 1066 626 1396">Live theatre</td> <td data-bbox="586 705 626 1066">74%</td> <td data-bbox="626 705 667 1066">4%</td> <td data-bbox="667 705 708 1066">2%</td> </tr> <tr> <td data-bbox="626 1066 667 1396">professional</td> <td data-bbox="626 705 667 1066">39%</td> <td data-bbox="667 705 708 1066">24%</td> <td data-bbox="708 705 748 1066">2%</td> </tr> <tr> <td data-bbox="667 1066 708 1396">amateur</td> <td data-bbox="708 705 748 1066">50%</td> <td data-bbox="748 705 789 1066">26%</td> <td data-bbox="789 705 829 1066">7%</td> </tr> <tr> <td data-bbox="708 1066 748 1396">Museum / heritage site</td> <td data-bbox="748 705 789 1066">34%</td> <td data-bbox="789 705 829 1066">46%</td> <td data-bbox="829 705 870 1066">5%</td> </tr> <tr> <td data-bbox="748 1066 789 1396">Art gallery / art event</td> <td data-bbox="789 705 829 1066">90%</td> <td data-bbox="829 705 870 1066">36%</td> <td data-bbox="870 705 911 1066">9%</td> </tr> <tr> <td data-bbox="789 1066 829 1396">Any of above</td> <td data-bbox="829 705 870 1066">68%</td> <td data-bbox="870 705 911 1066">89%</td> <td data-bbox="911 705 951 1066">9%</td> </tr> </tbody> </table>	% of respondents who attended past year	% of past year attendees that went beyond S-C	in Strathroy	in Caradoc	Concert	76%	22%	8%	Live theatre	74%	4%	2%	professional	39%	24%	2%	amateur	50%	26%	7%	Museum / heritage site	34%	46%	5%	Art gallery / art event	90%	36%	9%	Any of above	68%	89%	9%	<p>Within arts, culture and heritage, professional theatre was the category where the greatest proportion of people had spent beyond Strathroy-Caradoc ... but there was a high level of outward migration of spending in all areas. The segment of the market that was most active in attending live performances, galleries and museums was more upscale.</p>													
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<p>Overall, the Strathroy-Caradoc events and attractions that were best known and most well attended - such as Turkey Fest, Farmer's Markets, the Fair, the Santa Claus parade and Canada Day celebrations - were more family oriented, interactive and often outdoors. Performance based, or "true arts" events, tended to have lower awareness and attendance.</p>	<table border="1"> <thead> <tr> <th data-bbox="885 1066 951 1396"></th> <th data-bbox="885 705 951 1066">Awareness</th> <th data-bbox="885 705 951 1066">Past Year Attendance</th> </tr> </thead> <tbody> <tr> <td data-bbox="951 1066 992 1396">Turkey Fest</td> <td data-bbox="951 705 992 1066">95%</td> <td data-bbox="992 705 1032 1066">52%</td> </tr> <tr> <td data-bbox="992 1066 1032 1396">Farmer's Markets</td> <td data-bbox="1032 705 1073 1066">87%</td> <td data-bbox="1073 705 1114 1066">59%</td> </tr> <tr> <td data-bbox="1032 1066 1073 1396">Strathroy Santa Claus Parade</td> <td data-bbox="1073 705 1114 1066">86%</td> <td data-bbox="1114 705 1154 1066">44%</td> </tr> <tr> <td data-bbox="1073 1066 1114 1396">Strathroy Museum</td> <td data-bbox="1114 705 1154 1066">85%</td> <td data-bbox="1154 705 1195 1066">15%</td> </tr> <tr> <td data-bbox="1114 1066 1154 1396">Strathroy Canada Day Celebrations</td> <td data-bbox="1154 705 1195 1066">78%</td> <td data-bbox="1195 705 1235 1066">41%</td> </tr> <tr> <td data-bbox="1154 1066 1195 1396">Strathroy Fair</td> <td data-bbox="1195 705 1235 1066">74%</td> <td data-bbox="1235 705 1276 1066">20%</td> </tr> <tr> <td data-bbox="1195 1066 1235 1396">Ska-Nah-Doh</td> <td data-bbox="1235 705 1276 1066">69%</td> <td data-bbox="1276 705 1317 1066">16%</td> </tr> <tr> <td data-bbox="1235 1066 1276 1396">Gallery at Strathroy Library</td> <td data-bbox="1276 705 1317 1066">52%</td> <td data-bbox="1317 705 1357 1066">23%</td> </tr> <tr> <td data-bbox="1276 1066 1317 1396">Strathroy Community Players</td> <td data-bbox="1317 705 1357 1066">50%</td> <td data-bbox="1357 705 1398 1066">5%</td> </tr> <tr> <td data-bbox="1317 1066 1357 1396">Outdoor festivals</td> <td data-bbox="1357 705 1398 1066">49%</td> <td data-bbox="1398 705 1438 1066">23%</td> </tr> <tr> <td data-bbox="1357 1066 1398 1396">Mt. Brydges Canada Day Celebrations</td> <td data-bbox="1398 705 1438 1066">43%</td> <td data-bbox="1438 705 1479 1066">18%</td> </tr> <tr> <td data-bbox="1398 1066 1438 1396">Strathroy District Arts Council</td> <td data-bbox="1438 705 1479 1066">38%</td> <td data-bbox="1479 705 1520 1066">NA</td> </tr> <tr> <td data-bbox="1438 1066 1479 1396">Strathroy Museum Council Concerts</td> <td data-bbox="1479 705 1520 1066">30%</td> <td data-bbox="1520 705 1560 1066">5%</td> </tr> <tr> <td data-bbox="1479 1066 1520 1396">Day for the Arts</td> <td data-bbox="1520 705 1560 1066">17%</td> <td data-bbox="1560 705 1601 1066">2%</td> </tr> </tbody> </table>		Awareness	Past Year Attendance	Turkey Fest	95%	52%	Farmer's Markets	87%	59%	Strathroy Santa Claus Parade	86%	44%	Strathroy Museum	85%	15%	Strathroy Canada Day Celebrations	78%	41%	Strathroy Fair	74%	20%	Ska-Nah-Doh	69%	16%	Gallery at Strathroy Library	52%	23%	Strathroy Community Players	50%	5%	Outdoor festivals	49%	23%	Mt. Brydges Canada Day Celebrations	43%	18%	Strathroy District Arts Council	38%	NA	Strathroy Museum Council Concerts	30%	5%	Day for the Arts	17%	2%	<p>The diverse cultural events now occurring in Strathroy-Caradoc had a more broad based appeal and - because attendance generally had a positive relationship with awareness - it would be worthwhile to communicate them to the community at large (recognizing that the market for performing arts was more limited).</p>
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<p>Among arts, culture and heritage activities, music, art and dance lessons had the lowest relative level of participation ... but these activities were largely concentrated within Strathroy-Caradoc.</p>	<p>% of households where there was past year participation in music, art, or dance lessons by:</p> <ul style="list-style-type: none"> Respondent 8% A child in the home 12% <p>... compared to participation in amateur sports by:</p> <ul style="list-style-type: none"> Respondent 16% A child in the home 18% <p>% of participation beyond Strathroy-Caradoc</p> <ul style="list-style-type: none"> Music, art or dance lessons 15% Amateur sport 25% 	<p>Although music, art and dance lessons are an important element of the cultural landscape, the research suggests that they would not need to be a major focus in the master plan, as this activity is currently occurring largely in the Township.</p>
<p>The greatest barrier to attending more live performances in Strathroy-Caradoc related to the perceived quantity and quality of the offerings.</p>	<ul style="list-style-type: none"> - 70% agreed that their attendance was inhibited because they didn't hear about what was going on. - Nearly 3/4 felt there wasn't much going on. - 69% agreed that better quality entertainment was available elsewhere. 	<p>The research implies that participation in arts, culture and heritage in Strathroy-Caradoc could be increased by increasing and enhancing the product offerings, but also by communicating current offerings more effectively.</p>
<p>Residents expressed considerable interest in attending arts, cultural and heritage events (particularly concerts and theatre) in Strathroy-Caradoc, assuming these were available. Level of interest was marginally higher if the venue was Strathroy, rather than elsewhere in the Township.</p>	<p>% who would have interest in attending the following, in Strathroy:</p> <ul style="list-style-type: none"> Concert 76% Theatre professional 71% amateur 62% Museum 50% Art gallery or event 42% 	<p>Residents were very willing to consider attending cultural events and attractions within Strathroy-Caradoc; the cultural master plan will need to evaluate the scale of events that can be supported by a market of this size.</p>



Executive Summary

KEY CONCLUSION	EVIDENCE	IMPLICATION										
<p>There was a strong appetite for information about what was going on in Strathroy-Caradoc. In terms of media options, newspaper had greater reach than electronic options, but newspaper readership increased with age while web use declined.</p>	<ul style="list-style-type: none"> - 80% were interested in learning more about what was happening in Strathroy-Caradoc. - About half read the London Free Press and The Age Dispatch all or most of the time. - 38% were likely to visit a website, while 31% were likely to sign up for emails. 	<p>A communications plan will be an integral and important element of the Cultural Master Plan. A combination of print and electronic media will be required to reach the audience.</p>										
<p>Overall, the survey indicated considerable support for the concept of a Multi-Use Centre and a low level of opposition. The movie theatre seemed to drive interest in the centre, and respondents perceived that such a centre would benefit the Township, overall.</p>	<ul style="list-style-type: none"> - 58% were in favour of the concept of a Multi-Use Centre, 33% were neutral and 9% against. - 51% were in favour of a monetary contribution from the Township, 31% neutral, and 18% against. <p>% who felt high need for various components:</p> <table style="margin-left: 20px;"> <tr> <td>Movie theatre</td> <td>68%</td> </tr> <tr> <td>Multi-purpose area</td> <td>55%</td> </tr> <tr> <td>Performance hall</td> <td>40%</td> </tr> <tr> <td>Museum location</td> <td>39%</td> </tr> <tr> <td>Space for Chamber of Commerce</td> <td>21%</td> </tr> </table>	Movie theatre	68%	Multi-purpose area	55%	Performance hall	40%	Museum location	39%	Space for Chamber of Commerce	21%	<p>The research suggests sufficient interest to justify further exploration of a Multi-Use Centre. The movie theatre was a very important part of the concept, as it attracted the strongest interest of any of the components.</p>
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Multi-purpose area	55%											
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Description of the Research

Background

Objectives

Methodology

The Sample

Background


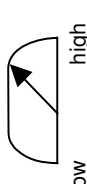
- Strathroy-Caradoc is in the midst of preparing a cultural master plan ... a process involving extensive community consultation and research. The premise of the process is that preserving, strengthening and further developing arts, culture and heritage in Strathroy-Caradoc will enrich the lives of residents and present tourism opportunities. Additional anticipated outcomes include economic contribution, attraction of new business, and downtown revitalization.
- The goals for the cultural master plan are broad and quite far reaching:
 - to create a marketable **cultural identity** for Strathroy-Caradoc;
 - to facilitate **arts and culture sustainability**;
 - to define the **cultural demographic**;
 - to contribute to **downtown revitalization**;
 - to address **marketing** of arts, culture and heritage opportunities, and to positively impact **tourism**.
- The development of the cultural master plan is a partnership among the Ontario Ministry of Culture, the Strathroy District Arts Council, the Strathroy Business Improvement Area, the Township of Strathroy-Caradoc, the Strathroy Chamber of Commerce, the Strathroy Lions Club and the Community Futures Development Corporation (Middlesex Branch).

Objectives

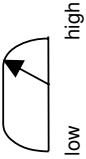
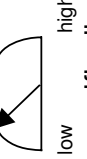

- The overall goal of the survey was to represent the voice of the general public in the cultural master planning process. Specifically, the survey was primarily intended to **evaluate awareness, interest and participation in arts, cultural and heritage opportunities in Strathroy-Caradoc.**
- The survey is but one of many inputs to the development of the cultural master plan. The following table places the role and objectives of the survey in the context of the broader goals of the cultural master plan.



Objectives

PLAN GOALS	ROLE OF SURVEY	OBJECTIVES OF SURVEY
<p>cultural identity</p> <ul style="list-style-type: none"> not appropriate to expect the general public to generate a cultural identity; master plan will do so, based on a range of inputs 	 <ul style="list-style-type: none"> not appropriate to expect the general public to generate a cultural identity; master plan will do so, based on a range of inputs 	<ul style="list-style-type: none"> none, in this area
<p>arts and culture sustainability</p>	 <ul style="list-style-type: none"> a major input, particularly on the “demand” side; complete assessment of sustainability will require a more comprehensive analysis including economic evaluation 	<ul style="list-style-type: none"> identify levels of current and past participation (within and beyond Strathroy-Caradoc) in a range of types of activities that – for the purposes of the master planning exercise – have been identified as constituting arts, culture and heritage to measure awareness and participation in specific relevant events and attractions in Strathroy-Caradoc to explore whether increased opportunities in Strathroy-Caradoc would translate into increased participation; to evaluate barriers to participation to gain preliminary reaction to the concept of a multi-use centre

Objectives

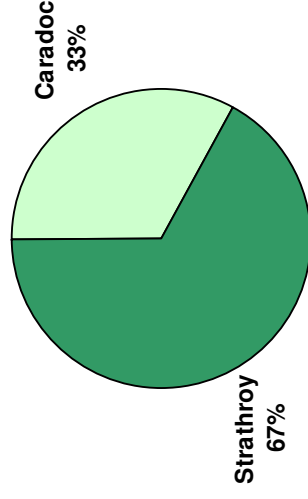
PLAN GOALS	ROLE OF SURVEY	OBJECTIVES OF SURVEY
<p>cultural demographic</p>		<ul style="list-style-type: none"> to analyze results by various demographic variables
<p>downtown revitalization</p>	 <ul style="list-style-type: none"> questions specifically relating to the downtowns in Strathroy and Mt. Brydges were beyond the scope of the survey; consequently the role of the survey was limited to establishing a baseline regarding share of spending that stayed in Strathroy-Caradoc 	<ul style="list-style-type: none"> to ascertain the distribution of respondents' spending on groceries, other shopping, sports pursuits and entertainment ... to determine the proportion spent beyond Strathroy-Caradoc to evaluate public support of the notion that increased arts, culture and heritage activities would benefit the economy
<p>tourism / marketing</p>	 <ul style="list-style-type: none"> the survey was restricted to residents of Strathroy-Caradoc, so did not encompass tourism; however, receptivity to marketing efforts was explored 	<ul style="list-style-type: none"> evaluate the perceived need for additional information regarding arts, culture and heritage opportunities, and explore the most effective means of providing such information

Methodology

- On January 28, 2004, Terry Green of Insights met with a focus group consisting of twelve people directly involved in arts, culture and heritage in Strathroy-Caradoc. The session, which was held at the Gemini Sportsplex, was organized by those responsible for preparation of the Cultural Master Plan, and provided Insights with relevant background and input prior to developing the questionnaire for the community survey.
- The survey itself, conducted by telephone and involving 206 adults living in Strathroy-Caradoc, occurred from March 15-27, 2004.

Adult Population of Strathroy-Caradoc (13,923 by the 2001 census)

- In order to correctly represent the distribution of the adult population of Strathroy-Caradoc, as shown to the right, 138 of the interviews (or 67%) were conducted in the former Town of Strathroy and 68 in the former Township of Caradoc. As well, quotas were established to ensure that age and gender were appropriately represented, in both Strathroy and Caradoc.



- A survey of 206 is accurate within a range of plus or minus 6%, at worst, nine times out of ten (90% confidence).
- Throughout the report, the exact wording of the questions has been displayed along with the findings. A full tabulation of results, with relevant cross-tabulations, has been provided under separate cover.

The Sample

Demographic Characteristics of the Sample (n=206)

Age		
19 to 24		9%
25 to 34		16%
35 to 44		24%
45 to 54		19%
55 to 64		13%
65 and older		19%
Gender		
Male		49%
Female		51%
Education		
Some public / high school		16%
High school graduate		26%
Some college / university		12%
College / university graduate		46%
Household Composition (% of households including a person of the specified age)		
Other adults in home		83%
Children		
≤ 4		10%
5 – 9		11%
10 – 14		18%
15 – 18		14%
Any ≤ 18		35%
Dwelling		
Owned		80%
Rented		20%
Pre-tax Household Income (2003)		
< \$25,000		9%
\$25,000 - \$49,999		25%
\$50,000 - \$74,999		16%
\$75,000 +		30%
Refused		20%
Place of work		
Strathroy		32%
elsewhere in Township		9%
London		19%
elsewhere		8%
Subtotal: working out of home		68%
Length of time living in Strathroy-Caradoc		
≤ 1 year		5%
2 – 5 years		18%
6 – 19 years		28%
20+ years		49%
Average		21.9 years

Research Results

Relationship with Urban Centres

Current Spending Patterns

General Attitudes

Participation in Regularly Scheduled Cultural Activities

Participation in Cultural Events or Activities, Overall

Awareness and Attendance for Cultural Events and Attractions in

Strathroy-Caradoc

The Cultural Demographic

Barriers to Attending Live Performances

Communications

Impact of Increased Opportunities in Strathroy-Caradoc

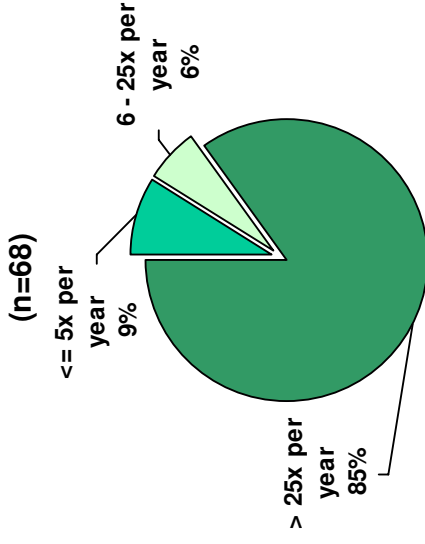
Multi-Use Centre

Relationship With Urban Centres

- The minority of residents of Strathroy-Caradoc who did not live in Strathroy (one-third) tended to visit Strathroy frequently; fully 85% indicated that they had been there more than 25 times over the past year.
- However, as shown on the following page, only six of ten respondents named Strathroy as the town or city they felt most connected with ... while three of ten named London. The likelihood of mentioning Strathroy was relatively higher among those who worked in Strathroy-Caradoc (64% vs 41% for those who worked beyond) or lived in Strathroy (67% vs 43%) ... just as Mt. Brydges was named much more frequently (28%) among those who lived in Mt. Brydges. Interestingly, women were relatively more likely to have an affinity for Strathroy, while men tended to have a greater affinity for London ... even though similar proportions of men and women lived in Strathroy, and worked in Strathroy-Caradoc.
- **In summary, London maintained quite a high profile and was named by at least three of ten respondents - irrespective of where in the Township they lived - as the town or city that they most often turned to . Not surprisingly, Caradoc residents - as compared to Strathroy residents - were less apt to regard Strathroy as “their urban centre”, despite visiting it frequently.**

Over the past year, how often would you say that you have been to Strathroy?

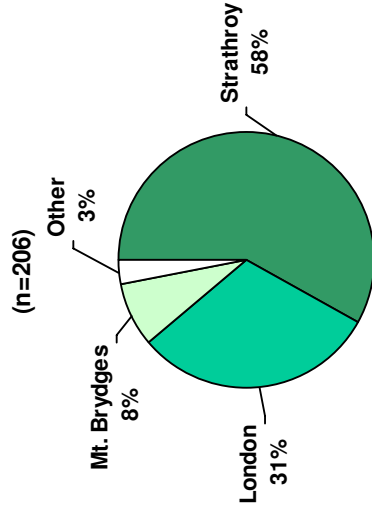
FREQUENCY OF VISITING STRATHROY FOR THOSE WHO LIVE IN CARADOC (n=68)



Relationship With Urban Centres

Because we are speaking with people who live in different parts of Strathroy-Caradoc, we are asking everyone to name the town or city that they feel most connected with. That is, what town or city do you most often turn to?

URBAN AFFINITY



NOTE: Throughout the report, numbers in bold indicate a statistically significant difference. In this case, females are more likely than males to have named Strathroy.

URBAN AFFINITY BY PLACE OF WORK, RESIDENCE, AND GENDER

Affinity for	WORKPLACE		RESIDENCE		GENDER	
	Strathroy-Caradoc (n=84)	Beyond (n=56)	Strathroy (n=138)	Mt. Brydges (n=40)	Male (n=101)	Female (n=105)
Strathroy	64%	41%	67%	40%	50%	68%
Mt. Brydges	6%	14%	1%	28%	7%	9%
London	29%	36%	29%	30%	39%	23%
Other	1%	9%	4%	3%	5%	1%
Total	100%	100%	100%	100%	100%	100%



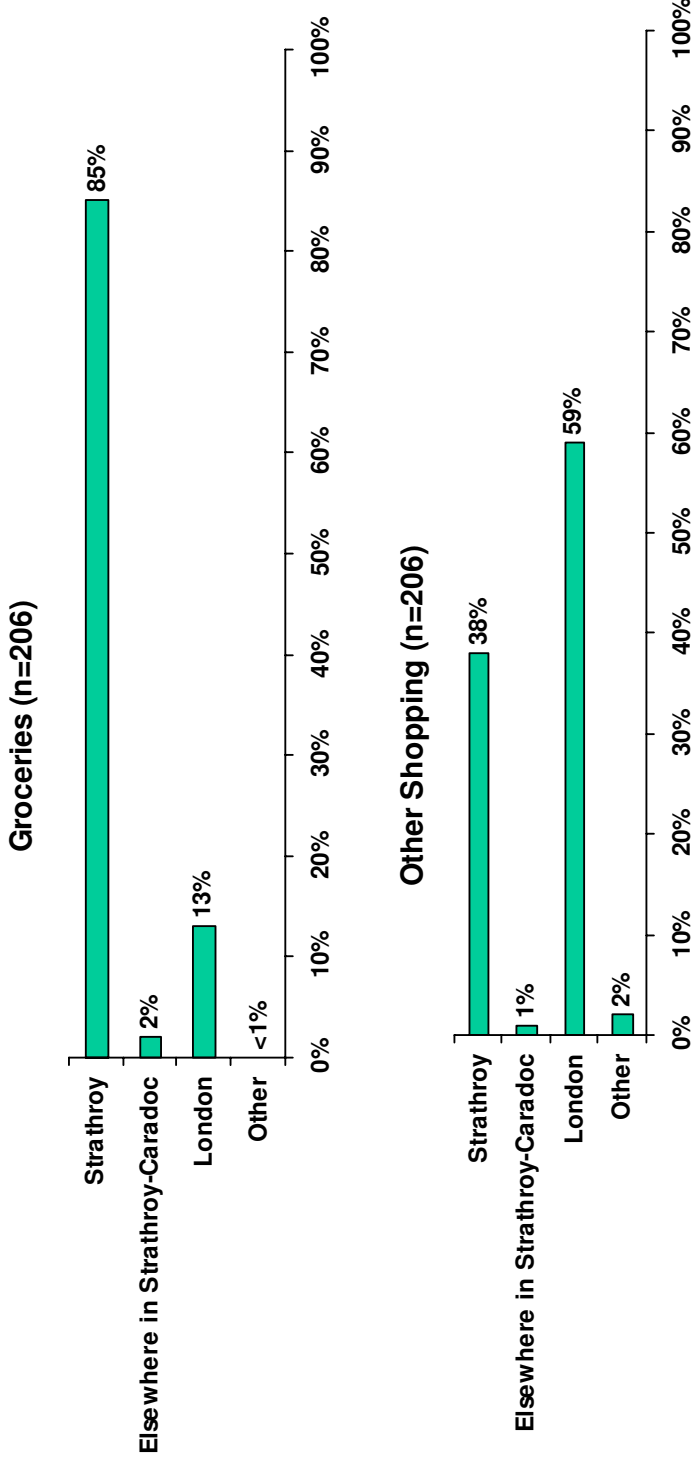
Current Spending Patterns

- Respondents were asked to indicate how their current spending was distributed geographically, in a number of categories. As shown on the following pages, virtually all of the spending in Strathroy-Caradoc was concentrated in Strathroy ... while the majority of spending beyond Strathroy-Caradoc was diverted to London.
 - A very high share of **grocery** spending (87%) remained in Strathroy-Caradoc, as compared to a much lower share of **other shopping** (39%).
 - Just over half of households spent money on **amateur sports**, and the majority of this spending (60%) remained in Strathroy-Caradoc.
 - In contrast, although 74% of households spent money on **entertainment** (defined to reflect the focus of the cultural master plan, as including such things as theatre, concerts, festivals, museums and galleries), only 15% of this spending occurred in Strathroy-Caradoc.
- **In summary, the overall participation in spending on cultural activities (as defined by the sort of entertainment listed above) was quite high, but fully 85% of this spending was directed outside of Strathroy-Caradoc.**

Current Spending Patterns

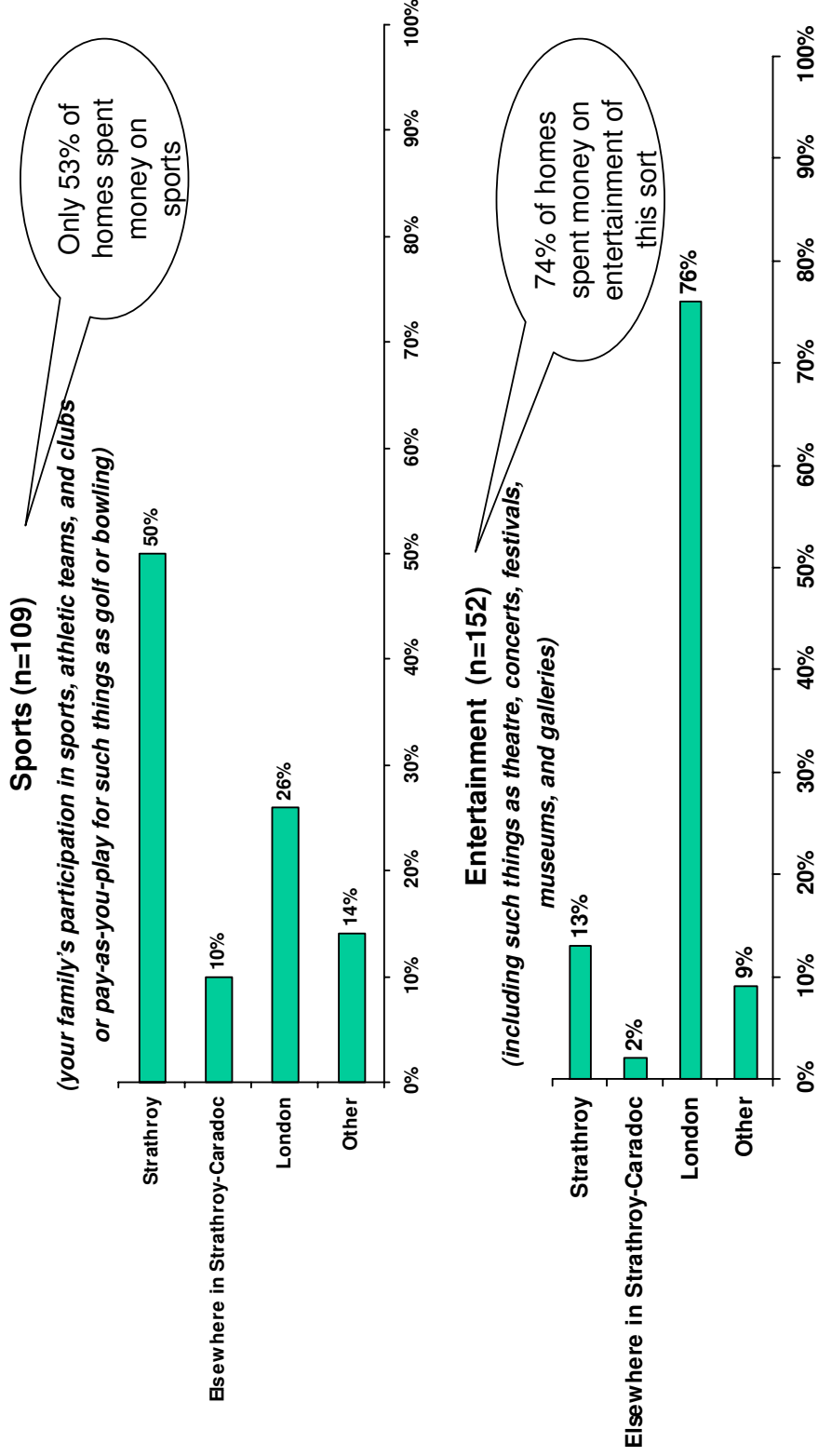
I am interested in where you go for various things you need to buy, not counting money spent on vacations. When it comes to your household's total spending on _____ what percentage would you say you spend in Strathroy, elsewhere in Strathroy-Caradoc, in London, or beyond? Or do you not spend money in this way?

DISTRIBUTION OF SPENDING, BY CATEGORY



Current Spending Patterns

DISTRIBUTION OF SPENDING, BY CATEGORY



Current Spending Patterns

- Those who worked in Strathroy-Caradoc, and those who lived in Strathroy (as compared to Caradoc) were more apt to spend proportionately more in Strathroy-Caradoc, in all categories of spending.

% OF SPENDING IN STRATHROY-CARADOC, BY PLACE OF WORK AND RESIDENCE

% Spent in Strathroy-Caradoc on:	Workplace		Residence		Total
	Strathroy-Caradoc	Beyond	Strathroy	Caradoc	
Groceries (n=206)	88%	83%	93%	74%	87%
Sports (n=109)	72%	38%	65%	50%	60%
Other shopping (n=206)	37%	22%	45%	27%	39%
Entertainment (n=152)	12%	6%	21%	4%	15%

General Attitudes

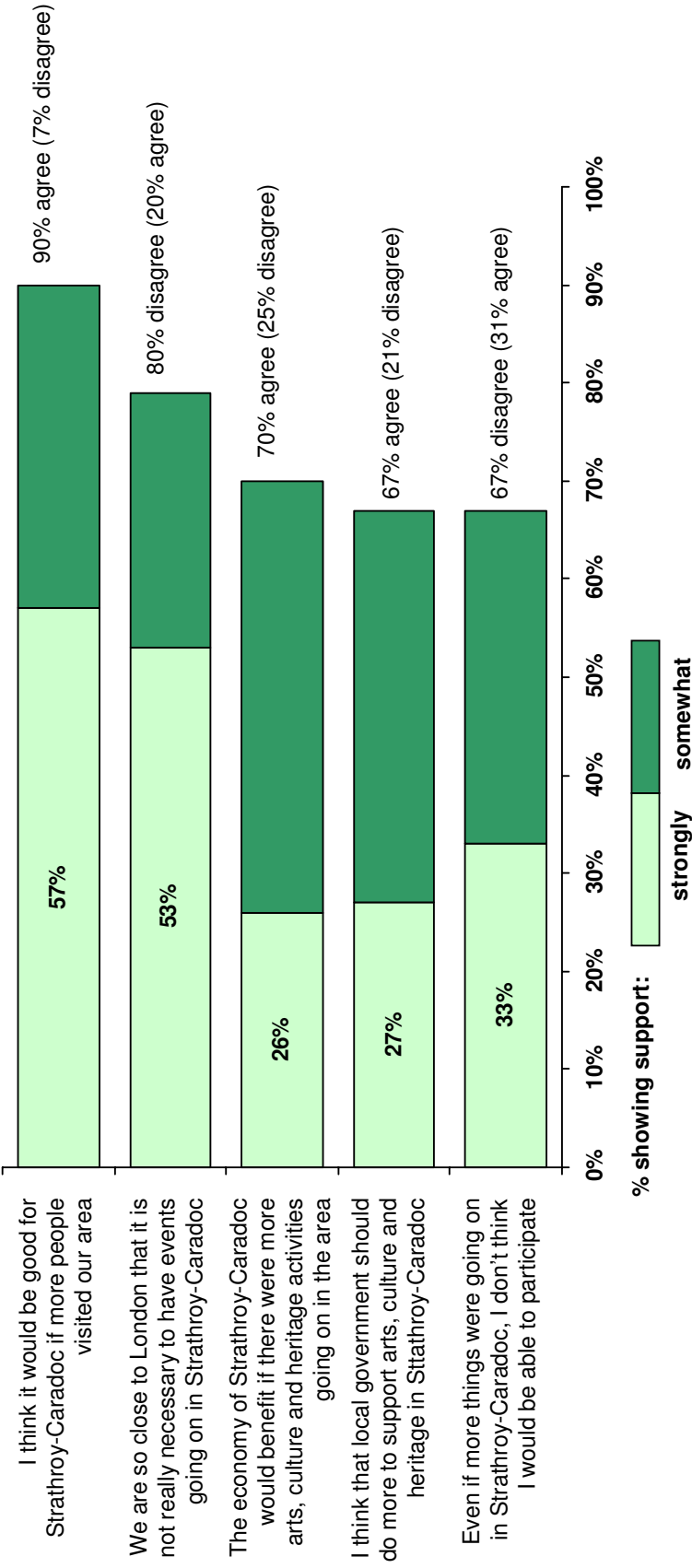
- **There was general public support for the concept of increasing cultural opportunities in Strathroy-Caradoc:**
 - 80% agreed that Strathroy-Caradoc should have events going on, despite the proximity to London;
 - 2/3 favoured increased local government support of arts, culture and heritage;
 - 2/3 did not discount being able to participate if more was going on in Strathroy-Caradoc;
- **... coupled with appreciation of the benefits:**
 - 90% agreed that increased tourism would be positive; and,
 - 70% agreed that increased arts, cultural and heritage activities would benefit the economy.
- **Newcomers (that is, those who had lived in Strathroy-Caradoc for five years or less) were more apt to support enhancement of cultural opportunities.**

General Attitudes

I am now going to read a few statements and I would like to know if you agree or disagree with each ...

GENERAL ATTITUDES RELATING TO ENHANCING CULTURAL OPPORTUNITIES

(n=206)



Participation in Regularly Scheduled Cultural Activities

- The incidence of past year participation in music, art and dance lessons was measured for the respondents, and for any children in their homes; as a point of contrast, involvement in regularly scheduled amateur sports was also explored.
The key findings were:
 - **8% of adults had taken any of music, art or dance lessons over the past year - compared to 16% who had played amateur sports.**
 - **12% of all households - or 33% of households with children - had a child who had been enrolled in music, art or dance lessons; music and dance were the most prevalent (7% and 5% of all households had a child in music or dance, respectively), followed by art (1%). By way of comparison, 18% of all households - or 53% of households with children - had a child involved in amateur sport.**
 - **The majority of the lessons did occur in Strathroy-Caradoc, and most of the sports were also based locally ... although a quarter of households involved in sports or music were enrolled in these activities at a location beyond Strathroy-Caradoc.**

Participation in Regularly Scheduled Cultural Activities

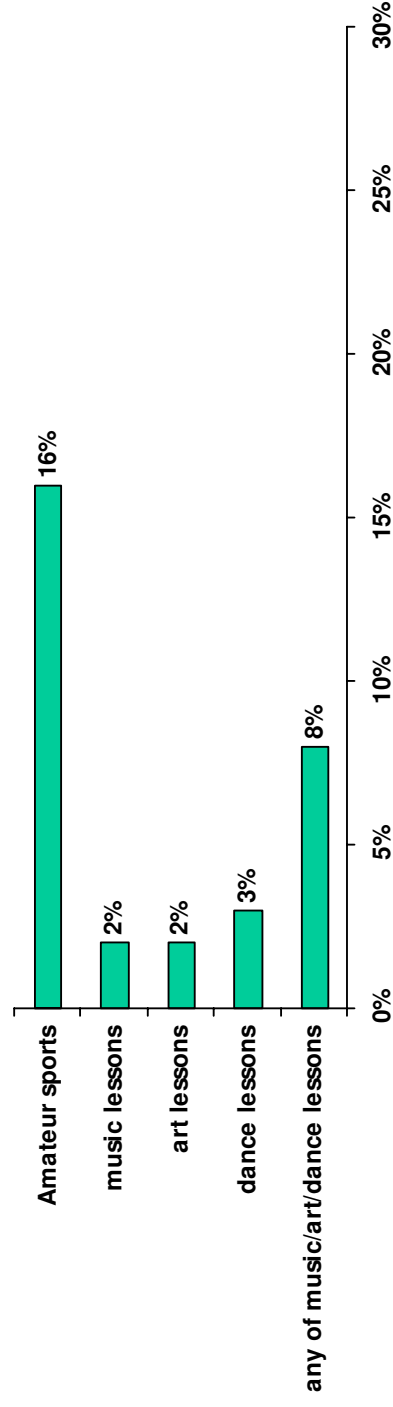
During the past year, have you, yourself:

- participated in amateur sports teams, leagues or regularly scheduled games?
- taken music, art, and / or dance lessons?

And how about the children in your home: outside of what may be offered in school, in the past year have they

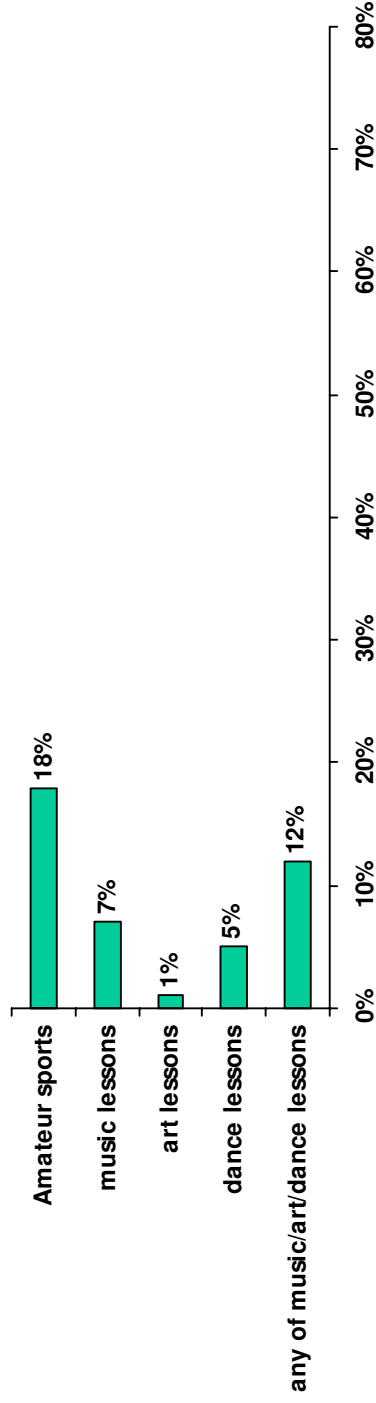
INCIDENCE OF PAST YEAR PARTICIPATION IN AMATEUR SPORTS AND MUSIC, ART AND DANCE LESSONS

FOR RESPONDING ADULTS (n=206)

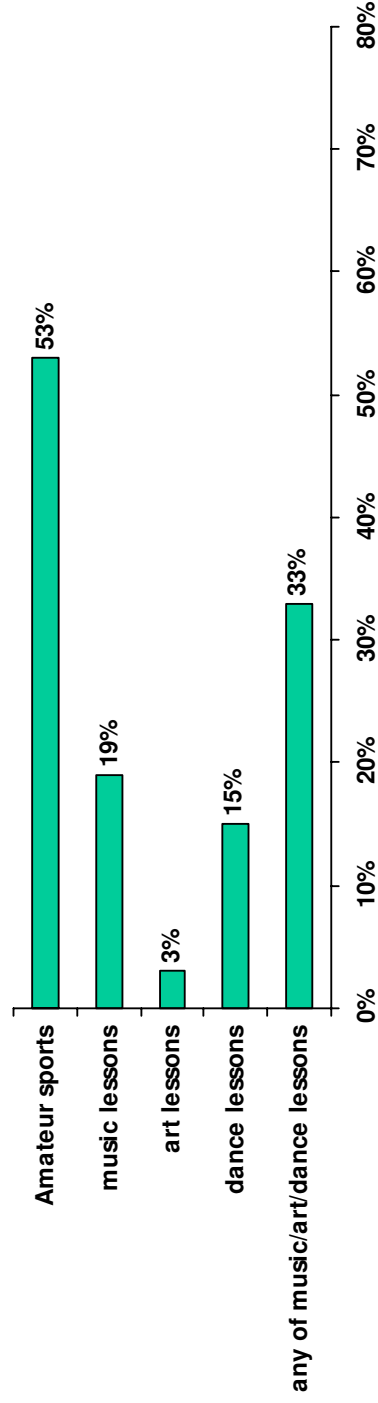


Participation in Regularly Scheduled Cultural Activities

FOR CHILDREN, ON BASE OF: All Households (n=206)



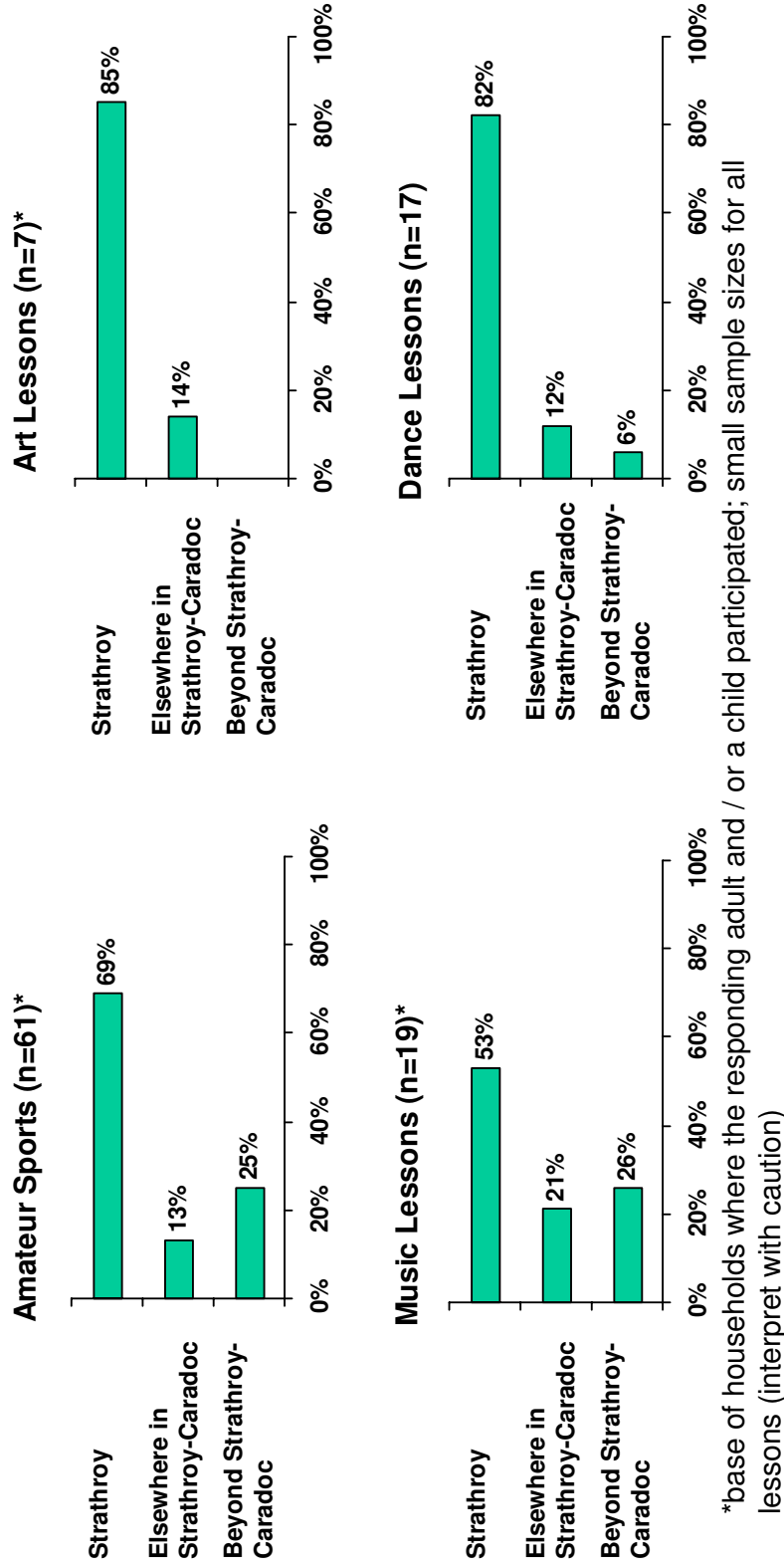
FOR CHILDREN, ON BASE OF: Homes With Children (n=72)



Participation in Regularly Scheduled Cultural Activities

And were the sports / music lessons / art lessons / dance lessons that your household was involved with based in ... (multiple mentions allowed)

LOCATION OF AMATEUR SPORTS AND LESSONS



Participation in Cultural Events or Attractions, Overall

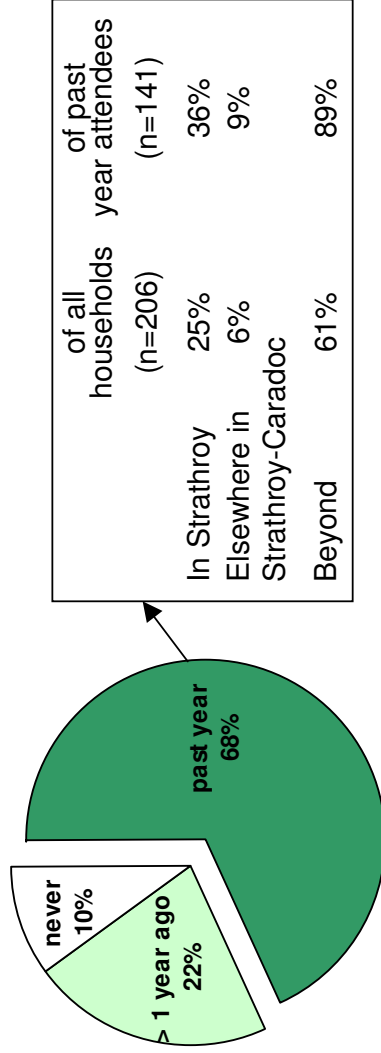
- Over the past year, 68% of respondents had attended at least one of professional or amateur live theatre, a concert, an art show or tour, and/or a museum/heritage site. Only 10% had never attended such an event or attraction.
- The incidence of past year attendance was highest for concerts, at 45%, followed closely by professional live theatre (41%). Amateur live theatre lagged behind professional theatre, at 20%, while art attractions and museums had 21% and 28% past year visitation, respectively.
- Past year participation in all of these events and attractions tended to occur predominantly beyond Strathroy-Caradoc. Considering everyone who had attended at least one of professional or amateur live theatre, a concert, an art show or tour and/or a museum/heritage site in the past year ... only 36% had made such a visit in Strathroy and 9% elsewhere in the Township, while 89% had participated in such activities beyond Strathroy-Caradoc. Professional live theatre had the most minimal local presence (94% of past year attendees went outside the Township for their professional theatre experience) while art events were the most locally based (66% went beyond, 46% attended in Strathroy and 5% elsewhere in the Township). For amateur theatre, concerts and museums, about 3/4 of past year attendees had gone outside of Strathroy-Caradoc.

Participation in Cultural Events or Attractions, Overall

Have you, yourself, ever been to _____ in any town or city at all? IF YES, was it during the past year? ... Was the _____ that you attended last year in Strathroy, elsewhere in Strathroy-Caradoc, or beyond the boundaries of Strathroy-Caradoc?

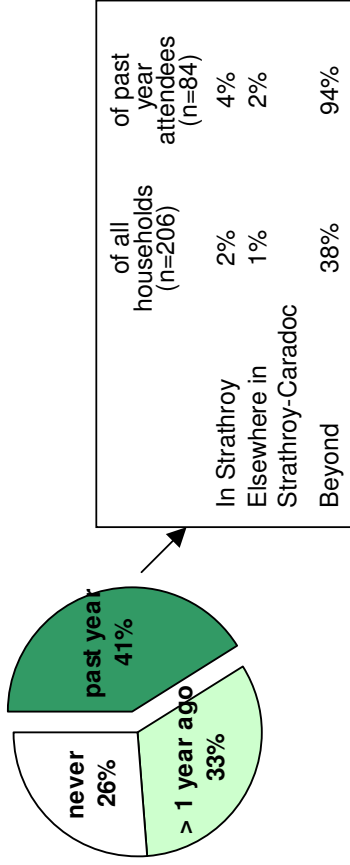
INCIDENCE OF ATTENDING VARIOUS TYPES OF PERFORMANCES AND ATTRACTIONS (n=206)

Attended at Least One of Live Professional or Amateur Theatre, Concert, Art Show/Gallery, Museum/Heritage Site

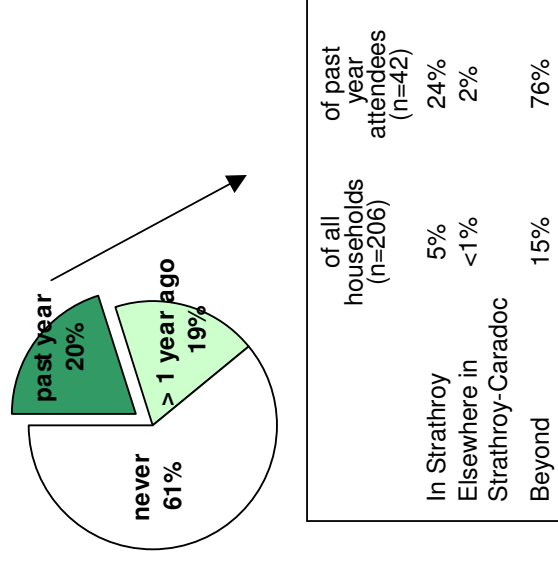


Participation in Cultural Events or Attractions, Overall

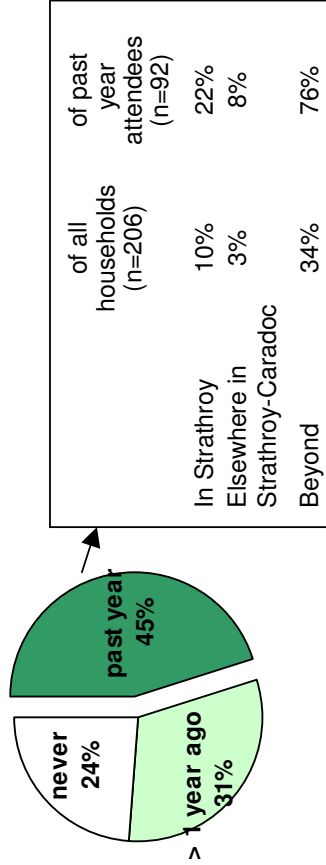
Attended Professional Live Theatre



Attended Amateur Live Theatre

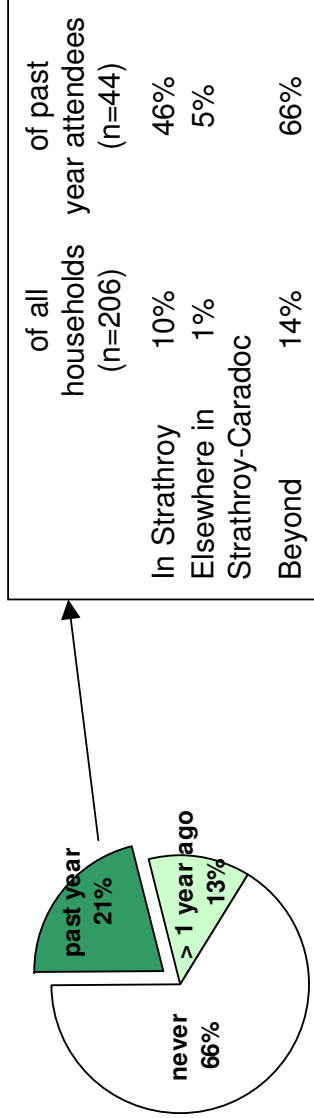


Attended Concert / Musical Performance

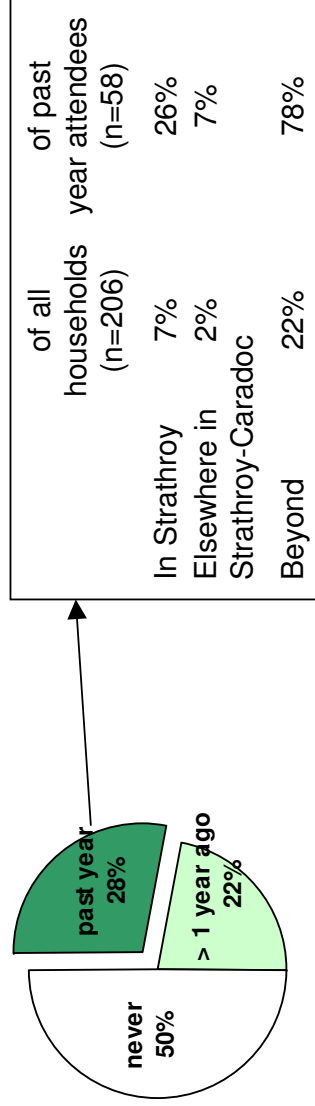


Participation in Cultural Events or Attractions, Overall

Visited an Art Show / Tour / Gallery



Visited a Museum / Heritage Site



Awareness and Attendance for Cultural Events and Attractions in Strathroy-Caradoc

- Overall, the Strathroy-Caradoc events and attractions that were best known and most well attended - such as Turkey Fest, Farmer's Markets, the Fair, the Santa Claus parade and Canada Day celebrations - were more family oriented, interactive and often outdoors. Performance based, or "true arts" events, tended to have lower awareness and attendance. Moreover, the Strathroy Music Council Concerts, Community Players, and Day for the Arts had the lowest "utilization index"; that is, the majority of people who knew about these events had not ever attended them ... suggesting a more limited market.
- As shown on the following page, there was a strong correlation between awareness and past year visitation; in other words, people went to things they knew about! The Strathroy Museum was an exception, with high awareness but low past year visitation. As well, Ska-Nah-Doht had quite high awareness, in contrast to relatively low past year attendance ... but half of respondents had visited it at some time, suggesting a more intermittent visitation pattern.

Awareness and Attendance for Cultural Events and Attractions in Strathroy-Caradoc

AWARENESS, IN RANK ORDER

VERY HIGH	Turkey Fest	95%
	Farmer's Markets	87%
	Strathroy Santa Claus Parade	86%
	Strathroy Museum	85%
HIGH	Strathroy Canada Day Celebrations	78%
	Strathroy Fair	74%
	Ska-Nah-Doht	69%
MEDIUM	Gallery at Strathroy Library	52%
	Strathroy Community Players	50%
	Outdoor festivals	49%
LOWER	Mt. Brydges Canada Day Celebrations	43%
	Strathroy District Arts Council	38%
	Strathroy Music Council Concerts	30%
	Day for the Arts	17%

PAST YEAR ATTENDANCE, IN RANK ORDER

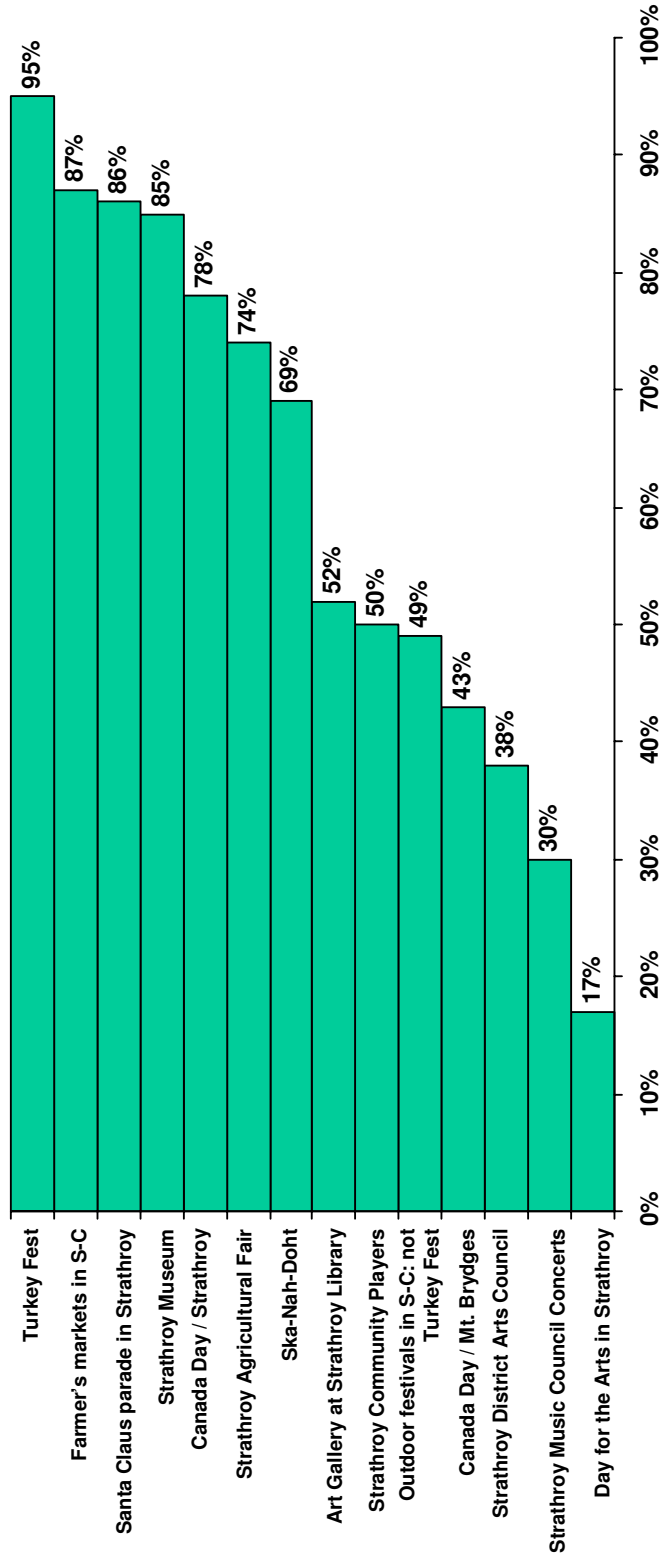
VERY HIGH	Farmer's Markets	59%
	Turkey Fest	52%
HIGH	Strathroy Santa Claus Parade	44%
	Strathroy Canada Day celebrations	41%
MEDIUM	Outdoor festivals	23%
	Gallery at Strathroy Library	23%
	Strathroy Fair	20%
LOWER	Mt. Brydges Canada Day Celebrations	18%
	Ska-Nah-Doht	16%
	Strathroy Museum	15%
	Strathroy Community Players	5%
	Strathroy Music Council Concerts	5%
	Day for the Arts	2%



Awareness and Attendance for Cultural Events or Attractions in Strathroy-Caradoc

I would now like to ask you if you have heard of some very specific things. Before I mentioned it, had you heard of:

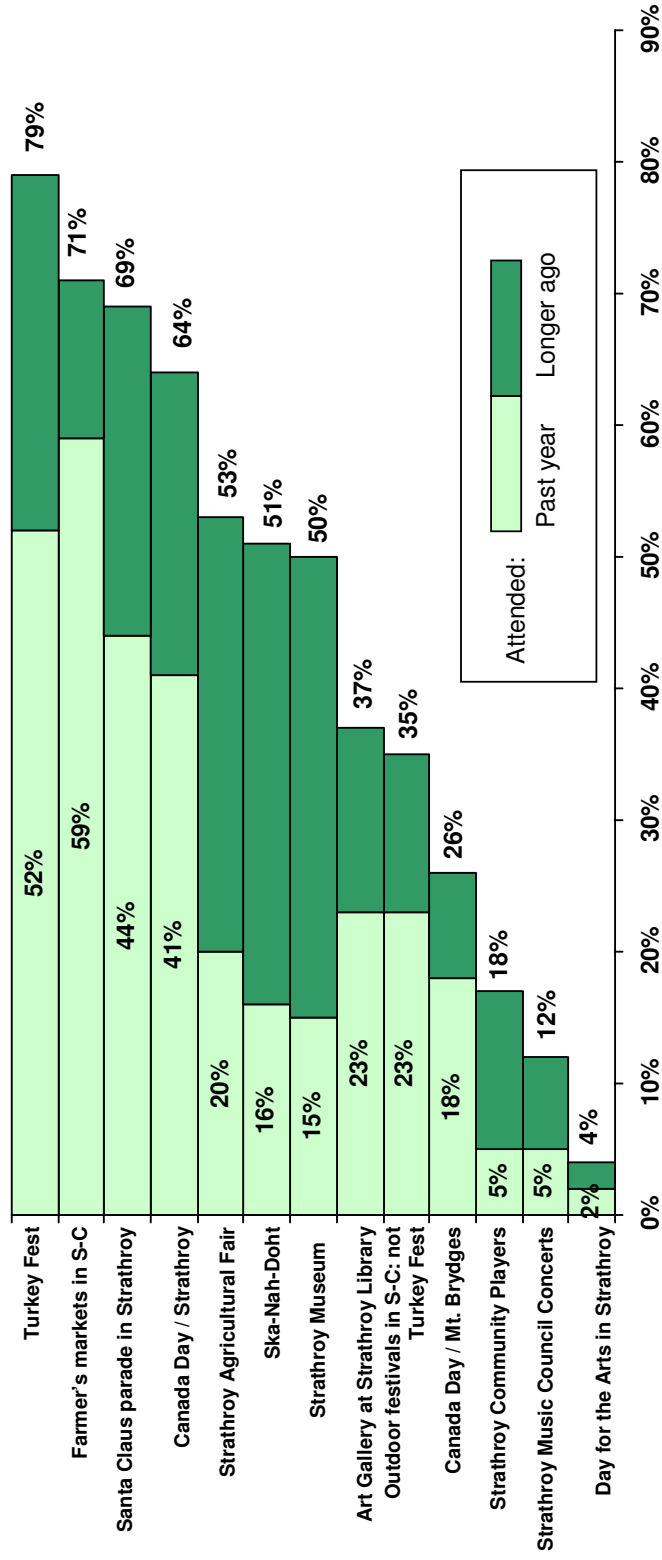
AWARENESS OF VARIOUS CULTURAL EVENTS OR ATTRACTIONS IN STRATHROY-CARADOC (n=206)



Awareness and Attendance for Cultural Events or Attractions in Strathroy-Caradoc

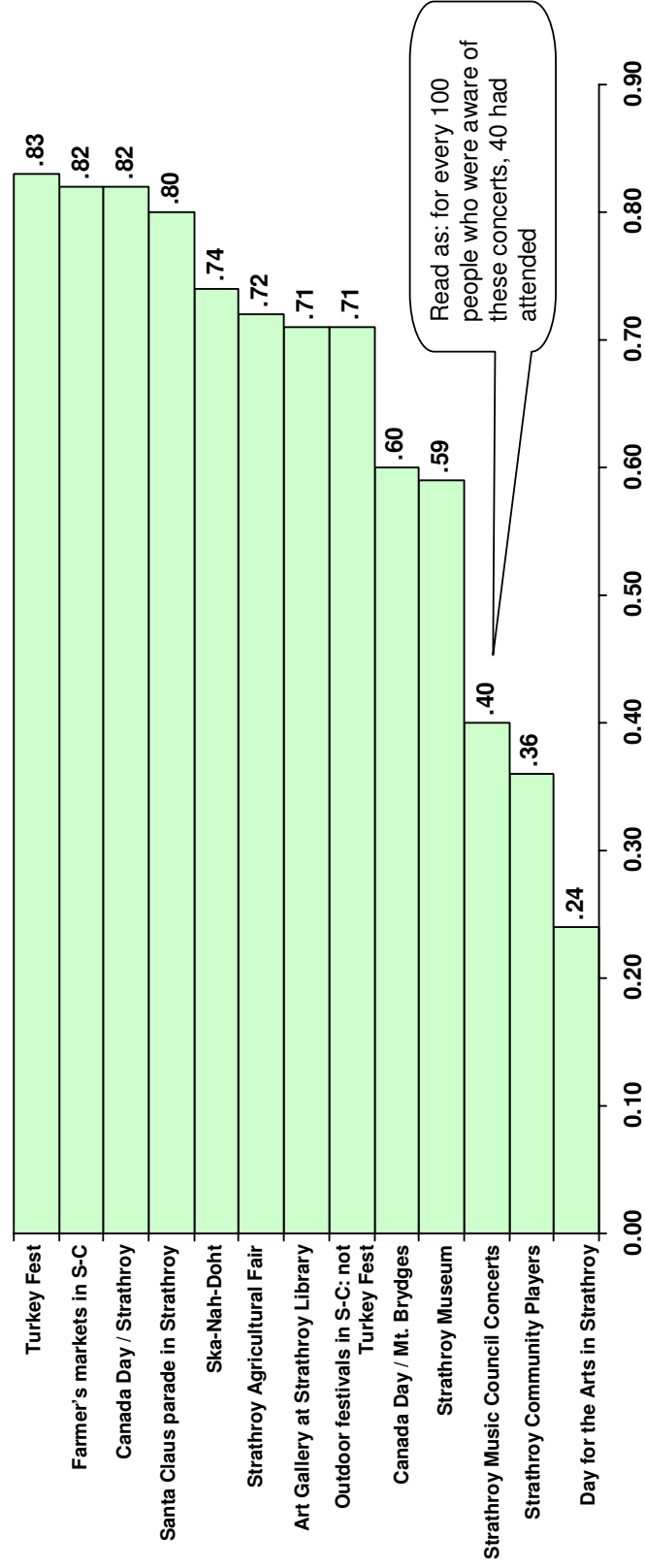
Have you ever been to? ... And how about during the past year?

ATTENDANCE AT VARIOUS CULTURAL EVENTS OR ATTRACTIONS IN STRATHROY-CARADOC (n=206)



Awareness and Attendance for Cultural Events or Attractions

UTILIZATION INDEX* FOR VARIOUS CULTURAL EVENTS OR ATTRACTIONS IN STRATHROY-CARADOC (n=206)



* % who had ever attended ① % who were aware



The Cultural Demographic

- **The cultural demographic for those who had attended live theatre, concerts, art shows or galleries and/or museums or heritage sites was skewed to the higher income and education categories.** There was a tendency for women, and Caradoc residents (as opposed to those who lived in Strathroy) to be more involved ... and the youngest respondents (19 to 35) were more likely to have participated in at least one of these activities (although they were less likely to have attended professional live theatre).
- **Adults who took music, art of dance lessons were not distinguished in any particular way,** although women and those in the over 45 age brackets were somewhat more likely to have engaged in these pursuits.
- **As for the diverse cultural events and attractions in Strathroy-Caradoc, the appeal seemed to be more broad based, and not related to income or education in any consistent way.** The majority of the offerings that were tested were Strathroy based, and were more heavily attended by Strathroy residents (just as non Strathroy offerings such as Ska-Nah-Docht and the Mt. Brydges Canada Day celebrations had a greater following among the Township residents who lived beyond Strathroy). Where there were differences by age or gender, women and those 35-44 tended to have higher levels of participation.

The Cultural Demographic

% OF RESPONDENTS WHO HAD PARTICIPATED IN REGULARLY SCHEDULED ACTIVITIES OVER THE PAST YEAR, BY DEMOGRAPHIC VARIABLE

	Residence		Gender		Age				College/University		Income	
	Strathroy	Caradoc	Male	Female	19-34	35-44	45-64	65+	No	Yes	<\$50K	\$50K+
Demographic trends	Amateur sports were male dominated and slightly skewed to higher income. There were no other trends.											
Amateur sports	15%	16%	22%	10%	22%	20%	12%	8%	12%	17%	13%	22%
Any of music, art or dance lessons	9%	4%	6%	10%	6%	4%	9%	13%	6%	9%	7%	6%

% OF RESPONDENTS WHO HAD PARTICIPATED IN CULTURAL EVENTS OR ATTRACTIONS DURING THE PAST YEAR, OVERALL, BY DEMOGRAPHIC VARIABLE

	Residence		Gender		Age				College/University		Income			
	Strathroy	Caradoc	Male	Female	19-34	35-44	45-64	65+	No	Yes	<\$50K	\$50K+		
Demographic trends	Tendency for Caradoc residents to be more involved		Tendency to female		Greater likelihood that those 19-34 have done at least one activity ... but relatively lower interest in professional theatre by this group								Definitely skewed to higher income and education	
Concert, musical performance	42%	50%	39%	51%	51%	40%	42%	48%	32%	56%	36%	53%		
Professional live theatre	35%	53%	36%	46%	28%	44%	45%	48%	33%	47%	27%	53%		
Amateur live theatre	19%	24%	17%	24%	18%	20%	22%	23%	17%	23%	14%	22%		
Museum or heritage site	29%	27%	28%	29%	31%	24%	34%	20%	21%	34%	17%	36%		
Art show, tour or gallery	19%	27%	20%	23%	16%	26%	17%	30%	14%	26%	14%	22%		
Any of concert, theatre, museum or art	65%	77%	64%	72%	78%	64%	69%	60%	55%	80%	57%	82%		



The Cultural Demographic

% OF RESPONDENTS WHO HAD PARTICIPATED IN CULTURAL EVENTS OR ATTRACTIONS DURING THE PAST YEAR, IN STRATHROY-CARADOC, BY DEMOGRAPHIC VARIABLE

	Residence		Gender		Age				College/University		Income	
	Strathroy	Caradoc	Male	Female	19-34	35-44	45-64	65+	No	Yes	<\$50K	\$50K+
Total												
Turkey Fest	52%	28%	51%	53%	55%	70%	48%	33%	56%	50%	50%	51%
Farmer's markets in S-C	59%	38%	54%	65%	45%	66%	59%	70%	61%	58%	61%	53%
Santa Claus parade in Strathroy	44%	21%	38%	51%	45%	50%	32%	55%	50%	39%	44%	39%
Canada Day / Strathroy	41%	19%	43%	40%	37%	58%	31%	43%	42%	41%	43%	38%
Strathroy Agricultural Fair	20%	13%	18%	22%	26%	26%	19%	8%	21%	19%	17%	20%
Ska-Nah-Dohnt	16%	34%	10%	21%	8%	24%	20%	8%	11%	20%	9%	21%
Strathroy Museum	15%	13%	15%	14%	12%	20%	14%	13%	17%	14%	10%	18%
Art Gallery at Strathroy Library	23%	10%	15%	31%	18%	30%	17%	30%	19%	26%	17%	23%
Outdoor festivals in S-C; not Turkey Fest	23%	15%	25%	21%	20%	32%	23%	15%	18%	26%	24%	22%
Canada Day / Mt. Brydges	18%	47%*	16%	21%	14%	18%	28%	10%	14%	22%	14%	25%
Strathroy Community Players	5%	2%	3%	8%	2%	8%	2%	13%	4%	7%	6%	3%
Strathroy Music Council Concerts	5%	2%	6%	4%	2%	4%	6%	8%	1%	7%	4%	4%
Day for the Arts in Strathroy	2%	--	--	3%	--	--	3%	3%	2%	1%	1%	-

* and 58% of Mt. Brydges respondents



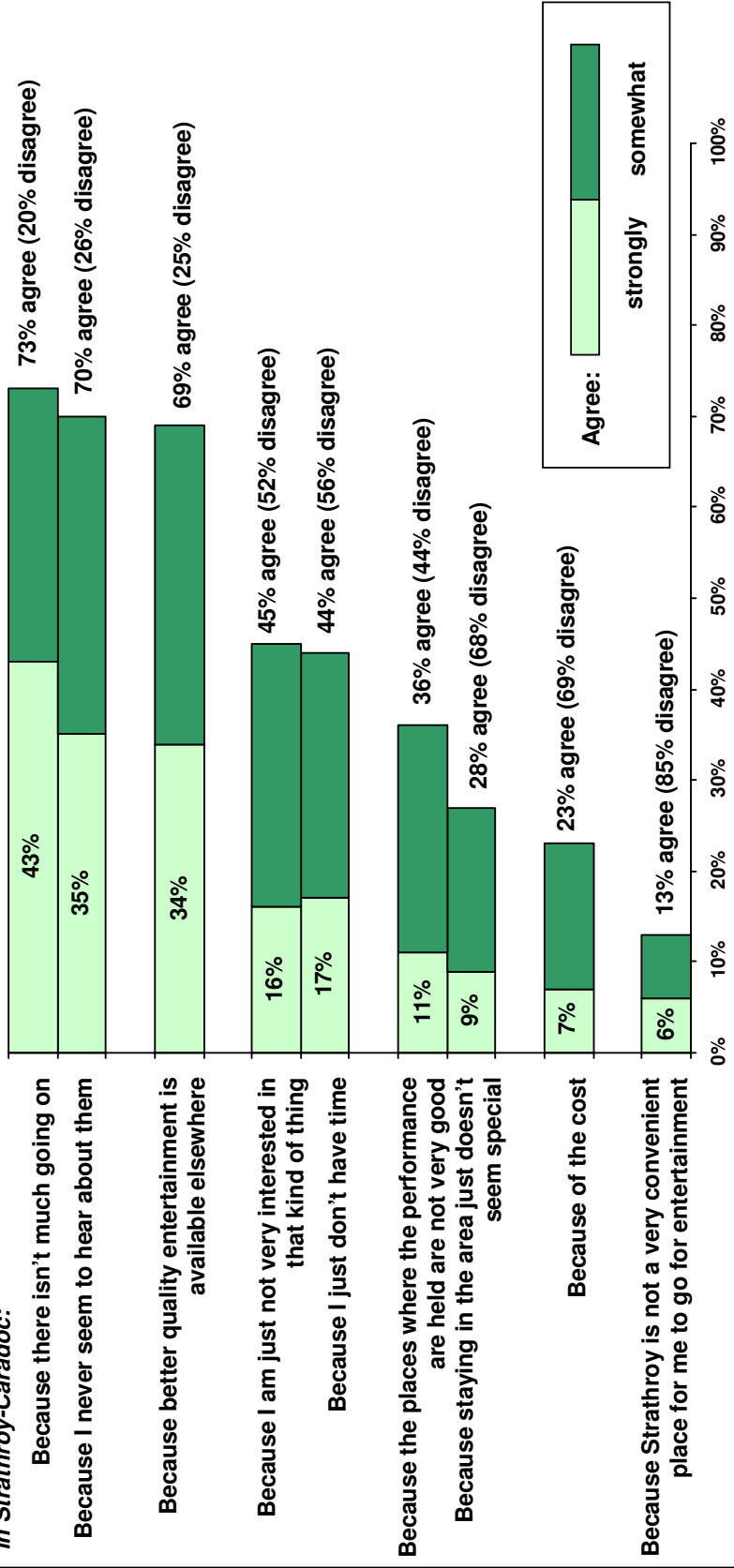
Barriers to Attending Live Performances

- **The greatest barrier to attending more live performances in Strathroy-Caradoc related to the perceived quantity and quality of the offerings.** Specifically:
 - 70% agreed that their attendance was inhibited because they didn't hear about what was going on; this was particularly the case for those living in Caradoc, and for those who had lived in the area less than six years.
 - Nearly 3/4 felt that there simply wasn't much going on, while nearly 70% agreed that better quality entertainment was available elsewhere.
 - In general, these concerns were most strongly felt among the youngest respondents, and were less pronounced as age increased.
- The second most commonly cited barrier related to personal preferences or circumstances; 45% (and a higher proportion of men, 19-34 year olds, and those with lower education) cited lack of interest ... while 44% were too time pressed (more prevalent in the 19-34 and 45-64 age brackets, among those with more formal education, and for the newcomers - who had a younger and more educated profile).
- Concern with performance venues was a less significant barrier overall (36%), and was more strongly felt in Caradoc (44%).
- Finally, the idea that staying in the area did not feel special, and cost, were barriers for 28% and 23% respectively (although cost was an issue for 37% of those in the under \$50K bracket)... and the convenience of going to Strathroy was a barrier for only 13%.
- **In summary, the findings with respect to barriers to attending more live performances suggest that participation could be increased by enhancing the product ... but also by communicating current offerings more effectively. Younger residents and those living beyond Strathroy were relatively most likely to feel that they were not hearing about upcoming performances, and any communications should strive to encompass these groups.**

Barriers to Attending Live Performances

As part of our survey, we want to find out why people do not attend more live performances – including theatre and concerts – in Strathroy-Caradoc. I am going to read a number of possible reasons, and I would like you to tell me whether you agree strongly ...

I don't go to more live performances in Strathroy-Caradoc:



Barriers to Attending Live Performances

% WHO AGREE THAT VARIOUS FACTORS REPRESENT BARRIERS TO ATTENDING LIVE PERFORMANCES, BY DEMOGRAPHIC VARIABLE

	Residence		Gender		Age				College/University		Income	
	Strathroy	Caradoc	Male	Female	19-34	35-44	45-64	65+	No	Yes	<\$50K	\$50K+
I don't go to more performances in S-C:	Total											
Because there isn't much going on	73%	77%	72%	74%	88%	76%	68%	60%	70%	75%	81%	73%
Because I never seem to hear about them	70%	65%	69%	71%	84%	74%	64%	55%	69%	72%	71%	76%
Because better quality entertainment is available elsewhere	69%	66%	72%	67%	77%	66%	68%	68%	68%	71%	64%	75%
Because I am just not very interested in that kind of thing	45%	46%	55%	35%	55%	36%	46%	43%	55%	39%	50%	40%
Because I just don't have time	44%	44%	49%	39%	69%	36%	43%	23%	33%	52%	44%	46%
Because the places where the performance are held are not very good	36%	32%	41%	31%	37%	32%	42%	30%	33%	39%	34%	38%
Because staying in the area just doesn't seem special	28%	26%	42%	14%	29%	18%	31%	33%	32%	26%	34%	27%
Because of the cost	23%	26%	26%	21%	24%	32%	17%	23%	24%	21%	37%	13%
Because Strathroy is not a very convenient place for me to go for entertainment	13%	16%	15%	11%	14%	12%	11%	18%	16%	12%	14%	11%



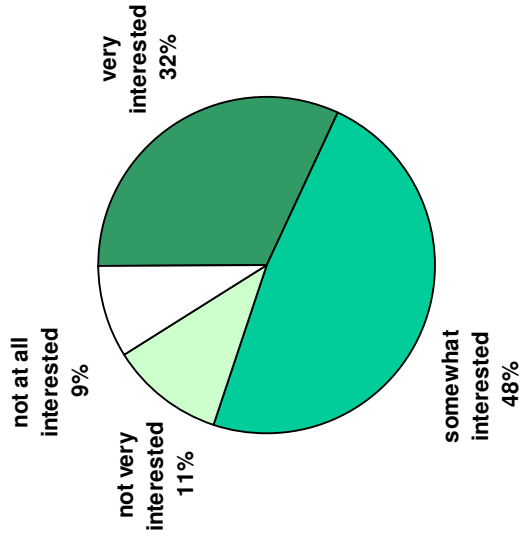
Communications

- There was a strong appetite for information about what was going on in Strathroy-Caradoc, with fully 80% saying they would be interested in learning more. The level of interest was relatively higher among:

- Strathroy residents (81% vs 75% for Caradoc);
- those who worked beyond Strathroy-Caradoc (91% vs 80% for those who worked in the Township);
- 35-44 age bracket (86% vs 80% for 19-34 and 75% for 45+);
- those with college/university education (84% vs 74% for all others).

As I am sure you have realized, our survey is all about events and attractions in Strathroy-Caradoc. Just in general, how interested would you be in learning more about things that are going on in Strathroy-Caradoc?

INTEREST IN LEARNING ABOUT EVENTS AND ATTRACTIONS IN STRATHROY-CARADOC (n=206)



Communications

- **In terms of media options, newspapers had greater reach than electronic options ... but newspaper readership increased with age, while web use declined.**
 - The London Free Press and The Age Dispatch were the newspapers with the greatest potential for reaching Township residents; about half of respondents indicated that they read these papers most or all of the time (and, for The Age Dispatch, 58% of Strathroy residents vs 30% in Caradoc), as compared to 5% for the Middlesex Banner.
 - Between 30% and 40% of respondents expressed likelihood of using electronic options to source information; making a website visit was more likely than signing up to receive emails.



Communications

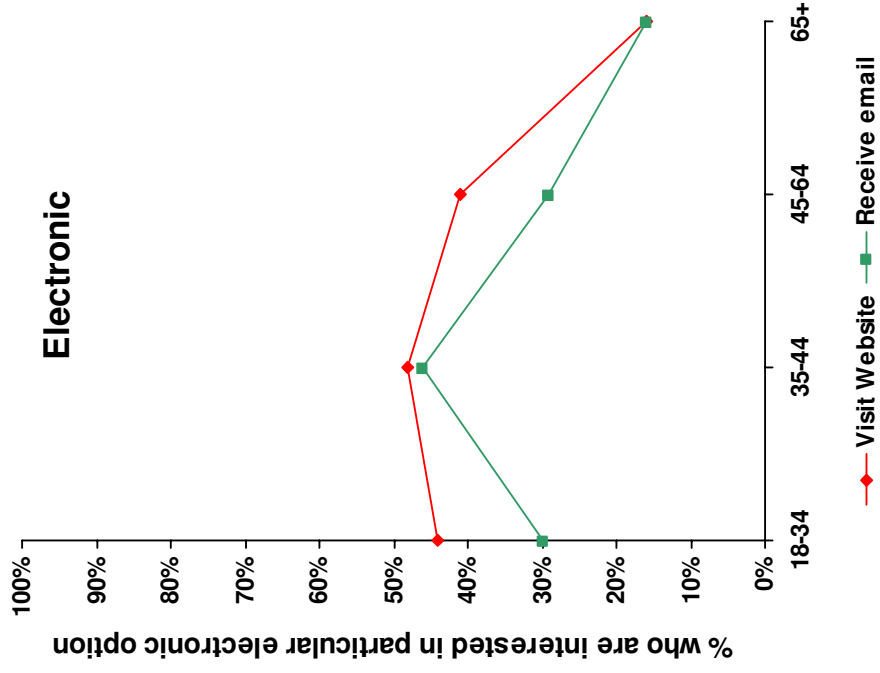
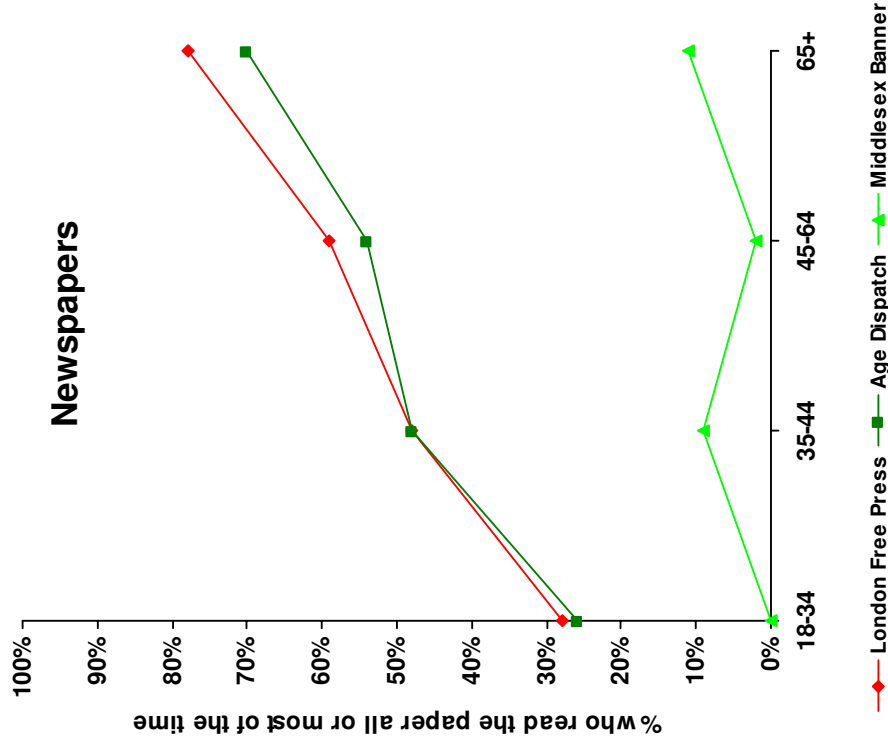
There are many ways of letting people know about things that are going on in Strathroy-Caradoc. Thinking first of all about newspapers: over the course of an average year, would you say that you read ...	Newspaper Readership (n=188: excludes those not at all interested in learning more)		
	The London Free Press	The Age Dispatch	The Middlesex Banner
All of the time	36%	35%	4%
Most of the time	17%	14%	1%
Subtotal: most or all	53%	49%	5%
Some of the time	17%	23%	14%
Rarely	21%	18%	24%
Subtotal: ever	90%	90%	43%
Never / unsure	10%	10%	57%

And how likely would you be to ...	Visit a website that lets people know what is going on in Strathroy-Caradoc?	Sign up to receive emails that would advise you of upcoming events in Strathroy-Caradoc?
Very likely (5)	22%	19%
(4)	17%	12%
Subtotal: likely (5,4)	38%	31%
(3)	18%	11%
(2)	6%	10%
Not at all likely (1)	37%	49%

Communications

ANALYSIS OF MEDIA OPTIONS BY AGE

(n=188: excludes those not at all interested in learning more)

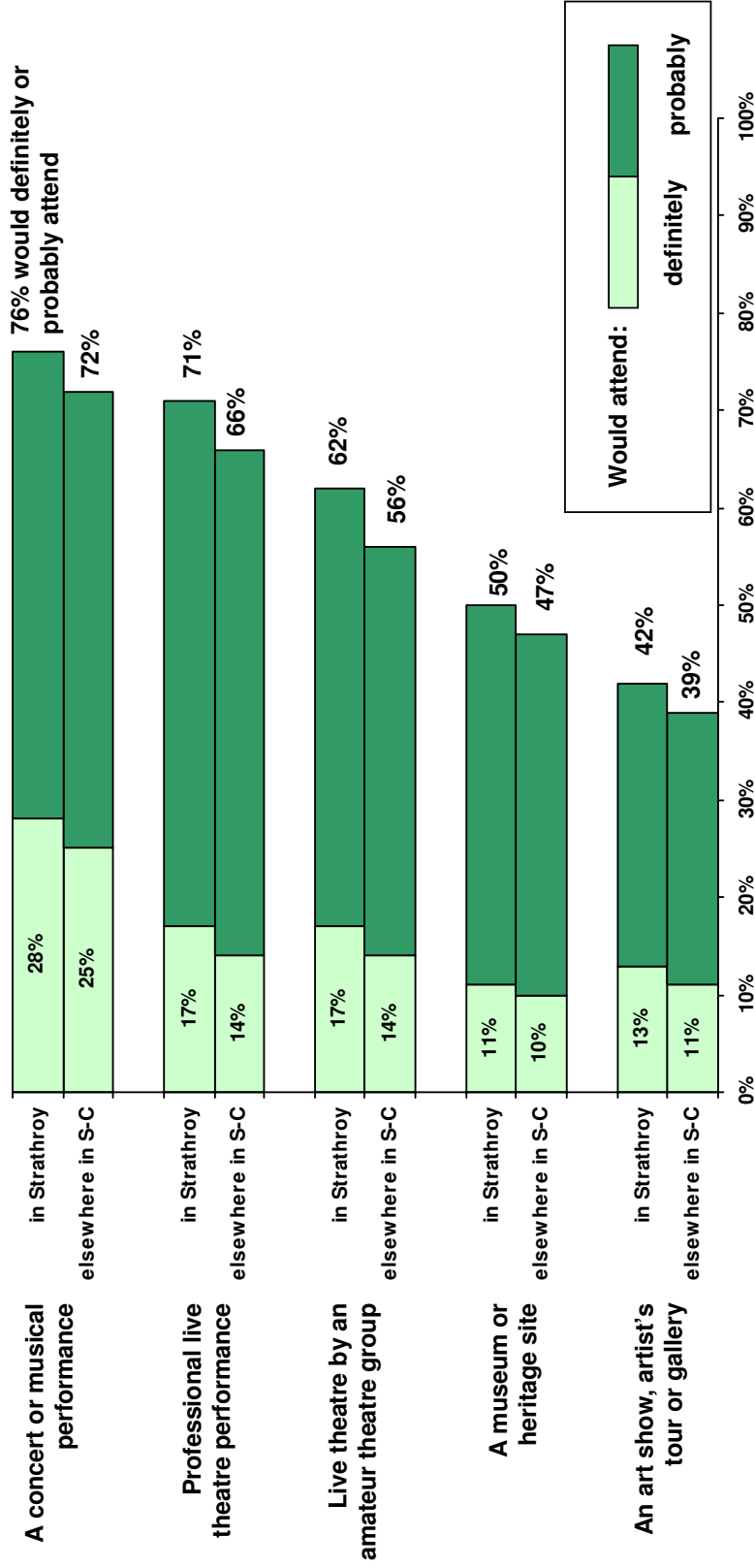


Impact of Increased Opportunities in Strathroy-Caradoc

- Respondents were asked to indicate their level of interest in attending particular types of performances or attractions, assuming that these were available in Strathroy, or in Strathroy-Caradoc. **These results should not be viewed as demand projections** but, rather, as expressions of interest. In reality, limitations in communicating the offerings, the attached cost, and people's schedules would dampen the actual attendance.
- **The key findings were:**
 - Interest in all but museums was marginally higher (by 3-6%) if the venue was Strathroy, rather than elsewhere in Caradoc.
 - Strong interest was expressed in all options, with concerts and theatre having a larger potential draw than art events. The interest in attending, in Strathroy, was:
 - 76% for concerts;
 - 71% and 62% for professional and amateur live theatre;
 - 50% for museums or heritage sites;
 - 42% for art shows, tours or galleries.

Impact of Increased Opportunities in Strathroy-Caradoc

Let's say that you became aware of a _____ in Strathroy / elsewhere in Strathroy-Caradoc. Would you say that you would be interested in attending, or not?



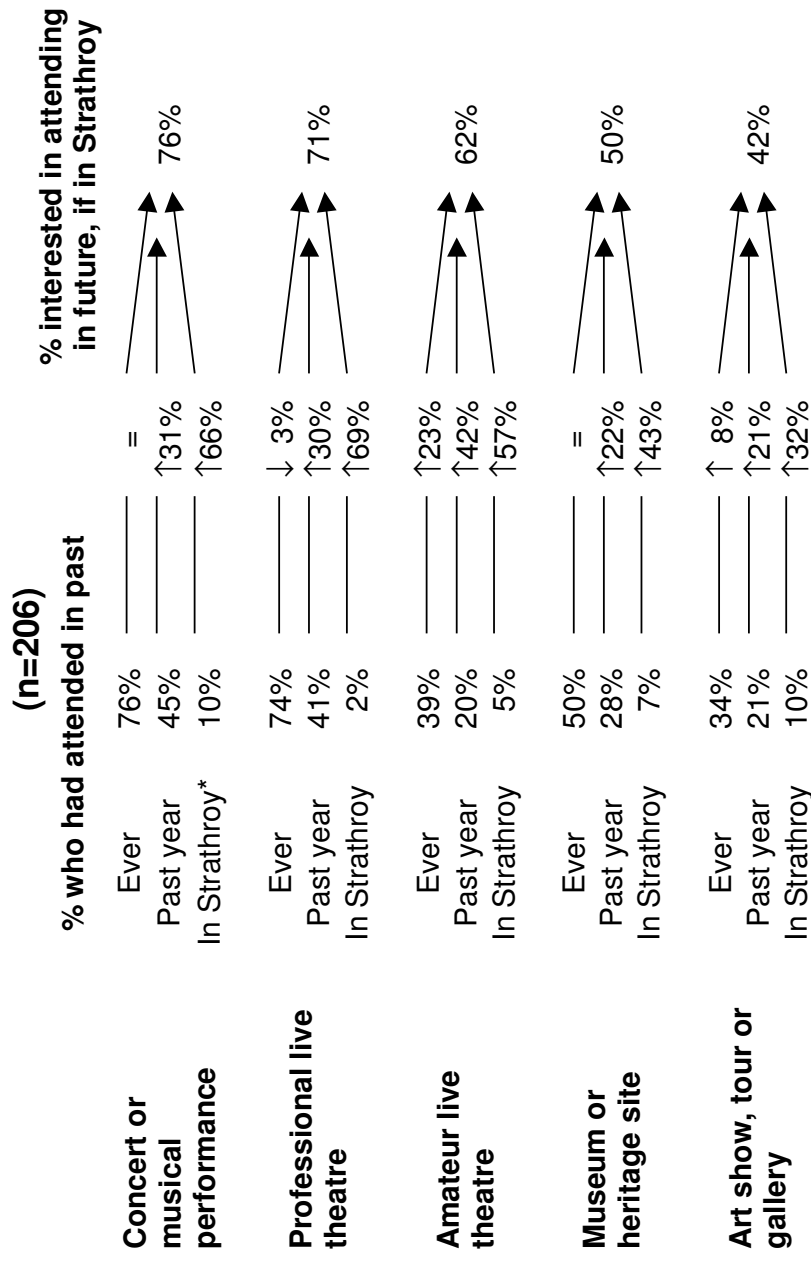
Impact of Increased Opportunities in Strathroy-Caradoc

- **For the most part, making a particular cultural opportunity available in Strathroy did not expand the effective market;** the proportion who were interested in attending in Strathroy was similar to the proportion who had ever attended such an event or attraction in the past (with the exception of amateur theatre, which did have an increased draw as a local offering). However, only a small proportion had ever attended any of these types of events or attractions in Strathroy in the past; **there was clearly potential to increase participation at the local level by increasing opportunities.**
- **Demographically, interest in the events and attractions that were tested tended to be higher among people in Strathroy, women, people over 35 (other than concerts), and those with higher education (especially theatre) and, to a lesser extent, higher income levels.**



Impact of Increased Opportunities in Strathroy-Caradoc

COMPARISON OF PAST ATTENDANCE WITH FUTURE INTENTION, IF IN STRATHROY



* In Strathroy refers to past year, in Strathroy

Insights Inc. 519-679-0110

April, 2004

General Public Views in Strathroy-Caradoc
Regarding Arts, Culture and Heritage



Impact of Increased Opportunities in Strathroy-Caradoc

% WHO WOULD BE INTERESTED IN ATTENDING IN STRATHROY, BY DEMOGRAPHIC VARIABLE

	Residence		Gender		Age				College/University		Income	
	Strathroy	Caradoc	Male	Female	19-34	35-44	45-64	65+	No	Yes	<\$50K	\$50K+
Demographic trends	Interest in all except museums tends to be higher for people in Strathroy and for women		Youngest people least interested in all except concerts; seniors especially interested in professional live theatre		Tendency for all to be of greater interest for those with higher education (especially theatre) and to a lesser extent – higher income							
Total	80%	69%	74%	78%	82%	78%	72%	73%	74%	80%	76%	78%
Concert / musical performance	76%	69%	74%	78%	82%	78%	72%	73%	74%	80%	76%	78%
Professional live theatre	71%	65%	66%	76%	63%	76%	69%	80%	63%	78%	66%	76%
Amateur live theatre	62%	59%	58%	65%	43%	76%	60%	70%	54%	68%	54%	66%
Museum or heritage site	50%	50%	54%	47%	43%	52%	54%	50%	48%	51%	44%	51%
Art show, tour or gallery	42%	40%	37%	47%	22%	46%	46%	55%	36%	45%	39%	39%

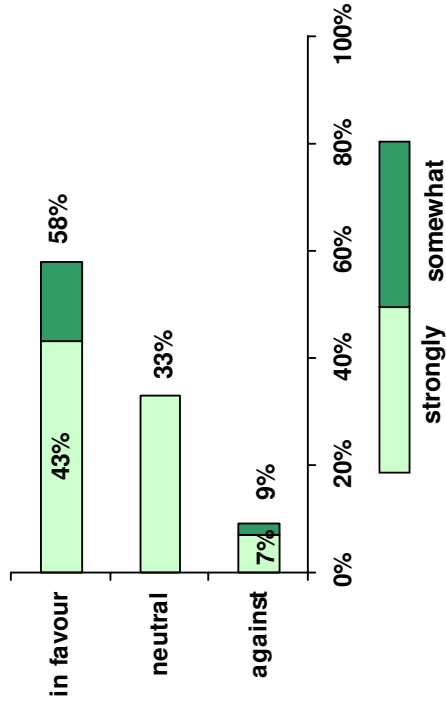
Multi-Use Centre: Summary

- **Overall, the survey indicated considerable support for the concept of a Multi-use Centre and a low level of opposition.** Support weakened in overall magnitude (58% dropped to 51%) and intensity (43% strongly in favour dropped to 27%) – and opposition increased (from 9% to 18%) – when the notion of monetary support from the Township was introduced ... but the Multi-use Centre clearly attracted strong interest.
- Perceived need for the possible elements of a Multi-use Centre varied significantly. The movie theatre received the strongest endorsement (68%), followed by the multi-purpose area (55%). A new performance hall venue, and a new location for the Museum, each received high scores from about 40% of respondents ... but only a fifth saw a strong need for new premises for the Chamber.
- While about half of respondents gave high scores in terms of their expectations of personal benefit from a Multi-use Centre, a higher proportion (60-70%) saw significant benefit at a community level, and in terms of drawing tourists. The relatively greatest benefit was ascribed to local businesses, but just over 60% gave high scores in terms of perceived benefit to Strathroy-Caradoc as well as Strathroy, per se.

Multi-Use Centre

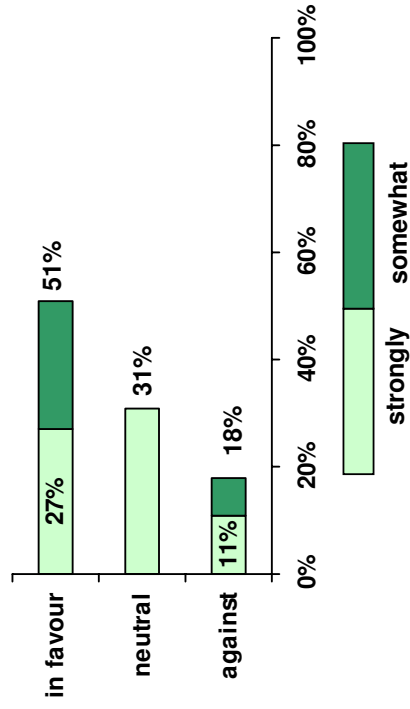
From time to time, it has been suggested that a Multi-use Centre should be constructed in a central, visible, and easy to reach location in Strathroy. This Centre could house the Museum, a performance hall, a movie theatre, the Chamber of Commerce, and a multi-purpose area for community activities and classes. Just in general, would you be in favour of the development of such a Centre, against it, or do you just feel neutral?

DEGREE OF SUPPORT FOR MULTI-USE CENTRE CONCEPT, IN GENERAL (n=206)



When Centres like this Multi-use Centre are built, the money usually comes from a combination of personal and corporate donations, and government and corporate funding. How would you feel about the idea of the Township of Strathroy-Caradoc contributing some part of the money required to build a Multi-use Centre? Just in general, would you be in favour of the idea, against it, or do you just feel neutral?

DEGREE OF SUPPORT FOR MONETARY CONTRIBUTION FROM TOWNSHIP, FOR MULTI-USE CENTRE (n=206)

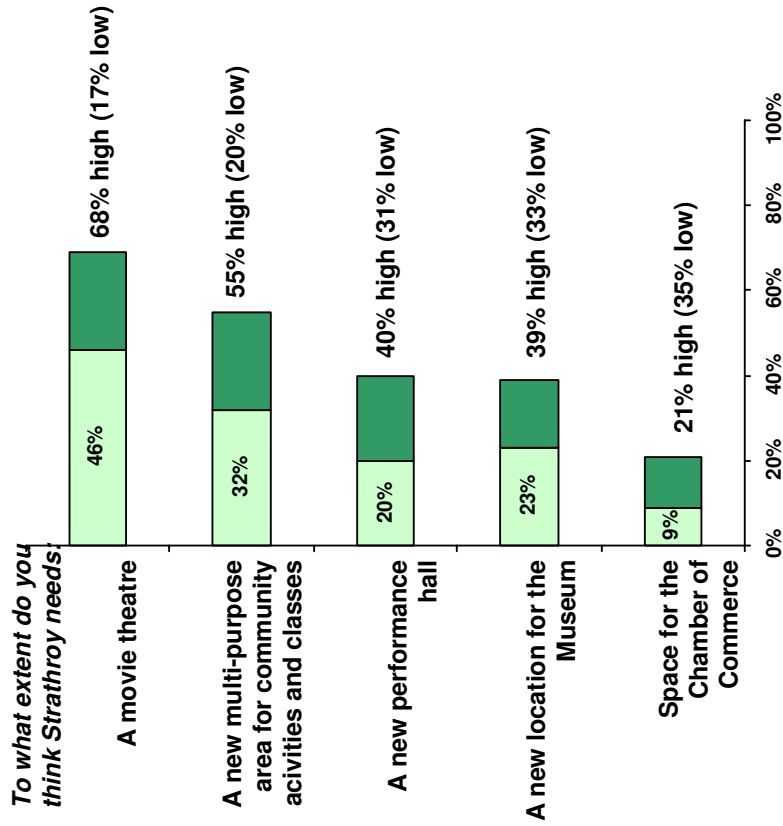


Multi-Use Centre

- At a general level, support of the Multi-use Centre concept was significantly higher among:
 - Strathroy residents (62% in favour vs 50% in Caradoc);
 - younger respondents (71% of those 19-34 were in favour vs 50-60% in all other age groups), and relative newcomers - a group that had a younger profile (67% in favour among those who had lived there \leq 5 years, vs 55% for residents of 6+ years);
 - those who had indicated support of enhanced cultural activities in Strathroy-Caradoc, and who were able to foresee a positive economic impact.
- There were similar tendencies with respect to monetary support from the Township, but the differences were not as pronounced. Some 73% of those who supported the concept of a multi-use centre in general also were in favour of the Township contributing money towards such a project.

Multi-Use Centre

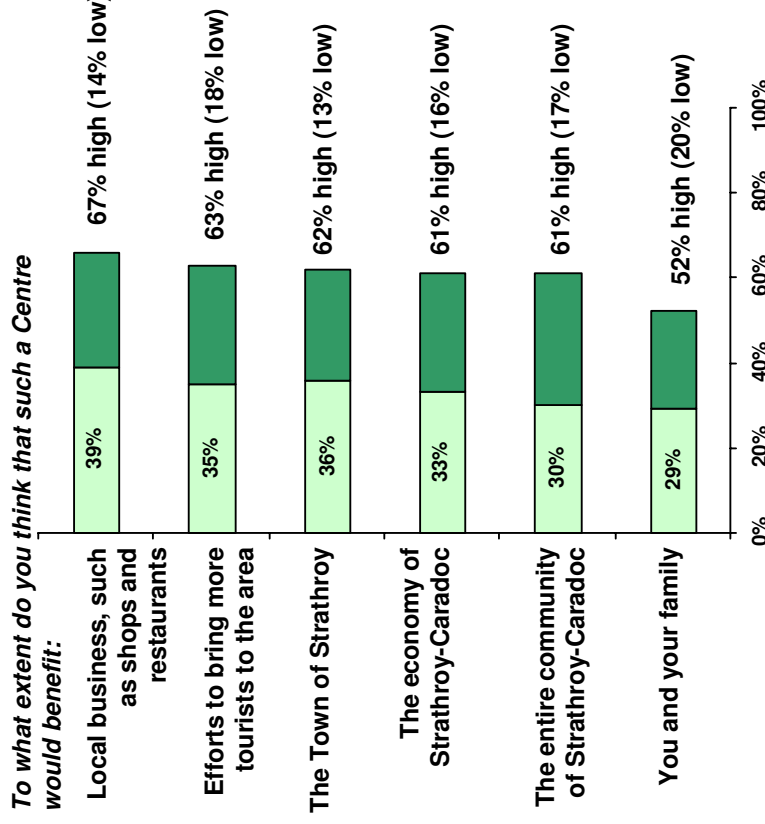
PERCEIVED NEED FOR VARIOUS ELEMENTS THAT COULD BE INCLUDED IN A MULTI-USE CENTRE (n=206)



NOTE: rows do not add to 100% because a small % were uncertain

Scores of: **5**

EXTENT OF PERCEIVED BENEFIT FROM A MULTI-USE CENTRE (n=206)



high scores on a 5 point scale

4



Appendices