

Lethbridge Performing Arts Centre Community Survey

SURVEY RESPONSE REPORT

17 July 2018 - 12 July 2020

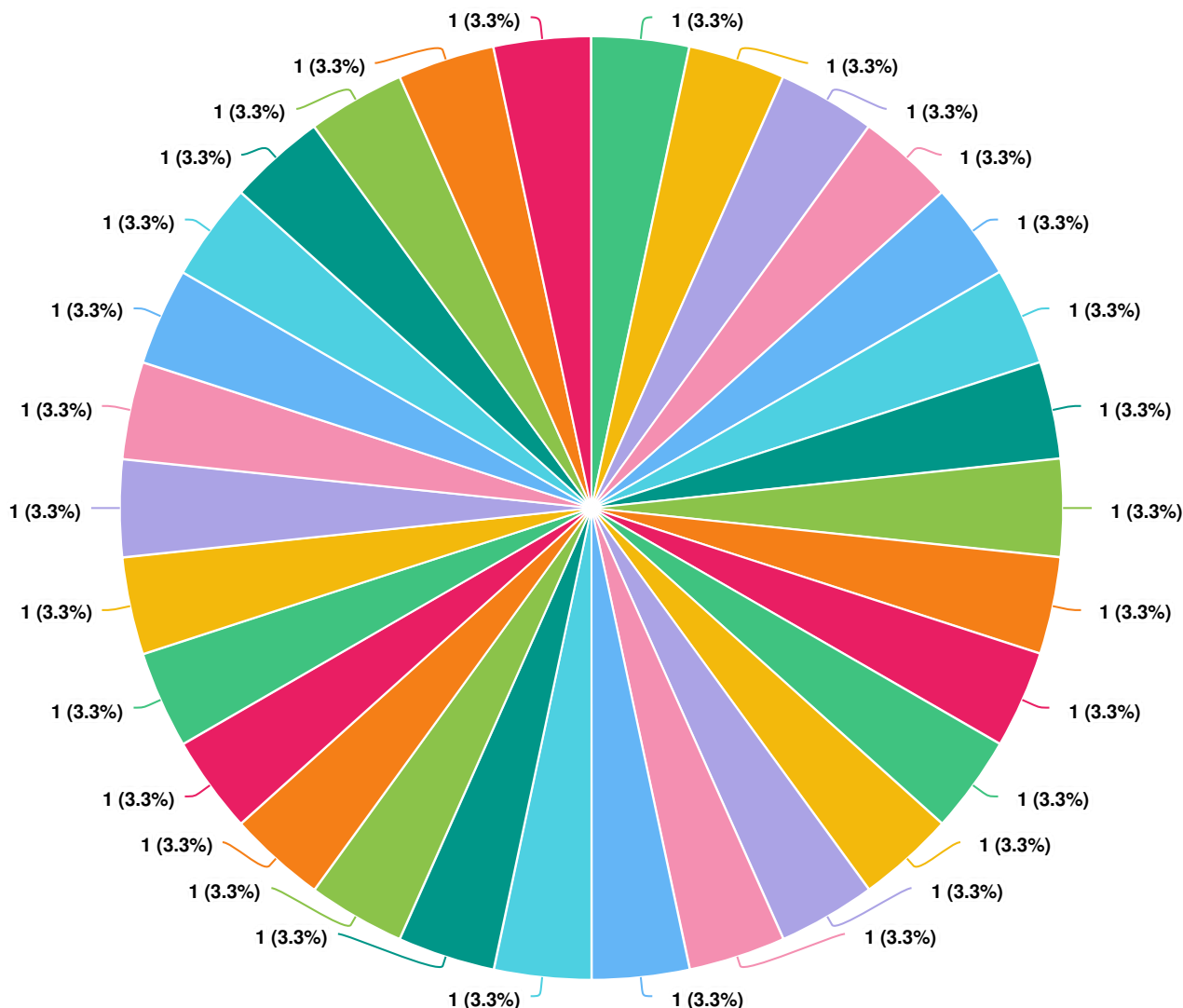
PROJECT NAME:

Performing Arts Centre - Functional Planning & Preliminary Design



REGISTRATION QUESTIONS

Q1 | **Postal Code - Please enter your postal code using upper case letters and a space. The system will search as you type. Sele...**



Question options

- | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Lethbridge, AB, T1K 1N5 | Lethbridge, AB, T1K 1C9 | Lethbridge, AB, T1H 2P2 | Lethbridge, AB, T1H 2C2 |
| Lethbridge, AB, T1J 3W7 | Lethbridge, AB, T1K 7P1 | Lethbridge, AB, T1J 1X2 | Lethbridge, AB, T1J 4Z3 |
| Lethbridge, AB, T1J 4B9 | Lethbridge, AB, T1J 5B1 | Lethbridge, AB, T1K 1P6 | Lethbridge, AB, T1K 5E1 |
| Lethbridge, AB, T1J 5A8 | Lethbridge, AB, T1K 5V8 | Lethbridge, AB, T1K 2A5 | Lethbridge, AB, T1H 4V3 |
| Lethbridge, AB, T1K 7H6 | Lethbridge, AB, T1H 2N7 | Lethbridge, AB, T1K 3W9 | Lethbridge, AB, T1J 3P2 |
| Lethbridge, AB, T1K 5R8 | Lethbridge, AB, T1K 5R9 | Lethbridge, AB, T1J 5G9 | Lethbridge, AB, T1J 3T1 |
| Lethbridge, AB, T1K 6R4 | Lethbridge, AB, T1K 5B9 | Lethbridge, AB, T1J 2G8 | Lethbridge, AB, T1K 4H3 |
| Lethbridge, AB, T1K 6M5 | Lethbridge, AB, T1J 1H1 | | |

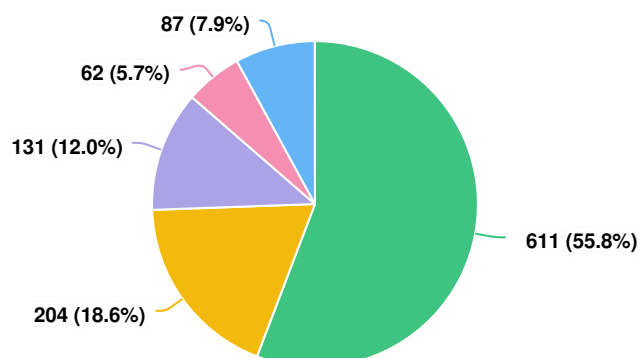
Mandatory Question (30 response(s))

Question type: Region Question



SURVEY QUESTIONS

Q1 | On a scale of 1-5, what is your personal level of interest in arts and/or cultural performances/events?

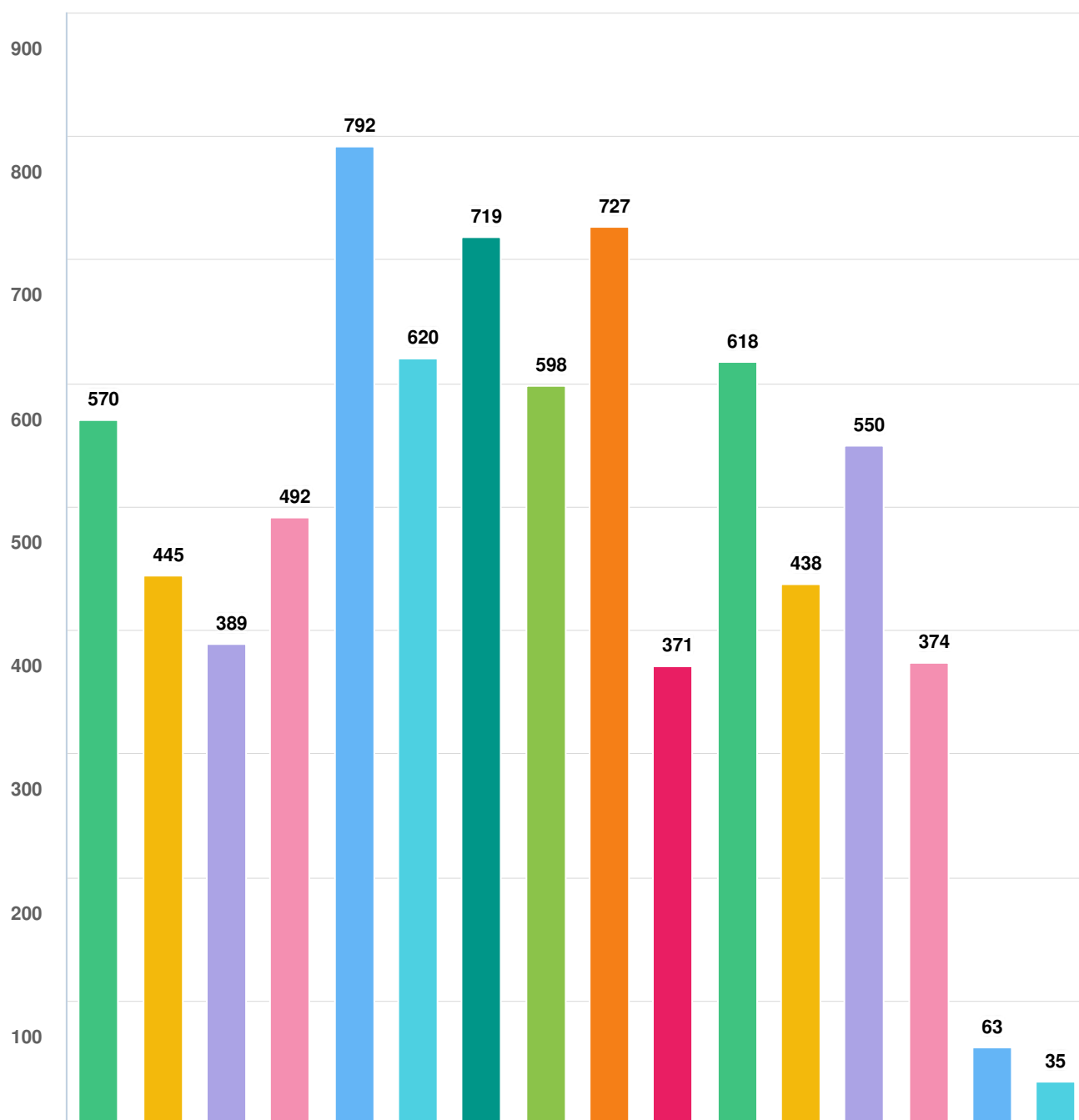


Question options

- 5 - Extremely interested 4 - Very interested 3 - Somewhat interested 2 - Slightly interested
1 - Not at all interested

Optional question (1095 response(s), 21 skipped)
Question type: Dropdown Question

Q2 What do you like to attend for arts and/or cultural performances/events in Lethbridge?



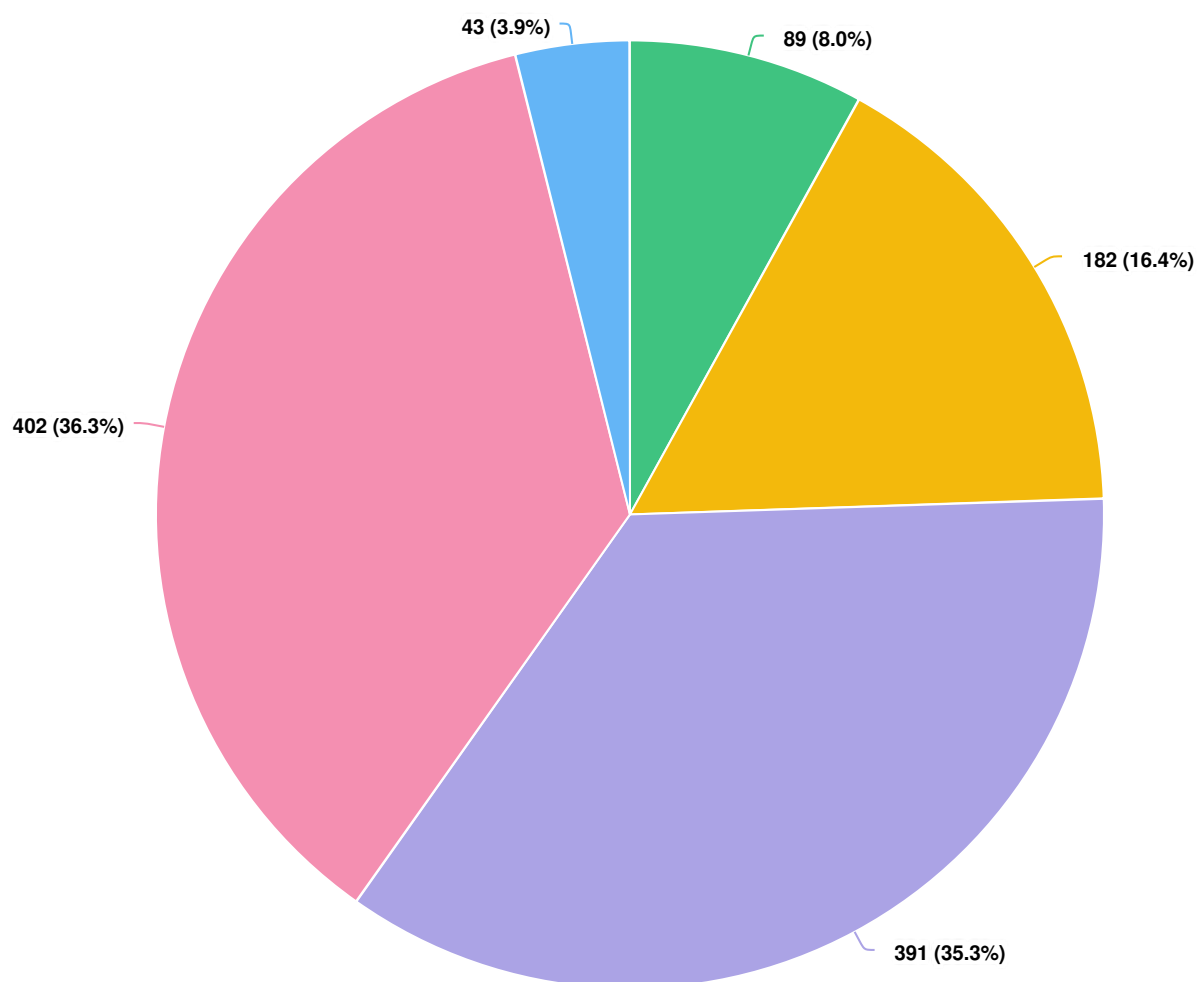
Question options

- Classical music
 ● Choral music
 ● Full staged opera
 ● Dance
 ● Musical theatre
 ● Non-musical stage plays
- Touring productions
 ● Folk, jazz and/or world music
 ● Popular music (rock, pop, country, etc)
 ● Lectures
- Variety (comedy, improv, magic, burlesque, etc.)
 ● Film
 ● Arts-related festivals
 ● Classes or workshops
- I do not like to attend arts and/or cultural performances/events
 ● Other (please specify)

Optional question (1108 response(s), 8 skipped)

Question type: Checkbox Question

Q3 How do you perceive the amount of performances/entertainment offerings in Lethbridge?

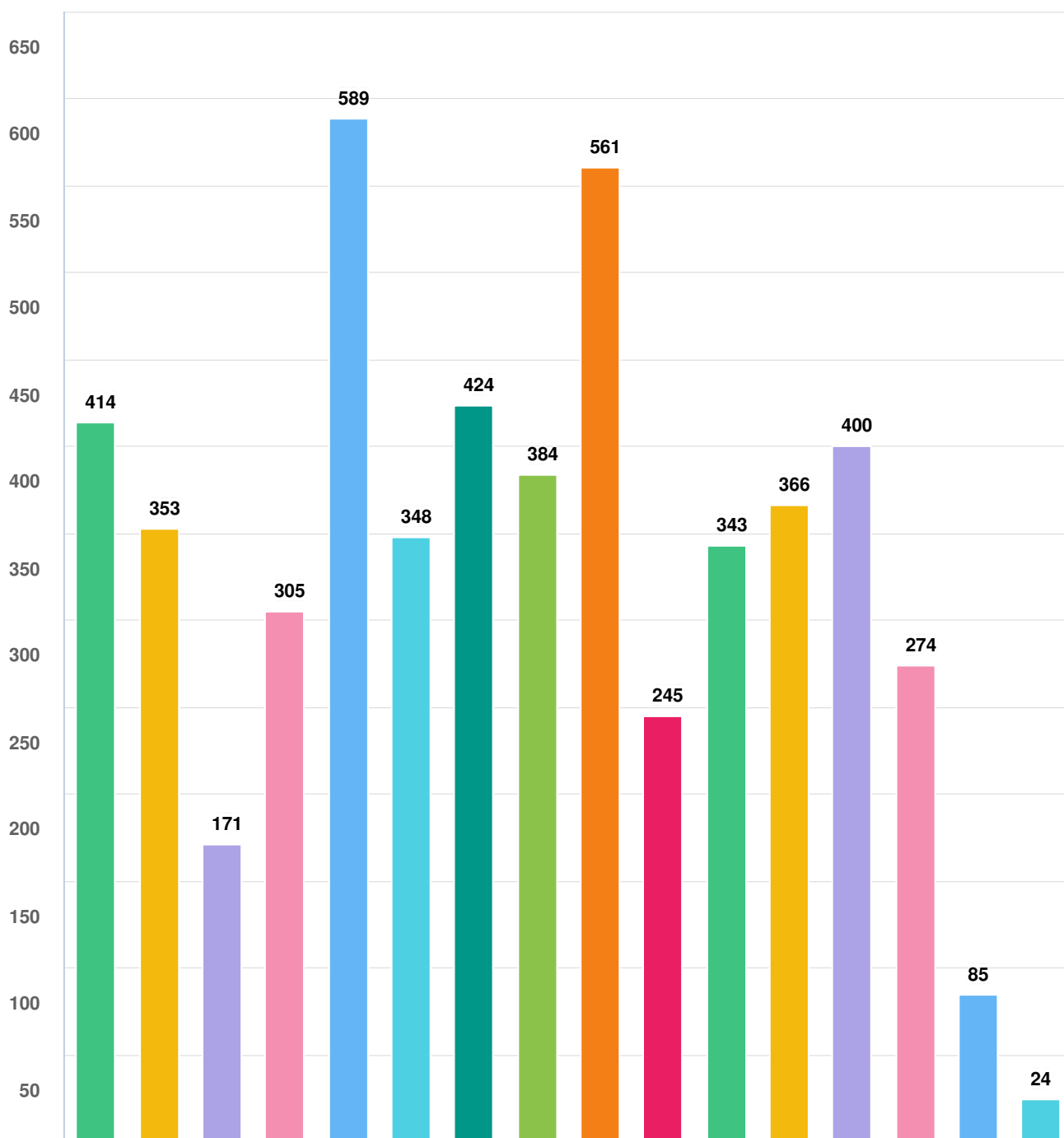


Question options

Very High High Adequate Low Very low

Optional question (1107 response(s), 9 skipped)
Question type: Dropdown Question

Q4 In the last 12 months, please select all of the following cultural events or activities that you attended.



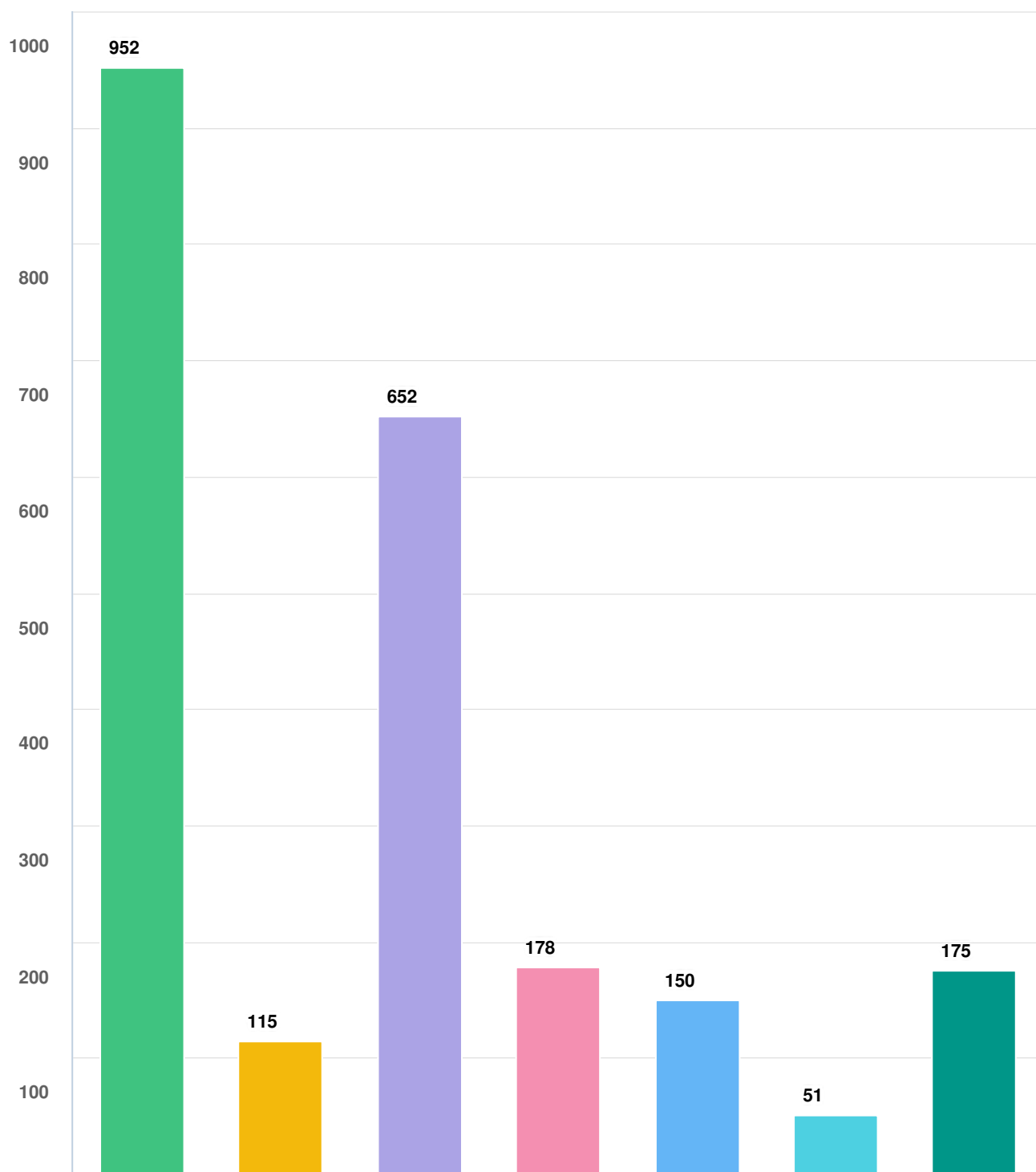
Question options

- Classical music
 ● Choral music
 ● Full staged opera
 ● Dance
 ● Musical theatre
 ● Non-musical stage plays
- Touring productions
 ● Folk, jazz, and/or world music
 ● Popular music (rock, pop, country, etc.)
 ● Lectures
- Variety (comedy)
 ● Film
 ● Arts-related festivals
 ● Classes or workshops
 ● Not at all
 ● Other (please specify)

Optional question (1103 response(s), 13 skipped)

Question type: Checkbox Question

Q5 In the last 12 months, where did you attend the cultural events/activities you mentioned in the previous question?



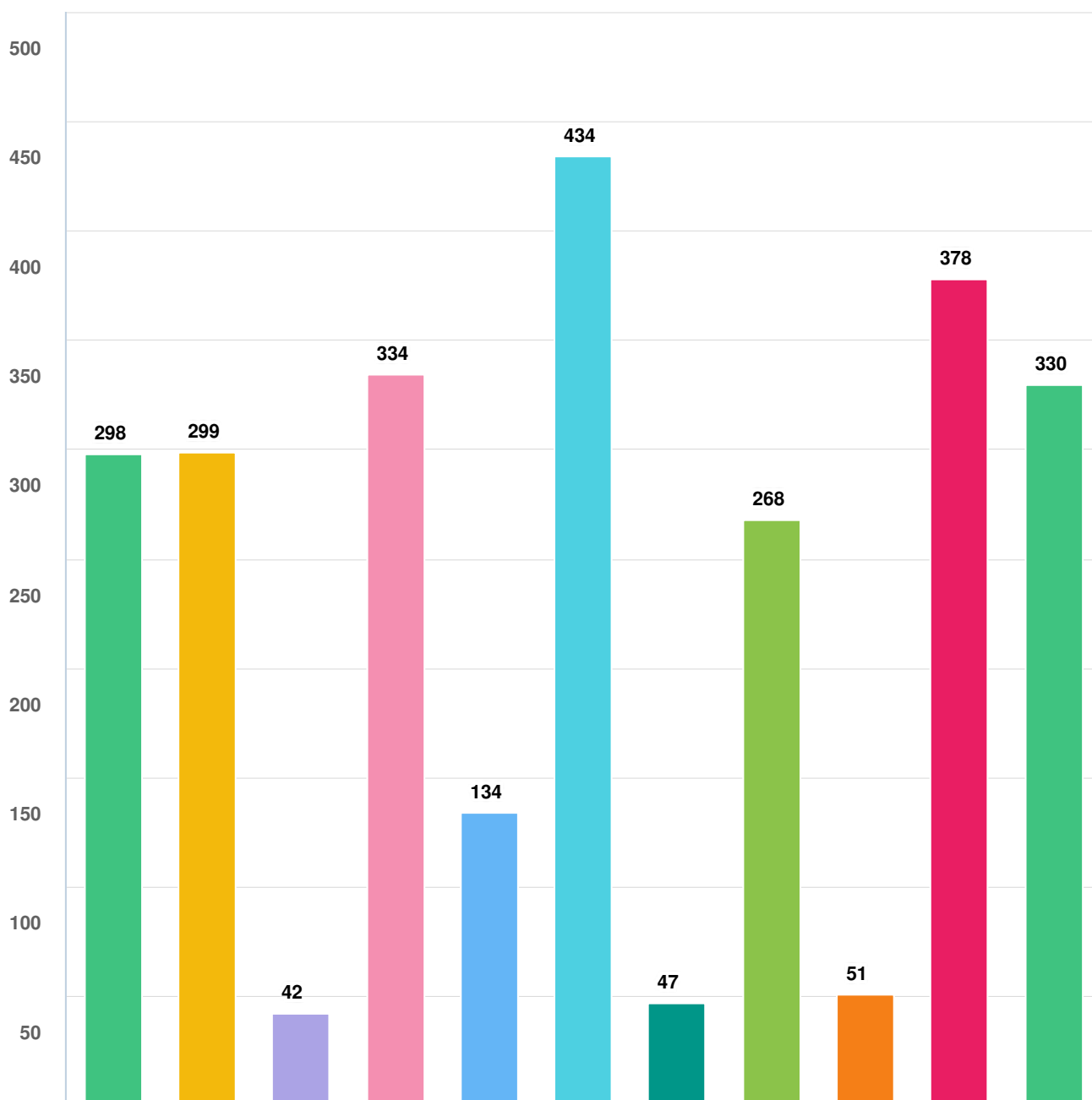
Question options

☒ Lethbridge ☐ Medicine Hat ☐ Calgary ☐ Edmonton ☐ Fort Macleod ☐ Cardston ☐ Other (please specify)

Optional question (1073 response(s), 43 skipped)

Question type: Checkbox Question

Q6 Please indicate whether any of the following factors have prevented you from attending a live performance or other entertainment event within the past year.



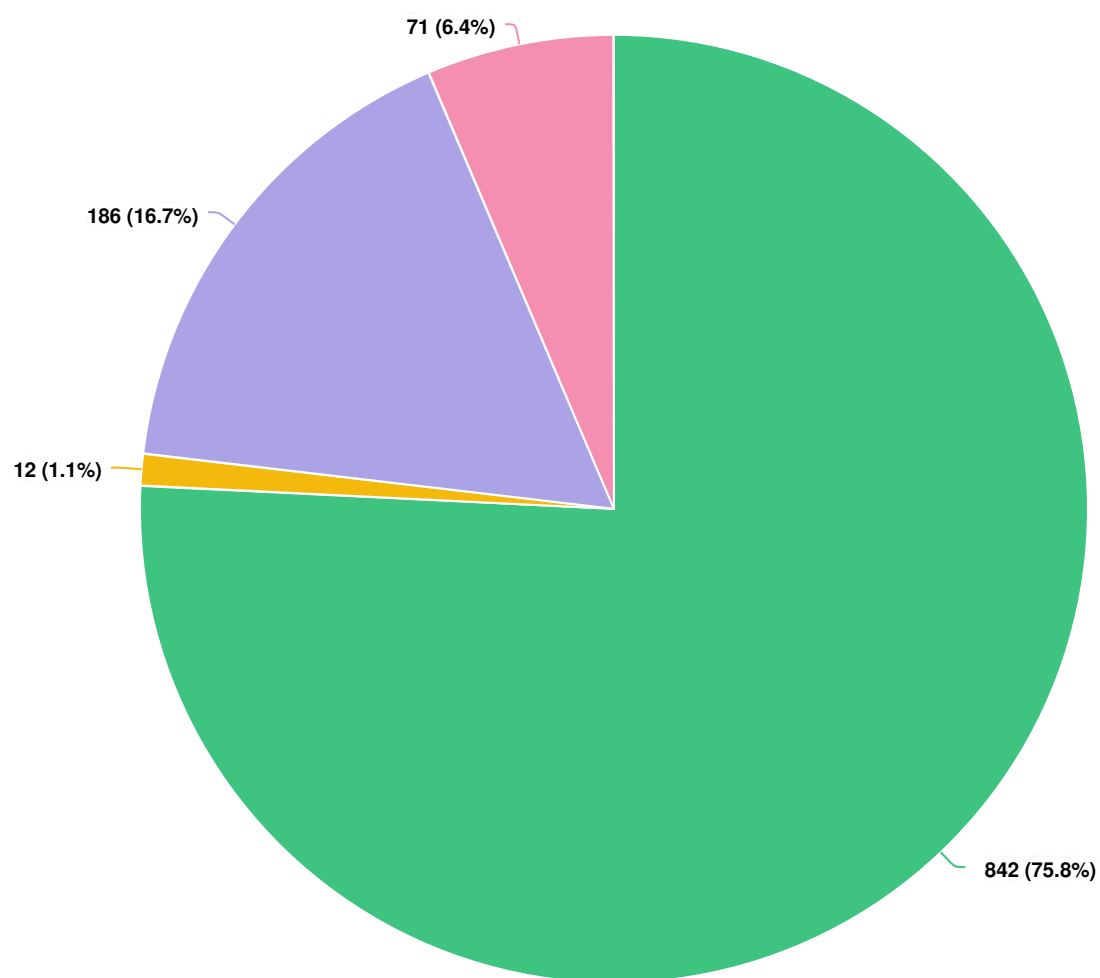
Question options

- Inconvenient venue location (traffic, parking) ● Disinterest in the activity being offered
- Not comfortable with attending performances or entertainment events ● Having time to attend a performance/event
- Preferring to spend your leisure time in other ways ● The overall cost of attending a live performance or entertainment event
- Unwelcoming for children ● The time at which an activity was offered ● Physical accessibility issues
- Lack of information about the activity ● Dissatisfaction with the venue

Optional question (1030 response(s), 86 skipped)

Question type: Checkbox Question

Q7 Based on the level of participation with arts and cultural events/performances you indicated earlier, if more performing arts activities were available in Lethbridge, you would attend:

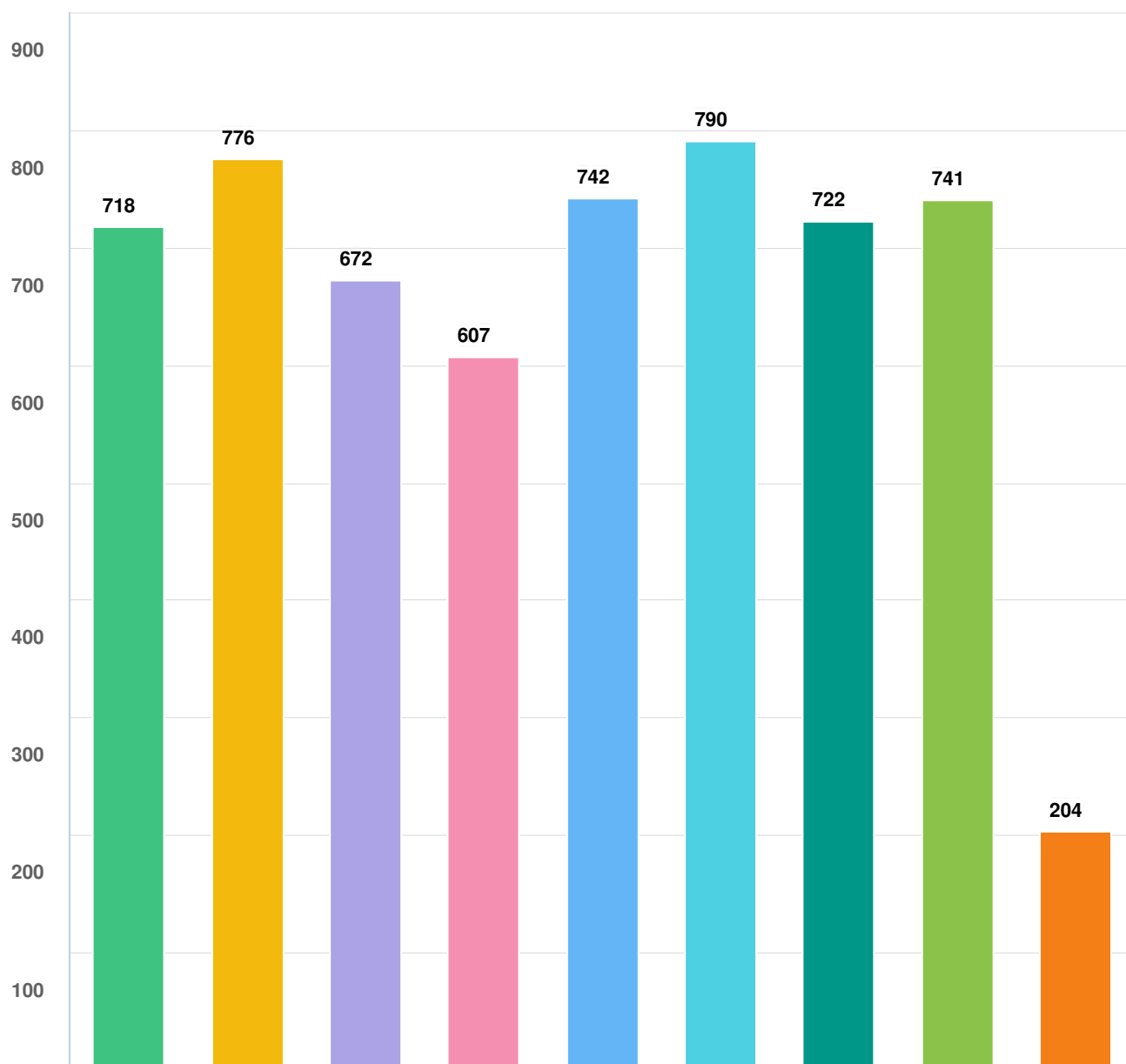


Question options

More often Less often The same Not at all

Optional question (1111 response(s), 5 skipped)
Question type: Dropdown Question

Q8 Please select all statements that you feel should describe a new performing arts centre in Lethbridge.



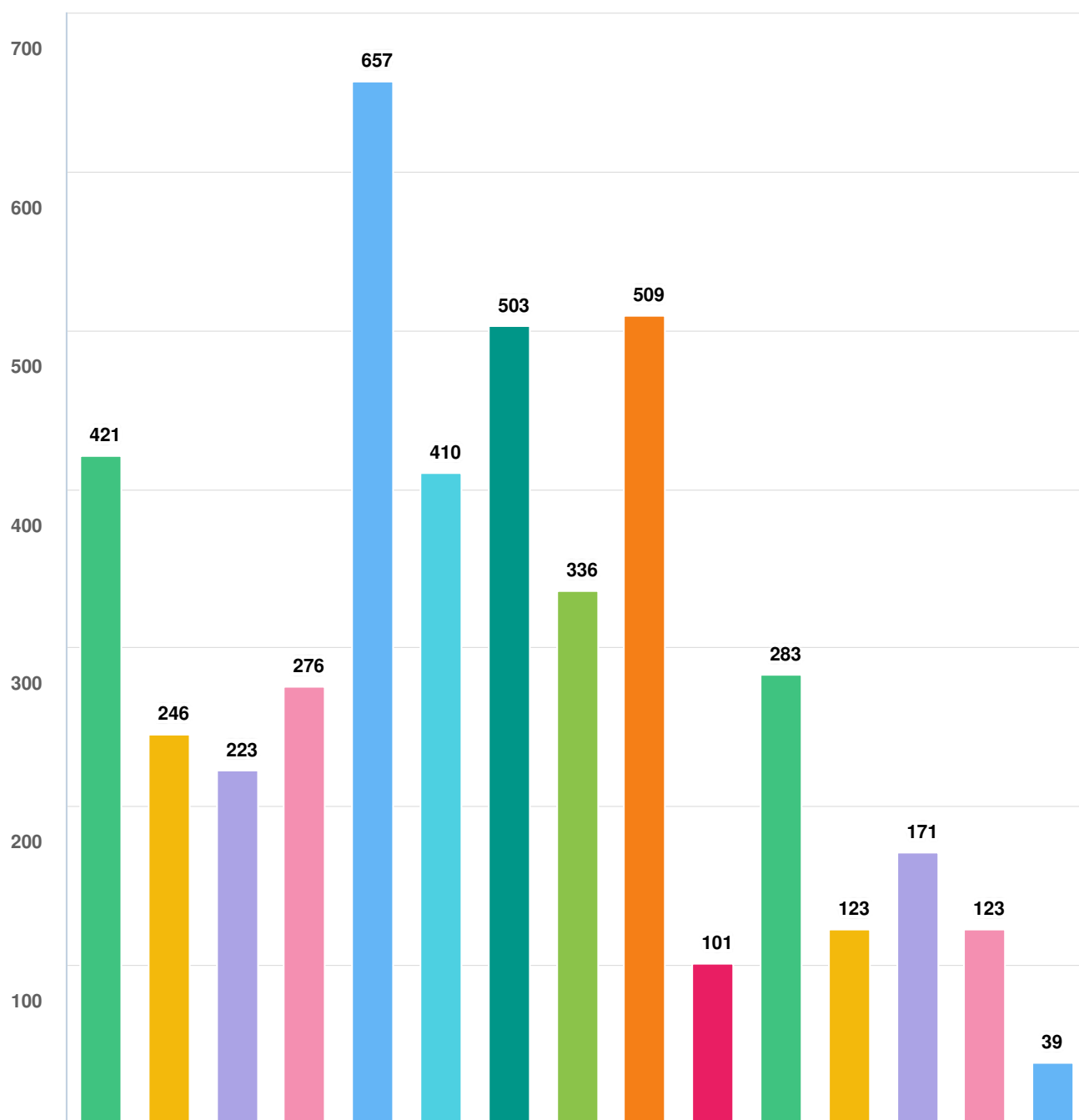
Question options

- An active, vibrant hub for the community
- A facility that supports and fosters a variety of performing arts and community-based uses
- A space that enables collaboration among artists, arts groups, community partners, and businesses
- An anchor for the potential future development of an entertainment district
- A space for all ages, abilities, and backgrounds to come together and share in the performing arts
- A sustainable, viable facility for now and for years to come
- A place that supports our local arts organizations and artists
- A place that draws people to visit Lethbridge
- A performing arts centre is not needed in Lethbridge

Optional question (1092 response(s), 24 skipped)

Question type: Checkbox Question

Q9 I am most likely to buy a ticket for or pay to participate in...



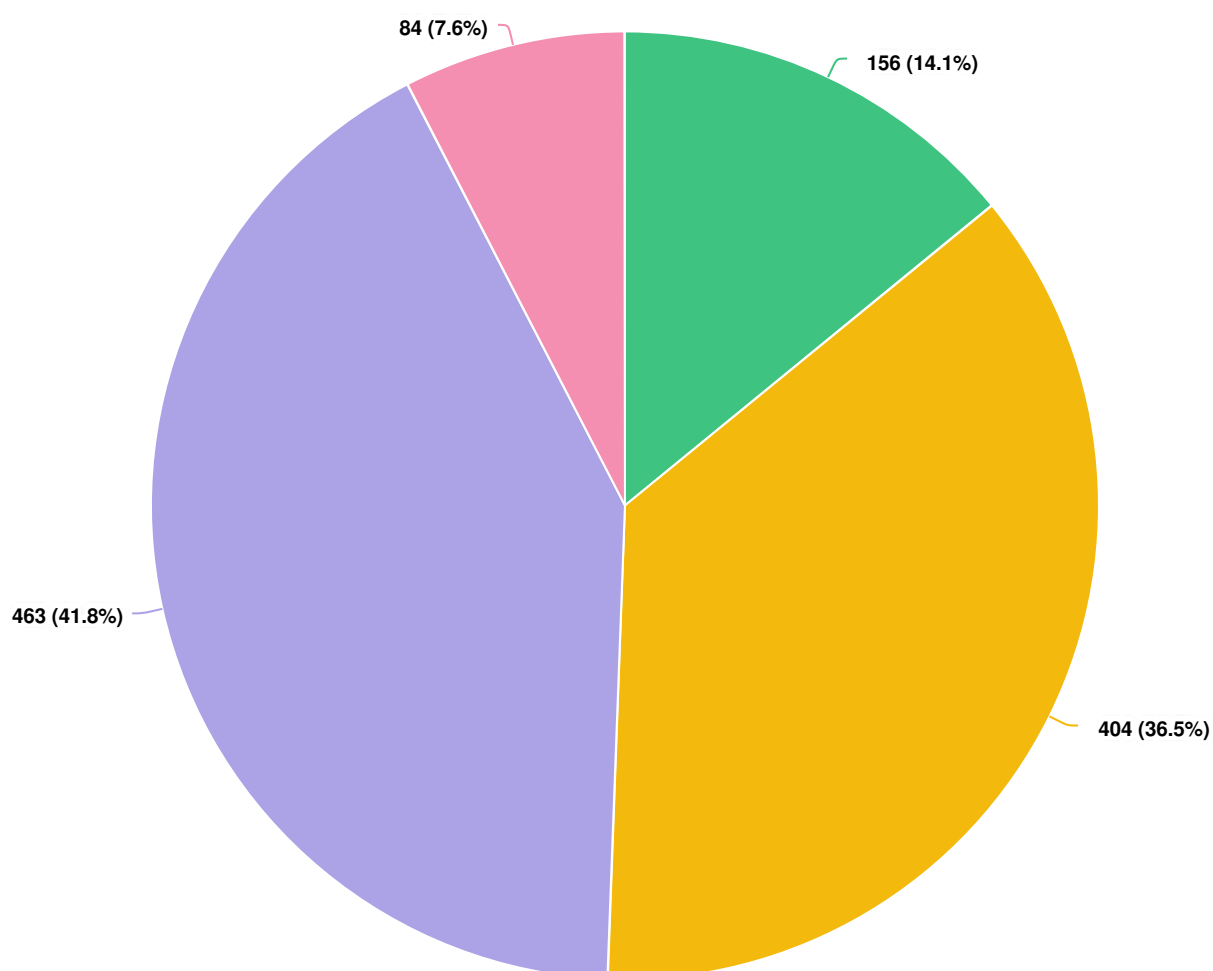
Question options

- Classical music
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 ● Lectures
- Variety (comedy, improv, magic, burlesque, etc.)
 ● Film
 ● Arts-related festivals
 ● Classes or workshops
- Other (please specify)

Optional question (1084 response(s), 32 skipped)

Question type: Checkbox Question

Q10 | Where in Lethbridge do you live?



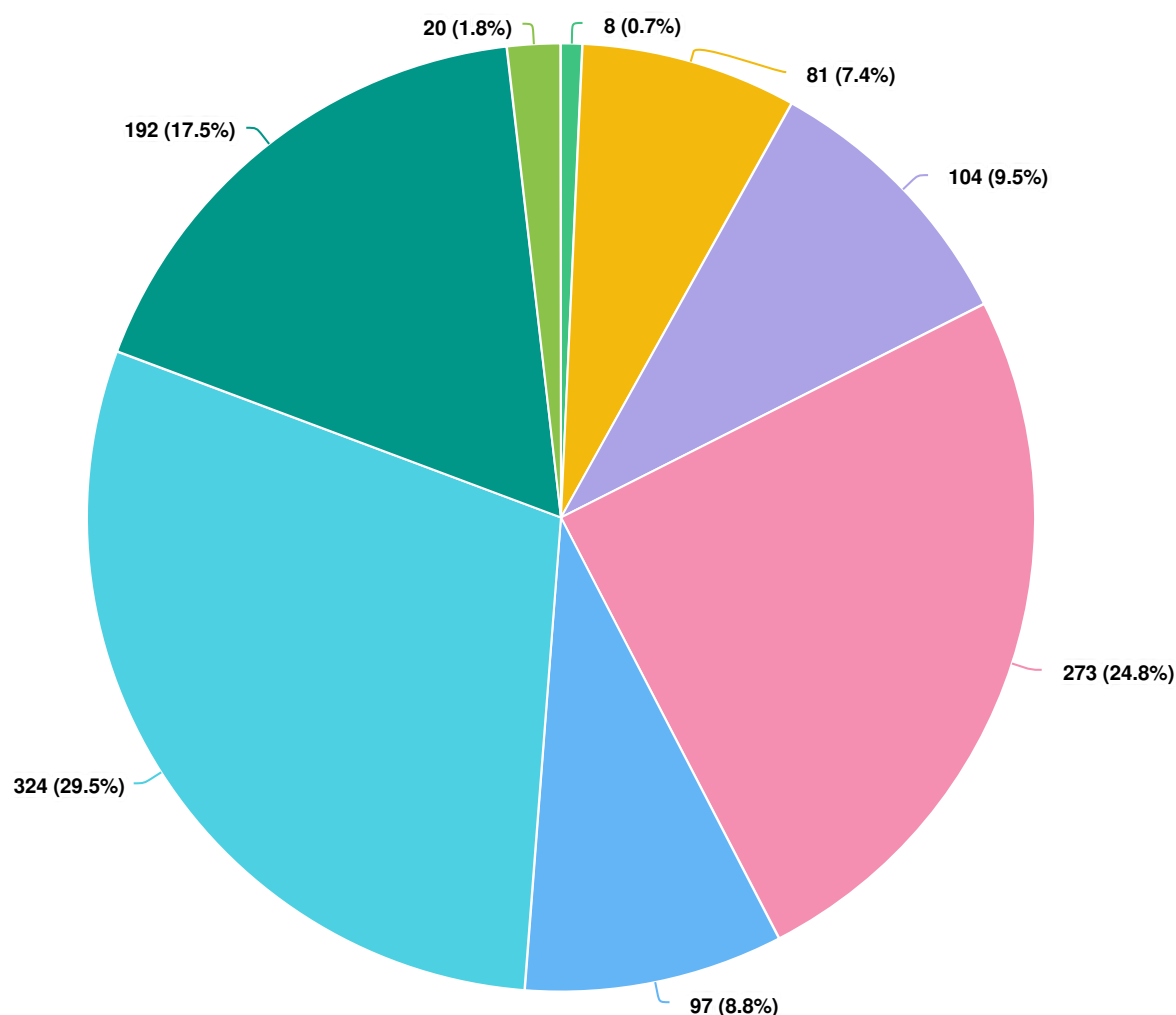
Question options

● North ● South ● West ● I do not live in Lethbridge

Optional question (1107 response(s), 9 skipped)

Question type: Dropdown Question

Q11 What is the highest level of education you have completed?

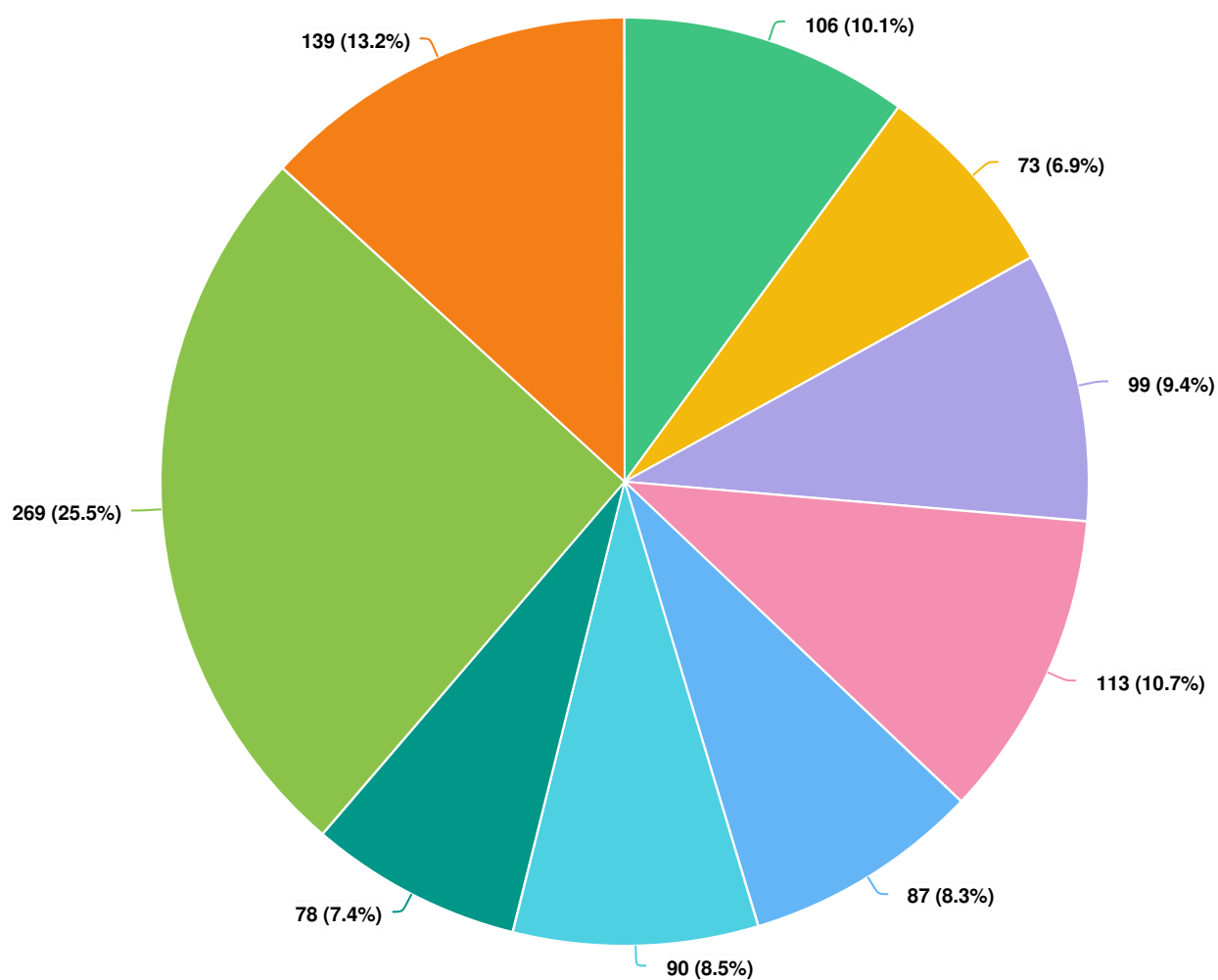


Question options

- Grade school or some high school
 ● Completed high school
 ● Post-secondary technical school
- Some university or college
 ● Completed college diploma
 ● Completed university degree
 ● Post-graduate degree
- Prefer not to answer

Optional question (1099 response(s), 17 skipped)
Question type: Dropdown Question

Q12 What is your approximate annual household income before taxes?

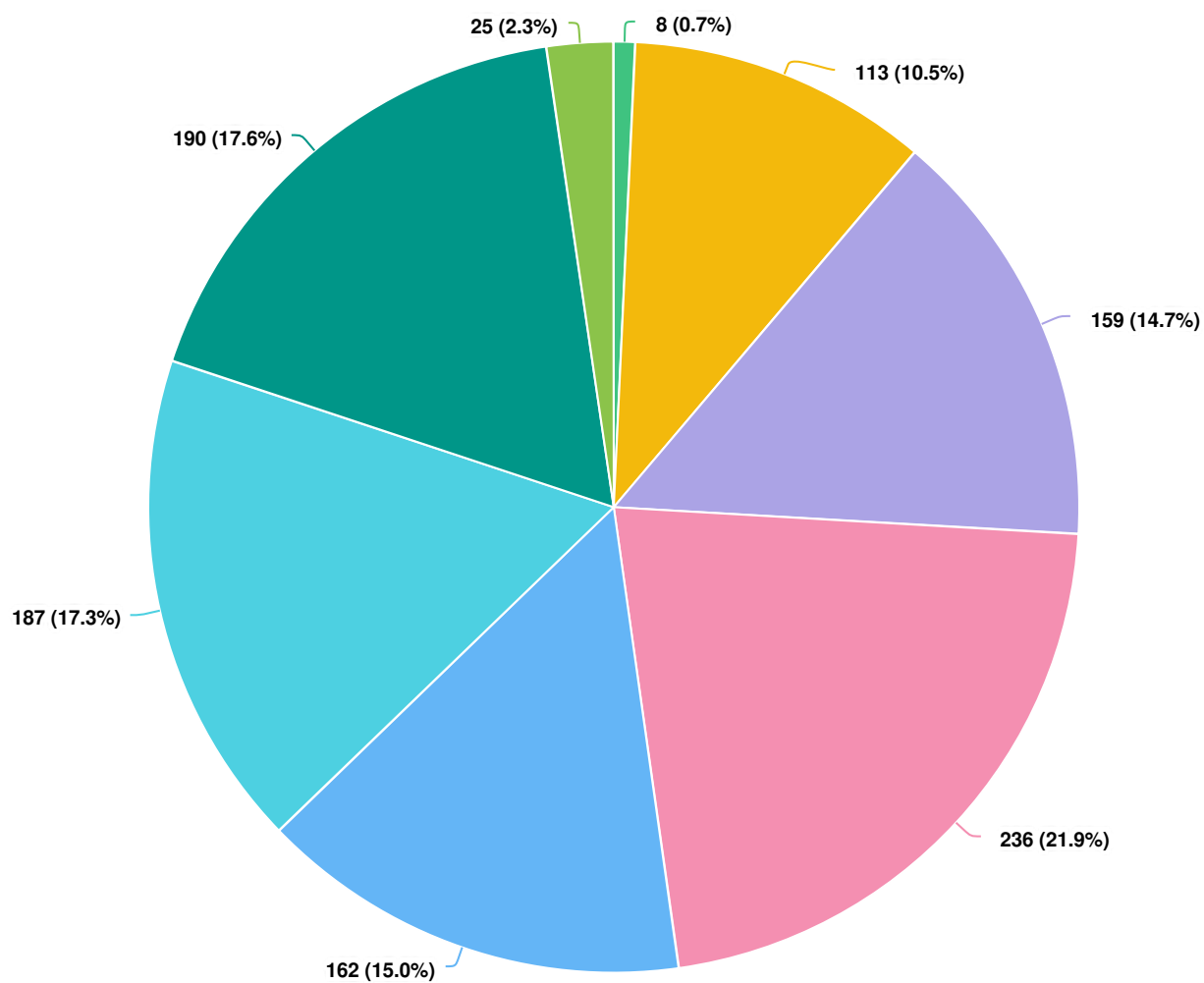


Question options

● Under \$30,000
 ● \$30,000 to \$44,999
 ● \$45,000 to \$59,999
 ● \$60,000 to \$74,999
 ● \$75,000 to \$89,999
● \$90,000 to \$104,999
 ● \$105,000 to \$119,999
 ● \$120,000 and over
 ● Prefer not to answer

Optional question (1054 response(s), 62 skipped)
 Question type: Dropdown Question

Q13 Please select your age group.



Question options

Under 18 18-24 25-34 35-44 45-54 55-64 65+ Prefer not to answer

Optional question (1080 response(s), 36 skipped)

Question type: Dropdown Question