

Watrous Manitou Marketing Group



Main Street Survey Report

Introduction

In November 2014, Watrous (through the Watrous Manitou Marketing Group) was selected to be an Affiliate member of the Main Street Saskatchewan Program.

In order to help inform its long-term plan, the Town of Watrous, the Watrous Manitou Marketing Group, and the Watrous Main Street Committee contracted Inshtrix Research Inc. to conduct an online survey of residents, visitors, and business owners of the Watrous community.

The goal of the survey was to understand perceptions, strengths, weaknesses, opportunities, and gaps of Main Street Watrous among visitors, business owners, and members of the community.

Methodology Snapshot

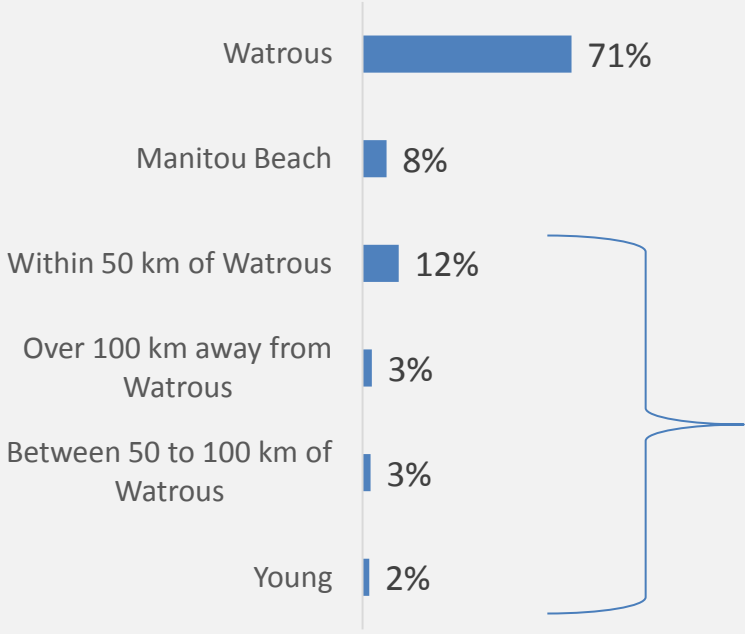
Mode	Online survey
Target respondents	Residents of Watrous, Manitou Beach, and surrounding areas
Data collection dates	August 27 th to October 6 th , 2015
Completions	219 completed surveys
Reporting notes	<ul style="list-style-type: none">• This report presents frequencies, averages, and key findings to survey questions.• Due to rounding, results presented may not add to 100%.• In addition, certain questions were open-ended in nature and respondents could provided more than one answer. In these cases, where multiple answers were possible, results may total to more than 100%.

Respondent Profile

The respondent profile outlines results to demographic questions asked during the survey and provides an indication of “who” answered the survey.

Residence Location and Visiting Main Street Watrous

Current Residence Location



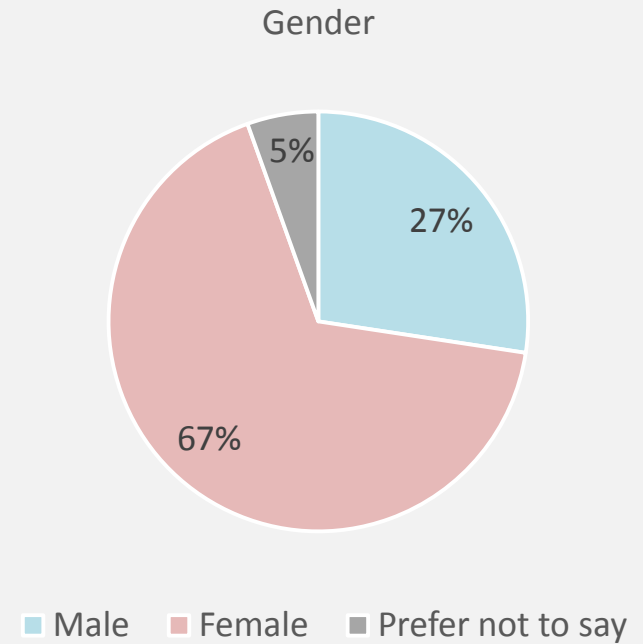
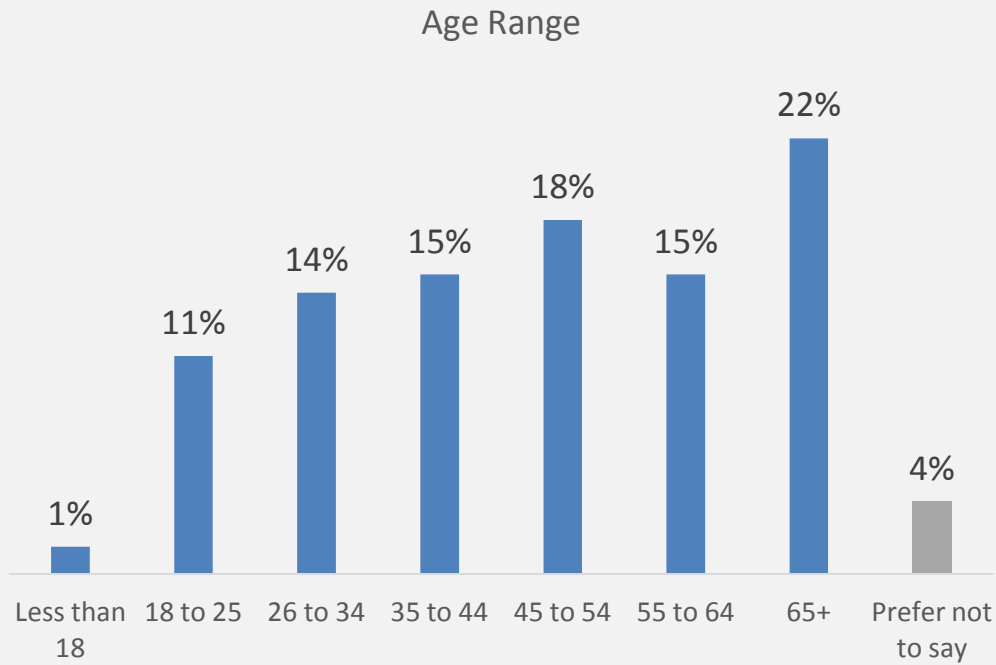
6. Where do you currently live? Base: All respondents, n=219.

Last Time Visiting Main Street Watrous



7. When was the last time you visited Main Street Watrous? Base: Those who do not live in Watrous or Manitou Beach, n=45.

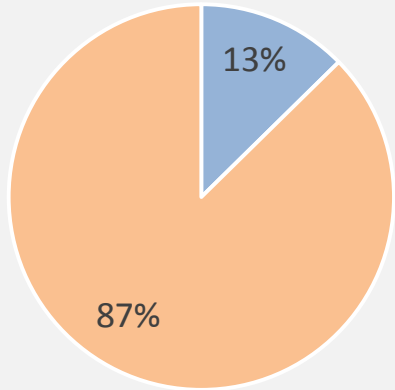
Age and Gender



Base: All respondents, n=219.

Business Ownership in Watrous among Watrous/Manitou Beach Respondents

Business Ownership

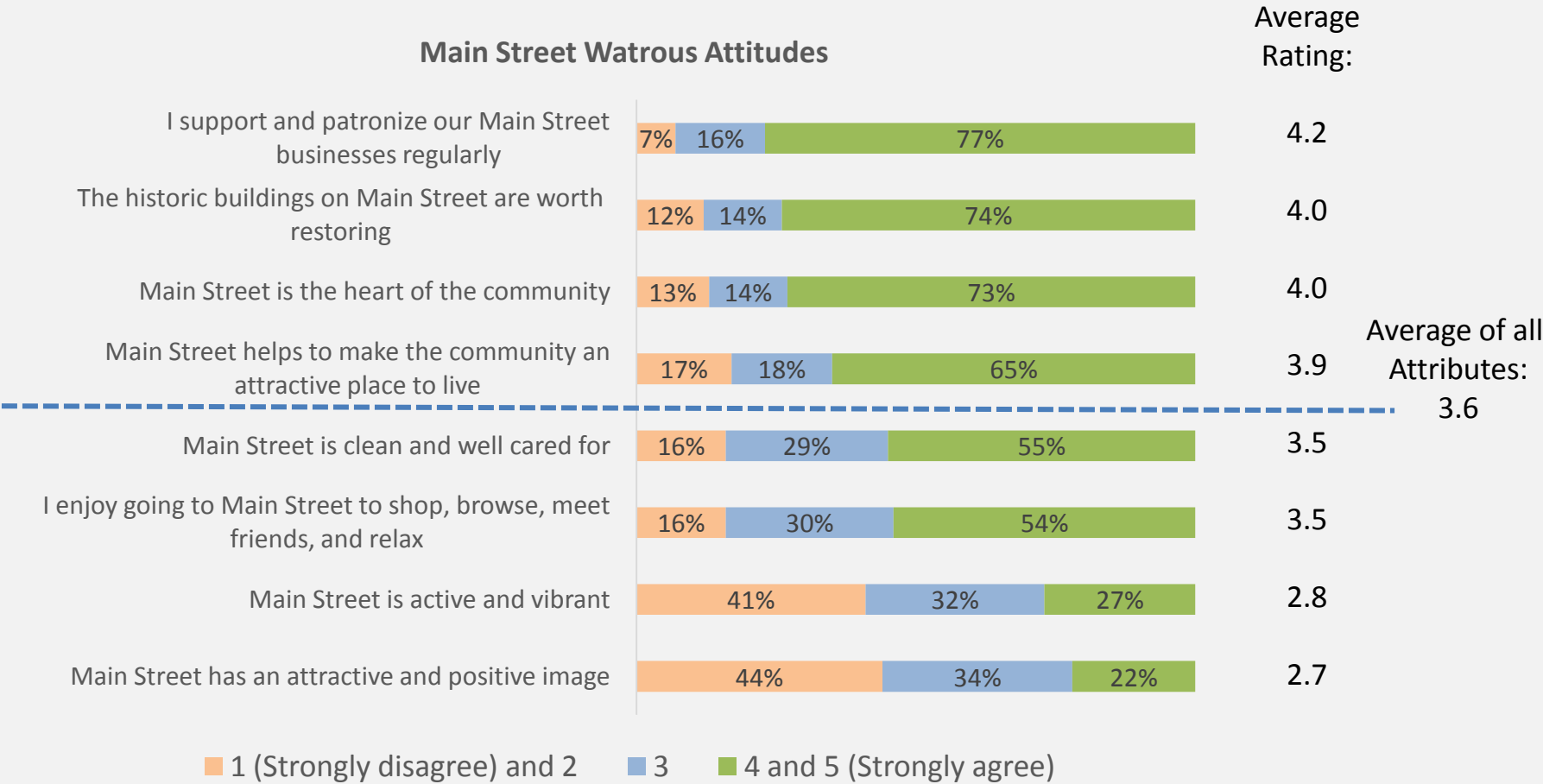


- Own or operate a business that is located in Watrous
- Do not own or operate

10. Do you own or operate a business that is located in Watrous? Base: Those who live in Watrous or Manitou Beach, n=174.

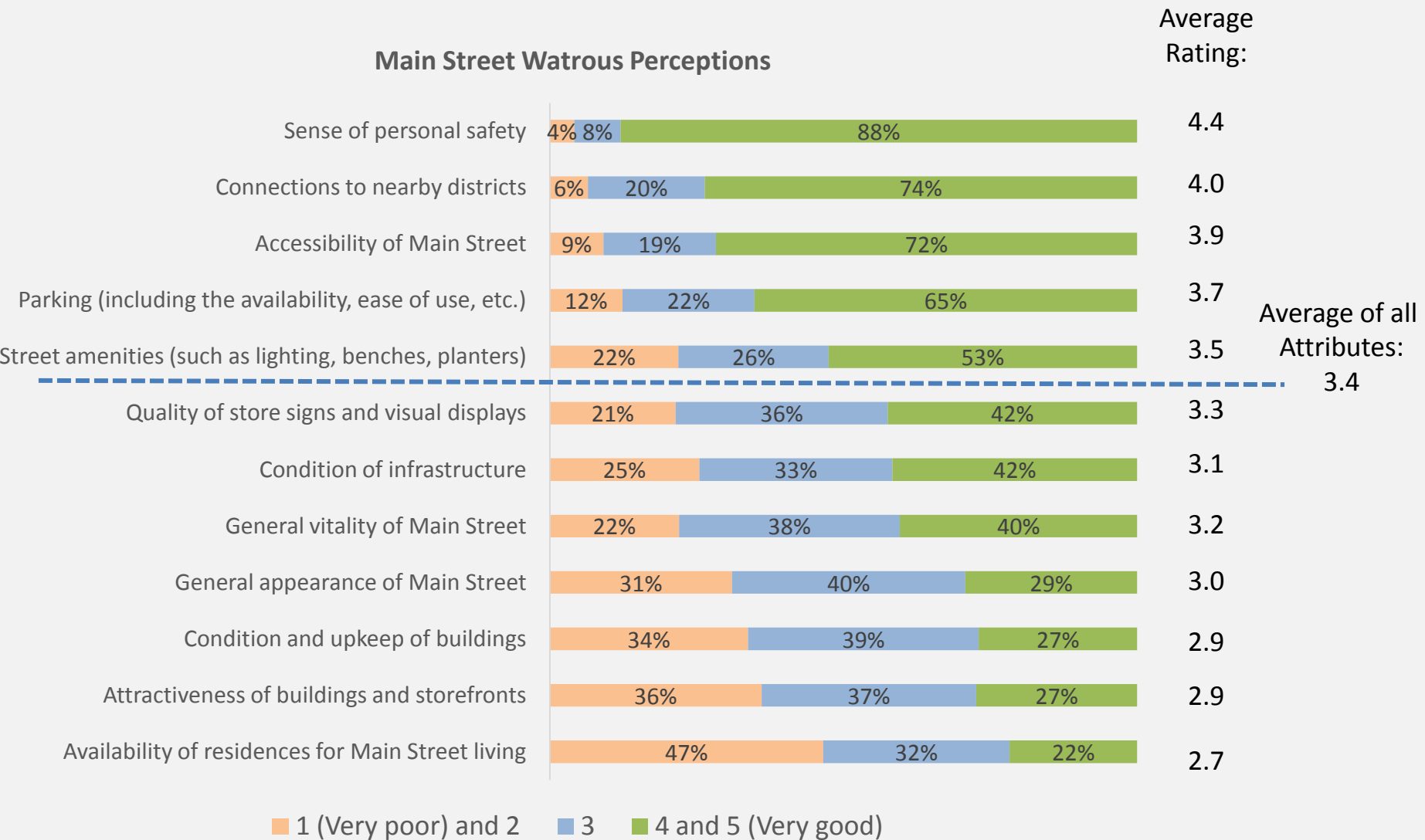
Attitudes and Perceptions of Main Street Watrous

Regarding attitudes about Main Street Watrous, respondents most strongly agree that they support Main Street businesses regularly, that the historic buildings are worth restoring, and that it is the heart of the community.



1. How would you rate your agreement with the following statements? Base: All respondents excluding “don’t know”, n=207 to 219.

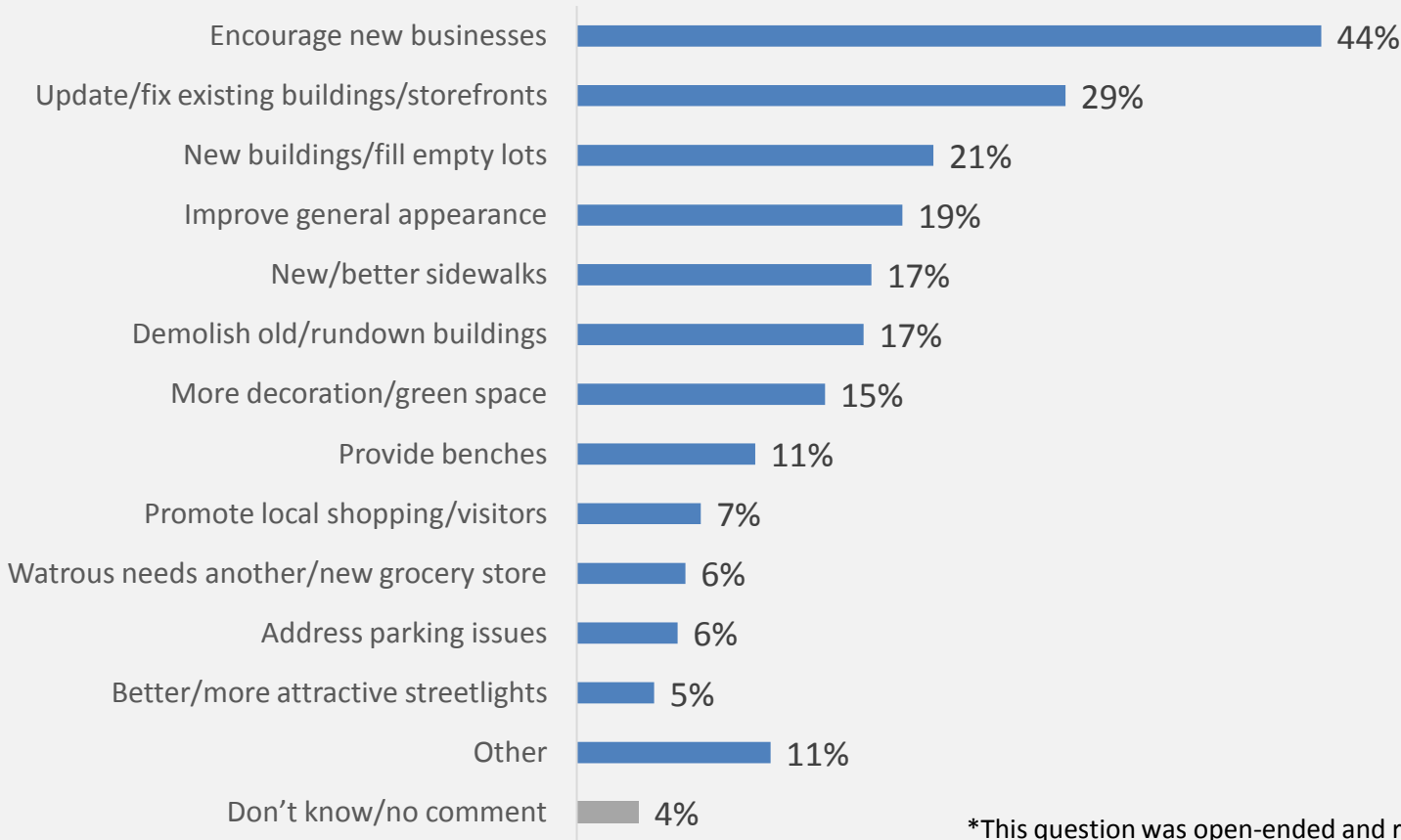
The most positive perceptions of Main Street are safety and location. Conversely, the most negative perceptions relate to infrastructure conditions and residential availability.



2. How would you rate **Main Street Watrous** in the following areas? Base: All respondents excluding “don’t know”, n=189 to 219.

Attracting new business investment, updating existing buildings, and filling empty lots with new developments should be the top priorities for improving Main Street Watrous.

Perceived Priorities to Improve Main Street*



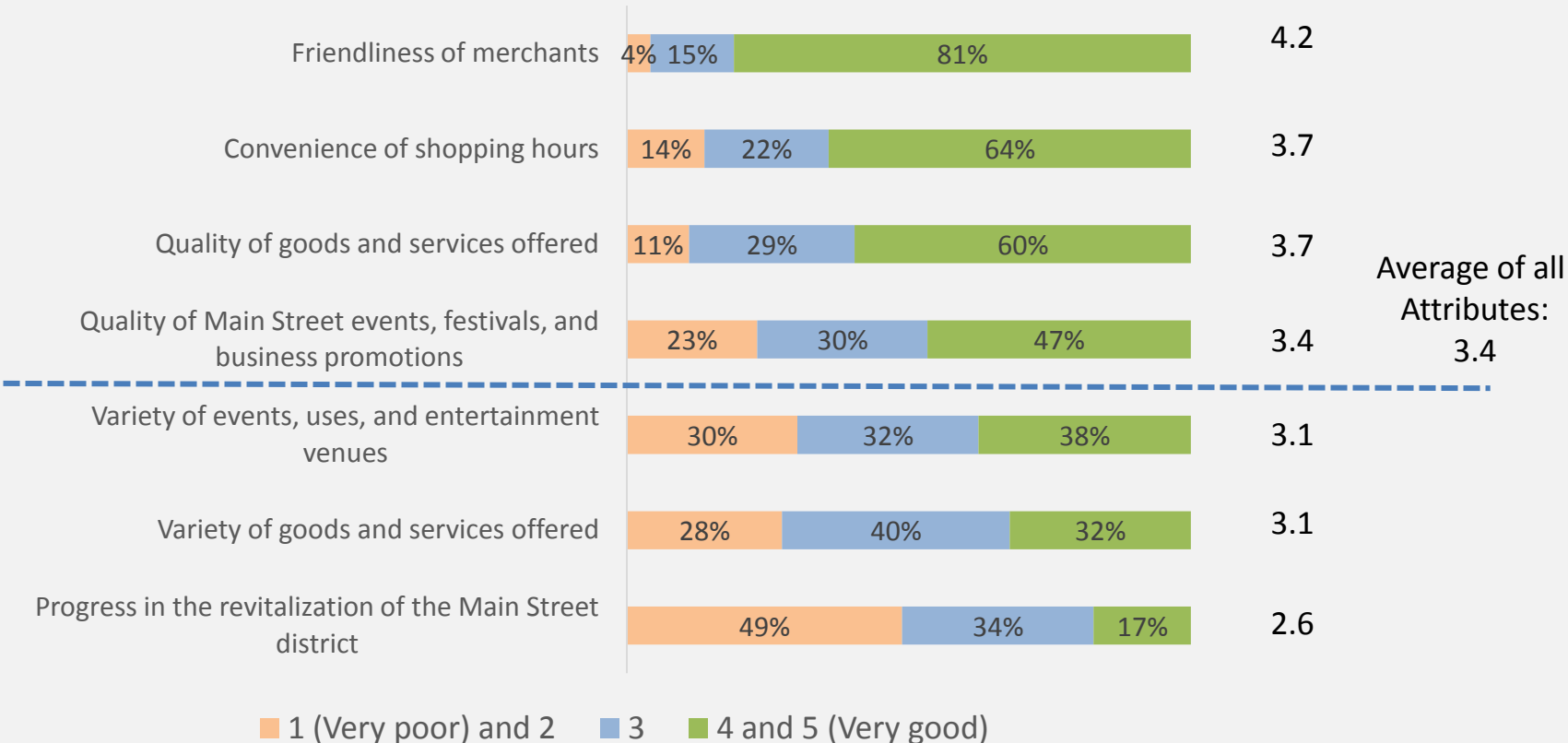
*This question was open-ended and respondents provided their verbatim comments.

3. What top priority actions should be taken to improve the overall look and feel of Main Street Watrous? Base: All respondents, n=219.

Entertainment and shopping on Main Street is perceived as pleasant and convenient. However, some feel the revitalization progress of Main Street could improve.

Main Street Watrous Shopping and Entertainment Perceptions

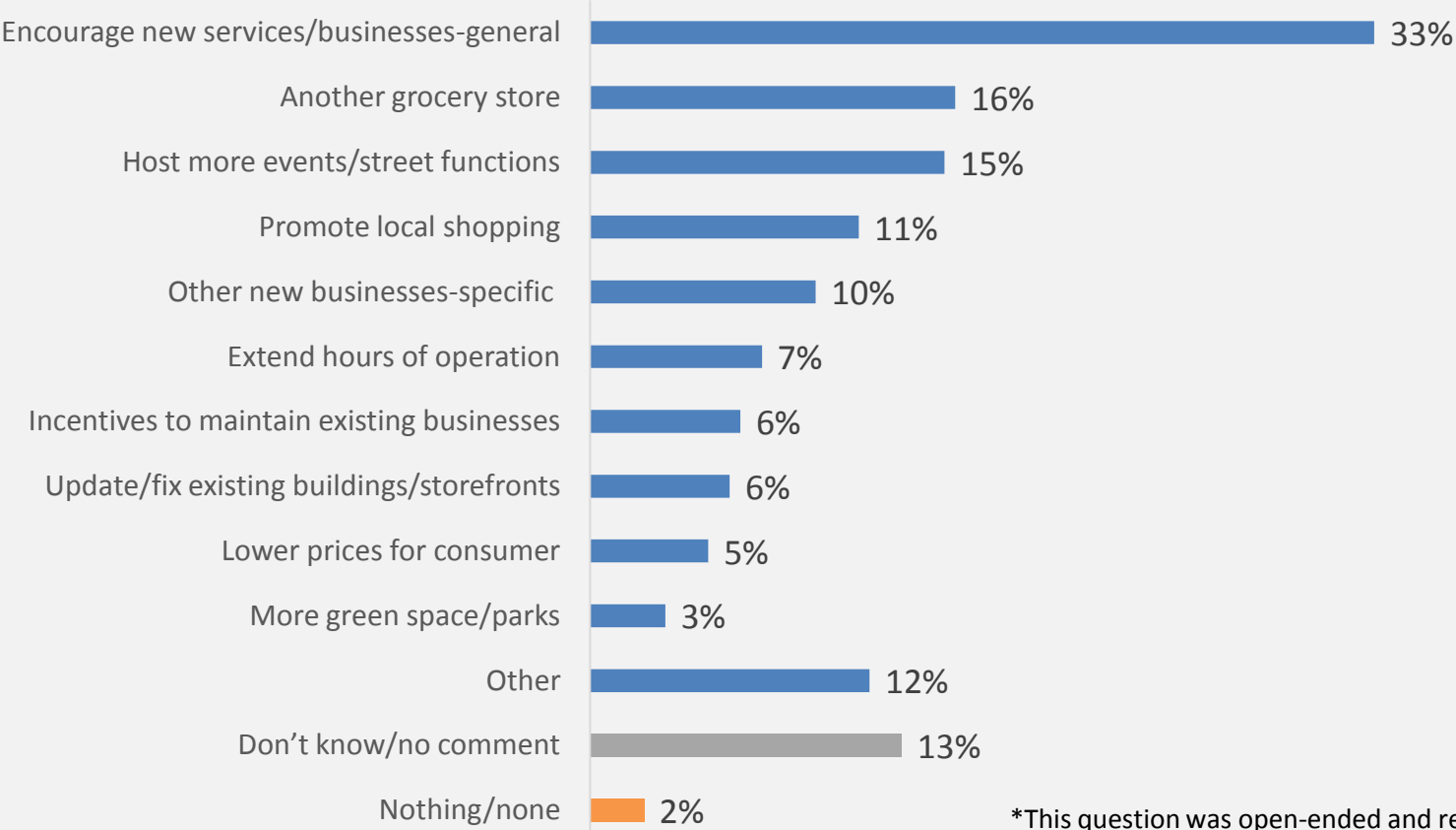
Average Rating:



4. How would you rate **Main Street Watrous** in the following areas related to **shopping and entertainment**? Base: All respondents excluding “don’t know”, n=203 to 218.

Regarding shopping and entertainment improvements, attracting new businesses and holding more events and street functions which support local shopping should be promoted.

Perceived Priorities to Improve Shopping and Entertainment in Main Street*



*This question was open-ended and respondents provided their verbatim comments.

5. What top priority actions should be taken to improve the shopping and entertainment in Main Street Watrous? Base: All respondents, n=219.

Significant Differences in Attitudes and Perceptions*

On average, residents of Watrous and Manitou Beach have more favourable attitudes and perceptions regarding Main Street compared to those who live elsewhere. Specifically, residents of Watrous or Manitou Beach feel safer on Main Street and believe it offers quality goods and services relative to those who live elsewhere. This suggests there is a perception/communication gap between what Main Street Watrous is (among those who live there) and what others think it is. As such, a communication plan should focus on bridging the gap.

Average Ratings (Attitudes and Perceptions)*	Live in Watrous or Manitou Beach	Live Elsewhere
I have a sense of personal safety on Main Street Watrous	4.5	4.2
I support and patronize our Main Street businesses regularly	4.4	3.6
Main Street is the heart of the community	4.1	3.5
Main Street Watrous offers quality goods and services	3.7	3.4
Enjoy going to Main Street to shop, browse, meet friends, and relax	3.6	3.2

*Bold results indicate statistically significant differences between those who live in Watrous/Manitou Beach and those who live elsewhere. This means that we can be sure these differences will remain different 19 times out of 20.

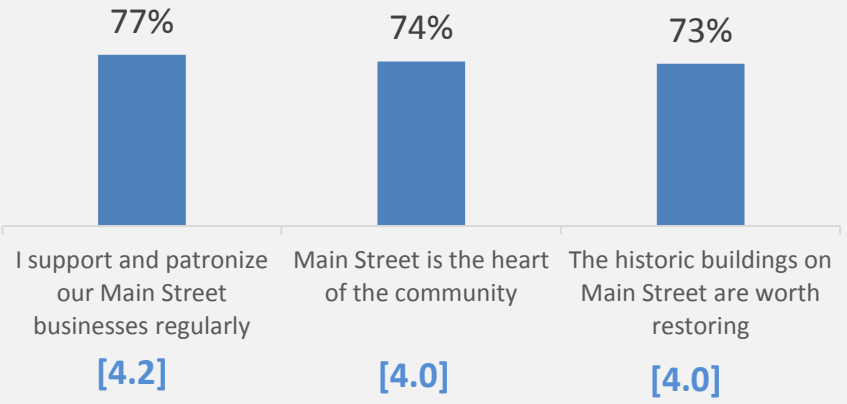
Directional Differences in Attitudes and Perceptions

Average Ratings (Attitudes and Perceptions)	Business Owners	Non-Owners
Quality of Main Street events, festivals, and business promotions	9% rate very good	21% rate very good
Convenience of shopping hours	36% rate very good	26% rate very good
Main Street helps to make the community an attractive place to live	59% strongly agree	44% strongly agree
Main Street is the heart of the community	55% strongly agree	41% strongly agree
Suggest new/better sidewalks for improvement	41%	16%

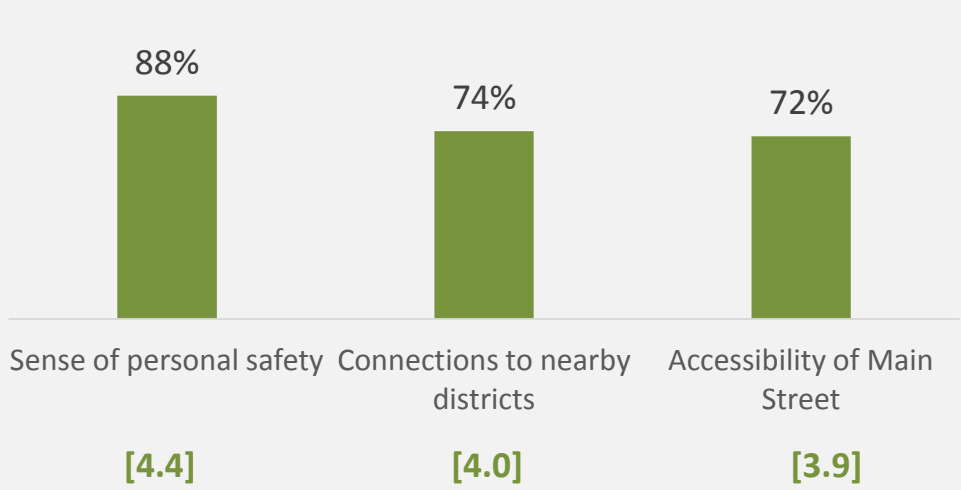
Key Takeaways

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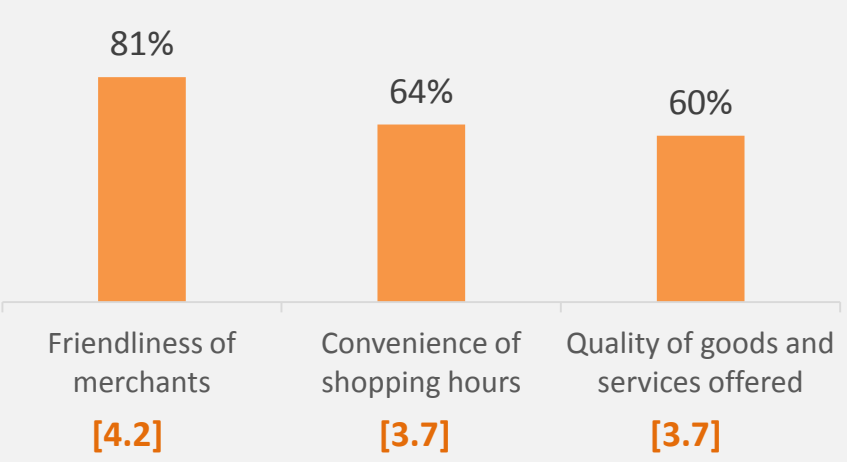
**Main Street Watrous Attitudes
Top 3 (% 4's and 5's)
[Average Ratings 5-Point Scale]**



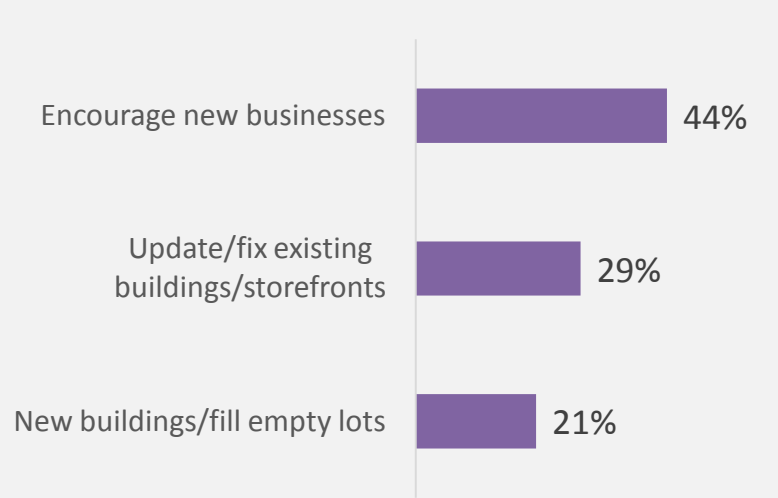
**Main Street Watrous Perceptions
Top 3 (% 4's and 5's)
[Average Ratings 5-Point Scale]**



**Main Street Watrous Shopping/Entertainment Perceptions
Top 3 (% 4's and 5's)
[Average Ratings 5-Point Scale]**



**Main Street Watrous Suggested Priority Improvements
Top 3 Mentions**



Key Takeaways

- Results indicate that Main Street Watrous revitalization should start more broad in scope.
 - Location is the biggest asset for Main Street Watrous and this should be promoted. It is accessible and close to many communities and perceptions are positive.
 - Main Street Watrous has more to offer than the spa at Manitou Beach and these aspects should be promoted in order to attract visitors which will bring in investment.
 - As more visitors are attracted, the incentive for new business to open doors on Main Street will increase.
 - Increased investment from more visitors and new business should allow for upgrading and improving existing buildings which is a top priority for improvement among respondents.
 - If increased investment through higher visitation is directed towards improving the area it should lead to sustainable growth.
- Shopping and Entertainment on Main Street Watrous is perceived positively, but more events and festivals are desired to make the area more vibrant.
 - By focusing planning on enhancing existing events and developing new events, the perceptions of Main Street Watrous should continue to improve.