

# CCPA Operating Model Survey

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## **SURVEY RESPONSE REPORT**

22 April 2024 - 24 May 2024

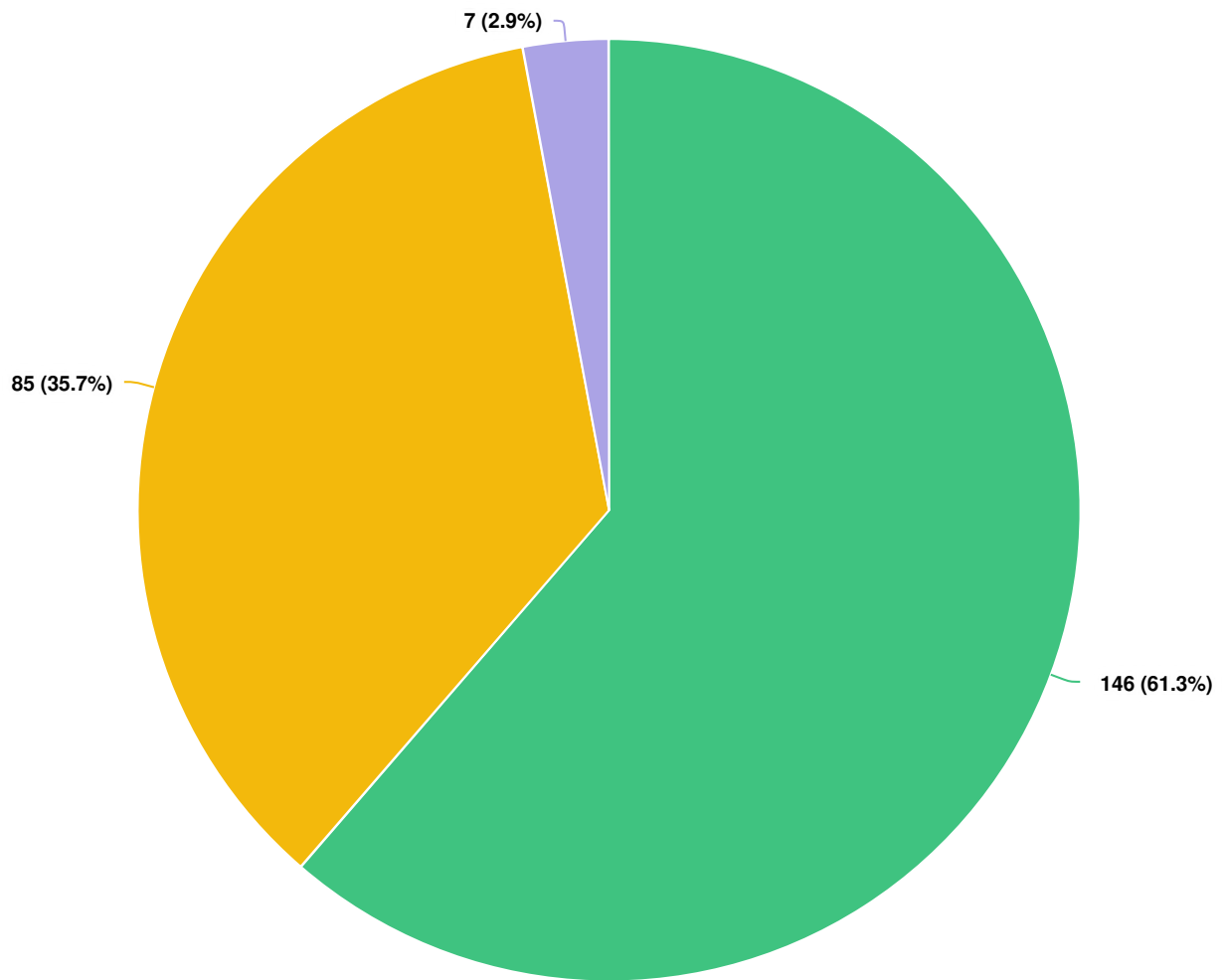
### **PROJECT NAME:**

Conrad Centre for the Performing Arts Operational Model



SURVEY QUESTIONS

**Q1 | Have you ever visited the Conrad Centre for the Performing Arts (CCPA)?**

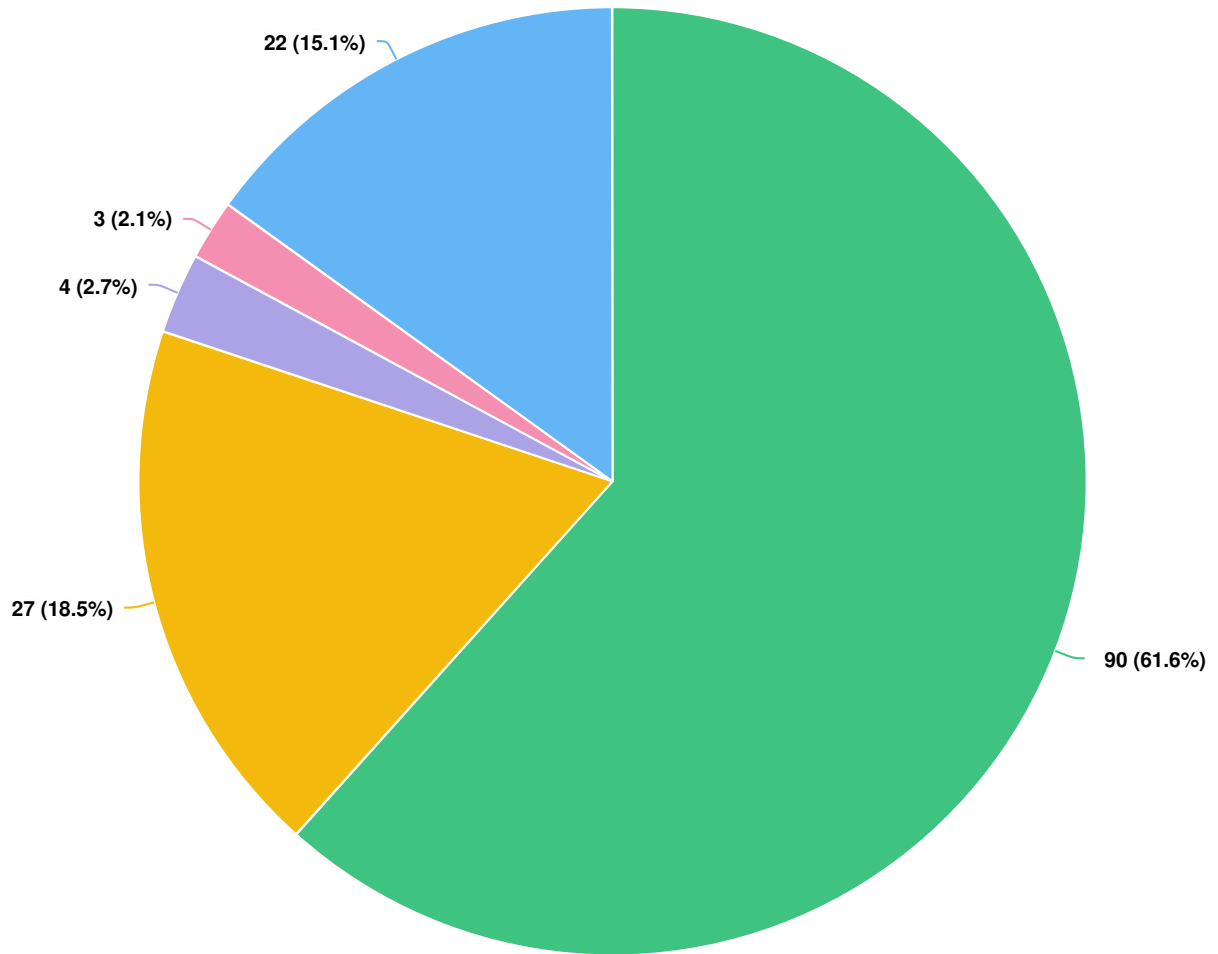


**Question options**

- Yes
- No
- Do not remember

Optional question (238 response(s), 0 skipped)  
Question type: Radio Button Question

**Q2** About how many times have you visited the Conrad Centre?

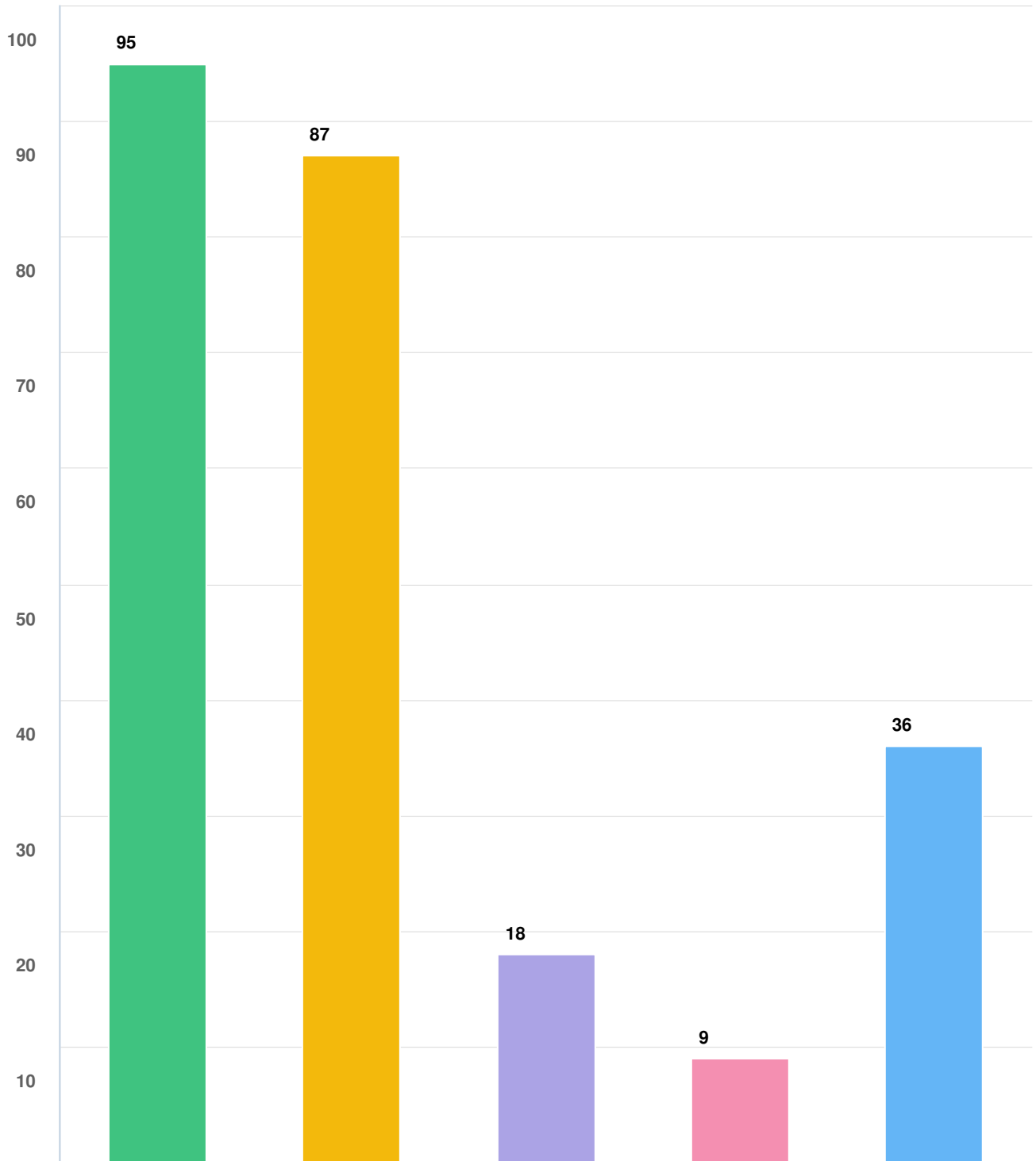


**Question options**

- 1 to 5 times
- 6 to 10 times
- 11 to 15
- 16 to 20
- More than 20 times

Optional question (146 response(s), 92 skipped)  
Question type: Radio Button Question

**Q3** What type of events have you attended at the Conrad Centre? (check all that apply)

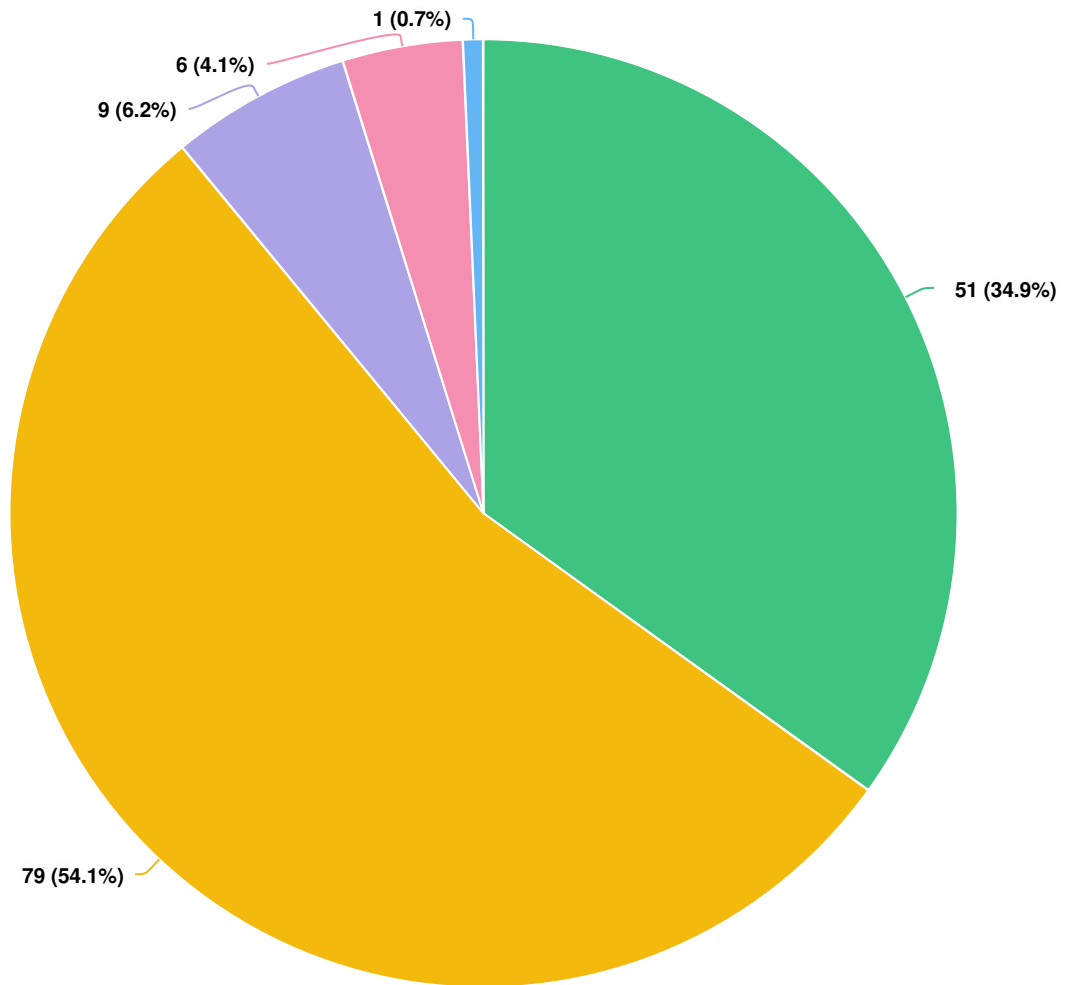


**Question options**

- Music
- Theatre
- Dance
- Comedy
- Other (please describe)

Optional question (146 response(s), 92 skipped)  
Question type: Checkbox Question

**Q4** | On average, how satisfied or unsatisfied were you with your previous experiences at the Conrad Centre?

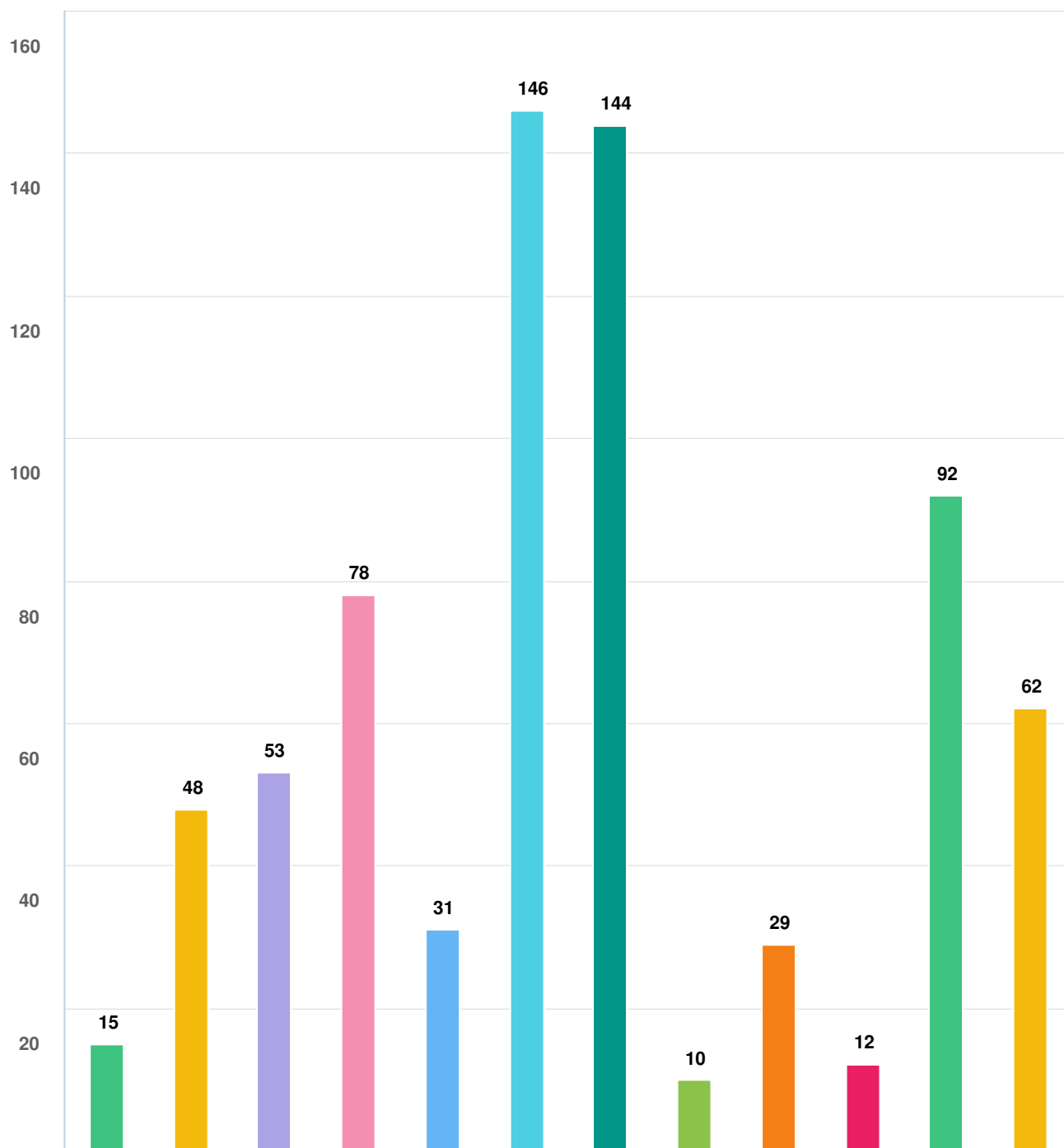


**Question options**

- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very unsatisfied

Optional question (146 response(s), 92 skipped)  
Question type: Radio Button Question

**Q5** In 2023, what local culture and entertainment venues did you attend? (check all that apply)

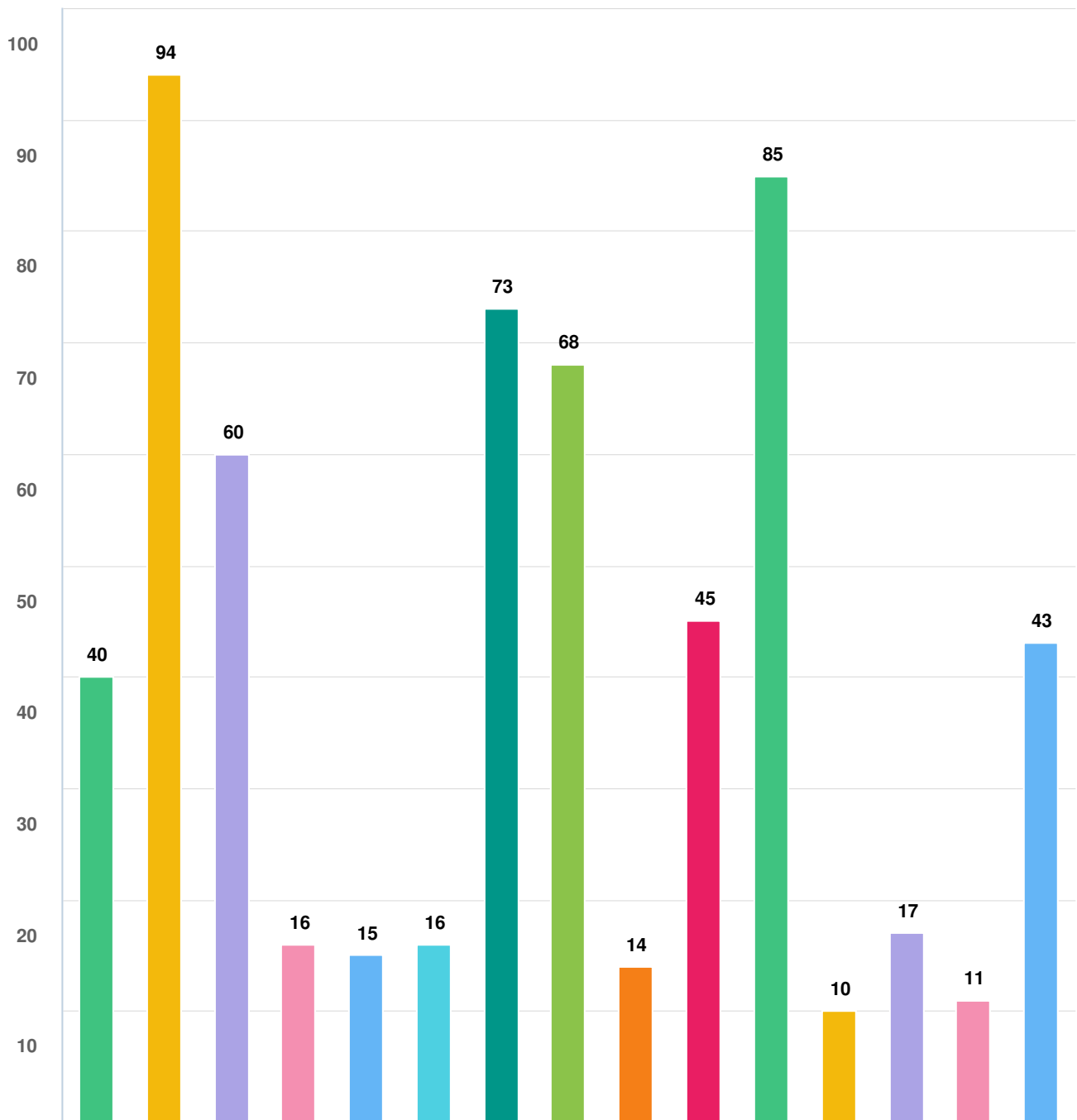


**Question options**

- I did not attend any local venues
- The Jazz Room
- Maxwell's Concerts and Events
- The Registry Theatre
- KW Little Theatre
- Kitchener Market
- Centre in the Square
- Elements
- the Hub
- Farm League Brewing
- The Aud
- Other (please describe)

Optional question (235 response(s), 3 skipped)  
Question type: Checkbox Question

**Q6** In 2023, what local festivals or special events did you attend? (check all that apply)



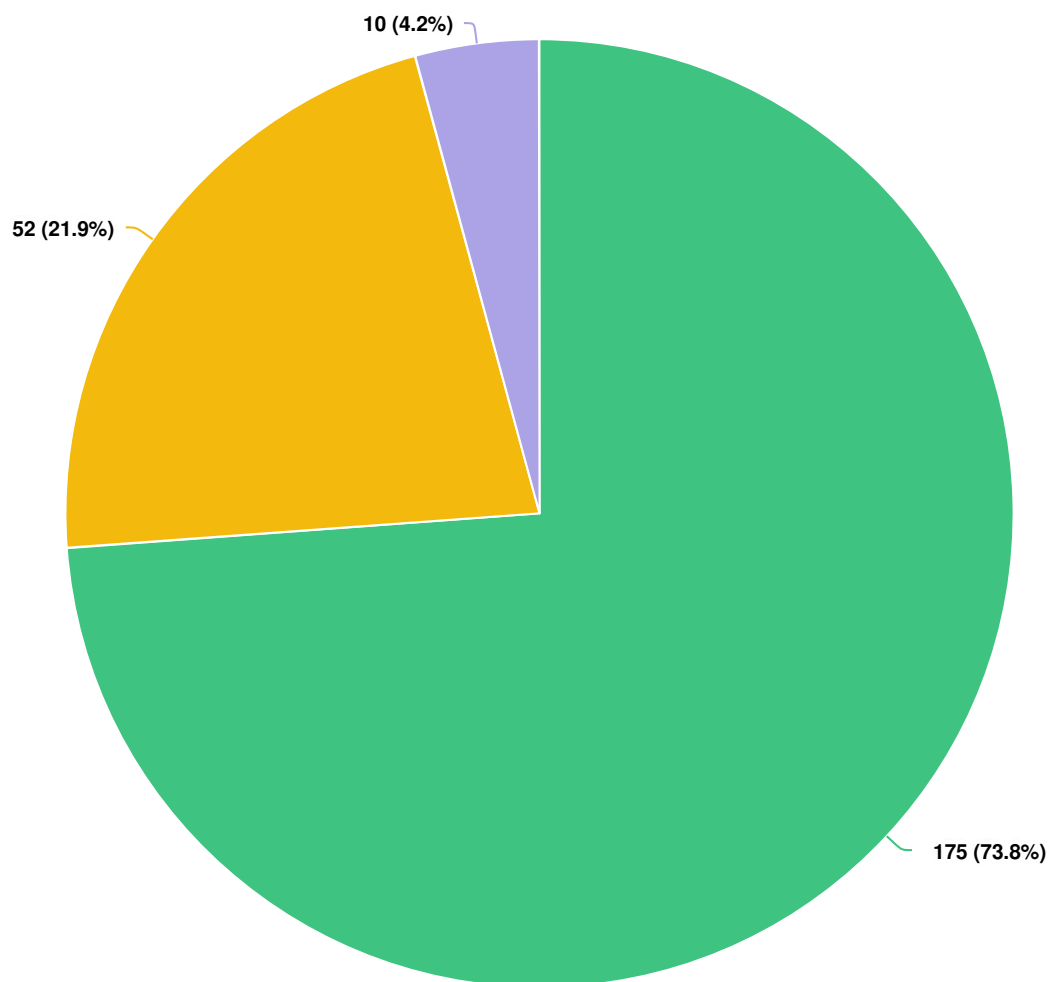
**Question options**

- I did not attend any local festivals or events
 ● Kitchener Bluesfest
● Uptown Waterloo Jazzfest
- Kitchener Wayback Fest
 ● Elora Riverfest
● Guelph Hillside Fest
● Waterloo Busker Festival
- Belmont Village Bestival
 ● Grand Porch Party
● A Kitchener Porch Party
● Multicultural Festival
- KW Comedy Festival
 ● Impact Festival
● Femme Folks Fest
● Other (please describe)

Optional question (228 response(s), 10 skipped)  
 Question type: Checkbox Question



**Q7** In 2023, did you travel outside Waterloo Region for a performance?

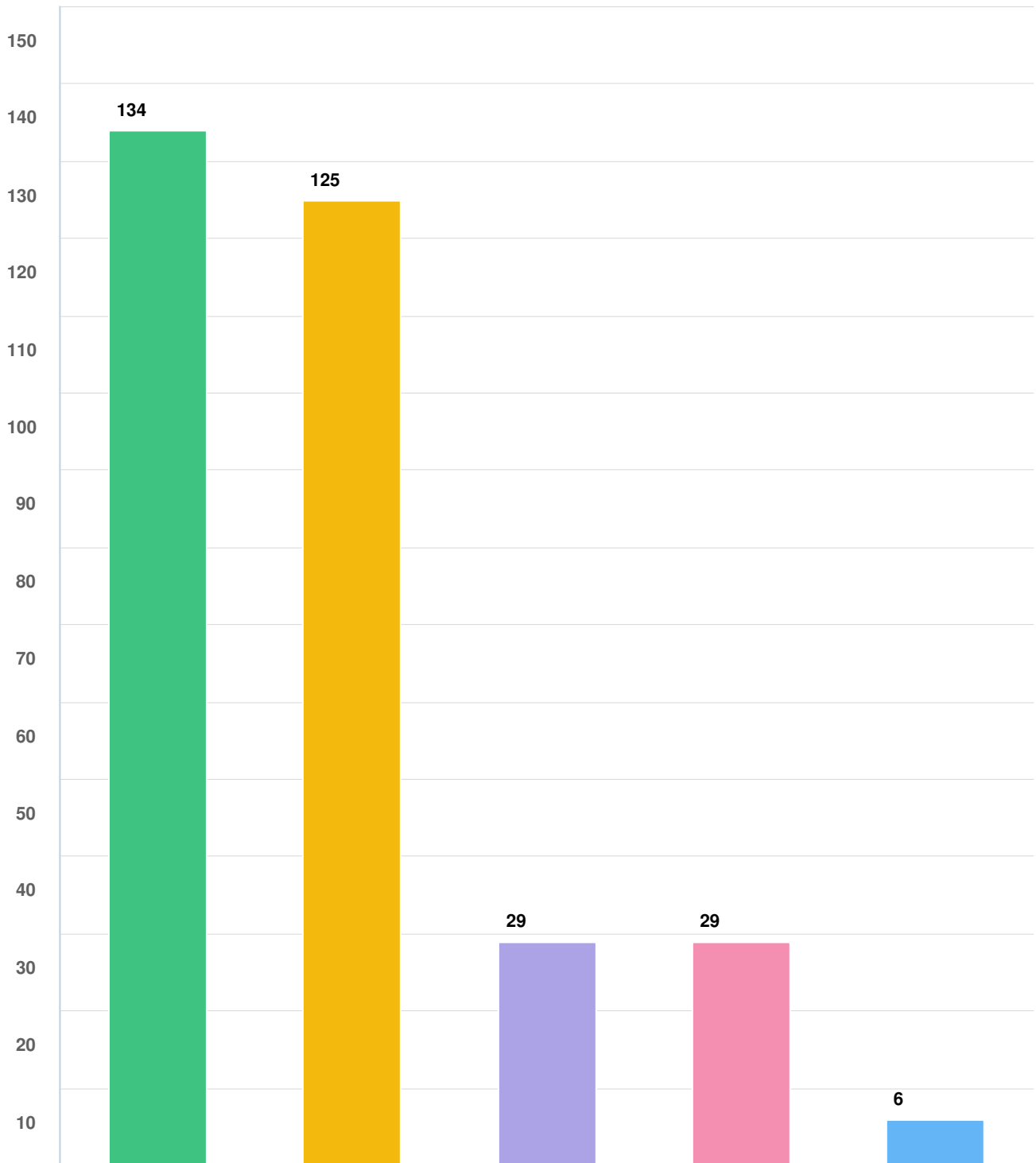


**Question options**

- Yes
- No
- Do not remember

Optional question (237 response(s), 1 skipped)  
Question type: Radio Button Question

**Q8** In 2023, what type of performances did you attend outside Waterloo Region? (check all that apply)

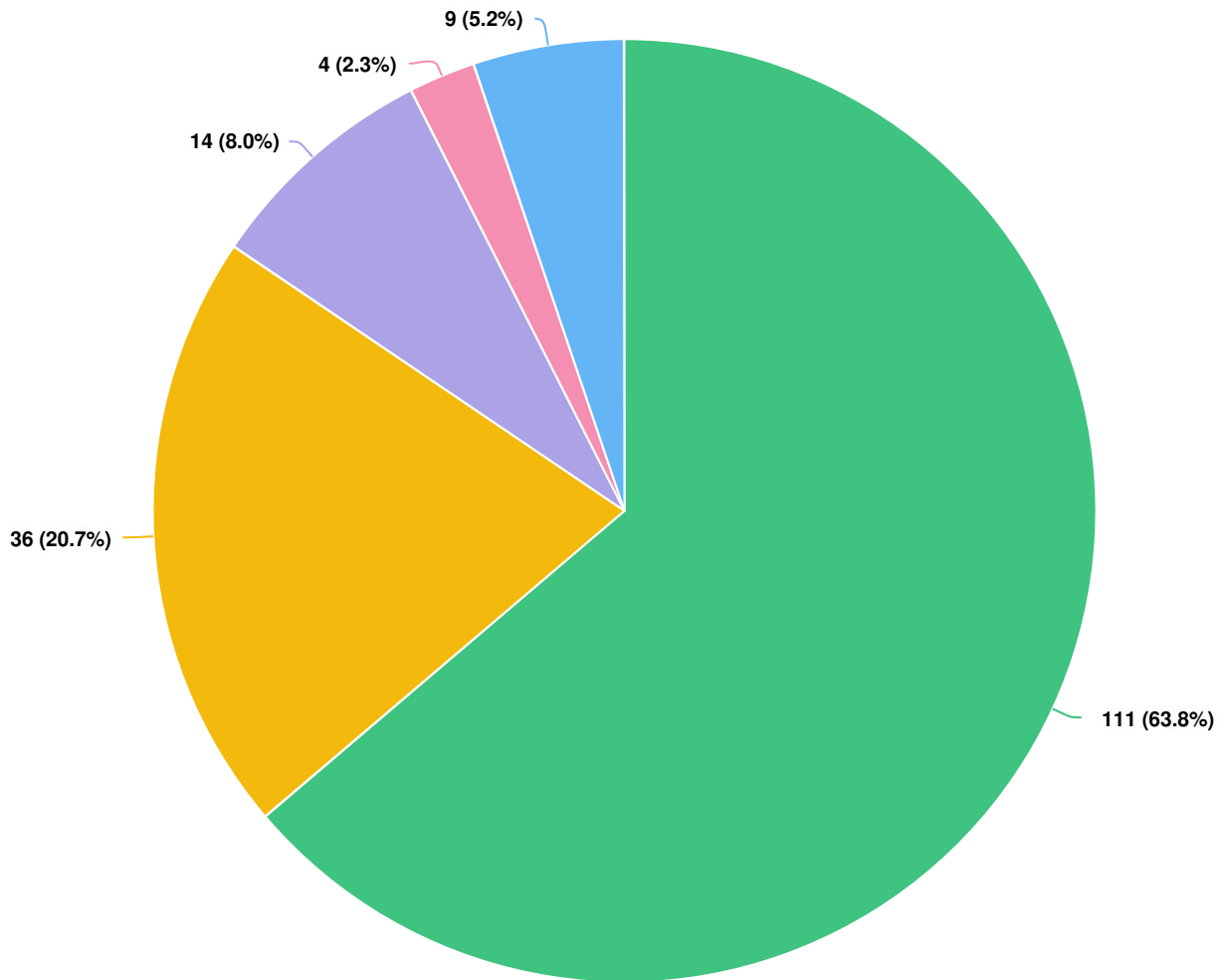


**Question options**

- Music
- Theatre
- Comedy
- Dance
- Other (please describe)

Optional question (175 response(s), 63 skipped)  
Question type: Checkbox Question

**Q9** | In 2023, about how many times did you travel outside Waterloo Region for performances?

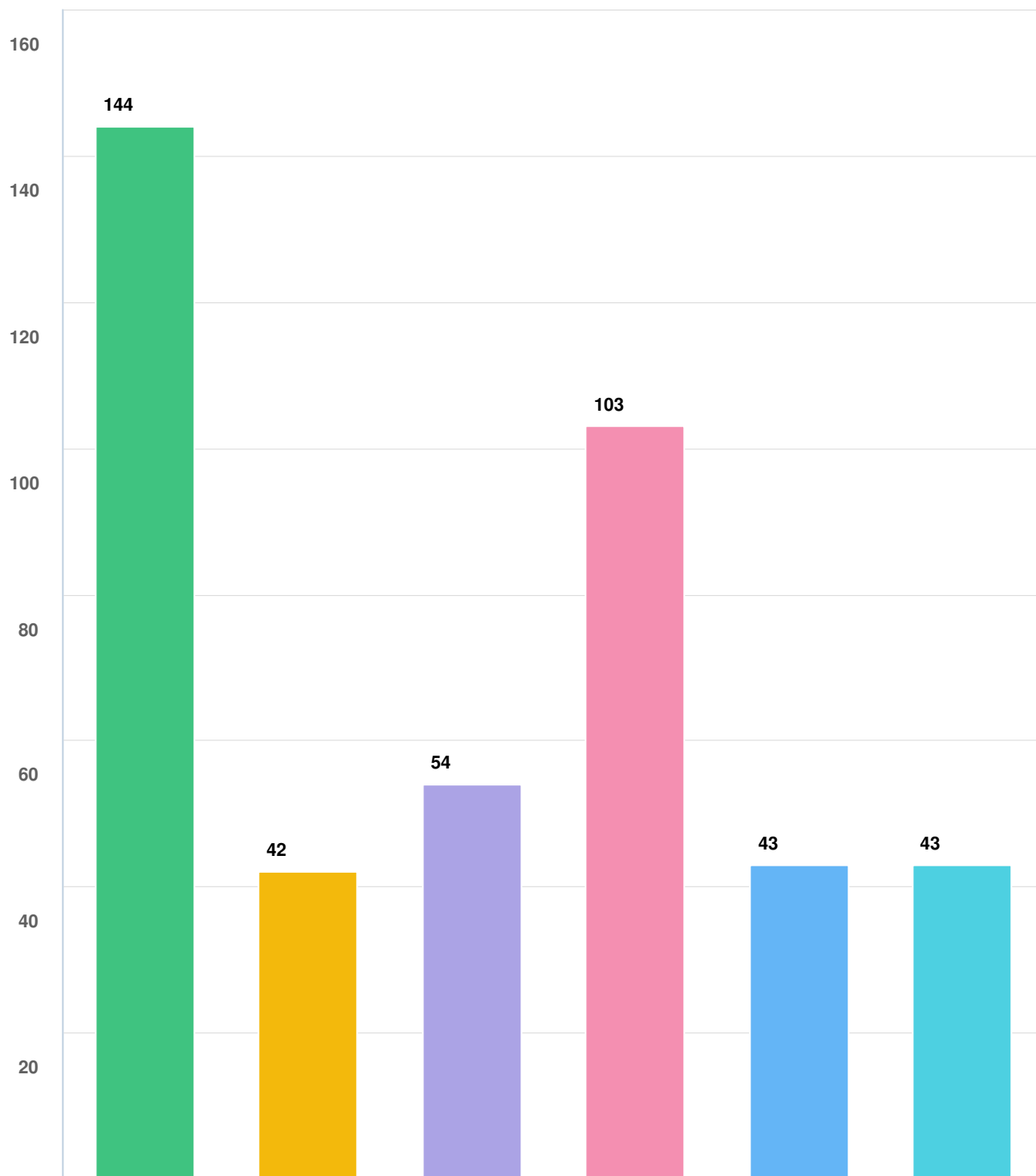


**Question options**

- 1 to 5
- 6 to 10
- 11 to 15
- 16 to 20
- More than 20

Optional question (174 response(s), 64 skipped)  
Question type: Radio Button Question

**Q10** In 2023, what cities did you visit for performances? (check all that apply)

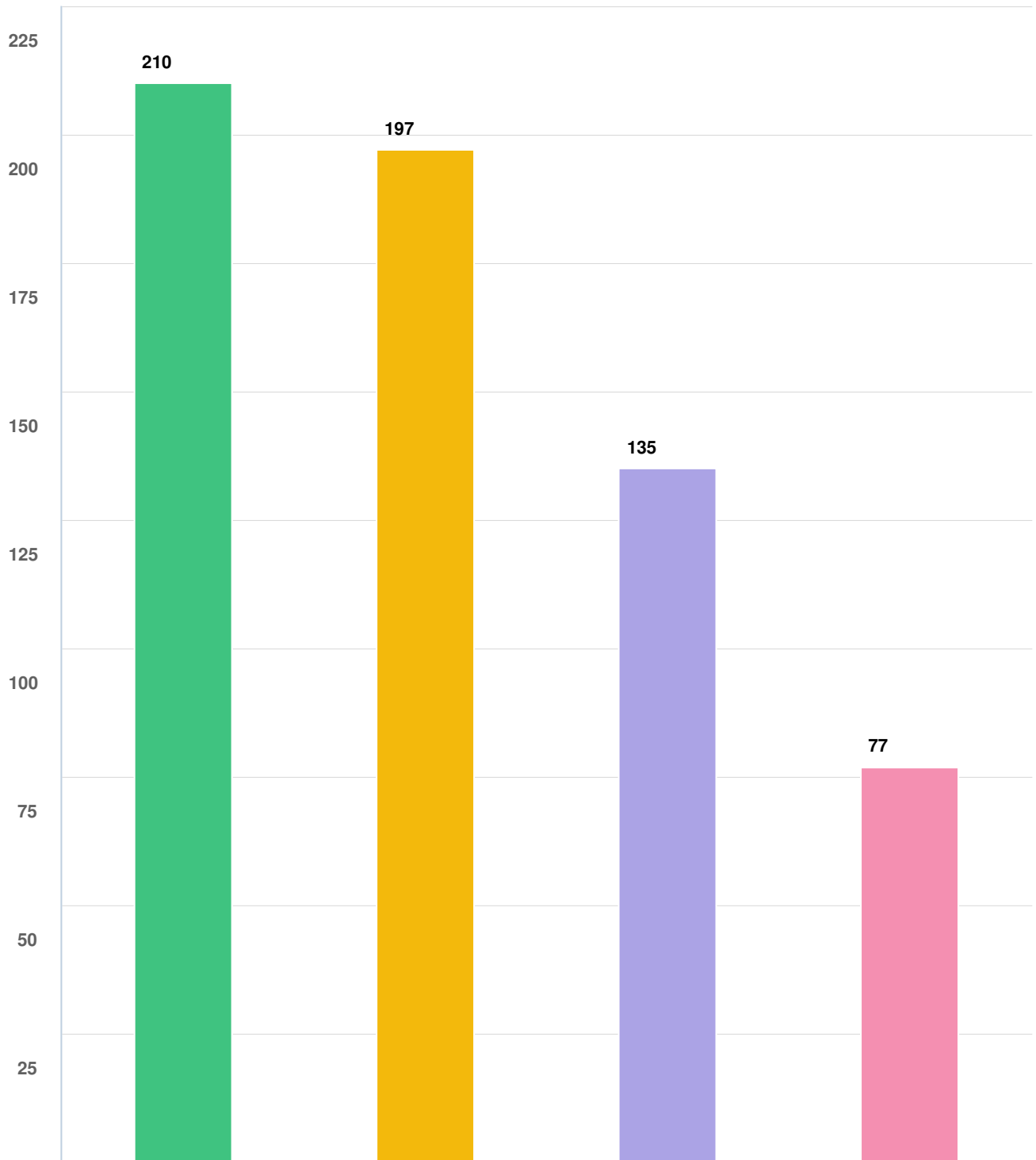


**Question options**

- Toronto
- Hamilton
- London
- Stratford
- Guelph
- Other (please describe)

Optional question (174 response(s), 64 skipped)  
Question type: Checkbox Question

**Q11 | What type of performances would you consider attending at the Conrad Centre? (check all that apply)**

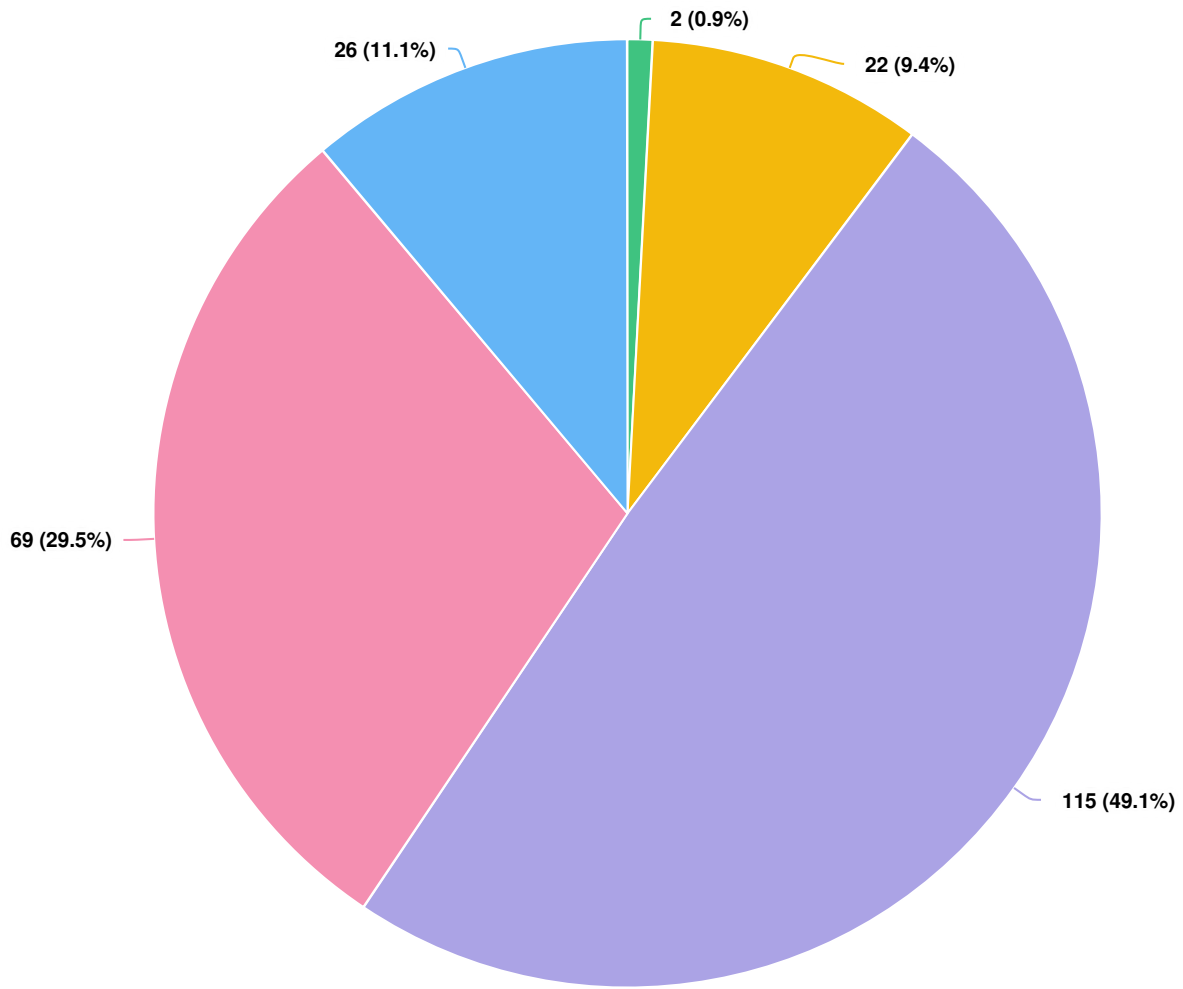


**Question options**

- Music
- Theatre
- Comedy
- Dance

*Optional question (232 response(s), 6 skipped)  
Question type: Checkbox Question*

**Q12 | What is the maximum ticket price (including fees) you would be willing to pay to attend a performance at the Conrad Centre?**

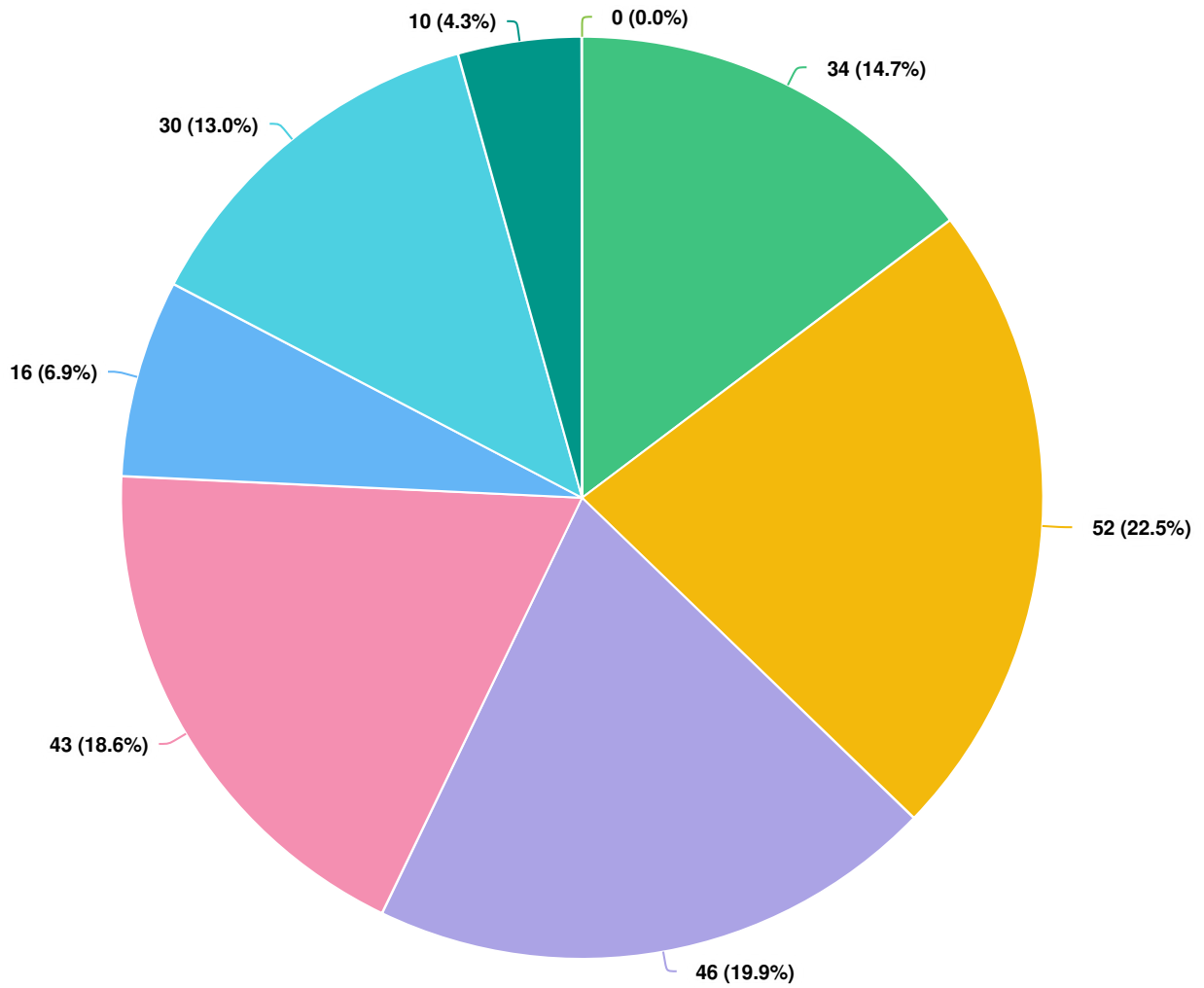


**Question options**

- I would not be willing to pay
- \$1 to \$25
- \$26 to \$50
- \$51 to \$75
- More than \$75

*Optional question (234 response(s), 4 skipped)  
Question type: Radio Button Question*

Q13 | What is your age?

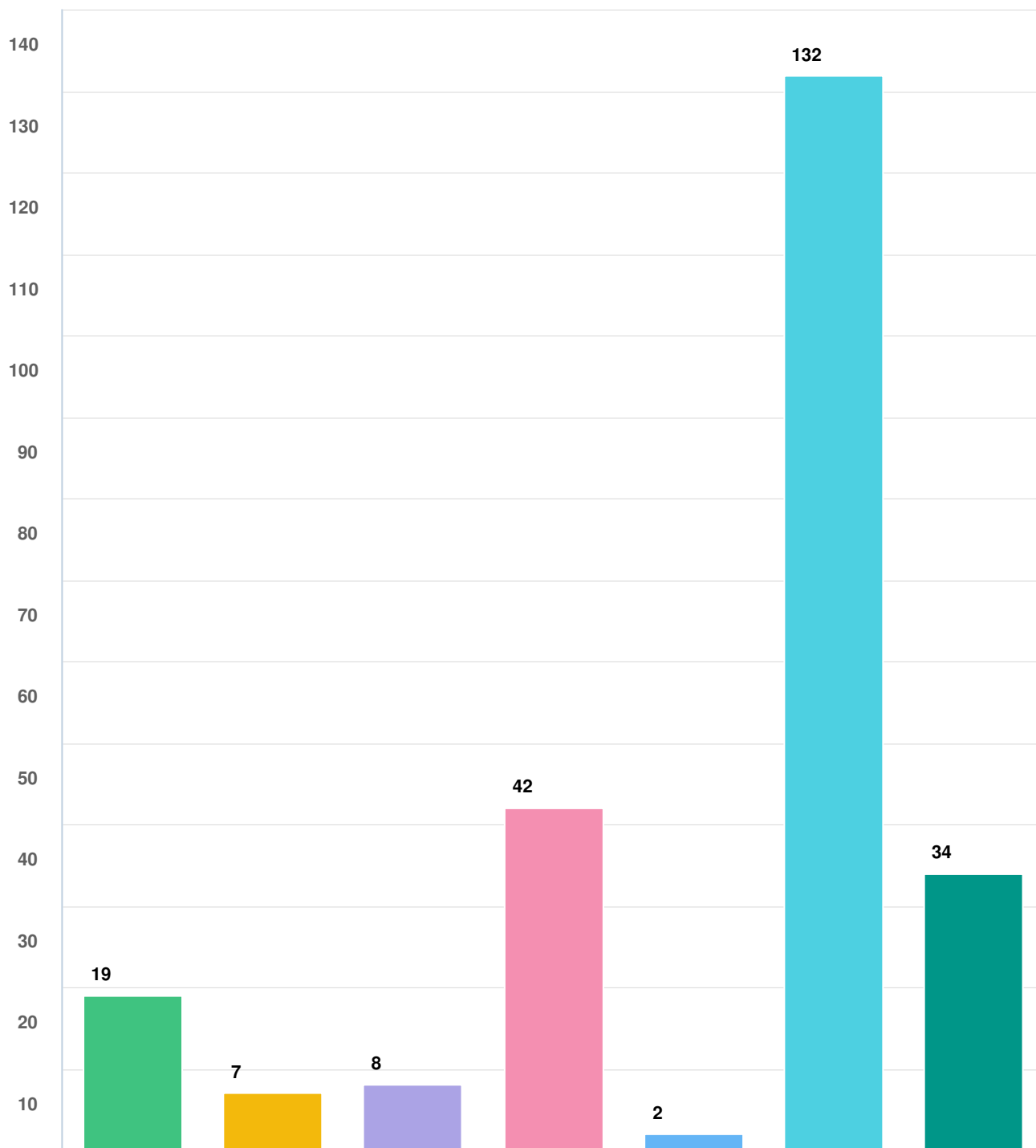


**Question options**

- 18 to 29 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60 to 64 years old
- 65 years old and above
- Prefer not to answer
- Under 18 years old

Optional question (231 response(s), 7 skipped)  
Question type: Radio Button Question

**Q14** Do you identify as a member of any of the following groups? (choose all that apply)



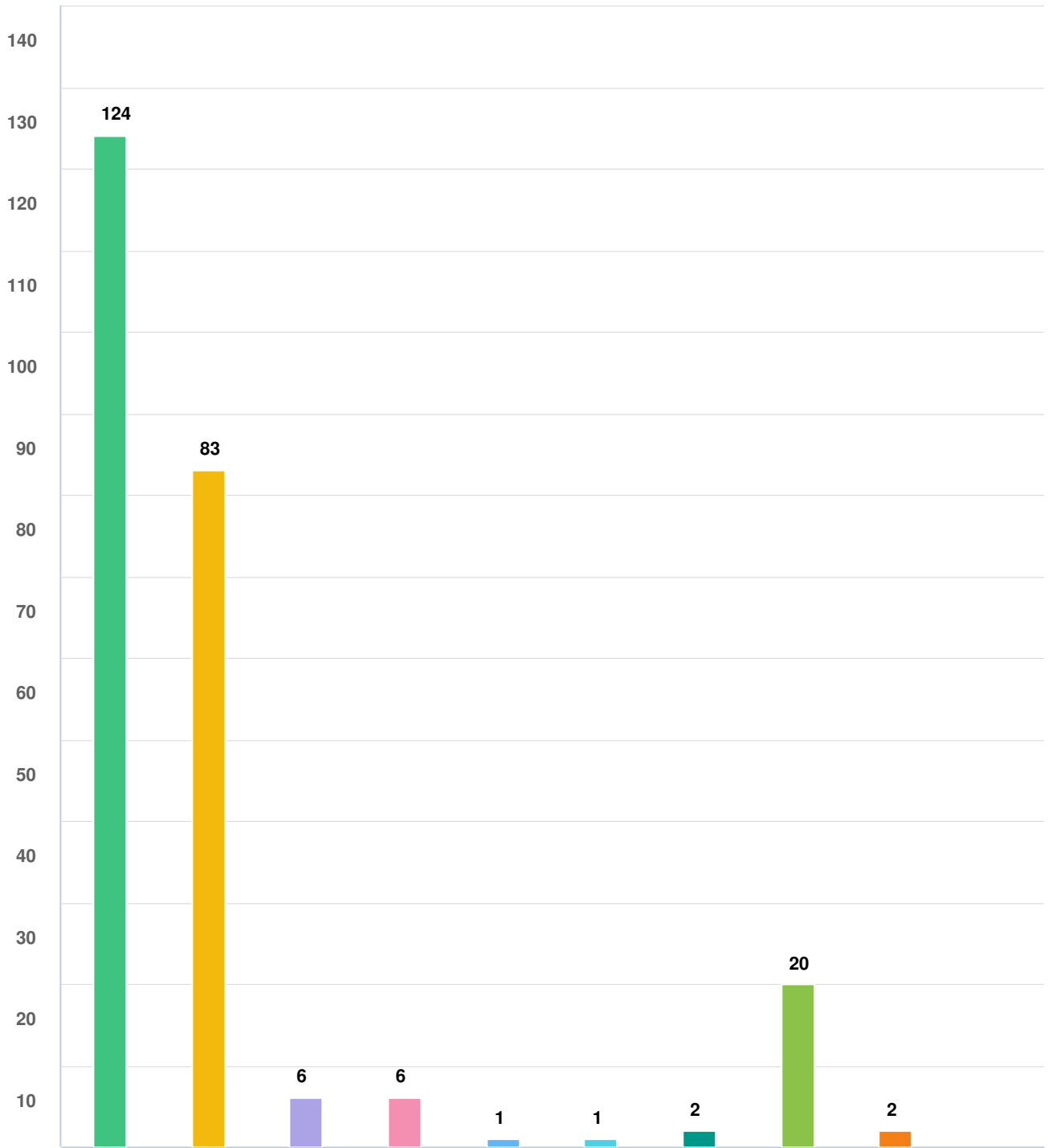
**Question options**

- Person with a disability
- Member of a racialized group
- Immigrant or Refugee
- 2LGBTQ+
- First Nations, Inuit or Métis
- None of the above
- Prefer not to answer

Optional question (226 response(s), 12 skipped)  
 Question type: Checkbox Question



**Q15** Which of the following best describes your gender identity? (choose all that apply)

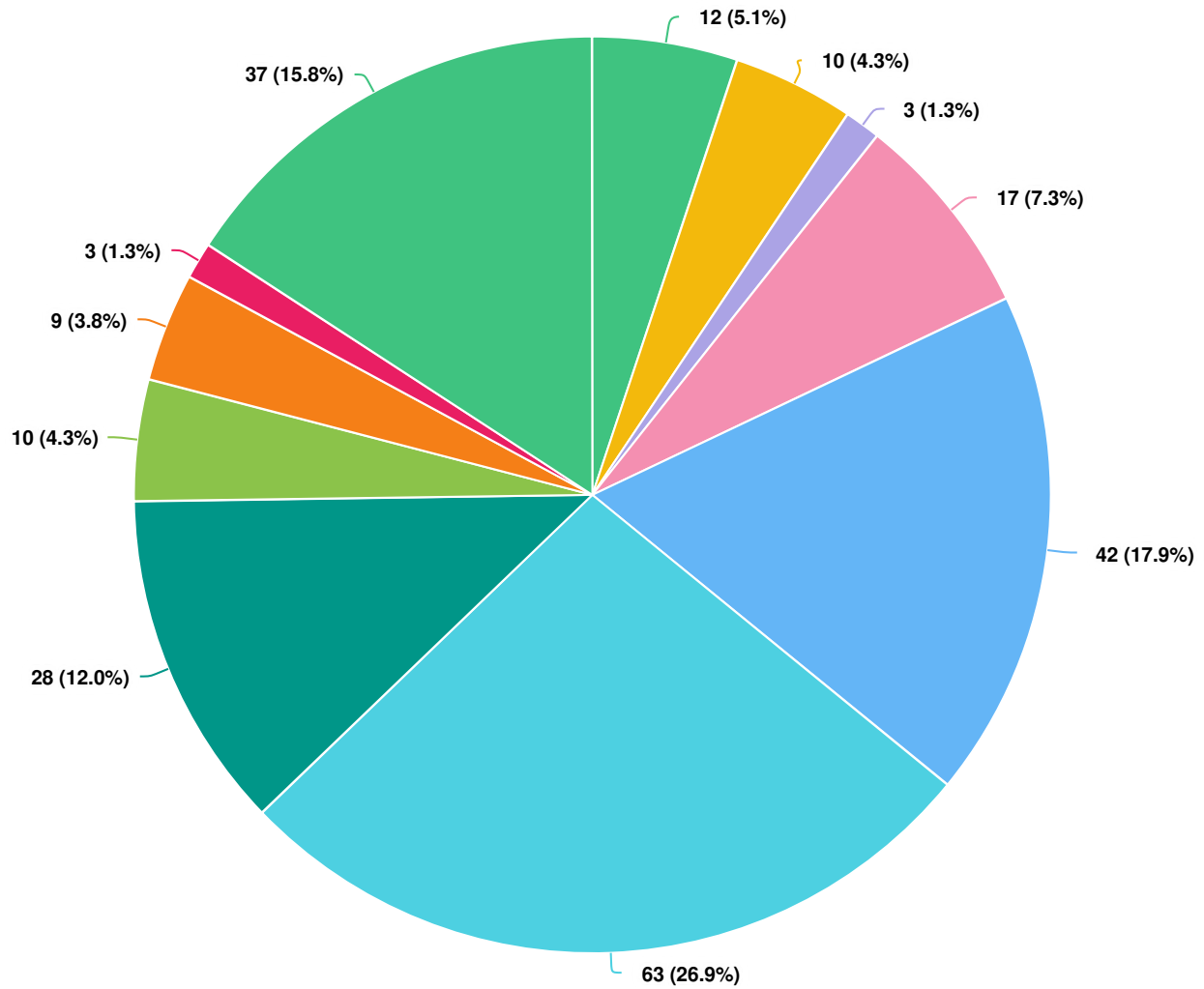


**Question options**

- Woman
- Man
- Gender Fluid / Gender Queer
- Non-Binary
- Trans Woman
- Trans Man
- Two-Spirit
- Prefer not to answer
- A gender not listed above (please describe):
- I do not identify with a gender

Optional question (237 response(s), 1 skipped)  
Question type: Checkbox Question

**Q16** What are the first three digits of your postal code? (e.g., N2G)



**Question options**

- N2A
- N2B
- N2C
- N2E
- N2G
- N2H
- N2M
- N2N
- N2P
- N2R
- Other (please add your first three digits only):

Optional question (234 response(s), 4 skipped)  
Question type: Radio Button Question