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**Northwest Territories Expo Pavillion Exit Survey
Volume I General Summary**

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**NORTHWEST TERRITORIES EXPO
PAVILION EXIT SURVEY :
VOLUME I - GENERAL SUMMARY**

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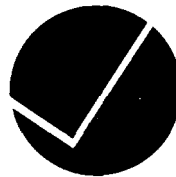
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Prepared by
Canadian Facts

Presented to:

**ECONOMIC DEVELOPMENT AND
TOURISM,
GOVERNMENT OF THE NORTHWEST
TERRITORIES**

Canadian Facts
1112 W. Pender Street
5th Floor
Vancouver, B.C. V6E 2S1
(604) 669-3344



Canadian Facts, a division of SK/CF Inc.



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FOREWORD

Background

Expo '86 has given many countries and Canadian Provinces and Territories an unprecedented opportunity to introduce themselves to visitors from around the world. The Government Of The Northwest Territories is interested in learning more about the visitors to their pavilion at **Expo**, and the impressions that these visitors received as a result of their visit.

Canadian Facts was commissioned to undertake this research, the results of which are contained herein.

The specific objectives of this research include the following:

- ② To assess the reactions of visitors toward the **N.W.T.** Expo pavilion in terms of overall attitudes, likes and dislikes.

- ② To determine whether visitors to the Pavilion felt they had learned anything about the **N.W.T.** and whether the visit to the Pavilion influenced future intent to visit the Northwest Territories.

- ② To evaluate reactions to the restaurant in terms of service, food and price levels.

② To evaluate reactions to the arts and crafts sales area in terms of service, selection and price levels.

② To obtain a demographic profile of visitors to the pavilion.

It is important to note that although Expo opened on May 2, interviewing did not commence until late in July. Therefore, the results of this survey do not represent the attitudes and experiences of N.W.T. pavilion visitors who came during the first three months of the fair.

Method

Personal interviews were conducted by trained, experienced staff with 1,042 adult individuals as they were leaving the Northwest Territories Pavilion. Interviewing stints were scheduled to ensure even distribution by day of week and by time of day. (See Appendix for interviewing schedule.) The interviews were conducted from July 25 to October 11, 1986.

Respondents were adult visitors (who appeared to be 18 years of age or older) leaving the Pavilion. Respondents were intercepted at the edge of the outdoor display area. In the case of a group leaving the Pavilion, the respondent nearest the interviewer was interviewed. Although no quotas were set, interviewers were instructed to interview male and female visitors and to include a broad cross-section of age groups.

①

During the course of the survey, a form was developed in order to provide feedback to Pavilion management regarding any complaints or problems experienced by Pavilion visitors. Usage of this form began on September 5, 1986. The completed problems/complaints forms were given to the duty officer at the end of each interviewing stint. As the purpose of this form was to provide immediate feedback to the pavilion staff, the information recorded on these forms has not been tabulated or presented in this report.

Copies of the questionnaire, handcards, interviewing schedule and problems/complaints form are appended.

The completed questionnaires were edited, coded and processed by computer. **Minor** weighting adjustments were applied to the data in proportion to known traffic levels of visitors leaving the Pavilion.

For a more detailed description of the methodology employed, see Appendix To Methodology.

The results of this survey are presented in the following format:

Volume I - Highlights

- General Summary
- Appendix - The Questionnaire
 - Handcards
 - Interviewing schedule
 - Problems/Complaints Form

The detailed computer tables are presented in Volume II.

Note: Data derived from sample populations is subject to variance. In order not to imply an unwarranted degree of precision, all percentage figures in the General Summary have been rounded to whole numbers.

Throughout the General Summary, circles have been used to denote unusually high figures, and squares have been used to denote unusually low figures at the 90% confidence level. Dotted circles and squares have been used to denote moderately high or low figures.

Further, it should be noted that percentages derived from **"actual"** bases of **less than 100** respondents should be interpreted with caution, while percentages derived from "actual" bases of less than 50 respondents should be interpreted with extreme caution.

November, 1986

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HIGHLIGHTS

① The Northwest Territories Pavilion was clearly a success. Generally full **to** capacity, the pavilion attracted a total of 1.5 million visits, nearly 7% of the total number of EXPO visits. This level of demand was achieved despite the disincentive of line-ups which frequently resulted **in** waiting periods of up to 45 minutes. The location of the pavilion (at one extreme end of the EXPO site) also did not appear to have an adverse affect on propensity to visit the pavilion. In addition, significant revenues were generated by the restaurant and gift **shops.**¹

② **N.W.T.** Pavilion visitors reacted positively and enthusiastically to the pavilion. visitors rate the pavilion overall at 8.4 on a ten point scale, and the majority (**74%**) consider the **N.W.T.** Pavilion to be better or much better than other pavilions visited.

③ Segments of visitors who tended to be more positive in their evaluation of the **N.W.T.** Pavilion are older visitors (over 55 years of age) and people who are interested in traveling to the Northwest Territories. More experienced EXPO visitors (i.e. those who had visited more than ten other pavilions) also tended to provide higher overall evaluations of the **N.W.T.** Pavilion).

Note: ¹ Data *on* attendance and revenues provided by client.

- 
- ⑦ Visiting the pavilion appears to stimulate interest in traveling to the Northwest Territories. Nearly **three-**quarters of visitors claimed they were more interested **in** visiting the **N.W.T.** as a result of what they had learned in the pavilion. While one-half of visitors stated they would be very or fairly likely to consider a trip to the Northwest Territories when making future vacation plans, the majority of these people would not expect to do so within the next two years.
- ⑦ Residents of Canada and those who have lived in or visited the Northwest Territories in the past are more likely to have demonstrated interest in visiting the **N.W.T.** There is also a correlation between interest **in** travel to the **N.W.T.** and enjoyment of the pavilion.
- ⑦ Pavilion visitors who were not interested **in** traveling to the Northwest Territories were uninterested because of the cold, harsh climate (**30%**), remoteness or inaccessibility (22%), preference for other destinations (**20%**) or the cost (17%). In addition, there is a segment of pavilion visitors who indicated a lack of interest in travel at all due to financial or personal circumstances (21%).

⑦ virtually all pavilion visitors saw the film, "The **Emerging North**" (97%) and the displays or exhibits (100%). Most visitors also toured the gift shops (91%) , saw the slide show (73%) and a live performance while waiting to get into the pavilion **(50%)**.

⑦ The most popular features of the pavilion were the film "The **Emerging North**" and the displays or exhibits. Visitors were likely to comment on the quotations presented with the exhibits, as well as the educational and cultural aspects of the pavilion.

⑦ Visitors tended to feel that the pavilion was very informative (81%), very interesting (81%) and very impressive (72%).

⑦ The majority of visitors provided positive assessments of all the features of the pavilion which were rated. Even when asked what they particularly disliked about the pavilion, the majority (61%) couldn't think of **anything** to dislike. A few visitors complained about waiting in line **(7%)**, the prices in the gift shop **(7%)** and of congestion or **lack** of space in the pavilion (6%).

⑦ Most visitors (86%) felt they had learned something about the Northwest Territories as a result of going to the pavilion. visitors mentioned learning about the native people, the culture, lifestyle, scenery and environment. The ability of the pavilion to educate its visitors may have an important impact on future demand for travel to the Northwest Territories as people need to have some knowledge of potential destinations prior to making the decision to travel there.

⑦ Visitors who had lived in or visited the Northwest Territories in the past (11% of visitors) tended to react positively to the N.W.T. Pavilion; however, one-third of this group felt that the presentation was incomplete for a variety of reasons, and while 84% of this group felt that the pavilion provided an accurate representation of the North, 16% offered criticism in this respect.

⑦ The majority of pavilion visitors stopped in at the Arts & Crafts Sales Area inside the pavilion, and a few (7%) made a purchase. The average expenditure was \$25; however, **nearly** one-half of the purchases were for amounts of \$5 or less. (Note that sample sizes are small and the expenditure data must be interpreted with caution.)

The Arts & Crafts Sales Area is generally perceived to be good or very good both overall and in terms of the selection of merchandise. **However**, many visitors (39%) **felt** that the prices were too expensive.

⑦ Just under one-third of visitors went into the Souvenir Kiosk which was located outside of the pavilion, and 4% of visitors made a purchase.

⑦ **Only 6%** Of pavilion visitors had visited the restaurant. The restaurant received a favorable review; the majority of visitors (96%) rated Icicles as good to excellent as compared to other **Expo** pavilion restaurants, and over 80% of the patrons found the prices to be reasonable, and the food and service to be good to excellent. (**Note** that only 64 restaurant patrons were interviewed, and the data on restaurant patrons must be interpreted with caution.)

⑦ N.W.T. Pavilion visitors represented a cross-section of male's and females, and were predominantly aged 25 to 54 years of age. (Note: children and teenagers who appeared to be under 18 years of age were not included in the survey.)



The pavilion attracted visitors from all over North America. Forty-two percent of visitors reside in B.C., 20% from other parts of Canada including the Northwest Territories, 27% reside in Western U.S., 10% in other U.S. states, while 1% live in other parts of the world.

GENERAL SUMMARY

GENERAL SUMMARY

A. REACTIONS OF VISITORS TO THE NORTHWEST TERRITORIES PAVILION

1. overview

N.W.T. Pavilion visitors reacted positively and enthusiastically to the pavilion. visitors rate the pavilion overall at 8.4 on a ten point scale, and the majority consider the **N.W.T.** Pavilion to be better or much better than other pavilions visited.

Segments of visitors who tended to be more positive in their evaluation of the **N.W.T.** Pavilion are older visitors (over 35 years of age) and people who are interested in traveling to the Northwest Territories.

The most popular aspects of the pavilion were the film "The Emerging North", the exhibits and displays, and the quotations accompanying the displays.



2. Overall Ratings of The N.W.T. Pavilion

The majority of visitors to the N.W.T. Pavilion were positive and enthusiastic in their reaction to it. When visitors were asked to rate the pavilion on a ten point scale where ten means excellent and one equals very poor, the average rating for the N.W.T. Pavilion was 8.4; with over three-quarters of visitors rating it at 8, 9 or 10.

| Total - Weighted | <u>Percent Of Visitors</u> (1050) % |
|---------------------------|---|
| <u>overall Rating Of</u> | |
| <u>N.W.T. Pavilion:</u> | |
| Excellent X 10 | 23 |
| 9 | 20 |
| 8 | 35 |
| 7 | 14 |
| 6 | 5 |
| 5 | 2 |
| 4 | * |
| 3 | * |
| 2 | |
| very Poor x 1 | |
| Don't Know/Don't Remember | * |
| Mean 1 | 8.4 |

* Equals less than one-half of one percent.

(See Detailed Tables, Page 1)

Note 1: Mean excludes "Don't Know/Don't Remember" responses.

①

Visitors who provided higher average ratings for the N.W.T. Pavilion were females, older visitors (over 55 years of age) , and those who stated they were very or fairly likely to visit the Northwest Territories. It is interesting to note that more experienced Expo visitors (i.e. those who had visited more than ten other pavilions) tended to provide higher average ratings for the N.W.T. Pavilion than did less experienced Expo visitors. (See Detailed Tables, Pages 1 And 2).

The vast majority (94%) of N.W.T. Pavilion visitors had visited other Expo pavilions before they came to the N.W.T. Pavilion, and more than one-half have visited more than ten other pavilions. (See Detailed Tables, Page 3).

visitors who had visited other Expo pavilions generally felt that the N.W.T. Pavilion was better or much better than the other pavilions they had visited.

Percent of visitors
Who Had Visited
Other Pavilions

Total - Weighted

(991)

%

Rating Of The N. W.T.
Pavilion As Compared
To Others Visited:

| | |
|----------------|----|
| Much Better | 25 |
| Better | 49 |
| About The Same | 20 |
| Worse | 1 |
| Much worse | |
| Don't Know | 5 |

(See Detailed Tables, Page 7)

Visitors who tended to provide higher average comparative ratings are the experienced **Expo** visitors who had toured more than ten other pavilions, and those who stated they are very or fairly likely to visit the Northwest Territories. (See Detailed Tables, Page 7).

3. Time Spant Waiting And Inside The N.W.T. Pavilion

Visitors to the **N.W.T.** Pavilion spent an average of 36
minutes waiting to get into the Pavilion, and once inside
spent an average of about three-quarters of an hour touring
it. See Detailed Tables, Pages 9, 10, 101 And 102).

Visitors who tended to spend more time touring the pavilion
included people who had lived in or visited the Northwest
Territories, and the segments of visitors who provided a
higher overall rating for the pavilion (including older
visitors 55 years or over and those who expressed interest **in**
visiting the Northwest Territories). (See Detailed Tables,
Pages 9 And 10).

4. Visitation Of And Attitudes Toward Features Of The N.W. T. Pavilion

virtually all visitors to the pavilion saw the film and the displays or exhibits. Most visitors also toured the gift shop(s) , saw the slide show and a live performance while waiting to get into the pavilion.

Features of the pavilion which were enjoyed the most by visitors were the film "The Emerging North" and the displays and exhibits.

| | Percent Of Visitors | |
|--|---------------------------------------|------------------------------------|
| | <u>Seen Or Visited</u> (1050) % | <u>Enjoyed Most</u> (1050) % |
| Total - Weighted | | |
| <u>Part Of The Pavilion Seen Or visited:</u> | | |
| The Displays And Exhibits | 100 | 32 |
| The Film: "The Emerging North" | 97 | 49 |
| The Gift Shop(s) | 91 | 4 |
| The Slide Show: "In Search Of Balance" | 73 | 7 |
| A Live Performance While Waiting To Get Into The Pavilion | 50 | 2 |
| Live Demonstrations outside The Pavilion | 12 | * |
| The Restaurant (Icicles) | 6 | 1 |
| Other | 2 | 2 |
| Don't Know Or Not stated | | 7 |

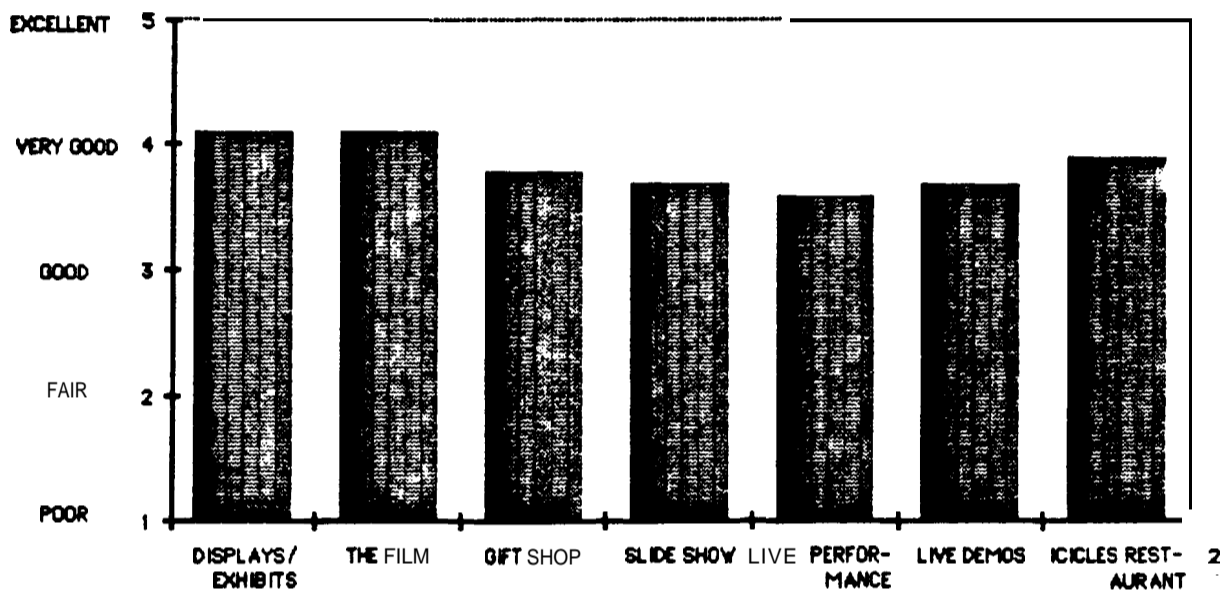
(See Detailed Tables, Pages 23 And 39)

* **Equals** less than one-half of one percent.



When visitors rate the features of the pavilion which they saw, the displays or exhibits and the film "The Emerging North" received the highest average ratings, although all features received positive ratings.

RATING OF FEATURES SEEN OR VISITED AT TEE N.W.T. PAVILION



(See Detailed Tables, Pages 25 To 38)

Note 2: The rating for Icicles Restaurant is based on only 64 respondents and must be interpreted with caution due to the small sample size.



Segments of visitors who tended to provide higher average ratings for the pavilion overall (including older visitors, and those who expressed an interest in traveling to the Northwest Territories) also provided higher average ratings for most aspects evaluated.

5. Evaluation Of The N.W.T. Pavilion On The Basis of specific Attributes

Visitors to the N.W.T. Pavilion were likely to feel that it was very informative and interesting, and were positive on all attributes assessed.

| Total - Weighted | Percent Of Visitors Rating The Pavilion For Being . . . | | | | |
|--|---|------------------------------------|-----------------------------------|--------------------------|-------------------------------------|
| | <u>Informative</u> (1050) % | <u>Interesting</u> (1050) % | <u>Impressive</u> (1050) % | Realistic (1050) % | <u>Entertaining</u> (1050) % |
| <u>Rating Of Pavilion For Specific Attributes:</u> | | | | | |
| Very | 81 | 81 | 72 | 69 | 61 |
| Fairly | 17 | 18 | 26 | 20 | 34 |
| Not Very | 1 | 1 | 1 | • | 4 |
| Not At All | • | | * | * | 1 |
| Don't Know Or Not Stated | 1 | 1 | 1 | 11 | 1 |

.Equals less than one-half of one perCent.

(See Detailed Tables, Pages 61 To 65)



The segments of visitors who tended to provide higher ratings for the pavilion also provided higher average ratings for each of the attributes assessed. (See Detailed Tables, Pages 61 TO 70).

6. Aspects Of The N.W.T. Pavilion Particularly Liked Or Disliked

The aspects of the pavilion visitors particularly liked were the movie (48%), the exhibits or displays (16%), the artifacts and handicrafts (20%) and the quotations presented with the exhibits (19%). Many visitors commented on the educational and cultural aspects of the pavilion.



Total - Weighted Percent Of Visitors
(1050)

%

Aspects Particularly Enjoyed
About Visit To The N.W.T. Pavilion:

| | |
|--|----|
| The Movie, Film, Show | 46 |
| The Artifacts, Carvings, Handi- crafts | 20 |
| Quotes on walls, Sayings, And Thoughts Of Natives | 19 |
| The Exhibits, Displays | 16 |
| Displays Of Wildlife, Animals, Animal Skins, Furs | 10 |
| Presentation Of Way Of Life In The N.W.T., Lifestyle (Change) | 9 |
| Educational, Informative, Realistic | 9 |
| Presentation Of Native Cultures, Inuit, Eskimo, Native People | 8 |
| The Slide Show, Second Film | 6 |
| The Pictures, Photography | 6 |
| The Presentation overall/Everything | 6 |
| Seeing The Terrain, Geography, Scenery | 5 |
| The Layout Of The Pavilion, Design, Flowed well Together | 4 |
| Seeing The History And Development Of The N.W.T. | 3 |
| The Feeling, Atmosphere, Community Feeling | 3 |
| The Gift Shop | 3 |
| Other Mentions Of Displays, Music, Demonstrations | 8 |
| All Other Mentions | 5 |
| Don't Know, NOT Stated | 1 |

(See Detailed Tables, Pages 11 To 13)



When asked what, if anything, they particularly disliked about the **N.W.T.** Pavilion, 61.% of visitors couldn't think of anything to dislike. A few complained about waiting in line (7%), the prices in the gift shop (7%), and of congestion or lack of space in the pavilion (**6%**). Complaints about waiting in line are not surprising as visitors reported they waited in line to see the pavilion for approximately one-half hour, on average.



| Total - Weighted | <u>Percent Of Visitors</u> (1050) % |
|--|---|
| <u>Aspects Particularly Disliked</u> | |
| <u>About Visit To The N.W.T. Pavilion:</u> | |
| Waiting In Line, The Long Line-ups | 7 |
| Prices In The Gift shops | 7 |
| The Crowds, Not Enough Circulation SpaCe, No Traffic Pattern | 6 |
| Comments About The Film - Difficult To Understand, No Narration, Dis- jointed, Music Too Loud | 6 |
| The Seating - Too close To Screen, No Backs, Not Enough Room | 4 |
| Mentions Of Killing Animals | 3 |
| Politically Biased | 1 |
| All Other Mentions | 9 |
| Nothing Disliked | 61 |
| Don't Know Or Not Stated | 1 |

(See Detailed Tables, Pages 17 To 19)





7. What Was Learned As A Result Of visiting The N.W.T. Pavilion

Most (86%) visitors felt that they had learned something about the Northwest Territories as a result of going to the pavilion. Visitors mentioned learning about the native people, the culture, lifestyle, scenery and environment.

The majority of the visitors who live in the Northwest Territories, or who have visited the region also felt that they had learned something as a result of their visit to the pavilion. Even among this group, only 34% could not think of anything new that they had learned. (See Detailed Tables, **Pages** 47 To 49.)





| Total - Weighted | <u>Percent Of Visitors</u> (1050) % |
|---|---|
| <u>What Was Learned About The Northwest Territories As A Result Of Visiting The Pavilion:</u> | |
| cold, A Rough, Hard Life, Desolate , Harsh Environment | 18 |
| The Lifestyle, How The People Live There | 16 |
| The Native People - Eskimo, Inuit , Dene, Different Languages | 14 |
| The Culture, Preserving The Culture | 10 |
| Native People Are Adapting To Modern Life, Technology | 8 |
| A Large, Big Area | 7 |
| (Beautiful) Scenery, Environment | 7 |
| Change In The Seasons, Summer Months Get Warmer, People Swim There | 6 |
| Would Like To Go There | 6 |
| Industry, Resources, Oil Exploration, Minerals | 5 |
| Confirmed What I Knew, Refreshed Memory | 5 |
| I Learned More, Broadened My Horizons | 4 |
| Rely On Hunting Animals, Trapping/ Reaction To Greenpeace | 4 |
| Wildlife, Animals | 3 |
| More Modern Than I Thought | 3 |
| Not At Barren, Desolate As I Thought | 3 |
| All Other Mentions | 23 |
| Nothing, Nothing New, Already Knew A Lot | 12 |
| Don't Know, Not Stated | 2 |
| Live In The Northwest Territories | * |

(See Detailed Tables, Pages 47 To 49)

•Equals less than one-half of one percent.

8. Attitudes Of Pavilion visitors Who Have Been to The Northwest Territories

Approximately 11% of visitors to the pavilion have lived in, or visited the Northwest Territories in the past. The majority of these visitors were satisfied with the completeness and accuracy of the presentation; however, 33% of this group felt that it was not complete and 16% felt that it was not accurate. There were a number of different reasons for these perceptions. (See Detailed Tables, pages 55 **TO** 60).

B. INTEREST IN VISITING THE NORTHWEST TERRITORIES

Visiting the N.W.T. Pavilion appears to stimulate interest in traveling to the Northwest Territories.

| | <u>Percent Of Visitors Who Have Not Been To The N.W.T.</u> |
|---|--|
| Total - Weighted | (934) |
| | % |
| <u>Interest In Visiting The N.W.T. As A Result Of What Was Learned In The Pavilion:</u> | |
| More Interested In Visiting The N.W.T. | 9 |
| About As Interested | (27) |
| Less Interested | 2 |
| Don't Know | 1 |

(See Detailed Tables, Page 53)

One-half of pavilion visitors stated they would be very or fairly likely to consider a trip to the Northwest Territories when making future vacation plans.

PROBLEMS/COMPLAINTS FORM

INSTRUCTIONS TO INTERVIEWER

If a respondent complains about any problems during their visit to the NWT Pavilion, please note below the nature of the complaint or problem and the number of people who have mentioned this. At the end of this stint, please forward this form to the Duty Officer in the Pavilion.

DATE : _____

INTERVIEWER : _____

Percent Who visited At The Arts & Crafts Sales Area Who Rated It For . . .

| Total - Weighted | Overall | Type And Range Of Items Available | The Customer Service |
|--|------------|-----------------------------------|----------------------|
| | (903) % | (903) % | (903) % |
| <u>Rating Of The Arts & Crafts Sales Area:</u> | | | |
| Excellent | 21 | 21 | 8 |
| Very Good | 36 | 40 | 18 |
| Good | 26 | 30 | 21 |
| Fair | 3 | 4 | 5 |
| Poor | * | | 1 |
| Don't Know Or Not Stated | 14 | 3 | 46 |

(See Detailed Tables, Pages 91 To 93)

While pavilion visitors were generally positive about the Arts & crafts Sales Area, many (39%) **felt** the prices were too high.

| 'Total - Weighted | Percent Who Visited The Arts & Crafts Sales Area |
|--|--|
| | (903) % |
| <u>Whether The Prices At The Arts & crafts Sales Area Were :</u> | |
| Too Expensive | 39 |
| Reasonable | 38 |
| Or Inexpensive | * |
| Don't Know | 23 |

(See Detailed Tables, Page 97)

* Equals less than one-half of one percent



When visitors who felt the prices of the merchandise in the Arts & **Crafts** Sales Area were too high were asked how much they would have been willing to spend on a **N.W.T.** souvenir, the majority claimed to have been willing to spend over \$.10. Further, the average amount these visitors claimed to be willing to spend was **\$29**, an amount which exceeds the average spent by visitors who did make a purchase. Assuming these visitors provided realistic estimates, merchandise was available within their "willingness to pay" price ranges. Therefore, these visitors could have perceived the price levels as not providing good value for the merchandise offered, or there was nothing which appealed to these visitors sufficiently to motivate a purchase decision.

| | <u>Percent Of Visitors Who Thought The Prices Were Too Expensive And Did Not Make A Purchase</u> |
|---|--|
| Total - Weighted | (321) % |
| Amount Would have Been Willing To Spend On <u>A N.W.T. Souvenir:</u> | |
| \$5 Or Less | 23 |
| \$6 To \$10 | 13 |
| \$11 To \$20 | 17 |
| \$21 To \$50 | 24 |
| \$51 Or More | 11 |
| Don't Know Or Not Stated | 12 |

* Mean **s29**

(Developed From Detailed Tables, Page 99)

* Mean excludes "**Don't Know**" and "Not Stated" responses.



D. ATTITUDES TOWARD THE RESTAURANT

Only 6% of pavilion visitors had visited the restaurant. The restaurant received a favorable review; the majority of visitors (96%) rated **Icicles** as good to excellent as compared to other EXPO pavilion restaurants, and over 80% of the patrons found the prices to be reasonable, and the food and service to be good to excellent. (Note that only 64 restaurant patrons were interviewed, and the data on restaurant patrons must be interpreted with caution.)

| | Percent Of Restaurant Patrons Rating Icicles For ⁴ . . . | | |
|---------------------------|--|-------------------------------------|----------------------------------|
| | <u>Overall</u> (67) % | <u>The Service</u> (67) % | <u>The Food</u> (67) % |
| Total - Weighted | | | |
| <u>Rating Of Icicles:</u> | | | |
| Excellent | 30 | 25 | 28 |
| Very Good | 32 | 30 | 34 |
| Good | 34 | 31 | 23 |
| Fair | 2 | 5 | 6 |
| Poor | | 3 | |
| Don't Know Or Not Stated | 3 | 6 | 8 |

(See Detailed Tables, Pages 37, 79 And 80)



| | <u>Percent Of</u> <u>Restaurant Patrons⁴</u> |
|--|--|
| Total - Weighted | (67) |
| | % |
| <u>Comparison Of The Prices</u> <u>At Icicles To other</u> <u>Restaurants At Expo:</u> | |
| Too Expensive | 6 |
| Reasonable | 83 |
| Inexpensive | |
| Don't Know Or Not Stated | 10 |
| (See Detailed Tables, Page 83) | |

Note 4: Data based on samples of less than 100 must be interpreted with caution.

E. PROFILE OF N.W.T. PAVILION VISITORS

N.W.T. Pavilion visitors represented a cross section of males and females, and were predominantly aged 25 to 54 years of age. (**Note:** children and teenagers who appeared to be under 18 years of age were not included **in** the survey.)

| Total - Weighted | <u>Percent Of Visitors</u> (1050) % |
|---------------------|---|
| <u>Sex:</u> | |
| Male | 51 |
| Female | 49 |
| <u>Age:</u> | |
| 17 Years Or Younger | 2 |
| 18 To 24 Years | 8 |
| 25 To 34 Years | 27 |
| 35 To 44 Years | 25 " 64 |
| 45 To 54 Years | 17 - 1 |
| 55 To 64 Years | 16 |
| 65 Years Or Over | 10 |
| Refused | * |

(See Detailed Tables, Page 103)

*Equals less than one-half of one percent.

The pavilion attracted visitors from all over North America. Forty-two percent of visitors reside in B.C. , 20% from other parts of Canada including the N.W.T., 27% reside in the Western U.S., 10% in other U.S. States, while 1% live in other parts of the world.

| Total - Weighted | <u>Percent Of Visitors</u> (1050) % |
|---------------------------|---|
| <u>Area Of Residence:</u> | |
| B.C. - Lower Mainland | 28 |
| Other B.C. | 14 |
| Alberta | 9 |
| Saskatchewan/Manitoba | 3 |
| Ontario | 5 |
| Quebec And Maritimes | 2 |
| N.W.T./Yukon | 1 |
| California | 10 |
| Washington state | 12 |
| Oregon | 5 |
| Other U.S. States | 10 |
| Europe, United Kingdom | 1 |
| All other countries | 1 |

(See Detailed Tables, Pages 106 And 107)

A P P E N D I X

**CANADIAN FACTS
VANCOUVER**

1 /4-
5-1

RL421

Hello. I'm _____ of Canadian Facts, a professional marketing research company. We are conducting a survey on behalf of the Government Of The Northwest Territories and I would like to ask you a few quick questions. Your answers will be treated confidentially.

1. Did you go inside the Northwest Territories Pavilion today to see any shows or exhibits?

YES 6-1 SUP TO Q.3
NO 2

2. Did you visit - YES

| | |
|------------------------------|---|
| The Restaurant | <input type="checkbox"/> . END INTERVIEW AND TALLY 7-1 2 3 4 5 6 7 8 9 0 |
| The Souvenir Kiosk | <input type="checkbox"/> . END INTERVIEW AND TALLY 8-1 2 3 4 5 6 7 8 9 0 |
| or, Something Else | <input type="checkbox"/> . END INTERVIEW AND TALLY 9 - 1 2 3 4 5 6 7 8 9 0 |

3. Overall, how would you rate this Pavilion, using a 10-point scale where ten equals "Excellent" and one equals "Vary Poor"? (SHOW HAND CARD #1) (RECORD AS A 2-DIGIT NUMBER, I.E. 6 EQUALS 0 6)

- - -10/11

- 4a) How many other Pavilions have you visited at Expo?

- - -12/13

- b) How many times, including today, have you been to the N.W.T Pavilion?

- - -14/15

IF NO OTHERS VISITED IN Q.4A*, SKIP TO Q.5

- c) How would you rate the N.W.T. Pavilion as compared to other Pavilions you have visited? Is it - (READ LIST)

Much Better 16-5
Better 4
About The Same 3
Worse 2
or, Much Worse 1
DON'T KNOW 0

5. How much time did you spend inside the Pavilion? (RECORD AS A 3-DIGIT NUMBER, I.E. 40 MINUTES AS 0 4 0)

- - - MINUTES -17/19

6. What did you particularly enjoy about your visit to the Pavilion?
 _____ 20-

 _____ 23-

7. What, if anything, did you particularly dislike?
 _____ 24-
 _____ 25-
 _____ 26-

8a) Which of the following did you see or visit while in the Pavilion?
 (READ LIST) (RECORD BELOW)

b) And compared to other Expo pavilion, how would you rate the (ASK FOR SACS ACTIVITY MENTIONED IN Q.8A)? Is it Excellent, Very Good, Good, Fair or Poor? (RECORD SLOW)

c) which activity did you enjoy the most? (DO NOT READ LIST)

| | Q.8A | | Q.8B | | | | | | | Q.8C ENJOYED MOST |
|---|------|-------------------------------------|--------------------|-----------|------|------|------|------------|------|-------------------------|
| | SEEN | | RATING OF ACTIVITY | | | | | | | |
| | Yes | No | Excellent | Very Good | Good | Fair | Poor | Don't Know | | |
| A Live Performance While Waiting To Get Into The Pavilion | 2s-1 | <input type="checkbox"/> * | 29-5 | 4 | 3 | 2 | 1 | 0 | 36-1 | |
| The Film: The Emerging North | 2 | <input type="checkbox"/> | 30-5 | 4 | 3 | 2 | 1 | 0 | 2 | |
| The Slide Show: In Search Of Balance | 3 | <input type="checkbox"/> | 31-5 | 4 | 3 | 2 | 1 | 0 | 3 | |
| The Displays And Exhibits | 4 | <input type="checkbox"/> | 32-5 | 4 | 3 | 2 | 1 | 0 | 4 | |
| The Giftshop(s) | 5 | <input checked="" type="checkbox"/> | 32-5 | 4 | 3 | 2 | 1 | 0 | 5 | |
| Live Demonstrations Outside The Pavilion | 6 | <input type="checkbox"/> | 34-5 | 4 | 3 | 2 | 1 | 0 | 6 | |
| The Restaurant (Icicles) | 7 | <input type="checkbox"/> ▲ | 35-5 | 4 | 3 | 2 | 1 | 0 | 7 | |
| OTHER (CIRCLE CODE AND SPECIFY) | 8 | | | | | | | | 8 | |

9. 1? DID NOT SEE A LIVE PERFORMANCE IN Q.8A*, SKIP TO Q.10

What type of live performance did you see while waiting to get into the Pavilion?

- SINGING 37-1
- DANCING 2
- MUSICIANS 3
- ARCTIC SPORTS 4
- OTHER (SPECIFY) _____

10. Did you obtain information about the N.W.T. from the Tourism Information Desk in the Pavilion?

YES 38-1
NO 2

11. a) Where do you live? (**PROBE** FOR **PROVINCE, STATE** OR **COWY'R?**. DO **NOT RECORD CITY**)

| <u>CANADA</u> | | <u>Us.</u> | |
|----------------------------|------|----------------------------------|------|
| BRITISH COLUMBIA | 39-1 | CALIFORNIA | 40-1 |
| - LOWER MAINLAND | 2 | OREGON | 2 |
| - OTHER B.C. | 3 | WASHINGTON | 3 |
| ALBERTA | 4 | ALL OTHER (SPECIFY PROV./ | |
| SASKATCHEWAN | 5 | STATE/COUNTRY) | |
| MANITOBA | 6 | | |
| ONTARIO | 7 | | |

| | | |
|------------------|---|--------------|
| ■ N.W.T. | 8 | SKIP TO Q.13 |
|------------------|---|--------------|

YUKON 9

11.b) Have you ever lived in the Northwest Territories?

YES 41-1*
NO 2

c) Have you ever visited the Northwest Territories?

YES 42-1*
NO 2

d) What, if anything, did you learn about the N.W.T. as a result of going to the Pavilion?

_____ 43-

IF HAVE LIVED IN OR VISITED ● , - THE N.W.T. IN Q.11, SKIP TO Q.13

12. As a result of what you learned about the N.W.T. in the Pavilion. do you think you would be - (**READ LIST**)

| | | |
|--|------|---------------------|
| More Interested In visiting The N.W.T. | 47-1 | SKIP TO Q.14 |
| Less Interested | 2 | |
| Or, About As Interested | 3 | |
| DON'T KNOW | 4 | |

13. ASK RESIDENTS AND VISITORS ONLY

a) do you feel that the presentation waa a complete representation of tha region?

YES 48-1 SKIP TO Q.13C
NO 2

b) what do you think waa lacking in tha presentation?

49-
50-
51-

c) Do you feel that the presentation in the N.W.T. Pavilion waa an accurate representation of the region?

YES 52-1 SKIP TO Q.14
NO 2

d) What do you think waa misrepresented in the Pavilion?

53-
54-
55-

14. Overall, how (READ CHECKED ITEM) do you think the Pavilion waa? Was it Very (READ ITEM), Fairly, Not vary or Not At All (READ ITEM)? (RECORD ONE ANSWER BELOW) (ASK FOR ALL ITEMS, REPEATING RATING SCALE AS REQUIRED)

Table with 7 columns: Item, VERY, FAIRLY, NOT VERY, NOT AT ALL, DON'T KNOW. Rows include Realistic, Impressive, Entertaining, Informative, and Intereating.

15. CHECK Q.11A. IF RESIDE IN N.W.T. , SKIP TO Q.16

a) When making your future vacation plans, how likely would you be to consider a trip to the Northwest Territories? would you be - (READ LIST)

Vary Likely 61-4
FairlyLikely 3
NOT Very Likely 2 SKIP TO Q.15C
Not At All Likely 1
DON'T KNOW 0 SKIP ?0 Q.16

15.b) When do you think you might visit the Northwest Territories? (READ LIST)

| | |
|--------------------------------------|-----|
| Within The Next Six Months | 2-1 |
| Within The Next Year | 2 |
| Within The Next Two Years | 3 |
| Further In The Future | 4 |
| DON'T KNOW | 5 |

SKIP TO Q.16

c) Why wouldn't you consider a trip to the Northwest Territories? Anything else?

63-

16. **CHECK Q.8A - IF DID NOT VISIT RESTAURANT ▲ , SKIP TO Q.17**

a) You mentioned that you visited the restaurant, Icicles. How would you rate (READ LIST STARTING WITH CHECKED ITEM)? Was it Excellent, Very Good, Good, Fair or Poor? (ASK FOR ALL ITEMS, REPEATING RATING SCALE AS REQUIRED)

| | <u>EXCELLENT</u> | VERY <u>GOOD</u> | GOOD | <u>FAIR</u> | POOR | DON'T <u>KNOW</u> |
|--|------------------|---------------------|------|-------------|------|----------------------|
| <input type="checkbox"/> The Service | 66-5 | 4 | 3 | 2 | 1 | 0 |
| <input checked="" type="checkbox"/> The Food | 67-5 | 4 | 3 | 2 | 1 | 0 |

b) And, compared to other restaurant at Expo, were the prices at Icicles - (READ LIST)

| | |
|---------------------------|------|
| Too Expensive | 68-1 |
| Reasonable | 2 |
| or, Inexpensive | 3 |
| DON'T KNOW | 4 |

17. **CHECK Q.8A. IF DID NOT VISIT GIFT SHOP(S) ● S SKIP TO Q.18**

- a) Did you stop in at - (READ LIST AND RECORD BELOW) (IP "NO" TO BOTH, SKIP TO Q.18)
- b) Did you buy anything at - (ASK FOR EACH VISITED IN Q.17A)
- c) Approximately how much did you spend in - (ASK FOR SACS MENTIONED IN Q.17B. RECORD TO NEAREST CANADIAN OR US. DOLLAR)

| | Q.17A | | Q.17B | | Q.17C | 77/Be-BLANK 1/4 -DUP 5 - 2 |
|--|---------|----|-----------------|----|---------------|----------------------------------|
| | VISITED | | BOUGHT ANYTHING | | AMOUNT SPENT | |
| | YES | NO | YES | NO | | |
| The Arts And Crafts Sales Area Inside The Pavilion69-1 | 2 | ▼ | 71-1 | 2 | 73/76- \$, - | 00 CDN . . . 2 |
| The Souvenir Kiosk Outside The Pavilion . . .70-1 | 2 | | 72-1 | 2 | 6/9- \$, - | 00 US . . .11-1 CDN . . . 2 |

IF DID NOT VISIT THE ARTS AND CRAFTS AREA ▼, SKIP TO Q.18

- d) How would you rate (READ LIST STARTING WITH CHECKED ITEM) at the Arts And Crafts Sales Area? Was it Excellent, Very Good, Good, Fair Or Poor? (ASK FOR ALL ITEMS, REPEATING RATING SCALE AS REQUIRED)

| | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | DON'T KNOW |
|---|-----------|-----------|------|------|------|------------|
| <input type="checkbox"/> The Customer Service12-5 | | 4 | 3 | 2 | 1 | 0 |
| <input checked="" type="checkbox"/> The Type And Range Of Items Available13-5 | | 4 | 3 | 2 | 1 | 0 |
| The Arts And Crafts Sales Area overall, compared To Others You Have Seen At Expo .14-5 | | 4 | 3 | 2 | 1 | 0 |

- e) And, did you think the prices at the Arts And Crafts sales Area were - (READ LIST)

| | |
|---------------------------|----------------|
| Too Expensive | 15-1 |
| Reasonable | 2 |
| Or, Inexpensive | 3 SKIP TO Q.18 |
| DON'T KNOW | 4 |

CHECK Q.17B. IF BOUGHT ANYTHING AT THE ARTS AND CRAFTS SALES AREA, SKIP TO Q.18

- f) Approximately how much would you have been willing to spend to buy an NWT souvenir? (RECORD TO NEAREST CANADIAN OR U.S. DOLLAR)

1 6 / 1 8 - \$.00 us . . .19-1
CDN . . . 2

18. Approximately how long did you have to wait to get into the N.W.T. Pavilion? (RECORD IN MINUTES)

20/22- _ _

BASIC DATA

Finally, I would like to ask you a few questions to help classify our data.

19.a) SEX (OBSERVE)

MALE 23-1
FEMALE 2

b) Which of these age categories can I place you in? (SHOW SAND CARD #2)

A. 17 Years Or Younger 24-1
B. 18 To 24 Years 2
C. 25 To 34 Years 3
D. 35 To 44 Years 4
E. 45 To 54 Years 5
F. 55 To 64 Years 6
G. 65 Years Or over 7
REPUSED 8

Thank you very much for your time and cooperation.

Respondent's Name: _____

Telephone no.: () _____

DAY : MON 25-1 FRI 5
TUE 2 SAT 6
WED 3 SUN 7
THU 4

DATE: JULY 26-1 27/28- _ _
AUG. 2
SEP. 3
OCT. 4

TIME: 29/32- _ _ _ _ A.M. 33-1
P.M. 2

WEATHER CONDITIONS:

HOT 34-1 SUNNY 35-1
WARM/COMFORTABLE . . . 2 MIXED SUN AND CLOUDS . . . 2
COOL/COLD 3 CLOUDY 3
INTERMITTENT RAIN 4
STEADY RAIN 5

36/75-BLANK
76/80-RL421

INTERVIEWER: _____ INTERVIEWER NO.: _____

STINT PLAN

| <u>DATE</u> | <u>DAY OF WEEK</u> | <u>TIME</u> |
|-------------|--------------------|-------------------|
| July 25 | Friday | 10:30 - 12:30 |
| 30 | Wednesday | 10:15 - 2:15 |
| 31 | Thursday | 2:15 - 6:15 |
| August 5 | Tuesday | 6:15 - 10:15 p.m. |
| 6 | Wednesday | 10:15 - 2:15 |
| 11 | Monday | 2:15 - 6:15 |
| 12 | Tuesday | 6:15 - 10:15 p.m. |
| 17 | Sunday | 10:15 - 2:15 |
| 18 | Monday | 2:15 - 6:15 |
| 23 | Saturday | 6:15 - 10:15 p.m. |
| 24 | Sunday | 10:15 - 2:15 |
| 29 | Friday | 2:15 - 6:15 |
| 30 | Saturday | 6:15 - 10:15 p.m. |
| Sept. 4 | Thursday | 10:15 - 2:15 |
| 5 | Friday | 2:15 - 6:15 |
| 10 | Wednesday | 6:15 - 10:15 p.m. |
| 11 | Thursday | 10:15 - 2:15 |
| 16 | Tuesday | 2:15 - 6:15 |
| 17 | Wednesday | 6:15 - 10:15 p.m. |
| 22 | Monday | 10:15 - 2:15 |
| 23 | Tuesday | 2:15 - 6:15 |
| 28 | Sunday | 6:15 - 10:15 p.m. |
| 29 | Monday | 10:15 - 2:15 |
| Ott. 4 | Saturday | 2:15 - 6:15 |
| 5 | Sunday | 6:15 - 10:15 p.m. |
| 10 | Friday | 10:15 - 2:15 |
| 11 | Saturday | 2:15 - 6:15 |