

Duncan Days Member Survey Results

February 14, 2024

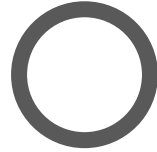
Presented by: Katherine Devine / Executive Director

To: Events and Marketing Committee

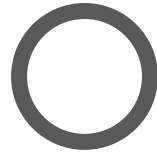


Duncan Days Member Survey Methodology

Conducted online in January 2024; one unique survey link per member.



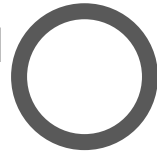
Total population of 353 invites. Promise of confidentiality and anonymity.



101 completes; MOE of +/- 8%.



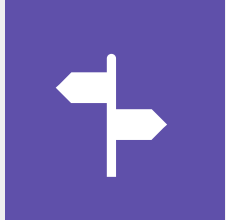
Potential respondents provided 12-day completion window and 4 reminder emails.



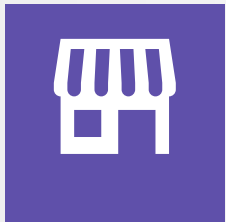
Completes by street

Location	Count
1st Street	3
4th Street	1
Brae Road	2
Canada Avenue	10
Craig Street	15
Duncan Street	6
Government Street	4
Ingram Street	6
Jubilee	6
Kenneth Street	11
Lois Lane	1
Queens Street	3
Station Street	33
Grand Total	101

Diving deeper: our crosstabulations



Our belief is members located on Craig, Station and Kenneth (**Affected streets**) may have differing opinions from those located elsewhere (**Other streets**).

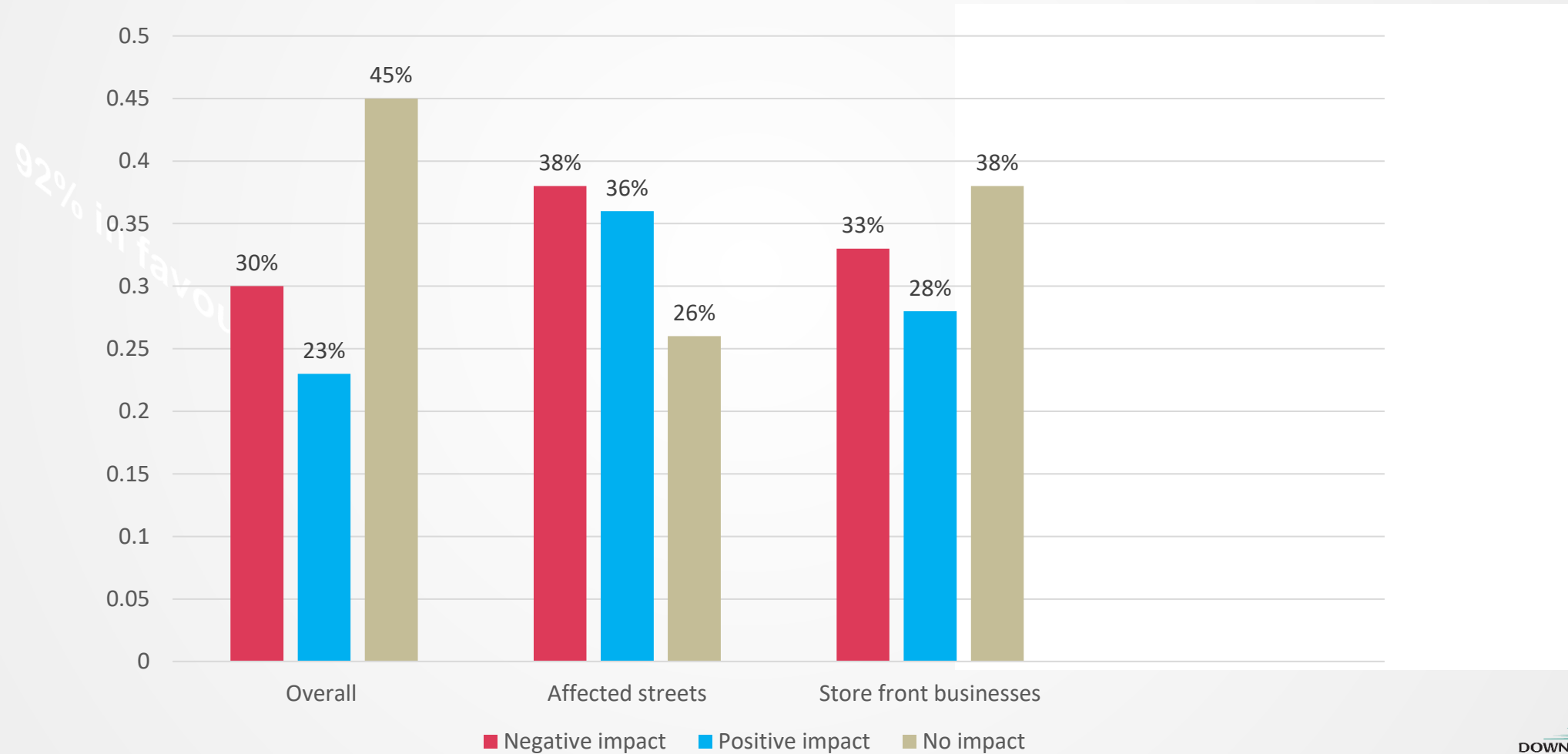


We further speculated members located directly on the street (**Store front**) may have differing opinions from those located off the street (**No direct street access**).

Look for survey findings that highlight the opinions of members from **Affected streets**, from **Other streets**, from those with **Store fronts** and those with **No direct street access**!

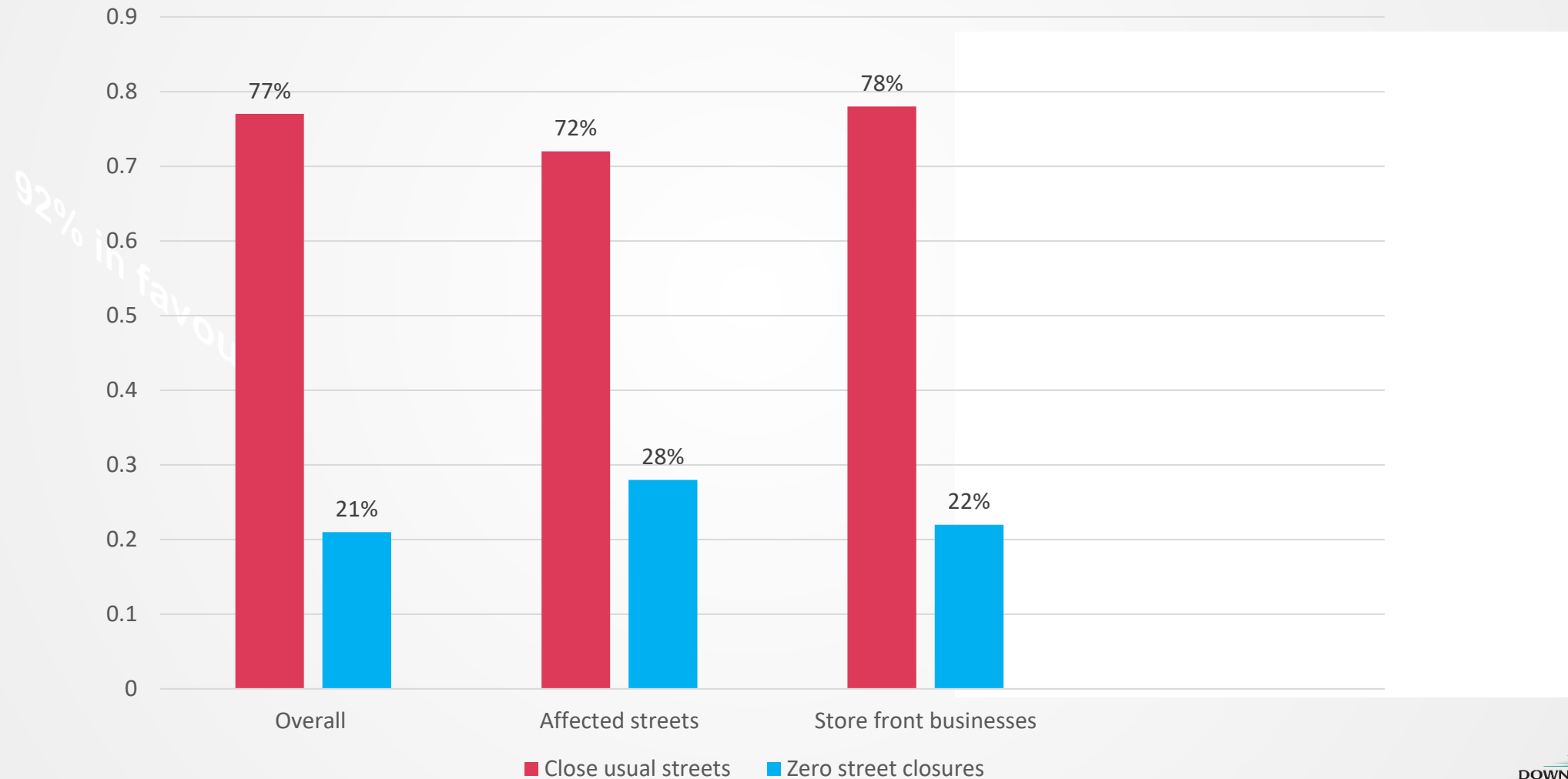
Impact of street closures on event days like Duncan Days

Impact overall, from those on affected streets and those with store front businesses



Which Duncan Days street closure scenario works best

Close Station, Kenneth and Craig as usual OR zero street closures



Scenario testing: *are you in favour or are you opposed?*



- A Sunday July 14 “Kids Day” of music in Charles Hoey Park hosted by the Festival Society?
- Change Duncan Days to a singular focus - make cash registers ring. This scenario would keep the Sidewalk / Street sales on Craig, Station and Kenneth and invite other businesses not located on those streets to set up tents to sell their products and services while eliminating kids programming like inflatables and games?
- On the street kids’ inflatables powered by generators?
- Close Station, Craig, and Kenneth *all day Friday July 12th and Saturday July 13th* maximize the potential for street and sidewalk sales?
- Keep all the streets open during Duncan Days – zero street closures?
- Change Duncan Days to a sidewalk sale only (regardless of duration) that will not require any street closures?

Scenario testing: in favour OR opposed?

Strongly in favour

Kids Music Day on Sunday hosted by Festival Society

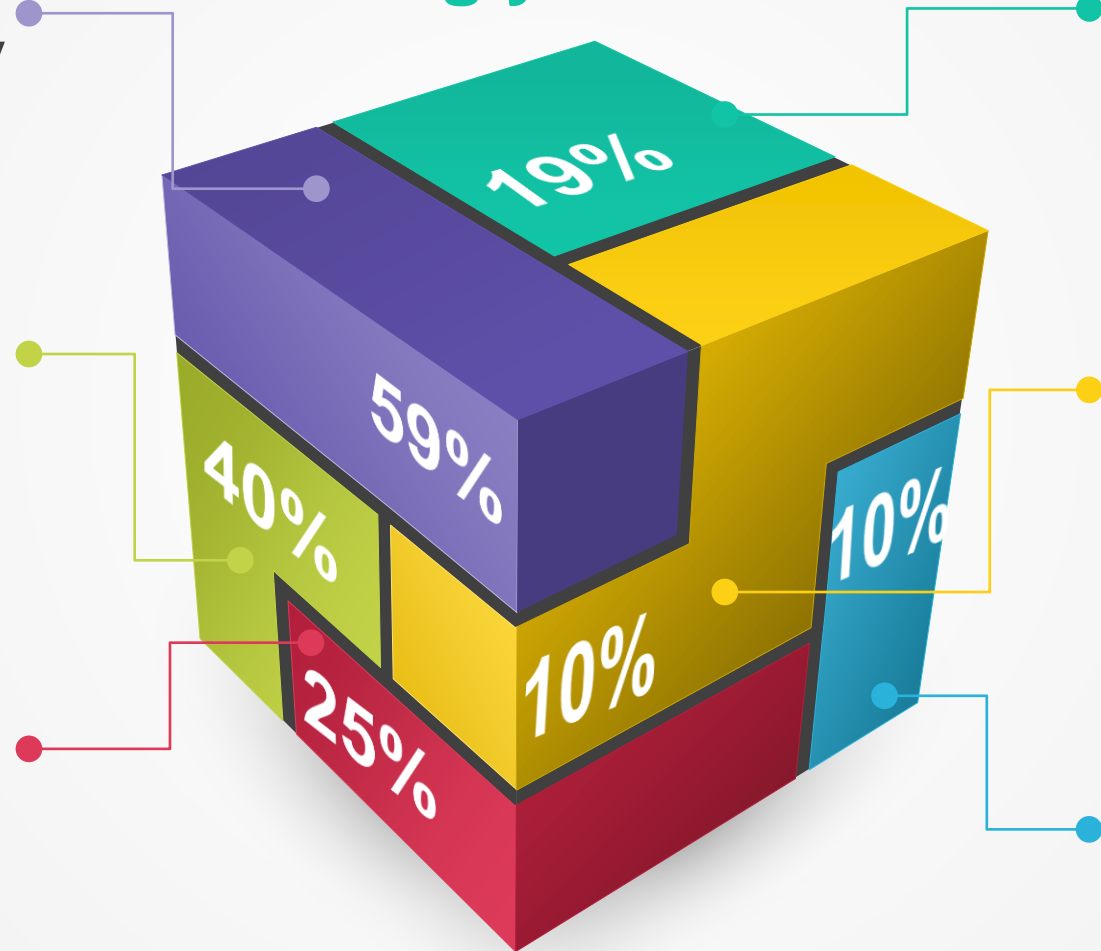
1% strongly opposed.

Close Station, Craig and Kenneth Friday and Saturday for sidewalk / street sales.

14% strongly opposed.

Singular focus for selling and no kids programming.

24% strongly opposed.



Inflatables with generators for kids

18% strongly opposed.

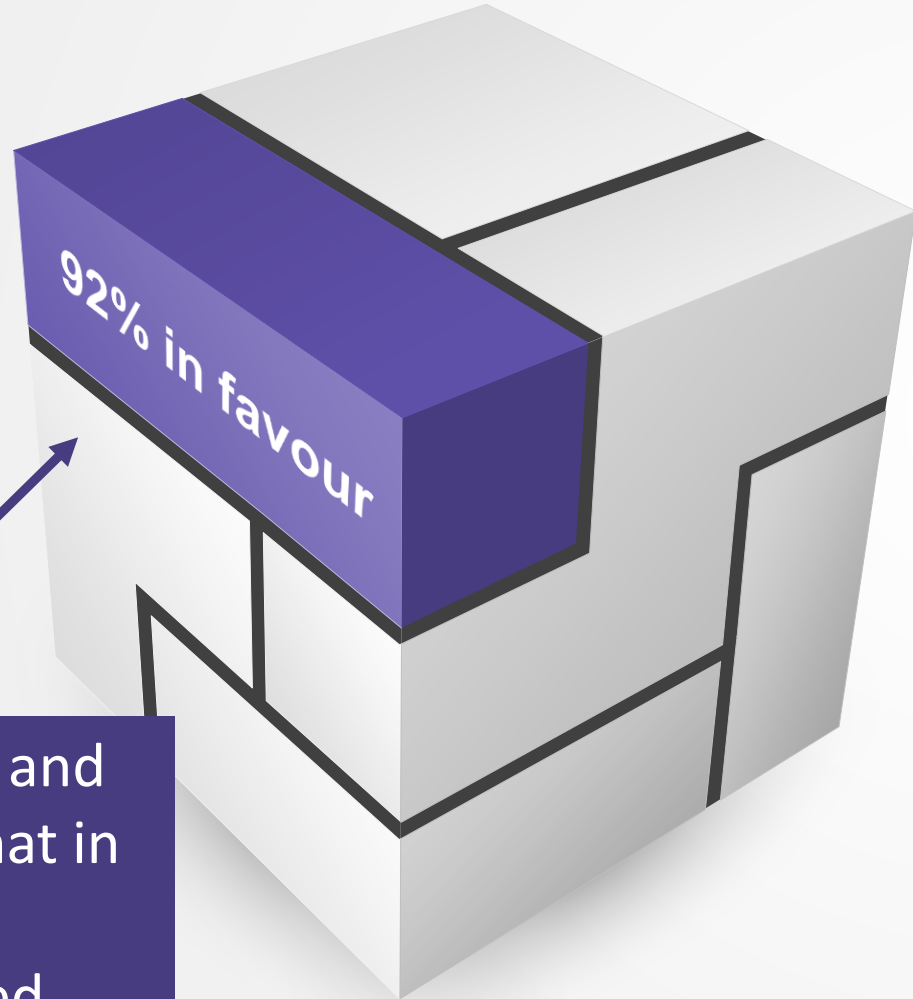
Zero street closures.

43% strongly opposed.

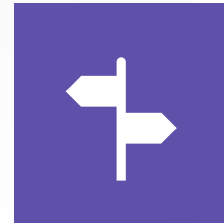
Sidewalk sale only; no street closures.

47% strongly opposed.

A Sunday July 14 “Kids Day” of music in Charles Hoey Park hosted by the Festival Society



strongly and somewhat in favour combined



In favour by street location

Affected streets:	95%
Other streets:	93%



In favour by street proximity

Store front:	95%
No direct street access:	90%

Close Station, Criag and Kenneth on Friday and Saturday for sidewalk / street sales only



strongly and somewhat in favour combined



In favour by street location

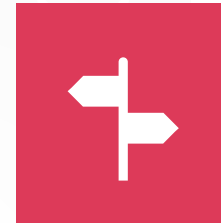
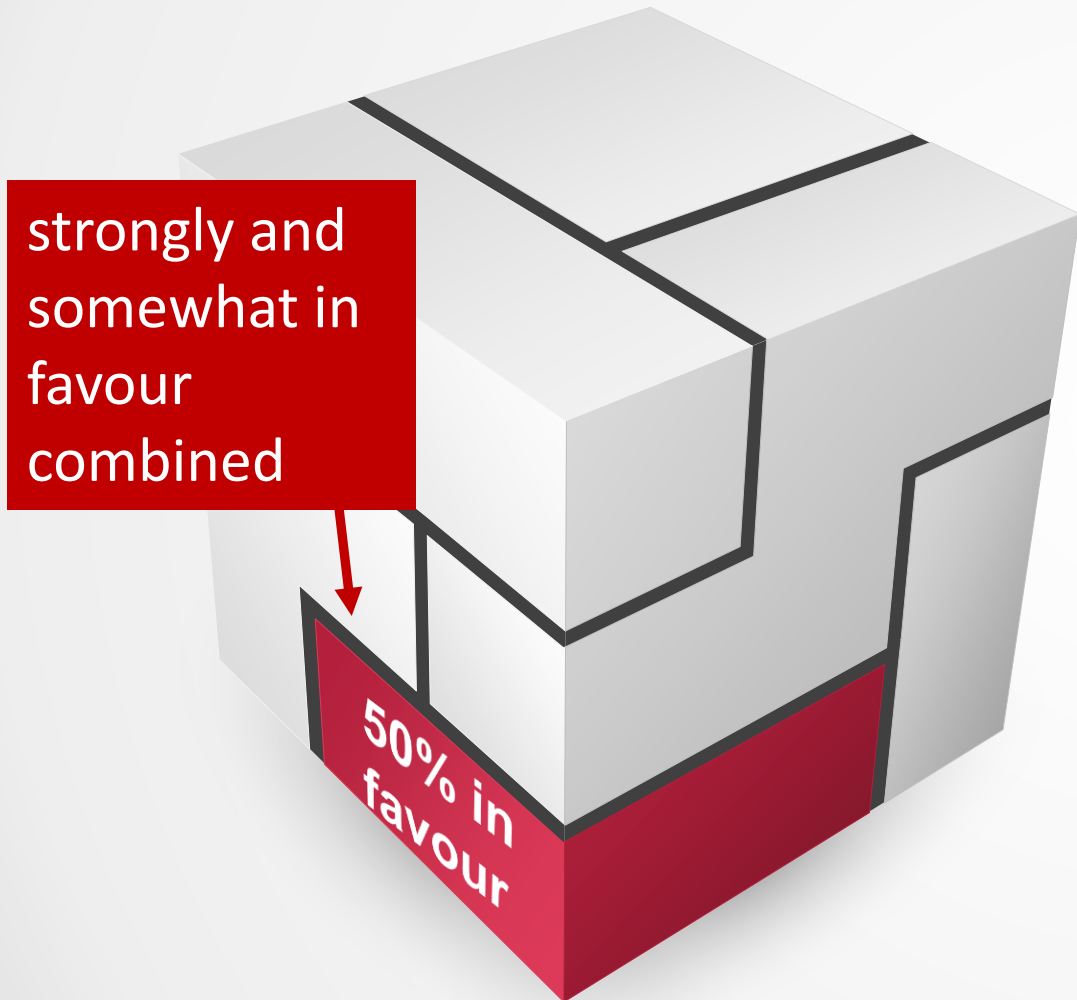
Affected streets:	52%
Other streets:	80%



In favour by street proximity

Store front:	64%
No direct street access:	60%

Single focus to make cash registers ring; eliminate all kids programming



In favour by street location

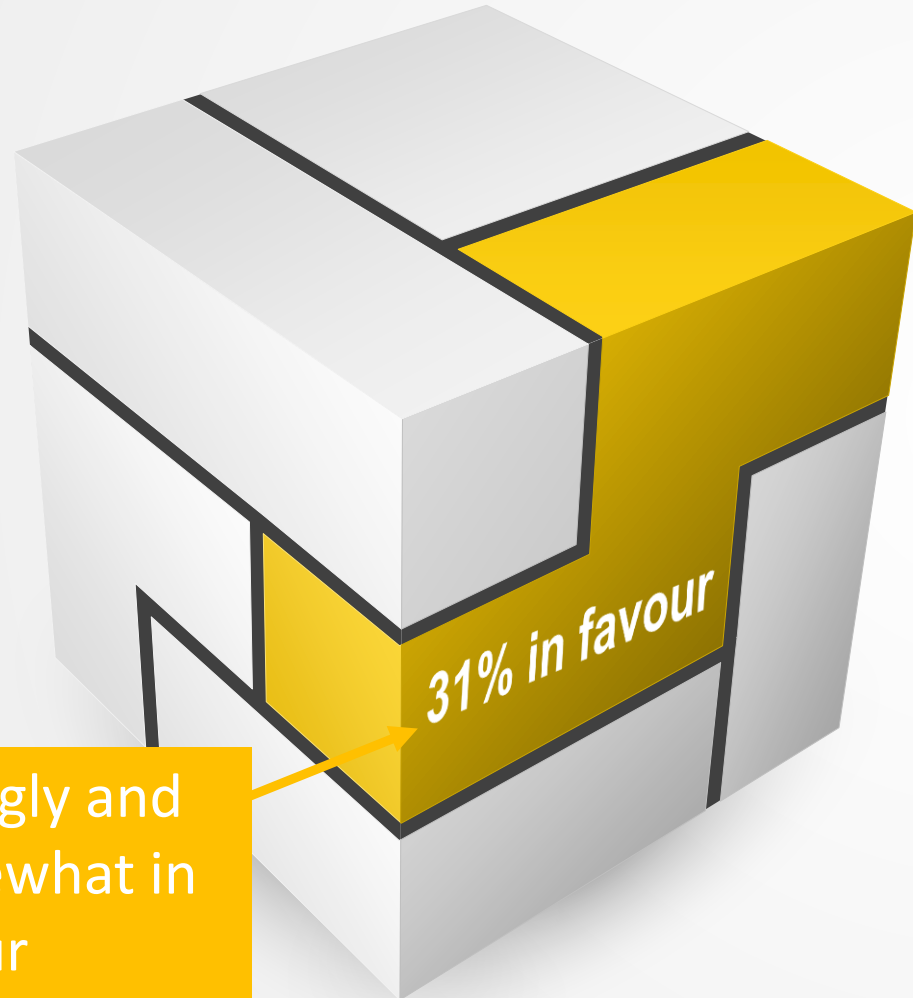
Affected streets:	52%
Other streets:	50%



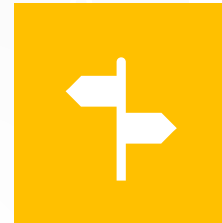
In favour by street proximity

Store front:	55%
No direct street access:	35%

Keep all streets open; zero street closures



strongly and somewhat in favour combined



In favour by street location

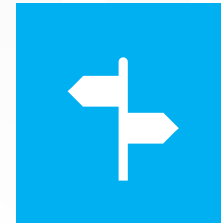
Affected streets:	34%
Other streets:	28%



In favour by street proximity

Store front:	36%
No direct street access:	16%

Sidewalk sale only; no street closures



In favour by street location

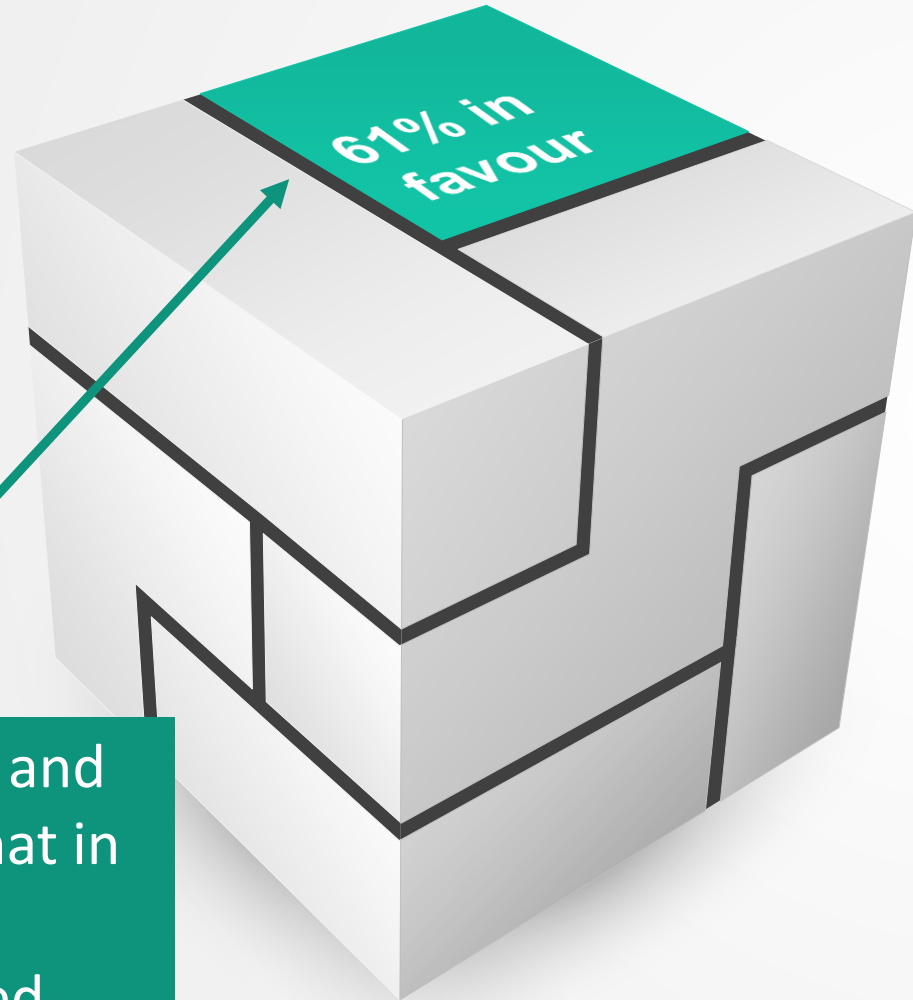
Affected streets:	35%
Other streets:	28%



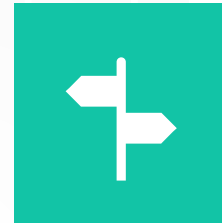
In favour by street proximity

Store front:	37%
No direct street access:	15%

Do inflatables with generators for the kids



strongly and somewhat in favour combined



In favour by street location

Affected streets:	53%
Other streets:	75%



In favour by street proximity

Store front:	62%
No direct street access:	65%