

Lethbridge Water Tower Study

Fall 2002

Faron Ellis



Citizen-Society Research Lab

3000 College Drive South
Lethbridge, Alberta T1K 1L6

faron.ellis@lethbridgecollege.ab.ca
www.telusplanet.net/public/fellis

Telephone: (403) 320-3422
Fax: (403) 317-3540

City of Lethbridge

A garden city located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



South Lethbridge is the city's most populous area. The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east-west by the Oldman River.

The south side's 27,941 residents represent 38.4% of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8% and 30.7% respectively.

Lethbridge serves a retail trading area of over 275,000 people, making Lethbridge Southern Alberta's largest regional economic center.

Methodology

This report is based on data collected by Interdisciplinary Studies students and Communication Arts students enrolled in STS270 – Social Science Research Methods

and PSC150 – Local Government at Lethbridge Community College in the fall of 2002. Students conducted 575 telephone interviews during October using numbers drawn randomly from the Lethbridge telephone directory.

Using this method, a sample size of 575 yields a margin of error of $\pm 4.1\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

The demographic data presented on page 15 demonstrate that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge.

These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC. The analysis presented here is made possible because of a Research Partners Grant



from Douglas J. Bergen & Associates Ltd. We thank Bergen & Associates for their support. Any errors or omissions in the analysis, however, are the sole responsibility of the Citizen Society Research Lab.



Analysis proceeded by way of testing a number of hypotheses concerning frequency of restaurant dining, type of restaurant and whether or not Lethbridge residents would patronize a new restaurant in a renovated space in the old Lethbridge Water Tower.

We were also interested in a number of hypotheses concerning what was judged to be the major competition for a new steak and seafood restaurant to be located in the renovated Lethbridge Water Tower.

The following represents a selection of our findings.



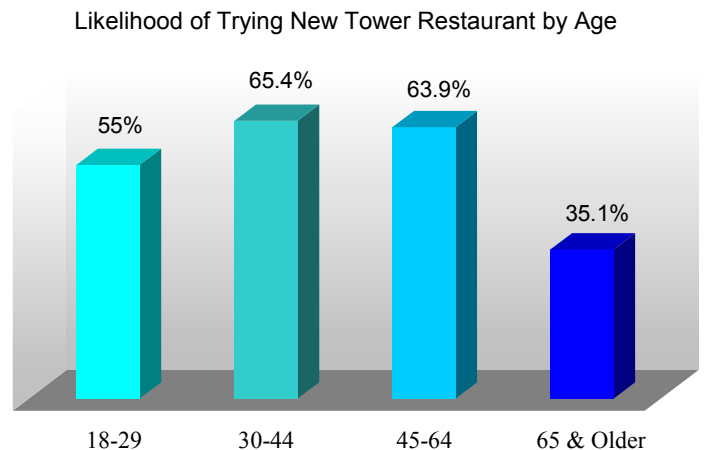
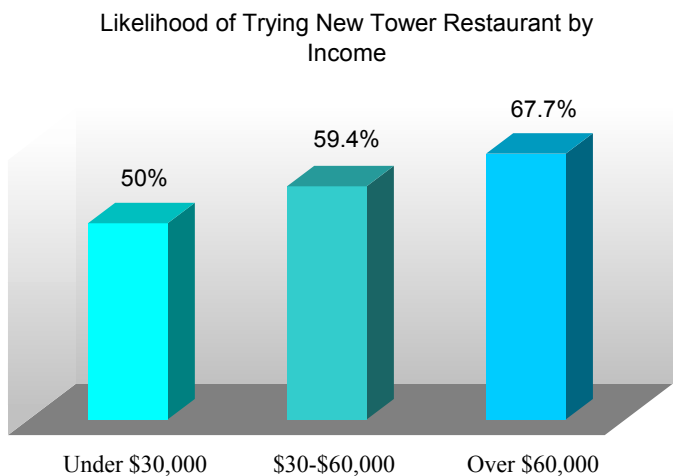
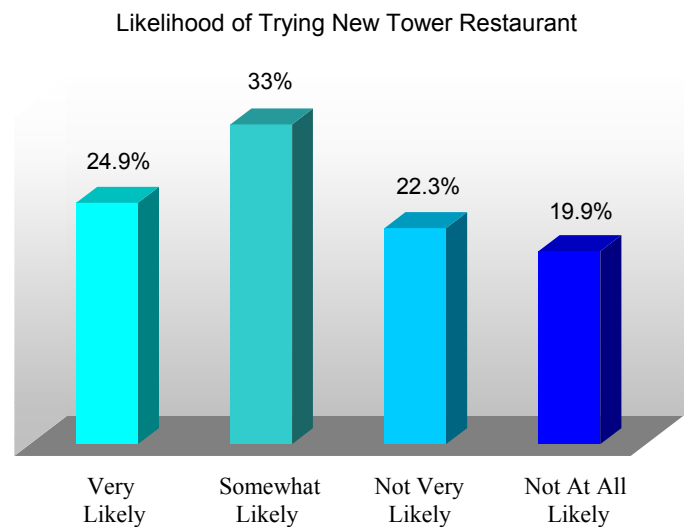
Likelihood of Trying New Tower Restaurant (%)

Initially, we discovered that the concept of a steak and seafood restaurant was popular. Fully one-quarter of all respondents (24.9%) stated they are very likely to try a new Tower restaurant. Another one-third (33%) are somewhat likely while 22.3% stated they are not very likely. Only one-in-five respondents (19.9%) stated they are not at all likely to try the Tower restaurant. With nearly three of every five respondents stating they are likely to try the Tower, it is clear the concept has substantial support.

As expected, given that we told respondents that the average price of a dinner would be between \$20 and \$25, higher income respondents were most likely to say they are likely to try the Tower. Two-thirds of all respondents coming from upper income households (67.7%) stated they would likely try the Tower. This drops to 59.4% for middle-income respondents, and to half for lower income respondents.

This pattern is reinforced when likelihood of trying the new Tower restaurant is cross tabulated by frequency of dining out. Likelihood of trying the Tower is strongest amongst those who dine out once a week or more (64.1%), and those who dine out a few times a month (60.8%). This drops to just under half for those who dine out a few times a year.

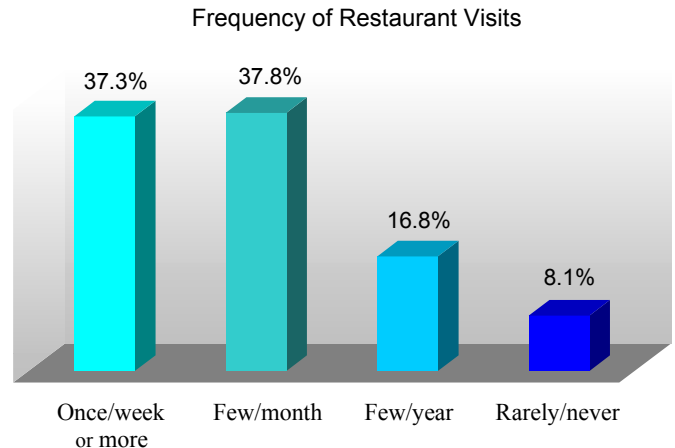
Middle-aged respondents were most likely to state they are likely to give the Tower restaurant a try. Those aged 30 to 44 years old were most likely (65.4%) followed by those aged 45 to 64 (63.9%). Younger respondents were slightly less likely to say they would try the Tower, but still a majority responded in favor (55%). Seniors were the least likely to express an interest with only 35.1% stating they were likely to try the Tower.



Frequency of Restaurant Visits (%)

As the accompanying bar chart indicates, Lethbridge residents dine out frequently. Over one-third (37.2%) stated they dine out once a week or more with a further one-third (37.8%) dining out at a sit down restaurant a few times a month. A further 16.8% stated they dine out a few times a year while only 8.1% stated they rarely or never dine out.

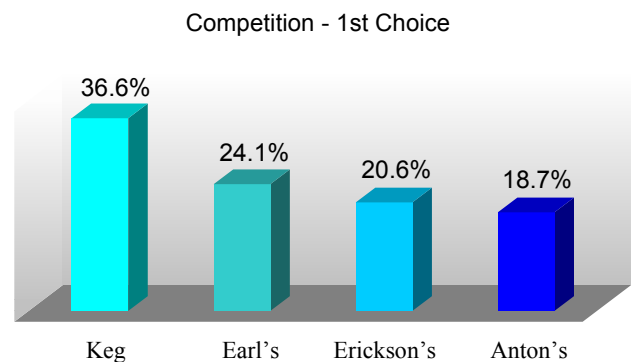
Upper income respondents dine out most frequently, while seniors are the least likely to dine out.



The Competition - 1st Choice (%)

When asked to choose their first preference from a list of four prominent Lethbridge restaurants, over one-third indicated the Keg would be their first choice (36.6%). One-quarter indicated they would prefer Earl's (24.1%) with the rest split between Erickson's (20.6%) and Anton's (18.7%).

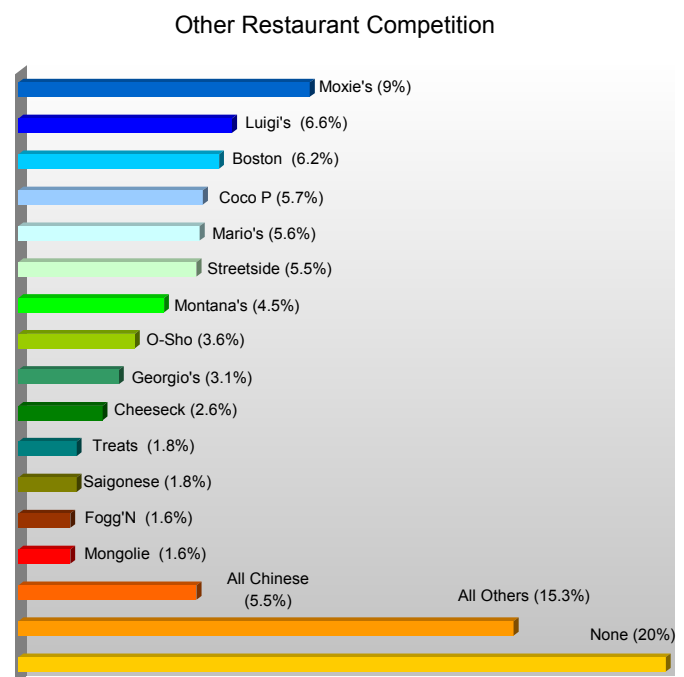
Importantly, 78% of those who chose the Keg or Earl's also stated they are likely to try a new Tower restaurant.



Other Restaurant Competition (%)

When asked if there is some restaurant they would prefer other than the four primary competitors, Lethbridge diners responded with a wide variety of preferences. Topping the list is Moxie's, which garnered 9% of the mentions. Interestingly, although we stated we were not interested in fast food choices, two 'pizza parlors' ranked second and third (Luigi's at 6.6% and Boston Pizza at 6.2%). Also of note, Pizza Hut received no mentions.

A number of recent additions to the Lethbridge restaurant scene appear to have strongly established a presence in the market. Those include East Side Mario's (5.6%) and Montana's (4.5%). One-in-five (20%) stated they had no preference other than the four primary competitors.



Tabular Data

Likelihood of Trying New Tower Restaurant (%)

Likelihood of Trying New Tower Restaurant (%)

Very Likely	24.9
Somewhat Likely	33.0
Not Very Likely	22.3
Not at All Likely	19.9

Likelihood of Trying New Tower Restaurant by Income

	<u>Under \$30,000</u>	<u>\$30- \$60,000</u>	<u>Over \$60,000</u>
Very Likely	19.3	28.1	28.7
Somewhat Likely	30.7	31.3	39.0
Not Very Likely	22.3	24.0	22.1
Not at All Likely	27.7	16.7	10.3

Likelihood of Trying New Tower Restaurant by Frequency of Dining Out

	<u>Weekly</u>	<u>Monthly</u>	<u>Yearly</u>	<u>Rarely/Never</u>
Very Likely	31.1	24.9	16.1	13.3
Somewhat Likely	33.0	35.9	33.3	17.8
Not Very Likely	17.9	24.0	30.1	17.8
Not at All Likely	17.9	15.2	20.4	51.1

Likelihood of Trying New Tower Restaurant by the Competition – 1st Choice

	<u>Keg</u>	<u>Earl's</u>	<u>Erickson's</u>	<u>Anton's</u>
Very Likely	32.5	22.0	13.5	26.5
Somewhat Likely	36.9	29.5	30.6	33.3
Not Very Likely	17.7	28.8	22.5	22.5
Not at All Likely	12.8	19.7	33.3	17.6

Likelihood of Trying New Tower Restaurant (%)

Likelihood of Trying New Tower Restaurant by Age

	<u>18-29</u>	<u>30-44</u>	<u>45-64</u>	<u>65 plus</u>
Very Likely	24.6	30.7	26.5	13.5
Somewhat Likely	30.4	34.7	37.4	21.6
Not Very Likely	22.8	23.3	21.3	21.6
Not at All Likely	22.2	11.3	14.8	43.2

Likelihood of Trying New Tower Restaurant by Gender

	<u>Male</u>	<u>Female</u>	<u>Total</u>
Very Likely	24.7	25.2	24.9
Somewhat Likely	32.1	33.6	33.0
Not Very Likely	24.4	20.5	22.3
Not at All Likely	18.8	20.8	19.9

Likelihood of Trying New Tower Restaurant by Area

	<u>South</u>	<u>North</u>	<u>West</u>
Very Likely	29.0	28.2	19.3
Somewhat Likely	28.1	31.3	40.1
Not Very Likely	21.0	19.1	24.0
Not at All Likely	21.9	21.4	16.7

Likelihood of Trying New Tower Restaurant by Education

	<u>HS or less</u>	<u>Some PS</u>	<u>College</u>	<u>University</u>
Very Likely	22.2	23.5	29.7	25.0
Somewhat Likely	31.6	34.9	35.9	29.7
Not Very Likely	19.7	20.1	22.7	25.6
Not at All Likely	26.5	21.5	11.7	19.8

Frequency of Restaurant Visits (%)

Frequency of Restaurant Visits (%)

Once/week or more	37.3
Few per month	37.8
Few per year	16.8
Rarely-Never	8.1

Frequency of Restaurant Visits by Income

	<u>Under \$30,000</u>	<u>\$30- \$60,000</u>	<u>Over \$60,000</u>
Once per week or more	33.7	36.7	49.3
Few per month	35.5	37.2	37.7
Few per year	20.1	17.9	10.9
Rarely-Never	10.7	8.2	2.2

Frequency of Restaurant Visits by the Competition – 1st Choice

	<u>Keg</u>	<u>Earl's</u>	<u>Erickson's</u>	<u>Anton's</u>
Once per week or more	37.0	43.7	32.5	35.6
Few per month	41.0	37.0	36.0	34.6
Few per year	14.1	13.3	24.6	20.2
Rarely-Never	7.8	5.9	7.0	9.6

Frequency of Restaurant Visits by Age

	<u>18-29</u>	<u>30-44</u>	<u>45-64</u>	<u>65 plus</u>
Once per week or more	39.8	41.1	36.1	28.2
Few per month	42.7	33.1	39.2	34.6
Few per year	11.1	18.5	17.7	24.4
Rarely-Never	6.4	7.3	7.0	12.8

Frequency of Restaurant Visits (%)

Frequency of Restaurant Visits by Gender

	<u>Male</u>	<u>Female</u>	<u>Total</u>
Once per week or more	43.1	32.5	37.3
Few per month	36.1	39.4	37.8
Few per year	13.9	19.2	16.8
Rarely-Never	6.9	8.9	8.1

Frequency of Restaurant Visits by Area

	<u>South</u>	<u>North</u>	<u>West</u>
Once per week or more	40.2	32.8	37.6
Few per month	39.7	35.1	37.6
Few per year	12.5	21.6	17.8
Rarely-Never	7.6	10.4	7.1

Frequency of Restaurant Visits by Education

	<u>HS or less</u>	<u>Some PS</u>	<u>College</u>	<u>University</u>
Once per week or more	25.8	41.1	44.4	36.4
Few per month	39.2	40.4	32.3	39.3
Few per year	25.0	14.6	16.5	12.7
Rarely-Never	10.0	4.0	6.8	11.6

The Competition – 1st Choice (%)

1st Choice (%)

The Keg	36.6
Earl's	24.1
Sven Erickson's	20.6
Anton's	18.7

1st Choice by Income

	<u>Under \$30,000</u>	<u>\$30- \$60,000</u>	<u>Over \$60,000</u>
The Keg	39.6	38.9	33.6
Earl's	25.6	19.5	31.3
Sven Erickson's	20.7	20.5	14.2
Anton's	14.0	21.1	20.9

1st Choice by Frequency of Dining Out

	<u>Weekly</u>	<u>Monthly</u>	<u>Yearly</u>	<u>Rarely/Never</u>
The Keg	36.4	39.8	30.2	38.1
Earl's	28.2	23.7	18.8	19.0
Sven Erickson's	17.7	19.4	29.2	19.0
Anton's	17.7	17.1	21.9	23.8

1st Choice by Age

	<u>18-29</u>	<u>30-44</u>	<u>45-64</u>	<u>65 plus</u>
The Keg	48.2	46.9	28.5	9.5
Earl's	33.9	27.2	19.2	8.1
Sven Erickson's	7.1	9.5	27.8	55.4
Anton's	10.7	16.3	24.5	27.0

The Competition – 1st choice (%)

1st Choice by Gender

	<u>Male</u>	<u>Female</u>	<u>Total</u>
The Keg	37.8	35.4	36.6
Earl's	25.5	23.0	24.1
Sven Erickson's	22.8	18.6	20.6
Anton's	13.9	23.0	18.7

1st Choice by Area

	<u>South</u>	<u>North</u>	<u>West</u>
The Keg	27.7	40.6	43.5
Earl's	28.1	17.2	24.6
Sven Erickson's	28.1	18.0	14.7
Anton's	16.1	24.2	17.3

1st Choice by Education

	<u>HS or less</u>	<u>Some PS</u>	<u>College</u>	<u>University</u>
The Keg	38.6	42.5	37.6	29.2
Earl's	11.4	26.0	24.8	31.0
Sven Erickson's	28.1	20.5	17.6	17.9
Anton's	21.9	11.0	20.0	22.0

The Competition – 2nd Choice (%)

2nd Choice (%)

The Keg	33.2
Anton's	26.1
Earl's	21.7
Sven Erickson's	19.0

2nd Choice by Income

	<u>Under \$30,000</u>	<u>\$30- \$60,000</u>	<u>Over \$60,000</u>
The Keg	32.9	30.7	35.6
Anton's	24.7	25.4	26.5
Earl's	25.3	21.7	21.2
Sven Erickson's	17.1	22.2	16.7

2nd Choice by Frequency of Dining Out

	<u>Weekly</u>	<u>Monthly</u>	<u>Yearly</u>	<u>Rarely/Never</u>
The Keg	38.2	30.8	28.0	31.7
Anton's	23.5	25.0	36.6	19.5
Earl's	22.1	23.6	15.1	26.8
Sven Erickson's	16.2	20.7	20.4	22.0

2nd Choice by Age

	<u>18-29</u>	<u>30-44</u>	<u>45-64</u>	<u>65 plus</u>
The Keg	43.3	32.0	30.8	17.8
Anton's	16.5	23.8	29.5	42.5
Earl's	27.4	25.9	19.2	8.2
Sven Erickson's	12.8	18.4	20.5	31.5

The Competition - 2nd choice (%)

2nd Choice by Gender

	<u>Male</u>	<u>Female</u>	<u>Total</u>
The Keg	36.5	30.4	33.2
Anton's	23.8	28.0	26.1
Earl's	23.5	19.9	21.7
Sven Erickson's	16.2	21.7	19.0

2nd Choice by Area

	<u>South</u>	<u>North</u>	<u>West</u>
The Keg	38.5	27.8	32.8
Anton's	29.6	27.8	21.5
Earl's	16.4	19.0	28.0
Sven Erickson's	15.5	25.4	17.7

2nd Choice by Education

	<u>HS or less</u>	<u>Some PS</u>	<u>College</u>	<u>University</u>
The Keg	18.8	38.6	33.9	38.6
Anton's	29.5	22.8	27.4	25.9
Earl's	23.2	24.1	19.4	19.9
Sven Erickson's	28.6	14.5	19.4	15.7

Other Competitors (%)

Other Competitors	(% mentions)
Moxie's	9.0
Luigi's Pizza	6.6
Boston Pizza	6.2
Coco Pazzo	5.7
East Side Mario's	5.6
Streetside	5.5
Montana's	4.5
O-Sho	3.6
Georgios	3.1
Cheesecake	2.6
Treats Eatery	1.8
Saigonese	1.8
Fogg 'N Suds	1.6
Mongolie Grill	1.6
The Attic	1.4
Humpty's	1.4
Ricky's	1.3
Smitty's	1.3
Hugo's	1.2
Brewsters	1.1
The Onion	1.0
All Chinese Food	5.5
All Other Mentions	6.6
None other than four primary	20.0

Demographics

Gender	(%)
Male	47.6
Female	52.4

Area of City	(%)
South	40.4
North	24.1
West	35.5

Age	(%)
18-29	30.7
30-44	27.1
45-64	28.3
65 or older	13.9

Income	(%)
\$30,000 or less	33.6
\$30,001-\$60,000	39.1
Over \$60,000	27.3

Education	(%)
High School or less	20.8
Some post secondary	26.1
College-tech grad	23.0
University grad	30.1

Questionnaire

- How likely would you be to go out for dinner at a new steak and seafood restaurant to be built in the green Lethbridge water tower, assuming that the average price of a dinner was between \$20 and \$25 per person and there was plenty of parking?
- How often do you go out for a sit down dinner at a Lethbridge restaurant – not including fast food outlets?
- I am going to read a list of four Lethbridge restaurants, please tell me which one of the four you would choose as your first choice if you were going to go out for a sit down dinner?
- Please tell me which one of the four you would choose as your second choice?
- Again, excluding fast food, is there a restaurant other than the four just listed that you prefer to frequent?
- Gender
- Age
- Education
- Income
- Area of city