

# **Broad-Based Market Demand Analysis**

## Introduction

Cumberland Regional Economic Development Association (CREDA) commissioned Corporate Research Associates, Inc. (CRA) to conduct a **Broad-Based Market Demand Analysis** for the Pugwash Peace Exchange (PPE).

The overall study objectives were to:

- Identify and provide specifics (such as size) of potential market segments for the PPE, including non-resident visitors to the province, Nova Scotia residents, student groups and other special interest markets (such as current PPE members);
- Identify market appeal of potential facilities and programming, with a focus in determining the market demand for this proposed development, who the key markets are and what are they looking for in a Pugwash Peace Experience; and
- Conduct primary market research with key potential user groups to determine their interest.

To this end, CRA surveyed four key target groups, using several different methodologies. Specifically, the general public was surveyed using the *Atlantic Quarterly*, using a telephone methodology. Residents in Cumberland County were also surveyed, using a telephone methodology, with an oversampling of residents specifically within the Pugwash area. Special interest groups, that is, current members of the Pugwash Peace Exchange, were interviewed using an online survey. Finally, educators, such as teachers and professors in local area schools and universities were contacted using an online methodology.

Where applicable, findings are reported on all four target groups in the same graph. As such, references are included for each group, including sample size are as follows:

Target Group	Table Reference	Sample Size
General Public (Atlantic Canada)	GP	1509
General Public (Nova Scotia)	GP	402
Cumberland County	CC	137
Pugwash Area	CC	163
Special Interest Groups	SI	178
Educators	E	15

In addition to quantitative research, in-depth interviews were conducted with four group operators.

In-depth interview discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of in-depth interview discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions and attitudes related to the subject matter. The discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. In-depth interviews allow for more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion."

The in-depth interview technique is used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. Due to the inherent biases in the technique, the data should not be projected to any universe of individuals.

This report provides an Executive Summary of the findings, recommendation and conclusions and a detailed analysis of the study results. Appended to the report are copies of the survey questionnaire, (Appendix A), and tabular results for each of the four survey components (Appendix B). Also included are a recruitment screener (Appendix C), and interview protocol (Appendix D). Tabular results for each question are broken down by key demographic subgroups. All percentages presented in the banner tables have been rounded to the nearest whole number and, consequently, may not always total 100 percent. Unless otherwise stated, all figures are expressed as a percentage.

## Executive Summary

The findings for the **Broad-based Market Demand Analysis** indicate that there is a market for the proposed Pugwash Peace Exchange and that such a centre would be well-received especially among residents of Nova Scotia, particularly those in Cumberland County. The likelihood of visiting such a centre is related to the residents' proximity to Pugwash, as Nova Scotians are more likely than Atlantic Canadians in general to indicate an intention to visit the site, and Cumberland County residents are more likely than Nova Scotians in general to visit.

Current awareness of the Pugwash Conferences on Science and World Affairs is relatively modest, although many residents in close proximity to the Conference site are familiar with these conferences and the awarding of the Nobel Prize to Joseph Rotblat. Most Cumberland County residents and members of the Pugwash Peace Exchange hold an interest in world events and peace-related issues. Of note, there is little awareness of centres or facilities elsewhere in the world that are similar to the proposed centre.

In terms of topics that would be of interest to visitors to the Centre, Atlantic Canadians and Cumberland County residents are most likely interested in environmental issues, and an educational facility for adults and children. Current members of the Pugwash Peace Exchange are most interested in issues surrounding world peace, and would be interested in conferences held at the site. Educators believe their students would be interested in historical films and interactive displays. Regardless of topic interest, it will be important for the Centre to offer visitors a hands-on, interactive learning experience.

Nearly all residents in Cumberland County support the construction of the Pugwash Peace Centre, and findings are similar between residents within the Pugwash area and those outside of Pugwash in Cumberland County. Residents offer a variety of reasons for supporting the project, with many pointing toward the importance of learning and education, and the connection the Centre would provide to world peace.

There is an opportunity with tour operators to promote the Centre, especially given the uniqueness and historic significance of the Pugwash Conferences. At the same time, the Centre would have to be packaged with other attractions in the area to attract interest from tour operators.

Finally, analysis of other existing peace centres around the world suggests strong fundraising and ever-changing exhibits are the key to a successful centre with high visitation. It appears as though attractions with aggressive funding strategies are most likely to grow, and the majority of these peace centres survive without charging admission, instead choosing to rely on external funding and fundraising.

## Conclusions

The following conclusions are drawn from the research findings:

- ***There does appear to be a significant potential market for the proposed peace centre in Pugwash.***

Even discounting visitation intentions, there is a significant potential market for the Pugwash Peace Exchange. Not surprisingly, those living in closest proximity to the propose centre have the highest potential to visit. Even on a region wide basis, however, nearly one-in-five household would be likely visitors to the Peace Centre, suggesting that such an attraction would likely increase visitation to the Pugwash area. That potential market increases to nearly one-in-two households in Cumberland County and one-in-four households in Nova Scotia. This suggests a significant market exists for the propose centre if properly positioned in the market place.

- ***Outside Cumberland County, awareness of the Pugwash conferences is relatively modest.***

Outside Nova Scotia, familiarity with the Pugwash Conferences on Science and World Affairs and the Nobel Prize awarded for these conferences is relatively low. Residents in Cumberland County, and Pugwash in particular are much more likely to be familiar with the conferences. Peace initiatives and nuclear disarmament are top-of-mind among residents when thinking of these conferences.

Most Cumberland County residents and members of the Pugwash Peace Exchange hold an interest in world events and peace-related issues. Of note, there is little awareness of centres or facilities elsewhere in the world that are similar to the proposed centre.

- ***There is a broad range of interest in the exhibit topics that could be covered at the Centre, with a strong emphasis on a hands-on, interactive presentation style.***

In terms of broad exhibit topics that could be covered at the Centre, the general public (both in Atlantic Canada and Cumberland County in particular) are primarily interested in environmental issues, and specifically indicate global warming as an area of interest. It is important to note that other topics, such as world peace and human rights, are also highly rated by residents. Members of the PPE are most interested in issues surrounding world peace, while educators express similar levels of interest in all three areas: environmental, world peace, and human rights. An educational facility which provides information on world peace appeals most to residents in Atlantic Canada and Cumberland County. Members of the PPE are primarily interested in conferences addressing peace issues, and the opportunity to meet important people involved in the topic of world peace. Educators believe their students would be most interested in historical films and interactive displays.

- ***Proximity to and interest in the Pugwash Peace Exchange (PPE) influence the likelihood of visiting the Centre.***

Most members of the Pugwash Peace Exchange have visited Cyrus Eaton's home in Pugwash. A small number of residents of Cumberland County have visited the home, while many more residents of Pugwash have been to Cyrus Eaton's home.

In terms of likelihood of visiting the Pugwash Peace Exchange, members of the PPE are most likely to visit, followed by residents of Pugwash, residents of Cumberland County, Nova Scotians, and finally, Atlantic Canadians.

- ***There appears to be only a limited opportunity to attract children and students to the Peace Centre.***

Residents in Cumberland County are more likely than those elsewhere in Atlantic Canada to believe their children may be interested in visiting an educational and hands-on peace centre in Pugwash. There is, however, only modest levels of interest expected by those with children in visiting such a centre. Unfortunately, many educators are unlikely to take a field trip with their students to the Centre due to distance, time and cost constraints.

- ***There is a high level of support for the Centre among those living within Cumberland County.***

Nearly all residents in Cumberland County support the construction of the Pugwash Peace Centre, and findings are similar between residents within the Pugwash area and those outside of Pugwash in the general Cumberland County region. Residents offer a variety of reasons for supporting the project, with many pointing toward the importance of learning and education, and the connection the Centre would provide to world peace. Among the small number of residents who oppose the construction of a peace centre, concerns with cost and wasting money are the top reasons for this opinion.

- ***Strong fundraising has proven to be vital for museum growth and stability.***

Peace based attractions that depend on grants have more difficulty establishing new programs and exhibits. Attractions that have aggressive fundraising strategies will see growth and will enjoy the benefits of increased visitation. Although some organizations were able to budget for a long period of time with royalty funding, it is not sustainable and does not lead to long-term growth.

It appears as though high visitation may be attributed to ever changing events and interactive exhibits, and growth is a result of a strong emphasis on fundraising. Attractions that do not have the same focus on fundraising will see little to no growth in terms of visitation or exhibit development without charging admission or establishing fundraising as a major priority.

The following conclusions are a result of the in-depth interviews with tour operators.

- ***Attractions that combine learning and cultural components reflective of Nova Scotia's history and ocean connection are most sought after by tour operators.***

Tour operators interviewed primarily cater to a clientele over the age of 50 years old, and as such, look for sites and attractions that are typical of Nova Scotia and that provide a hands-on approach to learning. Offerings that relate to the province's history and its maritime heritage are widely attractive to their clientele.

In general, those who include Cumberland County in some or all of their Nova Scotia tours tend to be very familiar with this region. In contrast, a lack of familiarity with the area and the region's perceived isolation in relation to traditional routes were the reasons given to explain why some tour operators do not include stops in or around Cumberland County.

- ***The Pugwash Peace Exchange is an attractive product for tour operators, as long as it is clearly linked to Nova Scotia and its people, as well as being packaged as part of a regional experience.***

Reactions to the idea for the Pugwash Peace Exchange were highly positive among tour operators. Focusing on the five pillars of the Human Security Agenda was considered relevant to today's current affairs and of interest to a more upscale and highly educated visitor. That said, the topic in itself is not enough of a draw to ensure success, and tour operators felt that there is a need to clearly link it to the Nova Scotia economic and political landscape. This is most important as it was noted that visitors seek to learn about the factors that shape a destination's people and its culture. A combination of static and interactive displays, short video or live presentations and staff to answer questions was deemed most suitable to keep visitors' interest. Given the perceived seriousness of the topic, it was also suggested to ensure the Peace Exchange aims at educating visitors without taking too much of an academic approach.

To ensure the attraction's success, it was suggested to promote the Centre as part of a regional experience rather than a destination itself. Indeed, tour operators' limited familiarity with the region itself and its location far from the more typical routes explored by visitors may be barriers to the success of the Peace Exchange among tour operators. As such, promoting other attractions or activities nearby would help strengthen the appeal of the Peace Exchange. Consideration should also be given to informing tour operators of more 'technical' aspects to travelling to Pugwash, including road conditions, motor coach parking and visitor facilities enroute and onsite (including restrooms, restaurants and accommodations).

## Recommendations

The following recommendations are drawn from the findings from this study and the conclusions drawn from those findings and are offered for the client's consideration.

**1. Given the potential market, the proposed Pugwash Peace Exchange should be considered a viable project.**

The discounted visitation intentions would suggest that there is a market for the proposed Pugwash Peace Exchange. The positioning of the Centre, especially in terms of exhibit content, must be broad enough to attract as wide an audience as possible. There is also clearly an opportunity with tour operators to choose the site as part of their itineraries, especially if packaged with other attractions in the Pugwash area. It will require the appropriate amenities and infrastructure however to ensure success in this regard. Proximity to the Centre is likely the greatest prediction of success in attracting visitors, although there is a market for the Centre beyond Nova Scotia if properly promoted.

**2. The proposed Pugwash Peace Exchange should be closely associated with the Pugwash Conference, especially the Nobel Peace Prize awarded in 1995.**

Outside Cumberland County, awareness of the Pugwash Conferences is relatively modest. Efforts to increase awareness of the Pugwash Conferences and their contributions specifically to world peace and nuclear disarmament should be undertaken as a primary means of promoting the proposed Pugwash Peace Exchange.

Particular attention should be given to profiling the Nobel Peace Prize awarded in 1995 and the well-known historic figures associated with the Pugwash Conferences. This is particularly important for tour operators seeking unique sites with historic significance for their clients.

**3. A specific strategy should be developed to target tour operators.**

The proposed Pugwash Peace Exchange would clearly be appealing to tour operators seeking unique attractions and learning experiences for their clients. Not only were the topics proposed to be covered (the five pillars of Human Security Agenda) deemed to be relevant to the mostly mature, upscale clientele, but the uniqueness and historic significance was also of high appeal to tour operators.

At the same time, given the perceived "off-the-beaten" path location of the PPE, it will be important to package the Centre as part of a regional destination offering other attractions and suitable visitor amenities, including restaurants and accommodations.

Due to the general lack of familiarity with Cumberland County, familiarization tours would likely need to be offered to prospective tour operators.

**4. The Centre should offer a range of exhibit topics and present these topics in a hands-on, interactive manner.**

Broad exhibit topics should include environment issues, as well as world peace and human rights issue to appeal to the broadest market. While there is clear interest among the general public in an educational facility that produces information on world peace and a clear interest among PPE members in conferences addressing peace issues, it is important that the exhibits themselves offer a hands-on interactive learning experience. Such an approach may also include live presentations, but such presentations must be relatively short in duration and be of a high professional calibre.

**5. The Centre should be linked in a meaningful way to Nova Scotia.**

There is considerable interest in why, for example, Pugwash was chosen as the site for the Pugwash Conferences and its connection to Nova Scotia. What impact did this work at the Thinkers' Lodge have on the province?

This is particularly important to the travel trade industry who are interested in promoting attractions with historic significance that are connected to the community in which they reside. This also includes the close association of Nova Scotia with the ocean.

**6. The Pugwash Peace Exchange should decide whether or not to offer free admission.**

Most of the similar centres offered free admission, except the Nobel Peace Centre, and relied on grants and volunteers to operate their facilities. The more successful centres were clearly those with a more formalized approach to fundraising that allow a greater investment in their exhibits, especially in terms of changing exhibits on a regular basis.

Given its location, the PPE would clearly attract many more visitors by offering free general admission, but perhaps charging for certain activities like special education programming.